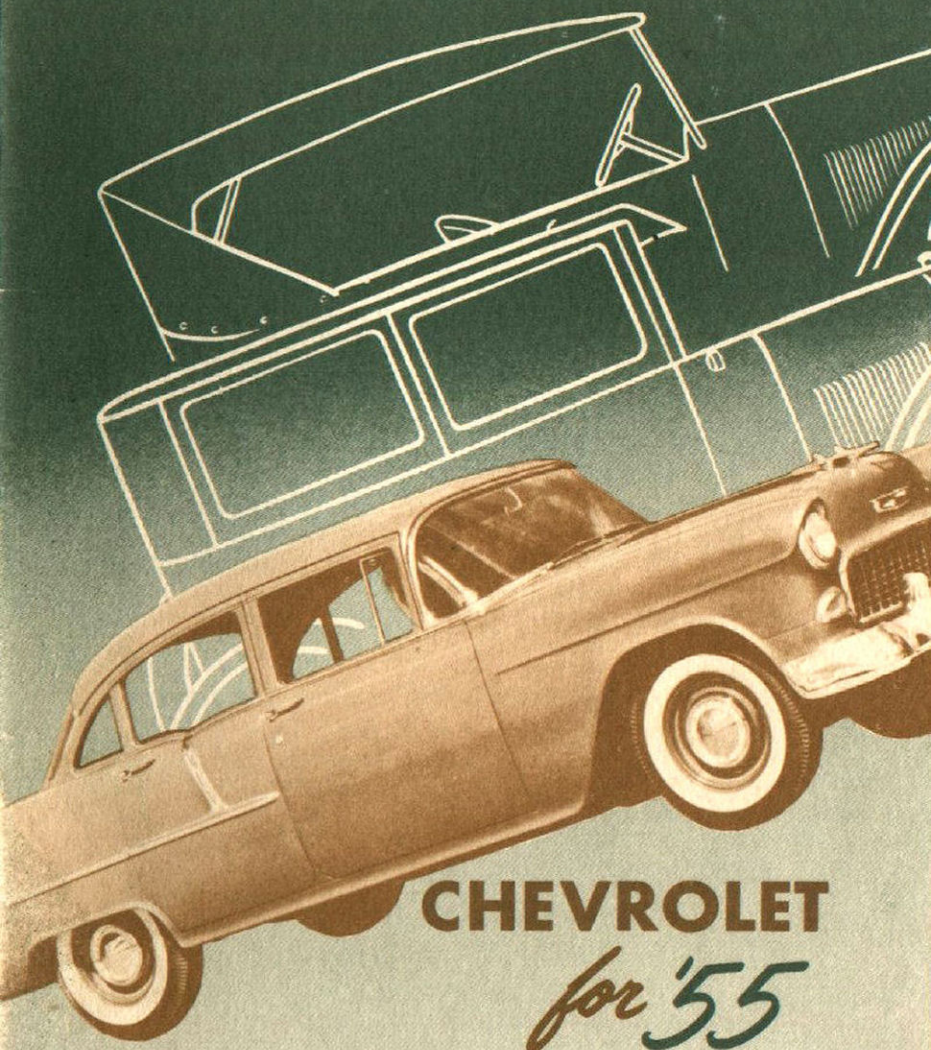
THE *Third Era* *in* RIDE AND HANDLING



CHEVROLET *for '55*

Automobile riding was rough in the early days. It wasn't just the ruts, it was the fact that cars had stiff "I" beam axle-type suspensions.

Though suspension systems were improved over the years, automobile riding comfort called for bigger and bolder changes.

The second era of ride and handling was launched in 1934 with Chevrolet knee-action. The independent front suspension. Overnight it revolutionized the industry.

Constant refinements and improvements through the years brought new smoothness to the American road.

But with the improvements came new, higher standards. America waited for the next step.

3. Quadra-Poise Ride

Chevrolet now ushers in the *third* era in ride and handling—the Quadra-Poise Ride! Here are far more sweeping changes than the independent front suspension.

An entirely new chassis!

An entirely new body!

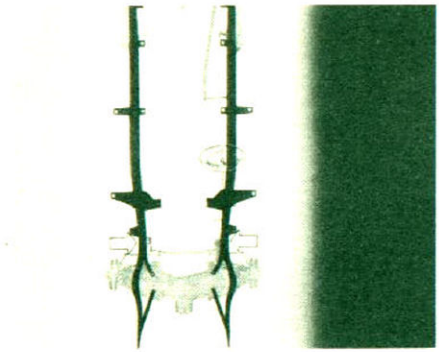
Advantages never before known in the low-price field.

It brings a new levelness to riding. It brings a new firmness to handling. It narrows the gap between small car and big car.

Quadra-Poise Ride . . .
is the most complete change in automobile history!

A Solid Foundation

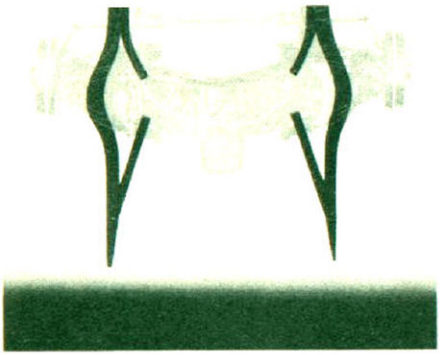
The NEW Chevrolet frame is . . . Wider at the front! . . . More Rigid! . . .



The frame is up to 14½ inches wider in the front. That's because the side members are much straighter this year. This provides every Chevrolet with a good solid footing.

Straight side members also give new resistance to twisting. It's the same principle as bending a bar. When the bar is already bent it's a lot easier to finish the job. When the bar is STRAIGHT, it's a lot harder to twist.

Chevrolet's frame is 50% more rigid!

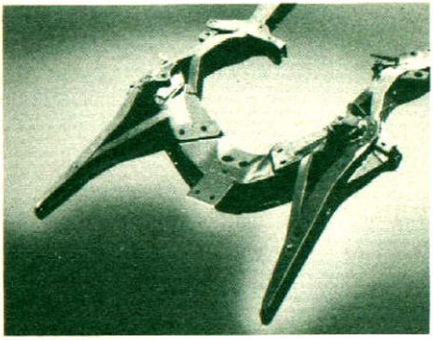


A big reason is wider box-girder construction which provides the strongest possible frames.

Side members are provided with extensions which give added support to the front bumpers and reduce flexing when a bumper jack is used.

for Quadra-Poise Ride

Lighter! . . . Fully Integrated!

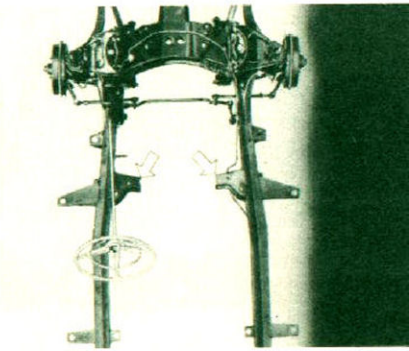


Front and rear cross members are more fully integrated into the frame structure because they are more rigidly attached to the side members.

Cross members are now riveted and welded to both the top and the bottom of the side members.

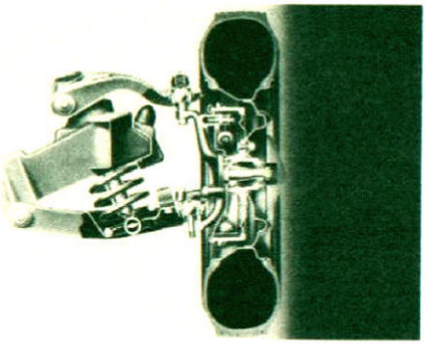
With new strength designed into so many parts of the Chevrolet frame, it was possible to keep weight down. An example is that only two SOLID BRACKETS are now required for the rear engine support instead of a complete cross member.

This is just one reason for the 9% reduction in weight of Chevrolet's new, more rigid frame. This is but one of the many dividends Chevrolet owners receive from Chevrolet's policy of designing fresh and new from the ground up.



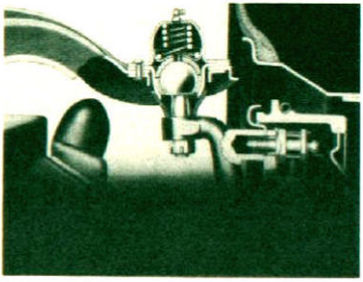
Glide-Ride Front

Big-Car Ride . . . Easier Handling

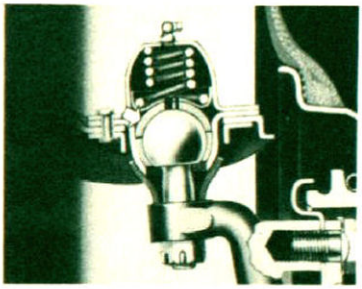


The 1955 Chevrolet uses spherical joints instead of the king pin and control arm outer pivots used on some cars. This allows the wheels not only to turn right and left, but also move up and down with the bumps of the road.

Other front-end improvements contribute to Chevrolet's "big-car" ride. Coil springs and shock absorbers have been placed at a new angle, and the front tread has been widened by 1.3 inches for greater front-end stability.



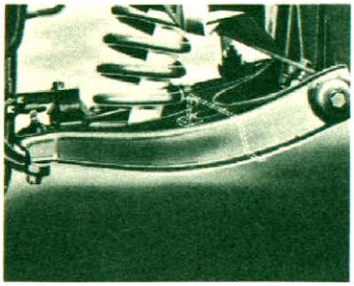
Chevrolet's upper spherical joint units are spring-loaded for easier handling. Spring loading dampens road shocks, provides automatic adjustment for wear, and gives just the right amount of pressure for responsive steering and smooth riding.



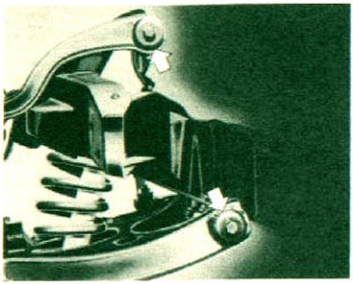
Chevrolet has a big advantage in durability over every other suspension system. The lining of the casing around the spherical joints is made of a new, nonmetallic material adapted by Chevrolet from a material originally developed for use in bearings for steel rolling mills. This miracle lining literally swallows up any dirt that might enter the sealed joint affording protection against scoring and grating damage.

Suspension *Provides*...

...Greater Durability



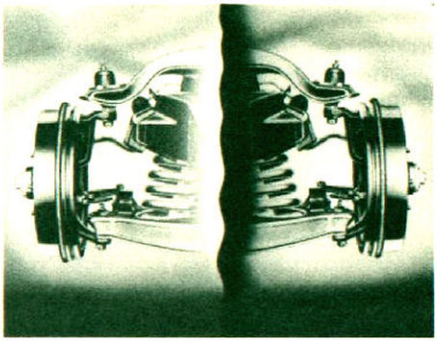
Durability and handling are further improved by the new design of the lower control arm. It has the conventional pan design but it is now upside down so that snow and mud can't collect. This means a freer moving suspension under severe operating conditions.



New rubber bushings at the point where the control arms are joined to the frame further aid handling and durability. They reduce noise, dampen road shock and vibration, and eliminate friction and the need for lubrication.

As a result of these new bushings front suspension lubrication requirements have been cut 75%. Now—only 4 points in the front suspension need the lube gun.

Glide-Ride Front Suspension offers new smoothness of ride, new ease of handling and new simplicity of lubrication. In addition,

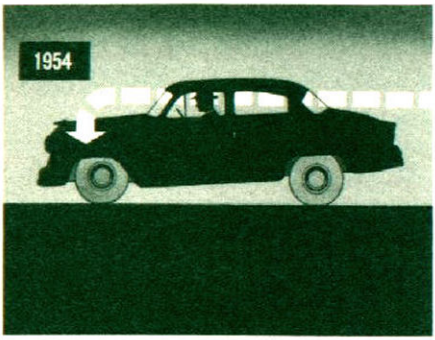


GLIDE-RIDE FRONT SUSPENSION

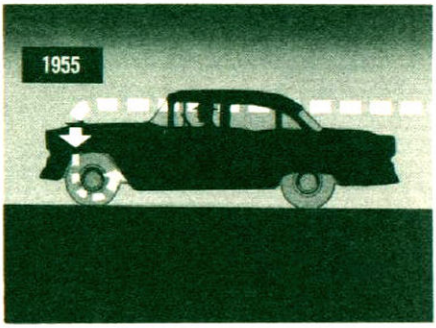
Offers...

. . . *Braking* Dive Control

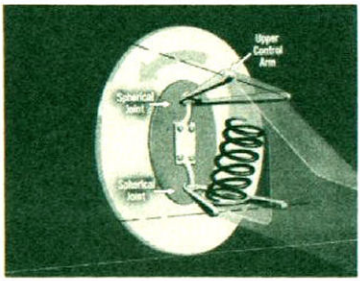
A Chevrolet **EXCLUSIVE** *that reduces nose dive when the brakes are applied*



When the brakes are applied on cars *without* braking dive control, the forward momentum of the car results in a forward transfer of the car's weight and forces the front end of the car downward on the front springs.



Chevrolet's Glide-Ride, a new concept of Front Suspension, takes the forces of a car's momentum and partially reverses their action to control objectionable nose diving.

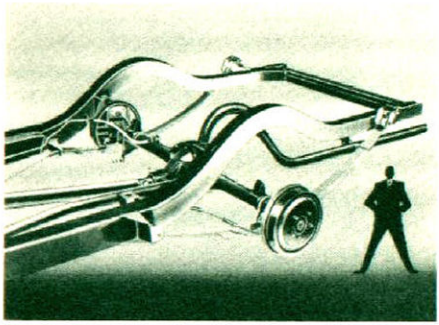


Chevrolet's Braking Dive Control is made possible by angle-mounted upper arm controls which work with the spherical joints to control diving action when the brakes are applied.

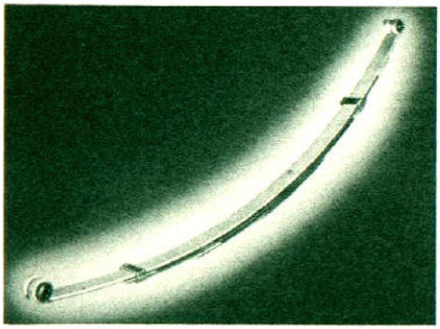
The advantages of Glide-Ride Front Suspension can best be shown in action. DEMONSTRATE them on the road!

Outrigger Rear Suspension

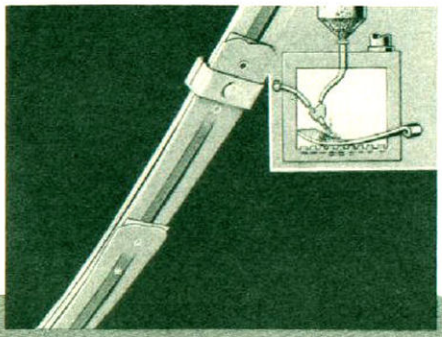
Provides NEW *Stability!* NEW *Sturdiness!*



New stability comes from having the rear springs mounted outside the frame. This WIDER spacing of the mountings increases a car's stability just as the spreading of the feet provides a person with increased stability—a charging football linesman for example.

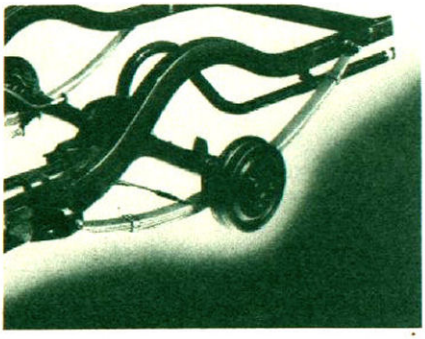


New sturdiness is the result of longer, wider springs. Each rear spring is now a full 58 inches long and 2 inches wide. This new length means a wider arc for spring action. This is important in lengthening spring life because it results in a lower stress build-up within the springs.

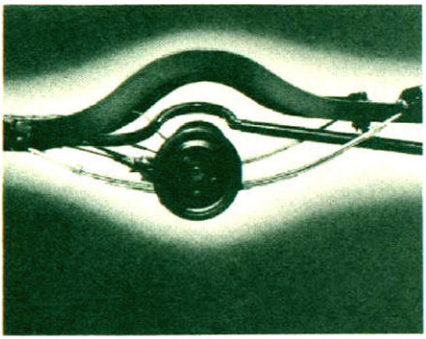


Spring leaves are thicker this year, and for even greater durability, the top side of the main spring is shot-peened to increase resistance to flexing fatigue. In shot peening, thousands of tiny shot made of special steel bombard the surface of the springs.

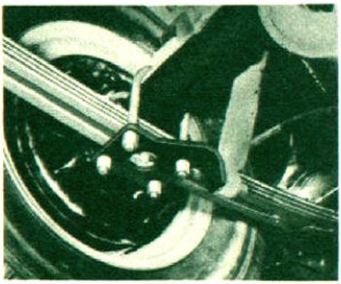
NEW *Smoothness!*
NEW *Handling Ease!*



Chevrolet's new springs have tremendous abilities to smooth 1955 riding, stopping, and starting. These abilities are brought into full play by letting the rear springs cushion the driving and reaction forces and eliminating the need for a torque tube. Now, the only connections of the rear wheels and rear axles to the frame are the big, easy-acting rear springs.



The axle driving forces are first sent to the springs, which flex slightly before passing them on to the frame. This cushions the driving forces before they reach the frame—like the boxer rolling with a punch. This gives new smoothness to Chevrolet's starting, stopping, and cruising.

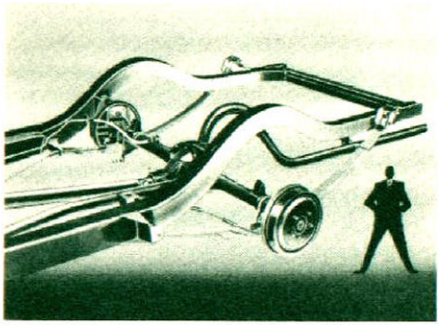


The new rear springs now exercise sole control of the rear axle. This gives new smoothness to rear axle steering tendencies, for easier, more responsive handling.

The 1955 Chevrolet has a huskier new rear axle featuring a thicker shaft, welded-on inspection cover, differential housing of new scoring-resistant steel, and new, bigger larger-capacity differential bearings. Oil seals and wheel bearings are integrated to insure proper sealing.

Outrigger Rear Suspension

Provides NEW *Stability!* NEW *Sturdiness!*



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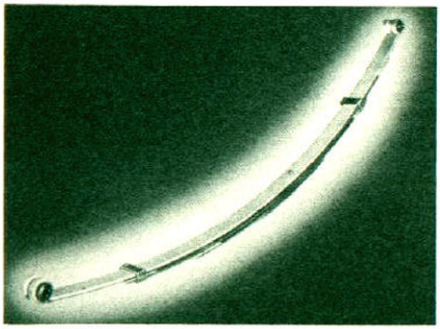

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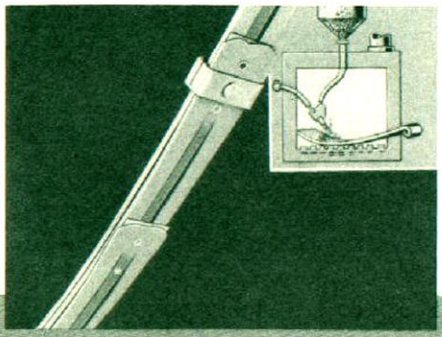
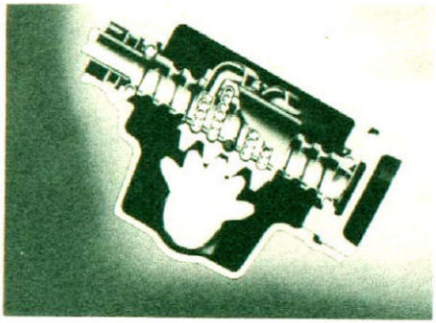


Spring leaves are thicker this year, and for even greater durability, the top side of the main spring is shot-peened to increase resistance to flexing fatigue. In shot peening, thousands of tiny shot made of special steel bombard the surface of the springs.

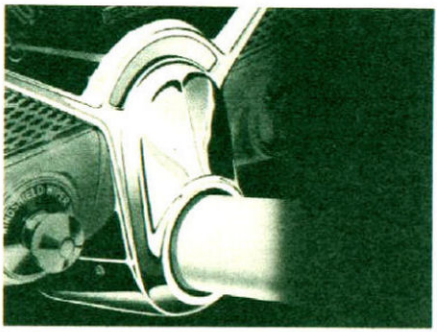
There's NEW Steering

All-NEW Ball-Race Steering Provides Easier Steering...Less Road Vibration... Better Balance and Stability

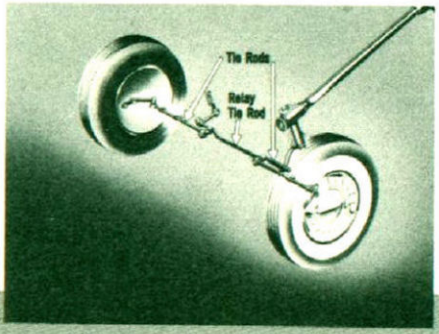


Easier steering results from a new, modern "recirculating ball" type steering gear that actually turns on scores of easy-acting ball bearings. This puts more driver effort into steering action.

Steering effort is further reduced by Chevrolet's new overall ratio of 25.7:1 which is carefully designed to cut effort and yet keep steering sharp.



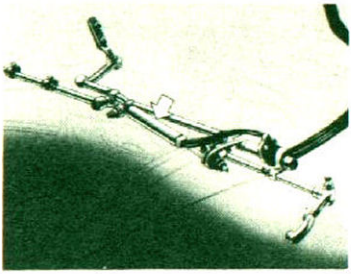
Transmission of road vibration is reduced by the attachment of the steering mast jacket to the body instead of the usual gear housing. So now, the road shocks at the steering gear housing are not transmitted directly to the driver.



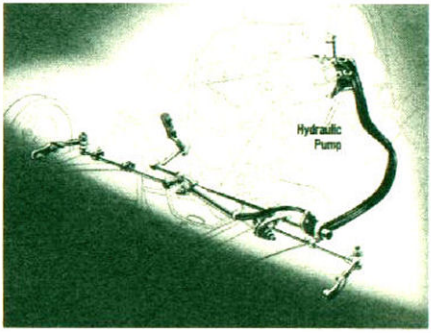
New balance and stability come from a new steering linkage. It has short, rigid, equal length tie rods connected to the steering relay rod. This is a more rigid attachment for new steering responsiveness. It is a well-balanced linkage for more stable, precise turning.

Ease and Safety!

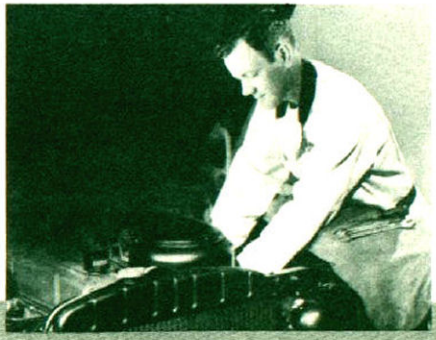
NEW *Power-Touch Steering Features... More Responsive Operation... A Simpler Design... Easier to Service*



The power cylinder is now located right at the steering link. Here the cylinder can intercept road shocks and smother them before they ever get to the steering gear and column. And having the cylinder right where the steering is done means more positive action.



The Power Steering unit has a simpler design. A pulley and pump mounting have been eliminated by having the hydraulic pump driven through the generator. The standard steering gear is used rather than a special one. This means easier servicing.



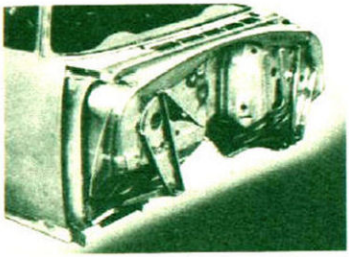
With many Power Steering parts removed from the engine compartment, those that remain have more "breathing room." A mechanic has more elbow room. Another aid to easy, economical servicing.

And remember . . .

A powerful hydraulic pump supplies up to 80% of the power required for steering.

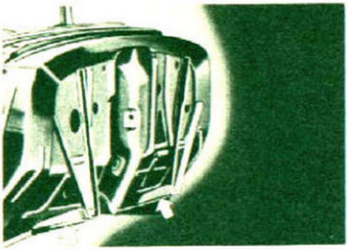
NEW Twin-Guard

A Double Wall of Steel



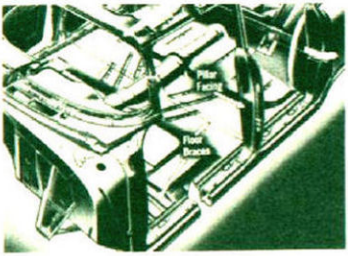
NEW *Rigidity*

The plenum chamber arch is a structural member of the body that's so rigid that it does the job of a frame cross member. It gives double-wall strength to the cowl and dash assembly.

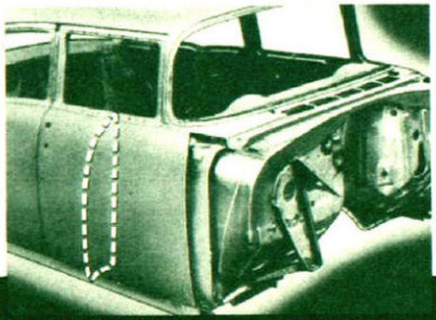


The front dash-to-frame braces have been moved back to cut off front-end shake to the body.

The front braces have new angle supports to maintain beam stiffness to the body shell.



There's a new heavy-gauge pillar facing. New heavy-gauge reinforcements and welded-on floor braces give it tremendous rigidity.

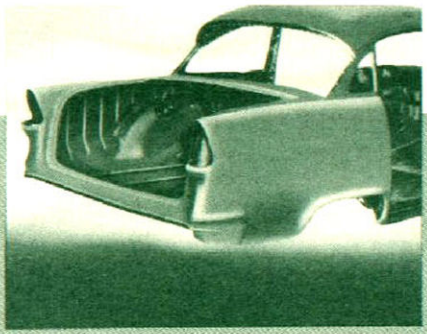


Doors of the new Twin-Guard Body have double-wall construction. Steel-against-steel gives solidness and protection.

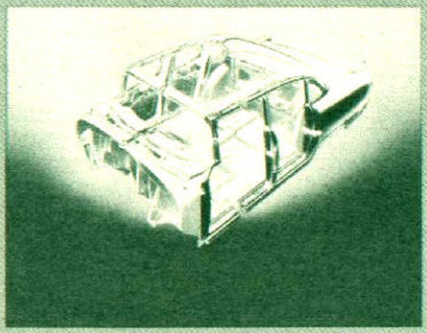
Body by Fisher

Everywhere It Counts!

NEW *Safety*

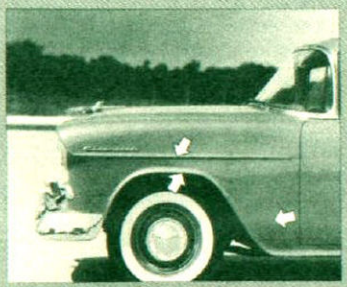


There's new rear-quarter construction. The inner panel is one solid piece of sheet metal. It's ribbed at the rear, welded to the outer panel along the deck lid opening, and gets solid support from the floor. This is called "Vertical Wall" construction.



Chevrolet bodies have UNITIZED CONSTRUCTION for improved body shell alignment and accurate door fits.

Inner and outer quarter panels, outer roof rails, outer rocker panels, center pillar, and front windshield and hinge pillar facing are now framed as a unit for assembly to the body shell.

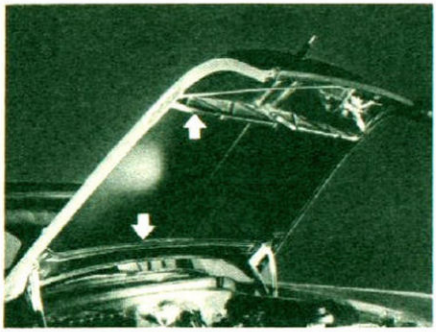


Fenders get extra rigidity from the windsplit line, the beaded wheel openings, and a new heavily ribbed one-piece skirt, firmly braced to each fender.

Chevrolet . . . built for outstanding durability!

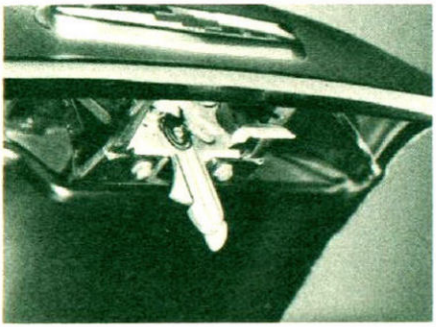
Twin-Guard *Styling*...

Plus...NEW Comfort

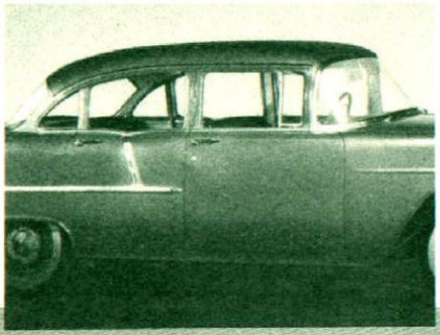


The new one-piece hood has extra sturdiness. A strong bracket is now riveted to the front downward curve of the hood. A new three-piece reinforcement is welded to the rear of the hood.

It's easier than ever to lift the hood on the new Chevrolet. New gear-type hinges assure uniform action, and allow more accurate counterbalancing of the hood.



An improved hood safety catch and a new self-locking mechanism virtually eliminates the dangerous "unlocked hood." The lock actually permits only downward motion of the hood while the car is in motion.

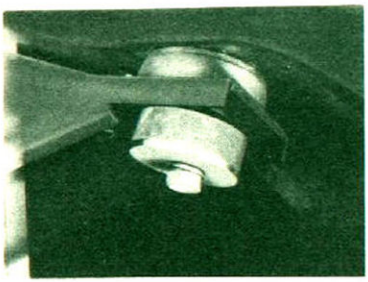


Another safety feature is the new greater glass area. There are 541.6 *extra* square inches of glass in the 1955 Twin-Guard Body. Now, Chevrolet drivers can see all four fenders.

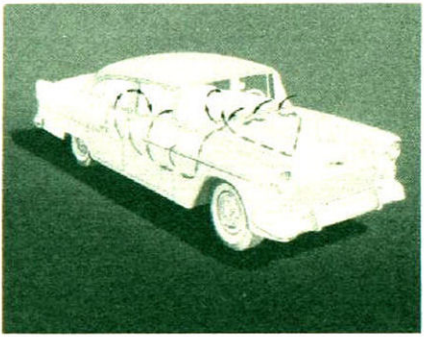
Safer, more reliable locking of doors is provided by a new rotary-type lock. It also provides easier, quieter operation.

Beauty with Safety

and Convenience

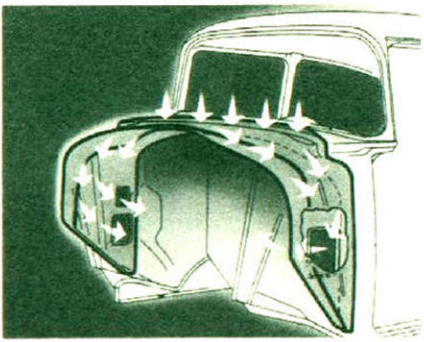


Riding comfort is helped by new rubber cushion mountings in the Chevrolet body. Now—road shocks are soaked up and a softer, quieter ride results.



A new air intake system contributes greatly to driving comfort. It takes in air hood-high, away from the road heat and dirt. It avoids the hot engine compartment when sending the air into the car. The result—FRESHER, CLEANER AIR.

The new ventilating system not only provides fresher air, but delivers it in a more even flow. That's because the plenum chamber builds up a slight pressure that tends to stabilize air flow despite changes in driving speeds.

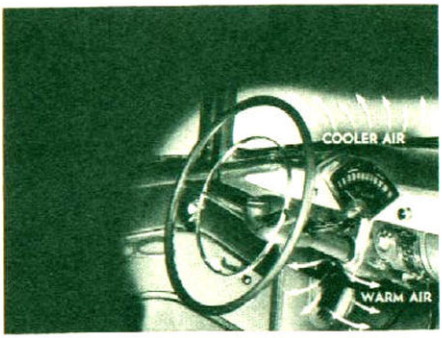


In its field, **ONLY** *Chevrolet offers such*

a **BIG** *measure of* **BIG**-*car comfort!*

NEW All-Weather Comfort

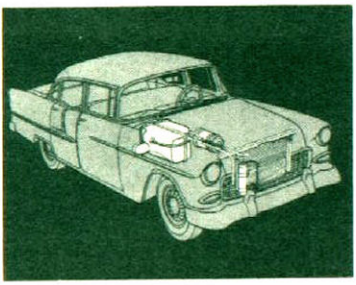
NEW Comfort-Zoned Heating!



Chevrolet heating provides two distinct temperature zones at the same time.

Outside air is heated and the warm air flows through the outlets around the feet and lower body. The air from the defroster openings is several degrees cooler and flows into the upper part of the body to help keep the driver and passengers fresh, alert, and comfortable.

New All-Seasons Air Conditioning.

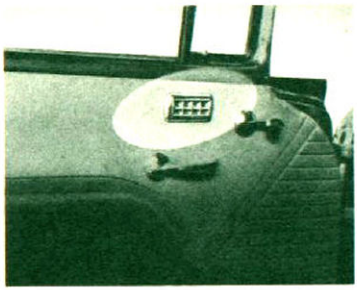


For the height of all-weather driving comfort, Chevrolet offers ALL-Seasons Air Conditioning—first in the low-price field.

Heating and cooling are combined in one compact unit located entirely at the front of the car leaving the luggage compartment unobstructed.

Swivel outlets make it possible to direct cool air up or down. Controls are simple and good-looking.

New Finger-Tip Convenience.



Still another convenience option offered in the 1955 Chevrolet "Two-Ten" and Bel Air Series is Power Control of All Four Windows. There are controls under each window and a master control next to the driver that operates all four windows. Two-speed electric windshield wipers are also available as an option on all models. Another convenience feature available as a separate option is the new power seat control.

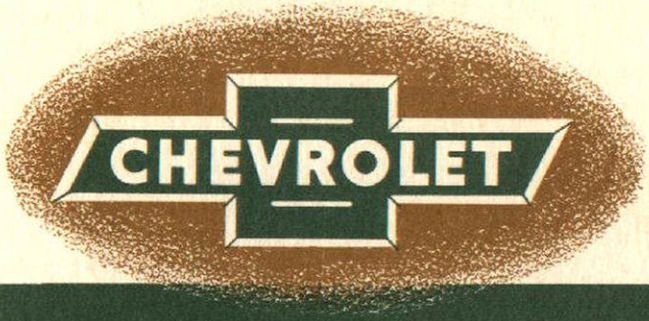
Only CHEVROLET has *NEW Quadra-Poise Ride*

because ONLY Chevrolet has...

NEW *FRAME*
NEW *FRONT SUSPENSION*
NEW *REAR SUSPENSION*
NEW *STEERING*
NEW *BRAKES AND TIRES*
NEW *BODY*

These are NEW Features which have ushered in a NEW ERA in Automotive History.

Show every prospect that the *Third Era* in Ride and Handling has arrived. DEMONSTRATE the great 1955 Chevrolet and Quadra-Poise Ride!



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