

Chromium-Plated Trucks Drive for Attention At Olympic Games Opening Ceremonies



Thirty 1996 Chevrolet Silverado pickups with a unique chrome finish created especially for the 1996 Olympic Games shined on the field at Olympic Stadium during the

Opening Ceremonies of the Summer Games in July. During the gala event—seen by approximately 3.5 billion viewers worldwide—a troupe of high-energy dancers rode out onto

the field in the beds of the General Motors (GM) pickups. The vehicles were part of the show for about eight minutes.

Each of the 30 pickups was hand-covered with a special chrome finish, developed specifically for the Opening Ceremonies by GM North American Operations (NAO) Prototype Design and 3M Corp.

“There is no paint process that would effectively recreate a highly reflective chrome finish, and actual chrome body panels would have been incredibly heavy and cost prohibitive,” said Kevin McMahon, manager of the GM NAO Prototype Design shop. “The solution was a customized appliqué that was painstakingly cut and applied by hand to each of the trucks.”

Many exterior pieces, such as trim and molding, mirrors, lights, grilles, interior door panels and the truck beds, had to be removed, the chrome applied, and the part reassembled. The pickup fleet took several shifts of workers about one month to complete.

GM and its divisions—Cadillac, Buick, Oldsmobile, Pontiac, GMC and Chevrolet—provided the official domestic car and truck of both the 1996 U.S. Olympic Team and the 1996 Games. *P&SF*

Editor's Note: This is an edited version of an article from PRNewswire, July 17, 1996, which appeared on the World Wide Web.

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