

Chevrolet Cruze Eco sets the standard for lowest highway fuel consumption in 2011

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PORT PERRY, Ont.: So what kind of driving do you do?

Is it mostly highway, mostly city, or a combination of the two?

If your answer is mostly highway, listen up. You don't have to go the more expensive hybrid or diesel route to get great fuel economy— just give the 2011 Chevrolet Cruze Eco a try.

While the plug-in Chevrolet Volt is getting all the ink, its cars like the Cruze Eco that will sell in much higher numbers. And as gasoline in the GTA climbs above the \$1.35 per litre mark, more and more people will be looking for ways to make their commuting dollars stretch a little further.

Starting at just \$19,495, the Cruze Eco comes with a Natural Resources Canada fuel economy rating of 4.6L/100 km (61 mpg) highway for manual transmission models. That is the lowest highway fuel consumption of any gas-powered car in Canada today.

The city rating is also an impressive 7.2L/100 km (39 mpg). And this is all

with a 1.4-litre turbocharged inline four-cylinder gasoline engine that also delivers decent performance, producing 138 hp and 148 lb/ft of torque.

So how does Chevrolet achieve this head-of-the-class fuel consumption rating?

Quite simply, it comes through improved aerodynamics, lighter weight and powertrain enhancements.

According to Paul Hewitt, GM Canada's product manager for the Chevrolet Cruze, "special treatments" were used to make the car more fuel-efficient.

Many of these tweaks were developed and refined in more than 500 hours of wind tunnel testing of the Volt which shares some of the basic architecture with the Cruze, which was named 2011 Car of the Year by the Automobile Journalists Association of Canada.

An example of the "special treatments" used on the Eco to improve fuel economy are air shutters in the lower grille that open and close based on speed and cooling needs of the engine to improve the cars aerodynamics. This alone reduces the drag coefficient by 0.16 and this is the only application of this technology on a car in the com-



Starting at just \$19,495 with a six-speed manual, the Cruze Eco has the lowest highway fuel consumption of any gasoline car in Canada with a rating of 4.6L/100 km (61 mpg).

pact segment.

The car also sits 10 mm lower than the other Cruze models and has a unique front air dam extension, a rear spoiler and underbody panels to smooth the airflow.

In all, aerodynamic drag was reduced by 10 per cent as the Eco comes in at 0.298, tops in the compact segment among mainstream vehicles.

The use of lighter, high-strength steel helped contribute to a weight reduction of 97.2 kg (214 lb) compared to the Cruze LT Turbo.

In all, 42 changes were made to the Eco to reduce weight, bringing it in at 1,367 kg (3,009 lb).

The Eco also features lighter wheels and tires. The 17-inch alloy wheels weigh only 16.6 kg (36.5 lb) each, 2.4

kg (5.3 lb) less than the ones on the Cruze LT Turbo. Low rolling resistance tires also add to the fuel savings.

All in all, there are a lot of features here that would appeal to the cost-conscious among us. But none of this would matter if it were simply a cheap car. It isn't. There's a lot of value to be found here with features like 10 standard airbags, anti-lock brakes, traction control and stability control. Even the six-speed manual transmission (or optional six-speed automatic transmission) would never have been offered in an economy car a few years ago.

The success of the Cruze is crucial to General Motors because the compact market makes up 20 per cent of all sales here in Canada. And with the

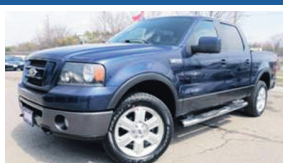
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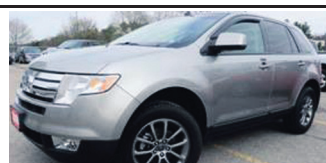
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