

# CHEVROLET

Beautiful new shape...and now two models to choose from

Bel Air 



IMPALA



New Impala Sport Sedan features a sweeping roof design . . . there are no central side pillars.

# NEW CHEVROLET IMPALA SPORT SEDAN

CHEVROLET'S FINEST  
... AN EXCITING NEW  
BLEND OF BIG CAR  
LUXURY, PERFORMANCE  
AND VALUE!

Chevrolet's finest model—the Impala—is now assembled in Australia for the first time. It joins the new Bel Air model in bringing you a new measure of traditional Chevrolet excellence!

And the Chevrolet Impala Sport Sedan (like the Chevrolet Bel Air Sedan, described overleaf) is new in so many exciting ways. Exterior styling is totally new... a thrilling harmony of sweeping lines. There are gracefully curved sides, a smoothly flowing roofline—and no side window pillars to come between you and the view—plus dynamic curves to the body above the rear fenders.

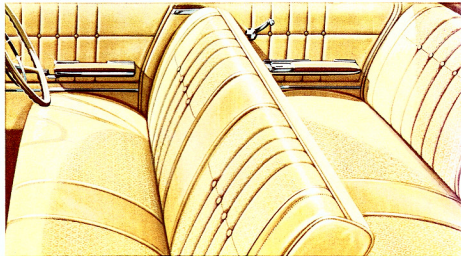
Inside, there's much more room to relax, thanks to curved doors and windows. Seating is superbly luxurious. There's a stylish new instrument panel, distinctive Impala steering wheel and complete appointments including arm rests with finger-tip door releases, high capacity heater/demister and electric windshield washers. Interiors are completely colour-matched.

Out on the road, Impala Sport Sedan more than lives up to your expectations! You get effortless high performance from the 230-hp Turbo-Fire V8 engine. New Wide Stance design makes the famous Jet Smooth ride even more pleasurable than on previous Chevrolets. And at the wheel of the new Impala, you command every assistance to make driving more pleasurable. New design Extra-easy power steering, Safety-Master power brakes and famous Powerglide automatic transmission are all standard equipment.

In luxury, distinction, superlative performance, Impala offers you a completely new and superior level of motoring satisfaction. A satisfaction made even more solid by Chevrolet's traditional economy of ownership and operation!



The absence of central side pillars gives Impala the open air feeling of a convertible with closed-car comfort.



There's outstanding luxury in new Impala's deeply foam-padded seats. Upholstery is in specially imported fabrics of sumptuous texture and design. And deep-twist carpet, door-to-door, adds to your feeling of well-being.



New Wide-Stance design—with front and rear track substantially wider than on previous Chevrolets—gives true "big car" road holding.



Impala's wheel openings and lower body line are accented by handsome moldings. Roof line sweeps gracefully to the rear.



Narrow-band whitewall tyres are now standard on all Chevrolets.

# NEW CHEVROLET BEL AIR SEDAN

CONTINUING AN  
UNMATCHED TRADITION  
OF ELEGANCE & QUALITY  
... NOW, MORE THAN EVER,  
OUTSTANDING VALUE  
IN THE BIG CAR FIELD!

Enduring value and deep-down quality have earned Chevrolet Bel Air its reputation as the most respected, most sought-after big car in Australia. And the new Bel Air Sedan is destined to carry this reputation to new heights in so many exciting ways!

The new Bel Air is longer, wider and lower... with completely new and impressive styling.

Inside, you'll enjoy even more room than before, thanks to the new curved doors and windows. You'll find there's a substantial increase in shoulder room and leg room, both front and rear. The transmission tunnel's size has been reduced by a quarter, to give more foot-room.

The new Bel Air has all the appointments you would expect to find in a true luxury car. There's a distinctive new instrument panel; arm rests on all doors, with dual ash trays in the rear; high-capacity heater/demister; crank-operated ventipanes; dual speed windshield wipers; and electric windshield washers.

New Bel Air's impressive performance comes from the effortless power of its 195-hp Turbo-Fire V8 engine. Its exceptional driving ease from velvet-smooth Powerglide automatic transmission, new power steering, and power brakes. The famous Chevrolet Jet Smooth ride is even more hushed and vibration-free than before.

As with all Chevrolets, Bel Air's easy care features mean you'll stop less often for service. Brakes adjust themselves automatically when you reverse, there's a long-life exhaust system... and a Delcotron generator to prolong battery life.

Exceptional big car value is the keynote of the new Bel Air Sedan... offering you an outstanding example of Chevrolet excellence in styling, luxury, performance and economy!



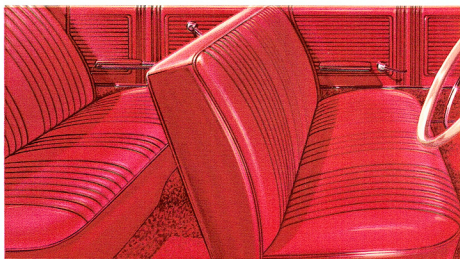
A huge luggage compartment with a new flat floor is a feature of the new Chevrolet. Back-up lights are standard equipment.



Impressive new grille with twin headlamps is stylish and functional. New bumper design protects front body corners.



New fork-type door locks are easier to operate, quieter on closing, give added safety.



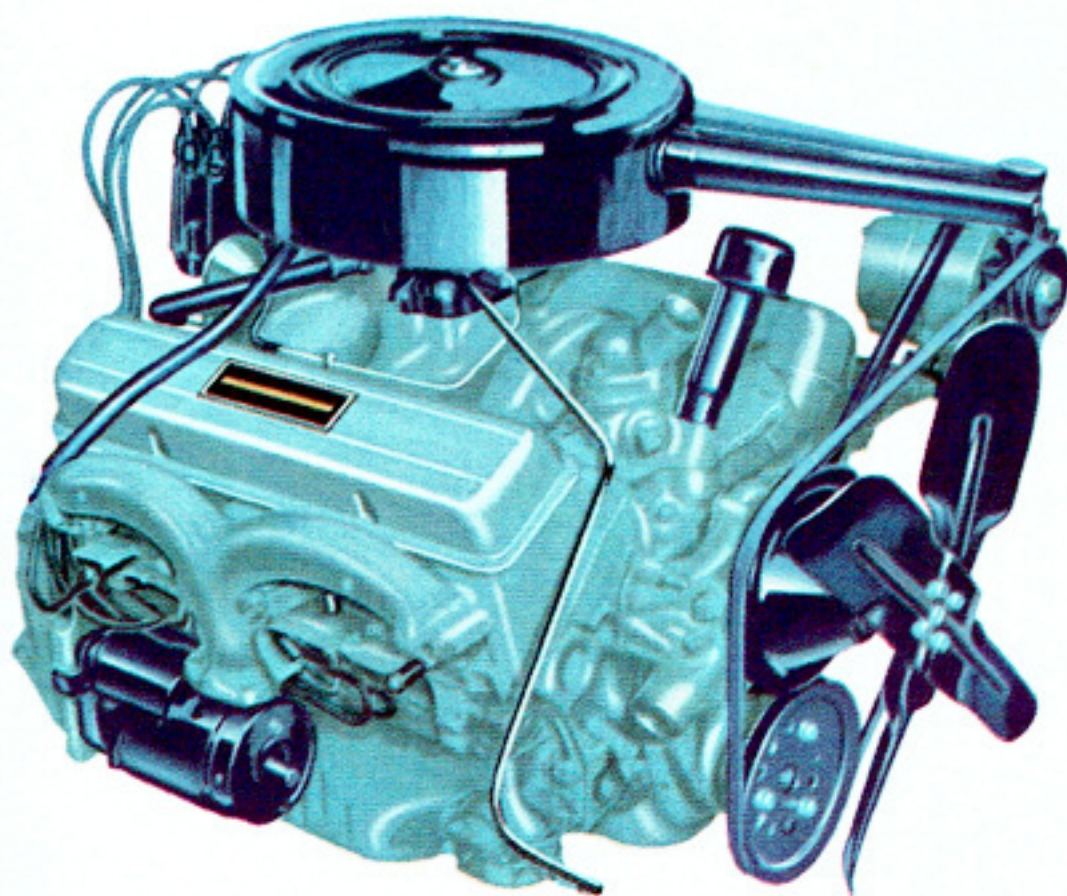
The new Bel Air Sedan has superbly comfortable seats... deeply foam cushioned... upholstered in top-grained genuine leather with sewn pleats. Underfoot, there's the luxury of deep wool carpeting.

# CHEVROLET QUALITY ENGINEERING HIGHLIGHTS

The secret of Chevrolet's enduring worth is its combination of advanced engineering features and painstaking quality construction. It's this combination that makes your new Chevrolet more satisfying to own and drive . . . worth more at trade-in time.

## 195-HP TURBO-FIRE 283 V8 ENGINE

This is the spirited, economical 283-cu. in. engine fitted to the new Bel Air Sedan. It features the smoothness and durability of a massive five-bearing crankshaft, the quietness of hydraulic valve lifters and the convenience of an automatic choke. It also has a new oil-wetted paper element air cleaner, which gives increased filtering capacity.

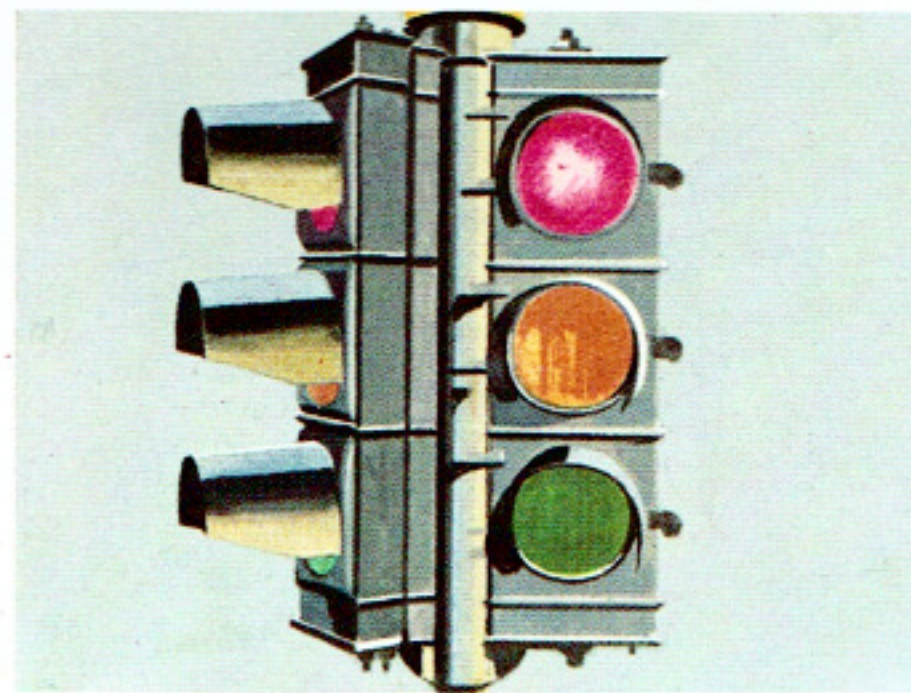


## 230-HP TURBO-FIRE 327 V8 ENGINE

The new Impala Sport Sedan is equipped with this powerful short-stroke 327-cu. in. engine. Four-barrel carburettor and new large-diameter exhaust system give super high performance. Five-bearing crankshaft and hydraulic valve lifters assure outstanding smoothness and quietness. Features also include a new oil-wetted paper element air cleaner and automatic choke.

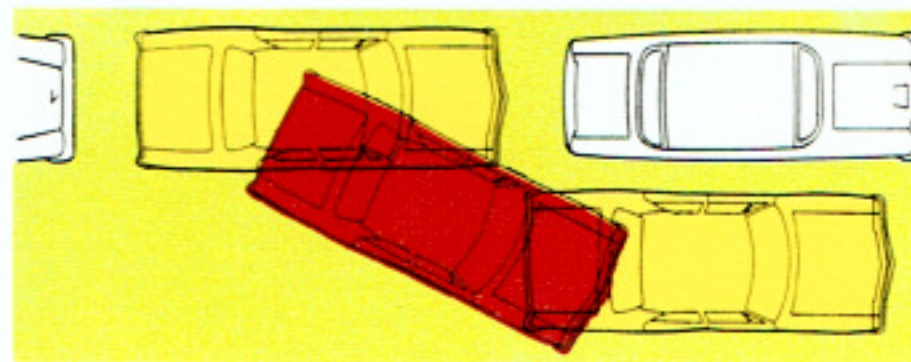
## POWERGLIDE AUTOMATIC TRANSMISSION

Famous Powerglide automatic transmission is standard on both the new Impala and Bel Air. Powerglide is fitted to more cars throughout the world than any other automatic transmission. Millions of owners have proved the silken-smooth operation, the long-lasting dependability and the overall economy of Powerglide.



## SAFETY-MASTER POWER BRAKES

You get sure, straight-line stops with Chevrolet's big 11-inch power-assisted brakes. They're self-adjusting, too, so they save on service stops and are always at top efficiency. Bonded — not rivetted — linings provide long life and venting through wheel slots reduce the possibility of brake fade.

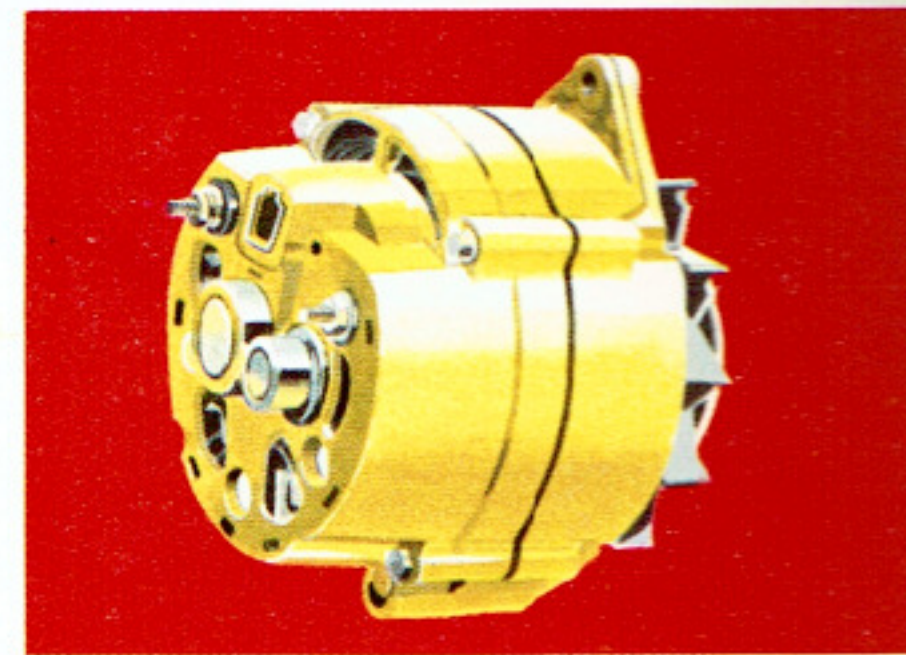


## EXTRA-EASY POWER STEERING

Power steering — standard on the new Impala and Bel Air — is of a new and greatly improved design. It's an integral unit with a hydraulic assist incorporated in the steering gear. Chevrolet's new Extra-easy power steering now does up to 90% of the work for you . . . lets you turn and park with finger-tip ease, yet never lose the "feel" of the road.

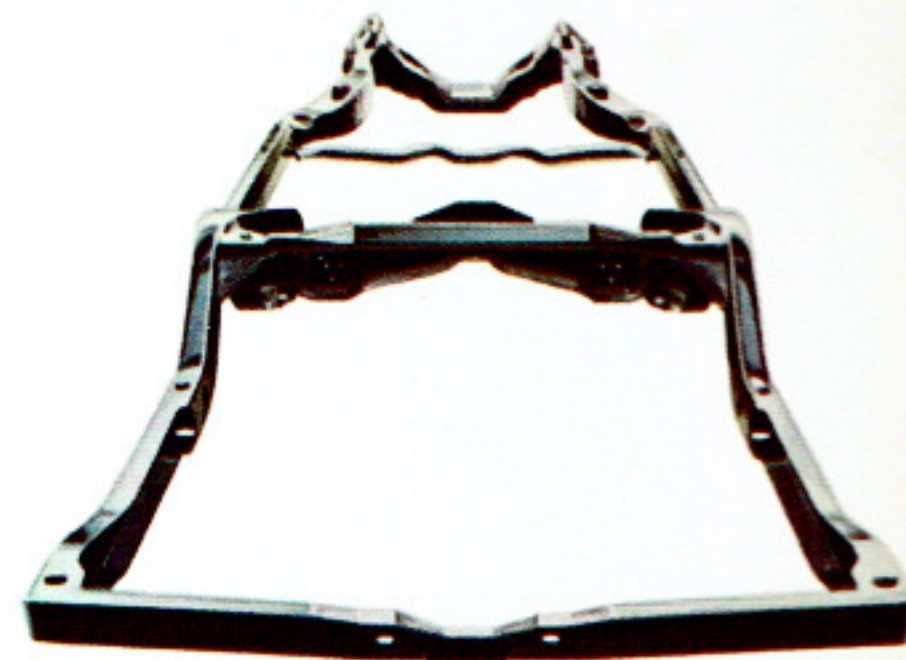
## EXTENDED-LIFE EXHAUST SYSTEM

Liberal use of aluminium plating, plus heavy-gauge tailpipe, means fewer replacements, more satisfactory service and miles of quiet full-power motoring.



## BATTERY-SAVING DELCOTRON

Even at low engine speeds, Chevrolet's diode-rectified Delcotron generator continues to provide electrical output. This really prolongs battery life. There's no commutator to wear out, either, so the self-contained Delcotron is extremely durable.



## NEW GIRDER-GUARD FRAME

Chassis on both the Impala and Bel Air is completely new. The all-welded steel unit features full-length side rails joined laterally by four cross members. Torque-box construction of side rails between passenger and engine compartments prevents high stress concentrations in these areas.

Chevrolet's new Girder-Guard frame surrounds the passenger compartment and offers strength and rigidity — complements the luxury of Chevrolet's famous Jet-Smooth ride.

## MAGIC-MIRROR FINISH

Exclusive GMH Magic-Mirror acrylic lacquer finish gives your new Chevrolet a long-lasting lustre that stays beautiful for years with next-to-no care. Magic-Mirror resists chipping, sun-fading and the corrosive effects of road tar to a remarkable degree. Both the Impala and Bel Air are available in your choice of four beautiful new metallic shades, as well as distinguished Warrigal Black or Fowlers Ivory. You can also choose a number of glamorous two-tone combinations at no extra cost.



### CRAFTSMEN-BUILT BODY BY FISHER

The quality construction of the new Impala and Bel Air bodies comes from the imported Fisher body panels. Uni-steel design means that roof, sides, floor and other body parts are welded together to form a single unit. And the new Chevrolet bodies feature a number of important improvements. Body panels are of heavier-gauge metal with added reinforcements in many areas. The number and thickness of the rubber biscuit-type body mounts have been increased. There are over 700 vibration and sound-deadening points . . . these make a big contribution to the silent luxury of Chevrolet's ride.

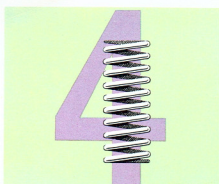


### NEW WINDSHIELD SEALING

The windshield and rear window on Chevrolet have new adhesive bonding for improved protection against leakage. Distinctive new bright metal moldings surround windshield and rear window. All Chevrolets feature a 'modified zone' windshield; in the event of breakage, you can still see to safely stop the car.

### FENDER INNER PANELS

Inner panels to both front and rear fenders contribute to the silence of Chevrolet's ride. They also facilitate cleaning and help fight corrosion by preventing mud build up beneath the fenders.



### FULL-COIL SUSPENSION

Big coil springs at each wheel have always been the secret of Chevrolet's famous Jet-Smooth ride. And now you get an even further improved ride and stability on the new Chevrolet, thanks to new Wide-Stance design and important suspension changes. Front track width is increased by 2.2 in., rear track by 3.1 in. There are new front coil springs and shock absorbers, plus a new link-type rear suspension.

### CORROSION-FIGHTING ROCKER PANELS

Chevrolet deals with the problem of rust in lower body areas by the use of exclusive "flush-and-dry" rocker panels. 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 then dries the panel interiors

**THE GMH FACTORY WARRANTY** protects your Chevrolet for 12 months or 12,000 miles of operation. In addition, your Chevrolet Dealer provides a free inspection and adjustment of your car at 1,000 and 2,000 miles.

**CONFIDENTIAL HIRE PURCHASE** Arrangements are available through General Motors Acceptance Corporation, Australia. GMAC facilities are only available through GMH dealers.

## CHEVROLET SPECIFICATIONS

**ENGINES.** Bel Air, Turbo-Fire V8, Bore 3.875 ins. Stroke 3 ins. Capacity 283 cu. ins. Compression ratio 9.25:1. Max. horsepower 195 @ 4,800 R.P.M. Max. torque 285 lb. ft. @ 2,400 R.P.M. RAC rating 48 h.p.

Impala, Turbo-Fire V8, Bore 4.001 ins. Stroke 3.250 ins. Capacity 327 cu. ins. Compression ratio 8.75:1. Max. horsepower 230 @ 4,400 R.P.M. Max. torque 330 lb. ft. @ 2,800 R.P.M. RAC rating 51.2 h.p.

**ENGINE FEATURES.** 90° — V8 O.H.V. engine, 5-bearing crankshaft. Hydraulic valve lifters. Aluminium pistons. Positive crankcase ventilation. Full-pressure lubrication system. Full-flow oil filter. Automatic choke.

**FUEL SYSTEM.** Fuel tank capacity 16.6 imp. gallons. 283 engine features 2-barrel carburettor. 327 engine, 4-barrel carburettor. Oil-wetted paper element air cleaner.

**COOLING SYSTEM.** Pressurised. Thermostat control for quick warm-up.

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

**TRANSMISSION.** Powerglide automatic transmission.

**SUSPENSION.** Four independent coil springs. Direct double-acting shock absorbers.

**REAR AXLE.** Salisbury, semi-floating type. Ratio 3.55:1.

**BRAKES.** Four-wheel hydraulic, self adjusting, vacuum power brakes. 11" dia. drums. Bonded linings. Effective lining area 183.4 sq. ins. Foot-operated parking brake operates rear brakes. Pull type "T" handle release.

**STEERING.** Hydraulic power steering. Gear ratio 17.5:1.

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

**CHASSIS/FRAME.** Perimeter type. All welded construction.

**DIMENSIONS.** Overall length 213.1 ins. Overall width 79.6 ins. Overall height 55.4 ins. (Bel Air), 54.5 (Impala). Wheelbase 119 ins. Track — front 62.5 ins., rear 62.4 ins.

**LIGHTS.** Four sealed-beam headlamps. Parking lamps, tail and stop lamps. Self-cancelling flashing turn signal lamps — front and rear. Rear licence plate lamp. Reversing lamps. Courtesy switches operated by front doors. Centre dome lamp — Bel Air. Side dome lamp — Impala. Luggage compartment lamp — Impala. Illuminated transmission indicator quadrant. Variable indirect instrument cluster illumination.

**INSTRUMENTS.** Speedometer. Engine temperature indicator light. Fuel gauge. Generator charge, oil pressure, and high-beam warning lights.

**EQUIPMENT AND FEATURES.** "Modified Zone" windshield. Two-speed electric windshield wipers. Windshield washers. Metallic Magic-Mirror finish. 2 key locking system — one key for ignition and door locks, other for glove-box and luggage compartment lock.

Foam seat cushion pads. Genuine leather trim — Bel Air. Imported trim — Impala. Carpet on front and rear floors. Armrests on all doors, associated with remote control door handles on Impala. Assist straps and coat hooks. Heater-demister. Glove-box lock. Two sun visors. Cigar lighter, electric clock. One ashtray in instrument panel, one ashtray in each of rear seat armrests. Crank-operated ventilators. Safety belt anchorages (front floor pan only).

*Specifications and equipment subject to change without notice.*



 **CHEVROLET**