

The 1969 Camaro SS keeps tough company.

For two out of the last three years it's been chosen the official Indy 500 pace car. Check one out and you'll know why.

Engine choices start with a 300-hp 350 V8 and work their

way up. For more power, a special new intake hood is available. We call it Super Scoop. It opens on acceleration, ramming huge gulps of air to the engine.

Additional credentials: beefed-up suspension, white-lettered wide ovals on 14" x 7" wheels,

power disc brakes and a special transmission with floor shift.

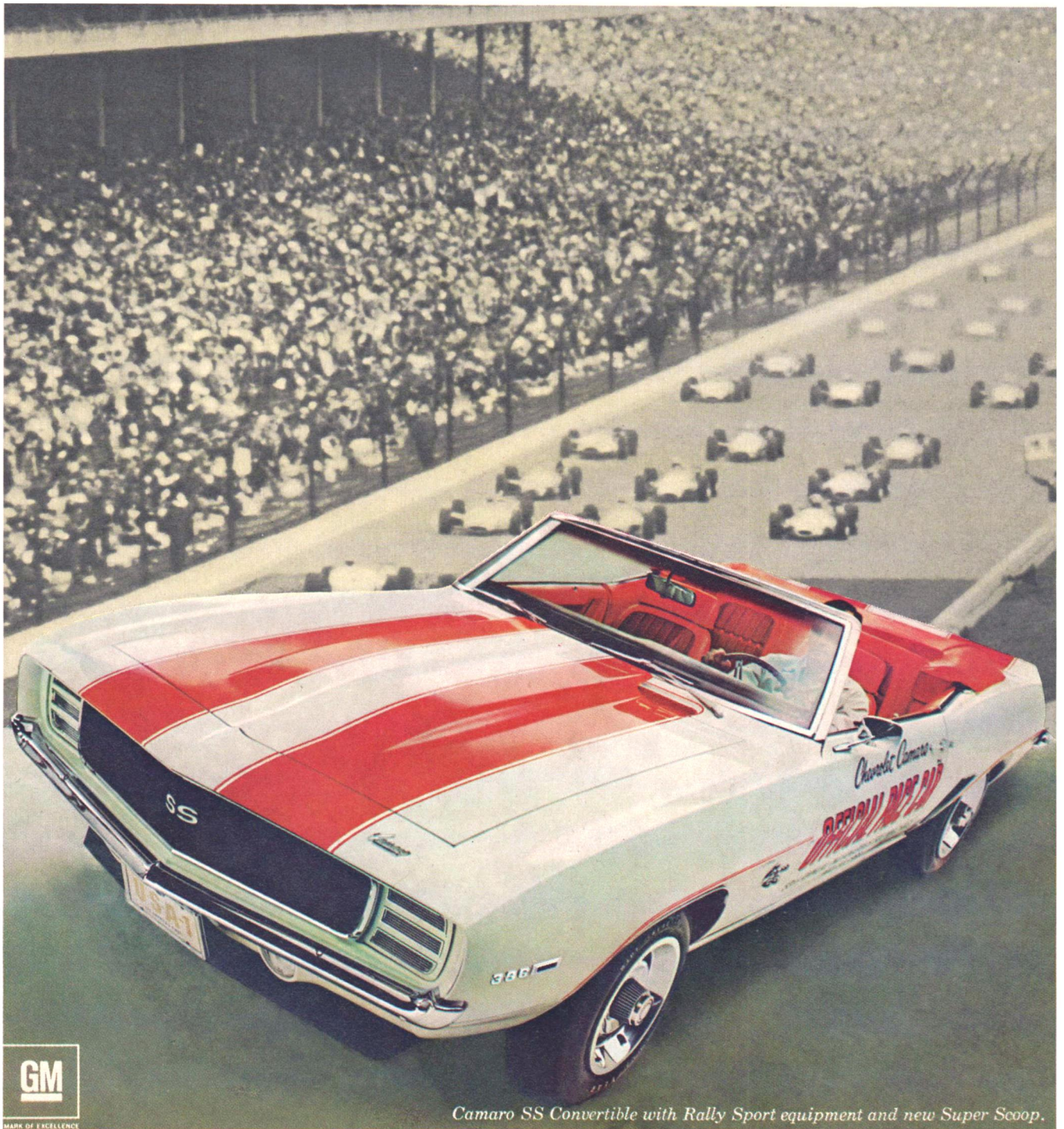
It takes a lot to get this crowd started. That's why Camaro SS sets the pace.

For competition to follow.



**Putting you first, keeps us first.**

# Camaro SS...and friends.



**GM**

MARK OF EXCELLENCE

*Camaro SS Convertible with Rally Sport equipment and new Super Scoop.*

The Man: Jean-Claude Killy, 3-time Olympic gold medal winner.  
The Car: The '69 Camaro SS Convertible with Rally Sport equipment.

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All sporty cars are not alike.  
**vive la différence!**

Is Camaro just like any other sportster?

Is Jean-Claude Killy just any skier?

Not a chance. Camaro is as different from other sportsters as Killy is from a snow bunny.

Camaro's got the long, lean look of its sports car cousin, the Corvette. It's got Corvette muscle, too, with a 210-hp 327 V8 standard. Other

V8's you can order run all the way up to a 325-hp Turbo-Jet 396.

Camaro isn't called "The Hugger" for nothing. Its wide stance and nimble wheelbase make for cat-quick maneuverability.

Inside Camaro, you think you're in a luxury car with wall-to-wall carpeting and supple vinyl seats.

To make your Camaro even more personal, add a three-speed Turbo

Hydra-matic, 4-wheel power disc brakes, an AM-FM radio, you name it.

No, Camaro's no ordinary sportster. It's the personal car that's everything you've been looking for . . . and then some.

Magnifique!

**CHEVROLET**

Putting you first, keeps us first.

Catch Jean-Claude on TV. One-hour ABC special runs Monday, January 13, 9 PM (EST). Thirteen-week CBS series begins Sunday, January 5, 5 PM (EST).



*The Hugger. Camaro SS Coupe with Rally Sport equipment.*

## What the younger generation's coming to.

**The 1969 Camaro** is closing the generation gap. Fast.

Some parents are even asking to borrow their kids' Camaros.

And some kids are actually letting them.

Camaro's secret is its Corvette accent. Standard bucket seats, V8's up to 325 horsepower. And Camaro's the only American car

besides Corvette that offers 4-wheel disc brakes.

Camaro's got a lot more going for it, too. Like this SS version that comes with a big V8, power disc brakes, beefed-up suspension, a special floor shift and wide oval tires. And with the Rally Sport package, you've got the only sportster at its price with out-of-

sight headlights.

But don't think for a minute that we won't sell you a Camaro if you're over thirty.

After all, it's not how young you are.

It's how old you aren't.



**Putting you first, keeps us first.**

*See Olympic Gold Medalist Jean-Claude Killy, Sundays, CBS-TV. Check your local TV listings.*

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# A word or two to the competition:

# You lose.



*Camaro SS Sport Coupe with Rally Sport equipment.*

## **Camaro beats all other sporty cars in 1969 Car and Driver Readers' Choice.**

Camaro did it. Beat the toughest competition the other cars could muster.

In the kind of contest that really counts.

Every year, *Car and Driver* magazine asks its readers (over half a million at last

count) to rate cars. And there's no tougher panel of judges than these real enthusiasts.

Why does the Hugger make it so big with the guys who really know cars? Maybe it's Camaro's looks. Maybe it's Camaro's engines—up to

a 396 V8. Maybe it's performance packages, like the eye-popping Z/28. All we know is the competition wasn't in the same ball park. *Car and Driver* readers know, too.

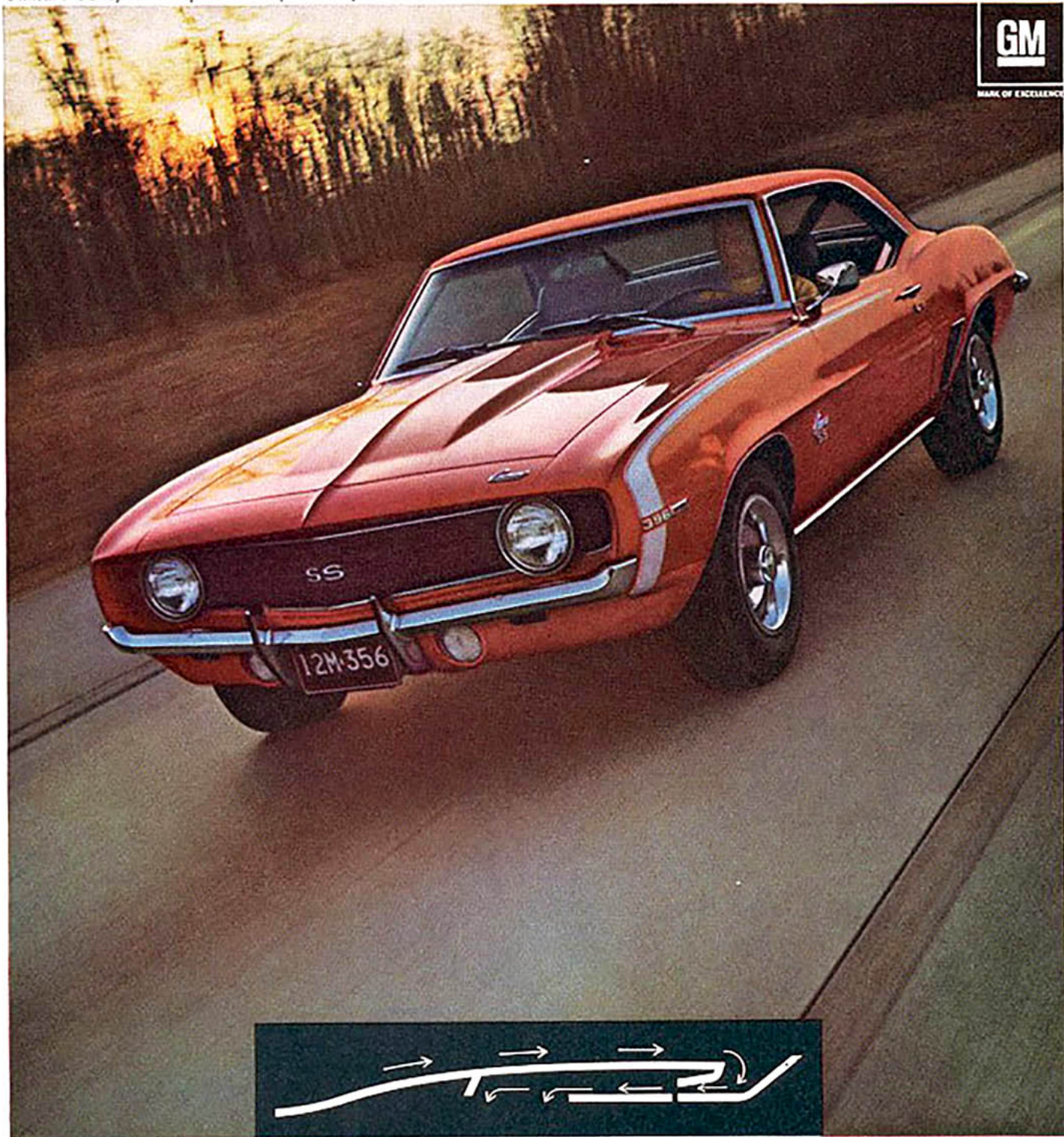


**Putting you first, keeps us first.**

Camaro SS Sport Coupe with Super Scoop hood.

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## Camaro's New Super Scoop: It's like frosting on the frosting.

Basic ingredients, Camaro SS, The Hugger: 300-hp 350 V8. Wide oval treads on 14 x 7 wheels. Beefed-up suspension. Power disc brakes. A floor-mounted 3-speed shifter.

Extra topping you can order: A new

Super Scoop hood that shoots cooler air to the carburetor for an added dash of dash.

The whole setup works off the accelerator. *You* step on the gas, *it* steps up top end power.

There you have it: Super Sport with Super Scoop.

Add you and stir.

CHEVROLET

Putting you first, keeps us first.

'69 Camaro SS Sport Coupe with RS equipment and new Corvette Coupe

**GM**

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**We'll take on any other two cars in the magazine.**

Camaro SS, plus Rally Sport.  
Black grille.  
Undercover headlights with built-in water jets to clean them.  
Up to 325 hp on order.  
Sport stripes.  
Special hood.  
Power disc brakes.  
Seven-inch rims and wide oval tires made very obvious with raised white lettering.  
Head restraints.  
New Hurst-linkage 4-speed available.

Can't be driven when steering column is locked.  
Usually seen in the company of people who can tell the real article from an imitation.  
Known as "The Hugger."  
Kin to Corvette.  
Corvette, 'Vette, Stingray and other sassy names.  
Unusually powerful looking hood.  
Morocco-grain vinyl on instrument panel.  
New map pockets.

Wider 8-inch wheels.  
New assist grips on the doors.  
Six bucket seat colors.  
New concealed door handles.  
Built-in headlight washers.  
The driver of this car is always ready with 350 cubic inches of new standard V8.  
Other cars, if we were you, we'd drive on the other side of the street.  
Way on the other side.



**Putting you first, keeps us first.**

Z is for "Zap!"

Translation: a 302 V8 with mechanical lifters, hi-performance cam, aluminum intake manifold, Holley 4-barrel.

Plus: multi-leaf rear springs,

heavy-duty shocks, new white-lettered tires on 15 x 7 wheels.

And a Hurst shifter for the 4-speed.

While you're at it, why not add the new 'Vette type 4-wheel

disc brakes?

By now you know the mean streak isn't just painted on—it's built in.



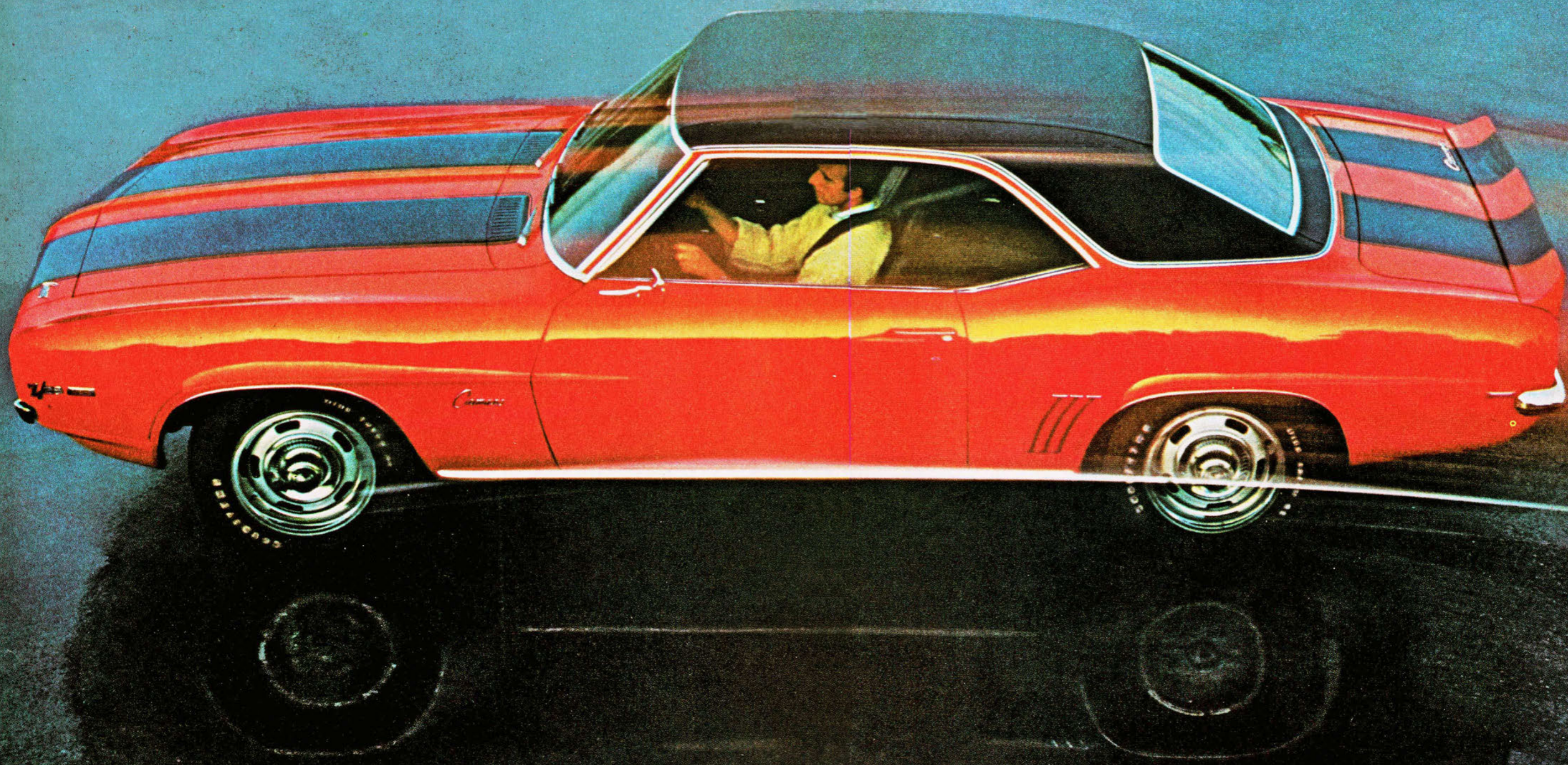
**Putting you first, keeps us first.**

# We've got a mean streak.



## Z/28 Camaro.





# We've got a mean streak.

# Z/28 Camaro.

The '69 Z/28: So ominous it goes by its code name. Cubic Inches: 302. Standard equipment: mechan-

ical lifters, high-performance cam and an aluminum intake manifold under a massive Holley 4-barrel. Underneath: multi-leaf rear

springs and heavy-duty shocks. New for '69 are special white lettered tires on 15 x 7-inch-wide wheels and a Hurst shifter

for the 4-speed.

To complete the setup, just add the new 'Vette-type 4-wheel power disc brakes.

By now you know the mean streak isn't just painted on—it's built in.

One more thing. People are

bound to ask what the Z stands for.

Tell them "Zap!" **Putting you first, keeps us first.**





Putting you first, keeps us first.



*'69 Camaro SS Sport Coupe backed by the 1969 Corvette Stingray.*

## Camaro and company.

### Chevrolet introduces 1969.

You look at these two, and it comes down to this:

Camaro, "The Hugger," has most of it and Corvette has it all.

Taking them one at a time (which is the

way any other two cars would have to) Camaro obviously was styled by people who know what it's all about.

Notice the body-colored front bumper you can order. When bumped, it bounces back.

The interior's also more of a delight. The

engines run quieter, but certainly don't lack for power. V8's from 210 hp to 325 hp.

The Hugger above is SS and Rally Sport in one. Which means among other things: hidden headlights with built-in headlight washers, stripes charging up its side, special

hood, power disc brakes, and wider wheels with fat F70 x 14 wide oval tires.

And when those big, fat tires grab the ground, you can almost hear the suction.

The '69 Corvette's cup runneth over, too. Morocco-grain black vinyl now surrounds

the gauges. There's a three-compartment map pocket on the panel. You get head restraints, locking steering column, pressurized water jets to hose off the headlights. Wider tread, wider 8-inch wheels, bigger displacement standard V8 at 350 cubic inches.

One last point. Don't be misled by competition's propaganda.

Camaro is what the younger generation is coming to.

And Corvette is where they've always been.



## Who needs to say 'announcing' or 'new' or 'better'?