



INDUSTRY NEWS: GMC SIERRA, 221,544 UNITS SOLD, UP 57%

This big sales leap for the Sierra pickup truck helped bring GMC to 43,854 in sales, and a 22.7% brand growth overall. The Sierra has done extremely well this year, even passing up the Silverado (year-to-date sales up 13.1% and 7.8%, respectively). Together, the two GM pickups have sold 65,343 units this month, which outperforms the nation's favorite, the Ford F-150's 59,049 units.













CHEVROLET COLORADO COMEBACK



The 2015 Chevrolet Colorado returns three years after disappearing. It has been completely remodeled and crushed Toyota Tacoma and Nissan Frontier in a comparison test, clearly making itself as a segment leader.

Source: Motor Trend

U.S. NEWS 2014 FULL SIZE SUV RANKINGS

#1 🏆	#2	#3	#4	#5	#6
 CHEVROLET	 GMC	 CHEVROLET	 TOYOTA	 Ford	 NISSAN
2015 Chevrolet Tahoe	2015 GMC Yukon	2015 Chevrolet Suburban	2014 Toyota Sequoia	2014 Ford Expedition	2014 Nissan Armada
					
8.8	8.6	8.4	8.2	7.9	6.7
Overall U.S. News Scores (Out of 10)					

According to the recent U.S. News & World Report, the 2015 Chevrolet Tahoe is ranked as the number 1 in a full size SUV rankings followed by the 2015 GMC Yukon, 2015 Chevrolet Suburban, 2014 Toyota Sequoia, 2014 Ford Expedition, and 2014 Nissan Armada.

These scores represent great opportunities for the Truck market. Alpine has an X009 Restyle Dash System for 3 out of the top 6 ranked SUVs.

Source: U.S. News & World Report