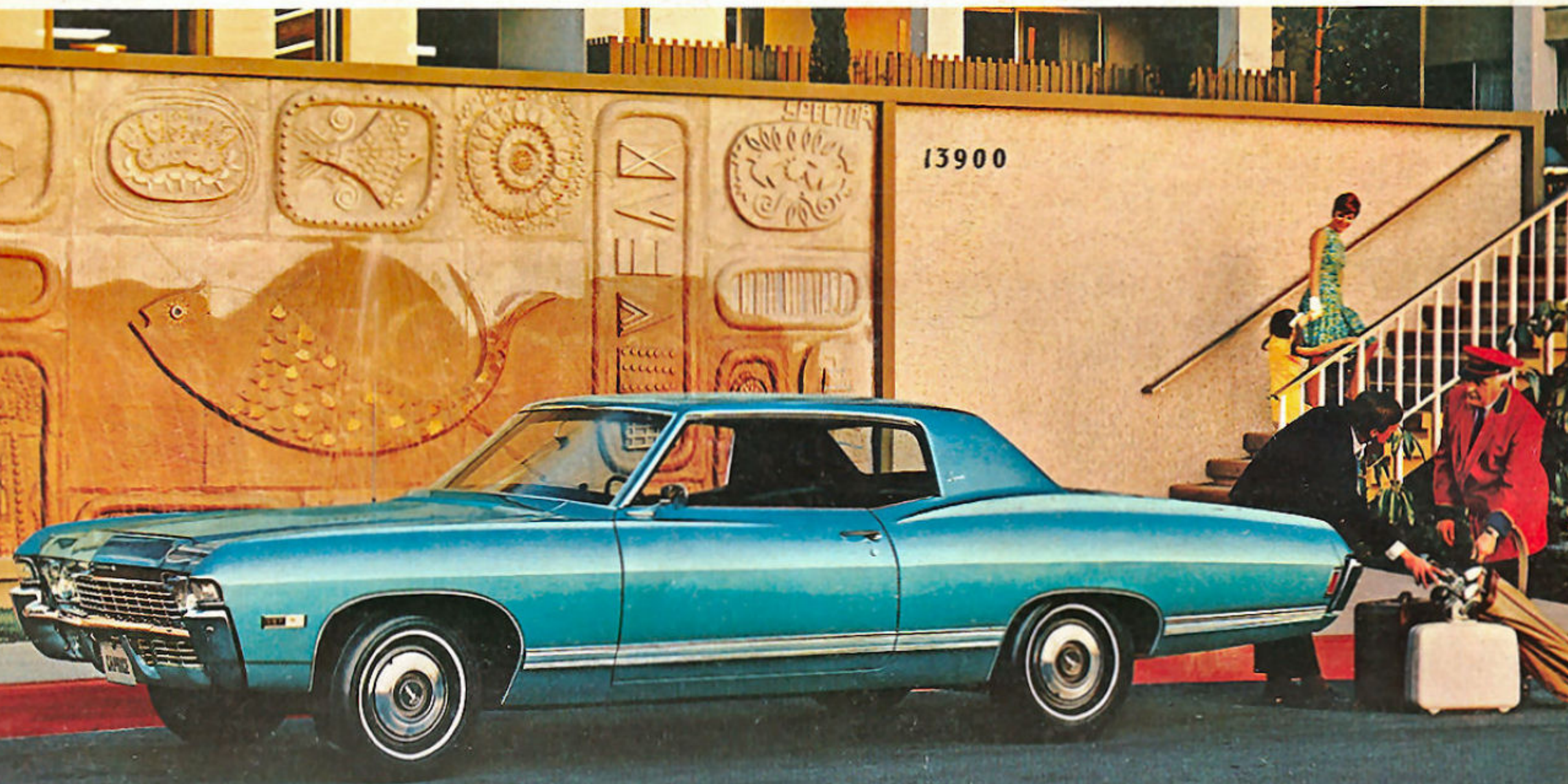


*Depend on Chevrolet—the No.1 car maker—
to bring you cars with the No.1 features!*



See the back cover for special offer on Chevrolet's valuable 1968 Family Travel Guide!



*Depend on
Chevrolet for the
most useful innovations.*

As a Chevrolet owner, you're going to find a lot of new things on your favorite since you last bought. That's because Chevrolet's reputation for innovating reaches a new high this year. For a

beginning, Chevrolet sports two Impala Coupes — each with its own distinctive roof line. One is a high-style fastback, the other is a richly formal custom coupe.

Hide-A-Way windshield wipers found on many models for 1968 come out only when necessary.

Astro Ventilation is standard on some models.

With it, you can drive with all windows closed, exclude outside noise and enjoy comfortable ventilation.



Shown on front cover: Caprice Coupe

One of the industry's most talked-about Chevrolet innovations is the Light Monitoring System. Easily seen indicators show that light systems are working. Light Monitoring is standard on Corvette and available on Chevrolet, Chevelle and Camaro.

Stylish concealed headlights are available on Caprice and come with the Rally Sport version of Camaro; they're standard on Corvette. And speaking of Corvette, it's one of Chevrolet's proudest engineering innovations — a showcase for advanced styling and engineering.

Inside, Chevrolet innovations take many forms. For example, you can specify a steering wheel that tilts through seven positions. We call it "Comfortilt." You'll call it great. On many Chevrolet models you also

can order a speed warning indicator, exclusive in Chevrolet's field.

Don't overlook Chevrolet's owner-minded wagons either. Caprice Estate Wagons lead with distinctive paneling and fender lights, uncompromising luxury outside and inside. Chevelle's family of wagons now has new 3-seat models: Concours, Malibu and Nomad Custom. Finally, most Chevrolet wagons offer "tri-level" loading—in concealed space under the cargo floor, in the big area behind the seats and on the wagon top with a roof rack you can specify.

These innovations, plus safety features and a finer silent ride of quality, only begin to tell how Chevrolet puts so much in for the money you put out. And everything in total helps Chevrolet remain America's no. 1 favorite.



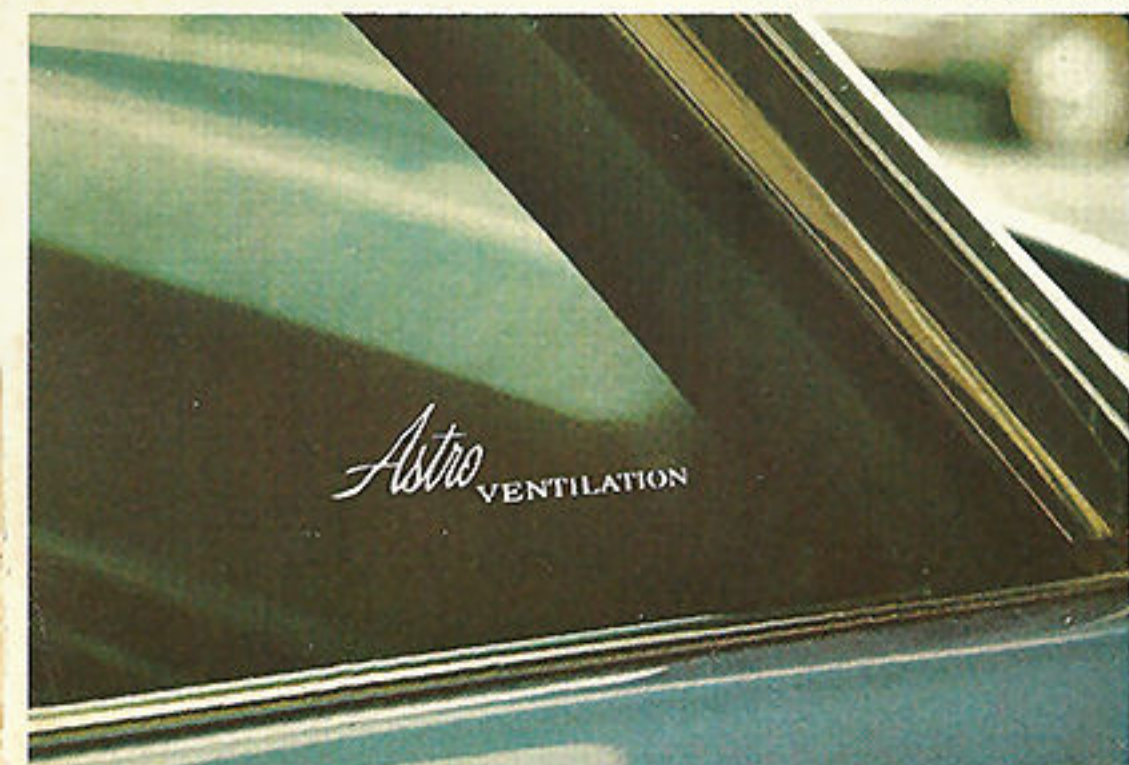
Special Offer!
See Back Cover.



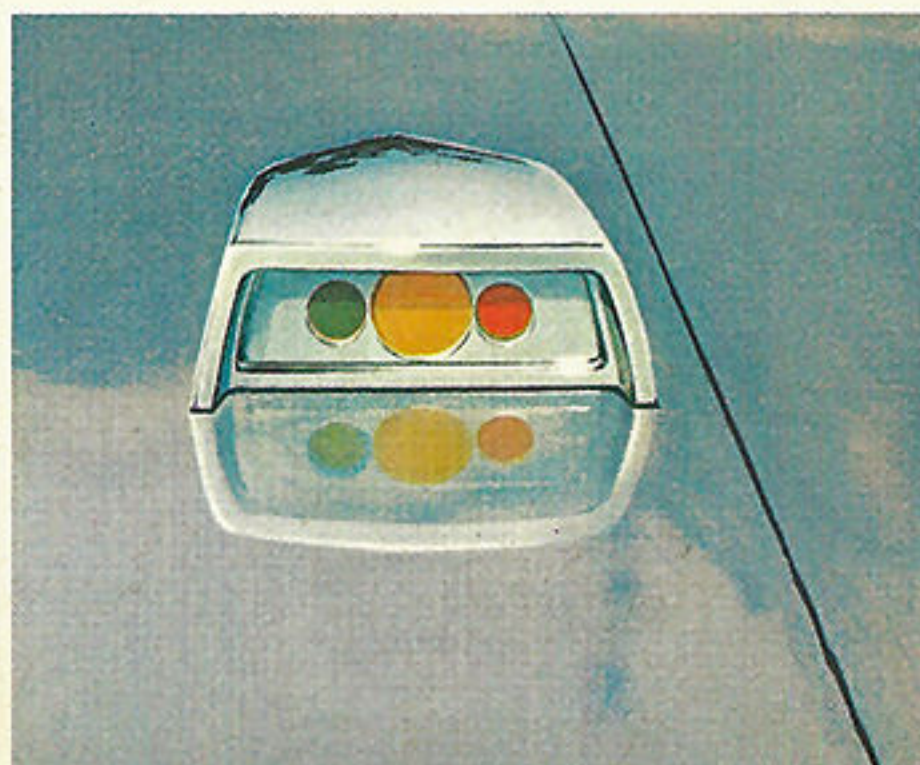
Comfortilt steering wheel



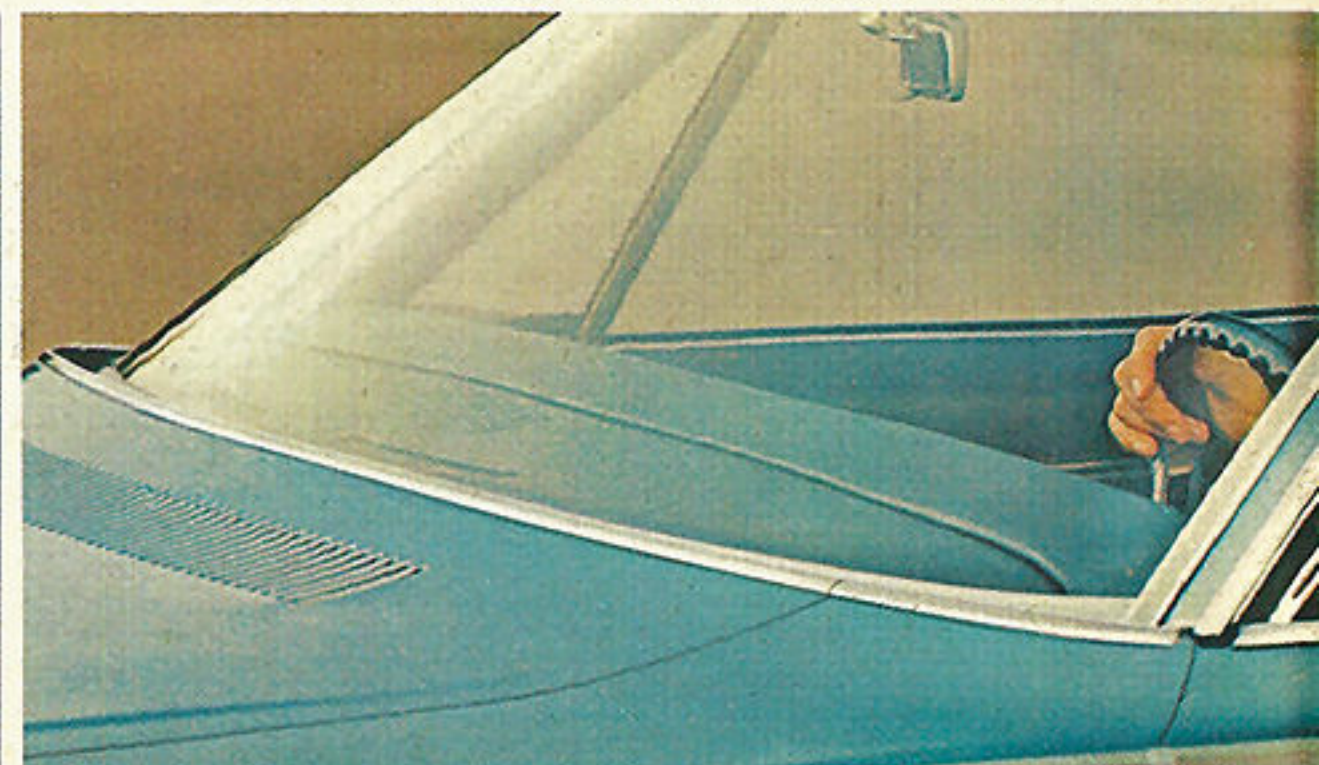
Caprice Estate Wagon showing Chevrolet's "tri-level" loading



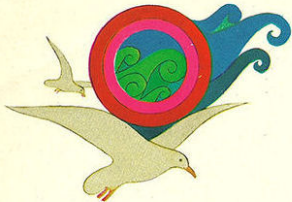
Astro Ventilation



Light Monitoring System



Hide-A-Way windshield wiper system



*Depend on
Chevrolet's Sports
Department for
fun-filled going.*

Wait until you experience the excitement in the cars from Chevrolet's Sports Department. Look at 'em: Impala SS with the long, rich, flowing look of full-size sports/luxury. The strikingly new Corvette. Camaro — "The Hugger". The all-new Chevy II Nova SS. And the Chevelle SS 396, frontrunner of the intermediate line that's the no. 1 seller in its field. You get things in these cars from Chevrolet's Sports Department that you can't get anywhere else.

Things like Corvette's new coupe with twin removable roof panels. They give an open roof styling that's never been seen on any American production sports car.



Impala SS Sport Coupe



Corvette Coupe with roof sections removed



Camaro SS Sport Coupe with Rally Sport equipment you can order

The only other car that comes close to Corvette is Camaro with its improved road-smoothing suspension and engines right up to 396 cubic inches. The Rally Sport version with disappearing headlights makes Camaro even more desirable. Make life really dashing — order your Camaro with sport striping (included on the SS) or accent band across the front — available with all exterior colors. Complete the feeling with the new air spoiler equipment front and rear for extra sporty appearance.

Chevrolet enthusiasts have made Chevelle America's no. 1 intermediate-size seller, and the SS 396 just has to be one of the reasons why. Up front under the unique hood is the 325-hp Turbo-Jet 396 V8.

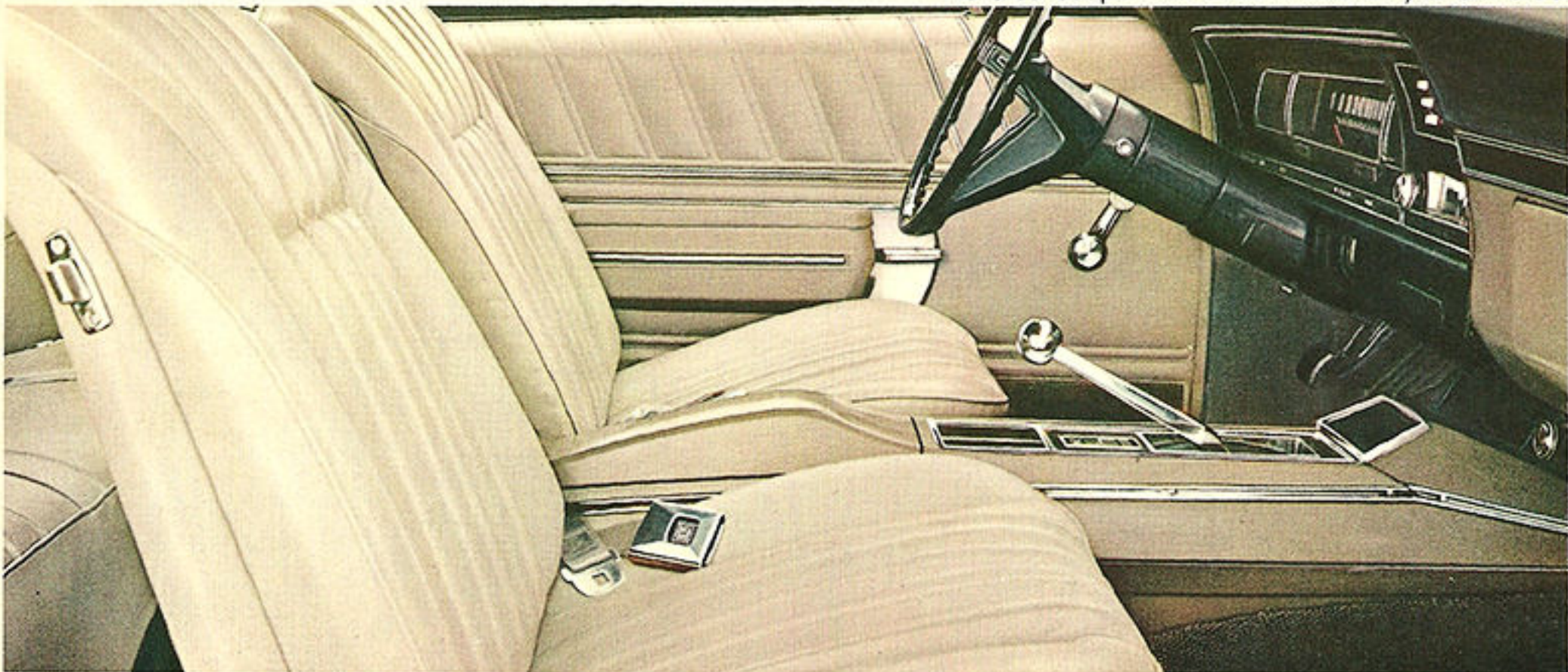
Outside are SS 396 emblems and accents. Bench seats are standard or you can get bucket front seats. Transmissions? A fully synchronized Special 3-Speed is standard; 4-Speed, Powerglide or versatile Turbo Hydra-Matic (the automatic you also can shift yourself) may be specified.

If you're a lover of full-size sportiness, look to the Impala SS version of a custom coupe, sport coupe or convertible. You enjoy full wheel covers, Strato-bucket seats, sports console, special upholstery and SS identification.

Chevrolet's sporty Nova SS Coupe is the one that's capturing big new popularity this year. Order it and you get such specialties as 295-hp V8, louver-styled hood, special chassis components, black-accented grille, red stripe wide-oval tires, SS markings and deluxe steering wheel.



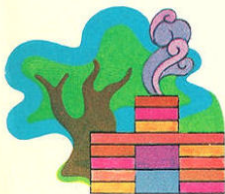
Nova SS Coupe with Custom Exterior you can order



Impala SS interior



Chevelle SS 396 Sport Coupe



*Chevrolet puts in more comfort
and luxury. You put out
less money.*

You'll discover Chevrolet's comfort and luxury throughout. First, there's the important matter of room. According to *Automotive News'* Roominess Index, Chevrolet sedans are roomiest in the entire industry (with the single exception of one luxury-price car).

Chevrolet models boast more room for shoulders; more seating width up front and more leg room in the rear than any other cars in their field. As for Chevelle, Camaro, Chevy Nova, Corvair—all offer generous portions of leg, head, shoulder and hip room.



Caprice Sedan



Chevelle Concours Sport Sedan



Caprice Sedan interior

Luxury also is evident in Chevrolet's quiet ride, with items like Full Coil suspension in Chevrolet, Chevelle and Corvair. In fact, quietness is engineered into every major component in all six lines of cars.

Caprice and Chevelle Concours are outstanding examples of the luxurious 1968 models you can choose. Your eyes will be rewarded by accents with the look of fine walnut on instrument panel. The touches that state luxury are everywhere in Caprice. Touches like bright-trimmed pedals (even the parking brake), an electric

clock and a fold-down front armrest on the sedan seat that would win prizes in a designer's competition. Beautiful upholsteries provide the luxurious feeling of good taste. What's more, fender lights in front are standard on Caprice (may be ordered for other Chevrolets). You can also get concealed headlights for Caprice models.

The list of luxury and comfort items goes on. But you can better find out — firsthand — when you see and inspect the '68's in person at your Chevrolet dealer's.



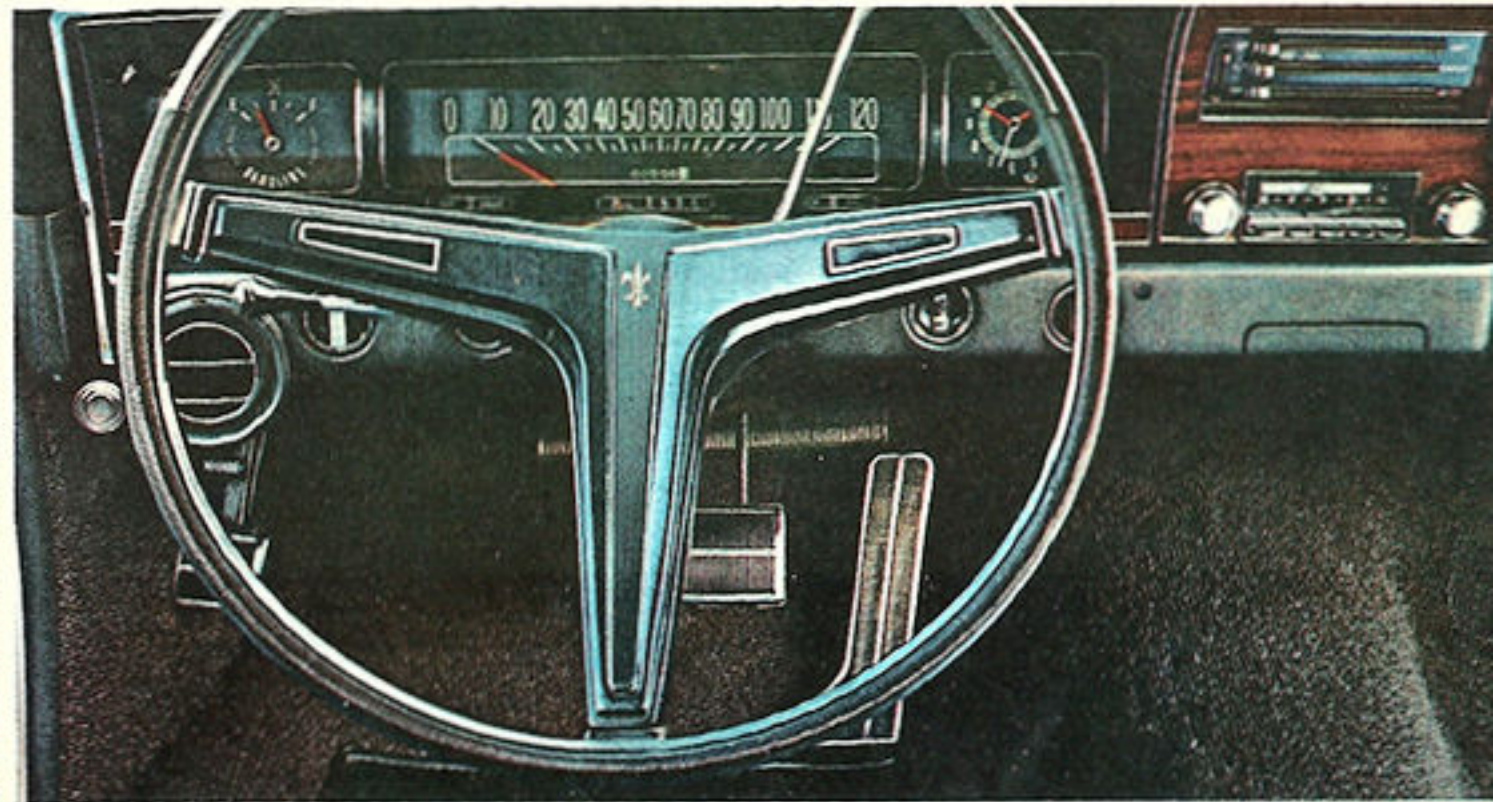
Special Offer!
See Back Cover.



Impala Custom Coupe with Chevrolet's silent ride of quality



Caprice showing front fender lights and concealed headlights

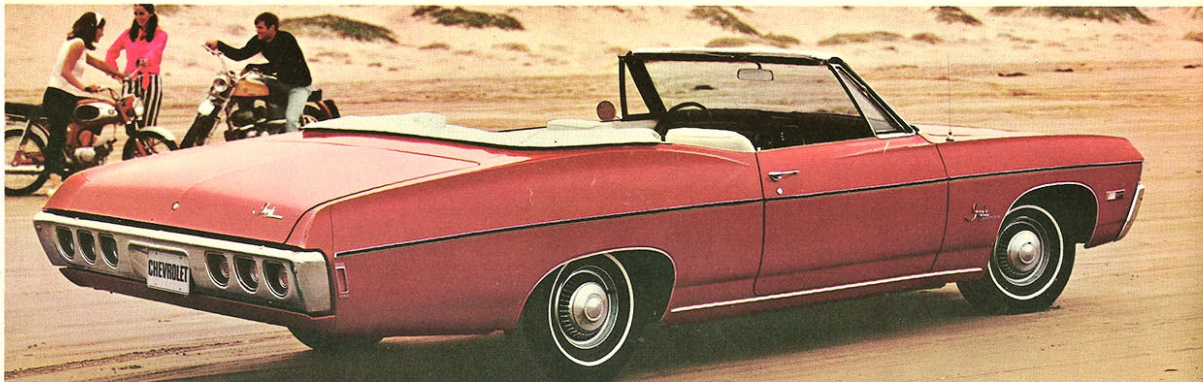


Caprice interior

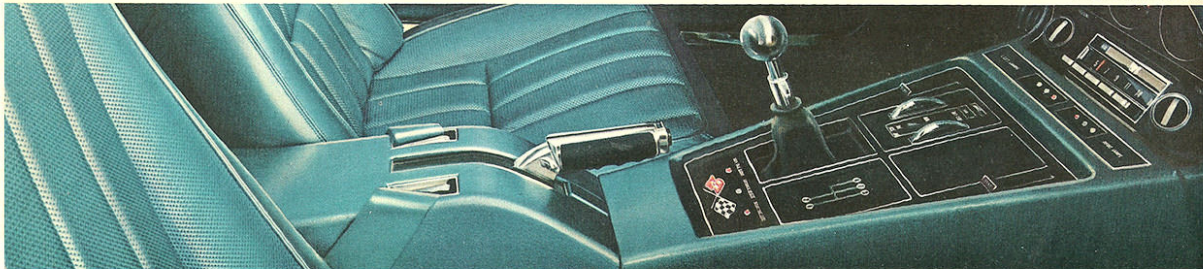


*Of course, you can always
depend on Chevrolet for
leading power teams.*

Did you know that Chevrolet makes more kinds of engines than anyone? Of course, it is reasonable to expect innovation and variety in power teams as well as in style, ride and luxury. For starters Chevrolet and Chevelle have the widest choice of power teams in their fields. Chevrolet's standard 6-cylinder engine has the largest piston displacement (250 cubic inches) and the most horsepower (155) in its field. And this year, Chevrolet, Chevelle and Chevy Nova have a regular-fuel standard V8 of 307 cubic inches, the largest standard V8 ever for these cars. When you consider the range covered by Chevrolet's engines, it's truly staggering. Chevy Nova includes a 4-cylinder 90-hp engine,



Impala SS Convertible



Corvette interior showing center console and 4-speed shift

and the air-cooled Corvair engines are all flat "pancake" sixes, with horsepower rating from 95 to 140. The latter is kind of special—with four single-barrel carburetors. V8 engine displacements are topped by the authoritative 427 Turbo-Jet engines, available in Chevrolet and Corvette. 396-cubic-inch versions can be ordered in Chevrolet, Chevelle and Camaro. In Corvette, the top output 435-hp Turbo-Jet 427 V8 features three 2-barrel carburetors, special performance camshaft and mechanical valve lifters.

As for transmissions, Chevrolet offers the lowest priced automatic transmission in its field, the favorite Powerglide. Depending on engine,

you can also specify the three-speed Turbo Hydra-Matic on Chevrolet, Chevelle and Camaro. Even Corvette is now available with Turbo Hydra-Matic, the transmission that offers manual select-the-gear-you-want feature or fully automatic operation.

For drivers who like to do their own precise shifting, all 3-Speeds are fully synchronized so you can shift into low without coming to a full stop. 4-Speed manuals are available with every V8 and with every Camaro and Corvair 6. If you like the economy of Overdrive, you may get this money saver with every 6 or standard V8 engine in Chevrolet or Chevelle.



Camaro SS Sport Coupe with available Rally Sport equipment



Nova SS Coupe with Custom Exterior you can specify



Chevelle SS 396 Convertible with accent striping and rally wheels you can order



*Only Chevrolet
puts so much value in
for the money you put out!*

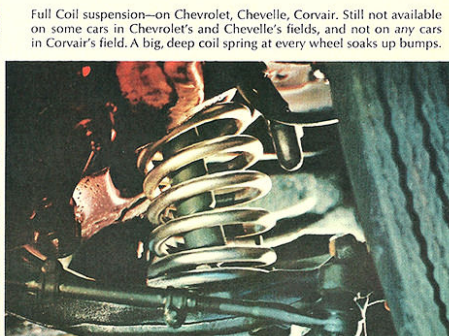
We are pointing out here a number of typical Chevrolet features and quality pluses. You'll notice items pioneered by Chevrolet that still aren't available on many cars in its field, items that contribute greatly to your enjoyment and well-being. Compare all the value that Chevrolet gives you — proof that Chevrolet puts more in while you put less out.



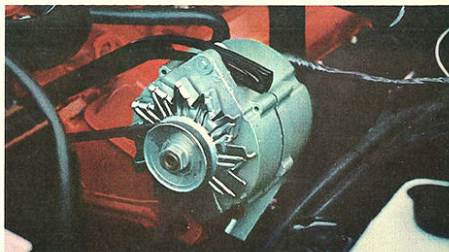
Traditionally high Chevrolet resale value. Year after year, Chevrolets return more money than other cars in Chevrolet's field. Sources: authoritative automotive used car resale reports from used car markets all over the country.



New side marker lights clearly illuminate 1968 Chevrolet products. They help you to be more easily seen from the side any time your car's lights are on.



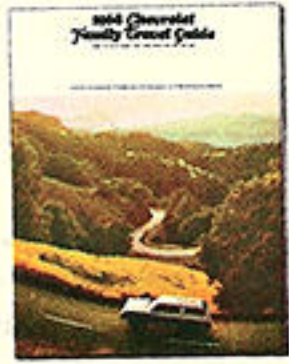
Full Coil suspension—on Chevrolet, Chevelle, Corvair. Still not available on some cars in Chevrolet's and Chevelle's fields, and not on any cars in Corvair's field. A big, deep coil spring at every wheel soaks up bumps.



Delcotron generator provides ample current even at engine idle to keep your battery charged more fully. Promotes easy, trouble-free starts.

Inner fenders are those never-noticed quality touches that keep proving themselves years after you've bought your car. Teamed with flush-and-dry rocker panels, they resist giving rust a chance to start. □ Delco-eye energizer battery features advanced construction and strong capacity for positive, sure starts and long life. □ Thick, resilient body mounts cushion and screen out vibration. □ Magic-Mirror acrylic lacquer finish is a multistep priming and painting operation. First, special primers are

used, then the finish coats of lacquer are applied. Finally, the finish is waxed before the cars leave the plant. □ Curved side windows. Not only look nicer, they add to shoulder room. □ Exhaust emission controls. Specifically engineered to help reduce unburned products. □ Ignition buzzer alarm. It's another Chevrolet value feature. Should you leave your car without removing the ignition key, a little buzzer reminds you—very insistently—to take your keys with you.

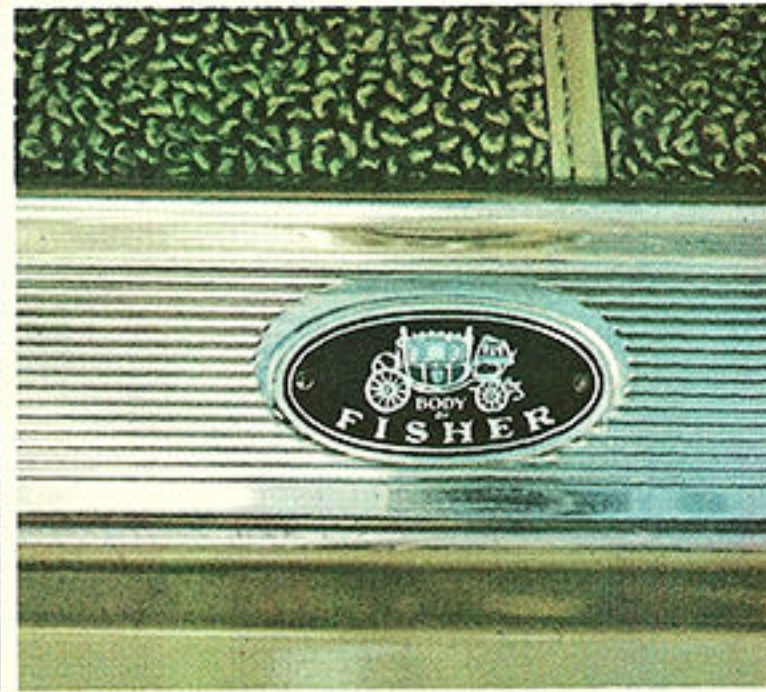
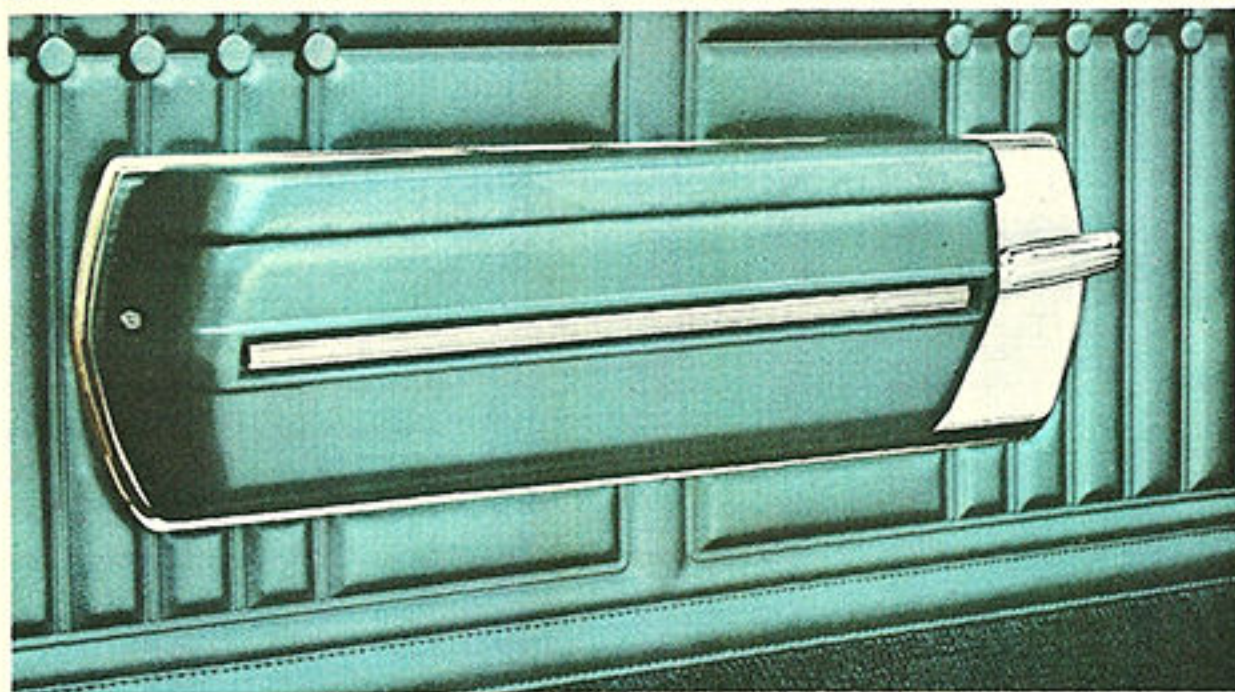
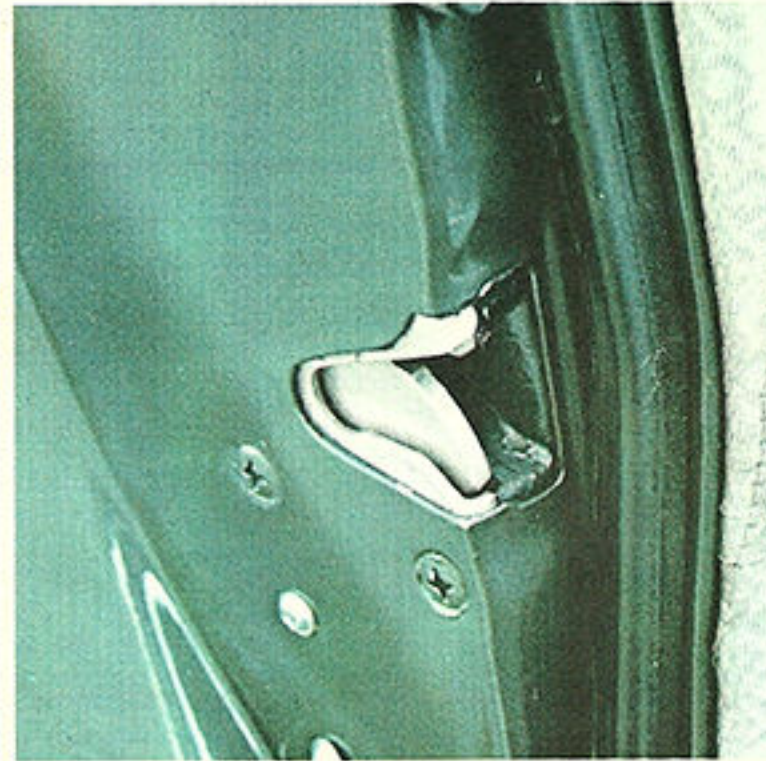


Special Offer!
See Back Cover.

Wide wheels, wide tread and wide tires. All combine to give road-steadying stance, contributing to the '68 Chevrolet's smooth, stable ride on curving roads or open highways.

Fork-type latch securely locks door in position. Another plus that helps give Chevrolet that sure feeling.

Chevrolet's steering is not only precise, there's none easier to drive. Chevrolet turns in a tighter circle, even though it's the longest sedan in its field. And, Chevelle, in its field, sports the quickest ratio steering for extra agile handling.



Deeply padded safety armrests with shielded door handles are among the host of standard safety features found on every 1968 Chevrolet-built car. Front seat shoulder belts are now included in all models except convertibles.

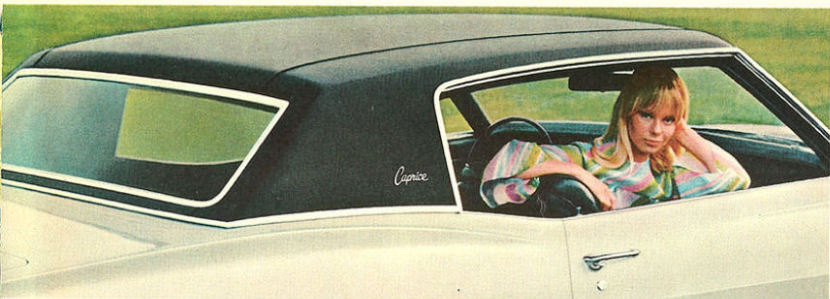
Body by Fisher. Long-standing Mark of Excellence that tells you more quality goes in. Corvette's quality-constructed body is of steel-and-fiberglass reinforced plastic.

Big Safety-Master brakes include self-adjusting features. You automatically adjust the brakes when needed any time you back up and apply the brake. Front disc brakes are available on many Chevrolet models. Corvette Sting Ray Coupe and Convertible are equipped with disc brakes all around.

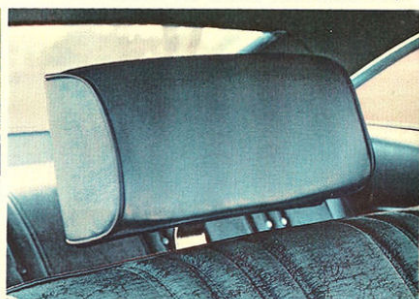


Chevrolet's options and custom features choice is unsurpassed in the industry—another way you know Chevrolet is thinking of you.

Have you ever wanted to be able to lock your doors when you're inside the car without stretching all over? You can when you specify Chevrolet's power door locks. Think of the convenience and security that means — especially for women. Pick a vinyl roof cover to top off the styling in many '68 models. Pick also from the variety of air conditioning available from Chevrolet, including Four-Season or Comfortron automatic control. Comfortron has a special selection dial, marked in degrees. You set it where you want it and Comfortron does the rest—cools or heats—automatically.



Vinyl roof cover



Strato-Ease head restraint



For trailer hauling, specify items like Automatic Level Control.



Stereo tape system

Chevrolet (exclusively in its field) offers a speed warning indicator that's particularly helpful for highway driving. Strato-Ease head restraints are another item to consider. Height is adjustable and two versions are available—for full-width or bucket seats.

Like traveling music? AM only, or AM/FM radios with or without FM stereo. You might like stereo tape to do your bidding for ultimate listening luxury.

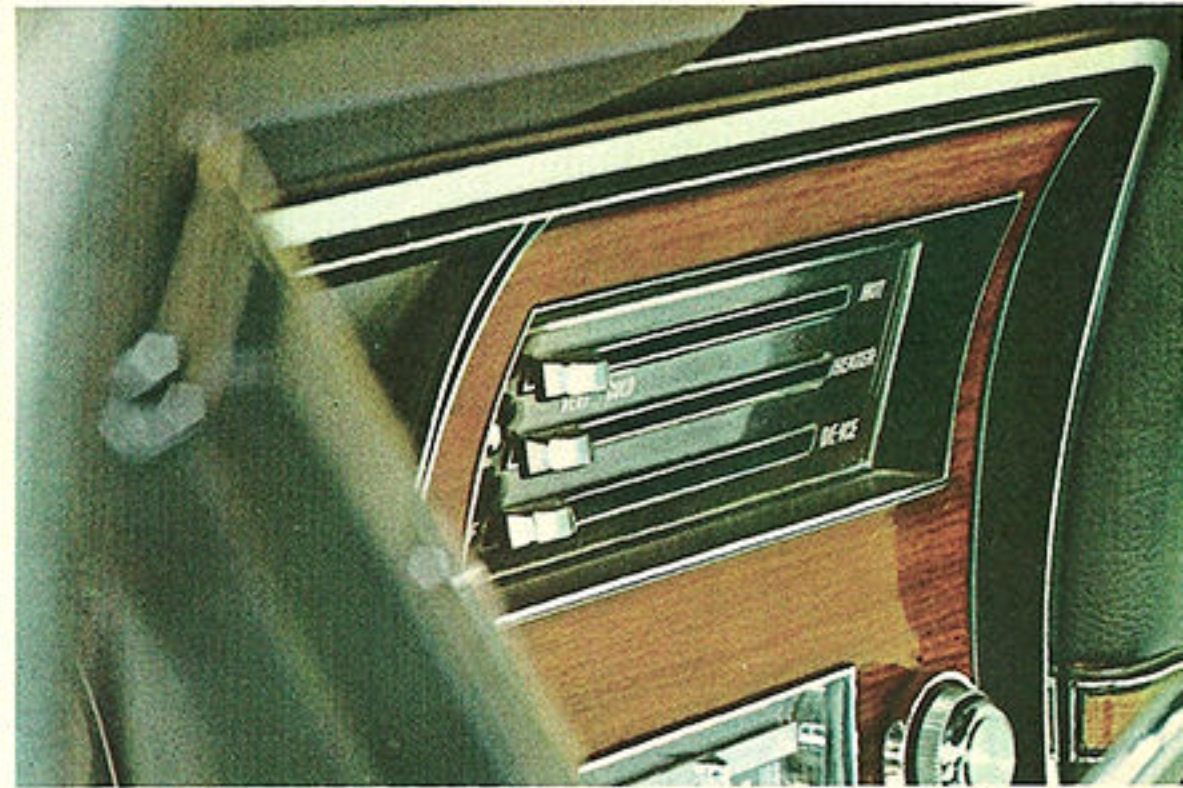
Many Chevrolet owners, particularly trailering enthusiasts, like Automatic Level Control that helps keep their cars level under varied loads. They

also like the selection of special springs and trailer hitches offered. The many possible combinations help match Chevrolet products to the trailering job at hand. (We even put out a special trailering book that's free — from your Chevrolet dealer!) On wagons, you can install an elegant roof rack that adds utility and beauty. Outside luggage racks for all other body styles not only look great, they give you more carrying room when you really need it.

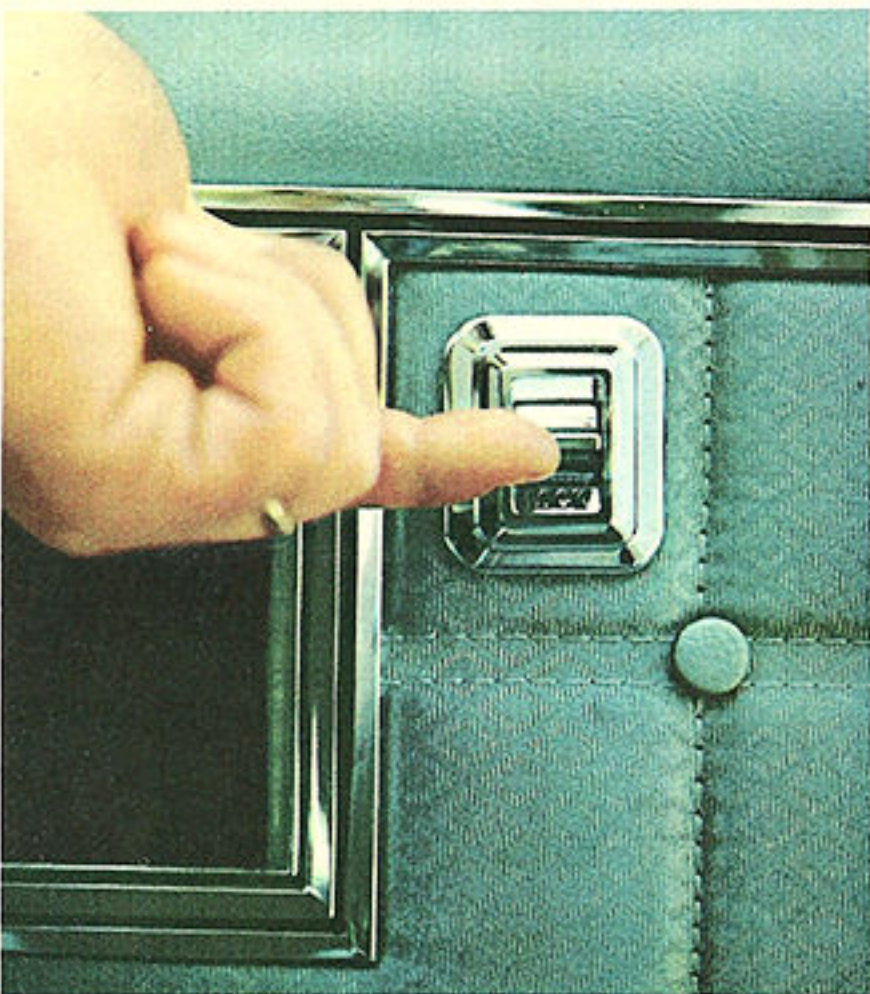
Consult your Chevrolet dealer on model application of extra-cost options and custom features.



Roof luggage rack



Four-Season air conditioning



Power door lock



You can also order special springs and trailer hitches for hauling.



*Pay more? What for? Simply
choose your new car from
Chevrolet's complete lineup.*

Chevrolet offers you more luxury in more models at lower prices than other cars in its field. And here's the lineup of Chevrolet's price-leading models. □ Impala Sport Sedan.

□ Impala 4-Door Sedan. □ Impala V8 Convertible.

□ Biscayne 2- and 4-door models, both 6 and V8. □ Chevelle Malibu 4-Door Sedan. □ Malibu bucket seat sport coupe and convertible. □ Concours Estate Wagon, 6 and V8.



Impala Sport Sedan



Camaro Convertible with available Style Trim Group and accent striping



Corvette Convertible

□ Nomad 6 and V8 wagons. □ Chevelle 300 Coupe, 6 and V8.

Want more proof? □ Camaro—6 and V8—is the lowest priced of the leading sportsters. □ Corvair 500 is America's lowest priced 2-door hardtop. □ Monza Convertible is America's lowest priced bucket seat convertible.

As for Nova, you'll not find any car in its field that's longer, lower or heavier—all solid measures of value. For people who really

seek value, Chevy Nova also is the only car in its field that has an engine range from a thrifty 4-cylinder engine to a 295-hp V8.

At any price, you'll be hard put to find a sports car the equal of Corvette — and it keeps some very renowned company.

So why not go ahead. Pick out your 1968 Chevrolet, Chevelle, Camaro, Chevy Nova, Corvair or Corvette. You still can't find a better car value. Be smart, be sure — see your Chevrolet dealer soon!



Special Offer!
See Back Cover.



Chevelle Malibu 2-Seat Wagon



Corvair 500 Sport Coupe



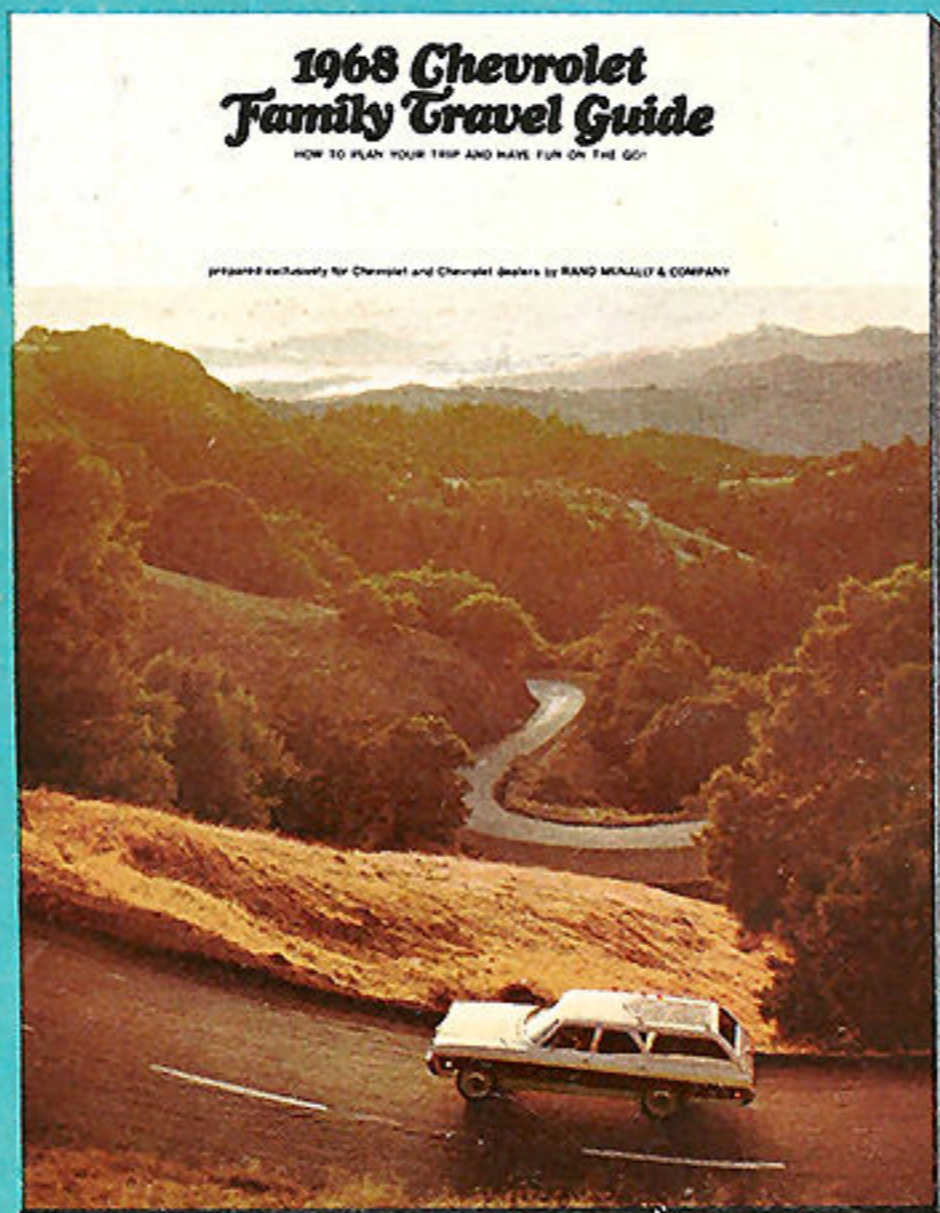
Nova 4-Door Sedan with Custom Exterior you can specify

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- Maps of Canada and Mexico
- Car maintenance and operation tips
- Hints on what to take along
- Parks and points of interest by region
- Safe games for children and the whole family
- Songs to sing while traveling
- Winter and summer sports information
- Family hobby section

