

# Silverado's New Cry: 'Hook 'em, Horns!'

Chevrolet, the University of Texas athletics program, IMG College and the Ex-Students' Association of the University of Texas (the Texas Exes) have entered into a multi-year sponsorship agreement, designating Silverado as the "Official Truck of the Texas Longhorns" and of the "Texas Exes."

Silverado also is now the "Official Truck of Bevo," the Texas Longhorns' live mascot.

"There is no more appropriate place to showcase the stronger, smarter, more capable 2014 Silverado than in the heart of truck country at Texas Longhorns sporting events," said Chris Perry, vice president of Chevrolet Marketing.

"This partnership complements the Silverado's overall marketing campaign, with its strong focus on Texas, where a Longhorns fan lives in one out of every three households and is almost twice as likely to buy a truck as the average consumer."

The relationship connects the Silverado with UT's fans and alumni via multiple opportunities throughout the academic year. These include activities at home athletics and alumni events, print and digital promotional opportunities, promotions, event signage, presence on the Longhorns' statewide radio network and coaches' endorsements.

It also includes a presence on the Longhorn Network, the 24-hour channel dedicated to programming associated with Texas athletics and the University of Texas.

"We are appreciative of Chevrolet's generous sponsorship in this category for multiple campus areas, including athletics," said DeLoss Dodds, UT men's athletic director. "Athletics is very collaborative on campus, and the scope of Chevrolet's agreement is in line with that very spirit."

Leslie Cedar, CEO and executive director of the Texas Exes, said, "We are thrilled to join forces with another high-quality, internationally recognized brand such as Chevrolet. This partnership enables us to further our



Silverado, now the official truck of the University of Texas Longhorns

mission of championing the University of Texas in its quest to become the best public university in the world."

Unique opportunities in this sponsorship include allowing a Silverado truck to pull Bevo's trailer to and from events, showcasing a Silverado at the Texas Exes' "Biggest Tailgate in Texas," the new 2014 Chevy Silverado Ticket Will Call & Pickup Window designations and the Official Truck of the AT&T Red River Rivalry, the annual Texas vs. Oklahoma football game in Dallas.

The Silverado logo also ap-

pears on the backdrop for all Texas athletics official media conferences and interviews.

The University of Texas partnership follows the new 2014 Silverado's overall launch efforts, which began in Texas with Silverado displays, drive events and an original song by Grammy-nominated recording artist Will Hoge.

The campaign has since expanded nationally and will include consumer activities at NASCAR races, music venues, sporting events and a partnership with the National Volunteer Fire Council.

## Delphi Debuts Safety System

The world's first integrated radar and camera system, the Delphi RACam – which is a suite of advanced driver assistance systems – will be introduced on the new Volvo SPA platform at the end of 2014.

Delphi officials say the award-winning system incorporates radar sensing, vision sensing and data fusion into "a single sophisticated module to enable a full range of active safety functionalities."

Delphi's president of Electronics and Safety, Jugal Vijayvargiya, stated, "Not only does this integrated sensor fusion system of-

fer drivers an impressive bundle of advanced safety functionalities in their vehicles and help OEMs, including Volvo, meet new Euro NCAP 5-star ratings, it is also intelligently engineered to be significantly less expensive, lighter and smaller than non-integrated systems to benefit the OEM's overall vehicle design."

The system has been geared to reduce the horrifying statistics that show 90 percent of accidents are caused by driver error and that more than a million road deaths occur globally every year, including about 28,000 last year in Europe.

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