

# GMC

## SIERRA

2500HD/3500HD/DENALI HD



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**GMC**  
**SIERRA**  
2500HD/3500HD/DENALI HD

## INTRODUCING THE 2011 SIERRA HD

### KEY MESSAGES

#### MORE POWER

##### ...With a Significantly Improved Duramax Diesel

The new Sierra HD delivers more power and more torque with class-leading fuel efficiency<sup>1</sup> and greatly reduced emissions. In fact, the improved Duramax Diesel delivers best-in-class horsepower and torque.



#### MORE CAPABILITY

##### ...To Tow and Haul More than Ever

An all-new high-strength steel fully boxed chassis delivers greater capabilities, including best-in-class conventional towing capabilities, class-leading 5th-wheel towing capabilities and best-in-class payload.<sup>2</sup>



#### MORE CONFIDENCE

##### ...When Handling a Heavy Load

With new standard StabiliTrak® on all Single Rear Wheel (SRW) models, we've incorporated important new technologies that improve overall driver confidence and control. Trailer Sway Control, Hill Start Assist, a "Smart" Diesel Exhaust Brake system and Intelligent Brake Assist join Tow/Haul mode and the available Integrated Trailer Brake Controller to make driving and hauling a heavy load more secure than ever.



*Dear GMC Sales Consultant,*

*As you know, GM and GMC are committed to building a full line of the most capable Professional Grade vehicles in the market. To see that commitment in action, look no further than the new 2011 GMC Sierra Heavy Duty lineup.*

*Our Heavy Duty customers really work their trucks hard and depend on them for their livelihoods. We asked these tough customers just what they needed in their trucks. They asked for more strength, more capability and more control.*

*And that's just what we've given them with the new 2011 Sierra HD lineup.*

*This Details Book takes you inside the new Sierra HD and gives you not only key vehicle details, specifications and competitive comparisons, but also provides ideas about what to say to your customers, key features to show them, and ideas for effective demonstrations.*

*Plus, you can customize this Details Book by printing select pages or organizing the pages in whatever order works best for you. We hope you use this information to take full advantage of this stronger, sturdier and more secure heavy duty truck.*

*Good selling!  
Your 2011 GMC Sierra Team*

<sup>1</sup> Based on WardsAuto.com Large Pickup segment, GM Testing in accordance with approved Transport Canada test methods. Competitive data based on Natural Resources Canada's, 2010 Fuel Consumption Guide. Excludes other GM vehicles. Actual fuel consumption may vary.

<sup>2</sup> Based on 3/4 and 1 ton pickup trucks and latest published information available at time of printing for comparably equipped 2001 MY Ford F-series 250/350 and 2010 MY Dodge RAM 2500/3500. Excludes other GM vehicles



## POWER & PERFORMANCE

### THE POWER WINNER IN THE HD SEGMENT



#### Proven and Reliable 6.6L Duramax Diesel Engine is More Powerful than Ever

The improved Duramax delivers **best-in-class** horsepower and torque.<sup>2</sup>

- **397 hp @ 3,000 rpm**
- **765 lb.-ft. torque @ 1,600 rpm**

Key 2011 enhancements add to its power and durability. These include:

- Main bearings' profiles changed to enhance oil film thickness.
- Oil pump flow increased for higher pressure at low speeds.
- Turbocharger's oil circuit is changed to provide increased pressure at the turbo and faster oil delivery.
- The connecting rods' pin ends are modified to provide increased piston support.
- New, higher-strength piston design eliminates bushings to provide lower reciprocating weight.

#### KEY WINS

##### Best-in-Class Diesel Power<sup>2</sup>

The new Sierra HD is the most powerful heavy duty pickup ever made.

	2010 GMC Duramax	2011 6.6L GMC Duramax	2011 6.7L Ford Power Stroke	2010 6.7L Ram Cummins
<b>Horsepower @ rpm</b>	365 @ 3,200	<b>397 @ 3,000</b>	390 @ 2,800	350 @ 3,000
<b>Torque (lb.-ft. @ rpm)</b>	660 @ 1,600	<b>765 @ 1,600</b>	735 @ 1,600	650 @ 1,500

##### Best-In-Class Chassis Cab Diesel Power

Our 2011 Chassis Cab diesel ratings also best the diesel engines in both the Ford and Ram Chassis Cabs.

	2011 6.6L GMC Chassis Cab Duramax	2011 6.7L Ford Chassis Cab Power Stroke	2010 6.7L Ram Chassis Cab Cummins
<b>Horsepower @ rpm</b>	<b>335 @ 3,100</b>	300 @ 2,800	305 @ 2,900
<b>Torque (lb.-ft. @ rpm)</b>	<b>685 @ 1,600</b>	660 @ 1,600	610 @ 1,600

**Blue = Wins**



**SAY:** More than 1.3 million Duramax diesels have been produced in the last decade. Ford's Power Stroke diesel engine is all-new for 2011 and therefore unproven. What would you rather have to get the job done?

<sup>2</sup> Based on 3/4 and 1 ton pickup trucks and latest published information available at time of printing for comparably equipped 2001 MY Ford F-series 250/350 and 2010 MY Dodge RAM 2500/3500. Excludes other GM vehicles





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## POWER & PERFORMANCE

### PROVEN AND RELIABLE 6.6L DURAMAX DIESEL FEATURES

#### Improved Cold Start Performance

The new Duramax has an excellent cold start time. Under all temperatures, the Glow Plug Cycle time is no more than 3 seconds in the coldest environments, down to -40°C (-40°F). The oil pump flow has been increased for higher oil pressure at low speeds. Use of the engine block heater is not required until -29°C (-20°F).

#### Quieter Operation

Along with being more powerful, the Duramax is now smoother and quieter than ever. Improvements have contributed to a nearly 30% reduction in engine noise. They include:

- Enhanced double-pilot injection.
- Stronger engine block.
- Lower rail pressure in certain conditions.
- High-pressure Piezo electric fuel injectors ensure precise fuel delivery, improve engine performance and reduce high-load, high-speed engine noise.

#### Improved Highway Fuel Efficiency and Greater Driving Range

The new Duramax delivers up to 11% greater highway fuel efficiency<sup>1</sup>. Several improvements play a part in this impressive result. They include:

- A lower idle speed (reduced from 720 to 640 rpm).
- The front air dam is extended 50 mm (2") for improved aerodynamics.
- The EV fan clutch is re-engineered.
- Changes to the Allison transmission.
- Optimization of the combustion and after-treatment systems to increase kilometres between regenerations of the Diesel Particulate Filter.



**SAY:** The larger **136 litre (30-gal.) fuel tank**, combined with these fuel efficiency improvements, enables a **highway driving range of up to 1,100 kilometres**.<sup>1</sup>



**SAY:** Every regeneration cycle uses about 2.6 litres (0.6 gal.) of fuel. The cycle in the new Duramax has been increased up to 1,100 kilometres (from 650 on the 2010 Duramax), contributing to the 2011 greatly improved highway fuel efficiency.

#### KEY WIN



**SAY:** The Duramax was the first engine in the HD pickup segment to use common rail fuel injection and aluminum heads with 6-bolt-per-cylinder design. Ford's new Power Stroke is just offering this.



**SHOW:** Start the truck and listen to how quiet it idles.



<sup>1</sup> Based on WardsAuto.com Large Pickup segment, GM Testing in accordance with approved Transport Canada test methods. Competitive data based on Natural Resources Canada's. 2010 Fuel Consumption Guide. Excludes other GM vehicles. Actual fuel consumption may vary.



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## POWER & PERFORMANCE

### PROVEN AND RELIABLE 6.6L DURAMAX DIESEL FEATURES (CONTINUED)

#### Runs Cleaner with B20

The new Duramax is capable of running on a clean burning alternative fuel blend that uses 20% biodiesel and 80% petroleum diesel fuels. Biodiesel is produced from domestic, renewable resources. B20 lessens environmental impact—its use reduces unburned hydrocarbons, carbon monoxide and particulate matter. B20 delivers these benefits with a minimum increase in cost.

#### KEY WIN



**SAY:** B20 capability, which is standard on the Duramax, is only available in a special fleet buyers only package on the 2010 Dodge Ram Cummins diesel.



#### Improved Allison 1000 6-Speed Transmission

For 2011, this legendary transmission is stronger to handle the higher torque output of the new Duramax. It is also refined to help improve fuel efficiency and provide seamless assistance with the new “Smart” Exhaust Brake system. Allison enhancements include:

- A larger-diameter output shaft and more robust clutches.
- Higher capacity torque converter.
- Reduced “spin loss” so that engine power is more efficiently channeled to the wheels.



**SAY:** Driver Shift Control (DSC) allows the driver to manually select upshifts and downshifts with buttons on the column shifter.



**SHOW:** DSC with tap-up/tap-down shifting.



**SAY:** Tow/Haul mode reduces shift cycling for better control and improved cooling when towing or hauling heavy loads.



**SHOW:** Tow/Haul Mode switch.



**SAY:** Automatic Grade Braking uses the engine and transmission to slow the vehicle on downhill grades and help reduce brake wear (operates in Tow/Haul mode).





## POWER & PERFORMANCE

### NEW SCR/DEF SYSTEM

#### The Duramax Diesel Now Runs Clearer

With NOx emissions reduced by at least 63%, this is the cleanest Duramax diesel ever built. The key is the new Selective Catalytic Reduction (SCR) after-treatment system that uses urea-based Diesel Exhaust Fluid (DEF).

When the engine is running, small amounts of DEF are injected into the exhaust stream where it works with a catalyst to convert NOx emissions into water vapor and nitrogen.

DEF is a solution of approximately 1/3 high-purity urea and 2/3 purified water that is clear, non-toxic and safe to handle. It is housed in a 20 litre (4.4-gal) tank with the fill point located under the hood and marked with a blue cap.

#### Operating with DEF

A tank of DEF should last about 8,000 km, depending on the type of driving. There is an electronic onboard warning system with lights, chimes and Driver Information Centre (DIC) messages that provides multiple alerts before the DEF tank is empty or if the

DEF is of poor quality.

This first message displays briefly when the DEF fluid range is at 1,600 km, then returns to the current screen.

This message displays at the 500-km range mark and remains displayed until the driver selects another screen.

This message displays when 120 km of DEF remain and will remain displayed in the DIC.

This message displays when the DEF tank is empty. The message alternates with "90 km/h MAX SPEED UPON RESTART" continuously in the DIC.



U.S. MODEL SHOWN

U.S. MODEL SHOWN

If the DEF tank is not filled the vehicle will be limited to 90 km/h at the next key start.

This final warning will display only if the driver ignores the previous warnings and does not refill the DEF tank. The warning will continue to display through one fuel fill.

If no DEF is added, the vehicle will be limited to 6 km/h on the second fuel tank fill.



**SAY:** You have two key start cycles plus one fuel refill before the truck's speed is limited to 6 km/h.



**SHOW:** The DIC message centre where messages and warnings will be displayed.



**SAY:** The DEF fill point is located under the hood.



**SHOW:** Tank fill location at rear of engine compartment on the passenger side of the vehicle.



**SAY:** The fill point is marked in blue, so it is easy to see. DEF fluid comes in jugs that have integrated spouts, so it is easy to refill.



**SAY:** Don't worry if DEF is spilled. Simply wipe it with a damp cloth. DEF is a non-toxic fluid.



**SAY:** The new Sierra employs more efficient NOx reduction technology than 2010 Dodge Ram. Ram uses a lean NOx trap system, which carries a fuel consumption penalty.





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## POWER & PERFORMANCE

### ENHANCED GAS POWERTRAIN

#### The 6.0L Vortec V8 Engine is Improved for 2011

A new camshaft profile helps this proven V8 engine produce more torque lower in the rpm band. The benefit? An improved launch feel and a greater feeling of overall performance, especially in situations like towing a trailer at higher altitudes.

- 360 hp @ 5,400 rpm.
- 380 lb.-ft. torque @ 4,200 rpm.
- Variable Valve Timing (VVT) boosts power, improves fuel efficiency and lowers emissions.



#### Strengthened Heavy-Duty 6-speed Hydra-Matic

Key changes that add strength to the Hydra-Matic include:

- Four additional attachment bosses on the transfer case adapter on 4WD models (also help deliver smoother, quieter performance).
- Larger cross section of the transfer case adapter.
- New, stronger output shaft.
- New heat shield and vent hose.



#### KEY WIN



**SAY:** Our 6.0L Vortec V8 gas powertrain is a proven workhorse. The 2011 Ford Super Duty's 6.2L V8 and TorqShift transmission are all-new. Which engine would you choose?



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## RIDE & HANDLING

### STURDIER CHASSIS

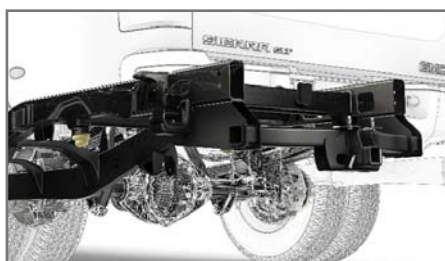
The 2011 chassis story begins with an all-new fully boxed frame that delivers the improved capability our HD customers have asked for. The 2011 GMC Sierra HD is designed from the ground up to provide beefed-up towing and payload capacities without compromising its outstanding ride and handling. In addition, Noise, Vibration and Harshness (NVH) is reduced significantly.



- Fully boxed pickup frame delivers best-in-class towing and payload capability.<sup>2</sup>
- Extensive use of high-strength steel adds brawn.
- Hydroformed front section helps make the front bay 125% stiffer.
- Larger engine and transmission mounts reduce engine vibration.



- This new frame is 5 times stiffer torsionally with 92% more bending stiffness and 20% more beaming stiffness.<sup>2</sup>
- Cross-members are not only thicker, they are welded to the frame over a large area, instead of riveted, for greater strength.
- Hydraulic body mounts isolate Extended and Crew Cabs from road noise and vibrations.



- A box-tube frame-mounted conventional trailer hitch design beefs up conventional trailer ratings.
- New mounting and access holes make 5th wheel/gooseneck hitch installation easier.



- Dual urethane jounce bumpers improve load management.
- New upper shock mounts with dual fasteners eliminate squeaks and clunks, support higher loads and add durability.

<sup>2</sup> Based on 3/4 and 1 ton pickup trucks and latest published information available at time of printing for comparably equipped 2001 MY Ford F-series 250/350 and 2010 MY Dodge RAM 2500/3500. Excludes other GM vehicles





## RIDE & HANDLING

### BEST-IN-CLASS TOWING AND PAYLOAD<sup>1</sup>



Feature (kg/lbs.)	2010 Sierra HD	2011 Sierra HD	2011 Ford Super Duty	2010 Ram HD
Max. Conventional towing	5,897 /13,000	7,711 /17,000	7,257 /16,000	5,443/12,000 <sup>2</sup>
Max. 5th Wheel towing	7,484 /16,500	9,843 /21,700	9,798/21,600	7,983/17,600
Max. 3500HD payload	2,384/5,255	3,010 /6,635	2,957/6,520	2,327/5,130
Max. 2500HD payload	1,756/3,872	1,901/ 4,192	1,837/4,050	1,433/3,160

Blue = Wins

### KEY WINS

#### Versus Ford Super Duty

**SAY:** Sierra HD is built on a fully boxed frame. This construction adds strength and helps us deliver outstanding ride quality. Ford has chosen to stick with an open C-channel frame, which means that the torsional rigidity of the Super Duty frame is nowhere near that of the new Sierra frame.

**SAY:** Not only does Sierra HD have best-in-class payload capabilities in both 2500HD and 3500HD models, Sierra HD's payload capabilities top Ford in several high-volume configurations.

- The F-250 has one configuration that tops 1,406 kg (3,100 lbs.), whereas 13 out of 20 Sierra 2500HD configurations top 1,406 kg (3,100 lbs.) payload capacity.<sup>3</sup>
- The F-350 has one configuration that tops 2,722 kg (6,000 lbs.) of payload capacity. 5 out of 13 Sierra 3500HD models have 2,722 kg (6,000 lbs.)-plus payload ratings.<sup>3</sup>

**SAY:** Sierra HD's hydraulic body mounts (on Extended and Crew Cabs) minimize vibrations in the cabin and improve ride quality. Ford does not include hydraulic body mounts on Super Duty.

#### Versus Ram Heavy Duty

**SAY:** Sierra HD beats the 2010 Ram HD in maximum trailer ratings:

- In EVERY 2500HD model configuration.<sup>3</sup>
- In EVERY 3500HD SRW model configuration.<sup>3</sup>
- In EVERY 3500HD DRW model<sup>3</sup>.

**SAY:** Sierra HD also bests the 2010 Ram HD in payload ratings:

- In EVERY 2500HD model configuration.<sup>3</sup>
- In EVERY 3500HD SRW model configuration.<sup>3</sup>
- In EVERY 3500HD DRW model configuration.<sup>3</sup>
- In EVERY Chassis Cab model configuration.<sup>3</sup>

**SAY:** Several of Ram HD's electrical connections and fluid lines are unprotected and could fail during use.



<sup>1</sup> Based on 3/4 and 1 ton pickup trucks and latest published information available at time of printing for comparably equipped 2001 MY Ford F-series 250/350 and 2010 MY Dodge RAM 2500/3500. Excludes other GM vehicles.

<sup>2</sup> Dodge Ram does not publish Ram conventional trailer ratings. 5,443 kg (12,000 lbs.) is the maximum trailer rating listed in Ram's Body Builder's Guide for models NOT equipped with a fifth wheel/gooseneck trailer hitch.

<sup>3</sup> Please refer to the Capability Competitive Comparison charts on pages 25-28 for specific towing and payload capacities.



## RIDE & HANDLING

### BEEFED-UP SUSPENSIONS

#### Stronger Front Suspension Delivers Improved Snow Plow Prep Availability

A stronger front bay section allowed engineers to strengthen the short-long arm/torsion bar architecture:

- The steering knuckle is taller and 66% heavier.
- The forged upper control arm adds strength without weight.
- The lower control arm is machined cast iron to handle higher loads.
- Reduced unsprung weight improves road-holding ability.
- The new design keeps more tire patch on the road for improved handling.

Front axle weight ratings are increased to up to 2,722 kg (6,000 lbs). on trucks equipped with the Snow Plow Prep Package. That's an increase of as much as 25%!



**SAY:** These Sierra HD front suspension changes mean that EVERY 4WD Sierra can be equipped with Snow Plow Prep.

#### KEY WIN



**SAY:** The torsion bars can be easily adjusted to support different front axle loads and retain proper trim height. Neither Ford nor Ram can easily adjust the truck's ride height.<sup>1</sup>



**SAY:** Sierra's independent SLA front suspension provides a smooth ride under both loaded and unloaded conditions. Ford's twin I-beam suspension is designed for heavy loads and is known for its rough ride quality when unloaded.

#### Improved Payload Ratings via Asymmetrical Rear Leaf Spring Suspension

Rear leaf springs (2-stage on most 2500HDs and 3-stage on 3500HD pickups) are now 76mm (3") wide—20% wider than previously—to support greater loads. The asymmetrical leaf design (the rear part is longer than the front) helps reduce axle hop on launch. See the Capability Charts on pages 12 and 13 for RGAWR ratings.

Snow Plow Chart (kg/lbs.)		2500HD 4x4			3500HD SRW 4x4			3500HD DRW 4x4		
Engine	Cab/Box	FGAWR with Snow Plow Prep. Pkg. (VYU) <sup>2</sup>	Permanent Equipment <sup>3</sup>	Removable Equipment <sup>3</sup>	FGAWR with Snow Plow Prep. Pkg. (VYU) <sup>2</sup>	Permanent Equipment <sup>3</sup>	Removable Equipment <sup>3</sup>	FGAWR with Snow Plow Prep. Pkg. (VYU) <sup>2</sup>	Permanent Equipment <sup>3</sup>	Removable Equipment <sup>3</sup>
Vortec 6.0L V8 Gas	Reg/Long	2,359/5,200	45/100	420/925	2,540/5,600	45/100	454/1,000	2,540/5,600	45/100	454/1,000
	Ext/Std	2,359/5,200	45/100	397/875	N/A	N/A	N/A	N/A	N/A	N/A
	Ext/Long	2,540/5,600	45/100	454/1,000	2,540/5,600	45/100	454/1,000	2,540/5,600	45/100	431/950
	Crew/Std	2,359/5,200	45/100	386/850	2,540/5,600	45/100	454/1,000	N/A	N/A	N/A
	Crew/Long	2,540/5,600	45/100	454/1,000	2,540/5,600	45/100	454/1,000	2,540/5,600	45/100	420/925
Duramax 6.6L Diesel	Reg/Long	2,722/6,000	45/100	454/1,000	2,722/6,000	45/100	422/975	2,722/6,000	45/100	397/875
	Ext/Std	2,722/6,000	45/100	420/925	N/A	N/A	N/A	N/A	N/A	N/A
	Ext/Long	2,722/6,000	45/100	397/875	2,722/6,000	45/100	374/825	2,722/6,000	45/100	329/725
	Crew/Std	2,722/6,000	45/100	454/1,000	2,722/6,000	45/100	397/875	N/A	N/A	N/A
	Crew/Long	2,722/6,000	45/100	374/825	2,722/6,000	45/100	352/775	2,722/6,000	45/100	318/700

<sup>1</sup> Based on 3/4 and 1 ton pickup trucks and latest published information available at time of printing for comparably equipped 2001 MY Ford F-series 250/350 and 2010 MY Dodge RAM 2500/3500. Excludes other GM vehicles.

<sup>2</sup> VYU is also offered on incomplete vehicles. Please consult Upfitter for recommended maximum plow weights.

<sup>3</sup> Maximum plow weights based on a vehicle with average manufacturer option content and 68 kg (150 lbs.) each for driver and one additional front-seat occupant. Additional equipment and occupants can reduce maximum plow weight. Rear compensating weight may be required to maintain front axle weight below 65% of total vehicle weight when equipped with snow plow. Consult your snow plow manufacturer for specific compensating weight recommendation.



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## RIDE & HANDLING

### ENHANCED CONTROL FEATURES



Feature	2010 Sierra HD	2011 Sierra HD	2011 Ford Super Duty	2010 Ram HD
Stability Control	Std. (2500HD std. box only)	Std. (All SRW)	Std. (All SRW)	N/A
Intelligent Brake Assist	N/A	Std.	N/A	N/A
Diesel Exhaust Brake	N/A	Std. (diesel)	Std. (diesel)	Std. (diesel)
Trailer Sway Control	N/A	Std. (All SRW)	Std.	N/A
Hill Start Assist	N/A	Std. (All SRW)	Std. (All SRW)	N/A
Hill Descent Control	N/A	N/A	Available (FX4 only)	N/A
Integrated Trailer Brake Controller	Available	Available	Available	Available

Blue = Wins

#### StabiliTrak® Stability Control System

Every Sierra HD SRW pickup now includes standard StabiliTrak with Trailer Sway Control and Hill Start Assist.

#### NEW Trailer Sway Control

Trailer Sway Control uses the truck's yaw sensor to sense trailer sway and immediately applies the truck brakes to bring both the truck and trailer under control and back on their intended path. In severe sway, engine power is also reduced.

#### NEW Hill Start Assist

**SAY:** Hill Start Assist prevents roll back by automatically engaging when sensors detect that the truck is on a grade of 5% or more.

**SHOW:** Demonstrate how the brakes hold for about a second and a half or until the gas pedal is pressed, preventing rollback.

#### KEY WIN

**SAY:** Ram doesn't offer the control technologies that are standard on SRW Sierra HD models. Ram has no stability control system, no Trailer Sway Control and no Hill Start Assist, important features when towing heavy loads.

#### Integrated Trailer Brake Controller

**SAY:** An Integrated Trailer Brake Controller (ITBC) is also available with the Z82 Trailing Package. ITBC integrates a trailer's electric brakes with the braking system of the truck.

**SHOW:** The ITBC control panel to the left of the steering wheel.

**SAY:** This control panel allows you to adjust the amount of braking power that is directed to the trailer brakes—called Trailer Gain.

**SAY:** On trucks with Trailer Sway Control, the ITBC allows Trailer Sway Control to selectively apply trailer brakes as well as the truck's brakes, optimizing control.

#### G80 Automatic Locking Rear Differential

The G80 rear differential (included in the Z82 Trailing Package) automatically locks the rear wheels together when slippage is detected below 32 km/h (20 mph). This sends power equally to both rear wheels so that the one with traction can keep the truck moving forward.

#### KEY WIN

**SAY:** G80 automatic locking rear differential is available on all Sierra HDs. Ford's electronic locker is only available on SRW models.<sup>1</sup>

<sup>1</sup> Based on 3/4 and 1 ton pickup trucks and latest published information available at time of printing for comparably equipped 2001 MY Ford F-series 250/350 and 2010 MY Dodge RAM 2500/3500. Excludes other GM vehicles.





## RIDE & HANDLING

### ENHANCED CONTROL FEATURES (CONTINUED)

#### Strengthened Steering System

The recirculating ball power steering system includes a new, larger steering gear, power steering pumps and linkages.

- The pumps, which vary by engine, deliver greater boost for easier parking and tight manoeuvres.




#### 4-wheel Disc ABS Braking System


Improved braking system:


- Front and rear brake rotors are larger in diameter 356mm (14") and wider on all models to handle the truck's increased capacities, weight ratings and trailering ratings.
- New calipers are stiffer and stronger.
- Booster calibration is revised to deliver outstanding braking with reduced pedal effort and travel.

#### NEW Intelligent Brake Assist


-  **SAY:** Intelligent Brake Assist senses when the driver applies the brake in an urgent situation and automatically applies full braking capability even if the pedal is not fully depressed.


#### NEW "Smart" Exhaust Brake


-  **SAY:** The new "Smart" Exhaust System provides more control when towing heavy loads down grades, with seamless and quiet operation.

-  **SHOW:** Use this switch to activate the system





-  **SAY:** The system prolongs the life of the truck's brakes and prevents overheating on long downhill grades.

-  **SAY:** This system uses the turbo to create engine back pressure to slow the vehicle without applying the brakes. This keeps the truck safe at downhill speeds.

-  **SAY:** The smart system varies resistance based on load and grade and even integrated with cruise control for effortless downhill speed control.

#### KEY WINS

-  **SAY:** Neither Ford nor Ram offers any type of Brake Assist on their heavy duty pickups.
-  **SAY:** Sierra HD's exhaust brake is "smart" and reads both load and grade and integrates with cruise control. Neither competitor's system has that "smart" capability.<sup>1</sup>

<sup>1</sup> Based on 3/4 and 1 ton pickup trucks and latest published information available at time of printing for comparably equipped 2001 MY Ford F-series 250/350 and 2010 MY Dodge RAM 2500/3500. Excludes other GM vehicles.



## 2500HD CAPABILITY CHART

### 2500HD MAXIMUM CAPACITIES (KG/LBS.)

Model	Engine	GVWR	Payload	GCWR	FGAWR	RGAWR	Conventional Trailing	5th-wheel Trailing
<b>Regular Cab Long Box 2WD</b>	Gas*	4,536 / 10,000	1,901/ 4,192	9,299/ 20,500	1,996/ 4,400	2,812/ 6,200	5,897/ 13,000	6,668/ 14,700
	Diesel	4,491/ 9,900	1,554/ 3,425	11,113/ 24,500	2,177/ 4,800	2,812/ 6,200	5,897/ 13,000	8,074/ 17,800
<b>Regular Cab Long Box 4WD</b>	Gas*	4,309/ 9,500	1,624/ 3,580	9,299/ 20,500	1,996/ 4,400	2,812/ 6,200	5,897/ 13,000	6,532/ 14,400
	Diesel	4,491/ 9,900	1,418/ 3,126	11,113/ 24,500	2,359/ 5,200	2,812/ 6,200	5,897/ 13,000	7,938/ 17,500
<b>Extended Cab Standard Box 2WD</b>	Gas*	4,309/ 9,500	1,590/ 3,506	9,299/ 20,500	1,996/ 4,400	2,812/ 6,200	5,897/ 13,000	6,486/ 14,300
	Diesel	4,536/ 10,000	1,454/ 3,205	11,113/ 24,500	2,359/ 5,200	2,812/ 6,200	5,897/ 13,000	7,938/ 17,500
<b>Extended Cab Standard Box 4WD</b>	Gas*	4,309/ 9,500	1,461/ 3,222	9,299/ 20,500	1,996/ 4,400	2,812/ 6,200	5,897/ 13,000	6,350/ 14,000
	Diesel	4,536 / 10,000	1,313/ 2,895	11,113/ 24,500	2,359/ 5,200	2,812/ 6,200	5,897/ 13,000	7,802/ 17,200
<b>Extended Cab Long Box 2WD</b>	Gas*	4,309/ 9,500	1,544/ 3,404	9,299/ 20,500	1,996/ 4,400	2,812/ 6,200	5,897/ 13,000	6,441/ 14,200
	Diesel	4,536/ 10,000	1,394/ 3,073	11,113/ 24,500	2,359/ 5,200	2,812/ 6,200	5,897/ 13,000	7,893/ 17,400
<b>Extended Cab Long Box 4WD</b>	Gas*	4,309/ 9,500	1,420/ 3,130	9,299/ 20,500	2,177/ 4,800	2,812/ 6,200	5,897/ 13,000	6,305/ 13,900
	Diesel	4,536/ 10,000	1,254/ 2,765	11,113/ 24,500	2,540/ 5,600	2,812/ 6,200	5,897/ 13,000	7,484/ 16,500
<b>Crew Cab Standard Box 2WD</b>	Gas*	4,309/ 9,500	1,535/ 3,385	9,299/ 20,500	1,996/ 4,400	2,812/ 6,200	5,897/ 13,000	6,441/ 14,200
	Diesel	4,536/ 10,000	1,403/ 3,094	11,113/ 24,500	2,359/ 5,200	2,812/ 6,200	5,897/ 13,000	7,893/ 17,400
<b>Crew Cab Standard Box 4WD</b>	Gas*	4,309/ 9,500	1,417/ 3,123	9,299/ 20,500	2,177/ 4,800	2,812/ 6,200	5,897/ 13,000	6,305/ 13,900
	Diesel	4,536/ 10,000	1,266/ 2,792	11,113/ 24,500	2,359/ 5,200	2,812/ 6,200	5,897/ 13,000	7,575/ 16,700
<b>Crew Cab Long Box 2WD</b>	Gas*	4,309/ 9,500	1,493/ 3,292	9,299/ 20,500	1,996/ 4,400	2,812/ 6,200	5,897/ 13,000	6,396/ 14,100
	Diesel	4,536/ 10,000	1,334/ 2,942	11,113/ 24,500	2,359/ 5,200	2,812/ 6,200	5,897/ 13,000	7,802/ 17,200
<b>Crew Cab Long Box 4WD</b>	Gas*	4,491/ 9,900	1,531/ 3,375	9,299/ 20,500	2,177/ 4,800	2,812/ 6,200	5,897/ 13,000	6,260/ 13,800
	Diesel	4,536 / 10,000	1,185/ 2,613	11,113/ 24,500	2,540/ 5,600	2,812/ 6,200	5,897/ 13,000	7,076/ 15,600
<b>Denali Crew Cab Standard Box 2WD</b>	Gas*	4,309/ 9,500	1,451/ 3,200	9,299/ 20,500	1,996/ 4,400	2,812/ 6,200	5,897/ 13,000	6,350/ 14,000
	Diesel	4,536/ 10,000	1,319/ 2,908	11,113/ 24,500	2,359/ 5,200	2,812/ 6,200	5,897/ 13,000	7,802/ 17,200
<b>Denali Crew Cab Standard Box 4WD</b>	Gas*	4,309/ 9,500	1,342/ 2,959	9,299/ 20,500	2,177/ 4,800	2,812/ 6,200	5,897/ 13,000	6,214/ 13,700
	Diesel	4,536/ 10,000	1,193/ 2,631	11,113/ 24,500	2,359/ 5,200	2,812/ 6,200	5,897/ 13,000	7,076/ 15,600

\* Maximum gas engine capacities are for models equipped with a 4.10 rear axle ratio.



## 3500HD CAPABILITY CHART

### 3500HD MAXIMUM CAPACITIES (KG/LBS.)

Model	Engine	GVWR	Payload	GCWR	FGAWR	RGAWR	Conventional Trailering	5th-wheel Trailering
Regular Cab Long Box 2WD w/ SRW	Gas*	4,717/10,400	2,101/ 4,632	9,299/ 20,500	1,996/ 4,400	3,198/ 7,050	5,897/ 13,000	6,577/ 14,500
	Diesel	5,035/11,100	2,233/ 4,922	11,113/ 24,500	2,177/ 4,800	3,198/ 7,050	— / —	— / —
Regular Cab Long Box 4WD w/ SRW	Gas*	4,853/10,700	2,071/ 4,566	9,299/ 20,500	1,996/ 4,400	3,198/ 7,050	5,897/ 13,000	6,441/ 14,200
	Diesel	5,171/11,400	2,033/ 4,481	11,113/ 24,500	2,359/ 5,200	3,198/ 7,050	5,897/ 13,000	7,893/ 17,400
Regular Cab Long Box 2WD w/ DRW	Gas*	5,806/12,800	3,010/ 6,635	9,299/ 20,500	1,996/ 4,400	4,252/ 9,375	6,396/ 14,100	6,396/ 14,100
	Diesel	5,897/13,000	2,966/ 6,539	11,113/ 24,500	2,177/ 4,800	4,252/ 9,375	— / —	— / —
Regular Cab Long Box 4WD w/ DRW	Gas*	5,806/12,800	2,861/ 6,308	9,299/ 20,500	1,996/ 4,400	4,252/ 9,375	6,260/ 13,800	6,260/ 13,800
	Diesel	5,897/13,000	2,596/ 5,724	13,245/ 29,200	2,359/ 5,200	4,252/ 9,375	7,257/ 16,000	9,843/ 21,700
Extended Cab Long Box 2WD w/ SRW	Gas*	4,853/10,700	1,994/ 4,397	9,299/ 20,500	1,996/ 4,400	3,198/ 7,050	5,897/ 13,000	6,350/ 14,000
	Diesel	5,080/11,200	1,909/ 4,209	11,113/ 24,500	2,359/ 5,200	3,198/ 7,050	5,897/ 13,000	7,847/ 17,300
Extended Cab Long Box 4WD w/ SRW	Gas*	4,990/11,000	2,005/ 4,420	9,299/ 20,500	2,177/ 4,800	3,198/ 7,050	5,897/ 13,000	6,214/ 13,700
	Diesel	5,262/11,600	1,916/ 4,223	11,113/ 24,500	2,540/ 5,600	3,198/ 7,050	5,897/ 13,000	7,666/ 16,900
Extended Cab Long Box 2WD w/ DRW	Gas*	5,897/13,000	2,872/ 6,332	9,299/ 20,500	2,177/ 4,800	4,252/ 9,375	6,169/ 13,600	6,169/ 13,600
	Diesel	5,897/13,000	2,513/ 5,540	13,245/ 29,200	2,359/ 5,200	4,252/ 9,375	7,484/ 16,500	9,752/ 21,500
Extended Cab Long Box 4WD w/ DRW	Gas*	5,897/13,000	2,747/ 6,055	9,299/ 20,500	2,177/ 4,800	4,252/ 9,375	6,078/ 13,400	6,078/ 13,400
	Diesel	5,897/13,000	2,385/ 5,258	13,245/ 29,200	2,540/ 5,600	4,252/ 9,375	7,711/ 17,000	9,662/ 21,300
Crew Cab Standard Box 2WD w/ SRW	Gas*	4,763/10,500	1,905/ 4,200	9,299/ 20,500	1,996/ 4,400	3,198/ 7,050	5,897/ 13,000	6,350/ 14,000
	Diesel	5,035/11,100	1,832/ 4,038	11,113/ 24,500	2,359/ 5,200	3,198/ 7,050	5,897/ 13,000	7,802/ 17,200
Crew Cab Standard Box 4WD w/ SRW	Gas*	4,899/10,800	1,917/ 4,227	9,299/ 20,500	2,177/ 4,800	3,198/ 7,050	5,897/ 13,000	6,214/ 13,700
	Diesel	5,216/11,500	1,889/ 4,165	11,113/ 24,500	2,540/ 5,600	3,198/ 7,050	5,897/ 13,000	7,711/ 17,000
Crew Cab Long Box 2WD w/ SRW	Gas*	4,853/10,700	1,944/ 4,286	9,299/ 20,500	1,996/ 4,400	3,198/ 7,050	5,897/ 13,000	6,305/ 13,900
	Diesel	5,171/11,400	2,003/ 4,416	11,113/ 24,500	2,359/ 5,200	3,198/ 7,050	5,897/ 13,000	7,847/ 17,300
Crew Cab Long Box 4WD w/ SRW	Gas*	4,990/11,000	1,936/ 4,268	9,299/ 20,500	2,177/ 4,800	3,198/ 7,050	5,897/ 13,000	6,169/ 13,600
	Diesel	5,262/11,600	1,853/ 4,085	11,113/ 24,500	2,540/ 5,600	3,198/ 7,050	5,897/ 13,000	7,620/ 16,800
Crew Cab Long Box 2WD w/ DRW	Gas*	5,897/13,000	2,823/ 6,223	9,299/ 20,500	2,177/ 4,800	4,252/ 9,375	6,123/ 13,500	6,123/ 13,500
	Diesel	5,897/13,000	2,475/ 5,456	13,245/ 29,200	2,540/ 5,600	4,252/ 9,375	7,484/ 16,500	9,752/ 21,500
Crew Cab Long Box 4WD w/ DRW	Gas*	5,897/13,000	2,678/ 5,905	9,299/ 20,500	2,177/ 4,800	4,252/ 9,375	5,987/ 13,200	5,987/ 13,200
	Diesel	5,897/13,000	2,323/ 5,122	13,245/ 29,200	2,540/ 5,600	4,252/ 9,375	7,711/ 17,000	9,571/ 21,100
Denali Crew Cab Standard Box 2WD w/ SRW	Gas*	4,763/10,500	1,832/ 4,039	9,299/ 20,500	1,996/ 4,400	3,198/ 7,050	5,897/ 13,000	6,260/ 13,800
	Diesel	5,035/11,100	1,758/ 3,876	11,113/ 24,500	2,359/ 5,200	3,198/ 7,050	5,897/ 13,000	7,756/ 17,100
Denali Crew Cab Standard Box 4WD w/ SRW	Gas*	4,899/10,800	1,844/ 4,066	9,299/ 20,500	2,177/ 4,800	3,198/ 7,050	5,897/ 13,000	6,169/ 13,600
	Diesel	5,216/11,500	1,816/ 4,004	11,113/ 24,500	2,540/ 5,600	3,198/ 7,050	5,897/ 13,000	7,620/ 16,800
Denali Crew Cab Long Box 2WD w/ DRW	Gas*	5,897/13,000	2,745/ 6,051	9,299/ 20,500	2,177/ 4,800	4,252/ 9,375	5,897/ 13,000	6,078/ 13,400
	Diesel	5,897/13,000	2,397/ 5,284	13,245/ 29,200	2,540/ 5,600	4,252/ 9,375	7,484/ 16,500	9,662/ 21,300
Denali Crew Cab Long Box 4WD w/ DRW	Gas*	5,897/13,000	2,600/ 5,733	9,299/ 20,500	2,177/ 4,800	4,252/ 9,375	5,897/ 13,000	5,897/ 13,000
	Diesel	5,897/13,000	2,245/ 4,950	13,245/ 29,200	2,540/ 5,600	4,252/ 9,375	7,711/ 17,000	9,525/ 21,000

\* Maximum gas engine capacities are for models equipped with a 4.10 rear axle ratio.





## 3500HD CAPABILITY CHART

### 3500HD MAXIMUM CAPACITIES (KG/LBS.)

	Model	Engine	GVWR	Payload	GCWR	FGAWR	RGAWR
<b>3500HD CHASSIS CAB</b>	<b>Regular Cab 2WD 60" Cab-to-Axle</b>	Gas	5,987/13,200	3,308/7,293	9,299/20,500	1,996/4,400	3,606/9,750
		Diesel	5,987/13,200	2,956/6,516	12,474/27,500	2,177/4,800	3,606/9,750
	<b>Regular Cab 4WD 60" Cab-to-Axle</b>	Gas	5,987/13,200	3,175/6,999	9,299/20,500	1,996/4,400	3,606/9,750
		Diesel	5,987/13,200	2,825/6,229	12,474/27,500	2,359/5,200	3,606/9,750
	<b>Regular Cab 2WD 84" Cab-to-Axle</b>	Gas	5,987/13,200	3,268/7,205	9,299/20,500	2,177/4,800	3,606/9,750
		Diesel	5,987/13,200	2,918/6,432	12,474/27,500	2,540/5,600	3,606/9,750
	<b>Regular Cab 4WD 84" Cab-to-Axle</b>	Gas	5,987/13,200	3,127/6,894	9,299/20,500	2,359/5,200	3,606/9,750
		Diesel	5,987/13,200	2,775/6,117	12,474/27,500	2,540/5,600	3,606/9,750
	<b>Crew Cab 2WD 60" Cab-to-Axle</b>	Gas	5,987/13,200	3,062/6,750	9,299/20,500	1,996/4,400	3,606/9,750
		Diesel	5,987/13,200	2,719/5,995	12,474/27,500	2,359/5,200	3,606/9,750
	<b>Crew Cab 4WD 60" Cab-to-Axle</b>	Gas	5,987/13,200	2,918/6,434	9,299/20,500	2,177/4,800	3,606/9,750
		Diesel	5,987/13,200	2,574/5,674	12,474/27,500	2,540/5,600	3,606/9,750



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 2500HD/3500HD/DENALI HD

## STYLING, COMFORT & CONVENIENCE

### STYLING & SEATING



#### Bold, New Front Look

The dual power dome-style hood features a new, louvered design, as well as a new grille. These design cues impart a distinctive, muscular appearance that really reflects what's going on underneath.

#### NEW Wheels & Tires

An entire lineup of new 17", 18" and 20" wheels and new tires are offered on the 2011 Sierra HD.



#### Refined Interiors

Sierra HD interiors are refined, with improved quietness and attention to detail, while designed for work.

The practical design of the Work Truck and SLE interiors offer:

- Dual glove boxes.
- Speedometer, tachometer, fuel, coolant temperature, oil pressure and voltage gauges.

The luxury interior of the SLT includes:

- Premium materials and low-gloss tones impart a rich, high-quality look and feel.
- Chrome details and woodgrain trim add a touch of elegance.



#### Outstanding Seat Comfort

Sierra HD offers a range of seating choices to fit specific needs:

- Work Trucks:
  - Standard 40/20/40 split-bench 3-passenger front seat in durable, easy-to-clean vinyl with rubberized floor covering.
  - Available cloth seat trim and colour-keyed carpeting.
- SLE:
  - Standard 40/20/40 front seats in premium cloth.
  - Available 6-way power driver and front passenger seat adjusters and leather-appointed seating.
- SLT: Standard leather-appointed front bucket seats feature driver and front passenger 10-way power adjustment, heated seat cushions and seatbacks and 2-position driver memory.
- Rear seats:
  - Folding one-piece bench on WT Extended Cab.
  - 60/40 folding bench on SLE and SLT Extended Cabs and all Crew Cabs.



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2500HD/3500HD/DENALI HD

## STYLING, COMFORT & CONVENIENCE

### STORAGE & FEATURES

#### Unsurpassed Storage

- **Dual glove boxes** with an upper tray on Work Truck and SLE provide concealed storage for small items.
- **Fold-down centre armrest** on 40/20/40 front bench seat provides 6 litres of storage and three cup holders. A removable divider, cell phone pocket and CD holders help keep everything organized.
- **Two more cup holders** are found on each of the front door panels.
- **Under-seat lockable storage** is located under the centre seat cushion of SLE's 40/20/40 front seat. It has 9 litres of storage with a power outlet, making it ideal for laptop stowage.
- **Centre console** on models with bucket seats has over 20 litres of storage, an auxiliary power outlet, dual front cup holders that are movable and two rear cup holders.
- **Flat load floor** on Extended and Crew Cabs.
- **Automatic Dual-Zone Air Conditioning** is available on SLE Extended and Crew Cabs and standard on SLT. Manual single-zone air conditioning is standard on WT and SLE models.
- **Auto-dimming Inside Rearview Mirror** is standard on SLT and available on SLE. A manual day/night mirror is standard on WT and SLE.
- **Driver Information Centre (DIC)** is standard on all models. DIC switches are available on SLE and standard on SLT.
- **Cruise Control** is standard on SLE and SLT; available on WT.
- **Leather-wrapped Steering Wheel** is standard on SLE and SLT; available on WT.
- **Power-Adjustable Pedals** are available on SLE and SLT.
- **Power Door Locks with Remote Keyless Entry** are standard on SLE and SLT.
- **Power Windows** are standard on SLE and SLT.
- **Power-sliding Rear Window** is available on SLE and SLT.
- **Electric Rear Window Defogger** is standard on SLT; available on SLE and WT.
- **Universal Home Remote** is available on SLE and SLT. Included with sunroof.
- **Remote Vehicle Start** is available on SLE and standard on SLT. This factory-installed system operates up to 60 metres (200' ) away and, for added security, does not override the anti-theft engine immobilizer.
- **Rearview Camera System** is available on SLE and SLT. This system allows the driver to see the area behind the vehicle when the truck is in reverse. The view is displayed on either the navigation screen (if so equipped) or on the inside rearview mirror.
- **Power Sunroof** with Express-Open is available on SLT. On Extended Cabs, the glass retracts above the roof and on Crew Cabs, into the roof. Includes Universal Home Remote.

#### KEY WIN



**SAY:** Ford's new lockable rear underseat storage (standard on XLT, Lariat and King Ranch) eliminates the possibility of a flat load floor.

#### Features

- **Wide Choice of Outside Mirrors** – 2500HD SLT models are equipped with heated, power-adjusting, power-folding mirrors with driver-side auto-dimming and integrated turn signals. 3500HD SLE and SLT models have standard heated, power-adjusting camper mirrors that fold and extend manually and include a spotter mirror. Work Trucks get manual standard and available manual camper mirrors, while 2500HD SLE models are equipped with power-adjusting heated standard mirrors.





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2500HD/3500HD/DENALI HD

## STYLING, COMFORT & CONVENIENCE

### DENALI HD

#### New Denali HD: In a Class By Itself

The target customers for these outstanding vehicles include the up-market portion of the travel-trailer and horse markets, as well as the individuals who own the businesses to whom you sell the balance of the Sierra lineup. They want a premium truck without compromise on capabilities.



#### Lineup

All Denali HD models are Crew Cabs. A 4WD 2500HD will be available at SOP. Mid-year rollout will include a 2WD 2500HD Denali and 2WD and 4WD 3500HD in both SRW and DRW configurations. Available with either gas or Duramax diesel engine.

#### Unique Exterior

- Like its light duty counterpart, the new Denali HD gets a unique grille design that sets them apart from the rest of the Sierra heavy duty lineup.
- Denali gets body-colour bumpers and mirrors, chrome door handles and 18" or 20" polished aluminum wheels.
- Exterior colours: Onyx Black, Summit White and Stealth Gray Metallic.



#### Unique Interior

- Unique two-tone interior with door trim inserts and brushed metal accents.
- Standard Nuance leather-appointed 12-way power front bucket seats with 2-way power lumbar control, heated seat cushions and seatbacks and 2-position driver memory.
- Standard features include power-adjustable pedals, remote vehicle starter system and Bose® premium surround audio.
- Available heated steering wheel and heated and cooled front seats with 4-way power lumbar adjustment.

#### Heavy Duty Capabilities

Maximum Capacities (kg/lbs.)	Payload <sup>1</sup>	Conventional Trailering	5th-wheel Trailering
<b>2500HD Denali</b>	1,451/ 3,200	5,897/ 13,000	7,802/ 17,200
<b>3500HD Denali SRW</b>	1,844/ 4,066	5,897/ 13,000	7,756/ 17,100
<b>3500HD Denali DRW</b>	2,745/ 6,051	7,711/ 17,000	9,662/ 21,300

<sup>1</sup> Maximum payload capacity includes weight of driver, passengers, optional equipment and cargo





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2500HD/3500HD/DENALI HD

## STYLING, COMFORT & CONVENIENCE

### TECHNOLOGY

#### Audio and Navigation Systems

Seven audio systems are offered, including two with integrated navigation:

Audio System	Features	Availability
AM/FM stereo (UM7)	Seek-and-scan and digital clock	Standard on WT
AM/FM/CD/MP3 stereo (US8)	Adds auto-tone control, RDS, auxiliary input jack, speed-compensated volume, XM Satellite Radio™, 36 cross-band presets TheftLock	Standard on SLE; available on WT
AM/FM/CD/MP3 stereo (UUI)	Adds USB port	Standard on SLT; available on SLE
AM/FM/6-CD/MP3 stereo (UUN)*	Adds the 6-disc CD changer	Standard on Denali; available on SLE and SLT
AM/FM/CD/DVD/MP3 stereo (UUJ)*	Only available with Rear-Seat Entertainment System	Available on SLT and Denali Crew Cabs
AM/FM/CD/DVD/MP3 stereo with Navigation (UUK)*	Requires Rear-Seat Entertainment System, includes Bose premium speakers	Available on SLT and Denali Crew Cabs
AM/FM/CD/MP3 stereo with Navigation (UUL)*	Includes Bose premium speakers	Available on SLT, Denali and bucket seat-equipped SLE

\* Includes USB port.

#### Rear-seat Entertainment System

Available on Crew Cabs with either the UUK or UUL audio systems, the Rear-Seat Entertainment System includes:

- 8" flip-down widescreen LCD display,
- Remote control and two infrared wireless headphones.
- Rear-seat audio controls on the back of the centre console.
- Two headphone jacks with independent volume control.
- Auxiliary audio/video input jacks.
- Capacity for occupants to simultaneously listen to as many as three different audio sources (DVD, CD and radio) through a combination of vehicle speakers, wired headphones and 2-channel wireless headphones.

#### Bluetooth®

Bluetooth for Phone, which connects up to 5 personal cell phones with the truck's audio system, is included on SLT and Denali and available on WT and SLE.

#### OnStar® Directions & Connections Plan

The Directions & Connections Plan is standard for six months on SLE, SLT and Denali (available on WT) and combines all the Safe & Sound Plan services with Turn-by-Turn Navigation. An automated voice calls out every turn as you need it, until you arrive at your destination. Learn more at [onstar.ca](http://onstar.ca)

#### KEY WINS



**SAY:** Sierra HD Crew Cab buyers can opt for a rear-seat DVD entertainment system. Surprisingly, Ford doesn't offer a rear-seat DVD system on the new Super Duty Crew Cab.



**SAY:** While both Ford and Ram offer voice-activated navigation systems with traffic updates, neither provide the convenience of OnStar's Turn-by-Turn Navigation.





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2500HD/3500HD/DENALI HD

## STYLING, COMFORT & CONVENIENCE

### FUNCTIONALITY

#### Capable Pickup Box

Whether in standard (6' 6") or long (8'), Sierra HD's pickup boxes are loaded with features that work hard.

- Standard stake pockets and two-tier loading.
- Stamped, one-piece design integrates the wheelhouse and inner box side together for a refined appearance and strength.
- Tailgates remove easily by unlatching two cables.

#### EZ-Lift Locking Tailgate

The EZ-Lift Locking Tailgate is standard on Denali and available with SLT Convenience Package on SLT and on SLE Preferred Package on SLE.



**SAY:** This makes the tailgate feel lighter for easier opening and closing, and it also includes a tailgate lock that uses the vehicle key.

#### Cargo Management System

The available dealer-installed Cargo Management System includes side rails and tie-down hooks. A variety of accessories are available to further expand this system's innovative flexibility.

#### Power Take Off (PTO)

3500HD Chassis Cab models with the Duramax engine continue to have power take off capability included. It provides 250 lb.-ft. of torque and has provisions for stationary, remote or mobile operation, a unique load control feature and an integrated switch.



#### Wide Opening Rear Access Doors

Extended Cab rear doors open a full 170 degrees (164 degrees on DRW models) for ease of access. Detents at 60 degrees and 90 degrees keep the doors from closing while loading. The doors' larger windows also open fully on SLE and SLT models.

#### Stadium-Style Rear Seats

Enhance in-cab cargo carrying capability while maintaining passenger comfort. The full bench seat on WT Extended Cab folds up with a release tether.



**SAY:** The versatile 60/40 split-folding seat on SLE and SLT Extended Cabs and all Crew Cabs folds up with one hand and with no levers.



**SHOW:** Demonstrate how easy the seat folds up by simply grabbing the seat bottom and folding it up.



**SHOW:** The large amount of interior cargo space created when the seats are folded up.



**SHOW:** The nearly flat load floor that makes it easy to load and unload cargo.

### KEY WINS



**SAY:** Sierra HD Extended Cab rear doors open 170 degrees for easy access. The new Super Duty Extended Cab rear doors do not open as wide, inhibiting cargo loading, entry and exit.



**SAY:** Sierra HD's pickup bed is smooth for easy loading of materials. The protruding bolts in Ford's bed can snag loading cargo.





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## QUALITY, RELIABILITY & DURABILITY

### PROVEN DURABILITY AND LOW COST OF OWNERSHIP

#### Testing

- The new chassis of the Sierra HD has been tested to three times the average lifespan of a heavy duty truck. That's about 650,000 kilometres!
- The entire vehicle has undergone 500,000 hours of testing.
- In total, we have logged about 6.8 million durability test kilometres on this new truck.
- The new Duramax was developed and tested to stand up to 320,000 kilometres of hard use (towing or hauling to near max GCWR 95% of the time).

#### Remarkably Quiet Interior

**SAY:** The Duramax engine revisions resulted in a near 30% reduction in engine noise at high loads.

**SHOW:** Quiet operation at idle due to lower idle speed.

**SHOW:** Quiet operation during driving.

**SAY:** Enhanced engine mounting systems help prevent engine vibration from transferring to the frame and cabin.

**SAY:** New hydraulic body mounts at the rear of the cab on Extended and Crew Cab models help soak up road and engine vibration.

Extensive NVH reduction measures include spray-on dash and floor damping, the cast foam interior dash mat, transmission tunnel insulation and insulation at the rear of the cab. These measures help shut out exterior noise.

#### Low Cost of Ownership (U.S. data shown)

**IntelliChoice Best Truck Value  
Over \$28,000 for 2010**



The 2010 Sierra was just named Best Truck Value in the over \$28,000 category by IntelliChoice. These awards are given to best-in-class vehicles that deliver outstanding value and lower than expected costs over time. Visit [intellichoice.com](http://intellichoice.com) for more details.

**SAY:** GMC makes the most reliable Professional Grade Heavy Duty pickups on the market. Several factors contribute to keeping ownership costs low, too.

**SAY:** Oil Life System monitors the engine and alerts the driver when an oil change is needed.

**SHOW:** Oil Life readout on DIC.

**SAY:** OnStar® Vehicle Diagnostics helps target exactly when service is needed.

**SAY:** Diesel Particulate Filter regens now occur every 1,100 kilometres, saving fuel.

#### KEY WIN

**SAY:** The GMC Sierra provides the best warranty coverage in America—complete coverage that is unmatched by Ford or Ram.

Warranty (years/km)	2011 Sierra HD	2011 Ford Super Duty	2010 Ram HD
New vehicle	3/60,000	3/60,000	3/36,000
Powertrain	5/160,000 (gas & diesel)	5/100,000 (gas) 5/160,000 (diesel)	5/160,000 (gas & diesel)
Roadside Assistance	5/160,000	5/100,000	Towing only
Courtesy Transportation	5/160,000	Not offered	Not offered
Corrosion	6/160,000	5/unlimited	5/160,000



## SAFETY & SECURITY

### CONTINUOUS SAFETY

#### Safety Before

- **Standard Antilock Braking System** with high-capacity disc brakes with larger rotors and strengthened calipers. (4-channel ABS on SRW models; 3-channel ABS on DRW models).
- **StabiliTrak** is now standard on all SRW models (including 3500HD) and includes two new control systems:
  - **NEW Trailer Sway Control** applies the truck brakes (and trailer brakes if equipped with an Integrated Trailer Brake Controller) if the truck's yaw sensor detects trailer sway, bringing the truck and trailer under control and on their intended path.
  - **NEW Hill Start Assist** automatically engages when sensors detect the vehicle is on a steep grade and holds the brakes for about a second and a half or until the gas pedal is pressed, preventing rollback.
- **NEW Intelligent Brake Assist** senses when the driver applies the brake in a panic situation and automatically applies full braking capability without full travel of the brake pedal.
- **Daytime Running Lamps** help ensure that other drivers see the truck. Fog lamps are available.
- **Flat-blade Windshield Wipers**



**SAY:** These wipers provide consistent pressure for improved wipe quality and the wet-arm design with pulse washers helps clean the windshield efficiently for clear forward visibility.

- **Tire Pressure Monitoring System**



**SAY:** The TPMS electronically transmits pressure readings from each tire to the Driver Information Centre and the instrument panel telltale so the driver can take action to ensure all tires are properly inflated. The system is standard on all 2500HD models and does not monitor spare.



**SHOW:** The tire pressure readout in the DIC.

#### Safety During

- **NEW Head-curtain and Seat-mounted Side-impact Air Bags** help protect front outboard passengers in certain side-impact collisions. They include a rollover sensing system and are available on all 2500HD models.
- **Dual Frontal Air Bags** provide protection for the driver and front passenger in the event of a collision. Standard.
- **Safety Cage** construction surrounds the cabin to help preserve occupant space in the event of a collision.
- **Pretensioners** on front outboard seats automatically activate in a collision to reduce belt slack.
- **Energy Management Retractors** gradually loosen the pretensioned belt to manage occupant energy in a crash.
- **LATCH (Lower Anchors and Top Tethers for CHildren)** for the centre and passenger seats on Regular Cabs and for all three rear seats in Extended and Crew Cabs.

### KEY WINS



**SAY:** The 2010 Ram HD lacks some accident avoidance systems:

- NO stability control system
- NO Trailer Sway Control
- NO Hill Start Assist



**SAY:** Intelligent Brake Assist is standard on Sierra HD. Neither Ford nor Ram include a comparable system.



**SAY:** Seat-mounted side-impact air bags are available on Sierra HD. Ram does not offer this additional protection on their heavy duty truck line.



**SAY:** Front safety belt retractors are standard on Sierra HD. Ram does not include this important safety belt technology on their heavy duty trucks.



## SAFETY & SECURITY

### CONTINUOUS SAFETY (CONTINUED)

#### Safety After

No other pickup truck manufacturer offers the services of OnStar.

OnStar's Directions & Connections Plan is standard for six months on all SLE, SLT and Denali models and available on WT. Directions & Connections includes all the security features of Safe & Sound:



- Automatic Crash Response
- Emergency Services
- Remote Door Unlock
- Remote Horn and Lights
- Crisis Assist
- Stolen Vehicle Assistance
- Roadside Assistance
- OnStar Vehicle Diagnostics
- Hands-Free Calling
- Plus...**
- Turn-by-Turn Navigation

Visit [onstar.ca](http://onstar.ca) for more information.

#### KEY WINS



**SAY:** No telematics system can touch the peace of mind provided by OnStar.

- While Ford has added features to their SYNC system, including Automatic Crash Notification, 911 Assist Emergency Response, Vehicle Diagnostics and Vehicle Service Reminders, these systems require the use of a paired cell phone. OnStar immediately connects an Advisor to your vehicle and, even if you cannot respond, the Advisor can use GPS technology to locate you and request that emergency help be sent right away.
- Ram offers nothing to compare.

### Safety Feature Comparison At-A-Glance



Feature	2011 Sierra HD	2011 Ford Super Duty	2010 Ram HD
Dual frontal air bags	S	S	S
Head-curtain air bags	A	S	S
Seat-mounted side-impact air bags	A	S	N/A
3-point safety belts in all outboard seating positions	S	S	S
LATCH	S	S	S
Stability Control	S (SRW)	S (SRW)	N/A
Brake Assist	S	N/A	N/A
Trailer Sway Control	S (SRW)	S	N/A
Hill Start Assist	S (SRW)	S	N/A
Telematics	S (OnStar)	A (SYNC)	N/A

Blue = Wins





**GMC**  
**SIERRA**  
2500HD/3500HD/DENALI HD

## ACCESSORIES/VEHICLE PERSONALIZATION

### MAXIMIZE SIERRA HD'S HARDWORKING CAPABILITIES AND APPEAL



#### Did You Know?

1. 75% of heavy duty truck buyers personalize their vehicles with accessories.
2. Customers who personalize their vehicle through your dealership are more likely to come back to you for their next vehicle.
3. Plus, GMC Accessories represent a tremendous opportunity for you to build profit into every sale.



CHROME TOW HOOKS



6" TUBULAR ASSIST STEPS



BED-MOUNTED TIE-DOWN HOOKS



PREMIUM ALL-WEATHER FLOOR MATS



BEDLINER



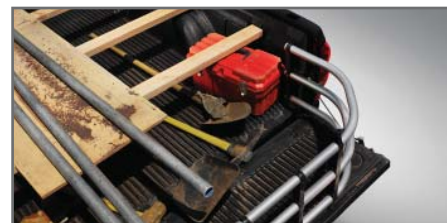
FULL-WIDTH STATIONARY METAL TOOL BOX



WHEELHOUSE LINER



OVERHEAD UTILITY RACK



BED EXTENDER

On average, customers who personalize their vehicle are more satisfied and loyal customers. GMC Accessories add to that satisfaction by being built to GMC standards. GMC Accessories are covered by GMC's New-Vehicle Limited Warranty when installed by a GMC Dealer or Accessories Distributor Installer (ADI) at the time of delivery.



**GMC**  
**SIERRA**  
2500HD/3500HD/DENALI HD

## CAPABILITY COMPETITIVE COMPARISON

### 20 Series

Maximum Capacities  
(kg/lbs.)

		2010 SIERRA 2500HD		2011 SIERRA 2500HD		2011 FORD F-250		2010 RAM 2500HD	
		Gas	Diesel	Gas	Diesel	Gas	Diesel	Gas	Diesel
REGULAR CAB	2WD	Payload	1,756/ 3,872	1,427/3,145	1,901 / 4,192	1,554/ 3,425	1,837/ 4,050	1,433/ 3,160	1,175/ 2,590
		Conventional Towing	5,897 /13,000	5,897 /13,000	5,897 /13,000	5,897 /13,000	5,670/12,500	5,148/ 11,350 <sup>‡</sup>	5,443/12,000 <sup>‡</sup>
		5th Wheel Towing	5,897 /13,000	7,167/ 15,800	6,668/ 14,700	8,074/ 17,800	7,121 /15,700	5,148/ 11,350	6,101/ 13,450
		GVWR	4,173/ 9,200	4,173/ 9,200	4,536 /10,000	4,491/9,900	4,445/ 9,800	3,924/ 8,650	4,082/ 9,000
	4WD	Payload	1,630/ 3,594	1,298/ 2,861	1,624/ 3,580	1,418/ 3,126	1,334/ 2,940	1,243/ 2,740	1,021/ 2,250
		Conventional Towing	5,761/ 12,700	5,897 /13,000	5,897 /13,000	5,897 /13,000	5,670 /12,500	4,967/ 10,950 <sup>‡</sup>	5,443/12,000 <sup>‡</sup>
		5th Wheel Towing	5,761/ 12,700	7,031/ 15,500	6,532/ 14,400	7,938/ 17,500	6,895/ 15,200	4,967/ 10,950	5,942/ 13,100
		GVWR	4,173/ 9,200	4,173/ 9,200	4,309/ 9,500	4,491/9,900	4,264/ 9,400	4,536 /10,000	3,924/ 8,650
EXTENDED CAB	2WD	Payload	1,633/ 3,600	1,312/ 2,892	1,590/ 3,506	1,454/ 3,205	1,388/ 3,060	1,320/ 2,910	NA
		Conventional Towing	5,761/ 12,700	5,897 /13,000	5,897 /13,000	5,897 /13,000	5,670/12,500	6,350 /14,000	NA
		5th Wheel Towing	5,761/ 12,700	7,031/ 15,500	6,486/ 14,300	7,938/ 17,500	7,031/ 15,500	7,439/ 16,400	NA
		GVWR	4,173/ 9,200	4,173/ 9,200	4,309/ 9,500	4,536 /10,000	4,264/ 9,400	4,536 /10,000	NA
	4WD	Payload	1,514/ 3,338	1,188/ 2,619	1,461/ 3,222	1,313/ 2,895	1,261/ 2,780	1,220/ 2,690	NA
		Conventional Towing	5,625/12,400	5,897 /13,000	5,897 /13,000	5,897 /13,000	5,670/12,500	13,800	NA
		5th Wheel Towing	5,625/12,400	6,577/ 14,500	6,350/14,000	7,802/ 17,200	6,895/ 15,200	7,303/ 16,100	NA
		GVWR	4,173/ 9,200	4,173/ 9,200	4,309/ 9,500	4,536 /10,000	4,354/ 9,600	4,536 /10,000	NA
CREW CAB	2WD	Payload	1,576/ 3,475	1,261/ 2,781	1,535/ 3,385	1,403/ 3,094	1,343/ 2,960	1,207/ 2,660	1,374/ 3,030
		Conventional Towing	5,670 /12,500	5,897 /13,000	5,897 /13,000	5,897 /13,000	5,670/12,500	6,350 /14,000	5,035/ 11,100 <sup>‡</sup>
		5th Wheel Towing	5,670 /12,500	6,940/ 15,300	6,441/ 14,200	7,893/17,400	6,985/ 15,400	7,257/ 16,000	5,035/ 11,100
		GVWR	4,173/ 9,200	4,173/ 9,200	4,309/ 9,500	4,536 /10,000	4,354/ 9,600	4,536 /10,000	3,991/ 8,800
	4WD	Payload	1,464/ 3,228	1,144/ 2,523	1,531/3,375	1,266/ 2,792	1,266/ 2,790	1,102/ 2,430	1,161/ 2,560
		Conventional Towing	5,579/ 12,300	5,897 /13,000	5,897 /13,000	5,897 /13,000	5,670 /12,500	6,350 /14,000	4,808/ 10,600 <sup>‡</sup>
		5th Wheel Towing	5,579/ 12,300	6,318 /13,900	6,318 /13,900	7,575/16,700	6,804 /15,000	7,121 /15,700	4,808/ 10,600
		GVWR	4,173/ 9,200	4,173/ 9,200	4,491/9,900	4,536 /10,000	4,445/ 9,800	4,536 /10,000	3,991/ 8,800
MAX GAWR & GCWR		FGAWR	2,041/ 4,500	2,204/ 4,860	2,540/5,600 <sup>†</sup>	2,722/ 6,000 <sup>†</sup>	2,722/ 6,000	2,722/ 6,000 <sup>†</sup>	2,359/5,200
		RGAWR	2,759/ 6,084	2,760/ 6,084	2,812/ 6,200	2,812/ 6,200	2,767/ 6,100	2,767/ 6,100	2,948/ 6,500
		GCWR	8,391/ 18,500	10,659 /23,500	9,299/ 20,500	11,113/24,500	9,979/ 22,000	10,659 /23,500	7,711/ 17,000

Blue = Wins

Grey = Tie

<sup>†</sup> Requires (VYU) Snow Plow Prep Package, which is offered on 4WD models. Please consult upfitter for recommended maximum plow weights.

<sup>‡</sup> Ram does not publish conventional trailer ratings. 5,443kg (12,000 lbs.) is the maximum trailer rating listed in Ram's Body Builder's Guide for models NOT equipped with a fifth wheel/gooseneck trailer hitch.



**GMC**  
**SIERRA**  
2500HD/3500HD/DENALI HD

## CAPABILITY COMPETITIVE COMPARISON

### 30 Series SRW

Maximum Capacities  
(kg/lbs.)

30 Series SRW Maximum Capacities (kg/lbs.)			2010 SIERRA 3500HD SRW		2011 SIERRA 3500HD SRW		2011 FORD F-350 SRW		2010 RAM 3500HD SRW	
			Gas	Diesel	Gas	Diesel	Gas	Diesel	Gas	Diesel
REGULAR CAB	2WD	Payload	2,138/4,713	NA	2,101/4,632	2,233/4,922	1,873/4,130	1,842/4,060	NA	NA
		Conventional Towing	NA*	NA	5,897 /13,000	NA*	5,670 /12,500	5,670 /12,500	NA	NA
		5th Wheel Towing	NA*	NA	6,577/14,500	NA*	7,076/15,600	7,484/16,500	NA	NA
		GVWR	4,400/9,700*	NA	4,717/10,400	5,035/11,100	4,627/10,200	4,899/10,800	NA	NA
	4WD	Payload	1,872/4,128	1,569/ 3,459	2,071/4,566	2,033/4,481	4,627/10,200	1,819/4,010	NA	NA
		Conventional Towing	5,670/12,500	5,897/13,000	5,897 /13,000	5,897 /13,000	5,670 /12,500	5,670 /12,500	NA	NA
		5th Wheel Towing	5,670/12,500	6,985/15,400	6,441/14,200	7,893/17,400	6,849/15,100	7,257/16,000	NA	NA
		GVWR	4,491/9,900	4,491/9,900	4,853/10,700	5,171/11,400	4,853/10,700	5,080/11,200	NA	NA
EXTENDED CAB	2WD	Payload	1,800/3,968	1,507/3,322	1,994/4,397	1,909/4,209	2,087/4,600	1,819/4,010	NA	NA
		Conventional Towing	5,625/12,400	5,897/13,000	5,897 /13,000	5,897 /13,000	5,670 /12,500	6,350 /14,000	NA	NA
		5th Wheel Towing	5,625/12,400	6,985/15,400	6,350 /14,000	7,847/17,300	7,031/15,500	7,439/16,400	NA	NA
		GVWR	4,491/9,900	4,491/9,900	4,853/10,700	5,080/11,200	4,899/10,800	5,080/11,200	NA	NA
	4WD	Payload	1,691/3,729	1,395/3,076	2,005/4,420	1,916/4,223	1,837/4,050	1,792/3,950	NA	NA
		Conventional Towing	5,488/12,100	5,897/13,000	5,897 /13,000	5,897 /13,000	5,670 /12,500	6,350 /14,000	NA	NA
		5th Wheel Towing	5,488/12,100	6,759/14,900	6,214/13,700	7,666/16,900	6,849/15,100	7,257/16,000	NA	NA
		GVWR	4,491/9,900	4,491/9,900	4,990/11,000	5,262/11,600	4,990/11,000	5,216/11,500	NA	NA
CREW CAB	2WD	Payload	1,749/3,855	1,457/3,212	1,944/4,286	2,003/4,416	1,837/4,050	1,792/3,950	NA	1,569/3,460
		Conventional Towing	5,434/12,200	5,897 /13,000	5,897 /13,000	5,897 /13,000	5,670 /12,500	6,350 /14,000	NA	5,443/12,000†
		5th Wheel Towing	5,434/12,200	6,849/15,100	6,350 /14,000	7,847/17,300	6,940/15,300	7,257/16,000	NA	7,802/17,200
		GVWR	4,491/9,900	4,491/9,900	4,853/10,700	5,171/11,400	4,899/10,800	5,171/11,400	NA	4,581/10,100
	4WD	Payload	1,628/3,590	1,330/2,933	1,936/4,268	1,889/4,165	1,837/4,050	1,719/3,790	NA	1,420/3,130
		Conventional Towing	5,398/11,900	5,897 /13,000	5,897 /13,000	5,897 /13,000	5,670 /12,500	6,350 /14,000	NA	5,443/12,000‡
		5th Wheel Towing	5,398/11,900	6,713/14,800	6,214/13,700	7,711/17,000	6,759/14,900	7,167/15,800	NA	7,666/16,900
		GVWR	4,491/9,900	4,491/9,900	4,990/11,000	5,262/11,600	5,080/11,200	5,216/11,500	NA	4,581/10,100
MAX GAWR & GCWR	FGAWR	2,041/4,500	2,204/4,860	2,540/5,600†	2,722/ 6,000†	2,722/6,000	2,722/6,000	NA	2,495/5,500	
	RGAWR	2,948/6,500	2,948/6,500	3,198/7,050	3,198/7,050	3,175/7,000	3,175/7,000	NA	2,948/6,500	
	GCWR	8,391/18,500	10,659 /23,500	9,299/20,500	11,113/24,500	9,979/22,000	10,659 /23,500	NA	10,886/24,000	

Blue = Wins

Grey = Tie

\* Incomplete vehicles available only with (ZW9) pickup box delete. No trailering capacities are published for these models.

† Requires (VYU) Snow Plow Prep Package, which is offered on 4WD models. Please consult upfitter for recommended maximum plow weights.

‡ Ram does not publish conventional trailer ratings. 5,443kg (12,000 lbs.) is the maximum trailer rating listed in Ram's Body Builder's Guide for models NOT equipped with a fifth wheel/gooseneck trailer hitch.





**GMC**  
**SIERRA**  
2500HD/3500HD/DENALI HD

## CAPABILITY COMPETITIVE COMPARISON

### 30 Series DRW

Maximum Capacities  
(kg/lbs.)

30 Series DRW Maximum Capacities (kg/lbs.)			2010 SIERRA 3500HD DRW		2011 SIERRA 3500HD DRW		2011 FORD F-350 DRW		2010 RAM 3500HD DRW	
			Gas	Diesel	Gas	Diesel	Gas	Diesel	Gas	Diesel
REGULAR CAB	2WD	Payload	NA	NA	3,010/6,635	2,966/6,539	2,957/6,520	2,508/5,530	NA	2,155/4,750
		Conventional Towing	NA	NA	6,396/14,100	NA*	6,804 /15,000	6,804 /15,000	NA	5,443/12,000 <sup>‡</sup>
		5th Wheel Towing	NA	NA	6,396/14,100	NA*	7,121 /15,700	9,798/21,600	NA	7,983/17,600
		GVWR	NA	NA	5,806/12,800	5,897 /13,000	5,806/12,800	5,715/12,600	NA	5,216/11,500
	4WD	Payload	2,384/5,255	2,080/4,586	2,861/6,308	2,596/5,724	2,386/5,260	2,372/5,230	NA	2,327/5,130
		Conventional Towing	5,534/12,200	5,897/13,000	6,260/13,800	7,257/16,000	6,804 /15,000	6,804 /15,000	NA	5,443/12,000 <sup>‡</sup>
		5th Wheel Towing	5,534/12,200	7,484/16,500	6,260/13,800	9,843/21,700	6,895/15,200	9,571/21,100	NA	7,847/17,300
		GVWR	5,171/11,400	5,171/11,400	5,806/12,800	5,897 /13,000	5,534/12,200	5,806/12,800	NA	5,534/12,200
EXTENDED CAB	2WD	Payload	2,308/5,088	2,015/4,442	2,872/6,332	2,513/5,540	2,690/5,930	2,458/5,420	NA	NA
		Conventional Towing	5,443/12,000	5,897/13,000	6,169/13,600	7,484/16,500	6,804 /15,000	6,804 /15,000	NA	NA
		5th Wheel Towing	5,443/12,000	7,394/16,300	6,169/13,600	9,752/21,500	6,940/15,300	9,571/21,100	NA	NA
		GVWR	5,171/11,400	5,171/11,400	5,897 /13,000	5,897 /13,000	5,715/12,600	5,897 /13,000	NA	NA
	4WD	Payload	2,199/4,848	1,903/4,195	2,747/6,055	2,385/5,258	2,400/5,290	2,204/4,860	NA	NA
		Conventional Towing	5,307/11,700	5,897/13,000	6,078/13,400	7,711/17,000	6,804 /15,000	6,804 /15,000	NA	NA
		5th Wheel Towing	5,307/11,700	7,303/16,100	6,078/13,400	9,662/21,300	6,713/14,800	9,299/20,500	NA	NA
		GVWR	5,171/11,400	5,171/11,400	5,897 /13,000	5,897 /13,000	5,715/12,600	5,897 /13,000	NA	NA
CREW CAB	2WD	Payload	2,258/4,979	1,966/4,335	2,823/6,223	2,475/5,456	2,477/5,460	2,359/5,200	NA	1,941/4,280
		Conventional Towing	5,352/11,800	5,897/13,000	6,123/13,500	7,484/16,500	6,804 /15,000	6,804 /15,000	NA	5,443/12,000 <sup>‡</sup>
		5th Wheel Towing	5,352/11,800	7,348/16,200	6,123/13,500	9,752/21,500	6,804 /15,000	9,435/20,800	NA	7,779/17,150
		GVWR	5,171/11,400	5,171/11,400	5,897 /13,000	5,897 /13,000	5,715/12,600	5,897 /13,000	NA	5,216/11,500
	4WD	Payload	2,138/4,714	1,841/4,058	2,678/5,905	2,323/5,122	2,295/5,060	2,132/4,700	NA	2,159/4,760
		Conventional Towing	5,262/11,600	5,897/13,000	5,987/13,200	7,711/17,000	6,713/14,800	7,257/16,000	NA	5,443/12,000 <sup>‡</sup>
		5th Wheel Towing	5,262/11,600	7,212/15,900	5,987/13,200	9,571/21,100	6,622/14,600	9,208/20,300	NA	7,666/16,900
		GVWR	5,171/11,400	5,171/11,400	5,897 /13,000	5,897 /13,000	5,715/12,600	5,897 /13,000	NA	5,534/12,200
MAX GAWR & GCWR	FGAWR	2,041/4,500	2,204/4,860	2,540/5,600 <sup>†</sup>	2,722/6,000 <sup>†</sup>	2,722/6,000	2,722/6,000	NA	2,495/5,500	
	RGAWR	3,719/8,200	3,719/8,200	4,252/9,375	4,252/9,375	4,082/9,000	4,082/9,000	NA	4,423/9,750	
	GCWR	8,391/18,500	10,659/23,500	9,299/20,500	13,245/29,200	22,500	13,154/29,000	NA	11,113/24,500	

Blue = Wins

Grey = Tie

\* Incomplete vehicles available only with (ZW9) pickup box delete. No trailering capacities are published for these models.

† Requires (VYU) Snow Plow Prep Package, which is offered on 4WD models. Please consult upfitter for recommended maximum plow weights.

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**GMC**  
**SIERRA**  
2500HD/3500HD/DENALI HD

## CAPABILITY COMPETITIVE COMPARISON

### 30 Series DRW Chassis Cab

Max. Capacities  
(kg/lbs.)

Max. Capacities (kg/lbs.)										
REGULAR CAB	2WD	Payload	2,578/5,684	2,302/5,074	3,308/7,293	2,956/6,516	3,275/7,220	2,834/6,248	2,988/6,587	2,867/6,320
		GVWR	5,171/11,400	5,171/11,400	5,987/13,200	5,987/13,200	5,897 /13,000	5,897 /13,000	5,670 /12,500	5,897/13,000
	4WD	Payload	2,739/6,039	2,453/5,409	3,175/6,999	2,825/6,229	2,950/6,504	2,640/5,820	2,871/6,329	2,749/6,060
		GVWR	5,443/12,000	5,443/12,000	5,987/13,200	5,987/13,200	5,897 /13,000	5,897 /13,000	5,670/12,500	5,897 /13,000
CREW CAB	2WD	Payload	NA	NA	3,062/6,750	2,719/5,995	2,881/6,351	2,555/5,632	2,832/6,243	2,624/5,785
		GVWR	NA	NA	5,987/13,200	5,987/13,200	5,897 /13,000	5,897 /13,000	5,670 /12,500	5,897 /13,000
	4WD	Payload	NA	NA	2,918/6,434	2,574/5,674	2,703/5,959	2,356/5,195	2,624/5,785	2,506/5,525
		GVWR	NA	NA	5,987/13,200	5,987/13,200	5,897 /13,000	5,897 /13,000	5,670 /12,500	5,897 /13,000
MAX GAWR & GCWR		FGAWR	2,177/4,800	2,204/4,860	2,540/5,600†	2,722/6,000†	2,359/5,200	2,694/5,940	2,359/5,200	2,495/5,500
		RGAWR	3,901/8,600	3,901/8,600	4,423/9,750	4,423/9,750	4,423/9,750	4,423/9,750	4,241/9,350	4,241/9,350
		GCWR	NA	NA	9,299/20,500	12,474/27,500	10,206/22,500	11,113/24,500	7,711/17,000	11,793/26,000

Blue = Wins

Grey = Tie

† Requires (VYU) Snow Plow Prep Package, which is offered on 4WD models. Please consult upfitter for recommended maximum plow weights.

## 2011 GMC SIERRA HD DETAILS BOOK



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