

*The most Beautiful BUY of all!*



CHEVROLET

*for '49*



# *A wonderful experience awaits you with this wonderful New CHEVROLET*

*There are two new body styles—Fleetline and  
Styleline—with 14 new models including De Luxe  
and Special. There's completely new styling to delight  
your eye with smoothly curved and "unboxlike" lines. There's more  
room, more visibility, more luxury, more comfort, more safety. There are mechanical  
advancements throughout including fine-car features never before available in*



*the low-priced field. For styling, for riding and driving ease, for safety,  
and performance with economy, this wonderful new Chevrolet*

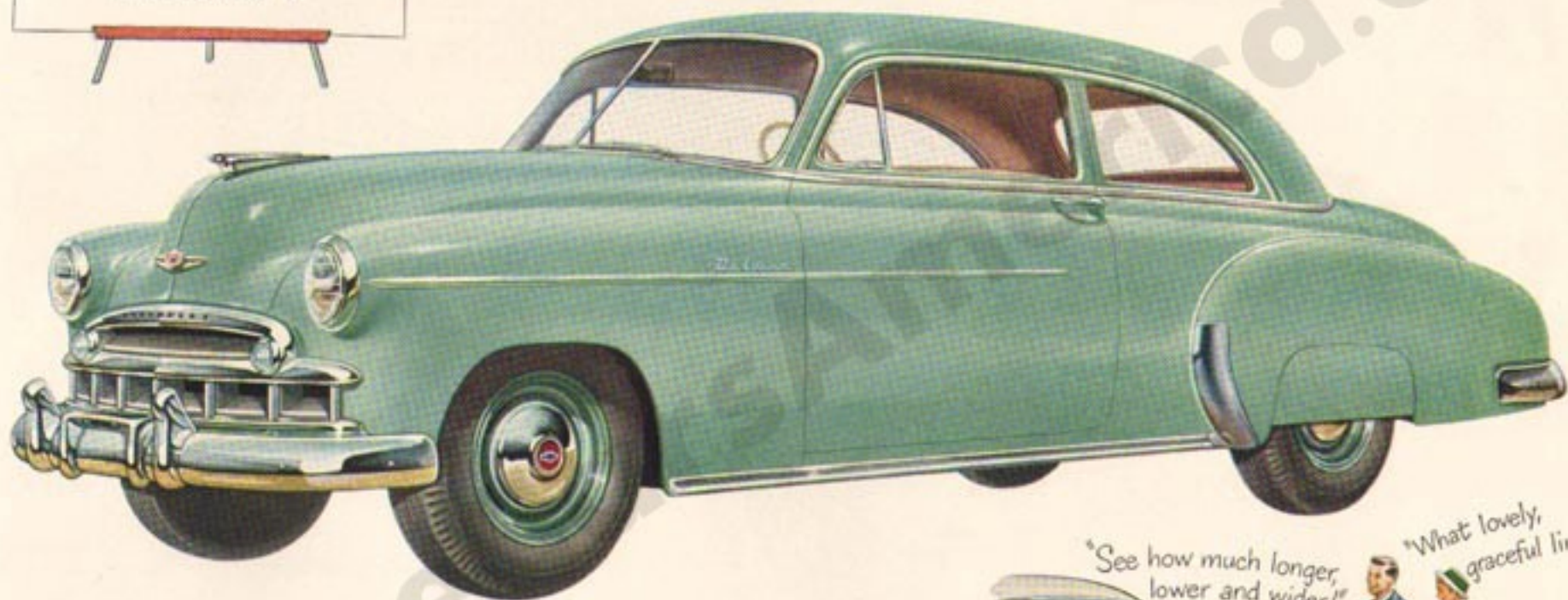
*is The Most Beautiful BUY of All. With it, you experience an  
entirely new kind of motoring in the low-priced field.*





*The Styleline De Luxe  
2-Door Sedan*

Here's one of the all-new Bodies by Fisher that makes Chevrolet such a *beautiful buy* for styling. Only Chevrolet, in its field, brings you the *many advantages* of Fisher design and construction.



"See how much longer, lower and wider!"

"What lovely, graceful lines!"



Vintage



### *The Styleline De Luxe Sport Coupe*

Plenty of room for six *and* their luggage in this superbly styled coupe. Ample knee room *between* seats lets rear passengers stretch out their legs and relax comfortably.




*"Exquisite new fabrics!"*

*"And look at the room!"*

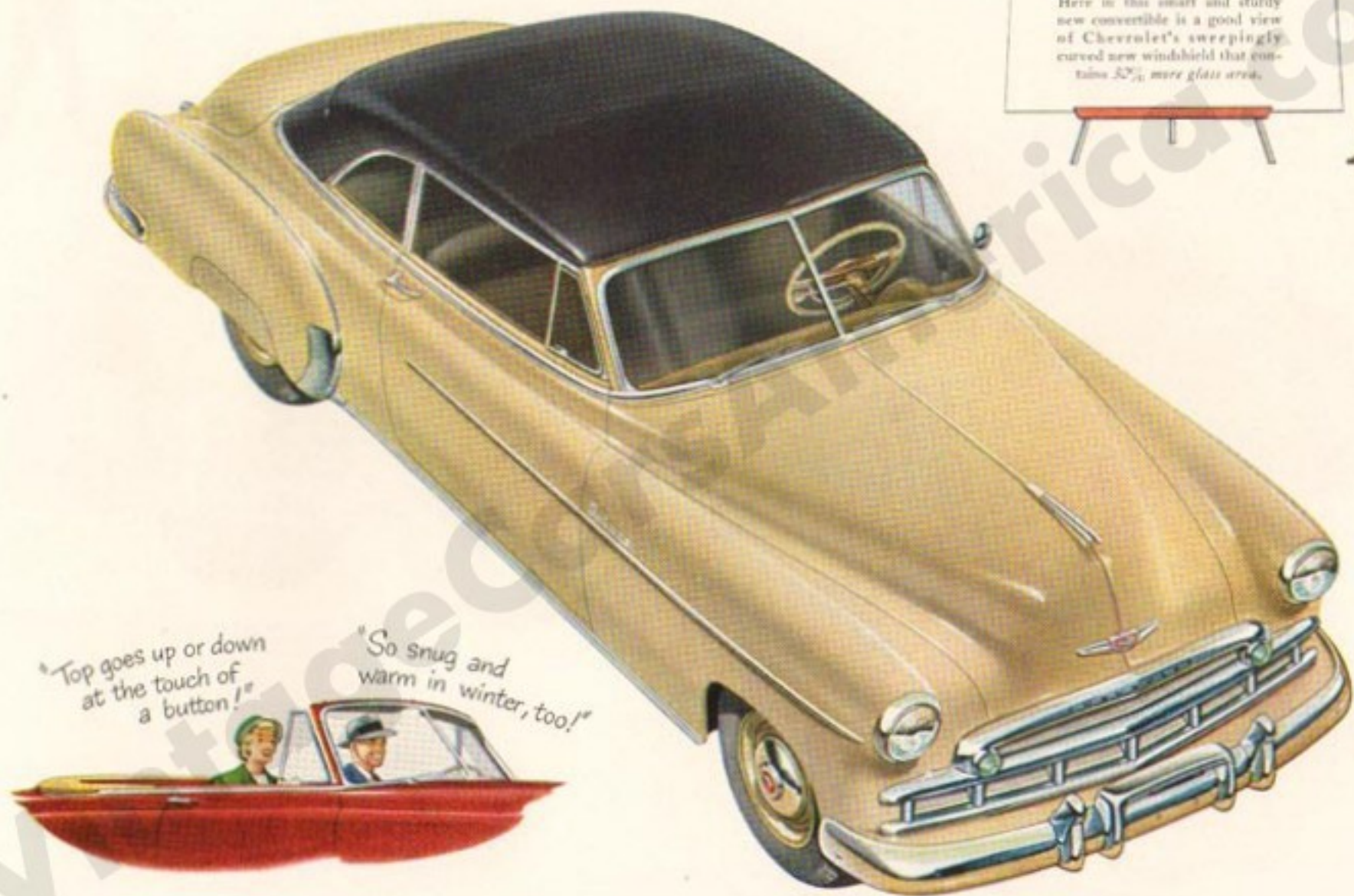


Vintage




*The Styleline De Luxe  
Convertible*

Here in this smart and sturdy  
new convertible is a good view  
of Chevrolet's sweepingly  
curved new windshield that con-  
tains  $32\frac{1}{2}\%$  more glass area.



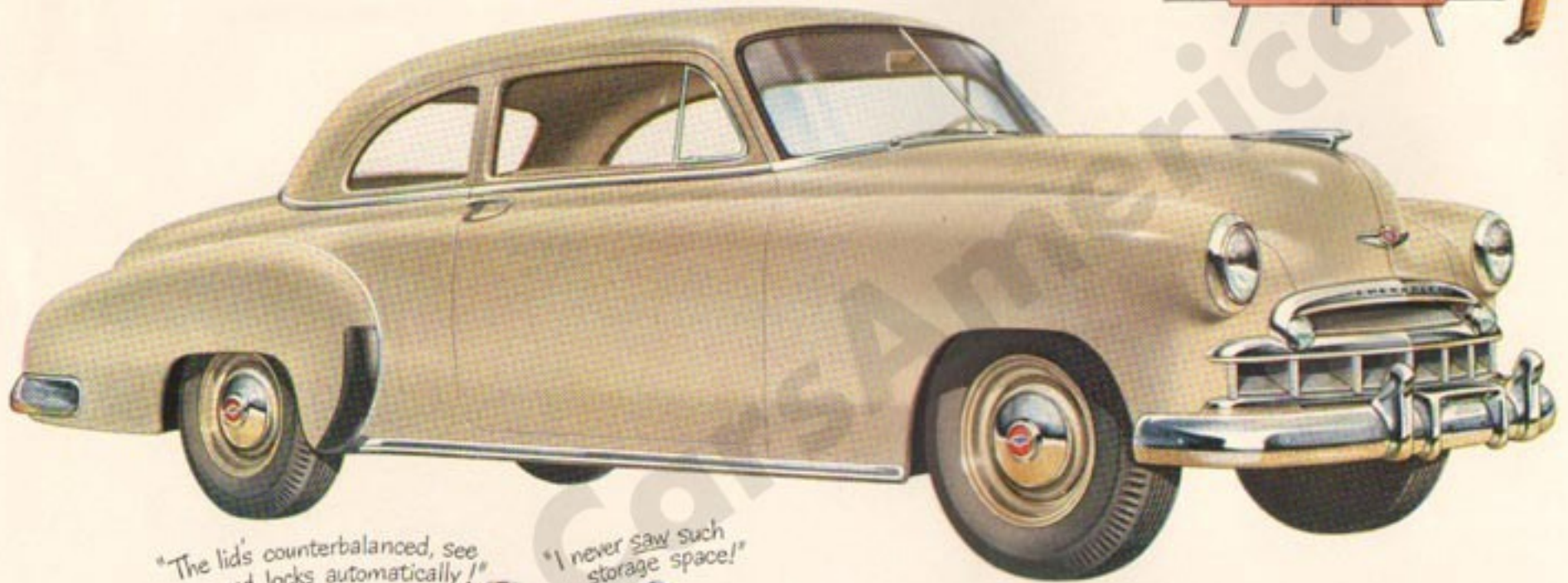
"Top goes up or down  
at the touch of  
a button!"

"So snug and  
warm in winter, too!"



*The Styleline Special  
Business Coupe*

It's a three-passenger model—  
and it can also carry practically  
a truck load of equipment,  
material and baggage for the  
busy businessman or woman.



*"The lids' counterbalanced, see  
—and locks automatically!"*

*"I never saw such  
storage space!"*





*The Styleline De Luxe  
Station Wagon—*  
STEEL BODY

*It looks like wood—but it's an  
all-steel Body by Fisher. Room  
for eight passengers with rear  
seats that can be easily removed  
for additional hauling space.*



*"Such a quiet,  
comfortable ride!"*

*"It's built like a regular  
passenger-car  
body!"*



Vii



*The Fleetline De Luxe  
4-Door Sedan*

Here is a model completely new  
to the Chevrolet line and to the  
low-priced field—a 4-door sedan  
with the flowing backlines of the  
Fleetline series.



"Isn't this one  
a beauty!"




"Aren't they all!"

Vintage

.com





*The Fleetline De Luxe  
2-Door Sedan*

Among low-priced cars, Chevrolet alone offers such a distinctive choice of 2-door models . . . and 2-doors rank first of *all* car models in public preference.



"Yes, and I love the new dash and wheel!"



"Did you notice the new push-button door handles!"



### *The Fleetline Special 4-Door Sedan*

*Special and De Luxe models differ chiefly in matters of exterior trim and interior appointments and equipment. Otherwise, they are identical in features and advantages.*



### *The Fleetline Special 2-Door Sedan*

*Altogether, there are four models in the Fleetline series—two 2-doors and two 4-doors in De Luxe and Special. This view shows you the beautiful sweep of the backlines.*



### *The Styleline Special Sport Coupe*

*Have you noticed the extra-low-pressure tires on the models illustrated! They're standard equipment on all models of the new Chevrolet—De Luxe and Special.*





### The Styleline Special 4-Door Sedan

You see modern, functional styling at its latest and best in these beautiful new Chevrolets. That's true of all models from De Luxe to Special, from coupe to station wagon.



### The Styleline Special 2-Door Sedan

There are new colors, new two-tone combinations, throughout the Chevrolet line. They're lasting colors, too—manufactured and applied to stay fresh and sparkling for years.



### The Styleline De Luxe Station Wagon— NATURAL WOOD BODY

Now there are two De Luxe Station Wagons in the Chevrolet line—one with a natural wood body of ash and mahogany as shown here; the other with an all-steel body.



# *A wonderful new thrill in driving!*

**YOU'RE SAFER BECAUSE YOU SEE MORE**



The new Chevrolet provides *Panoramic Visibility* for driver and passenger alike. Seated in a restful new position behind the smart new steering wheel and instrument panel, the driver looks ahead through a curved windshield that has *30% more glass area*. Both front and rear passengers enjoy the scenery with glass of "show-window size" all around.



**A NEW HAND-E-GEARSHIFT WITH AN IMPROVED TRANSMISSION**

Shifting gears is almost effortless in the new Chevrolet. The new Hand-E-Gearshift is easy and positive in operation, built to last longer with a minimum of maintenance. It operates through an improved Synchro-Mesh Transmission with 50% more bearing support that provides a more silent flow of power through the drive line.

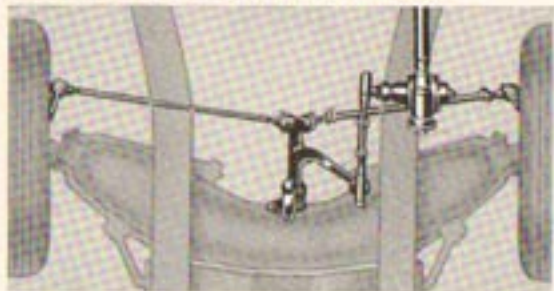


**SPACIOUS AND LUXURIOUS NEW INTERIORS**

Here are exquisite and durable new upholstery fabrics, new fittings, new conveniences . . . as well as new roominess and comfort. De Luxe models feature new foam rubber seat cushions and a new Sound Absorbing Roof Insulation. Entrance and exit is easier in *all* models because rear seats have been moved forward of the wheel housing and doors are wider.

## **NEW CENTER-POINT STEERING—EXCLUSIVE WITH CHEVROLET IN ITS FIELD**

The steering control is centered *between* the wheels instead of behind the left front wheel. This advanced and more balanced steering "geometry" makes driving easier, surer, safer. Road shock and "wander" are amazingly reduced. Only Chevrolet, in its field, gives you this fine-car feature—this important advancement in driver control.



Only Chevrolet, in its field, gives you this fine-car feature—this important advancement in driver control.

*A wonderful new ride...softer, safer, roomier!*



### YOU'RE CRADLED BETWEEN THE WHEELS

With new CENTER-POINT SEATING, you ride where the going's smoothest—between the wheels. Seats have been moved forward so that all passengers are cradled in a new "zone of comfort."



### NEW "FIVE-FOOT SEATS" FOR WONDERFUL NEW ROOMINESS

Rear seats are now as much as nine inches wider! Moved forward of the wheel housing, they extend the full interior width.



### MORE LEGROOM—FRONT AND REAR

A new built-in foot rest under the front seat lets rear passengers stretch their legs regardless of front seat adjustment. The driver and front seat passengers have more legroom, too.



### IMPROVED KNEE-ACTION WITH NEW AIRPLANE-TYPE SHOCK ABSORBERS

Chevrolet pioneered and proved Unitized Knee-Action in its field... and Chevrolet remains the *only* car in its field that has it. And now it is new and improved to contribute

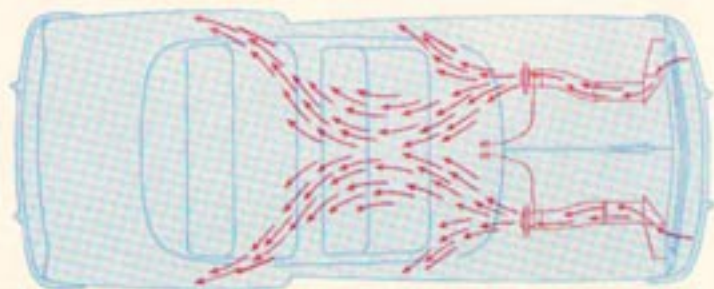
even more smoothness, safety and stability to the ride. The new Airplane-Type Shock Absorbers—also used with the new rear springing—*never* require any maintenance.

### NEW EXTRA-WIDE RIMS WITH NEW EXTRA-LOW-PRESSURE TIRES



The new tires—carrying only 24 pounds of air—help to cushion and absorb bumps and give you a surer, more solid footing on the road. The extra-wide rims are another important new advancement in safety and stability.

# The car that "Breathes" for wonderful all-weather comfort



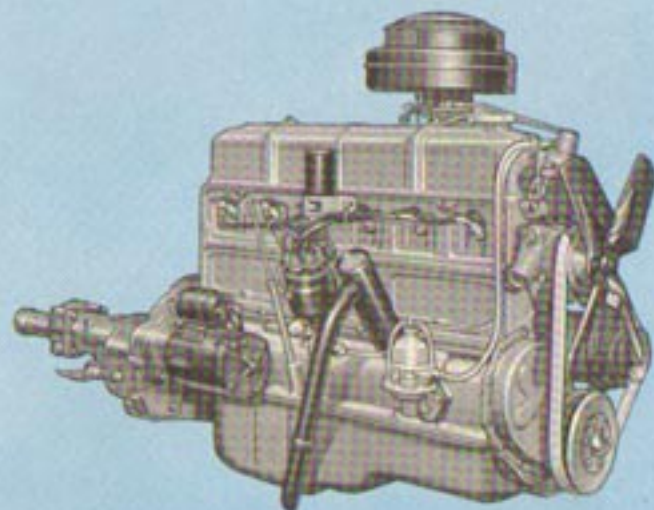
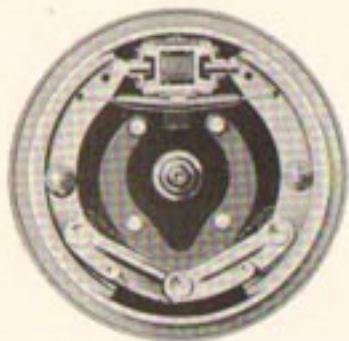
Inside a new Chevrolet, the weather is practically "made-to-order"—controlled by you to suit yourself. Outside air is brought in through new front ventilating ducts and circulated through the car as shown. Stale air and tobacco smoke are forced out. In warm weather, the

incoming air helps to keep you cool and comfortable. In cold weather, it is heated\* to maintain even temperatures front and rear. In any weather, you'll find it easy to keep all windows—including the rear—free of frost and fog.

\*Heater and defroster units optional at extra cost.

## CERTI-SAFE HYDRAULIC BRAKES WITH NEW BRAKING RATIOS

In its field, only Chevrolet has brakes with double-articulated linkage which inherently equalizes braking effort. And new braking ratios make stops swifter, surer and smoother than ever before!

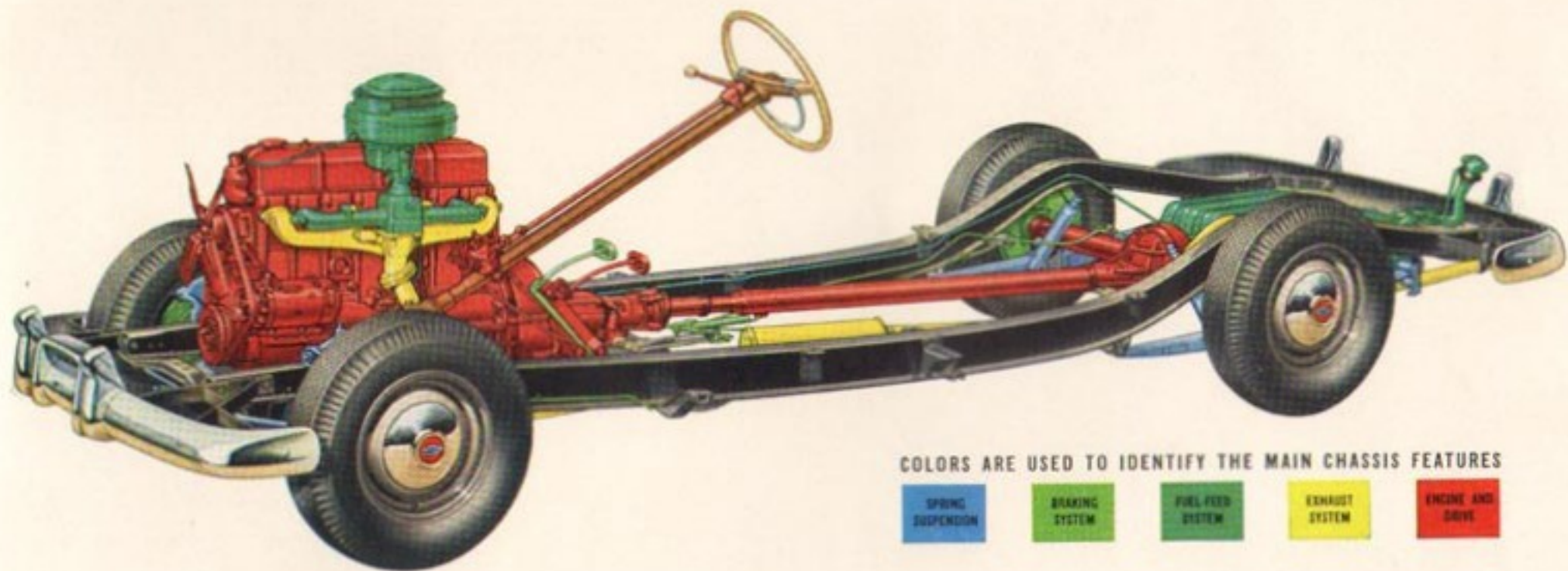


## AN IMPROVED VALVE-IN-HEAD ENGINE FOR WONDERFUL PERFORMANCE WITH ECONOMY

The trend in automotive engines is to valve-in-head design because it makes possible more efficient combustion, intake of fuel and expulsion of exhaust gases. Chevrolet brings you a Valve-in-Head engine that is not only the most *proved* engine in any motor car, but that is *improved* for 1949! Cooling and lubrication systems have

been made more efficient. Carburetion is improved with a new fast idle mechanism. Spark plugs are new, larger, more efficient. The air cleaner is new and finer. There's a new, safer, single-unit exhaust system, and improved engine front mountings to give you even smoother, more silent power at all speeds!

*From every point of view—the most beautiful BUY of all!*



COLORS ARE USED TO IDENTIFY THE MAIN CHASSIS FEATURES

SPRING  
SUSPENSION

BRAKING  
SYSTEM

FUEL FEED  
SYSTEM

EXHAUST  
SYSTEM

ENGINE AND  
DRIVE

WITH 20 MAJOR MECHANICAL ADVANCEMENTS INCLUDING:  
A New, Rugged Frame with Sturdier Body Attachment . . . New Center-Point Steering . . . Certi-Safe Hydraulic Brakes with New Braking Ratios . . . Improved Knee-Action with New Airplane-Type Shock Absorbers . . . New, improved Rear Springing with Diagonally Mounted Airplane-Type Shock Absorbers . . . Improved Valve-in-Head Engine . . . New Hand-E-Gearshift . . . New, improved Transmission with 50% more bearing support . . . New, safer, Single-

Unit Exhaust System . . . New, Extra-Wide Wheel Rims . . . New, Extra-Low-Pressure Tires . . . Improved Carburetion with new fast idle mechanism . . . New, improved Timing Gear Lubrication . . . New, improved Air Cleaner . . . New, larger, more efficient Spark Plugs . . . New, improved Engine Front Mountings . . . New, Positive-Type Push Button starting . . . New Radiator design—33 square inches more frontal cooling area . . . New, improved Parking Brake Control . . . New, faster-filling, Vented Fuel Tank

# SPECIFICATIONS

## POWER PLANT

**Engine Types:** Valve-in-Head, 90 horsepower, six cylinders, 6.6:1 compression ratio.

**Pistons:** Lightweight, cast alloy iron, with slipper skirt, surface treated.

**Crankshafts:** Four, precision interchangeable, thin wall babbit main bearings, counterbalanced, rubber footed harmonic balancer.

**Oiling System:** Specialized system with pressure streams of oil to the connecting rod bearings, instant cold starting lubrication, and positive pressure to crankshaft bearings, camshaft bearings, valve rocker arms and timing gear spray nozzle.

**Fuel System:** Single-adjustable balanced downdraft carburetor, with accelerating pump, Octane Selector, A.C. air cleaner, silencer and flame arrester, fuel mixture heated (thermostatic control) in manifold heat-chamber.

**Cooling System:** Capacity, 16 quarts. Self-adjusting, permanently lubricated water pump. Individually cooled cylinders, full length water jackets. Nozzle jet valve seat cooling.

**Electrical System:** Delco-Reo ignition with centrifugal and vacuum spark-advance control. High intensity spark for heavy duty ignition. Waterproof coil. High output ventilated generator with voltage and current regulator. Delco-Reo starter, with solenoid-operated, positive shift (push button on dash).

**Power Plant Mounting:** Three point, rubber cushioned support with two shear-type rubber torque reaction dampeners.

**Clutch:** Diaphragm spring type, ventilated. Permanently lubricated ball throwout bearings.

**Transmission:** Synchro-mesh with helical gears throughout. Manually operated steering column mounted gearshift control.

## CHASSIS

**Frame:** Box-girder type. In the Convertible a "VK" structure of "T" beam members takes place of Engine Rear Support Cross Member.

**Front Suspension:** Utilized Knee-action, with fully-sealed bearings and direct double-acting hydraulic shock absorbers. Ride Stabilizer.

**Rear Axle:** Semi-floating type with hypoid-drive gears of 4.11 to 1 ratio.

**Rear Springs:** Semi-elliptic springs and shackles of tension type. Rubber insulated. Metal spring covers. Direct double-acting hydraulic shock absorbers.

**Drive System:** Torque tube drive. Tubular propeller shaft, both fully enclosed.

**Brakes:** Four-wheel hydraulic. 11" brake drums.

Self-aligning, full contact brake shoes. Mechanical parking brakes with L-shaped pull handle.

**Steering Gear:** Ball bearing mounted roller sector, worn mounted on tapered roller bearings, fully adjustable. Ratio 17.4 to 1. Center-point steering. Wheel diameter, 17 1/4"; all special models, three-spoke with horn button, all deluxe models two-spoke with horn blowing ring.

**Wheels and Tires:** Five; steel disc with short spokes. 6.70-15 tires on wide base rims. Tire pressure, 24 pounds (Station Wagons 24 pounds front, 20 pounds rear).

**Wheelbases:** 115 inches. Over-all length 197" (including bumpers). Station Wagon 198" (including bumper).

**Chassis Equipment:** Bumpers with two guards, both front and rear. Splash and gravel deflectors front and rear. License guard in front.

## LIGHTS—HORN—BATTERY

**Lights:** Sealed Beam headlamps with foot controlled beam indicator light on instrument panel. Parking lights blended into each side of radiator grille. Dual tail and stop lights on all models except Station Wagons, which have one. Rear license plate lights. Dome light all models. Dual Matched Horns.

**Batteries:** 15-Plate, 100 ampere-hour capacity.

## INSTRUMENT PANEL—CONTROLS—VISION

**Instruments:** Speedometer. Oil pressure and gasoline gauges. Battery charge and engine heat indicator. Variable indirect instrument cluster lighting.

**Controls:** Rubber padded foot controls. Blended, 3 position ignition lock. Lights, choke, throttle, air intake and windshield wiper controls.

**Vision:** Single control dual windshield wipers. Two windshield defroster openings. Adjustable inside rear view mirror (outside on Convertible coupe).

## BODY EQUIPMENT—SPECIAL MODELS

Regular equipment on Special models includes the following:

**Exterior:** Dual tail and stop lights. Dual license lights. Dual horns. Dual windshield wipers. Stainless steel body belt line molding. Stainless steel body all moldings. Stainless steel rear fender crown moldings. Curved windshield with stainless steel center molding. Push-button door handles with key locks in both front doors. Black rubber rear fender shields. Gasoline filler compartment under door in left rear fender. Hood ornament and emblem. Rear deck lid emblem. Chrome-plated headlight rims. Five extra-low pressure tires, size 6.70-15, on five-inch rims. Bumpers and bumper guards, front and rear. License guard on front bumper.

**Interior:** Seats upholstered with tan, striped pattern, pile fabric with rubber-sized back. Doors, sidewalls, and ceiling trimmed with fabrics in solid colors to harmonize with seat material. Brown leather fabric scuff pads with stainless steel molding across top, on all doors. Brown leather fabric facing across top of rear seat back. Carpet on rear floors of sedans and Sport Coupe. Black rubber floor mat in front compartment and luggage compartment. Business Coupe has black rubber mat on floor behind front seat. Sunshade for driver. Inside rear view mirror. Three-spoke steering wheel with horn button in center. Circular instrument cluster, including speedometer with glass figure ring, temperature gauge, fuel gauge, ammeter, and oil pressure gauge. Instrument panel includes nameplate, stainless steel horizontal molding, radio grille, glove compartment with lock, and removable panels for installation of accessory radio controls, clock, ash tray, and cigarette lighter. Brown, deep-luster metallic lacquer on instrument panel and garnish moldings. Contrasting Florida Gray stripe on lower edges of garnish moldings. Ivory plastic control knobs for light switch, throttle, choke, windshield wiper, hood release, ventilators, and window regulators. Dual ventilators in dash. Friction-type ventilators with drip shields in both front doors. Lowering quarter windows in two-door sedans. Lowering forward sections and fixed ventilators in rear door windows of four-door sedans. Fixed quarter windows in coupes. Robe cord in four-door sedans. Two coat hooks. Dome light with integral switch. "Body by Fisher" emblem on right side of front seat. Dual luggage compartment lights (window in each tail light). Painted step plates at door openings. Bumper jack, and combination jack handle and wheel wrench.

## BODY EQUIPMENT—DE LUXE MODELS

Regular equipment on De Luxe models includes the following, in addition to, or in place of the regular equipment listed for Special models.

**Exterior:** Series nameplate (De Luxe) on front fenders. Stainless steel moldings on front fenders and doors. Stainless steel windshield reveal. Stainless steel rear fender shields. Stainless steel side and back window reveals, except on Convertible Coupe and Station Wagons. Chrome-plated side window frames on Convertible Coupe. Short section of belt molding on front doors of Steel Station Wagon. None on Wood Station Wagon. Rear wheel cover panels. Outside rear view mirror on left front door of Convertible Coupe (in place of inside mirror).

**Interior, Sedans and Sport Coupe:** Seats upholstered with tan, striped pattern, flat cloth. Tan, striped pattern, free-breathing, pile fabric optional. Foam

rubber seat pads. Doors and sidewalls trimmed in two-tone combination of tan and brown solid color fabrics, separated by stainless steel molding. Scuff pads on quarter panels of two-door sedans and Sport Coupe. Tan rubber floor mat in front compartment and luggage compartment. Simulated carpet inserts in front floor mat. Two sunshades. Two-spoke steering wheel with horn-blowing ring. Lucite figure ring on speedometer face. Instrument panel includes automatic glove box light, clock, ash tray, and cigarette lighter. Two-tone instrument panel finish of tan and brown deep-luster metallic lacquer. Garnish moldings painted to match tan area of instrument panel. Stainless steel molding across bottom of each garnish molding. Stainless steel inserts in ivory plastic control knobs for light switch, choke, throttle, windshield wiper, and window regulators. Friction-type ventilators in rear doors of four-door sedans. Sliding quarter windows in Sport Coupe. Robe cord. Automatic dome light switch in each front door. Arm rests on doors, front and rear, and on quarter panels of two-door sedans and Sport Coupe. Assist straps in two-door sedans and Sport Coupe. Ash tray in front seat back of four-door sedans. Ash trays in arm rests of two-door sedans and Sport Coupe. Extra roof insulation. Molding between rear seat back and package shelf painted brown. Etched aluminum step plates at door openings with "Body by Fisher" emblem on front door plates. (None at front seat.)

**Interior, Convertible Coupes:** Equipment similar to other models except:

Seats upholstered with combination of genuine leather and tan Bedford cord. Doors trimmed with leather fabric and tan Bedford cord. Sidewalls, front seat back, and sunshades trimmed in leather fabric to match leather on seats. Genuine carpet inserts in front floor mat. Instrument panel and garnish moldings painted body color. Ash trays and arm rests in rear quarter panels. Dome light on roof bow with switch in left quarter panel. No coat hooks, robe cord, or drip shields.

**Interior, Station Wagons:** Equipment similar to other models except:

Tan leather fabric on seats, sunshades, and scuff pads. Foam rubber seat pad on front seat only. Ceiling trimmed with wood-grained leather fabric. Wood panels on doors and sidewalls (no stainless steel molding). Garnish moldings finished with wood grain. Tan rubber floor mat between front and intermediate seats. Tan linoleum on floor below and behind intermediate seat. Plain ivory knobs on window regulators. Sliding quarter windows. No rear seat arm rests, coat hooks, assist straps, robe cord, or extra roof insulation.

The right is reserved to make changes of any time without notice, in prices, colors, materials, equipment, specifications and models, and also to discontinue models.