

2024 Colorado



EXTERIOR COLORS

Black



Glacier Blue Metallic



Summit White



Nitro Yellow Metallic



EXTERIOR COLORS

Radiant Red Tintcoat



Sand Dune Metallic



Sterling Gray Metallic



Harvest Bronze Metallic



MODELS



WT

- 2.7L Turbo engine (237 horsepower and 260 lb.-ft. of torque)
- 17-inch wheels with all-season tires
- Chevy Safety Assist*
- 11.3-inch diagonal center touch-screen with Google built-in*
- 11-inch diagonal digital Driver Information Center



LT

- 2.7L Turbo engine (237 horsepower and 260 lb.-ft. of torque)
- 17-inch wheels with all-season tires
- Body-color front fascia, door handles and rear bumper
- Jet Black interior with Bright Silver accents
- Keyless Open and Start



Trail Boss

- 2.7L TurboMax engine (310 horsepower and 430 lb.-ft. of torque)
- 18-inch wheels with all-terrain tires
- 2-inch factory-installed lift
- Four selectable drive modes and off-road performance display
- 2-speed auto transfer case and transfer case shield



Z71

- 2.7L TurboMax engine (310 horsepower and 430 lb.-ft. of torque)
- 18-inch wheels with all-terrain tires
- Jet Black interior with Adrenaline Red accents
- Four selectable drive modes and off-road performance display
- LED headlamps, taillamps and fog lamps



ZR2

- 2.7L TurboMax engine (310 horsepower and 430 lb.-ft. of torque)
- 17-inch wheels with 33-inch OD MT tires
- 3-inch factory-installed lift with high-performance suspension
- Segment-exclusive Multimatic DSSVTM dampers*
- Five selectable drive modes and off-road performance display
- 11.3-inch diagonal center touch-screen and 11-inch diagonal digital Driver Information Center

EDMUNDS TOP RATED TRUCK.



It didn't win for one thing. It won for everything.

In a field that included every midsize, full-size and heavy-duty truck on the market, the 2024 Colorado stood above the rest to take home the crown as the 2024 Edmunds Top Rated Truck. Its capability shone through in the criteria that matter most to customers – driving dynamics, tech, comfort, value and more – and its innovative storage solutions helped secure the win. Regardless of size, weight or classification, it's the truck other trucks can only look up to.

The midsize truck market has been blessed with a host of new contenders in the past year, but none have stood out more than the Chevrolet Colorado. - EDMUNDS



PERFORMANCE



The tough get going

The 2024 Colorado is powerful and performance-ready thanks to its aggressive off-road capability and durability, plus an available TurboMax™ engine paired with the enhanced 8-speed transmission. And because we know you're going to do a lot of highway driving getting to your destinations, we made sure on-road comfort is never compromised.

Available TurboMax™ engine

Enhanced 8-speed transmission

430 lb.-ft. of max torque

ZR2 BISON

Performance tested, racer approved

The All-New 2024 Colorado ZR2 Bison — created in collaboration with American Expedition Vehicles (AEV) — holds the best-in-class record in multiple categories, including ground clearance, breakover angle and underbody protection. It also features new front and rear jounce control dampers that were performance tested on desert racer Chad Hall's Colorado ZR2 during the Best in the Desert series, taking ZR2 to the next level as the most off-road capable midsize truck.



35-inch OD MT tires

Largest tires in their class.



12.2-inch ground clearance

Best in-class.



5 boron steel skid plates

Best-in-class underbody protection.

All-new 2024 Colorado ZR2 Bison features

- Heavy-duty AEV front and rear bumpers
- AEV 17-inch beadlock-capable wheels
- 35-inch OD MT tires, the largest tires in their class
- Bed-mounted spare tire carrier
- Unique wheel arch flares
- Segment-first* front and rear jounce control dampers
- Best-in-class* underbody protection with 5 Boron steel skid plates
- AEV-branded floor liners and head restraints
- Bison badging
- 4.5-inch factory-installed lift and wider chassis

DRIVE MODES

Be in the mode

When Colorado is properly equipped, experience up to five drive modes to help optimize your truck's performance and adjust to challenging road conditions with the simple turn of a dial.

- Off-Road: Offers more traction on loose surfaces like grass, mud, gravel or deep snow.
- Terrain: Perfect for tackling steep hills or crawling over obstacles. Can also automatically apply the brakes for enhanced climbing control.
- Baja: Exclusive to ZR2, this mode optimizes power delivery, stability and traction control when driving over sandy terrain.
- Tow/Haul: Optimizes performance when towing or hauling a heavy load.
- Normal: The default mode that optimizes performance for your everyday drive.

DESIGN



Rugged good looks

This eye-catching truck is both stylish and practical. Designed with available best-in-class cargo tie-downs and tailgate functionality, plus unsurpassed max towing capacity, the 2024 Colorado offers more of what you need to work hard, so you can do more of what you love — play hard.

TAILGATE

All-in-one convenience

Flexible design and convenience features like an available built-in bed power outlet and cargo bed lighting make it easy to see why Colorado offers best-in-class bed and tailgate functionality that's designed for how you actually use your truck in the real world.



StowFlex Tailgate

An available first-in-class StowFlex Tailgate gives you a lockable storage compartment built into the tailgate that's perfect for stowing tools or emergency equipment, and even includes a drain so it can be used as a cooler.

Tie-downs

Colorado comes with 8 standard fixed tie-downs and offers a best-in-class 17 available tie-downs to help you keep your gear secure.

Mid-Position Tailgate

Helps you transport longer items and is capable of supporting up to 500 lbs.



TECHNOLOGY

Go off-road, but stay on the grid

Colorado puts the tech features you want within easy reach, like a segment-first fully digital 11-inch diagonal Driver Information Center, Google built-in, an available Trailering App and innovative camera technology — including segment-first available underbody cameras that offer a real-time forward- and rear-facing view beneath the truck. Colorado provides confident connections and real-world convenience for any adventure.

10 available camera views

11.3-inch diagonal center touch-screen

Available wireless charging

SAFETY

Adventure-seeking safety

The 2024 Colorado comes with standard Chevy Safety Assist, a package of six advanced safety and driver assistance features that help you approach every adventure with care.



Forward Collision Alert and Automatic Emergency Braking



Front Pedestrian Braking



Lane Keep Assist with Lane Departure Warning



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