



News Release

Chevrolet Named 'Official Safety Truck of IMSA' ***Multi-Year Agreement Provides Silverado 2500 HD Safety Trucks***

DAYTONA BEACH, Fla. (March 19, 2015) – Officials from Chevrolet and the International Motor Sports Association (IMSA) today announced an agreement naming Chevrolet the “Official Safety Truck of IMSA.”

Chevrolet will provide Silverado 2500 HD trucks to be used at every IMSA TUDOR United SportsCar Championship event on a multi-year basis. IMSA’s Track Services personnel will utilize the trucks to respond to on-track incidents.

“Chevrolet is proud to be named the ‘Official Safety Truck of IMSA’,” said Michael Stouffer, Chevrolet Marketing Manager, SportsCar Racing. “Motorsports provides an opportunity to connect with current and prospective customers and gives us the ability to showcase the Chevrolet Silverado in a highly visible and fan-friendly environment. The TUDOR United SportsCar Championship has established itself as a premier race series and this designation enhances Chevy’s overall partnership with IMSA.”

The Chevrolet Silverado HD delivers a best-in-class towing capacity of 19,600 pounds and payload capacity of 7,374 pounds. The HD features a strong safety cage made with high-strength steel, and is the first and only HD truck on the market to make 4G LTE WiFi powered by OnStar available to customers.

Other features of the Silverado HD include a class-exclusive box with integrated CornerSteps in the rear bumper; stake pockets including a hand grip; available LED under-rail cargo lamps and available spray-in bed liner. Additional options include segment-exclusive accident avoidance safety technologies that includes Forward Collision Alert; Lane Departure Warning and the Safety Alert Seat.

“The Silverado HD’s proven performance is the perfect choice to be the ‘Official Safety Truck of IMSA,’” said David Pettit, IMSA Vice President, Marketing. “These trucks are clearly up to the unique demands that will be placed on them as they respond to incidents at our events. We are pleased to have such a strong partner like Chevrolet continuing to broaden an already robust partnership with IMSA.”

The Chevrolet Silverado HD makes its debut as “Official Safety Truck of IMSA” March 21 at the 63rd Annual Mobil 1 Twelve Hours of Sebring Fueled by Fresh From Florida.

About Chevrolet

Founded in 1911 in Detroit, Chevrolet is now one of the world's largest car brands, doing business in more than 115 countries and selling around 4.8 million cars and trucks a year. Chevrolet provides customers with fuel-efficient vehicles that feature engaging performance, design that makes the heart beat, passive and active safety features and easy-to-use technology, all at a value. More information on Chevrolet models can be found at www.chevrolet.com.

About IMSA

The International Motor Sports Association, LLC (IMSA) was originally founded in 1969 with a long and rich history in sports car racing. Today, IMSA is the sanctioning body of the TUDOR United SportsCar Championship, the premier sports car racing series in North America. IMSA also sanctions the Continental Tire SportsCar Challenge and the Cooper Tires Prototype Lites Powered by Mazda, as well as four single-make series: Porsche GT3 Cup Challenge USA by Yokohama; Ultra 94 Porsche GT3 Cup Challenge Canada by Michelin; Ferrari Challenge North America; and Lamborghini Super Trofeo North

America. IMSA – a company within the NASCAR Holdings group – is the exclusive strategic partner in North America with the Automobile Club de l'Ouest (ACO) which operates the 24 Hours of Le Mans as a part of the FIA World Endurance Championship. The partnership enables selected TUDOR Championship competitors to earn automatic entries into the prestigious 24 Hours of Le Mans.

For more information visit <http://www.IMSA.com> and follow IMSA at www.Facebook.com/IMSA and Twitter: [@IMSA](https://twitter.com/IMSA).

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