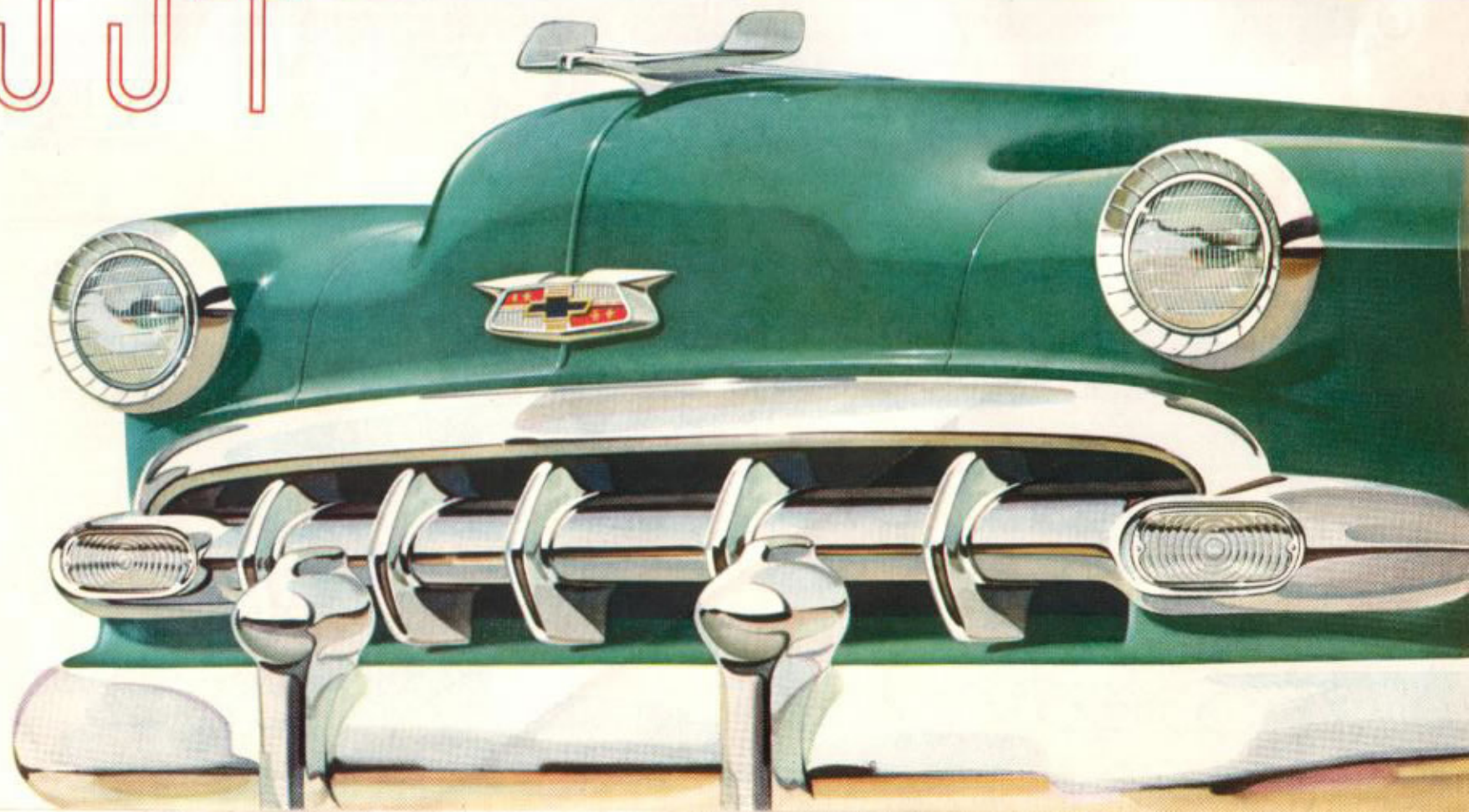


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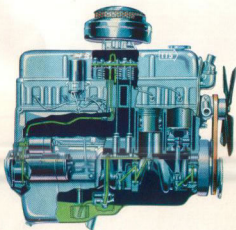
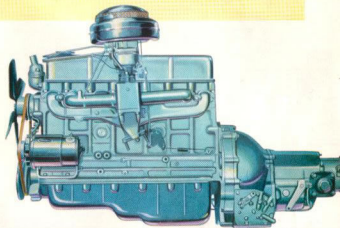
Chevrolet



POWERED FOR PERFORMANCE! ENGINEERED FOR ECONOMY!

Two Greatly Advanced Valve-in-Head Engines Bring You Greater Gas Mileage

Meet the most powerful engine in Chevrolet history! The mighty "Blue-Flame 125" engine teamed with Powerglide brings you the most responsive no-shift driving in the low-price field! Here's great new pickup for passing, great new "heart" for hill-climbing, great new power that's instantly obedient. A new 30-inch muffler and hydraulic valve lifters hush engine sounds to a whisper. Other refinements include a new high-lift camshaft and new offset aluminum pistons with chrome-plated top ring and full pressure lubrication. With a high-compression ratio of 7.5 to 1, this advanced engine delivers flashing performance and outstanding fuel economy.



There's more power than ever before in gear-shift models, too! The spirited "Blue-Flame 115" engine combines increased horsepower with increased fuel economy! With a new high-compression ratio (7.5 to 1), offset aluminum pistons and full-pressure lubrication, it delivers far finer performance . . . greater gas mileage in every driving situation. A new clutch and other new features provide extra ruggedness and reliability . . . extra quietness and smoothness in this great Chevrolet valve-in-head engine.

NEW LOWER PRICE
ON POWER STEERING



NEW WIDER CHOICE
OF POWERGLIDE MODELS

Now it costs less than ever to enjoy the wonderful handling ease offered by Chevrolet Power Steering. The price has been reduced for 1951! Chevrolet Power Steering lets you turn the wheel with the strength of one finger—even when the car is standing still. It makes parking easier than you ever imagined it could be! And it helps keep you on a straight course in spite of ruts, sand or even in the unlikely event of a blowout. Here, truly, is the last word in safer, easier driving. Optional on all models at extra cost.



Now you can enjoy the wonderful ease and convenience of Powerglide automatic transmission in all Chevrolet models. For 1951 it's optional at extra cost on Chevrolet's lowest priced "One-Fifty" series, as well as on the "Two-Ten" and Bel Air series. Powerglide responds instantly and accelerates positively to pull away from traffic lights and around slow-moving cars as smoothly and silently as a breeze. It's easy on you—and mighty easy on gas, too!

The Bel Air Series

The "Two-Ten" Series

The "One-Fifty" Series

New 1954



Four-Door Sedans

New 1954



Two-Door Sedans

New 1954



BEL AIR SPORT COUPE
"TWO-TEN" CLUB COUPE
"ONE-FIFTY" UTILITY SEDAN

New 1954



Station Wagons

THE BEL AIR TOWNSMAN

THE "TWO-TEN" HANDYMAN

THE "ONE-FIFTY" HANDYMAN

New 1954



Convertible

PICK YOUR FAVORITE '54 MODEL OF AMERICA'S FAVORITE CAR

*13 Beautiful Models!
3 Great Series!*

Beautifully NEW!

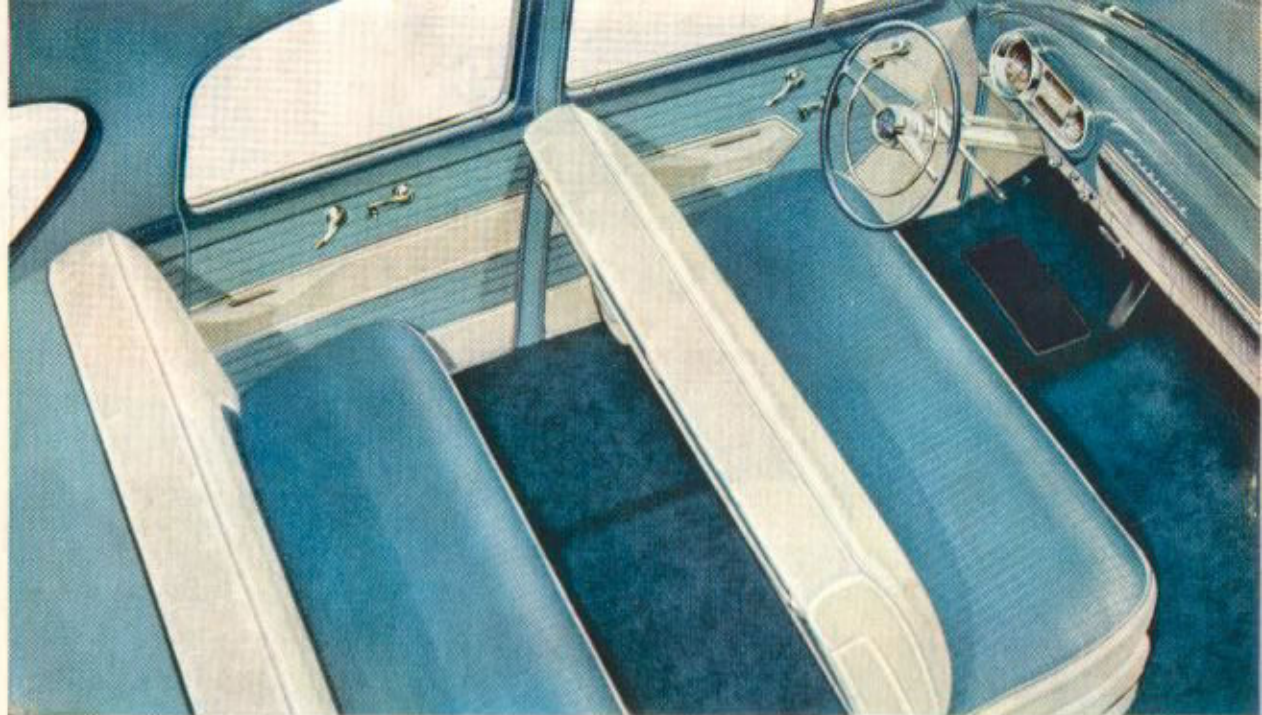
from every point of view!

The new 1954 Chevrolet is brimming with beauty, outside and in. Its sparkling new styling reflects the sparkling new performance you'll discover when you take the wheel.

New interiors are smartly tailored in fashionable, durable fabrics and vinyls. Exteriors are more sleek and sweeping than ever, with fresh new styling details that tastefully accent Chevrolet's long, low Fisher Body beauty.

Colors, too, are new! You can choose your favorite from a wide, wonderful array of sparkling "fashion fiesta" colors—beautiful single-tones, dashing two-tones.

The more you look at this new Chevrolet, the more you'll see to like and admire. And when you drive it, you'll find it's the finest performing Chevrolet ever built!



The Bel Air 4-Door Sedan Interior

New! Automatic Window and Seat Controls offer custom comfort and convenience

Here's finger-tip convenience formerly available only on much higher priced cars. A touch of a button automatically raises and lowers front-door windows. Another button controls automatic front seat adjustment. Electric power does all the work for you, smoothly and silently adjusting the windows and positioning the seat exactly to your liking. Window controls are located con-

veniently on both front doors. Two buttons on the left-hand door permit the driver to control the windows on both sides. A single button on the right-hand door raises and lowers the window on that side. The automatic seat control is located at the side of the seat within easy reach of the driver. Optional at extra cost on Bel Air and "Two-Ten" models.

All illustrations and specifications contained in this literature are based on the latest product information available at the time of publication approval. 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

