

***CHEVROLET***

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# PRIDE

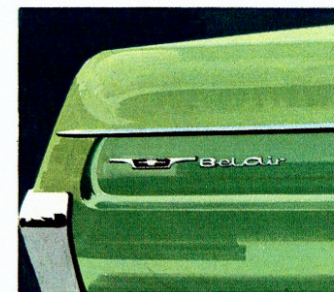
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Everything about the new Chevrolet speaks of quality . . . elegance . . . command of the road. Chevrolet's styling is new — longer-looking . . . and even more distinguished. Tasteful exterior colours now include a choice of *metallic* finishes in GMH exclusive Magic-Mirror Acrylic Lacquer. Superb interior appointments feature genuine top-grained leather upholstery and deep-pile carpeting. Four-wheel coil suspension gives you Chevrolet's famous Jet-Smooth Ride. While for masterly performance, Chevrolet's 195-h.p., Turbo-Fire V-8 engine is teamed with Powerglide automatic transmission . . . Power Steering . . . and, for the first time on Chevrolet in Australia, Power Brakes as standard equipment. You'll need only the briefest journey at the wheel of this new Chevrolet to confirm your first-glance appraisal. Here is a car more rewarding than ever to drive . . . more than ever destined to inspire a sense of pride.



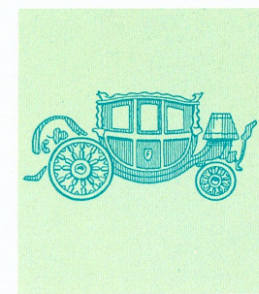
Dual headlights are framed and protected in the new, sculptured radiator grille. Parking lights are recessed in the newly-designed front bumper.



Chevrolet has been given a distinctive and smoother profile by new styling that achieves a longer and sleeker overall line terminating in new rear fenders.



Slim, bright mouldings sweep across the rear of the luggage compartment lid in an inverted U to surround the Chevrolet identification which is in bright block letters over an attractive emblem. For all the sleek, low profile of its styling, there has been no sacrifice in the generous capacity of Chevrolet's deep-well luggage compartment. And back-up lights are standard on Chevrolet.

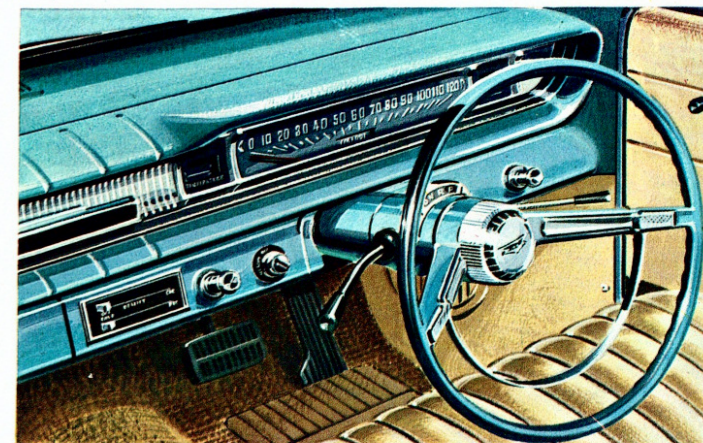


Body panels, by world-famous Fisher, are imported for Chevrolet . . . quality-engineered to give years of lasting service. And, exclusive GMH Magic-Mirror Acrylic Lacquer keeps Chevrolet showroom-bright with next to no care.

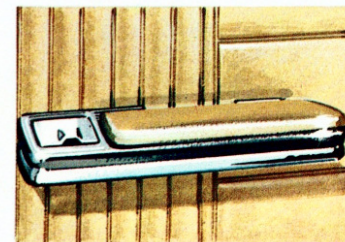
# ELEGANCE



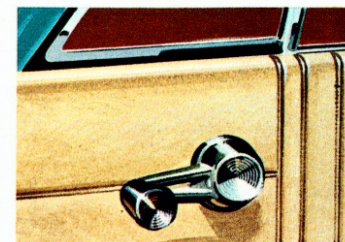
Matching the elegant lines of new Chevrolet are a host of luxurious interior appointments. Craftsman-fashioned upholstery in top-grained genuine leather . . . nothing richer. Foam-cushioned seats . . . superb comfort, all the way, with roominess to stretch out and enjoy the quietness of Chevrolet's Jet-Smooth Ride. Deep pile carpet . . . so welcome underfoot. An instrument panel of distinguished design . . . in impeccable taste. A deep, wide glovebox . . . generously proportioned. Glovebox light, automatic dome light, dual rear ash trays . . . the thoughtful touches. Half horn ring on the slim steering wheel. Two-speed electric windshield wipers and windshield washers. A fresh air heater-demister . . . to give you and your passengers driving comfort all seasons of the year. Now, too, Chevrolet features a "modified zone" windshield . . . in the event of windshield breakage, you can see to safely bring the car to a halt.



Blending with the styling of Chevrolet's gracious interior appointments is the instrument panel. Big, easy-to-read instruments are right before your eyes . . . controls are right at your fingertips. And, to eliminate distracting reflections, there's a minimum of chrome-work.

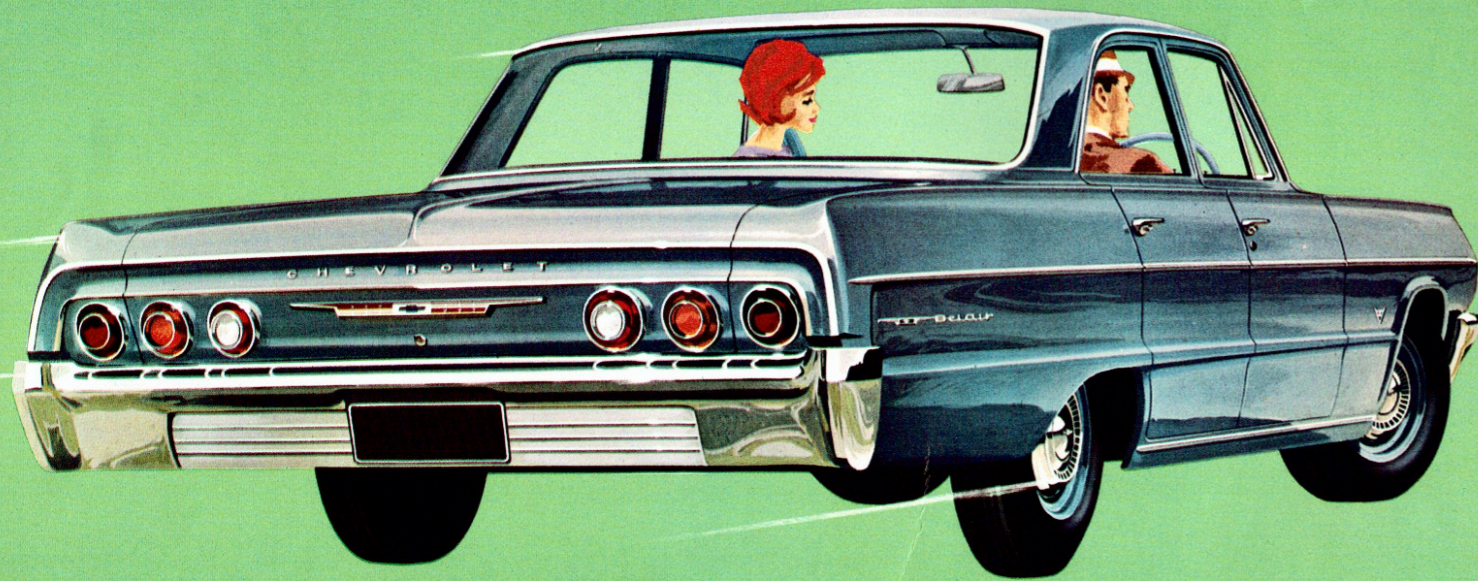


Armrests, front and rear, with attractive plastic bases and vinyl pad-coverings are a pleasing feature of Chevrolet's distinguished interior.

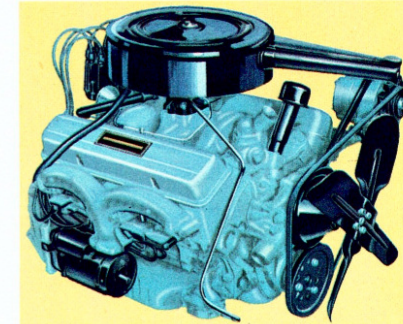


Convenient crank-operated ventipanes permit controlled circulation of fresh air with greatly increased protection against the risk of theft.

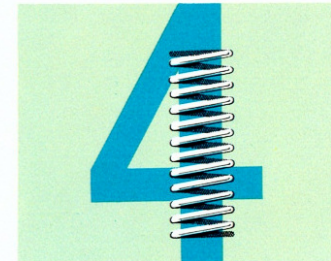
# PERFORMANCE



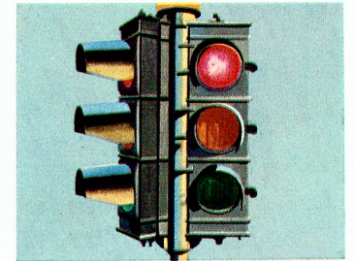
Yours to command is all the power of Chevrolet's 195-h.p., Turbo-Fire V-8 engine teamed with Powerglide automatic transmission to give you smooth, instant response. More cars throughout the world are equipped with famous Powerglide than any other automatic transmission. You'll find the new Chevrolet gives you outstanding driving ease. Just a touch of the accelerator or power brakes for surging get-away or sure, straight-line stops . . . just the slightest finger pressure on the steering wheel and power steering takes over. Everything about Chevrolet's performance and response makes you the assured master of any driving situation. As well, the quietness and luxury of Chevrolet's famous Jet-Smooth Ride is a constant invitation to relax and enjoy motoring at its finest. And with all this performance, quality and distinction comes the satisfaction of being able to rely on traditional Chevrolet economy.



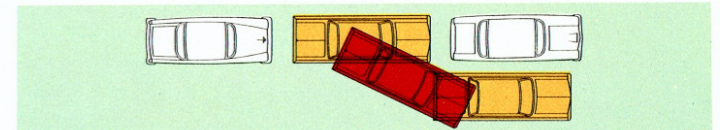
Proved, powerful and economical . . . the 283 cubic inch, 195-h.p. Chevrolet Turbo-Fire V-8 engine combines spirited performance with exceptional smoothness and quietness, plus traditional Chevrolet economy. Two-barrel carburettor, full-pressure lubrication and dry element air cleaner are standard.



Chevrolet's famous Jet-Smooth Ride is based on 4-wheel, full-coil suspension. More than 725 specially insulated points cut sound and vibration.

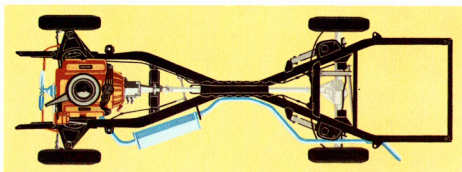


Safe, sure stopping with just a touch of your foot . . . Power Brakes with an effective area of 186.2 sq. ins. are now standard equipment on Chevrolet.

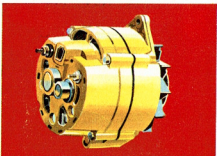


Chevrolet Power Steering lets you turn and park with fingertip ease. When cornering, the steering wheel returns smoothly and surely . . . you never loose the "feel" of the road.

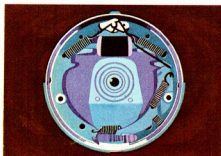
# CHEVROLET FEATURES FOR TROUBLE-FREE MOTORING



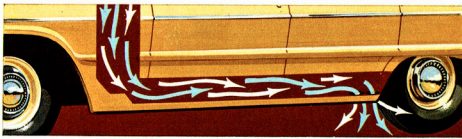
Chevrolet's X-built Safety Girder Frame with heavy steel centre support ensures a real margin of strength and rigidity. Durability, a Chevrolet watchword for generations of fine cars, begins with Chevrolet's chassis. Durability makes your Chevrolet longer-lasting, more rugged . . . worth more to own and drive.



You get longer battery life and less drain on your battery in slow traffic thanks to Chevrolet's diode-rectified high-capacity Delcotron generator.



Chevrolet brakes are self-adjusting. Bonded linings and venting through wheel slots give long lining life and resistance to brake fade.



A proved feature from previous models . . . Chevrolet rocker panels are effectively protected against rust. Water entering the cowl inlet ventilation system is directed to the rocker panels, where it flushes dirt and dust out through built-in drains. Incoming air follows the same channels and then dries panel interiors.

## 1964 CHEVROLET SPECIFICATIONS

**ENGINE:** Turbo-Fire 283. Bore 3.875 ins. Stroke 3 ins. Compression ratio 9.25:1. Cubic capacity 283 cu. ins. Max. brake horsepower 195 @ 4800 RPM. Max. torque 285 lb. ft. @ 2400 RPM. RAC or SAE rating 48 h.p.

**ENGINE FEATURES:** 90° OHV V-8. Aluminium pistons. Positive crankcase ventilation. Automatic choke. Full Pressure lubrication system. Full Flow oil filter.

**FUEL SYSTEM:** Two barrel down-draft carburettor. Dry-element air cleaner. Fuel tank capacity 16.65 imp. gallons.

**COOLING SYSTEM:** Pressurised. Thermostat control for quick warm-up. Capacity 15.42 imp. quarts.

**ELECTRICAL SYSTEM:** 12 volt system. 60 amp. hour capacity battery. Delcotron generator. Centrifugal and vacuum control of distributor spark advance.

**TRANSMISSION:** Powerglide automatic transmission. Two speed three-element torque converter with hydraulically controlled planetary gears. Lever mounted on steering column selects speeds. Selector sequence—Low, Drive, Neutral, Reverse and Park.

**SUSPENSION:** Four wheel coil springing. Direct, double acting, hydraulic, telescopic shock absorbers. Front stabiliser bar and rear lateral control bar.

**REAR AXLE:** Semi-floating type — Ratio 3.55:1.

**BRAKES:** Four wheel vacuum power self-adjusting brakes. 11 inch diameter drums, bonded lining. Effective braking surface 186.2 sq. ins. Handbrake operates rear brakes.

**STEERING:** Hydraulic power steering — gear ratio 20:1.

**WHEELS AND TYRES:** Steel disc wheels. 7.50 x 14 — 4 ply tubeless tyres.

**Body:** Unisteel construction. Roof, sides and floor are all welded together to form a single, solid unit.

**CHASSIS FRAME:** X design with heavy steel centre support for real strength, rigidity.

**LIGHTS AND HORN:** Dual sealed beam headlamps. Parking lamps. Tail and stop lights. Flashing turn signal lights.

front and rear. Reversing lights. Rear licence plate light. Dome light. Glove box compartment light. Courtesy switches operated by front doors. Illuminated transmission indicator quadrant. Dual matched horns.

**INSTRUMENTS:** Speedometer. Engine temperature and fuel gauges. Generator charge, oil pressure and high beam warning lights. Variable indirect instrument cluster illumination. Foam padded instrument panel.

**CONTROLS:** Five position ignition lock and starting switch. Light switch. Air intake control lever. Windshield wiper switch. Glove box lock. Heater and demister controls.

**EQUIPMENT:** "Modified Zone" windshield. Two speed electric windshield wipers. Windscreen washers. Front door locking key also operates ignition starter switch, glove compartment lock and luggage compartment lock. Metallic "Magic-Mirror" finish.

Genuine leather upholstery. Polyether foam seat cushion pads — front and rear. Carpet on front and rear floors. Arm rests on all doors. Assist straps and coat hooks. Rear vision mirror. Electric clock. Two sun visors. Crank operated front ventpanes. Cigarette lighter. One ashtray in instrument panel, one ashtray in each of rear seat armrests. Door locking knobs — front and rear. Heater and demister.

**DIMENSION:** Wheelbase 119 ins. Track — front 60.3 ins. Rear 59.3 ins. Overall length 209.9 ins. Width 77.0 ins. Height 55.6 ins.

**Confidential hire-purchase arrangements** are available through General Motors Acceptance Corporation, Australia. GMAC facilities are only available through GMH Dealers.

**The GMH Factory Warranty** protects your Chevrolet for twelve months or 12,000 miles of operation. The Chevrolet Owner Service Policy provides for free inspection and adjustment of your car at 1,000 and 2,000 miles.

*Specifications and equipment subject to change without notice.*

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