



AUTOMOBILE JOURNALISTS  
ASSOCIATION OF CANADA

**AJAC'S 2011 CANADIAN  
CAR OF THE YEAR**

2012 CHEVROLET  
**CRUZE**



**DRIVING OUR WORLD FORWARD**

**CENTURY  
AUTO.CA**



# WHY DRIVE JUST ANY CAR, WHEN YOU CAN DRIVE THE CAR OF THE YEAR?

Choice is a beautiful thing. Among compact cars, the status quo ruled for many years – same names, same results. Then last year, along came the end of the same old, same old, with the introduction of the Chevrolet Cruze – the product of an exhaustive development program. This truly global car had already launched in 60 countries before debuting here in Canada. Everywhere it was introduced, it won universal praise and many international awards – including being crowned the World Touring Car Championship Drivers' and Manufacturers' Champions for the second year in a row. Here in Canada, it became an overnight success story and won the 2011 Canadian Car of the Year honours from the Automobile Journalists Association of Canada (AJAC). Why has Cruze struck such a chord – aside from its obvious flair for design? Take a look at some of the highlights:

**BEST-IN-CLASS HIGHWAY FUEL EFFICIENCY**  
Cruze took its class in a new direction with the innovative 1.4L ECOTEC® turbo engine in LT Turbo, LTZ Turbo and Eco models. The engine helps Cruze Eco achieve the best highway fuel consumption ratings in its class: 4.6 L/100 km.\*

**CLASS-EXCLUSIVE 10 AIRBAGS**  
For those of you keeping score at home, Cruze features 10 airbags as standard equipment – a number no competitor offers either as standard or optional equipment.\*\* Such a high level of occupant protection helped Cruze earn a coveted 2011 Insurance Institute for Highway Safety (IIHS) Top Safety Pick† and the National Highway Traffic Safety Administration's highest possible Overall Vehicle Score – five stars.†† And Cruze adds another key feature that enhances your peace of mind – the security of OnStar® with six months of the Directions & Connections Plan.‡

**BEST-IN-CLASS COVERAGE**  
Cruze is backed by the best coverage in Canada, including a Powertrain Component Limited Warranty, Courtesy Transportation and 24/7 Roadside Assistance that all last 5 years or 160,000 km.‡‡

\* 2012 Cruze Eco equipped with 6-speed manual transmission. Based on GM testing in accordance with approved Transport Canada test methods and Natural Resources Canada's 2011 Fuel Consumption Ratings for the Midsize Car class. Excludes hybrid and diesel models. Your actual fuel consumption may vary.  
\*\* Based on WardsAuto.com 2011 Upper Small Car segment and latest published competitive information available at time of printing.  
† For more information, visit [iihs.org/ratings](http://iihs.org/ratings)  
†† US Government star ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program ([www.SaferCar.gov](http://www.SaferCar.gov)).  
‡ Visit [onstar.ca](http://onstar.ca) for coverage map, details and system limitations. Services vary by model and conditions.  
‡‡ Whichever comes first. Conditions and limitations apply, see dealer for details.

**"THE CLASS OF ITS CLASS..."**  
- MSN AUTOS

## AWARDS



AJAC'S 2011 CANADIAN  
CAR OF THE YEAR



Auto123.com  
2011 COMPACT CAR OF THE YEAR



Autos.ca  
2011 TOP PICK



MOTORING 2011 CAR OF THE YEAR,  
Best Small Car (over \$20,000)

[chevrolet.ca](http://chevrolet.ca)



**"THIS NEW MODEL IS GOING TO SHAKE UP A COMPACT SEGMENT THAT'S GENERALLY BEEN THE DOMAIN OF THE IMPORTS."**  
- AUTOS.CA

DON'T JUST DRIVE.  
**CRUZE**

Cruze LT Turbo+, shown in Victory Red with available RS Appearance Package.





**"IT HAS SIZE, SUBSTANCE AND AN OVERALL SOLIDITY TO ITS DRIVE THAT'S A RARE FIND AT THE AFFORDABLE END OF THE PRICE LADDER."**  
 - GRAEME FLETCHER, THE NATIONAL POST, JANUARY 2011

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## **GLOBALLY PROVEN. LOCALLY LOVED.**

If you want to shake up the compact class, you better first do your homework. Chevrolet certainly did theirs. In the development of the Cruze, they logged more than six million kilometres on some of the world's harshest testing grounds – from the deep cold of Kapuskasing, Ontario to the monsoons of Thailand. Cruze didn't just prove itself around the globe – it has already become a

phenomenon in over 60 countries as the new compact car that takes the class to a whole other level. Along the way it's filled a trophy case with many of the most prestigious awards, from the AutoBest 2010 in Europe to the AJAC's 2011 Canadian Car of the Year right here in Canada. But one proving ground remains – put Cruze to the ultimate test, right in your own neighbourhood.

**"A HUGE QUANTUM LEAP UP AND FORWARD."**  
 - AUTOSAVANT.COM

### **JUST HOW FAR IS 6,000,000 KILOMETRES?**

Cruze surpassed 6,000,000 kilometres in worldwide testing. That's equivalent to almost 1000 trips between Halifax and Vancouver or close to 150 laps around the earth. Or more than seven times from the earth to the moon and back. In other words, lots of kilometres – and lots of tweaking along the way.





# WORLD-CLASS ISN'T A BOAST, IT'S A FACT.

The benefits of using a global design team are immediately apparent the moment you enter Cruze. All the elements come together flawlessly. The design emphasizes Cruze's sportiness, with a twin-cockpit design inspired by the iconic Corvette. Also integral to the interior are the use of premium materials and a world-class quality standard that is evident in the tight fit between trim panels. The comfort is of an equally high calibre with standard six-way adjustable front bucket seats and a tilt and telescoping steering column. The electronics are also advanced, with a standard OnStar®\*

system that features a wealth of safety, security and convenience features – with access through OnStar RemoteLink™ to your iPhone® or select Android™ devices. You can opt for available Bluetooth® hands-free phone connectivity and an available USB port that you can operate with steering wheel-mounted audio controls. Reinforcing the fact that in Cruze, you're not only comfortable and connected – you're also enthused. With Cruze, it's world-class all the way.

\* Visit onstar.ca for coverage map, details and system limitations. Services vary by model and conditions.

***“TRIPLE-SEAL DOORS, A LAMINATED WINDSHIELD AND HYDRAULIC ENGINE MOUNTS MAKE THE CABIN LEXUS-QUIET. WE KNOW THAT SOUNDS ABSURD, BUT WE DON'T MAKE THE COMPARISON LIGHTLY.”***  
- **AUTOBLOG.COM**

***“THE CABIN IS CLEAN AND SMART AND VERY WELL EXECUTED.”***  
- **JEREMY CATO, THE GLOBE AND MAIL, NOVEMBER 2010**

***“ONE OF THE HIGHEST COMPLIMENTS YOU CAN PAY A CAR IS TO SAY IT FEELS MORE EXPENSIVE THAN IT IS, AND THAT'S THE CASE WITH THE CRUZE...”***  
- **CARS.COM**



1. Cruze's interior isn't just stylish – it's highly functional. A good example is the versatility offered by the 60/40 split-folding rear seats that open up an extended cargo pass-through to the trunk.
2. For the ultimate in Cruze luxury, choose the LTZ Turbo. It includes such upscale features as heated, leather-appointed front bucket seats with a power six-way driver's seat aduster – in addition to automatic climate control.



# YOU'LL LOVE THE RIDE AS MUCH AS THE FUEL EFFICIENCY.

Cruze invites you to consider your impact on the environment and your bottom line, while also supporting your joy of driving. Welcome to the world of turbocharging. The 138 horsepower 1.4L ECOTEC® turbo four-cylinder engine generates a sophisticated brand of fuel-efficient performance in Cruze LT Turbo, LTZ Turbo, and Eco models. In fact, Cruze Eco, with its 4.6 L/100 km highway fuel consumption rating, beats every other car in its class.\* Cruze LS has its own form of power, equipped with a fuel-efficient 136 horsepower 1.8L ECOTEC® four-cylinder engine. Just as

the engine raises your expectations for the class, so does the handling, thanks to a MacPherson strut front and compound crank rear suspension. With Cruze, you'll love more than just the savings in fuel.

### TURBOCHARGED ADVANTAGES

The 1.4L ECOTEC® turbo engine combines a small displacement with enhanced turbocharged torque for added acceleration and passing power, while also achieving outstanding fuel efficiency. The ECOTEC® turbo delivers its power with minimal lag

and runs on regular fuel. It also features torque- and fuel-efficiency-optimizing Variable Valve Timing (VVT) and a variable displacement oil pump that reduces the amount of torque required to pump the oil, further increasing fuel efficiency.

\*2012 Cruze Eco equipped with 6-speed manual transmission. Based on GM testing in accordance with approved Transport Canada test methods and Natural Resources Canada's 2011 Fuel Consumption Ratings for the Midsize Car class. Excludes hybrid and diesel models. Your actual fuel consumption may vary.

\*\*Based on WardsAuto.com 2011 Upper Small Car segment and latest published competitive information available at time of printing.

***"WHERE THE CRUZE MAKES A STATEMENT IS THE MANNER IN WHICH IT HANDLES, AS ITS EUROPEAN HERITAGE SHINES THROUGH. IN FACT, THE DRIVING FEEL IS ONE OF SUBSTANCE AND CONTROL."***

***– GRAEME FLETCHER, THE NATIONAL POST, JANUARY 2011***

***"THE MOST IMPRESSIVE THING ABOUT THE CRUZE WAS ITS HANDLING."***

***– ROADANDTRACK.COM, JULY 2010***

***"... A STELLAR HIGHWAY RIDE – TOMB QUIET, ROCK SOLID, AND AGAIN, SHOWING A LEVEL OF BIG-CAR MATURITY THAT BELIES ITS PRICE POINT."***

***– PETER BLEAKNEY, TORONTO STAR, JUNE 2011***

1. Cruze Eco features a deceleration fuel cut-off system that automatically shuts off fuel when you're decelerating and then lets the fuel flow again once you accelerate, improving fuel efficiency. There are also enhanced aerodynamics highlighted by an automatic air shutter system behind the front grille – the first in its class.\*\* It opens at low speeds to cool the engine and closes at highway speeds to enhance aerodynamics. You can see Cruze's engineers were given a lot of latitude to think in unconventional ways.

2. Another contributing factor to Cruze Eco's winning fuel efficiency is the lightweight 17-in. forged polished alloy wheels that save both weight and fuel. They are paired with low rolling-resistance tires that again increase fuel efficiency.







**“THE NEW CRUZE, WITH ITS EXCELLENT FUEL ECONOMY, CLASS-LEADING SAFETY EQUIPMENT AND LOW PRICE TAG, WILL DEFINITELY GIVE THE IMPORTS A RUN FOR THEIR MONEY.”**  
- ROADANDTRACK.COM, JULY 2010

# THE FACTS SUPPORT WHAT YOUR GUT HAS ALREADY TOLD YOU.

There are lots of emotional reasons for choosing Cruze, from its design to its performance. Your rational side brings a number of other winning factors into play. Whether it's the quest for better fuel efficiency or the desire for more comprehensive occupant protection, Cruze is

showing the rest of the class just how far the compact car has come. Take a look at what the critics are saying about how Cruze has shaken up the category. Then take a look for yourself at the facts that will reinforce what your gut is already telling you about Cruze.

**“ONCE BUYERS COMPARE THE COMPETITORS FEATURE FOR FEATURE, AND TAKE THEM ALL FOR A TEST DRIVE, THE CHEVROLET CRUZE WILL NOT BE JUST COMPETITIVE, BUT A WINNER IN THE COMPACT SEGMENT.”**  
- AUTOS.CA

### COMPETITIVE COMPARISON

	2012 Cruze Eco	2012 Honda Civic Sedan LX*	2011 Toyota Corolla CE*	2011 Mazda3 GS Sedan*	2012 Hyundai Elantra Sedan GL*	2012 Ford Focus SE Sedan*
Engine	1.4L turbo 4-cylinder	1.8L 4-cylinder	1.8L 4-cylinder	2.0L 4-cylinder	1.8L 4-cylinder	2.0L 4-cylinder
Horsepower	138	140	132	148	148	160
Torque (lb.-ft.)	148 @ 1850 rpm	128 @ 4300 rpm	128 @ 4400 rpm	135 @ 4500 rpm	131 @ 4700 rpm	146 @ 4450 rpm
Manual Transmission	6-speed	5-speed	5-speed	5-speed	6-speed	5-speed
Highway Fuel Consumption Rating**	4.6 L/100 km	5.0 L/100 km	5.6 L/100 km	5.9 L/100 km	4.9 L/100 km	5.5 L/100 km
City Fuel Consumption Rating**	7.2 L/100 km	7.2 L/100 km	7.4 L/100 km	8.1 L/100 km	6.8 L/100 km	7.8 L/100 km
Wheels	17-inch aluminum	15-inch steel	15-inch steel	16-inch aluminum	16-inch steel	16-inch steel
Standard Airbags	10	6	6	6	6	6
Passenger Room	2679 L	2677 L	2605 L	2665 L	2707 L	2568 L
Headroom Front/Rear	998/963 mm	992/942 mm	985/946 mm	987/953 mm	1017/943 mm	973/965 mm
Legroom Front/Rear	1074/898 mm	1066/919 mm	1059/921 mm	1068/919 mm	1108/842 mm	1064/843 mm
Trunk capacity	436 L†	353 L	348 L	335 L	420 L	374 L
Powertrain Warranty††	5-year/160,000 km	5-year/100,000 km	5-year/100,000 km	5-year/100,000 km	5-year/100,000 km	5-year/100,000 km

\* Based on latest competitive information available at time of printing.  
\*\* 2012 Cruze Eco equipped with standard manual transmission. 2012 Cruze fuel consumption ratings based on GM testing in accordance with approved Transport Canada test methods. 2011 competitive fuel consumption ratings based on Natural Resources Canada's 2011 Fuel Consumption Guide. 2012 competitive fuel consumption ratings based on latest published information available at time of printing. Your actual fuel consumption may vary.  
† When compact spare tire is specified on other Cruze models trunk capacity is reduced to 425 L. Compact spare tire not available on Cruze Eco.  
†† Whichever comes first. Conditions and limitations apply, see dealer for details.





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## MORE AIRBAGS. LESS TO WORRY ABOUT.

Safety was front and centre in the Cruze development effort, incorporating a long list of accident avoidance and occupant protection measures.

A series of standard driver control features help keep you out of trouble. They include the StabiliTrak® electronic stability control system, traction control and four-wheel anti-lock brakes. StabiliTrak® continuously monitors steering angle, wheel speeds, brake pressure and lateral acceleration. If the system detects a lateral skid, it intervenes by adjusting brake pressure and engine power to help return your vehicle

to its intended driving line. As an electronic stability control system, it has been proven to reduce the risk of a fatal single-vehicle car crash by a remarkable 36 percent.\*

Occupant protection is at a level you may expect from a luxury vehicle costing twice as much as Cruze. There are 10 standard airbags\*\* – the most in its class and four more than either Honda Civic or Toyota Corolla,† in addition to a fortress-like body structure. Together, these features helped Cruze earn a 2011 IIHS Top Safety Pick†† and a five-star Overall Vehicle Score from the National Highway Traffic Safety

Administration.‡ Further reassurance comes in the form of the standard OnStar®‡‡ system that includes Automatic Crash Response.

Safety – it's one less thing to worry about when you're driving Cruze.

\* According to information published by the U.S. Department of Transportation's National Highway Traffic Safety Administration, July 2007.

\*\* Airbag inflation can cause severe injury or death to anyone too close to the airbag when it deploys. Be sure every occupant is properly restrained.

† Based on WardsAuto.com 2011 Upper Small Car segment and latest competitive information available at time of printing.

†† For more information, visit [iihs.org/ratings](http://iihs.org/ratings)

‡ US Government star ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program ([www.SaferCar.gov](http://www.SaferCar.gov)).

‡‡ Visit [onstar.ca](http://onstar.ca) for coverage map, details and system limitations. Services vary by model and conditions. OnStar® acts as a link to existing emergency service providers.

***"... PEOPLE ARE MORE VALUABLE THAN SHEET METAL, AND EXAMINING A (CRUZE) THAT HAD BEEN HIT AT 64 KM/H IN A 40 PERCENT OFFSET ON THE DRIVER'S SIDE, I WAS ABLE TO OPEN AND CLOSE THE DRIVER'S DOOR JUST AS IF THE CAR WAS IN THE SHOWROOM."***

***- AUTOS.CA***



STAY PLUGGED IN.



Communications and entertainment go mobile in Cruze. You can stay in touch with your friends, while you listen to your favourite tunes on an excellent sound system. Choose the electronic equipment you want to stay connected and entertained.



**SiriusXM Satellite Radio™\*\***  
You can choose from up to 130 channels of SiriusXM Satellite Radio™. It's standard on LT Turbo, LTZ Turbo and Eco and available on Cruze LS. It includes everything from a vast range of musical genres, to news, talk, comedy and sports channels – including more than 1000 NHL games.



**USB Port**  
An available USB port enables you to operate an MP3 player and access music on a flash drive. Standard on LT Turbo+ and LTZ Turbo and is available on all other models.

**“THE MOST IMPORTANT MEASURE OF AN AUDIO SYSTEM IS HOW WELL IT CREATES THE EXPERIENCE OF LISTENING TO A LIVE PERFORMANCE. FROM THAT PERSPECTIVE, THE CRUZE WAS CLEARLY THE BEST... DELIVERING MORE PRESENCE, MORE REALISTIC SUB-BASS, AND SILKY SMOOTH MID-RANGE.”**  
- STEVE STERN, PRESIDENT OF THE MOBILE ELECTRONICS COMPETITION ASSOCIATION

ONSTAR®



OnStar® and 6 months of the Directions & Connections Plan\* are standard on all Cruze models. Take a look at the range of safety, security, information and communications features that are included. To find out more about the range of OnStar® features and services available, please visit [onstar.ca](http://onstar.ca)

Security Services

If your vehicle is stolen, onboard OnStar® GPS technology helps police locate it. OnStar® also includes remote door unlock, plus remote horn and light services.



Vehicle Diagnostics

You can receive monthly emails updating the status of your vehicle's key operating systems.



Turn-by-Turn Navigation

It's the simplest and smartest navigation system available. Simply push the OnStar® button and tell an Advisor where you are going. Instructions are then downloaded to your vehicle, giving you turn-by-turn directions to your destination.



Automatic Crash Response

The moment built-in OnStar® sensors detect a collision, they automatically alert an OnStar® Advisor of critical details, such as the type and severity of the crash – and your exact location. The Advisor relays the information immediately to emergency responders, directing them to your location and preparing them for what to expect at the scene.\*



Emergency Services

Press the red Emergency button, and you'll get a priority connection to a specially trained Advisor who will contact the appropriate emergency service provider and guide them right to your location.\*



Hands-Free Calling

This feature enables you to make and receive calls, while keeping your eyes on the road and your hands on the steering wheel. It's not only safer and more convenient, it's also the law in many Canadian provinces.



OnStar RemoteLink™ Mobile App

OnStar RemoteLink™ places the power of OnStar® right in the palm of your hand. Whether you're across the street or across the country, OnStar RemoteLink™ gives you unparalleled control and unprecedented connectivity to perform a series of functions remotely from your iPhone® or select Android™ devices.



Download and register the app at [onstar.ca](http://onstar.ca) and you'll have access to the following functions right at your fingertips:

- Lock or unlock your doors from any distance
- Start your engine remotely (if equipped)
- Activate your horn and lights to find your vehicle
- View real-time fuel information (range to empty, fuel remaining, current fuel consumption and lifetime fuel consumption)
- Check your remaining oil life and tire pressure
- Access your OnStar® account information
- Contact an OnStar® Advisor, Roadside Assistance or your preferred Chevrolet dealer.



\* Visit [onstar.ca](http://onstar.ca) for coverage map, details and system limitations. Services vary by model and conditions. OnStar® acts as a link to existing emergency service providers.  
\*\* Available in 10 Canadian provinces and the 48 contiguous United States. Subscription sold separately after trial period. Visit [xmradio.ca](http://xmradio.ca) for details.



CRUZE MODEL OVERVIEW

CRUZE LS

Cruze LS includes these standard features:

- 136 hp 1.8L ECOTEC® 4-cylinder engine with Variable Valve Timing (VVT)
- GM Oil Life Monitoring System
- 6-speed manual transmission (6-speed automatic with Driver Shift Control available)
- 4-wheel Anti-lock Braking System (ABS)
- StabiliTrak® electronic stability control system
- Traction control
- MacPherson strut independent front suspension and compound crank rear suspension
- 16-in. wheels with silver-painted wheel covers
- Remote keyless entry system
- Vehicle content theft alarm
- 10 airbags
- Driver Information Centre
- Power windows and door locks

- Tilt and telescopic steering column
- Front bucket seats with manual 6-way seat adjusters
- Premium cloth seating surfaces
- 60/40 split-folding rear seatbacks
- 6-speaker audio system with CD player, MP3 playback, auxiliary audio input jack and graphic display
- OnStar® with 6 months of the Directions and Connections Plan featuring Turn-by-Turn Navigation\* and OnStar RemoteLink™.

CRUZE LS+

Cruze LS+ Preferred Equipment Group enhances Cruze LS features with:

- Air conditioning
- SiriusXM Satellite Radio™.\*\*

CRUZE LT TURBO

Cruze LT Turbo enhances Cruze LS+ Preferred Equipment Group features with:

- 138 hp 1.4L turbocharged ECOTEC® 4-cylinder engine with Variable Valve Timing (VVT)
- MacPherson Strut independent front suspension and rear Z-link compound crank torsion beam rear suspension.
- Heated, power exterior mirrors, body-coloured
- Cruise control.

CRUZE LT TURBO+

Cruze LT Turbo+ Preferred Equipment Group enhances Cruze LT Turbo features with:

- 16-in. 5-spoke machined-face alloy wheels
- Leather-wrapped steering wheel with Bluetooth®, cruise and audio system controls (includes leather-wrapped shifter)
- Bluetooth® hands-free phone connectivity
- Console-mounted USB port for MP3 player connectivity.

CRUZE LTZ TURBO

Cruze LTZ Turbo enhances Cruze LT Turbo+ Preferred Equipment Group features with:

- 6-speed automatic transmission with Driver Shift Control
- 4-wheel disc brakes with ABS
- Sport suspension with lowered ride height
- Fog lights
- 17-in. 5-spoke flangeless machined-face alloy wheels
- Chrome door handles
- Ultrasonic rear parking assist
- Remote vehicle starter system
- E-Z Key™ passive entry system with push-button ignition start
- Automatic climate control
- Auto-dimming interior rear-view mirror
- Up-level analogue gauge cluster
- Leather-appointed seating surfaces
- Heated front bucket seats
- Power 6-way driver-seat adjuster
- 9-speaker Pioneer® premium audio system with 250-Watt amplifier.

CRUZE Eco

Cruze Eco enhances Cruze LT Turbo features with the following unique equipment:

- Eco-specific 6-speed manual transmission with lower final drive ratio and triple overdrive gearset (6-speed automatic with Driver Shift Control available)
- Aero Package with lower front grille featuring unique air shutter system, unique air dam, underbody aero panels and rear spoiler
- 17-in. forged lightweight polished alloy wheels with low rolling-resistance tires
- Unique rear suspension (manual transmission only)
- Tire inflator kit (replaces compact spare).

\* Visit [onstar.ca](http://onstar.ca) for coverage map, details and system limitations. Services vary by model and conditions.  
\*\* Available in 10 Canadian provinces and the 48 contiguous United States. Subscription sold separately after trial period. Visit [xmradio.ca](http://xmradio.ca) for details.





CRUZE STANDARD AND OPTIONAL EQUIPMENT

SAFETY AND SECURITY	LS	ECO	LT TURBO	LTZ TURBO
<b>Airbags</b> – driver and front-passenger, dual-stage, frontal with passenger detecting system and airbag suppression – driver and front-passenger, seat-mounted side-impact – rear passenger outboard seating positions, seat-mounted side-impact – driver and front-passenger, knee protection – front-to-rear outboard seating positions head curtain side-impact	S S S S S	S S S S S	S S S S S	S S S S S
<b>Door locks</b> – rear door, child-security, electronic	S	S	S	S
<b>OnStar®</b> – In-Vehicle Communications and Assistance Service, includes 6 months of the Directions & Connections Plan with Turn-by-Turn Navigation* and OnStar RemoteLink™	S	S	S	S
<b>Safety restraints</b> – 3-point belts for all seating positions, front safety belt pre-tensioners, dual-mode retractors and shoulder belt height adjusters – LATCH (Lower Anchors and Top Tethers for Children), rear seats	S S	S S	S S	S S
<b>Security system</b> – content theft alarm, audible/visible	S	S	S	S
<b>StabiliTrak®</b> – electronic stability control system	S	S	S	S
<b>Theft-deterrent system</b> – electronic immobilizer	S	S	S	S
<b>Traction control</b> – electronic, full-function, all-speed	S	S	S	S
<b>Ultrasonic rear parking assist</b> – rear obstacle detection with audible/visible warning	–	–	–	S
<b>MECHANICAL</b>				
<b>Battery</b> – with run-down protection	S	S	S	S
<b>Brakes</b> – power, front disc/rear drum – power, 4-wheel disc – 4-wheel Anti-lock Braking System (ABS)	S – S	S – S	S 0 <sup>1</sup> S	– S S
<b>Drive</b> – front-wheel	S	S	S	S
<b>Engine</b> – 1.8L ECOTEC® I-4 with VVT Horsepower – 136 @ 6300 rpm; Torque – 123 lb.-ft. @ 3800 rpm – 1.4L turbocharged ECOTEC® I-4 with VVT Horsepower – 138 @ 4900 rpm; Torque – 148 lb.-ft. @ 1850 rpm – oil pan heater	S  – 0	–  S 0	–  S 0	–  S 0
<b>Exhaust system</b> – aluminized stainless steel	S	S	S	S
<b>Steering</b> – power, electric, rack-and-pinion, speed-sensitive	S	S	S	S
<b>Suspension</b> – front MacPherson strut/rear compound crank – front MacPherson strut/rear compound crank with Z-link design – Sport-tuned with lowered ride height	S – –	S <sup>2</sup> S <sup>3</sup> –	– S 0 <sup>1</sup>	– S S
<b>Transmission</b> – 6-speed manual with overdrive – 6-speed automatic with overdrive and Driver Shift Control – 6-speed manual, Eco-specific with triple overdrive gears	S 0 –	– 0 S	S 0 –	– S –
<b>Vehicle starter system</b> – remote	–	0 <sup>4</sup>	0 <sup>4</sup>	S

EXTERIOR	LS	ECO	LT TURBO	LTZ TURBO
<b>Aero Package</b> – Eco-specific with lower front grille with air shutters and air dam, underbody aero panels and rear spoiler	–	S	–	–
<b>Door handles</b> – body coloured – body-coloured with chrome strip	S –	S –	S –	– S
<b>Glass</b> – Solar-Ray, tinted	S	S	S	S
<b>Lights</b> – daytime running lights with automatic light control – fog lights	S –	S –	S 0 <sup>1</sup>	S S
<b>Mirrors</b> – manual, black – power remote control, heated, body-colour	S –	– S	– S	– S
<b>Spoiler</b> – rear deck-lid	–	S	0 <sup>1</sup>	0 <sup>1</sup>
<b>Sunroof</b> – power, tilt and sliding glass panel with sunshade and express-open feature	–	–	0	0
<b>Tires</b> – P215/60R16 all-season** – P215/55R17 all-season** low-rolling-resistance – P225/50R17 all-season** – P225/45R18 all-season** – compact spare – tire sealant and inflator kit (replaces compact spare)	S – – – – 0	– S – – S S	S – – 0 <sup>1</sup> S 0	– – S 0 <sup>1</sup> S 0
<b>Wheels</b> – 16" x 6.5" steel with silver-painted wheel cover (A) – 16" x 6.5" 5-spoke machined-face alloy (B) – 17" x 7" Eco-specific forged lightweight polished alloy (C) – 17" x 7" 5-spoke machined-face alloy, flangeless (D) – 18" x 7" double 5-spoke silver-painted alloy, flangeless (E)	S – – – –	– – S – –	S 0 <sup>5</sup> – – 0 <sup>1</sup>	– – – S 0 <sup>1</sup>
<b>Windshield wipers</b> – 2-speed with variable delay (intermittent)	S	S	S	S


INTERIOR	LS	ECO	LT TURBO	LTZ TURBO
<b>Climate control</b> – manual air conditioning – automatic climate control – air filtration system, particulate/pollen filter – rear floor heating and cooling ducts	0 <sup>6</sup> – 0 <sup>6</sup> S	S – S S	S – S S	– S S S
<b>Console</b> – front floor with sliding armrest, storage and dual cupholders	S	S	S	S
<b>Cruise control</b>	–	S	S	S
<b>Defogger</b> – electric rear window	S	S	S	S
<b>Floor mats</b> – front and rear, carpeted	S	S	S	S
<b>Instrumentation</b> – analogue cluster (includes speedometer, tachometer, coolant temperature and fuel gauges with chrome accent rings) – up-level analogue cluster (includes speedometer, tachometer, coolant temperature and fuel gauges, reminder display, compass, chrome accent rings and translucent bezels) – Driver Information Centre (includes digital speedometer, 2 trip odometers, average speed, fuel range, instantaneous fuel consumption, average fuel consumption, GM Oil Life Monitoring System, exterior temperature display, compass and programmable features) – tire pressure monitoring system	S – – S 0	S S – S 0	S 0 <sup>1</sup> – S 0	– S – S 0
<b>Lighting</b> – dome, delayed entry/exit with ignition key removal, theatre dimming, roof courtesy and trunk	S	S	S	S
<b>Locks</b> – power, programmable with lock-out protection – remote keyless entry system with panic feature and trunk release – E-Z Key™ passive entry system with panic feature (includes keyless ignition start, door lock/unlock passive entry and trunk passive release/unlock with separate trunk release button)	S S –	S S –	S S –	S – –
<b>Mirror</b> – rear-view, with OnStar® controls – rear-view, with OnStar® controls and auto-dimming feature	S –	S –	S 0 <sup>8</sup>	– S
<b>Power outlets</b> – 12-volt, 2, 1 in front, 1 inside floor console	S	S	S	S
<b>Retained accessory power</b>	S	S	S	S
<b>Steering column</b> – tilt and telescopic adjustable	S	S	S	S
<b>Steering wheel</b> – 3-spoke with Bluetooth® and audio system controls – 3-spoke with Bluetooth®, cruise and audio system controls – 3-spoke leather-wrapped with Bluetooth®, cruise and audio system controls (includes leather-wrapped shifter)	0 <sup>7</sup> – –	– 0 <sup>7</sup> –	– 0 <sup>7</sup> 0 <sup>5</sup>	– – S
<b>Sunshades</b> – LH and RH padded; non-illuminated vanity mirrors – LH and RH padded; illuminated vanity mirrors	S –	S –	S 0 <sup>8</sup>	– S
<b>Windows</b> – power, express-down all windows and passenger lock-out features – power, driver's express-up/down, power express-down all other windows and passenger lock-out features	S –	– S	– S	– S

<b>SEATS</b>				
Reclining front bucket seats with premium cloth	S	S	S	–
Reclining front bucket seats with leather seating surfaces	–	–	–	S
Vertical adjusting front seat head restraints	S	S	S	S
Storage – seatback storage pockets, front passenger side	–	S	S	S
Storage – seatback storage pockets, driver side	–	–	–	S
Heated, driver and front-passenger seats	–	–	–	S
Manual 6-way driver seat adjuster	S	S	S	–
Manual 6-way front-passenger seat adjuster	S	S	S	S
Power 6-way driver seat adjuster	–	–	0 <sup>8</sup>	S
Seatback – rear, 60/40 split-folding with articulating centre armrest	S	S <sup>9</sup>	S	S

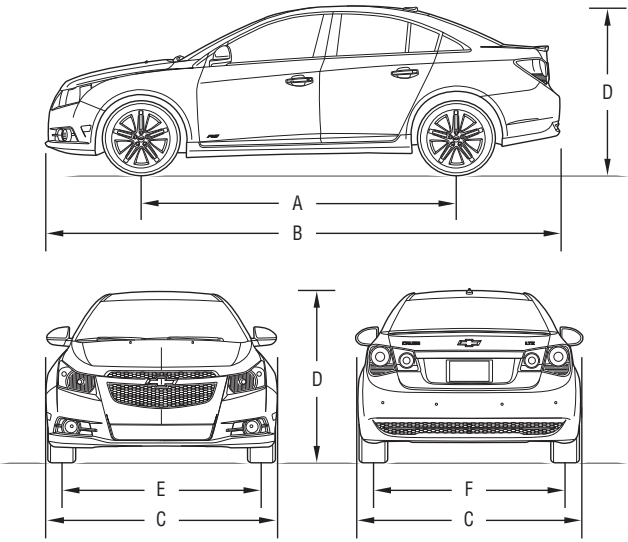
ENTERTAINMENT	LS	ECO	LT TURBO	LTZ TURBO
All Cruze audio systems include an electronically tuned AM/FM stereo with CD player, MP3 playback, seek up/down, scan, auto tone control, speed-compensated volume control, Radio Data System® (RDS), auxiliary audio input jack, TheftLock®, digital clock and graphical display	S	S	S	S
USB port	0 <sup>7</sup>	0 <sup>7</sup>	0 <sup>5,7</sup>	S
Bluetooth® – hands-free phone connectivity	0 <sup>7</sup>	0 <sup>7</sup>	0 <sup>5,7</sup>	S
SiriusXM Satellite Radio™†	0 <sup>6</sup>	S	S	S
6-speaker audio system	S	S	S	–
9-speaker Pioneer® premium audio system with 250-Watt amplifier	–	0	0	S
Navigation system†† – HDD-based with 178 mm (7 in.) display	–	–	0 <sup>10,11</sup>	0

<b>OPTION PACKAGES</b>				
<b>RS Appearance Package</b> – includes ground effects package, rear deck-lid spoiler, 18" x 7" double 5-spoke flangeless silver-painted alloy wheels, and P225/45R18 all-season** tires (includes 4-wheel disc brakes, lowered sport suspension, fog lights and up-level instrument cluster on LT Turbo+ model)	–	–	0 <sup>11</sup>	0
<b>Connectivity Package</b> – includes Bluetooth® hands-free phone connectivity and steering wheel-mounted Bluetooth®, cruise and audio system controls (includes USB port on LS+ and LT turbo models)	0 <sup>12,13</sup>	0	0 <sup>5</sup>	S
<b>Convenience Package</b> – includes power 6-way driver seat adjuster, auto-dimming interior rear-view mirror, and driver and front-passenger illuminated, covered vanity mirrors	–	–	0	S

<b>PREFERRED EQUIPMENT GROUP 1SB</b>	LS+	LT+
<b>Climate control</b> – manual air conditioning with air filtration system	•	S
<b>SiriusXM Satellite Radio™†</b>	•	S
<b>Wheels</b> – 16" x 6.5" 5-spoke machined face alloy		•
<b>Connectivity Package</b> – includes Bluetooth® hands-free phone connectivity, steering wheel-mounted Bluetooth®, cruise and audio system controls and USB port		•
<b>Steering Wheel</b> – 3 spoke leather-wrapped with Bluetooth®, cruise and audio system controls (includes leather-wrapped shifter)		•

S – Standard. 0 – Optional individually or in combination with other optional equipment.  
• – Included with Preferred Equipment Group.  
1 – Included with available RS Appearance Package.  
2 – Included with manual transmission.  
3 – Included with available automatic transmission.  
4 – Available with automatic transmission only.  
5 – Included with LT Turbo+ Preferred Equipment Group.  
6 – Included with LS+ Preferred Equipment Group.  
7 – Included with available Connectivity Package.  
8 – Included with available Convenience Package.  
9 – Eco with manual transmission deletes folding centre armrest.  
10 – Requires Pioneer® Premium Sound System.  
11 – Requires available LT Turbo+ Preferred Equipment Group.  
12 – Requires available LS+ Preferred Equipment Group.  
13 – Cruise control not available on LS models.  
\* Visit onstar.ca for coverage map, details and system limitations. Services vary by models and conditions.  
\*\* All-season tires may not satisfy winter tire requirements in all regions of the country. Tires specifically designed for severe winter conditions and marked with the "winter tire" symbol  may be required during certain months or in certain regions. Contact your Provincial, Municipal or local road authority for information regarding which tires are required in your particular area.  
† Available in 10 Canadian provinces and the 48 contiguous United States. Monthly subscription sold separately after trial period. Visit xmradio.ca for details.  
†† At time of print, detailed map coverage is available for most major urban areas of the United States and for certain metropolitan areas of Canada (Vancouver, Calgary, Edmonton, Winnipeg, Windsor, London, Toronto, Ottawa, Montreal, Quebec City and Halifax). Coverage is significantly limited outside these areas.

DIMENSIONS



<b>EXTERIOR, mm (in.)</b>	
Wheelbase (A)	2685 (105.7)
Length (B)	4597 (181.0)
Width (C)	1796 (70.7)
Height (D)	1476 (58.1)
Front tread (E)	1544 (60.7)
Rear tread (F)	1558 (61.3)

<b>INTERIOR, mm (in.) front/rear</b>	
Headroom	998/963 (39.3/37.9)
Legroom	1074/898 (42.3/35.4)
Shoulder room	1391/1369 (54.8/53.9)
Hip room	1346/1331 (53.0/52.4)

CAPACITIES/WEIGHT	
Trunk, L (cu. ft.)	425 (15.0)*
Fuel tank, L (imp. gal.)	59 (13.0)**
Curb weight (est.), kg (lb.)	
— LS	1386 (3056)
— ECO	1365 (3010)
— LT Turbo	1427 (3147)
— LTZ Turbo	1441 (3177)

\* Cruze Eco trunk capacity is 436 L (15.4 cu. ft.)

\*\* Eco with manual transmission – 47.7 L (10.5 imp gal.)

<b>TOWING*</b>
1.8L ECOTEC® I-4 VVT 3.87/3.94 final drive ratio; 454 kg (1000 lb.) maximum gross trailer weight
1.4L Turbocharged ECOTEC® I-4 VVT 3.87 final drive ratio; 454 kg (1000 lb.) maximum gross trailer weight

\* When properly equipped. Includes weight of trailer, cargo, passengers and equipment. All towing recommendations are subject to change. Trailer tongue load should be 10% of the maximum trailer weight but should not exceed the load rating specified for that vehicle, engine or hitch combinations. See your dealer or refer to the Cruze Owner's Manual for details.

WHEELS



A – 16" x 6.5" steel with silver-painted wheel cover  
B – 16" x 6.5" 5-spoke machined-face alloy  
C – 17" x 7" Eco-specific forged lightweight polished alloy  
D – 17" x 7" 5-spoke machined-face alloy, flangeless  
E – 18" x 7" double 5-spoke flangeless silver-painted alloy



WARRANTY

IT ISN'T FINE PRINT – IT'S A COMMITMENT.

Chevrolet puts the same care into its warranty and support programs that it does into the cars and trucks it builds. So you can add peace of mind knowing that every Chevrolet is backed by the best coverage in Canada:

- 3-year/60,000 km New Vehicle Limited Warranty\*
- 5-year/160,000 km Powertrain Component Limited Warranty, with \$0 deductible on repairs and the warranty is fully transferable at no charge\*
- 5-year/160,000 km Courtesy Transportation\*
- 5-year/160,000 km 24/7 Roadside Assistance\*
- 6-year/160,000 km rust-through perforation coverage\*
- 8-year/130,000 km coverage on catalytic converters and powertrain control modules (PCMs).\*

\*Whichever comes first. Conditions and limitations apply, see dealer for details.

OTHER OWNERSHIP PRIVILEGES AND PROGRAMS:\*\*

- **GM Protection Plan (GMPP)** – the only extended service plan backed by the resources and commitment of General Motors. GMPP may be purchased at the time of sale or subsequently during the New Vehicle Limited Warranty period
- **GM Goodwrench Service** – with GM-certified technicians and GM-approved parts, nobody knows your GM vehicle better
- **Chevrolet Owner Centre** – as an owner, take advantage of the Chevrolet Owner Centre. This online owner's destination gives you access to coupons, contests, current offers and the latest driving and maintenance tips. Find out more at [ChevroletOwner.ca](http://ChevroletOwner.ca)

\*\* Conditions and limitations apply.

TO HELP YOU PURCHASE OR LEASE A NEW VEHICLE:

- **Purchase Financing and Leasing** – on-the-spot financing, see your dealer for full details†
- **GM Student Bonus Program** – students or recent graduates of high school, college or university\*\* may be entitled to receive a Student Bonus vehicle redemption allowance of \$500 or \$750†† (tax inclusive) (purchased vehicle dependant) to use towards the purchase, lease or finance of one eligible new Chevrolet vehicle
- **The GM Card** – GM cardholders may redeem up to \$3500 GM Card® Earnings (subject to Vehicle Redemption Allowances) toward the Total Purchase Price on eligible new GM vehicles.†† For full program details please visit [thegmcard.ca](http://thegmcard.ca)

†Subject to eligibility. †† Program subject to change. \*\* Conditions and limitations apply.

INFORMATION RESOURCES:

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

- The GM website at [gm.ca](http://gm.ca)
- The GM Customer Care Centre at **1-800-GM-DRIVE (1-800-463-7483 or 1-800-263-3830** for TDD users).

A WORD ABOUT THIS BROCHURE

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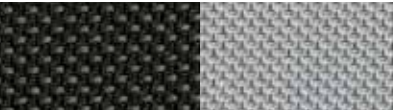
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INTERIOR FABRICS

Premium Cloth – LS



AFB – Jet Black/Medium Titanium

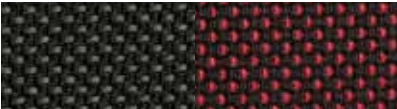
Premium Cloth – Eco/LT Turbo



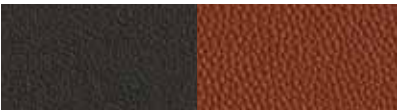
AFC/AFP – Medium Titanium



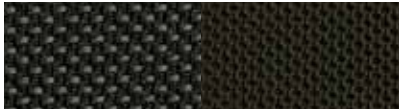
AAW – Jet Black



AFB/ABY – Jet Black/Sport Red



AAX – Jet Black/Brick



AFF/ABX – Jet Black



AAY – Light Neutral

EXTERIOR/INTERIOR COLOUR COMPATIBILITY

	Interior ►	Jet Black	Jet Black/ Medium Titanium	Medium Titanium	Jet Black/Sport Red	Jet Black/Brick	Cocoa/Light Neutral
▼ Exterior	Model ►	Eco LT Turbo, LTZ Turbo	LS	Eco, LT Turbo	Eco, LT Turbo	LTZ Turbo	LTZ Turbo
G56 – Blue Granite Metallic <sup>1</sup>		●	●	●	●	●	●
GAN – Silver Ice Metallic		●	●	●	●		
GAO – Gold Mist Metallic		●	●				●
GAR – Black Granite Metallic*		●	●	●	●	●	
GAZ – Summit White		●	●	●	●		●
GBE – Crystal Red Tintcoat* <sup>2</sup>		●	●	●	●		●
GCN – Victory Red <sup>3</sup>		●	●	●	●	●	●
GGT – Autumn Metallic <sup>1</sup>		●	●				
GLF – Ice Blue Metallic		●	●	●			●
GTS – Blue Topaz Metallic		●	●	●			●

\* Available at extra cost.

1 – Interim availability.

2 – Not available on LS.

3 – Requires available RS Appearance Package.

EXTERIOR COLOURS



G56 – Blue Granite Metallic<sup>1</sup>



GAN – Silver Ice Metallic



GAO – Gold Mist Metallic



GAR – Black Granite Metallic\*



GAZ – Summit White



GBE – Crystal Red Tintcoat\*<sup>2</sup>



GCN – Victory Red<sup>3</sup>



GGT – Autumn Metallic<sup>1</sup>



GLF – Ice Blue Metallic



GTS – Blue Topaz Metallic

\*Available at extra cost.

1 – Interim availability

2 – Not available on LS.

3 – Requires available RS Appearance Package.

The exterior colours in this brochure are as close to the actual vehicle production colour as the printing process allows.

For more accurate colour samples, ask your sales consultant to see the dealer showroom vehicle colour display.

Exterior colours may be subject to change during the 2012 model year. Please check with your sales consultant or visit [chevrolet.ca](http://chevrolet.ca) for latest colour availability on Cruze.





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