

BACKGROUND

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HUMMER HISTORY

The HUMMER story began in 1979 with a competition for the development of a vehicle to meet the American Army's highest standards in a High Mobility Multi-Purpose Wheeled Vehicle (HMMWV). Army specifications demanded light armour, deep water fording capability, Arctic and Desert operational ability as well as absolute reliability, durability and maintainability. In March 1983 after a stringent competition AM General was awarded the initial HUMMER contract for 55,000 vehicles.

In 1992 AM General began producing the H1 HUMMER, a civilian refinement of the military HMMW. The revolutionary 4x4 vehicle found favour with commercial users seeking the ultimate in toughness and off-road performance. In 1999 General Motors bought the rights to market and distribute HUMMER through their dealer network and immediately started working on new HUMMER models.

The second vehicle in the HUMMER line-up was the H2. The H2 takes the characteristics of the H1 and refines them further, adding more creature comforts while maintaining off-road leadership. Despite its increased emphasis on refinement H2 does not neglect its primary assignment of delivering unmatched off-road capability. Creating the H2 allowed General Motors to make the HUMMER brand more accessible and introduce an entirely new audience to its off-road leadership.

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The H2 is manufactured in Mishawaka, Indiana in a new 630,000 square-foot plant next door to the plant that turns out the military HUMVEE and the H1 HUMMER.

HUMMER is adding a third vehicle to their line-up with the HUMMER SUT. The HUMMER SUT will be available in spring 2004 and is a variation on the original H2 concept. The SUT will feature a fold-down midgate with power windows that allows drivers to convert the rear of the vehicle from second row seating into a 4-by-6 cargo bed..

Since purchasing the global rights to the HUMMER brand in 1999 General Motors has been working to build a high-quality HUMMER dealer network. The first exclusive HUMMER store was opened in July 2002 in Milwaukee WI. Schlueter Chevrolet HUMMER is Canada's newest HUMMER dealer and one of only five in Ontario. Customers visiting Schlueter Chevrolet HUMMER will be treated to a true HUMMER experience and work with staff members who are trained specifically to sell and service HUMMER vehicles.