

CHECK OUT OUR ENHANCED TRAINING APPROACH FOR THIS IMPORTANT LAUNCH.



2011 Chevy Cruze



Introducing the 2011 Chevrolet Cruze.

Announcing a dynamic training program for the car that changes the rules in the compact segment. As you prepare for the launch of the 2011 Cruze, it's time to start training your sales team. In the coming months we'll show your team how to put our Key Selling Messages into action.

- Cruze brings midsize car presence to the compact segment.
- Cruze offers segment-leading fuel economy.
- Cruze is designed to provide segment-leading safety.
- Cruze was engineered to the highest quality and durability standards.



2011 Chevy Cruze

CRUZE-SPECIFIC PRODUCT TRAINING ONLINE 24/7

- Features customer information, streaming product walkarounds and informational How Things Work videos.
- You'll receive e-mail alerts when content is changed or added (sign-up required).
- Download and share select videos with colleagues and customers.
- Highly targeted Competitive Comparisons.
- Easily accessed through gmtraining.com or Chevylaunch.com.



ProductSource
Training

ADDITIONAL TRAINING

- Three webcasts will provide all the details you need to order the right vehicles, do effective walkarounds and keep you on track on the sales floor. These webcasts also include Q&A with the Cruze Marketing Team.
- Downloadable Details Book provides product and competitive information.
- Key Market Training Meetings in major markets delivered by your Chevrolet trainers (does not include driving activity).
- Chevrolet trainers continue to support delivery of content in selected dealerships.
- Virtual Classroom Training sessions with your Chevrolet virtual trainer.
- Online Certification Test taken at gmtraining.com.

TRAINING TIMELINE

The 2011 Cruze will start arriving in dealerships in September 2010. Training materials will be available as follows:

Chevrolet ProductSource Website Live (Preliminary Information) – April 2010

**Introduction and Ordering Webcast
June 2010**

**Chevrolet ProductSource Website Live (with Walkarounds and How Things Work videos)
June 2010**

Cruze Details Book Online (PDF on ProductSource website) – June 2010

**Cruze Launch Update Webcast
August 2010**

**Key Market Training Meetings
Begin September 2010**

**Cruze Competitive Comparison Webcast
September 2010**

In-Dealership Training Begins October 2010

Cruze Virtual Classroom Training Begins October 2010