

GM Press Release: November 13, 1997: All-New Chevrolet Corvette Convertible Declared Grand Prize Winner by Popular Science

General Motors Media Press Release

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CONTACT: Chevrolet Communications
Phone: 1-800-CHEVY-MI Or 810-492-8841
Fax: (810) 492-8853

All-New Chevrolet Corvette Convertible Declared Grand Prize Winner by Popular Science

Top Award in Car Category Claimed by American Icon

LAS VEGAS — Chevrolet's fifth-generation Corvette convertible has been named the Grand Prize Winner in the car category of Popular Science magazine's 10th annual "Best of What's New" Awards.

"A prestigious car deserves a prestigious award" said John G. Middlebrook, Chevrolet General Manager. "We're thrilled that Corvette has won the top car spot in the Popular Science evaluation. The 'Vette is part of a Chevrolet product renaissance that will continue through the end of the century."

Part of what makes the Corvette convertible the "Best of What's New" is the fact that the integral structure of its new design is more than just a styling "knock out." It also provides Corvette with a solid and functional structure that virtually eliminates squeaks and rattles traditionally associated with convertibles.

Another characteristic of the new convertible is the easy operation of the

manual top, complete with heated glass rear window. The top can be taken down in just a few moments to provide the occupants with an exciting, open-air driving experience.

"We're talking about seconds to take the top down," says Dick Almond, Corvette Brand Manager, "but the real key to the new Corvette convertible is its head-turning good looks and specific convertible design. This is one convertible that will look dynamite for years to come and stay rigid and tight during its lifetime."

The '98 Corvette convertible is the topless counterpart to the all-new Corvette coupe introduced in 1997. All fifth generation Corvettes include a new 5.7-liter small block V8 engine that delivers 345 horsepower and 350 lbs.-ft. of torque, more interior space with improved ergonomics, and new exterior styling that echoes the past and announces the future. In short -- the best 'Vette yet.

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