IT DOESN'T JUST MEET EXPECTATIONS. IT EXCEEDS THEM.

You set a very high standard with everything you do. That applies to the car you drive. It also applies to the quality, comfort, safety and performance of the 2008 Chevrolet Impala. It’s our most technologically sophisticated Impala yet, with the introduction of the StabiliTrak™ electronic stability control system on LTZ and SS. But there are plenty more reasons to experience Impala's rewarding brand of driving – from the authoritative V8 power of the Impala SS, to the confidence of the standard four-wheel disc brake system with ABS and traction control. And you get the added reassurance of five-star frontal crash safety ratings,* as well as the backing of the best coverage in Canada, with our 5-year/160,000 km Powertrain Limited Warranty,** in addition to 5-year/160,000 km Courtesy Transportation*** and 24/7 Roadside Assistance.**

Let’s Go with confidence and enthusiasm. Chevrolet Impala.

*Five-star frontal crash rating is for driver and front passenger seating positions, in the frontal crash test. U.S. government safety ratings are part of the National Highway Traffic Safety Administration’s (NHTSA) New Car Assessment Program (NCAP).
**Whichever comes first. Conditions and limitations apply, see dealer for details.

For more information about Impala, visit impala.gm.ca

GM Canada’s Oshawa, Ontario assembly facilities – including the home of the Chevrolet Impala – were recently recognized as the two most efficient plants in North America in the “Newport Regional Report North America 2007”. 
V8 POWER. WHEN YOU WANT IT.

Authentic V8 power: there’s nothing like it. The 5.3L small-block V8 in Impala SS generates a whopping 303 horsepower. But it’s not only the output that distinguishes this V8 – it features Active Fuel Management™ for enhanced fuel efficiency. Then factor in the enhanced control of StabiliTrak and the precision handling of the Sport Suspension. Top it off with styling details like a specific rear spoiler and 18-inch flangeless machined aluminum wheels and you can see that SS is the boldest looking – and boldest performing Impala in the lineup.

The 220 km/h speedometer and sport gauges are exclusive to Impala SS.

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Dual stainless steel exhaust outlets with bright tips provide a performance styling detail.

Active Fuel Management shuts down 4 of 8 cylinders under low-demand operating conditions, for increased fuel efficiency.

Impala SS, shown in Silverstone Metallic with available equipment.
Impala SS offers even more confident control than ever. That not only applies to its advanced control technology. The heated front bucket seats with leather-appointed seating surfaces are also responsive to your input, with power eight-way driver’s seat and power six-way front passenger’s seat adjusters. Even the radio provides a wealth of personal choice, thanks to the standard XM Satellite Radio™ that gives you access to the largest playlist on the planet—played through the performance-enhanced Bose® amplified eight-speaker sound system. Clearly, it isn’t only the engine that’s performance oriented inside Impala SS.

*Includes three trial months beyond which service fees apply. Available in 10 Canadian provinces and all contiguous United States.
YOU’LL HAVE YOUR OWN REASONS FOR CHOOSING IMPALA.

What makes Impala such a popular choice on the Canadian road? People have their own reasons. For some, it’s the advanced support of OnStar® with one year of the Safe & Sound Plan. Others are attracted to the choice of two FlexFuel engines that can run on E85 ethanol and feature torque-boosting variable valve timing (VVT): the 211 horsepower 3.5L V6 on LS and LT, and the 233 horsepower 3.9L V6 that’s standard on LTZ. And let’s not forget the remote starter that’s standard on LT, LTZ and SS - it enables you to warm or cool the interior before you get inside. Impala – the more you know about it, the more reasons you’ll find to choose it.
Impala is designed to help you get into your own comfort zone, beginning with its spaciousness and available seating for up to six. And the driver’s seat can be tailored to your preferences, thanks to the power eight-way adjuster that’s on LTZ and SS, and the power six-way adjuster on LS and LT. The same holds true for the climate system, with dual-zone climate controls on all but LS models. Even your gear has a place all its own, with flip-and-fold-flat rear seats on LTZ and SS models, available on LS and LT. Everyone and everything has its own zone inside Impala.

IN THE ZONE.

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keeps on going in the right direction.

Impala: it example of how Impala delivers technology and quality engineering innovation or feature that can enhance your driving experience. For
in Impala. Even after Impala's 50 years on the road, there's always an
Technology never stands still – neither does the engineering you'll find

1. STABILITRAK
The StabiliTrak electronic stability control system continuously monitors steering angle, wheel speeds, brake pressure and lateral acceleration. If the system detects a lateral slip, it intervenes by adjusting brake pressure and engine power to help return your vehicle to its intended driving line. StabiliTrak is standard on SLE and LTZ models.

2. TORQUE AXIS ENGINE MOUNTS
The very stiff yet exceedingly lightweight engine mounts and the tripod universal joints, along with the driveshafts and the engine mounts and the tripod universal joints, achieve equal stiffness. A 50/50 weight distribution and the fact that the driveshafts are manufactured to

3. ALL-WHEEL ENGINE COUPLING
The very stiff yet exceedingly lightweight engine coupling reduces the amount of road noise and engine vibration that may penetrate Impala's interior.

4. GM OIL LIFE MONITORING SYSTEM
The GM Oil Life Monitoring System alerts you when it's time to change the engine oil. The system could extend the distance between oil changes up to

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5. INNOVATIVE WIPER BLADE DESIGN
Electrostatic force distribution helps optimize brake performance by adapting to different loads, traction and vehicle speeds.

6. HEAD-CURTAIN SIDE-ImpACT AIR BAGS
Every Impala features the added protection provided by front and rear side air bags.

7. DUAL-STAGE FRONTAL AIR BAGS
Every Impala features the added protection provided by front and rear side air bags.

8. ELECTRONIC TRACTION CONTROL
The system detects when tire pressure is

9. BRAKE PERFORMANCE
The system detects when tire pressure is

10. ELECTRONIC TRACTION CONTROL
The system detects when tire pressure is

11. QUIET STEEL
Impala’s refined ride is the product of an enhanced 4-wheel independent suspension system that incorporates 4-stage strut valving and twin-tube dampers.

12. FRESH-AIR STRUCTURE
Tubular reinforcing members work with a rigid box seat structure, to help displace the energy of a frontal impact by transferring the force laterally.

13. SAFETY CAGE CONSTRUCTION
Impala’s structure is so efficient that you can sit and hold your knees up while your seatbelt is unfastened.

14. SAFETY BELT PRE-TENSIONERS
During a moderate to severe collision, the outboard front safety belt pre-tensioners are designed to cinch in, restraining forward movement.

15. WORLD-CLASS GAP TOLERANCES
Another measure of Impala’s quality: the gaps between body panels are kept to microscopic tolerances, matching those found on much more expensive automobiles.

16. ROBOTIC BODY WELDING
To achieve high standards of precision, every one of Impala’s 2113 body welds is performed robotically. In addition, all 2413 spot welds are done robotically at GM’s fabrication plants. Robotic installation is also used to assemble large or fragile components.

17. TIRE PRESSURE MONITORING SYSTEM
The system detects when tire pressure is

18. ROBOTIC BODY WELDING
Robotic installation is also used to assemble large or fragile components.

19. ACTIVE FUEL MANAGEMENT
Active Fuel Management. This feature increases fuel economy by shutting down half the engine's cylinders when they're not required.

20. FLEXFUEL E85 ETHANOL
The FlexFuel 3.5L V6 VVT and 3.9L V6 VVT engines can run on gasoline or a blend of up to 85 percent ethanol and 15 percent gasoline. This E85 renewable fuel is made from biomass, helping reduce carbon dioxide emissions, decreasing greenhouse gases and our dependence on petroleum.
OnStar uses advanced communications technology to enhance your safety, security and convenience. OnStar Advisors can provide a wealth of information and perform a variety of diagnostic services. They can also provide assistance in an emergency. No wonder more than 5 million people have become OnStar subscribers and over 15 million calls are made each month on the built-in voice-activated, hands-free system. OnStar and one year of the Safe & Sound Plan are standard on all Impala models.

*OnStar services require vehicle electrical system (including battery), wireless service, and GPS satellite signals to be available and operating for features to function properly. OnStar acts as a link to existing emergency service providers. OnStar Hands-Free Calling requires a Hands-Free enabled vehicle, prepaid minutes or enrollment in a shared minutes plan and existing OnStar service contract. Subscription Service Agreement required.

**Includes three trial months beyond which service fees apply. Available in 10 Canadian provinces and 48 contiguous United States.

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You can personalize your Impala by first choosing the model that best reflects who you are. Then you can go even further with the added style and functionality of GM Accessories. They are the only accessories that are integrated into the process of designing your vehicle, ensuring that they look right and work right on your Impala. And only GM Accessories are backed by the 3-year/36,000 km New Vehicle Limited Warranty. They can also be included in your new-vehicle lease or finance agreement through GMAC. Ask your dealer for a complete list of the GM Accessories available for Impala, or visit gm.ca

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GM Accessories available for Impala include:

- Remote Vehicle Start
- Cargo Organizer
- Moulded Splash Guards
- Rear spoiler
- Accessory Wheels
- Cable – Portable Music Player
- Premium All-weather floor mats.

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ONSTAR XM SATELLITE RADIO

What’s convinced more than seven million people to subscribe to XM Satellite Radio? How about the largest playlist on the planet, with musical genres that span everything from decades to dance, rock to rap and country to classical – broadcasting the most commercial-free music in digital quality sound? Or is it the news, talk, comedy and sports channels – including more than 1,000 NHL games – and all available from coast to coast?® Now with 120 channels to enjoy, XM has revolutionized radio as we know it. And now you can enjoy XM Satellite Radio in your next General Motors vehicle. Ask your dealer for more information.

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SAFETY AND SECURITY

- bodyside, body-colour mouldings
- chrome surround
- fog lights
- remote
- vehicle starter system
- dual muffler, dual outlets with bright tips
- aluminized stainless steel
- block heater
- 5.3L V8 with SFI and Active Fuel Management
- 4-wheel anti-lock braking system (ABS)
- power, 4-wheel disc
- battery with run-down protection
- traction control
- electronic, full-function, engine and brakes
- electronic immobilizer
- OnStar In-Vehicle Communications and Assistance Service
- remote, includes Panic feature
- keyless entry system
- daytime running lights with automatic light control
- headlights
- door locks
- rear doors, child-security
- power, programmable with lock-out protection
- brake/transmission shift interlock
- air bags
- front-wheel drive
- front to rear, side head curtain
- projector beam
- audible/visible content theft alarm
- Includes flip-out feet for rear seat, 18x7" (E)
- pollen filter
- air conditioning
- manual, dual zone
- manual
- tachometer, coolant temperature and fuel gauges (includes exterior temperature and compass display)
- dimming, front and rear courtesy/reading and trunk
- includes flip-and-fold-flat rear seat, 16" x 6.5"

EXTERIOR

- standard
- included with power sunroof.
- included with up-level sound system.
- included with Mirror Package.
- requires Deluxe Driver Information Centre.

SEATS

- cloth bucket seats with 5-passenger seating
- cloth bucket seats with 5-passenger seating, console cover, all-weather floor mats and auxiliary seat covers
- cloth bucket seats with manual tilting/telescoping steering column
- cloth bucket seats with manual tilting/telescoping steering column, front seat covers, all-weather floor mats

SOUND SYSTEMS

- AM/FM stereo with in-dash 6-disc CD changer, MP3 playback and Radio Data System® (RDS)
- AM/FM stereo with in-dash 6-disc CD changer, MP3 playback and Radio Data System® (RDS)
- Bose XM Entertainment Package – includes Bose sound system
- includes flip-and-fold-flat rear seat, 16" x 6.5" all-season (E)

DIMENSIONS

- IMPALA STANDARD & OPTIONAL FEATURES

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A NEW LEVEL OF CONFIDENCE.

It isn’t only the performance, value and safety of the 2008 Impala that will fill you with confidence. Impala is also backed by GM-certified technicians and GM-approved parts, nobody knows your equipment better than those who created it.

TO HELP YOU PURCHASE OR LEASE A NEW VEHICLE:

GM Support Plan of Canada, Inc. may be purchased at the time of your sale or lease, or subsequently during the New Vehicle Limited Warranty period.

- 8-year/130,000 km coverage on catalytic converters and powertrain control modules (PCMs).*
- 5-year/160,000 km 24/7 Roadside Assistance*
- 5-year/160,000 km Courtesy Transportation*
- 5-year/160,000 km Powertrain Limited Warranty, with $0 deductible on repairs and the warranty is fully transferable to the subsequent owner of the vehicle.
- 3-year/60,000 km New Vehicle Limited Warranty*

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OTHER OWNERSHIP PRIVILEGES AND PROGRAMS:

- GM Customer Communication Marketing Centre at 1-800-GM-DRIVE for TDD users (1-800-463-7483)
- The GM Card please call 1-800-461-3279.†
- GMAC SMARTWEAR® – eligible cardholders may be able to redeem up to $3500 on GM Card® Earnings toward the total purchase price or lease down payment on selected vehicles. For more information on GMAC Purchase Financing, visit gmac.ca or call 1-800-616-4622.
- GMAC SMARTLEASE® – a smart alternative to traditional financing ††
- GMAC SMARTWEAR® – worry-free leasing protecting you against unexpected excess wear costs.
- The XM name and related logos are registered trademarks of XM Canada, Canadian Satellite Radio, Inc.
- Bose is a registered trademark of the Bose Corporation.
- OnStar, the OnStar logo and the OnStar button are registered trademarks of the OnStar Corporation.
- Radio Data System (RDS) is a registered trademark of the U.S. National Association of Broadcasters.
- StabiliTrak and Solar-Ray are trademarks of General Motors Corporation and/or General Motors of Canada Limited, its subsidiaries and suppliers and these engines and components may change or be obtained from different sources from time to time.
- Certain engines and components are approved for use in GM vehicles. Certain equipment may be subject to availability at the time of assembly and equipment may differ due to variations in manufacture and equipment. Since some information may have been adapted since the time of printing, exact equipment included may be subject to change. See your dealer for details. GM reserves the right to change equipment and specifications and to discontinue or change the availability of certain parts and accessories at any time. Your dealer is the best source of current information.

EXTERIOR COLOURS

†Available at extra cost.

A WORD ABOUT THIS BROCHURE

Some of the equipment shown or described throughout this brochure may be available at extra cost. We have tried to make this brochure comprehensive and factual. However, mistakes or errors may occur, both in print and in products. General Motors of Canada Limited is not responsible for any mistakes or errors. General Motors of Canada Limited reserves the right to make changes in design and specifications without notice at any time. All such engines and components are approved for use in GM vehicles. Certain equipment may be subject to availability at the time of assembly and equipment may differ due to variations in manufacture and equipment. Since some information may have been adapted since the time of printing, exact equipment included may be subject to change. See your dealer for details. GM reserves the right to change equipment and specifications and to discontinue or change the availability of certain parts and accessories at any time. Your dealer is the best source of current information.

TRADEMARKS

The XM name and related logos are registered trademarks of XM Canada, Canadian Satellite Radio, Inc.

GMAC is a registered trademark of the General Motors Acceptance Corporation of Canada, Limited. SmartLease is a registered trademark and Smartwear is a trademark of GMAC. The OnStar logo and the OnStar button are registered trademarks of the OnStar Corporation. The GM Card please call 1-800-461-3279.†

GMC is a registered trademark of the General Motors Acceptance Corporation of Canada, Limited. SmartLease is a registered trademark and Smartwear is a trademark of GMAC. The OnStar logo and the OnStar button are registered trademarks of the OnStar Corporation.

In Canada, June 2007.
At General Motors, our commitment to environmentally friendly transportation starts right at the top:

“What we do at General Motors profoundly affects the lives of many people. As the world’s largest maker of cars and trucks, we realize our impact extends beyond those who drive our vehicles, who work here and who live in our communities. We also know that our actions today can positively affect the lives of future generations. It’s a huge responsibility, but also a great opportunity. And that’s why corporate responsibility is an integral part of everything we do at GM.

We’re determined to be part of the solution to the environmental issues that we as a global community are facing. To that end, GM is investing billions of dollars in a broad-based advanced technology strategy to help reduce the world’s dependency on oil. This includes everything from biofuels like E85 ethanol, to plug-in hybrids, to electrically driven vehicles powered by advanced batteries and hydrogen fuel cells. We’ve also made steady and significant progress over the past five years to reduce our own energy use, conserve natural resources and decrease greenhouse gas emissions from GM products and facilities.”

Rick Wagoner
Chairman and Chief Executive Officer, General Motors
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