



MEDIA INFORMATION

Chevrolet at the 2007 Frankfurt Motor Show

More Models, More Emotions

- World premiere: Chevrolet Aveo - successor to Kalos
- European premiere: Chevrolet Camaro Convertible
- European premiere: Chevrolet Beat, Groove and Trax
- German premiere: Chevrolet HHR

Frankfurt. With models like three snappy mini-car concepts, the exciting HHR, or the hot Camaro Convertible, Chevrolet demonstrates at the 2007 Frankfurt Motor Show (IAA) just how diverse its really is. The bow-tie brand celebrates one world, four European, and one German premieres on its stand in Hall 8.

Visitors to the IAA also have a say regarding the creative Beat, Groove, and Trax mini concepts. They can vote for their favourite concept at www.vote4chevrolet.eu.

Sina Schumacher, a 20 year old fashion designer student, is already a winner. As a contestant in the "Young Creative? Chevrolet!" competition, she designed the exclusive uniform hostesses on the Chevrolet stand are wearing during the show. The uniform designs her fellow students of the renowned Private Modeschule Düsseldorf submitted for the contest are also on display.

Chevrolet presents its complete model line-up in Frankfurt. This year, the spotlight is on the most economical and environmentally friendly versions in the portfolio. Chevrolet Europe offers diesels in three out of its six model lines. Equipped with fuel-efficient common rail technology and particulate filters as standard, these diesel power units are at the cutting edge of technology.

LPG, another environmentally friendly Chevrolet powertrain concept, is also in high demand with customers. Chevrolet operations in quite a few countries (e.g. Belgium, Germany and the Netherlands) offer various models with LPG.

World premiere: New Chevrolet Aveo Hatchback

The most significant features of the successor to the Kalos that debuts at the IAA are its striking exterior, its high-class interior and a new, even more fuel-efficient petrol engine.

Like its notchback stable mate, the new five-door hatchback will now bear the Aveo name throughout Europe. The newcomer will hit European showrooms beginning in March 2008.

The Aveo hatchback sports Chevrolet's new design features, as characterised by the big horizontally split radiator grille with a body-coloured crossbeam and the brand logo sitting prominently in the centre. The Aveo offers a choice of two petrol engines: a new 1.2-litre unit with two overhead camshafts and an output of 84 hp, and the existing 1.4-litre engine, which now develops 98 hp and is available with automatic transmission.

European premiere: Chevrolet Camaro Convertible

The Camaro convertible concept's dramatic, forward-looking design is mindful of the brand's storied heritage. Design cornerstones include classic long hood/short deck proportions and a wide, wheels-at-the-corners stance that gives the vehicle the look of hugging corners even when stationary. The Camaro convertible concept's Hugger Orange pearl tri-coat colour is a contemporary update of the classic hue, which was originally offered in 1969. It is complemented with twin gunmetal grey sport stripes.

The Camaro convertible has a simple yet purposeful interior that features design elements inspired by the muscle car era vehicles, including the first-generation Camaro (1967 to 1969). A new, light-and-dark colour scheme enhances the airy feel of the convertible, particularly when the top is lowered.

The Camaro convertible concept (length/width/height: 4,730/2,022/1,344 millimetres) is powered by a high-torque V-8 engine that drives the rear wheels via a manual transmission. The four-seater also features an independent wheel suspension and disc brakes all around.

European Premiere: Chevrolet Beat, Groove, and Trax

Just how much creativity can be put into a mini is driven home by the Chevy concepts going on show in Frankfurt. They combine the energy, diversity and excitement of urban life in attractive cars that offer fun, fuel economy and good value for money. Here's a look at Chevrolet's three mini-car concepts:

- **Chevrolet Beat:** Designed to evoke the mood of a speedy mini, the Beat is a front-wheel-drive, three-door hatchback concept powered by a 1.2-litre turbocharged gasoline engine mated to an automatic transmission.

- Chevrolet Groove: Too tough-looking to be “cute,” the Groove concept is a retro-style vehicle with bodacious fender flares and an upright windscreen. It looks much larger than it is, thanks to its short hood and long cabin. The front-drive Groove is powered by a small, fuel-efficient 1.0-litre diesel engine
- Chevrolet Trax: An urban crossover concept that’s equally at home on country roads and in city traffic, the Trax showcases an affordable all-wheel-drive system and looks the part of a rugged SUV many times its size, thanks to a voluminous one-piece bumper and fender system in the front and back, a rear-mounted spare tire and a roof rack. Trax is powered by a 1.0-litre gasoline engine.

German Premiere: Chevrolet HHR

With its unusual retro look, reminiscent of both a hot rod and a classic Corvette, the HHR is absolutely unique in the compact segment. The HHR's striking appearance was inspired by the Chevrolet Suburban. Particularly the high roofline of the four-door vehicle with the rear flap and accentuated fenders recalls the innovative 1949 Chevy Suburban, which was the first multi-purpose vehicle of its time. To match the HHR's overall dominant yet casual appearance, Chevrolet has opted for a large-volume 2.4-litre four-cylinder engine that generates 175 hp.

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