

The Corvette Newsletter

# East of the NCM

## Special Point of Interest:

- [NCM Xperience](#)
- [Museum Delivery \(Option R8C\)](#)
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## Message from the Board Chairman

Let me take this opportunity to introduce myself as your new Board Chairman of the National Corvette Museum. My name is Jack Matukas and my wife Donna and I have been involved with the museum since we made our first visit in 1989 to the Museum Annex in Bowling Green. We immediately saw the vision and became Founding Members. Being involved with the NCM for so long has made for some interesting times. The early years were quite trying and brought some real challenges. But for anyone who has visited the "Home Of All Things Corvette" in the past several years, you will admit that the museum is stronger than ever.

I am starting my stewardship at a time with some exciting visions.

Fortunately we have some truly dedicated Board members who are anxious to move these visions forward in 2012 and beyond.

Right now our focus is on getting the new Motorsports Park off and running. We are in the process of purchasing the additional acreage needed to kick off Phase One of this massive project. Several things need to fall into place, but we remain confident. So much so that we will be starting the rezoning process by the time you read this. With your continued support, both philosophically and financially, we will end up with a first class facility befitting the Corvette legacy.

If you have the opportunity to visit Bowling Green in the future

for one of the events, please make it a point to find me or any of the other board members. While the facility itself is awesome, it is still brick and mortar. The true foundation is made up of you the members and supporters. That's why you'll find us mingling as much as possible. Personally, the most enjoyable part of these events for me is spending time with as many folks as possible. So don't be shy when you spot one of us. We want to hear from you.

I'll sign off for now but will plan on keeping you current on museum happenings throughout the year. Again, thank you for all you do for your National Corvette Museum.

Jack Matukas, Chairman

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## DYK: Jan 17th 1953 - Corvette unveiled at GM Motorama!

Shared by Adam Boca (NCM Insurance Agency)

<http://www.history.com/this-day-in-history/corvette-unveiled-at-gm-motorama>

On this day in 1953, a prototype Chevrolet Corvette sports car makes its debut at General Motors' (GM) Motorama auto show at the Waldorf-Astoria Hotel in New York City. The Corvette, named for a fast type of naval warship, would eventually become an iconic American muscle car and remains in production today.

In the early 1950s, Harley Earl (1893-1969), the influential head designer for GM, then the world's largest automaker, became interested in developing a two-seat sports car. At the time, European automakers dominated the sports car market. Following the debut of the Corvette prototype at the Motorama show in January 1953, the first production Corvette was completed at a Flint, Michigan, plant on June 30, 1953. The car featured an all-fiberglass body, a white exterior and red interior, a relatively unremarkable 150-horsepower engine and a starting price tag of around \$3,500 (not including taxes or an optional AM radio and heater). In an effort to give the Corvette an air of exclusivity, GM initially marketed the car to invitation-only VIP customers. This plan met with less-than-desirable results, as only a portion of the 300 Corvettes built that first year were sold. GM dropped the VIP policy the following year; however, Corvette sales continued to disappoint. In 1954, GM built around 3,600 of the 10,000 Corvettes it had planned, with almost a third of those cars remaining unsold by the start of 1955.

There was talk within GM of discontinuing the Corvette; however, GM rival Ford launched the sporty two-seat Thunderbird convertible in 1955 and the car quickly became a hit. GM didn't want to discontinue the

## DYK: Jan 17th 1953 - Corvette unveiled at GM Motorama! (cont)

Corvette and look like a failure next to its Big Three competitor, so the car remained in production and performance enhancements were made. That same year, a Belgian-born, Russian-raised designer named Zora Arkus-Duntov became head engineer for Corvette and put the car on a course that would transform it into a legend. Duntov had applied to work at GM after seeing the Corvette prototype at the 1953 Motorama show. According to The New York Times: "Once hired, he pushed through the decision to turn the Corvette into a high-performance sports car with a succession of more powerful engines. Chevrolet offered a 195-horsepower engine on the 1955 Corvette, a 240-horsepower engine on the 1956 Corvette and a 283-horsepower engine on the 1957 model." During the second half of the 1950s, Corvettes began setting speed records on the racing circuit. The car also got a publicity boost when it was featured on the TV show "Route 66," which launched in 1960 and followed the story of two young men driving around America in a Corvette, looking for adventure.

In 1977, the 500,000th Corvette was built. Two years later, according to the Times, yearly Corvette production peaked at 53,807. In 1992, the 1-millionth Corvette came off the assembly line in Bowling Green, Kentucky; the 1.5-millionth Corvette followed in 2009.

### Other Special Interests. To Find Out More:

[Motorsports Park, click here](#)

[NCM 2012 Events, click here](#)

[GM Corvette Assembly Plant, click here](#)

[Corvette Buyers Tour, click here](#)

[VIP Tour, click here](#)

## More Than Just an Insurance Agency

The NCM Insurance Agency is more than an insurance agency...as part of the [National Corvette Museum](#), we are pleased to offer Corvette insurance, [collector car insurance](#) and car club insurance. Our programs are not just limited to Corvettes – we will accept just about any make and model of collector vehicle! The NCM Insurance Agency has been writing business in almost every state since April of 2009. [Read more about NCM Insurance.](#)

### Are you ready for a Quote?

The [NCM Insurance Agency](#) is pleased to provide you with a free classic car insurance quote or new car quote for your collector car. Please click this link [Get a Free Quote](#) for a no obligation quote or call 877.678.7626.

Questions, contact NCM Insurance Agent Adam Boca at 877.678.7626 or email: [adam@corvettemuseum.org](mailto:adam@corvettemuseum.org)

## New NCM Motorsports Park Benefit in the Works

A very limited exclusive event is being planned the day before the 2012 April Long Beach Grand Prix Race weekend. Doug Fehan, Corvette Racing Program Manager and two race team drivers will be at the event in a private residence. More information will be provided soon and will be posted on the NCM website for registration. Watch for this, you wouldn't want to miss this special event!

Questions, please contact NCM Board Member Leslie Gardner at [leslie.gardner7@gmail.com](mailto:leslie.gardner7@gmail.com)

## Chevrolet Announced Special 2013 Corvette

Chevrolet has issued a press release on January 12th announcing the arrival of the 2013 Corvette 427 Convertible Collector Edition featured in the 60th Anniversary Appearance Package. For more information on this exciting new Corvette model and package, contact your dealership.

A couple of key points regarding this announcement

- There is a special collector edition model AND a special 60th Anniversary package for 2013 model run – the last model run for the C6 Corvette and the 60th Anniversary of Corvette's first model run in 1953.
- The model is a 427 Convertible that blends elements of the Z06 and ZR1 models to create the fastest and most capable convertible in Corvette's history. It will be available in three trim levels (2LT, 3LT, and 4LT) and in all 2013 Corvette exterior and interior colors.
- The 60th Anniversary Appearance Package features Arctic White exterior and Blue Diamond leather-wrapped interior. An optional Pearl Silver Blue dual racing stripe package is available with this package. The 60th Anniversary Appearance Package is available on all Corvette models in the highest trim level (4LT, 3LZ, 3ZR).

## National Corvette Museum Delivery (Option R8C)

We are thrilled to offer the Museum Delivery program to new Corvette Owners. It is an adventure like no other and a memorable addition to your new Corvette purchase. Hundreds of enthusiasts take delivery of their new Corvette each year ... Let our team be part of your new Corvette purchase.

**How It All Starts:** NCM Delivery is referred to as OPTION "R8C" and is available through any Chevrolet Dealer at a minimal cost of \$490. It must be specified at the time the order is finalized and a special Ship Code of "184590" must also be used to identify your Corvette for Museum Delivery.

**The Communications:** After a TARGET PRODUCTION WEEK has been established, the National Corvette Museum will contact the selling dealer and/or the customer and offer a reasonable time frame in which the customer can choose a date for delivery. This contact will normally occur approximately two weeks prior to the TARGET PRODUCTION WEEK allowing ample time for the customer to make travel arrangements. The Museum will confirm the date, agreed upon by customer, in writing and will handle all further communications. If at any time the selling dealer and/or customer should have any questions regarding the delivery, they may contact the Museum at 1-800-205-4248.

**The Paperwork:** Customers must arrive at the NCM with the following items before a delivery can take place:

- A License Plate or Temporary Tag
- Proof of Ownership (Bill of sale, etc.)
- Proof of Insurance
- Valid Operator's License
- Dealer [Acknowledgement form](#)

**The Delivery:** The customer arrives at the NCM with up to three additional guest, total (4) and is welcomed with signs commemorating the event. They are taken to the Corvette Assembly Plant (located across the street from the NCM) for their own NCM Delivery Team guided VIP tour (when available). Museum Delivery customers will be transported to the Corvette Assembly Plant for a tour in a GM courtesy vehicle. All non-GM vehicles driven by guests wishing to transport themselves is acceptable and has a designated area. View complete [plant required guidelines here](#).

A personal, special VIP guided tour of the NCM is conducted where they will see their Corvette on display. Next, a member of the NCM Delivery Team provides a quality orientation followed by a thorough delivery presentation of their new vehicle. A unique gold decal is placed on the inside of the drivers door jamb to signify the importance of this memorable occasion.

The customer is presented with an individual one year NCM membership\*.

\*Memberships which come with our R8C Museum Delivery program are upgradable.

**What to Wear/What to Bring:** Closed toe shoes (no sandals) are a requirement for all visitors to the plant. No cameras, backpacks, purses, fanny packs, or other packages or containers may be brought into the plant except by special request (for medical reasons, etc.). Cameras are welcome at the Museum.

**Post Delivery:** A commemorative nameplate (with the customer's name, date of delivery and VIN) is ordered for the participant the day of delivery. The nameplate will then be shipped directly to the customer. Exclusive [NCM Delivery merchandise](#) may also be ordered by participants.

**Car rental from Nashville BNA Airport:** Enterprise Rent-A-Car has special rates and services for R8C participants arriving at the Nashville airport. One is a round trip rental and the other is a one way rental where the car can be left at the NCM. Use the links below to make reservations on the Enterprise web site.

[Enterprise](#)  
[One way rentals from the Nashville Airport to the Corvette Museum](#)  
[Enterprise](#)  
[Roundtrip discount rentals available](#)

[Gary Cockriel](#) and [Lori Bieschke](#) manage this one of a kind program for the NCM. They will be happy to assist you with any questions or concerns using the special [NCM Delivery Hotline of 1-800-205-4248 ext 124](#).



**National Corvette Museum**  
350 Corvette Drive  
Bowling Green, KY 42101-9134  
1-800-53VETTE(83883)