

Chevy attains the engineer's dream...

1 H.P. PER CUBIC INCH

Every competitive field has certain magic milestones. In track, the four-minute mile. In aviation, the sound barrier. In mountain climbing, the ascent of Everest . . . and so on.

In American automobile engineering, the magic milestone is this: *one horsepower from every cubic inch of engine displacement!* Chevrolet is the first American production car to achieve this goal; from our 283-cubic-inch V8, with fuel injection* and 10.5 to 1 compression ratio, we

pull 283 h.p. Naturally, we're proud. Because this is proof, in cold figures, of the *extra* efficiency of Chevrolet's advanced valve gear, free-breathing manifolding and ultra-short stroke. Better still, it is the warranty of superior engineering in every phase of the car's performance—road-holding, suspension, steering, braking and economy. The real reasons why you get more to be proud of in a Chevrolet—always! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.



**Optional at extra cost*



What's under Chevy hoods this year?

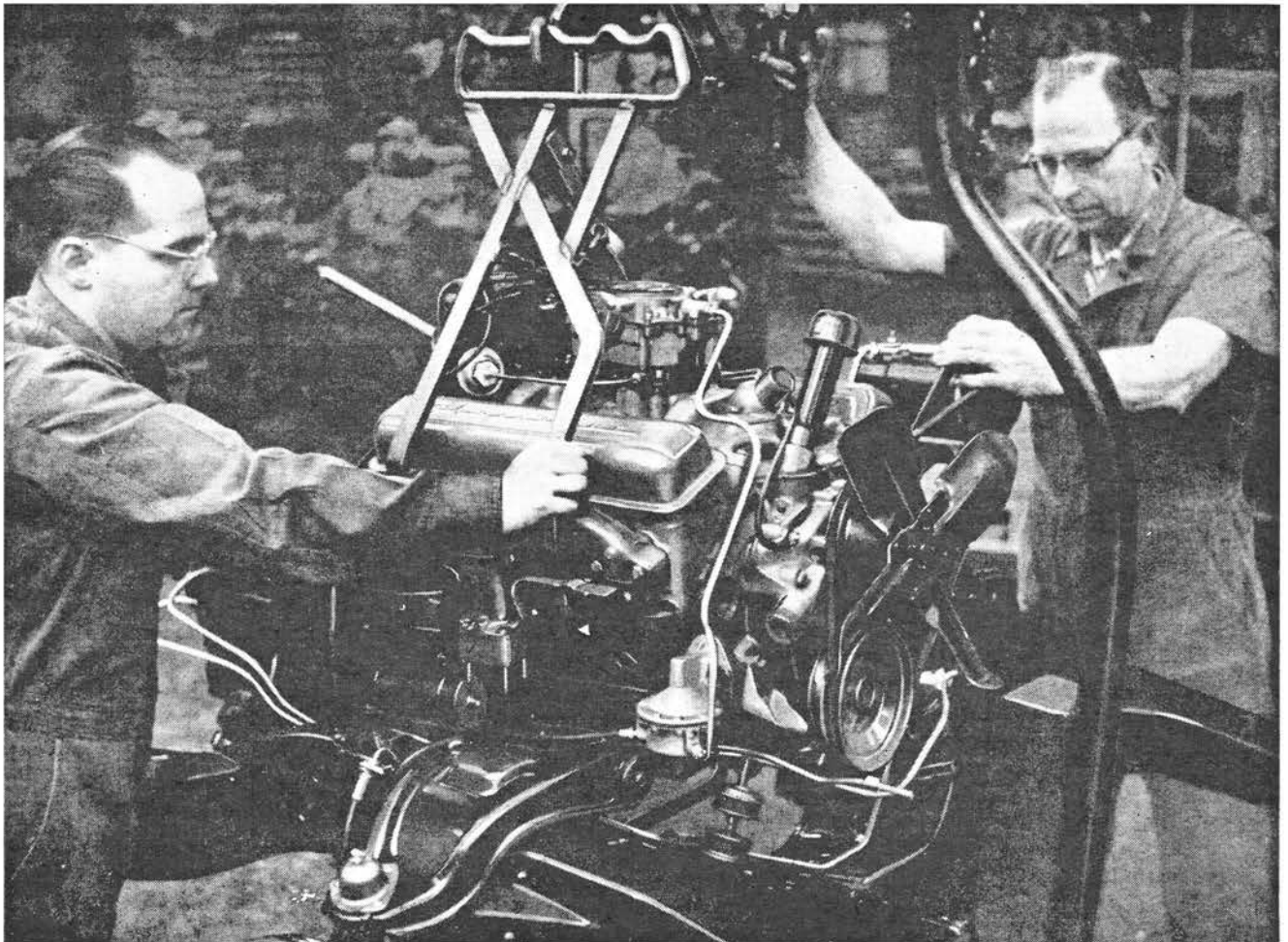
FIVE ENGINES!



Nobody else in Chevrolet's field offers such a broad range of performance in so many engine choices. You can have the power you want—just the way you want it in Chevy for '57!

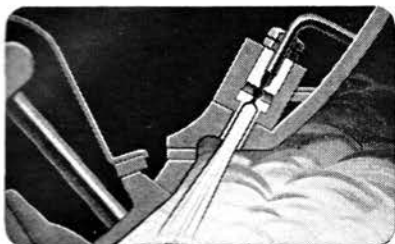
Whatever you want in the way of power, Chevy's got it—but *good!* Want rock-bottom thrift and sturdiness? What could suit you better than the 140-h.p. "Blue-Flame" Six, the world's best tested engine? V8 smoothness with maximum economy? That's the "Turbo-Fire 265" with two-barrel carburetor and 162 h.p.

Like more bottom-end torque and solid *go* all along the line? Try one of Chevy's extra-cost power options. For example, there's the "Turbo-Fire 283" with twin-throat carburetors, 283 cubic inches of displacement, and 185 horses. Then we get into the real seat class—the "Super Turbo-Fire 283" with single four-barrel carburetor, dual exhausts and 220 h.p. Top performer of 'em all is the white-hot Corvette version—up to 283 h.p., 10.5 compression and *fuel injection!* Try 'em on for size at your Chevy dealer's . . . you can't miss! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.



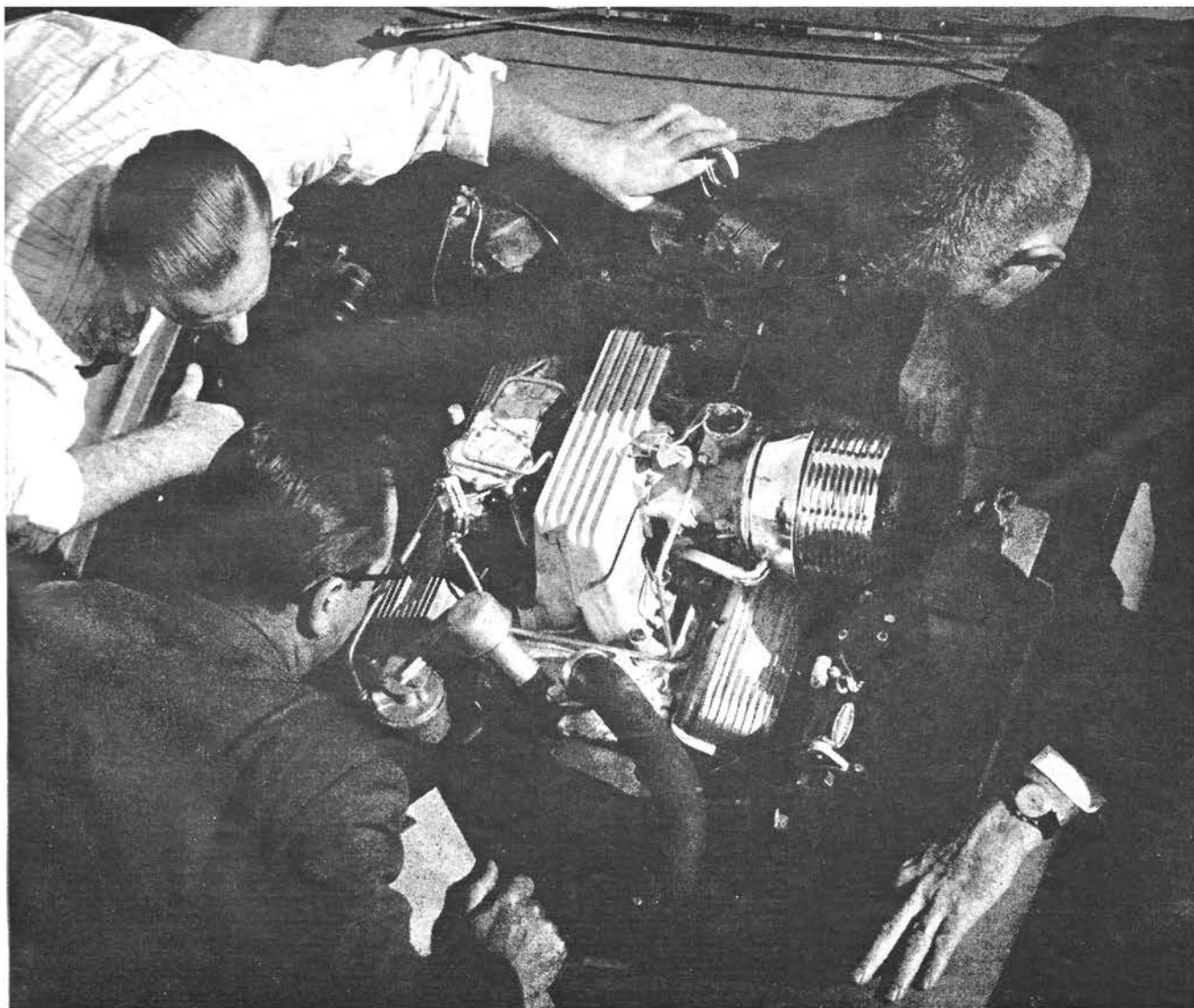
Chevy explodes the biggest auto news of 1957—

FUEL INJECTION!



Ramjet fuel injection, optional at extra cost on any Chevrolet model, offers constant-flow port injection, choice of 250 or 283 h.p.

And that's the beginning of a whole new era of efficiency! For Chevrolet fuel injection puts on the road—today—the precision gas-metering, the instantaneous acceleration that used to be reserved for super-priced custom sports cars. You'll want to take a good long look at this brilliant piece of engineering. But, better still, you'll want to get behind the wheel of a Chevrolet V8 with Ramjet fuel injection—believe us, that's an *experience!* . . . Chevrolet Division of General Motors, Detroit 2, Mich.





FRIEND, CHEVY'S BUILT RIGHT INTO THE ROAD!

This one runs like the tires are two inches under the pavement! We mean it *sticks!*

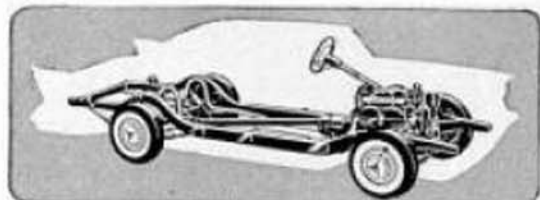
And doesn't that feel good on a real grapevine road. Or on a wet blacktop curve. Or when you have to duck somebody's error, but *fast!*

What makes Chevy hang on like an amorous anaconda? The same kind of engineering that makes the Corvette America's only sports car. Things like weight distribution awfully close to 50-50. Like outrigger rear springs. Like

the flexibility of spherical-joint front suspension and the precision (and lightness) of ball-bearing steering. Like basic design that pares down excess weight.

In short, it's a lot of things you usually don't read in the specifications. But mostly it's an engineering staff that *knows* how a car ought to handle—an engineering staff that makes very sure Chevrolet is America's No. 1 car in roadability! ... Chevrolet Division of General Motors, Detroit 2, Michigan.





X-RAY ON CHEVROLET

Roadability begins with "silk glove" steering

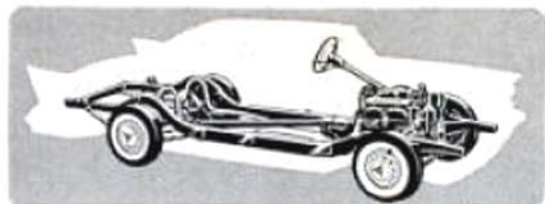
Nothing—not even performance—adds as much to solid driving pleasure as roadability. And roadability has its rock-bottom beginning with the silky, surgically precise steering that is Chevrolet's hallmark.

That's Ball-Race steering—a special system of steering in which a micro-polished spiral of steel ball bearings transmits your fingertip hint into turning motion—with sports car accuracy.

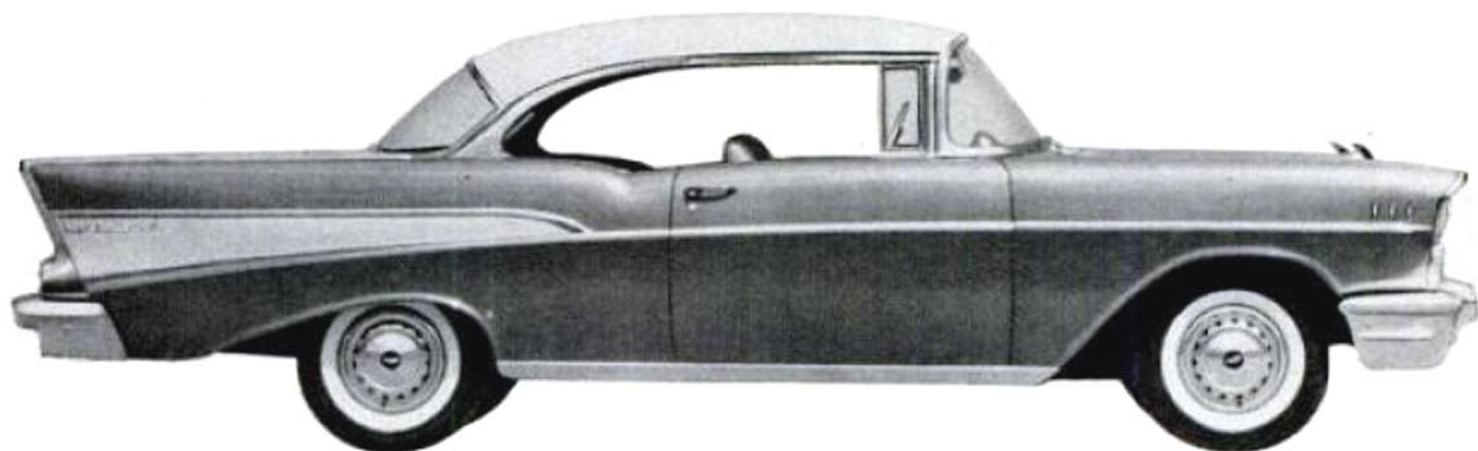
Chevrolet uses ball bearings because there's much less "drag" with *rolling*

friction than with the usual *sliding* friction. And we've taken extraordinary care in designing the Ball-Race system because, basically, nothing short of power steering can make the miles seem so fatigue free. Try it and you'll know why! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.





X-RAY ON CHEVROLET



HOW DO YOU BUILD IN BALANCE?



Fifty-fifty weight distribution is the automobile designer's aim—and his nightmare! It's easy to understand why: Balancing the weight equally between front and rear wheels is fundamental if you want stability and sure-footed control on curves and solid driving traction at the rear. But (and this is the joker) the passenger space has to be *ahead* of the rear axle if you want a soft rear seat ride and full rear seat hip room.

On most cars, that means too much weight on the front wheels. But not in Chevrolets. For example, a Chevrolet "Two-Ten" four-door sedan with Turbo-glide has from 207 to 240 pounds *less* dead weight on the front end than comparable cars in the low-price field.

That makes a big difference in handling

ease and road security. It explains why Chevy's steering is so light and precise, why its traction is better (light rear ends tend to spin and skid under power thrust). It is the basic engineering principle behind Chevrolet's famous roadability. It is a basic design fact that can be proved *on the scales*. But there's an easier proof for you—just see your dealer and drive a new Chevrolet. You'll find there's a whale of a lot more pleasure in bossing the best balanced car in its field! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

