

GM Monday, October 24, 1988

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More people buy GM cars and trucks. And when they're ready to buy again, more of them buy another GM car or truck. Because we're doing what it takes to keep customers coming back.

Nobody test-drives as many cars as many miles under as many different, tough conditions as GM.

Nobody goes to greater lengths to design for beauty,

comfort and durability inside and out.

Nobody performs as much safety-related research and testing as GM.

Nobody uses more advanced electronics in their cars than the company that created them for the 747.

Nobody has as many employees involved in Quality of Work Life programs as GM.

And nobody but GM can say all that. Because we believe in taking the extra time, giving the extra effort and paying attention to every detail. That's what it takes to provide the kind of quality that leads more people to buy GM cars and trucks than any other kind. And why GM owners are the most loyal on the road.

That's the GM commitment to excellence.



Chevrolet • Pontiac • Oldsmobile • Buick • Cadillac • GMC Truck



In the ultimate test of quality, people choose

**Nobody sweats the details like GM.**