
KEY ENHANCEMENTS

PRODUCT

KEY DATES

RESOURCES

2017 SONIC PLAYBOOK

April 2016 edition. GM internal use only.



Premier Sedan with available RS Package shown.



LT Hatch shown.
Preproduction models shown.
Actual production models may vary.

FIND NEW ROADS™

Introducing the 2017 Sonic – a more expressive, sporty take on Chevrolet's fun-to-drive small car. Available fall 2016.

CHEVROLET



GM Confidential. For GM Salesperson use only. Not intended to be used for advertising purposes. Preproduction models shown. Actual production models may vary. Optional equipment shown on some models. GM reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, features, specifications, models and availability.

KEY ENHANCEMENTS



LT Hatch (left) and Premier Sedan with available RS Package (right) shown. Preproduction models shown. Actual production models may vary.

TWO BODY STYLES

- Four-door sedan available in LS, LT and Premier (replaces LTZ) models
- Five-door hatchback available in LT and Premier (replaces LTZ) models

RS PACKAGE REPLACES RS MODEL

- Standard on all hatchback models and manual Premier Sedan models
- Available on LT Sedan and automatic Premier Sedan models

MORE WAYS TO CONNECT¹

- Available Apple CarPlay™² and Android Auto™² compatibility
- Standard Chevrolet MyLink™³ with a 7-inch diagonal color touch-screen display
- One USB port⁴ on LS models, two on LT and Premier models

NEW ADVANCED SAFETY TECHNOLOGIES

- Rear Park Assist added to the Driver Confidence Package
- Standard Rear Vision Camera

YOUTHFUL, SPORTY DESIGN

- Revised front and rear fascias
- Projector-type headlamps with automatic on/off control and LED signature Daytime Running Lamps
- Front fog lamps now standard on hatchback models and available on sedan models
- Redesigned 15-, 16- and 17-inch wheels
- Sport rear spoiler replaces the standard rear spoiler on hatchback models
- Unique Jet Black interior on hatch models and sedan models equipped with the RS Package
- Four new exterior colors: Arctic Blue Metallic, Orange Burst Metallic⁵, Brimstone⁵ and Cajun Red Tintcoat⁵

MORE COMFORT AND CONVENIENCE FEATURES¹

- Revised cluster gives the vehicle a more modern look and includes an enhanced Driver Information Center on Premier models (available on LT models)
- Convenience Package now includes:
 - 6-way power driver seat
 - Heated front seats
 - Keyless Open and Start
 - An enhanced Driver Information Center
 - Heated, leather-wrapped, three-spoke steering wheel (Sedan only)

The 2017 Sonic offers more of the features that are important to small car buyers.

¹ Compared to the 2016 model. ² Vehicle user interfaces are products of Apple and Google and their terms and privacy statements apply. Requires compatible smartphone and data plan rates apply. ³ MyLink functionality varies by model. Full functionality requires compatible Bluetooth and smartphone. Some devices require USB connectivity. ⁴ Not compatible with all devices. ⁵ Premium paint; additional charge.



PRODUCT – SEDAN EXTERIOR

NEW! REVISED FRONT and REAR FASCIAS reinforce Sonic's youthful appeal

NEW! Available **RS PACKAGE** includes a sport body kit and rocker moldings, front fog lamps, integrated decklid spoiler and RS badging

NEW! KEYLESS OPEN AND START on Premier models (available on LT models) means drivers don't need to take their keys out of their pocket or purse to unlock the vehicle

NEW! REDESIGNED TAILLAMPS, DECKLID and REAR FASCIA create a wider and more planted look compared to the 2016 model



Premier Sedan with available RS Package shown.
Preproduction model shown.
Actual production model may vary.

NEW! PROJECTOR-TYPE HEADLAMPS with automatic on/off control and **LED SIGNATURE DAYTIME RUNNING LAMPS** come standard

PERFORMANCE-THEMED DESIGN elements include wheels-at-the-corners proportions and fender flares

SLEEK SIDE PROFILE characterized by uninterrupted bodyside lines, a high beltline and a low roofline

NEW! Range of **15- TO 17-INCH WHEELS** complement the exterior design (17-inch wheels shown)

Youthful and spirited exterior design that will help attract younger and first-time customers to Chevrolet showrooms.



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PRODUCT — SEDAN INTERIOR

NEW! KEYLESS OPEN AND START on Premier models (available on LT models) means drivers don't need to take their keys out of their pocket or purse to start the vehicle

INSTRUMENT PANEL that flows seamlessly into the upper doors, with premium, low-gloss finishes

NEW! REVISED CLUSTER gives the vehicle a more modern look and includes an **ENHANCED DRIVER INFORMATION CENTER** on Premier models (available on LT models)

NEW! Available RS PACKAGE (not shown) that includes Piano Black-accented instrument panel, flat-bottom leather-wrapped steering wheel with contrasting stitching and carpeted front and rear floor mats



Premier Sedan shown.
Preproduction model shown.
Actual production model may vary.

NEW! A 6-WAY POWER DRIVER SEAT comes standard on Premier models (available on LT models) for greater comfort behind the wheel

Functionality is at the center of the interior, with **STORAGE COMPARTMENTS** in the center stack and doors

NEW! HEATED STEERING WHEEL standard on Premier models equipped with an automatic transmission (available on LT models; not available when equipped with available RS Package)

REAR SEATS (not shown) fold virtually flat for carrying larger items

Spacious, modern interior with an unexpected level of standard equipment.



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PRODUCT — HATCH EXTERIOR

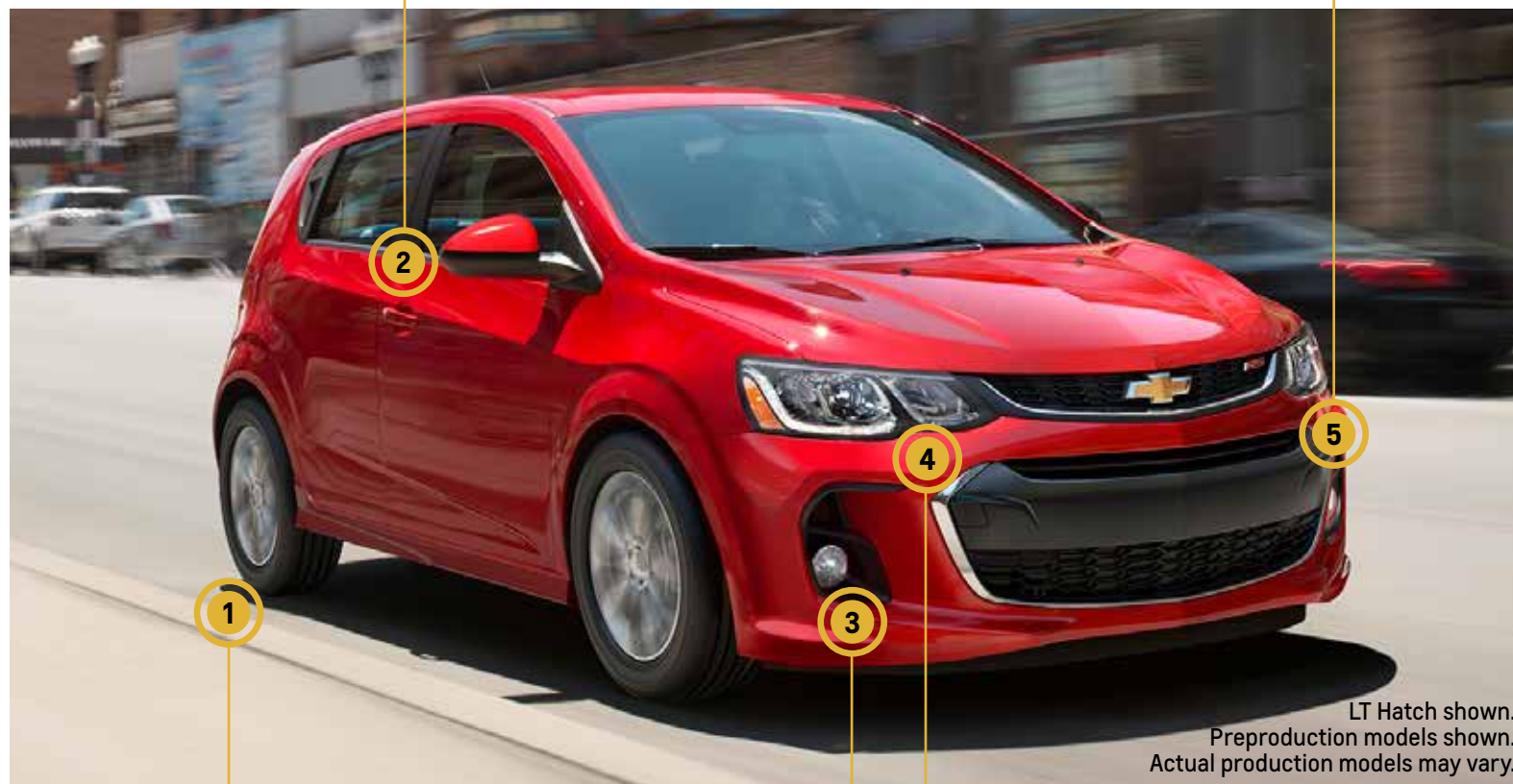
NEW! ORANGE BURST METALLIC¹ and BRIMSTONE¹ EXTERIOR COLORS (not shown) are exclusive to the hatchback

NEW! KEYLESS OPEN AND START on Premier models (available on LT models) means drivers don't need to take their keys out of their pocket or purse to unlock the vehicle

NEW! Revised FRONT and REAR FASCIAS reinforce Sonic's youthful appeal

NEW! Performance-oriented features include standard ROCKER MOLDINGS and a REAR SPORT SPOILER

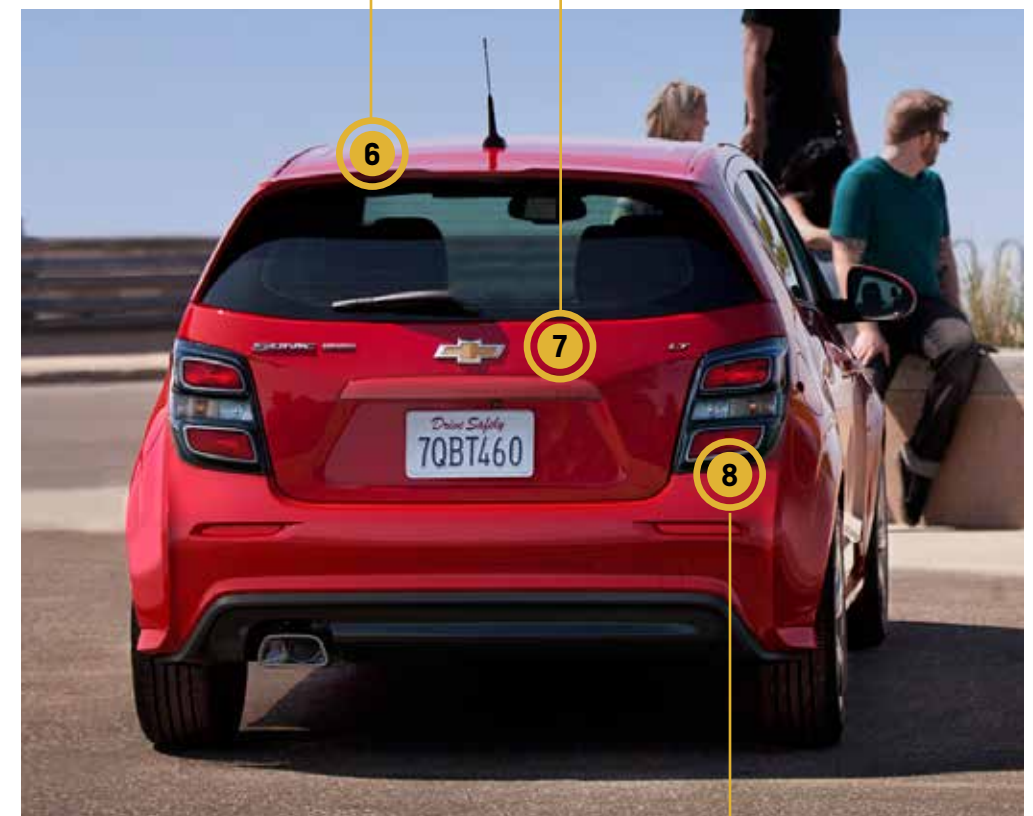
Hidden REAR DOOR HANDLES give a sporty appearance



NEW! 16-INCH WHEELS (standard on LT models) and 17-INCH WHEELS (standard on Premier models) complement the exterior design (16-inch wheels shown)

NEW! Standard FRONT FOG LAMPS boost the vehicle's sporty demeanor

NEW! PROJECTOR-TYPE HEADLAMPS with automatic on/off control and LED SIGNATURE DAYTIME RUNNING LAMPS come standard



NEW! REDESIGNED TAILLAMPS make Sonic look as good driving away as it does approaching

The bold, sporty design of Sonic Hatch demands attention everywhere it goes.

¹ Premium paint; additional charge.



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PRODUCT – HATCH INTERIOR

PIANO BLACK-ACCENTED INSTRUMENT PANEL flows seamlessly into the upper doors

NEW! REVISED CLUSTER gives the vehicle a more modern look and includes an **ENHANCED DRIVER INFORMATION CENTER** on Premier models (available on LT models)

NEW! KEYLESS OPEN AND START on Premier models (available on LT models) means drivers don't need to take their keys out of their pocket or purse to start the vehicle



NEW! A 6-WAY POWER DRIVER SEAT comes standard on Premier models (available on LT models) for greater comfort behind the wheel

Standard **SPORT THREE-SPOKE, LEATHER-WRAPPED STEERING WHEEL** with contrasting stitching and racing-inspired flat-bottom design

NEW! Standard deluxe carpeted **FRONT and REAR FLOOR MATS** with RS logos protect the interior

LT Hatch shown. Preproduction modes shown. Actual production models may vary.

47.7
CU. FT.¹ OF CARGO SPACE
HATCHBACK



Standard **60/40 SPLIT-FOLDING REAR SEATS** let customers find a configuration that fits their needs

Up to **47.7 CU. FT.¹ OF CARGO SPACE** with the rear seats folded

The 2017 Sonic Hatchback has plenty of cargo room for drivers and their gear.

¹ Cargo and load capacity limited by weight and distribution.



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PRODUCT – PERFORMANCE



1.4L TURBO

Sonic offers a combination of power and efficiency¹ – perfect for drivers whose vehicle is more than just a way to get around.

STANDARD 1.8L ECOTEC[®] 4-CYLINDER ENGINE

- Available with either a 5-speed manual or 6-speed automatic transmission
- Offers 138 horsepower at 6300 rpm and 125 lb.-ft. of torque at 3800 rpm
- Has a two-stage variable intake manifold, allowing approximately 90 percent of peak torque from 2400 rpm to 6500 rpm

AVAILABLE 1.4L TURBOCHARGED ENGINE

- Available with either a 6-speed manual or automatic transmission
 - Offers up to a GM-estimated 38 MPG highway¹ when paired with the 6-speed manual transmission
- Offers 138 horsepower and 148 lb.-ft. of torque between 1850 rpm and 4900 rpm
 - The wide rpm range for the maximum torque – a specific trait of turbocharged engines – helps the engine deliver a better driving experience and performance
- The turbocharger is integrated within the exhaust manifold for reduced weight and greater packaging flexibility
- A reinforced crankshaft and strong connecting rods deliver additional strength to support the engine's pressurized power and torque over a wide rpm band

ENGAGING HANDLING

- Tuned for a more direct feel, while balancing the vehicle for the broad range of driving conditions
- Standard electric power steering
- Standard Hill Start Assist feature makes it easier to pull away from a stopped position when the vehicle is on an uphill or downhill slope
- Premier models with the available RS Package feature a suspension that lowers the center of gravity for an improved stance and optimized handling

¹ GM-estimated city/highway/combined MPG: 24/34/28 (1.8L automatic); 25/33/28 (1.8L manual); 27/35/30 (1.4L automatic); 28/38/32 (1.4L manual).



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PRODUCT – SAFETY



LT Hatch shown.
Preproduction model shown.
Actual production model may vary.

10 
**STANDARD
AIR BAGS**

Sonic was the first small car to receive a 5-Star Overall Vehicle Score for safety from NHTSA¹.

PREVENT

- **NEW!** Available Rear Park Assist provides distance-to-object alerts to help the driver park and avoid crashing into objects detected directly behind the vehicle
- Standard Rear Vision Camera provides a real-time picture of the area immediately behind the vehicle to let drivers see if anything is in their way
- Available Forward Collision Alert issues an auditory and visual warning sound to alert drivers to a possible front-end collision
- Available Lane Departure Warning gives drivers an audible alert if they move out of a detected lane without signaling

PROTECT

- 10 standard air bags²
- Standard StabiliTrak[®] Electronic Stability Control System helps reduce the risk of rollover crashes
- Antilock brakes come standard and incorporate Electronic Brake Force Distribution
- Pretensioners help minimize forward movement during a collision and are standard on the front safety belts
- LATCH (Lower Anchors and Tethers for Children) child seat attachment system included in all second-row seating positions
- Tire Pressure Monitoring System on all models (excludes spare tire)
- Strong body structure designed to absorb crash energy

RESPOND

- OnStar[®] Guidance Plan³ trial for 6 months, includes:
 - Automatic Crash Response
 - SOS/Emergency Services
 - Crisis Assist
 - Roadside Assistance
 - Stolen Vehicle Assistance
- In the event of a crash, built-in sensors automatically contact an OnStar Advisor to see if the driver needs help (if equipped)
- The Advisor uses GPS technology to pinpoint the driver's location and request emergency help

¹Based on GM segment and on ratings since NHTSA revised their rating system starting with the 2011 model year. Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.SaferCar.gov).²Always use safety belts and child restraints. Children are safer when properly secured in a rear seat in the appropriate child restraint. See the Owner's Manual for more information. ³Visit onstar.com for coverage map, details and system limitations. OnStar acts as a link to existing emergency service providers.

Safety features are no substitute for the driver's responsibility to operate the vehicle in a safe manner. The driver should remain attentive to traffic, surroundings and road conditions at all times. Read the vehicle Owner's Manual for more important safety information.



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PRODUCT – SAFETY (CONT.)

DRIVER CONFIDENCE PACKAGE

(Available on Premier models)

FEATURE	NEW! Rear Park Assist	Forward Collision Alert	Lane Departure Warning
HOW IT WORKS	· Uses four ultrasonic sensors mounted on the rear bumper · When in Reverse, a warning triangle on the Rear Vision Camera screen shows where the nearest rear object has been detected. As the object gets closer, this triangle changes from amber to red and increases in size · When an object is first detected while backing up, a single low-pitched rear beep occurs. When it's in the "close zone" (i.e., within 2 feet), repeated low-pitched beeps occur	· Works in Forward gear, using a forward-looking camera mounted behind the windshield in front of the inside rearview mirror · Provides: – A green icon when a vehicle is detected ahead – An amber icon when following the vehicle ahead too closely (Tailgating Alert) – When the driver is approaching a detected vehicle ahead too fast and a front-end crash is imminent, the system provides a flashing red windshield "Collision Alert" display	· Works in Forward gear at speeds above 37 mph, using a forward-looking camera mounted behind the windshield in front of the inside rearview mirror · Provides: – A green icon when a left or right line is detected – An amber icon if the vehicle is anticipated to leave a lane unintentionally · Alerts are disabled if the turn signal is activated
CUSTOMER BENEFITS	· Below 5 mph, provides distance-to-object alerts to help the driver park and avoid crashing into nearby detected objects directly behind the vehicle during low-speed maneuvering	· Detects that a front-end collision is imminent while following a detected vehicle and alerts the driver to a potential crash	· Provides lane departure alerts to help drivers avoid unintentionally drifting out of their lane when their turn signal is not activated

Available advanced safety technologies help bolster driver vision and awareness of road hazards – and are designed to intervene to help the driver avert potential collisions.

Safety features are no substitute for the driver’s responsibility to operate the vehicle in a safe manner. The driver should remain attentive to traffic, surroundings and road conditions at all times. Read the vehicle Owner’s Manual for more important safety information.



PRODUCT – INNOVATIVE TECHNOLOGIES



The 2017 Sonic is a mobile hub with available innovative technologies that let drivers and their passengers stay connected no matter where the road takes them.

- **NEW!** Apple CarPlay^{TM1} and Android Auto^{TM1} compatibility (see next page for details)
- Standard Chevrolet MyLink^{TM2} features a 7-inch diagonal full-color display that lets drivers stay in tune with their Sonic
- Customers can connect their compatible smartphone via Bluetooth[®] wireless technology³ and listen to music, get directions or make phone calls – all with a single touch
- Available built-in 4G LTE Wi-Fi^{®4} (3GB/3-month trial; whichever comes first) offers great signal quality and bandwidth for up to seven wireless devices

- With the OnStar[®] RemoteLink[®] mobile app⁵, owners can lock or unlock their Sonic remotely or find their car by sounding the horn and flashing the lights
- Drivers with a compatible iPhone[®] can use Siri[®] Eyes Free⁶ to compose and read text messages, access their calendar, get game scores, check the weather and more
- Customers can listen to music, sports and more with a standard three-month trial of SiriusXM[®] Satellite Radio⁷ on LT and Premier models (subscription required after trial period)

¹ Vehicle user interfaces are products of Apple and Google and their terms and privacy statements apply. Requires compatible smartphone and data plan rates apply. ² MyLink functionality varies by model. Full functionality requires compatible Bluetooth and smartphone. Some devices require USB connectivity. ³ Visit my.chevrolet.com/learn to find out which Bluetooth phones are compatible with the vehicle. ⁴ Requires a compatible mobile device, active OnStar service and data plan. 4G LTE service available in select markets. Visit onstar.com for coverage map, details and system limitations. ⁵ Requires compatible mobile device and active OnStar subscription. Visit onstar.com for details and system limitations. ⁶ Requires compatible iPhone running iOS 6 or later. Visit chevrolet.com/mylink for more information. ⁷ If you decide to continue service after your trial, the subscription plan you choose will automatically renew thereafter and you will be charged according to your chosen payment method at then-current rates. Fees and taxes apply. To cancel you must call SiriusXM at 866-635-2349. See SiriusXM Customer Agreement for complete terms at siriusxm.com. All fees and programming subject to change. Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc.



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PRODUCT – INNOVATIVE TECHNOLOGIES (CONT.)

APPLE CARPLAY™¹ AND ANDROID AUTO™¹ COMPATIBILITY

Apple CarPlay¹ and Android Auto¹ enable compatible smartphones to display certain apps from the user's phone on the vehicle's touch-screen display, allowing him/her to control those apps in a simple and smart way via the vehicle's touch-screen or voice commands.

Key Features

Navigation/Maps

Google Maps™ (Android Auto¹)/Apple Maps™ (Apple CarPlay¹) displayed on the center stack touch-screen

Text messages

Talk to Google™ (Android Auto¹)/Siri®² (Apple CarPlay¹) to control everything by voice to reply to text messages

Phone

Make calls, return missed calls and listen to voicemail using Google speech technology (Android Auto¹)/Siri² (Apple CarPlay¹)

Music

Access artists, songs, playlists and Google Play™ (Android Auto¹)/Apple Music Radio (Apple CarPlay¹) using the car's built-in controls or voice commands

Third-party apps

Android Auto¹ and Apple CarPlay¹ support select apps downloaded to the user's smartphone for enjoying podcasts, music, radio and more

NOTE: Third-party app availability determined by Google™ and Apple®. GM simply provides the connection to access the technology via the touch-screen. Find a list of available third-party apps at g.co/androidauto or apple.com/ios/carplay. Data plan rates apply to certain apps and services.

Tips

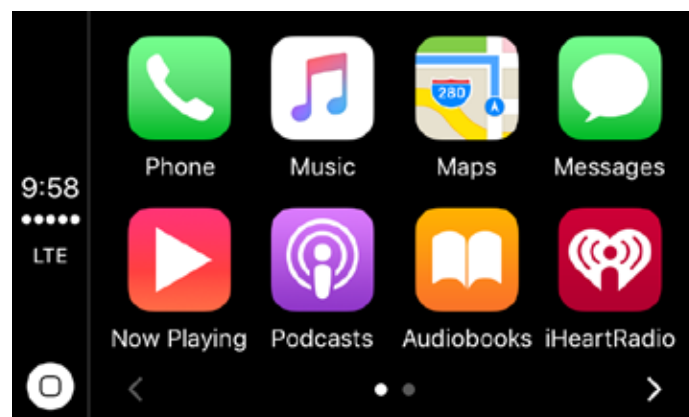
Apple CarPlay¹-specific tips:

- Passengers can still use an iPhone® that's USB³ tethered while an Apple CarPlay¹ session is in progress
- Once the user tethers his/her iPhone by USB³ and launches Apple CarPlay¹, it replaces all the Bluetooth®⁴ features he/she might need to use
- To use Apple CarPlay¹, Siri² must be enabled in the user's iPhone settings menu

Android Auto¹-specific tips:

- When using Android Auto¹, the paired Android™ device's screen will be black
- Once the user USB³ tethers his/her Android device, the system will automatically begin the Bluetooth⁴ pairing process (if not already paired). The user must complete this process before beginning an Android Auto¹ session
- For additional support, refer to support.google.com/androidauto

¹ Vehicle user interfaces are products of Apple and Google and their terms and privacy statements apply. Requires compatible smartphone and data plan rates apply. ² Requires compatible iPhone running iOS 6 or later. Visit chevrolet.com/mylink for more information. ³ Not compatible with all devices. ⁴ Visit my.chevrolet.com/learn to find out which Bluetooth phones are compatible with the vehicle.



Apple CarPlay¹ screen



Android Auto¹ screen



Apple CarPlay¹ screen



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	Q1 2016	Q2 2016	Q3 2016
PRODUCT	Reveal	Ordering Begins/Pricing Announced	SORP
DEALER/FIELD	Playbook on GMLaunch.com and GM Program Info	Updated Playbook on GMLaunch.com and GM Program Info	
MEDIA/ADVERTISING	Reveal Website Live		
AUTO SHOWS	New York (March 25–April 3)		



Materials available to help you support the launch:



2017 SONIC REVEAL SITE



GM PROGRAM INFO



CENTER OF LEARNING

