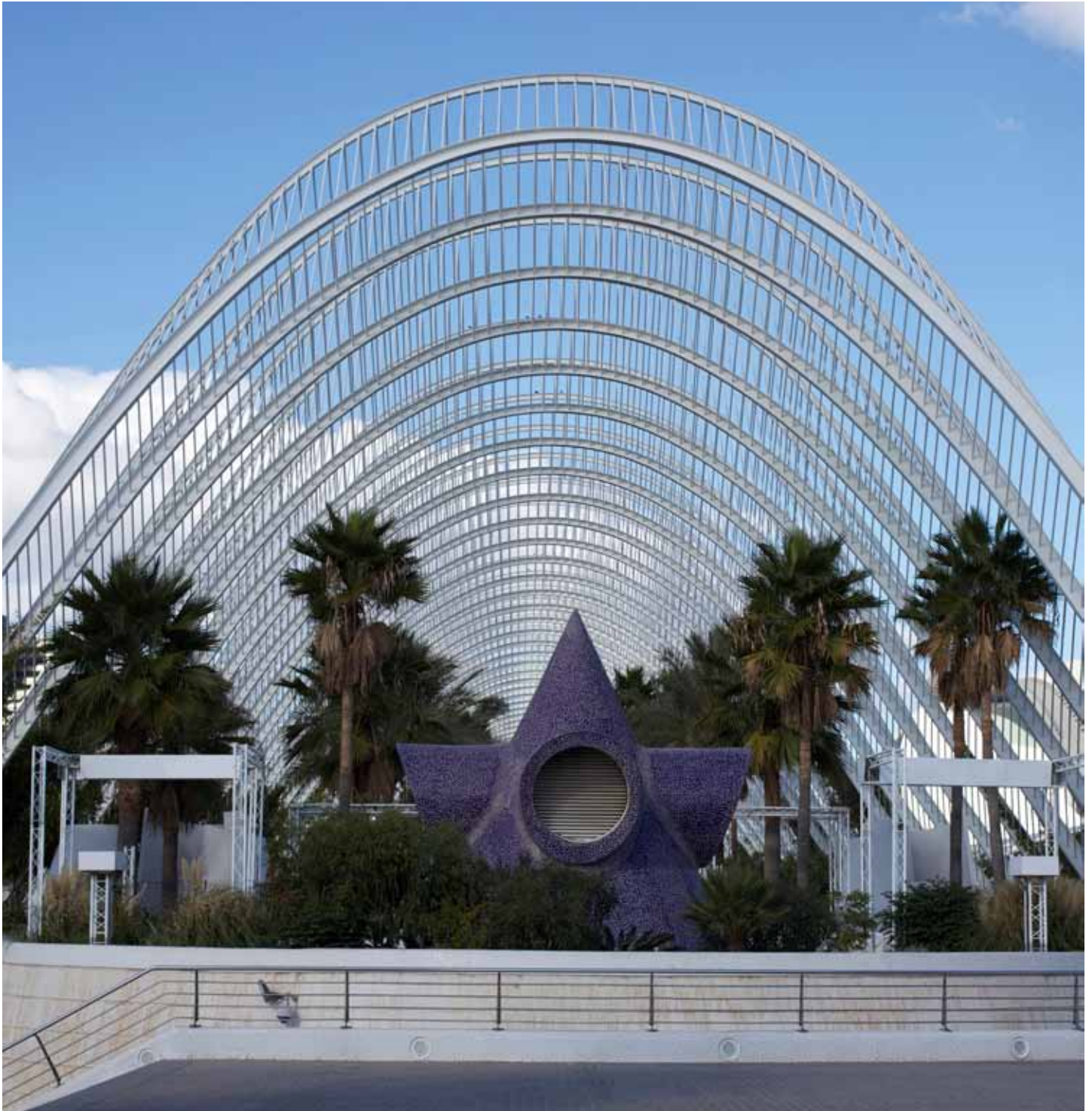




UPGRADE *flash*



VACATION IN VALENCIA

ONE OF A KIND UNDENIABLY VALENCIAN

Valencianos might bristle at the number, but the city makes good on at least five claims to fame.

07



A CITY BREAK XÀTIVA

If a seaside promenade doesn't cure your urban overload, a jaunt into the fertile province of Valencia should help.



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EDITORIAL

WELCOME TO VALENCIA



We are delighted to be hosting you in Valencia, a city you've already heard of if you follow football, yachting or Formula One. But Spain's third-largest city is so much more!

This mix of sea, sun and culture may make you feel like you're going on vacation, and that's exactly the point. Valencia is the ideal spot to recharge your batteries and enjoy the brand new Chevrolet Orlando, a family van that was named after one of the most popular vacations spots in the world.

As you'll soon find out, the Chevrolet Orlando is the perfect car to take on vacation – spacious enough for your travel buddies and gear, smartly designed so everyone can see the sights, and technically equipped for your favorite road tunes. Because it's a Chevrolet, the Orlando offers great value and bold design. We like to say that it's packed with attitude and functionality – right in line with what 21st-century families need.

Your "vacation" will take you from the cultural treasures of the old quarter to the futuristic City of Arts and Sciences, the sparkling sea and port, and the historical town of Xàtiva. Keep reading this issue of **UPGRADEflash** to find out more about what makes Valencia so special, especially at this festive time of year.

Wishing you an enjoyable stay in Valencia with the Chevrolet team,

Wayne Brannon

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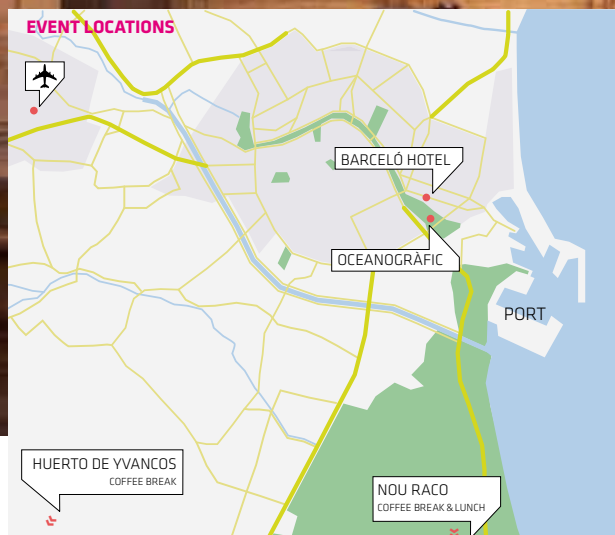
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VALENCIA



URBAN TREASURE

THE VIBRANT CITY OF VALENCIA

Say you're thinking of heading to Spain for a getaway – for bit of sunshine, some tapas washed down with a local libation, and a splash of culture to appease the conscience. What comes to mind? Probably not Valencia, but maybe that's because it delivers so much more. Spain's third-largest city promises 300 sunny days per year, outdoor cafés and enough captivating history to justify the visit. And Valencia is crackling with a spirit and cultural richness that defy expectations.

Valencia may have been founded as a Roman retirement community in 138 BC (perhaps sealing Spain's fate as a magnet for European pensioners), but the city chose its own course. It's true that Valencia has more or less stuck to Spanish tradition by changing hands between the usual suspects: after the Romans, the Visigoths passed through, the Moors got comfortable (El Cid's brief intrusion notwithstanding) and then the Christians prevailed. By the 15th century, autonomous Valencia, with its diverse, talented population, thrived as one of the Mediterranean's most robust centers of trade. Yet, strife and darkness were to come, and the city was often on the wrong side of history, despite periods of industrial growth (notably of silk, in the 19th century). It was only in the 1950's, after Valencia had been squeezed as capital of the Republic during the Civil War, that the city began to recover economically.

Confidence was further restored in 1982, when the Valencian region reclaimed its autonomy. Aided by the reestablishment of the Valencian language and a steady sense of purpose, Valencia has again come into its own. As for its image among outsiders, the city is now on the map as the home of the recent America's Cup yachting races, the Formula One European Grand Prix, a celebrated football club and, most visibly, the stunning City of Arts and Sciences. Without a doubt, this buzzing metropolis is jam-packed with art, commerce and then some, even during the economic downturn.

As for the people, *Valencianos* have a reputation of being convivial, dynamic and fun-loving. In their easy-going way, *Valencianos* prove that despite the sprawl – not to mention the sights, seasonal festivities and oranges that may lure visitors – Valencia offers what other travel destinations don't always manage: soul.



Dome of the Central Market

ORLANDO IS MORE THAN MICKEY MOUSE

If you think it's hard to pinpoint the magic of Valencia, try Orlando, Florida. While the city was founded in 1885, some say it was truly born when Walt Disney World opened in 1971. Since then, families have been flocking there for clean, family fun – but as that definition has evolved, so have Orlando's options. Ten gigantic theme parks, nearly five million square meters of shopping space and 176 golf courses are just the start, to say nothing of the 150+ international companies which call Orlando home.

BEYOND SIGHTSEEING



Calatrava's City of Arts and Sciences

THREE VALENCIAN SITES TO EXPERIENCE

Like any self-respecting old Spanish city, Valencia boasts of a high number of architectural gems. Every church, tower and square – every façade, gargoyle and mosaic – harkens back to the past. A stroll through the city center is a three-dimensional tour of major architectural styles, from Romanesque and Gothic to Baroque and *modernista* (art nouveau).

Normally, cities that are outdoor museums can bring on existential angst: when you're milling around spiraling Gothic towers, impassioned rococo carvings and other testaments to the creativity and perseverance of the human spirit, where do *you* fit in? The cure is to take a deep breath and do like the *Valencianos*, who are used to zipping around between centuries when the light turns green. Valencia is a living city, and the following spots may help to explain why.

LARGER-THAN-LIFE

On paper, Santiago Calatrava's **City of Arts and Sciences** is implausible: a futuristic six-monument complex inspired by nature. A gargantuan eye? That would be the Hemisfèric, housing a planetarium and IMAX cinema. A massive skeleton? The Museo de las Ciencias Príncipe Felipe is a hands-on science museum. The Palau de les Arts Reina Sofia opera house, Oceanogràfic marine park, Àgora (in progress) and L'Umbracle garden and walkway complete the peaks, curves and glistening reflections of tile and water in this city within a city, which was conceived as a millennium project. Perhaps because world-famous architect and structural engineer Calatrava hails from Valencia, he understood how to go about reinvigorating the city's dilapidated outskirts. Calatrava's abundant use of water not only replenishes the arid interior, but mirrors the outlandish structures for a dreamy effect. The City of Arts and Sciences is one of Calatrava's most famous achievements and

Valencia's most incongruous attractions. (NB: Most of the Oceanogràfic, Europe's largest aquarium, was designed by late Spanish architect Félix Candela.) Be sure to explore the merry and creative offerings marking the holiday season.

DOWN-TO-EARTH

In contrast to the impossible scale of the City of Arts and Sciences, the **Barrio del Carmen** spans the northern part of the old quarter. Sandwiched between the old Turia riverbed and Mercado Central, "La Carmé" is more bustling Arab medina than European hamlet. This means narrow streets, hole-in-the-wall restaurants, and a blend of graffiti and greenery bursting from stone. While the forbidding Torres de Seranos and Torres de Quart may ground you on paper, it is easy enough to lose yourself inside the Barrio. The district alternates between hushed decay and the hum of renewal, especially once the sun sets, with art galleries and

cafés filling the void. La Carmé also borders one of Spain's most visited museums, the Instituto Valenciano de Arte Moderno (IVAM).

HALLOWED-YET-HUMAN

Not far from the Barrio, the **Plaza de la Virgen** and **Plaza de la Reina** fulfill both spiritual and social needs. Of all of the clanging churches dotting the old quarter, the 13th-century Cathedral of Valencia (Le Seu) draws the most crowds. Yes, the cathedral features four major architectural styles with splendor, and yes, the bell tower marks the sky. What keeps on calling people to Le Seu, however, goes beyond vaults and chapels. For one, the cathedral is still the venue of one of Europe's oldest legal institutions: every Thursday at noon, the millennium-young, black-robed Tribunal de las Aguas gathers outside the cathedral's Puerta de los Apóstoles to settle local farmers' water-related grievances. Another crowd-magnet is the Holy Grail – one of the chalices purportedly used by Christ during the Last Supper – which is housed inside the cathedral's Sala Capitular. The original Goya paintings adorning the Capilla de San Francisco also pull in visitors, as do the surrounding cafés and street performers. Arguably, the religious core of the city dazzles most around the holidays, when elaborate decorations and nativity scenes (nacimientos/belenes), including a life-size one at the nearby bustling Plaza del Ayuntamiento, are on view.



Barrio del Carmen

ORLANDO UPS THE ANTE

Somewhere along the way, certain people decided that roller coasters, pyrotechnics and acrobatics weren't enough for a good time. Happily, Orlando obliged and now offers a host of thrilling experiences for choosy pleasure-seekers. If you are aching to know what it feels like to skydive, grace the stage of a nationally-broadcast talent show or take a 270 kph-spin in a race car, you can find out in Orlando.



Old historic center



Coffee bar in the heart of town

ONE OF A KIND



Landmark food market "Mercado Central"



The famous Valencian oranges



Horchata, the traditional drink made of tiger nuts



Horchateria de Santa Catalina

UNDENIABLY VALENCIAN

Valencianos might bristle at the modest number, but the city makes good on at least five claims to fame:

1. MOST RAUCOUS FIESTA

While Las Fallas may be as popular as the Pamplona bull run or Seville Holy Week, the fiesta is rumored to surpass both in sheer output of light and sound. Every March, the Fallas honors St. Joseph with parades, fireworks and other combustible forms of merrymaking. The reveling peaks around the Plaza del Ayuntamiento with the Night of Fire, when revelers torch the painstakingly-created, 20-30 foot (6-9m) humanoid figures (*fallas*) that have been parading through the streets all week. The most elaborate of these creations—which tend to satirize politicians, celebrities and local personalities—has been reported to cost €900,000 to make. According to pundits, the festival breaks all sorts of national fiesta records and sound barriers.

2. EUROPE'S LARGEST FOOD MARKET

The Mercado Central is an imposing 1928 modernist structure that houses around one thousand food stalls. With its overhead girders and intricate tile work, the food market billed as the biggest in Europe is an experience. If you're not impressed by the mounds of fresh produce, hanging *jamóns* or every edible undersea creature, consider the seasonal specialties of almonds, chestnuts and/or marzipan, or just go for the *turrón* and *polvorones*. On Sunday the food stalls are closed, but another monument to commerce is just up the road. The UNESCO-listed La Lonja, the former silk exchange, features one of the continent's most exquisite Gothic interiors and city's most soothing

spaces—but a few steps away from the crowded, noisy street.

3. VALENCIANO AS A SECOND LANGUAGE

Valenciano was formally reestablished in the early 80's as proof of the region's reclaimed legal and cultural autonomy. While *Valenciano* may be taught in schools and heard over the airwaves, *Valencianos* speak Spanish perfectly.

4. BIRTHPLACE OF PAELLA

What some dub as Spain's national dish actually hails from Valencia, even though purists say the best paella is now found outside the city. The original *Paella Valenciana*, contrary to popular belief, includes not shellfish but chicken, rabbit, beans, snails, artichokes and saffron. Locals recommend the beach area for paella, which is traditionally served for lunch direct from the pan.

5. HOME OF HORCHATA

This drink of tiger nuts, water and sugar is sometimes served slightly frozen and always with a *fartones* pastry for dunking. The name of the concoction (also seen as *Orxata*) may date from the 13th century, when James of Aragon reigned, but the origins are likely Moorish. The oldest *Horchateria* can be found in the Plaza de la Reina. If it all sounds too wholesome, consider one of the renowned local wines or the *Agua de Valencia*, a cocktail made of orange juice, cava and vodka.

ORLANDO REALLY DOES SERVE UP THE WORLD'S BIGGEST SMILE

Not satisfied with its promise to put smiles on the faces of its 47 or so million annual visitors, Orlando recently set a Guinness World Record as the home of the largest smiley face. On the last World Smile Day on October 1st, 1,500 people gathered for charity and created a smiley face measuring 50 feet (over 15m) in diameter.

300 DAYS AND COUNTING



ENJOYING VALENCIA OUTDOORS

In a city of such history and culture, it's easy to romanticize the personal enrichment and cultivation that will undoubtedly await you at every corner. It's also easy to forget just how sublime all of this enrichment and cultivation *feel* under the Spanish sun. With an annual average of 300 sunny days, Valencia can be savored outdoors. The city enthusiastically makes up for the other 65, especially when the Christmas season takes hold.

THE PORT

Valencia may be Spain's third largest commercial port and a popular ferry launch to the Balearic Islands, but it's the refurbished inner harbor that deserves attention. Since the area was developed for the America's Cup yachting races in 2007 (and 2010), weekend nights for *Valencianos* have never been the same. The original and ornate Port de Valencia building and clock tower still stand – yet the restaurants and bars around the *Veles e Vents* America's Cup building, designed for the Cup by UK architect David Chipperfield, is where much of the action is. The port is also home to the century-old *Feria de Navidad*, which begins this year on November 28th. The Christmas fair aims to enchant visitors with festive displays and activities, as well as a Ferris wheel and 1 km-long roller coaster. A stroll in the nearby marina may also fuel your end-of-year fantasies, but if you're just longing for some industry in motion, wander south. Apart from fishing boats, you can watch 20% of the country's exports, such as those famous Valencia oranges, set sail.

THE BEACH

Of the city's 3km stretch of sand, Las Arenas and Malvarrosa are two of the more frequented spots. A traditional *paseo marítimo* runs along the wide beach, in reach of the unpretentious seafood restaurants where, rumor has it, the most respectable paella in the city can be found. While the beach is not exactly undeveloped, the sparkling Mediterranean, palm trees and brightly-colored buildings make the visit worthwhile.

THE OLD TURIA RIVERBED

This 9km-long strip of green used to be the flowing Turia river, which was diverted in 1957 after another major flood. Today, this outdoor oasis still refreshes the city with walking and cycling paths, gardens, fields and playgrounds. The riverbed begins near the City of Arts and Sciences and snakes past swanky shops to hug the old quarter and continue west. From the streets and bridges above, the riverbed can sometimes appear unreal in its lushness and out of place in a congested Spanish city. More formal gardens, such as the Jardines del Real, can be found by venturing off of the Turia.

BIOPARC

To understand what €60 million gets you in zoos these days, head to the Western limits of the city to be one with the animals. Habitats at the impressive Bioparc are constructed with well-concealed fencing in order to give the impression that the animals, be they lions, wildebeests or lemurs, are as free to roam around as you are.

LA ALBUFERA

While technically 10km outside of Valencia, this freshwater lagoon inside a natural reserve is not hard to reach. The area draws serious birdwatchers, as well as those up for a tranquil boat ride, walk along the dunes, or ample photo opportunities of rice paddies and thatched-roof houses. Maybe the real pull is the village of El Palmar, which claims to be paella's exact birthplace and works hard not to disappoint the hungry pilgrims who make the trip.

DISNEY ALMOST DWARFS SPAIN'S THIRD LARGEST CITY

Walt Disney World Resort – just one of Orlando's attractions – covers approximately 123 square kilometers. For a little context, the entire city of Valencia measures in at 135 square kilometers.



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1. America's Cup building "Veles e Vents" designed by UK architect David Chipperfield
 2. Malvarrosa Beach
 3. Botanic Garden
 4. View from the America's Cup building

A BREAK FROM CITY LIFE



THE HISTORICAL TOWN OF XÀTIVA

If a seaside promenade or stroll around the old Turia riverbed doesn't cure your urban overload, a jaunt into the fertile province of Valencia should help. City suburbs soon give way to citrus groves, date palm plantations, vineyards and rice fields that still benefit from Moorish irrigation systems. And about 50km due South lies the medieval town of Xàtiva.

Xàtiva (pronounce as SHAAT-ee-bah) was likely founded by the Phoenicians and then populated by the Romans, but the Vatican made it most famous. The village was the birthplace of two famous popes: Alfonso de Borja or *Borgia*, as adopted in Italian (Pope Callixtus III, 1455-1458); and nephew Rodrigo (Pope Alexander VI, 1492-1503), whose papacy was eventually associated with corruption and scandal (he was the illegitimate father of Lucrezia and Cesare Borgia, who worked hard to tarnish their own reputations). Baroque painter José Ribera also hailed from the town, though he followed suit a century or so later by heading to Italy to complete his most famous works. Yet, despite the exodus of ambitious locals, Xàtiva didn't slip into a bucolic stupor. Today, there is plenty of agricultural trade, notably in wine, olive oil and rice.

Xàtiva rewards day-trippers with a handful of medieval churches, picturesque mansions and an aerobic hike to the castle. To prepare, consider stopping at a local bakery for a supply of *arnadí*, the Moorish delicacy made of pumpkin, cinnamon, almonds, pine nuts, eggs and sugar. If you'd rather conserve energy, you can discover the city's sense of humor at the Almodí (Almudín) museum. Apart from works by Ribera and Goya, the museum features an upside-down portrait of Philip V of Spain – pay-back for his order to burn the city and remove all things Moorish, during the War of the Spanish Succession (1701-1714). Fortunately, such a cultural outing still warrants a piece of *arnadí*.

LANDLOCKED IS A STATE OF MIND

Orlando is not be officially coastal – if you're not counting the multitude of swimming pools, theme park lagoons or 2,000 lakes – but famous Florida beaches are only an hour's drive away. On the Atlantic, Daytona Beach offers 37km of white sand, salt air and pounding surf.

A TALE OF TWO CITIES



The Magic Kingdom at the world famous Walt Disney World in Orlando



ORLANDO, THE MOST POPULAR FAMILY HOLIDAY DESTINATION, INSPIRES CHEVROLET'S ORLANDO, NEW FAMILY CROSS-OVER SUV

ORLANDO, Fla. (November, 2010) – As Chevrolet's designers, engineers, and marketing experts began placing the finishing touches on a vehicle fashioned to spark a feeling of family fun, command a second look with its innovative design, and provide something for everybody, they knew their sporty new SUV would have to hit the road with a title that captured its true essence. After a worldwide search in a quest to find the perfect name, Orlando – one of the travel industry's *driving forces* – has now become an actual real-life driving force.

With 47 million visitors arriving each year from cities and towns around the world, Orlando is the most visited travel destination in the entire United States. Ultimately tilting the scales in Orlando's favor was its unique distinction as the home of seven of the world's Top Ten theme parks including those found at Walt Disney World Resort, Universal Orlando Resort and SeaWorld. Add to this Orlando's more than 100 attractions; the success of the city's NBA championship team, the Orlando Magic; the numerous prestigious PGA tournaments and iconic golfers calling Orlando home; it's variety of outdoor adventure options offering every activity that exists that doesn't involve snow; and it's growing acclaim as a shopping destination with enough shopping to fill 676 FIFA football fields; and it's obvious the city has many remarkable aspects to offer in paving the way for the new *Orlando's* awareness campaign.

Recently, a panel from the Orlando/Orange County Convention and Visitors Bureau reviewed the vehicle's cutting-edge characteristics and sleek low-profile appearance and discovered multiple parallels that should help generate high-profile attention.

"It's a family car named for a family destination, and a leisure car named for a leisure destination," observes Gary Sain, president and CEO of the Orlando Tourism Bureau. "It's a sporty car that reflects our sports activities; a roomy car that reflects all of the memories you will carry home from here; and it's a car with soul named after a destination that makes you smile."

"And with an interior that can be configured to match any need, it parallels exactly what this Orlando offers – the ability to accommodate anyone from anywhere around the world. I can't imagine a better example of form, function, and naming than the new *Orlando*. So for Chevrolet to select my favorite city for an honor like this is incredible."

Beyond a natural professional interest to see his city earning attention around the world, Sain offers a more personal reason why he's thrilled to be affiliated with Chevrolet.

"Not many people know this, but right before my senior year in high school I had saved \$1,500 and with the help of my dad I was able to buy a yellow '65 Chevy *Malibu* convertible," he reveals. "That car was *great!* It kind of fit my personality. Now a few years later, here I am, married with kids, and I'd imagine the perfect vehicle for me now would be the Chevy *Orlando!*"

Sporting a style that blends the space of a tall compact wagon with the efficiency and flexibility of a crossover SUV, like the city that inspired its name the new seven-passenger Chevy is far more than the sum of its parts. First introduced in 2008 at the Paris Auto Show, the name of the new vehicle was a natural, says Wayne Brannon, President and Managing Director of Chevrolet Europe.


"First, *Orlando* is easily pronounced in most all languages," Brannon explains. "Second, Orlando is a famous family travel destination and we think that conveys the family-oriented character of the vehicle."

"We are convinced that the *Orlando* is offering something new and fresh – a kind of expressive functionality – just as Orlando constantly offers its visitors something new and fresh – a kind of inspirational holiday experience," says Brannon.

Following in the tracks of the beloved *Malibu*, the new 2011 Chevy *Orlando* becomes only the *second* vehicle in the company's legendary 100-year history to be named in honor of a city. For decades visitors from around the world have been traveling to Orlando and soon *Orlando* will be traveling across highways in Canada, Europe, and Asia as it traverses roads and turns heads.

Picture and text provided by Orlando/Orange County Convention & Visitors Bureau

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