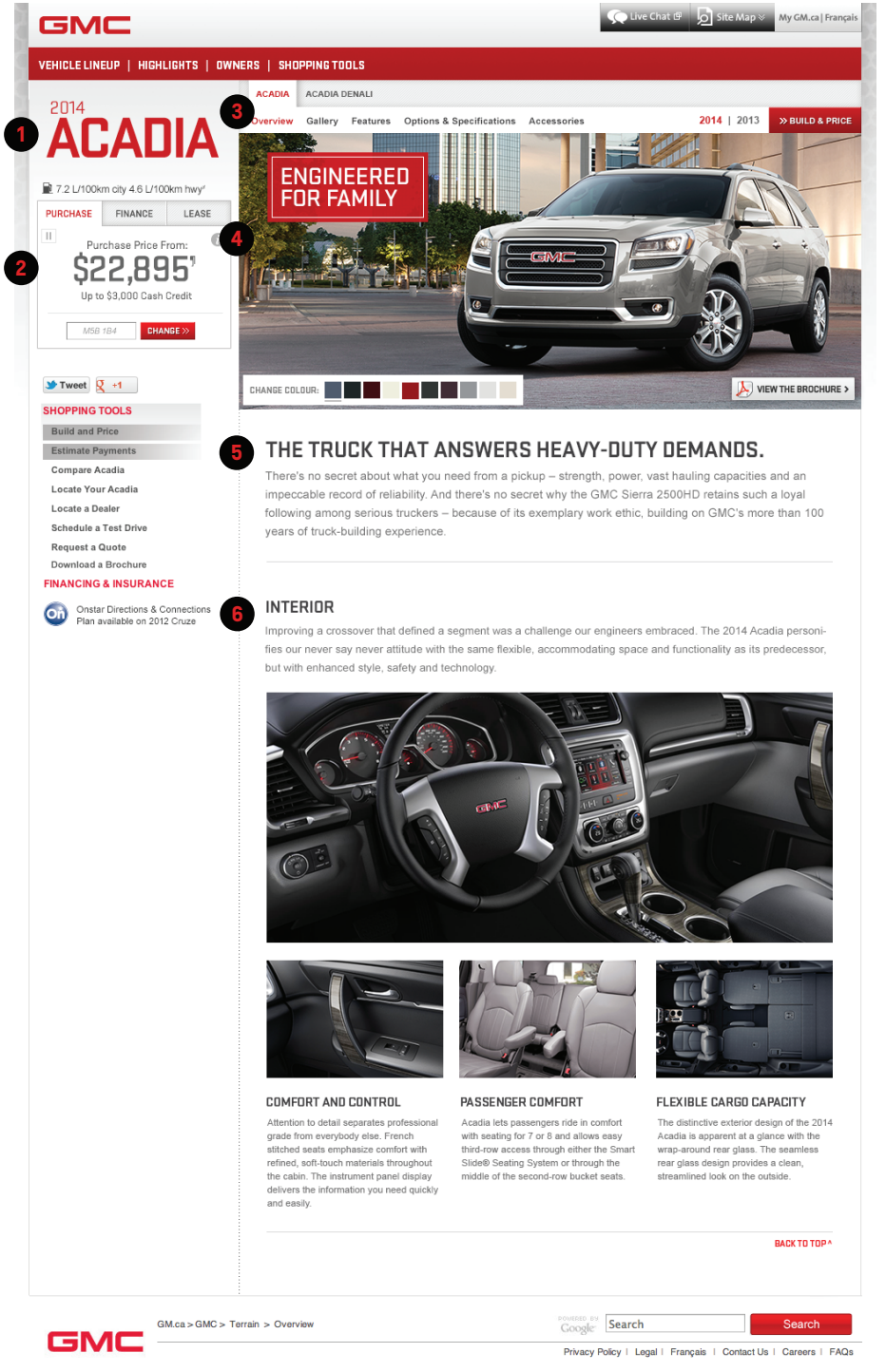

1 Vehicle Badge

Vehicle Name: StratumGMC Bold, variable size - depends on length of vehicle name, #cf1010.

Vehicle Year: StratumGMC Regular, approx. 22pt (relative to vehicle name), #cf1010.

2 Left Column

Pricing Module: StratumGMC Medium, 45pt (price text), StratumGMC Regular 14pt (title text), 13pt (cash credit) #676767.

Shopping Tools: Arial Bold, 12pt (header), 11pt (body), #565656 (body color), #E51937 (link colour), #494949 (link rollover colour).

3 Subnavigation

Standard Sections: Arial Bold, 11pt, #424242 (section off), #cf1010 (section on), Upper/lower case

Build & Price: Arial Bold, 10pt, #FFFFFF, All Caps.

4 Main Image

Headline: StratumGMC Bold on red box with white outline, size to fit with image composition, #FFFFFF, All Caps.

5 Intro Paragraph

Headline Copy: StratumGMC Bold, 28pt, #424242

Body Copy: Arial, 14pt, #757575.

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6 Body Content

Headline Copy: StratumGMC Bold, 21pt, #424242

Subhead Copy: StratumGMC Bold, 16pt, #424242

Reg. Body Copy: Arial, 13pt, #575757.

Small Body Copy: Arial, 11pt, #575757.