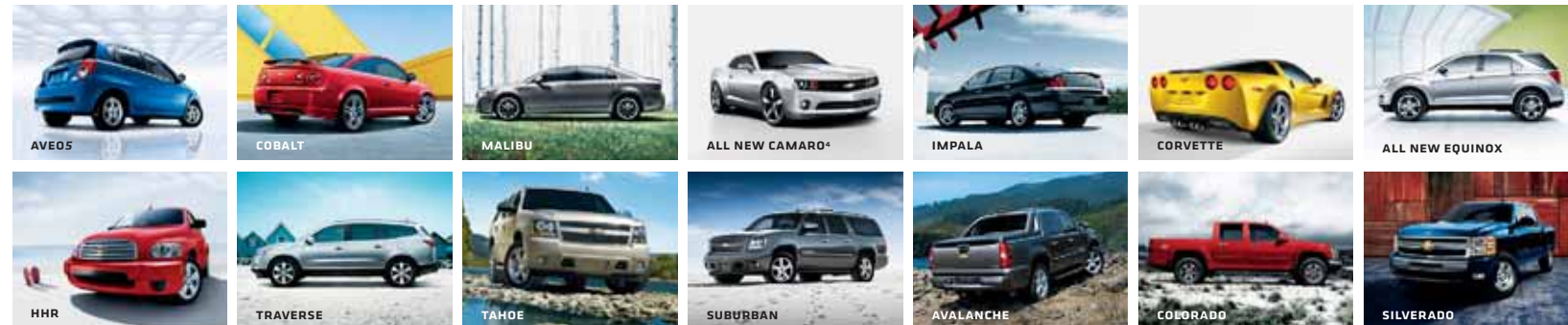
 **CHEVY** To us, it's pretty simple: Build vehicles that anyone would be proud to own, and put them within reach. We offer more models than Toyota or Honda with **30 MPG HIGHWAY OR BETTER!** We're backing our quality with the **BEST COVERAGE IN AMERICA**, which includes the 100,000 mile/5-year² transferable Powertrain Limited Warranty plus Roadside Assistance and Courtesy

Transportation Programs. We're filling our cars and trucks with the kind of thinking, features and craftsmanship you'd expect to pay a lot more for. This philosophy has earned us more **CONSUMERS DIGEST "BEST BUY"** awards for 2009 models³ than any other brand. So owning a Chevy isn't just a source of transportation. It's a source of pride. **CHEVY.COM**



¹ Based on EPA estimates for 2010 Aveo, Aveo5, Cobalt, Cobalt XFE, Equinox, HHR, HHR Panel and select Malibu models. ² Whichever comes first. See dealer for details. ³ Models include Malibu, Traverse, Silverado 1500 and others. Visit www.consumersdigest.com/award_page to see the full list of award-winning Chevy vehicles. ⁴ Available to order.

2010 **CHEVY COLORADO** 



APPROVED LOGO WILL BE PLACED BY
PRINTER WITH APPROVAL FROM FSC.



ALWAYS READY TO PUNCH IN.

Whether it's a day's work or a weekend of roughing it, Chevy Colorado is up to the challenge with reliability and strength that delivers on a dollar. Just check out these truck credentials. The available 5.3L V8 engine pumps out **300 HORSEPOWER** and has **BETTER FUEL ECONOMY THAN DODGE DAKOTA!**¹ Colorado also makes your money work hard – the **STABILITRAK** Electronic Stability Control System (including Traction Control), head-curtain side-impact air bags,² air conditioning, cruise control, Daytime Running Lamps and a bedliner are all standard equipment. Most important, every Colorado has the endurance and dependability you expect from a Chevy Truck. When you look at everything it offers, Chevy Colorado is designed to fit your wallet, garage and life – without backing down.



Regular Cab

Extended Cab

Crew Cab

THE BEST COVERAGE IN AMERICA

The 2010 Colorado is backed by the 100,000 mile/5-year³ transferable Powertrain Limited Warranty. That's 40,000 more miles than Toyota or Honda offers. Add in our Roadside Assistance and Courtesy Transportation Programs, and you have the best coverage in America.

THE POWER LIST

- Real Truck Dependability 3
- Best Coverage in America ... 3
- Three Cab Choices 3
- Surprising Efficiency 4
- Impressive Safety 7
- Interior Utility 7
- Power, Pulling, Payload 9

Colorado Extended Cab Sport shown in Deep Navy. ¹ EPA estimated MPG city/highway (2WD): Colorado 15/21 vs. Dakota with available 4.7L V8 14/19. ² Always use safety belts and the correct restraint for your child's age and size. Even in vehicles equipped with the Passenger Sensing System, children are safer when properly secured in a rear seat in the appropriate infant, child or booster seat. Never place a rear-facing infant restraint in the front seat of any vehicle equipped with a passenger air bag. See the Owner's Manual and child safety seat instructions for more safety information. ³ Whichever comes first. See dealer for details. Source: manufacturers' sites.

COLORADO

See a photo gallery of Colorado
at chevy.com/colorado

BEST STANDARD FUEL ECONOMY OF ANY MIDSIZE CREW CAB PICKUP!¹



FUEL EFFICIENCY

Colorado knows how to keep things rolling. It gives you three ways to have all the power and capability

you need, combined with outstanding fuel economy. The standard **VORTEC 2.9L I-4** offers an

EPA estimated **25 MPG HWY**. The available **VORTEC 3.7L I-5** engine offers **BETTER FUEL**

ECONOMY THAN ANY V6 MIDSIZE PICKUP² with better horsepower than

Dodge Dakota V6. Wouldn't mind a bit more muscle under the hood? We thought

so. That's why Colorado has an available **VORTEC 5.3L V8** that offers **BETTER**

FUEL ECONOMY THAN DODGE DAKOTA V8³ while still dishing out an

amazing **300 HORSEPOWER**.

Get ready to log some miles with the Colorado Vortec V8: iridium-tip spark plugs can last up to 5 years or 100,000 miles (whichever comes first), and the engine coolant can last up to 5 years or 150,000 miles (whichever comes first) before being changed.⁴



Colorado Z85 Crew Cab shown in Deep Navy with available dealer-installed Chevy Accessories. ¹ Based on GM Mid-Pickup segment and Colorado Crew Cab 2WD with 2.9L I-4 that has an EPA estimated 18 MPG city, 25 highway. Excludes other GM vehicles. ² Based on GM Mid-Pickup segment. EPA estimated 17 MPG city, 23 highway (2WD). Excludes other GM vehicles. ³ EPA estimated MPG city/highway (2WD): Colorado 15/21 vs. Dakota with available 4.7L V8 14/19. ⁴ Maintenance needs vary with different uses and driving conditions. See the Owner's Manual for more information.



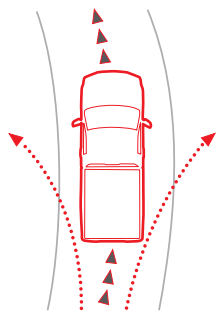
Colorado Crew Cab 4x4 interior shown in Light Cashmere color with available Deluxe Leather-appointed seats. 1 Call 1-888-4ONSTAR (1-888-466-7827), see page 14 and visit onstar.com for details and system limitations. 2 Air bag inflation can cause severe injury or death to anyone too close to the bag when it deploys. Be sure every occupant is properly restrained.

COLORADO

For full pricing information, visit chevy.com/colorado

FOR THOSE WHO'D RATHER NOT DRIVE IN A CUBICLE.

No matter which of the three Colorado cabs you choose – **REGULAR, EXTENDED OR CREW CAB** – you'll be in an environment built for work and comfort. Colorado Crew Cab has **MORE FRONT- AND REAR-SEAT LEGROOM THAN TOYOTA TACOMA DOUBLE CAB**. On Crew Cab models, upgrade your Colorado with available heated, leather-appointed front bucket seats with available eight-way driver and six-way front passenger power seat adjusters. In addition, Colorado can keep your mind at ease. Standard safety features on Colorado include the **STABILITRAK** Electronic Stability Control System (with Traction Control), **ONSTAR¹** with the Safe & Sound Plan (standard for the first year), four-wheel antilock brakes, Daytime Running Lamps and **HEAD-CURTAIN SIDE-IMPACT AIR BAGS²**



The StabiliTrak Electronic Stability Control System helps you stay the course by detecting the difference between the steering wheel angle and the direction the vehicle is actually turning. Then it uses the brakes and, if necessary, adjusts engine torque to help you keep your vehicle on track.



Colorado Crew Cab Z71 4x4 shown in Victory Red with available dealer-installed Chevy Accessories. ¹Based on GM Mid-Pickup segment. ²XM Radio requires a subscription, sold separately by XM after the first 90 days. XM Radio U.S. service only available in the 48 contiguous United States and the District of Columbia. For more information, visit gm.xmradio.com.

IT'S LIKE HIRING A WORKAHOLIC.

Chevy Colorado is loaded with the real-truck capability and durability you need to take on the toughest jobs. The available Vortec 5.3L V8 puts **300 HORSEPOWER** at your total command. And talk about sure-footed. A GM-exclusive¹ available **AUTOMATIC LOCKING REAR DIFFERENTIAL** gives you more grip and less slip when you need it most. For extra off-road confidence, Colorado is available with the rugged **Z71 PACKAGE**. Total it all up: With everything it has to offer, Chevy Colorado will make workdays seem like weekends.

The removable tailgate features a design that allows it to be set at two positions – 55 degrees or 89 degrees – for extra cargo flexibility.



COLORADO

See Colorado in all its colors at chevy.com/colorado

(((XM))) Almost every Colorado comes with XM Radio² with three trial months. It turns your world on with news and talk, outrageous comedy, award-winning family programming, and many channels of commercial-free music – wherever you go, from coast to coast.

COLORADO

For a 360-degree view, visit chevy.com/colorado

FABRICS. COLORS. WHEELS.



Light Cashmere Color
Deluxe Cloth



Ebony Deluxe Cloth



Light Cashmere Color
Leather Appointments



Ebony Leather Appointments



Deep Navy



Inferno Orange Metallic (Z85
and Z71 only; extra-cost color)



NEW Cardinal Red Metallic
(Z85 and Z71 only)



Black (Z85 and Z71 only)



NEW Sheer Silver Metallic



Summit White



NEW Steel Green Metallic



Victory Red



16" aluminum wheel. Standard
on 2WD Z85 models.



16" chrome-clad aluminum wheel.
Standard on 4x4 Z85 models.



17" chrome-clad aluminum
wheel. Standard on Z71 models.



18" Midnight Silver aluminum
wheel. Standard on 2WD
Sport models.

YOUR COLORADO. YOUR WAY. AVAILABLE DEALER-INSTALLED ACCESSORIES



Bed extender.



Soft tonneau cover.



Assist steps.



Colorado Crew Cab Z71 4x4 shown in Victory Red with available dealer-installed Chevy Accessories.



ACCESSORIES

Every Chevy Accessory is covered by the GM 3-year/36,000-mile (whichever comes first) New Vehicle Limited Warranty when ordered with your vehicle. See your dealer or visit chevy.com/colorado for details and a closer look at more available accessories.

COLORADO FEATURES.

S = Standard O = Optional - = Not Available

MAXIMUM CAPACITIES	Z85	Z71 ¹	SPORT ¹
Payload ² (lbs.)	1603	1520	1129
Fuel tank (gal. approx.)	19	19	19
Trailer weight rating ³ (lbs.)	6000	6000	6000
GVWR ⁴ (lbs.)	5300	5500	5500
EXTERIOR			
Cargo box: Fleetside (four tie-downs)	S	S	S
Foglamps: front, halogen	S	S	S
Grille: body-color surround and bar	S	-	-
Grille: body-color surround with chrome bar	-	S	-
Grille: body-color bar with body-color and chrome-trimmed grille surround	-	-	S
Rear doors: two, rear-opening and rear-hinged (Extended Cab models only)	S	S	S
Rear doors: two, full-opening and front-hinged (Crew Cab models only)	S	S	S
ENGINES/CHASSIS			
Differential: automatic locking, rear	O	S	O
Engine: Vortec 2.9L I-4 with 185 hp and 190 lb.-ft. of torque	S ⁵	-	-
Engine: Vortec 3.7L I-5 with 242 hp and 242 lb.-ft. of torque	O ⁶	S	-
Engine: Vortec 5.3L V8 with 300 hp and 320 lb.-ft. of torque	O ¹	O	S
Shield: front underbody (4x4 models only)	S	S	-
Suspension Package: Sport	-	-	S
Suspension Package: Off-Road	-	S	-
StabiliTrak Electronic Stability Control System (includes Traction Control)	S	S	S
Transfer case: Insta-Trac; includes dash-mounted controls (4x4 models only)	S	S	-
SAFETY & SECURITY			
Air bags: ⁷ driver and right-front passenger; passenger-side (includes Passenger Sensing System)	S	S	S
Air bags: ⁷ head-curtain side-impact for driver, right-front passenger and rear outboard occupants	S	S	S
Brakes: four-wheel antilock (ABS), front disc/rear drum	S	S	S
OnStar ⁸ with the Safe & Sound Plan standard for the first year	S	S	S

INTERIOR	Z85	Z71 ¹	SPORT ¹
Air outlets with two-tone accents, center control stack, chrome door handle bezels and instrument cluster bezel	S	S	S
Door locks: child security, rear (Crew Cab models only)	S	S	-
Power Convenience Package: auto-dimming rearview mirror, power windows, power-programmable door locks, power outside mirrors and Remote Keyless Entry	O ⁹	S	S
Steering column: Tilt-Wheel, adjustable	S	S	S
Steering wheel: leather-wrapped	S	S	S
Window: rear-sliding ¹	O	S	S
SEATING			
LT Deluxe Cloth three-passenger 60/40 split-bench seat with recliners and integral head restraints and armrest with storage	S	S	-
LT Deluxe Cloth high-back bucket seats with integral head restraints and recliners and floor-mounted center console with storage (Extended Cab and Crew Cab models only)	O	O	S
Deluxe high-back leather-appointed front bucket seats with heated seatbacks and cushions, eight-way power-adjustable driver seat and six-way power-adjustable front passenger seat (Crew Cab models only)	O	O	O
Rear: two, forward-facing, flat-folding seats with rear underseat storage compartments (Extended Cab models only)	S	S	S
Rear: three-passenger 60/40 split-bench flat-folding seat with head restraints and underseat and behind-seat storage (Crew Cab models only)	S	S	S
AUDIO SYSTEMS			
AM/FM stereo with CD/MP3 player, seek-scan, digital clock, auto tone control, Radio Data System (RDS), ¹⁰ automatic volume and TheftLock XM Radio: ¹¹ with three trial months	S	S	S
	S	S	S
WHEELS			
16" aluminum	S	-	-
16" chrome-clad aluminum	O	-	-
17" chrome-clad aluminum	-	S	-
18" Midnight Silver aluminum	-	-	S

DEALER-INSTALLED CHEVY ACCESSORIES ¹²	Z85	Z71 ¹	SPORT ¹
Chrome Fuel-Filler Door	O	O	O
Chrome Grille	O	O	O
Chrome Stainless Steel Tubular Assist Steps	O	O	O
Folding Hard Tonneau Cover	O	O	O
Rear-Seat DVD Entertainment System	O	O	O
Soft Tonneau Cover	O	O	O



SELECT AVAILABLE FEATURES.


- Z85 (1LT)**
- Automatic locking rear differential
 - Window, rear sliding¹
 - Vortec 3.7L I-5 engine⁶
 - Vortec 5.3L V8 engine¹
 - 16" chrome-clad aluminum wheels
 - Leather-appointed front bucket seats (Crew Cab models only)

- Z71¹**
- Vortec 5.3L V8 engine
 - Leather-appointed front bucket seats (Crew Cab models only)

- SPORT¹**
- Automatic locking rear differential
 - Leather-appointed front bucket seats (Crew Cab models only)

¹ Extended Cab and Crew Cab models only. ² Maximum payload capacity is for a properly equipped vehicle and includes weight of driver, passengers, optional equipment and cargo. Cargo and load capacity limited by weight and distribution. ³ Maximum trailer weight ratings are calculated assuming a properly equipped base vehicle, except for any option(s) necessary to achieve the rating, plus driver. The weight of other optional equipment, passengers and cargo will reduce the maximum trailer weight your vehicle can tow. See your Chevy dealer for additional details. ⁴ Gross Vehicle Weight Rating. When properly equipped; includes weight of vehicle, driver, passengers, cargo and optional equipment. ⁵ Not available with Crew Cab 4x4 configurations. ⁶ Standard on Crew Cab 4x4 models. ⁷ Always use safety belts and the correct restraint for your child's age and size. Even in vehicles equipped with the Passenger Sensing System, children are safer when properly secured in a rear seat in the appropriate infant, child or booster seat. Never place a rear-facing infant restraint in the front seat of any vehicle equipped with a passenger air bag. See the Owner's Manual and child safety seat instructions for more safety information. ⁸ Call 1-888-4ONSTAR (1-888-466-7827), see page 14 and visit onstar.com for details and system limitations. ⁹ Standard on Crew Cab models. ¹⁰ Radio Data System (RDS) functions only where stations broadcast RDS information. ¹¹ XM Radio requires a subscription, sold separately by XM after the first 90 days. XM Radio U.S. service only available in the 48 contiguous United States and the District of Columbia. For more information, visit gm.xmradio.com. ¹² Some accessories may not be available on all models. See dealer for details.

CHEVY

For more information about ownership extras, please visit the websites below. 



onstar.com



ACCESSORIES

chevy.com/accessories



gm.xmradio.com



chevy.com/warranty

THE BEST COVERAGE IN AMERICA.

100,000 MILE/5-YEAR TRANSFERABLE POWERTRAIN LIMITED WARRANTY. Every 2010 Chevy passenger car, light-duty truck, SUV and crossover comes with a 100,000 mile/5-year (whichever comes first) transferable Powertrain Limited Warranty. Plus, you get 100,000 miles/5 years (whichever comes first) of the 24/7 Roadside Assistance Program and the Courtesy Transportation Program and much more. See dealer for details.

NEW VEHICLE LIMITED WARRANTY. GM vehicles registered in the U.S.A. are covered for 3 years/36,000 miles (whichever comes first). The complete vehicle is covered, including tires, towing to your nearest Chevrolet dealership and cosmetic corrosion resulting from defects. Repairs will be made to correct any vehicle defect, and most warranty repairs will be made at no charge. In addition, rust-through corrosion will be covered for 6 years/100,000 miles (whichever comes first). See dealer for details.

ENGINES. Chevrolet products are equipped with engines produced by GM Powertrain or other suppliers to GM worldwide. The engines in Chevrolet products may also be used in other GM makes and models.

ASSEMBLY. Chevrolet vehicles and their components are assembled or produced by different operating units of General Motors, its subsidiaries or suppliers to GM worldwide. We sometimes find it necessary to produce Chevrolet vehicles with different or differently sourced components than originally scheduled. Since some options may be unavailable when your vehicle is assembled, we suggest you verify that your vehicle includes the equipment you ordered and that, if there were changes, they are acceptable to you.

ONSTAR. OnStar services require vehicle electrical system (including battery), wireless service and GPS satellite signals to be available and operating for features to function properly. OnStar acts as a link to existing emergency service providers. Subscription Service Agreement required. Call 1-888-4ONSTAR (1-888-466-7827) or visit onstar.com for OnStar Terms and Conditions, Privacy Statement, and details and system limitations.

A NOTE ABOUT CHILD SAFETY. Always use safety belts and the correct restraint for your child's age and size. Even in vehicles equipped with the Passenger Sensing System, children are safer when properly secured in a rear seat in the appropriate infant, child or booster seat. Never place a rear-facing infant restraint in the front seat of any vehicle equipped with a passenger air bag. See the Owner's Manual and child safety seat instructions for more safety information.

IMPORTANT WORDS ABOUT THIS CATALOG. We have tried to make this catalog comprehensive and factual. We reserve the right, however, to make changes at any time, without notice, in prices, colors, materials, equipment, specifications, models and availability. Specifications, dimensions, measurements, ratings and other numbers in this catalog and other printed materials provided at the dealership or affixed to vehicles are approximates based upon design and engineering drawings, prototypes and laboratory tests. Your vehicle may differ due to variations in manufacture and equipment. Since some information may have been updated since the time of printing, please check with your Chevrolet dealer for complete details. Chevrolet reserves the right to lengthen or shorten the model year for any product for any reason or to start and end model years at different times. Certain vehicle features may lose their usefulness over time due to obsolescence from technological changes. Unless otherwise noted, all claims based on 2009 GM Mid-Pickup segment and latest available competitive information. Excludes other GM vehicles.

TRAILERING AND OFF-ROAD DRIVING INFORMATION. Please go to chevy.com and carefully review an Owner's Manual for important safety information about trailering or off-road driving in your vehicle.

At Chevrolet, giving you a completely satisfying ownership experience is our top priority. That's why if you ever need assistance, feel free to contact us at these websites or phone numbers.

CHEVY.COM. Offers shopping tools such as Build and Price, Find a Vehicle, Request Info, Email Sign-Up, Compare Vehicles, Financial Tools...and much more.

24-HOUR ROADSIDE ASSISTANCE PROGRAM (1-800-CHEV-USA). The Chevrolet Roadside Assistance Program provides you with the following services for 100,000 miles or 5 years (whichever comes first): Emergency Towing (to closest Chevy dealer from a legal roadway), Lockout Service (keys locked inside vehicle), Flat Tire Changes (spare installed), Fuel Delivery (\$5 worth of fuel delivered on the road) and Jump Starts (at home or on the road). For specific terms and conditions, please contact your Chevrolet Roadside Assistance advisor at 1-800-243-8872. Some services may incur costs.

COURTESY TRANSPORTATION PROGRAM. Ask your Chevrolet dealer for Courtesy Transportation if you leave your vehicle for extended repairs under the New Vehicle Limited Warranty or Powertrain Limited Warranty. Ask if you qualify for expense reimbursement and/or vehicle rental. Services vary by dealer.

CHEVROLET CUSTOMER ASSISTANCE CENTER (1-800-222-1020). Talk directly to customer relationship managers who can handle any inquiries related to vehicle operation, warranty coverages, or product or service concerns you may have. Please refer to your Owner's Manual for Customer Assistance information.

CHEVY.COM/SAFETY. Chevrolet is committed to keeping you and your family safe — from the start of your journey to your destination. That's why every Chevrolet is designed with a comprehensive list of safety and security features to help give you peace of mind.

GMMOBILITY.COM (1-800-323-9935). GM Mobility offers financial assistance for eligible adaptive equipment to make automotive travel easier for persons with disabilities or special transportation needs. To learn more about special GM Mobility offers, visit gmmobility.com.

CHEVROLET OWNER CENTER (GMOWNERCENTER.COM/CHEVY). Register your vehicle with the Chevrolet Owner Center, and receive benefits such as online access to your vehicle Owner's Manual, maintenance schedule reminders, service history tracking, warranty and service information, safety information, special offers and privileges, and news and events.

MARKETING AND INCENTIVES (CHEVY.COM/SPECIALOFFERS). Call 1-800-950-CHEV (1-800-950-2438) or visit chevy.com/specialoffers for new product, current incentive and marketing program information.

GM CARDMEMBERSERVICES.COM. Did you know about the family of reward credit cards that can help you get a great deal on a new GM car, light-duty truck, SUV or crossover? With a GM reward card, you accrue earnings on every credit card purchase to use toward the purchase or lease of an eligible, new GM vehicle. With three cards to choose from, you're sure to find one that suits you best.

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Litho in USA. July 2009

