

**DARE
TO COMPARE**

MAY THE BEST CAR WIN



2011 CHEVROLET CRUZE

SIDE-BY-SIDE READINESS GUIDE



TABLE OF CONTENTS

HOME - About This Guide	1
Key Wins	2
Buyers	3
The Competition	4-11
The Experts Speak	12

NAVIGATION:

You can navigate within this Guide by using the Hotlinks in the title bar on each page, or the Previous/Next Buttons at the top of each page.

ABOUT THIS GUIDE

There's a lot of positive momentum in the industry. The economy is stabilizing and consumers are increasingly optimistic ... sales continue to improve ... and over 1,000 people are switching to Chevrolet every day. Now is the perfect time to get aggressive with bold marketing and advertising activities that take on the competition ... in our backyard ... and invite consumers to **DARE TO COMPARE**.

Dealers and LMAs throughout the country are developing plans to execute DARE TO COMPARE events throughout the year. DARE TO COMPARE brings the competition to your store to help you engage conquest customers in hands-on, inspection and evaluation activities – MAY THE **BEST CAR WIN**. Dealers will select activities and vehicles that are best-suited to their market. Recommended tactics include:

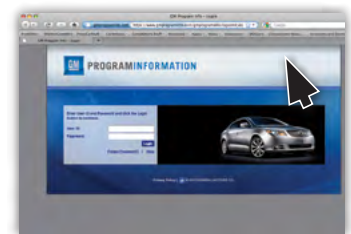
- Acquisition of competitor vehicles
- Chevrolet hero and competitor vehicle displays
- Chevrolet hero and competitor walkarounds and test-drives (on-site, traditional and off-site venues)
- Event Activation and POS Kit
- Direct mail (private offer) and digital outreach opportunities
- Traditional promotional planning activities

While largely designed as a conquest event, dealers and LMAs are also encouraged to devise DARE TO COMPARE owner retention strategies. Be sure to check with your Sales Manager regarding DARE TO COMPARE plans for your dealership.

This first phase of DARE TO COMPARE provides materials for the Chevrolet Cruze against key competitors. Other materials will follow in late January, focused on Equinox, Malibu, Traverse and Silverado.

NOTE: This guide is a shorter version of the Cruze Side-by-Side Guide that was posted for launch in late August. Share copies of the following tools with every customer:

- In this guide and on gmprograminfo.com in virtual SBS Guide:
 - Cruze LT Competitive Chart Summary
- On gmprograminfo.com within DARE TO COMPARE Sales Readiness:
 - Updated Cruze LS Competitive Chart Summary
 - Walkaround Evaluation Sheet
 - Test Drive Evaluation Sheet
 - The Experts Speak (third-party quotes)



www.gmprograminfo.com

Use these materials along with the hero and competitive static clings included in your dealership's available Event Activation and POS kit, when presenting Cruze and the competition. Be sure to also leverage other Cruze tools from launch and gmtraining.com to help you make the most of your opportunities, especially the Product Source Website and CruzeShare, which allows you to share best practices online and potentially be rewarded with EARNpower points.

GOOD SELLING!

KEY WINS

The Chevrolet Cruze sets a new standard for compact cars with solid wins many customers care about. Be sure to discuss the following points during your walkarounds and test drives.

COMPREHENSIVE SAFETY PACKAGE WITH 10 AIR BAGS

- 10 Standard Air Bags (including rear outboard torso side-impact airbags)*
- Antilock Braking System (ABS)
- StabiliTrak Electronic Stability Control System
- Traction Control
- Tire Pressure Monitoring System (excludes spare tire)
- OnStar with Turn-by-Turn Navigation and downloadable MyLink mobile app (six months standard)**

* Always use safety belts and child restraints. Children are safer when properly secured in a rear seat in the appropriate child restraint. See the Owner's Manual for more information.

** Visit onstar.com for coverage map. Not available in certain areas. Compatible with iPhone and Android platforms. Requires active OnStar subscription (standard for six months).

COMFORT AND CONVENIENCE

- Long fore/aft seat travel and comfortable seats
- Extensive list of standard features you'd expect:
 - Power Windows, Power Door Locks with Remote Keyless Entry (RKE), Air Conditioning, Passenger Cabin Air Filtration, Rear Window Defogger
- Uncommon standard features not usually found on compacts:
 - Manual Tilt and Telescoping Steering Wheel, Driver Information Center, Oil Life Monitor, AM/FM/CD/MP3-capable radio with an auxiliary input jack including six speakers, OnStar with Turn-by-Turn Navigation and myChevrolet mobile app, including OnStar MyLink app (standard for six months*), XM Satellite Radio (3-month trial of XM service**), 60/40 split fold-down Rear Seats; includes a fold-down armrest with two Cup Holders (except on Eco Manual)

+ 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.

UP TO 42* MPG HIGHWAY AND FUN-TO-DRIVE PERFORMANCE

Model	ECOTEC 1.8L DOHC 4-cylinder with VVT		ECOTEC 1.4L DOHC Turbocharged 4-cylinder	
	LS Only	LT (1LT & 2LT)	LTZ	Eco**
Horsepower	138 @ 6300 RPMs	138 @ 4900 RPMs	138 @ 4900 RPMs	138 @ 4900 RPMs
Torque (lb-ft)	123 @ 3800 RPMs	148 @ 1850 RPMs	148 @ 1850 RPMs	148 @ 1850 RPMs
Transmission	6-speed Man (Std) 6-speed Auto w/DSC (Opt)	6-speed Auto w/DSC (Std)	6-speed Auto w/DSC (Std)	6-speed Man (Std) 6-speed Auto w/DSC (Opt)
Fuel Economy*	26* city / 36* hwy (Man) 22* city / 35* hwy (Auto)	24* city / 36* hwy	24* city / 36* hwy	28* city / 42* hwy (Man) 26* city / 37* hwy (Auto)
0-60 MPH	9.7 sec (Man); 10.0 sec (Auto)	9.1 sec	9.1 sec	10.0 sec (Man); 9.1 sec (Auto)
Fuel	Regular Unleaded	Regular Unleaded	Regular Unleaded	Regular Unleaded
100,000-mile Spark Plugs*	Standard	Standard	Standard	Standard
150,000-mile Engine Coolant*	Standard	Standard	Standard	Standard
Suspension: Front / Rear	Independent / Semi-independent Crank Beam Axle with Z-link (Watt's Link)	Independent / Semi-independent Crank Beam Axle with Z-link (Watt's Link)	Independent / Semi-independent Crank Beam Axle with Z-link (Watt's Link)	Independent / Semi-independent Crank Beam Axle
Steering	Rack-mounted, Electric	Rack-mounted, Electric	Rack-mounted, Electric	Rack-mounted, Electric

* EPA Fuel Economy Estimates. ** Available for order. + Maintenance needs vary with different uses and driving conditions. See the Owner's Manual for more information.

EXCEPTIONAL ROOMINESS

- Greater interior room than Toyota Corolla, Honda Civic and Ford Fusion
- Greater cargo capacity than Toyota Corolla, Honda Civic, Ford Fusion and Hyundai Elantra
- Longer wheelbase and wider track width than Corolla, Civic and Fusion

REFINED INTERIOR WITH UPSCALE AMBIANCE

- Dual cockpit design creates a sporty upscale look
- All knobs, buttons and interfaces feature chrome surround finish and LED backlighting
- Center stack flows from the dash
- Integrated center console with two Cup Holders, sliding armrest and storage compartments, two power outlets (front and rear seat accessibility) and USB* port (where equipped)
- Seats offer available French stitching with a high stitch-per-inch ratio (great looks and durability; usually found in premium vehicles)
- World-class tight interior tolerances
- Upscale available features not usually found on compacts (as equipped) include Heated Seats, Map Navigation**, Bluetooth® for select phones*, USB*, Remote Start and Pioneer® 9-speaker Audio System

* Not compatible with all devices.

** Map coverage excludes Virgin Islands, Puerto Rico and portions of Canada.

+ Visit gm.com/bluetooth to see which phones are compatible with the vehicle.

AMAZINGLY QUIET = QUALITY AND COMFORT

- Over 30 different acoustic treatments (excludes Eco Manual)

5-STAR OVERALL VEHICLE SCORE*



* Government 5-Star Safety Ratings are part of the U.S. Department of Transportation's New Car Assessment Program (www.SaferCar.gov).

THE 2011 CRUZE WAS NAMED A
2011 TOP SAFETY PICK
BY THE INSURANCE INSTITUTE
FOR HIGHWAY SAFETY.

BUYER RESEARCH

The following research information will help you tailor your walkarounds and test-drives to the competition, while being mindful of areas of strength and opportunity. Due to Cruze being so new, Chevrolet research is based on the Cobalt. Overall, the compact segment continues to grow. Many buyers are married and in their early 50s, with three out of four having no children at home. The market is now comprised of slightly more male buyers than female. Remember to always be respectful of the competition.

KEY TAKEAWAYS – PERSONAL VIEWPOINTS

- Cobalt and Focus owners are loyal to the brand and value dealer service
- Honda Civic owners will listen to others, but are strong advocates of their brand
- Toyota Corolla buyers are most influenced by fuel economy and ease of maintenance
- Hyundai Elantra owners generally don't favor any particular competitive make more than another; the #1 reason Elantra owners leave the brand is because of bad dealership treatment

TOP REASONS FOR AVOIDING A DIVISION'S VEHICLE (PERCENTAGE IMPORTANCE)

	Chevrolet Cobalt	Ford Focus	Honda Civic	Toyota Corolla	Hyundai Elantra	Small Car Segment
Didn't like its looks	39	41	23	31	39	36
Concerned about reliability	36	32	5	4	26	21
Depreciated too fast	32	33	6	6	27	19
Didn't want an American vehicle	29	24	2	1	3	8
Poor quality	28	21	3	5	17	13
Too bland or boring	24	30	15	26	22	15
Didn't have options I wanted	19	17	18	18	16	16
Not sporty enough	13	15	11	8	8	11
Not enough gas mileage	13	19	11	13	16	10
Other manufacturer's dealers provide better service	13	19	5	3	10	10
Bad experience (self) with dealer	13	12	5	5	12	8
Not enough of a luxury vehicle	13	10	9	6	10	12
Bad experience with manufacturer's vehicles (other)	12	24	12	19	16	12
Lacked performance	11	13	5	2	2	6
Didn't offer incentives	10	14	14	12	7	8
Costs too much	9	10	5	7	10	6
Concerned about safety	9	6	7	8	8	5
Doesn't convey enough status	9	10	18	14	8	12
Old person's vehicle	8	10	13	10	8	7
Lacked interior roominess	7	8	5	3	6	5

This chart reflects why people avoided models entirely. Use this chart to reinforce areas of opportunity for Cruze, as well as competitor areas of potential vulnerability. Always be professional. Never be negative or slam the competition.



IMPORTANT:

To help you better connect with customers, make sure you are familiar with and regularly visit popular third-party shopping sites, as well as competitive manufacturer sites.

TOP IMAGE ATTRIBUTES (HOW OWNERS PERCEIVE THEIR VEHICLES)

	Chevrolet Cobalt	Ford Focus	Honda Civic	Toyota Corolla	Hyundai Elantra
Economical	61	73	68	67	72
Good value	66	74	70	66	78
Fun to drive	44	55	53	41	49
Functional	55	64	57	54	62
Safe	49	58	61	54	67
Comfortable	51	56	51	52	66
Simple	45	43	36	34	40
Stylish	33	44	43	41	40
Sporty	24	24	27	29	18
Conservative	24	32	22	26	30
Responsive	28	35	32	25	32
Well-engineered	29	38	54	40	43
Family-oriented	16	22	19	21	27
Youthful	19	19	24	20	13
Sleek	11	11	22	13	14
Powerful	6	10	8	9	7
Classic	7	9	12	12	9
Distinctive	7	8	9	8	8
Innovative	4	13	10	7	9
Elegant	4	6	9	10	10
Sophisticated	5	8	8	7	7
Rugged / Tough	1	4	3	4	3
Prestigious	1	4	4	5	3
Luxurious	3	5	3	5	4

This chart reflects how owners view their vehicle. Be sure to emphasize known competitor areas of strength, as also being important Cruze attributes during your walkarounds and test drives. This will help competitive owners visualize Cruze favorably, in terms that are important to them. In addition, when talking with Cobalt or GM Free Agent small car owners from Saturn or Pontiac, be certain to emphasize those same areas of importance, while also demonstrating key areas that may have been rated lower on Cobalt or other GM products compared to key competitors (e.g., well-engineered, safe, comfortable/extremely quiet, proven durability, a good value, and so on).

2011 CHEVROLET CRUZE 1LT VS. 2011 TOYOTA COROLLA LE

The Toyota Corolla has been one of the best-selling compact cars since its introduction and has been updated slightly for the 2011 Model Year.

KEY CRUZE 1LT ADVANTAGES INCLUDE:

- More passenger and cargo room (94.6 vs. 92.0 and 15.4 vs. 12.3 cu-ft.)
- Cruze 1.4L DOHC Turbo offers 138 horsepower and 148 lb-ft of torque vs. Corolla's 1.8L DOHC's 132 horsepower and 128 lb-ft of torque
- Cruze has a 6-speed Automatic Transmission vs. a 4-speed Automatic on Corolla
- 8-way driver and front passenger seat adjusters on Cruze vs. 4-way adjusters on Corolla
- Steering wheel audio controls are standard on Cruze, but are not available on Corolla
- 16" wheels are standard on Cruze vs. 15" wheels on Corolla
- USB* and Bluetooth for select phones** are available on Cruze 1LT as part of an option package, but are not available on Corolla
- Cruze has a larger fuel tank than Corolla, combined with the better highway fuel economy which means less stops at the pump (approximately 15.6 vs. 13.2 gal fuel tank and 36 vs. 34 MPG highway based on EPA estimates)
- Cruze powertrain is backed up by a 5-year/100,000-mile Powertrain Limited Warranty* vs. a 5-year/60,000-mile Powertrain Limited Warranty* on Corolla

* Not compatible with all devices.

** Visit gm.com/bluetooth to see which phones are compatible with the vehicle.

+ Whichever comes first. See dealer for details.

2011 Chevrolet Cruze 1LT

2011 Toyota Corolla LE

POWERTRAIN AND SUSPENSION TECHNOLOGIES

	2011 Chevrolet Cruze 1LT	2011 Toyota Corolla LE
Engine	1.4L DOHC I4 Turbo	1.8L DOHC I4
Horsepower @ RPM	138 @ 4,900	132 @ 6,000
Torque @ RPM	148 @ 1,850	128 @ 4,400
EPA Fuel Economy Estimates	24/36	26/34
Opt. Engine	NA	NA
Std. Transmission	6-sp. Automatic	4-sp. Automatic
Opt. Transmission	NA	NA
Front Suspension	Ind. MacPherson	Ind. MacPherson
Rear Suspension	Crank Beam Axle with Z-link	Torsion Beam
Steering System	Rack-mounted, electric	Rack & Pinion, electric
Turning Radius (ft.)	35.7	35.6
Wheels	16" steel with cover	15" steel w/cover
Opt. Wheels	16" 5-spoke alloy	16" alloy

COMPREHENSIVE SAFETY FEATURES

	2011 Chevrolet Cruze 1LT	2011 Toyota Corolla LE
Anti-Lock Brakes	S	S
Traction Control	S	S
StabiliTrak	S	S
Brake Assist	S	S
Brake Override	S	S
Daytime Running Lamps	S	S
Tire Pressure Monitoring System (excludes spare tire)	S	S
10 Air Bags*	S	6 Air Bags
3-Point Safety Belts all positions	S	S
Lower Anchor upper Tether Child Seat Mounting System	S	S
Power Rear Child Security Door Locks	S	Manual
Remote Keyless Entry with Panic Alarm	S	0
Anti-Theft Alarm with Engine Immobilizer	S	S
Stolen Vehicle Tracking** (standard for six months)	S	NA

* Always use safety belts and child restraints. Children are safer when properly secured in a rear seat in the appropriate child restraint. See the Owner's Manual for more information.

** Visit onstar.com for coverage map, details and system limitations. Standard for six months. Not available in certain areas.



NOTE:

You can also find updated competitive chart summaries featuring the Cruze LS on www.gmprograminfo.com under DARE TO COMPARE.

2011 CHEVROLET CRUZE 1LT VS. 2011 TOYOTA COROLLA LE (CONT.)

	2011 Chevrolet Cruze 1LT	2011 Toyota Corolla LE
COMFORT AND CONVENIENCE		
8-way Adjustable Driver Seat	S	4-way
8-way Adjustable Passenger Seat	S	4-way
Premium Cloth Upholstery	S	S
60/40 Split Folding Rear Seat	S	S
Front Center Console with Storage and Adjustable Armrest	S	not adjustable
Dual Cup Holders Front	S	S
Dual Cup Holders Rear	S	S
2 Power Outlets (12V)	S	S
Rear Fold-down Armrest	S	NA
Tilt/Telescoping Steering Wheel	S	S
Power Windows with Driver Express-down	S	S
Cruise Control	O	O
Air Conditioning	S	S
Driver Information Center	S	S
AM/FM Stereo with single CD/MP3 capability	S	S
6 Speakers	S	4 speakers
Satellite Radio	XM (3 month trial) ¹	O (XM)
Steering Wheel Audio Controls	O	NA
Auxiliary Input	S	S
USB Port ²	O	NA
Bluetooth Connectivity for select phones ³	O	NA
MyChevrolet Mobile app ⁴	S	NA
ONSTAR (STANDARD FOR SIX MONTHS)⁵		
OnStar Automatic Crash Notification	S	NA
OnStar Emergency Services	S	NA
OnStar Crisis Assist	S	NA
OnStar Stolen Vehicle Assistance	S	NA
OnStar Remote Door Unlock	S	NA
OnStar Roadside Assistance	S	NA
OnStar Remote Horn and Lights	S	NA
OnStar Vehicle Diagnostics	S	NA
OnStar Automatic Email Vehicle Service Reminder	S	NA
Turn-By-Turn Directions	S	NA
OnStar MyLink Mobile app ^{4,6}	S	NA
DIMENSIONS AND CAPACITIES		
Wheelbase (in.)	105.7	102.4
Length (in.)	181.0	178.7
Width (in.)	70.7	69.3
Height (in.)	58.1	57.7
Track front/rear (in.)	60.7/61.3	60.3/60.4
Interior Volume (cu.-ft.)	94.6	92.0
Trunk Volume (cu.-ft.)	15.4	12.3
Total Volume (cu.-ft.)	110.0	104.3
Fuel capacity (gal. approx.)	15.6	13.2
OWNER BENEFITS⁷		
Transferable Bumper-to-Bumper Limited Warranty (years/miles)	3/36,000	3/36,000
Transferable Limited Powertrain Warranty (years/miles)	5/100,000	5/60,000
Roadside Assistance Program (years/miles)	5/100,000	2/25,000
Courtesy Transportation Program (years/miles)	5/100,000	Dealer
Transferable Rust-through Corrosion Warranty (years/miles)	6/100,000	5/unlimited
Base MSRP including Destination⁸	\$18,895	\$17,610

¹ 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. ² Not compatible with all devices. ³ Visit gm.com/bluetooth to see which phones are compatible with the vehicle. ⁴ Available on iPhone and Android platforms. ⁵ Visit onstar.com for coverage map, details and system limitations. Standard for six months. Not available in certain areas. ⁶ Requires active OnStar subscription, standard for six months. ⁷ Whichever comes first. See Dealer for details.

⁸ Tax, title, license, dealer fees and optional equipment extra.

2011 CHEVROLET CRUZE 1LT VS. 2011 HONDA CIVIC LX

The Honda Civic has been the best-selling compact car for many years and is really considered “the gold standard”. While often referred to as “appliance-like” in its exterior and interior styling, there is no disputing Civic’s longstanding leadership and loyal customer base. A new 2012 Honda Civic is due during the 2011 Calendar Year.

KEY CRUZE 1LT ADVANTAGES INCLUDE:

- Cruze provides standard Traction Control, a feature not available on Civic LX
- Cruze provides standard StabiliTrak, a feature not available on Civic LX
- Cruze provides standard Brake Assist, a feature not available on Civic LX
- Cruze has 10 airbags*, while Civic LX has 6
- Dual Cup Holders keep rear seat passengers happy on Cruze, while Civic LX rear seat passengers have to hold the beverage in their hands since Cup Holders are not offered
- The electric power steering on Cruze has no parasitic draw on the engine vs. Civic’s traditional engine-driven power steering pump
- A rear fold-down armrest is not offered on the solid rear seat backrest on Civic whereas Cruze with the standard 60/40 split rear folding seat has a fold down armrest standard
- Cruze’s 94.6 cu-ft of interior volume beats the 90.9 cu-ft on Civic LX, providing passengers more room and comfort
- Satellite radio (XM**) is standard for three months on Cruze, while it is not offered on Civic LX
- OnStar* with its long list of features is standard for six months on Cruze, but is not offered on Civic LX
- 5-years/100,000-miles (whichever comes first) Roadside Assistance is part of the coverage on Cruze and left to the discretion of the Dealer with Honda

* Always use safety belts and child restraints. Children are safer when properly secured in a rear seat in the appropriate child restraint. See the Owner’s Manual for more information.

** 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.

+ Visit onstar.com for coverage map, details and system limitations. Standard for six months. Not available in certain areas.

	2011 Chevrolet Cruze 1LT	2011 Honda Civic LX Automatic
POWERTRAIN AND SUSPENSION TECHNOLOGIES		
Engine	1.4L DOHC I4 Turbo	1.8L SOHC I4
Horsepower @ RPM	138 @ 4,900	140 @ 6,300
Torque @ RPM	148 @ 1,850	128 @ 4,300
EPA Fuel Economy Estimates	24/36	26/34
Opt. Engine	NA	NA
Std. Transmission	6-sp. Automatic	5-sp. Manual
Opt. Transmission	NA	5-sp. Automatic
Front Suspension	Ind. MacPherson	Ind. MacPherson
Rear Suspension	Crank Beam Axle with Z-link	Ind. Multi-Link
Steering System	Rack-mounted, electric	Power Rack and Pinion
Turning Radius (ft.)	35.7	35.4
Wheels	16" steel with cover	16" with cover
Opt. Wheels	16" 5-spoke alloy	Dealer
COMPREHENSIVE SAFETY FEATURES		
Anti-Lock Brakes	S	S
Traction Control	S	NA
StabiliTrak	S	NA
Brake Assist	S	NA
Brake Override	S	S
Daytime Running Lamps	S	S
Tire Pressure Monitoring System (excludes spare tire)	S	S
10 Air Bags*	S	6 Air Bags
3-Point Safety Belts all positions	S	S
Lower Anchor upper Tether Child Seat Mounting System	S	S
Power Rear Child Security Door Locks	S	Manual
Remote Keyless Entry with Panic Alarm	S	S
Anti-Theft Alarm with Engine Immobilizer	S	S
Stolen Vehicle Tracking** (standard for six months)	S	NA

* Always use safety belts and child restraints. Children are safer when properly secured in a rear seat in the appropriate child restraint. See the Owner’s Manual for more information. ** Visit onstar.com for coverage map, details and system limitations. Standard for six months. Not available in certain areas.

2011 CHEVROLET CRUZE 1LT VS. 2011 HONDA CIVIC LX (CONT.)

	2011 Chevrolet Cruze 1LT	2011 Honda Civic LX Automatic
COMFORT AND CONVENIENCE		
8-way Adjustable Driver Seat	S	6-way
8-way Adjustable Passenger Seat	S	4-way
Premium Cloth Upholstery	S	S
60/40 Split Folding Rear Seat	S	solid folding
Front Center Console with Storage and Adjustable Armrest	S	S
Dual Cup Holders Front	S	S
Dual Cup Holders Rear	S	NA
2 Power Outlets (12V)	S	1 in front
Rear Fold-down Armrest	S	NA
Tilt/Telescoping Steering Wheel	S	S
Power Windows with Driver Express-down	S	S
Cruise Control	O	S
Air Conditioning	S	S
Driver Information Center	S	S
AM/FM Stereo with single CD/MP3 capability	S	S
6 Speakers	S	4 speakers
Satellite Radio	XM (3 month trial) ¹	NA
Steering Wheel Audio Controls	O	NA
Auxiliary Input	S	S
USB Port ²	O	NA
Bluetooth Connectivity for select phones ³	O	NA
MyChevrolet Mobile app ⁴	S	NA
ONSTAR (STANDARD FOR SIX MONTHS)⁵		
OnStar Automatic Crash Notification	S	NA
OnStar Emergency Services	S	NA
OnStar Crisis Assist	S	NA
OnStar Stolen Vehicle Assistance	S	NA
OnStar Remote Door Unlock	S	NA
OnStar Roadside Assistance	S	NA
OnStar Remote Horn and Lights	S	NA
OnStar Vehicle Diagnostics	S	NA
OnStar Automatic Email Vehicle Service Reminder	S	NA
Turn-By-Turn Directions	S	NA
OnStar MyLink Mobile app ^{4,6}	S	NA
DIMENSIONS AND CAPACITIES		
Wheelbase (in.)	105.7	106.3
Length (in.)	181.0	177.3
Width (in.)	70.7	69.0
Height (in.)	58.1	56.5
Track front/rear (in.)	60.7/61.3	59.0/60.2
Interior Volume (cu.-ft.)	94.6	90.9
Trunk Volume (cu.-ft.)	15.4	12.0
Total Volume (cu.-ft.)	110.0	102.9
Fuel capacity (gal. approx.)	15.6	13.2
OWNER BENEFITS⁷		
Transferable Bumper-to-Bumper Limited Warranty (years/miles)	3/36,000	3/36,000
Transferable Limited Powertrain Warranty (years/miles)	5/100,000	5/60,000
Roadside Assistance Program (years/miles)	5/100,000	Dealer
Courtesy Transportation Program (years/miles)	5/100,000	Dealer
Transferable Rust-through Corrosion Warranty (years/miles)	6/100,000	5/unlimited
Base MSRP including Destination⁸	\$18,895	\$19,305

¹ 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. ² Not compatible with all devices. ³ Visit gm.com/bluetooth to see which phones are compatible with the vehicle. ⁴ Available on iPhone and Android platforms. ⁵ Visit onstar.com for coverage map, details and system limitations. Standard for six months. Not available in certain areas. ⁶ Requires active OnStar subscription, standard for six months. ⁷ Whichever comes first. See Dealer for details.

⁸ Tax, title, license, dealer fees and optional equipment extra.

2011 CHEVROLET CRUZE 1LT VS. 2012 FORD FOCUS SE

The Ford Focus is one of the most cross-shopped vehicles vs. GM small cars. The 2011 Ford Focus represents the previous generation, and is being incentivized heavily to make room for the all-new 2012 model featured in this comparison. Ford has been taking orders for the 2012 Focus since October and is scheduled to begin arriving at showrooms in late-March / early-April.

KEY CRUZE 1LT ADVANTAGES INCLUDE:

- Cruze LT provides a standard 6-speed Automatic transmission, while Focus SE offers an automatic transmission as an option
- Stolen vehicle tracking* is standard for six months on Cruze, while this safety feature is not available on Focus SE
- A 60/40 split folding rear seat with a fold down armrest is standard on Cruze, while neither feature is available on the Focus (it has a solid folding rear seat without armrest)
- Cruze has a wider track front and rear than Focus (60.7/61.3 vs. 58.6/58.1) giving it a solid stance for responsive performance
- OnStar* with all its safety and convenience features is standard for six months on Cruze; Ford offers SYNC and MyTouch as an option, but it has limited features and doesn't really measure up
- Cruze's larger fuel tank (approximately 15.6 vs. 13.5 gals) means fewer stops at the pump, enhancing convenience
- Cruze is wider than Focus (70.7" vs. 67.9") offering more hip, elbow and shoulder room
- Cruze has a more comprehensive warranty package compared to Ford Focus

* Visit onstar.com for coverage map, details and system limitations. Standard for six months. Not available in certain areas.

	2011 Chevrolet Cruze 1LT	2012 Ford Focus SE Automatic
POWERTRAIN AND SUSPENSION TECHNOLOGIES		
Engine	1.4L DOHC I4 Turbo	2.0L Ti-VCT GDI I-4
Horsepower @ RPM	138 @ 4,900	160 @ 6500
Torque @ RPM	148 @ 1,850	146 @ 4450
EPA Fuel Economy Estimates	24/36	TBD
Opt. Engine	NA	NA
Std. Transmission	6-sp. Automatic	5-sp. Manual
Opt. Transmission	NA	6-sp. Automatic
Front Suspension	Ind. MacPherson	Ind. MacPherson
Rear Suspension	Crank Beam Axle with Z-link	Ind. Control Blade
Steering System	Rack-mounted, electric	Power Rack and Pinion, electric
Turning Radius (ft.)	35.7	TBD
Wheels	16" steel with cover	16" steel w/cover
Opt. Wheels	16" 5-spoke alloy	16" steel w/aero cover
COMPREHENSIVE SAFETY FEATURES		
Anti-Lock Brakes	S	S
Traction Control	S	S
StabiliTrak	S	S
Brake Assist	S	TBD
Brake Override	S	S
Daytime Running Lamps	S	NA
Tire Pressure Monitoring System (excludes spare tire)	S	S
10 Air Bags*	S	6 Air Bags
3-Point Safety Belts all positions	S	S
Lower Anchor upper Tether Child Seat Mounting System	S	S
Power Rear Child Security Door Locks	S	Manual
Remote Keyless Entry with Panic Alarm	S	S
Anti-Theft Alarm with Engine Immobilizer	S	S
Stolen Vehicle Tracking** (standard for six months)	S	NA

* Always use safety belts and child restraints. Children are safer when properly secured in a rear seat in the appropriate child restraint. See the Owner's Manual for more information. ** Visit onstar.com for coverage map, details and system limitations. Standard for six months. Not available in certain areas.

2011 CHEVROLET CRUZE 1LT VS. 2012 FORD FOCUS SE

	2011 Chevrolet Cruze 1LT	2012 Ford Focus SE Automatic
COMFORT AND CONVENIENCE		
8-way Adjustable Driver Seat	S	4-way
8-way Adjustable Passenger Seat	S	2-way
Premium Cloth Upholstery	S	S
60/40 Split Folding Rear Seat	S	Solid
Front Center Console with Storage and Adjustable Armrest	S	no adjustment
Dual Cup Holders Front	S	S
Dual Cup Holders Rear	S	only 1
2 Power Outlets (12V)	S	S
Rear Fold-down Armrest	S	NA
Tilt/Telescoping Steering Wheel	S	S
Power Windows with Driver Express-down	S	S
Cruise Control	O	O
Air Conditioning	S	S
Driver Information Center	S	S
AM/FM Stereo with single CD/MP3 capability	S	S
6 Speakers	S	4 speakers
Satellite Radio	XM (3 month trial) ¹	O (Sirius)
Steering Wheel Audio Controls	O	O (SYNC/MyTouch) ²
Auxiliary Input	S	S
USB Port ³	O	O
Bluetooth Connectivity for select phones ⁴	O	O
MyChevrolet Mobile app ⁵	S	NA
ONSTAR (STANDARD FOR SIX MONTHS)⁶		
OnStar Automatic Crash Notification	S	O (SYNC/MyTouch) ²
OnStar Emergency Services	S	NA
OnStar Crisis Assist	S	O (SYNC/MyTouch) ²
OnStar Stolen Vehicle Assistance	S	NA
OnStar Remote Door Unlock	S	NA
OnStar Roadside Assistance	S	NA
OnStar Remote Horn and Lights	S	NA
OnStar Vehicle Diagnostics	S	O (SYNC/MyTouch) ²
OnStar Automatic Email Vehicle Service Reminder	S	NA
Turn-By-Turn Directions	S	O (SYNC/MyTouch) ²
OnStar MyLink Mobile app ^{5,7}	S	NA
DIMENSIONS AND CAPACITIES		
Wheelbase (in.)	105.7	102.9
Length (in.)	181.0	175.0
Width (in.)	70.7	67.9
Height (in.)	58.1	58.6
Track front/rear (in.)	60.7/61.3	58.6/58.1
Interior Volume (cu.-ft.)	94.6	93.4
Trunk Volume (cu.-ft.)	15.4	13.8
Total Volume (cu.-ft.)	110.0	107.2
Fuel capacity (gal. approx.)	15.6	13.5
OWNER BENEFITS⁸		
Transferable Bumper-to-Bumper Limited Warranty (years/miles)	3/36,000	3/36,000
Transferable Limited Powertrain Warranty (years/miles)	5/100,000	5/60,000
Roadside Assistance Program (years/miles)	5/100,000	5/60,000
Courtesy Transportation Program (years/miles)	5/100,000	Dealer
Transferable Rust-through Corrosion Warranty (years/miles)	6/100,000	5/unlimited
Base MSRP including Destination⁹	\$18,895	\$19,090

¹ 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.xradio.com. ² Requires Bluetooth-compatible phone with active cellular account. ³ Not compatible with all devices. ⁴ Visit gm.com/bluetooth to see which phones are compatible with the vehicle. ⁵ Available on iPhone and Android platforms. ⁶ Visit onstar.com for coverage map, details and system limitations. Standard for six months. Not available in certain areas. ⁷ Requires active OnStar subscription, standard for six months. ⁸ Whichever comes first. See Dealer for details. ⁹ Tax, title, license, dealer fees and optional equipment extra.

2011 CHEVROLET CRUZE 1LT VS. 2011 HYUNDAI ELANTRA GLS

Hyundai continues its strong momentum in the marketplace with the arrival of the all-new Elantra, which promises to be a worthy competitor for the Cruze. In addition, Hyundai has improved its Bumper-to-Bumper Limited Warranty to 5-years / 60,000 miles (whichever comes first). Remember, the #1 reason owners leave the Hyundai brand is because of bad treatment at the dealership ... so do your part to make a difference!

KEY CRUZE 1LT ADVANTAGES INCLUDE:

- Hyundai has around 800 dealers, while Chevrolet has nearly 3,000 convenient locations coast-to-coast
- Elantra's optional Navigation is part of a \$1,700 package
- Cruze offers standard 16" wheels vs. 15" wheels on Elantra
- The safety system in Cruze incorporates 10 airbags*, while Elantra offers the traditional 6 airbags
- Cruze has a standard adjustable armrest in the center console for the driver, while this feature is extra cost on Elantra
- The standard steering wheel on Cruze is tilt/telescopic for more adjustability; Elantra only features a tilt function and charges extra for telescopic capability
- OnStar** is standard for six months on Cruze, but is not offered on Elantra
- Mobile Apps+ are available for various functions of Cruze, while these modern features are not offered for Elantra at any price
- Courtesy Transportation is not standard and may be available, based on dealer participation

* Always use safety belts and child restraints. Children are safer when properly secured in a rear seat in the appropriate child restraint. See the Owner's Manual for more information.

** Visit onstar.com for coverage map, details and system limitations. Standard for six months. Not available in certain areas.

+ Available on iPhone and Android platforms. OnStar MyLink requires active OnStar subscription, standard for six months.

	2011 Chevrolet Cruze 1LT	2011 Hyundai Elantra GLS Automatic
POWERTRAIN AND SUSPENSION TECHNOLOGIES		
Engine	1.4L DOHC I4 Turbo	1.8L DOHC I4
Horsepower @ RPM	138 @ 4,900	148 @ 6500
Torque @ RPM	148 @ 1,850	131 @ 4700
EPA Fuel Economy Estimates	24/36	29/40
Opt. Engine	NA	NA
Std. Transmission	6-sp. Automatic	6-sp. Manual
Opt. Transmission	NA	6-sp. Automatic
Front Suspension	Ind. MacPherson	Ind. MacPherson
Rear Suspension	Crank Beam Axle with Z-link	Ind. Multi Link w/stabilizer bar, sport tuned
Steering System	Rack-mounted, electric	Power Rack and Pinion, electric
Turning Radius (ft.)	35.7	34.8
Wheels	16" steel with cover	15" steel
Opt. Wheels	16" 5-spoke alloy	NA
COMPREHENSIVE SAFETY FEATURES		
Anti-Lock Brakes	S	S
Traction Control	S	S
StabiliTrak	S	S
Brake Assist	S	S
Brake Override	S	TBD
Daytime Running Lamps	S	S
Tire Pressure Monitoring System (excludes spare tire)	S	S
10 Air Bags*	S	6 Air bags
3-Point Safety Belts all positions	S	S
Lower Anchor upper Tether Child Seat Mounting System	S	S
Power Rear Child Security Door Locks	S	Manual
Remote Keyless Entry with Panic Alarm	S	S
Anti-Theft Alarm with Engine Immobilizer	S	S
Stolen Vehicle Tracking** (standard for six months)	S	NA

* Always use safety belts and child restraints. Children are safer when properly secured in a rear seat in the appropriate child restraint. See the Owner's Manual for more information. ** Visit onstar.com for coverage map, details and system limitations. Standard for six months. Not available in certain areas.

2011 CHEVROLET CRUZE 1LT VS. 2011 HYUNDAI ELANTRA GLS

	2011 Chevrolet Cruze 1LT	2011 Hyundai Elantra GLS Automatic
COMFORT AND CONVENIENCE		
8-way Adjustable Driver Seat	S	6-way
8-way Adjustable Passenger Seat	S	4-way
Premium Cloth Upholstery	S	S
60/40 Split Folding Rear Seat	S	S
Front Center Console with Storage and Adjustable Armrest	S	no adjustment
Dual Cup Holders Front	S	S
Dual Cup Holders Rear	S	S
2 Power Outlets (12V)	S	S
Rear Fold-down Armrest	S	S
Tilt/Telescoping Steering Wheel	S	Tilt (0 - Telescoping)
Power Windows with Driver Express-down	S	S
Cruise Control	O	S
Air Conditioning	S	S
Driver Information Center	S	S
AM/FM Stereo with single CD/MP3 capability	S	S
6 Speakers	S	S
Satellite Radio	XM (3 month trial) ¹	XM (3 month trial)
Steering Wheel Audio Controls	O	O
Auxiliary Input	S	S
USB Port ²	O	S
Bluetooth Connectivity for select phones ³	O	O
MyChevrolet Mobile app ⁴	S	NA
ONSTAR (STANDARD FOR SIX MONTHS)⁵		
OnStar Automatic Crash Notification	S	NA
OnStar Emergency Services	S	NA
OnStar Crisis Assist	S	NA
OnStar Stolen Vehicle Assistance	S	NA
OnStar Remote Door Unlock	S	NA
OnStar Roadside Assistance	S	NA
OnStar Remote Horn and Lights	S	NA
OnStar Vehicle Diagnostics	S	NA
OnStar Automatic Email Vehicle Service Reminder	S	NA
Turn-By-Turn Directions	S	O
OnStar MyLink Mobile app ^{4,6}	S	NA
DIMENSIONS AND CAPACITIES		
Wheelbase (in.)	105.7	106.3
Length (in.)	181.0	178.3
Width (in.)	70.7	69.9
Height (in.)	58.1	56.5
Track front/rear (in.)	60.7/61.3	61.5/62.0
Interior Volume (cu.-ft.)	94.6	95.6
Trunk Volume (cu.-ft.)	15.4	14.8
Total Volume (cu.-ft.)	110.0	110.4
Fuel capacity (gal. approx.)	15.6	12.8
OWNER BENEFITS⁷		
Transferable Bumper-to-Bumper Limited Warranty (years/miles)	3/36,000	5/60,000
Transferable Limited Powertrain Warranty (years/miles)	5/100,000	10/100,000
Roadside Assistance Program (years/miles)	5/100,000	5/unlimited
Courtesy Transportation Program (years/miles)	5/100,000	Dealer
Transferable Rust-through Corrosion Warranty (years/miles)	6/100,000	7/unlimited
Base MSRP including Destination⁸	\$18,895	\$17,800

¹ 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. ² Not compatible with all devices. ³ Visit gm.com/bluetooth to see which phones are compatible with the vehicle. ⁴ Available on iPhone and Android platforms. ⁵ Visit onstar.com for coverage map, details and system limitations. Standard for six months. Not available in certain areas. ⁶ Requires active OnStar subscription, standard for six months. ⁷ Whichever comes first. See Dealer for details.

⁸ Tax, title, license, dealer fees and optional equipment extra.

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NOTE:

You can find a printable version of “The Experts Speak” for customers on www.gmprograminfo.com under DARE TO COMPARE Virtual Kit.