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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	92052197
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Attachments	05. Yenko history.pdf ( 2 pages )(783308 bytes ) 06. License to Yenko Sportscar Club.pdf ( 1 page )(276689 bytes ) 07. Yenko Chevrolet abandoned (2008).pdf ( 1 page )(230589 bytes ) 08. Yenko legend to return.pdf ( 1 page )(452231 bytes )

## **We know Jack!**

### **Chevy Performance was Spelled "Y-E-N-K-O"**

Yenko Chevrolet, was first known as Yenko's Central Garage and located in Bentley, PA. It became a franchised Chevrolet dealer in 1934. In 1947, the dealership moved to nearby Canonsburg, PA. This is where the hi-performance division of Yenko was created. Yenko Sportscars, Inc. (sYc), as it was known, was the brainchild of the Yenko's only child, Donald Frank "Don" Yenko.

It has been over 20 years since the last Yenko was produced, it is impossible to be involved with Chevy musclecars and not hear the name Yenko mentioned. Yenko built cars are some of the rarest and most sought after musclecars ever built, demanding a high price if you ever see one for sale. Any musclecar collector would love to have at least one "Yenko" in their collection. Even us Blue Oval guys. At car shows across the country, enthusiasts flock to get a glimpse at one. There seems to be something magical about cars that carry the Yenko name.

Don, not one to do things in a small way, set about turning a portion of his Dad's Chevrolet dealership into a race shop, a place where not only were Don's race cars were maintained, but where other area racers could have their cars maintained as well. By 1957, Don succeeded in making his Dad's dealership into a speed shop for Chevy cars, where customers could order hi-performance parts at the counter for their 265's and 283's, or leave their car at the dealership to be worked on by Don's race mechanics.

Sometimes in the 1960's car business, actual performance wasn't enough. Perceived performance was just as--if not more--important than what actually happened out there on the street from light to light. Pop culture sang songs about fast cars. And the guy who could lay the longest patch of rubber got the girls. Most historians consider the "Musclecar Era" starting when Pontiac dropped a big block 389cid in the Tempest/LeMans mid-size platform, and gave birth to the famed GTO.

In 1967 at the height of the musclecar wars, you could buy any number of Mopars with a 426 Hemi or 440 wedge motor. Ford's were popping up all over the place with dual-quad 427's. Low Risers, High Risers, even an SOHC 427 Ford was built. It soon became obvious that more power was needed--or at least perceived to be needed--under the hood of the soon to be released Camaro. But the General (GM) had a policy. No more than 400 cubic inch engines in intermediate and compact cars. If the Camaro was to be marketed successfully against the other performance pony-cars, Mustang, Barracuda, Firebird, and the rest of the musclecar pack, Chevrolet was going to have to level the playing field.

For 1969, which would prove to be his most productive year, Don went all out. Besides his already successful Yenko Camaro, Don saw the need to offer a 427 Chevelle and a 427 Nova. As with the '67 and '68 Yenkos, the engine of choice was the L-72, 427cid, 435hp Vette engine. But even Don could not get Chevrolet to put a 427 into the lightweight Nova. This had to be done at the Yenko dealership.

The 1969 Yenko Chevelle came equipped much like the Camaro, using COPO 9562

and COPO 9737. Colors included Garnet Red, Butternut Yellow, Lemans Blue, Dover White, Daytona Yellow, Fathom Green, Hugger Orange and Olympic Gold, and you could opt for a vinyl top here too, available in several different colors. It is thought that less than 100 "Yenko Chevelle's" were produced, making it more rare than the famed '69 Yenko Camaro.

By the end of 1970, high insurance costs had reduced the market for super cars and it was evident to Don Yenko that Chevrolet was no longer going to offer any high horsepower engine options and was instead starting to produce smaller cars. With the newly released 1971 Vega (a small, 4 cylinder economy car), Don looked at the Vega and saw his next project, the "Stinger II". It was to have fiberglass front and rear spoilers, special Yenko graphics and a turbocharger. But, just as Don was ready to release the latest Yenko on the performance market, the EPA heard what he was intending to do. The EPA informed Yenko that the "Yenko Turbo Vega" would need to pass EPA certification before it could be sold to the public.

This certification process would require a test run of 50,000 miles under the scrutiny of the EPA. The Yenko staff had rented a racetrack and were prepared to complete the certification test, but at the eleventh hour, decided not to do it. Don went ahead and produced his Yenko Vega, but without a turbocharger. The turbo had to be purchased separately as an aftermarket item. It is unknown how many Yenko Vega's were ever produced, with few documented examples surviving today.

Just as Chevrolet was changing directions, so was Yenko, as in 1972 they held a ground breaking ceremony for a new modern facility in McMurray, Pennsylvania. Except for a limited number of "special purpose" race cars, Yenko was now out of the business of building and selling hi-performance cars. Instead, Yenko Sports Cars had started publishing a hi-performance parts catalog. Here, customers throughout the country could order all sorts of hi-performance parts for their Chevrolet products. Everything from Yenko stickers to an all aluminum big block 427. This block was the same famed ZL-1 power plant made famous in Can-Am racing and in the ill fated 1969 ZL-1 Camaros and Corvettes of Fred Gibb.

Yenko had received permission to produce this block when Chevy had abandoned the ZL-1 project. The only difference between the Yenko version and the ZL-1 version was the Yenko name cast in the front of the block. The majority of these aluminum blocks were used in boats and for stock car racing. It is unknown how many of these blocks were sold, but many of them are still around today.

Yenko's last creation was called the "Yenko Turbo Z". Built using the 1981 Z-28 Camaro, Yenko added a turbocharger to the cars 350cid engine. The "Turbo Z" could be ordered in two different stages. Besides the turbo, the Stage I cars received a special Yenko designed graphics package, by now a staple on all Yenko cars.

Stage II cars received the turbo, the graphics, a special nosepiece, different wheels and tires, Koni adjustable shocks and special leather racing style seats. It is believed that only 19 Turbo Z's were ever built, with only 2 in Stage II trim.

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## CORVETTE MOTORSPORT COLLECTION

And  
HISTORICAL ARCHIVE OF CHEVROLET RACING

January 26, 1998

Tom Clary  
P.O. Box 375  
Aubon, MI 65606

Dear Tom,

I'm writing you in regard to our conversation on or about January 3 or 4, 1998. Consider this letter a follow-up response to your interest in organizing a Yenko enthusiasts organization; for the principal purpose of creating a roster/club/registry of all individuals, as well as Yenko automobiles, by VIN numbers and/or collecting personal memorabilia from both Don or Don's automobile dealings.

It is my understanding that your primary efforts will be geared toward researching and publishing an official Yenko registry of all surviving Yenko produced automobiles. It should also be combined with a roster of any Yenko cars which have been proven to have been destroyed by collision, fire, or disassembly.

And, at any time, while the registry is still in the midst of completion, or after its completion, the above listed registry will be available for public research and review.

It is my belief that a national organization needs to be developed to better handle the ever increasing problem of proving the difference between a fake Yenko automobile and the original. It is also vitally important to create a safe-guard for all other Yenko artifacts which help preserve the important history of the Yenko legacy.

Therefore, I give my approval to you to begin developing the above listed agenda.

Sincerely,  
  
 John E. Connolly

**EXECUTIVE MANAGEMENT** furnished: Lynn Shelton (Yenko), Terry Gould, Hope Yenko, OF

for the following Motorsport Collections:

Donor Dick Thompson	Don Yenko
J. Grady Davis	Ed Leichter
Donna Mae Mims	Yenko Chevrolet
Yenko Sponsors	GM Research Racing
Edwin J. Mears	GM/CV Corvette Race Team

CORVETTE MOTORSPORT COLLECTION

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Size of this preview: 800 x 600 pixels

Full resolution (2,592 x 1,944 pixels, file size: 2.04 MB, MIME type: image/jpeg)

## Summary

<b>Description</b>	The former Yenke Chevrolet building in Cannonsburg, PA. Taken March 19th, 2008.
<b>Source</b>	I took this picture myself.
<b>Date</b>	03/19/2008
<b>Author</b>	Ryan McCarthy
<b>Permission</b>	See below.

## Yenko Muscle Car Legend Set For Return



By **Viknesh Vijayenthiran**  
Author  
October 18th, 2009

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Yenko Chevrolet Camaro

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As [Camaro](#) fans get ready to [celebrate the 40th anniversary](#) of the legendary 1969 Yenko Camaro this year, a new start-up that hopes to revive the famous muscle [car](#) brand name is brewing. Muscle-car enthusiast and owner of an original 1968 Yenko Camaro, Jeff Leonard is putting his marketing firm to work on re-establishing the Yenko name and possibly launch a range of custom cars.

Leonard is the man behind General Marketing Capital Incorporated (GMCI), which currently has ownership of the Yenko trademark. In an official announcement, Leonard revealed plans to build several whole [cars](#) together with a limited production vehicle manufacturer, as well as release a new Yenko product line.

**May the Best Car Win**

Camaro vs the Competition. Come See the Comparison Here.

**The 2010 Acura RL**

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Ads by Google

GMCI will also launch a brand-new online home for the Yenko brand in the upcoming weeks, where owners and enthusiasts can find information about upcoming cars and products, access historical information about the brand, register to be a part of the site's forums and much more.

Originally, the 1960s era Yenko was a special order [vehicle](#), available only through Don Yenko [Chevrolet](#) in Canonsburg, Pennsylvania. Don Yenko used the Central Office Production Order (COPO) program, a program GM used for fleet vehicles like police cars, taxi cabs, etc. to special order the most powerful vehicles available.

If GMCI's project proves successful, expect to see [new](#) Yenko products based around the latest 2010 [Chevrolet Camaro](#) and possibly the [Corvette](#) as well.

[[Chevy High Performance Magazine](#)]

Tags: Modified, Camaro, Muscle car, Yenko, GMCI  
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