

What's Makes Chevy's Number 1 Truck Just a Bit More Enticing in 2005.

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By Jenny McLane

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Last Year Silverado unveiled a hybrid version and it's still included in this years all star line up.

The Silverado pickup truck remains Chevy's best selling vehicle, probably in part because it's available in so many configurations. There's a Silverado to suit just about everyone who wants a full size pickup truck. Versatility is one of the Chevy Silverado's strongest point.

A gas-electric hybrid model was introduced in 2004 and remains in the lineup for 2005. A Hybrid Silverado's offer up to 10-percent better fuel economy; it has a 120-volt electrical power with ground fault detection and accessory powering capabilities with power outlets under the rear seat of the cab and in the pickup bed.

Don't expect to see a hybrid Silverado at most Chevy dealerships. The trucks are available in limited quantities and are only being sold in six states; this includes California, Oregon, Washington, Alaska, Nevada and Florida.

Some of the Chevy Silverado Configurations available for 2005 are the; choices for bodies are the Regular, Extended or Crew Cab bodies. You can also have a pick of Standard 6.5 foot or extended 8-foot boxes. This can come in Fleetside or Sportside box styles. Available are 1500 half-ton or 2500 three-quarter-ton models in 2WD or 4WD systems.

There are also choices to be made in engine types. They are the 4300 4.3 L V-6, 4800 4.8L V-8, Two models of the Vortec 5300 5.3L V-8 and the Vortec 6000 6.0L V-8. All Silverados with the Vortec 4300 4.3L V-6, and trucks sold in California with the Vortec 4800 4.8L or Vortec 5300 5.3L V-8, have a catalytic converter system that meets Ultra Low Emission Vehicle (ULEV) standards. Trucks equipped with the Vortec 6000 6.0L V-8 come with a dedicated compressed natural gas (CNG) or bi-fuel system that can run on CNG or gasoline. Light-duty Silverados with the Vortec 5300 5.3L V-8 offer an option that allows owners to operate them on varying blends of ethanol and gasoline, up to a maximum of 85

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percent ethanol.

Payload capacities range from 1,295 pounds to 4,047 pounds for 2500 heavy duty models. Gross Vehicle Weight Ratings range from 6,100 pounds to 9,200 pounds on properly equipped heavy duty versions. GM's QuadraSteer four-wheel steering system is available on 1500 Extended Cab short-box and 2500 Crew Cab Silverado pickups. GM's OnStar system is standard on LT and available on LS light duty models. For the heavy duty trucks, OnStar is standard on Silverado LT Extended Cab and Crew Cab models, and available on 2500 HD and 3500 models.

It all boils down to one thing. When it comes to hard work, the Chevy Silverado is not shy. It is designed to do one thing and has no qualms in doing so. One good thing is, with every year the Chevy Silverado just keeps getting bigger, stronger and tougher. Plus with the addition of the Hybrid edition you can load up and save up also. Working hard doesn't mean you have to be a Spartan. Many

features that seem to pile up every year for added comfort make life a tad bit easier.

One thing though, no matter how tough a machine the Silverado is, it is what it is, a machine. Machines have the tendency to wear down with its use, the more usage the more the probability there is that metal fatigue is setting in. Keep your Silverado in top-notch shape by doing preventive maintenance by using top-notch Chevy replacement parts from Auto Parts Train. They have in their stocks only the best in quality and the surest in fit. All are designed and graded to the specifications of original equipment manufacturers. Got into an accident? No sweat, Auto Parts Train only provides the finest in durability with its collision parts; it is as if nothing ever happened.

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Jenny McLane is a 36 year old native of Iowa and has a knack for research on cars and anything and everything about it. She works full time as a Market Analyst for one of the leading car parts suppliers in the country today.

New Chevy Racing Campaign During Daytona 500

By Aurel Radulescu

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As the stars of NASCAR are revving their engines for the 2006 racing season, Chevy Racing will be celebrating its success on the track with a new advertising campaign set to kick off during the televised Daytona 500 race. Boasting about their 25 wins in the last 33 Manufacturer's Cup Championships, Chevy racing plans to focus on the fact that they have won more than any other automobile manufacturer while dominating one of the most popular sports in America.

The new Chevy Racing campaign unveils "Team Chevy," which is an exclusive club consisting of some of NASCAR's brightest stars and their participation using the Chevy Monte Carlo SS racing machine. While retaining its "American Revolution" tag line, Chevy also plans to incorporate a touch of humor with its new campaign.

During the first commercial ad spot, fans will see "Toast." This promo features Jeff Gordon, Jimmie Johnson, Dale Earnhardt Jr. and Tony Stewart as they enjoy celebrating recent Team Chevy victories. As these superstars relive their wins, they incorporate NASCAR's victory celebration into the crowd. As they spray champagne into the crowd of cheering fans, they also pour their champagne over the heads. The latter is customary for the victor in a NASCAR race, but Chevy decided to add a twist by spraying the fans, as well.

During the second televised spot, titled "Office," Team Chevy once again showcases their racing dominance as Chevy's Racing Director, Terry, searches for space to display the latest awards for current NASCAR Champion Tony Stewart. As he searches all around, he finds that every inch of space is already occupied with trophies. But, perhaps there is room somewhere!

"Chevy Racing is all about a passion for racing and winning and that excitement extends to our vehicle lineup, which is now America's No. 1—selling automotive brand," said Ed Peper, Chevrolet General Manager. "Deutsch found a simple, clear way to deliver that message with a couple of great humorous twists."

Chevy and NASCAR fans will get their first glance at the new advertising campaign during the NBC televised Daytona 500 event on February 19, 2006. Ads will appear nationally on both NBC and Fox. Printed ads, in conjunction with those being televised, will appear in USA today and in various racing program guides.

Chevrolet is the bestselling automotive brand in the United States. With the largest dealer network in America, Chevy is the leader in full-size trucks and in the sale of vehicles priced at \$35,000 and above. In addition, Chevy offers expressive design, valued pricing and spirited performance with features found only in the more expensive automobiles.

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