GMC is delivering its first Sierra EV electric pickup trucks to customers

GMC’s 2024 Sierra EV is parent company GM’s third electric pickup truck built on the Ultium EV platform after the just-launched Chevy Silverado EV. It’s also GM’s second GMC-branded EV after the beastly Hummer EV pickup (which now also comes in SUV format).

(Personally, I think the Sierra EV also has a looks advantage with its uniquely armored front, which might appeal to buyers not sold on the Ford F-150 Lightning’s big light bar brow, Rivian’s arguably cartoony headlights, or Tesla’s plank-faced Cybertruck.)

Regarding cost, the Denali Edition 1’s $97,500 price tag aligns with GM’s apparent strategy that all its electric pickup trucks must cost around $100,000 at launch, including the Silverado EV first-edition RST, which starts at $96,495. (The Hummer EV launched at $110,000, and now starts at $96,000.) At its launch price, the Denali feels like a tough sell compared to a Ford F-150 Lightning that starts under $70,000, and it comes with Apple CarPlay, which the Sierra EV unfortunately lacks.

https://www.theverge.com/2024/8/21/24225451/gmc-sierra-ev-denali-edition-1-launch-delivery