



COLORADO EXTENDED CAB

2004

SALES CONSULTANT'S COMPETITIVE COMPARISON REFERENCE GUIDE

2004 COLORADO COMPETITIVE COMPA

INTRODUCING THE ALL-NEW CHEVROLET COLORADO EXTENDED 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



FORD RANGER SUPERCAB

Ford Ranger is essentially carryover for 2004, with a few, minor styling and interior equipment changes. In fact, Ranger has hardly changed at all since its last major update back in 1993. A new Ranger model had been planned for 2003, but it was scrapped as part of Ford's company-wide cost-cutting measures. The latest word has Ford teaming up with Mazda for a possible new midsize pickup to be shared between the two, but not until 2006 at the earliest.

Currently, Ranger comes to market with a complicated offering of models, body styles and trim levels, often with confusing restrictions and limitations that make it all but impossible for customers to find a model with all the capabilities and features they want. Of Ranger's six different models (XL, XLT, FX4 Off-Road, FX4 Level II, Edge and Tremor), the mid-level XLT trim accounts for the vast majority of mainstream sales, followed by the more luxuriously-equipped Edge model. Ranger offers only two body styles, regular cab and extended cab (called SuperCab by Ford) – no crew cab is available.



TOYOTA TACOMA XTRACAB

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.

looks to match. By contrast, Colorado Z71 two-wheel drive 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.



DODGE DAKOTA CLUB 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.



NISSAN FRONTIER KING 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.

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2004 COLORADO VS. THE COMPETITION

COLORADO EXT. CAB (Z85 4X2 W/ LS DÉCOR)

FORD RANGER SUPERCAB (XLT 4X2)

COMFORT & CONVENIENCE



- Four doors; seating for five; 60/40 reclining front bench seat with fold-down center armrest; forward-facing, flat-folding rear seats with storage compartment
- Air conditioning; stereo with CD player and 6 speakers; tilt-adjustable steering wheel; cruise control; opt. power windows and door locks

Other notable features

- Programmable Driver Information Center
- Retained accessory power
- Turn signal "on" reminder tone
- Opt. XM Satellite Radio¹
- Opt. self-dimming interior rear view mirror with outside temperature display and electronic compass

- Two or four doors; seating for five; 60/40 reclining front seats with fold-down center armrest; rear jump seats
- Air conditioning, stereo with CD player and four speakers; opt. power windows and door locks; opt. tilt-adjustable steering wheel; opt. cruise control

Other notable features

- Opt. keyless entry keypad (dealer installed)
- Opt. radio GPS navigation system (dealer installed)

POWER & PERFORMANCE



- Vortec 2800 4-cylinder DOHC MFI 16-valve engine
 - 175 hp @ 5600 rpm
 - 185 lb.-ft. torque @ 2800 rpm
- Opt. Vortec 3500 I5 DOHC MFI 24-valve engine
 - 220 hp @ 5600 rpm
 - 225 lb.-ft. torque @ 2800 rpm
- Electronic 4-speed automatic overdrive transmission
- Opt. 5-speed manual overdrive transmission
- Max. payload rating: 1614 lb.²
- Max. trailer tow rating: 4000 lb.³
- One cargo box length (6'1")
- Max. cargo box volume: 43.9 cu. ft.

Other notable features

- 19.6-gallon fuel tank; locking, two-position tailgate; eight cargo box tie-downs

- 2.3L DOHC 16-valve 4-cylinder engine
 - 143 hp @ 5250 rpm
 - 154 lb.-ft. torque @ 3750 rpm
- Opt. 3.0L OHV 12-valve V6 engine
 - 148 hp @ 5000 rpm
 - 185 lb.-ft. torque @ 3750 rpm
- Opt. 4.0L SOHC 12-valve V6 engine
 - 207 hp @ 5250 rpm
 - 238 lb.-ft. torque @ 3000 rpm
- 5-speed manual overdrive transmission
- Opt. 5-speed automatic overdrive transmission
- Max. payload rating: 1260 lb.
- Max. trailer tow rating: 5860 lb.
- One cargo box length (6'0")
- Max. cargo box volume: 37.3 cu. ft.

Other notable features

- 19.5-gallon fuel tank; four cargo box tie-downs

Listed features are standard equipment, unless otherwise noted.

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

² Maximum payload capacity includes weight of driver, passengers, optional equipment and cargo.

³ 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 XTRACAB 4X2

- Two-door model only; seating for five; 60/40 reclining front seats; opt. fold-down center armrest; forward-facing rear jump seats
- Opt. air conditioning, opt. stereo cassette/CD and six speakers; opt. tilt-adjustable steering wheel, opt. cruise control; opt. power windows and door locks

- 2.7L DOHC EFI 4-cylinder engine
 - 150 hp @ 4800 rpm
 - 177 lb.-ft. torque @ 4000 rpm
- No opt. engine available on Xtracab 2WD models
- 5-speed manual overdrive transmission
- Opt. 4-speed automatic overdrive transmission
- Max. payload rating: 1550 lb.
- Max. trailer tow rating: 3500 lb.
- One cargo box length (6'2")
- Max. cargo box volume: not published

Other notable features

- 15.8-gallon fuel tank; four cargo box tie-downs

DODGE DAKOTA CLUB CAB (SLT 4X2)

- Two-door model only; seating for five; 40/20/40 reclining front seats with fold-down center armrest; split-folding rear bench seat with underseat storage
- Air conditioning; stereo with cassette player and four speakers; opt. tilt-adjustable steering wheel; opt. cruise control; opt. power windows and door locks

Other notable features

- Opt. stereo with CD player

- 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: 2160 lb.
- Max. trailer tow rating: 6450 lb.
- One cargo box length (6'5")
- Max. cargo box volume: 46.0 cu. ft.

Other notable features

- 22.0-gallon fuel tank

NISSAN FRONTIER KING CAB (XE-V6 4X2)

- Two-door model only; seating for three; front bucket seats with center console; single, side-facing rear jump seat
- Opt. air conditioning; opt. stereo with 6-disc CD changer and seven speakers; opt. tilt-adjustable steering wheel; opt. cruise control; opt. power windows and door locks

Other notable features

- Eight-way power driver seat
- Opt. redundant steering wheel audio controls
- Rear storage bin (behind driver's seat)

- 3.3L SOHC 12-valve V6 engine
 - 180 hp @ 4800 rpm
 - 202 lb.-ft. torque @ 2800 rpm
- No optional engine available on XE-V6 models
- 5-speed manual overdrive transmission
- Opt. 4-speed automatic overdrive transmission
- Max. payload rating: not published
- Max. trailer tow rating: 5000 lb.
- One cargo box length (6'3")
- Max. cargo box volume: 44.1 cu. ft.

Other notable features

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

2004 COLORADO VS. THE COMPETITION

COLORADO EXT. CAB (Z85 4X2 W/ LS DÉCOR)

FORD RANGER SUPERCAB (XLT 4X2)

RIDE & HANDLING



- Opt. electronic traction assist (2WD models)
- Standard Z85 suspension
 - Front: Independent design with coil springs and stabilizer bar
 - Rear: Live axle with two-stage multileaf springs
- Power-assisted rack-and-pinion steering
- Front disc/rear drum brakes with four-wheel ABS

Other notable features

- Opt. automatic locking rear differential
- Additional available suspension choices (Z71 Off-Road or ZQ8 Sport)

- No 2WD traction assist system available
- Standard suspension
 - Front: Independent, short-/long-arm design with coil springs and stabilizer bar
 - Rear: Rigid axle with two-stage multileaf springs
- Power-assisted rack-and-pinion steering
- Front disc/rear drum brakes with four-wheel ABS

Other notable features

- Opt. limited-slip rear axle

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

Other notable features

- 100,000 mile engine tune-up interval⁴; engine accessory drive belt and coolant rated for up to 150,000 miles⁴

- Steel ladder frame
- Extensive use of two-sided galvanized steel
- Double-wall cargo box construction
- 3/36 basic and powertrain warranty; 5/unlimited corrosion warranty

Other notable features

- 100,000 mile engine tune-up interval

SAFETY & SECURITY



- Energy-absorbing crumple zones and steel-reinforced doors
 - Halogen headlamps, automatic exterior lamp control, Daytime Running Lamps
 - Dual-stage driver and front passenger air bags⁵
 - PASSLock theft-deterrent system
- #### Other notable features
- Opt. side-curtain air bags⁵
 - Opt. OnStar system⁶
 - Opt. self-dimming interior rear view mirror
 - Opt. Remote Keyless Entry

- Energy-absorbing crumple zones and steel-reinforced doors
- Halogen headlamps
- Dual-stage driver and front passenger air bags
- SecuriLock theft-deterrent system

Other notable features

- Opt. Remote Keyless Entry

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

⁵ 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.

⁶ Call 1-800-ONSTAR-7 or visit www.onstar.com for system limitations and details.

TOYOTA TACOMA XTRACAB 4X2

DODGE DAKOTA CLUB CAB (SLT 4X2)

NISSAN FRONTIER KING CAB (XE-V6 4X2)

<ul style="list-style-type: none"> • Opt. electronic traction assist system (2WD models) • Standard suspension <ul style="list-style-type: none"> – Front: Independent, double wishbone design with coil springs and stabilizer bar – Rear: Leaf springs with gas shocks • Power-assisted rack-and-pinion steering • Front disc/rear drum brakes with four-wheel ABS 	<ul style="list-style-type: none"> • No 2WD traction assist system available • Standard suspension <ul style="list-style-type: none"> – Front: Independent design with stabilizer bar – Rear: Live axle with leaf springs • Power-assisted steering • Four-wheel disc brakes with rear ABS Other notable features <ul style="list-style-type: none"> • Opt. full-time 4WD system; opt four-wheel ABS; opt. limited-slip rear differential; opt. rear stabilizer bar 	<ul style="list-style-type: none"> • No 2WD traction assist system available • Standard suspension <ul style="list-style-type: none"> – Front: Independent, double wishbone torsion bar design, stabilizer bar – Rear: Live axle with multileaf springs • Power-assisted recirculating ball steering • Front disc/rear drum brakes with four-wheel ABS Other notable features <ul style="list-style-type: none"> • Opt. limited-slip rear differential
<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • 100,000 mile engine tune-up interval
<ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • Opt. Remote Keyless Entry 	<ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • Opt. Remote Keyless Entry 	<ul style="list-style-type: none"> • Energy-absorbing crumple zones and steel-reinforced doors • Halogen headlamps, fog lamps • Dual-stage driver and front passenger air bags • Opt. vehicle security system (dealer installed) Other notable features <ul style="list-style-type: none"> • Opt. Remote Keyless Entry • Opt. tire pressure monitoring system

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COLORADO – THE FINAL WORD

Chevy Colorado vs. Ford Ranger

Point With Ranger standing as a perennial sales leader in the midsize pickup segment, Ford advertising boldly commands would-be customers, “If you haven’t looked at a Ford lately ... look again.”	Counterpoint Customers can look at Ranger all they want, but it probably won’t make a lot of difference. The fact is, Ranger hasn’t changed much since its last makeover more than a decade ago. By contrast, the 2004 Chevy Colorado is all new, with plenty of clear-cut advantages, like a Crew Cab model – Ranger doesn’t offer one. Colorado also delivers more interior room, more standard and available horsepower and better payload capability, plus, features Ranger doesn’t offer, 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; electronic traction control (2WD models); and side curtain air bags. Colorado extended cab models include forward-facing rear seats, where Ranger extended cabs feature only rudimentary vinyl jump seats.
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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 4-door extended cab model compared to Tacoma’s two-door extended cab model.
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Chevy Colorado vs. Dodge Dakota

Point Dodge marketing boasts, “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.
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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.
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