



CHEVROLET FOR 1951

SMARTER . . . SAFER . . . GREATER IN VALUE

THE STYLELINE DE LUXE 4-DOOR SEDAN

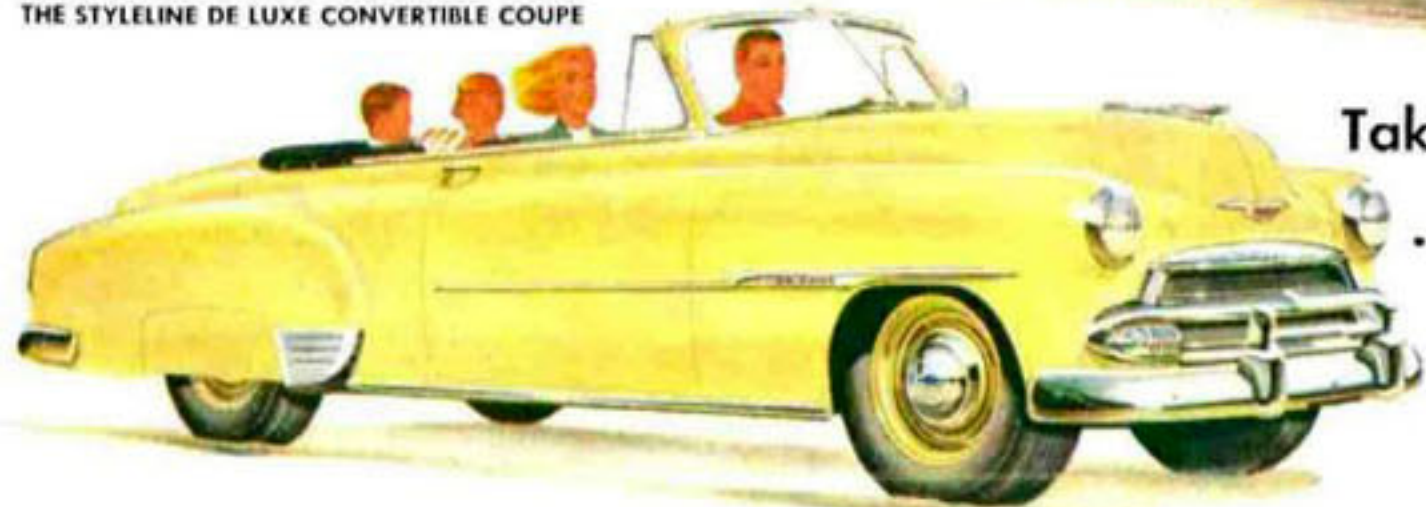
Also available in the Special Model



THE FLEETLINE DE LUXE 2-DOOR SEDAN

Also available in the Special model

THE STYLELINE DE LUXE CONVERTIBLE COUPE



Take your choice of 14 beautiful models
... Styleline or Fleetline Styling ...
brilliant new colors ... Standard
or Automatic Drive



THE BEL AIR



THE STYLELINE DE LUXE STATION WAGON



THE FLEETLINE SPECIAL 4-DOOR SEDAN

Also available in the De Luxe model



THE STYLELINE SPECIAL SPORT COUPE

Also available in the De Luxe model (A special three-passenger Business Coupe is also available)



THE STYLELINE SPECIAL 2-DOOR SEDAN

Also available in the De Luxe model



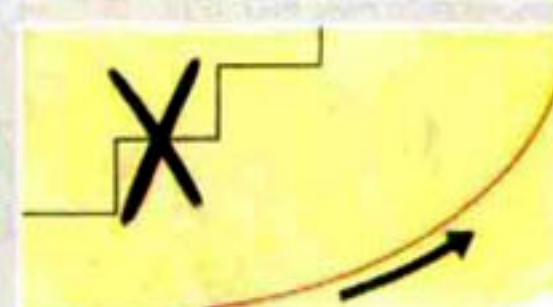
POWERglide

The First and the Only Owner-Proved Automatic Transmission in the Low-Price Field*

Chevrolet for '51 brings you new ease and safety of control in both Standard Drive and with Powerglide automatic transmission. And Powerglide, alone in its field, brings you a complete no-shift driving system—a great 105-h.p. valve-in-head engine, Powerglide

automatic transmission and EconoMiser rear axle—all especially designed and developed to work smoothly together as a team. These sensational advantages of Powerglide driving have been owner-proved over many months and over millions of miles!

*Credentialed as Powerglide automatic transmission and 105 h.p. engine optional on De Luxe models of extra cost.



SIMPLER THAN ABC—A for accelerator—press to GO. B for brake—press to STOP. There's no C because there's no clutch! Only 2 driving operations instead of 14, and you steer with two-handed safety.

A SMOOTH FLOW OF POWER FROM ZERO TO CRUISING SPEED—Oil does it all! There's no direct mechanical connection between engine and rear axle to cause steps or surges as you move smoothly ahead.



SENSATIONAL "HILLABILITY"—You glide up steep hills easily, safely and without strain. Under all circumstances, the engine automatically selects the correct drive ratio to meet the power requirements.



SILENT POWER—FLASHING ACCELERATION—You have tremendous reserves of power and speed to meet any driving emergency. Yet performance is amazingly smooth and quiet at all times.



FORWARD-REVERSE ROCKING—Flick the Pilot Control Lever back and forth between "Low" and "Reverse" and you can rock right out of sand, mud, snow or other rough spots.



BRAKE-SAVING ENGINE HOLDBACK—Your engine "holds back" to save your brakes when you decelerate or descend a hill. In "Low" position, this engine holdback is greatly increased.



PUSH-PROOF PARKING—Set the Pilot Control Lever in "Park" and your Chevrolet is rigidly locked wherever you leave it. There is no danger of the car rolling, or being pushed out of position.



SURE-FOOTED SNOW AND ICE TRACTION—Traction on slippery roads is greatly improved because no excess power is applied to the rear wheels to cause spinning or skidding.

Inside as well as outside . . .

NEW SMARTNESS AND LUXURY IN CHEVROLET'S BODY BY FISHER



New materials, new styling and a new two-tone color treatment make Chevrolet interiors more luxurious and inviting than ever! The foam rubber cushions of the big, soft De Luxe seats are upholstered in a fine quality, light gray broadcloth enriched with dark gray stripes. Deep carpeting and durable leather fabric scuff pads carry out the distinctive new color treatment throughout. Chevrolet, you know, is the only low-priced car to give you Body by Fisher . . . and this beautiful new interior reflects all the greater facilities, experience and skill of the world's largest builder of automobile bodies!

New Safety-Sight instrument panel

The curved instrument panel is completely new in design and placement of controls for greater driving ease and safety. All instruments are compactly grouped in two circular clusters in front of the driver and the control knobs are conveniently placed below in a recessed panel. New night lighting eliminates glare, the driver seeing only the figures and pointers of the instruments, softly illuminated in green.



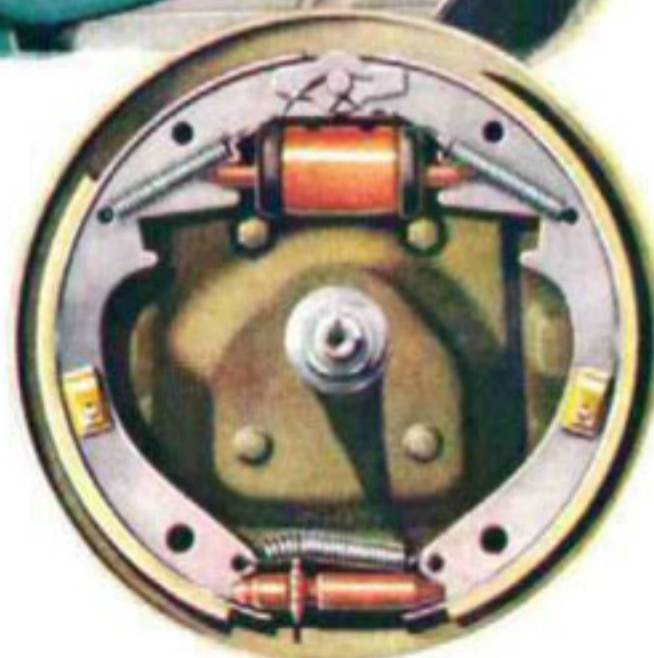
New Jumbo-Drum brakes

for easier, smoother stops and longer brake life

Chevrolet's long been famous for fine brakes—and now Chevrolet brakes are better than ever! As much as 25% less pedal pressure is required with the completely new Jumbo-Drum brakes. Lining area is increased—15% greater in the wider front brakes. Brake life is longer—linings wear more evenly, maintaining top performance over more miles. Self-energization is greater—in both forward and reverse the momentum of the car is used as an important aid in brake application. A gentle touch of your foot on the pedal brings you instant response from these new Jumbo-Drum brakes—brings you to a swift, smooth and safe stop!

Largest brakes in the low-price field!

No other low-priced car can match the eleven-inch diameter of Chevrolet's new Jumbo-Drum brakes. The simple design and sturdy construction make adjustment easy and help to insure positive operation at all times. The entire brake mechanism is sealed against dirt and mud.



Dubl-Life rivetless brake linings

Chevrolet brake linings are not riveted—but bonded—to the brake shoes by the exclusive Perma-Bond process. Because there are no rivets to limit lining wear or to score brake drums, the life of the linings is virtually doubled!



SPECIFICATIONS

POWER PLANT

Engine Type: Valve-in-Head, 92 horsepower, Six cylinders, 6.6:1 compression ratio, Bore 3 $\frac{1}{2}$ stroke 3 $\frac{3}{4}$.

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

Crankshaft: Counterbalanced, Four, precision interchangeable, thin wall babbit main bearings, Rubber floated 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 gears.

Fuel System: Single-adjustment balanced down-draft carburetor, with fast-idle mechanism, Octane Selector, A.C. air cleaner, silencer and flame arrester. Fuel mixture heated (thermostatic control) in manifold heat-chamber, 16-gallon gasoline tank, Fuel tank filler signal (except Station Wagon).

Cooling System: Capacity, 15 quarts. Self-adjusting, permanently lubricated water pump, Individually cooled cylinders, full length water jackets, Nozzle jet valve seat cooling.

Electrical System: Delco-Remy ignition with centrifugal and vacuum spark-advance control. High Intensity spark, heavy duty ignition, Waterproof coil, High output ventilated generator with voltage and current regulator, Delco-Remy starter, with solenoid-operated, positive shift (push button on dash), 15-plate, 100 ampere-hour-capacity battery.

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, Steering column mounted gearshift control.

CHASSIS

Frame: Box-girder type, reinforced for Bel Air. In the Convertible a "VK" structure of "I" 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; fully enclosed.

Brakes: Four-wheel hydraulic, 11" brake drums, Self-energizing, full contact brake shoes with bonded linings, Mechanical parking brakes with L-shaped pull handle.

Steering Gear: Ball bearing mounted roller sector; worm mounted on tapered roller bearings; fully adjustable, Ratio 19.4 to 1, Center-point steering, Wheel diameter, 17 $\frac{1}{4}$ "; all special models, three-spoke with horn button, all De Luxe models two-spoke with full circle horn blowing ring.

Wheels and Tires: Five, steel disc with short spokes, 6.70-15 tires on wide-base rims.

Wheelbase: 115 inches, Over-all length 197 $\frac{1}{2}$ " (including bumpers); Station Wagons, 197 $\frac{3}{4}$ ".

Chassis Equipment: Bumpers with two

guards, both front and rear, Splash and gravel deflectors front and rear, License guard in front.

Instruments: Speedometer, oil pressure and gasoline gauges, battery charge and engine heat indicators arranged in two circular clusters, Variable indirect instrument cluster lighting.

EQUIPMENT

Special Models: Dual windshield wipers and dual horns, Stainless steel moldings on body belt and sill, Key locks in both front doors, Black rubber rear fender shields, Safety plate glass throughout, Rearview mirror, One sunshade, Glove compartment, with lock, Dome light, Two coat hooks, Two-tone gray interior with striped pattern cloth seat upholstery, Illuminated luggage compartment, Bumper jack and combination jack handle-wheel wrench.

De Luxe Models: (In addition to or in place of that furnished with Special Models.) Stainless steel reveals on windshield, side windows, and rear window, Stainless steel moldings on front fenders and doors, Stainless steel rear fender shields, Rear fender moldings, Rear wheel cover panels, Two sunshades, Automatic glove compartment light, Ash tray, cigarette lighter, 39-hour clock, and two-tone paint on instrument panel, Automatic dome light switches in front doors, Arm rests, front and rear (front only in Station Wagon), One rear compartment ash tray in 4-door sedans, two in all other models except Station Wagon, Robe cords in sedans, Assist straps in 2-door sedans and sport coupe, Extra roof insulation (except Station Wagon and Convertible), Foam rubber seat cushion pads (front only in Station Wagon), Two-tone gray interior in sedans and Sport Coupe with striped broadcloth seat upholstery, Four two-tone interior color combinations, with genuine deep-buff leather seat upholstery in Convertible, genuine leather and pile-cord seat upholstery in Bel Air, Tan, simulated pigskin leather fabric seat upholstery in Station Wagon.

The following exceptions to the general specifications for De Luxe models apply only to those equipped with automatic drive.

Engine Type: New, valve-in-head, 105 horsepower, 6 cylinders, 6.7:1 compression ratio, Bore 3 $\frac{3}{16}$; Stroke 3 $\frac{1}{16}$.

Hydraulic valve lifters.

Oiling System: Same as conventional engine except that oil under pressure is also directed to hydraulic valve lifters.

Cooling System: Capacity 16 quarts, Pressure cap, Transmission oil, water cooled, No nozzle jet valve seat cooling.

New Automatic Transmission: No manually operated clutch or clutch pedal, Infinite number of speed ratios, Steering column controls for Parking Lock, Neutral, Drive, Low, and Reverse.

Front Suspension: Heavy-duty coil springs.

Rear Axle: Ratio 3.55:1.

Wheels and Tires: Convertible has 7.10-15—4-ply tires.

Powerglide: On deck lid ornament.



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