

Silverado High Country Carries \$45,000 Tag

The 2014 Silverado High Country goes on sale this fall, priced at \$45,100 (including destination charge) for 2WD models equipped with the standard 5.3L engine.

The crew cab body is exclusive to the High Country, and it is available with a 5'8" or 6'6" cargo box.

It is Chevrolet's first premium truck and one of the industry's most capable, backing up an exclusive package of distinctive design elements, comfort and convenience features with segment-topping capability – including the segment's most powerful V8 and a 9,800-pound trailering rating, said Chevy spokesman Tom Wilkinson.

He added that the High Country's unique content includes a chrome grille with horizontal chrome bars, body-color front and rear bumpers – including Chevrolet's CornerStep rear bumper – and specific 20-inch chrome wheels with P275/55R20 all-season tires.

Additional standard equipment includes halogen projector headlamps, along with chrome body side moldings, door handles and mirrors.

Inside, Silverado High Country features an exclusive saddle brown interior. Heated and cooled perforated premium leather front bucket seats with High Country logos on the headrests are standard, along with Chevrolet MyLink connectivity with an 8-inch touch screen, Bose premium audio and front and rear park assist.

"There's a Western flair to the High Country's cabin that reflects the truck's polished yet rugged stature," said Maria Rohrer, Silverado Marketing director. "It's a passenger environment that's equally adept when

working a ranch during the day and stepping out for the evening."

The trucks' optional features include a sunroof, navigation system and a rear-seat entertainment system with a BluRay/DVD player, as well as a High Country Premium Package that includes a heated steering wheel, driver alert package, adjustable pedals as well as an integrated trailer brake controller.

"Silverado High Country adds a higher degree of capability to the premium truck market and broadens the all-new Silverado's lineup with a unique combination of exclusive features and purposeful technologies," said Rohrer.

"Its class-leading power is matched with the strong chassis and new suspension and drivetrain elements that make the 2014 Silverado 1500 the strongest, most capable and most refined truck in Chevrolet's history."

Launched earlier this year, the 2014 models contributed to a 13.9 percent jump in Silverado sales in August, while sales were up more than 25 percent for the first eight months of 2013.

Wilkinson said the Silverado High Country is designed to give customers the capability they want by delivering a maximum payload of 1,957 pounds – more than Toyota Tundra and RAM 1500 – as well as a 9,800-pound towing capacity.

The EcoTec3 5.3L is the High Country's standard engine, with SAE-certified at 355 horsepower and 383 lb.-ft. of torque, and class-leading V8 fuel economy of up to 23 mpg highway (2WD models), Wilkinson said.

The available, EcoTec3 6.2L delivers the segment's most powerful V8 engines, he said, with an



2014 Chevrolet Silverado High Country

SAE-certified 420 horsepower and 460 lb.-ft. of torque.

Both engines feature direct fuel injection, active fuel management and continuously variable valve timing, producing refined power and torque that truck customers demand – and both seamlessly switch to four-cylinder mode to save fuel during light-load driving.

Each engine is matched with a six-speed automatic transmission featuring auto grade braking, which downshifts the transmission on downgrades to reduce brake wear.

The brake system of the 2014 Silverado High Country includes GM's new Duralife rotors, which feature a hardened and strengthened surface to reduce corrosion, helping them last up to twice as long as conventional rotors and providing quieter braking with less vibration.

Additional chassis and powertrain details include:

- Electric power steering, which helps save fuel and enables a more consistent, crisp steering feel and plenty of assist for parking maneuvers;
- New, larger rear axles with

the strength to accommodate the engines' higher outputs;

- Standard locking rear differential with 3.42 ratio;
- Standard trailering package, with frame-mounted trailer hitch, with seven-pin and four-pin connectors.

Trailer sway control is standard with the truck and works with StabiliTrak to provide the driver with an added measure of confidence when towing a trailer, Wilkinson said.

He added that the stiff chassis enables a more precise tuning of the truck's front and rear suspensions.

This gives the Silverado a more responsive feel with smoother performance and less vibration and shake, particularly when the vehicle is being driven on harsh terrains.

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Bott Appointed To Lear Board

Lear Corporation has appointed Richard H. Bott to the company's board of directors, effective immediately.

Bott worked in investment banking for more than 35 years at Morgan Stanley and Credit Suisse First Boston (now Credit Suisse), where he provided financial structuring and strategic advice to numerous large American and international corporations.

His focus there was on industrial, automotive and transportation companies.

At the end of 2007, Bott retired as vice chairman, Institutional Securities, at Morgan Stanley, a position he had held since 2003. Bott currently serves on the board of directors of Genesee & Wyoming Inc.

"Following a comprehensive search process, we are extremely pleased to welcome Dick to Lear's Board of Directors," said Henry D.G. Wallace, Lear's non-executive chairman.

"We sincerely appreciate the active involvement and support of Mick McGuire from Marcato Capital Management, who participated with us in this process."

While at Credit Suisse First Boston, Bott worked in a variety of investment banking positions, including being a founding member of the Project Finance Group, chairman of the Investment Banking Committee, head of Global Industry Groups and co-head of Investment Banking.

He also led the firm's Chrysler team in the recapitalization of the automotive company in the early 1990s and in the merger of Chrysler with Daimler-Benz in 1998.

"Dick's extensive investment banking experience and deep knowledge of the capital markets adds a valuable perspective to our Board," Wallace said.

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