



ACCESSORIES

ALL-NEW 2020 CHEVROLET SILVERADO HD

ADI Launch Kit



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April 2019

MARKETING TIMING



ACCESSORIES

2019

April	May	June	July
Launch Kit Available	Sell Sheets Available	Associated Accessories Sell Sheets Available	End of July —Commercial Accessories Photoshoot
B2B Live	Solutions Summit	Updated Tonneau Cover Interactive PDF Available	
		SORP	
		B2C ADS turned on	
		BYO turned on	

PORTFOLIO HIGHLIGHTS: ASSIST STEPS



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4-Inch Round Assist Step in Chrome (VXJ)



4-Inch Round Assist Step in Black (RVS)



6-Inch Rectangular Assist Step in Chrome (VXH)



6-Inch Rectangular Assist Step in Black (RVQ)



Work Step (VQO)



Sport Step (S6L)

PORTFOLIO HIGHLIGHTS: TONNEAU COVERS



ACCESSORIES



Hard Tri-Fold Tonneau Cover (VOZ)¹



Soft Roll-Up Tonneau Cover (VPB)¹



Soft Folding Tonneau Cover (63B)¹

¹ Not available for all bed lengths

PORTFOLIO HIGHLIGHTS: INTERIOR



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Z71 Front Floor Liner (AAK)



Rear Floor Liner (AAK)



Floor Mats (VAV)



Illuminated Door Sill Plate (S0M)



Lockable Underseat Storage (VBJ)



Console Vault (S10)

PORTFOLIO HIGHLIGHTS: EXTERIOR



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Alt. Finish Grille in Black (SJB)



Hood Induction (S0D)



Wheelhouse Liner (S41)



Tailgate Lettering Decal (SB7)



Trim Badging (RIK)



Chrome Tow Hooks (VQY)

PORTFOLIO HIGHLIGHTS: WHEEL OFFERINGS



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20-Inch Wheel in Chrome (SHL)



20-Inch Wheel in Gloss Black (SHH)



Complete RPO Code Guide

PLANNED ACCESSORIES PORTFOLIO



ACCESSORIES

Assist Steps

Description	RPO	Notes
Work Step	VQO	
6-Inch Rectangular in Black	RVQ	
6-Inch Rectangular in Chrome	VXH	
4-Inch Round in Black	RVS	
4-Inch Round Chrome	VXJ	
Sports Step	S6L	

Tonneau Covers¹

Description	RPO	Notes
Hard Tri-Fold	VOZ	
Soft Folding	63B	
Soft Roll Up	VPB	
Soft/Hard Rolling		Associated Accessories
Quad/Hard Folding		Associated Accessories
Retractable - Powered		Associated Accessories
Retractable - Manual		Associated Accessories

¹ Some tonneau covers may not be available for all bed lengths.

Electrical

Description	RPO	Notes
Bluetooth® Headphones/Earbuds		Associated Accessories
Bullfrog® Speakers		Associated Accessories
Subwoofer		Associated Accessories
Full-Vehicle Speaker System		Associated Accessories
Headphones for RSI	S1V	
Rear-Seat Entertainment	SR3	
Universal Tablet Holder with Integrated Power	SIL	
Charge Cords		Associated Accessories
Illuminated Bowtie Black	SFZ	
Jump Starter		Associated Accessories
Keyless Entry	RDI	
Universal Garage Door Opener	5LE	
Lamps Cargo Area	S0Y	
Radio Kit Navigation	S54	
Air Compressor		Associated Accessories
Remote Start Kit	S6P	
Trickle Charger		Associated Accessories
Tailgate LED Light Blade		Associated Accessories

Interior

Description	RPO	Notes
Floor Liner	RIA	
Floor Liners Z71®	AAK	
Floor Mats All-Weather	VAV	
Floor Mats Carpet Replacement	RWS	
Floor Console Insert	S0P	
Console Vault	S1O	
Front Console Organizer	VKW	
Pet-Friendly Seat Covers		Associated Accessories
Lockable Underseat Storage	VBJ	
Underseat Storage		Associated Accessories
Sill Plate Silverado	VST	
Illuminated Door Sill Plate	S0M	
Window Shade	SFJ	

PLANNED ACCESSORIES PORTFOLIO



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Exterior

Description	RPO	Notes
Bed Cargo Net		Associated Accessories
Cargo Net Divider		Associated Accessories
Bed Cross Rails	SIE	
Bed Extender		Associated Accessories
Bed Liner	VZX	
Bed Mat	VBR	
Bed Slide		Associated Accessories
Bowtie Black	SFZ	
Cargo Net	W2D	
Convenience Net	RXQ	
4X4 Decal	SB9	
Tailgate Decal	SB7	
Black Nameplates	RIK	
Chrome Door Handles	VKY	
Tailgate Handle Chrome	SCZ	

Description	RPO	Notes
Alt. Finish Grille in Black	SJB	
Splash Guards Molded	VQK	
Mud Flaps		Associated Accessories
Grille Cover	W0F	
Hood Protectors		Associated Accessories
Hood Induction Surround	S0D	
License Plate Frames		Associated Accessories
Wheelhouse Liner	S41	
Locker Rails		Associated Accessories
Chrome Mirror Caps	VKU	
Bedside Storage Box	RW9	
Bed Storage System		Associated Accessories
Side Window Deflectors		Associated Accessories
Tailgate Pad		Associated Accessories

Description	RPO	Notes
Sport / Ground Tent		Associated Accessories
Toolboxes		Associated Accessories
Tailgate Gap Cover	W09	
Hitch/Bed Carriers		Associated Accessories
Tie-Down Rings	5VI	
Recovery Hook Chrome	VQY	
Recovery Hooks Red	ULK	
GearOn Ladder Rack	SL7	
Above Bed Tiered Storage	VMK	
Utility Rack/Ladder Rack		Associated Accessories
Headache Rack		Associated Accessories

PLANNED ACCESSORIES PORTFOLIO



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Wheels

Description	RPO	Notes
20-Inch Aluminum Wheel in Gloss Black	SHH	
20-Inch Aluminum Wheel in Chrome	SHL	

Wheel Hardware

Description	RPO	Notes
Black Lug Nuts	SPY	
Black Wheel Locks	SPZ	
Bright Lug Nuts	S47	
Bright Wheel Locks	SFE	
Center Cap Chrome	VW9	
Center Cap Black	RXJ	
Tire Pressure Monitor	SD5	
Tires	REM	

Trailerling

Description	RPO	Notes
Adapter Trailer Harness	RVG	
Brake Controller		Associated Accessories
Camera Package	TRO	
Trailerling Products		Associated Accessories
Fifth-Wheel Hitch		Associated Accessories
Receiver Cover	S6N	
Trailer Hitch Removable	SDE	
Trailer TPM	SUR	
Trailerling Camera – Front-Facing/Sideview Mirror and Trailer		Associated Accessories
Gooseneck Hitch Package	SNO	
Gooseneck Hitch		Associated Accessories
DashCam		Associated Accessories

Safety/Universal

Description	RPO	Notes
First Aid Kit	RYT	
Highway Safety Kit	S08	
Reflective Safety Triangle	SDI	

Performance

Description	RPO	Notes
Exhaust Tip	VQZ	

Vehicle Care

Description	RPO	Notes
Car Care Accessories		Associated Accessories
Personal Tool Kit		Associated Accessories

CHEVROLET EXCLUSIVE ACCESSORIES



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Description	RPO
Alt Finish Nameplates	RIK
4x4 Decal	SB9
Tailgate Lettering Decal	SB7
Interior Door Sill Plate	S0M

LPO PACKAGES



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LPO Code	Description	Trim Restrictions
PDH	Interior Convenience Package: Includes (S0P), (VBJ), and (RIA)	Not available on WT, LTZ, or High Country
PDB	Dark Essentials Package: Includes SFZ, RIK, SB7	Not available on Custom
PEB	Gooseneck Trailering and Storage Package: Includes (SNO) and (RW9)	Available on all trims

SINGLE-LINE LPOs



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LPO Code	Description
VQZ	Exhaust Tip
AAK	Floor Liners, Performance
RIA	Floor Liners, Contoured
RVQ	Assist Steps, Black Rectangular
RVS	Assist Steps, Black Round
S6L	Sport Step
VXJ	Assist Step, Chrome Round
VQO	Work Step
VQY	Tow Hooks, Chrome
SFZ	Bowtie Kit, Black
VOZ	Hard Folding Tonneau
VQK	Molded Splash Guards
S41	Wheelhouse Liners

CURRENT-GEN SILVERADO HD PENETRATION RATES



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LPO Pen Rates

RPO	Description	Pen Rate
VXH	8-Inch Rectangular in Chrome Assist Step	64%
VXJ	4-Inch Round Chrome Assist Step	12%
RVS	4-Inch Round in Black Assist Step	12%
RIA	Floor Liners	28%
VQY	Tow Hooks in Chrome	22%
SNO	Trailer Hitch Package	10%
VBJ	Lockable Underseat Storage	13%
SFZ	Bowtie in Black	18%
VQK	Splash Guards	15%
VAV	Floor Mats	9%
R88	Illuminated Bowtie Emblem	3%
SFE	Wheel Locks	11%
SOP	Center Console Insert	5%
RN2	Illuminated Emblem	1%
VZX	Bedliner	1%

ACO Pen Rates

Category	Pen Rate
Assist Steps	28%
Tonneau Covers	5%
Gooseneck	9%
Floor Liners	34%
Splash Guards	44%
Fifth Wheel	1%
Cargo Organizer	8%
Deflectors	12%
Remote Start	5%
Bed Protection	7%
Bed Utility	4%
Exterior Emblems	4%
Cameras	1%
Tool Box	2%
Wheels	1%
Interior Protection	3%
Wheel Security	7%
Floor Mats	5%

Source: Caviar. Sales data from April 2018 through March 2019. LPO Penetration rates based on new retail vehicle deliveries. ACO Penetration Rates based on ACO unit sales divided by new retail vehicle deliveries.