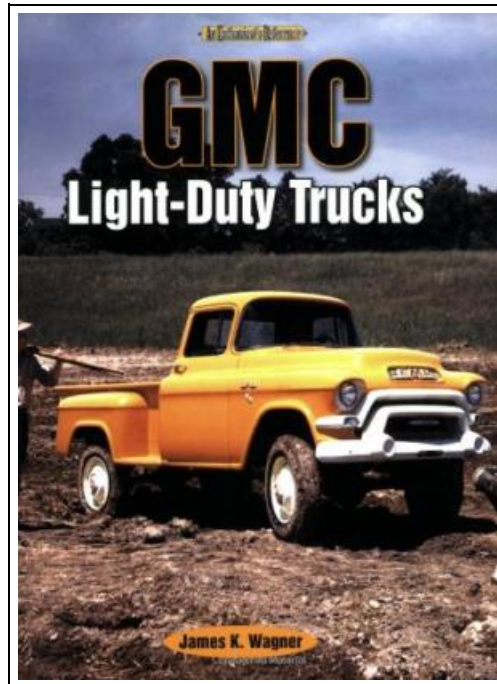# GMC Light-Duty Trucks (Paperback)

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GMC LIGHT-DUTY TRUCKS (PAPERBACK)

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Enthusiast Books, 2007. Paperback. Condition: New. Language: English . Brand New Book. Appealing to both historians and enthusiasts GMC Light Duty Trucks is a chronological overview of the popular General Motors vehicles that have been long considered Pontiac s trucks. It begins by tracing their roots to the year 1902 and origins as the long-departed Rapid and Reliance brands. The story continues with the pair joining an emergent General Motors and 1912 consolidation as GMC. A discussion of significant early milestones follows: Model 15 of 1914 the first true GMC; the role of GMC s military vehicles during the First World War; and, the impact of General Motors acquiring Yellow Cab Manufacturing Company, which it merged with General Motors Truck Company and led to the wide range of GMC light duties when Yellowcab trucks, the Pontiac Delivery and Chevrolet Commercial Bodies were integrated into the evolving GMC line. Next the important middle years are reviewed, highlighting effects of GM s corporate styling leadership on GMC; the offering expansion of the immediate pre-World War II era that brought several distinctive types to the line-up; the all-new 1939 model light truck engine, cab and bodies; contributions to the Second World War allied military effort; and, the birth of GMC Truck Coach Division. The major postwar styling and functional redesigns of 1947 and 1955 are covered in detail along with the arrival of civilian 4x4 pickups and, in particular, the ambitious Breakthrough Engineering efforts for 1960, culminating in the V-6 engine program that marked the high tide of GMC uniqueness. The book concludes by summarizing the past three decades when a broadening diversity of added models-sport utilities, diesels, full-size and mini vans, multi-purpose vehicles, and compact and mid-size pickups contributed to a massive growth in customer acceptance.

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