



[ABOUT](#) | [MEDIA COVERAGE](#) > [Chevrolet Press Release](#)

Chevrolet Press Release June 5, 2006

- [Return to Media Coverage »](#)
- [Go to Previous Article »](#)
- [Go to Next Article »](#)

Chevrolet's Search for Most Dependable, Longest-Lasting Silverado Sparks Online Journal to Capture Owners' Stories

FOR RELEASE: 2006-06-05

Chevrolet's Search for Most Dependable, Longest-Lasting Silverado Sparks Online Journal to Capture Owners' Stories

Drive around the world eight times and you're in the club!

DETROIT - In reaction to the overwhelming response to their Silverado 200,000 Mile Club, Chevrolet is asking Silverado owners to share their stories and photographs as part of an online journal and sweepstakes.

"It is no surprise to us that the 200,000 Mile Club's enrollment has grown quickly and we have tapped into a very passionate group of owners - some, driving Chevy pickups with over a million miles," said Ed Peper, Chevrolet General Manager. "But it has become clear that there are stories behind every mile and our members are anxious to tell those tales."

On Monday, June 5, Chevrolet will upgrade the website, www.chevy.com/200k, and expand its online capabilities to allow Silverado owners to submit stories and pictures. As part of the sweepstakes, Chevrolet will select the Silverado stories that embody the spirit of "most dependable" and "longest lasting." These trucks and their owners will be acknowledged at the State Fair of Texas in Dallas, Texas, where the ALL NEW, 2007 Chevrolet Silverado will be unveiled.

Last month, Chevrolet Division of General Motors announced a nationwide search for personally owned Silverado trucks with 200,000 miles or more to join the Silverado 200,000 Mile Club. Since then, www.chevy.com/200k has had over 5000 visitors.

"Driving 200,000 miles is like driving your Silverado around the world eight times," said Peper. "But we are after more than just mileage. This outreach



media.gm.com

celebrates Silverado's legacy of quality and endurance and hopes to capture stories that show the integral role these trucks have played in American life - from our farms to our factories, from our countryside to our cities."

The Chevrolet Silverado is GM's top selling vehicle and has earned its reputation for top-notch performance, dependability and quality. Chevy pickup trucks were first built in 1918 and there are still millions on the road. Chevrolet is looking for personally owned, full size Chevy pickup trucks with 200,000 miles or more to join the Silverado 200,000 Mile Club at www.chevy.com/200k (You may also call 1-800-950-CHEV). To be eligible for the sweepstakes club members must join before August 13, 2006.

Helping with this Silverado search are husband/wife journalists from the Trans-Americas Journey, Karen Catchpole and Eric Mohl. They are heading out for a year-long drive in their 2006 Chevy Silverado to reconnect with America. As they chronicle their adventures, they will also be searching the country to find the longest-lasting Chevy Silverados and their owners. Catchpole and Mohl commented, "We consider the Silverado to be our third Trans-Americas team member - both home and workhorse for the adventure ahead." During their trip, they will include a travel journal and extensive photo gallery on their web site (www.trans-americas.com).

About Chevrolet

Chevrolet is America's No. 1-selling automotive brand. With the largest dealer network in the United States, Chevy is the leader in full-size trucks and the leader in sales of vehicles priced \$35,000 and above. In addition, Chevrolet delivers more-than-expected value in every vehicle category, offering cars and trucks priced from \$9,995 to \$72,235. Chevy delivers expressive design, spirited performance and great value with standard features usually found only on more expensive vehicles.

Chevrolet's global headquarters is at the GM Renaissance Center in Detroit. For more information, go to www.chevy.com.

CONTACT(S):

Michael Albano

Chevy Communications

Office: +1.313.667.4082

Mobile : +1.313.588.0715

e-mail: michael.albano@gm.com