



YEARS OF CHEVROLET



# What's up with the bowtie?

**CHEVROLET'S FAMOUS EMBLEM IS AN ICON OF AMERICAN ADVERTISING, BUT ITS ROOTS ARE SHROUDED IN MYSTERY**

**C**hevrolet's bowtie emblem is one of the most widely recognized logos in the world, but where did it come from?

Even General Motors isn't quite sure.

The bowtie logo was introduced by company co-founder William C. Durant in late 1913. But how it came to be synonymous with the brand is open to wide interpretation, with four versions of the story cropping up.

## IT CAME FROM WALLPAPER

Durant's version of how the logo came into existence is well known. The long-accepted story, confirmed by Durant himself, was that it was inspired by the wallpaper design in a Parisian hotel.

According to The Chevrolet Story of 1961, an official company publication issued in celebration of Chevrolet's 50th anniversary:

"It originated in Durant's imagination when, as a world traveler in 1908, he saw the pattern marching off into infinity as a design on wallpaper in a French hotel. He tore off a piece of the wallpaper and kept it to show friends, with the thought that it would make a good nameplate for a car."

## DINNERTIME SKETCH

In 1929, Durant's daughter, Margery, published a book entitled, My Father. In it, she told how Durant sometimes doodled nameplate designs on pieces of paper at the dinner table.

"I think it was between the soup and

the fried chicken one night that he sketched out the design that is used on the Chevrolet car to this day," she wrote.

## HOTEL STAY IN VIRGINIA

More than half a century later, another Bowtie origin was recounted in a 1986 issue of Chevrolet Pro Management Magazine based on a 13-year-old interview with Durant's widow, Catherine.

She recalled how she and her husband were on holiday in Hot Springs, Va., in 1912. While reading a newspaper in their hotel room, Durant spotted a design and exclaimed, "I think this would be a very good emblem for the Chevrolet."

Unfortunately, at the time, Mrs. Durant didn't clarify what the motif was or how it was used.

## THE SWISS FLAG

One other explanation attributes the design to a stylized version of the cross of the Swiss flag.

Louis Chevrolet was born in Switzerland at La Chaux-de-Fonds, Canton of Neuchâtel, to French parents, on Christmas Day 1878.

Whichever origin is true, within a few years, the bowtie would emerge as the definitive Chevrolet logo. An Oct. 2, 1913 edition of The Washington Post seems, so far, to be the earliest known example of the symbol being used to advertise the brand.

## CHEVY'S BOWTIE THROUGH THE YEARS



1916



1940s



1957



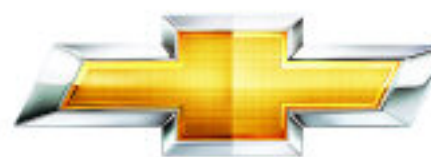
1960s



1977



2000



Today

# American innovation



**A** big reason for Chevrolet's early success was due to the engineers and designers who made a series of breakthroughs and sweeping innovations.

They also had the courage to introduce these innovations in moderately priced automobiles.

Some of the early innovations:

► Chevrolet was one of the first automobile manufacturers to replace the awkward and dangerous hand crank with a self-starter.

► Chevrolet was the first company to standardize electric headlamps for "low-priced" vehicles.

► Chevrolet offered numerous popular options, such as a built-in car radio (1924), or a brake shoe (1930) connected with a joint to

improve the insufficient braking power common in automobiles of the time.

► In 1929, Chevrolet introduced a six-cylinder engine in commercial vehicles which soon became known as the "cast-iron wonder" due to its performance and durability.

► In 1934, Chevrolet introduced yet another automotive innovation – the independent front-wheel suspension – which made driving infinitely more comfortable.



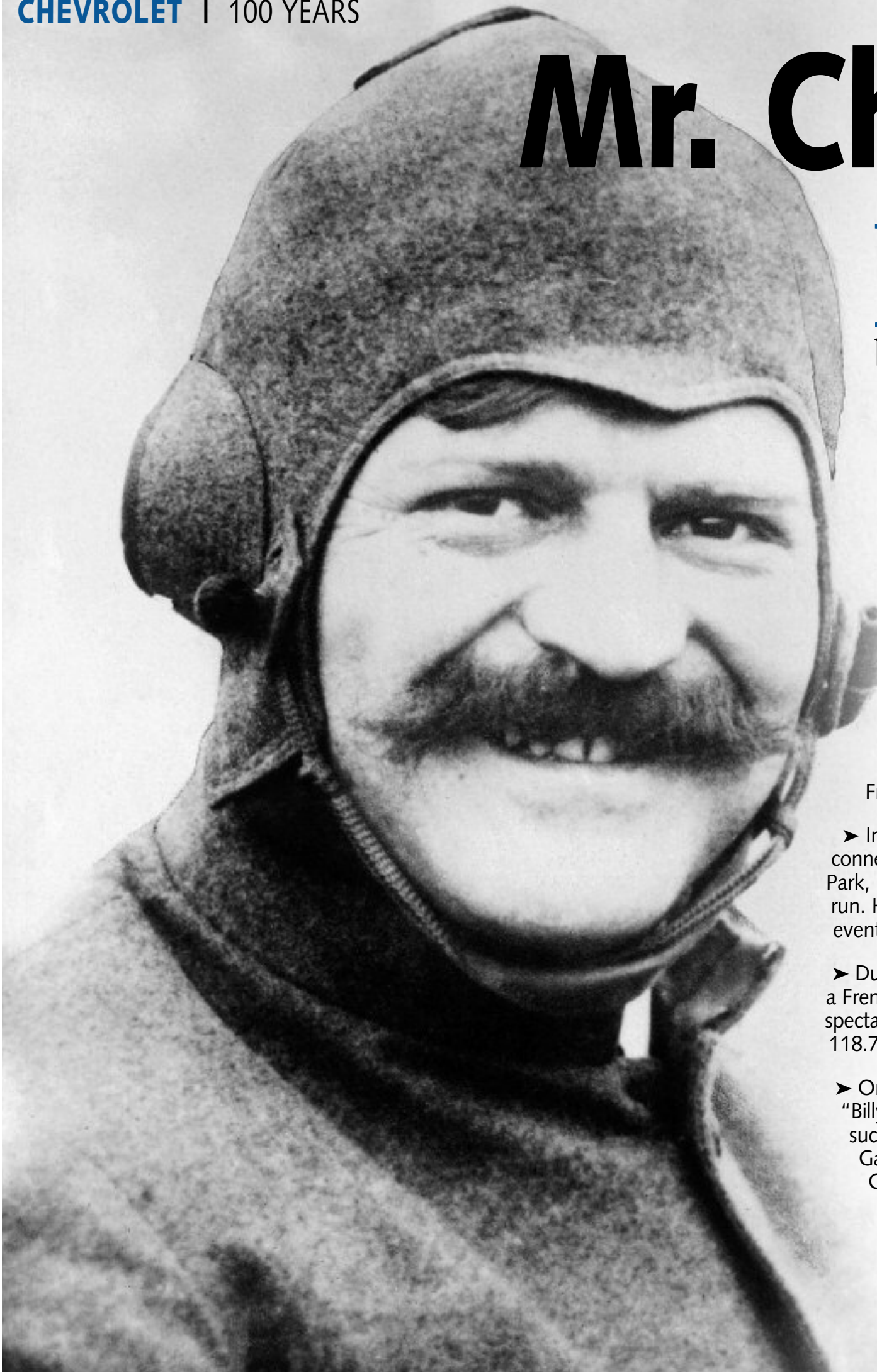
# Mr. Chevrolet

**M**ost people know the name Chevrolet, but few people know much about the man behind the Chevrolet brand.

The Chevrolet car company is actually named for one man — Louis Chevrolet — a dare-devil who came from France to America and became famous as a racing driver.

## **SOME FACTS ABOUT LOUIS CHEVROLET:**

- ▶ As early as July 16, 1895, Louis Chevrolet was the winner of a French cycling race as reported in the "Journal de Beaune."
- ▶ In May 1905, Chevrolet's name first appeared in press reports in connection with motorized races. Driving a massive Fiat racer at Morris Park, N.Y., Chevrolet broke the track's flying-mile record with a 68-mph run. He then went on to win a three-mile flying-start race at the same event.
- ▶ During the 1906 speed trials at Ormond Beach, Fla., Chevrolet drove a French-built Darracq race car, powered by what was at the time a spectacularly powerful 200-hp V8, to a then world-record speed of 118.7 mph.
- ▶ On March 5, 1909, Chevrolet was engaged as a driver for William C. "Billy" Durant's famed Buick racing team. Subsequently, Chevrolet's successes as a race car driver multiplied. While brothers Arthur and Gaston would also race professionally, Louis generally lead the Chevrolet team when they competed together.
- ▶ Despite all of the spectacular successes, Chevrolet paid a price for his racing career. Celebrated in the American press as "the dare-devil Frenchman," he is said to have spent nearly three years in hospital beds as the result of various accidents. When the youngest Chevrolet brother, Gaston, died as the result of a racing accident in 1920, Louis vowed to never race again.



# 'Chevy to the levy ...'

## HERE'S A LIST OF 100 SONGS THAT MENTION CHEVROLET

Cars and music seem to go hand in hand. From Janis Joplin's "Mercedes-Benz," to the Beach Boys singing about fun in a "T-Bird," American popular music is filled with car references. But Chevrolet may top them all, judging from Pandora's playlist of 100 songs that mention Chevrolet.

## PANDORA'S TOP 100 CHEVY SONGS

- "99 In the Shade," Bon Jovi
- "All the Best," John Prine
- "American Pie," Don McLean
- "Amy's Back in Austin," Little Texas
- "Ball and Chain," Social Distortion
- "Blitz," Audio Adrenaline
- "Blue (Da Ba Dee) (Remix)," Eiffel 65
- "Blue Jeans," Silvertide
- "Captain Jack," Billy Joel
- "Chattahoochee," Alan Jackson
- "Chevrolet," ZZ Top
- "Chevy Van," Sammy Johns
- "Chrome," Trace Adkins
- "Contact," Citizen Cope
- "Crazy About Her," Rod Stewart
- "Crocodile Rock," Elton John
- "Dare to be Stupid," "Weird Al" Yankovic
- "Don't Forget to Remember Me," Carrie Underwood
- "Dr. Feelgood (Live)," Motley Crue
- "Drive South," John Hiatt
- "El Camino," Ween
- "El Tejano," Cowboy Troy
- "Everytime It Rains," George Strait
- "Fall in Love," Kenny Chesney
- "Family Reserve," Lyle Lovett
- "Fightin' Words," Trace Adkins
- "Girls with Guitars," Wynonna Judd
- "Go 'Head," Mystikal
- "Go Lil' Camaro Go," The Ramones
- "Going Back to Cali," LL Cool J
- "Here I Am," Lyle Lovett
- "Here's to You," Rascal Flatts
- "How Bizarre," OMC
- "Hustlin'," Rick Ross
- "I Can Only Think of One," Dierks Bentley
- "I Go Back," Kenny Chesney
- "I Got You," Dwight Yoakam
- "I Learned That From You," Sara Evans
- "I Won All the Battles," Tracy Lawrence
- "I'll Be Your Johnny on the Spot," Ween
- "I'm Customized," The Cramps
- "I'm Just a Girl," Deana Carter
- "I've Got a Rock N' Roll Heart," Eric Clapton
- "If I Stay," Tracy Byrd
- "Jesse Went to War," Marcy Playground
- "Joe Rey," Fountains of Wayne
- "Keeping the Faith," Billy Joel
- "Less Than Zero," Elvis Costello
- "Let You Go," The Clarks
- "Little Red Corvette," Prince
- "Lost in the Flood (Live 2000)," Bruce Springsteen
- "Lucky 4 You (Tonight I'm Just Me)," SheDaisy
- "Make Me a Chevy," The Promise Ring
- "Metropolis," Trace Adkins
- "Miss Popularity," Jordan Pruitt
- "Movin' Out (Anthony's Song)," Billy Joel
- "Mud On the Tires," Brad Paisley
- "Natural Beauty," Neil Young
- "Neutron Dance," The Pointer Sisters
- "Night Moves," Bob Seger
- "One Bud Wiser," Gretchen Wilson
- "Paint the Town Redneck," J.M. Montgomery
- "Pickin' Wildflowers," Keith Anderson
- "Picture Perfect," Nelly Furtado
- "Putting the Damage On," Tori Amos
- "Racing In the Street," Bruce Springsteen
- "Rapid Roy (The Stock Car Boy)," Jim Croce
- "Real Gone," Sheryl Crow
- "Renegade," Tim McGraw
- "Repetition," David Bowie
- "Ridin' In My Chevy," Snoop Dogg
- "Riding With Private Malone," David Ball
- "Right Time of the Night," Jennifer Warnes
- "She's In Love With the Boy," Trisha Yearwood
- "Small Town Girl," Kellie Pickler
- "Something On," The Tragically Hip
- "Song of the South," Alabama
- "Still Love You," Rod Stewart
- "Superstar," Sheryl Crow
- "Suzy and Jeffrey," Blondie
- "Tannin Bed Song," Shawn Mullins
- "The Greeting Song," Red Hot Chili Peppers
- "Under Assistant West Coast Promotion Man," Rolling Stones
- "Three Marlenas," The Wallflowers
- "Thunder Road," Bruce Springsteen
- "Thundering Hearts," John Mellencamp
- "Tim McGraw," Taylor Swift
- "Twentieth Century Fox," 38 Special
- "Unappreciated," Cherish
- "Uneasy Rider," Charlie Daniels
- "Union Sundown," Bob Dylan
- "Water," The Who
- "West Texas Highway," Lyle Lovett
- "When I Think About Leaving," Kenny Chesney
- "When You Close Your Eyes," Night Ranger
- "Where Have All The Cowboys Gone?" Paula Cole
- "Why Do We Want What We Know We Can't Have?" Reba McEntire
- "You Never Know Just How Good You've Got It," Tracy Byrd
- "You Win My Love," Shania Twain
- "Young Blood," Rickie Lee Jones

# A true pioneer

BEFORE THERE WERE SUVs, THERE WAS THE SUBURBAN



◀ 1936

1951 ▶



◀ 1966

1981 ▶



◀ Today

Today's most popular family vehicles are SUVs, or some variation on them.

These sport utility vehicles rose to prominence in the 1990s and are largely replaced by the more nimble, efficient crossover vehicles of today.

Still, SUVs remain a popular choice with many drivers who need off-road capability, versatility and lots of interior space. And the true pioneer of the SUV category is the Chevy Suburban.

In 1936, Chevrolet introduced the Suburban, a vehicle that fundamentally changed the automobile market.

With a focus on functionality, the credo of the new concept was “to carry all.” At long last, the whole family was to find sufficient space in one car — and preferably the fishing equipment, too.

To build this automobile, engineers used a conventional truck chassis, but instead of installing a loading floor, as in the case of pickups, they had designed a generous passenger compartment in which up to eight people could fit on three rows of seats.

A 90 horsepower engine provided the necessary power, and the world's first station wagon was born.

The Suburban had changed only very little by the time production was stopped in World War II. After the war, it underwent continuous improvements.

In 1955, the basic model was delivered with a 100 horsepower engine, and in 1956 a V8 became the standard.

In 1957, the Suburban was available for the first time with four-wheel drive, which made it a truly practical vehicle. It was no longer defined a station wagon, but a car, and as such the prototype of the SUVs seen on our roads today.



# From Detroit to the world

## CHEVY CARS HAVE LONG BEEN AN INTERNATIONAL PHENOMENON

**F**ew brands seem as American as Chevrolet. But that doesn't mean Chevrolet is exclusively American.

Today, Chevrolet sells cars in 130 countries around the world. It is General Motors' best-selling global brand, accounting for almost 50 percent of the company's global sales of about 4.27 million vehicles

Various Chevrolet models have reached cult status in countries like Brazil, Argentina and Mexico. In South Africa, Chevrolet was GM's main brand until 1982. And the brand also had a presence in Thailand and the Middle East.

Chevrolet is the fourth biggest global car brand in terms of sales and also one of the fastest growing

brands in the world. It is growing particularly fast in the world's emerging markets of China, Brazil, India and Russia.

Chevrolet is continuously expanding its production footprint: Manufacturing and assembly plants in the United States, Mexico, in Korea, China and other Asian countries have been followed by a new assembly facility in St. Petersburg, Russia.

Chevrolet Europe delivers attractive, distinctive design, practical, economical cars and outstanding value for money. After re-launching

the brand in Europe in 2005, Chevrolet more than doubled its sales to over 500,000 in 2008.

In 2010, Chevrolet achieved its highest ever market share in Total Europe to 2.5 percent, selling 477,194 cars. Chevrolet has a network of 2,700 dealers and service points in Europe.

The Chevrolet lineup includes the Spark city car, the small Aveo, the compact Cruze sedan, the Captiva SUV and the legendary Corvette sports car.

Chevrolet's biggest markets in Europe are Russia, Italy, Germany, Spain, France and the U.K.

# Marking 100 years

## 2012 CHEVROLET CENTENNIAL EDITION CORVETTE RELEASED

**C**hevrolet, founded by a racing pioneer 100 years ago, celebrates its performance heritage with the 2012 Chevrolet Centennial Edition Corvette.

This special edition features a sleek black color scheme, unique design elements and Corvette's trademark sports car technology.

The 2012 Centennial Edition package is available on all Corvette models.

The special package was inspired by Chevrolet's racing-bred foundation, which continues with Corvette's international racing excellence and production sports car prominence.

"Racing and performance are the roots of Chevrolet, a tradition carried forward today by Corvette," said Rick Scheidt, vice president of Chevrolet marketing. "The Centennial Edition not only celebrates our 100 years, it once again pushes Corvette forward for a new generation of sports car fans."

### STYLING

The Chevrolet Centennial Edition Corvette expresses racing heritage, but does so with a sleek, modern, even sinister-looking appearance.

The Centennial Edition package comes exclusively in Carbon Flash Metallic, with satin-black graphics and unique Centennial Satin Black wheels and red brake calipers.

The wheels are constructed of lightweight cast-spun aluminum and include a thin red outline around the perimeter of its surface on the Z06.

### A NOD TO HISTORY

The Centennial Edition also features special badges that signify Chevrolet's racing history. A graphic logo fea-

turing an iconic image of Louis Chevrolet appears on the B-pillars, the center caps of the wheels, and the center of the steering wheel. The seat headrests also carry an embossed centennial logo.

Aficionados will note one other small detail: The historic crossed flags badge contains a small adaptation, with "100" in place of the traditional

fleur-de-lis symbol.

### INTERIOR

The exterior color scheme is reinforced inside the car, with the Ebony leather-wrapped instrument panel and doors complimented by red stitching on the steering wheel, seats, console and shifter.

Microfiber suede accents on Centennial Edition seats, steering wheel, shifter and armrests were first used on the 2011 Z06 Carbon Limited Edition.

