



**INSPIRED BY LEGACY DRIVING THE FUTURE**

**NATIONAL CORVETTE MUSEUM**  
2024 ANNUAL REPORT

2024 ANNUAL REPORT

2023 ANNUAL REPORT

2022 ANNUAL REPORT

2021 ANNUAL REPORT



# **ADRENALINE**

2024 was a year that celebrated the spirit of Corvette—past, present, and future. At the National Corvette Museum, our mission is rooted in preserving the legacy of America’s Sports Car while inspiring the next generation of enthusiasts, innovators, and dreamers. This year, we lived out that mission in extraordinary ways.

The once-every-five-years Corvette Caravan brought thousands of passionate Corvette lovers together, traveling from across the country to converge in Bowling Green. We also celebrated excellence with the Corvette Hall of Fame, honoring individuals who’ve shaped the history and legacy of this iconic car.

At the same time, we looked toward the future, continuing to innovate and inspire. The McMichael Family Education Gallery and education programming introduced visitors of all ages to the engineering, design, and cultural impact of Corvette. The *LUSTER* student art contest, Horsepower and Hyperrealism, engaged young talent, sparking creativity and showcasing the next generation of artists and Corvette fans. Explosive growth on our social and digital channels allows the Museum to supercharge the quality and volume of content and stories we tell every generation.

From legacy to innovation, 2024 was a year that accelerated our journey forward. Together, we honor Corvette’s incredible history while driving toward a bright and exciting future. Thank you for joining us on the road.

MEETS

**TRADITION<sup>®</sup>**



*What “Inspired by Legacy, Driving the Future” Means to Me*  
**Kaye Wagner - National Corvette Museum Board Chair**

When I think about the phrase “Inspired by Legacy, Driving the Future,” I am reminded of the enduring passion that fuels everything we do at the National Corvette Museum. For me, it perfectly captures our dual mission: to preserve the rich heritage of Corvette—America’s Sports Car—and to ignite excitement and inspiration for the generations to come. It’s a delicate balance between honoring the past and pushing boldly into the future, and it’s a privilege to lead an organization that embodies this philosophy.

Our legacy is the foundation on which the Museum stands. It’s in the stories of Corvette pioneers whose vision and determination brought this iconic car to life. It’s in the countless memories made by owners and enthusiasts who see Corvette as more than just a car but a symbol of freedom, innovation, and excellence. In 2024, we celebrated this legacy in remarkable ways, from the once-every-five-years Corvette Caravan to the incredible 2024 Corvette Hall of Fame class. These events remind us of the deep connections that Corvette creates and the importance of preserving and celebrating its history.

At the same time, our work is not just about looking back, it’s also about driving forward. To inspire the future, we must continue to find innovative ways to connect with people of all ages and backgrounds. Our McMichael Family Education Gallery and new programming



introduced visitors to the incredible design, engineering, and cultural significance of Corvette. By investing in these initiatives, we ensure that the legacy of Corvette continues to evolve and resonate with future generations.

Our Members play a critical role in ensuring that this legacy is sustained. Spearheaded by our new Director of Membership, Andrea Bateman, we enhanced Member communications, offered new exclusive programming, and deepened our relationship with our Members, empowering them to be active ambassadors for Corvette and the Museum. Their dedication and enthusiasm fuel our mission every day.

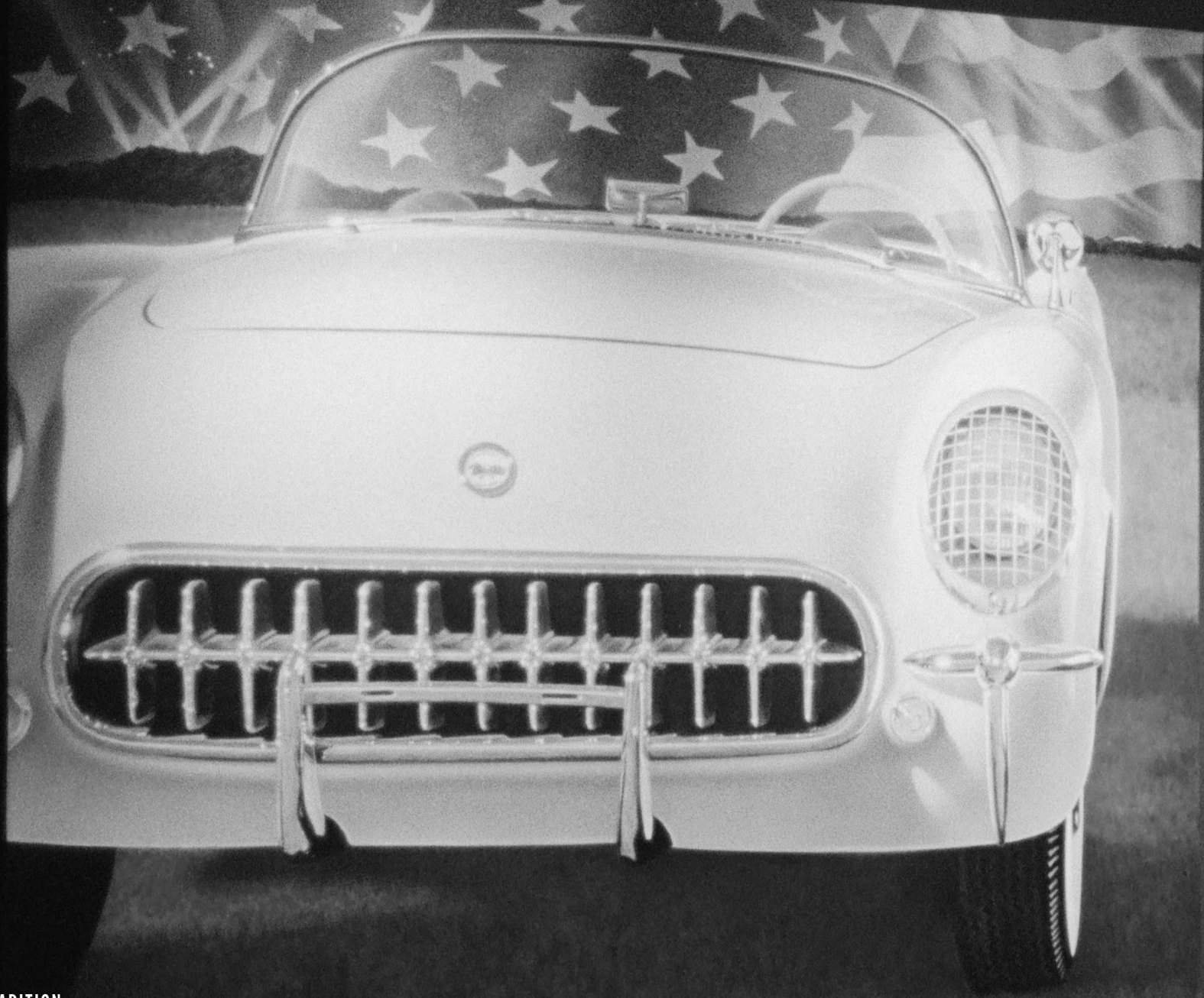
“Inspired by Legacy, Driving the Future” also means embracing the evolving role of the Museum in a rapidly changing world. While we celebrate the past, we must always look for ways to remain relevant, forward-thinking, and inclusive. Whether through interactive exhibits, STEAM education programs, or community events, we are constantly striving to make the Corvette story one that connects with all people and inspires them to be part of its journey.

This phrase is also deeply personal to me. It reminds me of the privilege we have to steward the Corvette legacy of innovation, performance, excellence, and passion. It reminds me that we are not just preserving history; we are building a bridge between the past and the future, and it reminds me that the work we do at the National Corvette Museum is not just about cars, it’s about history, community, and the shared belief in the power of an iconic brand to bring us together and inspire greatness.

Thank you,



Kaye Wagner

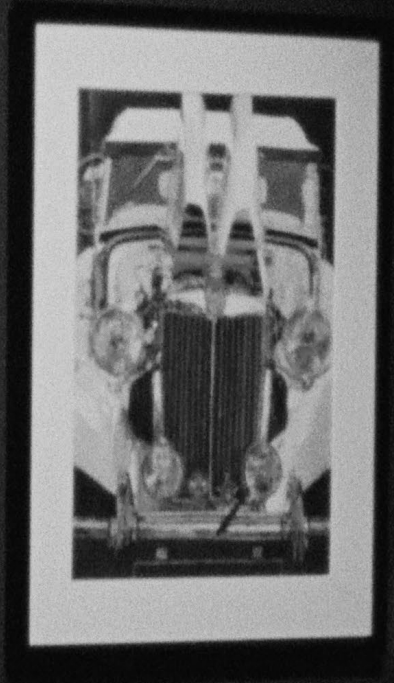




Model 10  
1953-1954



Model 10  
1955-1956



Model 10  
1930-1931

**A.D. Cook**  
1957-1959  
**Momentum**

MUSEUM

EXHIBITIONS  
COLLECTIONS  
PRESERVATION  
EVENTS  
EDUCATION  
HALL OF FAME

# CHEVROLET

EXTRA  
Mobilg

# INVESTING IN THE FUTURE

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*Honoring Legacy, Inspiring the Future: Reflecting on 2024*

The National Corvette Museum remains committed to celebrating the legacy of America's Sports Car while embracing new opportunities to inspire the future. While 2024 was a year of change, our focus never wavered. Guided by our Board and Museum leadership—and with guest and Member experience at the forefront—we continued driving forward, making key investments in exhibitions, educational programs, and community outreach to engage the next generation of Corvette enthusiasts.

Adapting to ever-evolving audiences is essential for long-term success. In 2024, we welcomed thousands of school students, providing them with interactive learning experiences that showcased the innovation and history behind Corvette. Meanwhile, exhibitions like *Ground to Sky: The Sinkhole Reimagined* honored both Corvette and the Museum's legacy, transforming one of the most unforgettable moments in our history into an inspiring tribute to resilience and looking ahead.

The future of the National Corvette Museum is built on innovation, connection, and passion. By expanding our reach, enhancing our programming, and strengthening our foundation, we are ensuring the Museum remains the premier destination for Corvette history, culture, and education—now and for generations to come.

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**THROUGH THE LENS:** Visitors to the Museum start their journey reflecting on the legacy of America's Sports Car in our Nostalgia Gallery. Iconic features such as the Mobilgas Station, Chevrolet Dealership, and St. Louis assembly line set the stage to learn about the Corvette's beginnings.

**Nº 1**

**AND NO ARGU**



reinforced plastic body • 195-h.p. valve-in-head  
Powerglide automatic transmission •  
individual seats • Full instrumentation,

*chevrolet Dealer*

# EXHIBITIONS

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## *Excitement in the Exhibition Galleries: 2024 Highlights*

In 2024, the exhibition galleries at the National Corvette Museum were alive with energy, creativity, and the spirit of Corvette's enduring legacy.

Our long-running *American Love Affair* exhibition reached new heights last year, with the addition of pop culture elements that showcase Corvette's impact beyond the road. Whether featured in movies, music, or as the dream car of millions, Corvette has solidified its place as a cultural icon. Meanwhile, the Museum marked a milestone with the 10-year anniversary of the sinkhole through the *Ground to Sky: The Sinkhole Reimagined* exhibition.

One of the most exciting highlights in 2024 was *LUSTER: Realism and Hyperrealism in Contemporary Automobile and Motorcycle Painting* in our newly reimagined Limited Engagement Gallery. This stunning exhibition inspired guests with its masterful artistry, celebrating the beauty of automobiles in ways that feel almost photographic.

Even the Gateway Gallery, featuring three generations of the ZR1 in 2024, has drawn enthusiastic guests eager to explore the evolution of Corvette performance. From engineering breakthroughs to cutting-edge design, the ZR1 embodies everything we mean when we say we are "Inspired by Legacy, Driving the Future." This philosophy is evident throughout the Museum, from the exhibitions that celebrate Corvette's past to the educational programs and experiences that shape its future.

By combining the Corvette legacy with fresh, forward-thinking perspectives, we aim to create exhibitions and galleries that resonate deeply with our visitors, leaving them inspired and eager to return. The excitement felt in our galleries last year was a testament to that mission—and to the passion and dedication of the entire National Corvette Museum team.

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**THROUGH THE LENS:** Legendary vehicles such as the 24 Hour Endurance Record Run Corvette offer a glimpse at some of Corvette's most fast and powerful leaders. To bridge the gap between yesterday and today, Museum guests are presented with engaging interactives that allow for unique discoveries in our E. Pierce Marshall Memorial Performance Gallery.

# GENERATION C5.R

With the fifth generation Corvette GM decided it was time to put together a factory supported Corvette Racing Team. Doug Fehan and Gary Claudio, under the authority of Herb Fishel, would team up with Pratt & Miller to form one of the successful racing programs in history. The homologation car was built to qualify in the newly formed American Le Mans Series.

# 1989 RECORD RUN ZR-1



On March 2, 1990, Tommy Morrison, along with a team of engineers and race car drivers including John Heinrich, Jim Minneker and Kim Baker, broke the 24 Hour World Speed Endurance Record that had been held for 50 years. They averaged 175.885 mph for 24 hours straight proving that a stock Corvette was more than up for the challenge.

On loan from General Motors LLC

# 1989 CORVETTE CHALLENGE MARKETING CAR



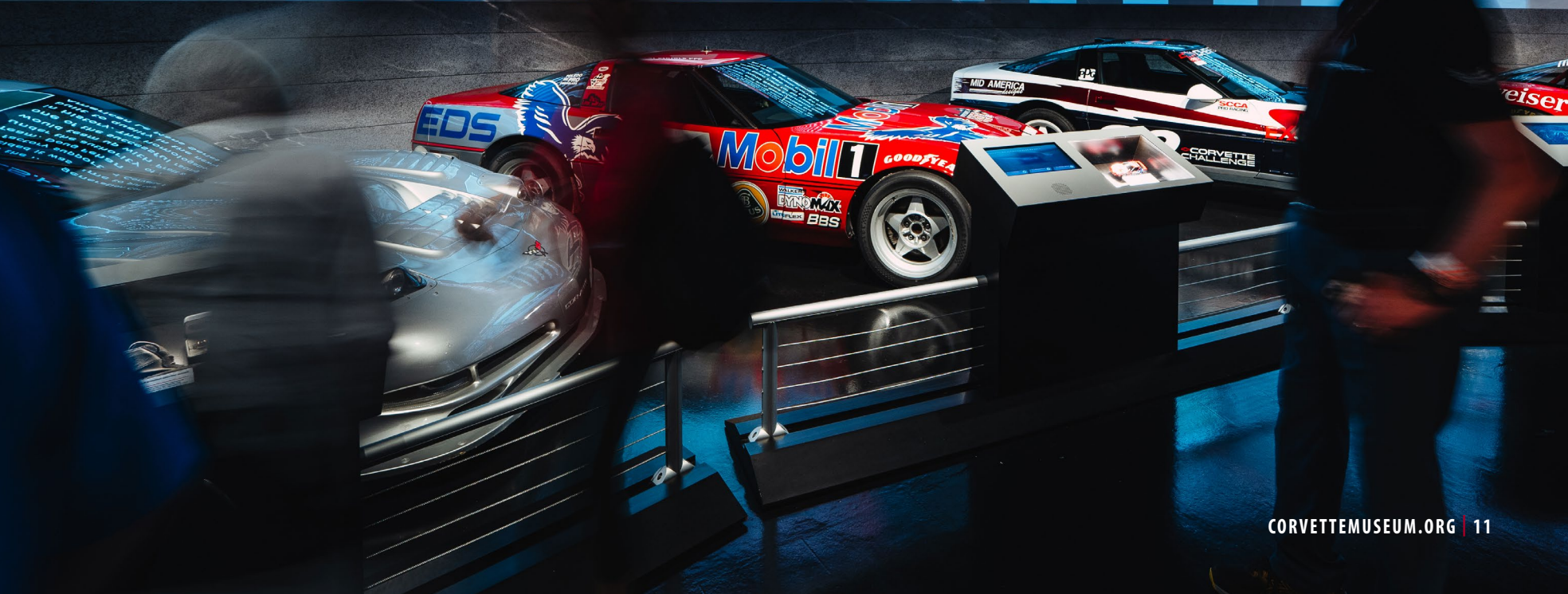
The C4 Corvette proved itself to be a worthy competitor, dominating in SCCA room Stock GT race from 1985 and 1987, Corvettes won 29 unanswered, Porsche, leading ban Corvette f

Donated by John and Perrie Richards, Effingham, IL

# 1984 DEATH



Donated by Michael D. Mc



  
Please NO  
Photography

  
Please  
DO NOT Touch



Rolls-Royce Phantom  
1925-1926



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## *Luster: Realism and Hyperrealism in Contemporary Automobile and Motorcycle Painting*

Throughout the 20th and 21st centuries, cars and motorcycles have not only been ubiquitous on the nation's streets and highways, but also in film, top forty hits, and in painting.

With the emergence of photo-realism in the 1960's, motor vehicles assumed a special place of distinction as subject matter in the iconography of American art. *LUSTER: Realism and Hyperrealism in Contemporary Automobile and Motorcycle Painting*, is a traveling exhibition comprised of over 55 paintings by nearly fifteen of today's realists and hyperrealists who specialize in automobiles and motorcycles as their primary subject of choice.

Undergoing a major renovation to transform the space into an art gallery, *LUSTER* opened on March 15, 2024. Art was juxtaposed against Corvettes, motorcycles and other automotive icons that served as the inspiration for the work. Vehicles on exhibition included a 1958 Corvette, 1957 Chevrolet Bel Air, 1937 Cord 812 on loan from the Auburn Cord Duesenberg Automobile Museum in Auburn, IN, and a 1941 Indian Sport Scout, on loan from Mike Wolfe and the American Picker Columbia Motor Alley.

**THROUGH THE LENS:** In an effort to continually tell the story of Corvette in new and interesting ways for all audiences, we proudly hosted the limited exhibition *LUSTER: Realism and Hyperrealism in Contemporary Automobile and Motorcycle Painting* where art and automotive history converge.

# POP CULTURE & CORVETTE

AN AMERICAN LOVE AFFAIR



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## *An American Love Affair: Pop Culture and Corvette*

Cue the paparazzi and velvet ropes! On October 18, 2024, the National Corvette opened *An American Love Affair: Pop Culture and Corvette*. This road trip through Corvette's impact on entertainment and popular culture features more than 20 Corvettes and the pop culture stories that made them famous.

Beginning with Elvis Presley's sleek 1959 Stingray Racer in *Clambake* to the Corvette-inspired characters in the *Transformers* franchise, *Pop Culture and Corvette* highlights the lasting cultural influence of Corvette and explores how America's Sports Car has made its mark on everything from Hollywood blockbusters to music videos.

Open through 2025 and featuring a rotating collection of iconic Corvettes, the exhibition features:

- **Screen Legends:** A Medium Blue 1973 Corvette featured in the *Hawaii Five-0* reboot (2010–2020), and Corvette-based concepts Crosshairs and Sideswipe from the *Transformers* film series.
- **Famous Owners:** Corvettes owned by country music icon Brad Paisley, Major League Baseball star Reggie Jackson, and rock 'n' roll pioneer Jerry Lee Lewis.
- **To the Moon:** View Gemini and Apollo program astronaut Jim Lovell's 1968 Silverstone Silver Corvette, along with artifacts like Lovell's astronaut gloves and an autographed lunar navigational chart on loan from the U.S. Space and Rocket Center in Huntsville, AL.

Beyond the cars, the exhibition immerses visitors in Corvette's cultural legacy with a multimedia presentation on the Skywall of iconic Corvette moments in film, television, and music, bringing to life how this legendary car has shaped—and been influenced by—American pop culture.

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**THROUGH THE LENS:** Roy Orbison's 1967 Rally Red Corvette stands proudly in front of our cutting edge Skywall, which merges legacy and innovation and tells the story of America's Sports Car in a way that captivates and engages viewers just like the car it helps celebrate.

# COLLECTIONS AND PRESERVATION

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## *Preserving Legacy, Driving the Future: The Evolution of Our Collection*

The National Corvette Museum's growing vehicle collection is more than a display—it's a living archive of America's Sports Car, a testament to Corvette's innovation, performance, and cultural impact. With more than 50,000 artifacts and an esteemed collection of historically significant Corvettes, our mission to preserve and share Corvette's legacy continues to evolve.

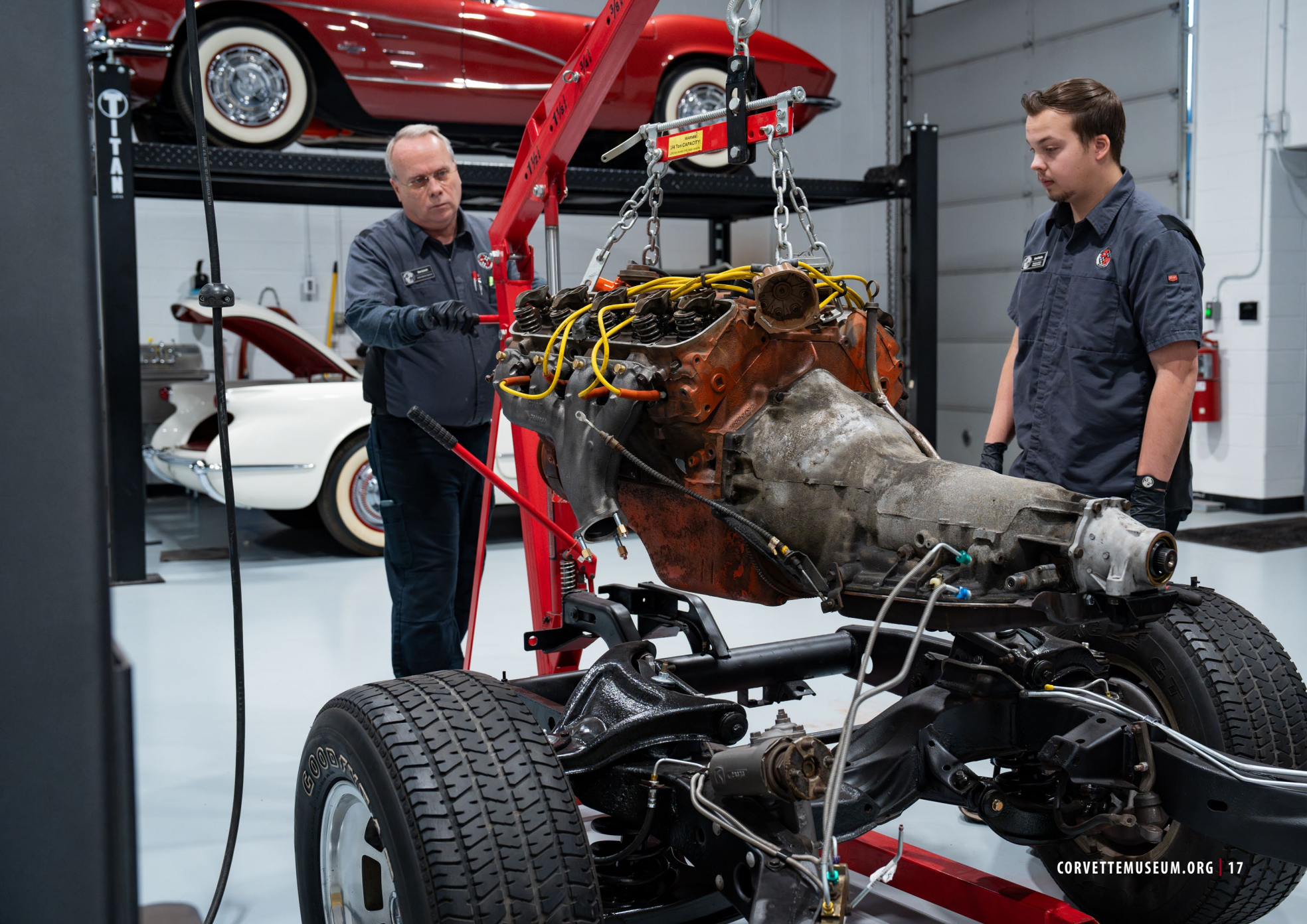
2024 was a milestone year for our Collections Department. To enhance our stewardship of these iconic vehicles and artifacts, we added professional staff dedicated to cataloging, recording, and refining the Museum's collection policies. This year, we proudly welcomed six historically significant Corvettes into our collection, further enriching the Museum's ability to tell the Corvette story across generations.

Beyond our walls, the National Corvette Museum continued its commitment to sharing Corvette's legacy through prestigious loan programs, including the Hardin Planetarium at Western Kentucky University, the National Air & Space Museum, and the Frazier Kentucky History Museum.

As we look ahead, the National Corvette Museum remains dedicated to expanding, preserving, and sharing the Corvette story. Whether through acquiring new vehicles, refining our collection practices, or engaging in collaborative partnerships, we are ensuring that Corvette's legacy drives boldly into the future.

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**THROUGH THE LENS:** Our Collections Department continually works to ensure that vehicles in the collection, including Zora Arkus-Duntov's personal Corvette, are preserved using all of the available resources at their disposal.



TITAN

# EVENTS

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## *Museum in Motion Program*

In 2024, the National Corvette Museum's Museum in Motion program continued to bring Corvette enthusiasts together for unforgettable road tours. While much of the year was dedicated to celebrating the Museum's milestone anniversary and the highly anticipated 2024 National Corvette Caravan, we still hit the road with nine incredible Museum in Motion events. From scenic coastal highways to legendary racetracks, these curated experiences allowed participants to immerse themselves in the thrill of driving America's Sports Car while connecting with fellow enthusiasts who share the same passion.

Museum in Motion events remain a key part of our mission—bringing the Corvette community together through adventure, camaraderie, exploration and taking the Museum on the road. We welcomed nearly 400 guests on these exclusive driving tours, covering more than 6,700 miles across some of the most breathtaking routes in the country. Whether tracing the twists and turns of the Tail of the Dragon, exploring historic landmarks, or experiencing bucket-list track time, each journey reinforced the Corvette spirit of performance, innovation, and lifelong memories.

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### **11 Total Events**

Museum in Motion (9)  
Onsite Excluding Anniversary (2)

### **6,749 Miles**

Traveled for Museum in Motion  
(Not Including our Le Mans MiM)

### **1,285 Registrants**

Museum in Motion (391)  
Onsite Excluding Anniversary (894)

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**THROUGH THE LENS:** Corvette enthusiasts chart their course during one of our many Museum in Motion events across the country and the world, blending Corvette's legacy of exploration with the thrill of driving.



Kodak Direct to Bowling Green  
3 hrs 45 min ±

2

3



**THROUGH THE LENS:** A sea of Corvettes embark on long days on the open road towards their final destination of the National Corvette Museum to celebrate the 2024 National Corvette Caravan and 30th Anniversary Celebration.

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## *Corvette Caravan and 30th Anniversary*

In 2024, the National Corvette Museum celebrated a milestone—the 30th Anniversary of the Museum—with the return of the highly anticipated Corvette Caravan. Enthusiasts from across the country and around the globe joined together, converging in Bowling Green to celebrate America’s Sports Car. Enhancements for 2024 included a new Caravan website to streamline planning and communication, expanded events and activities, and full programming at the NCM Motorsports Park. From spirited drives and track experiences to exclusive exhibits and presentations, every moment reflected the passion and pride of the Corvette community. Festivities culminated in a free, unforgettable concert featuring Generation Radio, bringing together Caravan participants, Members, and the Bowling Green community to celebrate the Corvette legacy. None of this would have been possible without the dedication of our incredible staff and volunteers, whose tireless efforts ensured the success of this landmark event. From organizing activities to welcoming attendees, our volunteers embodied the spirit of service that drives the National Corvette Museum. Equally inspiring was the return of so many of our Members, who joined in the celebration and reconnected with fellow Corvette enthusiasts. Together, we honored three decades of Corvette excellence while embracing the future of this beloved brand and the Museum. The 2024 Corvette Caravan and 30th Anniversary Celebration exemplified what it means to be Driven by Legacy, Inspiring the Future.

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**Nearly 6,000**

Event Registrants

**2,000 Miles Walked**

In Bowling Green Assembly  
Plant Tours

**Nearly 12,000 Miles**

Lapped at the NCM  
Motorsports Park

**34 Total**

Museum Deliveries  
During Anniversary

WHERE TODAY MEETS TOMORROW

THE MCMICHAEL FAMILY  
EDUCATION GALLERY



# EDUCATION

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*Inspired by Legacy, Driving the Future: Educating the Next Generation*

Education is one of the most powerful ways we can invest in the future. By understanding the values, learning styles, and engagement preferences of younger audiences, we can inspire a new generation of Corvette enthusiasts, engineers, designers, and innovators. As technology and education evolve, the National Corvette Museum is committed to incorporating new approaches to spark curiosity and creativity in the minds of future leaders.

## **Education Mission: Inspiring Future Generations Through Corvette**

At the National Corvette Museum, our education mission is to ignite curiosity, fuel innovation, and inspire the next generation through the history of America's Sports Car. By connecting students to the real-world impact of Corvette, we bring learning to life through immersive, hands-on experiences rooted in STEAM education.

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**THROUGH THE LENS:** The Museum hosts many school groups in its mission to educate worldwide audiences, illuminating Corvette's history and presenting it in accessible and new ways for all visitors to discover.

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## *The McMichael Family Education Gallery: Shaping Future Innovators*

The McMichael Family Education Gallery is a prime example of how we are fueling learning and inspiration. Thanks to the generosity of the McMichael family, the Museum's operating reserves, and our dedicated donor community, this permanent education gallery offers hands-on, STEAM-based experiences that engage students in physics, engineering, robotics, science, history, and automotive innovation. From future mechanics and engineers to designers and computer programmers, the Education Gallery provides K-12 students with interactive opportunities to problem-solve, create, and explore the world of Corvette in new and exciting ways.

**Since Opening in 2023** – Supported our mission to educate worldwide audiences with countless positive impacts.

**More than 215 School Groups Hosted** – That's an average of three school groups per week, bringing new students and educators into the Museum to experience Corvette history and innovation.

**Nearly 8,500 Students Engaged** – If gathered in one place, these students could fill the lower bowl of University of Kentucky's Rupp Arena, or pack over 100 school buses lined up bumper to bumper—a convoy of young Corvette fans stretching for miles.

**Nearly 40,000 Digital Concept Cars Created** – That's equal to the entire Corvette production run of 2016.

Through education, innovation, and hands-on experiences, we are driven by legacy and inspiring the future—ensuring that the Corvette passion and heritage live on for generations to come.

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### *McMichael Family Education Gallery Impact Since Opening in 2023*

**Since 2023**

Supported our Mission

**Over 215**

School Groups Hosted

**Nearly 8,500**

Students Engaged

**Nearly 40,000**

Digital Concept Cars Created





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## *Connecting Education to our Exhibitions*

In 2024, we launched Horsepower and Hyperrealism: A High School Art Contest, giving high school students the opportunity to create their own automotive-themed artwork in the format of their choice. This initiative connected *LUSTER* with local art students, and the results were impressive—more than 20 works were submitted. Submissions were judged by *LUSTER*-featured artist A.D. Cook and Corvette Hall of Fame inductee Tom Peters. Winners had their artwork displayed in the Limited Engagement Gallery, were featured in *America's Sports Car* magazine, received free Museum admission, and more.

Thanks to the generous support of our Fund a Field Trip program by National Corvette Museum Members and donors, twenty-eight schools and groups—totaling 1,414 students—had the opportunity to explore the McMichael Family Education Gallery and the Museum. These donations make it possible for students to experience the legacy of America's Sports Car at a reduced or no cost, helping us drive our Mission forward. With every visit, we're inspiring the next generation of car enthusiasts and deepening their appreciation for innovation, design, and the spirit of Corvette.

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## *2024 Education Highlights*

**117**

School Groups Hosted

**5,200 Students**

Student's Engaged

**23,000**

Digital Concept Cars Created

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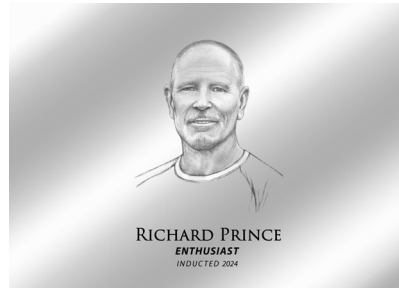
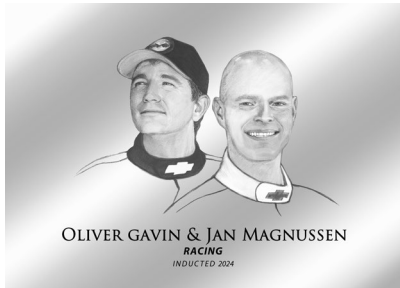
**THROUGH THE LENS:** The McMichael Family Education Gallery facilitates a learning experience that allows for individual growth as well as equipping families and educators to assist students and children in their journey. Technological and tactile exploration are all encouraged, creating a vibrant space where discovery thrives.

# CORVETTE HALL OF FAME

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Since 1998, the Corvette Hall of Fame has celebrated the visionaries, engineers, racers, and enthusiasts who have shaped the legacy of America's Sports Car. On August 31, 2024, at SKyPAC in Bowling Green, KY, the Hall of Fame induction ceremony honored three remarkable individuals whose contributions exemplify what it means to be Driven by Legacy, Inspiring the Future. In the Racing category, Oliver Gavin and Jan Magnussen were recognized as two of Corvette Racing's most accomplished drivers, boasting a combined eight championships and legendary wins at Le Mans, Sebring, and Road Atlanta.

The evening also celebrated two other remarkable honorees. In the GM-Chevrolet category, Tadge Juechter, Corvette's recently retired Chief Engineer, was inducted for his transformative leadership on the C7 and groundbreaking C8 mid-engine Corvette, ensuring the car's reputation as a global performance icon. In the Enthusiast category, Richard Prince, renowned automotive photographer and storyteller, was honored for capturing the soul of Corvette through his lens and sharing it with enthusiasts around the world.



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**THROUGH THE LENS:** Corvettes that represent moments in the iconic sports car's rich history are displayed on the Corvette Hall of Fame induction stage.





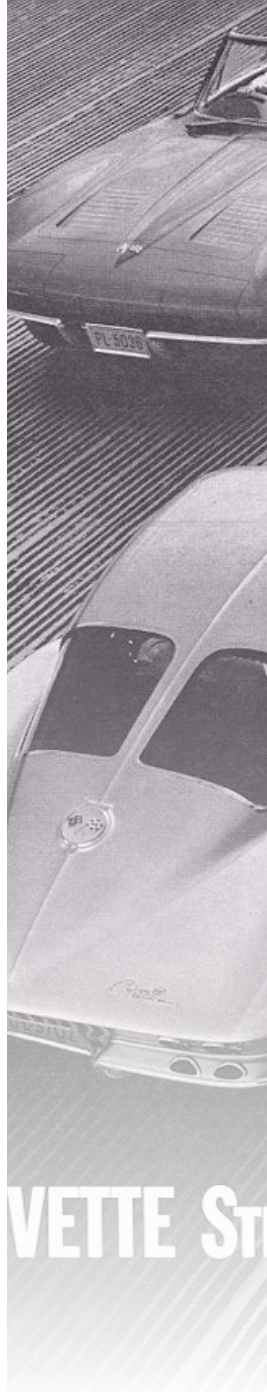
# THE NUMBERS

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The National Corvette Museum's success is driven by passion, performance, and the people who make it all possible. In 2024, we saw record-breaking engagement, growing Membership, and an expanding community of Corvette enthusiasts who continue to support our mission. From visitors walking through our doors to the volunteers, Ambassadors, and staff who fuel our momentum, every number tells a story of dedication. This section dives into the data behind our achievements—showcasing the impact of our programs, events, and initiatives that have strengthened the legacy of America's Sports Car.

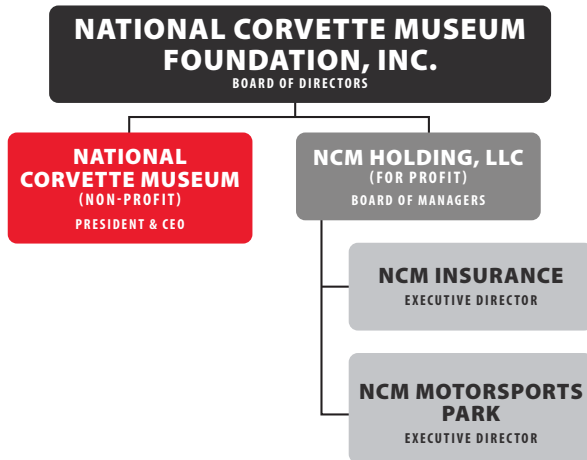
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**THROUGH THE LENS:** Standing at the center of our E. Pierce Marshall Memorial Performance Gallery, the renowned C5.R Corvette and supporting artifacts embody the passion and dedication that drive Corvette Racing excellence.

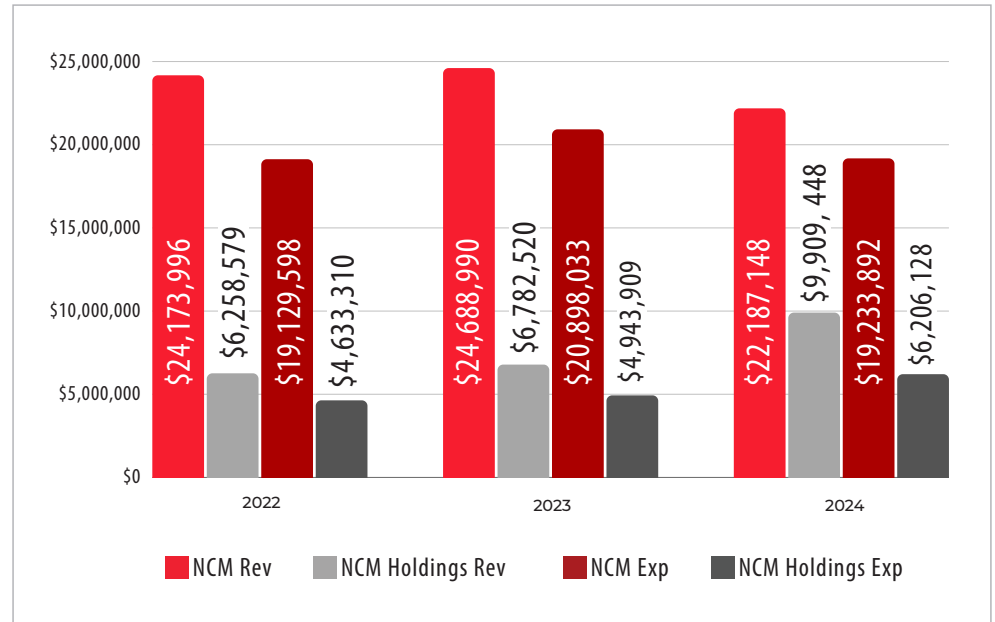


VETTE ST

# FINANCIAL PERFORMANCE

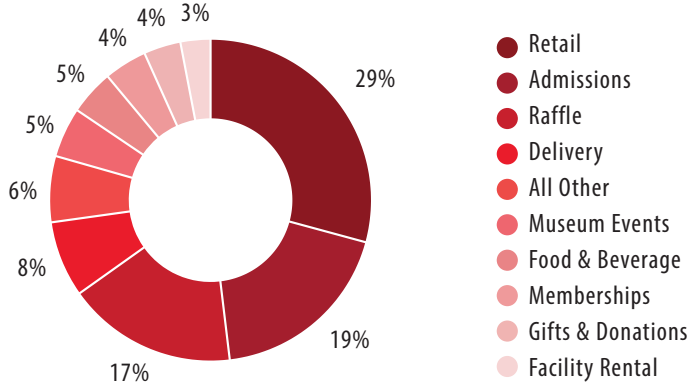


Gross Revenue/Expenses NCM & NCM Holdings, LLC 2022 - 2024

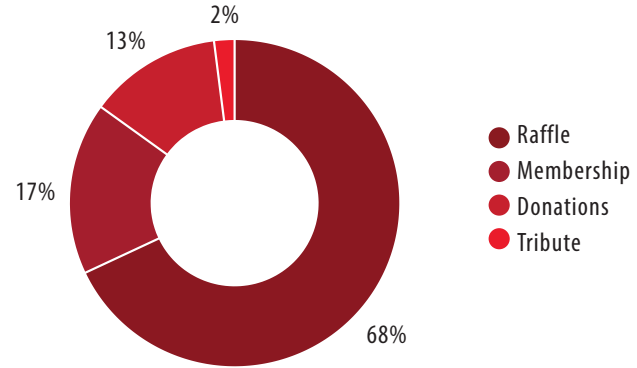


# MUSEUM FINANCIALS

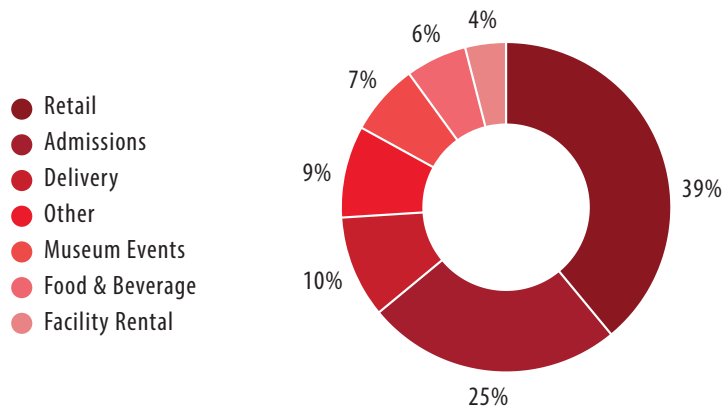
### Total Revenue 2024



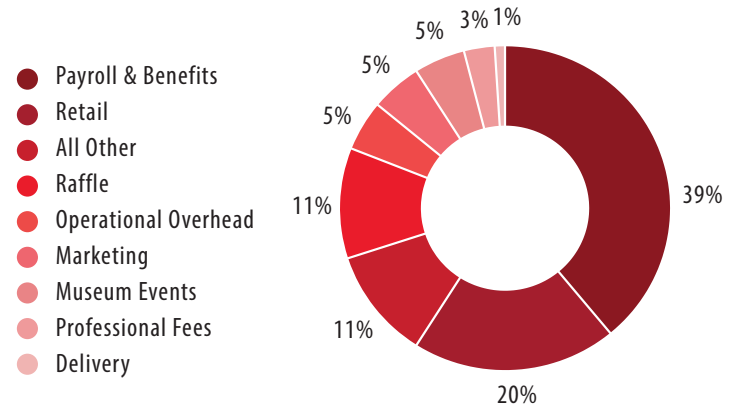
### Total Contributed Revenue 2024



### Total Earned Revenue 2024



### Total Expenses 2024



# 2024 BY THE NUMBERS

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**217,000**

Total Visitors in 2024

**23,000**

Digital Concept Cars Created in the  
McMichael Family Education Gallery

**5,200 Students**

Toured the Museum,  
From 117 School Groups

**Over 100,000**

Total Transactions Made Between  
Corvette Store, Raffles, Tributes, & Membership

**3,397**

Total New Members in 2024

**1,526 Corvettes**

Participated in  
Museum Delivery

**Six Corvettes**

Added to the Collection

**75 Small Artifacts**

Added to the Collection

**3,118 Objects**

Cataloged by Our Collections Team

**Four Artifacts/Vehicles Loaned**

Hardin Planetarium/Western Kentucky University  
Two Corvettes at National Air & Space Museum  
Frazier Kentucky History Museum

# EARNED MEDIA

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2022

**35,967,825 Impressions**

Across All Platforms

**\$1,480,547**

Advertising Equivalency

2023

**26,539,876 Impressions**

Across All Platforms

**\$2,018,714**

Advertising Equivalency

2024

**21,291,083 Impressions**

Across All Platforms

**\$1,764,060**

Advertising Equivalency

**THE DRIVE**

**MOTORTREND**

**yahoo!**  
news

 **msn**

**ROAD & TRACK**

**(((SiriusXM)))**

 **NBC**

**RollingStone**



# NCM MOTORSPORTS PARK

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## *A Decade of Speed: The NCM Motorsports Park's 10th Anniversary*

In 2024, the NCM Motorsports Park (MSP) marked a milestone—ten years of heart-pounding performance, unforgettable guest experiences, and record-breaking success. This year was all about victory laps, with thousands of guests hitting the track and record-setting growth in both attendance and revenue. Among the biggest highlights, the MSP became the first track in the nation to offer consumer-facing driving experiences in the electrifying Corvette E-Ray.

The MSP also crossed another finish line with the grand reopening of the Holley Tower in Spring 2024, following repairs and renovations that elevated the facility to a whole new level. The redesigned retail space, reimagined office areas to fuel business growth, and upgraded meeting spaces, have already proven to be game changers, driving significant increases in both retail and conference revenue. 2024 also welcomed the Corvette Sales Academy to the Motorsports Park, where Corvette Sales Specialists from dealerships nationwide experienced high-performance training on track, alongside exclusive learning modules and a visit to the National Corvette Museum. This program strengthens the connection between the Museum, the R8C Delivery Program, and the future ambassadors of America's Sports Car. Fueled by legacy and built for the future, the NCM Motorsports Park's 10th anniversary was a celebration of speed, and innovation.

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**4,560**

Guest Experiences

**100,000**

Annual Guests

**43,385**

Miles Driven  
(MSP Cars)

**53,369**

Miles Driven  
(Personal Cars)

# NCM INSURANCE

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## *Protecting Your Passion*

Celebrating its 15th anniversary in 2024, NCM Insurance achieved remarkable success, driven by our investment in people, exceptional customer service, and strategic growth in the Corvette and collector car category. Through digital transformation and a dedicated team, we streamlined processes and delivered personalized solutions, even in the face of challenges like extreme weather events. Our commitment to protecting not just cars, but the passion and legacy they represent, embodies the spirit of Driven by Legacy, Inspiring the Future. As the Corvette and collector car market continues to grow, NCM Insurance is positioned to build on this momentum, providing innovative services that honor the past while safeguarding the future.

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**\$2.3 Billion**

Insured Assets

**38.8%**

Quote to Policy  
Conversions

**\$11.7 Million**

Dollars Paid in Claims

**38.9%**

Year over Year  
Premium Growth



CRANK CASE SERVICE  
THE ISLAND EXPORT CO.  
BALTIMORE, MD

We Sell  
WOLF'S HEAD  
Motor Oil

SOLITE GASOLINE  
with ETHYL

TRUST  
MOTOR OILS  
Satisfies From Pole to Pole  
MARATHON

DERBY GASOLINE

MARATHON PRODUCTS

GULF



SOUTHLAND

LION

Mobilgas

AUTHORIZED DEALER  
GULF  
Gulfpride  
GULF  
CLEAN REST ROOMS  
WE HONOR CREDIT CARDS  
GOOD GULF GAS 14  
STATE TAX 5  
FED TAX  
TOTAL



SLOW  
SCHOOL ZONE



EXXON

66

Esso

PURE

REPUBLIC GASOLINE

SHELL

SUNOCO

MOTOROLA

ASH





# CORVETTE COMMUNITY

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The heart of the National Corvette Museum isn't just the cars—it's the people who make the Corvette community unlike any other. In 2024, the passion of our staff, Members, Ambassadors, volunteers, and enthusiasts fueled everything we accomplished, from record-breaking events to expanded programs that brought more people into the Corvette family. This section highlights the impact of that collective energy—the power of a community that rallies around America's Sports Car, supports its legacy, and drives the Museum forward with an unmatched sense of camaraderie.

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**THROUGH THE LENS:** The Annual Michelin National Corvette Museum Bash showcases the newest innovations Corvette has to offer for enthusiasts of all ages to explore and appreciate.



# MEMBERSHIP

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*Driven by Community, Fueled by Passion*

In 2024, Membership at the National Corvette Museum embraced a year of change, growth, and renewed commitment to our Members—both new and longtime supporters. With fresh thinking, new staff, and a focus on enhanced communication, we strengthened our connection with the passionate community that makes this Museum thrive. We expanded benefits, including NARM reciprocal agreements for all Membership levels, offered exclusive opening previews of exciting new exhibits, and continued to provide the perks our Members value—like *America's Sports Car* magazine, discounts, and, most importantly, the opportunity to support the Museum's mission, which unites us all.

A highlight of the year was celebrating our 30th Anniversary, where we welcomed Corvette enthusiasts from across the country back to the Museum's campus. Seeing so many Members—whether they've been with us since day one or just joined in 2024—reinforced the power of this community. Your support drives everything we do, and we are truly grateful. Thank you for being part of our journey as we honor Corvette's legacy and accelerate into the future together.



Del...  
TO DANIEL TX

W...  
L...  
L...  
S...  
M...  
B... from OK

MOB...  
Dan Diego, CA

RAY...  
ROGER...  
PARRARA...  
OKLAHOMA...  
THE BIG CHIFFSE!  
Glen W...  
Pt. Worth, TX

Lesley & Mike...  
D'AU...  
De Leo...  
Florida

By MIRE & Melissa...  
OKLAHOMA!

Scott & Debbie...  
M...  
L...  
O...

Tyler & Taylor K...  
...  
PA

Ch...  
Corace...  
KC MC

Reg...  
C...  
Rob & Lind...  
Southwick, MA

Chris H...  
Georgetown, TX

DIANO SMITH...  
Cl Post, TX

CSM (Ret) Howard...  
Ky

SHREVEPORT, LA...  
HEIDRUD WARREN

Kathy Wagner - Bethlehem, Georgia \* SONNN \*

NATIONAL CORVETTE MUSEUM  
CARAVAN  
★ 2024 ★  
30 YEARS

Phoenix, AZ to Bowling Green, KY

BB66Vette

K...  
Fl

Lynia & Loden...  
Austria

Safe travels

Vickie Stone...  
OKLAHOMA City OK

Delaney...  
SSI...  
Drive Fast

Bryan TX

**SUMMIT \$1 MILLION AND ABOVE**

Bowling Green Area CVB  
 Charles & Sharon Fast  
 Edward & Teresa Foss  
 Leslie K. Gardner & Dr. Ed Mattson  
 Larry & Ingrid Goelz  
 Dennis & Jan Lombardo  
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 Ivan & Mary Schrodt  
 Anonymous  
 Cliff & Sally Young

**PINNACLE \$500,000 - \$999,999**

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 George & Janet Jackson  
 E. Pierce Marshall Jr.  
 Estate of Donald L. Messner  
 Robert Paton  
 Jim & Charley Robertson  
 Marilyn Sabadaszka  
 Libby Smith  
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 Andy & Kelley Guinn  
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 Doug Johnson  
 Joseph Love  
 William Mann  
 Greg & Michelle Mauzy  
 Steve & Debbie Uhrig  
 David Williams Jr.  
 Henry & Janet Younger

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 Timothy Colbert & Christine Pulito-Colbert  
 Craig & Sharon Conde  
 Dick Coup  
 John Cunningham  
 David Donoho

George & Barbara Dupont  
 John Ellsworth  
 Jean & Don Ghareeb  
 Teresa J. Hart  
 Marty & Laura Hegyi  
 Kevin & Linda Helmintoller  
 Stephen & Kelley Hofmann  
 Nancy Jones  
 Norman Koerner  
 William & Trena Landis  
 Colonel David Lofgren  
 Lone Star Corvette Club  
 Barbara Maxwell  
 Howard & Lynda Maxwell  
 Roger & Nelda Mitchell  
 Eugene Nagowski  
 Gary Nichols  
 Bob & Patricia Patrella  
 Lynda Patterson  
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 Randy Pierce & Charla Heintz  
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 PJ & Wayne Ray  
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 Ileen Bunce-Russell  
 Cody Burk  
 Charles Cairns  
 George Campbell  
 Carolinas Chapter NCRS  
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 Circle City Corvette Club, IN  
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 Hill & Karen Clark  
 Michael Clarke  
 Classic Glass Corvette Club, GA  
 William Clippingier  
 Coastal Carolina Corvette Club  
 Christopher Cocks  
 Wil & Liz Cooksey  
 Randolph & Mildred Cooper  
 Corvette Racing  
 Corvettes Limited of Bowling Green  
 Walter Couch

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 Donald & Candy Duncan  
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 National Council of Corvette Clubs  
 New England Caravan  
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 John & Mary Ellen Nist  
 Art & Marie Nordstrom  
 Donald & Judy Patrick  
 James Penick  
 Bruce & Marilyn Phipps  
 Arthur & Barbara Pipek  
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 Gus & Peggy Puryear  
 Recondite Services, Inc.  
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 John & Perrie Richards  
 Jim Rizzuti  
 Y. Gay Robinson  
 Harold & Anne Rumzek  
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 Louis & Cheryl Santor  
 Craig & Laura Satterfield  
 John Savory  
 Richard & Debra Seymour

Robert & Linda Shellberg  
 Shenango Valley Corvette Club  
 Christine Sherwin  
 Ted & Shannon Skokos  
 Don & Betsy Slauson  
 Dennis & Sharon Smith  
 Ed & Dee Snell  
 Phil Snyder  
 Lon Solomita  
 Woodrow & Becky Sorenson  
 State Farm Mutual Automobile Insurance Co  
 Wendell & Jan Strode  
 Robert & Kathleen Swanson  
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 Harris & Carol Turner  
 Robin & Mary Vann  
 Jim & Judy Wafer  
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 Bill & Kay Weber  
 Harry W. Wellenkotter  
 Western States Corvette Council  
 Terral Wittgow  
 ZR-1 Net Registry  
 Tim Zradicka Sr. & Christine Case

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 Cody Burk  
 Randall Chapman, II  
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 John Copses  
 Virigina Crump  
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 Robin & Walter Davidson, III  
 Holt Davis  
 Jack & Doris DeLong  
 Alton & Susan Dobbins  
 David Donaho  
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 George & Barbara Dupont  
 Andrew Earwood  
 Adam Ellison  
 Chuck & Sharon Fast  
 Thomas & Philomena Ferrara  
 Fred Gallasch  
 Leslie K. Gardner & Dr. Ed Mattson  
 Brooks Glover

David & Linda Goebel  
 Larry & Ingrid Goelz  
 Jacqueline Goldberg  
 Daniel Gorby & Donna Tucker  
 Ron & Jessica Grove  
 John & Susan Hadley  
 Lori Hale  
 Dick & Denise Hammaker  
 Donald Hardin (Terrance Helweig Estate)  
 Teresa Hart  
 Marty & Laura Hegyi  
 Rick & Virginia Herrick  
 John & Patti Hutchinson  
 George & Janet Jackson  
 Alan Johnson  
 Doug Johnson  
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 Kevin & Shyre Jordan  
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 Craig Kies  
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 Dennis Levitt  
 Col. David Lofgren  
 Dennis & Jan Lombardo

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 Wayne & PJ Ray  
 Jim Rizzuti  
 Jim & Charley Robertson  
 Roland Roth

Harold & Anne Rumzek  
 Marilyn Sabadaszka  
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 Michael & Helen Schiavone  
 Ivan & Mary Schrodt  
 Scott & Ann Shaw  
 Brian & Christine Sherwin  
 Randall Shinn  
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 Libby Smith  
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 Larry & Carol Watkins  
 Dick & Reba Whittington  
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 Ron & Beverly Young  
 Tim Zradicka & Christine Case

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 Christian Conway  
 Joan Englehart  
 Thomas & Philomena Ferrara  
 Ron and Jessica Grove  
 Lone Star Corvette Club  
 Chadd Macy  
 Larry Matteson  
 Tim and Melanie McMichael  
 New England Caravan  
 Randy Pierce and Charla Heintz  
 Jim and Charley Robertson  
 Ivan and Mary Schrodt  
 Ted and Shannon Skokos

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 John and Sherry Brunett  
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 John and Carol Fort  
 Edward and Shari Glazer  
 Robert Gunderman  
 Ken and Kristen Lingenfelter

Merediths Mowing Service  
 Patricia K. Murray  
 Art & Marie Nordstrom  
 Pacific Northwest Caravan 2024  
 Jeremy R. Welborn  
 James Young

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 Coastal Carolina Corvette Club  
 Alton and Susan Dobbins  
 George and Barbara Dupont  
 Georgia Caravan 2024  
 Norman and Janet Glowicz  
 Gnomon, LLC dba MyVette.org  
 Bobby Haralson  
 Preston Henne  
 Glenn and Andrea Johnson  
 Marc Jones  
 David and Tobi Klingensmith  
 Paul Masse  
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 PJ Ray  
 George and Karen Sparks  
 Texas Corvette Association  
 Barbara Davison and David Wolanski  
 Karen and William Young

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 Donald Busse  
 Capital City Corvette Club  
 Janet Cherry  
 Brad A. Christman  
 Edward and Ann Clark  
 Dion and Xavier Clark  
 Timothy Colbert and Christine Pulito-Colbert  
 Corvette Club of Rhode Island  
 Corvette Owners Club of Houston  
 Corvettes Limited of Bowling Green  
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 Daniel Coughlin  
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 DDS Engineering PLLC  
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 Robert & Hillary Dukas  
 John and Ann Elegant  
 Jacque C. Evans  
 Jacqueline Farris  
 William and Judi Frodsham  
 Leslie K. Gardner and Dr. Ed Mattson  
 Joseph Gathright  
 Larry and Ingrid Goelz  
 Josef M. Gonzalez  
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 John Hoppe  
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 Mark Iuzzolino  
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 Howard Kaufman  
 Don Kerndt

## WINNER'S CIRCLE SOCIETY | ANNUAL GIVING

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Joseph Kolnik  
Carl Kuhne  
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Beverly Landgraf  
Jim Lesch  
Mary Anne Lewandowski  
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Ray and Jenny Long  
Richard and Theresa Luebcke  
Bob and Vickie Mallory  
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Ty Mowrey  
Don and Donna Nabors  
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Houston Chapter  
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Ronnie Norcross  
North Texas Corvette Club  
Northwest Corvettes and Rods  
Richard O'Gara  
Old Dominion Corvette Club  
Ontario Corvette Caravan  
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James R. Penick  
Richard Pittelli  
Rick Poepping  
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Ridge Runner Corvettes  
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Curtis & Janie Russell  
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Sam Houston Corvette Club, Inc.  
San Jacinto Corvette Club Inc  
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Mary Ann Scheppeler and Lou Helmer  
Kevin and Kari Schneider  
Allen and Annie Scott  
David and Dodie Sekora  
Scott and Ann Shaw  
Stephen C. Shellberg  
George Sipprell  
Dennis and Sharon Smith  
Southwest Corvette Caravan  
Space City Corvette Club  
Scott and Stephanie Sparkman  
Star City Corvette Club  
Ken Starzyk  
John and Sharman Staschak

Fred and Jane Steinouer  
John Studts  
John and Aileen Sullivan  
Lenora Tanaka  
Raymond and Amanda Theriault  
Mandi Thomas  
Curtis Tidd  
Tri-City Corvette Club  
Len and Elvira Tucker  
Phyllis and Craig Van Wanseele  
Velocity Corvette Club  
Kaye Wagner  
Marcus Waineo  
James F. Wainwright  
George and Aida Walden  
John Warren and Patty Haas  
Neil Watanabe  
David and Betty Wickman  
Chad and Stephanie Worth

A close-up photograph of the rear of a white Corvette. The car features a sunroof and a small, silver, dome-shaped badge on the trunk lid. The text 'ADRENALINE MEETS TRADITION' is printed in a dark, sans-serif font across the rear fender. The word 'ADRENALINE' is in a larger font size than 'MEETS' and 'TRADITION'. The car is parked on a paved surface, and the background shows some greenery.

**ADRENALINE** MEETS **TRADITION**

# THE FINISH LINE

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## **Bryce Burklow**

*President & CEO, National Corvette Museum*

As we close out 2024, I want to express my gratitude to the Corvette community for making this year one of remarkable growth, passion, and dedication. This annual report represents more than just numbers—it reflects the enthusiasm of our Members, the hard work of our staff and volunteers, and the deep connection we all share with America's Sports Car. At the National Corvette Museum, adrenaline meets tradition, fueling our mission to preserve and celebrate the Corvette's legacy. As we look ahead to 2025, I'm excited for the new opportunities that will allow us to expand our reach, enhance our programs, and deepen our impact on the Corvette community. Together, we'll continue to drive the Museum forward, honoring the past while accelerating toward an even brighter future.

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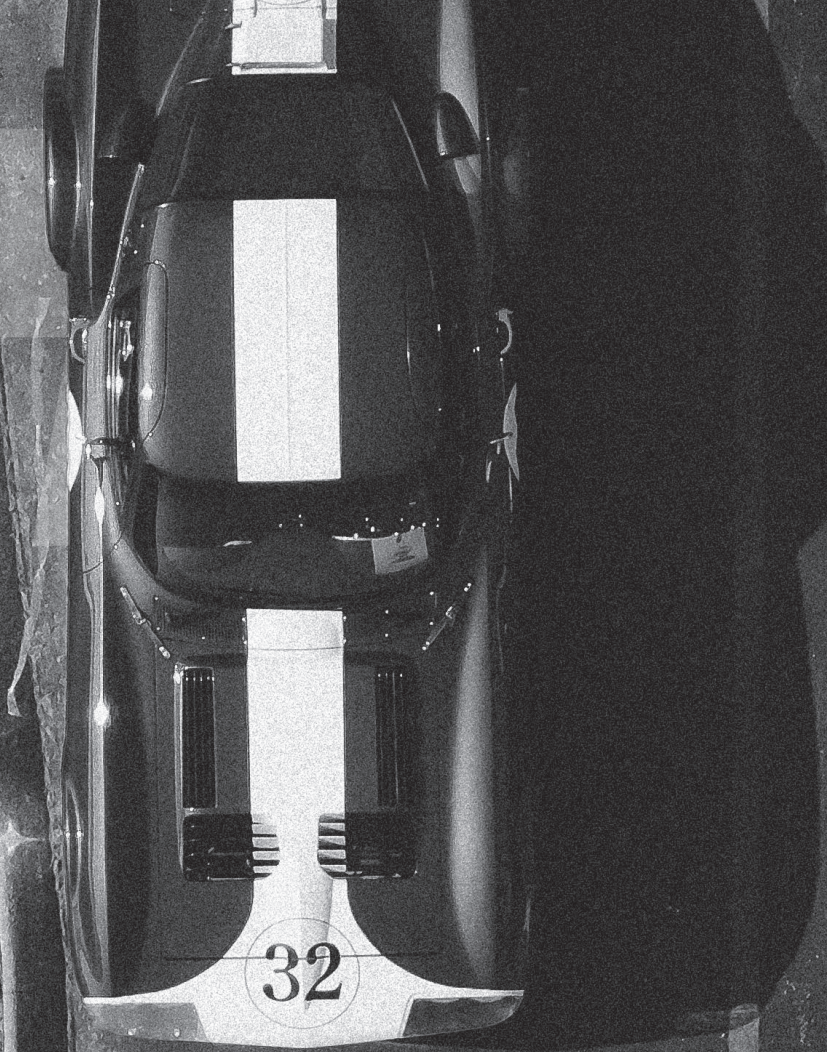
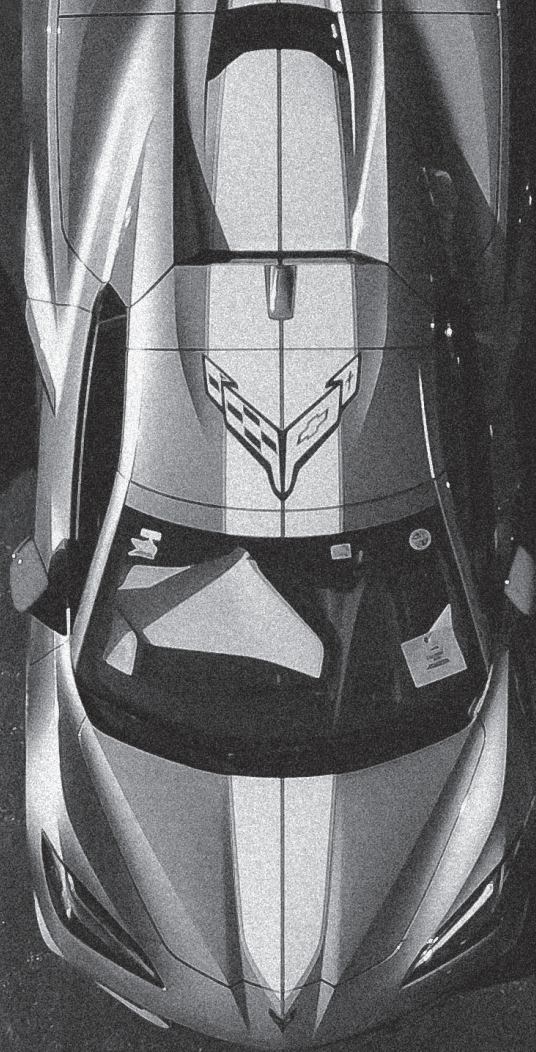
**THROUGH THE LENS:** Whether past, present or future, the Corvette is impressive and inspiring. A history of pushing boundaries has ensured that each generation is of the highest caliber.

2024 ANNUAL REPORT

2023 ANNUAL REPORT

2022 ANNUAL REPORT

2021 ANNUAL REPORT



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