



monza mirage

Enclosed, you will find materials that have been prepared by Michigan Automotive Techniques Corporation to assist you in merchandising the exciting new Monza MIRAGE.

Your complete merchandising kit includes:

- Suggested Headline and Copy points for newspaper advertisements
- Artwork (ad mats) for ads in two and three column widths
- Suggested 30-second radio spot
- Ideas on how to promote the exciting new Monza MIRAGE
- And, a press-kit release for forwarding to your local media; TV, radio, and newspapers

MATC

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Automotive Techniques
CORPORATION

monza mirage!

"MONZA MIRAGE IS
THE BEST LOOKING CAR
TO COME DOWN THE PIKE
IN A LONG, LONG TIME,"

That's what Road Test Magazine says about the new Monza Mirage. We agree and would add that Monza Mirage is the best way YOU have had in a long time to get MORE car buff minded traffic into your showroom; more Monza nameplates on the road.

The Mirage is one great car. Car Craft magazine wrote "We had to look twice to make sure that it was there, but a thorough rubbing of the old eyeballs confirmed that this little number did in fact exist, and it's available to everyone..."

Even the Wall Street Journal recognizes that people are looking for more excitement in cars today. The Journal writes "A lot of visual impact" and "...an even more dramatic version of (the) Monza, patterned on a professional racing car."

The Monza Mirage we're talking about is a specially equipped Monza 2+2 with front air dam, rear deck spoiler, front and rear fender flares, racing stripes and special identification. This adds up to a car that looks as if it's ready to swing right into any motorsports competition event. Got the picture? Absolutely exciting!

Road Test Magazine says "...everywhere we went with the car we created an instant traffic jam." So, a key step in putting the Monza Mirage to work for you to build showroom traffic and increase Monza 2+2 sales is EXPOSURE:

- DISPLAY IT AT SHOPPING CENTERS, LOCAL AIR TERMINALS, SPORTING EVENTS.
- SET UP A GYMKHANA COURSE AND INVITE ALL CAR ENTHUSIASTS.
- GET IT ON THE STREETS DURING RUSH-HOUR TRAFFIC WITH YOUR I.C. ON THE CAR.
- PREPARE A PRESS RELEASE (OR USE THE "PR" MATERIAL ENCLOSED WITH THIS KIT), AND SHOOT IT OFF TO YOUR LOCAL T.V., RADIO STATION AND NEWSPAPER.
- ORDER 3 OR 4 UNITS AT A TIME (ARRANGE THIS THROUGH YOUR ZONE MERCHANDISING MANAGER, PASSENGER CARS) SO THAT YOU CAN UTILIZE THE MAXIMUM IMPACT OF HAVING SEVERAL IN STOCK AT ANY GIVEN TIME.
- PARK IT PROMINENTLY IN FRONT OF YOUR SHOWROOM.
- SET UP A PRESS CONFERENCE WITH A "RIDE AND DRIVE" FOR LOCAL JOURNALIST.
- EMPHASIZE THE STYLING AND FLARE TO JOURNALISTS AND MAKE SURE YOUR SALES PERSONNEL ARE FAMILIAR WITH THE RESILIENT CHARACTERISTICS OF THE POLYURETHANE BODY COMPONENTS.
- SET UP A SPECIAL SHOWING FOR "VIPS" AND CAR CLUBS.
- SET UP A TASTEFUL FASHION SHOW, FEATURING THE MIRAGE, SPYDER, Z-28, NOVA RALLY AND CORVETTE.
- TIE INTO LOCAL FAIRS, YOUR LOCAL DRAG STRIP OR OTHER SPORTS EVENTS.
- LOAN A MIRAGE TO YOUR LOCAL HIGH SCHOOL OR COLLEGE DRIVERS EDUCATION PROGRAMS FOR A FEW DAYS.

ABOVE ALL...SHOW YOUR PROSPECTIVE CUSTOMERS THAT YOU HAVE A PRODUCT WITH FLARE!!



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SUGGESTED MONZA MIRAGE AD HEADLINES

- monza MIRAGE! (in actual style of graphics on car)
- Supercar Renaissance: Monza MIRAGE
- Merely fantastic...Monza Mirage
- "...best looking American Car...in a long, long time." Road Test Magazine
- Turn heads? Monza MIRAGE!
- Suddenly! Driving is fun again. The new Monza MIRAGE!

SUGGESTED MONZA MIRAGE COPY POINTS

- Impressive list of Monza MIRAGE equipment includes front air dam, rear deck spoiler, front and rear fender flares, unique striping and Monza Mirage graphics faithfully reproducing the winning Monza race cars that inspired it.
- The Monza Mirage comes fully equipped with front air dam, rear deck spoiler, front and rear fender flares, racing stripes and Monza Mirage identification, faithfully reproducing the track-winning Monza race cars in international competition.
- The Mirage's distinctive competitive appearance draws a crowd wherever it's parked, turns heads whenever it's on the move.
- The new Monza MIRAGE is here now! Bring your driving gloves with you to (insert your Dealership Name and Address) and test drive the exciting Monza Mirage today!

SUGGESTED MONZA MIRAGE 30-SECOND RADIO SPOT

NNCR) There's a new Monza on the road. The Monza MIRAGE. This new Monza Mirage is fitted with special front and rear spoilers, fender flares and racing stripes faithfully reproducing the track-winning Monza race cars that inspired it.

See the Monza Mirage at (your Dealership Name and Address) today! Better yet, bring your driving gloves along with you and TRY OUT the most exciting car you've seen in a long, long time. The new Monza MIRAGE, here now at (your Dealership Name and Address).



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THREE SAMPLES OF SUGGESTED PRESS RELEASE COPY

One of the latest offerings in the specialty car market, the new Monza MIRAGE was developed as a "street version" of the successful racing Monzas privately campaigned in the International Motor Sports Association (IMSA) competition events. The Monza MIRAGE is specially prepared by Michigan Automotive Techniques Corporation of Grand Rapids, Mich., and is available through participating Chevrolet Dealers nationwide.

Patterned after the successful racing Monzas privately campaigned in the International Motor Sports Association (IMSA) competition events, the Monza MIRAGE is one of the latest and perhaps most dramatic of the new specialty cars available to the new car buyer. The Monza MIRAGE was developed for the auto enthusiast and is now being produced by Michigan Automotive Techniques Corporation of Grand Rapids, Mich. This "street version" of the IMSA-style racing Monza features special front air dam, rear deck spoiler, and front and rear fender flare body panels manufactured from impact-resistant polyurethane material. MATC also installs the racing stripes, and each car carries its' own custom serial number. The MIRAGE is available through participating Chevrolet Dealers nationwide.

The Monza MIRAGE is one of the latest and perhaps most dramatic of the new specialty cars on the market. It may also be one of the most practical, according to an official of Michigan Automotive Techniques Corporation, the Grand Rapids, Michigan firm that produces the car. The special front air dam, rear deck air spoiler, and front and rear fender flare body panels are all manufactured from impact-resistant polyurethane materials to help ward off minor dents and dings, the spokesman said. Developed for the auto enthusiast, the MIRAGE is a special "street version" of the racing Monzas' privately campaigned in the International Motor Sports Association (IMSA) competition events throughout the country. MATC also installs the special racing stripes and adds a custom serial number to each vehicle. The new car is available through participating Chevrolet Dealers nationwide.

THE MIRAGE IN **COLORS !**

AVAILABLE ON MAY 2ND, 1977.

CODE 11 White, Red & Blue Stripes

CODE 13 Silver, Firethorn Stripes

CODE 19 Black-Gold Stripes

CODE 75 Light Red- Gold Stripes

ACCEPTING 1978 ORDERS NOW.

The Mirage for 1978 will be available in:

CODE 11 White, Red & Blue Stripes

CODE 13 Silver, Firethorn Stripes

CODE 19 Black-Gold Stripes

CODE 75 Light Red- Gold Stripes

monza **mirage!**

ORDER YOUR MIRAGE FOR INTRODUCTION DAY.