

Chevrolet introduces all new S-Series Pickups — complete with more space, added power

Chevrolet's all-new 1994 S-Series Pickup trucks are bigger, roomier, quieter and more powerful than their predecessors, with a higher level of standard equipment.

Official introduction day for the new family of trucks is September 23, with prices starting at \$9,655.

The new S-10 models are available in two-wheel-drive or four-wheel-drive in both regular cab (with a short or long bed) and extended cab versions. The new models are 10 inches longer, three inches wider and nearly two inches taller than the 1993 versions.

More car-like qualities were built into the new trucks, while keeping the most desirable truck attributes — with the knowledge that nearly 90 percent of the buyers in this segment purchase the vehicles for personal use. On the outside, the S-Series' aerodynamic sheetmetal bears a decided family resemblance to Chevy's full-size C/K Pickups. Semi-flush door glass and double-sealed doors help reduce wind noise.

But these new trucks were designed from the inside out. The S-Series vehicles feature three inches more shoulder room, with more hip room and head room as well. Complementing the new spacious interior are new trim, new seats and a new instrument panel with businesslike analog gauges, including fuel level, oil pressure, coolant temperature, voltmeter, speedometer and trip odometer.

Rotary controls for the heater/ventilation/AC system are convenient and easy to operate. On 4 X 4 models with the optional electronic transfer case, the switches are ribbed to make fingertip identification easy. With the uplevel trim, two auxiliary 12-volt power outlets are provided for cellular telephones and other accessories.

R134a refrigerant — a non-ozone depleting CFC substitute — is used in the air conditioning system.

Base models come standard with equipment that either was not available or was optional last year, including such extras as 16-inch styled steel wheels and tires (up from 14 inches last year), power steering, a more powerful four cylinder engine with port fuel injection, cupholders, intermittent windshield wipers, 20 gallon fuel tank, heavier base shock absorbers, a rear step bumper and a full-size spare tire.

Seating choices include a more comfortable standard bench seat, a reclining 60/40 split bench (with an improved "easy access" feature on extended cab models), and sporty high-back reclining buckets. As with other Chevrolets, Scotchgard fabric protection is standard on cloth surfaces.

Two-wheel-drive S-Series Pickups equipped with the base engine have a standard rear-wheel anti-lock (RWAL) braking system. A new computer controlled four-wheel anti-lock (4WAL) braking system is standard on trucks with V-6 engines.

Standard powerplant on the S-Series is a new 2.2-liter four-cylinder engine rated at 118 horsepower, a 12 percent increase over the 1993 base engine. Two 4.3-liter V6 engines are offered for 1994 — one developing 165 horsepower, and a high-output version rated at 195 horsepower.

New for 1994 are two new special options: the ZR2 "wide stance" performance package for the 4 X 4 regular cab model, and a Super Sport performance package for the two-wheel-drive regular cab model.

The new ZR2 Performance Package transforms the 4WD S-Series regular cab Pickup into a serious off-road machine. ZR2's front and rear track widths are 100mm (4.0 inches) wider than standard S-Series trucks, and its body stands three inches higher. Special wheel flares cover aggressive 31x10.5R15 on/offroad tires. The ZR2 has a unique frame, special underbody shielding, 46mm gas-pressurized Bilstein shock absorbers, a 28mm front stabilizer bar, a heavy-duty rear axle track bar, and a 3.73:1 axle ratio. The ZR2 package will be available with either 4.3-liter V6 engine (165hp or 195hp), and a 4-speed electronically controlled automatic transmission or 5-speed manual.

The 2WD Super Sport features the 195hp 4.3 liter V6 engine, electronically controlled 4-speed automatic overdrive transmission, sport suspension package, locking differential, 3.42:1 rear axle ratio, and a leather-wrapped steering wheel. Fog lamps, a body-colored grille, aluminum wheels, P215/65R15 tires, and "SS" identification also are standard.

A stiffer frame provides a rock-solid foundation for all 1994 S-Series Pickups. New two-stage rear leaf springs, new front coil springs (or torsion bars with 4WD), and larger diameter shock

absorbers improve the S-Series Pickup's ride and handling.

Seven new "chassis packages" of coordinated components — springs, shocks, stabilizer bars, and tires — are available — to tailor the S-Series Pickup's suspension for a wide variety of needs, from everyday commuting to hauling heavy loads and serious off-roading.

GM's highly regarded 4L60-E 4-speed automatic overdrive transmission is optional on all 1994 S-Series models. The 4L60-E brings the precision and flexibility of electronic controls to Chevy's new truck, providing a sophisticated,

"seamless" interface between the engine and transmission.

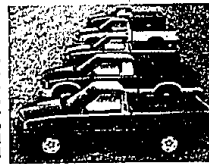
The S-Series Pickup's new box (available in 6-foot "short box" and 7.5 foot "long-box" sizes) has pockets in its inside panels to allow two-tie-down loops in all four corners of the pickup bed make it easy to secure a load in the new S-Series. The tailgate can be removed easily without tools, and it has a new smooth-operating latch.

The S-Series Pickup benefits from a new base-coat/clear-coat robotic painting process in 1994. This five-step procedure includes

an eight-stage zinc-phosphate coating, E-coat, powder primer, base coat, and clear coat. Six new exterior colors are available: brilliant blue metallic, teal green metallic, purple metallic, raspberry metallic, dark cherry red metallic, and quicksilver metallic.

The S-Series Pickup's already extensive corrosion protection has been enhanced for 1994. An improved underbody spray provides better anti-corrosion performance and more effective sound deadening. Coatings also have been added to dozens of underbody and underhood components.

Even with the base level trim, the new S-Series is loaded with comfort and convenience features. Cupholders, integral armrests, door panel storage pockets, a passenger grab handle, sunvisor map straps, and Solar-Ray™ tinted glass are standard. The uplevel LS trim adds cloth door panels, carpets, a 60/40 split bench seat, map lights with an illuminated entry/exit feature, two auxiliary power outlets, and other creature comforts. The LS exterior trim option includes body side moldings, a bright front bumper accent stripe, and color-keyed bumpers.



In addition to anti-lock brakes, the S-Series Pickup's long list of standard safety features includes new side guard door beams and a center high mounted stop light. Chevrolet S-Series Pickups are built at GM assembly plants in Linden, N.J., and Shreveport, La.

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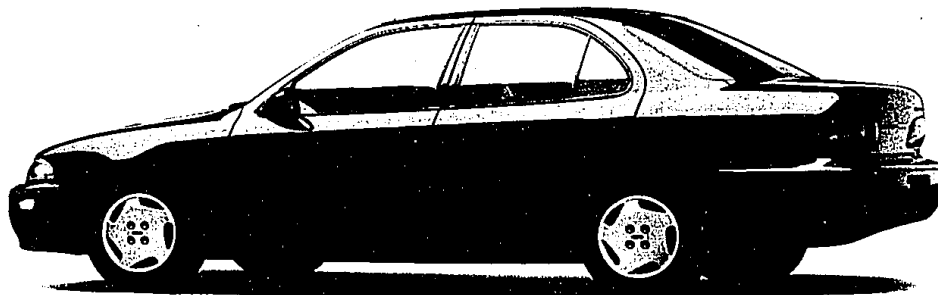
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