

Colors, Cabs And Suspensions



Black



Dark Green Metallic



Silver Birch Metallic



Victory Red



Indigo Blue Metallic



Sunburst Orange Metallic



Yellow (extra-cost option)



Summit White



Cherry Red Metallic

SPORT SUSPENSION (2WD)

At 2.0 inches lower than the Standard Suspension, this suspension features high-pressure, gas-charged shocks, quick-ratio power steering and wide, 17-inch low-profile P235/50R-17 tires mounted on 17- by 8-inch aluminum wheels. Included are foglamps and color-keyed wheel flares, grille, center bar and bumpers to complete the customized look. Available only in Victory Red, Summit White, Black and Yellow (extra-cost option).

STANDARD SUSPENSION (2WD AND 4x4)

This suspension allows Chevy Colorado to sit high and contributes to its athletic stance. Featured are GVWRs* between 4850 and 5300 lbs., depending on model and powertrain chosen. Fifteen-inch wheels are standard, as are stylish chromed components. 4x4 models include standard Smoke Gray wheel flares and P235/75R-15 tires. A color-keyed exterior is optional.

*GVWR (Gross Vehicle Weight Rating) includes vehicle, passengers, equipment and cargo.

Z71 OFF-ROAD SUSPENSION (2WD AND 4x4)

Raised nearly an inch higher than the Standard Suspension, this suspension stands tall and is offered as either a 2WD or 4x4 model. It features standard P265/75R-15 tires and 15-inch cast-aluminum wheels. All models equipped with the Z71 Off-Road Suspension include a locking rear differential, functional Smoke Gray wheel flares and grille, gas-charged shocks and recovery hooks, while 4x4 models also get a skid plate.

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COLORADO  **LIKE A ROCK**

04CHECOLBR001





This Is Colorado

With the Rocky Mountains as its dominant backdrop and some of the nation's most demanding terrain, Colorado is the definition of rugged. So it's no wonder the newest member from the family of the most dependable, longest-lasting trucks* on the road shares a name with our 38th state. Introducing the all-new Chevy Colorado. Like all Chevy Trucks, Colorado has the features to take on nearly any challenge. You can choose the hardworking Vortec 2800 four-cylinder engine (available early 2004) — or the Vortec 3500 five-cylinder engine that has more horsepower than any V6 engine in its class.† With one of three suspensions offered, depending on the cab configuration, you have more suspension choices than any other midsize pickup offers.‡ And that's just the tip of the mountain. The 2004 Chevy Colorado. It's the new state of midsize pickups. Coming this fall to your Chevy dealer.

*Dependability based on longevity; 1981–July 2001 full-line light-duty truck company registrations. Excludes other GM divisions.

†Based on 2003 competitive information. Excludes other GM vehicles. Preproduction vehicles shown. Production vehicles may vary.

Solid Strong All-Chance Truck

There's a responsibility that comes with wearing the gold bowtie of Chevy Trucks — one that comes from building the trucks people have counted on for more than 85 years. And because we take that responsibility seriously, Chevy Colorado has been designed to meet the high standards we set for every Chevy Truck. Powerful engines, a strong chassis, three suspensions and numerous design innovations are only the beginning. Look inside Colorado and you'll see why our commitment remains as solid and strong as our trucks.

POWER IN THE BALANCE

Introducing the Vortec 2800 four-cylinder (available early 2004) and Vortec 3500 five-cylinder engines, based on the acclaimed Vortec 4200 six-cylinder engine. These new powerplants are more than capable of generating the horses you need to take on life on your own terms. And if you want to tow or haul, they have the broad torque curve necessary to get a heavy load moving.

VORTEC 2800 FOUR-CYLINDER ENGINE (AVAILABLE EARLY 2004):

- 175 HP and 185 lb.-ft. of torque.
- More horsepower than any four-cylinder engine in its class.*

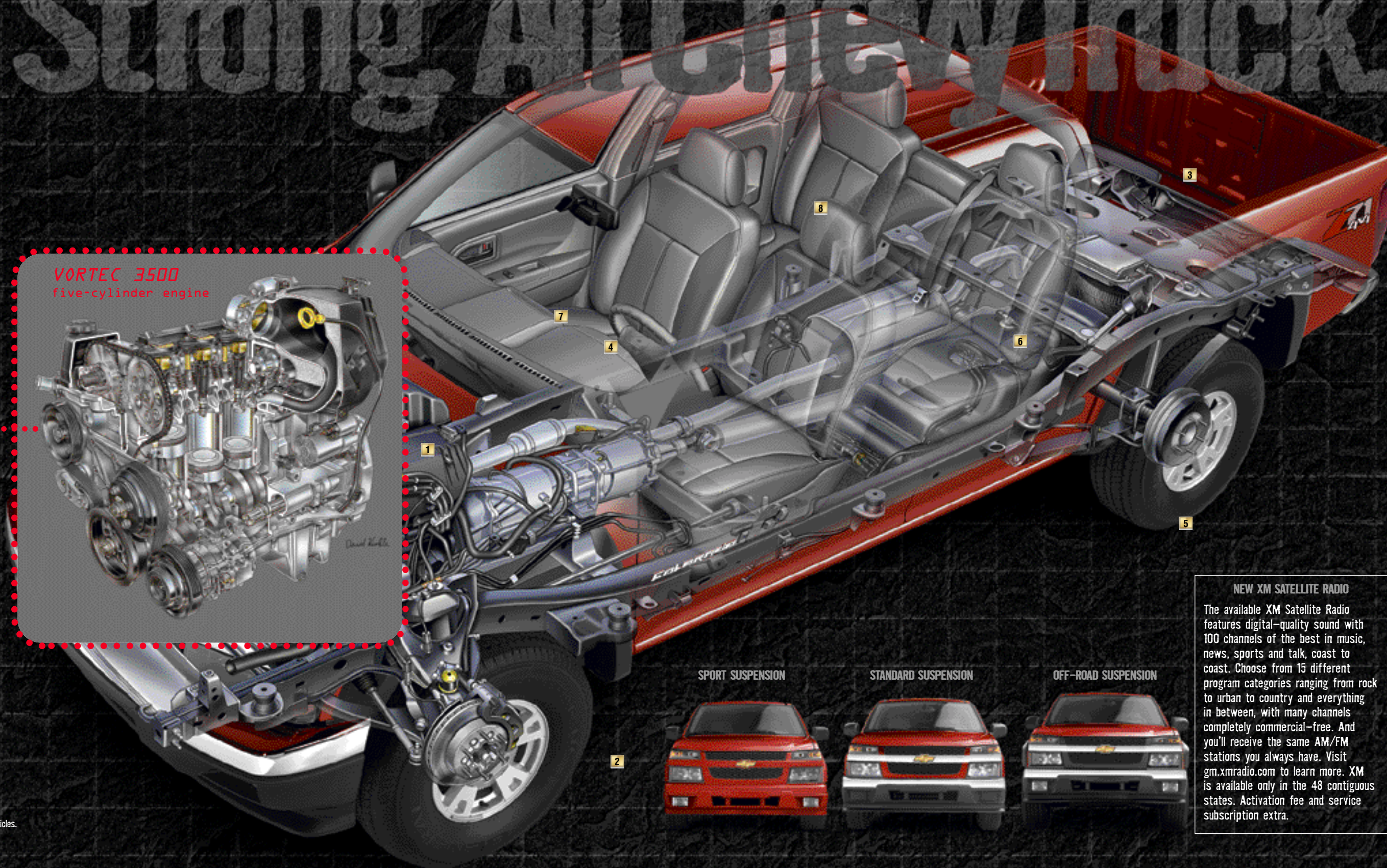
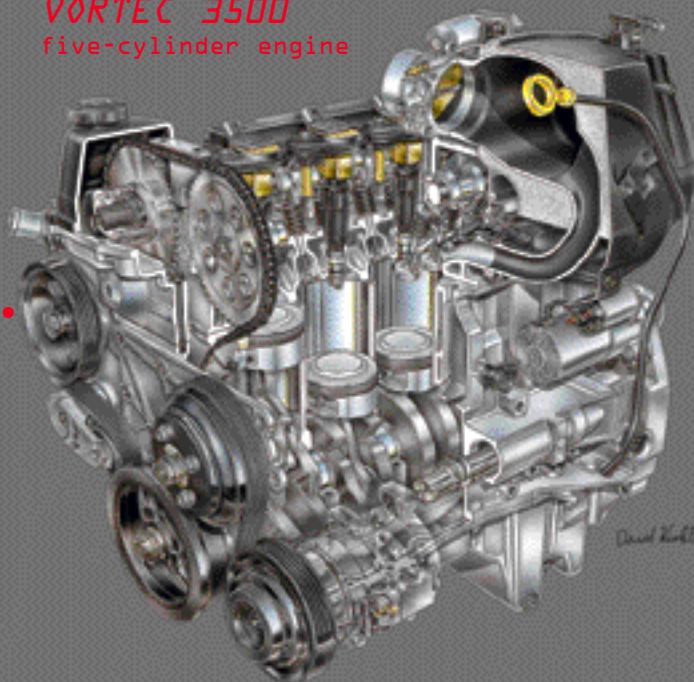
VORTEC 3500 FIVE-CYLINDER ENGINE:

- 220 HP and 225 lb.-ft. of torque.
- More horsepower than any V6 engine in its class.*

FEATURES OF THE NEW VORTEC 2800 (AVAILABLE EARLY 2004) AND 3500 ENGINES:

- Exceptional balance and smoothness due to in-line configuration and dual balance shafts.
- Rigid structure design contributes to low noise, vibration and harshness (NVH).
- High specific output with a broad torque curve.
- Variable exhaust valve timing results in smooth combustion that enables good power and torque throughout the speed range.
- Coil-on-plug ignition system delivers high-energy spark, which leads to consistent combustion.

VORTEC 3500 five-cylinder engine



SELECT COLORADO FEATURES:

- 1 Two new engines — the Vortec 2800 four-cylinder engine (available early 2004) and the Vortec 3500 five-cylinder engine.
- 2 Choice of three suspensions and three unique appearances on the Crew, Extended or Regular Cab.
- 3 Standard 1,400-lb. base payload* (Regular Cab).
- 4 Driver Information Center, which includes oil condition monitoring system.
- 5 Available Traction Control for 2WD models.
- 6 Available automatic locking rear differential for 2WD and 4x4 models. Available with either engine.
- 7 Dual-stage front air bags† for driver and right-front passenger.
- 8 Available head curtain side-impact air bags† are a first in this segment.**

*Maximum payload capacity includes weight of driver, passengers, optional equipment and cargo. †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 Owner's Manual and child safety seat instructions for more safety information. **Based on 2003 competitive information. Excludes other GM vehicles.

ONSTAR®

OnStar is available on Colorado. You may choose the one-year Safe & Sound Plan, which includes air bag notification, emergency and roadside services, theft tracking, remote diagnostics, remote door unlock and AccidentAssist.

*Call 1-888-ONSTAR-7 or visit onstar.com for system information and details.

GM®-EXCLUSIVE TAILGATE DESIGN

The Colorado tailgate is removable and lockable and can be set in two different positions, at 55 and 89 degrees. This allows for extra versatility when carrying long loads. Combined with 43.9 cubic feet of cargo box volume on Regular and Extended Cab models or 36.7 cubic feet on Crew Cab, two-tier loading and eight tie-downs in the cargo bed and the deepest cargo box in its class,* Colorado works hard — just the way you do.

*Based on 2003 competitive information. Excludes other GM vehicles.



NEW XM SATELLITE RADIO

The available XM Satellite Radio features digital-quality sound with 100 channels of the best in music, news, sports and talk, coast to coast. Choose from 15 different program categories ranging from rock to urban to country and everything in between, with many channels completely commercial-free. And you'll receive the same AM/FM stations you always have. Visit gm.xradio.com to learn more. XM is available only in the 48 contiguous states. Activation fee and service subscription extra.

SPORT SUSPENSION



STANDARD SUSPENSION



OFF-ROAD SUSPENSION



*Based on 2003 competitive information. Excludes other GM vehicles.

The Road Crew

Hit the road. More to the point, hit the off-road, 'cause the Colorado Crew Cab with the available Z71 4x4 Suspension is all about getting you where you want to go. A 220-HP Vortec 3500 five-cylinder engine, four-wheel drive and automatic locking rear differential are included — making a paved road optional. An athletic stance is high-lighted by monotube shocks, functional wheel

flares and 15-inch wheels and tires that give you a feeling of confidence whether you're on- or off-road. And the Colorado Crew Cab has enough room inside and out in case you decide to take along some friends or more stuff. It's good to have choices. Like deciding which roads not to take.



SELECT COLORADO CREW CAB FEATURES:

- Choice of Vortec 2800 four-cylinder engine (available early 2004; not available with Z71 Off-Road or Sport Suspension) or Vortec 3500 five-cylinder engine.
- Available with either the Sport (2WD), Standard (2WD or 4x4) or Z71 Off-Road (2WD or 4x4) Suspension.
- More front-seat leg, shoulder and headroom than Ford Ranger and Toyota Tacoma.*
- Seating for six with Standard or Z71 Off-Road Suspension; five-passenger seating with Sport Suspension.
- 5' 3" pickup box with two-tier loading and eight tie-downs.
- Driver Information Center that monitors and reports on many vehicle functions.
- AM/FM stereo with CD player or available six-disc in-dash CD changer.

- Available XM Satellite Radio. Available only in the 48 contiguous states; activation fee and service subscription extra. Visit gm.xmradio.com to learn more.
- Available OnStar.†

*Based on 2003 competitive information. †Call 1-888-ONSTAR-7 or visit onstar.com for system information and details.

THE CREW CAB INTERIOR

Chevy Colorado Crew Cab has standard Custom Cloth seating, air conditioning and rear-seat heat ducts. There's an area under the 60/40 rear bench seats that can be used for storing small items like a first-aid kit or toolbox. Or you can fold down the rear seat to allow for a flatter load surface. Colorado Crew Cab interior shown in Medium Gray with available leather seating surfaces.



Leave The Everyday Behind.



SELECT COLORADO EXTENDED CAB FEATURES:

- Choice of Vortec 2800 four-cylinder engine (available early 2004) or Vortec 3500 five-cylinder engine.
- Available with either the Sport (2WD), Standard (2WD or 4x4) or Z71 Off-Road (2WD or 4x4) Suspension.
- 6' 1" pickup box with two-tier loading and eight tie-downs.
- More front-seat leg, shoulder and headroom than Ford Ranger and Toyota Tacoma.*
- Driver Information Center that monitors and reports on many vehicle functions including oil level and oil life.
- Available XM Satellite Radio. Available only in the 48 contiguous states; activation fee and service subscription extra. Visit gm.xmradio.com to learn more.
- Available AM/FM stereo with CD player or six-disc in-dash CD changer.
- Available OnStar.†

Go on. Get out of here. And while you're at it, take your stuff with you. When you drive the Colorado Extended Cab with the available Z71 Suspension, those words are music to your ears. The 4x4 model has components that give you the green light to take on everything from bumpy beach roads or rutted mountain tracks. Or choose the 2WD

version that shares the aggressive looks and attitude of its 4x4 brother. And with dual rear doors, two available interior storage boxes and a 6' 1" pickup box that offers more cargo volume than the standard box of Ford Ranger,* you've got plenty of space to spread out when the feeling strikes you. Like now. So get moving.

Colorado Extended Cab with the available Z71 2WD Suspension shown in Black with available GM Accessories. Inset: Colorado Extended Cab with the Standard Suspension shown in Indigo Blue Metallic with available GM Accessories.

*Based on 2003 competitive information. †Call 1-888-ONSTAR-7 or visit onstar.com for system information and details.

The Attitude Is Standard



Attitude. Either you've got it or you don't. Take the Colorado Regular Cab with the available Sport Suspension. This street machine comes by its attitude honestly, with gas-charged shocks, quick-ratio power steering and wide, 17-inch low-profile tires that grab the road like they own it. Foglamps, color-keyed components and a low stance make sure you're noticed coming or going. Inside, Colorado Regular Cab has segment-leading legroom,* allowing the driver and passengers to stretch out in comfort. Colorado Regular Cab with the available Sport Suspension. Sure, it's got an attitude. So what's your point?

SELECT COLORADO REGULAR CAB FEATURES:

- Choice of Vortec 2800 four-cylinder engine (available early 2004) or Vortec 3500 five-cylinder engine.
- Available with either the Sport (2WD), Standard (2WD or 4x4) or Z71 Off-Road (2WD or 4x4) Suspension.
- 6' 1" pickup box with eight tie-downs and two-tier loading.
- 60/40 split-folding Custom Cloth front bench seat.
- Driver Information Center that monitors and reports on many vehicle functions including oil level and oil life.
- Theft-deterrent stereo.
- Available AM/FM stereo with CD player or six-disc in-dash CD changer.
- Available XM Satellite Radio. XM is available only in the 48 contiguous states. Activation fee and service subscription extra. Visit gm.xmradio.com to learn more.
- Available OnStar.†

*Based on 2003 competitive information. Excludes other GM vehicles.

†Call 1-888-ONSTAR-7 or visit onstar.com for system information and details.

Colorado Regular Cab with the available Sport Suspension shown in Yellow (extra-cost option).