



Preproduction model shown.
Actual production model may vary.

2014 Chevrolet

IMPALA

Accessories Launch Kit



ACCESSORIES

VERSION 1.0

Message from your CHEVROLET TEAM

Dear Chevrolet Dealer Principal,

The redesigned 2014 Chevrolet Impala builds on the strong heritage of the Impala nameplate by offering expressive style, a more-refined interior, easy-to-use technology, and what is expected to be an exhilarating driving experience. Chevrolet offers a variety of quality accessories that not only complement, but enhance this vehicle's many upscale features.

This Impala Accessories Launch Kit can give your salespeople the right information to sell Chevrolet Impala accessories. We urge you to make its contents a personal selling tool on your sales floor.

For further questions, please contact your Chevrolet Zone Team or ADI.

Good selling!



DON JOHNSON
*U.S. Vice President,
Chevrolet Sales & Service*



CHRIS PERRY
*Vice President,
Chevrolet Marketing*



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Actual production model may vary.

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The Large **CAR MARKET**

Impala was one of the top-10 selling cars in America last year — and should remain so for the 2014 model year. It's poised to increase its leadership in the Large Car segment — a market that looks to grow modestly in the near future.

The 2014 Impala will attract a new customer to Chevrolet showrooms and be a formidable offering to other large sedans. That means Impala will be more distinctly positioned above the Malibu in terms of size, refinement, performance and price.

Key **COMPETITORS**

- Ford Taurus (mid-cycle enhancement for 13MY)
- Nissan Maxima (13MY redesign)
- Toyota Avalon (13MY redesign)
- Dodge Charger (11MY redesign)
- Hyundai Azera (12MY redesign)

Target **CUSTOMER**

The 2014 Impala will attract a slightly younger, more affluent customer who is willing to pay more for their vehicle — provided it offers the features, comfort and driving dynamics to match its value. These customers also are more focused on features that meet their personal needs rather than the needs of their family.

Here's what else you should know about these customers:

- Most will be in their 40s or 50s
- View their vehicle as a personal reward, not just a way to get around
- What they want in their vehicle:
 - A car that gets noticed
 - Roomy front-seat interior
 - Power and strength in reserve for safety
 - A rewarding driving experience
- Value is more important than a low price

KEY REASONS FOR PURCHASE

1. Exterior styling
2. Driving confidence and performance
3. Interior roominess and driver comfort
4. Value (QRD, cost of ownership, fuel economy)
5. Technology/features that complement their lifestyle needs

5-Minute TALKING POINTS

Use these talking points as key messages when communicating with customers regarding the 2014 Chevrolet Impala.



EXPRESSIVE EXTERIOR STYLING

- Sleek proportion
- Sculpted body sides
- New standard 18-inch wheels and available 20-inch wheels (an Impala first)
- Projector-beam headlamps (LS/LT) or HID headlamps and LED Daytime Running Lamps (LTZ)

MORE-REFINED INTERIOR

- All-new roomy interior with flowing design and integrated center stack
- Premium materials throughout, including high-quality fabric, suede and perforated leather appointments
- Available 8-inch color touch-screen display with concealed storage behind
- Available Chevrolet MyLink, which includes Bluetooth® audio streaming and available navigation among many other features
- A comprehensive package of sound-absorbing and sound-suppressing materials makes this Chevrolet's quietest full-size sedan ever
- Active Noise Cancellation standard on four-cylinder models



EXHILARATING DRIVING EXPERIENCE

- Three engines matched with six-speed automatic transmissions
 - 3.6L V6 engine (303 hp)
 - New ECOTEC® 2.5L four-cylinder engine (an SAE-certified 195 hp)
 - ECOTEC® 2.4L four-cylinder engine with eAssist (182 hp, 35 MPG highway)
- Electric variable-assist steering system that helps save fuel by drawing energy only when the steering wheel is turned
- Ride and handling that let drivers feel connected to the road

ADVANCED SAFETY FEATURES

Chevrolet firsts

- Full-speed-range Adaptive Cruise Control
- Collision Mitigation Braking

Impala firsts

- Forward Collision Alert
- Lane Departure Warning
- Side Blind Zone Alert
- Rear Cross Traffic Alert
- Rear vision camera
- 10 standard air bags

EXTERIOR

styling



Designers set out to create **A NEW CLASSIC** with the 2014 Impala. But that didn't mean relying on nostalgia. This is very much a contemporary car, with design elements, craftsmanship and attention to detail that complement its advanced technology and performance.

ENHANCE THE EXTERIOR APPEARANCE OF IMPALA WITH THESE ACCESSORIES:

- Chrome Mirror Caps
- Alternative Finish Grille
- Splash Guards
- Spoiler Kit
- Wheel Lock Kit
- 18-Inch Machined Face Painted Pocket Wheels
- 18-Inch Chrome Wheels



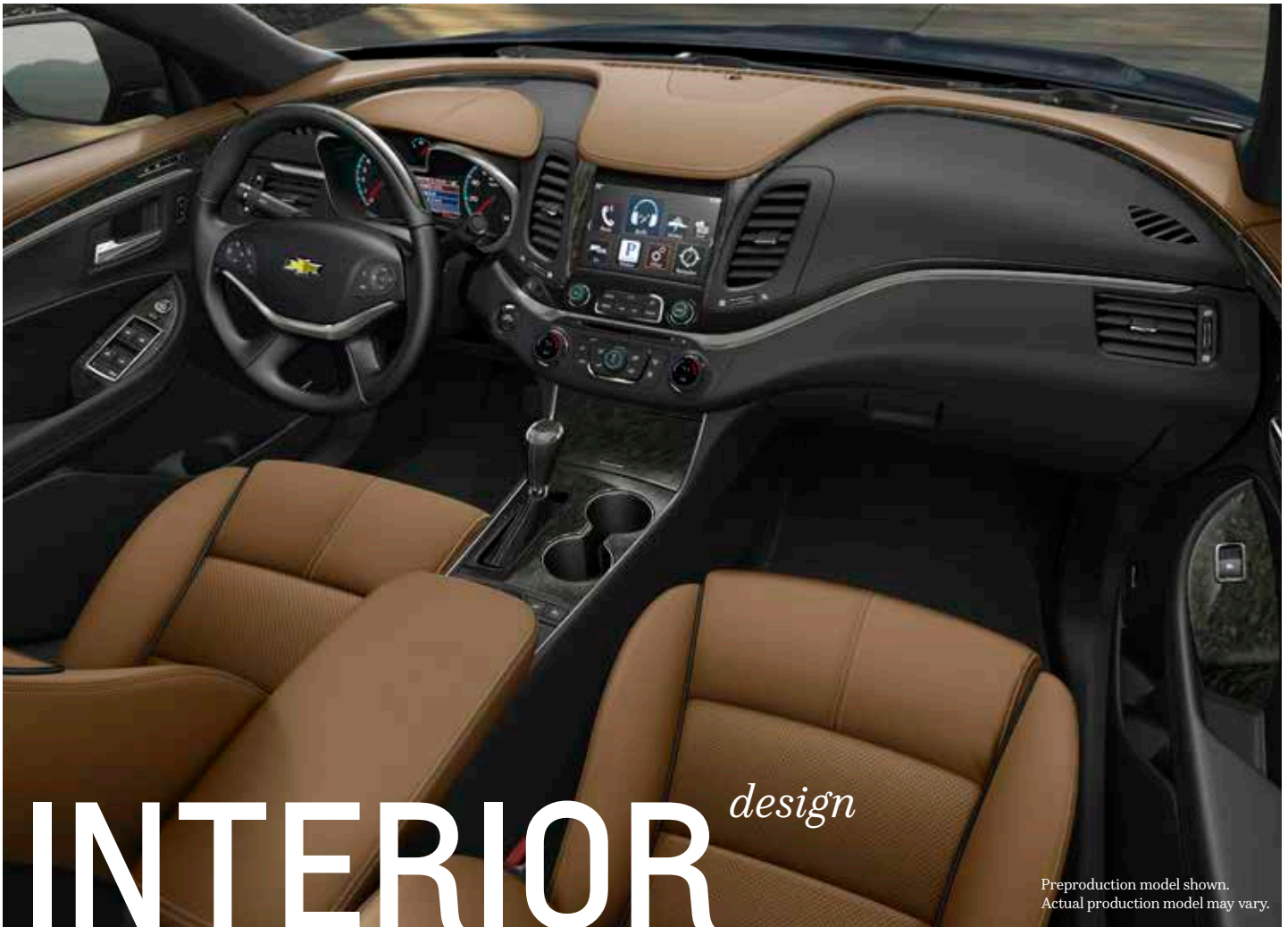
Pedal Covers



Premium All-Weather Floor Mats



Cargo Organizer

**ENRICH THE INTERIOR OF IMPALA WITH THESE ACCESSORIES:***Style & Versatility*

- Door Sill Plates
- Pedal Covers

Comfort & Convenience

- Premium All-Weather Floor Mats
- Cargo Net
- Cargo Organizer

Technology & Safety

- First Aid Kit
- Reflective Triangle
- Roadside Assistance Package

LIMITED PRODUCTION OPTION (LPO)

A Limited Production Option (LPO) is a preordered option that includes a single accessory or a collection of accessories that are a part of a special package.

FEATURES AND BENEFITS OF LPO PROGRAM

- Ordered same as RPOs during vehicle order process
- Fully residualized (listed on the Monroney Label)
- Covered by New Vehicle Limited Warranty*
- Included in floor plan
- Provided by ADI and installed by Dealer
- Labor paid through warranty system similar to Pre-Delivery Inspection (PDI)

For a complete list of current LPO Packages and details, please refer to the Online Order/Reference Guide, found on the Order Workbench on GM GlobalConnect.

The LPO Packages are available to order via the workbench configurator, using the unique option code associated with each package. For additional information on any LPO Package, please contact your ADI.

CURRENT AND FUTURE IMPALA LPOs

SINGLE-LINE LPOs	LPO CODE	TRIM LEVEL	MSRP	INSTALL TIME	SUGGESTED PENETRATION RATES
CURRENT					
Cargo Organizer – Bowtie Logo, Black	RVW	ALL	\$140	0.1	4%
Pedal Covers	VEB	ALL	\$170	0.5	5%
Cargo Net – Black	W2D	LS, LT	\$60	0.1	10%
Floor Mats – Front and Rear Premium All-Weather – Black	VAV	ALL	\$140	0.1	15%
Wheel Lock Kit – Chrome (includes 4 Wheel Locks and 1 Key)	SFE	ALL	\$115	0.3	4%
FUTURE (Estimated availability by Q2 '13)					
18-Inch Wheels – GA669 – Chrome (Not for use with eAssist)	SE4	ALL	TBD	TBD	2%
18-Inch Wheels – GA673 – Machined Face/Painted Pockets (Not for use with eAssist)	SE7	ALL	TBD	TBD	2%
Body-Color Grille	VAT	ALL	TBD	TBD	4%
Chrome Mirror Cap	VKU	LS, LT	TBD	TBD	6%
Body-Color Spoiler	SB2	ALL	TBD	TBD	5%

*Most Chevrolet Parts and Accessories sold and permanently installed on a Chevrolet vehicle by a Chevrolet Dealer or Chevrolet-approved Accessory Distributor/Installer (ADI) prior to delivery will be covered under the applicable portion (Bumper-to-Bumper, Powertrain, etc.) of the New Vehicle Limited Warranty. In the event Chevrolet Accessories are installed after vehicle delivery, or are replaced under the New Vehicle Limited Warranty, they will be covered, parts and labor, for the balance of the applicable portion of the New Vehicle Limited Warranty, but in no event less than 12 months/12,000 miles.

Accessories AT A GLANCE

The following chart provides both Current and Future Impala accessories by trim level.

ACCESSORIES BY TRIM	LS	LT	LTZ
CURRENT			
Cargo Organizer – Bowtie Logo, Black	A	A	A
Pedal Covers	A	A	A
Reflective Triangle	A	A	A
First Aid Kit – Black w/ White GM Logo	A	A	A
Roadside Assistance Package – GM Logo, Black (includes Bungee Cords, Flashlight, Fuse Kit, Gloves, Pliers, Tape, Rag, Poncho, Screwdriver w/Bits, Tire Gauge, and Rollup Storage Bag)	A	A	A
Wheel Lock Kit – Chrome (includes 4 Wheel Locks and 1 Key)	A	A	A
FUTURE (Estimated availability by Q2 '13)			
Cargo Net – Black	A	A	–
Floor Mats – Front and Rear Premium All-Weather – Black	A	A	A
Floor Mats – Front and Rear Carpet – Titanium	A	A	A
Floor Mats – Front and Rear Carpet – Black	A	A	A
Floor Mats – Front and Rear Carpet – Brownstone	A	A	A
Door Sill Plates – Stainless Steel	A	A	–
Body-Color Grille (Available in select body colors)	A	A	A
Chrome Mirror Cap	A	A	–
Front and Rear Molded Splash Guards	A	A	A
Spoiler (Available in all body colors)	A	A	A
18-Inch Wheels – GA669 – Chrome (Not for use with eAssist)	A	A	A
18-Inch Wheels – GA673 – Machined Face/Painted Pockets (Not for use with eAssist)	A	A	A

A = Available feature – = Not available

Exterior ADI TO DEALER ACCESSORIES

As with all Chevrolet vehicles, Impala is available with a host of accessories from your ADI. The following chart details both Current and Future accessories along with the applicability of the three trim levels of Impala.

EXTERIOR	PART NUMBER	TRIM LEVEL	MSRP	INSTALL TIME
FUTURE (Estimated availability by Q2 '13)				
Grille – Ashen Gray Metallic (GLJ)	22985025	ALL	TBD	TBD
Grille – Silver Topaz Metallic (GWS)	22985026	ALL	TBD	TBD
Grille – Blue Topaz Metallic (GTS)	22985027	ALL	TBD	TBD
Grille – Silver Ice Metallic (GAN)	22985028	ALL	TBD	TBD
Grille – Black (GBA)	22985029	ALL	TBD	TBD
Grille – Paint to Match*	22985030	ALL	TBD	TBD
Chrome Mirror Cap	22965102	LS, LT	TBD	TBD
Front Molded Splash Guards	22872956	ALL	TBD	TBD
Rear Molded Splash Guards	22872957	LTZ	TBD	TBD
Spoiler Kit – Flushmount, Black (GBA)	22963172	ALL	TBD	TBD
Spoiler Kit – Flushmount, Summit White (GAZ)	22963173	ALL	TBD	TBD
Spoiler Kit – Flushmount, Silver Ice Metallic (GAN)	22963174	ALL	TBD	TBD
Spoiler Kit – Flushmount, Crystal Red Tintcoat (GBE)	22963175	ALL	TBD	TBD
Spoiler Kit – Flushmount, White Diamond (GBN)	22963176	ALL	TBD	TBD
Spoiler Kit – Flushmount, Blue Topaz Metallic (GTS)	22963177	ALL	TBD	TBD
Spoiler Kit – Flushmount, Silver Topaz Metallic (GWS)	22963178	ALL	TBD	TBD
Spoiler Kit – Flushmount, Champagne Silver (GWT)	22963179	ALL	TBD	TBD
Spoiler Kit – Flushmount, Berlin Blue (GXH)	22963180	ALL	TBD	TBD
Spoiler Kit – Flushmount, Ashen Gray Metallic (GLJ)	22963181	ALL	TBD	TBD
Spoiler Kit – Flushmount, Tin Roof Rusted (G7P)	22963182	ALL	TBD	TBD
Spoiler Kit – Flushmount, Primed*	22963183	ALL	TBD	TBD

WHEELS

CURRENT				
Wheel Lock Kit – Chrome (includes 4 Wheel Locks and 1 Key)	19259109	ALL	\$90	0.3
FUTURE (Estimated availability by Q2 '13)				
18-Inch Wheels – GA669 – Chrome (Not for use with eAssist)	20945669	ALL	\$575	0.3
18-Inch Wheels – GA673 – Machined Face/Painted Pockets (Not for use with eAssist)	20945673	ALL	\$325	0.3

*Price does not include charge for painting.

Chevrolet Accessories sold over the counter, or those not requiring installation, will continue to receive the standard Chevrolet Dealer Parts Warranty of 12 months from the date of purchase, parts only.

For warranty information on accessories from our Chevrolet Affiliated Partners (IBP), see contact information:
 Thule: 1-800-238-2388; TomTom: 1-866-486-6866; Lacks: 1-616-554-7520; Lund: 1-888-588-6049; Original Wraps: 1-877-277-0655.

Interior **ADI TO DEALER ACCESSORIES**

The following chart details both Current and Future accessories along with the applicability of the three trim levels of Impala.

INTERIOR	PART NUMBER	TRIM LEVEL	MSRP	INSTALL TIME
CURRENT				
Cargo Organizer	19202575	ALL	\$130	0.1
Pedal Covers	19212762	ALL	\$165	0.5
Reflective Triangle	22745654	ALL	\$10.50	0.0
First Aid Kit – Black w/ White GM Logo	88960626	ALL	\$17.50	0.0
Roadside Assistance Package – GM Logo, Black (Includes Bungee Cords, Flashlight, Fuse Kit, Gloves, Pliers, Tape, Rag, Poncho, Screwdriver w/Bits, Tire Gauge, and Rollup Storage Bag)	88960625	ALL	\$55	0.0
FUTURE (Estimated availability by Q2 '13)				
Cargo Net – Black	22956876	LS, LT	TBD	TBD
Floor Mats – Front and Rear Premium All-Weather – Black	22759780	ALL	TBD	TBD
Floor Mats – Front and Rear Carpet – Titanium	22815452	ALL	TBD	TBD
Floor Mats – Front and Rear Carpet – Black	22815453	ALL	TBD	TBD
Floor Mats – Front and Rear Carpet – Brownstone	22859441	ALL	TBD	TBD
Door Sill Plates – Stainless Steel	22954819	LS, LT	TBD	TBD

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Ordering RECOMMENDATIONS

Three different Impala trim levels are available (LS, LT, LTZ). The following provides recommended accessories for each Impala trim level, and includes both ADI to Dealer accessories and LPO accessories.

LS



Cargo Organizer



Front Molded Splash Guards



Chrome Mirror Caps



Premium All-Weather - Black

LT



Cargo Organizer



Front Molded Splash Guards



Pedal Covers



Premium All-Weather - Black

LTZ



Cargo Organizer



Splash Guards



Pedal Covers



Premium All-Weather - Black

MERCHANDISING

Merchandising is key when selling accessories. The consumer needs to see, touch and feel all of the personalization options. Below are just a few ways to merchandise Chevrolet Accessories in your dealership.

CHEVROLET ACCESSORIES SLATWALL*

Laminated wood panel with 3" aluminum inserts to hold Chevrolet Accessories. Mounts to wall with four French cleats. Note: Not recommended for hanging vehicle wheels. The Mobile Accessories Slatwall is designed for wheels.

Overall size: 8.25' wide x 5' high

ACCESSORIES SLATWALL PRICE HOLDERS*

(optional)

Set of six price holders for slatwall. Dealer must provide printed pricing information.

CHEVROLET ACCESSORIES DISPLAYS MOBILE ACCESSORIES SLATWALL*

Steel frame structure with slatwalls on two sides and locking casters for stability. Includes three brackets to hold vehicle wheel rims.

Overall size: 3' wide x 6' high x 3' deep

ACCESSORIES HANGING HARDWARE KIT*

Kit includes:

- Four 4" chrome peg hooks
- Four 8" chrome peg hooks
- One 11.5" waterfall hook
- One steel license plate holder
- Two steel splash guard brackets
- One 18" wide x 6" high wire form brochure holder
- Two steel floor mat holders

Hanging hardware also sold individually.

ACCESSORIES WALL LETTERS*

(optional)

Two-inch-thick dimensional wall letters to identify the accessories area in your dealership. Designed for placement above the Chevrolet Accessories Slatwall.

Overall size: 54" wide x 5" high

MANNEQUIN VEHICLE

On your showroom floor, display an Impala with and without fully accessorized options. This is a great conversation starter for sales consultants.



*Available through DCI Marketing and endorsed by the Chevrolet Facility Image Program.



Accessory RESOURCES

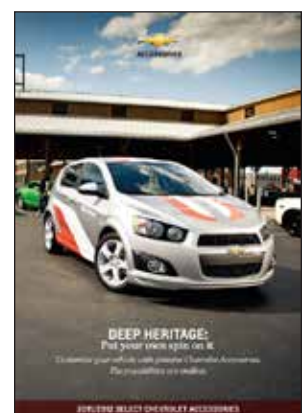
From marketing to training to creating a great accessories display wall, there are many Chevrolet Accessories resources available to you!

DIGITAL RESOURCES

- **Chevrolet.com**
Build Your Own Websites
- **Chevrolet Dealer Cobalt Websites**
 - **Accessory Model Portfolio**
(Consumer Search Inventory, showcases available accessories)
- **GM Accessories Digital Solution**
- **GMAZ** www.gmaccessorieszone.com
- **Accessory Information Center (AIC)**
 - Accessories Slat Wall Planner
 - Dynamic Publishing
 - Accessories Launch Kit
- **GM Asset Central**
Accessible through GM GlobalConnect
- **DWD Store**

PRINT RESOURCES

- **Accessory Reference Catalogs (ARCs)**
- **Chevrolet Select Accessories Brochure**



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