

THE CRUZE TARGET

Who They Are:

- › “Pragmatic Planners”
- › Primarily singles or couples without children, or with children who have left home
- › Budget conscious and are cautious in their discretionary expenditures
- › Owners tend to keep vehicles a long time
- › Secondary targets of Hispanic families and single moms

How They Live:

- › Lead modest, fiscally responsible, ordered lives, revolving around work, home and family
- › Independent thinkers who take adult responsibilities very seriously
- › Take enormous pride in being “smart shoppers”
- › Family, friends and one’s local community define the interests and boundaries of most of their worlds
- › Have a good sense of where they stand in the world and where they hope to be in the future

Attitude About Cars

- › Look to their vehicle to provide a sense of escape and youthfulness
- › Vehicle brings a smile to their face and provides a moment of calmness
- › Vehicle provides a sense of identity, attitude and strength

What They Want in a Vehicle

- › Reliability is the highest priority
- › Amenities of a more upscale car with the fuel economy of a smaller car
- › Not willing to sacrifice QRD, but would love to have a vehicle that is fun to drive
- › Have a growing comfort with technology and use it to simplify their lives

Marketing Demographics

- › Slight female skew
- › 45% - 65% without children in household
- › 55% college educated
- › \$70K household income

5-MINUTE TALKING POINTS

Chevrolet: Offers the most comprehensive lineup of fuel-efficient cars, crossovers and trucks with unmatched value to consumers. The brand is growing by offering fuel-efficient cars, crossovers and trucks that appeal to new markets and new customers, not only in the United States, but around the world. It will represent more than 70 percent of the new company’s (GM) sales in North America and more than 50 percent globally.

Cruze: Will be a high-volume, core entry which establishes Chevrolet as a credible player in the critically important compact car segment.

Global Success: Globally, more than 170,000 Cruzes have been sold to date. In 22 of the 41 active Cruze sales markets, Cruze is at or exceeding the pace to reach their business plan expectation.

Chevrolet Cruze Brings Midsize Car Presence to the Compact Car Class:

The all-new Cruze offers midsize car roominess, including more interior room and cargo capacity than Civic and Corolla. It also offers amenities more commonly found on upscale vehicles – features such as Bluetooth for phone, USB port, Pioneer® 9-speaker audio system, navigation and 18-inch aluminum wheels.

Cruze Offers Segment-Leading Fuel Economy:

Cruze Eco with the standard 1.4L ECOTEC® turbo provides an estimated 40 mpg highway, better than any other vehicle in the compact segment. The 1.4 turbo with the 6-speed automatic provides up to 37 mpg highway with a range of more than 500 miles between fill-ups. And with 138 horsepower, it’s like having two engines in one – the fuel economy of a small displacement engine and the performance of a larger engine.

Cruze Is Designed to Provide Segment-leading Safety:

At launch, Cruze will offer more standard safety features than any other compact car. Features include 10 standard air bags, StabiliTrak® with traction control and rollover sensing system, ABS and OnStar. Globally, Cruze has achieved equivalent 5-star safety ratings in every market where it is sold, and is expected to achieve that rating in the United States when formally tested.

Cruze Was Engineered to the Highest Quality and Durability Standards:

Cruze engineers have logged more than 4 million miles of customer durability testing across all major continents in the harshest geographical and climate conditions. The Cruze quality story can be demonstrated in many ways, from the meticulous execution and craftsmanship to the use of premium materials and tight gap tolerances.



2011 CRUZE



POSITIONING STATEMENT

Cruze changes the rules in the compact segment by bringing midsize presence with small-car fuel economy.

KEY MESSAGES

- › Chevrolet Cruze brings midsize car presence to the compact-car class
- › Cruze offers segment-leading fuel economy
- › Cruze is designed to provide segment-leading safety
- › Cruze was engineered to the highest quality and durability standards

EXPECTED PRODUCT WINS

- › With 40 mpg highway, Cruze Eco features segment-leading fuel economy – up to 6 more mpg than Corolla’s max fuel economy and 4 mpg more than Civic’s max fuel economy
- › 6-speed manual and automatic transmissions provide smooth shift patterns for the driver and enhanced fuel economy for the vehicle. Civic and Corolla do not offer 6-speed transmissions
- › Cruze has more interior room and cargo volume than Civic and Corolla
- › Cruze comes standard with 10 air bags, including driver and front passenger knee airbags. Civic and Corolla only offer 6 air bags as standard equipment
- › OnStar® Directions & Connections with Turn-by-Turn Navigation comes standard on Cruze for 6 months, a feature unmatched on any other compact competitor
- › All Cruze models offer a broad array of connectivity features, including Bluetooth® for phone and USB port. Civic and Corolla typically offer these features only on uplevel trims

PACKAGING SUMMARY

MODEL AVAILABILITY

- › 2LS (LS Sedan) › 2LT (LT Sedan)
- › 1LT (LT Sedan) › LTZ (LTZ Sedan)
- › 1XF (Eco Sedan)

2LS STANDARD CONTENT

1.8L ECOTEC 4-cylinder engine • 6-speed manual transmission • 16-inch steel wheels with covers • Premium cloth seats • Z-link rear suspension • Rack-mounted Electric Power Steering • ABS • 10 air bags • Tilt/telescoping steering wheel • Air conditioning • Stereo with CD player, auxiliary input jack and 6 speakers • XM Radio • Six-months OnStar Directions & Connections • StabiliTrak with traction control • Power door locks • Remote keyless entry • Power-operated child security locks • Power windows • Driver Information Center

1LT STANDARD CONTENT

2LS content, PLUS: • 1.4L ECOTEC turbo engine • 6-speed automatic transmission • 16-inch steel wheels with chrome covers • Front and rear floor mats • Body-color power outside rearview mirrors

1XF (ECO) STANDARD CONTENT

1LT content, PLUS: • 6-speed manual transmission with overdrive 6th gear • 17-inch forged alloy wheels • Aero Performance Package • Rear Spoiler • Sport-tuned suspension • NOTE: Does NOT have Z-link rear suspension unless equipped with automatic transmission

2LT STANDARD CONTENT

1LT content, PLUS: • 16-inch 5-spoke alloy wheels • Meridian leather seats • Heated front seats • 6-way power driver seat • Cruise control • Leather-wrapped steering wheel and shift knob • USB port • Steering-wheel audio controls • Bluetooth for phone • Remote start

LTZ STANDARD CONTENT

2LT content, PLUS: • 18-inch flangeless double 5-spoke alloy wheels • 4-wheel disc brakes • Automatic climate control • Self-dimming inside rearview mirror • Heated outside mirrors • Illuminated vanity mirrors • Uplevel IP cluster • Optic-check accent interior trim • Rear Park Assist

EASY-TO-ORDER CONFIGURATIONS

2LS	2LS (no optional equipment)
	2LS + 6-speed automatic transmission, floor mats and spare tire
1LT	1LT + Connectivity Plus Cruise Package (Bluetooth, USB, leather-wrapped steering wheel, steering-wheel audio controls and cruise control) and spare tire
1XF	1XF (no optional equipment)
	1XF + 6-speed automatic transmission and Connectivity Plus Cruise Package
2LT	2LT + spare tire and 17-inch 5-spoke alloy wheels (includes 4-wheel disc brakes and Sport-tuned suspension)
LTZ	LTZ + RS Package (rear spoiler, rocker moldings, unique front and rear fascias and fog lamp) and spare tire
	LTZ + RS Package, spare tire, sunroof and Pioneer premium audio system

COMPETITIVE COMPARISON

	2011 CHEVROLET CRUZE ECO	2010 TOYOTA COROLLA LE	2010 HONDA CIVIC LX
MECHANICAL			
Engine	1.4L DOHC Turbo I4	1.8L DOHC I4	1.8L SOHC I4
Transmission	6-speed manual	4-speed automatic	5-speed manual
Horsepower	138	132	140
Torque (lb.-ft.)	148	128	128
Max fuel economy (city/highway)	27/40	26/34	26/34 (25/36 w/auto trans.)
Steering System	Rack-mounted power electric	Column-mounted power electric	Hydraulic power
Z-link Rear Suspension	Standard (with Auto. Trans.)	Not available	Not available

FEATURES

Standard Air Bags	10	6	6
Stability Control with Traction Control	Standard	Standard	Not available
OnStar	Standard 6-month Directions & Connections	Not available	Not available
Power-Operated Child Security Locks	Standard	Not available	Not available
Standard Audio System	AM/FM/CD with 6 speakers	AM/FM/CD with 4 speakers	AM/FM/CD with 4 speakers
Satellite Radio	Standard	Available	Not available
Steering-wheel audio controls	Available	Not available	Not available
Bluetooth for Phone	Available	Not available	Not available
USB Port	Available	Not available	Not available
Standard Wheel Size	17-inch alloy	15-inch steel	16-inch steel
NHTSA Crash Rating	Expected 5/5/5/5	4/4/5/4	5/5/4/5
Powertrain Warranty	5 years/100,000 miles	5 years/60,000 miles	5 years/60,000 miles

DIMENSIONS AND CAPACITIES

Interior Volume (cu. ft.)	110.0	104.3	102.9
Passenger Volume (cu. ft.)	94.6	92.0	90.9
Cargo Volume (cu. ft.)	15.4	12.3	12.0
Wheelbase (in.)	105.7	102.4	106.3
Length (in.)	181.0	178.7	177.3
Width (in.)	70.7	69.3	69.0
Height (in.)	58.1	57.7	56.5