

# DEMONSTRATE Chevrolet with **QUADRA-POISE RIDE!**



It'll be a  
real **QUADRA-PAYS**  
ride for YOU!

(A ride that pays off with more sales, easier sales,  
better deals, and better prospects for future sales)

# Bolster Your Demonstration Punch

## with 1955 Chevrolet Features

And each of these features really hits home with a prospect when you work it carefully into your demonstration route! Here are just a few of those features, and an idea of some of the conversational comments you can make in your test drive.

### **BALL-RACE STEERING**

"A turn on a narrow street gives you evidence of Chevrolet's easy handling. That's because Ball-Race Steering turns on ball bearings."

### **HIGH-LEVEL VENTILATION**

"The air enters through the hood-high air intake—away from exhaust fumes and road dirt. These control knobs let you set your own flow of air. And it's a steadier flow, because the plenum chamber builds up a slight pressure to help keep the flow even. In bad weather, the rain or snow is drained off and doesn't get inside."

### **GREATER GLASS AREA**

"Notice how easily you can tell when traffic is clear? There are over 3500 square inches of glass in the new Chevrolet."

### **GLIDE-RIDE FRONT SUSPENSION**

"There are spherical joints where the wheel connects to the control arm. This lets the wheel move up and down, left or right at the same time. And Chevrolet will keep its 'new car' handling. Each of the spherical joints has non-metal linings that reduce wear."

### **ENGINE POWER AND QUIET**

"Chevrolet's four new engines have higher horsepower ratings."

"Chevrolet has nine power teams and each has new built-in quietness. Just two of the reasons for the new silence are four live-rubber engine mounts and a more efficient slower-moving fan."

### **12-VOLT ELECTRICAL SYSTEM**

"12 volts go shooting through to the spark plugs to give fine high-speed performance. And 12 volts also help assure starting the car on cold winter mornings."

### **OUTRIGGER REAR SUSPENSION**

"Notice the steadiness as we take a curve. That's because the new outrigger rear suspension springs are mounted outside the frame. Same idea as outrigger canoes to get a well-balanced ride."

### **BRAKING DIVE CONTROL**

"As I step on the brakes, keep an eye on the hood line. Notice how it stays nearly level. Other cars dip down in the front as the brakes are applied. Chevrolet's front suspension is the only one in the industry that gives Level-Flight braking."

### **HOTCHKISS DRIVE**

"Did you ever feel such smoothness in starting? The new Hotchkiss drive lets the big new rear springs cushion the starting and stopping forces."

### **RUBBER BODY MOUNTS**

"The frame beneath us is separated from the Chevrolet body by live-rubber mountings for quiet and comfort on rough roads."

### **PLENUM CHAMBER ARCH**

"The double-walled arch is part of the body, but it's so rigid, it actually serves as a frame cross support."

# REMEMBER and apply these PAY-OFF principles of demonstrating

## 1. PREPARE:

**PREPARE YOURSELF:** Know Chevrolet features so well that you can talk about them naturally and with authority. This makes it easier to say the right thing at the right time, and both you and the prospect will have time to concentrate on the actual driving.

**PREPARE YOUR DEMONSTRATOR:** Be sure it's clean and in tiptop mechanical condition. A neat, smooth-running demonstrator is the best selling partner you can have.

**PREPARE YOUR ROUTE:** Figure about 30 minutes' round trip from the dealership. Plan to give Chevrolet a chance to put its best foot forward in traffic, on the open road, on a rough stretch. THIS BOOKLET CONTAINS A SPECIAL MAP TO HELP YOU PLAN YOUR ROUTE FOR A REAL SELLING DEMONSTRATION!

## 2. DRIVE FIRST, THEN GIVE THE PROSPECT THE WHEEL

Up to the switch point, show the prospect the car as a passenger, preparing him for his role as driver. Following the switch, focus fully on *driver* advantages, keeping your comments short and crisp—just reminders of the features you explained fully while you were driving.

## 3. TELL PROSPECTS WHAT THEY'RE GOING TO SEE AND EXPERIENCE — SHOW THEM — THEN ASK FOR A RECEIPT THAT THEY HAVE SEEN AND EXPERIENCED

### PLAN YOUR DEMONSTRATION ROUTE

(USE THE MAP INSIDE)

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