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Corvette Bridge Returns to Road America

Chevrolet Celebrates Homecoming in the Heartland with Ceremony at Landmark Overpass

ELKHART LAKE, Aug. 21, 2011 – Great tracks are known by great landmarks. The Dunlop Bridge at Le Mans, Eau Rouge at Spa-Francorchamps, the Pagoda at Indianapolis Motor Speedway instantly identify these celebrated circuits. For generations of road racing fans, the Corvette Bridge was the symbol of Road America – and now it's back.

Standing like a sentinel at the approach to Turn 6, the Corvette Bridge has witnessed amazing feats by drivers and machines since it first carried the Corvette logo in 1963. Over the years, the Corvette branding has reflected changes in graphic design and marketing objectives. Now after a hiatus of 16 years, the Bridge is back.

Representatives of Chevrolet and Road America celebrated Chevy's homecoming today as part of the Corvette World Tribute, a high-horsepower salute to Chevrolet's 100th anniversary and Corvette's racing heritage. Accompanied by historic race cars and legendary Corvette personalities, the bridge was re-dedicated in a star-spangled ceremony between races.

"The relationship between Chevrolet and Road America runs deep," said Russ Clark, Chevrolet Product Marketing Director, Midsize/Performance Cars and GM Racing. "As we celebrate Chevrolet's 100th birthday, it's fitting that two icons of American racing, Chevrolet and Road America, join forces. Road America is known as 'America's National Park of Speed,' and Corvette is America's iconic sports car. We're very proud to celebrate our mutual heritage here in the heartland of America.

"The cars and drivers participating in the Corvette World Tribute have written volumes in Corvette's racing history," he added. "Today we celebrate our past and look forward to Corvette's future success at Road America and around the world."

Chevrolet's multifaceted marketing partnership with Road America includes an Official Vehicle program and activities during the track's numerous events, including the American Le Mans Series, NASCAR Nationwide

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Series, GRAND-AM Rolex Sports Car Series, AMA Superbike, SCCA June Sprints and National Championship Runoffs, and historic car and motorcycle races.

"We're honored that Road America has played a key role in Corvette's racing heritage from the track's opening in 1955 to today," said George Bruggenthies, Road America president and general manager. "We're excited to celebrate and renew this longstanding association with Chevrolet. To commemorate this event, we are rededicating the Corvette Bridge, a signature landmark for our fans at the track and our worldwide TV audience."

The Corvette World Tribute also featured a charity auction organized by Dan Binks, crew chief of the No. 3 Compuware Corvette C6.R, to benefit Camp Anokijig ("We Serve") in nearby Plymouth, Wis. The auction of Corvette Racing memorabilia raised more than \$52,000 for the camp, which is open to boys and girls ages 7-16.

"My family has supported Camp Anokijig for decades," Binks said. "We truly appreciate the generosity of Corvette Racing's fans and friends. Their contributions ensure that the camp will continue its programs that encourage positive values, personal growth, great adventures, and outrageous fun."