

IT GOES BIG . . . WITH SPECTACULAR NEW SHAPE!

# CHEVROLET

## 1958





UNVEILING THE LOWER, WIDER, LONGER '58 CHEVROLET . . .



THE MAGAINE 4-DOOR SEDAN

THE NOMAD 4-DOOR 2-PASSENGER STATION WAGON

THE DELRAY 4-DOOR SEDAN

From your very first glimpse of the spectacular new Chevy you'll catch a hint of the exciting and wonderful things that have happened.

For '58, Chevy's gone big . . . with Sculpturamic styling! Longer? You know it . . . lower, wider, deep-down new.

From road to roof it brings you new glamor, new performance, a wonderful new floating way of going. It happens in 17 stunning models—from incomparable Impalas, scarcely shoulder-high—to a corral full of glamorous new station wagons. It brings you a new kind of road-smoothing, nerve-soothing ride, with a brand-new chassis . . . a whopping new wheelbase . . . a rugged new frame that's actually X-built . . . a new Full Coil suspension . . . a new Level Air suspension, optional at extra cost, to make "riding on air" a reality. When it comes to going, that's where you'll agree Chevy really shines . . . with new V8's like nothing you've known before! There's a brilliant 6 for top thrill . . . new dual driving lights . . . new wraparound windshield . . . new foot-operated parking brake . . . an automatic drive with triple-turbine takeoff . . . literally dozens of other advances. It all adds up to a spectacular stride in newness . . . yours in the '58 Chevy!



There's no mistaking Chevy's new mood of motion—so beautifully evident in the smooth contours of its new instrument panel\*. Textured instrument inserts are set off against a brushed metal background. Note, too, the deep-hubbed steering wheel, inspired by sports cars.

\*RADIO AND HEATER OPTIONAL AT EXTRA COST



THE BLUE AIR SPORT COUPE

THE IMPALA SPORT COUPE

the BEL AIR series



## IMPALA—excitement on wheels

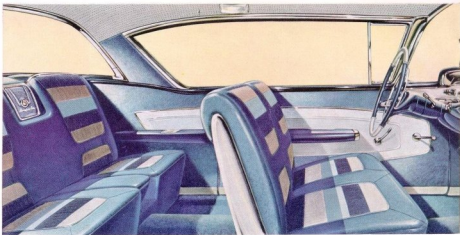


Chevy's new gull-wing fender styling lends an air of soaring grace, luxurious width. Impalas are delightfully low, more than seventeen feet long! They feature triple taillight grouping—dual tail lamps, back-up lamp, stop and directional signals—all integrally styled. You can be proud to be seen in it . . . it's the prettiest rear view on the road.

THE IMPALA CONVERTIBLE  
IN GREY BLACK

### THE IMPALA SPORT COUPE INTERIOR

In comfortable new interiors you get wall-to-wall luxury, hilled in the most beguiling new colors a car ever wore . . . supple vinyls . . . gaily textured fabrics . . . panels in hues of oxidized aluminum. There's a hideaway armrest in the legola rear seat, and front seat armrests have built-in reflectors to warn oncoming cars when the doors are opened.

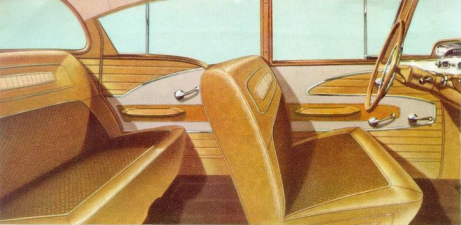


**THE IMPALA SPORT COUPE**

IN SILVER BLUE AND GINGERBREAD WHITE

Newest heartthrob in sight—the Impala Sport Coupe. Longer by over nine inches, lower by more than two, the Impala, like every '58 Chevy, wears the look of a car just naturally born for the road. Begin at its massive new grille and dual roadlights . . . sweep your glance along its taut, sleek length. This is the newest—that's for sure!





**BEL AIR 4-DOOR SEDAN INTERIOR**

In your '58 Chevy you'll be surrounded by new beauty, new smoothness—comparable to the costliest of cars. Vibrant colors in exciting fabrics . . . ribbed vinyls . . . always in harmony with whatever exterior tones you choose.



**THE BEL AIR SPORT SEDAN**  
IN DAY GERALD AND KANTIG WHITE

Behold the head-turning look of the year—bigness in sculptured steel! But Chevy's new shape is more than just glamorous—it's wonderfully functional, too. Take those massive dual headlights, for instance—on high beams they doubly pattern the road for safer driving at night. You'll find other bright touches just like them . . . by the carload in the '58 Chevrolet.



**THE BEL AIR 4-DOOR SEDAN**  
IN HONEY BEEBEE AND ANNIVERSARY GOLD

You'll praise the extra roominess of Chevy's huge luggage deck—25 cubic feet of easy-to-reach space! There's Safety Plus Glass throughout, even in the new expanse of rear window that wraps fully around to give you better vision... an all-fender view for the driver.



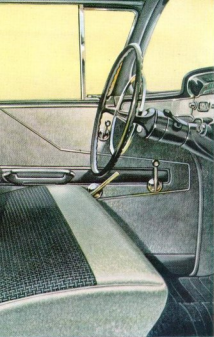
**THE BEL AIR 2-DOOR SEDAN**  
IN COLTRIAN GREEN

With these new slim door pillars and Sculpturonic styling you can easily imagine it's a hardtop. Well, give fancy full flight, for this is the shape that all regular Chevrolet sedans come in for 1958.



**THE BEL AIR SPORT COUPE**  
IN TRIMM FLOUNDER AND AERIAL TURQUOISE

Your picture window on wheels—that's excitingly true of any Chevy hardtop. There are three to choose from for '58. They're daringly low—wider and larger by far. Note, too, the sparkles that full-swept lance moldings and anodized aluminum inserts lend this Bel Air beauty. Try one for '58 fuel



**BISCAYNE 2-DOOR SEDAN INTERIOR**

No compromise with roominess in this stylish interior. You'll find smart appointments everywhere, with all the attention to craftsmanship for which you look to Body by Fisher. Biscayne interiors in bright basketweave cloth and leather-grain vinyls are in shades that harmonize with exteriors. And, as in every series, you'll find electric windshield wipers as added five-car feature standard on V8 models.

the **BISCAYNE** series



**THE BISCAYNE 2-DOOR SEDAN**

IN BRIGHT GOLD AND ARTISTE WHITE

In Chevrolet's new middle-priced series every flowing line says elegant things about you—from dual roadlight styling to gull-wing rear fenders. New thinline pillar styling retains the brows of steel columns in all conventional-roofed models. Notice, too, the generous width of doors to ease your ins-and-outs.





#### THE DELRAY 4-DOOR SEDAN

IN ARCTIC WHITE AND BIG RED

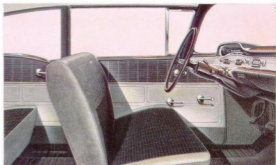
Like going places in high style or low cost? Look no farther than this shapely 4-door favorite. Your family's small ones can practically sight over the roof—it's that low. The tall ones can stretch out in full-legged ease—it's that long. And the traveling's as nifty as the price is thrifty, thanks to Chevrolet's new Safety-Girdle frame and Full Coil suspension.



#### THE DELRAY 2-DOOR UTILITY SEDAN

IN PATRIOT BLUE

Meet business ability all wrapped up in glamor. This beauty has oversize room for extra loads. Its easy-to-get-to rear compartment makes a carryall for cargo. And there's still roomy comfort for three passengers in the front seat. Of course, as in every Chevrolet, turn signals are standard.



#### DELRAY 2-DOOR SEDAN INTERIOR

You'll be sitting pretty in this thrifty sedan. It's got Chevy's floating new ride with solid comfort and quiet that only Fisher Body experts can impart to a car's inner secrets—deep-down quality that extends beyond fabric or appointments. This is low-priced fashion that makes you want to go!



#### THE DELRAY 2-DOOR SEDAN

IN TROPIC TURQUOISE

You'd never guess this Delray's low price tag. For Chevrolet's budget-priced series has all the deep-down newness of the others, with a smartness all its own. The widespread use of anodized aluminum, stainless steel and chrome spells quality that belies low cost—plus spirited new performance in high-compression V8's or a 6.

the DELRAY series

**CHEVROLET STATION WAGONS . . . BIG NEW GLAMOR AT WORK OR PLAY!**



You'll note five new Chevy wagons for 1958—the prettiest quinter in view! From the eye-thrilling new Nomad to the thrif-priced Yeoman, there's big new glamor, eager to do half-ton chores and have fun when they're done. One Brookwood metal handomely takes nine passengers. Note the newness in gracefully sloping pilars, gull-wing fenders, full wraparound rear windows, and the roof-recessed luggage with its greater floor-to-ceiling loading height. All this can be yours for '58... eager to travel at the click of a tailgate! (Ask for the special Station Wagon catalog.)

**the NOMAD—4-door 6-passenger station wagon**  
IN SIENNA GOLD



**the Brookwood—4-door 6-passenger**



**the Brookwood—4-door 6-passenger**



**the Yeoman—2-door 6-passenger**



**the Yeoman—4-door 6-passenger**

**'58 CORVETTE—SWEETEST TWO-SEATER GOING!**  
IN CHARDAL AND INCA SILVER

Sports car . . . just-for-fun car . . . sweetest two-seater in the land! Nothing on wheels handles more nobly. Nothing on the road or at a rally matches its style of leading two lives! For while Corvette is a pedigreed sports car, born to the Grand Prix, it's also the leisure car supreme! In its newest guise it boasts a brave new bonnet . . . new cockpit . . . new styling . . . new dual roadlights . . . a wide choice of engines, drives and sports car options. Available with quick-change hardtop, powered\* or manual soft top . . . powered\* or roll-up windows, and a gala array of colors. Log some time in it—there's a new way of life at the wheel!  
(Ask for the special Corvette catalog.)

\*EXTRA-EQUIPMENT OPTION





**THERE'S A FLOATING NEW RIDE IN STORE FOR YOU  
AND CHEVY'S GOT IT!**

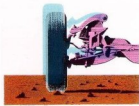


**"RIDING ON AIR" . . . NOW IT'S A REALITY**

Chevrolet's brawny new Safety-Glider frame is not merely fabricated, it's actually Ekbuilt . . . strong protection for you and your family! It's the very foundation of a floating new kind of ride. Its unique Xshape makes it 30% more torsionally rigid than older designs—more durable by far. Road shocks are softened *before* they reach you or your passengers. When you couple its all-welded strength to Chevy's new Full Coil suspension, you've got the road-smoothingest, never-soothingest ride you can imagine!



Level Air™—greatest advance of all in smoother going! No other suspension motion shock like air—it's a natural cushion between you and the road, with smoothness impossible with ordinary springs. And no matter what the road, it keeps your car always on the level—automatically. It's here now—yours for '58!



Chevy's new ride is sweeter and softer, the handling even better. It's partly due to improved Glide-Aide, the spherical-joint front suspension that makes a rough road seem as if it wasn't there.



Chevy's unique new 4-link rear suspension isolates big flexible coils from all driving and braking strains, leaving them free to cushion the ride. You'll know it, first time you glide through a bump!



Steering instantly responsive to your touch! In the '58 Chevrolet this crispness of control is splendidly realized, thanks to improved Full-Face steering, with new friction-cutting nylon bushings.



Increased Anti-Dive braking action—front and rear—and level-ride brakes make the '58 Chevrolet outstanding when it comes to straight-line, "heads-up" stops, free of excessive nose dive.

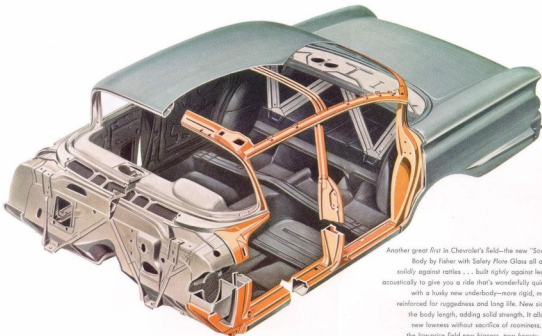


Worst proof there's heavy everywhere in Chevy for '58! Look at this new foot-operated parking brake. It's much easier to use, and you'll find dozens of other exclusive new features like it!



A rugged stabilizer bar in V8 models helps you keep a "steady keel" even in the tightest cornering. It adds to Chevrolet's rock-steady handling and load-to-load roadability.

**YOU GET THE MOST BEAUTIFUL NEW SHAPE A CAR EVER CAME IN . . . LOWER AND LONGER, WIDER AND STRONGER!**



Another great first in Chevrolet's field—the new "Sound Barrier"

Body by Fisher with Safety Plate Glass all around! Built solidly against rattles . . . built tightly against leaks . . . built acoustically to give you a ride that's wonderfully quiet. It begins with a husky new underbody—more rigid, more strongly reinforced for ruggedness and long life. New side rails give the body length, adding solid strength. It allows exciting new looseness without sacrifice of roominess. It brings to the low-price field new bigness, new beauty, new brown!

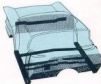
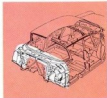
New box-section "side rails" tie directly to the double-walled coil structure—adding strength and protection, extra life, too, to Chevrolet's all-steel Body by Fisher.

A new double-wall coil arches rigidly across the full body width. It forms the chamber for Chevy's new High-Level ventilation that circulates a bountiful supply of air for greater driving comfort.

Integrated design goes deep down—to the underbody shell. Husky crossmembers add steel braves to the body . . . and new underbody design helps give sleek new looseness and maximum legroom.

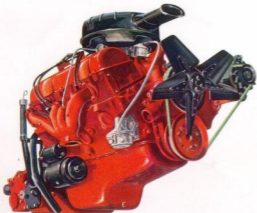
New, heavier body center pillars up to the belt line add solid "backbone." It means greater built-in safety—careful, strong protection for you and your family!

It takes also careful steps to arrive at Chevrolet's polished lacquer finish that always looks its Sunday best. And, remember, in its field, only Chevy has it!



## FIVE GREAT V8's AND A FUEL-THRIFTY 6 TO CHOOSE FROM!

**TURBO-THRUST POWER... FROM THE INSIDE OUT, PERFORMANCE AT ITS NEWEST!**



To bring you great new V8's, Chevrolet engineers went to the very heart of an engine—the combustion chamber where performance is born. They machined it for ultra precision, put it into a husky 348-cubic-inch block and then—built radically new V8's around it! What results are triumphs of dynamo smoothness that breathe more deeply, get greater going from fuel than ever! Engineers call it volumetric efficiency, but on the road it translates into new pace-setting performance... in-state command! The Turbo-Thrust V8® has 4-barrel carburation; the Super Turbo-Thrust V8® has triple 2-barrel carburetors. Both have Chevrolet's new Wedge-Fire combustion chambers. You can thrill to their spirited action in any Chevy you choose!

### YOU GET THE INDUSTRY'S FINEST TRANSMISSIONS



**TRIPLE-TURBINE TAKEOFF... YOU'LL KNOW THE FLOWINGEST GOING IMAGINABLE!**

**TURBOGLIDE®**—the only automatic drive that gives you three turbines for an unbroken sweep of motion! It's infinitely s-m-o-o-o-th... you'll never feel a hint of a shift. You flick to "Drive" and—that's it. No "low"—just one position for all normal going. To ease you safely down hills there's a Grade Retarder that saves your car's brakes. Smoother, safer TurboGlide—exclusive from Chevrolet for the smoothest going ever!

\*EXTRA-COST OPTION



**... TWO MORE V8's TO CHOOSE FROM... AND A MORE BRILLIANT BLUE-FLAME 6**

Perhaps you'll want to accent your fun with *airflow*! Chevy's compact 263-cu.-in. V8's. The Super Turbo-Fire V8® has a 4-barrel carburetor and compression ratio at a high 9.5 to 1, and Turbo-Fire V8 has 2-barrel carburation, compression ratio at 8.5 to 1. Like all Chevy V8's, each has new 3-point engine mounts, new full bore, high pressure cooling, integral-with-block lubrication and

fanous shem-straite design. And for top thrill, there's the renowned Blue-Flame 6, economical running mate of Chevrolet's V8's. This year it's more efficient in a smooth new way! The compression ratio is higher, at 8.25 to 1. That's why this dependable leader is valve-in-head design will be more than ever regarded as the most budget-minded 6 on the road!

### THE RAMJET FUEL INJECTION V8® BRINGS YOU A MOTORING FIRST!

Instant throttle response... sensational smoothness... quicker starts... top torque... even greater fuel efficiency... all can be yours in the Ramjet fuel injection V8®, available in every '58 model! Here, out of the fabulous future, is a motoring first—entirely eliminates the carburetor to bring you engine performance in a class by itself!



### POWERGLIDE®



America's favorite automatic transmission is bound to win new praise in the '58 Chevrolet. It's now more rugged than ever to add *confidence* to your motoring.

### A FINER SYNCHRO-MESH



Here's standard shifting at its finest, with new gear ratios in V8's to give you greater performance. Smooth and quiet—keeping it Chevy promise of driving that's more fun!

### TOUCH-DOWN OVERDRIVE®



You get a double gift of sparkling twin-range performance and fuel economy, all in one transmission! Overdrive saves engine wear and simplifies shifting in traffic.

OCT 19 1958

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