



CAMARO



SALESPERSON REFERENCE GUIDE

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CAMARO FORUMS



CAMARO

2010 Camaro RS LT



THE 2010 CHEVROLET CAMARO **HERO**

An incredible legacy is back, ready to rewrite history. But this time, the story takes a new direction. The 2010 Camaro is set to go beyond legendary and establish itself as the 21st Century Sports Car.

Camaro brings a new combination of power and technology prowess into the Regular Sports segment – one that's never been seen there before. It will stand apart from any competitor there currently, even the segment best seller, Ford Mustang.

Camaro will attract a very loyal customer base of passionate enthusiasts and look to target a new, more youthful customer. These new customers are very passionate drivers. They enjoy an exciting driving experience and like to impress and surprise others with what they drive. They also look for quality, warranty coverage and fuel economy as supporting purchase considerations. Camaro delivers on all these fronts. It offers the styling, technology, functionality, safety and performance that these new customers seek and delivers a 21st Century thrill.

Camaro offers outstanding performance capabilities and the confidence to handle any situation. There are two

available engines – a fuel-efficient and powerful 3.6L V6 DI VVT engine and a 6.2L small block V8, along with six-speed automatic and manual transmissions. An independent rear suspension provides increased refinement and handling, while giving Camaro a competitive ride advantage in the segment. Available advanced technologies like a USB port, Bluetooth® and high-intensity discharge (HID) headlamps complement features like interior ambient lighting and premium audio system from Boston Acoustics® that help provide a futuristic thrill and drive experience. On the outside, Camaro incorporates striking proportions and a strong road presence for a well-planted, agile appearance.

The 2010 Camaro is slated to start production in February 2009 and will be available for sale shortly thereafter. Be sure to stay tuned to www.chevylaunch.com for continuing updates regarding this 21st Century Sports Car from Chevrolet.

TRIM LEVELS

- **LS** – 300-horsepower 3.6L V6 DI engine, 18-inch Heritage steel wheels, StabiliTrak® Stability Control System with Traction Control, ABS, six air bags, OnStar® and XM® Satellite Radio, all standard
- **LT** – adds 18- or 19-inch aluminum wheels, fog lamps, 6-way power driver's seat, interior ambient lighting and more
- **SS** – 400- or 422-horsepower 6.2L V8, 20-inch aluminum wheels, SS-unique front fascia, SS spoiler, exterior and interior SS badging, 4-piston Brembo brakes, leather-wrapped steering wheel and shift knob, 6-way power seat, limited-slip differential and more
- **RS Appearance Package** (available with LT and SS) – HID headlamps, spoiler on LT model, 20-inch 5-spoke wheel with Midnight Silver paint finish, RS unique taillamp, body-color roof ditch molding and RS badging (front and rear)



2010 CAMARO **AWE-INSPIRING**

Inside and out, the production Camaro was designed to resemble the Camaro concept car that was unveiled at the 2006 North American International Auto Show in Detroit. Ever since, it's been clear – this is what the public has wanted. The 2010 production Camaro has stayed true to the original concept design.



2010 Camaro RS SS

FRONT

- Wide, powerful stance that signifies dominating sports car road presence
 - 75.9-inch overall vehicle width
- Forward “face” that is distinctly Camaro
 - Front grille that incorporates a slight “V” shape (First Generation Camaro heritage) and overall aggressive look
 - New Chevy bowtie design that’s leaner, more horizontal and contemporary
 - SS and RS badging where appropriate
- Aluminum hood with “power bulge” contributes to strong, powerful look
- Reverse Mohawk roof that extends twin cockpit theme inside
- Standard fog lamps on LT and SS
- HID headlamps with “halo ring” display provide added visibility (RS Package)

VERY CAMARO, BUT IN A TOTALLY NEW WAY

The 2010 Camaro was globally engineered and incorporates the next generation of GM’s Global Rear-Wheel-Drive architecture.



2010 Camaro RS LT

**SIDE**

- Expressive, classic form and shape with forward-motion proportions
- Long dash-to-axle dimensions, short rear end, short front overhang and low roofline
 - 112.3-inch wheelbase and 189.6-inch overall length
- One-piece bodyside stamping gives a clean appearance with strong, bold fender shapes and muscular rear shoulders
- "Camaro" badging positioned on the front quarter ahead of the door line
- Side "gills" offer a very crisp design cue (First Generation Camaro heritage)
- Large wheels and tires positioned outboard and flush with body surfaces for an agile appearance
 - 18-inch Heritage steel wheels, 245/55 R18 BFGoodrich all-season tires - LS
 - 18-inch aluminum wheels, 245/55 R18 BFGoodrich all-season tires - LT
 - 19-inch aluminum wheels (available in polished finish), 245/50 R19 Pirelli all-season tires - LT
 - 20-inch aluminum wheels (available in polished finish), 245/45 ZR20 Pirelli summer tire (front), 275/40 ZR20 Pirelli summer tire (rear) - SS
- Purposeful, body-colored mirrors optimally mounted for visibility

REAR

- Twin-tailamp elements (similar to Corvette) ensure the aggressive nature of Camaro's front end is carried to the rear
- Large, round dual polished exhaust tips
 - V6 engine - 3-inch tip
 - V8 engine - 3.75-inch tip
- Rear spoiler on SS model and LT with RS package
- SS models incorporate "SS" badge on right rear decklid
- CHMSL is LED and located on the package shelf under glass
- 11.3 cubic feet of trunk volume



2010 Camaro RS LT

EXTERIOR COLORS

- Victory Red
- Black
- Rally Yellow
- Silver Ice Metallic
- Red Jewel Tintcoat (additional charge)
- Cyber Gray Metallic
- Aqua Blue Metallic
- Inferno Orange Metallic
- Imperial Blue Metallic
- White (July 2009)
- Available Dual Stripe Package (White and Cyber Gray)

ACCESSORIES FOR THE 21ST CENTURY SPORTS CAR

GM Service and Parts Operations (SPO) will offer a robust portfolio of interior, exterior and performance accessories that will be available when Camaro hits dealerships.



2010 CAMARO **PRECISION**

The inside of Camaro captures the spirit of the past and the contemporary feel of the next generation.

HERITAGE DESIGN (FIRST GENERATION CAMARO)

- Instrument panel designed to appear solid and refined
- Center console separated from instrument panel for a much wider, more spacious feel inside
- Available four-pack gauges in the center console (under the radio) reminiscent of the past
 - Contemporary graphics
 - LED backlit
- “Deep dish” thick grip, three-spoke steering wheel, leather-wrapped on most models, is intuitive and iconic



- “Camaro” displayed in horn pad
- Thumbwheel controls right where you need them (stereo volume and cruise control)

CONTEMPORARY EXECUTION

- Chrome and bright applications throughout
 - Steering wheel
 - Horn pad
 - Cluster
 - Inside door handles
 - HVAC outlets



- Special lighting around all gauges to give a “floating” appearance
- Available ambient lighting runs across the upper edge of the appliqué in the instrument panel and doors using LED lighting technology – provides a subtle glow at nighttime



- Oversized knobs with chrome detail and rubber grommets that match Camaro’s bold, simple character

SIMPLE AND PURE

The GM Design Team strove to make sure all components, electronics and dials inside Camaro had a contemporary look and feel – they were heavily influenced by modern stylish consumer products such as cell phones, appliances and wristwatches as well as the interior of the First Generation Camaro.

- Contemporary, comfortable seating with adjustable headrests
 - Standard power recline driver and front passenger seat
 - Standard 4-way manual driver’s seat and 2-way manual front passenger
 - Available 6-way power adjustable driver’s seat
 - Available leather-appointed, heated front seating surfaces

ADDITIONAL CUSTOMER DELIGHTERS

- Available express-open and venting sunroof (first for Camaro)
- Large glove box
- Door map pockets
- Two world-class cupholders (fit numerous cup sizes)
 - Rear-seat pass-through
 - Center console bin storage with auxiliary input jack



TECHNOLOGY



- Standard OnStar® with one year of Safe & Sound Plan – includes Stolen Vehicle Location Assistance that can pinpoint the exact location of your vehicle if reported stolen and work with authorities to help recover your vehicle quickly
- Available Directions & Connections Plan with Turn-by-Turn Navigation
- Standard XM® Satellite Radio for the greatest variety of music, sports, talk, comedy, news and entertainment
- Available HID headlamps with “halo ring” for increased lighting and visual appeal at nighttime (RS Package)



- Standard StabiliTrak® Stability Control System with Traction Control
 - Competitive/Sport modes (V8 models) provide a “less governed” level of stability control for race-inspired, expert driving
 - Launch Control (V8 models with manual transmission) controls wheel slip to an optimum level and allows the driver to launch Camaro from rest and repeatedly achieve maximum acceleration
- Available Bluetooth allows for wireless communication with most Bluetooth-equipped electronic devices inside Camaro
- Available USB port allows for the download of music from a USB device
- Available Personal Device Interface Module (PDIM) allows for the use of the redundant steering wheel controls with an auxiliary device
- Standard 6-speaker base sound system
 - Mid-range speakers in each door and rear shelf
 - Tweeters in A-pillars



- Available Boston Acoustics Sound Systems – the first application in a GM vehicle
 - 245-watt 9-speaker premium Boston Acoustics Sound System
 - 6.5-inch woofers in each door
 - 1-inch tweeters in A-pillars
 - 3.5-inch center channel speaker in the upper Instrument Panel
 - Seven-channel sub-woofer on rear shelf
- Available Rear Park Assist for additional rearward visibility (planned availability in December 2009)

INTERIOR COLORS

- Jet Black
- Titanium Gray
- Neutral
- Inferno Orange Interior Accent Package

INTERIOR ACCENT PACKAGE**BLACK INTERIOR WITH INFERNO ORANGE ACCENTS**

- Leather-appointed, heated seating surfaces
- Inferno Orange stitching on:
 - Steering wheel
 - Shift knob
 - Door armrest
 - Center console
- Inferno Orange appliqué on:
 - Instrument panel
 - Door trim

2010 CAMARO **CONFIDENT**

Camaro offers everything you'd expected with safety – and more.

SAFETY BEFORE

- Standard StabiliTrak Stability Control System with Traction Control



- Front Passenger Detection System
- Standard Anti-lock Braking System
- Standard Daytime Running Lamps



SAFETY DURING

- Passenger safety cage
- Front and rear crush zones



- Standard dual-stage driver and front passenger air bags
- Standard head curtain side air bags (front and rear occupants)
- Standard front seat-mounted side-impact air bags
- Seat belt pretensioners for all occupants
- Standard rear seat LATCH system

SAFETY AFTER

- Standard OnStar with one year of Safe & Sound Plan:
 - Automatic Crash Response
 - Automatic Air Bag Deployment Response
 - Emergency Services
 - Crisis Assist



THE LATEST IN SAFETY TECHNOLOGY

OnStar on Camaro will incorporate Stolen Vehicle Location Assistance, along with Automatic Crash Response, Vehicle Diagnostics, Emergency Services, Crisis Assist, Remote Door Unlock and more.



2010 CAMARO *SOUL*

The heart of Camaro is its powertrain, from which a host of inherent drive characteristics stem. Created for the passionate driver, Camaro is positioned to reach new heights in the segment and set a new standard in the marketplace.

3.6L DI VVT V6 ENGINE

- Standard engine on LS and LT models
- Projected 300 horsepower and 273 lb.-ft. of torque (automatic/manual transmission)
- Direct Injection (DI) enables fuel to be delivered directly to the combustion chamber for a more complete burn of the air/fuel mixture – less fuel is required
- One of the most fuel-efficient offerings in GM's high-feature engine family, attaining an estimated 26 mpg on the highway
- Employs Variable Valve Timing (VVT) to change the timing of valve operation as conditions vary – when combined with DI, it enables unmatched power, efficiency and low emissions

6.2L V8 ENGINE

- Standard engine on SS models
- Projected 400 horsepower and 395 lb.-ft. of torque (automatic transmission) – L99 engine
- Projected 422 horsepower and 408 lb.-ft. of torque (manual transmission) – LS3 engine
- L99 engine incorporates Active Fuel Management (AFM) and Variable Valve Timing (VVT) for optimized valve timing and improved fuel economy



PERFORMANCE AND VALUE THAT EXCEED EXPECTATIONS

Camaro's outstanding V6 engine performance capabilities also come with better-than-expected fuel economy. And don't forget about the 100,000-mile/5-year fully transferable Powertrain Limited Warranty.

SIX-SPEED MANUAL AISIN TRANSMISSION

- Standard with the 3.6L DI VVT V6 engine
- Lower shift efforts and shorter shift throws
- Closer ratios for more rewarding, high-performance driving
- Quieter operation

HYDRA-MATIC® SIX-SPEED AUTOMATIC TRANSMISSION

- Available with 3.6L DI VVT V6 and 6.2L V8 engine (L99)
- One of the most technologically advanced in the industry
- Incorporates TAPshift® with steering-wheel-mounted paddle shifters for clutch-free six-speed automatic transmission shifting

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TREMEC® MANUAL TRANSMISSION

- Standard with the 6.2L V8 engine (LS3)
- Shorter throws and smoother gear synchronization
- Overall improved shift feel with little or no vibration
- Wider gears for increased torque and handling capability



RIDE AND HANDLING

- Near 50/50 weight distribution for enhanced driving characteristics
- Twin ball joint strut front suspension for precise handling
- Independent rear suspension for increased refinement
 - 4.5-link system with coil-over shock absorbers and decoupled stabilizer bar
 - Designed to handle power of the vehicle
 - Better handling on rough surfaces
 - A competitive advantage over solid axle
- Variable rate rack-and-pinion steering system for a sporty feel – 2.5 turns lock-to-lock
- Uplevel Brembo brakes with four piston calipers (front and rear) with racetrack stopping capability and durability (standard on SS)
- Standard engine oil and transmission oil coolers on SS



STANDARD TIRE INFLATOR KIT

- Convenient way to fix the majority of potential tire problems
- Camaro is lighter in weight with the Inflator Kit
- Available spare tire with LS and LT models (not available with SS)

