

Chevrolet Introduces 2003 Monte Carlo Jeff Gordon Signature Edition

(October 28, 2002) Detroit, MI - Soon, NASCAR and Jeff Gordon fans will be able to cruise Main Street in a Chevrolet Monte Carlo similar to that driven by the Winston Cup Series' four-time champion.

The limited production vehicle is a 2003 Monte Carlo SS Jeff Gordon Signature Edition, based on a well-equipped Monte Carlo SS with the High Sport appearance package. Its striking exterior scheme includes a new-for-'03 Superior Blue color, highlighted by Galaxy Silver grounds effects, diamond-cut cast aluminum wheels and dual stainless steel exhaust tips.



Adding to the exterior character are Galaxy Silver flame decals on the hood, front fenders and doors. Jeff Gordon's trademark signature will be displayed on the sail panel and decklid. His well-known NASCAR number '24' will be prominently featured on the front license plate close-out panel, the sail panels, and embroidered on the headrests.

The Monte Carlo SS Jeff Gordon Signature Edition will also include 'Hendrick Motorsports' graphics on the rocker panels and door sills. A Galaxy Silver 'Monte Carlo' windshield header and "Team Monte Carlo" decal will be shipped with the vehicle, allowing die-hard fans to further customize their vehicle if desired.

Inside, this new Signature Edition features Ebony leather seats with Pewter inserts. Pewter accents are also used for door panel inserts, the leather-wrapped steering wheel and gearshift knob. The number "24," Gordon's signature and Hendrick Motorsports logo also are prominently displayed on various interior elements.

"Monte Carlo is the winningest nameplate in NASCAR Winston Cup history," said Kurt Ritter, Chevrolet general manager. "And Jeff Gordon's on-track performance has contributed greatly to our success. This new Signature Edition, bringing together these two great names, will certainly be distinctive when it hits the street."

"I've been blessed with many great opportunities in life," said Gordon. "Just to have Chevrolet consider a Signature Edition affiliated with me is honor in itself. But knowing that it will go into actual production is almost unbelievable."

Production will begin in January 2003 and run until April 2003. Volume will be limited to 2,424 units and will be available through select Chevrolet dealers in the U.S. and Canada with high-volume Monte Carlo sales. For each unit sold, Chevrolet will make a donation to the Jeff Gordon Foundation and to the Hendrick Marrow Program.

The Jeff Gordon Foundation supports four charities that represent the NASCAR champion's personal commitment to children and their families: The Leukemia & Lymphoma Society, The Make-A-Wish Foundation, The Marrow Foundation (which includes The Hendrick Marrow Program) and the Riley Hospital for Children in Indianapolis.

After being diagnosed with a rare form of leukemia (now in remission), motorsports team owner Rick Hendrick founded The Hendrick Marrow Program to help raise funds for tissue typing and education related to this life-threatening disease.

This is the second Monte Carlo SS Signature Edition offered by Chevrolet. It follows the 2002 commemorative Dale Earnhardt Signature Edition of 3,333 units for which Chevrolet donated \$666,600 to the Foundation For The Carolinas, a charitable organization supported by the Earnhardt family.

MONTE CARLO SS JEFF GORDON SIGNATURE VEHICLE HIGHLIGHTS:

Exterior:

- Superior Blue with Galaxy Silver Metallic ground effects
- Yellow-letter Goodyear Eagle RS-A P225-60/R16 tires
- Flame decal on hood, front fenders and doors
- "Jeff Gordon" signature on the sail panels and on decklid
- Number "24" on front license plate close out panel and sail panels
- "Hendrick Motorsports" graphic on rocker panels and door sills
- Galaxy Silver "Monte Carlo" windshield header and "Team Monte Carlo" decal (shipped with vehicle)

Interior:

- Pewter leather inserts for Ebony leather seats
- Pewter accents on the door panel inserts, leather-wrapped steering wheel and gear shift knob
- #24 embroidered on each front seat head restraint
- #24, "Jeff Gordon" signature and Hendrick Motorsports logo on gauge cluster
- #24 and "Jeff Gordon" signature graphics on passenger' side of dash panel

The Monte Carlo SS High Sport on which the Jeff Gordon Signature Edition is based, features:

- Highly-acclaimed 3800 V-6 engine developing 200 horsepower
- Sport suspension and four-wheel disc brakes with ABS and race-inspired front cooling ducts
- Race-inspired rear spoiler and full-perimeter ground effects
- Diamond-cut 16-inch aluminum wheels and Goodyear Eagle RS-A performance tires
- Bright, stainless-steel dual exhaust outlets
- Electronic Traction Control
- Leather-wrapped steering wheel with audio system and cruise controls

Required Options include:

- 1SB Option Group (consists of Driver Information Center; six-way power driver seat, ETR AM/FM Stereo with CD player, 200-watt auxiliary amp and six extended-range speakers; Mirror Group; front and rear floor mats; and trunk cargo convenience net.)
- Seating Comfort Package (six-way power front passenger seat, plus heated driver and front passenger seats)
- Ebony leather seating surfaces
- Electric sunroof
- Dual Playback radio (CD and Cassette)
- XM Satellite Radio
- Engine block heater