

Autoweek GMC boots 'Professional Grade;' now it's 'Like a Pro' Autoweek GMC 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 News With GMC, you'll feel "Like a Pro" | Car News | Auto123 Auto123.com GMC debuts new 'Like a Pro' tag line Left Lane News Pickup Trucks.com - GM Authority (blog) los 7 artículos informativos »

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