

2020

GMC SIERRA HEAVY DUTY



**LIVE
LIKE A PRO**



SIERRA 2500 HD DENALI CREW CAB in Onyx Black (left).

SIERRA 3500 HD DENALI CREW CAB with Dual Rear Wheels in Onyx Black (centre).

SIERRA 2500 HD AT4 in Summit White (right).

Vehicles shown with available equipment.



Pros can't be confined. The Next Generation Sierra Heavy Duty invites you to pull your world with you. Get out there in the premium-packed Sierra HD Denali or for road trips without roads, the First Ever Sierra HD AT4. Go explore the world—without leaving yours behind.

Experience the heavy-duty truck for you—the Next Generation 2020 GMC Sierra Heavy Duty.

PROFESSIONAL GRADE: TOW BIG OR GO HOME

For 2020, we had one mission—to help you achieve more and do it all with greater confidence. The Next Generation Sierra Heavy Duty is engineered to be stronger with maximum trailering capability. And smarter with the all-new available ProGrade™ Trailering System and the confidence it offers—when hooking up your trailer, while on the road and when backing your trailer into place. Along with the other available innovations below, Sierra Heavy Duty is engineered for heavy-duty power, poise and presence.

**AVAILABLE 35,500 LB. (16,102 KG)¹
MAXIMUM TOWING
31,180 LB. (14,143 KG)¹ AS SHOWN**

**UP TO 15 CAMERA VIEWS,² INCLUDING THE
INDUSTRY-FIRST TRANSPARENT TRAILER
VIEW, ARE AVAILABLE WHEN EQUIPPED
WITH THE TECHNOLOGY PACKAGE**

**FIRST HEAVY DUTY IN ITS
CLASS³ WITH HEAD-UP DISPLAY
AND REAR CAMERA MIRROR⁴**

**AVAILABLE WORLD'S FIRST SIX-FUNCTION
GMC MULTIPRO™ TAILGATE**

**FIRST HEAVY DUTY IN ITS
CLASS³ WITH THE ALLISON® 10-SPEED
AUTOMATIC TRANSMISSION**



¹35,500-lb. (16,102 kg) rating requires 3500 HD Crew Cab long bed DRW 4x2 model equipped with available 6.6L Duramax Turbo Diesel engine and gooseneck hitch. 31,180-lb. (14,143 kg) rating requires 3500 HD Crew Cab long bed DRW 4x4 model equipped with available 6.6L Duramax Turbo Diesel engine and fifth-wheel or gooseneck hitch. 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. ²Read 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. ³Comparison based on wardsauto.com 2019 Large Pickup segment and latest competitive information available at the time of printing. Excludes other GM vehicles. ⁴Read the vehicle Owner's Manual for important feature limitations and information.



SIERRA 3500 HD DENALI CREW CAB with Dual Rear Wheels in Carbon Black Metallic shown with available equipment.

DENALI



- FIRST-EVER HEAVY DUTY IN ITS CLASS¹ OFFERING THE ALLISON 10-SPEED AUTOMATIC TRANSMISSION WITH AVAILABLE 6.6L DURAMAX TURBO DIESEL V8
- LARGE GRILLE AND FUNCTIONAL HOOD SCOOP PROVIDE COOLER AIR TO THE AVAILABLE DURAMAX TURBO DIESEL
- WORLD'S FIRST SIX-FUNCTION GMC MULTIPRO TAILGATE
- OFF-ROAD SUSPENSION WITH RANCHO® SHOCKS AND SKID PLATES
- ADVANCED LIGHTING: HIGH-INTENSITY LED HEADLAMPS, LED TAIL LAMPS, WHEEL MOLDING ARCH LIGHTS, FOG LAMPS AND CARGO BED LAMPS
- CHROME VERTICAL RECOVERY HOOKS²
- 20" POLISHED ALUMINUM WHEELS ON 2500 HD DENALI MODELS AND FOR THE FIRST TIME, ON 3500 HD DENALI SRW MODELS

Like its namesake, this Denali is big and bold, projecting a powerful statement. The Next Generation Sierra HD Denali is the peak of GMC heavy-duty power and presence.

¹Comparison based on wardsauto.com 2019 Large Pickup segment and latest competitive information available at the time of printing. Excludes other GM vehicles. ²To 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.

THE PEAK OF POWER



SIERRA 3500 HD DENALI CREW CAB in Carbon Black Metallic shown with available equipment.



SIERRA 2500 HD DENALI CREW CAB interior in Dark Walnut/Dark Ash Grey shown with available equipment.



ROOM WITH MANY VIEWS

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

- SPACIOUS CREW CAB FRONT HEADROOM AND LEGROOM
- PREMIUM LEATHER-APPOINTED SEATING
- BOSE¹ AUDIO SYSTEM WITH RICHBASS WOOFER
- 8" DIAGONAL DRIVER INFORMATION CENTRE
- MULTICOLOUR 15" DIAGONAL HEAD-UP DISPLAY (HUD) AND REAR CAMERA MIRROR, A FIRST FOR A HEAVY DUTY IN ITS CLASS,² ARE AVAILABLE
- UP TO 15 CAMERA VIEWS,³ INCLUDING TRANSPARENT TRAILER VIEW, ARE AVAILABLE

The most technologically advanced Sierra HD Denali allows you to see things you've never seen before in a heavy-duty truck. Its available multicolour 15" diagonal Head-Up Display—a first for a heavy duty in its class²—projects your speed, select safety information, Navigation⁴ and an inclinometer that measures grade onto the windshield, so your eyes can stay on the road or trail. One of the up to 15 available camera views Sierra Heavy Duty offers is the all-new Rear Camera Mirror that can be used as a conventional rear-view mirror or as a camera-based rear-view mirror when equipped with the Technology Package. It helps you see around visual obstructions while changing lanes and checking traffic conditions.

This is also our most premium Sierra HD Denali, with 1093 mm (43.0") of Crew Cab front headroom and 1131 mm (44.5") of legroom and nearly 76 mm (3.0") more rear legroom (1102 mm [43.4"]) than previous generations. Your driving experience is also elevated with a taller, more commanding view—the driver seat sits 25 mm (1") taller than in the previous-generation truck. Finely crafted materials and attention to every detail include perforated Forge leather-appointed seating, authentic open-pore ash wood, brushed aluminum trim and chrome accents. For carry-ons, there's rear seatback and available rear under-seat storage.

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.

¹Bose is a registered trademark of Bose Corporation. ²Comparison based on wardsauto.com 2019 Large Pickup segment and latest competitive information available at the time of printing. Excludes other GM vehicles. ³Read 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. ⁴At time of printing, detailed map coverage is available for most major urban areas of the United States and for certain metropolitan areas of Canada (Vancouver, Calgary, Edmonton, Winnipeg, Windsor, London, Toronto, Ottawa, Montreal, Quebec City and Halifax). Coverage is significantly limited outside these areas.



SIERRA 2500 HD AT4 CREW CAB in Summit White shown with available equipment.

AT

FIRST EVER SIERRA HD AT4: POWER BEYOND THE PAVEMENT



- OFF-ROAD SUSPENSION WITH RANCHO SHOCKS AND SKID PLATES
- ADVANCED HIGH-INTENSITY LED HEADLAMPS FOR ON- AND OFF-ROAD VISIBILITY
- TRACTION SELECT SYSTEM WITH OFF-ROAD AND TOW/HAUL MODE
- 18" AND AVAILABLE 20" WHEELS AND ALL-TERRAIN TIRES
- WORLD'S FIRST SIX-FUNCTION GMC MULTIPRO TAILGATE
- ALLISON 10-SPEED AUTOMATIC TRANSMISSION WITH 6.6L DURAMAX TURBO DIESEL V8 ENGINE IS AVAILABLE
- RED VERTICAL RECOVERY HOOKS¹

To conquer rugged challenges, we've engineered a truck that blends powerful engine options, advanced off-road capability and premium surroundings. We proudly present the First Ever Sierra HD AT4. To confidently clear rugged terrain, it offers 257 mm (10.1") of ground clearance, along with a max approach angle of nearly 27 degrees.²

Powering you beyond the pavement are the new 6.6L V8 direct-injected gas engine or the available 6.6L Duramax Turbo Diesel engine paired with an Allison 10-speed automatic transmission. To master unforgiving terrain, Sierra HD AT4 features Rancho shocks, skid plates, an Eaton® automatic locking rear differential and all-terrain tires. The Traction Select System lets you quickly switch among multiple configurations, including Off-Road mode to help improve traction and control on gravel or mud. AT4 also features a 2-speed Autotrac transfer case with an active automatic 4x4 setting for seamless shifting between two- and four-wheel drive based on surface conditions.

¹To 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. ²Requires 3500 HD long bed 4x4 model with 6.6L gas engine and 20" wheels and tires.

4

GREAT INDOORS

EXCLUSIVE ATHLETIC AT4 INTERIOR OFFERS:

- FRONT LEATHER-APPOINTED SEATING IN JET BLACK WITH KALAHARI ACCENTS
- ALL-WEATHER FLOOR LINERS
- MULTICOLOUR 15" DIAGONAL HEAD-UP DISPLAY IS AVAILABLE
- UP TO 15 CAMERA VIEWS,¹ INCLUDING SURROUND VIEW AND TRANSPARENT TRAILER VIEW, ARE AVAILABLE



Inside, Sierra HD AT4 supports you with a durable yet refined cabin, offering premium materials and advanced technology to provide comfort and control while off-roading. The Jet Black interior with Kalahari accents features a leather-wrapped heated steering wheel, heated and ventilated leather-appointed 10-way power front seats, heated rear outboard seats and smart storage compartments designed for active lifestyles. Exclusive all-weather floor liners help protect your vehicle's floor from dirt and debris while off-roading.

In the constant quest to improve your driving experience, the available multicolour 15" diagonal Head-Up Display projects key information onto the windshield to help you keep your eyes focused on the road. Information includes an Off-Road Inclinometer that shows the fore-and-aft tilt, front tire angle and left-and-right tilt.

¹Requires available Technology Package. 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.





SIERRA 2500 HD AT4 CREW CAB interior in Jet Black with Kalahari accents shown with available equipment.

SLT



SIERRA 2500 HD SLT CREW CAB in Red Quartz Tintcoat shown with available 6.6L Duramax Turbo Diesel V8 engine and additional available equipment.

ENGINEERED WITH “ALL OF THE ABOVE”



- ALL-NEW 6.6L GAS V8 ENGINE WITH 6-SPEED AUTOMATIC TRANSMISSION
- WORLD'S FIRST SIX-FUNCTION GMC MULTIPRO TAILGATE
- PROGRADE TRAILERING SYSTEM WITH IN-VEHICLE TRAILERING APP¹
- TRACTION SELECT SYSTEM WITH AVAILABLE OFF-ROAD AND TOW/HAUL MODES
- PREMIUM GMC INFOTAINMENT SYSTEM² WITH CUSTOMIZABLE USER PROFILES AND 8" DIAGONAL COLOUR TOUCH-SCREEN
- HEATED, 10-WAY POWER LEATHER-APPOINTED FRONT SEATS
- DURAMAX TURBO DIESEL PAIRED WITH THE ALL-NEW ALLISON 10-SPEED AUTOMATIC TRANSMISSION IS AVAILABLE



Sierra HD SLT is all about capability—doing more with more. The innovative new Dual Path Air Induction System included with the available Duramax Turbo Diesel V8 engine maximizes horsepower and helps optimize trailering performance. Inside, you'll find the cabin roomier and your driving position elevated with a taller, more commanding view than in previous generations. To haul more, the roll-formed high-strength steel bed provides the cargo volume you need in all configurations—max cargo capacity ranges from 1971 L (69.6 cu. ft.)³ (standard bed) to 2364 L (83.5 cu. ft.)³ (long bed). Digital Variable Steering Assist improves manoeuvrability and the available 2-speed Autotrac transfer case allows you to select the ideal 4x4 mode for specific on- and off-road conditions. Powering all of this is the all-new standard direct-injected 6.6L gas V8 engine with 401 hp, 464 lb.-ft. of torque and a 6-speed automatic transmission or the available 6.6L Duramax Turbo Diesel with 445 hp, 910 lb.-ft. of torque and the all-new Allison 10-speed automatic transmission.

¹App 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. ²Functionality may vary by model. Full functionality requires compatible Bluetooth® and smartphone, and USB connectivity for some devices. Data plan rates may apply. ³Cargo and load capacity limited by weight and distribution.

PULLS THE WEIGHT OF YOUR WORLD



SIERRA 3500 HD SLE REGULAR CAB 4X2 with Dual Rear Wheels in Dnyx Black shown with available equipment.



35,500¹ LB.

MAX TRAILERING INCREASED BY 52 PERCENT OVER THE PREVIOUS GENERATION

Every choice we made in engineering the Next Generation Sierra Heavy Duty was done to enhance your trailering abilities and your driving experience. Up to an available 35,500-lb. (16,102 kg)¹ max trailering capability was achieved by utilizing strong, more robust chassis components—frame, axles and prop shaft—as well as these additional enhancements.

COOL To help maintain optimal operating temperatures of the available 6.6L Duramax Turbo Diesel V8 engine, we added a massive 711 mm (28") variable-speed cooling fan. Dense, cool air from the new Dual Path Air Induction System is drawn through both the hood scoop and the large grille to maximize horsepower and help optimize trailering performance. A factory-installed Diesel After-Run feature is designed to help cool down the engine following heavy usage. If the vehicle is shut off while the engine is too hot, it will immediately restart, allowing the engine fan to run and coolant to flow.

CAPABLE Sierra Heavy Duty features an all-new fully boxed ladder-type frame with nine high-strength steel cross members, making it stronger for confident trailering and increased load hauling. All-new larger rear prop shafts and upgraded U-joints have been optimized to handle high torque output and improve durability. The ring gear in the rear axle on 3500 Heavy Duty models with the available Duramax Turbo Diesel engine is also larger—measuring 305 mm (12") to help deliver up to 910 lb.-ft. of torque in first gear.² On 2500 Heavy Duty models, the rear ring gear now measures 292 mm (11.5").

COMMANDING The long wheelbase, strong frame and shear-style body mounts combine for a smooth ride with more control. The short-/long-arm independent front suspension offers a proven formula for the best possible ride and handling benefits. Delivering an enhanced sense of control to the driver on the highway and in the parking lot, available Digital Variable Steering Assist optimizes steering effort at high speeds and manoeuvrability at low speeds. Brake enhancements include extended-hold Hill Start Assist, which provides extra time to start uphill from a complete stop. There's also a new Brake Pad Life Monitor and an Electric Parking Brake, which includes Steep Grade Apply and Park Grade Hold Assist.

¹35,500-lb. (16,102 kg) rating requires 3500 HD Regular Cab DRW 4x2 model equipped with available 6.6L Duramax Turbo Diesel engine and available gooseneck hitch. 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.

²Excludes four-wheel-drive low transfer case setting on 4x4 models.

A dark, grayscale image of a car engine, showing various components like hoses, belts, and metal parts. The image is dimly lit, with the text overlaid in a bright white color. The text is arranged in three lines, centered horizontally.

**POWER THAT
COMMANDS
RESPECT**



AVAILABLE ALL-NEW ALLISON 10-SPEED AUTOMATIC TRANSMISSION

- OPTIMIZES GEAR SHIFTS FOR MAXIMUM POWER, TORQUE AND EFFICIENCY
- RIGHT GEAR FOR THE SITUATION KEEPS RPM IN IDEAL POWER BAND
- A CHAIN-DRIVEN POWER TAKEOFF FEATURE IS AVAILABLE¹

AVAILABLE 6.6L DURAMAX TURBO DIESEL V8

- 445 HP AND 910 LB.-FT. OF TORQUE
- LARGER VARIABLE-SPEED COOLING FAN AND DUAL PATH AIR INDUCTION SYSTEM
- FACTORY-INSTALLED DIESEL AFTER-RUN FEATURE
- INTELLIGENT DIESEL EXHAUST BRAKE SYSTEM

Sierra Heavy Duty: There's a lot of power behind that name. The available legendary Duramax 6.6L Turbo Diesel V8 engine is paired with the all-new Allison 10-speed automatic transmission, which is designed to deliver all 910 lb.-ft. of torque in first gear on 3500 Heavy Duty models.² The Diesel After-Run cooling function is designed to help the engine cool down following heavy usage. Also, an available chain-driven Power Takeoff feature¹ is factory-installed on the Allison transmission so you can transfer power from the engine to aftermarket equipment, such as a generator or hydraulic pump.

¹Available on Sierra and SLE trims. ²Excludes four-wheel-drive low transfer case setting on 4x4 models.

ALL-NEW 6.6L GAS V8 ENGINE

- | 401 HP AND 464 LB.-FT. OF TORQUE
- | FIRST HEAVY-DUTY TRUCK IN ITS CLASS WITH A DIRECT-INJECTION GAS ENGINE
- | CONTINUOUSLY VARIABLE VALVE TIMING (VVT) FOR PRECISE AIR DELIVERY
- | PAIRED WITH A 6-SPEED TRANSMISSION
- | MAX TRAILERING OF UP TO 17,370 LB. (7879 KG)¹ (AS SHOWN UP TO 16,620 LB. [7539 KG]¹)

THE STRENGTH TO MOVE UP MOUNTAINS

For 2020, an all-new 6.6L gasoline V8 engine joins the Sierra Heavy Duty performance lineup. Offering 401 hp and 464 lb.-ft. of torque, this engine provides an 11 percent increase in horsepower and a 22 percent increase in peak torque compared with the previous 6.0L gas engine. This standard engine elevates Sierra Heavy Duty's performance and efficiency with direct injection and Variable Valve Timing. It also features a forged steel crankshaft, powder-metal connecting rods and other high-strength components for added strength and durability. The 6.6L gasoline V8 is paired with the proven 6-speed automatic transmission with upgraded components to handle the 6.6L's higher torque output.

¹Sierra's 17,370-lb. (7879 kg) rating requires a 2500 HD Regular Cab 4x2 model with 6.6L gas V8 engine, 17" wheels and available fifth-wheel or gooseneck hitch. Sierra's 16,620-lb. (7539 kg) rating requires a 2500 HD Crew Cab standard bed 4x4 model with 6.6L gas V8 engine and available fifth-wheel or gooseneck hitch. 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.



SIERRA 2500 HD AT4 CREW CAB in Summit White shown with available equipment.



A TRAILERING VISIONARY



Knowledge is power. It's also the foundation of your confident trailering experience. Sierra Heavy Duty offers you the tools to stay in control of the truck and your trailer with the available ProGrade Trailering System. This suite of intelligent trailering technologies streamlines the hitching and trailering process to help give you a sense of control and confidence.

IN-VEHICLE TRAILERING APP¹ To help improve your trailering experience, the available in-vehicle Trailering App offers a variety of useful features. The app is integrated with and accessible through Sierra's infotainment system,² with features including the ability to create five defined trailer profiles based on trailer name, trailer type and trailer hitch type. There are also maintenance reminders, predeparture checklists, a Trailer Light Sequence Test, trailer electrical diagnostics and an available Trailer Tire Pressure Monitoring System.³

myGMC™ APP⁴ 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 monitoring³ and trailer mileage. There's also a trailering glossary to provide a quick reference to trailering-related materials.

SMART TRAILER INTEGRATION Sierra Heavy Duty is designed to provide you with an integrated experience with the available ASA Electronics iN•Command[®] Control System.⁵ The available system is designed to integrate with and be accessible through the myGMC App⁴ (on compatible iPhone[®] and Android™ smartphones) or on Sierra Heavy Duty's infotainment system² via Apple CarPlay™⁶ and Android Auto™⁷. 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 Traction Select System allows you to quickly switch among multiple traction configurations based on equipment, including Tow/Haul mode and available Off-Road mode, to optimize powertrain calibrations, traction control settings and stability control system calibrations for a variety of terrain and driving conditions. The system will retain the tow/haul setting configurations for up to 4 hours after the vehicle is turned off, eliminating the need to re-engage the system when returning from a brief stop on a long journey.

¹App 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. ²Functionality may vary by model. Full functionality requires compatible Bluetooth and smartphone, and USB connectivity for some devices. Data plan rates may apply. ³Must be installed by the customer or a third-party service centre. Requires available trailer tire pressure monitor sensors. ⁴Device data connection required. Available on select Apple[®] and Android devices. Some features require active service plan and working electrical system. Service availability, features and functionality vary by vehicle. ⁵iN•Command is provided by ASA Electronics and is designed to operate within 9.14 metres (30 feet) of the trailer. Works with trailers equipped with the 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 active service plan. User terms apply. See onstar.ca for details and limitations. ⁶Vehicle 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 iTunes are trademarks of Apple, Inc., registered in the U.S. and other countries. ⁷Vehicle 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.

CONFIDENCE EVERYWHERE YOU LOOK

UP TO 15 AVAILABLE CAMERA VIEWS:¹

- 1 TRANSPARENT TRAILER VIEW
- 2 HITCH VIEW
- 3 BED VIEW
- 4 FRONT CAMERA VIEW
- 5 REAR CAMERA VIEW
- 6 SURROUND VIEW
- 7 FRONT TOP-DOWN VIEW
- 8 REAR TOP-DOWN VIEW
- 9 BOWL VIEW
- 10 FRONT SIDE VIEW
- 11 REAR SIDE VIEW (WITH TRAILER BIASING)
- 12 REAR TRAILER VIEW
- 13 INSIDE TRAILER VIEW
- 14 PICTURE-IN-PICTURE SIDE VIEW
- 15 REAR CAMERA MIRROR



Trailering is all about confidence. Assurance that everything is operating as it should, every step of the journey. In the Next Generation Sierra Heavy Duty, that confidence starts with the all-new available ProGrade Trailering System and the visibility it offers—you can add up to 15 camera views¹ with accessory cameras and the available Technology Package. It helps when hooking up your trailer, while on the road and when backing your trailer into place. One of those views is the industry-first available transparent trailer view, which allows you to see right through the trailer to detect objects behind it.



¹Read 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.

SAFETY IN NUMBERS

SIERRA HEAVY DUTY OFFERS AVAILABLE:

- LANE CHANGE ALERT WITH SIDE BLIND ZONE ALERT
- REAR CROSS TRAFFIC ALERT
- AUTOMATIC EMERGENCY BRAKING
- HIGH DEFINITION SURROUND VISION
- REAR CAMERA MIRROR AND BED VIEW CAMERA
- MULTICOLOUR 15" DIAGONAL HEAD-UP DISPLAY
- HIGH DEFINITION REAR VISION CAMERA
- SAFETY ALERT SEAT
- LANE DEPARTURE WARNING
- FORWARD COLLISION ALERT
- INTELLIBEAM HEADLAMPS
- FRONT AND REAR PARK ASSIST
- ONSTAR^{®1} SAFETY & SECURITY PLAN²



Sierra Heavy Duty offers more active safety and driver-assistance technologies than the previous generation. These new available innovations use a combination of cameras, short- and long-range radars and ultrasonic sensors to help you avoid mishaps, helping to make you and your companions feel safe, secure and confident. And with the available OnStar¹ Safety & Security Plan,² you have the added peace of mind knowing an OnStar Advisor could be only a button-push away.

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.

¹Connected vehicle services require a 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.ca for coverage map, details and system limitations. ²Requires vehicle electrical system (including battery), wireless service and GPS satellite signal to be available and operating for features to function properly. Services are subject to user terms and limitations and vary by model and/or vehicle configuration. Not all vehicles may transmit all crash data. OnStar acts as a link to existing emergency service providers; OnStar Emergency Advisors are certified by the International Academies of Emergency Dispatch. Roadside service provided by Allstate Roadside Services, and limitations and restrictions apply. Stolen Vehicle Assistance requires armed factory-installed theft-deterrent system and selection of notification communication preference(s); these services are intended to assist with vehicle recovery and do not prevent theft or protect against damage or loss; additional messaging and data rates may apply. Visit onstar.ca for more details.

GM

A close-up, low-angle shot of the GM logo on a car's roof rack. The logo is rendered in a 3D, metallic style with a red face and silver outline. Above the logo, a rectangular panel on the roof rack contains a camera lens and a bright light source. The background is a clear, light blue sky.

THIS IS BIG

Every element of the previous-generation Sierra Heavy Duty's exterior design—sculpted headlamps, prominent hood with large, powerful hood scoop, large distinctive grille—was redesigned to signal the strength and capability that lie within. It was built big so you can tow big.



ALL-NEW BIGGER, BOLDER PROPORTIONS

- UP TO 51 MM (2") TALLER, 254 MM (10") LONGER, 25 MM (1") WIDER
- HIGHER DRIVER-SEAT POSITION
- LONGER WHEELBASE
- INCREASED REAR TRACK WIDTH



ALL-NEW HOOD SCOOP AND LARGER GRILLE

- BOTH GAS AND DIESEL ENGINES BENEFIT FROM AN AIR INDUCTION SYSTEM THAT RECEIVES COOL AIR THROUGH THE TOP OPENING OF THE LARGE GRILLE
- A FUNCTIONAL HOOD SCOOP PROVIDES A SECOND SOURCE OF COOL AIR TO THE AVAILABLE 6.6L DURAMAX TURBO DIESEL



NEW TRAILERING MIRRORS

- POWER EXTENSION, RETRACTION AND FOLDING ARE AVAILABLE
- AUXILIARY SPOT LAMPS ARE AVAILABLE
- AMBER CLEARANCE LAMPS ARE AVAILABLE
- PERIMETER LIGHTING IS AVAILABLE



NEW SIDE BED STEPS AND LARGER CORNER STEPS

- INTEGRATED SIDE BED STEPS ARE LOCATED IN FRONT OF THE REAR WHEEL ARCHES FOR EASY ACCESS TO THE FRONT OF THE BED, EVEN WITH A FIFTH-WHEEL OR GOOSENECK TRAILER HITCHED
- THE CORNER STEPS IN THE REAR BUMPER ARE ALSO LARGER THAN EVER

THIS IS MORE LIKE IT

- CARGO VOLUME: STANDARD BED, 1971 L (69.6 CU. FT.);¹ LONG BED, 2364 L (83.5 CU. FT.)¹
- ROLL-FORMED HIGH-STRENGTH STEEL BED FLOOR
- 12 CARGO TIE-DOWNS RATED AT 500 LB. (227 KG)¹ PER CORNER
- UP TO NINE ADDITIONAL MOVABLE ACCESSORY UPPER TIE-DOWNS ARE AVAILABLE (SHOWN AT RIGHT)
- CORNERSTEP REAR BUMPER WITH LARGER FOOTWELLS THAN PREVIOUS GENERATION
- LED CARGO BED LIGHTING IS AVAILABLE
- NEW 120-VOLT BED-MOUNTED POWER OUTLET IS AVAILABLE

We redesigned the cargo beds to give you more room and functionality to help you do more. Sierra Heavy Duty offers exceptional cargo volume in all configurations—from 1971 L (69.6 cu. ft.)¹ (standard bed) up to 2364 L (83.5 cu. ft.)¹ (long bed). The roll-formed high-strength steel bed surface creates a strong, durable bed floor. To help protect the bed floor, a spray-on bedliner is standard on Denali and AT4 and is available on other trims. For 2020, the beds are longer and wider to help fit your biggest loads. The bed height makes for comfortable lift-in loading and is optimized for gooseneck/ fifth-wheel trailer clearance.

¹Cargo and load capacity limited by weight and distribution. Standard bed shown.





THE TAILGATE TO END ALL TAILGATES

Pushing the limits of innovation, the available World's First GMC MultiPro Tailgate offers six distinct functions designed to improve loading, unloading and accessing the cargo bed. It's been rigorously tested to exacting GMC standards for structural strength and durability. In fact, the MultiPro Tailgate is the most tested tailgate in GMC history. And when you're camping or tailgating and want to bring your music outdoors—without leaving your truck running—the available accessory¹ MultiPro Audio System by KICKER^{®2} is designed to integrate into the MultiPro Tailgate.



1

PRIMARY GATE

Open the primary gate using the key fob's power release from inside the truck or from a button on the gate.

2

PRIMARY GATE LOAD STOP

With the primary gate open, the load stop can help prevent items from sliding out of the bed.

3

EASY ACCESS

The inner gate folds down for easy access when loading and unloading the bed.



4

FULL-WIDTH STEP

The inner gate folds into a large step for easy access, holding up to 375 lb. (170 kg).



5

INNER GATE LOAD STOP

The inner gate also includes a load stop to help prevent second-tier items from sliding out of the bed.



6

INNER GATE WITH WORK SURFACE

The opened inner gate provides a work surface as well as second-tier loading.

WATCH THE GMC MULTIPRO TAILGATE IN ACTION AT [GMCCANADA.CA](https://gmccanada.ca).

GO FAR, STAY CLOSE



SIERRA HEAVY DUTY INFOTAINMENT¹ OFFERS AVAILABLE:

- 8" DIAGONAL TOUCH-SCREEN AND NAVIGATION²
- IN-VEHICLE APPS³ INCLUDING TRAILERING AND CUSTOMIZABLE PROFILES
- WIRELESS CHARGING⁴
- APPLE CARPLAY™ COMPATIBILITY⁵
- ANDROID AUTO COMPATIBILITY⁶
- BUILT-IN 4G LTE WI-FI® HOTSPOT⁷
- SIRIUSXM® WITH 360L⁸
- GMC CONNECTED SERVICES PLANS

On the road, you're never far from the people, information and entertainment that matter. The available Premium GMC Infotainment System¹ uses a simplified interface that's more intuitive than ever before. Connect two devices at once using Bluetooth⁹ with storage for up to 10 and 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 Next Generation Sierra Heavy Duty.

Seamlessly link your connected life to your Sierra Heavy Duty with GMC Connected Services¹⁰ with its range of plans such as an available Remote Access Plan.¹¹

Discover how to stay connected at gmccanada.ca.



¹Functionality may vary by model. Full functionality requires compatible Bluetooth and smartphone, and USB connectivity for some devices. Data plan rates may apply. ²At time of printing, detailed map coverage is available for most major urban areas of the United States and for certain metropolitan areas of Canada (Vancouver, Calgary, Edmonton, Winnipeg, Windsor, London, Toronto, Ottawa, Montreal, Quebec City and Halifax). Coverage is significantly limited outside these areas. ³App 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. ⁴The system wirelessly charges one compatible mobile device. Some devices require an adapter or back cover. See mygmc.ca for more information. ⁵Vehicle 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 iTunes are trademarks of Apple, Inc., registered in the U.S. and other countries. ⁶Vehicle 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. ⁷Services and connectivity vary by model and/or vehicle configuration and conditions, as well as geographical and technical restrictions. 4G LTE service available in select markets. Requires active connected vehicle services and a data plan to access the vehicle's built-in Wi-Fi Hotspot. Accessory Power must be active to use the Wi-Fi Hotspot. Data plans provided by AT&T® or its local service provider. Credit card is required for purchase. ⁸Available in 10 Canadian provinces, three territories and the 48 contiguous United States. Subscription sold separately after trial period. If you decide to continue your service at the end of your trial subscription, the plan you choose will automatically renew and bill at then-current rates until you call 1-888-539-7474 to cancel. Other fees and taxes will apply. All fees and programming subject to change. See the Customer Agreement for complete terms at siriusxm.ca/terms. ©2020 SiriusXM Canada, Inc. "SiriusXM," the SiriusXM logo, channel names and logos are trademarks of SiriusXM Radio, Inc., and are used under licence. SiriusXM Canada products, programming and services are subject to change. ⁹Not compatible with all devices. ¹⁰Connected vehicle services require a 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.ca for coverage map, details and system limitations. ¹¹Diagnostic capabilities vary by model and/or vehicle configuration and do not cover all vehicle conditions; requires email address on file and enrolment in Vehicle Diagnostics to receive alerts; additional message and data rates may apply. Tire Pressure Monitoring System required (excludes spare). Does not include emergency or security services. Vehicle Locate is designed to locate compatible connected vehicles and capabilities vary by model and/or vehicle configuration and mobile device; available in the U.S., Canada and Mexico only. Remote Key Fob enables services such as remote start (requires GM factory-installed and enabled remote-start system), door lock/unlock (requires automatic locks) as well as lights and horn activation. Send-to-Vehicle Navigation requires a GM factory-installed navigation system to send directions to the vehicle. Alexa™ and Google Assistant™ are only available in the U.S. and Canada in U.S. English on properly equipped vehicles; some commands are not supported on some vehicles. Services are subject to user terms and limitations. Visit onstar.ca for more details.

THE QUESTION IS, WHICH ONE?

SIERRA HEAVY DUTY TRIMS

All vehicles shown with available equipment.



SIERRA Includes LED reflector headlamps, LED wheel arch lamps, 12 fixed cargo tie-downs (three in each corner rated at 500 lb. [227 kg]¹ per corner), new side Bed Step and larger rear bumper corner steps, 6.6L gas V8 engine with 401 hp and 464 lb.-ft. of torque, electronic shift transfer case with rotary controls on 4x4 models, heavy-duty automatic locking rear differential, 4-wheel anti-lock disc brakes with Duralife brake rotors, manual-folding/-extending vertical trailering mirrors with lower convex mirrors, conventional trailer hitch with 7- and 4-pin connectors and Hitch Guidance², 40/20/40 front cloth bench seat, 7" diagonal infotainment system³ with Apple CarPlay^{TM4} and Android Auto^{TM5} compatibility and rear air vents (Double Cab and Crew Cab models). Also available in a dual-rear-wheel configuration.



SLE Includes most Sierra standard content and adds a bright side-window surround, body-colour door handles, 8" diagonal infotainment system,³ remote keyless entry, 2 USB ports⁶ located on the instrument panel, steering-wheel-mounted cruise control, an integrated trailer brake controller, manual-folding/-extending power-adjustable vertical trailering mirrors with heated upper glass and integrated turn signals, a leather-wrapped steering wheel with audio controls and a colour 4.2" diagonal Driver Information Centre. The World's First Six-Function MultiProTM Tailgate is available, as is a dual-rear-wheel configuration.



SLT Includes most SLE standard content and adds the standard World's First Six-Function MultiPro Tailgate. To enhance your trailering, SLT includes the ProGradeTM Trailering System with in-vehicle Trailering App;⁷ high-intensity LED headlamps; signature LED tail lamps and LED fog lamps; heated steering wheel; High Definition Rear Vision Camera;² heated driver and front outboard passenger 10-way power leather-appointed front seats; and power-folding/-extending vertical trailering mirrors with auto-dimming upper glass, perimeter lighting, puddle lamps, auxiliary lighting and chrome mirror caps. Also available in a dual-rear-wheel Crew Cab configuration.



AT4 Includes off-road suspension, Rancho[®] shocks, electronic 2-speed Autotrac transfer case, skid plates with an Eaton[®] automatic locking rear differential, a Traction Select System with Off-Road mode and 18" wheels with all-terrain tires—20" wheels and tires are available. Inside, there's a premium infotainment system³ with customizable profiles and 8" diagonal touch-screen, heated and ventilated 10-way power front leather-appointed bucket seats and heated rear outboard seats, a heated and leather-wrapped steering wheel, all-weather floor liners with AT4 logo and rear seatback storage. You can also add an available multicolour 15" diagonal Head-Up Display with Off-Road Inclinator and up to 15 available camera views⁸ with available Technology Package. Outside, there are power-folding/-extending vertical trailering mirrors with auto-dimming upper glass, perimeter lighting, puddle lamps, auxiliary lighting and black mirror caps and a spray-on bedliner with AT4 logo.



DENALI Includes most SLT standard content and adds an off-road suspension, Rancho shocks, electronic 2-speed Autotrac transfer case, skid plates, a spray-on bedliner with Denali logo and 20" polished aluminum wheels on single-rear-wheel models including 3500 Heavy Duty. The cabin features heated and ventilated Forge leather-appointed front seating and heated rear outboard seats, ash wood trim, brushed aluminum and chrome accents, a premium infotainment system³ with Navigation⁹ and 8" diagonal touch-screen, a Bose¹⁰ Premium Sound System and 8" digital Driver Information Centre. Safety technologies² include Lane Departure Warning, Lane Change Alert with Side Blind Zone Alert, Rear Cross Traffic Alert, Forward Collision Alert, Automatic Emergency Braking, IntelliBeam headlamps and Following Distance Indicator. Also available in a dual-rear-wheel configuration.

¹Cargo and load capacity limited by weight and distribution. ²Read the vehicle Owner's Manual for important feature limitations and information. ³Functionality may vary by model. Full functionality requires compatible Bluetooth[®] and smartphone, and USB connectivity for some devices. Data plan rates may apply. ⁴Vehicle 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 iTunes are trademarks of Apple, Inc., registered in the U.S. and other countries. ⁵Vehicle 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. ⁶Not compatible with all devices. ⁷App 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. ⁸Read 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. ⁹At time of printing, detailed map coverage is available for most major urban areas of the United States and for certain metropolitan areas of Canada (Vancouver, Calgary, Edmonton, Winnipeg, Windsor, London, Toronto, Ottawa, Montreal, Quebec City and Halifax). Coverage is significantly limited outside these areas. ¹⁰Bose is a registered trademark of Bose Corporation. ¹¹The system wirelessly charges one compatible mobile device. Some devices require an adapter or back cover. See mygmc.ca for more information.

SELECT SIERRA HEAVY DUTY PACKAGES

See your GMC dealer or gmccanada.ca for more package details and requirements.



SLT PREMIUM PLUS PACKAGE Includes front bucket seats with centre console, ventilated front seats, rear sliding power window, universal home remote, USB ports⁶ with auxiliary input, roof marker lamps, heated rear outboard seats on Crew Cab models, 8" diagonal premium infotainment system³ with Navigation,⁹ Bose¹⁰ Premium Sound System, wireless charging,¹¹ Front and Rear Park Assist,² Lane Change Alert with Side Blind Zone Alert,² Rear Cross Traffic Alert,² Forward Collision Alert,² Lane Departure Warning,² Automatic Emergency Braking,² IntelliBeam headlamps, Following Distance Indicator,² 20" machined aluminum wheels with Bright Silver accents, 6" chrome rectangular assist steps and a spray-on bedliner.

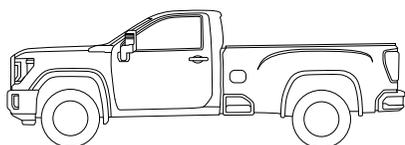


AT4 PREMIUM PACKAGE Includes universal home remote, rear sliding power window, 8" diagonal premium infotainment system³ with Navigation,⁹ Bose¹⁰ Premium Sound System, roof marker lamps, wireless charging,¹¹ Front and Rear Park Assist,² Lane Change Alert with Side Blind Zone Alert,² Rear Cross Traffic Alert,² 20" machined aluminum wheels with high-gloss black accents and 6" black rectangular assist steps. Shown with available accessory off-road black assist steps.



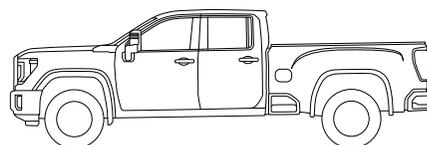
DENALI ULTIMATE PACKAGE Includes High Definition Surround Vision,² Rear Camera Mirror,² Bed View Camera,² multicolour 15" diagonal Head-Up Display and a power sunroof.

SIERRA HEAVY DUTY CAB AND BED CONFIGURATIONS



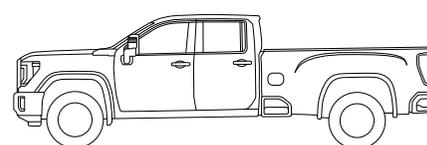
REGULAR CAB LONG BED

AVAILABLE ON BASE SIERRA AND SLE IN SINGLE- OR DUAL-REAR-WHEEL CONFIGURATIONS.



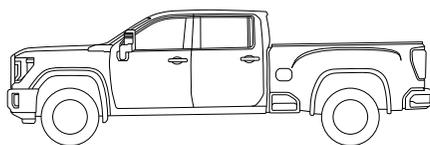
DOUBLE CAB STANDARD BED

AVAILABLE ON BASE SIERRA, SLE AND SLT (2500 HEAVY DUTY ONLY) IN SINGLE-REAR-WHEEL CONFIGURATIONS.



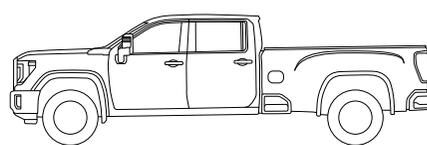
DOUBLE CAB LONG BED

AVAILABLE ON BASE SIERRA AND SLE IN SINGLE- OR DUAL-REAR-WHEEL CONFIGURATIONS. AVAILABLE ON 2500 HD SLT IN SINGLE-REAR-WHEEL CONFIGURATION ONLY.



CREW CAB STANDARD BED

AVAILABLE ON BASE SIERRA, SLE, SLT, AT4 AND DENALI IN SINGLE-REAR-WHEEL CONFIGURATIONS.



CREW CAB LONG BED

AVAILABLE ON BASE SIERRA, SLE, SLT AND DENALI IN SINGLE- OR DUAL-REAR-WHEEL CONFIGURATIONS. AVAILABLE ON AT4 IN SINGLE-REAR-WHEEL CONFIGURATION ONLY.

CHOOSE THE SIERRA HEAVY DUTY THAT'S RIGHT FOR YOU AT GMCCANADA.CA/BUILD-AND-PRICE.



SIERRA 3500 HD DENALI CREW CAB with Dual Rear Wheels in Onyx Black shown with available equipment.

SIERRA HEAVY DUTY BY THE NUMBERS

DURAMAX TURBO DIESEL TRAILER WEIGHT RATINGS¹

	Cab	Bed	Max GCWR (lb./kg) ²	Max Conventional Hitch (lb./kg)	Max Fifth-Wheel Hitch (lb./kg)	Max Gooseneck Hitch (lb./kg)	Max Payload (lb./kg) ³
2500	Reg 4x2	Long	26,000/11,794	14,500/6577	18,510/8396	18,510/8396	3715/1685
	Reg 4x4	Long	26,000/11,794	14,500/6577	18,190/8251	18,190/8251	3650/1656
	Double 4x2	Standard	26,000/11,794	14,500/6577	18,200/8256	18,200/8256	3561/1615
	Double 4x4	Standard	26,000/11,794	14,500/6577	17,890/8115	17,890/8115	3546/1608
	Double 4x2	Long	26,000/11,794	14,500/6577	18,040/8183	18,040/8183	3595/1631
	Double 4x4	Long	26,000/11,794	14,500/6577	17,750/8051	17,750/8051	3657/1659
	Crew 4x2	Standard	27,500/12,474	18,500/8392	18,500/8392	18,500/8392	3553/1612
	Crew 4x4	Standard	27,500/12,474	18,500/8392	18,500/8392	18,500/8392	3563/1616
	Crew 4x2	Long	27,500/12,474	18,500/8392	18,500/8392	18,500/8392	3536/1604
	Crew 4x4	Long	27,500/12,474	18,500/8392	18,500/8392	18,500/8392	3597/1632
3500 SRW	Reg 4x2	Long	29,700/13,472	14,500/6577	21,500/9752	21,500/9752	4215/1912
	Reg 4x4	Long	29,700/13,472	14,500/6577	21,500/9752	21,500/9752	4217/1913
	Double 4x2	Long	29,700/13,472	14,500/6577	21,490/9748	21,490/9748	4130/1873
	Double 4x4	Long	29,700/13,472	14,500/6577	21,210/9621	21,210/9621	4148/1882
	Crew 4x2	Standard	29,700/13,472	20,000/9072	21,500/9752	21,500/9752	4135/1876
	Crew 4x4	Standard	29,700/13,472	20,000/9072	21,300/9662	21,300/9662	4185/1898
	Crew 4x2	Long	29,700/13,472	20,000/9072	21,330/9675	21,330/9675	4013/1820
	Crew 4x4	Long	29,700/13,472	20,000/9072	21,040/9544	21,040/9544	4078/1850
	3500 DRW	Reg 4x2	Long	43,500/19,732	20,000/9072	32,000/14,515	35,500/16,102
Reg 4x4		Long	40,000/18,144	20,000/9072	31,760/14,406	31,760/14,406	6196/2811
Double 4x2		Long	40,000/18,144	20,000/9072	31,500/14,288	31,500/14,288	6059/2748
Double 4x4		Long	40,000/18,144	20,000/9072	31,340/14,216	31,340/14,216	5777/2620
Crew 4x2		Long	40,000/18,144	20,000/9072	31,400/14,243	31,400/14,243	5892/2673
Crew 4x4		Long	40,000/18,144	20,000/9072	31,180/14,143	31,180/14,143	5607/2543

GAS ENGINE TRAILER WEIGHT RATINGS¹

	Cab	Bed	Max GCWR (lb./kg) ²	Max Conventional Hitch (lb./kg)	Max Fifth-Wheel Hitch (lb./kg)	Max Gooseneck Hitch (lb./kg)	Max Payload (lb./kg) ³
2500	Reg 4x2	Long	24,000/10,886	14,500/6577	17,370/7879	17,370/7879	3979/1805
	Reg 4x4	Long	24,000/10,886	14,500/6577	17,060/7738	17,060/7738	3965/1799
	Double 4x2	Standard	24,000/10,886	14,500/6577	17,050/7734	17,050/7734	3762/1706
	Double 4x4	Standard	24,000/10,886	14,500/6577	16,740/7593	16,740/7593	3747/1700
	Double 4x2	Long	24,000/10,886	14,500/6577	16,930/7679	16,930/7679	3792/1720
	Double 4x4	Long	24,000/10,886	14,500/6577	16,650/7552	16,650/7552	3854/1748
	Crew 4x2	Standard	24,000/10,886	14,500/6577	16,940/7684	16,940/7684	3751/1701
	Crew 4x4	Standard	24,000/10,886	14,500/6577	16,650/7552	16,650/7552	3760/1706
	Crew 4x2	Long	24,000/10,886	14,500/6577	16,840/7639	16,840/7639	3800/1724
	Crew 4x4	Long	24,000/10,886	14,500/6577	16,550/7507	16,550/7507	3862/1752
3500 SRW	Reg 4x2	Long	24,000/10,886	14,500/6577	17,200/7802	17,200/7802	4481/2033
	Reg 4x4	Long	24,000/10,886	14,500/6577	16,950/7689	16,950/7689	4534/2057
	Double 4x2	Long	24,000/10,886	14,500/6577	16,700/7575	16,700/7575	4373/1984
	Double 4x4	Long	24,000/10,886	14,500/6577	16,500/7484	16,500/7484	4391/1992
	Crew 4x2	Standard	24,000/10,886	14,500/6577	16,700/7575	16,700/7575	4316/1958
	Crew 4x4	Standard	24,000/10,886	14,500/6577	16,530/7498	16,530/7498	4365/1980
	Crew 4x2	Long	24,000/10,886	14,500/6577	16,700/7575	16,700/7575	4333/1965
	Crew 4x4	Long	24,000/10,886	14,500/6577	16,410/7444	16,410/7444	4398/1995
	3500 DRW	Reg 4x2	Long	24,000/10,886	16,800/7620	16,800/7620	16,800/7620
Reg 4x4		Long	24,000/10,886	16,800/7620	16,710/7580	16,710/7580	7145/3241
Double 4x2		Long	24,000/10,886	16,400/7439	16,400/7439	16,400/7439	6985/3168
Double 4x4		Long	24,000/10,886	16,390/7435	16,270/7380	16,270/7380	6703/3040
Crew 4x2		Long	24,000/10,886	16,300/7394	16,200/7348	16,200/7348	6894/3127
Crew 4x4		Long	24,000/10,886	16,300/7394	16,180/7339	16,180/7339	6610/2998

ENGINE SPECIFICATIONS

Engine	Bore & Stroke (in./mm)	Block Material	Cylinder Head Material	Compression Ratio	Valvetrain	Fuel Delivery	Horsepower	Torque
6.6L V8 Turbo Diesel (L5P)	4.05 x 3.89 / 103 x 99	Cast iron	Cast aluminum	16 : 1	Overhead valve, four valves per cylinder	Common-rail direct fuel injection	445 @ 2800	910 @ 1600
6.6L V8 Gasoline (L8T)	4.06 x 3.86 / 103.25 x 98	Cast iron with nodular iron main caps	Cast aluminum	10.75 : 1	Overhead valve, two valves per cylinder, Variable Valve Timing	Direct fuel injection	401 @ 5200	464 @ 4000

TRANSMISSION SPECIFICATIONS

Transmission Type	Gear Ratios (1)	First	Second	Third	Fourth	Fifth	Sixth	Seventh	Eighth	Ninth	Tenth	Reverse	Final Drive Ratio
Allison® 10-speed automatic (6.6L Turbo Diesel)	10L1000	4.54	2.87	2.06	1.72	1.48	1.26	1.00	0.85	0.69	0.63	4.54	3.42
6L90 6-speed automatic (6.6L gas)	6L90	4.03	2.36	1.53	1.15	0.85	0.67	-	-	-	-	3.06	3.73

¹Requires properly equipped vehicle. 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. ²Gross Combination Weight Rating (GCWR) when properly equipped; includes weight of vehicle and trailer combination, including the weight of driver, passengers, fuel, optional equipment and cargo in the vehicle and trailer. ³These maximum payload ratings are intended for comparison purposes only. Before you buy a vehicle or use it to haul people or cargo, carefully review the vehicle loading section of the Owner's Manual and check the carrying capacity of your specific vehicle on the label on the inside of the driver's doorjamb.

LEARN MORE ABOUT HOW SIERRA HEAVY DUTY CAN HELP YOU TOW LIKE A PRO AT GMCCANADA.CA.

COLOUR YOUR WORLD

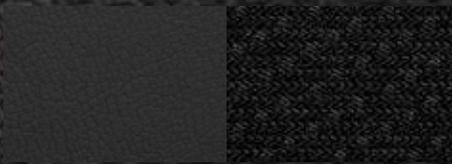
EXTERIOR



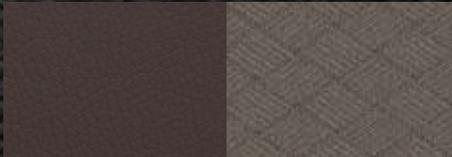
INTERIOR

COLOURS

CLOTH



Jet Black/Jet Black — Standard on Base Sierra Trim



Dark Walnut/Slate — Standard on SLE



Jet Black/Jet Black — Standard on SLE

VINYL



Jet Black/Jet Black — Available on Base Sierra Trim

LEATHER APPOINTMENTS



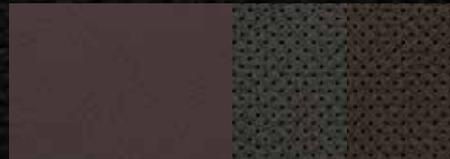
Dark Walnut/Slate Perforated — Standard on SLT



Jet Black/Jet Black Perforated — Standard on SLT



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



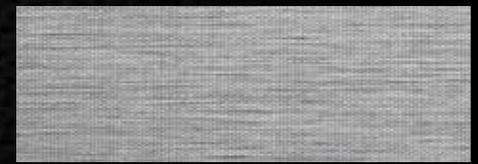
Dark Walnut/Dark Ash Grey Forge Perforated — Standard on Denali



Jet Black/Jet Black Forge Perforated — Standard on Denali

DETAILS

FINISHES



Aegis Patterned Aluminum — Standard on SLE/SLT



Dark Brushed Aluminum — Standard on AT4



Brushed Aluminum — Standard on Denali

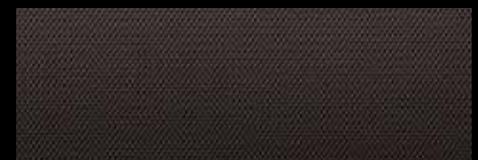
DOOR/CONSOLE ACCENTS



Arenite Tone — Standard on SLE



Cypress Wood Tone — Standard on SLT



Technical Appearance — Standard on AT4



Open-Pore Ash Wood — Standard on Denali

PRECISION-CRAFTED FROM THE GROUND UP

2500 HEAVY DUTY WHEELS



17" Painted Steel (PYN) — Standard on Base Sierra 2500 Heavy Duty



17" Machined Aluminum (PYQ) — Standard on 2500 HD SLE; Available on Base Sierra 2500 Heavy Duty



18" Painted Steel (PYT) — Available on Base Sierra 2500 Heavy Duty



18" 6-Spoke Machined Aluminum With High-Gloss Black Accents (PYR) — Standard on 2500 HD SLT and AT4; Available on 2500 HD SLE



20" 6-Spoke Bright Machined Aluminum With Bright Silver Accents (Q7R) — Available on 2500 HD SLE and SLT



20" 6-Spoke Bright Machined Aluminum With High-Gloss Black Accents (PYU) — Available on 2500 HD AT4



20" Multidimensional Polished Aluminum (RQA) — Standard on 2500 HD Denali

3500 HEAVY DUTY SINGLE REAR WHEEL (SRW) MODELS



18" Painted Steel (PYT) — Standard on Base Sierra 3500 Heavy Duty



18" 6-Spoke Aluminum With High-Gloss Black Accents (PYR) — Standard on 3500 HD SLE, SLT and AT4; Available on Base Sierra 3500 Heavy Duty



20" 6-Spoke Bright Machined Aluminum With Bright Silver Accents (Q7R) — Available on 3500 HD SLE and SLT



20" 6-Spoke Bright Machined Aluminum With High-Gloss Black Accents (PYU) — Available on 3500 HD AT4



20" Multidimensional Polished Aluminum (RQA) — Standard on 3500 HD Denali

3500 HEAVY DUTY DUAL REAR WHEEL (DRW) MODELS



17" Painted Steel (PYW) — Standard on Base Sierra 3500 Heavy Duty

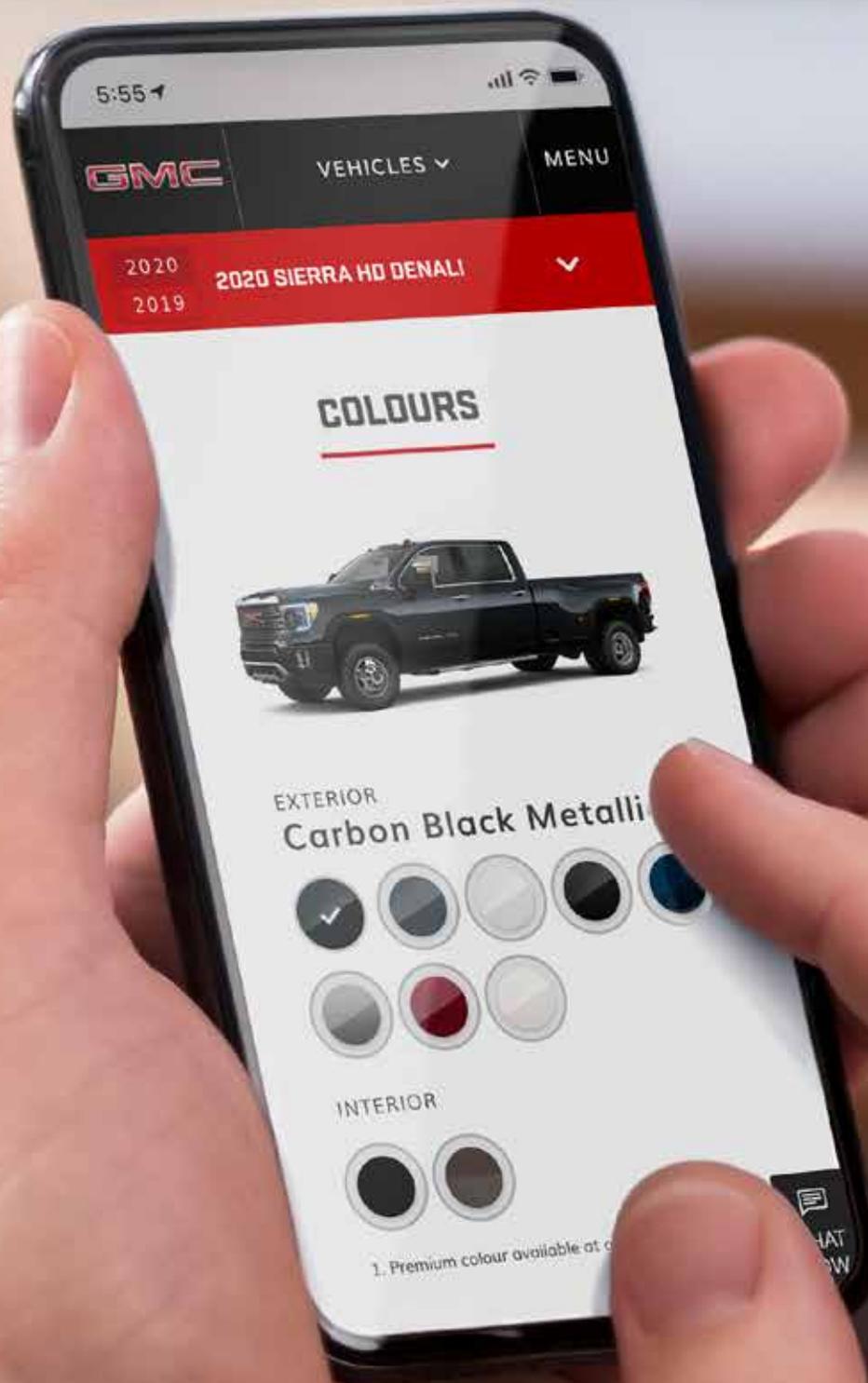


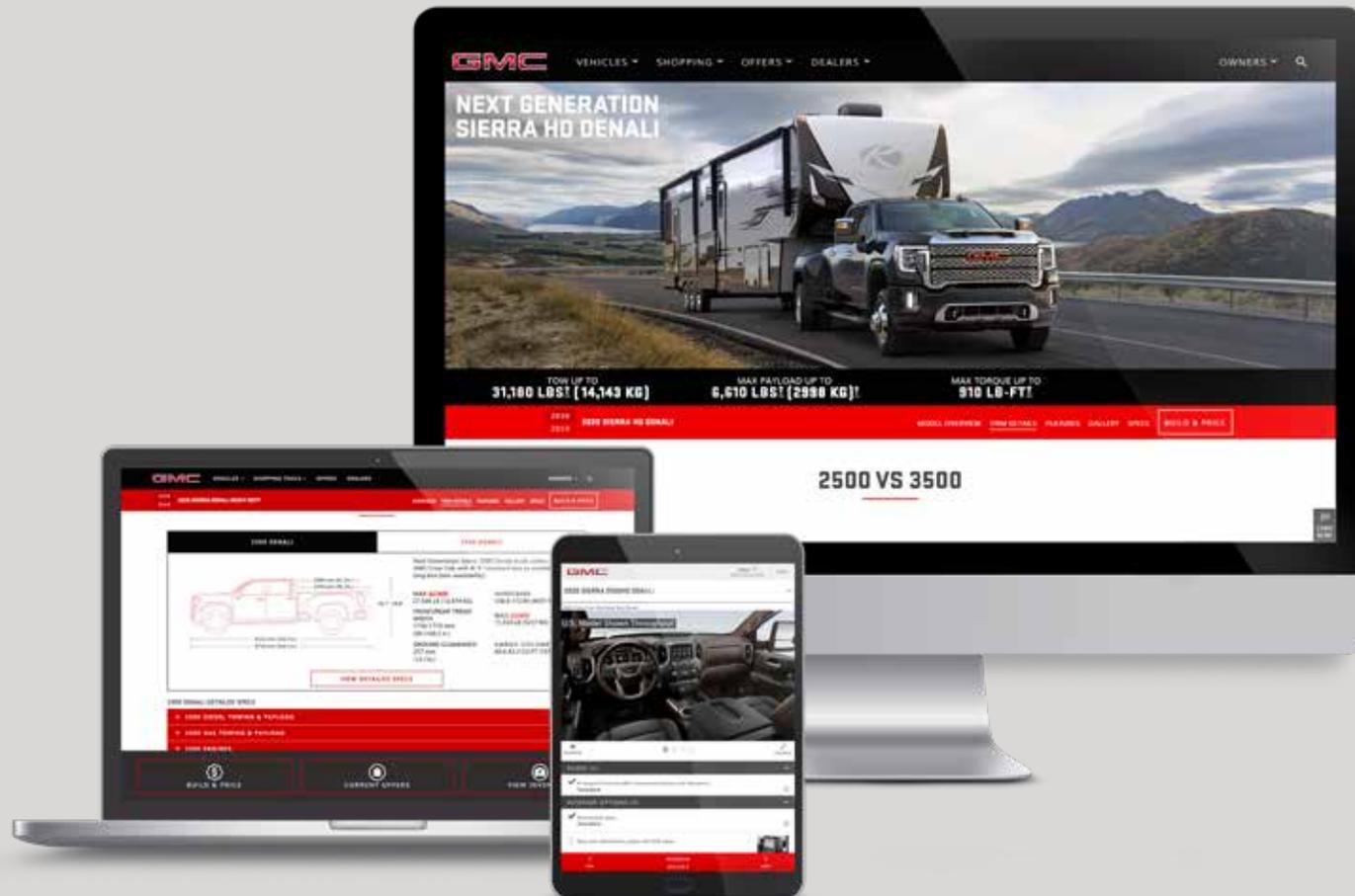
17" Painted Steel With Chrome Overlay (P06) — Standard on 3500 HD SLE and SLT



17" Polished Forged Aluminum (RS7) — Standard on 3500 HD Denali; Available on 3500 HD SLT Crew Cab

YOUR SIERRA HEAVY DUTY STARTS HERE





GMC's smart, comprehensive online tools elevate your shopping experience. Learn more about Sierra Heavy Duty's features, find the model that's right for you and sign up for email updates at gmccanada.ca.



Accessory wheels shown. Use only GM-approved tire and wheel combinations. See gmccanada.ca/accessories for important tire and wheel information, or see your dealer.

NOW IT'S PERSONAL



GMC Accessories are the only way to fully personalize your entire Sierra Heavy Duty—inside and out. They're engineered and tested to meet the Professional Grade standards of your Sierra Heavy Duty, as well as your own.

Find a full selection of Sierra Heavy Duty accessories¹ at gmccanada.ca/accessories.

¹Accessory warranty coverage, if any, varies. See your GM Warranty Booklet or GM dealer for details.

PROFESSIONAL GRADE



SIERRA HEAVY DUTY

CANYON

SIERRA

IS OUR DNA



YUKON



TERRAIN



ACADIA

PEACE OF MIND, STANDARD WITH EVERY GMC SIERRA HEAVY DUTY

Experience the GMC comprehensive coverage, warranty and protection program that comes standard with every new 2020 GMC Sierra Heavy Duty purchased or leased in Canada. Simply, it is designed around you, to make it easy to keep your GMC like new—and give you the confidence you deserve when you need it most.

- 2-year/24,000 km¹ Lube-Oil-Filter Maintenance² (limit of two)
- 3-year/60,000 km¹ Base Warranty Coverage³
- 5-year/100,000 km¹ Powertrain Component Warranty Coverage³
- 5-year/160,000 km¹ 6.6L Duramax Turbo Diesel Powertrain Component Warranty Coverage³
- 5-year/100,000 km¹ Courtesy Transportation⁴
- 5-year/100,000 km¹ 24/7 Roadside Assistance⁴
- 6-year/160,000 km¹ sheet metal rust-through perforation coverage³
- 8-year/130,000 km¹ coverage³ on specified major emission components

OTHER OWNERSHIP PRIVILEGES AND PROGRAMS:⁵

- GM Protection Plan (GMPP)—The only extended service plan backed by the resources and commitment of General Motors, GMPP may be purchased at the time of sale or subsequently during the Base Warranty Coverage period.⁶
- Certified Service—With GM-certified technicians and GM-approved parts, nobody knows your GM vehicle better.
- GMC Owner Centre—As an owner, take advantage of the GMC Owner Centre. This online owner's destination gives you access to current offers and helpful resources such as Owner's Manuals. Find out more at gmcowner.ca.

TO HELP YOU PURCHASE OR LEASE A NEW VEHICLE:

- Purchase Financing and Leasing—On-the-spot financing, see dealer for full details.⁷
- GM Student Bonus Program—Students or recent graduates of high school, college or university⁷ may be eligible to receive a Student Bonus vehicle redemption allowance of \$500 or \$750^{5,8} (tax inclusive; purchased vehicle dependant) to use toward the purchase, lease or finance of one eligible new GMC vehicle.
- GM Card—Cardholders may redeem Earnings toward the total purchase price or lease down payment of an eligible new GMC truck or SUV. Restrictions and limitations apply. For full program details,⁸ visit gmc card.ca.

INFORMATION RESOURCES:

You can find more information about these programs from your GMC dealer, or at these information centres:

- The GM website at gmccanada.ca
- The GM Customer Care Centre at 1-800-GM-DRIVE (1-800-463-7483 or 1-800-263-3830 for TDD users)

A WORD ABOUT THIS BROCHURE Some of the equipment shown or described throughout this brochure may be available at extra cost. We have tried to make this brochure comprehensive and factual. We reserve the right, however, to make changes at any time, without notice, in prices, colours, materials, equipment, specifications, models and availability. Specifications, dimensions, measurements, ratings and other numbers in this brochure and other printed materials provided at the dealership or affixed to vehicles are approximations based upon design and engineering drawings and prototypes and laboratory tests. Your vehicle may differ due to variations in manufacture and equipment. Since some information may have been adapted since the time of publication, please check with your GMC dealer for complete details. General Motors of Canada Company reserves the right to lengthen or shorten the model year for any product, for any reason, or to start and end model years at different times.

A WORD ABOUT THIS ASSEMBLY GMC vehicles are equipped with engines and components produced and assembled by different operating units of General Motors, its subsidiaries and 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 that you verify that your vehicle includes the equipment you ordered or, if there are changes, that they are acceptable to you.

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¹Whichever comes first. ²Limit of two (2) Lube-Oil-Filter services during the program period. Fluid top-offs, inspections, tire rotations, wheel alignments and balancing, etc., are not covered. Additional conditions and limitations apply. See participating dealer for details. ³Conditions apply. See Warranty Booklet for details. ⁴Conditions apply. See Owner's Manual for details. ⁵Conditions and limitations apply. ⁶Please work with your dealer to select the plan that is suitable for your driving needs. Dealers are free to set their own prices. ⁷Subject to eligibility. ⁸Program subject to change.

DRIVE THE CONVERSATION



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