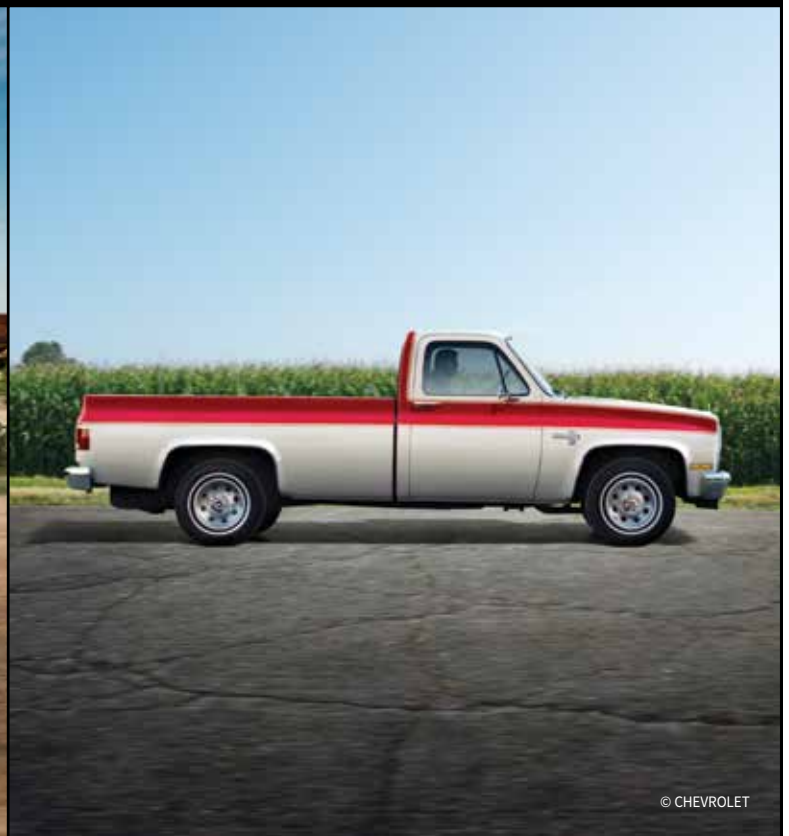




100 YEARS of
Chevrolet Trucks



Celebrating 100 Years

Model year 2018 marks the 100th year of Chevrolet pickup trucks. Selling more than 85 million trucks since its inception, this brand from General Motors has proven to be incredibly successful.

There are big plans in line to celebrate this milestone as a thank you to the owners who have kept them on the road for the last century.

Chevy trucks began as specialized vehicles modified to meet the needs of its factory workers. They were used to deliver heavy parts to different locations in the company's warehouse, rather than breaking the backs of their employees.

It wasn't until 1918 that Chevrolet made these vehicles accessible to the public. The reveal was met with exceptional praise.

100-DAY CELEBRATION

Chevrolet is celebrating its 100th year as a popular truck manufacturer with a 100-day party. Proud Chevy owners have access to throwback merchandise featuring classic bow ties and other nods to the company's rich heritage.

They're not only offering T-shirts, hats and stickers. In fact, one offering has true



enthusiasts beyond excited.

A special Centennial Edition bass boat and matching-enclosed trailer also are being offered. Both are meant to pair with the Centennial Blue paint featured on Chevrolet's special

edition Colorado and Silverado.

SPECIAL EDITION TRUCKS

Chevrolet has chosen these two of its popular truck models to receive a makeover to cele-

brate the 100-year milestone.

Rolling into showrooms this fall are the enhanced Colorado and Silverado 1500. These new trucks feature the heritage bow tie that early Chevy trucks showcased, as well as

Centennial edition badges on their doors.

They speak to Chevrolet's commitment to creating workhorses that have been a large part of America's backbone for the last 100 years.

Chevrolet's First Trucks

Today, Chevrolet is known as the most successful brand under the General Motors Company.

The impressive line of trucks appeals to people in nearly every market, featuring light- and heavy-duty and mid-size options.

Through thoughtful research and innovative technology, Chevy trucks are now some of the safest, most durable and rugged trucks on the highway. The journey to where they are today started in 1918, when they released the first Chevrolet truck to the public.

CHEVROLET 490

The first truck model offered by Chevrolet was a version of a special vehicle used to transfer parts around the company's factory. A car chassis with a hand-made bed made it more efficient to haul heavy steel to various sections of the assembly line.

Chevy realized this technology could benefit farmers, delivery services and others in industries that required hauling.

The half-ton was equipped with rear springs that could handle more of a load than cars with the same frame. They appealed to small businesses that began operation in America soon after the end of World War I.

The new 490 by Chevy



Inspired by factory workers who modified vehicles to haul heavy supplies around the plants, Chevy created the first purpose-built truck, the One-Ton. Many truck milestones followed, including an economical mass-produced inline six-cylinder engine in 1929 and the "Silent Synchronesh" transmission in 1932. Other innovations in this era included strong frames, long wheelbases, recirculating-ball steering and a 6-cylinder engine with 85 horsepower.

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assisted in the economic boom that relied on these innovative trucks. They sold for only \$595 at the time of their release.

1918 CHEVROLET MODEL T

The company also offered a beefier truck to aide consumers who needed a heavy-duty truck for their profession. The Model T (T for truck) is a one-

ton truck that was based off Chevrolet's popular FA-series car.

This pickup was actually built on a frame meant for a truck. It was longer and stronger than the half-ton offering. The Chevrolet Model T had a 37 HP engine that provided sufficient power and load capacity. It also came with a governor to limit its speed to 25 miles per hour. It was

offered at \$1,125 in 1918.

THE 1930s

This decade brought massive improvements and inventory in the Chevrolet line.

In 1930, the company bought its own body company and began replacing the former cowl chassis with steel bodies for half-ton trucks with factory-installed beds. These updated versions were offered

in a roadster body or as a panel truck.

According to the American Automobile Association, in 1937, Chevy loaded a half-ton pickup with 1,060 pounds of cargo and traveled 10,245 miles. The truck averaged nearly 21 miles per gallon. This helped Chevrolet grab the spotlight from other manufacturers as trucks were becoming more popular.

Centennial Edition Trucks

Chevy is set to release two special edition trucks to celebrate its industry achievements over the last century. The popular Silverado 1500 and the Colorado have been chosen to display the brand's original bow tie and Centennial Blue paint.

Both models are offered exclusively with the off-road Z-71 package and will boast heritage bow tie emblems on their grilles, front doors, tailgates, spray-in bed liners and floor mats.

The emblem is inspired by the same badge used on the company's original one-ton truck in 1918.

One-hundred-year badges also note the company's monumental achievement. These can be found on the front doors and chrome tow hooks.

Chevrolet went all out creating the perfect trucks to celebrate its Centennial year. Below are more details on each option.

SILVERADO 1500

Chevrolet is offering the Centennial Edition Silverado 1500 with its popular LTZ trim level. It comes stacked with:

- Adaptive suspension with load-leveling function;
- Heated steering wheel and heated and ventilated 12-way power front seats;
- Voice activated GPS system;
- 22-inch premium painted wheels with chrome inserts and 22-inch all-terrain tires; and
- All-weather floor mats with heritage bow tie logo inserts.

It is truly a truck worthy of representing Chevrolet's



Centennial celebration.

CENTENNIAL COLORADO

This fall, Chevrolet also will offer a Centennial Edition of the Silverado's younger brother — the Colorado. Its history began in 2004, when the public started demanding a mid-size pickup.

General Motors' Colorado/Canyon combo to replace the S-10 was well received.

In 2005, it sold 163,204 units, outselling the similar Ford Ranger by nearly 35 percent. The mid-size truck ensures that General Motors is the only manufacturer with a three-truck-portfolio, giving

customers many options.

The Colorado has seen many updates during its availability. Most recently, in 2016, the truck was offered with its own Duramax diesel engine. The 2.8L diesel boasts 181 HP and 369 lb.-ft. of torque.

It's an impressive truck for haul and towing, everyday use

and even off-road adventures.

The Centennial Edition will feature the throwback emblems and badges as well as:

- Centennial Blue exterior;
- 18-inch wheels with monochromatic bow ties; and
- Chrome tow hooks, door handles and mirror caps.

Chevy Truck Legends

To celebrate its Centennial year, Chevy is introducing its Truck Legends program nationwide.

It invites Chevy enthusiasts who have helped make the company's trucks one of the most iconic in America.

The program was originally launched in September 2016, and has already gained more than 5,400 members. According to General Motors, the program recognizes customers who own a Chevy truck with more than 100,000 miles on the odometer or who have purchased or leased more than one new Chevy truck in their lifetime.

Soon to be nationwide, the Truck Legends program will offer members exclusive experiences from Chevrolet's partners. It also earns a visit to the exclusive Chevy Trucks Centennial Celebration.

HOW TO QUALIFY FOR MEMBERSHIP

Signing up for membership is as easy as heading to ChevyTruckLegends.com and creating a profile, where you can enter the VIN of your vehicle to prove ownership or show the requirements of your odometer.

These trucks all qualify for gaining access to this members-only community:

- Silverado and Silverado HD (and past C/K trucks);

- Colorado (and past S-10 trucks);
- Tahoe;
- Suburban; and
- Avalanche.

Once you become an active member, the website serves as a hub where users can showcase their Chevrolet trucks and receive truck news and updates directly from Chevy.

WHAT TO EXPECT AT THE CENTENNIAL CELEBRATION

Chevy Truck Legends will get an exclusive experience at the Centennial celebration, including rubbing shoulders with other Chevrolet enthusiasts, a first-hand look at the latest Chevy products and the chance to meet Dale Earnhardt, Jr.

General Motors says Truck Legends members will receive exclusive memorabilia, including Chevy Truck Legends-branded hats, decals and if applicable, decals celebrating milestones in mileage and number of trucks owned.

Participating dealers also will offer exclusive benefits to members.

MEMBER GALLERY

Becoming a member allows enthusiasts to discuss everything about Chevrolet trucks in one place. The Truck Legends Member Gallery is loaded with images and discussions about real people's favorite vehicles.

Sign up today to brag about your Chevy experience and enjoy all exclusive benefits.



Dale alongside his 1955 3100 Series. Dale has owned five Chevy trucks.

Before the Silverado, Chevrolet used a C/K designation to separate its line of light-duty and full-sized line of pickup trucks.

Beginning in 1960, C would be attached to rear-wheel-drive trucks, and K would identify a truck with four-wheel drive.

This system worked for decades. It was not until 1999 that Chevrolet ultimately branded its trucks with the “Silverado” name. The change came with more than a new designation; a complete body overhaul and a different engine option also were added into the mix.

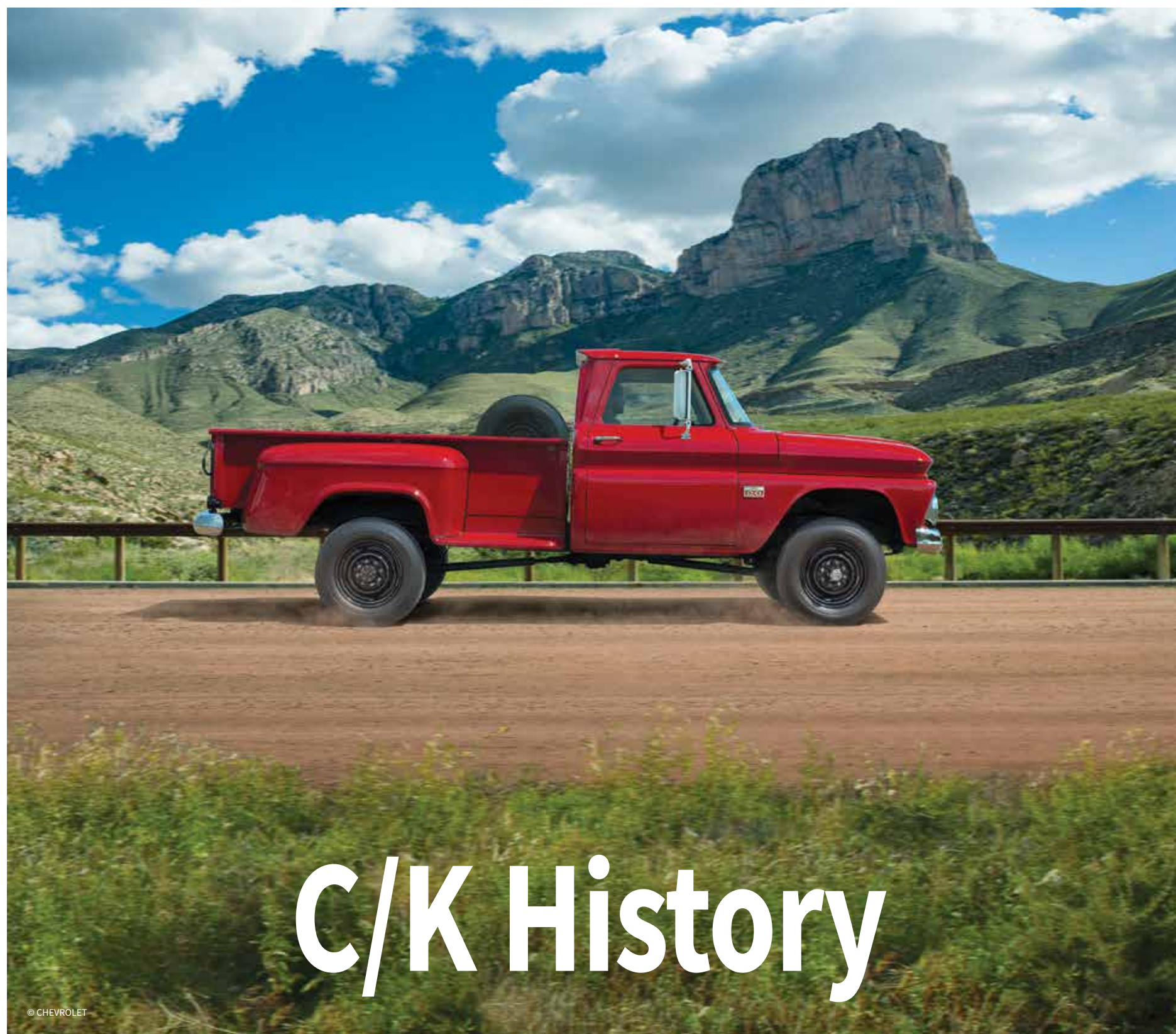
Even though the change was greeted with praise from the public, enthusiasts still hold a special place in their hearts for the C/K series.

Thanks to restoration shops, these trucks are remaining prevalent, even starring in truck shows and receiving modifications to make their engines more robust.

THE FIRST GENERATION (1960-1966)

In 1960, Chevy trucks received an upgrade to nearly every aspect earlier models featured. One of the most well-received changes was the independent-front suspension and new ladder frame. It created a car-like ride in these trucks. The truck’s body also was redesigned in a neater, boxier form.

In addition to the C/K name change, Chevrolet also gave distinct names to its different



sized trucks. C/K 10-40 were known as Apaches, 50-60 were called Vikings, and larger models 70-80 were badged as Spartans.

SECOND GENERATION (1967-1972)

Chevrolet’s pickups made great strides during this generation. As trucks were becoming

more popular as everyday drivers, Chevy knew they had to design their trucks to appeal to average customers as well as to their commercial audience.

The company began adding comfort and convenience features into their light-duty trucks, including an option for coil-spring rear suspension. This greatly improved the ride

over leaf springs. However, the traditional suspension was still available as an option and came standard on one-ton trucks.

LEADING UP TO THE SILVERADO

Chevrolet continued to advance its truck series during the next few decades. The

company began developing vehicle components on new technology that allowed simulated testing before prototype trucks needed to be built.

The third generation of trucks had an appearance unlike any other truck on the road. In 1999, the moniker Silverado officially took place of the C/K line.

Chevrolet's Dedication to Safety

According to the National Highway Traffic Safety Administration, 37,461 people were killed in traffic incidents in America during 2016. New technology is making it possible for vehicle manufacturers to help prevent or lessen the damage their drivers experience during an impact.

Chevrolet is proud of its comprehensive and innovative approach to safety aimed at helping you make your drive safer before, during and after a collision. When building and designing their trucks, they stick by a “prevent, protect, respond” philosophy.

PREVENT

Avoiding a collision is sometimes impossible due to other drivers being irresponsible. However, there is new technology featured in Chevrolet vehicles that do their best to give drivers more advantages in on-the-road safety.

- **Lane-Keep Assist:** This camera-based system will warn you if your vehicle is drifting into another lane. If you fail to correct the drift, the system will gently nudge the steering wheel to prevent lane departure.

- **Rear-Cross Traffic Alert:** Innovative sensors will detect another vehicle approaching from either direction while you are backing out of a driveway or parking space. A backup camera will give you a visual alert to prevent a collision.

- **Forward-Safety Awareness:** An alert system will let you know when it detects a vehicle that suddenly slows down in front of you, or if you're following at an unsafe distance. Advanced automatic braking will apply the vehicle's



brakes if it senses a collision is imminent. This can greatly reduce the severity of a crash or avoid damage completely.

PROTECT

These safety features do their part in preventing accidents, but it's also important to Chevrolet to offer premium

protection in case of a collision.

Vehicle structures are built on high-strength steel without losing weight, performance and efficiency. They are built to absorb crash forces and direct it from its occupants.

Some vehicles even offer up to 10 working airbags. The

360-degree air bag system offered in most Chevrolet SUVs features smart sensors to guarantee deployment and adjust inflation in accordance to the seriousness of impact.

RESPOND

OnStar is there for Chevrolet drivers who find

themselves in need of assistance. On-board sensors alert an advisor that an impact has occurred and will immediately assess your situation.

If you are unable to respond, the company will send emergency services to your exact location using GPS.

A Medium-Duty Silverado

General Motors took a step back from medium-duty trucks in 2009, when it stopped production of the popular Kodiak / Topkick series. The trucks were built in Flint, Mich.

Now, the economy is on the rise and GM is ready to toss its hat back in the ring — this time under the Silverado name. Expected in late 2018, the Silverado 4500 and 5500 will be a force to be reckoned with.

THE DURAMAX TREATMENT

During this year's State Fair of Texas, General Motors officially announced the new medium-duty Silverado trucks will be powered by a Duramax diesel engine and Allison transmission. GM has paired this legendary competition in its HD trucks for years.

While it's not been revealed which version of the popular diesel engine will be used, experts are speculating that it might be the new 6.6L Duramax Turbo-Diesel L5P. If this proves to be the case, the new trucks will offer 445 horsepower and 910 lb.-ft. of torque.

The Duramax engine was originally developed through a partnership between General Motors and Isuzu. It was the first high-pressure common-rail, direct-injection powerhouse in the United States market.

NOT GM'S FIRST RODEO

General Motors is no stranger to creating medium-duty trucks.

From 1980 through 2009, the



Kodiak/Topkick trucks were used by industrial customers for their extraordinary hauling and towing capabilities.

These trucks were sold as stripped-chassis commercial trucks that could be fitted as dump trucks, tow trucks and ambulances. Production ended in 2009, but the trucks are still prevalent, as many American companies rely on

these trucks for their operations.

GM never totally lost focus on medium duty when it halted Kodiak/Topkick production. In 2015, GM announced a deal with Isuzu, facilitating a re-engineering of its N-series models for sale in Chevrolet dealers. These low-cab forward models are unique as no domestic competitor offers

this style.

They are designed to position the driver in front of the engine to make better use of cargo area. Low-cab forward trucks are popular in garbage collection and food deliver companies.

THE WAIT IS ALMOST OVER

While there is no specific

date as to when the new Silverado 4500 and 5500 trucks will be released, General Motors did say it would be in the 2018 calendar year.

GM is aiming to make a splash in a market it was forced to step away from — so stay tuned for exciting announcements and events in your neck of the woods.