

1973 GMC LIGHT DUTY TRUCKS



Wideside



Fenderside



Chassis Cab



Crew Cab



Jimmy

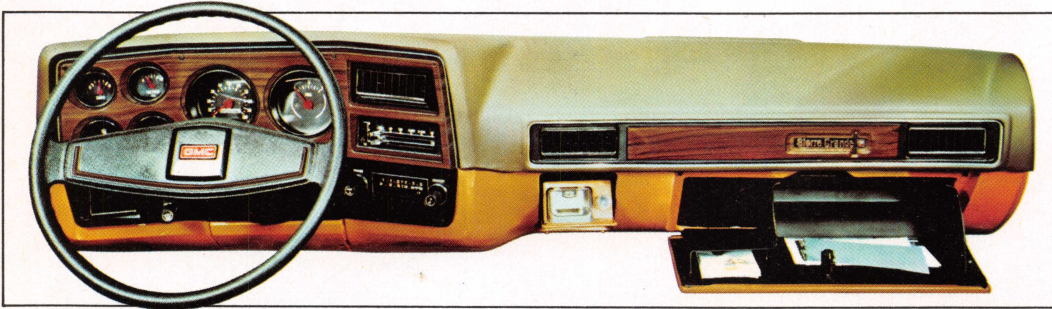


Suburban



Sprint

THE 1973 GMC PICKUPS. Here's



New cockpit-style instrument panels are typical of the changes we made throughout our 1973 line-up. They wrap out and around so all gauges face the driver. They're easier to service because all instruments remove from the front. And they're mounted in a one-piece instrument panel welded in place with a support to eliminate shake.



Up front you have independent coil springs to carry your GMC over bumps without transferring road shocks to the opposite wheel. And on the 1500 series there are new rubber bushings for a smoother, quieter ride. Both you and your cargo ride easy.

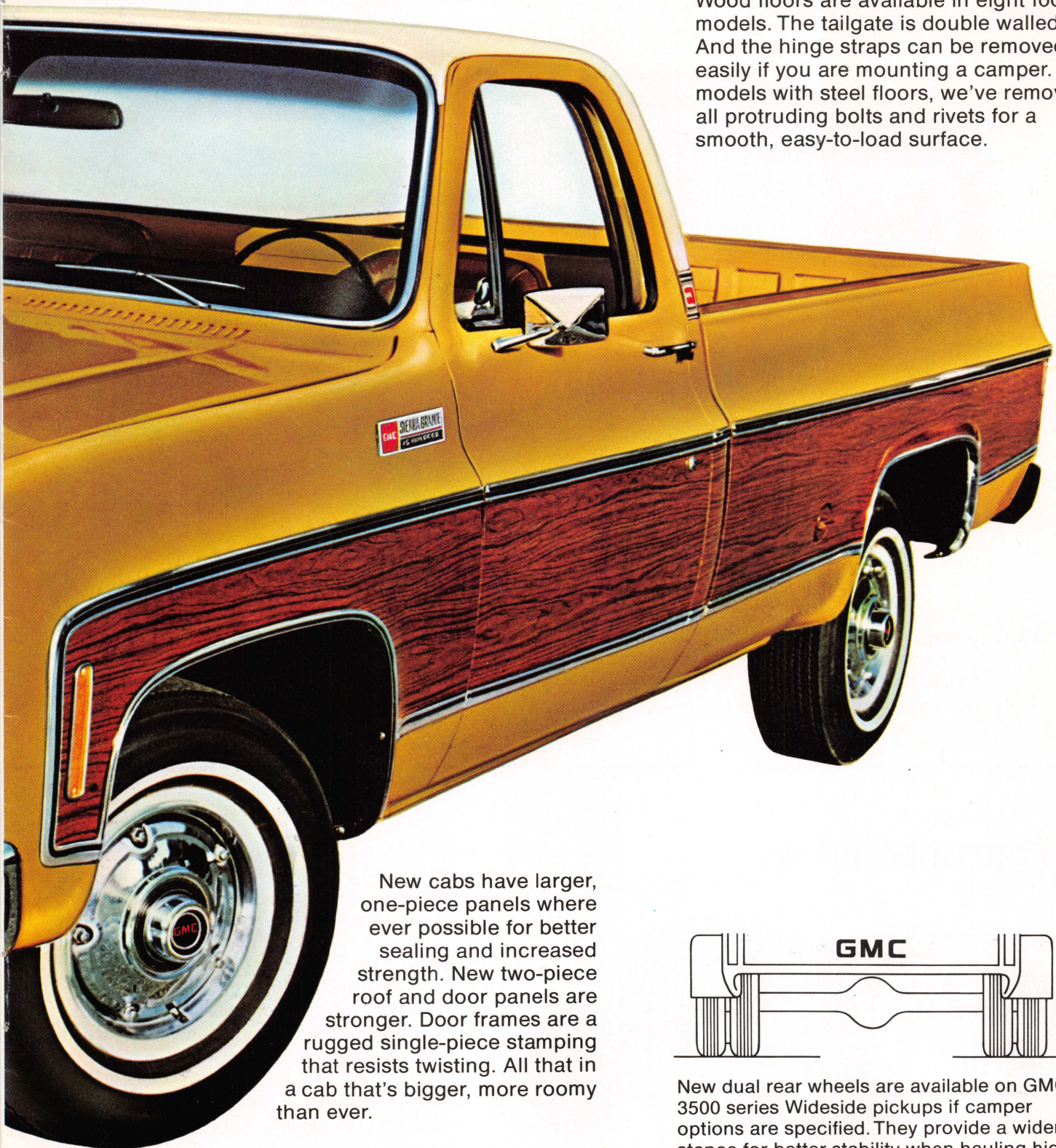
We've moved the front wheels forward, so it's easier to remove the oil pan. And that new wide, flat hood is double-panel constructed. It's stronger, less likely to flutter. We put in extra under hood sound absorbing material when you order the Sierra or Sierra Grande option.

Some of the equipment shown or described is optional at extra cost.

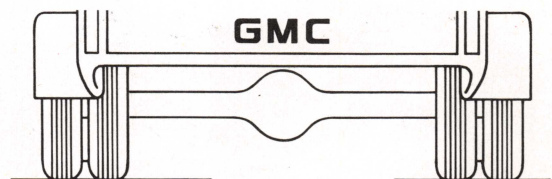
whats new on the outside...

The new cab design features Full-flow power ventilation on all pickups. It assures you a constant supply of fresh air. Thin windshield pillars give increased visibility.

Wideside pickup boxes are double-wall constructed so bumps and nicks from cargo can't show through on the outside. Wood floors are available in eight foot models. The tailgate is double walled, too. And the hinge straps can be removed easily if you are mounting a camper. On models with steel floors, we've removed all protruding bolts and rivets for a smooth, easy-to-load surface.



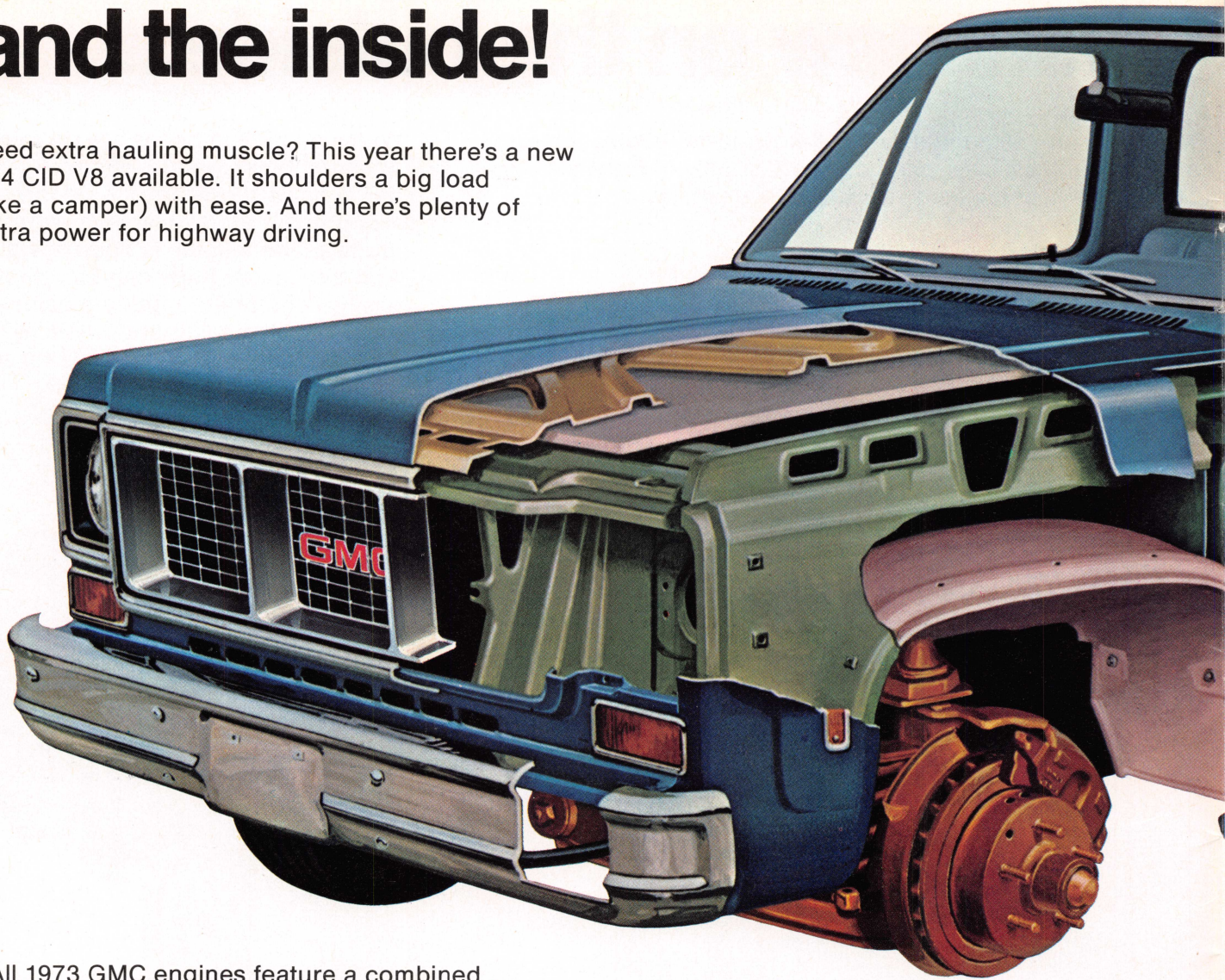
New cabs have larger, one-piece panels where ever possible for better sealing and increased strength. New two-piece roof and door panels are stronger. Door frames are a rugged single-piece stamping that resists twisting. All that in a cab that's bigger, more roomy than ever.



New dual rear wheels are available on GMC 3500 series Wideside pickups if camper options are specified. They provide a wider stance for better stability when hauling high loads such as camper bodies.

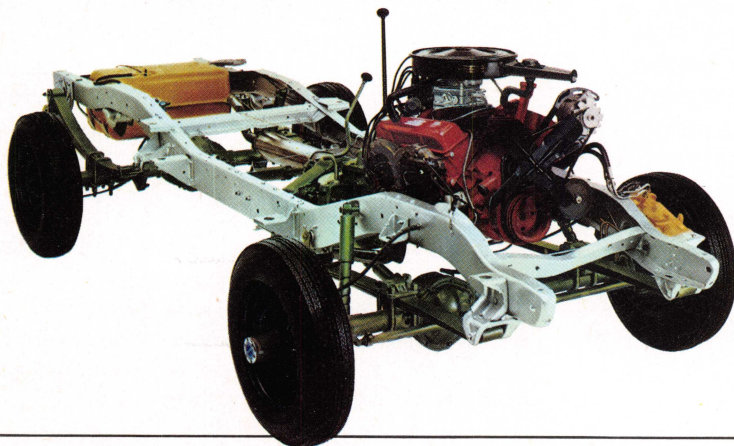
...and the inside!

Need extra hauling muscle? This year there's a new 454 CID V8 available. It shoulders a big load (like a camper) with ease. And there's plenty of extra power for highway driving.



All 1973 GMC engines feature a combined generator and voltage regulator. It's a simpler design, there's less to go wrong, and it's easier to service.

Four wheel drive.

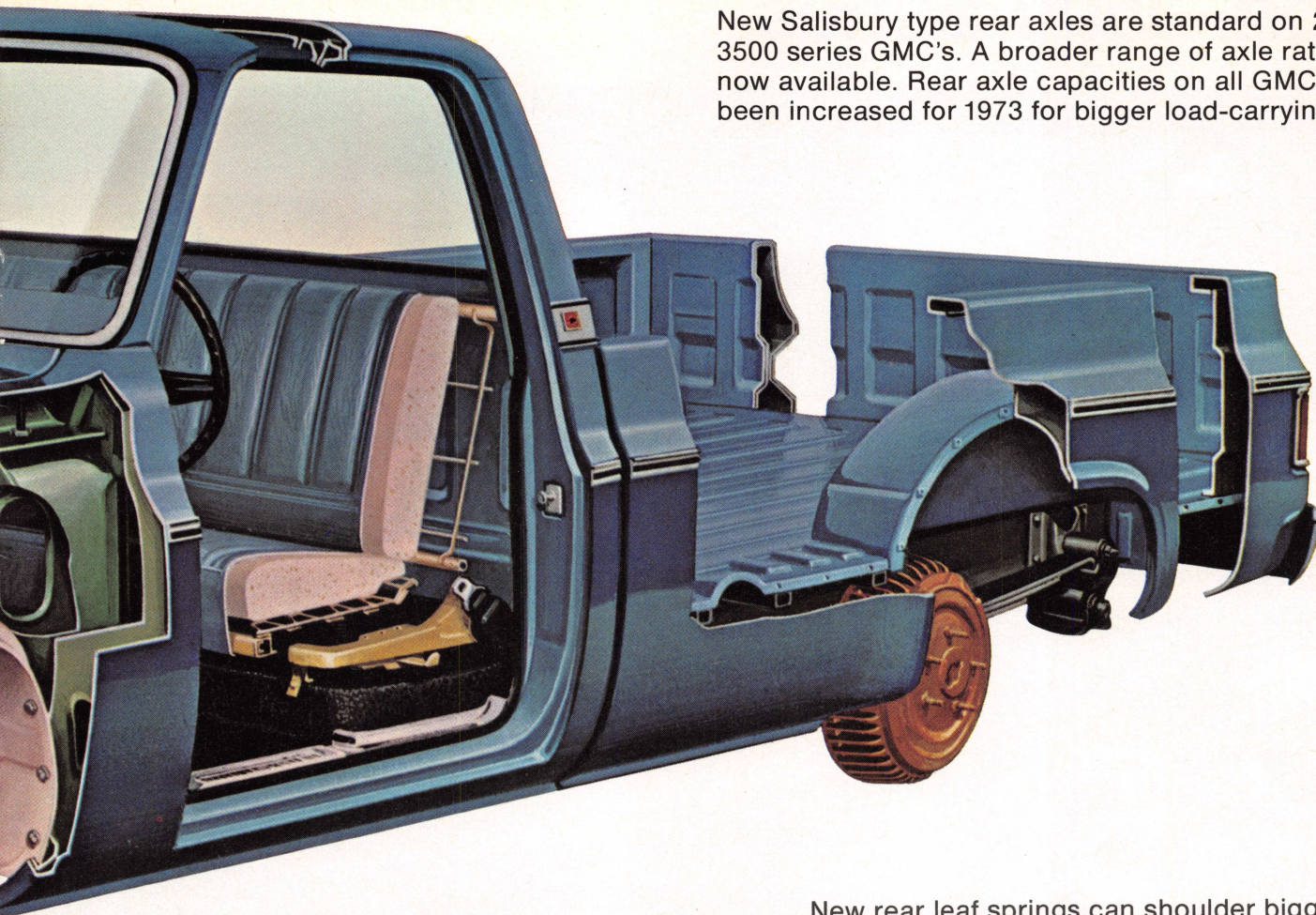


Your GMC doesn't have to stop where the road does. Order four-wheel drive and you'll discover some more 1973 GMC news.

A new frame design allows a flat floor in the front seat area. We've kept the cab entry height low for ease of entry without affecting ground clearance.

A stabilizer bar improves handling. A tight turning circle with a twenty-three and a half foot radius gives good maneuverability.

Like to make your off-road driving even easier? GMC four-wheel drive vehicles



New Salisbury type rear axles are standard on 2500 and 3500 series GMC's. A broader range of axle ratios is now available. Rear axle capacities on all GMC's have been increased for 1973 for bigger load-carrying ability.

We've made a lot of changes in our 1973 GMC light-duty chassis. This year the fuel tank is mounted outboard on the frame for added security. The noise of fuel slosh in the cab is eliminated. The rear axle has been moved back for better weight distribution on some models.

New rear leaf springs can shoulder bigger loads with ease. And leaf springs also help eliminate side sway, so handling is improved—especially with high loads like camper bodies.

Some of the equipment shown or described is optional at extra cost.

are available with power steering, and an automatic transmission. Power brakes are standard.

A new full-time four-wheel drive system is standard on Jimmy models equipped with a V8 and automatic transmission when four-wheel drive is ordered. This new system eliminates the need for optional front hub locks. And it has been designed to compensate for wheel speed variations during turning, so handling is not affected. Ask your GMC dealer for all the details.

FOUR-WHEEL DRIVE AVAILABILITY.	SERIES	WHEEL- BASE (inches)	ENGINES	
			Standard	Optional
WIDESIDE	K 1500	117.5	250 Six	350 V8
	K 1500	131.5	250 Six	350 V8
	K 2500	131.5	250 Six	292 Six, 307 V8, 350 V8
FENDERSIDE	K 1500	117.5	250 Six	350 V8
	K 1500	131.5	250 Six	350 V8
	K 2500	131.5	250 Six	292 Six, 307 V8, 350 V8
CHASSIS-CAB	K 2500	131.5	250 Six	292 Six, 307 V8, 350 V8
SUBURBAN	K 1500	129.5	250 Six	350 V8
	K 2500	129.5	350 V8	—
JIMMY	K 1500	106.5	250 Six	307 V8, 350 V8

1/2 Ton—1500 Series.



GMC approached the subject of a new light-duty truck with an expansive viewpoint. The outcome was predictably GMC. We've got a bigger cab—a big man's cab—with more hip, head and leg room.

We increased the glass area 21% over previous designs for even better visibility.

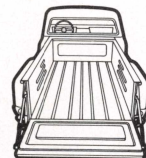
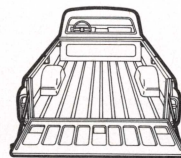
There's a powered ventilation system that provides a continuous supply of fresh air for your comfort.

We increased the wheelbase for a better ride and improved the suspension system.

And we toughened up the cab with new single-piece and double-piece components. The result is the toughest, newest GMC in years.

Base GVW in the 1500 Series is 4900 pounds. Standard front suspension capacity is 3100 pounds. Rear axle capacity is 3750 pounds. And there are heavy-duty options available to increase your GMC's GVW up to 6000 pounds.

Wideside double wall box is 65 inches wide. Available in 6 and one-half and 8 feet box lengths.



Fenderside box gives loadspace 50 inches wide. Available in 6 and one-half and 8 feet box lengths.



1500 Series Fenderside

Wideside Sierra Grande with optional woodgrain trim.



The standard engine on all ½ Ton models is GMC's job-proven 250 CID Six. If you need V8 power, choose either the 307—350—or 454 CID engines. All are designed to operate on no-lead, low-lead or regular gasoline.

A three-speed fully-synchronized manual transmission is standard with all engines except the 454 CID V8. And depending on your choice of powerplant, a four-speed manual and a three-speed Turbo Hydra-matic are available as options. Turbo Hydra-matic is mandatory with the 454 V8.

All told, GMC ½ Ton pickups are available with a total of nine power teams. And with a selection like that, there's bound to be a combination that's right for your job. Front disc brakes are standard on all 1500 series GMC's. Power assist is available at extra cost.

1500 SERIES

Dimensions (inches)	WIDESIDE		FENDERSIDE		CHASSIS-CAB	
CHASSIS						
WHEELBASE	117½	131½	117½	131½	117½	131½
LENGTH						
—bumper to end of frame	191½	211½	190¼	210¼	185¾	205¾
—cab to end of frame	—	—	—	—	77	96¾
—cab to rear axle	—	—	—	—	42	56
PICKUP BOX						
LENGTH	78	96¼	78	96¼	—	—
WIDTH						
—maximum	65	65	50	50	—	—
—between wheelhouses	50	50	50	50	—	—
DEPTH	19¼	19¼	19¼	19¼	—	—

POWER TEAMS

ENGINES	TRANSMISSIONS		
	3-speed manual	4-speed manual	Turbo Hydra-matic
250 SIX	STANDARD	OPTIONAL	OPTIONAL
307 V8	STANDARD	NOT AVAILABLE	OPTIONAL
350 V8	STANDARD	OPTIONAL	OPTIONAL
454 V8	NOT AVAILABLE	NOT AVAILABLE	MANDATORY

Some of the equipment shown or described is optional at extra cost.

3/4 Ton—2500 Series.

Wideside Sierra Grande
with optional woodgrain trim.



Tough, tight cabs are a GMC trademark.

Doors are made from two pieces, an inner and outer panel. They form a rigid structure that resists twisting and rattles.

We've made the instrument panel a one-piece unit with a support to eliminate shake.

Your new GMC's hood is double-panel construction. There's less flutter and rattle on rough roads.

Put all those features together, and you've got a cab that's built to take years of on-the-job pounding.

And your 2500 Series GMC is built to haul, too. Base GVW is 6400 pounds. Standard capacities are 3700 pounds for the front suspension and 5700 pounds for the rear axle. Base front suspension capacity on Crew Cab models is 3800 pounds. Rear axle capacity is 7500 pounds. If you'd like to haul even bigger loads, ask your GMC dealer to tell you about the available options that will boost your GMC's GVW up to 8200 pounds.



2500 Series Chassis Cab



2500 Series Fenderside

Crew Cab Sierra Grande with optional woodgrain trim and special camper mirrors for weekend fun.



Meet the newest member of the GMC family. The all-new 3 + 3 Crew Cab. There's room inside for a crew of six. Or a family of six. So Crew Cabs will find favour with work crews as well as families planning to travel with a camper unit.

There are two Crew Cab models. Choose either a cab and chassis or choose the same series with a Wideside pickup box. The cab and chassis model allows you to match your GMC to your job by having a utility box of your own specifications built and installed.

So you can use your Crew Cab in stake, platform or even wrecker applications. Wideside models are a great choice for general utility hauling and camper installations. Work or play, these new GMC's can haul the gear and nobody gets left behind.

Some of the equipment shown or described is optional at extra cost.

2500 SERIES

Dimensions (inches)	WIDESIDE		FENDER-SIDE	CHASSIS-CAB	
	Reg. Cab	Crew Cab		Reg. Cab	Crew Cab
CHASSIS WHEELBASE	131½	164½	131½	131½	164½
LENGTH					
—bumper to end of frame	211½	244½	210¼	205¾	238¾
—cab to end of frame	—	—	—	96¾	96¾
—cab to rear axle	—	—	—	56	56
PICKUP BOX					
LENGTH	96¾	96¾	96¾	—	—
WIDTH					
—maximum	65	65	50	—	—
—between wheelhouses	50	50	50	—	—
DEPTH	19¾	19¾	19¾	—	—

POWER TEAMS

ENGINES	TRANSMISSIONS		
	3-speed manual (1)	4-speed manual	Turbo Hydra-matic
250 SIX	STANDARD	OPTIONAL	OPTIONAL
292 SIX	STANDARD	OPTIONAL	OPTIONAL
307 V8	STANDARD	NOT AVAILABLE (2)	NOT AVAILABLE
350 V8	STANDARD	OPTIONAL (2)	OPTIONAL
454 V8	NOT AVAILABLE	STANDARD	OPTIONAL

(1) not available crew cab

(2) standard crew cab

1 Ton-3500 Series.

Wideside Sierra Grande
with optional woodgrain trim.



This is the big load hauler. GMC's 3500 Series Wideside. Rugged throughout. But like all GMC's, easy on the driver. New interiors offer smart looking, yet durable materials that can stand up to messy workday duty. (see page 14 for all the details on the inside story)

There's big-man room inside. Room to stretch out in. Even the windows are curved for extra shoulder room.

A powered ventilation system keeps the air fresh. And keeps you comfortable. Want more comfort?

Then why not order air conditioning, power steering, or one of the optional Sierra or Sierra Grande interiors? After all, you spend a lot of time in your GMC.

Wideside and Fenderside 3500 Series power-teams include the 250 CID Six and four-speed fully-synchronized manual transmission as base equipment. But if the job calls for more power, you have a choice of a 292 Six plus three



**3500 Series Crew Cab
with dual rear wheels.**



3500 Series Fenderside.

Chassis Cab with Super Custom trim.



optional V8's including a 454 CID powerhouse with either a four-speed manual transmission or a three-speed Turbo Hydra-matic. Power front disc brakes are standard on all 3500 Series GMC's. Adaptable. That's GMC's Chassis Cab. The rugged chassis is available in four different lengths.

And there are plenty of options available like the dual wheel rear axle that allows you to custom tailor your chassis cab or Wideside pickup to your job.

The dual rear wheel option increases traction, load carrying ability and stability.

Base GVW on all 3500 Series GMC's is 6600 pounds. Standard front suspension capacity is 3800 pounds. Standard rear axle capacity on all models is 7500 pounds. And options are available to boost your GMC's GVW up to 10,000 pounds. Ask your GMC dealer for the details.

3500 SERIES

Dimensions (inches)	WIDESIDE		FENDER-SIDE	CHASSIS-CAB			
	Reg. Cab	Crew Cab	Reg. Cab	Reg. Cab	Reg. Cab	Reg. Cab	Crew Cab
CHASSIS WHEELBASE	131½	164½	131½	131½	135½	159½	164½
LENGTH							
—bumper to end of frame	211½	244½	210¼	205¾	215½	239½	238¾
—cab to end of frame	—	—	—	96¾	106½	130½	96¾
—cab to rear axle	—	—	—	56	60	84	56
PICKUP BOX							
LENGTH	96¼	96¼	96¼	—	—	—	—
WIDTH							
—maximum	65	65	50	—	—	—	—
—between wheelhouses	50	50	50	—	—	—	—
DEPTH	19¼	19¼	19¼	—	—	—	—

POWER TEAMS

ENGINES	TRANSMISSIONS	
	4-speed manual	Turbo Hydra-matic
250 SIX	STANDARD	OPTIONAL
292 SIX	STANDARD	OPTIONAL
307 V8	STANDARD	NOT AVAILABLE
350 V8	STANDARD	OPTIONAL
454 V8	STANDARD	OPTIONAL

Some of the equipment shown or described is optional at extra cost.

Suburban

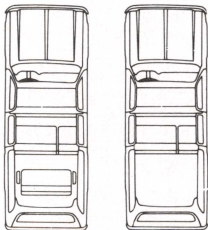
Suburban Sierra Grande
with optional woodgrain trim.



If it's new, chances are it's on GMC's 1973 Suburban models. Suburbans are the station wagons of the truck world. Built to haul up to nine passengers. Or a family and all their gear. Suburban models are highly recommended for trailer towing. And if you need off the road capabilities, four-wheel drive is available.

Power teams include Six and V8 engines and a choice of the standard three-speed manual transmission or optional four-speed manual and three-speed Turbo Hydra-matic transmissions.

Suburban. Think of the possibilities.



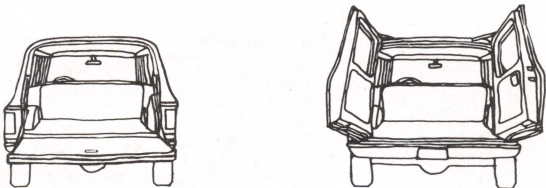
Arrange your seating for passengers or cargo. In your Suburban there's plenty of room.

SUBURBAN

Dimensions (inches)	Wheelbase	Overall Length	Load Floor		Cargo Cap.(cu. ft.)	Rear Door Opening	
			Length	Area (sq. ft.)		Width	Height
1500 SERIES	129½	218¾	110.9	41	144	59.6	38
2500 SERIES	129½	218¾	110.9	41	144	59.6	38

POWER TEAMS

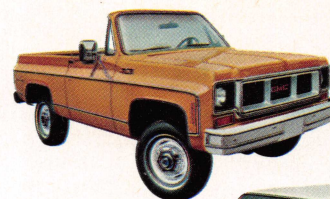
ENGINES	TRANSMISSIONS		
	3-speed manual	4-speed manual	Turbo Hydra-matic
250 SIX (1500 Series only)	STANDARD	OPTIONAL	OPTIONAL
307 V8 (1500 Series only)	NOT AVAILABLE	NOT AVAILABLE	OPTIONAL
350 V8	STANDARD	OPTIONAL	OPTIONAL
454 V8	NOT AVAILABLE	NOT AVAILABLE	STANDARD



Station wagon or panel-type doors available.
New power tailgate window available too.

Some of the equipment shown or described is optional at extra cost.

Jimmy



Jimmy goes topless for summer sun.



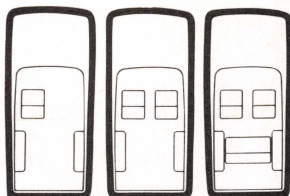
Jimmy available with folding soft roof accessory.



Jimmy with optional lift-off hard top.

Jimmy is a utility vehicle. Which sounds rather dull. But what you do with your Jimmy isn't so dull. It's available with things like bucket seats, four-wheel drive, V8 power and a long list of available equipment that will make it a fun off-the-beaten trail, mover. And naturally everything that makes Jimmy such a great trail maker makes it a great worker, too.

A driver's bucket seat is standard, but optional seating for one or three passengers is available.



JIMMY			
WHEELBASE	106½ in.	LOAD FLOOR—Length	74½ in.
		—Width (max.)	65 in.
LENGTH	184½ in.	Max. GVW	5700 lbs.
WIDTH	78 in.	CURB WEIGHT (6 cyl.)	3582 lb.

POWER TEAMS

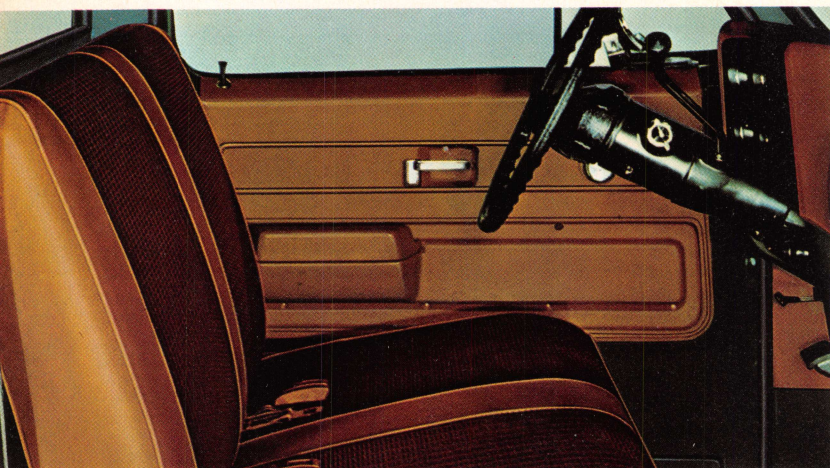
ENGINES	TRANSMISSIONS		
	3-speed manual	4-speed manual	Turbo Hydra-matic
250 SIX	STANDARD	OPTIONAL	OPTIONAL
307 V8	STANDARD	NOT AVAILABLE	OPTIONAL
350 V8	NOT AVAILABLE	STANDARD	OPTIONAL

Sprint

Need twelve feet of car and eight feet of truck? GMC's Sprint has you covered beautifully. Choose Six or V8 power including a new 454 CID powerhouse. Three-speed Turbo Hydra-matic or four-speed manual transmissions are available. Like to dress it up? Start with bucket seats, then let your fancy flow. Maybe you'll even opt for the all out SP package. Which includes styled wheels, side strips and SP identification trim.

Sprint High Sierra option includes simulated woodgrain exterior trim panels.





Custom

GMC's Custom interior is standard and includes an all-vinyl foam bench seat in a choice of four colors: Slate Blue, Slate Green, Pearl, and Saddle, with a painted steel headliner, padded armrests and bright metal door handles. Black rubber floor mats extend to the firewall. The instrument panel is designed like an aircraft cockpit. So everything is easy to see, easy to reach. Bucket seats are available at extra cost.



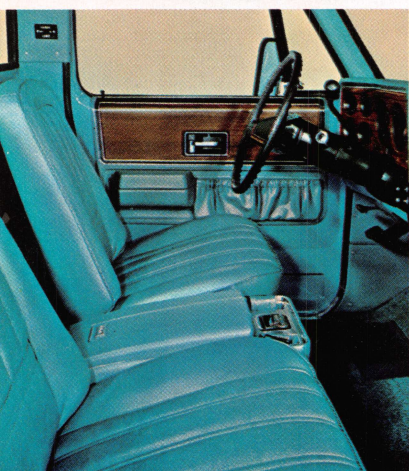
Super Custom

GMC's Super Custom interior is brightened up with a choice of woven nylon and vinyl or embossed vinyl upholstery. Colors include: Avocado, Slate Blue, Charcoal, Pearl or Saddle. Molded plastic door panels feature simulated woodgrain inserts and integral armrests. Other touches include bright door sill plates and a door-operated dome lamp switch. The floor mat is color-keyed. Bucket seats are available at extra cost.



Sierra

GMC's Sierra interior offers such attractive and comfortable touches as nylon carpeting, color-keyed moldings, grained vinyl upholstery or herringbone nylon and convenient storage pockets in the door panels. And there are exterior trim garnishes, too. Plus extra sound insulation material under the seats, on the cowl and under the hood. Bucket seats are available for an added luxury touch.

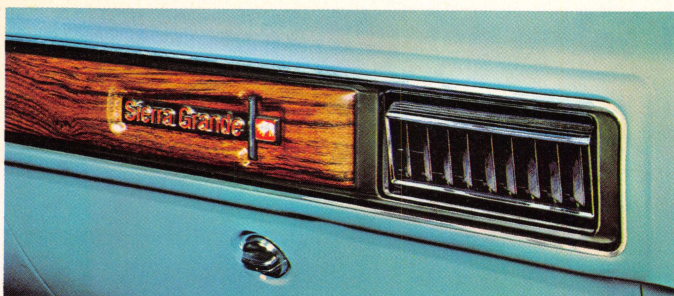


Sierra Grande

Here's sedan-like quiet, comfort and luxury. Bench seats are standard in a choice of herringbone nylon or deep-grained vinyl. Woodgrained vinyl accents the door panels, steering wheel and full-gauge instrument panel. Bucket seats are available as an option. Other standard features include deep-pile carpeting, extensive sound suppression materials and distinctive exterior trim.

Some of the equipment shown or described is optional at extra cost.

GMC Options



Air Conditioning

Your GMC is your office. And that's a good reason to consider ordering air conditioning. You'll discover that you use your air conditioning year 'round.

In the summer you stay cool and alert at the wheel. And because the air conditioning controls are integrated with the heater and defroster, you can use your air conditioning in the winter to help keep frost and mist from forming on your GMC's windows.

Ask your GMC dealer to tell you all about GMC's All-Weather air conditioning. You'll be glad you ordered it at the end of a hot day's work.



Radio

Choose an AM or AM/FM push-button radio for your new GMC and you'll enjoy driving and working even more.

A radio keeps you up to date on the latest weather, road and traffic conditions. And it makes a good friend on long distance drives.

All GMC AM and AM/FM radios are powerful, to pull in stations across the AM and FM broadcast bands.

Ask your GMC dealer to order it. You'll be glad you did.



Roof Rack

Available as an accessory on Suburban models to give extra luggage carrying ability.

Power options (Not shown.)

Take the strain out of a long day's work with GMC's variable-Ratio power steering. It's an option you'll really appreciate on the job or in traffic.

Front disc brakes are standard on all GMC light-duty trucks. Power assist is available on all 1500 Series. It's standard on other series.

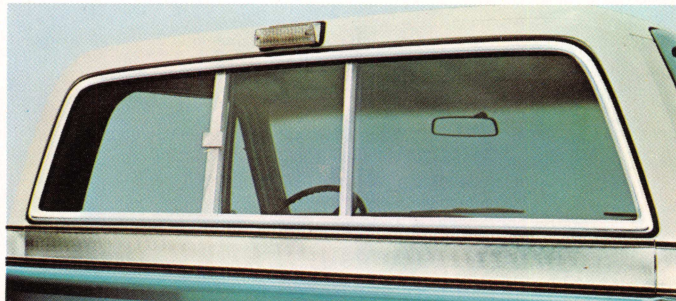
Rear View Mirrors

Single and dual rear view mirrors are available for added safety. Optional camper mirrors are shown on Crew Cab illustrated on page 9.



Wood Floors (Not Shown.)

A wood floor will make it easier for livestock to keep their balance. Wood is kiln-dried, sealed southern yellow pine with flush steel skid strips to hold the floor planks securely. Recessed bolt heads prevent damage to cargo. Available on Wideside models with eight-foot box. Standard on Fenderside.

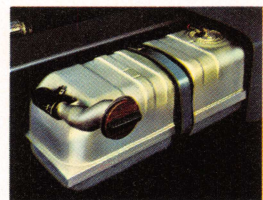


Sliding rear window

GMC's optional sliding rear window makes it easy to keep in touch with workers unloading cargo or passengers riding in camper units. Just slide the window open for uninterrupted conversation. Sliding rear window also improves ventilation on hot days. Window locks securely.

Auxiliary fuel tank

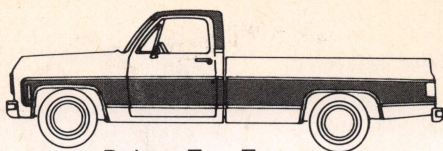
All 1973 GMC pickups feature frame-mounted fuel tanks with a nominal 14-gallon capacity on short wheelbase models and 18 gallons on longer wheelbase models. An available auxiliary tank mounts on the left hand frame rail.



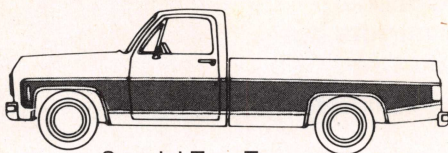
Wheel disc

You're proud of your GMC's appearance. And one inexpensive way to show it is with the addition of wheel discs. They dress up your GMC with your personal touch.

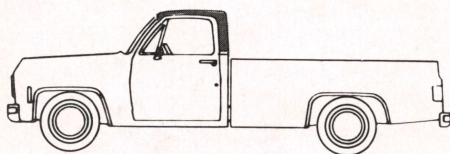
Options



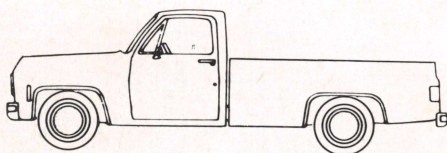
Deluxe Two-Tone.



Special Two-Tone.



Conventional Two-Tone.



Standard solid paint treatment.

Special paint treatments

GMC Widesides are available in 15 Magic-Mirror finishes. All Two-Tone paint treatments feature your choice of primary body color with contrasting white. The conventional Two-Tone is available only when Custom Cab back panel applique molding is ordered. The Special Two-Tone requires upper and lower side molding to be ordered.

For details on the required moldings for the Deluxe Two-Tone options please check with your GMC dealer.

General Motors Progress Report

Convenience, comfort and value for your money.

We try to do our best every year to offer a little more of all these qualities in our vehicles.

And we have other goals.

To build trucks that help protect their occupants while helping to prevent accidents.

And to build trucks that run cleaner.

General Motors is making significant progress in both these areas.

All 1973 General Motors trucks have a comprehensive safety package that includes seat belts with push-button buckles for all passenger positions. And these features are standard equipment.

Cleaner running trucks. Over the years, as a result of many engine improvements and the installation of various emission control systems, the amount of pollutants from our trucks has been dramatically reduced in the areas of hydrocarbon emissions, carbon monoxide emissions and oxides of nitrogen.

In addition, all our gasoline engines are able to run efficiently on unleaded, low leaded or any leaded regular gasolines with a research octane number of 91 or higher.

Nevertheless new systems are continuously being explored and tested that should help us achieve our goals.

Meanwhile you can help by maintaining your own truck in good operating condition and by having it tuned regularly.

And, in the area of safer motoring, you can help by having everyone in your truck wearing seat belts when in motion and by driving defensively at all times.

The illustrations in this catalog do not necessarily show standard colors, materials or equipment. General Motors of Canada Limited reserves the right to make changes at any time without notice in prices, colors, materials, equipment, specifications and models and also to discontinue models. This right may be exercised without incurring any responsibility to trucks previously sold.

GENERAL MOTORS OF CANADA LIMITED
OSHAWA, ONTARIO



What a difference a name makes