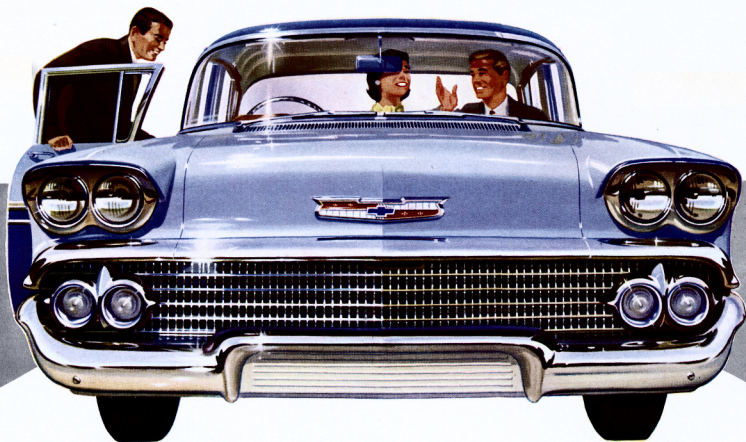
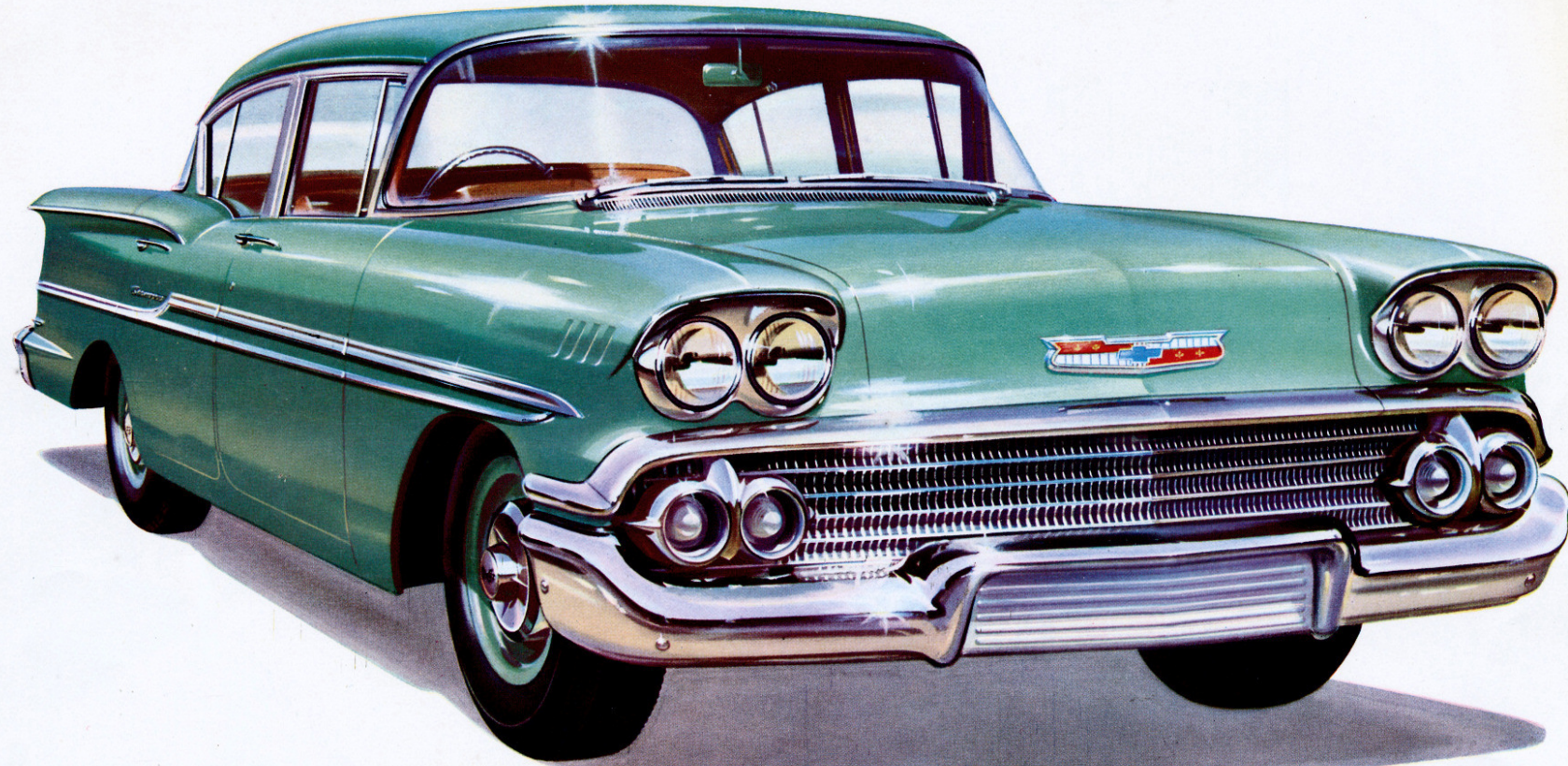


The new

CHEVROLET



IT'S LONGER! IT'S LOWER! IT'S LOVELIER BY FAR!

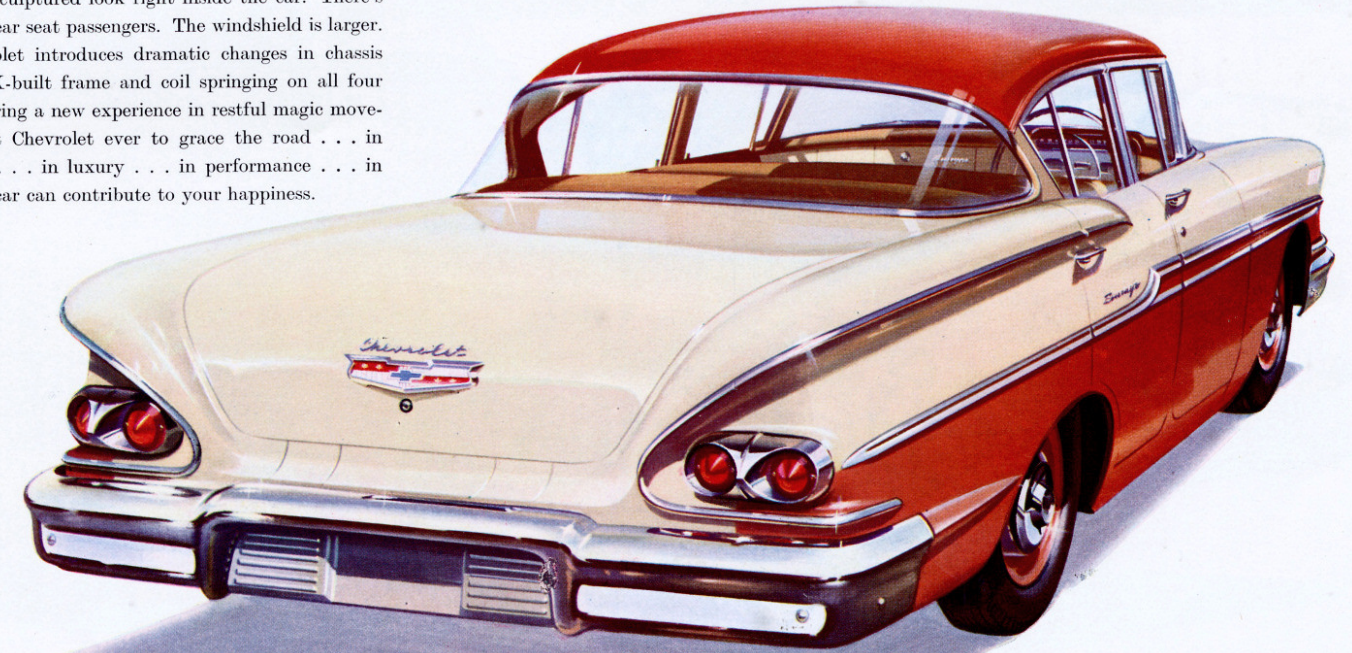
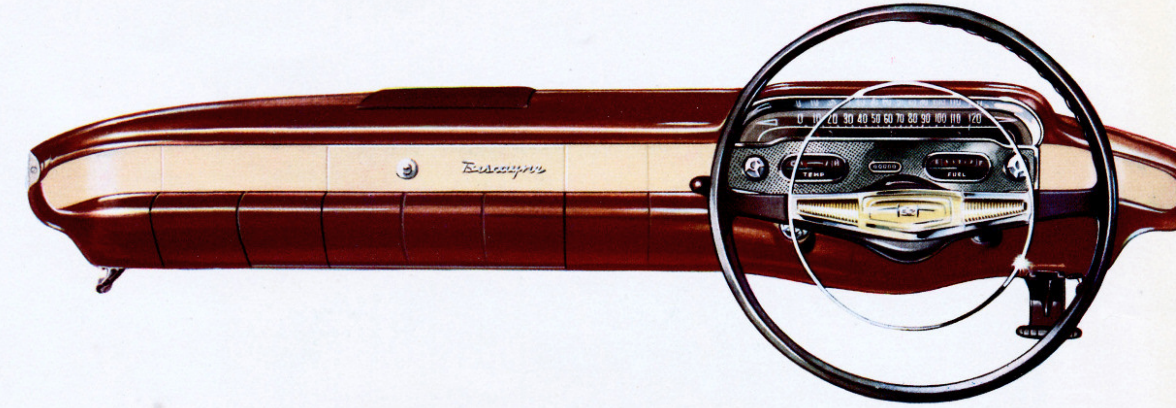


FROM THE MOMENT you see the new Chevrolet you will realise this is a car that can enrich your whole life. It is a car so new, so advanced that its beauty will endure for years to come. Everything that you see outside is new—the radiator grille, the dual headlamps, the slim centre pillars, the long flowing fenders and the sculptured look of Chevrolet's entirely new rear end styling.

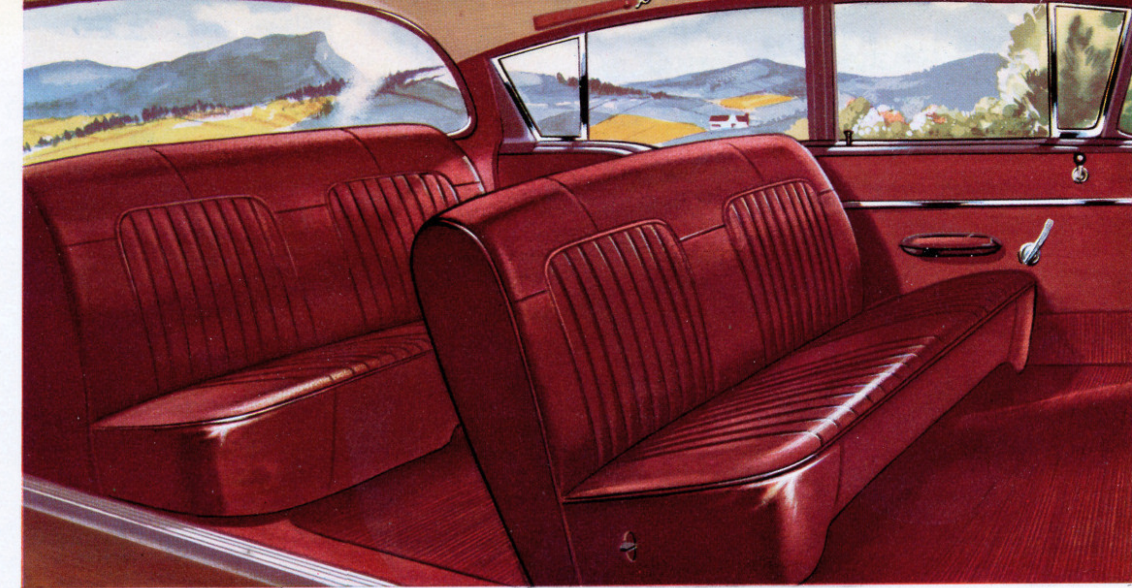
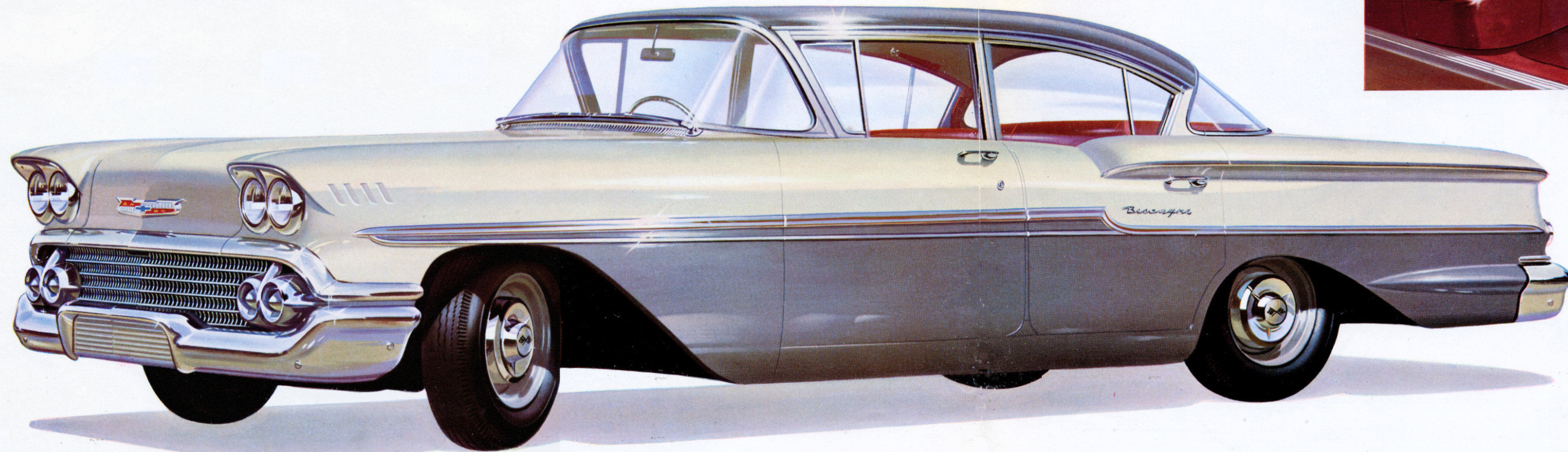
The new Chevrolet is longer, too—overall length is increased by 9" and the wheelbase by 2½". It's lower—overall height is nearly 3" lower. It's wider—overall width is nearly 4" greater.

Just as you will point with pride to your new Chevrolet so you will discover new joys of ownership when you usher your family or friends into the classically styled interior. There's an entirely new instrument panel which carries the sculptured look right inside the car. There's more leg room for your rear seat passengers. The windshield is larger.

And this year, Chevrolet introduces dramatic changes in chassis engineering. A rugged X-built frame and coil springing on all four wheels makes your motoring a new experience in restful magic movement. This is the finest Chevrolet ever to grace the road . . . in comfort . . . in beauty . . . in luxury . . . in performance . . . in every way that a motor car can contribute to your happiness.

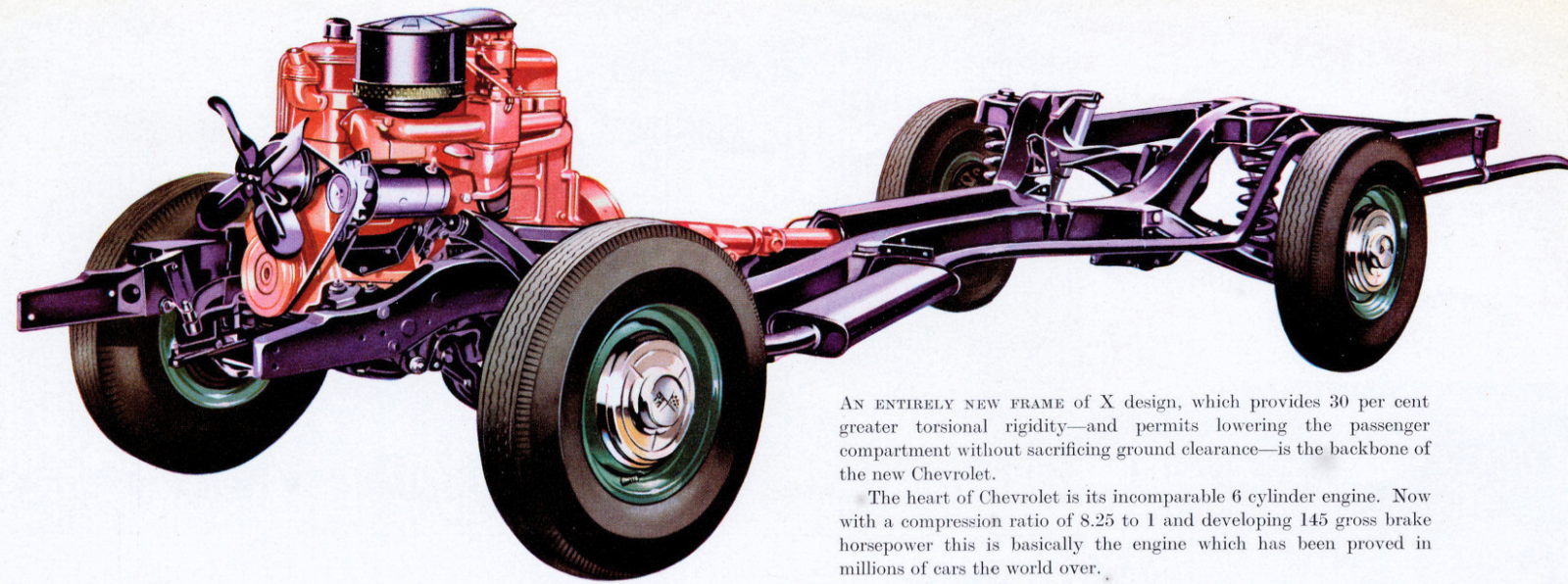


THRILLING NEW BEAUTY OUTSIDE...NEW LUXURY AND ELEGANCE INSIDE



A MOMENT'S STUDY of the illustration above confirms that interior styling of the new Chevrolet fulfills the promise of beauty and luxury that you see outside. As you expect in a car of Chevrolet's quality, the seats are upholstered in richly grained genuine leather. And the upholstery is designed in a variety of single colours to blend with the exterior colour of the car you choose. Door trims, arm rests and the washable headlining complete the picture of overall colour harmony.

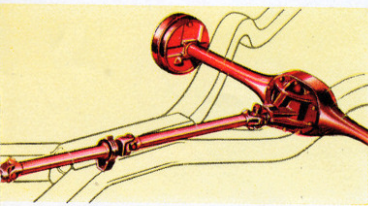
Pictures can give you some idea of how sumptuous the new Chevrolet is. But you must see and sit in the real thing to appreciate the whole story. How wide and restful the seats are. How much more room there is to stretch your legs. And how fresh and cool Chevrolet's perfected ventilation system keeps you even on the hottest day.



AN ENTIRELY NEW FRAME of X design, which provides 30 per cent greater torsional rigidity—and permits lowering the passenger compartment without sacrificing ground clearance—is the backbone of the new Chevrolet.

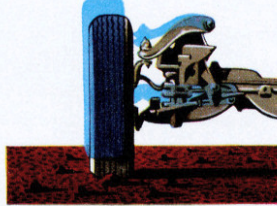
The heart of Chevrolet is its incomparable 6 cylinder engine. Now with a compression ratio of 8.25 to 1 and developing 145 gross brake horsepower this is basically the engine which has been proved in millions of cars the world over.

**RUGGED NEW X-BUILT FRAME, NEW FULL COIL RIDING COMFORT
AND BRILLIANT CHEVROLET PERFORMANCE**



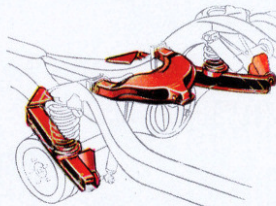
NEW DRIVE LINE

To allow a lower underbody tunnel for the new lower body, the propeller shaft is now in two pieces. In addition to conventional universal joints, the shaft is supported by a third universal joint in the frame centre beam.



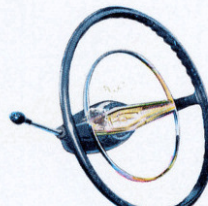
IMPROVED FRONT SUSPENSION

Softer, more luxurious riding results from refinements in Chevrolet's spherical joint suspension and you enjoy still finer stability and handling because of a combination of changes including wider front track.



FOUR LINK COIL REAR SUSPENSION

Chevrolet's unique new 4-link rear suspension isolates big flexible coils from driving and braking strains, leaving them free to cushion the ride and glide you over bumps. Improved handling qualities are assured also.



FINER STEERING

Steering instantly responsive to your touch! In the new Chevrolet this crispness of control is splendidly realised, thanks to improved Ball-Race steering, with new friction-cutting nylon bushings.

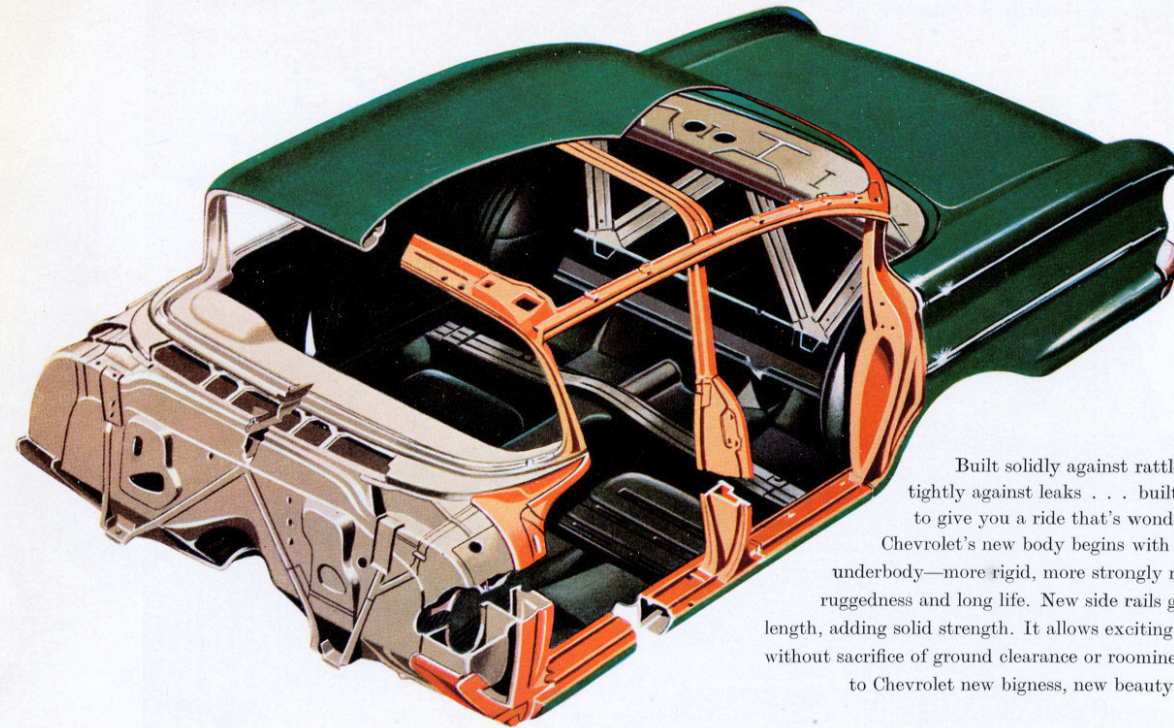


NEW SAFETY IGNITION SWITCH

When you shut off the ignition and remove the key you can be certain that you have not inadvertently left the switch unlocked. The key can only be removed when the switch is on the "LOCK" or the "ON" position.

AN ENTIRELY NEW BODY...

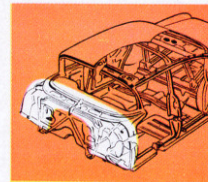
LONGER, LOWER, WIDER AND ROOMIER



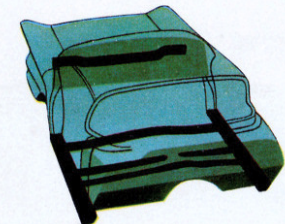
Built solidly against rattles . . . built tightly against leaks . . . built acoustically to give you a ride that's wonderfully quiet. Chevrolet's new body begins with a husky new underbody—more rigid, more strongly reinforced for ruggedness and long life. New side rails gird the body length, adding solid strength. It allows exciting new lowness without sacrifice of ground clearance or roominess. It brings to Chevrolet new bigness, new beauty, new brawn!



New box-section "side rails" tie directly to the double-walled cowl structure—adding strength and protection, extra life, too.



A new double-wall cowl arches rigidly across the full body width. It forms the chamber for new High-Level ventilation.



Chevrolet's new body design goes deep down—to the underbody itself. Husky crossmembers add steel brawn to the body.

SPECIFICATIONS

ENGINE TYPE: 30.4 h.p. (R.A.C.) Valve-in-head. Six cylinders, 8.25 to 1 compression ratio. Max. gross B.H.P., 145 at 4,200 r.p.m. Cubic capacity 235.5 cu. ins. **PISTONS:** Aluminium alloy. **CRANKSHAFT:** Counterbalanced. Harmonic balancer. **OILING SYSTEM:** Full and metered pressure. **FUEL SYSTEM:** Downdraft carburetor, with automatic choke, accelerating pump and fast idle mechanism. Oil bath air cleaner, silencer and flame arrester. Fuel mixture heated (thermostatic control). Tank capacity, 18 gallons. **COOLING SYSTEM:** Capacity, 13½ quarts. Self-adjusting, permanently lubricated water pump with by-pass. **ELECTRICAL SYSTEM:** Delco-Remy ignition system. Centrifugal and vacuum spark-advance control. Octane selector. Ignition coil—high intensity spark. Delco-Remy generator, with voltage and current regulator; Delco-Remy starter. Key turn starter switch. **CLUTCH:** Diaphragm spring type, ventilated. **TRANSMISSION:** Synchronesh with helical gears throughout. Steering column gearshift control. **FRAME:** Box-girder design. **FRONT SUSPENSION:** Independent front wheel springing. Direct double-acting hydraulic shock absorbers. **REAR AXLE:** Semi-floating type with hypoid-drive gears of 3.55 to 1 ratio. **REAR-SPRINGS:** Four-link coil spring. Direct double-acting hydraulic shock absorbers. **DRIVE SYSTEM:** Hotchkiss drive. Two-piece propeller shaft. **BRAKES:** Four-wheel self-energising hydraulic.

Mechanical parking brakes. **STEERING GEAR:** Recirculating ball, fully adjustable. Ratio 23 to 1. Relay type steering linkage. **WHEELS AND TYRES:** Five; steel disc. 7.50-14 tubeless tyres on wide base rims. **WHEELBASE:** 117.5 inches. **Over-all length, 209.1 in.** **LIGHTS:** Dual sealed beam headlights, parking lights mounted below. Dual tail and stop lights. Rear licence plate light. Dome light. Dual matched horns. Flashing turn signal lights front and rear. Cigarette lighter. Glove compartment light. **BATTERY:** 12 volt, 7-plate, 50 ampere-hour. **INSTRUMENTS:** Speedometer. Engine temperature and fuel gauges. Generator charge and oil pressure warning lamp indicators. Variable indirect instrument cluster lighting. **CONTROLS:** Illuminated 3-position ignition lock with key turn starting. Lights, air intake, windshield wiper control. **VISION:** Single control dual variable speed self-parking windshield wipers. **EXTERIOR:** Stainless steel body belt line moulding. Curved panoramic windshield. Push-button door handles. Key locks in both front doors. **INTERIOR:** Seat cushions and squabs upholstered in rich single-tone leather. Sponge rubber pads in both seat cushions. Individually controlled ventilators at either side of the dash. Ventipanes on front doors. Courtesy switch at each front door. Two extensible sun visors. Arm rests on doors, front and rear. Ash trays front and rear. Assist straps with coat hooks on rear roof rails. Specifications and equipment subject to change without notice.

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Convenient arrangements are available through General Motors' own company, G.M.A.C. G.M.A.C. is the largest and most experienced hire-purchase institution in the world, so it is therefore able to offer very favourable rental arrangements. Your local dealer can explain the G.M.A.C. plan and arrange payments to suit you.

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