



*Discover all the facts and features
about the beautiful full-size*

Chevrolet '66



Caprice Custom Coupe in Danube Blue

Choose any Jet-smoother 1966 Chevrolet. It'll be built the Chevrolet way: comfortable, dependable and good looking . . . like the new Caprice Custom Coupe above with its one-of-a-kind roof line.

Everything about Caprice reflects an elegant departure from the norm. Notice, for example, the custom coupe with decorative twin exhaust ports under the rear window and a beautifully sculptured roof line that's exclusive among all other '66 cars. Or the two custom wagons with the look of rich hand-rubbed walnut paneling on the outside (illustrated on Page 16). Or make your move up to Caprice the 4-door hardtop way in the distinctive custom sedan. Jet-smoother ride in all. Emphatically new '66 styling and meticulous coachwork at its Fisher Body best. Salon-style interiors in an unmatched variety. Power that starts with the

new standard 195-hp Turbo-Fire V8 on up to the new 427-cu.-in. V8s that can be specified from Chevrolet's new engine lineup.

Hallmarks of the Caprice Custom Coupe and Custom Sedan include dual color-keyed body striping, deluxe wheel covers, wide body sill moldings and special ornamentation. *Fleur-de-lis* emblems adorn the rear roof quarters. (They're even more eye-catching with the extra-cost black or beige vinyl roof covering.)

Standard safety items now on Caprice and on every full-size '66 Chevrolet are an outside rearview mirror; padded instrument panel; padded sun visors; 2-speed windshield wipers

(with glare-reducing finish on arms and blades) and washer; backup lights; shatter-resistant inside rearview mirror. Other attractions: freshly designed fenders, grille, bumpers and deck lid. Rectangular wraparound taillights; backup lights recessed in the rear bumper. And extra soundproofing, sturdy frames, strong bodies and soft suspensions give the Caprice Custom Coupe and Custom Sedan a quiet cushioned ride and solidity ideally suited to the hardtop design.

Costly? Not at all when you compare the elegant quality in Caprice with that of higher priced luxury cars.

♦ Individualize your Caprice '66 even more with extra-cost Options and Custom Features shown or mentioned in this catalog and listed on Page 23.

The most luxurious Chevrolet yet built—now in four models

Caprice '66

Inside Caprice, it's the same exclusive story. Custom coupe and custom sedan interiors are color-harmonized in fawn, blue or black. Insets with the look of hand-rubbed walnut enrich the doors, instrument panel, glove compartment door and horn ring. Thick foam-cushioned seats are comfort-contoured and upholstered in tufted pattern cloth with deeply padded vinyl bolsters. A center armrest folds down for rear seat passengers in the custom sedan. A Strato-back front seat with a folding center armrest can be ordered for the custom sedan or custom coupe.

Caprice Custom Coupe takes on extra distinction when you order the special sport interior: slim, tapered Strato-bucket

seats up front in six all-vinyl color-keyed interiors. Plus lower instrument panel padding and a center console with lighted carpet-lined compartment, ashtray, courtesy light and trim matching the walnut-styled insets on doors, horn ring and glove box. For instrument watchers, the console contains calibrated generator, temperature, vacuum and oil pressure gauges. New and available, too: adjustable front seat Strato-case headrests; tilt-telescopic steering wheel; 4-way power bucket seat for driver.

There is a host of extra-cost Options and Custom Features available for Caprice. Some are shown or mentioned throughout this catalog; more are listed on Page 23.

Elegance comes standard on Caprice

◆ Wheel opening moldings; bright roof drip moldings; V-8 engine insignia ◆ Deep-twist carpeting ◆ Instrument panel includes electric clock with second hand, lighted and lockable glove compartment, parking brake warning light ◆ Courtesy lights with automatic switch at each door; luggage compartment light ◆ Dual color-keyed front and rear seat belts ◆ Bright metal framing on accelerator, brake, clutch and parking brake pedals.

Extras to order for personalizing Caprice

◆ AM/FM radio with FM stereo multiplex ◆ Four-Season air conditioning and new Comforton automatic unit ◆ Power steering, brakes, windows.

Caprice '66



Caprice Custom Sedan interior in black.



Caprice Custom Sedan interior in black with luxurious Strato-back front seat.



Caprice Custom Sedan in Lemonwood Yellow.



Right: Caprice Custom Coupe interior in red featuring elegant Strato-bucket seats, center console, special instruments and padded lower instrument panel.



Impala Sport Sedan in Marina Blue.

Again this year, Impala affords fine-car features while sparing the high expense. Unmistakably '66 are the newly styled fenders, grille, bumpers and smart-looking wraparound taillights. Every distinctive Impala has front and rear wheel opening moldings; black-accented side and rear moldings; slender sill and hood windsplit moldings; and bright roof drip moldings.

Six ways to go Impala: sport coupe, sport sedan, convertible and 4-door sedan, 4-door 2- and 3-seat station wagons (see Page 17). Bucket-seat versions of the sport coupe and convertible single out the Impala Super Sport series described on Page 11 of this catalog.

Traveling the Chevrolet way in the Jet-smoother Impala is more relaxing than ever.

Hardtop models have new perimeter frames and body mounts that contribute to a more silent, softer ride. And every '66 Impala is available with the new standard 155-hp Six or 195-hp V8, depending on model selected. Other V8s, many new, can be specified from Chevrolet's engine lineup, including 220-, 275-, 325-, 390- and 425-hp versions. The

standard 3-Speed gearbox is now fully synchronized in all forward speeds. Additional transmissions that can be specified: 4-Speed fully synchronized; Powerglide and Turbo Hydra-Matic automatics; and Overdrive.

Some extra-cost Options and Custom Features for Impala are mentioned or shown in this catalog. Many more are listed on Page 23.

Great choices, new reasons for
going Jet-smoother
Impala '66



Sporty spirit characterizes this Impala Super Sport interior in blue with luxurious center console and new all-vinyl Strano-bucket seats.

Slip inside the new Impala and discover its pleasant surroundings. You can choose from up to six color schemes, depending on model: fawn, turquoise, red, blue, green and black. As for upholstery, Impala Sport Coupe, Sport Sedan and 4-Door Sedan are fashioned in new tufted textured pattern cloth with deeply padded vinyl bolsters. The convertible and station wagons are similarly styled in all-vinyl. A special all-vinyl black interior can be ordered for the sport coupe and sport sedan.

Impala's new padded instrument panel has brushed aluminum across the lower portion, chrome controls and an electric clock. There's even a refined ignition lock that prevents accidental entry into the "Accessory" position.

Other highlights: bright aluminum front-seat end panels; padded sun visors; vinyl headlining and sidewall trim; molded plastic cowl panels; and color-keyed deep-twist carpeting.

Impala and Impala SS standard features

- ◆ New rectangular wraparound taillights—two-unit for wagons, three-unit for other models
- ◆ Rear bumper backup lights
- ◆ Curved frameless side glass
- ◆ White, beige or black power-operated convertible top with solid tempered safety plate glass rear window
- ◆ Extra-long armrests and fingertip door releases
- ◆ Dual front and rear color-keyed seat belts
- ◆ Lockable glove box with light
- ◆ Magic-Mirror finishes in up to eight available two-tones; 15 solid colors (six brand new: Marina Blue, Lemonwood Yellow, Chateau Slate, Tropic Turquoise, Aztec Bronze and Sandalwood Tan).

Most people like to personalize their Impala or Impala Super Sport with extra-cost items like those shown or described throughout this catalog. Check the variety in the list on Page 23.

Impala '66



Impala 4-Door Sedan in Artec Bronze.



Impala Super Sport Coupe in Regal Red. Impala Sport Coupe also available.

The Impala Super Sport Coupe and Convertible are especially made for individualists who take a personal approach to car comfort and driving fun. Interiors are attired in all-vinyl and outfitted with new slim-profile tapered Strato-bucket seats in front. Between seats is a convenient center console decked out with ashtray, lighted carpet-lined compartment and courtesy light. A special Super Sport emblem is mounted on the glove compartment door. Both models have full wheel

covers and carry the SS nameplate and emblem on front fender, grille and rear.

To make your Impala Super Sport exactly the way you want, see the Options and Custom Features shown and described throughout this catalog and listed on Page 23.

Extra-cost items to consider

♦ New 4-way power bucket seat for driver ♦ Posi-traction rear axle ♦ Vinyl roof covering in beige or black for sport coupe ♦ New whitewall tires with thin-line styling ♦ Soft-Ray tinted glass ♦ New Strato-ease adjustable front seat headrests.

*Bucketed, bountiful and bent
on sport*

*Impala
Super Sport
'66*

Left: Impala Convertible in Arsenian Turquoise. Impala Super Sport Convertible also available.



Bel Air is a beautiful example of traditional Chevrolet value for 1966. That goes for all models: 2- and 4-door sedans; 4-door 2- and 3-seat station wagons (see Page 18). Smart new styling is accented by slender body side moldings, bright roof drip moldings and metal framing on windshield and rear windows.

A good measure of Bel Air's worth is the way it keeps going with a minimum of maintenance. That's the Chevrolet way. Just check some of its easy-care items: battery-saving Delco-tron generator, long-life exhaust system, self-adjusting Safety-Master brakes and flush-and-dry rocker panels.

Like all '66 Chevrolets, Bel Air incorporates these Jet-smoother ride features: Full Coil front and rear suspensions with tailored springs and refined shock absorbers; Wide-Stance tread design; extra-thick body mounts; sound and vibration absorbers and sealers at over 700 points.

Your inside observation of Bel Air will focus on attention-getters like the new steering wheel and instrument cluster; foam-cushioned front seat; durable pattern cloth and vinyl upholstery (now all-vinyl for station wagons).

More to like in Bel Air

- ◆ Curved side glass windows ◆ Adhesively bonded windshield, rear window and wagon rear quarter windows ◆ Parallel-action electric windshield wipers ◆ Four interior colors: fawn, turquoise, red and blue ◆ All-vinyl sidewalls and headlining; color-keyed deep-twist carpeting ◆ Dual color-keyed seat belts for front and rear passengers ◆ Cigarette lighter; twin rear ashtrays ◆ Glove box light and lock ◆ Blended-air heater-defroster; high-level ventilation system ◆ Magic-Mirror acrylic lacquer finish in 15 solid and five available two-tone colors ◆ Foot-operated parking brake ◆ Wraparound taillights for wagons.

Stylize Bel Air to your liking with extra-cost Options and Custom Features contained in this catalog, listed on Page 23.

Size it up for styling
and sound value

Bel Air
'66



Bel Air 4-Door Sedan interior in Turquoise.



Left: Bel Air 4-Door Sedan in Ermine White.

Bel Air 2-Door Sedan in Tropic Turquoise.



Biscayne 2-Door Sedan interior in red.

Biscayne's three budgeteers give buyers plenty to go for . . . without going out on a limb in price. Outside, bold new styling of fenders, bumpers and grille; distinctive ornamentation and nameplates. Inside, new instrument panel cluster and ornamentation, new steering wheel and handsome new pattern cloth and vinyl trim (all-vinyl for station wagon). Roomy passenger compartment has foam-cushioned front seat, color-keyed deep-twist carpeting, padded instrument panel and sun visors, seat belts and

ashtrays for the front and rear. Choose from Biscayne 2- or 4-Door Sedan; or 4-Door 2-Seat StationWagon (see Page 19). Biscayne has 18.3 cu. ft. of usable luggage compartment space.

A full-size carload of standards

♦ Outside rearview mirror ♦ 2-speed windshield wipers and washer ♦ Backup lights ♦ All-vinyl headlining and sidewalls; molded plastic cowl panels ♦ Center dome light ♦ Lockable glove compartment ♦ Blended-air heater-defroster ♦ Crank-operated vent windows ♦ Three interior colors: fawn, red and blue ♦ New latch for easy-to-open hood ♦ Fork-type door latches ♦ New

appearance to hub caps ♦ Easy-care items like flush-and-dry rocker panels, long-life exhaust system ♦ Wraparound taillights for wagon.

There are extra-cost Options and Custom Features shown and mentioned in this catalog that can make Biscayne more enjoyable. Pick those that please you most from the list on Page 23.

Bank on good looks priced for a budget

Biscayne '66



Biscayne 4-Door Sedan in Madeira Maroon.



Right: Biscayne 2-Door Sedan in Cameo Beige.



Impala 4-Door 3-Seat Station Wagon in Marina Blue.



Caprice wagons' all-vinyl upholstery and deep-twist carpeting in fawn.



Caprice 4-Door 3-Seat Custom Wagon showing wide-opening, easy-closing counterbalanced tailgate.

Two new models distinguished
by rich walnut-look paneling

Caprice Wagons

Caprice takes station wagon practicality and puts it in new plush surroundings. Both 4-Door 2- and 3-Seat Caprice Custom Wagons are equally distinguished by richly paneled sides and tailgates that have all the appearance of fine walnut. Caprice elegance follows through under the roof where every seat is thickly foam-cushioned and upholstered with tufted vinyl. Color-keyed styling extends to the dual seat belts for each

seat, to the deep-twist carpeting . . . even to the load floor carpeting which can be ordered exclusively for Caprice or Impala. All-vinyl interiors come in fawn, turquoise, red, blue, green and black. Consider specifying the roof luggage carrier, plus weatherproof cover. Or the power tailgate window for ordering on 2-seat wagons (standard on all 3-seaters).

Impala station wagons reflect the luxurious lines of the Impala series, right down to the wraparound taillights. The all-vinyl upholstery is beautiful, durable and offered in six color schemes. There's a new instrument panel featuring brushed aluminum on the lower portion and electric clock with second hand. Also, count on Impala 4-Door 2- or 3-Seat Wagons to provide the comfort of sedan models as well as the spaciousness of

load carriers. Speaking of space, Chevrolet wagons for '66 can handle up to 106.1 cu. ft. of cargo. And, along with every full-size Chevrolet wagon, Impala has an easy-to-operate counterbalanced tailgate that opens wide (52.4" x 28.8").

Your Caprice or Impala wagon will take on added beauty and convenience when you specify extra-cost Options and Custom Features like those shown and listed on these pages and on Page 23.

All-around elegance to please
the wagon crowd

Impala Wagons

Left: Caprice 4-Door 3-Seat Custom Wagon in Sandalwood Tan.



Popular answer for family
living and big loads

Bel Air Wagons

Anyone wanting great-looking value will discover Bel Air station wagons are a wonderful way to go. This year, fresh lines and new interiors wrap up Bel Air's passenger comfort and package-carrying roominess. Best of all, both the 4-door 2- and 3-seat models now have durable all-vinyl upholstery to weather the abuse of fidgety small fry. As in all Chevrolet station wagons, there's a hidden stowage

area beneath the rear of the cargo floor. To convert from seats to flat floor in the 2-seat wagons, all it takes is one easy step; only three steps in 3-seat versions. For heavier-than-average loads, you can order Superlift air-adjustable shock absorbers and load-compensating automatic level control.

True, the Biscayne 4-Door 2-Seater is going the Chevrolet way at its full-size thriftiest. But one glance sets you to wondering when economy looked so good. The style-wise Biscayne wagon is just as dependable, Jet-smooth and full of service-savers as any other Chevrolet wagon. And it has all the standard belongings found in Biscayne sedans plus durable all-vinyl upholstery in fawn, red or blue. There's no let-down in load carrying, either. Like every '66 Chev-

rolet wagon, it can bed down 4' x 8' materials. They fit flat on the load floor which measures 96" from behind the front seat to the closed tailgate; 122.8" with tailgate down. Spare tire and jack are stored out of sight in right rear sidewall.

Check Page 23 for a special listing of extra-cost Options and Custom Features available. Just a sampling is shown or mentioned on these pages.

Thrifty way to pack up all
your wares and go

Biscayne Wagon



Bel Air 4-Door 2-Seater Station Wagon interior in blue.



Biscayne 4-Door 2-Seater Station Wagon interior in fawn.



Left: Bel Air 4-Door 3-Seater Station Wagon in Mist Blue.

Biscayne 4-Door 2-Seater Station Wagon in Willow Green.

If you are like most people, you will want to personalize your Chevrolet to your own particular taste and purpose. And you can do it this year with greater-than-ever style and flair. For Chevrolet offers almost every kind of comfort, convenience item and power assist to make driving more pleasurable . . . resale value higher. That's the Chevrolet way. For instance, you can order air conditioning, power brakes, power steering, Positraction, tilt-telescopic steering wheel and radios (including stereo). These are only a few of the ways to make your '66 Chevrolet just right with Chevrolet's extra-cost Options and Custom Features. See Page 23 for more items.



FOUR-SEASON air conditioning changes the weather to your liking so you drive and arrive fresh and pressed, cool and calm.



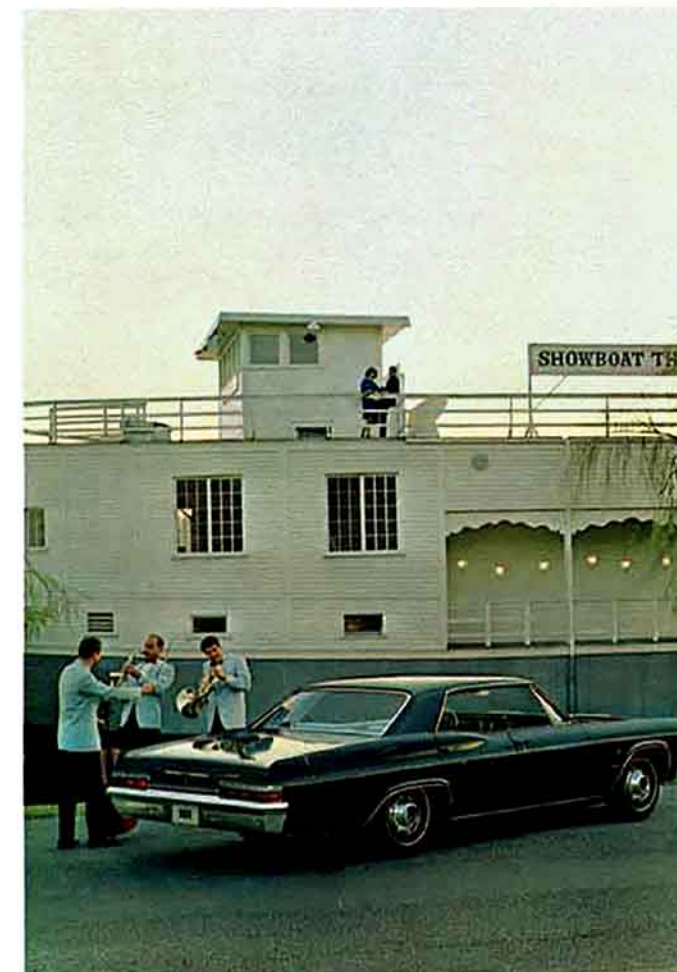
POWER BRAKES added to your new Chevrolet take much of the effort out of stopping, help make every trip an easy excursion.



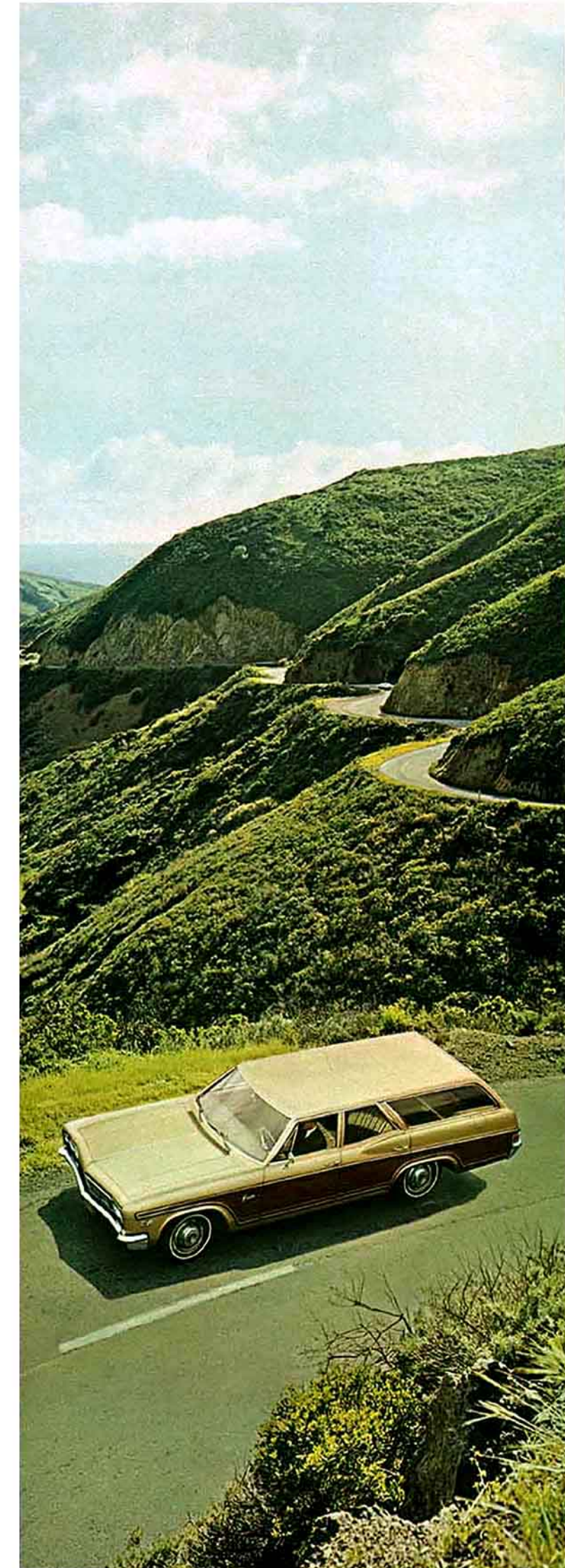
POSITRACTION rear axle beefs up your traction and your confidence when driving on ice, snow or sand.



NEW TILT-TELESCOPIC steering wheel adjusts quickly and conveniently any way you please.



ALL-TRANSISTOR RADIOS are acoustically tailored to Chevrolet interiors and bring you beautiful sounds for '66.



POWER STEERING helps straighten out turns, gives you the feeling that you can fit into any parking spot. Try it once and you won't be without it.

Quality engineering adds to Chevrolet worth

ENGINES

Chevrolet's engine roster for '66 boasts new power plants for a wide range of performance requirements. You can have a standard Six or a V8, depending on the model you select; or you can order extra-cost V8s with horsepower up to 425. All Chevrolet engines have these important engine characteristics: high-strength precision castings; efficient overhead valves, modified wedge-shaped combustion chambers and short inlet and exhaust ports; controlled pressure lubrication system with full-flow filter; pressurized cooling system and high-capacity water pump; and individually tailored fuel induction system.

STANDARD ENGINES (Depending on model selected.)

155-hp Turbo-Thrift 250 Six. This new standard engine has thin wall construction to hold down weight. Efficiency and economy are derived from a single-barrel carburetor, automatic choke, economy-contoured camshaft, and short-stroke design. Seven main bearings and extra crankshaft counterweights assure exceptional smoothness and durability. Compression ratio—8.5:1.

195-hp Turbo-Fire 283 V8. Significant features include quality-engineered two-barrel carburetor, automatic

choke, oil-wetted paper-element air filter, hydraulic valve lifters, positive-shift starter and positive-type engine ventilation. The camshaft is contoured to supply V8 efficiency with economical operation. Compression ratio is 9.25:1.

EXTRA-COST OPTIONAL ENGINES

220-hp Turbo-Fire 283 V8. This version of the standard V8 offers smooth, reliable operation. It incorporates a 4-barrel carburetor with automatic choke, dual exhaust system with resonators, general-performance camshaft and hydraulic valve lifters. Compression ratio—9.25:1.

275-hp Turbo-Fire 327 V8. A new version of the popular Turbo-Fire 327, this engine has a four-barrel carburetor and high compression ratio of 10.25:1. Other features: new automatic choke control, hydraulic valve lifters, general-performance camshaft and large-diameter single exhaust system with resonator. This engine can be ordered for all new Chevrolets.

325-hp Turbo-Jet 396 V8. Available on all full-size Chevrolets, this durable V8 features an advanced design—valves, valve ports and combustion chambers are engi-

neered for maximum volumetric efficiency. Its extra efficiency at all engine speeds contributes to an overall economy that's excellent for an engine of such large displacement. Components include four-barrel carburetor with automatic choke, hydraulic valve lifters and single exhaust system with resonator. Compression ratio—10.25:1.

390-hp Turbo-Jet 427 V8. This engine incorporates the basic design principles of the Turbo-Jet 396 and is available in two versions for all full-size Chevrolet '66 models. A four-barrel carburetor, new automatic choke, special camshaft and hydraulic lifters plus a dual exhaust system with resonators are marks of the 390-hp edition. Compression ratio is 10.25:1.

425-hp Turbo-Jet 427 V8. This special version of the Turbo-Jet 427 has larger four-barrel carburetor, special camshaft, mechanical valve lifters, dual exhaust system and special air cleaner. Plus special components like high-strength pistons, temperature-controlled fan, extra-durable crankshaft, double-belt water pump and fan drive. Compression ratio is 11:1. This 425-hp V8 can be specified for all full-size Chevrolets.

sign and fully synchronized forward gears. 4-Speed can be ordered with any Chevrolet V8. A close-ratio version is available for the 425-hp Turbo-Jet.

Automatic Powerglide. Powerglide's three-element torque converter and hydraulically controlled two-speed planetary gears combine to produce smooth, swift operation. For quick passing action, an accelerator-actuated automatic mechanism downshifts into low range. Selector sequence reads Park-R-N-D-L for positive Parking lock-Reverse-Neutral-Drive-Low. Those models with the floor-mounted lever provide straight-line range selections. Powerglide is available with six-cylinder models and most V8s.

Automatic Turbo Hydra-Matic. Superior performance and quiet cruising characterize Chevrolet's newest transmission. A three-element torque converter with a compound three-speed planetary gearset design, Turbo Hydra-Matic shifts automatically through three forward speed ranges. It can be downshifted at speeds below 70 mph for

quicker passing or to assist braking. Six-position selector is identified: Park-R-N-D-L-L1 for positive Parking lock-Reverse-Neutral-Drive-Low 2 (for heavy stop-and-go traffic situations)—Low 1 (for ascending or descending steep grades). Turbo Hydra-Matic can be ordered for the 325-hp Turbo-Jet 396 and 390-hp Turbo-Jet 427.

Economical Overdrive. Combines 3-Speed fully synchronized transmission with standard Six or V8, or 220-hp V8 to lower engine speeds, reducing engine wear and fuel consumption. Overdrive is semi-automatically activated at about 30 mph.

Clutch. Chevrolet clutches are of single dry disc design and include a release bearing with a sealed-in lubricant and light alloy aluminum housing. Clutch disc sizes and spring pressures are matched to individual engine torques for smooth shifting and long life. Standard engines utilize a diaphragm spring-type unit; optional, extra-cost V8s include clutches that feature centrifugal assistance.

TRANSMISSIONS

Chevrolet for '66 has a wide selection of transmissions—from shift-for-yourself manuals to effortless automatics. See the power team chart on this page for availability of specific transmissions with the various engines.

3-Speed Fully Synchronized. The new standard manual transmission (depending on engine) for full-size Chevrolets offers full synchronization of all forward gears for smoother shifting into first, second or third, when downshifting or accelerating. Shift lever is mounted on the steering column. Durable, dependable and economical this transmission has wide helical gears, large synchronizers and high-capacity front and rear ball bearings. A special 3-Speed fully synchronized transmission is available for the 396 and 427 Turbo-Jet engines.

4-Speed Fully Synchronized. Chevrolet's sportiest and most versatile gearbox. Manually controlled by a floor-mounted gearshift lever, this responsive quick-shifting transmission incorporates an all-helical gear de-

SPECIFICATIONS

Wheelbase	119.0"
Width, overall	79.6"
Length, overall	212.4"
Station wagons	213.2"
Other models	213.2"
Tread	
Station wagons	front: 63.5" rear: 63.4"
Other models	front: 62.5" rear: 62.4"
Height, loaded	
Sedans	55.4"
Hardtop sedans	54.5"
Hardtop coupes	54.4"
Convertibles	55.3"
Station wagons	56.7"
Interior room, 4-door sedans	
Torso room	front: 39.1" rear: 37.8"
Leg room	front: 42.2" rear: 39.5"
Hip room	front: 63.9" rear: 62.5"
Shoulder room	front: 62.3" rear: 61.3"
Entrance height	front: 30.4" rear: 29.9"
Luggage compartment volume (cu. ft.)	
Total	28.7
Usable (Sedans)	18.3
Station wagon cargo volume (cu. ft.)	
2-seat	106.1
3-seat	101.3
Turning diameter (feet)	
Curb-to-curb	40.8
Wall-to-wall	44.1
Steering ratio, overall	
Standard	28.3:1
Power	19.4:1

CHEVROLET POWER TEAM CHART FOR 1966

STANDARD ENGINES	STANDARD 3-SPEED FULLY SYNCHRONIZED	EXTRA-COST OPTIONAL TRANSMISSIONS			
		OVERDRIVE	4-SPEED FULLY SYNCHRONIZED	POWER-GLIDE	TURBO HYDRA-MATIC
155-hp Turbo-Thrift 250 Six†	•	•		•	
195-hp Turbo-Fire 283 V8	•	•	•	•	
EXTRA-COST OPTIONAL ENGINES					
220-hp Turbo-Fire 283 V8	•	•	•	•	
275-hp Turbo-Fire 327 V8	•		•	•	
325-hp Turbo-Jet 396 V8	▲		•	•	•
390-hp Turbo-Jet 427 V8	▲		•		•
425-hp Turbo-Jet 427 V8	▲		•		

†Not offered for Caprice models.

▲ Special 3-Speed fully synchronized transmission, available as an extra-cost Option.

EASY-CARE FEATURES

Every '66 Chevrolet is designed and engineered to last longer and help take care of itself. Here are some of the major service-saving items that assist toward this end.

Flush-and-Dry Rocker Panels. Chevrolet's built-in system of using water and air entering the cowl air intake to continually wash and dry the inside of the rocker panels is a big deterrent to rusting. Water flushes dirt and dust out through special drains; air follows and dries panels.

Self-Adjusting Safety-Master Brakes. Frequent and costly manual brake adjustments are unnecessary with Chevrolet self-adjusting brakes. Pressure applied to the brake

pedal when backing up automatically adjusts the brakes, if needed. Improved hydraulic lines add to the system's durability. Bonded linings offer 198.4 sq. ins. of surface area, superior stopping power and long life; venting and wide cooling drum flanges permit rapid heat dissipation.

Inner Fender Skirts. Protective inner skirts at front and rear wheel openings help prevent corrosive damage to outer panels from splashing water, mud, salt, and impacted snow.

Extended-Life Exhaust System. Use of corrosion-resistant materials such as aluminum coatings, heavy-gauge steel and stainless steel in exhaust components makes for extra

miles, less replacements. Reverse-flow mufflers are designed to match specific Chevrolet engines and chambered for excellent sound-deadening action.

Battery-Saving Delcotron Generator. Air-cooled diode-rectified generator provides output even at low engine speeds and contributes to prolonged battery life. More reliable, too, because there is no commutator to wear out. Another dependable component in the Chevrolet 12-volt electrical system is the 44-ampere-hour battery for standard engines or 61-ampere-hour unit for most extra-cost V8s. Caprice models have new smooth-top battery with unique "Delco Eye" electrolyte indicator, more usable current.

BODY BY FISHER

Chevrolet for 1966 surrounds you with Body by Fisher's Unisteel design: roof, sides, floor and pillars are tightly welded into a single unit. The solid heavy-gauge steel body has double flanged channel reinforcing roof supports, double-wall cowl, double-panel doors, hood, deck lid and station wagon tailgate. Among other '66 improvements, there are new longitudinal supports under the front seat mountings.

Fork-Type Door Latches. A spring-loaded fork-type latch engages and locks doors in position. Lateral door movement is restricted by a cap on the latch bolt.

Magic-Mirror Finish. An acrylic lacquer finish retains the original richness and depth of Magic-Mirror colors and offers exceptional resistance to fading, chalking, staining and chipping. For '66 there are up to 15 exterior color choices (six new) and up to eight two-tone combinations.

FOR SAFETY & CONVENIENCE

Many safety features are now standard for '66. Included is an outside rearview mirror which should always be used before moving into the passing lane; dual speed windshield wipers

with washers (use the wipers' high speed for maximum visibility in heavy rains, the washers to clean the windshield); backup lights for better visibility when backing up at night and an indication to traffic at rear that the car is in reverse; front and rear seat belts (ask everyone to buckle up before getting underway). Other standard safety items: padded instrument panel and padded sun visors for added protection, and shatter-resistant inside rearview mirror.

CHASSIS

Chevrolet is famous for its ride (now even Jet-smoother) and much of the credit goes to its Wide-Stance tread design and improved chassis components.

Perimeter Frame. Of torque-box design, this all-welded steel unit has full-length siderails laterally connected by four crossmembers and a transmission support. Hardtops and convertibles have heavier gauge siderails, with bulkheads added at two strategic points in hardtops.

Full Coil Suspension. Up front in Chevrolet for 1966, there's an independent coil-spring suspension with quiet

non-metallic spherical joint liners and built-in anti-dive control. In the rear, a link-type coil suspension, tailored to various models and engines, furnishes better stability and maneuverability, more level cornering, acceleration and braking. Hydraulic shock absorbers are direct double-acting sealed units. They are located within front coil springs and mounted diagonally in the rear. Upper shock absorber mountings have been softened (except in wagons) for optimum riding comfort. A new special suspension package can be ordered for use with Chevrolet Turbo-Jet V8 engines. This package includes higher rate springs, tighter shocks, special front and rear stabilizers and wider base wheels.

Ball-Race Steering. Anti-friction ball bearings in the steering gear contribute to easier steering; and a cushioned steering shaft contributes to driving comfort by minimizing road shock and vibration in the steering wheel. Standard steering ratio is 28.3:1, with power steering, 19.4:1.

Wheels and Tires. Full-size Chevrolets for '66 are equipped with 14-inch wheels. For specific details on tire sizes, appearance features and availability with car models, see your Chevrolet dealer.

Extra-cost Options and Custom Features make Chevrolet even more to your liking

Here is a partial list of the many items† you can add to your new Chevrolet. Your Chevrolet dealer has a more complete list.

ENGINES. 220-hp Turbo-Fire 283 V8 • 275-hp Turbo-Fire 327 V8 • 325-hp Turbo-Jet 396 V8 • 390-hp Turbo-Jet 427 V8 • 425-hp Turbo-Jet 427 V8.

TRANSMISSIONS. Special 3-Speed fully synchronized • 4-Speed • Powerglide • Turbo Hydra-Matic • Overdrive.

ALL-TRANSISTORIZED RADIOS. Deluxe AM/FM radio with FM stereo multiplex has pushbutton and straight-line tuning, automatic frequency control, static-free FM reception and four speakers—two front and two rear. Other pushbutton AM and AM/FM radios with rear-seat speakers are available, plus manual AM model. All Chevrolet radios are acoustically tailored to your Chevrolet's interior.

POWER STEERING. Parking's a pleasure with Chevrolet power steering. An integral power cylinder and steering gear design reduce steering effort up to 90%—a welcome assist for tight maneuvering and cornering, too.

POWER BRAKES. A vacuum power unit reduces foot pedal braking effort up to 33% and provides dependable, steady stopping power for your Chevrolet.

POWER WINDOWS. Driver or passengers can conveniently operate power windows through individual controls at each window. A master control on the driver's door operates all windows.

6-WAY FLEXOMATIC POWER SEAT. If more than one person drives your Chevrolet, you'll appreciate the quick, convenient way you can adjust the 6-way Flexomatic power seat: forward or backward, up or down, tilted forward or back. A 4-WAY POWER BUCKET SEAT can be ordered for driver's side.

FOUR-SEASON AIR CONDITIONING. This heater-integrated air conditioning system works for you all year round, dehumidifying moist sticky air and permitting you to drive with your windows up—free from wind, dirt, rain and traffic noise. Available, too, is a special COMFORTON unit that lets you set interior temperature as easily as with a home thermostat. It automatically maintains setting.

COMFORTILT STEERING WHEEL. Lets you adjust wheel to any of seven different positions. **NEW TILT-TELESCOPIC STEERING WHEEL** combines with Comfortilt to permit telescoping of steering column so driver can set the wheel to his preferred position or move it out of the way for easy entrance and exit.

ADDITIONAL EXTRA-COST ITEMS.† Adjustable front seat Strato-ease headrests. Front and rear bumper guards. Glove box light. Trunk light. Inside non-glare rearview mirror. Remote-control outside rearview mirror. Rear window defroster. Soft-Ray tinted glass. Spare wheel lock. Black or beige vinyl top for Caprice Custom Coupe and Custom Sedan; Impala Super Sport Coupe; and Impala Sport Coupe and Sport Sedan. Custom deluxe color-matched front and rear seat belts with pushbutton buckles and front retractors. Strato-bucket front seats for Caprice Custom Coupe. Strato-back front seat with center armrest for Caprice Custom Sedan and Custom Coupe. Tachometer. Wheel covers. Mag-styled or simulated wire wheel covers. Sports-styled steering wheel. Whitewall tires. Full-transistor ignition system. Sweep-second-hand electric clock. Speed and cruise control. Tri-volume horn. Remote-control fender-mounted spotlight. Special front and rear suspension. Superlift air-adjustable rear shock absorbers. Load-compensating automatic level control. Dual exhaust system. Black vinyl upholstery for Impala Sport Coupe and Sport Sedan. Heavy-duty clutch. Heavy-duty radiator. Sintered-metallic brake linings. Two-tone finish. Heavy-duty Delcotron generators. Heavy-duty battery. Various ratio rear axles. Heavy-duty front springs. Oil-bath air cleaner and closed positive-type engine ventilation. Traffic hazard warning system. Windshield-mounted auto compass. Fire extinguisher. License plate frames. Door edge guards. Deluxe litter container. Locking gas cap. Trailer hitch and car-to-trailer electric wiring harness. Tissue dispenser. Power rear antenna. Wide-rim wheels. Police or taxicab equipment.

IDEAL FOR WAGONS. Rear window air deflector. Load floor carpet for Caprice and Impala. Rear compartment lock. Roof luggage carrier. Carrier cover. Split second seat. Tailgate power window (standard on 3-seat models).

†Check your Chevrolet dealer for these and other extra-cost items along with their model application and availability with other equipment.

1966 Chevrolet Colors and Fabrics

COLORS †



† Plus up to eight two-tone exterior color combinations* Marina Blue and Chateau Slate not available on Caprice Custom Wagons.

FABRICS

Caprice

Choice of fawn, turquoise, red, blue, black, bronze or green, depending on model and seat style ordered.*



Pattern cloth and vinyl in blue.



All-vinyl in bronze.

Impala

Available for Impalas and Impala Super Sports, depending on model: fawn, green, red, turquoise, blue, black, bright blue or white.*



Pattern cloth and vinyl (Impala combination only) in fawn.



All-vinyl in green.

Bel Air

Choose from fawn, turquoise, red or blue, depending on choice of exterior color.*



Pattern cloth and vinyl in turquoise.



All-vinyl in fawn.

Biscayne

Select fawn, red or blue, depending on specific exterior color selected.*



Pattern cloth and vinyl in red.



All-vinyl in blue.

* Some vinyls are single-toned and some are patterned, depending on model and interior color selected. See your Chevrolet dealer for the specific combination in the Chevrolet of your choice.