

2023 CHEVROLET SILVERADO 1500

Silverado Adds ZR2 Bison

Special Edition is Designed to Bolster the Truck's Off-Road Capability

PRESS RELEASE

Building off the success of the recent Silverado ZR2 launch, Chevrolet introduced the first-ever special edition Silverado ZR2 Bison in collaboration with American Expedition Vehicles (AEV), a premium off-road aftermarket manufacturer. This truck was uniquely tuned to unlock new heights in off-road capability for customers seeking over-landing adventures.

“Our most recent collaboration with AEV resulted in the much-acclaimed Colorado ZR2 Bison. We’re thrilled to team up again to bring customers Chevrolet’s next chapter of off-road dominance, this time on Silverado,” said Scott Bell, Chevrolet vice president. “The 2023 Silverado ZR2 Bison unlocks the pinnacle of the nameplate’s off-road capability.”

AEV has a strong track record for providing accessories that excel in overland expedition environments. The 2019 Colorado ZR2 Bison quickly became the most popular special edition package offered with the Colorado ZR2. Similar to the Colorado ZR2 Bison development, AEV and GM engineers and designers collaborated on the tooling and design to bring forth the Silverado ZR2 Bison with unique overlanding componentry.

“The Chevrolet Silverado ZR2 Bison is the ultimate half-



MANUFACTURER PHOTO

ton truck for backcountry adventures,” said AEV CEO and Founder Dave Harriton. “The Silverado ZR2 Bison checks all the boxes — robust stamped steel bumpers, complete underbody protection, a factory-tuned off-road suspension, and locking differentials front and rear. We are confident off-road enthusiasts are going to love this truck.”

When compared to the 2022 Silverado ZR2, the Bison special edition is expected to

feature improved stats for overlanding adventure. The front approach angle increases to an estimated 32.5 degrees (compared to 31.8 degrees). The departure angle improves to an estimated 23.4 degrees (compared to 23.3 degrees). The trucks are expected to share the same ground clearance at 11.2 inches.

This truck reaches new levels of off-road confidence also in part due to the high-quality

steel integrated in the AEV bumpers and underbody protection. The AEV-stamped steel front and rear bumpers are constructed of 3-millimeter-thick steel and are powder and e-coated. The press-hardened steel used for the underbody skid plates is three-and-a-half times stronger than an equivalent cold-stamped high-strength steel plate and provides incredible resistance to underbody damage.

DURAMAX

Also new for the 2023 model year, the refined second-generation 3.0L inline-six turbo-diesel Duramax is expected to deliver additional power and torque.

This engine is primed to deliver a sizable increase in power and torque for diesel customers. The max power is 305 hp, a 10% increase (277 hp in 22MY), and max torque 495 lb-ft, a 7.6% increase (460

BY THE NUMBERS

Base Price: \$35,600
Wheelbase: 139.5 in.
Length: 229.7 in.
Width: 81.1 in.
Height: 75.6 in.
Engine: 2.7-liter turbo (310 hp, 430 ft-lbs)
Transmission: Eight-speed automatic
EPA Mileage: 19 city, 22 highway

lb-ft in MY22), thanks to several key component upgrades for optimum performance.

“These improvements to the popular 3.0L Diesel Duramax build on the already advanced design of the first-generation engine,” said John Barta, assistant chief engineer of diesels engines. “We often hear customers express their satisfaction with the outstanding fuel economy and smooth quiet power of the current diesel engine, so we can’t wait for them to experience this advanced engine made possible by the continued design evolution and advances in engine technologies.”

This refined diesel engine will be available on Custom Trail Boss, LT, RST, LT Trail Boss, LTZ and High Country, and will continue to be exclusively paired with a 10-speed automatic transmission for retail customers.