

INDIAN RIVER CORVETTE GAZETTE

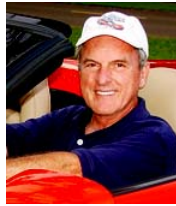
A Monthly Publication of
The Indian River Corvette Club

April 2006

Vol. 6 No. 4

VETTES AT THE PORT - APRIL 26

THE PREZ SEZ:



The first quarter of 2006 is history. Indian River Corvette Club members enjoyed some nice events during that time.

In March, Sebring and the Under The Oaks car show were highlights.

Members have a chance to attend events every weekend in April so get ready for some more great times. A Poker run, two car shows, and Service Chevrolets Grand Re-opening are all scheduled in April.

Attendance at monthly meetings and mystery dinner runs has been outstanding, too, so keep those gas tanks full and motors running.

Here's waving at you.

D Kesler

Service
Chevrolet



The Name Says It All!

Contact Greg Williams
Corvette Specialist
For all your Corvette Needs

567-8371

Greg's Gab

Hi everyone!

Greg here from Service Chevrolet. First off I would like to say congratulations to Tom White on his being re-elected Mayor of Vero Beach!



As many of you know there is a recall notice out on the C6 coupes for the top separating. This recall involves all 05' coupes and some 06' ones too. Dennis (our service manager) has informed me, that as of this date they have not received the adhesive from GM to make this repair. GM said in there notice to him that they would be shipping the adhesive around the middle of February but we have not received any yet...anyone that thinks that they are having a problem with their roof separating, please call or stop by and see Dennis, so he can take a look at your car and hopefully expedite the arrival of the adhesive.

Well, till next month I hope that everyone is able to get there babies (vettes) out and enjoy this great weather we are having.

SAVE THE WAVE!!!

Greg

APRIL 28, 1995

The last ZR-1 Corvette rolls off the assembly line. During it's six year lifetime, 6936 ZR-1 Corvettes were built. Chevrolet general manager Jim Perkins and Chief Engineer Dave McLellan deliver the car to the National Corvette Museum.

MEMBER BIRTHDAYS

Birthdays for April

Paul Toth	April 13
Linda Esposito	April 13
Betsy McMahon	April 19
Larry Spurlock	April 21
Clinton Atwell	April 22
Steve Miltonberger	April 27
Linda Fallon	April 29

Birthdays for May

Marlene Ulisky	May 7
Teunie Kranenburg	May 12
Sue Smith	May 14
Dick Cantner	May 14
Hal Gore	May 16
Nan Dunne	May 26

WELCOME NEW MEMBERS

Otis & Susan Humanes
Steve & Christine Grant
Jed & Cindy Luviano
Michael & Eli Verderber

UNDER THE OAKS

Saturday we had a picture perfect day for the Under the Oaks Car Show. It was sunny, breezy, bright and just cool enough for everyone to sit in the sun and enjoy the great turn out of fantastic cars. Lots of Corvette's of course, and may other cars. What a perfect setting to just get out and walk and look.

Our club had a good turn out, we all had plenty of time to wander around, eat and just sit around together.

It was the largest turn out of people and cars that I have seen since I have been going. The Antique Car Club really did a fabulous job of putting the show together.

The Friendliest Corvette Club in Florida

NATIONAL CORVETTE MUSEUM DELIVERY

This is a unique experience for any car lover. NCM is referred to as OPTION R8c and must be ordered at the time you order your Corvette.

The dealer or museum will notify you with a reasonable time frame for you to make arrangements to get to the museum. You will be welcomed with signs commemorating the event. You will taken to the factory for a special guided tour. A quality orientation followed by a presentation of your new vehicle. A unique gold decal will be placed on the drivers door jam to signify the importance of this occasion.

You will receive a one year membership to NCM. A laser engraved wooden plaque with you name, date of delivery and the VIN. This plaque will be mailed directly to you.

Cathy and Rob Callery picked up their car this way and said it was one great experience. Something very special and the whole day was really fantastic.

The club has many members planning on new car, I hope you will give this option some thought.

Tom and I went to the factory and then the museum for the delivery of our new C6 and really did enjoy the experience. It's great to see all the vettes coming down the line as they are finished. I even got to start one for the first time and was given a certificate for helping to bring a new vette into the world. Talk about fun! Don't forget one of the other important aspects of the delivery - - the museum gift shop. Everyone was really great we got to see cars that may someday be the car of the future and enjoyed talking to people working on line.

The ride home from Bowling Green was great, lots of curves and hills, even a mountain or two. Living in Florida most of my life I have never driven in the mountains. Everything was great except the rain. The paddle shift takes a little getting used to but is it ever fun once you get it right

If you have any questions let me know, I would do it again in a heartbeat.

SAVE THE WAVE!!!

Hollyann



MARSH LANDING DINNER RUN

The March dinner run with Linda and Harry Fallon went to Fellsmere and Marsh Landing. About twenty members and guests enjoyed a drive that ended with a great dinner.

The club has been there several times and we have never heard on complaint about service or the quality of the food.

Thanks to the Fallons for the very pleasant evening and choosing a great place for the club ride and fantastic evening.

Did you notice all the new C6 cars in the club?



Club May Event

Early Registration Deadline April 15th

Before April 15th \$25.00
After \$35.00

Check the detail on our club calendar, for registration form.

**Stuart Corvette Club's
River Cruise In** at
The City of Fort Pierce Marina
May 13th



MEMBERS IN THE NEWS

This month club member Frank Baudo will be inducted into the Italian American Club as their new



Vice President. Frank will be sworn in by another one of our members Tom White. Tom recently won his city council race and is our new Mayor. Congratulations to Frank & Connie and Tom & Jan.

Service Chevrolet has been sending lots of new members our way. Many thanks to Greg and the crew.

There are lots of new vettes floating around town. If you bump into someone with a corvette invite them to a club meeting or ask them to visit our great website (Thanks - Tom).

The Sunshine Committee is on a roll. Please remember if you hear of anyone who may need a little sunshine contact me.

Remember the Christmas party is only nine months away.

Ramblin  *Ro*

APRIL 18, 1958

The Stingray makes its debut at the President's Cup Race at Maryland's Malboro Raceway. The car is Bill Mitchell's personal vehicle for style testing of the Corvette. Richard Thompson races it to fourth place. The car was made from the last Corvette SS mule chassis, and given a new body by Bill Mitchell and Larry Shinoda.

ABC

Activities
with
Bonnie & Cathie

COMING IN APRIL

1 - Saturday - Indian River County Poker Run (Maybe)
Detail to follow

8 - Saturday - Eckler's Springfest
Titusville, FL

8 - 9 - Sat. - Sun - SCCA - SOLO II Event
Indian River Community College, Fort Pierce

14 - Friday - General Membership Meeting

15 - Saturday - SERVICE CHEVROLET
GRAND RE-OPENING
10:00 to 3:00 - Reserved Vette parking
Food - Music
Let's Support Our Sponsor

22 - Saturday - Vettes At The Port
Port Canaveral, FL
Hosted by the Cape Kennedy Corvette Club

25 - Tuesday -Mystery Dinner Cruise
Our Host - Karl & Bonnie

28 - 30 - Fri - Sun - Performance Driving School
LG Motorsports - Sebring International Raceway
Sebring, FL

CATHIE CALLERY'S WISH COMES TRUE!

If you read the article about Cathie in the Luminaries section of the newspaper, March 2nd, you would know that one of her wishes she listed was to meet Patrick Dempsey. WELL, guess what? We were over at the Sebring Racetrack for the race a few weeks ago and she had heard that Dempsey was going to be riding in one of the dignitary cars. We searched up and down the garage area for him to no avail. Cathie even ask Johnny O'Connell (the #3 Corvette lead race driver) if he knew where to find Dempsey. Look as we might no Dempsey! When the parade cars used to introduce the drivers were lining up what did I spy but a car with Dempsey's name. So, Hey, Cathie wait here he has to come to get in this car and you will be in the right spot to see him. Look at the happy expression on her face in the picture below, it worked.



The Corvette - GM's Perennial Squandered Opportunity.

by Peter M. DeLorenzo

Detroit. Did you know that the recent running of the 12 Hours of Sebring, America's most prestigious sports car race, marked the 50th anniversary of Corvette Racing? I didn't think so. The Corvette, one of the world's great sports cars and clearly the most recognized showcase of GM's overall capabilities as an automobile manufacturer, has compiled an enviable competition record in races around the world - and it all started at Sebring, Florida, back in 1956. And yet, GM couldn't see fit to acknowledge that fact in any way. No ads, no releases, no nothing. Any other manufacturer would kill to have a car with the reputation and history of achievement that the Corvette has - and they would go out of their way to use it proudly as an image enhancer and halo for their entire company. Not GM, however.

Even after all of the praise heaped on the Corvette from automotive media around the world, and even after its stunning competition record over the years (especially its recent performance at the 24 Hours of Le Mans, the most prestigious sports car race in the world, where it has won the top GT class three out of the last four years) - GM and Chevrolet marketers remain mystified as to just what to do with its most respected vehicle and seem to go out of their way to neglect it at almost every turn.

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CORVETTE RACING WINS SEBRING 12 HOUR RACE

Corvette Racing celebrated Corvette's 50th anniversary in the international road racing circuit with a victory in the Mobile 1 Twelve Hours of Sebring.

The #4 Corvette C6R driven by Oliver Gavin, Olivier Beretta and Jan Magnussen ran like clockwork through the 12 hour endurance race, finishing first in the GT1 class and third overall with a one lap margin of victory over their rivals in the Austin Martin DBR9. Ron Fellows, Johnny O'Connell and Max Papis finished fourth and seventh overall.

The dinner at the Sebring Country Club after the race gave a lot of Corvette owners a chance to talk to the factory and museum people. The best part was that all the drivers came over to visit and sign autographs and talk to the group after they could get away from the track and we had a really great time, lots of pictures and stories swapped.

If you have never been to one of the ALMS races you should think about trying it some time. Greg Williams and family, Rob and Cathie, Harry and Barbara, and Tom and I all enjoyed the event. It's a chance to get into the driver's garage area and watch how things work, look at the cars close up and yes, get your hat autographed, and talk to the drivers.

The other event that goes with the race is the Corvette corral. This year over 250 vettes were in the corral. It is a great way to meet other vette owners and there is always guest speakers during the event. All the water and soft drinks are free and there is usually a dinner meal buffet the evening of the race. Did I mention that there is also your own set of bleacher stands in the corral on the main turn? See you at the races - Save the wave!!!!

Hollyann

Cathie, Johnny O'Connell & Hollyann



Johnny O taking a break with the IRCC gang.



April's Club Event

See Web Calendar for details

The Cape Kennedy Corvette Club

Presents the 5th Annual

Vettes At The Port

Open Corvette Show

Saturday April 22, 2006

Live DJ

Come Join the Fun - Rain or Shine!
People's Choice Concours - NCCC FL001
National Kidney Foundation- Poker Walk

Door Prizes

Squandered Opportunity - CONTINUED FROM PAGE 4

And that built-in neglect defies all rational thought and understanding, too, because even in the midst of the relentlessly grim news about the company's financial troubles and its continuing efforts to put distance between the product missteps of the "old" GM and the new, forward-thinking GM - the Corvette is the one constant in GM's product portfolio that demands respect and warrants the kind of special attention that an outstanding machine of its caliber deserves.

The Corvette has been an iconic American car since its inception in 1953, and over the years it has not only reveled in its legendary status, it has continued to deliver on its original and elegantly simple promise of offering scintillating high-performance and unmatched value to this day. When you really think about it, the Corvette has more American automotive history wrapped up in its hallowed pedigree than almost any other car ever built on these shores.

And the fact that the Corvette has survived, let alone thrived in GM's bean counter-driven culture all of these years is a testament to the past stewards of the car who staked their reputations on America's most visibly exuberant machine. People like Harley Earl, Zora Duntov, Bill Mitchell and Ed Cole to name just a few - and the countless designers, engineers and others who knew what the Corvette represented and who understood its place in automotive history and who nurtured the car through all of the storms that blew up and threatened to destroy its existence once and for all. They deserve all of the credit - and the thanks of every enthusiast who ever gripped a steering wheel.

There were plenty who wanted to take potshots at the Corvette along the way. If it wasn't GM's cost vultures, it was people like John Z. DeLorean, who wanted to eradicate the car's authenticity by building it off a shortened-wheelbase version of the Camaro - so he could solidify his burgeoning reputation as GM's "Golden Boy" when he took over the Chevrolet Division (fortunately, the True Believers within the corporation rose up and quashed that brainstorm before it got any further than DeLorean's daydreams).

Today, thanks to the True Believers who remain actively engaged in the corporation, the Corvette is a glittering example of what GM can do when it unleashes its best and brightest on a machine that embodies everything that a modern, high-performance sports car should be. And when you factor in the active and passive safety features, the real-world fuel efficiency numbers and the unmatched value that become a seamless part of its final equation, there is no question that the Corvette is one of the finest cars in the world - at any price.

Which is why it remains a shock to me that GM and Chevrolet marketers have squandered every opportunity presented to them to use the Corvette as a demonstrative showcase vehicle for the company's capabilities. It's as if they're almost ashamed of the car, or maybe it's just that they can't bring themselves to admit that they have one of the world's great cars sitting right under their noses - and they don't have the faintest of clues as to what to do with it.

The underwhelming support that the Corvette receives within GM exposes the classic "Detroit-think" marketing attitude for everyone to see in all of its tedious glory - the one that suggests that cars like the Corvette, "sell themselves" and "why should we spend dime-one on something that's a sell-out anyway?" It's this quintessential Detroit-myopic mentality that has continually prevented GM and Chevrolet from touting the technical, engineering and high-performance value achievement that the Corvette represents today.

The simple fact is that the Corvette should be the ultimate image-enhancing machine for GM and Chevrolet marketers. Instead, the only semi-visible promotional presence for Corvette (other than the occasional fleeting glimpses in television commercials) are the various "pace car" programs that Chevrolet employs the car for - in NASCAR, of course.

Squandered Opportunity - CONTINUED FROM PAGE 5

And the championship-winning Corvette Racing program scrapes by on the scraps left over from the spillage of funds that somehow didn't make it into the sponge-like coffers of GM's NASCAR program, when in fact the Corvette Racing program is probably GM's most visible sign of success to the rest of the world - especially when it delivers another Le Mans victory - and it should be the priority, rather than an afterthought.

It would be refreshing to see GM and Chevy marketers finally give one of the all-time great cars in automotive history the level of respect that it deserves.

But as much as I would love to see that happen, I won't be holding my breath.

Thanks for listening, see you next Wednesday.



The 2006 Corvette Racing C6.R Corvette and the 1956 Corvette Sebring racer.
(Photo©2005 - richard@rprincephoto.com)



Corvette Racing continued the winning tradition at the recent running of the 12 Hours of Sebring by finishing a sensational third overall and first in the GT1 class.
(Photo©2006 - richard@rprincephoto.com)

Automotive consultant Peter M. DeLorenzo founded Autoextremist.com - an Internet magazine devoted to news, commentary and analysis of the automotive industry, automotive marketing, strategy and product development - on June 1, 1999. Since then, Autoextremist.com has become a weekly "must-read" for leading professionals within and outside the industry, including top executives at the car companies, suppliers, dealers, journalists, financial analysts, enthusiasts, and people directly involved in motorsports. Prior to launching the site, Peter spent more than two decades in automotive advertising and marketing, holding top-level positions as Creative Director and Executive CD at ad agencies in Detroit and New York. In addition to his editorial opinion work on Autoextremist.com, Mr. DeLorenzo regularly consults for enlightened automobile companies and is a national commentator on the auto industry. The opinions expressed by Mr. DeLorenzo are his and his alone and do not necessarily reflect those of his clients.