



CHEVROLET MOTOR DIVISION

General Motors Corporation

March 23, 1978

Richmond Zone
5450 Lewis Road
Sandston, Virginia
Mail Address
P.O. Box 27451

Richmond, Virginia 23261

TO: ALL CHEVROLET DEALERS

1978 is forecasted to be a pace-setting year for Chevrolet and Chevrolet Dealers. It is within our grasp to set all time sales records with a product lineup that represents the pace setters for the industry.

Our full-size Chevrolet has become the industry-wide sales leader and standard for innovative new generation full-size cars. Corvette is America's only true sports car. The all new Monte Carlo and Malibu have set the pace for design in innovative, more efficient mid-size cars. Chevette is now the most successful subcompact sold in America. We urge you to fully capitalize on the innovations of the complete Chevrolet product line to maximize sales. A strong spring sales performance at your dealership will lead up to a major merchandising and promotional event.

The 1978 Corvette "Limited Edition" will be this year's Indianapolis 500 Pace Car. It is most fitting that the pace car activity be part of Corvette's 25th Anniversary celebration.

This year the race will be held on Sunday, May 28th. The famous Indianapolis 500 Festival Parade will take place on the day preceding the race and the Camaro Z28 has been selected as the Official Festival Car. In addition, Monte Carlos will serve as courtesy cars during the month-long race activities, providing broad exposure to members of the press and celebrities. Chevrolet Trucks will receive important visibility as the official track units for the race.

In order to maximize promotional impact, Chevrolet will celebrate May as "PACE SETTERS" month. The "PACE SETTERS" theme will emphasize Chevrolet products as setting the pace for the industry. We encourage you to designate May as "PACE SETTERS" month at your dealership. To assist in organizing your promotion, Chevrolet will furnish all dealers with advertising and merchandising promotional ideas and materials on a no-charge basis. These materials will arrive in mid-April so that you can plan your month-long May promotion.

All dealers were afforded with an opportunity to order one of the Corvette "Limited Edition" units. We urge you to broaden the promotional impact of this event by ordering and displaying Z28 Camaros and Monte Carlos identical to the Indianapolis 500 units. Attachment "A" details the specifications for these units. You may wish to order special decals to identify them. An order form (Attachment "B") is attached for that purpose.

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CHEVROLET MOTOR DIVISION

All Dealers

Richmond, Virginia 23281
P.O. Box 37437
Mail Address
Sandston, Virginia
Zone

March 23, 1978

TO: ALL CHEVROLET DEALERS

In anticipation that many dealers will wish to attend this year's race, Chevrolet has reserved a quantity of tickets. If you desire to attend, you may purchase tickets by forwarding your check and order form (Attachment "C") as instructed. Tickets will be allocated on a first-come, first-served basis; however, orders cannot be accepted after April 15, 1978. Hotel accommodations for the race weekend in the Indianapolis area are sold out years in advance, as a result Chevrolet will not be able to assist dealers in securing rooms.

Selection of a Chevrolet as the pace car is both an honor and an important merchandising opportunity for every Chevrolet dealer. We urge you to make May "PACE SETTERS" month in your dealership and maximize the effect and benefits of this promotion.

Very truly yours,

R. E. Heithaus

R. E. Heithaus
Zone Manager

REH/bms

Attachments

In order to maximize promotional impact, Chevrolet will celebrate May as "PACE SETTERS" month. The "PACE SETTERS" theme will emphasize Chevrolet products as setting the pace for the industry. We encourage you to designate May as "PACE SETTERS" month at your dealership. To assist in organizing your promotion, Chevrolet will furnish all dealers with advertising and merchandising promotional ideas and materials on a no-charge basis. These materials will arrive in mid-April so that you can plan your month-long May promotion.

All dealers were afforded with an opportunity to order one of the Corvette "limited edition" units. We urge you to broaden the promotional impact of this event by ordering and displaying 238 Camaros and Monte Carlos identical to the Indianapolis 500 units. Attachment "A" details the specifications for these units. You may wish to order special decals to identify them. An order form (Attachment "B") is attached for that purpose.

CAMARO Z28 - "INDY 500" FESTIVAL CAR

Model: 1FQ87

Ext: Code 11/11 White

Int: XWR2 White Vinyl (Custom)
Buckets/Carmine Big 4

Striping: Red Orange/Red

Wheels: Aluminum Wheels-painted Gold

RPO's

Z28 Performance Package
 MX1 Automatic Transmission
 D55 Console
 LM1 350-4 Bbl. Engine
 A01 Tinted Glass
 C60 Air Conditioning
 Z21 Style Trim Group
 B37 Floor Mats
 AK1 Custom Belts
 N33 Comfortilt Steering
 ZJ9 Auxiliary Lighting
 A31 Power Windows
 U05 Dual Horns
 UM2 AM/FM Stereo Radio w/Tape
 AU3 Power Door Locks
 K30 Speed Control
 CD4 Intermittent Wipers
 YJ8 Aluminum Wheels
 G80 Positraction
 NA2 Standard Emissions
 VO1 Heavy Duty Radiator

MONTE CARLO - "INDY 500" COURTESY CARS

Model: 1AZ37 Monte Carlo Sport Coupe

Ext: Code 11/11 White

Int: LRR3 Special Custom Cloth 55/45 Seat
Carmine

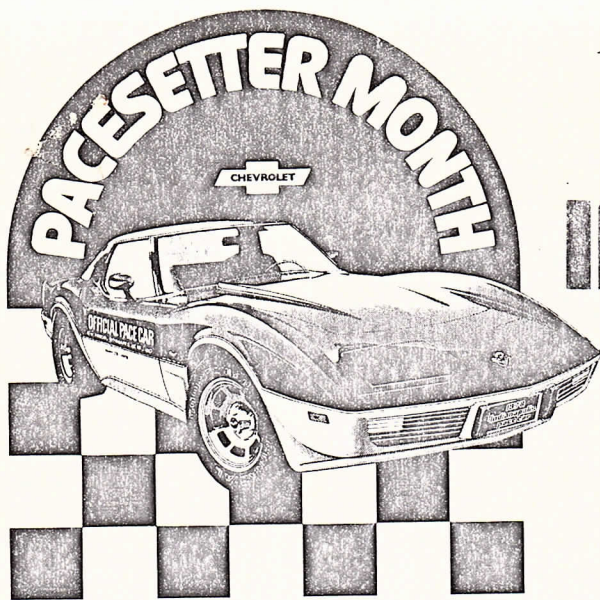
Striping: D85 Pin Striping Gold

Wheels: N95 Wire Wheel Covers

RPO's

LG3 305-2 Bbl. Engine
 MX1 Automatic Transmission
 C60 Air Conditioning
 A01 Tinted Glass
 QFK White Stripe Radial
 N41 Power Steering
 J50 Power Brakes
 N33 Comfortilt Steering
 AK1 Deluxe Belts
 ZJ9 Auxiliary Lighting
 B37 Floor Mats
 K30 Cruise Control
 A31 Power Windows
 BX2 Bright Body Side Molding
 B85 Side Window Sill Molding
 AU3 Power Door Locks
 C49 Electro-Clear Defogger
 CD4 Intermittent Wipers
 D68 Dual Sport Mirrors
 D24 Litter Container
 A90 Power Trunk Opener
 U75 Power Antenna
 A42 Power Seat
 UM2 AM/FM Stereo Radio w/Tape
 D85 Gold Pin Stripe
 U14 Special Instrumentation
 VO1 Heavy Duty Radiator
 NA2 Standard Emission
 F40 Heavy Duty Suspension
 G80 Positraction and Space Saver Tire
 N95 Wire Wheel Covers

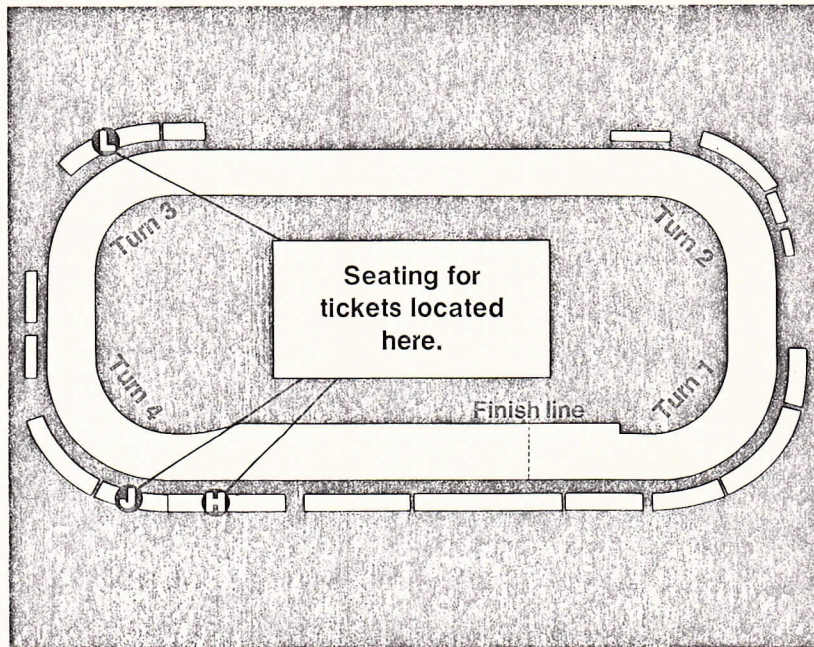
(TO BE REPRODUCED LOCALLY)



INDIANAPOLIS 500 TICKET OFFER

**LIMIT:
6 tickets
per dealer.**

As you probably know, good grandstand seats to the Indianapolis 500 are hard to come by. Well, Chevrolet Motor Division, the sponsor of this year's Official Pace Car, the Silver Anniversary Corvette, has been able to purchase a block of grandstand seats for the '78 Indy 500. These tickets for seating in the areas shown on the map are available to Chevrolet dealers on a *first-come, first-served* basis, at \$20.00 each.



Orders must be received by April 15, 1978.

To order your tickets (no more than 6 per dealer) use the order form below and make out your check to Chevrolet Motor Division for the total amount of the tickets. If you would like to be put on the standby list for *additional* tickets which *may* become available, indicate this and the number you would like on the order form. Send your completed order form and check to:

**Chevrolet Motor Division
P.O. Box 1219
Indianapolis, IN 46206
Attention: R. B. Haag**



INDIANAPOLIS 500 TICKET ORDER FORM



Send tickets to the attention of:

Yes! I want to order _____ tickets to the 1978 Indianapolis 500, at \$20.00 each. My check made out to CHEVROLET MOTOR DIVISION for the total amount of the tickets \$ _____ is enclosed.

NAME:

Dealership Name _____

Dealership Address _____

City _____ State _____ Zip _____

Phone Number _____

5 Digit Dealer Code -

Please advise me if additional tickets become available. I would like to be able to order _____ more.
(no. additional tickets)

(NOTE: Additional tickets may not be for seats in the same section as your original tickets)



SPECIAL ANNOUNCEMENT & ORDER FORM



OFFICIAL CAR

62nd ANNUAL INDIANAPOLIS 500 MILE RACE
MAY 28, 1978



Chevrolet has been chosen to provide the 1978 "Pace Car" at Indianapolis.

The "Pace Car" will be a 1978 Corvette chosen in honor of the 25th anniversary of the only American sports car.

"Official Cars" will be 1978 Monte Carlos and Z28 Camaros.

We have made special arrangements to provide you with the opportunity of ordering the same "Official Car" markings that will be used at Indy. To order, fill out the form below.

Each kit comes complete with location and installation instructions. The markings adhere at a touch and are simple to install. The decals are designed to be used on the special white Z28 Camaros or Monte Carlos. They are high quality and will perform well on your showroom floor or on road demonstrators. A special adhesive feature will allow for their easy removal when you wish to sell the vehicle.

Please send _____ kits @ \$22.00 per set.

Ship to:

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

AUTHORIZED SIGNATURE _____

Michigan Dealers Add 4% Sales Tax.

Return two copies of this form with your check no later than March 28 when this offer will expire. Retain the last copy for your files.

Mail check & copies to:

KUX MANUFACTURING CO.
12675 BURT RD.
DETROIT, MI. 48223