

FOR IMMEDIATE RELEASE

McCullough Public Relations
330.244.9980

CORVETTE MARKET MAGAZINE SUBMISSION

“Corvette popularity knows no boundaries”

NAPOLEON, Ohio – The Corvette market today is seeing a resurgence of true collectors and enthusiasts who are choosing to buy these classic vehicles as a collectible to drive and enjoy. Demand is definitely growing, as evidenced by the rising price tags these cars are drawing. The popularity of Corvette collecting, I believe, is growing at a pace that outstrips the availability of nice cars, which can only lead to bigger demand down the road. Older Corvettes, especially 1953 to 1972, have a solid pattern of growth that dates back to the early 1970s. What drives it? Well, today’s market is a world market and not just restricted to North America, which is demonstrated by the sales we have made in the last 12 months. From the United States to countries across the globe like Europe, Australia, New Zealand, Japan – and recently countries like Russia, Hungary, Croatia, South America and soon China – enthusiasts are digging deep into their pockets to purchase a classic car that is truly special to them. Additionally, factors such as the disposable income of many Baby Boomers (those born between 1946 and 1964) will lead to continued demand of the Corvette. This population group is financially stable and free from the responsibility of children, giving them the time and money to enjoy a truly magnificent classic car. Classic Corvettes are red hot and I only see it growing more and more each year.

- Terry Michaelis is President of ProTeam Classic Corvette Collection and Sales, based in Napoleon, Ohio. With the world’s largest collection of classic Corvettes and an inventory totaling more than \$20 million, Michaelis has spent more than 36 years investing in, restoring and selling these valuable vehicles.