



Chevelle SS. A winner in the 1970 *Car and Drivers' Poll.*

When the readers of *Car and Driver Magazine* voted the Chevelle SS 396 and SS 454 the best of their kind, you know they didn't do it on looks alone.

Fact is, Chevelle SS looks even better underneath. In both versions.

SS 396. Four-barrel, 350 hp. Special performance suspension. Power disc brakes up front. F70 x 14 white-lettered tires on 7"-wide sport wheels.

SS 454. 360 hp out of a 454 Turbo-Jet V8. Plus everything that goes with the 396. A floor-

mounted 4-Speed or the 3-range Turbo Hydramatic is available with either package.

And you can also order a special Cowl Induction hood for the SS. Just step on the gas to open the scoop and shoot an extra breath of cool air into the intake. (You also get sport stripes and functional hood lock pins when you order CI.)

See your Chevrolet dealer. He'll show you that everything about the Chevelle SS looks good.

Even the price.

Putting you first, keeps us first.

CHEVROLET

GM

MARK OF EXCELLENCE



1970 Chevelle SS 396.

It's getting tougher and tougher to resist. The standard V8 has been kicked up to 350 hp.

A new air-gulping Cowl Induction Hood awaits your order.

You can also order your choice of a floor-mounted 4-speed or the 3-range Turbo Hydra-matic.

Under that lean and hungry look is a lean and agile suspension. F70 x 14 white-lettered wide oval treads. 7"-wide mag-type wheels. And power disc brakes.

Your mission is to infiltrate your Chevy dealer's and escape with this car.

It will go willingly.

Putting you first, keeps us first.

**On The Move.**

In ten seconds, your resistance will self-destruct.

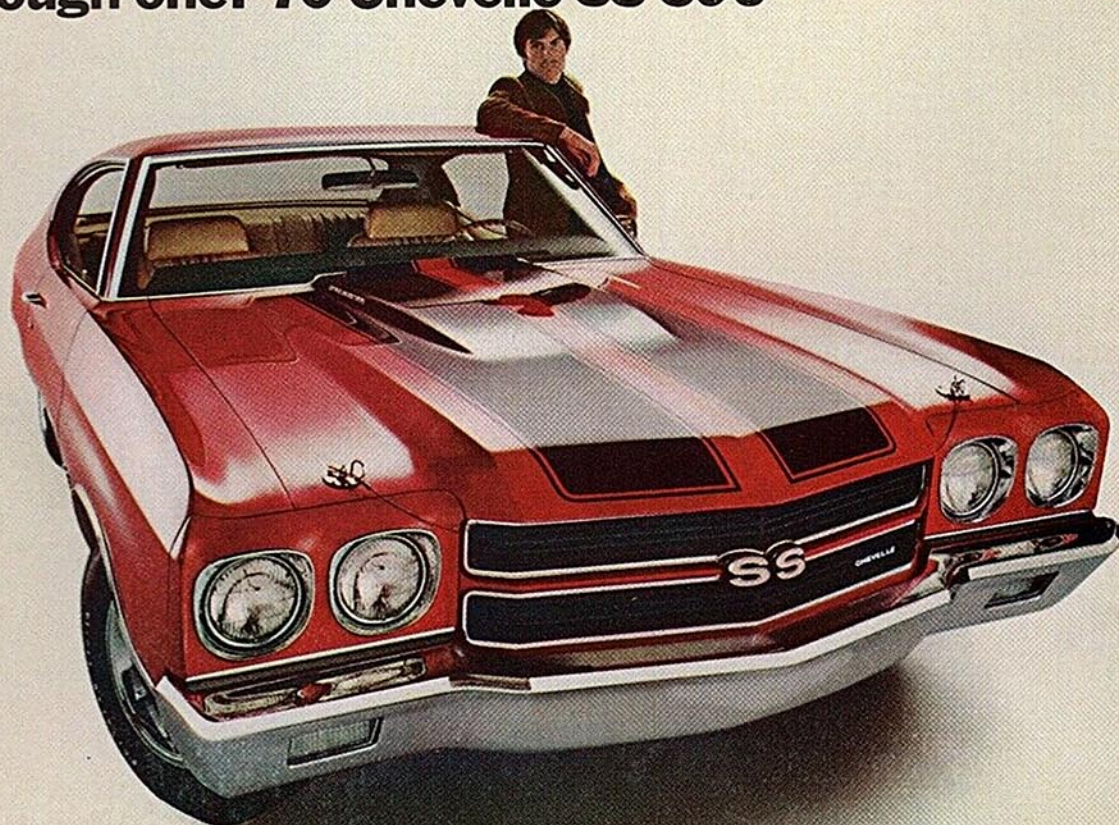


Our big one: '70 Caprice

Eighteen gleaming feet of new. New grille, new fenders, new hood, new colors, new trim, new 250-hp V8, new fiberglass-belted tires, new power disc brakes, new headaches for higher priced makes.

Tough means we built even more car into the car. Steel beams in the doors. Another 25 horses under the hood. A hefty new back bumper with black resilient insert. Let's hear it for the Chevellest Chevelle ever.

Our tough one: '70 Chevelle SS 396





Our tough one:

1970 Chevelle SS 396.

Tough means we built even more car into the car.
We built steel guard beams into the doors.

The tires have fiberglass belts in them now to help keep them from squirming.

There's a beefy new back bumper with a black resilient panel and built-in taillights. There are 12 new colors. And 25 additional horses under the hood.

You can order our new Cowl Induction Hood (shown) with the big inlet door that opens and shuts automatically to deliver extra air to the engine. (The pins are included.)

As for the power disc brakes, the taut suspension, the F70 x 14 white-lettered wide ovals, the sport wheels, the black accents, the SS badges:

They're all part of the SS package.
And your Chevy dealer has it all.

Putting you first, keeps us first.



On the move: The Chevrolet '70s.