

2020
GMC SIERRA



**LIVE
LIKE A PRO**



SIERRA 1500 DENALI ULTIMATE in Dark Sky Metallic shown with available equipment.



Always looking for better ways to get things done. That's the pro way. It's what drove GMC engineers to create Sierra. With its strong, elevated stance, revolutionary capabilities, innovative technologies and remarkable power, Sierra leads in the best possible way: by example.

Experience the truck for you—the 2020 GMC Sierra 1500.

¹Accessory warranty coverage, if any, varies. See your GM Warranty Booklet or GM dealer for details.

STAND TALL



- | WORLD'S FIRST SIX-FUNCTION GMC MULTIPRO™ TAILGATE
- | CONTINUOUS DAMPING ADAPTIVE RIDE CONTROL
- | HIGH-INTENSITY LED HEADLAMPS
- | SIGNATURE CHROME DENALI GRILLE
- | CHROME VERTICAL RECOVERY HOOKS¹
- | 6.2L V8 AND 3.0L DURAMAX TURBO DIESEL WITH 10-SPEED TRANSMISSION ARE AVAILABLE
- | INDUSTRY-FIRST CARBONPRO™ CARBON-FIBRE COMPOSITE BED IS AVAILABLE
- | EXCLUSIVE 22" WHEELS ON DENALI ULTIMATE

The 2020 Sierra Denali makes a big statement with bold design that delivers advanced capability and innovative technologies. And to help you work more efficiently, the MultiPro Tailgate offers six convenient functions never before possible in a pickup. Sierra Denali goes further by adding an innovative road-handling system—continuous damping Adaptive Ride Control. It provides a first-class ride experience by monitoring both the road and Sierra in real time, automatically adjusting when hauling and trailering for exceptional comfort and responsiveness.

¹To avoid the risk of injury, never use recovery hooks to tow a vehicle. For more information, see the Recovery Hooks section of your Owner's Manual.

DENALI



SIERRA 1500 DENALI in Dark Sky Metallic shown with available equipment.



SIERRA 1500 DENALI interior in Jet Black shown with available equipment.

BEFORE YOU TAKE IT ANYWHERE, WE'VE TAKEN IT FURTHER



SIERRA DENALI OFFERS AN ARRAY OF PREMIUM MATERIALS AND EQUIPMENT:

- GMC PROGRADE™ TRAILERING SYSTEM WITH IN-VEHICLE TRAILERING APP¹
- PREMIUM GMC INFOTAINMENT SYSTEM² WITH NAVIGATION³ AND AVAILABLE SIRIUSXM® WITH 360L⁴
- PREMIUM BOSE⁵ SOUND SYSTEM WITH RICHBASS WOOFER
- UP TO 15 CAMERA VIEWS,⁶ INCLUDING TRANSPARENT TRAILER VIEW, ARE AVAILABLE
- ADAPTIVE CRUISE CONTROL—CAMERA IS AVAILABLE
- MULTICOLOUR 15" DIAGONAL HEAD-UP DISPLAY AND REAR CAMERA MIRROR ARE AVAILABLE

Our most technologically advanced Sierra Denali ever offers an available multicolour 15" diagonal Head-Up Display (HUD) and a Rear Camera Mirror. The HUD projects vehicle data, available active safety information and phone and infotainment sources onto the windshield. It also offers the ProGrade Trailering System and up to 15 camera views⁶ when equipped with the available Technology Package and accessory cameras. One of those views is the available industry-first transparent trailer view, which helps you to virtually see right through the trailer to detect objects behind it.

This is also our most premium Sierra Denali interior ever with finely crafted materials and attention to every detail. You'll find perforated Forge leather-appointed seating with contrasting stitch pattern, authentic ash wood, brushed aluminum trim and chrome accents.

Safety or driver-assistance features are no substitute for the driver's responsibility to operate the vehicle in a safe manner. The driver should remain attentive to traffic, surroundings and road conditions at all times. Visibility, weather and road conditions may affect feature performance. Read the vehicle Owner's Manual for more important feature limitations and information.

¹App functionality and features vary with vehicle equipment and trim level. Data connection may be required. Some features require active service plan and working electrical system. ²Functionality may vary by model. Full functionality requires compatible Bluetooth® and smartphone, and USB connectivity for some devices. Data plan rates may apply. ³At time of printing, detailed map coverage is available for most major urban areas of the United States and for certain metropolitan areas of Canada (Vancouver, Calgary, Edmonton, Winnipeg, Windsor, London, Toronto, Ottawa, Montreal, Quebec City and Halifax). Coverage is significantly limited outside these areas. ⁴Available in 10 Canadian provinces, three territories and the 48 contiguous United States. Subscription sold separately after trial period. If you decide to continue your service at the end of your trial subscription, the plan you choose will automatically renew and bill at then-current rates until you call 1-888-539-7474 to cancel. Other fees and taxes will apply. All fees and programming subject to change. See the Customer Agreement for complete terms at siriusxm.ca/terms. ©2020 SiriusXM Canada, Inc. "SiriusXM," the SiriusXM logo, channel names and logos are trademarks of SiriusXM Radio, Inc., and are used under licence. SiriusXM Canada products, programming and services are subject to change. ⁵Bose is a registered trademark of Bose Corporation. ⁶Read the vehicle Owner's Manual for important feature limitations and information. Some camera views require available accessory camera and installation. Not compatible with all trailers. See your dealer for details.

AT4

- FACTORY-INSTALLED 2" SUSPENSION LIFT FOR INCREASED GROUND CLEARANCE
- 2-SPEED AUTOTRAC TRANSFER CASE, AUTOMATIC LOCKING REAR DIFFERENTIAL AND SKID PLATES
- OFF-ROAD TUNED RANCHO® MONOTUBE SHOCK ABSORBERS
- DISTINCT EXTERIOR DESIGN WITH BLACK CHROME ACCENTS AND RED VERTICAL RECOVERY HOOKS¹
- WORLD'S FIRST SIX-FUNCTION GMC MULTIPRO TAILGATE
- INDUSTRY-FIRST CARBONPRO CARBON-FIBRE COMPOSITE BED IS AVAILABLE
- OFF-ROAD MUD TERRAIN-RATED GOODYEAR® WRANGLER DURATRAC® TIRES ARE AVAILABLE
- 6.2L V8 AND 3.0L DURAMAX TURBO DIESEL WITH 10-SPEED TRANSMISSION ARE AVAILABLE

Sierra AT4 includes a 2" factory-installed suspension lift for elevated ground clearance to help overcome rough terrain. Explore the unbeaten path with the available 6.2L V8 or 3.0L Duramax Turbo Diesel engine with 10-speed transmission. The Traction Select System allows you to choose Off-Road mode for optimum transmission, throttle and StabiliTrak performance on unpaved surfaces. And the standard 2-speed Autotrac transfer case with low-range 4x4 gearing helps handle a variety of off-road conditions. Venturing downhill, Hill Descent Control uses anti-lock braking to help control descent on rugged terrain. And to help manoeuvre out of deep, loose terrain, AT4 includes an automatic locking rear differential. Further helping smooth out the rough spots are Rancho monotube shocks, while metal skid plates help protect the front underbody.

¹To avoid the risk of injury, never use recovery hooks to tow a vehicle. For more information, see the Recovery Hooks section of your Owner's Manual.



PAVED ROADS OPTIONAL



SIERRA 1500 AT4 in Onyx Black shown with available equipment.



SIERRA 1500 AT4 interior in Jet Black with Kalahari accents and available equipment.

NO NEED TO ROUGH IT



AT4 INTERIOR OFFERS:

- PREMIUM AT4 INTERIOR IN JET BLACK WITH KALAHARI ACCENTS
- DURABLE AT4 ALL-WEATHER FLOOR LINERS
- LEATHER-APPOINTED FRONT HEATED AND VENTILATED SEATS
- MULTICOLOUR 15" DIAGONAL HEAD-UP DISPLAY AND REAR CAMERA MIRROR¹ ARE AVAILABLE
- UP TO 15 CAMERA VIEWS,² INCLUDING SURROUND VIEW AND TRANSPARENT TRAILER VIEW ARE AVAILABLE

Inside, you'll find an athletic, purposeful interior designed for your active lifestyle. Unique darkened trim and decor, leather-appointed front seats in Jet Black with Kalahari accents and smart storage compartments await.

In addition, the available multicolour 15" diagonal Head-Up Display projects key information onto the windshield to help you keep your eyes on the road. Information includes an Off-Road Inclinometer that shows the fore-and-aft tilt, front tire angle and left-and-right tilt. And for the added views helpful in manoeuvring through harsh terrain, there are up to 15 camera views² when equipped with the available Technology Package and accessory cameras,² including Surround View and Front and Rear Views.



¹Read the vehicle Owner's Manual for important feature limitations and information.

²Read the vehicle Owner's Manual for important feature limitations and information. Some camera views require available accessory camera and installation. Not compatible with all trailers. See your dealer for details.

POWERED BY INNOVATION



- WORLD'S FIRST SIX-FUNCTION GMC MULTIPRO TAILGATE
- MAX CARGO BED VOLUME RANGES FROM 1781 L TO 2031 L (62.9 CU. FT. TO 71.7 CU. FT.)¹
- REAR BUMPER WITH LARGE CORNER STEPS
- 5.3L V8 ENGINE WITH DYNAMIC FUEL MANAGEMENT
- 6.2L V8 OR 3.0L DURAMAX TURBO DIESEL ENGINES WITH 10-SPEED AUTOMATIC TRANSMISSION ARE AVAILABLE
- MAX TRAILERING RATING OF UP TO 12,100 LB. (5489 KG)² (DOUBLE CAB) AND 12,000 LB. (5443 KG)² (CREW CAB) IS AVAILABLE
- X31 OFF-ROAD PACKAGE IS AVAILABLE

Sierra SLT delivers what you demand in a truck without sacrificing style, refinement, capability, power or efficiency. Outside, its tall stance and large bed are highlighted by high-intensity LED headlamps, LED tail lamps and chrome accents on the grille, fog lamps, side-window surrounds, bumpers, mirror caps and door handles. SLT also includes power supplied by a 355-hp 5.3L V8 engine with an 8-speed automatic transmission on 4x2 models and a 10-speed automatic transmission on 4x4 models.

¹Cargo and load capacity limited by weight and distribution. ²Sierra's 12,100-lb. (5489 kg) rating requires Sierra SLT Double Cab 4x4 model with available 6.2L V8 engine and Max Trailering Package. Sierra's 12,000-lb. (5443 kg) rating requires Sierra SLT Crew Cab 4x4 model with available 6.2L V8 engine and Max Trailering Package. Before you buy a vehicle or use it for trailering, carefully review the trailering section of the Owner's Manual. The weight of passengers, cargo and options or accessories may reduce the amount you can tow.

SLT



SIERRA 1500 SLT in Satin Steel Metallic shown with available equipment.

**COME FOR THE VIEW.
STAY FOR THE RIDE.**

SIERRA 1500 SLT interior in Dark Walnut Slate shown with available equipment.



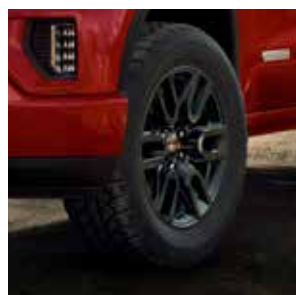
SIERRA SLT OFFERS A WIDE RANGE OF ACCOMMODATIONS:

- PROGRADE TRAILERING SYSTEM WITH IN-VEHICLE TRAILERING APP¹
- STORAGE AREAS IN REAR SEATBACK AND UNDER REAR SEAT
- HEATED LEATHER-WRAPPED STEERING WHEEL
- PREMIUM GMC INFOTAINMENT SYSTEM² AND AVAILABLE SIRIUSXM WITH 360L³
- HEATED AND VENTILATED 10-WAY POWER LEATHER-APPOINTED FRONT BUCKET SEATS ARE AVAILABLE
- SAFETY AND DRIVER-ASSISTANCE TECHNOLOGIES INCLUDING ADAPTIVE CRUISE CONTROL—CAMERA⁴ AND LANE CHANGE ALERT WITH SIDE BLIND ZONE ALERT⁴ ARE AVAILABLE

Sierra SLT models heighten your driving experience with comfortable seating that offers a tall, commanding view and driver-centric controls and instrumentation along with purposeful technologies. And rear-seat climate comfort is provided by rear vents and available heated rear outboard seats on Crew Cab models.

¹App functionality and features vary with vehicle equipment and trim level. Data connection may be required. Some features require active service plan and working electrical system. ²Functionality may vary by model. Full functionality requires compatible Bluetooth and smartphone, and USB connectivity for some devices. Data plan rates may apply. ³Available in 10 Canadian provinces, three territories and the 48 contiguous United States. Subscription sold separately after trial period. If you decide to continue your service at the end of your trial subscription, the plan you choose will automatically renew and bill at then-current rates until you call 1-888-539-7474 to cancel. Other fees and taxes will apply. All fees and programming subject to change. See the Customer Agreement for complete terms at siriusxm.ca/terms. ©2020 SiriusXM Canada, Inc. "SiriusXM," the SiriusXM logo, channel names and logos are trademarks of SiriusXM Radio, Inc., and are used under licence. SiriusXM Canada products, programming and services are subject to change. ⁴Read the vehicle Owner's Manual for important feature limitations and information.

ELEVATE EVERY DAY



Sierra Elevation goes all in with a bold, monochromatic presence—boosting both your altitude and your attitude. It tells the world that something unique is headed its way, while keeping you well-connected with an array of technologies that seamlessly link you to your Elevation.

- MONOCHROMATIC, BOLD EXTERIOR WITH DOMINANT BLACK GRILLE
- 20" GLOSS-BLACK PAINTED ALUMINUM WHEELS
- LED HEADLAMPS, TAIL LAMPS AND FOG LAMPS
- 8" DIAGONAL GMC INFOTAINMENT SYSTEM¹ WITH AVAILABLE CUSTOMIZABLE USER PROFILES
- 2.7L TURBO ENGINE IS STANDARD; A 5.3L V8 OR 3.0L DURAMAX TURBO DIESEL ARE AVAILABLE
- TRACTION SELECT SYSTEM WITH AVAILABLE TERRAIN MODE
- AVAILABLE ON BOTH DOUBLE CAB AND CREW CAB CONFIGURATIONS



SLE



SIERRA 1500 SLE in Pacific Blue Metallic shown with available equipment.

MAKES EASY WORK OF HARD WORK



- CHROME GRILLE, BUMPERS AND WINDOW SURROUND
- LED HEADLAMPS AND TAIL LAMPS
- 12 CARGO TIE-DOWNS RATED AT 500 LB. (227 KG)¹ PER CORNER
- 8" DIAGONAL GMC INFOTAINMENT SYSTEM² WITH AVAILABLE CUSTOMIZABLE USER PROFILES
- 5.3L V8 OR 3.0L DURAMAX TURBO DIESEL ENGINES ARE AVAILABLE

Sierra SLE is all about doing things—and doing them well. From its spacious cabin with generous headroom and legroom to its large cargo beds—which range from 1781 L up to 2031 L (62.9 cu. ft. up to 71.7 cu. ft.).¹ Driving all of this forward is a powerful engine lineup that includes a standard 2.7L Turbo and the optional 3.0L Duramax Turbo Diesel or optional 5.3L V8, now with a 10-speed automatic transmission.³



MULTIPRO

WORLD'S FIRST SIX-FUNCTION GMC MULTIPRO TAILGATE



¹Non-GM warranty. Limited warranty by KICKER.[®] For more information, contact your dealer. ²Visit my.gm.ca/gmc/en/learnabout/bluetooth for more information. Full Bluetooth feature functionality varies by device, model and/or vehicle configuration and software version. Bluetooth is a registered trademark of Bluetooth SIG, Inc.

We've revolutionized traditional tailgates with the World's First MultiPro Tailgate. It offers six convenient functions never before possible in a truck.

These functions help improve loading, unloading and accessing the cargo bed, and it's been rigorously tested to exacting GMC standards for structural strength and durability.

In fact, the MultiPro is the most tested tailgate in GMC history, and it's standard on SLT, AT4 and Denali.

When you're camping or tailgating and want to bring your music outdoors—without leaving your Sierra running—the available accessory MultiPro Audio System by KICKER^{®1} is designed to integrate into the MultiPro Tailgate. This 100-watt exterior audio system has full Bluetooth² streaming capability.

To shed more light on the gathering, add available dealer-installed accessory LED lighting.

TAILGATE

SIX FUNCTIONS AVAILABLE.



Available features shown.

1

PRIMARY GATE
Opens from the key fob, inside the truck or a button on the gate.

2

PRIMARY GATE LOAD STOP
Helps prevent items from sliding out of the bed.

3

EASY ACCESS
The inner gate folds down, allowing you to reach farther into the bed.

UNLIMITED POTENTIAL.



4 FULL-WIDTH STEP

The inner gate folds into a large step for easy access, holding up to 375 lb. (170 kg).



5 INNER GATE LOAD STOP

Helps prevent second-tier items from sliding out of the bed.



6 INNER GATE WITH WORK SURFACE

When opened, provides a work surface as well as second-tier loading.

WATCH THE GMC MULTIPRO TAILGATE IN ACTION AT GMCCANADA.CA.

THE STRENGTH OF STEEL



- ROLL-FORMED HIGH-STRENGTH STEEL BED FLOOR
- SPRAY-ON BEDLINER INCLUDED WITH AT4 AND DENALI
- LARGE FOOTWELLS IN CORNERSTEP REAR BUMPER
- 12 TIE-DOWNS: THREE IN EACH CORNER RATED AT 500 LB. (227 KG)¹ PER CORNER
- UP TO NINE ADDITIONAL MOVABLE ACCESSORY UPPER TIE-DOWNS ARE AVAILABLE
- 120-VOLT POWER OUTLET IS AVAILABLE
- LED CARGO AREA LAMPS ARE AVAILABLE

To help you get work done, we created large cargo beds. On Crew Cab models, max cargo capacity ranges from 1781 L (62.9 cu. ft.) up to 2031 L (71.7 cu. ft.);² Double Cab models provide up to 2031 L (71.7 cu. ft.);² and Regular Cab models provide up to 2523 L (89.1 cu. ft.).² Next, we constructed the bed using roll-formed high-strength steel to create a strong, durable cargo floor. To help protect the surface, we offer spray-on bedliners—and to enclose the entire bed, accessory³ tonneau covers. We didn't stop there. LED lighting and a 120-volt power outlet (standard on SLT, AT4 and Denali) are available for the bed. To easily climb into the bed, the CornerStep rear bumper features footwells big enough to accommodate large work boots. Or simply step up into the bed thanks to the available revolutionary MultiPro Tailgate and its six functions, including a full-width step.



Available MultiPro Audio System by KICKER® accessory shown.



SIERRA 1500 DENALI in Satin Steel Metallic shown with available equipment.

HOW TO REMAKE THE BED: CARBONPRO



Inspired by your active lifestyle, we pioneered the industry-first use of carbon fibre in a pickup bed. The available CarbonPro carbon-fibre composite bed provides durability, strength and functionality to load and haul heavy cargo. Replacing the standard steel inner panels and floor with strong, lightweight materials, it offers excellent dent, scratch and corrosion resistance, helping it to withstand weathering and helping maintain a premium bed appearance. With three molded-in sections for wheels and two additional tie-downs (14 total), CarbonPro helps ease the loading and securing of motorcycles, dirt bikes and ATVs.

The CarbonPro bed is included in the Sierra CarbonPro Edition and is available on AT4 and Denali. The AT4 CarbonPro Edition includes features such as a 6.2L V8 or 3.0L Duramax Turbo Diesel engine, premium infotainment system¹ with Navigation,² 6" black rectangular assist steps, exclusive exterior design with black chrome grille surround, black AT4 badging, black exhaust tips, mud terrain tires or available 20" 6-spoke Carbon Grey painted aluminum wheels with all-terrain tires. The Denali CarbonPro Edition includes features such as a 6.2L V8 or 3.0L Duramax Turbo Diesel engine, Head-Up Display, Rear Camera Mirror,³ High Definition Surround Vision³ and 22" high-gloss black wheels. Both editions include the new dealer-installed accessory⁴ MultiPro Audio System by KICKER^{®5} integrated into the MultiPro Tailgate.

¹Functionality may vary by model. Full functionality requires compatible Bluetooth and smartphone, and USB connectivity for some devices. Data plan rates may apply. ²At time of printing, detailed map coverage is available for most major urban areas of the United States and for certain metropolitan areas of Canada (Vancouver, Calgary, Edmonton, Winnipeg, Windsor, London, Toronto, Ottawa, Montreal, Quebec City and Halifax). Coverage is significantly limited outside these areas. ³Read the vehicle Owner's Manual for important feature limitations and information. ⁴Accessory warranty coverage, if any, varies. See your GM Warranty Booklet or GM dealer for details. ⁵Non-GM warranty. Limited warranty by KICKER.® For more information, contact your dealer.

GMC PROGRADE TRAILERING PULLS IT ALL TOGETHER



SIERRA 1500 DENALI in Dark Sky Metallic shown with available equipment.

¹Sierra's 12,100-lb. (5489 kg) rating requires Sierra SLT Double Cab 4x4 model with available 6.2L V8 engine and Max Trailering Package. Sierra's 12,000-lb. (5443 kg) rating requires Sierra SLT Crew Cab short bed or standard bed 4x4 model with available 6.2L V8 engine and Max Trailering Package. Sierra Denali's 8800-lb. (3992 kg) rating requires Crew Cab short bed 4x4 model with available 6.2L V8 engine. Before you buy a vehicle or use it for trailering, carefully review the trailering section of the Owner's Manual. The weight of passengers, cargo and options or accessories may reduce the amount you can tow.



With the available 6.2L V8 and Max Trailering Package, select Sierra models can trailer up to 12,100 lb. (5489 kg)¹ with the Double Cab and up to 12,000 lb. (5443 kg)¹ with the Crew Cab. (Denali shown max trailering 8800 lb. [3992 kg]). We're focused on making trailering a seamlessly integrated, transparent and confident experience. Sierra's available ProGrade Trailering System helps make it all possible.

MAX TRAILERING PACKAGE This package increases trailering capability and is available on SLE, Elevation and SLT.

It includes a 9.76" rear axle, 3.42 axle ratio, enhanced cooling radiator, revised shock tuning for increased control, heavier-duty rear springs, increased Rear Gross Axle Weight Rating (RGAWR) and a 220-amp alternator.

Discover how Sierra can help you tow like a pro at gmccanada.ca.



CONFIDENCE TRAVELS WITH YOU

Knowledge is powerful. It's also the foundation of the confident trailering experience Sierra offers. You have to stay in control of Sierra and your trailer, and the available ProGrade Trailering System helps you do just that. Easily keep tabs on your truck and trailer with up to 15 camera views¹ when equipped with the available Technology Package and accessory cameras. One of those views is the industry-first transparent trailer view, which helps you to virtually see right through the trailer to detect objects behind it. Along with the other technologies below, Sierra is engineered to help elevate your trailering experience.

AVAILABLE IN-VEHICLE TRAILERING APP²

To help improve your trailering experience, the available in-vehicle Trailering App² offers a variety of useful features. The app is integrated with and accessible through Sierra's infotainment system,³ with features including the ability to create five defined trailer profiles based on trailer name, trailer type and trailer hitch type. You'll also find maintenance reminders, step-by-step predeparture checklists, Trailer Light Sequence Test, Tire Pressure Monitoring System⁴ and a counter for trailer mileage and fuel economy.

myGMC™ APP⁵

The available myGMC App⁵ gives you access to features such as creating and managing trailer profiles (shareable with other compatible Sierra owners), a Trailer Light Sequence Test, the ability to remotely activate trailer lights to ensure they're in working order, predeparture checklists (or create your own) and a Trailer Load Calculator to determine the combined weight of your truck and trailer for a confident towing experience. To monitor trailering health, you can view and receive alerts on key components of your trailer such as tire pressure monitoring⁴ and trailer kilometres. There's also a trailering glossary to provide a quick reference to trailering-related materials.

SMART TRAILER INTEGRATION

Using the iN•Command® Control System⁶ from ASA Electronics with a compatible trailer with GlobalConnect™, this available feature gives drivers control over trailer functions through the myGMC App⁵ or the infotainment system³ through Apple CarPlay™⁷ and Android Auto™⁸. Similar to the features of a smart home, iN•Command is the central hub of operations to monitor and control an array of systems in compatible trailers. You can turn on the trailer's air conditioning or water heater, check water and holding tank levels or monitor fuel levels on trailers equipped with generators.

TRACTION SELECT SYSTEM WITH TOW/HAUL MODE

The available system allows you to quickly switch to Tow/Haul mode, which adjusts transmission shift points in order to deliver peak power and trailering performance. The system will retain the Tow/Haul setting configuration for up to 4 hours after Sierra is turned off, eliminating the need to re-engage the system after returning from a brief stop on a long journey.

POWER TRAILERING MIRRORS

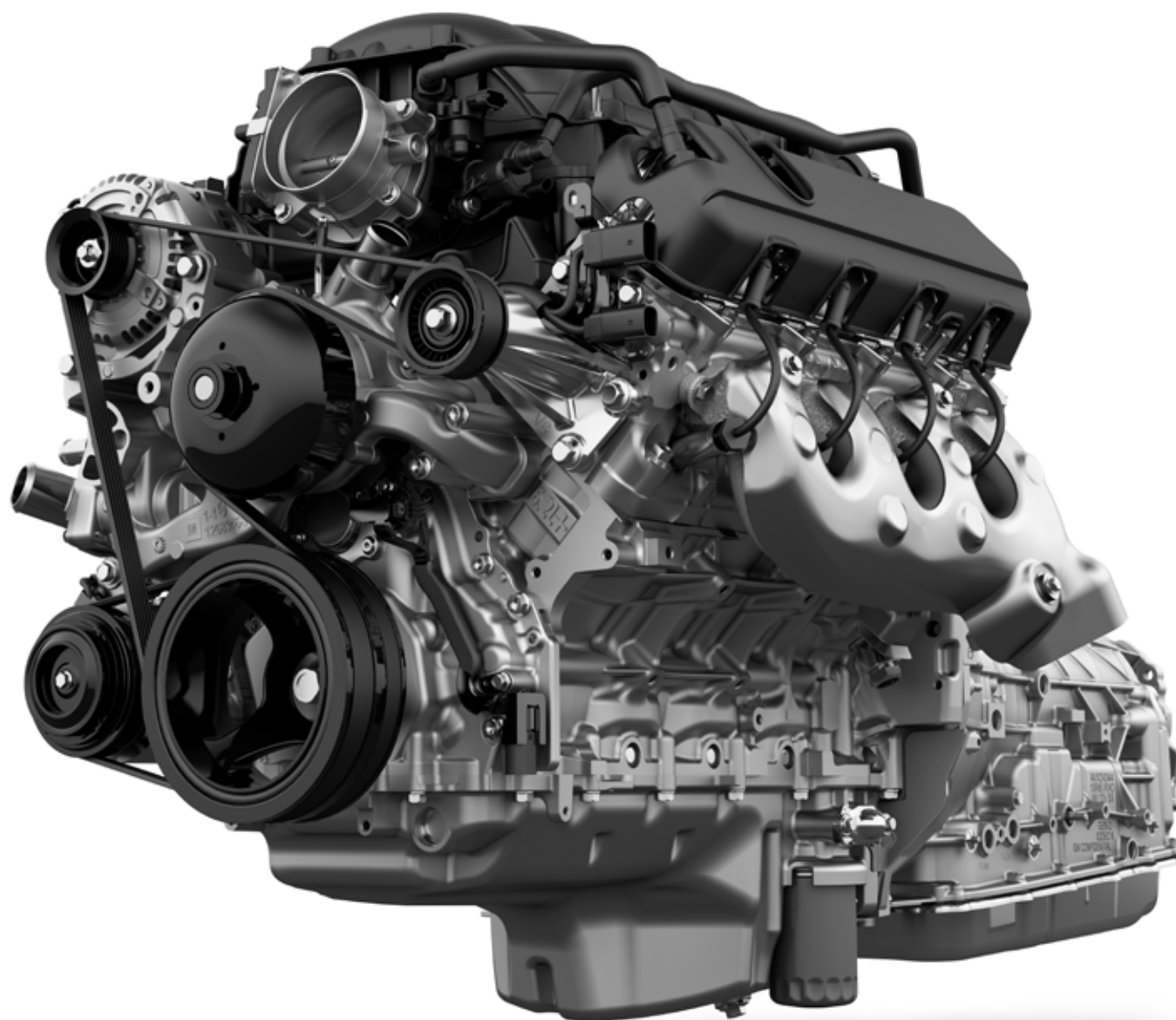
New for 2020, these power-adjustable trailering mirrors power fold and manually extend and retract. Available on AT4 and Denali.

ONSTAR SAFETY AND SECURITY

For more than 20 years, OnStar®⁹ has provided industry-leading services to its Members. With the available OnStar Safety & Security Plan,¹⁰ you can have added peace of mind knowing a real person may be ready to help 24/7.

Whether you are in a crash, need assistance recovering a stolen vehicle, find yourself facing an emergency or have a question about your account, help from a specially trained OnStar Emergency-Certified Advisor is only a button-push away.

¹Read the vehicle Owner's Manual for important feature limitations and information. Some camera views require available accessory camera and installation. Not compatible with all trailers. See your dealer for details.
²App functionality and features vary with vehicle equipment and trim level. Data connection may be required. Some features require active service plan and working electrical system. ³Functionality may vary by model. Full functionality requires compatible Bluetooth and smartphone, and USB connectivity for some devices. Data plan rates may apply. ⁴Must be installed by the customer or a third-party service centre. Requires available Trailer Tire Pressure Monitoring System. ⁵Available on select Apple® and Android™ devices. Service availability, features and functionality are subject to limitations and vary by model and/or vehicle configuration, device and the plan in which you are enrolled. Device data connection required. Visit onstar.ca for more details. ⁶iN•Command is provided by ASA Electronics and is designed to operate within 9 metres of the trailer. Works with trailers equipped with the iN•Command Control System with GlobalConnect via Bluetooth connection. Control and monitoring functionality varies by trailer manufacturer, model and installed options. Use of the iN•Command Control System feature through the myGMC App requires an active service plan. User terms apply. Visit onstar.ca for details and limitations. ⁷Vehicle user interface is a product of Apple® and its terms and privacy statements apply. Requires compatible iPhone® and data plan rates apply. Apple CarPlay is a trademark of Apple, Inc. Siri, iPhone and iTunes are trademarks of Apple, Inc., registered in the U.S. and other countries. ⁸Vehicle user interface is a product of Google™ and its terms and privacy statements apply. Requires the Android Auto app on Google Play and an Android-compatible smartphone running Android 5.0 or higher. Data plan rates apply. Android Auto is a trademark of Google LLC. ⁹Visit onstar.ca for coverage maps, details and system limitations. Services vary by model and/or vehicle configuration, service plan and conditions, as well as geographical and technical restrictions. Service plan required. GM factory-installed equipment purchase may be required. ¹⁰Requires vehicle electrical system (including battery), wireless service and GPS satellite signal to be available and operating for features to function properly. Services are subject to user terms and limitations and vary by model and/or vehicle configuration. Not all vehicles may transmit all crash data. OnStar acts as a link to existing emergency service providers; OnStar Emergency Advisors are certified by the International Academies of Emergency Dispatch. Roadside service provided by Allstate Roadside Services, and limitations and restrictions apply. Stolen Vehicle Assistance requires armed factory-installed theft-deterrent system and selection of notification communication preference(s); these services are intended to assist with vehicle recovery and do not prevent theft or protect against damage or loss; additional messaging and data rates may apply. Visit onstar.ca for more details.



6.2L V8

420 HORSEPOWER | 460 LB.-FT. OF TORQUE

10-SPEED AUTOMATIC TRANSMISSION | DYNAMIC FUEL MANAGEMENT

AVAILABLE ON 4X4-EQUIPPED SLT, AT4 AND DENALI MODELS

3.0L DURAMAX TURBO DIESEL

10-SPEED AUTOMATIC TRANSMISSION | ACTIVE THERMAL MANAGEMENT | 277 HORSEPOWER
460 LB.-FT. OF TORQUE | AVAILABLE ON SLE, ELEVATION, SLT, AT4 AND DENALI



5.3L V8

355 HORSEPOWER | 383 LB.-FT. OF TORQUE

8-SPEED AUTOMATIC TRANSMISSION (4X2) | 10-SPEED AUTOMATIC TRANSMISSION (4X4) | DYNAMIC FUEL MANAGEMENT

STANDARD ON SLT, AT4 AND DENALI | AVAILABLE ON SLE AND ELEVATION

5.3L V8

GMC



2.7L TURBO

310 HORSEPOWER | 348 LB.-FT. OF TORQUE

8-SPEED AUTOMATIC TRANSMISSION | ACTIVE FUEL MANAGEMENT

STANDARD ON SLE AND ELEVATION | AVAILABLE ON SIERRA TRIM



SIERRA 1500 AT4 in Onyx Black shown with available equipment.

WHERE PROFESSIONAL GRADE MEETS THE ROAD AND THE OFF-ROAD



On the road or off, Sierra is engineered to help inspire driving confidence. The available Traction Select System allows you to tailor your driving experience to multiple road conditions. Denali models add premium ride and handling with continuous damping Adaptive Ride Control.

TRACTION SELECT SYSTEM This available feature allows you to choose different drive modes, based on equipment, that alter the transmission shift points, throttle and traction systems to better handle varying road conditions. The modes include Normal for everyday driving; Sport, to increase responsiveness; Tow/Haul for trailering or hauling heavy loads; Snow mode on 4x2 models is helpful in slippery conditions; Terrain mode is included on 4x4 models with the single-speed transfer case and optimizes low-speed driving over rough terrain; and available Off-Road mode helps Sierra take on rugged terrain at moderate speeds.

RESPONSIVE SUSPENSION The independent short-/long-arm front suspension provides excellent wheel alignment, ride comfort and turnability with reduced weight. The live-axle rear suspension includes two-stage, semielliptic multileaf rear springs to balance payload management and ride quality.

ADAPTIVE CRUISE CONTROL—CAMERA This available feature enhances regular cruise control by using camera technology to automatically adapt the vehicle speed to maintain your selected following gap time between your vehicle and any vehicles detected ahead while you steer, reducing the need for you to frequently brake and accelerate.

CONTINUOUS DAMPING ADAPTIVE RIDE CONTROL The system monitors input from both the road and the truck in real time to help deliver a smooth ride. Every 2 milliseconds, active dampers continuously adjust both rebound and compression forces to counter heave, pitch and body roll. Stiffness rates also change when Sport mode is selected, or automatically when it senses heavy trailering or large payloads.

Safety or driver-assistance features are no substitute for the driver's responsibility to operate the vehicle in a safe manner. The driver should remain attentive to traffic, surroundings and road conditions at all times. Visibility, weather and road conditions may affect feature performance. Read the vehicle Owner's Manual for more important feature limitations and information.

THE POSITION OF STRENGTH



Constructed on a fully boxed steel frame, Sierra was purpose-built with bold proportions that provide a strong foundation—and from its range of available transfer cases for power on demand to its “e-boost” braking system, Sierra is built like there’s a lot riding on it—because there is.

FULLY BOXED LADDER FRAME As much as 80 percent of the frame is made of high-strength steel—varying from 2 mm to 5 mm in thickness, with every millimetre optimized for performance, strength and stiffness.

STOPPING POWER The electrohydraulic boost, or “e-boost,” system produces power on demand for smooth, reliable, consistent braking whether the truck is loaded, unloaded or hauling a heavy trailer. In addition, all Sierra models are equipped with brake pad monitoring.

MULTIPLE MATERIALS Engineering excellence means the right material in the right place. There’s high-strength steel in the frame, bed and safety cage. Lightweight aluminum in the doors, hood and tailgate creates easier closing, and its lighter weight enables better efficiency. GMC engineers selected materials for the application, then optimized them for durability, safety, mass and function.

TRANSFER OF POWER On 4x4 models, Sierra offers a choice of transfer cases. The 2-speed transfer case features Auto, 2 High, 4 High and 4 Low settings. It is standard on AT4 and Denali models. The single-speed transfer case, standard on all other 4x4 models, offers Auto, 2 High, 4 High and Terrain mode designed to optimize low-speed off-road driving.



SIERRA 1500 AT4 in Onyx Black shown with available equipment.

YOU'VE GOT TO SEE THIS



To help you see more, the 2020 Sierra AT4 and Denali models offer safety and driver-assistance technologies engineered to provide a real-time view of the truck and its surroundings. Easily keep tabs on your truck and trailer with up to 15 camera views¹ when equipped with the available Technology Package and accessory cameras to help you see around the truck and compatible trailers if towing.

Safety or driver-assistance features are no substitute for the driver's responsibility to operate the vehicle in a safe manner. The driver should remain attentive to traffic, surroundings and road conditions at all times. Visibility, weather and road conditions may affect feature performance. Read the vehicle Owner's Manual for important feature limitations and information.

¹Some camera views require available accessory camera and installation. Not compatible with all trailers. See your dealer for details. ²Read the vehicle Owner's Manual for important feature limitations and information.



SIERRA AT4 AND DENALI OFFER AVAILABLE:

- HIGH DEFINITION SURROUND VISION²
- REAR CAMERA MIRROR²
- MULTICOLOUR 15" DIAGONAL HEAD-UP DISPLAY
- SAFETY ALERT SEAT²
- FRONT PEDESTRIAN BRAKING²
- LANE CHANGE ALERT WITH SIDE BLIND ZONE ALERT²
- REAR CROSS TRAFFIC ALERT²
- LANE KEEP ASSIST WITH LANE DEPARTURE WARNING²
- AUTOMATIC EMERGENCY BRAKING²
- INTELLIBEAM HEADLAMPS
- ADAPTIVE CRUISE CONTROL—CAMERA²

**GO FAR,
STAY CLOSE**



SIERRA 1500 AT4 in Summit White shown with available equipment.



SIERRA'S INFOTAINMENT OFFERS AVAILABLE:

- 8" DIAGONAL TOUCH-SCREEN AND NAVIGATION¹
- DOWNLOADABLE IN-VEHICLE APPS²
- CUSTOMIZABLE USER PROFILES
- APPLE CARPLAY™³ COMPATIBILITY
- ANDROID AUTO⁴ COMPATIBILITY
- GMC CONNECTED SERVICES⁵ PLANS
- SIRIUSXM WITH 360L⁶
- BUILT-IN 4G LTE WI-FI® HOTSPOT⁷ (DATA PLAN REQUIRED)

On the road, you're never far from the people, information and entertainment that matter. The available premium infotainment system⁸ uses a simplified interface that's more intuitive than ever before. Connect two devices at once using Bluetooth⁹ with storage for up to 10 and customizable user profile settings, saved with each driver's preferences—such as radio settings. You can even customize and save your profile and use it in another compatible Sierra.

Seamlessly link your digital life to your Sierra with available GMC Connected Services⁵ and its range of plans such as an available paid Remote Access Plan.¹⁰

SiriusXM with 360L⁶ offers premium content including 200-plus channels of commercial-free music, talk, entertainment, original programming, artist-dedicated channels and more. With an All Access trial or paid subscription, enjoy SiriusXM content in your vehicle, on the app, online and on connected home devices.

Discover how to stay connected at gmccanada.ca.

¹At time of printing, detailed map coverage is available for most major urban areas of the United States and for certain metropolitan areas of Canada (Vancouver, Calgary, Edmonton, Winnipeg, Windsor, London, Toronto, Ottawa, Montreal, Quebec City and Halifax). Coverage is significantly limited outside these areas. ²App functionality and features vary with vehicle equipment and trim level. Data connection may be required. Some features require active service plan and working electrical system. ³Vehicle user interface is a product of Apple® and its terms and privacy statements apply. Requires compatible iPhone® and data plan rates apply. Apple CarPlay is a trademark of Apple, Inc. Siri, iPhone and iTunes are trademarks of Apple, Inc., registered in the U.S. and other countries. ⁴Vehicle user interface is a product of Google and its terms and privacy statements apply. Requires the Android Auto app on Google Play and an Android-compatible smartphone running Android 5.0 or higher. Data plan rates apply. Android Auto is a trademark of Google LLC. ⁵Connected vehicle services require a connected vehicle services plan or trial, connected hardware, vehicle electrical system (including battery), wireless service and GPS satellite signal to be available and operating for features to function properly. OnStar acts as a link to existing emergency service providers. Visit onstar.ca for coverage map, details and system limitations. ⁶Available in 10 Canadian provinces, three territories and the 48 contiguous United States. Subscription sold separately after trial period. If you decide to continue your service at the end of your trial subscription, the plan you choose will automatically renew and bill at then-current rates until you call 1-888-539-7474 to cancel. Other fees and taxes will apply. All fees and programming subject to change. See the Customer Agreement for complete terms at siriusxm.ca/terms. ©2020 SiriusXM Canada, Inc. "SiriusXM," the SiriusXM logo, channel names and logos are trademarks of SiriusXM Radio, Inc., and are used under licence. SiriusXM Canada products, programming and services are subject to change. ⁷Services and connectivity vary by model and/or vehicle configuration and conditions, as well as geographical and technical restrictions. 4G LTE service available in select markets. Requires active connected vehicle services and a data plan to access the vehicle's built-in Wi-Fi Hotspot. Accessory Power must be active to use the Wi-Fi Hotspot. Data plans provided by AT&T® or its local service provider. Credit card is required for purchase. ⁸Functionality may vary by model. Full functionality requires compatible Bluetooth and smartphone, and USB connectivity for some devices. Data plan rates may apply. ⁹Not compatible with all devices. ¹⁰Diagnostic capabilities vary by model and/or vehicle configuration and do not cover all vehicle conditions; requires email address on file and enrolment in Vehicle Diagnostics to receive alerts; additional message and data rates may apply. Tire Pressure Monitoring System required (excludes spare). Does not include emergency or security services. Vehicle Locate is designed to locate compatible connected vehicles and capabilities vary by model and/or vehicle configuration and mobile device; available in the U.S., Canada and Mexico only. Remote Key Fob enables services such as remote start (requires GM factory-installed and enabled remote-start system), door lock/unlock (requires automatic locks) as well as lights and horn activation. Send-to-Vehicle Navigation requires a GM factory-installed navigation system to send directions to the vehicle. Alexa™ and Google Assistant™ are only available in the U.S. and Canada in U.S. English on properly equipped vehicles; some commands are not supported on some vehicles. Services are subject to user terms and limitations. Visit onstar.ca for more details.

THE QUESTION IS, WHICH ONE?

Choose the Sierra that's right for you at gmccanada.ca/build-and-price. All vehicles shown with available equipment.

SIERRA TRIMS



SIERRA includes standard LED headlamps and tail lamps with signature C-shape lighting, chrome front and rear bumpers, black grille inserts with chrome surround, 12 fixed cargo tie-downs (3 in each corner rated at 500 lb. [227 kg]¹ per corner), large rear bumper corner steps, front recovery hooks² (4x4 models), StabiliTrak with Traction Control, Hill Start Assist, Duralife brake rotors, standard cloth bench seats, 7" diagonal GMC Infotainment System³ with standard Apple CarPlay^{TM4} and Android Auto^{TM5} compatibility and second-row rear air vents on Double and Crew Cab models.



SLE includes most Sierra standard content and adds a bright chrome side-window surround, chrome mirror caps and body-colour door handles. SLE also adds an 8" diagonal GMC Infotainment System³ with Apple CarPlay^{TM4} and Android Auto⁵ compatibility, a leather-wrapped steering wheel and a colour 4.2" diagonal Driver Information Centre.



ELEVATION includes most SLE standard content and adds features that set it apart, such as a monochromatic, bold exterior with a dominant gloss-black grille and 20" gloss-black painted aluminum wheels; body-colour bumpers and grille surround; black side-window surround; and LED fog lamps. Available on Double Cab and Crew Cab configurations.



SLT includes most SLE standard content and adds the World's First Six-Function GMC MultiProTM Tailgate—and to enhance your trailering, it includes the ProGradeTM Trailering System with in-vehicle Trailering App⁶ and an integrated trailer brake controller, as well as a 5.3L V8 with Dynamic Fuel Management and an available 10-speed automatic transmission on 4x4 models. It also adds the Premium GMC Infotainment System,³ heated 10-way power leather-appointed front outboard seats, heated steering wheel and rear seatback storage.



AT4 offers its own unique blend of authentic off-road capability, innovative technology and premium refinement. AT4 includes a standard factory-installed 2" suspension lift, 2-speed Autotrac transfer case for low-range 4x4 gearing, automatic locking rear differential and skid plates; the GMC MultiPro Tailgate; spray-on bedliner with AT4 logo; 18" wheels with Dark Grey accents; black chrome exterior accents; integrated dual exhaust; available mud terrain-rated Goodyear[®] Wrangler DuraTrac[®] tires; exclusive athletic interior trim elements; red vertical recovery hooks;⁷ Jet Black interior with exclusive Kalahari accents; heated and ventilated front seats and, on Crew Cab models, heated rear outboard seats.



DENALI is the ultimate expression of Professional Grade and includes most SLT standard content including the GMC MultiPro Tailgate. It also offers perforated Forge leather-appointed seating, heated and ventilated front seats and heated rear outboard seats, ash wood accents, the Premium GMC Infotainment System³ with Navigation,⁷ Bose[®] Premium Sound System, 8" digital Driver Information Centre, wireless charging,⁹ a spray-on bedliner with Denali logo, integrated dual exhaust and continuous damping Adaptive Ride Control. A 5.3L V8 is standard or choose the available 6.2L V8 engine or a 3.0L Duramax Turbo Diesel engine, both with a 10-speed automatic transmission.

¹Cargo and load capacity limited by weight and distribution. ²To avoid the risk of injury, never use recovery hooks to tow a vehicle. For more information, see the Recovery Hooks section of your Owner's Manual. ³Functionality may vary by model. Full functionality requires compatible Bluetooth[®] and smartphone, and USB connectivity for some devices. Data plan rates may apply. ⁴Vehicle user interface is a product of Apple[®] and its terms and privacy statements apply. Requires compatible iPhone[®] and data plan rates apply. Apple CarPlay is a trademark of Apple, Inc. Siri, iPhone and iTunes are trademarks of Apple, Inc., registered in the U.S. and other countries. ⁵Vehicle user interface is a product of Google[™] and its terms and privacy statements apply. Requires the Android Auto app on Google Play and an Android[™]-compatible smartphone running Android 5.0 or higher. Data plan rates apply. Android Auto is a trademark of Google LLC. ⁶App functionality and features vary with vehicle equipment and trim level. Data connection may be required. Some features require active service plan and working electrical system. ⁷At time of printing, detailed map coverage is available for most major urban areas of the United States and for certain metropolitan areas of Canada (Vancouver, Calgary, Edmonton, Winnipeg, Windsor, London, Toronto, Ottawa, Montreal, Quebec City and Halifax). Coverage is significantly limited outside these areas. ⁸Bose is a registered trademark of Bose Corporation. ⁹The system wirelessly charges one compatible mobile device. Some devices require an adapter or back cover. See mygmc.ca for more information. ¹⁰Not compatible with all devices. ¹¹Read the vehicle Owner's Manual for important feature limitations and information. ¹²Non-GM warranty. Limited warranty by KICKER.[®] For more information, contact your dealer. ¹³This package requires 4x4 model, 6.2L V8 engine or Duramax 3.0L Turbo Diesel engine and 275/50R225L all-season, blackwall tires.

SELECT SIERRA PACKAGES



SLT PREMIUM PLUS PACKAGE requires Crew Cab model and includes bucket seats with centre console, ventilated front seats, rear sliding power window, universal home remote, 2 USB ports¹⁰ with auxiliary input, heated rear outboard seats, 8" diagonal premium infotainment system³ with Navigation,⁷ Bose⁹ Premium Sound System, wireless charging,⁹ Driver Alert Package I¹¹ (Front and Rear Park Assist, Lane Change Alert with Side Blind Zone Alert and Rear Cross Traffic Alert), Driver Alert Package II¹¹ (Safety Alert Seat, Forward Collision Alert, Lane Keep Assist with Lane Departure Warning, Automatic Emergency Braking, Front Pedestrian Braking, IntelliBeam headlamps, Following Distance Indicator and Adaptive Cruise Control-Camera), 20" polished aluminum wheels, chrome assist steps and a spray-on bedliner.



AT4 PREMIUM PACKAGE includes universal home remote, rear sliding power window, 8" diagonal premium infotainment system³ with Navigation,⁷ Bose⁹ Premium Sound System, wireless charging,⁹ off-road mud terrain-rated Goodyear Wrangler DuraTrac tires, Driver Alert Package I¹¹ (Front and Rear Park Assist, Lane Change Alert with Side Blind Zone Alert and Rear Cross Traffic Alert) and 6" black rectangular assist steps. 20" machined aluminum wheels with Carbon Grey metallic accents and all-terrain tires (shown) are available.



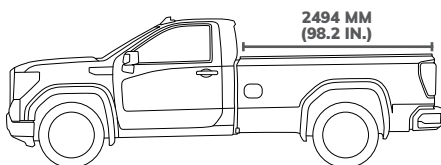
AT4 CARBONPRO™ EDITION is available on the Crew Cab short bed model and includes the AT4 Premium Package, 6.2L V8 or 3.0L Duramax Turbo Diesel engine with 10-speed automatic transmission, unique grille surround with black chrome finish, black AT4 hard badges on doors and tailgate, CarbonPro carbon-fibre composite bed, MultiPro Audio System by KICKER⁸¹² and black dual exhaust outlets. Available equipment includes 20" 6-spoke Carbon Grey painted aluminum wheels with all-terrain tires, off-road black accessory assist steps (shown), Driver Alert Package II¹¹ (Safety Alert Seat, Forward Collision Alert, Lane Keep Assist with Lane Departure Warning, Automatic Emergency Braking, Front Pedestrian Braking, IntelliBeam headlamps, Following Distance Indicator and Adaptive Cruise Control-Camera) and Technology Package¹¹ (8" digital Driver Information Centre, High Definition Surround Vision, Rear Camera Mirror, Bed View Camera and multicolour 15" diagonal Head-Up Display).



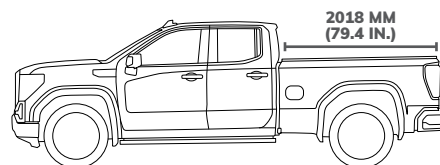
DENALI ULTIMATE PACKAGE⁹ includes standard Denali content and adds a 6.2L V8 or 3.0L Duramax Turbo Diesel engine with 10-speed automatic transmission, Technology Package¹¹ (High Definition Surround Vision, Rear Camera Mirror, Bed View Camera and multicolour 15" diagonal Head-Up Display), Driver Alert Package II¹¹ (Safety Alert Seat, Forward Collision Alert, Lane Keep Assist with Lane Departure Warning, Automatic Emergency Braking, Front Pedestrian Braking, IntelliBeam headlamps, Following Distance Indicator and Adaptive Cruise Control-Camera), power sunroof, MultiPro Power Steps, wheel locks and 22" multidimensional polished aluminum wheels.



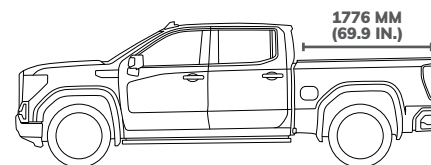
DENALI CARBONPRO EDITION is available on the short bed 4x4 model and includes the Denali Ultimate Package,¹³ 22" high-gloss black wheels and the CarbonPro carbon-fibre composite bed and badging.



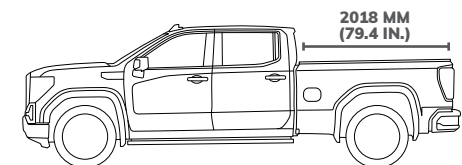
REGULAR CAB LONG BED
Standard on Base Sierra.



DOUBLE CAB STANDARD BED
Available on Base Sierra, SLE, Elevation, SLT and AT4.



CREW CAB SHORT BED
Available on Base Sierra, SLE, Elevation, SLT, AT4 and Denali.



CREW CAB STANDARD BED
Available on Base Sierra, SLE, Elevation, SLT, AT4 and Denali.

See your dealer for more package details and model requirements.

FIND YOUR TRUE COLOURS

EXTERIOR

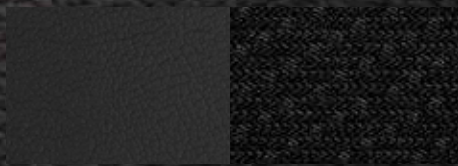


¹Not available on Denali. ²Extra-cost colour. ³Available on SLT and Denali only. ⁴Not available on Base Sierra trim. ⁵Limited availability. ⁶Not available on AT4. ⁷Not available on Regular Cab models. ⁸Late availability.

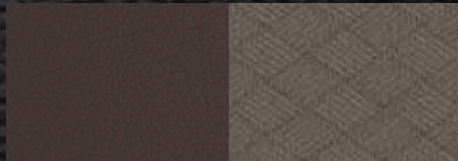
INTERIOR

COLOURS

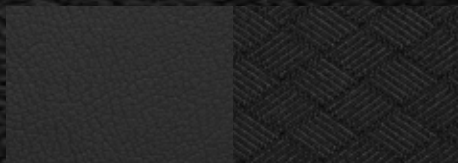
CLOTH



Jet Black/Jet Black — Standard on Base Sierra Trim



Dark Walnut/Slate — Standard on SLE/Elevation



Jet Black/Jet Black — Standard on SLE/Elevation

VINYL



Jet Black/Jet Black — Available on Base Sierra Trim

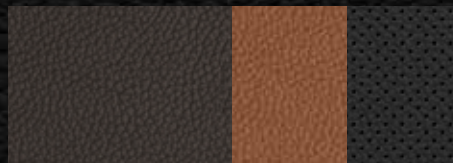
LEATHER APPOINTMENTS



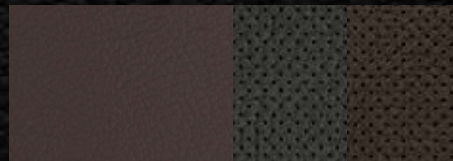
Dark Walnut/Slate Perforated — Standard on SLT



Jet Black/Jet Black Perforated — Standard on SLT



Jet Black/Jet Black Perforated With Kalahari Accents — Standard on AT4



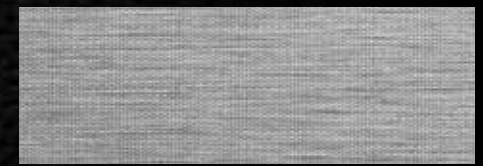
Dark Walnut/Dark Ash Grey Forge Perforated — Standard on Denali



Jet Black/Jet Black Forge Perforated — Standard on Denali

DETAILS

FINISHES



Aegis Patterned Aluminum — Standard on SLE/Elevation/SLT



Dark Brushed Aluminum — Standard on AT4



Brushed Aluminum — Standard on Denali

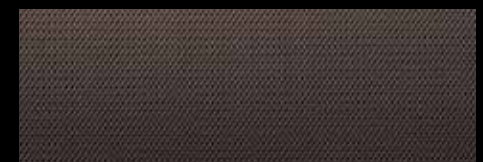
DOOR/CONSOLE ACCENTS



Arenite Tone — Standard on SLE/Elevation



Cypress Wood Tone — Standard on SLT



Technical Appearance — Standard on AT4



Open-Pore Ash Wood — Standard on Denali

DESIGNED FOR DISTINCTION



17" 6-Spoke Bright Silver Painted Aluminum (Q5U) — Standard on SLE; Available on Sierra.



18" 6-Spoke Machined Aluminum With Dark Grey Metallic Accents (UHN) — Standard on SLT; Available on SLE. Included on SLE With X31 Off-Road Package or XFE Fuel Economy Package.



18" Machined Aluminum With Dark Grey Accents (RT5) — Standard on AT4.



20" Gloss-Black Painted Aluminum (RD3) — Standard on Elevation. Available on Sierra Trim (4x4 Crew Cab Only).



20" Machined Aluminum With Carbon Grey Metallic Accents (NZH) — Available on AT4.



20" Polished Aluminum (NZM) — Available on Sierra Trim (4x4 Crew Cab Only), SLE and SLT. Included With SLT Premium Package and SLT Premium Plus Package.



20" Multidimensional Polished Aluminum (RTL) — Standard on Denali.



20" 6-Spoke Carbon Grey Painted Aluminum (NZQ) — Available With AT4 CarbonPro Edition.



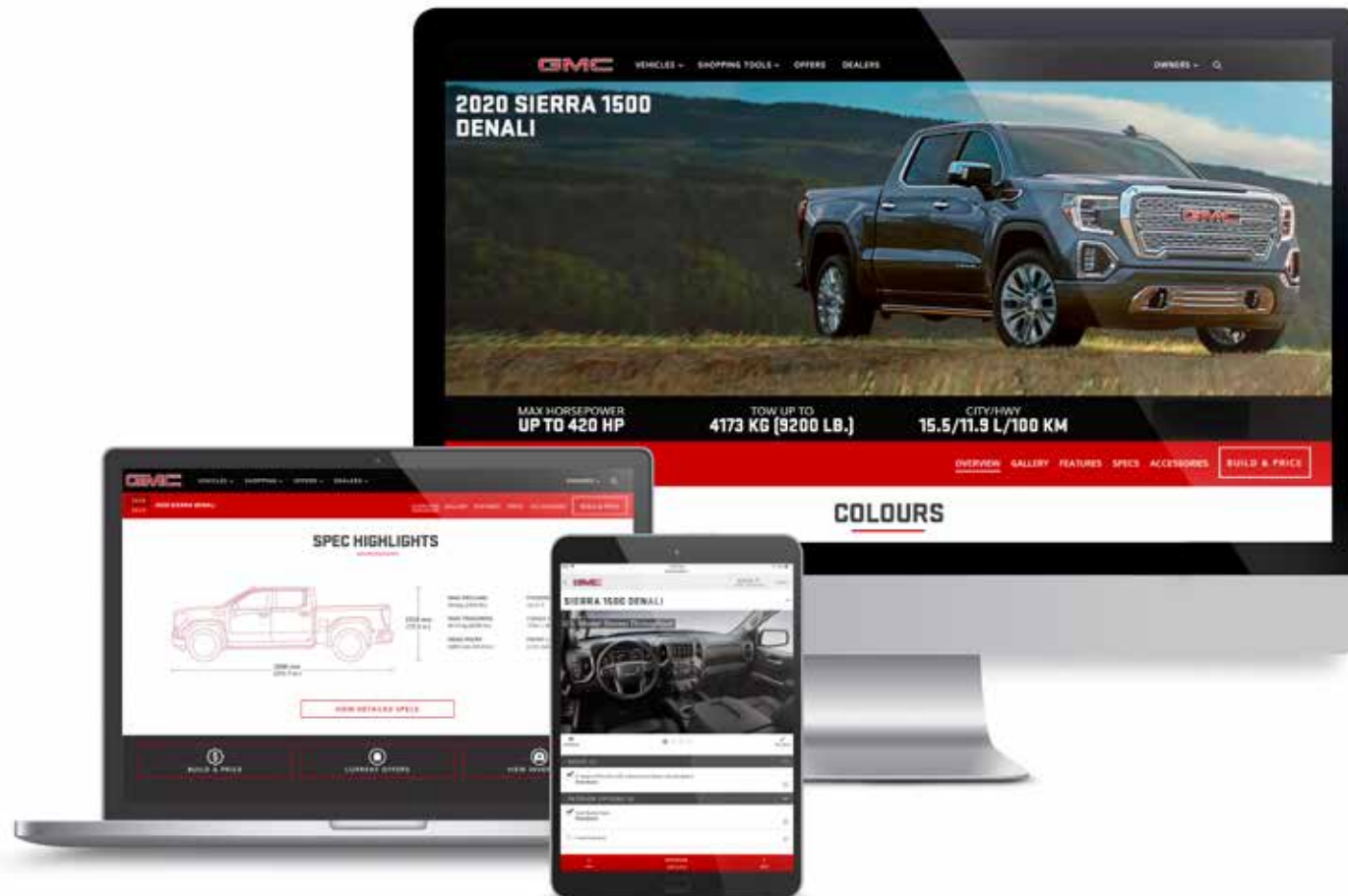
22" Polished Aluminum (SMF) — Included and Only Available With Denali Ultimate Package.



22" High-Gloss Black (SGM), Accessory Wheel¹ — Included With Denali CarbonPro Edition.

YOUR SIERRA STARTS HERE





GMC's smart, comprehensive online tools elevate your shopping experience. Learn more about Sierra's features, find the model that's right for you and sign up for email updates at gmccanada.ca.



SIERRA 1500 AT4 in Onyx Black shown with available equipment.

KICKER® accessory speakers shown above have a limited warranty by KICKER® (non-GM warranty). For more information, contact your dealer.

HOW OUR SIERRA BECOMES YOUR SIERRA



GMC Accessories¹ allow you to personalize your Sierra—inside and out. They're engineered and tested to meet the Professional Grade standards of your Sierra, as well as your own.

Find a full selection of Sierra accessories at gmccanada.ca/accessories.

¹Accessory warranty coverage, if any, varies. See your GM Warranty Booklet or GM dealer for details.

PROFESSIONAL GRADE



SIERRA HEAVY DUTY

CANYON

SIERRA

Canyon colour shown has limited availability.

IS OUR DNA



YUKON

TERRAIN

ACADIA

PEACE OF MIND, STANDARD WITH EVERY GMC SIERRA 1500

Experience the GMC comprehensive coverage, warranty and protection program that comes standard with every new 2020 GMC Sierra 1500 purchased or leased in Canada. Simply, it is designed around you, to make it easy to keep your GMC like new—and give you the confidence you deserve when you need it most.

- 2-year/24,000 km¹ Lube-Oil-Filter Maintenance² (limit of two)
- 3-year/60,000 km¹ Base Warranty Coverage³
- 5-year/100,000 km¹ Powertrain Component Warranty Coverage³
- 5-year/100,000 km¹ Courtesy Transportation⁴
- 5-year/100,000 km¹ 24/7 Roadside Assistance⁴
- 6-year/160,000 km¹ sheet metal rust-through perforation coverage³
- 8-year/130,000 km¹ coverage³ on specified major emission components

OTHER OWNERSHIP PRIVILEGES AND PROGRAMS:⁵

- GM Protection Plan (GMPP)—The only extended service plan backed by the resources and commitment of General Motors, GMPP may be purchased at the time of sale or subsequently during the Base Warranty Coverage period.⁶
- Certified Service—With GM-certified technicians and GM-approved parts, nobody knows your GM vehicle better.
- GMC Owner Centre—As an owner, take advantage of the GMC Owner Centre. This online owner's destination gives you access to current offers and helpful resources such as Owner's Manuals. Find out more at gmcowner.ca.

TO HELP YOU PURCHASE OR LEASE A NEW VEHICLE:

- Purchase Financing and Leasing—On-the-spot financing, see dealer for full details.⁷
- GM Student Bonus Program—Students or recent graduates of high school, college or university⁷ may be eligible to receive a Student Bonus vehicle redemption allowance of \$500 or \$750^{5,8} (tax inclusive; purchased vehicle dependant) to use toward the purchase, lease or finance of one eligible new GMC vehicle.
- GM Card—Cardholders may redeem Earnings toward the total purchase price or lease down payment of an eligible new GMC truck or SUV. Restrictions and limitations apply. For full program details,⁸ visit gmccard.ca.

INFORMATION RESOURCES:

You can find more information about these programs from your GMC dealer, or at these information centres:

- The GM website at gmccanada.ca
- The GM Customer Care Centre at 1-800-GM-DRIVE (1-800-463-7483 or 1-800-263-3830 for TDD users)

A WORD ABOUT THIS BROCHURE Some of the equipment shown or described throughout this brochure may be available at extra cost. We have tried to make this brochure comprehensive and factual. We reserve the right, however, to make changes at any time, without notice, in prices, colours, materials, equipment, specifications, models and availability. Specifications, dimensions, measurements, ratings and other numbers in this brochure and other printed materials provided at the dealership or affixed to vehicles are approximations based upon design and engineering drawings and prototypes and laboratory tests. Your vehicle may differ due to variations in manufacture and equipment. Since some information may have been adapted since the time of publication, please check with your GMC dealer for complete details. General Motors of Canada Company reserves the right to lengthen or shorten the model year for any product, for any reason, or to start and end model years at different times.

A WORD ABOUT THIS ASSEMBLY GMC vehicles are equipped with engines and components produced and assembled by different operating units of General Motors, its subsidiaries and suppliers to GM worldwide. We sometimes find it necessary to produce GMC vehicles with different or differently sourced components than originally scheduled. Since some options may be unavailable when your vehicle is assembled, we suggest that you verify that your vehicle includes the equipment you ordered or, if there are changes, that they are acceptable to you.

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¹Whichever comes first. ²Limit of two (2) Lube-Oil-Filter services during the program period. Fluid top-offs, inspections, tire rotations, wheel alignments and balancing etc., are not covered. Additional conditions and limitations apply. See participating dealer for details. ³Conditions apply. See Warranty Booklet for details. ⁴Conditions apply. See Owner's Manual for details. ⁵Conditions and limitations apply. ⁶Please work with your dealer to select the plan that is suitable for your driving needs. Dealers are free to set their own prices. ⁷Subject to eligibility. ⁸Program subject to change.

DRIVE THE CONVERSATION



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LIVE
LIKE A PRO

GMC

WE ARE PROFESSIONAL GRADE

191-20-B-002E