

1953-1978 CHEVROLET PRESENTS THE SILVER ANNIVERSARY CORVETTE



1953—1955

January '53—Conceived on a sketchboard by GM chief stylist Harley Earl only 12 months earlier, the Corvette appears as a show car at the New York Motorama. This is the first time America's leading car maker has built a 2-seater in the European sports car idiom. A 150-hp, 3-carburetor Blue Flame 6-cylinder engine is adapted from the passenger car block by Chevrolet's Chief Engineer, Ed Cole.

It begins a tradition unique to the American motoring experience.

May '53—Zora Arkus-Duntov starts work at Chevrolet Research and Development.

June '53—The first production Corvette rolls off a temporary Flint, Michigan, assembly line. Advertised price is \$3490 and, by the end of the year, 183 Corvettes are on the road. Originally, Chevy intended to build only 300 Corvettes; no '54 model was planned. But the car was

so well received it was decided to continue production in '54. Chevy Plant Manager Bill Mosher devises a way to mass produce the car.

September '54—A 195-hp, 265-cubic-inch V8 is made available for the 1955 Corvette—now offered in nine colors.

September '55—The new 1956 Corvette has roll-up windows and an available lift-off hardtop.

December '55—As part of a fuel injection testing program, Arkus-Duntov proves the '56 Corvette performance capabilities on the sands at Daytona Beach.

1956—1957

July '56—Ed Cole is named vice-president of GM and general manager of Chevrolet. His appointment insures Corvette's continued production and evolution.

September '56—Fuel injection and a 4-speed gearbox become available on

the 1957 Corvette.

November '56—GM stylist Bill Mitchell modifies his own new Corvette and calls it the SR-2. Mitchell's involvement with Corvette as a stylist will vastly influence the car for years to come.



SR-2

August '57—Corvette News is introduced as a pipeline for information to owners.

September '57—Performance continues to improve with the 1958 Corvette. The car is restyled, with four headlights and extensive chrome trim.

1958—1960

July '58—Another Mitchell-owned Corvette

CORVETTE, A GENERATION: 25 YEARS OF MEN, MACHINES, AND MEMORIES.

appears, the XP-700. Its rear-end styling will be incorporated on a later model.

September '58—Sintered metallic brake linings are one of the available extras on the 1959 Corvette.

November '58—Mitchell begins development of yet another modified Corvette and calls it the Stingray.

September '59—The 10,000 unit yearly production mark is attained with the 1960 Corvette.

September '60—With rear-end styling developed from an earlier Mitchell version, the 1961 Corvette appears.

October '60—Under the editorial direction of Joe Pike, *Corvette News* becomes a bimonthly.

1961—1962

February '61—The Stingray appears as a show car in Chicago to gauge public reaction to its look. Mitchell also drives

it to work as chief stylist of GM.



Stingray

January '62—At Sebring, Arkus-Duntov tests a pre-production '63 Corvette. Also tested is a rear-engine single-seater Cerv 1, which debuted at Watkins Glen as a parade car in 1960. An engineering "mule," it has a transaxle with inboard-mounted rear brakes, a front suspension similar to the upcoming '63 model.



Cerv 1

September '62—Smaller in every exterior dimension, the 1963 Stingray Corvette is introduced.

December '62—Corvette Grand Sport is tested in Florida. It sports a tube frame, gutted interior, 4-wheel disc brakes and a 377-cubic-inch engine (later to include a 427-cubic-inch engine) and other equipment.

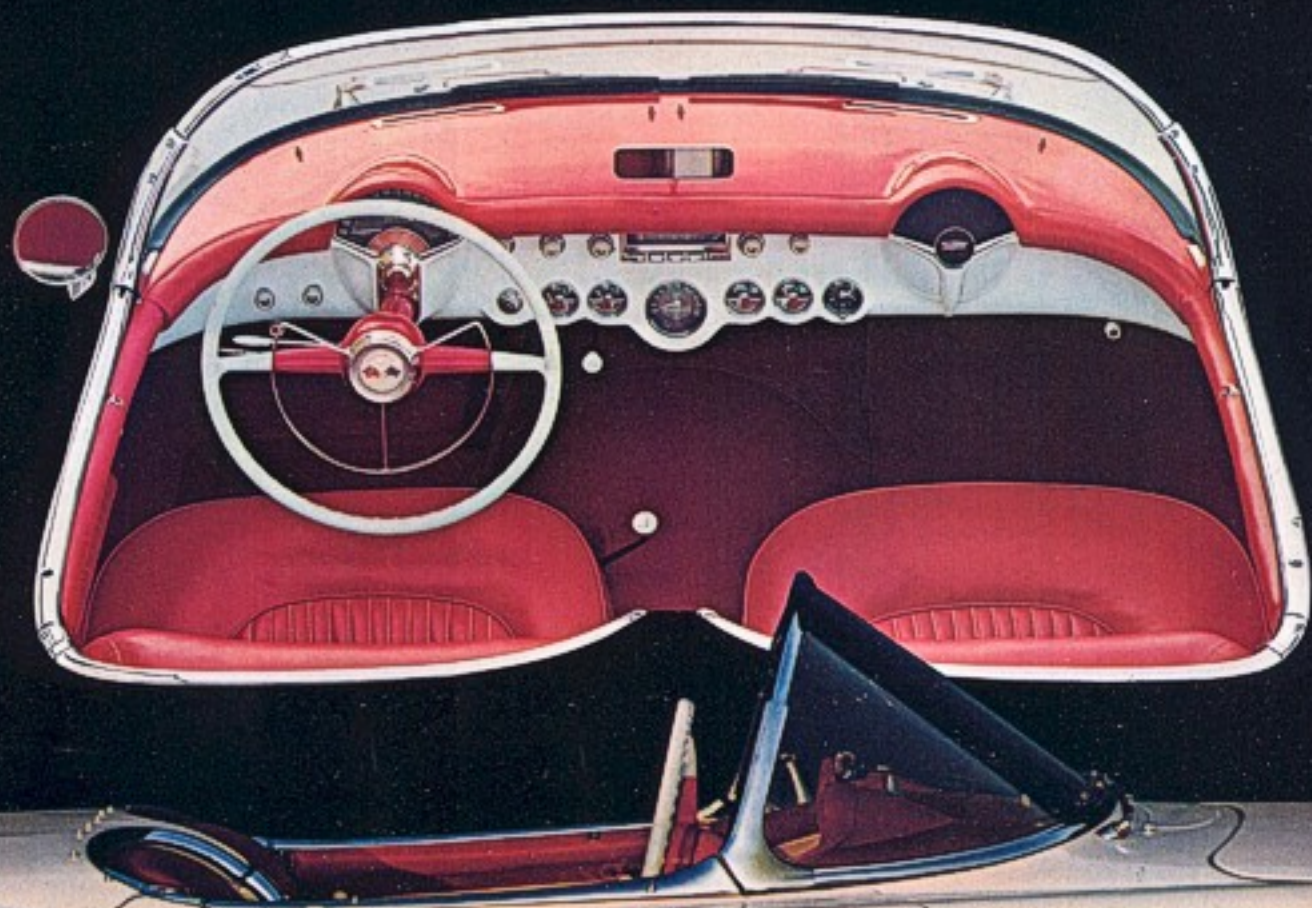
1963—1967

September '63—The 1964 Corvette is introduced and wins *Car Life's* Award for Engineering Excellence. The centerpost on the coupe's rear window is eliminated.

September '64—Now equipped with 4-wheel disc brakes, the 1965 Corvette appears.

April '65—A 396-cubic-inch engine developed by GM is used to introduce the new Mark IV.

June '65—"Pete" Estes becomes general



manager, Chevy. A former Pontiac Division chief engineer and general manager, Estes is attuned to Corvette's performance potential.

September '65—Moderate styling changes (i.e., an eggcrate-like grille) are introduced with the 1966 Corvette. Though fuel injection is no longer available, the Mark IV engine now displaces 427 cubic inches.

September '66—The Stingray body style will end with the final 1967 model, though the name designation will continue for years. A total of 117,964 units will have been built for the five years the style is produced.

April '67—The L88, a high-performance 427-cubic-inch engine, is made available. Such Corvettes are sold without heaters "to cut down on weight and discourage the car's use on the street."

September '67—The completely redesigned 1968 Corvette is introduced in *Corvette News*. Derived from the Mako Shark II GM show car, this new Corvette will provide the foundation for all the Corvette models to follow.



Mako Shark

1968-1977

April '68—*Car and Driver* names Corvette "Best All-Around Car"—for the fourth year in a row.

October '68—350-cubic-inch V8 introduced as the base engine in the '69 Vette. Vince Piggins, of Chevy's Product Performance Group, accepts the NHRA Manufacturer's Cup for Chevrolet.

Spring '69—*Automotive Quarterly* salutes Corvette as "the real McCoy."

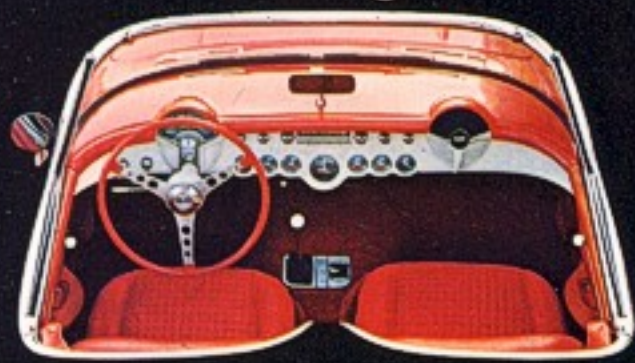
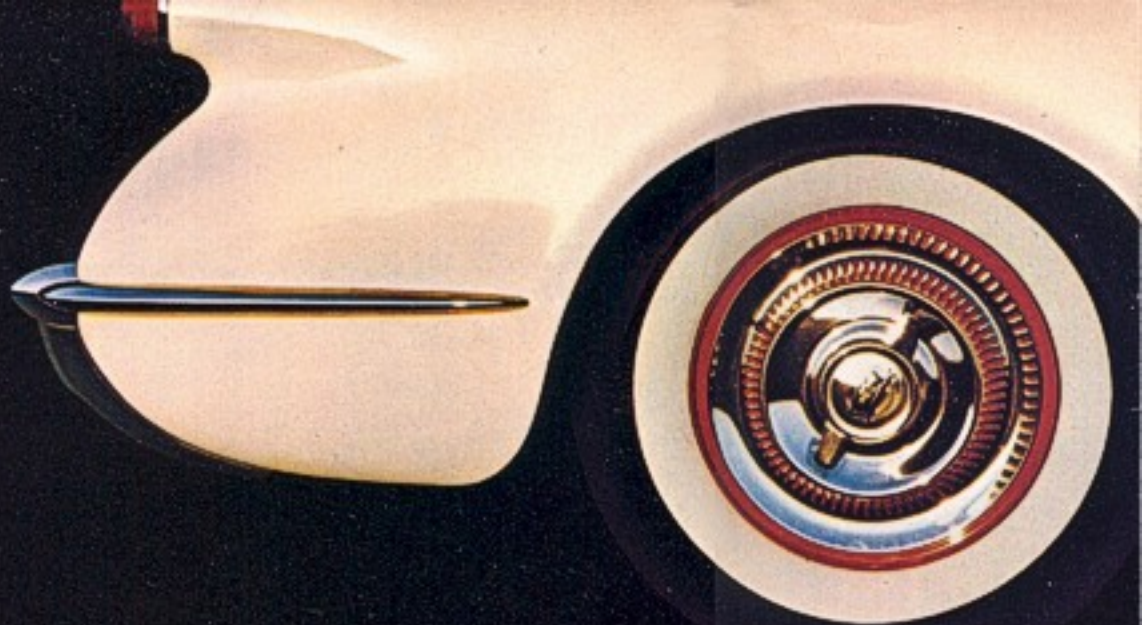
November '69—The 250,000th Corvette is built at the St. Louis plant.

February '70—New Corvette introduced, late, with LT-1 high-performance, small-block engine—350 CID.

October '73—The '74 Corvette has a new soft tail to go with its aerodynamic nose.

January '75—GM honors Arkus-Duntov with a testimonial dinner.

March '77—A major milestone in the history of America's only true production sports car: the half-millionth Corvette is built.



1956 - 1957

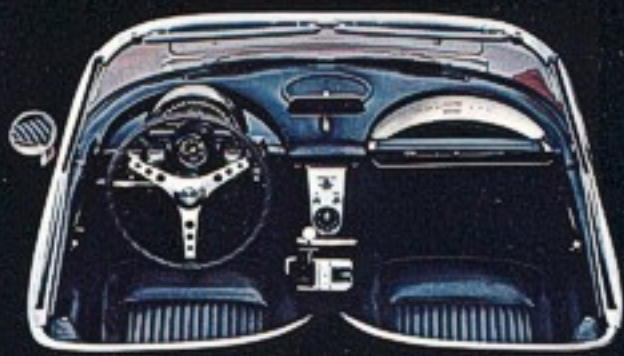
1958 - 1959

Chevrolet

1953 - 1955



1960



1961 - 1962



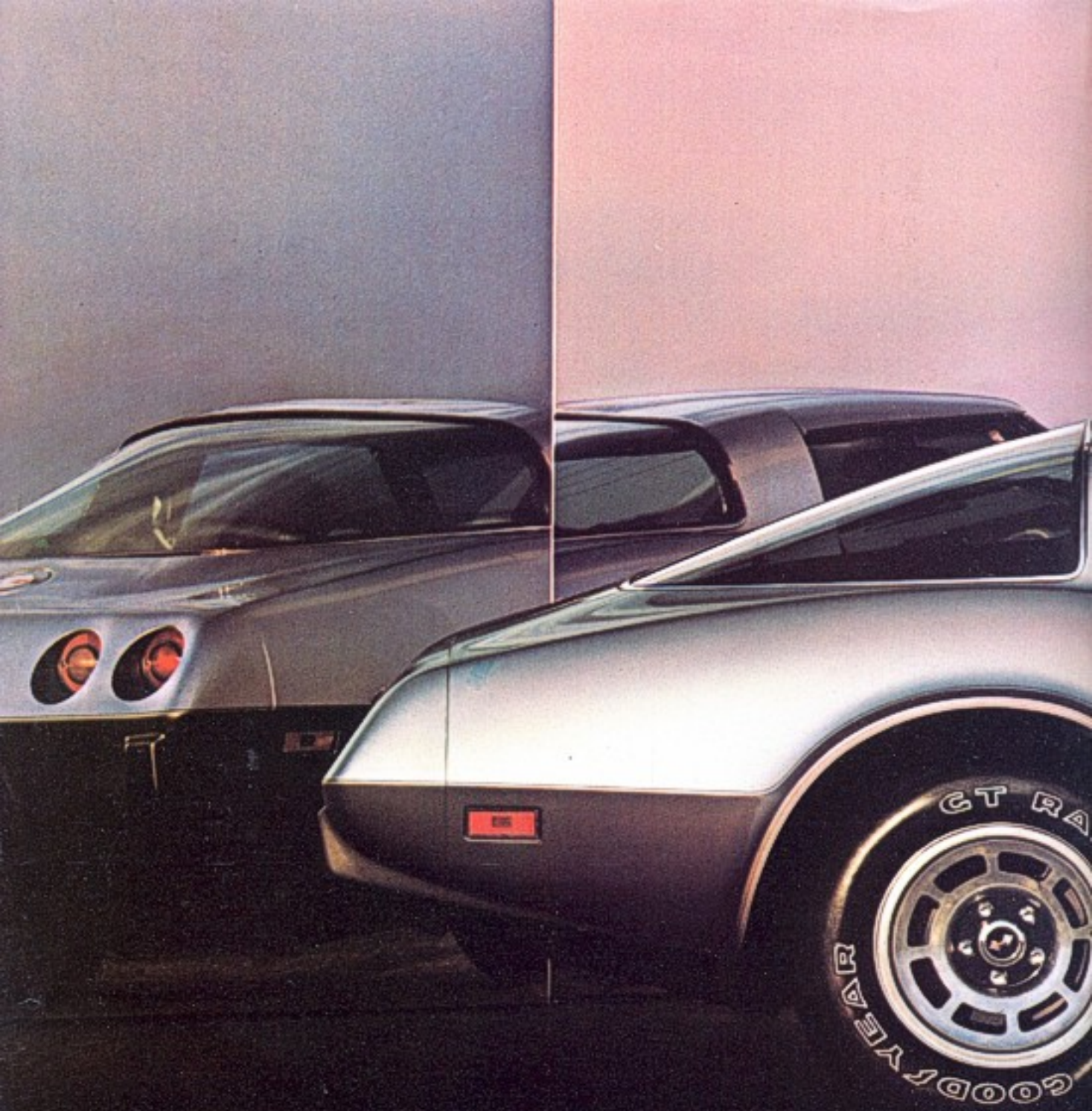
1960



3 - 1967



1968 - 1977



The 25th Anniversary Corvette.

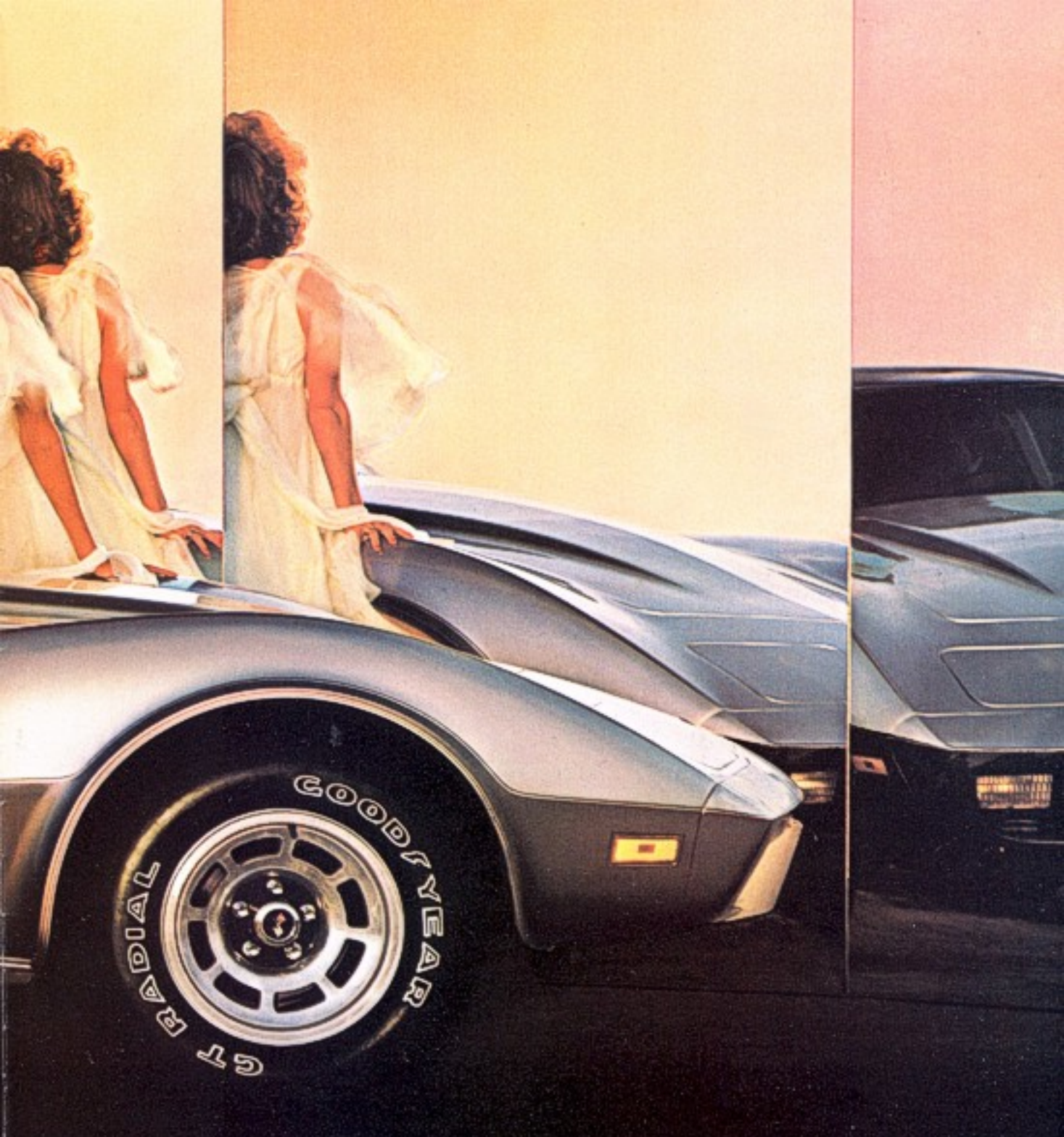
It stands alone today as it has since the summer of 1953, a truly unique and finely machined two-seater, America's only true production sports car.

The legend lives on and improves, as legends do, with the passage of time.



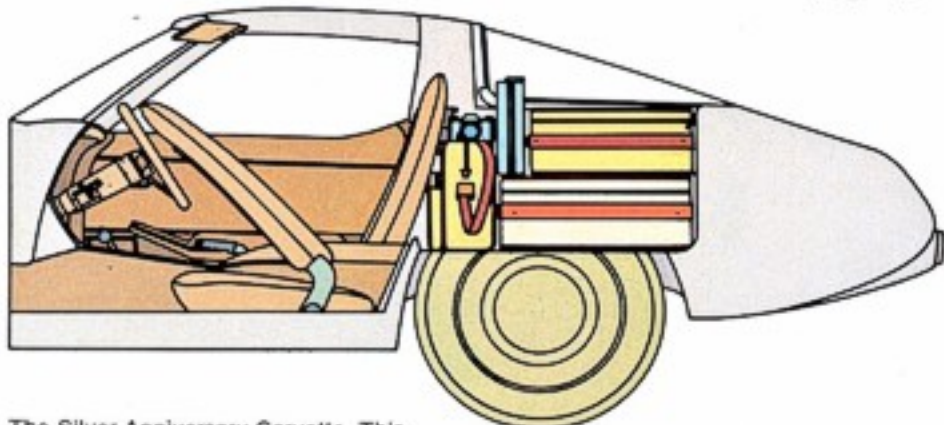
The Silver Anniversary Corvette: Twenty-five years in the making, and we've enjoyed every minute of it.

And now, if you will, a round of applause for the Corvette founding fathers: Harley Earl, Zora Arkus-Duntov, Bill Mitchell, Ed Cole...



Also for the countless men and women who've had a hand in building and refining Corvettes over the years. For everyone who has ever owned a Corvette, driven one, loved one. Or dreamed about owning one someday. Which, we'd imagine, includes just about everybody.

STANDARD EQUIPMENT



- High Energy Ignition system.
- Delcotron generator with solid-state voltage regulator.
- Fiberglass inner fenders.

Long recommended service intervals under normal driving conditions.

Engine oil	12 months or 7,500 miles
Chassis lubrication	12 months or 7,500 miles
Oil filter	First 7,500 miles. Every 15,000 miles thereafter.
Spark plugs	Up to 22,500 miles
Automatic transmission fluid	60,000 miles

SAFETY FEATURES

OCCUPANT PROTECTION FEATURES

- Continuous loop seat belt and inertia reel shoulder harness for driver (with reminder light and buzzer) and passenger
- Padded sun visors • Energy-absorbing steering column • Passenger guard door locks • Safety door latches and stamped steel hinges • Folding seat-back latches
- Energy-absorbing padded instrument panel and front seat-back tops • Thick laminate windshield • Safety armrests
- Safety steering wheel.

ACCIDENT PREVENTION FEATURES

- Side marker lights and reflectors • Parking lamps that illuminate with headlights
- Four-way hazard warning flasher • Back-up lights • Lane change feature in direction signal control • Windshield defrosters, washer and dual-speed wipers • Wide-view inside mirror (vinyl-edged, shatter-resistant glass and deflecting support)
- Outside rearview mirror • Dual master cylinder brake system with warning light
- Starter safety switch.

- ANTI-THEFT FEATURES** • Anti-theft ignition key reminder buzzer • Anti-theft steering column lock • Anti-theft alarm system with concealed exterior switch, including (for the first time) the roof panels in its circuitry.

- Reinforced fiberglass body construction that can't rust or corrode.
- Power disc brakes at all four wheels; self-adjusting and fade-resistant.
- Low-profile, steel-belted radial ply tires.
- Wide 15" x 8" wheels.
- Body-colored, energy-absorbing bumpers.
- Flush-mounted, retractable headlights.
- Soft-Ray tinted glass.
- Center console.
- Column-mounted switch that controls turn signals, high and low headlight beams.
- Choice of leather or cloth and leather seat inserts.
- Full foam, deep contoured bucket seats.
- Choice of 10 exterior colors, 7 interior colors.
- Carpeted floor, including tunnel sides and door sills.
- Twin bumper guards, front and rear.
- Removable roof panels.
- Automatic overhead and instrument panel courtesy lights.
- Extensive sound insulation.
- Electric clock.
- Lockable storage compartments.
- Full instrumentation, including speedometer, tachometer, water temperature gage, fuel gage, voltmeter, oil pressure gage, and trip odometer.
- Delco Freedom battery that needs no water.

The Silver Anniversary Corvette. This year's most notable improvement is the new fastback roofline and rear window which enhance Corvette's sleek silhouette. Additionally, the new rear window not only allows for a cleaner styling profile, it also improves driver visibility and adds luggage space. There's a roll shade to screen the luggage space. And there's room inside for storage of removable roof panels.

Also new for 1978 is a larger, plastic-lined fuel tank. Capacity has been boosted from 17 to 24 gallons.

The instrument panel has also been restyled and features face-mounted, round instruments which are extremely legible as well as handsome. A new glove box has been added, too.



Corvette performance has been improved with a dual snorkel air cleaner and new low-restriction exhaust system and mufflers on the available L82 350 Cu. In. V8 engine (not available in California). The transverse rear leaf spring in the independent rear suspension has been widened to reduce stress.

Two new transmissions are introduced in 1978. A new Four-Speed manual transmission is standard. A new automatic transmission is available for the L82 350 Cu. In. V8 engine. And in recognition of Corvette's 25th year, Silver Anniversary emblems are mounted on the nose and rear deck.

Corvette continues to offer a long list of standard equipment:

- 4-barrel 350 Cu. In. V8.
- Choice of 4-Speed manual or automatic transmission.
- Independent suspension, front and rear.
- Power steering.

ENGINE AVAILABILITY		Transmissions/Rear Axle Ratios				
All states except California	Engines	Power Rating†	4-Speed Manual	4-Speed Close-Ratio Manual	Automatic Transmission	
					Below 4,000 Ft.	4,000 Ft. and Above
	350 Cu. In. V8 (Std.)	185/175▲	3.36	NA	3.08	3.55
	350 Cu. In. V8 (Avail. RPO L82)*	220	3.70/3.36*	3.70	3.55	NA
California only						
	350 Cu. In. V8	175	NA	NA	3.55	NA

†S.A.E. net horsepower as installed. *Available highway ratio.

STD.—Standard. NA—Not available. ▲Rating with High Altitude Emission Equipment.

*Not available California, Maryland, Florida, Oregon, Washington, also Boston, Chicago, Des Plaines (Ill.), Barrington (Ill.), Grand Rapids (Mi.) and Cook County (Ill.).

SPECIAL NOTE: California Emission Equipment required for registration in California. In other states, High Altitude Emission Equipment may be required in areas 4,000 feet or more above sea level.

AVAILABLE EQUIPMENT

Complementing Corvette's impressive list of standard equipment, available options allow you to make of Corvette an even more personal kind of grand touring machine. Here are a few of the most popular items:

POWER TRAIN

- The L82 350 Cu. In. V8. This engine features a higher lift camshaft, special cylinder heads with larger valving, impact-extruded pistons and a forged crankshaft with 4-bolt main bearing caps, plus finned aluminum rocker arm covers.
- Close-ratio, 4-Speed manual gearbox, with gearing designed for the numerous up-and-down shifts associated with Corvette driving demands. Fully synchronized with a 2.43-to-1 first gear ratio.

RUNNING GEAR EQUIPMENT

- The FE7 gymkhana suspension package, including heavy-duty front and rear shock absorbers, larger diameter front stabilizer bar, rear stabilizer bar added, plus higher rate front and rear springs.
- P225/60R15 white-letter radial ply tires with aramid fabric belts for smoother running and wider footprint.
- Cast aluminum wheels.
- A trailing package with engine cooling and special suspension components.

COMFORT, CONVENIENCE AND APPEARANCE EQUIPMENT

- Four-Season air conditioning.
- Rear window defogger.
- Power windows.
- Tilt-Telescopic steering wheel with leather-wrapped wheel.
- AM-FM and AM-FM stereo radios; AM-FM stereo with tape also available.
- Combination AM-FM stereo and CB radio; includes power tri-band antenna.



- Power door locks.
- Dual rear compartment speakers.
- Power radio antenna (except with CB units).
- Removable glass roof panels.
- Twin outside rearview mirrors: driver's remote controlled, passenger's manual.
- Cruise-Master speed control.
- Convenience package, including momentary stay-lit feature for dome and courtesy lights, visor mirror, "headlights on" buzzer, low fuel indicator and engine compartment light, floor mats and intermittent windshield wiper control.
- Heavy-duty Freedom battery, with 4000-watt rating.
- 25th Anniversary Paint B2Z. A distinctive two-tone silver paint treatment is offered as a special 25th anniversary option. Upper body color is silver metallic with charcoal silver on lower body. Pin stripes accentuate fender upper profiles, wheel openings, front fender vents, hood, and rear license cavity. Available aluminum wheels and dual sport mirrors required with this package. (Shown in 3-panel display illustration.)



A WORD ABOUT THE COMPONENTS AND OPTIONAL EQUIPMENT IN THESE CHEVROLETS

The Chevrolets described in this brochure incorporate thousands of different components produced by various divisions of General Motors and by various suppliers to Chevrolet. From time to time during the manufacturing process it may be necessary in order to meet public demand for particular vehicles or equipment or to meet federally mandated emissions, safety and fuel economy requirements, or for other reasons, to produce Chevrolet products with different components or differently sourced components than initially scheduled. All such components have been approved for use in Chevrolet products by Chevrolet Motor Division and will provide the quality performance associated with the Chevrolet name.

With respect to extra cost optional equipment, make certain you specify the type of equipment you desire on your vehicle when ordering it from your dealer. Before taking delivery of the vehicle, we suggest you verify that it includes the optional equipment that you ordered or if there are changes, they are acceptable to you.

All illustrations and specifications contained in this catalog are based on the latest product information available at the time of publication approval. The right is reserved to make changes at any time without notice in prices, colors, materials, equipment, specifications and models, and to discontinue models. Chevrolet Motor Division, General Motors Corporation, Detroit, Michigan 48202.

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