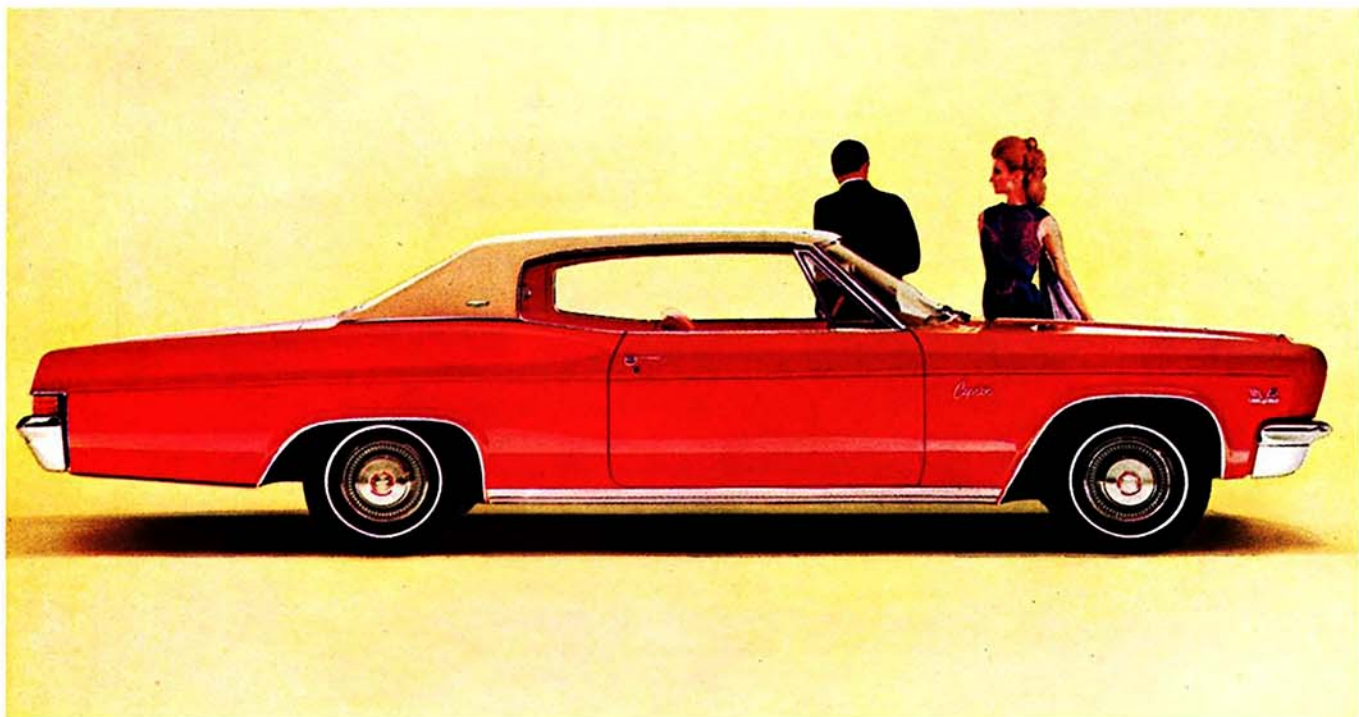




# '66 CHEVROLET CAPRICE



New Custom Coupe—a more elegant interior you won't find

## Now! The Elegant New Caprice Custom Series

*Four elegant new models—the Custom Coupe, Custom Sedan and two luxurious new Custom Wagons. All far and away the most lavish cars Chevrolet has ever offered and available with the finest V8 Chevrolet has ever built.*

Let's stay inside the Custom Coupe for a moment. Shimmering deep-tufted upholstery, as you'd expect in a truly elegant car.

Panels on the doors that look like hand-rubbed walnut. Deep-twist carpeting underfoot. A special cord-pattern vinyl roof liner overhead. Even the rear-window shelf is a special tweed-textured material.

The ride is quiet and as smooth as whipped cream. Caprice's strong frame is why, along with super-soft-riding coil springs.

Extraordinary performance. You

can order the advanced new Turbo-Jet 396 V8 at 325 hp to make Caprice respond as smoothly as it rides. Or there are even Turbo-Jet 427s available up to 425 hp.

Caprice gives you all the custom-crafted luxury of a truly elegant car and one thing no other luxury car can give you: traditional Chevrolet value. (An important point, considering what those other luxury cars cost.)



New Custom Wagons—with that wood-grain paneling look outside



New Custom Sedan—special touches all its own

Chevrolet Division of General Motors, Detroit, Mich.





**Somehow  
Impala doesn't seem destined  
to be big with secret agents**

Impala SS Sport Coupe with eight safety features, including padded instrument panel and sun visors, now standard.

## **Imagine nobody noticing you in a car that looks like this**

After all, in a year when the lean, clean look is the thing, this Body by Fisher is bound to turn heads.

From the distinctive front styling to the smart new wraparound taillights, the Impala SS demands attention. Not a line's wasted.

The view from the inside is just as pleasing with wall-to-wall deep-

twist carpeting and foam-cushioned' Strato-bucket front seats standard on this model. It's all accented by touches of bright metal and brushed aluminum.

Of course the interiors are color-keyed to complement each Magic-Mirror finish. Nice? Naturally. Inconspicuous? Hardly.

**STYLING THE CHEVROLET WAY**





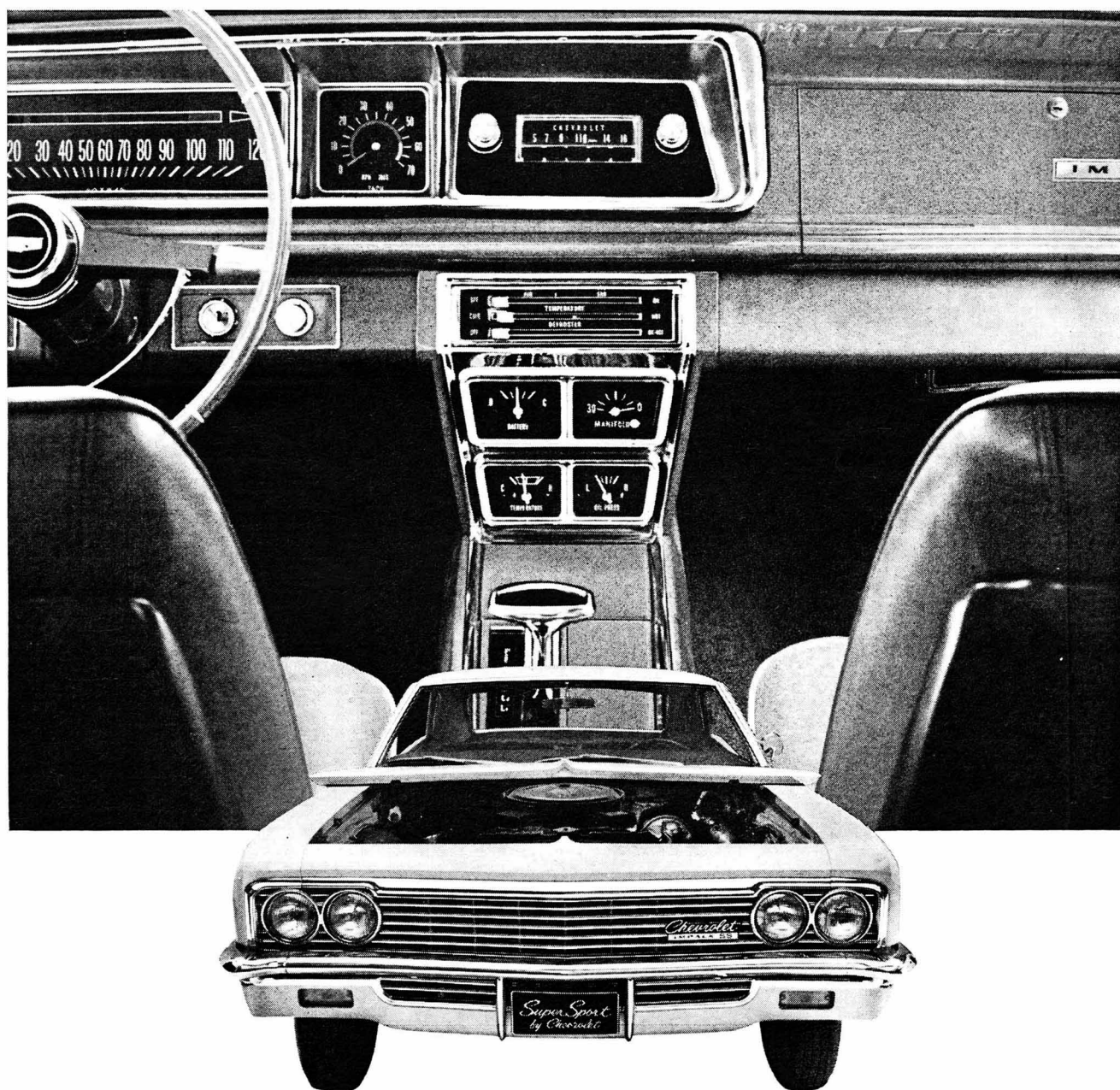
## The big news isn't the gauges . . . it's what the gauges connect to!

The real news about Impala is the 427-cu.-in. Turbo-Jet V8 you can put on the other side of the fire-wall to make the needles quiver. The street version generates 390 hp and 415 lbs.-ft. of torque on hydraulic lifters. A special-purpose edition turns out 425 hp and the same amount of torque on solid (ah, what sounds!) lifters.

Both engines are of the same unique design that inspired our successful Turbo-Jet 396, which is now rated at 325 hp. Intake and exhaust ports feed directly to the combustion chambers with little interference from valves and push-rods. As a result, the Turbo-Jets breathe in a manner that makes ordinary engines feel short-winded

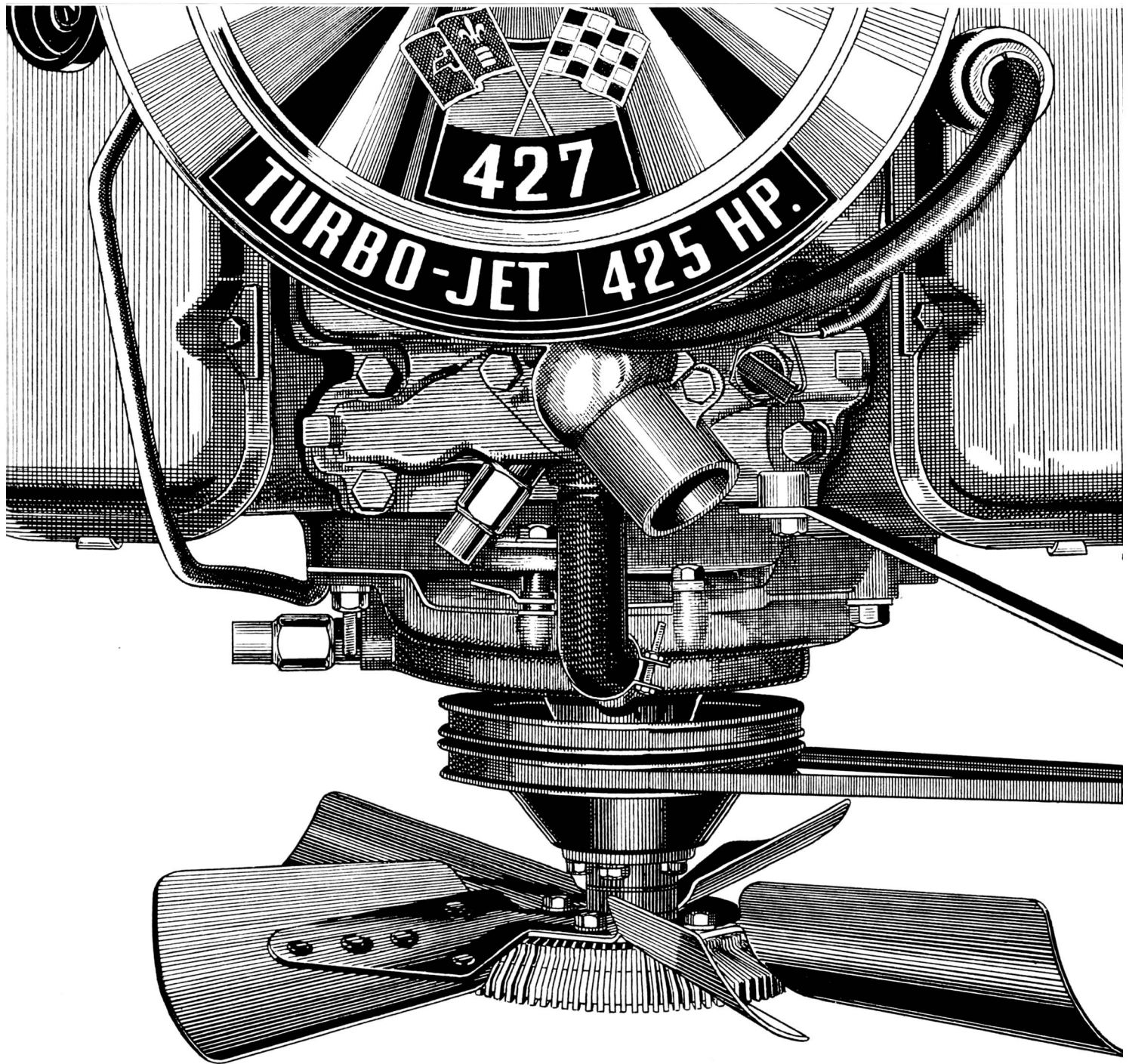
— even downright asthmatic.

As for the gauges — they're important, too. In fact, we're confident that the man who knows what's happening inside the engine compartment is a safer, more alert driver. Drive as only you know how — and who knows? — maybe the less knowledgeable drivers will get the message.



'66 IMPALA by CHEVROLET 

Chevrolet Division of General Motors, Detroit, Michigan.



## Just starting it makes your stomach muscles tighten

Buckle into that businesslike Corvette seat. Turn the key. Rowrow row . . . BhruUM!

And it happens. The blend of husky, eager noises you expect from a car like the Sting Ray.

That insistent throb is the Turbo-Jet 427 you ordered, 425 horsepower churning under the domed hood.

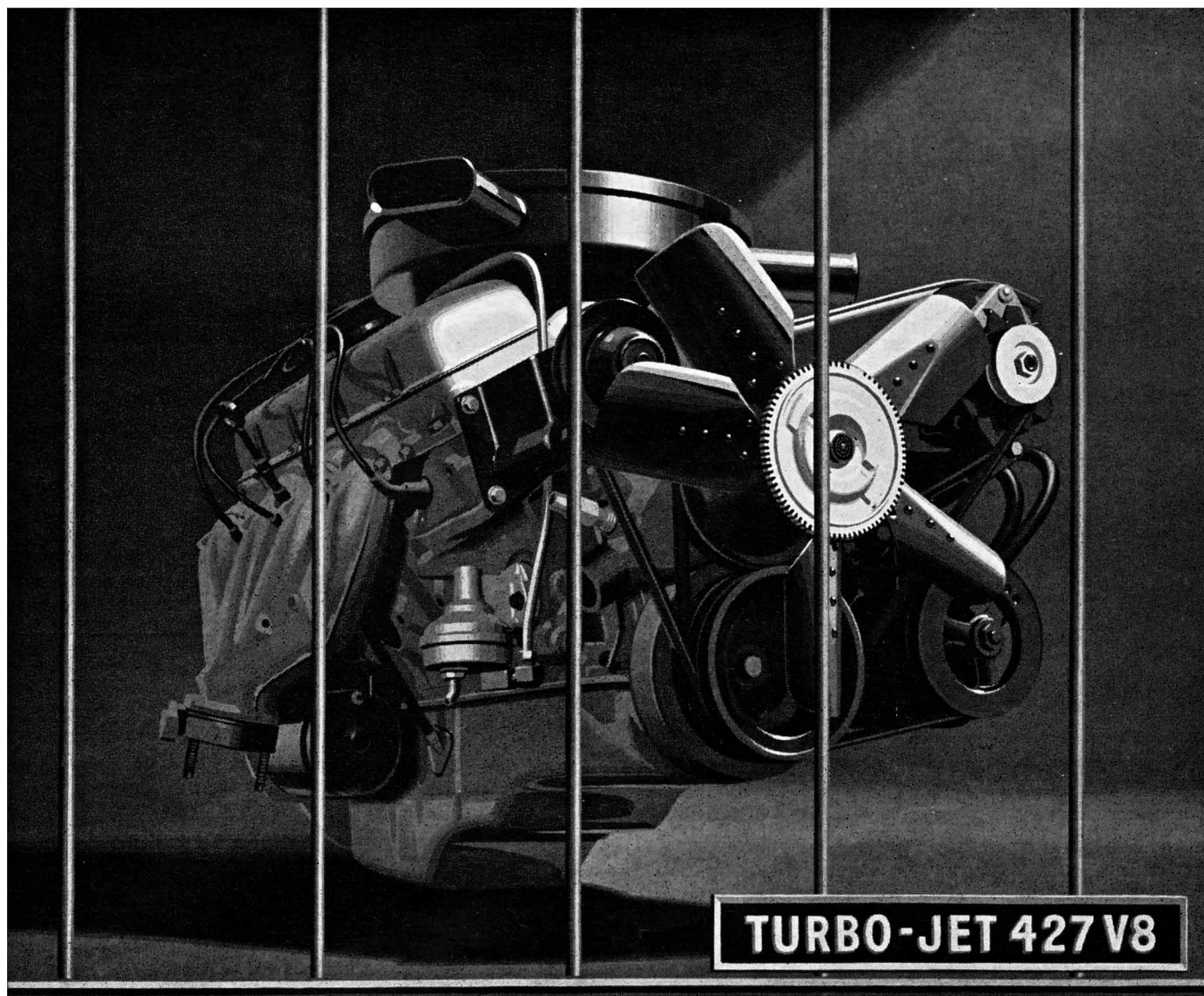
You sense great gulps of air rushing down through a four-barrel carburetor to their final explosion

while unshrouded valves, solid lifters and a special cam do their stuff.

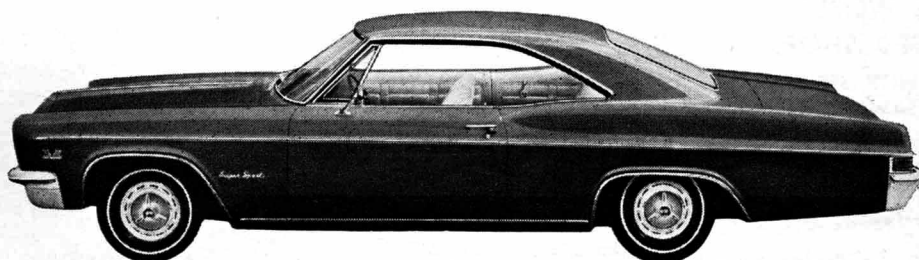
Now, wipe your perspiring palms and slip that gear box into first cog. Snick! You're about to have a driving experience you'll remember.

**Corvette . . . Excitement the Chevrolet Way**





**do not tease**



*'66 Chevrolet Impala SS Coupe—new standard safety package includes outside rearview mirror. Always check it before passing.*

Poke the gas pedal of this new Chevrolet Turbo-Jet V8 and you get action. A full 427 cubic inches of it.

Its advanced design, with tilted valves and deep-breathing ports, sees to that.

Say you choose to cage it in that bucket-seated Impala SS above (it's

available in 18 other Chevrolets, too). You can order it with hydraulic lifters and an output of 390 hp. Or you can order a version with special-performance camshaft, solid lifters—and 425 hp.

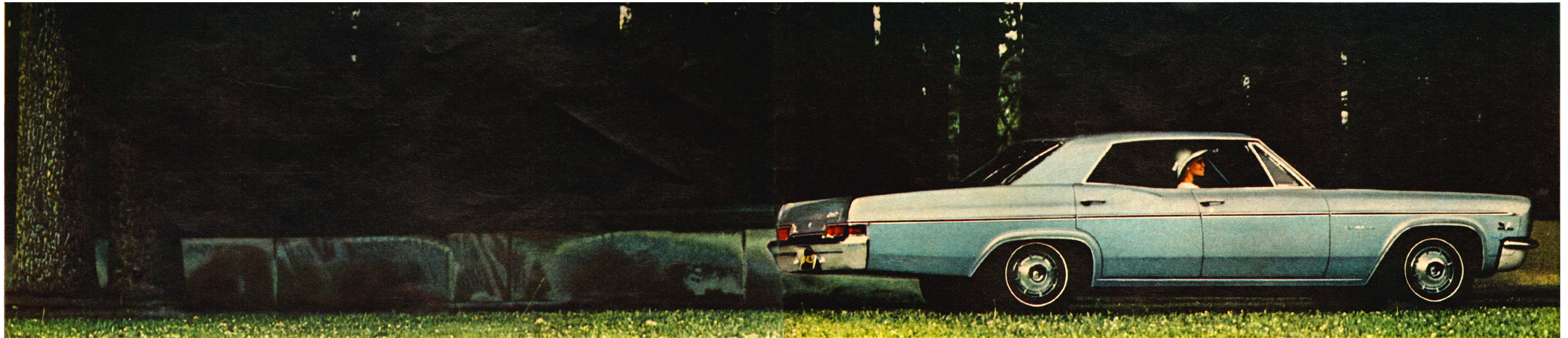
Either way, you get higher rate front and rear springs, heavy-duty

shocks all around and 8.25 x 14 tires as part of the Turbo-Jet 427 package.

Sound like a lot of machine? As any road will show you, it's the most.







1966 Impala Sport Sedan

# New Chevrolet...Jet-smooooooooooooooooooooooooother ride!

For 1966, you travel smoother than ever when you go Chevrolet. New things we've done with suspension turn the trick. And you can order the new Turbo-Jet 396 that takes you there and back as effortlessly and as silently as any V8 you've ever driven!

You wouldn't think a ride as Jet-smooth as Chevrolet's could be made Jet-smoother. But that's what we've done to give you far and away the most traveling luxury of any Chevrolet ever built.

New softer shock absorbers and brawny coiled steel soak up bumps, erase chuckholes, level washboard roads. Full Coil springs, all-

round. Individually tailored to the ride of each body style—sedan, coupe, convertible, wagon.

Responsive new Chevrolet power, too—to ease you to your destination. Including a 396-cubic-inch Turbo-Jet V8, which you can order, that comes in at 325 hp. And two new 427-cubic-inch Turbo-Jets at 390 hp and 425 hp. Plus many safety accessories, now stand-

ard. Like back-up lights. And an outside rear-view mirror. (Use it *always* before passing!)

When you consider all this with glamor extras you can add—vinyl roof cover, AM/FM stereo to 3-speed Turbo Hydra-Matic—you should consider hurrying to your Chevrolet dealer's!

Chevrolet Division of  
General Motors, Detroit, Mich.

**'66 CHEVROLET**  
**IMPALA** 



Impala Sport Coupe—one of 19 Jet-smoother Chevrolets for 1966