

'52



America's most beautiful low-priced car



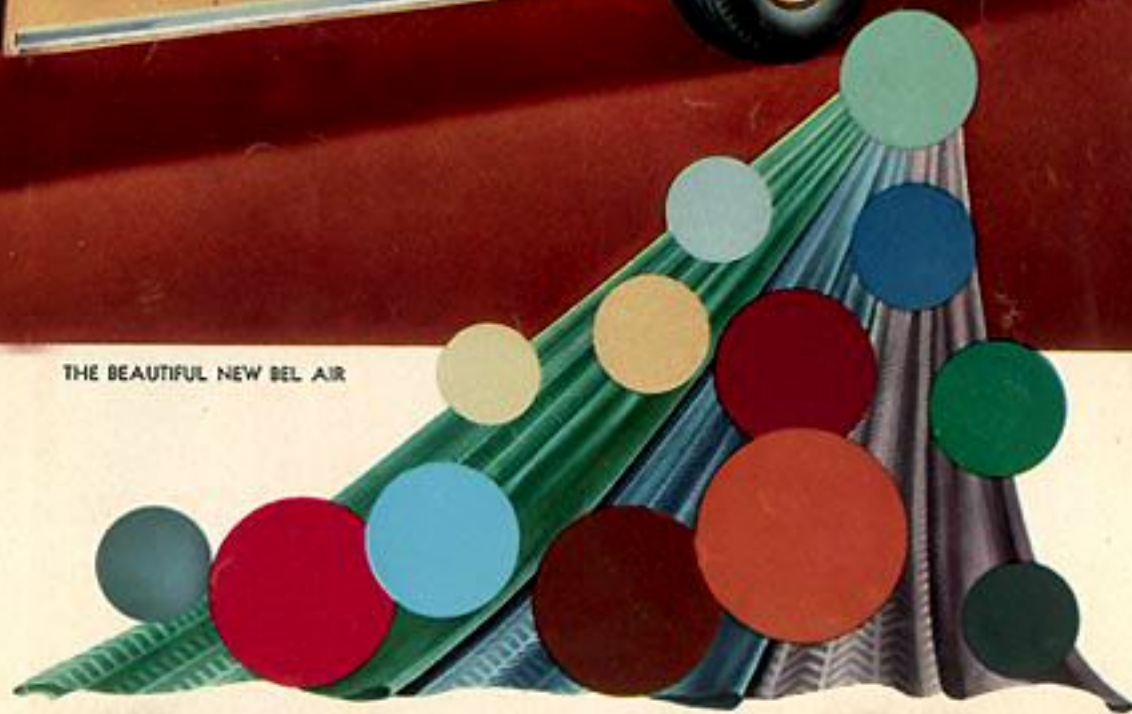


More beautiful than ever
with Brilliant New Color Harmonies inside and out

It's the smartest, most colorful Chevrolet you ever saw! There is new styling . . . a clean-lined new grille design, new wider parking lights, new trim and ornamentation front and rear. There are new exterior colors and combinations—the most beautiful choice in the low-price field—*matched by completely new interiors in colors that complement the body colors!* And there are new

and improved features, plus solid, deep-rooted quality in every engineering detail, to make this new Chevrolet an outstandingly fine, dependable and economical performer over a long, long time . . . the kind of *proved* quality that, year after year, leads more people to buy Chevrolets than any other car . . . the kind of *proved* quality that's especially important to you today!

THE BEAUTIFUL NEW BEL AIR



*New
De Luxe Interiors*

introduce Colorful New Luxury
to the low-price field!

It's a new concept in color harmony. For example, green outside, green inside . . . blue outside, blue inside . . . gray, maroon, beige or black outside, gray inside. And these color harmonies are carried out in even finer fabrics of an exciting new design—superb chevron-patterned flat cloth with solid bands of highest quality broadcloth. Here is rich and restful comfort beyond comparison in Chevrolet's field!



The De Luxe interior in contrasting shades of gray. Foam rubber cushions add buoyant softness to the deep, comfortable seats.



The De Luxe interior in green. Note that the color treatment extends even to the upper part of the Safety-Sight instrument panel as well as to the sunshades and arm rests.



Safety-Sight
instrument panel

The gracefully curved design eliminates glare from instrument lights reflecting in the windshield. Instruments are conveniently grouped, and control knobs recessed, for ease and safety. Color treatment conforms to over-all interior colors.



The blue De Luxe interior. Fine materials and workmanship make these new interiors as practical and durable as they are attractive and different.

New features . . . proved and improved features . . . solid quality throughout!



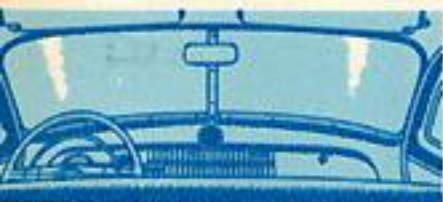
Valve-in-Head Engine with New, Improved Carburetor

Valve-in-head design for greater efficiency and economy . . . new carburetor for even more positive acceleration and smoother performance!



Jumbo-Drum Brakes with Dubl-Life Linings

Chevrolet's Jumbo-Drum brakes provide a full eleven-inch drum diameter for smoother, safer stops and longer life. Bonded, rivetless linings last up to twice as long.



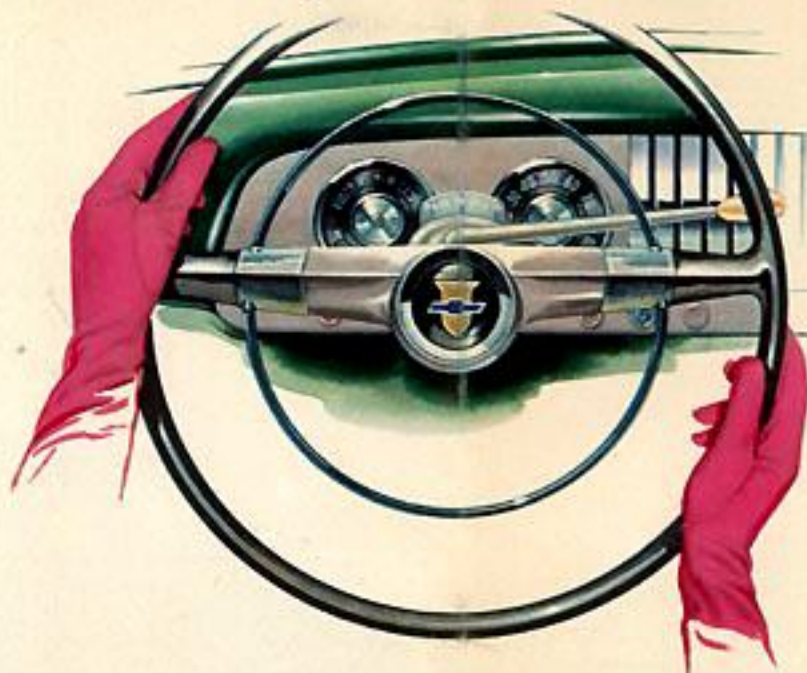
Panoramic Visibility

The big, smartly curved windshield sweeping back to narrow corner posts, and the generous safety plate glass all around, give you a broad, free outlook in all directions.



Unitized Knee-Action

Unitized Knee-Action is an important comfort and safety feature that's exclusive to Chevrolet in its field. Improved shock absorbers make the ride even smoother and more restful!



For low-cost motoring at its smooth and easy best

POWER *glide**

Until you drive a new Chevrolet with Powerglide automatic transmission, you'll never know how smooth, simple and safe low-cost motoring can be. You simply press the accelerator to go and press the brake to stop, in all normal driving. There's no clutch pedal, no gearshifting, no power steps or surges between speed ranges. You move ahead with an un-

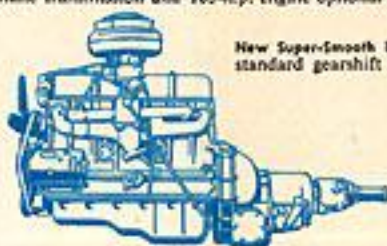
broken flow of power because there are no complicated starting or intermediate gears that engage and disengage of their own accord.

And now a Powerglide Chevrolet is an even more outstanding performer with a new carburetor and automatic choke, new super-smooth engine mountings, improved shock absorbers.

*Combination of Powerglide automatic transmission and 105-h.p. engine optional on all De Luxe models at extra cost.

EconoMiser Rear Axle

Part of the Powerglide power team, this EconoMiser rear axle permits fewer engine revolutions for each turn of the wheels. And that means you go farther on each gallon of gas.



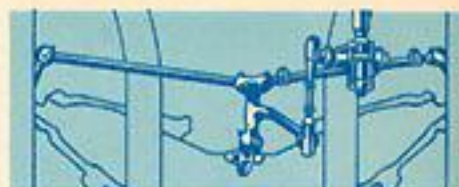
105-h.p. Valve-in-Head Engine with New Automatic Choke

Coupled to Powerglide is the most powerful engine Chevrolet has ever built. And now it brings you even easier starting, smoother warm-up and cold weather performance with its new carburetor with automatic choke.

New Super-Smooth Engine Mountings on both Powerglide and standard gearshift models for even smoother performance.

Box Girder Frame

Here's a broad and solid base of great rigidity and stability to cradle and protect you every mile you drive. Note the extra-strong construction of side and cross members.



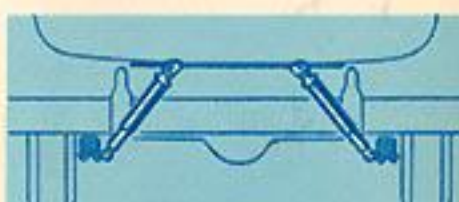
Center-Point Steering

Steering control is centered between the front wheels to make driving, slow speed maneuvering, and parking, easier and safer. You're the confident master of every driving situation.



Fisher Unisteel Construction

Steel welded to steel above you, around you and beneath you into a single unit of massive strength. Only Chevrolet in its field gives you the safety of Fisher Unisteel construction.



Improved Shock Absorbers

Improved airplane-type shock absorbers at the rear are diagonally mounted to increase the stability of the ride and to prevent sway. New shock absorber valve action levels the bumps on any road!

Hydraulic-Hushed Valve Lifters

Smooth, quiet valve operation in Chevrolet's great 105-h.p. engine is assured by self-adjusting, hydraulic valve lifters . . . a feature of America's costliest cars. The need for periodic valve adjustment is eliminated.



The Styleline De Luxe 4-Door Sedan





STYLELINE DE LUXE 2-DOOR SEDAN

A model to meet every motoring need . . . completely, economically, dependably

Take your choice of passenger room from three in the Business Coupe to eight in the Station Wagon. Take your choice of sedan styling between gracefully curved Styleline or

smooth flowing Fleetline . . . your choice of sports models between beautiful Bel Air or glamorous Convertible. Choose one of the 26 brilliant new colors or color combinations

that suit you best . . . select Powerglide or the silent Synchro-Mesh transmission. Whatever you want in a motor car, you'll find it here in full measure and at a cost that means a

substantial saving. Take your choice of these great new Chevrolets for 1952 . . . and drive with pride and satisfaction today, tomorrow, and for years to come!



THE CONVERTIBLE



STYLELINE DE LUXE SPORT COUPE



STYLELINE SPECIAL 4-DOOR SEDAN



STYLELINE SPECIAL SPORT COUPE



THE BEL AIR



FLEETLINE DE LUXE 2-DOOR SEDAN



STYLELINE SPECIAL 2-DOOR SEDAN



STYLELINE SPECIAL BUSINESS COUPE



THE STATION WAGON

SPECIFICATIONS

POWER PLANT

Engine Types: 4-cylinder, valve-in-head 216.5 cu. in. displacement. Bore x stroke, 3 1/8 x 3 3/4 in. Compression ratio, 6.6:1. Horsepower, 92 at 2400 rpm. **Pistons:** Lightweight cast alloy iron, with slipper skirt. Surfaces treated to resist wear. Three rings, all above pin.

Crankshaft: Drop-forged steel. Counterbalanced. Rubber-floated harmonic balancer.

Main Bearings: Four, thin-wall babbit, precision interchangeable.

Lubrication System: Four-way (1) pressure streams to connecting rod bearings, (2) full pressure to main and camshaft bearings and timing gears, (3) metered pressure to valve mechanism, (4) splash to cylinder walls. Gear pump. Crankcase ventilator. Refill capacity, 5 qts.

Fuel System: Single throat, down-draft carburetor concentric float bowl, vacuum fuel enrichment valve, enclosed accelerator pump with fuel-lubricated piston, manual choke, with fast-idle mechanism. Air cleaner. Thermostatic manifold heat control. Octane Selector. 16-gallon tank. Overflow alarm. And concealed filler in sedans and coupes.

Cooling System: Pressure type with four-pound cap. Ribbed cellular radiator. Self-adjusting seal, and permanently lubricated water pump. Thermostatic heat control. Nozzle-jet valve seat cooling. Water jackets full-length of piston stroke around all cylinders. Capacity, 15 qts.

Electrical System: Automatic spark control. Sealed ignition coil. 14 mm spark plugs. High-output ventilated generator, with current and voltage regulators. Solenoid-operated push-button starter, with positive shift.

Clutch: Ventilated, diaphragm spring type, with permanently lubricated ball throw bearing.

Transmissions: Three-speed Synchro-Mesh. Steering column gearshift. Gear ratios: Low and reverse, 2.94:1; intermediate, 1.68:1; High, 1:1.

Power Plant Mounting: Rubber-cushioned, 3-point. High side mountings.

CHASSIS

Frames: Full-length box-girder type. Extra reinforcements in Bel Air. Special VK structure of I-beams in frame of Convertible.

Front Suspension: Utilized Knee Action. Life-sealed double-acting shock absorbers. Ride stabilizer.

Rear Suspension: Rubber-cushioned semi-elliptic springs. Metal covers with fabric. Tension-type shock absorbers. Life-sealed, double-acting shock absorbers, mounted diagonally.

Rear Axle: Hypoid, semi-floating, with six ball and roller bearings. Ratio, 4.11:1.

Drive System: Torque tube, with fully enclosed universal joint and tubular propeller shaft.

Brakes: Hydraulic, self-energizing. Bonded linings. 11-inch drums, with cast alloy iron braking surfaces. Mechanical actuation of rear brakes for parking.

Steering: Centerpoint. Semi-reversible type gear, ratio, 19.4:1.

Wheels: Short-spoke, steel disk. Wide base rims.

Tires: Extra-low pressure type. 6.70-15-4 ply. (Station Wagon—6.70-15-6 ply.)

Exterior Dimensions (nominal): Wheelbase, 115 inches. Over-all length, 197 3/4 inches. Over-all width, 74 inches.

Chassis Equipment: Bumper and guards. Front license guard. Front fender moldings on De Luxe Series. Gravel deflectors, front and rear. Bumper jack. Jack handle and wheel wrench.

LIGHTS—HORN—BATTERY

Lights: Thermal circuit-breaker-protected lighting system. Sealed beam headlights; beam indicator on speedometer. Parking lights in radiator grille. Tail and stop lights with separate reflector buttons. Rear license light. Single tail, stop, and license light on Station Wagon, automatically positioned with tail gate. Dome light, with manual switch; except Bel Air which has sidelights—automatic switch of each front door in De Luxe Series. Matched horns. **Battery:** Fifteen-plate, 100 ampere-hour.

INSTRUMENT PANEL—CONTROLS—VISION

Instrumentation: Speedometer, oil pressure and gasoline gauges, battery charge and engine heat indicators. Adjustable indirect lighting.

Controls: Two-spoke steering wheel, with full-die horn-blowing ring. De Luxe Series; three-spoke wheel, with horn button, Special Series. Rubber-padded clutch, brake, and accelerator pedals; foot-controlled headlight dimmer switch. Illuminated three-position ignition lock switch. Ivory plastic control knobs, with bright metal inserts in De Luxe Series. Finger-rip gearshift lever. L-handle for parking brake.

Windows: Two windshield wipers. Two full-width windshield defroster openings. Two adjustable sunshades in De Luxe Series; one in Special Series. Adjustable rear view mirror.

BODIES

General Features: Fisher Unisteel construction with integral rear fenders, welded-in instrument panel, and solid steel underbody. Turret top, except hydraulically operated folding top on Convertible. Thorough insulation. Painted pyroxylin lacquer finish. Safety plate glass, except vinyl plastic rear window in Convertible. Large, sloping, curved windshield. Friction-type ventilators for No Draft ventilation, with drip shields in front doors of all Turret Top models. Lowering windows in all doors. Lowering rear quarter windows in two-door sedans, Bel Air, and Convertible; sliding in De Luxe Sport Coupe and Station Wagon. Friction-type ventilators in rear doors of De Luxe four-door sedan. Dual ventilators in dash panel, individually controlled. Inclined plane front seat adjustment. Push-button door handles, with key locks in both front doors. Concealed door hinges.

Exterior Decoration and Equipment: Bright metal moldings on body sill, belt line, and windshield divider. Bright metal ventilator frames. In addition in De Luxe Series: bright metal moldings on doors, rear fenders, windshield reveal, side window reveals of sedans and Sport Coupe, rear window reveal of sedans, Sport Coupe, and Bel Air; and rear window dividers of Bel Air; bright metal rear fender shields (black rubber in Special Series); rear wheel cover panels.

Interior Appointments: Chrome-plated, low-hub hardware. Rear seat foot rest in floor panel. Two coat hooks in sedans, sport coupes, and business coupe. Package shelf in sedans, coupes, and Bel Air, with metal molding in De Luxe sedans and Sport Coupe. Etched aluminum step plates in De Luxe Series; painted steel in Special Series. Leather fabric tuft pads on doors and rear quarter panels.

In addition, in De Luxe Series: foam rubber cushion pads in front seats and in rear seats of sedans and coupes; front arm rests in all models; rear arm rests in sedans and coupes; rear compartment ash tray in four-door sedan and Station Wagon, one in each arm rest of two-door sedans and coupes; bright metal moldings across tops of tuft pads; and across lower edge of side window garnish moldings in sedans and coupes; extra sound insulation on roof panel of sedans, Sport Coupe, and Bel Air; bright metal side window frames in Bel Air and Convertible; and exposed roof bows with bright metal finish in Bel Air and with wood finish in Station Wagon.

Luggage Compartment Features of sedans and coupes: Counterbalanced, automatically locking deck lid, with concealed hinges. Black leather-grained sidewall trim and rubber floor mat. Illuminated from window in each tail light housing. Spare wheel and tire mounted vertically in well at right side. Hold-down spring to retain tools. Station Wagon has 4 doors—center and rear seats removable for extra luggage space.

COLORS—UPHOLSTERY

Exterior Colors: Nine colors and four two-tone combinations for sedans, sport coupes, and business coupe; four colors and eleven two-tone combinations for Bel Air; ten paint colors and five top fabric colors for Convertible; and four colors in combination with wood grain finish for Station Wagon.

Upholstery: De Luxe Series interiors color-coordinated with exterior; seat upholstery of chevron pattern cloth with plain broadcloth in sedans and Sport Coupe, of novelty pattern cloth with genuine deep-buff leather in Bel Air, of full genuine deep-buff leather in Convertible and of leather fabric with pig-skin finish in Station Wagon. Two-tone gray interiors in Special Series, with seat upholstery of checked pattern cloth.

Special features of De Luxe models with automatic drive.

Engine Types: 235.5 cubic inch displacement. Bore x stroke, 3 3/8 x 3 1/4 inches. Compression ratio, 6.7:1. Horsepower, 105 at 3600 rpm.

Piston Rings: One twin-type and one taper-face compression ring, one wide-slot oil control ring.

Valve Mechanism: Self-adjusting hydraulic valve lifters.

Fuel System: Automatic choke.

Cooling System: Transmission oil cooler.

Transmission: Automatic, hydraulic torque converter, with planetary gears for reverse and emergency low, Manual selector for hydraulic control of transmission, mechanical parking lock control. Safety switch in starter circuit. Maximum torque converter ratio, 2.2:1. Planetary gear ratio, 1.82:1. Over-all ratios: Drive, 2.2:1; Low and Reverse, 4:1. Refill capacity, 9 qts.

Rear Axle: Ratio, 3.55:1.

Tires: 7.10-15—4-ply on Convertible.