

**A car increase
at a price decrease**



Pacesetter Values



The car increase:

Richer outside, richer inside, even hideaway headlights available that wash themselves.

Caprice almost takes the fun out of being rich. Just by bringing so much luxury within such easy reach. Like that new loop bumper. Or the one-of-a-kind grille. The one you can order with concealed headlights.

And headlight washers that dissolve road dirt when you press a switch. Of course we added more of the good life for you inside. Including the kind of room generally reserved for the expensive makes.

The price decrease:

\$111 less than last year's Caprice with comparable equipment.

To our competition's sorrow, we not only gave you a car increase but we decreased prices on a number of important extras. Note our Pacesetter Value below. It's a Caprice Sedan with 300-hp V8, Turbo Hydra-matic transmission, advanced-design power disc brakes, whitewall tires, wheel covers and head restraints. Plus concealed headlights which include Chevrolet's exclusive headlight washers. And it's all priced at \$111* less than a comparably equipped 1968 Caprice Sedan. Match that, anybody!

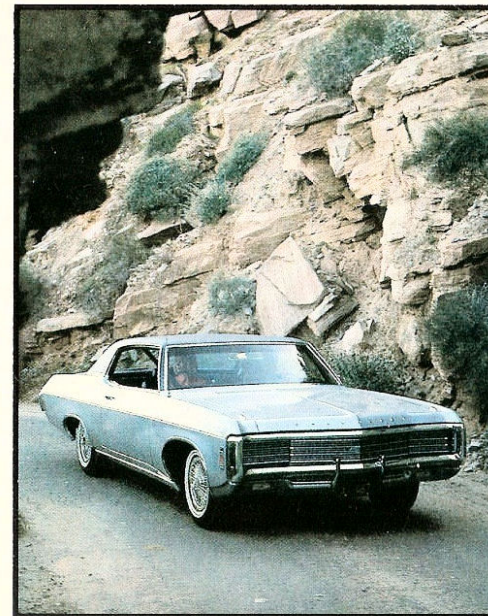
*All prices shown in this brochure are based on manufacturer's suggested retail prices, including federal excise tax and suggested dealer new car preparation charge.

CAPRICE

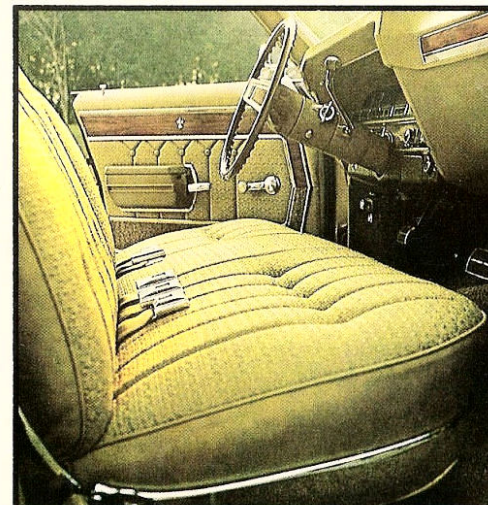


SHOWN ON COVER: CAPRICE COUPE

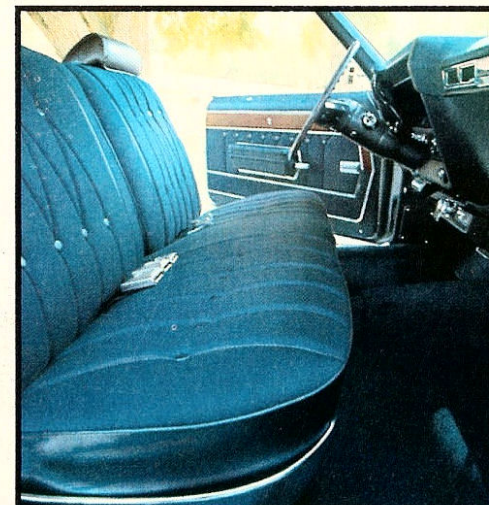
CAPRICE SEDAN



CAPRICE COUPE WITH CONCEALED HEADLIGHTS



CAPRICE BROCADE INTERIOR



CAPRICE KNIT INTERIOR

That sculptured styling at the wheel openings has received a lot of comment. All good. The coupe's rear window has a concave shape to complement its scooped-in rear deck. The sedan's convex rear window displays a stylish V-form. Caprice luxury goes on and on with concealed windshield wipers, unique wheel covers, electric clock. You can customize Caprice by ordering items like power trunk opener, power door locks, variable-ratio power steering, Comfortron air conditioning and the coupe's Electro-Clear rear window defroster.

Below left you see Caprice's brocade cloth upholstery — one of two luxury fabrics that are standard. What you can't see — or feel — is the extra-thick foam cushioning in the seat. Or the stretch-out roominess front and rear. Nor can you get a true picture of the thick carpeting, simulated wood on doors and instrument panel or the sedan's fold-down center armrest. But your Chevrolet dealer will be glad to show you.

Below right is Caprice's other standard interior in elegant knit fabric. You can also specify an all-vinyl interior in Caprice Coupe, along with Strato-bucket seats and center console. They're not standard. But Astro Ventilation vent-ports are. They breathe in outside air without opening windows to outside noise.



IMPALA CUSTOM COUPE

The car increase:

Biggest standard V8, built-in guard rails, longest Chevrolet yet.

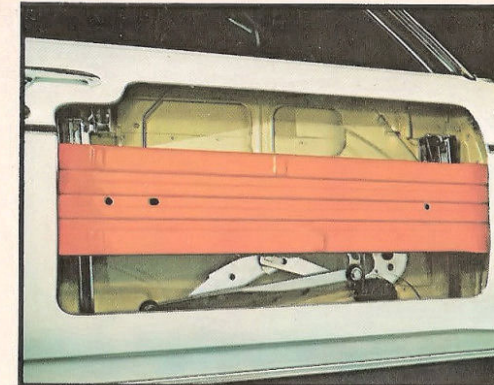
Not only our biggest standard V8 ever (and it runs on regular fuel) but the biggest in our field. Not only the longest Impala we've ever built but the longest in Impala's field. There. Now you have more to boast about your Impala.

Along with guard rails built into every door. And springs computed for your Impala's exact equipment and boulevard ride. When you get your hands on one of these, you're really driving a soft bargain.

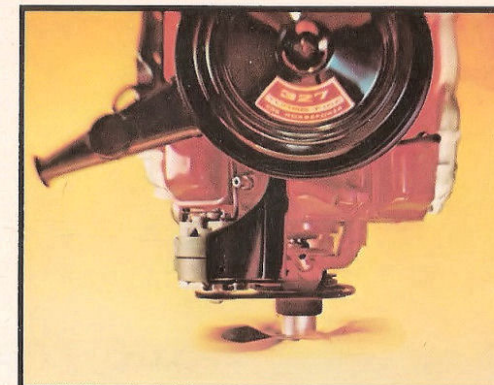
The price decrease:

\$101 less than last year's Impala comparably equipped.

Chevrolet sets the pace for you this year by decreasing prices on a number of important extras to help make it easier for you to buy. At the same time, isn't it nice we also put in so many car increases? As in our Impala Pacesetter Value. The one above is equipped with a 300-hp V8, advanced-design power disc brakes, Turbo Hydra-matic transmission, whitewall tires, wheel covers and head restraints. It's priced \$101* lower than last year's Impala comparably equipped.



SIDE DOOR GUARD RAIL



BIGGEST STANDARD V8



BEL AIR 4-DOOR SEDAN

Does the picture at the top remind you of those guard rails you see on freeways? Strong. Rugged. Think of having something like that in every side door of your car for added security. We also put in a steel cargo-guard barrier between the trunk and rear seat. Another feature is an anti-theft warning buzzer that reminds you to take your ignition key with you. These and a lot more things like them help keep you first in security.

For performance and economy we offer you 235 hp on regular fuel. It almost makes other standard V8s in Chevrolet's field seem sub-standard. You can also get regular-fuel operators in the 255-hp and 265-hp V8s. Or in the dependable 155-hp 6. The 6 is available on some Impala models and all Bel Airs and Biscaynes. Popular automatic transmissions available are Powerglide and 3-range Turbo Hydra-matic.

When we increased Chevrolet's length, we increased its width, too. Which makes it the widest car in its field. Yet Chevrolet turns in a tighter circle than its rivals. It's especially easy when you order variable-ratio power steering. Wouldn't you know it? Only Impala and Caprice in their field offer it. Another specialty Impala has—two coupe models that give you a choice of a custom roofline or a sporty fast-back roofline.

IMPALA

The car increase:

Astro Ventilation, three-way anti-theft lock system, computer-selected springs.

How do we make the most popular mid-size car more popular? By making it the only one at its price to give you computer-selected springs. By adding Astro Ventilation on sport coupe and convertible models. Plus a three-way anti-theft lock system that operates with a single flip of your key to lock the steering wheel, transmission and ignition. By adding new style to the inside and the outside. By giving it a smoother, more comfortable ride. No wonder more people are buying Chevelle than any other mid-size car.

The price decrease:

\$69 less than last year's Malibu equipped the same way.

If this Pacesetter Value seems at all familiar, it means you're getting our message. That putting you first, keeps us first. The Malibu Sport Coupe below has 200-hp V8, Powerglide automatic transmission, head restraints, advanced-design power disc brakes, wheel covers and whitewall tires. And it's priced \$69* less than last year's model equipped the same way.

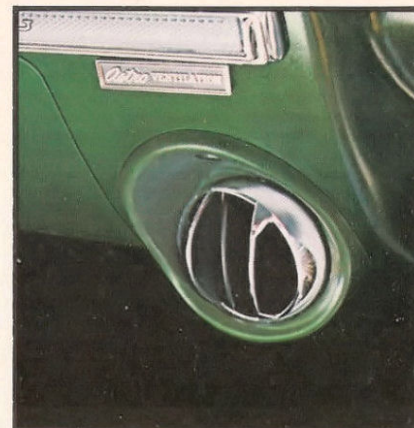
CHEVELLE



MALIBU SPORT COUPE



THREE-WAY ANTI-THEFT LOCK SYSTEM



ASTRO VENTILATION



CONCOURS SEDAN

It's a good thing we added the three-way anti-theft lock system. Because there's more reason than ever to protect your Chevelle. Smoother drive line for improved ride quality. A two-spoke steering wheel with twin horn tabs. Bigger inside mirror. Inner fenders that help stop corrosion. Windshield wipers that hide out of sight (standard in some models, available in all others). Lock your Chevelle tight!

Merely by regulating big vent ports you bring the desired amount of outside air inside. No open windows necessary. That's Astro Ventilation. Now standard in sport coupes and convertibles. You can add Strato-bucket front seats. Then there's SS 396. It gives you a twin-domed hood. Sport wheels. Wide-oval tires. A Turbo-Jet 396 V8. Black-accented SS grille. Aren't you glad SS 396 is available on any Chevelle tight?

Except for one thing, we could call Concoours our Chevelle unlimited. Concoours is our very special Chevelle Sport Sedan. You get special sound insulation, special styling touches and ultra-luxurious interior fabric. You get simulated wood-grained interior accents on instrument panel and steering wheel. And much more. But after all that, what do we go and do? Limit its price to the lowest of all top luxury hardtop sedans in its field.



CAMARO SPORT COUPE

The car increase:

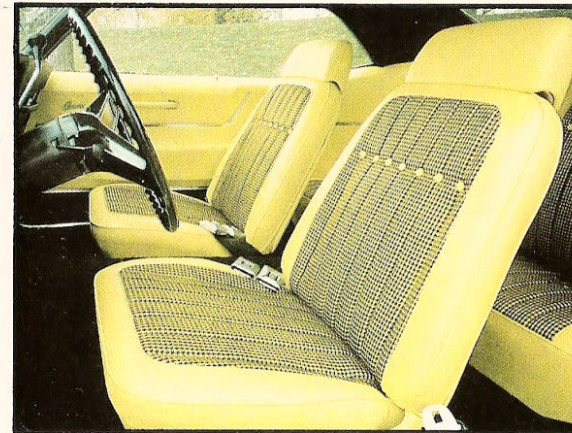
Longer and wider, new bucket-seat comfort, the hugginest Hugger yet.

Camaro's the namesake for all our Pacesetter Values. Because they chose it official pace car at this year's Indianapolis 500. Can you blame them? New tire design helps make it hug the road like never before. (And it was plenty before.) It has computer-selected springs and three-way anti-theft lock system. We increased the seating comfort. Also the overall length and width. So now it looks more formidable. Particularly to competition.

The price decrease:

\$147 less than last year's Camaro with comparable equipment.

The '69 Camaro Sport Coupe above with all its increased values is priced less than a comparably equipped '68 Camaro. \$147* less and it's equipped with the new 350-cu.-in. 250-hp V8 that runs on regular gas, Powerglide automatic transmission, advanced-design power disc brakes, whitewall tires, head restraints and wheel covers. Compare the car. Compare the price. Easy to see what makes Camaro a Pacesetter Value.



CAMARO CUSTOM INTERIOR



SPORT STRIPING



CAMARO RALLY SPORT CONVERTIBLE

Want to get into something wild? Try the Camaro Sport Coupe's custom interior above. That houndstooth pattern fabric comes in black & yellow, black & white or black & orange. We changed all Strato-bucket seats from comfortable to more comfortable. And you get more shoulder room up front than in other sportsters at Camaro's price.

Regular-fuel V8s run right up to a hefty 250-hp 350-cubic-inch version you can order. You can also specify either of two 6s that run on regular. Match either 6 with low-cost Torque-Drive and you even save clutching. In striping, you can order the sport kind shown above that runs up fenders and along the sides. Narrow fender stripes or the popular "bumblebee" for the nose are also available.

You can order a Rally Sport Camaro with concealed headlights, a Camaro SS with 300-hp V8 and either of two special hoods. The Super Scoop hood automatically rams in cooler outside air for extra performance when you accelerate at highway speeds. Camaro has many advantages over any other sportster at its price. To mention only two—more power teams and more options.

CAMARO

The car increase:

Pacesetter style, cargo-guard trunk, biggest standard V8 in its field.

Nova stands for big and little benefits. Among the little ones is the price. Styling is a favorite with two age groups. Under 25 and over. The outside is trim for easy maneuvering and parking. Yet there's nothing small about the inside. Nor the standard 200-hp V8.

Nor the quieter brake linings, smoother drive line and cargo-guard barrier in the trunk. We figure that America's most popular economy car should appeal to you in many ways. Both big and little. Because then it will appeal to you more than little cars. Both imports and the new domestic variety.

The price decrease:

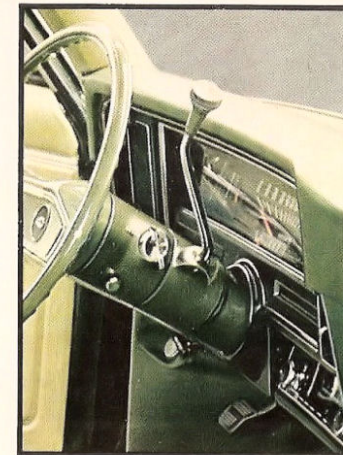
\$78 less than last year's Nova equipped the same way.

The Nova Coupe below has a 200-hp V8, Powerglide automatic transmission, advanced-design power disc brakes, whitewalls, wheel covers and head restraints. It's priced at \$78* less than a '68 Nova equipped the same way. How's that for a Pacesetter Value! But there's more to tell about Nova prices. For example, the Nova Coupe and Sedan in standard 4-cylinder models are the lowest priced cars in their field.



NOVA

NOVA COUPE



POWERGLIDE AUTOMATIC TRANSMISSION



SPACIOUS NOVA TRUNK



NOVA SEDAN WITH CUSTOM EXTERIOR AND WINDOW MOLDINGS

Nova means economy. Powerglide automatic is priced less this year than last. As is Turbo Hydra-matic. But if you favor no-clutch driving at the lowest price, order Torque-Drive. At less than \$70, it's about half what you'd pay for a similar transmission even in some import cars. You can team Torque-Drive with either a 6 or Super-Thrift 4.

The trunk in a lot of little cars reminds you of a second glove compartment. Not Nova's. Over 14½ cubic feet of useful space in the coupe. And behind all that space we put in a sturdy metal divider. Strictly as a protective barrier between anything in the trunk and anybody inside. We also include padded front seat tops and an energy-absorbing steering column.

Nova won't cramp your style—or anything else. The sedan seats six, the coupe five. And we're talking about big-shouldered adults. Compare that to little cars made for only four people. For that matter compare Nova to any other car in its field. Nova is longer, lower, heavier and has wider tread. And you know how those traits can help during gusty highway driving.



KINGSWOOD ESTATE 3-SEAT WAGON



KINGSWOOD ESTATE 3-SEAT WAGON



CONCOURS WAGON

The car increase:

New walk-in design, more pulling power, most cargo space in its field.

Now here's a wagon you don't have to act like a pretzel to get into. We cut a step in the bumper and slanted the rear roof. So you can walk in, turn and sit without head-bumping or deep body twists. You also get more room to load things than in other wagons in Chevrolet's field. And more standard V8 horsepower to move your loads. Not to forget a wider tailgate opening and cargo floor. Which means you can carry 4' x 8' sheets of paneling flat on the floor.

The price decrease:

\$56 less than last year's Chevrolet wagon comparably equipped.

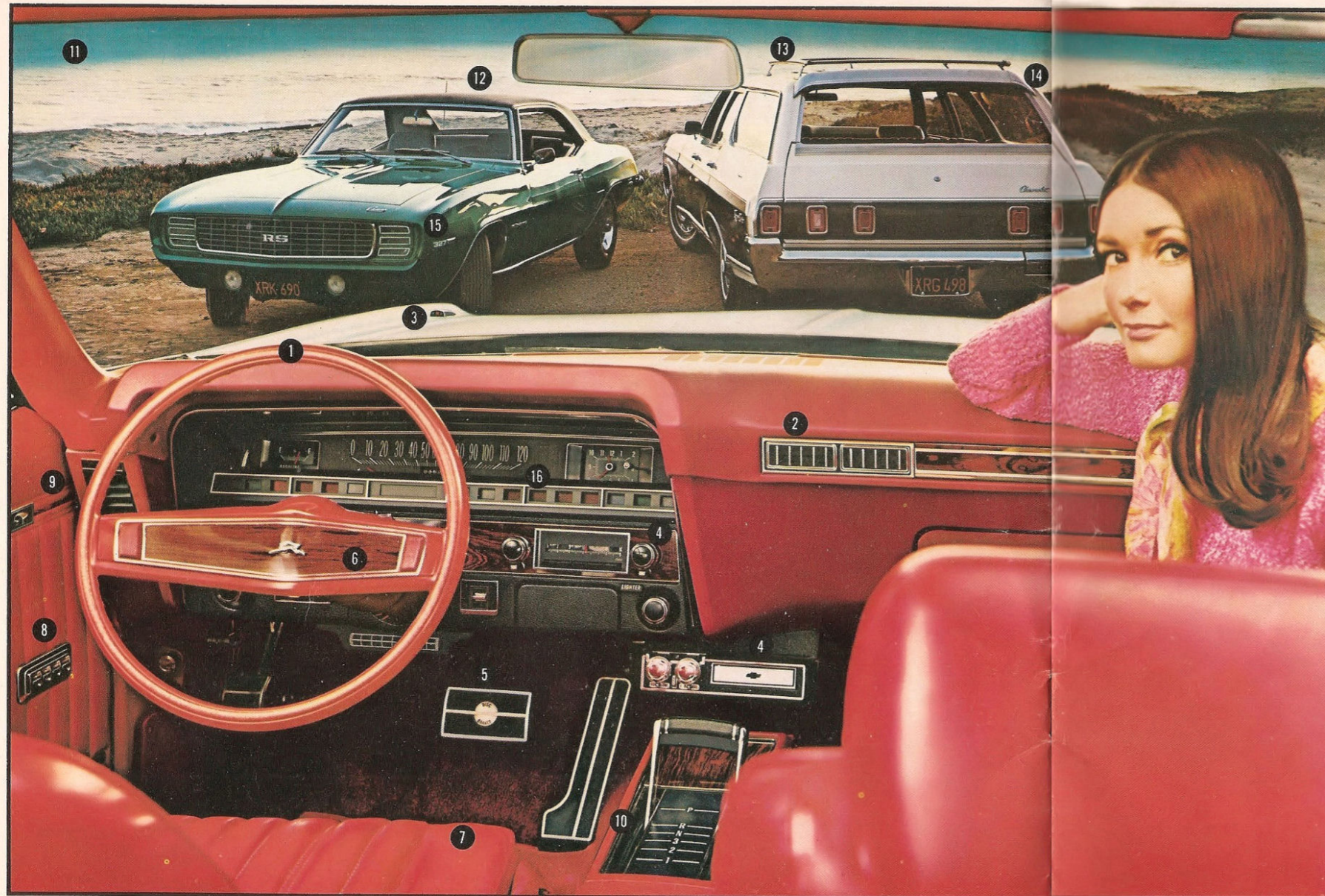
The Pacesetter Value above is a Kingswood Estate Wagon with 300-hp V8, Turbo Hydra-matic transmission, advanced-design power disc brakes, whitewalls, wheel covers and head restraints. Its price: \$56* less than last year's comparably equipped Chevrolet Estate Wagon. And last year we didn't have our walk-in feature. Nobody else's wagons at Chevrolet's prices have it yet.

**CHEVROLET
WAGONS**

Our selection of walk-in wagons includes Kingswood Estate, Kingswood, Townsman and Brookwood. They're our biggest. Measure them against the competition's measurements. The 2-seat models give you 106 cubic feet of usable cargo space, the 3-seaters over 100. In both cases, that's bigger than the competition. Choose the Kingswood Estate and you get luxurious wagoning with simulated wood paneling and accents outside and in.

Our top-size wagons are the only ones in their field with Astro Ventilation. The only ones with computer-selected springs, side door guard beams and three-way anti-theft lock system. The only ones with Body by Fisher quality. The only ones that offer you headlight washers and a rear window defroster. If you can't remember all that, don't bother. Just remember the name—Chevrolet.

Our second group of wagons are named Concour's Estate, Concour's, Greenbrier and Nomad. They're just plain big. They include the walk-in feature in most models. Along with features like plenty of load space, easy seat conversion and Body by Fisher quality in all models. Concour's Estate (not shown) gives you the added luxury look of simulated wood paneling outside and accents inside.



Chevrolet Pacesetter Extras.

Buy low, sell high! Low car prices and high trade-in values are traditional with Chevrolet. One reason is the big selection of extras. You enjoy them while you own your Chevrolet; they add to its value when you sell. Here's only a partial list of our available options. Your Chevrolet dealer has full details on just what options you can order on just what model you want.

1. Variable-ratio power steering. New advanced design. Makes tight turns and parking easier. Control on the highway feels firm.

2. Air conditioning. A variety available. All help remove dust, pollen and humidity for added comfort. Four-Season allows constant exchange of outside for inside air. It cools in warm weather, heats in cold weather. Comfortron does the same automatically by setting a single thermostatic dial.

3. Light monitoring system. Lets you know at a glance if all your car's key outside lights are working. Or if any are out.

4. Radios and stereo tape system. Select the sounds you enjoy most. Eight-track tape unit. Push-button radios for AM, AM-FM and AM-FM stereo with four separate speakers.

5. Power disc brakes. New, more effortless stopping power. Priced about a third less than last year. Bright pedal trim included in some models.

6. Comfortilt steering wheel. Set it to whichever of seven positions you find most comfortable. Makes getting in and out easier, too.

7. Power seat. Multi-control of front seat. Up, down, forward, backward plus positioning the seat back for added comfort and convenience.

8. Power windows. Master driver control for all windows, single window control for each passenger. For 2-seat wagons you can also get a power tailgate window (standard on 3-seat wagons).

9. Remote control outside mirror. A handy item that lets you position your side view mirror from inside.

10. Center console. Put the finishing touch to bucket-seat interior. Depending on the model, the console includes transmission shift lever, a storage compartment and other touches of sport. Turbo Hydra-matic shown is our versatile 3-range that shifts automatically or lets you run through the gears manually.

11. Tinted glass. Just a light shading in all windows to help cut down sun glare and heat. The shading is particularly helpful with air conditioning.

12. Vinyl roof cover. Getting to be everybody's favorite for added style. Now in more colors for more models.

13. Luggage carriers. Assorted types. Adjustable like the one shown for wagon roof tops. Another type popular with skiers goes on rear decks.

14. Rear window air deflector.

Sweeps air across the wagon tailgate window to help keep it clear of dirt and snow.

15. Concealed headlights with built-in washers are offered for all Caprice models and Kingswood Estate Wagons. Included with Camaro Rally Sport equipment and standard on Corvette.

16. Auxiliary lighting includes lights that warn you of a door ajar or low fuel. Also remind you to fasten seat belts.

Power door locks. Flick one switch, lock or unlock all doors.

Speed & cruise control. A real boon for highway travel. You hold a pre-set speed without your foot on the accelerator pedal. Tap the brake pedal lightly to disengage the automatic control.

Electro-Clear rear window. Just switch it on. Heat travels a thin wire network to de-fog the window in summer, defrost it in winter. Available on Caprice Coupe or Impala Custom Coupe.

Other useful extras include bumper guards, rear window defrosters and headlight washers. If you trailer, ask your Chevrolet dealer about a hitch, electrical hook-up, air-adjustable shock absorbers, Automatic Level Control and Positraction rear axle.

We have over 270 Options and Custom Features available. We could only illustrate or describe a few of them in this brochure.

BULK RATE
U.S. POSTAGE
PAID
DETROIT, MICH.
PERMIT NO. 4719

**At Indy they picked the Camaro Hugger
as the pace car. For Pacesetter Values... make your
own pick at your Chevrolet dealer's.**



For the second time in three years, Camaro is official pace car at the Indianapolis 500—something that hasn't happened to any other car in the last 50 years.



MARK OF EXCELLENCE

Putting you first, keeps us first.



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