

1997 Geo



GET TO KNOW
Geo



Get To Know Geo For 1997.

In the Geo family, you'll find a great line of cars and trucks as original as the people who drive them. Every Geo is imaginative, fun to drive and

affordable, and every one is assembled in the United States or Canada.

Whether you choose our sophisticated sedan (Prizm), our economical

small car (Metro) or our fun-to-drive, rugged sport utility (Tracker), you'll be getting quality — at a very easy-to-like price.

Left to right: Geo Prizm, Geo Metro and Geo Tracker.



Why So Many People Love This Car.

What's not to love? After all, Geo Prizm is easy to own, very good looking, and designed to a high standard of quality.

Maybe that's why, for the past four years, *Consumer Digest* has named Prizm a "Best Buy." And for the last four years, an amazing 97

percent of Prizm owners said they would recommend Prizm to a friend.* Whatever the reasons, it's pretty darn clear that people fall hard for this car.

So, get to know Geo Prizm for 1997. And see for yourself why it's so easy to love.

*Based on 1996 owner survey.

Prizm LS Sedan in Black Mist Metallic with optional alloy wheels.



Geo Metro. Big Ideas Come In Two Small Sizes.

Geo Metro is the small car that thinks big. There's a hatchback coupe for coupe-type people, and a roomy four-door for sedan-type people. The

standard coupe gets the highest gas mileage in the whole U.S. of A.*

Every Metro is built with care, and it has some big ideas in advanced

technology (including a corrosion-resistant, zinc-rich, galvanized steel body, overhead camshaft engine, and a high-strength unitized structure).

Left: Metro LSi Coupe in Wildfire Red. Right: Metro LSi Sedan in Scuba Blue Metallic. Some optional equipment shown.

Metro comes with big safety ideas, too, like a reinforced steel cage surrounding the passenger compartment, automatic Daytime Running Lamps

and two air bags. And, if you want anti-lock brakes, you can get those, too.

So, if you want a well-built, zippy, economical car — with a great new-car

warranty — get to know Geo Metro. It's the small car with big ideas.

*Projected EPA estimated MPG city 44/highway 49 for Metro Coupe with 5-speed manual transmission and 1.0 Liter engine.



Geo Tracker. It's Really Out There.

When you get far enough away from civilization, a funny thing happens. You have fun. Especially if you make your escape in a Geo Tracker.

Geo Tracker is one sport utility that's not outrageously expensive. And, if you love adventure, Tracker is ready, willing and more than able.

You can choose from the "swell yet smart" Tracker Four-Door or the "wind in your hair" Tracker Convertible. Both are available in

four-wheel-drive models that will take you just about anywhere you want to go. The rigid ladder-type frame provides a rugged platform for off-road

driving situations; the high ground clearance will keep you going where most cars can't; and the 16-valve engine has Sequential Fuel Injection

for quick starts and smooth response.

Now that you're ready to discover places you've never been before, get to know Geo Tracker. It's really out there.

Left to right: Tracker 4x4 Convertible in Slate Green Metallic with alloy wheels and other options. Tracker LS Four-Door 4x4 in Woodland Green Metallic with optional alloy wheels and dealer-installed roof rack.



Top to bottom: Geo Prizm, Geo Metro and Geo Tracker.

Geo Customer Care.

Wherever you go in the U.S.A. in your new Geo, it's good to know that, if you should ever need it, service is always as near as a Chevrolet/Geo dealer. As a Geo owner, you are covered by Geo Customer Care, which includes all the following:

Bumper To Bumper Warranty. The GM 3-year/36,000-mile (whichever comes first) limited warranty covers repairs for all 1997 Geos, including labor and parts, to correct any defects in material or workmanship occurring during the warranty period. The complete vehicle (including tires) will be covered for 3 years or 36,000 miles, whichever comes first. Supplemental Restraint System coverage is 3 years, regardless of mileage. There is also emissions control system coverage, which varies by geographical region. *There is no deductible.* See your Chevrolet/Geo dealer for terms of this limited warranty.

24-Hour Roadside Assistance. Lost? We'll help you find your way. Locked out? We'll get you back in your car. Out of gas? We'll get you gas. Roadside Assistance is provided through a toll-free number (1-800-CHEV-USA) 24 hours a day, 365 days a year. Roadside Assistance offers two levels of service, *Basic Care* and *Courtesy Care*.

Roadside Basic Care provides:

- ✓ Free towing for warranty repairs (to closest dealer)
- ✓ Over-the-phone basic technical advice
- ✓ Available dealer services at reasonable costs (i.e., wrecker services, locksmith/key service, glass repair, etc.).

Roadside Basic Care covers you for as long as you own your Geo.

Roadside Courtesy Care provides all the features of Roadside Basic Care, plus:

- ✓ Free towing (to closest dealer)
- ✓ Free locksmith/key service (when keys are lost on the road or locked inside)
- ✓ Free flat tire-change service or jump start
- ✓ Free fuel delivery on the road.

Roadside Courtesy Care is available to you for a period of 3 years or 36,000 miles (whichever comes first).

Courtesy Transportation. Customers who purchase or lease a 1997 Geo are eligible for Courtesy Transportation (at no charge) when their vehicles are left at a participating dealership for repairs covered under the 3-year/36,000-mile Bumper to Bumper limited warranty. Courtesy Transportation, at participating dealers only, *may* include expense reimbursement, shuttle service or vehicle rental. See your dealer for details.

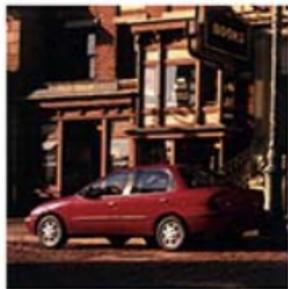
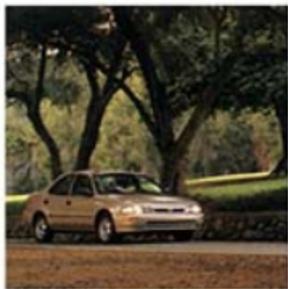
Geo Customer Communications Program. As part of your Geo experience, you will be receiving regular communications from Chevrolet/Geo, including a free subscription to the newsletter published exclusively for Geo customers. But this is not just a one-way communication process. You'll be asked to express your opinions on many automotive-related subjects, and you can be assured your responses will be heard. It's part of the Chevrolet/Geo way of letting customers know they are special.



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Talk to U.S.A.

August 1996



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