CUSTOMIZE YOUR RIDE EVENT

2011 CHEVROLET SILVERADO EXT. CAB 4WD CHEYENNE EDITION WITH CHROME ACCESSORIES PACKAGE

PURCHASE PRICE

$27,995*

INCLUDES FREIGHT, PDI, FEES & $7,500 CASH CREDIT♦

OFFER INCLUDES GM OWNER LOYALTY BONUS♠

HWY: 11.4 L/100 km – 25 mpg
CITY: 15.9 L/100 km – 18 mpg‡

The GM Card $2,000 GM CARD MAX. REDEMPTION ALLOWANCE†

UPTO **$1,500** IN CHROME ACCESSORIES▼ (ON MOST SILVERADO 1500)

OR UPTO **$1,000** IN OPTIONS & ACCESSORIES♦♦

PLUS UPTO **$7,500** CASH CREDITS♦

2011 CHEVROLET COLORADO REGULAR CAB

PURCHASE PRICE

$16,995*

INCLUDES FREIGHT, PDI, FEES, $7,000
CASH CREDIT♦ & $1,000 ACCESSORIES CASH ALTERNATIVE♦♦

HWY: 7.8 L/100 km – 36 mpg
CITY: 11.3 L/100 km – 25 mpg‡

The GM Card $1,500 GM CARD MAX. REDEMPTION ALLOWANCE†

2011 CHEVROLET SILVERADO REGULAR CAB

PURCHASE PRICE

$18,995*

OFFER INCLUDES GM OWNER LOYALTY BONUS♠

INCLUDES FREIGHT, PDI, FEES, $6,500
CASH CREDIT♦ & $1,000 ACCESSORIES CASH ALTERNATIVE♦♦

HWY: 10.0 L/100 km – 28 mpg
CITY: 14.1 L/100 km – 20 mpg‡

The GM Card $2,000 GM CARD MAX. REDEMPTION ALLOWANCE†

2011 CHEVROLET SILVERADO EXTENDED CAB CHEYENNE EDITION

PURCHASE PRICE

$23,995*

OFFER INCLUDES GM OWNER LOYALTY BONUS♠

INCLUDES FREIGHT, PDI, FEES, $7,500
CASH CREDIT♦ & $1,000 ACCESSORIES CASH ALTERNATIVE♦♦

HWY: 10.5 L/100 km – 27 mpg
CITY: 15.3 L/100 km – 18 mpg‡

The GM Card $2,000 GM CARD MAX. REDEMPTION ALLOWANCE†

RECYCLE YOUR 1995 OR OLDER VEHICLE AND RECEIVE UP TO $2,300▼▼ IN ADDITIONAL CASH INCENTIVES.

CA$H FOR CLUNKERS

IN COLLABORATION WITH RETIRE YOUR RIDE, FUNDED BY THE GOVERNMENT OF CANADA.

Retire Your Ride — Canada's Vehicle Recycling Program

Summerhill IMPACT

OR ASK ABOUT GMCL's RECYCLING PROGRAM **FOR 1996-2003 VEHICLES**

GM Canada — THE BEST COVERAGE IN CANADA: 5 YEARS • POWERTRAIN COMPONENT LIMITED WARRANTY • ROADSIDE ASSISTANCE • COURTESY TRANSPORTATION; 160,000 KM* • *WHICHEVER COMES FIRST; EXCLUDES MEDIUM-DUTY TRUCKS. SEE DEALER FOR LIMITED WARRANTY DETAILS.

The GM Card — Redeem your GM Card earnings today.†

VEHICLE PRICING IS NOW EASIER TO UNDERSTAND BECAUSE ALL OUR PRICES INCLUDE FREIGHT, PDI AND MANDATORY GOVERNMENT LEVIES.
Prices do not include applicable taxes and PPSA. Consumers may be required to pay up to $799 for Dealer fees.***

CA$H FOR LEASES | GET $1000 TO GET OUT OF YOUR CURRENT LEASE (ALL MAKES) AND INTO A NEW GM VEHICLE‡

visit: ontariochevroletdealers.com

CHEVROLET

For the latest information, visit us at chevrolet.ca, drop by your local Chevrolet Dealer or call us at 1-800-GM-DRIVE. ♦$7,500/$7,000/$6,500/$7,500 manufacturer to dealer delivery credit available on 2011 Chevrolet Silverado 1500 Ext. Cab/2011 Chevrolet Colorado/2011 Chevrolet Silverado 1500 Reg. Cab/2011 Chevrolet Silverado 1500 Ext. Cab (tax exclusive) for retail customers only reflected in offers in this advertisement. Other cash credits available on most models. ♦♦Offer applies to most new or demonstrator 2011 GM vehicles, excluding PDJ Trucks and Camaro Convertible, delivered between February 1 and May 2, 2011 at participating dealers in Canada. Dealer order or trade may be required. Retail customers will receive up to $1,000 (tax exclusive) (Cruze LS-1SB is eligible for $1,000 all other Cruze models and Aveo will receive $500), to be used towards the purchase of genuine GM Accessories and Options. Installation not included. Alternatively, the $1,000 manufacturer-to-dealer Customize Your Ride Event credit (tax exclusive) ($500 for Chevrolet Cruze and Aveo) may be applied to the vehicle purchase price. This offer may not be combined with certain other consumer incentives available on GM vehicles. *Offer applies to the purchase of 2011 Chevrolet (Silverado 1500 Ext. Cab 4WD R7/Colorado Reg. Cab 2WD R7D/Silverado 1500 Reg. Cab 2WD R7A/Silverado 1500 Ext. Cab 2WD R7I). ♦♦♦/*Freight & PDI ($1,450/$1,450/$1,450/$1,450), registration, air and tire levies and OMVIC fees are included. Insurance, licence, PPSA, dealer fees and applicable taxes are not included. Offers apply as indicated to 2011 new or demonstrator models of the vehicle equipped as described. Offers apply to qualified retail customers in the Ontario Chevrolet Dealer Marketing Association area only (including Outaouais). Dealers are free to set individual prices. Dealer order or trade may be required. Limited time offers which may not be combined with other offers. GMCL may modify, extend or terminate offers in whole or in part at any time without notice. Conditions and limitations apply. See your dealer for conditions and details. **Factory order or dealer trade may be required. ‡2011 Chevrolet Silverado 1500 Ext. Cab 4WD. Colorado Reg. Cab 2WD, Silverado 1500 Reg. Cab 2WD and Silverado 1500 Ext. Cab 2WD based on GM Testing in accordance with approved Transport Canada test methods. Your actual fuel consumption may vary. †Subject to Vehicle Redemption Allowances. For complete GM Card Program Rules, including current Redemption Allowances, transferability of Earnings, and other applicable restrictions for all eligible GM vehicles, see your GM Dealer, call the GM Card Redemption Centre at 1-888-446-6232 or visit TheGMCard.ca. Subject to applicable law, GMCL may modify or terminate the Program in whole or in part with or without notice to you. ††2011 Chevrolet Silverado 1500 LT Ext. Cab 4WD with PDJ and S83, MSRP with freight, PDI & fees $42,5534. Dealers are free to set individual prices. ▼Offer applies to new or demonstrator 2011 MY Silverado Light Duty Extended and Crew Cab C/K Models, 1SF, 1SB, 1SD (excludes hybrids) delivered between February 1 and May 2, 2011 at participating dealers in Canada. Dealer order or trade may be required. Retail customers will receive up to $1,500 (tax exclusive). This offer may not be combined with certain other consumer incentives available on GM vehicles. GMCL may modify, extend or terminate this offer, in whole or in part, at any time without notice. Conditions and limitations apply. See your GM dealer for details. ♠Customers eligible for a GM Owner Loyalty Bonus will receive a $1,000/$750/$500 manufacturer to consumer incentive (tax inclusive). Example: $10,000 purchase price, after tax price is $11,300 ($10,000 plus $1,300 applicable taxes). After applying $1,000/$750/$500 credit, after tax price is $10,300/$10,550/$10,800 ($885/$664/$442 reduced purchase price plus $115/$86/$58 applicable taxes), with the $1,000/$750/$500 credit being the $885/$664/$442 reduction from the purchase price and the $115/$86/$58 reduction in taxes which would have otherwise been payable on the full purchase price. $500 Credit may be applied towards the purchase/finance/lease of an eligible new 2010/2011 Model Year Chevrolet Aveo, Cobalt and Cruze (excluding 1SB). $750 Credit may be applied towards the purchase/finance/lease of an eligible new 2010/2011 Model Year Chevrolet Equinox and GMC Terrain. $1,000 Credit may be applied towards the purchase/finance/lease of other eligible new 2010/2011 Model Year Chevrolet, Buick, GMC or Cadillac vehicle, delivered between February 1, 2011 – June 30, 2011. Ineligible vehicles: Chevrolet Cruze 1SB, Corvette ZR1, all Pontiac, Saturn, Saab, and HUMMER vehicles, and medium duty trucks. Offer is transferable to a family member living within the same household (proof of address required). As part of the transaction, dealer may request documentation and contact GM to verify eligibility. This offer may not be redeemed for cash and may not be combined with certain other consumer incentives, including the First to Cruze program. See your GM dealer for details. GM reserves the right to amend or terminate offers for any reason in whole or in part at any time without prior notice. ▼▼To qualify for GMCL's Cash For Clunkers incentive, you must: (1) receive Government confirmation of vehicle eligibility under the Retire Your Ride ("RYR") Program, supported by The Government of Canada, and turn in a 1995 or older MY vehicle that is in running condition and has been registered and properly insured in your name for the last 6 months (12 months in B.C.); (2) turn in a 1995 or older MY vehicle that is in running condition and has been registered and properly insured under (i) a small business name for the last 6 months or (ii) your name for the last 6 months in B.C.; or (3) turn in a 1996 through 2003 MY vehicle that is in running condition and has been registered and properly insured in your name for the last 6 months. GMCL will provide eligible consumers with a manufacturer to consumer incentive (tax inclusive) to be used towards the purchase/finance/lease of a new eligible 2010 or 2011 MY Buick/Chevrolet/GMC/Cadillac vehicle delivered between January 4 and March 31, 2011. Ineligible vehicles: Chevrolet Aveo, 2010 MY Chevrolet Cobalt, 2011 MY Buick Regal, Chevrolet Cruze and Medium Duty trucks. Incentive ranges from $750 to $2,000, depending on model purchased. Incentive may not be combined with certain other offers. By participating in the Cash For Clunkers program you will not be eligible for any trade-in value for your vehicle. See your participating GM dealer for additional program conditions and details. GMCL may modify, extend or terminate program in whole or in part at any time without notice. If you successfully complete the RYR Program, you will be eligible for a $300 cash incentive from the Canadian Government. Residents of Northwest Territories, Yukon or Nunavut are excluded from the RYR Program and are therefore ineligible for GMCL's Cash For Clunkers incentive. Some conditions apply. Visit www.retireyourride.ca (www.scrapit.ca for residents of B.C.) for more information.