To us, it’s pretty simple: Build vehicles that anyone would be proud to own, and put them within reach. We’ve made sure that no one offers more models with 30 MPG HIGHWAY OR BETTER! We’re backing our quality with the BEST COVERAGE IN AMERICA, which includes the 100,000 mile/5-year 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 models than any other brand. So owning a Chevy isn’t just a source of transportation. It’s a source of pride.

CHEVY.COM

1 EPA estimated. Models include Aveo, Aveo5, Cobalt, Cobalt XFE, HHR, HHR Panel, select Malibu models and 2010 Equinox. 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 in-c ode. 5 Available July 2009.
FOR ALL THE RIGHT REASONS.

For more than 50 years, millions have chosen Impala as one of America’s favorite rides. It’s easy to understand why, “Impala will thoroughly meet your needs and probably exceed your expectations,” says Kelley Blue Book’s kbb.com. Impala also earned high marks for fuel economy, offering an estimated 29 MPG HIGHWAY1. Impala received a FIVE-STAR FRONTAL CRASH TEST RATING.2

When it comes to passenger seating, Impala delivers more than Ford Taurus, Toyota Avalon and Dodge Charger, with available SEATING FOR UP TO SIX.3 Plus, Impala offers a segment-exclusive4 flip-and-fold-flat rear seat5 for flexibility and additional cargo capacity.

THE BEST COVERAGE IN AMERICA

The 2010 Impala is backed by the 100,000 mile/5-year6 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.

OUR BEST REASONS

Enduring Quality ...................  -
Best Coverage in America ....... -
Surprising MPG .................... -
Upscale Features ................. -
Safety Surrounds You .......... -

1 Estimate based on LS and LT models with 3.5L V6 engine. Estimate based on GM testing. OFFICIAL ESTIMATIONS NOT YET AVAILABLE.
2 Impala has an estimated 29 MPG Hwy. Estimate based on GM testing. OFFICIAL ESTIMATIONS NOT YET AVAILABLE.
3 Available on select models.
4 Based on GM Large Car segment.
5 Whichever comes first. See dealer for details. Source: manufacturers’ sites.
6 Government star ratings are part of the National Highway Traffic Safety Administration’s (NHTSA’s) New Car Assessment Program (www.safercar.gov).
**COMPARISONS**

- **2010 CHEVY IMPALA**
  - OnStar® with Safe & Sound Plan, standard for the first year, includes Stolen Vehicle Assistance and Vehicle Diagnostics.
  - E85* FlexFuel-capable engine
  - Oil-Life Monitor
  - XM Radio with three trial months

- **2009 TOYOTA AVALON**
  - Not Available

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**Fuel efficiency is important to everyone, which is why the 3.5L V6 engine on Impala LS and LT was designed to deliver highway mileage you’ll appreciate — mileage the 2009 Toyota Avalon, Ford Taurus and Chrysler 300 can’t match, 3 with an estimated 29 MPG HIGHWAY.**

The 3.9L V6 gas engine on LTZ offers an estimated 27 MPG highway. Both engines feature Variable Valve Timing (VVT) — a technology that optimizes combustion, enhances low-end torque and high-end power, and helps control emissions.

**NOTE:** E85-capable 3.5L V6 engine not available to order in California.

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**IMPALA**

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

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

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**“...A FINE BALANCE BETWEEN PERFORMANCE AND FUEL EFFICIENCY.” — EDMUNDS.COM**

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**Comparisons Table**

<table>
<thead>
<tr>
<th>Feature</th>
<th>2010 CHEVY IMPALA</th>
<th>2009 TOYOTA AVALON</th>
</tr>
</thead>
<tbody>
<tr>
<td>OnStar® with Safe &amp; Sound Plan</td>
<td>STANDARD</td>
<td>Not Available</td>
</tr>
<tr>
<td>E85* FlexFuel-capable engine</td>
<td>STANDARD</td>
<td>Not Available</td>
</tr>
<tr>
<td>Oil-Life Monitor</td>
<td>STANDARD</td>
<td>Not Available</td>
</tr>
<tr>
<td>XM Radio with three trial months</td>
<td>STANDARD</td>
<td>Available</td>
</tr>
</tbody>
</table>

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**Fuel Efficiency**

- The engines in Impala are **E85** FlexFuel-capable — unlike any Honda or Toyota car — with an estimated 22 MPG highway (3.5L) and 20 MPG highway (3.5L) using E85. E85 ethanol is a cleaner-burning, mostly renewable fuel source made primarily from U.S.-grown biomaterial.

**NOTE:** E85-c**apable 3.5L V6 engine not available to order in California.

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**E85** is a combination of 85% ethanol and 15% gasoline. Go to chevy.com/biofuels to see if there is an E85 fuel station near you.

**Estimate based on GM testing. Official EPA estimates not yet available.**

**EPA estimated MPG hwy.: Avalon 28, Taurus SE 28 and 300 Touring 26.**

**Call 1-888-4ONSTAR (1-888-466-7827), see page 14 and visit onstar.com for details and system limitations.**

**Ability to locate stolen vehicles varies with conditions.**

**Capabilities vary by model.**

**Visit onstar.com for details and system limitations.**

**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.**

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**Impala LT in Silver Ice Metallic shown with available features.**

**EPA certification 2009 model year. For more information, visit epa.gov/fueleconomy.**

**Estimated MPG based on GM testing.**

**All GM vehicles are set and tested according to the standarized Federal Test Procedure (FTP). Your actual results may vary.**

**If you have a question about performance, rely on the information in this brochure and/or your authorized dealer.**

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**4**
LUXURY FOR ALL.

“...a lot of bang for the buck with a cavernous interior, plenty of standard amenities...” That’s what CarAndDriver.com (September 2008) had to say about the 2009 Impala. And it’s no wonder, since Impala comes stocked with upscale features that make driving more entertaining and informative. XM Radio1 with three trial months and dual-zone climate controls are both standard. Seating choices (depending on the model you select) include front buckets, in cloth or with LEATHER APPOINTMENTS, or a split-bench front seat in cloth. A segment-exclusive flip-and-fold-flat rear seat is standard on LTZ and available on LT. OnStar3 with available TURN-BY-TURN NAVIGATION4 provides simple, voice-guided directions at the touch of a button. It’s included in the one-year Directions & Connections Plan. And enjoy open-air driving with a deep-tinted, power sunroof (available on LT5 and LTZ) that tilts or slides back.

The eight-speaker Bose® sound system (available on select models) features woofers strategically placed in the front doors and rear to deliver full, powerful, low-frequency sound. A Bose amplifier with proprietary digital signal processing and a new channel of custom equalization helps tame the sound specifically for Impala. Read more about this innovative system from Bose at bose.com/auto.

Bluetooth® wireless technology6 for select compatible phones lets you make, answer and end calls with a tap of the steering wheel controls. Available on select models.

Pull up either of the available 60/40 flip-and-fold-flat rear seats—or both—to reveal a composite storage tray that extends across the entire width of the rear seat. Fold down both rear seatbacks, and an easy-to-clean, flat load floor is created, producing additional cargo room.

IMPALA

See a photo gallery of Impala at chevy.com/impala
Impala earned a **FIVE-STAR FRONTAL CRASH TEST RATING** — the highest government rating possible — for frontal crash safety. A holistic approach to safety for Impala includes the security of ONSTAR® with a Safe & Sound Plan (standard for the first year), the STABILITRAK Electronic Stability Control System, ABS and Traction Control — all standard. And every Impala comes with dual-stage frontal air bags³ a right-front Passenger Sensing System and THORAX SIDE-IMPACT AIR BAGS for the driver and right-front passenger, plus head-curtain side-impact air bags for front and rear outboard passengers. A DRIVER INFORMATION CENTER — also standard — provides important readouts of vehicle functions, including engine oil life and tire pressure (excludes spare tire). Available BLUETOOTH® wireless technology⁴ for select compatible phones allows hands-free calling and even mutes the stereo to take your calls.

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**TECHNOLOGY THAT’S SAFETY-DRIVEN.**

Impala is part of a joint and unified effort to reduce the severity of crashes. Radically new forward collision alert technology, along with features that include OnStar® and crash-activated vehicle positioning, are part of a comprehensive suite of vehicle- and driver-assist technologies designed to help reduce the severity of crashes and improve safety.

**CHIP Cat 133647_08e_4.indd 6/16/09 5:41:30 PM**
YOUR IMPALA. YOUR WAY.

AVAILABLE DEALER-INSTALLED ACCESSORIES

01 17" nine-spoke cast-chrome aluminum wheel. Available on LS and LT.

02 17" five-spoke cast-aluminum wheel. Available on LS and LT.

ACCESSORIES

Every Impala 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 chevrolet.com/impala for details and a closer look at more available accessories.

MIXED MAXIMUM CAPACITIES

<table>
<thead>
<tr>
<th>Trunk volume (cu. ft.)</th>
<th>18.6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fuel tank (gal. approx.)</td>
<td>17</td>
</tr>
<tr>
<td>Seating (standard/available on select models)</td>
<td>5/6 (LS and LT)</td>
</tr>
</tbody>
</table>

INTERIOR (CONTINUED)

Luxury Edition Package: four-door sedans with leather appointments, bucket driver seat, bucket front passenger seat, front and rear seatback curtain side-impact airbags, headrests, leather-wrapped steering wheel with audio and cruise controls, Bose eight-speaker sound system, two-tone rear bumper, body-color body-side moldings, body-color rear spoiler, cruise control, 2.4" color Driver Information Center, remote vehicle starter system with keyless entry system, 60/40 split-folding rear seats, driver and front passenger climate controls, four-way power driver and front passenger seats, automatic headlights, remote controlled outside mirrors, retaining feature for anti-theft system, keyless entry system, remote vehicle starter system, Theft-Proof Ignition, theft-deterrent system, Turn-by-Turn Navigation6 (standard for the first year; includes Hands-Free Calling7), Universal Home Remote transmitter, Bluetooth® wireless technology 4 for select compatible phones, and available OnStar®6 with one-year Directions & Connections Plan (0.5 - 0.5)

INTERIOR

Air conditioning: dual-zone, manual climate controls, with individual settings for driver and rear-seat passengers (0.5 - 0.5)

Convenience Package: Bluetooth® wireless technology 4 for select compatible phones, Universal Home Remote transmitter, auto-dimming rearview mirror and headlamp, power adjustable outside mirrors, remote vehicle starter system, theft-proof ignition, theft-deterrent system, and Theft-Proof Ignition (0.5 - 0.5)

DEFENSE: 10 dual-stage frontal and side-impact, driver and front passenger (includes Passenger Sensing System); head-curtain side-impact, front and rear outboard seating positions (0.5 - 0.5)

EXPERIENCE: Four-wheel antilock, four-wheel disc; includes Traction Control (0.5 - 0.5)

SAFETY & SECURITY

Air bags: 10 dual-stage frontal and side-impact, driver and front passenger (includes Passenger Sensing System); head-curtain side-impact, front and rear outboard seating positions (0.5 - 0.5)

Brakes: four-wheel antilock, four-wheel disc; includes Traction Control (0.5 - 0.5)

Daytime Running Lamps (0.5 - 0.5)

Door locks: rear, child security (0.5 - 0.5)

OnStar®6 with one-year Directions & Connections Plan (0.5 - 0.5)

Remote Keyless Entry (0.5 - 0.5)

Remote vehicular system, includes Remote Keyless Entry (0.5 - 0.5)

Steering: power, rack-and-pinion (0.5 - 0.5)

Suspension: four-wheel independent, Touring (0.5 - 0.5)

Suspension: four-wheel independent, Luxury-Tuned (0.5 - 0.5)

Transmission: four-speed automatic, electronically controlled with overdrive (0.5 - 0.5)

ENGINES/CHASSIS

Battery: maintenance-free with rundown protection (0.5 - 0.5)

Engine: 3.5L V6 with Variable Valve Timing, 211 hp @ 5800 rpm, 214 lb.-ft. of torque @ 4000 rpm, E85 FlexFuel capable (0.5 - 0.5)

Engine: 3.9L V6 with Variable Valve Timing, 233 hp @ 5600 rpm, 240 lb.-ft. of torque @ 4000 rpm, E85 FlexFuel capable (0.5 - 0.5)

Engine block heater (0.5 - 0.5)

Exhaust: single, stainless steel (0.5 - 0.5)

Exhaust: dual-outlet, stainless steel (0.5 - 0.5)

Exhaust: dual-outlet, stainless steel (0.5 - 0.5)

Oil-Life Monitor (0.5 - 0.5)

Steering: power, rack-and-pinion (0.5 - 0.5)

Suspension: four-wheel independent, Touring (0.5 - 0.5)

Suspension: four-wheel independent, Luxury-Tuned (0.5 - 0.5)

Transmission: four-speed automatic, electronically controlled with overdrive (0.5 - 0.5)

Audio: AM/FM stereo with CD player/MP3 playback and auxiliary audio input jack, Bluetooth® wireless technology 4 for select compatible phones (0.5 - 0.5)

Audio: AM/FM stereo with CD player/MP3 playback and auxiliary audio input jack, Bluetooth® wireless technology 4 for select compatible phones (0.5 - 0.5)

Music: side-window deflectors (0.5 - 0.5)

Text: rear-seat DVD entertainment system (0.5 - 0.5)

Text: all-weather floor mats (0.5 - 0.5)

Text: molded splash guard (0.5 - 0.5)

Text: side-window deflectors (0.5 - 0.5)
The safety seat instructions for more safety information. 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 information.

SELECT AVAILABLE FEATURES.

For more information on availability and pricing, please visit the websites below. 

The best coverage in America.

In Chevrolet, giving you a company a satisfying workplace experience is our top priority. That’s why you’ll find excellent service, an easy-to-use process and a host of other services. Navigate your client’s journey to your destination. That’s why every Chevrolet is designed with a comprehensive list of features. Inclusion of any equipment not listed does not imply the availability of all listed equipment. Consult your owner’s manual for details.

CHEVY

CHEVY ACCESSORIES

www.chevy.com/accessories

www.chevy.com/owners

Visit www.chevy.com/specialoffers for special GM Mobility offers, visit www.chevy.com/membership for 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, roadside assistance, special offers, promotions, and much more.

MARKETING AND INCENTIVES (CHEVY/SPECIALOFFERS)

Call 1-800-222-1050 (or visit chevy.com/specialoffers) for new product, current incentive and special offer services.

COURTESY TRANSPORTATION PROGRAM

All GM vehicles registered in the U.S.A. are covered for courtesy transportation (1-800-950-CHEV (2438) or visit chevy.com/specialoffers) for new product, current incentive and special offer services.

THE BEST COVERAGE IN AMERICA.

Compete for every client. Improve your offer. Make sure your client’s journey to your destination is easy. That’s why every Chevrolet is designed with a comprehensive list of features.

Bose is a registered trademark of the Bose Corp. OnStar, the registered service mark 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.

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To us, it’s pretty simple: Build vehicles that anyone would be proud to own, and put them within reach. We’ve made sure that no one offers more models with 30 MPG HIGHWAY OR BETTER.1 We’re backing our quality with the BEST COVERAGE IN AMERICA, which includes the 100,000 mile/5-year 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 models4 than any other brand. So owning a Chevy isn’t just a source of transportation. It’s a source of pride. CHEVY.COM

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