2027 CHEVROLET TRAVERSE

Traverse Evolves High Country

PRESS RELEASE

The High Country, Chevrolet's ultimate expression of sophisticated design in SUVs and trucks, has evolved, and the new look is available first on the 2027 Traverse.

High Country is becoming more modern, athletic and contemporary in an evolution across the exterior and interior of the vehicle, first with the Traverse and then with the next-generation 2027 Silverado 1500.

"High Country is an important part of Chevrolet's design strategy, a premium expression with a clear role across the lineup," said Phil Zak, global executive exterior design director. "Launching first on the new Traverse and then on the Silverado, we're evolving the trim's identity into something more premium, modern, athletic and aspirational, while keeping it grounded in the capability and confidence that define Chevrolet."

Traverse sales rose 20% in the second quarter of 2026, delivering the nameplate's best-ever first half on the heels of its best-ever sales year in 2025.



The 2027 Chevrolet Traverse High Country introduces a new badge, a Tritan Satin grille finish and 22-inch wheels, while all Traverse models gain an available interior camera with Cabin Glance.

HIGH COUNTRY

On the exterior, the 2027 Traverse High Country introduces a new High Country badge design on the front doors and liftgate, a new Tritan Satin finish on the grille and headlamp accents, and new 22-inch high-gloss black, machined-face aluminum wheels.

Inside, a premium seating material is designed to balance style, durability and everyday usability, with new Jet Black seats with Natural Tan accents, Natural Tan-edged seat belts, debossed first-row headrests and real wood décor.

NEW TECHNOLOGY

An interior camera, available on all 2027 Traverse models and standard on High Country and RS, adds visibility for family adventures. Cabin Glance lets drivers quickly check on kids, pets or other passengers with a live view of the second and third rows on the center screen.

Surround Vision Recorder lets drivers capture, watch and save videos from the vehicle's cameras, and Security Recording can automatically start recording when something triggers the vehicle's alarm. A USB drive saves the recordings.

FAMILY CAPABILITY

As Chevrolet's modern three-row SUV, the Traverse offers best-in-class maximum cargo volume of up to 98 cubic feet. A standard 2.5-liter turbocharged engine delivers 328 horsepower and 326 lb-ft of torque, paired with an eight-speed transmission, with up to 5,000 pounds of trailering capability.

A 17.7-inch center touchscreen, available Super Cruise hands-free driver assistance technology and a comprehensive suite of Chevy Safety Assist and other driver assistance features round out the package.

The Traverse seats seven, with eight-passenger seating available, and comes with more than 20 standard safety and driver assistance features, including Automatic Emergency Braking, Front Pedestrian and Bicyclist Braking, Blind Zone Steering Assist and Rear Cross Traffic Braking. A hands-free AutoSense Power Liftgate is standard, and power-folding second- and third-row seats are available.

FOUR TRIMS

The Traverse LT offers trusted comfort for the road ahead with the 2.5-liter turbo engine and eight-speed transmission. The Z71 adds off-road capability for every journey with Terrain Mode, Hill Descent Control, a twin-clutch all-wheel-drive system, an off-road suspension, a skid plate and 18-inch wheels with all-terrain tires. The RS brings aggressive street style for urban excursions with blacked-out trim, 22-inch wheels and standard Super Cruise. The High Country tops the lineup with its evolved premium interior and real wood trim.

PRICING

The 2027 Traverse LT starts at $41,700. The Z71 starts at $50,000, the RS at $56,400 and the High Country at $56,800. Prices exclude destination freight charge, tax, title, license and dealer fees. The Traverse is built at Lansing Delta Township Assembly in Michigan.

BY THE NUMBERS

Base price: $41,700
Wheelbase: 121.0 in.
Length: 204.5 in.
Width: 79.6 in.
Height: 70.9 in.
Engine: 2.5L turbo I-4, 328 hp, 326 lb-ft
Max towing: 5,000 lbs.