

NEVER SAY NEVER

PROJECTS

GMC 2012 CATALOGS

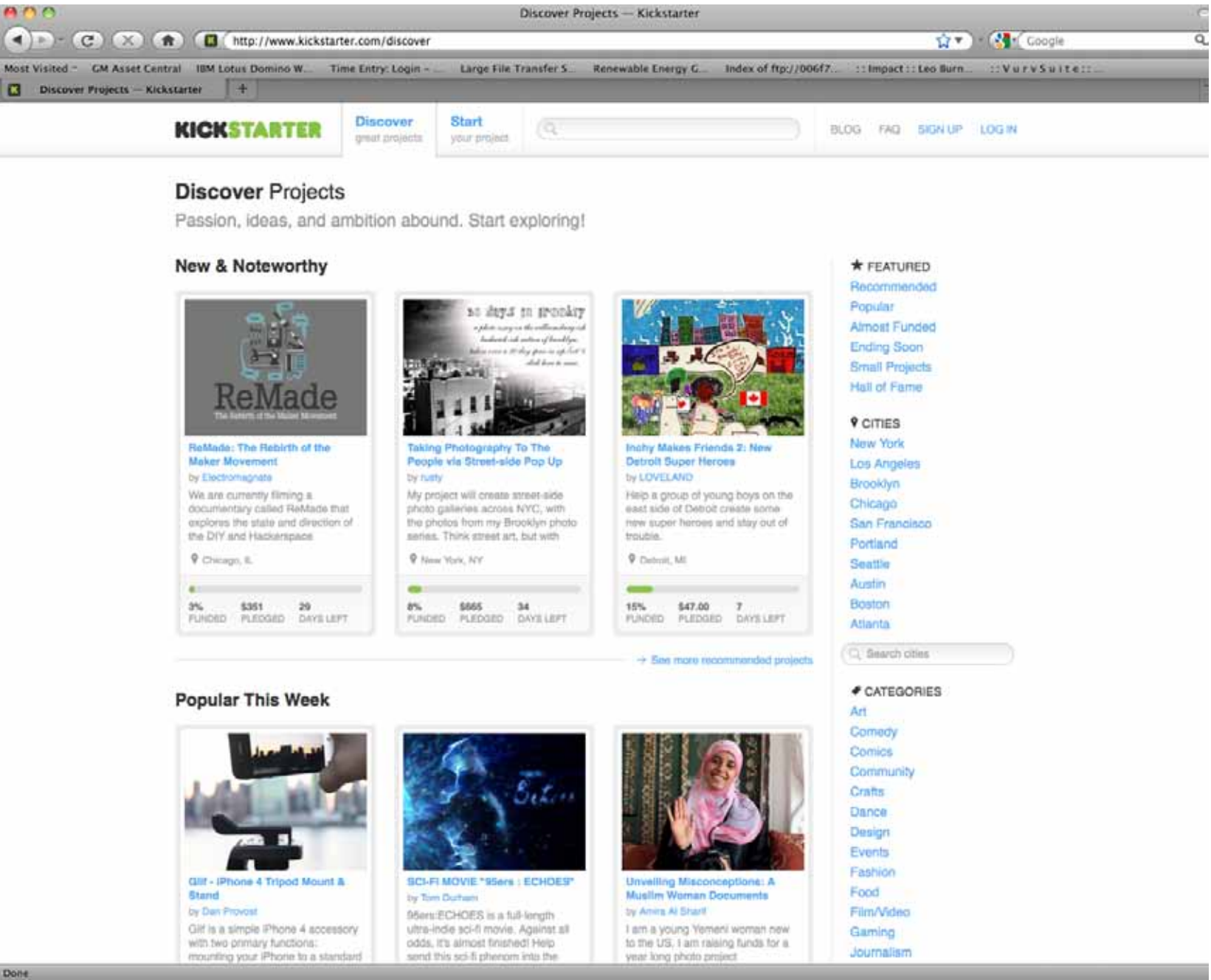
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KICKSTARTER.COM

Kickstarter is an online threshold pledge system for funding creative projects. Kickstarter has funded a diverse array of endeavors, ranging from indie film and music to journalism and food-related projects.

One of a new set of fundraising platforms dubbed “crowdfunding,” Kickstarter facilitates gathering monetary resources from the general public. Unlike many forums for fundraising or investment, Kickstarter claims no ownership over the projects and the work they produce, but instead turns a profit by claiming 5% of the funds raised. Project owners choose a deadline and a target minimum of funds to raise. If the chosen target is not gathered by the deadline, no funds are collected (this is known as a provision point mechanism). Money pledged by donors is collected using the Amazon Payments system, and initiating projects require a U.S. bank account.



Concept: GMC = projects

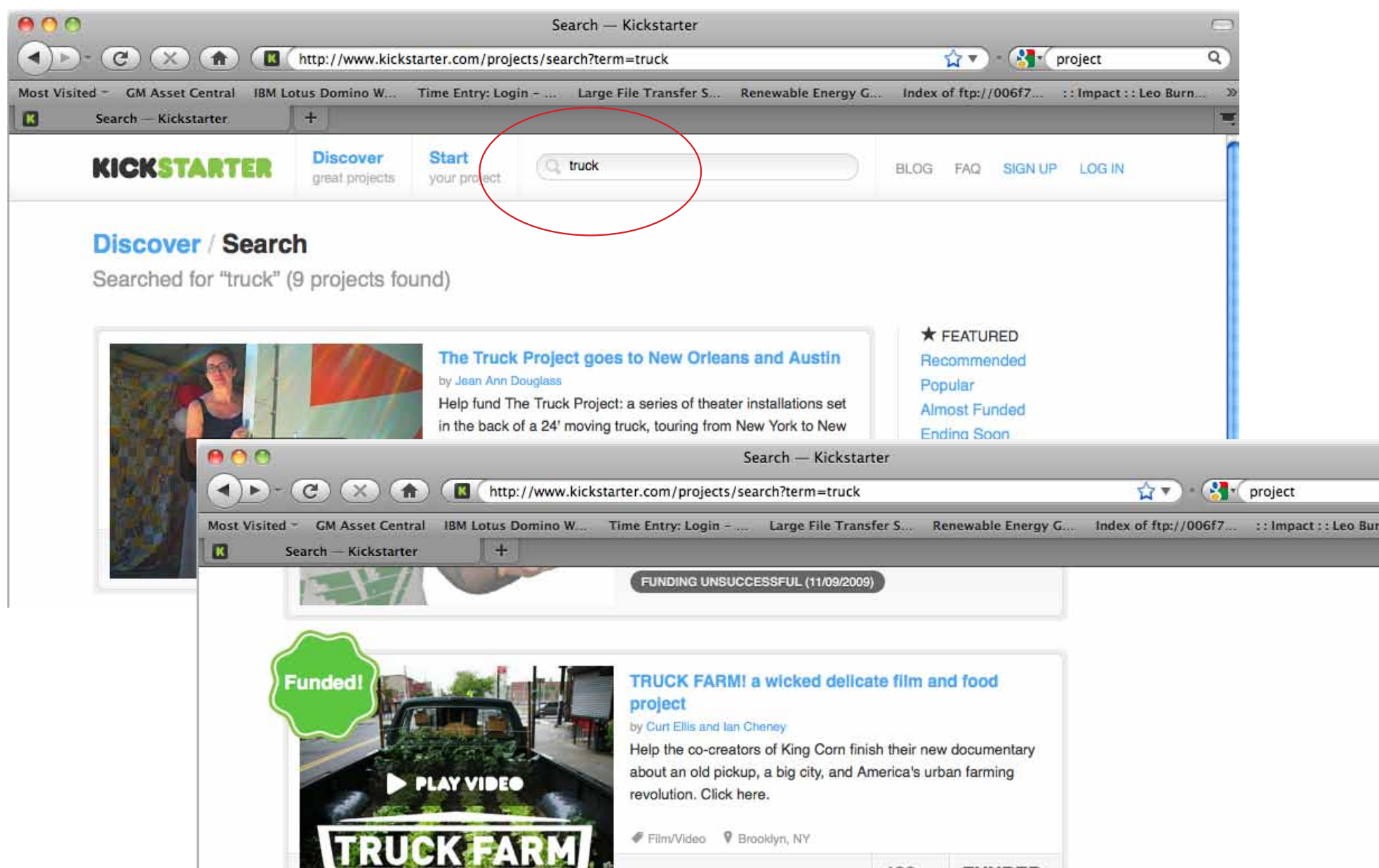
GMC totally funds approximately 20 projects. 10 per book.

In 2 books, one for pick-ups, and another for SUV/Crossovers.

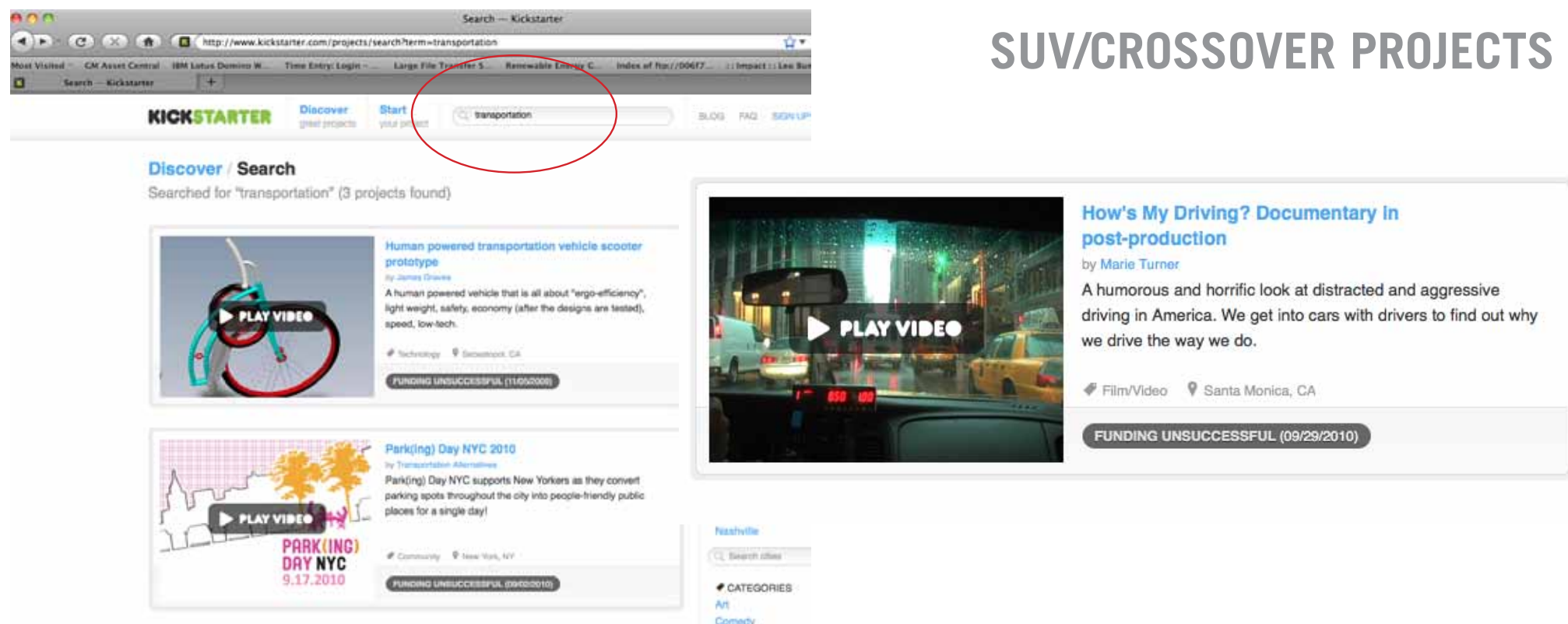
Projects relating to science, nature, technology and/or communities in which GMC vehicles may play a key role.

GMC supplies the vehicles, equipment and cash needed in return GMC is able to photograph the process of the projects. These project photos will be featured in the 2012 GMC Catalog.

PICKUP/TRUCK PROJECTS



SUV/CROSSOVER PROJECTS



rough layouts: PICKUPS

rough layouts: GMC = projects

PROJECT BOOKS 12X18, PROJECT NARRATIVE PAGES & IMAGES ON WHITE 100# TEXT.

FRONT OF BOOK IS ALL NARRATIVE REGARDING THE PROJECTS AND VEHICLE IMAGES.

BACK OF THE BOOK IS F&O PAGES WITH DESCRIPTIONS OF FEATURES -- 1 COLOR ON NEWPRINT PAPER.

12 INCHES

18 INCHES



PROJECT: TRUCKFARM

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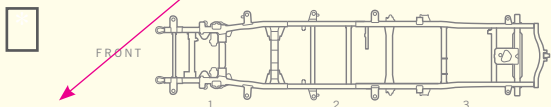
PROJECT: TRUCKFARM NOTES

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PROJECT: SDJFCIKE NOTES

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FIGURE 1: HIGH STRENGTH, LOW WEIGHT



For the best strength-to-weight balance, the new Sierra HD frame is built up from three individual sections. This design made it possible to optimize each section for its task, from mounting the engine and transmission in the front section, to supporting the cab in the center section, to providing a solid platform for a segment-leading maximum payload and efficient fifth-wheel installation in the rear section. Together, these sections form a frame with almost twice the resistance to bending as the previous model.

FIGURE 2: A SOLID FOUNDATION FOR A SMOOTH RIDE



For maximum strength, the new Sierra HD frame features a hydroformed front frame section. This metal-forming process preserves uniform steel thickness throughout. To create the fully boxed frame rails, two C-channel sections are overlapped—essentially, welding a frame inside a frame—to form a box that resists sagging and bending.

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STANDARD AND AVAILABLE FEATURES/SIERRA 2500HD/3500HD/DENALI HD

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PROJECT: PARKING DAY NYC

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PROJECT: PARKING DAY NYC

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PROJECT: SDJFCIKE NOTES

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