

WE'RE THE B

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.

First in technology.

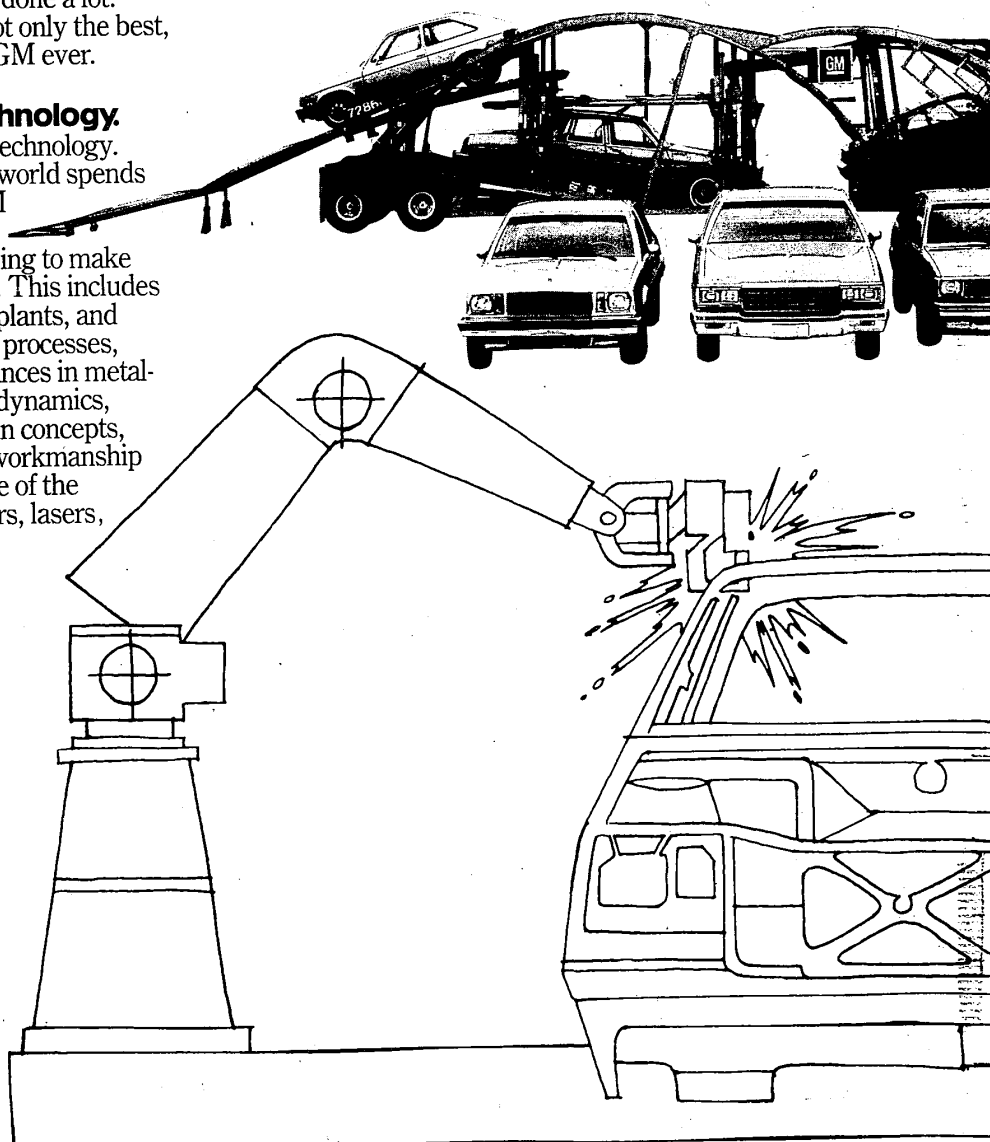
Start with technology. Nobody in the world spends as much as GM (\$10 billion in 1981 alone) trying to make your car better. This includes new products, plants, and manufacturing processes, as well as advances in metallurgy and aerodynamics, new power train concepts, and precision workmanship through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

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.



*Calendar year through May 1982.

**The GM cars were: Olds Custom Cruiser, Olds Toronado, Buick Estate, Olds 98 (4-door), Olds Cutlass Supreme, Buick LeSabre (4-door). Source: Highway