

2004

# IMPALA



2004 IMPALA

IMPALA SS

IMPALA LS

IMPALA

**CENTURY**  
AUTO.CA



CHEVROLET



ABOVE: 2004 Impala SS, shown in Black.

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IMPALA 2004



YOU DON'T CHANGE A GOOD THING. YOU REFINE IT.

**C**hevrolet Impala has always been the right car for a lot of people. After all, it combines the space, comfort and features that people are looking for in a mid-size car with Chevrolet's renowned dependability. And Impala does it all, while delivering a blend of sporty performance and stylish good looks that are hard to resist.

For 2004, Impala continues to build on those popular virtues, while adding a few new ones. Impala has earned a five-star  safety rating in frontal crash testing for driver and front-passenger seating.\* Looking for an extra kick in performance? The highly desirable Impala SS returns with a supercharged engine and looks to match.

Impala first took to the Canadian roads over four decades ago. We got it right then. And we've been making it better ever since.

\*2003 model tested. New Car Assessment Program Test conducted by the U.S. National Highway Traffic Safety Administration (NHTSA).

ABOVE: Impala SS, shown in Black.

 CHEVROLET



NEW SUPERCHARGED POWER.

BROUGHT UP TO SPEED FOR 2004.



ABOVE: Impala SS takes to the streets with high-performance style. It features Corvette-inspired tail lights, dual stainless steel-tipped exhaust outlets, lower fascia extensions and more.

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# SS

IMPALA  
SUPERCHARGED

HIGH PERFORMANCE AND  
TECHNOLOGICAL REFINEMENT.

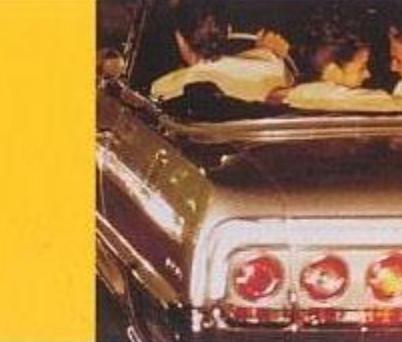
The original 1961 Impala SS was high on performance and hot looks. Today's edition stirs the contemporary soul just as forcefully, but with a sophisticated degree of refinement that simply didn't exist when its predecessor roamed the urban jungle.

Punch the throttle and you'll discover that the supercharged 3800 Series II V6 accelerates Impala SS every bit as quickly as its road-hugging stance promises. But today's SS also delivers a level of precise handling and flat cornering that would have astounded the automotive journalists even just a few years ago.

Chances are there's been an Impala SS parked in your head since you were a kid. Isn't it time there was one parked in your driveway?

INSET PHOTOS:

a) Advanced as today's Impala SS is, there's nothing like good old-fashioned horsepower. Its supercharged engine develops 240 hp at 5200 rpm and 280 lb.-ft. of torque at 3600 rpm. An Eaton supercharger compresses the air/fuel mixture and force feeds it to the engine. When ignited, there is a bigger explosion, and more power. Thus the supercharged V6 develops even greater



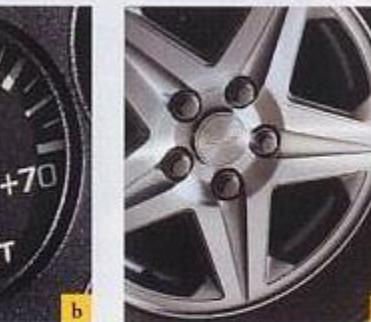
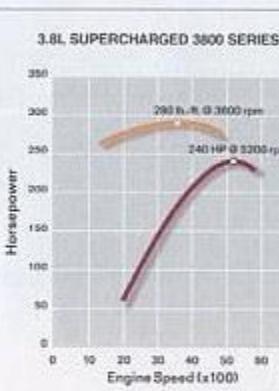
IMPALA  
SUPERCHARGED

5

horsepower. Coupled with an electronically controlled four-speed automatic transmission, the engine generates power with virtually no lag.

b) A supercharger boost gauge keeps tabs on the pressure being generated by the supercharger. As boost increases, so does engine power.

c) Impala SS comes with a special Handling suspension system along with 17-in. Diamond-cut aluminum wheels and P235/55R17 W-rated all-season performance tires.



PERFORMANCE AND STYLE.  
PRICED TO GO.



ABOVE: Impala LS features 16-in. 5-spoke machine-faced aluminum wheels, fog lights, and more. Shown here in Galaxy Silver Metallic.

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### STILL A HOT NUMBER ON SATURDAY NIGHT.

On any other day of the week for that matter. After all, Impala LS packs the highly praised 3800 Series II V6 under its hood. But Impala LS has plenty of other features to please.

Like the power to capture the discerning eye with its smooth, aerodynamic styling. Sporty to be sure, but definitely quite refined. Then, too, there are the many power amenities that Impala LS includes.

With today's emphasis on all-round performance, road-holding power can't be overlooked either. And once again Impala LS delivers the goods, with a four-wheel independent touring suspension. And that translates into the power to paint a very big, wide smile on its driver's face the minute Impala LS tackles a couple of turns.

So, go ahead. Pick any road, any day of the week. With Impala LS you've always got a date with a hot number.

RIGHT: The heart of Impala LS is the highly-praised 3800 Series II V6 engine. Output is 200 hp @ 5200 rpm.



DEPENDABILITY AND VALUE  
WITH STYLE.



ABOVE: Impala Sedan, shown in Sandstone Metallic with available 5-spoke Sport aluminum wheels.

# IMPALA SEDAN

IMPALA. THE ORIGINAL FORMULA FOR SUCCESS  
KEEPS EVOLVING.

A lot has happened since the first Chevy Impala took to the road. Technology has changed our way of life dramatically. And Impala has more than kept up with the changing times by consistently delivering an outstanding combination of value, comfort and style.

Impala's 180 horsepower 3400 V6 engine is one of the most efficient in its class. Even Impala's smooth, wind-cheating aerodynamic design helps to improve fuel efficiency. Impala's engine has been engineered with a number of features that reduce maintenance costs. Its platinum-tipped spark plugs can travel up to 166,000 km (100,000 mi.)\* before they're scheduled for replacement. And GM's Oil Life System can stretch the distance between oil changes up to 12,000 km (7200 mi.).\*

Impala Sedan is also outfitted with a generous complement of power amenities and thoughtful convenience features. They not only add great value,

they also provide a more comfortable environment for everyone on board.

Impala Sedan. The original just keeps on getting better.

RIGHT: Impala Sedan interior, shown in Neutral with available Sport cloth.





ABOVE: Impala LS interior, shown in Medium Gray with available leather seating surfaces.



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#### SETTING HIGH STANDARDS FOR COMFORT.

**C**hevrolet Impala's interior was designed to be a well-outfitted and spacious travel environment. Everything from dual-zone air conditioning and a superb sound system to power assists for the windows, door locks and trunk is standard equipment. But well-equipped is only one fact of Impala's interior. It's also very well thought-out.

An engineering concept called RoomFirst design assures that Impala's interior is roomier than its trim exterior would suggest. Seat construction was also engineered to elevate everyone's comfort level. And that same occupant-oriented thinking also ensures that every Impala comes with a ample supply of cupholders, map pockets and handy storage nooks.

The Impala inside story – high standards for a high level of comfort.

**ABOVE LEFT:** Carefully designed heat ducts route warm air from the front of Impala through to its rear-seat passengers. Their design helps assure fast, even, warm-air dispersion.

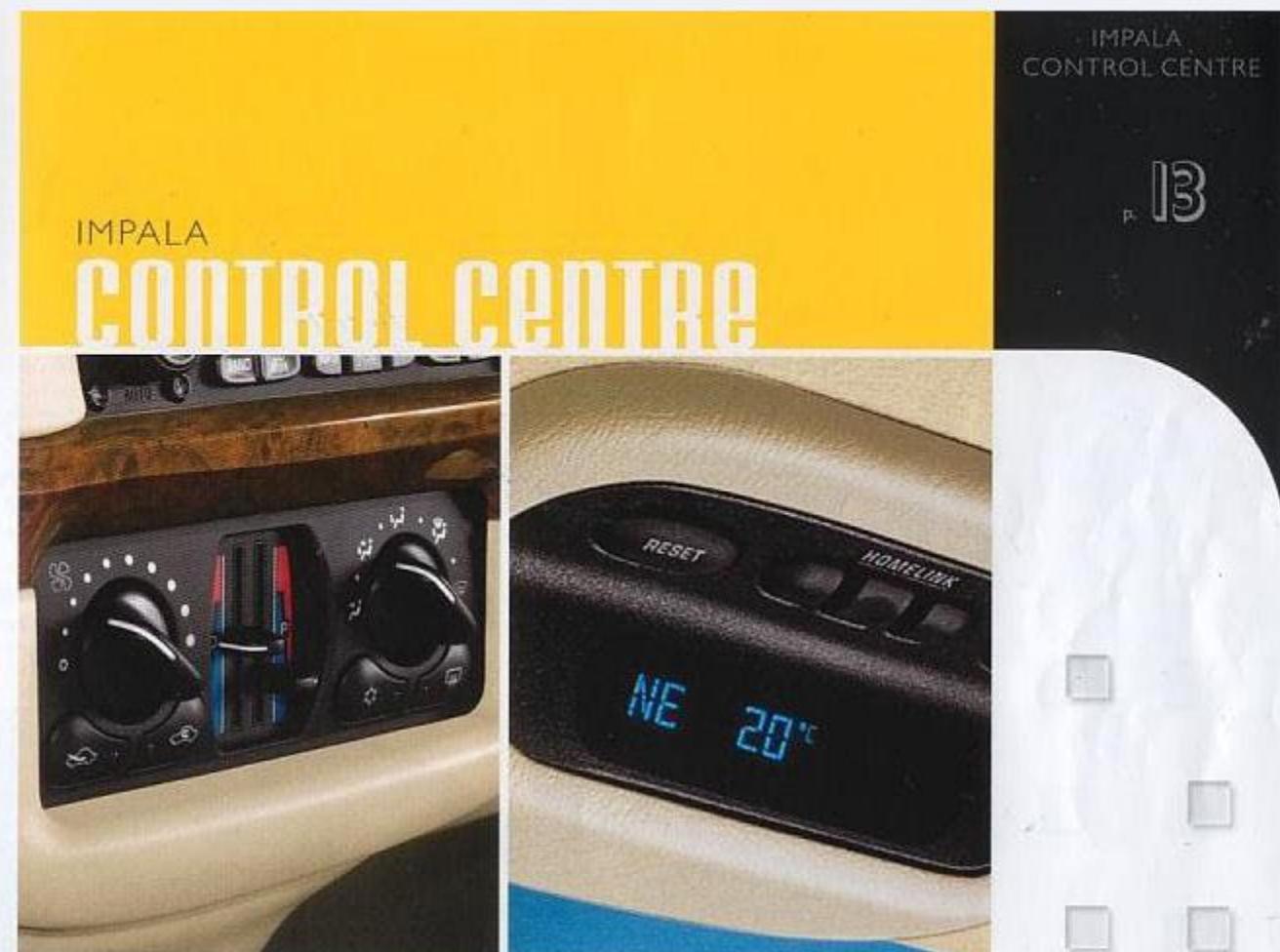
**ABOVE RIGHT:** The rear seatback is split 70/30. Both sides fold down individually so that you can load in lots of bulky cargo or split the difference between lengthy cargo and passengers. Standard on Impala SS and LS. Available on Impala.





ABOVE: Impala's instrument panel design is as attractive in appearance as it is functional in use.

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Impala's instrument panel integrates all its gauges and controls in a fashionable and functional manner. From the engineer's point of view, function reigns supreme. And to that end the most important gauges are large, easy-to-read and backlit for night driving. The same logical thinking was applied to Impala's controls. The most frequently used, such as those for the sound system and climate controls, are placed higher to be within easy reach of the driver. From the stylist's point of view, the challenge was to make it all blend together with customary Impala style. As you can see, they succeeded rather well.

ABOVE LEFT: Dual-zone air conditioning allows the driver and front passenger to select separate temperature levels. So everyone remains comfortable.

ABOVE RIGHT: The Driver Information Centre displays a trip computer, digital outside temperature readout, average fuel consumption, and more. Readouts may be set for either metric or U.S. measurements. Standard on Impala SS and LS. Available on Impala.

IMPALA  
CONTROL CENTRE

BB

## IMPALA TECHNOLOGY

## PERFORMANCE AND DEPENDABILITY ARE ENGINEERED IN.

**C**hevrolet's engineers put the power of technology to work for you in a number of ways. Some features, like its DEX-Cool engine coolant extend service intervals up to 5 years or 240,000 km (150,000 mi.) before replacement is required.\*

Other available technologies, like the tire inflation monitoring system included with the four-wheel anti-lock braking system, help Impala drivers stay informed of conditions. And still other features are designed to keep Impala looking great a long, long way down the road. Its two-sided galvanized steel construction is but one example. Another example is the durable aluminized stainless steel exhaust system.

The Chevrolet engineers. We may provide them an office, but ultimately they're working for you.



## REDUCED MAINTENANCE

Impala has been designed to reduce maintenance costs. Its spark plugs are platinum-tipped and are not scheduled to be replaced for 166,000 km (100,000 mi.).\* Its DEX-Cool engine coolant is formulated to go up to 240,000 km (150,000 mi.) before it needs replacing.\* And the long-lasting Dexron III automatic transmission fluid doesn't require changing for up to 166,000 km (100,000 mi.).\*

## GM OIL LIFE SYSTEM

To further reduce costs, the GM Oil Life System alerts you when it's time to change engine oil. The result can be fewer oil changes which means reduced downtime and better use of our non-renewable resources. It's a feature that could extend the distance between oil changes up to 12,000 km (7200 mi.).\*

## BATTERY RUN-DOWN PROTECTION

Leave an interior light on accidentally? No problem. This system automatically shuts off courtesy lights like the dome and reading lights after 20 minutes, to prevent the battery from being drained.

## LUBED-FOR-LIFE CHASSIS

Now you can forget about lube jobs, too. The front and rear suspensions never need lubrication. And there's more. Impala's gas-pressurized shock absorbers are designed to last longer than ordinary designs.

## ALUMINUM ENGINE CRADLE

It's very stiff, exceedingly lightweight, and helps Chevrolet's suspension engineers dial in Impala's excellent ride and handling characteristics.

## 4-WHEEL DISC BRAKES WITH ABS

Impala SS and LS are equipped with 4-wheel disc brakes. Thanks to their large wheels, the brake rotors, pads and calipers were maximized for top performance. An advanced anti-lock braking system (ABS) helps you maintain steering control during heavy braking. ABS is available on Impala.

## ELECTRONIC TRACTION CONTROL

To help reduce wheelspin when accelerating on slippery surfaces, a full-function all-speed traction control system monitors wheelspin, then controls it by reducing engine power and modulating the brakes through the anti-lock braking system. It's standard on Impala SS and LS. Available on Impala.

## SELF-DIMMING REAR-VIEW MIRROR

At night the glare from approaching headlights in your rear-view mirror can be annoying and unsafe. The available interior rear-view mirror uses electrochromic technology to automatically dim the mirror.

## LOCK-OUT PROTECTION

It's another thoughtful Impala standard feature that won't let you lock the doors if the keys are in the ignition.

## SAFETY-CAGE CONSTRUCTION

Impala surrounds you and your passengers with a protective reinforced steel cage. Foam cushioning has been used in strategic locations to further improve Impala's occupant protection.

## MAGBEAM SUPPORT

The unique MagBeam support in Impala's instrument panel is incredibly strong and lightweight. It helps reduce the potential for annoying squeaks and rattles.

## ONE-PIECE SIDE STRUCTURE

A one-piece door ring and rear quarter stamping helps provide a better and more precise door fit. It's also more rigid than a comparable welded unit, for added overall body strength.

## A RUST-FIGHTING BODY

Impala features 2-sided galvanized steel for all exterior body panels (except the roof). The exhaust system is made of long-lasting aluminized stainless steel.

## NON-INTRUSIVE TRUNK HINGES

Gas-assisted hinges reduce the possibility of luggage or parcels being damaged by closing the trunk – even when all of its available 527 L (18.6 cu. ft.) of cargo space is packed tight.

## FRONT SUSPENSION

Impala was engineered with a MacPherson strut front suspension system. This design allows tremendous suspension travel to soak up potholes with ease. Then the Chevrolet engineers tuned the springs and shock absorbers to deliver an optimum balance between a smooth ride and excellent handling with flat cornering.

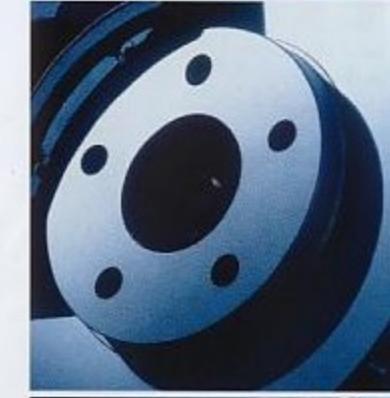
## INDEPENDENT REAR SUSPENSION

This design helps prevent road bumps at one wheel from transferring to the other as is the case with an old-fashioned beam rear axle. The end result – improved riding comfort as well as a better-handling vehicle.

\*Maintenance needs vary with different uses and driving conditions. Refer to the Impala Owner's Manual for more details.

## PERFORMANCE

- MagBeam support.
- Large front brake rotors.
- Four-wheel independent suspension.





Chevrolet's have always featured the best that current technology can offer. That's why we're pleased to offer OnStar. With OnStar safety and security on board, you'll have a helping hand wherever your journey takes you. A simple touch of the blue OnStar button inside your vehicle connects you with an OnStar Centre,\* where you'll find the friendly voice of one of our Advisors ready to assist you 24 hours a day, 365 days a year. We're there for you whenever you need us. In an emergency, OnStar Advisors can contact a nearby emergency service provider with your location and request help. And if your vehicle breaks down, we can direct Roadside Assistance to your location.

Experience the invaluable peace of mind that OnStar provides, and join the ranks of the members across Canada and the United States who OnStar helps every month, handling more than 220,000 routing calls, 25,000 remote door unlocks, 13,000 roadside assistance requests, 6000 emergency calls and close to 600 air bag deployments.

OnStar also offers the convenience and safety of Personal Calling.\*\* If you've ever used a cellphone to make calls while driving, you know how challenging it can be. OnStar Personal Calling provides you and your family with a safer alternative that's totally integrated into your vehicle. With the touch of a button, you can make and receive hands-free, voice-activated calls from inside your vehicle just in case your hand-held cellular phone is lost, forgotten, or has a low battery. You simply purchase the minutes you want, when you want them. Best of all, OnStar Personal Calling has no additional long distance or roaming charges.

OnStar is ready to serve you with three plans that offer a range of services to meet your individual needs. OnStar plus one year of the Safe & Sound Plan is available on all Impala models. Other OnStar service plans offer driving directions, and a wide array of information and convenience services. See your dealer for more details about all the plans available for your Chevrolet Impala.

**OnStar. Always there. Always ready.**

\*Subscription agreement necessary. OnStar services require vehicle electrical system and analogue wireless service to be available and operating for features to function properly. OnStar uses existing emergency service providers as well as wireless and satellite technologies and is subject to their limitations.

\*\*Requires OnStar Personal Calling-enabled vehicle, existing OnStar service contract and prepaid calling minutes. OnStar voice recognition system may not recognize all voices. Available in most markets. Call 1-888-4-ONSTAR (1-888-466-7827), ask your dealer, or visit [onstarcanada.com](http://onstarcanada.com) for further details.

**OnStar®**



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IMPA LA SAFETY

## IMPA LA SAFETY



HOME SAFE.

**C**hevrolet Impala was designed to do a number of things very well. But perhaps most important is the way it was safety engineered to give you peace of mind. To that end, the passenger compartment features a protective safety cage. The front and rear crush zones are designed to crumple so that they absorb impacts. High-strength steel in the side pillars enhances side-impact resistance. Small wonder then, Impala has earned a five-star rating in frontal crash testing for driver and front passenger seating.\*

The list of safety features continues with dual-stage driver and front-seat passenger frontal air bags.\*\* A driver's seat-mounted side-impact air bag is available on all models. And all three rear seat positions feature the LATCH system to help prevent a child seat from shifting forward in the event of sudden deceleration.

\*2003 Impala tested. New Car Assessment Program Test (NCAP) conducted by the U.S. National Highway Traffic Safety Administration (NHTSA).

\*\*Remember, always wear your safety belt, even with air bags.

A NOTE ABOUT CHILD SAFETY. Children generally are safer if they are secured in a rear seat using the appropriate child safety seats and restraints, which is why General Motors recommends that child safety seats be properly secured in a vehicle's rear seat. Never place a rear-facing infant restraint in the front seat of any vehicle equipped with an active air bag. Refer to the Owner's Manual and child safety seat instructions for more safety information.

## IMPALA LS SPORT APPEARANCE PACKAGE

Here's a great way to give your Impala LS a shot of SS style. The Sport Appearance Package dresses Impala LS up inside and out with a host of exciting features. Sixteen-inch Diamond-cut aluminum wheels, Corvette-inspired rear tail lights and more, set a sporty tone. Inside, heated sport bucket seats with leather seating surfaces, a 6-way power passenger seat adjuster, and Graphite interior trim complete the sporty feel. Great looks are also great value with the Impala LS Sport Appearance Package.



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## IMPALA ACCESSORIES



GM  
Canada  **Accessories**

Impala's sporty style and functionality go even further when you specify genuine GM Accessories that have been designed specifically for it. And, when they are permanently installed by your Chevrolet dealer at the time you purchase or lease your new vehicle – each item is covered under the 3-year/60,000 km GM TOTAL™ Warranty. Plus, their cost can be included in your lease or financing arrangements through GMAC. Ask your Chevrolet sales consultant about the complete lineup of GM accessories for Impala.

**MAIN PHOTO ABOVE:** The available front cover helps protect Impala's sparkling finish from stone chips, bugs and road debris. Also available is a hard shell cargo carrier. It lets you carry extra gear and keeps it securely protected from the outside elements. Ventvisors are available to help keep rain out when driving with the windows partially open. They also reduce wind noise and buffeting.

a) Add the sporty good looks of a rear spoiler to your Impala. It may be painted to match your Impala's colour.

b) The moulded hood protector is available to help protect from stone chips, bugs and road debris.

c) The available ski carrier holds skis and snowboards safely and securely.

d) A multi-purpose trunk organizer is also available to keep everything in its place. It also helps make better use of trunk space.



## WHEELS



A - 16" bolt-on wheel cover



D - 16" Diamond-cut aluminum



B - 16" 5-spoke Sport aluminum



E - 17" Diamond-cut aluminum



C - 16" 5-spoke machine-faced aluminum

## EXTERIOR/INTERIOR COLOUR COMPATIBILITY

▼ EXTERIOR	INTERIOR ►	REGAL BLUE	NEUTRAL	MEDIUM GRAY
12 - Galaxy Silver Metallic		*	*	
15 - Sandstone Metallic		*		
22 - Superior Blue Metallic	*	*	*	
40 - White	*	*	*	
41 - Black*	*	*	*	
74 - Victory Red		*	*	
87 - Berry Red Metallic		*	*	
88 - Medium Gray Metallic		*	*	
97 - Cappuccino Frost Metallic		*	*	

\*Denotes availability on Impala SS.

## INTERIOR TRIMS

## CLOTH



## SPORT CLOTH &amp; LEATHER SEATING SURFACES



## EXTERIOR COLOURS



12 - Galaxy Silver Metallic



74 - Victory Red



15 - Sandstone Metallic



87 - Berry Red Metallic



22 - Superior Blue Metallic



88 - Medium Gray Metallic



40 - White



97 - Cappuccino Frost Metallic



41 - Black\*

Colours may not be exactly as illustrated due to restrictions of the printing process. Please see your sales consultant for specific colour and model availability.

\*Denotes availability on Impala SS.

## A Word About this brochure

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## COMMITMENT

**EVERY CHEVROLET COMES WITH PEACE OF MIND AS A STANDARD FEATURE.** We're not only committed to engineering and manufacturing vehicles that are rewarding to drive – we're equally committed to making the ownership experience just as responsive to your specific needs. You'll find that our comprehensive support programs make it easier to purchase or lease a Chevrolet Impala. They also help to protect you and your vehicle down the road. A powerful example of the level of protection you can expect is the GM TOTAL™ Warranty. It is so comprehensive, it covers your vehicle – from the roof right down to the tires. So when you drive off the lot of your Chevrolet dealership, you can do so with total confidence. Peace of mind is knowing that your vehicle is built for the long haul, and is backed by a comprehensive warranty.

### THE GM TOTAL™ WARRANTY:<sup>1</sup>

The GM TOTAL™ Warranty is your promise of total warranty protection. It covers every new Chevrolet for 3 years or 60,000 km.\* Complete vehicle repairs are covered,<sup>\*\*</sup> including parts and labour, with no deductible. The warranty includes:

- 3-year/60,000 km\* complete vehicle repair coverage
- 6-year/160,000 km\* corrosion perforation coverage
- 8-year/130,000 km\* coverage on catalytic converters and powertrain control modules (PCMs)

<sup>1</sup>Whichever comes first. <sup>\*\*</sup>To correct any defects in material or workmanship occurring during the warranty period. Regular maintenance is not included, nor is excessive wear and tear caused by reckless or negligent driving.

### OTHER OWNERSHIP PRIVILEGES AND PROGRAMS:<sup>1</sup>

- Roadside Assistance – 24/7 service via toll-free number during your warranty period, anywhere in Canada or the United States
- Courtesy Transportation – may be offered during warranty period
- GM Protection Plan (GMPP) – the only extended service contract backed by the resources and commitment of General Motors, GMPP may be purchased at the time of your sale or lease, or subsequently
- GM Mobility Program – you may be eligible for reimbursement of up to \$1000 (taxes included) for adaptive equipment for your GM vehicle
- GM Accessories – personalize your vehicle with GM Accessories, specifically engineered for your GM vehicle
- GM Goodwrench Service – with GM-certified technicians and GM-approved parts, nobody knows your GM vehicle better.

### TO HELP YOU PURCHASE OR LEASE A CHEVROLET:

- GMAC financing – on-the-spot financing at your GM dealership
- GMAC SMARTLEASE – a smart alternative to traditional financing
- GM Graduate Program – recent graduates may qualify for up to \$1000 (taxes included) off any new GM vehicle<sup>1</sup>
- The GM Card – eligible cardholders may be able to redeem up to \$3500 in GM Card<sup>®</sup> Earnings towards the total purchase price or lease down payment on selected vehicles.<sup>1</sup>

### INFORMATION RESOURCES:

You can find more information about these programs from your GM dealer, or at these information centres:

- The GM Web site at [gmcanada.com](http://gmcanada.com)
- The GM Customer Communication Marketing Centre at 1-800-GM-DRIVE (1-800-463-7483 or 1-800-263-3830 for TDD users) – for information about any GM product or service, including The GM Card and the GM Mobility Program
- For information about GMAC visit the GM Web site or call 1-800-616-4622.

<sup>1</sup>Conditions and limitations apply.



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