

LIVE  
LIKE A PRO

2020  
GMC SIERRA



**GMC**  
WE ARE PROFESSIONAL GRADE

20GMC SRALDRC-25

LIVE  
LIKE A PRO



Always looking for better ways to get things done. That's the pro way. It's what drove GMC engineers to create Sierra. With its strong, elevated stance, revolutionary capabilities, innovative technologies and remarkable power, Sierra leads in the best possible way: by example.

Experience the truck for you—the 2020 GMC Sierra 1500.

# STAND TALL



- WORLD'S FIRST SIX-FUNCTION GMC MULTIPRO™ TAILGATE
- CONTINUOUS DAMPING ADAPTIVE RIDE CONTROL
- HIGH-INTENSITY LED HEADLAMPS
- SIGNATURE CHROME DENALI GRILLE
- CHROME VERTICAL RECOVERY HOOKS<sup>1</sup>
- 6.2L V8 AND 3.0L DURAMAX TURBO DIESEL WITH 10-SPEED TRANSMISSION ARE AVAILABLE
- INDUSTRY-FIRST CARBONPRO™ CARBON-FIBER COMPOSITE BED IS AVAILABLE
- EXCLUSIVE 22" WHEELS ON DENALI ULTIMATE

The 2020 Sierra Denali makes a big statement with bold design that delivers advanced capability and innovative technologies. And to help you work more efficiently, the MultiPro Tailgate offers six convenient functions never before possible in a pickup. Sierra Denali goes further by adding an innovative road-handling system—continuous damping Adaptive Ride Control. It provides a first-class ride experience by monitoring both the road and Sierra in real time, automatically adjusting when hauling and trailering for exceptional comfort and responsiveness.

<sup>1</sup>To avoid the risk of injury, never use recovery hooks to tow a vehicle. For more information, see the Recovery Hooks section of your Owner's Manual.

# DENALI





# BEFORE YOU TAKE IT ANYWHERE, WE'VE TAKEN IT FURTHER



## SIERRA DENALI OFFERS AN ARRAY OF PREMIUM MATERIALS AND EQUIPMENT:

- MULTICOLOR 15" DIAGONAL HEAD-UP DISPLAY AND REAR CAMERA MIRROR<sup>1</sup> ARE AVAILABLE
- UP TO 15 CAMERA VIEWS;<sup>2</sup> INCLUDING TRANSPARENT TRAILER VIEW, ARE AVAILABLE
- GMC PROGRADE™ TRAILERING SYSTEM WITH IN-VEHICLE TRAILERING APP<sup>3</sup>
- PREMIUM GMC INFOTAINMENT SYSTEM WITH NAVIGATION<sup>4</sup> AND AVAILABLE SIRIUSXM® WITH 360L<sup>5</sup>
- BOSE® PREMIUM AUDIO SYSTEM WITH RICHBASS WOOFER
- ADAPTIVE CRUISE CONTROL—CAMERA<sup>1</sup> IS AVAILABLE

Our most technologically advanced Sierra Denali ever offers an available multicolor 15" diagonal Head-Up Display (HUD) and a Rear Camera Mirror.<sup>1</sup> The HUD projects vehicle data, available active safety information and phone and infotainment sources onto the windshield. It also offers the ProGrade Trailering System and up to 15 available camera views.<sup>2</sup> One of those views is the available industry-first transparent trailer view, which helps you to virtually see right through the trailer to detect objects behind it.

This is also our most premium Sierra Denali interior ever with finely crafted materials and attention to every detail. You'll find perforated Forge leather-appointed seating with contrasting stitch pattern, authentic ash wood, brushed aluminum trim and chrome accents.

<sup>1</sup>Read the vehicle Owner's Manual for important feature limitations and information. <sup>2</sup>Read the vehicle Owner's Manual for important feature limitations and information. Some camera views require available accessory camera and installation. Not compatible with all trailers. See your dealer for details. <sup>3</sup>App functionality and features vary with vehicle equipment and trim level. Data connection may be required. Some features require active service plan and working electrical system. User terms and limitations apply. <sup>4</sup>Functionality varies by model. Full functionality requires compatible Bluetooth® and smartphone, and USB connectivity for some devices. Map coverage available in the United States, Puerto Rico and Canada. <sup>5</sup>Certain features require a SiriusXM subscription and the GMC Connected Access plan. See [siriusxm.com](http://siriusxm.com) and [onstar.com](http://onstar.com) for details and limitations.

# PAVED ROADS OPTIONAL

- FACTORY-INSTALLED 2" SUSPENSION LIFT FOR INCREASED GROUND CLEARANCE
- 2-SPEED AUTOTRAC TRANSFER CASE, AUTOMATIC LOCKING REAR DIFFERENTIAL AND SKID PLATES
- OFF-ROAD TUNED RANCHO® MONOTUBE SHOCK ABSORBERS
- DISTINCT EXTERIOR DESIGN WITH BLACK CHROME ACCENTS AND RED VERTICAL RECOVERY HOOKS<sup>1</sup>
- WORLD'S FIRST SIX-FUNCTION GMC MULTIPRO TAILGATE
- INDUSTRY-FIRST CARBONPRO CARBON-FIBER COMPOSITE BED IS AVAILABLE
- OFF-ROAD MUD TERRAIN-RATED GOODYEAR® WRANGLER DURATRAC® TIRES ARE AVAILABLE
- 6.2L V8 AND 3.0L DURAMAX TURBO DIESEL WITH 10-SPEED TRANSMISSION ARE AVAILABLE

Sierra AT4 includes a 2" factory-installed suspension lift for elevated ground clearance to help overcome rough terrain. Explore the unbeaten path with the available 6.2L V8 or 3.0L Duramax Turbo Diesel engine with 10-speed transmission. The Traction Select System allows you to choose Off-Road mode for optimum transmission, throttle and StabiliTrak performance on unpaved surfaces. And the standard 2-speed AutoTrac transfer case with low-range 4WD gearing helps handle a variety of off-road conditions. Venturing downhill, Hill Descent Control uses antilock braking to help control descent on rugged terrain. And to help maneuver out of deep, loose terrain, AT4 includes an automatic locking rear differential. Further helping smooth out the rough spots are Rancho monotube shocks, while metal skid plates help protect the front underbody.

<sup>1</sup>To avoid the risk of injury, never use recovery hooks to tow a vehicle. For more information, see the Recovery Hooks section of your Owner's Manual.





# NO NEED TO ROUGH IT



#### EXCLUSIVE AT4 INTERIOR OFFERS:

- MULTICOLOR 15" DIAGONAL HEAD-UP DISPLAY AND REAR CAMERA MIRROR<sup>1</sup> ARE AVAILABLE
- UP TO 15 CAMERA VIEWS<sup>2</sup>, INCLUDING SURROUND VIEW AND TRANSPARENT TRAILER VIEW, ARE AVAILABLE
- PREMIUM AT4 INTERIOR IN JET BLACK WITH KALAHARI ACCENTS
- DURABLE AT4 ALL-WEATHER FLOOR LINERS
- LEATHER-APPOINTED FRONT HEATED AND VENTILATED SEATS

Inside, you'll find an athletic, purposeful interior designed for your active lifestyle. Unique darkened trim and decor, leather-appointed front seats in Jet Black with Kalahari accents and smart storage compartments await.

In addition, the available multicolor 15" diagonal Head-Up Display projects key information onto the windshield to help you keep your eyes on the road. Information includes an Off-Road Inclinometer that shows the fore-and-aft tilt, front tire angle and left-and-right tilt. And for the added views helpful in maneuvering through harsh terrain, there are up to 15 available camera views including Surround, Front and Rear Views.

<sup>1</sup>Read the vehicle Owner's Manual for important feature limitations and information. <sup>2</sup>Read the vehicle Owner's Manual for important feature limitations and information. Some camera views require available accessory camera and installation. Not compatible with all trailers. See your dealer for details.

# POWERED BY INNOVATION



- WORLD'S FIRST SIX-FUNCTION GMC MULTIPRO TAILGATE
- CARGO BED VOLUME RANGES FROM 62.9 CU. FT. TO 71.7 CU. FT.<sup>1</sup>
- REAR BUMPER WITH LARGE CORNER STEPS
- 5.3L V8 ENGINE WITH DYNAMIC FUEL MANAGEMENT
- 6.2L V8 OR 3.0L DURAMAX TURBO DIESEL ENGINES WITH 10-SPEED AUTOMATIC TRANSMISSION ARE AVAILABLE
- MAX TRAILERING RATINGS OF UP TO 12,100 LBS<sup>2</sup> (DOUBLE CAB) AND 12,000 LBS<sup>2</sup> (CREW CAB) ARE AVAILABLE
- X31 OFF-ROAD PACKAGE IS AVAILABLE

Sierra SLT delivers what you demand in a truck without sacrificing style, refinement, capability, power or efficiency. Outside, its tall stance and large bed are highlighted by high-intensity LED headlamps, LED taillamps and chrome accents on the grille, fog lamps, side-window surrounds, bumpers, mirror caps and door handles. SLT also includes power supplied by a 355-hp 5.3L V8 engine with an 8-speed automatic transmission on 2WD models and a 10-speed automatic transmission on 4WD models.

<sup>1</sup>Cargo and load capacity limited by weight and distribution. <sup>2</sup>Sierra's 12,100-lb rating requires a properly equipped Sierra SLT Double Cab 4WD model with available 6.2L V8 engine and Max Trailering Package. Sierra's 12,000-lb rating requires a properly equipped Sierra SLT Crew Cab short bed or standard bed 4WD model with available 6.2L V8 engine and Max Trailering Package. Before you buy a vehicle or use it for trailering, carefully review the trailering section of the Owner's Manual. The weight of passengers, cargo and options or accessories may reduce the amount you can tow.



**COME FOR THE VIEW.  
STAY FOR THE RIDE.**



**SIERRA SLT OFFERS A WIDE RANGE OF ACCOMMODATIONS:**

- PROGRADE TRAILERING SYSTEM WITH IN-VEHICLE TRAILERING APP<sup>1</sup>
- STORAGE AREAS IN REAR SEATBACK AND UNDER REAR SEAT
- PREMIUM GMC INFOTAINMENT SYSTEM<sup>2</sup> AND AVAILABLE SIRIUSXM WITH 360L<sup>3</sup>
- HEATED LEATHER-WRAPPED STEERING WHEEL
- HEATED AND VENTILATED 10-WAY POWER LEATHER-APPOINTED FRONT BUCKET SEATS ARE AVAILABLE
- SAFETY AND DRIVER-ASSISTANCE TECHNOLOGIES, INCLUDING ADAPTIVE CRUISE CONTROL—CAMERA<sup>4</sup> AND LANE CHANGE ALERT WITH SIDE BLIND ZONE ALERT,<sup>4</sup> ARE AVAILABLE

Sierra SLT models heighten your driving experience with comfortable seating that offers a tall, commanding view and driver-centric controls and instrumentation along with purposeful technologies. And rear-seat climate comfort is provided by rear vents along with available heated rear outboard seats on Crew Cab models.

<sup>1</sup>App functionality and features vary with vehicle equipment and trim level. Data connection may be required. Some features require active service plan and working electrical system. User terms and limitations apply. <sup>2</sup>Functionality varies by model. Full functionality requires compatible Bluetooth and smartphone, and USB connectivity for some devices. <sup>3</sup>Certain features require a SiriusXM subscription and the GMC Connected Access plan. See [siriusxm.com](http://siriusxm.com) and [onstar.com](http://onstar.com) for details and limitations. <sup>4</sup>Read the vehicle Owner's Manual for important feature limitations and information.



# ELEVATE EVERY DAY



Sierra Elevation goes all in with a bold, monochromatic presence—boosting both your altitude and your attitude. It tells the world that something unique is headed its way, while keeping you well-connected with an array of technologies that seamlessly link you to your Elevation.

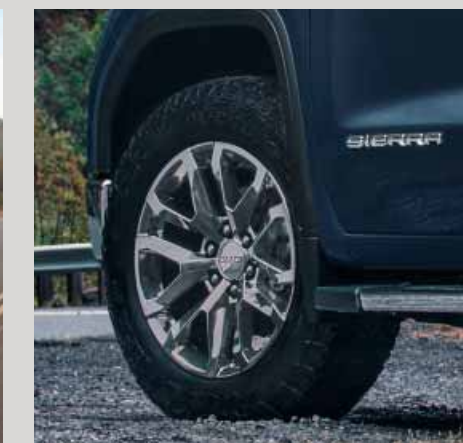
<sup>1</sup>Functionality varies by model. Full functionality requires compatible Bluetooth and smartphone, and USB connectivity for some devices.

- MONOCHROMATIC, BOLD EXTERIOR WITH DOMINANT BLACK GRILLE
- 20" GLOSS-BLACK PAINTED ALUMINUM WHEELS
- LED HEADLAMPS, TAILLAMPS AND FOG LAMPS
- 8" DIAGONAL GMC INFOTAINMENT SYSTEM<sup>1</sup> WITH AVAILABLE CUSTOMIZABLE USER PROFILES
- 2.7L TURBO ENGINE IS STANDARD; A 5.3L V8 OR 3.0L DURAMAX TURBO DIESEL ARE AVAILABLE
- TRACTION SELECT SYSTEM WITH AVAILABLE TERRAIN MODE
- AVAILABLE ON BOTH DOUBLE CAB AND NEW CREW CAB CONFIGURATIONS



# SLE

## MAKES EASY WORK OF HARD WORK



- CHROME GRILLE, BUMPERS AND WINDOW SURROUND
- LED HEADLAMPS AND TAILLAMPS
- 12 CARGO TIE-DOWNS RATED AT 500 LBS<sup>1</sup> PER CORNER
- 8" DIAGONAL GMC INFOTAINMENT SYSTEM<sup>2</sup> WITH AVAILABLE CUSTOMIZABLE USER PROFILES
- 5.3L V8 OR 3.0L DURAMAX TURBO DIESEL ENGINES WITH 10-SPEED AUTOMATIC TRANSMISSION<sup>3</sup> ARE AVAILABLE

Sierra SLE is all about doing things—and doing them well. From its spacious cabin with generous head and leg room to its large cargo beds—which range from 62.9 cu. ft. to 71.7 cu. ft.<sup>1</sup> Driving all of this forward is a powerful engine lineup that includes a standard 2.7L Turbo and the optional 5.3L V8 or 3.0L Duramax Turbo Diesel, now with a 10-speed automatic transmission.

<sup>1</sup>Cargo and load capacity limited by weight and distribution. <sup>2</sup>Functionality varies by model. Full functionality requires compatible Bluetooth and smartphone, and USB connectivity for some devices. <sup>3</sup>5.3L V8 with 10-speed automatic transmission is available on 4WD models only.



# WORLD'S FIRST SIX-FUNCTION GMC MULTIPRO TAILGATE



<sup>1</sup>Non-GM warranty. Limited warranty by KICKER,<sup>®</sup> 3 years/36,000 miles, whichever comes first. For more information, contact your dealer. <sup>2</sup>Go to [my.gmc.com/learnabout/bluetooth](https://my.gmc.com/learnabout/bluetooth) to find out which phones are compatible with the vehicle. Full Bluetooth feature functionality varies by device, model and software version limitations.

We've revolutionized traditional tailgates with the world's first MultiPro Tailgate. It offers six convenient functions never before possible in a truck.

These functions help improve loading, unloading and accessing the cargo bed, and it's been rigorously tested to exacting GMC standards for structural strength and durability.

In fact, the MultiPro is the most tested tailgate in GMC history, and it's standard on SLT, AT4 and Denali.

When you're camping or tailgating and want to bring your music outdoors—without leaving your Sierra running—the available accessory MultiPro Audio System by KICKER<sup>®1</sup> is designed to integrate into the MultiPro Tailgate. This 100-watt exterior audio system has full Bluetooth<sup>2</sup> streaming capability.

To shed more light on the gathering, add available dealer-installed accessory LED lighting.

# TAILGATE

Available accessory shown.

# SIX FUNCTIONS. UNLIMITED POTENTIAL.



Available features shown.

# 1

**PRIMARY GATE**  
Opens from the key fob, inside the truck or a button on the gate.

# 2

**PRIMARY GATE LOAD STOP**  
Helps prevent items from sliding out of the bed.

# 3

**EASY ACCESS**  
The inner gate folds down, allowing you to reach farther into the bed.

# 4

**FULL-WIDTH STEP**  
The inner gate folds into a large step for easy access, holding up to 375 lbs.

# 5

**INNER GATE LOAD STOP**  
Helps prevent second-tier items from sliding out of the bed.

# 6

**INNER GATE WITH WORK SURFACE**  
When opened, provides a work surface as well as second-tier loading.

WATCH THE GMC MULTIPRO TAILGATE IN ACTION AT GMC.COM.

# THE STRENGTH OF STEEL



- ROLL-FORMED HIGH-STRENGTH STEEL BED FLOOR
- SPRAY-ON BEDLINER INCLUDED WITH AT4 AND DENALI
- LARGE FOOTWELLS IN CORNERSTEP REAR BUMPER
- 12 TIE-DOWNS: THREE IN EACH CORNER RATED AT 500 LBS<sup>1</sup> PER CORNER
- UP TO NINE ADDITIONAL MOVABLE ACCESSORY UPPER TIE-DOWNS ARE AVAILABLE
- 120-VOLT POWER OUTLET IS AVAILABLE
- LED CARGO AREA LAMPS ARE AVAILABLE

To help you get work done, we created large cargo beds. On Crew Cab models, they range from 62.9 cu. ft. to 71.7 cu. ft.<sup>2</sup> Double Cab models provide 71.7 cu. ft.<sup>2</sup> and Regular Cab models measure 89.1 cu. ft.<sup>2</sup> Next, we constructed the bed using roll-formed high-strength steel to create a strong, durable cargo floor. To help protect the surface, we offer spray-on bedliners—and to enclose the entire bed, accessory tonneau covers. We didn't stop there. LED lighting and a 120-volt power outlet (standard on SLT, AT4 and Denali) are available for the bed. To easily climb into the bed, the CornerStep rear bumper features footwells big enough to accommodate large work boots. Or simply step up into the bed thanks to the available revolutionary MultiPro Tailgate and its six functions, including a full-width step.



# 62.9 CU. FT.

<sup>1</sup>Cargo and load capacity limited by weight and distribution. <sup>2</sup>62.9 cu. ft. for the short bed, 71.7 cu. ft. for the standard bed and 89.1 cu. ft. for the long bed. Cargo and load capacity limited by weight and distribution.

Available accessories shown.



# HOW TO REMAKE THE BED: CARBONPRO



Inspired by your active lifestyle, we pioneered the industry-first use of carbon fiber in a pickup bed. The available CarbonPro carbon-fiber composite bed provides durability, strength and functionality to load and haul heavy cargo. Replacing the standard steel inner panels and floor with strong, lightweight materials, it offers excellent dent, scratch and corrosion resistance, helping it to withstand weathering and helping maintain a premium bed appearance. With three molded-in sections for wheels and two additional tie-downs (14 total), CarbonPro helps ease the loading and securing of motorcycles, dirt bikes and ATVs.

The CarbonPro bed is included in the Sierra CarbonPro Edition and is available on AT4 and Denali. The AT4 CarbonPro Edition includes features such as a 6.2L V8 or 3.0L Duramax Turbo Diesel engine, premium infotainment system with Navigation,<sup>1</sup> 6" black rectangular assist steps, exclusive exterior design with black chrome grille surround, black AT4 badging, black exhaust tips, mud terrain tires or available 20" 6-spoke Carbon Gray painted aluminum wheels with all-terrain tires. The Denali CarbonPro Edition includes features such as a 6.2L V8 or 3.0L Duramax Turbo Diesel engine, Head-Up Display, Rear Camera Mirror,<sup>2</sup> High Definition Surround Vision<sup>2</sup> and 22" high-gloss black wheels. Both editions include the new dealer-installed accessory MultiPro Audio System by KICKER<sup>®3</sup> integrated into the MultiPro Tailgate.

<sup>1</sup>Functionality varies by model. Full functionality requires compatible Bluetooth and smartphone, and USB connectivity for some devices. Map coverage available in the United States, Puerto Rico and Canada. <sup>2</sup>Read the vehicle Owner's Manual for important feature limitations and information. <sup>3</sup>Non-GM warranty. Limited warranty by KICKER<sup>®</sup> 3 years/36,000 miles (whichever comes first). For more information, contact your dealer.

# GMC PROGRADE TRAILERING PULLS IT ALL TOGETHER



With the available 6.2L V8 and Max Trailering Package, Sierra can trailer up to 12,100 lbs<sup>1</sup> with the Double Cab and up to 12,000 lbs<sup>1</sup> with the Crew Cab (Denali shown, max trailering 8,800 lbs<sup>2</sup>). We're focused on making trailering a seamlessly integrated, transparent and confident experience. Sierra's available ProGrade Trailering System helps make it all possible.

**MAX TRAILERING PACKAGE** This package increases trailering capability and is available on SLE, Elevation and SLT.

It includes a 9.76" rear axle, 3.42 axle ratio, enhanced cooling radiator, revised shock tuning for increased control, heavier-duty rear springs, increased Rear Gross Axle Weight Rating (RGAWR) and a 220-amp alternator.

Discover how Sierra can help you tow like a pro at [gmc.com/sierra](https://gmc.com/sierra).

<sup>1</sup>Sierra's 12,100-lb rating requires a properly equipped Sierra SLT Double Cab 4WD model with available 6.2L V8 engine and Max Trailering Package. Sierra's 12,000-lb rating requires a properly equipped Sierra SLT Crew Cab short bed or standard bed 4WD model with available 6.2L V8 engine and Max Trailering Package. Sierra Denali's 8,800-lb rating requires a properly equipped Crew Cab short bed 4WD model with available 6.2L V8 engine. Before you buy a vehicle or use it for trailering, carefully review the trailering section of the Owner's Manual. The weight of passengers, cargo and options or accessories may reduce the amount you can tow.



# CONFIDENCE TRAVELS WITH YOU

## KNOWLEDGE IS POWERFUL

Confidence is the foundation of the Sierra trailering experience. You have to stay in control of Sierra and your trailer, and the available ProGrade Trailering System helps you do just that. Easily keep tabs on your truck and trailer with up to 15 available camera views.<sup>1</sup> One of those views is the available industry-first transparent trailer view, which helps you to virtually see right through the trailer to detect objects behind it. Along with the other technologies below, Sierra is engineered to help elevate your trailering experience.

## IN-VEHICLE TRAILERING APP<sup>2</sup>

To help improve your trailering experience, the available in-vehicle Trailering App<sup>2</sup> offers a variety of useful features. The app is integrated with and accessible through Sierra's infotainment system,<sup>3</sup> with features including the ability to create five defined trailer profiles based on trailer name, trailer type and trailer hitch type. You'll also find maintenance reminders, step-by-step predeparture checklists, a Trailer Light Sequence Test, a Tire Pressure Monitoring System<sup>4</sup> and a counter for trailer mileage and fuel economy.

## myGMC APP<sup>5</sup>

The available myGMC app gives you access to features such as creating and managing trailer profiles (shareable with other compatible Sierra owners), a Trailer Light Sequence Test, the ability to remotely activate trailer lights to help ensure they're in working order, predeparture checklists (or create your own) and a Trailer Load Calculator to determine the combined weight of your truck and trailer for a confident towing experience. To monitor trailering health, you can view and receive alerts on key components of your trailer such as tire pressure monitoring<sup>4</sup> and trailer miles. There's also a trailering glossary to provide a quick reference to trailering-related materials.

## SMART TRAILER INTEGRATION

The available ASA Electronics iN•Command<sup>®</sup> Control System<sup>6</sup> is designed to integrate with and be accessible through the myGMC app<sup>5</sup> (on compatible iOS and Android<sup>™</sup> smartphones) or on Sierra's infotainment system via Apple CarPlay<sup>™</sup> and Android Auto.<sup>™</sup> The iN•Command Control System allows you to monitor and control a range of smart system functions such as water tank levels, climate controls and even power slide-outs in recreational trailers equipped with GlobalConnect technology.

## TRACTION SELECT SYSTEM WITH TOW/HAUL MODE

The available system allows you to quickly switch to Tow/Haul mode, which adjusts transmission shift points to deliver peak power and trailering performance. The system will retain the Tow/Haul setting configuration for up to 4 hours after Sierra is turned off, eliminating the need to re-engage the system after returning from a brief stop on a long journey.

## POWER TRAILERING MIRRORS

New for 2020, these available power-adjustable trailering mirrors power fold and manually extend and retract. Features vary by trim.

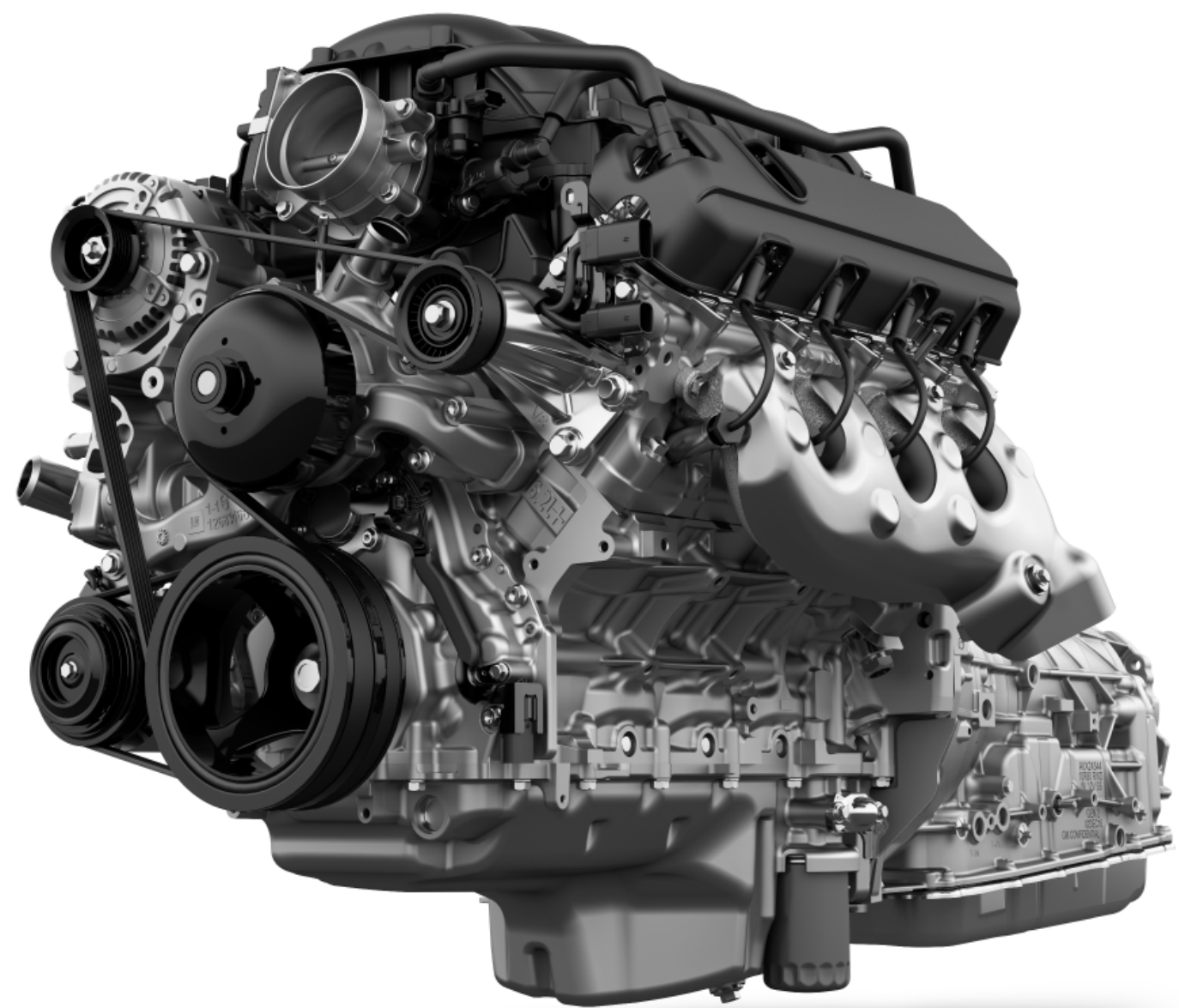
## ONSTAR SAFETY & SECURITY PLAN

For more than 20 years, OnStar<sup>®</sup> has provided industry-leading safety and security services to its Members. With the available OnStar Safety & Security Plan<sup>9</sup> you have added peace of mind knowing a real person is ready to help 24/7. Whether you are in a crash, need assistance recovering a stolen vehicle, find yourself facing a crisis or emergency or have a question about your account, help from a specially trained OnStar Advisor is only a button-push away.



<sup>1</sup>Read the vehicle Owner's Manual for important feature limitations and information. Some camera views require available accessory camera and installation. Not compatible with all trailers. See your dealer for details.  
<sup>2</sup>App functionality and features vary with vehicle equipment and trim level. Data connection may be required. Some features require active service plan and working electrical system. User terms and limitations apply.  
<sup>3</sup>Functionality varies by model. Full functionality requires compatible Bluetooth and smartphone, and USB connectivity for some devices. <sup>4</sup>Requires available Trailer Tire Pressure Monitoring System and trailer tire pressure monitor sensors. Sensors must be installed by the customer or a third-party service center. <sup>5</sup>Device data connection required. Available on select Apple<sup>®</sup> and Android devices. Some features require active service plan and working electrical system. Service availability, features and functionality vary by vehicle. Terms apply. See onstar.com for details and limitations. <sup>6</sup>iN•Command is provided by ASA Electronics and is designed to operate within 30 feet of the trailer. Works with trailers equipped with iN•Command Control System with GlobalConnect via Bluetooth connection. Control and monitoring functionality varies by trailer manufacturer model and installed options. Use of the iN•Command Control System feature through the myGMC app requires an active service plan. User terms apply. See onstar.com for details and limitations. <sup>7</sup>Vehicle user interface is a product of Apple<sup>®</sup> and its terms and privacy statements apply. Requires compatible iPhone<sup>®</sup> and data plan rates apply. Apple CarPlay is a trademark of Apple, Inc. Siri, iPhone and Apple Music are trademarks of Apple, Inc., registered in the U.S. and other countries. <sup>8</sup>Vehicle user interface is a product of Google<sup>™</sup> and its terms and privacy statements apply. Requires the Android Auto app on Google Play and an Android-compatible smartphone running Android 5.0 or higher. Data plan rates apply. Android Auto is a trademark of Google LLC. <sup>9</sup>OnStar plan, working electrical system, cell reception and GPS signal required. OnStar links to emergency services. See onstar.com for details and limitations.





# 6.2L V8

420 HORSEPOWER | 460 LB-FT OF TORQUE  
10-SPEED AUTOMATIC TRANSMISSION | DYNAMIC FUEL MANAGEMENT  
15 MPG CITY/20 MPG HIGHWAY<sup>1</sup> FOR SLT AND DENALI | 15 MPG CITY/19 MPG HIGHWAY<sup>1</sup> FOR AT4  
AVAILABLE ON 4WD-EQUIPPED SLT, AT4 AND DENALI

# 3.0L DURAMAX TURBO DIESEL

23 MPG CITY/30 MPG HIGHWAY<sup>1</sup> (2WD) | 22 MPG CITY/26 MPG HIGHWAY<sup>1</sup> (4WD) | 10-SPEED AUTOMATIC TRANSMISSION  
ACTIVE THERMAL MANAGEMENT | 277 HORSEPOWER | 460 LB-FT OF TORQUE | AVAILABLE ON SLE, ELEVATION, SLT, AT4 AND DENALI



<sup>1</sup>EPA estimated.

# 5.3L V8

355 HORSEPOWER | 383 LB-FT OF TORQUE

8-SPEED AUTOMATIC TRANSMISSION (2WD) | 10-SPEED AUTOMATIC TRANSMISSION (4WD) | DYNAMIC FUEL MANAGEMENT

17 MPG CITY/23 MPG HIGHWAY<sup>1</sup> (2WD) | 16 MPG CITY/22 MPG HIGHWAY<sup>2</sup> (4WD) (21 MPG HIGHWAY<sup>3</sup> AT4)

STANDARD ON SLT, AT4 AND DENALI | AVAILABLE ON SLE AND ELEVATION

5.3L V8

GMC



# 2.7L TURBO

310 HORSEPOWER | 348 LB-FT OF TORQUE

8-SPEED AUTOMATIC TRANSMISSION | ACTIVE FUEL MANAGEMENT

20 MPG CITY/23 MPG HIGHWAY<sup>1</sup> (2WD), 19 MPG CITY/22 MPG HIGHWAY<sup>2</sup> (4WD) FOR SLE AND ELEVATION

19 MPG CITY/22 MPG HIGHWAY<sup>3</sup> FOR SIERRA TRIM (2WD AND 4WD)

STANDARD ON SLE AND ELEVATION | AVAILABLE ON SIERRA TRIM

<sup>1</sup>EPA estimated.



# WHERE PROFESSIONAL GRADE MEETS THE ROAD AND THE OFF-ROAD



On the road or off, Sierra is engineered to help inspire driving confidence. The available Traction Select System allows you to tailor your driving experience to multiple road conditions. Denali models add premium ride and handling with continuous damping Adaptive Ride Control.

**TRACTION SELECT SYSTEM** This available feature allows you to choose different drive modes, based on equipment, that alter the transmission shift points, throttle and traction systems to better handle varying road conditions. The modes include Normal for everyday driving; Sport, to increase responsiveness; Tow/Haul for trailering or hauling heavy loads; Snow mode on 2WD models is helpful in slippery conditions; Terrain mode is included on 4WD models with the single-speed transfer case and optimizes low-speed driving over rough terrain; and available Off-Road mode helps Sierra take on rugged terrain at moderate speeds.

**RESPONSIVE SUSPENSION** The independent short-/long-arm front suspension provides excellent wheel alignment and ride comfort with reduced weight. The live-axle rear suspension includes two-stage, semielliptic multileaf rear springs to balance payload management and ride quality.

**ADAPTIVE CRUISE CONTROL—CAMERA<sup>1</sup>** This available feature enhances regular cruise control by using camera technology to automatically adapt the vehicle speed to maintain your selected following gap time between your vehicle and any vehicles detected ahead while you steer, reducing the need for you to frequently brake and accelerate.

**CONTINUOUS DAMPING ADAPTIVE RIDE CONTROL** The system monitors input from both the road and the truck in real time to help deliver a smooth ride. Every 2 milliseconds, active dampers continuously adjust both rebound and compression forces to counter heave, pitch and body roll. Stiffness rates also change when Sport mode is selected, or automatically when it senses heavy trailering or large payloads.

<sup>1</sup>Safety or driver-assistance features are no substitute for the driver's responsibility to operate the vehicle in a safe manner. The driver should remain attentive to traffic, surroundings and road conditions at all times. Visibility, weather and road conditions may affect feature performance. Read the vehicle Owner's Manual for more important feature limitations and information.

# THE POSITION OF STRENGTH



**PURPOSE-BUILT FOUNDATION** Constructed on a fully boxed steel frame, Sierra is engineered with bold proportions that provide a strong foundation—and from its range of available transfer cases to its “e-boost” braking system, Sierra is built like there’s a lot riding on it—because there is.

**FULLY BOXED LADDER FRAME** As much as 80 percent of the frame is made of high-strength steel—varying from 2 mm to 5 mm in thickness, with every millimeter optimized for performance, strength and stiffness.

**STOPPING POWER** The electrohydraulic boost, or “e-boost,” system produces power on demand for smooth, reliable, consistent braking whether the truck is loaded, unloaded or hauling a heavy trailer. In addition, all Sierra models are equipped with brake pad monitoring.

**MULTIPLE MATERIALS** Engineering excellence means the right material in the right place. There’s high-strength steel in the frame, bed and safety cage. Lightweight aluminum in the doors, hood and tailgate creates easier closing, and its lighter weight enables better efficiency. GMC engineers selected the perfect material for the application, then optimized it for durability, safety, mass and function.

**TRANSFER OF POWER** On 4WD models, Sierra offers a choice of transfer cases. The 2-speed transfer case features Auto, 2 High, 4 High and 4 Low settings. It is standard on AT4 and Denali 4WD models and is included with the available X31 Off-Road Package. The single-speed transfer case, standard on all other 4WD models, offers Auto, 2 High, 4 High and Terrain mode designed to optimize low-speed off-road driving.



# YOU'VE GOT TO SEE THIS



To help you see more, the 2020 Sierra offers safety and driver-assistance technologies engineered to provide a real-time view of the truck and its surroundings. Easily keep tabs on your truck and trailer with up to 15 different camera views<sup>1</sup> available with the Technology Package to help you see around the truck and compatible trailers if towing.

Safety or driver-assistance features are no substitute for the driver's responsibility to operate the vehicle in a safe manner. The driver should remain attentive to traffic, surroundings and road conditions at all times. Visibility, weather and road conditions may affect feature performance. Read the vehicle Owner's Manual for important feature limitations and information.

<sup>1</sup>Some camera views require available accessory camera and installation. Not compatible with all trailers. See your dealer for details.



## SIERRA OFFERS:

- MULTICOLOR 15" DIAGONAL HEAD-UP DISPLAY
- REAR CAMERA MIRROR
- HIGH DEFINITION SURROUND VISION
- ADAPTIVE CRUISE CONTROL—CAMERA
- SAFETY ALERT SEAT
- FRONT PEDESTRIAN BRAKING
- LANE CHANGE ALERT WITH SIDE BLIND ZONE ALERT
- REAR CROSS TRAFFIC ALERT
- LANE KEEP ASSIST WITH LANE DEPARTURE WARNING
- AUTOMATIC EMERGENCY BRAKING
- INTELLIBEAM HEADLAMPS

# GO FAR, STAY CLOSE



#### SIERRA'S INFOTAINMENT OFFERS:

- 8" DIAGONAL TOUCH-SCREEN AND NAVIGATION<sup>1</sup>
- DOWNLOADABLE IN-VEHICLE APPS<sup>2</sup>
- CUSTOMIZABLE PROFILES
- APPLE CARPLAY™ COMPATIBILITY<sup>3</sup> (SHOWN AT BOTTOM)
- ANDROID AUTO COMPATIBILITY<sup>4</sup>
- GMC CONNECTED SERVICES<sup>5</sup> PLANS
- SIRIUSXM WITH 360L<sup>6</sup>
- 4G LTE WI-FI® HOTSPOT<sup>7</sup>



On the road, you're never far from the people, information and entertainment that matter. The available Premium GMC Infotainment System<sup>8</sup> uses a simplified interface that's more intuitive than ever before. Connect two devices at once using Bluetooth<sup>9</sup> with storage for up to 10 customizable user profile settings, saved with each driver's preferences—such as radio settings. You can even customize and save your profile and use it in another compatible Sierra.

Seamlessly link your digital life to your Sierra with GMC Connected Services<sup>5</sup> and its range of plans such as an available Remote Access Plan.<sup>10</sup>

Enjoy an advanced entertainment experience with SiriusXM with 360L<sup>6</sup>. This easy-to-use, personalized experience brings over 200 channels including ad-free music plus sports, comedy, talk and news right to your vehicle. Plus, for the first time, you have access to over thousands of hours of On Demand shows, performances and interviews.

Discover how to stay connected at [gmc.com](http://gmc.com).

<sup>1</sup>Map coverage available in the United States, Puerto Rico and Canada. <sup>2</sup>Available on select 2017 model year and newer GM vehicles with compatible hardware. Third-party trademarks are the property of their respective third-party owners and used under agreement. Requires active service plan and paid AT&T® vehicle data plan or compatible device with 3G/4G LTE tethering data plan. See [onstar.com](http://onstar.com) for details and limitations. <sup>3</sup>Vehicle user interface is a product of Apple® and its terms and privacy statements apply. Requires compatible iPhone® and data plan rates apply. Apple CarPlay is a trademark of Apple, Inc. Siri, iPhone and Apple Music are trademarks of Apple, Inc., registered in the U.S. and other countries. <sup>4</sup>Vehicle user interface is a product of Google and its terms and privacy statements apply. Requires the Android Auto app on Google Play and an Android-compatible smartphone running Android 5.0 or higher. Data plan rates apply. Android Auto is a trademark of Google LLC. <sup>5</sup>Connected Services vary by vehicle model and require working electrical system, cell reception and GPS signal. Requires active service plan. See [onstar.com](http://onstar.com) for details and limitations. <sup>6</sup>Some features, including streaming content and listening recommendations, require GM connected vehicle services and a SiriusXM All Access or Select trial or paid subscription. GM connected vehicle services vary by vehicle model and require active service plan, working electrical system, cell reception and GPS signal. See [onstar.com](http://onstar.com) for details and limitations. <sup>7</sup>Service varies with conditions and location. Requires active service plan and paid AT&T data plan. See [onstar.com](http://onstar.com) for details and limitations. <sup>8</sup>Functionality varies by model. Full functionality requires compatible Bluetooth and smartphone, and USB connectivity for some devices. <sup>9</sup>Go to [my.gmc.com/learnabout/bluetooth](http://my.gmc.com/learnabout/bluetooth) to find out which phones are compatible with the vehicle. Full Bluetooth feature functionality varies by device, model and software version limitations. <sup>10</sup>Remote Access Plan does not include emergency or security services. See [onstar.com](http://onstar.com) for details and limitations.

# THE QUESTION IS, WHICH ONE?

Choose the Sierra that's right for you at [gmc.com/build-and-price](https://gmc.com/build-and-price). All vehicles shown with available equipment.

## SIERRA TRIMS



**SIERRA** includes standard LED headlamps and taillamps with signature C-shape lighting, chrome front and rear bumpers, black grille inserts with chrome surround, 12 fixed cargo tie-downs (three in each corner rated at 500 lbs<sup>1</sup> per corner), large rear bumper corner steps, front recovery hooks<sup>2</sup> (4WD models), StabiliTrak with Traction Control, Hill Start Assist, Duraflex brake rotors, standard cloth bench seats, 7<sup>th</sup> diagonal infotainment system<sup>3</sup> with standard Apple CarPlay<sup>TM4</sup> and Android Auto<sup>TM5</sup> compatibility and second-row rear air vents on Double and Crew Cab models.



**SLE** includes most Sierra standard content and adds a bright chrome side-window surround, chrome mirror caps and body-color door handles. SLE also adds an 8<sup>th</sup> diagonal infotainment system<sup>3</sup> with Apple CarPlay<sup>TM4</sup> and Android Auto<sup>5</sup> compatibility, a leather-wrapped steering wheel and a color 4.2<sup>nd</sup> diagonal Driver Information Center.



**ELEVATION** includes most SLE standard content and adds features that set it apart, such as a monochromatic, bold exterior with a dominant gloss-black grille and 20<sup>th</sup> gloss-black painted aluminum wheels; body-color bumpers and grille surround; black side-window surround; and LED fog lamps. Available on Double Cab and now, Crew Cab configurations.



**SLT** includes most SLE standard content and adds the World's First Six-Function MultiPro<sup>TM</sup> Tailgate—and to enhance your trailering, it includes the ProGrade<sup>TM</sup> Trailering System with in-vehicle Trailering App<sup>6</sup> and an integrated trailer brake controller, as well as a 5.3L V8 with Dynamic Fuel Management and an available 10-speed automatic transmission on 4WD models. It also adds the Premium GMC Infotainment System,<sup>3</sup> heated 10-way power leather-appointed front outboard seats, heated steering wheel and rear seatback storage.



**AT4** offers its own unique blend of authentic off-road capability, innovative technology and premium refinement. AT4 includes a standard factory-installed 2<sup>nd</sup> suspension lift, 2-speed AutoTrac transfer case for low-range 4WD gearing, automatic locking rear differential and skid plates; the MultiPro Tailgate; spray-on bedliner with AT4 logo; 18<sup>th</sup> wheels with Dark Gray accents; black chrome exterior accents; integrated dual exhaust; available mud terrain-rated Goodyear<sup>®</sup> Wrangler DuraTrac<sup>®</sup> tires; exclusive athletic interior trim elements; red vertical recovery hooks;<sup>2</sup> Jet Black interior with exclusive Kalahari accents; heated and ventilated front seats and, on Crew Cab models, heated rear outboard seats.



**DENALI** is the ultimate expression of Professional Grade and includes most SLT standard content including the MultiPro Tailgate. It also offers authentic Forge perforated leather-appointed seating, heated and ventilated front seats and heated rear outboard seats, ash wood accents, the Premium GMC Infotainment System<sup>3</sup> with Navigation,<sup>7</sup> Bose<sup>®</sup> Premium Audio System, 8<sup>th</sup> digital Driver Information Center, wireless charging<sup>8</sup> a spray-on bedliner with Denali logo, integrated dual exhaust and continuous damping Adaptive Ride Control. A 5.3L V8 is standard or choose the available 6.2L V8 engine or a 3.0L Duramax Turbo Diesel engine, both with a 10-speed automatic transmission.

<sup>1</sup>Cargo and load capacity limited by weight and distribution. <sup>2</sup>To avoid the risk of injury, never use recovery hooks to tow a vehicle. For more information, see the Recovery Hooks section of your Owner's Manual. <sup>3</sup>Functionality varies by model. Full functionality requires compatible Bluetooth<sup>®</sup> and smartphone, and USB connectivity for some devices. <sup>4</sup>Vehicle user interface is a product of Apple<sup>®</sup> and its terms and privacy statements apply. Requires compatible iPhone<sup>®</sup> and data plan rates apply. Apple CarPlay is a trademark of Apple, Inc. Siri, iPhone and Apple Music are trademarks of Apple, Inc., registered in the U.S. and other countries. <sup>5</sup>Vehicle user interface is a product of Google<sup>™</sup> and its terms and privacy statements apply. Requires the Android Auto app on Google Play and an Android<sup>™</sup>-compatible smartphone running Android 5.0 or higher. Data plan rates apply. Android Auto is a trademark of Google LLC. <sup>6</sup>App functionality and features vary with vehicle equipment and trim level. Data connections may be required. Some features require active service plan and working electrical system. User terms and limitations apply. <sup>7</sup>Map coverage available in the United States, Puerto Rico and Canada. <sup>8</sup>The system wirelessly charges one compatible mobile device. Some phones have built-in wireless charging technology and others require a special adapter/back cover. To check for phone or other device compatibility, see [my.gmc.com/learn](https://my.gmc.com/learn) or consult your dealer. <sup>9</sup>Not compatible with all devices. <sup>10</sup>Read the vehicle Owner's Manual for important feature limitations and information. <sup>11</sup>Non-GM warranty. Limited warranty by KICKER<sup>®</sup> 3 years/36,000 miles, whichever comes first. For more information, contact your dealer. <sup>12</sup>This package requires 4WD model, 6.2L V8 engine and 275/50R225 all-season, blackwall tires.

## SELECT SIERRA PACKAGES

See your GMC dealer or [gmc.com](https://gmc.com) for more package details and requirements.



**SLT PREMIUM PLUS PACKAGE** requires Crew Cab model and includes bucket seats with center console, ventilated front seats, rear sliding power window, universal home remote, 2 USB ports<sup>9</sup> with auxiliary input, rear heated outboard seats, 8<sup>th</sup> diagonal premium infotainment system<sup>3</sup> with Navigation,<sup>7</sup> Bose Premium Audio System, wireless charging<sup>8</sup> Driver Alert Package I<sup>10</sup> (Front and Rear Park Assist, Lane Change Alert with Side Blind Zone Alert and Rear Cross Traffic Alert), Driver Alert Package II<sup>10</sup> (Safety Alert Seat, Forward Collision Alert, Lane Keep Assist with Lane Departure Warning, Automatic Emergency Braking, Front Pedestrian Braking, IntelliBeam headlamps, Following Distance Indicator and Adaptive Cruise Control—Camera), 20<sup>th</sup> polished aluminum wheels, chrome assist steps and a spray-on bedliner.



**AT4 PREMIUM PACKAGE** includes universal home remote, rear sliding power window, 8<sup>th</sup> diagonal premium infotainment system<sup>3</sup> with Navigation,<sup>7</sup> Bose Premium Audio System, wireless charging<sup>8</sup> off-road mud terrain-rated Goodyear Wrangler DuraTrac tires, Driver Alert Package I<sup>10</sup> (Front and Rear Park Assist, Lane Change Alert with Side Blind Zone Alert and Rear Cross Traffic Alert) and 6<sup>th</sup> black rectangular assist steps. 20<sup>th</sup> machined aluminum wheels with Carbon Gray metallic accents and all-terrain tires (shown) are available.



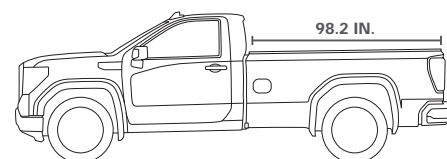
**AT4 CARBONPRO<sup>™</sup> EDITION** is available on the Crew Cab short bed model and includes the AT4 Premium Package, 6.2L V8 or 3.0L Duramax Turbo Diesel engine with 10-speed automatic transmission, unique grille surround with black chrome finish, black AT4 hard badges on doors and tailgate, CarbonPro carbon-fiber composite bed, MultiPro Audio System by KICKER<sup>®11</sup> and black dual exhaust outlets. Available equipment also includes 20<sup>th</sup> 6-spoke Carbon Gray painted aluminum wheels with all-terrain tires, off-road black accessory assist steps (shown), Driver Alert Package II<sup>10</sup> (Safety Alert Seat, Forward Collision Alert, Lane Keep Assist with Lane Departure Warning, Automatic Emergency Braking, Front Pedestrian Braking, IntelliBeam headlamps, Following Distance Indicator and Adaptive Cruise Control—Camera) and Technology Package<sup>10</sup> (8<sup>th</sup> digital Driver Information Center, High Definition Surround Vision, Rear Camera Mirror, Bed View Camera and multicolor 15<sup>th</sup> diagonal Head-Up Display).



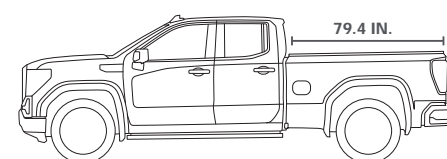
**DENALI ULTIMATE PACKAGE<sup>®</sup>** includes standard Denali content and adds a 6.2L V8 or 3.0L Duramax Turbo Diesel engine with 10-speed automatic transmission, Technology Package<sup>10</sup> (High Definition Surround Vision, Rear Camera Mirror, Bed View Camera and multicolor 15<sup>th</sup> diagonal Head-Up Display), Driver Alert Package II<sup>10</sup> (Safety Alert Seat, Forward Collision Alert, Lane Keep Assist with Lane Departure Warning, Automatic Emergency Braking, Front Pedestrian Braking, IntelliBeam headlamps, Following Distance Indicator and Adaptive Cruise Control—Camera), power sunroof, MultiPro Power Steps, wheel locks and 22<sup>nd</sup> multidimensional polished aluminum wheels.



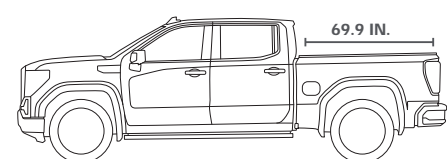
**DENALI CARBONPRO EDITION** is available on the short bed 4WD model and includes the Denali Ultimate Package,<sup>12</sup> 22<sup>nd</sup> high-gloss black wheels and the CarbonPro carbon-fiber composite bed and badging.



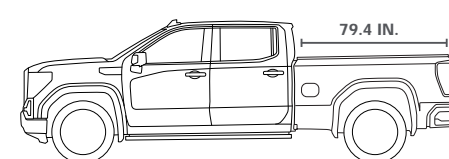
**REGULAR CAB LONG BED**  
Standard on Base Sierra.



**DOUBLE CAB STANDARD BED**  
Available on Base Sierra, SLE, Elevation, SLT and AT4.



**CREW CAB SHORT BED**  
Available on Base Sierra, SLE, Elevation, SLT, AT4 and Denali.



**CREW CAB STANDARD BED**  
Available on Base Sierra, SLE, Elevation, SLT, AT4 and Denali.

# FIND YOUR TRUE COLORS

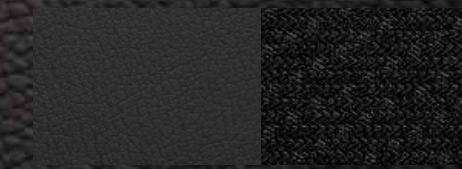
## EXTERIOR



## INTERIOR

### COLORS

#### CLOTH



Jet Black/Jet Black — Standard on Base Sierra Trim



Dark Walnut/Slate — Standard on SLE/Elevation



Jet Black/Jet Black — Standard on SLE/Elevation

#### VINYL

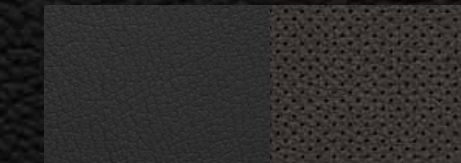


Jet Black/Jet Black — Available on Base Sierra Trim

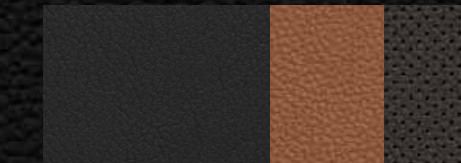
#### LEATHER APPOINTMENTS



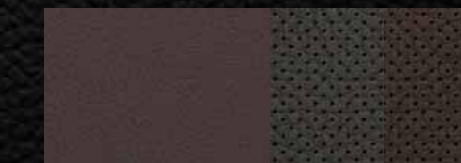
Dark Walnut/Slate Perforated — Standard on SLT



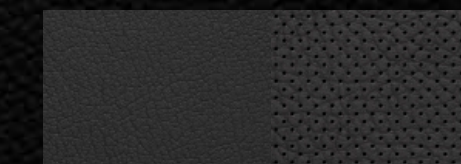
Jet Black/Jet Black Perforated — Standard on SLT



Jet Black/Jet Black Perforated With Kalahari Accents — Standard on AT4



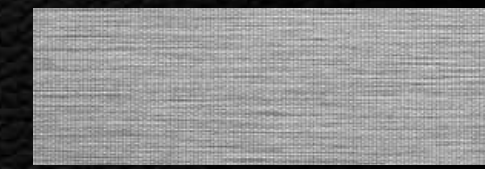
Dark Walnut/Dark Ash Gray Forge Perforated — Standard on Denali



Jet Black/Jet Black Forge Perforated — Standard on Denali

### DETAILS

#### FINISHES



Aegis Patterned Aluminum — Standard on SLE/Elevation/SLT



Dark Brushed Aluminum — Standard on AT4



Brushed Aluminum — Standard on Denali

#### DOOR/CONSOLE ACCENTS



Arenite Tone — Standard on SLE/Elevation



Cypress Wood Tone — Standard on SLT



Technical Appearance — Standard on AT4



Open-Pore Ash Wood — Standard on Denali

<sup>1</sup>Extra-cost color. <sup>2</sup>Not available on Denali. <sup>3</sup>Available on SLT and Denali only. <sup>4</sup>Not available on Base Sierra trim. <sup>5</sup>Limited availability. <sup>6</sup>Not available on AT4. <sup>7</sup>Not available on Regular Cab models. <sup>8</sup>Late availability.

See your GMC dealer or [gmc.com](http://gmc.com) for more interior and exterior color details.



# DESIGNED FOR DISTINCTION



17" 6-Spoke Bright Silver Painted Aluminum (Q5U) — Standard on SLE; Available on Sierra



18" 6-Spoke Machined Aluminum With Dark Gray Metallic Accents (UHN) — Standard on SLT; Available on SLE. Included on SLE With X31 Off-Road Package or XFE Fuel Economy Package.



20" Polished Aluminum (NZM) — Available on Sierra Trim (4WD Crew Cab Only), SLE and SLT. Included With SLT Premium Package and SLT Premium Plus Package.



20" Multidimensional Polished Aluminum (RTL) — Standard on Denali



18" Machined Aluminum With Dark Gray Accents (RT5) — Standard on AT4



20" Gloss-Black Painted Aluminum (RD3) — Standard on Elevation; Available on Sierra Trim (4WD Crew Cab Only)



20" Machined Aluminum With Carbon Gray Metallic Accents (NZH) — Available on AT4



20" 6-Spoke Carbon Gray Painted Aluminum (NZQ) — Available With AT4 CarbonPro Edition

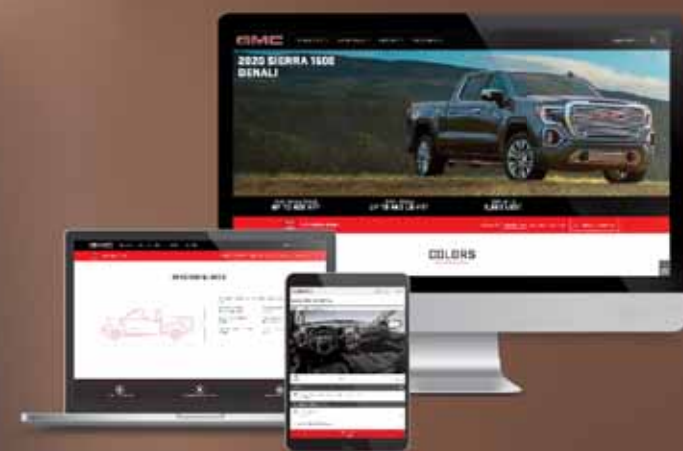


22" Polished Aluminum (SMF) — Included and Only Available With Denali Ultimate Package

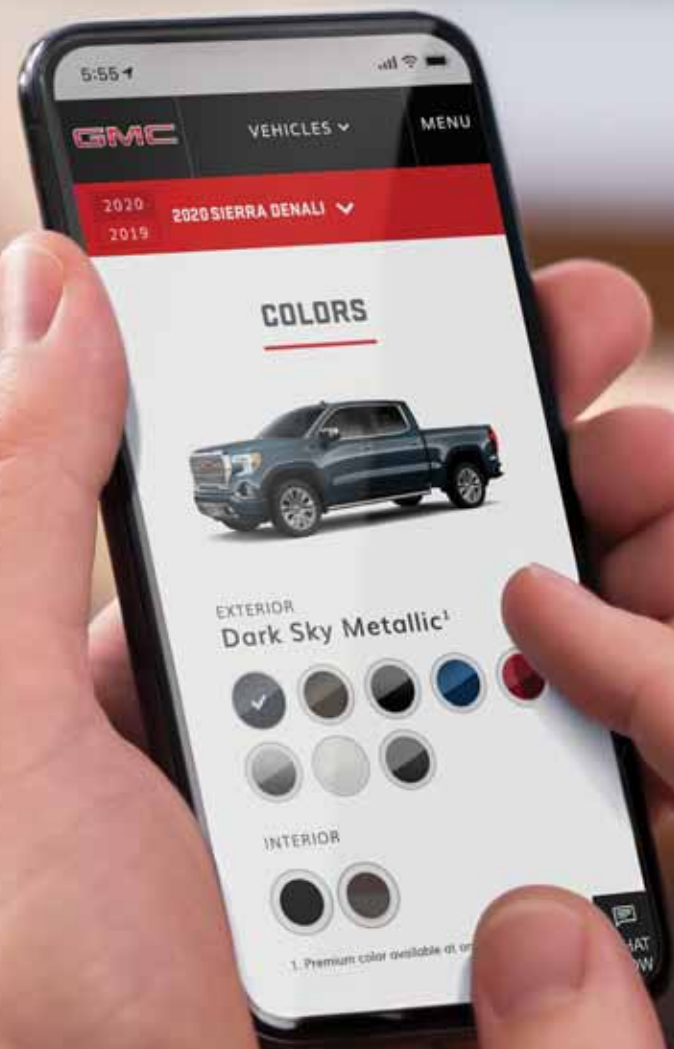


22" High-Gloss Black (SGM) Accessory Wheel<sup>1</sup> — Included With Denali CarbonPro Edition

# YOUR SIERRA STARTS HERE



GMC's smart, comprehensive online tools elevate your shopping experience. Learn more about Sierra's features, find the model that's right for you and sign up for email updates at [gmc.com/sierra](http://gmc.com/sierra).



# THE REWARDS OF OWNERSHIP



As rewarding as driving a Sierra is, the rewards start long before getting behind the wheel. With My GMC Rewards,<sup>1</sup> you can earn and redeem points on a wide array of GMC products and services, including the purchase of a new Professional Grade GMC vehicle. To enroll and learn more, visit [mygmcrewards.com](http://mygmcrewards.com) or use the myGMC app.<sup>2</sup> Then once you're behind the wheel, a GMC Certified Service dealer is there to help your Sierra live up to its performance promise. GM-trained technicians build upon their meticulous skill with Vehicle Diagnostics<sup>3</sup> and connected technologies to deliver the authentic expertise your GMC deserves.

Canyon color shown has limited availability. <sup>1</sup>Must be 18 years or older. Points may be earned and redeemed only at participating GM entities, dealers or third-party retailers in the United States (excluding Puerto Rico, the U.S. Virgin Islands or Guam). Points are not earned on taxes or certain fees and expire 5 years from when points are earned. Any unused amount of the voucher will be forfeited. Some restrictions apply. Visit [mygmcrewards.com](http://mygmcrewards.com) to view program Terms and Conditions. <sup>2</sup>Available on select Apple® and Android devices. Service availability, features and functionality vary by vehicle, device and the plan you are enrolled in. Terms apply. Device data connection required. See [onstar.com](http://onstar.com) for details and limitations. <sup>3</sup>Diagnostic capabilities vary by model and plan. Message and data rates may apply. Requires contact method on file and enrollment to receive alerts. Not all issues will deliver alerts. See [onstar.com](http://onstar.com) for details and limitations.



# HOW OUR SIERRA BECOMES YOUR SIERRA



GMC Accessories allow you to personalize your Sierra—inside and out. They're engineered and tested to meet the Professional Grade standards of your Sierra, as well as your own.

Find a full selection of Sierra accessories at [gmc.com/accessories](https://gmc.com/accessories).

KICKER® accessory speakers shown above have a limited warranty by KICKER® (non-GM warranty), 3 years/36,000 miles (whichever comes first). For more information, contact your dealer.

# PROFESSIONAL GRADE IS OUR DNA



SIERRA HEAVY DUTY

CANYON

SIERRA

YUKON

TERRAIN

ACADIA

Canyon color shown has limited availability.

# DRIVE THE CONVERSATION

## NEW VEHICLE LIMITED WARRANTY

**3-YEAR/36,000-MILE BUMPER-TO-BUMPER LIMITED WARRANTY** GMC will warrant each 2020 Sierra from bumper to bumper for 3 years/36,000 miles (whichever comes first; see dealer for details), with no deductible, from the original in-service date of the vehicle, for warrantable repairs that are required as a result of defects due to materials and/or workmanship. Cosmetic corrosion resulting from defects is also covered under the Bumper-to-Bumper Limited Warranty. In addition, rust-through corrosion will be covered for 6 years/100,000 miles (whichever comes first; see dealer for details).

**POWERTRAIN LIMITED WARRANTY** Every 2020 GMC Sierra comes with a 5-year/60,000-mile (whichever comes first) transferable Powertrain Limited Warranty, 24/7 Roadside Assistance and Courtesy Transportation are also offered for the duration of the Powertrain Limited Warranty. Sierra 1500 Series Light-Duty (LD) pickups equipped with a 3.0L Duramax Turbo Diesel engine are covered by a 5-year/100,000-mile (whichever comes first) transferable Powertrain Limited Warranty. 24/7 Roadside Assistance and Courtesy Transportation are also offered for the duration of the Powertrain Limited Warranty. Please see your GMC dealer for details.

## ONSTAR® AND GMC CONNECTED SERVICES

Connected vehicle services require a paid connected vehicle services plan or trial, connected hardware, vehicle electrical system (including battery), wireless service and GPS satellite signal to be available and operating for features to function properly. OnStar acts as a link to existing emergency service providers. Visit [onstar.com](http://onstar.com) for coverage map, details and system limitations.

## GMC CERTIFIED SERVICE

To help your Sierra live up to its performance promise, GMC Certified Service—found exclusively at your GMC dealer—is there. With all the engineering excellence in Sierra, GM-trained technicians have the expertise to help care for it.

## ADDITIONAL NOTES

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

**TRAILERING AND OFF-ROAD DRIVING INFORMATION** Please go to [gmc.com](http://gmc.com) and carefully review the vehicle Owner's Manual for important safety information about trailering or off-road driving in your vehicle.

**FLEET ORDERS** Some standard content may be deleted on fleet orders. See dealer for details.

**ENGINES** GMC products are equipped with engines produced by GM Powertrain or other suppliers to GM worldwide. The engines in GMC products may also be used in other GM makes and models.

**GMC.COM** See more of Sierra on our website: [gmc.com/sierra](http://gmc.com/sierra). More photos and information; hot links to related subjects; convenient dealer locator; pricing guide, spec out your own vehicle. Or call 1-800-GMC-8782.

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**AN IMPORTANT NOTE ABOUT ALTERATIONS AND WARRANTIES** Installations or alterations to the original equipment vehicle (or chassis) as distributed by General Motors are not covered by the General Motors New Vehicle Limited Warranty. The special body company, assembler, equipment installer or upfitter is solely responsible for warranties on the body or equipment and any alterations (or any effect of the alterations) to any of the parts, components, systems or assemblies installed by GM. General Motors is not responsible for the safety or quality of design, features, materials or workmanship of any alterations by such employers.

**ASSEMBLY** GMC vehicles and their components are assembled or produced by different operating units of General Motors, its subsidiaries or suppliers to GM worldwide. We sometimes find it necessary to produce GMC vehicles with different or differently sourced components than originally scheduled. Since some options may be unavailable when your vehicle is assembled, we suggest you verify that your vehicle includes the equipment you ordered and that, if there were changes, they are acceptable to you.

**GMMOBILITY.COM (1-800-323-9935)** GM Mobility offers financial assistance for eligible adaptive equipment to make automotive travel easier for persons with disabilities or special transportation needs. To learn more about special GM Mobility offers, visit [gmmobility.com](http://gmmobility.com).

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