CHEVY COWL TAGS – A REVIEW

I’m sure that for many of you “Cowl Tag” information is old hat. But surprising as it might seem, this information is the most often asked-for information at Chevy Classics. Not a week goes by that we do not receive a telephone call, e-mail or letter asking us to decode a cowl tag! For those of you who have seen this many times, please bear with us as we once again provide this vital information. Due to the massive amount of (model, paint & trim) information, we will only be presenting how to decode this tag – for more detailed information consult additional sources such as the Classic Chevy Tech Book (cowl tag information) or Chevrolet by The Numbers by Alan Colvin.

This aluminum plate is riveted to the cowl. For 1955/1956 cars it is found on the top of the cowl on the passenger’s side. The 1957 first design cowl tags can be found on the cowl toe panel just to the driver’s side of center. The 1957 second design cowl tags can be found on the cowl just under the heater control valve (the 1957 cowl tags themselves do not have different designs, the positions are different). The tag is 2 1/2” wide and almost 4” long. It contains seven main areas of information. The 1955/1956 cowl tags for air conditioned cars are on the driver’s side.

A
Two numbers are stamped. These numbers indicate the year of the car.

Year Designation
55 - 1955
56 - 1956
57 - 1957

B
At least four numbers are stamped and in some cases one, two, or three letters are also stamped. This stamping is actually the Fisher Body Number. The stamping will cross-reference to the Chevrolet model and series number. Thus the Fisher Number gives information for determining model and series.

C
One or two letters are stamped, which identifies the Fisher Body plant that made the body.

Fisher Body Plants
AG - Atlanta, GA
CL - Cleveland, OH
F - Flint, MI
J - Janesville, WI
K - Kansas City, MO
L - Lansing, MI
M - Baltimore, MD
N - Norwood, OH
O - Oakland, CA
S - St. Louis, MO
T - Tarrytown, NY
VN - Los Angeles, CA (Van Nuys)

D
This sequence of numbers represents the numerical production order at a particular Fisher Body Plant. At a given plant, this is a non-duplicated number. Each Fisher Body Plant started with the number one for the first body made at that plant.

E
Three numbers are stamped. This set of numbers will indicate the interior combination; such as the fabric type and fabric color.
1958-72 Cowl Tag Location

1958 cowl tag is riveted to the firewall and is located in the middle of the firewall behind the distributor.
1959-60 cowl tag location is on the driver’s side on the upper portion of the cowl.
1961-62 cowl tag is located on the driver’s side on the lower front portion of the cowl. On early 1961 cars from some plants the tag was mounted vertically near the top of the driver’s side of the cowl.
1963-64 cowl tag is located on the passenger side on the upper portion of the cowl.
1965-66 cowl tag is located on the left hand upper portion of the firewall, below the wiper motor.
1967-69 cowl tag is located in the engine compartment, upper left-hand corner of firewall.
1970-71 cowl tag is located in the engine compartment, upper left-hand corner of plenum.
1972-75 cowl tag is located in the engine compartment, upper right-hand surface of cowl plenum.

Key to Cowl Tags

A – Year Designation
B – Chevrolet Model Number
C – Fisher Body Plant
D – Body Number
E – Trim Number
F – Paint Number
G – Accessories