

1964 Chevelle Inspired a Book on Louis Chevrolet

SWITZERLAND *By Martin Sinzig, VCCA #46433, Berg, Switzerland*

I was born in 1963 in a little town high up in the Swiss mountains, and nobody would have thought that someday my life would be all Chevy. But here is this story in short.

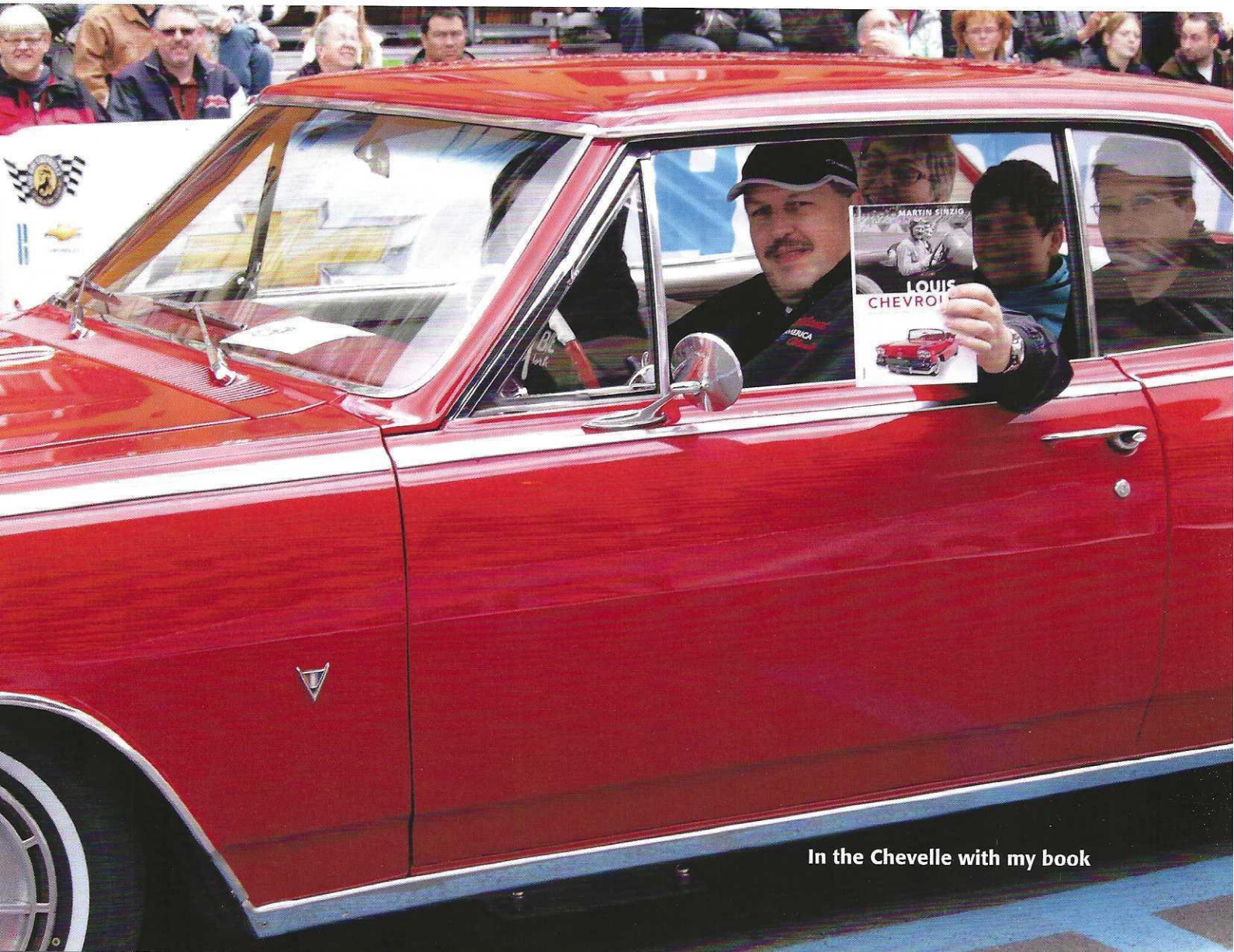
When I grew up in the 1960s, American cars got my attention. I don't know why, but the long, sleek bodies and the powerful engines seemed to me like the thing from another world. At that time, European cars were

modest in comparison, and except for Ferraris and the like, much slower. I especially remember one trip with my grandpa. His friend, a Mr. Otto, took us for a ride in his Oldsmobile. I recall him doing 210 km. per hour (130 miles per hour) on the then new Swiss autobahn.

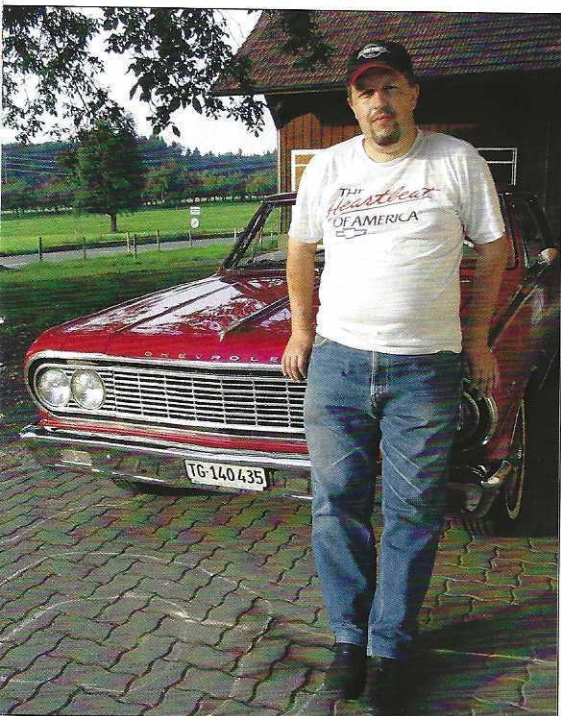
That trip did it. I kept on dreaming of American cars. But school had to come first. Finally, after leaving the University, I bought my first big car, a

1979 Oldsmobile Cutlass, equipped with a 305 cubic inch Chevy engine. In 1995 came a brand new Chevy S-10. Then I learned about Louis Chevrolet's Swiss origins, and soon I had a new project. I wanted to participate in the Louis Chevrolet Rally that was held honoring the Swiss born co-founder of the Chevrolet Car company.

Finally, I found the perfect project car. It was a 1964 Chevelle Malibu SS that I pulled away from a dealer's lot



In the Chevelle with my book



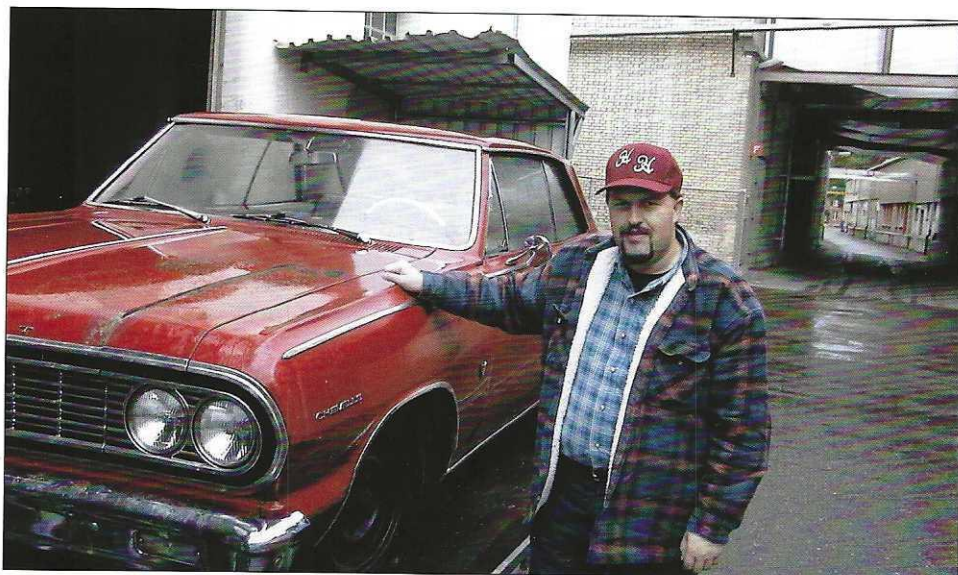
Me and my Chevelle at my home

late in 2001. What followed was an off-frame restoration. My mechanic and I worked long hours, weekends, and I also used my vacation time for the project. But after four years my better than new Chevelle was ready to roll. I took her to the Louis Chevrolet event in 2005. A photo, showing her on the main Avenue in La Chaux-de-Fonds, later inspired me to write a book on Louis Chevrolet.

Being a business journalist, I had the skills to do such a project. I started researching the life of Louis Chevrolet. That research included numerous trips to La Chaux-de-Fonds, Louis' birthplace, to France and to the U.S.

Finally, for the 100-year celebration of the Chevrolet Car Company, the Louis Chevrolet biography was published in German. I also participated in the big VCCA event in Flint in 2011. Now I'm working on an English version of my book. I'm absolutely sure that each and every Chevy buff will learn many new facts about Louis Chevrolet and the car company, and I can't wait to present my English book to my Chevy friends in the U.S. and all over the world. Please go to www.chevroletbook.com for more information. —

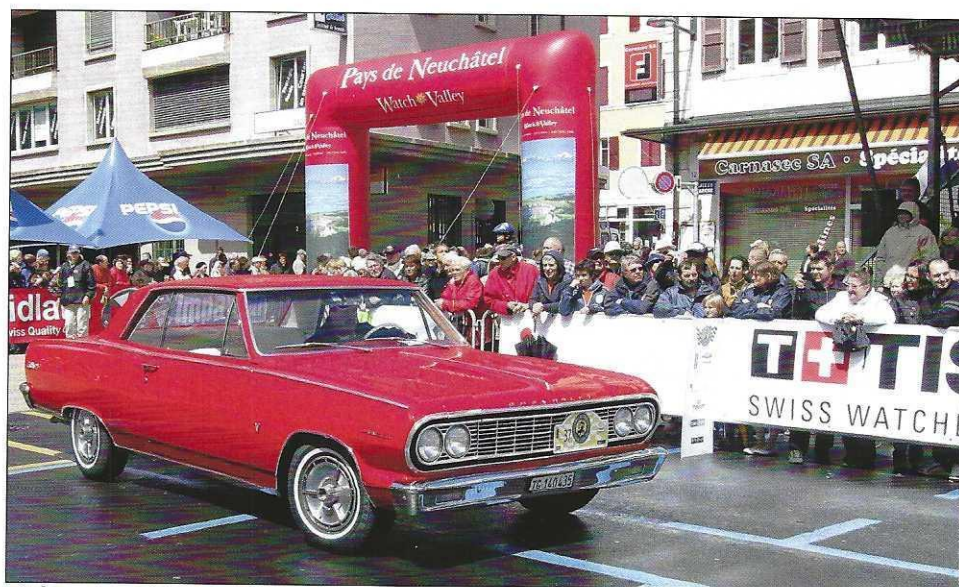
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Me and my Chevelle before the restoration



The body wasn't in too bad of shape.



At the 100-year celebration in La Chaux-de-Fonds