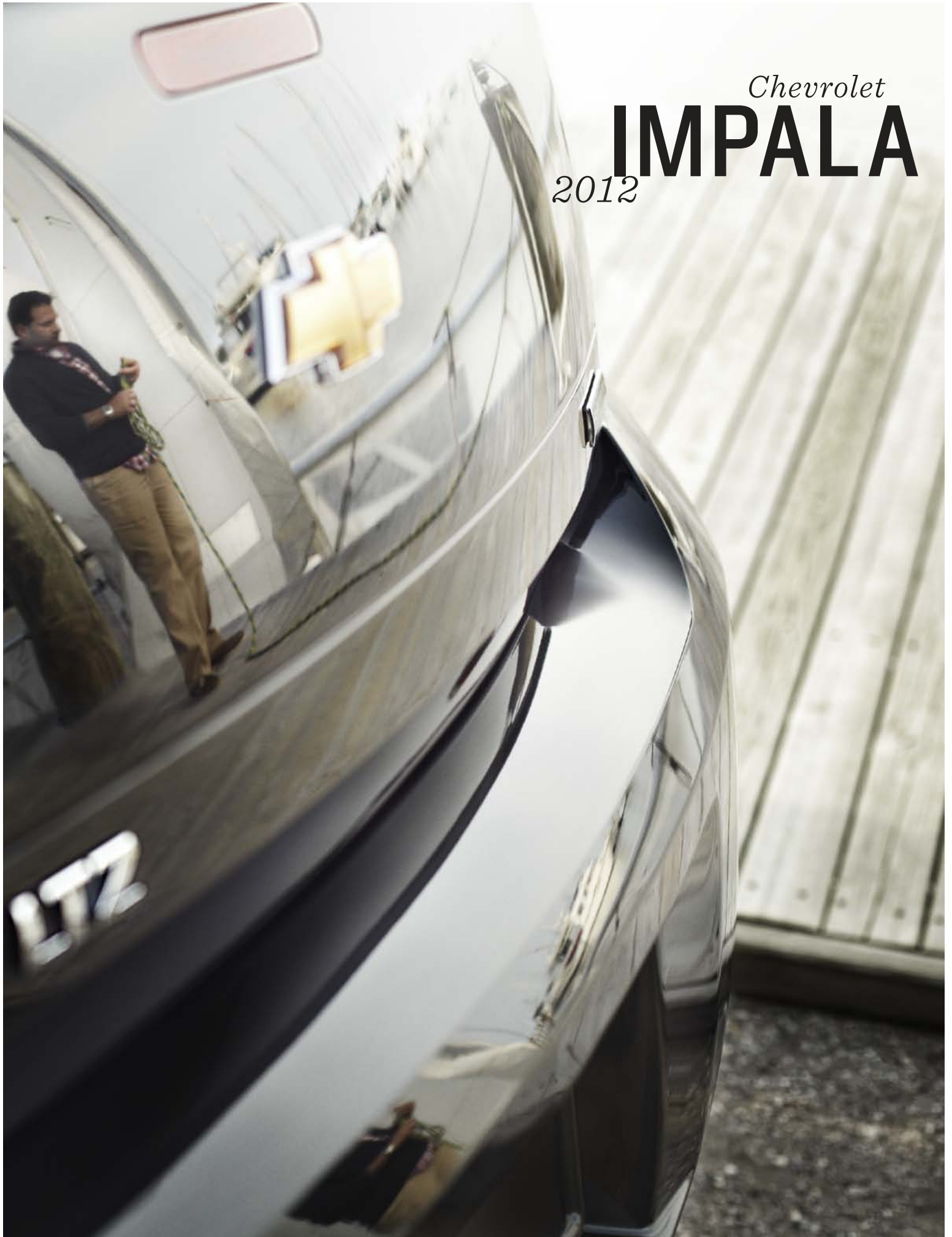


Chevrolet
IMPALA

2012



IT HAD TO BE *smart.*
And powerful. And ready to
move like only this all-new
300-horsepower V6 can. Match
it with an advanced 6-speed
automatic that offers
30 MPG[†] highway and you're not
just moving out, you're
moving the needle. **IMPALA.**



Impala LTZ shown in
Black Granite Metallic
(extra-cost color).

[†]EPA-estimated.



Impala is **ABOUT ROOM
FOR SIX, ROOM TO PACK, AND
A DAY THAT'S** *wide open.*



Impala LTZ interior shown in Ebony with available features.



1



2



3

Welcome to the cabin, a place so relaxing it seems to stretch time as well as space. With seating for five or six adults, Impala boasts room, comfort and convenience. Touches like available rich **LEATHER APPOINTMENTS** and **DUAL-ZONE CLIMATE CONTROLS**, which allow the driver and front passenger to create their own personalized environments, remind you that Impala also has a refined side. Opt for some thoughtful amenities and you're set to enjoy every minute.

chevy.com/impala
REVEL IN THE SPACIOUS
ACCOMMODATIONS

1. Tap the **STEERING WHEEL-MOUNTED AUDIO CONTROLS** and listen to your favorite music from **SIRIUSXM SATELLITE RADIO**,¹ included with a three-month trial, through the available **BOSE® SOUND SYSTEM**. 2. Connect to more with **ONSTAR® REMOTELINK™2** and **MYCHEVROLET**³ apps. Link your Impala with the OnStar mobile app and enjoy the conveniences of remotely locking and

unlocking your vehicle, starting the engine, and warming or cooling the interior with your smartphone.⁴ Want to schedule a service appointment online? Or create a quick reminder of exactly where you parked? Use the myChevrolet app for that. On the road, stay connected with **BLUETOOTH®5** wireless technology for select phones and **ONSTAR DIRECTIONS & CONNECTIONS®6** with Turn-by-Turn Navigation, standard for six months. 3. Add an available **FLIP-AND-FOLD-FLAT REAR SEAT** for more versatility. This 60/40 split seat offers three configurations. As a bench, Impala comfortably seats three passengers. Pull up either seat cushion or both to reveal a deep storage tray that runs the entire width of the rear. Or fold down both rear seatbacks to create a flat surface for even more cargo-carrying capability. And that's all before you reach the **18.6-CUBIC-FOOT TRUNK**,⁷ another clever use of space.

¹ Requires a subscription sold separately by SiriusXM after the three-month trial. Available only in the 48 contiguous United States and Washington, D.C. Visit siriusxm.com for details. ² Requires Android or iPhone platform and active OnStar subscription which is standard for six months. ³ Requires Android or iPhone platform. ⁴ Requires available remote start. ⁵ Go to gm.com/bluetooth to find out which phones are compatible with the vehicle. ⁶ Visit onstar.com for coverage map, details and system limitations. Services vary by model and conditions. OnStar acts as a link to existing emergency service providers. ⁷ Cargo and load capacity limited by weight and distribution.

BILL RIETOW LEAD DEVELOPMENT ENGINEER



Bill Rietow has raced cars since he was old enough to drive a go-kart. After working on the GM Racing Vehicle Team, Rietow brought that competitive mind-set to the job of squeezing more fuel efficiency¹ from the powerful new 300-horsepower V6.

HOW WERE YOU LOOKING TO IMPROVE IMPALA?

Essentially, the 2012 was an evolution of the Impala—making it even better than what it currently is in the areas of powertrain performance, ride and handling, and also fuel economy.¹ We have the StabiliTrak® Electronic Stability Control System, which uses individual brake pulsations at the appropriate moment to help the driver maintain control of the vehicle. The highway fuel economy of the car is better than the 2011 model year. We've attained 30 miles per gallon on the highway.² The previous base engine could only attain 29 miles per gallon highway,² so that's a significant breakthrough in fuel economy that equates to less operating costs for the customer.

HOW DOES THE 300-HORSEPOWER ENGINE BENEFIT THE CUSTOMER?

The extra power in the 3.6-liter engine allows us to go down in overall axle ratio. For the customer, that means they can ride along at 60 mph at a much-reduced engine speed, which equates to greater fuel economy.¹ Also, we've reduced the 0-to-60 time by over a second. Now you have very brisk acceleration to expressway speeds and additional acceleration reserve to get out of collision situations.

WHERE'S THE BALANCE POINT BETWEEN FUEL EFFICIENCY AND POWER?

The 300-horsepower V6 has got plenty of straight-line performance for a family sedan. So it became relatively easy for us to balance the equation more towards fuel economy¹ by changing things such as transmission shift pattern and final drive ratio to enhance the fuel economy of the car.

WITH YOUR BACKGROUND IN RACING, DO YOU FEEL LIKE THE 2012 IMPALA IS A PASSENGER CAR WITH THE HEART OF A RACE CAR?

I think it's a passenger car that is engineered specifically for a family-type environment, but what comes through is the passion that we had from working on the racing team.

¹ EPA-estimated 18 MPG city/30 highway. ² EPA-estimated.



transform MOTION



Impala LTZ shown in
Black Granite Metallic
(extra-cost color).



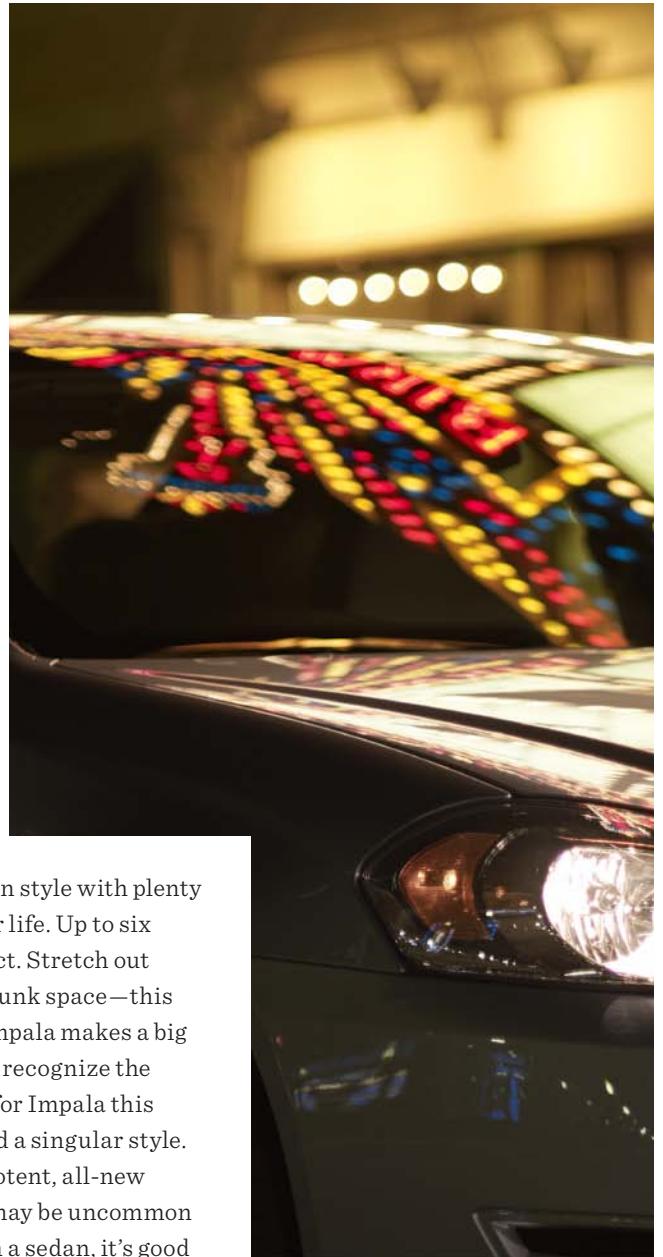
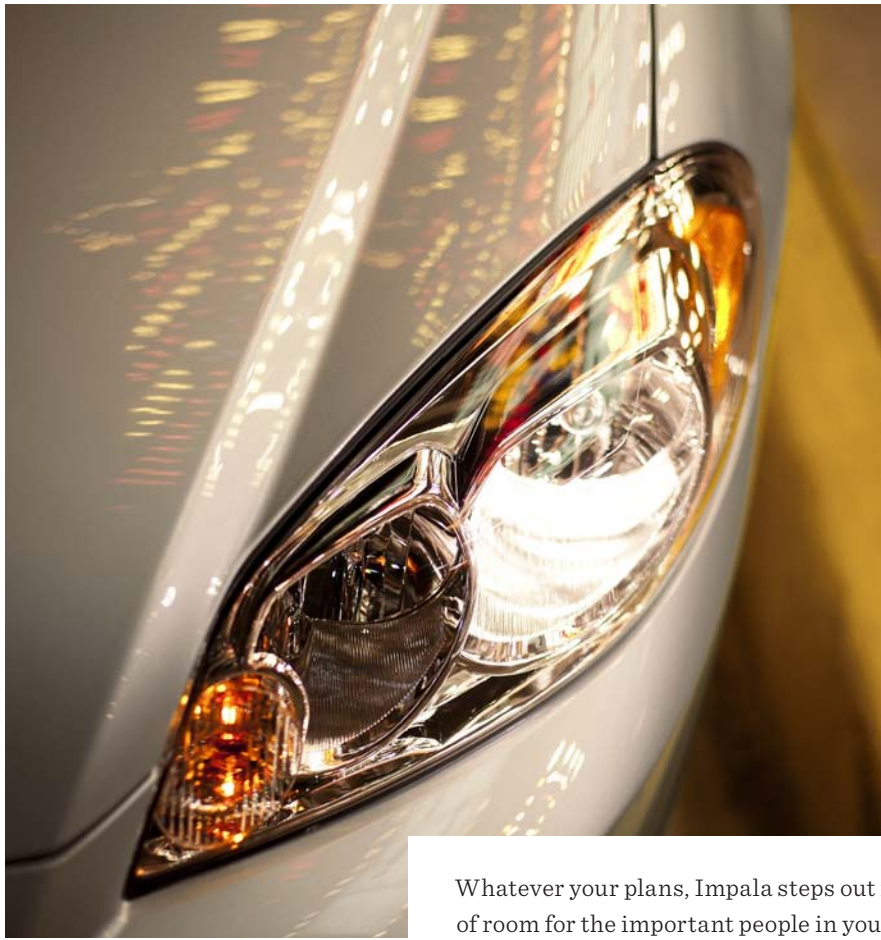
VIP ROOM



LT AT A GLANCE

- Air conditioning with dual-zone climate controls
- Front bucket seats with driver side six-way power adjuster
- Driver Information Center with outside temperature display and compass
- Flip-and-fold-flat rear seat
- Remote vehicle starter system
- 17-inch aluminum wheels
- Rear spoiler

Impala LT shown in
Silver Ice Metallic.



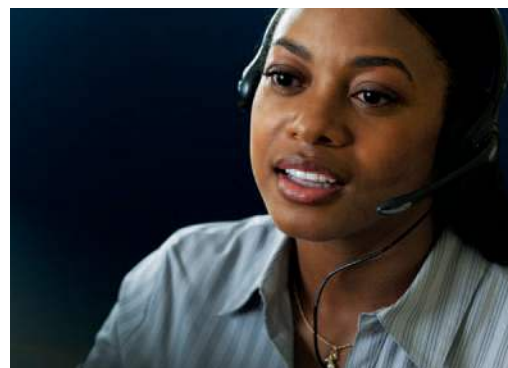
Whatever your plans, Impala steps out in style with plenty of room for the important people in your life. Up to six very important people, as a matter of fact. Stretch out with ample leg room, elbow room and trunk space—this is a full-size sedan by every measure. Impala makes a big impression too. From first glance you'll recognize the Chevy trademark dual-port grille, new for Impala this year, along with clean new lines that add a singular style. The available rear spoiler hints at the potent, all-new advanced powertrain within. While it may be uncommon to expect this kind of performance from a sedan, it's good to know you can also achieve 30 MPG highway¹ in a sedan of this size. It's apparent that Impala has it all. Efficiency. Power. Style. And it's easy on the wallet in a big way.

1 EPA-estimated 18 MPG city/30 highway.



A safety philosophy that

RUNS DEEP



BEFORE

What's the best safety philosophy? Avoid a collision in the first place. That's why we've equipped Impala with advanced safety systems like the **STABILITRAK ELECTRONIC STABILITY CONTROL SYSTEM** with **TRACTION CONTROL**. On slippery surfaces, StabiliTrak helps you stay the course by detecting the difference between the path being steered and the direction the vehicle is actually going. It then uses the brakes and, if necessary, adjusts engine torque to help you keep your Impala on track. What's more, **FOUR-WHEEL ANTILOCK BRAKES** help maintain control and stability during hard braking, by preventing wheel lockup. Other advancements you can count on, including **DAYTIME RUNNING LAMPS** and a **TIRE PRESSURE MONITOR**¹, are just some of the forward-thinking ways we try to help you avoid trouble on the road.

DURING

Sometimes, however, trouble finds you. And if a moderate to severe collision does happen, Impala is designed to respond quickly. Sensors throughout the vehicle determine how many of the **SIX STANDARD AIR BAGS**²—including head-curtain side-impact

air bags—deploy. Adding to this protection, the cabin is reinforced with **HIGH-STRENGTH STEEL** throughout. Meanwhile, front and rear “crush zones” are designed to compress in a controlled manner, helping absorb and channel energy away from the cabin and engine. But our protective measures don't end there.

AFTER

Should a collision occur, crucial information can be instantly relayed to the OnStar command center via **ONSTAR AUTOMATIC CRASH RESPONSE**.³ There, trained OnStar Advisors utilize GPS technology to pinpoint your exact location and can request that assistance be sent right away—even if you're unable to respond. It's part of **ONSTAR DIRECTIONS & CONNECTIONS**,³ standard for six months, which also includes **STOLEN VEHICLE ASSISTANCE**, **REMOTE DOOR UNLOCK** and **REMOTE HORN AND LIGHTS**. All this because nothing is more important than your safety.



SPECIFICATIONS

	LS	LT	LTZ
EXTERIOR			
Door handles: Body-color	■	■	—
Chrome	—	—	■
Foglamps: Integral, in front fascia	—	—	■
Mirrors: Body-color, power-adjustable	■	■	—
Body-color, power-adjustable, heated	—	—	■
Moldings: Body-color, bodyside	■	■	■
Body-color, rocker	■	■	■
Spoiler: Rear	—	■	■
ENGINES/CHASSIS			
Engine: 3.6L SIDI DOHC V6 with Variable Valve Timing (VVT) (300 hp @ 6500 rpm; 262 lb.-ft. of torque @ 5300 rpm) E85 FlexFuel-capable ¹	■	■	■
Engine block heater	□	□	□
Exhaust: Dual-outlet, stainless steel	■	■	■
Oil-Life Monitor	■	■	■
Steering: Power, rack-and-pinion	■	■	■
Suspension: Four-wheel independent, Touring	■	■	—
Four-wheel independent, Luxury-Tuned	—	—	■
Transmission: 6-speed automatic, electronically controlled with overdrive	■	■	■
SAFETY & SECURITY			
Air bags: ² Dual-stage frontal (includes Passenger Sensing System) and thorax side-impact, driver and front passenger; head-curtain side-impact, front and rear outboard seating positions	■	■	■
Brakes: Four-wheel antilock, four-wheel disc	■	■	■
Daytime Running Lamps	■	■	■
Door locks: Power-programmable with lockout protection and rear child safety locks	■	■	■
OnStar ³ with Directions & Connections standard for six months	■	■	■
Remote Keyless Entry	■	■	■
Remote vehicle starter system	—	■	■
StabiliTrak Electronic Stability Control System	■	■	■
Tire Pressure Monitor	■	■	■
Traction Control System	■	■	■
Vehicle Anti-Theft System	■	■	■

■ STANDARD □ AVAILABLE — NOT AVAILABLE

	LS	LT	LTZ
INTERIOR			
Climate Control: Single-zone, manual and air filtration system	■	—	—
Dual-zone, manual, with individual settings for driver and right-front passenger and air filtration system	—	■	■
Defogger: Rear-window, electric	■	■	■
Instrumentation: Analog, four-gauge cluster with speedometer, tachometer, coolant temperature, fuel gauge, trip odometer and Driver Information Center	■	—	—
Analog, deluxe four-gauge cluster with chrome trim, speedometer, tachometer, coolant temperature, fuel gauge, trip odometer, Driver Information Center, outside temperature display and compass	—	■	■
Lighting: Center-mounted dome and rear reading lamps	■	■	■
Mirrors: Inside, rearview, manual day/night	■	■	—
Inside, rearview, auto-dimming	—	—	■
Passenger visor vanity mirror	■	—	—
Driver and passenger illuminated visor vanity mirrors	—	■	■
Steering wheel: Leather-wrapped with audio controls	■	■	■
Sunroof: Power, tilt/sliding with sunshade	—	□ ⁴	□
Trunk release: Remote	■	■	■
Universal Home Remote transmitter	—	□ ⁵	■
Visors: Front, with vanity mirrors	■	—	—
Front, with illuminated vanity mirrors	—	■	■
SEATING			
Cloth: Front buckets, with six-way power driver seat	■	■	—
Front 40/20/40 split-bench, with six-way power driver seat and steering column shifter	□	□ ⁶	—
Leather-appointed: Front buckets, heated, with eight-way driver and six-way passenger power seat adjusters	—	—	■
Rear bench seat, fixed	■	—	—
Rear seat: Flip-and-fold-flat	—	■	■
AUDIO SYSTEMS			
AM/FM stereo with CD/MP3 player and auxiliary audio input jack	■	■	■
Bluetooth® wireless technology ⁷ for select phones	■	■	■
Bose® eight-speaker sound system	—	—	■
SiriusXM Satellite Radio ⁸ with three trial months	■	■	■
Six-speaker sound system	■	■	—
WHEELS			
16" aluminum	■	—	—
17" machined-aluminum	—	■	—
18" machined-face aluminum	—	—	■
Compact spare tire	■	■	■

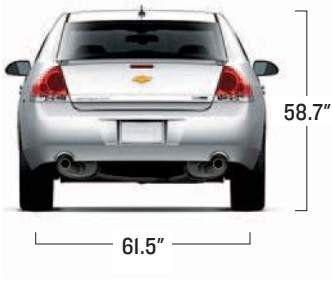
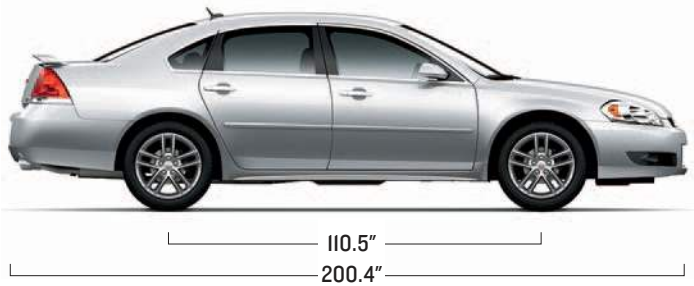
¹ E85 FlexFuel capability not available in AZ, CA, CT, MA, MD, ME, NJ, NY, OR, PA, RI, VT and WA. E85 is a combination of 85% ethanol and 15% gasoline. Go to chevy.com/biofuels to see if there is an E85 fuel station near you. ² Always use safety belts and the correct restraint for your child's age and size. Even in vehicles equipped with the Passenger Sensing System, children are safer when properly secured in a rear seat in the appropriate infant, child or booster seat. Never place a rear-facing infant restraint in the front seat of any vehicle equipped with a passenger air bag. See the Owner's Manual and child safety seat instructions for more safety information. ³ Visit onstar.com for coverage map, details and system limitations. Services vary by model and conditions. OnStar acts as a link to existing emergency service providers. ⁴ Requires available Sunroof Package with Universal Home Remote transmitter. ⁵ Requires available Sunroof Package. ⁶ Not available with Sunroof Package. ⁷ Go to gm.com/bluetooth to find out which phones are compatible with the vehicle. ⁸ Requires a subscription sold separately by SiriusXM after three-month trial. Available only in the 48 contiguous United States and Washington, D.C. Visit siriusxm.com for details. ⁹ Cargo and load capacity limited by weight and distribution.

MAXIMUM CAPACITIES

EPA-ESTIMATED FUEL ECONOMY	18 city/30 highway
FUEL TANK (APPROXIMATE)	17.5 gallons

PASSENGER VOLUME	104.5 cubic feet/seats 5-6
CARGO VOLUME ⁹	18.6 cubic feet

DIMENSIONS



SELECT VEHICLE FEATURES

IMPALA LS
3.6L V6 engine with 6-speed automatic transmission
16" aluminum wheels
Exhaust: Dual-outlet, stainless steel
Outside power-adjustable mirrors
Custom Cloth seats with driver six-way power adjuster
AM/FM stereo with CD/MP3 player, auxiliary audio input jack and six-speaker sound system
OnStar ³ with Directions & Connections standard for six months
SiriusXM Satellite Radio [®] with three-month trial
StabiliTrak Electronic Stability Control System with Traction Control
Remote Keyless Entry
Bluetooth wireless technology for select phones ⁷

IMPALA LT
<i>In addition to or replacing LS features, LT includes:</i>
17" machined-aluminum wheels
Leather-wrapped shifter and leather-wrapped steering wheel with audio controls
Flip-and-fold-flat rear seat
Rear spoiler
Remote vehicle starter system
Deluxe instrumentation with chrome trim, outside temperature and compass
Dual-zone manual climate controls
IMPALA LTZ
<i>In addition to or replacing LT features, LTZ includes:</i>
18" machined-face aluminum wheels
Heated front bucket seats with leather appointments and eight-way driver, six-way passenger power seat adjusters
Universal Home Remote transmitter for garage door opener
Bose eight-speaker sound system
Heated outside power-adjustable mirrors
Foglamps

DEALER-INSTALLED ACCESSORIES

PERSONALIZE YOUR IMPALA AT CHEVY.COM/ACCESSORIES



All-Weather Floor Mats



Splash Guards

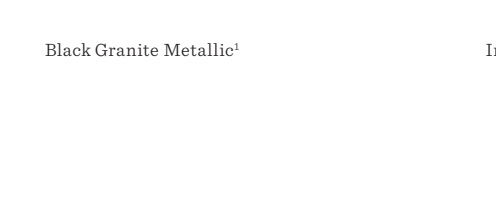
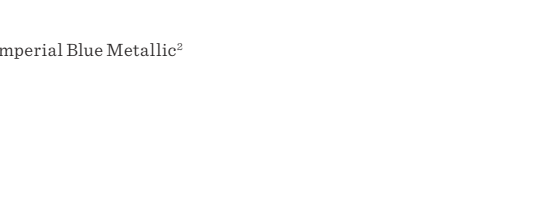
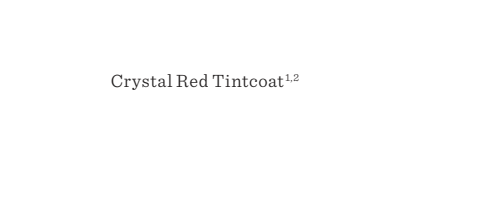
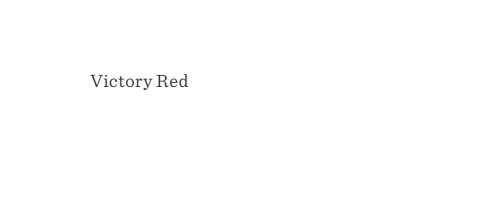


Spoiler Kit

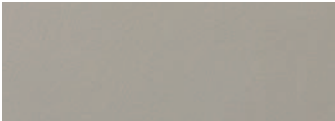
Cargo Tray

Exhaust Tip

COLORS

		
Black	Black Granite Metallic ¹	Imperial Blue Metallic ²
		
Crystal Red Tintcoat ^{1,2}	Victory Red	Gold Mist Metallic
		
Ashen Gray Metallic ²	Silver Ice Metallic	Summit White

FABRICS

		
Ebony Cloth (standard on LS and LT)	Gray Cloth (standard on LS and LT)	Neutral Cloth (standard on LS and LT)
		
Ebony Leather Appointments (standard on LTZ)	Gray Leather Appointments (standard on LTZ)	Neutral Leather Appointments (standard on LTZ)

WHEELS

			
16" Aluminum Wheel (standard on LS)	17" Machined-Aluminum Wheel (standard on LT)	18" Machined-Face Aluminum Wheel (standard on LTZ)	

¹ Extra-cost color. ² Interim availability.

IMPORTANT INFORMATION

100,000-MILE/5-YEAR TRANSFERABLE POWERTRAIN LIMITED WARRANTY. Every 2012 Chevy passenger car, light-duty truck, SUV and crossover comes with a 100,000-mile/5-year (whichever comes first) transferable Powertrain Limited Warranty. Plus, you get 100,000 miles/5 years (whichever comes first) of the 24/7 Roadside Assistance Program, the Courtesy Transportation Program, and much more. See dealer for details.

NEW VEHICLE LIMITED WARRANTY. GM vehicles registered in the U.S.A. are covered for 36,000 miles/3 years (whichever comes first). The complete vehicle is covered, including tires, towing to your nearest Chevrolet dealership and cosmetic corrosion resulting from defects. Repairs will be made to correct any vehicle defect, and most warranty repairs will be made at no charge. In addition, rust-through corrosion will be covered for 100,000 miles/6 years (whichever comes first). See dealer for details.

ENGINES. Chevrolet products are equipped with engines produced by GM Powertrain or other suppliers to GM worldwide. The engines in Chevrolet products may also be used in other GM makes and models.

ASSEMBLY. Chevrolet vehicles and their components are assembled or produced by different operating units of General Motors, its subsidiaries or suppliers to GM worldwide. We sometimes find it necessary to produce Chevrolet vehicles with different or differently sourced components than originally scheduled. Since some options may be unavailable when your vehicle is assembled, we suggest you verify that your vehicle includes the equipment you ordered and that, if there were changes, they are acceptable to you.

ONSTAR. OnStar services require vehicle electrical system (including battery), wireless service and GPS satellite signals to be available and operating for features to function properly. OnStar acts as a link to existing emergency service providers. Subscription Service Agreement required. Call 1-888-4ONSTAR (1-888-466-7827) or visit onstar.com for OnStar Terms and Conditions, Privacy Policy, details and system limitations.

A NOTE ON CHILD SAFETY. Always use safety belts and the correct restraint for your child's age and size. Even in vehicles equipped with the Passenger Sensing System, children are safer when properly secured in a rear seat in the appropriate infant, child or booster seat. Never place a rear-facing infant restraint in the front seat of any vehicle equipped with a passenger air bag. See the Owner's Manual and child safety seat instructions for more safety information.

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FLEET ORDERS. Some standard content may be deleted on fleet orders. See dealer for details.

OWNER SERVICES. Chevrolet is committed to enhancing the ownership experience through a wide array of programs. For more information about 24-hour Roadside Assistance, Courtesy Transportation, Customer Assistance Center, Chevy Safety, marketing and incentives, visit chevy.com.

GM MOBILITY.COM (1-800-323-9935). GM MobilitySM offers financial assistance for eligible adaptive equipment to make automotive travel easier for persons with disabilities or special transportation needs. To learn more about special GM Mobility offers, visit gmmobility.com.

CHEVROLET OWNER CENTER (GMOWNERCENTER.COM/CHEVY). Register your vehicle with the Chevrolet Owner Center, and receive benefits such as online access to your vehicle Owner's Manual, maintenance schedule reminders, service history tracking, warranty and service information, safety information, special offers and privileges, and news and events.

GM CARD MEMBERS SERVICES.COM. Did you know about the family of reward credit cards that can help you get a great deal on a new GM car, light-duty truck, SUV or crossover? With a GM reward card, you accrue earnings on every credit card purchase to use toward the purchase or lease of an eligible new GM vehicle. With three cards to choose from, you're sure to find one that suits you best.

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OWNERSHIP EXTRAS



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ACCESSORIES

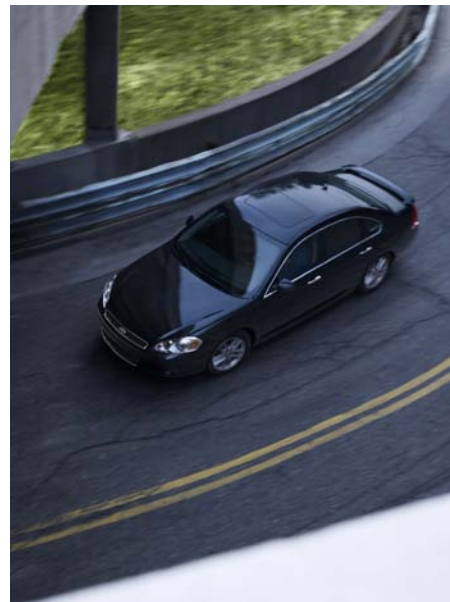
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Chevy Runs Deep