

“PEAKING” IN THE REARVIEW MIRROR

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CORVETTE COLORS, 1953-2023

Part 7 C7



The Most Popular Corvette Color of the C7 Generation (2014-2019): WHITE

In stark contrast to the popularity of black colors in the C6 generation, and after a departure of many years white hues again carried the day as overall C7 favorite. And once again, Arctic White prevailed. However, black remained among the most favored C7 Corvette hues.

2014: Lime Rock Green (1,577 of 37,288 total units built, \$495 extra) joined the field with 8 other previous color offerings. Inferno Orange and Supersonic Blue were dropped (selling 458 units combined the previous year). Furthermore, Velocity Yellow and Crystal Red – both in Tintcoat - now added \$995 to the base cost. Again, polar opposites led sales: Arctic White (6,166) and Black (5,932). Electronic power steering, 7-spd trans., and aluminum frame became standard, and A pace car edition, a Z51 coupe wrapped in Laguna Blue, was driven by NFL Coach Jim Harbaugh.



2015: the new Shark Gray (5,130 of 34,240 units built) became instantly popular, besting Black by 2 units; Daytona Sunrise Orange was also added (1,417 units; \$495 extra). Cyber Gray and Lime Rock Green were dropped. Arctic White was the most popular, at 6,461 units, followed by Torch Red (5,625) and Black (5,128). Only two models were offered (in both coupe and convertible): 25,587 Stingrays and 8,653 Z06s (the Z07 performance package in the Z06 added \$7,995, and the Engine Plant Build option –

allowing buyers to build their vehicle's engine in Wixom, MI -cost \$5,800). My Link and OnStar were standard and 8-spd. paddle shift appeared.



2016: Long Beach Red (3,224 of 40,689 total units) and Corvette Racing Yellow (2,715) were added to the field (each with a \$995 upcharge), alongside 9 other options (Admiral Blue, not seen since 1996, reappeared late in the year and sold 336 units). A racing-inspired Z06 C7R special edition was offered in yellow or black and added appearance features (plus an upcharge of about \$24,000) Again, opposites attracted, with Arctic White being hugely popular (8,368), followed by Black at 6,950 (Torch Red sold 6,112). Daytona Sunrise Orange only sold 965 units, and Night Race Blue, 835. The so-called gas guzzler tax on select Z06s (10,119 built this year) with 8-speed auto. transmission was increased to \$1,300.



2017: 3 new options appeared: Sterling Blue (921 of 32,782 total units), Watkins Glen Gray (5,822; named for a speedway in New York), and Black Rose (1,333). Watkins Glen Gray soon became the second-most favored color with 5,822 units, following Arctic White (6,199). Night Race Blue, Shark Gray, Daytona Sunset Orange, and Laguna Blue were dropped. 7,273 Z06s were built, and Grand Sport models (11,958) returned in both Heritage Package and Collector Edition (\$4,995).



2018: the Bowling Green plant, closed August-October the previous year to install a new paint shop, caused this year's 9,686 total units to be the lowest number produced since 1959 (9,670). Of 11 offerings, there were two new hues: Ceramic Matrix Gray (1,099 units) and Sebring Orange (introduced late, 85 built, \$995 premium); Sterling Blue was deleted. Also fading in sales were Blade Silver (571), Corvette Racing Yellow (399), and Black Rose (219). Given the low production, the leading color, Arctic White, sold only 1,966 units, with Black again at second place, (1,575). To honor Corvette's 65th year, a Carbon 65 Edition (650 built) was offered for an extra \$15,000, in Ceramic Matrix Gray exterior and blue graphics.



2019: This year's model, last of the C7 generation, offered 12 available colors but only one was new to the palette: Shadow Gray (2,519 of 34,822 total built); Elkhart Blue, not seen since 1967, reappeared (2,166 orders of 34,822 total). Black Rose (only 219 built in 2018) was deleted. Not surprisingly, Arctic White and Black came in again at #1 and #2 (6,789 and 6,164, respectively). The 2019 ZR1 was at the time said to be the fastest production Corvette ever, hitting a top track speed of 212 mph.

