



NON-MECHANICAL MEN ARISE!

There's a cult of sports-car-type people who spread the myth that one needs vast knowledge of things mechanical to own a sports car. Be not deceived! This may be true of some machines, but not the Corvette. Any Corvette, however equipped, will give unruffled, unfussy driving pleasure while outperforming cars that cost three times as much and require the full-time attention of a bilingual mechanic. No, friends, if you yearn to spend long hours lying on cold cement, covered with grease, shop elsewhere. Corvettes are for driving; fill them with gas and people and point them down the road. That's the way to enjoy this automobile! Of course, if you simply must do something, we don't mind if you wash it yourself. (Radio, as shown, optional at extra cost.) . . . Chevrolet Division of General Motors, Detroit 2, Mich.

CORVETTE BY CHEVROLET



FAREWELL, LACKLUSTER TRANSPORTATION Skydiving is, no doubt, great but it's sort of all in one direction. We have a car, the Corvette, that offers similar thrills but with the added advantage of being able to go wherever, whenever. Let's compare: skydiving's salient virtues are the birdlike feeling of free flight and a sensation of utter superiority as you gaze down from some lofty altitude. We can match that; punch a Corvette, and man, you've got free flight in spades. And, as far as superiority is concerned, the Corvette is superiority. It is to most sports cars what most sports cars are to family-weary family sedans. When you drive a Corvette, you're emancipated! That engine, that gearbox, the rock-solid feeling of a Corvette in a long, delicious drift . . . these wonderful things are taken for granted by the Corvette owner, while others can only talk about them (wistfully). No, there's no need to leap out of an airplane for fun . . . just leap into a Corvette. . . Chevrolet Division of General Motors, Detroit 2, Michigan.

CORVETTE BY CHEVROLET



OUT-OF-THIS-WORLD TRAVEL We can't understand all the hullabaloo about manned space vehicles. We've had something out of this world since 1953. It carries two people in royal-suite comfort and it can take the measure of any distance you'd care to name, always delivering its passengers amazed and excited. We call it the Corvette, and you'll call it the greatest car you ever owned. A test drive in a Corvette with the Fuel Injection* V8 and a four-speed box* isn't a drive at all, it's an emotional experience. Pick your favorite bit of road, fasten your seatbelt, and place your right foot on that long narrow pedal on the right. Three shifts and a quarter of a mile later you've cleared out all the cobwebs and left all your troubles, not to mention everything else on the road, behind you. It's a good thing that all cars aren't this nice. Every good stretch of road in the country would be jammed with 'em and we Corvette drivers would have to switch to sky diving or bird watching. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

CORVETTE BY CHEVROLET

*Optional at extra cost.



MORE KICKS THAN A SACK FULL OF JACK RABBITS

Some sports cars are good on twisty, winding roads but scream their little hearts out on a turnpike; some pseudo sports cars lap up the turnpike but go limp on a mountain hairpin. The Corvette is neither of these; as a matter of fact, every road in the nation, from one-lane dirt to twelve-lane superhighway, is the eminent domain of this marvelous machine. The Corvette isn't just fun, fun is for kids; the Corvette is pleasure, and we mean in 327-cubic-inch quantities. Nothing else gives as much pleasure because nothing else goes like a Corvette. Nothing else offers that Corvette V8 engine, hooked to the rear wheels with one of the world's finest four-speed transmissions and Positraction (both optional at extra cost), a limited-slip differential that makes coming out of a turn as smooth and simple as pulling out of your driveway. No matter how you use it or what you stack it up against, the Corvette is going to be more kicks, and besides, what would you do with a sack full of jack rabbits? . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

CORVETTE BY CHEVROLET



FINEST, FIERCEST YET... '62 CORVETTE BY CHEVROLET

Corvette has never been a car to rest on its laurels, and your first clue to the Corvette surprise for '62 is the car's clean-swept, uncluttered styling. For many people, the change of face might have sufficed, but not for Chevy engineers. They've given the Corvette a new 327-cubic-inch V8 that'll give you a belt-in-the-back like nothing you ever drove. This new standard engine, with a single four-barrel carburetor, has 250 bhp at 4400 and produces 350 pounds-feet of torque at 2800. With the 1962 Fuel Injection* engine you get a whopping 360 horsepower at 6000! This is performance to please the wildest wind-in-the-face sports car type! We could have devoted this space to a treatise on Corvette's styling and luxurious interior, but we'd be letting a great car down. . . . This new engine's the thing, and you'll know it the instant you plant your foot on that loud-pedal! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

*optional at extra cost