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## Chevy Marks 100 Years with Fans, Owners and Communities

- **Begins 100-day countdown to November 3 birthday with launch of Centennial Experience at [Chevy100.com](http://Chevy100.com)**
- **Fans can vote for their favorite Chevy of all times**
- **Local Centennial events and activities to engage owners and fans worldwide**

**DETROIT** – Chevrolet will celebrate the countdown to its 100<sup>th</sup> birthday on November 3 by encouraging its customers and fans to tell their Chevy stories, vote for their favorite Chevrolet cars and trucks, and take the birthday party to their communities with the help of Chevrolet and its dealers.

“Chevrolet has sold more than 200 million cars and trucks around the world, and Chevys have touched the lives of countless owners, families, and fans,” said Chris Perry, vice president, global Chevrolet marketing and strategy. “It is fitting that we mark our Centennial by recognizing these connections and celebrating Chevrolet’s role in peoples’ lives.”

In the United States, Chevrolet today kicks off the 100-day countdown to its 100<sup>th</sup> birthday with the launch of the Centennial Experience at [Chevy100.com](http://Chevy100.com) that will:

- Help fans to pick their favorite Chevrolet of all time from a list of 16 iconic vehicles, starting with the 1912 Chevrolet Six that helped launch the company, and concluding with the revolutionary 2011 [Chevrolet Volt](#) extended-range electric vehicle;
- Encourage fans to share stories and photos about the roles that Chevrolets have played in their lives via social media channels such as the [Chevrolet Facebook](#) page.
- Direct fans to Centennial activities in their communities via a Facebook calendar listing Chevrolet events;
- Share a vision for the future of Chevrolet.

As part of a strategy to support local Chevrolet celebrations, Chevy is sponsoring the [Woodward Dream Cruise](#) on August 20. This grassroots event, which takes place on Detroit’s legendary Woodward Avenue, draws 1.5 million fans from around the world and some 50,000 muscle cars, hot rods, and other performance vehicles, making the Dream Cruise the largest one-day automotive event in the world.

In preparation for the Dream Cruise, Ed Welburn, vice president, GM global design, and members of the Chevrolet team will participate in the annual UAW-GM Car Show today at General Motors’ Technical Center in Warren, Mich. They will select 20 classic Chevrolets owned by GM employees to take part in Chevrolet Dream Cruise activities.

During the Centennial period, Chevrolet will continue to showcase its future with important U.S. product launches, including the nationwide rollout of the [Volt](#) extended-range electric vehicle, the U.S. launch of the [Sonic](#) small car, and media previews for the next generation [Malibu](#). Chevrolet also expects to make several announcements regarding future products.

Also as part of the Centennial, Chevrolet is partnering with the American Cancer Society® to help support [Making Strides Against Breast Cancer](#) walking events. Together with its employees, dealers, union partners, and suppliers, Chevrolet will support the group's efforts to save lives by helping people stay well, helping people get well, by finding cures and fighting back against breast cancer.

Music has played an integral part in Chevrolet's history, so for the Chevy Centennial, internet radio service [Pandora](#) has created a dedicated Chevrolet station playing the Top 100 songs that mention the brand. A few hits include "American Pie" by Don McLean, "Crocodile Rock" by Elton John, "Little Red Corvette" by Prince, and "Tim McGraw" by Taylor Swift. The station is accessible at [pandora.com/chevy100](http://pandora.com/chevy100).

In countries outside the United States, Chevrolet will support Centennial events that celebrate the unique connections owners and fans have with the brand. For example, on June 19, Chevrolet Europe participated in a [rally](#) that drew some 1,200 Chevrolets of all eras to La Chaux-de-Fonds, Switzerland, to commemorate the birth of Louis Chevrolet there.

As the countdown toward the Centennial progresses, Chevrolet will make additional announcements about Centennial events, and provide new material about Chevy's 100-year history and its current and future products and technologies. For additional information, please visit [Chevy100.com](http://Chevy100.com).

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**Editor's note:** For additional Centennial-related media materials, please visit the Centennial pages on the Chevrolet media site, [media.chevrolet.com](http://media.chevrolet.com).

**Additional links:**

[Chevrolet Centennial media site](#)

[Chevrolet Europe Centennial media site](#)

[Chevrolet Centennial Collection merchandise](#)

**About Chevrolet**

Founded in Detroit in 1911, Chevrolet celebrates its centennial as a global automotive brand with annual sales of about 4.25 million vehicles in more than 120 countries. Chevrolet provides consumers with fuel-efficient, safe and reliable vehicles that deliver high quality, expressive design, spirited performance and value. The Chevrolet portfolio includes iconic performance cars such as Corvette and Camaro; dependable, long-lasting pickups and SUVs such as Silverado and Suburban; and award-winning passenger cars and crossovers such as Spark, Cruze, Malibu, Equinox and Traverse. Chevrolet also offers "gas-friendly to gas-free" solutions including Cruze Eco and Volt. Cruze Eco offers 42 mpg highway while Volt offers 35 miles of electric, gasoline-free driving and an additional 344 miles of extended range. Most new Chevrolet models offer OnStar safety, security and convenience technologies including OnStar Hands-Free Calling, Automatic Crash Response and Stolen Vehicle Slowdown. More information regarding Chevrolet models can be found at [www.chevrolet.com](http://www.chevrolet.com)

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