

# ALL-NEW 2014 GMC SIERRA 1500

## ACCESSORIES LAUNCH KIT



Soft Folding Tonneau Cover

Chrome 4x4  
Bedside Decal

Chrome Fuel Door

4-Inch Chrome Assist Steps

22-Inch Wheels - Silver with Black Inserts



“Our engineers and designers left nothing on the table when developing this latest Sierra pickup. 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.”

– Tony DiSalle, U.S. Vice President of Buick-GMC Marketing

Dear GMC Dealer Principal,

The all-new 2014 GMC Sierra was designed to meet the expectations of customers with the highest standards and raise the bar in terms of performance, ingenious functionality and craftsmanship.

From the very beginning of this important redesign, a complete lineup of GMC Accessories was developed to build upon the advanced design and engineering of the full-size pickup.

This Sierra Accessories Launch Kit will provide you with everything you need to know to sell Sierra Accessories. This kit focuses initially on the all-new 2014 Sierra 1500 Regular Cab, Double Cab and Crew Cab models.

For further questions, please contact your GMC Zone Team or ADI.

Good selling!

Brian K. Sweeney  
U.S. Vice President,  
Buick-GMC Sales & Service

Tony DiSalle  
U.S. Vice President,  
Buick-GMC Marketing

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**ALL-NEW 2014 GMC SIERRA ACCESSORIES LAUNCH KIT**

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ALL-NEW 2014 GMC  
SIERRA 1500

EXTERIOR  
ACCESSORIES

DRAMATICALLY  
ENHANCED FORM  
AND FUNCTION

The all-new Sierra was designed to make a statement with a bold look that is as functional as it is appealing. GMC Accessories take the innovative pickup truck to the next level – not just in looks but also in convenience.



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# LIMITED PRODUCTION OPTIONS (LPO)

A Limited Production Option (LPO) is a preordered option that includes a single accessory or a collection of accessories that are part of a special package.

## LPO FEATURES AND BENEFITS

- Ordered during vehicle order process
- Fully residualized (listed on Monroney Label)
- Covered by New Vehicle Limited Warranty<sup>1</sup>
- Included in floor plan
- Provided by ADI and installed by Dealer
- Labor paid through warranty system similar to Pre-Delivery Inspection (PDI)

For a complete list of current LPO Packages and details, please refer to the Online Order/Reference Guide found on the Order Workbench on GM GlobalConnect.

The LPO Packages are available to order via the Workbench Configurator, using the unique option code associated with each package. For additional information on any LPO Package, please contact your ADI.

<sup>1</sup> Most GMC parts and accessories sold and installed on a GMC vehicle by a GMC Dealer or a GMC-approved Accessories Distributor/Installer (ADI) before delivery to the customer are covered under the applicable portion (Bumper-to-Bumper, Powertrain, etc.) of the New Vehicle Limited Warranty. If GMC Accessories are installed after vehicle delivery, or are replaced under the New Vehicle Limited Warranty, they will be covered, parts and labor, for the longer of the following:  
a) 12 months/12,000 miles (whichever comes first), or b) the balance of the applicable portion of the New Vehicle Limited Warranty. See your dealer for details.

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## CURRENT

LPO NAME	LPO CODE	SUGGESTED PENETRATION RATES
<b>INTERIOR</b>		
Console Organizer, Front Floor	VKW	25%
Floor Console Insert	SOP	10%
Floor Mats, All-Weather	VAV	25%
Floor Mats, Carpeted	RWS	25%
<b>EXTERIOR</b>		
Assist Steps – 4-Inch Round, Black	RVS	5%
Assist Steps – 6-Inch Rectangular, Black	RVQ	5%
Assist Steps – 4-Inch Round, Chrome	VXJ	10%
Assist Steps – 6-Inch Rectangular, Chrome	VXH	10%
Bedside Decal, Chrome 4x4	SB9	10%
Bedside Decal, Chrome Z71	SB7	10%
Bedside Decal, Chrome Z71/4x4	SF8	10%
Bodyside Moldings, Chrome	RWI	10%
Exhaust Tip, Polished	VQZ	20%
Fuel Door, Chrome	VQL	5%
Grille, Body-Color Accented	RZB	20%
Splash Guards, Body-Color Molded	VRV	10%
Splash Guards, Flat	SB1	5%
Splash Guards, Molded	VQK	10%
Tailgate Handle, Chrome	SCZ	25%
Wheel House Liners, Rear	S41	50%

## FUTURE (AVAILABLE Q3 2013)

LPO NAME	LPO CODE
Wheel Arch Moldings, Body-Color	SF6
WiFi Hotspot	SFV

LPO NAME	LPO CODE	SUGGESTED PENETRATION RATES
<b>BED</b>		
Bed Mat, Rubber	VBR	5%
Bed Net	RXQ	1%
Bed Rug	VBN	10%
Bed Step, Retractable (6' 6" or 8' box only)	S6V	20%
Bed Storage Box, Metal	RW6	5%
Tailgate Liner	VUK	5%
Tonneau Cover, Hard Folding	VQT	15%
Tonneau Cover, Soft Folding	5JY	5%
Tonneau Cover, Soft Roll-up	VPB	10%
<b>WHEELS</b>		
Wheel Locks	SFE	90%

Note: Pricing and Install Time to be released at a later date.

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Floor Mats, Carpeted	RWS	25%
<b>EXTERIOR</b>		
Assist Steps – 4-Inch Round, Black	RVS	5%
Assist Steps – 6-Inch Rectangular, Black	RVQ	5%
Assist Steps – 4-Inch Round, Chrome	VXJ	10%
Assist Steps – 6-Inch Rectangular, Chrome	VXH	10%
Bedside Decal, Chrome 4x4	SB9	10%
Bedside Decal, Chrome Z71	SB7	10%
Bedside Decal, Chrome Z71/4x4	SF8	10%
Bodyside Moldings, Chrome	RWI	10%
Exhaust Tip, Polished	VQZ	20%
Fuel Door, Chrome	VQL	5%
Grille, Body-Color Accented	RZB	20%
Splash Guards, Body-Color Molded	VRV	10%
Splash Guards, Flat	SB1	5%
Splash Guards, Molded	VQK	10%
Tailgate Handle, Chrome	SCZ	25%

### FUTURE (AVAILABLE Q3 2013)

LPO NAME	LPO CODE
Underseat Storage, Rear	VBJ
Wheel Arch Moldings, Body-Color	SF6
WiFi Hotspot	SFV

LPO NAME	LPO CODE	SUGGESTED PENETRATION RATES
<b>BED</b>		
Bed Mat, Rubber	VBR	5%
Bed Net	RXQ	1%
Bed Rug	VBN	10%
Bed Step, Retractable (6' 6" or 8' box only)	S6V	20%
Bed Storage Box, Metal	RW6	5%
Tailgate Liner	VUK	5%
Tonneau Cover, Hard Folding	VQT	15%
Tonneau Cover, Soft Folding	5JY	5%
Tonneau Cover, Soft Roll-up	VPB	10%
<b>WHEELS</b>		
22-Inch Wheel – Chrome	SEU	10%
22-Inch Wheel – Chrome	SEY	10%
22-Inch Wheel – Chrome	SEZ	10%
Wheel Locks	SFE	90%

Note: Pricing and Install Time to be released at a later date.

### FUTURE (AVAILABLE Q4 2013)

LPO NAME	LPO CODE
22-Inch Wheel – Hi Gloss Black	SEV
22-Inch Wheel – Silver	SF1
22-Inch Wheel – Silver UBM	SF0
22-Inch Wheel – Silver UBM/Hi Gloss Black	SEW
22-Inch Wheel – Silver w/Black Inserts	RX1
22-Inch Wheel – Silver w/Chrome Inserts	RXN

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### CURRENT

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<b>INTERIOR</b>		
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Floor Console Insert	SOP	10%
Floor Mats, All-Weather	VAV	25%
Floor Mats, Carpeted	RWS	25%
Underseat Storage, Rear	VBJ	25%
<b>EXTERIOR</b>		
Assist Steps – 4-Inch Round, Black	RVS	5%
Assist Steps – 6-Inch Rectangular, Black	RVQ	5%
Assist Steps – 4-Inch Round, Chrome	VXJ	10%
Bedside Decal, Chrome 4x4	SB9	10%
Bedside Decal, Chrome Z71	SB7	10%
Bedside Decal, Chrome Z71/4x4	SF8	10%
Bodyside Moldings, Chrome	RWI	10%
Exhaust Tip, Polished	VQZ	20%
Fuel Door, Chrome	VQL	5%
Grille, Body-Color Accented	RZB	20%
Splash Guards, Body-Color Molded	VRV	10%
Splash Guards, Flat	SB1	5%
Splash Guards, Molded	VQK	10%
Tailgate Handle, Chrome	SCZ	25%

### FUTURE (AVAILABLE Q3 2013)

LPO NAME	LPO CODE
Wheel Arch Moldings, Body-Color	SF6
WiFi Hotspot	SFV

### LPO PACKAGES

- PDL – Cargo Convenience Package (All-Weather Floor Mats, Front Floor Console Organizer and Rear Underseat Storage)
- PDM – Bed Protection Package (Rubber Bed Mat, Tailgate Liner and Soft Folding Tonneau Cover)
- PDQ – Chrome Appearance Package (4-Inch Chrome Assist Steps, Polished Exhaust Tip and Chrome Recovery Hooks)

LPO NAME	LPO CODE	SUGGESTED PENETRATION RATES
<b>BED</b>		
Bed Mat, Rubber	VBR	5%
Bed Net	RXQ	1%
Bed Rug	VBN	10%
Bed Step, Retractable (6' 6" or 8' box only)	S6V	20%
Bed Storage Box, Metal	RW6	5%
Tailgate Liner	VUK	5%
Tonneau Cover, Hard Folding	VQT	15%
Tonneau Cover, Soft Folding	5JY	5%
Tonneau Cover, Soft Roll-up	VPB	10%
<b>WHEELS</b>		
22-Inch Wheel – Chrome	SEU	10%
22-Inch Wheel – Chrome	SEY	10%
22-Inch Wheel – Chrome	SEZ	10%
Wheel Locks	SFE	90%

Note: Pricing and Install Time to be released at a later date.

### FUTURE (AVAILABLE Q4 2013)

LPO NAME	LPO CODE
22-Inch Wheel – Hi Gloss Black	SEV
22-Inch Wheel – Silver	SF1
22-Inch Wheel – Silver UBM	SF0
22-Inch Wheel – Silver UBM/Hi Gloss Black	SEW
22-Inch Wheel – Silver w/Black Inserts	RX1
22-Inch Wheel – Silver w/Chrome Inserts	RXN

**GMC**  
ACCESSORIES

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# ADI TO DEALER ACCESSORIES

As with all GMC vehicles, the All-New Sierra is available with a host of ADI to Dealer Accessories.

## EXTERIOR - CURRENT

PART	PART NUMBER	MSRP*	INSTALL TIME	REGULAR CAB	DOUBLE CAB	CREW CAB
Assist Steps, 4-Inch Round - Black	22805433	\$500.00	0.5	x		
Assist Steps, 4-Inch Round - Chrome	22805432	\$550.00	0.5	x		
Assist Steps, 4-Inch Round - Black	22805435	\$600.00	0.4		x	
Assist Steps, 4-Inch Round - Chrome	22805434	\$650.00	0.5		x	
Assist Steps, 4-Inch Round - Black	22805437	\$600.00	0.3			x
Assist Steps, 4-Inch Round - Chrome	22805436	\$650.00	0.5			x
Assist Steps, 6-Inch Rectangular - Black	22805443	\$650.00	0.5			x
Assist Steps, 6-Inch Rectangular - Chrome	22805440	\$700.00	0.6		x	
Assist Steps, 6-Inch Rectangular - Chrome	22805442	\$700.00	0.5			x
Bedside Decal, Chrome 4x4 logo	22858052	\$80.00	0.2	x	x	x
Bedside Decal, Chrome Z71 logo	22858051	\$80.00	0.2	x	x	x
Bedside Decal, Chrome Z71/4x4 logo	22858053	\$80.00	0.2	x	x	x
Bodyside Molding Package - Chrome	22775458	\$200.00	0.8			x
Door Handles, Chrome - Front and Rear Sets	22940647	\$145.00	2.4			x
End Gate Handle, Chrome (For vehicles equipped with Locking Tailgate and Rear View Camera)	22967794	\$100.00	0.4	x	x	x
End Gate Handle, Chrome (For vehicles equipped with Locking Tailgate without Rear View Camera)	22967795	\$100.00	0.2	x	x	x
Exhaust Tip, Polished - GMC logo	22799815	\$100.00	0.3	x	x	x
Exhaust Tip, Polished - No GMC logo	22911703	\$105.00	0.3	x	x	x
Fuel Door, Chrome - 5'8" Short Box	22832421	\$155.00	0.5			x
Fuel Door, Chrome - 6'6" Standard Box and 8' Long Box	22832419	\$155.00	0.5	x	x	x
Grille - Black	22972202	\$475.00	0.5	x	x	x
Grille - Black with Chrome Surround	22972211	\$475.00	0.5	x	x	x
Grille - Silver	22972204	\$475.00	0.5	x	x	x
Grille - Silver with Chrome Surround	22972213	\$475.00	0.5	x	x	x
Grille - Sonoma Jewel	22972206	\$475.00	0.5	x	x	x
Grille - Sonoma Jewel with Chrome Surround	22972215	\$475.00	0.5	x	x	x
Grille - Summit White	22972203	\$475.00	0.5	x	x	x
Grille - Summit White with Chrome Surround	22972212	\$475.00	0.5	x	x	x
Hitch Ball Assembly - 2 5/16" Ball, 6000 lb. Max Load	19245476	\$25.00	0.1	x	x	x
Hitch Ball Assembly - 1 7/8" Ball, 2000 lb. Max Load	19245478	\$20.00	0.1	x	x	x

PART	PART NUMBER	MSRP*	INSTALL TIME	REGULAR CAB	DOUBLE CAB	CREW CAB
Hitch Ball Assembly - 2" Ball, 3500 lb. Max Load	19245480	\$20.00	0.1	x	x	x
Hitch Ball Mount Assembly - 2" Receiver Bar, 3/4" Rise, 2" Drop	19245486	\$30.00	0.1	x	x	x
Hitch Ball Mount Assembly - 2" Receiver Bar, 4" Rise, 5 1/4" Drop	19245488	\$40.00	0.1	x	x	x
Hitch Pin, Locking - Chrome Pin with Black Cover	12499511	\$40.00	0.1	x	x	x
Hood Deflector by Lund® - Smoke	19302684	\$115.00	0.3	x	x	x
Hood Deflector by Lund - Smoke Acrylic	19302683	\$95.00	0.3	x	x	x
Outside Rearview Mirror Cover, Chrome (Set of 2)	22913965	\$100.00	0.5	x	x	x
Recovery Hooks - Black	19159115	\$45.00	1.0	x	x	x
Recovery Hooks - Chrome	22858896	\$150.00	1.0	x	x	x
Reflective Triangle	22745654	\$15.00	0.0	x	x	x
Side Window Weather Deflector by Lund - Smoke	19302763	\$95.00	0.3			x
Side Window Weather Deflector by Lund - Smoke	19302685	\$95.00	0.3		x	
Side Window Weather Deflector by Lund - Smoke	19302686	\$65.00	0.3	x		
Splash Guards, Front Flat - Black	22894862	\$30.00	0.3	x	x	x
Splash Guards, Rear Flat - Black	22894868	\$30.00	0.3	x	x	x
Splash Guards, Front Molded - Black	22902396	\$90.00	0.3	x	x	x
Splash Guards, Rear Molded - Black	22902406	\$90.00	0.3	x	x	x
Splash Guards, Front Molded - Black Grained	22894860	\$50.00	0.3	x	x	x
Splash Guards, Rear Molded - Black Grained	22894866	\$50.00	0.3	x	x	x
Splash Guards, Front Molded - Red	22902398	\$90.00	0.3	x	x	x
Splash Guards, Rear Molded - Red	22902408	\$90.00	0.3	x	x	x
Splash Guards, Front Molded - Silver	22902399	\$90.00	0.3	x	x	x
Splash Guards, Rear Molded - Silver	22902409	\$90.00	0.3	x	x	x
Splash Guards, Front Molded - Summit White	22902397	\$90.00	0.3	x	x	x
Splash Guards, Rear Molded - Summit White	22902407	\$90.00	0.3	x	x	x
Splash Guards, Front Molded - White Diamond	22902400	\$90.00	0.3	x	x	x
Splash Guards, Rear Molded - White Diamond	22902410	\$90.00	0.3	x	x	x
Trailer Wiring Adapter - Converts 7 Pin Round to 4 Pin Flat	12496599	\$20.00	0.0	x	x	x
Trailer Wiring Adapter - Converts 7 Pin Round to 12V Power Outlet	12497781	\$35.00	0.0	x	x	x
Trailer Wiring Adapter - Contains (2) 7-way Power Outlet Adapters	19201995	\$40.00	0.0	x	x	x
Wheel House Liner, Rear	22998785	\$120.00	0.5	x	x	x

\*Manufacturer's Suggested Retail Price. Tax, title, license, dealer fees and other optional equipment extra. Labor and Installation charges not included. Price subject to change without notice.

Some accessories are from an independent supplier. GMC Licensed and Integrated Business Supplier Accessories are covered under the accessory-specific manufacturer's warranty and are not warranted by GMC or its dealers.

GMC is not responsible for the safety or quality of independent supplier alterations.

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# ADI TO DEALER ACCESSORIES

## EXTERIOR - FUTURE (AVAILABLE Q3 2013)

PART	PART NUMBER	MSRP*	INSTALL TIME	REGULAR CAB	DOUBLE CAB	CREW CAB
Assist Steps, 6-Inch Rectangular - Black	22805441	\$650.00	0.6		x	
Assist Steps, 6-Inch Rectangular - Black	22805439	\$550.00	0.5	x		
Assist Steps, 6-Inch Rectangular - Chrome	22805438	\$600.00	0.5	x		
Bodyside Molding Package - Chrome	22775457	\$120.00	0.6	x		
Bodyside Molding Package - Chrome	22775459	\$200.00	0.8		x	
Door Handles, Chrome - Front Set	22940649	\$70.00	1.2	x		
Fender Flares, Front and Rear - Onyx Black	22943039	\$650.00	1.0	x	x	x
Fender Flares, Front and Rear - Prime, Paint to Match (Price does not include charge for painting.)	22943047	\$450.00	1.0	x	x	x

PART	PART NUMBER	MSRP*	INSTALL TIME	REGULAR CAB	DOUBLE CAB	CREW CAB
Fender Flares, Front and Rear - Quicksilver	22943043	\$650.00	1.0	x	x	x
Fender Flares, Front and Rear - Sonoma Red	22943041	\$650.00	1.0	x	x	x
Fender Flares, Front and Rear - Summit White	22943037	\$650.00	1.0	x	x	x
Fender Flares, Front and Rear - White Diamond	22943045	\$650.00	1.0	x	x	x
Hitch Trailing Package	22994291	\$295.00	0.5	x	x	x
Trailer Wiring Adapter - Contains (2) 7-way Power Outlet Adapters	19201995	\$40.00	0.0	x	x	x

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# ADI TO DEALER ACCESSORIES

## BED PRODUCTS - CURRENT

PART	PART NUMBER	MSRP*	INSTALL TIME	REGULAR CAB	DOUBLE CAB	CREW CAB
Bed Mat - Black Rubber Mat, GM logo, 5'8" Short Box	17803370	\$130.00	0.1	x	x	x
Bed Mat - Black Rubber Mat, GM logo, 6'6" Standard Box	17803371	\$130.00	0.1		x	
Bed Mat - Black Rubber Mat, GM logo, 8' Long Box	17803372	\$130.00	0.1	x		
Bed Net - Black	12343606	\$50.00	0.1	x	x	x
Bed Rug, Carpet - GMC logo, 5'8" Short Box	22892014	\$450.00	0.9	x	x	x
Bed Rug, Carpet - GMC logo, 6'6" Standard Box	22892012	\$450.00	0.9	x	x	x
Bed Step, Retractable - For all 6'6" Regular Box and Light Duty (1500 Series) 8' Long Box Models (Not for use with 4-Inch Assist Steps)	22799283	\$325.00	0.5	x	x	x
Bedliner - Black with GM logo, Crew Cab with 5'8" Short Box (For use with Perimeter Box Bed Lighting)	22879299	\$345.00	0.5			x
Bedliner - Black with GM logo, 6'6" Standard Box (For use with Perimeter Box Bed Lighting)	22879300	\$345.00	0.5	x	x	x
Bedliner - Black with GM logo, 6'6" Standard Box (Not for use with Perimeter Box Bed Lighting)	23123698	\$345.00	0.5	x	x	x
Bedliner - Black with GM logo, Crew Cab with 5'8" Short Box (Not for use with Perimeter Box Bed Lighting)	23123699	\$345.00	0.5			x
Tailgate Liner - Black	22879304	\$50.00	0.3	x	x	x
Tie Down Rings, Bed Mounted - Set of 4, Removable	23146899	\$100.00	0.2	x	x	x

## BED PRODUCTS - FUTURE (AVAILABLE Q3 2013)

PART	PART NUMBER	MSRP*	INSTALL TIME	REGULAR CAB	DOUBLE CAB	CREW CAB
Bed Rug, Carpet - GMC logo, 8' long box	22892100	\$475.00	0.9	x		
Bedliner - Black with 8' box	22879301	\$345.00	0.5	x		
Bedliner - Black with 8' box	23123697	\$345.00	0.5	x		
Perimeter Box Bed Lighting	23145347	\$135.00	0.5	x	x	x
Tonneau Cover, Hard Folding by Fold-a-Cover® - 5'8" Short Box, Black	19301291	\$1,159.00	0.0	x	x	x
Tonneau Cover, Hard Folding by Fold-a-Cover - 6'6" Standard Box, Black	19302797	\$1,159.00	0.0	x	x	x

PART	PART NUMBER	MSRP*	INSTALL TIME	REGULAR CAB	DOUBLE CAB	CREW CAB
Tonneau Cover, Hard Folding - 5'8" Short Box, Hi Gloss Vinyl, Black	23139843	\$870.00	0.5	x	x	x
Tonneau Cover, Hard Folding - 6'6" Standard Box, Hi Gloss Vinyl, Black	23139844	\$900.00	0.5	x	x	x
Tonneau Cover, Soft Folding - 5'8" Short Box, Hi Gloss Vinyl, Black	23139840	\$575.00	0.2	x	x	x
Tonneau Cover, Soft Folding - 6'6" Standard Box, Hi Gloss Vinyl, Black	23139841	\$575.00	0.2	x	x	x
Tonneau Cover, Soft Roll-Up - Black with Embossed GMC logo, Crew Cab, 5'8" Short Box	22772364	\$575.00	0.4	x	x	x
Tonneau Cover, Soft Roll-Up - Black with Embossed GMC logo, 6'6" Standard Box	22772365	\$575.00	0.4	x	x	x
Toolbox, Stationary - GMC logo, Diamond Patterned	19170990	\$535.00	0.2	x	x	x
Toolbox, Single-Lid Deep-Well by UWS (Straight edge) Compatible with Steel Utility Racks by TracRac®	19299117	\$469.00	0.3	x	x	x
Toolbox, Single-Lid Deep-Well by UWS (Beveled) Compatible with Steel Utility Racks and Aluminum Utility Racks by TracRac	19299118	\$469.00	0.3	x	x	x
Toolbox, Gullwing by UWS Compatible with Steel Utility Racks by TracRac	19260344	\$469.00	0.3	x	x	x
Toolbox, Low Profile by UWS Compatible with Steel Utility Racks by TracRac	19302652	\$415.00	0.3	x	x	x

\*Manufacturer's Suggested Retail Price. Tax, title, license, dealer fees and other optional equipment extra. Labor and Installation charges not included. Price subject to change without notice.

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## ALL-NEW 2014 GMC SIERRA ACCESSORIES LAUNCH KIT

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# ADI TO DEALER ACCESSORIES

## UTILITY RACKS - CURRENT

PART	PART NUMBER	MSRP*	INSTALL TIME	REGULAR CAB	DOUBLE CAB	CREW CAB
Complete Rack System - Two Crossbars by TracRac® Compatible with Single-Lid Deep-Well Toolbox by UWS (Beveled)	19299115	\$744.00	0.8	x	x	x
Single Crossbar by TracRac Compatible with Single-Lid Deep-Well Toolbox by UWS (Beveled)	19299112	\$372.00	0.5	x	x	x

## WHEELS - CURRENT

PART	PART NUMBER	MSRP*	INSTALL TIME	REGULAR CAB	DOUBLE CAB	CREW CAB
22-Inch Wheels - Chrome	19301156	\$527.00	0.2		x	x
22-Inch Wheels - Chrome	19301158	\$527.00	0.2		x	x
22-Inch Wheels - Chrome	19301157	\$527.00	0.2		x	x
Center Cap - Chrome	19301593	\$40.00	0.1		x	x
Lug Nut - Stainless Steel Cap, Multipack (24 pc)	19302059	\$120.00	0.1	x	x	x

## WHEELS - FUTURE (AVAILABLE Q3 2013)

PART	PART NUMBER	MSRP*	INSTALL TIME	REGULAR CAB	DOUBLE CAB	CREW CAB
22-Inch Wheels - Hi Gloss Black	19301162	\$527.00	0.2		x	x
22-Inch Wheels - Silver UBM/Hi Gloss Black	19301160	\$527.00	0.2		x	x
22-Inch Wheels - Silver UBM	19301161	\$527.00	0.2		x	x
Center Cap - Brushed Aluminum	19301601	\$40.00	0.1		x	x
Center Cap - Brushed Aluminum, Multipack (80 pc)	19301602	\$38.00	0.1		x	x

PART	PART NUMBER	MSRP*	INSTALL TIME	REGULAR CAB	DOUBLE CAB	CREW CAB
Headache Rack by TracRac Compatible with Single-Lid Deep-Well Toolbox by UWS (Beveled)	19299114	\$499.00	0.5	x	x	x
Cantilever Cab-Over Extension by TracRac	19299113	\$372.00	0.5	x	x	x
Full-Frame Steel Ladder Rack by TracRac fits 6'6" and 8' box only	19299116	\$979.00	1.5	x	x	x
Half-Steel Ladder Rack by TracRac	19299111	\$319.00	1.0	x	x	x

PART	PART NUMBER	MSRP*	INSTALL TIME	REGULAR CAB	DOUBLE CAB	CREW CAB
Valve Stem - Includes Valve, Screw and Cap - Multipack (100 pc)	19259587	\$6.40	0	x	x	x
Wheel Lock and Nut Package - Chrome (Includes 20 Nuts, 4 Locks and 1 Key)	17801711	\$140.00	0.1		x	x

PART	PART NUMBER	MSRP*	INSTALL TIME	REGULAR CAB	DOUBLE CAB	CREW CAB
Center Cap - Bright Aluminum	19301599	\$55.00	0.1		x	x
Center Cap - Bright Aluminum, Multipack (80 pc)	19301602	\$52.00	0.1		x	x
Center Cap - Chrome, Multipack (80 pc)	19301604	\$38.00	0.1		x	x
Lug Nut with Chrome Cap, Multipack (24 pc)	19302058	\$500.00	0.1	x	x	x

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## ALL-NEW 2014 GMC SIERRA ACCESSORIES LAUNCH KIT

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# ADI TO DEALER ACCESSORIES

## INTERIOR - CURRENT

PART	PART NUMBER	MSRP*	INSTALL TIME	REGULAR CAB	DOUBLE CAB	CREW CAB
Assist Handle Package - Light Gray, Includes A-Pillar Trim (For use on Light Duty 1500 Models with Black Interior)	23135699	\$50.00	0.3	x	x	x
Assist Handle Package - Shale, Includes A-Pillar Trim (For use on Light Duty 1500 Models with Cocoa/Dune Interior)	23135700	\$50.00	0.3	x	x	x
Console Organizer, Front Floor	22817343	\$50.00	0.1		x	x
First Aid Kit	88960626	\$25.00	0.0	x	x	x
Floor Mats, Front Carpet Replacements - Cocoa	19300734	\$100.00	0.0	x		x
Floor Mats, Rear Carpet Replacements - Cocoa	19300736	\$80.00	0.0			x
Floor Mats, Front Carpet Replacements - Ebony	19300735	\$100.00	0.0	x	x	x
Floor Mats, Rear Carpet Replacements - Ebony	19300737	\$80.00	0.0			x
Floor Mats, Front Premium All-Weather - Black	22858626	\$80.00	0.0	x	x	x
Floor Mats, Rear Premium All-Weather - Black	22858822	\$70.00	0.0			x
Floor Mats, Front Premium All-Weather - Cocoa	22858621	\$80.00	0.0	x	x	x
Floor Mats, Rear Premium All-Weather - Cocoa	22858825	\$70.00	0.0		x	x
Floor Mats, Front Premium All-Weather - Dune	22858618	\$80.00	0.0	x	x	x

## INTERIOR - FUTURE (AVAILABLE Q3 2013)

PART	PART NUMBER	MSRP*	INSTALL TIME	REGULAR CAB	DOUBLE CAB	CREW CAB
Door Sill Plates - Cocoa/Dune	23114161	\$125.00	0.2	x	x	x
Door Sill Plates - Black	23114162	\$125.00	0.2	x	x	x
Floor Mats, Rear Carpet Replacements - Ebony	19300738	\$80.00	0.0		x	
Sunshade Package - Reflective with GMC logo	22987431	\$100.00	0.0	x	x	x

PART	PART NUMBER	MSRP*	INSTALL TIME	REGULAR CAB	DOUBLE CAB	CREW CAB
Floor Mats, Rear Premium All-Weather - Dune	22858830	\$70.00	0.0		x	x
Floor Mats, Front Vinyl Replacements - Black	19302689	\$65.00	0.0	x	x	x
Floor Mats, Rear Vinyl Replacements - Black	19300744	\$50.00	0.0			x
Floor Mats, Front Vinyl Replacements - Cocoa	19302688	\$65.00	0.0	x	x	x
Floor Mats, Rear Vinyl Replacements - Cocoa	19300741	\$50.00	0.0		x	
Floor Mats, Rear Vinyl Replacements - Cocoa	19300743	\$50.00	0.0			x
Floor Mats, Rear Vinyl Replacements - Ebony	19300742	\$50.00	0.0		x	
Remote Start, Includes two Fobs	22997089	\$225.00	2.0	x	x	x
Roadside Assistance Package	88960625	\$55.00	0.0	x	x	x
Smoker's Package - Includes Ashtray Receptacle, and Retainer with Front Bucket Seat	22948330	\$25.00	0.2	x	x	x
Smoker's Package - Includes Ashtray Receptacle, Lighter, Lighter Housing Retainer, with Front Split Seat	22778446	\$55.00	0.2	x	x	x
Stowage Bag, Front Center Console Expandable Tote	22926859	\$35.00	0.1		x	x
Underseat Storage - Black	22793542	\$200.00	0.3			x

PART	PART NUMBER	MSRP*	INSTALL TIME	REGULAR CAB	DOUBLE CAB	CREW CAB
Sunshade Package - Silver with GMC logo (Not for use with Lane Departure Warning)	23155164	\$100.00	0.0	x	x	x
Underseat Storage - Black	23183670	\$200.00	0.3		x	
Underseat Storage - Black	23183674	\$200.00	0.3			x
WiFi Hotspot	22871071	\$535.00	1.0	x	x	x

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## ALL-NEW 2014 GMC SIERRA ACCESSORIES LAUNCH KIT

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ALL-NEW 2014 GMC  
SIERRA 1500

# BED ACCESSORIES

The all-new Sierra can be equipped with a wide array of GMC Accessories for the bed of your customers' truck. From Tonneau Covers and Bed Mats to Bed and Tailgate Liners and Toolboxes, these are the GMC Accessories your customers will need to help get the most out of their Sierra.



## ALL-NEW 2014 GMC SIERRA ACCESSORIES LAUNCH KIT

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# ACCESSORY WHEELS

Nine Accessory wheels in high-quality finishes allow your customers to create a new look for their Double Cab or Crew Cab.



**NOW AVAILABLE:** 22-Inch Wheel – Chrome (SEU)



**NOW AVAILABLE:** 22-Inch Wheel – Chrome (SEY)



**NOW AVAILABLE:** 22-Inch Wheel – Chrome (SEZ)



**FUTURE\*** 22-Inch Wheel – Silver Ultra Bright Machined w/Hi Gloss Black (SEW)



**FUTURE\*** 22-Inch Wheel – Silver w/Black Inserts (RX1)



**FUTURE\*** 22-Inch Wheel – Silver w/Chrome Inserts (RXN)



**FUTURE\*** 22-Inch Wheel – Hi Gloss Black (SEV)



**FUTURE\*** 22-Inch Wheel – Silver (SF1)



**FUTURE\*** 22-Inch Wheel – Silver Ultra Bright Machined (SFO)

SLE Crew Cab model shown.

\* Available by Q4 2013.

## ALL-NEW 2014 GMC SIERRA ACCESSORIES LAUNCH KIT

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# MERCHANDISING

Merchandising is key when selling accessories. The consumer needs to see, touch and feel all of the personalization options available to them. Below are just a few ways to merchandise GMC Accessories in your dealership.

## GMC ACCESSORIES SLATWALL<sup>1</sup>

Laminated wood panel with 3-inch aluminum inserts to hold GMC Accessories. Mounts to wall with our French cleats.

Note: Not recommended for hanging vehicle wheels. The Mobile Accessories Slatwall is designed for wheels.

Overall size: 8.25 feet wide x 5 feet high.

## ACCESSORIES SLATWALL PRICE HOLDERS<sup>1</sup> (OPTIONAL)

Set of six price holders for slatwall. Dealer must provide printed pricing information.

## MOBILE ACCESSORIES SLATWALL

Steel frame structure with slatwalls on two sides and locking casters for stability. Includes three brackets to hold vehicle wheel rims.

Overall size: 3 feet wide x 6 feet high x 3 feet deep.

## ACCESSORIES HANGING HARDWARE KIT<sup>1</sup>

Kit includes:

- Four 4-inch chrome peg hooks
- Four 8-inch chrome peg hooks
- One 11.5-inch waterfall hook
- One steel license plate holder
- Two steel splash guard brackets
- One 18-inch-wide x 6-inch-high wire form brochure holder
- Two steel floor mat holders

Hanging hardware also sold individually.

## ACCESSORIES WALL LETTERS<sup>1</sup> (OPTIONAL)

Two-inch-thick dimensional wall letters to identify the accessories area in your dealership. Designed for placement above the GMC Accessories Slatwall.

Overall size: 54 inches wide x 5 inches high.

## MANNEQUIN VEHICLE

On your showroom floor, display a Sierra with and without fully accessorized options. This is a great conversation starter for sales consultants.

<sup>1</sup> Available through DCI Marketing and endorsed by the GMC Family Image Program. For details on the marketing displays by DCI Marketing, please call 800-766-5660 or visit [gmdw.dcim.com](http://gmdw.dcim.com).



## ALL-NEW 2014 GMC SIERRA ACCESSORIES LAUNCH KIT

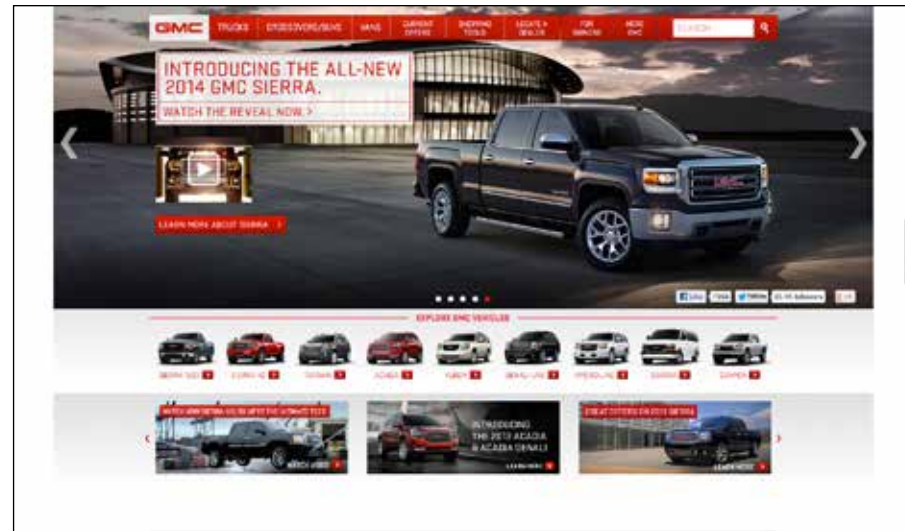
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# ACCESSORY RESOURCES

From marketing and training to creating a great accessories display wall, there are many GMC resources available to you.

## DIGITAL RESOURCES

- **GMC.com**
  - Build Your Own Web Site
- **GMC Dealer Cobalt Web Sites**
  - Accessory Model Portfolio  
(Consumer Search Inventory showcases available accessories)
- **GM Accessories Digital Solution**
- **GMAZ**
  - www.gmaccessorieszone.com
- **Accessories Information Center (AIC)**
  - Accessories Slatwall Planner
  - Dynamic Publishing
- **GM Asset Central**
  - Accessible through GM GlobalConnect
- **DWD Store**



## PRINT RESOURCES

- **GMC Accessory Reference Catalogs (ARCs)**
- **GMC Select Accessories Brochure**

# NOTES

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