

CAPRICE

The Grand Chevrolet



The 1967 Caprice Custom Coupe



Caprice is a very special Chevrolet. It's elegant. It looks like an expensive car, rides like one and is loaded with extras. Extra special features like a fold-down center armrest and extra long armrests on the doors. There's a warm, rich look of walnut paneling and an

acoustical ceiling to keep noise out and nice sounds in. The wall-to-wall carpet climbs right up the doors. Caprice has its own special interior, its own special outside trim—its own special look. See your Chevrolet dealer and see how little this special treatment costs.



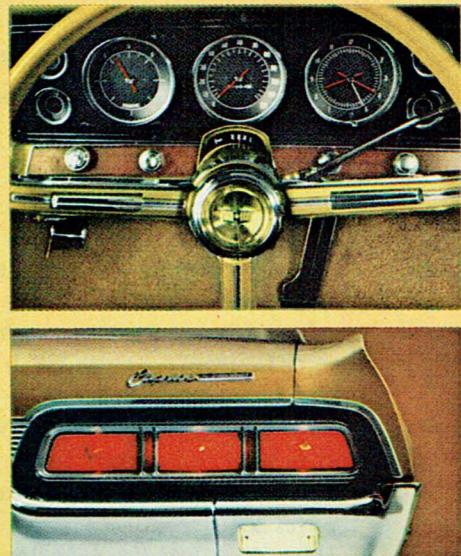
**It looks and behaves like costly cars.
But it's different.
You could fly to Europe and back
on the difference.**

Get that sure feeling



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Looking for your next move-up car? Consider the Caprice Custom Sedan. Why? For its extra-special extras that don't cost extra. Distinctive wraparound front fender lights. Triple taillights and bumper backup lights. You'll be seen better, coming and going!

Inside? A swing down armrest for comfort. The look of walnut paneling for warmth. An ash tray that slides on ball bearings. (To keep tempers calm.) And an oval steering wheel for a touch of class. Caprice. The extra-special car with the no-cost extras!



When you buy a Caprice without extras, look at all you get.

get that sure feeling



super hooded Super Sport SS 427

Gentlemen, we have before us one very special automobile: Chevrolet's new SS 427. That big bulging hood? We'll level with you. It's there to tell the world that there's something very special underneath: a 427-cubic-inch 385-horsepower Turbo-Jet V8 with porcupine heads, angled valves, dual exhaust and 4-barrel carb.

Special springs, shocks and stabilizer bar are part of the package. So are special markings and red stripe tires.

You can add 4-speaker stereo, front fender lights, set-and-forget air conditioning, special instrumentation, whatever you like. SS 427: just the ticket for the sporting man who likes some room to move around in.

SS 427 Sport Coupe: a swashbuckling new species of Chevrolet



Special markings.

Special suspension standard. You can add 4 on the floor . . .

or disc brakes up front.

Mark of Excellence.



Chevrolet gives you that sure feeling





Everything new that could happen.... *happened!*



in styling...

A *beautiful* automobile is what happened at Chevrolet this year! We could go over all the styling refinements, but we think just looking at a new Chevrolet is explanation enough. A remarkable new feeling on the road happened, too. Not that

in safety...

a cushioned ride's anything new for Chevrolet, it's just more so now thanks to softer body mounts and new rear suspension geometry. The steering's better, too. Improved linkage design makes turning 10% easier, helps minimize tire wear.

There's a long list of standard safety features for 1967. Some highlights are the new dual master cylinder brake system with warning light, GM-developed energy-absorbing steering column, and lane change signal in direction signal control.

in all these things for your pure personal pleasure

What more could you ask for? *Plenty* in this year's Chevrolet! For instance, add Comfortron automatic heating and cooling. Set once and stay comfortable no matter what nonsense goes on outside. Remember the car radio? Now you order

an AM/FM radio with multiplex stereo. Or the new 8-track stereo tape system, complete with a free 80-minute tape. Or both. As for the power you like, specify a 396- or 427-cu.-in. Turbo-Jet V8—exclusively Chevrolet's.

That's just the beginning of Chevrolet's story for '67. Your best bet is to go right now and see the car. And let your Chevrolet dealer fill you in on all the details.



'67 CHEVROLET