

V8

T-O-P 55-24-SP

MORE POWER *for your prospects*
MORE SALES *for you...*
WITH *Chevrolet's*

SUPER TURBO-FIRE

V8





USE THIS FILM . . . to help you sell!

Show the film *Away Up Front with Super Power* to prospects. Use it to get them interested in the Super Turbo-Fire V8. Use it as your extra selling assistant — your salesman without pay.

BEFORE DEMONSTRATING Use the film to get your prospects excited and ready to really appreciate the thrill of driving a Super Turbo-Fire V8 Motoramic Chevrolet.

AFTER DEMONSTRATING If you give the demonstration first, use the film to help resell prospects on the prestige, performance, economy and safety of the Super Turbo-Fire V8.

*Motoramic
Chevrolets
powered with
SUPER TURBO-FIRE
V8 ENGINES
outperform cars
costing hundreds
of dollars
more!*

SUPER POWER!

The Super Turbo-Fire V8 has up to 18% faster acceleration than the Standard Turbo-Fire, between 50 and 65 miles per hour; and up to 22% faster acceleration between 60 and 75 miles per hour!

AMAZING ECONOMY!

Up to 11% better gas mileage, at a constant speed of 50 miles per hour, than the Standard Turbo-Fire V8 Engine!

1955 DAYTONA BEACH STOCK CAR RACE RESULTS

Chevrolet Super Turbo-Fire V8 took 2nd and 3rd place in Acceleration Runs from a standing start. Ford and Plymouth are far down the list.

Chevrolet Super Turbo-Fire V8 took 1st, 2nd, 4th, 5th, 6th and 7th places — SIX out of SEVEN top awards for popular-priced car class for the Two-Way Mile from a flying start . . . 10 miles per hour faster than fastest Ford, 15 faster than best Plymouth.

Chevrolet Super Turbo-Fire V8 topped Studebaker, Dodge, Mercury, Ford, Lincoln, Plymouth and other higher-priced cars in the Two-Way Flying Mile for *all* stock model cars!

Talk it up...

ALMOST EVERYBODY IS A PROSPECT FOR CHEVROLET'S SUPER TURBO-FIRE V8!

Sales records show that Super Turbo-Fire V8 buyers come from almost all walks of life — all jobs and professions. Below are six examples:

- **37-year-old Bank Vice President**
Income: \$8500 a year
- **23-year-old Gas Station Attendant**
Income: \$4800 a year
- **40-year-old Farmer**
Income: \$5000 a year
- **16-year-old High School Student**
Income: \$1200 (part-time work)
- **58-year-old Restaurant Owner**
Income: \$25,000
- **30-year-old Mechanic**
Income: \$400 a month



SELL TO THE PROSPECT'S FAMILY

Get the prospect's children on your side — it sometimes gives "Pop" just the reason for buying that he's been looking for.

Remember: Prospect's wives and daughters influence 90% of all new car sales. Sell wives on safety, economy and higher trade-in value of the Super Turbo-Fire V8.



COVER ALL THE BASES . . .

Sell the Super Turbo-Fire V8 in terms of prestige, performance, and price.

SELL PRESTIGE . . .

Point out that the dual exhaust outlets of the Super Turbo-Fire V8 let the world know that your prospect is driving a prestige car — a car with flashing performance.

Tell your prospects about the other solid citizens in town who have bought — help him *and his wife* to see the company they'll be in.

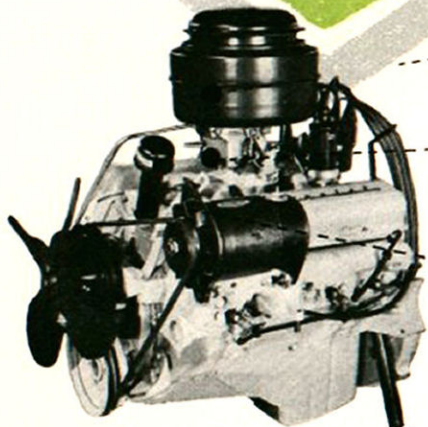
SELL PERFORMANCE . . .

Point out the Daytona Stock Car Race results. Bring up the acceleration figures. Remind him of the thrill of leaving the "big boys" standing at the light.

SELL PRICE . . .

Point out that in the Super Turbo-Fire V8, your prospect gets a lot more power for little more money! Remind him that he gets outstanding performance unmatched in the low-priced field, at a lower initial cost . . . that he will have less operating expense, more gas mileage. Tell him that his car will have a higher future trade-in value because it will have what every buyer wants — *super power!*

KNOW THE FEATURES OF THE SUPER TURBO-FIRE V8



**180 HORSEPOWER
SUPER TURBO-FIRE V8**

- **HIGH-CAPACITY AIR CLEANER**

that is designed to meet the demands of a super-powered engine by supplying huge amounts of *filtered air* to the carburetor.

- **FOUR-BARREL CARBURETOR**

for better engine breathing — for extra power when you want it. Only two barrels operate at cruising speed, thus preventing waste of gas or power. The other two cut in when the driver presses down on the accelerator.

- **SPECIAL INTAKE MANIFOLD**

that helps the engine breathe correctly. This special intake manifold distributes the fuel mixture evenly to the cylinders for smooth, responsive operation.

- **DUAL EXHAUST OUTLETS**

with two stacks and two mufflers allow easy escape of waste gases — greatly reducing power-robbing back pressure.



**GIVE YOUR PROSPECT
HIS TURN AT BAT-
--Demonstrate!**

Demonstration is the *best* way to sell any prospect on the thrill of Super Turbo-Fire V8 performance. Any prospect finds it hard to let go of the wheel.

HIT SAFETY HARD . . .

Women often think of danger when they hear about super power. Explain that Chevrolet's Super Turbo-Fire V8 holds its peak performance in reserve, until it's needed!

Point out that two cars approaching each other at 50 miles per hour are closing the gap at 146 feet *per second*. Remind prospects that super power cuts down the number of seconds needed for passing—making passing safer.

HIT SAFETY HARD —

ESPECIALLY WITH WOMEN!