

# **GM Press Release: November 24, 1997: New Generation Chevrolet Corvettes Wins 1998 Motor Trend Car of the Year Award**

## **GM Media Press Release**

FOR RELEASE: November 24, 1997

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## **New Generation Chevrolet Corvettes Wins 1998 Motor Trend Car of the Year Award**

### **Chevy Earns Top Industry Awards -- Four Consecutive Years**

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**BOWLING GREEN, Ky.** - The all-new Chevrolet Corvette has captured Motor Trend magazine's 1998 Car of the Year award, making this the fourth consecutive year that a Chevrolet vehicle has won the magazine's prestigious car or truck awards.

"Winning a fourth consecutive Motor Trend award proves that the Chevrolet product renaissance is continuing at full throttle," said John G. Middlebrook, Chevrolet general manager. "Chevrolet has demonstrated its versatility by winning prestigious awards in many vehicle categories."

Last year, Chevrolet won Motor Trend magazine's Car of the Year award for its mid-size Malibu sedan. The Tahoe, one of Chevy's full-size sport utility vehicles (SUVs), earned Motor Trend magazine's Truck of the Year award in 1996, and the Blazer, Chevy's compact SUV, won the same award in 1995.

The 1998 award is for both the Corvette coupe and convertible models. The

fifth generation coupe made its public debut during the '97 model year, with a stunning convertible version added to the lineup in 1998. The legendary topless sports car adds more than \$1,300 worth of premium standard equipment, yet is priced \$635 less than the 1996 convertible, the most recent year that the convertible version was offered.

The 1998 Corvette coupe MSRP is \$38,060 (including DFC), and has more than \$1,200 worth of premium standard equipment yet is only \$270 more than the 1996 model (\$37,790 MSRP).

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. "As important as this award is to Chevy," Middlebrook said, "it also says a lot about GM's renaissance. General Motors' emphasis on the customer -- not the competition -- has contributed to successful launches of new vehicles at other GM divisions. Our customers are the real winners."

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