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## The Unique Advertising Fleet

USA, Florida, Lakeland – on 11th of February 1936:

For the first time, eight huge trucks, which were very similar to busses, were parking on a large meadow in rank and file, in the middle a big tent on which you could read in big letters, GM and the smaller addition "Parade of Progress".

The nearly whole assortment of passenger cars of the GM-group was parking on the spacious lawn, and countless persons streamed in endless rows inside the area. On the whole scare there has been a boisterous feeling of a funfair, and that was exactly what the organizers wanted. This event was organized by a rolling fleet, which was originated by the American vehicle manufacturer GM – General Motors – as a promotion tour and was also financed completely by the car company.

From today's point of view, this presentation was a masterpiece of advertising specialists, which also attracted a lot of attention of its

special trucks.

The main inventory of the driving retinue were eight trucks, which were especially produced for the "Parade of Progress". They were red colored in the lower half and glittered in chrome colors on the upper part. The chassis was taken from the truck production of GM, the engine came from the subsidiary GMC, and the truck superstructure was manufactured by the company Fisher. The unique, quite boxy optics attracted great attention at all opportunities.

It was completely secondary that the installed engines were very weak for the trucks; however they could reach a maximum convoy speed of 40 miles per hour (64 km/h) without any problems. The adjustment of the four-gear-transmission allowed the trucks to be very easily driven at step speed. This short gear transmission also helped when going uphill as well as going downhill, where the braking effect of the first gear often had to support the weak brake.

Until 1940 these eight streamliners were in

use for the "Parade of Progress" every year. Then they were replaced with completely new designed trucks and sold – none of the original Streamliners survived until today.

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