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The Chevrolet Culture: Looking at Chevy's Past and Promising Future by [Tyra Shortino](#)

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After William Durant was removed from the board of General Motors, he teamed up with Swiss race car driver Louis Chevrolet and founded a car company in 1911. The car company, named after Chevrolet, released a Classic Six model in 1912. It accommodated up to five passengers and ran at a top speed of 65 mph, drawing power from its 4.9 L6 cylinder engine.

Chevy became successful and Durant eventually bought majority of GM's shares in 1916 and became its president in 1917. He merged Chevy and GM the following year and made Chevrolet a worthy competitor of other giant American car brands. Chevrolet's 1917 model "a name derived from the car's price" became a huge success and sold over 100,000 units in 1917. Additionally, Chevy released its first truck the following year.

In the 1920s, Chevy lagged behind two major American carmakers in terms of sales, putting them on the third spot. It was only in 1927 when Chevy became a top seller with an estimated 1 million cars sold. This was also the only year in that decade that Chevy claimed the top sales title.

Chevy did not dramatically change until the 1950s—a period that proved to be promising for the brand. This became a turning point as Chevy introduced its first automatic transmission cars at affordable prices. In 1955, Chevy created its small block V8 engine, which became one of the brand's most popular engines. Chevrolet's influence over the American car industry did not stop there as it sold its 10 millionth Impala model in 1972. Today, trusted Chevrolet dealers Indianapolis has can offer you the 2012 Impala, the latest version of one of America's best-selling cars of all time.

The success of the Impala was followed by another model, Monte Carlo, which became an instant hit and was named by Motor Trend as "Car of the Year" in its first year of release. Up to this day, a trusted Chevrolet dealership Indianapolis has continues to deliver Chevy cars to buyers and proudly sells models that feature the same robust engines that made the car brand a success.

Chevrolet has produced numerous models through the years. They have become a leader in the automotive industry and have excelled in introducing new car concepts. They have improved the American driving experience by developing disc brakes, a fiberglass exterior, and a re-engineered engine. Car lots in Indianapolis Indiana will surely not be the same without a Chevy.

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