THE AFRO-AMERICAN JUNE-19, 1982 YOU KNOW BECAUSE YOU READ THE AFRO

WE'RE THE BEST GM EVER

75 years great.
GM has been serving Americans with great products for almost seventy-five years.



Robert D. Sexton
Quality Control

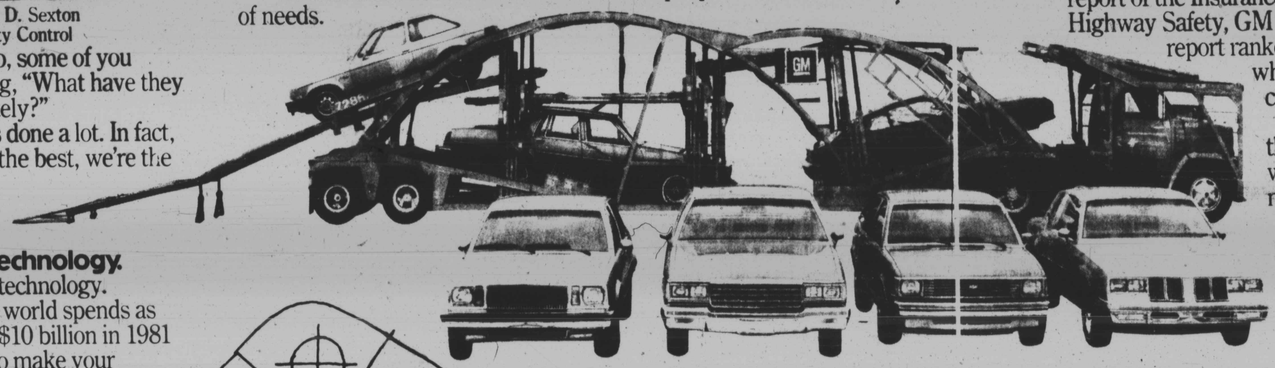
But even so, some of you might be asking, "What have they done for me lately?"

Well, GM's done a lot. In fact, we're not only the best, we're the best GM ever.

7 Best sellers.
The result is that now GM has seven of the top ten best-selling cars in the U.S.*

Chevrolet's Chevette, Citation, Impala/Caprice, and Camaro, Buick's Skylark, and Oldsmobile's 88 and Cutlass Supreme Coupe are all winners, but they're just the tip of the iceberg, so to speak, of GM value.

We make all kinds of cars for all kinds of people. With all kinds of needs.



Fuel economy, plus.
Everybody needs fuel economy, and GM has done something about that, too. What with all the technological breakthroughs we've made, we think we now offer the optimum balance of room, comfort and mileage that people want.



Industry leader.
We're very proud that in the latest report of the Insurance Institute for Highway Safety, GM had the eleven top-rated cars.** The report ranked cars according to the frequency with which they were involved in accident injury claims and covered 1978-80 models.

We believe these results reflect not only our cars—their quality, size, weight, and design—but how and where they are driven. It shows that our cars and customers go well together.

First in technology.
Start with technology. Nobody in the world spends as much as GM ($10 billion in 1981 alone) trying to make your car better. This includes new products, plants, and manufacturing processes, as well as advances in metallurgy and aerodynamics, new power train concepts, and precision workmanship through the use of the latest computers, lasers, and robots.

Promise.
We have the commitment to quality, the resources, and the track record. And because of these, we just happen to think we're the one company that can continue to meet the transportation needs of a changing world better than anyone else.



Richard Michael Caras
Engineer

A new kind of excellence.
And there's something else. We believe GM stands for something else in the eyes of the American public.

It stands for excellence. And continued excellence. So that now, next year, and the years after that, we need always to be: the best GM ever.

GM
MARK OF EXCELLENCE

Chevrolet
Pontiac
Oldsmobile
Buick
Cadillac
GMC Truck

*Calendar year through May 1982. **The GM cars were: Olds Custom Cruiser, Olds Toronado, Buick Estate, Olds 98 (4-door), Olds Cutlass (wagon), Olds Omega (4-door), Chevrolet Caprice (wagon), Pontiac Bonneville (wagon), Olds Delta 88 (4-door), Pontiac Catalina (4-door), and

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