

New **CHEVROLET** *1946*

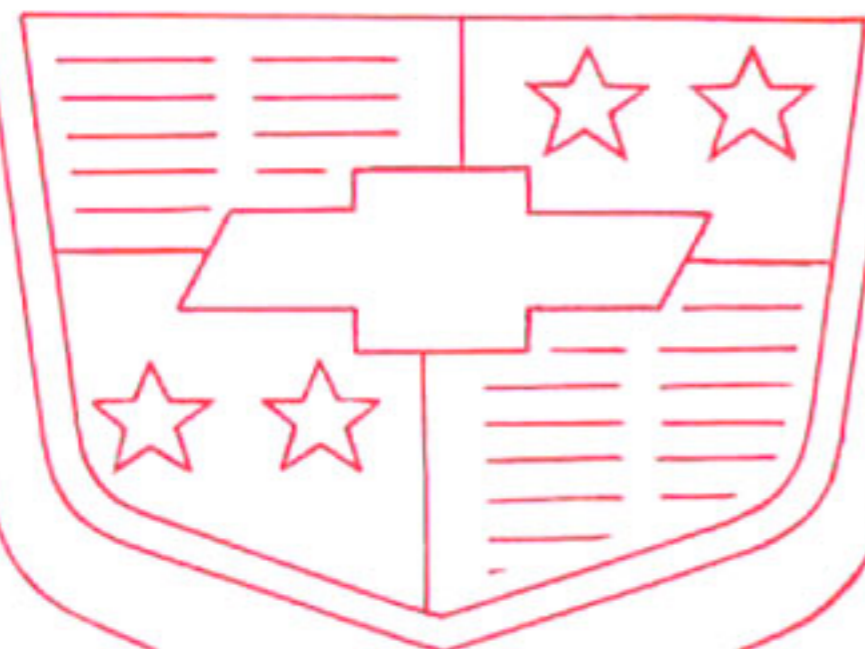
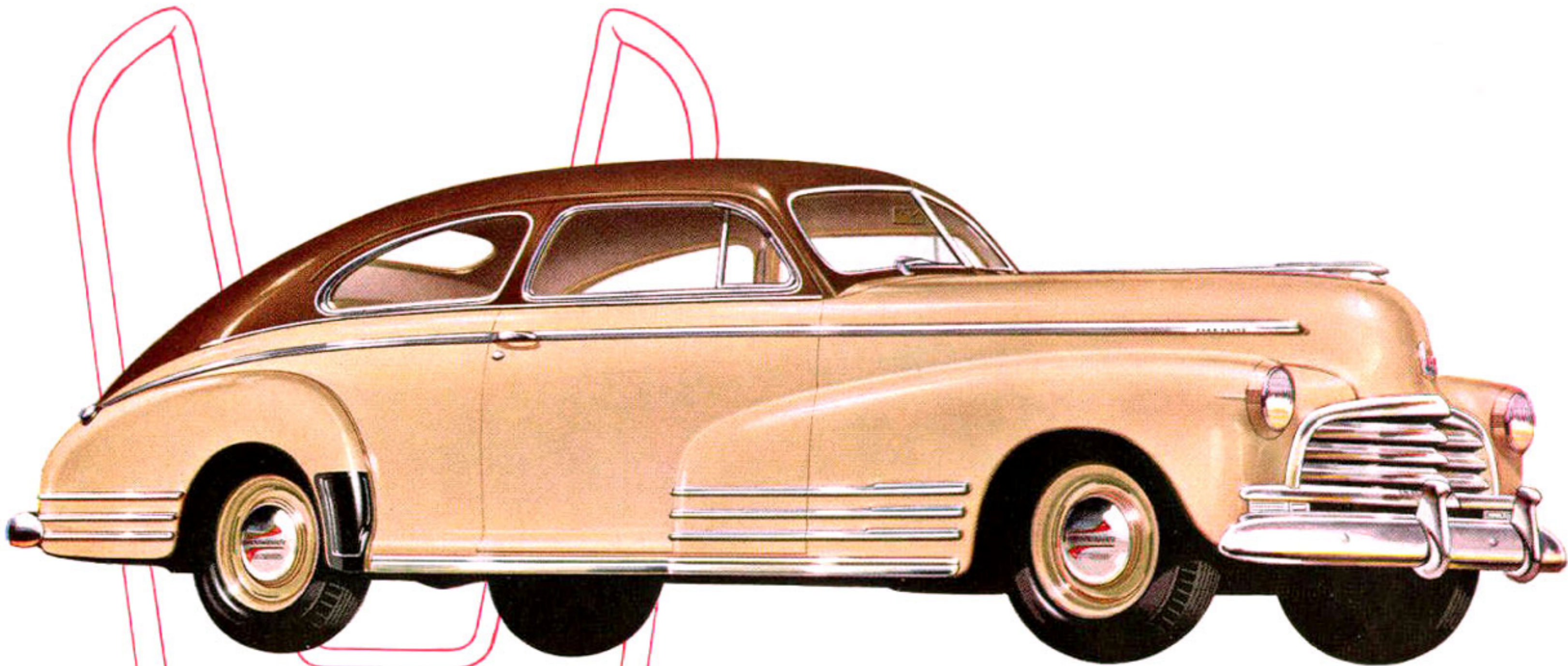
YOU PUT IT FIRST IN SALES



WE KEEP IT FIRST IN VALUE

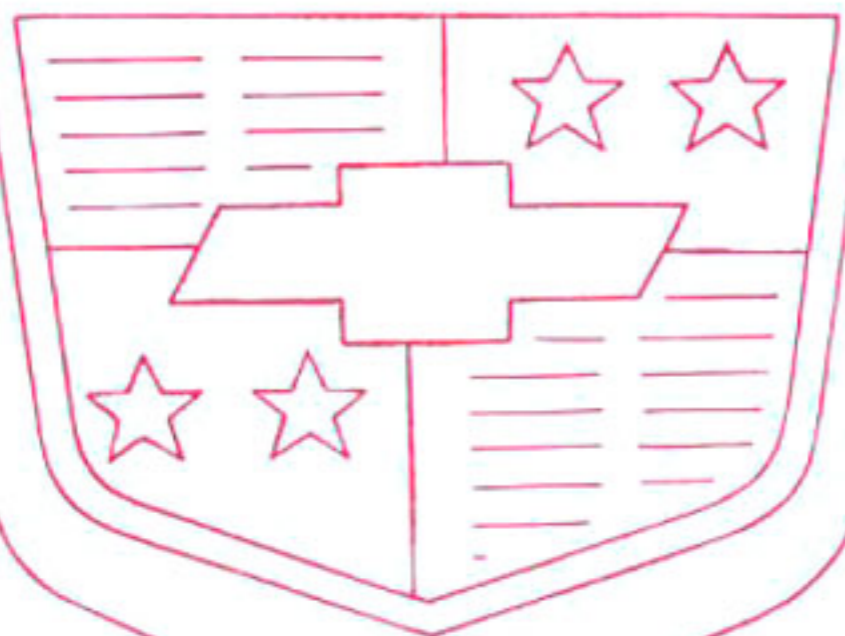
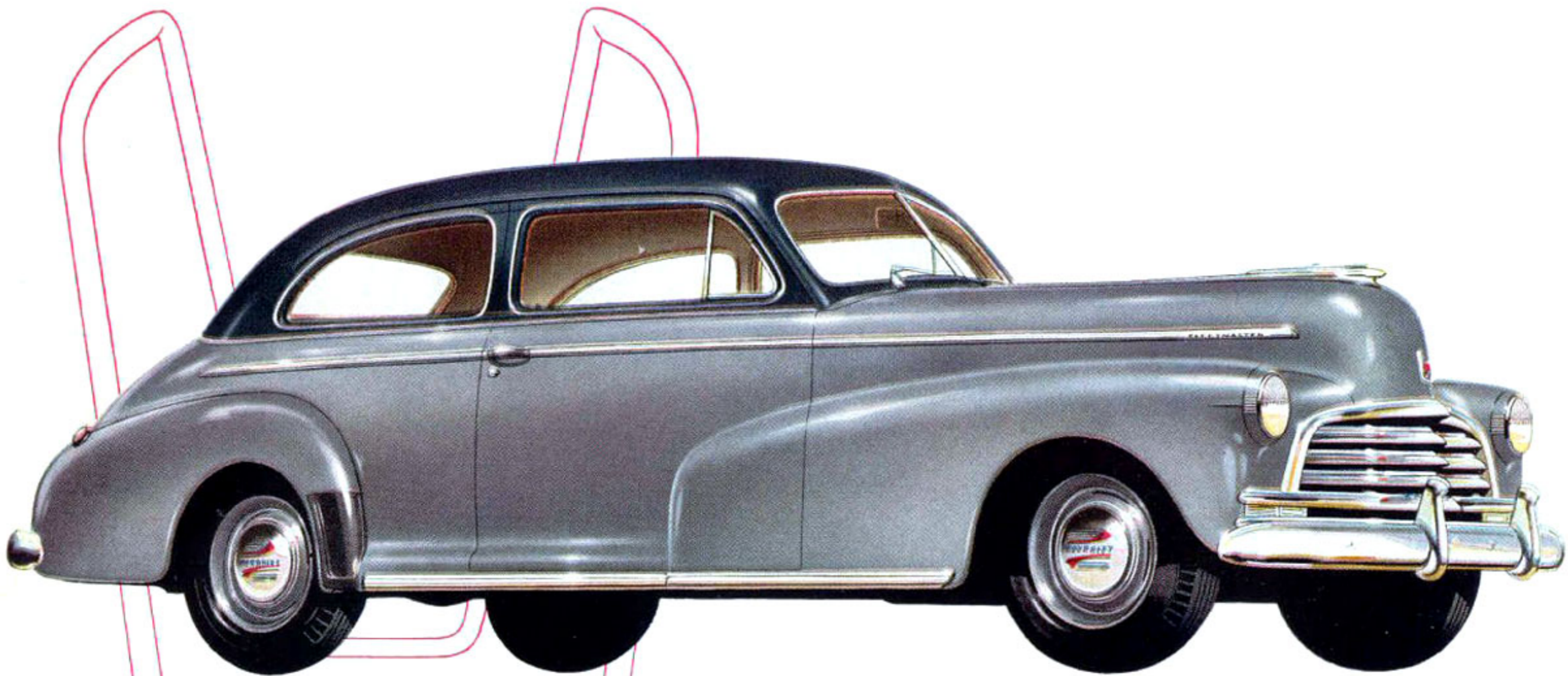
All the outstanding qualities that made Chevrolet foremost in popular favor in prewar years, all the features of construction and design that made it first in value, are to be found in the new 1946 Chevrolet. You, the public, put Chevrolet first in sales; we, its makers, keep it first in value. . . . Here is a car you can *trust*—because every one of its units has been proved

and found worthy . . . because it is built to the same high engineering and manufacturing standards as it was before the war, of materials as high, or even higher, in quality . . . and because it is made by a manufacturer that, all through the war, never ceased producing automotive vehicles. . . . The prewar leader in sales—the postwar leader in value—Chevrolet.



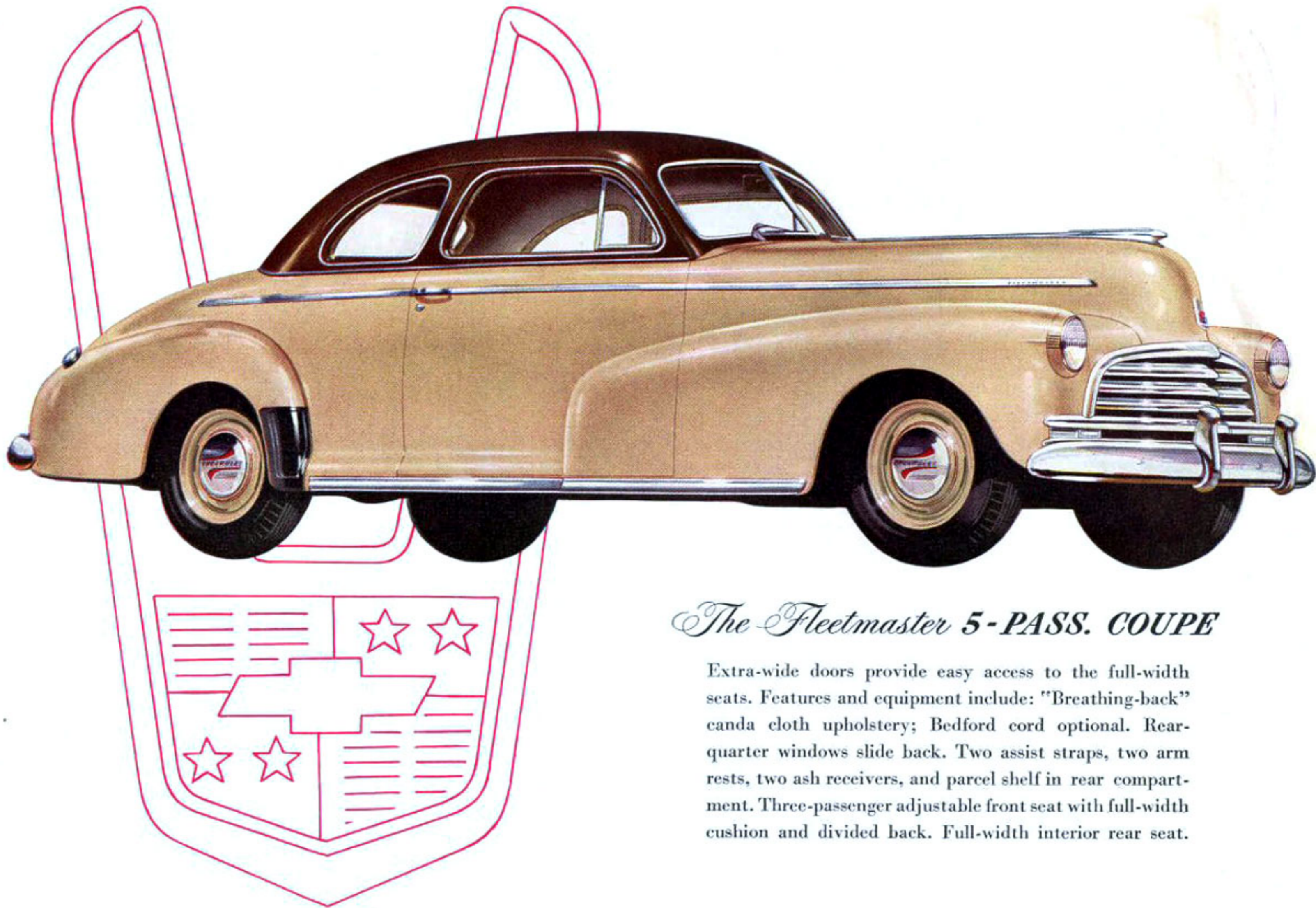
The Fleetline AEROSSEDAN

Outstandingly distinctive in its styling, which sets it apart, in a class by itself, is this six-passenger two-door model. Features and equipment include: "Fleetweave" broadcloth upholstery. Lowering rear-quarter windows. Two assist straps, two arm rests, two robe cords, two ash receivers, foot rest, and extra-large parcel shelf in rear compartment. Adjustable front seat with full-width cushion and divided seat-back.



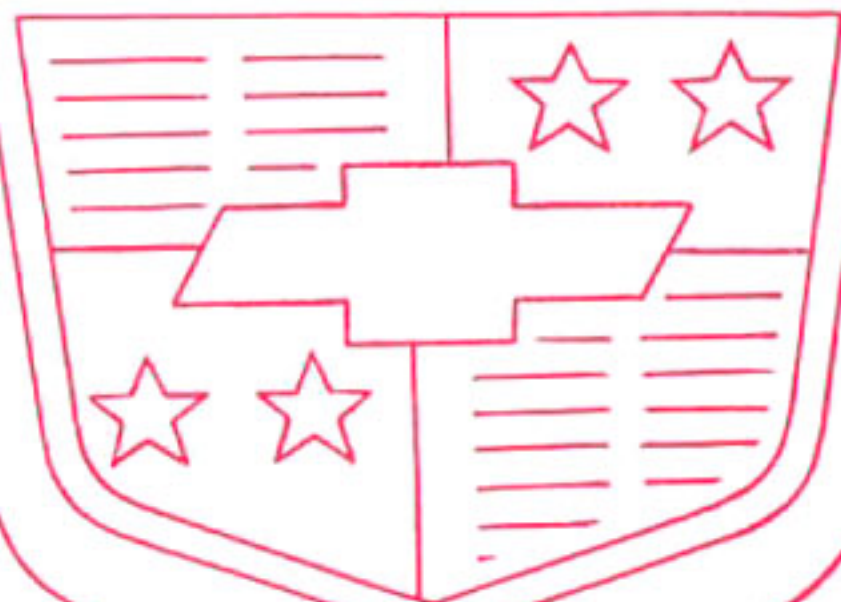
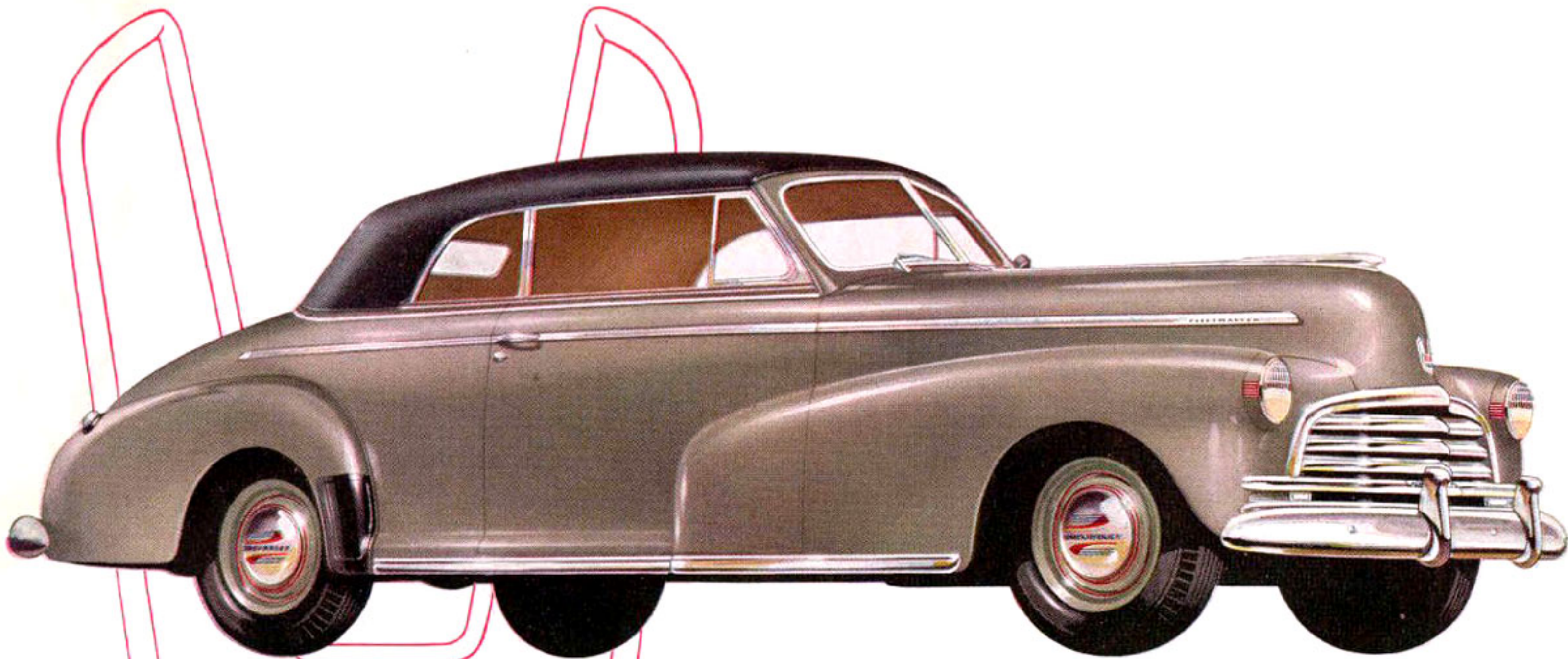
The Fleetmaster TOWN SEDAN

Ease of entrance and exit, assured by the generous width of its doors, is a special advantage of this two-door sedan. Features and equipment include: "Breathing-back" canda cloth upholstery; two-tone Bedford cord optional. Lowering rear-quarter windows. Two coat hooks, two robe cords, two ash receivers, two arm rests, foot rest, and parcel shelf in rear compartment. Three-passenger adjustable front seat with full-width cushion and divided back.



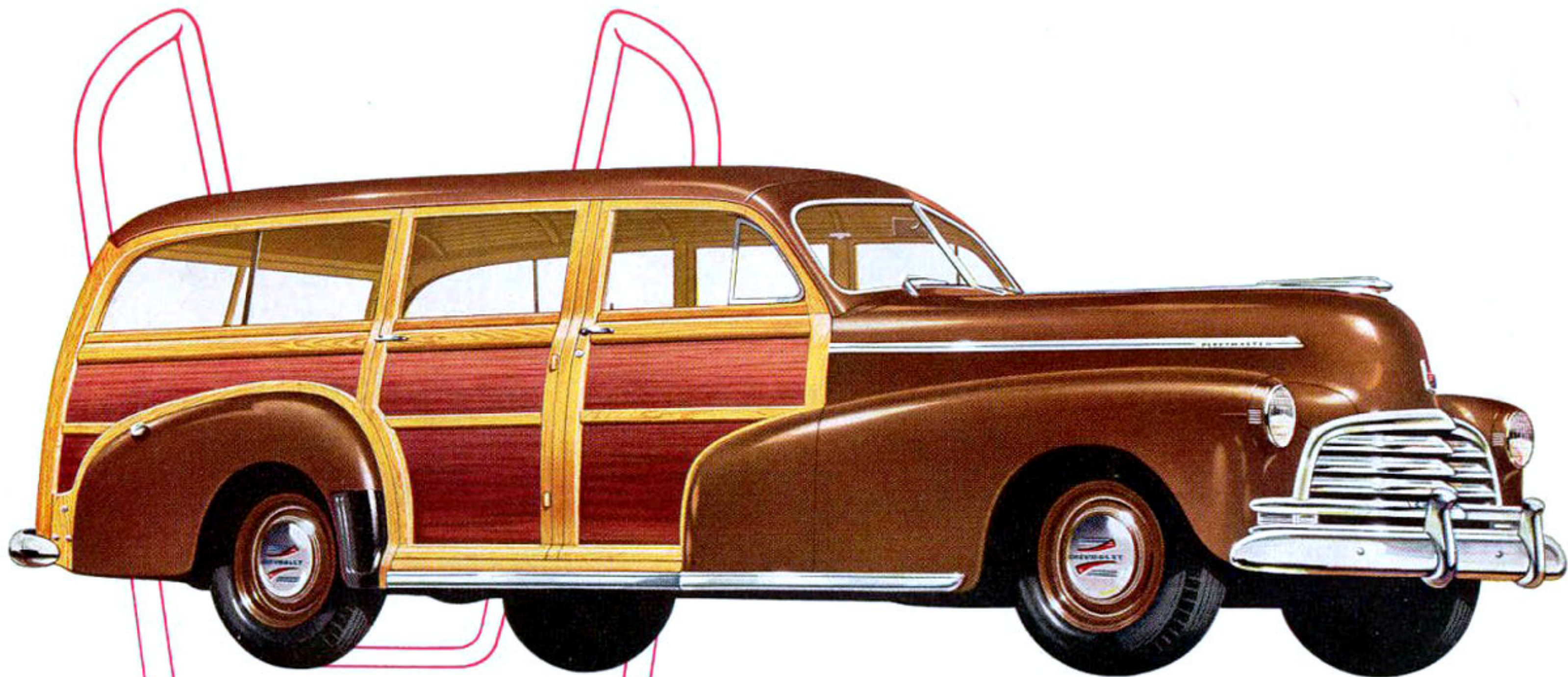
The Fleetmaster 5-PASS. COUPE

Extra-wide doors provide easy access to the full-width seats. Features and equipment include: "Breathing-back" canda cloth upholstery; Bedford cord optional. Rear-quarter windows slide back. Two assist straps, two arm rests, two ash receivers, and parcel shelf in rear compartment. Three-passenger adjustable front seat with full-width cushion and divided back. Full-width interior rear seat.



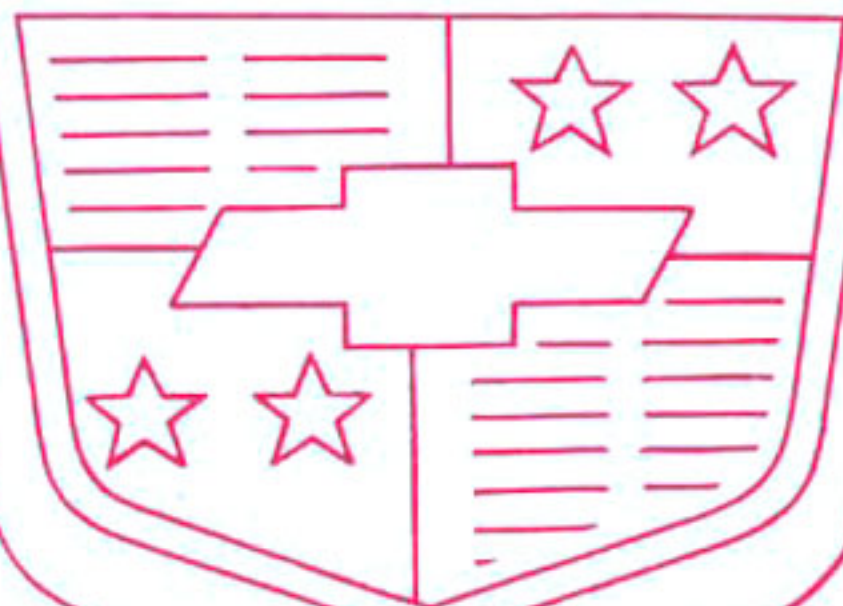
The Fleetmaster CABRIOLET

The top folds back snugly, or raises quickly to form a weather-tight closure, automatically—at a touch on its instrument-panel control. Features and equipment include: Genuine leather on front and rear seats. Automatic folding fabric top. Fabric top boot. Lowering door windows and rear-quarter windows. Three-passenger adjustable front seat with full-width cushion and divided seat back. Full-width interior rear seat. Wide range of body, top, and leather color combinations.



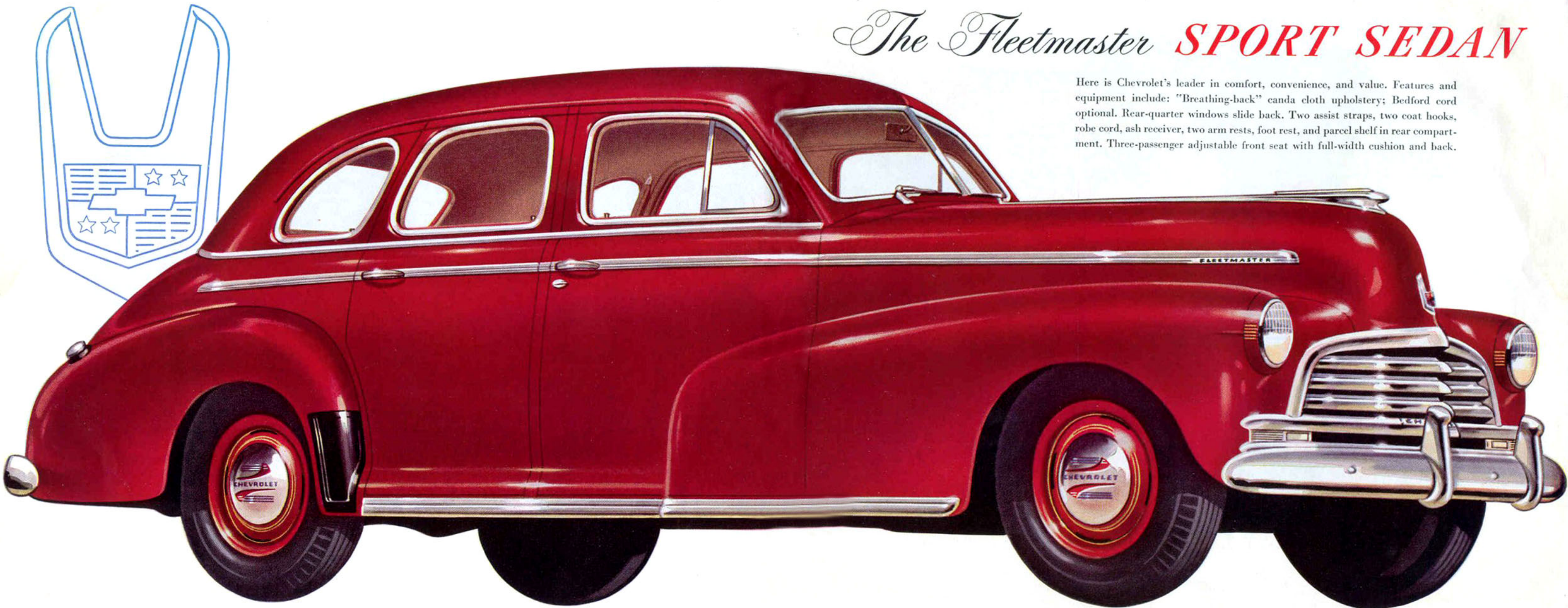
The Fleetmaster **STATION WAGON**

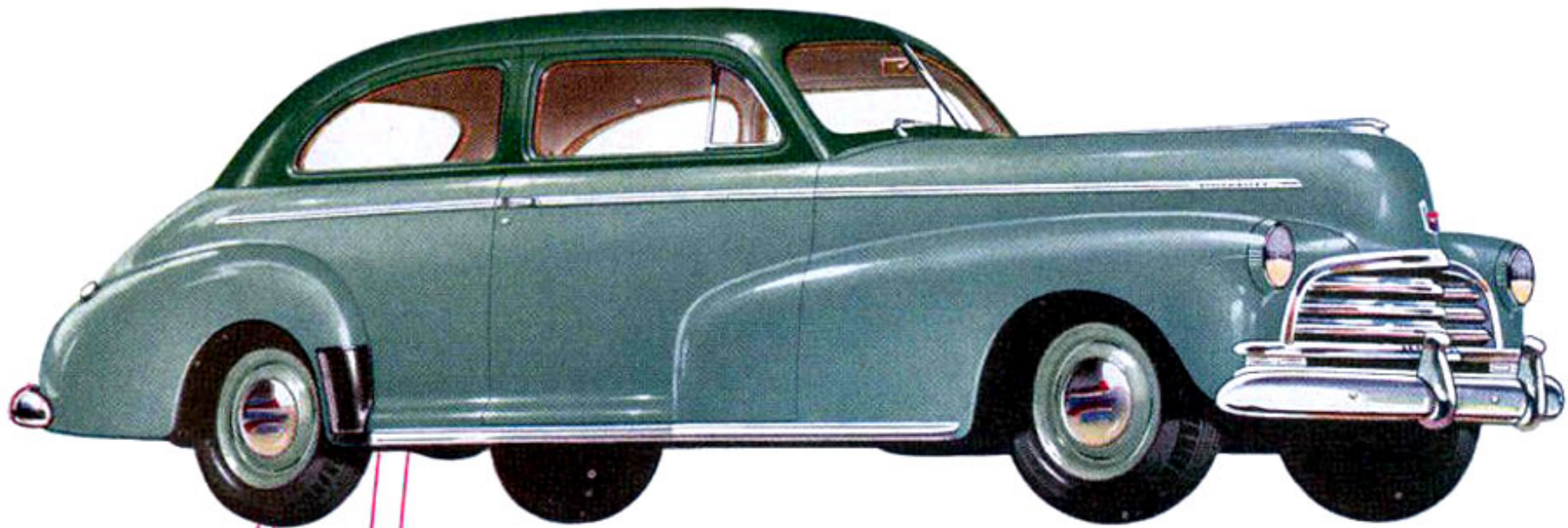
Two full-width seats and a two-passenger seat amidships provide full comfort for eight persons. Features and equipment include: Steel cowl, windshield pillars, and underbody. Mahogany panels, natural wood finish body framework. Reinforced leatherette top. Safety glass throughout. Spare wheel cover and lock. Capacity, eight passengers.



The Fleetmaster **SPORT SEDAN**

Here is Chevrolet's leader in comfort, convenience, and value. Features and equipment include: "Breathing-back" canda cloth upholstery; Bedford cord optional. Rear-quarter windows slide back. Two assist straps, two coat hooks, robe cord, ash receiver, two arm rests, foot rest, and parcel shelf in rear compartment. Three-passenger adjustable front seat with full-width cushion and back.





The Stylemaster
TOWN SEDAN

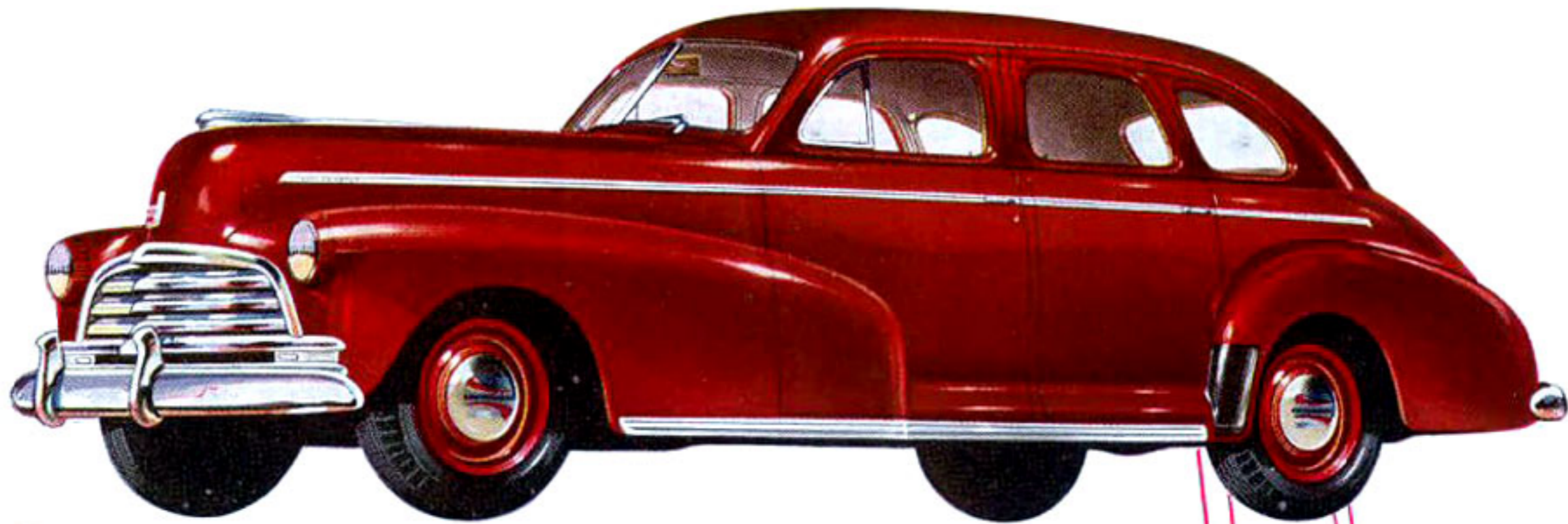
Features and equipment include: "Breathing-back" canda cloth upholstery. Three-passenger adjustable front seat with full-width cushion and divided back. Full-width rear seat, lowering rear-quarter windows, two coat hooks, two arm rests, foot rest, and parcel shelf in rear compartment.



The Stylemaster
BUSINESS COUPE

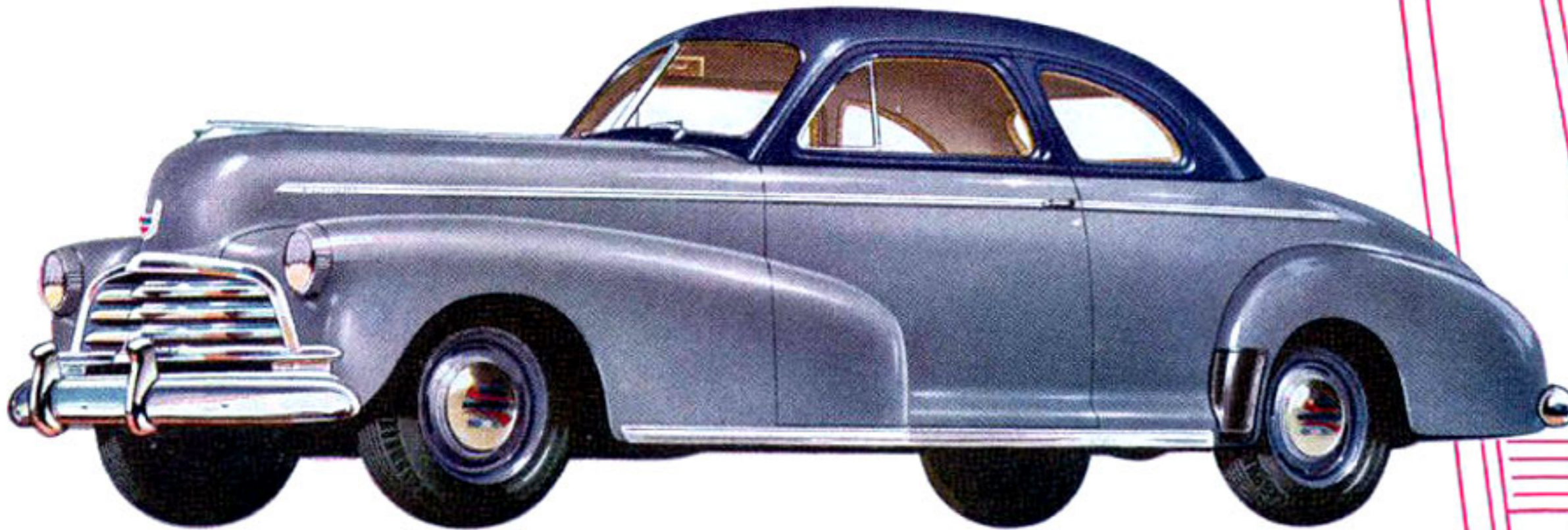
Features and equipment include: "Breathing-back" canda cloth upholstery. Three-passenger adjustable front seat with full-width cushion and divided seat back. Large luggage deck back of seat. Extra-large parcel shelf. Two coat hooks. Luggage compartment under rear deck.





The Stylemaster
SPORT SEDAN

Features and equipment include: "Breathing-back" canvas cloth upholstery. Full-width rear seat, two coat hooks, robe cord, two arm rests, foot rest, and parcel shelf in rear compartment. Three-passenger adjustable front seat with full-width cushion and back.

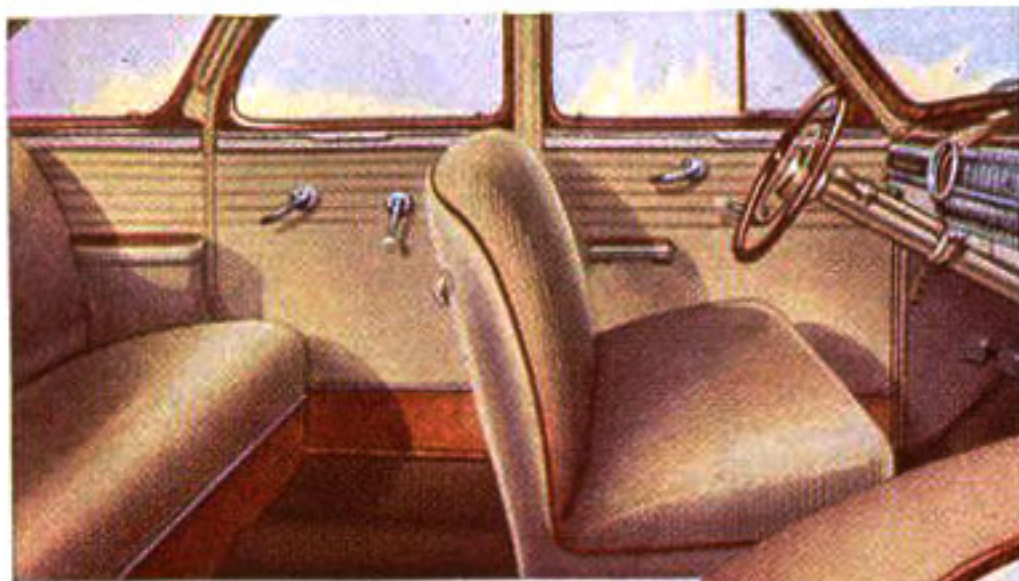


The Stylemaster
5-PASS. COUPE

Features and equipment include: "Breathing-back" canvas cloth upholstery. Three-passenger adjustable front seat with full-width cushion and divided back. Full-width interior rear seat, foot rest, two arm rests, two coat hooks, and parcel shelf in rear compartment.



Interiors



**FLEETMASTER
SPORT SEDAN**

All Fleetmaster models have truly distinguished interiors. Maximum comfort and pleasure are assured by the extra-wide, deeply cushioned seats and high-quality upholstery fabrics.



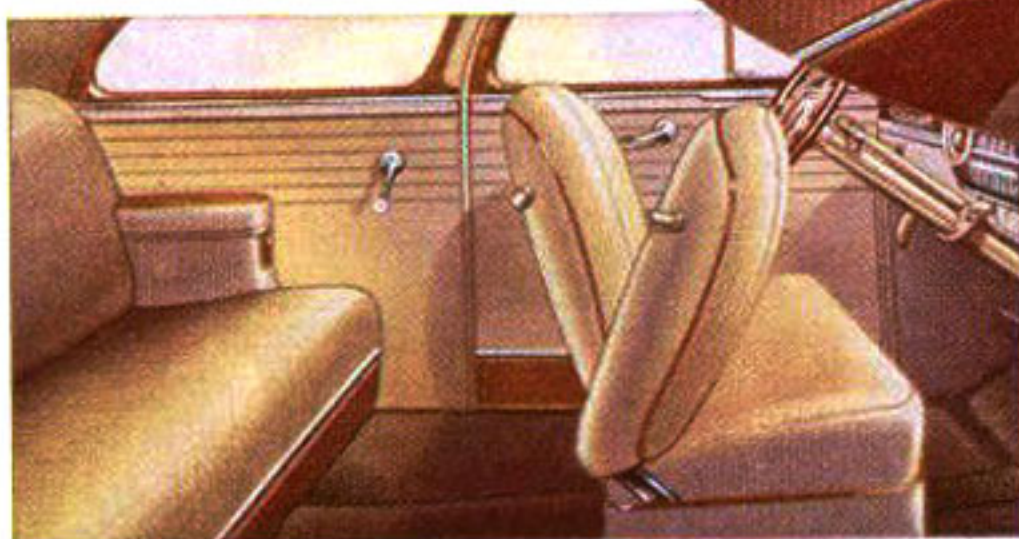
**FLEETMASTER
5-PASSENGER COUPE**

The full-width rear seat is ample for three passengers. Every coupe has a large luggage compartment under the rear deck, and a wide package ledge in the passenger compartment.



FLEETLINE AEROSÉDAN

The low, racy appearance of the Fleetline Aero Sedan is not an illusion; the roof is 2½ inches lower than that of the Town Sedan. Besides being far advanced in styling, this strikingly handsome model is exceptionally spacious and comfortable, seating six passengers in ease. Luggage space is greater than that of any other Chevrolet passenger car.



FLEETMASTER TOWN SEDAN

Unusually wide doors provide easy access to the spacious and inviting interior. Concealed entrance steps with rubber treads promote safety and comfort.

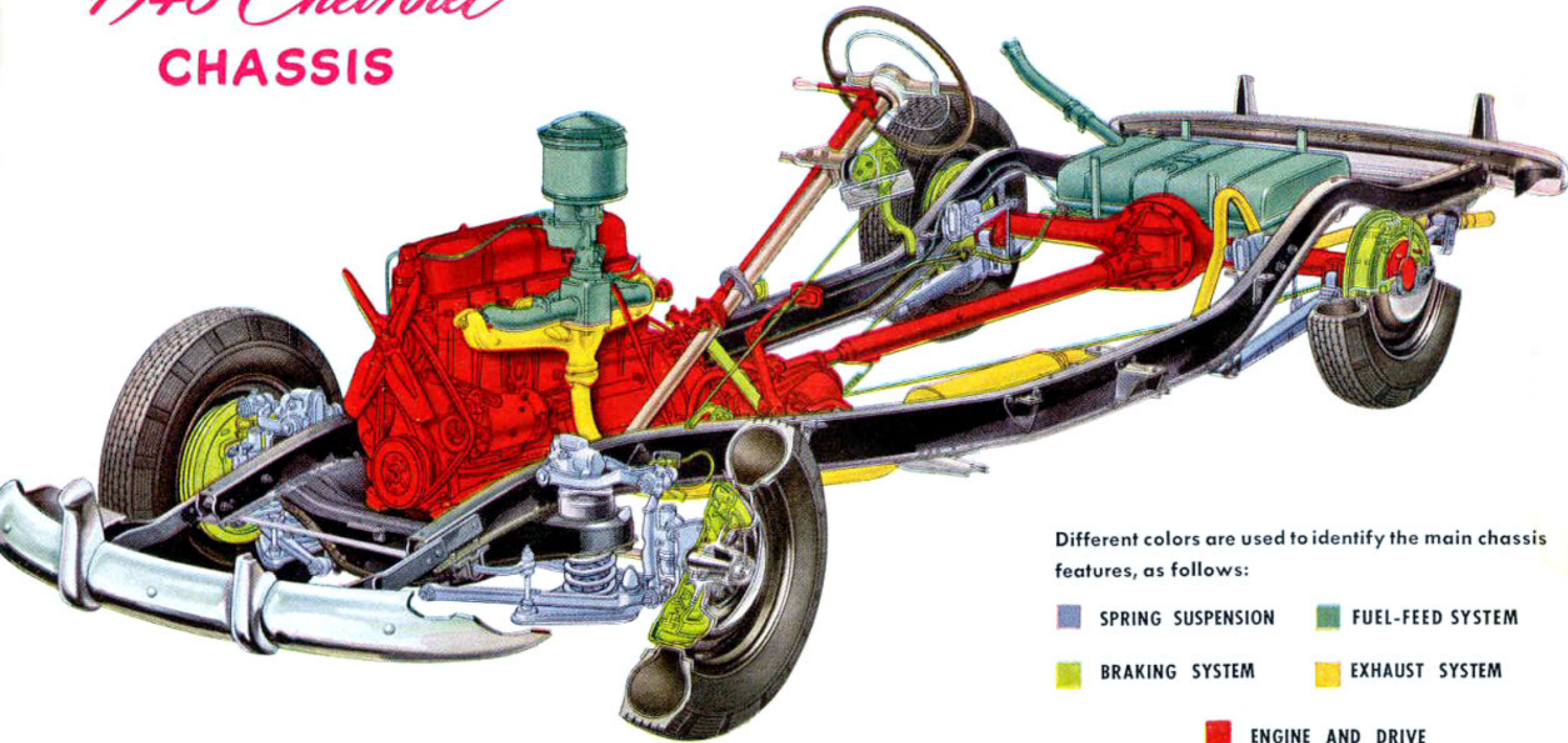


FLEETMASTER STATION WAGON

In keeping with the passenger car styling of the body exterior, the interior is trimmed and finished to provide the utmost in comfort and convenience.

1946 Chevrolet

CHASSIS



Different colors are used to identify the main chassis features, as follows:

- | | |
|---------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|
|  SPRING SUSPENSION |  FUEL-FEED SYSTEM |
|  BRAKING SYSTEM |  EXHAUST SYSTEM |
|  ENGINE AND DRIVE | |

In all 1946 Chevrolet models, the box-girder chassis frame, running gear, Unitized Knee-Action, valve-in-head engine, Syncro-Mesh transmission, and all other mechanical units are identical in design and construction with those used in the Chevrolet chassis before the war. All have proved their worth in the service of millions of satisfied owners. . . . The cut-away chassis view, with its color

key, shows many of the special design features that have kept Chevrolet first in popular favor. Note the simplicity and sturdiness of the Unitized Knee-Action—its linkage, springs, shock absorbers, and front-wheel mountings, hubs, brakes, and steering connections, all assembled and aligned with the massive front cross-member before being rigidly attached to the chassis frame as a unit.

THE NEW 1946 CHEVROLET BRINGS YOU THE PROVED FEATURES

that have made
Chevrolet the most popular
of all low-priced cars



NEW BEAUTY-LEADER STYLING

(With Modern, Door-Action Fenders)

The new wide-wing radiator grille, new hood ornamentation, new bumper design, and attractive colors and color combinations accent the long, low, massive appearance of the 1946 Chevrolets. Chevrolet still leads in style and appearance, as it also leads its field in all the other qualities that motorists seek in their cars.



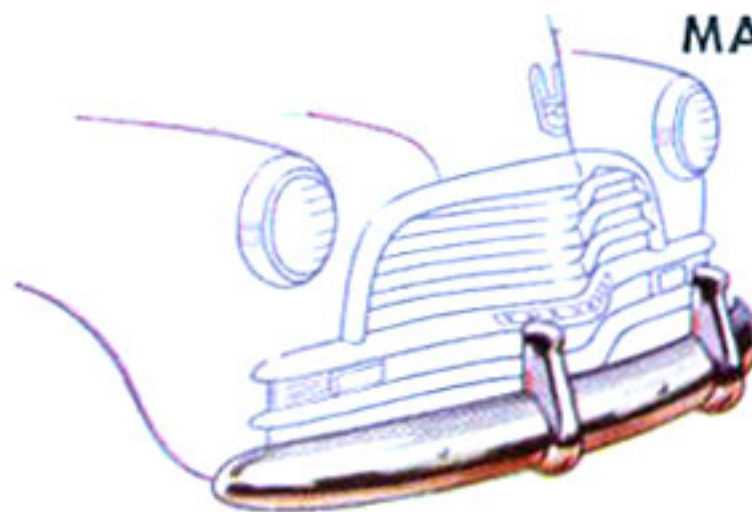
LUXURIOUS BODIES BY FISHER

(With No Draft Ventilation)

Chevrolet alone, among the lowest-priced cars, has the famous Body by Fisher and all that it provides in styling, safety, comfort, luxury, and durability. A distinctive feature is its Unisteel construction. The thoroughly reinforced cowl, side, rear, and floor panels and Turret Top are welded to form an all-steel unit of tremendous strength.

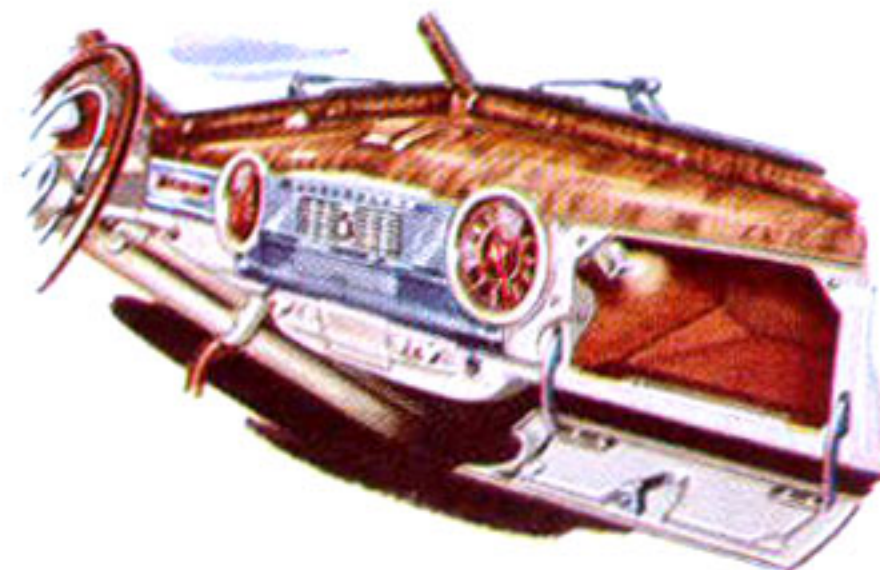
MASSIVE NEW "CAR-SAVER" BUMPERS

Front and rear bumpers of new design achieve both increased protection and enhanced appearance. Bumper bars of deeper section are extended to safeguard the fenders effectively, and the bumper guards are widely spaced for maximum protection.

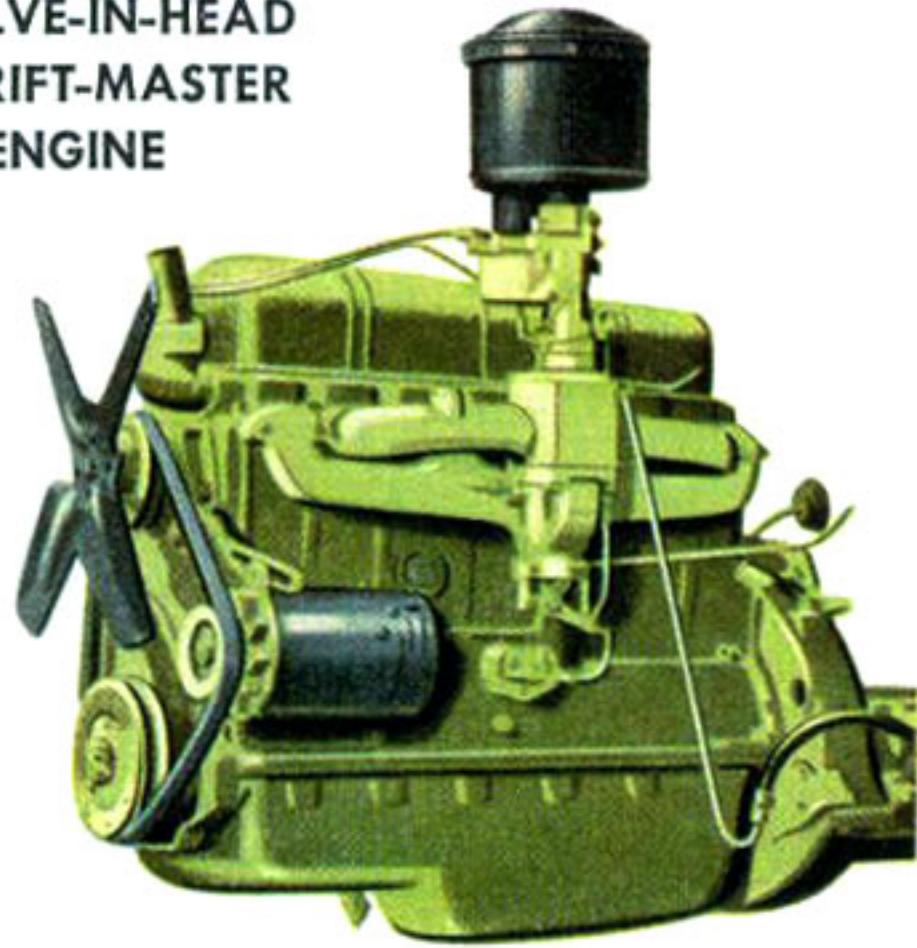


DISTINCTIVE INSTRUMENT PANEL

An instrument panel distinctive for its practical arrangement, as well as for beauty, contributes greatly to the pleasure and ease of driving. Large numerals and even illumination make all dials and indicators easily readable. The panel is handsomely finished in a color and chromium combination to harmonize with the interior finish and fittings.



VALVE-IN-HEAD THRIFT-MASTER ENGINE



It's the valve-in-head principle that has made Chevrolet's Thrift-Master engine famous for its rare combination of economy and performance, because it extracts more power from a given quantity of fuel than do other types of engines of the same displacement. Durability and ease of servicing also are important advantages of valve-in-head construction.



UNITIZED KNEE-ACTION

Chevrolet offers the outstanding riding comfort and smoothness provided by *Unitized Knee-Action*. The front spring suspension, shock absorbers, brakes, and steering connections form a single assembly, adjusted and accurately aligned before it is rigidly attached, as a unit, to the chassis frame.



EXTRA-EASY VACUUM-POWER SHIFT

(With Syncro-Mesh Transmission)

A vacuum cylinder does nearly all the work; all the driver has to do is move the lever—and the lever works so easily that you can move it with your forefinger without taking your hand off the steering wheel. You shift the gears but not your grip.



SHOCKPROOF STEERING

True shockproof steering is a major advantage in the Chevrolet. The steering wheel is insulated from the front wheels, so that road shock and vibration are absorbed before they can reach the driver's hands. Moreover, this design prevents shock damage to the steering gear itself.



POSITIVE-ACTION HYDRAULIC BRAKES

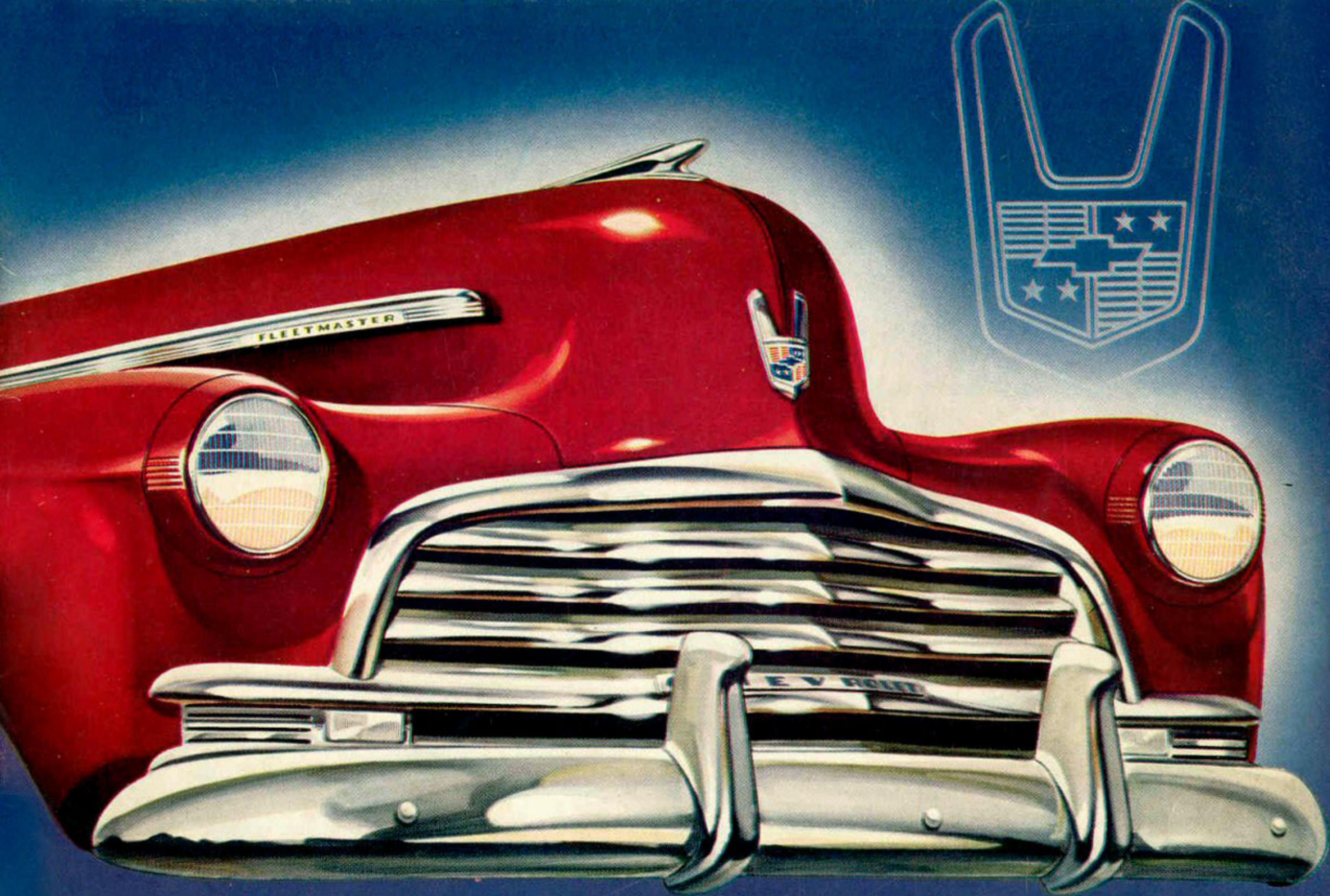
Hydraulic brake actuation is universally accepted—but what a difference there is in brake mechanisms at the wheels! Chevrolet's braking owes its superior efficiency to its double-articulated brake shoe linkage, which assures positive action and prolongs brake-lining life.

Many other features and accessories that promote Chevrolet's traditional economy, comfort, and convenience are regular equipment. The driver and his passengers are completely at ease, physically and mentally, enjoying a ride notably smooth, safe, and silent, while taking pleasure in the luxuriousness of their surroundings.

General Motors Corporation reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications, and models, and also to discontinue models. This right may be exercised without incurring any responsibility with regard to cars previously sold.

CHEVROLET MOTOR DIVISION, General Motors Corporation, DETROIT 2, MICHIGAN

Printed in U.S.A.



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