



## **News**

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### **Chevrolet Remains A Brand of Trust and Continues its unique Presence at Formula Al-Ahram**

**For the 17th consecutive year with seven of its top cars**

Chevrolet continues its success at Formula Al- Ahram 2010 for the 17th consecutive year by showcasing a diverse collection of its vehicles in a motorshow that is considered one of the biggest in the local and regional markets.

The exhibition that is held on January 20th to 24<sup>th</sup> witnessed one of GM's largest participations in its history through a marvelous display of two pavilions extended over 400 M2 where consumers are allowed to explore the full range of seven Chevy models, all offered for sale in the Egyptian market.

GM-Egypt Chairman and Managing Director, Mr. Rajeev Chaba, said that his company is always keen to invest in its brand specially in well- recognized motorshows like Formula Al Ahram in order to facilitate more interaction with consumers.

“ We always go the extra mile to serve our customers better not only through the wide network of outlets and service centres that are now spread everywhere, but also through our active participation in major events which allow us the opportunity to ascertain our presence and leadership position in the Egyptian market”, Chaba added.



## **News**

Chaba also stated that in this year's Formula, the company in cooperation with its success partner Al Mansour Automotive will re-launch the Opel Corsa 2010 with its new sleek design, attractive outer appearance, comfortable interior and its various advanced options.

According to Rajeev, GM will showcase seven different models which include Chevrolet Spark, Chevrolet Lanos, Chevrolet Aveo, Chevrolet Optra, Chevrolet Cruze, Chevrolet Captiva, and the Chevrolet (N200) the 8 passenger car; a wide range that caters to the diversified consumers' needs.

### **Chevrolet Spark**

Chevrolet Spark with its stylish compact design and its every detail invites attention. Its attractive front headlights and taillights gives it a unique character; with a spacious interior and a high roofline and ergonomic controls. The Chevrolet Spark is 3495 mm in length, width is 1495 mm, its height is 1500 and wheelbase is 2345 mm, and its turning radius is 4.6 meters. Its compact body dimensions and turning radius not only makes it an extremely agile car it also enables it to fit into practically any parking space. In addition, its fuel efficient as it has 1000 CC fuel direct injection engine. It also contains some luxury features such as air condition, front power windows and radio cassette.

### **Chevrolet Lanos**

The Chevrolet Lanos is available with basic amenities or full option in seven colors. It has a four-cylinder engine and a multiple point fuel injection. Chevrolet Lanos is labeled as the winning deal due to the fact that it comes in two models. The Chevrolet Lanos L is the basic model that has as 1500 engine with 86 horse power, 4 speed a/c, and radio with CD and MP3 player, power



## **News**

steering, tinted glass, door impact beams, cup holder, fuel filler and trunk remote release.

The Chevrolet Lanos LS has a digital display clock, central door lock, power antenna, front and rear power windows; electric passenger side mirror, brake lights, front fog lights and tilt-able steering column as well as a range other options.

### **Chevrolet Aveo**

With Aveo, Whizzing through city traffic is a breeze. Compact yet spacious, economical yet sporty it'll never fail to turn on the style and turn heads. It's the Chevrolet Aveo with a big attitude, always reliable and always answering your every need.

The Chevrolet Aveo sedan is characterized by containing a SOHC 1500 CC Engine. It is an economical fuel injection engine with 83 horsepower its maximum torque is 128 Newton's/meter. The vehicle is available with either a manual or an automatic transmission. Its gas tank holds up to 45 liters. Its rotation radius is 4.89 meters for the Sedan and 5.03 meters for the sports one. The car's wheelbase is 2480 mm. and it uses 14R60/185tires.

### **Chevrolet Optra**

Chevrolet Optra 2009 has a huge 1.6 SOHC engine that has 107 horsepower. Its maximum torque is 150 Newtons/meter. Although it has the highest rate of acceleration in its class, as it reaches a speed of 100 km/hour in 10.7 seconds, yet its fuel injection engine makes its engine is very economic compared to other cars in its category. The car is available in two models. One with a 5 speed manual transmission and the other is 4-speed automatic transmission. This car has very well coordinated dimensions 4.515 length, 1.725 width, 1.445 height and 5.2 meter turning radius.



## **News**

### **Chevrolet Cruze**

The new Chevrolet Cruze features bold styling cues, with a curved roofline, sloping rear-pillars that give it a lean profile and a neatly styled rear deck providing up market and exceptional dynamic good looks.

The Chevrolet Cruze has many features and options; although it offers four models with various capabilities to satisfy the largest number of consumers, yet each of them has 1.6 four cylinder, 16 valve DOHC engine. It has 107 horsepower and 150 Newton/m and is distinguished for being fuel efficient thanks to its multi-injection system . It also has two kinds of transmission; the first is a five-speed manual transmission and the second is six speed automatic transmission with step tronic feature that provides the driver with more driving maneuverability.

As for its dimensions and weights, it has a gas tank that holds up to 60 liters, a 450-liter trunk and a host of basic features that include power steering, front power windows, power side mirrors, manual a/c, radio with CD player, central door lock with alarm, fog lights, and three spoke sporty steering wheel. In addition, there are other features such as 16 inch alloy wheels, six CD changer, power rear windows, multi-functional steering wheel, two front air bags, ABS, auto dimming inside mirror, infotainment display of time, outside temperature and radio station; as well as foldable back seats and rear parking assist.

### **Chevrolet Captiva**

The beauty of the Chevrolet Captiva is simply beyond imagination, thanks to harmonious outer design. The Captiva offers such a unique blend; an

attractive design with a powerful performance and a practical touch with an elegantly luxurious interior.



## News

Chevrolet Captiva is distinguished by its powerful engine that grants strength to performance as its capacity reaches 2300 cc, adding 24 valves and a DOHC engine generating 223 horse power at 6000 rpm. The engine's utmost torque reaches 303 n/ meter at 3200 rpm; this signifies the strength of this powerful engine; the car also boasts a range of other various options including the A/C, lighting and many other exciting features.

Despite the bold exterior design of the car, yet it also includes artistic touches with its bold wheel cutouts, eye catching air intake ports and satin silver finished skid plates in the front and rear add aggression on the open road. The three dimensional head lamps, chrome lined window sill and the turn signal integrated in the exterior mirror gives the touch of sophistication needed to hit the urban streets.

The elegance of the car from within is obvious that's why the Chevrolet Captiva is considered as the cocoon of comfort via the stylish dashboard which places the driver's comfort at the forefront, the modern linings of the seats, the advanced A/C, the radio, the CD and the eight microphone MP3 player. The car includes many LTZ features for comfort and luxury such as the front and back power windows, central door lock, remote control entry, riding without a key, power mirrors with electrical side signals, heated side external side mirrors, theft preventing system, a drawer for storing cold items, console, front and back cup holder, seven seats (the second row can be tilted and the third row can be folded) and automatically foldable separate headrests.



## News

### Chevrolet N200

As for Chevrolet (N 200) seats eight passengers, this is distinguished with many features. It contains an economical engine that functions using electronic fuel injection system with a capacity of 1206 cc generating 85 horse power at 6000 cycles per minute. Moreover, its durable spare parts are available at reasonable prices a matter which makes it the ideal choice for those who think of purchasing a special means of transportation.

The car also combines various advantages that are considered new addition to a car of this category such as the front power windows, the radio, USB outlet, front fog lights, remote-control entry, central door lock, engine bottom protection system, as well as a real unique feature; two sliding doors on both sides to facilitate entering and exiting of the car as well as the loading and unloading let alone its standard dimensions (wheelbase 2500 mm, length 3860 mm, width 1570 mm and height 1860mm). These measurements make the car the widest in its category and the ideal choice on the Egyptian market.

The distinctive features of various Golden Chevrolet cars are supported by the solid partnership between GM Egypt and Mansour Automotive. Through their partnership they have succeeded to earn the trust of their customers by providing a superior range of different vehicles and superior after sales support through a dedicated network of service centers and through their 24 hour 16424 "Road Side Assistance Service".

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## News

### About General Motors Egypt:

(GM-Egypt) is an Egyptian joint stock company established under the Egyptian Investment Law. The Company assembles and manufactures light and medium duty trucks, buses, passenger cars and sport utility vehicles.

GM plant onset took place in the year 1983 and began by producing commercial vehicles followed by passenger cars under the same disciplined supervision and expertise. Today, more than 1200 salaried and hourly employees are working for General Motors Egypt all of them contributing towards maintaining the company's leadership goals including yearly production plans, market share, high quality standards and customer satisfaction.

### About Al-Mansour Automotive

Al-Mansour Automotive, is one of Egypt's largest importers, distributors and retailers of motor vehicles. The group began its activity in Alexandria, Egypt in 1975, thus commencing its 25th year anniversary and the signing of sole distribution rights for GM products in Egypt.

During these past 25 years Al-Mansour Automotive has sustained a steady growth whereby becoming a market leader in the sales of its products, while initiating most of these revenues back into the local economy. We were the first people to envision the potential of having a locally assembled vehicle and as such invested heavily in the General Motors Egypt plant; thus creating over 1000 jobs. On this firm foundation, Al-Mansour Automotive has grown not only to become the largest automotive dealer in Egypt, but more importantly the sole distributor for the full GM product range while contributing to a better future.