

*Chevrolet*  
**CRUZE**  
*2012*



**THIS IS** *the compact car  
that is taking a stance.*

*Poised, confident and ready to take on the world.  
Choose Eco for the best highway mileage  
of any gas engine in America.<sup>1</sup>  
Surprisingly roomy. Perfectly appointed.  
It's time to take one out for a spin and*

**CRUZE.**



Cruze LTZ with EPA-estimated 38 MPG highway  
shown in Crystal Red Tintcoat (extra-cost color)  
with available RS Appearance Package.

<sup>1</sup> Based on Cruze Eco with EPA-estimated 42 MPG highway.



A black and white portrait of John Cafaro, Director of Design. He is shown from the chest up, wearing a dark jacket over a grey sweater and glasses. He has a goatee and is gesturing with his right hand, palm facing forward. The background is plain white.

JOHN CAFARO DIRECTOR OF DESIGN

# CREATING ICONS

Cafaro has long been captivated by shapes—from the sharp curves of the Corvette and Camaro to the streamlined efficiency of classic airplanes and speedboats. Those striking lines all came into play when it was time to imagine the next icon from Chevrolet, Cruze.



**A LOT OF THINGS MUST GO THROUGH YOUR MIND WHEN DESIGNING A NEW CAR. CAN YOU SHARE SOME OF YOUR INITIAL THOUGHTS?**

There are so many, but they all start with a strong character line that leads to the beautiful sculptural fender and hood. The character line bonds the bodyside surfaces, the rear of Cruze all the way to the decklid and into the taillamp design.





Cruze LTZ shown  
in Blue Topaz Metallic.

*“It’s ELEGANT  
AND RICH IN ITS  
LOOK AND STANCE.  
AND THESE THINGS  
ARE timeless.”*



**WHAT WOULD YOU LIKE PEOPLE EVERYWHERE TO NOTICE ABOUT CRUZE?**


We want them to see in its execution, a level of richness uncommon in this segment. We want them to see a premium presence as it goes down the road. But most of all, we wanted Cruze to have midsize car sophistication in its proportion and stance.

**HOW WOULD YOU DESCRIBE ITS PRESENCE?**

One of the great things when you see Cruze on the road is the stance of the car. The tire position is right out there on the fender, there’s no wasted space or gaps. The body is highly sculpted, rich in bodyside drama with broad expanses of uncluttered surfacing. It communicates aerodynamics. It communicates quality in its execution.

**NOW THAT CRUZE IS ON THE ROAD, WHAT IS YOUR REACTION WHEN YOU SEE ONE?**

Cruze is a beautiful car. When I walk up to Cruze I’m drawn to the front end immediately. The lamps are swept back across the fenders. The strong Chevrolet grille is unmistakable. You walk around Cruze and see it’s very sculpted. Very taut. It’s elegant and rich in its look and stance. And these things are timeless.



When a passion for artistic design meets the possibilities of interior dimensions, you get Cruze. Director of Design, Crystal Windham, talks about the team's approach to creating a one-of-a-kind experience.

**CRYSTAL WINDHAM** DIRECTOR OF DESIGN

**WHAT'S UNIQUE ABOUT DESIGNING FOR THE CHEVY CUSTOMER?**

Our customers want the perfect value, a perfect balance. I want them to feel like they're in a much more expensive vehicle than they thought they could own. That means picking the right shapes that relate to the brand, choosing the right materials and appointments that really complement the interior, and selecting the different accents that make it feel more upscale.

**LET'S TALK ABOUT HOW CRUZE FEELS.**

Cruze is an example of an excellent Chevrolet statement, especially from the interior. It embraces the dual-cockpit theme. It's accented with great colors and materials. On the instrument panel and the doors, Cruze has these wonderful two-toned fabric inserts that really just bring out what we call the "surprise and delight" element in an interior. Typically you'd find two-toned fabrics within the seats. Instead, the design team took these fabrics and applied them to the instrument panel. It's the unexpected details that make Cruze something special.

**WHAT IS THE CRUZE EXPERIENCE?**

The design team really wanted the customer to sit in the vehicle and feel as though they're in a warm and inviting interior that encapsulates them. Our designers wanted people to experience a sense of warmth—and feel like they're actually in their second home.

**MORE  
ALL  
AROUND**





*"It's THE  
UNEXPECTED DETAILS  
THAT MAKE CRUZE  
something special."*



#### **HOW IMPORTANT IS FUNCTIONALITY?**

Very important. Our customers want to have the cup holders in the optimal positions; the armrest positioned for comfort. They want a lot of storage in their center console and their glove box. A lot of flexibility. But they also want ease of use. They don't want to have tasks that are overly complicated. And we take that into account when it comes to designing our controls within the center stack.

#### **DO YOU LOOK AT A LOT OF ART AND DESIGN MAGAZINES FOR INSPIRATION?**

I do. I read some blogs. I love to hear unfiltered opinions of our designs and designs overall within the auto industry to see where the customers are going. What are they ready for? I pay a lot of attention to consumer electronics. Technology is increasingly finding its way into our interiors and how we integrate that technology is crucial to our future.

Cruze LTZ interior  
shown with Jet Black  
leather-appointed seats.


#### AT A GLANCE

More interior room and cargo space than Toyota Corolla and Ford Focus Sedan  
60/40 split-folding rear seat with adjustable head restraints for outboard seating positions  
Driver Information Center with Oil Life and Tire Pressure Monitors<sup>1</sup>  
Available Bluetooth<sup>®</sup> wireless technology<sup>2</sup> for select phones  
Available Keyless Access and Push-Button Start  
Available USB port<sup>3</sup>  
SiriusXM Satellite<sup>4</sup> Radio with three-month trial  
Available Rear Park Assist



Cruze LTZ interior  
shown with Jet Black  
leather-appointed seats.

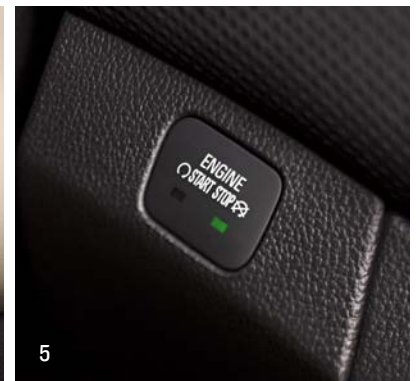


A detailed view of the front interior of a Chevrolet Cruze LTZ. The image shows the driver's side, including the leather-upholstered steering wheel with the Chevrolet logo, the instrument cluster, and the center console with a gear shifter and handbrake. The interior is finished with light-colored leather seats and a dark dashboard. The lighting is soft, highlighting the textures of the leather and the sleek design of the car's interior.

Cruze LTZ interior shown with  
Cocoa/Light Neutral leather-appointed seats  
and available Color Touch Radio with Navigation.†

**INSTANT CONNECTIONS**

Technology that's on the same wavelength as your lifestyle.



**1. NAVIGATE WITH ONSTAR.<sup>®</sup>** Arrive at your destination via the convenience of OnStar Turn-by-Turn Navigation,<sup>2</sup> standard for six months. Simply tell a trained OnStar Advisor where you'd like to go and directions are sent to the available **COLOR TOUCH RADIO WITH NAVIGATION,<sup>1</sup>** displayed on a 7" diagonal screen. Download directions from MapQuest<sup>®</sup> or Google Maps<sup>3</sup> through eNav<sup>SM</sup> and save even more time.

**2. PLUG IN.** Insert your iPod,<sup>4</sup> MP3 player or music-loaded flash drive into the available **USB PORT.<sup>5</sup>** Your content will fully integrate with the audio system for a personal playlist.

**3. LINK TO INNOVATION.** Download the **ONSTAR REMOTELINK<sup>™</sup>** mobile app<sup>6</sup> to your smartphone and enjoy the convenience of locking and unlocking your doors and starting the engine,<sup>7</sup> all remotely. Suppose you want to schedule a service appointment or create a reminder to help you remember where you parked your car. Cruze has its own app called **MYCHEVROLET.<sup>8</sup>** All the power you want. In the palm of your hand.

**4. ROCK FROM COAST TO COAST.** Listen to commercial-free channels and find exclusive programming with **SIRIUSXM SATELLITE RADIO,<sup>9</sup>** standard for three months.

**5. START A KEYLESS REVOLUTION.** As you walk up to the door of your Cruze, the key fob automatically disarms the security system, unlocking the door when you pull the door handle. Once inside, even if your key fob is in your pocket or purse, place your foot on the brake, press the

[chevy.com/cruze](http://chevy.com/cruze)  
CLICK WITH TECHNOLOGY

available **PUSH-BUTTON START,<sup>7</sup>** and the engine will turn on.

**6. PUSH AND PLAY.** Nine strategically placed speakers pump out the kind of sound that's made Pioneer<sup>®</sup> a favorite among audio enthusiasts. Revel in high-frequency tweeters, a live staging center-channel speaker and two 6" x 9" subwoofers. This available **250-WATT PIONEER PREMIUM SOUND SYSTEM** turns Cruze into a mobile sound studio.

<sup>1</sup> Map coverage excludes Puerto Rico, the Virgin Islands and portions of Canada. <sup>2</sup> Visit onstar.com for coverage map, details and system limitations. Services vary by model and conditions. <sup>3</sup> Google is a trademark of Google Inc. <sup>4</sup> iPod is a trademark of Apple Inc., registered in the U.S. and other countries. <sup>5</sup> Not compatible with all devices. <sup>6</sup> Requires iPhone or Android platform and active OnStar subscription which is standard for six months. <sup>7</sup> Requires available 6-speed automatic transmission and available remote vehicle starter system. <sup>8</sup> Requires iPhone or Android platform. <sup>9</sup> Requires a subscription sold separately by SiriusXM after three-month trial. Available only in the 48 contiguous United States and Washington, D.C. Visit siriusxm.com for details.



MIKE KATERBERG ASSISTANT CHIEF ENGINEER

*Mike Katerberg, Assistant Chief Engineer, talks about the balance between performance and fuel economy, the excitement of a variable displacement oil pump, and why the Chevy turbocharger is changing the rules.*

“In order to design a very fuel-efficient engine, you have to start with the basics. You have to get the combustion right, you have to make sure the airflow and the cooling are right. You design the structure around that. We started with proven technology, like the available small displacement ECOTEC® 1.4-liter engine with four cylinders. Then we turbocharged it to get 138 horsepower. So when you need performance, you get the added boost from the turbocharger. When you’re driving normally or just cruising, it offers great fuel economy—up to 42 MPG highway<sup>1</sup> on Cruze Eco.

“One unique feature we have on Cruze is the variable displacement oil pump. The oil pump is the heart of the engine. It’s what lubricates the bearings and helps keep things cool. On most engines, the faster the engine spins, the more oil is pumped. On Cruze, we were able to get feedback from the engine on how much oil it needs and tailor the pump to deliver only that much. That saves energy and optimizes fuel economy. It’s exciting to see that kind of fuel economy in a car this size.

“Cruze also uses the Chevy Oil Life Monitoring System to track how the vehicle is operating and the condition of the oil. It tells you when you have to change it. So at any time, you can look at the percentage of oil life left. It saves you money and is respectful of the environment because you’re not changing oil when you don’t need to, but you’re still protecting your engine.

“I drive a lot of cars. Right now, I’m driving a 2012 Cruze automatic. It’s fun to drive and offers great fuel economy<sup>2</sup> — Cruze is just incredible.”

# TRANSFORM *motion*

*“It’s FUN TO DRIVE,  
OFFERS GREAT FUEL  
ECONOMY—CRUZE IS  
just incredible.”*

Cruze LTZ shown in Silver Ice Metallic with available RS Appearance Package.

<sup>1</sup> EPA-estimated. <sup>2</sup> EPA-estimated 39 MPG highway/26 city.







## SURPRISE ATTACK

Get ready. The available **ECOTEC 1.4L TURBO** delivers a surprising 148 lb.-ft. of torque that comes in low and stays level throughout the power band. How does it work? The turbocharger increases engine power by compressing the air as it enters the cylinders.

This compression allows for a more robust air/fuel mixture in the cylinders, creating more powerful combustion. And for those seeking greater fuel economy with a fun-to-drive attitude, there's the **ECOTEC 1.8L** 4-cylinder with 138 horses and a standard highway fuel economy of 36 MPG.<sup>1</sup> With either, a smile is never far off.

<sup>1</sup> EPA-estimated. <sup>2</sup> EPA-estimated: LS 1.8L 36 MPG highway/25 city, LT 1.4L 38 MPG highway/26 city, Eco 1.4L 42 MPG highway/28 city. <sup>3</sup> AMCI-certified, 2011 Chevrolet Cruze LTZ vs. BMW 328i Sedan on dry pavement. <sup>4</sup> Standard only on LT, LTZ and Eco with 6-speed automatic transmission.

Cruze LTZ shown in Blue Granite Metallic.



## 6-SPEED EXHILARATION

Manual or automatic. Each has its benefits. What they both share is the unending grin you can only get from a 6-speed transmission. So besides the obvious, what is the difference between the two systems? The 6-speed manual is standard on Cruze LS, LT and Cruze Eco (shown above) models and offers multiple overdrive gears for optimal fuel efficiency.<sup>2</sup> Synchronizers allow for the short, quick throws car aficionados love when shifting. The 6-speed automatic is available on the LS, LT and Eco, and standard on LTZ models. Even though it's an automatic, this system doesn't compromise on fun and offers technology that lets you feel the thrill of shifting.



## RAZOR-SHARP HANDLING

Cruze may be new to the performance world, but it can certainly hold its own against a certain legendary European sedan. According to a respected independent auto testing firm,<sup>3</sup> Cruze LTZ outcorners a BMW 328i. What makes Cruze LTZ so formidable? First up, a Z-link rear suspension<sup>4</sup> helps Cruze keep its composure through curves. Next, rack-mounted electric-assist power steering enhances responsiveness. Finally, an 18-inch wheel and tire combination helps provide plenty of grip. All of which makes an impression that sticks with everyone.



## 42 MILES OF CONSCIOUSNESS PER GALLON

At Chevy, we're always striving to make our cars as efficient as possible. That's why we've developed a special Cruze model, the Eco, that offers 42 MPG<sup>1</sup> on the highway. Mileage like this approaches hybrids and fits perfectly with our vision of exceptional fuel economy. In fact, Eco offers the best highway mileage of any gas engine in America. How did we get there? We switched to lighter-weight wheels and ultra-low rolling resistance tires and lowered the ride height for enhanced aerodynamics—all the nuances that affect drag. By incorporating smooth underbody panels, a spoiler and a lower front grille air shutter that closes at high speeds, air resistance goes down. Consciousness shoots up. Somehow, when you're aware of the fuel you're saving, you're aware of everything else.



Cruze Eco shown in  
Crystal Red Tintcoat  
(extra-cost color).

<sup>1</sup>EPA-estimated.

From working on his first car, a '76 Chevy Vega, to a position as Manager, Quality Engineering at the Lordstown, Ohio, plant, Darren Ford is proof that you can make a career out of your passion.

**DARREN FORD** MANAGER, QUALITY ENGINEERING



# PRECISE MOVES



Darren Ford is very proud that his highly integrated team is dedicated to assembling Cruze. In fact, every Cruze sold in the United States comes out of Lordstown<sup>1</sup>. It's an accomplishment he sums up this way: "At Lordstown we've got the hands, we've got the brains, we've got the heart."

<sup>1</sup> Assembled in Lordstown, Ohio, of U.S. and globally sourced parts.





*“At Lordstown*  
**WE’VE GOT THE HANDS**  
**WE’VE GOT THE BRAINS**  
*we’ve got the heart.”*

“One of the things that’s cool about working in an assembly plant is that you have a group of people coming together with a focused mindset to do everything to the best of their ability. A good example was this one gentleman who worked the second shift. I’ll never forget this guy. He was on a very critical operation. His job was to make this cable for a manual transmission and get these components to snap together properly. You had to reach down, reach under—it was awkward. So the guy came back and said, ‘I have a better idea.’ He goes home over the weekend and designs a tool in his garage. He reviews it with me, and my jaw just dropped. It was a tool that automatically snaps everything together. That was creative. We copied it across all three shifts.”

Commitment also comes in the form of quality assurance. “There are at least 13 verification stations; they’re like quality check stations. There’s the wheel alignment check, the roll test, the squeaks and rattles check. We try to duplicate what you would see in a couple of years’ worth of use in a couple of minutes or a couple of seconds.”

But the day that really stood out for Darren Ford was when the 2011 Cruze received a 5-star Overall Vehicle Score crash safety rating.<sup>1</sup> “When that number was announced, I remember the feeling. It was amazing.”

**KEN BONELLO** SAFETY ENGINEER



*Ken Bonello has a passion for Safety Engineering. He and his colleagues have crashed hundreds of cars—and designed thousands of complex computer models to help ensure that Chevy vehicles are safe. Here, Bonello expounds on his experience helping to develop the first compact car to offer ten standard air bags.<sup>1</sup>*

“For Cruze, we crashed dozens of prototypes. It’s always exciting. You’re standing behind the safety glass, heart pumping. But those are the best days because you figure out if you got it right, or you learn something that helps you make a safer car; it’s all worth it.”

Bonello says safety systems have many components. “Cruze is the first car in its segment to offer ten standard air bags.<sup>1</sup> Most people are familiar with six. Cruze has additional knee air bags in the front seating positions, which provide restraint to your lower body and lower legs. In the rear, we put in outboard rear-seat side air bags. Approximately sixty-four percent of the body structure of Cruze is high-strength steel, which we utilize in selective areas. Panic Brake Assist is a system that detects if there’s an urgent stopping condition. It can sense how the pedal is depressed and provides a quick additional braking boost to help keep you out of danger. Another set of sensors can detect if the vehicle is entering a rollover condition, and if so, will deploy the side-impact head-curtain air bags.”

But safety is more than systems, it’s a point of view. “People who develop safety engineering really believe in what they’re doing. It’s fun. You get to play with cars, crash cars into walls, but ultimately you’re helping to save people’s lives. There’s a lot of art that goes into designing a safe vehicle. It’s not like there is a formula that you can crank out and say, ‘Here’s my safe car.’ It requires a lot of strategy, a lot of intelligent thinking. It’s quite a challenge. But if you believe in what you’re doing, you’re going to put all your effort into it.”

<sup>1</sup> Air bag inflation can cause severe injury or death to anyone too close to the air bag when it deploys. Be sure every occupant is properly restrained.

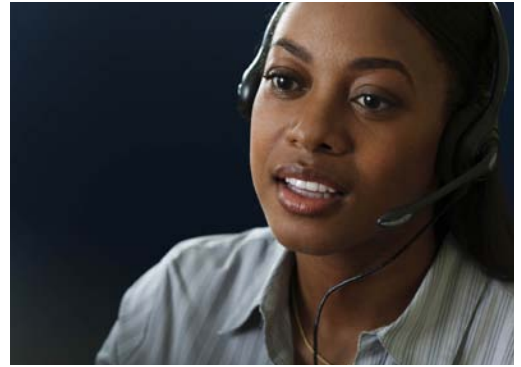
*Cruze is* **THE  
FIRST COMPACT CAR  
WITH 10 STANDARD  
AIR BAGS.<sup>1</sup> IT’S**  
*the new standard.*

**10**

*defensive positions*



*A safety philosophy that* **RUNS DEEP**



### BEFORE

What's the best safety philosophy? Avoid a collision in the first place. That's why we've equipped Cruze with numerous safety features, including the **STABILITRAK® ELECTRONIC STABILITY CONTROL SYSTEM WITH TRACTION CONTROL**. On slippery surfaces, StabiliTrak helps you stay the course by detecting the difference between the path being steered and the direction the vehicle is actually traveling. It then uses the brakes and, if necessary, adjusts engine torque to help you keep your Cruze on track. What's more, **FOUR-WHEEL ANTILOCK BRAKES** help maintain control and stability during hard braking by preventing wheel lockup. Other advancements you can count on—including **DAYTIME RUNNING LAMPS** and a **TIRE PRESSURE MONITORING SYSTEM<sup>1</sup>**—are just a few of the ways we help you avoid trouble on the road.

### DURING

Sometimes, however, trouble finds you. And if a moderate to severe collision does happen, Cruze is designed to respond quickly. Sensors throughout the vehicle determine how many of the **TEN STANDARD AIR BAGS<sup>2</sup>** deploy—including knee air bags for

the driver and front passenger, and side-impact head-curtain air bags. Adding to this protection, the cabin is reinforced with **HIGH-STRENGTH STEEL** throughout. Meanwhile, front and rear “crush zones” are designed to compress in a controlled manner, helping absorb and channel energy away from the cabin. But our protective measures don't end there.

### AFTER

Should a collision occur, crucial information can be instantly relayed to the OnStar command center via **ONSTAR AUTOMATIC CRASH RESPONSE<sup>3</sup>**. There, trained OnStar Advisors utilize GPS technology to pinpoint your exact location and can request that assistance be sent right away—even if you're unable to respond. It's part of **ONSTAR DIRECTIONS & CONNECTIONS<sup>®3</sup>** which is standard for six months, because nothing is more important than your safety.



<sup>1</sup> Excludes spare tire. <sup>2</sup> Air bag inflation can cause severe injury or death to anyone too close to the air bag when it deploys. Be sure every occupant is properly restrained. <sup>3</sup> Visit [onstar.com](http://onstar.com) for details and system limitations. Services vary by model and conditions. OnStar acts as a link to existing emergency service providers.



Cruze 1LT shown in Victory Red with available RS Appearance Package.



# SPECIFICATIONS

■ STANDARD □ AVAILABLE – NOT AVAILABLE

	LS	ILT	2LT	Ltz	ECO
<b>EXTERIOR</b>					
Door handles: Body-color	■	■	■	–	■
Chrome with keyless entry buttons	–	–	□ <sup>1,2</sup>	■	–
Foglamps	–	□ <sup>3</sup>	□ <sup>3</sup>	■	–
Glass: Acoustic laminated windshield	■	■	■	■	■
Solar-Ray® light-tinted	■	■	■	■	■
Grille: Black insert with chrome surround	■	■	■	■	–
Unique front fascia air dam and lower front grille air shutter	–	–	–	–	■
Headlamps: Halogen composite with Automatic Exterior Lamp Control	■	■	■	■	■
Mirrors: Outside power-adjustable, manual-folding, black	■	–	–	–	–
Outside power-adjustable, manual-folding, body-color	–	■	■	–	■
Outside power-adjustable, heated, manual-folding, body-color	–	–	–	■	–
<b>RS Appearance Package:</b> Unique fascias, rocker moldings, rear spoiler, foglamps, and uplevel instrument cluster	–	□	□	□	–
<b>ENGINES/CHASSIS</b>					
Engines: ECOTEC 1.8L DOHC 4-cylinder with 138 hp and 125 lb.-ft. of torque	■	–	–	–	–
ECOTEC 1.4L turbocharged 4-cylinder with 138 hp and 148 lb.-ft. of torque	–	■	■	■	■
Steering: Power, electric-assisted, rack-mounted	■	■	■	■	■
Suspension: Front, independent MacPherson struts	■	■	■	■	■
Rear, compound crank with Z-link	–	■	■	■	□ <sup>2</sup>
Sport-tuned suspension	–	–	■	■	–
Transmissions: 6-speed automatic; electronically controlled with overdrive	□	□	□	■	□
6-speed manual	■	■	■	–	–
6-speed manual with Eco gear set	–	–	–	–	■
<b>SAFETY &amp; SECURITY</b>					
Air bags: <sup>4</sup> Driver and front passenger frontal with Passenger Sensing System; front seat- and rear seat-mounted side-impact, and roof rail head-curtain for front and rear outboard seating positions; driver and front passenger knee	■	■	■	■	■
Brakes: Four-wheel antilock (front disc/rear drum)	■	■	–	–	■
Four-wheel antilock (front/rear disc)	–	–	■	■	–
Daytime Running Lamps	■	■	■	■	■
Door locks: Power-programmable with lockout protection and rear child safety locks	■	■	■	■	■
OnStar with Directions & Connections <sup>5</sup> for the first six months including Turn-By-Turn Navigation	■	■	■	■	■
StabiliTrak Electronic Stability Control System with Traction Control	■	■	■	■	■
Tire Pressure Monitor (excludes spare tire)	■	■	■	■	■
Vehicle theft-deterrent system with anti-theft alarm and engine immobilizer	■	■	■	■	■
<b>INTERIOR</b>					
<b>All-Star Edition:</b> Pioneer® premium sound system with nine speakers, and power tilt/sliding sunroof	–	□	–	–	–
Bluetooth® wireless technology <sup>6</sup> for select phones	□ <sup>7</sup>	■	■	■	■
Climate control: Single-zone, manual	■	■	■	–	■
Single zone, automatic	–	–	–	■	–
<b>Connectivity Package:</b> Bluetooth wireless technology <sup>6</sup> for select phones, USB port <sup>8</sup> and steering wheel-mounted audio controls	□	–	–	–	–

	LS	ILT	2LT	Ltz	ECO
<b>INTERIOR (CONTINUED)</b>					
Console: Center with sliding armrest, storage, front and rear 12-volt auxiliary power outlets, and dual cup holders	■	■	■	■	■
Cruise control: Steering wheel-mounted	–	■	■	■	■
Defogger: Rear window, electric	■	■	■	■	■
<b>Driver Convenience Package:</b>					
Six-way power-adjustable driver seat and Rear Park Assist	–	□ <sup>9</sup>	–	–	□ <sup>9</sup>
Driver Information Center: Oil Life and Tire Pressure Monitors (excludes spare tire), outside temperature display, trip odometer and programmable menu functions	■	■	■	■	■
Floor mats: Carpeted, front and rear	■	■	■	■	■
Keyless access with keyless push-button start	–	–	□ <sup>2</sup>	■	–
Lighting: Ambient LED backlighting on center instrument panel	■	■	■	■	■
Rear Park Assist	–	□ <sup>10</sup>	□	■	□ <sup>10</sup>
Remote Keyless Entry	■	■	■	■	■
Remote vehicle starter system	–	□ <sup>2,10</sup>	□ <sup>2</sup>	■	□ <sup>2,10</sup>
Steering column: Tilt and telescopic	■	■	■	■	■
Steering wheel: Mounted audio controls	□ <sup>7</sup>	■	■	■	■
Leather-wrapped with Polar Silver accents	–	■	■	■	■
Sunroof: Power, tilt/sliding	–	□ <sup>11</sup>	□	□	–
<b>SEATING</b>					
Front buckets with reclining seatbacks and adjustable head restraints; six-way manual adjustable passenger, rear 60/40 split-folding with adjustable head restraints for outboard seating positions; Premium Cloth	■	■	–	–	■
Leather-appointed front and rear	–	–	■	■	–
Six-way manual-adjustable driver	■	■	–	–	■
Six-way power-adjustable driver	–	□ <sup>10</sup>	■	■	□ <sup>10</sup>
Heated front seats with three warmth settings	–	–	■	■	–
<b>AUDIO SYSTEMS</b>					
AM/FM stereo, CD player, MP3 playback	■	■	■	■	■
AM/FM stereo, CD player, MP3 playback, GPS navigation system <sup>12</sup> with touch-screen 7" diagonal color display	–	–	□	□	□
Auxiliary audio input jack	■	■	■	■	■
Pioneer premium sound system: 250-watt, nine-speaker	–	□ <sup>11</sup>	□	□	□
SiriusXM Satellite Radio <sup>13</sup> with three trial months	■	■	■	■	■
USB port <sup>8</sup>	□ <sup>7</sup>	■	■	■	■
<b>WHEELS</b>					
16" steel wheels with silver-painted wheel covers	■	–	–	–	–
16" five-spoke machined-face alloy	–	■	–	–	–
17" five-spoke flangeless alloy	–	–	■	–	–
17" fifteen-spoke forged-aluminum wheels with ultra-low rolling resistance tires	–	–	–	–	■
18" split five-spoke silver-painted alloy	–	–	–	■	–
Compact spare tire and spare wheel; includes jack and lug nut wrench	■	■	■	■	□ <sup>2</sup>
Tire sealant and inflator kit	–	–	–	–	■

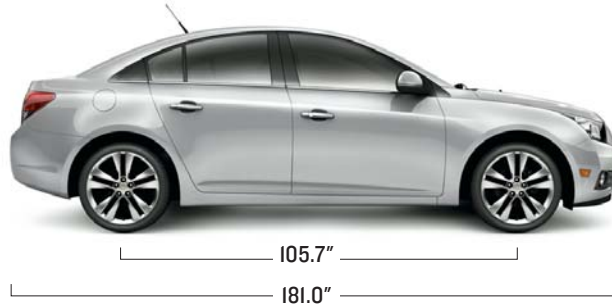
<sup>1</sup> Requires available keyless access with keyless push-button start. <sup>2</sup> Requires available 6-speed automatic transmission. <sup>3</sup> Requires available RS Appearance Package. <sup>4</sup> Always use safety belts and child restraints. Children are safer when properly secured in a rear seat in the appropriate child restraint. See the Owner's Manual for more info. <sup>5</sup> Visit onstar.com for coverage map, details and system limitations. Services vary by model and conditions. <sup>6</sup> Go to gm.com/bluetooth to find out which phones are compatible with the vehicle. <sup>7</sup> Requires available Connectivity Package. <sup>8</sup> Not compatible with all devices. <sup>9</sup> Also includes remote vehicle starter system when 6-speed automatic transmission is ordered. <sup>10</sup> Requires available Driver Convenience Package. <sup>11</sup> Requires available All-Star Edition. <sup>12</sup> Map coverage excludes Puerto Rico, the Virgin Islands and portions of Canada. <sup>13</sup> Requires a subscription sold separately by SiriusXM after three-month trial. Available only in the 48 contiguous United States and Washington, D.C. Visit siriusxm.com for details. <sup>14</sup> Cargo and load capacity limited by weight and distribution.

# MAXIMUM CAPACITIES

EPA-ESTIMATED FUEL ECONOMY	Eco 1.4L Manual	42 MPG highway / 28 city
	Eco 1.4L Automatic	39 MPG highway / 26 city
	1.4L Manual	38 MPG highway / 26 city
	1.4L Automatic	38 MPG highway / 26 city
	1.8L Manual	36 MPG highway / 25 city
	1.8L Automatic	35 MPG highway / 22 city

FUEL TANK (APPROXIMATE)	15.6 gallons (LS, LT, LTZ, Eco 6-speed automatic) 12.6 gallons (Eco 6-speed manual)
PASSENGER VOLUME	94.6 cubic feet /seats 5
CARGO VOLUME <sup>14</sup>	15.4 cubic feet

# DIMENSIONS



# SELECT VEHICLE FEATURES

## CRUZE LS

ECOTEC 1.8L DOHC 4-cylinder with 138 hp and 125 lb.-ft. of torque;  
6-speed manual transmission

10 standard air bags<sup>4</sup>

StabiliTrak Electronic Stability Control System with Traction Control

SiriusXM Satellite Radio<sup>13</sup> with three trial months

OnStar Directions & Connections<sup>5</sup> for six months including Turn-by-Turn Navigation

## CRUZE ILT

*In addition to or replacing LS features, 1LT includes:*

ECOTEC 1.4L turbocharged 4-cylinder with 138 hp and 148 lb. ft. of torque;  
6-speed manual transmission

16" five-spoke machined-face alloy wheels

USB port<sup>5</sup> and Bluetooth wireless technology<sup>6</sup> for select phones

Leather-wrapped steering wheel with Polar Silver accents, mounted audio and cruise controls

## CRUZE 2LT

*In addition to or replacing 1LT features, 2LT includes:*

17" five-spoke flangeless alloy wheels

Four-wheel antilock front/rear disc brakes

Leather-appointed with heated front seats and six-way power-adjustable driver seat

Sport-tuned suspension

## CRUZE LTZ

*In addition to or replacing 2LT features, LTZ includes:*

6-speed automatic transmission

Remote vehicle starter system

18" split five-spoke silver-painted alloy wheels

Chrome door handles, heated outside rearview mirrors,  
auto-dimming inside rearview mirror and illuminated visor mirrors

Uplevel instrument cluster

Rear Park Assist

Keyless access with keyless push-button start

## CRUZE ECO

*In addition to or replacing 1LT features, Eco includes:*

6-speed manual transmission with Eco gear set

17" fifteen-spoke forged-aluminum wheels with ultra-low rolling resistance tires

Unique front fascia air dam, lower front grille with active air shutter and rear spoiler

# DEALER-INSTALLED ACCESSORIES PERSONALIZE YOUR CRUZE AT CHEVY.COM/ACCESSORIES



17" Five-Spoke Chrome  
Accessory Wheels



Accessory Grille with  
Bright Chrome Finish  
Surround and Bright  
Silver-Painted Mesh



Doorsill Plates



Foglamps



Premium  
All-Weather  
Floor Mats



# COLORS



Black Granite Metallic<sup>1</sup>



Blue Granite Metallic



Blue Topaz Metallic



Ice Blue Metallic



Crystal Red Tintcoat<sup>1,2</sup>



Victory Red<sup>2,3</sup>



Autumn Metallic



Gold Mist Metallic



Silver Ice Metallic

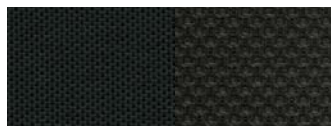


Summit White

# FABRICS



Jet Black/Medium Titanium-Color Premium Cloth<sup>4</sup>



Jet Black Premium Cloth<sup>5</sup>



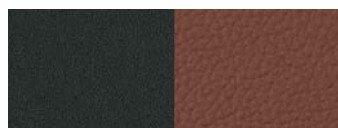
Medium Titanium-Color Premium Cloth<sup>5</sup>



Jet Black/Sport Red Premium Cloth<sup>5</sup>



Jet Black Leather Appointments<sup>6</sup>



Jet Black/Brick Leather Appointments<sup>6</sup>



Cocoa/Light Neutral Leather Appointments<sup>6</sup>

# WHEELS



16" Silver-Painted Wheel Cover (standard on LS)



16" Five-Spoke Machined-Face Alloy Wheel (standard on 1LT)



17" Fifteen-Spoke Forged-Aluminum Wheel (standard on Eco)



17" Five-Spoke Flangeless Alloy Wheel (standard on 2LT)



18" Split Five-Spoke Silver-Painted Alloy Wheel (standard on LTZ)

<sup>1</sup> Extra-cost color. <sup>2</sup> Not available on LS. <sup>3</sup> Requires available RS Appearance Package. <sup>4</sup> Standard on LS. <sup>5</sup> Standard on 1LT. <sup>6</sup> Standard on 2LT and LTZ.

# IMPORTANT INFORMATION

**100,000-MILE/5-YEAR TRANSFERABLE POWERTRAIN LIMITED WARRANTY.** Every 2012 Chevy passenger car, light-duty truck, SUV and crossover comes with a 100,000-mile/5-year (whichever comes first) transferable Powertrain Limited Warranty. Plus, you get 100,000 miles/5 years (whichever comes first) of the 24/7 Roadside Assistance Program, the Courtesy Transportation Program, and much more. See dealer for details.

**NEW VEHICLE LIMITED WARRANTY.** GM vehicles registered in the U.S.A. are covered for 36,000 miles/3 years (whichever comes first). The complete vehicle is covered, including tires, towing to your nearest Chevrolet dealership and cosmetic corrosion resulting from defects. Repairs will be made to correct any vehicle defect, and most warranty repairs will be made at no charge. In addition, rust-through corrosion will be covered for 100,000 miles/6 years (whichever comes first). See dealer for details.

**ENGINES.** Chevrolet products are equipped with engines produced by GM Powertrain or other suppliers to GM worldwide. The engines in Chevrolet products may also be used in other GM makes and models.

**ASSEMBLY.** Chevrolet vehicles and their components are assembled or produced by different operating units of General Motors, its subsidiaries or suppliers to GM worldwide. We sometimes find it necessary to produce Chevrolet vehicles with different or differently sourced components than originally scheduled. Since some options may be unavailable when your vehicle is assembled, we suggest you verify that your vehicle includes the equipment you ordered and that, if there were changes, they are acceptable to you.

**ONSTAR.** OnStar services require vehicle electrical system (including battery), wireless service and GPS satellite signals to be available and operating for features to function properly. OnStar acts as a link to existing emergency service providers. Subscription Service Agreement required. Call 1-888-4ONSTAR (1-888-466-7827) or visit onstar.com for OnStar Terms and Conditions, Privacy Policy, details and system limitations.

**A NOTE ON CHILD SAFETY.** Always use safety belts and the correct restraint for your child's age and size. Even in vehicles equipped with the Passenger Sensing System, children are safer when properly secured in a rear seat in the appropriate infant, child or booster seat. Never place a rear-facing infant restraint in the front seat of any vehicle equipped with a passenger air bag. See the Owner's Manual and child safety seat instructions for more safety information.

**IMPORTANT WORDS ABOUT THIS CATALOG.** We have tried to make this catalog comprehensive and factual. We reserve the right, however, to make changes at any time, without notice, in prices, colors, materials, equipment, specifications, models and availability. Specifications, dimensions, measurements, ratings and other numbers in this catalog and other printed materials provided at the dealership or affixed to vehicles are approximations based upon design and engineering drawings, prototypes and laboratory tests. Your vehicle may differ due to variations in manufacture and equipment. Since some information may have been updated since the time of printing, please check with your Chevrolet dealer for complete details. Chevrolet reserves the right to lengthen or shorten the model year for any product for any reason or to start and end model years at different times. Certain vehicle features may lose their usefulness over time due to obsolescence from technological changes. Unless otherwise noted, all claims based on GM Compact Car segment and latest available competitive information. Excludes other GM vehicles.

**SPARE TIRE INFORMATION.** There is no standard jack or spare tire in the 2012 Chevrolet Cruze Eco. Your vehicle has a tire sealant and compressor kit that uses a liquid tire sealant to temporarily seal up to a one-quarter-inch puncture in the tread area of the tire. After using the tire inflator kit, it is recommended that you take the tire to an authorized retailer for inspection and repair as soon as possible, but at least within 100 miles of driving. The tire sealant cannot seal and inflate sidewall damage, punctures larger than one-quarter inch, or a tire that has unseated from the wheel. The sealant can only be used on one tire and for one time before its expiration date.

**FLEET ORDERS.** Some standard content may be deleted on fleet orders. See dealer for details.

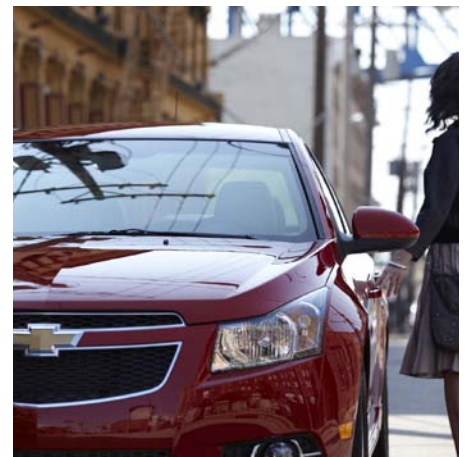
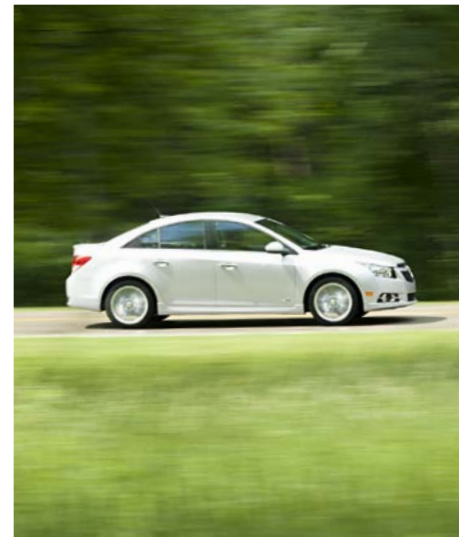
**OWNER SERVICES.** Chevrolet is committed to enhancing the ownership experience through a wide array of programs. For more information about 24-hour Roadside Assistance, Courtesy Transportation, Customer Assistance Center, Chevy Safety, marketing and incentives, visit chevy.com.

**GMMOBILITY.COM (1-800-323-9935).** GM Mobility<sup>SM</sup> offers financial assistance for eligible adaptive equipment to make automotive travel easier for persons with disabilities or special transportation needs. To learn more about special GM Mobility offers, visit gmmobility.com.

**CHEVROLET OWNER CENTER (GMOWNERCENTER.COM/CHEVY).** Register your vehicle with the Chevrolet Owner Center, and receive benefits such as online access to your vehicle Owner's Manual, maintenance schedule reminders, service history tracking, warranty and service information, safety information, special offers and privileges, and news and events.

**GMCARDMEMBERSERVICES.COM.** Did you know about the family of reward credit cards that can help you get a great deal on a new GM car, light-duty truck, SUV or crossover? With a GM reward card, you accrue earnings on every credit card purchase to use toward the purchase or lease of an eligible new GM vehicle. With three cards to choose from, you're sure to find one that suits you best.

GM, the GM Logo, Chevrolet, the Chevrolet Logo, and the slogans, emblems, vehicle model names, vehicle body designs and other marks appearing in this catalog are the trademarks and/or service marks of General Motors, its subsidiaries, affiliates or licensors. ©2011 OnStar. All rights reserved. SiriusXM and all related marks and logos are trademarks of SiriusXM Radio Inc. and its subsidiaries. The Bluetooth word mark is a registered trademark owned by Bluetooth SIG, Inc., and any use of such mark by Chevrolet is under license. ©2011 General Motors. All rights reserved.



# OWNERSHIP EXTRAS



[chevy.com/warranty](http://chevy.com/warranty)



**ACCESSORIES**

[chevy.com/accessories](http://chevy.com/accessories)



[onstar.com](http://onstar.com)



[siriusxm.com](http://siriusxm.com)







**Chevy Runs Deep**