

Chevrolet celebrates 200 000 Utlitys built in PE

The production team at GM South Africa's Struandale plant in Port Elizabeth is celebrating the building of its 200 000th Chevrolet Utility in 15 years.

"Chevrolet Utility has been a winner in all aspects since introduction into this market from quality to performance and sales. The 200 000 units produced in the last 15 years represent a significant milestone for a vehicle that is unique to the South African and South American markets. South Africans love the Chevrolet Utility and we will continue to be focused on giving our customers the best value and quality product for their money," said Malcolm Gauld, GM South Africa's vice-president of vehicle sales and marketing.

The Chevrolet Utility, which is now in its third generation, was first built in Port Elizabeth in 1997. The first generation utility known as the Corsa Utility, introduced style and refinement to the sub-one ton segment.

The second-generation Corsa Utility followed in 2004 and became the benchmark vehicle in this segment. It went on to achieve recognition and admiration for its refined performance and was recognised as the segment quality leader taking number one in the Synovate (now known as IPSOS) quality awards from 2005 to 2011. The second-generation utility also achieved segment sales for seven years in row with 45 percent share in this highly competitive segment.

Record market share

The third-generation Chevrolet Utility, introduced to the South African market at the end of 2011, continues its predecessor's success achieving record market share of 55.4 percent in the first eight months of 2012. With its car-like interior design and refined ride, the third-generation Chevrolet Utility boasts a line-up of nine models, including a 1.3 litre 55kW diesel engine, 68 kW 1.4 litre petrol engine and the range-topping 77 kW 1.8 litre engine.

"The introduction of the third-generation Chevrolet Utility marked the completion of the first phase of our R1 billion investment to upgrade our production facilities at Struandale. We are proud of this significant milestone and we thank our customers for their support in making the Chevrolet Utility the best-selling vehicle in its segment," said Edgar Lourencon, president GMSA and MD of GM South Africa.

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