



2024 Chevrolet Corvette Academy Presentations and Resources





Presentations and Resources

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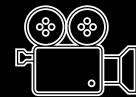


2024 Chevrolet Corvette Academy
Welcome!



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Lacoda Przilas

Product Trainer – Southeast Region

Agenda

- Awards and Racing
- General Housekeeping
- Meet the Trainers
- Modules and Track Drives
- A Look at the Day Ahead

2024 Chevrolet Corvette Academy

Awards and Racing

2023 *Road & Track* – Performance Car of the Year

2020 MotorTrend Car of the Year

2024 Chevrolet Corvette/E-Ray – Car and Driver

10 Best

2024 Chevrolet Corvette – Consumer Reports

Recommended and Ranked Most Satisfied

Customers

2022, 2023, 2024 JD Power Quality & Reliability –

Best in Segment beating Porsche

2022 JD Power Platinum Award –

Best Rated Vehicle in All Classes



2024 Chevrolet Corvette Academy
Awards and Racing

Corvette Racing Wins the
24 Hours of Le Mans and
Claims the 2023 FIA WEC
GTE Am Championship



Safety First



Do not cross the track!

Be aware of your surroundings at all times, wherever you are.

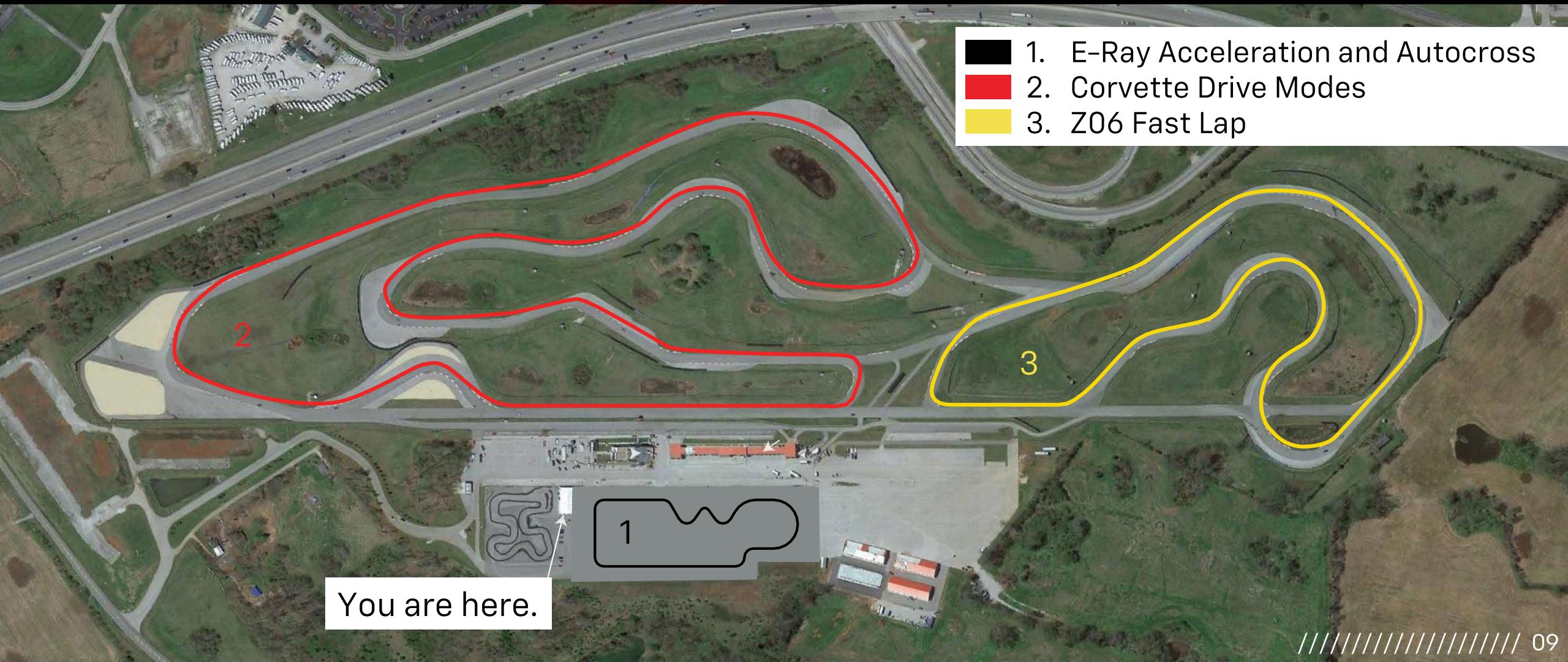
Please be mindful of your peers and keep side conversations to a minimum.

No food or drinks are allowed in any of the vehicles.

Keep your phone "Off" or in "Airplane Mode" during all modules.

There will be time in between modules to check messages and make calls.

Track Layouts



- 1. E-Ray Acceleration and Autocross
- 2. Corvette Drive Modes
- 3. Z06 Fast Lap

You are here.

Meet the Trainers



Raul Alvarez – Southeast Region/Delivering the Experience

Drew Pellett – South Central Region/Corvette Story

Todd Gearheart – South Central Region/Models and Powertrain

Graham Morrison – North Central Region/Acceleration and Autocross

Duncan Holden – Western Region/Corvette Drive Modes

James Miller – Southeast Region/Z06 Fast Lap

2024 Chevrolet Corvette Academy

Module 1: Corvette Story



History

Architecture

Ride and Handling

Personalization



Module 2: Delivering the Experience

Demonstration and discussion on an elevated pre-delivery, delivery and post-delivery



Module 3: Models and Powertrain



Showcasing all 3 models and the powertrain components that allow Corvette to soar



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Track Drive 1: E-Ray Acceleration and Autocross



An interactive drive highlighting what makes E-Ray so unique



2024 Chevrolet Corvette Academy

Track Drive 2: Corvette Drive Modes



Navigation through all Corvette's
drive modes and functionality



2024 Chevrolet Corvette Academy

Track Drive 3: Z06 Fast Lap

Experience the exhilarating
power of the fastest production
Corvette ever produced



Color Groups Based on Modules



Module 1: Corvette Story

Module 2: Delivering the Experience

Module 3: Models and Powertrains

Track Drive 1: E-Ray Acceleration and Autocross

Track Drive 2: Corvette Drive Modes

Track Drive 3: Z06 Fast Lap



2024 Chevrolet Corvette Academy
Have Fun!



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2024 Chevrolet Corvette Academy

Welcome Back!



019

2024 Chevrolet Corvette Academy

Today's Summary

Corvette Modules

Corvette Story

Delivering the Experience

Models and Powertrain



Today's Summary

Corvette Track Drives

E-Ray Acceleration and Autocross

Corvette Drive Modes

Z06 Fast Lap



Today's Summary

Don't Forget

Merchandise

Continue your learning journey

Tell your friends



Today's Summary



Questions and Next Steps

What information will you share with your peers about your experience here today?

How will you elevate your Corvette customers experience with their delivery and your dealership?



2024 Chevrolet Corvette Academy

Thank You!

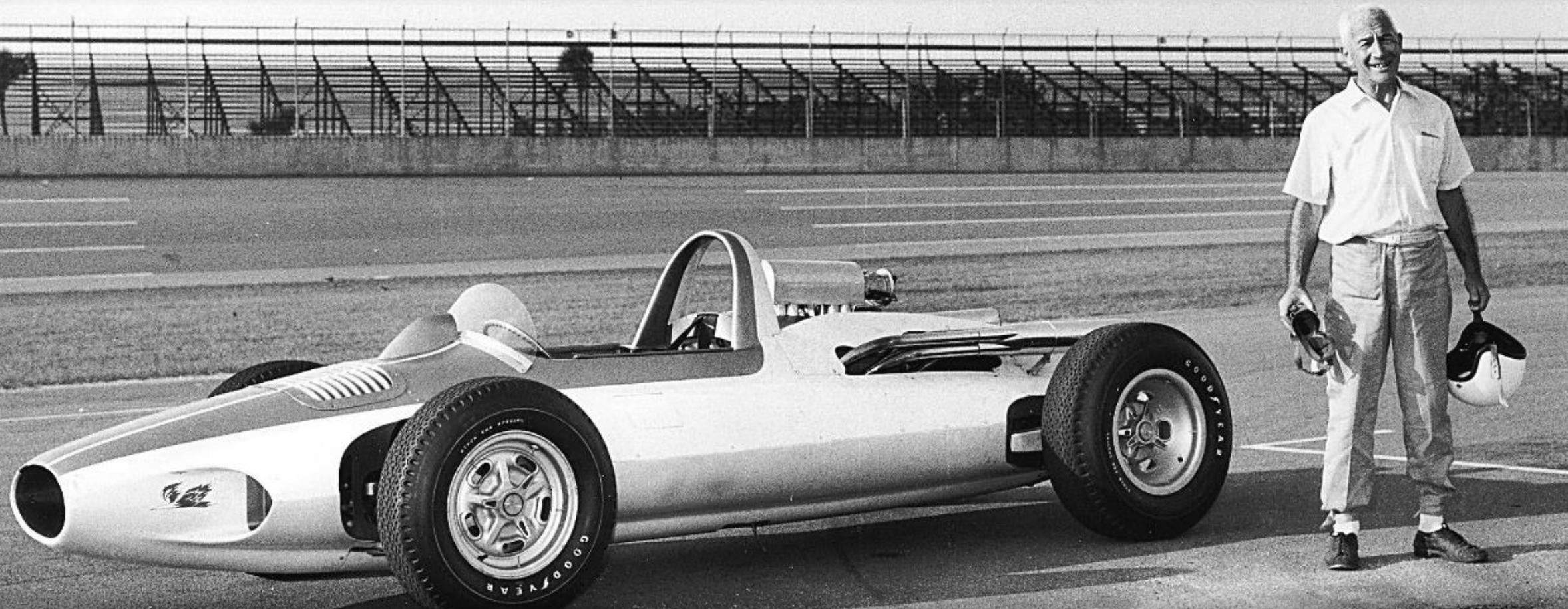
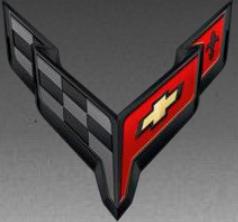


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Corvette Story

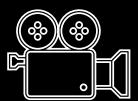


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Pre-production model with available features shown throughout. Actual production model may vary.



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Drew Pellett

Product Trainer – South Central Region

Agenda

- History
- Architecture
- Ride and Handling
- Personalization
- Summary

2024 Chevrolet Corvette Academy History

When did you
fall in love?



History



Zora Arkus-Duntov

- “Father of Corvette”



History



Zora Arkus-Duntov

- Innovation beyond his years
- CERV I – 1960
- CERV II – 1964
- CERV III - 1990



History



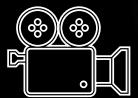
Zora Arkus-Duntov

- A true pioneer



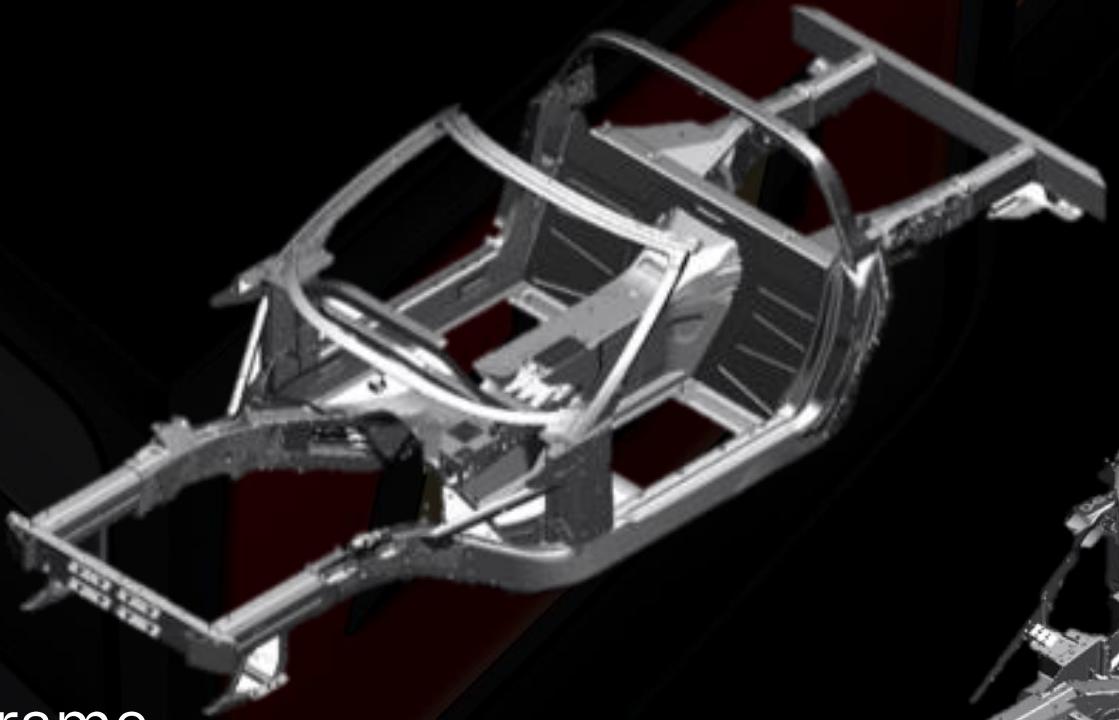


Pre-production model with available features shown throughout. Actual production model may vary.

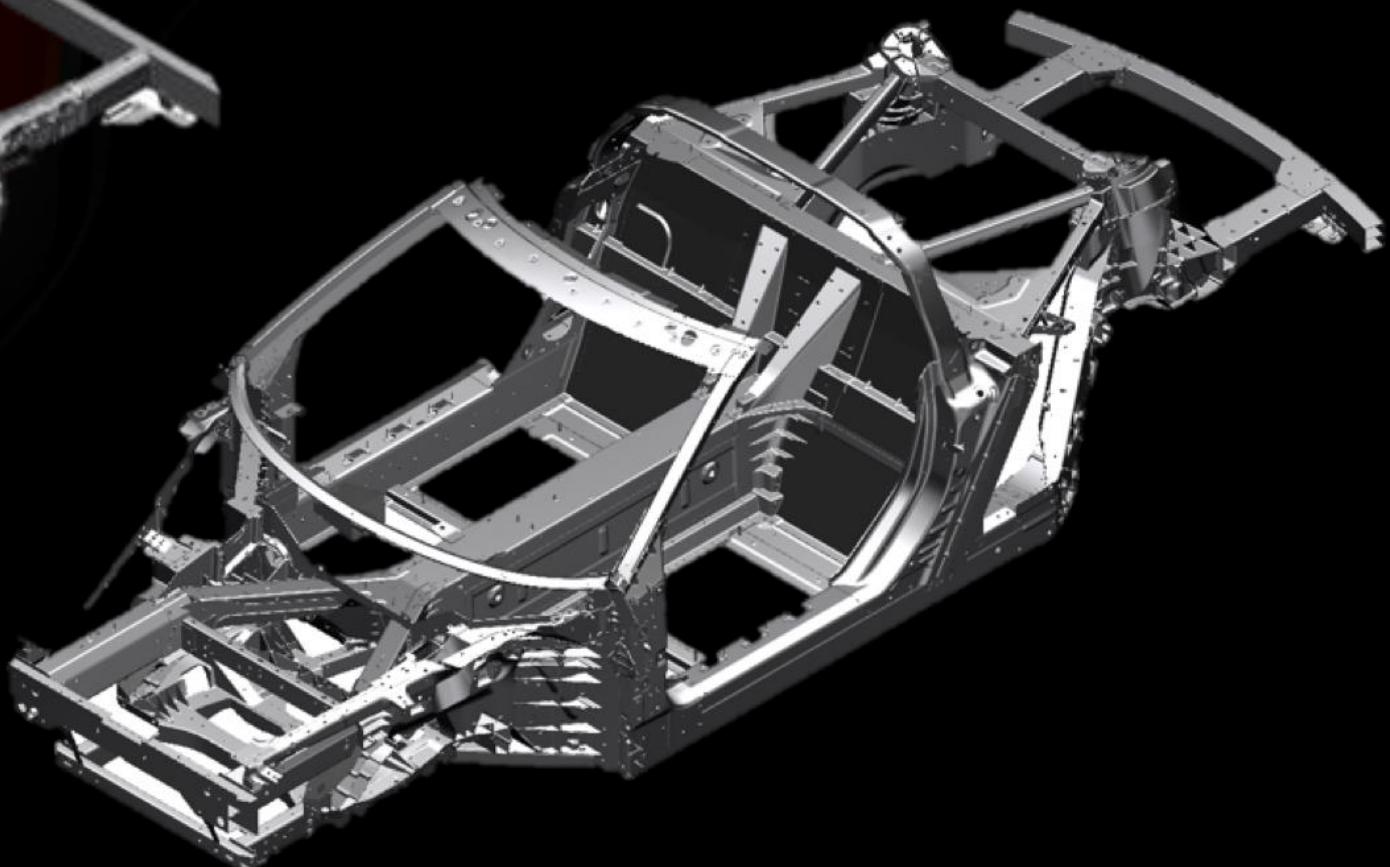


2024 Chevrolet Corvette Academy

Architecture



C7 Frame



C8 Frame

Architecture

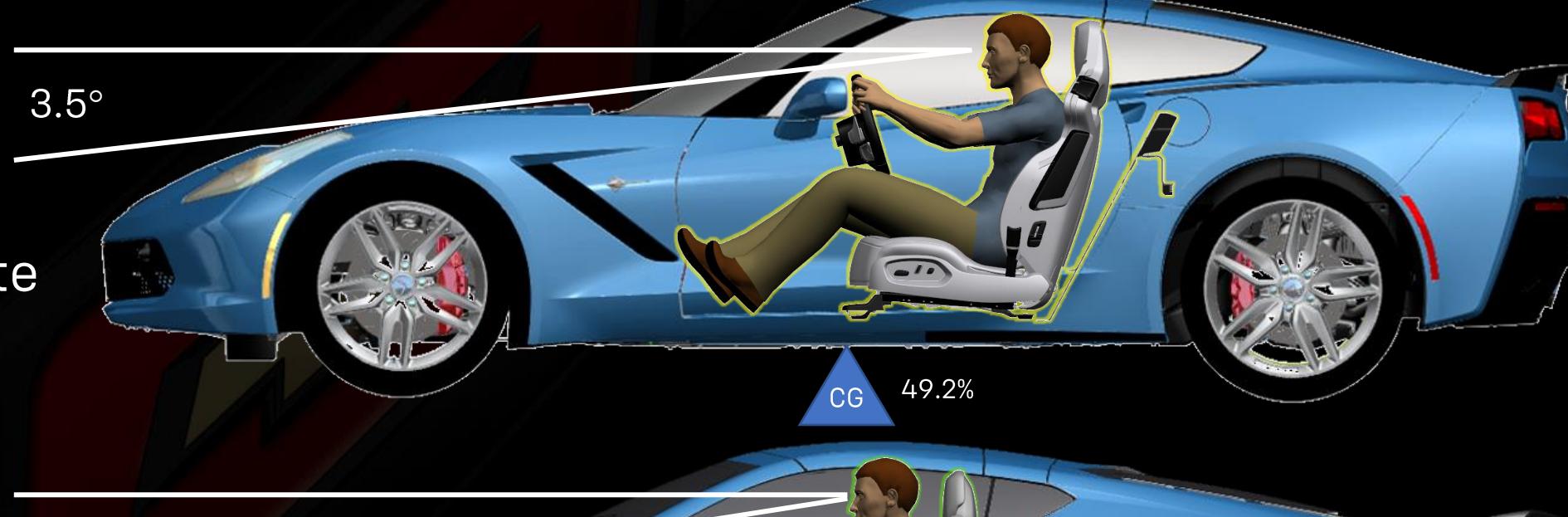


- Tunnel-dominant structure
- Four beams for added safety
- Digital vehicle architecture

Architecture



C7 Corvette



C8 Corvette



Architecture



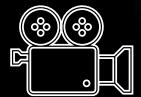
Putting It All Together

- Transformative leap
- Meticulously engineered
- Iconic American racing machine





Pre-production model with available features shown throughout. Actual production model may vary.



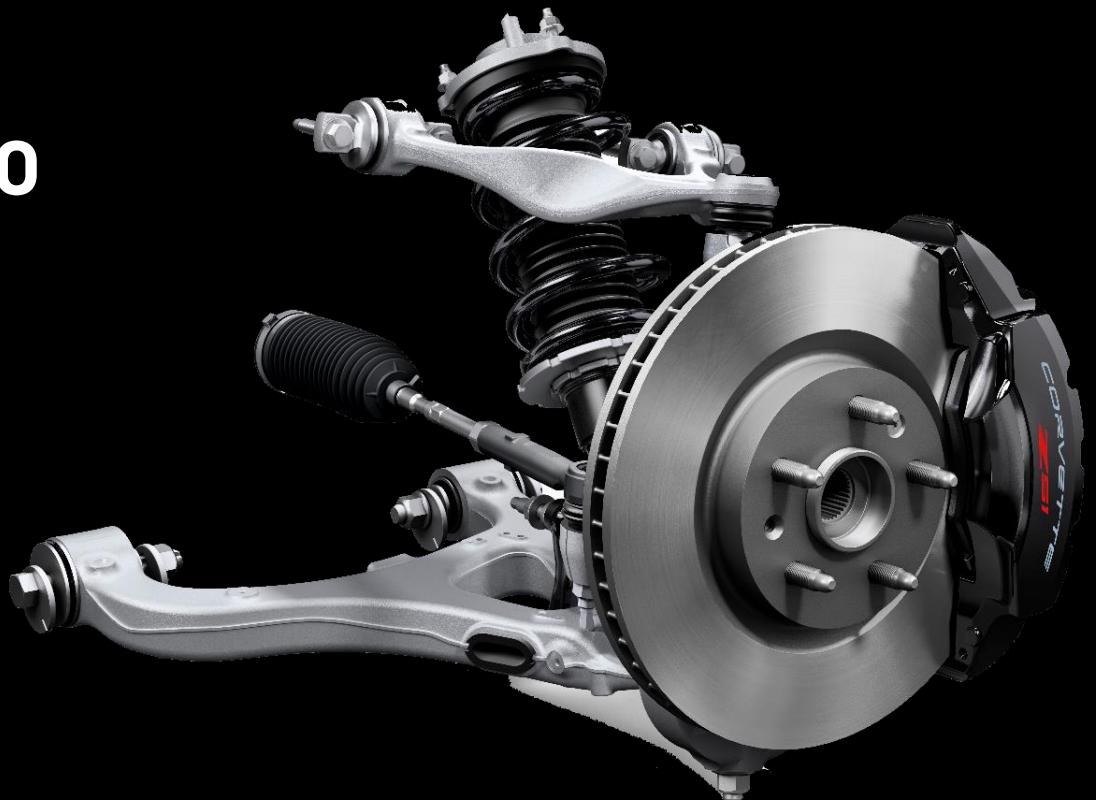
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Ride and Handling



Magnetic Selective Ride Control™ 4.0

- Available on Stingray
- Standard on E-Ray and Z06
- Performance Traction Management



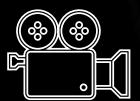
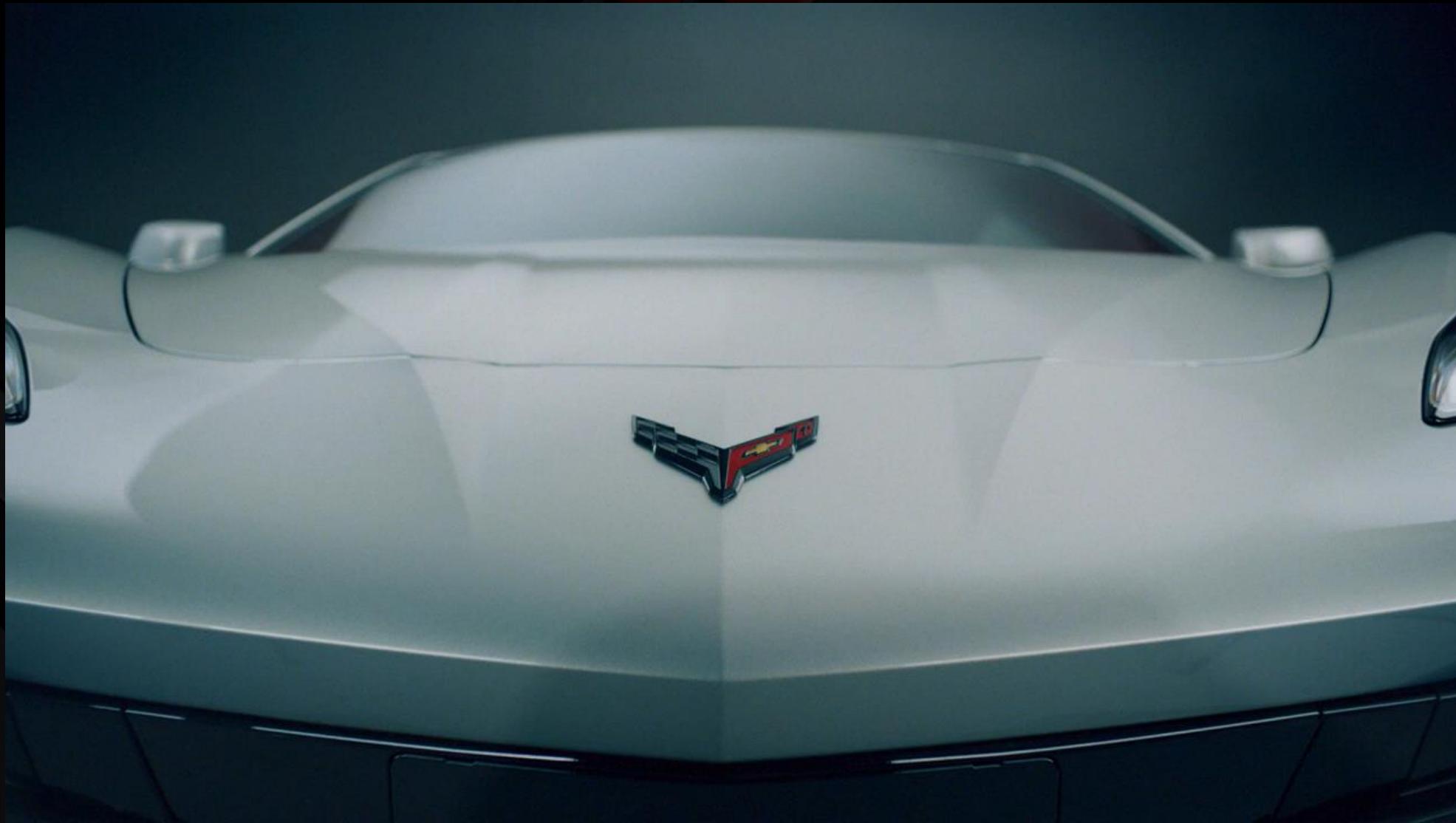
Ride and Handling



Putting It All Together

- Dynamic driving
- Lightweight chassis
- Exhilarating ride





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Personalization



GT1 Bucket Seats

- Standard on all Corvette models
- High-density foam
- Comfort and support



Personalization



GT2 Bucket Seats

- Available on all Corvette models (except on 1LT and 1LZ trims)
- Increased seat functionality
- Competition sport appearance



Personalization



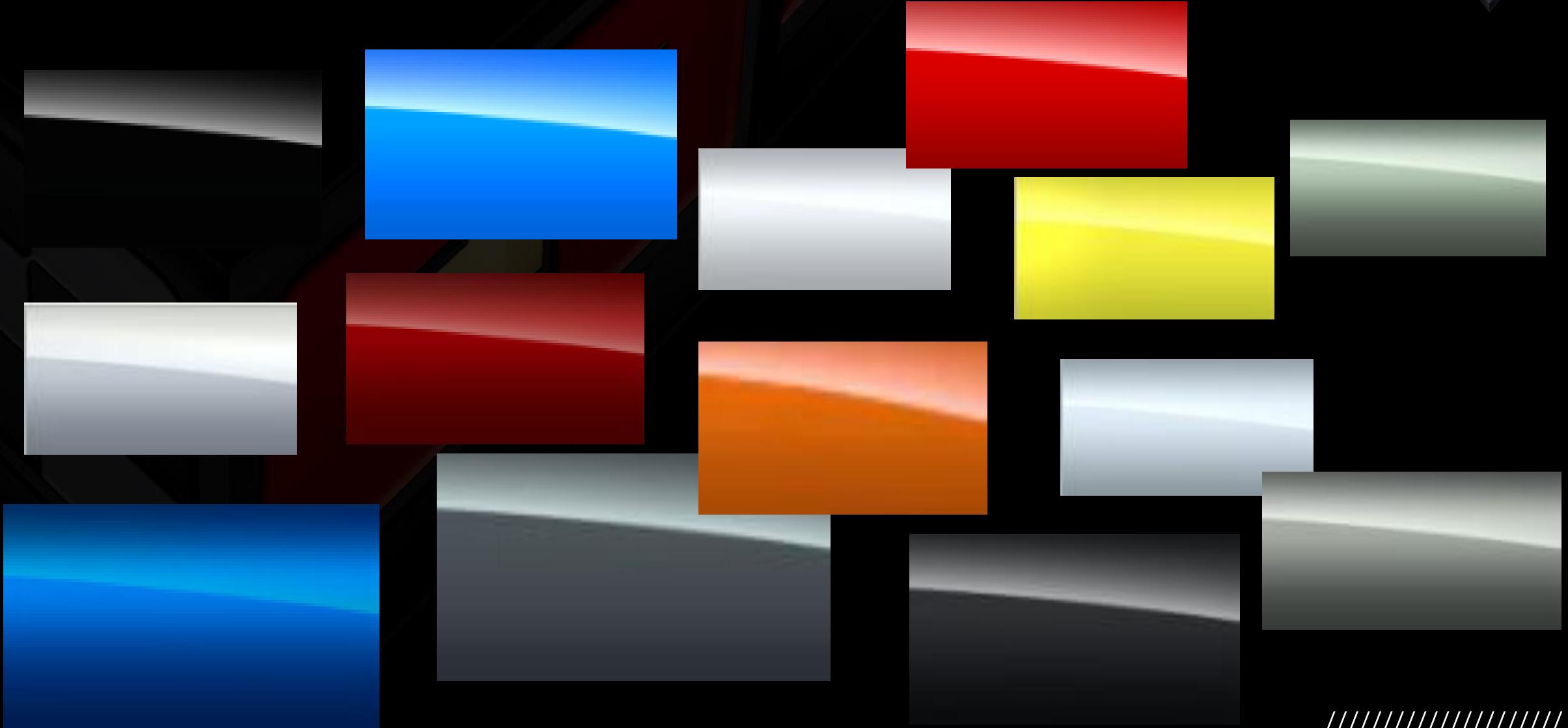
Competition Sport Bucket Seats

- Available on all Corvette models
- Supports high-performance driving
- Performance textile material



2024 Chevrolet Corvette Academy

Personalization



Personalization



- Custom golf bag
- Corvette luggage



Personalization



- Graphics and stripes
- Make it their own
- Showcase their passion



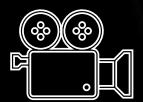
2024 Chevrolet Corvette Academy

Personalization



- Engine cross brace
(coupe only)
- Battery protection
- Vehicle covers





2024 Chevrolet Corvette Academy

Thank You!



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2024 Chevrolet Corvette Academy
Delivering the Experience



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Raul Alvarez

Product Trainer – Southeast Region

Agenda

- Today's Corvette Portfolio
- Pre-Delivery
- Delivery
- Post-Delivery
- Summary

Today's Corvette Portfolio



Stingray



America's Accessible Supercar
Approachable performance car

Persona Medians: Age 56, HHI \$172K

- Views Corvette as a personal, hard-earned reward & badge
- More likely to be closer to retirement

E-Ray



The Touring Supercar
Ready to perform in all conditions

Persona Medians: Age 55, HHI \$296K

- Affluent, but never "about the money"
- Seeks the latest tech, driving dynamics & handling

Z06



World Beating Supercar
Racing technology for the street

Persona Medians: Age 49, HHI \$500K

- Successful professional/entrepreneur with Euro-bias
- Engineering, design & technology prowess are important



2024 Chevrolet Corvette Academy Pre-Delivery

Ask Questions

What are some questions to ask?
Make sure your customer is informed.

Review Resources

Use materials to review and plan for the delivery.

Take Courses

Learn all about Corvette from these exciting Center of Learning courses.

Email Videos

Email customers new video links to watch and review.

Share Excitement

Send your customer a customized communication about their Corvette.





1. Ask questions

What are some common questions you ask during the pre-delivery?





2. Review resources

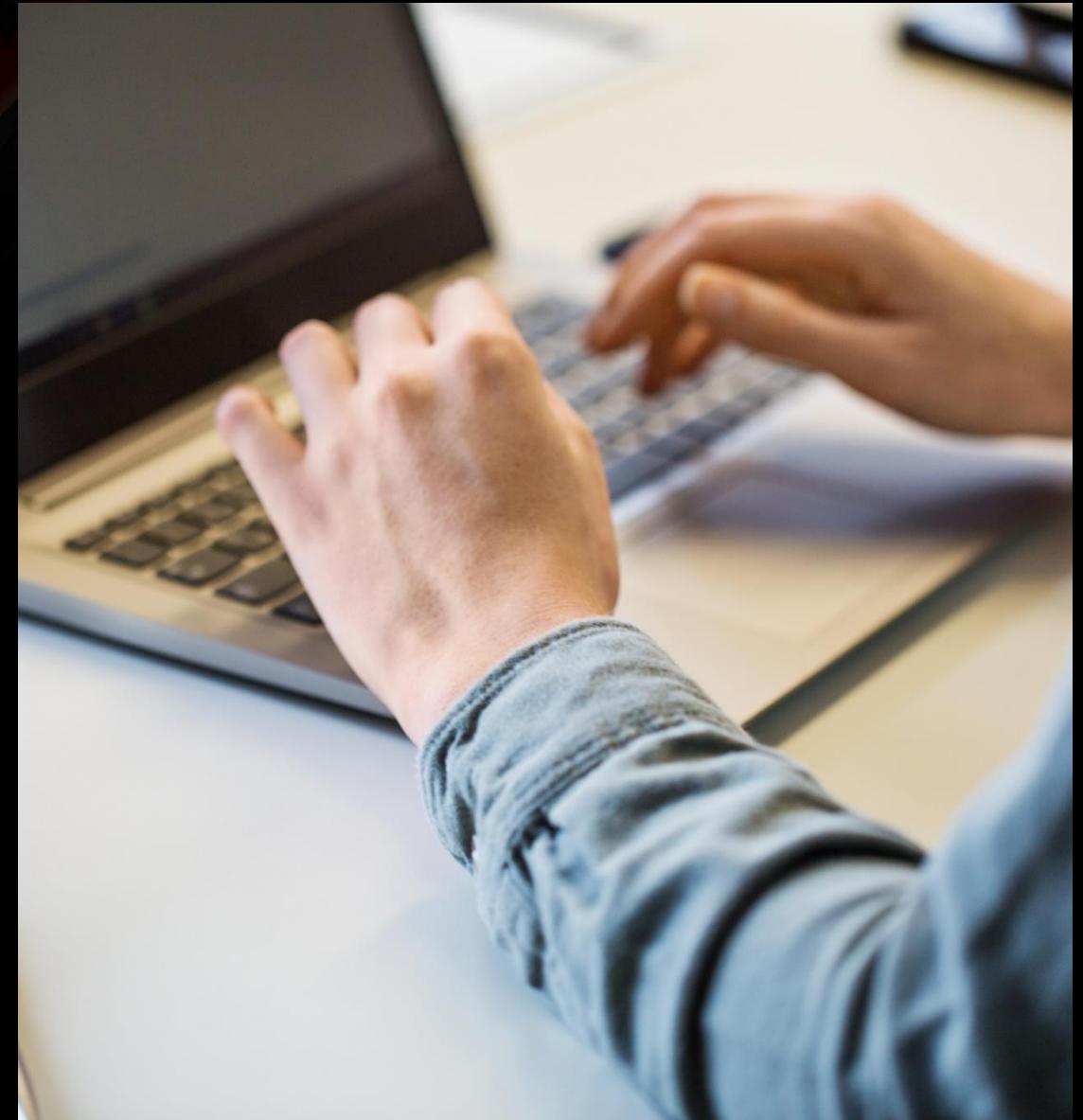
What materials do you use to plan for the delivery?





3. Take courses

What courses or material do you find helpful from the Center of Learning?

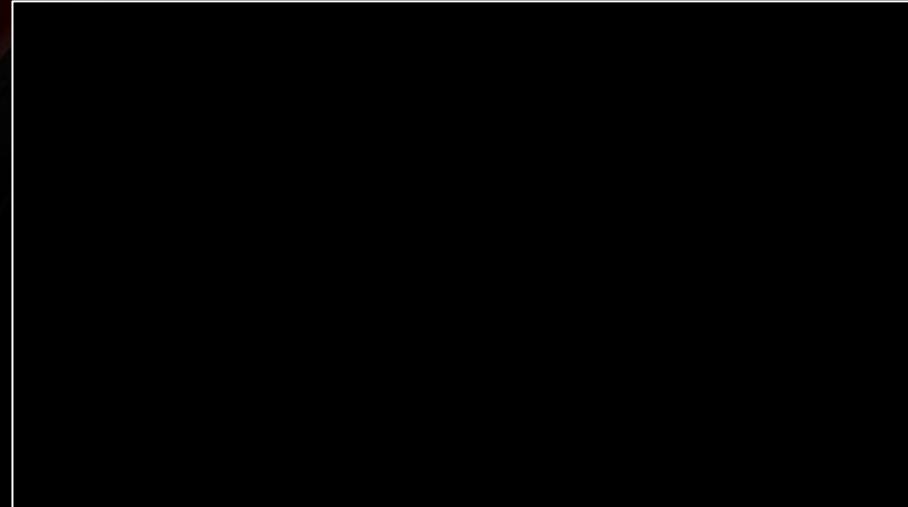




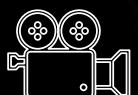
4. Email videos

Are you sending your customers reveal/teaser videos or anything from the Corvette Academy playlists?

Reveal and teaser videos



Corvette Academy playlists





5. Share excitement

Who sends buyers a customized communication about their Corvette?

 Chevrolet

Delivery is a week away.

Get ready to be a part of automotive history. You're one of the first to take delivery of the all-new mid-engine Corvette Stingray, and we want to make sure that your appointment is geared to your needs. Here are a few reminders:

- Review the [Owner's Manual](#) in advance and note any questions you might have.
- If you are a current Chevrolet owner, make sure to have your OnStar® and My Chevrolet Rewards® information ready to ensure a seamless setup. Learn more about [My Chevrolet Rewards](#).
- We're here to help you understand and use a variety of features on your Corvette to their fullest, including:
 - Phone pairing
 - Chevrolet Infotainment 3 system²
 - Configurable 12-inch diagonal Driver Information Center
 - 8-speed dual-clutch transmission

Start your Corvette journey with these videos for new owners, designed to help you get to know your Corvette.

Enhance Driver Modes Root Panel Removal & Convertible Operation

[View More Videos](#)

See nothing you've seen before, so be sure to reserve some time to get your questions answered. As you know the areas you want to focus on, and we will tailor the appointment to suit your needs. If your delivery date or time is no longer convenient, please let your sales consultant know and we will work with you to find a new date. Please call [\(xxx\)xxx-xxxx](#) with any questions.

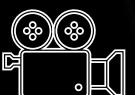
DEALER'S NAME
[CONTACT DETAILS](#)
[EMAIL](#)
[WEBSITE](#)

²Infotainment System functionality varies by model. Full functionality requires compatible Bluetooth and smartphone; availability for some devices.



Museum Delivery

- A world-class experience
- Personalized merchandise
- Purchase prior to delivery
- RPO code: R8C





2024 Chevrolet Corvette Academy Delivery

Prepare a World-Class Walkaround

Have a space defined to provide a world-class walkaround presentation.

Present a World-Class Walkaround

Review the key features of their Corvette and answer any questions they may have.

Make It a Memorable Moment

Provide your customer with resources so they can find out more about the functionality of their Corvette.





Prepare a world-class walkaround
Delivery

- Time constraints
- Review vehicle build
- Delivery location
- Details matter
- At your service





Present a world-class walkaround
Exterior Delivery

Roof operation

Dual trunk

Key fobs

Maintenance

Door handles

Track prep

Driver assistance features

Access without power





Bluetooth pairing

Drive modes

Memory settings

Camera views

Driver-comfort buttons

Paddle shifter

Google built-in

Digital instrument display

Performance Data Recorder

Front lift

Present a world-class walkaround
Interior Delivery





Present a world-class walkaround
E-Ray Delivery

Introducing the Corvette E-Ray

Technology on display

Electrified all-wheel drive

Start-up modes

Charge+





Z07 Performance Package

Flat-plane fury

Wide, bold stance

Available carbon-fiber wheels

Present a world-class walkaround
Z06 Delivery





Carbon-Fiber Wheels

- Built for performance
- E-Ray and Z06 upgrade only
- Ask your Service Department





Make it a memorable moment
Delivery

- Provide a gift
- Take a photo
- Thank the customer





2024 Chevrolet Corvette Academy Post-Delivery

Follow Up: 1 Day

Contact your customer to thank them and answer questions.

Follow Up: 1 Week

Call to answer questions and set up a service visit.

Follow Up: 1 Month

Follow up to work with your customer on their first service visit and introduce them to the owner club.





2024 Chevrolet Corvette Academy
Follow Up: 1 Day

- Thank your customer
- Any questions?
- Service break-in





2024 Chevrolet Corvette Academy

Follow Up: 1 Week

- Call them
- Invite them
- Set up service visit
- Remind them

Important Z06 customer information:

Ensure each customer receives their Corvette Z06 welcome kit, which includes a die-cast speed shape with matching exterior color, and driving-school certificate.





2024 Chevrolet Corvette Academy

Follow Up: 1 Month

- Service meeting
- Welcome to the club
- Track it
- Important reminders





- Roof operation
- Dual trunk
- Key fobs
- Maintenance
- Door handles
- Track prep
- Driver assistance features
- Access without power

Present a world-class walkaround
Exterior Delivery





- Bluetooth pairing
- Drive modes
- Memory settings
- Camera views
- Driver-comfort buttons
- Paddle shifter
- Google built-in
- Digital instrument display
- Performance Data Recorder
- Front lift

Present a world-class walkaround
Interior Delivery



2024 Chevrolet Corvette Academy

Thank you!



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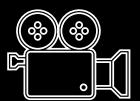


2024 Chevrolet Corvette Academy
Models and Powertrain



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Todd Gearheart

Product Trainer – South Central Region

Agenda

- 2024 Corvette Models
- Powertrain Components
- The First-Ever Corvette E-Ray
- Summary



2024 Chevrolet Corvette Academy Models

2024 Corvette Stingray

The foundation of super-car-like performance



Key Highlights

- 495 horsepower @ 6,450 rpm
- 470 lb.-ft. of torque @ 5,150 rpm
(w/NPP performance exhaust)
- 0-60 mph under 3 seconds
- Available Z51 Package



2024 Chevrolet Corvette Academy Models

2024 Corvette E-Ray

The quickest production Corvette ever produced



Key Highlights

- Combined V8 and Electric Drive Unit
655 horsepower and 595 lb.-ft. of torque
- 0-60 in 2.5 seconds
- Quarter-mile in 10.5 (GM-estimated)
- Available ZER Performance Package



2024 Chevrolet Corvette Academy Models

2024 Corvette Z06

The fastest Corvette ever produced



Key Highlights

- 670 horsepower @ 8,400 rpm
- 460 lb.-ft. of torque @ 6,300 rpm
- 0-60 mph in under 2.6 seconds
- 1.22 lateral G force with the available Z07 Performance Package
- Available Z07 Package

Powertrain – Engines

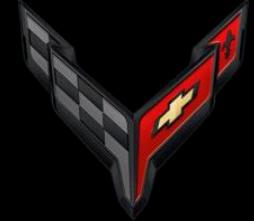


6.2L V8 – LT2 Engine
(Stingray and E-Ray)

6.2L Highlights

- Dual Equal Cam Phasing
- Active Fuel Management
- Ultra-low profile pan with larger cooler
- Engine block – all aluminum/compact
- Mobil 1 Dexos OW-40 gen2 is the recommended oil
- Enhanced dry-sump lubrication and ventilation systems

Powertrain – Engines



5.5L V8 – LT6 Engine
(Z06 exclusive)

5.5L Highlights

- Flat-plane crank
- Forged aluminum pistons
- Forged titanium connecting rods
- Twin throttle bodies
- Six-stage dry-sump oiling system

Powertrain – Break-In Period



Within the first 500 miles:

- During early break-in, engine torque will be limited in low gears to protect the drivetrain from premature wear.
- Avoid full-throttle starts and abrupt stops.
- Do not exceed 4,000 rpm – tachometer will redline at 3,500 rpm.
- Avoid any one constant speed, fast or slow, including cruise control.
- Avoid downshifting to brake or slow the engine speed, if it will exceed 4000 rpm.

Within the first 1,500 miles:

- Do not participate in track events, sport-driving schools or similar activities.

At 7,500 miles:

- Change the DCT Canister Filter.



Powertrain – Transmission



What is normal for the Corvette's DCT:

- Tour – Continuously monitoring inputs
- Sport or Track – Shift feel is aggressive
- Shifts may be firm when driving aggressively
- May hear actuation hardware when shifting out of park
- Low speeds may feel different
- No Start – Special transmission tool (DT – 52388/manual park release wrench)

Powertrain – Transmission

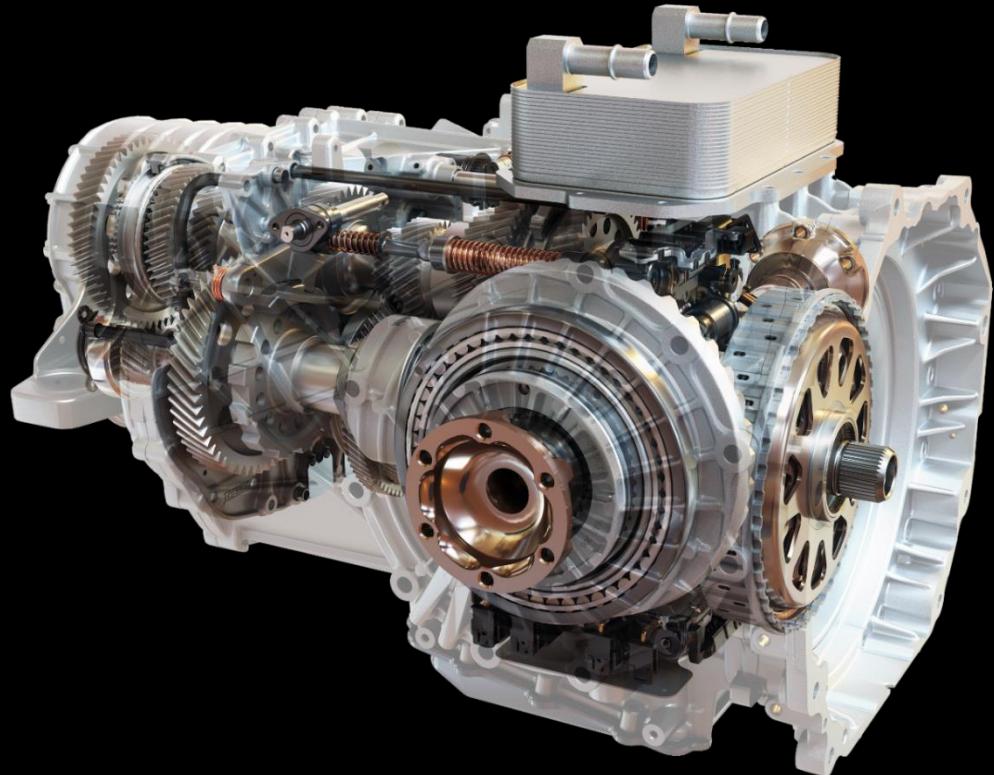


DCT Maintenance:

- Transmission Fluid Life Monitor
- Fluid degrades faster with frequent track usage
- Ask the customer what their driving habits will be on a daily basis

Track Usage:

- Transmission fluid and filter should be changed after 24 hours of track usage
- If prompted that the DCT fluid life is low, change asap



Powertrain – Electronic Shifter



What to Know

- Push buttons and toggle switches
- Designed to create an intuitive and memorable experience

Powertrain – Paddle Shifter



How it Works

- Race-car-inspired steering wheel
- Paddle shifters with Manual Mode
- Right = upshift; Left = downshift
- Double Paddle Declutch

2024 Chevrolet Corvette Academy

The First-Ever, Corvette E-Ray

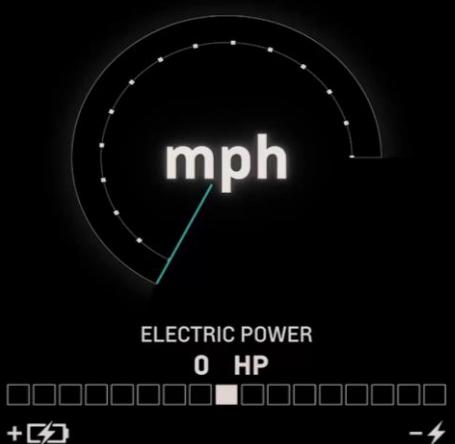
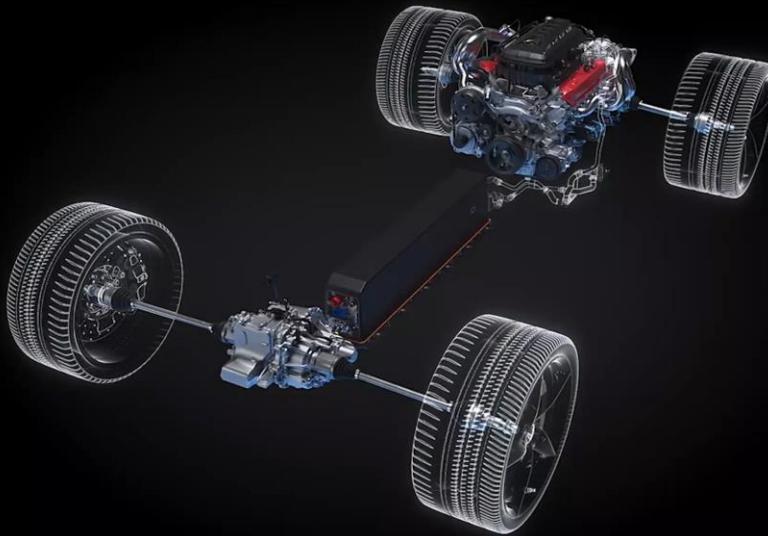


Electrified Performance



Battery Integration

- Chevrolet-first engineering
- Precisely placed
- Performance balanced

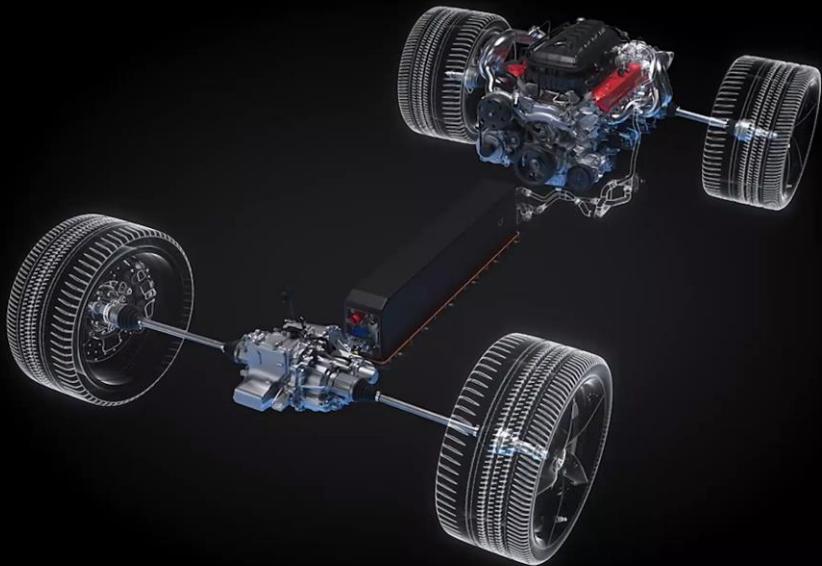
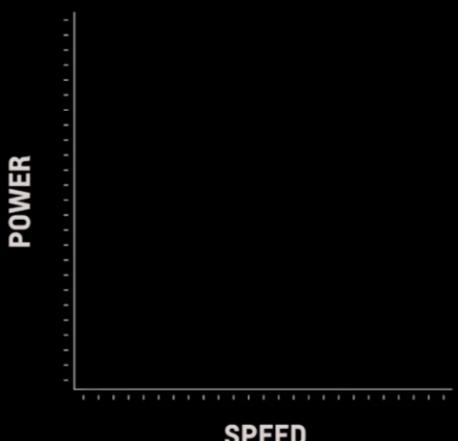


Electrified Power



Electric Drive Unit

- 160 horsepower and 125 lb.-ft. torque
- 0-60 in 2.5 seconds
(GM-estimated)
- 10.5-second quarter-mile
(GM-estimated)

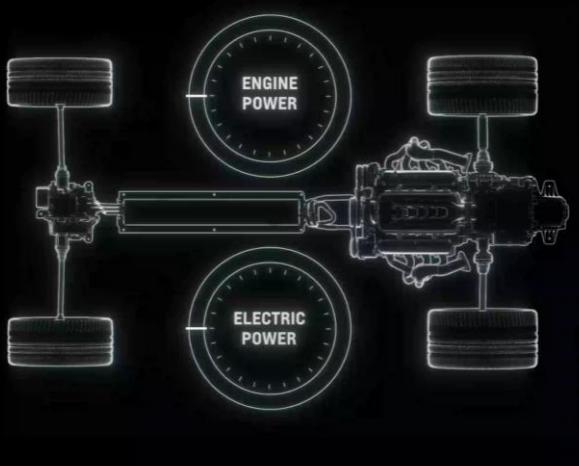
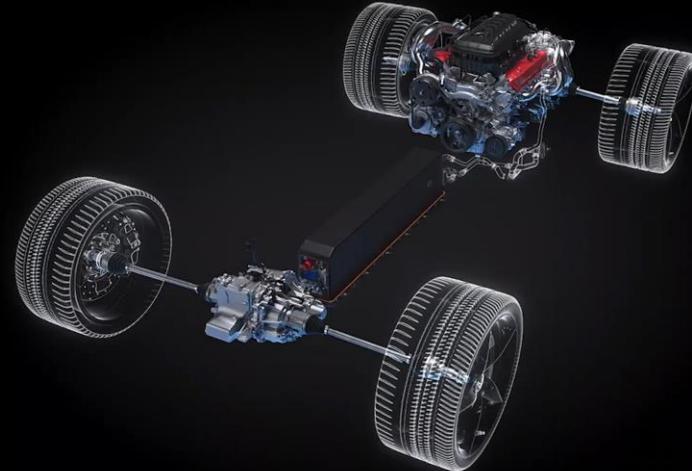


Electrified AWD



First-Ever AWD

- Adjusts in real-time
- Stability and balance
- Year-round performance



2024 Chevrolet Corvette Academy

Thank you!



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2024 Chevrolet Corvette Academy Resources



[2024 Corvette Delivery Guide](#)



[Getting to know your
2024 Corvette Performance
Features](#)



[About Corvette](#)