

February 2023

This Months Articles

- What's in a newsletter
- Caravan Leader Training
- January Event
- Remember OJ springing thru the airport
- We're going Back to the Future

Scheduled

Upcoming events:

February 18:
Bowling, Yankee
Lanes, Manches-
ter NH

March 11th:
Season Kickoff
Event, Nashua,
NH

April 23 & 30th
Back to the Future
Caravan (2 cara-
vans)
Hubbardston MA

With more to be
announced!

“Straight roads are
for fast cars, turns
are for fast drivers.”

Spring is on the Horizon !

We're more than half way through winter, with spring a mere 57 days away. And February, the shortest month of the year upon us and perhaps your trips to the garage are becoming more frequent in anticipation of what soon will be here...Hopefully an early dry Spring! So while 2023 continues on, there is still much work to be done in putting together our upcoming caravan season. The basics are there, but now the details have to be filled in and the countless emails, phone calls and in person visits yet to be completed. Anyone in the event planning business will tell you one of the biggest frustrations is in getting people to call you back or to answer your inquiry about their place or business. It's no different in putting together our trips and caravans But we'll persevere and by the time our Season Kickoff event arrives in March, we'll have a full schedule of new and existing events for 2023 to announce. In the mean time, remember there is no shame in going out to the garage, pulling back the cover and just sitting in and wishing for the arrival of spring and summer to happen! (you know you want to!)



What goes into a newsletter? Well... first and foremost.. *Time!*

Time researching the internet. Time finding and cropping just the right picture. Time laying awake in bed thinking, what would I find interesting to learn and know about this Corvette obsession many of us share. I openly admit am a Corvette Junkie.. I crave the unknown about the car. I consider myself a well versed historian of the 70 past years history, yet there is still far more about these cars that I don't know than I do! Which for me is the fun part of the journey.. To search it out, find it and enrich my knowledge and sometimes pass it along so other weird people like myself can tuck that knowledge away in some deep corner of the brain never to be used again..., but still keep it there! It's the perfect storm, an obsession with cars from a young age, a love of reading (now Scrolling) A career of being around cars in the garage and the temperament of having to know the why behind the how!

Thankfully the 70 years of Corvette stories, statistics, and history is there to draw on. And no matter how much we think we all know about these iconic cars (Speaking for myself) ... There's always some little known beyond obscure fact or story tucked away in some corner of the internet to research, draw upon and learn from. That's just part of what keeps this newsletter fun and exciting month in and month out for me to do! But none of what I just said is the real reason for the newsletter! The real reason is simply ...YOU

Yup there is a balance between sharing national Corvette stories both obscure and obvious, and that of telling our story.

The **SO NH CORVETTE** story, the one that involves you directly! That is the real reason why this newsletter exists. Every time I know we have an event coming up, I'm like a kid anticipating Christmas.. excitement of what that day will bring! To be able to meet new and interesting people who share the same passion and enjoyment these cars bring, to seeing all the familiar faces I've come to know and love the past few years.

And after any event or ride together, it's a time of reflection for me and a reminder of just how lucky I am to have found all of you amazing people. For me that translates out in the after ride video's and in creating and sharing these monthly newsletters. It's my way of saying, a heart felt thank you to everyone who places trust in this group and who commit and invests time in participating! I am simply nothing more than the groups care taker...

To say this group and all of you have inspired me and changed me doesn't do the statement justice...

Thank you to all for being SO NH CORVETTES
Rick

I know I could it do Better!

Ever wondered what its like to be the front or rear car in a caravan of beautiful Corvettes? Well for those who do, your chance will be here in 2023. We're going to be offering the opportunity for anyone who wishes to be a caravan ride leader to learn to do so! In March we'll be holding our first Ride Leader for the Day and Tail gunner position training sessions to give you all the tools and training to be a effective caravan leader! Trust me there's a bit more to it than just showing up and pulling out first! But nothing that a couple of hours of training and a little bit of practice can't solve. C'mon you know you want your Corvette to be that first car in a procession that everyone sees!

January 2023

A great night out with both old friends and new as we officially kicked off our 2023 season at the Bistro603 in Nashua! Thanks to the many who came out on a cold January evening! Next up is Bowling this month, which should be worth a laugh or two!



We try harder... Hertz "ZHZ" code

The car rental business is beyond a competitive business. They all pretty much do the same one thing! They rent cars. And in most cases they try and get you to rent the very same car their competitor down the street has to offer. A tough business model for sure. Rental companies over the years have all tried lots of different things to make their company stand apart. From coming up with catchy phrases and ad slogans, remember OJ sprinting thru an airport? to "We'll pick you up", all in an effort to differentiate themselves from the rest of the pack.

Well back in 2008 The Hertz corporation tried something that was way different. They decided to offer a specially designed Corvette C6 as a car rental option in some select markets. A definite first! Hertz went to GM and asked them to commission a specially designed model exclusive for their company, allowing them to offer a Corvette C6 with special paint and trim levels in both the coupe and convertible version.

The cars all came with 2LT trim levels, paddle shift automatic transmissions, duel tone exhaust and only available in Velocity yellow! Each one would have a special VIN number and a "ZHZ" exterior appearance package that included special black striping, a rear spoiler and Hertz Badges inside and out along with side mesh screens added to the front side vent openings. No company had ever requested a high volume of Corvettes to be built to their spec's!

So here is the interesting part, GM would build the cars at the Bowling Green plant with the standard 2LT option. They then would be shipped to a local GM dealership in Louisville KY, (Bob Hook Chevrolet), where the Hertz ZHZ package would be completed at a specialty shop out back. The dealership would add the striping, badging, side screens and on the coupes, change out the factory painted wheels to chrome rims. (Convertibles came later in the year already with the chrome wheels from the BG plant) Once the cars were done with the dealership added modifications, GM would pick them back up 10 at a time and return them to the plant and eventually be delivered to the larger Hertz markets where they were to be available for rent.

Why didn't GM just add the ZHZ package at the plant during assembly? The main focus of the exterior portion of the package was the special black striping the cars were to have, and GM was concerned it couldn't consistently add the striping and place the badging correctly because with each shift someone different would be adding the trim and they were afraid they would turn out inconsistent. So in a process that had been done back in the 60's, they elected to build the cars then send them out to a dealership for the post production modification work to be done.

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Try and rent this anywhere else.

Hertz has done it again. Exclusively built for Hertz, the Corvette ZHZ brings the mighty Corvette to even higher standards. Sporting a six-speed paddle-shift transmission, the ZHZ makes the most of the dual mode exhaust and 436 horsepower. And, these impressive features are wrapped inside a uniquely packaged Corvette that features Hertz's iconic yellow and black, colors that have a storied past in sports car history.

Production of the ZHZ will be limited to 500 models, making it an instant classic. It's another one of the many exciting cars that you can reserve from the Hertz Fun Collection®. And like all Fun Collection vehicles, it comes equipped with SIRIUS Satellite Radio. To reserve the Corvette ZHZ call **1-800-654-3131** or visit hertz.com. Now is your chance to get in the driver's seat of sports car history. Let Hertz put you in the driver's seat!

Hertz
Fun Collection®

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Hertz.. Continued from page 2

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500 Coupes and 350 Convertibles were built and modified for Hertz as 2008 models. Hertz went on an all out media blitz hyping the availability of the car for rent, attempting to differentiate themselves from all the other cookie cutter car rental companies. It was a limited success for Hertz as the hype around the ability to rent a one of a kind C6 Corvette did impact their business (hyping their identity) but due to the fact that the availability was limited to only a few select larger markets, the exposure wasn't wide spread enough to really move the marketing needle. But to this day Hertz viewed the concept as a major victory in separating themselves from the rental company pack.

Fast forward to 2018-19, Hertz once again turned to the Corvette as a special edition rental to help mark the companies 100 year anniversary. Except this time, they really turned up the heat by making their special edition, a C7 with the similar ZHZ package that had been offered in the earlier C6, expect this time they went absolutely bonkers by offering the latest edition only in the 650HP Z06 model (just think for a second about someone who had never driven a Corvette, getting behind the wheel of one of these monsters!) In tying the marketing event with their 100 year anniversary, just 100 Hertz Z06's were produced. Another successful marketing plan?

Hardly! There were a few of things this time working against Hertz, First and foremost.. COVID... Car rentals in general plummeted! Causing the company to fall into financial hardship and on the brink of bankruptcy protection. The second was the low visibility with the lack of number of cars available to rent, as the Z06 was only one of the new "Adrenaline" line of rentals available. The then pending news of the new mid engine C8 arrival also perhaps dampened enthusiasm for the Hertz C7 rentals.

As part of the bankruptcy, In 2020 Hertz decided to sell off the Z06's as part of their 150,000 car consolidation in an effort to pay off debt and remain viable in business. Many of the cars were sold for thousands under the original \$93,000 price tag (some as much as \$40,000 less)

Like the C6 before it, today some of the C7 Z06's remain out in the market for sale. And at an affordable price! Just as the hertz ZHZ C6's are starting to increase in value due to the limited number available, the C7's will surely do the same in the coming years. As long as you don't mind owning a car that may have had a rough prior life, you could be a exclusive owner of a very limited 100 production number car that certainly will draw attention and be a small part of the storied Hertz GM history with these cars.



We're going Back in Time

With a normal NE spring arriving sometime in April, We've got two back to back Sunday trips to kick off the 2023 Caravan season. We're going back to the Future with two scheduled visits to the 88MPH Time machine museum in Hubbardston MA.

We're visiting Bill Shea's **Back to The Future** museum on consecutive Sundays (Space limited trips) A museum full of BTTF and other movie memorabilia. We'll caravan down to Hubbardston to enjoy a three hour guided tour of the museum's 4 chalked full barns full of movie props, cars and other movie madness we all are familiar with from the 90's! Ever wanted to sit in a time machine ? How about one of the actual DeLorean's from the movie?

A relaxed lunch and then return caravan back home (No time machine travel will be allowed)

Event registration will be required as we will be limited to 25 people per visit and registration will open at the end of February.

Entry fee: a \$30 per person donation to the Michael J. Fox foundation is required.

