



OEMs benefit from GM Powertrain's efforts to make Vortec the most recognized engine brand.

Vortec™ Advantage

“Vortec” is a brand of GM Powertrain engines that delivers plenty of horsepower without sacrificing fuel efficiency. The name Vortec originated with the 4.3 V-6 engine that used a combination of “vortex” and “GM technology” to create a vortex inside the combustion chamber.

For example, the 1996 Chevrolet Silverado went from 180 hp in the previous model year to 250 hp, while improving fuel economy from 15 mpg to 18 mpg. Unlike typical engines, Vortec Engines deliver *both* power and efficiency.

Uncompromised Power

GM Vortec Engines are powerful, efficient, durable, low-maintenance engines for people who expect their vehicles, boats, and equipment to perform for years under demanding conditions.

By creating the Vortec brand, GM Powertrain is supplying OEMs with another tool to use in selling their application. Customers will recognize the Vortec brand as representing the best in commercial engine technology, a technology with no compromises.

Work Hard — Play Hard

GM is applying the same technology found in its world-class trucks to Vortec marine and industrial engines. This includes improvements in cylinder head design, control systems and sensors, and durability. Whether on the road, water, or job site, OEMs can count on GM Vortec Engines to deliver all the performance needed for as long as it is needed.

The same Vortec technology that powers GM trucks and SUVs is used to power a wide range of marine and industrial applications.



Why Vortec Means Uncompromised Power

Powerful and Efficient - Vortec Engines are very powerful, without sacrificing fuel efficiency. No compromise.

For example, with 275 hp, the Vortec 4200 I-6 engine delivers the horsepower of a V-8 with the fuel efficiency of a six-cylinder engine. In past competitions, the Vortec I-6-powered Chevrolet TrailBlazer beat the competitors' V-8s in off-road events held in Baja, Mexico, Pikes Peak, Colorado, and the Nevada desert.

Durable - Vortec Engines undergo stringent testing to ensure they perform reliably under very demanding conditions. No compromise.

Low Maintenance - Vortec Engines are designed to require minimum maintenance, with most Vortec Engines needing only fluids and filters for the first 100,000 miles. No compromise.

No trade-offs. No sacrifices. No compromises. With Vortec Engines, "You can have it all!"

How Vortec Gives OEMs a Selling Advantage

Because GM applies the same technology found in its world-class Vortec-powered trucks to its Vortec marine and industrial engines, OEMs have a powerful selling advantage. They can tell customers that the nationally advertised engine technology that has consistently proven itself in powering GM trucks and SUVs in sports events is the same engine technology used in their application.

Knowing the value of a reputable brand, GM Powertrain has invested in promoting the Vortec brand in several ways, including competing in the following sports venues:

- American Power Boat Association (APBA) Offshore racing
- Off-road desert racing
- Professional waterski/wakeboarding
- New Zealand International Hill Climb

So, in addition to being able to offer GM engines that provide superb value and performance, OEMs now have another selling advantage – the powerful Vortec Engine brand.



GM Powertrain has used motorsports to help customers identify power and durability with the Vortec brand. By successfully competing in the Baja 1000, the Vortec-powered Silverado proved to customers that they can count on Vortec Engines.



GM Powertrain

www.gmpowertrain.com