



### REVITALIZED 2004 CHEVROLET CAR LINEUP GOES AFTER HEART OF MARKET

Already one of America's most powerful and successful automotive brands, Chevrolet powers into the 2004 model year with all-new, heart-of-the-market cars like the Malibu and Malibu Maxx, the entry-level Aveo, and supercharged versions of the Impala and Monte Carlo that live up to Chevy's Super Sport heritage.

Add the perennially high-volume Cavalier and almost everyone's aspirational car, the Corvette, and the building blocks are there for Chevrolet to strengthen and expand its position in U.S. car sales.



"The theme that runs through the Chevrolet passenger-car line is that Chevys deliver more features, more performance, more quality and durability, and more value than other cars in their class," said Brent Dewar, Chevrolet marketing general manager.

Chevrolet is the home of great looks that don't go out of style, rock-solid vehicles with a sense of fun, and powertrain and chassis performance that make Chevys a blast to drive. Following are highlights of Chevrolet's 2004 passenger car lineup:

**Malibu.** An all-new Malibu debuts in 2004. Built on General Motors' new, rock-solid Epsilon architecture (also used for the Saab 9-3 and Opel Vectra), the 2004 Malibu offers impressive ride, handling and performance. Smoother and quieter than the vehicle it replaces, the new Malibu has more passenger room even though it runs on a shorter wheelbase. Standard six-way adjustable driver seat, power-adjustable pedals and tilt/telescoping steering wheel mean any driver can find the perfect fit.

**Malibu Maxx.** The Malibu's all-new stable mate is a five-door extended sedan that has a longer wheelbase, yet shorter overall length, and even greater passenger volume and cargo space. With all of the features of the all-new Malibu, the Malibu Maxx also has a rear seat that slides fore and aft, a fixed rear skylight and a versatile rear cargo tray that can double as a picnic table.



**Aveo.** Chevrolet is taking the no-compromise approach to the entry-level car market with the stylish and well-equipped 2004 Aveo. Created in Giorgetto Giugiaro's renowned Italdesign studios in Turin, Italy, this all-new small car has a roomy interior, peppy performance and is available as a sedan or sporty five-door in base or LS trim. Aveo arrives in showrooms in early 2004.

**Impala.** The Impala SS – the car that launched Chevy's celebrated Super Sport series in 1961 – is back in a big way with a 240-horsepower supercharged V-6 and 280 lb. ft. of torque. Also new in the Impala line in '04 are body-color side moldings on LS and SS; redesigned sport cloth seats and leather buckets; a sport appearance package available on the base sedan; an improved HVAC module and control head, and two exterior colors – Sandstone Metallic and Medium Gray Metallic.

**Monte Carlo.** A 240-hp Monte Carlo Supercharged SS makes its debut. With enhancements to ride and handling along with the supercharged 3800 V-6 engine, the Monte Carlo Supercharged SS takes spirited performance to a higher level. Also new: a 16-inch, five-spoke sport aluminum wheel is available on the LS; sport appearance packages available for the LS, SS, and Winner's Circle Package; a new look for the HVAC module and control head, and two new exterior colors – Sandstone Metallic, Medium Gray Metallic.

**Corvette.** Still celebrating its 50th anniversary year, the Corvette pays homage to the success of the C5-R racing program with Commemorative Editions of the coupe, convertible and Z06. New exterior colors are Arctic White, Machine Silver, Magnetic Red and Le Mans Blue (available on commemoratives only). Also, Z06 shock valving was revised after extensive testing on Germany's fabled Nurburgring racing circuit.



**Cavalier.** Freshened only last year, the Cavalier continues as a top seller. In 2004, a rear gold bowtie appliqué replaces silver crossbar appliqué, and Rally Yellow and Sunburst Orange Metallic debut as exterior colors. New optional choices include a CD/MP3 radio, smoker's package, engine block heater, and Sport Appearance Package available on base model.

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