

## History of Chevrolet

On Christmas day 1878, a boy was born in the Swiss town of La Chaux-de-Fonds who was destined to change the world of the automobile forever. In 1900 he left Europe for America where he worked as a mechanic and 5 years later he made the headline with his first car race, the "Three Miles". Not only did he win the race but also set a new world record for one mile: 52.8 sec. an average speed of 109.7 km/h. But the name Chevrolet was destined to become even more famous: Arthur and Gaston followed their now famous brother into the world of motor racing, with the result that there were sometimes three Chevrolets on the starting grid for the races. In most cases, however, Louis was the hero, and was lovingly nicknamed by the Americans "the dare-devil Frenchman".

### Louis Chevrolet

But the brothers' racing career took their toll. Following a series of accidents between 1905 and 1920, Louis Chevrolet spent a total of three years in hospital. On November 25, 1920, his brother Gaston was killed during a race in Beverly Hills. After that, Louis Chevrolet never competed in a race again. Through his involvement with Buick as a racing driver, the paths of Louis Chevrolet and William C. Durant, the founder of General Motors, crossed on several occasions. "Billy" Durant recognized the tremendous skills of Louis Chevrolet and joined up with him to found the "Chevrolet Motor Car Company" on November 3, 1911.

**First Chevrolet Classic Six Model** The first Classic Six models left the factory in Detroit at the beginning of 1912. Louis Chevrolet had always wanted to build high quality cars, but Durant recognized very early the trend towards affordable cars. Neither of the two protagonists would yield, with the result that, in 1913, Louis Chevrolet brand developed rapidly in line with Durant's plan. Louis Chevrolet returned to his original passion and build state-of-the-art vehicles that could compete in top races. [{youtube}6BiNyX6xVqU{/youtube}](#)

**1913 Chevrolet Classic Six** In 1926, together with his brother Arthur, he began developing a lig engine and later set up the "Chevrolet Air Car Company". He made his final big "engine coup" in 1932 with a 10-cylinder radial engine for which he applied for a patent. But by the time the patent was finally registered on February 19, 1935, Louis no longer had the strength to build the company up again. Instead, he worked again as a mechanic. And his employer was — the Chevrolet production plant in Detroit. Louis Chevrolet died on June 6, 1941. He has left behind millions of cars bearing his name. A journalist once asked him whether he was so famous because of Chevrolet brand or vice versa. Chevrolet answered with a smile: "It was certainly a little of each. But one thing is certain: I was there first" Louis Chevrolet The Life of an Automobile Pioneer 25. 12. 1878 Louis Chevrolet is born in the Swiss town of La Chaux-de-Fonds in the Jura mountains, the son of a watchmaker, Joseph Félicien, and Marie Anne Angeline Chevrolet. He spends his early childhood in the Jura villages of Bonfol and Beurnevésin. Louis Chevrolet is one of seven children. 1887/88 At the end of 1887, the family moves to the French town of Beaune (near Dijon). As a youngster, Louis takes a job at the workshop of the Roblin haulage company. He also competes in local cycle races — very successfully. 1898/99 Towards the end of 1898, Louis leaves his parents' home in Beaune and moves to Paris. There, he works as a car mechanic and begins saving to fulfil his big ambition: to go to the USA, the land of his dreams. 1900 Louis leaves the old continent for the West. He arrives by boat in Canada and begins working as a chauffeur in Montreal, a job that at that time also required the skills of a car mechanic. With his savings, Louis is finally able to travel to the USA. His first employer in New York is a Swiss emigrant, William Walter, who has an engineering workshop there. 1901 Louis moves to the American offshoot of the famous car manufacturer, De Dion-Bouton, also in New York. 1902 His father Joseph dies; his mother, brothers and sisters move to the USA. 1905 Louis joins Fiat in New York. He makes the headlines with his first car race, the "Three Miles". He wins the race and sets a new world record for one mile: 52.8 sec, an average speed of 109.7 km/h. On July 3, 1905, Louis marries Suzanne Treyroux at the "Saint-Vincent-de-Paul" church in New York. The couple have two sons:

- Charles on August 23, 1906
- Alfred on April 25, 1912

**Timeline of Chevrolet**

1909	With the help of a well known race car driver -- Louis Chevrolet, William Durant came up with the introduction car design for the public
1911	Establishment of The Chevrolet Motor Car Company
1912	Chevrolet launched its "Classic Six" - a large 5-passenger touring sedan that could reach the top speed of 65 miles per hour
1914	The Chevrolet "bowtie" logo appears for the first time
1915	Chevrolet, the "490" was introduced to challenge Ford Model T
1918	First Chevrolet truck sold. Chevy joins GM Corporation
1924	Chevy offered first radio option
1927	Chevrolet outsold Ford by topping 1 million units for the first time
1929	First 6-cylinder engine
1930	Chevy produced its 7-millionth vehicle. First in the industry to introduce articulated brake shoes
1934	First in the industry to introduce independent front suspension
1935	First in the industry to introduce the station wagon -- Suburban Carryall
1941	Chevrolet built a record 1.6 million cars and trucks in that year
1942	Chevrolet stopped production for civilian for the next four years. Concentrated on wartime equipment
1948	Chevrolet won the La Caracas - the 6,000 miles race
1949	Introduction of the two new "Post war" contrasting styles - the "Fastback" and the "Bustleback"
1950	Introduction of Powerglide -

the first automatic transmission in the low-price field  
 Corvette was introduced at the 1953 Motorama  
 offered for the first time  
 in the new look of the American automobile  
 Introduction of the most prized collector cars ever - the 1957 Bel Air  
 introduced Impala to compete with Cadillac. Instant success with the American public  
 Chevrolet cars are completely restyled for the second year in a row  
 Corvair, the first American production car with all-around independent suspension  
 Debut of Impala SS and the completely restyled of full-size Chevrolet  
 compact Chevy II Nova to the public  
 The new "Vette" sported a modern chassis with independent suspension  
 Malibu series offers sedan, hardtop, wagon and convertible models.  
 size Malibu series ranging from sedan, hardtop, wagon and convertible models  
 of luxurious Caprice model. Chevrolet is first to build more than 3 million cars and trucks in a single year  
 Sales 1967 Chevrolet unveiled Camaro. It proved an instance success and contributed 10% of the Chevrolet 1967  
 Sales 1968 The "New Generation of Cars", the Camaro SS was launched  
 1969 Four-wheel-drive Blazer sport utility vehicle introduced  
 a new industry yearly sales record, selling over three million vehicles  
 size car in automotive history, the Impala number 10 million was sold. Introduction of "light utility vehicles"  
 1973 All-new Monte Carlo won Motor Trend's "Car of the Year" award  
 "Baseball, hot dogs, apple pie and Chevrolet." This advertising campaign reflects Chevrolet's unique position as an  
 American favorite  
 favorite car  
 1979 The 100-millionth Chevrolet is built (1979 Monza)  
 1980 The first front-wheel-drive, Citation, was introduced  
 Camaro. Voted "Car of the Year" by Motor Trends  
 introduced  
 1989 Geo, an import-inspired line of cars and SUVs, introduced  
 1990 Corvette shatters three world records for speed and endurance  
 Introduction of new Caprice Classic LTZ named Motor Trend's "Car of the Year"  
 Camaro celebrates its 25th anniversary  
 1994 "Genuine Chevrolet" embodies the  
 commitment to delivering automobile ownership experience every driver deserves  
 The redesigned Blazer earns Motor Trend's "Truck of the Year" award Chevrolet becomes the first company ever to win  
 Motor Trend's "Truck of the Year" award in two consecutive years  
 introduces the classic Malibu nameplate  
 will carry the Corvette legend into the next millennium  
 newest additions to the Chevrolet family The all-new 1999 Silverado Pickup is introduced, winning Motor Trend's 1999  
 "Truck of the Year" award  
 launches the All-New Chevy Tracker  
 and SSR, for regular production  
 Asian markets. Features the Flex 7 seating system  
 hour Race  
 Anniversary model  
 include the Optra, Aveo and Lumina  
 appearance in the 2004 North American International Auto Show in Detroit.  
 It all began in an experimental workshop in a Detroit garage. It continues today in garages all over the world. William  
 Durant, a successful buggy manufacturer from Flint, Michigan, asked Louis Chevrolet, a well-known racecar driver, to  
 help design a car for introduction to the public. Chevrolet got named after its designer because Durant liked the sound of  
 the name and because Chevrolet was a prominent name in motor sports.

The company was established in 1911, and the bowtie logo first appeared in 1914. Legend maintains that the  
 bowtie shape was inspired by a pattern of wallpaper in a Paris hotel room. William Durant reportedly detached a small  
 piece and kept it in his wallet, waiting for the day he'd put it to use. The bowtie has, since then, become an  
 advertising icon, and is still the marquee of today's Chevrolet. **FIRST CHEVROLET BOWTIE AD.** The  
 earliest Chevrolet Bowtie ad in a newspaper. This "Look for this Nameplate" ad was found in the  
 Washington Post for the October 2, 1913.