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Yenko brand brought back to life, 2010 Chevrolet Camaro to be first project

By [Andrey](#) on Nov 3, 2009 in [Chevrolet](#), [Tuning](#)



For all our readers who aren't from the United States, a brief history lesson on the great heritage that the **Yenko** brand brought to the tuning and aftermarket scene is needed. Founded in the late 1960s, the brand became a hallmark of exclusivity and handled mostly Chevrolet models, in a similar way to how Shelby deals with Ford vehicles.

But the last few years haven't been so kind with the historic brand, as its owners were forced to sell it to GMCI (General Marketing Capital Inc.), which promised to get it back on its feet. And that it will certainly do, as it has just announced that it will debut its first new project, based on the **2010 Chevrolet Camaro** at this week's

SEMA Show, which is taking place in Las Vegas.

The Phase I edition will use the SS edition of the Camaro, powered by a V8 engine, on which they will add a supercharger, reportedly taking output to a massive 600 HP, a Hurst short-throw shifter, bigger brakes and a special Magnaflow cat-back exhaust system. Of course, in order to follow the Yenko tradition, various badges and logos will be applied wherever possible.



GMCI also added that a Phase II and III editions will follow during next year, hopefully with bigger engines like the LS7.

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Report: Yenko Brand Reborn With New Models on the Way

- 2 Comments By Colum Wood, Friday October 2009 , As: american cars, domestic cars, don yenko, General Marketing Capital Incorporated, gmci, jeff leonard, Modified American, modified camaros, modified chevys, muscle cars, pony cars, SPORTS CARS, yenko camaro, yenko chevrolet



No Doubt you've never heard of General Marketing Capital Incorporated (GMCI), but if you're a lover of classic American muscle, or modern American muscle, you're about to become more familiar with the company. The reason? GMCI has just announced that it has purchased the Yenko name and brand and has announced plans to bring it back from the dead – which is good timing considering the tremendous popularity of the new Camaro.

The Yenko name has become synonymous with performance ever since Don Yenko, owner of Yenko Chevrolet, first dropped a Corvette 427 cu.-in. [V8](#) under the hood of a Camaro back in 1967.

"The muscle [car](#) era has made a huge comeback this year and we expect this trend to grow," said company owner Jeff Leonard. "The Yenko name is very much a part of that magnificent history and we plan to resurge its magic and its historical significance. Through GMCI's efforts, Don Yenko's name will be kept alive with the highest degree of integrity and respect."

Normally we might worry about someone [buying](#) a good name like the Yenko one and running it into the ground with scissor doors and neon lights, but Leonard seems to have the right approach and is a genuine enthusiast as well as a business man. He even owned an original '68 Yenko Camaro.

We'll have to wait and see what GMCI has planned, but we're hoping for some nice ZR1 goodies!

Official release after the jump:

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