

Color Keyed Floor Mats – 1977 Only

Chevrolet offered Color Keyed Floor Mats – RPO B32 for the first time in 1977. Over 36,700 buyers checked the box adding \$22.00 to the purchase of a new Corvette. Later the cost increased to \$23.00. Buyers experienced several production flaws and their complaints resulted in a redesign that carried over to the 1978 production year.

The 1977 RPO B32 design is unique and distinguished from the 1978-B32 design (including aftermarket floor mats) by a two-tone color pattern that resembles a checkerboard and the *corvette* script located in the heel portion of the mat. (See Fig I. 2.7) The “teeth” or “points” on the back side of first design mats are much smaller than second design and aftermarket floor mats. The “teeth” hold the floor mat in place to the floor carpet.

Chevrolet Production Assurance learned that the embedded script hindered driver foot operation. Buyers also reported that the carpet separated from the rubber base, due to the poor bonding quality of the adhesive. As a result, some evidence exists that the adhesive was changed March 1977, improving adherence.⁶ (See Fig I. 2.8)



Fig. I 2.6 For reference only:
Heel pad IMCO logo pre-1972



Fig. I 2.8 RPO B32 – 1978 vs. 1977



Fig. I 2.5 Dimmer-switch pad

The second design placed the *corvette* script in the toe portion of the floor mat and the two-tone feature was changed to a single color. (See Fig I. 2.8)

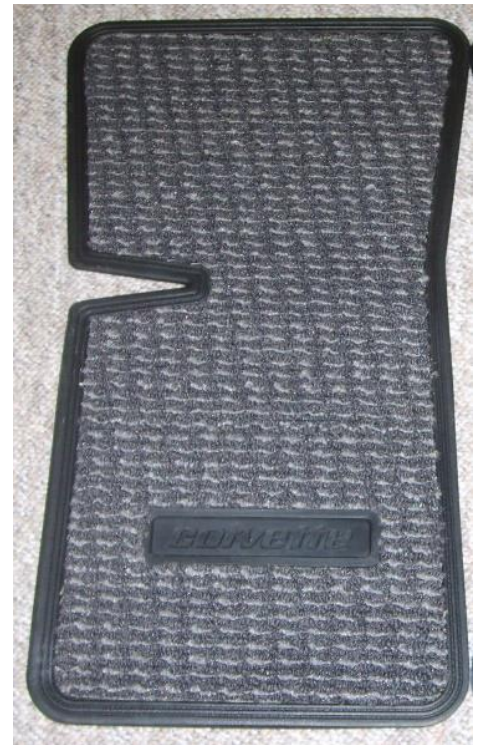


Fig. I 2.7 RPO B32

⁶ As a result, of the functional drawbacks of B32, GM discontinued the 1977 first design October 1977. Whether 1978s were shipped with the 1977 style floor mats or the B32s became over-the-counter items is not known.