

Chevrolet Debuts All-New Silverado, Ahead Of Detroit Auto Show!

The past and future recently met with the introduction of the next-generation Chevrolet Silverado, at an event celebrating the first 100 years of Chevy Trucks. Many guests in attendance were some of the brand's most passionate fans and owners.

"Our owners' passion for Chevrolet trucks is truly humbling," said Alan Batey, president, of GM North America, and global head of Chevrolet. "Many of our owners depend on their trucks for work and play, personalize their trucks in astonishing ways and pass their loyalty for Chevy Trucks down from generation to generation.

"For the Chevy Truck Centennial, we wanted to recognize the customers who have made Chevrolet part of their lives, and have them help kick off the next 100 years of Chevy Trucks."

The 2019 Silverado 1500 is all new from the ground up and leverages Chevrolet's experience building more than 85 million dependable, long-lasting pickups. It also reflects feedback from more than 7,000 people on what they wanted in their next truck, the most customer research in the



company's history.

The 2019 Silverado's strong, modern design advances Chevrolet's history of industry-leading pickup design. It's a legacy built on decades of experience with models such as the Advance Design trucks of the 1950s and the C/K series of the 1960s. Those trucks set the standard for pickup design in their eras, and currently are some of the most coveted vintage trucks on the market. The next-generation Silverado

is poised to change the face of trucks again, with a breakthrough design that is unmistakably Chevrolet.

The new Silverado also delivers improved capability and performance. For example, a higher-grade alloy is used in the roll-formed, high-strength-steel bed floor, contributing to a bed that is more functional and lighter weight. This use of mixed materials and advanced manufacturing is evident throughout the Sil-

verado, resulting in a significant reduction in total vehicle weight and improved performance in many measures.

As no two truck customers are alike, the next-gen Silverado will offer an expanded range of models, more engine/transmission combinations, and more technology and convenience features to help customers find their ideal truck.

The new Silverado LT Trailboss is one of eight 2019 Sil-

verado models. It integrates the off-road equipment of the Z71 package as well as a two-inch suspension lift. Unlike aftermarket lift kits, the Trailboss suspension is fully tested, validated and warranted by Chevrolet.

The 2019 Silverado will make its public debut in January at the North American International Auto Show in Detroit, exactly 100 years after the first Chevrolet trucks were delivered to customers.

BMW Delivers 100,000 Electrified Vehicles In 2017

MUNICH: The BMW Group has delivered more than 100,000 electrified vehicles to customers worldwide in 2017, as promised at the beginning of the year. This underlines the company's

An eye-catching light installation will mark this milestone on the road to the mobility of the future, with the BMW Group headquarters, the world-famous "Four-Cylinder" in the north of Munich, transformed into a battery. The BMW Group selected

this glowing symbol to represent the technological change taking place in mobility.

"We deliver on our promises," said Harald Krüger, Chairman of the Board of Management of BMW AG. "This 99-metre-high signal is lighting the way into the era of electro-mobility. Selling 100,000 electrified cars in one year is an important milestone, but this is just the beginning for us. Since the introduction of the BMW i3 2013, we've delivered

over 200,000 electrified cars to our customers and by 2025, we will offer 25 electrified models to our customers."

By 2025, the company will offer 25 fully electric and plug-in hybrid models worldwide. The fifth generation of electric drive train and battery technology, available from 2021, uses scalable, modular electrification kits that will allow all model series to be fitted with every type of drive train. For its BMW i elec-

tric brand, which was founded in 2011, the company has already secured the naming rights from BMW i1 to i9, as well as from BMW iX1 to iX9. Next year will see the launch of the BMW i8 Roadster, followed in 2019 by a fully electric MINI; in 2020, by the electric version of the BMW X3 and in 2021 by the brand's new technology flagship, the BMW iNext, which will combine electro-mobility with autonomous driving and new interior

connectivity options.

The BMW Group launched project i, the trailblazer for BMW i, back in 2007. The following year, electric fleets took to the roads worldwide in the largest wide-scale EV field trial the world had ever seen. Series production of the fully-electric BMW i3, one of the most-awarded vehicle concepts in the world, began in 2013. Since then, sales have increased every year, for the past four consecutive years.



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