



It's Making '55 Famous—For Fun!

*For sheer driving pleasure,
Chevrolet's stealing the thunder
from the high-priced cars.*

Let's be frank. Up to now, maybe there were reasons for wanting one of the higher priced cars. If you desired something really special in the way of driving fun, you simply had to pay a premium to get it. Usually, a big one!

Not any more! The Motoramic Chevrolet is taking the play away from the high-priced cars with pure excitement on wheels!

Chevrolet's new "Turbo-Fire V8" puts a

heaping hoodful of fun under your foot—162 h.p.! (Special to adventure lovers: 180 h.p. "Super Turbo-Fire V8" is optional at extra cost.) You can also choose from the two highest powered 6's in the low-price field.

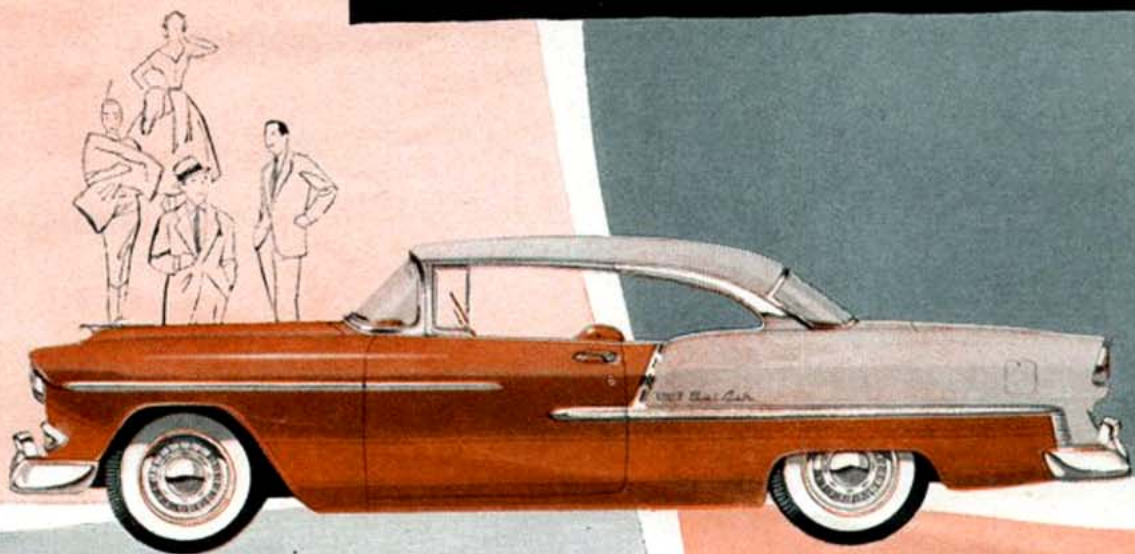
As for drives, just name it. Chevrolet offers Overdrive, super-smooth Powerglide (extra-cost options) and a new and finer Synchro-Mesh transmission.

Find out how the Motoramic Chevrolet puts new fun in *your* driving life! Take the key at your Chevrolet dealer's—and you'll want it for keeps! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

Motoramic 

See and drive it at your Chevrolet dealer's

Here is beauty that goes bone deep!



The Bel Air Sport Coupe

The 1955 Motoramic Chevrolet is a beauty—anyone can see that a mile away. But its loveliness of line is merely the outer reflection of design that is brand new to the very core . . . from its tubeless tires to the top of its Sweep-Sight windshield.

The ride is new—Glide-Ride front suspension and outrigger rear springs blend velvety comfort with roll-free stability.

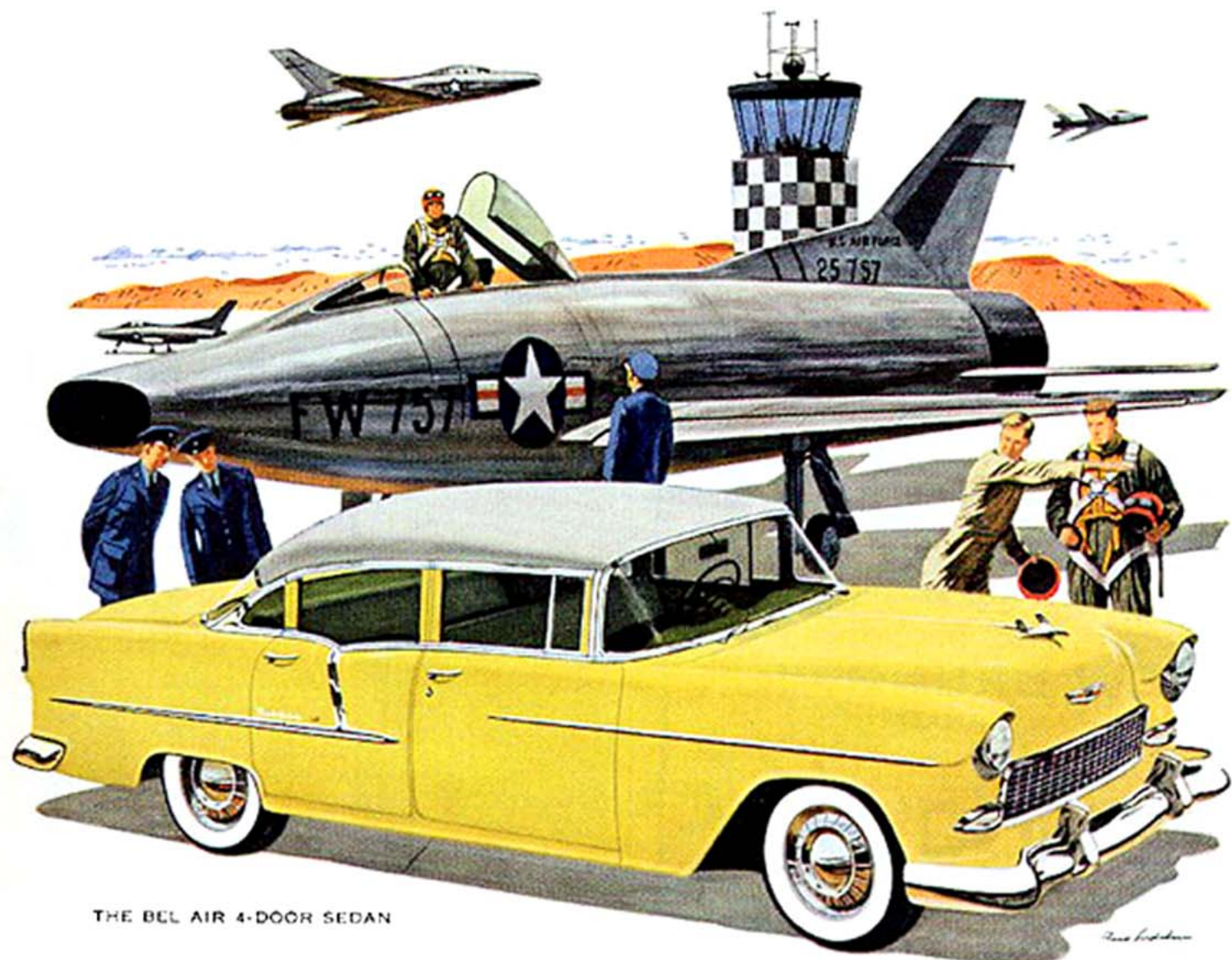
The 162-horsepower V8 engine is new—and there are two new "Blue-Flame" 6's, all sparked by the reserve capacity of a 12-volt electrical system. There are three transmissions, too—standard shift, Powerglide* automatic or the Overdrive.*

Plus every optional luxury you could wish, from Power Steering* to Air Conditioning* on V8 models. See and drive it at your Chevrolet dealer's. . . . Chevrolet Division of General Motors, Detroit 2, Mich.

*Optional at extra cost.

MOTORAMIC

Chevrolet



THE BEL AIR 4-DOOR SEDAN

Chevrolet's 3 new engines put new fun under your foot!

You've got the greatest choice going in the Motoramic Chevrolet! Would you like to boss the new "Turbo-Fire V8" around . . . strictly in charge when the light flashes green . . . calm and confident when the road snakes up a steep grade? (Easy does it—you're handling 162 "horses" with an 8 to 1 compression ratio!) Or would you prefer the equally thrilling performance of one of the two new 6's? There's the new "Blue-Flame 136" teamed with the extra-cost option of a smoother Powerglide. And the new

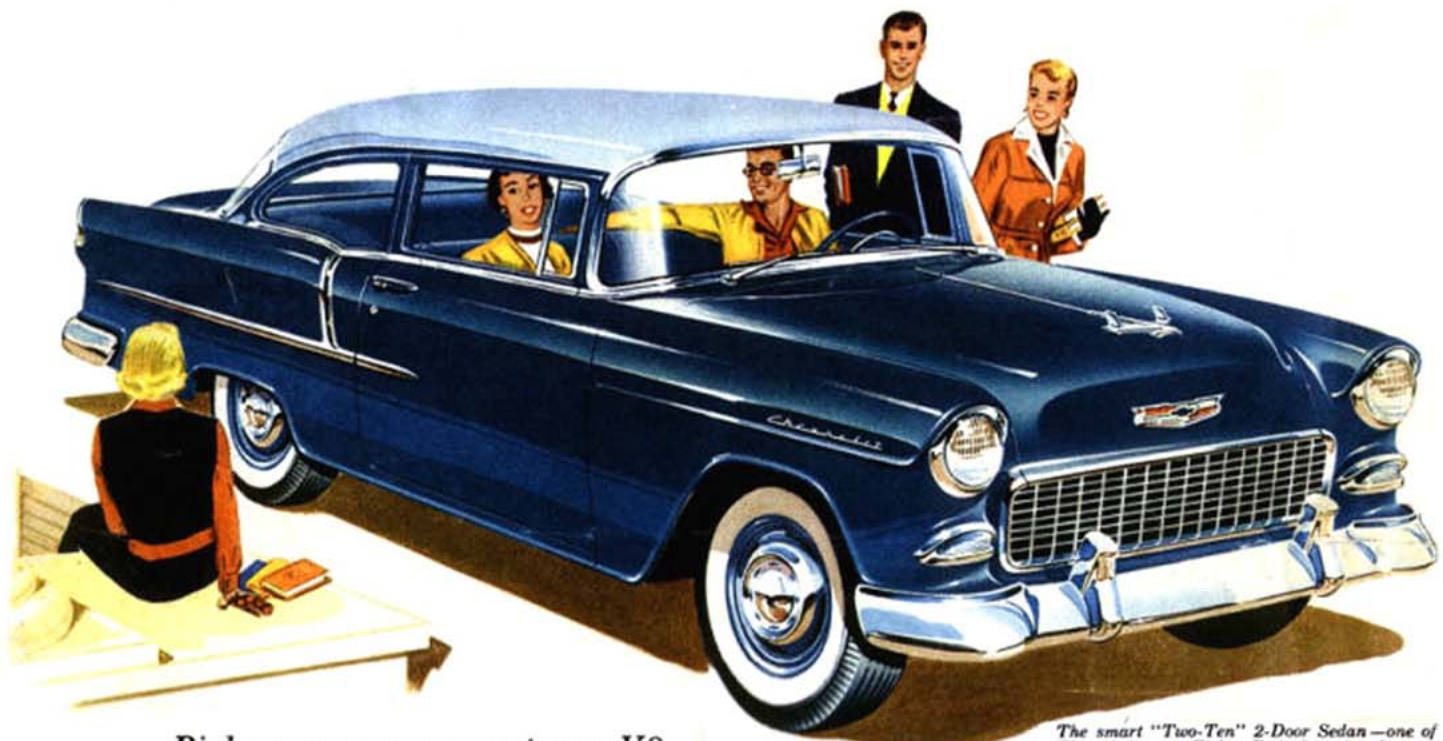
"Blue-Flame 123" with either the new standard transmission or the extra-cost option of new Touch-Down Overdrive. See why Chevrolet is stealing the thunder from the high-priced cars? It has that high-priced, high-fashion look and everything good that goes with it—power, drives, ride, handling ease, *everything*. Let your Chevrolet dealer demonstrate how Chevrolet and General Motors have started a whole new age of low-cost motoring! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

Stealing the thunder from the high-priced cars! Motoramic



New excitement underfoot
with 3 new engines · 3 advanced drives!

The Motoramic Chevrolet for 1955



*Pick your power—great new V8
and two new, high-stepping 6's! Choose your
drive—new Overdrive, Super-Smooth Powerglide
and new standard transmission!* All in all, Chevrolet
offers you a custom choice of
six different power-drive combinations!*

*The smart "Two-Ten" 2-Door Sedan—one of
Chevrolet's new Fisher Body beauties that are
stealing the thunder from the high-priced cars!*

It's the next thing to having a car custom-built to fit your driving! You'll find one of Chevrolet's six new power-drive choices that suits you right down to your toes. One that's unmistakably *right* for your own personal driving tastes—as easy to live with as your favorite pair of shoes, yet as new and exciting as your first trip to the circus!

Just look at all the exciting new ways you can go when you go Chevrolet! You can boss the fabulous new 162-h.p. "Turbo-Fire V8" teamed with new Overdrive, Super-Smooth Powerglide or the new and finer standard transmission. Or you can step out

with the smoothest, liveliest sixes Chevrolet ever put into a passenger car. There's the new "Blue-Flame 136" with Powerglide and the new "Blue-Flame 123" with Overdrive or standard transmission. *(Powerglide and Overdrive are extra-cost options—and worth it!)

Which choice is best for you? That's a question only you can answer. One thing's sure, though—you can't go wrong. For no matter which power-drive combination you decide on, you'll find that the new Chevrolet acts every bit as nimble and lighthearted as it *looks!* Who could ask for more than that?

Come in and pick your power . . . choose your drive. Then slide behind the wheel and head for your favorite highway. You'll see why the Motoramic Chevrolet's stealing the thunder from the high-priced cars when it comes to pure fun out on the road—and a whole lot of other ways besides!

More than a new car . . . a new concept of low-cost motoring!

Your Chevrolet Dealer

The motoramic
Chevrolet

What you can learn about cars from firemen!



Here's the "Two-Ten" 4-Door Sedan . . . one of 19 new Chevrolets—all with Body by Fisher.

Firemen know that you can get where you're going sooner and safer in a car that's quick, agile, easy-handling—and a tiger for acceleration. That's the '56 Chevrolet all over!

When you put your foot down for passing, this beauty means business! Horsepower that ranges clear up to 225 explodes into action to zoom you out ahead with extra seconds of safety.

Yet this tigerish power is as tame to your touch as a purring kitten (and almost as quiet, thanks to hydraulic-hushed valve lifters now in all "Blue-Flame" and "Turbo-Fire" engines). For Chevy brings you a sureness of control and a solid way of going that mark it as one of the few truly great road cars built today. It clings to curves like part of the pavement . . . travels true on the straightaway—and it's a honey to handle in traffic.

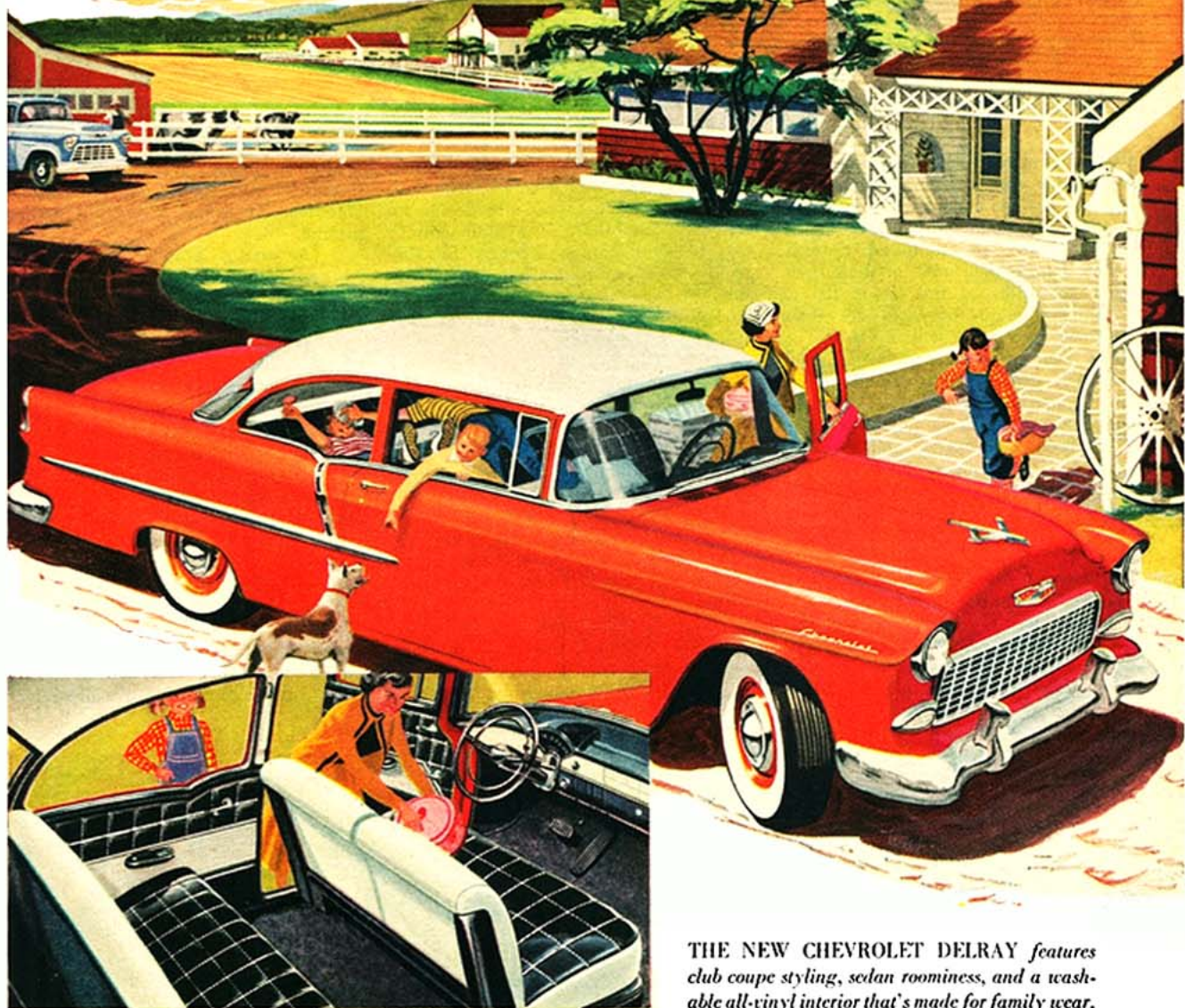
These built-in Chevrolet qualities make for safer, happier driving. Come in and let us show you what firemen already know.

SEE YOUR CHEVROLET DEALER

THE HOT ONE'S EVEN HOTTER



Dressed for chores—
or children



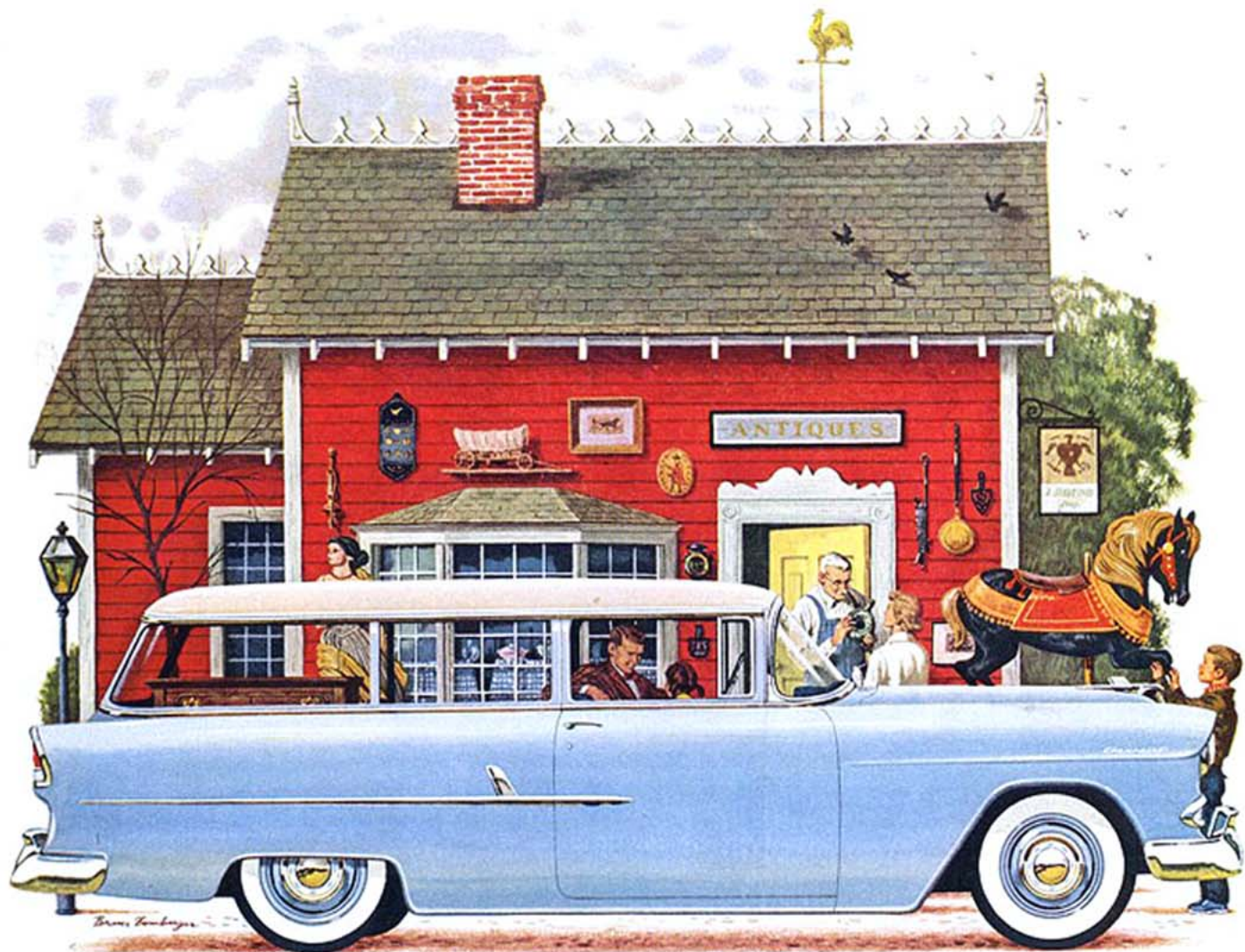
THE NEW CHEVROLET DELRAY features club coupe styling, sedan roominess, and a washable all-vinyl interior that's made for family wear.

A CHEVROLET DELRAY doesn't mind dusty overalls . . . or the children's feet . . . or a few boxes of tomatoes piled onto the back seat. Its handsome, hardy all-vinyl interior wears like saddle leather! There's nothing to keeping it looking new. This is one car you can take soap and water to *inside*.

Like all Chevrolet models, the Delray has a clean, uncluttered look about its styling. Tie that to one of the new engines (either a six, or the 162-horsepower V8 or the 180-horsepower V8) and you've got a car to be proud of. Many of the things you'll especially like about your Chevrolet—outrigger rear springs, Anti-Dive braking, a big 12-volt electrical system—are features that a lot of other cars wish they had. Your Chevrolet dealer's the man to see. . . Chevrolet Division of General Motors, Detroit 2, Michigan.

*Stealing the thunder
from the high-priced cars!*

The
motoramic
Chevrolet



The "Two-Ten" Handyman—one of Chevrolet's four beautiful new Station Wagons with Body by Fisher.

Never have you seen Station Wagons as wonderful as the new Chevrolets!

They're handsome (just look!). They're handy (new seat fold provides nearly 11 inches more cargo deck!).

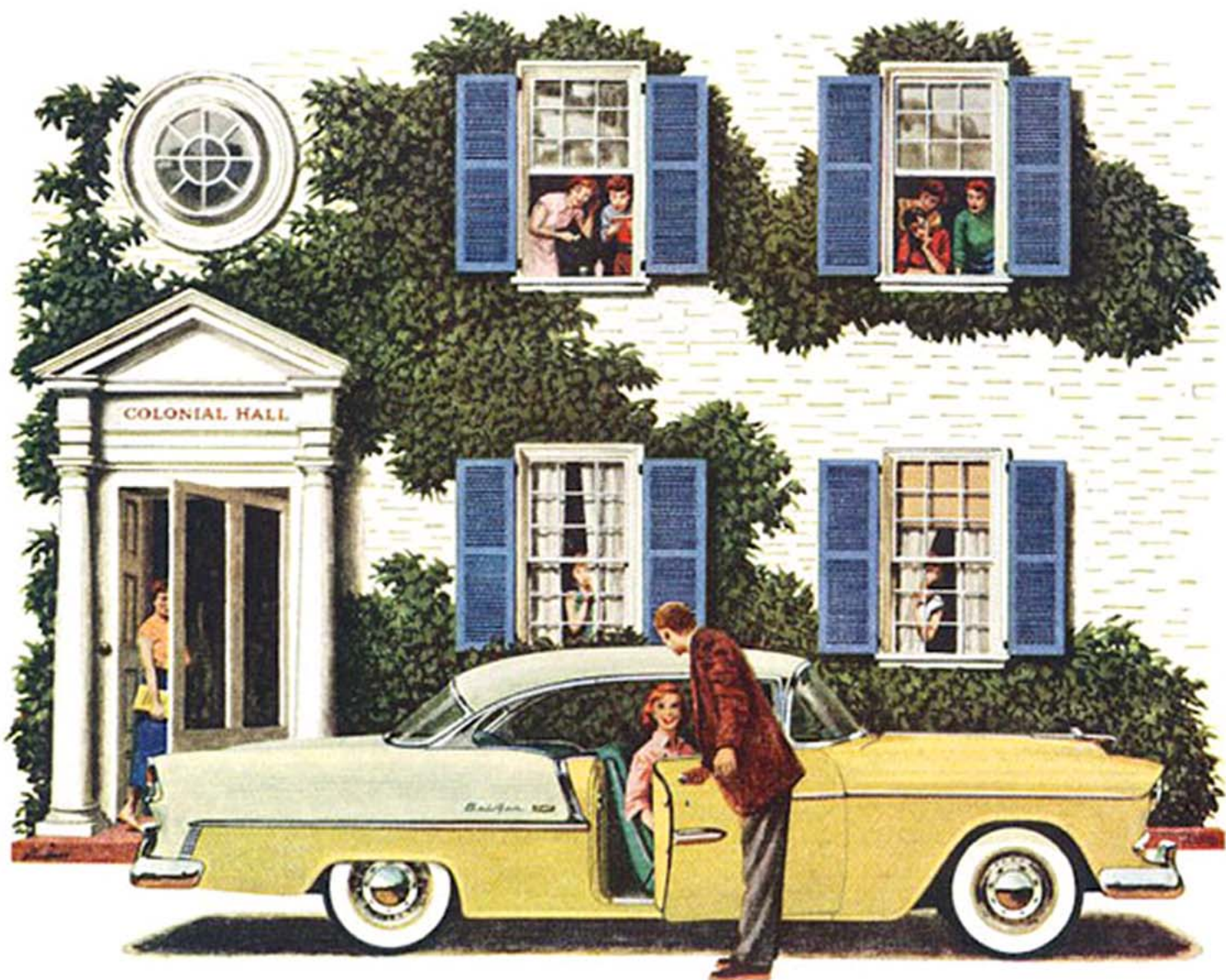
Two doors or four, V8 or 6, three modern transmissions—and a wagonload of other new things you want.

You can have your cake and eat it, too—with Chevrolet's spanking-new line of Station Wagons! For here is sophisticated big-city style (and the longest look of any Chevrolet) . . . plus pack-horse performance and astonishing new utility features. Now, both the rear seat cushion and the backrest fold flush with the floor to give almost 11 inches more cargo space. Curved rear quarter windows combine with the deep Sweep-Sight Windshield to give visibility unlimited. With this two-in-one versatility you get all of Chevrolet's great engineering advances—the 162-h.p. "Turbo-Fire V8" or the two new "Blue-Flame" 6's, the smoothness of Glide-Ride front suspension, the stability of outrigger rear springs, Anti-Dive braking control, 12-volt electrical system and new Synchro-Mesh transmission. Plus your choice of extra-cost options such as Powerglide automatic transmission or Overdrive, Power Steering, Power Brakes—even Air Conditioning (on V8 models). How versatile can a car be? Why not call your Chevrolet dealer and see? . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

More than a new car



a new **concept** of low-cost motoring



How to look your best when everybody's looking

Who says a picture isn't worth a thousand words?

Here's one that shows you what's going on when a new Motoramic Chevrolet puts in an appearance!

This car's so perky it looks like it's always going to a party!

And if you nudge the pedal when the light goes green . . . you'll find nothing ahead of you but fresh air. And when you make a turn you'll find it corners like a sports car. *Blithe spirit!*


That new V8 engine acts as if you'd told the engineers what to make it do! And those two

new and powerful 6's will give you more power than you'll ever want to use.

This car's got a lot to offer in the power-feature department, too. Braking, steering, gear shifting—even seat and window adjustments on Bel Air and "Two-Ten" models—all these little motoring pluses can be done the "pushbutton" way in the Motoramic Chevrolet through extra-cost options.

So, to be prepared to look *your* best when everybody's looking . . . it all starts with your Chevrolet dealer! *Good riding!*

Chevrolet Division of General Motors, Detroit 2, Michigan.

motoramic  *Stealing the thunder from the high-priced cars!*



Every woman needs a second love!

A busy homemaker . . . and how she travels! School in the morning, the store, luncheon with friends, the church guild, school again and, perhaps, tea. And what makes hers the best taxi service you ever saw? Her second love—a car of her own.

And doesn't this smart new Chevrolet Bel Air convertible fill the bill handsomely? It's styled to turn the eye, and there's lots of room inside. Even the youngsters can't mar the bright two-tone vinyl upholstery.

She can see to drive and to park

through the Sweep-Sight windshield. With its new low center of gravity, the car nestles right down on the road for safety and comfort, and Ball-Race steering even makes parking as easy as she always wanted it to be. Any one of four new engines gives her plenty of power when she needs it.

If the man in her life is extra good, she lets Chevrolet's extra-cost optional power assists take over, making driving as easy as she always knew it could be.

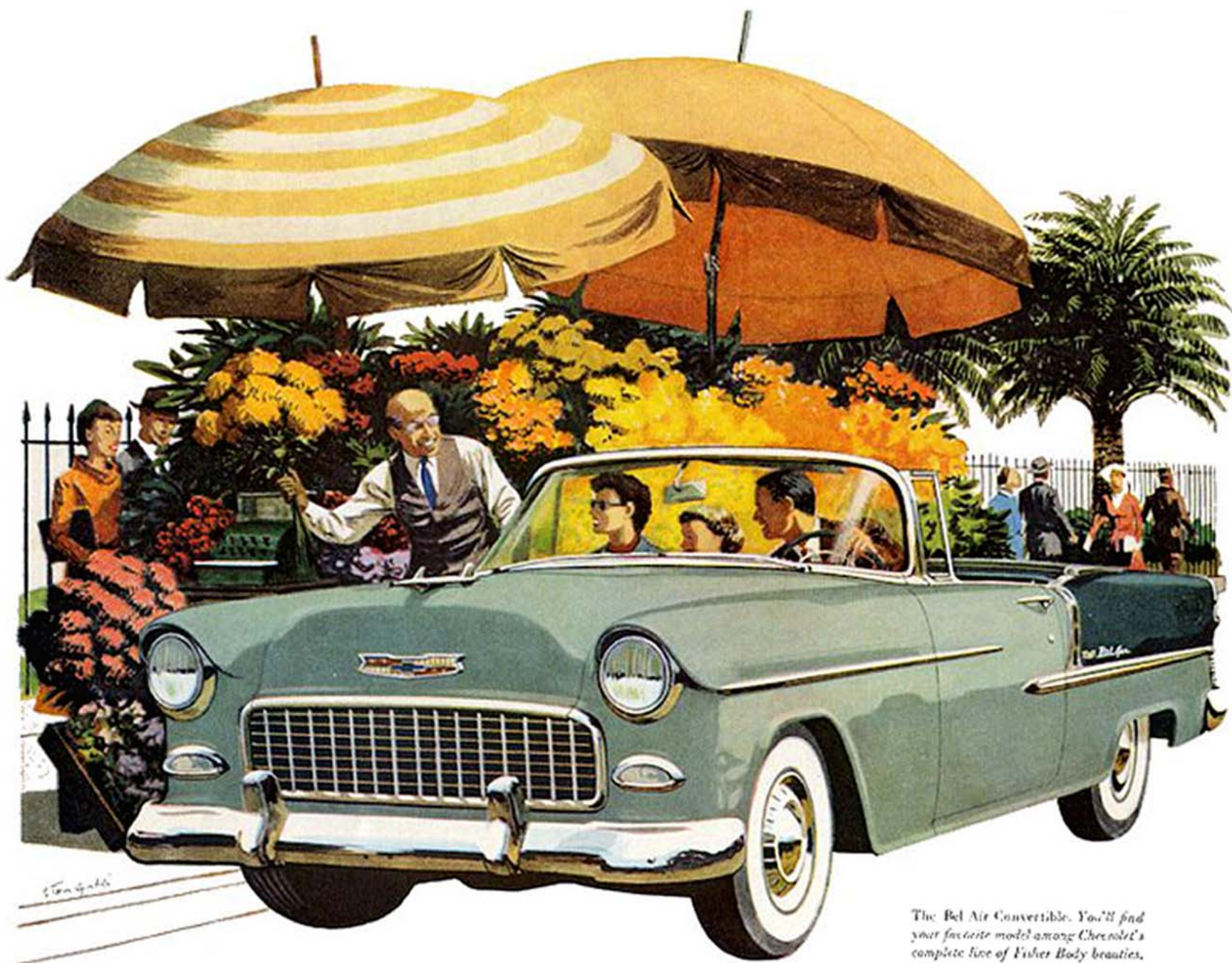
He's delighted, too. No more broken plans because he can't have the car,

no more grocery stops on the way home. He has his new Bel Air sedan, she has her convertible. The price makes sense too. See your dealer. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

The motoramic
Chevrolet

Stealing the thunder from the high-priced cars!





The Bel Air Convertible. You'll find your favorite model among Chevrolet's complete line of Fisher Body beauties.

Chevrolet's getting the bouquets for being the Go-Getter of the year

By now, just about everybody's got the word that the Motoramic Chevrolet is the hottest thing that's happened in cars this year. Most folks know that this trim and crisp-lined beauty is practically rewriting the stock car record books from coast to coast. And what does the record show? That Chevrolet can take any car in its class to the cleaners over a flying mile run. That Chevrolet leaves the rest of its field flatfooted in acceleration contests — and most of the high-priced cars, too! That Chevrolet wins far more than its share of events on the rough and rugged stock car circuit where winning depends on getaway, handling ease and cornering ability — qualities that mean greater safety for you on the highway.

These laurels were earned in a world of stopwatches and eagle-

eyed timers . . . in a take-on-all-comers world of expert drivers. And Chevrolet earned their healthy respect, too.

It will earn yours when you've spent a few swift-moving miles behind the wheel. Barreling down the pike or tooling through town, you'll tingle to the action-urge of Chevrolet's 162-h.p. "Turbo-Fire V8" (or 180-h.p. "Super Turbo-Fire V8" available as an extra-cost option). Or, if you go for sixes, you'll get a real kick out of Chevrolet's two new sizzlers — the most powerful sixes in Chevrolet's field!

Why miss out on all the fun? Drop in and drive the go-getter of the year — the Motoramic Chevrolet. It's too good to miss!

SEE YOUR CHEVROLET DEALER

STEALING THE THUNDER FROM THE HIGH-PRICED CARS! *motoramic*





Chevrolet Bel Air Convertible
with Body by Fisher.

Fred Lindberg

Blue-ribbon beauty

that's stealing the thunder from the high-priced cars!

Wherever outstanding cars are judged a surprising thing is happening. The spotlight is focusing on the new Chevrolet with body by Fisher!

Surprising—because Chevrolet offers one of America's lowest-priced lines of cars. But not really astonishing when you consider that its designers had just one goal—to shatter all previous ideas about what a low-priced car could be and do.

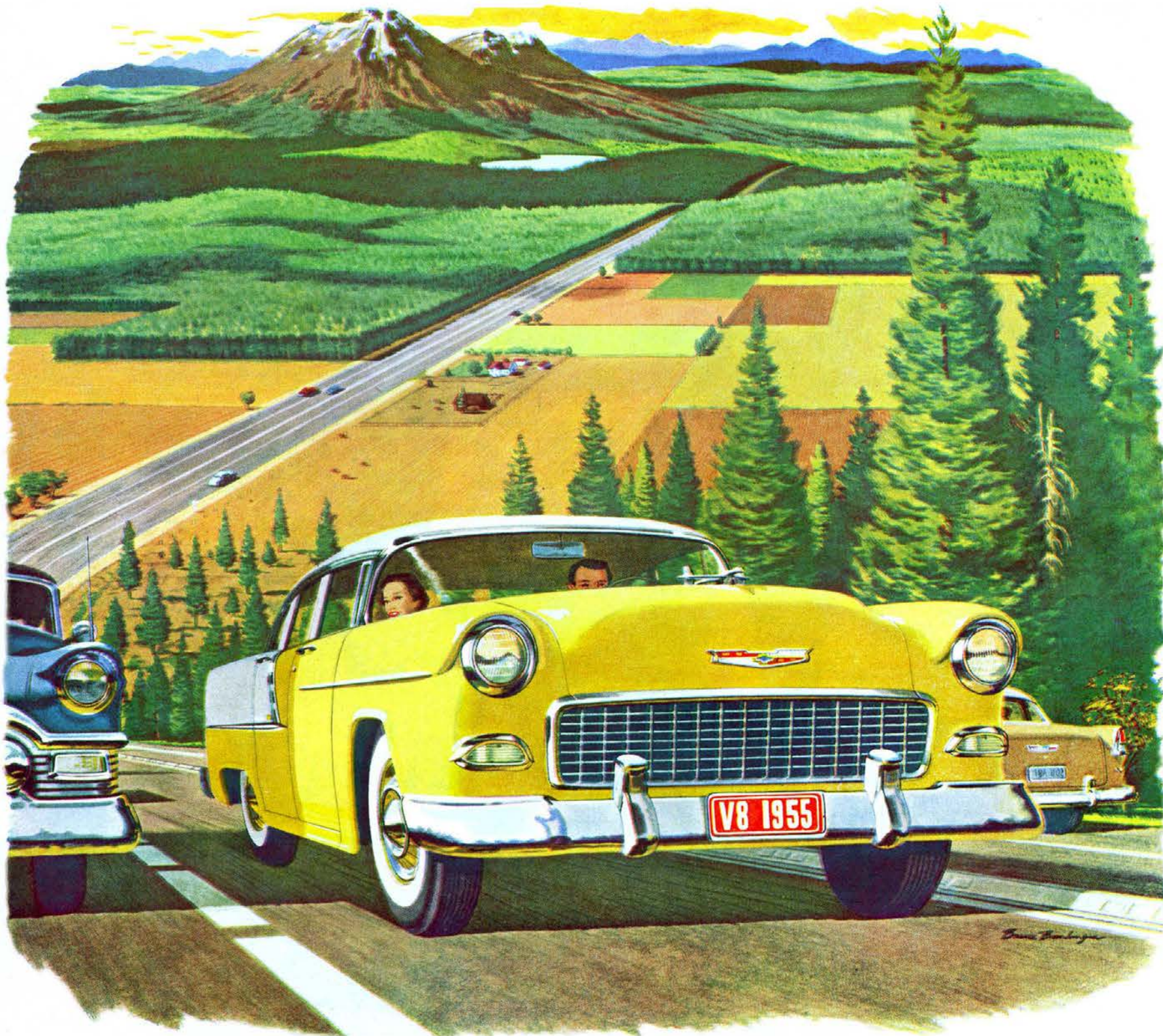
The unparalleled manufacturing efficiency of Chevrolet and General Motors provided the *means*—and

that's why you have a low-priced car that looks like a custom creation. That's why you get the thistledown softness of Glide-Ride front suspension—but married to the sports car stability of "outrigger" rear springs. That's why you can choose between a hyper-efficient 162-h.p. V8 engine or two brilliant new 6's. That's why Chevrolet's array of extra-cost options includes every luxury you might want, from Power Steering to Air Conditioning on V8 models. That's why you should try a Chevrolet for the biggest surprise of your motoring life!

Motoramic



See Your Chevrolet Dealer



Chevrolet's *red-hot* hill-flatteners !

162 H.P. V8 - 180 H.P. V8

See that fine fat mountain yonder?

You can iron it out, flat as a flounder . . . and easy as whistling!

Just point one of Chevrolet's special hill-flatteners at it (either the 162-h.p. "Turbo-Fire V8," or the 180-h.p. "Super Turbo-Fire"*) . . . and pull the trigger!

Barr-r-r-r-o-o-O-O-OOM!

Mister, you got you a flat mountain!

. . . At least it *feels* flat. Because these silk-and-dynamite V8's gobble up the toughest grades you can ladle out. And holler for more. They love to climb, because that's just about the only time the throttle ever comes near the floorboard.

And that's a pity. For here are engines that sing as sweetly as a dynamo . . . built to pour out a torrent of pure, vibrationless power. Big-bore V8's with the shortest stroke in the industry, designed to gulp huge breaths of fresh air and transmute it into blazing acceleration.

So most of the time they loaf. Even at the speed limit they just dream along, light and easy as a zephyr, purring out an effortless fraction of their strength.

You don't have to be an engineer to know that these are the sweetest-running V8's you ever piloted. Just drop in at your Chevrolet dealer's, point the nose at the nearest hill, and feather the throttle open. *These* V8's can do their own talking . . . and nobody argues with them!

SEE YOUR CHEVROLET DEALER

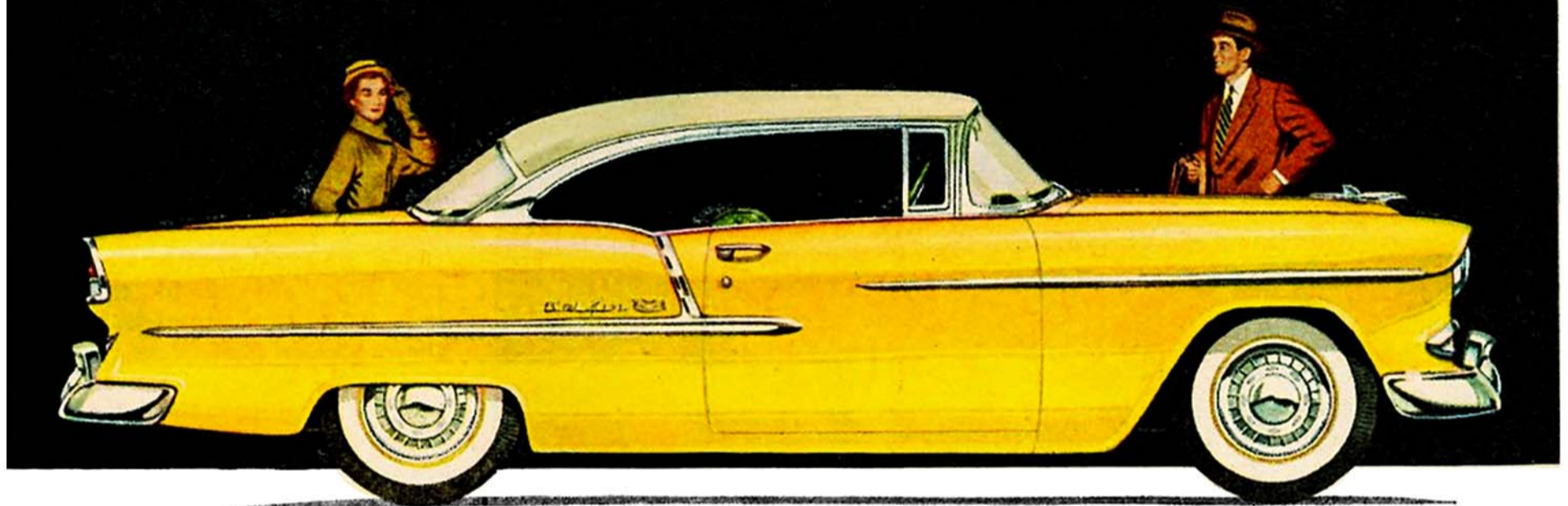
*Optional at extra cost.

motoramic



Stealing the thunder from the high-priced cars with the most modern V8 on the road!

*This is what
a new idea looks like!*



the motoramic Chevrolet for 1955

SHOW-CAR STYLING with that long, low, "let's go" look of the highest-priced cars! More room inside for hats, hips and shoulders.

A GREAT NEW V8—TWO NEW 6's. Take your choice. There's the new "Turbo-Fire V8," delivering 162 h.p. with an ultra-high compression ratio of 8 to 1. Or the two new 6's—the "Blue-Flame 136" with Powerglide (optional at extra cost) and the "Blue-Flame 123."

THREE DRIVES, INCLUDING OVERDRIVE. You can have new Overdrive (optional at extra cost) with either the "Turbo-Fire V8" or the "Blue-Flame 123." Powerglide (also an extra-cost option) is available with the new V8 or the "Blue-Flame 136." And there's a new and finer standard transmission.

NEW SWEEP-SIGHT WINDSHIELD with four-fender visibility. More glass area all around!

NEW GLIDE-RIDE FRONT SUSPENSION cushions all road shocks. New Anti-Dive Braking Control assures "heads up" stops. You'll find easier steering and handling, too.

NEW OUTRIGGER REAR SPRINGS give greater stability in cornering.

NEW HIGH-LEVEL VENTILATION SYSTEM takes in air at hood-high level. Better ventilation rain or shine.

EVEN AIR CONDITIONING, if you wish. Only one of Chevrolet's many wonderful extra-cost options. All the latest power helps are also available.

TUBELESS TIRES as standard equipment—giving you greater protection against blowouts!

● Chevrolet and General Motors introduce a whole new age of low-cost motoring with a low-priced car that looks, rides and performs like the finest on the road! It's a new idea that could be carried out only by the greater resources and facilities of the world's leading car builders. See the Motoramic Chevrolet at your Chevrolet dealer's and see how it changes everything—including all your own ideas about cars and car value! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

More than a new car . . .
a new concept of low-cost motoring!



Dressed for chores—
or children



THE NEW CHEVROLET DELRAY features club coupe styling, sedan roominess, and a washable all-vinyl interior that's made for family wear.

A CHEVROLET DELRAY doesn't mind dusty overalls . . . or the children's feet . . . or a few boxes of tomatoes piled onto the back seat. Its handsome, hardy all-vinyl interior wears like saddle leather! There's nothing to keeping it looking new. This is one car you can take soap and water to *inside*.

Like all Chevrolet models, the Delray has a clean, uncluttered look about its styling. Tie that to one of the new engines (either a six, or the 162-horsepower V8 or the 180-horsepower V8) and you've got a car to be proud of. Many of the things you'll especially like about your Chevrolet—outrigger rear springs, Anti-Dive braking, a big 12-volt electrical system—are features that a lot of other cars wish they had. Your Chevrolet dealer's the man to see. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

*Stealing the thunder
from the high-priced cars!*

The
motoramic
Chevrolet

*Show stealer
wherever it goes!*



Watch heads turn as you glide proudly down the street in your new Chevrolet. Hear its husky hum of power out on the highway. It's no wonder Chevrolet is stealing the thunder from the high-priced cars! Name it, and Chevrolet has it:

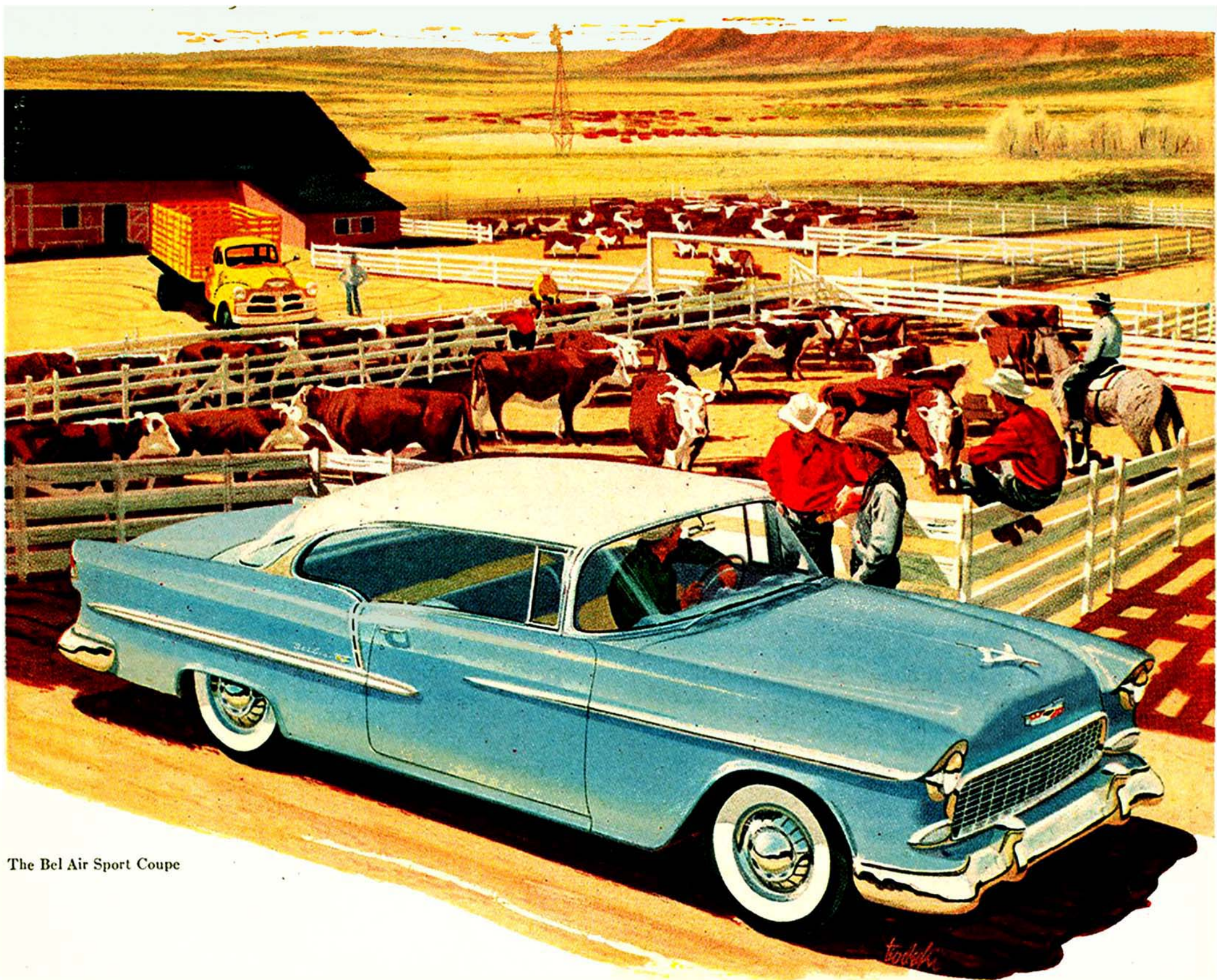
Power? Plenty, in the 162-h.p. "Turbo-Fire V8" (180-h.p. is optional at extra cost) or in two new "Blue-Flame" 6's! Plus Powerglide, Overdrive (extra-cost options), or new Synchro-Mesh transmission. A choice of six exciting power-drive combinations! . . .

Ride? Let a demonstration drive describe *real* handling ease. New front and rear suspension, new High-Level ventilation, tubeless tires (at no extra cost) are only a few of its luxury-car features. . . . **Options?** The works! Power Steering, Power Brakes, even Air Conditioning on V8 models. . . . **Styling?** Fresh and functional, free from that "overdone" look!

Call your Chevrolet dealer for details and a demonstration. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

The motoramic **Chevrolet**

STEALING THE THUNDER FROM THE HIGH-PRICED CARS!



The Bel Air Sport Coupe

*Plenty of beef
under that beautiful hood!*

The
motoramic
Chevrolet

Take your choice of three great new engines—the “Turbo-Fire V8” and two new “Blue-Flame” 6’s—all three packing plenty of power to match the Motoramic’s “let’s go” look! Your Chevrolet dealer is the man to see for a demonstration and all the wonderful details. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.



The valve-in-head V8 as only the valve-in-head leader can build it!

The new “Turbo-Fire V8” (162 h.p., with an 8 to 1 compression ratio!) is available with new standard transmission or the extra-cost options of Powerglide or Overdrive.



Two new “Blue-Flame” 6’s!

The new “Blue-Flame 136” (with Powerglide) and the new “Blue-Flame 123,” (yours with either Overdrive or standard shift). All three engines are sparked by a new 12-volt electrical system.

MORE THAN A NEW CAR . . . A NEW CONCEPT OF LOW-COST MOTORING!



1. The fun-loving Bel Air Convertible 2. The versatile "Two-Ten" Handyman 3. The glamorous Bel Air Sport Coupe

Which one of these Chevrolet sport models would you rather have fun with?

Are you the type that likes to breeze along the open road on a bright summer day with nothing above between you and the blue? Do you like the sound of rain against a snug fabric top? If so, that Chevrolet Convertible in our picture is for you! No question about it. For here's a car that's as young in spirit as you are—and looks it! Even the smart all-vinyl interior is made to live outdoors.

But maybe you like a car that can carry anything from small fry to outboard motors with equal ease. That would be the "Two-Ten" Handyman Station Wagon you see over there (one of five Chevrolet wagons). Here's one car that's so versatile it practically makes you a two-car family all by itself. So low it sets a new height of fashion for station wagons! Practi-

cal? If the kids track sand inside, you can wash it out in a jiffy.

On the other hand, if you go for hardtops — and like 'em long, low and dashing — that Bel Air Sport Coupe in the background is just your dish. It's a "show car" from the word go!

Whichever Chevrolet you choose, you're bound to have the driving time of your life! You can't miss with Chevrolet's new 162-h.p. "Turbo-Fire V8" under the hood (180 h.p. is an extra-cost option in *all* V8 models), or with one of the two highest powered 6's in the low-price field. Your Chevrolet dealer is the man to see. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

STEALING THE THUNDER FROM THE HIGH-PRICED CARS! . . . *motoramic*

