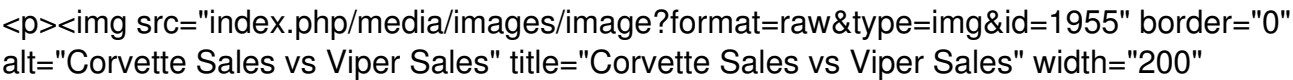


Corvette Sales vs Viper Sales

Written by James

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 **Shortly after the announcement that General Motors is increasing the price of the new C7 Corvette by \$2000 due to extremely high demand, SRT has announced that production will halt on the Viper beginning April 14th. ♦Production will remain paused until June 23rd to help move some of the current inventory that is sitting on dealers lots. ♦This comes not long after SRT had cut production from 9 units per day to 6 per day. SRT had sold just 91 units for for all of January and February. ♦Meanwhile, Chevrolet announced that 2,261 C7 Corvettes were delivered in February alone. ♦This was an increase of 7.8% over last February and put GM at a total of 4,699 Vettes sold for January and February. ♦Now we know that SRT never intended for the Viper to sell anywhere near the volume of a base model C7 Corvette but the mere fact that Viper sales are so slow that they had to stop production makes you wonder what the future of the SRT Viper holds. ♦Maybe the Viper target market is holding out for the pricing on the upcoming C7 Z06 Corvette that is expected to be under \$100k!**

4/7/14 Update: the March Corvette sales report has been release by GM and it looks like it was another huge sales month! 3,480 C7 Corvettes were sold in March, which is a 230% increase over last March. ♦For the year Corvette sales are up 178%!!!