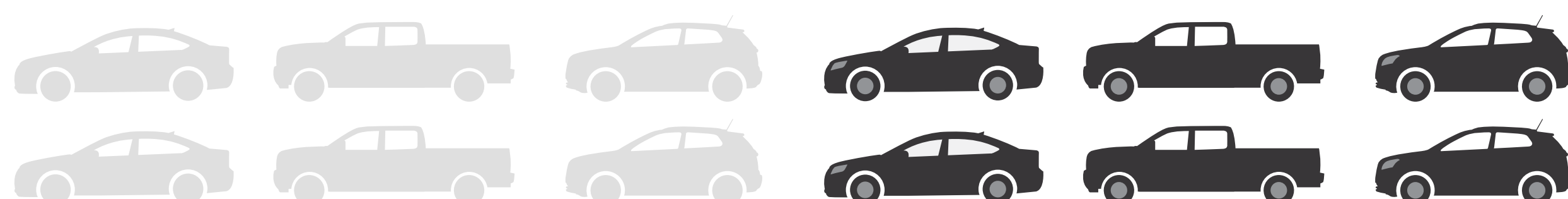


CHEVROLET SPECIAL EDITIONS

THE RIGHT VEHICLE, WITH THE RIGHT LOOK AND THE RIGHT PRICE -
HERE ARE SOME FACTS ON CHEVROLET SPECIAL EDITIONS

MIDNIGHT & SPORT

MIDNIGHT/SPORT ARE NOW AVAILABLE ON
MORE THAN 1/2 OF THE CHEVY PORTFOLIO



- Approximately 1 in every 5 Trax vehicles sold are Midnight and Sport, where offered.

BASED ON THIS SUCCESS, CHEVROLET
IS OFFERING MIDNIGHT AND SPORT ON
THE 2021 TRAVERSE

2021 TRAVERSE MIDNIGHT EDITION

The new Midnight Edition offers an all-black approach to the Traverse's LS and LT trims. Starting with a Mosaic Black Metallic exterior color, the Midnight Edition includes a black ice grille, black-painted aluminum wheels, black bowtie and badging and black roof rails.



2021 TRAVERSE SPORT EDITION

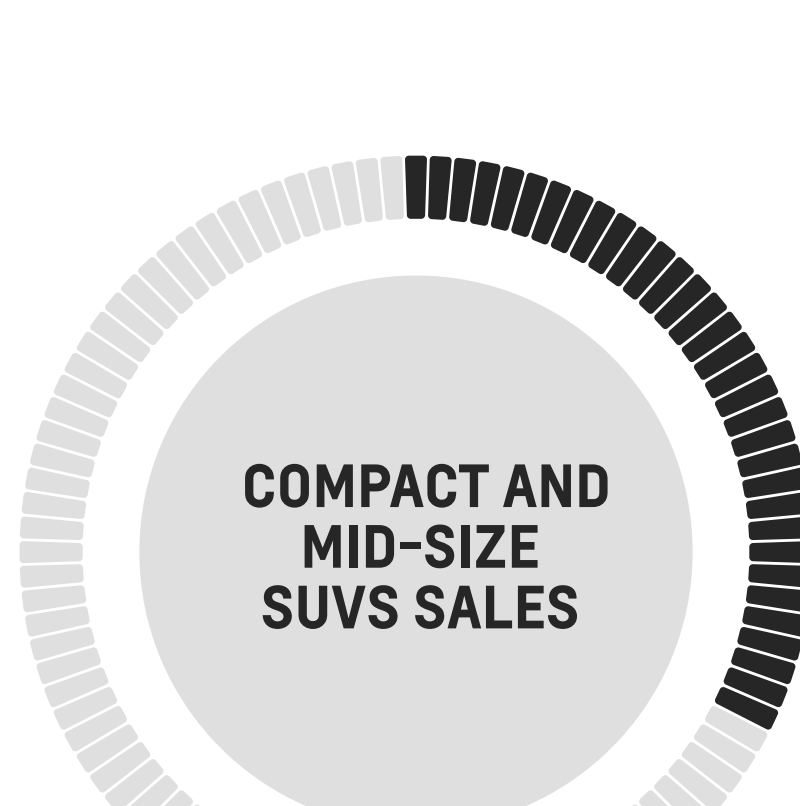
Available on LS and LT in a variety of exterior colors, Sport Edition include black-painted aluminum wheels, plus a black ice grille, fog lamp bezels and tailgate applique. Highlights also include black roof rails, black Traverse badging and black bowtie emblems.



RS TRIM

THE RS TRIM PACKAGE ACCOUNTS FOR
AS MUCH AS ONE-THIRD OF CHEVROLET'S
2021 SMALL AND MID-SIZE SUVs SALES

- Chevrolet has sold more than 140,000 RS trims since 2018.
- RS trim has the highest penetration rates of any special edition in the small- to mid-size SUVs.
- A quarter of all Trailblazers are RS – more than double the forecasted amount.

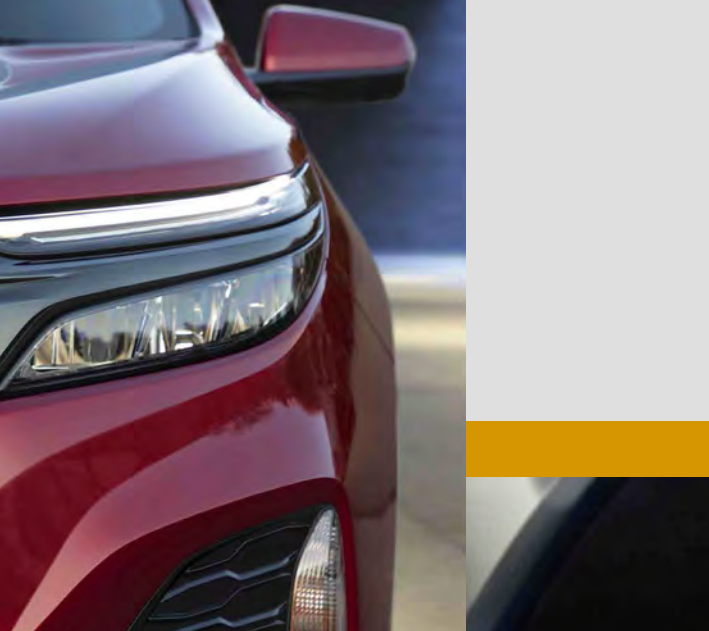
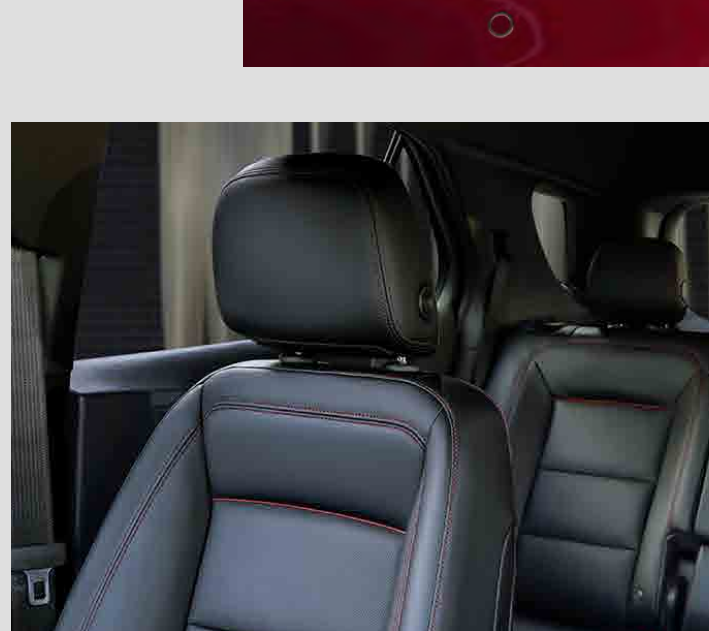


- 1/3 of all Blazers are RS.

2022 EQUINOX RS TRIM

CHEVROLET IS OFFERING THE
POPULAR RS TRIM ON THE 2022
CHEVROLET EQUINOX

Gloss black mesh grille
19" Dark Android Wheels
Black Bowtie Emblems
Black Badging and Nameplates
Black Roof Rails



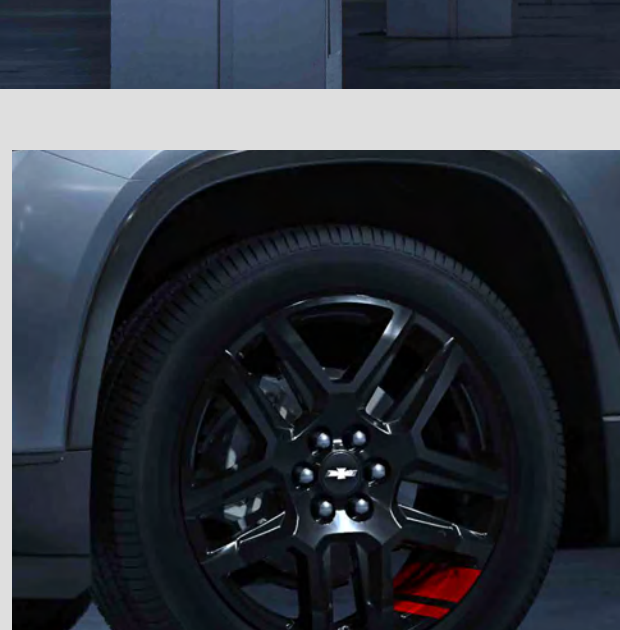
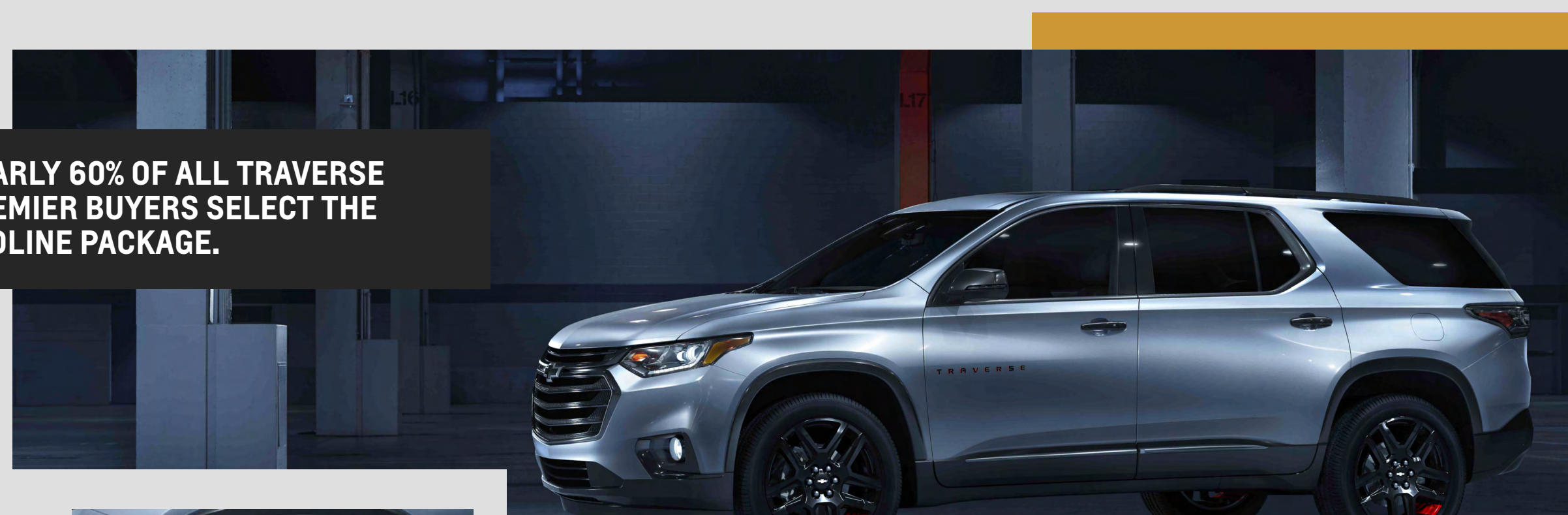
RS shift knob
Eye-catching red stitching
Black interior upholstery

REDLINE

CHEVROLET'S SUVs MADE UP NEARLY
85% OF ALL REDLINES SOLD IN 2020

2021 TRAVERSE REDLINE EDITION

NEARLY 60% OF ALL TRAVERSE
PREMIER BUYERS SELECT THE
REDLINE PACKAGE.



- And Traverse Redline owners are loyal – they're also more likely to own a Tahoe, Suburban or Silverado HD as well.

ACTIV

1 IN 10 TRAILBLAZER OWNERS
CHOSE AN ACTIV TRIM

