

OVERVIEW

DESIGN

TECHNOLOGY

PERFORMANCE

KEY DATES

RESOURCES



2SS preproduction model shown. Actual production model may vary.



**2016 CHEVROLET CAMARO
PLAYBOOK**

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GM Confidential. For GM Salesperson use only. Not intended to be used for advertising purposes. Preproduction model shown. Actual production model 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.

CHEVROLET



SIX

Chevrolet Dealers:

When you start from a position of strength, the bar gets raised to unimaginable new heights. That's exactly what happened when we designed and engineered the sixth-generation Camaro — the sports car that builds off the legendary DNA of America's best-selling performance car for five consecutive years.

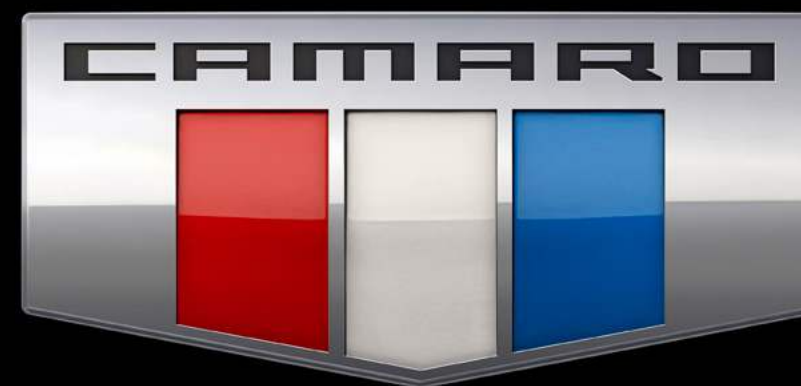
The sixth-generation Camaro establishes a new benchmark of performance — performance that has evolved over the past five, historic Camaro generations. The 2016 Camaro brings an evolutionary look that stays true to its roots but possesses tighter curves, an aerodynamically optimized design and new modern lighting technologies. A faster, more nimble driving experience enabled by an all-new lightweight architecture will keep it the dominating force that it is in the sports car segment. Inside, it's been redesigned with refinement, convenience and technology features that all add up to bring a thrilling experience behind the wheel. In addition, six different powertrain combinations expand the Camaro performance range.

The following pages will introduce you to the all-new 2016 Camaro. We're excited to help you get ready to support the launch of this sixth-generation icon. Start of production is currently scheduled for Q4 of 2015.

Thank you for your continued support in returning Chevrolet to sales leadership.



Brian Sweeney
Vice President, Chevrolet



#CAMAROSIX



THE SIXTH-GENERATION CAMARO

ALL NEW FROM THE INSIDE OUT

The 2016 Camaro promises to be everything its loyal enthusiasts expect and more. Although it benchmarked its Camaro predecessor as a starting point (the number one selling car in the sports car segment), only two parts will carry over from the fifth generation – the bowtie emblem and the SS badge.

LIGHTER, LEANER AND FASTER

A faster, more nimble driving experience is enabled by an all-new lightweight architecture and 2.0L Turbo¹, 3.6L V6 and 6.2L V8. In addition, new technologies like Active Rev Matching (SS with manual transmission only), Driver Mode Selector and Magnetic Ride Control™ (SS models) contribute to serious performance.

MORE INNOVATION AND REFINEMENT

The ultimate in connectivity is available on the 2016 Camaro with available wireless charging² for cell phones, new available Interior Spectrum Lighting with 24 different colors and available OnStar® with 4G LTE Wi-Fi³. Inside, it's been redesigned with increased refinement and a new driver-focused design.



¹ Late availability.

² The system wirelessly charges one PMA- or Qi-compatible mobile device. To check for phone or other device capability, see gmttotalconnect.com.

³ Devices must be WPA2 compliant with active OnStar service and data plan. Wi-Fi devices manufactured prior to 2006 may not be compatible. Please consult your device manufacturer for information regarding WPA security protocol and Wi-Fi device compatibility. Vehicle must be started or in Accessory mode to access Wi-Fi. Visit onstar.com for details and system limitations.



TRIM LEVELS

The 2016 Camaro is available in 1LT/2LT and 1SS/2SS trim levels (LS will not be offered.) All LT trim levels will come standard with a 2.0L Turbo¹ engine and offer an available 3.6L V6 engine. All SS trim levels will come standard with a 6.2L V8 engine.



LT

1LT and 2LT trims include standard 18-inch wheels, standard halogen projector-beam headlamps and LED DRLs. An RS Appearance Package adds 20-inch wheels, HID headlamps, LED taillamps, unique grilles and a decklid-mounted lip spoiler.



SS

1SS and 2SS trims include standard 20-inch wheels², standard HID headlamps, LED DRLs, LED taillamps, stanchion spoiler, a distinct front fascia and a unique hood with functional air vents.

POWERTRAIN

2.0L TURBO¹

A 2.0L Turbo¹ will be standard on 1LT and 2LT trims with a 6-speed manual or 8-speed paddle-shift automatic transmission.

SAE-certified 275 horsepower
SAE-certified 295 lb.-ft. of torque



3.6L V6

An all-new 3.6L V6 with Direct Injection, Variable Valve Timing and, for the first time, Active Fuel Management™ (automatic transmission only) will be available on 1LT and 2LT trims with a 6-speed manual or 8-speed paddle-shift automatic transmission.

SAE-certified 335 horsepower
SAE-certified 284 lb.-ft. of torque



6.2L V8

A 6.2L V8 with Direct Injection, Variable Valve Timing and Active Fuel Management (auto transmission only) is standard on 1SS and 2SS trims with a 6-speed manual (with Active Rev Matching) or 8-speed paddle-shift automatic transmission.

SAE-certified 455 horsepower
SAE-certified 455 lb.-ft. of torque
The most powerful Camaro SS ever

¹ Late availability.

² SS models with 20-inch wheels are paired with summer-only tires. Do not use summer-only tires in winter conditions, as it would adversely affect vehicle safety, performance and durability. Use only GM-approved tire and wheel combinations. Unapproved combinations may change the vehicle's performance characteristics. For important tire and wheel information, go to chevrolet.com/accessories or see your dealer.



A NEW, MODERN DESIGN

The evolutionary exterior of the 2016 Camaro breaks new ground with a new leaner, more athletic and sculpted iconic design – yet still possesses the unmistakable Camaro DNA.

“You should look at a car without any graphics on it and know exactly what it is ... our goal was to build off the design strength of the current Camaro but take it into a new modern direction.”
– Tom Peters, Director of Exterior Design

SS hood with functional air vents to improve engine cooling and reduce front lift

Signature Camaro cross-car grille and headlamp aperture (a signature cue since the first generation)

Standard HID headlamps on SS (available on LT with RS Appearance Package)

Standard LED Daytime Running Lamps (all models)

Aero driven design with subtle “air curtain” on front fascia that guides air around the wheels to help reduce drag

SS front fascia with integrated brake cooling ducts

Sculpted exterior

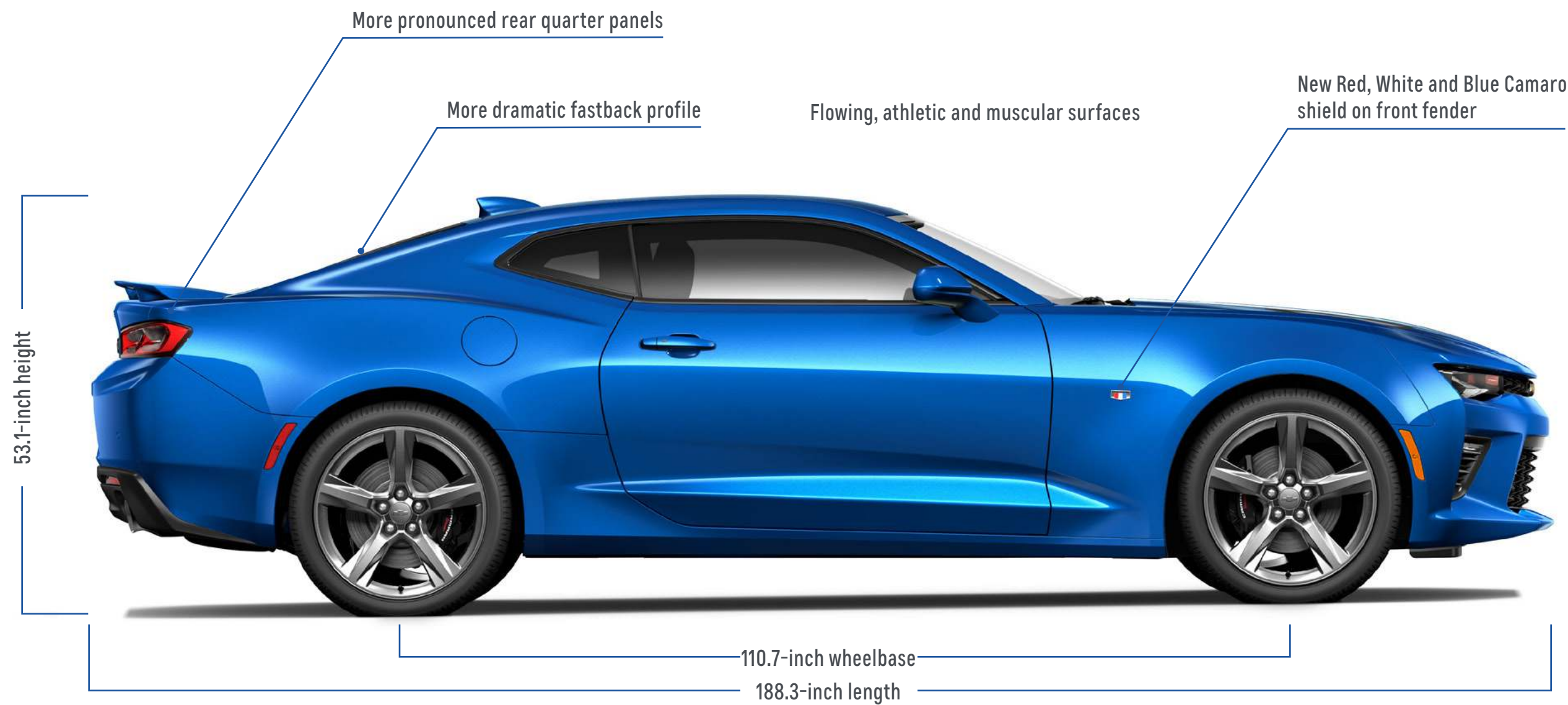
Leaner with tighter curves



63.1-inch front track

74.7-inch width

2SS preproduction model shown. Actual production model may vary.



2SS preproduction model shown. Actual production model may vary.



Seamless roof design
eliminates channel moldings

SS stanchion rear spoiler

Standard LED taillamps on SS
(available on LT with RS Appearance Package)

Expressive taillamps that blend the horizontal aesthetic of the first-generation Camaro with a dual-element theme and aggressive tapers for a contemporary appearance



63.1-inch rear track

2SS preproduction model shown. Actual production model may vary.



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WHEELS



18-inch Silver-painted aluminum
(standard on LT)



20-inch Bright Silver-painted
aluminum¹
(standard on SS)



20-inch Premium Gray-painted
aluminum with machined face¹
(standard on LT with RS Appearance
Package and available on SS)



20-inch Bright Silver-painted
aluminum¹
(available on LT with RS Appearance
Package and SS)



20-inch Black-painted aluminum¹
(available on LT and SS)

EXTERIOR COLORS



Silver Ice Metallic (GAN)



Black (GBA)



Summit White (GAZ)



Blue Velvet Metallic (G1M)



Red Hot (G7C)



Bright Yellow² (G7D)



Garnet Red Tintcoat² (G7E)



Nightfall Gray Metallic (G7Q)



Mosaic Black Metallic² (GB8)



Hyper Blue Metallic (GD1)

¹ SS models with 20-inch wheels are paired with summer-only tires. Do not use summer-only tires in winter conditions, as it would adversely affect vehicle safety, performance and durability. Use only GM-approved tire and wheel combinations. Unapproved combinations may change the vehicle's performance characteristics. For important tire and wheel information, go to chevrolet.com/accessories or see your dealer.

² Extra-cost color.



REFINED AND DRIVER-CENTRIC

The inside of the 2016 Camaro is all new and designed for the high-performance driver with everything in the right place. It incorporates a sophisticated look with high-quality materials and advanced technologies focused on the driver.

“We looked to make a bold move forward and create a modern statement through powerful design, quality materials and advanced technology. The Camaro is all about having fun as a driver and the interior is designed around that.”

– Ryan Vaughan, Design Manager, Camaro Interior



- Instrument panel that's a modern interpretation of the first-generation Camaro
- Center console provides improved storage (with cord pass-through) and range-of-motion for shifting (due to repositioned cup holders)
- Functional air vent control rings provide clever access to HVAC controls and eliminate additional buttons from the IP
- Electronic Park Brake replaces mechanical parking brake handle (to free up room for shifting on manual transmission models)
- Flat-bottom leather-wrapped steering wheel on all models that incorporates paddle shifters (auto) or Active Rev Matching controls (SS manual)
- Seating with aggressive lateral support and available heat and ventilation
- Driver-side knee pads add comfort during spirited or track driving
- Premium materials with major touch points wrapped in soft trim, tailored stitching throughout and real aluminum (select models) in door inserts and shift knob
- Available 8-inch diagonal reconfigurable center screen display in instrument cluster (provides information on navigation, performance and infotainment features)



PERSONALIZATION THROUGHOUT

The 2016 Camaro brings new expressive interior color options along with all-new customizable LED interior lighting.

INTERIOR SPECTRUM LIGHTING

New Interior Spectrum Lighting with 24 different colors includes fade/transition effects that spread across the interior (also includes theatrical “car show” mode). When a new color is selected from the touch-screen, it will appear first on screen and then flow outward on the IP toward the driver-side and passenger doors. Available on 2LT, standard on 2SS.

Using the key fob and unlocking the vehicle	A lighting pulse will display inside Camaro
At vehicle start-up	Light movement across the vehicle moving outward from the touch-screen to the doors (approximately 1.5 seconds)
Switching your driving mode	Light movement across the vehicle moving outward from the touch-screen to the doors (approximately 1.5 seconds)
“Car show” mode	Unique lighting “choreography”



CLOTH SEAT OPTIONS (1LT/1SS)



Medium Ash Gray



Jet Black

1LT model shown.

LEATHER-TRIMMED SEAT OPTIONS (2LT/2SS)



Medium Ash Gray



Ceramic White

2SS model shown.



Jet Black



Adrenaline Red



Kalahari



THE ULTIMATE CONNECTIVITY

The 2016 Camaro is full of unexpected innovation and will help keep you connected to the road, to the outside world and to every corner, thanks to a wide range of technologies.



2LT preproduction model shown. Actual production model may vary.



- Push-button start
- Available 8-inch diagonal high-definition center touch-screen to control next-generation Chevrolet MyLink™¹
- Available OnStar® 4G LTE with Wi-Fi²
- Rear vision camera
- Available wireless charging³ (owner must supply an adapter)
- Available Bose® Premium Audio System
- Available heated steering wheel
- Illuminated sill plates
- Available Head-Up Display
- Available Rear Parking Assist
- Available Side Blind Zone Alert and Cross Traffic Alert
- Available Lane Change Alert
- Power seats with available Memory Package

¹ MyLink functionality varies by model. Full functionality requires compatible Bluetooth and smartphone. Some devices require USB connectivity.
² Devices must be WPA2 compliant with active OnStar service and data plan. Wi-Fi devices manufactured prior to 2006 may not be compatible. Please consult your device manufacturer for information regarding WPA security protocol and Wi-Fi device compatibility. Vehicle must be started or in Accessory mode to access Wi-Fi. Visit onstar.com for details and system limitations.
³ The system wirelessly charges one PMA- or Qi-compatible mobile device. To check for phone or other device capability, see gmttotalconnect.com.



INTELLIGENT PERFORMANCE

The 2016 Camaro offers technology for serious driving performance.



- Driver Mode Selector provides up to four distinct driving modes that tailor up to eight performance attributes to fit the driver's preference
- Available dual-mode exhaust (automatic and manual V6 and V8 models only)
- Magnetic Ride Control™ (available on SS)
- Active Rev Matching (SS manual) anticipates gear selections and matches engine speed for smooth transitions during both upshifts and downshifts
- Available Brembo® performance disc brakes (standard on SS)

DRIVER MODE SELECTOR

	SNOW/ICE	TOUR	SPORT	TRACK (SS ONLY)
Electronic throttle progression	SNOW/ICE	NORMAL	NORMAL	TRACK
Automatic trans. shift map	NORMAL	NORMAL	SPORT	TRACK
Automatic trans. Performance Algorithm Shift	N/A	N/A	AVAIL.	AVAIL.
Engine sound management (if equipped with dual-mode exhaust)	STEALTH	TOUR	SPORT	TRACK
Electric power steering calibration	TOUR	TOUR	SPORT	TRACK
StabiliTrak® – Competitive Driving and Launch Control	N/A	N/A	AVAIL.	AVAIL.
Magnetic Ride Control™ calibration (if equipped)	TOUR	TOUR	SPORT	TRACK
Ambient lighting (if equipped)	ICE BLUE	BLUE	RED	ORANGE



ALPHA PERSONALITY

The 2016 Camaro is lighter, leaner and faster thanks to General Motors’ Alpha architecture that’s been tailored specifically for a new level of Camaro performance.

“We were able to take the mass efficient and structurally efficient Alpha architecture and develop a new Camaro that keeps the Camaro DNA but takes advantage of the lightweight structure, which allows us outstanding performance ... we’ve created a leaner, faster Camaro.”
— Al Oppenheiser, Chief Engineer, Camaro



2SS preproduction model shown. Actual production model may vary.

- Lighter, stiffer architecture enables an agile, nimble driving experience
- Structural rigidity increased by 28%
- Key components optimized for mass
- Mass reduced by 200 lbs. or more (depending on model)
- New suspension assemblies are 21% lighter
- Lighter, multilink MacPherson strut front suspension with improved steering feel
- Lighter, five-link independent rear suspension for improved lateral control and reduced squat during acceleration
- Six powertrain combinations
 - 2.0L Turbo¹, available 3.6L V6 or 6.2L Direct Injected V8 on SS
 - 6-speed manual (TREMEC® TR6060) or available 8-speed paddle-shift automatic (Hydra-Matic® 8L90)

	2016 CAMARO	2015 CAMARO
Length (in./mm):	188.3/4784	190.6/4841
Width (in./mm):	74.7/1897	75.5/1917
Height (in./mm):	53.1/1348	54.2/1376
Wheelbase (in./mm):	110.7/2811	112.3/2852
Front track (in./mm):	63.1/1602	63.7/1616
Rear track (in./mm):	63.1/1602	64.1/1622

¹ Late availability.

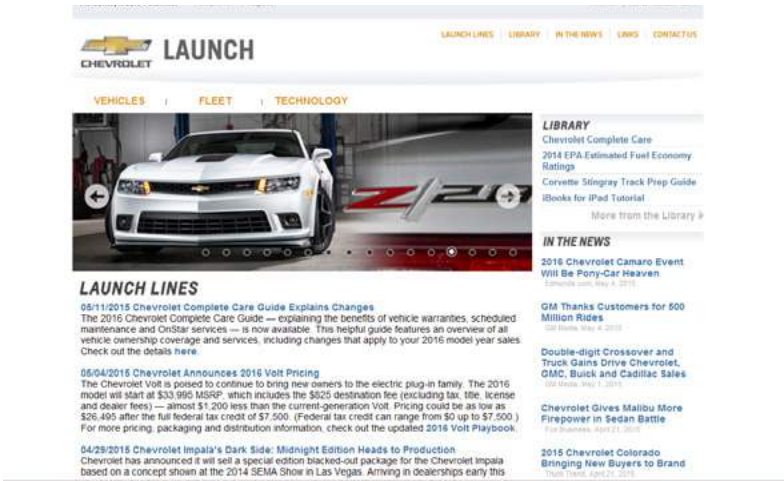


2016 CAMARO LAUNCH

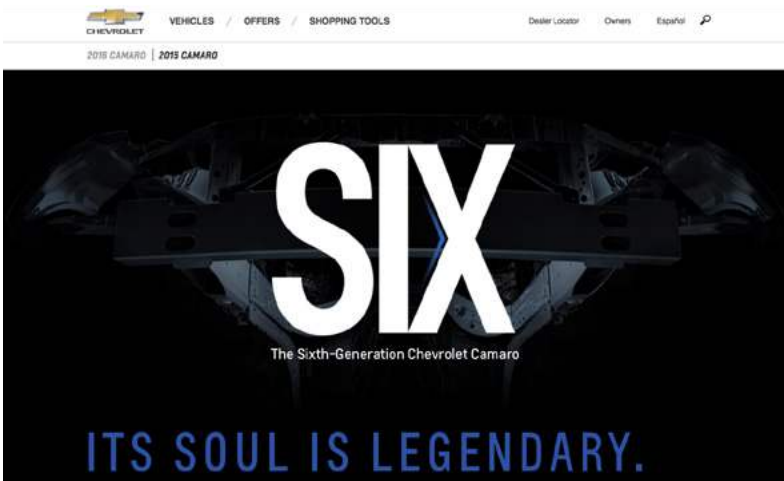
	Q2 2015	Q3 2015	Q4 2015
PRODUCT	Camaro Six Reveal (Detroit, MI)		V6/V8 Production Begins (2.0L Turbo Production Begins Q1 2016)
DEALER/FIELD	Playbook on GMLaunch.com	Ordering Begins/ Pricing Announced	
MEDIA/ADVERTISING	Reveal Website Live		
EVENTS	Dealer Show (Las Vegas, NV)	Camaro5 Fest (Bowling Green, KY)	Los Angeles Auto Show SEMA (Las Vegas, NV)



Additional information available to help you support the 2016 Camaro launch:



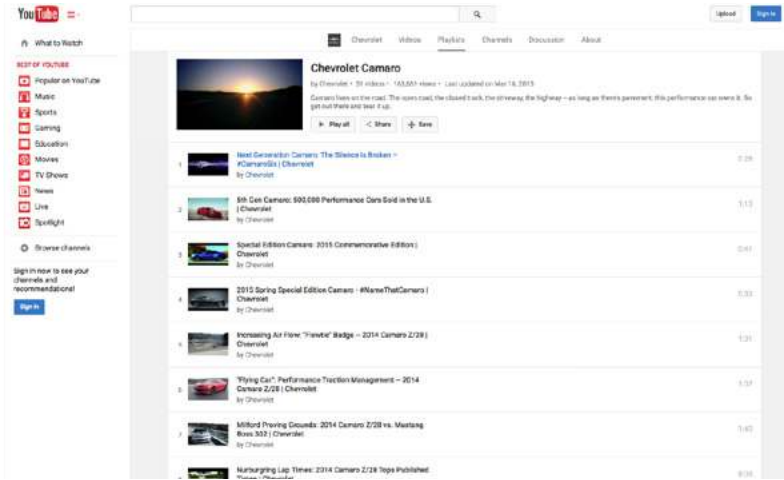
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GM MEDIA WEBSITE



CHEVROLET YOUTUBE CHANNEL

