



Series 1500-2500-3500



**PICKUPS, 3+3,
CAB-AND-CHASSIS**



'74 GMC PICKUPS...a stand out in any crowd



Series 2500 Sierra Grande Wide-Side Pickup.

For '74 GMC has added new features to a pickup design that was a standout when first introduced. You can expect a roomy, comfortable cab with a large glass area for better visibility, a long wheelbase with standard leaf spring rear suspension for a smooth, relatively sway-free ride and independent front wheel with coil spring suspension. There's a new hydraulic booster brake system available for operation in the higher gross weight ranges and more horsepower with 350 CID engine standard in all V-8 models. Full-time four-wheel-drive is now available on all four-wheel-drive models with V-8 engines. You can still expect a standard continuous flow through ventilation system, padded armrests and sunshades, a radio antenna embedded in the windshield with available radios and an energy absorbing steering column as standard equipment. There's also a wide range of available equipment to choose from so that GMC can build the truck that fits your needs.

You'll find that practically all models offer a wide selection of available interior and exterior equipment including simulated wood grain trim, special moldings, new Rally style wheel hubs and trim rings. If looks matter a lot, you'll find a lot to like in a '74 GMC.

Sierra Grande Wide-Side

Sierra Grande by GMC heads up the line with its unmistakable look of luxury and style. But since beauty is only skin deep, you can also get the grit needed for work or demanding recreational travel. Works like a truck, looks and rides like a Sierra Grande.

Fenderside

Fenderside models available with 6½ and 8-foot long cargo boxes offer the convenience of side-step loading and smooth interior sidewalls. Standard pine wood floor is chemically treated for durability. Four-wheel-drive is available for 1500 and 2500 models.



Series 1500 Super-Custom Fenderside Pickup.



Series 1500 Sierra Grande Wide-Side Pickup.



Series 3500 Sierra Grande 3+3 Six Man Crew Cab.



Series 3500 Super-Custom Cab-and-Chassis with Stake Body.

3+3 Crew Cab

GMC's 3+3 Crew Cab models are available in 2500 and 3500 Series. The basic idea is hauling crews and cargo, but the 3+3 Wide-Side is equally at home with a slide-on camper or fifth wheel travel trailer. The dual rear wheels shown above are available on two-door Wide-Side Pickups as well as 3+3 Crew Cab Wide-Side models.

Cab-and-Chassis

Cab-and-Chassis models readily adapt to many commercial and utility body designs or you may order them with available 8 or 9-foot stake bodies depending on the series. Maximum GVW range up to 10,000-pounds in the 3500 Series and full-time four-wheel-drive is available in V-8 powered 2500 Series models.

GMC's standard cabs feature a host of durable design features common to all models including full front fender wheel housings, solid perimeter door frames, and full-height double-walled Wide-Side pickup box side panels to help keep the dents inside while the outside keeps on locking good.

'74 GMC Interiors

In keeping with contemporary tastes GMC interiors are designed to look good long after the sale, something you come to appreciate as your Pickup becomes a part of your everyday doings. There's a new all-vinyl seat trim available in Super-Custom models having a knit vinyl cushion and back rest inserts for breathe-ability and the standard Super-Custom cloth and vinyl seat trim has been restyled. Check your GMC dealer for his complete list of available options.

Sierra Grande (YE9)

Here's the comfort and quiet that you'd expect in a top-of-the-line vehicle. The available Sierra Grande interior includes a bench seat with deep foam cushion trimmed in a choice of herringbone nylon cloth and vinyl or elkhorn deep grained all-vinyls. Simulated wood grain accents trim door panels, steering wheel, (except K-1500 and K-2500 Series) instrument panel pad and full-gauge instrument cluster. Molded door trim panels include pouch type storage pockets. Deep pile carpeting, molded headliner and extensive sound suppression insulation are included, along with Sierra Grande emblems.

Sierra (Z84)

The Sierra's full width seat with deep foam cushion is trimmed in a choice of elkhorn grained vinyls or herringbone nylon cloth and vinyl. Door trim panels have simulated wood grained inserts and pouch type storage pockets. Color keyed components include nylon carpeting and garnish moldings. Exterior trim includes chrome front bumper, bright reveal moldings on windshield and rear window, bright cab back panel applique and chrome hub caps. Special insulation under seats, cowl and hood is included.

Super-Custom (Z62)

Interiors include a bench seat with full depth foam cushion trimmed in woven multi-stripped nylon cloth and vinyl, a selection of available embossed all-vinyls or knit and plain all-vinyls. Door trim panels feature simulated wood grain accents and integral padded armrests. Full length bright door sill plates and door operated dome and courtesy lamp switches are also included. Floor mat is color keyed to selected trim color.

Custom

GMC's standard interior includes a foam-padded bench seat with all-vinyl trim with ladder pattern coverings in a choice of four colors, courtesy lamp, padded armrests and sunshades, and prismatic rear view mirror. Black rubber floor mat extends to the firewall. Exterior trim includes bright grille outline moldings, headlamp bezels, door handles and Custom nameplates.



Herringbone nylon cloth and vinyl trim.



Elkhorn all-vinyl trim.



Multi-Striped nylon cloth and vinyl trim.



All-vinyl trim with ladder pattern coverings.



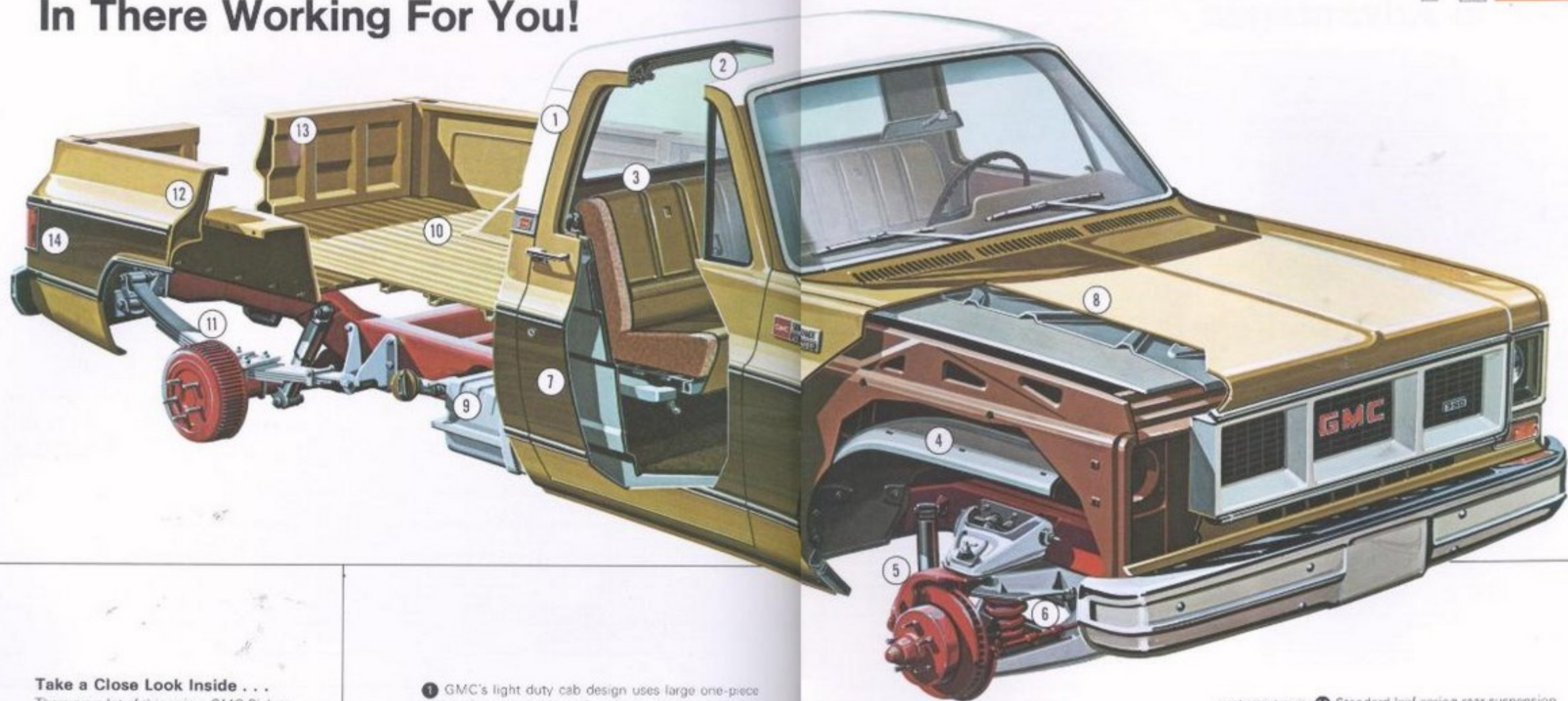
Shown above, the available Sierra Grande trim and available twin bucket seats with center console. Interior appointments include carpeting, simulated wood grain trim and bright accents on instrument cluster, instrument panel pad, steering wheel (except K-1500 and K-2500 Series) and door panels. Standard Sierra Grande bench seat trim is either elkhorn all-vinyl or herringbone fabric and vinyl, shown at left. Also included is an insulated and acoustically perforated headliner plus special insulation under the seat, hood and front cowl which contribute to a quiet ride.



Standard one piece integral instrument panel with foam pad features cockpit styling for the instrument and control area. All controls and gauges are designed for fast driver use or reading. Available instruments include ammeter, oil pressure and temperature gauges as well as a clock or tachometer. Resilient light switches and available cigarette lighter and radio control knobs are graphically marked for easy identification. Sierra Grande wood grain accents shown here.

Pickup Features... In There Working For You!

'74 GMC



Take a Close Look Inside . . .

There are a lot of things in a GMC Pickup that might be missed even while they're in there working for you. An idea like an aerodynamic cab design might get lost because of the GMC's outstanding appearance. Or the fact that pickup box sheet metal is electrostatically primed to draw the paint into cracks and crevices. And then there's our tough one-piece stamped steel inner and outer door panels. You might never know it if we didn't tell you. Consider these other features . . .

① GMC's light duty cab design uses large one-piece panels for a reduction of rust attracting seams and improved sealing. ② The two-piece sandwich type welded roof panels with standard insulation offer strength and rigidity. ③ At the same time, inner, upper and outer rear panels contribute to overall body rigidity. ④ Standard one-piece all-steel front fender wheel-housings help protect against inside spray and flying stones. Undercoating applied at the factory adds corrosion resistance. ⑤ Single piston, floating caliper front disc brakes with splash shield are standard. ⑥ Standard front coil springs help isolate road shocks for a smoother ride. Front shock absorbers are standard.

⑦ Double-walled door construction, with one-piece welded perimeter door frames, adds strength, assures proper door fit. ⑧ Hood construction with two all-steel welded panels adds strength, rigidity and reduces hood flutter. ⑨ Frame-mounted fuel tank ends slosh noise inside the cab. Auxiliary frame-mounted fuel tank is available for extended cruising range. ⑩ Standard Wide-Side pickup box steel floor is ribbed for extra strength and easy slide loading. All body panels except wheelhousings are Electro-dipped for improved

rust resistance. ⑪ Standard leaf spring rear suspension adds stability and minimizes side sway. Extra capacity suspensions are available. ⑫ Double-walled Wide-Side pickup box side panel construction adds strength and rigidity to resist twisting and flexing under load; helps isolate dents and dings inside from shifting loads to protect exterior appearance. ⑬ Wide-Side tailgate construction is double-walled for strength; houses one-hand operated centered tailgate latch mechanism. Strong steel support straps are standard. ⑭ Wrap-around taillight lenses of Lexan® are standard to provide durability.

Hard Working—Easy Riding Pickup Advantages



Full time power ventilation on Pickups is standard with outside air supplied through a large cowl-mounted plenum chamber. When ignition is on, air is routed through the cab for occupant comfort and exits through door-mounted valves that provide pressure relief when doors and windows are closed.

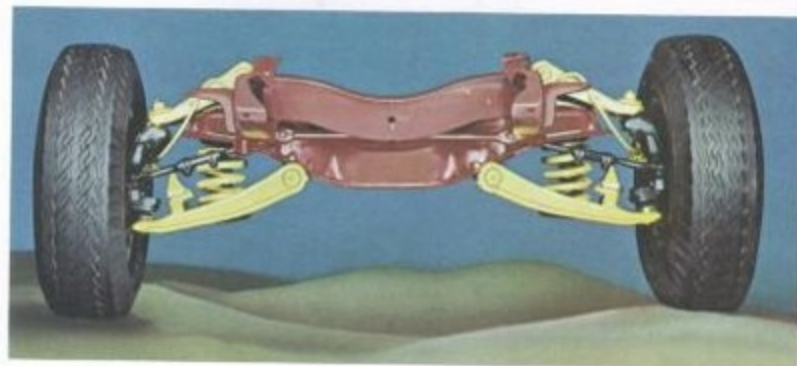
The steering column mounted ignition switch with separate key is standard on all light duty conventional models and incorporates a steering and transmission interlock on models with available automatic transmission for additional security.



Dual rear wheels are available on nominally rated one-ton Wide-Side models for camper and utility operation. Fiber glass reinforced plastic wheel-housing extensions with front and rear clearance lights are fitted to the standard Wide-Side body. Dual rear wheels provide added stability and carrying capacity under rough operating conditions.



Two stage leaf spring rear suspension is standard on all light duty models for good ride control and roll stability. Rear shock absorbers are staggered for good ride control and to help dampen out brake or power hop. Springs and shock absorbers complement each other for good ride control. Exhaust system hangers permit expansion and contraction of exhaust system. Finned cast iron-steel rear brake drums improve cooling over non-finned drums.



Standard independent front suspension features rubber bushings and rubber control arm bumpers on 1500 models that contribute to a smooth ride. 2500 and 3500 models are equipped with steel bushings and rubber control arm bumpers for good ride control. Each wheel is independently sprung to carry the cab over bumps without transferring road shocks to the opposite wheel.

'74 GMC 3+3 Models



6-Passenger Crew Cab Pickup

The GMC 3+3 Crew Cab is available in nominally rated three-quarter and one-ton models. Built for strength and comfort, the 3+3 cab includes four door convenience crank-operated windows and molded inner door trim panels with integral armrests. Seat belts are provided for all passenger positions. The 3+3 may be ordered with an eight-foot double walled Wide-Side pickup box or as a Cab-and-Chassis model that readily adapts to a wide variety of utility or commercial body styles. Dual rear wheels are also available with the Wide-Side pickup box for added stability and carrying capacity under rough, off-road operating conditions.

While the 3+3 is basically a utility model, equipped with the available Sierra Grande interior and a selection of available comfort and convenience equipment found in all GMC light duty conventional models, it's right at home on the highway hauling a camper or towing a travel trailer.



The 3+3 seating arrangement offers two full width bench seats as standard equipment available in a choice of Custom or Sierra Grande trims. Full depth foam seat with folding seat back for additional storage space behind the rear seat is also available. Seat trim shown is Sierra Grande herringbone nylon cloth with vinyl.

74 GMC Four-Wheel-Drive



Available Full-Time Four-Wheel-Drive

GMC's frame design and low profile drive train and transfer case arrangement allows a reasonably low cab entry height without sacrificing ground clearance for off-road travel. Low-profile four-wheel-drive models offer handling ease on-and-off the road. In-line six cylinder models may be equipped with available free wheeling front hubs.

V-8 powered models offer the convenience and improved traction of full-time four-wheel-drive with manual transfer case lock for operation on loose surfaces such as sand or snow. Front tapered leaf springs and standard stabilizer bar help improve handling. Power front disc and rear finned drum brakes are stand-

FOUR-WHEEL-DRIVE MODELS	K-1500	K-2500
WHEELBASE, IN.	117 $\frac{1}{2}$ -131 $\frac{1}{2}$	131 $\frac{1}{2}$
MAX., GVW, LBS.	6000	8200
FRONT AXLE CAPACITY, LBS.	3400	3500
REAR AXLE CAPACITY, LBS.	3750	5700
ENGINES: IN-LINE 6	250	250, 292
V-8	350**	350**
STD. TRANSFER CASE	2-SPEED	2-SPEED FULL TIME
STD. TRANSMISSION	3-SPEED MANUAL	3-SPEED MANUAL
AVAILABLE TRANSMISSIONS	4-SPEED, AUTO.	4-SPEED, AUTO.
FREE WHEELING FRONT HUBS	AVAILABLE*	N.A.

*Six Cylinder Models Only. **Full-Time Transfer Case (In-Line 6 Engines use Conventional Transfer Case).

ard. Available power steering and automatic transmission increase driving ease in tough off road conditions. Full-time four-wheel-drive is available in V-8 equipped K-1500 and 2500 Pickups and in K-2500 Cab-and-Chassis models.

Cab & Chassis Models

GMC Cab-and-Chassis models available in all series, except K-1500. Cab-and-Chassis models readily adapt to stake, platform, light van or small refrigerated delivery units. See your GMC dealer for full details.



GMC offers the same dependable pick up and delivery performance in its dependable Cab-and-Chassis models equipped with available commercial bodies. Available platform and stake rack packages have platforms with full length steel skid strips for easier side loading. Choose a C-2500 Series model with the available eight-foot platform with three-slat sides or the C-3500 Series with the available four-slat racks and nine-foot platform. Either way you're staking your claim to dependable performance.



Wide-Side six and one-half foot bodies offer 58.4 cu. ft. of load space; 74.3 cu. ft. in eight ft. bodies.



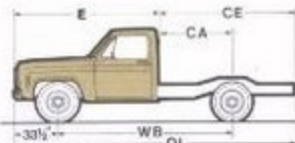
Fenderside bodies offer unobstructed load space plus convenient access steps on both sides.



Available stake rack bodies have platforms with heavy steel rub-rails and recessed steel skid strips.

DIMENSIONS	WIDE-SIDE PICKUP			FENDERSIDE PICKUP		STAKE (AVAILABLE)	
	C-1500 K-1500	C/K-1500 C/K-2500 C-3500	CREW CAB C-2500 C-3500	C-1500 K-1500	C-2500 K-2500	C-20903 K-20903	C-31003
WB—WHEELBASE, IN.	117.5	131.5	164.5	117.5	131.5	131.5	135.5
NOMINAL BODY LENGTH, FT.	6 $\frac{1}{2}$	8	8	6 $\frac{1}{2}$	8	8	9
A—INSIDE LENGTH, IN.	78	98	98	78.5	98.20	98	109
B—WIDTH BETWEEN WHEELHOUSING, IN.	50	50	50	50	50	—	—
C—TAILGATE OPENING, IN.	65	65	65	50	50	73	85
D—INSIDE HEIGHT, IN. FRONT	19.7	19.7	19.7	17.5	17.5	28	42
REAR	19.3	19.3	19.3	17.5	17.5	28	42

CHASSIS DIMENSIONS	C-1500	C-1500 K-2500 C-30903	C-31003	C-31403	CREW CAB C-2500 C-3500
WB—WHEELBASE, IN.	117.5	131.5	135.5	159.5	164.5
CA—STD. CAB TO REAR AXLE, IN.	42	56	60	84	56
CE—STD. CAB TO END OF FRAME, IN.	77	95.75	106.5	130.5	96.75
OL—BUMPER TO END OF FRAME, IN.	185.75	205.6	215.4	239.4	234.6



E=2-Door Cab 109"; 4-Door Cab 142".

'74 GMC Available Light Duty Accessories



Camper Mirrors.



Front Bumper Guards.



Pickup Box Handrails.



Side Tool Storage Compartment.



Deluxe Wheel Covers.



AM and AM/FM Radios.



Citizen's Band Radio.



Air Conditioning.



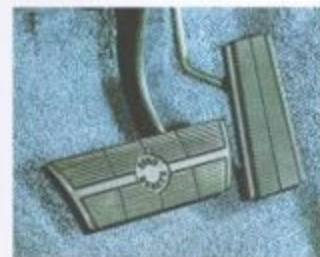
Tilt Steering.



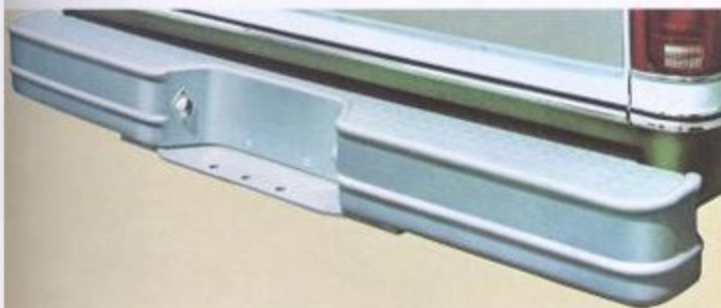
Brush Guard.



First Aid Kit.



Power Brakes.



Step-Type Rear Bumper.



Sliding Rear Window and Rear Cargo Lamp.

Add additional comfort and convenience to your truck with available GMC accessories. Shown here is a small sample of the quality items offered as factory or dealer-installed equipment. Your GMC dealer will be pleased to show you details and specifications. Ask him about your specific requirements.

CAMPER MIRRORS are mounted below eye-line and provide good rearward vision. Arms swing in for compactness when vehicle is operated without camper or trailer. Available in either painted or gleaming stainless steel finish.

RADIOS, either AM or AM/FM are fully transistorized for instant operation and low battery drain. A dealer installed AM-eight track stereo combination is also available.

BUMPER GUARDS serve a practical purpose while enhancing the appearance of your Pickup.

ACCESSORY HANDRAILS for eight-foot pickup boxes add to your Pickup's appearance while providing a handy tie-down to help prevent cargo shifting.

SIDE TOOL STORAGE COMPARTMENT provides a handy way to store tools or gear. Fold down seat back is available for added storage space in the cab.

CITIZENS BAND RADIO keeps you in touch; helps speed dispatching on the job site. Installs under dash and includes power pack.

DELUXE WHEEL COVERS add a touch of high style to your new Pickup. Also available, Rally Wheel Hubs and Trim Rings may be matched to 15 inch wheels. Full cover wheel trim is also available for one-ton dual rear wheel models.

AIR CONDITIONING unit combines heater and defroster for year-round comfort in varying weather conditions.

FULL WIDTH STEP TYPE REAR BUMPER with treadplate pattern provides a handy step, a provision for a trailer hitch and hefty protection for rear end sheet metal.

FIRST AID KIT, . . . practical in any traveling situation.

LOCKABLE SLIDING REAR WINDOW allows talk between cab and camper body, plus added ventilation. Rear cargo lamp available separately makes night time loading and cargo handling easier. Control switch mounted in the cab on driver's side.

TILT STEERING WHEEL adjusts to suit driver height and reach as well as seat position. Available with four-speed manual or automatic transmission.

Additional available accessory items

For your comfort and convenience include: town and country air horns; spotlights; tow hooks; shoulder belts; front stabilizer bar; auxiliary fuel tank and highway emergency kit. Ask your GMC dealer to help you equip the vehicle to your special driving needs.

GMC Standard Safety and Security Features

Energy absorbing padded instrument panel • Padded sun visors • Thick laminate windshield • Seat belts with push button buckles for all passenger positions • Passenger guard door locks • Safety door latches and hinges • Recessed inside door lock handles • Smooth contoured door and window regulator handles • Wideview inside day/night mirror (vinyl edged, shatter resistant glass and deflecting support) • Four way hazard warning flasher • Soft, low profile window control knobs • Illumination of windshield wiper and washer, heater and defroster controls • Windshield defroster, washer and dual speed wipers • Folding seat back latches • Safety armrests • Safety steering wheel • Fuel tank impact security • Stamped steel door hinges • Backup lights • Side marker lights (front side marker lights flash with directional signal) • Parking lamps that illuminate with the headlamps • Lane change feature in directional signal control • Dual master cylinder brake system with warning light • Energy absorbing steering column • Outside rear view mirror (driver and passenger sides) • Starter Safety switch • Dual action safety hood latches and Headlamp aiming access provision.

'74 GMC Trucks For Recreation



Series 3500 Sierra Grande with dual rear wheels.

GMC offers a lot that's right for campers and recreational vehicles. Camper tie-down equipment and stabilizer packages for example have been developed to take much of the rock-and-roll out of camper travel by helping to control the front to rear pitch motion of the camper which normally exerts a downward force on your truck's suspension system. The tie-down and stabilizer equipment is factory installed. Both packages are available on all 2500 and 3500 Series Wide-Side Pickups. The available Deluxe Camper Special Equipment is required.

Series 3500 Sierra Grande with available dual rear wheels and Deluxe Camper Special Equipment makes an ideal camper unit. Duals provide added stability and carrying capacity under rough operating conditions. And with the included GMC tie-down and stabilizer packages, the ride and handling improve even more. Ask your GMC dealer to tell you more.

Series 2500 Sierra Grande with four-wheel-drive for those who want to get off the road and see what's over the next hill. For '74 full-time four-wheel-drive is available from GMC on all V-8 engine models. Makes "four-wheeling" more fun. Pickup shown is equipped with dealer installed winch.



Series 2500 Sierra Grande with four-wheel-drive.



Series 3500 Sierra Grande 3+3 with dual rear wheels.



Series 3500 Sierra Grande.

If you like versatility and hauling power, the one-ton version of the 3+3 Crew Cab and Wide-Side Pickup, equipped with available dual rear wheels and Camper Special Equipment, can do quite a job of hauling a fifth-wheel type trailer along with six passengers. See your GMC dealer for trailer towing information.

Sierra Grande 3500 Series Wide-Side Pickup equipped with the available Deluxe Camper Special Equipment includes tie-downs and stabilizers superb for a slide-on camper. Why not see your GMC dealer today?

The 3+3 Crew Cab and Wide-Side Pickups can go camping with any of the available slide-on, cab-over campers when adapted with available Deluxe Camper Special Equipment. The dual wheel option available on one-ton Pickups may be ordered with Camper Special Equipment for additional wide tracking stability and carrying capacity.



Series 3500 Sierra Grande 3+3 Six Man Crew Cab.

GMC Power Trains

GMC's light duty truck engine offerings include one of the widest displacement ranges available. The basic In-line six remains the 250 CID with the 292 CID engine available on certain models. V-8 power starts with the 350 2-bbl. CID engine and carries through to the available 350 4-bbl. CID and the 454 CID, Invader V-8. The available 292 CID In-line as well as the 350 CID V-8 may be ordered for Pickup and Cab-and-Chassis models with internal modifications to operate on liquid petroleum gas. GMC makes the basic modifications and your local LPG distributor completes the conversion for improved mileage and engine life.



ENGINE TYPE	DISPLACEMENT	NET SAE HP @ RPM	NET SAE TORQUE (LBS.-FT.) @ RPM	BORE AND STROKE	COMPRESSION RATIO (TO 1)
IN-LINE 6	250	100 @ 3600	175 @ 1800	3.87 x 3.53	8.25
IN-LINE 6	292	120 @ 3600	215 @ 2000	3.87 x 4.12	8.0
INVADER V-8	350 2-BBL.†*	145 @ 3800	250 @ 2200	4.0 x 3.48	8.5
INVADER V-8	350 4-BBL.	150 @ 3800	250 @ 2400	4.0 x 3.48	8.5
INVADER V-8	454*	230 @ 4000	350 @ 2800	4.25 x 4.0	8.25

See your GMC dealer for engine/power train/model application.

*Not available for Series K models.

†Not available in the State of California.

Engine exterior details may differ according to application. All 1974 GMC gasoline engines are equipped with advanced exhaust emission control systems, and are designed to operate efficiently on unleaded or low-lead fuels of at least 91 Research Octane. In addition to the lower exhaust

emissions attainable, there are benefits in longer life for your spark plugs, exhaust system and other engine components. If these unleaded, low-lead gasolines are not available, any leaded 91 Research Octane or higher regular grade fuel containing 0.5 grams, or less, of lead per gallon should be used.

Clutches

Ten-inch clutches are standard equipment for Series C/K 1500-2500 models with the 250 CID engine.

Eleven-inch clutches are standard with 292 and 350 CID 2-bbl. engines and for the 250 CID engine in the 3500 Series. Available with the In-line six cylinder 250 CID engine for Series 1500 and 2500 models. Twelve-inch clutches are included with the available 350 CID 4-bbl. and 454 CID, V-8 engines.



Transmissions

Three-speed fully synchronized, manual, column-mounted transmissions are standard on all 1500, 2500 models (except C-2500 Crew-Cabs). A four-speed manual, floor-mounted transmission is standard on all series 3500 models as well as 2500 Series Crew-Cab models. Turbo Hydra-matic transmissions are available on light duty models.



Rear Axles

Full floating Salisbury type rear axles are standard on 2500 and 3500 Series models. Quiet running, standard hypoid gearing offers a choice of available ratios for improved performance in most applications. Maximum traction differentials are available in most models. Salisbury type axles standard on Series 1500 models.



Vehicles shown illustrate standard or available factory-installed equipment unless noted as dealer installed accessories. Items referred to as options or available are at extra cost. Different model applications of the components that are listed in accompanying tables as well as many other items of factory-installed equipment may be ordered through your GMC dealer.

GMC Truck & Coach Division reserves the right to make changes at any time without notice in prices, colors, materials, equipment, specifications and models and also to discontinue models. Data shown is basic information for the prospective buyer effective at time of issuance of this pamphlet. Dealer will provide complete up-to-date information in available equipment, specifications, etc. not shown here.



SUDDEN SERVICE SYSTEM

Need answers to truck make and maintenance questions... answers to parts requirements questions... answers to recommended truck specifications questions? Now GMC offers you direct-to-factory communication. You talk with truck experts at Pontiac, Michigan. Truck experts solve truck problems. That's why we're the truck people from General Motors. If you need us, dial toll free Monday through Friday, between 8:00 AM and 5:00 PM (EST).

GMC SUDDEN SERVICE SYSTEM—800-521-2800
In Michigan call 400-512-7152

*Not applicable in Alaska, Hawaii, or foreign countries.

TRUCK & COACH DIVISION

GENERAL MOTORS CORPORATION

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