

EMBARGOED: Thursday, Jan. 30, 2020 10 a.m. EST

GMC HUMMER EV Pairs Incredible Capability, Zero Emissions

"Quiet Revolution" campaign telegraphs GMC's future with its first all-electric truck

DETROIT – GMC will introduce the GMC HUMMER EV, bringing bold design and remarkable capability to the electrified vehicle space, during this weekend's big game, in an ad titled "Quiet Revolution."

The spot juxtaposes the staggering anticipated performance metrics of GMC's first all-electric truck with the remarkable quietness inherent in the operation of an electric vehicle.

The GMC HUMMER EV truck will showcase the GMC brand's design and engineering potential, and will feature¹:

- 1,000 horsepower
- 11,500 lb-ft of torque
- 0 to 60 mph in 3 seconds

"GMC builds premium and capable trucks and SUVs and the GMC HUMMER EV takes this to new heights," said Duncan Aldred, vice president of Global Buick and GMC. "We are excited to debut our revolutionary zero-emissions truck during the biggest night in TV advertising."

The GMC HUMMER EV will be revealed on May 20, 2020 and built in Michigan at General Motors' Detroit-Hamtramck assembly plant².

The 30-second TV spot is scheduled to air during the second quarter of the big game. The spot highlights the anticipated performance of GMC's all-electric super truck, which will generate remarkable metrics in terms of horsepower, torque and acceleration while providing incredible on- and off-road capability. All of this is combined with the vastly reduced noise and zero emissions inherent in the operation of an electric vehicle.

As part of the digital and social media marketing push surrounding the big game ad, GMC will take over the YouTube homepage masthead on Friday, Jan. 31. Customers can follow the conversation at #GMCHummerEV.

More information is available at www.gmc.com/HummerEV.

^[1] Based on General Motors estimates.

^[2] The GMC HUMMER EV will be built in Michigan at GM's Detroit Hamtramck Assembly with globally sourced parts.

About GMC

With a strong foundation of manufacturing trucks since 1902 and now selling in a dozen countries across the world, GMC offers purpose-built vehicles designed and engineered to the highest standard. From the all-new compact SUV Terrain to the Sierra HD, our trucks and crossovers deliver GMC's signature combination of intuitive technologies and premium execution, with the popular Denali representing the pinnacle of GMC design, performance and amenities. Details on all GMC models are available at www.gmc.com, on Twitter at [@GMC](https://twitter.com/GMC) or at www.facebook.com/gmc.