

## Corvette Advertising Checklist

### Ad Title

#### 1953

- Forecast Of A New Era .(blue background)
- It's Revolutionary! (newspaper ad) B&W
- It's Revolutionary! (text & layout variation) B&W
- Don't miss the revolutionary sports car The Chevrolet Corvette B&W
- Now Showing a CHEVROLET CORVETTE B&W

#### 1954

- Forecast Of A New Era .(light. blue backgrounds)
- Forecast Of A New Era .(dark blue backgrounds)
- Let It Talk
- Let It Talk (newspaper ad) B&W
- Get More Fun Out Of Life ... B&W
- The One For The Road B&W
- The One For The Road (text variation on above) B&W
- We Offer You The Most Exciting Date In Town B&W
- Own America's Number One Fun Car... B&W
- Stop Dreaming And Start Driving B&W
- Own A Corvette Now! B&W
- Gentlemen, We Have News For You B&W
- Special Seat Reserved For You B&W
- If You Drive For The Sheer Zest Of It ... B&W
- Here's The Car You Hear So Much About B&W
- You Don't Have To "Just Look"..... B&W

#### 1955

- "Loaded For Bear" B&W
- Tiger B&W
- For Experts Only B&W
- What Do You Mean; "Practical?" (with V8) B&W
- What Do You Mean; "Practical?" (no V8) B&W
- No. 1 And No Argument B&W
- This Makes You Glad There Are Curves B&W
- You Can Still Buy Magic B&W
- The V8 That Goes Like A V2 B&W
- Child Of The Magnificent Ghosts See Your Chevrolet Dealer B&W
- Child Of The Magnificent Ghosts B&W
- 2850 POUNDS OF PLEASURE! B&W
- Child Of The Magnificent Ghosts (Campbell-Ewald) B&W

#### 1956

- New Corvette's A Quick-Change Artist!
- Corvette Sizzles With A New Hot V8! B&W
- Pebble Beach B&W
- Bring On The Hay Bales! B&W
- Love Seat You'll Never Want To Leave!
- Chevrolet Unleashes The New Corvette B&W
- The Real McCoy B&W
- Chevrolet Unleashes The New Corvette (blue bar below CORVETTE)
- Chevrolet Unleashes The New Corvette (green bar below CORVETTE)
- Chevrolet Unleashes The New Corvette (word Chevrolet above red bar)
- Make Your "Escape" I n A New Corvette

- New Corvette V8 With Close-Ratio Stick Shift! B&W
- Built for GO As well as show! (dealer ad) B&W

### 1957

- "Really, Old Boy, You Aren't Supposed To Build That Sort Of Thing In America" B&W
- "Really, Old Boy, You Aren't Supposed To Build That Sort Of Thing In America" B&W
- "Und So Helfe Mir ... He Came Past Me Like A Stuka"
- Toward An American Classic .. With Fuel Injection
- Toward An American Classic .. With Fuel Injection (border)
- Toward An American Classic .. With Fuel Injection B&W
- Tiger In A Tuxedo B&W
- There's A Groove In Every Curve B&W
- Lesson From Lombard Street B&W
- Chevy Explodes The Biggest Auto News Of 1957 B&W
- Chevy Lifts The Curtain On Tomorrow B&W
- "Full House" Under The Hood B&W
- White-Hot News In The Sports Car World B&W
- FI = 1 H.P. Per Cu. In. x 283 B&W
- Here's What The Expert Drivers Wanted For Corvette B&W
- "*Fantastico!* Even In Turin No One Has Fuel Injection! "
- The biggest step forward since overhead valves  
– FUEL INJECTION (Corvette engine shown) B&W

### 1958

- Corvette Does America Proud (Nassau British Colonial Hotel)
- Corvette Does America Proud (Nassau British Colonial Hotel) B&W
- Corvette Does America Proud (Del Monte Lodge)
- Corvette Does America Proud (Del Monte Lodge) B&W
- Corvette Does America Proud (Palm Springs Racquet Club)
- Corvette Does America Proud (Palm Springs Racquet Club) B&W
- What's As Effortless As A Corvette?
- What's As Effortless As A Corvette? B&W
- Corvette For '58 Brand new and bred for action.
- Corvette For '58 Brand new and bred for action. B&W
- What's As Surefooted As A Corvette? B&W
- New '58 Corvette. The New Shape of Sports Car Sophistication
- New '58 Corvette. The New Shape of Sports Car Sophistication B&W
- New '58 Corvette ("Out today-and out for action") B&W
- What Has The Balance Of A Corvette? B&W
- New '58 Corvette. The New Shape of Sports Car Sophistication B&W

### 1959

- Once Again, The Real McCoy (men with boat)
- Once Again, The Real McCoy (men with boat) B&W
- What Makes You Think It Burns Champagne?
- What Makes You Think It Burns Champagne? B&W
- Corvette, '59 Edition
- Corvette, '59 Edition B&W
- Precision Instrument
- The Cause And The Cure Of Corvette Fever
- The Cause And The Cure Of Corvette Fever B&W
- The Go Box B&W
- From A Different Mold
- From A Different Mold (variation in text)
- From A Different Mold B&W
- Once Again, The Real McCoy (car on dirt road) B&W

Wherever the world's best sports cars gather B&W

### 1960

- Adventure Is Corvette's Business
- Adventure Is Corvette's Business B&W
- What Happened To Gravity?
- What Happened To Gravity? B&W
- Every Corvette Travels A Secret Road
- Every Corvette Travels A Secret Road B&W
- Corvette Country!
- Corvette Country! B&W
- '60 Corvette ... More Than Ever, The Pure Definition Of A Sports Car (blue print)
- '60 Corvette ... More Than Ever, The Pure Definition Of A Sports Car (blue print, different hp)
- '60 Corvette ... More Than Ever, The Pure Definition Of A Sports Car B&W
- For Ten Seconds Try To Imagine What Owning A Corvette Would Be Like  
(added text at bottom)
- For Ten Seconds Try To Imagine What Owning A Corvette Would Be Like
- For Ten Seconds Try To Imagine What Owning A Corvette Would Be Like B&W
- Who'd want a straight road? B&W
- The Go Box (different version from 1959 ad) B&W

### 1961

- Twice A Day He Takes A Vacation
- '61 Corvette
- '61 Corvette B&W
- What's Your Pleasure? B&W
- Glory Road B&W
- Fuel Injection B&W
- Breaking the boredom barrier! B&W
- You only think you're not an enthusiast!
- follow that car!
- to the man who doesn't know a tappet from a teapot
- to the man who doesn't know a tappet from a teapot (newspaper) B&W
- excitement is standard equipment!
- What, no sports car cap?

### 1962

- Driving A Corvette Is The Only Thing That's Better Than Riding In One
- Aficionados Are Made, Not Born
- Get In, Sit Down, Disappear B&W
- Farewell, Lackluster Transportation
- Farewell, Lackluster Transportation (with border)
- Farewell, Lackluster Transportation B&W
- Out-Of-This-World Travel B&W
- Don't Sit Down Unless You Mean Business B&W
- Finest, Fiercest Yet '62 Corvette By Chevrolet B&W
- More Kicks Than A Sack Full Of Jack Rabbits B&W
- More Kicks Than A Sack Full Of Jack Rabbits (with border) B&W
- Some Guys Have It Tough
- Non-Mechanical Men Arise

### 1963

- Instant Celebrity
- Most Women Think A Corvette's Impractical
- Up With The Sun Every Morning
- Hairpin Straightener B&W

- The Winnah B&W
- Adhesive Type B&W
- Hold On To Your Poise
- Why Do They Call This A Sports Car?
- How Come It's A Luxury Car?
- How Come It's A Luxury Car? B&W
- New Corvette Sting Ray By Chevrolet It's A Gasser
- New Corvette Sting Ray By Chevrolet It's A Gasser B&W
- New Corvette Sting Ray By Chevrolet "What An Automobile!"
- New Corvette Sting Ray By Chevrolet Only A Man With A Heart Of Stone...
- New Corvette Sting Ray By Chevrolet Only A Man With A Heart Of Stone... B&W
- New Corvette Sting Ray By Chevrolet Only A Man With A Heart Of Stone... (2 pages)
- New Corvette Sting Ray By Chevrolet Only A Man With A Heart Of Stone... (2 pages) B&W
- 1963 Corvette (Back cover of friends magazine June, 1963)
- IT'S A MAN'S CAR

### 1964

- Just A Minute
- If This Doesn't Satisfy Your Yen For Adventure, Try Painting In Tahiti
- Some People Like This Convertible Better Than The Coupe B&W
- This Much Extra Performance Is Like Money In The Bank B&W
- "If There Were People Who Doubted. . . B&W
- Can A Sports Car From The Wrong Side Of The Ocean Make Good? B&W
- Can A Sports Car From The (car on top)  
Wrong Side Of The Ocean Make Good? (car on bottom) B&W
- If The '63 Corvette Sting Ray Was So Good, Why Did We Change It For'64? (1-page) B&W
- If The '63 Corvette Sting Ray Was So Good, Why Did We Change It For'64? (2-pages) B&W
- We Make Very Few Corvettes Like This B&W
- Walter Mittys Of The World, Rejoice B&W
- Walter Mittys Of The World, Rejoice
- Phantom Of The Opera Coupe
- We Never Boast About Corvette's Seating Capacity
- Instructions: Clip Along The Dotted Line
- 1964 STING RAY COUPE (dealer ad) B&W

### 1965

- \$10,000? \$9,000? \$8,000? \$7,000? \$6,000? \$5,000? Keep Going
- The Coupe Will Fill Your Life About As Full As The Convertible
- You've Heard The Rumors B&W
- Cubic Inches, That is B&W
- If You'd Just Spent Fifty Miles Twisting Down A Mountainside In This '65 Corvette
- If You'd Just Spent Fifty Miles Twisting  
Down A Mountainside In This '65 Corvette (2 versions) B&W
- This Kind Of Handling Can't Be A Dealer Installed Accessory B&W
- '65 Corvette New With 4-Wheel Disc Brakes B&W
- American Sports Cars All Look Alike
- Drive It B&W
- Try This On The Old Psyche
- Try This On The Old Psyche B&W
- New With 4-Wheel Disc Brakes B&W
- CORVETTE HARRY MANN CHEVROLET ...(dealer ad) B&W
- Doane OF DUNDEE ...(dealer ad) B&W

### 1966

- The Day She Flew The Coupe
- Why Men Leave Home

- I.R.S., Unsprung Weight And You Blue&W
- With 427 Cubic Inches, Who Needs Adjectives? (text above Vette) B&W
- With 427 Cubic Inches, Who Needs Adjectives? (Vette between text ) B&W
- Flight 427, Now Departing Through Gates 1, 2, 3 And 4 B&W
- Just Starting It Makes Your Stomach Muscles Tighten B&W
- Some Purists Snickered In 1953 When Chevrolet Brought Out  
A Fiber Glass Sports Car With An Automatic Transmission B&W
- Escape Mechanism
- Escape Mechanism B&W
- The Chevrolet Built For Two B&W
- The Chevrolet Built For Two B&W
- The Chevrolet Built For Two
- In Europe Corvette Is A High-Priced Imported Sports Car
- Italy Doesn't Have A Thing On Ashtabula, Ohio
- Italy Doesn't Have A Thing On Ashtabula, Ohio B&W
- Italy Doesn't Have A Thing On Ashtabula, Ohio (text variation) B&W
- Ideas The Chevrolet Way(Mako Shark II)

### 1967

- Wolf In Wolf's Clothing
- By Comparison, Other4-Speeds Feel LikeA Broom-stick In A Bucket Of Oatmeal
- Deuces Wild
- "If You Ask Me, The Best GT/Sports Car Over 3000cc Is Corvette."
- Pronto-Type
- Good Second Hand Car
- Good Second Hand Car B&W
- Chevrolet Warrants All Its High-Performance Engines
- Disappearing Machine
- St. Louis, And Another Spirited Event
- Give your son a Corvette for Christmas

### 1968

- Did You Expect Anything Less From The Leader?
- Did You Expect Anything Less From The Leader? B&W
- 10 Seconds To Lift Off
- 10 Seconds To Lift Off (difference in text) B&W
- The Car That Talks Back
- You Don't Paint Greatness On A Car
- The "Convertible" Coupe
- The "Convertible" Coupe (different from above)
- Superiority Complex
- Perpetual Emotion Machine
- Fiddle with the roof It's a convertible
- New. So New, There's Nothing Else Like It
- When Alex Mair was your age..... B&W

### 1969

- With This One Beautiful Exception, There Is No Such Thing As A True American Sports Car
- Corvette-Produced And Directed By Chevrolet B&W
- Corvette introduces 1969. The year of the Super Sports.
- You Don't Have To Beware Of Substitutes. There aren't any.

### 1970

- Handle With Driving Gloves
- Handle With Driving Gloves (different hp)
- '70 Corvette. What Else

### 1971

- Car And Driver Readers' Choice Poll:1971: Best All-Around car

### 1972

- Corvette. Everything You Need Is Standard Except The Gas
- We want you're your '72 Chevrolet to be the best car you ever owned

### 1973

- If You've Wanted A Vette Since You Were A Kid, You've Waited Long Enough
- '73 Corvette. We Gave It Radials, A Quieter Ride, Guard Beams And A Nose Job
- Chevrolet enthusiasts buy from performance minded Chevrolet dealers.

### 1974

- Have You Noticed How Legends Tend To Improve With Time?
- Corvette. One Word That's Worth A Thousand Pictures
- If your husband has dreamed of owning.....

### 1975

- Corvette Is A Very \_\_\_\_\_ Car
- Introducing A More Efficient Corvette

### 1976

- The Role Of The Dream Car In An Age Of Reality

### 1977

- The Role Of The Dream Car In An Age Of Reality  
(differs from '76 ad, new nose emblem, no side emblem, text)
- A Breath Of Fresh Air
- The Sports Car As A Breath Of Fresh Air How to make your Chevy even sportier
- The Sports Car As A Breath Of Fresh Air

### 1978

- The Silver Anniversary Corvette
- Some Of The Fastest Cars In The World Will Try To Keep Pace With It
- See What's New Today In A Chevrolet (2 pages)

### 1979

- 1979 Corvette. The One And Only (part of 8 page tear-out)
- A Work Of Art

### 1980

- Corvette 1980. In This Ever-Changing World, Some Things Endure

### 1981

- "We Critique Corvette With The Same Engineering Objectivity  
We'd Use To Evaluate A Military Aircraft" (1 page)
- "We Critique Corvette With The Same Engineering Objectivity  
We'd Use To Evaluate A Military Aircraft" (2 pages)

### 1982

- The Incredible Collectible
- Finishing first is a tradition at Chevrolet.

### 1984

- Hold On Tight. You're About To Take Charge Of The New Corvette (8 page foldout)
- Another Award Winning Performance
- The Exotic American (8 page foldout)
- Chevrolet Invites You To Drive The Best Production Sports Car In The World (8 page foldout)
- The rumors are true. (8 page foldout)
- Best Production Sports Car In The World
- Happy 75<sup>th</sup>, GM, from your #1 son.
- Rave Reviews for the Chevrolet Corvette
- Today's Chevrolet.
- There's nothing on Earth like. THE NEW CORVETTE.
- Chevrolet's M.V.P.
- Chevrolet's M.V.P. (variation in text)
- THE REWARDS OF A HIGHER EDUCATION

### 1985

- They've All Been Beaten By America's Exotic Car... Corvette (pages 2& 3 of a 4 page ad)
- The American that went Eye To Eye With Europe... And Europe Blinked
- This American went Eye To Eye With Europe... And Europe Blinked
- Heart and soul of a new world class champion
- These great European exotic cars have one thing in common...
- A World-Class champion proves it yet again. B&W
- Only the strong survive two endurance races. B&W

### 1986

- Corvette Anti-lock braking power you can grade on a curve
- Artistry Authority
- Artistry Authority (6 page foldout)
- Corvette. ...Don't Embarrass Them. (2-pages)
- Corvette. ...Don't Embarrass Them. (3-pages)
- Any Similarity Between These Two Chevrolets Is Strictly Intentional
- Chevy Thunder Takes a new turn.
- Malcolm Konner 1986 (dealer ad)
- Corvette leads the Indy 500.
- UNDEFEATED! B&W

### 1987

- Aspiration More Than A Dream. An Attitude. Corvette.
- Bravissimo
- UNBEATEN AND UNEQUALED
- ECHOES OF THUNDER... AN MONTEREY '87
- Mission Statement.
- Imagination
- The Heartbeat of America TODAY's CHEVROLET
- The Heartbeat of America TODAY's CHEVROLET

### 1988

- "In Every Art It Is Good To Have A Master"
- "Every great advance in science has issued from a new audacity of imagination."
- "If there were dreams to sell, What would you buy?"
- "There is no going to heaven in a sedan."
- Chevrolet salutes America's crowning beauty.
- Corvette. See the best of Europe through your rearview mirror.

### 1989

- At Chevrolet, we regularly take self-improvement courses.
- What Do Other Performance cars have that a Corvette doesn't?
- What Do Other Performance cars have that a Corvette doesn't? (variation in photos)
- The Heartbeat of America Wins the Hearts of Iowans. (dealer)

### 1990

- Introducing Corvette's new speed-reading dash.
- We'd love to show you the new ZR-1, but you know how it goes.
- In 24 hours, we did what nobody could do for 50 years.
- Only one car could make the press roar like this.
- Only one car could make the press roar like this.

### 1991

- Some Things In Life Are memorable. Others Are Unforgettable.
- We lied. This guide is impossible to follow. Corvette ZR-1
- "One of the Ten Best in the World." Corvette ZR-1

### 1992

- We Wrote The Book On V8 Performance.
- We Wrote The Book On V8 Performance. (2 pages)
- America<sup>3</sup> Is Just A Boat The Way Corvette Is Just A Car
- While the media celebrate the one-millionth Corvette, We'd like to thank the people who made the first 999,999 possible.

### 1993

- 40 years ago we took America's breath away. Nobody has caught it yet. (3-pages)
- We Should All Look This Good At Forty.

### 1994

- When you were a kid you made yourself a promise. (3-pages)
- When you were a kid you made yourself a promise. (2-pages)

### 1995

- Corvette Genuine Chevrolet Official Pace Car
- The average dream lasts 6.6 minutes.
- If You had A Boat as fast as America<sup>3</sup>, you'd put a Corvette logo on it, too.

### 1996

No Corvette Advertisements this year

### 1997

- Announcing the death of Speculation
- The inordinate difficulty of simplicity.
- Yes, It still comes in red (Canadian)
- C5 LIMITED ACCESS (advertising photo portfolio magazine insert)

### 1998

- Agility, as defined by Corvette with active handling. (By Fred Gallasch)
- If we had just removed the roof, it would have been a tragedy.
- If we had just removed the roof, it would have been a tragedy.  
(Car of the Year photo in upper left)
- The only convertible that matters.
- The only convertible that matters. (8 page foldout)

### 1999

- Why the country needs an arsenal of Corvettes.

- The only sports car that matters.
- It was practically a race car right out of the box.
- In the Quest for High Performance, Sometimes You Have To Get back to the basics.
- Agility, as defined by Corvette with active handling. (By Cheryl Pilcher)
- If we had just removed the roof, it would have been a tragedy.  
(slightly different from 1998: copyright 1999)
- Manufacturer Report Design & Engineering

## 2000

- It was practically a race car right out of the box.
- Agility, as defined by Corvette with active handling.  
(By Cheryl Pilcher, w/Millennium Yellow Coupe)
- Agility, as defined by Corvette with active handling. (By Cheryl Pilcher)
- Vive la Corvette. Corvette takes on the world at the 24 Hours of Le Mans.
- Vive la Corvette. In it's first factory effort at the 24 Hours of Le Mans.
- About the only things that stick to the road better are the yellow lines.
- Sooner or later, all great cars end up at LeMans.
- Sooner or later, all great cars end up at LeMans. (2 pages)
- Why the country needs an arsenal of Corvettes. (2 pages)
- True to It's Roots (No. 1 in a Series)
- A Tall Order
- Something Old. Something New (No. 3 in a Series)
- Change in the Air (No. 4 in a Series)
- Close Enough to taste It (No. 5 in a Series)
- Final Test (Last in a Series)

## 2001

- Z06 Fortunately the G-Force will keep the drool off your shirt.
- Z06 An entirely new level of overkill.
- WE'D LIKE TO THANK ALL OUR COMPETITION FOR BEING  
BEHIND US ON THIS ONE.
- Talk about a win-win situation.
- Z06 We sweated the torque. (2-pages)
- Z06 We sweated the torque. (2-pages)
- Corvette's finest hour. Times 24.
- You're inspired by the heavens.
- You're inspired by the heavens.

## 2002

- Victory at Le Mans.
- Victory at Le Mans. (variation, logo bottom right)
- After this season, we'd better reinforce the trophy shelf.
- Ready to take on the world. (2 pages)
- Ready to take on the world. (2 pages, variation, logo bottom right)
- Ready to take on the world.
- Ready to take on the world. (variation, logo bottom right)
- Beauty is only skin-deep. (2 pages)
- Beauty is only skin-deep (blue lettering at bottom)
- Beauty is only skin-deep (white lettering at bottom)
- World beaters
- If it wasn't for our rear view mirror, we might not have seen the competition at all.
- We'll Be There (Page 1 of 3-page Chevrolet ad)
- We'll Be There (2 page version)
- Corvette returns from Le Mans with a 1-2 finish and a serious case of déjà vu.

## 2003

- Of course the last 50 years have been a blur.
- Of course the last 50 years have been a blur. (2-pages)
- The hardest thing about winning so many races is getting that champagne smell out of our drivers' suits. .
- Corvette 50 YEARS AS AMERICA'S SPORTS CAR (fold-out poster)
- Best Premium Sports car in Initial Quality:Two years in a row.
- 50 Years. Five Generations. One Event of a Lifetime. (5 little photos)
- 50 Years. Five Generations. One Event of a Lifetime. (2 little photos)

## 2004

- CORVETTE WE'LL BE THERE.
- 2004 Corvette "The Commemorative Edition Corvette"

## 2005

- An American Revolution (2 pages)
- 2005 Corvette. (2-sided advertising card)
- 4.2 0-60. An American Revolution (2-sided advertising card magazine insert)
- 186mph An American Revolution (2-sided advertising card magazine insert)
- 400hp An American Revolution (2-sided advertising card magazine insert)
- Sorry, We Can't Accept Souls As Payment. (2 pages)

## 2006

- The 2006 Z06: What Goes Around Comes Around (2-sided advertising card)
- 3,132 lbs. (2-sided advertising card)
- CORVETTE Z06: ESSENTIALS OF A SUPERCAR.(6-page foldout)
- The Corvette C6.R. On The World Stage, It Stole The Show.
- 24 Hours. 3 Drivers. 3,011 Miles and One Unstoppable Force.
- The \_\_\_\_\_est. (2 pages)
- An American Revolution (2 pages)
- An American Revolution (2 pages, text variation)

## 2007

- Every Revolution Has A Leader
- An American Revolution (2 pages, text variation from 2006)
- An American Revolution (1 pages, text variation)
- Precision makes perfect.
- The Top Is Down On The Black Corvette and Its Fly 'Cause its sittin on daytons LLCoolJ. (Corvette alone version)
- AND THEN HE GAVE ME THREE WISHES...
- AND THEN HE GAVE ME THREE WISHES... (variation)
- You Act Like You've Never Seen A 505-Horsepower Economy Car Before.

## 2008

- PRECISION MAKES PERFECT.

## Corvette with General Motors

### Ad Title

#### 1953

- Dreams On Wheels

#### 1954

- Like 'em lively, graceful and dashing?
- Like 'em lively, graceful and dashing? B&W
- Built to take it on the backwoods trails! B&W
- Just the ticket for those trips to the wide open spaces. B&W
- "Sure-footed" on backwoods trails! Beautiful performer in traffic. B&W
- Makes any trip twice the fun. B&W
- This beauty's built to rough it! B&W
- Progress in Plastics. B&W
- Show stopper since way back when! B&W
- It's better business to buy Chevrolet Trucks B&W
- Who could wish for a handsomer Sport model!
- THRILLING B&W

#### 1955

- Blue Ribbon Beauty
- Blue Ribbon Beauty (variation in text)
- Blue Ribbon Beauty (2-pages)
- Next on your program a trial spin in America's sportiest cars! B&W

#### 1956

- It's a beautiful thing to handle.
- It's a beautiful thing to handle. (variation in text layout)
- Chevrolet Motorama. B&W
- Even hotter... and it's bringing down the house! B&W
- You're sure it's sure footed if it's Chevy
- Two Champions of the road... both Chevrolets! (newspaper ad) B&W
- Moraine-400 engine bearings help to improve engine performance

#### 1957

- Sweet. Smooth. Sassy.
- Sweet. Smooth. Sassy. (text variation)
- Sweet. Smooth. Sassy. ( 2-pages)
- Chevy's Got 20 To Pick From (2-pages)
- Chevy's Got 20 To Pick From (2-pages, text variation)
- Oh, to own a Chevy now that Spring is here!
- Chevy puts the purr in performance. (2-pages)
- Chevy puts the purr in performance. (2-pages, text variation)
- Chevy puts the purr in performance. (1-page)
- Chevy puts the purr in performance. (1-page) B&W
- Your Chevy dealer has a perfect match of value and variety.  
(1961 OK used cars ad showing '57 Corvette)
- Come see why the '84 Chevy's are taking charge.
- Chevrolet and corvette preview tomorrow's performance standards B&W
- NOW SHOWING "Sweet. Smooth. Sassy!" B&W
- fly over, friends, and see Chevrolet on display B&W

#### 1958

- You'll get a real charge...

- You'll get a real charge... (variation in text)
- Nothing goes with springtime like a bright new Chevy
- Nothing goes with springtime like a bright new Chevy (variation in text)
- Nothing goes with springtime like a bright new Chevy (2 pages)
- The Beautiful Way To Be Thrifty. The '58 Chevrolet.
- The Beautiful Way To Be Thrifty. The '58 Chevrolet. B&W
- The Beautiful Way To Be Thrifty.The '58 Chevrolet. (2 pages)
- The Beautiful Way To Be Thrifty.The '58 Chevrolet. (2 pages) (variation in text)
- A Chevy in the family is the most! B&W
- Sweet seventeen and not to be missed. (2 pages)
- Sweet seventeen and not to be missed.
- You'll get that Chevy feeling – fast.
- You'll get that Chevy feeling – fast. (Variation in text)
- Most Zestful, Restful Driving Your Dollars Ever Bought!
- \$100,000 “AIM TO LIVE” CONTEST! B&W
- \$100,000 “AIM TO LIVE” CONTEST! (Variation) B&W
- \$100,000 “AIM TO LIVE” CONTEST! (Variation) B&W
- NOW! At the Milwaukee Auto Show

### 1959

- Chevy's got a car that leads your kind of life.
- Chevy's got a car that leads your kind of life. (Variation in text)
- Chevy does beautiful by your budget.
- Chevy's got the ride and room to go anywhere.
- Handiest helper a family ever had... '59 CHEVY!
- Chevrolet... What could beat one of these beauties? (2-pages)

### 1960

- Show Stopper! B&W
- Chevy's got the variety to add spice to any car-fancier's life!

### 1961

- A whole show in itself. New 1961 Chevrolet. B&W
- The climate couldn't be better for buying a new Jet-Smooth Chevrolet. B&W
- Chevy can match your personality ... And then some!
- Now! Chevy's got a car to suit almost any rental and leasing customer. B&W
- Sports car spice never came in so many varieties...Chevrolet! B&W
- 1961 Chevrolet The car with the jet smooth ride.
- Sixty-Onederful Chevrolet The Greatest Show ON Worth
- Sixty-Onederful Chevrolet The Greatest Show ON Worth
- '61 Chevrolet Wagons \*\*\* '61 CORVETTE \*\*\*
- a whole show in itself. '61 Chevrolet.
- ONE-STOP SHOPPING (newspaper ad) B&W

### 1962

- Chevrolet's got the cars for car-minded people.
- 33 MODELS (count-em 33).
- Now Great new cars, great new choice at your Chevrolet dealer's one stop shopping center.
- The Chevy Exhibit steals the show again with a whole new world of worth for '62!
- If Chevrolet builds it, that's your soundest reason for buying it.
- new Chevy II '62 Corvair '62 Corvette
- "There's a lot to look for when you're buying a used car"  
(1962 OK used cars ad showing '62 Corvette)
- "There's a lot to look for when you're buying a used car"  
(1963 OK used cars ad showing '62 Corvette)
- More people buy used cars at the OK sign.

(1968 OK used cars ad showing '62 Corvette)

- Chevrolet dealers have the variety Show B&W
- Rochester Carburetors Prove Their Worth In The New World Of Chevrolets

### 1963

- Beyond doubt. The best buys under the sun. (Canadian ad)
- There's a lot to look for If you're looking for a used car.
- It's go Chevrolet for '63 – Exciting.
- It's go Chevrolet for '63 – Exciting. B&W
- 4 ways Chevrolet makes going more fun than getting there.
- 4 ways Chevrolet makes going more fun than getting there. B&W
- 4 ways Chevrolet makes going more fun than getting there. (Variation)
- Chevrolet - keeps going great!
- You'll make the wisest choice no matter which Chevrolet you choose!
- It's Chevy Show Time '63
- It's Chevy Show Time '63 (2 pages) B&W
- More fun than you can shake a stick at. B&W
- Cheers!
- Why batteries take life easy in '63 Chebrolet
- 4 exciting Chevrolets! Have it your way... (Canadian ad)
- Now more than ever Chevrolet dealers have what it takes to bring in the business (newspaper ad) B&W
- Skip the sulphur and molasses – get a Chevrolet Super Sport (newspaper ad) B&W
- Now GO CHEVROLET (newspaper ad) B&W

### 1964

- '64. Jet Smooth Luxury Chevrolet.
- Count on Chevrolet to build the one you want! B&W
- 1964 Chevy's Latest! Chevy's Greatest! Chevrolet
- This Thursday, see Chevrolet's Five Kinds of Cars for '64
- Now there's 5 in 64
- Everyone's taking a shine to Chevrolet!
- More kinds of Chevrolets than ever before!
- If someone tells you all automobile air conditioners are alike, ask him why Chevrolet designs six
- It's trade 'n' travel time at your Chevrolet dealer's (newspaper ad) B&W
- Your Chevrolet dearer has more to offer: (newspaper ad) B&W
- Chevrolet will go to any length to make you happy (newspaper ad) B&W
- Every day when he opens his door... (newspaper ad) B&W
- Look what's got onto the '64 Chevrolets
- Five Beautiful Buys And One Great Place To Buy

### 1965

- Discover the difference in '65 Chevrolet. B&W
- Now... 5 beautiful shapes for '65 B&W
- Chevrolet – The Beautiful Shapes for '65
- A new kind of V8....

### 1966

- 1966. Let us enroll your new Chevy in a short vocal course.
- You can take it with you. B&W

### 1967

- You didn't think we'd quit while we were ahead, did you?
- It's all car and less than a yard high!

## 1968

- Chevrolet stays in first place for a lot of reasons.
- Before you buy your next car, see what young America is driving.
- Some cars fake it. These cars make it.
- '68 Chevrolet. Dramatic!, Distinctive! Dramatically new!
- Chevrolet's planned obsolescence program.
- Keep your GM car all GM. Your new sales rally kit.
- Keep your GM car all GM. Keep it honed to rallying precision
- Our Sports Department.
- Our Sports Department. (variation of above)
- Introducing...Great Parts of the Country.
- Keep your GM car all GM. Keep its performance high...
- '68 Chevrolets. Road grabbing new rides all around.
- Road grabbing new rides all around.
- The farther ahead you want to be, the more our mark of excellence means in 1968.
- You can take it with you

B&W

## 1969

- Not all Chevy's sportsters are low slung
- Chevrolet introduces 1969. No more "Mr. Nice Guy."
- If the mechanic shortage has you uptight, try tapping this talent (1957 Corvette)
- We'll take on any other five cars at the show!

B&W

B&W

## 1970

- This is what our competition is going to have to live with.
- We cater to performance buffs.
- Chevrolet has more than one way to answer the call of the wild.
- Introducing the best selling used cars of 1970.
- Introducing the best selling used cars of 1970. (small photo at top)

## 1971

- An honest look at driving from the Chevrolet side of the tracks.
- You can see the '71 Chevrolets at our auto show exhibit.
- You can read about all the '71 Chevies here.

## 1972

- 72 Chevrolet. Building a better way to see the USA. (14 cars)
- 72 Chevrolet. Building a better way to see the USA. (45 cars)

## 1973

- Rally drivers and computers take instructions from Julie Lovinger.

## 1974

- Introducing the Chevelle Malibu Classic Inside Out
- GM Gets Very Personal When It Comes to Cars
- After the cars, girls, crowds, friends, lights, and music, comes the fun part: which new Chevrolet is it going to be

B&W

## 1975

- 1975 Chevrolet. All kinds of cars for all kinds of people.
- GMAC Financing.

## 1976

- The Chevrolet small cars for '76.
- Chevy's starting lineup for '76

### 1977

- Chevrolet For 1977

### 1978

- The new small Chevys. Chevette to 25<sup>th</sup> Anniversary Corvette.
- See What's New Thursday October 6
- Some Of The Fastest Cars In The World Will Try To Keep Pace With It (2 pages)
- Official car. Official truck.

B&W

### 1979

- Welcome to a new year of Chevy value!

### 1980

- Come See What More Americans will be driving in 1980.

### 1981

- Welcome to a great new year of great new Chevy cars and trucks.

### 1982

- When it comes to cars in America, Chevrolet sets the pace.

### 1984

- Come see why the '84 Chevy's are taking charge.
- Put Chevy's Hot New Corvette To Work For Your Dealership
- Technology right from the start.
- Meet the winning team from Chevrolet.
- Chevrolet's hottest performance team.

### 1985

- Building your GM Dealership is as easy as GMAC
- Building your GM Dealership It's as easy as GMAC

B&W

### 1986

- Cavalier Z24 A fox raised by wolves.
- The GM Odyssey: Science Not Fiction

### 1987

- Cavalier Z24 What to look for in a Z24.
- The best performance is after the show.
- G-Force.
- LISTEN TO THE HEARTBEAT.
- "Im an easy guy to satisfy. I only want the best"

### 1988

- Chevrolet Motorsports Look for the Red Bowtie.

### 1989

- Whatever your speed, Chevy can handle it. (pages 2 & 3 of a 4-page Chevrolet ad)
- Hot off the press. (1985 Corvette GTP racer shown)

### 1990

- Big time.
- Thank you, GM Dealers...
- As the decade unfolds, one car company will introduce more new cars and trucks with more innovative new features than ever before.
- On the track... ..and on the street.

- ❑ The 1989 Chevrolet racing season produced some terrific results.
- ❑ ... IMPROVED (pages 3 & 4 of a 8-page Chevrolet ad)

### 1991

- ❑ The ideal gift for the grille in your life.

### 1992

- ❑ The GM Odyssey. Science not fiction.
- ❑ Chevy sells the most cars and full-size pickups.
- ❑ Chevy Equips More 1992 Models With Standard Anti-Lock Brakes Than Anyone.  
(page 2 of 4-page Chevrolet ad)

### 1993

- ❑ TRY TO CATCH A Chevy exhibit at the auto show.
- ❑ TRY TO CATCH A Chevy exhibit at the auto show. (newspaper ad)
- ❑ Win a Mr. Goodwrench quick lube plus oil change and maybe...

B&W

### 1994

- ❑ No car company brings more race-winning technology to the street than Chevrolet.
- ❑ Service that's come as far as the car itself.
- ❑ .{Of the 71 brands of cars and trucks currently available in the United States...  
(pages 6 & 7 of a 24-page Chevrolet fold-out ad)
- ❑ ..... any other. (pages 8 & 9 of a 24-page Chevrolet fold-out ad)

### 1995

- ❑ What to do when your hobby becomes an obsession.

### 1996

- ❑ Home on the range. Home on the road.

### 1997

- ❑ What to do when your hobby becomes an obsession. (Variation from 1995 version)

### 1998

- ❑ As real as your passion.

### 1999

- ❑ Introducing the most recognized cars and trucks in America. (part of a 16 page spread)

### 2003

- ❑ GM GOES ZERO TO SIXTY
- ❑ PUTTING THE PEDAL TO THE MICROCHIP.
- ❑ 2003 Eyes on Design

### 2005

- ❑ 400 Horsepower. 400 Pound feet of Torque.
- ❑ Chevy's Going For The Gold.
- ❑ American Anthems (page 1 of 8 page Chevrolet ad)
- American Anthems (pages 6 & 7 of 8 page Chevrolet ad)
- American Anthems (page 8 of 8 page Chevrolet ad)
- ❑ Here's To getting Better With Age.

### 2007

- ❑ Camaro is Coming... But Chevy Performance is here now. (page 1 of a 6 page spread)
- ❑ The Top Is Down On The Black Corvette and Its Fly 'Cause its sittin on daytons LLCoolJ.

(pages 3 & 4 of a 5 page spread)

☐ CHEVROLET AMERICAN REVOLUTION (page 1 of a 12 page spread)

**2008**

☐ They're Here.

☐ UNLEASH YOUR PASSION

## Corvette With Corvair

### Ad Title

#### 1960

- Show Stopper! B&W
- Chevy's got the variety to add spice to any car-fancier's life!
- We're giving away 72 new Corvairs

#### 1961

- After all, we offer 31 different models.
- a whole show in itself. '61 Chevrolet.
- Now! Chevy's got a car to suit almost any rental and leasing customer. B&W
- Sports car spice never came in so many varieties...Chevrolet! B&W
- ONE-STOP SHOPPING (newspaper ad) B&W
- Chevy can match your personality ... And then some!

#### 1962

- Corvair. Built for budget minded people.
- Corvair. Built for budget minded people. (text variation)
- Corvair. Built for budget minded people. (text variation)
- Corvair. Built for budget minded people. (text variation)
- Corvair. Built for budget minded people. (text variation)
- Corvair. Built for budget minded people. (text variation)
- '62 Corvair Monza. New face, same sporting heart.
- '62 Corvair Monza. New face, same sporting heart. (text variation)
- '62 Corvair Monza Climbs like it's wearing gym shoes.
- Corvair Monza Believes there's no such thing as a bad road!...
- '62 Corvair Monza. Goes around pretending it has power steering.
- '62 Corvair Monza. Sports Car Flair – Family Style! B&W
- Now Great new cars, great new choice at your Chevrolet dealer's one stop shopping center.
- Chevrolet's got the cars for car-minded people.
- 33 MODELS (count-em 33).
- The New Chevy II (Corvette in background)
- The Chevy Exhibit steals the show again with a whole new world of worth for '62!
- Chevrolet dealers have the variety Show B&W

#### 1963

- Go new Corvette – It's Exciting. Go new Corvair – It's Exciting.
- You'll make the wisest choice no matter which Chevrolet you choose!
- It's go Chevrolet for '63 – Exciting.
- It's go Chevrolet for '63 – Exciting. B&W
- 4 ways Chevrolet makes going more fun than getting there.
- 4 ways Chevrolet makes going more fun than getting there. B&W
- 4 ways Chevrolet makes going more fun than getting there. (Variation)
- Chevrolet - keeps going great!
- Beyond doubt. The best buys under the sun. (Canadian ad)
- There's a lot to look for If you're looking for a used car.
- It's Chevy Show Time '63 (2 pages) B&W
- It's Chevy Show Time '63
- Cheers!
- 4 exciting Chevrolets! Have it your way... (Canadian ad)
- Now more than ever Chevrolet dealers have what it takes  
to bring in the business (newspaper ad) B&W
- Now GO CHEVROLET (newspaper ad) B&W

**1964**

- '64. Jet Smooth Luxury Chevrolet.
- If someone tells you all automobile air conditioners are alike, ask him why Chevrolet designs six

**1965**

- Discover the difference in '65 Chevrolet.
- Now... 5 beautiful shapes for '65

B&W

B&W

**1966**

- '66 Corvette by Chevrolet. '66 Corvair by Chevrolet.
- 1966. Let us enroll your new Chevy in a short vocal course.
- '66 Corvair '66 Corvette

**1968**

- The farther ahead you want to be, the more our mark of excellence means in 1968.

**1969**

- We'll take on any other five cars at the show!

B&W

## Corvette with Camaro

### Ad Title

#### 1967

- How do you live up to a legend?
- America's only production sports car. And buddy.
- New! Two Chevrolet slot cars and track for only \$5.95
- Camaro! Corvette! And your own track for just \$5.95
- You didn't think we'd quit while we were ahead, did you?

#### 1968

- Camaro Hugs the road with the best of them.
- Camaro Hugs the road with the best of them. B&W
- Hugging Cousins
- Hugging Cousins B&W
- Tough act to follow. Encore!
- The resemblance is more than coincidental.
- You wouldn't expect anything to match Corvette's Sports Car Ride & Handling
- Aerodynamic Duo
- Aerodynamic Duo B&W
- Chevrolet stays in first place for a lot of reasons.
- Some cars fake it. These cars make it.
- '68 Chevrolet. Dramatic!, Distinctive! Dramatically new!
- Keep your GM car all GM. Your new sales rally kit.
- Keep your GM car all GM. Keep it honed to rallying precision
- Our Sports Department.
- Our Sports Department. (variation of above)
- '68 Chevrolets. Road grabbing new rides all around.
- Road grabbing new rides all around.

#### 1969

- We'll take on any other 2 cars in the program. B&W
- We'll take on any other 2 cars in the magazine.
- We'll take on any other 2 cars in the magazine. B&W
- We'll take on any other 2 cars in the program.
- We'll take on any other 2 cars in the magazine. (2-pages)
- Camaro and company. No wonder our rivals are gnashing their gears
- Camaro and company. Who needs to say 'announcing' or 'new' or 'better'
- Chevrolet Super Sport Sweepstakes
- A Word or two to the competition: You lose. B&W
- Chevrolet introduces 1969. No more "Mr. Nice Guy."
- We'll take on any other five cars at the show! B&W

#### 1970

- This is what our competition is going to have to live with.

#### 1971

- We've learned a lot from Corvette.
- One of the hardest ways to tell them apart is to drive them
- An honest look at driving from the Chevrolet side of the tracks.
- You can see the '71 Chevrolets at our auto show exhibit.
- You can read about all the '71 Chevies here.

#### 1972

- This is where it's comin' from. This is where it's at.

- ❑ 72 Chevrolet. Building a better way to see the USA. (14 cars)
- ❑ 72 Chevrolet. Building a better way to see the USA. (45 cars)

#### 1974

- ❑ After the cars, girls, crowds, friends, lights, and music, comes the fun part: which new Chevrolet is it going to be

B&W

#### 1975

- ❑ 1975 Chevrolet. All kinds of cars for all kinds of people.

#### 1976

- ❑ The Chevrolet small cars for '76.
- ❑ Chevy's starting lineup for '76

#### 1977

- ❑ Chevrolet For 1977

#### 1978

- ❑ The new small Chevys. Chevette to 25<sup>th</sup> Anniversary Corvette.
- ❑ See What's New Thursday October 6
- ❑ Some Of The Fastest Cars In The World Will Try To Keep Pace With It (2 pages)

#### 1979

- ❑ Welcome to a new year of Chevy value!

#### 1980

- ❑ Come See What More Americans will be driving in 1980.

#### 1981

- ❑ Welcome to a great new year of great new Chevy cars and trucks.

#### 1982

- ❑ When it comes to cars in America, Chevrolet sets the pace.

#### 1984

- ❑ Come see why the '84 Chevy's are taking charge.
- ❑ Meet the winning team from Chevrolet.
- ❑ Chevrolet's hottest performance team.

#### 1985

- ❑ Building your GM Dealership is as easy as GMAC
- ❑ Building your GM Dealership It's as easy as GMAC

B&W

#### 1986

- ❑ The GM Odyssey: Science Not Fiction

#### 1987

- ❑ Cavalier Z24 What to look for in a Z24.
- ❑ The best performance is after the show.
- ❑ LISTEN TO THE HEARTBEAT.

#### 1988

- ❑ Chevrolet Motorsports Look for the Red Bowtie.

#### 1989

- ❑ Whatever your speed, Chevy can handle it. (pages 2 & 3 of a 4-page Chevrolet ad)

**1990**

- Thank you, GM Dealers...
- BODY HEAT (dealer ad)
- ... IMPROVED (pages 3 & 4 of a 8-page Chevrolet ad)

**1991**

- The ideal gift for the grille in your life.

**1994**

- No car company brings more race-winning technology to the street than Chevrolet.

**1999**

- Introducing the most recognized cars and trucks in America. (part of a 16 page spread)