

# Corvettes – Now, 60 Years Ago – Same Look

DETROIT – The first Chevrolet Corvette – the XP-122 Motorama concept car – and the latest model, the 2013 Corvette 427 Collector Edition convertible, are separated by 60 years of automotive development and advancement. They do not share a single common component, yet the visual connection between the first and sixth generations is obvious.

While the design cues have changed through six generations, it's their elemental composition that makes a Corvette look like a Corvette.

"Every generation of Corvette has had a signature look, as the Corvette changed to reflect the high-performance technology and design of the times," said Tom Peters, GM performance vehicle design director.

"However, each generation of Corvette shares some common elements, which create a consistent Corvette theme that is expressive, distinctly American, artful, and passionate."

Peters said the Corvette's instantly recognizable look doesn't just come from shared design cues, it is how those cues are stitched together that creates the distinct look of Corvette.

"It's similar to an iconic band, such like the Rolling Stones," said Peters. "For decades, the Stones have been using the same instruments. By changing their composition, the band has produced very different emotions and personalities. Despite the changing personalities of their songs, the sound is instantly recognizable as the Rolling Stones."

"The same is true with Corvette. The new 427 Convertible doesn't share a single design cue with the 1953 model. Yet, even from 100 yards, both cars are unmistakably Corvettes."

As Corvette enters its seventh decade, here are a few of the common elements that have helped make each design unique – and each Corvette look like a Corvette.

- **Proportion:** Each Corvette has similar proportions – from the long "dash to axle" element, to the short tail and small greenhouse.

- **Corvette designers** have often looked to fighter planes for inspiration," said Peters. "You can see that aerospace influence in the Corvette's low, wide stance, proportionately small cockpit, and how the body is wrapped around the mechanical components."

- **Waterfall effect:** A powerful, signature cue common among all Corvette generations is the way a part of the exterior bodywork cascades into the passenger compartment between the seat backs, introduced on the first-generation Corvette convertibles.

Since then, the waterfall effect has been reinterpreted to make a seamless transition



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from the exterior to the interior of Corvette.

- **Dual cockpit architecture:** Another iconic Corvette design cue that was inspired by jet fighters is the dual, wraparound cockpit. Introduced when Americans were obsessed with space flight, the wraparound cockpit instantly conveyed purposeful performance.

Today, the Corvette's interior still conveys the car's sporting intentions, with easy access and visibility of the critical controls.

- **The bodyside cove:** While a spear-like chrome fea-

ture highlighted the side of the 1953-55 Corvettes, for 1956, a concave cove was sculpted into the bodywork behind the front wheels. Although its form and function have been reinterpreted over the years, a cove or vent has been a signature cue in the Corvette's bodyside ever since.

"The bodyside cove is arguably the most iconic design element for Corvette," said Peters. "In each generation, the cove has influenced the powerful fender shapes and the overall sculpture of the Corvette. In addition, with

each generation the bodyside cove has become more and more functional. A perfect example of this is the air extractors on the current ZR1."

- **The tail:** Another Corvette signature is the design treatment of the car's tail. Peters notes that it's not just the use (since 1961) of twinned and rounded tail-lamps at either side of the back of the car. Instead, it's how the relationship between those lamps, exhaust pipes, and event license plate opening complement the low, wide proportions of the Corvette body.

## Chevy Official Auto Partner of Liverpool Football

DETROIT – Chevrolet is entering into a four-year agreement with Liverpool Football Club to become its Official Automotive Partner.

The partnership runs to the end of the 2015-16 Barclays Premier League and European campaigns, and includes visibility for the brand at Anfield, Liverpool's home ground; editorial opportunities within the Club's print and digital publications and fan sites; and player appearances for commercial opportunities.

Chevrolet is also an official sponsor for the Club's Pre-Season Tour, one of the most popular in the world, which has already seen Liverpool play Toronto FC and Italian giants, AS Roma English Premier League rivals, Tottenham Hotspur in Baltimore.

"Liverpool supporters from around the world are known for their undying love of their side," said Global Chevrolet Marketing Vice President Chris Perry.

"Our relationship with Liverpool FC extends beyond the traditional boundaries of sponsorship and is about engaging with supporters. Everything we do will be



Liverpool FC players Joe Cole, Daniel Agger, Jamie Carragher and Martin Skrtel in Boston, Mass.

aimed at keeping them at the center of the game."

Said Ian Ayre, managing director of Liverpool Football Club: "Much like our club, Chevrolet has a long, rich history with a growing, global brand and this landmark partnership once again demonstrates the value of Liverpool's international appeal.

"Partnerships with blue chip brands like Chevy will help ensure the long-term growth and success of our Club, both on and off the pitch.

"We look forward to working closely with Chevy to help reach and engage our supporters, who are among the most passionate and educated fans in the world."

## Latest 'Clean Diesel' Technology May Help Autos Meet EPA Target

WASHINGTON, D.C. – Advancements in clean diesel technology over the past 10 years in conjunction with new research and development in all modes of diesel engines will play a major role in helping meet the updated Clean Air Act particulate matter (soot) standards announced today by the U.S. Environmental Protection Agency.

"For the last decade, diesel technology has undergone a fundamental transformation to near zero emissions, based on ultra low sulfur diesel fuel, advanced clean-burning engines and new emissions control technology," said Allen Schaeffer, the Executive Director of the Diesel Technology Forum.

"These advancements have occurred across the board - from the smallest industrial engine to the clean diesel cars, commercial trucks, off-road machines and equipment, marine vessels and locomotives.

"As a result diesel engine, equipment and vehicle manufacturers have already made tremendous progress in reducing particulate matter (PM) emissions and today diesel is only a small portion

of the PM emissions inventory – less than six percent.

"Since 2007, all highway heavy duty diesel trucks and buses have had near zero levels of particulate emissions. Because of the investments in new technology it now takes 60 of today's technology trucks to emit the same level of PM emissions as one truck built in 1988.

"In addition, new farm tractors and construction equipment of all shapes and sizes are now at, or are moving toward, near-zero emissions for particulate matter.

"Just as the EPA's March 2012 Black Carbon Report to Congress stated that new diesel technology will play a major role in helping reduce black carbon emissions by 2030, new diesel technology will play a major role in meeting the new Clean Air Act standards for soot."

Schaeffer said diesel is vitally important the U.S. economy and the nation's economic future. "The diesel industry contributes more than \$480 billion annually to the U.S. economy and provides more than 1.25 million jobs throughout the nation," Schaeffer said.

## First Half of '12 Sets Record for Fuel Efficiency

The first half of 2012 set the record for the highest-ever fuel efficiency for new passenger vehicles entering the U.S. market, according to industry analysts Baum & Associates.

The country reached this record mile per gallon (MPG) level without relying on higher small car sales – a significant shift from a pattern going back to the 1973 Arab oil embargo where similar gains were achieved only when consumers moved to smaller vehicles in the face of higher gas prices.

From January to June of 2012, the average fuel efficiency of new passenger vehicles was 23.8 MPG, improving by 1.1 MPG the record of 22.7 MPG set over the same six months in 2011. Baum & Associates calculated the average fuel efficiency using monthly fuel economy data from the University of Michigan and sales data from Wards Automotive.

Importantly, the projected new auto sales figure for 2012 is 14.2 million units, up a strong 1.5 million vehicles over 2011.

"Thanks to a bumper crop of fuel efficient models in the most popular segments, consumers don't have to choose between fuel efficiency and performance," said Alan Baum, principal of Baum & Associates. "No matter what type of vehicle you want, mid-size car, minivan, SUV or pickup truck, (OEMs deliver)."

## Auto Industry Action Group Marks 30 Years of Supporting Business

SOUTHFIELD – The Automotive Industry Action Group (AIAG) is a globally-recognized, member-supported organization that works with a wide range of manufacturing companies and service providers to help them operate at peak performance.

AIAG is marking its 30th anniversary this year by holding a Supplier Forum at the World Trade Center Moscow on August 28, 2012.

AIAG recently signed an agreement with Center Priority, located in Nizhni Novgorod, to provide Chrysler,

Ford and General Motors supplier training and quality documents in Russian language to the Russian supply base.

"Globalization in the automotive industry continues to accelerate unabated. The projected organic growth rate of

the Russian market has resulted in significant investment by many major OEM's," said J. Scot Sharland, Executive Director of AIAG. "Suppliers are quickly following and there is a political/financial competitive advantage to be realized by companies (participating).

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