

Chevy SS Captures Its Debut Race; Jimmie Johnson Wins at Daytona

The 2014 Chevrolet SS had an auspicious public introduction last week when the car first earned five of the top six starting positions at the Daytona 500, then won the race.

Driving the No. 48 Lowe's Chevrolet SS, five-time series champion Jimmie Johnson took the checkered flag at the 55th running of the race at Daytona International Speedway.

It also marked the first victory for the recently-introduced 2014 Chevrolet SS, which made its NASCAR Sprint Cup Series debut.

The Chevy SS production sedan will be available in Chevrolet showrooms in the fourth quarter of 2013.

"I'm very happy to win the first Gen-6 race in the Gen-6 car for Chevrolet in their SS," said Johnson, who led 16 laps and took the

lead for good shortly after the final restart. "Awesome day."

Johnson, who also won the Daytona 500 back in 2006, now has 61 victories in 400 career starts.

"Congratulations to Jimmie Johnson, (crew chief) Chad Knaus and (team owner) Rick Hendrick on their victory in The Great American Race," said Jim Campbell, Chevrolet vice president of Performance Vehicles and Motorsports.

"And for the Chevrolet SS to win its first points race is incredible. This is a culmination of a tremendous effort by our engineers, owners, drivers, crew chiefs and teams who worked together to develop the Chevrolet SS race car. So much hard work went into preparing the Chevrolet SS for competition in the Sprint Cup series.

"We waited a long time for this



Jimmie Johnson drove the #48 Lowe's Chevrolet SS to victory at the Feb. 24 Daytona 500 Sprint Cup race.

race, and the performance of the No. 48 team made that wait worthwhile."

It was the seventh Daytona 500 victory for Hendrick. Johnson finished 0.129 seconds ahead of teammate Dale Earnhardt Jr. (No. 88 National Guard Chevrolet SS).

It's the third time in the last four years that Earnhardt Jr. has been

the Daytona 500 runner-up. Ryan Newman (fifth, No. 39 Quicken Loans Chevrolet SS), Regan Smith (seventh, No. 51 Phoenix Construction Chevrolet) and pole-sitter Danica Patrick (eighth, No. 10 GoDaddy Chevrolet SS) also finished in the top 10 for Team Chevy.

Chevrolet now has 22 Daytona 500 victories, more than any other

manufacturer. A Team Chevy driver has won seven of the last 11 NASCAR Sprint Cup Series openers at the 2.5-mile track.

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Chrysler Heads Back to Its Past For Muscle Car Paint Colors

In response to requests from the public for more high-impact heritage paint hues, Chrysler has unlocked from the Dodge archive, the iconic Plum Crazy and HEMI Orange paint codes.

The 2013 Dodge Challenger R/T and track-ready Challenger SRT8 392 models deliver exactly what modern muscle car enthusiasts want. And now with the addition of Plum Crazy and HEMI Orange high-impact paint, some of the very best heritage hues will help make the Spring of 2013 that much brighter on American roadways and raceways.

The Dodge Challenger R/T Classic and Challenger SRT8 models in historic Plum Crazy arrive at Dodge dealerships nationwide this spring.

Owners of the 2013 Dodge Challenger SRT8 392 in Plum Crazy or HEMI Orange will receive one day of professional driving instruction as part of the SRT Track Experience, designed to maximize their driving knowledge and skills on the street or track. Sessions are held throughout the year at selected tracks.

In addition, head-turning HEMI Orange paint follows Plum Crazy in May and will be available on 2013 Dodge Challenger R/T, R/T Plus and R/T Classic models, as well as the Challenger SRT8 392.

Full-length dual center stripes are also available with the limited-edition Plum Crazy or HEMI Orange Dodge Challenger SRT8 392.

For a from-the-factory customized look, three SRT-specific stripe colors are available, including Black, Silver and Medium Metallic Gray, all finished in high-gloss.

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