

# GMC

## Pickups





# Go Truckin' in a GMC

Nothin' goes truckin' like a GMC Pickup. You can do it in a long wheelbase Wideside Pickup or a short wheelbase Fenderside Street Coupe; go off-road with available 4-wheel drive, get a gang together in an available Crew Cab, or put it all together yourself with the assistance of a 2-door or 4-door Cab & Chassis model. Whatever suits your needs.

GMC adds an extra to truckin' this year with a Pickup truck with V8 diesel-power. For the facts on that one, see our separate catalog sheet. But inside every diesel- or gas-powered Pickup, you'll find new things on the inside; new seat trim (except Sierra models), new available high-back bucket seats, new instrument panel trim, new steering wheel and a wide assortment of available factory-installed equipment. Some of the available equipment includes Delco AM and AM/FM push-button radios. Other Delco radios are available as dealer-installed accessories. See your GMC dealer for details. You can select available power steering and Comfortilt wheel, as well as power door locks and windows for 2-door models. If you're appearance conscious, you'll want to know that there are 15 standard solid colors plus 41 available conventional two-tone, 41 special two-tone and 41 deluxe two-tone combinations, in addition to the available sporty ZY5 on Wideside models and Street Coupe trim levels on our Wideside and Fenderside models. When we started we said that nothin' goes truckin' like a GMC Pickup. We should have added that looking good and being practical are still part of the deal.

All models feature three standard impressive features: (1) High Energy Ignition system that delivers a hot spark for quick starts and reliable operation between tune-ups. (2) Freedom battery that never needs water added. (3) The Delcotron generator with solid-state voltage regulator.

GMC offers a standard In-Line six (except some models in California) with V8s available along with a wide range of drive-lines and ratios to match your driving and hauling needs in both 2-wheel and 4-wheel drive models.

"The GMC Pickup Trucks shown in this catalog are equipped with GM-built engines produced by various divisions. Please refer to the engine data sheet included in this catalog or available from your dealer for complete details about engine sources and availability."

## GMC WIDESIDE MODELS

GMC offers a selection of 2-door and 4-door cab styles including our most popular model, the Wideside. Standard Wideside features include rigid, double-walled construction in fenders, hood, cargo box, sidewalls, tailgate, 2-door cab roof and cab upper back panel. Standard sound insulation is sandwiched



Wideside Pickup with available ZY5 trim.

between the two steel roof panels of 2-door cabs during construction. Cargo boxes are available in 6½- and 8-foot lengths with a standard ribbed steel floor for easy slide-on loading. A chemically treated wood floor is also available for the 8-foot length. Wideside Pickups are available in half-, three-quarter- and one-ton capacities in 2-door models; three-quarter- and one-ton capacities in 4-door models. Dual rear wheels with fiberglass fender extensions are available on 3500 Series models.

## GMC FENDERSIDE MODELS

Fenderside models offer the same dependable cab construction found in Wideside models and include side steps between the back of cab and rear fender for easy side loading and cargo handling. Available in 6½- and 8-foot lengths equipped with standard wood floors that provide good footing for livestock and permit nail downs to help prevent cargo from shifting. Smooth interior walls are ideal for many applications and the 50" x 98" box easily handles a 4' x 8' plywood sheet with the tailgate closed. A tight-fitting tailgate helps retain loose bulk loads and a seven-strip, steel skid system allows for wood floor expansion and contraction while providing a handy slide loading aid. Reinforced stake pockets for the addition of stake racks are standard.

Looking for 4-door cab Pickup models or 2- and 4-door Cab & Chassis models, turn to Pages 6 and 7. And you'll find those GMC 4-Wheel Drive Pickups and Cab & Chassis models on Page 3. Truckin's fun and practical in a GMC.

Wideside Pickup with available Street Coupe Package.



Fenderside Pickup with available Street Coupe Package.

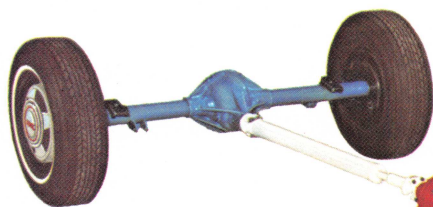






## GMC 4-Wheel Drive Trucks

Four-wheelin' GMC Pickups go off-road to jobs and hard to find recreation sites. Conventional 4-wheel drive is standard on 4-wheel drive models equipped with manual transmissions. Full-Time 4-wheel drive with torque balancing interaxle differential is teamed with an available automatic transmission for pulling power to all four wheels. Four-wheel drive is available in nominally rated half-, three-quarter- and one-ton Wideside models;

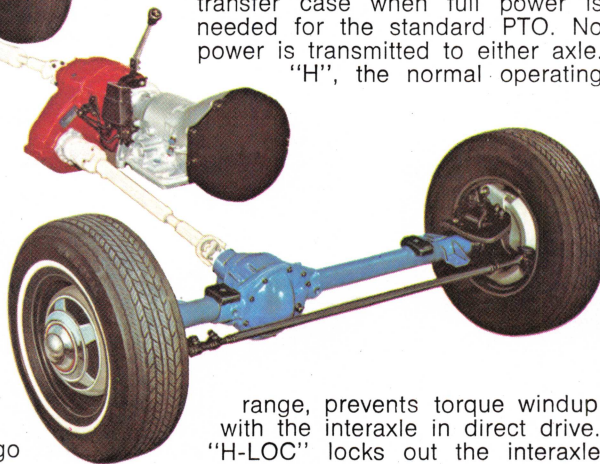
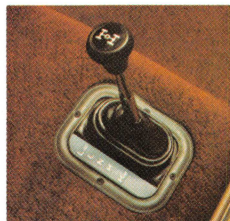


nominally rated half- and three-quarter-ton Fenderside models. Cab & Chassis models and Bonus or Crew Cab models are also available with a maximum 10,000-lb. GVW rating; half- and three-quarter-ton offer GVW ratings from 6,200 to 8,400 lbs.

Convenient Full-Time 4-wheel drive is standard on all GMC "K" models with available automatic transmission. You go from pavement to off-road conditions without leaving the cab. Drive power is constantly delivered to all four wheels ending the need to stop, get out and engage the front hubs. The in-cab

shift lever gives you control over high/low drive ranges and interaxle locking. With Full-Time 4-wheel drive you enjoy balanced traction and driving power at all four wheels.

Five-position, in-cab transfer case control provides on- and off-road gearing control. "L-LOC" position rigidly locks both axles together in the low-reduction range for pulling power in sand, mud or snow. "L" allows the interaxle to operate in the low-reduction range. The interaxle directs the driving force to the front and rear axles for balanced operation. "N" or neutral disengages the transfer case when full power is needed for the standard PTO. No power is transmitted to either axle. "H", the normal operating



range, prevents torque windup with the interaxle in direct drive. "H-LOC" locks out the interaxle and connects both front and rear axles when operating in direct drive. Shifting from "H" to "H-LOC" or "L" to "L-LOC" or return to "H" or "L" may be done under power.

### K-3500 one-ton 4-Wheel Drive Pickup with available dealer-installed camper.

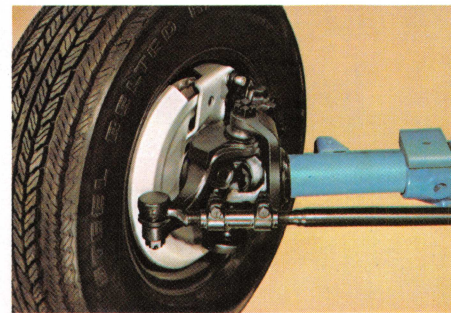
The Full-Time 4-wheel drive transfer case and available automatic transmission provide six reduction ranges for a wide range of conditions on or off road.

A conventional 4-wheel drive system is standard on 4-wheel drive models with 3- or 4-speed manual transmissions. The 2-speed transfer case allows operation in 2- or 4-wheel drive and includes a standard Power Take-Off opening. Free-wheeling front hubs are included.

Many vehicles in this catalog are shown with available factory-installed options, dealer accessories and special equipment from various independent suppliers.

### WIDE TURNING ANGLES

Wide-angle front driving hubs provide impressive maneuverability. Long wheel-base Pickups have a small curb-to-curb turning diameter of 54.6 feet.







**GMC WIDESIDE MODELS** Six-and-one-half-foot box looks good outside and can stay that way a long time thanks to standard double-walled sidewall and tailgate

construction to soak up dents and dings from shifting cargo inside. Available in 8-foot lengths, too. Shown here in Sierra Classic trim.



**GMC FENDERSIDE MODELS** - Let you step up to whatever's inside the 6½- or 8-foot cargo box with the standard, chemically treated wood floor. Preferred by

many for its practicality and by others for its shorty-goin'-truckin' good looks. Shown is the available High Sierra trim with available 4-wheel drive and PA6 wheels.





**GMC WIDESIDE MODELS** Half, three-quarter or one ton looks good on any job or in your driveway. You can add dress up items like the available body side spear

trim molding shown here or appreciate the solid good looks designed into every inch of sheet metal. Sierra Grande model shown.



**GMC WIDESIDE** Goin' truckin' with your GMC could mean available special trailering package available for all series and dual rear wheels available on 3500 Series

one-ton Wideside or Cab & Chassis models. Shown is the available Sierra Classic model with available dual rear wheels.



# Big GMC Bonus/Crew Cabs

Carry people, haul cargo, tow a trailer or do all three in a big GMC Bonus or Crew Cab. Choose between roomy, in-cab seating for six with Crew Cab models or front seating for three and big, 56-cubic-foot, lockable interior cargo space offered by Bonus Cab models. Both models offer the convenience of four doors with roll-down glass. A standard 8-foot Wideside cargo box provides 74.3 cubic feet of load space.

Available 2500 and 3500 models offer a broad range of available driveline combinations. 3500 model with conventional or Full-Time 4-wheel drive offers you on/off-road capability, and with available dual rear wheels provides for a GVWR up to 10,000 lbs. 2500 models not available in California.

The 292 CID In-Line six is standard power. A 350 V8, 4-bbl., is available for all models.

The 400 CID V8 is available on 4-wheel drive models, and an available 454 CID V8, 4-bbl., on conventional 2-wheel drive models.

Standard transmission is either a 3-speed or 4-speed manual depending on model. Automatic transmissions are available in 2500 and 3500 Series Bonus and Crew Cab Pickups and feature a tough 7,500-lb. capacity rear axle. Bonus and Crew Cab

Four-wheel drive Sierra Classic model



Two-wheel drive Sierra Classic model



Sierra Grande Crew Cab with available velour cloth trim



Sierra Classic Bonus Cab interior

models have available luxurious interior comfort and convenience features plus their big cargo and payload capacity.

Crew and Bonus Cab interiors are available in standard Sierra or available Sierra Grande and Sierra Classic trims. Sierra Classic interiors are available in custom oxen hide, all-vinyl bench seat trim or custom velour cloth and vinyl. Available equipment includes: Insulated headliner; molded plastic door trim panels with carpet trim and bright inserts plus door closing assist straps and vinyl storage pockets on front door trim panels; full front and rear cut-pile carpeting (except Bonus Cab

rear compartment); full gages with bright trim; and extensive sound suppression materials.

Crew Cab models feature two full-width, foam-padded bench seats for 6-passenger seating comfort. Available forward-folding rear seat back provides access to out-of-sight storage space behind the rear seat.

Bonus Cab models offer the same interior features as Crew Cab models and front seating for three. The rear compartment provides you with a lockable interior cargo capacity of nearly 56 cubic feet. Four-door convenience provides easy loading and unloading with access from both sides.

Bonus and Crew Cab models also offer available comfort and convenience equipment including air conditioning, power steering, AM and AM/FM radios, Comfortilt steering wheel and more. Check out the value of Bonus Cab and Crew Cab Pickups . . . they're at your GMC dealer.







# Cab & Chassis Models

GMC light-duty Cab & Chassis models are versatile. There is a wide selection of 2-door and 4-door Cab & Chassis models that readily adapt to light commercial van bodies and other special bodies for delivery, construction and general utility applications. Factory-installed stake and platform bodies are available in 8- and 9-foot lengths. Platforms are constructed of kiln-dried, sealed floorboards held in place by flush steel skid strips that hold boards securely in place, yet permit expansion.

A round-cornered steel body rub rail offers protection in close loading situations.

One-half-, three-quarter- and one-ton nominally rated models are featured with a choice of 2- or 4-wheel drive. Four-wheel drive models with available automatic transmission feature Full-Time 4-wheel drive that lets you enjoy positive traction and balanced drive power at all times. For details and 4-wheel drive model availability, see the back cover of this catalog.

Cab & Chassis models are available in Bonus and Crew Cab bodies for added passenger carrying capability or big in-cab lockable cargo space. Three-quarter-ton models not available in California. Available dual rear wheels, 7,500-lb. capacity rear axle and selected heavy-duty components offer a GVW rating of 10,000 lbs. Cab & Chassis models come with standard 250 CID or 292 CID In-Line six-cylinder engines depending on model, except California half- and three-quarter-ton models.



MODEL	NOMINAL RATING AND TYPE	CAB STYLE	WHEEL-BASE IN.	INTERIOR MAX. LENGTH, IN.	OVERALL LENGTH, IN.	TAIL-GATE HEIGHT, IN.	WIDTH BETWEEN WHEEL HOUSINGS, IN.	MAX. INSIDE WIDTH FLOOR, AT IN.
WIDESIDE TC-10703 TK-10703	1/2-Ton, 2-Wheel 1/2-Ton, 4-Wheel	Conv.	117.50	78.25	191.5 192.2	19.5	50	72
TC-10903 TK-10903 TC-20903 TK-20903 TC-30903 TK-30903	1/2-Ton, 2-Wheel 1/2-Ton, 4-Wheel 3/4-Ton, 2-Wheel 3/4-Ton, 4-Wheel 1-Ton, 2-Wheel 1-Ton, 4-Wheel	Conv. Conv. Conv. Conv. Conv. Conv.	131.50	98	211.4 212.1 211.4 212.1 211.4 211.4	19.5	50	72
TC-20943 + AS3 TC-30943 + AS3 TK-30943 + AS3	3/4-Ton, 2-Wheel 1-Ton, 2-Wheel 1-Ton, 4-Wheel	Crew Crew Crew	164.50	98	244.4	19.5	50	72
TC-20943 TC-30943 TK-30943	3/4-Ton, 2-Wheel 1-Ton, 2-Wheel 1-Ton, 4-Wheel	Bonus Bonus Bonus	164.50	98	244.4	19.5	50	72
FENDERSIDE TC-10703 TK-10703	1/2-Ton, 2-Wheel 1/2-Ton, 4-Wheel	Conv. Conv.	117.50	78.25	190.7 191.3	17.5	—	50
TC-10903 TK-10903 TC-20903 TK-20903 TC-30903	1/2-Ton, 2-Wheel 1/2-Ton, 4-Wheel 3/4-Ton, 2-Wheel 3/4-Ton, 4-Wheel 1-Ton, 2-Wheel	Conv. Conv. Conv. Conv. Conv.	131.50	98.25	210.6 211.2 210.6 211.2 210.6	17.5	—	50

350 CID V8, 400 CID V8 and 454 CID V8 engines are available depending on model.

Half- and three-quarter-ton models have a standard 3-speed manual transmission with column-mounted control, except the three-quarter-ton Crew Cab which has a 4-speed manual transmission with floor mounted control. The 4-speed manual also is standard on one-ton models and available on half-ton models and other three-quarter-ton models. Available High Sierra and Sierra Classic interior trim levels offer color-keyed carpeting, velour cloth and vinyl or oxen vinyl seat trim, molded plastic headliner with insulated backing and vinyl storage pockets on front door trim panels. Available power assist and comfort and

convenience equipment includes: Full instruments; power steering and Comfortilt steering wheel; AM and AM/FM radios; automatic transmission; speed and cruise control; and air conditioning with in-dash directional vents.

All 1978 Pickup and Cab & Chassis models include the following General Motors safety items as standard equipment. FOR OCCUPANT PROTECTION: Seat belts with push-button buckles at all passenger positions; combination seat and inertia reel shoulder belts for driver and right front passenger (with reminder light and buzzer); energy-absorbing steering column; passenger guard door locks; safety door latches and stamped steel hinges; folding seat back

latches; energy-absorbing padded instrument panel; contoured windshield header; thick laminate windshield; safety armrests; safety steering wheel. FOR ACCIDENT PREVENTION: Side marker lights and reflectors; parking lamps that illuminate with headlamps; 4-way hazard warning flasher; backup lights; lane change indicator in direction signal control; windshield defoggers, washer and dual speed wipers; wide-view inside mirror with vinyl edge, shatter-resistant glass and deflecting support; outside rearview mirrors; dual hydraulic brake systems with instrument panel warning light; starter safety switch; dual action safety hood latches. FOR THEFT PROTECTION: Separate keys for ignition switch and doors.



# GMC Pickups...A Good Return

Take a close look at what we have to offer. A cab that is roomy and comfortable; offers a wide selection of interior trims, but there's a lot that can't be seen so readily. Consider these features:

1 Strong cabs are double walled in critical areas for structural rigidity to help control body noise. Outside cab back panel and inner back panel are welded together to contribute to overall structural rigidity. Large, generous panels are used in many areas, including front-end sheet metal, that help contribute to overall structural rigidity.

2 Front door frames and doors are constructed with one-piece inner and outer steel panels welded together for a rigid structure. One-piece front door frame stampings, an integral part of the cab structure, help provide a good fit, alignment and sealing. The one-piece construction allows for a minimum of seams and joints that could warp and leak. Door outer panels are fabricated of precoated steel for added corrosion resistance.

3 Standard Wideside cargo box features a ribbed steel floor for slide loading. Fenderside cargo box features a standard wood floor with steel slide strips. Hardwood floor also available in 8-foot Wideside body.

4 Total glass area of 2-door models, including side and rear windows, is 3,329 square inches. Helps provide impressive visibility. Tinted glass is also available.

5 Wideside outer sidewalls and tailgate are fabricated of precoated steel and all pickup boxes are Electro-Dip primed for corrosion resistance. The pickup box steel floor, sidewalls, front panel and tailgate assembly are totally immersed in an electrostatically charged primer for thorough primer coverage.

6 Sixteen-gallon (1500 Series) and 20-gallon (2500-3500 Series), side-mounted fuel tanks are standard. Same capacity auxiliary fuel tank is also available.

7 Standard Wideside cargo box sidewalls and tailgate are double walled for rigidity and appearance protection. Front stake pockets plus center pockets on 8-foot boxes have convenient holes for cargo tie down.

8 Steering-column-mounted ignition switch with separate key is standard on all models, and incorporates a steering column and transmission interlock on models with available automatic transmission.

9 Salisbury-type rear axles are standard. Design advantages include use of a large ring gear, roller bearings and a wide range of available ratios. Limited slip differentials are also available.

10 Front fenders are of double-walled construction for front-end sheet metal rigidity. Inner surfaces are treated with a zinc-rich primer coat before finish primer to help resist corrosion. Separate front wheelhousing helps to insulate engine compartment from road splash and flying rocks.

11 Double-walled hood is rigid and permits a wide-open engine compartment for easy access to important service points.

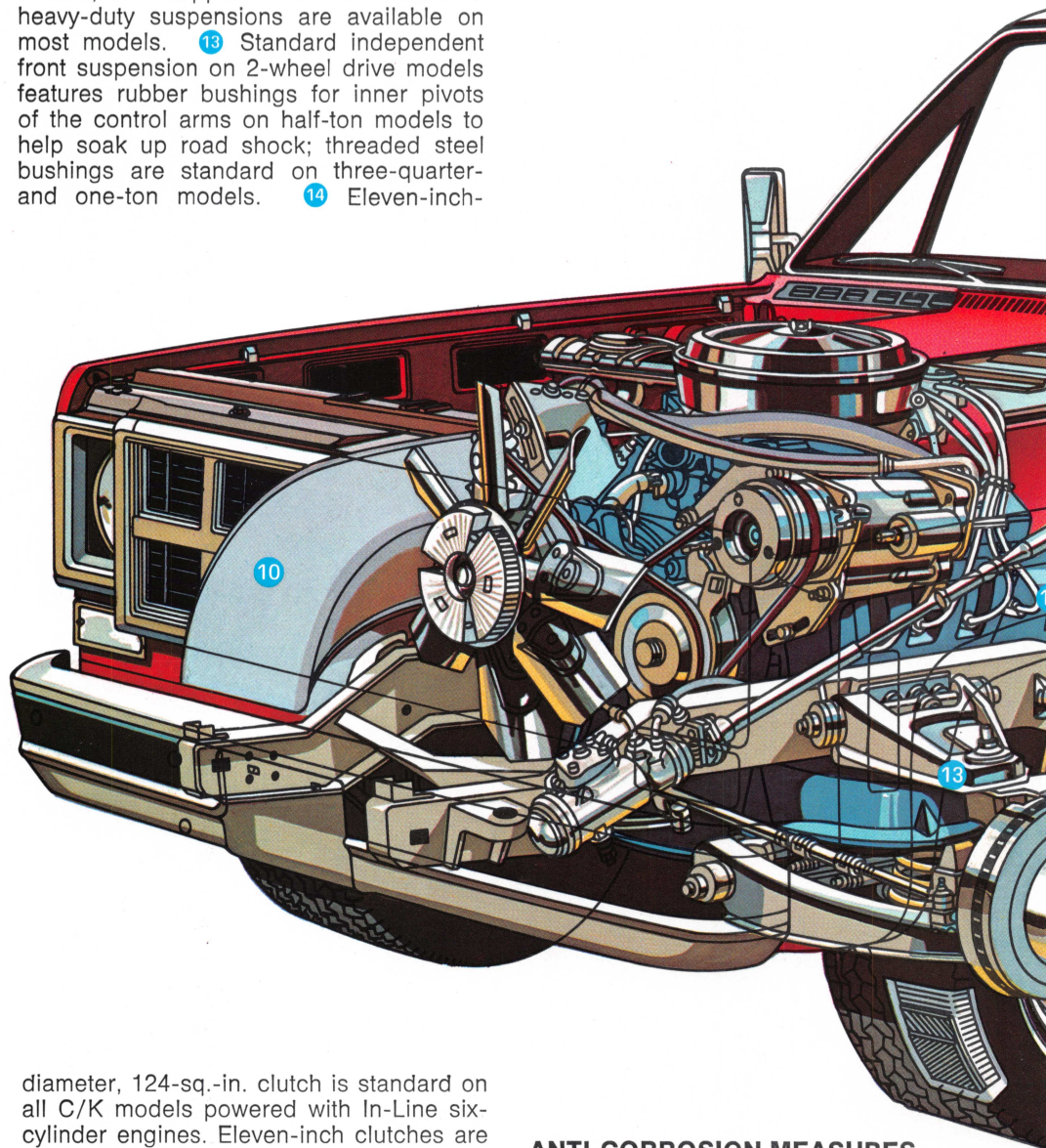
12 Staggered

rear shock absorbers help to reduce braking hop and power thrusts. Heavy-duty front and rear shock absorbers are available; heavy-duty rear shocks standard on one-ton, 2-wheel drive models. Standard 2-stage multileaf spring rear suspension contributes to a stable ride. Vari-Rate design provides a soft ride when lightly loaded; firm support when full. Available heavy-duty suspensions are available on most models.

13 Standard independent front suspension on 2-wheel drive models features rubber bushings for inner pivots of the control arms on half-ton models to help soak up road shock; threaded steel bushings are standard on three-quarter and one-ton models.

14 Eleven-inch-

on most models give an audible warning when brake linings need replacing. Rear drum brakes are air-finned cast iron for heat dissipation and cooling.



diameter, 124-sq.-in. clutch is standard on all C/K models powered with In-Line six-cylinder engines. Eleven-inch clutches are also standard with all 2-bbl., V8-powered models and on 4-bbl., V8 models under 6,000 lbs. GVW; 12-inch-diameter clutches are included with all 4-bbl., V8-powered models that are over 6,000 lbs. GVW.

15 Three-speed, fully synchronized manual transmissions with column-mounted controls are standard on all 1500 and 2500 Series models (except 2500 Series Bonus Cabs). A 4-speed manual transmission with floor-mounted control is standard on all 3500 Series models and 2500 Series Bonus Cabs. Automatic transmissions are available on all light-duty models.

16 Front disc and rear drum brakes are standard. Front disc brake lining wear sensors

## ANTI-CORROSION MEASURES

GMC Pickups help protect your truck investment dollar. Here's how: Corrosion-resistant, precoated steel is used for front door opening side door outer panels, rear rocker panels of 4-door models, Wideside pickup box outer side panels and tailgate and the windshield frame and plenum panel assembly. Galvanized steel is used for door glass rub channels, including front door vent frames, the radiator grille lower filler panel and tool stowage retainer. Then protective coatings are used for certain body areas, inner surfaces of hood and front fender panels and outer front surface of the radiator support.



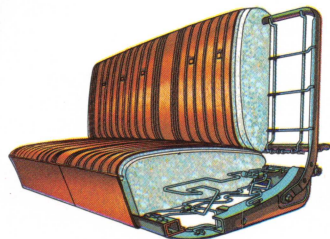
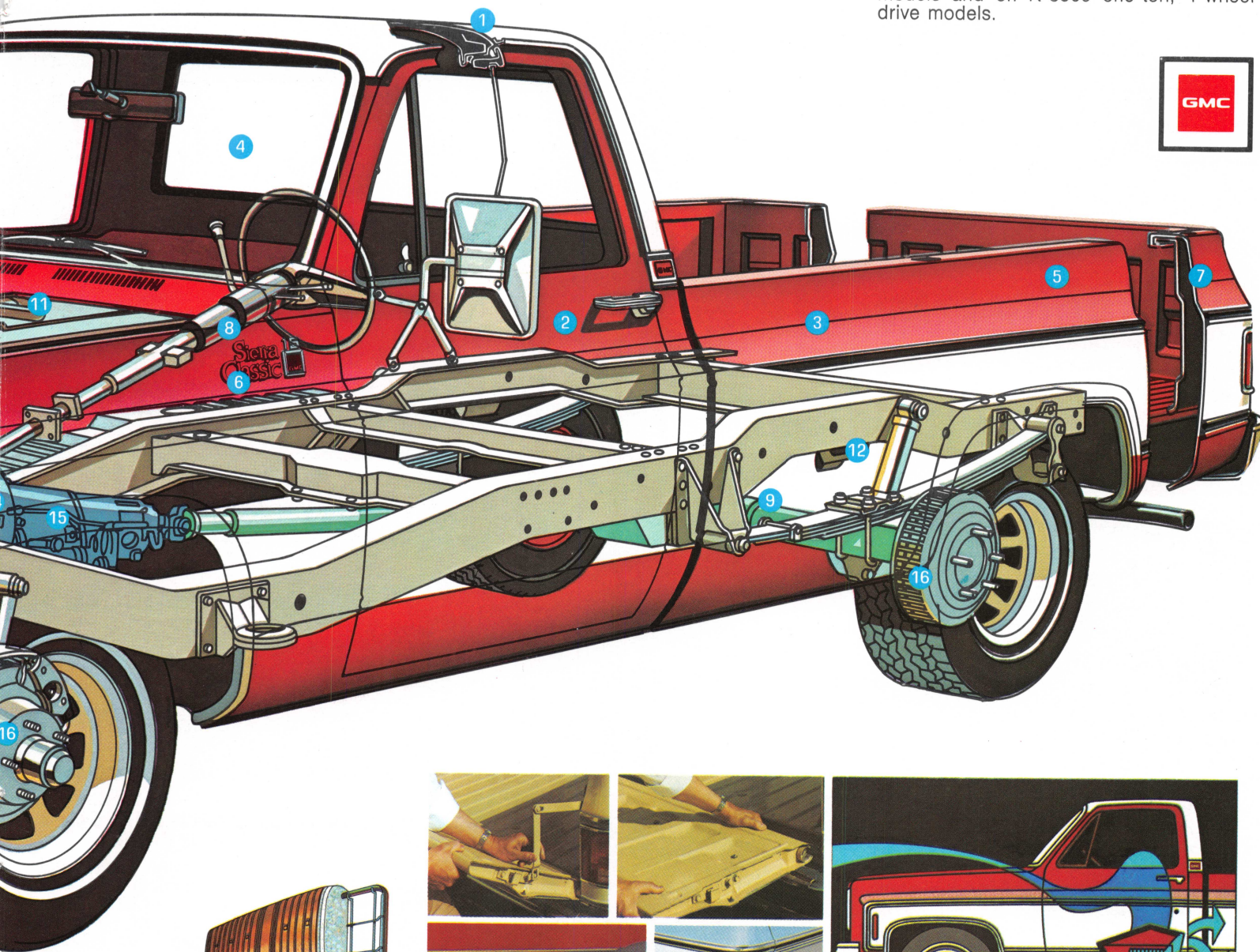
# On Your Transportation Investment

Before priming, all parts are thoroughly cleaned and dried. All parts are primed and the pickup box side panels, front panel, steel floor and tailgate of the Wide-side models are submerged in an electro-charged primer paint solution to complete-

ly coat all surfaces. Then sealing compounds are applied to various joints. After, a durable coat of acrylic enamel is applied as a finish coat. And, in certain areas an aluminum wax preservative is applied for added protection.

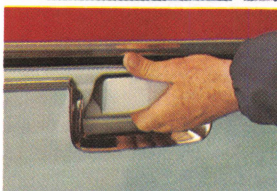
## BRAKES

Standard hydraulic brakes are self-adjusting and computer load matched to GVW rating. Power brakes are available for base GVW 1500 Series models and standard on all other models. Heavy-duty power brakes are standard on all Crew and Bonus Cab models and on K-3500 one-ton, 4-wheel drive models.



## FULL-DEPTH FOAM BENCH SEAT

Available full-depth foam seat consists of a 6½-inch-thick urethane foam pad and special spring and frame assembly for comfort and body support during long hours behind the wheel. Seat is available on Sierra models and standard on Crew Cab rear seat and all front bench seats in Sierra Grande, High Sierra and Sierra Classic models.

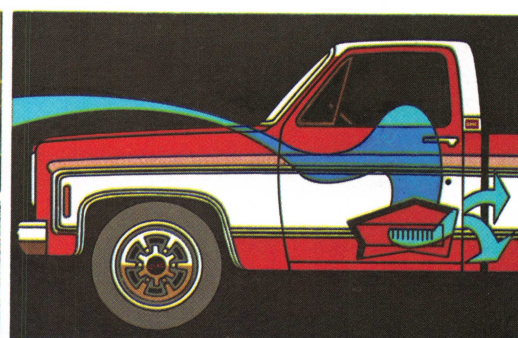


## TOUGH TAILLIGHTS

Wideside Pickup models feature large wraparound taillights that operate as rear running lights, backup lights and side marker lights and reflectors.

## REMOVABLE TAILGATE

Wideside Pickup tailgate accommodates overhang loads; unfasten quickly as part of a 4-step operation that removes the entire tailgate.



## POWER VENTILATION

Full-time power ventilation is standard and operates on air drawn through a large cowl integrated plenum chamber.

## SINGLE-HAND TAILGATE LATCH

One-hand tailgate latch operation is standard on Wideside Pickups. Latching mechanism is protected by the tailgate double steel panel construction.



# Comfortable, Roomy Pickup Interiors



Hours behind the wheel on the way to any destination should be comfortable. A standard insulation pad is sandwiched between two layers of steel in the 2-door cab roof to help control noise and temperature. For convenience there's a new selection of available equipment, plus new fabrics and decors crafted to impressive standards. The

interior comfort is so unexpected you'll wonder how they found their way into a down-to-earth truck. Review the choices available before you make your selection. You'll be happy about the time spent deciding on the trim that suits your needs, suits your style in a GMC Pickup. Read on and see why truckin' is fun in a GMC.

Available Sierra Classic trim, YE9



Available High Sierra trim, Z84



## SIERRA CLASSIC INTERIOR (RPO YE9) 2-DOOR CABS AND PICKUPS

The Sierra Classic interior includes all of the items offered in the High Sierra interior described at the right plus the following additions or substitutions: Full door trim panels with bright, brush-finished applique, carpet trim, storage pockets and door closing assist straps; bright, brush-finished trim on instrument cluster and instrument panel pad; full instrumentation including voltmeter, oil pressure and coolant temperature. Special cowl side panels are provided as well as a Sierra Classic nameplate on the instrument panel. Exterior items include bright lower body side moldings, bright wheel opening moldings and bright brush-finished tailgate applique for Wideside models.

Sierra Classic interiors are available in either custom cloth or vinyl or custom vinyl-trimmed, deep-foam bench seat in Blue, Green, Buckskin, Red or Mandarin Orange with folding backrest for access to storage area.



## TILTING SEAT BACKS

Tilting seat backs are included in trim packages Z62, Z84 and YE9 and are available in base conventional and Crew Cab models for private storage behind the conventional model front seat and Crew Cab model rear seat. Easy-to-operate latches permit the seat back to be folded forward for quick access to the items you want out of sight. Ideal for the clutter in a cab on long trips.

## HIGH SIERRA INTERIOR (RPO Z84) 2-DOOR CABS AND PICKUPS

High Sierra interior is available with seat trimmed in either custom cloth or vinyl or custom vinyl in a choice of five colors: Blue, Green, Buckskin, Red or Mandarin Orange, and with full-foam seat cushion and folding backrest. Additional interior equipment includes: New silver colored instrument cluster face plate and instrument panel pad applique; new custom steering wheel for 2-wheel drive models; cigarette lighter; extra sound insulation; dome lamp with door-operated switches; color-keyed carpeting; and molded door trim panels with bright brushed finished applique panels and vinyl storage pockets. Also included is a color-keyed molded headliner with insulator. Exterior equipment includes: Bright front bumper; bright lamp trim (except tail/backup lamp on Fenderside models); High Sierra emblems on front fenders; and bright windshield and rear window moldings. Also included are a bright cab back panel applique and bright metal hubcaps (except with dual rear



# That Wear Well

## SIERRA INTERIOR (STANDARD) 2-DOOR CABS AND PICKUPS

Standard bench seats are upholstered in all-vinyl trim which is available in a choice of Blue, Green, Red or Buckskin. Interior equipment includes embossed black rubber floor mat; black finished instrument

cluster face plate with bright trim rings around openings; color-keyed instrument panel pad with Sierra emblem and black finished insert with bright trim; color-keyed door trim panels with armrests; courtesy lamp; padded sunshades; inside rearview mirror; map compartment with door; and three seat belts with integral shoulder belts

for driver and right-hand passenger. Exterior equipment includes bright grille frame, Sierra nameplates on front fenders and chromed RH and LH outside mirrors. Custom vinyl-trimmed bucket seats with console and color-keyed carpeting are available.

Available Sierra Grande trim, Z62

Standard Sierra trim



wheels) plus bright upper body side moldings and tailgate applique for Wideside models.

## SIERRA GRANDE INTERIOR (RPO Z62) 2-DOOR CABS AND PICKUPS

Sierra Grande seats are available trimmed in either custom cloth and vinyl or custom vinyl in Blue, Green, Buckskin, Mandarin Orange or Red. Striped vinyl seat trim is also available, as well as custom vinyl-trimmed bucket seats with console and color-keyed carpeting. Interior equipment includes new steering wheel; bright door trim; armrests; cigar lighter; dome lamp with door-operated switches; full-depth foam seat cushion; and sound damping insulation under cowl and on cab back panel. Additional equipment includes dual horns; bright hubcaps (except with dual rear wheels); chrome front bumper; bright front and rear window moldings; body side upper molding with bright trim (Wideside only); bright exterior lamp trim (except tail/backup lamps on Fenderside); plus

Sierra Grande emblems on instrument panel and front fenders. Floor mats are color keyed, and a folding backrest is included for access to storage area behind seat.

## BUCKET SEATS (RPO AV5)

New high-back bucket seats with center console are available in all trim levels in 2-door conventional cab models. Center console provides a handy storage place for maps and personal items. Equipment, colors and trim create a personal, functional and comfortable vehicle interior that makes you feel at home. Available bucket seats include color-keyed, cut-pile carpeting on cab floor and lower cab back panel and full floor insulation. Full-length bright doorsill scuff plates are included when ordered on Sierra model.

Tilt seat is available on bench seat Sierra models and standard on Sierra Grande, High Sierra and Sierra Classic bench seats.



Available high-back bucket seats



# Gasoline and Diesel Power

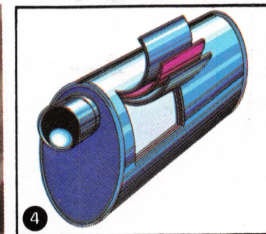
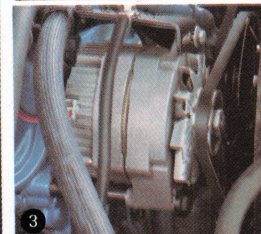
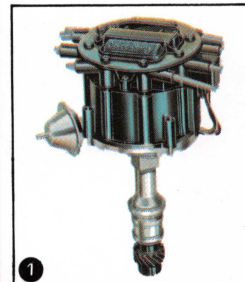
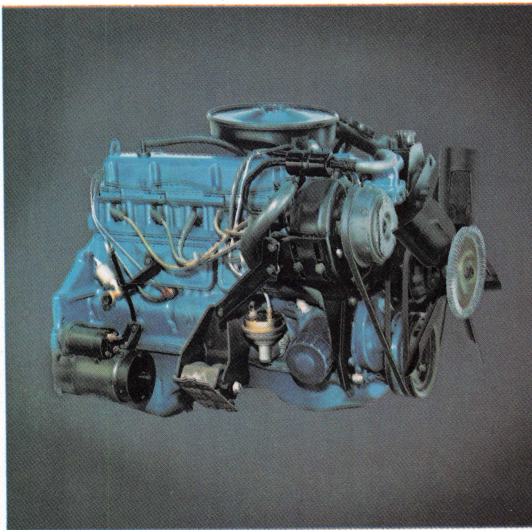
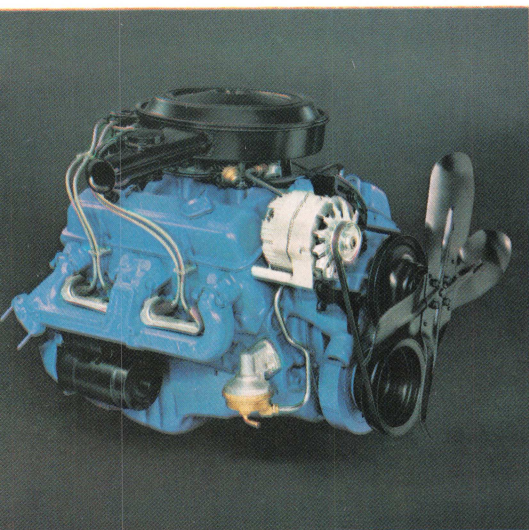
Standard gasoline engine for half-ton Pickup models is the 250 CID In-Line six; this engine is not available in California on 4-wheel drive models. 2500 and 3500 models have the more powerful 292 CID In-Line six with 1-bbl. carburetor; this engine

is not available in California for three-quarter-ton models, nor on any 131.5-inch wheelbase one-ton model with dual rear wheels. Standard driveline includes a 3-speed manual transmission with 11" clutch for In-Line six models, except the 2500 Series Crew Cab and all 3500 Series receive a 4-speed manual transmission.

Available V8 engines for Pickups, depending upon model and where sold, include the 305 CID, 2-bbl.; 350 CID, 4-bbl.; 400 CID, 4-bbl. and the 454 CID, 4-bbl. "The

GMC Pickup Trucks shown in this catalog are equipped with GM-built engines produced by various divisions. Please refer to the engine data sheet included in this catalog or available from your dealer for complete details about engine sources and availability."

New for 1978 is a (5.7L) V8 Diesel available for Series 1500 Pickups with GVWR's of 5,300 to 6,200 lbs. See the separate Diesel Catalog for details.



## HIGH ENERGY IGNITION

1 Standard on all gasoline engines. Electric High Energy Ignition system with built-in coil eliminates the breaker points and ignition condenser of conventional ignition systems. HEI delivers up to 35,000 volts to each plug to help ignite marginal fuel/air mixtures. Helps permit fast starts. Standard on all gasoline models.

## FREEDOM BATTERY

2 The standard Delco Freedom battery, with its maintenance-free design, never needs water. The completely sealed energy supply is enclosed in a lightweight case with a built-in, state-of-charge indicator. The combination of sealed case and side terminal connections helps resist underhood corrosion conditions.

## DELcotRON GENERATOR

3 Standard on Pickup models, Delcotron generator features built-in transistorized voltage regulator for reliability. Available heavy-duty, 61-amp generator included with available air conditioning on gasoline-powered models.

## MUFFLER

4 Durable, aluminized, long-life mufflers feature a double-wrapped shell and interior baffles constructed of heavy-gage, fully aluminized metal.

## SERVICING IS EASY

Service is easy with wide-opening, alligator-type hood. Helps make routine service work easy. Checking of oil, coolant, windshield washer fluid, master brake cylinder and transmission fluid level of available automatic transmission is easy.

## AVAILABLE ENGINES AND RATINGS

EMISSION STANDARDS LIGHT-DUTY= L.D. HEAVY-DUTY= H.D.	ENGINE TYPE	CUBIC INCH DISP.	SAE NET		BORE AND STROKE	COMP. RATIO (to 1)	MODEL APPLICATION
			H.P. @ RPM	TORQUE (LBS./FT.) @ RPM			
Federal L.D.	250 1-bbl. L6	250	115 @ 3800	195 @ 1800	3.87 x 3.53	8.0	C-1500
Calif. only L.D.	250 1-bbl. L6	250	100 @ 3800	185 @ 1600	3.87 x 3.53	8.1	C-1500, 2500
N.A. Calif. w/H.D.	250 1-bbl. L6	250	100 @ 3600	175 @ 1800	3.87 x 3.53	8.0	C, K-1500
All States H.D.	292 1-bbl. L6	292	120 @ 3600	215 @ 2000	3.87 x 4.12	7.8	C, K-2500, 3500, Fed.
All States H.D.	292 1-bbl. L6	292	120 @ 3600	215 @ 2000	3.87 x 4.12	7.8	C, K-3500, Calif.
N.A. Calif. w/L.D.	305 V8, 2-bbl.	305	145 @ 3800	245 @ 2400	3.74 x 3.48	8.4	C-1500
All States L.D.	5.7 Litre Diesel	350	120 @ 3600	220 @ 1600	4.057 x 3.385	22.5	C-1500 C-1500 w/F44
Federal L.D.	350 V8, 4-bbl.	350	165 @ 3800	260 @ 2400	4.00 x 3.48	8.2	C-1500, Federal
Calif. only L.D.	350 V8, 4-bbl.	350	155 @ 3800	250 @ 2400	4.00 x 3.48	8.2	C, K-1500, 2500, Calif.
All States H.D.	350 V8, 4-bbl.	350	165 @ 3800	255 @ 2800	4.00 x 3.48	8.3	All Models, Federal C, K-3500, Calif.
Calif. only L.D.	400 V8, 4-bbl.	400	165 @ 3800	290 @ 2000	4.13 x 3.75	8.2	K-1500, 2500 K-1500, 2500, 3500,
All States H.D.	400 V8, 4-bbl.	400	175 @ 3600	290 @ 2800	4.13 x 3.75	8.3	Federal K-3500, Calif.
Federal L.D.	454 V8, 4-bbl.	454	205 @ 3600	335 @ 2800	4.25 x 4.0	8.0	C-1500
Calif. only L.D.	454 V8, 4-bbl.	454	205 @ 3600	335 @ 2800	4.25 x 4.0	7.9	C-1500, 2500

## AVAILABLE BY MODEL WITH H.D. EMISSIONS

N.A. Calif. w/H.D.	454 V8, 4-bbl.	454	240 @ 3800	370 @ 2800	4.25 x 4.0	8.0	C-1500 w/F44
N.A. Calif. w/H.D.	454 V8, 4-bbl.	454	240 @ 3800	385 @ 2800	4.25 x 4.0	7.9	C-2500, 3500
Calif. only H.D.	454 V8, 4-bbl.	454	250 @ 3800	385 @ 2800	4.25 x 4.0	7.9	C-3500

Light-duty emissions for models with 6,000-lb. GVW and below. 8,500-lb. GVW in California.

Heavy-duty emissions for models with 6,001-lb. GVW and above. 8,501-lb. GVW in California.

Engine exterior details may vary according to application. 1978 GMC gasoline engines will operate efficiently and with low exhaust pollutants on no-lead fuel on light-duty emission engines, 91 octane or higher and on no-lead or regular fuel on heavy-duty emission engines, 91 octane or higher.

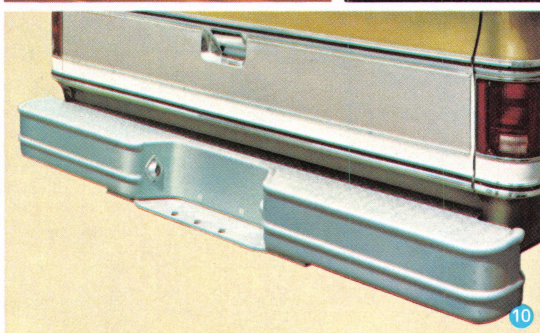
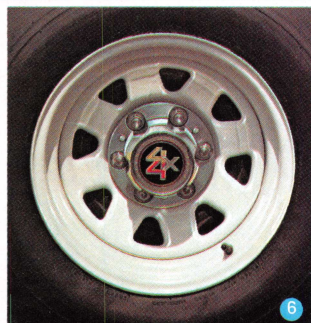
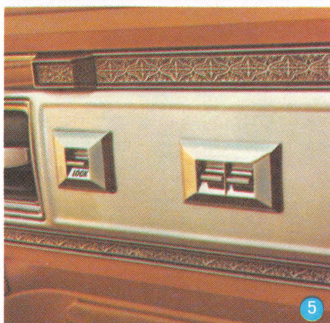
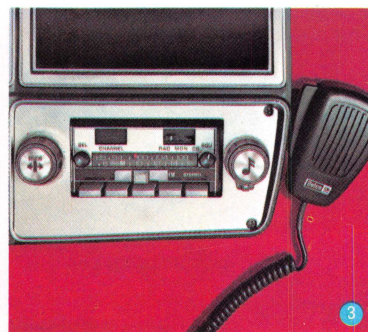
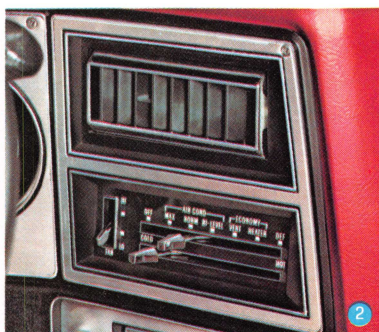
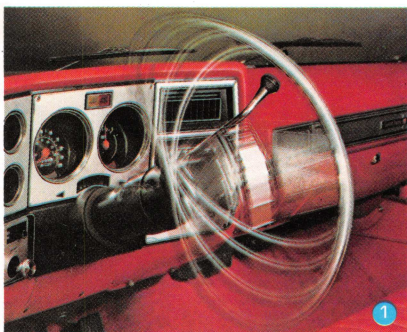


# Available Equipment for GMC Pickups

Add the equipment you want from the line of available GMC factory-installed equipment or dealer-installed accessories for most general purpose or recreational needs. GMC's standard one-piece integral cockpit-type instrument panel features easy-to-read instruments (speedometer calibrated in MPH and km/h) and controls within easy reach. There is an available gage package which includes voltmeter, oil pressure and temperature. You may want to equip your Pickup with either available clock or tachometer.

There are many other available equipment

items, such as front stabilizer bar (base on 4-wheel drive models), exterior decor package, pickup box side rails, auxiliary fuel tank, white lettered and whitewall tires, speed and cruise control, automatic transmission, power steering, power brakes, heavy-duty shocks, trailering packages and a host of other good things as: ① Available tilt steering wheel adjusts through six positions for added driver comfort. ② Available air conditioning in combination with standard heater and defogger lets you control your cab temperature the year 'round. ③ You can order your GMC Pickup from the



factory equipped with an available Delco AM or AM/FM push-button radio. Your GMC dealer can install any of the following available radios in your Pickup: AM radio/stereo tape player; AM/FM stereo radio; AM/FM stereo radio with elapsed time feature; AM/FM stereo radio and stereo tape player; AM/FM stereo cassette; AM/FM monaural CB radio, 40 channels; AM/FM stereo, 8-track, CB transceiver, 40 channels; or AM/FM stereo radio with CB band transceiver. ④ Dual rear wheels are available on C- and K-3500 one-ton Wide-side models. Include fiberglass reinforced plastic wheel well extensions and side and rear clearance lights. Also available on C- and K-3500 Cab & Chassis models. ⑤ Available power windows for 2-door cab models operate both side windows with convenient door-mounted switch. Available power door locks will lock or unlock both doors with a flip of a switch. ⑥ Available smartly styled PA6 wheels, (C & K-1500 Models). ⑦ Other available equipment in-

cludes a selection of full wheel covers for 15-, 16- and 16.5-inch wheels. ⑧ Swing-out camper mirrors. ⑨ Front bumper guards with rubber impact strips. ⑩ Rear step bumpers with diamond tread steel plate top add extra utility with built-in trailer hitch ball provision. Trailering Special and Camper Special packages are available. Ask your GMC dealer for full details. ⑪ Easy-sliding, two-section rear cab window for increased ventilation and cab-to-camper communications. ⑫ Swing-out spare tire carrier is available. Your GMC dealer will be pleased to assist you in selecting the equipment you need for your Pickup.

## ... A WORD ABOUT THE COMPONENTS AND OPTIONAL EQUIPMENT IN THESE GMC TRUCKS

The GMC Trucks described in this brochure incorporate thousands of different components produced by various divisions of Gen-

eral Motors and by various suppliers to GMC Truck. From time to time during the manufacturing process it may be necessary in order to meet public demand for particular vehicles or equipment, or to meet federally mandated emissions, safety and fuel economy requirements, or for other reasons, to produce GMC products with different components or differently sourced components than initially scheduled. All such components have been approved for use in GMC products by GMC Truck, and will provide the quality performance associated with the GMC name.

With respect to factory-installed extra cost optional equipment, make certain you specify the type of equipment you desire on your vehicle when ordering it from your dealer. Before taking delivery of the vehicle, we suggest you verify that it includes the optional equipment that you ordered or if there are changes, they are acceptable to you.



# GMC PICKUP TECHNICAL INFORMATION

SERIES		C-1500 (½-TON)	C-1500/F44	C-2500 (¾-TON)	C-2500 @ BONUS/CREW CAB (¾-TON)	C-3500 (1-TON)	C-3500 BONUS/CREW CAB (1-TON)
GVW Range, Lbs.		4,900 to 5,600	6,050 to 6,200	6,400 to 8,200	7,500 to 8,200	6,600 to 10,000	9,000 to 10,000
Front Suspension,	Type	Independent Coil Springs					
	Cap., Lbs.	3100	3400	3800		4000	
Springs, Front	Std.	1475	1550	1900		2000	
Cap., Lbs.	Avail.	1550, 1625, 1700	1625, 1700	1750	—	1750	—
Shock Absorbers	Std.	1 Inch Dia.		1 Inch Dia.		1 Inch Dia. Frt./32 mm H.D. Rear	
Front & Rear	Avail.	32mm Heavy Duty		32 mm Heavy Duty		32 mm Heavy Duty, Front	
Stabilizer Bar		Available 1.06 In. Dia.					
Rear Axle,	Type	Semi-Floating		Full Floating			
	Cap., Lbs.	3750		5700		7500	
Springs, Rear	Std.	1550	2000	2000	Bonus - Crew 2600 2850	2000	3500
Ea., Lbs.	Avail.	2000	—	2600, 2850	—	2850, 3500, 3750	3750
Brakes, Service	Std.	Manual	H.D. Vac Power	Vac. Power	H.D. Vac. Power	H.D. Vac. Power	H.D. Hyd. Power
	Avail.	Power, H.D. Power	—	H.D. Power	—	—	—
Clutch, Dia., In.		11	11	11	11	11	11
Engine, *Type	Std.	250-L6		250 L6‡/292 L6	292 L6	292 L6	
	Avail.	305 V8 (2-bbl.) @ 350 V8 (4-bbl.) 454 V8 (4-bbl.) 5.7L V8 Diesel #	350 V8 (4-bbl.) 454 V8 (4-bbl.) 5.7L V8 Diesel	350 V8 (4-bbl.) 454 V8 (4-bbl.)	350 V8 (4-bbl.) 454 V8 (4-bbl.)	350 V8 (4-bbl.) 454 V8 (4-bbl.)	
Steering	Std.	Manual; Recirculating Ball Gear					
	Avail.	Integral Power					
Transmission	Std.	Synchronized 3-Speed			Bonus - Crew 3-Spd. 4-Spd.	4-Spd. SM465, Floor Mount	
	Avail.	4-Spd. SM465; Automatic			4-Spd. SM 465; Automatic	Automatic	
Tires	Std.	G78-15B (4 PR)	L78-15B (4 PR)	8.75-16.5C (6 PR)	9.50-16.5D (8 PR)†	8.75-16.5C (6 PR)	9.50-16.5E (10 PR)
	Max.	7.00-15C (6 PR)	7.00-15C (6 PR)	9.50-16.5D (8 PR) Radial	—	9.50-16.5E (10 PR)	—

\*See your GMC Truck dealer for engine application and availability.

†Available for Pickups in California only; restricted to 6400 Lb. GVWR.

‡8.75-16.5C (6 PR) front and 8.75-16.5D (8 PR) rear tires of C-2500 Bonus Cab models.

@Not available in California.

#Not available at 4900 lb. GVWR.

SERIES		PICKUP, REGULAR/BONUS/CREW CAB			CAB & CHASSIS, REGULAR/BONUS/CREW CAB		
		K-1500 (1/2-TON)	K-2500 (3/4-TON)	K-3500 (1-TON)	K-1500 (1/2-TON)	K-2500 (3/4-TON)	K-3500 (1-TON)
GVW Range, Lbs.		6200	6800 - 8400	8600-10,000*	6200	6800-8400	8600-10,000*
Front Suspension,	Type	Hypoid Driving Axle and Leaf Springs					
	Cap., Lbs.	3600	3800	4500	3600	3800	4500
Springs, Front	Std.	1850	1850	2250	1850	1850	2250
Rated at Ground, Ea., Lbs.	Avail.	2250	2250	—	2250	2250	—
Shock Absorbers,	Std.	25 mm Dia.		1 Inch Diameter	25 mm Dia.		1 Inch Dia.
Front	Avail.	H.D. Shocks +	H.D. Shocks +	H.D. Shocks, 32 mm	H.D. Shocks +	H.D. Shocks +	H.D. Shocks, 32 mm
Stabilizer Bar		Heavy Duty 1.25 Inch Diameter					
Rear Suspension Axle	Type	Semi-Floating	Full-Floating	Full-Floating	Semi-Floating	Full-Floating	Full-Floating
	Cap., Lbs.	3750	5700	7500	3750	5700	7500
Axle Ratio†	Std.	4.11	4.11	4.11	4.11	4.11	4.11
Engine 250 L6	Avail.	3.40	—	—	3.40	—	—
292 L6		—	4.10 4.56, 3.73	4.56	—	4.10 3.73, 4.56	4.56
350 V8 (4-bbl.)		3.07 2.76, 3.40, 3.73	3.73 4.10, 4.56	4.10 4.56	3.07 3.40, 3.73, 2.76	3.73 4.10, 4.56	4.10 4.56
400 V8 (4-bbl.)		3.07 2.76, 3.40, 3.73	3.73 —	4.10 4.56	3.07 2.76, 3.40, 3.73	3.73 —	4.10 4.56
Springs, Rear	Std.	1875	2100	3500	1875	2250	3500±
Rated at Ground, Ea., Lbs.	Avail.	—	2800	3750	—	—	3750
Shock Absorbers,	Std.	One Inch Diameter					
Rear	Avail.	H.D. Shocks +	H.D. Shocks +	H.D. Shocks	H.D. Shocks +	H.D. Shocks +	H.D. Shocks
Brakes, Service	Std.	Vacuum Power	(Front Disc, Rear Drum)	H.D. Power	Vacuum Power	(Front Disc, Rear Drum)	H.D. Power
	Avail.	—	H.D. Power	—	—	H.D. Power	—
Clutch, Dia. In.	With L-6	11	11	11	11	11	11
	With 350 V8, 400 V8	12	12	12	12	12	12
Engine**, Type	Std.	250 L6 @	292 L6 @	292 L6	250 L6 @	292 L6 @	292 L6
	Avail.	350 V8 (4-bbl.) 400 V8 (4-bbl.)					
Steering	Std.	Manual	Manual	Hydraulic Power	Manual	Manual	Hydraulic Power
	Avail.	Hydraulic Power	Hydraulic Power	—	Hydraulic Power	Hydraulic Power	—
Transmission	Std.	3-Spd.	3-Spd.	4-Spd.	3-Spd.	3-Spd.	4-Spd.
	Avail.	4-Spd.; Automatic		Automatic	4-Spd.; Automatic		Automatic
Tires	Std.	L78-15B (4 PR)	8.75-16.5C (6 PR)	9.50-16.5D (8 PR) + +	L78-15B (4 PR)	8.75-16.5C (6 PR)	9.50-16.5D* + + (8 PR)
	Max.	10-15B (4 PR)	9.50-16.5D (8 PR) Radial	10-16.5D (8 PR)	10-15B (4 PR)	9.50-16.5D (8 PR) Radial	10-16.5D (8 PR)

\*With dual rear wheel application. Maximum GVW with single rear wheels is 9200 lbs.

@Not available in California.

+ Standard 32 mm with available RPO F60 H.D. springs only.

\*\*See your GMC truck dealer for engine application and availability.

+ + 9.50-16E (10 PR) tires standard on Bonus and Crew Cab models.

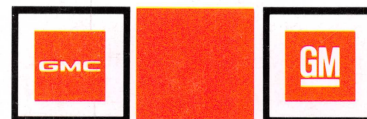
±3750 Lb. ea. on TK31403 model.

•Dual rear wheels and 8.75-16D (8 PR) tires standard on model TK31403 Cab-Chassis.

†See your GMC truck dealer for application in California.

Vehicles shown illustrate standard or available factory-installed equipment unless noted as dealer-installed accessories. Items referred to as options or available are at extra cost. Different model applications of the components that are listed in accompanying tables as well as other items of the factory-installed equipment may be ordered through your GMC dealer.

GMC Truck & Coach Division reserves the right to make changes at any time without notice in prices, colors, materials, equipment, specifications and models and also to discontinue models. Data shown is basic information for the prospective buyer effective at time of issuance of this pamphlet. Dealer will provide complete up-to-date information on available equipment, specifications, etc. not shown here.



**GMC TRUCK & COACH**

GENERAL MOTORS CORPORATION

Pontiac, Michigan 48053