

# newsworthy trends

## Trucks Today Go A Long Way Toward Customization

(NAPSA)—Many truck buyers don't just think about what they can do with their vehicles, they think about what they can do to them as well.

That's the word from automotive experts who say that accessorizing vehicles has become a top priority for many truck owners—whether that means adding alloy wheels, a souped-up engine or something as simple as backseat DVD players for the kids.

In fact, the Specialty Equipment Market Association reports that vehicle personalization has become a \$34 billion annual business, with light trucks representing more than \$10.6 billion.

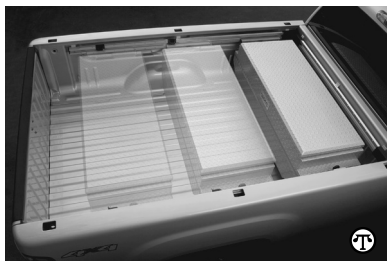
Now truck buyers can even find vehicles designed specifically with customization in mind. For instance, the new Chevrolet Silverado and GMC Sierra pickup trucks had accessories designed specifically for them by the automaker's dedicated accessories design staff. The automotive company says it moved forward with this design approach because it recognized that giving customers more choice at the time of vehicle purchase was key to their satisfaction.

"It's all about individual choice—from the MP3s we listen to and the cell phones we customize to the streaming video we watch," says Nancy Philippart, executive director, GM Accessories. "People expect to have what they want, the way they want it. Why should vehicle buyers expect anything less?"

So what are the hot accessories for truck buyers? Here's a closer look:

### **Innovative Cargo Management**

Truck owners who need cargo-carrying capabilities always have to choose between "flexibility" and "security." For example, storage



**The GMC Sierra's accessory cargo box slides along system rails to enable greater access.**

boxes that are securely bolted in place aren't very flexible. So Philippart's firm took a unique approach to designing a cargo management system for their full-size pickups.

The new system is comprised of three rails that run the length of the box sides and the forward box wall. It incorporates upper and lower tracks, and includes four adjustable tie-down brackets that can be located anywhere on the tracks.

The rails enable the use of an overhead utility rack; a sliding diamond-pattern toolbox; a sliding bed divider; or two diamond-pattern side storage boxes. What makes this system unique is that these accessories can use either the upper or lower rails, allowing numerous combinations that can easily bypass one another as they slide along the rails. And if that's not enough flexibility and security, the system was also designed to work with both hard and soft tonneau covers—also accessories.

For those who need the added protection of secured storage, all tool boxes feature a "codeable lock," enabling only the vehicle key to lock and unlock the accessories.

### **Wheels**

Truck owners can choose from a selection of six stylish 20-inch wheel designs available in a

chrome finish. Each wheel is offered with a matching tire that has been designed specifically for full-size pickup trucks using the company's Tire Performance Criteria system. A wheel-theft protection system is offered as well to help protect your investment.

### **Personal Appearance**

For many, appearance is everything. When it comes to trucks, owners have a seemingly endless array of choices available from Chevrolet and GMC to match the look of their vehicle to their personal style. Truck buyers can load up on chrome—wheels, grilles, door handles, mirror caps, tow hooks and more. Chrome tubular assist steps add style and functionality. And drivers looking for a sporty look and sound can opt for single and dual "cat-back" exhaust systems that look and sound cool.

### **Range of Accessories**

Additional accessory products include bed extenders, bed protectors, hood protectors, electrical features and more. In all, there are over 100 unique accessories available to personalize Silverado and Sierra full-size pickups at the dealers.

For a complete list, visit [www.chevrolet.com](http://www.chevrolet.com) or [www.gmc.com](http://www.gmc.com).



**The 2007 Chevy Silverado Crew Cab can be fitted with an assortment of cargo accessories.**