

# 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

CHEVROLET



# 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 eight<sup>1</sup>, best-in-class cargo space<sup>2</sup> as well as a suite of innovative tech and safety<sup>3</sup> 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.-ft of max. torque



First-ever, off-road-capable Z71 trim



Best-in-class cargo volume of 98 cu. ft.<sup>2</sup>



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



Up to 8 available seats<sup>1</sup>

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.

# 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.



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

CLICK ON THE O 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.



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

KEY INSIGHTS

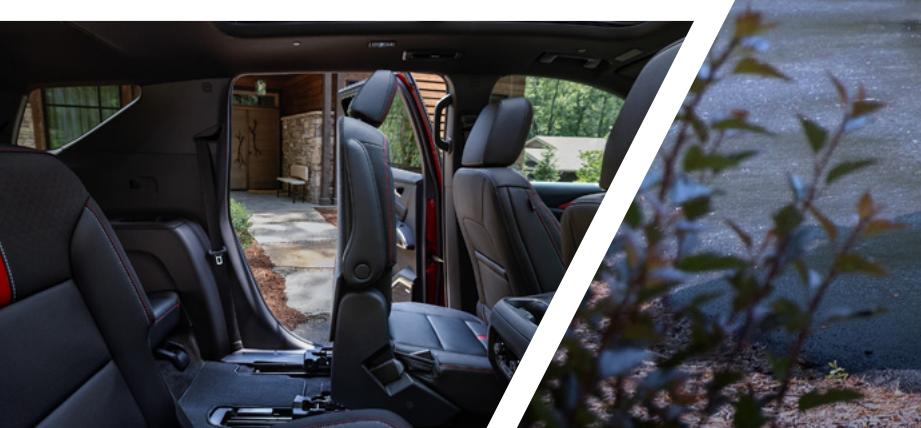
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CLICK ON THE O TO SEE THE FEATURE.



## REDEFINED RS

Experience premium features with bold style to match.



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

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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

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

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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 passengers<sup>2</sup>
- 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 ports<sup>3</sup>(6) – 2 in each row

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

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

# 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 charging<sup>1</sup> is available and six USB ports<sup>2</sup> 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](http://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 Assist<sup>1</sup>, the 2024 Chevrolet Traverse is packed with more driver assistance features than ever before.

- Super Cruise™ Driver Assistance Technology<sup>2</sup>  
(Available as part of a package on LT and Z71; Standard on RS)
- Adaptive Cruise Control<sup>3</sup>
- Front Pedestrian Braking with Bicycle Braking<sup>3</sup>
- Rear Cross Traffic Braking<sup>3</sup>
- Rear Park Assist<sup>3</sup>
- Rear Pedestrian Alert<sup>3</sup>
- Side Bicyclist Alert<sup>3</sup>
- Intersection Automatic Emergency Braking<sup>3</sup>
- Lane Keep Assist with Lane Departure Warning<sup>3</sup>
- Traffic Sign Recognition<sup>3</sup>
- Lateral Impact Avoidance with Side Blind Zone Alert<sup>3</sup>
- HD Rear Vision Camera<sup>3</sup>
- Blind Zone Steering Assist<sup>3</sup>
- Teen Driver Technology
- Buckle to Drive<sup>3</sup>



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STANDARD CHEVY  
SAFETY ASSIST<sup>1</sup>



AUTOMATIC EMERGENCY  
BRAKING<sup>2</sup>



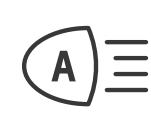
FRONT PEDESTRIAN  
BRAKING<sup>2</sup>



LANE KEEP ASSIST WITH LANE  
DEPARTURE WARNING<sup>2</sup>



FORWARD COLLISION  
ALERT<sup>2</sup>



INTELLIBEAM AUTO  
HIGH-BEAM



FOLLOWING DISTANCE  
INDICATOR<sup>2</sup>

<sup>1</sup>Chevy 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. <sup>2</sup>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. <sup>3</sup>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



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



328  
Max. Horsepower



326 lb.-ft.  
of Max. Torque



Up to 5,000 lbs.  
Available Max. Towing<sup>1</sup>

<sup>1</sup>Requires 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.

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## 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 Assist<sup>1</sup>
- Side Bicyclist Alert<sup>2</sup>
- HD Rear Vision Camera<sup>2</sup>
- Safety Alert Seat<sup>2</sup>
- Lane Change Alert with Side Blind Zone Alert<sup>2</sup>
- Rear Cross Traffic Braking<sup>2</sup>
- 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<sup>®</sup> seating
- Roof rails
- Leather-wrapped steering wheel
- Power driver seat with 4-way power lumbar
- Wireless phone charging<sup>3</sup>
- Power liftgate
- Available panoramic dual-glass sunroof
- Available Midnight/Sport edition
- Available Super Cruise<sup>™</sup> driver assistance technology<sup>4</sup>



### 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 E votex with torch red accents
- 18-inch high gloss black machined-face wheels with all-terrain tires
- Trailering equipment<sup>5</sup>
- Available Super Cruise<sup>™</sup> driver assistance technology<sup>4</sup>



### RS

This sporty and sleek SUV turns heads wherever it drives.

#### Includes all LT features plus:

- Bose<sup>®</sup> 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 equipment<sup>5</sup>
- Panoramic dual-glass sunroof
- One-touch-folding second row and power-folding third row
- Standard Super Cruise<sup>™</sup> driver assistance technology<sup>4</sup>

Reproduction 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](http://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](http://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.

## 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



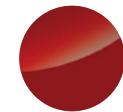
MOSAIC BLACK METALLIC



SUMMIT WHITE



IRIDESCENT PEARL TRICOAT<sup>1</sup>



RADIANT RED TINTCOAT<sup>1</sup>



STERLING GRAY METALLIC



NEW! LAKESHORE BLUE METALLIC



NEW! HARVEST BRONZE METALLIC



NEW! STARDUST METALLIC

1Extra-cost color.

## AVAILABLE PACKAGES

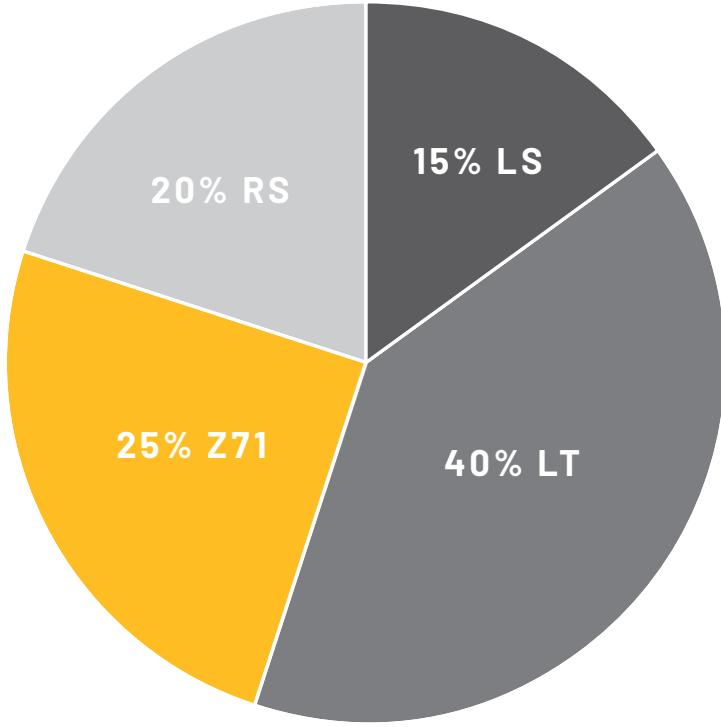
PACKAGE	INCLUDED FEATURES	LS	LT	Z71	RS
CONVENIENCE PACKAGE (ZL3)	<ul style="list-style-type: none"> <li>• Remote Start</li> <li>• Heated front seats</li> <li>• Heated steering wheel</li> <li>• Three-spoke, wrapped steering wheel</li> </ul>	S	S	S	S
DRIVER CONFIDENCE PACKAGE (BGP)	<ul style="list-style-type: none"> <li>• HD Surround Vision<sup>1</sup></li> <li>• Enhanced Automatic Emergency Braking<sup>1</sup></li> <li>• Adaptive Cruise Control<sup>1</sup></li> <li>• Rear Pedestrian Alert<sup>1</sup></li> <li>• Intersection Automatic Emergency Braking<sup>1</sup></li> <li>• Lane Keep Assist with Lane Departure Warning<sup>1</sup></li> <li>• Traffic Sign Recognition<sup>1</sup></li> <li>• Side Bicyclist Alert<sup>1</sup></li> <li>• Speed Limit Assist<sup>1</sup></li> <li>• 110-volt outlet</li> <li>• AutoSense Liftgate</li> <li>• Heated, power-adjustable outside mirrors</li> </ul>	S	S	S	S
ENHANCED DRIVING PACKAGE (Y5T)	<ul style="list-style-type: none"> <li>• Super Cruise™ driver assistance technology<sup>2</sup></li> <li>• Automatic Park Assist<sup>1</sup></li> <li>• Rear Camera Mirror<sup>1</sup></li> <li>• Premium Bose® Audio</li> <li>• Driver Attention Assist<sup>1</sup></li> </ul>	—	A	A	S
MIDNIGHT/SPORT EDITION (WJU)	<ul style="list-style-type: none"> <li>• Midnight/Sport package</li> <li>• 20-inch high gloss black-painted aluminum wheels</li> </ul>	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. 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](http://chevysupercruise.com) for compatible roads and full details.

# Suggested Model Mix<sup>1</sup>

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.



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

<sup>1</sup>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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