

# 2012 Marks 95 Years in the Truck Business for Chevrolet

DETROIT – It started with a simple idea – a few car chassis fitted with hand-built beds to help carry materials around a booming car factory. Before long, millions of Chevrolet pickups were woven into the fabric of a fast-growing country.

Chevy trucks tackled the toughest jobs on farms and in the fields, hauled tools and lumber to the burgeoning suburbs and carried families and friends into the wilds for well-earned vacations.

“The legacy that Chevrolet trucks have built over the last 95 years is important to protect,” said Don Johnson, Chevrolet vice president of Sales and Service.

“The best way for us to do that is by delivering the capability and technology our customers have grown to expect, in both our current trucks and in our next generation of full-size pickups.”

Here are some Chevy truck highlights:

- 1918 Four-Ninety Half-Ton – Although there are indications that some Four-Ninety based trucks were built for internal use in 1916, and that a few even earlier chassis may have been converted to ambulances and sent to France in 1914, the first customer chassis appears to have been built in Flint on Nov. 22, 1916, and shipped from the factory on Dec. 2 that year.

Two four-cylinder models marked Chevrolet's formal entry into the truck market for the 1918 model year. Both were cowl chassis units that came from the factory with only frontal sheet metal. It was customary at the time for buyers to obtain a wooden cab and cargo box or panel van body to suit their purposes.

Priced at \$595, the half-ton Light Delivery cowl chassis was essentially a bodyless Chevrolet Four Ninety car equipped with

stronger rear springs. Mounted with a pickup box or panel body, it provided an agile and economical light-delivery truck for small businesses popping up across America in the boom following the First World War.

The second model, a 1-ton capacity 1918 Chevrolet “Model T” (presumably for “Truck”) cost \$1,125 without a body. It was based on the FA-series car, and was built on a truck frame that was

longer and stronger than the half-ton model. A 37-horsepower engine gave the larger truck the power to haul heavier loads at a governor-limited top speed of 25 mph.

- 1930 Chevrolet Pickup – The simple cowl chassis models were replaced in the 1930s by factory-built pickups, which initially came with roadster and closed bodies. Chevrolet bought the Martin-Parry body company in 1930 and quickly began selling

steel-body half-ton pickups complete with a factory-installed bed.

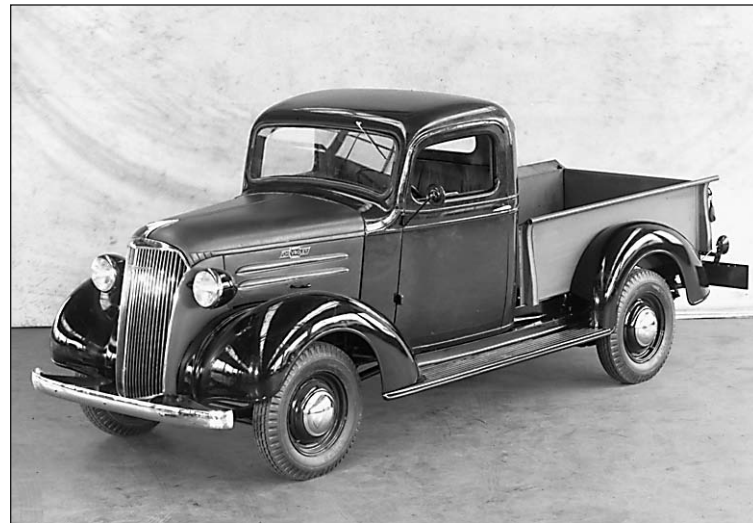
At the heart of these new pickups was a new Chevy inline six-cylinder engine, which soon earned names like “Cast Iron Wonder” and “Stovebolt” for its rugged design. First produced in late 1928, the new engine had a modern overhead-valve design. Inline six-cylinder engines became a mainstay in Chevrolet cars and trucks for decades to come.

By the mid-1930s, half-ton pickups with factory-installed steel boxes had become the lifeblood of the truck market, with brands like Mack, Studebaker, Reo, and International competing with Chevy, GMC, Ford and Dodge.

- 1937 Chevrolet Half-Ton Pickup – In the mid-1930s, as the U.S. economy began to recover from the Great Depression, Chevrolet pushed for leadership in a reviving truck market.



1961 Chevrolet Corvair Ramp-side truck



1937 Chevrolet half-ton pickup truck

## Oakland Community College Foundation Board Grows to 16 Members

BLOOMFIELD HILLS – Four new members were elected to three-year terms on the Oakland Community College Foundation Board of Directors at the organization's September meeting. The new directors are:

- Richard Berkfield, President of Berkfield & Co Ltd, a property and casualty insurance company based in Waterford. Mr. Berkfield earned his bachelor's degree in business and an MBA from the University of Detroit Mercy.

- Antoine Joubert, OCC Basket-

ball Coach and owner/proprietor of The Judges' Court, a youth basketball organization in Farmington. Mr. Joubert was a member of the University of Michigan Basketball Team (1983-87) and went on to play professionally with the Detroit Pistons.

- Maureen Donahue Krauss, Vice President of Economic Development, Business Attraction, for the Detroit Regional Chamber. Ms. Krauss served as President of the Michigan Economic Developers Association in 2003. She was

Deputy Director of Oakland County's Department of Economic Development and Community Affairs, 2005-09, and Director, 2009-11.

- Marc Strandquist, CEO of Dokka Fasteners. Mr. Strandquist has been employed in the fastener industry for over 25 years. He currently oversees three hot forming companies in the Würth Group, Dokka Fasteners AS in Norway, Dokka Fasteners, Inc., in Auburn Hills, and Cardinal Fastener in Cleveland, Ohio.

Cynthia Tanner, Director of the

OCC Foundation, OCC Chancellor Timothy R. Meyer, and Sharon Miller, Vice Chancellor of External Affairs serve as ex-officio members of the board.

The new members bring the number of directors on the OCC Foundation Board to a total of 16. The Foundation continues its endeavors to support the overall educational goals of OCC.

Oakland Community College is among the five educational institutions within the city limits of Auburn Hills.

# Chrysler SEMA Cars Are In, With an Aggressive Attitude

AUBURN HILLS – The automotive aftermarket is not an afterthought at the Chrysler Group.

Last week, the company released sketches of select Moparized vehicles that are headed for the Specialty Equipment Market Association (SEMA) show in Las Vegas. The show takes place Oct. 30 through Nov. 2 at the Las Vegas Convention Center.

“At Mopar, we always look forward to the SEMA season,” said Pietro Gorlier, President and CEO of Mopar, Chrysler Group LLC's service, parts and customer-care brand. “The show is an opportunity for us to inspire owners to customize their vehicles, and it's the perfect place to showcase our vast portfolio of quality-tested performance parts and accessories.”

The company will display more than 20 Moparized Chrysler, Jeep, Dodge, Ram, Fiat and SRT vehicles at the show.

Chrysler has placed heavy emphasis on developing a concept fleet of cars for the Jeep / Moab off-road event every April, followed by the SEMA car fleet every fall, usually the first weekend in November.

Also note that this year marks

the 75th anniversary of the Mopar brand.

Over the decades, Mopar has introduced numerous industry-first features including:

Vehicle-information apps: first to introduce smartphone vehicle-information applications, a new channel of communication with consumers;

Electronic owner manuals: first to introduce traditional owner manuals in a DVD and brief user-guide format and first to offer complete vehicle-information kits in Spanish;

Wi-Fi: first to offer customers the ability to make their vehicle a wireless hot spot;

Wireless charging: first to introduce in-vehicle wireless charging for portable devices  
Electronic Vehicle Tracking System (EVTS): first to market with a new interactive vehicle tracking device that sends owner a text when vehicle is driven too fast or too far based on pre-set parameters;

2011 Mopar Challenger Drag Pak: first to introduce a 500-plus cubic-inch V-10 drag-race package car

Brand-specific customer care telephone lines: first to offer Sunday service hours for customers

WiTECH: first to support vehicle diagnosis and software updates leveraging off-the-shelf personal computers and a dedicated wireless tool network.

Mopar is Chrysler Group LLC's service, parts and customer-care brand and distributes 280,000 parts and accessories. With the creation of the Chrysler Group and Fiat SpA partnership, Mopar is extending its global reach, integrating service, parts and customer-care operations in order to enhance dealer and customer support worldwide. Combined with Fiat SpA, Mopar's global portfolio includes more than 500,000 parts and accessories

that are distributed in more than 120 countries.

Mopar is the source for all genuine parts and accessories for Chrysler Group and Fiat SpA brands.

What's more, Mopar parts are unique in that they are engineered with the same teams that create factory-authorized vehicle specifications for Chrysler Group and Fiat SpA vehicles – a direct connection that no other aftermarket parts company can provide. A complete list of Mopar accessories and performance parts is available at [www.mopar.com](http://www.mopar.com).

As far as its history goes, Mopar (a simple contraction of

the words MOtor and PARTs) was trademarked for antifreeze product in 1937. The Mopar brand made its mark in the 1960s – the muscle-car era.

The Chrysler Corporation built race-ready Dodge and Plymouth “package cars” equipped with special high-performance parts.

Mopar carried a line of “special parts” for super-stock drag racers and developed its racing parts division called Mopar Performance Parts to enhance speed and handling for both road and racing use.

The brand has expanded to include technical service and customer support.



Mopar front grille.



Mopar Jeep.



Mopar / Fiat taillamp with attitude.



Mopar concept.