

All-New 2024 Traverse Playbook

December 2023. GM internal use only.



Preproduction Traverse Z71 model shown. Actual production model may vary. Available starting early 2024.

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KEY INSIGHTS

WHAT'S NEW

PACKAGING

ORDERING

RESOURCES



Lead the Way

Between road trips, class trips and whatever adventures pop up along the way, your customers' families are going places. With seating for up to eight¹, best-in-class cargo space² as well as a suite of innovative tech and safety³ features, the all-new 2024 Traverse midsize SUV has everything they need to keep everyone moving in the right direction.



KEY HIGHLIGHTS



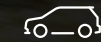
All-new 2.5L turbocharged engine



Up to 328 max. horsepower



Up to 326 lb.-f t. of max. torque



First-ever, off-road-capable Z71 trim



Best-in-class cargo volume of 98 cu. ft.²



Best-in-class standard 17.7-inch diagonal color touchscreen



Up to 8 available seats¹

Preproduction Traverse Z71 model shown. Actual production model may vary. Available starting early 2024.

¹Standard on LS; available on LT with second-row bench seat. RS and Z71 seat seven. ²With second- and third-row seats folded flat. Cargo and load capacity limited by weight and distribution. ³Safety or driver assistance features are no substitute for the driver's responsibility to operate the vehicle in a safe manner. Read the vehicle Owner's Manual for important feature limitations and information.

KEY INSIGHTS ▶

WHAT'S NEW

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Four Trims and Two Distinct Personas

Four trims offer unique design and greater content choices.

With rugged looks and off-road capability to boot, all-new Traverse Z71 is made for unforgettable outdoor adventures. And if customers are looking to stand out on their next road trip, redesigned Traverse RS offers a sportier appearance and premium features. Midnight/Sport editions available on LS and LT offer additional choices for customers. Whatever customers choose, there's a Traverse midsize SUV that's ready to help them make memories.

RS

This sporty and sleek SUV turns heads wherever it drives.

Z71

When customers want to take different roads forward, the first-ever Z71 knows the way, on and off pavement.

LT

Packed with an array of refined touches, making this a perfect family vehicle.
Available Midnight/Sport edition.

LS

Combines capability and flexibility in one striking package.
Available Midnight/Sport edition.



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CLICK ON THE  TO SEE THE FEATURE.

FIRST-EVER Z71

The first-ever Traverse Z71 is the epitome of style and functionality. Drivers can experience a bold, rugged design that is not only visually stunning but also capable of taking the driving experience to a new level.



Preproduction Traverse Z71 model shown. Actual production model may vary. Available starting early 2024.

KEY INSIGHTS

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CLICK ON THE ○ TO SEE THE FEATURE.

REDEFINED RS

Experience premium features with bold style to match.



Preproduction Traverse RS model shown. Actual production model may vary. Available starting early 2024.

KEY INSIGHTS



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Bold, Truck-Like Stance

Framed by an all-new, more purposeful silhouette, the styling of the redesigned Traverse balances SUV- and truck-inspired design elements to give the vehicle a bold, ready-for-anything presence.

STANDARD LED LIGHTS

AUTOSENSE LIFTGATE

Each trim has its own personality, achieved with unique accents and additional details including:

- Midnight/Sport Edition available on LS and LT
- All-new headlamps and taillamp design, including standard LEDs
- Walk-up lighting animation that greets owners as they approach their vehicle (with an enabled key) on RS
- Standard dual-exhaust system with bright square chrome exhaust tips
- AutoSense Liftgate, a first for Traverse
- New panoramic dual-glass sunroof with power sunshade is available on LT and Z71 and standard on RS

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Comfortable and Convenient Space

Inside the all-new Traverse, it's all about the experience. The cabin has a technology-forward ethos with clean, sweeping lines that convey a more spacious feel.



Additional interior details include:

- Seating available for up to 8 passengers²
- A column-mounted electronic transmission shifter opens up more storage and useable space between the driver and front passenger
- A pass-through console design enables even more storage capability. It is easily accessible, while also tucked away, for a clean, organized appearance
- Heated front- and second-row outboard seats
- Heated steering wheel and outside mirrors with available power folding
- Premium Evotex seating surfaces available on LT and Z71
- Standard Active Noise Cancellation
- Convenient side-by-side cup holders for the driver and front passenger
- USB ports³ (6) – 2 in each row

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¹With second- and third-row seats folded flat. Cargo and load capacity limited by weight and distribution. ²Standard on LS; available on LT with second-row bench seat. RS and Z71 seat seven. ³Not compatible with all devices.

KEY INSIGHTS



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Tech-Forward Interior

Display screens are the centerpiece of the 2024 Traverse cabin, starting with the best-in-class standard 17.7-inch diagonal color touchscreen and 11-inch diagonal Driver Information Center. The center display is more than two times larger than the screen in the previous model and is customizable. Wireless phone charging¹ is available and six USB ports² are standard.

An AutoSense Liftgate, a first for Traverse, helps make loading and unloading a breeze.



Preproduction Traverse RS model shown. Actual production model may vary. Available starting early 2024.

¹The system wirelessly charges one compatible mobile device. Some phones have built-in wireless charging technology and others require a special adapter/back cover. For a list of GM wireless charging-compatible mobile devices, see my.chevrolet.com/learnAbout/wireless-charging. If your device is not on this list, please consult your carrier. ²Not compatible with all devices.

Active Safety for Active Families

Along with standard Chevy Safety Assist¹, the 2024 Chevrolet Traverse is packed with more driver assistance features than ever before.

- Super Cruise™ Driver Assistance Technology²
(Available as part of a package on LT and Z71; Standard on RS)
- Adaptive Cruise Control³
- Front Pedestrian Braking with Bicycle Braking³
- Rear Cross Traffic Braking³
- Rear Park Assist³
- Rear Pedestrian Alert³
- Side Bicyclist Alert³
- Intersection Automatic Emergency Braking³
- Lane Keep Assist with Lane Departure Warning³
- Traffic Sign Recognition³
- Lateral Impact Avoidance with Side Blind Zone Alert³
- HD Rear Vision Camera³
- Blind Zone Steering Assist³
- Teen Driver Technology
- Buckle to Drive³

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STANDARD CHEVY
SAFETY ASSIST¹



AUTOMATIC EMERGENCY
BRAKING²



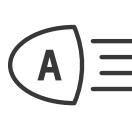
FRONT PEDESTRIAN
BRAKING²



LANE KEEP ASSIST WITH LANE
DEPARTURE WARNING²



FORWARD COLLISION
ALERT²



INTELLIBEAM AUTO
HIGH-BEAM



FOLLOWING DISTANCE
INDICATOR²

¹Chevy Safety Assist includes Automatic Emergency Braking, Front Pedestrian Braking, Lane Keep Assist with Lane Departure Warning, Forward Collision Alert, IntelliBeam and Following Distance Indicator. Safety or driver assistance features are no substitute for the driver's responsibility to operate the vehicle in a safe manner. Read the vehicle Owner's Manual for important feature limitations and information. ² Always pay attention while driving and when using Super Cruise. Do not use a hand-held device. Requires active Super Cruise plan or trial. Terms apply. Visit chevysupercruise.com for compatible roads and full details. ³ Safety or driver assistance features are no substitute for the driver's responsibility to operate the vehicle in a safe manner. Read the vehicle Owner's Manual for important feature limitations and information.

More Powerful Performance

The all-new Traverse delivers impressive, uncompromising capability with a new and improved 2.5L turbocharged engine designed to work smarter – and more efficiently – delivering more horsepower and torque than the previous generation’s V6. It is paired with an 8-speed automatic transmission and available all-wheel drive – including an off-road-capable twin-clutch AWD system unique to the Z71.

POWERFUL ALL-NEW STANDARD 2.5L ENGINE



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328
Max. Horsepower



326 lb.-ft.
of Max. Torque



Up to 5,000 lbs.
Available Max. Towing¹

¹Requires available trailering equipment. Maximum trailering ratings are intended for comparison purposes only. Before you buy a vehicle or use it for trailering, carefully review the Trailering section of the Owner’s Manual. The trailering capacity of your specific vehicle may vary. The weight of passengers, cargo and options or accessories may reduce the amount you can trailer.

KEY STANDARD CONTENT BY TRIM



LS

Combines capability and flexibility in one striking package.

Key standard content includes:

- 2.5L Turbo engine
- 8-speed transmission
- 8-passenger seating
- Chevy Safety Assist¹
- Side Bicyclist Alert²
- HD Rear Vision Camera²
- Safety Alert Seat²
- Lane Change Alert with Side Blind Zone Alert²
- Rear Cross Traffic Braking²
- Available Midnight/Sport edition



LT

Packed with an array of refined touches, making this a perfect family vehicle.

Includes all LS features plus:

- 7-passenger seating
- Available 8-passenger seating
- Second-row SmartSlide[®] seating
- Roof rails
- Leather-wrapped steering wheel
- Power driver seat with 4-way power lumbar
- Wireless phone charging³
- Power liftgate
- Available panoramic dual-glass sunroof
- Available Midnight/Sport edition
- Available Super Cruise[™] driver assistance technology⁴



Z71

When drivers want to take a different road forward, the all-new Z71 knows the way.

Includes all LT features plus:

- Twin-clutch AWD
- Off-road suspension
- Hill Descent Control
- Skid plate
- Tow hooks
- Z71 badging and embroidery
- Jet black cloth or available Evotex with torch red accents
- 18-inch high gloss black machined-face wheels with all-terrain tires
- Trailering equipment⁵
- Available Super Cruise[™] driver assistance technology⁴



RS

This sporty and sleek SUV turns heads wherever it drives.

Includes all LT features plus:

- Bose[®] premium audio system
- RS badging and design elements
- Jet Black leather-appointed seats with torch red accents
- 22-inch high gloss black-painted aluminum wheels
- Gloss black roof rails
- Trailering equipment⁵
- Panoramic dual-glass sunroof
- One-touch-folding second row and power-folding third row
- Standard Super Cruise[™] driver assistance technology⁴

Preproduction models shown. Actual production model may vary. Available starting early 2024.

¹Chevy Safety Assist includes Automatic Emergency Braking, Front Pedestrian Braking, Lane Keep Assist with Lane Departure Warning, Forward Collision Alert, IntelliBeam and Following Distance Indicator. Safety or driver assistance features are no substitute for the driver's responsibility to operate the vehicle in a safe manner. Read the vehicle Owner's Manual for important feature limitations and information. ²Safety or driver assistance features are no substitute for the driver's responsibility to operate the vehicle in a safe manner. Read the vehicle Owner's Manual for important feature limitations and information. ³The system wirelessly charges one compatible mobile device. Some phones have built-in wireless charging technology and others require a special adaptor/back cover. To check for phone or other device compatibility, visit my.chevrolet.com/learn or consult your carrier.

⁴Always pay attention while driving and when using Super Cruise. Do not use a hand-held device. Requires active Super Cruise plan or trial. Terms apply. Visit chevysupercruise.com for compatible roads and full details. ⁵Before you buy a vehicle or use it for trailering, carefully review the Trailering section of the Owner's Manual. The trailering capacity of your specific vehicle may vary.

KEY INSIGHTS

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WHEELS BY TRIM

STANDARD LS/LT



NEW! 18-INCH GRAZEN METALLIC
MACHINED-FACE ALUMINUM

AVAILABLE LS/LT



NEW! 20-INCH HIGH GLOSS
BLACK-PAINTED ALUMINUM
(REQUIRES MIDNIGHT/SPORT PACKAGE)

AVAILABLE LT



NEW! 20-INCH DARK ANDROID
MACHINED-FACE ALUMINUM

STANDARD Z71



NEW! 18-INCH HIGH GLOSS BLACK
MACHINED FACE

STANDARD RS



NEW! 22-INCH HIGH GLOSS
BLACK-PAINTED ALUMINUM

EXTERIOR COLORS



MOSAIC BLACK METALLIC



SUMMIT WHITE



IRIDESCENT PEARL TRICOAT¹



RADIANT RED TINTCOAT¹



STERLING GRAY METALLIC



NEW!
LAKESHORE BLUE METALLIC



NEW!
HARVEST BRONZE METALLIC



NEW!
STARDUST METALLIC

¹Extra-cost color.

AVAILABLE PACKAGES

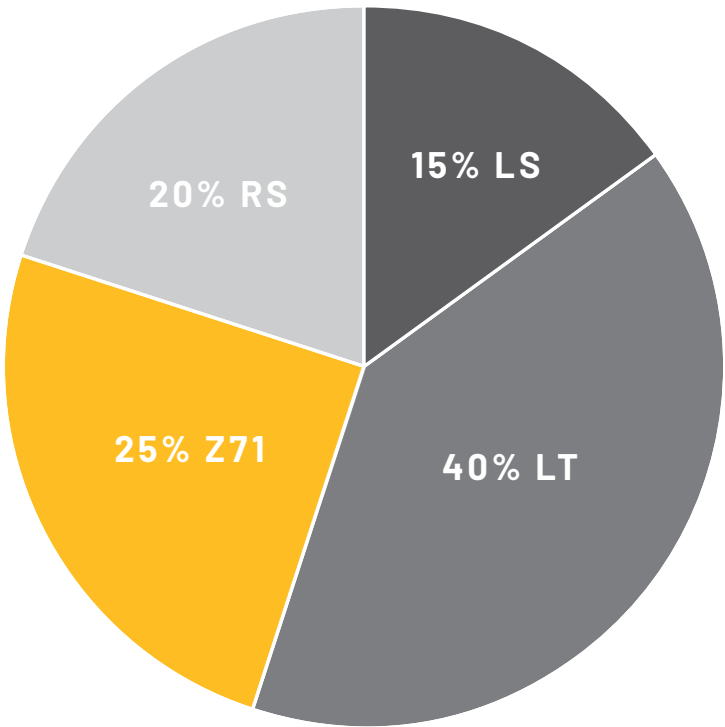
PACKAGE	INCLUDED FEATURES	LS	LT	Z71	RS
CONVENIENCE PACKAGE (ZL3)	<ul style="list-style-type: none">Remote StartHeated front seatsHeated steering wheelThree-spoke, wrapped steering wheel	S	S	S	S
DRIVER CONFIDENCE PACKAGE (BGP)	<ul style="list-style-type: none">HD Surround Vision¹Enhanced Automatic Emergency Braking¹Adaptive Cruise Control¹Rear Pedestrian Alert¹Intersection Automatic Emergency Braking¹Lane Keep Assist with Lane Departure Warning¹Traffic Sign Recognition¹Side Bicyclist Alert¹Speed Limit Assist¹110-volt outletAutoSense LiftgateHeated, power-adjustable outside mirrors	S	S	S	S
ENHANCED DRIVING PACKAGE (Y5T)	<ul style="list-style-type: none">Super Cruise™ driver assistance technology²Automatic Park Assist¹Rear Camera Mirror¹Premium Bose® AudioDriver Attention Assist¹	—	A	A	S
MIDNIGHT/SPORT EDITION (WJU)	<ul style="list-style-type: none">Midnight/Sport package20-inch high gloss black-painted aluminum wheels	A	A	—	—

A Available S Standard — Not Available

¹Safety or driver assistance features are no substitute for the driver’s responsibility to operate the vehicle in a safe manner. Read the vehicle Owner’s Manual for important feature limitations and information. ²Always pay attention while driving and when using Super Cruise. Do not use a hand-held device. Requires active Super Cruise plan or trial. Terms apply. Visit chevysupercruise.com for compatible roads and full details.

Suggested Model Mix¹

A first-ever Z71 trim; redefined, bold RS trim; mainstream LT and affordable LS trim offer customers exceptional choice for the all-new 2024 Traverse.



Recommendations are based on anticipated demand and available supply chain capacities.



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¹ These focus models represent a sample model mix based on national Traverse average sales analysis (each region may differ). Keep in mind that your actual mix should be based on your local market conditions.

Resources to Help Support You



Preproduction Traverse RS and Z71 models shown. Actual production model may vary. Available starting early 2024.

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