



**For Immediate Release**

## **Chevrolet and Levi's® Hit the Road!**

*Two of America's greatest icons join hands for a cross-industry collaboration*

Singapore, May 19, 2010 –Take a spin with the latest in automobiles – a car that is not only fun to drive, but a good looker to boot. Two American legends have embarked on a cross-industry collaboration, providing the perfect opportunity for both brands to extend beyond their industry verticals to innovate and bring new products and services to consumers, and their brain child “Aveo5/ Levi's® Design Edition” does just that.

The Aveo5, a renowned good-looker from Chevrolet's slew of automobiles, is the icon of reliability, functionality and spirited performance amongst young car enthusiasts, and the collaboration further underlines the Aveo5's aim at the young and fashion-conscious, who undoubtedly place design as the decision criterion when shopping for a car today. In partnership, Levi's®, the global denim authority and first choice of many fashion savvy consumers today, lends its expertise in fashion to the collaboration with an updated fun, sleek and stylish interpretation of the Aveo5 in not one, but two sartorial savvy options – Sports Blue and Super Red, complete with many Levi's®-centric elements. This further enforces both brands' leadership in their respective fields, mainly populated by fashion-forward youths.

“The Aveo5/ Levi's® Design Edition – as the model is known, is aimed at heightening Chevrolet and Levi's® brand awareness and image. More specifically, the Aveo5 is targeted at an audience who is young, fun-loving and mobile, and its design DNA reflects this personality – exciting, fashionable and appealing to the younger generation,” said Mr Albert Pang, Director of Alpine Motors Pte Ltd, the exclusive dealer for Chevrolet cars in Singapore.

Mr Albert Pang added, “This campaign will serve to reinforce the design elements in the Aveo5's makeup. In linking with Levi's®, the leading brand for jeanswear in Singapore, a different and more visual perspective of the Aveo5's design philosophy is highlighted.”

Ms Gina Goh, Levi's® Division Manager, Jay Gee Enterprises (Pte) Ltd concurred, "We are extremely excited to be the fashion partner of choice for Chevrolet in a collaboration where fashion, lifestyle, innovation and technology merge into one. The synergy between these qualities makes for an emerging trend where fashion transcends industries. More importantly, most motorists own a pair of Levi's®. Besides wearing it, why not drive it too? This collaboration is also a first between two of America's leading brands in a cross-industry, co-branding campaign in Singapore."

She added "The Aveo5 makes a statement in its design elements, merging both form and function. Not to mention that it stands out on the road, which is perfect for one who wants to express his or her individuality!"

Besides individualised colour schemes and designs on the exterior, the interiors of the Aveo5/ Levi's® Design Edition have also been upgraded with Levi's® icons. For instance, the Aveo5/ Levi's® Design Edition will come with Levi's® denim and leather seats and denim back pockets, complete with the signature Levi's® red-tab at the sides. The headrests will be embossed with the brand's trademark 'two-horse' logo while mats will be embroidered with the Levi's® button emblem.

In conjunction with the Great Singapore Sale, two units of the Aveo5/ Levi's® Design Edition (one in Sports Blue and the other in Super Red) will be the top lucky draw prizes as part of the Levi's® Hits The Road In Style campaign from 19 May – 31 July 2010.

The Aveo5/ Levi's® Design Editions will be displayed at showrooms and roadshows to allow customers an up-close-and-personal encounter with the special edition Aveo5. Interested parties can purchase these at the price from \$56,999 inclusive of Certificate of Entitlement.

The public can also check out the Aveo5/ Levi's® Design Editions at the following venues:

- The Aveo5/ Levi's® Design Edition roadshow at VivoCity, Central Court B from 20 May – 23 May 2010.
- Chevrolet Centre at 1 Ubi Road 4.

## **About Chevrolet**

Chevrolet is the leading brand in the line up of one of the world's largest automaker – General Motors. In 2009, Chevrolet accounted for 44 percent of GM's global sales and registered a 21 percent increase in sales from the previous year. The success of products such as the new Chevrolet Cruze global compact sedan has played a key role in Chevrolet becoming one of the fastest growing vehicle brands in the world. Various models in the Asia Pacific region include the Spark, Aveo, Epica and Captiva. Its focus on design, style, technological development and affordability offers drivers an optimal driving experience, in line with the brand mantra of 'liberation and adventure'. For more information, check out [www.chevrolet.com.sg](http://www.chevrolet.com.sg).

## **About Levi Strauss & Co.**

Levi Strauss & Co. is one of the world's largest branded apparel companies and the global leader in jeanswear, marketing its products in more than 110 countries worldwide. The company designs and markets jeans, casual wear and related accessories for men, women and children under the Levi's®, Dockers® San Francisco and Signature by Levi Strauss & Co.™ brands. Levi Strauss & Co. reported fiscal 2009 net revenues of \$4.1 billion. The company's Asia Pacific Division was established in 1995 in Singapore. It comprises local subsidiary businesses, licensees and distributors selling its products in 39 countries in Asia Pacific and Southern Africa. For more information, go to <http://levistrauss.com>.

The Levi's® brand epitomizes classic American style and effortless cool. Since their invention by Levi Strauss in 1873, Levi's® jeans have become the most recognizable and imitated clothing in the world, capturing the imagination and loyalty of people for generations. Today, the Levi's® brand portfolio continues to evolve through a relentless pioneering and innovative spirit that is unparalleled in the apparel industry. Our range of leading jeanswear, casual clothing and accessories is available in more than 110 countries, allowing individuals around the world to express their personal style. For more information about the Levi's® brand, its products and stores, please visit <http://levi.com>

## **About Jay Gee Enterprises (Pte) Ltd**

Jay Gee Enterprises (Pte) Ltd, a part of Jay Gee Melwani Group of companies is one of the leading and well known names in fashion and lifestyle retailing with its origins dating back to 1883 and presence across South East Asia. The group's portfolio of brands span across luxury to affordable price segments catering to adults, young and children alike and include brands like Levi's®, Dockers®, Levi Strauss Signature®, Aigner, Giuseppe Zanotti Design, Holland & Barrett, Liz Claiborne New York, New Look, T.M.Lewin, Levi's® Kids, OshKosh B'Gosh, adidas® kids, carter's® and Looney Tunes.

Adeline Goh, Jay Gee Enterprises (Pte) Ltd  
Tel: +65 6848 0527  
Email: [adeline@jaygee.com.sg](mailto:adeline@jaygee.com.sg)

Joon Chyi Huey, General Motors ODC  
Tel: +65 6594 3652  
Email: [chyihuey.joon@gm.com](mailto:chyihuey.joon@gm.com)