



July 22, 2009

Subject: **2010 Chevy Camaro – TRANSFORMERS Special Edition Option Package Availability**

To All Chevrolet Dealers:

According to the box office records set the opening weekend, movie fans everywhere went to see the latest TRANSFORMERS™ movie. A number of these potential customers are now looking for a unique way to express their excitement for the TRANSFORMERS movies, the toys and the Camaro. As a result, Chevrolet is pleased to announce the introduction of the 2010 Chevy Camaro – TRANSFORMERS Special Edition Option Package.

This special edition option package features:

- **Special Black Rally Stripes with “TRANSFORMERS” embedded into each stripe.**
- **Special jewel-like AUTOBOT SHIELDS™ located on the driver and passenger sides of the front quarter panel.**
- **AUTOBOT SHIELD embroidered on the cover of the center console.**
- **AUTOBOT SHIELD on each wheel’s center cap.**
- **“TRANSFORMERS” logo on the sill plate of the driver and passenger doors.**

This option package is available on 2010 Camaro LT and SS models with Rally Yellow exterior color. The MSRP is \$995 (plus the price of the model, additional options, DFC, tax, title and other fees).

The option package’s ordering code is CTH. **The Quick Order function of Order Workbench will start accepting orders for the package on Thursday, July 23, 2009.** Production will commence in August, 2009. All items in this package will be installed at the factory, and covered under GM’s New Vehicle Limited Warranty.

Order acceptance for the Camaro TRANSFORMERS Special Edition option package is limited. The package will only be produced through December, 2009. Allocation for this package must come out of the dealership’s existing Camaro allocation.

Attached for your reference is a list of questions and answers, and a “pdf” file to view images of the Camaro TRANSFORMERS Special Edition.

Fans of both TRANSFORMERS and Camaro will be excited to get their hands on this special edition Camaro, and bring “*the 21st Century Sports Car*” into their garage.

Good luck and good selling.

Ed Peper  
North America Vice President – Chevrolet

Note: TRANSFORMERS, AUTOBOT and AUTOBOT SHIELD are registered trademarks of Hasbro, Inc.