



General Motors

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Five Student Teams Named as Finalists in Chevy Super Bowl College Ad Challenge

DETROIT - Chevrolet announced today that they have selected the five finalist student teams in the Chevy Super Bowl College Ad Challenge. The ad concepts that were submitted target the youth market and focus on Aveo, Cobalt, HHR and Equinox, which are well-suited to the younger buyer's lifestyle.

"We received submissions from across the country and greatly appreciate the creative ideas that students shared with us," said Ed Peper, General Manager of Chevrolet. "These submissions represent the ideas that were most creative and that showed the best understanding of the Chevy brand," said Peper.

Chevrolet and ad agency executives reviewed the materials that students submitted during the last few weeks and selected five to progress to the next phase of the competition.

The Chevy 781 team from Savannah College of Art and Design has been selected as one of five finalist teams. The team is comprised of Sean Werhli of Davison, MI and Masahiro Wakabayashi of Savannah, GA.

The five finalist teams will be given an all-expense paid trip to Detroit where they will work with ad agency executives to fine-tune their presentations before they share them with Chevy. After a weekend spent working with the agency executives and experiencing the advertising world, the teams will present their concepts in person to Chevrolet. The winning team will be immersed in the advertising production experience with Chevrolet when their concept is turned into a commercial this winter.

"Chevrolet is America's most beloved automotive brand, and we are looking forward to sharing this ad with the public at the Super Bowl," said Peper. "We want to thank all of the students for participating and for sending us their ad concepts," he said.

The ad challenge was announced in early September and allows college students the chance to compete for an opportunity to participate in the creation of one of Chevrolet's Super Bowl ads as their idea is developed, produced, and then aired during the big game on February 4, 2007.

The web sites listed below provide more information about the contest and opportunities for contestants to interact with one another.

- <http://www.chevycollegead.com/>
- <http://groups.myspace.com/chevycollegead>
- http://intranet.edventurepartners.com/samprograms/chevrolet_sb/default.asp
- <http://www.chevrolet.com/>

Find the Chevy Facebook page for the ad competition by searching for the following terms -Chevy, Super Bowl, College Ad Challenge

About Chevrolet

Chevrolet is America's No. 1-selling automotive brand. With the largest dealer network in the U.S., Chevy is the leader in full-size trucks and in sales of vehicles priced \$35,000 and above. Chevy delivers expressive design, spirited performance and great value with standard features usually found only on more expensive vehicles.

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