

All-New 2024 Trax Playbook

March 2023. GM internal use only.



ACTIV model shown. Cacti Green exterior color late availability. All other ACTIV exterior colors available Summer 2023.

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KEY INSIGHTS

PRODUCT HIGHLIGHTS

PACKAGING

KEY ACCESSORIES

RESOURCES

CHEVROLET



Delivering Beyond Expectations

The all-new 2024 Trax is a bigger, bolder, more refined small SUV with unmistakable styling, uncompromising tech and undeniable value. With five distinct trims all starting under \$25,000¹, it offers the things customers need to pursue their passion in style.

New Standard Content

- Chevy Safety Assist²
- Wireless Apple CarPlay^{TM3}/Android Auto^{TM4} capable
- 17-, 18- or 19-inch wheels
- 4-wheel disc brakes
- LED headlamps
- Active Noise Cancellation



Available Trims

- LS
- 1RS
- LT
- 2RS
- ACTIV

1.2L TURBO ENGINE ONLY | 4 AVAILABLE PACKAGES | FWD ONLY

ACTIV model shown. Cacti Green exterior color late availability.

1MSRP excludes tax, title, license, dealer fees and optional equipment. Price subject to change without notice. Dealer sets final price. 2 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. 3 Vehicle user interface is a product of Apple and its terms and privacy statements apply. Requires compatible iPhone and data plan rates apply. Apple CarPlay is a trademark of Apple Inc. Siri, iPhone and Apple Music are trademarks for Apple Inc., registered in the U.S. and other countries. 4 Vehicle user interface is a product of Google, and its terms and privacy statements apply. Requires the Android Auto app on Google Play and a compatible Android™ smartphone. Data plan rates apply. You can check which smartphones are compatible at g.co/androidauto/requirements. Android Auto is a trademark of Google LLC.



FIRST-TIME BUYERS

WOULD-BE USED BUYERS

SEDAN MIGRATORS

ACTIV model shown. Cacti Green exterior color late availability.

Target Customer

Trax customers are Dream Chasers. They're savvy, aspirational achievers and inclusive of a wide variety of customers, from young adults buying their first new vehicle to empty nesters looking to downsize or add to their vehicle fleet.

Excited for their next step in life, Trax buyers are a diverse group who like to express themselves and are looking for a vehicle that enables them to pursue their passions in life. For many, the Trax may be their first experience with the Chevy brand.

Why They'll Buy

- It's fun and stylish with all the features they need for an incredible value
- It offers the practicality of a compact car and the utility of an SUV



Unmistakable Styling

Bold looking from every angle, the all-new Trax demonstrates that modern, stylish design does not have to come at a premium.

- Sleek horizontal lines emphasize the vehicle's width and are designed around the lines of the iconic Chevy Bowtie at the center of the grille
- Strong "shoulders" in the body contribute to a taut, muscular presence and planted stance
- Slim, Blazer-inspired forward lighting features all-new LED elements



10 EXTERIOR COLORS



BLUE GLOW
METALLIC¹



CACTI GREEN^{2,3}



CAYENNE ORANGE
METALLIC⁴



CRIMSON
METALLIC



FOUNTAIN BLUE^{4,5}



HARVEST BRONZE
METALLIC⁶



MOSAIC BLACK
METALLIC



NITRO YELLOW
METALLIC^{3,4}



STERLING GRAY
METALLIC



SUMMIT WHITE



ACTIV model shown. Cacti Green exterior color late availability.

1 Available only on LS and LT. 2 Late availability. 3 Available only on RS and ACTIV. 4 Extra-cost color. 5 Available only on RS. 6 Not available on RS.



MUSCULAR, MONOCHROMATIC ACTIV

INTERIOR

- 1. Unique yellow interior accents with Evotex seating
- 2. Wrapped heated steering wheel
- 3. 11-inch diagonal display screen
- 4. 8-inch diagonal Driver Information Center

BLACK BOWTIE EMBLEMS (FRONT, BACK AND STEERING WHEEL)



ACTIV model shown. Cacti Green exterior color late availability.



SLEEK, SPORTY 2RS



2RS model shown.

Tech-Forward Interior

Trax's interior was designed to have a lightweight feel, achieved with sweeping lines and light, technical cues. This emphasizes the vehicle's width and create a sense of airiness – all enabled by the vehicle's longer and wider platform.



- Low instrument panel enhances outward visibility and contributes to the feeling of airiness, while a technical texture pattern sweeps across, adding depth
- Signature round vents take inspiration from other recent Chevy performance vehicle designs
- Display screens are the centerpiece of the tech-forward design, with the infotainment screen canted slightly toward the driver, for more intuitive control
- Center console with ergonomically optimized shifter location
- An electronic parking brake opens up more storage space in the console

ACTIV model shown.

Intelligent and Connected

On all trims, drivers and passengers can now wirelessly connect Apple CarPlay™¹ or Android Auto™² to the Center Display. Plus, they can take advantage of available Wi-Fi® Hotspot capability³ and now have access to the Remote Access plan⁴ which allows customers to take advantage of everything the myChevrolet Mobile App⁵ has to offer. Execute remote commands and see the vehicle's status⁶ all on the home screen. This plan is included with vehicle purchase for 3 years.



2RS model shown.

1Vehicle user interface is a product of Apple and its terms and privacy statements apply. Requires compatible iPhone and data plan rates apply. Apple CarPlay is a trademark of Apple Inc. Siri, iPhone and Apple Music are trademarks for Apple Inc, registered in the U.S. and other countries. 2 Vehicle user interface is a product of Google, and its terms and privacy statements apply. Requires the Android Auto app on Google Play and a compatible Android™ smartphone. Data plan rates apply. You can check which smartphones are compatible at g.co/androidauto/requirements. Android Auto is a trademark of Google LLC. 3 Service varies with conditions and location. Requires active OnStar service and paid AT&T data plan. Visit onstar.com for details and limitations. 4 Remote Access Plan does not include emergency or security services. See onstar.com for details and limitations. 5 myChevrolet Mobile App is available on select Apple and Android devices. Service availability, features and functionality vary by vehicle, device, and the plan you are enrolled in. Terms apply. Device data connection required. Actual images and features may vary and are subject to change. 6 On-Demand Diagnostics capabilities vary by model and plan. 7 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. 8 Standard on LS, 2RS and ACTIV models. The 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.

- STANDARD** Active Noise Cancellation
- STANDARD** 8-inch diagonal Driver Information Center (LT, 2RS and ACTIV only)
- STANDARD** 11-inch diagonal infotainment color touch-screen (LT, 2RS and ACTIV only)
- AVAILABLE** Adaptive Cruise Control⁷



ACTIV model shown.

AVAILABLE WIRELESS PHONE CHARGING⁸



WIRELESS APPLE CARPLAY™¹/ANDROID AUTO™² CAPABILITY

Impressive Safety

When it comes to safety and driver awareness technology, the 2024 Trax ups the ante with new, standard Chevy Safety Assist¹ – a suite of six advanced safety and driver awareness technologies. An HD Rear Vision Camera² is also standard.

For an added confidence boost, three advanced safety features are offered:

- Lane Change Alert with Side Blind Zone Alert²
- Rear Cross Traffic Alert²
- Rear Park Assist^{2,3}

2RS model shown.



STANDARD CHEVY
SAFETY ASSIST¹



AUTOMATIC EMERGENCY
BRAKING²



FRONT PEDESTRIAN
BRAKING²



LANE KEEP ASSIST WITH LANE
DEPARTURE WARNING²



FORWARD COLLISION
ALERT²

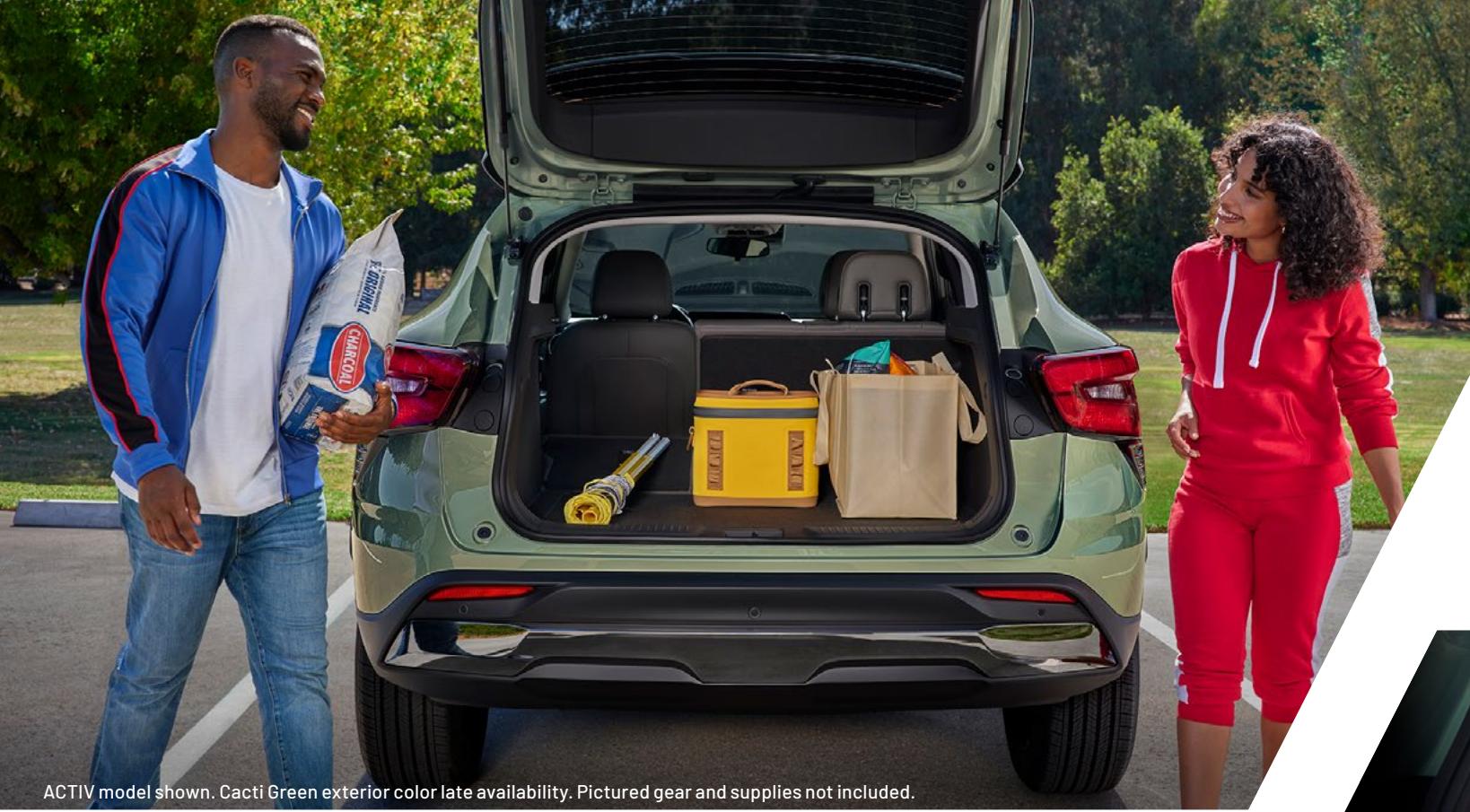


INTELLIBEAM AUTO
HIGH-BEAM CONTROL



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. 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. 3 Due to current supply-chain shortages, certain features shown have limited or late availability, or are no longer available. See the window label or a dealer regarding the features on an individual vehicle.



ACTIV model shown. Cacti Green exterior color late availability. Pictured gear and supplies not included.

Comfortable and Capable

Designed to help keep your customer's cargo secure and their passengers comfortable, Trax combines head-turning looks with impressive capability.

With up to 54.1 cu. ft. of cargo space¹, customers will have plenty of room for everything they need for a day of recreation or a cross-country getaway, while three inches of additional rear-seat legroom (when compared to the previous model) help make it a comfortable ride for everyone.

Its 1.2L turbo engine makes Trax fun to drive, and with an EPA-estimated 30 MPG combined fuel economy² that fun will have fewer stops.

COMFORTABLE SEATING FOR 5

60/40 SPLIT-FOLDING SECOND ROW

UP TO 54.1 CU. FT. MAX. CARGO SPACE¹

STANDARD ACTIVE NOISE CANCELLATION



2RS model shown. Pictured gear and supplies not included.



ACTIV model shown. Cacti Green exterior color late availability.

¹With rear seats folded. Cargo and load capacity limited by weight and distribution. ²Based on EPA testing.

LONGER AND WIDER THAN THE PREVIOUS MODEL



ACTIV model shown. Cacti Green exterior color late availability.

 11 Inches Longer

 2 Inches Wider

 Nearly 6 Cu. Ft.
More Cargo Space¹

 3 Inches More Rear
Leg Room

1With second row folded. Cargo and load capacity limited by weight and distribution.

KEY STANDARD CONTENT BY TRIM



LS

This no-compromises SUV gives your customers everything they need – and nothing they don't.

Key standard content includes:

- Chevy Safety Assist¹
- Wireless Apple CarPlay^{TM2}/Android Auto^{TM3} compatibility
- 17-inch steel wheels with wheel cover
- Active Noise Cancellation
- 8-inch diagonal color touch-screen with 3.5-inch diagonal Driver Information Center
- SiriusXM^{®4}
- Two USB ports⁵
- Cruise control
- Privacy glass
- 60/40 split-folding second-row seats
- LED headlamps
- Compact spare tire



1RS

With its sporty design and unique grille and badging, your customers will set themselves apart behind the wheel of 1RS.

Includes LS content plus:

- 18-inch black-painted machined aluminum wheels
- RS badging with unique grille
- Black Bowtie emblems
- Red interior accents
- Wrapped, flat-bottomed heated steering wheel
- Heated front seats and black-painted outside rearview mirrors
- Heated, black-painted outside rearview mirrors
- Remote Start
- Dark-finish cross bars
- Black-painted lower fascia insert and mirror caps



LT

Simple and clean design gives way to plenty of SUV capability and creature comforts.

Includes LS content plus:

- 17-inch gray-painted machined aluminum wheels
- 11-inch diagonal color touch-screen and 8-inch diagonal color Driver Information Center
- Keyless Start
- Automatic climate controls
- Rear USB ports⁵ (charge only)
- 6-speaker audio system
- Cargo shade
- Roof rails
- LED Daytime Running Lamps
- Body-color mirrors
- Silver-painted lower fascia inserts
- Cloth seats with Evotex trim
- Carpeted rear floor mats



2RS

2RS gives customers everything they love about 1RS, plus a host of additional comfort and convenience features.

Includes LT content plus:

- 19-inch black-painted machined aluminum wheels
- RS badging with unique grille
- Black Bowtie emblems
- Red interior accents
- Wrapped, flat-bottom heated steering wheel
- Heated front seats and outside rearview mirrors
- Dark-finish cross bars
- Black-painted lower fascia insert and mirror caps
- Keyless Open
- Evotex seating



ACTIV

Muscular and monochromatic, ACTIV will help customers announce their presence wherever their hustle takes them.

Includes LT content plus:

- 18-inch black-painted aluminum wheels
- Black grille with titanium chrome accents
- Unique interior accents
- ACTIV badging
- Black Bowtie emblems
- Keyless Open
- Evotex seating
- 10-way power driver seat with power lumbar
- Heated front seats and outside rearview mirrors
- Wrapped and heated steering wheel
- Black-painted mirror caps
- Body-color fascia with Titanium chrome insert

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AVAILABLE PACKAGES

PACKAGE	INCLUDED FEATURES	LS	1RS	LT	2RS	ACTIV
LS CONVENIENCE PACKAGE (ZFT)	<ul style="list-style-type: none"> 17-inch Silver-painted aluminum wheels Heated front seats Heated, power-adjustable outside rearview mirrors with body-color mirror caps Remote Start Carpeted rear floor mats 	○	—	—	—	—
LT CONVENIENCE PACKAGE (6K5)	<ul style="list-style-type: none"> Keyless Open Heated front seats Wrapped, heated steering wheel Heated, power-adjustable outside rearview mirror 	—	—	○	—	—
DRIVER CONFIDENCE PACKAGE (WPA)	<ul style="list-style-type: none"> Rear Cross Traffic Alert¹ Lane Change Alert with Side Blind Zone Alert¹ Adaptive Cruise Control¹ (LT, 2RS, ACTIV only) 	○	○	○ (Requires LT Convenience Package)	○	○
SUNROOF PACKAGE (ZL3)	<ul style="list-style-type: none"> Power sunroof Wireless phone charging² (LT, 2RS, ACTIV only) 	—	○	○	○	○
FREE-FLOW OPTION						
REAR PARK ASSIST ^{1,3} (UD7)	<ul style="list-style-type: none"> Rear Park Assist^{1,3} 	○ (Requires Driver Confidence Package)				

○ Available — Not Available

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WHEELS



LS

AVAILABLE LS
(INCLUDED AND ONLY AVAILABLE
WITH LS CONVENIENCE PACKAGE)

1RS

LT

2RS

ACTIV



17-INCH STEEL WITH WHEEL COVER

17-INCH SILVER-PAINTED ALUMINUM

18-INCH BLACK-PAINTED
MACHINED ALUMINUM

17-INCH GRAY-PAINTED
MACHINED ALUMINUM

19-INCH BLACK-PAINTED
MACHINED ALUMINUM

18-INCH BLACK-PAINTED ALUMINUM

KEY INSIGHTS

PRODUCT HIGHLIGHTS

◀
PACKAGING
▶

KEY ACCESSORIES

RESOURCES

LS/LT EXTERIOR COLORS



BLUE GLOW METALLIC



CAYENNE ORANGE METALLIC¹



CRIMSON METALLIC



HARVEST BRONZE METALLIC



MOSAIC BLACK METALLIC



STERLING GRAY METALLIC



SUMMIT WHITE

LT model shown.

¹Extra-cost color.

RS EXTERIOR COLORS



CACTI GREEN¹



CAYENNE ORANGE METALLIC²



CRIMSON METALLIC



FOUNTAIN BLUE²



MOSAIC BLACK METALLIC



STERLING GRAY METALLIC



SUMMIT WHITE



NITRO YELLOW METALLIC²

2RS model shown.

¹Late availability. ²Extra-cost color.

ACTIV EXTERIOR COLORS



CACTI GREEN¹



CAYENNE ORANGE METALLIC²



CRIMSON METALLIC



HARVEST BRONZE METALLIC



MOSAIC BLACK METALLIC



STERLING GRAY METALLIC



SUMMIT WHITE



NITRO YELLOW METALLIC²

ACTIV model shown.

¹Late availability. ²Extra-cost color.

Key Accessories

Chevrolet Accessories are designed to enhance the all-new Trax and they're the only accessories designed, engineered and tested by the same team that developed the vehicle.

Exterior

- Splash Guards (VQK)
- Removable Roof Rack/
Cross Rails (VLL)

Interior

- All-Weather Floor Mats
in Black (VAV)
- Premium Carpet Floor Mats
(VYW)
- Contoured Floor Liners (RIA)

Cargo Management

- Cargo Net (W2D)
- Cargo Liner (CAV)



REMOVABLE ROOF RACK/CROSS RAILS (VLL)



ALL-WEATHER FLOOR MATS IN BLACK (VAV)

CARGO NET (W2D)

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This Chevrolet Playbook features accessories that are designed, engineered, tested, and backed by Chevrolet. An additional offering of Associated Accessories is also available which are engineered, tested and backed by third party manufacturers. Associated Accessories symbol are accessories engineered and sourced by third-party companies, each with its own individual warranty coverage.



Helpful Resources



2RS model shown.

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