

We're honored
to be
America's favorite cars.
But that's not all
we're honored for.




Motor Trend Car of The Year.




CAPRICE CLASSIC LTZ.




The new Caprice LTZ was rigorously designed to meet or surpass the very definite standards of its traditional buyers.


Yet one look will tell you how radically it redefined that tradition of full-size luxury and value.  *Motor Trend*:

"This attention to detail will result in a significantly improved driving experience over the long run, the kind an owner will brag about to friends."

Renowned for its smooth rear-wheel-drive performance, the new Caprice can now boast of the best V8 highway mileage in its class.* 

Yet "The LTZ has a level of power... no other car in its class can match... a well-made driver's sedan." 



More spacious than ever, quieter than ever, with more safety features than ever—like driver's-side air bag and four-wheel anti-lock brakes—and offering luxuries you won't find in cars costing thousands more, the new Caprice is truly "...a new benchmark in a high-quality performance-oriented family sedan, destined to be an important car on the American scene." 



"When you can win over attitudes like ours with a car like this, it's got to be good. This one is terrific."


—Motor Trend

*Excludes other GM products. This fuel economy challenges many smaller V6s. (EPA estimated MPG city 17, highway 26.)



Lumina Sedan.
Family Circle's
Domestic Family
Car of the Year.


Thousands of
families agree with
Family Circle.


They've made the Lumina Sedan the
best-selling new car name in
America.* 

They're treating themselves to a con-
temporary family
car designed to
respond to their
every need. They're
relaxing in one of
the roomiest cars
in its class. They're enjoying the
comfort of plush cloth seating for six
with Scotchgard™ Fabric Protector.
How many times does that come in
handy, Mom? 



For a family sedan, Lumina is surprisingly
agile. Its Corvette-inspired rear
suspension, available 3.1 Liter V6
and standard 4-wheel power disc
brakes help provide a confident sense
of control on the road.

Lumina's graceful lines are also very func-
tional. They help it achieve the best
highway mileage of any V6-powered
car in its class.† EPA estimated MPG
city 19, highway 30. 

And Lumina's beauty was designed for
the long run, with better rust protec-
tion than Ford Taurus or Honda
Accord. Because we want all the time
your family spends in a Lumina to be
quality time. 




Spend some quality time
with your family.

*Based on manufacturers' reported deliveries of new car names May 1, 1989—Oct. 1990.
†Mid-size segment, excluding other GM products.



In its first year of production, J.D. Power and Associates ranked Lumina Coupe as the most trouble-free mid-size specialty car.*

While it's obvious that the Lumina Euro Coupe is the epitome of what the adult sport coupe should be — responsive, comfortable, agile and elegant — it may come as a surprise that one of Lumina's more winning qualities is its dependability. Take its finely tuned sport suspension: It uses a Corvette-inspired fiberglass rear-leaf spring design, but it also has a "lubed-for-life" front suspension. Its generous use of two-side-galvanized steel goes a long way toward fighting corrosion. In fact, you'll never have to rustproof your Lumina! And speaking of protecting your investment, you'll find Lumina's cloth seats and door panels have Scotchgard™ Fabric Protector for stain resistance and easy cleanups. 

Finally, a brisk drive will amply demonstrate Lumina's proven chassis technology, not to mention its eager Multi-Port Fuel-Injected 3.1 Liter V6. This is, after all, a sport coupe, though one designed to win a lot of friends for a long time. 

*J.D. Power and Associates 1990 Initial Quality Survey™ based on owner-reported problems during the first 90 days of ownership.

Our quality
is winning lots of friends.





Consumers Digest chose nine of our cars and trucks as "Best Buys" in their class.

Consumers Digest looks long and hard before they choose "the best automotive values in today's excellent market." They want to help you make the most intelligent buy possible. So they judge products against a wide and stringent set of criteria, including: overall design, ergonomics, ride quality, and fuel economy. After this careful scrutiny, nine of our products were awarded "Best Buy" designations. Chevy Corsica, for instance, was recognized for its thoughtfully redesigned interior, plusher seats, user-friendly dash, and the security of a driver's-side air bag. But the bottom line for *Consumers Digest* is value. Of course, that's been Chevrolet's strong suit for many years. But then, why take our word for it—when you can take theirs? 

Standard Powertrains EPA Estimated MPG

Vehicle	City	Highway
Corsica	24	33
Chevy Beretta	24	33
Caprice	17	26
Geo Metro XFi	53	58
Geo Tracker	25	27
Full-Size Pickup	17	23
Sportvan	15	19
Full-Size Blazer 4x4	12	14
S-10 Blazer 2WD	17	23





Don't take our word for it.
Take Consumers Digest's.




Corvette ZR-1.

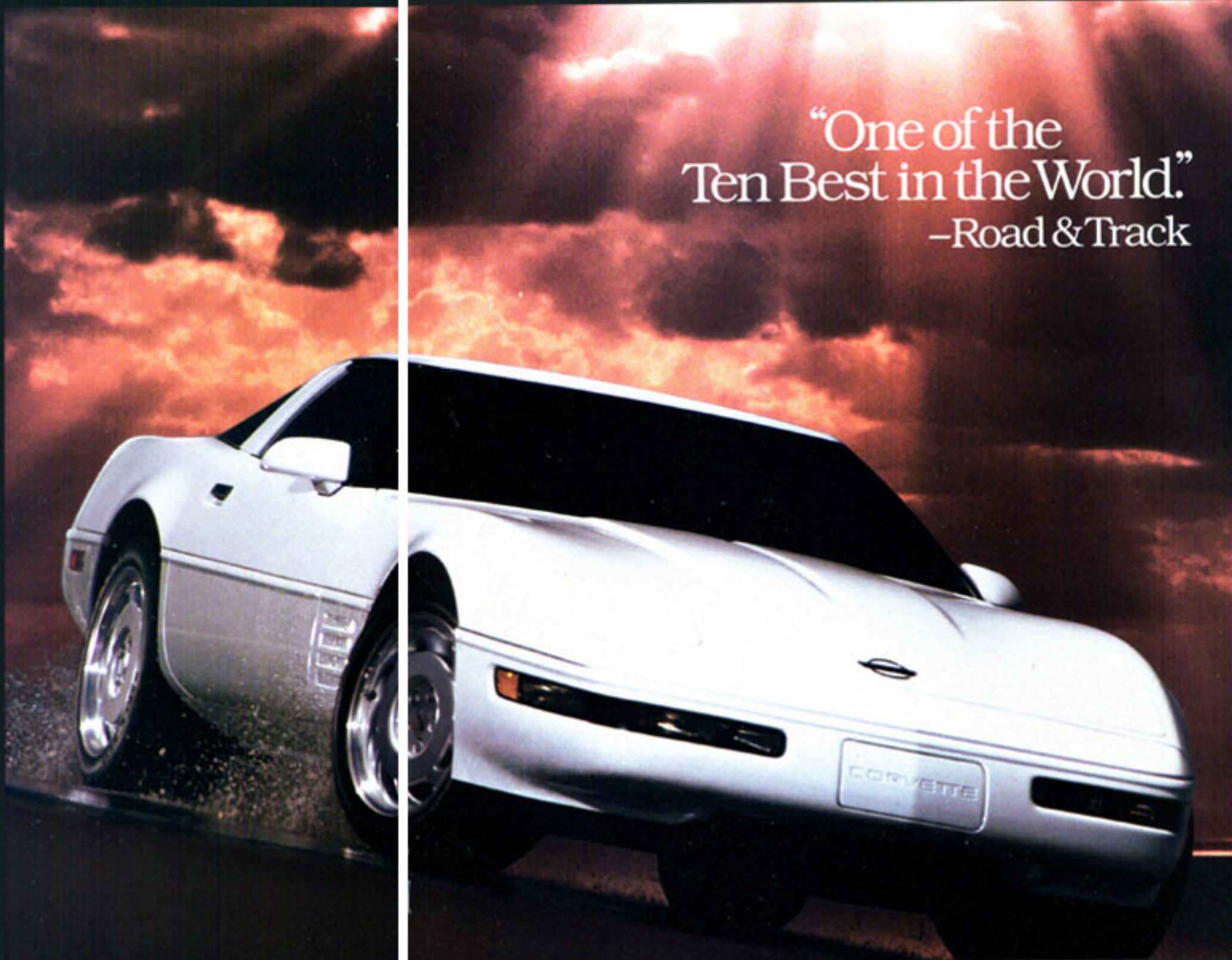
The automotive press has finally found enough superlatives to accurately describe the awesome ZR-1. *Road &*

Track: "As for its world-class credentials, consider acceleration in the sub-5.0 range to 60, with the quarter mile following in a mere 13.4 sec. 

"Ponder a skidpad performance of 0.94g. And if you doubt a Vette's agility, check its 65.7-mph slalom." 

How awesome? We're talking about a technological tour de force capable of 375 horsepower at 5800 RPMs; 370 ft.-lbs. of torque at 4800 RPMs. 


We're talking about the car that set ten World and International Speed/Endurance Records in 24 hours. A specially modified ZR-1 ran the equivalent of *ten* Indy 500 races back to back – at an average speed of over 175 MPH! We're talking about the Ultimate Corvette. The latest and greatest version of the legendary American Dream Car. Very simply, one of the best cars in the world. 




"One of the
Ten Best in the World."
–Road & Track





Chevrolet has won more races this year than anyone, from Indy to Daytona. The fact is we race to learn, to develop the performance technology of your Chevy. But there's

no doubt that our track record is very gratifying. Our Chevy Indy program went undefeated this year 16-0, including our "Three-Peat" win at the Indy 500. The Chevy V8 helped power Al Unser Jr. to his first CART Driving Championship. 

The race-modified Lumina Coupe dominated the NASCAR Circuit — and won the Daytona 500. And Dale Earnhardt raced Chevy to its 8th Manufacturer's Cup Championship in a row. 




In SCCA Trans-Am racing, two ICI Berettas helped us win the Manufacturer's Championship. 

A Chevy Sport truck set a new Indy Endurance Record. 



And a specially modified 4x4 Chevy won the Pikes Peak Hill Climb in record time. Want to find

a Chevy on the track? Look for the one with the huge crowd behind it. 


Our Chevrolets
have a huge following
on the track.



The Borg-Warner Trophy is a registered trademark of Borg-Warner Corporation.



Chevy S-10 Blazer.
One of *Consumers Digest's* "Best Buys" in its class.

S-10 Blazer is one of those smart vehicles that keep getting better. Now there's the convenience of 4 doors and the security of the only standard 4-wheel anti-lock brakes in its class.* 

And Blazer continues to offer you the handy shift-on-the-fly Insta-Trac™ 4x4 system: America's favorite way to go off-roading. Add this to Blazer's superior V6 horsepower and towing ability (when properly equipped) and you can see why, since its introduction, S-10 Blazer is the best-selling sport utility vehicle in the country (or the city). But its advantages over Ford Explorer don't stop there. You'll discover a host of thoughtful design touches that make Blazer even more appealing. Add it all up and it's obvious why *Consumers Digest* rated S-10 Blazer as one of the "Best Buys" in its class. 




*Excludes other GM vehicles, 4-dr. S-10 Blazer only.



Still America's most popular outdoor sport.



Chevy C/K. A big reason more truck owners switched to Chevy last year than to any other truck.*

Start with a bigger cab, with better visibility, more standard horsepower and payload, a heavier frame, two-tier loading and the highest 2WD full-size pickup gas mileage,† and you begin to see why so many truckers prefer Chevy over Ford. Compare mileage and you'd see: Chevy trucks get better fuel economy than Ford in 36 different powertrain combinations. And durability is built into every one of our hardworking trucks. Maybe that's why a higher percentage of Chevy trucks registered over the last ten years are still in use than Ford. From our rugged W/T1500 with the exclusive resilient Duragrille, to the only stepside on the street with the biggest V6 you can get,‡ Chevy Sportside. Or the world's most powerful production ½-ton full-size pickup: the 255-horsepower Chevy 454 SS. There are powerful reasons why so many people are switching to Chevy. 



You don't get to be America's favorite half-ton pickup on looks alone.



*Based on 1989 light-duty truck registrations.
†Comparisons exclude other GM vehicles. Chevy C1500 ½-ton: EPA est. MPG city 17/hwy. 23.



Geo. The highest-mileage line of cars and trucks in America.*

Passing gas stations in a Geo is becoming a popular pastime. There's the zippy little Geo Metro XFi, the highest-mileage car in America. EPA est. MPG city 53/hwy. 58. And the highest-mileage convertible. EPA est. MPG city 41/hwy. 46. There's



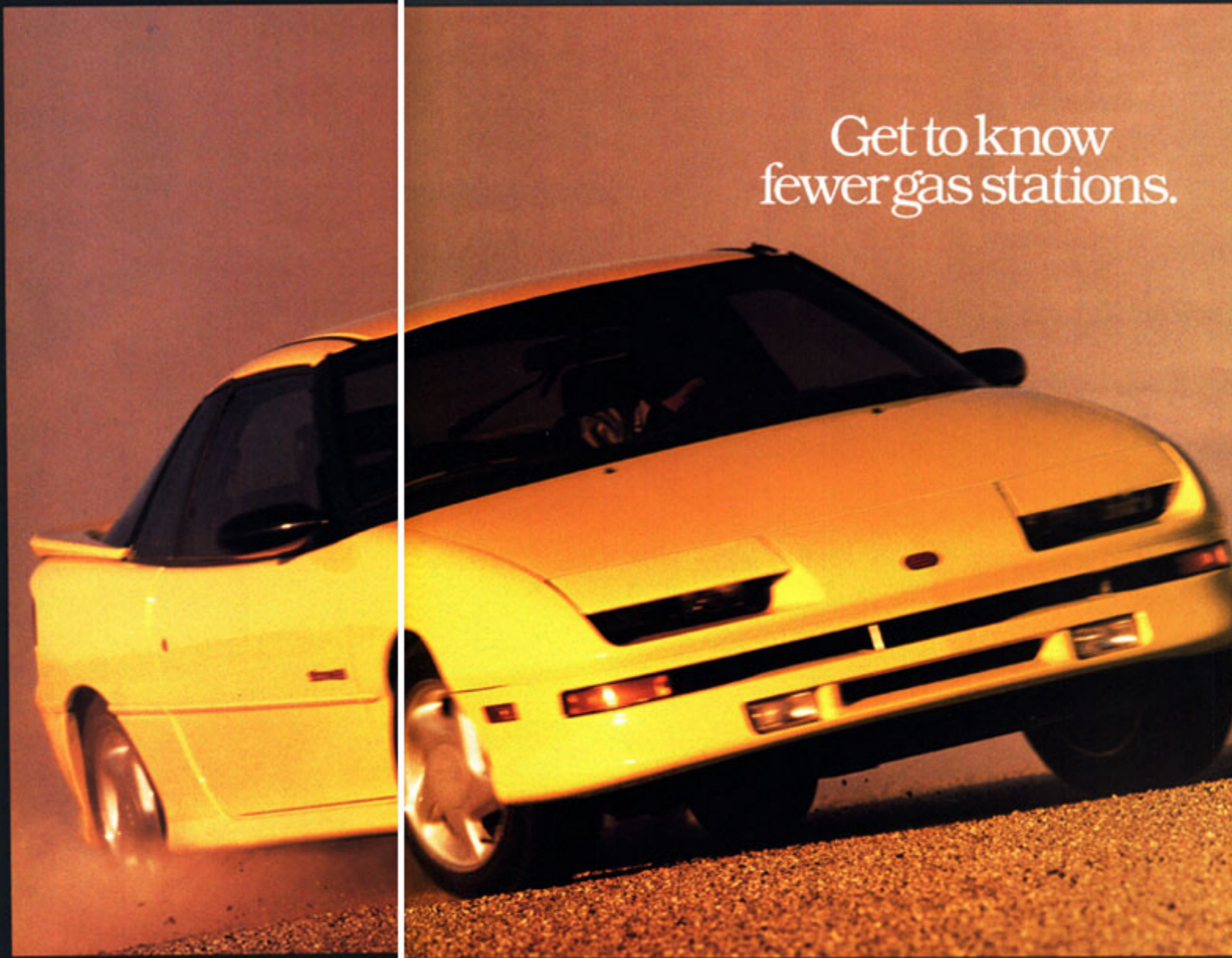
the smart, responsive 16-valve kick of Geo Prizm. The thrifty 4-wheel fun of Geo Tracker. And the daring style and sporty moves of Geo's multi-valve DOHC 2+2 Storm sure don't inhibit its efficiency. And Geos don't just save you gas. *Consumers Digest* rated Geo Metro and Geo Tracker as "Best Buys." Maybe that's why in its first year Geo sold more than Honda, Toyota and Nissan combined in their first two years.† So get to know Geos, and a few less gas stations.

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Geo Fuel Economy

Vehicle	EPA Estimated MPG	
	City	Highway
Metro XFi	53	58
Tracker	25	27
Storm	30	36
Prizm	28	34

*Based on EPA estimated combined city and highway MPG for all Geo models. †Based on R.L. Polk registrations.



Get to know fewer gas stations.

Over the past two years, we've introduced more new cars than ever before.

We've invited people to get to know Geo, and they did.

In fact, in the past year Chevy outsold every other car in the nation.*

From the largest selection of models to the most extensive and convenient sales and service network in the country,

we're committed to giving you cars and trucks you can be proud of, you can depend on, for years to come. Giving you more than you expect is the way we do business.

The awards and applause are great. But what matters most is a driving experience you can look forward to every day.

MORE PEOPLE ARE
WINNING WITH
THE
Heartbeat
OF AMERICA 
TODAY'S CHEVROLET™

GET TO KNOW
Geo 

*Based on R.L. Polk registrations, 1990 model year.

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Contents based on latest available information at time of printing.

