



1. NEWEST AUTOMATIC DRIVE OF ALL



2. PERFORMANCE REACHES NEW HIGHS



3. COMMAND POST CONTROL PANEL



4. LOOKS LONGER . . . AND IT IS!



5. HEADLIGHT-HOOD AIR VENTS



6. NEW SIZE WHEELS AND TIRES



7. DARING NEW FRONT END DESIGN



1. NEWEST AUTOMATIC DRIVE OF ALL
It's Turboglide* with new Triple-Turbine take-off! Chevrolet also offers an even finer Powerglide.*

2. PERFORMANCE REACHES NEW HIGHS
A Six and four silken V8's with up to 245 h.p. Also a special 270-h.p. V8 and fuel injection engines with up to 283 h.p. available at extra cost.

3. COMMAND POST CONTROL PANEL
A deeply hooded cove, directly in front of the driver, houses all instruments, controls and gauges.

4. LOOKS LONGER . . . AND IT IS!
Those longer, lower lines are no illusion. The '57 Chevrolet measures up to them. It is longer, lower—and every inch a beauty.

5. HEADLIGHT-HOOD AIR VENTS
Here's a smart idea—ventilation air intakes surround the headlights for a new note in styling. And it's clean, high-level air, too.

6. NEW SIZE WHEELS AND TIRES
Chevy now has 14-inch wheels, 7.50 x 14 tires. The velvety ride is even softer because air pressure is reduced to a new low of 22 pounds.

7. DARING NEW FRONT END DESIGN
The front bumper is combined with the grille for new massiveness and uncluttered purity of line.

*Optional at extra cost

THERE'S THE GREATEST CHANGE IN CHEVROLET!



Bold new beauty—the Bel Air Sport Coupe.

The '57 Chevrolet comes up with a daring new departure in design for 1957! Plus new power (even fuel injection!), new Triple-Turbine Turboglide automatic drive, new ideas right down to the wheels. It's Sweet, Smooth and Sassy!

Chevrolet's great design team has come up with a whole galaxy of sparkling new advances. You can see that a block away . . . you can see it in Chevy's proud new bumper-and-grille front, in the bold flare of its rear fenders, the clean-lined simplicity of its integrated taillight assembly. You can feel the difference, instantly, the moment you nudge the throttle on any of Chevy's superb new engines. Do that soon, at your Chevrolet dealer's. . . Chevrolet Division of General Motors, Detroit 2, Michigan.



The dashing new Corvette (left) and the Bel Air Sport Coupe.

Chevy puts the purr in performance!

That new V8 in the '57 Chevrolet is as quiet as a contented cat and as smooth as cream. And it's cat-quick in response when you ask for action!

Just nudge the accelerator, and it pours out the kind of velvety action that helps you be a surer, safer driver at all times. Its right-now response keeps you out of unexpected highway emergencies. And it overpowers steep hills with such ease they seem like level landscape.

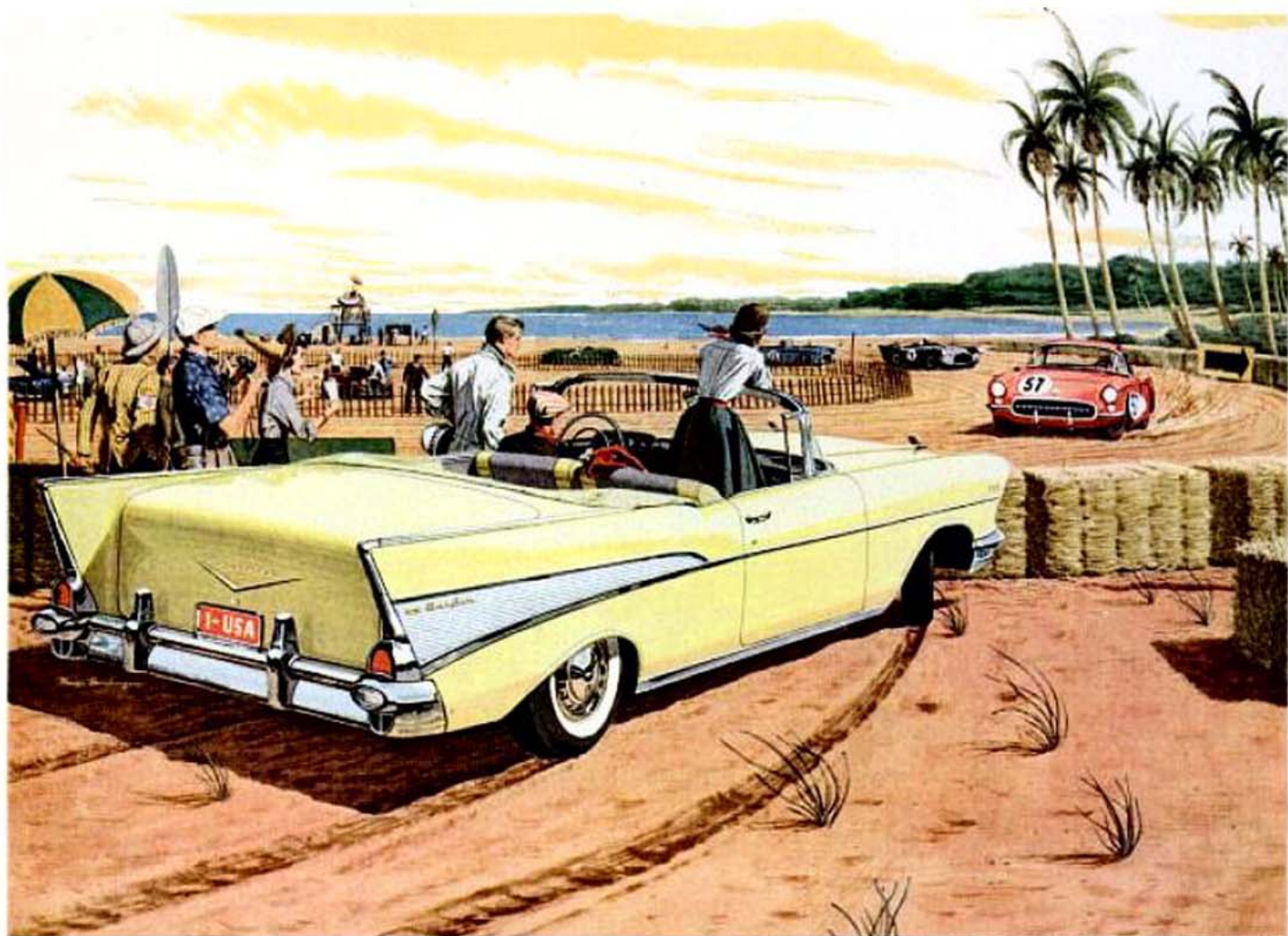
New Chevrolet V8 engine options

put up to 245* high-compression horsepower under your command. With 283 cubic inches of displacement, this V8 is a new, bigger and better edition of the engines that have put Chevrolet at the top of the performance ladder. It's sassy, sure—but as tame to your touch as a purring pussycat.

Try the smoothest V8 you ever put a toe to, and all the good things that go with it. Like new Turboglide—the first and only triple-turbine automatic drive (an extra-cost option). And Chevy's own special sweet and solid way of going. Stop by your Chevrolet dealer's. . . Chevrolet Division of General Motors, Detroit 2, Michigan.



*270-h.p. high-performance engine also available at extra cost. Also Ramjet fuel injection engines with up to 283 h.p.



The Bel Air Convertible with Body by Fisher (at left). The Chevrolet Corvette (at right).

sweet

(just look!)

smooth

(ah, that Turboglide!)

sassy

(just drive it!)

This is the car that's fresher and friskier from its own special look to its new Ramjet fuel injection!

Those words—sweet, smooth and sassy—seem to fit this new Chevy right down to its tubeless tires. In the first place, it looks the part. It has a crisp, alert appearance—as trim and functional as an arrow. You can tell that the styling isn't just going along for the ride. It's right in keeping with Chevrolet's own special fresh and frisky ways.

And this is one car that looks as good close up as it does across the street. It's built the way you've come to expect a Chevrolet to be built. Everything in it fits beautifully—including you!

But a Chevy isn't just something that's nice to look at. Far from it. This beauty was meant for *driving*—and it knows it! Give a Chevrolet a gentle hint with your toe, and it responds with spunk and spirit and sureness!

You can pick your power from the widest choice of engines in Chevy's field—from the

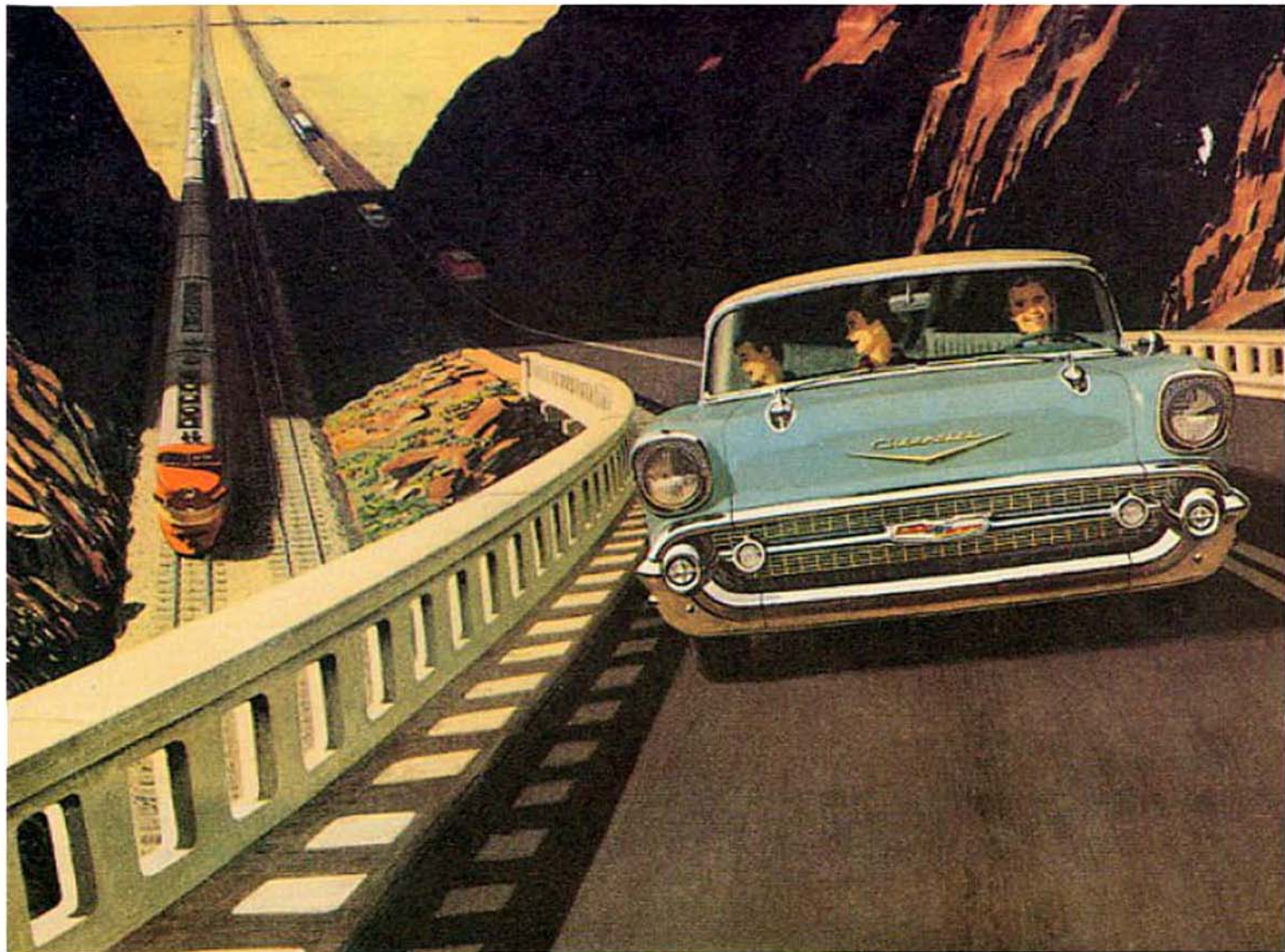
popular Chevy 6 up to V8's with revolutionary Ramjet fuel injection.* This Chevy advance does away with the carburetor . . . brings you instant responsiveness and more efficient use of fuel. It's the greatest forward step in engines since overhead valves!

When you put Chevrolet's new Turboglide* drive in the picture, you're really living! This, you know, is the first and only triple-turbine transmission.

Get your hands on the sweetest handling car of them all. It's as close by as your nearest Chevrolet dealer's. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

*Optional at extra cost.





The Bel Air Sport Coupe shows the solid quality of its Body by Fibre

It likes to flex those big new muscles!

The Sweet, Smooth and Sassy '57 Chevrolet...

New muscles under the hood — with a choice of five precision-balanced new powerplants — to move you along in eager and effortless smoothness. New muscles to grip the road even more tightly and lay into the curves even more solidly. New muscles to give you a new lift in driving!

Here's a car designed to put the sparkle back into driving, a car that gives you that glad-to-be-alive feeling the moment you nudge the throttle! Part of the pleasure is performance—and part is the

wonderful sense of security that comes from Chevy's superb road-holding and precision control. It's a honey to handle on city streets, super-highways and everything in between.

How do you like to drive? There's a Chevy combination to suit every motoring mood, from the thrifty Six to the terrific Corvette V8, from the sports car close-ratio stick shift to the free-flight feeling of either of Chevrolet's two automatic drives.* Whenever the miles seem dull and motoring a chore, remember this: There's a sure cure just as close as your nearest Chevrolet dealer! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.



*Corvette engine, close-ratio transmission, Powerglide and Turbochrome automatic transmissions—optional at extra cost.

*Mountains
and miles
are a breeze
in a Chevy!*

Be ready to push back your horizons—in the new Chevrolet! Miles never purred by so smoothly, roads never seemed so level. And there's always the urge to explore one more hill—just for the fun of handling this car!

If you're looking for a car that loves to cut loose and cover the mountains and miles—well, a Chevrolet was *born* with that urge!

There isn't a hill around that can make it even breathe hard—not with that high-performance V8 on the pulling end. Yet this Chevrolet is so beautifully behaved that your slightest nudge is its command.

See all that Chevrolet has to offer . . . the

More people drive Chevrolets than any other car.



sure-footed balance, the eager responsiveness, the solid and gentle ride, the special features, too. The new Positraction rear axle (optional at extra cost), for example, delivers power to the wheel that *grips*, not the wheel that *slips*, for still more pleasure in your driving. Better visit your Chevrolet dealer soon! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

More to be proud of—The Bel Air Sport Coupe with Body by Fisher





SWIFT, SMOOTH AND SASSY—the beautiful Bel Air Sport Coupe. You can see and feel the solid quality of its Body by Fisher.

filled with grace and great new things



*275-h.p. high-performance engine also available at extra cost. Also 1957 fuel injection engines with up to 245 h.p. in Corvair and passenger car models.

It looks agile, graceful and easy to handle — and it more than lives up to its looks! Chevy offers fuel injection and America's first and only triple-turbine transmission.

You expect something pretty special in the way of driving pleasure the very first time you take charge of a new Chevrolet. Those clean, graceful contours hold a promise of quicksilver responsiveness. And there's something about the low, action-poised profile that tells you Chevy's a honey to handle.

It doesn't take long to find out that this

car lives up to all its "advance notice"—and then some! Horsepower ranging up to 245* translates your toe-touch into cream-smooth motion. You find that turning a corner is almost as easy as making a wish. And you see how Chevrolet's solid sureness of control makes for safer, happier driving on city streets, superhighways and everything in between.

If you drive a new Chevrolet with Turbo-glide (an extra-cost option), you'll discover triple-turbine takeoff and a new flowing kind of going.

Come sample *all* these great new things!
SEE YOUR AUTHORIZED CHEVROLET DEALER



full of spunk...

but beautifully behaved... the '57 Chevy!

It doesn't just look sweet, smooth and sassy... it is! And you get sports car control behind the wheel... a solid, sure-footed feel on the road, smooth and easy response to every command.

That's why you get more of a lift out of driving a '57 Chevy. Its pep and easy handling make it fun. Safer, too. It's spacious inside, daring in design outside. But still it's a stickler for tradition, and in the grand Chevrolet manner it's known to be as trouble-free as that totem pole!

Drive a new Chevy, one with the exact power you prefer (h.p. goes up to 245*). With triple-turbine Turboglide, too, the newest and smoothest of all automatic drives (an extra-cost option). Your dealer will gladly arrange it... Chevrolet Division of General Motors, Detroit 2, Michigan.



*270-h.p. high-performance V8 also available at extra cost. Also Ramjet fuel injection engines with up to 283 h.p.



The new Bel Air 2-Door Sedan with Body by Fisher—one of 20 new Chevrolets.

Trips never seemed so short—or roads so smooth—as they do in this beautiful traveler. It's sweet, smooth and sassy—with new velvety V8 power and a sure-footed way of going that's Chevy's alone!

Cars with Chevy's born-to-the-road build are hard to come by these days. In addition to designing a car that's just plain good to look at, Chevrolet engineers didn't forget that a car's first obligation is to ride, and ride well.

The new Chevy's low and wide (as comfortable inside as you'd want) and built for the

road, with broad-based outrigger rear springs and beautifully balanced weight. That's the reason for Chevrolet's nice solid feel; the reason it moves so surely and smoothly along any kind of highway and clings so gracefully on curves.

Cars with Chevy's jack-rabbit pep are hard to come by, too. The secret here is a V8 engine, with up to 245 h.p.,* that brings a smile to your face when you nudge it even a little bit. Now if you're looking for extra economy in your driving, your choice would be Chevy's famous "Blue-Flame" Six. But V8 or 6, you're sure of fun. Stop by your Chevrolet dealer's and try one soon! . . . Chevrolet Division of General Motors, Detroit 2, Mich.

*270-h.p. high-performance V8 engine also available at extra cost.



smooth as quicksilver...

and quick as they come...the '57 Chevrolet!



SWEET, SMOOTH AND SASSY! The Bel Air 4-Door Sedan with Body by Fisher—one of 20 new Chevies.

*The road isn't
built that can
make it
breathe hard!*

Curves don't come too sharp or hills too steep for this nimble new Chevy. It's sweet, smooth and sassy with new velvety V8 power, new roadability, a new ride and everything it takes to make you the relaxed master of any road you travel.

Bring on the mountains! This new Chevy takes steep grades with such an easy-going stride you hardly even give them a thought. There's horsepower aplenty tucked away under that hood—the Chevy kind, just rarin' to handle any hill you aim it at.

And no matter how curvy the road may be, a light touch keeps Chevrolet right on course. You'll like the solid way it stays put on sharp turns.

A car has to have a special kind of build to handle and ride and run like a Chevy. It has to have Chevrolet's low, wide stance, its outrigger type rear springs and well-balanced weight distribution, with the pounds in the right places. Try one soon at your Chevrolet dealer's. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.



More beautifully built and shows it—the new Chevrolet with Body by Fisher.

You'll feel a very special kind of pride the day you park a new Chevrolet in your driveway. Maybe you'll even find yourself looking out the window, now and then, just for the pleasure of seeing it there. It's a beautiful sight to behold—fresh and alert, with a certain ready-to-go spirit written all over it.

And when the neighbors drop by to "look 'er over," you'll be prouder than ever. They'll see fine construction and finishing touches everywhere. They'll feel the extra solidity of Body by Fisher, and they'll see the deeper luster of Chevy's *lacquer* paint job.

Then they'll want a ride around the block to see if Chevrolet is as sweet, smooth and sassy as it looks. That's how people become happy Chevy owners. Stop by your Chevrolet dealer's and you'll see what we mean. . . . Chevrolet Division of General Motors, Detroit 2, Mich.

More people drive Chevrolets than any other car.



You get more to be proud of in a Chevy!



More beautifully built and shows it—the Bel Air Sport Coupe with Body by Fisher.



*A 270-h.p. high-performance V8 engine also available at extra cost. Also Ramjet fuel injection engines with up to 283 h.p. in Corvette and passenger car models.

You'll never put hand and foot to a car so quick, smooth and easy to control—a light touch does it. Chevy's solid on the road—and that goes for the way it's put together, too!

A wonderful thing happens the very first time you take a '57 Chevrolet through traffic or slip it into a tight parking spot. You begin to realize that this car is not only beautifully built, but beautifully *behaved* as well!

In no time at all you're faced with the happy fact that this Chevy is a genuine pleasure to drive, and yet there's practically nothing to driving it! You can chalk this up to Chevy's sure and easy handling. That and also the cat-

quick responsiveness of its velvety V8 engine.

Lively performance is part and parcel of Chevy's light-touch personality. That's why V8 options go all the way up to 245 h.p.* That's also why new Turboglide—the first and only triple-turbine automatic drive—is offered as an extra-cost option! Come on in and get the light-touch feeling firsthand.

SEE YOUR
AUTHORIZED CHEVROLET DEALER

you'll love Chevrolet's new light-touch driving!



The Bel Air Sport Coupe with Body by Fisher—one of 20 beautiful new Chevrolets.