



CHEVROLET

1911

1996

The idea that  
we will reach a point  
where it will be  
impossible to sell  
a vehicle which  
furnishes quick and  
economical transportation,  
either in its present  
or some modified form,  
is ridiculous.

People will buy motor cars  
just as they buy  
stoves, refrigerators,  
sewing machines, pianos,  
watches, clocks, furniture,  
clothing, boots and shoes.

And motor cars  
will be supplied, as required,  
by people who know how.

# *America's Brand*

Endurance, commitment, innovation, strength ... all the heart of America, all the essence of Chevrolet.

It takes a unique combination of these qualities to enable a company to stand the test of time, especially in the highly competitive automotive market.

1996 is Chevrolet's 85th year in the automotive business — 85 years that have yielded more than 125,000,000 car and truck sales to Americans — more than any other automaker, foreign or domestic.

It's fitting that phrases such as, "Like a Rock" and "Genuine Chevrolet" now define Chevrolet and its products. These are more than ad themes, these are reality ... a way of life. They reflect the Chevrolet long-term relationship with the American people, and its unique contributions to America's past, present and future.

This "journey through time" captures the proud heritage of "America's Brand." With each passing decade, you'll witness how Chevrolet has matured and evolved over the past 85 years, from its modest Detroit beginnings to its place as a leader not only in the automotive industry, but in the very "fabric" of America.

This book is dedicated to every person who has ever owned and enjoyed an automobile, who has ever stopped to admire the shine of a chrome bumper or the cut of a tail fin, or who has ever gone out on America's roads and driven just for the fun of it.

Endurance, commitment, innovation, strength ... all part of America, all part of Chevrolet.

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 PROMISING BEGINNINGS
 

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The origins seem so modest.

The year was 1911. A lone designer labored in a loft on a small street in Detroit. He was hurrying to get his creation off the drawing board and into production. His creation ... and the company that would produce and market it ... would bear his name. It would have astounded him to know his name would eventually become the household word for American automotive transportation.

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 LOUIS CHEVROLET AND BILLY DURANT
 

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1911  
1920

The man was Louis Chevrolet. The fruit of his labor was the "Classic Six," the original Chevrolet automobile. And the company became the "Chevrolet Motor Car Company," incorporated on November 3, 1911 in New Jersey — just one of 270 car companies at that time in America.

Louis Chevrolet was a name familiar to Americans of the day. A Swiss race car driver and engineer, Chevrolet had earned a reputation among racing's elite. In fact, he often surpassed the legendary Barney Oldfield's speed records on the track.

Backing his design efforts was William C. "Billy" Durant, the founder of General Motors in 1908. At the time, Chevrolet was racing Buicks for Durant, and Billy had encouraged him to design a car that would bring race-type handling to the public. Chevrolet accepted the challenge and went to work.

By early 1911, the car was in prototype, being readied for production. Coincidentally, 1911 was also the first year of the Indianapolis 500 auto race — a race that ten Chevrolets would "pace" over the next 85 years.

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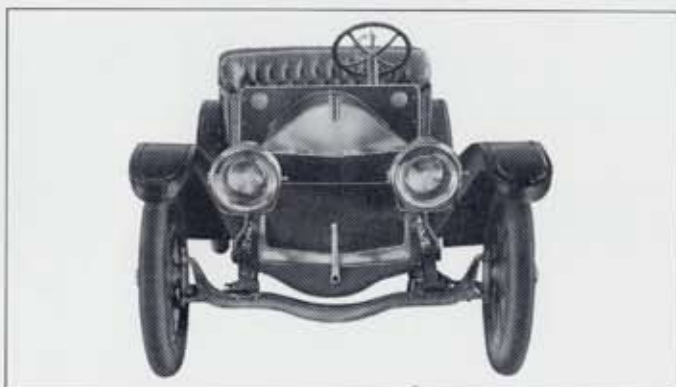
 THE FIRST CHEVY — A "CLASSIC"
 

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The "Classic Six" was rather large by the day's standards — a 5-passenger touring sedan with a lengthy list of standard features, including four doors (albeit small, but quite innovative for the day), electric lights, a folding top, side



curtain, plus a windshield, and its own tool box. Its 299-cubic-inch, 6-cylinder engine could reach a top speed of 65 miles per hour "without taxing itself," and accelerated from zero to 50 in an "astounding" 15 seconds.



The auto publication Motor World, raved about the first Chevy's performance with comments like "... the motor picked up quickly and steadily until, at approximately 55 miles an hour, it was necessary to apply the brakes by reason of the threatened activity of the police."

The Classic Six wasn't just an "everyman's car." It sold for \$2,150, placing it in the rich man's class. However, it was a bargain, compared to the Pierce Arrow, which cost at least twice as much. The "Classic" recorded 2,999 sales in 1912, its first production year.

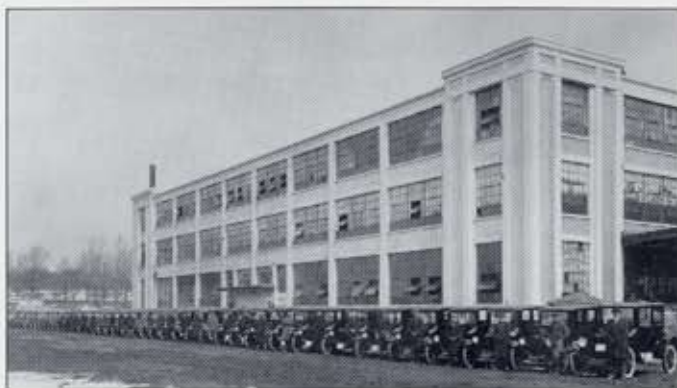


1911  
1920

#### LITTLE AND MASON

Produced until 1914, the "Classic Six" represented value and reliability for the day. Yet, America's hunger for automobiles was growing, and Billy Durant moved to establish other companies that would expand capacity. The Little Motor Car Company and the Mason Motor Company, both incorporated in Flint, Michigan in 1911, would meet that need. Mason would produce engines, while Little would build the bodies for the vehicles.





In 1913, Durant moved the Chevrolet manufacturing operation from Detroit to Flint, next to the Little Factory, and more than doubled output to 5,987 cars. The nearby Mason company built the engines for both Little and Chevrolet vehicles. Eventually, the Little nameplate was discontinued and all the models bore the Chevrolet marque. But the man who gave his name to that marque did not remain with the company. A difference of opinion caused Louis Chevrolet and Billy Durant to part ways early in the decade. Durant would take the Chevrolet namesake on to greatness, while Louis would meet with bad luck in other automotive ventures. A racer at heart, Louis later savored his experiences on the track more than those in mass-market automotive production.

1911  
1920

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#### THE BOWTIE IS CREATED

In 1914, the now-famous "bowtie" logo appeared for the first time on Chevrolet vehicles. Legend maintains ... and Billy Durant confirmed it ... that the bowtie shape was inspired by a pattern of wallpaper in a Paris hotel room in 1908.

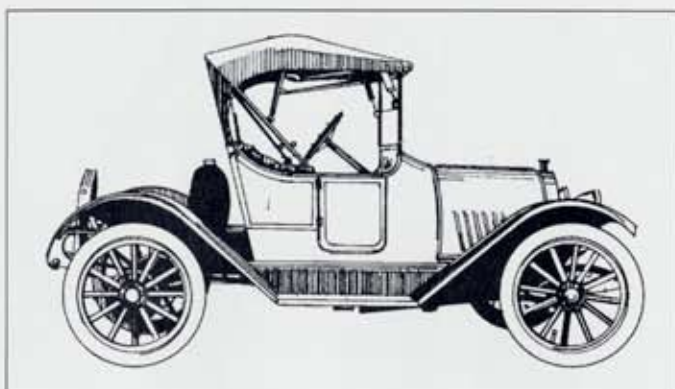
He supposedly detached a small piece and folded it into his wallet, waiting for the day he'd put it to use. Durant's wife later refuted the story, saying the design was noticed, instead, in a Sunday newspaper supplement while they were on vacation in Virginia. Whatever the source, the bowtie proved to be a recognizable winner, and is still the marque of today's Chevrolet.

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#### ROYAL MAIL AND BABY GRAND

The 1914 models bearing the new bowtie were second-generation Chevrolets — first came the Model L "Light Six" (the former Little Six), a 112-inch wheelbase touring car with a larger, 271-cubic-inch, 6-cylinder L Head engine. But it was the H-Series Chevrolet Fours — the first 4-cylinder models — that made the Chevrolet name famous. Two colorful versions — the Royal Mail roadster, listing at \$750, and the Baby Grand touring car, priced at \$875 — arrived in early 1914. These new lighter, relatively inexpensive models caught on quickly with the American driver, bringing Chevrolet into the low-price motoring realm. In fact, every car could be purchased outright for cash.

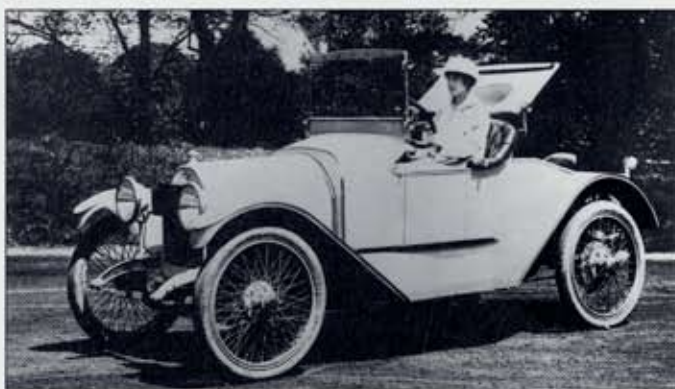




These were the first models to use the "valve-in-head" engine design that's still popular today, yet they were the first Chevrolet vehicles not equipped with a self-starter. An Autolite starter and lighting system (a \$125 option) was available to light the driver's way at night — a vast improvement over flickering acetylene lamps used on other vehicles. Although the model names were discontinued in 1918, the 4-cylinder design proved reliable enough to remain in most Chevrolet vehicles until the end of the 1928 production year.

In 1915, Chevrolet added the "Amesbury Special," a model similar to the "Fours," to the lineup. This was the first Chevrolet luxury model offering features not otherwise available in its price class, such as a lockable, watertight rear deck and fold-away dust cover. It added a high-class shine to the Chevrolet image.

1911  
1920



#### "490" TACKLES THE "T"

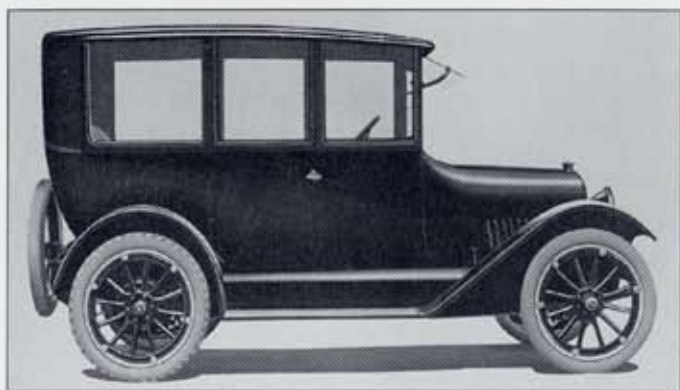
But Billy Durant knew the time had come to counter the Ford Model T's dominance of the low-price car market. He geared up his nationwide company, originating a "wholesale" organization in Oakland, California, Kansas City, Missouri and Atlanta, Georgia. He also purchased the Maxwell Motor Company plant in Tarrytown, New York to scale up production along the East coast.





Then, in 1915, his price leader appeared as a 1916 model — the “490” (spoken as Four Ninety). It was a name taken directly from the price tag. The “490” was offered in touring car and roadster styles, in black only, with a self-starter and electric lights as “optional extras.” Durant was confident the price was right. He would later tell friends, “A child could sell it.”

Although never catching up to the Model T, the “490” boosted Chevrolet total sales — in fact, they doubled from approximately 62,500 in 1916 to more than 125,000 in 1917.



1911  
1920

The year 1917 also saw the first “all-season” Chevrolet, a touring model with a permanent top and closed car body. A nice convenience allowed removal of the side sections for fair-weather driving.

By this time, assembly operations were booming, with plants in Fort Worth, Texas, Bay City, Michigan and St. Louis, Missouri building the “490.” Chevrolet also opened its first west coast assembly plant in Oakland. Retail selling stores — the first dealerships — were opened in many large cities (principally the east), expanding the car’s availability to the public.

#### WORLD WAR I YEARS

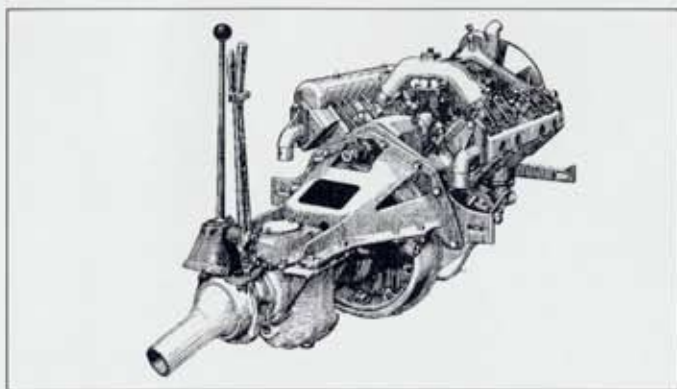
The Chevrolet popularity was growing. By 1917, the company moved from seventh to fourth in overall sales, and threatened Buick for third place.





To help the effort, the first Chevy V8 engine appeared in 1917. The 90-degree overhead valve powerplant debuted in the D-Series, the last of the original long-wheelbase cars. The 8-cylinder lasted only two years, as Chevrolet dropped larger powerplants to devote efforts to four cylinders.

It would be 1929 before a 6-cylinder reappeared, and a V8 wouldn't surface again in a Chevrolet until 1955 — 36 years later.



World War I drove prices upward, yet Chevrolet continued in good economic health, selling all the cars it could make.

It was during this war — in 1918 — that Chevrolet was purchased by General Motors, bringing it into what would be the automotive world power of the future. That same year saw the first truck roll off a Chevrolet assembly line (in St. Louis) — a light delivery vehicle based on the “beefed-up” 490 platform. A larger, one-ton chassis was also offered.

1911  
1920



Truck bodies were supplied to owners by body builders, or were handmade to meet individual needs.

By 1919, Chevrolet vehicles were recognized as the wonder cars of the automotive world. In its first full year with General Motors, Chevrolet produced 149,904 units, and moved into second place in overall sales, outproducing Buick and the financially troubled Willys Overland.

In 1920, Chevrolet sales topped 150,000, accounting for 39 percent of total GM sales.



CHEVROLET ROARS WITH THE TWENTIES



The "Twenties" — an era marked by an almost frivolous attitude in America — did not dawn promising for Chevrolet.

The post-war business slump early in the decade almost put an end to this growing GM division.

Billy Durant had left the company in 1920, and General Motors management called in a firm of industrial engineers to analyze GM's financial burdens. A recommendation was made to liquidate Chevrolet, reasoning that the Division would never be able to compete with Ford in the low-price car market.

1921  
1930

That recommendation was a personal challenge to Alfred P. Sloan Jr., then assistant to GM President Pierre S. DuPont. He committed himself to proving Chevrolet could compete in this volatile market. His convictions helped spare the company that would eventually prove him correct.

Shortly afterward, a policy was adopted that still endures today — to make Chevrolet GM's value leader.

C H E V R O L E T

**Easy to Drive!**

Easy to steer—easy to stop—easy to shift gears—Chevrolet is exceptionally easy to drive because of the worm gear reversible steering mechanism, extra large brakes and modern three speed selective transmission. Instantly responsive to throttle, steering wheel and brakes—abundant power when required—a constant joy in traffic and on the highway. And a Chevrolet is so easy to own as it is to drive—it is the car with the lowest average operating cost per mile.

EXTRA LIGHT WEIGHTS—CONCRETE FLOOR—MOTORCYCLE SEAT—REAR VIEW MIRROR—MOTORCYCLE SPEAKERS—MOTORCYCLE HORN—MOTORCYCLE LIGHTS—MOTORCYCLE TIRE

<p><b>SALES</b></p> <p>1921 1,000,000</p> <p>1922 1,200,000</p> <p>1923 1,400,000</p> <p>1924 1,600,000</p> <p>1925 1,800,000</p> <p>1926 2,000,000</p> <p>1927 2,200,000</p> <p>1928 2,400,000</p> <p>1929 2,600,000</p> <p>1930 2,800,000</p>	<p><b>CHEVROLET</b></p> <p>General Motors Corporation</p>	<p><b>PRICE</b></p> <p>1921 \$1,000</p> <p>1922 \$1,100</p> <p>1923 \$1,200</p> <p>1924 \$1,300</p> <p>1925 \$1,400</p> <p>1926 \$1,500</p> <p>1927 \$1,600</p> <p>1928 \$1,700</p> <p>1929 \$1,800</p> <p>1930 \$1,900</p>
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## THE SUPERIOR — NEW STRATEGY

It was brash for Sloan to believe Chevrolet could actually challenge Ford. At the time, Chevrolet scraped out but four percent of the market, while Ford owned 60 percent. The decision was wisely made not to target the fabled Model T, but instead to aim slightly above it in price, equipment and value.



Thus was born the Superior in 1923, the replacement for the 490. The marketing strategy worked, as Chevrolet experienced a boom year with 480,737 sales. The Division was now under the direction of new General Manager, William S. "Big Bill" Knudsen, a former production head at Ford Motor Company, who would hold the Chevy post until 1933.

With the Superior, Chevrolet pioneered the "body style" concept. Customers could buy the car in a choice of coupe, roadster, touring car, sedan or sedanette (a two-door with a small trunk between the body and spare tire). In 1924, the sedanette was replaced by a 4-passenger coupe.

1921  
1920

The first radio appeared in a Chevy around this time — a \$200 option (about one-fourth the price of the total car) that was touted to receive broadcasts in a 100-mile radius from the station. Although an oddity at the time, the radio option was a unique, attention-getting promotion for Chevrolet.

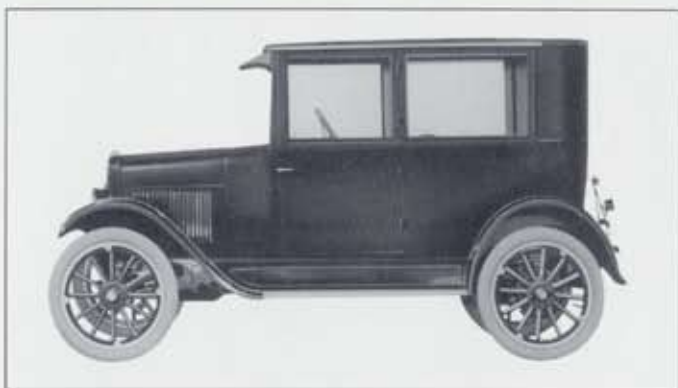
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## NEW ENGINES, NEW PHILOSOPHIES

New engine technology — including "copper-cooled models" — was explored during the decade. These were Superior vehicles with air-cooled engines instead of the traditional liquid-cooled versions. The engine was the smallest in Chevrolet history — a scant 135 cubic inches and a miniscule 20 horsepower.

The experiment was brief — the engine was plagued with production problems and was scrapped after only 759 units were built — yet it was a bold move by a growing automaker willing to take chances in an oft-skeptical market. Another attempt at air-cooling would take place 37 years later — with the 1960 Corvair.

Chevrolet also originated annual model changes — without realizing it. It wasn't corporate policy, but the GM divisions began replacing models yearly. Sloan seized the concept and developed it into a business precept. It was a policy that would help vault Chevrolet past Ford during the decade.



A second evolution was adding color and style to the cars. The 1924 Chevrolet departed from the "buggy" look of early years, adding such innovations as outside door handles and front and rear bumpers, as well as gray-blue Deluxe models with a red stripe. During this time period, the "any color so long as it's black" attitude would drop out of style at Chevy. In fact, black would disappear from the Chevy color charts as blue, aquamarine and green became the major hues.

1921  
1930

#### GROWTH AND A NEW SIX

Bill Knudsen had Chevy on a roll. Although he never admitted it, he had a burning desire to beat his former employer on all fronts.

Yearly, Knudsen and Sales Manager Richard Grant would hop into a Chevy and tour the country, visiting their dealers in 47 states and polling them on their opinions, ideas and feelings about the business and the vehicles. Knudsen, always thinking and on the move, traveled to Europe to stir up Chevy business overseas.



He turned the two-millionth Chevrolet into a nationwide promotion, sending the car on traveling exhibits around the country. He also publicized 50,000 unsolicited testimonial letters sent in from satisfied Chevy owners in 1925. Knudsen called it, "The greatest collection of complimentary letters ever received in one year by any automobile company."

The cars themselves gave Knudsen and Chevy a lot to talk about. By 1925, Chevrolet was considering the use of 6-cylinders again. Having just designed a small six for the Oakland division, Chevrolet realized it would have to maintain the corporate advertising image, "Valve-in-Head, Ahead in Value."



The valve-in-head "Stovebolt Six" resulted — 3.2 liters big and 46 horsepower strong.

At first, the industry looked upon this six with doubt. Manufacturers were heading toward aluminum, but Chevrolet made the decision to persevere with iron. The engine was derided as the "Cast-Iron Wonder," and the "Stovebolt Six" moniker was originally meant to mock the engine.

But it gained respect for its durability and easy-to-service features in cars and trucks. Advertised as, "A Six for the Price of a Four" in 1929 models, the "Stovebolt Six" was better, more powerful and in the same price range as the previous year's 4-cylinder.



1921  
1920

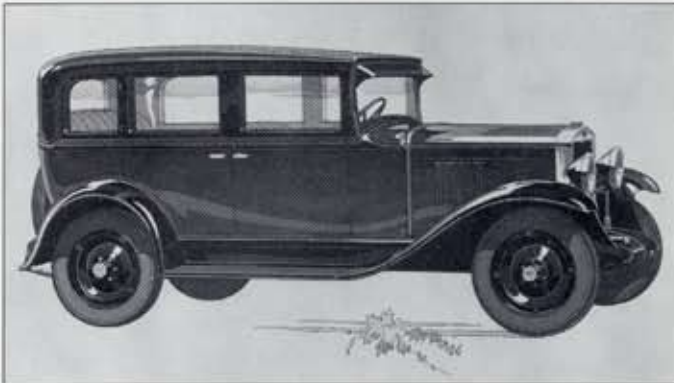
## HEADING TO LEADERSHIP

Although the Chevy cost \$100 more than Ford's Model A, the "Stovebolt Six" gained quick public approval, and Chevrolet steadily gained ground on archrival Ford.



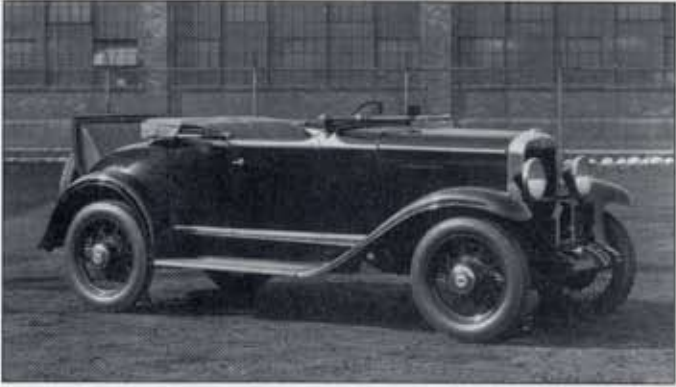
By 1927, the Model T had worn out its welcome with the American public, and Ford stopped its assembly lines for six months to convert to Model A production. Chevrolet seized this opportunity and shot past Ford, topping one million units for the first time vs. Ford's 356,000-unit output. Chevrolet again topped the market in '28 and, although Ford recaptured the lead in '29 and '30, this sales advantage was temporary. Chevrolet had laid the groundwork for dominance late in the decade on the strength of 6-cylinder power and on attractively styled cars — including a model that advertising proclaimed, "The Most Beautiful Chevrolet in Chevrolet History."

1921  
1930



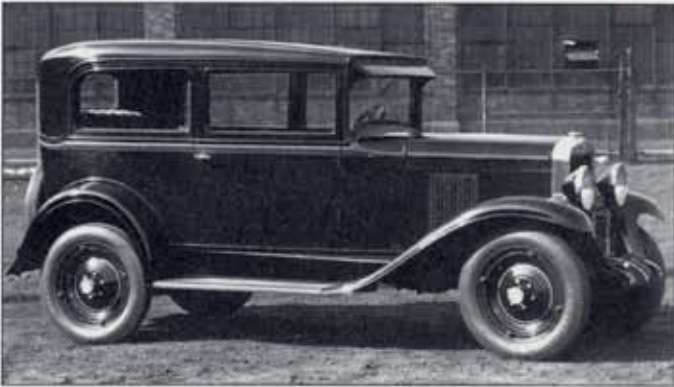
This was the 1927 Capitol Series, featuring a longer sloping hood, more rounded, flowing fenders and a more eye-pleasing overall shape. This was followed by the 1928 National, then the 1929 International Series, that the automotive press lauded as, "Richly colored, pleasingly upholstered, and nicely finished both inside and out." In short, America's tastes headed for closed-body vehicles — 82 percent of the market in 1927 was this style. Chevrolet offered the vehicle they wanted. On these and other strengths, Chevrolet regained the lead after 1930. In all but four of the next 55 years, Chevrolet would be the top American nameplate.

## RUMBLE SEATS AND MORE



Other developments during the "Roaring Twenties" included the first "rumble seat" in the low-price field, giving an open-air ride for two rear-seat passengers. An opening curtain allowed them to talk to front riders.

Four-wheel brakes bowed in 1928, and the first electric gasoline gauge appeared on instrument panels in the 1930 Universal Series, the same year Chevrolet produced its seven millionth vehicle.



1921  
1930

Chevrolet also rolled ahead in trucks. Truck production picked up steam as business grew to rely on these hard-working vehicles. During 1929, the 500 thousandth Chevy commercial vehicle was on the job.







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 CHEVROLET WEATHERS THE TOUGH TIMES
 

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It's remembered as the toughest decade of the 20th century.

Following ten years of unparalleled prosperity and economic growth, the Wall Street crash of '29 plunged America into a tallspin of debt and frugality.

Once-thriving businesses suffered incredible losses. The Great Depression claimed many independent auto companies, and charted the downward course for others to eventual bankruptcy.

But Chevrolet weathered the storm. Starting the decade in second place behind Ford, Chevy gradually emerged as the consistent number one car and truck manufacturer in the world during the '30s. Major manufacturing expansions during the period strengthened Chevrolet production and assembly capacities even further.

1931  
1940

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 BOLD STEPS BACK TO LEADERSHIP
 

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Bill Knudsen went after Ford with a vengeance, first by strengthening his advertising efforts. These efforts included sponsorship of "The Chevrolet Chronicles" radio program, hosted by the legendary Eddie Rickenbacker. The show recounted American war experiences narrated by well-known veterans.

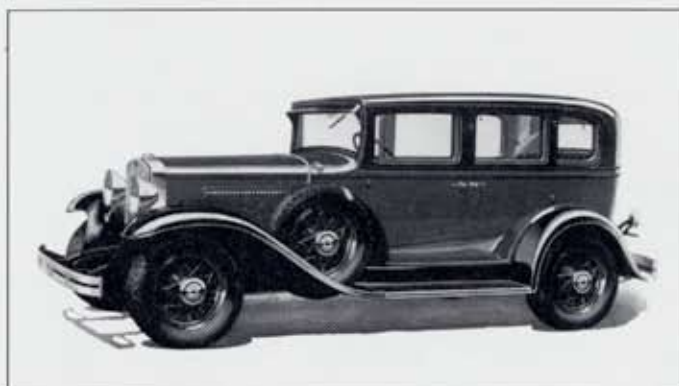
Knudsen also surprised most observers — his own people included — by moving up the scheduled announcement of 1931 models by seven weeks. It caused a scramble throughout Chevrolet to meet a near-impossible deadline, but the company responded. The result was a spotlight trained on Chevrolet before the competition could react.



## CHEVY "INDEPENDENCE" AND "CONFEDERATE"

Chevrolet resumed command of sales leadership with these 1931 models, dubbed the "Independence" line, with a "greater value" valve-in-head six. Included were a new 5-passenger coupe with a rounded trunk area and rear-mount spare; a 3-window coupe with an optional rumble seat; and a new 5-passenger Landau Phaeton — a classy forerunner to the modern convertible with a full rear seat and four retractable glass windows.

In fact, all Chevrolet vehicles displayed that classy look. They were dubbed "Baby Cadillacs" by observers, and their elegance was played up in advertisements. Despite luxury appearances that could have commanded more money, Chevrolet dropped prices in '31 in response to the depressed economy. The lowest-priced car, the Roadster, retailed for only \$475 — the smallest price tag ever on a Chevy. But, as expected, sales volume dropped that year due to the poor market conditions, and continued downhill in '32 with the new "Confederate" line.



The '32 Chevy vehicles are among collectors' favorites. They had a strikingly attractive look that included four small doors on each side of the hood (chrome-plated on Deluxe models), chromed taillamps and "bullet-style" chromed headlamps.



Wire wheels, which had been a new feature on 1930 Sport Roadster and Sport Coupe models, became a standard item in 1931 and were eventually found on all models of this era.

Popular Chevrolet options of the day included side-mounted spare tires — giving the cars a lower, wider look — cloth spare tire covers, front and rear bumpers, a rear trunk rack, a spotlight and a dash-mounted clock.

The early '30s also marked the first use of "sub lines," early versions of today's different trim levels. The Independence series used "Standard" and "Deluxe" lines. In 1933, the series names became "Standard" and "Master." The "Master" name would remain throughout the early '40s.

#### DERBY SPONSORSHIP AND COYLE TAKES HELM

The Soap Box Derby was born in 1933. The next year, Chevrolet began its sponsorship of this all-American youth event in Dayton, Ohio. The brainchild of newspaperman Myron E. Scott (later Public Relations Director for Chevrolet), the Derby grew to be "The greatest amateur racing event in the world." Chevrolet continued its sponsorship until 1973.



1931  
1940

It was also in 1933 that Marvin Coyle took the helm at Chevrolet. He replaced Knudsen, who was promoted to GM Executive Vice President responsible for all cars, trucks and bodies (he'd eventually become President of General Motors in the late '30s). A quiet, self-effacing man, Coyle's results spoke loudly as he led a relatively young Chevrolet sales team to five straight prosperous years, averaging one-million-plus sales and production per year.

"Greater value" was the Chevrolet advertising theme of the day, and the Division proved it with technical advancements designed to ease the driver's burden. In 1932, "Synchronesh" was developed — a unique little device that matched the speed of transmission gears before they meshed, allowing all drivers, no matter how unaccomplished, to shift up and down with ease.



## "KNEE ACTION" SMOOTHS THE ROAD

In addition to Synchronesh, other product improvements appeared in the mid-'30s. The first built-in trunk appeared on a Chevy in 1933 on the Master Town Sedan; and the following year, independent front suspension debuted. The first suspension system was developed by French inventor Andre Dubonnet, an amateur race car driver and prolific inventor who later made his fortune with an aperitif wine that bears his name. His design helped eliminate the front-end "shimmy" cars with solid front axles often experienced when bouncing over pitted roads.

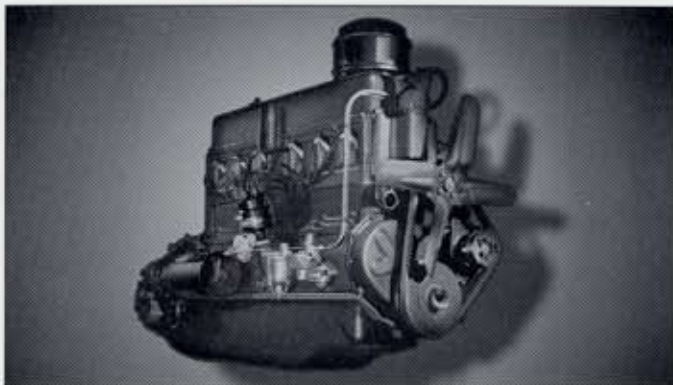


With solid axles, the front wheel would shake terribly, transferring the shock with equal force to the opposite wheel. Dubonnet's design greatly improved ride and handling and reduced tire wear. Chevrolet merchandised the suspension as an option with the name, "knee action," a simple description of the way it worked. It was later replaced with a more conventional coil and wishbone front suspension in 1939, but the name lived on.

1931  
1940



## BLUE FLAME SIX AND TURRET TOPS



A "power war" was developing between the major auto companies during the mid-'30s — Ford's V8 vs. the 6-cylinders from Chevrolet and Chrysler. To battle Ford's horsepower and top speed claims, Chevrolet introduced a new high-compression design, the "Blue Flame" Six, in 1934. It generated 15 more horsepower than previous sixes without increasing engine displacement. Chevrolet promoted the achievement by advertising "80 horsepower at 80 miles per hour," the only time in Chevy history that top speed was advertised.

The engine proved its power when a production 4-door Chevrolet Sedan towed the Burlington Zephyr into a Chicago train station.

In 1935, Chevrolet introduced steel roofs known as "Turret Tops," which eliminated the need for an owner to seal the roof annually from leakage. A convenient column-mounted gearshift option (for a mere additional \$10) arrived in '39, giving drivers easier access to the transmission lever.

1931  
1940

## CHEVY GOES SUBURBAN

Chevy trucks came a long way during the '30s. Early in the decade, outside mirrors were added to closed body styles, and vacuum-operated windshield wipers replaced the hand-operated design.

To prove the efficiency and durability of the new 6-cylinder, a factory-fresh Chevy truck left the Flint assembly plant on a "Round the Nation Economy Run." With noted race car driver Harry Hartz at the wheel, the half-ton pickup carried a 1,000-pound payload 10,000 miles around the nation's rim in a "startling" 72 days. The truck averaged less than a penny per mile for gasoline, and clocked more than 10,244 miles without one mechanical failure.



The millionth commercial unit rolled off the assembly line in 1933, and the first Suburban "carryall" arrived in '35, an 8-passenger, all-steel wagon built on a truck chassis. The following year, the "Coupe Pickup" appeared. A forerunner of El Camino (produced from the early '60s to the late '80s), this vehicle employed a standard coupe body with a pickup bed instead of a trunk. It also included a side-mounted spare tire. Chevrolet built 3,183 of these unique vehicles in 1936.



Ford was pumping the market with V8 engines during this time, and Chevy developed a new four-main bearing six for its 1937 cars and trucks. The Chevy engine produced as much horsepower as the Ford, but with better economy (estimated 15 to 18 miles per gallon).

1931  
1940

"FIRST IN SALES, FIRST IN VOLUME"

Facing intense competition from all sides, some wondered how Chevrolet remained the best-selling marque in America. What was the key? Fortune magazine speculated, "The Chevrolet car ... is the greatest common denominator of what the American public thinks a good car ought to be." Indeed, Chevrolet advertising of the day reflected its all-American appeal. One magazine ad boasted, "Every 40 Seconds of Every Day, Somebody Buys a New Chevrolet. It's First in Sales, First in Volume."

**CHEVROLET**  
for 1934

Drive it only 5 miles and you'll know he worked with you after he passed on.

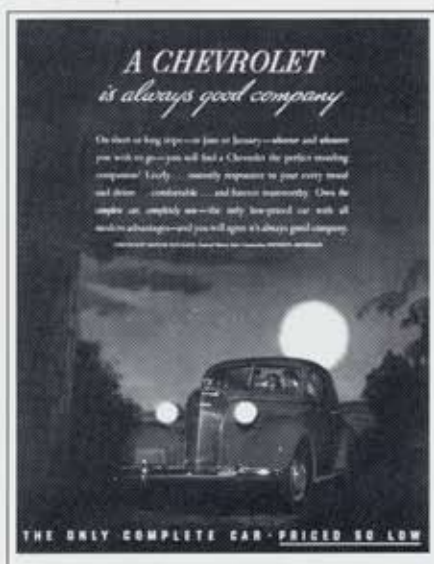


## DIAMOND CROWN AND ROYAL CLIPPER

In the mid- to late-'30s, built-in trunks grew in popularity. Buyers were delighted to have a covered compartment — where they could place a valise or other parcel — built right into their cars.



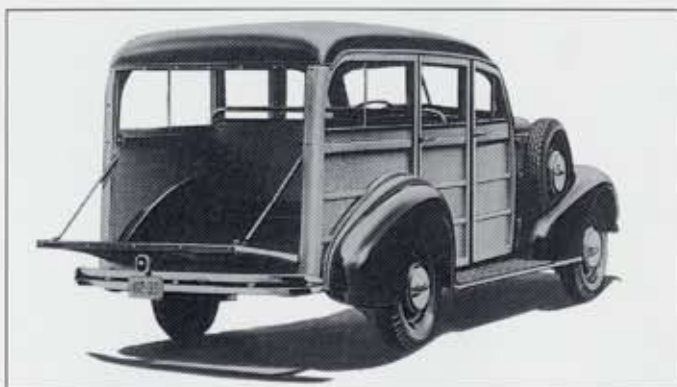
Chevrolet helped set the pace with these body styles. For example, the 1937 and '38 models blended trunks beautifully into their streamlined, handsome appearances.



1931  
1940

Also remembered about these models were the "speedlines," the crease in the body that started between the front fender and hood and flowed back across the car to the front door. Collectors today still cite the crease — dubbed by GM designer Harley Earl as, "Diamond Crown Speedlines" — as a distinguishing characteristic of these classics. Throughout the late-'30s, most press observers both in America and abroad gave Chevrolet high marks for styling and innovation. And the innovations kept coming.





Chevy unveiled its first production station wagon, with a fashionable wood body, in 1939. Despite a slow start — only 1,419 were made — it was the forerunner of a body style that Americans would come to love through the next six decades.

The '40 models, the Chevrolet "Royal Clippers," added more firsts — for example, new "sealed-beam" headlamps lit up the night, and an "alligator jaw"-type hood, hinged at the rear, gave easier access to the engine compartment.

By the end of the decade, all wooden "buggy parts" had been purged from the cars, and all-steel construction reigned.



The 25 millionth vehicle made by General Motors rolled off the Flint, Michigan assembly line January 11, 1940. This was a Chevrolet Master Deluxe Town Sedan — fitting, as Chevrolet had accounted for more than 15 million of that GM total. The architects of the Chevrolet salvation in the early 1920s were present for the ceremonies — Alfred P. Sloan Jr. and "Big Bill" Knudsen.





"BIGGER IS BETTER" AS AMERICA GEARS FOR WAR



By the early 1940s, Chevrolet was truly America's car. The public, from the big city to the farm, appreciated Chevrolet reliability, resale value and No. 1 reputation.

Louis Chevrolet, the man whose name inspired America's premier marque, died in Detroit on June 6, 1941. He was buried in Indianapolis, the city where his cars won the "500-mile classic" twice, in 1920 and 1921.

PRE-WAR AND NEW MODELS

1941  
1950

**Now on Display**  
**NEW 1941 CHEVROLET**



*Eye It - Try It - And You'll Say It's*  
**"FIRST BECAUSE IT'S FINEST!"**

<ul style="list-style-type: none"> <li>• THRILLING NEW <b>WHEELS</b> IN ALL MAJOR SIZES</li> <li>• BASHING NEW <b>"SLEETSIDE" DESIGN</b></li> <li>WITH COMPAK SAFETY SEAT AT EACH SIDE</li> <li>• 26 1/2" <b>KNOX-ACTION</b> ON ALL MODELS</li> <li>WITH BALANCED BRAKES, NEW HOSE AND SHOCK AND AIR LINE, BUSH, SPRING TENSION</li> <li>• ORIGINAL <b>VACUUM-POWER SHIFT</b> WITH 4 SPEED AT YOUR COMMAND</li> </ul>	<p>IT'S A SIZE sensation... a STYLE sensation... a <b>DRIVE and RIDE</b> sensation</p> <p>• <b>Bigger</b> in all major dimensions both inside and out... with 2" longer wheelbase and 2" longer rear overhang in all sedan models</p> <p>• With dazzling new "Aristocrat" design and larger, larger, more luxurious Fisher Bodies that set the new style for the new year</p> <p>• With a mighty 90-h.p. <b>Value-In-Head "Victory" Engine</b> that fits performance and lowers costs</p> <p>• It's the new low-price leader by the builder of leaders... <b>CHEVROLET</b>... holder of first place in motor car sales for 9 out of the last 10 years!</p> <p style="text-align: center;"><b>CHEVROLET's the LEADER</b></p>	<ul style="list-style-type: none"> <li>• NEW <b>LOWRIDER WHEELBASE</b></li> <li>• <b>LONGER, LARGER, WIDER FLOOR BORDS</b> WITH 20 POINT OVERLAP</li> <li>• <b>SOFT, VALVE-IN-HEAD "VICTORY" ENGINE</b></li> <li>• <b>SAVE 1-SPRINGS HYDRAULIC BRAKES</b></li> </ul> <p style="font-size: x-small;">For more facts printed for you, write for booklet, color and maintenance literature.</p> <p style="text-align: center; font-weight: bold; font-size: small;">EYE IT - TRY IT - BUY IT!</p>
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SEE YOUR NEAREST CHEVROLET DEALER

By early 1941, the war in Europe was taking its toll on U.S. auto production. Chevrolet had already been awarded a U.S. government contract to build 75mm high-explosive shells. And months before the attack on Pearl Harbor, Chevrolet plants were churning out military trucks, parts for anti-aircraft guns and aircraft engines. This would be the last year until the late '40s that civilian production would thrive.





Chevrolet built a then-record 1.6 million-plus cars and trucks in the 1941 model year.

Running boards disappeared from the 1941 models and were replaced by flared bottoms on the doors. Newly revealed rocker panels were trimmed with bright strips, adding a sparkle to the lower body. The wheelbase was stretched to 116 inches, three inches longer than the 1940 model, providing more legroom in the passenger compartment.

The Chevrolet advertising theme in '41 and '42 was "Bigger is Better," telling America to "Look at the Length of the Leader Now!" Americans believed the larger the car, the more prestigious. And drivers could have a big car without paying a big price. Chevrolet "big" value came through, keeping the "bowtie" number one in sales.

1941  
1950

Ads also carried a patriotic theme. Small corner illustrations showed how Chevrolet aided the war effort by making trucks and aircraft engines as well as training maintenance officers.

The models at that time were Master Deluxe and Special Deluxe. The Fleetline Sedan arrived at mid-year. Buyers were able to feast on a delightful assortment of accessories — from whitewall tires (one of the favorites) to foglamps, and spotlights and stylish front fender chrome appliques — dubbed "washboards" for their resemblance to the household laundry tool. Radios also appeared in dashboards as regular-production options, and Chevy offered a variety of units, including a five-band unit for shortwave frequencies.





### CHEVROLET SUPPLIES THE ARMED FORCES

World War II brought the civilian automotive world to a halt. In fact, the 1942 models were just arriving at dealerships in force when Japan attacked. Among the '42s were an all-new Fleetline Aerosedan and Sport Sedan, 2-door fastback models. They were the "newest of the Torpedo models" (so-called for their bulky front end and tapered rears) and accommodated six passengers.

Their introduction was short-lived. Civilian production ended on January 30, 1942. One of the Flint assembly plant workers marked the day by writing, "Last Chevrolet Off," as the final car left the line.

It would be four years before new models were seen again. The last production models featured no bright trim other than their bumpers. Features that were previously chromed were now painted or enamel. The public dubbed these "Blackout Specials," erroneously believing they were camouflaged for darkness. These models were put into a government warehouse for contingency, but several dribbled out to high-priority customers. Some may have been registered as 1943 Chevrolets due to various state title laws, but they're extremely scarce today.

1941  
1950

The war snapped the string of growth years for Chevrolet. All plants were converted to military production, except for the Service Manufacturing facility in Saginaw, Michigan, which had the mission of supplying service parts for military and civilian vehicles in America and overseas.

CHEVROLET

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THREE AWARDS TO THREE PLANTS IN ONE DAY

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**for HIGH ACHIEVEMENT**

...the award is presented to the plant which has produced the greatest volume of production in the month of the award.

...the award is presented to the plant which has produced the greatest volume of production in the month of the award.

CHEVROLET — DIVISION OF GENERAL MOTORS



Many Chevrolet plants were awarded the Army-Navy "E" pennant for excellence in production during the war.

A Chevrolet dealer service program — "Save the Wheels that Serve America" — was instituted through the war years. The program helped preserve the nation's automobiles to keep civilians rolling, and a grateful government would later congratulate the Chevrolet dealer body for its tremendous efforts.

#### POST-WAR AND NEW CHEVY LEADERSHIP

The end of World War II did not herald any new car designs. Manufacturers, including Chevrolet, simply refurbished the pre-war cars to replace the nation's worn-out vehicles.



1941  
1950

Production of civilian Chevy trucks restarted on August 20, 1945, while new cars rolled on October 3. Chevrolet reintroduced three models — the Stylemaster coupes and sedans, the Fleetmaster (with a convertible coupe and wood-bodied wagon added to the line), and the "top-of-the-line" torpedo-style Fleetline Aerosedans. After many stable years of one man at the helm, Chevrolet experienced several managerial shifts during the next two years. Marvin Coyle was promoted to GM Executive Vice President in 1946 and Nicholas Dreystadt, General Manager of Cadillac, succeeded him at Chevrolet. Dreystadt was a hard charger who pushed production to the limits to satisfy America's resurgent transportation demands. But his untimely death in 1948 left the General Manager's post vacant.

Dreystadt was succeeded briefly by W. F. Armstrong, who received a different assignment a short time later. Thomas Keating was then advanced from General Sales Manager to the General Manager post. Keating would help guide the way through much of the '50s for the automotive leader.

Chevrolet also took advantage of the new television medium that was quickly gaining popularity across the country, and aired its first television ad in 1948.





### CONVERTIBLES, PICKUPS AND WAGONS

Convertible models picked up sales steam in the late-'40s, and Chevrolet built a then-record 20,471 convertibles in 1948.



The 1948 model year saw new Chevrolet truck designs on America's roads. "Thriftmaster" pickups stretched to a new 116-inch wheelbase and featured an alligator jaw-type hood for easy servicing. The design would remain until 1955.

1941  
1950

Wagons were gaining in popularity, but consumers were increasingly choosing all-steel models over the wood-bodied models then on the market. In 1949, Chevrolet offered a wagon with a partial wood body, then shifted mid-year to an all-steel body to challenge its main rival, Plymouth. The Chevy caught on quickly, with a more "rounded" appeal than the boxier Plymouth model. In fact, many buyers found the entire Chevrolet line more attractive than the "suarish" 1949 Ford and Plymouth designs, and Chevy models far outsold them.



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### "THE LINES OF A SWIFT JET PLANE ..."

The public had been sufficiently "teased" about the styling. Advertisements proclaimed, "Some people will say ... 'It has the lines of a swift jet plane.' And some people will say ... 'It has the smart lines of a fast express cruiser.'"

The car was unveiled at New York's Waldorf Hotel in January 1949. The public was not disappointed.



The '49 Chevy models represented the first all-new designs in eight years, yet they still retained the "bigness" Americans wanted. Advertising again capitalized on it — "Longest ... heaviest car in its field, with the widest tread."

1941  
1950

Fourteen models and two series were offered, providing two contrasting styling directions — the Fleetline "fastback" with its sleeker look, and the Styleline "bustleback" with a heavier feel. Most body styles were available in Deluxe and Special editions.

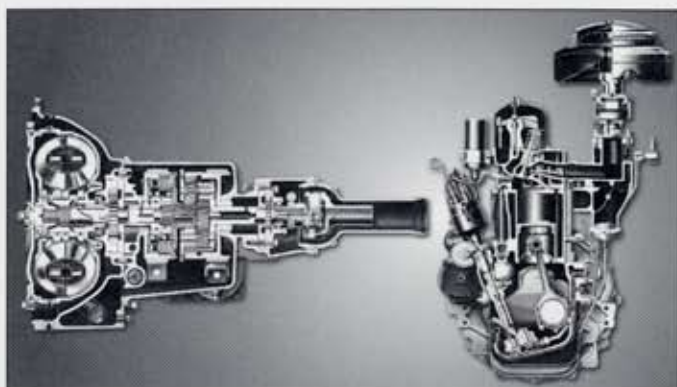
America was back in the car-buying mood, and Chevy sales for 1949 topped one million for the first time since 1927.

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### "POWERGLIDE" AND "BLUE FLAME"

1950 saw the arrival of the Chevrolet Powerglide, the first automatic transmission available in a low-priced car. Even though management had spilled the secret a year earlier at the Waldorf, Chevrolet Public Relations delighted in arousing the interest of the press by mailing out cryptic clues. First came a medallion bearing the likeness of a foot — a "distinguished service" citation retiring it from manual clutch service. This was followed by a small replica of a mattress that would "rest that foot."

The press chuckled, but waited to see how the transmission actually performed in real-world tests. Although many reporters clung to their beloved manual transmissions, the public greeted the new "Powerglide" enthusiastically.



Teamed with a more powerful "Blue Flame" Six (with 235 cubic inches), 300,000 Chevrolet cars equipped with "Powerglide" models were sold the first year ... a record production year in which 2,108,273 Chevrolets were built.



1941  
1950

The other big news for 1950 was the arrival of the Bel Air, the first Chevrolet heralded as a "convertible hardtop." The Bel Air relieved a lot of concerns about regular convertibles — they were too cold, too drafty and often leaked. The Bel Air lacked a "B" pillar, and instead used frame reinforcements to support the top. Its interior combined leather and fabric trim, for a plush cabin look and feel. With the most glass area in its class, it also provided excellent visibility. It proved to be extremely popular, with more than 75,000 sales.

Chevrolet was enjoying a prosperity that would be tough for the other manufacturers to counter. But Ford mounted a threat early in the '50s that Chevy had to answer.



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### "HOT ONES," TAILFINS AND A SPORTS CAR DREAM

The two major automotive manufacturers entered the 1950s in a classic price battle.

Ford had endured its second-place status long enough, and management ordered the plants to produce all the models they could build. In 1953, dealers slashed their prices to try to seize an advantage and clear their burgeoning inventories.

Chevrolet responded to Ford's "flood" with its own increased production. Chevy dealers also matched their rivals in price. And Ford never caught Chevrolet with this tactic.

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### STYLE IS "IN"

The Fleetline "Torpedos" disappeared after 1952, and a new Chevy design appeared in 1953. The passenger car lineup returned to three "series" — the first time since 1940. These included the standard One-Fifty in 2- and 4-door sedans, a coupe and station wagon; the mid-level Two-Ten that lavished on little luxuries like armrests, ashtrays and a right-hand sunvisor; and the "step-to-the-top" Bel Airs included a well-appointed convertible in its full model line. This hot seller enticed buyers with such niceties as a clock, carpeting and high-quality upholstery.

Style was, quite frankly, "in," and Americans wanted more. They wanted the cloth-and-vinyl Two-Tone interiors featured in up-level Chevrolet models. They also enjoyed the "room to stretch out in."




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### POWER EDGES UP

Many advances for '53 were found under the hood. The older 216.5-cubic-inch, 6-cylinder engine was abandoned in favor of the 235.

It was on these cars that horsepower would start its long climb upward during the decade, culminating in the performance wars of '58 and '59. On Powerglide models, the "Blue





Flame" Six kicked out a maximum of 115 horses, thanks to aluminum pistons (added to all Chevy sixes the following year), a hollow crankshaft design and a 7.5:1 compression ratio. The engine proved itself on the motorsports circuit, as a Two-Ten sedan with Powerglide captured first place in the Light Stock Class at the '53 Mexican Road Race.

The '53 models were the first Chevy models to feature a one-piece, curved windshield, outmoding the "classic" split windshield used since 1935. Power steering was also added as a factory option.

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#### THE ORIGIN OF A SPORTS CAR DREAM



But 1953 brought even bigger news. Americans took a fancy to the European sports cars now dotting the roadways. True, the Europeans were under-powered and small, but they were fun to drive, too.

*1951*  
*1960*

GM Chief Designer Harley Earl recognized the trend toward fun-to-drive cars and wanted GM to offer a 2-seat sport machine like the post-war XK-120 Jaguar he admired. He thought his "looker" could be accomplished with a body of reinforced fiberglass fitted on a conventional frame.

A prototype of Earl's dream, the first Corvette, appeared at the 1953 Motorama; and Chevrolet was besieged with requests for a production version.

Many skeptics didn't believe Chevrolet would offer such a radical design for mass production. Thomas Keating later said that Corvette got the production "go-ahead" to show the doubters that Chevrolet was not "stodgy" about its cars.

To rush the Corvette to market, and to save on development costs, Earl and the design engineers employed many "off-the-shelf" underskin components.



It was not the ultimate in performance machines — as future 'Vettes would be — yet this trendsetter broke new ground for Chevy in several areas. There were no exterior door handles to inhibit the outside flow of the car. Doors had to be opened by reaching in through the window, which were not traditional rollup types, but plexiglass side curtains.

The manually operated convertible soft-top folded into a concealed compartment behind the seat, a favorite design of creator Earl. Inside, driver and passenger settled into bucket seats and monitored engine functions from small, full-moon gauges. Originally, the Powerglide automatic was the only transmission available. Underneath, the engine sat rearward of the front axle. Modifications to the "Blue Flame" Six included solid valve lifters, dual valve springs, a special aluminum intake manifold and triple carburetion. The result produced 150 horsepower at 4500 rpm.

Only 300 Corvettes rolled off the Flint, Michigan assembly line the first year. These were mostly given to VIPs, and are extremely rare and valuable today.



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#### "SEE THE U.S.A. ... " AND A NEW V8

America drove in a new dimension of comfort in 1954, thanks to innovative Chevrolet options introduced to the market — power brakes, seats and windows.

It was also in 1954 that America first heard a popular television hostess croon the now-famous, "See the U.S.A. in Your Chevrolet" anthem. And more Americans were buying cars and traveling than ever before.

The following year, Chevrolet produced a record 2,223,000 cars and trucks. Chevrolet Chief Engineer Ed Cole also introduced his Turbo-Fire V8, the first 8-cylinder for Chevy in 36 years. This was the legendary "small block" V8, one of the most famous Chevy engines ever. With versions rated from 162 brake horsepower (bhp) to 180 with the optional 4-barrel, dual exhaust "power pack," the engines squelched Ford's "most power" claims and were widely advertised as "Red Hot Hill Flatteners."





The press reaction was enthusiastic. With the new engine and a beautiful new, contemporary and highly attractive design, Chevy had gone from a more conservative, senior generation image to a more youth-oriented car almost overnight.

Chevy polished that image in motorsports competition with 13 wins in 25 NASCAR short track events, and dominated NHRA racing. It was fitting that a '55 Chevy — a red-and-white Bel Air Convertible — paced the Indy 500.



1951  
1960

Power was boosted on the '55 Corvette as it shared a modified version of the new Chevrolet V8. This 265-cubic-inch powerplant with 4-barrel carburetion generated 195 horses.

The engine was offered with a new 3-speed gearbox, which gave buyers a choice of manual or Powerglide transmissions.

#### A NEW CHEVY TRUCK GENERATION

Added power and convenience also came to the all-new Chevy trucks at mid-decade. The new V8 gave extra muscle for load-hauling. Automatic transmissions were available for select half-ton commercial models, and power steering became an option — all for more driver convenience.

Also in 1955, Chevy created the Cameo Carrier by dressing up a half-ton with Two-Tone paint (Bombay Ivory and Red), chrome bumpers, Bel Air wheel covers and a special fiberglass panel pickup box. Versions of the Cameo appeared in the Chevy lineup through 1958.





#### WAGONS PICK UP THE PACE

Suddenly, everything on wheels had to have style. The humdrum station wagon took on new meaning in '55 with the introduction of Chevy's 2-door Nomad Wagon. Wagon sales had been on the increase for years (from 3 percent of the market in '48 to 15 percent in '55), and Chevy responded with this unique "hardtop wagon" design, created more for looks than function. Nomad stayed in low volume through the three years of its production, but now is considered one of the most sought-after collector cars from that era.



Chevrolet leadership changed in 1956 with Cole appointed to the General Manager's slot, replacing Keating, who moved on to become GM Vice President in charge of passenger car divisions. Keating later became President of General Motors. That same year, Chevrolet design and styling studios were relocated to the new GM Technical Center in Warren, Michigan.

#### "CORVETTE COVE" AND MORE VS FIRE

Corvette underwent many changes during the balance of the decade. The 1956 model unveiled the 'Vette's trademark bodyside "cove" indentations, and also featured a "slicker" exterior look and chassis refinements. It was now a serious sports machine. A removable hardtop version offered "Sedan-like weather protection and fine visibility."





A new optional V8 arrived on the scene for 1956 — a 265-cubic-inch, 225 bhp, “screamer” with dual 4-barrel carburetors. Later in the decade, fuel injection and an increase in displacement to 283 cubic inches would up its rating to 290 bhp, with carbureted versions delivering 230 to 270 horses.

### THE CLASSIC '57

The regular Chevy lineup benefitted mostly from power and styling changes for the balance of the decade. A 9-passenger wagon was introduced in '56, advertised with, “It carries a whole baseball team beautifully.”

1951  
 1960

**“I’ve got room for 9 of us”**

Chevrolet offers 6 sprightly new Station Wagon—all with Body by Fisher including two new 9-passenger models

Chevrolet Station Wagon

Chevrolet Station Wagon

Chevrolet Station Wagon

Chevrolet Station Wagon

Chevrolet Station Wagon

Chevrolet Station Wagon

**THE HOT ONE'S EVEN HOTTER**

See Your Chevrolet Dealer

The new V8 got a boost to 205 bhp, and the engine advertised as the “Hot One” in 1955 received more acclaim in 1956 — “The Hot One’s Even Hotter,” advertisements proclaimed. The powerplant proved its reputation with a record run up Pikes Peak, driven by Zora Arkus-Duntov (the future mentor of the Corvette) in only 17 minutes, 24.05 seconds — an amazing accomplishment for the time.



The following year marked the introduction of a car that would become one of the most prized collector cars ever. The 1957 Chevrolet was basically a sheet metal change from '56, yet its new tail fins and front end, sound engineering and overall body quality enhanced its appeal.



Under the hood, it featured the optional fuel-injected "Ramjet" 283 V8 that provided one brake horsepower for every cubic inch. Advertising touted, "The Road Isn't Built That Can Make It Breathe Hard!"

A new optional "Turboglide" automatic transmission was offered for these engines. Its built-in "kickdown" feature gave added passing power, and its shift quadrant contained an "HR" for "Hill Retarder." Drivers used this gear to slow the car on steep hill descents.

1951  
1960

**'57 CHEVROLET! SWEET. SMOOTH AND SASSY!**

Here's your one of our best yet... with a strong new...  
 engine to drive faster longer and better and a 1-2-3...  
 new Turboglide automatic...  
 1-2-3 and a longer trip of new ideas including... and...!

**USA**

### TRUCKS ROLL ON

Truck sales climbed steadily late in the decade, and Chevy kept pace with new product innovations. Air conditioning became a dealer-installed option and 4-wheel-drive pickups, with aftermarket transfer cases, arrived in 1958. It was now easier to go into the "muck" to get the job done.

An all-new '58 model pickup brought the Chevy new, smooth Fleetside box style — today's most popular box — and double-wall construction. Chevrolet became more entrenched in the commercial market by introducing heavy-duty truck models with single and tandem axles during the mid-'50s.





**"CADILLAC BIG ... AT A CHEVY PRICE"**

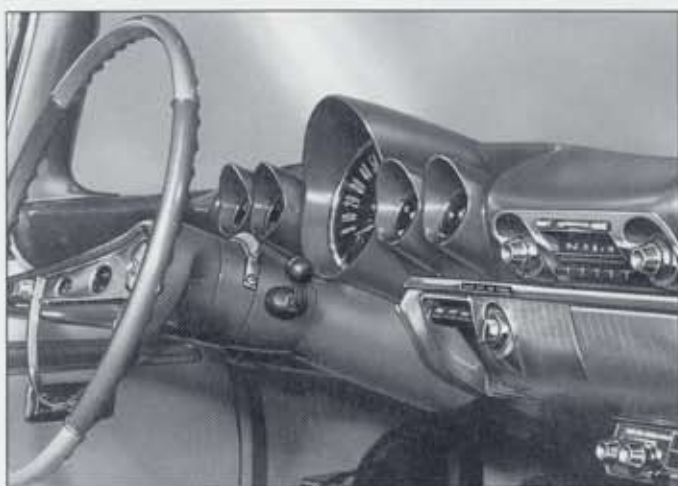
Chevy cars changed style in 1958 with the arrival of the Impala nameplate. Designed to provide a "Cadillac big car look at a Chevy price," Impala sported quad headlamps; and the parking lamps set into chrome bezels at the grille's edge resembled the housings for jet engine turbines.



1951  
1960

The bigness craze and "fins" of the '50s peaked late in the decade. The 1959 Chevy was the last dramatically finned model. In addition to the famous "Batwing" tail design, it featured a 119-inch wheelbase and an overall length of more than 210 inches.

The long, shallow rear deck prompted an automotive writer to josh, "(There's) enough room to land a Piper Cub." In front, small quad headlamps peered out from an anodized aluminum grille. Another distinctive feature was the oblong "eyebrows" that extended over the grille top.



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### EL CAMINO AND THE EARLY '60s

Included in the 1959 model lineup was a new version for those who wanted passenger car comfort and style with the ability to haul loads in a pickup bed. This half car/half truck was named "El Camino" and, except for a brief hiatus in the early '60s, it remained a member of the Chevy truck lineup until the late '80s.



The '59s were most notable under the hood, where an optional V8 engine pumped out up to 315 bhp. This "burner" thrived during the "more power" competition between the manufacturers.

The radical fin design of '59 softened into a classier look for 1960, as mild fins were integrated into the rear sheet metal.

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### CHEVY'S FIRST SMALL CAR

It was during this time that increasing numbers of economy-minded American drivers began to tire of the "performance wars." They longed for cars that were a little simpler and more cost-effective.



Many buyers were turning to the imported Volkswagen from Germany, a "plain Jane" buggy that would thrive on its "simple" image. Earlier in the decade, American manufacturers discounted the trend toward VWs as a fad. It turned out to be anything but.



As a result, compact cars arrived from the "Big Three" in late '59 as '60 models. The Chevy model was the Corvair, an innovative departure from the crowd. Powered by an air-cooled, rear-mounted 6-cylinder engine (the first air-cooled Chevy since the mostly experimental 1923 copper-cooled Chevrolet), Corvair was available in three styles — base "500" Coupe and Sedan, mid-level "700" and the mid-year "900" Monza Coupe.

The Monza was an affordable, sporty car unlike anything else in the industry. It quickly became the best-selling Corvair and created a new market niche that would inspire a stampede of youth-oriented models from competitors.

1951  
1960

Yet, as the '60s began, Chevrolet was already at work on a second new small car ... and on reinforcing, once and for all, sales leadership in America.



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**CAR-HUNGRY AMERICA GETS NEW MODELS, STYLES**

The finned look of the late '50s disappeared in the early '60s as Americans looked for cleaner, more tasteful designs in their driveways.

A product of these desires was the 1961 Chevrolet Impala lineup, which sported full-length body-side moldings and a "thin pillar" slantback roof. Just the slightest trace of the old fins could be detected. To add spice, Chevrolet offered the Impala Super Sport (SS), a car that ushered this vaunted badge into the lineup.

Chevy promoted Impala SS as the car for those who "won't settle for less than REAL driving excitement." The SS and its new optional 409cid V8 quickly proved themselves on the performance circuit. One of the first cars equipped with this new powerhouse engine blew away the competition at the 1961 Winter-Nationals Drag Racing Championship, held in Pomona, California. In fact, the 409, teamed with a 4-speed and some handling extras, placed the Impala SS among the world's fastest automobiles.

For 1962, the SS package could be combined with an even more gutsy 409 V8 and drivers were surrounded with sporty option touches everywhere, including bucket seats — now included with SS trim — four on the floor, a 7,000 RPM tachometer, and even a dash-mounted passenger grab handle.

1961  
1970




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**CORVAIR EVOLVES, CHEVY II DEBUTS**

In the compact market, Corvair was undergoing its own evolution, adding wagons and convertible models. But the Corvair that truly caught on was the Monza Spyder, a 150-horsepower, turbocharged "mover" that could outrun any Ford Falcon or Plymouth Valiant of the day.





Corvairs would undergo one restyle through the balance of the decade before disappearing in 1969. But the bigger news in small Chevy vehicles bowed in 1962 — the all-new Chevy II — the 110-inch wheelbase forerunner of the highly successful Nova of the '70s.



1961  
1970

Chevy II offered a menu of models for buyers. Its 4-cylinder automatic transmission powerteam was a first for Chevrolet (and the first 4-cylinder Chevy since 1928), along with its innovative single-leaf "mono-plate" rear springs. The available inline six was a popular engine option and a little roar was added in the mid-'60s with optional 283 and 327 V8s.

The carbureted 327 V8 found its way into the 1965–67 Nova SS. The 1966 Nova SS, when equipped with the available 350-hp version of the 327 "Turbo-Fire" V8, was one of the hottest performers in the compact class.

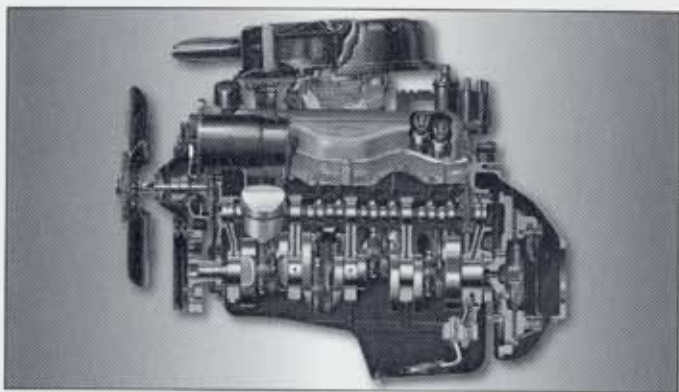
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#### AMERICA TURNS ON POWER AND CHEVY UNVEILS CHEVELLE

Performance spread quickly throughout the Chevy lineup during the Sixties. SS nameplates and sporty features such as bucket seats appeared on several models ... and potent V8 power lurked under the majority of their hoods.

Chevy was just keeping in step with America. Power pervaded the mid-'60s culture. Muscle cars were hailed by rock groups, including the Beach Boys, who urged a big block Chevy to "Giddyup, Giddyup 409."





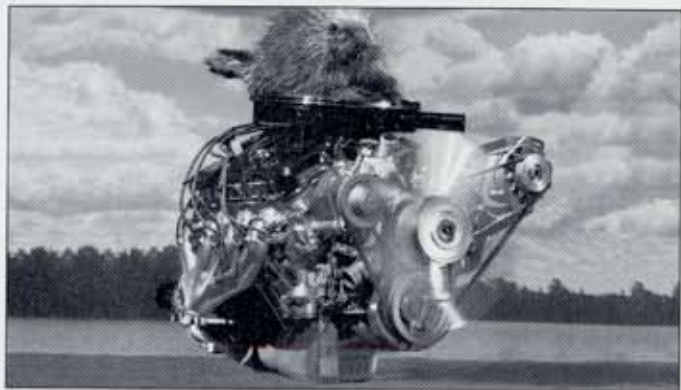
Chevy vehicles were consistently found in the winner's circle on the motorsports circuits. In 1964, Chevrolet took five of the classes at the Pure Oil Performance Trials in Daytona Beach, Florida. The event was the scene of the newest Chevy introduction — the 1964 Chevelle — a midsize sedan, hardtop, wagon and convertible series.



1964  
1970

Chevelle buyers had their choice of 6 or 8 cylinders, and three series — the 300, the Malibu, and Malibu SS. Chevelle increased the Chevy model line to five distinct body styles, and was slotted neatly between the Chevy II and Impala. Hundreds of thousands of family buyers chose Chevelle in its first year.

Chevrolet was showing market versatility in many ways during this time. Most models offered more conventional 6-cylinder engines for the conservative family driver — but the same body style need only “step into a phone booth” and emerge as “Super Sport.”



This ability to meet a wide range of America's driving tastes helped entrench Chevy as the number one nameplate during the '60s. In keeping with the power craze, Chevy introduced yet another high-performance engine in 1965 — the Turbo-Jet 396 with the famous "porcupine" heads, so called because each valve was angled toward its port to give optimum gas flow.

For the family buyer, the Caprice nameplate bowed in 1965 as a model option for the full-size Chevrolet. It would later become a model all its own, a model that is the symbol of Chevy luxury.



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#### STING RAY — THE NEXT-GENERATION 'VETTE

The Corvette represented a unique performance statement early in the '60s. GM Styling Chief Bill Mitchell revamped the 'Vette's styling by adding a tapered "ducktail" rear end. Stiff springs were replaced by dual sway bars — the rear bar marked its first application in an American car.

1961  
1970

But the biggest impact made in 1963 was the introduction of the Corvette Sting Ray — powered by a 327cid V8 offering up to 360 hp, this performance machine was created under the watchful eye of engineer Zora Arkus-Duntov.

The new 'Vette sported power-operated hidden headlamps that rotated from beneath a long, sleek hood. Its split rear back-light and an integral door-to-roof arrangement added to the slick styling and provided easy access to and from the cockpit.



The Sting Ray was "trunkless" — passengers reached in behind the seats to get to the luggage area. Underneath, rear coil springs were eliminated, and a new single transverse leaf, mounted to the rear frame, took their place. Combined with 4-wheel independent suspension, it made for the best riding and handling Corvette yet.

A 425-bhp Mark IV V8 was added in '65, making this the strongest 'Vette yet.

At one time, engineers had considered remodeling the 'Vette into a 4-passenger body. Not out to chase the Ford Thunderbird (which had been converted to a 4-passenger style a few years earlier), the idea was quickly dropped, keeping the Corvette a two-seater domestic exclusive.

The Sting Ray style continued until 1968, and would prove to be one of the most popular 'Vette body styles ever.



1961  
1970

#### INDEPENDENT SUSPENSIONS ... AND OTHER TRUCK NEWS



"Tough Chevy Trucks" just got tougher through the '60s. Independent front suspension, the industry's first, bowed with advertising claims that, "Chevy Has Done the Next Best Thing to Paving Every Highway in America." New Tilt-Cab Mediums and Heavies appeared with one-man operation for tilting and servicing the engine compartment. And Chevy entered the diesel market during this time in Mediums, saving fleets money on fuel costs.

A new 292-cubic-inch, in-line six appeared on light-duty pickups, with seven main bearings for durability. To prove the engine's toughness, several sixes were punished in an endurance run down the Baja Mexico strip prior to their '63 announcement. The vehicles survived the torture and were displayed at auto shows throughout the country.

### THE NEW PONY CAR — CAMARO

Chevy had more surprises in store as the decade wore on. "Pony cars" were ready to take on the world, and Chevy revealed its contender in September 1966.

The public's appetite had been whetted weeks before by teaser print advertisements that depicted the Camaro headlamps and honeycomb grille coming from a black background, with a single word — Camaro.

As the first new GM design born out of wind tunnel testing, Camaro offered a sleeker, more aerodynamic shape than its boxier rival, Mustang. Its long hood and abbreviated deckline gave it a unique look, and with a Sport Coupe, Convertible, Rally Sport, SS package and scores of options to choose from, buyers could literally personalize Camaro to their own tastes.

Camaro (derived from a French word meaning "companion") was an instant hit. In a 2.2 million car year, ten percent of the Chevy 1967 model sales were Camaros. It symbolized youth to America ... and young America showed its approval.

1961  
1970



The famed Z28 badge (a name taken from its original option code that thrives today) arrived in January 1967, a spin-off created by Chevy performance engineer Vince Piggins. He believed Camaro could assert itself in the SCCA's Trans Am Sedan class, and constructed a 302cid V8 that qualified the car for competition (305cid was the limit). The "Z" responded by winning the Trans Am championship for 2.0 liters and above in 1968 and 1969.

The public caught hold of the Z28, and wouldn't let go. With 15-inch Corvette wheels, a heavy-duty suspension, power front disc brakes and special broad stripes, Z28 was a mover ... and Chevrolet couldn't keep up with demand.

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#### NEW LEADERSHIP, ALL-NEW BODY STYLES

The helm changed hands three times during the '60s at Chevy. Cole moved up to head the GM Passenger Car and Truck Operations in '62, with Semon "Bunkie" Knudsen (Bill Knudsen's son) taking over. E. M. "Pete" Estes ascended to the General Manager's office in '65, when Knudsen was named GM Vice President in charge of Overseas and Canadian Operations. He was succeeded by John Z. DeLorean in 1969. Estes would eventually occupy the President's chair of General Motors.

Performance was de-emphasized in the late '60s, as government regulations and emissions standards took their toll on big cars and high-performance features. Chevrolet incorporated new exhaust emissions control systems on all '68 engines.

But the model lineup was evolving more as a result of customer wants than for regulations. In 1968, a redesigned Chevy II (long hood and short deck) with a 295 bhp V8 won "Compact Car of the Year" honors from Motor Trend magazine. Chevelle body styles evolved to a more compact, sportier theme, and the Chevelle name eventually gave way to the Malibu moniker of the popular car line.

1961  
1970



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#### "THE SHHHHEVROLET WAY"

Full-size Chevy models also went through several changes. Outside, the look went from angular to more rounded. Inside, the biggest Chevy models were in a "quiet" war with their full-size counterparts from Ford. While Ford attempted to prove the interior silence of their models in quiet tests against luxury sedans around the world, Chevrolet appealed to the family heart by depicting a little girl asleep in the back seat of a Caprice with the caption "The Shhhhevrolet Way."






In 1968, a formal roof line was added to Caprice Coupe and Impala Custom Coupe. The Impala Sport Coupe retained the more "swept-back" look to the rear deck that was characteristic of the car line throughout the decade.



**CORVETTE AND CAMARO COME INTO THEIR OWN**

The Corvette '68 restyle, with its more pronounced front and rear fender curves and flowing lines, earned more than 38,700 sales — a record that would hold until 1976. The Sting Ray name left the lineup in 1968, but returned the following year as one word (Stingray).

The '68 My Corvette car. You release a fire button and there you're on the road in only 10 seconds. It's a release a fire button and the car starts in a flash. You hit it, the key in the ignition and you... and you... and you're on your way. Hello, it's your car! What's the use. You're not in it all your own. **Corvette** 

# 10 seconds to lift off.



Circle 11 on Reader Service Card



1961  
1970

Boosted by Z28 popularity, Camaro enjoyed its greatest sales year yet in 1969. When Camaro was chosen as the official Indy pace car for the second time in three years, more than 3,500 replicas were sold by Chevy dealers throughout the country.





The 1970 Camaro restyle widened the body look and added a long squarish grille and dual headlamps, bucking the industry trend toward quad treatments.



1961  
1970

No longer based on the Chevy II platform, Camaro became a personality unto its own in 1970. Corporate engineers debated the merits of giving it a high-versus-low cowl look, but opted for the low version to add to its sporty "low rider" personality. Power was now supplied by a standard 6-cylinder, with two available V8s for muscle car buffs.

#### BLAZER AND "MONTE"

The first Blazer appeared in 1969, offered as a "sport pickup" and 4-wheel-drive, off-road vehicle. Buyers could have their Blazers in soft-top or hardtop versions.



With the move to personal luxury vehicles late in the decade, Chevy had one final model to introduce. The new Monte Carlo Coupe debuted for the 1970 model year as a personal luxury car statement, sporting a formal face, trim body and a narrow taillamp design.

Based on the Chevelle platform, Monte Carlo brought power to the market as well, with an available 454 V8 pumping out 365 bhp. Its front hood — six feet from grille to concealed wipers — was the longest on any Chevrolet, and helped the "Monte" stand out from Thunderbird, Grand Prix and other comparable cars. In fact, it stood out so much, it earned "Car of the Year" honors from Motor Trend magazine.



All the power, all the performance, all the "big car" statements faced a new challenge as the '70s began, however. In fact, power ratings were taking a turn for the worse. For 1971, ratings would be displayed as "net" horsepower, rather than the brawny "bhp" or brake horsepower ratings that had been performance benchmarks. The plummeting numbers began to reflect the awakening of energy conservation — an awareness that would increase dramatically in this new decade.

1961  
1970



BASEBALL, HOT DOGS, APPLE PIE ...  
AND ENERGY CONSCIOUSNESS

American's attitudes toward their cars changed drastically during the early 1970s — more so than any other time during the 20th century.

For years, Americans had loved their big, bold automobiles. Gasoline mileage wasn't important, because gas was plentiful and inexpensive.

But the oil glut didn't last. In fact, the '73 oil embargo caused gas prices to double within two years. Suddenly, fuel economy was important ... very important.



1971  
1980

THE FIRST CHEVY SUBCOMPACT

It was during the '70s that the Chevrolet vehicle lineup changed more radically than any previous decade.

It started with the Vega. Produced through 1977, in response to the fuel-thirsty needs of America, Vega was built on a then-diminutive 97-inch wheelbase. Chevrolet introduced Vega as "The Little Car That Does Everything Well." Produced in hatchback coupe, notchback sedan, "Kammback" wagon and panel express delivery versions, the base price of Vega started at \$2,090 in September 1970.



Power was supplied through a 2.3-liter, 140cid, aluminum block 4-cylinder that produced a standard 90 horsepower, or an optional 110 with a 2-barrel carburetor. With the addition of Vega, Chevrolet now offered seven different passenger car models, the largest lineup in its history.

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#### A LITTLE "LUV"

Chevy needed a compact truck to go along with its new compact cars. So, in 1972, the first Chevy LUVs (Light Utility Vehicles) appeared, imported from Isuzu of Japan.



Chevrolet trucks offered everything from the Vega Panel Express to the Titan 90 Heavy Duty — with something for every personal use and commercial need in between.

In 1971, Chevrolet became the first individual manufacturer to sell more than three million units in a calendar year — 3,002,315, to be exact. Not bad for a company that, 50 years earlier, was threatened with liquidation because corporate prophets predicted it "could not hope to compete in its field."

1971  
1980

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#### IMPALA RECORD — TEN MILLION

Chevrolet did not rest on its laurels. New products and other achievements followed. In 1972, Chevy recorded the ten millionth Impala sale since the nameplate bowed in the 1958 model year, making it the most popular full-size car in automotive history.

And the popular full-size showed no sign of losing this momentum. Through '76, the cars remained the essence of "bigness," and were unstoppable by any other full-size competitor on the market.

The low-end Biscayne and Bel Air lines were discontinued by the middle of the decade, as was the convertible, leaving the elegance of Caprice and Impala. The cars received wider grilles and new bumpers and a bulkier overall look through these years. But the emphasis stayed squarely on luxury, and a full-size car that was truly full size.





### MALIBU, MONZA AND NOVA

The midsize lineup continued to thrive as well. In 1973, Chevelle received a new handsome, clean style, and a Laguna series was added above the Malibu line. The year saw more than 300,000 Chevelle models sold, with the image-oriented Malibu capturing the public's attention. The model line would see one more major restyle late in the '70s, adding more formal lines, and dropping the Chevelle name.

1971  
1980

Despite the drop-off in performance in the early '70s, Chevy still produced a few popular muscle cars for the public. The 1971 Chevelle offered a V8-powered "Heavy Chevy" option. There were also the 350 V8 Rally Novas, V8 Camaro "mover" and, of course, Corvette. Another example was the Chevelle Laguna Type S-3, which featured an optional 454 V8. From '74-'76, it was an effective performer on the NASCAR stock car circuit.

The second-generation Chevrolet subcompact — Monza — evolved in 1975 as a sporty offshoot of the Vega platform. A front-engine, rear-drive hatchback, Monza provided smaller engines for the energy-conscious, yet offered optional V8 power for those still wanting punch under the hood. In fact, its 262cid V8 was the smallest 8-cylinder in Chevrolet history.

A second Monza body style — a 2-door notchback "Towne Coupe" — appeared in mid-1975. It shared the same mechanicals as its brawnier-looking 2+2 brother, but sported totally new sheet metal and a more formal appearance.



In other small car news, Nova popularity was at its peak by mid-decade. The carline finished 1974 with approximately 400,000 sales, and a new Nova arrived for 1975. In the works was a more formal, luxury look, a "boxier" appearance than in the past. Fancier uplevels known as Customs and LNs were added, and the LN took a styling likeness to some of the more upscale European entries on the market. It caused Road & Track magazine to label it, "A European Chevy." Nova left the Chevy lineup in 1979, returning as a completely re-designed subcompact in 1985.

#### SPORTY CARS SET NEW SALES RECORDS

Camaro received a facelift at mid-decade, encompassing a new front and rear design to accommodate new, lighter aluminum bumpers. Optional power door locks and cruise control made their first appearance. The Z28, which took a surprising hiatus in the mid-'70s, returned to the lineup in 1977. In 1978, more than 278,000 Camaro models were sold, a record model year for the Chevy pony cars.



1971  
1980

Corvette, the epitome of performance cars, never lost its sparkle during the decade. True, power decreased somewhat in response to government actions on emissions, yet the car's popularity increased. Sales records were shattered in 1976, when 46,558 Corvettes rolled off assembly lines.

During the decade, minor body changes had been made — the "Kamm" tail had been replaced by an "energy-absorbing," rounded rear end. Five-mile-per-hour impact bumpers had been added, made of polyurethane and integrated to the body color. An anti-theft alarm was added, a testament to the Corvette model's incredible value. The car was no longer targeted at the race enthusiast only, but the upwardly mobile, young professional as well. It was a marketing strategy that paid off.

The Corvette 25th anniversary in 1978 was commemorated by a special edition Two-Tone Silver model. The same year, Corvette was selected as the Indy Pace Car, and 6,200 replicas were produced, one for each dealer. They are rare and valuable collector cars today.



CHEVY, THE "ALL AMERICAN"

By the mid-'70s, Chevy was at the height of its "all American" image. Advertisements reinforced this theme, singing about "Baseball, hot dogs, apple pie ... and Chevrolet," while depicting "slices of life" from rural and urban America.



1971  
1980

With memories of a fuel-conscious America still fresh, Chevrolet set the wheels in motion to introduce a score of new products for the late-'70s. The era was marked by the new trend and a new word — "downsizing."

It started in 1976 with the smallest Chevrolet to that point, the 2-door Chevette Hatchback. A full 17 inches shorter than Vega, the Chevette unit-body construction, front-engine, rear-drive layout and rack-and-pinion steering would provide a remarkably sound, sturdy small car platform for years to come. Automotive writers called the car "bulletproof" for its ability to endure. After a rugged 24,000-mile test, Car and Driver magazine gave the car high marks in 1976, saying, "Chevette is the most trouble-free, slam-the-hood-and-forget-it ... machine we've ever encountered."






• 40 MPG highway  
 • 28 MPG city  
 • Our highest  
 EPA rating

# Chevette

The new Chevette is a compact car that's big on space and fun. It's got a roomy interior, a trunk that opens like a hatchback, and a sporty exterior. And it's got the highest EPA rating of any car in its class.



Chevrolet's new kind of American car.

The first Chevette offered two engines — 1.4-liter and 1.6-liter overhead cam layouts. A 4-door sedan was added in the '78 model year, as was a high-output version of the 1.6L engine. Buyers could choose from automatic transmissions, air conditioning, tilt steering and multicolor sport stripes — all luxuries that many small cars of the day didn't offer.



1971  
 1980

### CHEVY FULL-SIZE — NUMBER ONE

The next step for the automotive sales leader involved the Impala/Caprice line in 1977. Chevrolet received a lot of bystander criticism for finally succumbing to the smaller trends, but the remarks proved to be just that — remarks. The new models were met with such public enthusiasm that they unseated the Oldsmobile Cutlass as the best-selling nameplate, helping Chevrolet capture 25 percent of total domestic sales.

The new full-size vehicles measured 11 inches less in overall length, five-and-one-half inches less in wheelbase and four inches less in width. Yet nothing was compromised in overall legroom — while the models actually gained headroom and space in the trunk. The car was more than 600 pounds lighter and earned fuel economy figures of 17 MPG city, 22 highway — unbelievable for a car its size at the time. Standard under the hood was a 4.1L L6, with two optional V8s. No manual transmissions were available.

Styling was much more elegant and more angular, with fender-high horizontal lines and a crisp definition to the hood, roof and decklid. GM stylists felt it reflected the modern look of architecture in the '70s.



But to many buyers, it had a more distinguished appearance than any previous full-size Chevrolet. It was just one of the reasons why Caprice accounted for 30 percent of standard-size car sales by 1979.

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#### A NEW MONTE CARLO AND A NEW COMPACT



1971  
1980

Monte Carlo received a more formal look in the late-'70s. "Monte" had become essential to Chevy dealers nationwide — it was the second best-selling bowtie nameplate, and number four overall in domestic sales. The new look gave a sculptured, formal statement to the rear decklid and roof lines, adding to the feeling of personal luxury. It, too, came down in size, losing 12 inches in overall length and 817 pounds.

The final major change of the decade occurred in April 1979, when the Nova nameplate bowed out of the Chevy lineup and the newest Chevrolet compact appeared — Citation.





The first Chevrolet front-wheel-drive car, Citation bowed into an energy-conscious environment, and it caught on quickly. Citation offered 2-door notchback coupe and 2- and 4-door hatchback sedan body styles. Buyers had their choice of the standard "Iron Duke" 4-cylinder or a 2.8-liter V6 under the hood. For sporty buyers, Citation XII was the choice. It, too, was a hit with buyers. Chevrolet couldn't keep up with the Citation model's popularity. Demand remained ahead of production for more than a year.

And, while Chevy dealers turned over Citation models at a rapid rate, the Division's General Manager's post rotated only twice during the '70s. In 1972, F. James McDonald took command of the position from John DeLorean. Robert D. Lund succeeded McDonald in 1974, and would eventually become President of General Motors.

1971  
1980



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 IMAGE, POWER AND A NEW CHEVY GENERATION
 

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Chevy faced another challenge as the 1980s began, when a second oil embargo hit the nation in 1979. Because of this, high-mileage imports grabbed a greater hold on the market during the 1979-1982 time frame, and domestic manufacturers worked hard to respond.

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 THE CAVALIER — ALL-NEW CHEVY SUBCOMPACT
 

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Citation had already established itself when Cavalier debuted as an all-new line of 1982 subcompact cars. The Cavalier family of body styles included a 2- and 4-door notchback, 2-door hatchback and a wagon. A convertible was added in 1984, the first "ragtop" in the Division's lineup since 1976.



1981  
1990

1986 brought Cavalier Z24 into the fold, a performance version that boasted lower-body ground effects, a Multi-Port Fuel Injection V6 and a sporty interior design to attract younger buyers.

Z24 found its way into advertising with Camaro Z28 and Corvette, dubbed, "The Fox Raised By Wolves."

The underskin design of Cavalier marked the trend for the majority of '80s-era GM cars with a transverse-mounted front engine, front-wheel drive, and independent front suspension with MacPherson struts and coil springs.

Cavalier started slowly, but more power and additional refinements eventually made it the apple of the public's eye. It became the best-selling car in America for the 1984 and 1985 calendar years.

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 NEW MIDSIZE AND A THIRD-GENERATION "PONY"
 

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A second major new product followed one year after Cavalier. Celebrity, a front-wheel-drive, midsize line, was offered in coupe, sedan and wagon styles. Celebrity benchmarks became its quiet, soft ride, plush interior, and an aero-



dynamic wedge shape that allowed it to slice through the air at 50 mph using only 15 horsepower — just a bit more than the smaller and lighter Cavalier.



A "Eurosport" edition was added in 1984, giving a "Euro-sedan" look and ride.

Camaro introduced a third-generation body style in 1982, coming down in size yet retaining the ponycar appearance and road performance it had represented since the nameplate's debut in 1967.

Length was trimmed 18 inches, the wheelbase lost seven inches, and 1,000 pounds were removed overall. The result was an attractive, nimble performer with an aggressive fascia, short tail, larger backlight and the traditional long, sloping Camaro hoodline that befitted its performance image.

1981  
1990



Camaro Sport Coupe, Berlinetta and Z28 were staples for several years. An IROC-Z derivative of Z28 (so named for the International Race of Champions that used the heavily modified Camaro) hit the streets in 1985, and quickly took off with the performance buffs. This low-riding "Z," with an available Tuned-Port Injection (TPI) V8 engine (Tuned Port uses eight individual runners to deliver precise air/ fuel mixtures to the cylinders), put the roar back into Camaro performance.



## MOST ADVANCED PRODUCTION SPORTS CAR

The all-new fourth generation Corvette arrived in 1983-1/2 — as an '84 model (there was no '83). This sports machine, promoted as, "The Most Advanced Production Sports Car on the Planet," quickly won the hearts and applause of automotive press the world over. Motor Trend named it "Car of the Year" in 1984, the eighth time Chevrolet captured the honor. Conceived under the design and engineering wizardry of Corvette Chief Engineer Dave McLellan and designer Jerry Palmer, the new 'Vette was the domestic technology statement.

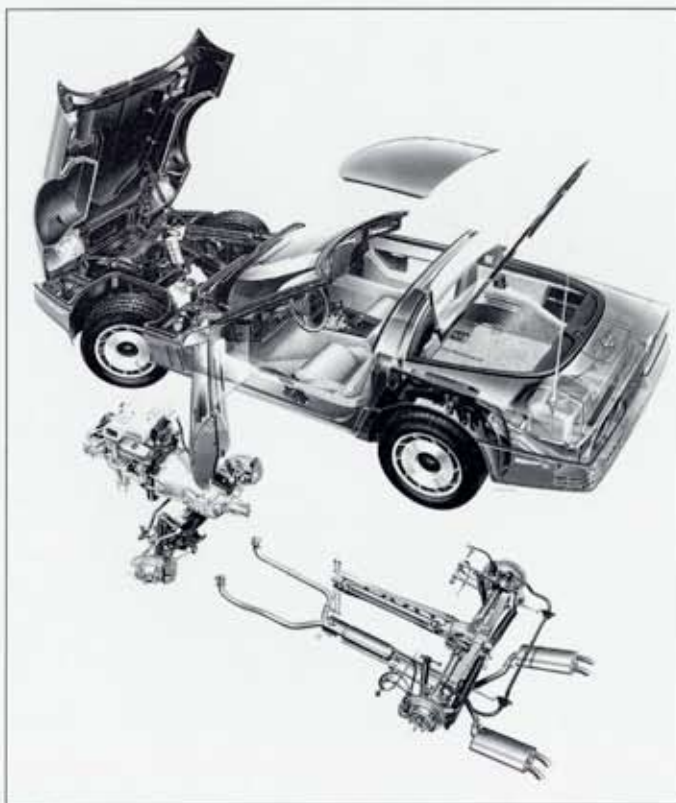
Its clamshell hood opened to reveal a sophisticated crossfire V8 powerplant (Tuned-Port Injection would follow in '85). A 4-speed transmission featured computer-controlled overdrive in three forward gears.

Electronic instrumentation lit up the cockpit with liquid crystal analog displays for engine functions, including a sophisticated driver information system, which provided key trip data. On-board computers monitored hundreds of thousands of operations per second.

It was still the performance leader. In fact, it widened its sales lead over the import exotics throughout the decade.

Corvette added a convertible model in 1986, the first 'Vette drop-top since the early '70s. The convertible was named the Indy 500 Pace Car in '86, with renowned pilot General Chuck Yeager piloting the car and pacing the field.

1981  
1990





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#### FULL FAMILY OF SMALL CARS

1981  
1990

The innovations in the Eighties weren't just in high performance, however. Three new small cars joined the Chevy lineup at mid-decade, giving Chevrolet the widest choice in the industry.

First was Sprint, a unique 3-cylinder minicar that bowed on the west coast in 1984, and the smallest car to ever wear the Chevy bowtie. Imported from Suzuki Motor in Japan, the Sprint economy was so outstanding, it became the fuel-miser champ in 1986 when the "ER" arrived — EPA-rated at MPG city 55/highway 60.



Sprint was joined a short time later by Spectrum, a larger subcompact, imported from Isuzu Motors in Japan. Spectrum bowed in east coast states, and was promoted for its excellent economy and standard features.

In mid-1987, both models also received optional turbocharged engines and a variety of sporty features for youthful appeal, paving the way for future success in this import-minded youth market.



The third new Chevy small car premiered in June 1985, and marked the revival of the Chevy "Nova" nameplate. This time, Nova was a subcompact, built through a joint venture between General Motors and Toyota, forming a new company called New United Motor Manufacturing, Inc. (NUMMI). Nova was an upscale subcompact, available in 4-door sedan and hatchback models. Powered by a 1.6-liter 4-cylinder, Nova was the only Chevrolet up to that time, aside from Corvette, to sport an independent rear suspension.

1981  
1990

#### "SS" RETURNS

The balance of the lineup also received fine-tuning through the decade. Monte Carlo took an even more formalized look early in the '80s, then added a NASCAR-inspired "SS" model in mid-'83. With a NASCAR circuit snout, special decals and graphics and a High Output V8 with dual exhausts, the "SS," offered into 1988, pumped new life into the Monte Carlo line.





## S-10 CATCHES IMPORTS OFF-GUARD

In trucks, Chevy took major strides in the '80s. An all-new compact pickup — the S-10 — replaced LUV in the lineup in 1982. S-10 Pickup caught the imports napping by taking all the features they'd made popular and adding an optional V6, double-wall construction in the pickup bed, a 5,000-pound trailering capacity, contemporary styling and a shift-on-the-fly 4-wheel-drive system called "Insta-Trac" that outmoded the competition's manual locking front hubs. It took the Japanese and other domestic manufacturers several years to catch up.



An extended-cab version — Maxi-Cab — was introduced the following year.

## CHEVY BLAZER AND ASTRO CREATE NEW MARKETS

The new Blazer, built on the S-10 platform, pioneered an untapped market for compact 4-wheel-drive vehicles, and swiftly became America's favorite off-roader. This sport utility blended the rugged durability of a 4WD truck with the comfort of a car.

1981  
1990

Continuing the trend of innovation, Chevy introduced Astro for the 1985 model year. This new midsize van, offered in both passenger and cargo models, took a lot of big van features and brought them "down to size" for many buyers.



By 1986, Astro, with its optional V6, additional room for people and cargo, and greater trailering power than the competition, had firmly established itself as the number one nameplate in midsize vans.



'VETTE CONVERTIBLE FOR INDY

Corvette paced the premier U.S. auto racing event — the Indy 500 — in 1986 and used the event to re-introduce a soft-top version. It was the third time Corvette had led the Indy racers around the track and the seventh time a Chevy had been at the head of the pack. All '86 Corvette convertibles were Indy pace car replicas, ensuring their collector value.

At the Division's helm, Robert Stempel was named General Manager in 1982, succeeding Lund. Stempel assumed a new position in the General Motors hierarchy two years later, and Robert D. Burger succeeded him in 1984.

THE HEARTBEAT OF AMERICA

Chevrolet had reason to celebrate in 1987, as the company had reached its 75th anniversary. Filled with feelings of heritage and tradition, the company kicked off its highly successful "The Heartbeat of America" advertising campaign. Promoting the company's "all-American" image, this theme took advantage of its long-standing place in American industry and culture.

1981  
1990



CHEVROLET "COMPACTS" ITS LINEUP

At mid-model year, Chevrolet made its presence known in the compact market when Corsica and Beretta debuted as '88 models. Corsica was designed with a sleek, aerodynamic appearance, with room for five. Beretta, a 2-door compact sport performer, fit nicely in the Chevrolet lineup between Cavalier and Camaro with sport handling, an aggressive appearance and V6 power. A few years later, Beretta would be named the official 1990 Indy Pace Car.





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#### MOST DEPENDABLE, LONGEST-LASTING

Chevy Trucks had a big year in 1987 as well, as the all-new line of C/K full-size light-duty pickup trucks arrived as '88 models. Along with streamlined styling, new features included a completely re-engineered chassis and suspension, a new extended-cab version and shift-on-the-fly 4-wheel drive. This model line was the foundation for the eventual claim that Chevy provided the "Most Dependable, Longest-Lasting Trucks on the Road," a claim that would be the centerpiece of an innovative truck ad campaign only a few years later.



1981  
1990

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#### REFINEMENTS AND A TEMPORARY FAREWELL

The 1988 model year was basically a year of refinement and improvement. Cavalier received an aerodynamic facelift, and S-10 Pickup was available for the first time with a factory-installed sunroof.

Also, after a long run as one of the Chevrolet top-sellers, the third-generation Monte Carlo was discontinued midway through 1988; but the nameplate continued to carry a powerful image for Chevrolet and fond memories for its owners. As a result, Monte Carlo would reappear again seven years later.



## A CHANGING OF THE GUARD

In May of 1989, Chevrolet leadership again changed hands, with the retirement of Robert D. Burger and the appointment of J. C. Perkins as Chevrolet General Manager. Perkins' arrival brought about a succession of new products and a revival of the image of Chevrolet as "America's Brand." This revived attitude carried Chevrolet into the '90s.

Perkins was also the originator of the "Total Customer Enthusiasm" concept, where the entire organization was geared to not only meet — but exceed — customer expectations. It was during this time that the word "customer" was expanded beyond its original meaning of the "ultimate purchaser," and dealers and Chevrolet employees were also defined as customers, again with the mission of exceeding their expectations as well.

An avid motorsports enthusiast, Perkins was also the first Chevrolet General Manager to actually drive a pace car at the Indianapolis 500 ... and he performed the task three times, in 1990, 1993 and 1995.

## AMERICA GETS TO KNOW Geo

Sensing the need to renew appeal to the youthful import buyer, Chevrolet made a landmark move in creating Geo, a youth-oriented line of vehicles. The Geo lineup included Tracker, a fun-to-drive four-wheeler at an affordable price; Metro, an economical, fun-to-drive subcompact; Storm, a sleek, aerodynamic, sporty, affordable subcompact; and Prizm, a 4-door sedan introduced as a 1990 model aimed at new families.

1981  
1990

**Get To Know Geo**

Geo Metro	Geo Tracker	Geo Storm	Geo Prizm
<b>Geo Metro</b> The most fuel-efficient subcompact in America. 26 mpg city/36 mpg highway. 100 cubic feet of storage space. 10 tie-downs. 10 tie-downs. 10 tie-downs. 10 tie-downs.	<b>Geo Tracker</b> The most fuel-efficient four-wheeler in America. 21 mpg city/26 mpg highway. 65 cubic feet of storage space. 10 tie-downs. 10 tie-downs. 10 tie-downs. 10 tie-downs.	<b>Geo Storm</b> The most fuel-efficient subcompact in America. 26 mpg city/36 mpg highway. 100 cubic feet of storage space. 10 tie-downs. 10 tie-downs. 10 tie-downs. 10 tie-downs.	<b>Geo Prizm</b> The most fuel-efficient 4-door sedan in America. 26 mpg city/36 mpg highway. 100 cubic feet of storage space. 10 tie-downs. 10 tie-downs. 10 tie-downs. 10 tie-downs.

The Most Fuel Efficient Line Of Cars And Trucks In America.

The new line was originally launched with the theme, "No Matter What, It's a Geo" ... yet Geo truly caught more attention with the "Getting To Know You" theme that debuted one year later.

68



In other news, the first-generation Lumina was introduced in 1989 as a 1990 model. Designed with family transportation in mind, but still maintaining a high level of style and performance, Lumina would help pave the way for the future of Chevrolet in the midsize sedan segment. Lumina also took up where Monte Carlo left off on the NASCAR circuit, capturing three manufacturers' championships in a row.



1981  
1990

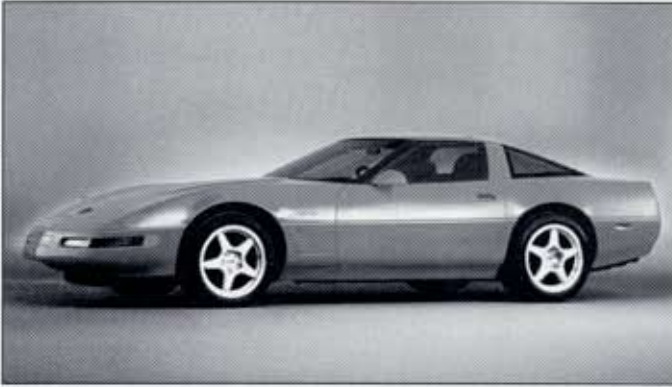


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**CHEVROLET AND "GENUINE"**

As Chevrolet and America moved into the Nineties, there were dramatic changes on the horizon. Suddenly, bigger was not necessarily better; the word "green" came to mean more than just the color of money; and safety became an increasingly important part of America's automotive purchase decisions.

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**STILL KING OF THE HILL**


Despite the changing times, America's love of sports cars did not waver, and Chevrolet introduced the Corvette ZR-1 in 1990. Designed in a cooperative effort between General Motors and Lotus, the LT5 V8 engine sported four cams and 32 valves, producing 375 horsepower. Later modifications brought the horsepower rating up to an incredible 405 horsepower. An all-new convex rear fascia and quad rectangular taillamps were incorporated into the exterior design of ZR-1 to set it apart from the standard Corvette Coupe.

1991  
1996

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**NEW FULL-SIZE SEDAN, 454 SS, MINIVAN  
AND AN OPEN-AIR TRACKER**

An all-new Caprice Classic was also unveiled as a 1991 model, which featured contemporary aero styling that was unique in a market full of rectangular "luxury boats." With a full frame and rear-wheel drive, Caprice was offered with a standard V6 or optional 305cid V8 engine. Because of its unique combination of performance and spaciousness, Caprice also became the vehicle of choice for many law enforcement agencies and taxi cab companies across America.

Chevy Truck made some important contributions in 1990 as well, with the introduction of the 454 SS Pickup, featuring big block V8 power, and the family-oriented Lumina APV minivan.



Under the hood of the 454 "SS" was a 454cid Mark V big block V8 ... hence, the name. Inside, the cab featured leather seating, full instrumentation and a variety of luxury features. This was one significant step toward today's trend of rugged, hardworking trucks with car-like interior comfort.

Lumina APV was the first Chevy true minivan. Not only did it sport a unique appearance and design, it offered minivan room and versatility coupled with a high degree of passenger comfort. Renamed Lumina Minivan in the 1995 model year, it remained a key offering for Chevrolet right up until 1996, its last year of production.



1990 also marked the first appearance of a convertible Geo Tracker with the introduction of the LSi model. Tracker Convertible instantly became a hot-seller among young buyers due to its on-road/off-road performance coupled with open-air driving excitement.

1991  
1996



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#### CAR OF THE YEAR

Chevrolet began 1991 by taking the coveted Motor Trend "Car of the Year" award with Caprice Classic LTZ. Caprice Classic Wagon was introduced at this time, rounding out the Chevrolet full-size car lineup. Yet another new 1991 Chevrolet introduction was Cavalier RS Convertible, a sportier, topless version of the strong-selling coupe that provided a more affordable alternative to the Z24 convertible.

LIKE A ROCK







## GOING TOPLESS



All was not quiet on the Geo front, either, as Metro Convertible debuted in 1991. Definitely unique in design, Metro Convertible offered open-air excitement coupled with economical performance and attractive styling. Convertibles did very well in the Geo lineup, with the newly introduced 2-wheel-drive Tracker Convertible quickly gaining popularity among younger buyers and the college crowd.

## 25 YEARS OF "PONIES"

1992 was an important year for sports car enthusiasts, as Camaro celebrated its 25th year dominating America's roadways. To commemorate this landmark, Camaro was offered with a special "Heritage Appearance Package" trim that included wide, dual "SS-style" stripes down its hood and special interior graphics.

1991  
1996

## A NEW SMALL BLOCK

The next generation of the legendary LT1 small block V8 also occurred in '92. The latest in a long line of powerful GM-built small blocks, the LT1 was introduced in 1992 Corvette models. Advanced technology significantly improved horsepower over the previous version to an impressive 300 hp. Amazingly, this new power level was accomplished with virtually no loss in fuel economy or increase in emissions.



## CHANGES ON THE TRUCK FRONT

Chevy Truck made significant changes to its lineup in 1992. Blazer and Suburban took on the mantle of the new Chevrolet full-size SUVs, and a new C/K Crew-Cab Pickup model made its appearance as well. Suburban, Blazer and C/K Crew-Cab Pickup were the first three products in a string of successful launches that would stretch into 1996 and beyond.

Both Blazer and Suburban were now based on the successful second-generation C/K Pickup platform, featuring contemporary, aerodynamic exteriors with a new-design chassis and suspension system. The new models boasted 4-wheel anti-lock brakes, and Suburban featured a specially modified C/K suspension that provided more car-like riding and handling characteristics.



1991  
1996

## UPGRADES ACROSS THE LINE

1993 marked a number of upgrades and improvements. Prizm, the Geo family-oriented sedan, received all-new sheet metal and an all-new contemporary appearance. The outstanding Corvette ZR-1 received a refined LT5 engine, cranking out an unbelievable 405 horsepower.

Camaro started its 26th year of production with an all-new coupe body design, a completely re-designed suspension and chassis — and a new LT1 V8 for the Z28. The new look also earned Camaro the honor of being selected as the official 1993 Indy 500 Pace Car. A new convertible joined the line in 1994, as Camaro chalked up a 400 percent sales increase.



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## NEW S-SERIES, PRIZM ... AND THE RETURN OF THE "SS"

The 1994 model year also saw the debut of the second generation S-Series Pickup. This new family of trucks was advertised as "designed from the inside out" because it offered new levels of comfort and quietness for a compact pickup. The series included Regular- and Extended-Cab, available in both two- and four-wheel-drive models.

Geo Prizm had an outstanding year in 1994. Sporting its recently re-designed body style, Prizm sales tripled, and it made the J.D. Power and Associates "Under 100 Club," an exclusive group of cars with less than 100 problems per 100 vehicles. Geo Prizm was doing so well at attracting import buyers, Chevrolet was able to state, "98 percent of Geo Prizm owners who traded in an import would recommend Prizm to a friend."



1991  
1996

The Chevy performance heritage was clearly and powerfully evident in the Impala SS, introduced as a 1994 production model. This full-size, V8-powered performance sedan would prove so popular, it would remain a sellout through most of its production period. The Impala SS began as a concept vehicle that was previewed at the 1992 Specialty Equipment Manufacturers Association annual meeting in Las Vegas. The response was so positive, the decision was made to produce the model; and one of the first new vehicles made a return appearance to the SEMA show the following year.

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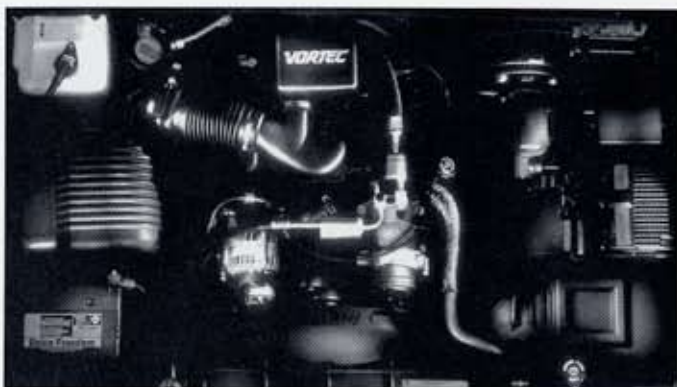
## WALKING THE TALK ... Genuine Chevrolet

By 1994, the many new cultural initiatives to generate Total Customer Enthusiasm were taking hold, and a positive, more powerful image and mood were surrounding Chevrolet. Publically, TV advertising began to communicate the resurgence of the Division as "Genuine Chevrolet."

Much more than a slogan, Genuine Chevrolet defined a way of life for Chevrolet and its dealers. Genuine Chevrolet was designed to represent all aspects of Chevrolet Motor Division, from customer treatment to the value designed into every Chevrolet product.



## CHEVROLET FIRSTS



Chevrolet unveiled a number of truck feature "firsts" during the early '90s. A major advance in truck technology was the introduction of Vortec engine design, the source of industry-leading truck power today. Vortec engines were engineered to produce low friction, improve fuel economy and enhance performance. Another significant first was the introduction of a power sliding side-door option available on Lumina Minivan. A GM exclusive, this revolutionary new door opened and closed with the push of a button.

### A HOST OF NEW VEHICLES

The midway point of the decade was an important year for Chevrolet. Over the course of the year, five new models were unveiled for passenger car, truck and Geo.

1991  
1996

Lumina was first in the series, with an all-new design for 1995, along with its sportier "cousin," Monte Carlo. Both models featured a standard 3100 V6 with Sequential Fuel Injection, standard dual air bags and a new level of interior styling. The appearance of the fourth-generation Monte Carlo, after the departure of the third generation in mid-1988, caused quite a stir in the NASCAR circuit. Taking the racing mantle back from Lumina, the new Monte Carlo stepped in where its predecessor had left off seven years before, racking up victory after victory on the circuit. Monte Carlo carried Jeff Gordon to the championship, and earned the manufacturers' cup for Chevrolet by a hefty margin over archrival Ford. Monte Carlo is the most successful nameplate in NASCAR history.



GENUINE CHEVROLET



Cars weren't the only area in which Chevy gained success on the race track. The new NASCAR SuperTruck Series by Craftsman™ debuted during 1995, featuring full-size pickup entries from Chevy, Ford and Dodge ... and again, Chevy took the inaugural manufacturers' championship, with driver Mike Skinner winning the drivers' championship.



1991  
1996

Cavalier, now a long-time Chevrolet best-seller, received a complete redesign for 1995, with changes in everything from new aerodynamic exterior styling to a new 2.3 Liter I4 engine under the hood. Dual air bags were offered in Cavalier for the first time.



All-new Chevy Blazer models turned heads on road and off as the former full-size 2-Door Blazer became Tahoe at the beginning of the 1995 model year. A new 4-Door Tahoe soon followed, offering impressive comfort, luxury and utility combined with rugged full-size truck power and strength.



The two new Chevy SUVs obviously impressed the truck world, resulting in the first-ever back-to-back Motor Trend "Truck of the Year" awards — for Blazer in 1995, and for Tahoe in 1996.



The year also saw the introduction of the all-new Geo Metro. Still a fuel-miser, the new Metro had a completely re-designed exterior, and was available in both 3-door coupe and the new 4-door sedan versions. The sedan replaced the 5-door hatchback model.

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#### LEADER OF THE PACK ... AGAIN

Corvette saw its third tour of duty as the official Indy Pace Car in 1995. Sporting two-tone paint and embroidered seats, Corvette was piloted by Jim Perkins around the pace lap for the 79th annual racing event. Only 527 street version replicas were produced, making this the rarest Corvette Pace Car to date.

1991  
1996



A complete new line of Vortec V6 and V8 gasoline engines extended enhanced Vortec power and performance to Chevy C/K trucks and full-size sport utilities in 1996. Innovative third door options for both S-10 and C/K Extended-Cab Pickup models were also introduced for 1996. The third door allows for quick and easy access to the extended-cab area for people or cargo by providing a door on the passenger side for C/K Pickup, and the driver side for S-10. A new Sportside model debuted for the S-10 line this year as well.

The 1996 model year also marked the end of production for Corsica, Beretta, Caprice/Impala SS and Lumina Minivan, longtime Chevrolet mainstays.



## Epilogue

### "Remembering the Past ... Looking to the Future"

Chevrolet and America in the '90s. A successful relationship based on 85 years of innovation and commitment. The respected Chevrolet bowtie — one of the most recognized emblems in America — has graced the grille of more automobiles in this country than any other automotive badge.

A change occurred at the helm of Chevrolet early in 1996. Jim Perkins retired after serving seven years as the Division's General Manager and John G. Middlebrook, formerly General Manager of Pontiac, was named to replace him and lead Chevrolet into the 21st century.

Chevrolet celebrated the past in 1996 through models such as Corvette Grand Sport, a limited production reminder of the colorful Chevrolet racing heritage. The Corvette Collector Edition was the final signature to the conclusion of the current body style, as a totally new, fifth-generation Corvette moved toward its 1997 debut. Chevrolet also said goodbye to its original Corvette engineer when Zora Arkus-Duntov passed away in April 1996.

Chevrolet also left the past behind to embrace the future with new Chevy Van and Chevy Express models, re-designed after 25 years of virtually unchanged production. Some new features include driver and front-passenger air bags, more cargo room and the new line of Vortec engines.

*Epilogue*

Another proud name is returning from the past as Malibu debuts in the lower midsize segment of the market early in 1997. Features for the new model include a choice of 2.4 liter, 4-cylinder or 3100 V6 engines, the standard four-wheel anti-lock brake system (ABS) and standard driver and front-passenger air bags.

Camaro reaches a milestone as it celebrates its 30th year of production in 1997 with a special 30th Anniversary Package available on Z28 models. This Appearance Package closely resembles the look of the original Z28.

Also slated for release in 1997 is the new Venture. This mini-van will have many exclusive features in this hotly contested market, including a passenger-side power sliding side door and a Sungate solar windshield with an integral antenna. It will also provide such standard features as a 3400 V6 engine and a theft-deterrent system, and will be offered in both regular and extended wheelbase versions.

As more people take the time to "Get To Know Geo," the phrase takes a place next to "Genuine Chevrolet" and "Like A Rock" — all fitting descriptions for the 85th birthday of "America's Brand."

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## TOWARD A NEW CENTURY

The ideas embodied by the Chevrolet bowtie have persevered for more than 85 years. The founding characteristics that Louis Chevrolet and Billy Durant based their fledgling company on back in 1911 — innovation, commitment, quality, value — have stood the test of time. Now the 21st century is approaching and where it will lead us is yet to be written. However, it is certain that those same characteristics that have been so much a part of the Chevrolet story from the very beginning will continue to be evident in every vehicle that proudly wears the bowtie emblem.

*Philippine*



## Index

The Chevy bowtie is legendary — in more ways than one. Not only are there legends about how it was created (see page 6), but it's also endured for more than 80 years as one of the best-known and most widely recognized company marques in history. Take a glance through this special index to see some of the many variations the bowtie has experienced in its proud history. You'll also see several other logos (i.e., Geo), badgings, and hood and trunk ornaments used throughout the Chevy decades.

1911-1920



Page 4. Chevrolet bowtie as it appeared in a 1916 "Four-Ninety" model sales catalog.



Page 5. Chevrolet bowtie as it appeared on the cover of a 1916-17 "Baby Grand" sales catalog.



Page 6. Chevrolet bowtie as it appeared on the cover of a 1916 sales catalog (featuring the Royal Mail Roadster, Baby Grand and Chevrolet "valve-in-the-head" motor).



Page 7. Chevrolet bowtie as it appeared in a 1917 "valve-in-the-head" sales catalog.



Page 8. Chevrolet bowtie as it appeared in a 1917 "valve-in-the-head" sales catalog.



Page 9. Chevrolet bowtie as it appeared on the front cover of a 1920 Chevrolet "Commercial Cars" sales catalog.

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Page 10. Chevrolet bowtie as it appeared on an envelope as part of a new direct-mail selling campaign. Also used in a 1924 Special Chevrolet Bulletin newsletter to the sales force.



Page 11. Chevrolet bowtie as it appeared in a 1927 "1-Ton Trucks" sales catalog.



Page 12. Chevrolet crest as it appeared on the cover of a 1928 "The Closed Models" sales catalog.



Page 13. Chevrolet bowtie as it appeared in a 1928 "The Closed Models" sales catalog.

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Page 14. Chevrolet bowtie as it appeared in a 1929 "General Motors Showing" self-mailer.



Page 15. Chevrolet bowtie and Body by Fisher crest as they appeared in a 1929 "Beauty of Line and Color" self-mailer.



Page 16. Chevrolet bowtie from a 1930 print advertisement. The tag line, "It's wise to choose a six" was part of that year's marketing strategy and was used widely in both car and truck ads.



Page 17. Chevrolet crest/coin as it appeared on the back cover of a 1932 "New Chevrolet Six" sales catalog.



Page 18. Chevrolet bowtie as it appeared on a 1933 "Chevrolet Six" fold-out pamphlet.



Page 19. Chevrolet bowtie as it appeared on the cover of a 1934 "Chevrolet Improved Standard Six" sales catalog.



Page 20. Chevrolet bowtie as it appeared on the rear cover of a "Chevrolet For 1934" sales catalog.



Page 21. Illustration of a hood ornament as it appeared on a 1934 Chevrolet sedan.

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Page 22. Chevrolet bowtie as it appeared on the cover of a 1935 "The New Standard Chevrolet" mini-catalog.



Page 23. Nameplate (trunk ornament) from a 1938 sport sedan. Illustration taken from a "New 1938 Chevrolet Master Deluxe" album.



Page 24. Hood/grille ornament from a 1940 Chevrolet. Illustration taken from a 1940 "Special Deluxe/Master Deluxe" sales catalog.

1941-1950



Page 25. Hood/grille ornament from a 1941 Special Deluxe sport sedan. Illustration taken from a 1941 "Special Deluxe/ Master Deluxe" sales catalog

*Chevrolet*

Page 26. Trunk badging from the rear of a 1942 Fleetmaster.



Page 27. Chevrolet crest as it appeared on the cover of the "Chevrolet 1942 Engineering Features" book.

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Page 28. Victory Service League logo as it appeared on the cover of a 1943 "Dealer War Planning Conferences" book.



Page 29. Hood emblem as it appeared on the cover of a 1946 "Symbol of Superiority ...The New Chevrolet" sales catalog.



Page 30. Chevrolet bowtie as it appeared in a 1946 "Symbol of Superiority ... The New Chevrolet" sales catalog.



Page 31. Super Service logo as it appeared in a 1946 "Symbol of Superiority ... The New Chevrolet" sales catalog.

1951-1960



Page 32. Symbol with bowtie as it appeared on the back cover of a "Chevrolet For 1951" mini-catalog.



Page 33. Hood ornament/emblem as it appeared in a 1954 Chevrolet sales catalog featuring the Bel-Air series, the "Two-Ten" series and the "One-Fifty" series.



Page 34. Hood ornament/emblem as it appeared on the cover of a "1955 Chevrolet Features — Passenger Car Engineering Achievements" catalog.

*Indica*



Page 35. Hood ornament (eagle motif) as it appeared in a "1955 Chevrolet Features — Engineering Achievements" catalog.



Page 36. Chevrolet emblem as it appeared on the back cover of a "1955 Chevrolet Features — Engineering Achievements" catalog.



Page 37. Chevrolet bowtie as it appeared on the back cover of a "Chevrolet — Accessories For Your New 1959" sales catalog.



Page 38. Chevrolet bowtie and Corvette Emblem wheel spinners as they appeared in a "Chevrolet — Accessories For Your New 1959" sales catalog.



Page 39. Chevrolet Corvair bowtie as it appeared in a 1960 print ad.



Page 40. Chevrolet bowtie as it appeared in a 1960 print ad.



Page 41. GM logo with Chevrolet "Genuine Parts" crest as it appeared in a 1960 print ad.

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*1961-1970*



Page 42. Taking advantage of the public interest in aviation advances, Chevrolet promoted its improved suspension and noise reduction technologies under the "jet-smooth ride" banner for several model seasons.



Page 43. Hood ornament from a 1962 Impala.



Page 44. In 1963, the Chevrolet bowtie was incorporated into this logo for an internal program encouraging "Chevrolet Quality Salesmen." Respect and consideration of the customers' needs was the key to this program.



Page 45. Chevrolet bowtie as it appeared in a 1964 "Chevy II" sales catalog.



Page 46. Chevrolet bowtie as it appeared on the back cover of a " '67 Chevy II by Chevrolet" sales catalog.



Page 47. General Motors/Chevrolet logo as it appeared on the back cover of a " '67 Chevy II by Chevrolet" sales catalog.



Page 48. Trunk ornament as it appeared on a 1967 Chevy II.



Page 49. Chevrolet bowtie as it appeared on the cover of a 1968 Chevelle sales catalog.

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Page 50. Chevrolet bowtie as it appeared on the back cover of a 1969 Corvair sales catalog.



Page 51. Chevrolet bowtie as it appeared on the front cover of a 1970 Chevrolet sales catalog.



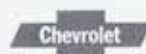
Page 52. "Baseball, hot dogs, apple pie and Chevrolet" graphic as it appeared in a 1973 Detroit Tigers game program.



Page 53. Chevrolet bowtie as it appeared in a 1973 Chevrolet interior fabrics catalog.



Page 54. Chevrolet bowtie as it appeared on a 1976 poster for the "Vega Death Valley Engine Durability Run."



Page 55. Chevrolet bowtie as it appeared on the back cover of a 1977 Chevrolet "Announcement Advertising" booklet.

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Page 56. Chevrolet bowtie and graphic as it appeared in a 1978 print ad.



Page 57. Chevrolet bowtie and slogan as it appeared in a 1978 print ad.



Page 58. Chevrolet bowtie as it appeared in a 1978 "LUV Series 5 vs. Courier Pocket Price Comparison" salesman piece.





Page 59. Chevrolet bowtie as it appeared on the cover of "The 1979 Chevrolets" sales catalog.

1951-1990



Page 60. Chevrolet bowtie as it appeared on the back cover of a 1981 "Triple Play" promotional piece.



Page 61. Decorative page element as it appeared in a 1981 Chevette sales piece.



Page 62. Mock license plate as it appeared in a 1983 newspaper mat service book.

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Page 63. Chevrolet bowtie as it appeared in a 1984 "International Race of Champions" (IROC) booklet.



Page 64. Olympic Chevrolet bowtie as it appeared in a 1984 advertising newsletter. Also appeared as part of a television commercial that ran during the 1984 Winter Olympic Games.



Page 65. Chevrolet bowtie as it appeared on the back cover of the 1986 Corvette sales catalog.



Page 66. Chevrolet sales slogan as it appeared on the back cover of a 1987 sales catalog.



Page 67. Chevrolet bowtie as it appeared on a 1987 dealership showroom "lifestyles" panel.



Page 68. The Geo logo as it appeared in the 1987 catalog.



Page 69. Chevrolet bowtie as it appeared in The Heartbeat of America logo in 1988.

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*1991-1996*



Page 70. Updated Geo emblem as it appeared in a 1993 sales catalog.



Page 71. Logo for the Like A Rock campaign as it appeared at the bottom of a 1993 S-10 ad.



Page 72. 40th Anniversary logo for the Corvette as it appeared in a 1993 issue of Corvette Quarterly.



Page 73. Camaro badge as it appeared in a 1993 Camaro sales catalog.



Page 74. Chevrolet bowtie and sales slogan as they appeared in a 1994 "Official Genuine Chevrolet Logo Style Guide."



Page 75. Emblem from the new Impala SS as it appeared on the back cover of a 1994 sales catalog.



Page 76. Olympic rings and Chevrolet bowtie as they appeared on the back cover of a 1996 Beretta sales piece.



Page 77. Grille ornament/emblem for the 1997 Malibu Sedan.



Page 78. Hood emblem from the fifth-generation Corvette.

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## *Chevrolet Landmarks*

- 1911 Chevrolet Motor Company formed.
- 1912 Chevrolet hits the streets of Detroit with the "Classic Six."
- 1914 The Chevy "bowtie" logo appears for first time.
- 1915 Chevy's first challenge to Ford Model T, the "490," is introduced (\$490).
- 1917 Success of 490 pushes Chevy unit sales to 100,000 mark.
- 1918 First truck sold. Chevy joins GM Corporation.
- 1924 Chevy offers first radio option.
- 1926 Last year wood spoke wheels were used.
- 1927 Chevrolet outsells Ford. Chevy's first rumble seat is introduced — Capitol AA Sports Cabriolet.
- 1929 Chevy introduces first 6-cylinder engine (at price of a 4-cylinder).
- 1930 Chevy produces its seven millionth vehicle.
- 1934 Chevy introduces independent front suspension.
- 1935 Carryall Suburban, first all-steel station wagon, introduced.
- 1939 Chevy introduces a woody-style wagon.
- 1942 Civilian car production ceases for duration of WW II.
- 1945 Car production resumes October 3.
- 1950 Powerglide is first automatic transmission in low-price field.
- 1953 Corvette introduced. Industry's first production fiberglass body.
- 1954 America sings, "See the U.S.A. in your Chevrolet."
- 1955 Legendary small block Chevy V8 introduced.
- 1957 Ramjet Fuel Injection introduced.
- 1958 Impala introduced.
- 1959 First El Camino Pickup introduced.

- 1961 Corvan and Greenbrier Passenger Vans introduced.
- 1963 First Corvette Sting Ray introduced.
- 1964 Chevelle introduced.
- 1965 First Caprice introduced.
- 1967 First Camaro SS version paces Indy 500.
- 1970 Monte Carlo introduced.
- 1972 Ten-millionth Impala sold. Becomes most popular full-size car in automotive history.
- 1975 "Baseball, hot dogs, apple pie and Chevrolet."
- 1976 Chevette introduced.
- 1977 New "downsize" Caprice introduced.
- 1978 Corvette paces Indy 500.
- 1979 100 millionth Chevrolet built ('79 Monza).
- 1980 Front-drive Citation introduced.
- 1981 First Cavalier introduced as 1982 model.
- 1982 Camaro Z28 paces Indy 500. S-10 Pickup introduced.
- 1983 S-10 Blazer introduced. It becomes America's number one sport utility vehicle.
- 1984 New-generation Corvette debuts.
- 1985 Camaro IROC-Z and Astro Van introduced.
- 1986 Corvette introduces Bosch ABS II anti-lock brakes, and convertible model paces Indy 500. "The Heartbeat of America"<sup>TM</sup> debuts.
- 1987 Corsica and Beretta introduced as 1988 models. All-new C/K Pickups debut as 1988 models.
- 1989 Geo, an import-inspired line of cars and trucks, is introduced. Lumina Coupe, Sedan and Lumina APV introduced as 1990 models.
- 1990 Caprice Classic LTZ becomes Motor Trend's 1991 Car of the Year. Corvette shatters three world speed and endurance world records.

- 1991 Chevy puts standard anti-lock brakes on more 1992 car and truck models than any other manufacturer.
- 1992 The 40th Anniversary Corvette and new Geo Prizm appear as 1993 models.
- 1993 The new Chevrolet Camaro is introduced. Chevy Truck celebrates 75 years on- and off-road.
- 1994 The totally new line of S-Series Pickups debuts. Impala SS introduced.
- 1995 One of biggest new model years in Chevy history — all-new Lumina, Monte Carlo, Blazer, Cavalier and Geo Metro introduced; Blazer named Motor Trend Truck of the Year.
- 1996 All-new 4-door Tahoe introduced, named Motor Trend Truck of the Year (first time any manufacturer wins award back-to-back), new generation of full-size Chevy Vans and Express, new S-Series Sportside, new third door pickups.

General Motors, GM, the GM Emblem, Chevrolet, the Chevrolet Emblem, Astro, Blazer, Camaro, the Camaro Emblem, Caprice, the Caprice Emblem, Cavalier, Celebrity, Chevette, Chevy Van, Cheyenne, Corvette, the Corvette Emblem, Geo, the Geo grille Emblem, Impala, the Impala Emblem, Insta-Trac, Lumina, Monte Carlo, PASS-Key, Prizm, S10, the S10 Emblem, Silverado, Sportvan, Suburban, Sungate, Tahoe, Tracker, Z28, Z24 and ZR1 are registered trademarks of General Motors Corp. Chevy, Chevy Express, Malibu, the Malibu emblem, Metro, PassLock, Sportside, Venture, Vortec, Z24 and ZR2 are trademarks of the General Motors Corporation. Indy and Indy 500 are registered trademarks of IMS Corp. ©1996 General Motors Corp. All rights reserved.







