

1953



2003





**“THE CHEVROLET CORVETTE:
FIRST OF THE DREAM CARS TO COME TRUE”**

— From a 1953 Corvette advertisement

50 years ago, on a Flint, Michigan, assembly line, a man carefully affixed a circular badge to the nose of a brand-new fiberglass roadster. The badge read simply, “Chevrolet Corvette.” And with that, the whole idea of the American sports car was born. We’re proud — and humbled — to know that since that day in 1953, no other sports car has tugged at the heartstrings like this one has. To everyone who has ever dreamed of owning a Corvette (and who hasn’t?), we tip our sports-car caps, offer up a hearty “Corvette wave,” and dedicate the 50th Anniversary Edition.

The enclosed CD — first ever in a Corvette brochure — provides an in-depth tour of the 2003 Corvette, and the 50-year history of “America’s Own Sports Car.”

MINIMUM SYSTEM REQUIREMENTS

- Windows 95/98/2000 ■ 266 MHz/Pentium II processor ■ 32 MB Ram
- 12x speed CD-ROM drive ■ 16-bit (Thousands) color display ■ At least 800x600 resolution ■ 16-bit sound card ■ QuickTime 3.0 or later (QuickTime 5.0 included on disk)

To experience more of Corvette, place CD into CD-ROM drive. It will start automatically unless your AutoPlay has been disabled. If the CD does not begin on its own, double-click “My Computer” on your desktop followed by “start.exe.”



NOTE: Some vehicles are shown with optional equipment. All content is based on the latest product information available at time of printing and is subject to change without notice. Please see your Chevy dealer for details.

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WITH THIS CAR,
WE HONOR EVERY CORVETTE
THAT HAS COME BEFORE.



Celebrate this moment in history with your own 50th Anniversary Edition Corvette. It's a golden opportunity, in your choice of coupe or convertible body styles. (50th Anniversary Edition availability will be limited.)

50th Anniversary Edition features

- 50th Anniversary Red exterior with special crossed-flags badging
- Unique Shale interior with embroidered head restraints, color-coordinated leather door-pull grips and armrest pads
- Special 50th Anniversary emblems
- Color-coordinated aluminum wheels
- Floor mats with 50th Anniversary logos
- New-for-2003 Magnetic Selective Ride Control

The Silver Anniversary 1978 coupe was the first of the anniversary-edition Corvettes. It's a highly sought-after collector car today.





**THERE'S NEW LUXURY
IN CORVETTE.**

New Magnetic Selective Ride Control with Real Time Damping is standard on the 50th Anniversary Special Edition. Two modes, Sport and Tour, provide a new level of ride and control.



A special Shale convertible top provides a beautiful accent to the 50th Anniversary Red exterior. A glass rear window with an electric defogger is standard.



Shale floor mats with the exclusive 50th Anniversary logo are standard on the Anniversary Edition.



Shown here: The 50th Anniversary Corvette interior. Notice how the dramatic Shale duo-tone has been extended to the door panels and instrument panel. Leather-appointed armrests and grips add to the elegant appearance. Sport bucket seats are a new standard feature in every 2003 coupe and convertible.

The flowing "waterfall" — with its splash of exterior color between the bucket seats — is a colorful mark of distinction on 1953–1962 and 1998–present convertibles.

IN 1953, OUR AM RADIO WAS FUTURISTIC.

A signal-seeking “Wonderbar” AM radio, vinyl bucket-type seating and a tachometer were among the jet-age attributes of the “Motorama Corvette.” Today, “dream-car” technology continues to make Corvette an unforgettable driving experience.



Aircraft-inspired Head-Up Display

The inspiration came directly from fighter aircraft — specifically, the Air Force’s F-15® Eagle. In the Corvette Head-Up Display (HUD) system, all of the following readouts may be projected onto the windshield for driver

convenience: vehicle speed, engine rpm, a performance upshift guide for the six-speed manual transmission, and readings from key gauges. Head-Up Display is standard on Z06 and 50th Anniversary Edition Corvettes; optional on other coupes and convertibles.

Other Technological Marvels

- A multifunction Driver Information Center that informs you of everything from instant/average MPG to oil life remaining.
- An optional power telescopic steering wheel (the manual tilt feature is standard on all Corvettes).
- An optional Memory Package that adjusts the climate control, mirrors, seat, telescopic wheel (if equipped) and radio presets to your preferred settings.
- A standard six-speaker AM/FM stereo with CD player, speed-compensated volume and Bose music system.



Above: 2003 Corvette instrument panel. Some options shown.
Below: The “dual cove” instrument panel of the '65 Corvette Sting Ray.



THE QUICKEST CORVETTE YET.

Zero-to-60 times are under four seconds. Lateral acceleration has been measured at an astonishing 1 g. Top speed has exceeded 170 mph on a test track. No

wonder enthusiasts can't get enough of this radical Corvette. Z06 is the quickest, most agile production Corvette ever. At the heart of it: a 405-hp LS6 V8. The Z06 also

includes a high performance six-speed manual transmission, special suspension with Active Handling and Goodyear Eagle F1 tires. Yes, Z06 is one intense automobile.



Introduced as an option on the 1963 Sting Ray, the first Z06 was a performance legend from day one. A super-rare factory racer (only 199 were built), the Z06 included a fuel-injected 327-cubic-inch V8, special suspension, metallic brake linings and a 36-gallon fuel tank.



Corvette Z06 in Black.



The Z06 features a lightweight titanium exhaust system with chrome exhaust tips.



Working in conjunction with a yaw-rate sensor, lateral accelerometer, other sensors, and the ABS and Traction Control, the standard Active Handling System in Corvette Z06 assists the driver in maintaining control under a variety of driving circumstances.



TO BRING YOU A MODERN-DAY LEGEND, WE WENT TO EXTREMES.

To handle increased torque loads, the Z06 rear axle is strengthened for increased durability. "Shot peening" the ring gear of the axle has made it exceptionally robust.

In keeping with the sporting nature of the Z06, an automatic transmission is not available. The six-speed manual transmission features gear ratios that enhance acceleration.



A sensor designed to help safeguard the transmission from extremely high thermal stresses alerts the driver if a "trans overtemp" condition should ever develop (for example, when participating in sanctioned competitive events).

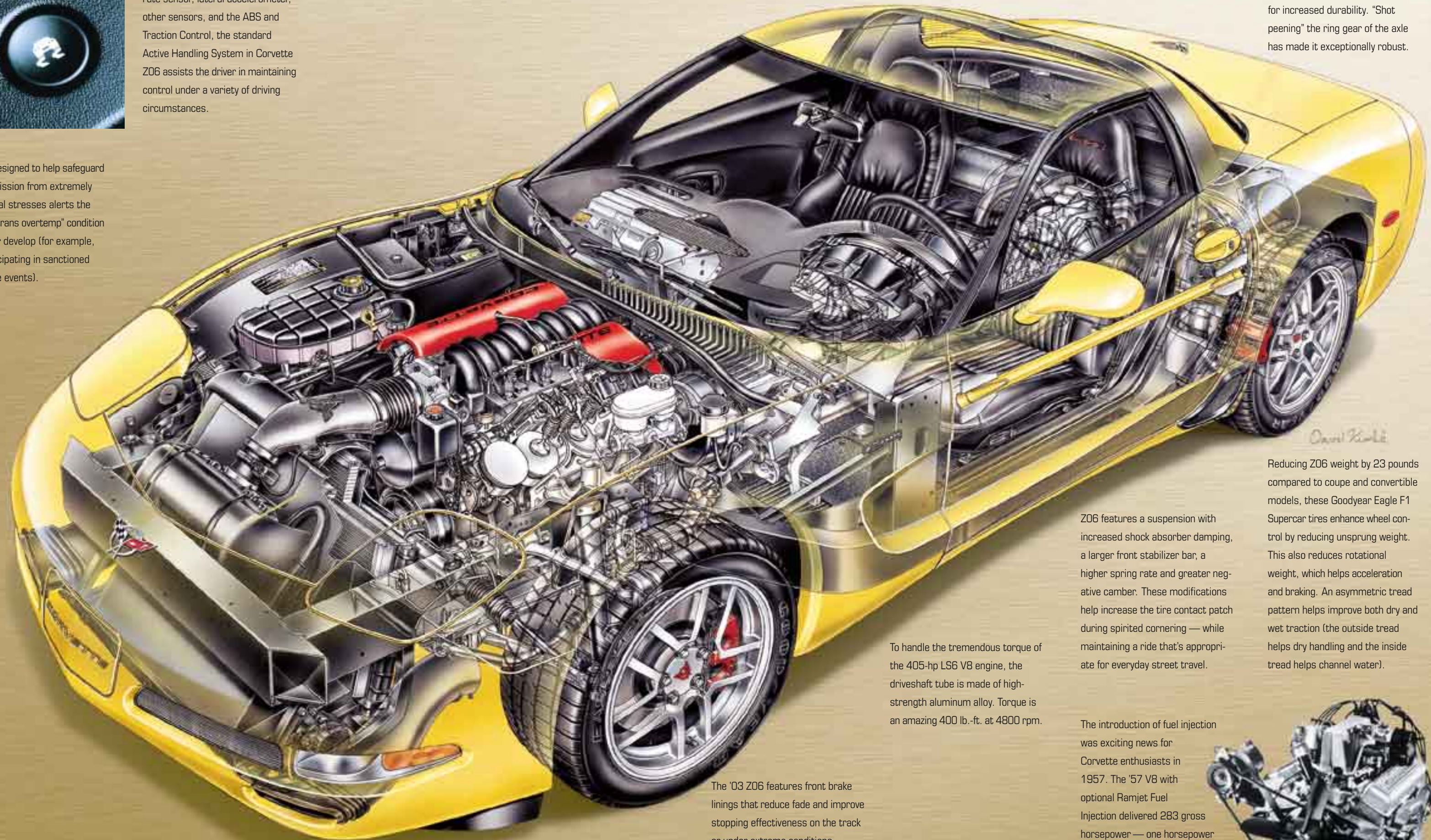


Z06 features functional, race-car-inspired rear cooling ducts that complement the powerful four-wheel disc antilock brake system.

A specific instrument cluster with "speedline" graphics and 6500-rpm redline tachometer is exclusive to Z06. A Head-Up Display (HUD) with readouts for key instrumentation (including speed, engine rpm, and an upshift guide) is standard.



Distinctive front fascia grilles improve airflow to the engine air inlet and add to the purposeful appearance of the Corvette Z06.



David Kiehl

To handle the tremendous torque of the 405-hp LS6 V8 engine, the driveshaft tube is made of high-strength aluminum alloy. Torque is an amazing 400 lb.-ft. at 4800 rpm.

The '03 Z06 features front brake linings that reduce fade and improve stopping effectiveness on the track or under extreme conditions.

Z06 features a suspension with increased shock absorber damping, a larger front stabilizer bar, a higher spring rate and greater negative camber. These modifications help increase the tire contact patch during spirited cornering — while maintaining a ride that's appropriate for everyday street travel.

Reducing Z06 weight by 23 pounds compared to coupe and convertible models, these Goodyear Eagle F1 Supercar tires enhance wheel control by reducing unsprung weight. This also reduces rotational weight, which helps acceleration and braking. An asymmetric tread pattern helps improve both dry and wet traction (the outside tread helps dry handling and the inside tread helps channel water).

The introduction of fuel injection was exciting news for Corvette enthusiasts in 1957. The '57 V8 with optional Ramjet Fuel Injection delivered 283 gross horsepower — one horsepower per cubic inch.





Press reviews, both at home and abroad, have been outstanding. In the J.D. Power and Associates 2002 Initial Quality Study,SM Corvette has been ranked

“Best Premium Sports Car in Initial Quality for two years in a row.”* *Car and Driver* calls Corvette one of America’s “10Best Cars” and the

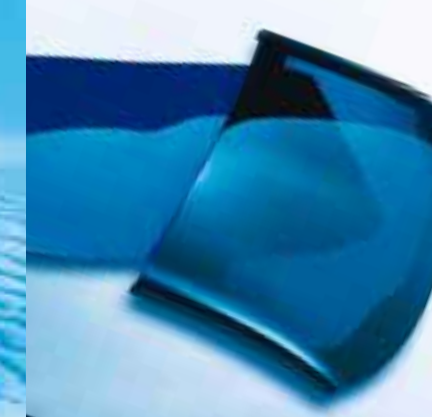
2002 *AutoWeek* America’s Best Reader’s Poll gave it “Best Sports Car” honors. In so many ways, Corvette is *the* gold standard.

Best-in-class trunk space
Corvette coupe has the largest trunk in its class* — with an impressive 24.8 cubic feet of luggage space.

*Based on 2002 competitive information.



Choice of roof panels
A lightweight, one-piece removable roof panel is standard on the Corvette coupe. Latches are easy to use, and no special tools are required to remove the roof panel. You may choose from a standard body-color panel, an optional transparent panel or both.



Convenient top storage
The removable roof panel can be stored securely behind the passenger area.



THE WORLD IS WATCHING CORVETTE.

*The Chevrolet Corvette was the highest ranked premium sports car in the J.D. Power and Associates 2001–2002 Initial Quality Studies.SM 2002 study based on a total of 64,905 consumer responses indicating owner-reported problems during the first 90 days of ownership. www.jdpower.com



The 1968 Corvette introduced the “T-Top” concept — dual removable roof panels — in a production automobile. With the security of a coupe and the open-air fun of a convertible, the “T-Top” was an instant success. A one-piece roof panel made its debut in the ‘84 Corvette.



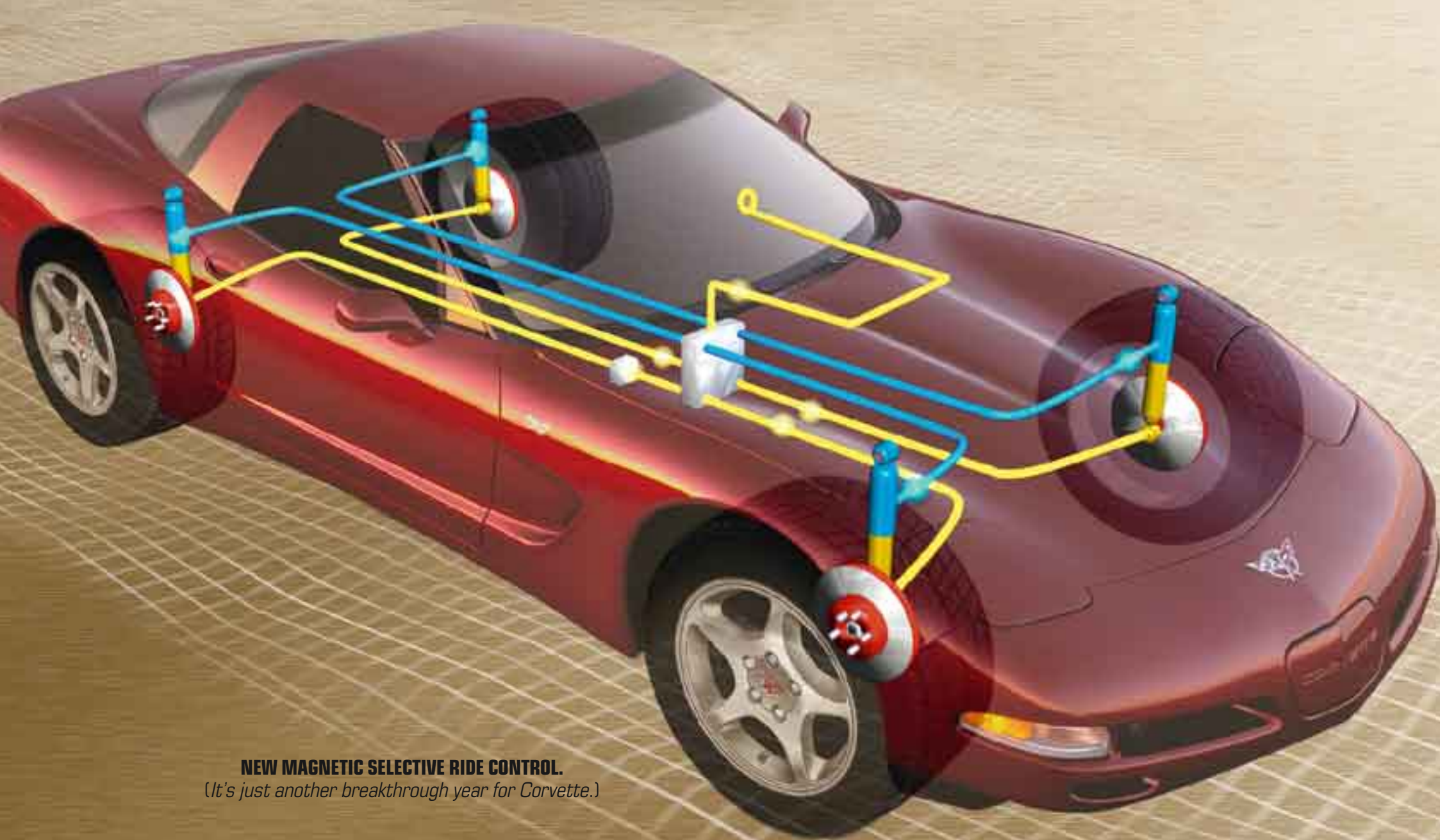
Corvette coupe in Electron Blue Metallic

AS LONG AS THERE ARE ROADS LIKE THIS,
THERE WILL ALWAYS BE A CORVETTE CONVERTIBLE.



A beautiful day, a great road, a
favorite companion and a Corvette.
It was a wonderful combination in
1953 and it still is today.





NEW MAGNETIC SELECTIVE RIDE CONTROL.
(It's just another breakthrough year for Corvette.)

Once again, Corvette advances the art of sports-car handling. New-for-2003 Magnetic Selective Ride Control is an electronically controlled Real Time Damping system that takes Corvette poise and balance to a

dramatic new level. This adjustable ride-control system uses an electromagnetic coil to alter fluid consistency within the shock absorbers to

instantly adjust damping for road surfaces and conditions. With wheel sensors at each wheel adjusting damping force, the electromagnetic sys-

tem responds five times faster than previous mechanical systems. Magnetic Selective Ride Control is driver-adjustable, with two

settings (Tour and Sport). Tour provides a controlled, smooth ride, while Sport lets the driver "feel" the exact contour of the road to a greater degree.



With Magnetic Ride Control



Without Magnetic Ride Control

Magnetic Selective Ride Control is optional on coupe and convertible, standard on 50th Anniversary Edition, not available on Z06.

POISE, BALANCE... AND THE CONFIDENCE OF ACTIVE HANDLING.

Every 2003 Corvette is equipped with Active Handling, an advanced stability control system, as standard equipment.

Active Handling provides nearly seamless operation and low intrusion in enthusiastic driving conditions. The pictures

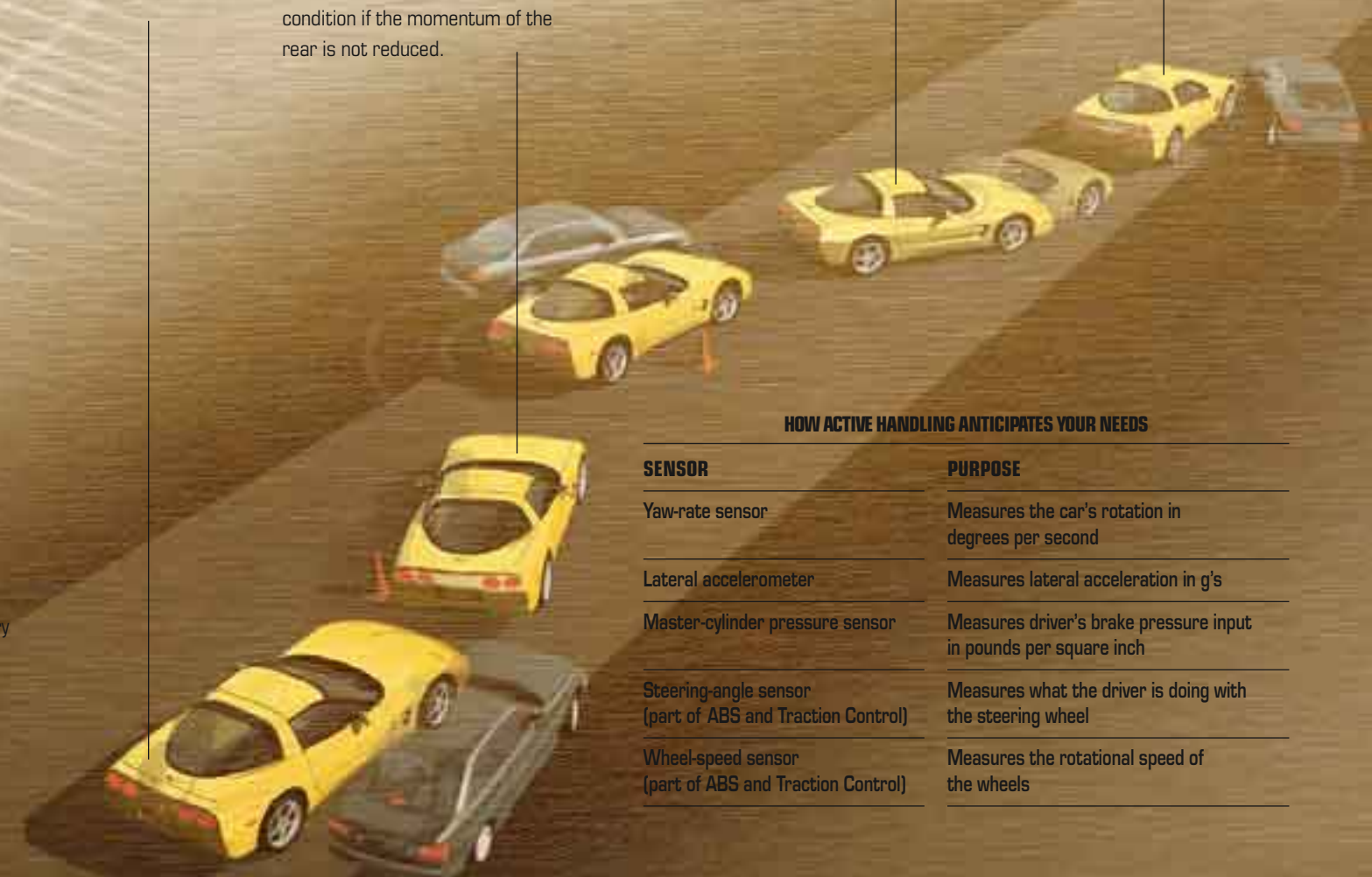
indicate how two cars — one with and one without Active Handling — maneuver around obstacles.

A. An object blocks the lane. So the driver swerves into the left lane, causing the car to assume an understeer condition. To help correct the situation, Active Handling applies the left-rear brake to assist the vehicle in rotating to the left and completing the lane change. The car without Active Handling would require more steering to avoid the object.

B. Now in the left lane, the driver steers the car back to the right to avoid oncoming traffic, causing the rear of the vehicle to swing out to the left (an oversteer condition). The Active Handling System applies the left-front brake to help reduce the oversteer condition and aid in a safe lane change. The car without Active Handling could enter into a severe oversteer condition if the momentum of the rear is not reduced.

C. As the car reenters the right lane, the rear of the car swings like a pendulum in the other direction. Again, an oversteer situation. The car with Active Handling would have the right-front brake applied to help offset the momentum. The car without Active Handling may be in a position to enter a spin if oversteer energy is not reduced.

D. With the oversteer condition corrected, the Corvette with Active Handling continues on the highway in a straight path, having avoided the object in the right lane. The car without Active Handling is now potentially entering a dangerous situation if oversteer energy creates a spin that may carry the car back across the oncoming lane.



HOW ACTIVE HANDLING ANTICIPATES YOUR NEEDS

SENSOR	PURPOSE
Yaw-rate sensor	Measures the car's rotation in degrees per second
Lateral accelerometer	Measures lateral acceleration in g's
Master-cylinder pressure sensor	Measures driver's brake pressure input in pounds per square inch
Steering-angle sensor (part of ABS and Traction Control)	Measures what the driver is doing with the steering wheel
Wheel-speed sensor (part of ABS and Traction Control)	Measures the rotational speed of the wheels

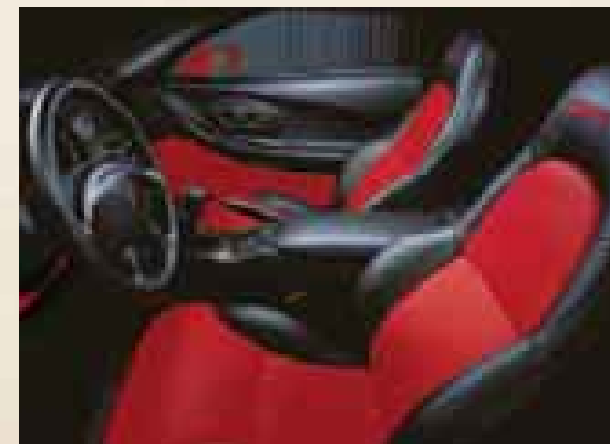
IN THE BEGINNING, WE THOUGHT EVERY CORVETTE SHOULD BE WHITE WITH A RED INTERIOR. WE WERE WRONG.



Torch Red



Quicksilver Metallic



Z06

- Aluminum wheels
- Black leather seating surfaces
- Black/Torch Red leather seating surfaces



Black



50th Anniversary Red
(Available on 50th Anniversary Edition only)



50th Anniversary Edition

- Champagne aluminum wheels
- Shale leather seating surfaces
- Shale convertible top



Millennium Yellow
(Premium tint coat color, additional charge)



Medium Spiral Gray Metallic
(Not available on Z06)



Torch Red leather seating surfaces
(coupe and convertible).



Light Oak leather seating surfaces
(coupe and convertible).



Light Gray leather seating surfaces
(coupe and convertible).



Black leather seating surfaces
(coupe and convertible).



Electron Blue Metallic



Speedway White
(Not available on Z06)



Standard aluminum wheel
(coupe and convertible).



Optional high-polish aluminum wheel
(coupe and convertible).



Optional magnesium wheel
(coupe and convertible).



Black



White



Light Oak

