

## Chevy Debuts 5 Outside-U.S. Models at NAIAS

Chevrolet, in an effort to show just how international the brand has become, showcased its global portfolio during the North American International Auto Show.

For the first time, the Onix, Spin, Trax, Sail and Orlando – five models developed and sold outside the United States – will be included.

Two all-new Chevrolets – the 2014 Silverado and the Corvette – also debuted at the show.

“NAIAS kicks off the global auto show season and gives us a unique opportunity to show off the depth of Chevrolet’s global product lineup,” said Mary Barra, senior vice president of Global Product Development.

“The appearance of these five global vehicles further reinforces Chevrolet’s commitment to tailor vehicles to our customers’ needs around the world.”

Among the vehicles that were displayed on the second floor of Chevrolet’s exhibit is the Trax. It is Chevrolet’s entry into the growing small SUV segment and is designed to deliver flexibility, fuel economy and car-like handling for urban drivers.

The Trax has room for five passengers and class-leading cargo space. Mexico and Canada were the first markets to sell the crossover in the fourth quarter of 2012. It is based on GM’s Gamma II platform, which is shared with the Opel Mokka and the Buick Encore. It had its world debut at the 2012 Paris Auto Show and slots below the mid-size Chevrolet Equinox.

Auto show attendees also had the chance to see the Orlando. Chevy designed the Orlando to be part MPV, part crossover, and to break the rules of a historically conservative segment, offering an alternative to many family vans and crossovers on the market.

The Orlando is produced by General Motors South Korea and was launched in Canada in October 2011. It is based on the GM Delta II platform, and is related to the Buick Verano and the Chevrolet Cruze.

There also was the Sail, which was developed in China. It is a small car designed for young Chinese families.

The Sail is based on the GM4200 platform and is related to the Chevrolet Montana, the Opel Corsa and the Vauxhall Nova.

In addition to being sold in China, the Sail is exported to emerging markets such as Chile, Peru and Bolivia. It is manufactured and shipped in kits for assembly in India, Colombia and Ecuador.

The Spin, which will be manufactured at GM’s facility in Bekasi, Indonesia, also was at the show. It will go on sale in Thailand and Indonesia in 2013 and is a seven-passenger MPV designed with a compact footprint for the congested confines of urban consumers. The Spin used the Gamma II platform which is shared with the Opel Mokka and Buick Encore. The Onix, a small hatchback, debuted at the Sao Paulo Auto Show in October 2012, and

also is based on the Gamma II platform. It made its Detroit debut at the NAIAS. It offers five-speed manual or six-speed automatic transmissions and a choice of 1.0-liter and 1.4-liter engines, both equipped to run on 100 percent ethanol or a flex-fuel mixture of gasoline and ethanol.

The Onix is produced at Gravataí in Rio Grande do Sul and went on sale in Brazil in November last year.

That’s not all Chevrolet is showing the world. Chevrolet also introduced the 2014 Corvette and Silverado.



2013 Chevrolet Sail

## Ram 1500 Named Truck/Utility of the Year

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“In no other truck will you find Ram’s incredible combination of best-in-class fuel efficiency – 25 miles per gallon – Pentastar and HEMI engines matched to TorqueFlite 8-speed transmissions, air suspension.

This is the 20th year of the awards. The Ram has won North American Truck of the Year honors just once – in the award’s inaugural year 1994.

For 2013, the new Ram 1500 offers buyers best-in-class 25 MPG fuel efficiency, new technology and new features without sacrificing capability. Ram 1500 comes equipped with a choice of engines, including the legendary 5.7-liter HEMI V8 engine or the award-winning Pentastar V6, the

Ram 1500 offers excellent powertrains in the industry.

The 2013 Ram 1500 features first-in-segment technologies: eight-speed automatic transmission, stop-start system, thermal management system, pulse-width modulation and active aerodynamics, including grille shutters and active air suspension. The 2013 Ram 1500 is available in nine trim levels and starts at \$23,585 including \$995 destination charge.

Ram engineers say they changed every area of the truck – from a newly designed frame to new engines and transmissions to a new interior with the next-generation Uconnect access system. With excellent ride and handling and aerodynamics, the 2013 Ram 1500 delivers great

content, performance and capability to truck buyers, Ram spokespeople said.

To be eligible to win NAIAS truck or car of the year, a vehicle must be all-new or substantially changed.

After considering dozens of vehicles this year, the jurors finally narrowed the field to the 11 cars and 10 trucks/utility vehicles on which they voted.

This year, to reflect the growing numbers of crossover vehicles in the North American market, jurors voted to change the name of North American Truck of the Year to North American Truck/Utility of the Year.

The awards are financed by the jurors’ dues and the organization does not accept advertising or fees from automakers.

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