



# COLORADO CREW CAB

# 2004

SALES CONSULTANT'S COMPETITIVE COMPARISON REFERENCE GUIDE

# 2004 COLORADO COMPETITIVE COMPA

## INTRODUCING THE ALL-NEW CHEVROLET COLORADO CREW CAB

The 2004 Colorado is the latest in a long line of trucks to proudly wear the golden Chevy bowtie. Colorado is an entirely new vehicle, built from the ground-up to be a bigger, bolder more capable truck, a truck that has effectively re-sized the midsize pickup segment.

All Colorado models are available in crew, extended and regular cab body styles, each with a choice of three different suspensions packages that drive exterior styling and stance.

First, is the Colorado Z85 Standard Suspension model, available with two- or four-wheel drive. Positioned at the core of the midsize pickup segment, the Z85 Colorado offers the styling, performance capability, interior equipment and ride quality that will appeal to mainstream pickup customers.

Next, is the 2WD-only Colorado ZQ8 Sport truck. With a stance that's 2" lower than Z85 models, the ZQ8 Sport offers its own distinctive styling and street-tuned suspension designed to appeal to truck enthusiasts who want a bold look, spirited performance, decisive handling and a car-like ride.

Finally, there's the Colorado Z71 Off-Road Suspension model offered with two- and four-wheel drive, marking the first time Chevy has offered the popular Z71 Suspension with 2WD. The Z71 is the highest riding Colorado model, with a stance that's about an inch higher than Z85 Standard models, and nearly 3" taller than ZQ8 Sport trucks. When equipped with 4WD, the Z71 pickup will be an attractive choice among customers who want authentic off-road capability with the

## ... AND ITS KEY COMPETITORS



### TOYOTA TACOMA DOUBLE CAB

A top seller in the midsize pickup segment, Toyota Tacoma is largely carryover for 2004, although there are a few notable upgrades, including: all models get Electronic Brakeforce Distribution; V6 models offer a new Vehicle Stability Control system; 4WD V6 models feature a new traction control system designed for off-road applications; and 2WD PreRunner models include traction control and a limited-slip rear differential. A new Tacoma model is reportedly scheduled to debut in spring 2004.

Tacoma offers three different body styles – a regular cab, extended cab (Xtracab) and crew cab (Double Cab), six different 2WD models and three 4WDs, along with several different trim levels. Depending on the model and trim, there are as many as seven different packages, 20 stand-alone options and nearly 30 dealer-installed accessories – many with confusing restrictions and limitations that make it difficult for even the most patient customers to find the truck they want.



### DODGE DAKOTA QUAD CAB

The big news for the 2004 Dodge Dakota line of midsize pickups is the addition of a new 3.7L V6 engine to replace the aging 3.9L V6. The new standard Dakota engine develops 210 hp, 35 more horses than its predecessor (but still 10 hp less than Colorado's Vortec 3500 five-cylinder engine). Also new for 2004 is a Dakota Stampede model, it features sporty exterior accents and replaces the Dakota R/T.

Dakota is offered in regular, extended and crew cab body styles. Regular and extended cab (Club Cab) models trim levels include base, SXT, Sport, Sport Plus, SLT and SLT Plus and the new Stampede. Dakota crew cabs (Quad Cab) offer the same trims, without the base and Stampede versions. A 230-hp 4.7L V8 engine is also available on some models.

A redesigned Dakota may be introduced for the 2005 model year.

# RISON

looks to match. By contrast, Colorado Z71 2WD models will attract customers who want rugged styling and a high stance, but don't need 4WD performance.

This Competitive Comparison Reference Guide provides an overview of how Colorado stacks up against the competition in terms of GM Training's 5 Keys to Learning – Comfort & Convenience, Power & Performance, Ride & Handling, Quality, Reliability & Durability, and Safety & Security – the same kinds of things mid-size pickup customers consider when making a truck purchase decision.



## NISSAN FRONTIER CREW CAB

Nissan's Frontier model is a bit player on the midsize pickup stage with barely 75,000 units sold annually – about half of what the outgoing S-10 pickup sells in a year. Frontier pickup trim and equipment availability tends to be complicated and confusing with Nissan boasting about “23 Frontiers to pick from” on the cover of its catalog.

Frontier is available in two body styles, extended cab (King Cab) and crew cab, no regular cab is offered. Trim levels include XE, XE-V6, SVE and S/C. Some trims offer both 4x2 and 4x4 drivetrains, some offer only one or the other. Depending on the model, there are three engines available, including a 210 hp supercharged V6.

Slated for release in late 2005, a next-generation Frontier model will be built off an adapted version of Nissan's new Titan full-size pickup platform.

**This material is not legally approved for use in any advertising. It is intended for use by dealership employees only and is not to be disseminated to, or reviewed by, consumers. All information contained in this material is based on the latest information available as of October 2003.** General Motors reserves the right to discontinue or change at any time, without notice, any prices, colors, parts or materials, standard equipment, optional equipment, Marketing Options Packages, special equipment, specifications and/or body types and models.

# 2004 COLORADO VS. THE COMPETITI

## COLORADO CREW CAB (Z71 4X4)

### COMFORT & CONVENIENCE

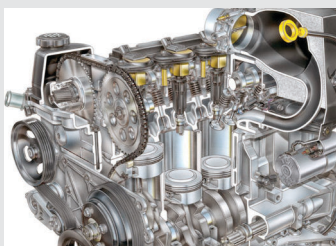


- Seating for six; 60/40 reclining front bench seat w/ fold-down center armrest; forward-facing, split-folding rear bench seat w/ storage compartment
- Air conditioning; stereo w/ CD player and 6 speakers; tilt-adjustable steering wheel; cruise control; opt. power windows and door locks

#### Other notable features

- LS décor package (std. all crew cabs)
- Programmable Driver Information Center
- Retained accessory power
- Turn signal "on" reminder tone
- Opt. XM Satellite Radio<sup>1</sup>
- Opt. self-dimming interior rear view mirror w/ outside temperature display and electronic compass

### POWER & PERFORMANCE



- Vortec 3500 I5 DOHC MFI 24-valve engine
  - 220 hp @ 5600 rpm
  - 225 lb.-ft. torque @ 2800 rpm
- Electronic 4-speed automatic overdrive transmission
- Max. payload rating: 1328 lb.<sup>2</sup>
- Max. trailer tow rating: 4000 lb.<sup>3</sup>
- One cargo box length (5'1")
- Max. cargo box volume: 36.7 cu. ft.

#### Other notable features

- 19.6-gallon fuel tank
- Locking, two-position tailgate
- Eight cargo box tie-downs

Listed features are standard equipment, unless otherwise noted.

<sup>1</sup> Requires subscription fee. Not available in Alaska, Hawaii, Puerto Rico or U.S. Virgin Islands.

<sup>2</sup> Maximum payload capacity includes weight of driver, passengers, optional equipment and cargo.

<sup>3</sup> Maximum trailer weight ratings are calculated assuming a base vehicle, except for any option(s) necessary to achieve the rating, plus driver. The weight of other optional equipment, passengers and cargo will reduce the maximum trailer weight your vehicle can tow.



## TOYOTA TACOMA DOUBLE CAB 4X4

## DODGE DAKOTA QUAD CAB (SLT 4X4)

## NISSAN FRONTIER CREW CAB (XE-V6 4X4)

- Seating for five, reclining front bucket seats, center floor console; split-folding rear bench seat
- Opt. air conditioning; opt. stereo cassette/CD players w/ 6 speakers; opt. tilt-adjustable steering wheel; opt. cruise control

- Seating for five, 40/20/40 reclining front seats w/ fold-down center armrest; split-folding rear bench seat w/ underseat storage
- Air conditioning; stereo w/ cassette player and 4 speakers; opt. tilt-adjustable steering wheel; opt. cruise control

**Other notable features**

- Opt. stereo w/ CD player
- Opt. 6-person seating

- Seating for five; front bucket seats w/ center floor console; rear bench seat
- Air conditioning; stereo w/ CD player and 6 speakers; opt. tilt-adjustable steering wheel; opt. cruise control; opt. power windows and door locks

**Other notable features**

- Opt. premium sound system w/ 300-watt amplifier
- Opt. redundant steering wheel audio controls

- 3.4L DOHC EFI V6 engine:
  - 190 hp @ 4800 rpm
  - 220 lb.-ft. torque @ 3600 rpm
- 4-speed automatic overdrive transmission
- Max. payload rating: 1395 lb.
- Max. trailer tow rating: 5000 lb.
- One cargo box length (5'1")
- Max. cargo box volume: not published

**Other notable features**

- 18.5-gallon fuel tank
- Four cargo box tie-downs

- 3.7L SOHC 12-valve V6 engine
  - 210 hp @ 5200 rpm
  - 235 lb.-ft. torque @ 4000 rpm
- Opt. 4.7L V8
  - 230 hp @ 4800 rpm
  - 295 lb.-ft. torque @ 3200 rpm
- 5-speed manual overdrive transmission
- Opt. 4-speed automatic or 5-speed automatic transmission
- Max. payload rating: 1550 lb.
- Max. trailer tow rating: 5850 lb.
- One cargo box length (5'3")
- Max. cargo box volume: 38.1 cu. ft.

**Other notable features**

- 24.0-gallon fuel tank

- 3.3L SOHC 12-valve V6 engine
  - 180 hp @ 4800 rpm
  - 202 lb.-ft. torque @ 2800 rpm
- 5-speed manual overdrive transmission
- Opt. 4-speed automatic overdrive transmission
- Max. payload rating: not published
- Max. trailer tow rating: 5000 lb.
- Two cargo box lengths (4'8" and 6'3")
- Max. cargo box volume: (33.0 cu. ft. short bed; 44.1 cu. ft. long bed)

**Other notable features**

- 19.4-gallon fuel tank
- Four cargo bed tie-downs

# 2004 COLORADO VS. THE COMPETITION

## COLORADO CREW CAB (Z71 4X4)

### RIDE & HANDLING



- InstaTrac shift-on-the-fly 4WD system
- Z71 Off-Road suspension
  - Front: Independent design w/ torsion bars and stabilizer bar
  - Rear: Live axle w/ two-stage multileaf springs
- Power-assisted rack-and-pinion steering
- Front disc/rear drum brakes w/ four-wheel ABS

#### Other notable features

- Z71 Off-Road suspension also includes urethane jounce bumpers, monotube shocks, A-arms, automatic locking rear differential and on/off-road tires

### QUALITY, RELIABILITY & DURABILITY



- Steel ladder frame
- Extensive use of two-sided galvanized steel
- Double-wall cargo box construction
- 3/36 basic and powertrain warranty; 5/60 corrosion warranty
- Oil Life System; battery cooling box; Intelligent Start; skid plate

#### Other notable features

- 100,000 mile engine tune-up interval<sup>4</sup>
- Engine accessory drive belt and coolant rated for up to 150,000 miles<sup>4</sup>

### SAFETY & SECURITY



- Energy-absorbing crumple zones and steel-reinforced doors
- Halogen headlamps, automatic exterior lamp control, Daytime Running Lamps, fog lamps
- Dual-stage driver and front passenger air bags<sup>5</sup>
- PASSLock theft-deterrent system

#### Other notable features

- Opt. Remote Keyless Entry system
- Opt. side-curtain air bags<sup>5</sup>
- Opt. OnStar system<sup>6</sup>
- Opt. self-dimming interior rear view mirror

<sup>4</sup> Maintenance needs vary with different driving conditions and uses. See the Owner's Manual for more information.

<sup>5</sup> Always use safety belts and proper child restraints even with air bags. Children are safer when properly secured in a rear seat. Never place a rear-facing infant restraint in the front seat of any vehicle equipped with an active air bag. See the vehicle Owner's Manual and child safety seat instructions for more safety information.

<sup>6</sup> Call 1-800-ONSTAR-7 or visit [www.onstar.com](http://www.onstar.com) for system limitations and details.

## TOYOTA TACOMA DOUBLE CAB 4X4

## DODGE DAKOTA QUAD CAB (SLT 4X4)

## NISSAN FRONTIER CREW CAB (XE-V6 4X4)

- 4WDemand shift-on-the-fly 4WD system
  - Standard suspension
    - Front: Independent, double wishbone design w/ coil springs and stabilizer bar
    - Rear: Leaf springs w/ gas shocks
  - Power-assisted rack-and-pinion steering
  - Front disc/rear drum brakes w/ four-wheel ABS
- Other notable features**
- Opt. locking rear differential, opt. Vehicle Stability Control system w/ traction control
  - Opt. TRD Off-Road package w/ upgraded suspension components and special exterior accents

- Steel ladder frame
  - Extensive use of two-sided galvanized steel
  - Double-wall cargo box construction
  - 3/36 basic and 6/60 powertrain warranty; 5/unlimited corrosion warranty
- Other notable features**
- Skid plates

- Energy-absorbing crumple zones and steel-reinforced doors
  - Halogen headlamps, opt. Daytime Running Lamps
  - Dual-stage driver and front passenger air bags
  - Opt. vehicle security system (dealer installed)
- Other notable features**
- Opt. Remote Keyless Entry

- Electronic shift-on-the-fly 4WD system
  - Standard suspension
    - Front: Independent design w/ stabilizer bar
    - Rear: Live axle w/ leaf springs
  - Power-assisted steering
  - Four-wheel disc brakes w/ rear ABS
- Other notable features**
- Opt. full-time 4WD system
  - Opt four-wheel ABS
  - Opt. limited-slip rear differential
  - Opt. rear stabilizer bar

- Steel ladder frame
  - Extensive use of two-sided galvanized steel
  - Double-wall cargo box construction
  - 3/36 basic, 7/70 powertrain and 5/100 corrosion warranty
- Other notable features**
- Opt. skid plates

- Energy-absorbing crumple zones and steel-reinforced doors
  - Halogen headlamps
  - Dual-stage driver and front passenger air bags
  - Opt. vehicle security system
- Other notable features**
- Opt. Remote Keyless Entry

- Shift-on-the-fly 4WD system
  - Standard suspension
    - Front: Independent, double wishbone torsion bar design, stabilizer bar
    - Rear: Live axle w/ multileaf springs and stabilizer bar
  - Power-assisted recirculating ball steering
  - Front disc/rear drum brakes w/ four-wheel ABS
- Other notable features**
- Opt. Vehicle Dynamic Control and Traction Control systems (package, 4WD models only)
  - Opt. limited-slip rear differential

- Steel ladder frame
  - Extensive use of two-sided galvanized steel
  - Double-wall cargo box construction
  - 3/36 basic and 5/60 powertrain warranty; 5/unlimited corrosion warranty
- Other notable features**
- 100,000 mile engine tune-up interval
  - Opt. skid plates

- Energy-absorbing crumple zones and steel-reinforced doors
  - Halogen headlamps
  - Dual-stage driver and front passenger air bags
- Other notable features**
- Opt. Remote Keyless Entry
  - Opt. tire-pressure monitoring system (package)

Chevrolet, the Chevrolet emblem, Chevy, Chevy Trucks, the Chevy Trucks emblem, General Motors, GM, the GM emblem, Colorado, Z71, PASSLock and Vortec are registered trademarks of General Motors Corporation. OnStar and the OnStar button and are registered trademarks of OnStar Corporation. The XM Satellite Radio name and related logos are registered trademarks of XM Satellite Radio, Inc.

# COLORADO – THE FINAL WORD

## Chevy Colorado vs. Toyota Tacoma

---

### Point

A recent Tacoma catalog proclaims “You’ve decided you want a Tacoma. Okay, now comes the tough decisions.”

### Counterpoint

“Tough decisions” is right, especially given the complicated and confusing way Toyota organizes Tacoma models, trim and equipment availability. By contrast, Colorado’s straightforward, layer-upon-layer model availability is easier to understand and much more customer-friendly. Colorado also offers more powerful engines and roomier interiors, as well as a long list of features that aren’t available on Tacoma, including: three suspension choices; two-position tailgate; Intelligent Start; power driver and passenger seats; heated front seats; XM Satellite Radio; OnStar; automatic locking rear differential; side curtain air bags. Colorado also offers a four-door extended cab model compared to Tacoma’s two-door extended cab model.

## Chevy Colorado vs. Dodge Dakota

---

### Point

Dodge marketing boasts that, “A true leader offers the best, and that’s Dakota.”

### Counterpoint

Dodge has the first part right – a true leader does offer the best, but customers who truly want the best will have to head south ... to Colorado. Just consider some of the ways Colorado “bests” Dakota with the roomiest regular and crew cab interiors and a five-cylinder engine that’s more powerful than Dakota’s V6. Plus, Colorado offers many features that Dakota simply doesn’t offer, including: three suspension choices; a programmable Driver Information Center; two-position tailgate; Intelligent Start; power driver and passenger seats; heated front seats; XM Satellite Radio; OnStar; self-dimming rear view mirror; automatic locking rear differential; electronic traction control (2WD models); and side curtain air bags. Colorado extended cab models include four doors while Dakota extended cabs offer only two.

## Chevy Colorado vs. Nissan Frontier

---

### Point

Nissan’s Frontier product line catalog profiles pickup customers with the following, “Truck people are a different breed. The strict standards. The unwillingness to settle.”

### Counterpoint

It’s all absolutely true – truckers are a different breed, they do have high standards and they are unwilling to settle – which might be why Frontier is dead last in midsize pickup sales. For truly discriminating truckers Colorado is the obvious choice, with a long list of standard features and options that Frontier doesn’t offer, including: a regular cab body style; more seating capacity; three suspension choices; two-position tailgate; Intelligent Start; heated front seats; power front passenger seat; XM Satellite Radio; OnStar; automatic locking rear differential; electronic traction control (2WD models); and side curtain air bags. Colorado’s Vortec 3500 I5 engine also delivers more horsepower than either of Frontier’s available V6 engines – including the supercharged version. Every Colorado extended cab includes four doors and two forward-facing rear seats while Frontier extended cabs offer just two doors and a single, side-facing rear jump seat.