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GRAND RAPIDS, MICHIGAN; 21 December 2010: Founded in 1925, Berger Chevrolet is celebrating over 4 decades of modifying and selling special Camaros with a brand new very limited edition 2011 Berger SS Camaro.

According to current fourth-generation Berger family President, Matthew Berger, "Last year's introduction of the finest and most exciting Camaro Chevrolet has ever produced has renewed our enthusiasm for one of the most famous muscle cars of all time and our commitment to our loyal customers. The response to our 2010 Berger SS was outstanding. All of our cars were sold out by the end of February last year to new owners from across the USA."

Berger continued, "The Chevrolet Camaro has always been a very special car to all of us here at Berger as well as our fellow Bowtie enthusiasts. We have now been selling, upgrading and building factory and Berger edition Camaros since the car's debut in 1967."



Back in the 60s, Berger sold, sponsored, raced (at sanctioned track events) and modified some of the wildest, most outrageous and now valuable Chevrolet musclecars the world has ever seen: Camaro SS, ZL1, Z-28, Chevelles, Novas and Corvettes; including forty of the extremely rare COPO (Central Office Production Order) 427 cubic inch, big block Camaro factory performance cars.

"For 2011, we have added several refinements and a new optional appearance package," said Berger. "The biggest performance improvement is the combination of a new rear sway bar and wider 11" rear wheels

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which we have specified to help tame the car's tendency to understeer. Although this is more noticeable on the track than on the street, we like the improved handling and feel of the new rear bar. Based upon our experience and excellent feedback from our Camaro customers, we have left the rest of the basic Berger mechanical modifications alone."

Berger will build 25 to 30 Camaros and one prototype car this year. Each car will be sequentially numbered, beginning with 11BC21. The plan is to offer at least twenty-one coupes and five convertibles. Initial construction started in July and the first new cars are now available. Six cars have already been sold. Please see the attached page for complete specifications and details.

New for 2011 is the aforementioned rear anti-sway bar, Forgeline split spoke forged wheels with 11" width at the rear and body-color painted shark fin. The new for 2011 optional Appearance Package features: a new "heritage" grill, 3-piece blade-style rear spoiler with wrap-around stripes, billet front and rear SS emblems and 550hp hood emblems.

Many of the go-fast parts, features and accoutrements the dealership specifies for the 2011 Berger SS Camaro can trace their lineage back to Berger Camaros of the past from the 60s, 70s, 80s, 90s and early 2000 model years. Performance parts like the special chambered exhaust, air flow modification hardware, bigger wheels and tires, etc., have been used on Berger Camaros since the late 1960s. Visual cues like the blacked-out rear panel trim, Berger Prescribed Power decal in the engine compartment and front fender panels, custom painted rally stripes (the factory versions are just decals), etc., are the same as those used on Berger cars as far back as the very first years of Camaro production. Cost for the Berger package starts at \$21,730, plus the price of a 2011 Camaro SS. At least six of the cars available are already sold.





Optional 60's-style hound's-tooth interior.

2011 Berger SS Camaro Equipment List:

- SS** 6.2 liter 550 hp Supercharged V-8
- SS** Berger Chambered Stainless Cat Back Exhaust System
- SS** Hurst Billet/Plus 2 Short Throw Shifter
- SS** Forgeline Split-Spoke lightweight 3-piece modular forged alloy wheels — 20" x 9.5" (front) and 20" x 11.0" (rear)
- SS** Custom Machined Wheel Centers w/Berger 2011 SS Logo
- SS** Pirelli P Zero Tires: 275/40 ZR20 (front) & 305/35 ZR20 (rear)
- SS** Revised Suspension With New Progressive Rate Springs, Urethane Radius Rod and Rear Subframe Bushings
- SS** New Rear Anti-Sway Bar
- SS** Custom Painted Rally Stripes
- SS** Custom Painted 60s Style "Big Block" Black-out Tail Panel
- SS** Custom Painted Black-out Front Grill Surround
- SS** Body Color Painted "Shark Fin" on roof
- SS** Front & Rear Custom Prism Blue Chevy Bowtie Badges
- SS** SS Fender Badges Featuring 2011 SS Logo
- SS** "Prescribed Power by Berger" Numbered Dash Plaque
- SS** "Prescribed Power by Berger" Engine Compartment decal
- SS** Chrome "by Berger" Rear Emblem
- SS** Berger "Prescribed Power" Fender Badges
- SS** Berger SS Floor Mats
- SS** Fitted Berger SS Car Cover
- SS** Optional 60s style hound's-tooth fabric seat inserts
- SS** Optional Appearance Package includes: heritage grill, billet aluminum front & rear 2011 SS emblems & 550 hp hood emblems and OEM 60s-style blade-type 3-piece rear spoiler w/wrap-around stripes
- SS** Optional Stage II & Stage III Track Package Suspension
- SS** 3 year/36,000 Mile Powertrain Warranty

A Berger High-Performance History in Brief:

Berger Chevrolet is the single remaining Chevy “Supercar Dealer” from the golden era of the musclecar in the mid to late 1960s. Along with such legendary Chevrolet performance dealers as Fred Gibb, Yenko, Dana, Nickey and Baldwin Chevrolet, Berger dominated the market for Chevy’s incredible line of monster-motored factory performance specials. Berger was also well-known for their nationally distributed catalog and extensive selection of high-performance racing and street parts.

Today, this spectacular lineup of dragstrip-ready Camaros from the 60s is easily recognized by just about everyone who loves cars. These cars are simply known by their famous alpha-numeric acronyms: COPO, SS, ZL1, Z-28 and RS. This model nomenclature still conjures up grand visions in gearheads’ brains of some of the fastest, most desirable and valuable factory muscle cars Detroit has ever produced.

Back in the year 2000, fourth-generation Berger family president, Matt Berger, decided it was time to honor Chevrolet and the Berger dealership’s long history of street and race track performance by building a few very limited, very special Camaros before production ended in 2002. A “COPO” for the 21st Century! The result? Three model years (2000-2002) and a total of one hundred Berger SS Camaros produced and sold to enthusiasts all over the USA. Berger also exclusively produced and sold thirty-five Hot Rod Magazine Edition Camaros by Berger, thirty 2002 Dick Harrell Edition wide-body Camaros and twenty-eight 2002 ZL1 Camaros; all paying homage to the greatest Camaro of all time...the 1969 ZL1. Only sixty-nine 1969 ZL1 Camaros were produced in the last model year of the 60s.

The caveats? All Berger cars have to be faithful to the breed and feature a substantial performance improvement in at least several areas over the already potent production machines.

Berger was founded in 1925 by William H. Berger and is now entering its 86th year of exclusive devotion to the Chevrolet brand. The Grand Rapids, Michigan dealership is one of the oldest Chevrolet dealers in the country and has been operated solely since its inception by the Berger family.



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