

*Just out
and just wonderful!*

with sensational new **FUEL INJECTION**



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coming or going . . .

'57 CHEVY

goes 'em all one better!

Chevrolet's the newest—that's for sure! With a new accent on *style* . . . from daring new front end design to rakish new high-set rear fenders! With a new accent on efficient *power* . . . from great new high-compression engines to *fuel injection*, the industry's most far-reaching engine improvement! With a new accent on *performance* . . . in revolutionary Turboglide, the newest, smoothest thing in automatic drives! With dozens of other features . . . new colors . . . new luxury . . . new comfort and safety, the 1957 Chevrolet is alive with a new spirit of driving fun. Just turn the page and see how excitingly new this '57 Chevy really is!



1957 CHEVROLET...sweet...smooth...and sassy!



MODEL NO. 50077 SHORT COURSE
Based on 1957 Chevy and Chevrolet Sedan



MODEL NO. 50075 SHORT BELAIR
Based on 1957 Chevy and Chevrolet Sedan



MODEL NO. 50071 SEDAN
Based on 1957 Chevy and Chevrolet Sedan



MODEL NO. 50076 CONVERTIBLE
Based on 1957 Chevy

20 new models

Whatever your preference is, one we might be—smart looking or handsome “bad personality” action wagon, 1957’s 20 new or adventurous, low-priced sport model, Chevrolet has it in the grand array for 1957! Choose from these great series... 20 sparkling new models, including the distinctive Chevrolet Park and the one that appeals to you most. Then we urge Chevrolet order and find out how much more you pleasure there is behind the wheel of the '57 Chevrolet!



MODEL NO. 50074 2-DOOR SEDAN
Based on 1957 Chevy and Chevrolet Sedan



MODEL NO. 50073 4-DOOR SEDAN
Based on 1957 Chevy



MODEL NO. 50072 2-DOOR SEDAN
Based on 1957 Chevy and Chevrolet Sedan



MODEL NO. 50070 2-DOOR SEDAN
Based on 1957 Chevy



MODEL NO. 50069 2-DOOR SEDAN
Based on 1957 Chevy and Chevrolet Sedan



MODEL NO. 50068 2-DOOR SEDAN
Based on 1957 Chevy



MODEL NO. 50067 2-DOOR SEDAN
Based on 1957 Chevy and Chevrolet Sedan

1957 CHEVROLET...sweet...smooth...and sassy!

revolutionary new

TURBOGLIDE

with triple-turbine takeoff!

Smoothest going ever made! That's TurboGlide,* Chevrolet's exclusive new automatic drive. There's nothing like it in the industry. From standard to maximum cruising ... in pickup, passing or slowing for a stop ... there's never a lurch or lag, never a lull or a stall. TurboGlide's triple-turbine action provides unbelievable smoothness with instant response through every speed range. A built-in TurboGlide safety feature, the exclusive Hill Retarder, helps take downhill grades in stride ... leaving the car and saving the brakes. In addition to new TurboGlide, the '57 Chevrolet offers you a choice of three other outstanding transmissions—Innovative PowerGlide,* fuel-saving Turbo-Drive Chevrolet* or conventional 3-speed Synchro-Mesh.



new instrument panel and a new view

That's the present view of the road for 1957! It's a bigger view through a larger windshield ... more beautiful, too, with a new Chevrolet instrument panel styled for smoothness and safety. Instruments are centered in front of the driver for instant reference. Controls are finger-tipped, and the newly tailored steering wheel features a safety-style, recessed hub. But best, you get a big new view of the road over Chevrolet's lower, clear-lined hood. Front and rear fenders are clearly visible from the driver's seat.



so much that's **NEW!**

power to please you

...and do the work for you whenever you drive the '57 Chevrolet! There's a new measure of driving pleasure in the finest selection of power options* available. Power Steering to make parking a breeze ... 48 driving lamps. Power Brakes for sure, safe stops. Power Seat and Power Windows for quiet, easy adjustments, at your fingertips. All-Weather Air Conditioning for fresh, cool, springtime weather the year around!

an inner beauty

Chevrolet makes interior seats for '57, and Big Deluxe sets the tone with luxury and maximum road support only in more costly cars. Wheston colors are blended in bonded fabric and leather-grained vinyl, as in this Big Air 4-Door Sedan. And Color-Packaged interiors are always in beautiful harmony with the '57 Chevrolet exterior color of your choice!

*Without options.



NEW powerful engines

Already famous as the V8 engine performance leader, Chevrolet gives you all the better for 1957! Four brilliant big-bore V8's* ... with over 100-hp power ranging up to 245 hp, and top torque. Count on any one of them to show you a new kind of driving fun. They're way out front in advanced short-stroke design—low in friction, long on seat, high in free-breathing efficiency for spirited performance and economy. And, for '57, Chevrolet's great "Blue-Flame" Six brings an equally impressive spirit of driving fun to its class!

*Special 230-hp engine available at extra cost. Also Ramjet fuel injection engine with up to 287 hp in Corvette and passenger car models.

new RAMJET FUEL INJECTION



FUEL INJECTION is new and Chevrolet has it! How suddenly out of the fabulous future is a great engineering feat to be talked about for years to come! Chevrolet Ramjet fuel injection produces the most instantly responsive power you've ever known ... faster engine warm-up ... better overall fuel economy, too! Eliminating the carburetor, the fuel injection system atomizes and supplies accurately precise quantities of fuel-air mixture to each cylinder. Result: totally new engine performance! Delivering up to 287 hp, Ramjet fuel injection engines are available at extra cost on all '57 Chevrolet passenger car models and the Corvette sports car!



new ride for '57

Smothered engine performance, better steering, improved suspension and a stronger, safer chassis—all contribute to an even smoother, more comfortable Chevrolet ride. In addition, new wheel fitting 16 inch tires combine more road shock for bigger bumps. Side-Flow front suspension helps ease to and from these smooth. And all the way, Double-Bar coil springs give Chevrolet a glad-to-the-road stability that's the envy of the industry and the pride of millions of owners!

high-volume ventilation



Chevrolet's new air intakes are mounted high and out in front (above the headlights) to bring in up to 22% greater volume of air than previous models. No matter what the weather, you're sure to ride more comfortably in the '57 Chevrolet!





Let us show you the fun

that's in CHEVROLET for '57

Come in today for a demonstration drive and see for yourself why Chevrolet offers you the most "news" in the way of sweet, smooth motoring. You'll quickly discover that Chevy for '57 is the newest of them all!



Only franchised Chevrolet dealers display this famous trademark

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