

**A NOTE FROM ZOPREZ**



We are headin' into the Esses with the engine hummin' The Crew is pumped and planning on the Winner's Circle.

We had a great time at the Italian American fundraiser. Thanks for the Invitation Frankie and Connie. Service Chevrolet led the way with cars and served as host. Jim and Greg answered 1,007 questions. The results will be in Wednesday. The food, the music, and the friendships cultivated were a joy!

Habitats is shaping up. The Wednesday Warriors are meeting weekly at the Southern Comfort Grille at 7:00 a. m. for breakfast and work at 7: 45. Dick, Harry, Frankie and Danny look forward to your company.

The dinner ride to Club Med was a gastronomical bargain. Beth and Sue did another fine job. Don't miss the next one.

ZORO

P.S. Please note: Two corvettes together always make a car show!!!

**Greg's Gab**



Hi Folks,

We just found out that we will be receiving one of the Limited Edition Ron Fellows Z06's that Hollyann wrote about in the February Newsletter. I don't have a production date yet but I will follow up with more info later...probably at the next meeting. Just wanted the Club members to know this Great News first...

We also have 2 Z06's inbound, the first one will be produced in March and will be Victory Red with all the options and the 2nd one does not have a production date as of yet but will be Black and loaded also. if anyone is interested in either of these cars, I am taking deposits on them now.

Save The Wave!!!!

Greg



**Can you identify this Corvette?**

Answer next Monh.

**MEMBER BIRTHDAYS**

**Birthdays for March**

Derek Craver	March 13
Terry Smith	March 15
Tom White	March 17
Christine Grant	March 18
Dan Bryant	March 25
Karl Steene	March 25
Ken Porter	March 28
John Mulligan	March 31

**Birthdays for April**

Betsy McMahon	April 19
Lewis Smith	April 21
Larry Spurlock	April 21
Clinton Atwell	April 22
Linda Fallon	April 29

*Happy Birthday to everyone!*

**NEW MEMBERS**

Jim & Jan Pagano  
Paul & Joan Magee  
Louie & Syn Seo

*Welcome!*

**Every Revolution Has A Leader**

Chevy Corvette C6.R dominates the world of American Le Mans six years in a row

Congratulations to Team Chevy and the Corvette C6.R on winning a sixth straight Manufacturers' Championship.

Your résumé now boasts six American Le Mans Series championships, five Drivers' Championships and five 24 Hour s of Le Mans wins. All proof that Chevy is an American revolution and the C6.R is leading the charge.



**UP DATE!**

Habitat for the Humanities has brought out volunteers from our club to help construct new homes for needy families in Vero Beach.

Each Wednesday morning volunteers from our club rally together to help construct one of these homes. Service Chevrolet is sponsoring one of these homes namely called the "Corvette House". All interested members are encouraged to participate.

You can participate on other days. Go to the website calendar page, click on the Habitat for the Humanities button and look for Service Chevrolet Build Schedule, days and times are listed for working hours.



**The Name Says It All!**

**Contact Greg Williams  
Corvette Specialist**

**For all your Corvette Needs**

**567-8371**

**The Friendliest Corvette Club in Florida**

### DINNER AT CLUB MED

Some members came from the South, most came from the North, however, we all made it to Club Med in time for dinner. It was a unique dinner run and I want to thank Sue and Beth for coming up with the idea. If you didn't find something special that you liked, you didn't try. The food stations were everywhere, and they were beautifully decorated and with a great selection. White and red wines were on each table, the service was great.

The courtyard and outside areas are groomed to perfection, subdued lighting, lush plantings and gorgeous Mexican tile everywhere. Tables, chairs and umbrellas can be found scattered around. You are free to roam around; everything is included in one price, food, drinks and entertainment.

The dinner show was staged mostly for the younger family member staying at Club Med. We did find it fun and laughed are way through it just like the rest of the group. The cast is made up of the wait staff for the restaurant, lounge and other area of Club Med.

It was a good evening and we had a good turnout, if you didn't make it you missed the fun.



# Activities

## COMING IN MARCH/APRIL

**3/6 - Tuesday - Board of Directors Meeting**

**3/9 - Friday - General Membership Meeting**

### **CLUB EVENT #1 FOR MARCH**

**3/17 - Saturday - St. Patrick's Day Parade**

### **CLUB EVENT #2 FOR MARCH**

**3/24 - Saturday - Antique Car Show**

**Under the Oaks 10:00 to 4:00**

**3/27 - Tuesday - Monthly Mystery Cruise**

**Our Host Clint & Karen**

**4/13 - Friday - General Membership Meeting**

### **CLUB EVENT FOR APRIL**

**4/21 - Saturday - City of Stuart Paddle Wheeler Ride**

**11:00 to 2:00**

**4/24 - Tuesday - Monthly Mystery Cruise**

**Our Host Frank & Connie**

***Check the WEB Calendar for details***

### **Come an Join Us**

### **For a Lazy Afternoon Luncheon Cruise On The St. Lucie River**

**On Saturday, April 21st at 11:00 AM**

**We will be boarding the City of Stuart  
A FINE PADDLE WHEELER**

**You will enjoy a wonderful "All You Can Eat" Buffet  
prepared fresh right on board the boat**



**Lunch Menu includes:** Sliced Turkey, Ham, & Roast Beef, Hot Pulled Pork B-B-Q & Cole Slaw, Swiss & American Cheese, Chicken Salad, Pasta Salad, Fruit Salad, & Garden Salad With Italian, Ranch, & French Dressing, Sandwich Rolls, Carrot Cake, Coffee, Iced Tea, & Lemonade

**The Cruise is from 11:00 to 2:00 for \$26.00 per person  
PLEASE, RSVP early to Beth Butcher at 772-461-8707  
or E-mail vette81ivr@aol.com**

If we can get 25 people plus we can get a group rate!!! Invite your friends...

They also have the Best DJ's on the river !  
With a full service bar, a dance floor, and friendly staff,

### Corvette's golden elixir

While Corvette has evolved through six generations, so has its original engine fill, Mobil 1. Fifteen years ago, Mobil 1 became the lubricant of choice to provide Corvette customers the utmost in performance. While Mobil 1 is still the factory fill, the sixth-generation formula is vastly superior to the original recipe thanks to the research and development efforts of a team headed by William Maxwell.

Maxwell graduated in engineering from Drexel University and joined what was then called the Mobil Technology Company. Because he was present at the creation of the first consumer synthetics, he's ideal to guide CQ readers through six generations of Mobil 1.

The search for a viable test-tube lubricant began before World War II. Synthetic oil made of polyalphaolefins and esters was finally ready for customers in the 1970s. The first generation of Mobil 1 delivered wholesale improvements in hot and cold lubricating ability, wear protection and resistance to sludge formation.

The second generation of Mobil 1 had a more powerful additive system and was first used as factory fill in the 1992 Corvette. The third generation had a lower phosphorous content thanks to international regulations. Phosphorous is an effective anti-wear additive but it also fouls catalytic converters. The fourth generation of Mobil 1 in 1996 also had lowered phosphorous content and contained a third synthetic called alkylated aromatic fluid, according to Maxwell. "Like polyalphaolefins, this is a pure carbon-hydrogen molecule except it has rings attached at the end. So, we made strides in both environmental compatibility and wear protection."

In 2002, the standards for gasoline engine lubricating oils were revised

### The Letter That Saved The Corvette!

"I was walking in the hall of the GM building (before the Technical Center in Warren was built). A man approached (I've since forgotten his name). He buttonholed me and announced with glee, "The Corvette is finished--no more will be built." The man was a high-up member of Chevrolet's sales department and was dressed in "uniform"--a blue suit and yellow shoes."



At that time, Mr. Ed Cole, Chevrolet's chief engineer, along with a handful of people like Harry Barr, "Rosie" Rosenberger and Russ Sanders, all former Cadillac employees, were trying to mold Chevrolet with an eye for the future. The Corvette was an important part of changing Chevrolet's image.

The monolithic Chevrolet organization and their 6,000 dealerships all were geared to sell family cars in the millions. Of course, in this regard the Corvette was a flop, and the prevailing attitude of many at Chevy was "good riddance." A Corvette failure would have been a black eye for Ed Cole and the organization. With this in mind, the letter I wrote to Cole and Maurice Olley appears here." - Zora Arkus-Duntov, pg 15, "Duntov: The Man Behind the Corvette" - by the Editors of VETTE Magazine, 1996

### The letter in it's entirety is on page 4

to meet more rigorous warranty requirements, so Mobil took the opportunity to add a new synthetic fluid that has a cushioning effect to extend the life of connecting rod bearings and other highly loaded components. Marketed as Mobil 1 SuperSyn, this fifth-generation formulation contains the same three synthetic fluids but the new densely packed molecules serve as small shock absorbers.

Mobil raised the bar again in 2005 with a new sixth-generation formulation that delivers improved efficiency in sixth-generation Corvettes. This means better fuel economy and more power at the wheels as a result of the friction reductions delivered by a new chemical additive.

"We're already working on a seventh-generation Mobil 1," adds Maxwell. "While it's extremely satisfying to continue hiking the bar with new formulations, there is one downside: I seldom find time to drive my '69 Corvette."?

### IACA FOOD FESTIVAL

On behalf of the Italian American Civic Association of Vero Beach , we extend our thanks and appreciation to the members of the Indian River Corvette Club who so generously supported our Food Festival last Saturday by displaying their Corvettes. We also thank Service Chevrolet for their generous donation along with displaying some of their Corvettes at the fair. We would also like to thank both Greg Williams and Jim Pagano for their enthusiastic support and their attendance.

Sincerely, Frank Baudo, VP, IACAVB



CONFIDENTIAL

TO	Mesars. E. N. Cole and M. Olley	ADDRESS	
FROM	Mr. Z. Arkus-Duntov	ADDRESS	Research & Development Section
SUBJECT	CORVETTE	DATE	October 15, 1954

In this note, I am speaking out of turn. I am giving options and suggestions without knowing all the factors. I realize this but still am offering my thoughts for what they are. In order to make the content clear and short, I will not use the polite apologetic phrasing and say, "it is" instead of "it possibly might be" - and I apologise for this now.

By the looks of it, the Corvette is on its way out.

I would like to say the following: Dropping the car now will have adverse effect internally and externally.

It is admission of failure. Failure of aggressive thinking in the eyes of the organization, failure to develop a saleable product in the eyes of the outside world.

Above-said can be dismissed as sentimentality. Let's see if it can hurt the cash register. I think it can.

Ford enters the field with the Thunderbird, a car of the same class as the Corvette.

If Ford makes success where we failed, it may hurt.

With aggressiveness of Ford publicity, they may turn the fact to their advantage. I don't mean in terms of Thunderbird sales, but in terms of promotion of theirs and depreciation of our general lines.

We will leave an opening in which they can hit at will. "Ford out-engineered, outsold, or ran Chevrolet's pride and joy off the market". Maybe the idea is far-fetched. I can only gauge in terms of my own reactions or actions. In the bare-fisted fight we are in now, I would hit at any opening I could find and the situation where Ford enters and where Chevrolet retreats, it is not an opening, it is a hole!

Now if they can hurt us, then we can hurt them! We are one year ahead and we possibly learned some lessons which Ford has yet to learn.

Is the effort worthwhile? This, I am in no position to say. Obviously, in terms of direct sales a car for the discriminating low volume market is hardly an efficient investment of efforts. The value must be gauged by effects it may have on an overall picture.

The Corvette failed because it did not meet G.M. standards of a product. It did not have the value for the money.

If the value of a car consists of practical values and emotional appeal, the sports car has very little of the first and consequently has to have an exaggerated amount of the second. If a passenger car must have an appeal, nothing short of a mating call will extract \$4,000 for a small two-seater. The Corvette as it was offered had curtailed practical value being a poor performer. With a 6-cylinder engine, it was no better than the medium priced family car.

Timing was also unfortunate. When the novelty appeal was the highest, we hadn't had the cars to sell. When the cars became available, hypnotized by the initial overwhelming response, no promotional effort was made.

The little promotion which was made was designed to depreciate the car rather than enhance it. Hundreds or possibly thousands of dollars contained in the price of a sports or luxury car are paid for exclusivity. What did our promotion say on the radio and advertised in magazines? "Now everybody can have it! Come and get it". What virtues did advertising extoll? Only X inches high, only X inches long, etc. In the country, in which bigger is synonymous with better, and we really know it, we were trying to sell a car, because it is small! Crosley is smaller.....

Were there no virtues to talk about? Quite some, but a condensation of best reports which appeared in motoring press previously had more glow and enthusiasm than our advertising.

Summarizing, the promotion was uninspired and half hearted attempt with no evidence of thought or enthusiasm.

Where do we stand now?

The Corvette still has the best and raciest look of all the sports cars, the Thunderbird included. performance is far superior to all the passenger cars and to 99% of the sports cars used on the road. It has flow in respect to passenger protection. Water leaks and cumbersome top and side window. With these minor flaws removed, we have a sports car with as much practical value as the sports care can have.

The borderline between the value and lack of same is not the absolute performance but comparative one. "My car can go X miles per hour does not mean as much as "My car can trim anything on wheels". The '55 Corvette will have this pride attached to its ownership. To be a success, it will need more emotional appeal which can be provided by promotion which will fit the product and inflame the type of customers which can buy the car.

As I see it and put it down, the Corvette is a product different from a passenger automobile having in every phase of operation problems of its own. With sales potential between 3 and at the most 10,000 cars a year, it is bound to be a hindering step-child in an organization which acts and thinks in terms of 1,500,000 units. A subdivision, section, department or what not, but an organization no matter how small but which is directly responsible for the successes of operation is necessary.

An organization which will eat and sleep Corvette as our divisions are eating and sleeping their particular cars.

I am convinced that a group with concentrated objective will not only stand a chance to achieve the desired result, but devise ways and means to make the operation profitable in a direct business sense.

Z. Arkus-Duntov

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