

MID MICHIGAN SECTION - SAE

Harlow H. Curtice Memorial Trophy

Press Release

The Mid-Michigan Section of the Society of Automotive Engineers (SAE) is proud to announce the Harlow H. Curtice Memorial Trophy to be awarded at the 7th Annual “Back to the Bricks” celebration in Flint, Michigan on August 20, 2011. The award will be presented to either the Buick or Chevrolet that Harlow Curtice would most like to drive.

Harlow H. Curtice, a long time Flint resident and civic supporter, retired as General Motors 11th President on August 31, 1958.

Harlow Curtice began his General Motors Career at the AC Spark Plug Division in early 1915. He was named General Manager of AC in 1929. He became General Manager of Buick in 1934 and was named Executive Vice President of General Motors in September, 1949. It was in this position that he approved the 1953 Buick V-8 engine and the 1953 Corvette for production in Flint.

Curtice was elected President of GM on February 3rd 1953. During his tenure as President, Curtice championed V-8 engines, including the Buick “Nail-head” and the Chevrolet small block, automatic transmissions, power steering and brakes, GM’s Fuel Injection and air-conditioning.

The GM Motoramas and the Parade of Progress were signature marketing programs under Harlow Curtice's purview. He also presided over the dedication of the General Motors Technical Center in May, 1956 and GM's 50th Anniversary in September, 1958.

The winning car for the Harlow H. Curtice Memorial Trophy will be selected from the cars on display at "Back to the Bricks" on August 20 by a team of engineers representing the Mid-Michigan Section of SAE International.

For more information, please contact Ken Kayser (810-238-5638) or Ron Harris (810-610-6876).

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