

All-New Trailblazer Designed for Overseas Markets

BANGKOK – The Trailblazer, Chevrolet's tough new "haul-anything, go-anywhere" SUV, made its world debut last week at a special event ahead of The 33rd Bangkok International Motor Show in Thailand.

First previewed in concept form at last year's Dubai International Motor Show in the Middle East, the Trailblazer will go on sale around the world, beginning with Thailand in June.

Based on General Motors' new global body-on-frame midsize truck architecture, the Trailblazer was designed to feature premium ride comfort and handling dynamics for urban and highway driving, matched by superior off-road capabilities.

Inside, the all-new Trailblazer features leading interior space and intuitive three-row tumble and fold-flat seating, representing Chevrolet's most significant play in the competitive body-on-frame midsize SUV segment.

Available in two- and four-wheel-drive configurations, the Trailblazer is powered by GM's new four-cylinder Duramax turbo-diesel engines that offer class-leading power and torque matched with efficiency and refinement.

Martin Apfel, president, GM Southeast Asia and Chevrolet Sales Thailand, said the introduction of the new Trailblazer,

which will be built at GM Thailand's manufacturing facility in Rayong, will boost Chevrolet's presence in the world's fast-growing SUV markets.

"True to its name, the Trailblazer will blaze the trail for new Chevrolet vehicles coming into the market. It has been built tough to offer Chevrolet customers everything they need from a heavy-duty SUV," he said.

Designed for family transport and urban commuting, the Trailblazer is equally at home negotiating off-road terrain as it is with urban traffic and highway cruising," Apfel added. "It will hit the sweet spot, not just for consumers in Thailand and throughout Southeast Asia, but in every place around the world where it will be sold."

The Trailblazer was developed in tandem with the all-new Chevrolet Colorado midsize pickup truck by a highly skilled team of GM engineers, who used their expertise to add passenger vehicle attributes to the midsize truck architecture.

Team members lived in Thailand during the development of both vehicles, immersing themselves in the highly competitive truck and SUV market and observing how Thais use their vehicles and the driving conditions they experience. The insights

gathered led to the development of Trailblazer models covering two specification levels: the mid-level LT and the range-topping LTZ.

The Trailblazer will be powered by GM's all-new family of Duramax four-cylinder turbodiesel engines, featuring 2.5L and 2.8L displacements. The engines incorporate a host of technologies aimed at delivering an optimal balance of power, performance and fuel economy.

The range-topping 2.8L variant features a variable-geometry turbocharger for optimal power and efficiency across the engine's revolution band, and a balancer-shaft for greater smoothness. Both engines feature components designed to last for 240,000 kilometers, enhancing durability and reliability while contributing to lower cost of ownership.

A choice of two drivetrains will be offered – a five-speed manual transmission and a six-speed automatic featuring electronic shift-control with clutch-to-clutch capability and an electro-hydraulic control module.

The 2.8-liter engine is rated at 180 horsepower and 346 lb.-ft. of torque with an available six-speed automatic transmission (324 lb.-ft. / 440 Nm with a five-speed manual). The 2.5-liter engine is rated at 150 horsepower and 258 lb.-ft. of torque.

Additional powertrains for specific markets will be announced later.

Meanwhile, the Trailblazer's foundation for both its on- and off-road capabilities is its robust body-on-frame architecture. With the support of an independent five-link rear suspension, a feature found in more upmarket, premium SUVs, the Trailblazer displays none of the typical characteristics of conventional body-on-frame SUVs. In fact, it enjoys a combination of best-in-class luxurious ride and responsiveness. The use of coil springs throughout also provides the Trailblazer with better suspension articulation, a useful trait in off-road conditions, in addition to pro-



Signature Chevrolet cues are used inside, conveying spaciousness, flexibility and an upscale appearance in all control interfaces. With a flowing instrument panel, integrated center stack and signature Chevrolet dual cockpit design, the interior of the all-new Trailblazer combines car-like characteristics with the boldness expected of a true SUV.

viding passenger car-like handling dynamics on the road.

"Our objective when developing the Trailblazer was to achieve ride and handling dynamics that match, and in many cases exceed, those of similar-size crossover vehicles," said Brad Merkel, GM's Global Vehicle Line Executive for Midsize Trucks and SUVs.

"The Trailblazer will cater to a wide range of driving styles and requirements. It is car-like responsive and premium in its ride quality while offering the off-road capability that our customers demand. That makes it the complete SUV package."

The Trailblazer's bold road presence was created by the GM South America Design Center in São Caetano do Sul, Brazil, and shares a number of design cues with its sister vehicle, the Chevrolet Colorado, in line with Chevrolet's global design DNA.

Exterior highlights include a "body-in-wheels out" design that delivers high approach and departure angles. A dramatic power dome in the hood combined with a raised cowl designed to give the Trailblazer a strong, purposeful appearance, while higher-mounted dual projector headlamps are positioned beneath the power dome, emphasizing the visual strength in the face of the vehicle.

Also prominent is the contemporary dual-port grille – an unmistakable Chevrolet



The all-new 2013 Chevrolet Trailblazer SUV made its world debut last week at a special event ahead of the 33rd Bangkok International Motor Show in Thailand.

cue – that carries a three-dimensional grille mesh. It is complemented by polished aluminum decor trims in the fascias, rockers, belt line, tailgate and roof rack.

"The Trailblazer delivers a great combination of capabilities, from negotiating off-road trails to daily city driving, that we wanted to convey visually," said Matt Noone, director of Design for GM do Brasil. "There's an obvious sense of muscle in the design, but at the same time a very sophisti-



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cated appearance in line with the world's premium SUVs. From every angle, the Trailblazer looks agile and athletic, with a refined finish that makes it a vehicle our customers will aspire to own."

The Trailblazer will be available in seven exterior colors: Summit White, Black Sapphire, Sizzle Red, Auburn Brown, Blue Mountain, Royal Gray and Switchblade Silver.

Chevy Will Introduce 2014 Impala, 2013 Traverse in New York in April

DETROIT – The 2014 Impala full-size sedan will debut at the New York International Auto Show next month.

Chevrolet also will showcase a more refined version of the family-friendly Traverse crossover utility vehicle for 2013.

"The momentum at Chevrolet continues to build with the debut of the 10th generation of the Impala, one of the brand's most enduring and cherished nameplates," said Chris Perry, vice president of Global Chevrolet Marketing.

"The new Impala further strengthens Chevrolet's passenger car lineup by giving consumers a full-size sedan that balances the desire for distinction with engaging driving dynamics."

The Impala nameplate was introduced in 1958 and has been one of Chevrolet's best-selling passenger cars for decades.

With the introduction of the new Impala, Chevrolet has revamped nearly every passenger car in the lineup in



Partial exterior view of the 2014 Chevrolet Impala, a car that will fully debut at the upcoming New York Auto Show in April.

the past 24 months. The new cars helped Chevrolet become the top-selling passenger car brand in the United States in 2011.

The 2013 Chevrolet Traverse is among the safest vehicles on the road today, previously earning top marks from leading third-party organizations and in government crash testing.

For the 2013 model, the Traverse adds the industry's first front center air bag. It is engineered to protect drivers and front passengers in far-side impact crashes.

The air bag deploys in milliseconds and inflates between the driver and front passenger, providing added protection for both front occupants.

"The new Traverse builds on the success of the current model, offering a wide variety of improvements to ride and handling, interior materials and exterior styling without compromising the functionality and capability families need to support their busy lives," said Perry.

In addition to the new Impala and Traverse, other Chevrolet vehicles on display at New York include the new Malibu Eco, Spark mini car, Tru 140S and Code 130R concept vehicles and Corvette 427 Convertible with 60th Anniversary package.

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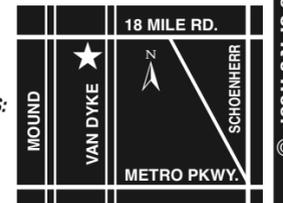
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