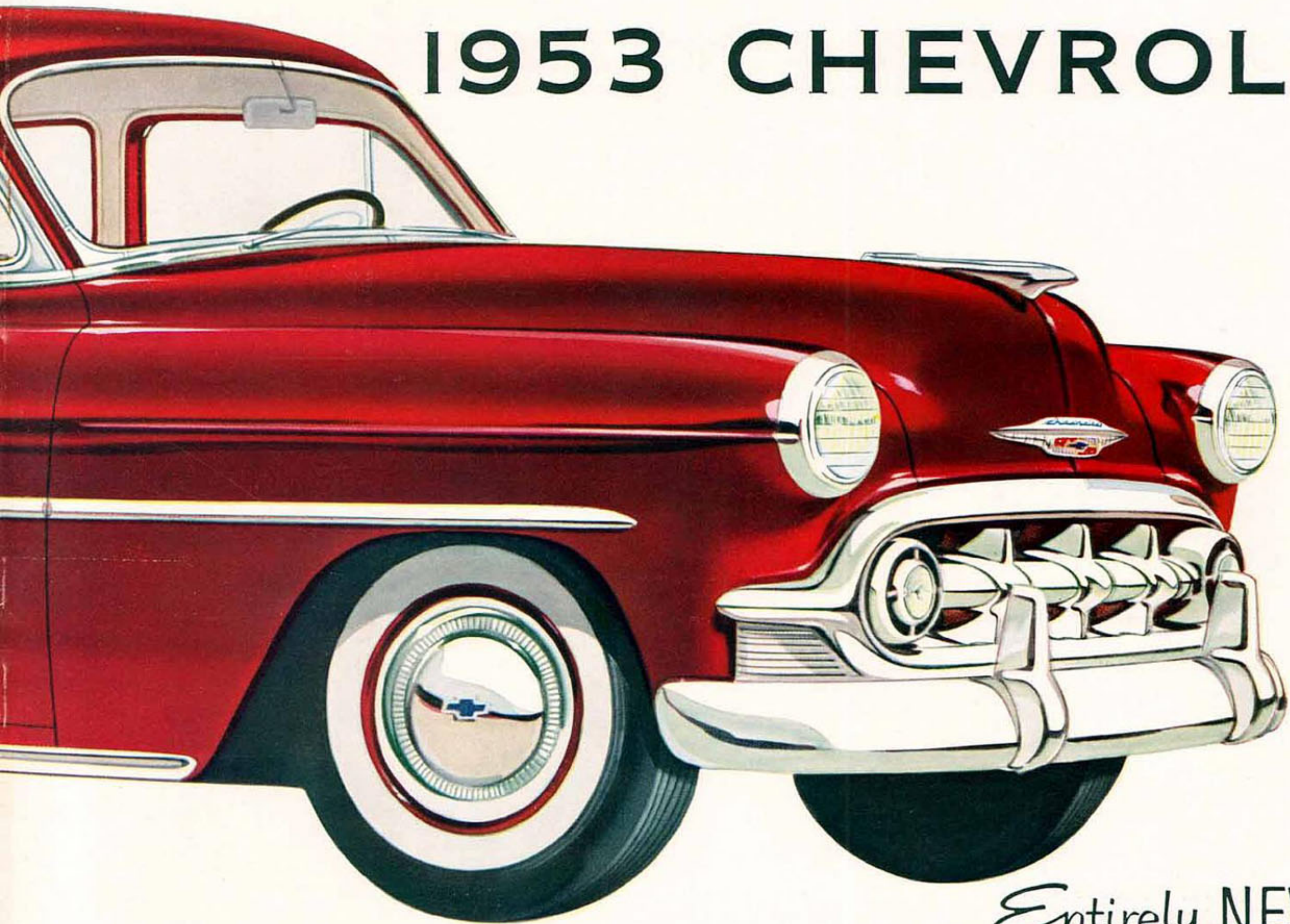


# 1953 CHEVROLET



Entirely NEW  
through and through!



# PRESENTING—THE ALL-NEW 1953 CHEVROLET

16 BEAUTIFUL MODELS IN 3 SUPERB NEW SERIES

CHEVROLET proudly presents three beautiful new series for 1953—with 16 models offering the most exciting selection in the low-price field.

The luxurious new Bel Air Series in four beautiful body styles introduces an entirely new kind of Chevrolet that's in a class all its own. Truly, there's never been anything like it up to now!

The distinctive "Two-Ten" Series brings you dramatic new styling with rich interior appointments that set its seven new models apart from all other low-priced cars.

And the thrifty "One-Fifty" Series in five models brings smart new Chevrolet styling and performance to economy-minded motorists.

All of these new 1953 Chevrolets offer you greater performance and economy, more comfort and safety. A choice of two great engines—the new 115-h.p. high compression Blue-Flame Valve-in-Head engine teamed with a sensational new Powerglide automatic transmission (optional on Bel Air and "Two-Ten" models at extra cost) or the greatly advanced Thrift-King engine with synchro-mesh transmission for standard driving. New Power Steering, available on all models at extra cost. New sturdier, heavier Unisteel construction of world-famous Body by Fisher . . . and a host of other new features throughout the line.

Here in the 1953 Chevrolet you will find *America's greatest value . . . and your best buy!*



THE BEL AIR SERIES  
to be compared only with higher-priced cars.

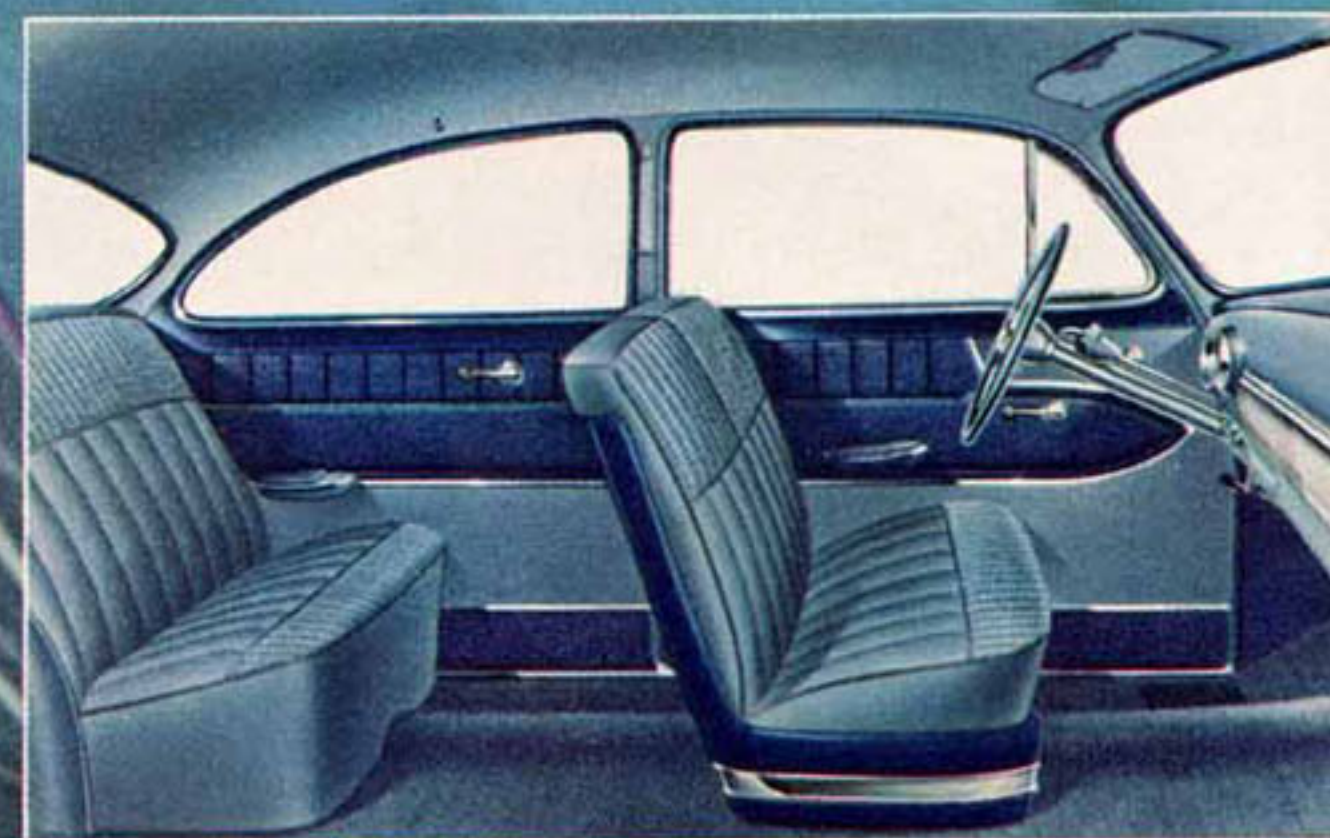


THE "TWO-TEN" SERIES  
a new standard of quality in the low-price field.



THE "ONE-FIFTY" SERIES  
lowest-priced of all quality cars.

THE  
BEL AIR  
SERIES

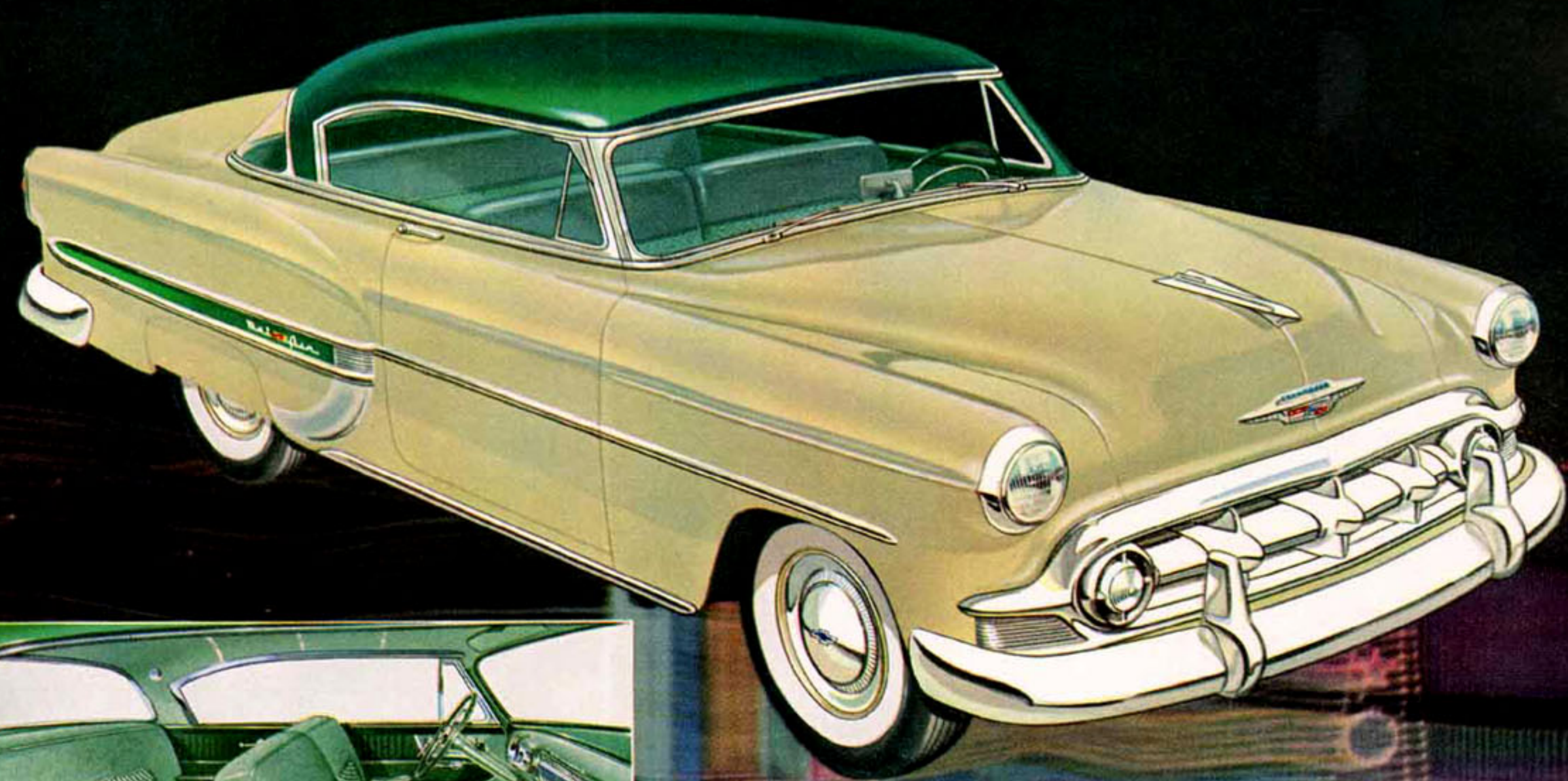


#### THE BEL AIR 2-DOOR SEDAN

The 2-Door Sedan gains new beauty and luxury in the style-leading Bel Air Series. Notice the extra-wide range of vision all around with one-piece windshield and extra large side and rear windows. The luxurious color-matched interiors with rich two-tone upholstery of fine new fabrics.



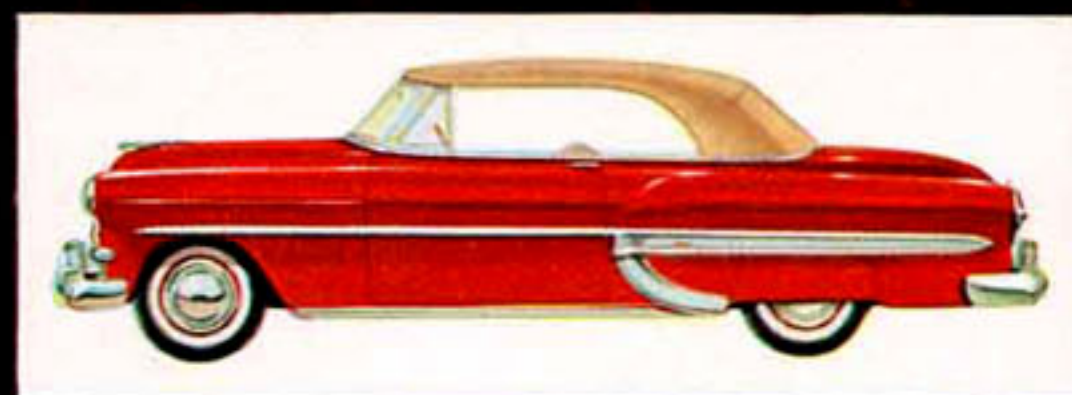
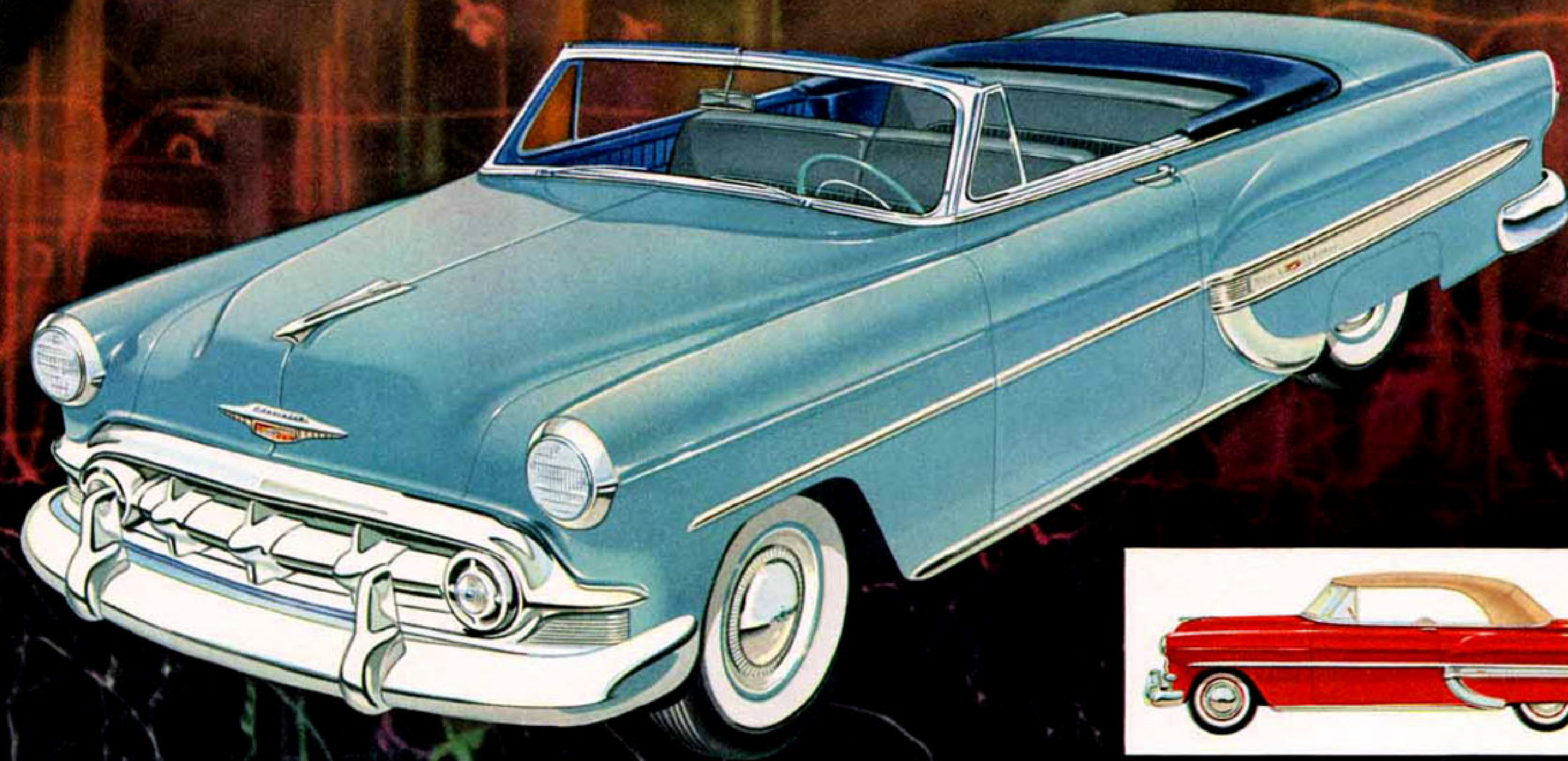
THE  
BEL AIR  
SERIES



**THE BEL AIR SPORT COUPE**

More distinctive, more glamorous than ever! The beautiful, new upholstery harmonizes with a variety of solid colors and two-tone combinations. New center-fold front seat backs swing in toward the center when folding forward, allowing more room for entering or leaving the rear seat.

THE  
BEL AIR  
SERIES

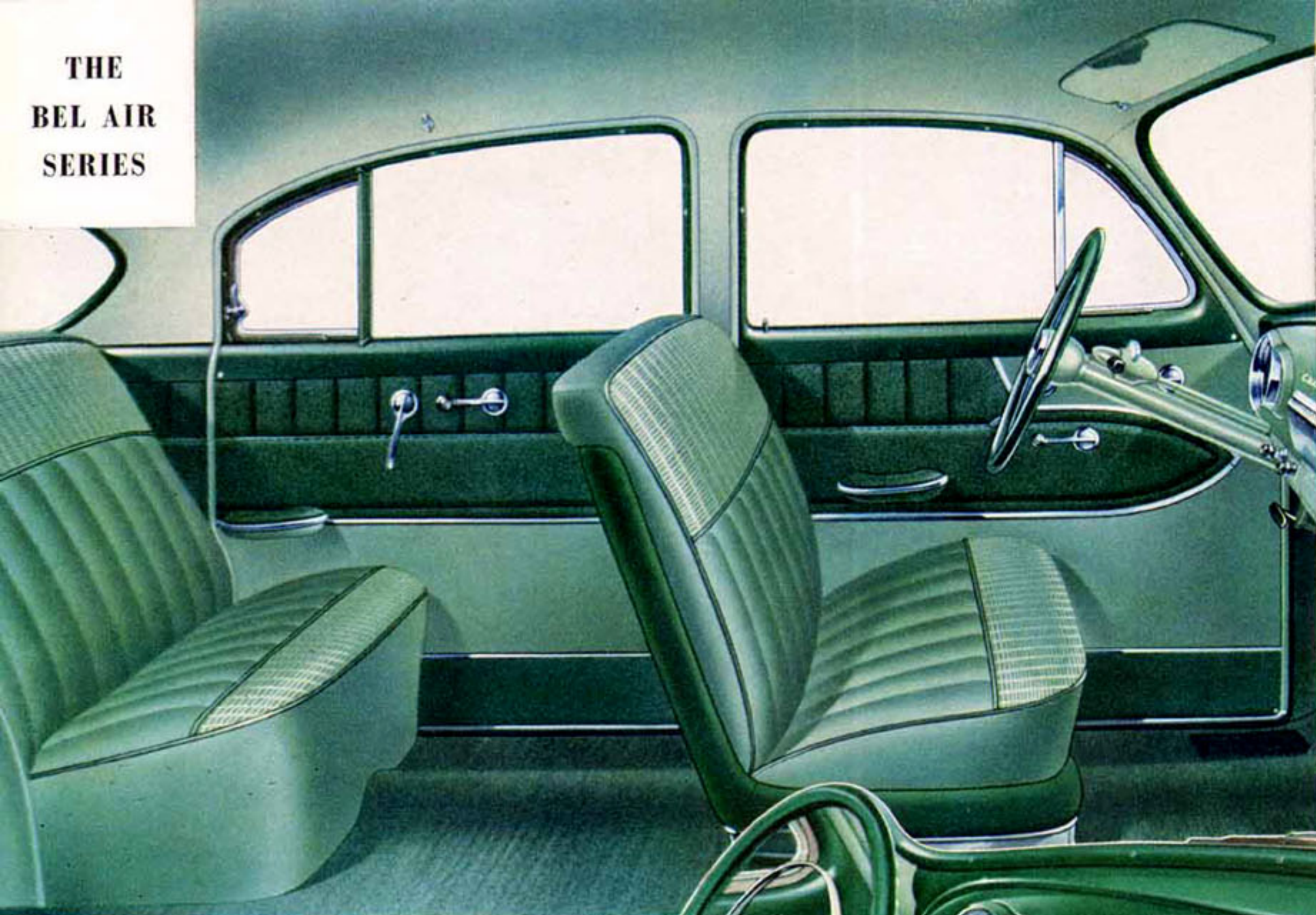


**THE BEL AIR CONVERTIBLE**

Here is convertible smartness beyond compare in the low-price field. Interior appointments include a striking new upholstery treatment with trim to harmonize with the exterior of the car. A touch of a button sends top up or down. Available in a wide choice of colors.



**THE  
BEL AIR  
SERIES**

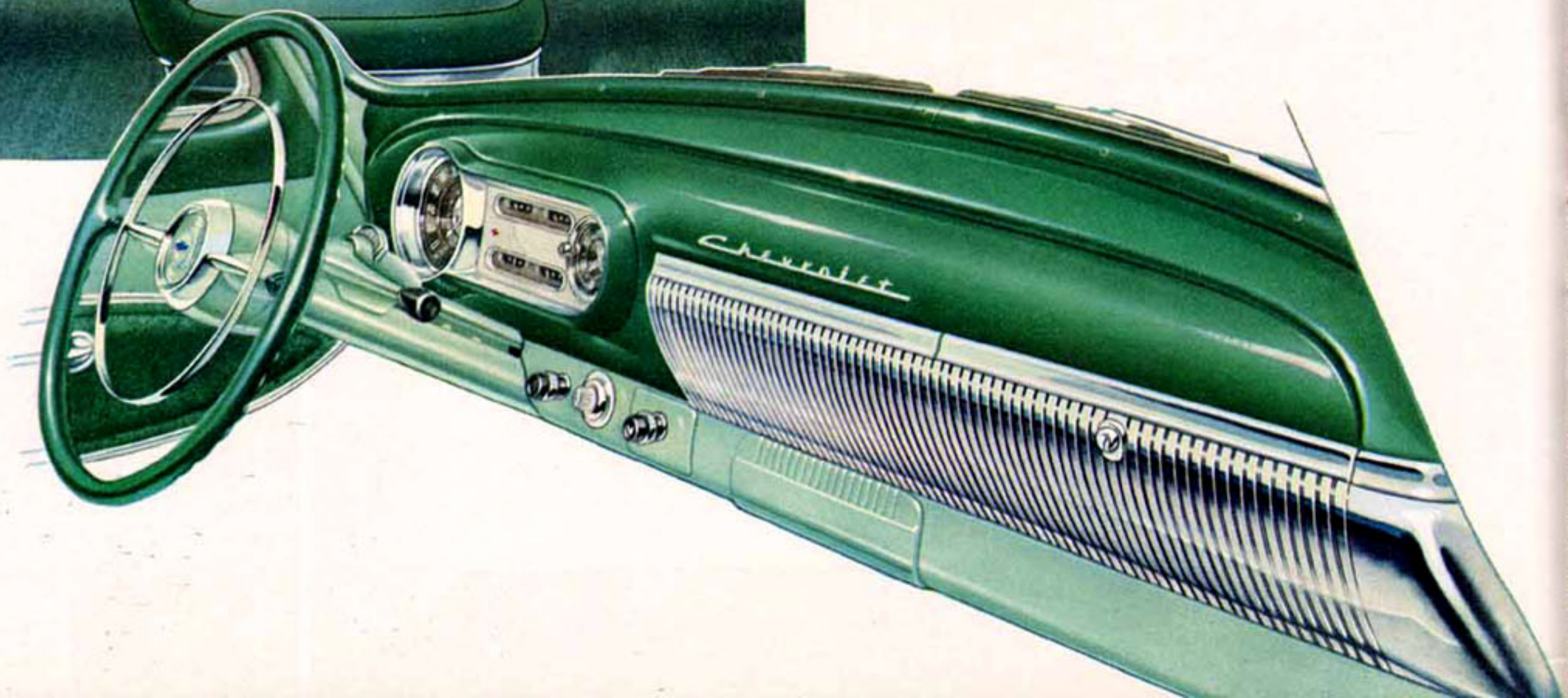


**INTERIOR OF BEL AIR 4-DOOR SEDAN**

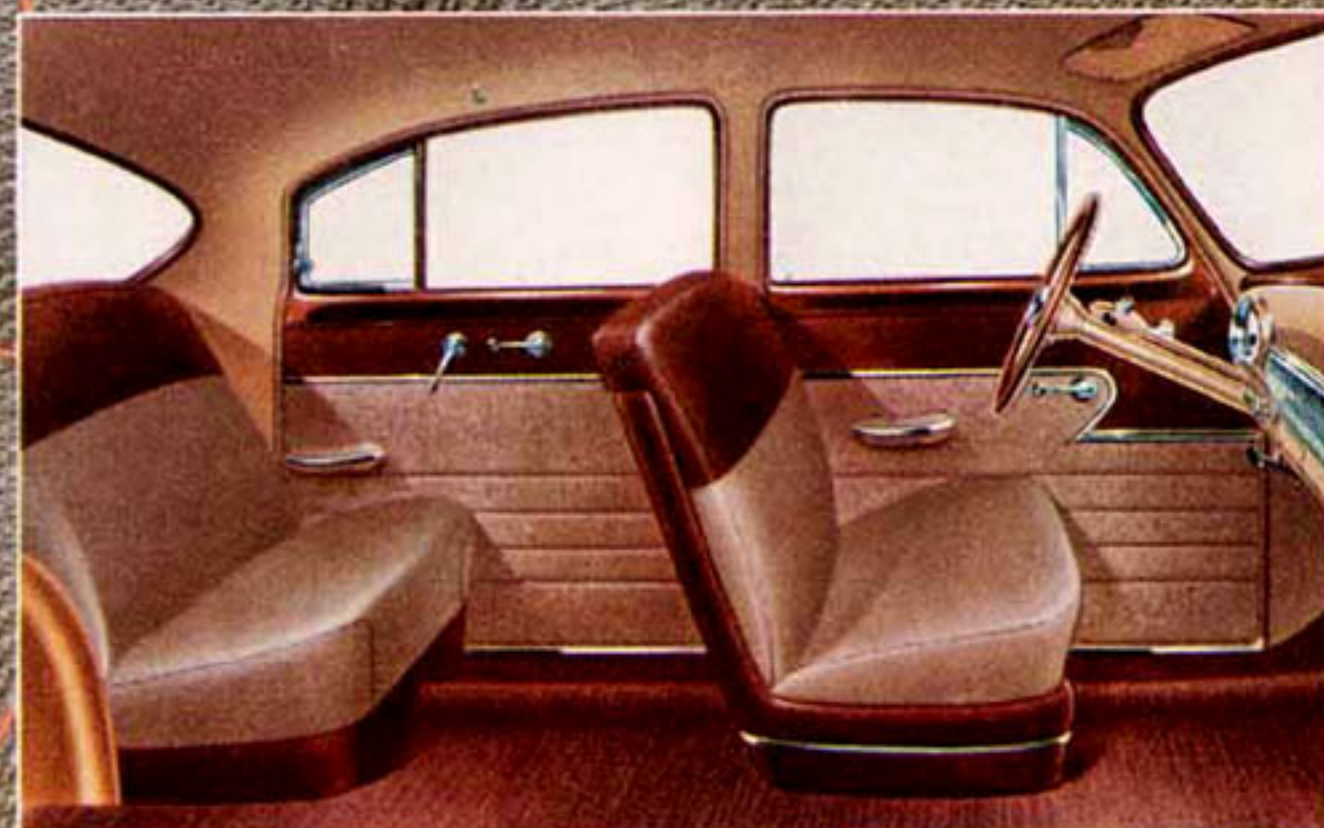
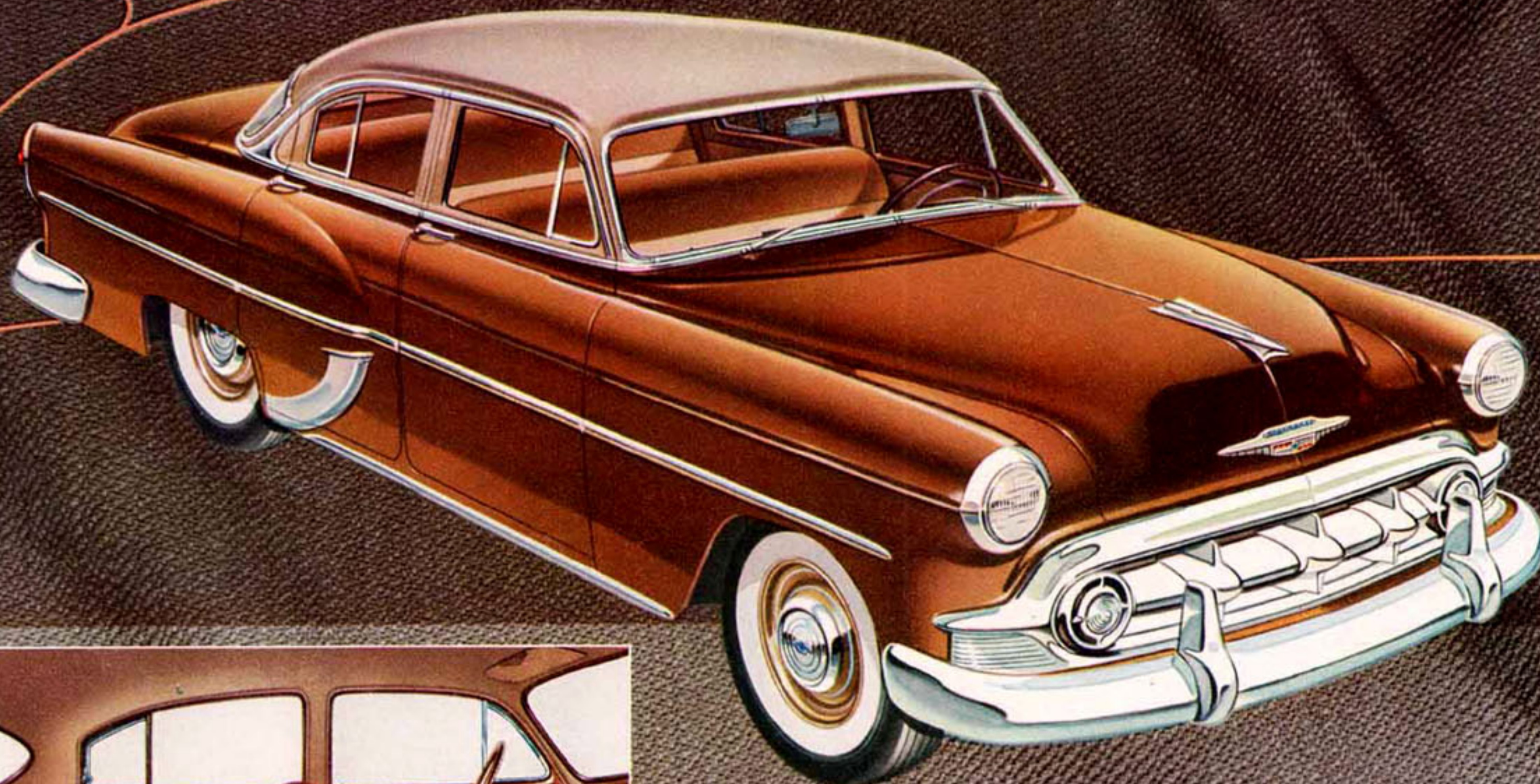
Every inch of the richly appointed interior speaks of luxury unmatched by any other car in the low-price field. Two-tone upholstery in rich, heavy cloth harmonizes with a wide choice of exterior colors. New crank-type regulators for front ventipanes insure easy opening and closing.

**THE BEL AIR INSTRUMENT PANEL**

The rich gleam of heavy chrome sets off the beauty of the new Bel Air instrument panel. Instruments and controls are placed for easiest reading and greatest convenience.



**THE  
"TWO-TEN"  
SERIES**



**THE "TWO-TEN" 4-DOOR SEDAN**

Here is distinctive beauty in a family car! More visibility with one-piece windshield and wrap-around rear window. More room and comfort for six passengers. Beautifully styled interiors upholstered in four two-tone combinations to harmonize with your choice of exterior color.

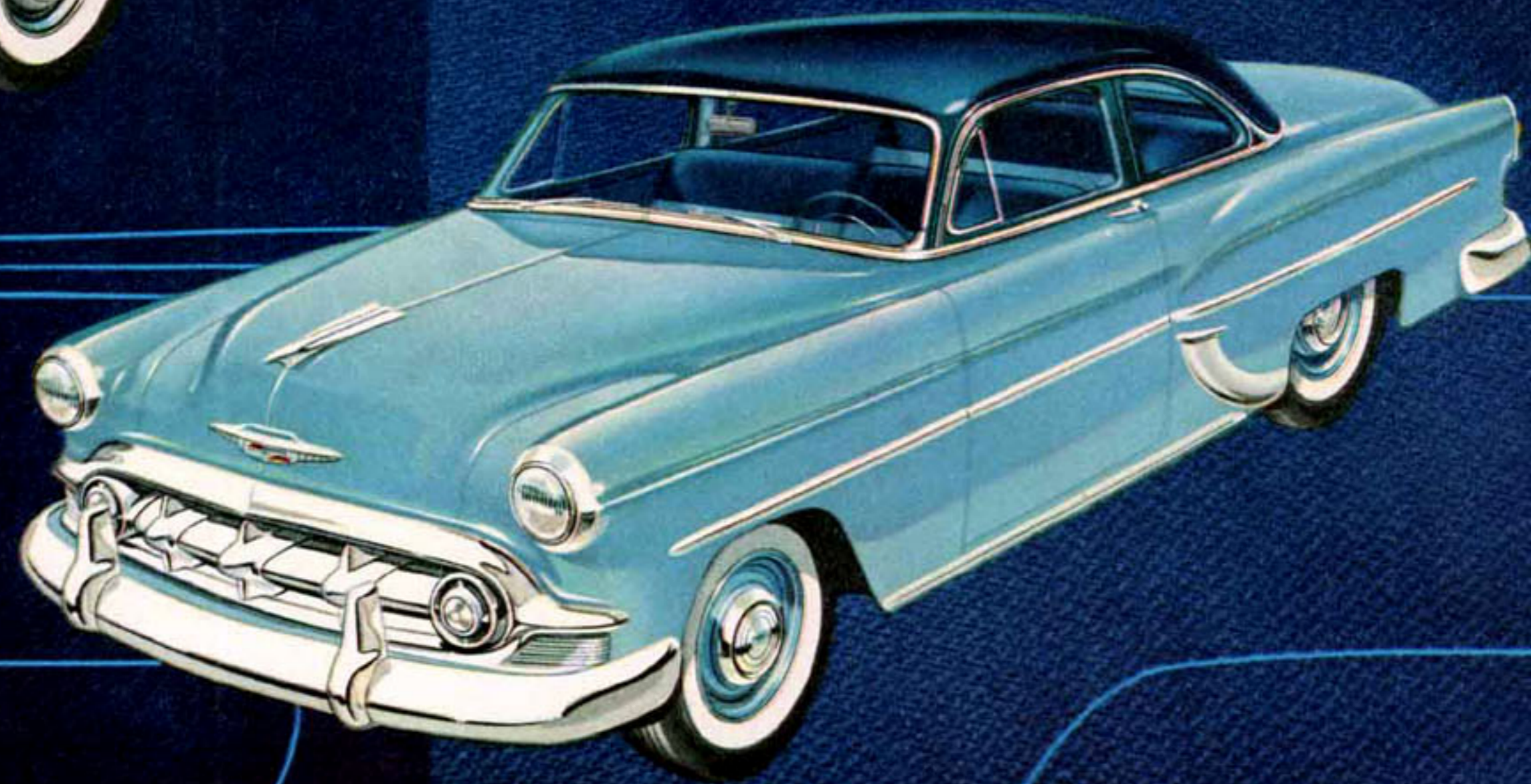


THE  
"TWO-TEN"  
SERIES



THE "TWO-TEN" 2-DOOR SEDAN

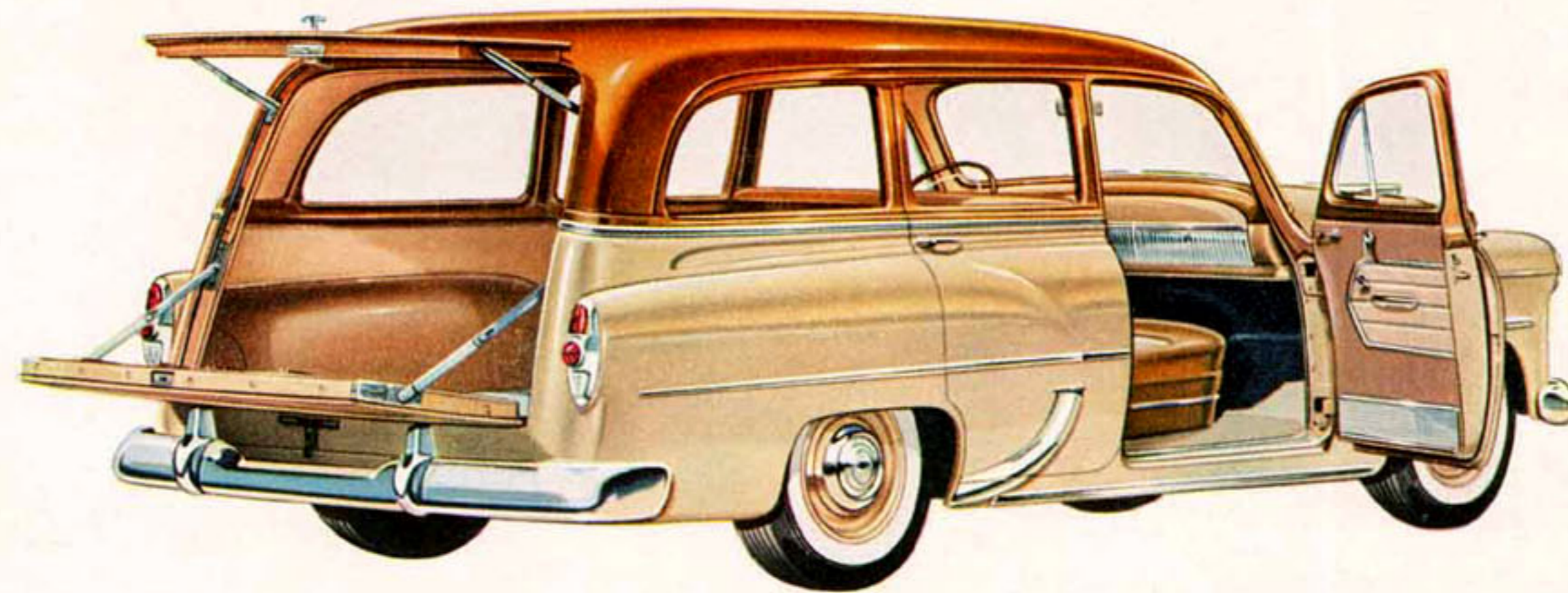
New beauty! New distinction! New grace! The popular 2-Door Sedan has a dash and jaunty appeal all its own plus extra roominess for six big people without crowding.



THE "TWO-TEN" CLUB COUPE

Six can ride in comfort! And where else can you find so smart, so comfortable, so beautiful a car that is so practical for every driving need.

THE  
"TWO-TEN"  
SERIES

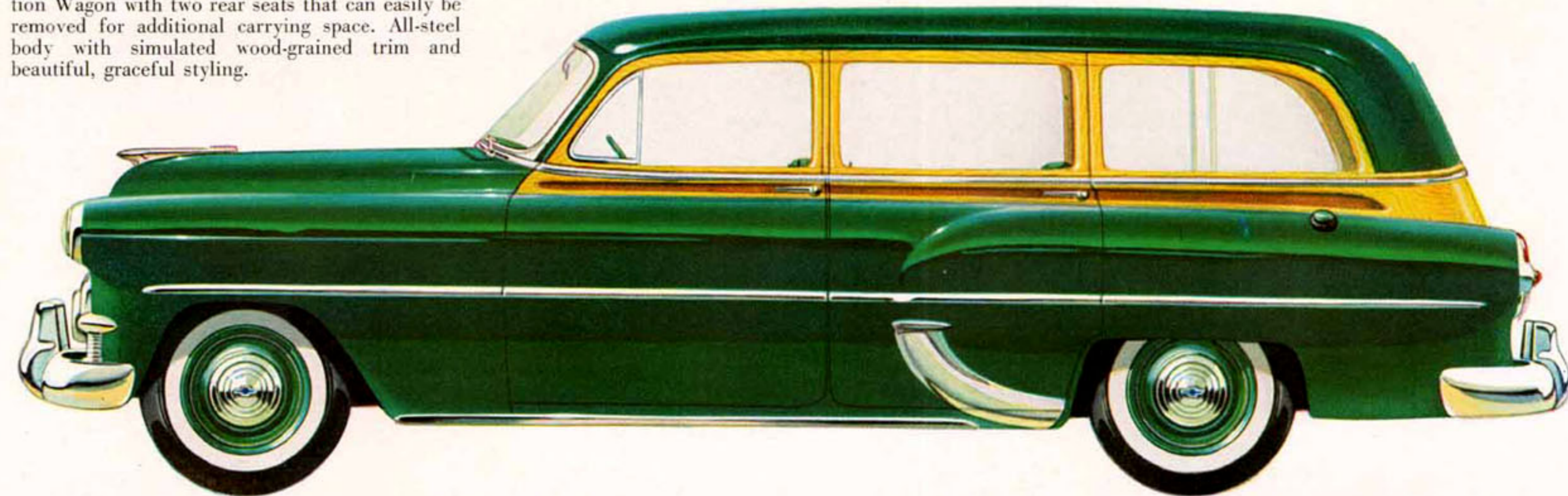


THE "TWO-TEN" HANDYMAN

A new six-passenger, all-steel Station Wagon that combines De Luxe appointments with practical utility. Four doors make it easy to get in and out—rear seat folds forward to give extra hauling space if you need it.

THE TOWNSMAN

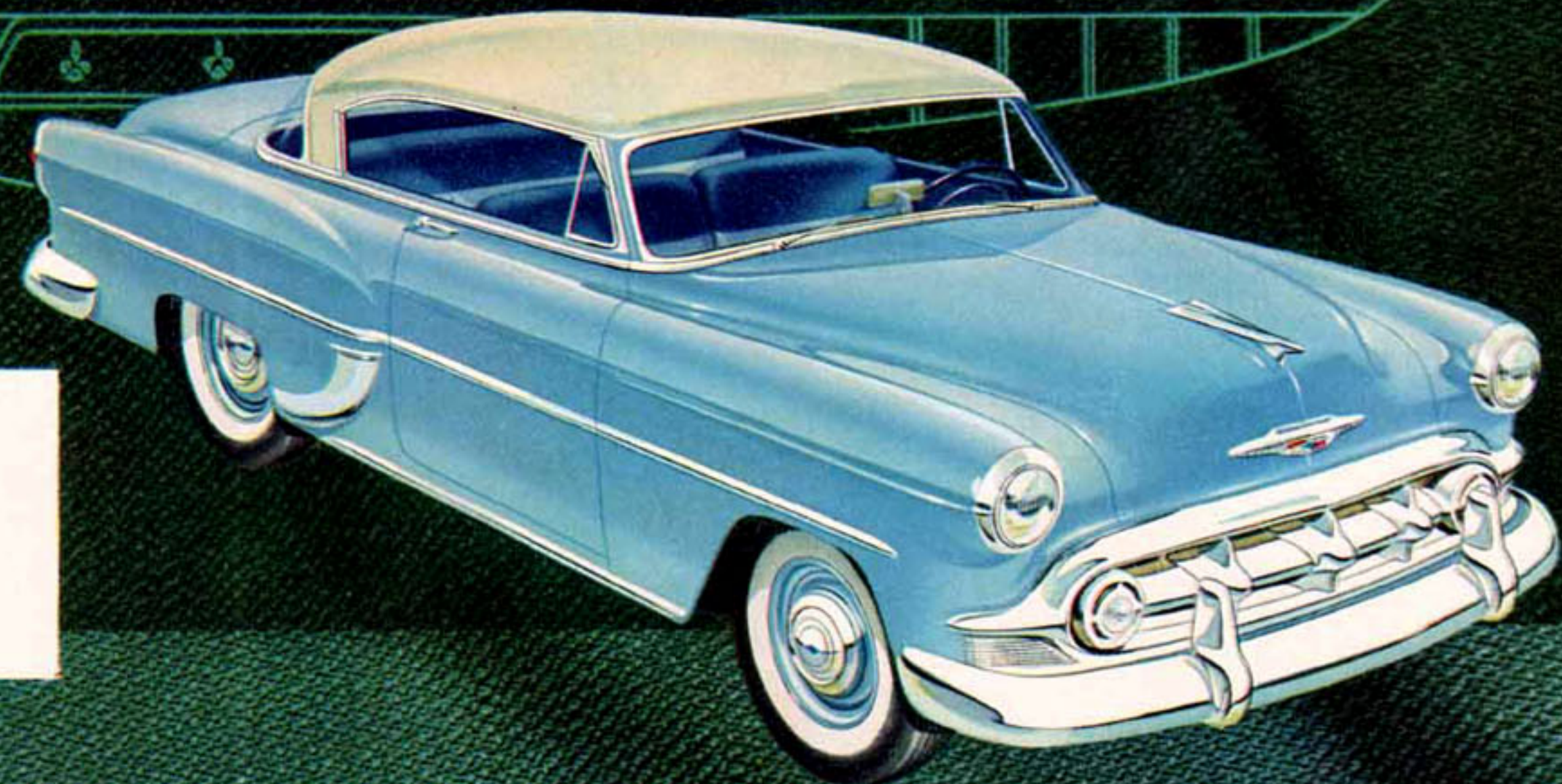
And here's Chevrolet's new *eight*-passenger Station Wagon with two rear seats that can easily be removed for additional carrying space. All-steel body with simulated wood-grained trim and beautiful, graceful styling.





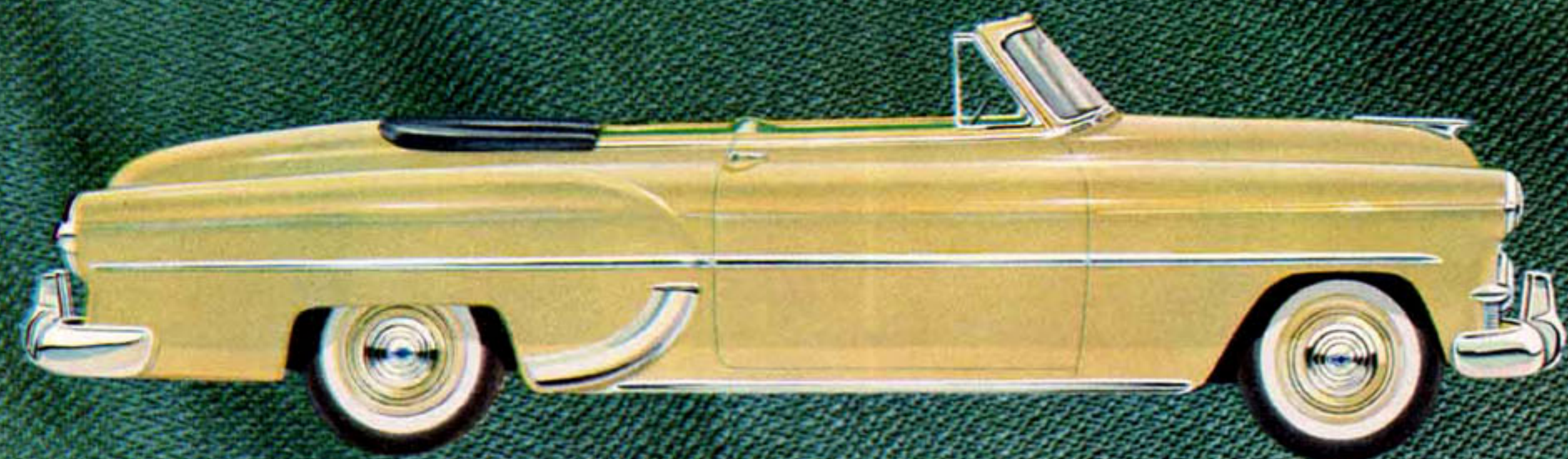
THE  
"TWO-TEN"  
SERIES

*Chevrolet*



THE "TWO-TEN" SPORT COUPE

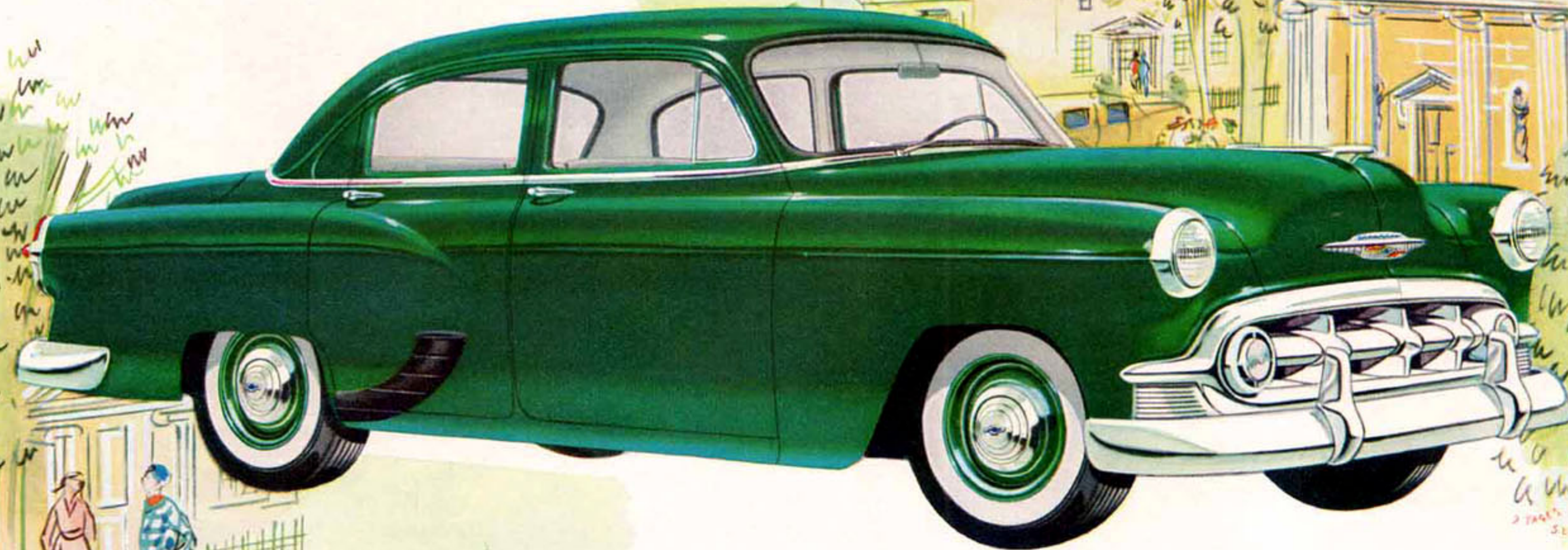
Glamour and richness are keynotes of this gorgeous Sport Coupe. Here is convertible styling and airy grace, plus the sturdy, practical protection of an all-steel top.



THE "TWO-TEN"  
CONVERTIBLE

Styled for the wide-open spaces with a jaunty air of richness all its own. Top goes up or down at the touch of a button. Wide variety of colors.

THE  
"ONE-FIFTY"  
SERIES

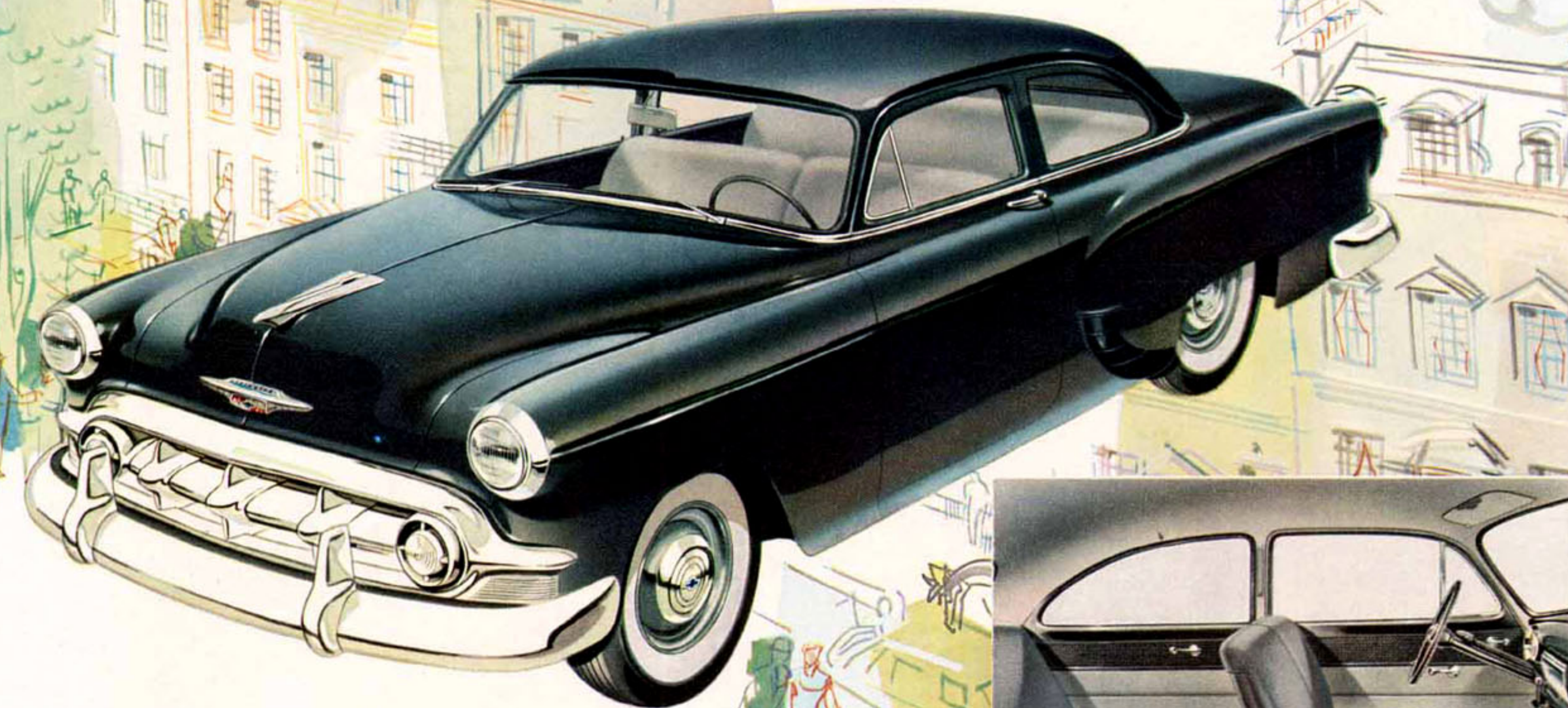


THE "ONE-FIFTY" 4-DOOR SEDAN

Like all models in this lowest-priced series, the "One-Fifty" 4-door brings you distinctive styling and greater power and performance with more miles per gallon! Smart interior trim—done in colorful, durable fabrics—harmonizes with large choice of exterior colors.



**THE  
"ONE-FIFTY"  
SERIES**



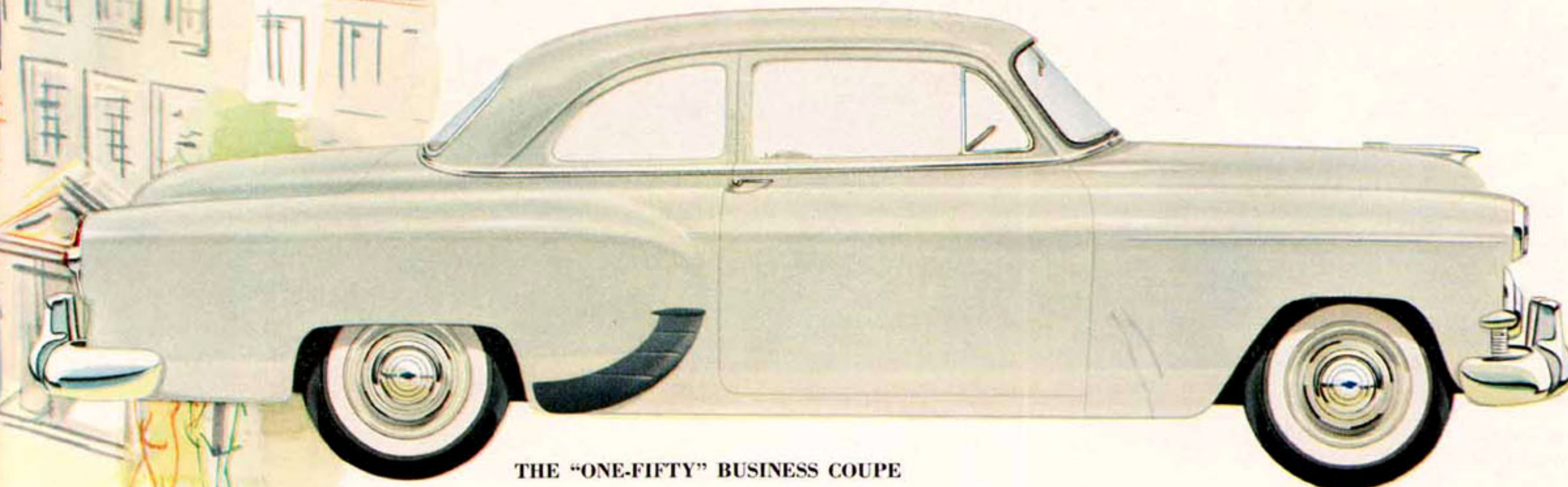
**THE "ONE-FIFTY" 2-DOOR SEDAN**  
Styling to be proud of with long, flowing, graceful lines . . . economy that begins with the purchase price and continues over the miles. The smartly styled interiors are finished in beautiful and durable new fabrics carefully chosen to complement the wide variety of exterior colors.



**THE  
"ONE-FIFTY"  
SERIES**



**THE "ONE-FIFTY" CLUB COUPE**  
Good-looking! Smart! Thrifty! Here sweeping, graceful styling is combined with Chevrolet's advanced economy—making this Club Coupe one of the most outstanding buys of the low-price field.



**THE "ONE-FIFTY" BUSINESS COUPE**  
Here's a car that's as practical and economical as it is smart! Three passengers ride in comfort. Large luggage space and extra storage room behind the seat make this model the businessman's favorite.



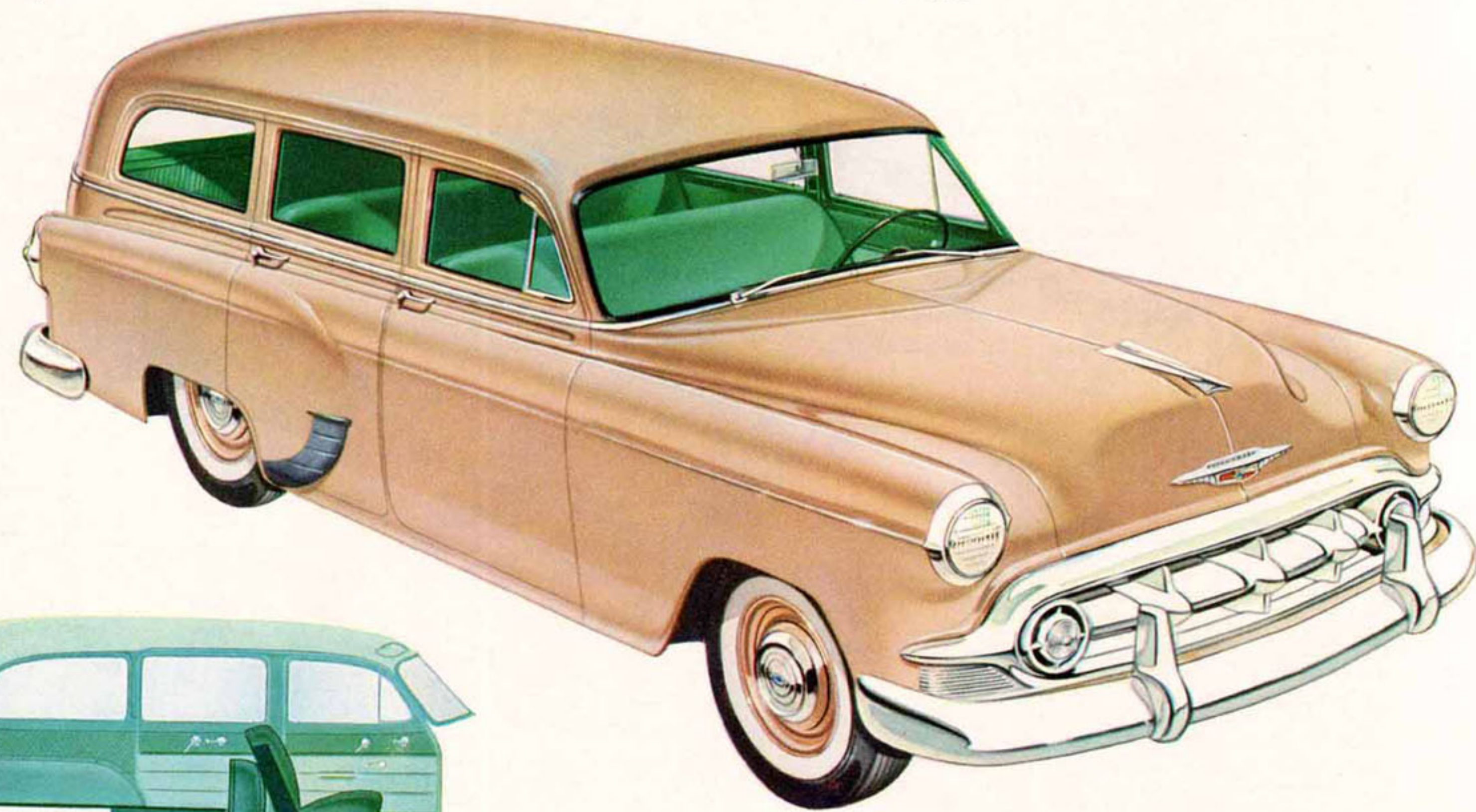
**THE  
"ONE-FIFTY"  
SERIES**



Rear seat in place for six-passenger use

**THE "ONE-FIFTY" HANDYMAN**

A completely new addition to the Chevrolet line, providing the comfort of a roomy six-passenger sedan with plenty of extra space for hauling. Four doors make it easy to get in and out. Rear seat folds out of the way for even more carrying space.



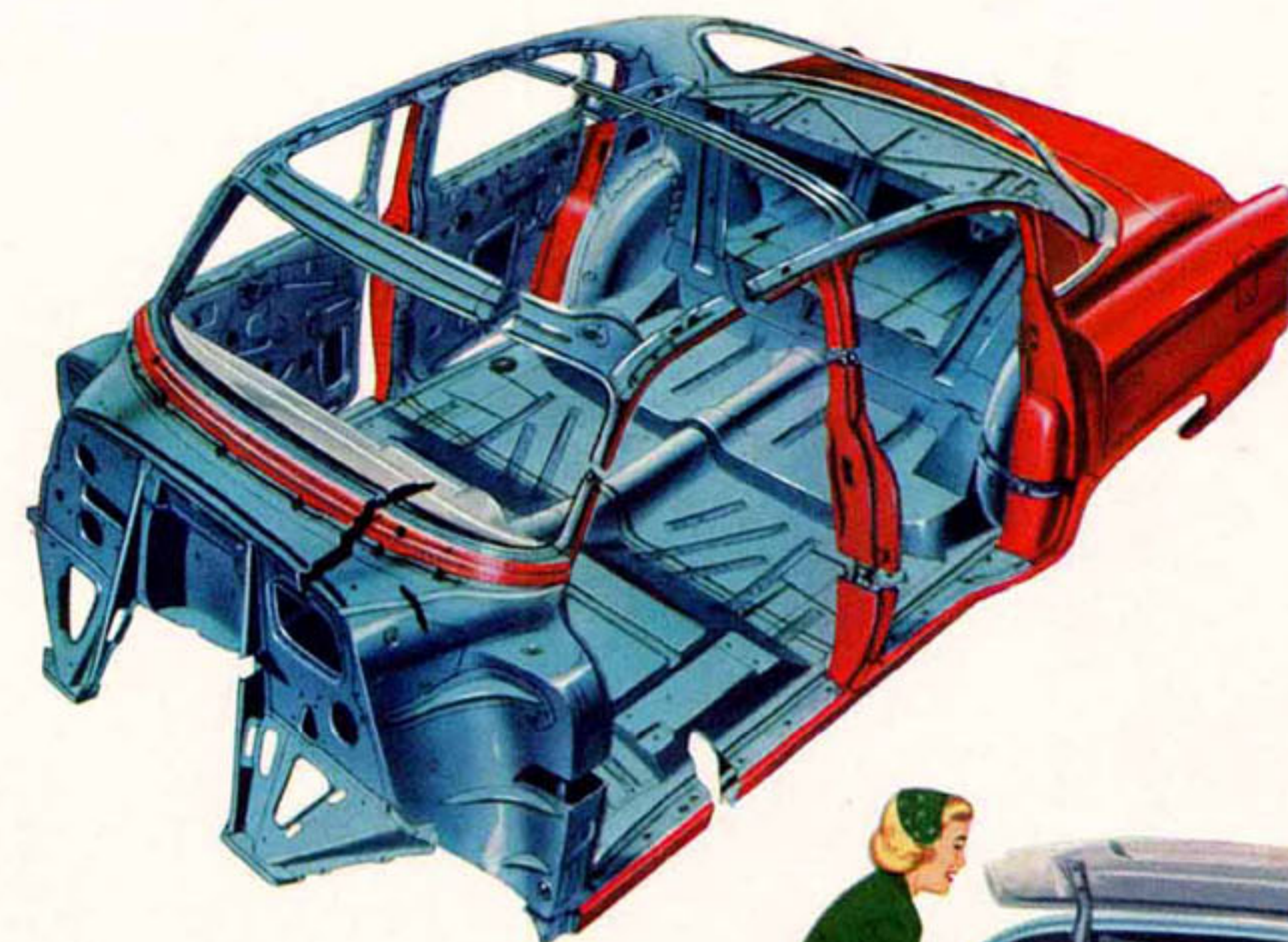
Rear seat folds for extra hauling space

**IMPORTANT NEW ADVANTAGES INSIDE AND OUT...**

**T**op to bottom, inside and out, this great new Chevrolet for '53 is packed with new and wonderful features.

Stronger, sturdier, Unisteel construction of the new Fisher Body gives greater durability—and greater safety. This new Chevrolet is heavier, more rugged; brakes are easier in application, smoother in operation. And right from the new, heavier body through engine and rear axle this is the mightiest, most powerful Chevrolet of them all.

Inside and out, this is the greatest Chevrolet ever built—the greatest advance and the greatest car, in the low-price field!



**NEW ROOMINESS**

All the room you could ask for comfortable riding—plenty of space for six big people without crowding in sedan models. Width has been increased to provide new comfort for both front and rear seat passengers.



**NEW KEY-TURN STARTING**

Just a twist of the key in the ignition lock starts the engine of your new Chevrolet. Three-position ignition switch provides locked, off, and unlocked off positions.

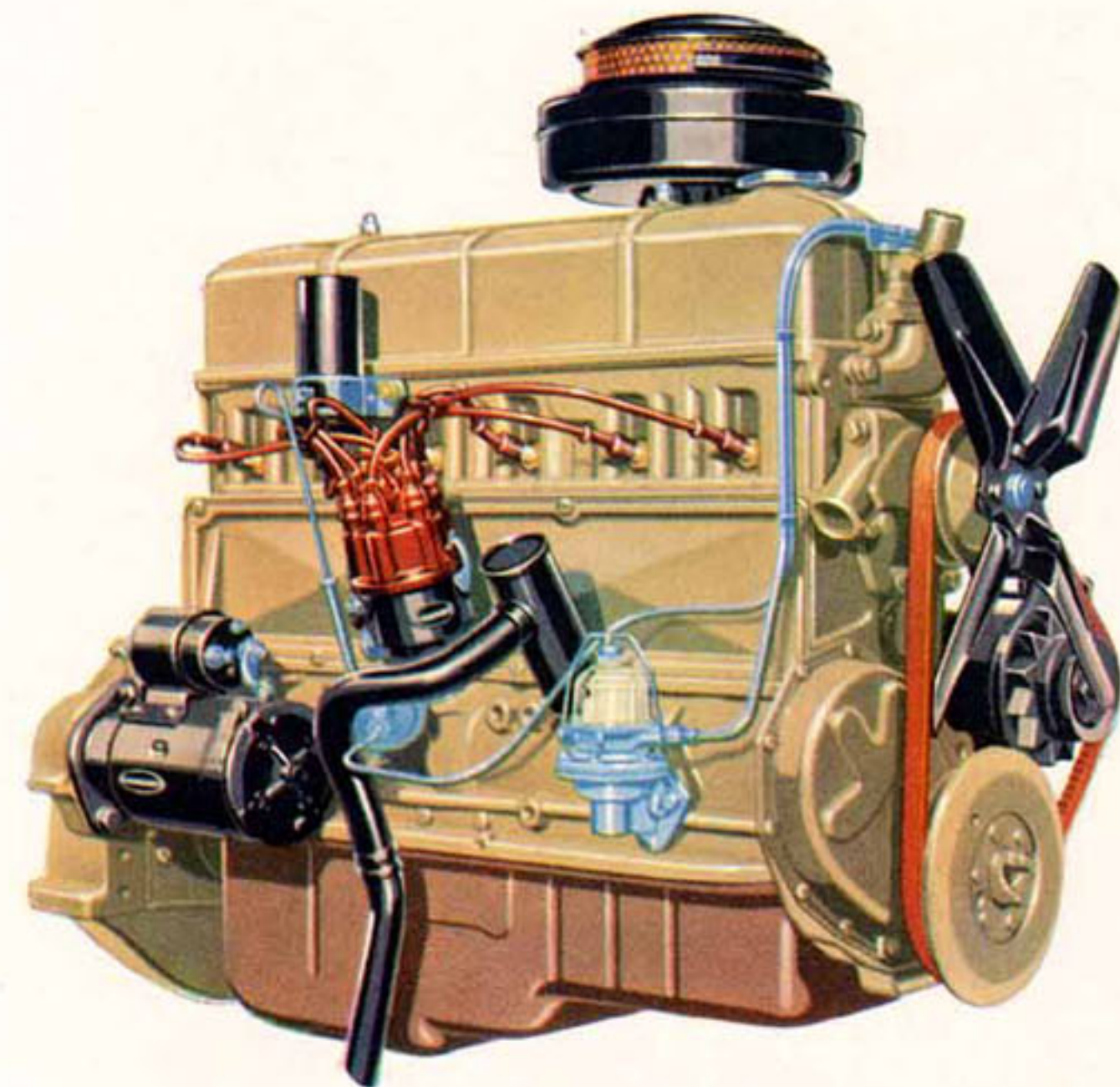


**NEW GIANT-SIZE "CARRY-ALL" LUGGAGE SPACE**

Larger trunk space provides generous hauling room for all the luggage and other things you'll want to carry. New trunk lid design with new low sill—nearly flush with rear bumper—makes loading and unloading easier.



## NEW HIGH-COMPRESSION POWER IN TWO ADVANCED ENGINES



Above is the redesigned and greatly improved 108-h.p. Thrift-King engine for standard driving, with Chevrolet's outstanding synchro-mesh transmission. Now, with high-compression power, (7.1 to 1 compression ratio) and 235-cubic-inch displacement, this great engine delivers startling new performance and even greater economy than before.

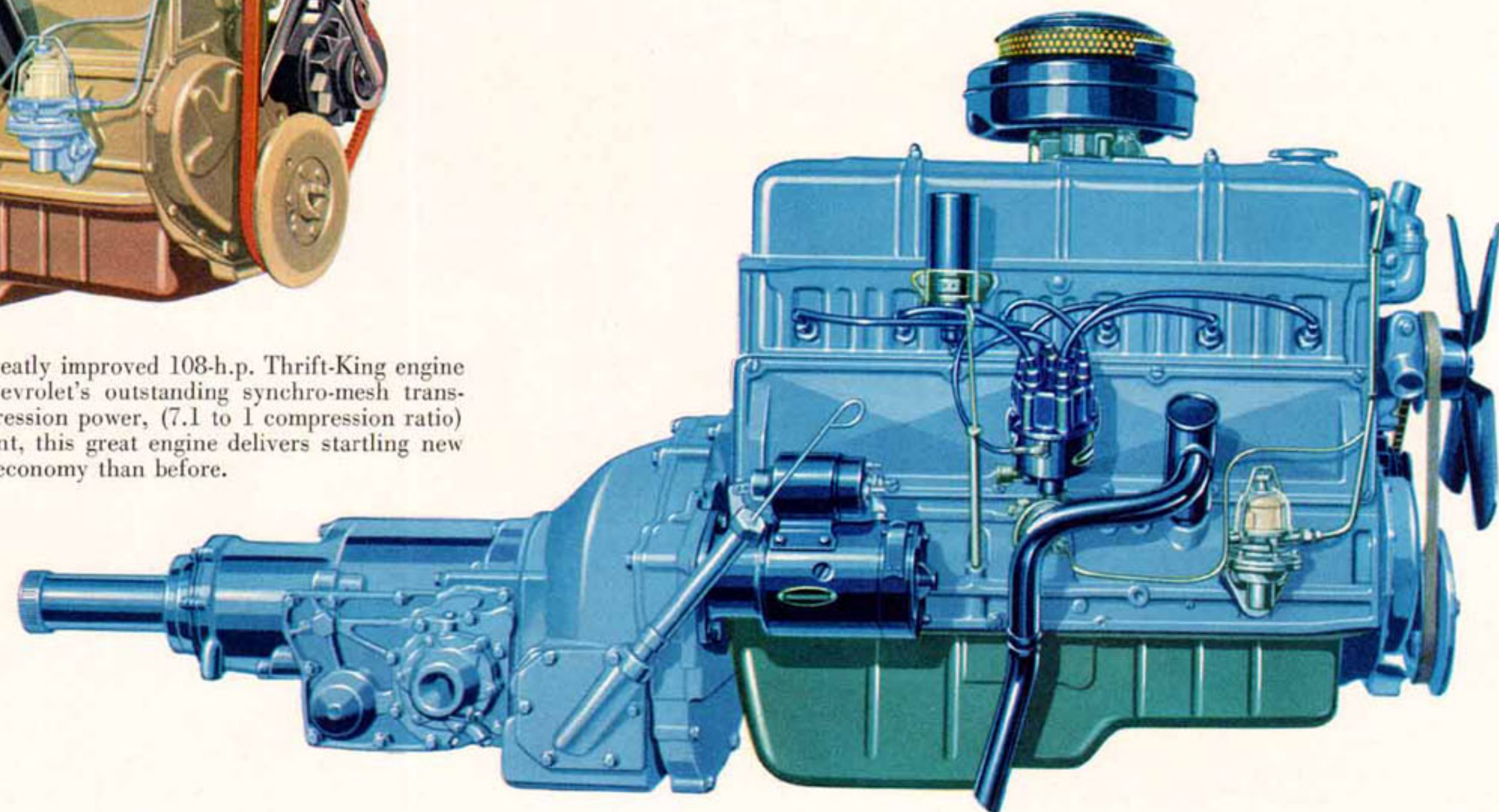
Below, you see the new Chevrolet Blue-Flame 115-h.p. high-compression engine teamed with Powerglide automatic transmission\* to bring new and wonderful performance with even greater economy to the low-price field.

What makes it different? *Power*—115-h.p. packed into this new, smooth-running valve-in-head engine. *High compression*—7.5 to 1 ratio wrings extra power and extra miles out

*\* (Optional on Bel Air and "Two-Ten" models at extra cost.)*

of every gallon of gas! *Economy*—even with spectacular new power and performance, this great new engine delivers *more miles per gallon of gas!*

By every standard, this new Blue-Flame engine with aluminum pistons, full pressure feed lubrication and a new, improved ignition system is another great Chevrolet engineering advance in low-cost motoring.



## A SENSATIONAL NEW **POWERglide** WITH FASTER GETAWAY, MORE MILES PER GALLON



### FASTER GETAWAY

New automatic starting range provides faster, more positive getaway—breath-taking acceleration from a standing start.



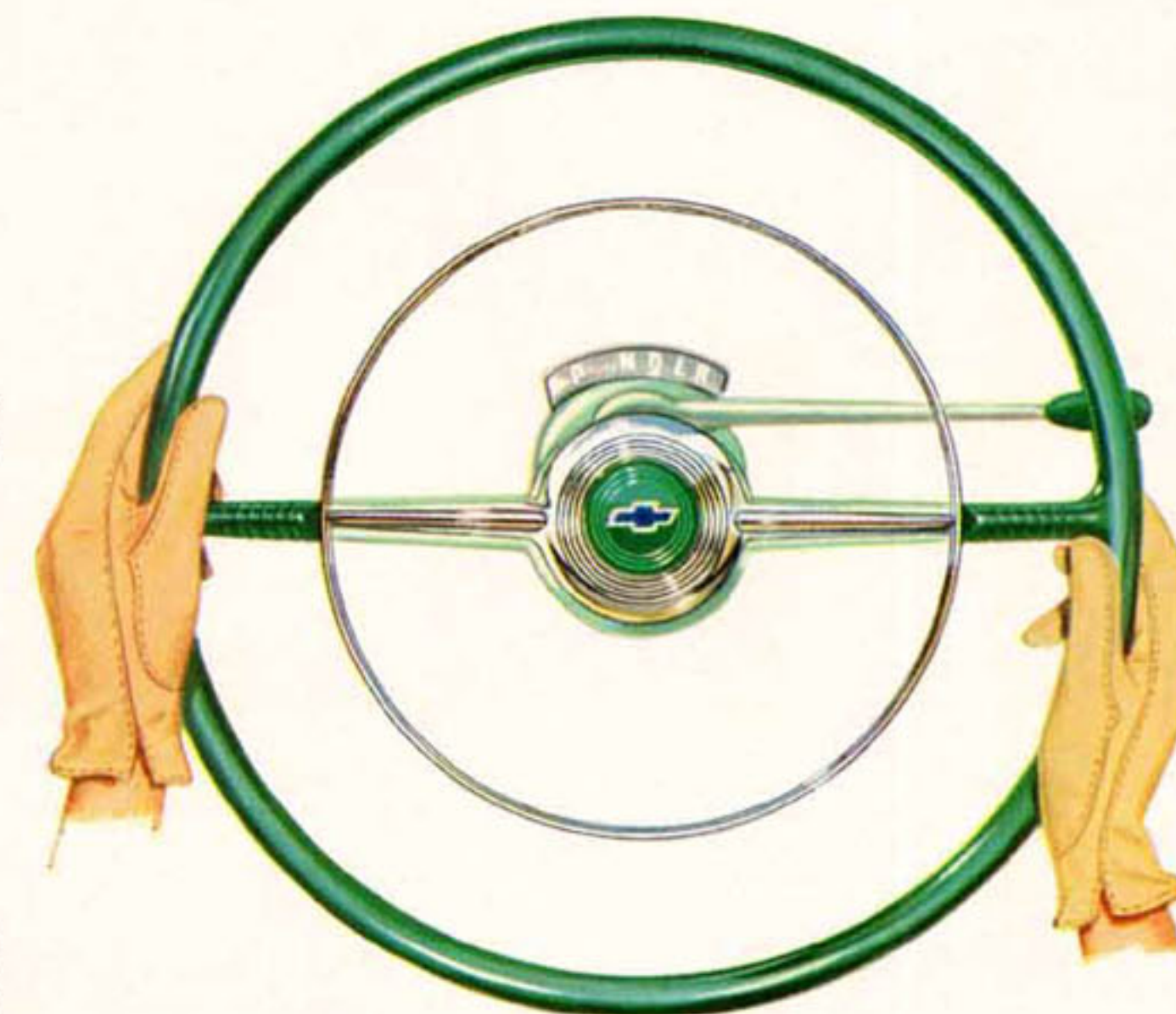
### GREATER ECONOMY

The new Powerglide, plus new, low-cost operation of the Blue-Flame engine brings you economy never before possible with "automatic driving."



### EASY ROCKING OUT OF ROUGH SPOTS

Powerglide takes soft sand, mud, snow and ice in its stride. Shifting between "Low" and "Reverse" rocks you right out of trouble.



### SIMPLIFIED DESIGN AND CONSTRUCTION

Fewer parts and simplified design make the new Powerglide more efficient and more economical. Maintenance, when required, is easy.



### PUSH-PROOF PARKING

Set the Powerglide control lever in "Park" position and your new Chevrolet is set to stay exactly where you leave it—wheels locked firmly in place.



### SURE-FOOTED TRACTION

Wheels need no longer spin on snow and ice, for Powerglide gives you near-perfect control—permits you to apply exactly the proper amount of power.



### AUTOMATIC PASSING RANGE

For city driving, the new Powerglide Automatic Transmission provides a mighty surge of power for passing at a touch of the toe.



# NOW—CHEVROLET POWER STEERING\*

*IT'S NEW, EXTRA EASY, SAVING YOU TIME AND EFFORT!*

Now, a touch of your fingers turns the wheel for low-speed driving, or even for parking when your new Chevrolet is standing still—for Power Steering takes over the work of driving. You can easily spin the wheel, even when your car is on dry pavement and standing still.

And, Chevrolet Power Steering lets you retain the "feel of the road," for at average driving speeds when little steering effort is normally required, your power steering booster idles and your car steers and feels just as it always has—except for an additional steadiness, a cushion of oil between your hands on the wheel and the shocks and jolts of the road.

*\*Optional at extra cost.*



## PARK WITH FINGER-TIP EASE

Parking and low-speed driving no longer mean extra effort each time you turn the wheel. Chevrolet's sensational new Power Steering takes over the work and the effort, lets you swing the wheel easily and freely—gives you finger-tip control.



## E-Z EYE SAFETY PLATE GLASS

E-Z Eye safety plate glass all around the car makes a wonderful reduction in heat and glare under all driving conditions. E-Z Eye safety plate glass is optional on all sedans and coupes at extra cost.

## POWER PLANT

**Engine Type:** 6-cylinder, valve-in-head 235.5 cu. in. displacement. Bore x stroke, 3 $\frac{3}{8}$  x 3 $\frac{1}{2}$  in. Compression ratio, 7.1:1. Horsepower, 108 at 3600 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 babbitt, 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, automatic choke with fast-idle mechanism. Air cleaner. Thermostatic manifold heat control. Octane Selector. 16-gallon tank. Concealed filler in sedans and coupes.

**Cooling System:** By-pass type, with four-pound pressure cap. Ribbed cellular radiator. Self-adjusting seal, and permanently lubricated water pump. Thermostatic heat control. Water jackets full-length 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. 45 ampere generator.

**Clutch:** Ventilator, diaphragm spring type, with permanently lubricated ball throwout bearing.

**Transmission:** 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

**Frame:** Full-length box-girder type. Extra reinforcements in Sport Coupe. Special VK structure of I-beams in frame of Convertible.

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

**Rear Suspension:** Rubber-cushioned semi-elliptic springs. Tension-type shackle mountings. Life-sealed, double-acting shock absorbers, mounted diagonally.

# S P E C I F I C A T I O N S

*Note that detail specifications of "Two-Ten" and Bel Air models equipped with new 115 h.p. "Blue-Flame" valve-in-head engine and Powerglide Automatic Transmission are described in box below.*

**Rear Axle:** Hypoid, semi-floating, with six ball and roller bearings. Ratio, 3.7:1.

**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. 5" rims.

**Tires:** Extra-low pressure type. 6.70-15-4 ply rating. (Townsmen—6.70-15-6 ply rating.)

**Exterior Dimensions (nominal):** Wheelbase, 115 inches. Over-all length, 195 $\frac{1}{2}$  inches. Over-all width, 74 $\frac{3}{4}$  inches.

**Chassis Equipment:** Bumpers and guards. Rear license guard. Front fender moldings on Bel Air and "Two-Ten" 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

reflex type lens. Rear license light. Dome light, with manual switch; except Sport Coupe which has two sidelights. Automatic interior lighting switch at each front door in Bel Air and "Two-Ten" Series. Matched horns.

**Battery:** Fifteen-plate, 100 ampere-hour.

## INSTRUMENT PANEL—CONTROLS—VISION

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

**Controls:** Two-spoke steering wheel, with full-circle horn ring in Bel Air and "Two-Ten" Series; horn button in "One-Fifty" Series. Rubber-padded clutch, brake and accelerator pedals; foot-controlled headlight dimmer switch. Three-position key-starter ignition lock switch. Plastic control knobs, with bright metal inserts in Bel Air and "Two-Ten" Series. Finger-tip gearshift lever. T-handle for parking brake.

**Vision:** Two windshield wipers. Two full-width windshield defroster openings. Two adjustable sunshades in Bel Air and "Two-Ten" Series; one in "One-Fifty" Series. Adjustable inside rear view mirror.

## BODIES

**General Features:** Fisher Unisteel construction with integral rear fenders, welded-in instrument panel, and

## Special Features of "Two-Ten" and Bel Air Models with Powerglide

**Engine:** Compression ratio 7.5 to 1. Horsepower 115 at 3600 r.p.m. Heavier crankshaft. Insert type connecting rod bearings. Full pressure feed lubrication. Aluminum Pistons. Self-adjusting hydraulic valve lifters.

**Cooling System:** Includes transmission oil cooler.

**Transmission:** Automatic, hydraulic, new three-element torque converter,

with planetary gears for reverse and automatic low. Manual selector for hydraulic control of transmission. Safety switch in starter circuit. Maximum torque converter ratio, 2.1 to 1. Planetary gear ratio 1.82 to 1. Over-all Ratios: Drive, 2.1 to 1. Low and Reverse 3.82 to 1.

**Tires:** 7.10-15-4 ply rating on Convertibles.

**Rear Axle:** Ratio, 3.55 to 1.



solid steel underbody. Turret top, except hydraulically operated folding top on Convertible. Thorough insulation. Polished lacquer finish. Safety plate glass, except vinyl plastic rear window in Convertible and safety sheet side door windows in "One-Fifty" Station Wagon. Large, one-piece curved windshield. Crank-operated ventipanes with drip shields on front doors of all models. Lowering windows in all doors. Lowering rear quarter windows in two-door sedans, Sport Coupes and Convertibles; sliding in Townsman Station Wagon and "Two-Ten" Club Coupe. Friction-type ventipanes in rear doors of Bel Air and "Two-Ten" four-door sedans. 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 belt line. Bright metal ventipane frames. In addition in Bel Air and "Two-Ten" Series: bright metal moldings on body sill, doors, rear fenders, windshield reveal, side window reveals of sedans and Club Coupe, rear window reveal of sedans, Club Coupe, and Sport Coupes; bright metal rear fender shields (black rubber in "One-Fifty" Series). Additional on Bel Air Series only: Bright metal double moldings with series name and crest on rear fender, extra-wide window reveals on sedans, windshield pillar cover and saddle moldings on Sport Coupe and Convertible. Rear wheel cover panels.

**Interior Appointments:** Chrome-plated, low-hub hardware. Rear seat foot rest in floor panel. Two coat hooks in sedans, Club Coupes, and business coupe. Rolled embossed step plates. Leather fabric scuff pads on doors and rear quarter panels, bright metal in "Two-Ten" Station Wagons. In addition, in Bel Air and "Two-Ten" 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 sedans; one in each arm rest of two-door sedans and coupes; bright metal moldings on doors and rear quarter panels. Extra sound insulation on roof panel of sedans, Club Coupe, and Sport Coupes; bright metal side window frames in Sport Coupes and Convertibles, and exposed roof bows with bright metal finish in Bel Air Sport Coupe.

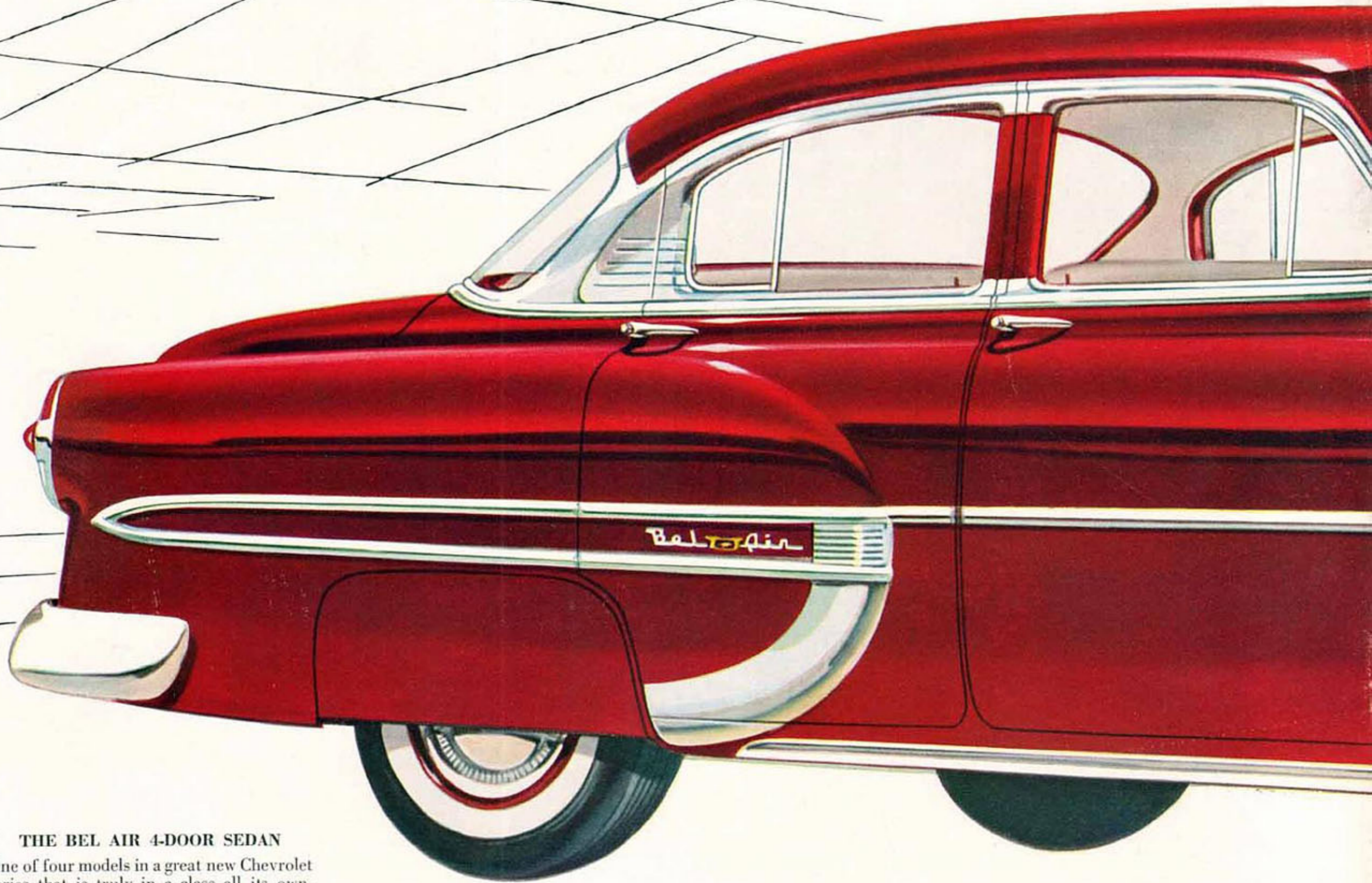
**Luggage Compartment features** of sedans and coupes: Counterbalanced, automatically locking deck lid, with concealed hinges. Sidewall trim and rubber floor mat. Spare wheel and tire mounted vertically in well at right side. Hold-down spring to retain tools. All Station Wagons have four doors. Extra carrying space provided in 8-passenger Townsman by removable center and rear seats—in 6-passenger Handyman ("One-Fifty" and "Two-Ten" models) by folding rear seat.

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

CHEVROLET MOTOR DIVISION OF GENERAL MOTORS CORPORATION, DETROIT 2, MICHIGAN

PRINTED IN U.S.A.





**THE BEL AIR 4-DOOR SEDAN**

One of four models in a great new Chevrolet series that is truly in a class all its own.

CRANK-OPERATED VENTIPANES WITH DRIP SHIELDS  
ON FRONT DOORS OF ALL MODELS . . . NOT AVAILABLE  
ON REAR DOORS.