

'New Styling on GM's SUVs Contributes To a Quieter Ride,' Says Marketing Chief

The day GM boasted that it controls 74 percent of the full-sized SUV market, the automaker announced several new full-sized SUVs coming in the 2015 model year.

Chevrolet introduced the 2015 Tahoe and Suburban – all-new versions of the its full-size SUVs – on Sept. 12 in New York.

A Chevrolet spokesman said the two new SUVs offer more functionality, greater refinement, new safety features and an increased range of advanced technologies to appeal to two distinct customer groups.

"There are several new features and enhancements at the core of the all-new 2015 Suburban and Tahoe that will extend the legacy Chevrolet has built as the segment leader," said Tim Mahoney, Chevrolet global chief marketing officer. "Customers will experience greater refinement, efficiency and safety with the same capability that has made Chevrolet the go-to brand for full-size SUVs."

He said new styling advances the Tahoe and Suburban's design, which contributes to a quieter ride. A more efficient, direct-injected EcoTec3 powertrain coupled with improved aerodynamics help offer greater estimated highway fuel economy, based on GM testing, while preserving overall performance and capability. Official EPA

estimates are not yet available.

With more than 117,000 sold in 2012 and sales up more than 16 percent for the first six months of 2013 over last year, Chevrolet's full-size SUVs continue to play an important role in the brand's success and General Motors' profitability.

Introduced in 1935, the Suburban is the segment's founder and the industry's oldest continuously available nameplate, while Tahoe is the segment's sales leader, said Chevrolet spokesperson Michelle Malcho.

"The Chevrolet Tahoe and Suburban will continue to be dominant forces in the marketplace and provide great value for our customers, Chevrolet and General Motors," said Dan Ammann, GM executive vice president and CFO.

"This is an important and profitable segment and we have set the bar high to ensure we provide our customers with great quality and performance they expect and deserve."

New functionality and technology features found on both vehicles for 2015 include:

- Fold-flat second- and third-row seats that enhance cargo convenience – including an available power-folding feature;
- Approximately two inches greater legroom for second-row passengers, along with easier entry/exit;

- Available eight-inch color touch-screen radio with next-generation MyLink connectivity;

- Up to six USB ports and six power outlets to support electronic devices of all kinds and up to 12 charging locations;

- Available rear-seat entertainment system with dual screens (Suburban only) and Blu-ray DVD player;

- Conversation mirror in the overhead console that provides a wide view of the rear seats;

- Keyless entry and push-button start.

Malcho said the 2015 Chevrolet Suburban represents the 80th anniversary and 12th generation of the original 1935 SUV.

On the same day across the country in Los Angeles, GMC announced the 2015 Yukon, Yukon XL and flagship Yukon Denali models, saying they would "deliver greater capability and refinement, with more power, new-fold-flat rear seats and a quieter interior."

"And thanks to a new family of advanced EcoTec3 engines, the lineup is expected to deliver the segment's best V8 fuel economy."

The press release stated that "bold styling and advanced technologies – including new safety and security technologies – support Yukon's greater capability, while a more comprehensive list of standard features and en-



2015 Chevrolet Suburban

hanced infotainment options are designed to broaden the appeal of one of the industry's most-popular full-size SUV lineups.

"Combined Yukon/Yukon XL and Denali sales were up 24 percent for the eight months of 2013."

"We've engineered the Yukon and Yukon XL from the ground up, building on a strong legacy of capability to take them to the top of the segment with exceptional refinement and purposeful technology," said Tony DiSalle, vice president of GMC Marketing.

"And when it comes to the tasks people rely on a full-size SUV for, they do it better than ever – and with more style."

He said Yukon and Yukon XL share design, architectural and powertrain elements, but Yukon XL has an approximately 14-inch longer wheelbase and is approximately 20 inches longer overall. DiSalle said the extra length provides greater legroom for third-



2015 GMC Yukon XL

row passengers and almost twice the cargo room behind the third-row seat.

"Although they are based on a similar architecture, Yukon and Yukon XL are distinctive products that appeal to different customers," DiSalle said.

"Versatility and spaciousness are valued by customers for both vehicles."

"But the Yukon XL is the choice for families with more children and those with lifestyles that require its unique combination of passenger- and cargo-hauling capabilities."

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