







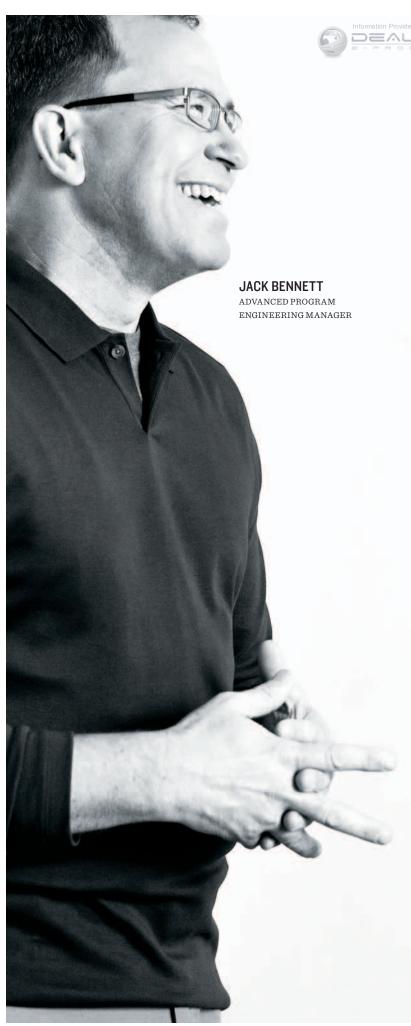
# Welcome to THE REC ROOM, THE ENTERTAINMENT ROOM, AND the family room.

This is an environment that's really all about you. Case in point: "reach zones." Our engineers researched the knobs and buttons you reach for most frequently and placed them in convenient positions. Then they evaluated which types of switches are best. Is it easier to push a button, or would a dial give you

more functionality? These are just some of the questions our

chevy.com/traverse

engineers asked themselves as they thought about you sitting in a Traverse. A quick touch lets you listen to the available IO-SPEAKER BOSE® SOUND SYSTEM playing your favorite music with crystal-clear quality. You could just as easily plug into the available USB PORT<sup>2</sup> and tap into your playlists using an MP3 player or iPod.® Meanwhile, the available navigation radio<sup>3</sup> can help you find your way without ever having to stop to ask for directions, and available NAVTRAFFIC,4 with a three-month trial, lets you stay ahead of traffic with real-time updates. The next time you're reaching for guidance, remember that we gave those buttons a lot of thought, so you wouldn't have to.



A former national champion amateur driver, Jack Bennett says that tinkering with race cars taught him to visualize in three dimensions—a critical skill in developing vehicles like Traverse.

To create enough room for up to eight passengers, Bennett and his team had to start thinking about three rows of seating—they had to design from the inside out. "We literally built out from the rear seat to accomplish our objective of creating space that would comfortably accommodate three adults. We set up a rear suspension that enabled enough width. Then, continuing out, we looked at where the shock absorbers were placed, how that was packaged in relation to the wheel, and finally the tire. We call it 'adult third-row seating' because we really wanted to achieve a high level of comfort for adults. When you think about the lifestyle of our customers, you can imagine taking three couples downtown to dinner, going to a ball game, going to a show. We wanted a vehicle in which eight adults can be comfortable for an hour's drive."

# Stretching SPACE—JUST PART OF DESIGNING TRAVERSE FROM THE INSIDE out.

But comfortable seating wasn't enough—people still have to get in and out. "We wanted a large opening for people to walk in and out of the third row. With the Smart Slide® seat, there's a handle on the outboard side near the head restraint. In one motion, the cushion pops up and folds the back of the seat forward, leaving a 20-inch opening for people to pass through."

Bennett has been driving a Traverse for three years now, in part because his kids enjoy it so much. "My youngest boy loves the third row. These days, kids are so busy with school and activities and stuff, they don't have a lot of control. So I think, in a way, they get a little of their own space back there, which allows them to have control of their environment."

With kids and couples in mind, Traverse was designed to span lifestyles. "A lot of us think of ourselves as very independent, very individualistic. We imagine ourselves remodeling our own kitchen, planting vegetables in the garden, going out to dinner. As we envisioned Traverse, we wanted a vehicle that was practical and capable of doing all sorts of activities, but also elegant enough to take out, pull up to the valet in your evening clothes and feel proud that you are driving a great vehicle. From front to back, Traverse really exceeds customer expectations in terms of interior accommodation, in terms of style, and everything in between."



"To create maximum space, we really concentrated on the materials and designs. We minimized air space and tried to get the clearances between parts as close as possible. We also looked at materials, high-tech materials, that we could use to make things thinner." The cargo floor illustrates one of her team's space-saving tricks. "We ended up finding a foam and woodboard composite material for the cargo floor that was thinner and provided more strength than the original. A lot of details look simple to the customer, but they're pretty intricate."

The process of choosing the appropriate materials is exacting and exhaustive. "Most customers would be surprised to learn about the attention to details. We test everything. We measure how the carpet wears. We slam doors thousands of times. We test the interior's resistance to various cleaning solutions—even to suntan lotion." It's all part of how Chevy interior designers stay open to what might make your next vehicle even better.







Traverse is ALL
ABOUT SURFACES AND
MATERIALS THAT WON'T
SCRATCH EASILY AND
ARE EASY TO CLEAN—
very pet friendly.





Our engineers understand that family members come in many shapes and sizes, which is why we designed Traverse to carry everything you care about. That means creating 24.4 CUBIC FEET OF STORAGE¹ behind the third row, enough room to hold all your groceries, gear and dog treats. WIDE OPENING DOORS add more convenience and an available REMOTE POWER LIFTGATE makes loading and unloading easy. Configure away with available 60/40 SPLIT REAR SEATS and you'll find new possibilities for storing the stuff that matters most on any given day.



Going back and forth, across and along, Traverse lives up to its name. With a finely tuned suspension, steering is tight, exact. Set your sights on a particular corner and Traverse responds with agile handling.

Performance, however, can be measured in many ways. Horsepower. Torque. Fuel economy.¹ Here again, Traverse doesn't disappoint. With an EPA-estimated 24 MPG ON THE HIGHWAY, it has impressive fuel economy for an eight-passenger crossover.

A standard **DIRECT INJECTION 3.6L V6 ENGINE** delivers 281 horsepower and 266 lb.-ft. of torque, the kind of numbers that make long-distance driving enjoyable.

For even more power, dual exhaust allows LTZ to generate 288 HORSEPOWER and 270 LB.-FT. OF TORQUE. Meanwhile, the precisely calibrated drivetrain hustles along in surprising quiet. Noise and vibration are also reduced, allowing conversations to reach three rows deep and family-wide.







Check in USING TWO MOBILE APP connections.

Keep your connections in hand with two mobile apps for your smartphone. <code>ONSTAR®</code> <code>REMOTELINK™</code> mobile app¹ lets you start your engine² and lock or unlock your doors remotely. Check your fuel range, tank level and your remaining oil life, or connect remotely to OnStar. Need to schedule service? The <code>MYCHEVROLET³</code> app finds the nearest Chevy dealer so you can book your appointment. You can also use this app³ to call for roadside assistance, check what warning lights and indicators mean, or create reminders of where you parked your vehicle—all from the palm of your hand.

iPhone is a registered trademark of Apple Inc., registered in the U.S. and other countries. I Requires iPhone or Android platform and active OnStar subscription, which is standard for six months. 2 Requires available remote vehicle starter system. 3 Requires iPhone or Android platform.



We've all been there. Sitting in the passenger seat next to the "new driver." Our anxieties are the same. Will they remember what we taught them? Will they remember to check the mirrors? Are they really going to be confident when merging? And then there's the dreaded first snowfall. We know. We're parents too, and let's just say Chevy has planned ahead. It all starts with OnStar Directions & Connections.<sup>®1</sup> Standard for six months, it includes Turn-by-Turn Navigation to help ensure young drivers (or any family members for that matter) don't lose their way.

And since we know you worry about your teenage driver, we've made it easier to make calls when necessary with Bluetooth<sup>®2</sup> wireless technology for select phones. We've also made asking for help easier through OnStar Roadside Assistance; standard for six months. Whether it's a flat tire or some other unforeseen emergency, Roadside Assistance is there, day or night. It's all part of the peace of mind we know you'll experience having your new driver behind the wheel of a Traverse. When you can't be there, we are—you might say we're looking out for each other.

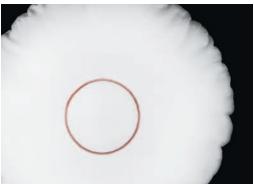
I Visit onstar.com for coverage map, details and system limitations. Services vary by model and conditions. OnStar acts as a link to existing emergency service providers. 2 Go to gm.com/bluetooth to find out which phones are compatible with the vehicle.

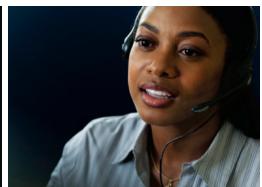


# RUNS DEEP

A safety philosophy that







#### **BEFORE**

What's the best safety philosophy? Avoid a collision in the first place. And that starts with backing out of the driveway. An available REAR VISION CAMERA system helps you see what's behind you. Once you're out on the road, the STABILITRAK® ELECTRONIC STABILITY CONTROL SYSTEM with TRACTION CONTROL 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 Traverse on track. What's more, FOUR-WHEEL ANTILOCK DISC BRAKES help maintain control and stability during hard braking by preventing wheel lockup. Other advancements you can count on include DAYTIME RUNNING LAMPS and available BLIND SPOT MIRRORS. Just some of the forward-thinking ways we help you avoid trouble on the road.

#### **DURING**

Sometimes, however, trouble finds you. And if a moderate to severe collision does happen, Traverse is designed to respond quickly. Sensors throughout the vehicle determine how many of the SIX STANDARD AIR BAGS, including head-curtain side-impact air bags, deploy. Adding to this protection, we reinforced the roof pillars and safety cage with HIGH-STRENGTH STEEL to help you feel a sense of security that's all-encompassing. 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**. 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>2</sup> which is standard for six months, because nothing is more important than your safety.





That's why in addition to StabiliTrak, air bags² and antilock brakes, Traverse offers available BLIND SPOT MIRRORS to help you see what's coming alongside you. ROLLOVER SENSORS can deploy head-curtain side-impact air bags² to help protect you and your family in a rollover situation. And available ALL-WHEEL DRIVE enhances traction in slick road conditions.

Then there are a few added OnStar³ protections to note. Say your car is stolen. A trained Advisor can locate it using GPS technology and notify the police. OnStar can remotely block your ignition, rendering the vehicle essentially useless to thieves. Onboard systems and OnStar service. Traverse technology to help protect your family and vehicle.

I Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.SaferCar.gov). 2 Always use safety belts and child restraints. Children are safer when properly secured in a rear seat in the appropriate child restraints. See the Owner's Manual for more information. 3 Visit onstar.com for details and system limitations. On Star acts as a link to existing emergency service providers.



# **SPECIFICATIONS**

#### LS ILT 2LT LTZ **EXTERIOR** Door handles: Chrome Headlamps: Halogen with Automatic Exterior Lamp Control Liftgate: Rear manual Power-remote Mirrors: Foldaway, power-adjustable, black Foldaway, power-adjustable, heated, body-color; include turn-signal indicators and blind spot mirrors Foldaway, power-adjustable, heated, body-color; include turn-signal indicators, driver-side auto-dimming and blind spot mirrors $\square^1$ Power-foldaway, power-adjustable, heated, body-color; include turn-signal indicators, driver-side auto-dimming and blind spot mirrors Oil-Life Monitor Rear Parking Assist: Audible warning Roof rail moldings: Black Spoiler: Rear SkyScape power front sunroof with fixed rear skylight Wipers: Front and rear intermittent with washers **ENGINES/CHASSIS** Engine: 3.6L SIDI V6; 281 horsepower/266 lb.-ft. of torque (288 horsepower/270 lb.-ft. of torque on LTZ) Exhaust: Dual with polished tips Steering: Power, constant effort Power, variable-assist Suspension: Ride and handling Transmission: 6-speed automatic, with TAPshift® manual shift control, overdrive SAFETY & SECURITY Air bags:2 Driver and front passenger, frontal and pelvic/thorax side-impact; head-curtain side-impact for all rows in outboard seating positions Brakes: Four-wheel antilock disc Door locks: Power-programmable with lockout protection and rear child safety locks OnStar3: Directions & Connections with Turn-by-Turn Navigation for the first six months StabiliTrak Electronic Stability Control System with Proactive Roll Avoidance and Traction Control includes Electronic Trailer Sway Control and Hill Start Assist Tire Pressure Monitor (excludes spare tire) INTERIOR Acoustic Insulation Package All-Star Edition: Heated front seats, remote vehicle starter system universal home remote 20" aluminum wheels4 П Bluetooth® wireless technology for select phones5 and leather-wrapped steering wheel with redundant audio controls Climate control: Rear, manual Single-zone, front, manual Tri-zone automatic П6

#### ■ STANDARD □ AVAILABLE - NOT AVAILABLE

	LS	ILT	2LT	LTZ
INTERIOR (CONTINUED)				
Console: First-row with two cup holders, covered				
storage bin and sliding armrest with storage Second-row with two cup holders				
	_	_		
Mirrors: Rearview, manual day/night Rearview, auto-dimming	-			
Rear vision camera system integrated into rearview mirror	_			
(integrated in navigation radio if equipped)				
Remote vehicle starter system	-			
Storage: Rear underfloor				
Universal home remote transmitter	_	□8		
Windows: Power, with driver's Express-Down				_
Power, with driver's Express-Up/-Down				_
and passenger Express-Down	_			_
SEATING				
Eight-passenger: Second- and third-row 60/40 split flat-folding bench seats				_
Seven-passenger: Second-row flat-folding captain's chairs	_			
and third-row 60/40 split flat-folding bench seat	_			
Heated and cooled seats: Driver and front passenger	_	_	_	•
Heated seats: Driver and front passenger	_			_
Leather-appointed first and second rows (perforated inserts on LTZ)	_	_		•
Power-adjustable driver seat: Eight-way, with power lumbar control (power recline and memory for seat and outside mirrors on LTZ)				_
Power-adjustable front passenger seat; four-way, with power recline				
and lumbar control	-	_	$\square^9$	
Premium Cloth				_
AUDIO SYSTEMS				
AM/FM stereo with CD/MP3 player, Radio Data System (RDS) <sup>10</sup> and six-speaker sound system			_	_
AM/FM stereo with CD/MP3 player, USB port,11				
RDS <sup>10</sup> and Bose® 10-speaker sound system	_	_	-	
Rear-Entertainment System:  Rear-seat DVD player with remote				
control; overhead display; two sets of wireless headphones; USB port; 11 and 115-volt, three-prong, household-style power				
outlet; includes Bose 5.1 Surround Sound 10-speaker system	_			
Navigation radio with rear vision camera display and USB port:11				
Voice recognition and touch-screen navigation radio with				
CD/MP3 player functionality <sup>12</sup> and RDS <sup>10</sup>	_	_		
SiriusXM Radio <sup>13</sup> with three trial months	-	_	-	_
WHEELS				
17" steel with painted wheel covers		_	_	_
18" machined-aluminum	_	•	•	
20" aluminum <sup>4</sup>	-	□8	-	_
Tire inflation kit		-	_	_
Compact spare tire				

I Requires available rear vision camera system. 2 Always use safety belts and child restraints. Children are safer when properly secured in a rear seat in the appropriate child restraints. See the Owner's Manual for more information. 3 Visit onstar.com for coverage map, details and system limitations. Services vary by model and conditions. OnStar acts as a link to existing emergency service providers. 4 Use only GM-approved tire and wheel combinations. See dealer for details. 5 Go to gm.com/bluetooth to find out which phones are compatible with the vehicle. 6 Requires available rear entertainment system. 7 Map coverage excludes Puerto Rico, the Virgin Islands and portions of Canada. 8 Requires available All-Star Edition. 9 Requires available leather-appointed seats. 10 RDS functions only where stations broadcast RDS information. If Not compatible with all devices. 12 Includes DVD capability and Bose 5.1 Surround Sound System when rear-seat entertainment system is ordered. 13 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 more information. 14 Maximum trailer weight ratings are calculated assuming a base vehicle, except for any options(s) necessary to achieve the rating, plus driver. The weight of other optional equipment, passengers and cargo will reduce the maximum trailer weight your vehicle can tow. See your Chevy dealer for additional details. 15 Cargo and load capacity limited by weight and distribution.



## **MAXIMUM CAPACITIES**

EPA-ESTIMATED FUEL ECONOMY	FWD 17 MPG city/24 highway AWD 16 MPG city/23 highway
FUEL TANK (APPROXIMATE)	22 gallons
TOWING <sup>14</sup>	5,200 lbs.

PASSENGER VOLUME		Seats 7/8	
CARGO VOLUME <sup>15</sup> (CUBIC FEET)	Behind third-row seat	24.4	
	With third-row seat folded	68.8	
	With second- and third-row seats:	With second- and third-row seats folded 116.4	

### **DIMENSIONS**







## SELECT VEHICLE FEATURES

#### TRAVERSE LS

17" steel wheels with painted wheel covers

Power-adjustable outside mirrors

Premium Cloth seating

CD player and six speakers

Driver Information Center

Cruise control

#### TRAVERSE ILT

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

 $18^{\prime\prime}$  machined-aluminum wheels

Body-color, heated, power-adjustable outside mirrors with integrated turn signals and blind spot mirrors

8-way power driver seat

Bluetooth wireless technology for select phones<sup>5</sup> and leather-wrapped steering wheel with audio and cruise controls

#### **TRAVERSE 2LT**

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

Power-remote liftgate

 $Bose\,10\text{-}speaker\,sound\,system$ 

Rear vision camera system integrated into rearview mirror

Tri-zone automatic climate controls

Heated driver and front passenger seats

Heated, power-adjustable outside mirrors with integral turn signals, driver-side auto-dimming and blind spot mirrors

#### TRAVERSE LTZ

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

 $20^{\prime\prime}$  aluminum wheels  $^4$ 

 ${\tt Dual\,exhaust\,with\,polished\,tips}$ 

Perforated first- and second-row leather-appointed seating

Heated and cooled driver and front passenger seats

Heated, power-adjustable outside mirrors with integral turn signals, driver-side auto-dimming and blind spot mirrors with driver-side memory

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



6" Chrome Oval Assist Steps



20" Chrome Wheel<sup>4</sup>



Dual Headrest DVD System



Premium All-Weather Floor Mats



Roof Rack Side and Cross Rail Package



# **COLORS**



Black Granite Metallic<sup>1,2</sup>



Dark Blue Metallic



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



Gold Mist Metallic<sup>2</sup>



Silver Ice Metallic



White Diamond Tricoat<sup>1,2</sup>



White

# **FABRICS**



Ebony Cloth<sup>3</sup>



Dark Gray Cloth<sup>3,4</sup>



Ebony Leather Appointments  $^5$ 



Light Gray Leather Appointments<sup>5</sup>



Light Cashmere-Color Leather Appointments<sup>5</sup>



Light Gray Perforated-Leather Appointments<sup>6</sup>



 $\label{light Cashmere-Color Perforated-Leather Appointments} Leather Appointments ^6$ 

# **WHEELS**



17" Steel Wheel with Painted Cover



18" Machined-Aluminum Wheel



20" Aluminum Wheel



## IMPORTANT INFORMATION

IOO,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. On Star services require vehicle electrical system (including battery), wireless service and GPS satellite signals to be available and operating for features to function properly. On Star acts as a link to existing emergency service providers. Subscription Service Agreement required. Call 1-888-40NSTAR (1-888-466-7827) or visit onstar.com for On Star 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 Mid-SUV Crossover 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 Traverse LS. 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.

 $\textbf{FLEET ORDERS}. \ Some \ standard \ content \ may \ be \ deleted \ on \ fleet \ orders. \ See \ dealer \ for \ details.$ 

**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.

 $\label{eq:gmmobility.com} \textbf{GMMOBILITY.COM} \ (1-800-323-9935). \ GM \ Mobility \\ ^{\text{sm}} \text{offers financial assistance for eligible adaptive equipment to make automotive travel easier for persons with disabilities or special transportation needs. To learn more about special GM Mobility offers, visit gmmobility.com.}$ 

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.

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## **OWNERSHIP EXTRAS**









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