

# Chevrolet de Luxe Sedan

THE MOST LUXURIOUS CAR IN CHEVROLET HISTORY



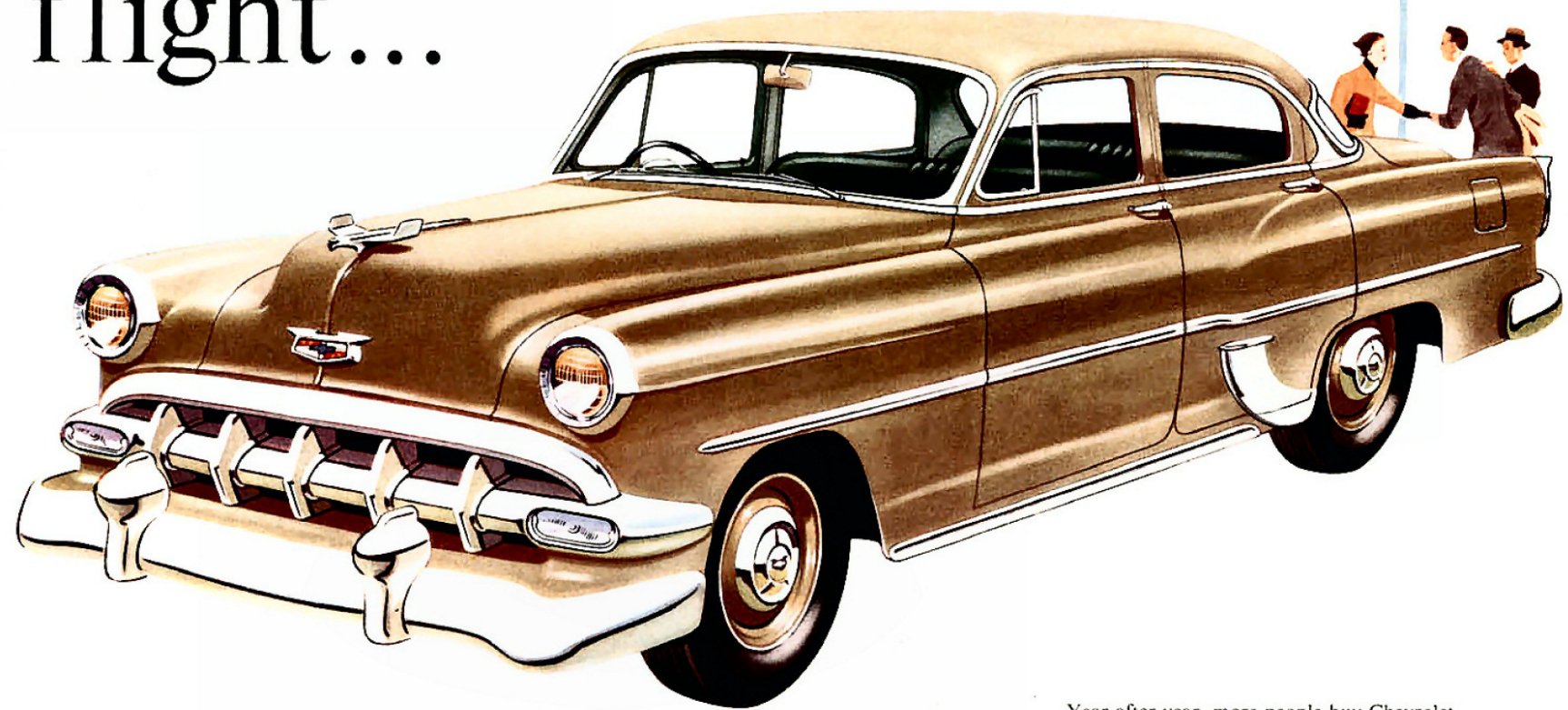
# Graceful as a bird in flight...

There's grace and dignity in every restyled line of this new Chevrolet.

It brings exciting new styling, increased power, improved performance, outstanding economy...  
and a host of features designed to make your driving easier, safer and more pleasurable.

Smart, modern appointments and luxurious roomy comfort

are the keynotes *inside* the de luxe Sedan. Attractive interior  
colour treatment is designed to blend perfectly with the  
delightful new exterior colours.

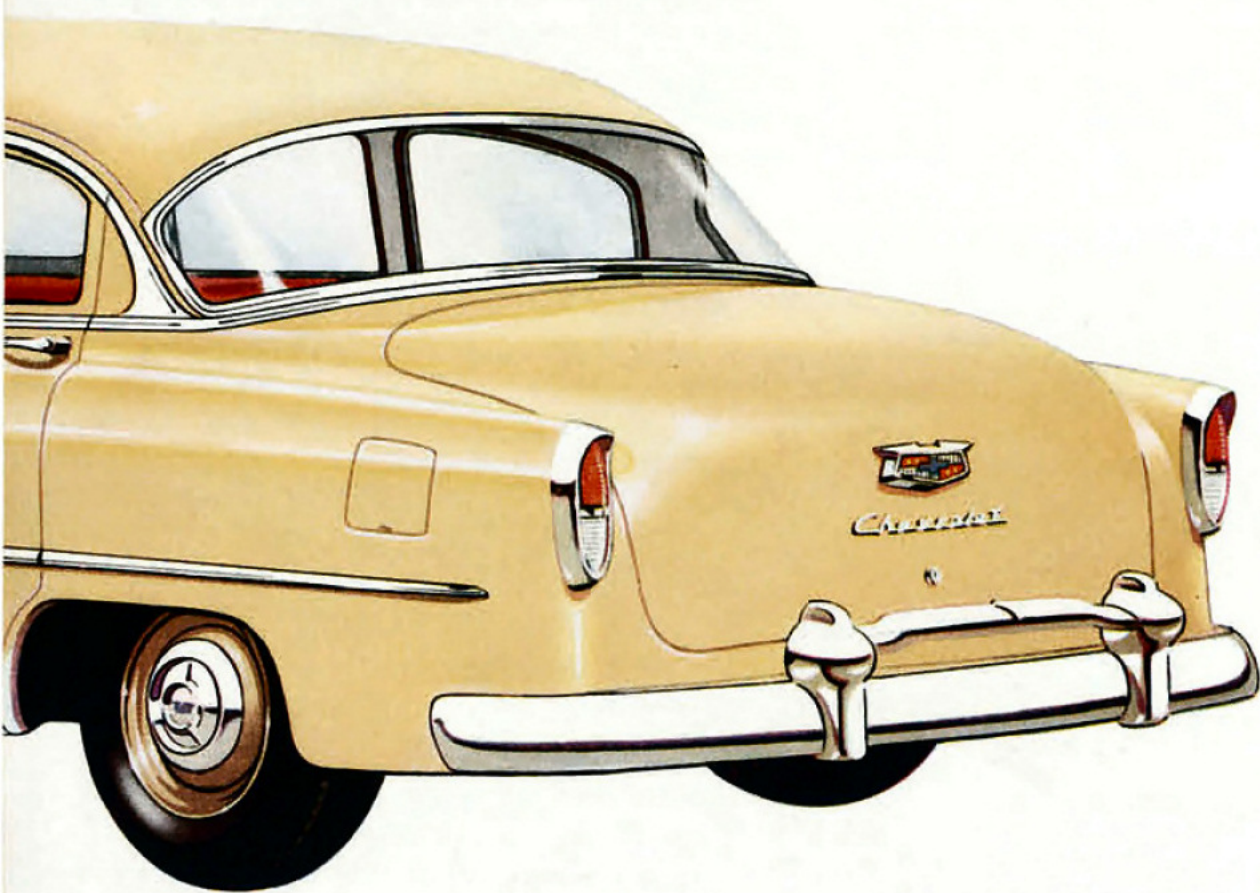


Year after year, more people buy Chevrolet than any other car. And the beautiful new Chevrolet is designed and built to win greater preference than ever.



# Relax in luxury

Open the door of Chevrolet and a whole new, rich experience is yours, a promise of luxury and comfort you will want for your very own. Glamour in good taste . . . luxury you can live with . . . this is the promise that Chevrolet discreetly and completely fulfills. Seats, as wide and free as your vision of the passing scene outside, are upholstered with a rich antique finish leather on cushions and squabs. The decoration of the doors is beautifully executed in two tone colour combinations. Front or back there's room, lots of room, to sit back and love life in a Chevrolet. The appointments, the finish, of Chevrolet interior match in artistic perfection the outside design and the pleasure and pride of it all is yours.

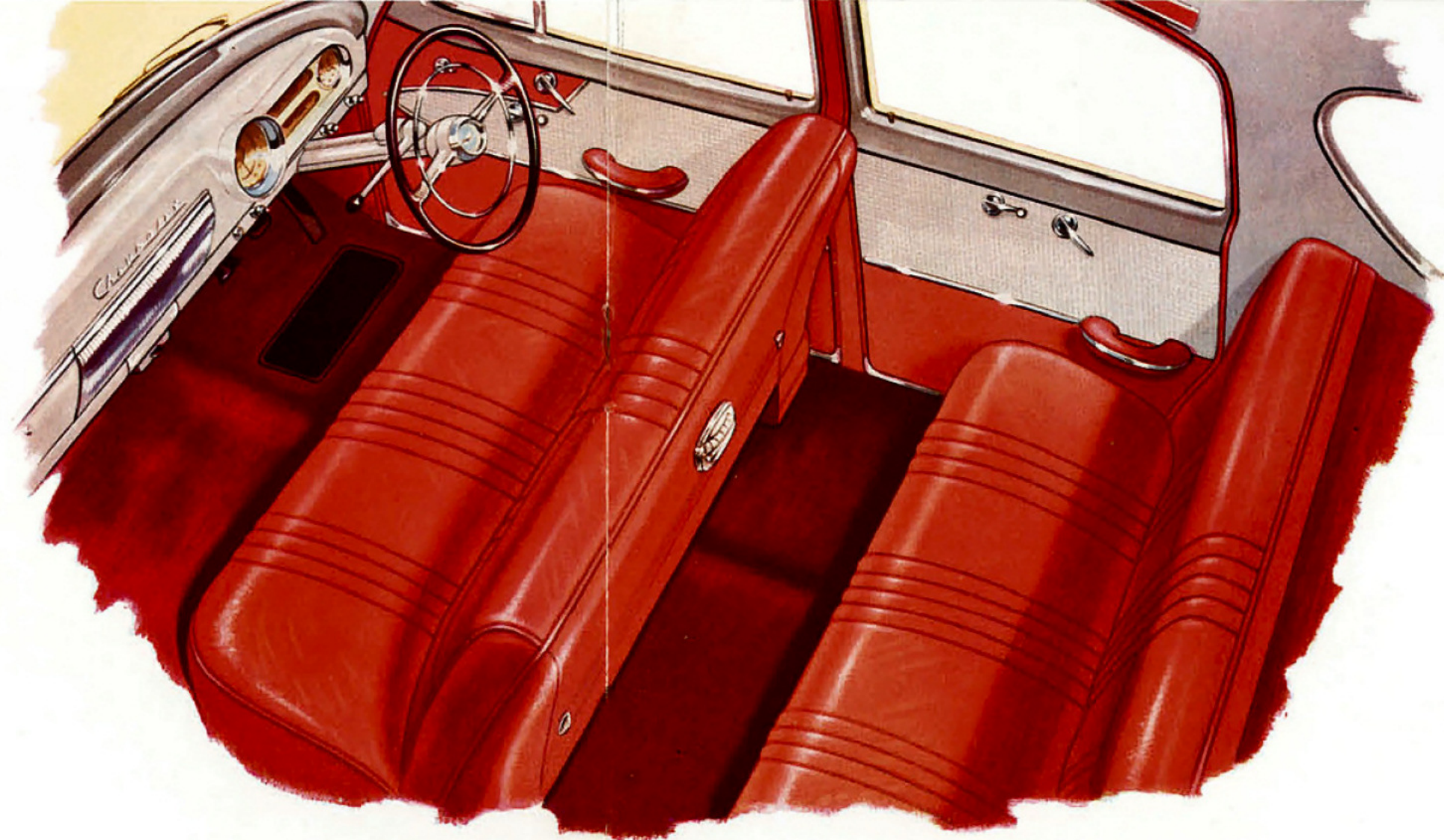


## Giant-size luggage compartment

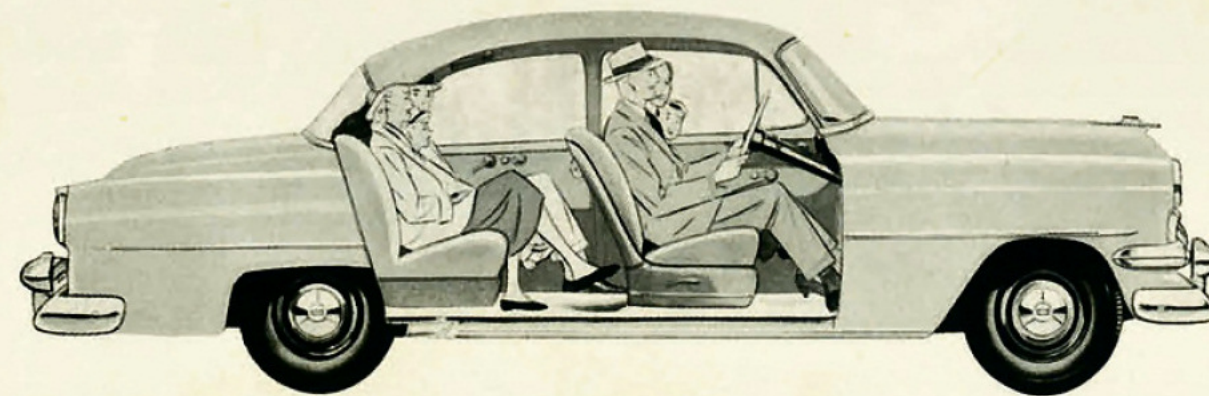
There's generous family-size room for all the luggage and gear you'll want to carry. Loading and unloading—the low sill is nearly flush with rear bumper—is easier than ever. A turn of the key and the touch of your finger and the lid is up and open. Closed, it is almost horizontal with the high-crown rear fenders, perfecting the lower, longer appearance of Chevrolet.

## Full wrap-around rear window

Greater safety and pleasure through increased vision is ensured by the distinctive full wrap-around rear window.



New appointments lift this sumptuous Chevrolet to a new level of luxury. It starts with the new de luxe steering wheel and horn ring but then each item has been planned for your enjoyment and convenience . . . the new cigarette lighter, the new glove-compartment light, the instrument panel clock. The easy-to-read panel is thoughtfully shielded to keep the glow from reflecting in your windscreen at night. Back, as well as front, the keynote of luxury is tastefully maintained . . . the ash tray and robe strap on the back of the front seat, the arm rests on front and rear doors, the assist straps located on rear roof rails . . . such meticulous attention to detail is yours with Chevrolet.

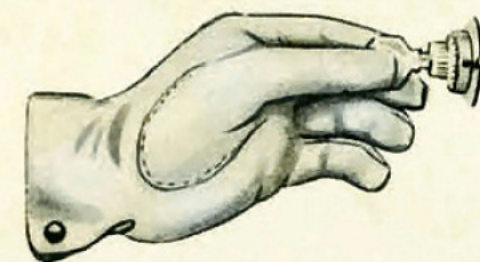


## The last word in comfort!

Cradled in luxurious comfort between the axles, you and your passengers ride cushioned by Chevrolet's combination of independent front wheel springing, airplane-type shock absorbers, centre-point rear suspension and low pressure tyres. Stretch and relax as much as you like there's all the leg and head room you could possibly wish for in Chevrolet—elbow-room, too, for six really big people without crowding.

## Wrap-around bumpers

A re-styled front bumper with a greater wrap-around provides increased protection. Widely spaced rectangular parking lights emphasize the wide, handsome front end lines.



## Key-turn starting

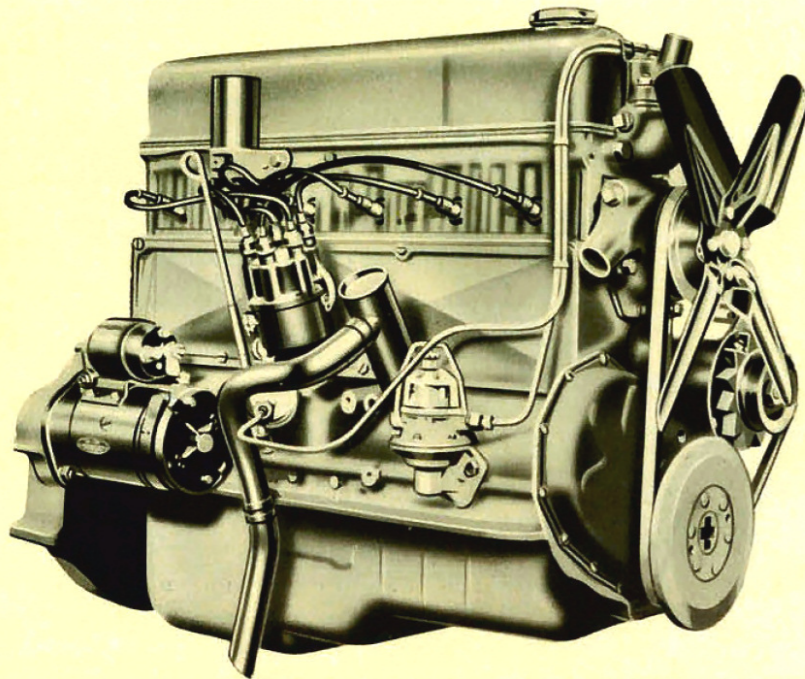
Just a twist of the key in the ignition lock starts the engine of your new Chevrolet. Key-turn starting is incorporated in the three-position ignition switch, thus eliminating the separate starter button.



# High-compression engine brings exhilarating new performance...

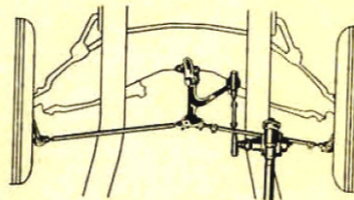
*These engineering improvements make Chevrolet more thrilling . . . more dependable . . . more economical to own than ever.*

- Higher compression ratio — 7.1 : 1.
- Increased torque to 193 ft. lb. @ 2000 r.p.m.
- Valve rocker arm cover attachment revised to reduce engine operating noise.
- Stronger rocker shafts and supports.
- New rocker arm shaft support attachment.
- Improved carburetion giving smoother acceleration.
- Oil bath air cleaner.
- New design clutch.
- New design muffler for improved exhaust vibration suppression.



Chevrolet has a high powered 6-cylinder o.h.v. engine developing 110 b.h.p. With its increased power, Chevrolet gives you a new and wonderful performance. Extra power helps prolong engine life, too, because under normal driving conditions your engine operates at a relatively low percentage of its capacity. There is a minimum amount of stress on engine parts.

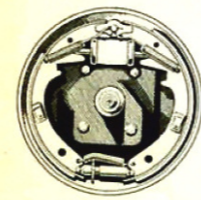
## Important



### Centre-Point Steering

for easier, surer control. Stability under all road conditions is ensured with balanced length tie rods that centre control between the front wheels.

## Chevrolet Safety Advantages



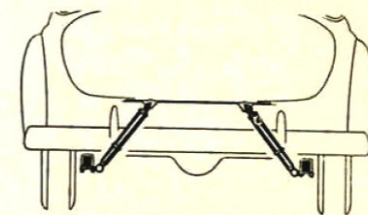
### Large Drum Brakes

for smoother stops with less pedal pressure. Self-energising brakes make use of car momentum to aid braking. Full 11-inch sealed brake drums.



### 5-Inch Wide Base Rims

for steering stability and riding comfort. 5" rims carrying low-pressure tyres place a large, soft cushion between car and road.



### Centre-Point Rear Suspension

adds to Chevrolet's steering ease and driving safety. Airplane-type shock absorbers are mounted diagonally to increase stability and prevent sway.

INCREASED TRANSMISSION DURABILITY because of greater load carrying capacity of needle bearings.

TRANSMISSION GEARS are now shot-peened after hardening with the result that transmission durability is improved.



These Accessories  
Specially Designed  
for the new Chevrolet

## DE LUXE **AIR CHIEF** RADIO

Australia's finest car radio is available at extra cost. This 6-valve miniature tube set with 9-inch oval type speaker gives remarkable tone and clarity. Tailored controls blend beautifully with other instrument panel fittings.

Other Accessories for added beauty and driving enjoyment include lovely tailored Seat Covers in rich-looking patterns; Fender and Grille Guard units; Petrol Tank Locking Cap, Back Up Lamp, Outside Sun Visors, Under hood Lamp, Exhaust extension, Set of 4 wheel discs, Front Fender markers, Bumper end guard units.



# Specifications

## Power Plant

**ENGINE TYPE :** Valve-in-head, 110 horsepower. Six cylinders, 7.1 : 1 compression ratio.

**PISTONS :** Aluminium alloy with steel struts. Offset piston pin.

**CRANKSHAFT :** Four, precision interchangeable, thin wall babbitt lined main bearings. Counter-balanced. Rubber floated harmonic balancer.

**OILING SYSTEM :** Full pressure to main, connecting rod, camshaft bearings, and timing gears ; metered pressure to valve mechanism, also oil is metered to cylinder walls.

**FUEL SYSTEM :** Single throat downdraft carburettor, with automatic choke, accelerating pump and fast idle mechanism. Octane Selector. Oil bath air cleaner, silencer and flame arrester. Fuel mixture heated (thermostatic control) in manifold heat-chamber. Tank capacity, 13-1/3 imperial gallons.

**COOLING SYSTEM :** Capacity, 12½ quarts. Self-adjusting, permanently lubricated water pump with by pass. Individually cooled cylinders, full length water jackets.

**ELECTRICAL SYSTEM :** Delco-Remy ignition system includes centrifugal and vacuum spark-advance control. Ignition coil—high intensity spark for heavy duty ignition. High output ventilated Delco-Remy generator, with voltage and current regulator. Delco-Remy starter, with key turn starter switch.

**POWER PLANT MOUNTING :** Three point, rubber cushioned support high side mountings.

**CLUTCH :** Diaphragm spring type, ventilated. Permanently lubricated ball throwout bearings.

**TRANSMISSION :** Synchro-mesh with helical gears throughout. Manually operated steering column mounted gearshift control.

## Chassis

**FRAME :** Box-girder type.

**FRONT SUSPENSION :** Unitized Independent Front Wheel Springing, with direct double-acting hydraulic shock absorbers. Ride Stabilizer.

**REAR AXLE :** Semi-floating type with hypoid-drive gears of 3.7 to 1 ratio.

**REAR SPRINGS :** Semi-elliptic springs and shackles of tension type. Rubber insulated. Direct double-acting hydraulic shock absorbers.

**DRIVE SYSTEM :** Torque tube drive. Tubular propeller shaft ; fully enclosed.

**BRAKES :** Four-wheel self-energising hydraulic, 11 in. brake drums. Self-aligning, full contact brake shoes. Mechanical parking brakes with T-shaped pull handle.

**STEERING GEAR :** Ball bearing mounted roller sector ; worm-mounted on tapered roller bearings ; fully adjustable. Ratio, 19.4 to 1. Centre-point steering. Wheel diameter, 18 in. ; two spoke with horn blowing ring.

**WHEELS AND TYRES :** Five ; steel disc with short spokes. 6.70 - 15 tyres on wide base rims. Tyre pressure, 24 pounds.

**WHEELBASE :** 115 inches. Over-all length, 196 in. (including bumpers).

**CHASSIS EQUIPMENT :** Bumpers with two guards, both front and rear. Splash and gravel deflectors front and rear.

## Lights — Horn — Battery

**LIGHTS :** Sealed Beam headlamps with foot controlled beam indicator light on speedometer. Parking lights blended into each side of radiator grille. Dual tail and stop lights incorporating reflectors in lens. Rear licence plate light. Dome light. Dual matched Horns.

**CIGARETTE LIGHTER.**

**GLOVE COMPARTMENT LIGHT.**

**BATTERY :** 6-volt, 13-Plate 92 ampere-hour capacity.

## Instrument Panel — Controls — Vision

**INSTRUMENTS :** Speedometer. Oil pressure and petrol gauges. Battery charge and engine heat indicators. Variable indirect instrument cluster lighting. Electric clock.

**CONTROLS :** Rubber padded foot controls. Illuminated 3 position ignition lock with key turn starting. Lights, air intake, windshield wiper control. Courtesy switch at each front door for automatic interior lighting.

**VISION :** Single control dual windshield wipers. Adjustable inside rear view mirror.

## Body Equipment

Regular equipment includes the following :—

**EXTERIOR :** Stainless steel body belt line moulding. Curved windshield. Push-button door handles with key locks in both front doors. Petrol filler compartment in left rear fender.

**INTERIOR :** Seat cushions and squabs upholstered with antique finish leather. Sponge rubber pads in both seat cushions. Dual ventilators in dash. Ventipanes on front doors, with drip shields in both front doors. Dome light with integral switch. Two extensible sun visors. Instrument panel ash tray. Instrument panel finish duo-tone to suit interior trim. Arm rests on doors, front and rear. Ash tray on back of front seat. Robe strap on back of front seat. Assist straps located on rear roof rails.

*Specifications and equipment subject to change without notice.*

## G.M.A.C. Confidential Payment Plan

Convenient Terms are available on your Chevrolet through General Motor's own company, G.M.A.C. Because General Motors Acceptance Corporation is the largest hire-purchase institution in the world, it is able to offer low rental charges, and arrange a payment plan fitted to your individual requirements. Your local dealer can explain the G.M.A.C. plan and arrange payments to suit you.

## Protective Owner Service Policy

The unusual General Motors-Holden's Ltd. Owner Service Policy protects you against defective workmanship or materials for 90 days or 4000 miles of operation. You are also entitled to two thorough inspections and adjustments of your Chevrolet without charge. Chevrolet genuine spare parts and expert service available throughout Australia.

# General Motors-Holden's Limited

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