

here
for the
first time
anywhere—
elegance with economy



The Impala 4-Door Sport Sedan.

Here's new gem-bright beauty, new room to sprawl in and sit tall in. New lean-muscled engine economy, new spirit and silence in its going. For fineness of features, for precise craftsmanship —for all the things that make a car good to own—the '60 Chevrolet stands alone in its price field.

Just wait till you see it. Everything about the '60 Chevy, every styling accent, every engineering detail, has been polished and refined to a degree of perfection never before thought possible of a car in Chevrolet's price class.

Picture practicality and economy combined with the luxury and hushed comfort usually associated with high-priced cars. That's Chevy! You have to see it up close to

appreciate its fine workmanship. You have to take a turn behind the wheel to know its astonishing smoothness and almost total absence of road hum and vibration. We'll admit our enthusiasm's showing just a bit—but once you've dropped into your dealer's we're sure yours will be, too. *There's nothing like a new car—and there's never been a new car like this '60 Chevrolet! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.*

SUPERLATIVE



Impala Sport Coupe—one of 16 fresh-minted '60 Chevrolets you can choose from.

'60 CHEVROLET

NEAREST TO PERFECTION A LOW-PRICED CAR EVER CAME!

if this one doesn't make you want to travel
you already live where all the fun is

There's nothing like one of these new Chevies for getting off to a head start on having fun. Nothing this side of a thoroughbred sports car (like Chevrolet's stablemate—the Corvette) is so quick to take a hint from an itchy driving foot. Or so responsive to your touch at the wheel. That's because nobody else takes the trouble Chevrolet does to find out what your driving pleasure is—and to engineer cars accordingly. Your dealer has all the happy details and he'll be delighted to show you firsthand just how much more road-pleasure Chevy can give you:

Roomier Body by Fisher with a lower, narrower transmission tunnel that gives you more foot room.

Pride-pleasing style (you'll like the way it combines good looks with good sense—take a look at that easier-to-load vacation-sized trunk, for instance).

New Economy Turbo-Fire V8 (makes friends fast by getting up to 10% more miles on a gallon of regular—yet gives you the "git" Chevy's famous for).

Widest choice of engines and transmissions (24 combinations in all—with output all the way to 335 h.p. to satisfy the most finicky driver).

Hi-Thrift 6 (savin'est six in any full-size car—built with Chevy's ever-faithful dependability).

Coil springs at all 4 wheels (with the extra cushioning of newly designed body mounts, Chevrolet almost lets you forget there's a road under you).

Bonded-lining Safety-Master brakes (they stop quicker with less pedal pressure—another important reason Chevy's the kind of friend you can count on).



Chevrolet Division
of General Motors,
Detroit 2, Michigan



there's nothing like a new car—and no new car like a '60 Chevrolet. The Bel Air Sport Coupe.

Air Conditioning—temperatures made to order—for all-weather comfort. Get a demonstration.

come
try the car with
so much that's

new

so much
that's

different!

THE SUPERLATIVE 1960 CHEVROLET



*There's nothing like a new car—
and no new car like a '60 Chevrolet.
The Bel Air 2-Door Sedan.*

Every tasteful line of this superlative '60 Chevrolet seems to tell the luxury cars to move over—from the proud jut of its prow to the saucy cut of its rear deck. ■ And the hushed elegance of its roomier new Body by Fisher repeats the refrain—with finely tailored fabrics, sofa-wide seats and a lower-than-ever transmission tunnel that'll please you right down to your toes. You'll luxuriate, too, in the way this new Chevy's Full Coil ride—insulated from road shock and noise by thicker, newly designed body mounts—rivals the poise of even the costliest cars. ■ Yet, sumptuous as this '60 Chevy is, it remains more dedicated than ever to those proved Chevrolet virtues—economy and dependability. There's a choice of two standard engines that do marvelous things with mileage—the famed Hi-Thrift 6 and a new Economy Turbo-Fire V8 that gets up to 10% more miles on a gallon of regular. Your dealer's the man to see for the facts. Chevrolet Division of General Motors, Detroit 2, Michigan. ■ **nearest to perfection a low-priced car ever came!**

CHEVROLET

what could you be thinking about that Chevy hasn't thought of?

Even people who were once traditionally bound to higher priced cars find themselves running off with Chevrolets. And why not? Chevy gives you easily as much basic comfort and as fine a ride as any of them. As much power and performance as you'd ever need. (With more engine-transmission combinations than anybody!) And for more extra value features (at no extra cost) than you'd ever expect to find in Chevy's price class. Look into one of Chevrolet's 18 models sometime soon. And drive it, of course. Find out what it's like to be completely satisfied—and have money left over.

Roomier Body by Fisher with a lower, narrower transmission tunnel that gives you more foot room.

Pride-pleasing style (you'll like the way it combines good looks with good sense—take a look at that easier-to-load vacation-sized trunk, for instance).

New Economy Turbo-Fire V8 (makes friends fast by getting up to 10% more miles on a gallon of regular—yet gives you the "git" Chevy's famous for).

Shift-free Turboglide*—Chevy's the only car in its field with an automatic transmission that eliminates even a hint of a shift.

Hi-Thrift 6 (built, of course, to deliver Chevy's famous economy and ever-faithful dependability).

Coil springs at all 4 wheels (with the extra cushioning of newly designed body mounts, Chevrolet almost lets you forget there's a road under you).

Bonded-lining Safety-Master brakes (they stop quicker with less pedal pressure—another important reason Chevy's the kind of friend you can count on).

*Optional at extra cost.



Chevrolet Division
of General Motors,
Detroit 2, Michigan



There's nothing like a new car—and no new car like a Chevrolet. This is the Bel Air 4 Door Sedan.

Air Conditioning*—temperatures made to order—for all weather comfort. Get a demonstration.

if this one doesn't make you want to travel
you already live where all the fun is

There's nothing like one of these new Chevies for getting off to a head start on having fun. Nothing this side of a thoroughbred sports car (like Chevrolet's stablemate—the Corvette) is so quick to take a hint from an itchy driving foot. Or so responsive to your touch at the wheel. That's because nobody else takes the trouble Chevrolet does to find out what your driving pleasure is—and to engineer cars accordingly. Your dealer has all the happy details and he'll be delighted to show you firsthand just how much more road-pleasure a frisky new Chevrolet can give you:

Roomier Body by Fisher (Chevy gives you wider seating and more head room than any other low-priced sedan—and the transmission tunnel is 25% smaller this year for more foot room).

Pride-pleasing style (you'll like the way it combines good looks with good sense—take a look at that easier-to-load vacation-sized trunk, for instance).

Coil springs at all 4 wheels (with the extra cushioning of new rubber body mounts, here's a ride that almost lets

you forget there's a road under you).

Widest choice of engines and transmissions (24 combinations in all—with output all the way to 335 h.p. to satisfy the most finicky driver).

Hi-Thrift 6 (sarin'est six in any full-size car—built with Chevy's ever-faithful dependability).

New Economy Turbo-Fire V8 (you'll warm up to this one fast—it gets up to 10% more miles on a gallon of

regular, yet gives you the "git" Chevy's famous for).

Quicker stopping Safety-Master brakes (you get long-lived, bonded-lining brakes that stop quicker with less pedal pressure—another important way this new Chevrolet has of looking after your welfare).



Chevrolet Division
of General Motors,
Detroit 2, Michigan



there's no new car like a '60 Chevrolet. This is the Bel Air Sport Coupe. / Air Conditioning—temperatures made to order—for all-weather comfort. Get a demonstration.

it's a pretty cool customer who won't warm up to this wagon!

Where else will you find a wagon that adapts so handily and handsomely to almost anything you want to do? Whether you're toting a noisy tribe of youngsters to a Fourth of July picnic or just heading off by yourself with nothing but a cargo of summer breezes frolicking between you and the roll-down rear window, these new Chevrolets are beautifully, dutifully built to suit your needs. You have your choice of five wagon models with the widest seating, widest cargo area and widest selection of engines and transmissions in the low-price field. Check your dealer and see how convenient he can make it for you (and your budget) to be in one by vacation time.

Roomier Body by Fisher with a lower and narrower transmission tunnel that gives more foot room.

Pride-pleasing style (you'll like the way it combines good looks with good sense—that convenient one-piece tailgate, for instance).

New Economy Turbo-Fire V8 gets up to 16% more miles on a gallon of regular while giving you the "git" Chevy's famous for.

Shift-free Turboglide*—Chevy's the only car in its field with an automatic transmission that eliminates even a hint of a shift.

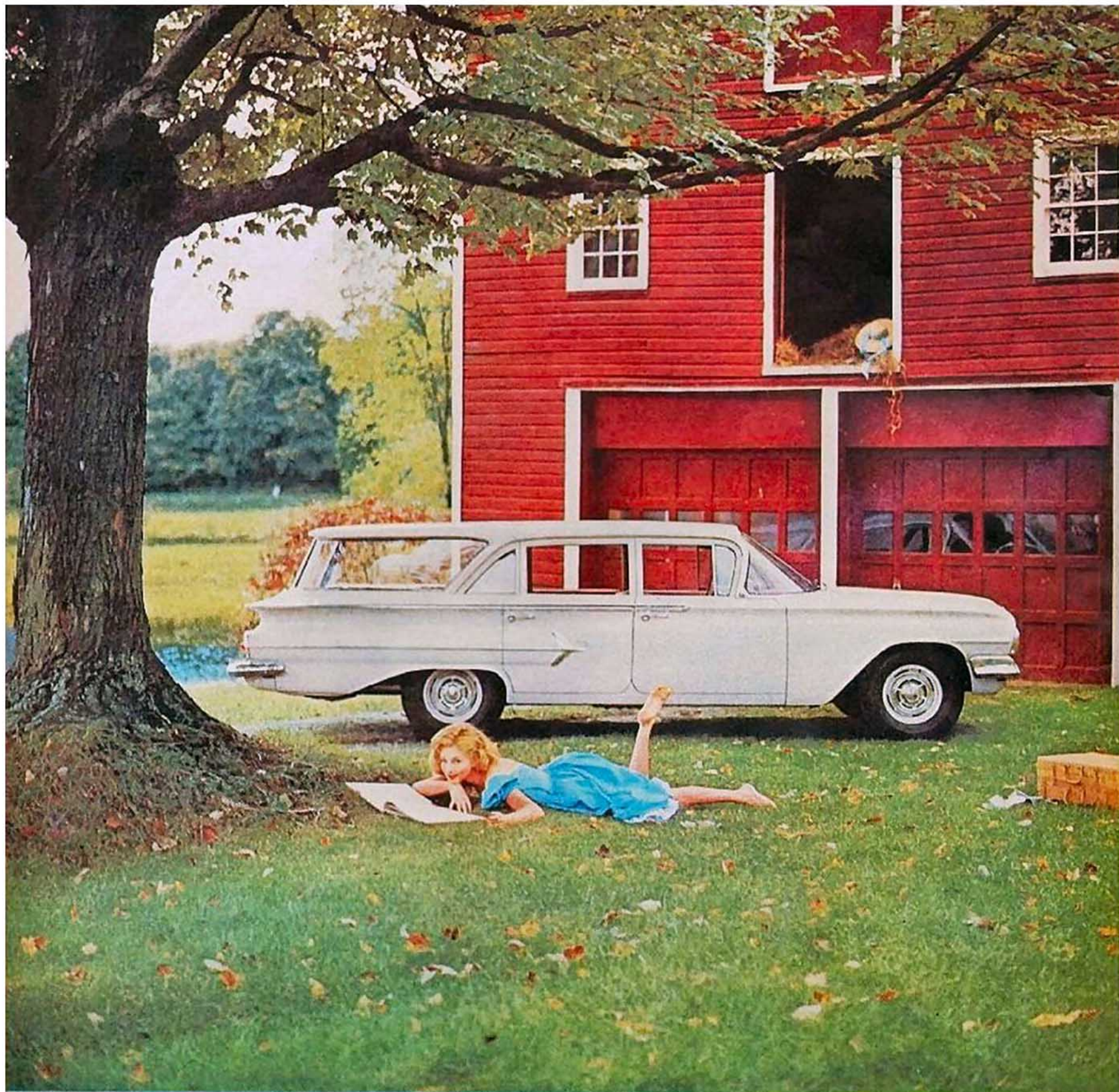
Hi-Thrift 6 (no other 6 has this one's knack of combining gas economy with dollar-saving dependability).

Coil springs at all 4 wheels (with the extra cushioning of newly designed butyl body mounts, you get the kind of ride you'd expect only in the most expensive makes).

Quicker stopping Safety-Master brakes (designed for surer stops with less pedal pressure). *Optional at extra cost.



Chevrolet Division
of General Motors,
Detroit 2, Michigan



There's nothing like a new car—and no new car like a '60 Chevrolet. The 9-Passenger Kingswood Station Wagon. / Air Conditioning—temperatures made to order—for all-weather comfort. Get a demonstration.