

















# **CHEVY RUNS DEEP**

For years, Chevy has been a strong, bold thread running through American life.

A family member you love and trust. A neighbor you respect and embrace.

A hundred years of being there. From '50s fins to '60s muscle,

we've been creating the icons that have marked time and memories.

And our heritage has become a great foundation

on which we're committed to building a better world along with you.

Building communities and even bridges in the global village.

Changing the way you drive with electric cars that run on more than electric

and hybrid trucks that are more efficient than ever.

Drawing from legendary experience and the best and brightest talent,

you'll see the depth in our products and our passion, in everything we do.

And we'll continue to raise the bar.

Every day you inspire us to keep running strong.

Today, tomorrow and into what promises to be an amazing future.











"I think the Chevy customer wants to feel like they're getting the most for their money. If the vehicle is \$20,000, I want them to feel like they're in a much more expensive vehicle."



"Cruze is the first car in its

air bags. Most people are

familiar with six."

KEN BONELLO

segment to offer 10 standard

SENIOR MANAGER-VEHICLE SAFETY

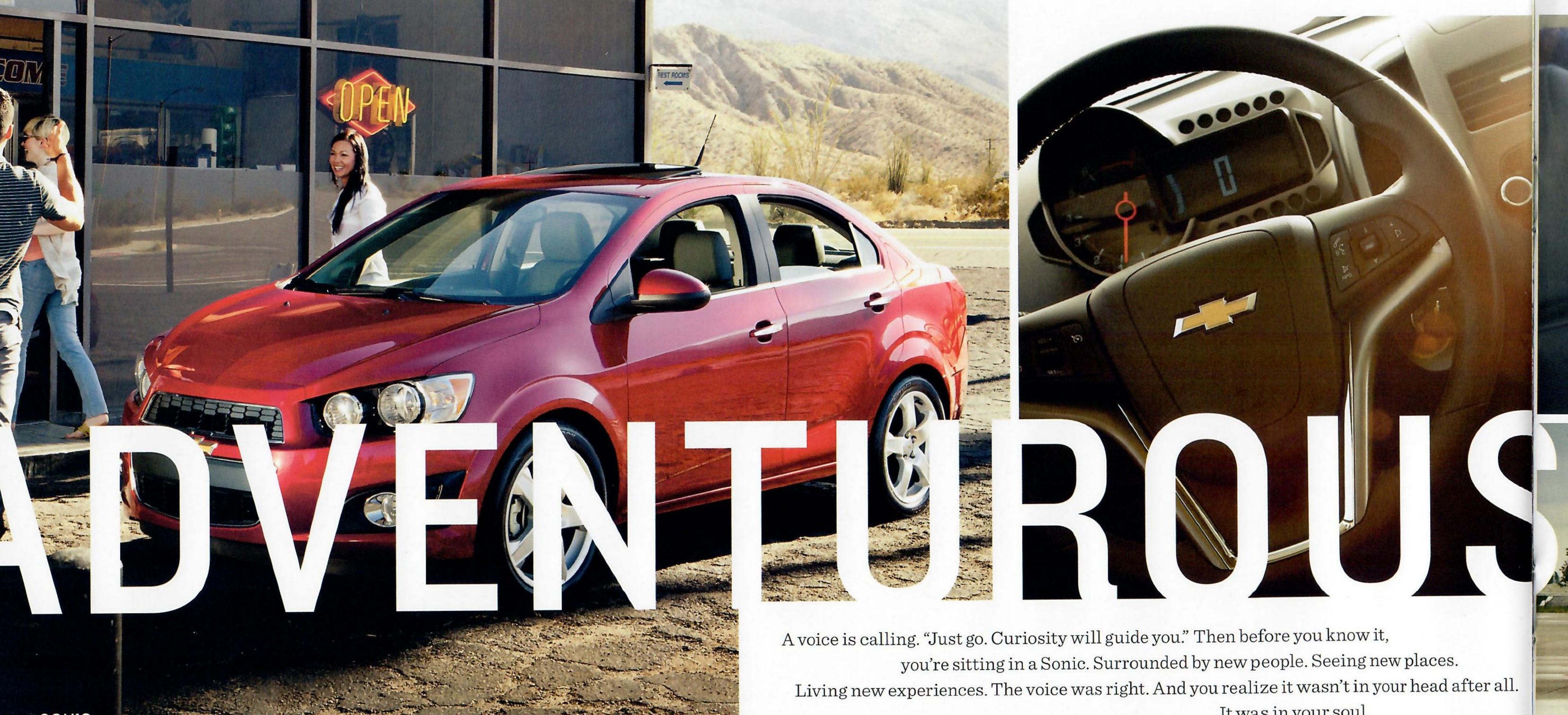




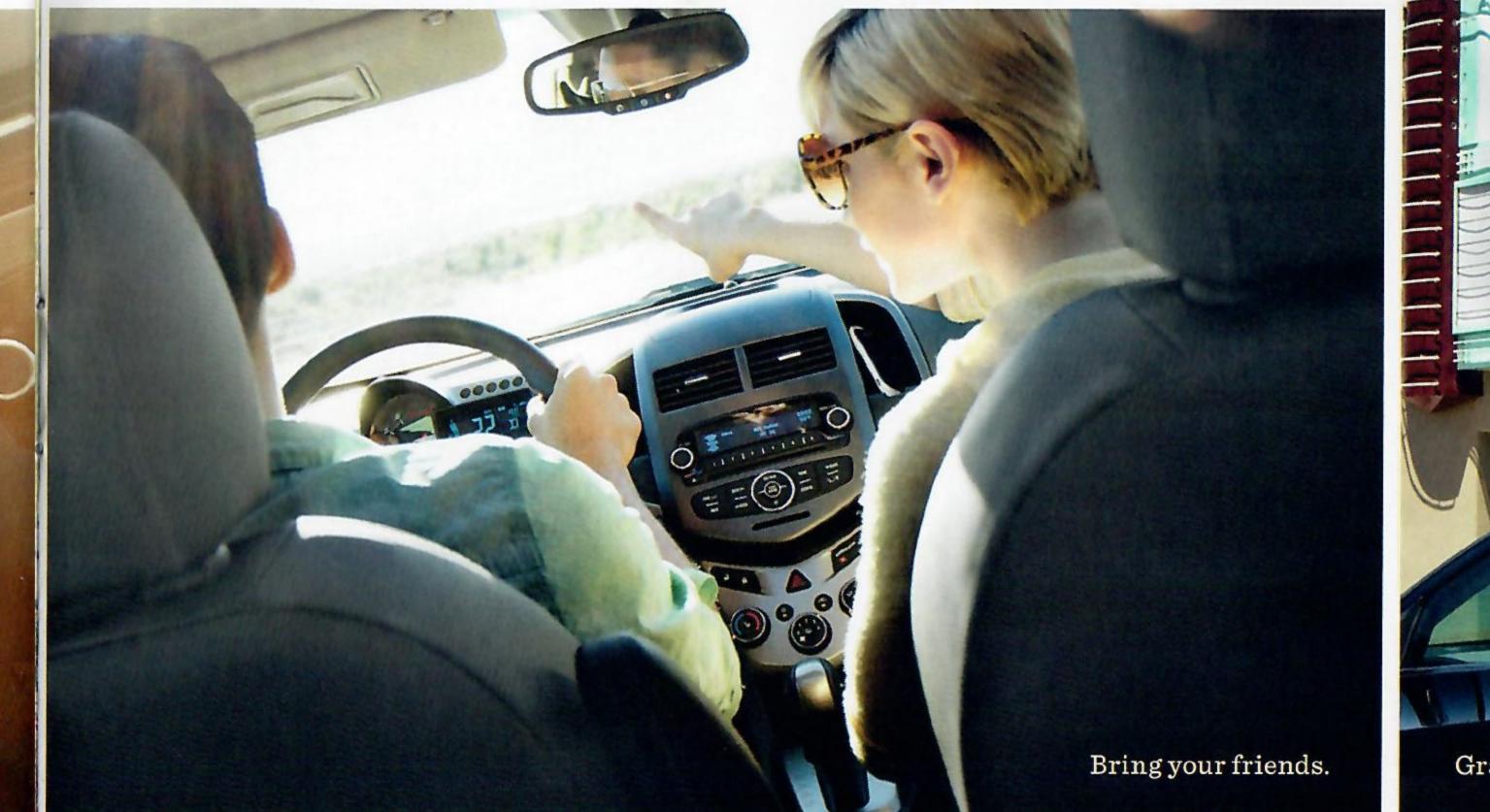


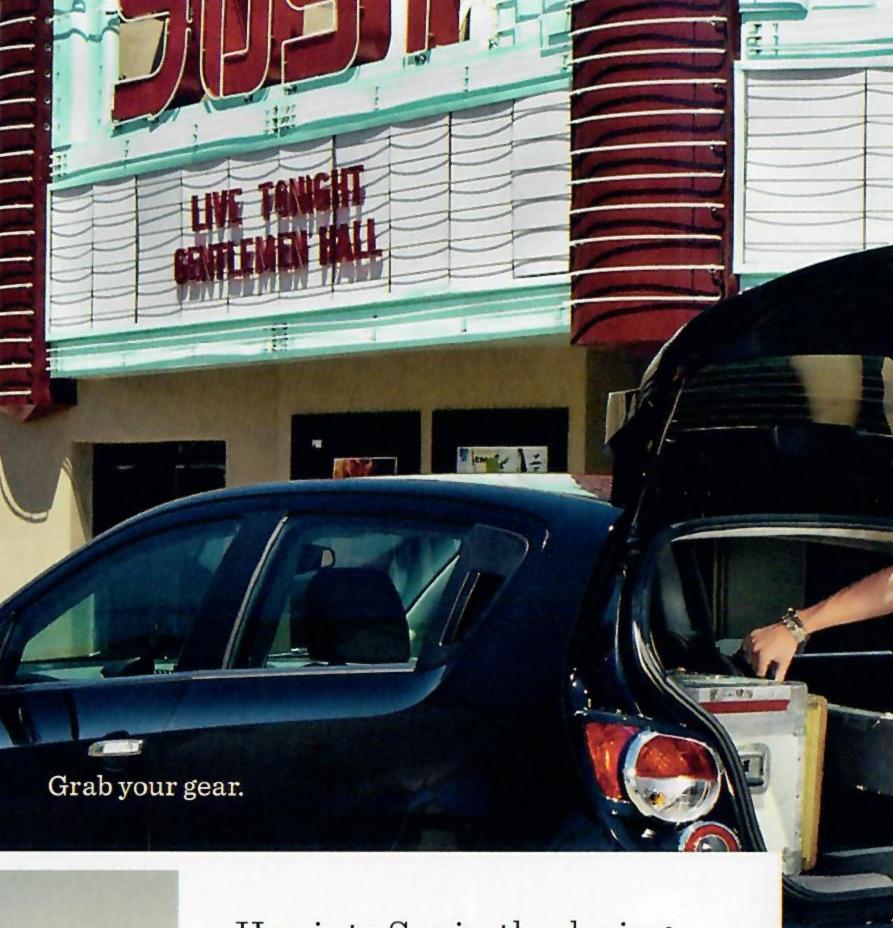
I Volt is available at participating dealers. Quantities limited. 2 EPA-estimated 35-mile range based on 94 MPGe (electric); 340-mile range based on 35 MPG city/40 highway (gas). Actual range varies with conditions.

Multiple audio options. Touch-sensitive controls.



It was in your soul.







Hop into Sonic, the daring new sedan with a sporty personality and 35 MPG of EPA-estimated efficiency on the highway. Or reach for the hatch and get lots of attitude and plenty of room— 30.7 cubic feet of cargo space<sup>2</sup> to be exact—when you fold the rear seats down. Both are up for whatever you're into.

Gentlemen Hall, winner of the Chevy-sponsored "Battle of the Bands," 2011 Billboard Music Awards

I Shown with wrap from an independent supplier which is not covered by the GM New Vehicle Limited Warranty. GM is not responsible for the safety or quality of third-party supplier alterations. Go to www.chevroletgraphics.com for more details. 2 Cargo and load capacity limited by weight and distribution.





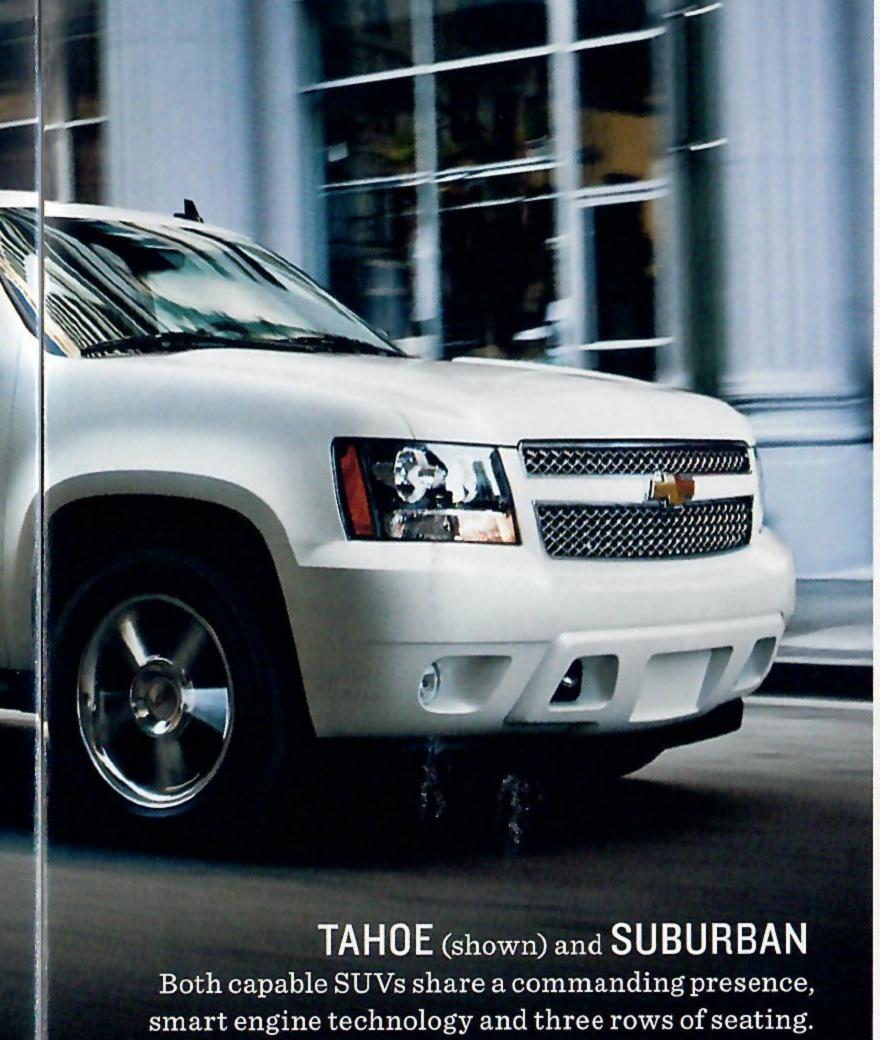


Welcome to space. Step in and relax in thoughtful interiors. Turn heads as you turn corners with sleek lines and great style. Exhilaration is waiting to be tapped under your right foot. And with innovative technologies, the comforts of home take to the road.

Bring the family. Invite your friends. There's room for everyone.



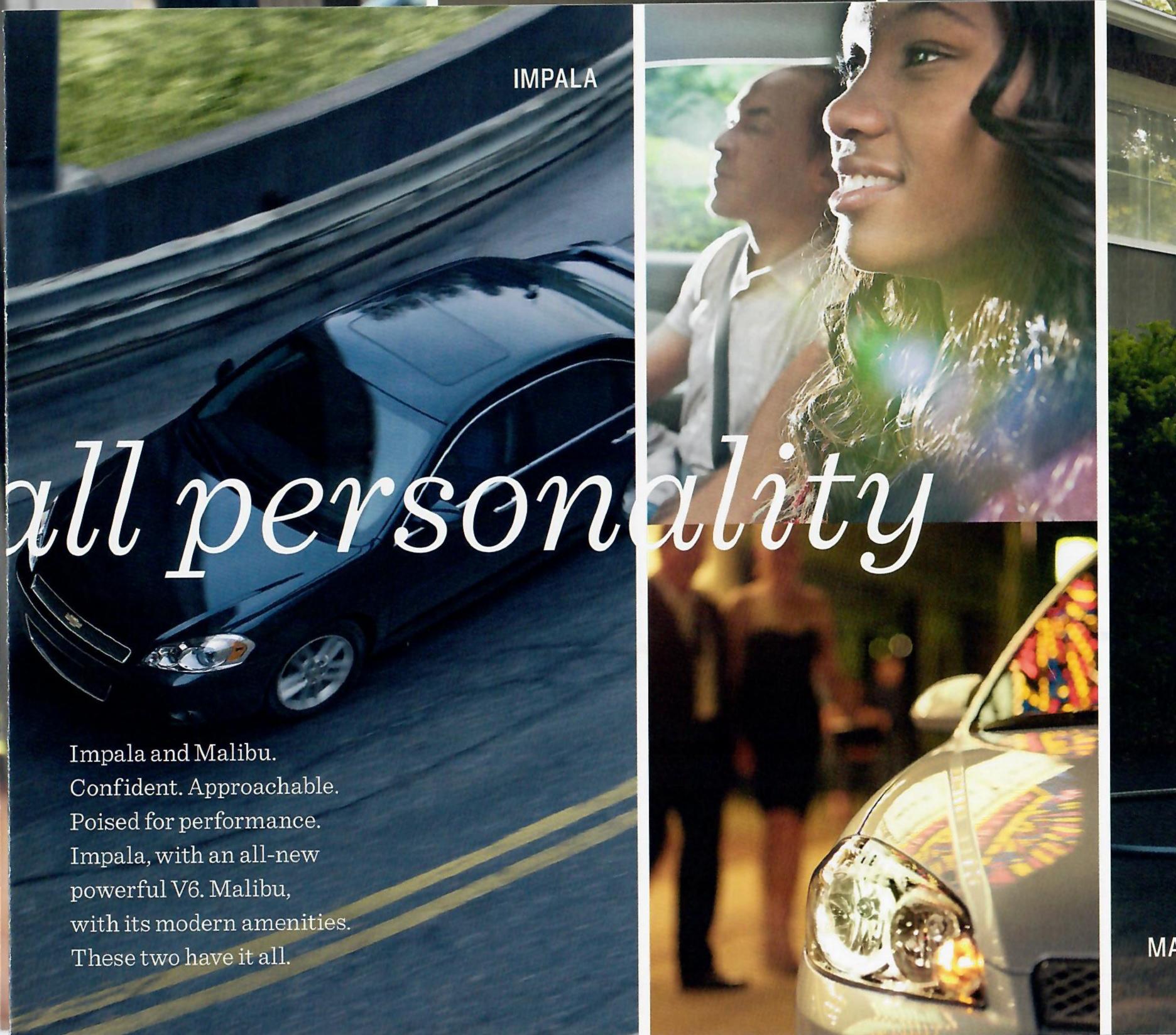




Soccer practice. Family outings. A night ou with best friends. Travel under the stars and all under the same roof with the Chevy family of vehicles. From the sporty and efficient Cruze to the room; and expansive Suburban,

there's a seat for everyone here.











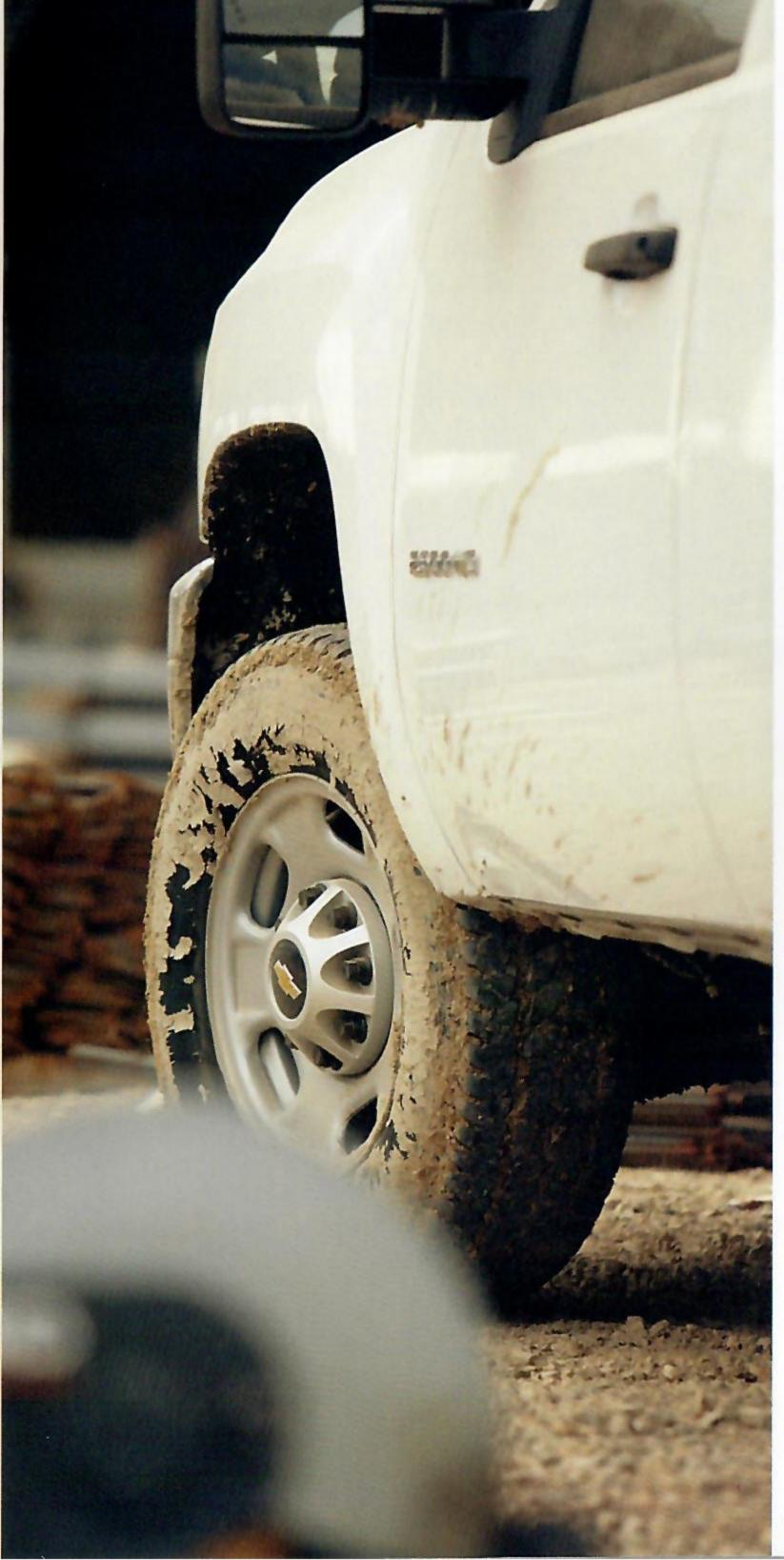






It's follow-through, making commitments and making sure things get done. You know how much work matters and how much fun does too. Your truck has to work for you—on the job site or the campsite. Our family of trucks has logged millions of miles on the way to its hard-earned reputation for reliability. You're dependable. So is your Chevy truck.





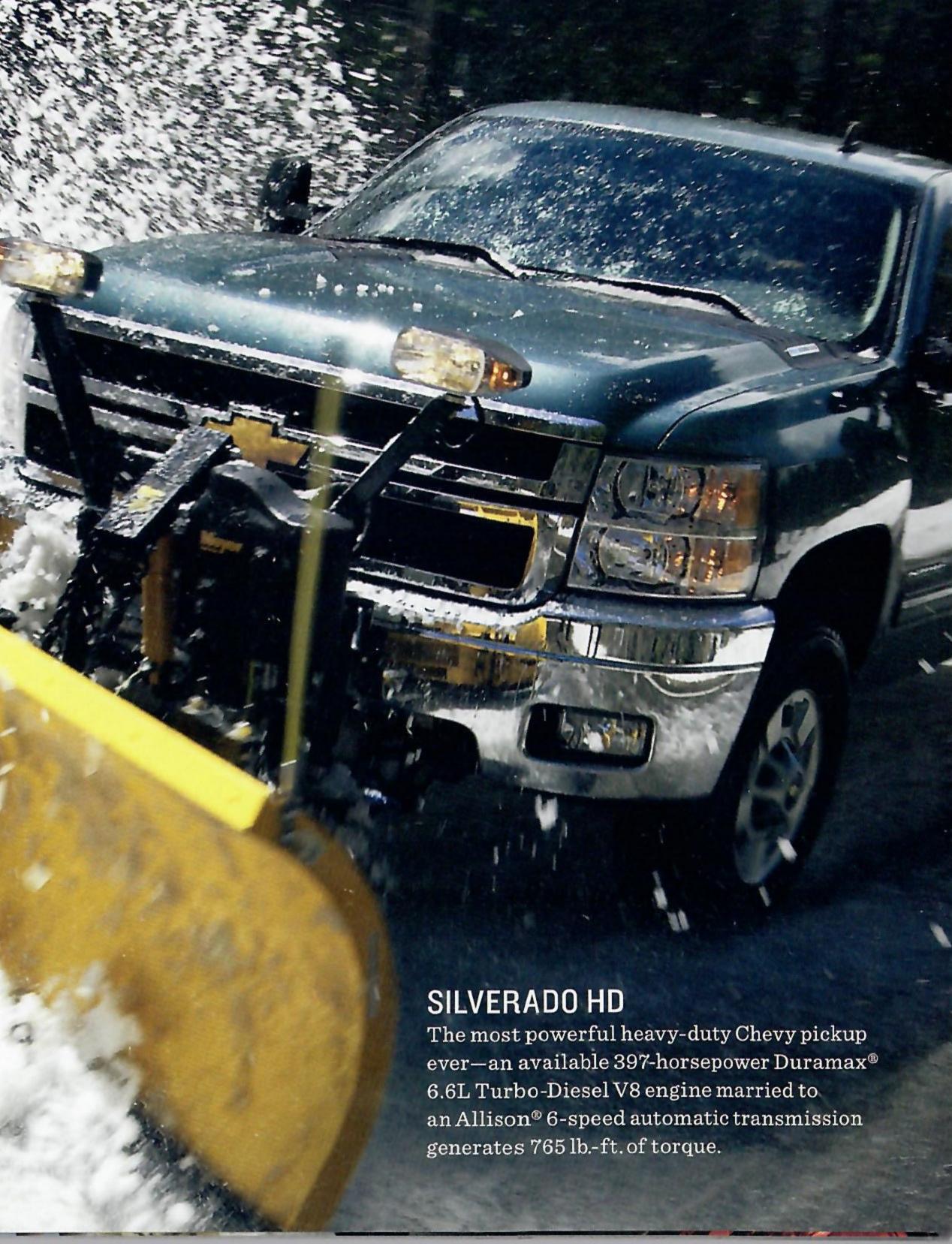


Three pickups. One family. Meet Silverado, Colorado and Avalanche. Whether you're looking to transport your on-the-job tools or find a playground for your off-road toys, you know you can put your trust in Chevy. After 29 years, Chevy Silverado and Avalanche are the most dependable, longest-lasting full-size pickups on the road. It's just part of our makeup. Chevy DNA runs strong.

I Dependability based on longevity: 1981–July 2010 full-size pickup registrations.







#### VOLT1

Cargo<sup>2</sup> (cu. ft.): 10.6

4-passenger electric car with gasoline extended-range capability Battery: Propulsion, 16-kWh lithium-ion rechargeable energy storage system Electric drive: Voltec™ with 149-hp (111 kW) motoring power, 273 lb.-ft. of motoring torque Range extender engine: 1.4L gasoline internal combustion with 83 hp (62 kW) EPA-estimated MPG: Electric equivalent: 94 MPGe Gas generator only: 35 city/40 highway MPG Combined composite: 60 MPGe Up to 375 total miles on a full charge and a full tank

#### SONIC

5-passenger Sedan or Hatchback Models: LS, LT, LTZ Engines, ECOTEC®: 138-hp, 1.8L DOHC 4-cylinder 138-hp, 1.4L turbocharged 4-cylinder (available) EPA-estimated city/highway MPG: 1.8L: 26/35 (manual), 25/35 (automatic) 1.4L: 29/40 (manual) Transmissions: 5-speed manual 6-speed automatic (available)3 6-speed manual (available)4

Cargo<sup>2</sup> (cu. ft.): 14.0 (Sedan), 30.7 maximum (Hatchback)

#### CRUZE

Cargo<sup>2</sup> (cu. ft.): 15.4

5-passenger Sedan Models: LS, LT, LTZ, Eco Engines, ECOTEC: 138-hp, 1.8L DOHC 4-cylinder 138-hp, 1.4L turbocharged 4-cylinder (available) EPA-estimated city/highway MPG: 1.8L: 25/36 (manual), 22/35 (automatic) 1.4L: 26/38 (manual), 26/38 (automatic) Eco: 28/42 (manual), 26/39 (automatic) Transmissions: 6-speed manual 6-speed automatic (available)

#### MALIBU

5-passenger Sedan Models: LS, LT, LTZ Engines with Variable Valve Timing: 169-hp, ECOTEC 2.4L DOHC 4-cylinder 252-hp, 3.6L V6 (available) EPA-estimated city/highway MPG: 2.4L: 22/33 3.6L:17/26 Transmission: 6-speed automatic Cargo<sup>2</sup> (cu. ft.): 15.1

### **IMPALA**

Up to 6-passenger Sedan Models: LS, LT, LTZ Engine: 300-hp, 3.6L V6 with Direct Injection EPA-estimated city/highway MPG: 18/30 Transmission: 6-speed automatic Cargo<sup>2</sup> (cu. ft.): 18.6

#### **EQUINOX**

5-passenger Crossover Models: LS, LT, LTZ FWD or AWD (available) Engines with Direct Injection: 182-hp, 2.4L DOHC 4-cylinder 264-hp, 3.0L V6 (available) EPA-estimated city/highway MPG: 2.4L: 22/32 (FWD), 20/29 (AWD) 3.0L: 17/24 (FWD), 16/23 (AWD) Transmission: 6-speed automatic Cargo<sup>2</sup> (cu. ft.): 63.7 maximum

#### **TRAVERSE**

Up to 8-passenger Crossover Models: LS, LT, LTZ FWD or AWD (available) Engines with Direct Injection: 281-hp, 3.6L V6 (LS, LT) 288-hp, 3.6L V6 (LTZ) EPA-estimated city/highway MPG: 17/24 (FWD), 16/23 (AWD) Transmission: 6-speed automatic Cargo<sup>2</sup> (cu. ft.): 116.4 maximum

#### SUBURBAN

Up to 9-passenger SUV

Cargo<sup>2</sup> (cu. ft.): 137.4 maximum

Models: LS and LT (1/2- and 3/4-ton), Models: LS, LT, LTZ, Hybrid<sup>5</sup> 2WD or 4WD (available) LTZ (1/2-ton) 2WD or 4WD (available) Engines with Active Fuel Management 320-hp, 5.3L Vortec V8 (LS, LT, LTZ) Engines: 320-hp, 5.3L Vortec<sup>™</sup> V8 with 332-hp, 6.0L Vortec V8 (Hybrid) Active Fuel Management (1/2-ton) EPA-estimated city/highway MPG: LS, LT, LTZ: 15/21 352-hp, 6.0L Vortec V8 (3/4-ton) Hybrid: 20/23 EPA-estimated city/highway MPG: 5.3L: 15/21 Transmission: 6-speed automatic Cargo<sup>2</sup> (cu. ft.): 108.9 maximum 6.0L: 10/16 (2WD), 10/15 (4WD) Transmission: 6-speed automatic

# **AVALANCHE**

**TAHOE** 

Up to 9-passenger SUV

V8: 14/20 (2WD), 14/19 (4x4) Up to 6-passenger Full-Size Pickup Transmissions: 2WD or 4WD (available) 5-speed manual Engine: 320-hp, 5.3L Vortec V8 with Active Fuel Management EPA-estimated city/highway MPG: 15/21 Transmission: 6-speed automatic Midgate allows dual function, as SUV or

#### **COLORADO**

Up to 6-passenger Midsize Pickup

Models: Work Truck, Z85, Z71, Sport 2WD or 4x4 (available) Engines: 185-hp, 2.9L I-4 242-hp, 3.7L I-5 (available) 300-hp, 5.3L V8 (available) EPA-estimated city/highway MPG: I-4: 18/25 (2WD) 18/24 (4x4 manual), 17/23 (4x4 automatic) I-5: 17/23 (2WD, all cabs) 17/23 (4x4 Regular and Extended Cabs) 16/21 (4x4, Crew Cab)

pickup with a full-size bed

4-speed automatic (available)

FOR MORE INFORMATION ABOUT EACH VEHICLE, GO TO CHEVY.COM



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#### **SILVERADO**

Up to 6-passenger Full-Size Pickup Models: WT, LS, LT, XFE, LTZ, Hybrid<sup>5</sup> 2WD or 4x4 (available)

Regular, Extended or Crew Cab

Engines: 195-hp, 4.3L V6

302-hp, 4.8L V8 (available)

Engines with Active Fuel Management:

315-hp, 5.3L V8 (available)

403-hp, 6.2L V8 (available)

332-hp, 6.0L V8 (Hybrid)

EPA-estimated city/highway MPG: 4.3L V6: 15/20 (2WD), 14/18 (4x4)

4.8L V8: 14/19 (2WD), 13/18 (4x4)

5.3L V8: 15/21 (2WD and 4x4)

XFE: 15/22 (2WD)

6.2L V8: 13/18 (2WD), 12/18 (4x4)

6.0L V8 Hybrid: 20/23 (2WD and 4x4)

Transmissions:

4-speed manual

6-speed automatic (available)

#### SILVERADO HD

Up to 6-passenger Full-Size Pickup

Models: WT, LT, LTZ

2WD or 4x4 (available)

Regular, Extended, Crew or Chassis Cab

6.0L Vortec V8 360-hp (2500HD)

6.0L Vortec V8 322-hp (3500HD)

397-hp, 6.6L Duramax® Diesel V8 (available)

Transmissions:

6-speed manual

Engines:

Allison® 6-speed automatic (available)

Maximum towing capability: 23,000 lbs.6

Transmissions:

#### CORVETTE

4-passenger Sports Car

Engines:

CAMARO

323-hp, 3.6L with Direct Injection (V6)

Models: LS, LT, SS Coupe; LT and SS Convertible

400-hp, 6.2L (V8, SS with automatic transmission)

426-hp, 6.2L (V8, SS with manual transmission)

EPA-estimated city/highway MPG:

3.6L V6: 17/28 (manual, 1LS/LT)

3.6L V6: 18/29 (automatic, LT) 3.6L V6: 19/30 (automatic, 2LS)

6.2L V8: 15/24 (automatic, SS)

6.2L V8: 16/24 (manual, SS)

6-speed manual

6-speed automatic with TAPshift® controls (available) Cargo<sup>2</sup> (cu. ft.): 11.3 (Coupe), 10.2 (Convertible, top up)

2-passenger Sports Car

Models: Coupe, Convertible, Grand Sport Coupe,

Grand Sport Convertible, Z06, ZR1 Engines/0-60 performance:

430-hp, 6.2L V8 (Coupe, Convertible)/4.2 seconds;

(Grand Sport)/3.95 seconds 505-hp, 7.0L V8 (Z06)/3.7 seconds

638-hp, 6.2L SC V8 (ZR1)/3.4 seconds

6.2L V8: 16/26 (manual)

EPA-estimated city/highway MPG:

6.2L V8: 15/25 (automatic)

7.0L V8: 15/24 (manual, Z06)

6.2L SC: 14/21 (manual, ZR1)

Transmissions:

on Z06 or ZR1)

6-speed manual

6-speed paddle shift automatic (not available

Cargo<sup>2</sup> (cu. ft.): 22.4 (Coupe), 11.0 (Convertible)

Volt is available to order at participating dealers. Quantities limited. 2 Cargo and load capacity limited by weight and distribution. 3 Available with 1.8L engine. Late availability on 1.4L turbocharged engine. 4 Requires available 1.4L turbocharged engine. 5 Available at participating dealers. 6 Requires fifth-wheel trailer hitch and Regular Cab model. Maximum trailer weight of other optional equipment, passengers and cargo will reduce the maximum trailer weight your vehicle can tow. See your Chevy dealer for additional details.



# IMPORTANT INFORMATION

100,000-MILE/5-YEAR TRANSFERABLE POWERTRAIN LIMITED WARRANTY. Every 2012 Chevy passenger car, light-duty truck, SUV and crossover comes with a 100,000-mile/5-year (whichever comes first) transferable Powertrain Limited Warranty. Plus, you get 100,000 miles/5 years (whichever comes first) of the 24/7 Roadside Assistance Program, the Courtesy Transportation Program, and much more. See dealer for details.

NEW VEHICLE LIMITED WARRANTY. GM vehicles registered in the U.S.A. are covered for 36,000 miles/3 years (whichever comes first). The complete vehicle is covered, including tires, towing to your nearest Chevrolet dealership and cosmetic corrosion resulting from defects. Repairs will be made to correct any vehicle defect, and most warranty repairs will be made at no charge. In addition, rust-through corrosion will be covered for 100,000 miles/6 years (whichever comes first). See dealer for details.

ENGINES. Chevrolet products are equipped with engines produced by GM Powertrain or other suppliers to GM worldwide. The engines in Chevrolet products may also be used in other GM makes and models.

ASSEMBLY. Chevrolet vehicles and their components are assembled or produced by different operating units of General Motors, its subsidiaries or suppliers to GM worldwide. We sometimes find it necessary to produce Chevrolet vehicles with different or differently sourced components than originally scheduled. Since some options may be unavailable when your vehicle is assembled, we suggest you verify that your vehicle includes the equipment you ordered and that, if there were changes, they are acceptable to you.

ONSTAR. On Star services require vehicle electrical system (including battery), wireless service and GPS satellite signals to be available and operating for features to function properly. On Star acts as a link to existing emergency service providers. Subscription Service Agreement required. Call 1-888-40NSTAR (1-888-466-7827) or visit onstar.com for OnStar Terms and Conditions, Privacy Policy, details and system limitations.

A NOTE ON CHILD SAFETY. Always use safety belts and the correct restraint for your child's age and size. Even in vehicles equipped with the Passenger Sensing System, children are safer when properly secured in a rear seat in the appropriate infant, child or booster seat. Never place a rear-facing infant restraint in the front seat of any vehicle equipped with a passenger air bag. See the Owner's Manual and child safety seat instructions for more safety information.

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FLEET ORDERS. Some standard content may be deleted on fleet orders. See dealer for details.

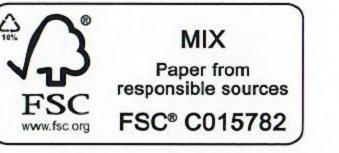
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GMCARDMEMBERSERVICES.COM. Did you know about the family of reward credit cards that can help you get a great deal on a new GM car, light-duty truck, SUV or crossover? With a GM reward card, you accrue earnings on every credit card purchase to use toward the purchase or lease of an eligible, new GM vehicle. With three cards to choose from, you're sure to find one that suits you best.

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Chevy Runs Deep

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