

A close-up, front-quarter view of a classic red Chevrolet Impala or Belair. The car's chrome grille, dual round headlights on each side, and bumper are prominent. A "327" badge is visible on the left fender, and a "Chevrolet" badge is on the right side of the grille. The car is parked on a brick-paved surface.

CHEVROLET

make two magnificent cars even better!

NEW IMPALA & BELAIR



An inspiration to look at, a revelation to drive,
more rewarding to own than ever before

IMPALA SPORT SEDAN

The eminence of Chevrolet in the fine car world is dramatically reaffirmed in the luxury and distinction of the new Impala Sport Sedan. The magnificent Impala exterior styling, already established as a Chevrolet classic, has been further refined to offer even more prestige and beauty.

There's a completely new and impressive front view with freshly styled grille, bumper and fenders. The sweeping elegance of Impala's rear deck is enhanced by smart-looking tail-lights of rectangular design. Back-up lights have been recessed into rear bumper. The smooth-flowing roofline, the absence of central pillars, and dynamic body curves above rear fenders contribute to the look of low-slung sleekness and power.

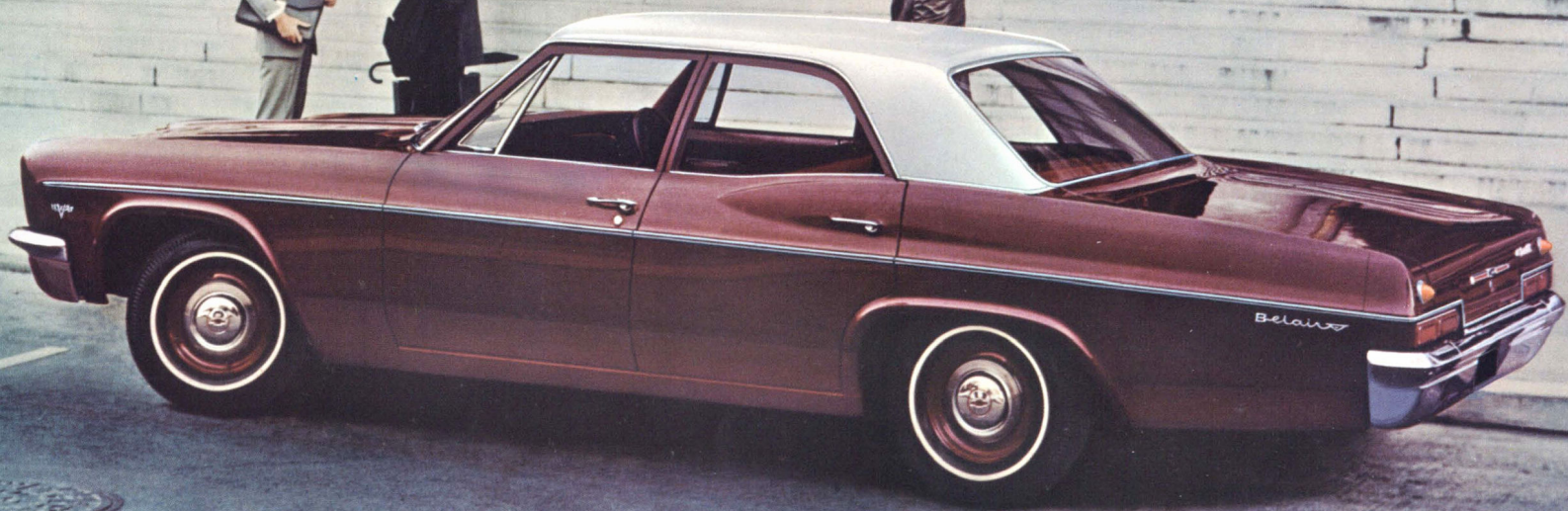
Inside, Impala combines the same peerless quality of craftsmanship with all the luxury and roominess you have come to expect from Chevrolet. Personal conveniences abound. Tinted windshield, extra-long armrests, with finger-tip door releases, high capacity heater/demister, electric windshield washers, to name but a few.

Driving Impala is the purest pleasure. Its famous jet-smooth ride becomes even smoother with suspension refinements. The 230-hp Turbo-Fire V8 engine boasts a four-barrel carburettor, massive five-bearing crankshaft and hydraulic valve lifters to provide effortless, silky power. And power steering, power brakes, Powerglide automatic transmission are all standard.

In performance, as indeed in everything else, you'll find Impala designed with just one aim in mind. To satisfy those who seek only the very finest motoring has to offer.



Inside Impala you discover a world of tasteful luxury. Deep cushioned seats are tailored in imported fabrics of superlative texture and design, and feature plush vinyl bolsters for easy-chair restfulness. Underfoot, deep-twist carpet. And the whole interior is colour-keyed to upholstery shades.



Elegant, luxurious, powerful
— a brilliant new expression of fine car value

BEL AIR SEDAN

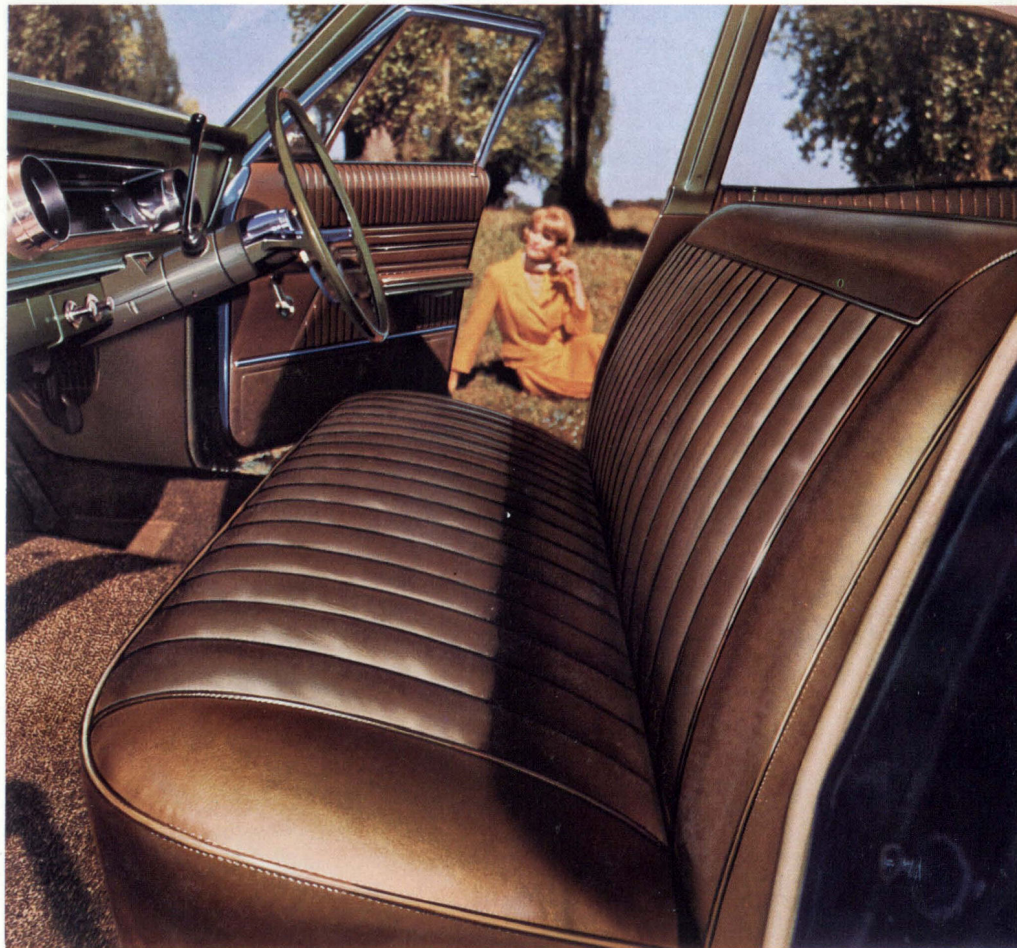
New Bel Air adds fresh lustre to Chevrolet's unrivalled reputation for blending superb looks, luxury and performance with enduring value. It's longer looking, lower looking, crisply-sculptured front and back.

When you open the door of Bel Air you will be impressed at once by the spaciousness created by those gracefully curved doors and windows. The form-hugging softness of the seats in fine leather . . . with new pleated design. And the impressive array of comfort and convenience items Bel Air provides at no extra cost: high capacity heater/demister; crank-operated ventipanes; armrests on all doors, with dual ashtrays in the rear; two-speed windshield wipers; electric windshield washers.

But nowhere is the true luxury and value of Bel Air more excitingly apparent than out on the road. You command the surging power of the renowned Turbo-Fire V8 engine with 195-hp. The exceptional ease of liquid smooth Powerglide automatic transmission, power steering and power brakes. And you travel relaxed as never before in a car made quieter, smoother-riding than ever by Chevrolet engineering skills.

Both Chevrolet models are designed with safety strongly in mind. Back-up lights for better visibility at night, fork-type door locks, front and rear seat belt anchor points are standard items.

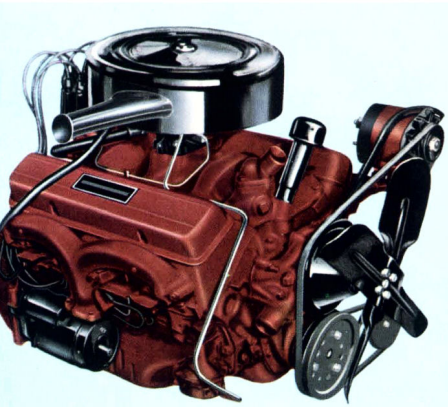
All are part of the Chevrolet way to please discerning buyers like you — and part of the outstanding fine-car value that is yours in the majestic Bel Air Sedan.



The sofa-wide seats in Bel Air are soft with deep foam padding and rich leather upholstery with new pleated design. Plush wool carpet, high-capacity heater/demister, and extra-long padded armrests front and rear add to a completely luxurious standard of driving comfort.

The superlative standard of Chevrolet engineering and workmanship is the key to the enduring value of both Impala and Bel Air. Here are some of the standard features that will add greatly to your driving pleasure—and ensure your Chevrolet will be worth more at trade-in time.

QUALITY ENGINEERING ADDS TO CHEVROLET

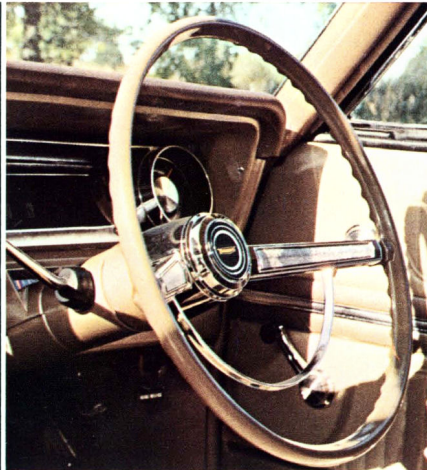


195-hp Turbo-Fire 283 V8 Engine

This is the spirited, economical 283 cu. in. engine of 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 an oil-wetted paper element air cleaner, which gives increased filtering capacity.

195-hp Turbo-Fire 327 V8 Engine

The new Impala Sport Sedan is powered by this 327 cu. in. engine with four-barrel carburettor and new large-diameter exhaust system to give super high performance. Five-bearing crankshaft and hydraulic valve lifters assure outstanding smoothness and quietness. Features also include an 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.

Extra-easy Power Steering

Power steering—standard on the new Impala and Bel Air—is an integral unit with an hydraulic assist incorporated in the steering gear. It 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.

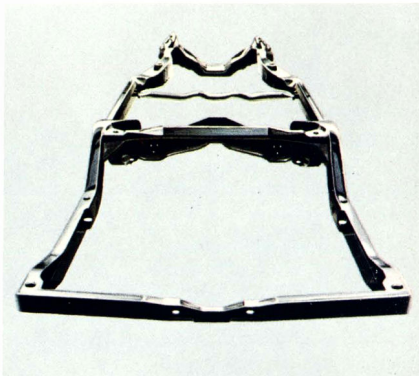


Safety-Master Power Brakes

You get sure, straight-line stops with Chevrolet's power-assisted brakes with their 183.4 sq. ins. of effective stopping power. They're self-adjusting, too, so they save on service stops and are always at top efficiency. Bonded—not riveted—linings provide long life and venting through wheel slots reduces the possibility of brake fade.

Battery Saving Delcotron Generator

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.



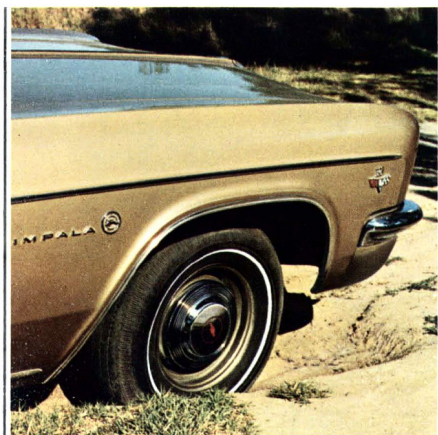
Girder-Guard Frame

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

Extended-life Exhaust System

Use of corrosion-resistant materials such as aluminium coatings, heavy-gauge steel and stainless steel in exhaust components makes for extra miles, less replacements. Reverse-flow mufflers are designed to give maximum engine performance, and chambered for excellent sound-deadening action.

WORTH



Full-coil Suspension

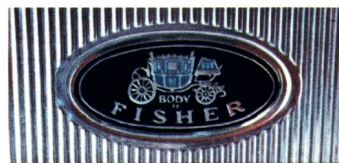
This full-coil independent suspension system features quiet non-metallic spherical joint liners and built-in anti-dive control at the front, while in the rear a link type coil suspension gives better stability and manoeuvrability.

Corrosion Fighting Rocker Panels

Chevrolet's built-in system of using water and air entering the cowl air intake to continually wash and dry the inside of the rocker panels is a big deterrent to corrosion. Water flushes dirt and dust out through special drains; air follows and dries panels.

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.



Craftsmen-built Body by Fisher

Body by Fisher craftsmanship is combined with Chevrolet's high standards of quality. You benefit from Insteel design: roof, sides, floor and pillars are tightly welded into a single unit. The solid heavy-gauge steel body has double flanged channel reinforcing roof supports, double-wall cowl, double-panel doors, hood and deck lid. And there are new longitudinal supports under the front seat mountings. Butyl rubber double-cushioned body mounts are scientifically located in both models. More items that add to driving comfort: thick sound insulation and an efficient ventilation system.

Magic-Mirror Finish

Exclusive GMH Magic-Mirror acrylic lacquer finish gives your new Chevrolet a 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 beautiful new metallic colours as well as Warrigal Black and Ivory. You can also choose from a number of glamorous two-tone combinations at no extra cost.

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 16.65 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.

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 whitewall tyres.

CHASSIS/FRAME. Perimeter type. All welded construction.

DIMENSIONS. Overall length 213.2 ins. Overall

width: **Impala**, 79.6 ins.; **Bel Air**, 80.0 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 lamps — **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. Tinted windshield glass (**Impala**). 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 4 doors, assist straps (**Bel Air only**) 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 door armrests. Crank-operated front ventpanes. Safety belt anchorages (front and rear floor).

ESTIMATED KERR WEIGHT: **Bel Air**, 3766 lb.; **Impala**, 3998 lb.

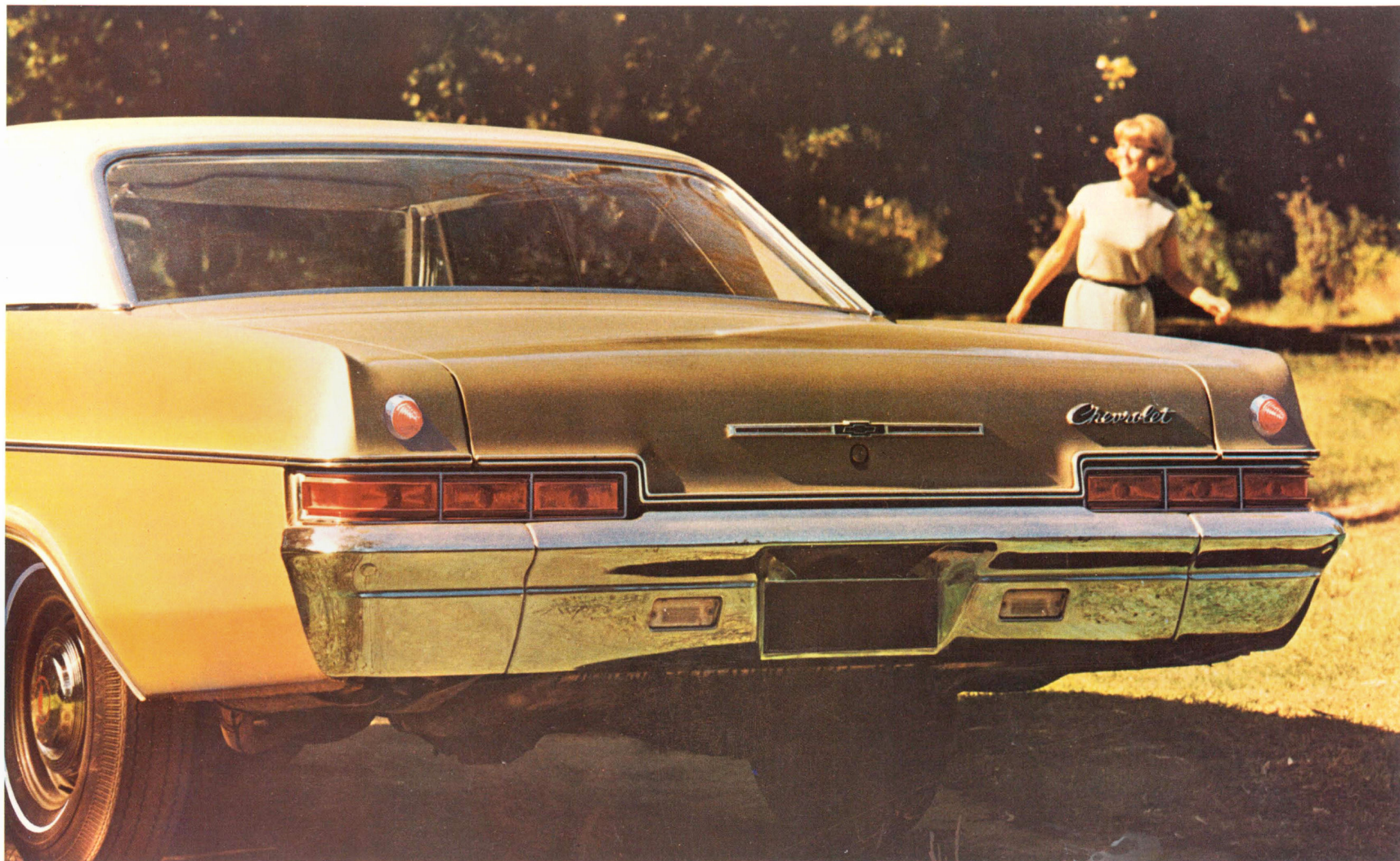
THE GMH FACTORY WARRANTY protects your Chevrolet for 12 months or 12,000 miles of operation. In addition, your Chevrolet Dealer provides a free inspection and adjustment of your car at 1,000 and 2,000 miles.

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New rectangular wrap-around tail-lights add further appeal to the classic rear styling of Chevrolet Impala. The uncluttered elegance of the rear deck is typical of the good taste of Chevrolet design.

