

New Trailblazer Seeks to Conquer the Small SUV Market

The SUV market is growing and changing, and GM is keeping up with the times.

That's how Steve Majoros, director of Chevrolet passenger car and crossover marketing, sees today's automotive market.

"Just look at our new 2021 Chevrolet Trailblazer," he said.

"When it arrives in showrooms in Spring 2020, the 2021 Trailblazer will provide a uniquely youthful, yet functional alternative to the fast-growing small SUV segment."

Like Chevrolet's latest line of SUVs, the Trailblazer features a bold front fascia and sports car-inspired rear design, Majoros said. The ACTIV trim package, he pointed out, amplifies this sporty style with a two-tone roof, unique front and rear fascia and dual exhaust, along with sport terrain tires and suspension tuning enhancements.

"Slotting between the Trax and Equinox, the addition of the Trailblazer provides us with a great opportunity to expand the Chevy SUV family to new audiences," said Majoros. "With the new ACTIV trim, plus the sporty RS trim, we can appeal to customers' varying active lifestyles."

"The Trailblazer," said Stuart Norris, design director of global Chevrolet compact SUVs, "doesn't simply let customers express their personal style. It encourages it with uniquely styled trims that allow buyers to select a vehicle that reflects their lifestyle. Its design is bold, confident and full of personality."

The Trailblazer's exterior styling, which follows in the theme set by the Chevy Blazer, features Chevy's signature dual-port grille, which gives its face a multilayered, dimensional appearance, Norris said, adding, "The accent bar is integrated with the headlamps, helping to visually widen its stance, while a simulated front skidplate adds a sense of strength."

ACTIV trim Trailblazers feature a new interpretation of the signature dual-port grille, with a larger opening. The RS trim features a performance-inspired mesh grille with black Chevy bowtie and unique front splitter elements.

The side profile includes taut bodyside lines, a sleek roofline and a bold hood shape to accentuate the Trailblazer's youthful character, Norris said, noting that RS and ACTIV trim models boost the visual appeal with standard two-tone roofs. Large, wraparound taillamps seamlessly span the liftgate and bodyside, he said, which adds to the visual width of the Trailblazer, providing a more planted look.

Inside, the Trailblazer features

a driver-focused, dual-cockpit interior design with an integrated center stack. The center console provides several storage options with up to 3.5 liters of open storage and 4.4 liters of storage under the armrest, as well as dual cupholders.

All Trailblazer trims come with a comprehensive list of standard active safety and driver assistance features, including:

- Forward Collision Alert;
- Automatic Emergency Braking;
- Front Pedestrian Braking;
- IntelliBeam Headlamps (Auto High Beam Assist);
- Lane Keep Assist with Lane Departure Warning;
- Rear Vision Camera;
- Teen Driver;
- Rear Seat Reminder;
- OnStar.

Additional optional active safety and driver assistance features include:

- Adaptive Cruise Control Camera;
- Rear Park Assist;
- Lane Change Alert with Side Blind Zone Alert;
- Rear Cross Traffic Alert;
- HD Rear Vision Camera.

Trailblazer ACTIV is equipped with unique tires and shock tuning, Majoros said. The ACTIV dampers are tuned to enhance vehicle performance and ride comfort when traveling on gravel roads. The Hankook Sport Terrain 17-inch tires feature an aggressive shoulder design and an all-season tread pattern.

The front fascia on Trailblazer ACTIV has been revised with the lower section designed for improved ground clearance. Additional exterior differentiation includes two-tone roof, standard roof rails and trapezoid-shaped exhaust tips.

The Trailblazer will feature Chevy's latest infotainment system, providing the ability to use two Bluetooth-paired phones concurrently, which enables passengers in the vehicle to use their cellphones hands-free or the driver to use multiple phones hands-free.

The audio system has available wireless Apple CarPlay and Android Auto connectivity and available SiriusXM with 360L, featuring exclusive content, including commercial-free music, interviews, shows and performances. The Trailblazer features 40/60 split folding second row seats, which enables the vehicle to accommodate objects up to 8.5 feet long. Overall storage capacity is rated up to 54.4 cubic feet with the second row folded. For additional convenience, an available hands-free liftgate, with logo projection improves ease of loading and unloading cargo.

Powered by either a 1.2L turbo or 1.3L turbo engine, the Trailblazer will deliver up to 155 horsepower. Both engines are mated with a standard Continuously Variable Transmission with selectable stop/start capability. A nine-speed automatic transmission is also available on Trailblazers equipped with the 1.3L engine and all-wheel drive.

The Trailblazer is available with Chevy's selectable AWD, also found in the Blazer and Traverse. Selectable AWD allows drivers to decide whether to activate their AWD system in off-road or inclement weather situations, or to deactivate when AWD performance is not required, to achieve improved fuel economy.

Drive modes on front-wheel-drive models include:

- Normal – Tailored for daily commuting and focused on ride comfort.
- Snow – Provides more progressive throttle input for improved vehicle acceleration on snow- and ice-covered roads.
- Sport – Modifies steering effort and shifting for a sportier feel and response.
- AWD models add unique calibrations for more rear-wheel torque at lower speeds to improve the driving experience on moderately steep and unpaved surfaces.

The Trailblazer is expected to arrive in United States General Motors showrooms in spring 2020.



The 2021 Trailblazer fills the niche between the Trax and the Equinox.

New MotorCities Speakers

The automotive promotion organization MotorCities has added new to the group's speakers bureau.

The speaker's are meant to be a resource for the public to promote awareness of automotive and labor history, as well as an overview about our organization and its important work, said MotorCities spokesman Bob Sadler.

A variety of presentations are now available on automotive pioneers, the history of various automobile companies and labor movements. Personalities like Henry Ford, Clara Bryant Ford, Billy Durant, Walter Chrysler, the Dodge Brothers, "Rosie the Riveter," and many others are brought to life by these one hour presentations that are often accompanied by visuals.

"These offerings bring together audiences of all ages and tell the stories of how this region truly put the world on wheels," says MotorCities Executive Director, Shawn Pomaville-Size. "We are pleased to share these wonderful offerings by skilled storytellers with interested groups and the public."

The presenters are automotive and labor historians and other experts.

The presentations are suitable for libraries, corporate events, union groups, museum programs, historical societies, senior centers, men's and women's clubs, car clubs, etc. There is a fee for these presentations. For a full list of available presentations, visit www.motorcities.org/speakers-bureau.

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