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Recommended Citation

Irvine, John C., "Evolution Over Revolution: A Generic Criticism of the Muscle Car Genre" (2014). *Honors Theses*. 84.

<https://dx.doi.org/10.32597/honors/84/>

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J. N. Andrews Honors Program
Andrews University

HONS 497
Honors Thesis

Evolution Over Revolution:
A Generic Criticism of the Muscle Car Genre

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February 31st 2014

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1. Introduction

From the prohibition era 'rum runners,' to Indycar and NASCAR, a domestic lust for powerful motorcars has long consumed the United States and other North American markets. Out of this organic love for octane, the North American car market has produced many types of vehicle which are unlike any other. One particular collection of vehicles is fondly labeled the muscle car, an automobile class of international renown that has long been symbolic of American identity and cultural heritage. These deep roots of the muscle car phenomenon penetrate to the core foundation of post-war America. Every Sunday morning when the sun shines brightly one can witness the pleasant roar made by the cast iron heart of the American automotive tradition that has come to be known as the muscle car. Even when the sun does not shine, online journalists review new vehicles that claim descentance from this bold American tradition. The frequent use of the term 'muscle car' in a modern context raises some important questions about its nature.

The term 'muscle car' is most often used as a label for large and powerful American made vehicles; however, it is also commonly used to describe a plethora of powerful modern vehicles produced from Tokyo to Turin. For example, in Aaron Gould's article entitled "Top 10 Modern Muscle Cars," England's Bentley Continental GT features in 10th place, while Japan's Infiniti G35 sits in 5th and Acura TL is in 4th. Aaron Gould is no amateur automotive journalist, as he has a decade and a half's experience and is also a consulting producer for Top Gear. In order to justify the Infiniti G35's inclusion as a muscle car, Gould utilizes qualitative observations: "What we said about the TL applies equally here. Infiniti, however, has pushed it to the max, with bold styling and an award-winning V-6 engine. Drive this car and don't worry about the big V-8s of the past. You are the future. If only your future included those 60's GTO

prices." This quotation infers several manifest conclusions. Firstly, Gould genuinely believes that the Acura TL, a Japanese luxury sports sedan, participates in the muscle car genre. Secondly, as Gould states that V-8 engines are a thing of the past, while he identifies the V-6 powered G35 as a muscle car, he infers that the particular engine types associated with a muscle car genre are dynamically linked to market trends, not the genre's traditional identity. Thirdly, and most notably, through an allusion to an attractive price point, Gould credits the roots of the muscle car genre chronologically to the 1960's and to cars in the likeness of the Pontiac GTO.

While the assertions made by Gould in his article may be questionable, he appropriately justifies them through the use of a summary description which reflects what he believes to constitute a modern muscle car:

Originally a muscle car could be described as a monster V-8 stuffed into a mid-size Detroit sedan with whatever suspension mods [modifications] were available. Times have changed. Now we describe a muscle car [as] any 4-seater with massive horsepower (which could even come from a V-6), country of origin unimportant. If you want cheap performance buy a sport compact but if your enthusiasm remains with the deep growl of a multi-cylinder engine, the cars listed here should more than satisfy your 0-60 urges.

To the generic critic, the above quotation functions as a rudimentary *generic description*; it is a discursive portrayal of the muscle car genre based upon its perceived formative characteristics. Unfortunately for those concerned with Gould's treatment of the muscle car pedigree, his description is one of only a handful of articles which provides a qualitative definition of any sort for the genre.

In the case of Gould's article and many others, the term muscle car is no longer associated with a strong, freestanding genre that examples American's history of unique automotive expression. The term muscle car appears to have atrophied to an automotive legend, or simply a marketing term synonymous with any powerful four seat sedan apart from heritage or point of origin. Through generic critical analysis, this thesis paper seeks to quantify the problematic identity of the muscle car. By use of transparent and theoretically consistent analytic procedures, this paper seeks to identify the rhetorical principles behind the genre's characteristic form, thereby producing a qualitative framework. This framework will then be utilized as a tool to qualitatively assess modern vehicles that identify as muscle cars, in order to determine whether they actively participate in the muscle car genre.

2. Overview of Critical Methodology

In *Rhetorical Criticism Exploration and Practice*, Sonja K. Foss defines the purpose of rhetorical criticism as a: "[Q]ualitative research method that is designed for systematic investigation and explanation of symbolic acts and artifacts..." (6). It is most common for rhetorical criticism in its many manifestations to focus on literature; however, as Foss states, rhetorical criticism is able to generate critical conclusions for a range of artifacts: "[I]t may be an instance of symbol use that is of interest to you and seems capable of generating insights about rhetorical process - a song, a poem, a speech, a work of art, or a building, for example" (10). The qualitative nature of the this research process, in its correct and relevant application, generates unique insights and significance congruent to an artifact's rhetorical nature. There are many types of rhetorical critical approaches; however, this thesis utilizes the generic critical methodology. While the use of other critical methods would also yield results of interest and relevance, generic criticism's focus is the most appropriate as it focuses on how "as rhetors develop

messages, genres influence them to shape their materials to create particular emphases, to generate particular ideas, and to adopt particular persona" (Foss 137). As a generic criticism concentrates on the particular emphases, ideas and personas integral to a genre's form, its specific methodology establishes conclusions that can most appropriately represent the breadth and depth of the muscle car genre.

Through use of this generic critical procedure, the rhetorical strategy behind the muscle car genre can be qualitatively deciphered. The generic form of the muscle car is established by the fusion of three elements. The first of these elements Foss calls the situational requirements: "[S]ituational requirements or the perception of conditions in a situation that call forth particular kinds of rhetorical responses" (137). The second elements of any genre are its substantive and stylistic characteristics which are "features of the rhetoric chosen by the rhetor to respond to the perceived requirements of particular situations. Substantive characteristics are those that constitute the content of the rhetoric, while stylistic characteristics constitute its form" (Foss 137). The third element of a rhetorical genre, Foss asserts, is the organizing principle or "root term of notion that serves as an umbrella label for the various characteristic features of the rhetoric" (137). This "umbrella notion" is itself partially formed by the conditions which motivate the artifact's rhetorical responses, namely the artifact's situational requirements.

While the organizing principle is the root notion that encompasses the genre's form, the genre's situational requirements can include, for example, the character of the market and target demographic, the impact of socio-historical conditions, the character of advertising relative to that of the production vehicle, the character of the production vehicle relative to the design specifications, and the character of the design specifications relative to consumer expectations. As the substantive and stylistic characteristics of the rhetorical genre constitute its form and

content, they would include the technical specifications of the vehicles examined, their outward aesthetic appearance, and any specific aesthetic features which differentiate the vehicle from those aesthetic features characteristic of other genres. While the use of generic critical methodology allows for the reduction of an uncharacteristically large and detailed picture of artifacts to their generic constructs, the methodology also has proportionately large risks.

One of the potential risks inherent in a generic criticism is the use of flawed data, or simply the selection of incorrect artifacts. As a genre's rhetorical strategy is reverse-engineered from an artifact or a collection of artifacts' features, it is imperative the artifacts selected most accurately represent the genre. For example, if this thesis selected its artifacts on the assumed basis that all 1960's V8 vehicles produced in Detroit are muscle cars, the information and conclusions attained from analysis would reflect this fact. In the specific case of muscle cars, it is important that the source material reflects the consensus of both the enthusiast community and of the manufacturer in its selection of valid artifacts. If the vehicles for analysis were to be selected upon any prejudiced generic criteria, due to prejudiced criteria, the subsequent analysis and conclusions would be invalid. In such a case where the author's opinion influences what artifacts and source material are chosen for analysis, the source evidence would be fallaciously cherry picked to support his assertions. This inadvertently causes the genre's identity to be partially constructed by the author's sampling bias.¹ In order to produce a reliable generic rhetorical critique, the selection of artifacts for analysis must be strategically made with these risks in mind.

To combat the potential risk that sampling bias poses to the validity this paper, substantial effort is made to ensure that source material is derived from reliable sources. As the

¹ Ellen Taylor-Powell states in her article "What is Sampling Bias?" that such a bias consists of a "consistent error that arises due to the sample selection."

genre of muscle cars is an area subject to little academic exploration, many of the most reliable sources are either primary in nature, the consensus of the enthusiast community, or derived from non-academic literature on the subject. An author of such literature is Jeffery Zuehlke, who has written many factual automotive books which include: *Classic Cars*, *Concept Cars* and *Muscle Cars*. In *Muscle Cars*, Zuehlke provides factual information which pertains to the specifications, features and form of the original muscle cars, which he chronologically defines as: "[A] group of cars built within the United States from about 1964 to about 1972" (4). While neither Zuehlke's above statement or book are concerned with cars produced outside of this time frame, which is the later subject of this paper, it donates this thesis chronological criterion for source selection. Another reliable yet non-traditional source this paper utilizes is The Muscle Car Club website. Founded in 1995, The Muscle Car Club describes itself as a muscle car registry that "allows owners, perspective buyers, insurance companies, finance companies, and law enforcement agencies the ability to track and help preserve muscle cars and their history".² Through its affiliations with law enforcement and other industries that depend upon accurate factual evidence, this is too considered as a reliable source.

The reliable and factual nature of The Muscle Car Club provides this thesis with a tabular representation of what particular cars are classified as muscle cars. While The Muscle Car Club acknowledges that "the actual definition of a muscle car, or what models were muscle cars, is a topic that is often disputed," such conclusions are used by law enforcement and insurance agencies, and are stated as the "general interpretation" of the muscle car community.³ As such, the clear *yes or no* classification of muscle cars that they provide is utilized as a second source of

² This quote is taken from the "ABOUT" section of The Muscle Car Club's website, which can be found at the following URL: <http://www.musclecarclub.com/administrative/about.shtml>

³ The figure which contains this assessment table can be found at the following URL: <http://www.musclecarclub.com/musclecars/general/musclecars-definition.shtml>

selection criteria for artifacts. By the incorporation of The Muscle Car Club's qualitative information and Zuehlke's chronological criteria, this project can confidently select artifacts of a valid nature. As these artifacts are foundational to the integrity and validity of this project's analysis, the use of reliable selection criteria ensures the project's artifacts are reliable, and thus provide an accurate foundation upon which a generic framework can be established.

This generic framework is formed by means of a generic description, which is the process by which a rhetorical critic derives and forms a genre's framework. The integrity and accuracy of the thesis is dependent upon the solidity of this generic framework. It is crucial, therefore, that the artifacts conducive of this framework, or generic description, are selected on the basis of their integrity and relevance. The framework, for which these artifacts are sources of evidence, is later utilized to provide an assessment of generic participation. In summary, the project's ability to produce a valid generic description hinges upon the valid selection of original generic artifacts, while the project's relevance to the modern automotive market depends upon the choice of modern artifacts, which are analyzed for participation in the muscle car genre.

While the relevance of artifact is paramount to the project's success, the adherence to the generic critical methodology is also key. Today's automotive market is full of technological innovations and choices that were unavailable in the 1960's and 70's; therefore, the selection process of modern artifacts must integrate the principles of common sense - an integral component to any reliable analysis. It would be easy, for instance, to relate the differences in technology and economy of artifacts to the socio-historical conditions that surrounded their production. This is the territory of the Marxist critic, and accordingly depends upon Marxist assumptions of societal function, such as those evident but not evidenced in Aaron Gould's

article.⁴ Through strict adherence to the generic critical methodology and use of accurate artifacts, the conclusions of this thesis will remain untarnished by interesting but irrelevant concerns related to other critical approaches.

There are many possible artifacts which fulfill the project's stringent critical focus. In theory, while the analysis of one muscle car could suit the purposes of this analysis qualitatively, this would not be acceptable from a quantitative perspective. The use of a cross section of vehicles is necessary to formulate a balanced perspective. With this consideration and the combined wisdom of Zuehlke and the Muscle Car Club in mind, it is necessary for these automotive artifacts to be first generation in order to entirely fulfill the project's selection criteria. Accordingly, this project focuses on the Ford Mustang, Chevrolet Camaro and the Dodge Charger. The Ford Mustang was sold in its first generation form from 1964 - 1973, while the first generation of the Chevrolet's Camaro was built from 1966-1969, along with the Dodge Charger's first and second generations which both satisfy the criteria as they were built 1966-1967 and 1967-1970 consecutively. While the first and second generation of Dodge Charger are ostensibly the same vehicle as they sport only minor aesthetic changes, in the interest of consistency only the true first generation production model built from 1966-67 will be analyzed.

After the choice of vehicular artifacts has been made, the next concern is the medium through which they will be presented for analysis. As the medium of evidence this project consults also functions as an irremovable lens of biases, this medium of evidence needs to be carefully considered. This is because such biases and perspectives may or may not be consistent

⁴ In Gould's article he states that: "[T]imes have changed. Now we describe a muscle car (as) any 4-seater with massive horsepower (which could even come from a V-6), country of origin unimportant". Such a description places the genre's identity at the mercy of the economic *times*, or the particular nuances of society at the time of production.

with one another, which could potentially result in contradictory conclusions. As a consumer product, there are many different mediums that present muscle cars. These mediums include, but are not limited to: magazine reviews, television reviews, radio advertisements, printed consumer reviews and manufacturer produced showroom literature. While each medium has its own merit, the artifacts in question are both designed and produced by the collective motives, imaginations and philosophies of their respective companies. With respect to this, showroom literature presents itself as an ideal source as it is consistent with the vehicle's purpose and character. While an AutoTrader article that describes the 1967 Charger would be a colorful and insightful source, a generic analysis based upon this material would be polluted by the author's biases and any vested interests either the author or editor may have. To maintain a valid perspective that minimizes the incursion and influence extraneous biases, the source material for this project will be strictly limited to period manufacturer showroom literature.

While the considered use of showroom literature as this paper's source material minimizes the number and influence of irrelevant biases, there is still the potential to perceive what at least appears as mixed messages. One such instance, it could be argued, is the noticeable difference in each manufacturer's pamphlet. Each pamphlet presents the vehicle in a style that differs aesthetically, lexically and in its tone of formality. It is my belief, however, that these stylistic differences present no challenge for this paper's integrity. This belief is validated by Foss in *Rhetorical Criticism Exploration and Practice*, where she states that: "[R]hetors develop messages, genres influence them to shape their materials to create particular emphases, to generate particular ideas, and to adopt particular persona" (137). As such, each brochure's discursive character represents the manufacturer's ideal image *and* the genre's influence upon their notion of this image. The accumulation of both the manufacture's perspective and the

genre's influence is therefore responsible for every angle of the vehicle's design, production and presentation within showroom literature. Any difference in the character of showroom literature between brands, therefore, is not problematic or contradictory, but representative and conducive of the artifact's individual identity and, ergo, as part of the genre's gross identity.

Another potential for contradictory sentiments to be drawn from showroom literature exists in the treatment of differing levels of vehicle specification. While a particular muscle car's chassis and body structure varies minimally across each trim level, the presentation and character of the artifact in related source material changes dramatically. The different prices of various trim levels represent appeals to different demographics, which are in turn framed differently rhetorically. Such a difference in rhetoric, if unaccounted for, could expose the project's conclusions to an array of contradictory language use, imagery, and ultimately give form to an inconsistent critical perspective. To deal with this potential rhetorical disparity, and to address the quandary of trim levels and artifact identity, in their definitions section The Muscle Car Club states that: "If there was a high performance version available, it gets the credit [for being the *muscle car*]". This denotation of the top performance level or trim of a particular model *only* as a muscle car is in keeping with the gross opinion of the enthusiast community for which The Muscle Car Club is a mouthpiece. This useful qualification minimizes the potential for a critically polluted perspective caused by a difference in rhetorical tone. Such difference in rhetorical tone is often interested with vehicle's economy rather than its quirks, and as economy is a never considered a selling point or characteristic of muscle cars or their genre, such considerations are irrelevant to this analysis. It is worthy of note that while 'trim' is often associated with upholstery or other aesthetic concerns, in this context it refers to the vehicle's mechanical performance as well as any associated aesthetical upgrades. Upon reflection of The

Muscle Car Club's qualifications and the rhetorical conclusions that result, this project will consider the original manufacturer's top specification as the artifact for generic examination. More specifically these artifacts are the: Ford Mustang Cobra 427, Chevrolet SS350 Camaro and the Dodge Charger 426 HEMI.⁵

Once this group of 1960's muscle cars are critiqued to form the generic description, this generic description will then function as a critical device that is part yardstick, part sorting hat. The modern vehicles selected for the project's generic participation will then be measured against this framework and defined as either conforming or non-conforming to the muscle car genre. The use of this framework facilitates accurate qualitative conclusions, while it also discusses the reasons behind such conclusions. One artifact that will be measured against this analytical framework is the 2014 Equus Bass770. The Bass770, like all artifacts in this project, is designed and produced in Michigan. While the geographical place of production does not speak to a vehicle's generic attributes, the Bass770's showroom literature is very nonchalant in its declarations that: "[The Bass770 is] Muscle car legacy elevated to a new climax of blazing luxury and driving pleasure."⁶ Such declarations of generic kinship make the Equus Bass770 an ideal artifact for analysis, along with the 2014 Chevrolet Camaro SS.

While the Equus Bass770 claims to be "born of an abiding passion for genuine 1960's and 1970's muscle cars," the 2014 Camaro SS evolves as both a cause and as a result of this passion.⁷ Some automotive enthusiasts may say the Camaro is a reincarnation rather than an evolution. However, in either situation the 2014 SS benefits from nearly half a century's heritage and

⁵ The numerical numbers represent the C.I.D or Cubic Inch Displacement of the model's engine. Generally, the higher this number, the more horsepower the vehicle has.

⁶ Figure 19.

⁷ Figure 18.

technological advances, courtesy of its former namesake. As such, the 2014 Camaro is used as the second artifact for analysis of generic participation. While all artifacts besides the 2014 SS are selected *only* with a view to producing the most fair, correct and illuminating conclusions, the selection of the Camaro over the 2014 Ford Mustang and Dodge Charger is based upon personal preference as well as these concerns. Such a selection over the Mustang or Charger is arbitrary in the sense that each potential artifact is equally qualified for selection as a source; therefore, this decision can be made on such grounds as personal preference.

3. A Rhetorical Description of the Muscle Car Genre

A point which Frederic D. Schwarz raises in his *American Heritage Magazine* article is the relative affordability of the V-8 engine characteristic of the genre: "The V-8 engine fulfilled America's democratic ideal by making that thrill available to everyone". As the Fast Lane Classic Cars website explains, this fact is reflected by the relatively attainable price point of muscle cars: "A key appeal of the 1960s muscle cars was that they offered the burgeoning American car culture a selection of vehicles which were priced just within reach of young people...".⁸ This is a point worthy as note, as the muscle car would not be a successful genre of automobile if it priced unattainably. While the affordability of the muscle car was integral to its success and popularity in the 1960s and early 70s, it was the characteristic design features which ultimately made muscle cars an attractive consumer choice in a thriving automotive marketplace.

The differentiating features of the muscle car which characterize its persona and uniqueness as the genre are a unique rhetorical response to perceived situational requirements. With respect to the muscle cars this paper examines, the manufacturer's showroom literature

⁸ <https://www.fastlanecars.com/Public/Muscle-Car.aspx>

alludes to their genre as being a response to the consumer markets' perceived lust for freedom, purpose, and most of all, power. This is particularly evidenced by each manufacturers' use of metaphor. For example, the SS 350 Camaro is described as "the go machine that's all business" that sports "an authoritative new 350-cubic-inch V8" which together constitutes "the go machine look outside [that] tells everyone you've got the new 350 inside."⁹ Even the SS 350's custom interior is described by the superlative "boldest!" This use of metaphor demonstrates the SS 350 as an artifact rhetorically designed and marketed in a way that projects authority: "[T]he 'SS 350' emblem appears with *authority* in the steering wheel center. [and] SS 350 models are appropriately shod with red striped tires."¹⁰ The color red in this context is also of significance, as it has connotations of aggression, ability and even blood. Such exploitation of the color red's symbolism is also evident throughout the showroom literature of the Mustang Cobra and the Dodge Charger.

As well as the frequent appearance of the color red in the 1967 Dodge Charger's showroom literature, the use of metaphors that allude to power and aggression are consistent rhetorical feature. While the reader looks at a bright red Dodge Charger that is not even slightly juxtaposed against an identically colored bright red background in figure 9, they are told to "lash out at lazy luxury cars." This metaphor is notable as it encourages an act of aggression and violence against luxury vehicles, while it simultaneously identifies as, and differentiates from, the luxury vehicle market. This rhetorical response is of interest, as it utilizes the both traditionally masculine acts of aggression and also the American attributes of ability *and* hard work which are held in particularly high esteem. Dodge achieves this as they simultaneously differentiate the Charger's rhetorical form from that of other vehicles: "Here's luxury that really

⁹ Figure 1.

¹⁰ Ibid.

works. (If this be treason, make the most of it . . . with Charger!)."¹¹ Embedded in this metaphor are two key assumptions: that luxury vehicles tend to be lazy, and that vehicles with the ability to "haul wagon-sized loads" tend not to be luxurious. This places Dodge's first generation muscle car in a position apart from any vehicles of similar capabilities: "Most cars can live only one life. Charger changes its personality to suit your moods."¹² While the Dodge Charger's presentation is littered with aggressive and authoritative connotations, it also demonstrates itself to be submissive as it changes its personality to meet *your* moods -- it is both aggressive and understanding.

The Ford Mustang Cobra embeds similar metaphorical allusions to those found within both the Charger and the SS350 Camaro's sales literature. While the use of actions stereotypically associated with masculinity are more subtle, the rhetorical response in figure 5 suggests that the Mustang's prospective purchaser is also concerned with power, aggression and authority: "Mustang Mach I... new power play." This metaphorical allusion in likens Ford's Mustang to a decisive move of a powerful businessman or warlord, with connotations that suggest the intent to dominate the opposition. In a similar way to both the Charger and the Camaro, the Mustang's rhetoric not only seeks to empower the vehicle itself, but also act as an extension to the owner's authority: "Move out in your own power play."¹³ In the same figure, the perceived situational need for the Mustang's rhetoric to radiate masculinity extends to the form of the Mustang's engine, which is described as a "virile 428 4V Cobra..."¹⁴ In summary, the Mustang Cobra's rhetoric is crafted to make it appear as predatory, dominant, fast and fertile -- a

¹¹ Figure 9.

¹² Ibid.

¹³ Figure 6.

¹⁴ Figure 5.

vehicle that embodies traditionally idealized patriarchal characteristics, which is further supported by the characteristic choice of a bright red paint job.

While it is clear rhetorical emphasis is placed upon the value of masculine characteristics, much lexical and metaphorical rhetoric is designed to allude to equine culture. The specificity of these allusions, as demonstrated by the Camaro, Mustang and Dodge Charger's sales literature, represents a substantial rhetorical investment in equine history, ability and companionship unique to the genre. For instance, Wayne Blank asserts the word "Charger" has its etymological root in French word, of the same spelling, which means *to carry*.¹⁵ Apart from its etymological origin, its Anglo-Saxon adaptation finds its meaning as a noun which corresponds to a unit of cavalry. The equivocation this particular rhetorical response acts to establish the muscle car as a vehicle that is strong, powerful and an able carrier of goods and people, while also being a vehicle which sports the aggressive and warlike characteristics of a cavalry unit at the right foot's request. Dodge's awareness of the word charger's epistemological roots and consequential dual meaning is both confirmed and utilized: "Saddle up full-sized Dodge Charger and be a pacesetter. You might even form your own cavalry squadron."¹⁶ When reduced to its rhetorical intent, the Dodge Charger's name is constructed to deal with a very specific set of situational requirements. Such requirements are the conditions which Foss states "call forth particular kinds of rhetorical responses," and these requirements are understood to include power, durability, aggression, innovation and functional space (Foss 137). This particular and highly marked rhetoric is also characteristic of that found within Ford Mustang and Chevrolet Camaro's sales literature, as well as being reflected by their nomenclature.

¹⁵ Wayne Blank reference.

¹⁶ Figure 8.

Like the Dodge Charger, the Ford Mustang's name rhetorically invests in equine culture. The freedictionary.com defines a Mustang as a: "[N]ative American horse... they are small, swift, hardy, and intelligent—well suited to plains conditions." The stylistic characteristics inferred by the selection of the Mustang's name, although remarkably less war-like than that of the Dodge Charger's, alludes to the swift enactment of traditional American values of hard work and perseverance. This rhetorically crafted relation to traditional American cultural values is no accident, and is also utilized by Chevrolet's choice of the name Camaro for their muscle car. While the word Camaro's etymological origin like the Charger is also Frankish, it does not directly allude to equine culture. Instead, according to "The Day the Panther Died" by Scott Settlemire, the Camaro's name encodes companionship. While the associated connotations of Camaro are much less equine than the Mustang, and much less aggressively marked and equine than that of the Charger, Settlemire states that General Motors also considered naming the Camaro after the notoriously aggressive North American "Panther" or "Wildcat." Even with the less aggressive connotations, the Camaro's rhetorical approach finds common ground with the Mustang and Charger as each presents itself not as a tool, but a strong, willing and dependable companion.

While the rhetorical allusions coerce to form the identity of the muscle car, they also allude to the nature of the purchaser. The emotive evocations encoded by the manufacturers are specifically crafted to meet the desires of muscle car's target demographic, as much as the car itself. Much can be learned, therefore, from the manufacturer's response to the perceived situational requirements. In this way, the rhetorical appeal to the traditionally venerated values of the American patriarch can be understood as both the manufacturer's rhetorical response, and as requirements desired by the consumer. Without such a consumer intent, the muscle car could not

exist as a product. It is necessary, therefore, for the genre's identity to reflect that of the consumer market. Witold Rybczynski demonstrates this principle in his article "The Ranch House Anomaly": "[H]ouses are not only investments, they are homes, and hence sources of personal pleasure and pride. Like clothes, they convey status and social standing; like cars, they tell people something about their owners. Thus, the decision to buy a house is emotional as well as financial." Interestingly, the popularity of muscle shares more than one important parallel to the popularity of ranch houses. Both the ranch house and the muscle car are motivated by the situational requirements presented by the consumer, as consumers seek to invest in products which reflect their identity and where they perceive value. Beyond this, both the ranch house and the muscle car subtly represent American cultural and historical values.

The sprawling ranch house is a more modern interpretation of the frontier farmsteads of old, embodying the characteristic availability of space and opportunity found in North America by the European settlers. In a similar way, many values presented by the muscle car's rhetoric embody the values venerated in the work horses of old. The Mustang, Camaro and Charger's rhetorical structure, as evidenced by their nomenclature and other metaphorical allusions within their sales brochures, creates a resounding and unique impression as an automobile. This rhetorical embodiment is found in both the sales literature's treatment of the vehicles, and in the aesthetic and functional form of the vehicles themselves.

One does not have to carefully select which source presents the most clear representation of the muscle car's functional form. Each source, whether it pertains to the Mustang, Camaro or Charger is loaded with visual depictions which reveal clear rhetorical expression directionality. Perhaps the most literal expression of directionality, however, is evidenced by the Camaro in figure 1. In this section of the SS350's sales literature, the symbolic use of a red arrow inside a

black circle, a recurrent image throughout the Camaro's sales brochure, implies implicit forward directionality. Such forward directionality is rhetorically generated and supported textually as Camaro is described as having "going looks" and a "big V8" which ensures that of "those who get the stern view (they'll be many) will have to look quickly to spot the "SS350" emblem on the fuel filter cap."¹⁷ There is a shared relationship between the red arrow symbol, the metaphorical treatment and photographic presentation of the Camaro in sales literature, and the physical form of the Camaro. This relationship is created by Chevrolet's rhetorical response to the situational requirements, requirements necessary for the production and formation the muscle car concept, a concept whose rhetorical form demonstrates a strong sense of forward directional intentionality.

While the Chevrolet use a variety of interwoven rhetorical devices to represent the forward intent of their Camaro, in the spirit of American competition, Ford and Dodge are not far behind. There are several instances of Dodge using devices that imply a rhetorical interest in forward directionality. For example, a recurrent image in their 1967 source material is a painted image of the word "GO," evidently painted by the blonde woman depicted beneath.¹⁸ The Ford Mustang's forward directionality is represented in the showroom literature by a multitude of devices which appeal to speed. Firstly, the Mustang model is described as being the "Mach 1." This label is of dual purpose as it identifies this model is the first Mustang, while it also alludes to the speed of sound. While few Americans would imagine this Mustang traveling at such a vast velocity, such an allusion to the so called sound barrier is patriotic, as this barrier was broken by American Chuck Yeagley in 1947, while it also demonstrates the Mustang's rhetoric is highly concerned with establishing speed. The linear nature of the Mustang, Charger and Camaro's

¹⁷ Figure 1.

¹⁸ Figures 10 and 11.

broad body structures are characteristic of muscle cars shape. Each vehicle is dominated by a hood which is uncharacteristically large and broad, or as Dodge describes it's charger's hood as "broad" and "gleaming."¹⁹ This takes advantage of the consumer's logical assumption that underneath a large hood must be a large engine, and that a large engine is capable of equally large speeds.

While the linear bodylines of the Ford Mustang, Dodge Charger and Chevrolet Camaro imply masculinity and their large hoods imply performance, such rhetorical allusions are incapable of generating any such speeds without a suitably powerful engine. This is where the real performance numbers come into play, the numbers which in real life actualize and legitimize the rhetorical focus upon directionality, of speed, aggression, and power. Every 1960's muscle car in this generic description is powered by some variety overhead-valve V-8 engine. In the *American Heritage Magazine*, Frederic D. Schwarz goes as far as saying that the V-8 engine configuration is the basis for the muscle care genre: "Chevrolet Bel Air introduced the 'small block,' a light, inexpensive overhead-valve V-8 that started the 'muscle car' phenomenon. Its descendants still form the basis for today's Chevys." While Schwarz's assertion may over credit the V-8 with starting the phenomenon, the famous engine configuration is certainly key to the muscle car's identity. The cubic-inches of displacement of the motor, or CID for short, is a numerical representation of the engine's size -- the general rule for CID is that the higher the number, the higher the horse-power.

The Ford Mustang came with a "427 CID Cobra Jet" which generates 390 horse-power @ 5600 rotations per minute or RPMS, and 445 foot/lbs of torque, thanks to its large

¹⁹ Figure 8.

displacement and high compression ratio.²⁰ The SS350 Camaro is said to sport an "authoritative new" 350 CID V8 engine, which generates 295 horse-power, while being nearly 100 cubic inches of displacement smaller than Ford's 427 Cobra Jet.²¹ The Dodge Charger had the largest and most powerful of the V-8 engines. Utilizing its trademark hemispherical combustion chambered engine design, HEMI for short, the Charger generates 425 horse-power. These numbers may to many people assume the form of arbitrary statistics; however, within the muscle car genre they serve several purposes. A simple function of these engines is validate to the vehicles' rhetorically stylistic appeals to aggression, power and forward intentionality. The rhetorical appeal's receives backing from the substantial power generated by each decidedly vast V-8 engine. The rhetorical reach of the engine's power, however, far extends the kinetic motion they generate.

Each muscle car manufacturer utilizes the numerical size or named designation of their V-8 power-plant as visual evidence of its authority and ability. When Chevrolet states that the automotive users a SS350 Camaro owner will pass, "(of which there'll be many)" will "have to look quickly to spot the "SS 350" emblem on the fuel filler cap" it is no coincidence.²² The incorporation of vehicle specification rhetorically functions as a glorification of speed and power, and is congruent to and validating of the other rhetorical claims of muscle car genre. The Camaro features the SS350 emblem on the fuel cap, steering wheel, front fenders and on its front grille. In a similar way, the Ford Mustang incorporates their Cobra logo on the Mustang Mach 1's fenders. While the Dodge's iconic HEMI 426 engine is equally integral to the Charger's identity, it is emblematically the dark horse of the pack, with only the assurance it "comes fully

²⁰ Figure 7.

²¹ Figure 1

²² SS350 ref.

armed" in the showroom brochure.²³ In either respect, the power of the muscle car is wholly integral to the genre as it validates the rhetorical appeals to aggression, speed, equine culture and companionship, as Dodge illustrates: "Saddle up the full-sized Dodge Charger and be a pacesetter. You might even form your own cavalry squadron..."²⁴ The characteristic use of rhetoric, as evidenced in the above quotation, represents a fusion of elements which is similar in nature to the organizing principle of the genre.

In the same way that each muscle car is the physical fusion of thousands of parts, the organizing principle is the organic fusion of the muscle car genre's mutual rhetorical investments. The organizing principle must take into account the situational requirements, substantive and stylistic elements as deduced from the source material. With this in mind, physically the muscle car presents itself as an affordable performance vehicle with two doors, a large V-8 engine and large dimensional proportions. Rhetorically, these vehicles invest in and appeal to images of war, dominance, equine culture, hard work, speed and directionality. Each of the rhetorical investments is characteristically masculine in nature, a fact reflected by the bold and boxy body lines which are themselves associated with masculinity. To conclude this generic description in a way which incorporates all of the genre's formative rhetorical characteristics, the organizing principle of the muscle car is that of an affordable and linear expression of idealized patriarchal dominance, nouveau-Western-Frontierism, and American democratic ideology.

4. Introduction to Generic Participation:

In this next and final section of the thesis, the paper returns to the two previously selected artifacts which claim the identity of modern muscle cars. To conclude, these artifacts will be

²³ Figure 11.

²⁴ Figure 8.

analyzed qualitatively in order to establish whether they participate in the muscle car genre. As aforementioned in the introduction, such an analysis is termed a *generic participation*. In this generic participation, the two modern artifacts will be measured against the generic framework provided by the rhetorical critique of the 1960's muscle cars earlier in this paper. Similarly, the source of information for this qualitative analysis will remain strictly limited to the manufacturer's showroom literature.

5. Generic Participation: An Analysis of the 2014 Chevrolet Camaro SS

The first of the two modern automotive offerings to be analyzed is Chevrolet's 2014 Camaro SS. It is an automobile with an impressive amount of history attached to its name, and an equally impressive reputation to live up to. While the 1960's Camaro SS350 is one of the founding members of the muscle car genre, the 2014 Camaro SS is several generations removed from its founding father. In the 2014 manufacturer's sales brochure, the characteristic use of rhetoric that perpetuates masculinity and dominance is also manifest. This is demonstrated by the description of the Camaro as being "unmistakable, unmatched" while sporting "deep-set eyes to sculpted rear shoulders."²⁵ This masculine personification is rhetorically similar in form to the 1967 Dodge Charger, which is described as a "pacesetter" with a hood that is "broad," a characteristic stereotype of masculine form. The 2014 SS's sales literature also utilizes a rhetorical appeal to speed and dominance as it states the Camaro SS is: "Always competition-ready.... which combines the white-knuckle performance elements of the ZL1 and SS with a decidedly aggressive attitude of its own."²⁶ While this masculine rhetoric is consistent with that

²⁵ Figure 13.

²⁶ Figure 14.

of the Camaro's forefathers, there are characteristics of the Camaro's rhetorical poise which are inconsistent.

Along with a rhetorically manifest interest to appeal to masculinity, the Camaro utilizes a appeal to emotion that is inconsistent with the genre of the 1960s. It is described as "beauty that works" and "the shape of the Camaro is pure emotion."²⁷ Beauty and pure emotion are sentiments which are stereotypically associated with femininity. In this way, such rhetorical allusions are inconsistent with the muscle car genre's organizing principle. While the 1967 Charger is said to "change its personality to suit your moods," which is the closest appeal to emotion in the 1960's source material, the focus is on dominance.²⁸ While it is assumed the emotional persona of the Dodge Charger changes, this change is itself a rhetorical appeal to dominance. By the use of the pronoun "your" in "suit your moods," the personality change of the Charger is not innate but instilled by the personality of the owner, one who is assumed by Dodge to be emotively provoked by the statement: "[L]ash out at lazy luxury cars."²⁹ By an appeal to beauty and emotion, the Camaro risks deviating from the genre's organizing principle; however, this is not the case.

The vast majority of the Camaro's sales literature is every bit as directional, aggressive and competitive as that of the 1960's muscle cars. Even Chevrolet's unabashed use of the color red and its inferred connotations of aggression remain principally the same in their 2014 Camaro's sales literature. The directionality and power of the Camaro is also consistent with that expected from the muscle car genre. It's arrow-like front end, extremely similar to that of the 1967 350SS Camaro, demonstrates that this is a car that splits the air at will, rather than one

²⁷ Figure 13

²⁸ Figure 9.

²⁹ Ibid

which bows to aerodynamic principle. While the appeal to beauty is uncharacteristic of the muscle car genre, Chevrolet's statement also subtly encodes characteristic features of the genre: "SS - beauty that works."³⁰ Like the 350 SS of the 1960s which "go machine that is all business" and the 1960s Dodge Charger which "carries four in stride and hauls wagon sized loads," the 2014 SS Camaro's rhetoric also appeals to the American ideal of honest hard work.³¹ By stating that the 2014 SS Camaro indeed works, and in fact "goes all out," the Camaro's rhetorical form is again consistent with the muscle car genre's characteristic focus on the idealized American principles of hard work and success.³²

The substantive rhetorical characteristics of the 2014 SS Camaro's form are also consistent with the genre's expectations. Its form is characteristically masculine in the use of straight lines, while it also sports "SS-specific grille and lower extensions" which function as a manifest glorification of its speed and afford it an "aggressive look that is nothing short of pure adrenaline."³³ While the rhetorical focus of the Camaro's body is one which appeals to aggression and directionality to generate adrenaline in an onlooker, this rhetorical appeal is either swiftly validated or destroyed by the power-plant's performance. On this front, the 2014 SS also does not fall short, as it sports a "timeless Chevrolet V8 engine" which "puts down 426 horsepower and 420 lb.-ft of torque."³⁴ While in other genres of vehicle horsepower is equated to the vehicle's top speed as validation, the Camaro's sales literature does not make this connection.

³⁰ Figure 13

³¹ The SS350 quotation can be found in Figure 1 and the Dodge Charger's in Figure 9.

³² Figure 14.

³³ Figure 13

³⁴ Figure 14

Instead, the 2014 SS equates this power to "nonstop force" which will "intimidate any would-be competitor."³⁵

From analysis of the 2014 SS Camaro's sales brochure, it is apparent that as an artifact it broadly fulfills the criteria necessary to participate in the muscle car genre. With respect to price, the SS Camaro's starting price of \$33,355 also represents attainability to the average American, another formative feature of the genre.³⁶ In some cases, the 2014 SS's appeals to emotion are uncharacteristic of the genre; however, they encode the American ideals of hard work and the companionship represented by the etymological root of the noun Camaro. In conclusion, the inconsistencies found in the 2014 SS's sales literature are not expansive, and such inconsistencies are vastly outnumbered and outgunned by appeals to aggression, dominance and power. The combination of these rhetorical appeals and the Camaro's masculine form and large V-8 engine gives it "presence you can't ignore," as the 2014 Camaro SS appropriately participates in the muscle car genre.³⁷

6. Generic Participation: An Analysis of the 2014 Equus Bass770

While the 2014 Chevrolet Camaro SS has a clear lineage that extends from the root of the muscle car genre, the 2014 Equus Bass770, this paper's second modern vehicle for analysis, does not. The Bass770 is marketed as being "born of an abiding passion for genuine 1960's and 1970's muscle cars."³⁸ While it assumes a birthright into the genre through its passionate conception design characteristics, the Bass770's overall rhetorical function deviates from that of the muscle car genre's qualitative framework. This can be seen by contrasting means by which the Bass770

³⁵ Ibid.

³⁶ This price is as detailed on the official Chevrolet website at URL: <http://www.chevrolet.com/camaro-sport-coupe/specs/trims.html>

³⁷ Figure 13.

³⁸ Figure 18.

identifies itself relative to the 1967 Dodge Charger, which rhetorically asks the reader: "Why play with other pony sized fastbacks?" This rhetorical question functions to differentiate the Dodge and defame its competitors. Instead of such an aggressive marketing approach which is characteristic of the genre, Bass770's rhetoric is clearly more interested in justifying its generic participation. While this disparity represents a dissonance between the Bass770's identity and that of the muscle car genre, many of the 770's features are in fact consistent with the genre's framework.

The stylistic presentation of the Equus Bass770 as "a brand new muscle car" which reflects "an abiding passion for genuine 1960's muscle cars" is achieved on the aesthetic and formative level. The car is visually intimidating and utilizes stereotypically masculine design characteristics such as a broad, linear profile that functions rhetorically to suggest power and prowess.³⁹ These suggestions are validated by an aluminium supercharged 640 hp V-8 engine known by its production code LS9.⁴⁰ The LS series of V-8 motor has a long history with Chevrolet, and a variant of this motor is found in the 2014 Camaro SS. Equus attempt to capitalize upon the engine's historical context using metaphors that allude to the LS9's auditory characteristics: "[The LS9] produces a 'sound signature [that] is characteristic of 1960's and 1970's muscle cars, easing from a soft, elegant breathiness when cruising to a raging growl when the beast is unleashed."⁴¹ It is uncharacteristic of the muscle car genre to present their engines in a rhetorically sensual manner as exhibited in the Bass770's literature. Instead, the genre typically utilizes the physical specification of the engine as a means of rhetorically establishing the engine's perceived characteristics. This is particularly evidenced by the SS 350 Camaro's

³⁹ This can be particularly seen in figures 17, 18, 19 and 20.

⁴⁰ Figure 21.

⁴¹ Figure 21.

inclusion of the engine's displacement in its name. The closest relation to such a metaphorical representation is exhibited by Ford's name for their 427 V-8 the Cobra Jet.⁴² The utilization of "Cobra" noun and the consequent badges which show the inclusion of this engine in a particular vehicle are the limit of Ford's use of Cobra imagery. At no point do Ford extend this Cobra metaphor to represent their engine's characteristics through the "hissing of the Cobra," or "when the cobra bites." Even if the Bass770 attains the "authentic style" it claims, the rhetoric used to present this is certainly not authentic or representative of the muscle car genre.

The rhetoric that motivates the Equus Bass770's name choice is somewhat congruent to that of the genre. The noun Equus is derived from the Latin word meaning horse, and is a Latin noun that represents the Ice Age horse that lived in North America according to the North Dakota Geological Survey. The name Equus is, therefore, carefully crafted to represent the resurgence of an extinct American breed. Such thoughtful grounding of the brand's name in etymological concept could indeed have provided the company an excellent design philosophy. Unfortunately, instead of an exciting attempt to both reinterpret and revive the American muscle car, Equus' rhetoric is more concerned with transcending the genre's boundaries: "A new American milestone in high-end automobile history."⁴³ Such an inconsistent tone presents the Equus Bass770's rhetorical purpose as ambiguous. This is further evidenced by Equus' claim that the Bass700 has "timeless elegance" and "authentic style" as it "sets a new reference in the international luxury automobile class as a brand-new muscle car bringing together the best of the 21st century american technological savoir faire."⁴⁴ With respect to the 1960's muscle cars which form the genre's identity, in no instance is such rhetorical emphasis placed upon setting a new

⁴² Figure 7.

⁴³ Figure 17.

⁴⁴ Figures 17 and 18.

luxury standard. The contradictory rhetorical tone is best evidenced by the oxymoron produced when the brand new 2014 Equus Bass770 claims to be "new milestone... in... history."⁴⁵

While the Bass770's rhetoric is intent upon generating luxury, another notable rhetorical function alluded to by the Equus Bass770's showroom literature is its perceived self-importance. This is inferred by the uniform capitalization of its name, which is consistently presented in showroom literature as the "EQUUS BASS770." The use of capitalization differentiates the Equus Bass770 from other nouns within its literature. It is reasonable to infer that as the Equus Bass770 under the subtitle "CRAFTSMANSHIP" claims to be manufactured "with the most reliable and meticulously designed components," that this meticulousness extends to their showroom literature.⁴⁶ If this is the case, a particularly alarming observation becomes apparent in the form of noun capitalization. While the Equus Bass770 remains capitalized, the "American" in "american technological savoir-faire" is not capitalized.⁴⁷ This is entirely inconsistent with the pro-American idealism that constitutes such a large portion of the genre's organizing principle.

Part of the muscle car's identity is its relative affordability, which reflects the American spirit of egalitarianism and ultimately constitutes a part of the American Dream. The Equus Bass770's rhetoric never seeks to involve itself with attainability, and perhaps this is longest nail in the coffin that buries the Equus Bass770's assumptions of generic entitlement. The Equus Bass770 rhetoric isolates many of the traditional purchasers of muscle cars as it assumes they wish to be "transported into the privileged universe" and is compared to a "flawless jewel, a collector's piece with a gutsy pioneer spirit."⁴⁸ The sheer lack of understanding of the genre is communicated clearly by the assumption of metaphorical validity between a "flawless jewel" and

⁴⁵ Figure 18.

⁴⁶ Figure 19.

⁴⁷ Ibid.

⁴⁸ Ibid.

the "gutsy pioneer's spirit."⁴⁹ The presentation of contradictory rhetorical intent incompatible with the muscle car genre is further evidenced by its price. In the sales literature, Equus Bass770 comes "fully equipped" from \$250,000, or "bespoke" from \$300,000.⁵⁰

While the Equus Bass770 is nothing short of visually striking, the rhetorical intent behind its design, production and presentation are almost entirely inconsistent with the organizing principle of the muscle car genre. The characteristic masculinity of its design features such as its large powerful V-8 engine, straight body lines and aggressive stance, are lost in its persistent rhetorical over-sensualisation. While all of the ingredients are present for the Equus Bass770 to be a bold new muscle car, this is clearly not its intent. In conclusion, instead of participating in the muscle car genre, or even seeking to participate in the muscle car genre, the Equus Bass770 is an automotive wolf in sheep's clothing. It seeks simply to exploit the genre's formative characteristics and iconic reputation in the hope of financial gain, and this is implicitly asserted as Equus seeks to "provide a real DREAM car, a car that puts you in the seat of a movie director as well as the main character" which in no way correlates with "the genuine feelings of original Muscle Cars" that they seek to attain.⁵¹

⁴⁹ Ibid.

⁵⁰ Figure 24.

⁵¹ Figure 25.

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SS 350 Camaro

THE GO MACHINE LOOK OUTSIDE TELLS EVERYONE YOU'VE GOT THE NEW 350 V8 INSIDE!

Maybe the Camaro in standard measure has caught your fancy . . . or possibly you've decided to deck one out as a Rally Sport. But what you really want now is a goer as well—and one that looks like a goer. Then the SS 350 Camaro is what you should specify. The looks outside tell all what you've got inside—the exciting new 350-cu.-in. V8.

Here's what lets admirers in on the story: unique color-keyed hood striping plus simulated louvers on the hood. "SS" letters on the fenders tell the knowledgeable that you have the go machine that's all business. "SS 350" emblem in the grille. And those who get

the stern view (there'll be many) will have to look quickly to spot the "SS 350" emblem on the fuel filler cap. Inside, too: "SS 350" emblem appears with authority in the steering wheel center. SS 350 models are appropriately shod with red stripe tires.

You get the big inch V8 in SS 350, too. An authoritative new 350-cubic-inch V8 topped by a four-barrel carburetor and vented by dual exhausts for 295 horsepower. Specify the SS 350 Camaro in either convertible or sport coupe form. And for dress inside, turn the page and scan the Custom Interior shown there. Imagine what an SS 350 would look

like if you ordered it with Rally Sport equipment. Want to? You can! And with the Custom Interior, the SS 350 is boldest!

Not only do you get the going looks and the big V8, you can also specify disc brakes for the front wheels. The dual master cylinder brake system utilizes drum brakes on the rear wheels and includes a proportioning valve to distribute braking effort to front and rear wheels for even, sure stops.

Personalizing your Camaro is one of life's more pleasant experiences. Check the list on pages 16-17 for items you can order; many items are also covered in text and illustrations throughout the catalog.



Unique hood striping sets off the SS 350's looks.



"SS 350" emblem adorns the center of the steering wheel.

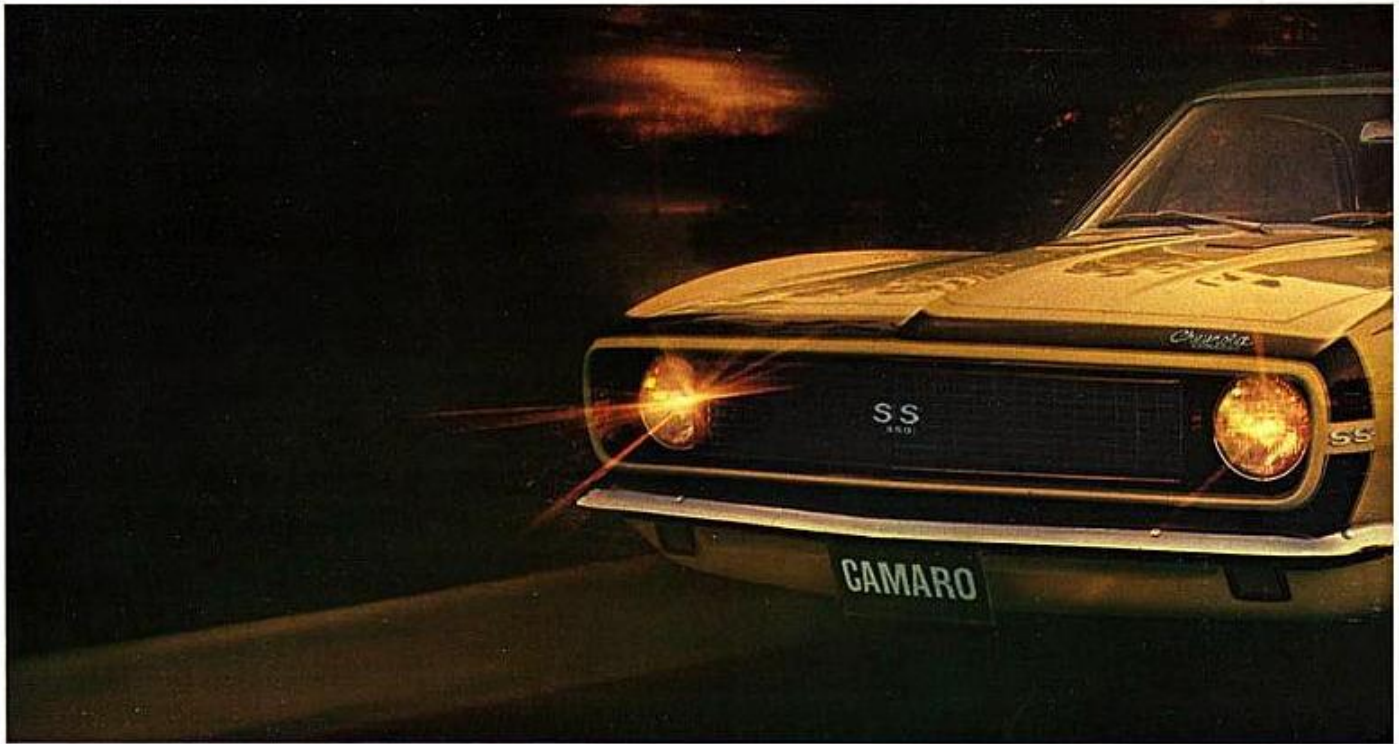


"SS 350" emblem on fuel filler cap.



Gleaming hood trim on SS 350 tops the big 295-hp V8.

Figure 2.



PowerTeam Combinations

**CAMARO'S FIVE ENGINES DELIVER
SUPER-SMOOTH TO SUPER-VERVE GOING...
TOPPED BY A NEW 350-CU.-IN. V8**

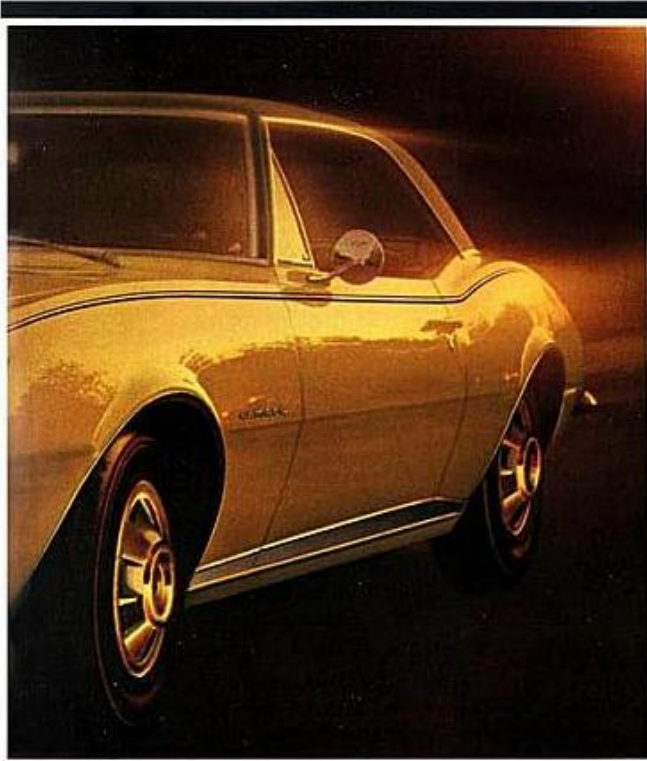
Standard Engines (Depending on model selected)

■ **140-hp Turbo-Thrift 230**—The standard six develops 140 horsepower and 220 lb.-ft. of torque. The 140-hp Turbo-Thrift 230 inhales through a 1-bbl. carb, uses hydraulic lifters and a single exhaust. Coupled to the rear axle through transmissions with highly favorable low gear starting ratios (2.85:1 low, 3-Speed; 3.11:1 low, 4-Speed), the basic six won't be found wanting.

■ **210-hp Turbo-Fire 327 V8**—Standard 210-hp Turbo-Fire 327 combines big 327-cu.-in. displacement with excellent fuel economy. A 2-bbl. carburetor perches atop the engine, feeds 8.75:1 compression ratio cylinders. General performance camshaft, hydraulic valve lifters. A single exhaust system vents this 327.

Extra-Cost Optional Engines ■ **155-hp Turbo-Thrift 250**—For six-cylinder fans who like a little more snap, consider the 250-cubic-inch six you can order. Develops 155 horsepower, uses a 1-bbl. carburetor, hydraulic lifters and single exhaust. Its 235 lb.-ft. of torque at a mere 1600 rpm makes this engine a pert around-towner.

■ **275-hp Turbo-Fire 327 V8**—Corvette-like



1967 CAMARO POWER TEAM CHART							
Engine Bore and Stroke	Equipment Compression Ratio	Transmission	Axle Ratio				
			Std.	Opt.			
Standard Engines							
140-hp Turbo-Thrift 230 3.875" x 3.25"	1-Bbl. Carb. Hydraulic lifters 8.5:1	3-Speed (2.85:1 Low)	3.08:1	2.73:1			
		4-Speed (3.11:1 Low)			3.55:1		
		Powerglide					
210-hp Turbo-Fire 327 4.00" x 3.25"	2-Bbl. Carb. Hydraulic lifters 8.75:1	3-Speed (2.54:1 Low)	3.08:1	2.73:1			
		4-Speed (2.54:1 Low)			3.55:1		
		Powerglide					
Extra-cost Engines							
155-hp Turbo-Thrift 250 3.875" x 3.53"	1-Bbl. Carb. Hydraulic lifters 8.5:1	3-Speed (2.85:1 Low)	3.08:1	2.73:1			
		4-Speed (3.11:1 Low)			3.55:1		
		Powerglide					
275-hp Turbo-Fire 327 4.00" x 3.25"	4-Bbl. Carb. Hydraulic lifters 10.0:1	3-Speed (2.54:1 Low)	3.08:1	2.73:1			
		4-Speed (2.54:1 Low)			3.55:1		
		Powerglide					
295-hp Turbo-Fire 350 4.00" x 3.48"	4-Bbl. Carb. Hydraulic lifters 10.25:1	3-Speed (2.54:1 Low)	3.31:1	3.07:1			
		Special			3.55:1	4.10:1	
		3-Speed (2.41:1 Low)					4.56:1
		4-Speed (2.52:1 Low)					
Powerglide	3.31:1	3.07:1	3.55:1	3.73:1			

¹Positraction required. Positraction may be specified with all other ratios.

SS 350 Camaro Sport Coupe in Butternut Yellow with Rally Sport option and black vinyl roof cover you can order.

spirit can be yours in any model when you specify the 275-hp Turbo-Fire 327 V8. This engine features a 4-bbl. carb, hydraulic lifters, 10.0:1 compression ratio, 2¼" diameter single exhaust system and 327-cu.-in. displacement. When this engine is called for, heavier duty front and rear springs, heavier duty clutch, 61-ampere-hour battery and higher performance starting motor wrap up the package.

■ 295-hp Turbo-Fire 350 V8—An entirely new Chevrolet V8, the 295-hp Turbo-Fire 350 is exclusive with Camaro. It shares the same bore (4.00") with the 327 but has a 3.48" stroke (.23" longer) for the additional 23 cubic inches. The SS 350 V8 engine breathes with verve through a 4-bbl. carburetor. Compression ratio is 10.25:1. Quiet hydraulic lifters operate valves and a full 2¼" diameter dual exhaust system with resonators aids engine efficiency. When the SS 350 version is specified, heavier rated front and rear springs, heavier duty clutch, red stripe tires mounted on 14 x 6 wheels, special hood with simulated louvers, 61-amp.-hr. battery and higher performance starting motor are included. **Standard Transmission** ■ 3-Speed fully synchro-

nized—manual shift unit included with all engines. Fully synchronized in all forward gears to permit downshifts into low gear without full stops. Wide helical gears, large synchronizers and high capacity front and rear ball bearings. Ratios matched to engine choice (see power team chart). Steering column mounted shift.

Extra-Cost Transmissions ■ Special 3-Speed fully synchronized—may be specified for SS 350 V8 only. Floor mounted shift lever, isolated from engine movement, is included. Rubber boot and trim molding decorate the base of the shift lever unless the extra-cost Sports Console is specified. Ratios are closer (2.41:1 low) to suit SS 350 V8 output. Wide helical gears, heavy synchronizers and front and rear ball bearings.

■ 4-Speed fully synchronized—available for every Camaro engine. Wide ratio units are offered for both six-cylinder engines; close-ratio boxes may be ordered for 327 and SS 350 V8 engines. Shift lever controls are floor mounted with all 4-Speed transmissions, with a rubber boot and trim molding completing the installations. Helical constant mesh gears. Engineered to prevent unintentional shifts into reverse.

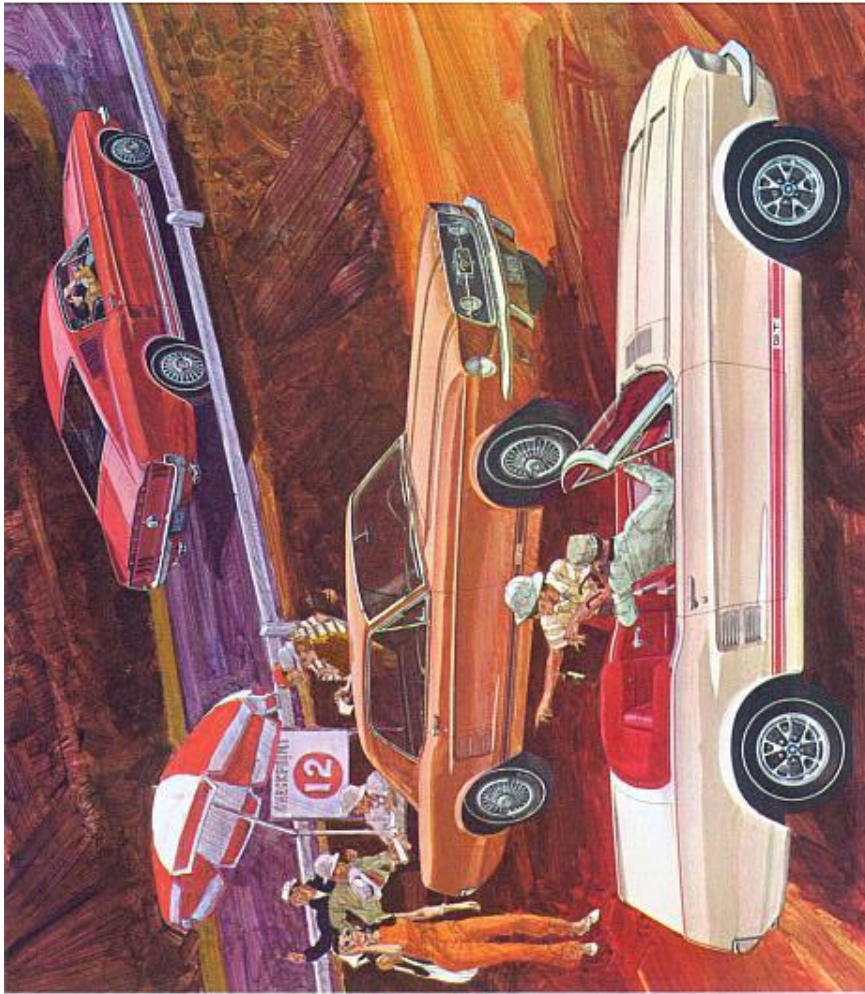
■ Powerglide automatic—available with any engine. Three-element torque converter with hydraulically controlled two-speed planetary gears. Selector is mounted on steering column and reads Park (positive parking lock)—R—N—D—L. Selector lever may be floor mounted if the Sports Console is ordered.

Clutch—Single dry disc diaphragm spring type. Conventional rod and linkage connects suspended pedal to actuating fork. Size and capacity matched to engine choice.

Propeller Shaft and Rear Axle—One-piece balanced propeller shaft, attached at transmission and differential through universal joints. Rear axle ratios are matched to power teams (see chart). Positraction may be specified for any ratio; certain ratios available only as Positraction (see chart).

Design features for all Camaro Engines—Precision-cast low weight block, valve-in-head design, positive-shift starter, seven main bearing sixes, fully counterweighted crankshaft in 155-hp six, full-flow oil filter, positive crankcase ventilation, automatic choke, permanently lubricated water pump, 12-volt ignition system.

Figure 4



Equipment Group also includes the Special Handling Package: higher rate springs and shocks, huskier front stabilizer bar. (Competition Handling Package* may be substituted. Includes adjustable shocks, 3.25 rear axle, limited-slip differential, among others.) The Mustang GT exhaust system, with both the high-performance Cobra and Thunderbird Special V-8, is a special low-restriction type, with dual mufflers and chromed "quad" outlets.

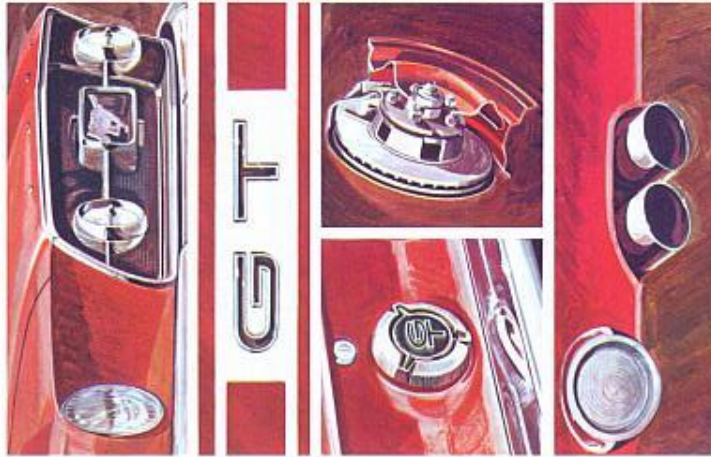
Final touch: accent stripes with "GT" (for stick shift) or "GTA" (for SelectShift Cruise-O-Matic).

*For complete details see your Ford Dealer



Optional Reflective Group (above) consists of reflective GT stripes in white, red or blue and reflective paint on optional deluxe wheel covers or styled steel wheels.

How to make a Mustang GT



First, pick your V-8. Any of four big choices from the 289-cu. in. Challenger to a new 390-cu. in. Thunderbird Special — ranging in power from 200 hp to 320 hp. Then add the GT Equipment Group, and wonderful things happen.

Up front, a pair of 4-inch fog lamps are built into the grille, giving the Mustang GT the appearance of an expensive rally-type machine. Tires are F70-14 Wide-Oval Sports type, put more tread on the road for greater traction, look extra-low and sporty. Front power disc brakes take over to give you extra resistance against fade. The GT

Figure 5



Now there are *five* new Mustangs for '69. There's a totally new Mustang SportsRoof (previous page), complete with sporty rear deck spoiler, ventless side glass, new grille and quad headlamps. A wild new Mustang Mach I (above). A new luxury Mustang—Grandé Hardtop. A new Mustang Convertible for top-down fun. And a new Mustang Hardtop—the original, the one that launched a new generation of fun. Sportier, more Mustang than ever.

Drive the igniting, power-primed Mach I. Life will never be the same. You can choose from five hot V-8's—from two new 351's (one with 2-barrel carb, the other with 4-barrel carb), to the virile 428 4V Cobra Jet Ram-Air with hood air scoop. (Simulated scoop with others.) And Mach I comes with all kinds of GT-type equipment like dual exhausts with the four larger engines. Wide-oval belted white sidewall tires on steel wheels. Competition shocks, springs and stabilizer bar. Foam-padded, vinyl-trimmed high back buckets. Racing mirrors, left and right. Woodlike 3-spoke Rim-Blow Steering Wheel.

Figure 6



Clock. Console. Unique teak-toned highlights on the dash, door panels and console. Bright floor pedal pads. Low-gloss paint on the hood and cowl, and pin-type hood lock latches. On-the-move reflective stripes outside.

Standard transmission with either 351-cuber is the fully synchronized 3-speed manual. The 4-speed manual, or SelectShift, is available with all engines. Add a tach. Comes with the 4-speed when you order the 390 or either of the 428 engines. Or you can get it separately with any engine and any transmission. Get a Mach I. Move out in your own power play.

Figure 7

1968 MUSTANG SPECIFICATIONS

This catalog will tell you all about three models of the new Mustang. If you're interested in trailering with a new Mustang, your Ford Dealer has another booklet which is yours for the asking. It's called the "1968 Ford Car & Truck Recreation Brochure." Sixteen pages in length, it includes numerous illustrations, facts and suggestions about trailer towing with a '68 car from Ford.

Color and Upholstery Selections: Pick your favorite color from 16 brilliant Super Diamond Lustre Enamel finishes. You have a total of 28 all-vinyl interiors. Your Ford Dealer will be happy to show you his special color and upholstery book. In it are actual paint and upholstery trim samples to let you "try on" various selections with your favorite Mustang model.

Engines (see chart for availability): **200-cu. in. Six**—115 hp; 3.68" bore x 3.13" stroke; 8.8 to 1 comp. ratio; 7 main bearings; reg. fuel; single-barrel carb.; auto. choke; self-adj. valves with hydraulic lifters.

289-cu. in. Challenger V-8—195 hp; 4.00" bore x 2.87" stroke; 8.7 to 1 comp. ratio; reg. fuel; 2-barrel carb.; auto. choke; self-adj. valves with hydraulic lifters.

302-cu. in. (five-liter) V-8—230 hp; 4.00" bore x 3.00" stroke; 10.0 to 1 comp. ratio; prem. fuel; 4-barrel carb.; auto. choke; self-adj. valves with hydraulic lifters; dual exhausts.

390-cu. in. Thunderbird Special V-8—325 hp; 4.05" bore x 3.78" stroke; 10.5 to 1 comp. ratio; prem. fuel; 4-barrel carb.; auto. choke; self-adj. valves; oil cap'y, including filter, 5 qt.; dual exhausts.

427-cu. in. Cobra V-8—390 hp; 4.23" bore x 3.78" stroke; 10.9 to 1 comp. ratio; prem. fuel; 4-barrel carb.; auto. choke; self-adjusting valves; oil cap'y, including filter, 5 qt.; dual exhausts. (Available only with GT Group.)

For sedan racing, available late in 1967 on special order only: **302-cu. in. V-8**—306 hp; 4.00" bore x 3.00" stroke; 11.0 to 1 comp. ratio; prem. fuel; special high performance fuel induction system; solid valve lifters; oil cap'y, including filter, 5 qt.; dual exhausts. Available with 4-speed transmission and GT Group only.

Engine Features: 6000-mile (or 6-month) full-flow disposable-type oil filter; replaceable dry element air cleaner; 190° thermostat; 12-volt electrical system with 38-amp. alternator; 42-amp. alternator or High Performance V-8; 54-plate, 45 amp-hr battery; weatherproof ignition; positive-engagement starter; fully aluminized muffler and tailpipe. All engines are electronically mass-balanced for long-lived smoothness.

Transmissions (see chart for availability):

Synchro-Smooth Drive: Synchronized manual shifting in all three forward gears; clash-free downshifting to low while under way. Floor-mounted stick, standard "H" pattern.

4-Speed Manual: Sports-type close-ratio transmission, synchronized in all forward gears; floor-mounted stick.

SelectShift Cruise-O-Matic Drive: Lets you drive fully automatic or shift manually through the gears. Three forward speeds, one reverse. Effective engine braking in low gear (1) for better control on grades and hills. Quadrant sequence (P-R-N-D-2-1).

Rear Axle: Semi-floating hypoid rear axle; straddle-mounted drive pinion (V-8's). Permanently lubricated wheel bearings.

Front Suspension: Angle-Poised Ball-Joint type with coil springs mounted on upper arms. 36,000-mile or (3-year) lube intervals. Strut-stabilized lower arms. Link-type, rubber-bushed ride stabilizer.

Rear Suspension: Longitudinal, 4-leaf springs with rubber-bushed front mounts, compression-type shackles at rear. Asymmetrical, variable-rate design with rear axle located forward of spring centers for anti-squat on takeoff. Diagonally mounted shock absorbers.

Steering: Recirculating ball-type steering gear provides easy handling. Permanently lubricated steering linkage joints. Overall steering ratio 25.4 to 1 (power steering 20.3 to 1). Turning diameter 38 ft.

Brakes: New dual hydraulic brake system with dual master cylinder, separate lines to front and rear brakes. Self-adjusting, self-energizing design. Composite drums grooved for extra cooling: 9" (Six), 10" (V-8's). Total lining areas: 131 sq. in. (Six), 154 sq. in. (V-8's).

Tires: Tubeless, blackwall with Tyrex rayon cord, 4-ply rating. Safety rim wheels. Tire size—6.95 x 14.

Dimensions & Capacities: Length 183.6"; width 70.9"; height: hardtop 51.6", fastback 51.6", convertible 51.4"; wheelbase 108"; treads 58.5"; trunk luggage volume (cu. ft.): hardtop 9.3, convertible 6.8 (top down), fastback 5.6 (18.5 with optional rear seat folded down); fuel 17 gal.

Approximate Weights: Mustang Hardtop, 2797 lb. (Six), 2985 lb. (V-8); Mustang Fastback 2+2, 2824 lb. (Six), 3012 lb. (V-8); Mustang Convertible, 2924 lb. (Six), 3112 lb. (V-8).

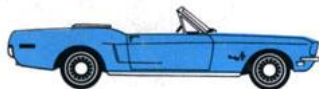
12 MUSTANG POWER TEAMS

ENGINES	TRANSMISSIONS		
	3-Speed Manual Trans.	SelectShift Cruise-O-Matic Drive	4-Speed Manual Trans.
200-cu. in. Six	Std.	Opt.	N.A.
289-cu. in. Challenger V-8	Std.	Opt.	Opt.
302-cu. in. Challenger Special V-8	Std.	Opt.	Opt.
302-cu. in. High Performance V-8*	N.A.	N.A.	Opt.
390-cu. in. Thunderbird Special V-8	N.A.	Opt.	Opt.
427-cu. in. Cobra V-8	N.A.	Opt.	N.A.

*Available on special order only.

Prices: All optional equipment and accessories, illustrated or referred to as options, optional or available are at extra cost. For the price of the Mustang with the equipment you desire, see your Ford Dealer.

The illustrations and product information contained herein were current at the time this publication was approved for printing. However, in order to continue to offer the finest automotive products available, Ford Motor Company reserves the right to change specifications, designs, models or prices without notice and without liability for such changes.



Mustang Convertible



Mustang Fastback 2+2



Mustang Hardtop



Ford ...has a better idea.

Figure 8

Lash out at lazy luxury cars

Most cars can live only one life. Charger changes its personality to suit your moods. It's a swinging sports model, but family-sized. Charger carries four in stride and hauls wagon-sized loads with rear seats folded. Here's luxury that really works. (If this be treason, make the most of it . . . with Charger!)



Figure 9

Stay ahead of the herd

Why play around with pony-sized fastbacks? Saddle up full-sized Dodge Charger and be a pacesetter. You might even form your own cavalry squadron; Charger '67 has the horses for it under that broad, gleaming hood, with your choice of five V8s (from 318 to 440* cubic inches). *Optional, at extra cost.



Figure 10

Don't swap space for spice

Go Charger '67 and get both. Three's a crowd in most sports models; not in full-sized Charger!

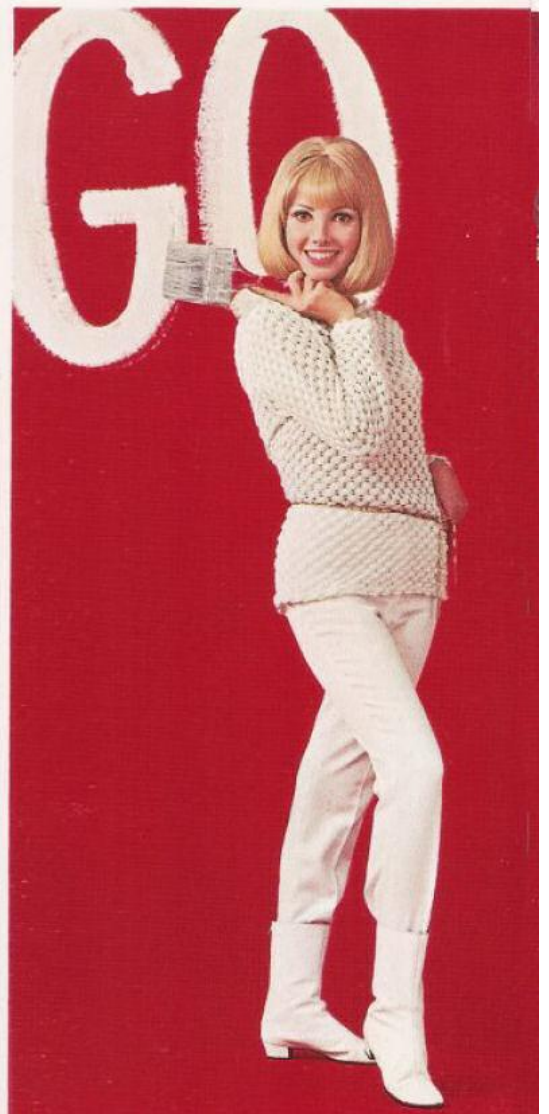


Figure 11

Charger '67 comes fully armed

Read through this long, long roster of standard Charger equipment. You're impressed? We planned it that way. Yet there's more equipment available on the Charger option list, so you can tailor one of these fabulous, full-sized fastbacks exactly as you want it.

CHARGER—Standard Equipment

Acrylic enamel in choice of 18 standard* colors □ Body paint stripe in choice of: blue, white, black or red □ All-vinyl interior in choice of: blue, red, copper, black, white/black or gold/black □ Dual, retractable headlights □ Cigarette lighter □ Map and courtesy light □ Glove box lock □ Glove box light □ Front bucket seats with full-volume foam □ Rear bucket seats with 1¼" foam padding □ Front left armrest □ Front right armrest with ashtray □ Rear armrests with ashtray □ Rear center armrest with cigarette lighter □ Carpeting, front and rear □ Heater/defroster □ 3-spoke steering wheel with full horn ring □ 318-cu.-in. V8 □ 3-speed manual transmission □ Long life major chassis lubrication (good for 36,000 miles) □ Spare tire cover (tire is carried below trunk floor) □ Curved and tempered side glass □ Tinted rear window □ Oil pressure gauge □ Tachometer □ Rear pillar, interior lamps □ Hinged trunk panel, carpeted □ Trunk carpet, to match interior.

*A special, buffed, silver-metallic paint is offered as an optional body color, at extra cost.

Charger Options and Accessories

Performance:

383-cubic-inch V8 (2-bbl.), single exhaust (318 V8 is standard) □ 383-cubic-inch V8 (4-bbl.), dual exhaust □ 426-cubic-inch V8 Hemi (dual 4-bbl.), dual exhaust □ 440-cubic-inch V8 Magnum (4-bbl.), dual exhaust □ TorqueFlite automatic transmission □ 4-speed manual transmission, floor- or

console-mounted (available on all optional engines, N.A. on 318 V8) □ Sure Grip differential □ Trailer-towing package □ 7.75 x 14 Red Streak nylon cord tires □ Heavy-duty shock absorbers □ Heavy-duty suspension package: Heavy-duty ball joints,* heavy-duty rear springs,* heavy-duty torsion bars.*

*Items available in package only.

Front disc brakes. (Power brakes required.)

Comfort and Convenience

Air conditioning □ Center console (available with automatic or 4-speed manual transmission only) □ Center cushion (between bucket seats) with pull-down armrest (N.A. with center console) □ Power brakes □ Power steering □ Variable-speed, electric windshield wipers (2-speed, electric, standard) □ Console-mounted electric clock □ Right, outside, manual rearview mirror □ Shoulder belts, front (left and right) □ Electric window lifts □ Tinted windshield and windows (tinted rear window, standard) □ Astrophonic radio, push-button, transistorized □ Music Master radio.

Appearance

7.35 x 14 white sidewall tires □ Black or white Levant-grain vinyl roof covering □ 3-spoke, simulated wood grain steering wheel □ Deluxe wheel covers □ "Mag"-type wheel covers □ Chromed steel road wheels.

Engines:

318-cubic-inch V8 (2-bbl.), 230-hp. Standard. Regular fuel. A 1967 version of Dodge's famous "318." Now 60 pounds lighter and featuring wedge



Figure 12

CAMARO/14



Figure 13



PRESENCE
YOU CAN'T IGNORE

UNMISTAKABLE, UNMATCHED From deep-set eyes to sculpted rear shoulders, the shape of Camaro is pure emotion. This is Camaro in cool, classic form, with a refined look that enhances this iconic shape. A redesigned front fascia with a wider, lower opening offers improved cooling and reduced aerodynamic lift.

RS - CUSTOMIZED CAMARO The RS Exterior Appearance Package, available on LT and SS, takes Camaro temptation to an even hotter level. High-Intensity discharge headlights with LED halo rings and the new chrome-accented grille add mysterious allure, while restyled LED taillamps are a brilliant tribute to the 1969 Camaro. 20-inch Midnight Silver¹ painted wheels with summer-only tires¹ complete the powerful statement.

SS - BEAUTY THAT WORKS SS makes an emphatic performance statement for 2014 with a new functional hood air extractor for more efficient engine "breathing." New SS-specific grille and lower extensions add to an aggressive look that is nothing short of pure adrenaline.

Camaro 2SS Coupe in Red Rock Metallic with available RS Package and available features.

¹ Do not use summer-only tires in winter conditions, as it would adversely affect vehicle safety, performance and durability. Use only GM-approved tire and wheel combinations. Unapproved combinations may change the vehicle's performance characteristics. For important tire and wheel information, go to gmaccessories.com or see your dealer.

Figure 14



GO ALL OUT At the heart of SS: the latest generation of the timeless Chevrolet V8 engine. You can pair this 6.2L V8 with a 6-speed manual transmission and launch control. Equipped this way, Camaro SS puts down 426 horsepower and 420 lb.-ft. of torque. Or you can have the best of both worlds with an available 8-speed automatic transmission that incorporates Active Fuel Management™ with 400 horsepower for an EPA-estimated 24 MPG on the highway and TAPshift* for on-the-fly gear changes.

PRECISION PLAY Either way, automatic or manual, Camaro SS will intimidate any would-be competitor. SS achieves its enviable balance of precision and responsiveness via a uniquely tuned suspension. Weight distribution is a near-ideal 52/48. Track-tested details include SS-specific stabilizer bars and dampers, along with electric power steering and the exceptional stopping power of Brembo® brakes with 20-inch wheels and Pirelli® P ZERO™ high-performance summer-only tires.¹

1LE: ALWAYS COMPETITION-READY For more than two decades, owners and enthusiasts alike have coveted the competition-ready third- and fourth-generation Camaro 1LE Performance Package. 1LE combines the white-knuckle performance elements of the ZL1 and SS with a decidedly aggressive attitude of its own. The 2014 Camaro SS 1LE boasts its own F66 Performance Ride and Handling Suspension, Goodyear® Eagle® F1 Supercar® Gen 2 summer-only tires,¹ TREMEC® 6-speed manual transmission and a track-proven, upgraded chassis and body structure. Paired with a 3.91 final-drive ratio and ZL1-based 20-inch forged-aluminum wheels, 1LE is tuned for road-racing performance.

Camaro SS Coupe in Summit White with available RS Package and available 1LE Performance Package.

¹ Do not use summer-only tires in winter conditions, as it would adversely affect vehicle safety, performance and durability. Use only DV-approved tire and wheel combinations. Unapproved combinations may change the vehicle's performance characteristics. For important tire and wheel information, go to gmaccessories.com or see your dealer.

Figure 15



Figure 16

SELECT VEHICLE FEATURES

CAMARO 1LS

3.6L 225-hp V8 engine with Direct Injection
19" Silver-painted aluminum wheels
Dual-outlet stainless steel exhaust with polished tips
Steering wheel-mounted controls for audio and cruise
6-speed manual transmission with Hill Hold feature
Bluetooth® wireless technology for select phones
OnStar® ¹ Directions & Connection ² Plan for the first six months, including Turn-by-Turn Navigation
Stratus™ Satellite Radio ³ with three trial months
Power door locks and windows
Floor mats

CAMARO 2LS

In addition to or replacing 1LS features, 2LS includes:
6-speed automatic transmission with 7½-shft manual shift central
30 MPG highway ⁴
2.32 rear axle ratio
Stratus™ Satellite Radio ³ with three trial months

CAMARO 1LT

In addition to or replacing 1LS features, 1LT includes:
Sport Cloth seats
Projector-style foglamps
6-way power driver and front passenger seats
USB port ⁵
Chevrolet MyLink ⁶ Radio
Stratus™ Satellite Radio ³ with 12-month subscription
Rear Vision Package (Convertible)

CAMARO 2LT

In addition to or replacing 1LT features, 2LT includes:
19" Bright Silver-painted aluminum wheels
Leather-appointed seating
Color Driver Information Center
Color Head-Up Display (HUD)
4-pack auxiliary gauges
Boston Acoustics ⁷ premium sound system
Stratus™ Satellite Radio ³ with 12-month subscription
Rear Vision Package (Coupe)

CAMARO 1SS

In addition to or replacing 2LT features, 1SS includes:
6.2L 425-hp V8 engine
20" Bright Silver-painted aluminum wheels ⁸
4-piston Brembo ventilated disc brakes
SS-specific front and rear fascias and seat embroidery
Limited-slip rear differential
Stratus™ Satellite Radio ³ with 12-month subscription
USB port ⁵
Electric Power Steering
Rear Vision Package (Convertible)
Chevrolet MyLink ⁶ Radio

CAMARO 2SS

In addition to or replacing 1SS features, 2SS includes:
Leather-appointed seating
Color Driver Information Center
Color Head-Up Display (HUD)
4-pack auxiliary gauges
Boston Acoustics premium sound system
Stratus™ Satellite Radio ³ with 12-month subscription
Rear Vision Package

CAMARO ZL1

In addition to or replacing 2SS features, ZL1 includes:
6.2L supercharged Gen IV small block V8 engine
TREMEC ⁹ TR6050 6-speed manual transmission with short-throw shifter
6-piston fixed Brembo front calipers, 4-piston rear calipers
20" forged-aluminum black-painted 10-spoke wheels ⁸
Stratus™ Satellite Radio ³ with 12-month subscription
Heated front seats
Sueded microfiber seating surfaces
Color Driver Information Center
Color Head-Up Display (HUD)
Remote vehicle starter system (requires available automatic transmission)
Rear Vision Package
Leather-wrapped steering wheel
Magnetic Ride Control
Performance Traction Management (Coupe)

¹ Go to onstar.com to find out which phones are compatible with the vehicle. ² User restrictions for coverage may apply and option limitations. Services may be made available on a limited basis. ³ If you subscribe after your trial period, services will automatically renew and bill at then-current rates until you call 800-4ADW to cancel. See Stratus™ Customer Agreement for complete terms of service and restrictions. ⁴ Camaro 2LS offers an EPA-estimated 19 MPG city/28 MPG highway. ⁵ Not compatible with all devices. ⁶ MyLink functionality varies by model. Full functionality requires compatible Bluetooth and smartphone, and USB connectivity for some devices. MyLink on Camaro does not include CD player. ⁷ These vehicles are paired with summer-only tires. To not use summer-only tires in winter conditions, as it would adversely affect vehicle safety, performance and durability. Use only GM-approved tire and wheel combinations. Unapproved combinations may change the vehicle's performance characteristics. For important tire and wheel information, go to gmaccessories.com or see your dealer. ⁸ 19" Bright Silver-painted aluminum wheels. ⁹ Tremec is a registered trademark of Tremec Corporation.

Figure 17

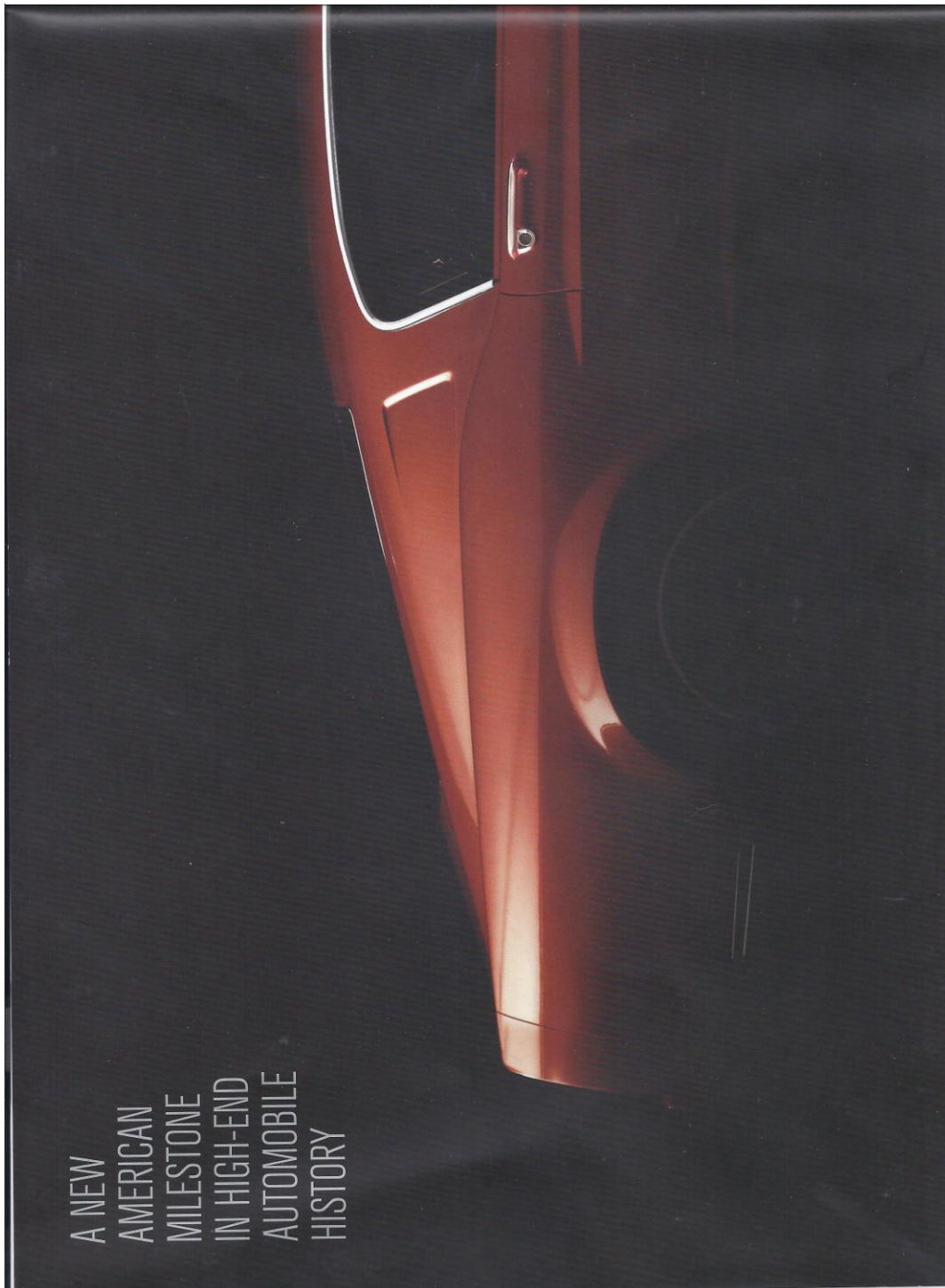


Figure 19



TIMELESS ELEGANCE

AUTHENTIC STYLE

Singular in feeling with fastback styling, authentic and sensual body silhouette, here's a flawless jewel, a collector's piece with gutsy pioneer spirit. Full aluminum bespoke frame and body, tailored leather interior and authentic, skilled craftsmanship meet in hushed eloquence suited to a genteel lifestyle. An enraptured marriage of refinement and sportiness.

THE INTERIOR

The interior cabin is entirely leather wrapped by hand with tastefully chosen peils, and delicately highlighted by bright metal accents. A living collection of elegant colors, materials and finishing are developed by our designers in order to fulfill your wildest dreams for your EQUUS BASS770.

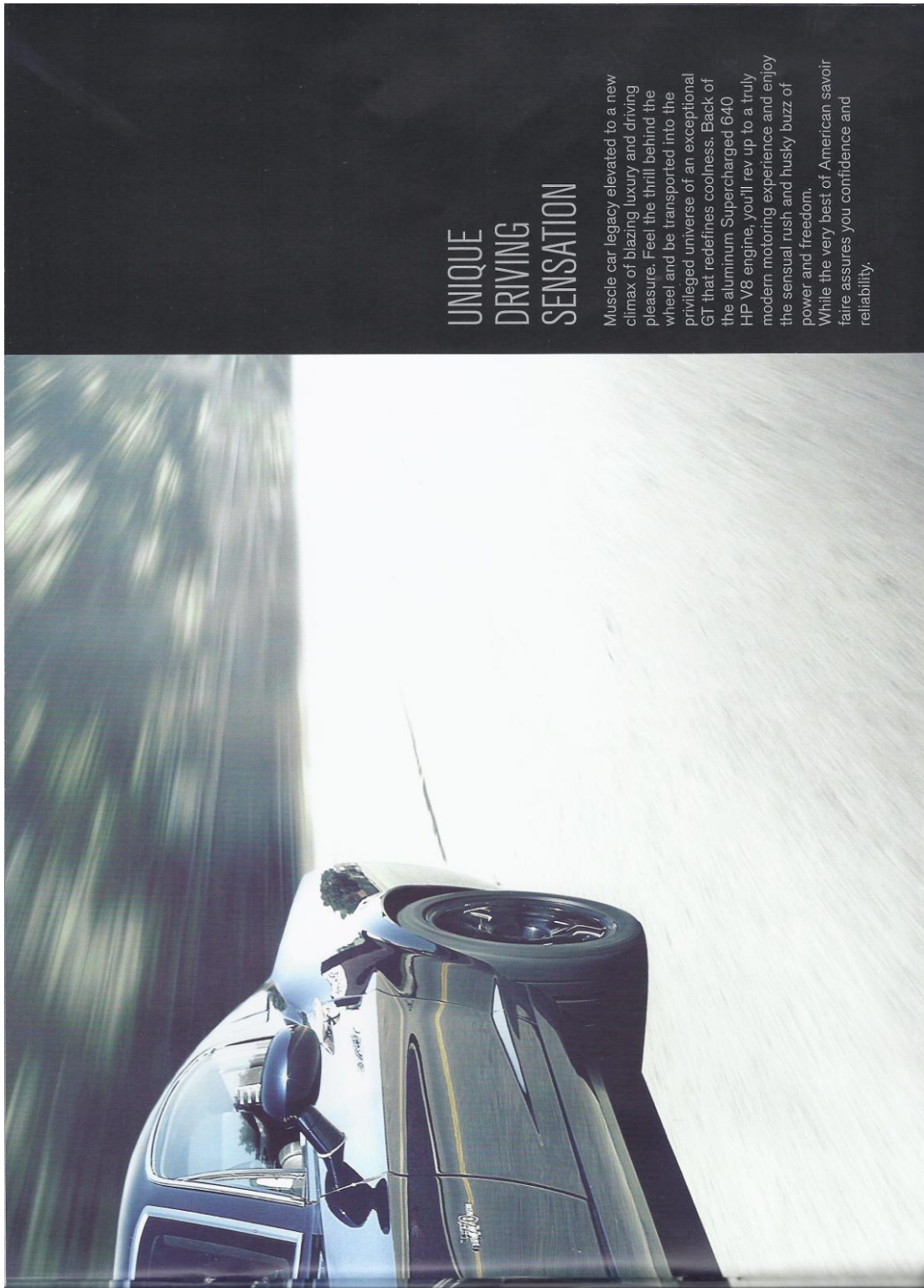
CRAFTSMANSHIP

We have partnered with established automotive specialists and renowned luxury craftsmen, in order to rig out the EQUUS BASS770 with the most reliable and meticulously designed components.

Figure 18



Figure 20



**UNIQUE
DRIVING
SENSATION**

Muscle car legacy elevated to a new climax of blazing luxury and driving pleasure. Feel the thrill behind the wheel and be transported into the privileged universe of an exceptional GT that redefines coolness. Back of the aluminum Supercharged 640 HP V8 engine, you'll rev up to a truly modern motoring experience and enjoy the sensual rush and husky buzz of power and freedom. While the very best of American savoir faire assures you confidence and reliability.

Figure 21



Figure 22



Figure 23

SPECIFICATIONS

LS9 Supercharged 6.2L (8 x 770 cm³)
90 degree V8, aluminum block and heads, titanium valves, hydraulic lifter with dry-sump oil system
640 HP at 6500 rpm
605 lb.-ft. at 3800 rpm
200 mph - 320 km/h
3.4 s
6 speeds rear-mounted dual clutch
255/40 ZR19 front and 285/40 ZR19 rear Michelin Pilot Sport
Magnetic Selective Ride Control, Performance Traction Management,
Active Handling System, Traction Control and variable-ratio power
Brembo® 4-wheel ventilated, cross-drilled carbon ceramic matrix rotors
with 6-piston, 15.5" front and 4-piston 14" rear calipers with ABS
L: 4927 x I: 1934 x H: 1390 mm
3640 lb. - 1650 kg

Engine Type
Horsepower
Torque
Top speed
Gearbox
Tires
Handling
Braking system
Dimensions
Weight

Specifications could be adapted depending on market regulations.



Figure 24

ON THE ROAD
Fully equipped 2014 EQUUS BASS770 series
from \$250,000.

Complete leather interior (alcantara® ceiling), A/C, GPS, radio/CD/DVD player, USB connector, tire pressure monitor, cruise control, Isofix... specifications could be adapted depending on markets regulations.

OPTIONS : wheels, colored or chromed brake calipers, additional lamps, interior and/or exterior black chrome, engine cover, hifi enhancement... Contact us for further details.

BESPOKE
EQUUS BASS770 BESPOKE from \$300,000.

Welcome to your very own world.

Here, you will be accompanied by a dedicated designer during a personalization program where your wildest fantasies will come true. Thanks to our worldwide network of finest craftsmen, artists and performance specialists, you will have access to unlimited power to make your BASS770 ownership a once in a lifetime experience.

Extreme luxury refinement or lightness racing preparation, body enhancement or complete new design, vintage muscle look or contemporary artwork painting, unique body color and rare materials, you name it. Become your dream.

Figure 25



The genuine feelings of original Muscle Cars with all the reliability expected from modern technology.

EQUUS AUTOMOTIVE Inc. has been working on the BASS770 project for the past 6 years, with an experienced team of professional car enthusiasts.

The EQUUS BASS770 is based on gathering all of the best of the American savoir-faire over the ages, in order to provide a real DREAM car. A car that puts you in the seat of a movie director as well as the main character.

SIX YEARS
DEVELOPMENT