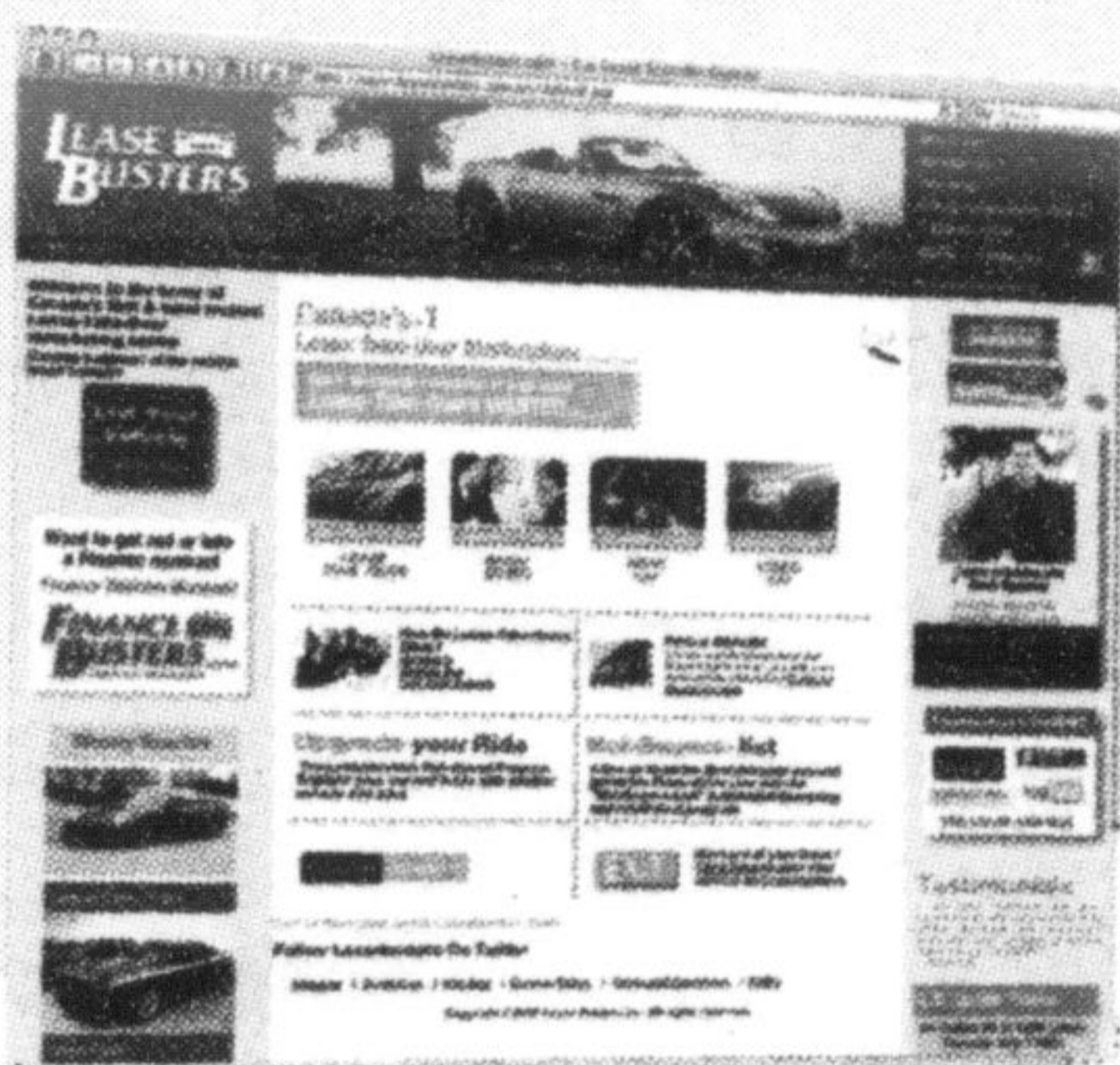


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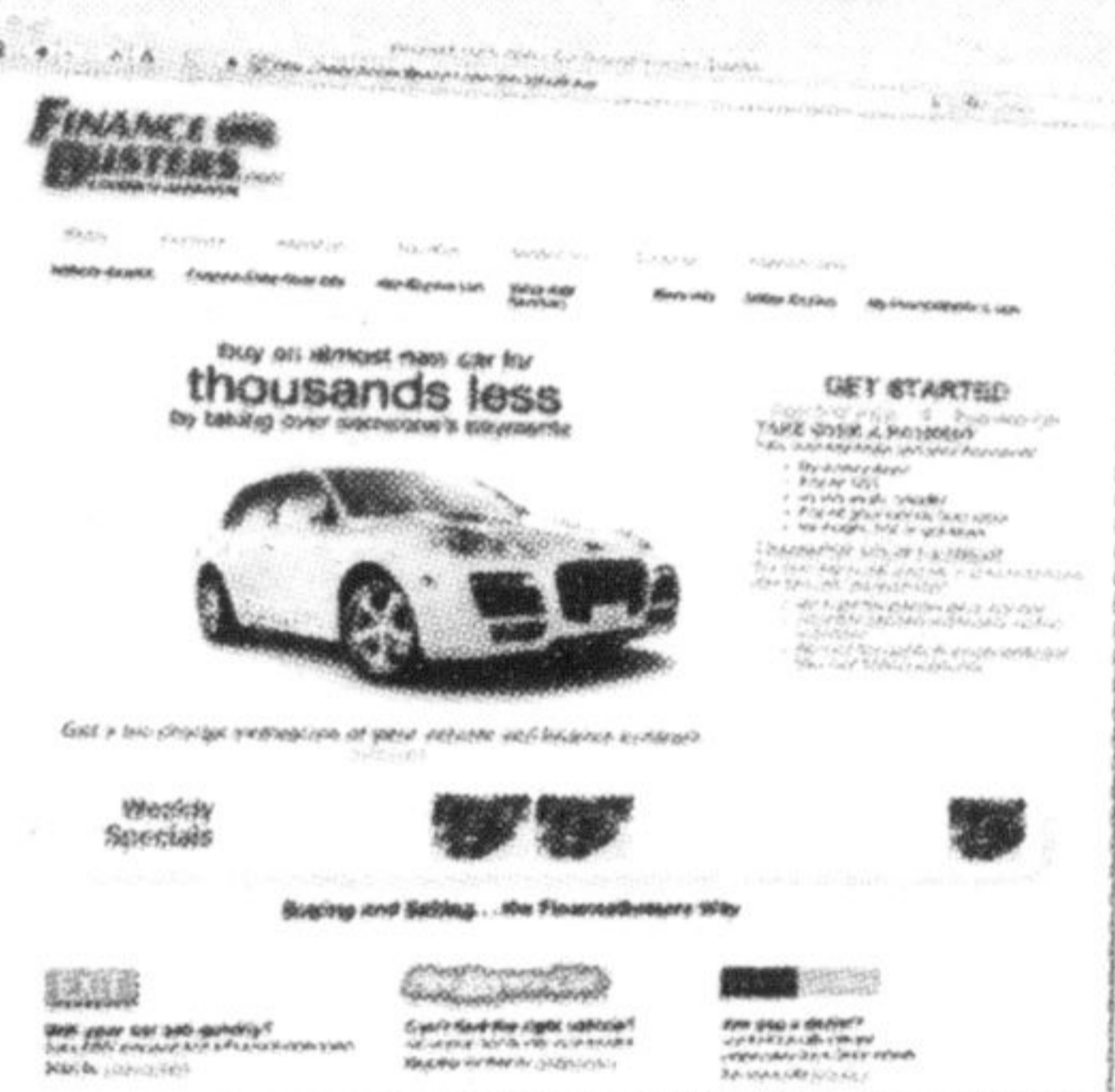
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Don't just drive - Cruze

By **Jim Robinson**
METROLAND MEDIA GROUP
CARGUIDE MAGAZINE

The 2011 Cruze is crucial to Chevrolet. Compact cars are the largest segment in Canada, making up 22 per cent of the pie. In addition, the Chevrolet brand accounts for 60 per cent of all GM sales in this country.

The Cruze is not new to the rest of the world. It is already sold in 130 countries. Interestingly, more than 60 per cent of all Chevrolet sales happen outside the U.S.

After the Buick Regal, Cruze is the first of the new vehicles from GM in the post meltdown era.

In readying the Cruze for Canadian consumption, studies showed fuel economy to be the top reason for buying with safety is the second. Thirdly, Canadians want the features of a bigger car in a compact.

In other words, they want to feel a car like the Cruze gives them more for their money than its direct competitors like Mazda3, Toyota Corolla and Honda Civic.

In terms of safety, the Cruze is the first car I can think of that offers 10 airbags as standard. In addition, Stabilitrak (GM's version of stability control), traction control and anti-lock brakes are all standard, and that's on a car that starts at \$14,995.

As for fuel economy, the Cruze is available

with two, inline four-cylinder engines. The first is a 1.8-litre on the base LS (\$14,995) and LS Plus (\$16,750) producing 138 hp and 125 lb/ft of torque with either a standard six-speed manual or optional six-speed automatic transmission. With the automatic, fuel numbers are 9.2/5.6/7.6L/100 km (31/50/37 mpg) city/highway/combined. With the manual, they are 7.8/5.4/6.8L/100 km (36/52/42 mpg) city/highway/combined.

The other engine is a 1.4-litre turbo with the same 138 hp but a heftier 148 lb/ft of torque with the six-speed automatic, no manual offered. This gives 8.5/5.5/7.2L/100 km (33/51/39 mpg) city/highway/combined.

This engine powers the LT (\$19,495), LT Turbo Plus (\$20,870) and the LTZ Turbo (\$24,780).

While the base LT comes in at under 15 grand is it still pretty base with 16-inch steel wheels and no air conditioning. For air, you have to go up \$1,755 to the LT Plus, which

also gives you satellite radio for 12 months and an upgraded sound system.

Chevrolet expects the volume model to be the LT Turbo. While it still has steel wheels, it does include items like cruise control and heated outside mirrors. There are also a bunch of options like a Pioneer sound system, sunroof, remote start



Chevrolet is entering Canada's biggest segment, compact cars, with the 2011 Cruze (LTZ Turbo shown) with claimed category-leading fuel economy and 10 standard airbags.

• see LEADER on page B18

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