



ACCESSORIES

Accessories Launch Kit

2013 CHEVROLET SPARK

Version 1.0

Message from your **CHEVROLET TEAM**

Dear Chevrolet Dealer Principal,

The all-new 2013 Chevrolet Spark, the affordable, fuel-efficient and maneuverable mini car, is designed to challenge preconceived notions of how an affordable small car should look, feel and drive. But affordable doesn't have to mean stripped down. Spark offers all the safety tech, interior gadgets and exterior options that appeal to first-time buyers.

With a vehicle that's as easily customizable as Spark, targeted buyers are looking for opportunities to truly personalize their vehicles with accessories that not only will enhance their ownership, but reflect their personalities.

This Spark Accessories Launch Kit can give your salespeople the right information to sell unique Chevrolet Spark accessories options. We urge you to make its contents a personal selling tool on your sales floor.

For further questions, please contact your Chevrolet Zone Team or ADI.

Good selling!



DON JOHNSON
*U.S. Vice President,
Chevrolet Sales & Service*



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Target CUSTOMERS/Key MESSAGES

SPARK TARGET PROSPECTS ARE STYLE-CONSCIOUS, PRACTICAL URBANITES

They're folks who want a vehicle that looks good and is packed with useful technology on a budget they can afford.

Here's what you should know about them:

- 20–45 years old; younger, more diverse
- Stylish, in the know
- Price-driven, but not cheap
- Purchase from trusted, reliable mid-range brands
- Value simplicity and frugality
 - Will wait for sales
 - Wait until products have been out for a while to save money
- They expect good gas mileage, low maintenance costs and safety
- Functionality and long-term reliability are the primary motivators
- Primarily rely on word-of-mouth recommendations from trusted advisors

Keep in mind that while Spark will target youth in communications, actual consumption will include older buyers.



2013 CHEVROLET SPARK KEY MESSAGES:

Here are the Chevrolet Spark's six key vehicle attributes and how to position them:

1. THEY DON'T HAVE TO SACRIFICE TO SAVE

Spark will be the lowest-priced Chevrolet entry and is expected to be the lowest-priced Mini Car entry. But it still comes packed with standard features like air conditioning, power windows and 10 air bags.

2. THEY GET GREAT CONNECTIVITY FEATURES IN A MINI CAR AT THIS PRICE

Spark offers a 7" diagonal color touch-screen radio, Chevrolet MyLink Radio with Pandora internet radio, BringGo navigation app (late availability) and Stitcher SmartRadio, Bluetooth wireless technology for select phones and SiriusXM Radio.

3. THEY GET A RELIABLE RIDE

It's the only car in its segment to come standard with a 100,000-mile/5-year powertrain warranty. Plus, customers get the benefit of courtesy transportation and roadside assistance.

4. THEY'LL LOOK GOOD DRIVING AROUND

It pairs 5-door versatility with sporty 3-door looks that are complemented by expressive and stylish interior and exterior color choices. A rear spoiler and 15" aluminum wheels enhance its athletic appeal.

5. THEY'LL ZIP IN AND OUT OF TIGHT SPOTS WITH EASE

Its tight turning radius, trim size, 4-wheel antilock brakes and size make it ideal for urban driving. Plus, Spark's standard Hill Start Assist technology on manual transmission models and StabiliTrak Electronic Stability Control System with Traction Control and Brake Assist make it easy to navigate congested city streets.

6. THERE'S PLENTY OF ROOM FOR THEIR FRIENDS AND STUFF

Spark is 3' longer than the Smart fortwo, over 2' longer than the Scion iQ and features flip-and-fold rear seats with 31.2 cu. ft. of cargo volume with the second row seats folded down.

PACKAGING *At A Glance*

Spark is available in LS, 1LT and 2LT models. The walk from LS to 1LT is primarily comfort and convenience features. The walk from 1LT to 2LT is primarily exterior appearance items and the addition of heated front seats. Here's a look at key standard content by trim level:

LS STANDARD CONTENT	1LT STANDARD CONTENT	2LT STANDARD CONTENT
<ul style="list-style-type: none"> • ECOTEC 1.2L DOHC 4-cylinder MFI engine (84 hp) with 5-speed manual or available 4-speed automatic transmission • Air conditioning • Power windows • Rear wiper • 15" alloy wheels • Integrated rear spoiler • Hill Start Assist technology • StabiliTrak Electronic Stability Control System with Traction Control • Brake Assist • 10 air bags • OnStar Directions & Connections Plan for the first 6 months • Auxiliary input jack • Outside temperature display 	<p>LS content, PLUS:</p> <ul style="list-style-type: none"> • 7" diagonal color touch-screen radio with Chevrolet MyLink Radio • Bluetooth wireless technology for select phones • Steering wheel audio and phone interface controls • USB port • SiriusXM Radio • Power door locks with Remote Keyless Entry (RKE) • Outside power mirrors • Floor mats • Trip computer • Cruise control 	<p>1LT content, PLUS:</p> <ul style="list-style-type: none"> • Unique alloy wheels • Fog lamps • Lower rocker extensions • Silver-painted roof rails • Chrome liftgate handle, exhaust outlet and beltline moldings • Front and rear body-color sport fascias • Leatherette seats • Heated front seats • Leather-wrapped steering wheel



EXTERIOR *Accessories*



EXTERIOR COLORS

The Chevrolet Spark is available in a wide variety of colors.



Jalapeño²



Lemonade²



Denim²



Techno Pink²



Salsa Red²



Silver Ice²



Black Granite^{2,3}



Summit White

¹ Standard on 2LT.

² Metallic paint.

³ Extra-cost color.

INTERIOR *Accessories*



Enhance the interior of your Spark with these accessories:

STYLE & VERSATILITY

- All-Weather Cargo Mat
- Interior Trim Kits
- Pedal Covers
- Door Sill Plates

COMFORT & CONVENIENCE

- All-Weather Floor Mats
- Replacement Carpet Floor Mats
- Smoker's Package

INTERIOR TRIM KIT COLORS



Jalapeno Interior Trim Kit



Summit White Interior Trim Kit



Denim Interior Trim Kit



Silver Ice Interior Trim Kit

Limited Production Option (LPO)

A Limited Production Option (LPO) is a preordered option that includes a single accessory or a collection of accessories that are a part of a special package.

FEATURES AND BENEFITS OF LPO PROGRAM

- Ordered same as RPOs during vehicle order process
- Fully residualized (listed on the Monroney Label)
- Covered by New Vehicle Limited Warranty*
- Included in floor plan
- Provided by ADI and installed by Dealer
- Labor paid through warranty system similar to Pre-Delivery Inspection (PDI)

For a complete list of current LPO Packages and details, please refer to the Online Order/Reference Guide, found on the Order Workbench on GM GlobalConnect.

The LPO Packages are available to order via the workbench configurator, using the unique option code associated with each package. For additional information on any LPO Package, please contact your ADI.

CURRENT AND FUTURE SPARK LPOs

SINGLE-LINE LPOs	LPO CODE	TRIM LEVEL	MSRP	INSTALL TIME	SUGGESTED PENETRATION RATES
CURRENT					
Floor Mats – Front and Rear Premium All-Weather	VAV	ALL	\$140	0.1	20%
Floor Mats – Cargo Area Premium All-Weather	VL1	ALL	\$75	0.1	20%
FUTURE					
Interior Trim Kits – Silver Ice, Jalapeno, Denim, Summit White	WGL, WGM, WGT, WGK	ALL	TBD	TBD	5%
Rear View Camera	RWR	1LT, 2LT	TBD	TBD	5%
Spare Wheel Kit	VKX	ALL	TBD	TBD	15%
Fog Lamps	S3U	LS, 1LT	TBD	TBD	10%
Roof Rack Cross Rail Package	SDL	2LT	TBD	TBD	5%
Z-Spec Sport Pedal Covers	SBZ	ALL	TBD	TBD	10%
Z-Spec Ground Effects	5VM	ALL	TBD	TBD	7%
Z-Spec Wheel	5AV, 5AW, 5AX	ALL	TBD	TBD	7%
Z-Spec Grille	VAS	ALL	TBD	TBD	7%
Z-Spec Floor Mats	RWS	ALL	TBD	TBD	5%

*Most Chevrolet Parts and Accessories sold and permanently installed on a Chevrolet vehicle by a Chevrolet Dealer or Chevrolet-approved Accessory Distributor/Installer (ADI) prior to delivery will be covered under the applicable portion (Bumper-to-Bumper, Powertrain, etc.) of the New Vehicle Limited Warranty. In the event Chevrolet Accessories are installed after vehicle delivery, or are replaced under the New Vehicle Limited Warranty, they will be covered, parts and labor, for the balance of the applicable portion of the New Vehicle Limited Warranty, but in no event less than 12 months/12,000 miles.

ACCESSORIES *At A Glance*

The following chart provides both Current and Future Spark accessories by trim level.

ACCESSORIES BY TRIM	LS MANUAL	LS AUTO	1LT MANUAL	1LT AUTO	2LT MANUAL	2LT AUTO
CURRENT						
Roof Rack Cross Rail Package	–	–	–	–	A	A
Bodyside Molding Package	A	A	A	A	A	A
Side Window Weather Deflectors	A	A	A	A	A	A
Door Sill Plates	A	A	A	A	A	A
Floor Mats – Cargo Area Premium All-Weather	A	A	A	A	A	A
Floor Mats – Carpet Replacements – Black	A	A	A	A	A	A
Floor Mats – Front and Rear Premium All-Weather	A	A	A	A	A	A
Pedal Covers – For Automatic Transmission – Includes Accelerator and Brake Covers	–	A	–	A	–	A
Pedal Covers – For Manual Transmission – Includes Accelerator, Brake and Clutch Covers	–	A	–	A	–	A
Smoker's Package	A	A	A	A	A	A
FUTURE						
Rear View Camera w/Chrome Rear Closure (DBZ)	–	–	A	A	A	A
Bodyside Molding Package – Jalapeno (GJT)	A	A	A	A	A	A
Bodyside Molding Package – Black Granite (GAR)	A	A	A	A	A	A
Bodyside Molding Package – Denim (GUC)	A	A	A	A	A	A
Fog Lamps	A	A	A	A	–	–
Grille – Z-Spec	A	A	A	A	A	A
Ground Effects – Body-Color Base Kit	A	A	A	A	–	–
Ground Effects – Body-Color Sport Kit	–	–	–	–	A	A
Floor Mats – Front and Rear Premium Carpet – Z-Spec Black	A	A	–	–	–	–
Interior Trim Kit – Center Console – Silver Ice (GAN), equipped with standard radio (UM7)	–	–	A	A	A	A
Interior Trim Kit – Center Console – Silver Ice (GAN), equipped with uplevel radio (UF7)	A	A	A	A	A	A
Interior Trim Kit – Center Console – Jalapeno (GJT), equipped with standard radio (UM7)	A	A	–	–	–	–
Interior Trim Kit – Center Console – Jalapeno (GJT), equipped with uplevel radio (UF7)	–	–	A	A	A	A
Interior Trim Kit – Center Console – Denim (GUC), equipped with standard radio (UM7)	A	A	–	–	–	–
Interior Trim Kit – Center Console – Denim (GUC), equipped with uplevel radio (UF7)	–	–	A	A	A	A
Interior Trim Kit – Center Console – Summit White (GAZ), equipped with uplevel radio (UF7)	–	–	A	A	A	A
Interior Trim Kit – Center Console – Summit White (GAZ), equipped with standard radio (UM7)	A	A	–	–	–	–
Spare Wheel Kit – Includes 14-inch Spare Wheel and Tire and Jack Assembly	A	A	A	A	A	A
15-inch Wheels – Z-Spec Black (5AV)	A	A	A	A	A	A
15-inch Wheels – Z-Spec White (5AW)	A	A	A	A	A	A
15-inch Wheels – Z-Spec Silver (5AX)	A	A	A	A	A	A



EXTERIOR *ADI to Dealer Accessories*

As with all Chevrolet vehicles, Spark is available with a host of accessories from your ADI. The following chart details both Current and Future accessories along with the applicability of the three trim levels of Spark.

EXTERIOR	PART NUMBER	TRIM LEVEL	MSRP	INSTALL TIME
CURRENT:				
Roof Rack Cross Rail Package	96955271	2LT	\$300	0.2
Bodyside Molding Package – Summit White (GAZ)	94816365	ALL	\$190	0.4
Bodyside Molding Package – Salsa (GGE)	94816366	ALL	\$190	0.4
Bodyside Molding Package – Silver Ice (GAN)	94816367	ALL	\$190	0.4
Bodyside Molding Package – Prime, Paint to Match*	95965969	ALL	\$160	0.4
Side Window Weather Deflectors	96688232	ALL	\$90	0.3
FUTURE				
Bodyside Molding Package – Jalapeno (GJT)	95264213	ALL	TBD	0.4
Bodyside Molding Package – Black Granite (GAR)	95264214	ALL	TBD	0.4
Bodyside Molding Package – Denim (GUC)	95264215	ALL	TBD	0.4
Fog Lamps	95940389	LS, 1LT	\$235	0.0
Grille – Z-Spec	95147728	ALL	TBD	0.8
Ground Effects – Body-Color Base Kit	95127930	LS, 1LT	TBD	1.0
Ground Effects – Body-Color Sport Kit	95127931	2LT	TBD	1.0

WHEELS

FUTURE				
Spare Wheel Kit – Includes 14-inch Spare Wheel and Tire and Jack Assembly	95144058	ALL	TBD	0.5
15-inch Wheels – Z-Spec Black (5AV)	19299058	ALL	TBD	0.3
15-inch Wheels – Z-Spec White (5AW)	19299060	ALL	TBD	0.3
15-inch Wheels – Z-Spec Silver (5AX)	19299062	ALL	TBD	0.3

*Price does not include charge for painting accessory.

Chevrolet Accessories sold over the counter, or those not requiring installation, will continue to receive the standard Chevrolet Dealer Parts Warranty of 12 months from the date of purchase, parts only.

For warranty information on accessories from our Chevrolet Affiliated Partners (IBP), see contact information: Thule: 1-800-238-2388; TomTom: 1-866-486-6866; Lacks: 1-616-554-7520; Lund: 1-888-588-6049; Original Wraps: 1-877-277-0655.

INTERIOR *ADI to Dealer Accessories*

The following chart details both Current and Future accessories along with the applicability of the three trim levels of Spark.

INTERIOR	PART NUMBER	TRIM LEVEL	MSRP	INSTALL TIME
CURRENT:				
Door Sill Plates	96955251	ALL	\$90	0.4
Floor Mats – Cargo Area Premium All-Weather	95105321	ALL	\$65	0.0
Floor Mats – Carpet Replacements – Black	95166321	ALL	\$104	0.0
Floor Mats – Front and Rear Premium All-Weather	95105320	ALL	\$130	0.0
Pedal Covers – For Automatic Transmission – Includes Accelerator and Brake Covers	96683186	ALL	\$90	0.5
Smoker's Package	95080451	ALL	\$55	0.4
FUTURE:				
Floor Mats – Front and Rear Premium Carpet – Z-Spec, Black	95127959	ALL	\$130	0.0
Interior Trim Kit – Center Console – Silver Ice (GAN), equipped with standard radio (UM7)	95131551	LS	\$125	0.6
Interior Trim Kit – Center Console – Silver Ice (GAN), equipped with uplevel radio (UF7)	95131552	1LT, 2LT	\$125	0.6
Interior Trim Kit – Center Console – Jalapeno (GJT), equipped with standard radio (UM7)	95131553	LS	\$125	0.6
Interior Trim Kit – Center Console – Jalapeno (GJT), equipped with uplevel radio (UF7)	95131554	1LT, 2LT	\$125	0.6
Interior Trim Kit – Center Console – Denim (GUC), equipped with standard radio (UM7)	95131555	LS	\$125	0.6
Interior Trim Kit – Center Console – Denim (GUC), equipped with uplevel radio (UF7)	95131556	1LT, 2LT	\$125	0.6
Interior Trim Kit – Center Console – Summit White (GAZ), equipped with uplevel radio (UF7)	95131557	1LT, 2LT	\$125	0.6
Interior Trim Kit – Center Console – Summit White (GAZ), equipped with standard radio (UM7)	95131558	LS	\$125	0.6
Pedal Covers – For Manual Transmission – Includes Accelerator, Brake and Clutch Covers	95021042	ALL	\$90	0.5
Rear View Camera w/Chrome Rear Closure (DBZ)	95066871	1LT, 2LT	TBD	0.0

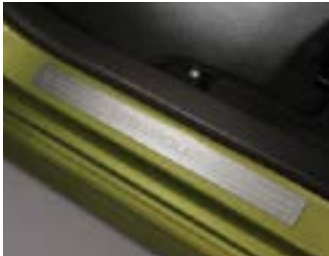
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ORDERING *Recommendations*

Three different Spark trim levels are available (LS, 1LT, 2LT). The following provides recommended accessories for each Spark trim level, and includes both ADI to Dealer Accessories and LPO accessories.

LS



Door Sill Plates



Side Window Weather Deflectors



Fog Lamps*



All-Weather Floor Mats*

1LT



Bodyside Moldings



Pedal Covers



Fog Lamps*



All-Weather Floor Mats*

2LT



Roof Rack Cross Rails*



Interior Trim Kit*



Cargo Floor Mat



All-Weather Floor Mats*

* LPO Accessories

MERCHANDISING

Merchandising is key when selling accessories. The consumer needs to see, touch, and feel all of the personalization options. Below are just a few ways to merchandise Chevrolet Accessories in your dealership.

CHEVROLET ACCESSORIES SLATWALL*

Laminated wood panel with 3" aluminum inserts to hold Chevrolet accessories. Mounts to wall with four French cleats. Note: Not recommended for hanging vehicle wheels. The Mobile Accessories Slatwall is designed for wheels.

Overall size: 8.25' wide x 5' high

ACCESSORIES SLATWALL PRICE HOLDERS*

(optional)

Set of six price holders for slatwall. Dealer must provide printed pricing information.

CHEVROLET ACCESSORIES DISPLAYS MOBILE ACCESSORIES SLATWALL*

Steel frame structure with slatwalls on two sides and locking casters for stability. Includes three brackets to hold vehicle wheel rims.

Overall size: 3' wide x 6' high x 3' deep

ACCESSORIES HANGING HARDWARE KIT*

Kit includes:

- Four 4" chrome peg hooks
- Four 8" chrome peg hooks
- One 11.5" waterfall hook
- One steel license plate holder
- Two steel splash guard brackets
- One 18" wide x 6" high wire form brochure holder
- Two steel floor mat holders

Hanging hardware also sold individually.

ACCESSORIES WALL LETTERS*

(optional)

Two-inch-thick dimensional wall letters to identify the accessories area in your dealership. Designed for placement above the Chevrolet Accessories Slatwall.

Overall size: 54" wide x 5" high



*Available through DCI Marketing and endorsed by the Chevrolet Facility Image Program.

MERCHANDISING *(continued)*

MANNEQUIN VEHICLE

On your showroom floor, display of Spark with and without fully accessorized options. This is a great conversation starter for sales consultants.



¹ Standard on 2LT.

Accessory **RESOURCES**



From marketing to training to creating a great accessories display wall, there are many Chevrolet Accessories resources available to you!

DIGITAL RESOURCES

- **Chevrolet.com**
Build Your Own Websites
- **Chevrolet Dealer Cobalt Websites**
– Accessory Model Portfolio
(Consumer Search Inventory, showcases available accessories)
- **GM Accessories Digital Solution**
- **GMAZ** www.gmaccessorieszone.com
- **Accessory Information Center (AIC)**
– Plan-O-Gram
– Dynamic Publishing
- **GM Asset Central**
Accessible through GM GlobalConnect
- **DWD Store**



PRINT RESOURCES

- Accessory Reference Catalogs (ARCs)
- Chevrolet Select Accessories Brochure



