

GMC 2016 SIERRA



MODELS | 2

INTERIOR | 10

PERFORMANCE | 16

PROTECTION | 22

SELECTION | 24



PRECISION MATTERS

It matters in every pound-foot of torque, every millimetre of fit and finish and every decibel of quiet. That's what drives us to reimagine solutions and create rewarding driving experiences. The new 2016 Sierra proves we never stay in neutral. We took the truck known for its capability as well as its refined, comfortable and quiet cabin and raised the bar. Sierra offers new exterior LED lighting, Apple CarPlay™¹ and Android Auto™² compatibility and an 8-speed automatic transmission with the 5.3L V8, the latest advancements in a truck legendary for its achievements.



SIERRA CREW CAB SLT IN QUICKSILVER METALLIC (left)
SIERRA DENALI CREW CAB IN IRIIDIUM METALLIC (centre)
SIERRA ALL TERRAIN DOUBLE CAB SLT IN CRIMSON RED TINTCOAT (right)
Vehicles shown with available equipment. Preproduction models shown.
Actual production models may vary.

¹Vehicle user interface is a product of Apple® and Apple's® terms and privacy statements apply. Requires compatible smartphone. Data plan rates apply.
²Available February 2016. Vehicle user interface is a product of Google® and Google's terms and privacy statements apply. Requires compatible smartphone. Data plan rates apply.

DENALI

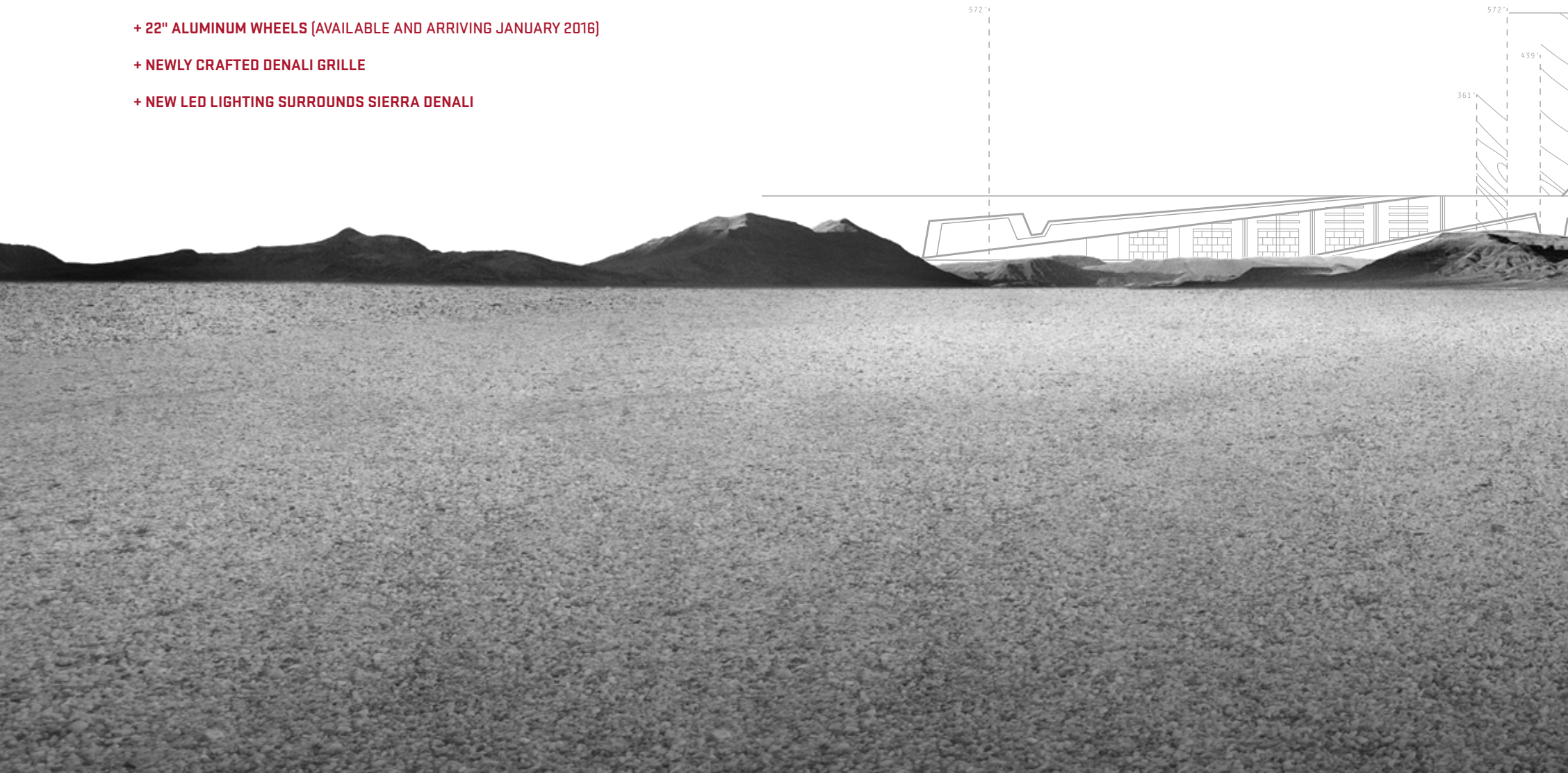
MAKES A POWERFUL FIRST IMPRESSION.

Our designers love details as much as our engineers do. A prime example is Sierra Denali—a premium pickup like no other. It achieves a level of perfection—and attention—that begins with a bold, confident, sculpted design with no such thing as a small detail. For 2016, that means a redesigned front appearance, new Denali-exclusive grille, high-performance LED headlamps, LED fog lamps and LED tail lamps and available tri-mode power steps with articulating bed step for side access. In addition, we've taken Denali's style, craftsmanship and capability to a higher level with the new Sierra Denali Ultimate. It includes unique 22" wheels (with chrome or black inserts), chrome tow hooks, a sunroof, tri-mode power steps and the Driver Alert Package to make this the ultimate expression of our professional, premium-grade trucks.

+ 22" ALUMINUM WHEELS (AVAILABLE AND ARRIVING JANUARY 2016)

+ NEWLY CRAFTED DENALI GRILLE

+ NEW LED LIGHTING SURROUNDS SIERRA DENALI





SIERRA DENALI ULTIMATE IN ONYX BLACK
shown with available equipment.

DENALI

TUNES IN WHAT YOU LIKE TO HEAR.
TUNES OUT WHAT YOU DON'T.

Sierra Denali is engineered to create the ultimate cabin. Your solitude comes from triple door seals, sound-absorbing materials and an inlaid design that fits the doors precisely into the body. Sierra Denali takes attention to detail a step further with a soft-touch instrument panel, burnished aluminum trim, contrasting stitching and even more appointments. For your enjoyment are OnStar 4G LTE and built-in Wi-Fi® hotspot,¹ Bose® sound, a next-generation Colour Touch Audio System with IntelliLink² and the turn-by-turn guidance of the Navigation System.³ And to keep you powered up, the 2016 Sierra Denali adds a centre console wireless charging mat⁴ for use with a variety of smartphones and other compatible mobile devices.

+ 12-WAY POWER FRONT SEATS WITH DRIVER MEMORY

+ HEATED AND VENTED PREMIUM LEATHER-APPOINTED FRONT BUCKET SEATS

+ FRONT AND REAR PARK ASSIST

+ HEATED LEATHER-WRAPPED STEERING WHEEL

+

+

¹Visit onstar.ca for coverage maps, details and system limitations. Services vary by model, conditions and geographical and technical restrictions. OnStar with 4G LTE connectivity is available on select vehicle models and in select markets. Available Wi-Fi hotspot requires a data plan. Customers will be able to access OnStar services only if they accept the OnStar User Terms, Privacy Statement and Software Terms. OnStar acts as a link to existing emergency service providers. Not all vehicles may transmit all crash data. After the trial period (if applicable), an active OnStar service plan is required. ²Full functionality requires compatible Bluetooth® and smartphone, and USB connectivity for some devices. Visit intellilink.gmc.gm.ca for more details. 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. ⁴The vehicle must be on or Retained Accessory Power must be active. Remove all objects from the charging pad. Place the compatible mobile device face up on the charging symbol on the charging pad. Move the device slowly until the battery charging symbol displays on the touch-screen, indicating the device is charging. See your Infotainment System Owner's Manual.





SIERRA DENALI CREW CAB INTERIOR IN JET BLACK
shown with available equipment.

SLT

THE NEW THREE-LETTER SYMBOL FOR PREMIUM.

GMC designers formed the distinctive shape of Sierra SLT with a clear understanding of what you demand in a premium truck without sacrificing style, capability, power or efficiency. For 2016, this means a new grille, available LED headlamps and standard LED fog lamps and tail lamps. As always, Sierra SLT surrounds its premium cabin with chrome accents, bold wheels and now offers the latest advancement in lighting.

- + NEW PRECISELY CRAFTED FRONT APPEARANCE AND GRILLE
- + GMC SIGNATURE C-SHAPE DAYTIME RUNNING LAMPS
- + HIGH-PERFORMANCE LED HEADLAMPS PROVIDE ENHANCED EFFICIENCY AND ILLUMINATION (AVAILABLE)
- + THIN-PROFILE LED FOG LAMPS HELP IMPROVE VISIBILITY



SIERRA SLT CREW CAB IN WHITE FROST TRICOAT
shown with available equipment.



Designing a premium truck environment that you actually want to spend time in means surrounding you with comfortable, supportive seats as well as luxurious materials in SLT models. It also means that Crew Cabs offer spacious rear leg room, while Double Cabs feature forward-hinged rear doors to make getting into and out of the rear seat easier. You'll also enjoy these SLT features.

+ REMOTE VEHICLE STARTER SYSTEM

+ 10-WAY POWER HEATED, LEATHER-APPOINTED FRONT SEATS



ALL TERRAIN

BECAUSE THE BEST ROADS ARE THE ONES YOU CREATE.

Keep going long after the pavement ends. Sierra with its available 4x4 and All Terrain Package sees paved roads as a suggestion because it's engineered to conquer challenging terrain. Inside, no matter how rugged the going gets, it's refined and comfortable while keeping you in control.

EXCLUSIVE ALL TERRAIN CABIN DESIGN This distinctive interior provides a supportive environment as well as carbon-fibre-inspired accents, unique All Terrain leather-appointed seating with contrasting red stitching (SLT only), special dark aluminum IP trim, Bose premium sound system (SLT only) and other All Terrain appointments.

Z71 OFF-ROAD SUSPENSION Featuring monotube Rancho® shocks, the legendary Z71 suspension allows you to go beyond mere sightseeing to truly explore the great outdoors.

AUTOTRAC 4X4 TRANSFER CASE This 4x4 system is ideal when traction conditions are variable. When driving in AUTO, the front axle is engaged and power is sent to the front and rear wheels automatically based on the driving situation.

OFF-ROAD INCLINOMETER To provide an accurate measure of your angle of pitch and roll while venturing off road, Sierra All Terrain includes a real-time gauge in the Driver Information Centre.

HIGH-CAPACITY AIR CLEANER With off-road adventures come all sorts of dirt or debris attempting to invade the engine. The cleaner is engineered with a larger filter area that requires changing less often.

ALL TERRAIN DESIGN To match the serious off-roading you'll be doing, All Terrain features a unique body-colour grille with striking tinted chrome, body-colour grille surround and bumpers as well as thin-profile LED fog lamps and tail lamps. Its rugged appearance sets this Sierra apart from the rest.

UNDERBODY SHIELD PROTECTION Venturing off-pavement means encountering just about anything. This shield helps protect vital components under the truck.

UNIQUE ALL TERRAIN WHEELS AND TIRES Available 20" ultra-bright machined-aluminum wheels with painted accents are shown below. The all-terrain tires are designed to perform on-road and off using an aggressive tread pattern.



SIERRA SLT ALL TERRAIN DOUBLE CAB IN CRIMSON RED TINTCOAT (left)
SIERRA SLT ALL TERRAIN CREW CAB IN IRIIDIUM METALLIC (right)
Vehicles shown with available equipment.

THE WEB JUST GOT WIDER.

Sierra offers the latest technologies to keep you connected, informed and entertained. Sierra can be equipped with available OnStar 4G LTE.¹ Gain a reliable Internet connection with a built-in available Wi-Fi hotspot to turn Sierra into your premium mobile device.



CENTRE CONSOLE WIRELESS CHARGING³

An available wireless charging mat located on the centre console lets you power up your compatible phone or device anytime the vehicle is running. Plus, you'll also find up to five available USB ports,⁴ four auxiliary power outlets and a 110-volt outlet to keep everyone connected and powered up.



ONSTAR 4G LTE WI-FI HOTSPOT¹ Available OnStar 4G LTE and built-in Wi-Fi hotspot (includes a 3-month or 3 GB data trial, whichever comes first) mean a fast Internet connection for Web-enabled devices when Sierra is on. It's reliable, easy to use and can connect up to seven devices.²



VOICE AND TOUCH-SCREEN NAVIGATION⁵

In response to your voice or touch, Sierra's available Navigation System displays 2-D or 3-D map graphics on the 203 mm diagonal centre-mounted screen.

¹Visit onstar.ca for coverage maps, details and system limitations. Services vary by model, conditions and geographical and technical restrictions. OnStar with 4G LTE connectivity is available on select vehicle models and in select markets. Available Wi-Fi hotspot requires a data plan. Customers will be able to access OnStar services only if they accept the OnStar User Terms, Privacy Statement and Software Terms. OnStar acts as a link to existing emergency service providers. Not all vehicles may transmit all crash data. After the trial period (if applicable), an active OnStar service plan is required. ²Devices must be WPA2-compliant. Wi-Fi devices manufactured prior to 2006 may not be compatible. Please consult your device manufacturer for information regarding the WPA2 security protocol and Wi-Fi device compatibility. Vehicle must be started or in accessory mode to access Wi-Fi. Visit onstar.ca for system details and limitations. ³The vehicle must be on or Retained Accessory Power must be active. Remove all objects from the charging pad. Place the compatible mobile device face up on the charging symbol on the charging pad. Move the device slowly until the battery charging symbol displays on the touch-screen, indicating the device is charging. See your Infotainment System Owner's Manual. ⁴Not compatible with all devices. ⁵At 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. ⁶Vehicle user interface is a product of Apple® and Apple's® terms and privacy statements apply. Requires compatible smartphone. Data plan rates apply. ⁷Available February 2016. Vehicle user interface is a product of Google and Google's terms and privacy statements apply. Requires compatible smartphone. Data plan rates apply. ⁸Full functionality requires compatible Bluetooth and smartphone, and USB connectivity for some devices. Visit intellink.gmc.gm.ca for more details. ⁹Data plan rates apply.



INTEGRATED COMMUNICATION New for 2016 is support for available Apple CarPlay™ as well as Android Auto⁷ (see dealer for availability). They're smart ways to use your phone inside your Sierra. Now many of the functions you use your phone for—entertainment, communication and directions—appear on the built-in display. Just plug your phone into the USB⁴ outlet and go. There's also the available GMC Colour Touch Audio System featuring a full-colour 203 mm diagonal screen for easy viewing and hands-free, voice-activated control of your smartphone as well as offering:

- IntelliLink⁸ with available Stitcher SmartRadio^{®9} Internet radio
- MP3 music syncing
- HD Radio
- Vocalized text messages
- Siri[®] Eyes Free assistance
- Access to playlists from multiple devices
- Storage of frequently used phone contacts

REAR VISION CAMERA The centre screen also serves as your monitor for the available camera. Its dynamic grid lines (included on all 178 mm and 203 mm diagonal screens) provide the perfect target when backing up or hitching a trailer.



BOSE SOUND SYSTEM The optional Bose system is engineered to give you the realism and presence of a live performance.

CENTRE PANEL INSTRUMENTATION Access to controls and power sources is centrally located and within easy reach of the driver's seat.



ANATOMY OF COMFORT.

Sierra achieves the ultimate in support and comfort. Its seats are engineered to feel good from day one and for the long haul. Add available leather appointments and heating and ventilation, and leaving the seats may not be easy to do. Convenient and generous storage options abound so everything is at your fingertips.

LASTING COMFORT SEATS Hard work shouldn't describe the front seats in your Sierra. That's precisely why they feature a bolstered design to support you and dual-firmness foam to provide lasting comfort. We used generous seat cushion bolsters so they'll maintain their shape and appearance over time. A premium grade of foam was selected for its ability to retain its shape over time to reduce driver and passenger fatigue. The seats also use high-wear materials that were tested for 100,000 durability cycles of entry and exit.

HEATED AND VENTED FRONT SEATS The ultimate in all-weather comfort, these available seats are perforated and leather-appointed.

POWER FRONT SEATS Get comfortable at the touch of a button with available power-adjustable front seats. Driver-seat adjustment is available for 40/20/40 seating with select equipment packages, and power driver and front-passenger seats are included with all bucket seats on SLE (10-way driver/six-way passenger), SLT (10-way) and Denali (12-way).





PREMIUM MATERIALS Sierra offers premium materials such as a soft-touch feel on the instrument panel, while aluminum trim and contrasting stitching give the interior an overall refined appearance.



REAR-SEAT ACCESS Rear-seat comfort is the result of 1040 mm of leg room on Crew Cabs. And getting into and out of the second row in the Double Cab is easy, thanks to forward-hinged rear doors.



HEATED STEERING WHEEL Standard on Denali and available on SLT, the leather-wrapped, heated steering wheel adds warmth whenever you demand it.



GENEROUS STORAGE An available centre floor console maximizes space with a cavernous storage bin large enough for hanging files, a laptop or mobile devices. Pockets on either side of the console and in the door panels offer “grab and go” convenience and twin glove boxes give you and your companions personal storage areas.



POWER-ADJUSTABLE PEDALS To help drivers of varying sizes sit at a comfortable distance from the steering wheel, adjustable pedals are available on SLE and standard on SLT and Denali.



CLIMATE CONTROL Automatic dual-zone climate control with individual settings for the driver and front-seat passenger is standard on SLT and Denali and available on SLE.



CLEARLY A BETTER WAY.

Engineering the new Sierra is all about relentlessly setting a new standard. It's the difference between yesterday's state-of-the-art and today's leading-edge technologies. To give the new 2016 Sierra clearer vision in most driving situations, GMC engineers added the latest advancement in lighting. High-performance LED headlamps, thin-profile LED fog lamps and LED tail lamps are available to provide enhanced visibility, efficiency and durability. The signature tail lamps use less power and activate faster than incandescent bulbs.

- + **INTELLIBEAM** When oncoming headlamps or tail lamps are detected in front of the truck, Sierra now offers this available system to automatically adjust between low and high beams.
- + **LED FOG LAMPS HELP IMPROVE VISIBILITY (AVAILABLE)**
- + **LED HEADLAMPS FOR ENHANCED EFFICIENCY (AVAILABLE)**
- + **GMC SIGNATURE LED LIGHTING PROVIDES A DISTINCT APPEARANCE**

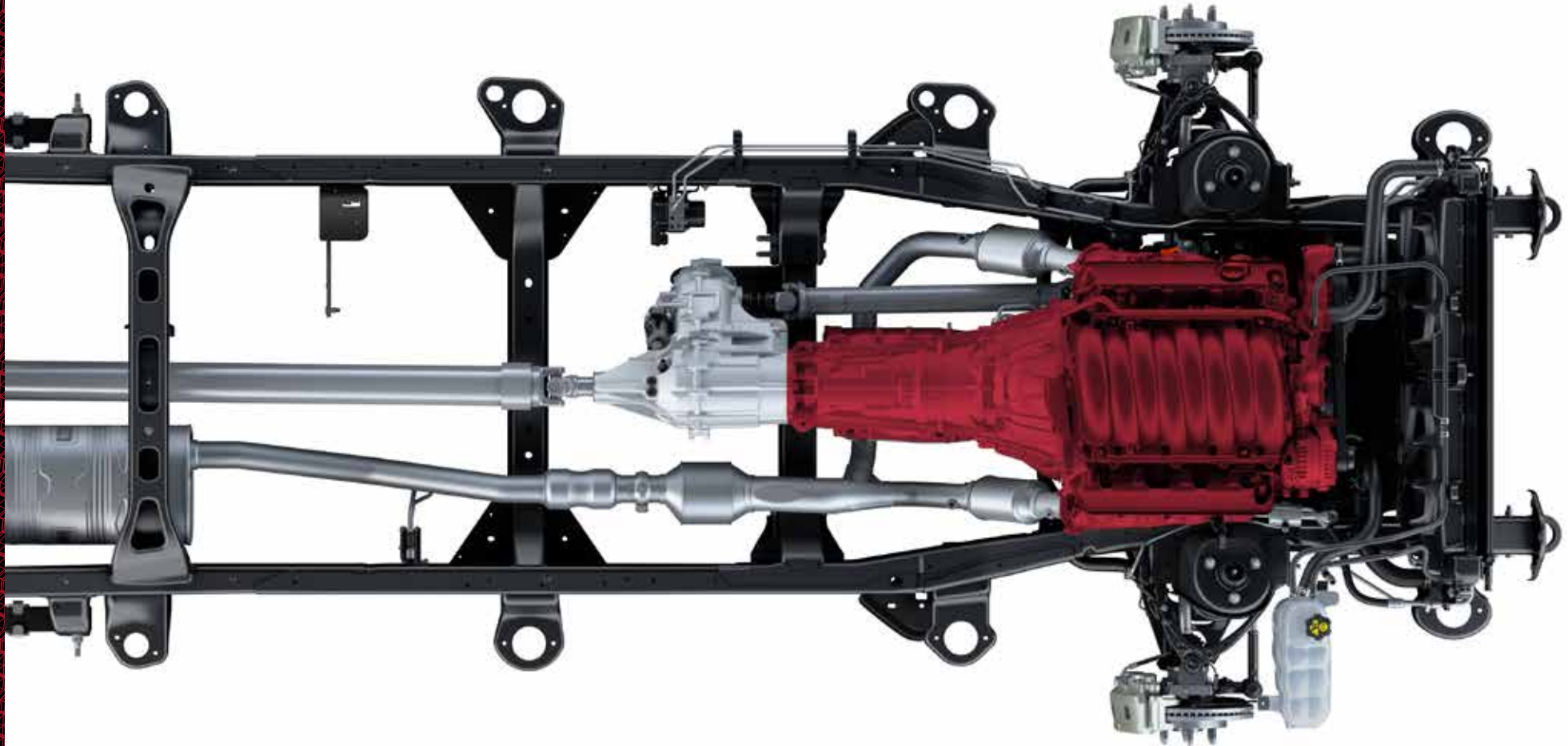




PERFORMANCE

DRIVEN BY HORSEPOWER AND BRAINPOWER.

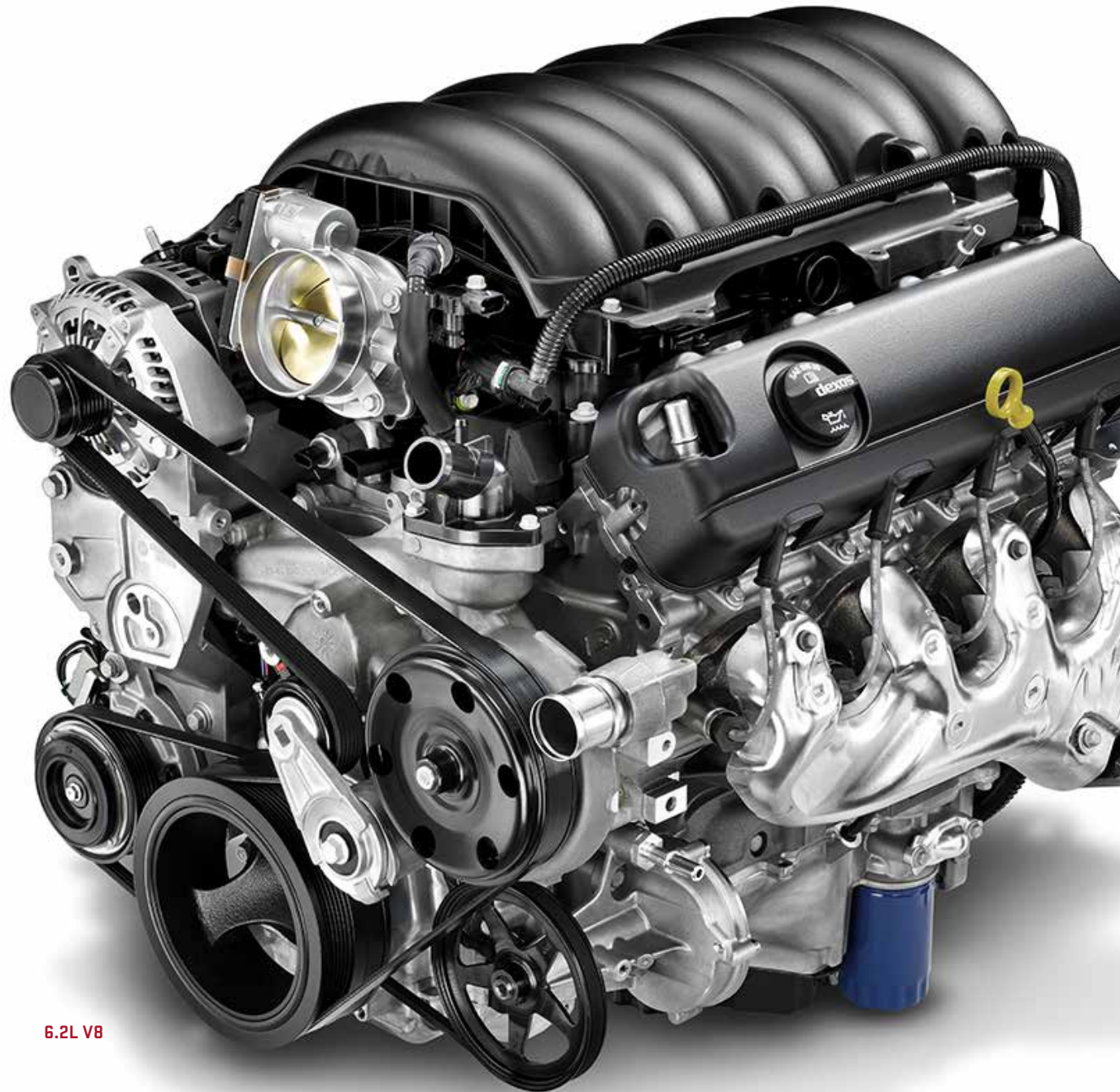
In Sierra, it's as much about outsmarting as it is about overpowering the laws of physics. The results are truck engines that generate power efficiently. That's why Sierra's EcoTec3 engines are engineered to think before responding to driver inputs. Take Active Fuel Management: By sensing load and demand, Active Fuel Management improves efficiency by activating or deactivating cylinders (two on the V6 and four on the V8). Under demanding conditions, such as accelerating or heavy loads, the valves' switching mechanism is depressurized, re-engaging the cylinder and restoring full power.



ECOTEC3

Sierra's 4.3L V6, 5.3L V8 and 6.2L V8 engines feature Direct Injection (DI) and continuously Variable Valve Timing (VVT) as well as Active Fuel Management to deliver power and efficiency. No other competitive pickup¹ offers all of these technologies standard in all its engines. In fact, the available 5.3L V8 offers both 355 hp and 10.6 L/100 km hwy 4x2,² while the available 6.2L V8 offers 420 hp with 11.4 L/100 km hwy 4x2.² Both are paired with a Hydra-Matic 8-speed automatic transmission on Denali and SLT models.

- + DI:** Produces precise fuel distribution and fast, efficient combustion.
- + VVT:** Responsive in low-speed and open-road passing or trailering.
- + PISTON COOLING:** Sprays oil under pistons and on cylinder walls to maximize power and durability.
- + 5.3L V8:** The most fuel-efficient gasoline V8 in a pickup.¹
- + 6.2L V8:** The most powerful gasoline V8 in its class.¹



6.2L V8

¹Comparison based on wardsauto.com 2015 Large Pickup segment and latest competitive information available at time of printing. Excludes other GM vehicles. ²Fuel-consumption ratings based on GM testing in accordance with Government of Canada approved test methods. Refer to vehicles.nrcan.gc.ca for details. Your actual fuel consumption may vary.

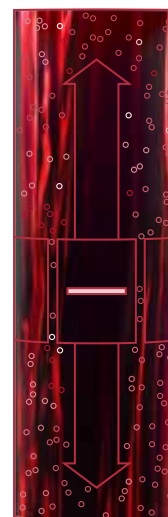
ROADS CHANGE IN A SECOND. SO DOES THE SUSPENSION.

Road surfaces go from smooth to uneven and rough or from straight to curvy without warning. That's why Sierra Denali features Magnetic Ride Control, a suspension system that precisely speed-reads the road up to 1000 times a second, responding to changes in the road long before you ever could. All you have to do is feel a more comfortable, controlled ride. It's a unique system no other truck in its class¹ offers.



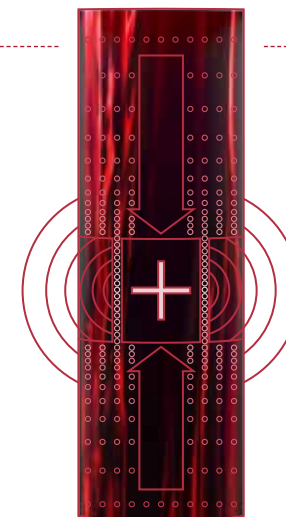
CRUISING

On smooth roads, the iron particles in the patented magnetorheological fluid align to allow for a smooth ride.



CONTROLLED

During cornering manoeuvres or on uneven surfaces (such as train tracks, dips, etc.), a magnetic field realigns the iron particles for a more secure and precise driving experience.



¹Comparison based on wardsauto.com 2015 Large Pickup segment and latest competitive information available at time of printing. Excludes other GM vehicles.

MAGNETIC RIDE CONTROL The Magnetic Ride Control system on Sierra Denali senses changes in the road up to 1000 times a second, instantly adjusting each shock absorber for maximum comfort, control and agility.

HYDROFORMED FRAME Providing Sierra with the ultimate in a solid foundation is a hydroformed, fully boxed, high-strength steel frame.

CORROSION-RESISTANT DURALIFE BRAKE ROTORS GMC engineers used patented Ferritic Nitro-Carburizing (FNC) technology that can help double rotor life.

ELECTRIC RACK-AND-PINION STEERING The electric variable-assist power rack-and-pinion steering system on Sierra provides precise handling.



HIGH LATERAL-RATE BODY MOUNTS Connecting the body to the frame are high lateral-rate hydraulic and shear-style body mounts for a smooth, quiet ride.

LARGE RING GEARS On Sierra models with the available 5.3L V8 engine, the rear axle features a large 241 mm ring gear. Choose the Max Trailering Package or an available 6.2L model and it increases to 248 mm. The rear axles are engineered to handle the robust power and provide durability.

COIL-OVER-SHOCK FRONT SUSPENSION This fully independent system is precisely tuned for improved handling.

STABILITRAK Sierra's electronic stability control system helps improve stability by detecting and reducing traction loss.

EATON® AUTOMATIC LOCKING REAR DIFFERENTIAL This available feature directs power to the wheel with the most traction on loose gravel or slippery surfaces to keep Sierra moving confidently forward.

ALL TRUCKS TOW. SIERRA TRAILERS CONFIDENTLY.

Sierra has the power and engineering prowess to trailer and control heavy loads, even in challenging situations. The available 6.2L V8 and Max Trailering Package helps Sierra produce a robust trailer weight rating of up to 5443 kg,¹ based on SAE J2807 performance requirements. And the available 5.3L V8 offers up to 5035 kg¹ with the Max Trailering Package.

PREMIUM TRAILERING MIRRORS The mirrors are heated and power-adjustable and are required and only available with the Max Trailering Package. A power-folding feature and driver memory are also included on SLT. You'll appreciate the segment-first LED rear guidance lamps that enhance trailer visibility when backing up.

HILL DESCENT CONTROL Activated by pushing a button that's easy to reach, this available feature uses anti-lock braking for a smooth and controlled hill descent in rough terrain without you having to touch the brake pedal.

MAX TRAILERING PACKAGE Increased trailering capacity results when Sierra is equipped with this available package. It includes a 248 mm ring gear, 3.73 (6-speed) or 3.42 (8-speed) axle ratio with the available 5.3L V8 (3.42 with 6.2L V8), trailer brake controller, enhanced cooling radiator, revised shock tuning and heavier-duty rear springs.

HILL START ASSIST Sensors automatically detect when Sierra is on a 5 percent grade or more. It holds the brakes momentarily until the accelerator is pressed, preventing rollback.



3447 KG

4.3L V6

With the standard 4.3L V6, Sierra achieves a maximum trailer weight rating of up to 3447 kg when properly equipped.¹

¹Sierra's 3447 kg rating requires Sierra Regular Cab Standard Box 4x4 with 4.3L EcoTec3 V6 engine. Sierra's 5443 kg rating requires Sierra Double Cab or Crew Cab Short Box 4x2 with 6.2L EcoTec3 V8 engine and Max Trailering Package. Sierra's 5035 kg rating requires Sierra Double Cab or Crew Cab Short Box 4x2 with 5.3L EcoTec3 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.

TOW/HAUL MODE To give you even more power to accelerate when trailering or hauling heavy loads, Tow/Haul mode raises transmission upshift points.

REAR VISION CAMERA The centre screen serves as your monitor for the available camera. Its dynamic grid lines help when hitching a trailer.

TRAILER SWAY CONTROL Keeps both you and your trailer heading in the same direction, automatically. It detects a swaying trailer and applies both the vehicle's and the trailer's brakes (if properly equipped) to help bring it back in line.

TRAILER BRAKE CONTROLLER For fingertip control and easy monitoring of your trailer brakes, Sierra offers an available integrated trailer brake controller. It displays the level of brake force or "gain" in the Driver Information Centre.

AUTO GRADE BRAKING It automatically senses when you want to slow your Sierra and engages a Grade Braking shift pattern to help maintain your desired speed.

TAPSHIFT For full command over Sierra's shifting, TapShift controls on the gear lever use a precise algorithm that improves shifting response time.

TRANSMISSION TEMPERATURE GAUGE Located in the DIC, it allows you to monitor the transmission fluid operating temperature in real time.



5035 KG

5.3L V8

Choose the available 5.3L V8 with the Max Trailering Package and you're able to tow up to a maximum of 5035 kg when properly equipped.¹

5443 KG

6.2L V8

Select the available 6.2L V8 with the available Max Trailering Package and you can pull even bigger work or play equipment—up to a maximum of 5443 kg when properly equipped.¹

PROTECTION

GIVES YOU A HEADS-UP. USES YOUR SENSE OF TOUCH.

In an overstimulated world of flashing lights and beeping sounds, Sierra uses your sense of touch to get your attention. Safety 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. Read the vehicle Owner's Manual for more important safety information.

LATCH CHILD SEAT ANCHORING SYSTEM LATCH stands for Lower Anchors and Top tethers for CHildren. A LATCH seat installs to specially designed retainer hooks with an audible "click." You can also install a top tether strap that helps limit movement in a forward crash, helping reduce the chance of injury.

REAR VISION CAMERA The centre screen serves as your monitor for the available camera. It helps you see what's behind Sierra when backing up.

SAFETY ALERT DRIVER SEAT Relaying inputs from Forward Collision Alert and Lane Keep Assist, this available seat alerts the driver of potential traffic danger using directional vibration pulses within the seat cushion.

LANE KEEP ASSIST This available feature helps Sierra stay in its lane and avoid unintentional lane changes. It assists by gently turning the steering wheel if Sierra approaches a detected lane marking without the turn signal being activated.

INTELLIBEAM When oncoming headlamps or tail lamps are detected in front of Sierra, this available system automatically adjusts between low and high beams.

REAR PARK ASSIST This available feature alerts you to objects behind the truck.

REINFORCED STEEL SAFETY CAGE DESIGN Sierra's body structure is engineered to help maintain the integrity of the passenger compartment in the event of a collision. All steel from wheel to wheel, it's designed to crush in a controlled manner, absorbing as much of the energy of a crash as possible.

AIRBAGS* To help reduce the risk of injury to passengers, dual-stage frontal airbags use sensors to gauge the severity of a crash. Head curtain side-impact airbags deploy from the roof rail like a protective curtain for outboard passengers and can be activated by either rollover or side-impact sensors.

FRONT PARK ASSIST This available feature alerts you to objects in front of the truck while parking.

FORWARD COLLISION ALERT It's available to help warn you when you're rapidly approaching another vehicle and it appears a collision may be imminent.

*Always use safety belts and the correct restraint for your child's age and size. Even in vehicles equipped with the Passenger Sensing System, children are safer when properly secured in a rear seat in the appropriate infant, child or booster seat. Never place a rear-facing infant restraint in the front seat of any vehicle equipped with a passenger airbag. See the Owner's Manual and child safety seat instructions for more safety information.

PROFESSIONAL GRADE PROTECTION.

Pro Grade Protection is standard on every 2016 Sierra. From maintenance to protecting your entire vehicle, you can drive with confidence.

2-YEAR/48,000 KM LUBE-OIL-FILTER MAINTENANCE¹

3-YEAR/60,000 KM NEW-VEHICLE LIMITED WARRANTY²

5-YEAR/160,000 KM POWERTRAIN LIMITED WARRANTY²

WE'RE AS CLOSE AS THE BLUE BUTTON.



Standard for 6 months, the OnStar Guidance Plan³ (trial excludes Hands-Free Calling minutes) lets you connect to an OnStar Advisor just by pressing the blue OnStar button in your Sierra.

ONSTAR 4G LTE AND BUILT-IN WI-FI HOTSPOT³ Now your Sierra has an available built-in Wi-Fi hotspot, for connecting up to seven tablets, laptops or mobile devices⁴ at great speeds, so the content you crave is always headed where you are. Requires a data plan after the 3-month or 3 GB data trial (whichever comes first).

ONSTAR BASIC PLAN⁵ With the Basic Plan, you've got a powerful connection to your vehicle and the world around you standard for 5 years at no additional cost to you. You'll have access to select services, which include limited features of the OnStar RemoteLink mobile app⁶ that lets you remote-start your vehicle (if equipped) and manage your vehicle's Wi-Fi hotspot (if equipped). Plus, lock or unlock your doors—all from your mobile device. Your vehicle can run diagnostic checks on itself and remind you of servicing needs by email.

AUTOMATIC CRASH RESPONSE⁷ In a crash, built-in sensors can automatically alert an OnStar Advisor who is immediately connected into your vehicle to see if you need help—even if you can't ask for it.

EMERGENCY SERVICES One push of the red emergency button gives you a priority connection to a specially trained OnStar Advisor who can direct emergency services to your exact location and offer critical assistance until help arrives. With OnStar, you're never alone.

CRISIS ASSIST During severe weather or other crisis situations, OnStar can provide a quick, central point of contact when you need emergency assistance, navigation help or information.

ROADSIDE ASSISTANCE⁸ If you're stranded, have a flat tire or need a tow truck, just ask an OnStar Advisor to get help to your exact location to get you back on the road quickly.

STOLEN VEHICLE ASSISTANCE⁹ If your vehicle is stolen, OnStar can use GPS to pinpoint and work with authorities to quickly help recover it. On many models, an Advisor can send a signal to slow the vehicle or prevent it from being started.

TURN-BY-TURN NAVIGATION Getting directions is as easy as pushing a button and telling an Advisor where you want to go. Directions are quickly downloaded to your vehicle, and a voice calls out every turn. An Advisor can also help you with a database of more than 1 million points of interest. To plan routes in advance, you can send directions to your vehicle through an Advisor or the RemoteLink mobile app.⁶

ONSTAR REMOTELINK MOBILE APP⁶ You can remotely start your vehicle, lock or unlock your doors, honk your horn and flash your lights. You can also send directions to your vehicle through your smartphone.

REMOTE SERVICES¹⁰ A simple call to an OnStar Advisor can send a signal to unlock your doors or honk the horn and flash the lights. It's technology hard at work to get you back on the road.

HANDS-FREE CALLING¹¹ Your vehicle has built-in Hands-Free Calling to help keep you safely connected when your cellphone isn't available. Choose from minute bundles or a minutes-per-month plan.

ATYOURSERVICE¹² Life just got easier and more affordable with the personalized connection of AtYourService. By simply pressing the blue OnStar Button, our trusted Advisors can help you locate hotels and even book your room.

ADVANCED DIAGNOSTICS Feel confident and safe knowing you have a self-diagnosing vehicle. Now your vehicle can easily run a check on its key systems and send you a monthly diagnostics report. You'll know more and worry less with Advanced Diagnostics.

DEALER MAINTENANCE NOTIFICATION Is it time for a tire rotation? An oil change? Or a new air filter? You'll always know because your vehicle can email your diagnostics report to the dealer when it's time, and the dealer will contact you to set up a service appointment.



OnStar RemoteLink mobile app⁶

¹Limit of four complimentary Lube-Oil-Filter services in total. Fluid top-offs, inspections, tire rotations, wheel alignments and balancing, etc. are not covered. Conditions and limitations apply. See your dealer for details. ²Whichever comes first. Conditions and limitations apply, see dealer for details. ³Visit onstar.ca for coverage maps, details and system limitations. Services vary by model, conditions and geographical and technical restrictions. OnStar with 4G LTE connectivity is available on select vehicle models and in select markets. Available Wi-Fi hotspot requires a data plan. Customers will be able to access OnStar services only if they accept the OnStar User Terms, Privacy Statement and Software Terms. OnStar acts as a link to existing emergency service providers. Not all vehicles may transmit all crash data. After the trial period (if applicable), an active OnStar service plan is required. ⁴Devices must be WPA2-compliant. Wi-Fi devices manufactured prior to 2006 may not be compatible. Please consult your device manufacturer for information regarding the WPA2 security protocol and Wi-Fi device compatibility. Vehicle must be started or in accessory mode to access Wi-Fi. Visit onstar.ca for system details and limitations. ⁵The OnStar Basic Plan is available for 5 years from the date of delivery of eligible new 2016 model year and newer vehicles and is transferable to subsequent owners for the remaining term. The Basic Plan includes access to: (1) monthly OnStar Vehicle Diagnostics emails (capabilities vary by model); (2) Dealer Maintenance Notification; and (3) limited OnStar RemoteLink Mobile App services, which include remote start (requires factory-installed and -enabled remote start system), remote lock/unlock doors (requires automatic locks) and remote horn and lights activation. The OnStar RemoteLink Mobile App is available on select Apple,[®] Android,[™] BlackBerry[®] and Windows[®] devices. Visit onstar.ca for vehicle availability, coverage map, details and system limitations. The OnStar Basic Plan does not include any Emergency Services, Automatic Crash Response, Stolen Vehicle Assistance, Live Advisor service or Hands-Free Calling. These and other services are available under a paid plan. If you sell your vehicle or wish to cancel use of Basic Plan services, you must contact OnStar at 1-888-4-DNSTAR (1-888-466-7827). ⁶Available on select Apple,[®] Android, BlackBerry and Windows devices. Requires an active OnStar service plan. Services vary by device, vehicle, conditions and the type of service plan you have. Please visit onstar.ca for vehicle availability, system limitations, geographical and technical restrictions and further details. ⁷OnStar acts as a link to existing emergency service providers. Not all vehicles can transmit all crash data. ⁸Roadside service provided by Allstate Roadside Services. ⁹Services vary by model, conditions and geographical and technical restrictions. Stolen Vehicle Slowdown and Remote Ignition Block are only available on select 2009 and newer GM vehicles. ¹⁰Visit onstar.ca for coverage map, details and system limitations. Services vary by model and conditions. Unlock feature requires automatic door locks. Remote start requires factory-installed and -enabled remote start system. ¹¹OnStar Hands-Free Calling requires an existing OnStar service plan and available prepaid minutes. Not available in certain markets. Calls may be made to the U.S. and Canada only. Minutes good for the specified term or until service plan expires, whichever comes first. Visit onstar.ca for coverage maps, details and system limitations (including geographic and technical restrictions). ¹²Not available on Basic Plan. Third-party trademarks are the property of their respective third-party owners, used under agreement.

SELECTION

WHEELS ARE WHEELS. UNLESS THEY'RE
PRECISELY CRAFTED GMC WHEELS.

Building a Professional Grade truck like the 2016 Sierra means engineering every inch of it from the ground up—including the wheels it rides on. That's why you'll find a selection of specially designed GMC wheels in a range of styles for your Sierra.



17" PAINTED STEEL (RD6)
Standard on Sierra



17" STAINLESS-STEEL CLAD (RD7)
Available on Sierra



20" BLACK PAINTED ALUMINUM (NZ0)
Included with Elevation Edition only
(late availability)



17" PAINTED AND BRIGHT
MACHINED ALUMINUM (Q5W)
Standard on SLE



20" BRIGHT MACHINED ALUMINUM (RD3)
Available on SLE and SLT



18" BRIGHT MACHINED ALUMINUM (UHN)
Available on SLE; Included with All Terrain



20" BRIGHT MACHINED ALUMINUM WITH
DARK ARGENT PAINTED ACCENTS (NZH)
Available on All Terrain only



18" POLISHED ALUMINUM (RCW)
Standard on SLT



20" POLISHED ALUMINUM (RD5)
Available on SLT



20" CHROME-CLAD ALUMINUM (NZP)
Available on SLT



20" ULTRA-BRIGHT MACHINED
ALUMINUM (NZG)
Standard on Denali



20" POLISHED ALUMINUM (NZT)
Available on Denali (Available in Chrome (RTL) early
spring 2016. See your dealer for availability details.)

MODELS | 2

INTERIOR | 10

PERFORMANCE | 16

PROTECTION | 22

SELECTION | 24



MODELS | 2

INTERIOR | 10

PERFORMANCE | 16

PROTECTION | 22

SELECTION | 24



MODELS | 2

INTERIOR | 10

PERFORMANCE | 16

PROTECTION | 22

SELECTION | 24



MODELS | 2

INTERIOR | 10

PERFORMANCE | 16

PROTECTION | 22

SELECTION | 24



MODELS | 2

INTERIOR | 10

PERFORMANCE | 16

PROTECTION | 22

SELECTION | 24



MODELS | 2

INTERIOR | 10

PERFORMANCE | 16

PROTECTION | 22

SELECTION | 24



MODELS | 2

INTERIOR | 10

PERFORMANCE | 16

PROTECTION | 22

SELECTION | 24



MODELS | 2

INTERIOR | 10

PERFORMANCE | 16

PROTECTION | 22

SELECTION | 24



IMPORTANT WORDS

PEACE OF MIND, STANDARD WITH EVERY GMC MODEL

When you build them with quality, you can back them with confidence. That's why General Motors of Canada backs every GMC model with the best coverage in Canada. Program highlights include:

- 2-year/48,000 km Lube-Oil-Filter Maintenance¹
- 3-year/60,000 km New-Vehicle Limited Warranty²
- 5-year/160,000 km Powertrain Limited Warranty, with \$0 deductible on repairs and the warranty is fully transferable at no charge²
- 5-year/160,000 km Courtesy Transportation²
- 5-year/160,000 km 24/7 Roadside Assistance²
- 6-year/160,000 km rust-through perforation coverage²
- 8-year/130,000 km coverage on catalytic converters and Powertrain Control Modules (PCMs)²

OTHER OWNERSHIP PRIVILEGES AND PROGRAMS:³

- **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 New-Vehicle Limited Warranty period.
- **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 coupons, contests, current offers and the latest driving and maintenance tips. 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.⁴
- **GM Student Bonus Program** – Students or recent graduates of high school, college or university³ may be eligible to receive a Student Bonus vehicle redemption allowance of \$500 or \$750⁵ (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, SUV or crossover. Restrictions and limitations apply.⁵ For full program details, visit gmc card.ca.

INFORMATION RESOURCES:

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

- The GM website at gm.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 approximates 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 printing, 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 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.

TRADEMARKS

©2015 General Motors of Canada Company. All rights reserved. The marks appearing in this brochure, including but not limited to: General Motors, GM, GMC, Sierra and their respective logos, emblems, slogans and vehicle model names and body designs; and other marks such as StabiliTrak are trademarks of General Motors and/or General Motors of Canada Company, its subsidiaries, affiliates or licensors. OnStar and the OnStar emblem are registered trademarks of OnStar, LLC. The SiriusXM name and related logos are trademarks of SiriusXM Canada, Canadian Satellite Radio, Inc. Bluetooth is a registered trademark of Bluetooth SIG, Inc. Bose is a registered trademark of the Bose Corporation. Apple, Siri and iPhone are registered trademarks of Apple, Inc. Apple CarPlay is a trademark of Apple, Inc. Android is a trademark of Google, Inc. BlackBerry is a registered trademark of BlackBerry Limited. Windows is a registered trademark of Microsoft Corporation.

¹Limit of four complimentary Lube-Oil-Filter services in total. Fluid top-offs, inspections, tire rotations, wheel alignments and balancing, etc., are not covered. Conditions and limitations apply. See your dealer for details. ²Whichever comes first. Conditions and limitations apply, see dealer for details. ³Conditions and limitations apply. ⁴Subject to eligibility. ⁵Program subject to change.

VISIT US AT GM.CA

GMC

WE ARE PROFESSIONAL GRADE

