

GM Eagerly Awaiting 'Vette; Thirteen New Models Debut

Mark Reuss, president, GM North America, spoke to reporters at the Los Angeles Auto Show on Nov. 28 about Chevrolet's upcoming plans.

He said 2012 was a great year for Chevrolet and that 2013 promises to be even bigger.

"We'll be launching 13 new models next year - including the all-new Silverado and Impala," Reuss said. "It all starts January 13 when we introduce the next-generation Corvette in Detroit. All I can tell you right now is that the new Corvette will offer an entirely new driving experience - one that's refined, and re-refined."

Right now, there are just a handful of engineers authorized to drive the Corvette test vehicles on GM's proving grounds, Reuss said.

As part of the lead up to the introduction of the actual Corvette, GM has made it possible for people to "drive" a camouflaged Corvette test vehicle... on Sony PlayStation's Gran Turismo 5, Reuss said.

"This is the first time the game's designers have worked with a car manufacturer to deliver an authentic driving experience before a car even gets to production," Reuss said.

"It's a great opportunity for customers, enthusiasts and gamers alike. I'd like to thank the developers of Gran Turismo for helping to make it happen. In fact, I'll do that right now, in person."

Reuss said GM was delighted to have the creator of Gran Turismo at the L.A. Auto Show, he introduced and welcomed president of Polyphony Digital and

professional racecar driver Kazunori Yamauchi.

"It's great to have you with us," Reuss said. "You know, it's not often that we invite someone from outside the company to get up-close and personal with a vehicle before it's revealed. But we wanted to do something special with the new Corvette, and you are the one guy who could do it. So thank you very much."

"I was very honored to be one of the first test drivers of the new Corvette," Yamauchi said. "Its handling, speed, styling and refinement are a perfect fit in Gran Turismo. I hope all Gran Turismo players will enjoy test-driving the new Corvette as I did."

"You can start downloading the camouflaged Corvette at the PlayStation Store right now."

Chevrolet's plans for 2013 extend beyond a new Corvette, Reuss said.

"While we're all eagerly awaiting the new Corvette, Chevrolet's other passenger cars are making quite an impact right now... both in the marketplace, and in third-party recognition," Reuss said.

"Cruze sales alone were up 34 percent in October, and Cruze, Sonic and Volt were all named 'Recommended Buys' by Consumer Reports."

The Spark has also been making a big impression, exceeding GM's sales targets in all 18 launch markets, including L.A., the nation's largest car market.

Pam Fletcher, executive chief engineer for electrified vehicles, spoke about the Spark EV. She called it Chevrolet's first pure electric vehicle, and one that is fun to drive in the city."

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