



THE ALL-NEW 2014 CHEVROLET
SILVERADO

FROM TESTING GROUND *to* GROUNDBREAKING

-40 DEGREE

COLD CHAMBER

TEST

The 2014 Silverado is stronger, smarter and more capable than ever. We've made it our life's work to make Silverado the benchmark of full-size pickups. To prove it, we put it to the test — every real-world situation we could think of, with no component left behind — to make sure the all-new Silverado works even harder for you. From brutal durability tests to strenuous towing, hauling and payload tests, Silverado persevered through every hardship that came its way. For a total of over 13 million miles, we pushed the performance potential to the max — extreme weather, crash, noise and engine tests — raising the bar for our most powerful pickup.

2014 SILVERADO 1500 DOUBLE CAB.

PREPRODUCTION MODEL SHOWN. PRODUCTION MODEL MAY VARY. AVAILABLE SUMMER 2013.

CLASS-LEADING TRAILERING OF UP TO 11,500 LBS¹

Silverado is known as the most dependable, longest-lasting full-size pickup on the road.² And we've raised the bar yet again. From hood to hitch, we've re-engineered and reimaged everything from interior and exterior styling to ergonomics and performance. The entire upper cab has been thoughtfully enhanced to include inlaid doors and a swept-back windshield angle, bringing you a quieter and more aerodynamic ride.

Backed by 95 years of truck-making heritage, we consider Silverado to be our life's work. The 2014 Silverado is powered by an entirely new generation of all-aluminum EcoTec3 engines with best-in-class towing and fuel economy³ for the available 5.3L V-8. We developed the family of EcoTec3 engines to optimize efficiency and power based on how you drive—whether you're towing uphill or cruising on the freeway. The world-class EcoTec3 engines give you the most powerful Silverado lineup ever.

¹2WD Double Cab equipped with the 5.3L V-8 engine and the Max Trailering Package. Available summer 2013. Maximum trailer weight ratings are calculated assuming a 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 Chevrolet dealer for additional details. ²Dependability based on longevity: 1981–July 2011 full-size pickup registrations. ³Based on 2013 GM Large Pickup segment. EPA-estimated 16 city/23 hwy mpg with the optional 5.3L V-8 engine (2WD).

2014 SILVERADO 1500 CREW CAB LTZ 4X4 IN DEEP RUBY METALLIC.
PREPRODUCTION MODEL SHOWN. PRODUCTION MODEL MAY VARY. AVAILABLE SUMMER 2013.



THE BEST V-8 FUEL ECONOMY OF ANY PICKUP

The available all-aluminum 5.3L V-8 offers the best V-8 fuel efficiency of any pickup¹ (in two-wheel and four-wheel drive).

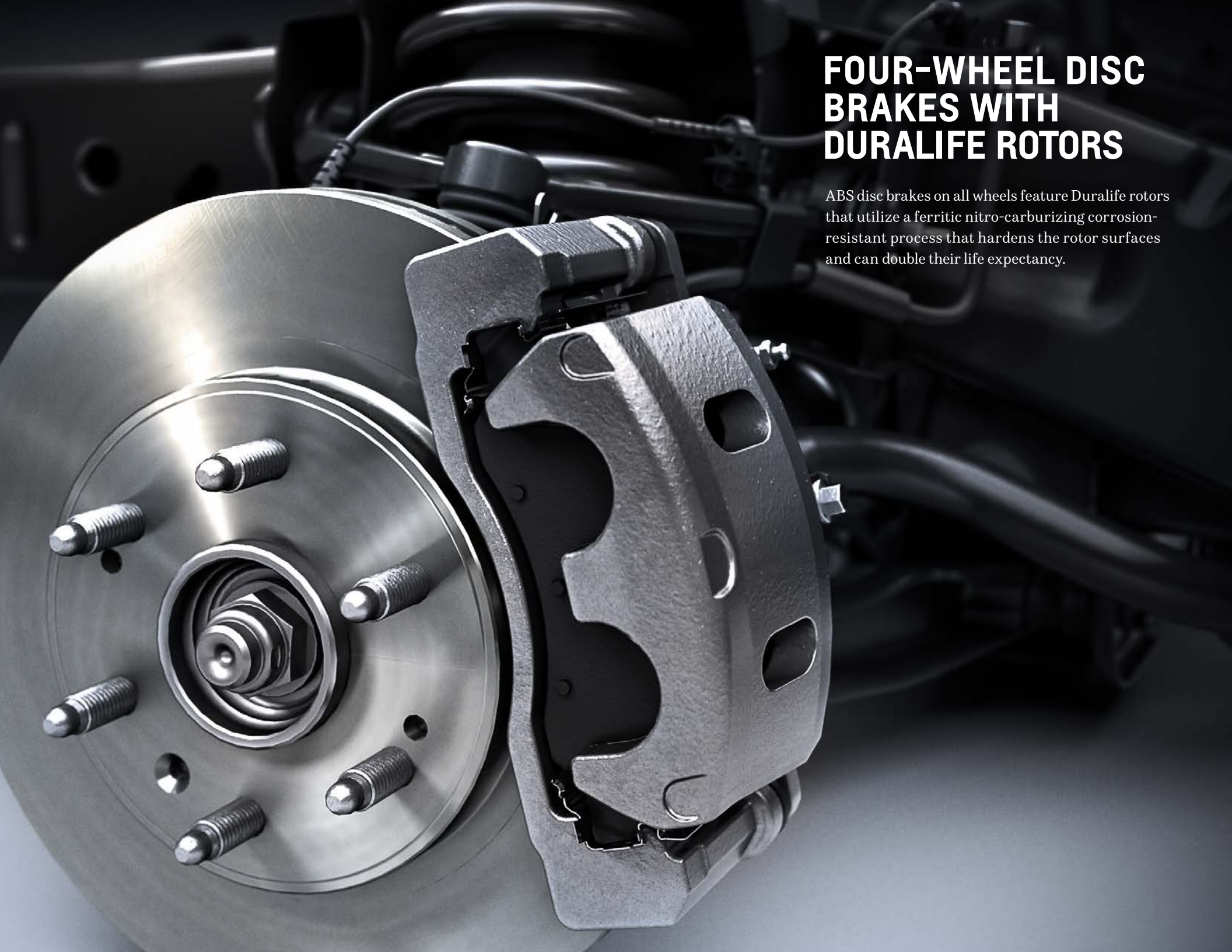
Choose the optional 6.2L V-8 (available fall 2013) and get the most powerful V-8 Chevrolet has ever offered in a full-size light-duty pickup.

Built for truck use, the high-torque 4.3L V-6 (available summer 2013) produces the most torque of any standard V-6 engine in its class. It also delivers confident acceleration for towing and hauling while maximizing efficiency.

¹EPA-estimated 16 city/23 hwy mpg (2WD), 16 city/22 hwy mpg (4WD).

FOUR-WHEEL DISC BRAKES WITH DURALIFE ROTORS

ABS disc brakes on all wheels feature Duralife rotors that utilize a ferritic nitro-carburizing corrosion-resistant process that hardens the rotor surfaces and can double their life expectancy.





4x4

RADO

THE LATEST STEP IN CONVENIENCE

Getting into the box has never been easier with the CornerStep rear bumper¹ and hand grip pockets. Whatever the job, get to your cargo quickly and easily. The available EZ-Lift and Lower Tailgate opens without a thud and can be closed with one hand. Available under-rail LED lamps in the pickup box mean you'll never waste time trying to locate your items.

¹Not available on High Country.



There isn't a
QUIETER FULL-SIZE PICKUP

The all-new interior is developed entirely around functionality, setting new standards for how quiet a truck can be, as well as for amenities and ergonomics. Only premium materials and the smartest technologies were used in creating this interior. The new front seats are built for all-day comfort, and a redesigned use of interior space provides more rear-seat leg room in Crew Cab models. From the driver seat, controls are grouped by function and strategically located for optimum visibility and accessibility. And if you want to talk “organized,” new control pods connect you to top-of-the-line technology, while the reconfigurable center console features spaces for laptops, hanging file storage, multiple USB ports¹ and more.

¹Not compatible with all devices.


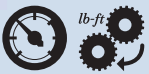



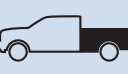


PURPOSEFUL TECHNOLOGY AT YOUR FINGERTIPS

The available Chevrolet MyLink¹ Radio and OnStar² Directions & Connections Plan, standard on most models³ for 6 months, allow you to easily and quickly view area maps and receive traffic updates on the full-color touch-screen display. You can also choose an optional Rear-Vision Camera System for improved visibility.

¹MyLink functionality varies by model. Full functionality requires compatible Bluetooth[®] and smartphone, and USB connectivity for some devices. ²Visit onstar.com for coverage map, details and system limitations. ³Not available on WT models.

THE NEXT GREAT PICKUP FROM CHEVY

	<p>THE FIRST LIGHT-DUTY PICKUP TO INCLUDE THESE STANDARD ON EVERY ENGINE</p> <p>ACTIVE FUEL MANAGEMENT WITH CYLINDER DEACTIVATION</p> <p>VARIABLE VALVE TIMING</p> <p>DIRECT INJECTION</p>	<p>6-SPEED AUTOMATIC TRANSMISSION STANDARD</p>	<p>HIGH-STRENGTH STEEL BOXED FRAME FOR GREATER STRENGTH AND RIGIDITY</p>	<p>4-WHEEL DISC BRAKES WITH DURALIFE ROTORs EXTEND</p> <p>BRAKE LIFE</p>	
<p>355 HP @ 5600 RPM 383 LB-FT TORQUE @ 4100 RPM</p> 	<p>11,500¹ MAX TOWING</p> 	<p>2101² MAX PAYLOAD</p> 	<p>NEW ELECTRIC POWER STEERING</p> 	<p>NEW AVAILABLE 6'6" BOX ON CREW CAB MODELS</p> 	<p>16/23^{2WD} CITY/HWY MPG <small>(EPA-ESTIMATED FOR THE 5.3L V-8)</small></p> <p>16/22^{4WD} CITY/HWY MPG</p>

¹2WD Double Cab equipped with the available 5.3L V-8 engine and the Max Trailering Package (available summer 2013). Maximum trailer weight ratings are calculated assuming a 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.

²2WD Double Cab equipped with the available 5.3L V-8 engine and the Max Trailering Package (available summer 2013). Maximum payload capacity includes weight of driver, passengers, optional equipment and cargo.





THE ALL-NEW 2014 SILVERADO, AVAILABLE SUMMER 2013.

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