



FAQs: 2010 Chevrolet Camaro – TRANSFORMERS™ Special Edition Package.

Q. What is the TRANSFORMERS Special Edition Package?

- A. There are a number of customers that are fans of both Camaro and TRANSFORMERS who seek a unique way to display their allegiance. Chevrolet has developed for these fans a limited, factory-installed option package (option code: CTH) that can be ordered on the 2010 Camaro LT and SS models with Rally Yellow (option code: GC0) exterior color.

Q. What makes up the TRANSFORMERS Special Edition Option Package?

- A. The TRANSFORMERS Special Edition Option Package (option code: CTH) features a special Black Rally Stripe with the word “TRANSFORMERS” embedded in the hood stripes. “TRANSFORMERS” also appears in a special sill plate for the driver and passenger doors. In addition, the package includes the AUTOBOT™ SHIELD embroidered on the interior’s center console; and placed on the center cap of all four wheels. The package is completed with beautiful, cloisonné AUTOBOT SHIELDS on both the driver and passenger sides of the front quarter panels.

Q. How much does the option package cost?

- A. The Manufacturer Suggested Retail Price (MSRP) for this option package is \$995. Since it is an option package, the price of the model, other available options, DFC, tax, titles and other fees, would have to be combined to determine a specific vehicle price.

An updated 2010 Camaro Price Schedule, reflecting the price of the TRANSFORMERS Special Edition Option Package is available on gmpricing.com. Pricing should be available in the various order configurator systems in the near future.

Q. How do I order the TRANSFORMERS Special Edition Package?

- A. It is very easy. On Thursday, July 23, 2009, the “quick order” function in Order Workbench will have the CTH (TRANSFORMERS Special Edition Package) option code available for selection. Just order any Camaro LT or SS model with Rally Yellow exterior color (option code: GC0), select the CTH option code and any other desired option codes, and submit the order.

On Monday, July 27, 2009, the 2010 Camaro Order Guide and the regular Order Workbench Order Configurator will display the new CTH option for ordering.

Q. If a Camaro is ordered with the TRANSFORMERS Special Edition Package, is it automatically placed for production?

- A. No, dealers will need to have allocation available to place their order into production. There will not be any special runs or placement of orders with the option code CTH (TRANSFORMERS Special Edition Package).

Q. When – and for how long – will this package be available?

- A. Chevrolet will begin to accept orders for the TRANSFORMERS Special Edition Option Package on Thursday, July 23, 2009. Production will begin in August 2009, and the first units should begin to arrive in dealerships in September 2009.

Currently, the production run for this option package is scheduled to end in December 2009. At the end of the production run, Chevrolet will announce the number of Camaro models produced with this option package (option code: CTH).



Q. What exterior colors are available with this option package? Can other options be ordered?

- A. This is a normal option package that is available on Camaro LT and SS models only. Like other option packages (for example, the RS Exterior Package), the package can be ordered with other factory and/or dealer installed options. The only exception is that the exterior color of the model must be Rally Yellow (option code: GC0). This was done to honor the Camaro and TRANSFORMERS heritage.

Q. Are any of the items in the TRANSFORMERS Special Edition Package dealer installed accessories?

- A. All the items in the package are factory-installed. As long as there are no dealer-installed LPO options ordered, the vehicle will arrive ready for delivery after normal PDI service. In addition, since all items are factory-installed, the vehicle will continue to be covered under the GM New Vehicle Limited Warranty.

Q. How will customers discover the TRANSFORMERS Special Edition Package is available?

- A. On Wednesday, July 22, 2009, Chevrolet will join with Hasbro to unveil the 2010 Camaro TRANSFORMERS Special Edition at the opening of ComicCon, in San Diego, CA. Shortly thereafter, the TRANSFORMERS Special Edition will appear on Chevy.com/Camaro, and Chevy.com/allnewCamaro websites. Chevrolet will also make information on the package availability through social media sites such as Facebook, and various automotive and Camaro enthusiasts websites and blogs.

The targeted audience – fans of Camaro and TRANSFORMERS – will know this package is available.

Q. Finally, Are there any mechanical enhancements or differences?

- A. No, the package features subtle aesthetic enhancements. There are no performance changes, and we have not developed the means to change the car into a robot.