

GM Sets Prices for 2014 Corvette Stingray

The 2014 Chevrolet Corvette Stingray coupe will have a suggested starting retail price of \$51,995, and the Corvette Stingray Convertible will start at \$56,995.

Both prices include a \$995 destination fee but exclude tax, title and license.

"The 2014 Corvette Stingray perfectly embodies Chevrolet's mission to deliver more than expected for our customers," said Chris Perry, vice president, Chevrolet Marketing. "The Corvette Stingray delivers a combination of performance, design and technology that very few manufacturers can match, and none can even come close for \$52,000."

Monte Doran, communications manager for Camaro and Corvette, said the first Stingray, introduced in 1963, cost \$4,252. But if a 1963 buyer kept the vehicle in excellent condition, it would be worth a lot more.

"A 1963 Corvette Stingray just sold for \$275,000 at an auction in February," Doran said. "The Stingray was important in 1963, Doran said, because it set the stage for the Corvette to become a real performance vehicle."

Much the same could be said for the 2014 Stingray. The starting price of a standard 2014 Stingray is only about \$1,400 more than the starting price of the standard 2013 Corvette.

Doran said that's not really a big increase especially when one considers the new technology added to the Stingray. This includes an all-new aluminum frame and a fully carbon fiber hood. The new hood is important because, by being fully carbon fiber, it saves weight and improves the weight balance.

The coupe comes with a removable carbon fiber roof panel that is both easier to remove and lighter than the previous panel, Doran said. These are just some of the new technologies and features that went into the new Stingray and differentiate it from even as recent a model as the 2013.

In the past, because of its engine power and performance, Corvettes often were compared



2014 Corvette Stingray

to other high-performance vehicles that might cost two, three or even four times as much, Doran said.

The Corvette, in that kind of comparison, was often critiqued for things like its interior. So GM made efforts to really improve the interiors and put in features that added value to the car without breaking the bank.

Standard features on the all-new 2014 Corvette Stingray include seating with lightweight magnesium frames for exceptional support, and eight-way power adjustment, as well as five-position Drive Mode Selector that provides up to 12 vehicle attributes and a new seven-speed manual transmission with "Active Rev Matching."

The 2014 Stingray also has a 6.2L LT1 V8 engine with direct injection, Active Fuel Management, continuously variable valve timing and an advanced combustion system.

The aluminum frame is 99 pounds lighter and 57 percent stiffer than the previous model's structure.

Other features include advanced, high-intensity discharge (HID) and light-emitting diode (LED) lighting and dual, eight-inch configurable driver/infotainment screens, with next-generation Chevrolet MyLink infotainment system and rear vision camera.

More features include a Bose nine-speaker audio system with

SiriusXM Satellite radio, Bluetooth connectivity, USB and SD card and auxiliary input jack, keyless access with push-button start and power tilt/telescope steering wheel.

An all-new, fully electronic top on the convertible can be lowered remotely using the key fob.

As shown at the North American International Auto Show, the Stingray coupe fitted with the major available options would be \$73,360, including:

- 3LT interior package, with leather-wrapped interior (\$8,005).
- Z51 Performance Package (\$2,800).
- Competition sports seats (\$2,495).
- Exposed-carbon-fiber roof panel (\$1,995).
- Magnetic Ride Control with Performance Traction Management (\$1,795).
- Dual-mode exhaust system (\$1,195).
- Carbon fiber interior trim (\$995).
- Sueded, microfiber-wrapped upper interior trim (\$995).
- Red-painted calipers (\$595).
- Black-painted wheels (\$495).

The 3LT interior package includes: Bose 10-speaker surround-sound audio system; SiriusXM Satellite radio with one-year subscription and HD radio receiver; color head-up display; memory package; navigation system; heated and ventilated seats with power lumbar adjustment.

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