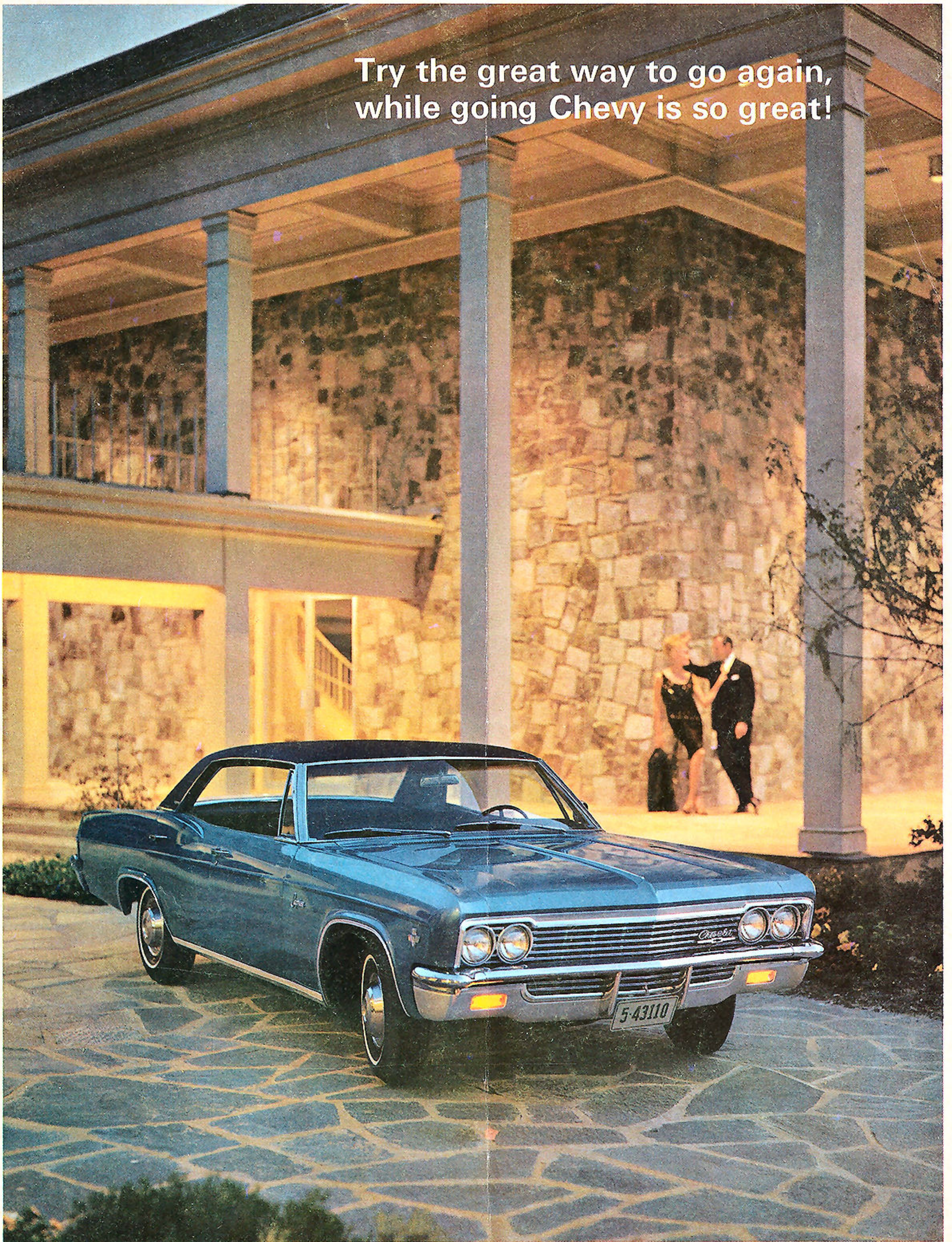


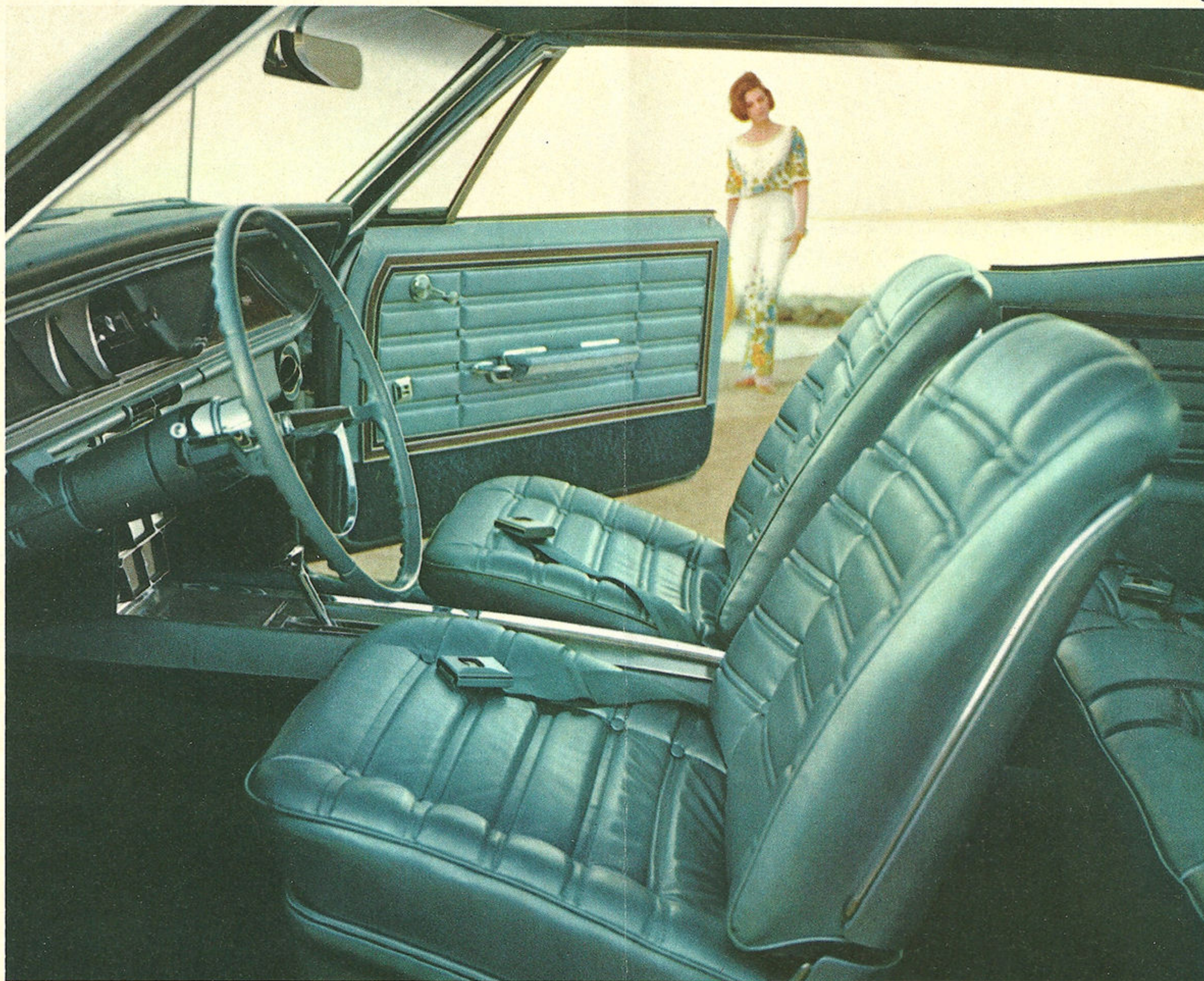
Try the great way to go again,
while going Chevy is so great!



Going Chevrolet couldn't be greater than right now. Your Chevrolet dealer is offering tremendous buys on his mid-summer stock of new Chevrolets. His choice is wide in both models and engines, including all popular V8s. And his delivery is immediate. So let the following pages help you choose your next new Chevrolet. Then see your Chevrolet dealer for a demonstration drive. He'll help you take care of the rest.

On cover: Caprice Custom Sedan in Marina Blue. Below: Caprice Custom Coupe in Chateau Slate. Both models with black vinyl roof covers you can order.





Caprice Custom Coupe interior in blue with Strato-bucket front seats you can order

Maybe you're looking for top-of-the-line elegance this time. Check the 4 Caprice models. New since you bought your last Chevrolet, and they're the last word in Chevrolet luxury.

If your taste transcends the ordinary, Caprice is your kind of car. The Caprice series answers the most discriminating demands for quality. There are four V8-powered models: custom coupe with its one-of-a-special-kind roof line; regal custom sedan; 2- and 3-seat custom wagons with the look of walnut on side and tailgate panels.

Inside the crafted Fisher Body, Caprice fulfills its promise of distinction. Interiors are done in color-keyed fine fabrics (vinyl in the custom wagons). Insets on the instrument panel, glove compartment, steering wheel and door panels (except wagons) have the look of hand-rubbed walnut. Check the details. You'll find luxury evident in such things as courtesy light switches at every door and bright metal framing on the foot pedals.

We bet you won't be able to resist an exploratory push on the thick contour foam-cushioned bench seats that are standard (so is a fold-down center armrest in the rear of the custom sedan). You can order equally plush Strato-bucket front seats on the custom coupe, with center console and special instrumentation, too. Or specify the Strato-back full-width front seat with fold-down center armrest (except on wagons).

Further tailor a Caprice to your desires by ordering from more than 400 Options and Custom Features. These include power assists, Comfortron automatic air conditioning and AM/FM radio with FM stereo multiplex. For the latest definition of luxury, forget the dictionary and visit your Chevrolet dealer for a drive in Caprice.

Thinking about an Impala? These smooth-riding beauties come in 6 models . . . with 2 additional in the eager Impala SS. Bel Air offers 4 models, Biscayne 3 . . . both value-packed series, too.

Chevrolet's quiet, comfortable, stable ride is no secret to you. It's famed because it's so good. But we weren't satisfied with it. So it was improved in 1966. You're better insulated from road noise and roughness now because strategic body mounts were relocated and suspension was improved. Try the new ride in one of six popular Impala models: sport coupe, sport sedan, convertible, 4-door sedan, 2- and 3-seat station wagons.

There's also something new for you to try under the hood—Turbo-Jet V8s available in 325-, 390- and 425-hp versions. Or there's the new standard 155-hp 6-cylinder, the standard 195-hp V8, or the 220- and 275-hp V8s. You can order one of these engines coupled to a 3-speed transmission, fully synchronized in all forward gears, or depending on your engine choice, one of four other transmissions.

The Impala SS Coupe and Convertible offer you a sporty combination of clean-lined exterior and luxurious interior with Strato-bucket front seats and center console. Fit one to suit your needs by ordering from a raft of Options and Custom Features.

But then your fancy might turn to that happy combination of Chevrolet value and style—Bel Air. This comes in four models: 2- and 4-door sedans, 2- and 3-seat station wagons. All feature minimum maintenance, extras galore and more car for your dollar than ever. If you stress budget-squeezing, Biscayne is for you. Its three models, 2-door sedan, 4-door sedan and 4-door 2-seat wagon, are smart and uncompromisingly economical. Sample the famous Chevrolet ride with a drive in a full-size Impala SS, Impala, Bel Air or Biscayne today at your Chevrolet dealer's.



Impala Sport Coupe in Ermine White



Impala Sport Coupe interior in red



Bel Air 2-Seat Station Wagon in Ermine White



Biscayne 4-Door Sedan in Mist Blue

Our handsome Chevelles are really mid-size winners . . . especially in the sporty SS 396 versions. Plenty for you to choose from also in the Malibu, 300 Deluxe and 300 series.

Chevelle SS 396 has excitement written all over it in bold strokes. Simulated air scoops, crossed-flag SS 396 emblem, bright metal moldings, red-stripe tires and black highlighted grille. More than this, the SS 396 Coupe and Convertible sound excitement from under the hood with a 325-hp Turbo-Jet V8 as the standard power plant. You'll know the full meaning of the word when you get behind the wheel.

Really get into the swing of it—order the 360- or 375-hp Turbo-Jet V8 wedded to a 4-speed gearbox fully synchronized in all forward gears, and with floor-mounted shift lever. Or specify one of two other transmissions. Accent enjoyment with the wide range of zesty extras available, such as Strato-bucket seats and center console, sports-styled steering wheel and special instrumentation.

If you're looking for something else inspiring in mid-size mobility, Malibu is the answer. This favorite series features sleek styling in all five models: sport sedan, sport coupe, convertible, 4-door sedan and 4-door 2-seat wagon. You get an interior anyone would be proud of—deep-twist carpeting and foam-cushioned seats covered in handsome vinyl and cloth combinations. Depending on the model you select, standard engines are the 120-hp Hi-Thrift 194 6-cylinder or the 195-hp Turbo-Fire 283 V8.

Another Chevelle success story is the crisply contoured Chevelle 300 Deluxe, appearing in 2- and 4-door sedans and 4-door 2-seat wagon. Rounding out the line is the Chevelle 300 series, offering economy and roomy comfort in 2-door and 4-door sedans. Try these mid-size winners today at your Chevrolet dealer's.



Chevelle Malibu Sport Sedan in Lemonwood Yellow



Chevelle SS 396 Convertible in Aztec Bronze



Chevelle 300 Deluxe 2-Seat Station Wagon in Artesian Turquoise



Chevelle 300 2-Door Sedan in Ermine White

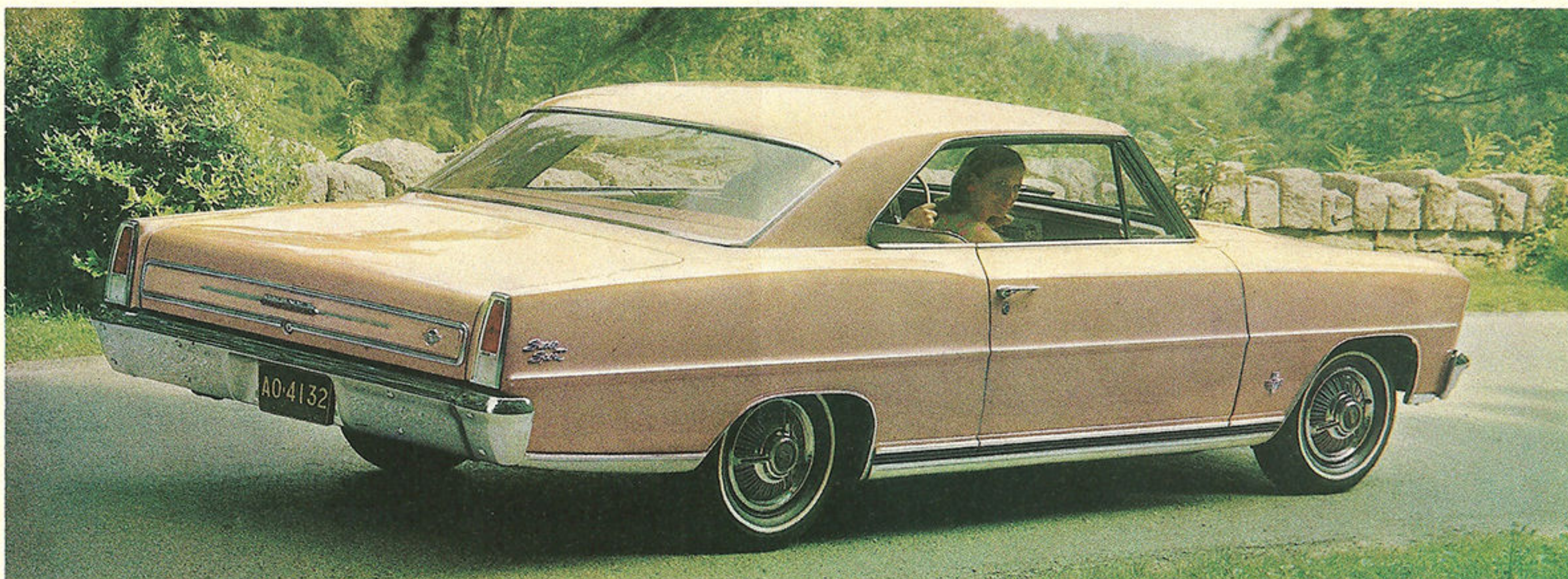
These Chevy II models don't look like thrift cars, do they? Drive a Nova SS and you'll learn they don't act like 'em either. For good measure, check the Novas and Chevy II 100s.

For the motorist who wants everything, we present the Chevy II Nova Super Sport. (Note: "everything" is performance steeped in dependability, smooth styling enhanced by economy.) Notice the sleek silhouette it presents to the world. Swept roofline, smartly styled fenders and hood. Check the foam-cushioned Strato-bucket front seats (specify 4-speed or Powerglide and get a center console), deep-twist carpeting and all-vinyl upholstery. For real spirit, order your Nova Super Sport with one of four Turbo-Fire V8s up to 350 hp.

On the subject of cars with performance steeped in dependability, smooth styling enhanced by economy,

have you tried the Chevy II Nova? The Nova has a lot going for you in the sport coupe, 4-door sedan and 4-door 2-seat station wagon. Its new styling is complemented by new cloth and vinyl interiors (wagon interiors are all vinyl).

If you like the Chevy II and want to eke the last cent out of your dollar, try the Chevy II 100. It has flair, great economy and comes in 2- and 4-door sedans and 4-door 2-seat wagon. Depending on the model you select, standard engines are the 90-hp 4-cylinder, the 120-hp 6-cylinder and the 195-hp V8. Four other engines are available. The Chevy II is something you should try now at your Chevrolet dealer's.



Chevy II Nova Super Sport Coupe in Cameo Beige



Chevy II Nova Super Sport Coupe interior in fawn



Chevy II Nova 4-Door Sedan in Willow Green



Chevy II 100 2-Seat Station Wagon in Mist Blue



Corvair Monza Sport Sedan in Aztec Bronze

Still America's most unusual fun machine . . . Corvair. Topped with a flourish by Corsas and Monzas. Backed neatly by low-cost Corvair 500s.

People have "fun" trips, "fun" houses, "fun" parties and "fun" jobs. For them, and you, we make a "fun" car. We call it Corvair. Others (such as the *Car and Driver* readers' poll) call it "best compact sedan." We know what they mean. In what other American car do you get an air-cooled 6-cylinder rear engine, fully independent suspension and sports car handling? We make Corvairs in three attractive packages: Corsa, Monza and 500 series. The Corsa Coupe and Convertible models sport 140-hp engines (a 180-hp Turbo-Charged version can be ordered), front bucket seats and special instruments.

Monza, the most popular Corvair series, comes in sport coupe, sport sedan and convertible models. All-vinyl interiors and foam-cushioned front bucket seats are standard here. The 95-hp engine is standard, or you can order the 110-hp or 140-hp versions. The 500 is Corvair's thrift king. Two models, sport coupe and sport sedan, are America's lowest price hardtops and with them, economy is the only way of life. Stop in and see your Chevrolet dealer. He can put a lot of "fun" in your driving.

Remember the pleasure of picking an extra or two (or six) to personalize your Chevrolet? It's more kicks than ever because now there are more you can order and enjoy!

For a starter, we suggest you personalize your new Chevrolet by specifying such popular items as Comfortron air conditioning, Tilt-Telescopic steering wheel, AM/FM radio with FM stereo multiplex and power steering.

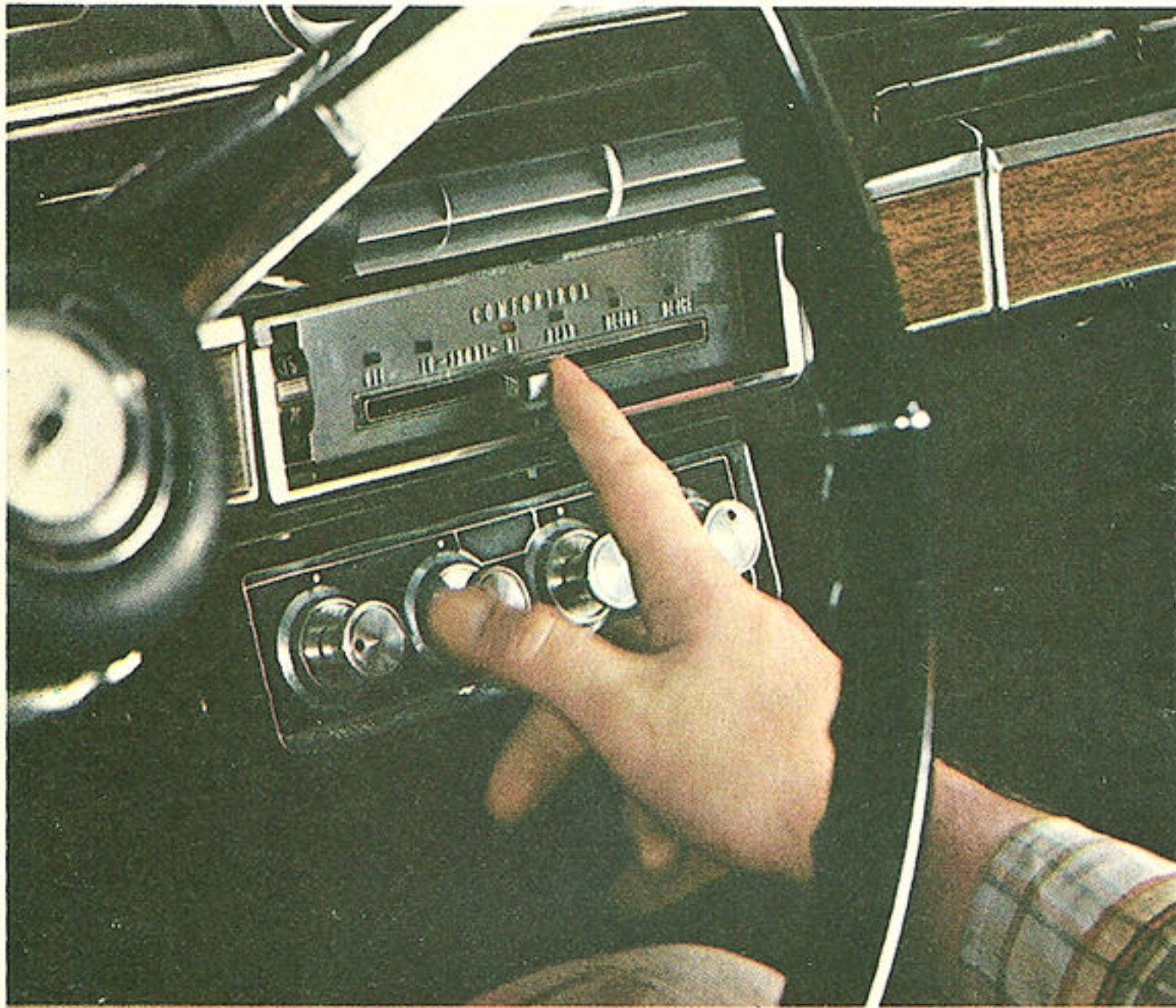
Comfortron lets you set the desired interior temperature, then takes over and automatically maintains the setting. Tilt-Telescopic steering wheel swings up for easy entrance and exit, raises and lowers to the height you like, and tilts to six positions.

The AM/FM radio is all-transistorized for instant playing and high-fidelity listening. The deluxe AM/FM radio with FM stereo multiplex gives you concert-hall listening

at the wheel of your car. It features pushbutton and straightline tuning, automatic frequency control and static-free FM reception. Power steering makes city driving and tight maneuvering a breeze—reducing steering effort as much as 90%.

Some others you might think of are: 6-Way Flexomatic Power Seat that moves up and down, forward and back while also letting you adjust the angle of the seatback. Power brakes provide easy, steady stopping power—reducing braking effort by as much as 33%.

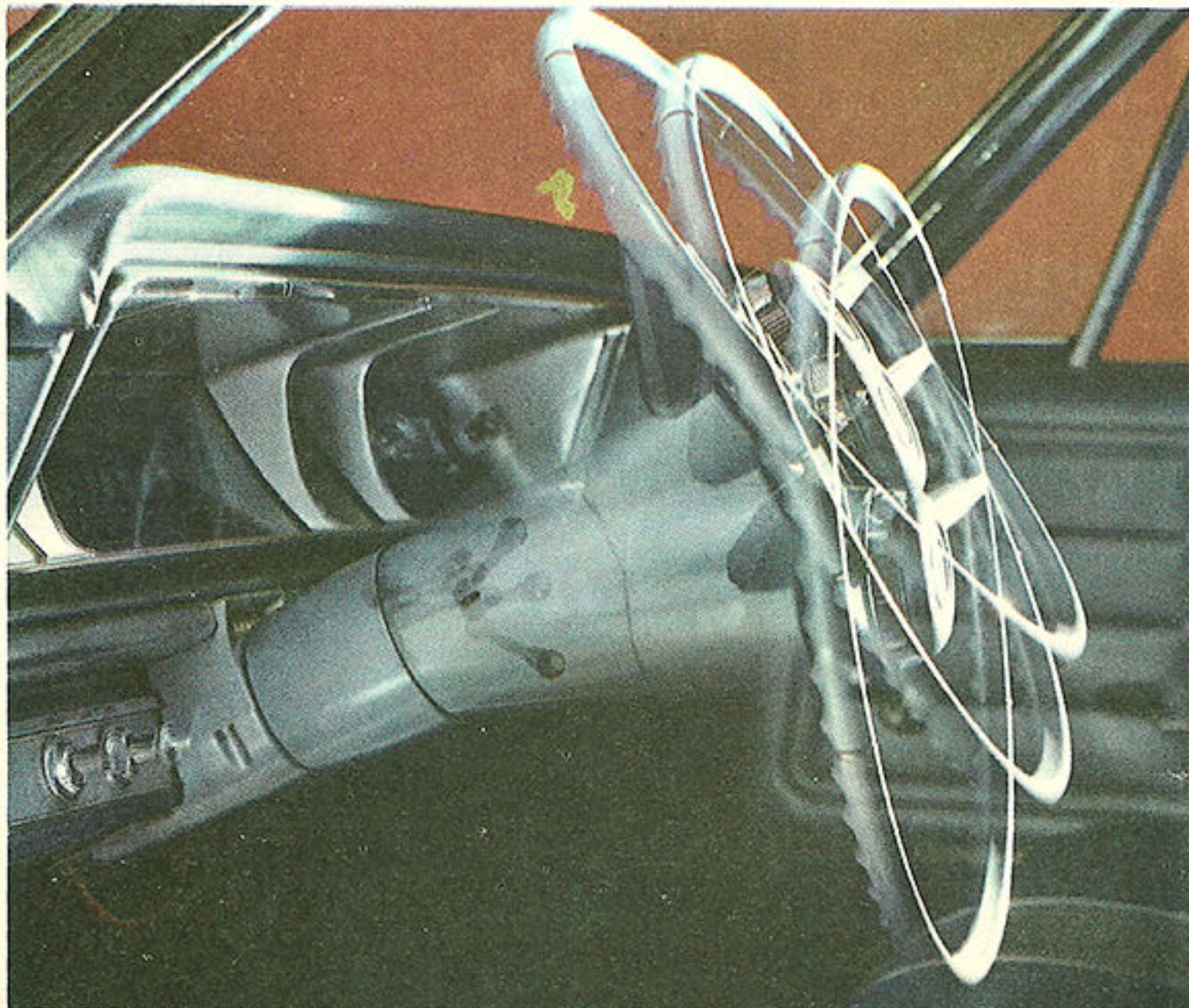
See your Chevrolet dealer for model availability of the complete listing of the more than 400 Options and Custom Features you can order.



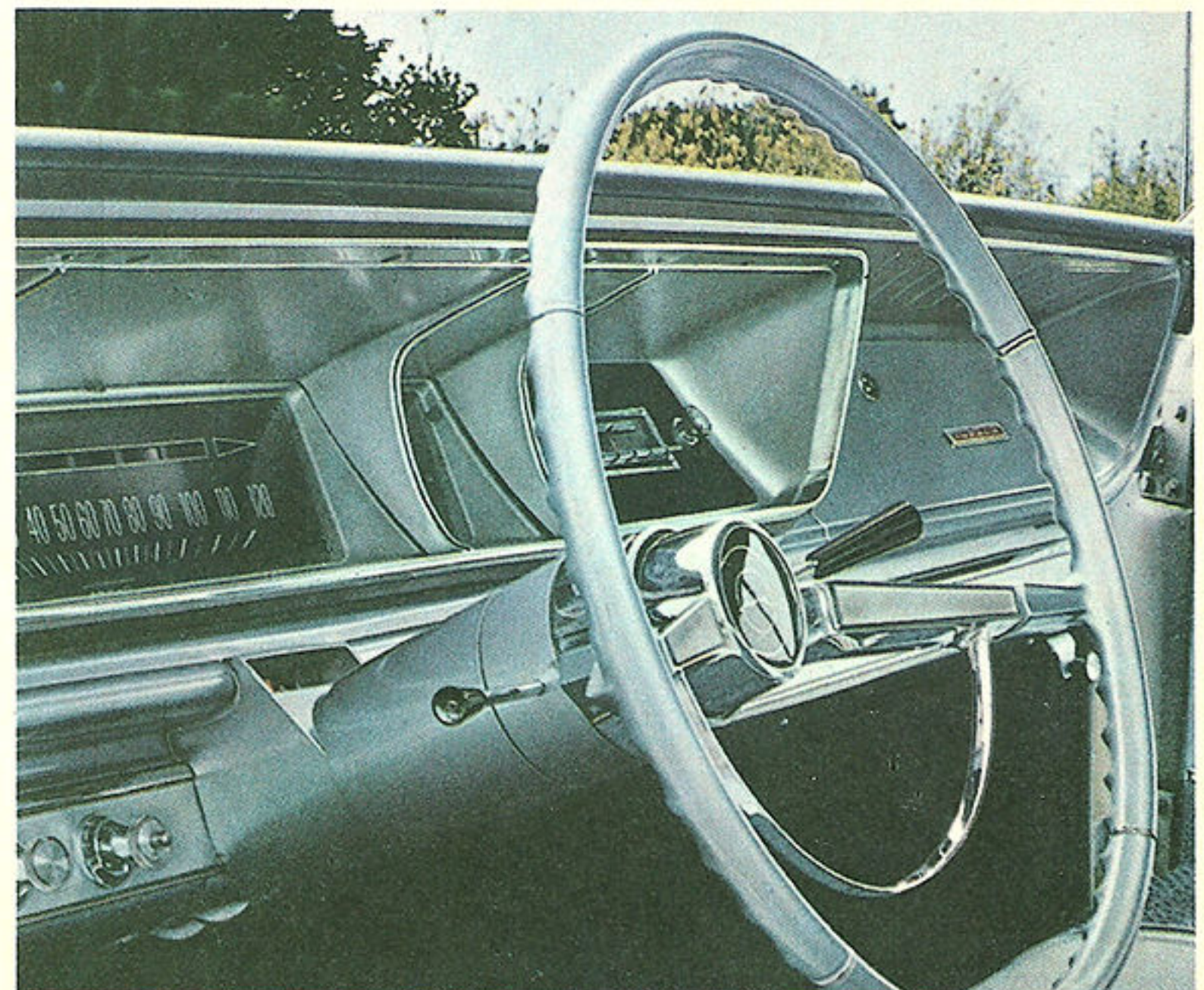
Comfortron Automatic Air Conditioning



AM/FM Radio with FM Stereo Multiplex



Tilt-Telescopic Steering Wheel



Power Steering

Rest assured, your next new Chevrolet will benefit from Chevrolet's traditionally high resale value. That's because the quality and dependability are still there.

Chevrolet's success as the maker of the largest selling car in America didn't happen overnight. In constantly striving to improve its products, Chevrolet has developed a special attitude. It's called "The Chevrolet Way" of doing things. And it's a promise to live up to the responsibility of leadership in safety, styling, engineering, merchandising, quality, manufacturing excellence, research and development.

This is one of the soundest reasons why Chevrolet cars bring traditionally high resale prices at trade-in time. This means more value for your automobile dollar—the soundest reason for popularity in any car.



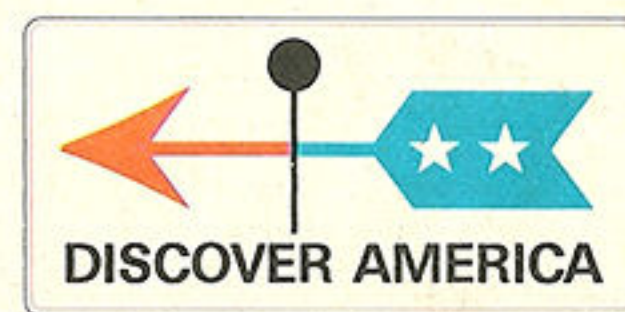
These eight safety devices have been included on every 1966 Chevrolet as standard equipment.

- **PADDED INSTRUMENT PANEL.** Non-gloss finish helps prevent annoying reflections. Instruments are deeply recessed to reduce glare by day, reflections by night.
- **PADDED SUN VISORS.** Provide added safety for both driver and front seat passengers.
- **OUTSIDE REARVIEW MIRROR.** To be used always before pulling into traffic or changing lanes.
- **2-SPEED ELECTRIC WINDSHIELD WIPERS.** New glare-reducing finish on blades and arms.
- **WINDSHIELD WASHER.** Handy no matter where you drive; a touch of the button washes the windshield.
- **BACK-UP LIGHTS.** Turn on automatically when you shift into reverse, warn traffic you are backing up.
- **SHATTER-RESISTANT INSIDE REARVIEW MIRROR.** Helps you check on traffic behind you.
- **FRONT AND REAR SEAT BELTS.** Color-keyed to your Chevrolet's interior. Always insist that those riding with you join you in buckling up for safety.

Chevrolet Motor Division
P.O. Box 1026
Detroit, Michigan 48231

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The time for visiting your Chevrolet dealer is NOW.
Take your choice of the wide range of beautiful
new Chevrolets he has available for summertime fun.



Chevrolet Division



Impala Super Sport Convertible in Lemonwood Yellow

Litho in U.S.A.