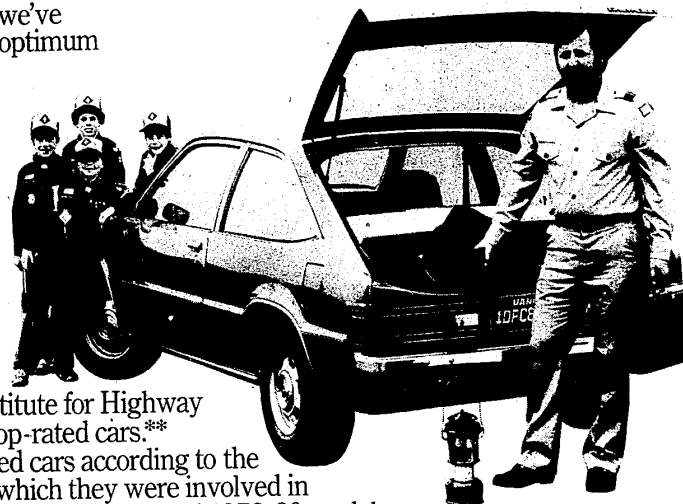


# BEST GM EVER

## 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.



## 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.

## 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



MARK OF EXCELLENCE  
Chevrolet  
Pontiac  
Oldsmobile  
Buick  
Cadillac  
GMC Truck