

new

What's

in the new

CHEVROLET?

CHOOSE FROM 14 GLAZIOROUS MODELS IN THREE GREAT SERIES

NEW "SHOW CAR" STYLING

BROOMER COLDBRAND INTERIORS

STRIKING NEW INSTRUMENT PANEL

NEW FOUR-FENDER VISIBILITY

NEW AIR CONDITIONING AVAILABLE!

NEW AND IMPROVED AUTOMATIC POWER HELPERS!

E V E R Y T H I N G !

NEW "TURBO-FIRE" V8 ENGINE

TWO NEW SIZES—"BLUE-FLAME 123" — "BLUE-FLAME 136"

A THREE NEW DESIGN IN BODIES BY FISHER

NEW HIGH-LEVEL VENTILATION

NEW 1967 VOLTAGE

NEW SIDEWIND FRONT SUSPENSION

NEW BALLRACE STEERING



THE BEL AIR 4-DOOR SEDAN



THE BEL AIR 4-DOOR STATION WAGON



THE "TWO-TEN" 4-DOOR STATION WAGON



THE "ONE-FIFTY" UTILITY SEDAN



THE BEL AIR 2-DOOR SEDAN



THE "TWO-TEN" 4-DOOR SEDAN



THE "TWO-TEN" 2-DOOR STATION WAGON



THE "ONE-FIFTY" 2-DOOR STATION WAGON



THE BEL AIR SPORT COUPE



THE "TWO-TEN" 2-DOOR SEDAN



THE "ONE-FIFTY" 4-DOOR SEDAN



THE BEL AIR CONVERTIBLE



THE "TWO-TEN" DELRAY CLUB COUPE



THE "ONE-FIFTY" 2-DOOR SEDAN

Here are the new Chevrolet! 14 glamorous models—each with exciting new "show car" styling all its own! They're the first complete line of "dream cars" in the low-price field. And they go your dreams one better when it comes to power and performance . . . comfort and convenience . . . and downright luxury! Pick out your favorite Bel Air, "Two-Ten" or "One-Fifty" right here on this page.

NEW "SHOW CAR" STYLING



ROOMIER, COLORAMIC INTERIORS

Here's Chevrolet's new "show car" styling at its beautiful best. The new Bel Air 4-Door Sedan looks as young as you feel behind the wheel! Wider and longer-looking—and much, much lower, its crisp lines are enhanced by tasteful chrome accents which distinguish the luxurious Bel Air models. All the new Chevrolets have the long, low "let's go" look!

Try this Bel Air 4-Door Sedan interior for comfort! Looks roomy—and it is. The new Chevrolet gives you more room for hats, hips and shoulders. Looks luxurious—and it's that, too. New Bel Air fabrics and fittings have a look of custom quality that you'll find only in much higher-priced cars. Color-keyed with the exterior, of course. New Chevrolet "Two-Ten" and "One-Fifty" models are smartly appointed, too.



CHOOSE FROM 14 GLAMOROUS MODELS IN THREE GREAT SERIES

NEW "SHOW CAR" STYLING

STRIKING NEW INSTRUMENT PANEL

ROOMIER, COLORAMIC INTERIORS

NEW FOUR-FENDER VISIBILITY

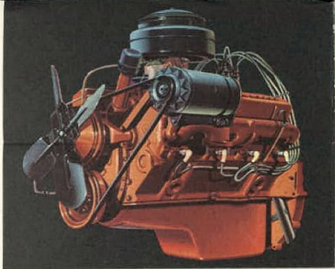


There's an "airliner look" about Chevrolet's glamorous new instrument panel. Instruments are grouped to read at a glance. Red lights flash on to indicate low oil pressure or low generator charging rate. Ends of the panel curve around and blend beautifully into doors. And notice that the glove compartment is now located in the center for greater convenience!

You can see all four fenders from the driver's seat! Chevrolet's greatly increased visibility is a big help in parking and maneuvering in close quarters. The new Sweep-Sight Windshield is the newest thing in style and sight! It's 19% larger . . . curves gracefully around to vertical corner posts. Rear and side windows are bigger, too, giving you a better view in all directions!

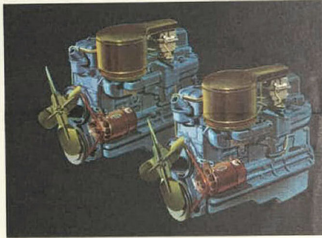


Here's the valve-in-head V8 as only the valve-in-head leader can build it. Look what you get in the new Turbo-Fire V8: 162 horsepower with an 8 to 1 ultra-high compression ratio! Highly efficient oversquare design, which means less piston travel . . . less friction and wear! High horsepower per pound! New Plus-Power Option boosts Chevrolet's V8 horsepower to 180 . . . brings you even more exciting performance! Available at extra cost on V8 models.



NEW "TURBO-FIRE" V8 ENGINE

The great new "Blue-Flame 136" teamed with improved super-smooth Powerglide is the most powerful Chevrolet passenger car six ever built! And it features new efficiency and smoothness of operation with new vibration-smothering 4-point suspension, new cooling and lubrication systems and new 12-volt electrical system. The new "Blue-Flame 123" six in gear-shift models offers these same new advances. You get spirited performance plus outstanding economy.



TWO NEW SIZES—"BLUE-FLAME 123" — "BLUE-FLAME 136"

A THREE NEW DESIGN IN BODY BY FORD

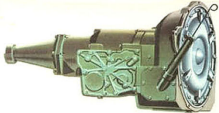
NEW 12-VOLT ELECTRICAL SYSTEM

NEW VIBRATION-SMOTHERING 4-POINT SUSPENSION

NEW BALL-BEARING STEERING

BEST CHOICE IN CHEVROLET HISTORY!

NEW HIGH-LEVEL VENTILATION



SUPER-SMOOTH POWER-GLIDE—New engineering advances keep Powerglide's automatic shifts from low to cruising range a smooth, silent secret. And Powerglide now brings you even greater durability! Powerglide is optional at extra cost.

NEW TOUCH-DOWN OVER-DRIVE—Here's great new driving flexibility and wonderfully responsive performance combined with big gas savings! Overdrive lets the engine "loaf" while you travel at cruising speeds! Optional at extra cost.



NEW SYNCHRO-MESH HEAVY-DUTY TRANSMISSION—Offers the very finest in standard driving with outstanding gasoline economy. New engineering advances provide greater operating smoothness . . . increased stamina and durability!

TAKE YOUR CHOICE OF 6 NEW POWER TEAMS

1	123 H.P. Six with Standard Transmission	2	123 H.P. Six with Overdrive	3	136 H.P. Six with Powerglide
4	162 H.P. V8 with Standard Transmission	5	162 H.P. V8 with Overdrive	6	162 H.P. V8 with Powerglide
<i>Both Overdrive and Powerglide Power Teams Optional at Extra Cost</i>					

EXTRA! The new Plus-Power Option boosts Chevrolet's V8 horsepower to 180 . . . brings you even more exciting performance! Available at extra cost on V8 models.

CHOOSE FROM SIX DIFFERENT POWER-DRIVE COMBINATIONS—GREATEST CHOICE IN CHEVROLET HISTORY!

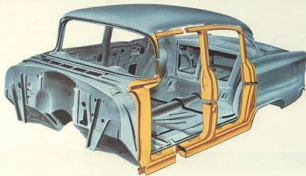
A THREE-DEK DESIGN IN BUICK'S 217 CUBIC INCH V6

NEW 1967 CHEVROLET

NEW 1967 CHEVROLET

NEW HIGH-LEVEL VENTILATION

NEW BALL-BEARING STEERING!

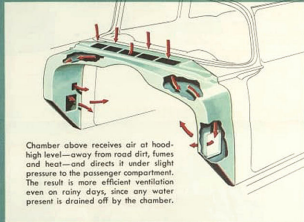


There's a lot more that's new besides the beauty in Chevrolet's sleek new Bodies by Fisher! The entire body structure has been redesigned and more closely integrated with the frame. Together with new manufacturing methods, this new design brings you great strength, new rigidity and

roominess. And it contributes greatly to the solid and steady big-car comfort you'll enjoy in the new Chevrolet. Remember . . . Chevrolet's the only low-priced car to bring you the advances of the fine quality body used in many of America's highest-priced cars—Body by Fisher!

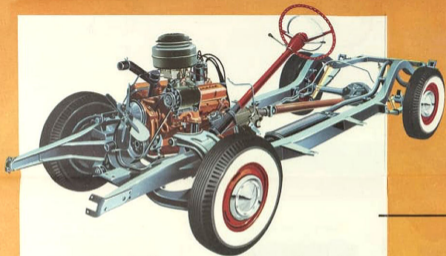
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A WHOLE NEW DESIGN IN BODIES BY FISHER



Chamber above receives air at hood-high level—away from road dirt, fumes and heat—and directs it under slight pressure to the passenger compartment. The result is more efficient ventilation even on rainy days, since any water present is drained off by the chamber.

NEW HIGH-LEVEL VENTILATION



NEW CHEVROLET CHASSIS — The 1955 Chevrolet is just as new underneath as it is "topside"! This completely new chassis is what makes driving the new Chevrolet such a wonderfully exciting experience. You'll find it brings you an entirely new feeling of stability and safety

on the road . . . a minimum of pitch and roll on curves . . . almost unbelievable riding smoothness that makes back roads seem like boulevards! And it's designed to deliver a long lifetime of fine performance with even less maintenance than the thrifty Chevrolets of recent years!



NEW GLIDE-RIDE FRONT SUSPENSION

New spherical joints absorb all road shocks. You enjoy a wonderfully new kind of ride. New *Anti-Dive Braking Control*—an exclusive Chevrolet development—means "heads up" stops, even when you stop in a hurry!



NEW BALL-RACE STEERING—

The new Chevrolet steers with ball bearing ease! New Ball-Race Steering greatly reduces friction to give you greater handling ease than ever before. Also, steering is smoother and steadier under all kinds of road conditions.

MORE THAN A NEW CAR . . .

a new concept of low-cost motoring!

