



Aveo5 Livin' Large College Cab Fact Sheet 1





About the Chevy Aveo5 Livin' Large College Cab

The Chevy Aveo5 Livin' Large College Cab is heading to six university campuses this fall! Students can hail a free ride in the decked out Aveo5 and be filmed via the interior "Cab Cam!" In addition to having their video posted online at www.AveoLivinLarge.com, they'll have a chance to win a brand new Aveo5 of their very own. Details follow!

- The Chevy Aveo5 College Cab is all about living large.
- Students on the campuses of each of the universities the Chevy Aveo5 College Cab will be visiting this fall need only hail the unoccupied Aveo5 College Cab when they spot it on campus to hitch a free ride.
- While en route to their destination, the Aveo5 College Cab passengers will knowingly be filmed via the interior "Cab Cam."
- Each video will be posted to the students' corresponding video gallery at www.AveoLivinLarge.com the day after it's filmed.
- Students in each video have one week from the date and time their video is posted to get as many people as possible to view their video. Once that week is up, their view counter will be frozen. This enables all students from a university to have an equal time period to secure views on their video regardless of when in the week they took their ride.
- The student(s) in the video with the most views from their school will see their video go on to compete against the most viewed video from the other five schools.
- During five final days of competition (from Nov. 10-14, 2008), these videos will compete for votes (not views)! The voting feature allows you to give your vote only to the video or videos that you like best.



- The student(s) in the video with the most views at the end of those five days will win a brand new Chevy Aveo5 of their very own!
- The Chevy Aveo5 College Cab will visit the following schools according to the schedule below:
 - University of Maryland, College Park: Monday, Sept. 29-Sunday, Oct. 5
 - San Jose State University: Monday, Sept. 29-Sunday, Oct. 5
 - University of South Florida: Monday, Oct. 13-Sunday, Oct. 19
 - University of Oregon: Monday, Oct. 13-Sunday, Oct. 19
 - University of Houston: Monday, Oct. 27-Sunday, Nov. 2
 - University of Washington: Monday, Oct. 27-Sunday, Nov. 2
- Students can help secure more views on their video by embedding it directly onto their Facebook or MySpace page and their personal blog or Web site. They can also click the "Send to a Friend" link to pass it along to everyone they know. Students may also choose to update their Facebook and Twitter status with their video's unique URL, and they can also print a flyer from their video's page on www.AveoLivinLarge.com. This flyer will contain their video's unique URL and can be posted around campus. And of course, they'll want to tell everyone they know to check out their video!
- Viewers of each video also have a chance to win a prize. At the end of each video they watch, site visitors will have a chance to enter to win one of six Chevy iPods to be awarded at the end of the promotion.
- Our Chevy Aveo5 College Cab drivers, Chris and Nate, are to sure have interesting stories and observations from their time on the road. They will chronicle their experience via blog throughout their time on campus!
- For more information, check out the program Rules and our FAQs.



Media Contacts

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