



MEDIA INFORMATION

Chevrolet – a brand on the up

Record after record

- Excellent June sales– 50th consecutive record month
- Three new factories in Kazakhstan, Russia and Poland
- Winning streak in World Touring Car Championship

Frankfurt/Zurich. Chevrolet is chalking up success after success in Europe. The company had record sales of around 215,000 units in the first half of 2007, achieving a market share for Europe as a whole of 1.83 per cent. This was an improvement of more than 30 per cent over the first half of 2006. June was the 50th consecutive month in which Chevrolet achieved a new sales record compared to the year-earlier month.

The brand fared particularly well in Central and Eastern Europe. Sales of some 126,300 units in the first half of 2007 represented an increase of 61 per cent. The greatest successes were achieved in Romania (up 122 per cent / 6,115 units), Bulgaria (up 82 per cent / 1,290 units) and Russia, Chevrolet's biggest market in Europe, where sales grew 89 per cent, to 84,467 new registrations.

The brand sustained its growth in Western Europe as well, where a total of 11.1 per cent more Chevrolet models entered the market (89,042 units). The biggest growth was achieved in Switzerland (up 40 per cent / 1,820 units), the UK (up 29 per cent / 9,156 units) and France (up 17 per cent / 4,475 units). Italy remained the largest market in Western Europe (23,676 units), ahead of Spain (15,312 units) and Germany (12,055 units).

Chevrolet is one of the oldest automobile brands in the world. Swiss-born Louis Chevrolet (1878 – 1941) established the Chevrolet Motor Car Company on 3 November 1911 together with General Motors founder William C. Durant. The first Classic Six models rolled off the assembly line in Detroit in early 1912. This was the start of what are now some 95 years of success. In 2006, more than four million Chevrolets were sold in over 120 countries. Chevrolet Europe, based in Zurich, Switzerland, was founded in 2005. The 'bow tie' brand has since become one of the fastest-growing brands on Louis Chevrolet's home continent.

Investments in three new production plants in Europe

In order to be able to satisfy growing demand, Chevrolet is investing in a number of additional production plants in Europe. A factory in Warsaw, Poland, will be the company's

first EU-based production site. It will build the compact four-door Chevrolet Aveo from autumn 2007. The other Aveo body versions will be added from the middle of 2008. As early as next year, more than 60,000 cars will roll off the former FSO production lines, easing the workload of the Korean production plants and safeguarding over 1,000 jobs in Poland. In the medium term, production will be increased to 150,000 vehicles per year. The plant in Warsaw is managed and owned by Chevrolet's Ukrainian partner UkrAvto, which also owns another Chevrolet assembly plant in Ukraine.

A similar corporate structure was chosen for the plant in Ust Kamenogorsk in Kazakhstan. The first Chevrolet built by Chevrolet's Kazakh partner, Azia Avto, came off the assembly line there on 15 June 2007. From 2008, approximately 4,000 Chevrolet Captivas, Epicas and Lacettis are to be assembled there.

The green-field plant that General Motors is building in Shushary on the outskirts of St Petersburg, Russia for \$115 million, is on a totally different scale. Around 25,000 cars, chiefly Chevrolet Captivas, are due to roll off the production lines here from the end of 2008. Until then, CKD assembly is scheduled to start at a separate facility in St Petersburg in September. The new plant allows the company to increase its production capacity in Russia to more than 100,000 units per year. GM is already operating a joint-venture production site in Togliatti and a contract assembly in Kaliningrad.

Success in the World Touring Car Championship

Chevrolet also has many fans and numerous successes in the world of motor sport. With three racing cars based on the Lacetti, the Chevrolet brand has, since 2004, been active in the World Touring Car Championship (WTCC), where it has been pitting itself against manufacturers such as Alfa Romeo and BMW. With 14 of the 22 races in the 2007 season down, Chevrolet has already claimed five victories and is occupying third place in the manufacturers' standing. Nicola Larini currently holds fourth place in the drivers' standing, Alain Menu is on the fifth place closely behind him.

Fans of the brand had further reason to celebrate after the finish of the Beijing-Paris rally for vintage cars. Of the 35 classics that set out on the 12,700-kilometre course across Asia, 11 were Chevrolets – and all of them reached the finishing line on 27 May. In the category of vintage cars built before 1940, the robust Chevrolets came in first, second and fourth.

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