

All-New 2024 Blazer EV Playbook

December 2023. GM internal use only.



Preproduction model shown. Actual production model may vary. Blazer EV RS shown.

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KEY INSIGHTS

CHARGING

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Reimagine What an SUV Can Be

The first-ever all-electric 2024 Chevrolet Blazer EV is the complete package with style, performance and technology. Available in multiple trims, colors and battery ranges, this daring new all-electric midsize SUV is built from the ground up around the game-changing Ultium platform.



KEY HIGHLIGHTS



Athletic styling reflecting Chevrolet's performance history



GM-estimated 557 hp and 0 to 60 mph in under 4 seconds¹ with Wide Open Watts (WOW) mode on SS



EPA-estimated 324 miles of range² with RS RWD trim



Expansive standard 17.7-inch diagonal color center display that flows seamlessly into 11-inch diagonal Driver Information Center



Super Cruise[™] driver assistance technology³ standard on SS

Preproduction model shown. Actual production model may vary. Blazer EV RS shown.

¹ Based on initial vehicle movement. SS trim only. ² On a full charge. Actual range may vary based on several factors, including ambient temperature, terrain, battery age and condition, loading, and how you use and maintain your vehicle. ³ Always pay attention while driving and when using Super Cruise. Do not use a hand-held device. Requires active Super Cruise plan or trial. Terms apply. Visit chevysupercruise.com for compatible roads and full details.

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Target Customer

Blazer EV customers are a diverse group who love to experience new things. They are well-traveled and spend plenty of time outdoors.

As older millennials, Gen Xers and young Boomers, they are tech-savvy and passionate about sustainability; they make sure to balance their consumption with purpose. They do not have physical possessions just to own them and care more about experiences than material items.

Why They'll Buy

- As an electric vehicle, Blazer EV has zero tailpipe emissions and can help support a sustainable lifestyle
- It has the latest in infotainment technology
- It has the capability and range for adventures



MULTICULTURAL AND MULTIGENDER

AGED BETWEEN EARLY 40s AND LATE 50s

PET OWNERS, BUT NOT NECESSARILY PARENTS

Preproduction models shown. Actual production models may vary. Blazer EV RS shown.

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Three Distinct Personalities

Blazer EV has head-turning style that meets virtually any customer's needs.



LT

Dialed-up features and functionality are paired with exceptional design in this extremely capable all-electric SUV.

Available fall 2023



RS

Head-turning, street-inspired design, packaged with the fantastic versatility of an all-electric SUV.

RS AWD available summer 2023
RS RWD available fall 2023



SS

Amazingly fast and the ultimate expression of design, inside and out, that warrants the iconic SS badge.

Available spring 2024

Preproduction models shown. Actual production models may vary.

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Ultium

Designed from the ground up to power most of Chevrolet's all-electric lineup, GM's Ultium Platform allows Blazer EV to offer a variety of performance and driving characteristics. The all-new body architecture supports multiple range options along with three available drive systems: front-wheel drive, all-wheel drive and rear-wheel drive.



Simulated battery shown.

LT

Standard AWD¹

EPA-estimated 279 miles of range²

RS

Standard AWD
Available RWD¹

EPA-estimated 324 miles of range² with available RWD

SS

Performance AWD

GM-estimated TBD miles of range³

NOTE: Further details on availability for the remaining drivetrain configurations, including FWD variants of the RS and 2LT, will be available closer to their launch in 2024.

¹ Availability dependent upon battery pack size. ² On a full charge. Actual range may vary based on several factors, including ambient temperature, terrain, battery age and condition, loading, and how you use and maintain your vehicle. ³ On a full charge based on development testing and/or analytical projection consistent with SAE J1634 revision 2017 – MCT. Range subject to change prior to production. Actual range may vary based on several factors, including ambient temperature, terrain, battery age and condition, loading, and how you use and maintain your vehicle. EPA estimate not yet available.

◀ KEY INSIGHTS

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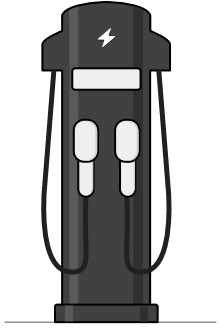
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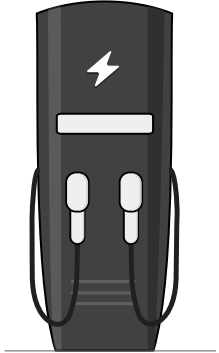
Charging Made Easy: **Public Charging**

With more than 110,000 charging points in the U.S. and Canada, it's never been easier to charge on the go.



LEVEL 2 PUBLIC CHARGING

Level 2 is the most common type of public charging station available in many locations, such as stores, restaurants, parking garages and hotels. Blazer EV drivers can charge while they're shopping or visiting an area then pay as they charge up or leverage complimentary charging locations when possible.



DC FAST CHARGING

Each Blazer EV is equipped for DC Fast Charging, which provides accelerated charging on the go. SS (available on RS) comes standard with high-speed DC public charging capability of up to 190 kW, enabling up to 80 miles of range in approximately 10 minutes.¹ Google built-in² can help drivers plan their route and find DC Fast Charging stations along their way.

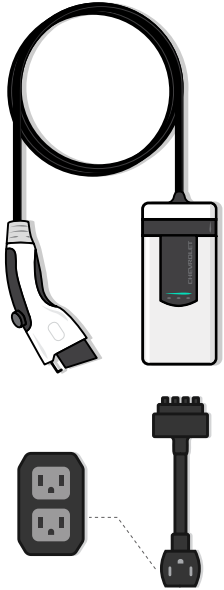
Preproduction model shown. Actual production model may vary. Blazer EV RS shown.



¹ Actual charge times will vary based on battery starting state of charge, battery condition, output of charger, vehicle settings and outside temperature. See Owner's Manual for additional limitations. ² Google built-in services are subject to limitations and availability may vary by vehicle, infotainment system and location. Select plan service required. Certain Google actions and functionality may require account linking. User terms and privacy statements apply. Google, Google Play and Google Maps are trademarks of Google LLC.

Charging Made Easy: Home Charging

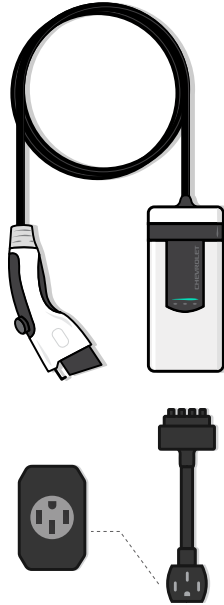
Charging is so simple, it should fit seamlessly into daily routines. Blazer EV has different home-charging options, so customers can choose the charging solution that best fits their lifestyle.



LEVEL 1

Dual Level Charge Cord Standard Electrical Outlet

Blazer EV owners can charge their vehicles using a standard 3-prong 120-volt electrical outlet. This is a good option for topping off the vehicle, rather than providing a full charge.



LEVEL 1/LEVEL 2

Dual Level Charge Cord 240-Volt Appliance Outlet

After professional installation of a 240-volt outlet, drivers can charge faster (than Level 1) at home charging with Level 2. The Dual Level Charge Cord is capable of charging at 7.7 kW,¹ which allows for faster charging and is capable of providing a full charge overnight.



LEVEL 2

Charging Unit Requires Professional Installation

Home charging units, like the Ultium PowerUP 11.5-kW Wall Charger,¹ are the recommended charging solution for those wanting the fastest home charging for their Blazer EV. Requires professional installation.

¹ Actual charge times will vary based on battery starting state of charge, battery condition, output of charger, vehicle settings and outside temperature. See Owner's Manual for additional limitations.

EV Technology

The 2024 Blazer EV has plenty of clever features that can help customers take full control of their driving and charging experience and enjoy every minute of it. Blazer EV has the tools to find charging stations, charge the vehicle and help improve range efficiency.



myChevrolet Mobile App with Energy Assist¹

A smartphone becomes a co-pilot when using this feature. It allows drivers to control certain features and access vehicle information, like battery status and charging settings, from anywhere. The Energy Assist feature intelligently plans routes, where the vehicle is and how long to charge up, and gives drivers real-time data about charging station availability.



Standard powered-opening charge port door

The charge port door conveniently opens when it is pushed.



Standard Regen on Demand²

This feature can convert the kinetic energy of the vehicle's forward momentum into electricity that's stored in the battery pack to help maximize driving range.



Standard One Pedal Driving³

This feature slows the vehicle to a full stop, using only the accelerator pedal.

Preproduction model shown. Actual production model may vary. Blazer EV RS shown.

¹ Available on select Apple and Android devices. Service availability, features and functionality vary by vehicle, device and the plan you are enrolled in. User terms apply. Device data connection required. See OnStar.com for details and limitations. ² Feature may be limited when the battery temperatures are extremely cold or hot or when battery is near full charge. See Owner's Manual for details. ³ Feature may be limited when the battery temperatures are extremely cold or hot or when battery is near full charge. Always use the brake pedal when you need to stop immediately. See Owner's Manual for details.

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Innovative Lighting Technologies

BOLD LIGHTING

Blazer EV shines with lighting playing a significant part of the vehicle's aesthetic and personality.

LIGHTING

Walk-up, walk-away and charging animations offer a choreographed lighting display (RS and SS only)

STANDARD PERSONALIZED AMBIENT LIGHTING ON RS AND SS

Drivers can pair the interior lighting to the drive mode or theme they select

ILLUMINATED CHEVY EMBLEM (RS AND SS ONLY)

Preproduction model shown. Actual production model may vary. Blazer EV RS shown.

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Inner Beauty

The spacious, futuristic interior of Blazer EV offers performance seating, a racecar-inspired flat-bottom steering wheel and ambient lighting to match any vibe.



1. 17.7-inch diagonal color center display is intuitive, customizable and angled toward driver
2. 11-inch diagonal Driver Information Center flows seamlessly into center display
3. Sporty, flat-bottom steering wheel allows for easy driver entry into vehicle on RS and SS trims
4. Unique RS and SS trim and design cues, including blue and red contrasting stitching on the RS, and Adrenaline Red seating surfaces on the SS
5. Performance-inspired air vents come with rotating dials for quick, intuitive climate controls

Preproduction model shown. Actual production model may vary. Blazer EV RS shown.

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Sport-Inspired RS

A blend of street-inspired design and exceptional versatility make the Blazer EV RS a real head-turner.

Black roof rails

Black mirror caps

Illuminated grille bar and bowtie with animation

RS badging

Black-painted grille panel and lower fascia

21-inch machined-face aluminum wheels with Black-painted pockets

Preproduction model shown. Actual production model may vary. Blazer EV RS shown.

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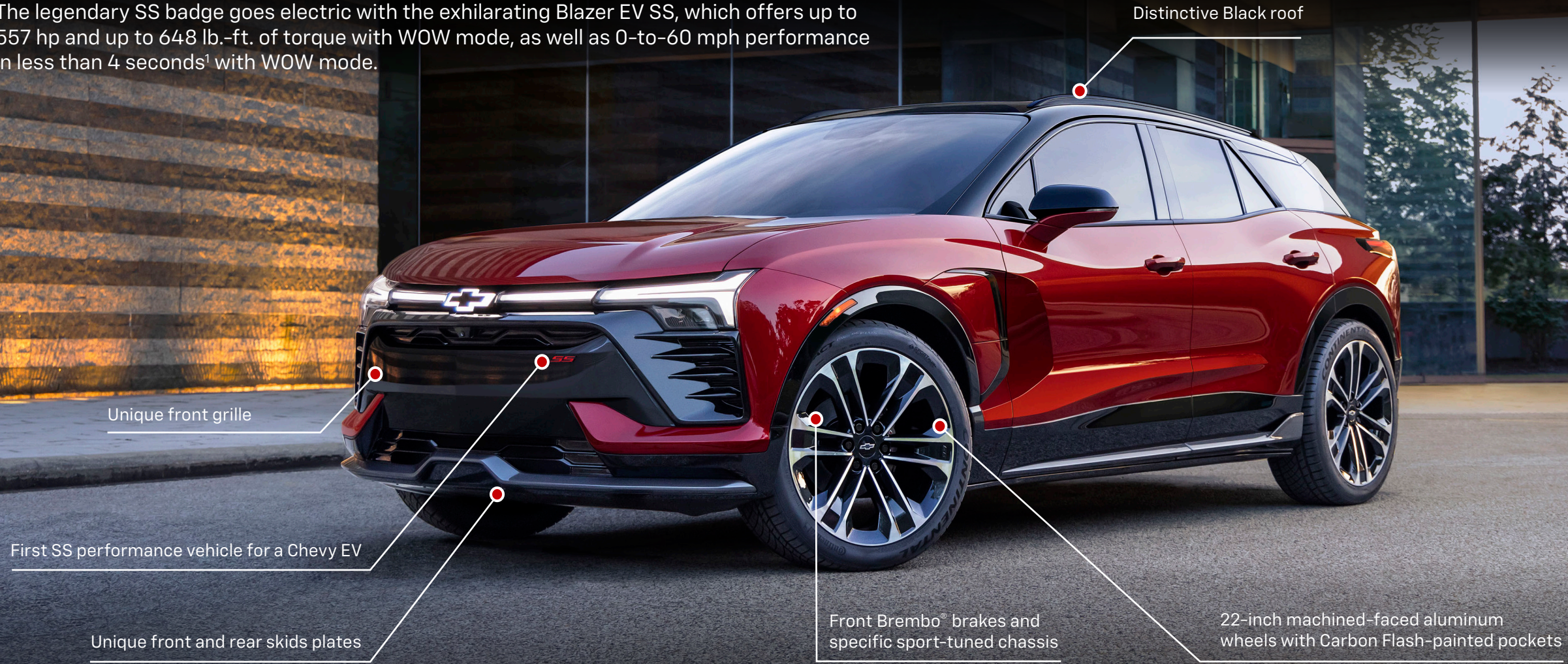
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Performance SS

The legendary SS badge goes electric with the exhilarating Blazer EV SS, which offers up to 557 hp and up to 648 lb.-ft. of torque with WOW mode, as well as 0-to-60 mph performance in less than 4 seconds¹ with WOW mode.



Preproduction model shown. Actual production model may vary. Blazer EV SS shown available spring 2024.

¹Based on initial vehicle movement. SS trim only.

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Comfortable and Convenient

Designed to carry plenty of cargo and keep passengers comfortable, Blazer EV combines zero tailpipe emissions with impressive comfort and convenience.

Driver and passengers alike can go in comfort with available heated and ventilated front seats (RS and SS only) along with available heated rear outboard seating positions. The two-row layout also offers ample spaciousness and storage options, thanks to a flat floor enabled by packaging of the Ultium Platform.

Hands-Free Technology

Both starting the vehicle and opening the liftgate can be done hands-free. The available AutoSense Liftgate opens when the key fob is within 3 feet of the liftgate for 3 seconds. Then, to start the vehicle, the driver simply pushes the brake pedal after closing their front door and Blazer EV is ready to go. The key fob authorizes the hands-free start system.



59.8 CU. FT. OF CARGO VOLUME¹

60/40 SPLIT FLAT-FOLDING SECOND ROW SEATS

STANDARD HANDS-FREE START SYSTEM

¹ With rear seats folded. Cargo and load capacity limited by weight and distribution.

Preproduction model shown. Actual production model may vary. Blazer EV RS shown.

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Seamless Connection with Google built-in¹

With Google built-in compatibility, every drive in a Blazer EV is more seamless and personalized. You can sign in to your Google Account to access your favorite apps, get personalized recommendations, and more.

Hey Google

Drivers can get hands-free help to call or text friends, listen to music, set reminders, or even control the temperature. They just have to say, "Hey Google," and press the Google Assistant² icon or press the Push-to-talk button on the steering wheel button to get started.

Google Maps

Blazer EV drivers can find the best way to get around with Google Maps. All the trip information they need — such as live traffic updates, Ultium 360 charging station locations or finding Super Cruise^{™3}—compatible roads — is seamlessly integrated for a smooth, confident driving experience.

Google Play

With Google Play, drivers can easily download some of their favorite apps, music, podcasts, audiobooks and more directly through the 17.7-inch diagonal center display.



Preproduction model shown. Actual production model may vary. Blazer EV SS shown available spring 2024.

¹ Google built-in services are subject to limitations and availability may vary by vehicle, infotainment system and location. Select plan service required. Certain Google actions and functionality may require account linking. User terms and privacy statements apply. Google, Google Play and Google Maps are trademarks of Google LLC. ² Service availability, features and functionality are subject to limitations and vary by vehicle, device, location and active service plan. Device data connection is required. Google Actions require account linking to use. Lock/unlock feature requires automatic locks. Remote start/stop requires GM factory-installed and -enabled remote start system. See onstar.com for details and limitations. ³ Always pay attention while driving and when using Super Cruise. Do not use a hand-held device. Requires active Super Cruise plan or trial. Terms apply. Visit chevysupercruise.com for compatible roads and full details.

Technology for Every Lifestyle

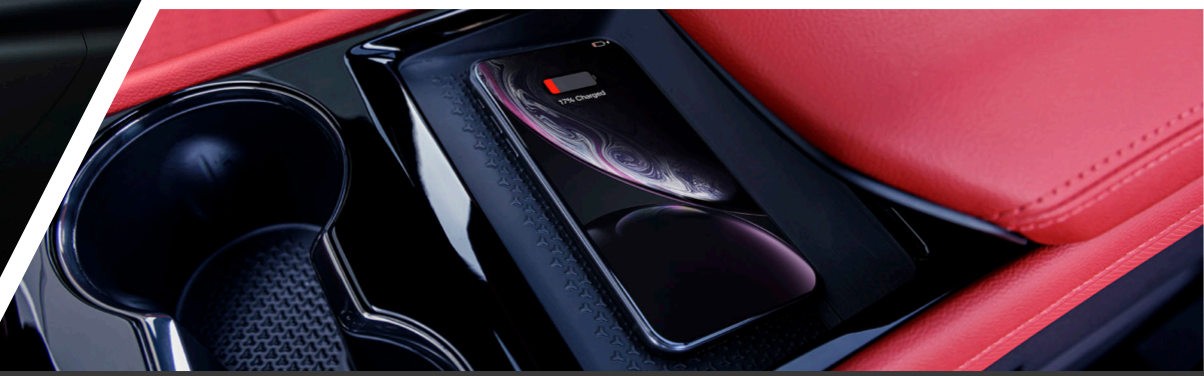
Blazer EV features Chevrolet's latest infotainment and driver-assistance technologies. These features work together, offering drivers greater convenience, comfort and confidence when it comes to making the transition to an all-electric vehicle. The vehicle is full of functionality, so while the list of features shown is not exhaustive, these will be most important to customers.



- 17.7-inch diagonal color center display
- 11-inch Diagonal Driver Information Center
- Electric parking brake/auto hold instrument panel illumination controls
- Driver Information Center/audio/voice control/heated steering wheel buttons
- Audio controls
- Regen on Demand¹
- One Pedal Driving²
- Vehicle off/lights/vehicle controls
- Wireless phone charging³



AVAILABLE SUPER CRUISE™ 4 DRIVER ASSISTANCE TECHNOLOGY



WIRELESS PHONE CHARGING³

Learn more about these features and how to use them.

Preproduction model shown. Actual production model may vary. Blazer EV RS shown.

¹ Feature may be limited when the battery temperatures are extremely cold or hot or when battery is near full charge. See Owner's Manual for details. ² Feature may be limited when the battery temperatures are extremely cold or hot or when battery is near full charge. Always use the brake pedal when you need to stop immediately. See Owner's Manual for details. ³ The system wirelessly charges one compatible mobile device. Some phones have built-in wireless charging technology and others require a special adaptor/back cover. To check for phone or other device compatibility, see my.chevrolet.com/learn or consult your carrier. ⁴ Always pay attention while driving and when using Super Cruise. Do not use a hand-held device. Requires active Super Cruise plan or trial. Terms apply. Visit chevysupercruise.com for compatible roads and full details.

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Impressive Safety

It includes standard Chevy Safety Assist,¹ a suite of six advanced safety features. Additionally, Blazer EV boasts a wide array of available driver assistance features:

- Adaptive Cruise Control²
- Rear Pedestrian Alert²
- Side Bicyclist Alert²
- HD Surround Vision²
- Enhanced Automatic Emergency Braking²
- Intersection Automatic Emergency Braking²
- Enhanced Automatic Parking Assist²
- Reverse Automatic Braking²



Preproduction model shown. Actual production model may vary. Blazer EV RS shown.



STANDARD CHEVY SAFETY ASSIST¹



AUTOMATIC EMERGENCY BRAKING



FRONT PEDESTRIAN BRAKING



LANE KEEP ASSIST WITH LANE DEPARTURE WARNING



FORWARD COLLISION ALERT



INTELLIBEAM[®] AUTO HIGH-BEAM CONTROL



FOLLOWING DISTANCE INDICATOR

¹ Chevy Safety Assist includes Automatic Emergency Braking, Front Pedestrian Braking, Lane Keep Assist with Lane Departure Warning, Forward Collision Alert, IntelliBeam and Following Distance Indicator. Safety or driver assistance features are no substitute for the driver's responsibility to operate the vehicle in a safe manner. Read the vehicle Owner's Manual for important feature limitations and information. ² Safety or driver assistance features are no substitute for the driver's responsibility to operate the vehicle in a safe manner. Read the vehicle Owner's Manual for important feature limitations and information.

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KEY STANDARD CONTENT BY TRIM



LT

Dialed-up features and functionality are paired with exceptional design in this extremely capable all-electric SUV.

Key standard content includes:

- EPA-estimated 279 miles of range¹
- 11.5 kW AC Charging
- High-speed DC Fast-Charging capability of up to 150 kW
- Standard eAWD
- 19-inch machined-face aluminum wheels with painted pockets
- 17.7-inch diagonal color touch-screen and 11-inch diagonal Driver Information Center
- Chevy Safety Assist²
- 8-way power driver seat with 2-way power lumbar
- 6-way power front passenger seat with 2-way power lumbar
- Heated front seats
- Black Evotex interior
- Wireless phone charging³
- Wrapped, automatically heated steering wheel
- Auto-dimming inside rearview mirror
- Heated, power-adjustable driver-side auto-dimming outside mirror
- AutoSense Power Liftgate
- Trailing provisions
- Adaptive Cruise Control⁴
- Rear Pedestrian Alert⁴
- Side Bicyclist Alert⁴
- HD Surround Vision⁴
- Enhanced Automatic Emergency Braking⁴
- Intersection Automatic Emergency Braking⁴

Estimated MSRP starting around \$50,195⁵



RS

Head-turning, street inspired design, packaged with the fantastic versatility of an all-electric SUV.

Includes 2LT content plus:

- EPA-estimated 324 miles of range¹ with available RWD
- High-speed DC Fast Charging capability of up to 150 kW on RS AWD and up to 190 kW on RS RWD
- Standard eAWD
- 21-inch machined-face aluminum wheels with Black-painted pockets
- Black-painted grille panel and lower fascia with sporty flow-through rocker molding
- Illuminated front light bar and bowtie with animation
- Head-Up Display
- Heated rear outboard passenger seat cushions
- Rear Camera Mirror⁴
- Heated Wiper Park⁴
- Universal Home Remote
- Memory settings for driver seat and outside rearview mirrors **Estimated**

MSRP starting around \$54,595⁵



SS

Amazingly fast and the ultimate expression of design, inside and out, that warrants the iconic SS badge.

Includes RS content plus:

- High-speed DC Fast Charging capability of up to 190 kW
- Standard performance AWD
- GM-estimated 0 to 60 mph in under 4 seconds⁶ enabled by Wide Open Watts performance mode
- 22-inch machined-faced aluminum wheels with Carbon Flash-painted pockets
- Super Cruise^{TM7} driver assistance technology
- Advanced Park Assist⁴
- Bose Premium Audio

¹ On a full charge. Actual range may vary based on several factors, including ambient temperature, terrain, battery age and condition, loading, and how you use and maintain your vehicle. ² Chevy Safety Assist includes Automatic Emergency Braking, Front Pedestrian Braking, Lane Keep Assist with Lane Departure Warning, Forward Collision Alert, IntelliBeam and Following Distance Indicator. Safety or driver assistance features are no substitute for the driver's responsibility to operate the vehicle in a safe manner. Read the vehicle Owner's Manual for important feature limitations and information. ³ The system wirelessly charges one compatible mobile device. Some phones have built-in wireless charging technology and others require a special adapter/back cover. To check for phone or other device compatibility, see my.chevrolet.com/learn for details or consult your carrier. ⁴ Safety or driver assistance features are no substitute for the driver's responsibility to operate the vehicle in a safe manner. Read the vehicle Owner's Manual for important feature limitations and information. ⁵ The Manufacturer's Suggested Retail Price includes destination freight charge. Tax, title, license, dealer fees and optional equipment are not included. GM reserves the right to change MSRP at any time. The actual MSRP of your configured vehicle will be determined at the time you place an order with your dealer. ⁶ Based on initial vehicle movement. SS trim only. ⁷ Always pay attention while driving and when using Super Cruise. Do not use hand-held device. Requires active Super Cruise plan or trial. Terms apply. Visit chevysupercruise.com for compatible roads and full details.

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WHEELS

STANDARD 2LT



19-INCH MACHINED-FACE ALUMINUM WITH
PAINTED POCKETS

STANDARD RS



21-INCH MACHINED-FACE ALUMINUM WITH
BLACK-PAINTED POCKETS

STANDARD SS



22-INCH MACHINED-FACED ALUMINUM WITH
CARBON FLASH-PAINTED POCKETS

EXTERIOR COLORS



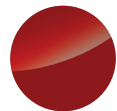
BLACK



GALAXY GRAY METALLIC



IRIDESCENT PEARL TRICOAT¹



RADIANT RED TINTCOAT¹



RED HOT



RIPTIDE BLUE METALLIC



SUMMIT WHITE



STERLING GRAY METALLIC

¹Extra-cost color.

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AVAILABLE PACKAGES

PACKAGE	INCLUDED FEATURES	2LT	RS	SS		
COMFORT & CONVENIENCE	<ul style="list-style-type: none"> 8-way power driver seat with 2-way power lumbar 6-way power front passenger seat with 2-way power lumbar Heated front seats Black Evotex interior 	<ul style="list-style-type: none"> Wireless phone charging¹ Wrapped, automatically heated steering wheel Auto-dimming inside rearview mirror 	<ul style="list-style-type: none"> Heated, power-adjustable driver-side auto-dimming outside mirror AutoSense Power Liftgate Trailer provisions 	S	—	—
CONVENIENCE & DRIVER CONFIDENCE	<ul style="list-style-type: none"> Adaptive Cruise Control² Rear Pedestrian Alert² 	<ul style="list-style-type: none"> Side Bicyclist Alert² HD Surround Vision² 	<ul style="list-style-type: none"> Enhanced Automatic Emergency Braking² Intersection Automatic Emergency Braking² 	S	—	—
RS CONVENIENCE & DRIVER CONFIDENCE	<ul style="list-style-type: none"> Head-Up Display Heated rear outboard passenger seat cushions Rear Camera Mirror² Heated Wiper Park² 	<ul style="list-style-type: none"> Adaptive Cruise Control² Rear Pedestrian Alert² Side Bicyclist Alert² 	<ul style="list-style-type: none"> HD Surround Vision² Enhanced Automatic Emergency Braking² Intersection Automatic Emergency Braking² 	—	S	—
PERFORMANCE PACKAGE	<ul style="list-style-type: none"> Performance brake pads Non-FNC brake rotors 275/40R22 summer-only performance tires³ 			—	—	A
SUPER CRUISE PACKAGE (LATE AVAILABILITY)	<ul style="list-style-type: none"> Super Cruise™ driver assistance technology⁴ Advanced Park Assist² 			A	A (eAWD only)	S
FREE-FLOW OPTION	INCLUDED FEATURES	2LT	RS	SS		
PANORAMIC SUNROOF (CAJ)	<ul style="list-style-type: none"> Power-sliding dual-panel panoramic sunroof with power sunshade 	A	A (RWD only)	A		
BOSE PREMIUM AUDIO (UQA)	<ul style="list-style-type: none"> Bose premium 8-speaker system 	—	S (RWD only)	S		

A Available S Standard — Not Available

¹ The system wirelessly charges one compatible mobile device. Some phones have built-in wireless charging technology and others require a special adapter/back cover. To check for phone or other device compatibility, see my.chevrolet.com/learn for details or consult your carrier. ² Safety or driver assistance features are no substitute for the driver's responsibility to operate the vehicle in a safe manner. Read the vehicle Owner's Manual for important feature limitations and information. ³ Do not use summer-only tires in winter conditions, as it would adversely affect vehicle safety, performance and durability. Use only GM-approved tire and wheel combinations. Unapproved combinations may change the vehicle's performance characteristics. For important tire and wheel information, go to chevrolet.com/support/vehicle/driving-safety/tires-wheels/tire-types or see your dealer. ⁴ Always pay attention while driving and when using Super Cruise. Do not use a hand-held device. Requires active Super Cruise plan or trial. Terms apply. Visit chevysupercruise.com for compatible roads and full details.

Resources to Help Support You



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