

Chevy at the show

A special team works a year in advance to ready display

Chevrolet — America's best selling cars — will be among those displayed at the auto show. The division's exhibit will be the product of nearly a year's planning.

Robert Lund, Chevrolet general manager and General Motors vice president, said Chevrolet's display will give visitors a unique look at current model Chevrolets along with some special exhibits of "idea" cars and cutaway displays which

show the working parts of a new car's engine.

Special Chevrolet features in this year's display will include:

- The Caprice cutaway, giving viewers a unique look at the inner workings of a 1979 Chevrolet.

- An illusionist who will levitate a Chevrolet LUV truck.

- "The Amazing Koldon," an escape artist who performs upside down in mid-air from a boom.

- An impersonator of W. C. Fields.

"Auto shows are a key barometer for new model sales in every section of the country," Lund said.

Lund said Chevrolet dealers had completed their best model year in history during 1978 and were poised for record 1979 model year sales approaching four million new cars and trucks.

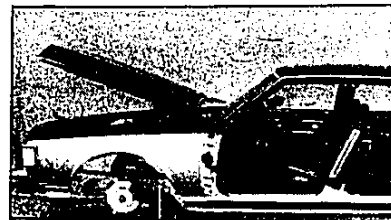
Actually more work goes into these exhibits than most people realize. At

Chevrolet, for example, the creative services department puts show business into a working relationship with the divisions sales efforts.

In putting a show together, the people at the division's creative services department become involved in Chevrolet's marketing plans years in advance. Once the marketing strategy has been determined for a new model year, industrial designers and model makers at creative services begin their work to build a detailed scale model.

Every property in the set is built exactly to scale — model cars are set at just the precise angle, lights are put into position with the correct intensity, carpeting samples are laid out for accent, and cutaway models are positioned to spotlight certain areas of the exhibit.

This creative services department worker is getting ready part of the Chevrolet display for the 1979 Detroit Auto Show, running from Jan. 13-21.



This 1979 Caprice Classic will be part of Chevrolet's exhibit at Cobo Hall from Jan. 13-21. Exhibits like this cutaway gives Auto Show visitors a special look at how car bodies, engines and components all fit together for the final product.

The concept for the show is then reviewed and as many as two or three different scale models may be built if the different approaches appear to have potential.

Once approval is given, a final design with detailed drawings of all the properties is completed and the show schedule is set. The engineering group then makes up special show drawings for the featured exhibits such as vehicle engines, cutaway cars, idea cars and other showpieces. Detailed floor plans and

electrical layouts also are drawn. In some cases, ceiling plans have to be drawn to work out lighting effects. Even the flower and plant arrangements are specified.

Occasionally displays call for some unusual props. Past Chevrolet shows have used burros and trained seals. One year even included a flock of sheep and a trained collie to tend the flock.

But all that glitters is not special exhibits. The real stars of the show are the new models.



"YOUR ECONOMY CAR CENTER"

When you compare

RABBIT

with the
"look alikes,"
do it in the

SNOW

Drive a Rabbit on ice and snow, and the sure-footed traction and superior directional control tell you you're not behind the wheel of one of the "copy cars".

Front wheel drive puts the engine weight right over the drive wheels. Coupled with a low and forward-placed center of gravity, this means excellent directional control to help you cope with treacherous highways.

Come in and test drive a Rabbit. It's one car you'll appreciate most when the weather's at its worst.

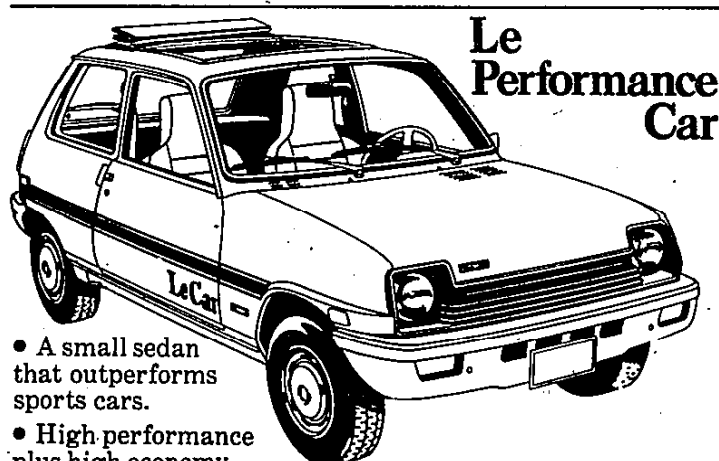


VW Rabbit.
Great driving,
weather or not.



FALVEY AUTOS
1821 MAPLELAWN
643-6900

—IN THE TROY



**Le
Performance
Car**

- A small sedan that outperforms sports cars.
- High performance plus high economy.
- A new standard in small car ride.

FROM
\$3895 P.O.E.

Le Car by Renault

FALVEY MOTORS
1815 MAPLELAWN
643-7870

MOTOR MALL