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2014 Sierra Brings Bold Refinement to Full-size Trucks

Next-generation pickups feature advanced powertrains, design and technology

DETROIT – The all-new 2014 GMC Sierra 1500 [full-size pickup](#) is the most powerful, most advanced and most refined truck in the brand's 110-year history. Sierra's bold new exterior houses one of three all-new EcoTec3 engines, a fully updated cabin with available next-generation IntelliLink connectivity and other features designed for the most discerning truck owners.

"Our engineers and designers left nothing on the table when developing this latest Sierra pickup," said Tony DiSalle, vice president of GMC Marketing. "These trucks have all the power and capability that's expected in today's market, excellent fuel efficiency, plus a lot of unexpected, purposeful features developed with truck owners in mind."

In addition to all-new design and technology, the 2014 Sierra boasts the longest list of standard features ever for a full-size GMC pickup. From connectivity solutions, to a standard tie-down system in the rear, to the segment's only standard projector beam headlamps, many premium features are found on each and every all-new Sierra.

New EcoTec3 engines

Sierra's engine portfolio is updated for 2014 with the goal of increased in power, torque and [fuel efficiency](#) across the board. There will be a 4.3L V-6, a 5.3L V-8 and a 6.2L V-8 offered, all from a shared EcoTec3 engine family. Each engine features standard direct injection, continuously variable valve timing and Active Fuel Management, which means they seamlessly switch to run on four cylinders during light-load driving to save fuel.

The increased power and efficiency of the new engines are the result of more than 10 million hours of sophisticated computer modeling, more than half of which were used to make the best of the combustion process.

The new 4.3L V-6 EcoTec3 engine will offer improved torque and [towing capacity](#) for the six in 10 truck owners who tow.

"Rather than adapting a V-6 intended for use in passenger cars, we built a new engine from the ground up based on the unique demands of a truck," said Jordan Lee, powertrain chief engineer. "Sierra's 4.3L shares its basic design architecture with the latest iterations of the V-8 engines that GMC owners have trusted for generations."

Today's Sierra offers the best V-8 fuel economy in the industry and the new 5.3L EcoTec3 engine features significant updates intended to make it even more efficient. The available 6.2L V-8 EcoTec3 is engineered to provide outstanding capability.

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SAE-certified horsepower and torque ratings and EPA fuel economy estimates for the new Sierra are not yet available, but are expected to be finalized early next year.

With the new engine designs and additional developments, customers should expect Sierra's second-generation Active Fuel Management to be more seamless and capable of operating longer in four-cylinder mode.

All three engines use lightweight aluminum blocks and heads and are mated with durable six-speed automatic transmissions. A "cruise grade braking" feature down-shifts the transmission on downgrades, which is intended to reduce brake wear. V-8 models use new, larger 9.5- and 9.76-inch rear axles with the strength to accommodate the engines' higher output. Final power and torque ratings will be announced later.

Duralife brake rotors and electric power steering

Strong brakes are important for stopping trucks, whether they're full of people, payload or both. The 2014 Sierra features four-wheel disc brakes with Duralife brake rotors, which feature a hardened and strengthened surface to reduce corrosion. Duralife rotors – a GM-exclusive technology – are expected to last twice as long as conventional rotors and provide quieter braking with less vibration.

The 2014 Sierra also uses electric power steering. An electric motor in place of an engine-driven hydraulic pump saves fuel and allows for tuning that's expected to result in a more consistent, crisp steering feel and plenty of assist for parking maneuvers.

The new standard in truck interiors

Premium materials, attention to detail and purposeful technology define Sierra's all-new cabin. New soft-touch materials and available aluminum trim line an interior that's focused on usable and productive space.

"Truck owners want a well-crafted cabin, but also one that still feels like a truck," said Helen Emsley, Sierra interior design director. "They want a purposeful interior, not one that's flowing like you'd find in a car or crossover."

Sierra has an upright instrument panel designed for visibility and accessibility. Knobs and buttons are large, legible and within reach. All knobs are coated using a rubber-over-mold technology, so they're easy to grip even through gloves.

A new instrument cluster on all models features six gauges with an available centrally located, 4.2-inch color Driver Information Center with vehicle status information, a trip computer, and other information, like radio and navigation.

A second, high-mounted glove box with a flat floor joins the traditional box below. Each of Sierra's doors has storage crafted to hold most beverage containers and other personal items. Along the center stack and center console are additional cupholders, discreet compartments

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large enough for most laptop computers, and connectivity options. Sierra is available with a 110-volt outlet, up to five USB ports, four 12-volt outlets and an SD card slot.

“Sierra sets a new standard for what’s expected of a pickup truck interior,” said DiSalle. “Our customers told us how they use their trucks and we listened. The combination of comfort, safety, space and technology is unprecedented in the segment.”

Available IntelliLink connectivity uses an available high-definition, fully reconfigurable eight-inch color touchscreen with an intuitive layout and easy-to-read icons that control audio features, a Pandora app, Bluetooth phone features, and available navigation with all-new map displays. Many of the system’s features can be controlled by voice command, allowing the driver to keep eyes on the road and hands on the wheel.

Sierra’s seats use dual-density foam designed to stay comfortable over long hours and continue to look great after years of use. Leather and cloth will be offered, and Sierra’s new high-wear cloth is designed to last longer and resist staining. A spilled drink will bead on the fabric, not soak in. Heated seats are available with cloth seats and standard with leather.

New door and bed configurations

For the first time on Extended Cab models, the 2014 Sierra has new front-hinged rear doors with outside pull handles at the rear, providing improved access in tight parking spaces. Unlike trucks with rear-hinged doors, Sierra’s layout allows rear passengers to enter and exit the vehicle with the front doors remaining closed.

Crew Cab customers, who represent more than 60 percent of retail Sierra customers, can choose between two bed lengths; in addition to the current 5-foot, 8-inch box, a new 6-foot, 6-inch box is available. Regular cabs continue to be available with the 6-foot, 6-inch or 8-foot box lengths, while the extended cab will come exclusively with a 6-foot, 6-inch box.

Cargo box innovations

Sierra’s rear bumper features standard corner steps that make climbing into the bed easy, regardless of whether the tailgate is up or down. The steps are paired with grips formed into the top of each bed side. Four movable upper tie downs are also standard. They can be placed in nine different locations and can bear a 500-pound (227 kg) load. Available LED cargo lights integrated beneath the bed rails will illuminate the bed when a tonneau cover is in place. The available EZ Lift and Lower tailgate uses an integrated torsion bar and damper to ease lifting and lowering.

Driver Alert Technology

A suite of active safety features will be optional for the 2014 Sierra, including Forward Collision Alert, which uses a forward-facing camera to notify the driver of an imminent collision, and Lane Departure Warning, which uses the same camera to track the truck’s position in relation to a road’s lane markers.

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The camera technology was recently named a [“Top Ten Tech Breakthrough of 2012”](#) by *Popular Mechanics*.

Paired with Forward Collision Alert and Lane Departure Warning is GMC's first-ever Driver Alert Seat, which generates vibrating pulse patterns on the left and/or right side of the lower seat cushion bolster to alert the driver of potential dangers, such as an un-signalized lane change or approaching another vehicle too quickly. According to GM research, the seat's vibrations may direct driver attention to the location of a potential collision more quickly and accurately than audible alerts. Drivers have the option of selecting either audible or vibrating alerts.

Quieter, stronger, more aerodynamic

Quietness doesn't only come from factors within the cabin. The 2014 Sierra features new aerodynamic measures that benefit fuel efficiency and reduce wind noise. Updated mirrors that reduce wind turbulence, triple-sealed inlaid doors, as well as roof and tailgate design features all help air flow smoothly quietly over the Sierra. Additional sealing around the grille, headlights and space between the cab and box are also designed to lower drag for the new trucks, along with new aerodynamic spats located in front of the rear wheels.

Updates to Sierra's body and chassis are designed to improve ride and handling, comfort and capability. The fully boxed frame uses high-strength steel and hydroforming to provide more strength and rigidity with less weight. New cab structures incorporate high-strength steel in the A-pillars, B-pillars, roof rails and rocker panels, while ultra-high-strength steel segments of the rocker panels provide added protection for shallow offset crashes.

Sierra's hood is aluminum, saving approximately 17 pounds versus a comparable steel hood. At the rear, a roll-formed box is stronger, lighter and more durable than a traditional stamped steel box.

Sierra uses aluminum for some suspension components for additional rigidity and weight saving, and new lightweight wheels are paired with low-rolling-resistance tires in most applications. The tires, along with new shear-style and redesigned hydraulic cab mounts, are designed to help reduce noise and vibration in the cabin.

“Pickups aren't just a tool for GMC owners – they're part of their everyday lives, and Sierra needs to be as useful on the way to the movies as it is on the way to a job site,” said DiSalle. “The most important thing about the engineering behind this new truck is that it benefits owners in so many different ways.”

Attention to detail

GMC designers approached the exterior of the 2014 Sierra with respect for its predecessors, evolving its familiar shape while adding distinctive details like standard projector headlamps, available LED signature accent lighting and detailed new grilles. All Sierra models have chrome grille surrounds and premium black wheel arch moldings. Different trim levels feature chrome belt moldings, mirror caps and door handles, as well as unique wheel designs and grille details.

Other new features include available front Park Assist, in addition to the rear Park Assist already available, and a sliding rear window with a defroster.

Distinctive All-Terrain model

Sierra All-Terrain has all-new styling for 2014. It includes a unique exterior appearance with a painted grille and less chrome, and is available as an extended cab or crew cab in a limited number of colors.

Standard equipment for Sierra All-Terrain includes the Z71 off-road suspension with monotube Rancho shocks, hill descent control, front recovery hooks, a transfer case shield and unique wheels and tires, along with an automatic locking rear differential that reacts in milliseconds in low-traction situations to improve safety and confidence on wet, snowy or muddy surfaces.

Sierra All Terrain is available exclusively with an ebony interior and with front bucket seats on SLE models. A carbon fiber-look seat accent is standard on SLT models.

2014 SIERRA 1500 PRELIMINARY SPECIFICATIONS

Overview

Models:	light-duty pickup truck, 2WD and 4WD
Body styles	regular, extended and crew cab
EPA vehicle class:	full-size truck
Manufacturing location:	Fort Wayne, Ind.; Silao, Mexico
Key competitors:	Ford F-Series, Ram 1500, Toyota Tundra, Nissan Titan

Powertrains

	4.3L V-6 EcoTec3 (LV3)	5.3L V-8 EcoTec3 (L83)	6.2L V-8 EcoTec3 (L86)
Displacement (cu in / cc):	262 / 4301	325 / 5328	376 / 6162
Bore & stroke (mm):	99.6 x 92	96 x 92	103.25 x 92
Block material:	cast aluminum	cast aluminum	cast aluminum
Cylinder head material:	cast aluminum	cast aluminum	cast aluminum
Compression ratio:	11.0:1	11.0:1	11.5:1
Direct fuel injection	Yes	Yes	Yes
Cylinder deactivation:	Yes	Yes	Yes
Continuously variable valve timing:	Yes	Yes	Yes
Six-speed automatic transmission with	Yes	Yes	Yes

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Auto Grade Braking:			
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Chassis / Suspension

Front suspension:	2WD and 4WD: independent coil-over-shock; monotube shock absorbers available
Rear suspension:	solid axle with semi-elliptic two-stage multi-leaf springs; monotube shocks available
Steering type:	electrically-assisted power rack-and-pinion steering with variable assist
Stability control:	standard StabiliTrak electronic stability control with Trailer Sway Control and Hill Start Assist
Brakes:	power-assisted four-wheel disc brakes with Duralife long-life brake rotors; standard ABS; Hill Descent Control available

[GMC](#) has manufactured trucks since 1902, and is one of the industry's healthiest brands. Innovation and engineering excellence is built into all GMC vehicles and the brand is evolving to offer more [fuel-efficient trucks](#) and crossovers, including the [Terrain small SUV](#) and [Acadia crossover](#). GMC is the only manufacturer to offer three [full-size hybrid](#) trucks with the [Yukon](#), Yukon [Denali SUVs](#) and the Sierra pickup. The Sierra [Heavy Duty pickups](#) are the most capable and powerful trucks in the market. Details on all GMC models are available at <http://www.gmc.com/>, on [Twitter at @thisisgmc](#) or at <http://www.facebook.com/gmc>.

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