

AutoweekGMC boots 'Professional Grade;' now it's 'Like a Pro'AutoweekGMC is trying to make more of an emotional appeal to consumers by launching an ad campaign that focuses on its buyers' lives with their vehicles and informalizes the brand's long-running "We Are Professional Grade" tag line into "Like a Pro.".GMC shifts branding approach with new 'Like A Pro' slogan - NY ...New York Daily NewsWith GMC, you'll feel “Like a Pro” | Car News | Auto123Auto123.comGMC debuts new "Like a Pro" tag lineLeftLane NewsPickupTrucks.com -GM Authority (blog)los 7 artículos informativos »

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