

Bill Mitchell

Bill Mitchell has been called one of the greatest automotive designers in history. He succeeded Harley Earl as GM's design vice president and has been credited with giving the world the 1963 Corvette Sting Ray and the 1963 Riviera. As GM's chief stylist, Mitchell developed a wedge-shaped design called the Q-Corvette, which designer Larry Shinoda refined into the 1959 Sting Ray racer (built on a Corvette SS chassis) and the sensational 1963 Sting Ray. During those years, Mitchell also developed the Mako Shark and the Mako Shark II concept cars. "He had such a flair for styling we are still amazed at his work," said Dan Gale of Mitchell.