



SPACE

SPIRIT

SPLENDOR

'60 !

CHEVROLET

EVERYBODY'S KIND OF ELEGANCE!

Nearest to perfection a low-priced car ever came! In '60, Chevrolet is elegantly new . . . with handsomely tapered lines in the style America likes best . . . with rich, spacious interiors. Chevy's Custom-Comfort ride, exclusive in its field, cushions you in sheer smoothness and a "hushed silence." You're surrounded by famous Fisher Body construction—solid, sturdy.

Chevy offers economy in its new standard V8 and lively Hi-Thrift 6. For high-spirited going there's a big choice of husky V8's, plus five transmissions, to let you tailor performance to your preference. All this is available in a wide model choice, ranging from luxury car to thrift car . . . all with traditional Chevrolet quality craftsmanship and dependability. Truly, the '60 Chevrolet is everybody's kind of elegance!

IMPALA SERIES

Luxury leader of the low-price field—a glance tells you the elegance of an Impala by its distinctive side molding, bright rear end panel and triple rear lights. Color-keyed interior beauty includes a brilliant selection of pattern cloth and leather-grained vinyl upholstery, floor coverings and tasteful appointments. Standard in the Impala series are electric clock, parking brake warning light, glove compartment light and back-up lights. Choose from four new Impalas—Sport Sedan, Sport Coupe, 4-Door Sedan and Convertible.



IMPALA CONVERTIBLE in Suntan Copper . . . newest version of America's most fashionable convertible. Chevrolet top, in choice of four colors, folds smooth under tailored top boot.



IMPALA 4-DOOR SEDAN in Tasco Turquoise and Ermine White . . . tasteful blending of Impala beauty and sedan comfort.

'60
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▼ **IMPALA SPORT SEDAN** in Roman Red . . . with crisp, straight roofline and distinctive rear canopy. ▲ **IMPALA SPORT COUPE** in Jade Green. As with all Impala models, every seat has luxurious foam cushioning, in Fisher Body quality.



BEL AIR SPORT SEDAN in Royal Blue. Note the smart roof silhouette which distinguishes this glamorous body style.



The popular-priced Bel Air is a beautiful blend of Chevrolet elegance and economy. Distinctive identifications are its own smart side molding and attractive rear cove treatment, plus a selection of luxurious interiors. Bel Air for 1960 is offered in four stunning models to choose from: Sport Sedan, Sport Coupe, 4-Door Sedan and 2-Door Sedan.

BEL AIR SERIES

BISCAYNE SERIES

Here are the Biscaynes—thriftiest of all full-sized Chevrolets! For the first time in a low-priced series, you get extra luxury features such as cigarette lighter, front arm rests, dual sun visors—at no extra cost. Each new Biscayne—4-Door Sedan, 2-Door Sedan and Utility Sedan—shows off Chevrolet's purity of line beautifully.



BISCAYNE 2-DOOR SEDAN in Tasco Turquoise . . . Chevrolet's low priced family sedan.



BEL AIR SPORT COUPE in Ermine White . . . Chevrolet's lowest priced hardtop.

BISCAYNE UTILITY SEDAN in Sateen Silver and Ermine White. Popular for businessmen. In addition to trunk capacity of 30 cu. ft., there's inside luggage area of 31 cu. ft., replacing rear seat with handy space for sample cases.





BEL AIR 2-DOOR SEDAN in Tuxedo Black. There are foam cushions in both seats of every Bel Air.



BEL AIR 4-DOOR SEDAN in Cascade Green and Ermine White . . . family sedan room and comfort at a popular price.

BISCAYNE 4-DOOR SEDAN in Crocus Cream. Chevrolet's thin-pillar sedan roof combines sedan solidity with hardtop glamor . . . roof is reinforced for greater protection.





BROOKWOOD 2-DOOR 6-PASSENGER in Cascade Green and Ermine White. Lowest priced Chevy wagon.



BROOKWOOD 4-DOOR 6-PASSENGER in Tasco Turquoise and Ermine White. Leading 4-door wagon buy.



PARKWOOD 4-DOOR 6-PASSENGER in Roman Red. Popular-priced beauty with luxury touches.

STATION WAGONS

Each of Chevy's five wagons shares the good looks, ride, handling ease, and spirit of Chevrolet passenger cars. And whether it's room for people or cargo, these Chevrolet wagons have it! Seating is exceptionally wide and roomy, with all seats foam cushioned, except Brookwood second seats. Few can match Chevy's big cargo space, with up to 92 cubic feet of storage room between front seat and tailgate, with rear seat folded down. The secret of Chevy's easy loading is wide cargo opening and rear window that rolls down into tailgate. Tailgate lies flat with floor so you can slide cargo in.

Kingswood's special rear-facing third seat folds easily; with second seat folded down, too, clear cargo space totals 90 cubic feet.



NOMAD 4-DOOR 6-PASSENGER in Suntan Copper and Fawn Beige . . . luxury leader of Chevrolet station wagons.



KINGSWOOD 4-DOOR 9-PASSENGER in Shadow Gray . . . big capacity wagon for big families, with power-operated retractable rear window standard.

SMOOTH . . .



Only Chevrolet in its field can offer you the big car elegance and quietness of a Custom-Comfort ride. FULL COIL SUSPENSION, one of the major reasons for the '60 Chevrolet's exclusive Custom-Comfort ride, puts a husky coil spring at each wheel to soak up road shock and vibration before it reaches passengers. Coil springs also mean no squeak, no need for greasing or cleaning. Other factors in Chevy's smooth, quiet going are the new LARGER BODY MOUNTS and scientifically applied SOUND DEADENING INSULATION which screen out fatiguing road noise, give the ride a relaxed, hushed silence. Chevy's LONG WHEELBASE AND WIDE TREAD, the very foundation of Custom-Comfort ride, assure a solid, road-smoothing stance. There's more steering force with less steering effort, thanks to BALL-RACE STEERING. And every 1960 Chevrolet has all WHEELS AND TIRES PRECISION-BALANCED at the factory for smoothest operation.

SAFE . . .

There's a full measure of safety in every '60 Chevy. SAFETY-GIRDER X-BUILT FRAME gives you the solid protection of sturdy box-girder side rails reinforced by extra-rigid "X" design. Air-cooled SAFETY-MASTER BRAKES, with giant-size bonded lining area, afford greater brake durability, surer, safer stops. SAFETY PLATE GLASS in every window is typical

of Chevy's extra value at no extra cost . . . for clearer seeing, greater family protection all around. You'll find added safety in strong TYREX CORD TIRES with improved tread, standard on all '60 Chevy wheels; solid, more rigid UNISTEEL CONSTRUCTION; and triple-safe action of SAFETY DOOR LOCKS.

SMART . . .

FISHER BODY QUALITY is evident in every detail of the '60 Chevrolet—inside and out. Doors and windows fit snugly. Upholstery is finely tailored. Even the PROTECTED LICENSE PLATE AREA shows the careful craftsmanship which makes Body by Fisher so famous. MAGIC-MIRROR ACRYLIC LACQUER, exclusive in Chevrolet's field, makes possible a whole new range of deep, gem-like colors that keep lustrous longer. Special rust preventive and elastic primer coats under many lacquer coats protect against the effects of cold and wet weather driving. Grille and other smart exterior trim accents are of ANODIZED ALUMINUM for lasting protection from rust and corrosion, for brighter sparkle in any weather.

COMFORTABLE . . .

Your comfort is a big consideration in the design of every '60 Chevrolet. You notice it first in the WIDE DOOR OPENINGS, which make getting in and out much easier. ROOMY SEATING means spaciousness in every direction that counts: head room, hip room, leg room and shoulder room. LOWER, NARROWER DRIVELINE TUNNEL offers more leg room and relaxation to the middle passenger in front. More comfort underway, too, with HIGH-LEVEL COWL VENTILATION, which draws fresh air in above low-lying fumes and road dirt. Quality extras, at no extra cost, such as CRANK-OPERATED VENTIPANES, ELECTRIC WINDSHIELD WIPERS, SINGLE-KEY LOCK SYSTEM, SLIDING SUN VISORS, and KEY-LOCK GLOVE COMPARTMENT add greatly to the convenience of every Chevy. BIG LUGGAGE COMPARTMENT has lower rear wall for easier loading . . . features more usable room . . . has up to 32 cubic feet of clear load space.

The added PLEASURE AND CONVENIENCE of Power Steering, Power Brakes, 4-way and 6-way Flexomatic Power Seats, Power Windows and Air Conditioning are available in most Chevrolets as extra-cost options.

SPIRITED . . .



V8 GAS SAVINGS can be yours in the new standard ECONOMY TURBO-FIRE V8. This engine delivers brawny V8 performance with regular gas, plus the additional economy made possible by new camshaft design, specially calibrated, high-efficiency two-barrel carburetor, standard full-flow oil filter and newly designed cylinder head. Compression ratio 8.5 to 1; 170 h.p.

CHEVY'S 6 SQUEEZES THE PENNIES! Economy leader among full-sized car engines, the HI-THRIFT 6 gives you the spirit and quietness of a V8, features hydraulic valve lifters that save maintenance costs because they never need adjusting . . . standard automatic choke that saves you fuel. Compression ratio 8.25 to 1; 135 h.p.

PLUS YOUR CHOICE OF THREE GREAT 1960 CHEVROLET HIGH-PERFORMANCE V8'S. You can have as much spirit as you like with these husky performers. Take your choice: SUPER TURBO-FIRE V8*, 230 h.p.; TURBO-THRUST V8*, 250 h.p.; SUPER TURBO-THRUST V8*, 280 h.p.

COMPLETE YOUR POWER TEAM with any of Chevrolet's five great transmissions for 1960: ultra-smooth automatic TURBOGLIDE*, POWERGLIDE*, most popular automatic in the low-price field, 4-SPEED SYNCHROMESH*, standard 3-SPEED SYNCHRO-MESH or top-economy OVERDRIVE*.

*Optional at extra cost

CORVAIR BY CHEVROLET

THE PRESTIGE CAR IN ITS CLASS

With the Corvair, Chevrolet presents America's first specific design for a compact car . . . nine years in development . . . an authentic 108" wheelbase compact car that maintains American standards of room, ride and performance. The key: America's first modern aluminum engine, so light it can be joined with the transmission and final drive gears in one lightweight unit and placed in the rear where it belongs in a compact car. There's a virtually flat interior floor and comfortable, roomy seating. Less overall weight and fuel-saving efficiency of air-cooled 80-h.p. Turbo-Air 6 are basic reasons why the Corvair is a true economy car. Corvair's remarkably smooth, quiet ride stems from better weight distribution and Quadri-Flex 4-wheel independent suspension. There's sure stability, roadability, traction and braking; the Corvair is simply more fun to drive. Choice of standard or automatic* transmission. New Unistrut Body by Fisher joins body and frame into one solid, safe unit. Available in four models, the Corvair offers many luxury features, including a standard fold-down rear seat for more stowage space.

*Available at extra cost

CORVAIR 700 4-Door 6-Passenger Sedan in Sateen Silver . . . with rear-mounted power unit and trunk up front—one of two Corvair 4-Door Sedan models.



CORVAIR 2-Door 5-Passenger Club Coupe in Roman Red, one of two Corvair Club Coupe models.

Ask for your copy of the Corvair or Corvette catalog.

CORVETTE

AMERICA'S SPORTS CAR

Shown in Tuxedo Black and Sateen Silver.

Here is the Corvette for '60 . . . newly refined version of the car that captures hearts and laurels for sheer good looks and pure performance.



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