



# Chevrolet

<http://www.chevrolet.com>



Chevrolet was formed in 1911 by William C. Durant and became part of General Motors (GM) by 1918. By the mid 1920's it was the largest volume division of GM as it has remained. Chevrolet surpassed the production of Ford by 1927 and by 1941 it outsold Ford by 300,000 cars a year. The 1941 designs carried through to the post war years with only minor revisions. In 1953 the 'Bel Air' was launched and in 1955 the 2-door station wagon the 'Nomad' arrived. The '57 Bel Air is now considered a classic Chevrolet and became synonymous with that classic Rock 'n' Roll era.

The Impala was launched in 1959 and this became the most popular model by the mid 1960's. The Camaro and El Camino pickup were launched in 1967. Chevrolet continued to do well producing larger and more powerful cars until the energy crisis in 1973-74 caused a slump in demand for big, thirsty autos. In response to foreign competition, Chevrolet launched the 'Vega' in 1971 which used the shortest wheelbase of any Chevrolet to date. Significant sums of money were spent on design and equipping a purpose built factory but the result was a car prone to body rust, oil leaks and head warping.

Recent news that the Chevrolet name will be used for branding Daewoo vehicles seems to have some logic from a marketing viewpoint but will disappoint those who enjoy the prestige of driving around a genuine American Chevrolet.

