



AVEO5 & THE MAKEUP ARTIST



EQUINOX & THE SALES REP



HHR & THE MOTHER OF TWO

The Clutter-Free Car

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How to keep your “second home” as neat as your first

You work and live, it seems, out of your car, and some days that’s exactly what it looks like. Hapless . . . unorganized . . . a mess.

You’re the professional woman who uses her Chevy Equinox as a mobile office. You’re the mother in her Chevy HHR taking the kids to school, to baseball practice or to hang out with their friends. You’re the makeup artist with cases of cosmetics stacked in her Chevy Aveo5.

Enter professionals who can help you get it together.

Karen Cynowa, president and founder of Times Up, has been in business for 19 years. She began her organizing career with a commercial and residential cleaning service. Today, she runs a full-service organizing consulting firm,

holding workshops for multiple corporate clients.

Lilian, an art buyer for Campbell-Ewald, Chevrolet’s advertising agency, needs help. Her briefcase, laptop, files and other paperwork have taken over her Equinox. For Cynowa, this provides a unique opportunity with the crossover vehicle’s storage and organizing features.

“Categorizing incoming paper at the onset is crucial,” Cynowa says. “Organizing files in a systematic approach is a must.” She recommends keeping a file folder for each day of the week and each month of the year. Also, she says, write tasks and messages on index cards and store those cards under the appropriate weekday or month file.

“Equinox has functional, nice compartments that can hold your portable file folders, among other things,” Cynowa observes. These include a water-resistant floor storage bin, front seatback storage, a large glove box and a center console storage that really caught her eye. “We can put a lot of stuff in there,” Cynowa says, finding room for the umbrella, phone, planner and sunglasses that had been strewn across Lillian’s front seat.

The Equinox also offers 35.7 cubic feet of cargo space behind the rear seat.¹ An available dealer-installed cargo area organizer fits perfectly behind the back seats. Cynowa notes that the organizer’s three large compartments are useful for people on the go — an ideal solution to organizing groceries, a laptop, a briefcase, a gym bag and more.

Good riddance to bad rubbish

Christina Moore of Moore Organized has been in the organizing business for four years. After working in the corporate world for years, she formed Moore Organized to have more working flexibility.

Moore, a mother of two, understands the special challenges parents face in keeping cars organized — and Jennifer, our busy mom who also does freelance work for Campbell-Ewald, presents a formidable challenge. Every inch of the HHR’s surface space is being used. Toys rule the front; baby seats, more toys and books dominate the rear seats, and bags are strewn throughout the cargo area.

Moore introduces her first secret weapon — a trash can. “This works well to catch all the snacks and trash instead of the floor,” she says. “If the kids are old enough to reach it, put it in the back. For smaller children, put it in the front-passenger footwell, so children can hand you their used tissues, banana peels, empty juice boxes or snack bags.”

Moore also utilizes backseat organizers and a combination car seat protector and tote. “It’s important to bring plenty to keep children entertained, especially on long trips — and these pockets below the child’s seat put books and sippy cups within their reach, which helps you keep your eyes on the road,” she points out. She helps Jennifer make use of all the HHR’s storage compartments.

Moore says her favorite feature in the HHR is the storage underneath the rear load floor, along with an auxiliary glove

box in front and two storage bins behind the rear seats.² The HHR also has an available dealer-installed Chevy Accessory three-compartment organizer to keep smaller items from rolling around.

A place for everything

Christine Obarto of Christy Group Designs is a designer by trade who has been in that business for 10 years. She also runs a separate advertising firm, The Christy Group. She knows how to put things in their place.

To Obarto, consistency is key in keeping any area, especially a car, organized. “Don’t put something aside and say, ‘I’ll get to that later,’” she advises. “Don’t let it pile up.”

Obarto recommends compartmentalizing and choosing designated areas and containers for work accessories, car necessities (like coolant, jumper cables and a flashlight) and personal everyday belongings. And once she sees the Aveo5, she knows she can develop a system that will work for Felicia, a top-flight makeup artist and stylist.

Felicia hauls a lot of cases of makeup and stacks of style magazines, which tend to slide around in the back of the vehicle. With a few minutes of assessing and planning, Obarto figures the Aveo5 has just the rear storage space Felicia needs to keep things in their place. In particular, Obarto finds a multi-compartment, crate-like cargo accessory tray — an available dealer-installed Chevy Accessory — useful.

“You definitely have to be organized in Felicia’s line of work, and there are plenty of compartments here that can serve her needs,” Obarto says. “All it takes is planning.”

The Aveo5 features a few extras like a sunglasses storage case just above the driver-side window and a parking pass/ticket holder just to the left of the steering wheel. Obarto and Felicia also make use of the glove box to hold a flashlight and other essential items.

The organizers do this for a living, but that doesn’t mean you can’t take advantage of all the storage options available in the Equinox, the HHR and the Aveo5. Figure out what you need, and get organized.

¹ With the Multi-Flex rear seat in its forwardmost position. Cargo and load capacity limited by weight and distribution.
² Cargo and load capacity limited by weight and distribution.

fyi

- 1> Seatback map pockets are standard in the Aveo Sedan
- 2> Front-passenger and rear outboard assist handles are standard on all Aveo models
- 3> An available ticket holder in the Aveo5 holds movie stubs and parking passes
- 4> Sunglasses holder, standard in all Aveo models, keeps shades stored safely



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- 1> The Equinox offers an available console storage bag for items such as a laptop computer
- 2> A standard rear, Multi-Flex, 60/40 split-folding seatback can be adjusted to create more storage room
- 3> The Equinox offers available side and seatback pockets
- 4> A center armrest storage bin secures personal effects

fyi

- 1> An auxiliary glove box — featuring a removable, washable liner — is standard in all HHR models
- 2> The flat-folding rear seats of the HHR fold down to create 57.7 cubic feet of storage space (except Panel version)
- 3> The rear load floor of the HHR holds larger valuables and leaves room on top for other items¹
- 4> Standard multiple storage bins keep belongings out of sight¹

¹ Cargo and load capacity limited by weight and distribution.

