

# A LEGEND ON WHEELS

The new Chevy Silverado's technology and brawn are generating a lot of buzz among fleet owners.

**S**entiment only goes so far in business, even in the storied world of pickup trucks. The prudent fleet owner, saddled with shrinking margins and rising expenses, doesn't care if Uncle Roscoe drove a Dodge or a Daihatsu: If the truck runs up costs, it has no place in the fleet.

That is the message advanced by David Wurster, president of Vincentric, an automotive research company that analyzes life-cycle costs in order to provide insight to auto manufacturers and truck buyers.

"Fuel economy is not the whole thing," Wurster says. "It might be only 20% of the total cost." Anyone running a fleet, he says, should look at all the costs associated with operating a vehicle—depreciation, insurance, repairs, maintenance, fuel, even taxes. Depreciation, he figures, is the single biggest concern, representing about 40% of the life-cycle total cost.

For the last two years, Vincentric's Best Fleet Value in America awards in

two truck categories have gone to Chevrolet. The Chevrolet Silverado 2500 HD Regular Cab Work Truck was honored in the three-quarter-ton Heavy Duty Pickup category, and the Silverado 1500 Regular Cab Work Truck was honored in the half-ton Full Size Pickup category.

"I've always liked Chevy trucks," says Malcolm Brown, proprietor of a landscaping firm in Darien, Conn. that runs six trucks hard in summer and winter. "They've got the comfort, and there's no question about their better longevity." To back it up, GM's 100,000-mile warranty exceeds Ford's by 40,000 miles.

The pickup truck market is, of course, brutally competitive. Because pickups are the best-selling vehicles for Ford, Chevy, and Dodge, everyone is looking for an edge with the customers. In the last few years, Detroit has introduced a host of improvements that make the trucks more capable and more high-tech than ever.

As the 2011 models roll out, Chevrolet is clearly leading its rivals. The Silverado's proven power trains include

the Duramax diesel engine mated to the legendary six-speed Allison transmission—and the truck now gets 11% better fuel economy while delivering 765 foot-pounds of stump-pulling torque. "That's a lot of giddyup," says Daniel Tigges, GM's full-size truck commercial product manager, noting that it's the most powerful diesel truck on the market.

Plus, the new Silverado can simply haul a lot more. "When you look at this truck from the body mounts down, every single part except one is new for this vehicle," says Tigges. "We've dramatically increased the frame and the component strength. That allowed us to take our pickup payloads up to 6,635 pounds." (That's the equivalent of the offensive and defensive lines of the Pittsburgh Steelers combined.)

The new diesel system comes with a new Exhaust Brake, a smart system that works through the Allison transmission's Tow Haul mode and Automatic Grade braking features to reduce the amount of conventional braking needed. On single rear-wheel models, a new hill-start assist provides aid when taking off on a grade.

Fleet owners will also be impressed by GM's new Autonet Mobile system, which turns your truck into a mobile hot spot that accommodates as many as 10 computers up to 150 feet away. A contractor can thus do a lot of office work right on site. Truck owners value strength, after all, and the most important muscle is the brain. ●

**The Silverado now gets 11% better fuel economy while delivering 765 foot-pounds of stump-pulling torque.**



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**STRONGER** — 21,700 LBS. OF MAX TOWING (REG. CAB)<sup>1</sup> *The proven, available Duramax Diesel paired with the legendary Allison<sup>®</sup> transmission produces 397 hp and 765 lb.-ft. of torque, making it the most powerful heavy-duty ever made. And to guarantee our quality, it's all backed by a 100,000 mile/5-year Powertrain Warranty.<sup>2</sup>*

**STURDIER** — 6,635 LBS. OF PAYLOAD CAPACITY (REG. CAB)<sup>3</sup> *The all-new chassis includes a high-strength, fully boxed steel frame. It offers more payload capacity than Ford or Dodge — up to 6,635 lbs. with a gas engine (Reg. Cab)<sup>3</sup> — and overall improved ride quality versus the previous-generation Silverado HD.*

**MORE SECURE** — CONFIDENT TRAILERING *A new, available diesel exhaust brake system<sup>4</sup> dramatically reduces brake fade and provides confidence when towing heavy loads, especially on steep grades.*

## NEW SILVERADO HEAVY-DUTY

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Shown: New 2011 Chevy Silverado 3500HD Crew Cab with available Duramax 6.6L Turbo-Diesel V8 engine with 21,100 lbs. max. towing and 5,122 lbs. max. payload. <sup>1</sup> Requires fifth-wheel trailer hitch and Regular Cab model. Maximum trailer weight ratings are calculated assuming a properly equipped base vehicle, plus driver. See your Chevy dealer for additional details. <sup>2</sup> Whichever comes first. See dealer for limited warranty details. <sup>3</sup> Requires Regular Cab model and gas engine. Maximum payload capacity includes weight of driver, passengers, optional equipment and cargo. <sup>4</sup> Requires available Duramax 6.6L Turbo-Diesel engine. Allison is a registered trademark of Allison Transmission, Inc. The marks of General Motors, its divisions, slogans, emblems, vehicle model names, vehicle body designs and other marks appearing in this advertisement are the trademarks and/or service marks of General Motors, its subsidiaries, affiliates or licensors. ©2010 General Motors. All rights reserved. Buckle up, America!