

# 1967 CHEVROLET







Shown on cover: Impala Sport Coupe in Granada Gold.



Caprice Custom Sedan interior in black.

# LUXURY MODELS:

## Caprice Custom Sedan

We call this the Grand Chevrolet, and the photographs show all the luxury features as well as photographs can. The words give you all the necessary facts and figures. But when you look around the Caprice, touch its new interior fabrics, check over its distinctive appointments, only then do you really know what the Grand Chevrolet story for '67 means.

Outside, for example, you first take in the sweep and sculptured styling of new fenders, hood, deck lid and roof line. Then there's the massive new grille that swings around each fender to house distinctive lights. Moving around

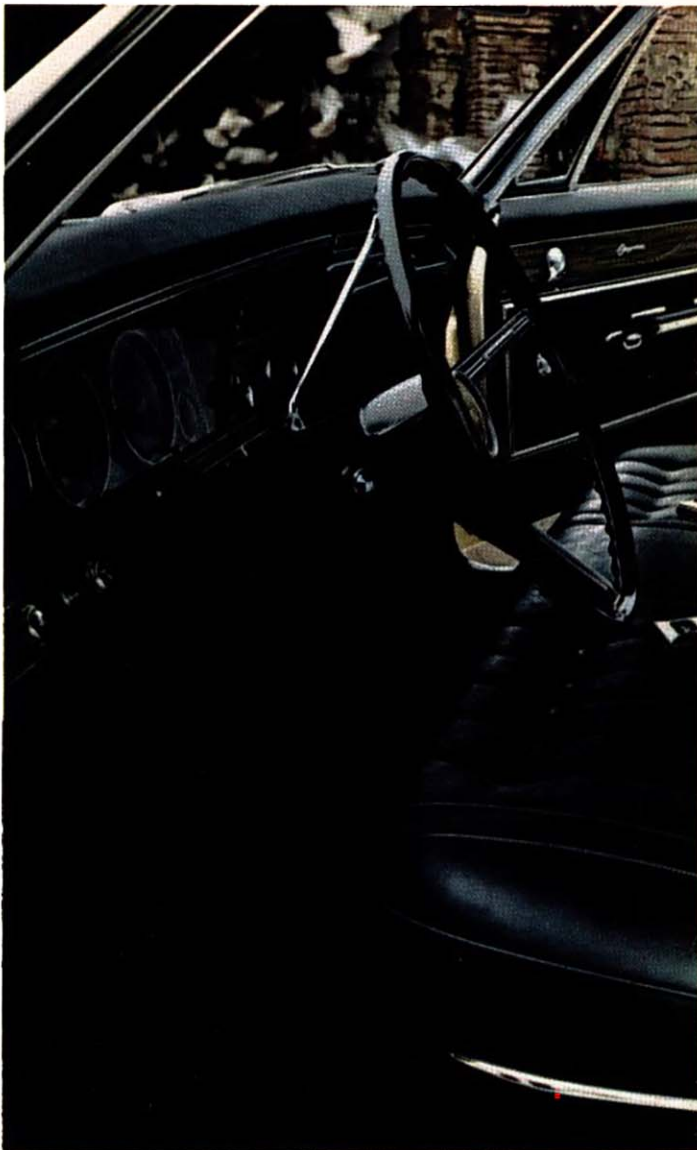
back, you'll notice the new fender skirts you can order on custom coupe and custom sedan and the exclusive triple taillight clusters with bumper-mounted back-up lights. Caprice emblems and color-keyed body accent stripes complete the image.

Now poke your head inside. Um-ummm, you've never had it so soft. Seats with long vertical panels of tufted pattern cloth and a swingdown armrest up front. Inlays with the warm look of walnut dress up doors and instrument panel. Thick color-keyed carpeting on floor and lower sidewalls.

Now if all this hasn't proved our point about luxury, specify the Strato-back front seat with slim, tapered individual backrests and swingdown center armrest. It's available in three all-vinyl interiors (blue, black and gold) or four cloth colors keyed to the exterior finish. But don't stop now. For truly luxurious living, order Chevrolet's new stereo tape system with an FM stereo multiplex radio.

Like all 1967 Chevrolets, the Caprice Custom Sedan is equipped with new safety items. Examples: a dual master cylinder brake system and a GM-developed energy-absorbing steering column. See page 28 for a full list. As we say about the '67 Chevrolets, "Step in and enjoy that sure feeling!"

*Chevrolet offers you a variety of Options and Custom Features at modest cost. Some are shown or mentioned as you go through this catalog. Many more are listed on pages 29-31.*



Shown on these pages: Caprice Custom Sedan in Butternut Yellow with black vinyl roof and rear fender skirts you can order.







Caprice Custom Coupe interior in blue with Strato-bucket front seats you can order.

# LUXURY MODELS:

## Caprice Custom Coupe

Once you get beyond the custom coupe's obvious fine points—exclusive hardtop styling, distinctive trim, that sort of thing—you'll discover the best is yet to come. Mosey one around the block. It's the only way to capture the full meaning of "Custom"—a word Chevrolet doesn't bandy about lightly. On full-size models, it comes only with Caprice.

The ride will probably strike you first. Quiet... like a library after hours. Part of the reason is extra soundproofing found on all Caprice models and thick deep-twist nylon carpeting underfoot. Notice the way Caprice ignores humps and holes. Chalk this up to advanced chassis and suspension equipment—soft, thick body mounts; low-rated coil springs and matching

shock absorbers at all four wheels. Naturally, the seats help out too. Both front and rear are layered with thick foam cushioning. Perhaps you'll be tucked into one of the slim, gently contoured front Strato-bucket seats you can specify. A handsome center console with lighted carpet-lined stowage compartment, ashtray, rear-directed courtesy light and unique Caprice trim with the rich appearance of walnut comes with them.

Three all-vinyl interiors are available keyed to the exterior color. Interior items include a new oval steering wheel and new roof side-rail lights.

The engine is the standard 195-hp Turbo-Fire 283 V8. Your transmission, a fully synchronized 3-Speed you can slip into first without coming to a stop. If you like, there are three other V8s you can order—with up to 385 horses. And, depending on engine, four other transmissions including the ultra-smooth Turbo Hydra-Matic.

Once your little excursion into the world of the custom coupe ends, a further look at the exterior is certainly in order. New front fender lights and wheel covers complement the freshly styled fenders, hood, grille and taillight treatment. Wondering what it's going to cost you? To say the least, when you compare Caprice luxury with that of many higher priced cars, you're in for a pleasant surprise.

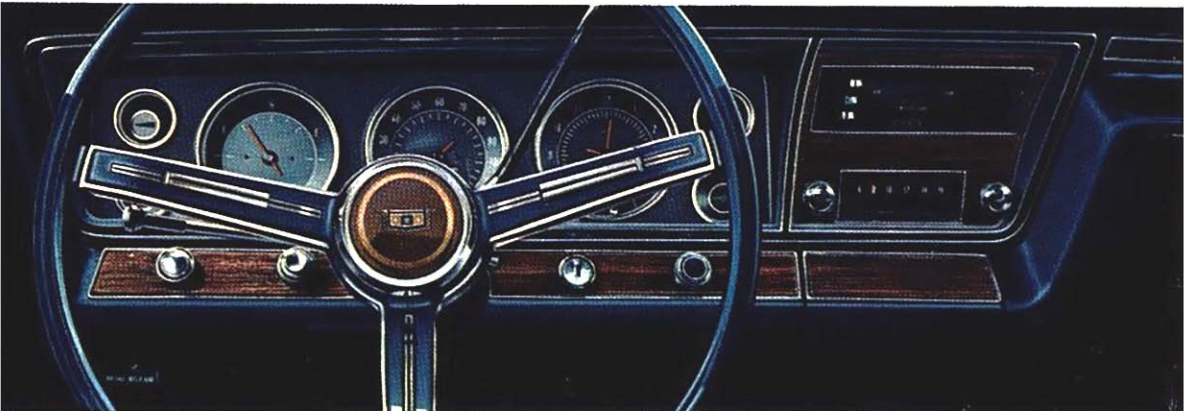
*Chevrolet makes it easy for you to personalize your '67 Caprice even more with extra-cost Options and Custom Features. Some are shown or described throughout this catalog. See pages 29-31 for a detailed list.*



Shown on these pages: Caprice Custom Coupe in Deepwater Blue with black vinyl top and rear fender skirts you can order.



1967 Caprice instruments angle toward driver for better visibility.





# LUXURY MODELS:

## Impala Sport Coupe

Of all the Impalas ever built, the sport coupe has been the pet of the popularity polls. And we've a strong suspicion the '67 version will continue those winning ways. Why all the confidence? You can tell by the looks of it.

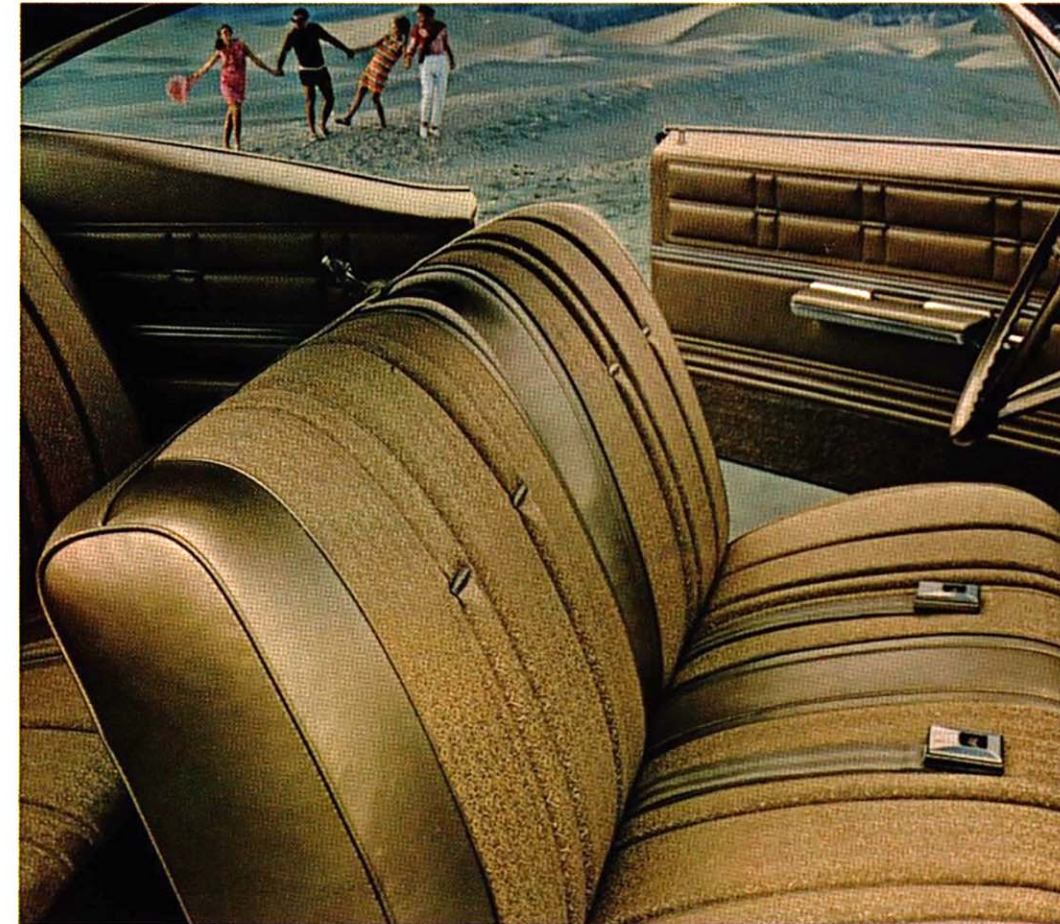
Fasten onto those sport coupe lines—the long stretch of hood, hop-up rear fenders, wild sloping fastback. They're new, all new. And so is that latticework grille playing peekaboo around the front fenders. In back, newly styled triple-unit light clusters with built-in back-up lamps are set off by bright

metal moldings and vertical chrome bars—all enclosed in a black-finished cove. Luxurious? You bet. And just a hint of what's waiting inside for you.

Seats are done up in new textured pattern cloth trimmed with soft grain vinyl center and side panels. Also, wall-to-wall deep-twist carpeting throughout. If you're inclined, top off the front seats with individual Strato-ease headrests you can order. As is befitting a luxury model, the sport coupe pays strict attention to detail. Case in point: window regulator knobs and door lock buttons color-keyed to the interior.

Check over the luxurious all-new instrument panel with wide, gently rounded control knobs and fresh ornamentation. Instruments are set apart in circular housings, clustered under a crescent-shaped transparent cover. On Impala and Caprice models, deep-set instruments angle in toward the driver for better visibility. For more luxury and safety, the instrument panel is covered with thick padded vinyl.

Outfit your Impala exactly the way you like from the many Options and Custom Features Chevrolet offers at modest cost. Some are shown or described in this catalog. See pages 29-31 for the big picture.



Impala Sport Coupe interior in gold.







Shown on these pages: Impala Sport Sedan in Royal Plum.



Impala Sport Sedan interior in black.



## LUXURY MODELS:

### Impala Sport Sedan

If you're the kind of person who hungers after 4-door hardtop styling with no hedge on class — well, these pictures will only whet your appetite. There's only one way to satisfy your craving. Stop by your Chevrolet dealer's showroom and sample that sure feeling.

A luxurious ride is one of its ingredients. You hardly know there's a road under your heels the way Chevrolet's Full Coil suspension levels out the rough spots. And when you corner, you corner flat. No big dips or lifts. When you come to a stop, it's the same story.

Anti-dive and anti-squat characteristics keep you on an even keel. You'll like the way it handles, as well—steering linkage refinements for '67 trim turning effort as much as 10 percent.

Tasteful appointments and features are bred into this car. Seats are upholstered in richly textured new pattern cloth with tufted vinyl center and side bolsters. If all-vinyl interiors strike a soft spot, there are two you can order this year—black or blue—keyed to the exterior finish. All-vinyl sidewalls complement the seat styling. Tufted areas are framed with slender bright moldings. Floor covering is thick deep-twist carpeting; lower sidewall scuff areas are finished with the same.

About the exterior. There's an altogether new roof line on this sport sedan, along with new deep-section wrap-around bumpers fore and aft, dramatic new rear fenders and a wide grille that curves around the front fenders. If you'd like to extend the lower silhouette, order the new rear fender skirts. You can also specify front fender lights for additional distinction.

Personalize your Chevrolet Impala Sport Sedan with some of the many extra-cost Options and Custom Features shown or mentioned in this catalog. These and many more are listed on pages 29-31.





# SPORTS MODELS:

## Impala SS Coupe

As you can see, "SS" doesn't mean steamship (though it does leave plenty of admirers in its wake). The "SS" stands for Super Sport, a designation implying street rather than fleet. Try it on a piece of pavement and you'll see what we mean.

You'll probably want to send up a few flags yourself when you take in this low, sleek profile . . . exclusive new SS grille with distinctive black bars . . . new sports-styled wheel covers . . . special SS identification . . . black-accented chrome molding along the body sill and lower rear quarter.

In the control center, slim all-vinyl Strato-bucket front seats are standard or you can order a Strato-back front seat. With buckets, there's a center console with ashtray and lighted carpet-lined stowage compartment tossed in for good measure.

A special identification/performance package can be specified on Super Sport models when you order the 427-cu.-in. Turbo-Jet V8 with 385 horses. You get a domed hood with special brushed-chrome center ornaments, "SS 427" emblems on grille, fenders and deck lid, red stripe tires (white also available), 14" x 6" wheels, special springs and shocks, large-diameter front stabilizer bar and heavy-duty suspension bushings. Front wheel disc brakes and special body accent stripes are also available with the SS 427 package.

If you're a real stickler about what's going on under the hood, order the special instrumentation with tachometer and temperature, oil pressure and electrical gauges.

To build an Impala Super Sport just the way you want, notice the extra-cost Options and Custom Features shown or mentioned in this catalog and detailed on pages 29-31.



Special trim included with SS 427 package you can order.

Impala Super Sport interior in bright blue.



Shown on these pages: Impala Super Sport Coupe in Marina Blue.





# SPORTS MODELS:

## Impala SS Convertible

Two Chevrolets are tagged with "Super." This is the one where you instinctively sit taller. Maybe because you can drop the top whenever the urge comes on. Or because you're always looked at with a trace of envy.

Seems as if those new lean-muscled looks really draw out spectators. Of course, the engine you swing with has a lot to do with confidence building. There are three extra-cost V8s you can specify with the SS convertible—a 275-hp Turbo-Fire 327, a 325-hp Turbo-Jet 396 and a 385-hp Turbo-Jet 427. The basic gearbox is a fully synchronized 3-Speed. You can slip it into first without stopping or fear of scrambling the works. You might prefer, however, to try your hand on the fully synchronized 4-Speed you can order. Or, depending on engine selected, Chevrolet's Turbo Hydra-Matic self-shifter or renowned Powerglide automatic.

Other performance-oriented equipment you can order are sintered-metallic brake linings, Positraction rear end in a number of axle ratios, special suspension. Don't forget the SS 427 equipment you can order with the 427-cu.-in. Turbo-Jet V8.

*There are a number of other extra-cost Options and Custom Features shown or described in this catalog. A listing is on pages 29-31.*



Shown on these pages: Impala Super Sport Convertible in Bolero Red.

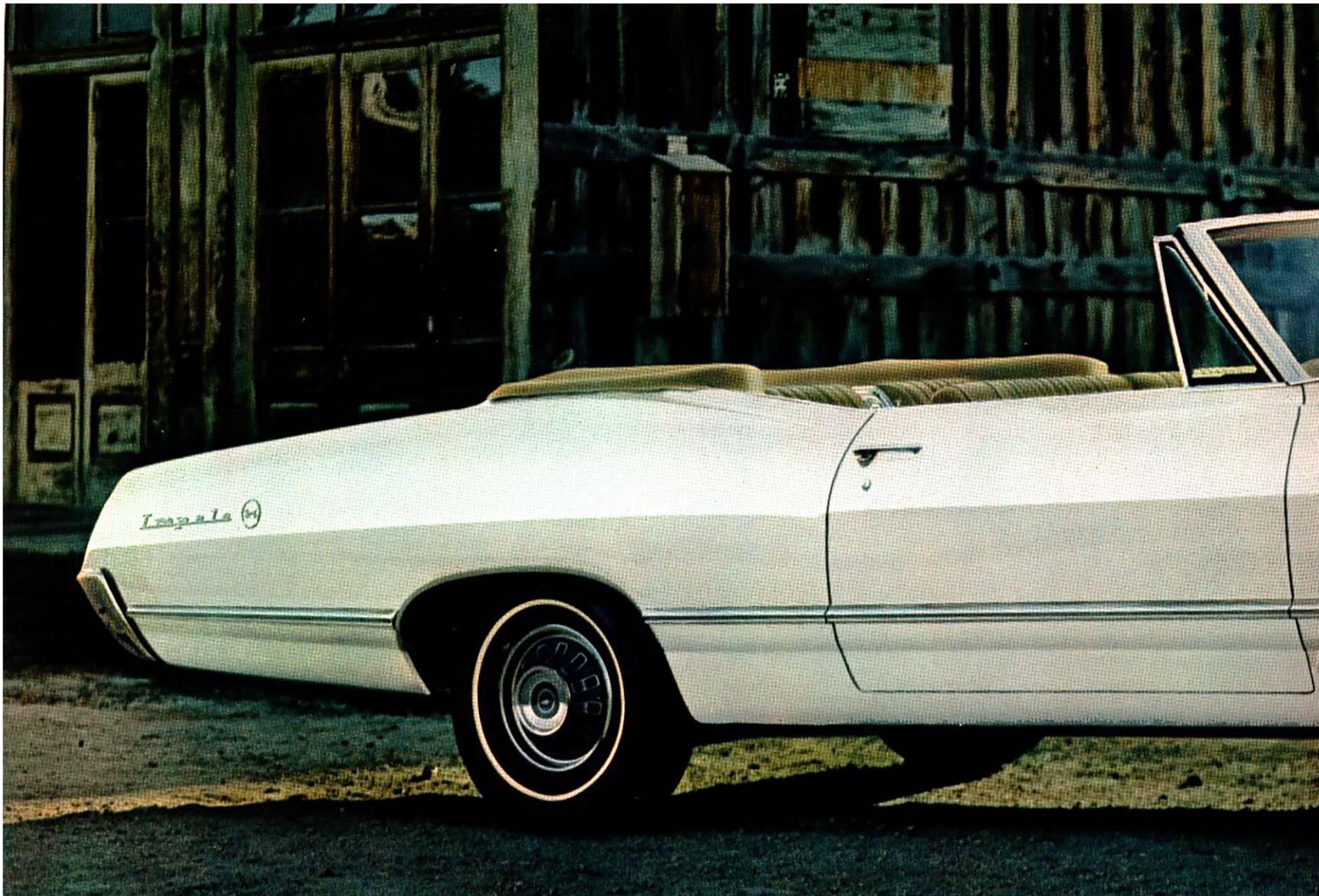
Impala Super Sport Convertible interior in red.



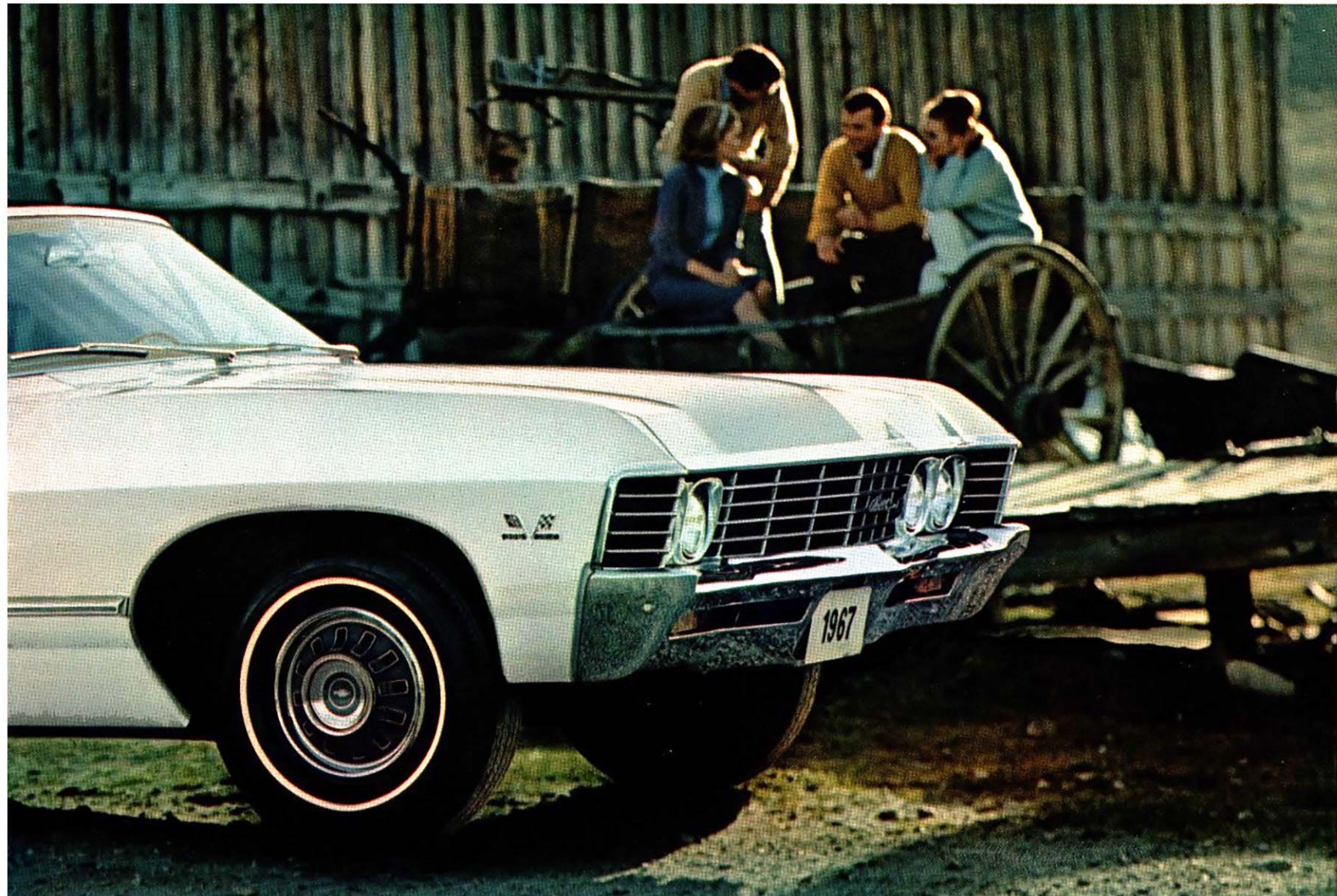
Data at a glance—the purpose behind the Impala SS instrument panel.







Shown on these pages: Impala Convertible in Ermine White.



Impala Convertible interior in gold.

## SPORTS MODELS:

### Impala Convertible

Here's another legitimate reason for making up errands to run. Or for taking a Sunday afternoon drive on Wednesday night. We think it has something to do with the way the wind whistles at you when the top's rolled back. The way the world sounds closer. Looks bigger, brighter. That's life in this one. Sunnyside up.

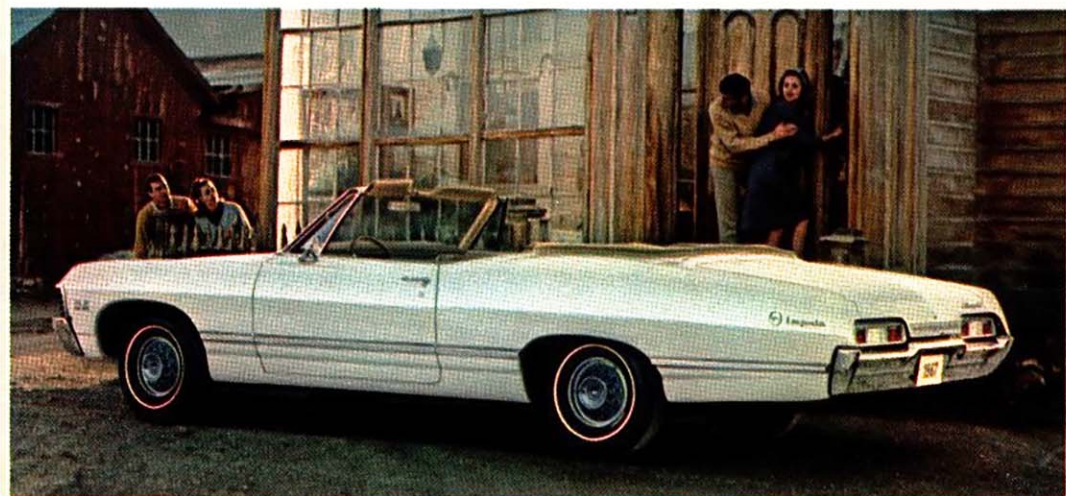
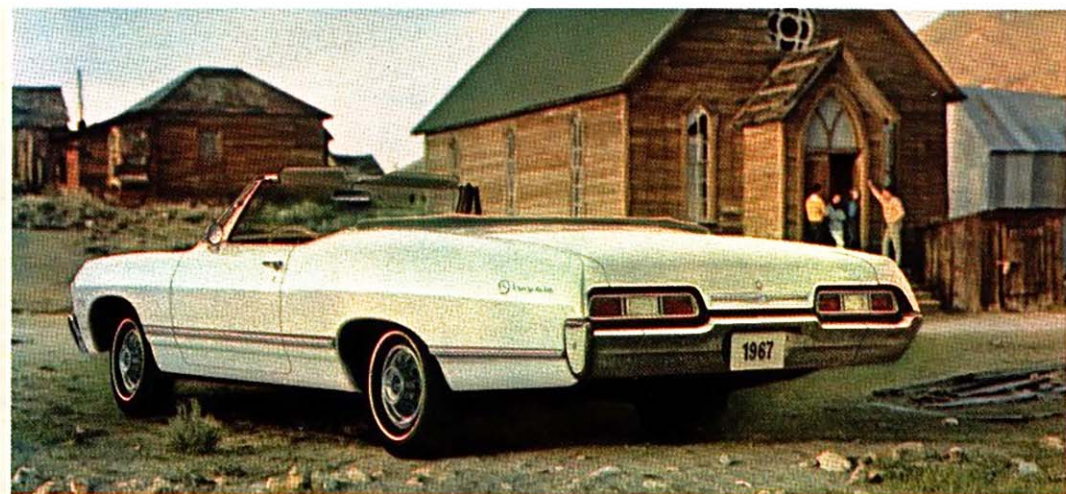
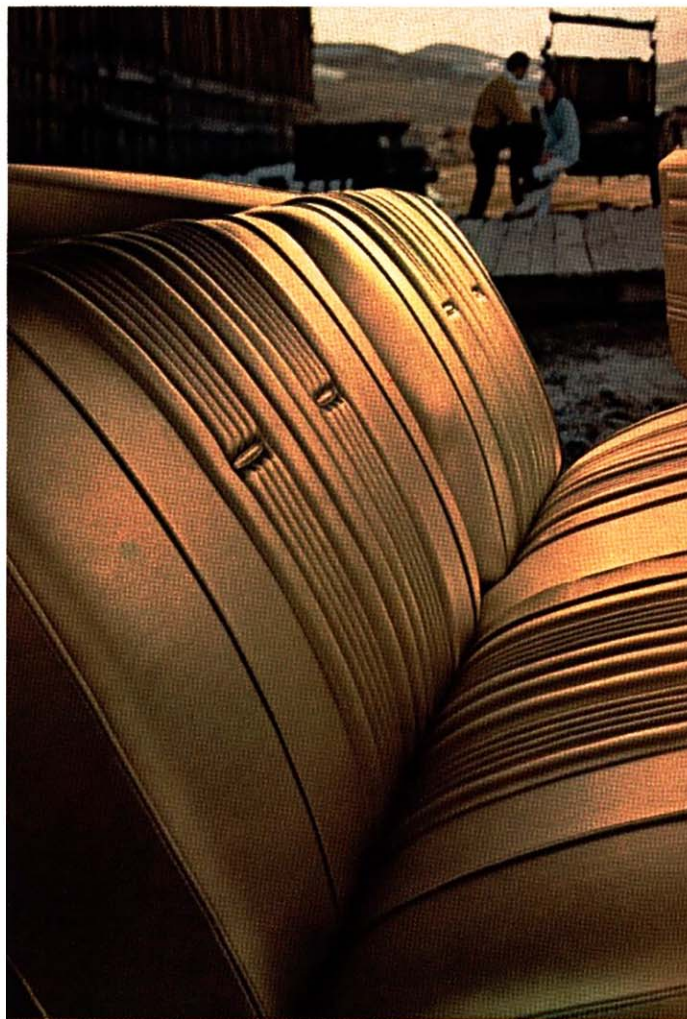
You get two boots out of an Impala Convertible—one for snugging down the top . . . one for every time you drive it. You also get a heady array of sporty

styling features. Curved frameless side windows, a top that stays tight, an all-vinyl interior. Naturally, this Impala Convertible has a floorful of deep-twist carpeting color-keyed to the interior you select. Though the seats are bench type, the front ones give you the feeling of buckets with their pleated vinyl upholstery. As with all 1967 Chevrolet folding front seats, the backs are equipped with new latch mechanisms to keep them securely anchored in the event of a sudden stop.

Another sunny note: this year's convertibles have a new fixed rear glass window. No more of that zipping-it-down business before folding away the top. You get your choice of three top colors for your '67 Impala Convertible—black, white or a brand-new blue. In all, Chevrolet offers you 15 Magic-Mirror acrylic lacquer finishes, 11 of which are completely new. Included are Bolero Red, Butternut Yellow, Royal Plum and Granada Gold.

A few goodies you might consider ordering are rear fender skirts, rubber-faced front and rear bumper guards, whitewall tires and, depending on engine selected, dual exhausts.

To show off your Impala Convertible to the best advantage, look for the Options and Custom Features described or shown in this catalog. See pages 29-31 for a complete roster.





# FAMILY SEDANS:

## Impala 4-Door Sedan

With all the talk about outer space, let's not forget the inner kind. This car puts room where you want it—between passengers for elbow room . . . overhead for high-crowned hats . . . up front for stretchy legs. And, as far as good looks are concerned, it sure doesn't cramp your style, either.

In fact, this could very well be the showboat of our family sedans. Obviously new for 1967 are the crested rear

fenders, wide wraparound grille, dual taillight groups, clean hood and deck lid. Less noticeable to the eye (except to the discerning family man, perhaps) are newly styled hubcaps, identification emblems and wide reveal moldings on upper door frames and pillars.

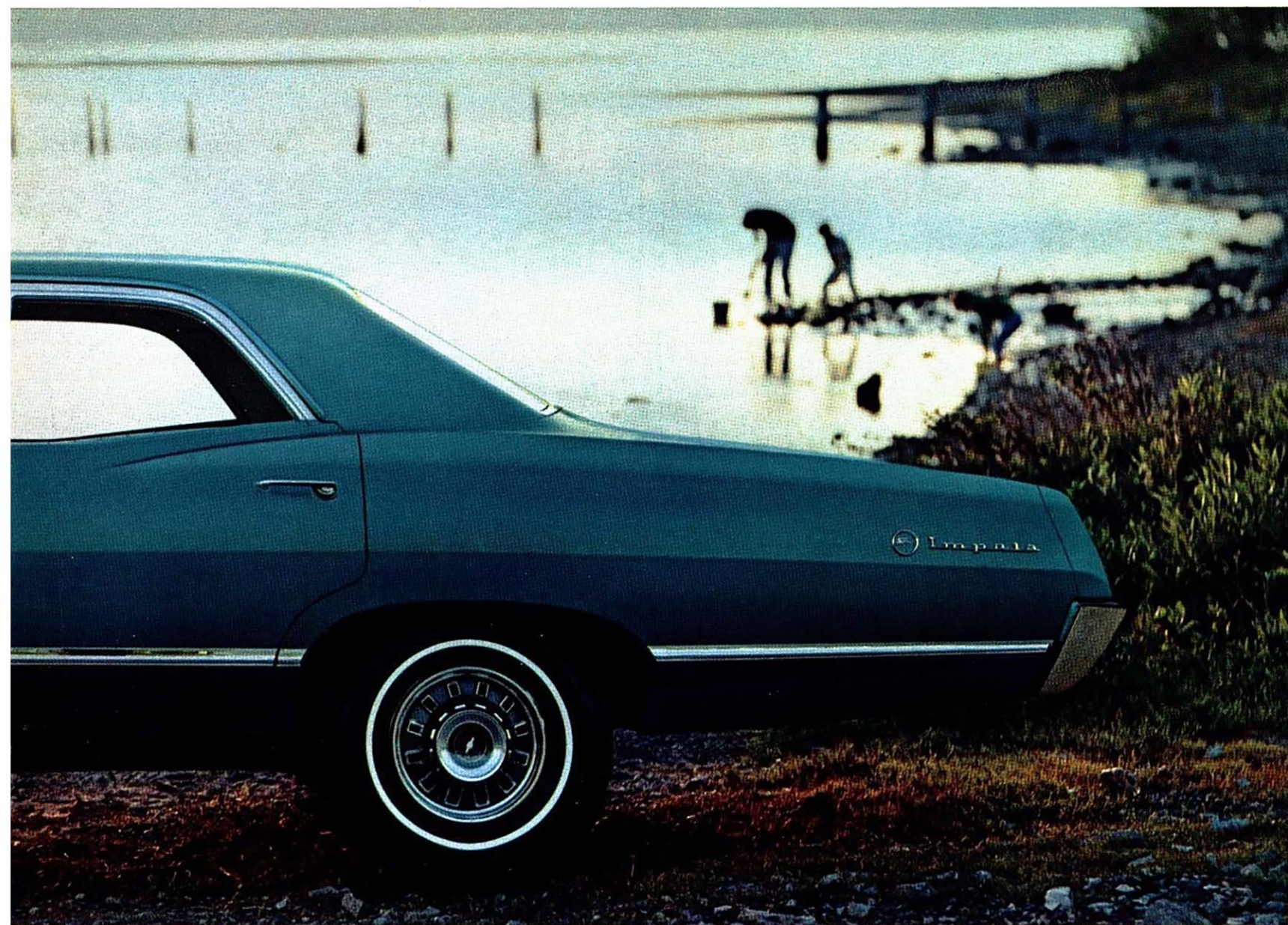
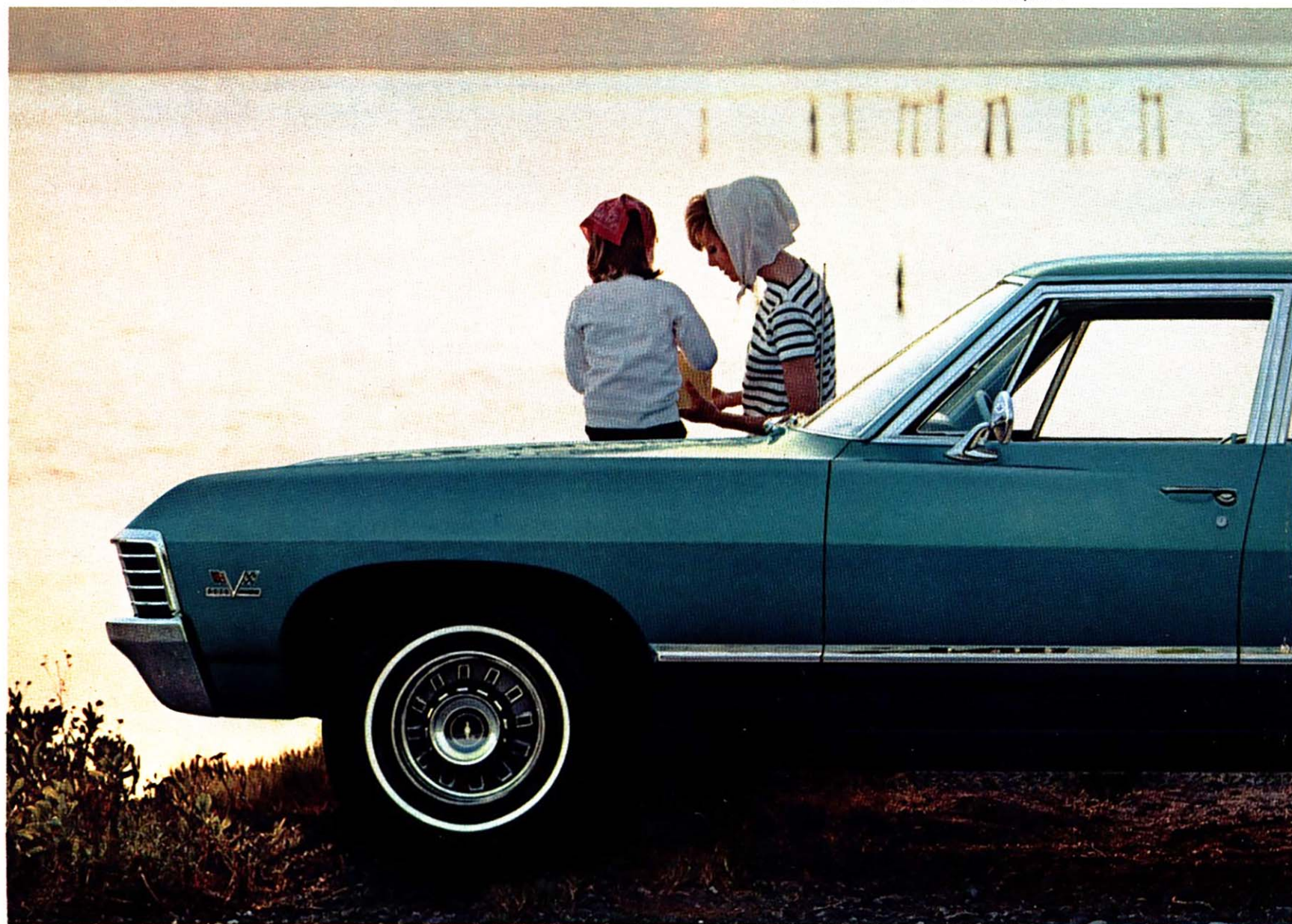
The distaff side will particularly like the roomy interior. Seats are tailored in rich new pattern cloth trimmed with tufted center and side bolsters in mellow vinyl. An all-vinyl headlining shuns finger marks. Shifting your attention to the lower half of the passenger compartment, you'll find all-vinyl sidewalls. Door scuff areas are carpeted for beauty and practicality.

From a safety standpoint, Impala 4-Door Sedan is also ideally suited for family driving. New 1967 safety features include: a GM-developed energy-absorbing steering column, energy-absorbing instrument panel (topped off with an attractive vinyl-covered pad), a new dual master cylinder braking system with a warning light, inside day-night mirror with shatter-resistant vinyl-edged glass and a four-way hazard warning flasher.

Many extra-cost Options and Custom Features for Impala are shown or described in this catalog. All are listed on pages 29-31.



Impala 4-Door Sedan interior in turquoise.







Shown on these pages: Bel Air 2-Door Sedan in Mountain Green.

Bel Air 2-Door interior in medium fawn.

## FAMILY SEDANS:

### Bel Airs

You and your family may find it difficult choosing between two Bel Air sedans of equally good looks and same fine value. For a closer look at this one and a premier of the 4-door, drop by your Chevrolet dealer's. You'll have a decision to make there, but with more fun.

Bel Air sedans are family favorites for a number of reasons. But perhaps the biggest is versatility—the way they ally style and economy. As you can see from the pictures, words aren't needed to elaborate on styling. From an economy standpoint, however, there's a lot more than meets the eye.

Take easy-care features to begin with. Flush-and-dry rocker panels use water and air drawn from the cowl air intake to rinse off and air-dry the metal to resist rusting. Don't worry about cold-morning starts, either, because Bel Air couples a positive-shift starter motor with a new energizer-type battery to give you power when you need it. Chevrolet Safety-Master brakes adjust themselves, as needed.

Body by Fisher's Unisteel design gives you more economy. Bel Air is built to last. Roof, sides, floor and pillars are welded into a single strong structure. Bel Air's heavy-gauge steel body has double-flanged channel roof reinforcing plus double-wall or double-panel cowl, doors, hood and deck lid.

Outfit your new Bel Air with some of the extra-cost Options and Custom Features shown or mentioned in this catalog. Turn to pages 29-31 for a complete rundown.







Biscayne 4-Door Sedan interior in blue.

# FAMILY SEDANS:

## Biscaynes

We think this '67 Biscayne 4-Door takes the cake for handsome styling on a breadwinner's budget. There's a 2-door edition just as nice.

Family bankbooks bounce back fast when you give the go-ahead for any Biscayne sedan. They're so economical to run. Depending on which one you specify, standard engines are a 155-hp Turbo-Thrift Six and a 195-hp Turbo-Fire V8. The Six has a single-barrel carburetor with automatic choke, short-stroke design and economy-contoured camshaft. Compression ratio is 8.5:1. The 195-hp V8 won't drain your gasoline allotment, either. Chevrolet-engineered components include a two-barrel carburetor with automatic choke and general-performance camshaft.

From a styling angle, Biscayne sedans hardly take a back seat. They have the clean lines any designer would gladly take credit for. Interior pleasers, too. Deep-twist carpeting, foam-cushioned front seat, day-night rearview mirror, vinyl headlining, padded sun visors and front and rear ashtrays.

Another thing, Biscayne sedans are spacious. Six big people barely fill the passenger compartment. And the trunk registers 18.3 cubic feet of usable luggage space.

*Chevrolet offers you many Options and Custom Features. Some are mentioned or shown as you go through this catalog. See pages 29-31 for many more.*

Shown on these pages: Biscayne 4-Door Sedan in Nantucket Blue.







Shown on these pages: Caprice Custom 3-Seat Station Wagon in Ermine White.



Caprice Custom Wagon interior in turquoise.

## STATION WAGONS:

### Caprice Custom Wagon

Now look what we've done. Taken our star station wagon and made it even more luxurious. How much fancier can you get? Not much.

For example, that rich look of hand-rubbed walnut on side panels and tailgate will certainly make the neighbors sneak a few behind-the-blinds looks. And the same warm feeling is carried out inside on the instrument panel. All-vinyl interiors are standard on both 4-door 2-seat and 4-door 3-seat versions.

Five colors to choose from—black, blue, gold, red and turquoise—keyed to exterior finish. Deep-twist carpeting for luxury and a more hushed ride. Load floor carpeting can also be ordered.

Speaking of the load floor, Caprice wagons for '67 take up to 106.1 cubic feet of cargo. If you think you'll need more storage area, specify the deluxe adjustable roof luggage carrier and protective cover. Another handy feature you may care to order is the power tailgate window for the 2-Seat Caprice Custom Wagon. It's standard on the 3-seat model.

As for ride, both of the 1967 Caprice wagon models come pre-conditioned for your comfort. Body mounts are thicker, softer, and there are new rubber cushions between frame and body. Additional soundproofing filters out exterior noise.

In addition to the extra-cost Options and Custom Features mentioned or shown throughout this catalog, see pages 29-31 for a full list.





# STATION WAGONS:

## Impala

Here's a nice combination. Impala good looks for specialty shop trips. Enough stash-away room for six-cart buys at the supermarket, a platoon of little ones and maybe a cocker spaniel for ballast. Space you won't run out of. Nor glances from the crowd.

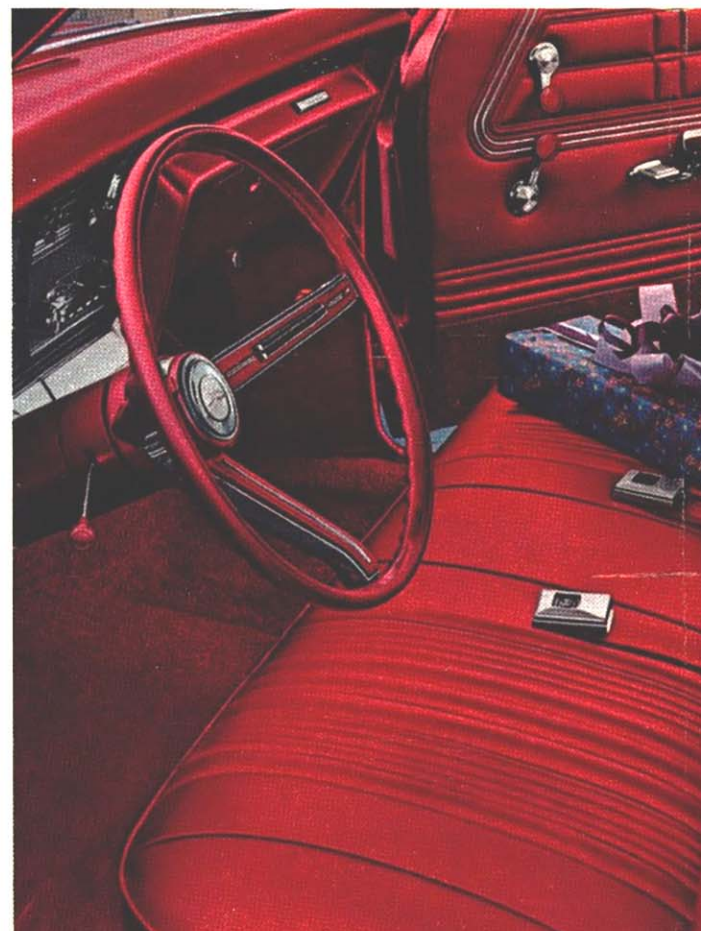
Inside, all-vinyl upholstery makes a handsome background for gift-wrapped packages . . . a sensible setting for grocery bags. Should something spill,

relax. Water and sponge clean it up quickly. Colors? Five . . . keyed to the exterior finish.

You also get a range of power teams to choose from on Impala 2-seat or 3-seat wagon. Standard engines, depending on model selected, are the 155-hp Turbo-Thrift 250 Six and 195-hp Turbo-Fire 283 V8. Three other V8 power plants may be specified: 275-hp Turbo-Fire 327; 325-hp Turbo-Jet 396; and 385-hp Turbo-Jet 427. Transmissions available for Impala wagons include: fully synchronized 3-Speed; fully synchronized 4-Speed; automatic Powerglide; automatic Turbo Hydra-Matic; and Overdrive.

Impala wagons make nice hosts for a wide range of other personalizing equipment you can order, too: power steering; power brakes; AM/FM radio with FM stereo multiplex; stereo tape system; Comforton air conditioning; Soft-Ray tinted glass. Should you need more stowage area, specify a roof luggage rack with stainless steel skids.

Single out your 1967 Impala wagon from any other with distinctive extra-cost Options and Custom Features. Some are described or shown as you leaf through this catalog. Turn to pages 29-31 for a detailed list.



Impala Station Wagon interior in red.



Shown on these pages: Impala 2-Seat Station Wagon in Madeira Maroon.



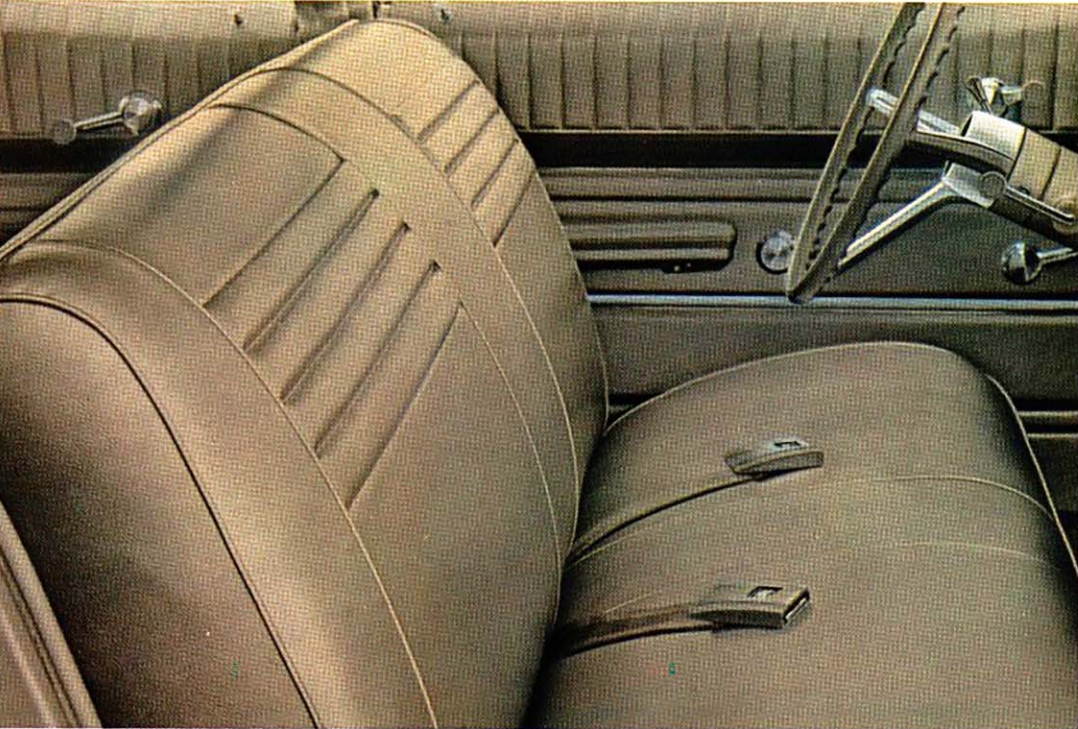




Shown on this page: Bel Air 3-Seat Station Wagon in Sierra Fawn.



Bel Air Station Wagon interior in medium fawn.



## STATION WAGONS:

### Bel Air

Okay, let the airlines call us a Johnny-come-lately. It's just that traveling first class, family plan, strikes us as a good idea, too. You'll see when you take a '67 Bel Air wagon to the country. It'll stow Mom, Dad, the brood and all your gear. In style.

With the second seat tucked away, Bel Air wagons take flat objects up to 4' x 8'. Up to 10 feet with the tailgate down. And anything you stow rides flat. Spare tire and jack slip out of the way in the right rear sidewall. And if you order the 3-seat wagon, the third seat folds flush with the floor. There's also a hidden locker beneath the cargo floor.

Like all Chevrolet wagons, Bel Air 2- and 3-seaters have all-vinyl interiors that'll hold up under most anything short of a tropical storm. Same with the body. Tough Body by Fisher Unisteel design unites sides, roof and floor into a solid structure. The frame is constructed on the torque-box principle with full-length siderails connected by four stout crossmembers plus a transmission support.

If you go in for the camping bit or lug a trailer, consider ordering Superlift air-adjustable shock absorbers with Automatic Level Control. A power tailgate window is available for the 2-seater (it's standard on the 3-seat model). Positraction rear axle can be specified too. It delivers power to the rear wheel with most traction.



Shown on this page: Biscayne 2-Seat Station Wagon in Tahoe Turquoise.

## STATION WAGONS:

### Biscayne

Long on looks at a short-money price—that's what this Biscayne wagon is all about. Work it hard, then take a few friends out on the town. Feel proud of yourself. Your budget never gets beached with a Biscayne.

Biscayne is tough—inside, outside, structurally. And it's roomy—a full 106.1 cubic feet big in the cargo area. Seats are tall-man size—enough for six. All vinyl, too, so they'll stand up under a stiff beating. Like in all Chevrolet wagons, you get a fully carpeted passenger compartment, scuff-resistant cowl side panels, blended-air heater and defroster.

How's this for putting the pinch on maintenance costs? Back and brake, Safety-Master brakes adjust themselves if necessary. Four inner fenders protect outer fenders from rust. Long-life exhaust system is just that because of aluminum-coated, stainless or heavy-gauge steel components. And the Magic-Mirror acrylic lacquer finish is designed to take just about anything the old weatherman can dish up.

If you like, there's a new special station wagon convenience group available that includes a power tailgate window, rear window air deflector, roof luggage carrier and stowage compartment lock.

Other extra-cost Options and Custom Features are shown or mentioned throughout this catalog. See pages 29-31 for a comprehensive list.



Biscayne Station Wagon interior in black.





# Engineering Details

Here are the facts and figures that make the 1967 Chevrolets the most rewarding we've ever built. Study them over or just give them a glance. Either way you'll know these new Chevrolets are cars you can depend on.

## SAFETY FEATURES STANDARD ON ALL '67 CHEVROLET-BUILT CARS

Front seat shoulder belt anchors \* Padded instrument panel \* Padded sun visors \* Four-way hazard warning flasher \* Dual master cylinder brake system with warning light \* Dual-speed windshield wipers \* Windshield washer \* Back-up lights \* Outside rearview mirror \* Tire safety rim \* Seat belts—front and rear with pushbutton buckles \* GM-developed energy-absorbing steering column \* Passenger-guard door locks—all doors \* Folding seat back latches (wagons) \* Folding front seat back latches (2-doors) \* Inside day-night mirror with shatter-resistant vinyl-edged glass and breakaway support \* Lane-change feature incorporated in direction signal control \* Corrosion-resistant brake lines \* Energy-absorbing steering wheel \* Energy-absorbing instrument panel with smooth contoured knobs and levers \* Soft, low-profile window control knobs, and coat hooks \* Front seat belt retractors \* Safety door latches and hinges \* Uniform shift quadrant (PRNDL) \* Thick laminate windshield \* Reduced glare instrument panel and windshield wiper arms and blades.

### ENGINES

Whether you cozy around town or cruise the pikes, Chevrolet builds a number of engines to meet your exact performance needs. Fact is, you can go it with a standard Six or V8—depending on the model you choose—or you can order one of several extra-cost V8s with up to 385 horses. Whatever your decision, you should know that all Chevrolet engines feature high-strength precision castings engineered to precise tolerances, efficient overhead valves, wedge-shaped combustion chambers, short inlet and exhaust ports, controlled pressure lubrication system with full-flow filter, pressurized cooling system and high-capacity water pump. Fuel induction system tailored to engine. Improved on both standard Six and V8 this year is a starter motor which, when coupled with Chevrolet's new energizer-type battery, kicks over the engine at higher rpm for quicker starts. A 24-gallon fuel tank and a more accurate fuel gauge sending unit for all sedans, coupes and convertibles are also new in 1967. And there's a wide selection of rear axle ratios for performance the way you like it.

### STANDARD ENGINES (Depending on model selected.)

**155-HP TURBO-THRIFT 250 SIX.** Modern design of this economical engine trims front-end weight for easy handling. In addition, a compression ratio of 8.5:1, single-barrel carburetor, automatic choke, short-stroke design and economy-contoured camshaft provide unusual efficiency and thrift. Seven main bearings and fully counterweighted crankshaft encourage long engine life and smooth operation.

CHEVROLET POWER TEAM CHART FOR '67					
STANDARD ENGINES	Standard Transmission	Extra-Cost Optional Transmissions			
	3-Speed Fully Synchronized	Overdrive	4-Speed Fully Synchronized	Powerglide	Turbo Hydra-Matic
155-hp Turbo-Thrift 250 Six†	•	•		•	
195-hp Turbo-Fire 283 V8	•	•	•	•	
EXTRA-COST OPTIONAL ENGINES					
275-hp Turbo-Fire 327 V8	•		•	•	•
325-hp Turbo-Jet 396 V8	*		•	•	•
385-hp Turbo-Jet 427 V8	*		•††		•

†Not offered for Caprice Models. \*Extra-cost special 3-Speed fully synchronized transmission must be specified.  
††Special close-ratio 4-Speed also available.

**195-HP TURBO-FIRE 283 V8.** Lots of action in this popular V8, yet it won't throw your gas budget out of kilter. Chevrolet components include two-barrel carburetor with automatic choke, hydraulic valve lifters, positive-type engine ventilation, oil-wetted paper air filter and general-performance camshaft. 9.25:1 compression ratio.

### EXTRA-COST ENGINES

**275-HP TURBO-FIRE 327 V8.** 275 horses chocked into 327 cu. in. here. Features include a high compression ratio of 10.0:1, four-barrel carburetor with automatic choke, hydraulic valve lifters, general-performance camshaft and large single exhaust system. Comes with a huskier transmission support. Available on all full-size Chevrolets.

**325-HP TURBO-JET 396 V8.** This big-bore V8 may also be specified for all '67 Chevrolets. Has a four-barrel carburetor with automatic choke, hydraulic valve lifters and large single exhaust system. Valves, valve ports and combustion chambers are engineered for optimum volumetric efficiency. Compression ratio is 10.25:1.

**385-HP TURBO-JET 427 V8.** This plant utilizes the same basic design configuration as the Turbo-Jet 396. Starting with a whopping 427 cubic inches, it comes by 385 horses this way: performance-rated four-barrel carburetor, automatic choke, high-performance camshaft, hydraulic lifters, 10.25:1 compression ratio and dual exhaust system with resonators. Can be ordered on all full-size Chevrolets.

### TRANSMISSIONS

Chevrolet offers you a wide range of both manual and automatic gearboxes this year—from sporty manual varieties to silent self-shifters. For information on availability of specific transmissions with engines, see the power team chart on this page.

**3-SPEED FULLY SYNCHRONIZED.** Standard on all full-size '67 Chevrolets, though a special heavy-duty version must be ordered for Turbo-Jet V8s. On top of being quick and quiet, you can shift down into first without coming to a stop—all forward gears are synchronized. Plenty tough, too, because it totes wide helical gears, large synchronizers and high-capacity front and rear ball bearings. New shift lever on the steering column.

**4-SPEED FULLY SYNCHRONIZED.** There's no wasted motion with this floor-mounted quick-shifter. All helical gear design, fully synchronized in all forward gears. Slips into all gears smoothly. This sporty arrangement can be ordered with any Chevrolet V8.

**AUTOMATIC POWERGLIDE.** Three-element torque converter and hydraulically coordinated two-speed planetary gearset provide exceptionally clean shifts. In low-speed passing situations, press down on the accelerator and automatically shift into low. Five-position selector reads Park-R-N-D-L: Parking-Reverse-Neutral-Drive-Low. Straight-line selection is featured on models having floor-mounted shift lever (standard with front bucket seats). This transmission may be ordered with six-cylinder models and all V8s except the 385-hp Turbo-Jet.

**AUTOMATIC TURBO HYDRA-MATIC.** Nearly instantaneous response and quiet operation brand this versatile automatic. Employs a three-element torque converter plus a compound three-speed planetary gearset arrangement to shift through three forward speed ranges. Can be downshifted for engine braking or accelerated passing at speeds below 70 mph. Six-position selector dial reads Park-R-N-D-L2-L1: Parking-Reverse-Neutral-Drive-Low 2 (for bumper-to-bumper, stop-and-go traffic)-Low 1 (for steep grades). Turbo Hydra-Matic can be specified with the 275-hp, 325-hp and 385-hp V8s. (See chart above.) Features floor-mounted shift lever in bucket seat models.

**OVERDRIVE.** Available with either standard V8 or Six. A fully synchronized 3-Speed with 2-speed planetary unit lowers engine speed to reduce engine wear and drop fuel consumption. Comes into play semi-automatically at about 30 mph. A T-handle activation control is located under the instrument panel.

**CLUTCH.** Chevrolet's single disc dry clutch with positive action diaphragm springs is matched to specific engine performance for easy shifting and durability. Includes lifetime lubricated release bearing and light aluminum alloy housing. Standard Six and V8 have units with spring-loaded diaphragms. Clutches on standard V8 with 4-Speed transmission and on extra-cost V8s are centrifugally assisted.

### SPECIFICATIONS

Wheelbase	119.0"
Width, overall	79.9"
Length, overall	
Station wagons	212.4"
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"
Sport sedans	54.5"
Sport coupes	54.4"
Convertibles	55.3"
Station wagons	56.7"

### Interior room, 4-door sedans

Head room	front 39.1" rear 37.7"
Leg room	front 42.2" rear 39.5"
Hip room	front 63.9" rear 62.9"
Shoulder room	front 62.4" 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	43.5
Steering ratio, overall	
Standard	30.7:1
Power	21.2:1

### BODY BY FISHER

After all these years, you're probably aware that Body by Fisher's famous emblem on a Chevrolet stands for fine craftsmanship. But for 1967, there are some new features we think you'll like to know about. One of them is a new system of isolating the body from the frame for a more quiet and comfortable ride. We've added new softer biscuit-shape rubber body mounts and snap-in cushions to help absorb road vibration and dampen noise. All '67 models have eight mounts and, depending on body style, up to six of the new energy-absorbing cushions. And there's Body by Fisher's Unisteel design (roof, sides, floor and pillars are welded into a single solid structure). All heavy-gauge steel, of course, with double-wall or double-panel construction on cowl, doors, hood, deck lid and station wagon tailgate. Thick sound insulation, special weathersealing and a high-level ventilation system for some special motoring comfort.

**MAGIC-MIRROR FINISH.** There are 11 completely new Magic-Mirror colors in '67 plus four popular carryovers. Up to seven two-tone combinations are also available. (See the back cover of this catalog for a complete rundown.) The beauty of Chevrolet's Magic-Mirror finish is that it retains its luster—with practically no assistance needed from you except an occasional wash. Colors are locked in, and the paint is formulated to resist fading, staining or chipping.

### CHASSIS

Plenty of '67 Chevrolet improvements in this department, too. Suspension and steering linkage refinements plus the improved body-to-frame isolation offer you easier and more responsive handling, quieter motoring and a more comfortable ride. Steering effort has been reduced considerably—as much as 10% over the full turning range—by a newly designed parallel-relay steering linkage. Standard steering ratio is 30.7:1; with power steering, 21.2:1. Incidentally, this new arrangement improves cornering and contributes to smoother braking.

**PERIMETER FRAME.** Chevrolet's torque-box design perimeter frame encircles the passenger compartment with heavy steel side-members. Structural rigidity is maintained through four crossmembers and a transmission support.

**FULL COIL SUSPENSION.** Chevrolet's coil-spring suspension at all four wheels keeps you on the level even when cornering, stopping or starting. Seems to plane down bumps and fill in chuckholes. Here's why. Up front, you'll find quiet low-dynamic-rated rubber bushings; built-

in anti-dive control; large-diameter coil springs; direct double-acting shock absorbers mounted inside the springs. In back: new shorter upper control arms; stiffer upper control arm frame crossmember; re-oriented upper and lower control arm pivots. You get improved driveline performance—smoother, quieter.

**TIRES.** All full-size 1967 Chevrolets have 14-inch wheels as standard equipment. Check your Chevrolet dealer for details on tire sizes, appearance features and availability with models.

### EASY-CARE FEATURES

If you like tinkering with cars, you may be disappointed in a '67 Chevrolet. They're practically built to look after themselves. Here's a brief rundown on just a few of the many items you may learn to take to (rather than take care of) on any Chevrolet you choose.

**SELF-ADJUSTING SAFETY-MASTER BRAKES.** When you own a Chevrolet, you adjust them yourself, as necessary, simply by backing and braking. Bonded linings have 198.4 sq. in. of surface area. Wide drums with vented wheels promote rapid heat dissipation.

**LONG-LIFE EXHAUST SYSTEM.** You sure don't want to drive around with a grouchy, grumbling exhaust system. Chevrolet makes selective use of rust-resistant aluminum coatings, heavy-gauge steel or stainless steel components for dual systems, to provide longer, quieter life. You'll need fewer replacements.

**BATTERY-SAVING DELCOTRON GENERATOR.** Battery life gets a real shot in the arm because the Delcotron generator keeps churning out current even at low engine speeds. Less trouble since there's no commutator to wear out.

**FLUSH-AND-DRY ROCKER PANELS.** Help prevent those rusty eyesores from forming. Make use of water and air from the cowl intake to wash and dry rocker panel interiors.

**INNER FENDERS.** Chevrolet's beautiful lines were meant to stay that way. Inner fenders located in the front and rear wheel openings help inhibit rusting of outer panels caused by splashed-up water, mud, salt and snow.

# Performance Choices

We hardly ever make the same Chevrolet twice because a wide range of engines, transmissions and other equipment can be selected to your personal specifications. Look over some of what we have and order what you prefer.

**ENGINES.** 275-hp Turbo-Fire 327 V8 • 325-hp Turbo-Jet 396 V8 • 385-hp Turbo-Jet 427 V8. When an optional engine is ordered, the following equipment is in addition to, or in place of, usual equipment: heavier rated front and rear springs; heavy-duty axle assembly with two upper control arms; large ring gear (on 325-hp and 385-hp V8s only); heavy-duty clutch; large-capacity radiator (on 325-hp and 385-hp V8s only); 61-ampere-hour battery; higher performance starter motor.

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

**SPECIAL INSTRUMENTATION.** Available with any V8 model for the man who likes to read exactly what's happening under the hood. Includes tachometer and ammeter plus gauges for temperature and oil pressure.

**POSITRACTION REAR AXLE.** Available with all standard and optional rear-axle ratios. Power goes to rear wheel with most traction; desirable on slippery or irregular surfaces.

**SINTERED-METALLIC BRAKE LININGS.** Practically impervious to water... resist fade when brakes heat up under tough driving—in mountain country, for example.

**FRONT WHEEL DISC BRAKES.** Have hydraulic caliper-type units with cast fins to force air between cast iron discs. Result: cooler brakes to reduce fade. Must be ordered with power unit. Come with 15" wheels, special hubcaps and trim rings.

**70-AMP.-HR. ENERGIZER BATTERY WITH "DELCO EYE."** Like all "Delco Eye" batteries, has more efficient cell connectors to maintain high output under heavy electrical system loads—say, when your air conditioning, radio and lights are all on at the same time. The "Delco Eye" glows to warn you when the battery solution gets below a certain level.

**SUPERLIFT AIR-ADJUSTABLE SHOCK ABSORBERS.** You inflate or deflate these shock absorbers to retain a normal horizontal driving position regardless of varying trunk or passenger compartment loads.

**AUTOMATIC LEVEL CONTROL.** You can get automatically controlled Superlifts that operate off a built-in compressor and level sensor. Levels vehicle under heavy loads, levels again when load is removed.

**SPECIAL-PURPOSE FRONT AND REAR SUSPENSION.** Special front and rear stabilizer bars, special springs with coordinated shock absorbers to give you precise handling and flat cornering. Comes with six-inch wheel rims. Available only with Turbo-Jet V8 engines.

**SS 427 SPECIAL IDENTIFICATION/PERFORMANCE PACKAGE FOR IMPALA SUPER SPORT MODELS.** Proclaims your power plant choice clearly with special domed hood boasting brushed-chrome center ornaments, "SS 427" grille emblem, front fender "SS 427" crossed flags emblems, deck lid "SS 427" ornament, red stripe tires (white also available), 14" x 6" wheels, special springs and shock absorbers, large-diameter front stabilizer bar and heavy-duty bushings.



# Comfort & Convenience Features†

You can make your Chevrolet as personal and convenient as you care to. Simply specify the Accessories or Custom Features you want.

**COMFORTILT STEERING WHEEL.** A practical nicety for families with more than two drivers. Adjusts to seven different angles.

**6-WAY FLEXOMATIC POWER SEAT.** Touch a button and it quickly moves forward or backward, up or down, and to the exact angle your back likes best. If you're a bucket seat fancier, a 4-way-powered job can be ordered for the driver's side.

**POWER STEERING.** Takes musclework out of parking. An integral power cylinder and steering gear design reduces steering effort up to 90%.

**POWER BRAKES.** Reduce pedal braking effort up to 33% and provide steady stopping power. Pedal height parallels the accelerator so all you do is slide your foot across and press down.

**POWER WINDOWS.** More pushbutton convenience. Individual switches at each window. A master control panel on the driver's door operates the entire system.

**FRONT FENDER LIGHTS.** Very distinctive, these. Wrap around the sides of front fenders, light up when parking lights or headlights are on. A standard feature on Caprice models.

**STEREO TAPE SYSTEM.** Snap-in tape cartridges that play up to a full 80 minutes. One you're sure to want on hand comes with your order and is available only from Chevrolet. It's called "Music of the U.S.A." and features more than 30 outstanding examples of American music—grand opera, country and western, pop tunes, marching bands and many others. Lorne Greene of "Bonanza" does the narration. If you care to, specify your stereo tape outfit in combination with an FM stereo multiplex radio.

**ALL-TRANSISTORIZED RADIOS.** Speaking of sounds, Chevrolet offers you a number of ways to bring them in. For example, the deluxe AM/FM radio with FM stereo multiplex has pushbutton and straight-line tuning. Also fixed height 31" antenna, automatic frequency control and static-free FM reception pouring out of four speakers—two up front, two in back. There are other fine radios available: pushbutton or manual AM's, a pushbutton AM/FM. Any are available with rear-seat speaker. By the way, all Chevrolet radios are acoustically engineered to the passenger compartment.

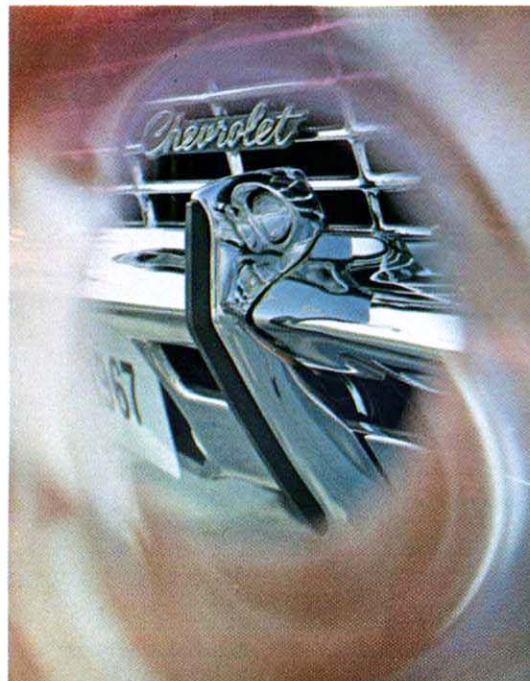
**REAR FENDER SKIRTS.** Fit snugly in the rear wheel openings to extend the long, low silhouette. Not available on wagons.

**FOUNDATION GROUP\*** (Bel Air and Biscayne only). In addition to the good-looking electric clock with sweep second hand and pushbutton AM radio with front antenna, you also get a deluxe foam front seat cushion.

**STATION WAGON EQUIPMENT GROUP\*.** Includes a power tailgate window for 2-seat wagons, rear window air deflector, roof luggage carrier and stowage compartment lock.



Power Steering



Rubber-faced Bumper Guards



6-Way Flexomatic Power Seat



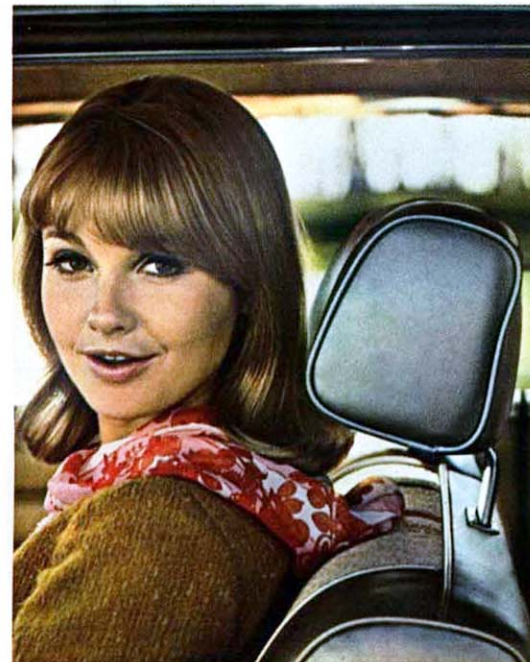
Strato-Back Front Seat



AM/FM Stereo Multiplex Radio



Rear Fender Skirts



Strato-Ease Headrests



Stereo Tape System



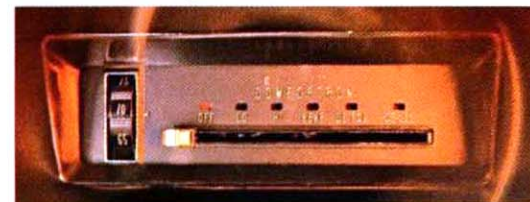
Power Windows



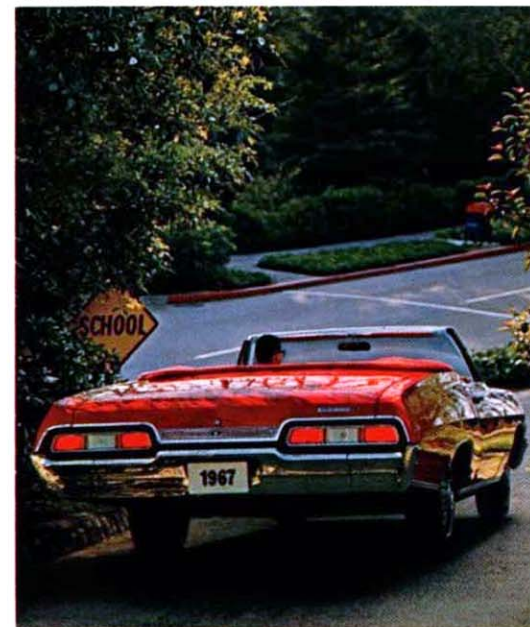
Comfort-Car Air Conditioning



Front Fender Lights



Comfortron Air-Conditioning Control Unit



Power Brakes

**AIR CONDITIONING.** Three kinds. COMFORTRON features a "set it, forget it" thermostatic control. It works with Chevrolet's heater to hold temperature within the comfort range you select all year long. Comfortron also removes up to 98% of pollen in the air. FOUR-SEASON air conditioning has all the comfort features of Comfortron except the single-setting automatic unit. You choose the temperature level you want relative to outside weather. A heavy-duty radiator, temperature-controlled fan and 61-amp. energizer-type battery come with these air conditioners. New in '67 is Chevrolet's COMFORT-CAR air-conditioning unit for dealer installation. Available for all models, regardless of engine or other factory-installed equipment. Operates independently of heater controls . . . mounted to lower edge of instrument panel.

**RUBBER-FACED BUMPER GUARDS.** Cuts down on nicks and dents picked up in tight parking spots. Good-looking, too, with slim bands of vertically positioned rubber.

**APPEARANCE GUARD GROUP.\*** Custom deluxe front and rear seat belts, color-matched to the interior. Reduces unsightly nicks and scratches with door edge guards, front and rear rubber-faced bumper guards. Twin rubber front and rear floor mats.

**AUXILIARY LIGHTING GROUP.** Convenient lights for ashtray, glove box, instrument panel, luggage compartment and under the hood. Attractive front fender lamps.

**DECOR GROUP.\*** Deluxe oval steering wheel, rear fender skirts and bright metal molding for roof, door and window frames.

**STRATO-BACK FRONT SEAT WITH FOLD-DOWN ARMREST.** A handsome addition to Caprice Custom Sedan and Custom Coupe. (Can also be specified for Impala SS models.) Has slim, tapered individual backrests plus fold-down center armrest. Deeply cushioned seat runs full width. Four new all-vinyl interiors are also available for the Caprice Custom Sedan with this Strato-back option.

**STRATO-BUCKET FRONT SEATS.** Good-looking with slim, deeply cushioned and contoured backrests for solid comfort and support. Available on Caprice Custom Coupe in four all-vinyl interiors—blue, black, plum and gold.

**STRATO-EASE FRONT SEAT HEADRESTS.** Padded headrests, color-matched to interior trim. Available on all full-size Chevrolets. With Strato-bucket or Strato-back front seats, headrests are shaped to the top of the backrest.

**More Extra-Cost Items.** Speed warning indicator. Windshield-mounted compass. Deluxe adjustable luggage carrier. Trunk light. Glove-box light. Soft-Ray tinted glass. Spare wheel lock. Black or beige vinyl top for Caprice Custom Coupe and Custom Sedan, Impala Super Sport Coupe, Impala Sport Coupe and Sport Sedan. Black all-vinyl interior for Biscayne sedans. Front seat shoulder belt. Cruise-Master speed control. Ski rack equipment. Tachometer. Sports-styled steering wheel. Special accent stripes (with SS 427 option only). Wheel covers. Mag-style or simulated wire wheel covers. Whitewall tires. Red stripe tires, white stripe tires. Tri-Volume horn. Remote-control fender-mounted spotlight. Special front and rear suspension. Dual exhaust system. Heavy-duty clutch. Heavy-duty radiator. Heavy-duty battery. Heavy-duty Delcotron generator. Two-tone finish. A number of rear axle ratios. Closed positive-type engine ventilation. Power rear antenna. Wide-rim wheels. Locking gas cap. Trailer hitch and car-to-trailer wiring harness. Police or taxicab equipment. Load floor carpet for Caprice and Impala wagons. Wagon roof luggage carrier cover.

\*All items in this group may be ordered individually.

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



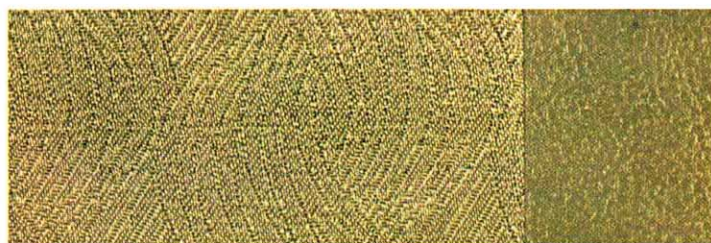
# 1967 CHEVROLET MAGIC-MIRROR COLORS†



## 1967 CHEVROLET FABRICS

### Caprice

Choice of gold, blue, black, red, turquoise or plum, depending on model, seat style and exterior color ordered.\*



Pattern cloth and vinyl in Gold.



All-vinyl in Red.

### Impala SS

Available in black, red, bright blue, parchment/black or gold.



All-vinyl in Bright Blue.

### Impala

Choose from black, blue, turquoise, gold, maroon, red, parchment/black and bright blue, depending on model and choice of exterior color.\*



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



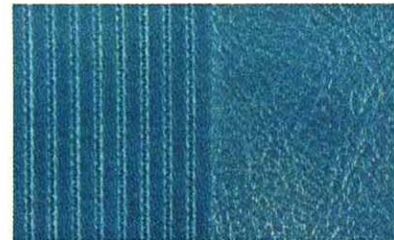
All-vinyl in Gold.

### Bel Air

Available in medium fawn, black, blue or turquoise, depending on choice of exterior color.\*



Pattern cloth and vinyl in Turquoise.



All-vinyl in Blue.

### Biscayne

Choice of medium fawn, blue or black. Extra-cost black all-vinyl for sedans. (Must be specified for Royal Plum and Bolero Red exteriors.)\*

\* Depending on model and interior color selected, some vinyls are single-toned, some patterned. Check your Chevrolet dealer for the specific combination in the Chevrolet you choose.



Pattern cloth and vinyl in Blue.



All-vinyl in Medium Fawn.



All illustrations and specifications contained in this literature are based on the latest product information available at the time of publication approval. The right is reserved to make changes at any time without notice in prices, colors, materials, equipment, specifications and models, and also to discontinue models. Chevrolet Motor Division, General Motors Corporation, Detroit, Michigan 48202.