



MEDIA INFORMATION

Close-to-production concept car

Chevrolet Camaro convertible celebrates its European debut

- Dynamic design re-interprets classical muscle car styling
- High-torque V-8 engine powers the rear wheels

Frankfurt. With the new HHR, Chevrolet Europe is expanding its product portfolio this fall by adding an exciting US model. At the Frankfurt Motor Show, the brand with the bow-tie logo gives a glimpse of what the further emotionalizing of the brand might look like: The Camaro convertible concept celebrates its European debut at the IAA. "The Camaro convertible concept instantly evokes an emotional response – it's a vehicle that you want to make room for in your garage," said Ed Welburn, GM Vice President Global Design. Ed Peper, General Manager Chevrolet USA, added: "If this Camaro convertible doesn't make your heart beat faster, you should see either your optometrist or your cardiologist, because you have a problem."

The Camaro and the Camaro convertible will go on sale in the US in 2009. "The muscle cars of the 60s and 70s are very popular also on this side of the Atlantic Ocean. The contemporary interpretation in form of the new Camaro would thus be an enrichment for the European product line-up as well", emphasized Wayne Brannon, Executive Director of Chevrolet Europe. "The Camaro has always been an affordable sports car, attainable for just about anyone. That's why it fits perfectly into the product portfolio of a value brand."

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 on all four wheels.

Like the coupe concept, the convertible concept blends a dramatic, forward-looking design that is mindful of the brand's storied heritage. That design includes 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.

Additional design details include:

- Tonneau cover over the folded top
- "Halo" headlamps
- LED rear lights

- Rear spoiler with LED-lit CHMSL
- Racing-inspired fuel filler door
- Front-inlet hood scoop, inspired by the Corvette Z06
- Rear fender "gills", inspired by the classic Camaros

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 gray sport stripes. The modern interpretation of the classic colour and its dark accent stripes simultaneously reflect the Camaro's heritage and deliver a deep, lustrous and thoroughly contemporary appearance.

The Camaro convertible concept rides on 21-inch front wheels and 22-inch rear wheels. The wheels have a deep-dish, five-spoke design and feature charcoal centre sections with bright outer edges and an orange outline on the wheel edge. The charcoal wheels complement the gunmetal gray stripes on the body.

The Camaro convertible has a simple yet purposeful interior that features design elements inspired by the muscle car era, including the first-generation Camaro. A new, light-and-dark colour scheme enhances the airy feel of the convertible, particularly when the top is lowered. The seats feature imitation-leather seat surfaces surrounded by platinum-tone leather and black, sculpted backs. The use of light colour only on the seat surface is reminiscent of vintage hound's-tooth interiors, while a matching, tri-coat platinum paint is used to accentuate the door panels and instrument panel, giving a modern, bold feel to the interior.

"The light-on-dark interior colouring makes a strong statement that conveys the spirit of freedom and fun that is embodied by the Camaro convertible," said interior designer Micah Jones.

Like the Camaro coupe concept, the convertible concept features an instrument panel inspired by first-generation Camaros (1967 - 1969), including an intricate "round-gauges-in-square-holes" design. The gauges have a deep, three-dimensional appearance, with white faces and red pointers. "The instrument panel – including the four auxiliary gauges mounted in front of the shifter – pays homage to first-generation Camaros, while achieving a modern appearance through its refined integration of components," said Jones.

Attention to detail is evident throughout the interior, including the smoke satin aluminium finish on trim plates, vents, seat handles and safety belt buckles. The shifter and pedals are made of billet aluminium. The steering wheel has a detailed, deep-dish three-spoke design

and the front seats are hinged at the centre – rather than the sides – for an integrated appearance. A separate ignition button is used to start the engine and the speedometer and tachometer needles complete full-sweep indexing when the engine rumbles to life.

A “spine” motif runs through the centre of the vehicle and on the seatbacks and the prominent centre console reinforces the symmetry of the Camaro convertible, as well as its precision.

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