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Chevrolet

Sema Gets some No Bull in 2011!

This week in Las Vegas the automotive aftermarket heads to Las Vegas to view the annual SEMA car show. Here is a quick snapshot of some of the Chevrolet cars as fitted with Pedders Suspension.



Sonic, Camaro and more: Here's a first look at what Chevrolet is bringing to the 2011 SEMA Show.

Every year, the automotive industry's brightest minds and products come together at the premier automotive specialty products trade show: the SEMA Show. The event is a perfect venue for Chevrolet to showcase the hottest new products, design concepts and accessories to car and truck enthusiasts from all over the world.

There are lots of rumors floating around about what Chevrolet has in store for this year's event, which takes place Nov. 1-4, 2011, at the Las Vegas Convention Center. And we're putting some of them to rest here (without giving up all the details, of course).

Now before we go into specifics, it's important to note that this year marks the 100th birthday of Chevrolet. But don't expect us to come to the SEMA Show with truckloads of nostalgia. This year is all about celebrating our storied past with a compelling look at the future.

"The heritage of Chevrolet cars is being expressed in smaller packages for the next generation," said Chris Perry, vice president of global marketing and strategy for Chevrolet. And they're sure to be a crowd-pleaser.

Sonic is one small car that will have a big presence at the SEMA Show. It will be dressed to impress in Z-Spec, unique dealer-installed parts and accessories that allow customers to personalize their new vehicles and roll the cost into their monthly payments. Pretty cool.



Sonic Z-Spec #1 is a turbocharged five-door in Torch Red, outfitted with new Z-Spec 18-inch wheels, ground effects, spoiler, grille and graphics. The Cobalt Red cabin features custom trimming, including perforated black sueded microfiber seat inserts, a Z-Spec sport pedal kit, sport shift knob and a racing-style flat-bottom steering wheel. Performance upgrades include Brembo® brakes with four-piston calipers, a Borla® high-flow exhaust system and Pedders suspension parts.

Sonic Z-Spec #2 is Flat White with Torch Red accents. It builds on Gen 2 Z-Spec accessories with a more aggressive ground effects, but still uses Z-Spec parts available through Chevrolet dealers, including the grille, rear spoiler and graphics. It rides on new Z-Spec 18-inch wheels. The re-trimmed interior features a Z-Spec sport pedal kit, sport shift knob and flat-bottom steering wheel. It also has custom racing seats with the Z-Spec logo. It's powered by a turbo 1.4L engine and 6-speed manual transmission. Performance upgrades include Brembo brakes with four-piston calipers, a Borla high-flow exhaust system and Pedders suspension parts.



Straight advice, specialists you understand and... **No Bull**





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Chevy will also flex some serious muscle at the SEMA Show with over a handful of new Camaro Concepts. Here's a sneak peek at two of them.

The 1LE Camaro Concept is bringing back the performance option code from the past—and it's all about the track. From its 6-piston Brembo® brakes to its lightweight wheels and unique performance suspension, the 1LE Camaro Concept is ready to live up to its deep racing heritage. A flat black hood with hash mark extensions gives it an aggressive look while dual tips, active exhaust and diffuser make it ready to run.



The Camaro ZL1 Carbon Concept shows off a darker side with all the raw power and performance you'd expect from the most powerful Camaro ever produced, but with an added layer of carbon fiber. This concept also features new Ashen Gray exterior paint (available on 2012 model year Camaro vehicles) and the actual production front-end grille of the ZL1 that will hit showrooms early next year.



Chevrolet Cruze Dusk Concept

The Cruze Dusk and Cruze Z-Spec are mechanically similar—both are equipped with the optional 1.4-liter turbo four—but the designers have used different combinations of off-the-shelf accessories and one-off parts to create two distinct concepts.



Two SEMA shows ago, Chevy brought along the Camaro Dusk concept, a subtly modified coupe painted Berlin Blue. The same treatment has been applied to this Cruze, which wears custom silver 19-inch wheels, a prototype body kit, and satin-metal trim in place of shiny chrome. The brakes have been upgraded to four-piston front and two-piston rear Brembos, a Borla exhaust peeks out from below a new rear fascia, and the suspension is lowered with a kit from Pedders. Peanut-butter-colored leather (GM calls the hue Mojave) classes up the interior, and the whole car has a sophisticated and slightly menacing feel to it. "Dusk" is apparently popular at Chevy, as there's also a Sonic Dusk headed to SEMA this year.

