

# Celebrating CORVETTE



# Inception of Corvette

**M**ore than six decades ago, leaders of General Motors had the desire to create a homegrown-performance car that was affordable to their consumers. Now celebrating its 65th year of creating well-received sports cars, Corvette is a staple of American automotive history and shows no signs of slowing down.

Harley J. Earl was the man in charge of the Corvette's creation. Soon after World War II ended and America resumed manufacturing vehicles for the public, Earl took note of the European sports cars that soldiers were returning home with.

It's said he was inspired by the Jaguar XK-120, and re-imagined its features to create America's first Corvette.

## THE EARLY YEARS

It was June 30, 1953, when the very first Corvette (Model C1) rolled off the assembly line in Flint, Mich. Unsure of the popularity it would draw, production was capped at only 300 units, all offered with Polo White/Sportsman Red exterior and interior colors.

The inline six-cylinder engine was a disappointment to consumers as the competition was offering sports cars with higher-power capabilities. The first Corvette achieved 150 horsepower and was paired with the two-speed Powerglide transmission.

Its "extras" were very basic. It also included only two options: a heater and an AM radio.

Throughout the 1950s, the Corvette would see major improvements, including the beefier-small block V-8 boasting 283 horsepower by 1957.

There were also many body changes like a redesigned hood



to give it a sportier appearance, enhanced head- and tail-light assemblies and a 160-mph speedometer.

## 1960S INTRODUCING C2

In 1963, the Corvette under-

went a dramatic makeover, giving consumers the options of purchasing it as a coupe or convertible.

Hidden under the re-imagined body style was an all-new independent-rear-suspension system, that made the vehicle

ride much easier than its predecessor.

This decade would also bring on a big-block V8 engine in 1965, which gave the C2 up to 425 horsepower and later 435 horsepower with the introduction of a big block in 1967.



## BECOMING A 'SPORTS CAR'

While the Corvette was built with the intention of being a sports car, many experts suggest it wasn't until the C5 (1997-2004) became available before it was truly considered one. This model improved comfortability for its occupants with a larger, more comfortable interior and a new frame that stiffened the structure, while still boasting plenty of power.

# The National Corvette Museum

Whether you're a hardcore Corvette enthusiast or a fan looking to become familiar with the lifestyle, visiting the National Corvette Museum will provide insight into what has made these sports cars so popular.

Consider packing your bags and taking a road trip with your family (and 'Vette) and visit Bowling Green, Ken., to witness the 115,000-square-foot facility full of history.

The museum houses more than 80 Corvette models and one-of-a-kind concept cars spanning the history of the manufacturer.

If you want an easy way to plan your trip and get a taste of what exhibits are waiting for you, you can check out the museum's website for an interactive webcam experience.

## WHAT TO EXPECT

In addition to experiencing a piece of American history, there is plenty of fun for the whole family at the museum. Visitors are treated to exciting extras, including riding in a Corvette with a professional driver.

Here are some other activities you can enjoy during your visit:

**Touring Laps:** For a small fee, you can bring your own Corvette and put its performance to the test. The NCM allows you to take four laps on its track in your own vehicle.

**Hot Laps:** Wanting to see the power of a Corvette from the passenger seat? This option gives you the chance to ride shotgun for two laps at high speeds with a professional driver.

**The Corvette Experience:** A dream for enthusiasts, this



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Chevrolet has completed the restoration of the first car damaged in the sinkhole at the National Corvette Museum. The 2009 Corvette ZR1 was one of two show cars used to introduce the all-new Corvette ZR1 in January 2008, and the car was on loan from Chevrolet to the National Corvette Museum when the sinkhole developed on February 12, 2014.

opportunity provides two hours of classroom and on-track instruction by a professional driver in a Stingray Corvette. Lunch and a VIP tour of the museum also are included.

To check out prices and available schedule for these amenities, you can contact the museum to better plan your trip.

## TOUR THE ASSEMBLY PLANT

The Bowling Green Assembly Plant plans to reopen public tours in 2019, as it has been closed since June of 2017. This exciting walk-through gives visitors access to the plant that has been the exclusive home to Corvette assembly for more than 30 years.



The impressive facility sits on 212 acres and is the size of one million square feet — the equivalent of 17 football fields. Schedule a tour as the public is once again invited to witness the process of building

America's sports car.

## SHOW YOUR SUPPORT

This historical not-for-profit organization relies on donors and members to keep the history of the Corvette alive. To show your support you can donate or display your own car, or gain incredible members-only perks by making a one-time donation.

# 65th Anniversary Package

Corvette is celebrating its 65th anniversary with a limited-edition trim package. The 2018 Carbon 65 Edition showcases the milestone and adds specially made body pieces to stand apart from other models.

This limited vehicle stuns in a new Ceramic Matrix Gray paint color. If you want your very own, act quickly.

Chevrolet has stated it will produce only 650 vehicles globally. You can expect to pay an extra \$15,000 for the package, and it will be exclusive to the 2018 Grand Sport 3LT and Z06 3LZ models.

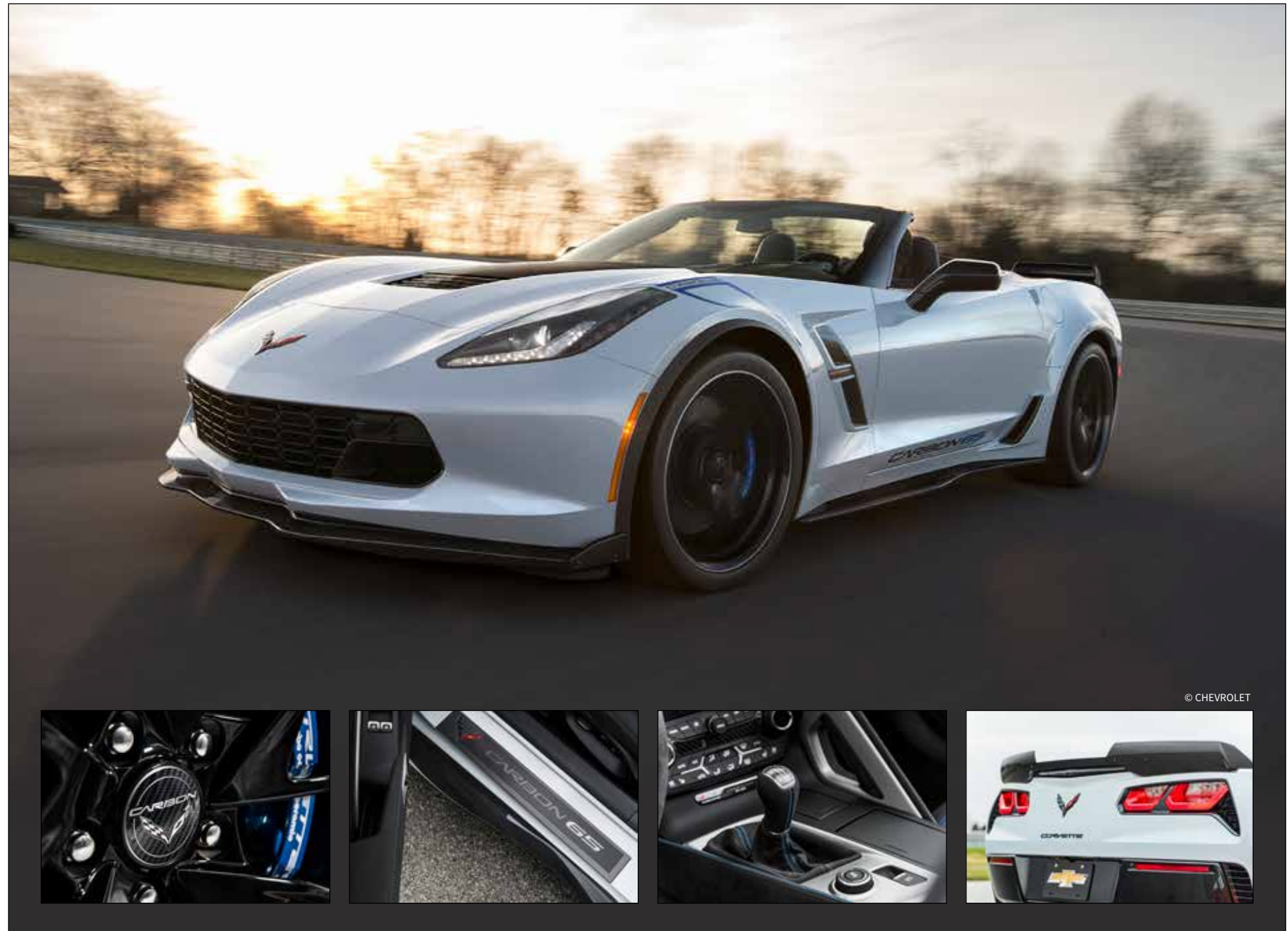
Chevrolet has pulled out all the stops in commemorating the Corvette's 65th year.

Here's more about what you can expect before you begin seeing these limited-edition cars make their way into showrooms.

## THE EXTERIOR

The special-edition Corvette has enough eye candy to make car lovers drool. It includes carbon elements such as a spoiler, revamped hood and ground effects that resonate off its sleek, gray body.

Exclusive to the coupe



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model, a carbon roof and quarter-intake ducts take center stage. If the convertible option is more your style, expect the carbon treatment on the tonneau inserts.

Chevrolet also gave the Corvette a slick pair of shoes to add even more appeal to the looks of the Carbon 65 package. Machine-grooved

black wheels paired with carbon-badge center caps and blue-brake calipers tie together the matching-colored anniversary graphics on the doors and fenders.

The convertible model even has a blue roof.

## WHAT'S INSIDE?

The interior of the spe-

cial-edition Corvette screams luxury at everyone who opens the door. The sill plates will immediately catch the eye as the Carbon 65 badge is prominently displayed.

The inside also is heavy on carbon features thanks to the jet-black gloss carbon trim and carbon-rimmed steering wheel. Matching black-suede

interior also features competition-sports seats and the same iconic-blue stitching used to accent the exterior graphics.

Chevrolet is expected to release the special-edition Corvettes at the same time as its other 2018 models. Expect to see them near you this summer.

In addition to the special-edition Carbon 65 package to celebrate the company's 65th anniversary, all 2018 Corvettes are receiving impressive updates, features and options.

If you have been waiting for the perfect time to become part of the Corvette family, this might be the year.

Learn what's in store for Chevrolet's line of sports cars before the new models begin making their appearances in showrooms.

### **PERFORMANCE DATA RECORDER TECHNOLOGY**

PDR is a technology developed for General Motors vehicles. It will be standard on 2018 Corvettes and allows users to record high-definition videos of their driving sessions and provides analysis afterward.

This groundbreaking feature fosters a rewarding driver experience and can transfer videos to the same software used by Corvette Racing, which uses its footage to improve driver techniques.

PDR also uses data overlays to display driving statistics over your actual videos. According to GM Authority, here a few different overlay options your new Corvette can use:

- **Track Mode:** This is the maximum level of on-screen data. It includes, speed, rpm, g-force, a location-based map and lap times.

- **Sport Mode:** Fewer details are displayed here, it will provide real-time readings of speed and g-force.

- **Touring Mode:** No digital overlay with this mode. It will simply record your high-definition video and audio of your driving session.

- **Performance Mode:** A favorite for those on the track, Performance Mode records statistics such as 0-60 acceleration, quarter-mile speed and 0-100 mph runs.

This technology also can clue you into data channels covering individual wheel speeds, individual suspension displacements and intake air temperatures.

### **NEW PAINT OPTIONS**

The colors of your favorite Corvettes also are changing for 2018. The 3LT and 3LZ trims will include a spice-red interior paired with a like-colored convertible top, on applicable models. Inside, there are new stitching options, which include packages of red, yellow and blue.

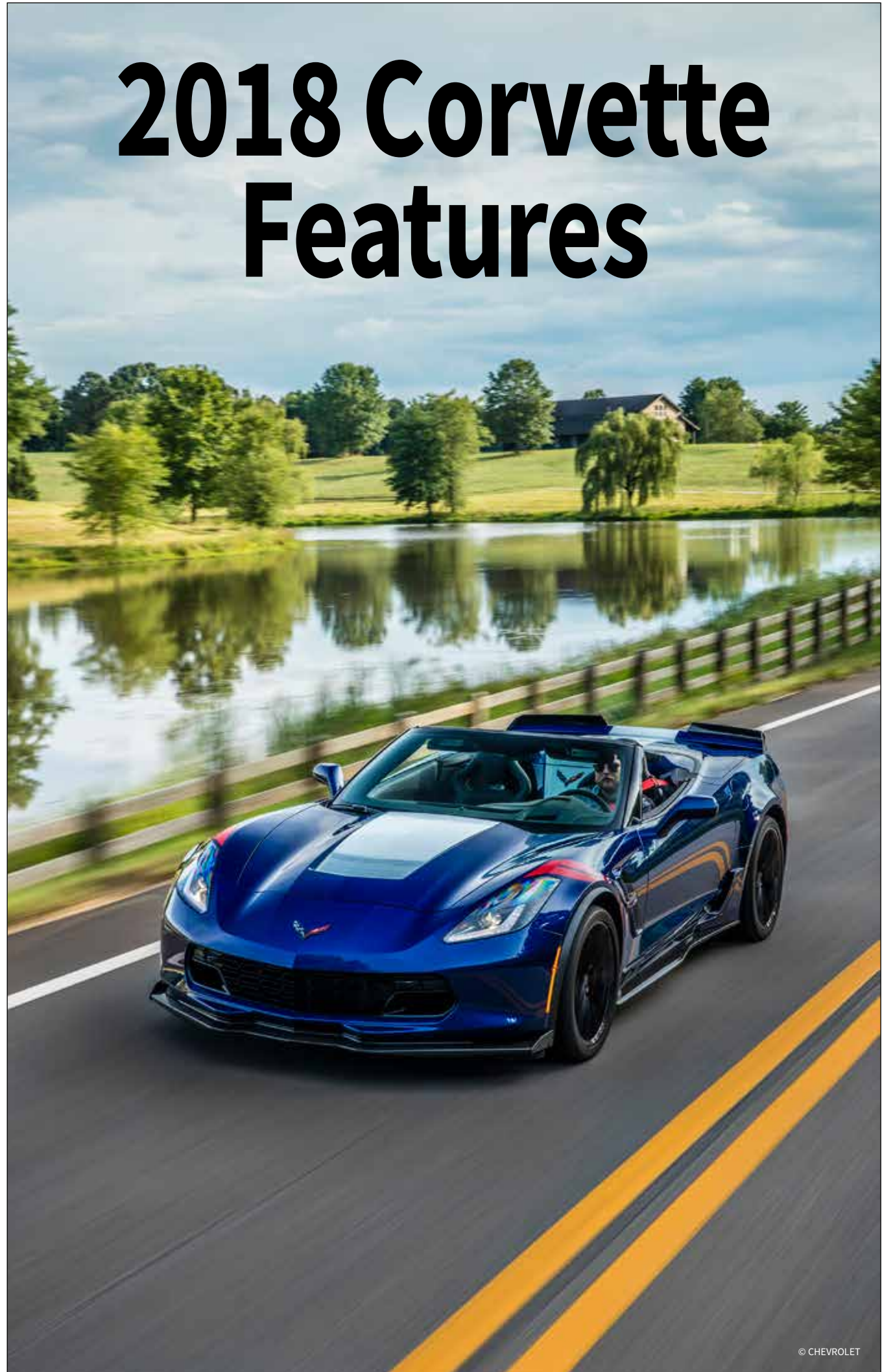
On the exterior, a new Ceramic Matrix Gray will replace the familiar Sterling Blue color pallet.

### **OTHER UPGRADES**

A new standard for all 2018 Corvettes is the fan-favorite HD-digital radio. The rear-view camera is also receiving improvements by featuring higher-resolution and wider-angle images.

With the inclusion of its special-edition package and all the upgrades coming, 2018 should prove to be a big year for Corvette.

# 2018 Corvette Features



# National Corvette Caravan

Only once every five years does one of the world's largest-moving automotive events occur. In 2019, Corvette caravans will form and join each other as they make their way to Bowling Green, Ky., for four days of Vette-inspired fun.

The caravan is slated for Labor Day Weekend of 2019 and will mark the 25th anniversary of the National Corvette Museum. The celebration will mark the sixth organized National Corvette Caravan and is sure to be a great time to draw enthusiasts together.

Clear your schedule for the latter months of next year, and join like-minded car lovers to celebrate a piece of American history. It's also a great excuse to spend more time behind the wheel of your favorite Corvette.

## YOUR QUESTIONS ANSWERED

If you have not participated in the caravan yet, you likely have many questions about getting involved. Here are a few common questions that were answered by the organization behind the celebration.

**Q:** When does the Caravan begin in my area?

**A:** The festivities will take place Aug. 28-31, 2019. Individual caravans will have various departure dates and activities. Visit the caravan in your local area to receive a specific itinerary.

**Q:** How much is registration?

**A:** The 2019 Caravan carries a \$325 fee for couples and a \$185 singles fee. The first 150 to register are guaranteed a chance to reserve a hotel room



located near the event.

**Q:** How do I register to be a part of the Caravan?

**A:** Registration is open on the National Corvette Museum's website beginning in

2018.

**Q:** Will the NCM Motorsports Park be open during the Caravan event?

**A:** Yes. The park will offer activities including taking laps in your own car in addition to

laps with a professional driver.

## GET INVOLVED

An event of this magnitude requires the planning and assistance of volunteers.

From coordinating meetups

for various caravans to raising donations and awareness of the event, you can help. Head over to [corvettecaravan.com](http://corvettecaravan.com) to learn how you can support the planning and execution of this special celebration.

# Not Just a Car — a Lifestyle

**F**or enthusiasts, Corvettes are far more than daily cars. They can be the result of a lifetime of hard work, projects in which bragging rights are earned, and the fulfillment of owning an American legacy.

If creating lifelong friendships, showing off your prized possession and traveling the country to gather with like-minded enthusiasts interests you, then you may find your place in the Corvette world.

This year, fill the tank of your classic- or modern-era Corvette (all are welcome) and head to one of these gatherings to be held in the United States in 2018.

**Aug. 23-26:  
Corvettes at Carlisle  
Carlisle, Pa.**

Considered one of the largest and action-packed Corvette events, this annual gathering attracts more than 5,000 cars each year. On display are Corvettes representing all generations of Chevrolet's sports car.

Visitors are invited to participate in autocross, incredible burnout displays and a parade that travels through the historic downtown of Carlisle. Be sure to bring your



piggy bank because there also will be a swap meet featuring many different vendors and an all-Corvette car corral.

**July 18-21: Black Hills  
Corvette Classic  
Sioux Falls, S.D.**

This annual event put on by the Sioux Falls Corvette Club will celebrate its 47th year in 2018. From humble beginnings of a small get-together amongst friends, the

classic has since grown to an event rallying more than 400 Corvettes annually.

The caravan typically begins on the eastern side of South Dakota and travels 400 miles west to Spearfish, S.D. Along the way, drivers are treated to historical American attractions such as Mount Rushmore, the Badlands and numerous vistas.

It's a good opportunity to witness some of America's

greatest sights from the comfort of your luxury sports car.

**START YOUR OWN EVENT  
TO BENEFIT YOUR  
COMMUNITY**

Celebrating a piece of American history — such as the Corvette — is a great way to tie your neighborhood together and get people involved by holding a benefit. Consider starting your own event, such as an annual

Corvette show or rally where enthusiasts can gather and donate to a great cause.

Thanks to social media, spreading the word is simple. Brainstorming with your peers will make organizing an easier task.

Come up with ideas to donate all proceeds to a local family in need. A donation in the name of Corvette will shine thanks to the vehicle's American legacy.

# Corvette Racing

While many Corvette drivers use their vehicles for traveling American highways, making trips to the grocery store and even getting in a workout with continuous waxing, others use it to tear up the asphalt in competitive racing.

Corvette Racing had humble beginnings before it gained global success. The brand's story is rich and proves how hard work can lead to obtaining the American dream.

## 1996: THE DREAM

In the 1990s, General Motor Motorsports Technology Group decided that racing the C5 Corvette could be profitable.

Experienced race team manager Doug Fehan was tasked with convincing GM leaders that they should try their chances at the sport. In the fall of 1996, GM agreed to the project and delegated Fehan to contract a company to design and build the C5-R, the racing version of the popular C5 Corvette.

In 1999, Corvette Racing debuted at the Rolex 24 Hours of Daytona Race, where drivers finished 18th overall and third in class. This performance was considered a success by the team as the race is known as being difficult to even finish.

## 2001: BECOMING A DOMINANT FORCE

Just a few years after its inception, Corvette Racing began piling up victories, including a dominant victory at the USRRC's 24 Hours at Daytona.

Corvette was able to recruit

talent from NASCAR icon Dale Earnhardt, who helped showcase sports-car racing to American viewers and helped boost the popularity of the entire sport.

They also spent the years following their introduction

to tweak their vehicles to racing specs as well as building a perfect team to put behind the wheel.

The Corvette Racing team won three consecutive Le Mans races from 2004 to 2007.

## RACE AND ROAD CAR RELATIONSHIP

"Technology transfer" is one of the terms that sold GM on Fehan's proposal for entering the racing game.

The group promised to use its experience in the racing

program to directly benefit and improve their road cars. Corvette enthusiasts can thank the generous horsepower and aerodynamic body styles on the racing team that put them in practice during high-speed race events.

