



NEWS RELEASE

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FOR IMMEDIATE RELEASE

GMC's First Hybrid Yukon Purchased by Woodmeister Master Builders

(Holden, Mass.) Woodmeister Master Builders of Holden took possession of the first Hybrid GMC Yukon available in New England on April 8. Robert Moore and William Moore, owners of Moore GMC Truck in Danvers, presented the vehicle to Ted Goodnow, Woodmeister founder and CEO. Ken Millett, New England Region Product Trainer for GMC, was also present to review all the features of the vehicle. Woodmeister is known nationwide for its fine residential construction, custom cabinetry, and interiors, and lifestyle management services.

The 2008 GMC Hybrid Yukon features the world's first two-mode hybrid propulsion system in an SUV and offers up to 50% better fuel economy when compared to the conventional engine. Estimated fuel economy for the four wheel drive model is 20 miles per gallon for both city and highway driving.

According to Goodnow, who has driven conventional SUVs for several years, the large vehicle is necessary for his work, because he frequently transports several people at a time, plus

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oversized blueprints, to job sites. He also regularly conducts client and contractor meetings in the truck.

With rising fuel costs and the growing concern about global warming, however, Goodnow said he wanted to make a conscientious choice with his new SUV. “It seemed that if I could not find a comparably-sized vehicle with better gas mileage, the right thing to do was to try this new technology. I wanted to do something positive for the planet,” he explained.

According to Mike Foster, Sales Manager of Moore GMC Truck, Woodmeister’s purchase is a sign what is coming in his industry. “We look at the introduction of the Yukon Hybrid as a door of opportunity opening in the large SUV market segment,” he said. “This vehicle puts General Motors back in the technology forefront in a very competitive market. Consumers who need a large SUV can now realize superb fuel economy through our two-mode full hybrid system.”

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