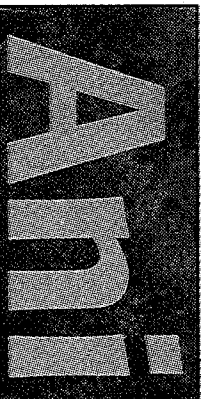


ADVERTISING FEATURE

A Whole New



Enter the world of the 2006 Chevy Impala and you'll discover a "Whole New Animal."

"It's been redesigned from the ground up," says General Sales Manager Dwight Kurtz of the local dealership, Murray Chevrolet Oldsmobile Cadillac Sales. "A new engine, new technology, new fit and finish design, new safety features and most definitely a new more luxurious feel and look."

A redesigned V-6 Engine on the LS, LT and LTZ Models means one thing for the consumer; more standard power than ever before. And for the first time ever the 2006 Impala SS is being rolled out with a 303 Horsepower V-8 Engine bringing back the "Muscle" in the car that defined the standard of "Muscle Cars" back in the 60's. "Turn it on and you can hear it rumble," says Murray Chev Cadillac salesman Dan Frost "You can feel the power with the simple turn of the key."

Ray Ruff, local owner of one of those Muscle Cars from the 60's, a 1967 Chevy Impala SS 396 knows the Impala. A journeyman mechanic and retired automotive instructor for the college, he has spent 40 years working on cars in Medicine Hat, and none so close to his heart as the Impala. In 2004 when Chevy brought back the SS Model, he purchased one as a trip down memory lane. A trip he revisits once again with the 2006

model.

"It's a whole new car," he says "But with the details of old." Including the traditional "round" taillights, the strict attention to details in the lines of the body and the huge braking power. Noting that this year's 18 inch wheels on the SS Model house "huge brakes", perfect for slowing the power of a huge engine.

The new V-8 Engine shouldn't worry those who are fuel conscious in today's ever-rising gas prices. With Displacement on Demand (DOD) technology fuel usage is regulated between eight-cylinder and four-cylinder operation - providing up to 8 percent improved fuel economy in certain driving conditions.

That isn't the only financial appeal of the Impala. With a wide range of Models to choose from the Impala appeals to everyone's budget ranging in price from \$25,000 to \$40,000. And with the stylish and technological advances that it houses it appeals to an even wider audience than ever before.

Standard with all Models is OnStar, one of the numerous safety features that helped the Impala garner a 5-Star Safety rating.

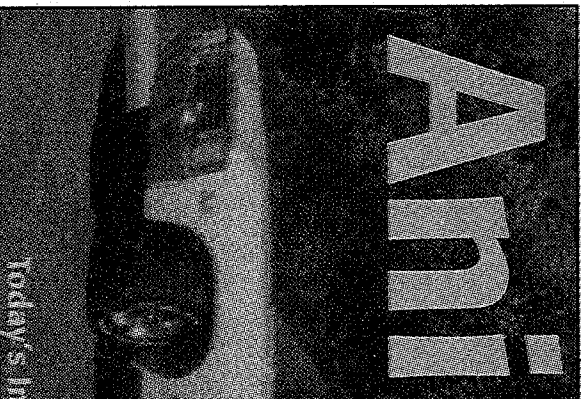
A factory-installed safety and security system, keeps you "protected and

connected" on the road with the push of a little blue button. Once pushed, that little blue button connects you to a Satellite Communications System, that can either connect you with a live, specially trained staff that can help with more than just road side assistance.

"Anyone with a family, should consider this to be a necessity," says Dan. "Not only is it a direct link to the outside world should you be in an accident and unable to call for help yourself, but it also monitors and offers diagnostics of any engine lights that appear. Letting you know if you can continue to drive the car, or if you should seek help immediately."

In addition, the OnStar system can be used as a hands-free phone with ten times the power of a regular cell phone, and due to it's connection to the OnStar Satellite System, it's a cell phone that never goes out of range. Even in the most remote locations.

The safety features of the 2006 Impala are not limited just to the peace of mind that OnStar gives. In addition, 2006 brings to consumers a host of standard safety and crash-avoidance features.



Standard front and side curtain protect the safety of both the outboard passengers, including children if they are placed in the rear seat. A sensor in the seat ensures that the airbag does not exceed 35 kg. A fit and lighted dashboard.

The engine redesigns occurred with safety in mind. The engine is held in place by bars that will break on severe impact, dropping or "submerging" the engine to the ground to prevent being pushed forward into the driver and passenger.

Adjustable safety belts, third headrest on the back and many more safety features prove Chevrolet's dedication to protecting their consumers. "Peace of mind, knowing you and prepare for comes down to The Safety"

