1993 CHEVY

1993 CHEVY

Chevrolet. The Most Dependable, Longest-Lasting Trucks:



Of all the Chevy trucks built in the last 10 years,
more than 98% are still on the road.
That's the highest percentage of any full-line truck company.

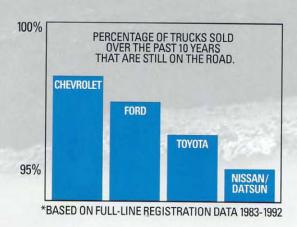
More than Ford. More than Toyota. More than Nissan.

Over the years, no other truck line,

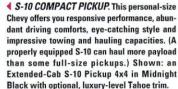
foreign or domestic, is that dependable.

Only Chevrolet.

Chevy trucks have proven their worth for over three quarters of a century. When you choose a Chevy, you are choosing the most dependable, longest-lasting truck on the road.









■ FULL-SIZE PICKUP. With Regular-Cabs, Extended-Cabs, Crew-Cabs, sport and performance packages, and straight-side or stepside styling, Chevy offers you one of the industry's best selections of full-size pickups. Shown: a K1500 Extended-Cab Sportside in Onyx Black with optional Z71 Off-Road Package and optional luxury-level Silverado trim.



◀ S-BLAZER. America's first compact sport utility in 1982, this true original continues to set high standards for looks, comfort, ruggedness, off-road capability and just plain fun. The '93 version comes as a 2-door or 4-door model, with 2WD or Insta-Trac 4x4, plus three trim level choices. Shown: a 4-Door S-Blazer 4x4 in Garnet Red with optional mid-level Tahoe trim and optional special aluminum wheels.



◀ BLAZER. Big and bold, this go-everywhere full-size sport utility is Chevy's premier escape vehicle — ideal for people who not only don't follow the crowd but often like to avoid it altogether. In 1992, the Chevy Blazer was named "Four Wheeler of The Year" by Four Wheeler magazine. Shown: Blazer in Burnt Red Metallic with optional luxury-level Silverado trim and optional cast-aluminum wheels.



SUBURBAN. The do-everything Suburban combines the passenger/cargo versatility, room and comfort of a large wagon with the rugged hauling and towing capabilities of a full-size truck. It's available as a 2WD or Insta-Trac 4x4. Shown: a 1/2-ton Suburban 4x4 with optional Deluxe Two-Tone in Onyx Black and Sand Beige Metallic, plus optional Silverado trim and optional cast-aluminum wheels.



4 ASTRO. This people-moving, towing, hauling mid-size van combines truck-like power with true passenger-van versatility. Astro is also as maneuverable as it is garageable, and second to nother mid-size van in passenger-carrying and trailer-towing capacity. Shown: an Extended-Body Astro in Sterling Silver Metallic with optional mid-level CL trim.

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ANOTHER GREAT YEAR TO GO WITH CHEVY.

Great, because you not only get the most dependable, longest-lasting light-duty trucks of any full-line truck company in the business, but trucks refined for '93 in many significant ways. Let this brochure help guide you into the Chevy pickup, S-Blazer, Blazer, van or Suburban that will best meet your wants and needs.

BUYER'S GUIDE. In the 1992 model year, the Consumers Digest Annual Buying Guide gave a "Best Buy" in class designation to Chevy Full-Size Pickup, S-Blazer, Blazer, Astro and Sportvan — and declared each vehicle to be a best overall value in the marketplace for the money.



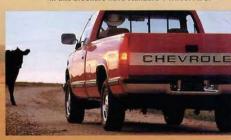
SCOTCHGARD™ FOR FABRICS. Standard Scotchgard™ Fabric Protector in all '93 Chevys (except S-10 Pickup and S-Blazer) makes seats and door trim easier to clean up after spills. ▼



AMERICA'S MOST RELIED-UPON 4X4.
Standard in all Chevy 4x4s, the Insta-Trac 4x4 system lets you make smooth shifts on-the-fly, at any speed, from 2WD to 4x4 High and back. You can also order optional electronic shifting, including a handy instrument-panel-mounted push button.



STANDARD ABS. '93 Chevy pickups have standard rear-wheel anti-lock brake systems, operational in the 2WD mode. All other '93 Chevy trucks in this brochure have standard 4-wheel ABS.



SMOOTHEST-SHIFTING CHEVYS EVER. An optional, electronically controlled, 4-speed automatic overdrive transmission (standard in some models) provides phenomenally smooth shifting. A first-gear lockout minimizes tire slippage on wet surfaces.



SOLAR-RAY TINTED GLASS. In all '93 Chevys except Astro, new-for-'93 Solar-Ray reflects or absorbs over 60% of the sun's ultraviolet and infrared rays, reducing glare and cooling interiors.



EXCELLENT ENGINE CHOICES. Chevy trucks all offer extra-power options. Gas engines have Electronic Fuel Injection, and Full-Size Pickups and Sportvans also have diesel power options.



A NO-DEDUCTIBLE WARRANTY. It covers every '93 Chevy: GM's 3-year/36,000-mile Bumper to Bumper Plus limited warranty. See your Chevy truck dealer for complete details.



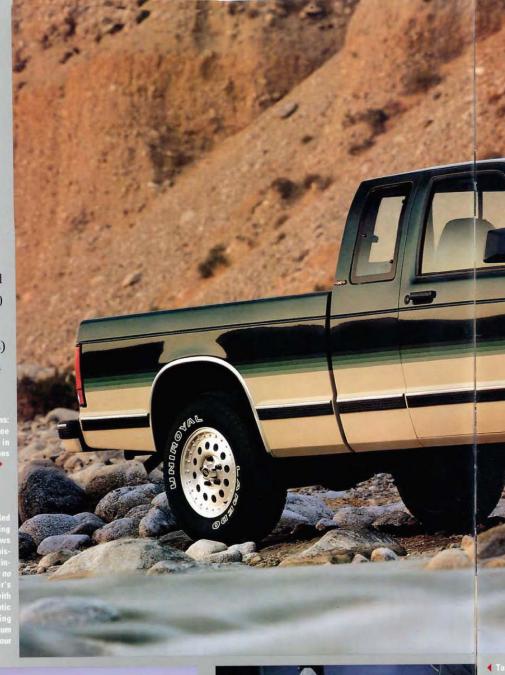


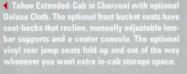
YOUR PERSONAL PICKUP IS READY.

The S-10 Compact Pickup has been in service to America for a little over a decade now. It first roared onto the scene in 1982, promptly captured the compact truck market, and has since made millions of friends. S-10 comes as either a 2WD or Insta-Trac 4x4 model, with long or short box, and as Regular- or Extended-Cab. S-10 also offers the biggest V6 in its class (standard in the 4x4 models) and has a fully independent, ridesmoothing front suspension.

Chevy 4x4 S-10 Extended-Cab with these options special aluminum wheels, luxury-level Tahod trim, and a new-for-93 Custom Two-Tone in Forest Green Metallic and Khaki. The paint tones are blended by a multi-shaded striped decal.

S-10 Regular-Cab Short-Box 2WD in Apple Red with optional Tahoe Value Package, including Relly Wheels. The Tahoe Value Package allows you to order a 2WD S-10 with manual transmission and PEG (Preferred Equipment Group) 6 (including Tahoe trim), and get e 2B Liter V6 at no extra cost, based on MSRP (Manufacturer's Suggested Retail Price), Or order a 4x4 S-10 with standard 4.3 Liter V6, optional 4-speed automatic overdrive transmission and PEG 6 (including Tahoe Trim), and get a set of 15" cost-aluminum wheels at no extra cost, based on MSRP, See your Chevy truck dealer for complete details.





2WD S-10 EL Regular-Cab Short-Box in Frost White. S-10 EL is priced even lower than a standard Regular-Cab Short-Box S-10, because it comes only as a Regular-Cab Short-Box 2WD of 4x4, and offers fewer options. Yet S-10 EL shares the standard S-10's well-appointed interior, tough-truck build and strong powertrain.









"THE BEST FULL-SIZE PICKUP"— J. D. POWER AND ASSOCIATES.

This quote is based on J.D. Power and Associates' 1992 Light Truck Initial Quality Study*, in which Chevy owners reported higher new vehicle quality than owners of any other full-size pickup. You'll also appreciate Chevy's unbeatable model selection. It's available as a 2WD (C) or 4x4 (K), in a ½-, ¾- or 1-ton version (1500, 2500 or 3500 Series), with short or long box, as Regular-, Extended- or Crew-Cab, and with Fleetside or Sportside (stepside) cargo-box styling.

*J.D. Power and Associates ® 1992 Light Truck Initial Quality Study. Study based on a total of 10,475 consumer responses indicating owner-reported problems during the first 90 days of ownership.

K1500 Regular-Cali Lung-Box with these squines cost-aluminum wheels, facury level filtered tim, and Deluxe Two-Tone in Coyx Black an Victory Red.

W/T1500 4x4 in Light Gnazar Blue Metall W/T1500 models are Chuyy's lowest priced 2V and 4x4 Regular-Cab Long-Bex full stim picks (Short-Box W/T1500s available in Feb. 3 W/T1500s have the same strong build, powerted high-tech chassis features, all sanson stebelted radial time and great-looking immiors the standard Cheyenne medics.







▼ The optional luxury-level Silverado trim gives you your choice of Custom Cloth seat trim (shown in Garnet Red) or Custom Vinyl, on a wide, comfortable, foam-cushioned bench seat. Other Silverado interior touches include color-keyed carpeting, a full cloth headliner, an electronically tuned AM/FM stereo and a digital clock. The front seat shown is an optional 40/50 split-bench seat, with seat-backs that fold forward for access to generous storage space. This 40/60 split-bench seat comes standard in Extended-Cab models.

C1500 Extended-Cab Short-Box with these options: luxury-level Silverado trim, cast-aluminum wheels, and Doluxe Two-Tone in Dark Garnet Red Metallic and Sand Beige Metallic. Extended-Cab has standard 6-passenger seating.



CHOOSE FROM SPORT TRUCKS TO 1-TON, 4-DOOR CREW-CARS.

The new-for-'93 Sportside Sport shown below not only has classic stepside cargo-box styling, but cast-aluminum wheels and colorkeyed bumpers and mirrors to make sure you stand out in traffic. The 454 SS shown to the far right is a street cruiser with the largest V8 of any new ½-ton pickup.

The Crew-Cab shown to the right can be ordered with a new-for-'93,

optional 6.5 Liter (400 cu. in.)
Turbo-Diesel V8. Your pickup
choices are many, as are the
reasons to buy. Among them:
Chevy Full-Size Pickup has the
best resale in the business, and
unsurpassed rust protection.

C1500 Sportside Sport in Victory Red.



FULL-SIZE_PICKUP

■ K3500 Crew-Cab with optional Deluxe Two-Tone in Quicksilver Metallic and Dark Garnet Red Metallic, optional dual rear wheels and optional luxury-level Silverado trim. The Crew-Cah is the only Chevy pickup with the convenience of four doors, standard seating for six in a very large passenger compartment, and a standard 5.7 Liter (350 cu. in.) gas V8. Dressed in Cheyenne or optional Silverado trim, this truck is right at home carrying a crowd and towing a big trailer.



▲ 454 SS in Onyx Black. Available only as a C1500 Short-Box, this high-performance truck has body blackout effects, a Performance Handling Package, special-production B.F. Goodrich T/A® P275/60R-15 blackwall tires, and a 7.4 Liter (454 cu. in.) gas V8 engine.



Custom Cloth interior. Shown here in Garnet Red, this interior, which features high-back bucket seats with integral head restraints, is standard in the 454 SS and optional in other Chevy Full-Size Pickups.



S-BLAZER

S-Blazer rides like a car, hauls like a wagon, tows like a truck, and looks very stylish. Especially if you buy one with optional, topof-the-line LT trim. S-Blazer LTs, whether 2-door or 4-door models, 2WD or Insta-Trac 4x4, have rich Custom Two-Tone paint, castaluminum wheels, a roof luggage carrier, deep-tinted glass, and allseason white-lettered tires. And, as the leather-trimmed interior shown below indicates, an LT is just as special inside as outside. S-Blazer trim choices include mid-level Tahoe trim and - in 2-door models only — standard trim. Standard in all S-Blazers: a 4.3 Liter (262 cu. in.) Vortec V6 with Electronic Fuel Injection.

BEAUTIFUL, COMPACT VERSATILITY.

Chevy 4-Door S-Blazer 4x4 with optional L trim, including a Custom Two-Tone in Fores Green Metallic with Khaki lower accents.

Chevy 2-Door S-Blazer 4x4 with optional special aluminum wheels and optional luxury-level LT trim, including a Custom Two-Tone in Royal Blue Metallic and Silver Metallic.







Chevy 4-Door S-Blazer interior in Beige with optional luxury-level LT trim. LT interior touches: 5-passenger seating (including reclining, high-back front bucket seats), leather seating surfaces, carpeting, air conditioning, power windows and door locks, electric tailgate release, leather-trimmed steering wheel, rear-window defogger, padded floor console, overhead console, and Remote Keyless Entry system. The rear bench seat includes a fold-down center armrest.

Chevy 4-Door S-Blazer 4x4 in Frost White with optional special aluminum wheels and standard mid-level Tahoe trim.



BIG, BEAUTIFUL AND ADVENTUROUS.

This tough, full-size Chevy 4x4 is ideal for back-country explorations supremely comfortable vehicle, with seating for up to six.

A fully independent torsion-bar front suspension provides great ground clearance and contributes to Blazer's smooth, car-like ride.

strong that, in 1992, the Chevy Blazer was named "Four Wheeler of The Year" by Four Wheeler magazine. Its standard 5.7 Liter (350 cu. in.) V8 cranks out 210 HP to handle big towing and hauling chores. Standard Insta-Trac 4x4 also lets you shift from 2WD to 4x4 High and back at any speed.

Blazer with optional luxury-level Silverado trim, optional cost-aluminum wheels and optional Doluxe Two-Tone in Burnt Red Metallic and Sand Beige Metallic.



Blazer Custom Cloth interior with optional luxury-level Silverado trim, shown in Beige. Optional 5-passenger seating is featured here, including high-back, reclining front bucket seats.





THE BEST-SELLING

The latest marriage of tough truck and comfortable wagon is classically Suburban: a beautiful blend of cavernous space, limo-like comfort for up to 9 passengers, great cargo-hauling capability, awesome towing power, brisk acceleration, crisp handling and high technology. The '93 Suburban comes as either a 2WD (C) or 4x4 (K), in a ½-ton or ¾-ton version (1500 or 2500 Series). The models shown here are just the way most people want them — with optional luxury-level Silverado trim. Silverado exterior enhancements include chromed bumpers, a chromed grille, and stainless-steel Below-Eyeline mirrors. Silverado interior touches include Custom Cloth upholstery, color-keyed carpeting, and an electronically tuned AM/FM stereo. The interior shown below features an optional, removable third-row bench seat and 9-passenger seating. There are other seating plans for 3, 5, 6 or 8 passengers.







JUST CALL THIS CHEVY "THE VAN THAT CAN."

Astro is the long-lasting, mid-size van that can do more things better than any Ford van or Chrysler van in its class - including peoplecarrying, cargo-hauling (volume) and trailer-towing. (A properly equipped Astro 2WD has a best-inclass towing capacity: 5500 lbs., including passengers, cargo and trailer.) Astro also has the largest standard V6 engine in its class. There's standard seating for 5, and optional seating plans for 7 or 8 passengers. Trim level choices include standard CS, optional midlevel CL and optional luxury-level LT trim. Astro LT exterior features include Special Two-Tone paint, color-coordinated Rally Wheels and deep-tinted, full-body glass. The Astro LT interior (shown above left) is equally impressive.











SPORTVAN/LUMINA APV

CHEVY GOES TO GREAT EXTREMES FOR YOU.

One of them is Sportvan: Chevy's premier people-mover, with optional seating for up to 15 passengers and formidable trailertowing capabilities. (A properly equipped G30 Series Sportvan can move up to 17,000 lbs., including vehicle, trailer, cargo, equipment and passengers.) Sportvan is a big, rear-wheel-drive vehicle that comes in Regular-Body (110"- and 125"-wheelbase) and Extended-Body (146"- wheelbase) models. The G20 Series Regular-Body Sportvan shown here has optional luxury-level Beauville trim, including color-keyed carpeting and Custom Cloth upholstery.

The smaller van shown below is the other great extreme: Lumina APV — the front-wheel-drive, V6-powered Chevy minivan with a very contemporary attitude about family transportation. It has contemporary lines, a decidedly carlike ride and 5-, 6- or 7-passenger seating plans. The model shown is the contemporary lumina APV LS, with Costa Upholstery, air conditioning and auxiliary lighting.



G20 Regular Body Sportvan interior in Gray with opposed husery-level Beauville trim and optional 12 pessenger seating. Beauville touches include: color keyed, front and rear, removable floor mats, a full length cloth headliner, and a custom-trim instrument panel. Remove all of the rear soats and you get 26 cu. ft. of cargo space. (A G30 Series Extended-Bod Sportson offers 306 cu. ft. of cargo space with the rear seats removed.)

i20 Sportvan in Burgundy Metallic with optional east-aluminum wheels and optional luxury-level







Cumina APV LS Gustom Cloth interior in Lig Gray. Modular (individually removable) ligh weight seats allow standard seating for 6 or o tional seating for 7 people. (The standard Lumin APV has 5-passenger seating.) With the center row and back-row seats removed, you get 112 cu. ft. of cargo space — more than you'll find any conventional station wagon.

LARGEST AVAIL. ENGINE

SEATING

The overview of '93 Chevy lightduty truck lines provided by this chart can help you determine exactly which Chevy is right for you and your transportation requirements. The chart lets you see at a glance how these Chevy products stack up against each other in passenger capacity, cargo-hauling and trailer-towing capability, and available power. If you have any questions, your local Chevy dealer will be glad to answer them all. Or, if you wish, you can simply call this toll-free number for detailed brochures on the '93 Chevys that interest you the most: 1-800-962-2868.

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Litho in USA

July 1992

Chevy Pickups					
BODY STYLE	DRIVE TYPE	WHEELBASE (in.)	ANTI-LOCK BRAKES'	BOX LENGTH (ft.)	
S-10 PICKUP					
Regular-Cab Short-Box	2WD/4x4	108.3	Rear-Wheel	6	
Regular-Cab Long-Box	2WD/4x4	117.9	Rear-Wheel	7%	
Extended-Cab Short-Box	2WD/4x4	122.9	Rear-Wheel	6	
FULL-SIZE PICKUP					
Regular-Cab Sportside	2WD/4x4	117.5	Rear-Wheel	6%	
Extended-Cab Sportside	2WD/4x4	141.5	Rear-Wheel	6½	
Regular-Cab Short-Box	2WD/4x4	117.5	Rear-Wheel	6½	
Regular-Cab Long-Box	2WD/4x4	131.5	Rear-Wheel	8	
Extended-Cab Short-Box	2WD/4x4	141.5	Rear-Wheel	6½	
Extended-Cab Long-Box	2WD/4x4	155.5	Rear-Wheel	8	
Crew-Cab Long-Box	2WD/4x4	168.5	Rear-Wheel	8	
Chevy Sport Utilities					
BODY STYLE	DRIVE TYPE	WHEELBASE (in.)	ANTI-LOCK BRAKES	CARGO CAP. (cu. ft.)	
S-BLAZER					
2-Door	2WD/4x4	100.5	Four-Wheel	67.3	
4-Door	2WD/4x4	107.0	Four-Wheel	74.3	
BLAZER					
2-Door	4x4	111.5	Four-Wheel	106.3	
SUBURBAN					
4-Door	2WD/4x4	131.5	Four-Wheel	149.5	
Chevy Vans					
BODY STYLE	DRIVE TYPE	WHEELBASE (in.)	ANTI-LOCK BRAKES	CARGO CAP. (cu. ft.)	
ASTRO					961
Regular-Body	2WD/AWD	111.0	Four-Wheel	151.8	
Extended-Body	2WD/AWD	1110	Four-Wheel	170.4	
SPORTVAN					
G10	2WD	110.0/125.0	Four-Wheel	207.0/260.0	
G20	2WD	125.0	Four-Wheel	260.0	
G30	2WD	125.0	Four-Wheel	260.0	
G30 Extended-Body	2WD	146.0	Four-Wheel	306.0	
LUMINA APV					1/4
Minivan	FWD	109.8	Four-Wheel	112.6	

available options. 5 Payload of 1292 lbs. with the C1500 454 SS model. 6 Standard in the C1500 454 SS model. 7 Available in C/K2500-C6P and C/K3500 Regular-Cab Pickups, 8 Central-Port Fuel Injection, 9 C/K2500 only, 10 Requires optional 3.8L (232 cu. in.) V6 and 4-speed automatic transmission. 11 Tuned-Port Fuel Injection.

JODI STILL	DillyETHE	(in.)	BRAKES'	(ft.)	(lbs.)²	(lbs.) ³	(lbs., 2WD/4x4)*	(Std./Opt.)	LANGEST AVAIL. ENGINE
S-10 PICKUP						4			
Regular-Cab Short-Box	2WD/4x4	108.3	Rear-Wheel	6	1287-1892	4200-5150	6000/5750	3/2	
Regular-Cab Long-Box	2WD/4x4	117.9	Rear-Wheel	7%	1216-1901	4200-5150	6000/5750	3/2	4.3L (262 cu. in.) Gas V6
Extended-Cab Short-Box	2WD/4x4	122.9	Rear-Wheel	6	1176-1776	4200-5150	5000/5500	3/2,4	
ULL-SIZE PICKUP									
Regular-Cab Sportside	2WD/4x4	117.5	Rear-Wheel	6%	1760-1957	5600-6100	7500/8500	3/2	
Extended-Cab Sportside	2WD/4x4	141.5	Rear-Wheel	6½	1575-2177	6200-6600	7500/8500	3/5,6	
Regular-Cab Short-Box	2WD/4x4	117.5	Rear-Wheel	6½	1782-1980 ⁵	5600-6100	7500/8500	3/2	7.4L (454 cu. in.) Gas V86
Regular-Cab Long-Box	2WD/4x4	131.5	Rear-Wheel	8	1291-5053	5600-10,000	10,000/10,000	3/2	6.5L (400 cu. in.) Turbo-Diesel V8
Extended-Cab Short-Box	2WD/4x4	141.5	Rear-Wheel	6½	1597-3030	6200-7200	10,000/10,000	6/2,3,5	
Extended-Cab Long-Box	2WD/4x4	155.5	Rear-Wheel	8	1323-4782	6200-10,000	10,000/10,000	6/2,3,5	
Crew-Cab Long-Box	2WD/4x4	168.5	Rear-Wheel	8	3154-4401	9000-10,000	10,000/10,000	6/5	
Chevy Sport Utilities									
BODY STYLE	DRIVE TYPE	WHEELBASE (in.)	ANTI-LOCK BRAKES	CARGO CAP. (cu. ft.)	PAYLOAD RANGE (lbs.) ²	GVW RANGE (lbs.) ³	TOWING CAP. (lbs., 2WD/4x4)*	SEATING (Std./Opt.)	LARGEST AVAIL. ENGINE
S-BLAZER									
2-Door	2WD/4x4	100.5	Four-Wheel	67.3	1133-1188	4350-4700	5750/5500	2/4	4 21 1202 :- \ C \ \ (C \ \ (C \
4-Door	2WD/4x4	107.0	Four-Wheel	74.3	1098-1485	4850-5100	5500/5250	3/2,5,6 (2WD); 6/5 (4x4); 5 (LT)	4.3L (262 cu. in.) Gas V6 w/CPI*
BLAZER									The second secon
2-Door	4x4	111.5	Four-Wheel	106.3	1517	6250	-/7000	5/6	5.7L (350 cu. in.) Gas V8
SUBURBAN						Action 200		OF MAIN PROPERTY.	
4-Door	2WD/4x4	131.5	Four-Wheel	149.5	2045-3370	6800-8600	10,000/10,000	3/5,6,8,9	7.4L (454 cu. in.) Gas V8°
Chevy Vans									
BODY STYLE	DRIVE TYPE	WHEELBASE (in.)	ANTI-LOCK BRAKES	CARGO CAP. (cu. ft.)	PAYLOAD RANGE (lbs.) ²	GVW RANGE (lbs.) ³	TOWING CAP. (lbs., 2WD/AWD)*	SEATING (Std./Opt.)	LARGEST AVAIL. ENGINE
ASTRO									
Regular-Body	2WD/AWD	111.0	Four-Wheel	151.8	1739-1796	5700-5950	5500/5250	5/7,8	4.3L (262 cu. in.) Gas V6 w/CPI#
Extended-Body	2WD/AWD	1110	Four-Wheel	170.4	1825-1969	5950-6100	5500/5250	5/7,8	
SPORTVAN									
G10	2WD	110.0/125.0	Four-Wheel	207.0/260.0	981-1754	5600-6000	6000	5/-	7.4L (454 cu. in.) Gas V8 6.2L (379 cu. in.) Diesel V8
G20	2WD	125.0	Four-Wheel	260.0	1636-2016	6600-6850	7000	5/8	
G30	2WD	125.0	Four-Wheel	260.0	2537-3556	7400-9200	10,000	5/12	
G30 Extended-Body	2WD	146.0	Four-Wheel	306.0	2537-3556	8600-9200	10,000	12/15	
LUMINA APV									
Minivan	FWD	109.8	Four-Wheel	112.6	N/A	5126	300010	5/6,7	3.8L (231 cu. in.) Gas V6 w/TPI"

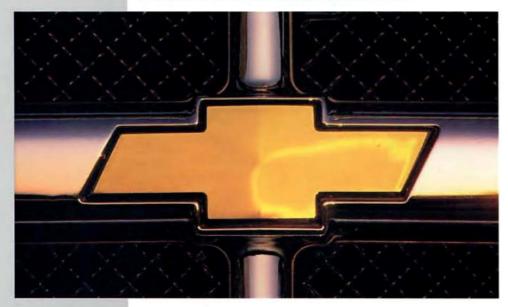
PAYLOAD RANGE

GVW RANGE

TOWING CAP.

Maximum gross trailer weight for all other light-duty Chevy trucks includes trailer, passengers, equipment and cargo.

THE MOST DEPENDABLE, LONGEST-LASTING TRUCKS.



Our claim to fame isn't simply that we offer one of the industry's best selections of light-duty trucks. Our real claim to fame is the rightness of every Chevy truck's design and manufacture.

Whether you choose a Chevy pickup, sport utility or van — and no matter what the size — you're choosing a vehicle that's built rock-solid, designed to start every time you turn the ignition key, and engineered to do what you ask of it, day after day, year after year.

That kind of durability runs in the Chevy family: over 98% of all Chevy trucks sold in the past 10 years are still on the job. That's the highest percentage of any full-line truck company — domestic or import.

And that means the name "Chevrolet" on your next pickup, sport utility or van is much more than just a nice-looking graphic.

It's a promise.

