

FRONTENAC



Louis Chevrolet's "Dream" Comes True *World-Famous Driver-Designer Announces His Frontenac Car*

IN THE perfection of the new FRONTENAC Car, Louis Chevrolet has realized his life's ambition. This masterpiece of design and engineering embodies an active experience of twenty years, unique in its opportunities for the study, testing and development of automobile quality.

Impressive as his record has been as a driver of winning racing cars during the past eighteen years, it is overshadowed in real value by Louis Chevrolet's less spectacular but fully as successful achievements as designer and engineer.

During his long career since his first speed contest in 1905, this super-racer has won scores of notable victories, defeating many famous drivers, but always his interest was centered in the supreme test of racing from the designing and engineering standpoints.

Race track and roadway — these Louis Chevrolet believes are the true testing grounds of quality in an automobile. There the brain of the designer and builder triumphs and the prowess of his product is proven.

Referring to the crowning triumph of the FRONTENAC design and engineering principles, Mr. Chevrolet recently said:

"The first work on the FRONTENAC of today began back in 1915, and I think you will agree with me that the winning of the 500-mile International Sweepstakes Race at Indianapolis in 1920, and the second victory in the 1921 500-mile race by cars designed and built by me is pretty good evidence that I have succeeded from the standards of power, speed and durability in producing a car better than anything the foreign and domestic makers had to offer in these races."

"When the automobile world was showering me with honors for my victories at Indianapolis, I was considering this new FRONTENAC car. FRONTENAC cars have so many records on other race tracks that it is almost unnecessary for me to speak of the reputation of this design in the most crucial test that can be offered to any mechanism."



Life and Record of Louis Chevrolet *The Master Designer*

LOUIS CHEVROLET, the world's most famous driver—designer—builder of automobiles, was born of French parents at Lachaux de Fonds, Switzerland, in 1878.

He was the seventh son in a family of eight children. When eight years old he moved with his parents to Beaune, a small town in the heart of Burgundy, where the red wine comes from. At an early age he was obliged to leave school and help support the family.

By extra study and over-time work he soon became a skilled mechanic in the bicycle industry. At the age of seventeen the ambitious young Chevrolet went to Paris seeking greater opportunity for progress.

He soon became interested in motor-driven vehicles, and in 1897 he entered the great Mors factory in Paris and for several seasons rode racing tri-cycles.

Chevrolet Begins His American Career

When Louis Chevrolet landed in this country in his early "twenties," he was already a skilled mechanic of great natural ability with a consuming ambition to become a great designer and engineer.

He dreamed and worked constantly to perfect an automobile that in addition to giving more speed and power than any other car, would also combine maximum comfort and economy of operation.

With these ideas in mind he began work with the De Dion-Bouton people in 1900 and during the next four or five years made substantial progress in designing and engineering knowledge.

Wins His First Race In This Country

Louis Chevrolet's native nerve, skill, daring and courage were in evidence in his very first race in the United States, and his success in that contest brought him instantly into the lime-light as a great national racing figure.

In this race on May 22, 1905, he drove a F.I.A.T. 90 horse power car a mile at Morris Park, N. Y., in 52 4-5 seconds, then a record for the distance over a dirt track. Since that time he has been a winner in many races of national fame.

Throughout his entire racing career Louis Chevrolet has maintained the respect and confidence of his associates and the public by reason of his integrity and high character as a "man among men." There has never been the slightest blemish on his reputation or a question as to his fair dealing.

THE ANNOUNCEMENT
high mark in the perfect
country. It is a step forward
that is bound to create a

Wonderful Record on the Buick Racing Team

During the first meet held at the Indianapolis Speedway in 1909, Louis Chevrolet won second place with a Buick for ten miles in 8-56.4. At that time he was a member of a famous racing team, associated with Bob Burman and Louis Strang.

This team, of which Chevrolet was the leading member, swept the boards with a remarkable string of winning races, thus giving the Buick the benefit of favorable publicity that would have cost millions if paid for at regular advertising rates.

In one of the most hotly fought speed and endurance contests ever known in the history of automobile racing, Louis Chevrolet, driving a 40 horse power \$1,750 stock Buick car, won the 395-mile Cobe Trophy race over the Lowell-Crown Point, Indiana, road course, on June 19, 1909.

In 1910 Chevrolet was a spectacular figure at the wheel of a Marquette-Buick, winning eight events at Indianapolis. Shortly after this, he moved to Flint, Michigan, and took up the important work of designing and building cars in connection with W. C. Durant, then the leading figure in General Motors.

Designed The Original Chevrolet Car

Louis Chevrolet designed the car that was named for him, and was Vice-President of the Chevrolet Motor Company as an associate of Durant, Little and other leading spirits in the big General Motors Organization, who valued his talents as a designer and engineer, and appreciated the vast and varied experience that the famous race driver could bring to the work.

When W. C. Durant severed his connection with General Motors, Chevrolet turned his attention back to the great ambition of his life.

He determined to let nothing again interrupt him in the task set for himself; to design and build his own car—the ideal car that he had always hoped to build—offering the motorist more power, more speed, more comfort, more economy, and more automobile value than any one had ever produced.



FRON'

of this new car marks a new
ion of Automobiles in this
in design and construction
sensation in the industry.

Work on The Frontenac Begun in 1915

With this definite goal in mind, he began work on what is now the perfected, tested and proven FRONTENAC Car, back in 1915.

Again the master driver relied on his proven theory that the speed and endurance demanded in actual racing, form the true tests of quality in a car. To demonstrate this all-important truth, and to add still more to his knowledge of design and engineering, he resumed racing to help in the final perfection of the FRONTENAC which had now become the all-absorbing interest of his life.

Louis Chevrolet at the wheel of his FRONTENAC, won the great 250-mile International Sweepstakes race staged in the big bowl at Cincinnati, May 31, 1917. At the conclusion of this great contest, he said: "I am particularly glad to win because this victory vindicates my theory with regard to the design and construction of a racing car."

Chevrolet's Great Triumphs in 1920 and 1921

Louis Chevrolet kept right on designing and building. He was not satisfied, even when a car designed and built by him from the FRONTENAC blue-prints won the greatest of all racing contests, the International 500-mile race at Indianapolis in 1920.

It was only when he duplicated this feat, winning the famous 500-mile classic at the same track in 1921, with a new car of his own design and construction, that Louis Chevrolet was content to retire from the racing game, satisfied at last, that in his marvelous FRONTENAC he had achieved the super-car that had long been the object of his ambition.

Retires from Racing to Build the Frontenac

Certainly no man is better qualified to build this new FRONTENAC Car than Louis Chevrolet.

He is now in his prime—about forty-five years of age, when a man is at his best. Always a "clean liver," and possessed of a powerful physique, Louis Chevrolet has retained the fire and ardour of youth

The Frontenac Car is a Supreme Triumph of Engineering Science

with the unquenchable courage that marked his great racing career, now tempered by the control and seasoned judgment that foreshadow an even more successful future as a great producer of commercial passenger cars.

It is predicted by the shrewdest judges in the industry, who have followed his career for years, that the success of the FRONTENAC is assured under the guidance of Louis Chevrolet, who originated and developed this great car to its present perfection.

New Company Formed to Handle the Frontenac

The Frontenac Motors Corporation has been organized to manufacture the new FRONTENAC car. This Company, headed by Ernest L. Jacoby, of Indianapolis, as President and General Manager, and Louis Chevrolet, Vice-President, Designer and Engineer, acquires ownership of extremely valuable assets.

All of the engineering data, patent rights, "good will," trade mark and trade name of the perfected FRONTENAC car pass to the new Corporation, which will get the benefit of approximately half a million dollars spent in developing racing cars under Louis Chevrolet's personal direction, and in the eight years of experimental work, designing and building of his new FRONTENAC car.

Millions of Dollars in Advertising Values

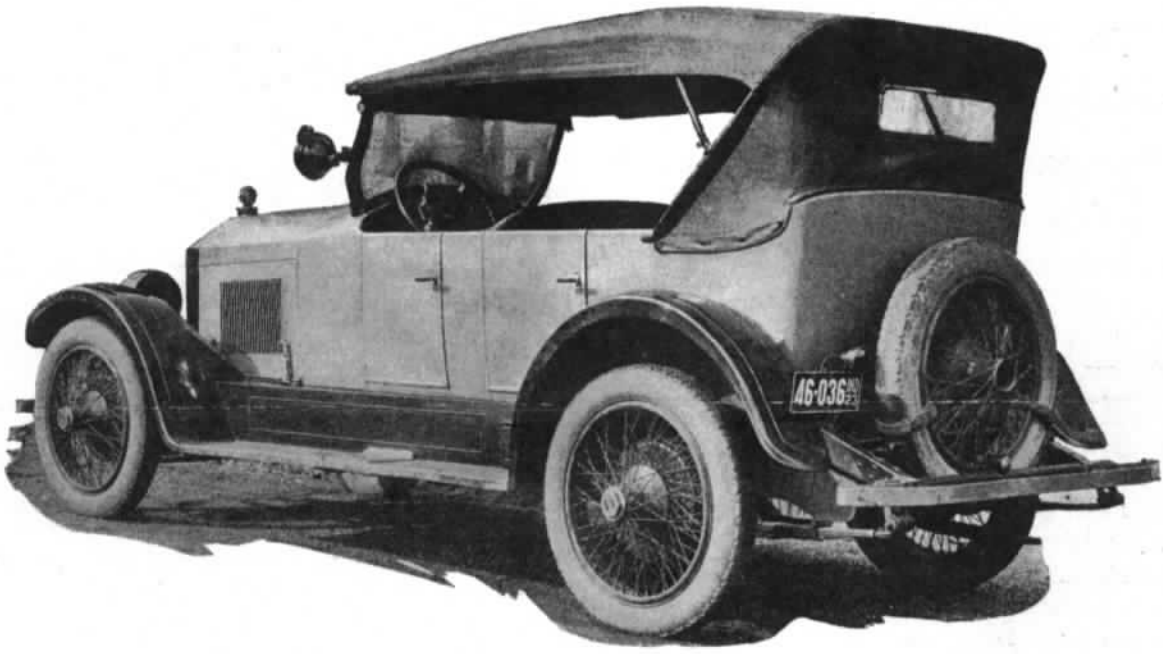
Another enormously valuable asset of the Frontenac Motors Corporation is the vast volume of publicity that Louis Chevrolet has received during the eighteen years of his active racing career.

Next to Henry Ford, probably no figure in the entire automobile industry has received so much "free advertising" as the designer of the famous FRONTENAC car. Since his first contest in 1905, Louis Chevrolet's name has been continuously before the public.

Hundreds of "first page" news articles have been featured in thousands of newspapers and magazines, making his name a household word, known to all classes of people from coast to coast.

This favorable and wide-spread publicity is an invaluable asset to the sales department of the new Frontenac Motors Corporation. If paid for at the usual advertising rates, a conservative estimate of its cost would run into the millions.

FRONTENAC



This Frontenac Car Has Been Driven 72,000 Miles

In 1921 Louis Chevrolet built the passenger car shown above for the express purpose of testing out in actual road use the design and engineering principles that have proven so overwhelmingly successful in his famous Frontenac racing cars.

After a road test of 72,000 miles, touring under all conditions, most of the time with Louis Chevrolet at the wheel, this Frontenac passenger car showed little or no wear. It proved positively its class as a car of wonderful power, speed, endurance and ease and economy of operation.

As a result of these tests, Frontenac passenger cars, now being built, will be shown at the New York and Chicago automobile shows in January, 1924.

Frontenac Motors Corporation

Indianapolis, Indiana, U. S. A.