"PEAKING" IN THE REARVIEW MIRROR By Ken Peak, RCC Historian



CORVETTE COLORS, 1953-2023 Part 8 C8



The Most Popular Corvette Color of the C8 Generation (2020-Present): TBD

Of course, the most popular hue of the C8 generation is yet to be determined. But what *is* known is that the C8 generation brought major changes, the most prominent being the mid-engine architecture. Bowling Green's plant built the first model to be sold to the public in February 2020, and a convertible model was unveiled in October at Florida's Kennedy Space Center – in honor of the 50th Anniversary of the Apollo 11 moon mission.

2020: for this initial C8 year, first-time colors Rapid Blue (1,243), Zeus Bronze (548), Accelerate Yellow (688), and Elkhart Lake Blue (1,369) struggled, while Watkins Glen Gray, Corvette Yellow, and Admiral Blue – all doing poorly in 2019 - were dropped. Torch Red again led in popularity (5,137 units sold of 20,368 built; see graphic) among the 12 options, followed at a distance by Arctic White (3,098) and Black (2,383). A number of vehicle components – such as the dual roof panels, brake calipers, accents, racing stripes, and accents – were offered in various colors as well. Long Beach Red (\$995), Accelerate Yellow (\$500), Rapid Blue (\$500), and Sebring Orange (\$995) commanded upcharges. The Indy 500, delayed due to Covid, was held in August and featured a Torch Red pace car, driven by GM Pres. Mark Reuss.

[cont'd]



2021: 12 colors were offered again for this year. Torch Red (5,171 of 26,216 units built) led again, followed by Arctic White (3,769). Newly added red hues Red Mist (3,476; extra \$995) and Silver Flare (1,804) fared well. Long Beach Red (1,068 units in 2020) and Blade Silver (1,130) were dropped; Zeus Bronze (509) struggled again, and Accelerate Yellow (688 in 2020; \$500) only had 839. The dealer-installed options list expanded: enhanced roadside safety package, new cargo area liners, better floor liners, upgraded indoor cover, and more secure silver wheel locks), while 2LT and 3LT packages offered many additions and upgrades. Dual racing stripes came in four new colors. Production was hampered by a UAW strike, COVID, and supplier shortages and stoppages. An Arctic White Stingray convertible pace car served the Indy 500, driven by NASCAR driver Danica Patrick.

2021 COLORS

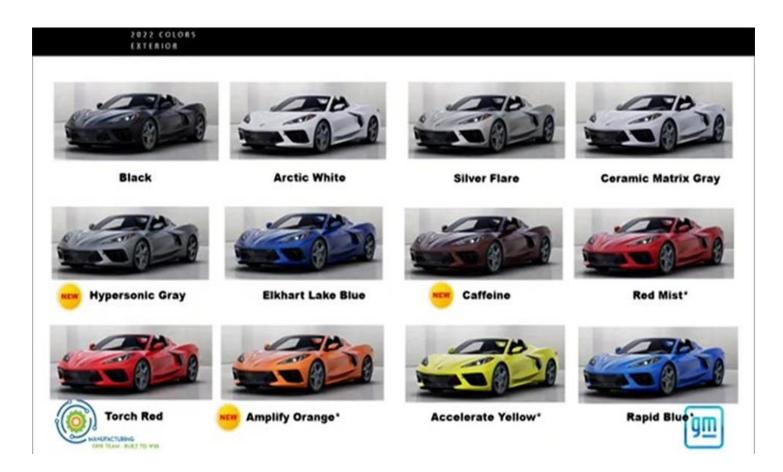


2022: Three new colors appeared among the 25,831 units built: Caffeine (385), Hypersonic Gray (3,291), and Amplify Orange (1,375). Torch Red (4,147) led sales, while dropped colors included Zeus Bronze (509 sold in 2021), Shadow Gray (1,111), and Sebring Orange (1,255). Sales were strong despite a worldwide semiconductor chip shortage. A Z06 was revealed in late October but was held so as to be a 2023 model.

Other reported color quantities for this model year were: Arctic White (3,603), Ceramic Matrix Gray (1,202), Black (2,766), Accelerate Yellow (1,193), Rapid Blue (2,261), Red Mist (3,274), Elkhart Blue (1,412), and Silver Flare (922).

The first C8s were shipped to Europe, Asia, New Zealand, and SE Asia. The Indy pace car for 2022 was actually a 2023 model in White Pearl, driven by former Indy driver Sarah Fisher.

[cont'd]



<u>2023</u>: This year brought one new hue to the brand: White Pearl (used in the previous year's Indy 500); Carbon Flash reappeared (not seen since 2012); both of these hues wrapped the 70th Anniversary Edition (3LT costing \$5,995 extra, and full-length racing stripes adding \$995 more). This year thus had 14 options, to join the previous year's offerings. The Z06 option, absent since 2019, reappeared and cost \$40,000-\$60,000 extra depending on options. GM Authority reported that the most popular colors for 2023 were Torch Red (15% of orders), followed by Arctic White (13.4%) and Black (11.9%). Of the Z06 models, Black led slightly at 14% over Torch Red, 12%. The Z06 became available, with many new stylistic and interior features as well as performance enhancements. For the 20th time a Corvette was the Indy 500 pace car - a Red Mist Z06 with its first-ever hardtop convertible, driven by Tyrese Haliburton of NBA's Indiana Pacers (photo below).



2024: NOTE: per GM Authority, all colors below were offered for the Stingray, new E-Ray (\$104,500+), and Z06 models. Caffeine, White Pearl Metallic Tricolor, and Elkhart Lake Blue were dropped while three new options were Cacti Green, Sea Wolf Gray Tricoat, and Riptide Blue Metallic. A total of 14 paint options were thus available, as seen in order below: Accelerate Yellow Metallic (\$500 upcharge), Amplify Orange Tintcoat (\$995), Arctic White, Black, Cacti Green, Carbon Flash Metallic, Ceramic Matrix Gray Metallic, Hypersonic Gray Metallic, Rapid Blue (\$500), Red Mist Metallic Tintcoat (\$995), Riptide Blue Metallic, Sea Wolf Gray Tricoat (\$995), Silver Flare Metallic, and Torch Red.

















Possibly in the mix for 2025:

At this writing, official colors announcements have not been issued; however, according to Corvsport, due to public demand a purple hue may well appear. It also predicts that Competition Yellow (last seen on the C4) and Sebring Orange (last seen in 2020, switched to Amplify Orange) will be brought back, while Amplify Orange and Accelerate Yellow may well be dropped.

(see: https://www.corvsport.com/the-best-sights-and-sounds-from-the-2024-27th-annual-michelin-ncm-bash/)

Sources: this series of eight parts was greatly assisted by and relied heavily on Mike Antonick's excellent resource, the *Corvette Black Book*, 1953-2023 (Michael Bruce Associates, Inc., Powell OH); photos were obtained from GM as well as from the excellent CorvSport website. Other sources of information included Motor Trend, National Corvette Museum, Corvette Blogger, motor1.com, and Corvette Pace Car Registry. Here are other excellent sources to be reviewed:

John Gilbert, "10 Years of The Rarest Early Corvette Colors and Options!," April 4, 2016, https://www.motortrend.com/features/1604-10-years-of-the-rarest-early-corvette-colors-and-options/).

R. J. Sottile, "Corvettes by Color," Hobby Car Corvettes, February 24, 2017, https://www.hobbycarcorvettes.net/corvettes-by-color/.

Top Flight Automotive, "The Most Popular Corvette Colors of All Time," https://www.topflightautomotive.com/blog/most-popular-corvette-colors-throughout-history/.

https://www.proteamcorvette.com/Corvette-facts67.html