

Trans Mode **concepts**



TO ALL MOTOR HOME DEALERS

Here is a most valuable selling tool — the GMC TransMode Concept Book.

The GMC TransMode is truly a versatile vehicle, and the Concept Book is designed to show your customers just how versatile it really is. The book clearly illustrates how the TransMode, when properly and professionally upfitted, can be adapted to an infinite number of specific applications.

You will want to use the book in every customer contact. Its pages will help you convince your prospects that the TransMode is the finest possible solution to their particular and unusual needs.

If you have any unusual applications not included in this book, please forward color prints or transparencies to us.

If you want to leave a certain page with a customer so that he can further relish the ideal of owning a TransMode — and to influence him positively as he weighs his buying decision — do so. You can replace the leaf quickly and easily by ordering a duplicate page. Order forms are provided in the book for just such a purpose.

Send order forms to R. A. Brovege
Sales Promotion Department
GMC Truck & Coach
660 S. Blvd. E
Pontiac, Mich. 48053

Approximately every six months the Concept Book will be updated with additional pages describing new and varied TransMode applications. New tabs will also be provided as needed to preface additional application sections.

So use the Concept Book for all its worth. It's your portable exhibit of the TransMode's unlimited adaptability to meet every customer need.

C E Rehm

C. E. Rehm

airport jetney

AIRPORT JETNEY





"Jetney"

The Brubaker Group — Upfitter

This unit is designed to transport 16 to 18 passengers (plus luggage) in smooth, easy comfort. It is an excellent airport limousine for use by hotels, motels, businesses and industrial enterprises. Private clubs also find the Jetney ideal for taking members on trips and for transporting them to major sports events.

Reprint Order
C-2566-1



"Jetney"

The Brubaker Group — Upfitter

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Reprint Order
C-2566-24



"NCR"

Owned by National Car Rental to transport customers to car rental offices at O'Hare Airport in Chicago. Features are similar to "Jetney."

Reprint Order
C-2566-2

ambulance

AMBULANCE



"Ambulance"

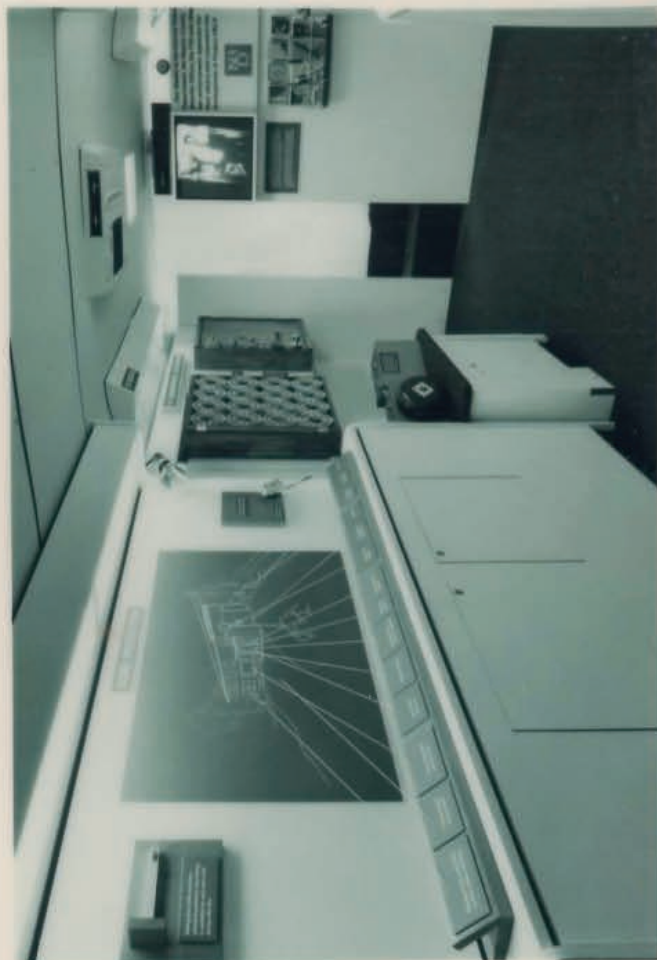
Wolf Coach — Upfitter

Air suspension provides soft, smooth ride for added patient protection.

Reprint Order
C-2466-4

crime prevention

CRIME PREVENTION



"Crimefighter"

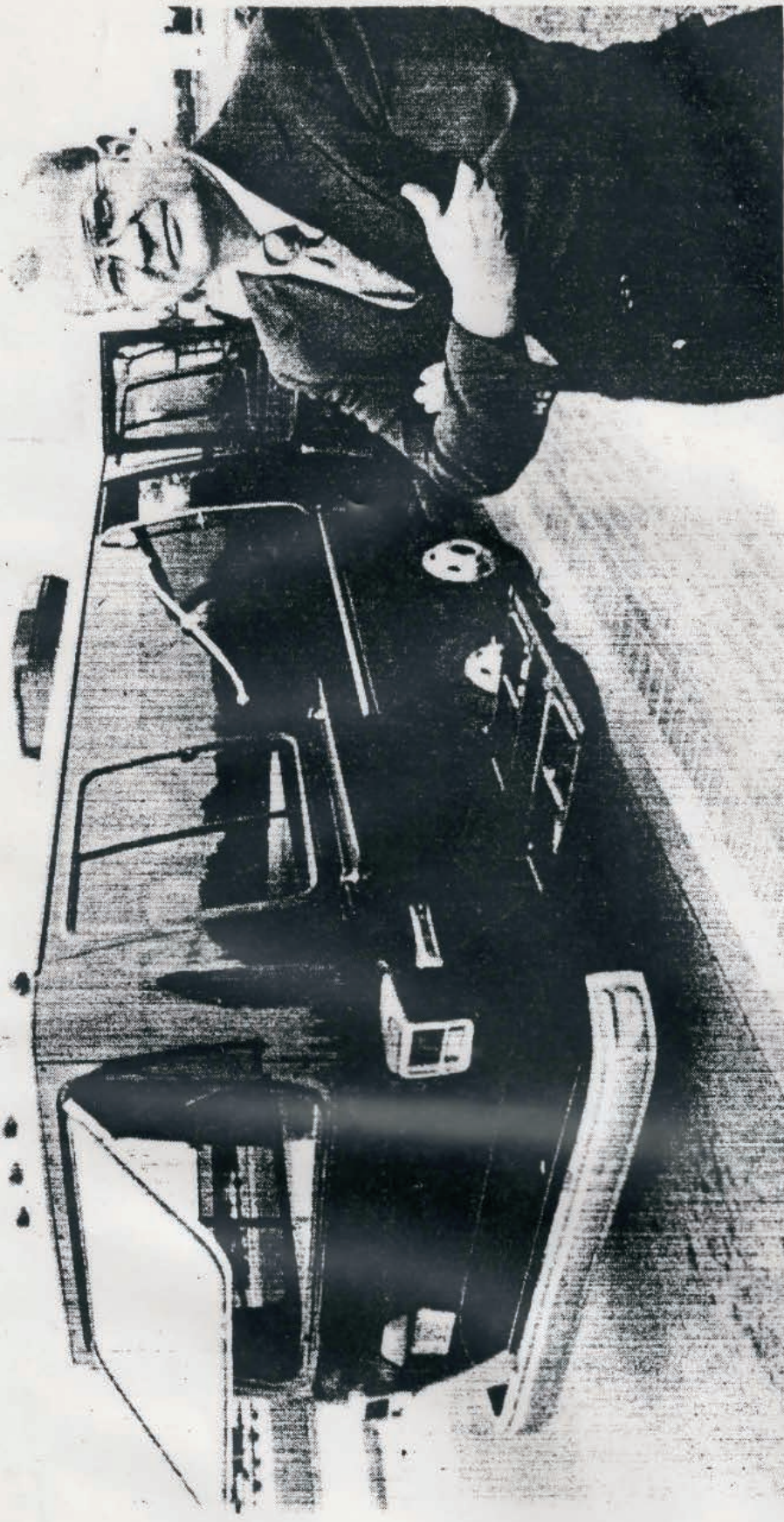
de Windt Associates — Upfitter

A traveling exhibit by the National Bank of Detroit to help homeowners and business people avoid loss from burglary and robbery. The exhibit includes a display of the various locks and timers available, a display of alarms systems and many pictorial tips on how to protect against being victimized by crime.

Reprint Order
C-2566-11

hearse

HEARSE



Associated Press

hn McCabe converted motor home into funeral vehicle which can carry flowers, deceased, and 24 mourners.

Cortege Coach' Gives Funerals New Look, Low Cost

Associated Press

AURORA, Ill. — With the cost of living soaring like the cost of living, a funeral director is saving consumers money by using a converted motor home to replace the hearse and other vehicles in funeral processions.

Since Terry Dieterle introduced eight-wheel, propane-powered, night green "Cortege Coach" in November, he says he has had very few requests for the more conventional procession.

"There is no less dignity," he said. "It just looks different. And no

longer do you have to worry about hurting a family member's feeling by saying, 'Sorry, you will have to ride in the second car,' rather than the first."

The coach has a compartment behind the rear wheels for the casket with space above it for 20 floral arrangements. The rest of the interior, partitioned off from the rear, seats mourners, pallbearers, minister and funeral director.

Dieterle, owner of Dieterle Memorial Home in Aurora, 45 miles west of Chicago, has used the coach in 100 funerals. Now he plans to open funeral coach dealerships, working with

the Revcon coachbuilders in Fountain Valley, Calif.

"We exhibited our prototype in the Los Angeles area last month and had 20 solid inquiries," Dieterle said.

Although "morticians are probably the last ones in the world who want to change anything," Dieterle said his idea really doesn't break with tradition.

"In the early 1900s, casket and mourners were sometimes transported in special streetcars in the larger cities. In Europe, where the fuel crunch has been felt longer than

it has here, buses have been converted for funeral use," he said.

The coach cuts the cost of limousine drivers, fuel and insurance by 60 percent, Dieterle said.

The cost of a typical small funeral service in Chicago now totals \$653, he said. That includes \$60 for a lead car, \$125 for a hearse, and \$117 each for a limousine and a flower car, with mileage extra for vehicle.

By comparison, the cost of his cortege coach carrying 18 mourners is \$256, and the propane to operate it costs 72 cents a gallon.

luxury limousine

LUXURY LIMOUSINE



"Executive Cross-Country Transporter"

Taylor Industries — Upfitter

This vehicle is being used by a world-famous pianist to transport himself and his musical group around the country in luxury.

Includes:

- Seating for up to 11 passengers in airplane style reclining seats
- Fully carpeted throughout
- Marine style drapes
- Wet bar
- Teakwood cabinets throughout (clothes closets, storage cabinets, stereo units, etc.)
- Corner lounge in rear with under seat stowage
- Generous use of velvets, brocades and matching Naugahyde
- Exterior paint
- Installation of air conditioners, generators, sun roof, escape hatches and extra windows.
- Motor comfort and handling with special Belstein shock absorbers
- Special lighting
- Double-tinted windows
- Full double rear doors for walk-in access
- Divider wall separates passengers from luggage and equipment storage
- Custom cabinets in cargo area
- Padded walls

Reprint Order
C-2566-12



"Executive Cross-Country Transporter"

Taylor Industries — Upfitter

This vehicle is being used by a world-famous pianist to transport himself and his musical group around the country in luxury.

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- Padded walls

Reprint Order
C-2566-13



"Luxury Limo"

Taylor Industries — Upfitter

Here is a unique vehicle for the ultimate in transportation of small, affluent groups. It is ideal for a wide range of commercial, business and industrial applications. Basically designed to carry about eight people, the interior is delightfully appointed to please the most discriminating VIP passengers. Everything about the Luxury Limo says "elegance."

Reprint Order
C-2566-15

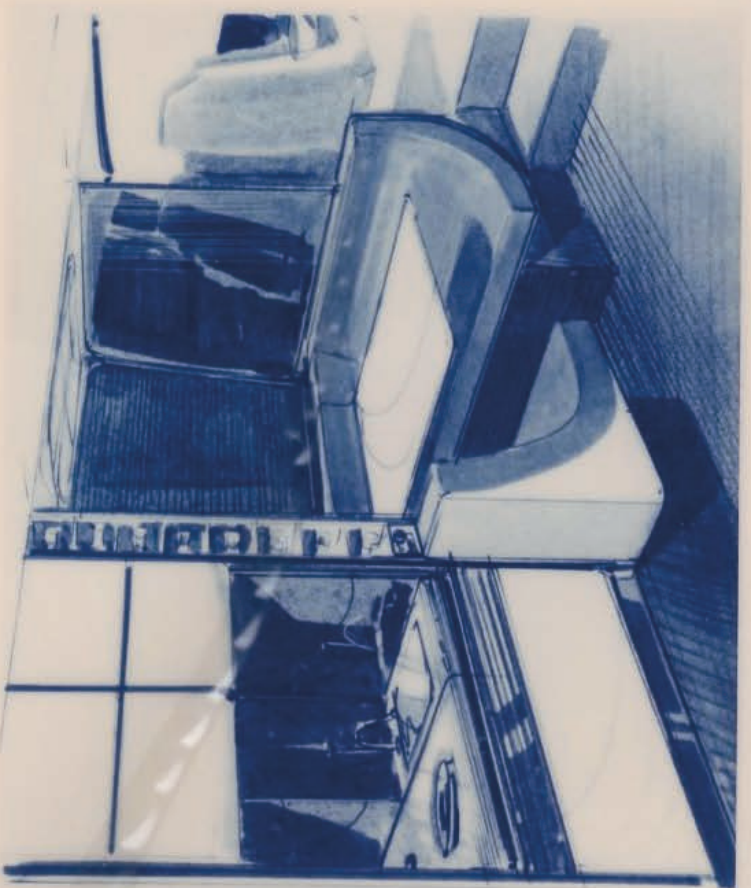
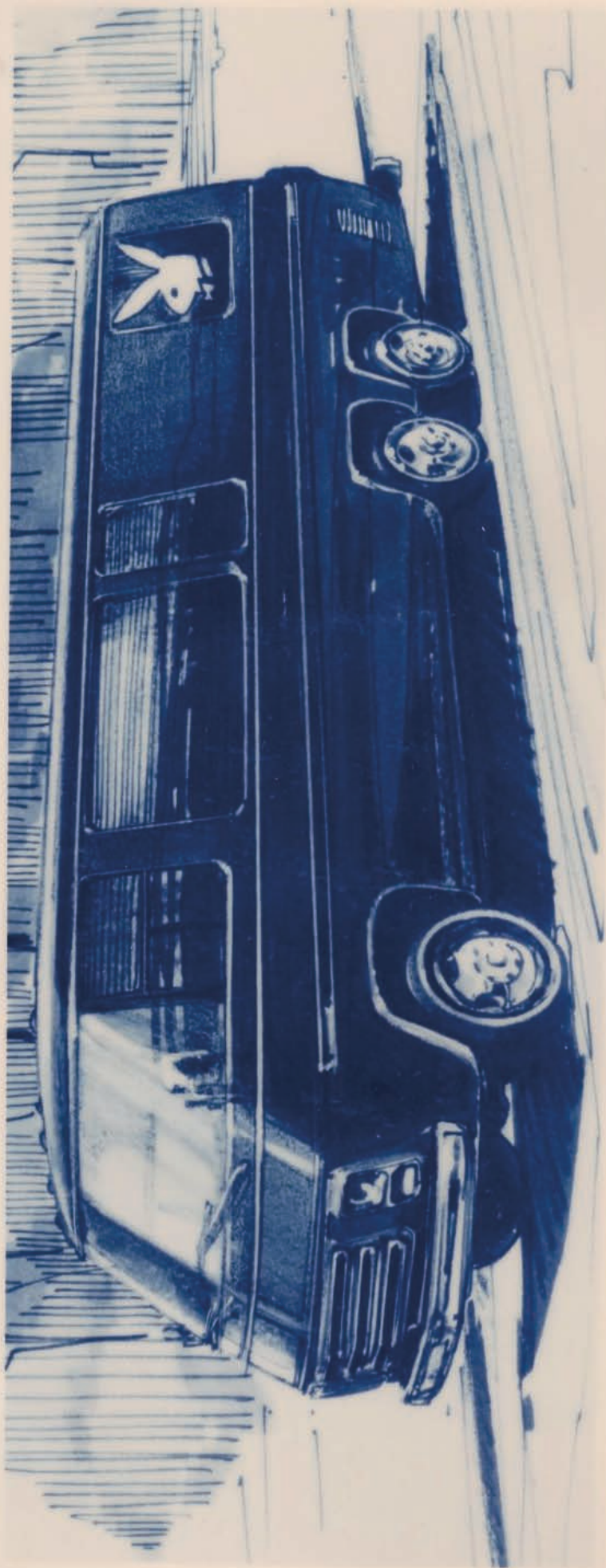


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Reprint Order
C-2566-14



"The Playboy"

Taylor Industries — Upfitter

A road yacht built to customer's own ideas. The customer will consult with our designers and engineers to create a unique vehicle reflecting the owner's style and personality. The ultimate in recreational vehicles.

Reprint Order
C-2566-23



This unit is used to transport visiting guests from airport to factory, and for plant tours and short business trips.

Reprint Order
C-2566-9

medi units

MEDI UNITS



"Emergency Medical Service"

Parsons Custom Products — Upfitter

An operating room on wheels, this unit permits paramedics to stabilize a patient's condition enroute to the hospital. Critical time is saved and the dangerous dash to the hospital is far less important to the patient's well being. Air suspension provides soft, smooth ride for added patient protection.

Reprint Order
C-2566-16



"Bloodmobile"

Several competitive — Upfitters

This unit is fully equipped to go out to where people gather in great numbers to collect blood for bloodbanks: shopping centers, downtown locations, schools, factories, etc.

Reprint Order
C-2566-10

mobile showrooms

MOBILE SHOWROOMS



11, SUCIETTI/OGA /A3517

This Artist's rendering depicts one of many modern attractive designs which could be used for mobile classrooms.

Reprint Order
C-2566-39

TABLE No. 2

REAR VIEW OF MODEL
PLAN 2000

1



2



Artist renderings of floor plans show two different interior designs for mobile classrooms.

Reprint Order
C-2566-40



"Application Lab"

A mobile laboratory for displaying and demonstrating electronic equipment.

Reprint Order
C-2566-5



When Ekco Products, Inc. came up with a new concept in mass feeding, they didn't want to wait for word to get around.

So they equipped a mobile unit with a complete audio visual system.

Ekco got their story across to hotels, restaurants and other food service operators all over the country.

It's an impressive presentation that reaches executive prospects an individual salesman couldn't reach.

When a new building's being planned, Honeywell needs to show its automated control products to the consulting engineer at the right time.

A day late could be too late. And showing an engineer the entire line out of a catalog could be just plain ineffective.

These showrooms-on-wheels can go right where the decisions are being made, when they're being made. And working demonstrations give prospects a chance to try out all the equipment themselves — from a simple thermostat to a complex alarm system.

Reprint Order
C-2566-36



"Minimum TransMode"

Modern Engineering — Upfitter

This is a basic unit which can be converted to a great range of commercial, industrial, educational, medical and transportation units.

Includes:

- Interior headliner
- Side wall covering
- Flooring
- Insulation

Reprint Order
C-2566-26



"Minimum TransMode"

Modern Engineering — Upfitter

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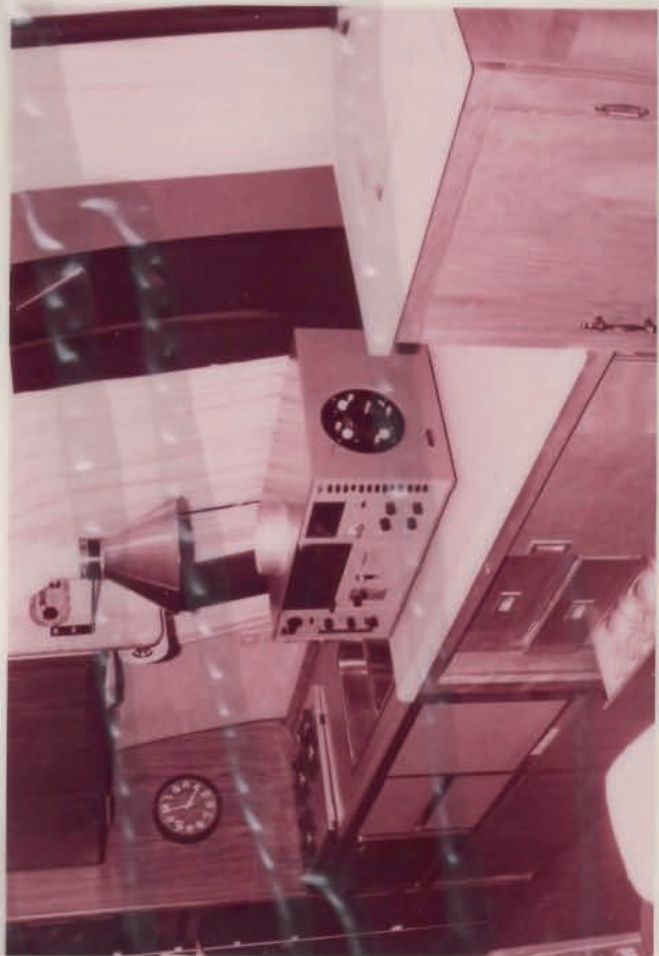
Includes:

- Interior headliner
- Side wall covering
- Flooring
- Insulation

Reprint Order
C-2566-3

mobile labs

MOBILE LABS



"Quality Control Lab"

Ashland Petroleum Co. — Upfitter

This unit is a traveling laboratory which analyzes the quality of unleaded gasoline at all service stations in the Ashland marketing area. It is equipped with highly accurate, sophisticated atomic absorption lead-detection units. Manned by technical service engineers, the lab is capable of testing as many as 200 samples of unleaded fuel a day.

Reprint Order
C-2566-27



"Ecololab"

Wolf Coach Inc. — Upfitters

Built to be a mobile laser optics lab for M.I.T., Ecololab is used as part of a new system for air pollution measurement utilizing a laser beam. A unique feature is a 3' x 4' optical table which must be completely isolated from the van when in use, so as not to disturb very precise adjustment of the laser beam. This is accomplished by extending telescoping legs through the floor to the ground. Using GMC's air suspension system, it is then possible to lower the vehicle floor so that the table is resting on the ground, with no part of it touching the vehicle.

A laser is mounted on the table and projects a beam via mirrors out of the rotating turret on the van roof. This beam is directed at a reflecting target one kilometer away. The altered characteristics of the reflected beam are then analyzed to determine pollution levels.

The principal advantage of this system is that it permits accurate measurement of average pollution through a large body of air. It is also faster and can monitor continuously over a prolonged period automatically.

M.I.T. selected the GMC TransMode shell for several reasons:

1. Its low floor permits shorter table legs and greater table stability.
2. Its low center of gravity gives better handling.
3. Its smooth ride gives better protection for the delicate optical and electronic equipment.
4. Its air suspension not only permits easy lowering of the 500 lb. table to the ground, it also permits table leveling while doing so.

Reprint Order
C-2566-17



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Reprint Order
C-2566-18



Before putting new types of cables into service or adding new services to existing cables, Bell Telephone Laboratories conducts field trails to be sure performance objectives are met.

Many such field trails require testing with sensitive test equipment. But moving sophisticated electronic test instruments from site to site can be expensive, time-consuming job.

With this Commercial Traveler equipped as a mobile lab, it's relatively easy. Bell Technicians can drive it to any location, stay there long enough to get the readings they need, and move on to the next test point.

Reprint Order
C-2566-38



It is easy to adapt a Motor Home for use as a traveling laboratory complete with built in equipment, special refrigeration, and custom designed lighting.

Reprint Order
C-2566-42

mobile offices

MOBILE OFFICES



"Mr. Realtor"

H. B. Stubbs Company — Upfitter

This unit is designed to take the office to the customer where business can be transacted in comfort and privacy.

Includes:

- Partitions behind driver and passenger seat for privacy.
- Magazine and storage cabinets
- Upholstered sofa.
- Two swivel barrel chairs.
- Folding table.
- Steel filing cabinets.
- Wardrobe closet.
- Refrigerator.
- Typewriter desk.
- Secretary desk and chair.
- 6,000-watt generator.
- 62-lb. LPG tank.
- 30,000-BTU furnace.
- 110-Volt electrical outlets.

Reprint Order
C-2566-19



Eastman Kodak's microfilm retrieval systems can make things easier for anybody who keeps records on paper. So their market extends to every business — large and small — in the country.

The trouble is, it would be impossible to bring many of these prospects into a district sales office for a demonstration.

So a Kodak salesman now drops in on them with a demonstration set up in one of their mobile units.

Prospects get to see the equipment in action, and a point-of-sale film that dramatizes the time and money it saves.

The business of the Chicago Tribune's "Action Express" column is people and their problems. It hears from more than 5,000 persons a week. Many of them make a point of dropping in on the Tribune's mobile city desk as it cruises around Chicagoland.

Equipped by the Chicago Tribune for complete communication, the mobile news unit has a 2-way radio, telephone, CB and police radio, tape recorder, desk, chairs and typewriters. (Plus niceties like air-conditioning to keep everybody who works there happy.)

And when a major news event breaks, the Action Express unit can cover it right on the spot, then radio the story back to the Trib's newsroom.

It's a great way to gather news and help people. And what's more, it draws a "Tribune Crowd" of interested Chicagoans wherever it goes.

Reprint Order
C-2566-37

mobile classrooms

MOBILE CLASSROOMS



This Lear Siegler unit is designed for the ultimate in classroom comfort.

Reprint Order
C-2566-41

mobile stores

MOBILE STORES



"La-Z-Boy"

de Windt Associates — Upfitter

Used as a mobile merchandising and product showroom, this unit provides a most comfortable and private selling environment.

- Carpeting extended half-way up each sidewall.
- Upper sidewalls contain cork and aluminum display boards.
- Formica wood finish on closet, display cabinet and refreshment bar.
- Storage area beneath elevated rear section.
- 120-Volt A/C generator for display lighting, air conditioning and utility outlets.
- 12-Volt D/C system for convenience lighting and furnace blower.

Reprint Order
C-2566-31



"La-Z-Boy"

de Windt Associates — Upfitter

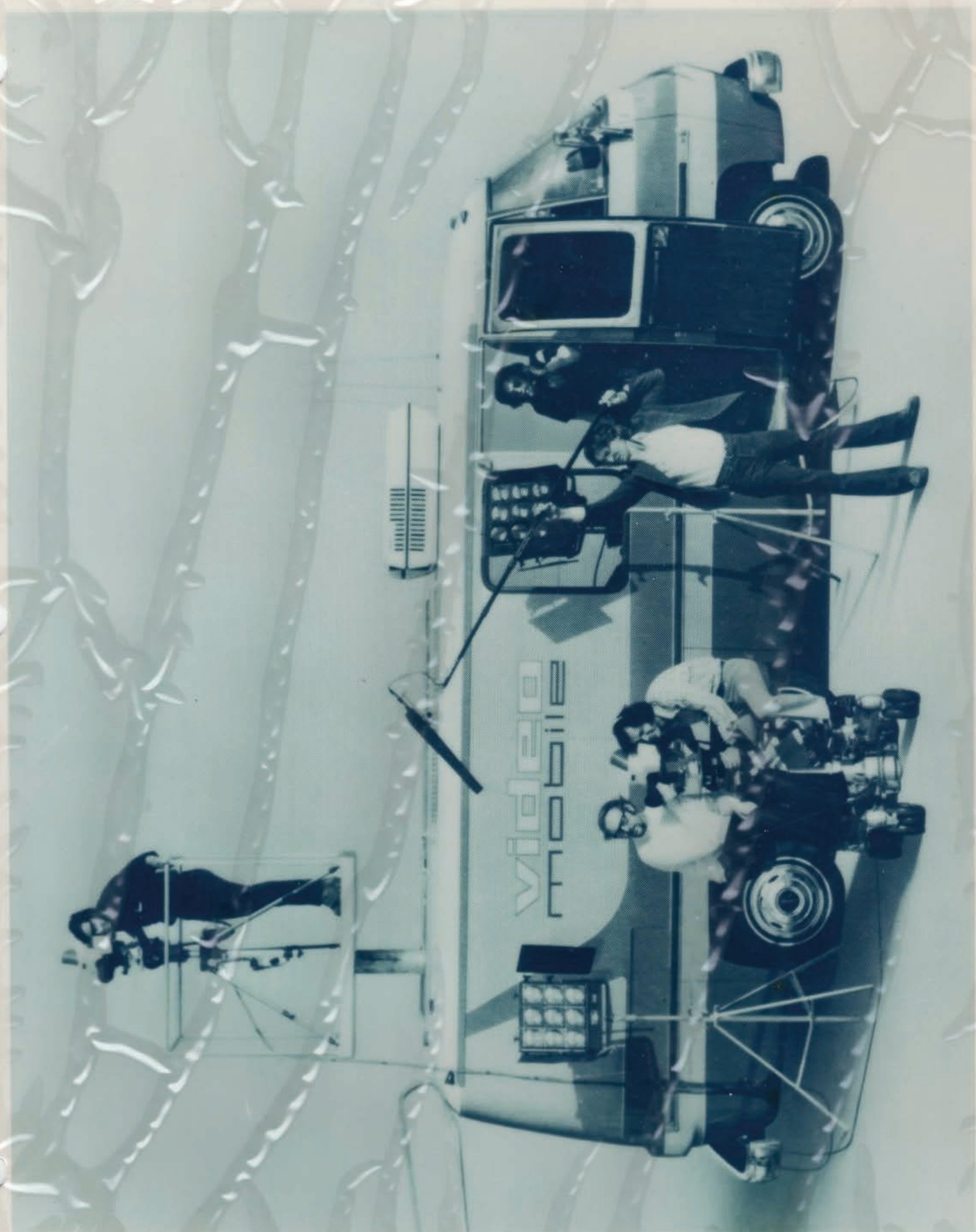
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Reprint Order
C-2566-30

portable cinemobiles

PORTABLE CINEMOBILES



"Video Mobile"

Cinemobile Systems Inc. — Upfitter

Carries crew and equipment for TV news and motion picture filming.

- Swing-up back door for clear access to equipment.
- Reinforced suspension system for greater weight-carrying capacity.
- Camera platform extends 25 feet from ground.
- 7½-Kilowatt generator.
- 12-Channel telephone system.

Reprint Order
C-2566-20

portable libraries

PORTABLE LIBRARIES



"College Recruiting Unit"

This mobile college Recruiting unit travels from town to town to motivate student enrollment. It has proven to be useful for participation in High School Career Day programs.

Reprint Order
C-2566-35

public service

PUBLIC SERVICE



"Community Service Caravan"
de Windt Associates — Upfitter

Several of these vehicles are available to communities free of charge from Carling Breweries for service club activities, parades, sports events, fairs, etc.

The units contain electric power generators for two six-kilowatt, 110 and 120-volt systems, but can utilize exterior electrical plug-ins where power is available. The systems provide power for a public address system, heating, lighting, air conditioning.

Other features:

- 8-track cartridge and reel tape recorders.
- Microphone systems and externally-mounted speakers.
- Citizen band and walkie-talkie communications.
- Basic first aid facilities.
- Oxygen resuscitator and stretcher.
- Fire extinguishers.

Reprint Order
C-2566-7



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de Windt Associates — Upfitter

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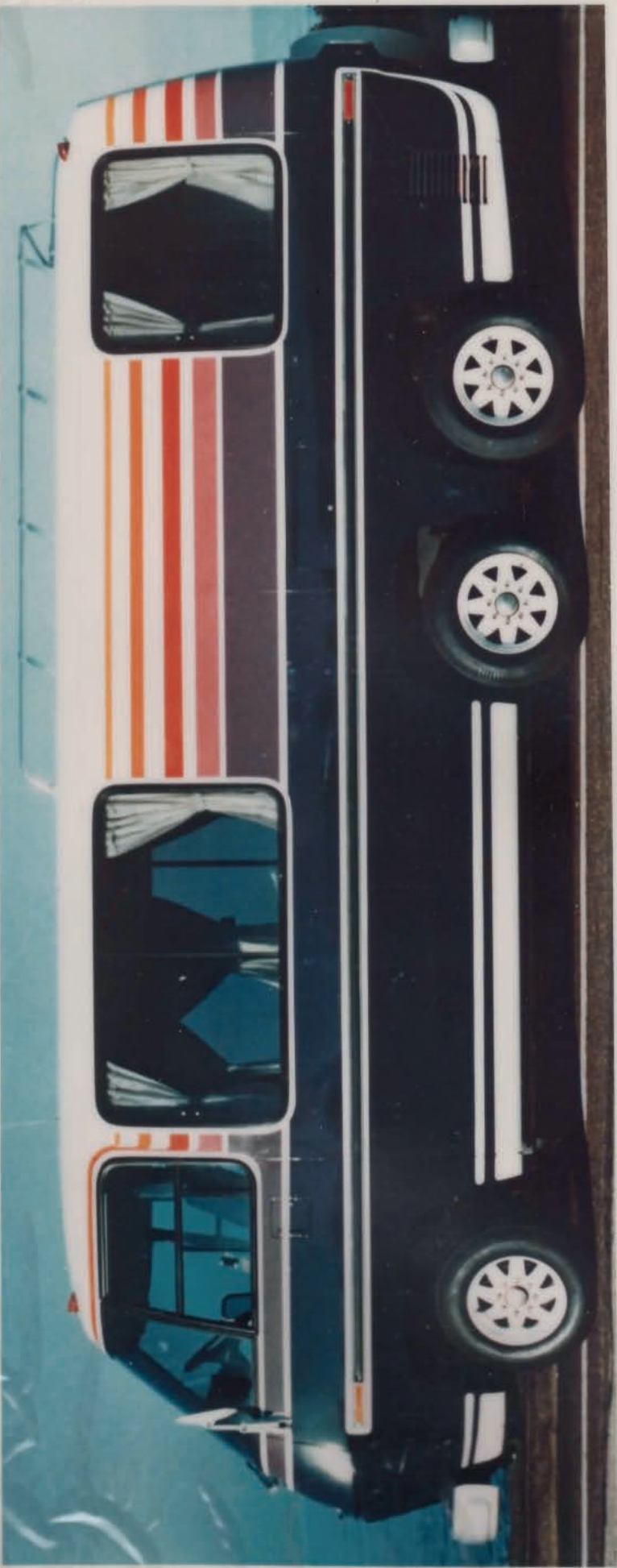
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- Fire extinguishers.

Reprint Order
C-2566-6

ski and surf

SKI AND SURF



"Rainbow's End"

Taylor Industries — Upfitter

This unit is designed for transporting small groups to ski lodges, beach resorts, spas — wherever people gather for rest, relaxation and recreation.

Reprint Order
C-2566-22



"Rainbow's End"

Taylor Industries — Upfitter

This unit is designed for transporting small groups to ski lodges, beach resorts, spas — wherever people gather for rest, relaxation and recreation.

Reprint Order
C-2566-21

other

OTHER



"Interiors By Avion"

- Carpeting extends into driver compartment and is color-coordinated with other interior fabrics.
- Front sofa makes up into a 52" x 76" double bed with divider drape for driver compartment.

Reprint Order
C-2566-34



"Interiors by Avion"

- Bedroom features permanent beds which double as seating by day. Vanity has unique table leaf which extends forward between beds for card games or other activities.
- Overall design combines optimum storage with ample living area. All cabinetry is meticulously constructed and finished to assure beauty and convenience throughout the life of your motor home.

Reprint Order
C-2566-32



"Interiors By Avion"

- Interior design puts every foot of space to work. Note the efficient arrangement of galley and dinette.
- All cabinetry is handcrafted woodwork in light walnut finish, built to last the life of the MotorHome.

Reprint Order
C-2566-29



"Interiors By Avion"

- Carpeting extends into driver compartment and is color-coordinated with other interior fabrics.
- Front sofa makes up into a 52" x 76" double bed with divider drape for driver compartment.

Reprint Order
C-2566-33



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- Interior design puts every foot of space to work. Note the efficient arrangement of galley and dinette.
- All cabinetry is handcrafted woodwork in light walnut finish, built to last the life of the MotorHome.

Reprint Order
C-2566-28



"The Thoroughbred"

Taylor Industries — Upfitter

A two horse carrier with the following features.

- Opening rear end with fold-down ramp and two private compartments for horses
- Tack room with custom accessories for the various riding styles and competition
- Deluxe living quarters for up to four people. Includes:
 - Sleeping arrangements
 - Kitchen area
 - Lounge
 - Toilet
- Any custom features needed to provide comfort for the horseman or his mounts

Reprint Order
C-2566-25

NEED EXTRA PRINTS?

You may want to give your potential customer the picture of the unit he is considering or has purchased. In that event, you will want to replace the print for your Concept Book.

To order select print number on back of each color print, simply fill in this form and mail to:

Bob Brovege
Sales Promotion Department
GMC Truck & Coach Division
660 South Blvd. East
Pontiac, Michigan 48053

Print Number	Quantity	Color Price For 1 Print \$4.00	Color Price For 5 Prints \$3.50 Ea.
Total			

Please charge this order to my open parts account.

Dealership Name _____

Address _____

City _____ State _____ Zip _____

Signature _____

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