



Walter Mittys of the world, rejoice!

The Corvette Sting Ray beckons to that secret urge in every man to kick over the traces and express himself. Just get in, set it in motion, and glide right out of your shell. You're expressed!

You'll ask questions at first. How can anything that looks this good cost under five figures? How can anything so functional be so full of surprises like carpeting, dual armrests, electric clock and such? How can anything so sporting sponge away the bumps like that? What kind of

raw meat do they feed that V8?

Then suddenly you're used to it and all questions vanish in a burst of self-expression. In a matter of minutes, with a little imagination, you're whisking down the Autoroute to Nice.

Then you stop. A letdown? There needn't be. Your Chevrolet dealer's an expert in escape mechanisms. And he's a lot closer than Nice.

Chevrolet Division of General Motors, Detroit, Michigan.

'64 CORVETTE STING RAY BY CHEVROLET



WE NEVER BOAST ABOUT CORVETTE'S SEATING CAPACITY

Or its four doors. Or how many golf bags or suitcases fit in its trunk.

That's for ordinary cars. The Corvette Sting Ray is a two-seater sports car, one of a breed that puts performance first. Extra size and weight hamper performance. So Corvette leaves back seats and big trunks to family cars. It offers a 327-cubic-inch V8, fully independent suspension and such. Things people expect from a sports car.

Corvette also offers things people don't expect. Built-in heater and defrosting system. Roll-up windows. Crank-operated ventipanes. Seat belts. Carpeting. Armrests.

Electric clock. Built-in ashtray. Outside mirror. Adjustable steering column. Locking glove compartment. Dual sun visors. Dual courtesy lights. Even a cigarette lighter. Plus ample luggage space for two on a trip.

All these creature comforts are standard equipment on every Corvette Sting Ray Sport Coupe and Convertible. Cars that put performance first should consider the human factor too.

After all, people are people—even when they drive Corvettes.

Chevrolet Division of General Motors, Detroit, Michigan.

'64 CORVETTE STING RAY BY CHEVROLET



Just a minute! That's a '64 Corvette Sting Ray those two deserted to go perch on an everyday old rock and gaze at the piney woods! Ah well, love is seldom rational. Saner souls would harken to Corvette's windswept '64 styling, clean as the Sport Coupe's new one-piece rear window. They'd take to that dressed-up interior—new simulated walnut-rim steering wheel, new instrument faces, redesigned center console, an interior ventilator in Sport Coupe models to boost air circulation. People with both feet on the ground would hoist them aboard to sample

Corvette's quieter, smoother ride; the muffled thunder of a V8 in one of four versions up to 375 hp*; or the joys of a new 4-speed manual transmission*, improved standard 3-speed or Powerglide automatic*. Clear thinkers know there are two Corvettes, the Sport Coupe above and the Convertible, plus a long list of comfort, convenience and performance options. No use telling all this to that Sweet Young Thing and her swain. Anyway, *you're* the one that we—and your Chevrolet dealer—are really interested in. . . . Chevrolet Division of General Motors, Detroit, Michigan. *OPTIONAL AT EXTRA COST

'64 CORVETTE STING RAY BY CHEVROLET



If this doesn't satisfy your yen for adventure, try painting in Tahiti

You need talent to paint. All Corvette asks is your full attention and about five miles.

Before long, you'll discover driving talents you never knew you had. You'll also be aware of what a kick this long-striding wildebeeste delivers. So much so you'll tend to put off your everyday cares and devote your whole being to soaking up Corvette's supply of new sensations.

Like its pile-driver V8 (up to 375 hp*!); its bare-feet-on-a-thick-rug kind of ride; its deadeye handling. And a

strictly business cockpit that still reminds you of a good men's club—soft bucket seats, full carpeting, AM-FM radio*, a well-mannered hush and all the amenities.

A new Corvette Sting Ray on a bright day has brought people out of worse yens than yours. So before you go dashing off to Tahiti, dash down to your Chevrolet dealer's. You could save yourself a long boat ride. . . . Chevrolet Division of General Motors, Detroit, Michigan.

*OPTIONAL AT EXTRA COST

CORVETTE STING RAY BY CHEVROLET



PHANTOM OF THE OPERA COUPÉ

Ever think of Corvette's gentler side? All it takes is a change of mood. Suddenly the Corvette Sting Ray Sport Coupe is an up-to-date image of yesterday's opera coupé.

Gone the mohair, the sidemounts, the running boards. In their place, American Contemporary. All the soft comfort and genteel manners of the noble old opera coupé, but wrapped in a two-place projectile about as nostalgic as a space shot.

Go ahead. Pamper it once in a while with a night at the

opera. But docile as it can be, the real Corvette spirit lurks below the surface. No opera coupé ever had a V8 like this or a ride like this or a rage to punch holes in the humdrum like this.

Any pleasure a car can give, Corvette gives you—sedate to snarly. What could be more versatile? Yet even we can think of one situation where Corvette is totally out of place: standing still.

Chevrolet Division of General Motors, Detroit, Michigan.

'64 CORVETTE STING RAY BY CHEVROLET



Instructions: Clip along the dotted line

After that, you're on your own.

But you'll think of something. That's a Corvette Sting Ray—Convertible on the left, Sport Coupe on the right. The name Corvette put America back on the sports car map and Corvette owners in a class by themselves.

Corvette did it, and does it, with a bon vivant of an extra-cost V8 that hits 375 hp, a ride you don't expect from sports cars, extravagant concern for your personal

comfort, looks most stylists would be too timid to even suggest, and an elaborate style of doing things you probably thought went out with the last Roman emperor.

All this soul-soothing adventure without ever leaving civilization! A good dose of Corvette could forever change your mind about sports cars—and your Chevrolet dealer will lend a helping hand.

Chevrolet Division of General Motors, Detroit, Michigan.

'64 CORVETTE STING RAY BY CHEVROLET



"If there were people who doubted whether or not the large American companies knew how to build a real sports car or whether or not they were interested in building one, they all know differently now."

—Paul Frere, Auto, Motor und Sport

Noted European automotive journalist Paul Frere recently put a Corvette Sting Ray through its paces in a road test for the German magazine, Auto, Motor und Sport. The above is a summary of his findings. Below are a few detailed comments.

Speaking of Corvette's handling, Mr. Frere said, "The driving characteristics of the Sting Ray are by all means comparable with the best European sports cars. The suspension is soft but well adjusted, which gives you a high degree of driving comfort and a feeling of safety at high speeds on streets which are not particularly smooth. . . . The steering has to be called exemplary."

Mr. Frere found the Corvette transmission to his liking: "The shifting itself is an actual pleasure with the short, precise and smooth lever. All gears are absolutely foolproof synchronized and the shifting process takes place as fast as you can move the lever from one position to the other."

Of the Corvette Sting Ray's overall sports car capabilities, Mr. Frere concluded, "The Sting Ray in this respect is not second to any one of the best European sports cars. . . . It can compete with them in price, even in Europe, and it tops them all in one area which is very important to those drivers who do not use their sports cars for fun only: There is a wide-spread, well organized customer service available."

America hears a lot about European sports cars. It's interesting to hear what Europe thinks about our sports car. . . . Chevrolet Division of General Motors, Detroit, Michigan.

CORVETTE STING RAY

CHEVROLET



SOME PEOPLE LIKE THIS CONVERTIBLE BETTER THAN THE COUPE

Probably because that hardtop* makes it a bit of both. It fits any Corvette Sting Ray Convertible. Snap it on and you're in a sealed car. Snap it off and you're outdoors. It's light enough to easily carry and attach. Fully finished, too—the headlining is keyed to seat upholstery color, the exterior matches body color. It's handsome in a different way than the Coupe, and it adds to the Convertible's practicality. Such things often get overlooked in the general hubbub over Corvette's performance, its revised '64 suspension, new 4-speed shift*, and a 327-cubic-inch V8 that now hits 375 hp*. One more thing—hardtop on or off, you still have the folding fabric top tucked away. That way, you save something for a rainy day. . . . Chevrolet Division of General Motors, Detroit, Mich. '64 CORVETTE STING RAY



*Optional at extra cost

CAN A SPORTS CAR FROM THE WRONG SIDE OF THE OCEAN MAKE GOOD?

Some people thought Corvette had a nerve even trying.

But you can't keep a good car down. The Corvette Sting Ray caught on. Now it's just about the most popular sports car sold in America. Regardless of price. Or what side of the ocean it came from.

Why do people pick Corvette when tradition points the other way? Maybe because Corvette started a few traditions of its own. Such as making high performance a production standard. And taking the hysteria out of the price. And coddling you with interior comforts once limited to passenger cars. And offering two models—Coupe and Convertible. Then letting you pick just the Corvette for your tastes, with four V8's up to 375 hp*. Performance options* like cast aluminum wheels. And many other options, of all kinds.

One more Corvette tradition: parts and service are available wherever you travel in the United States.

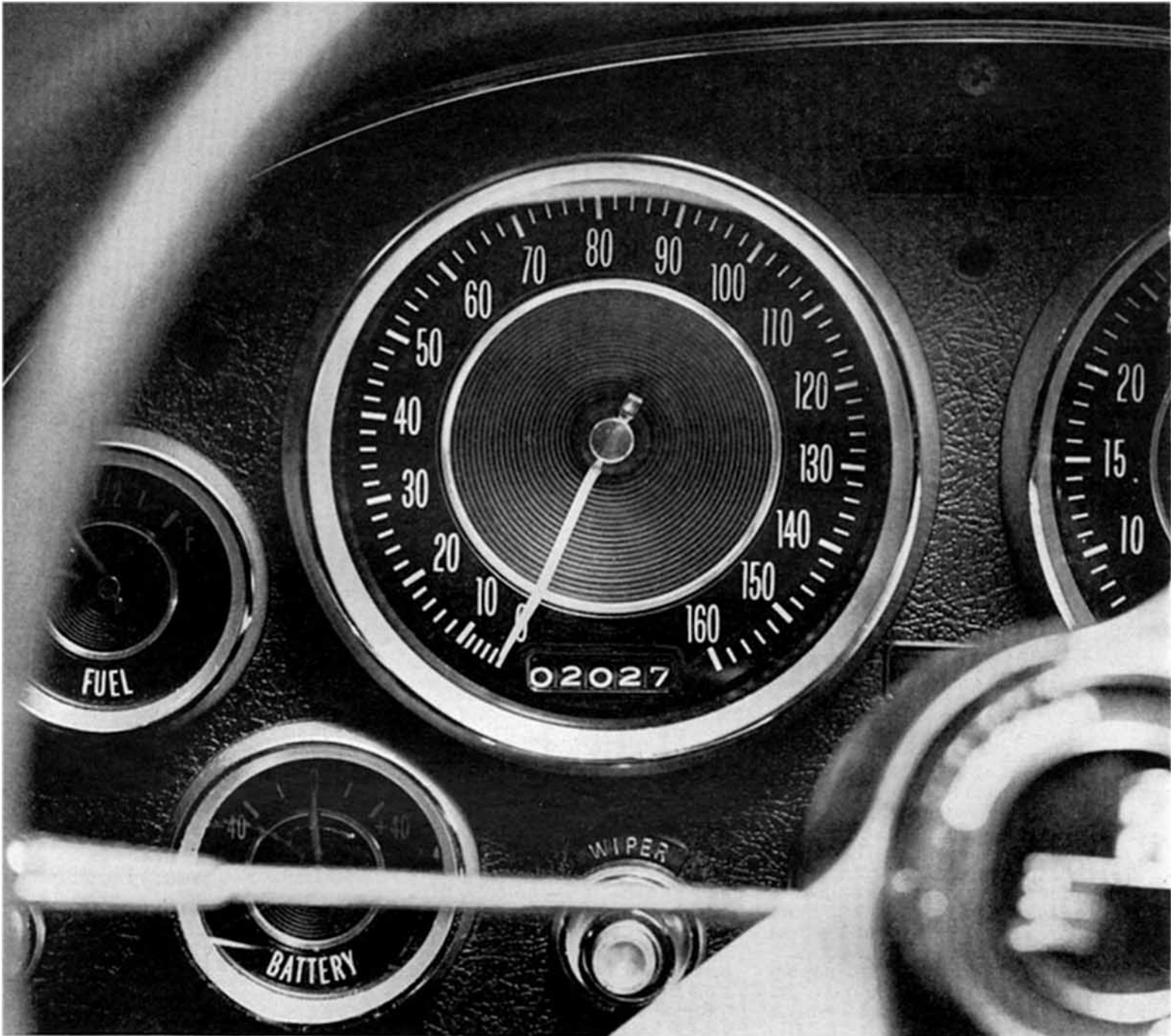
Obviously, there's an ocean of difference between Corvette and other sports cars. And we wouldn't trade places with anybody. . . . Chevrolet Division of General Motors, Detroit, Mich.

*Optional at extra cost

CORVETTE STING RAY

CHEVROLET





THIS MUCH EXTRA PERFORMANCE IS LIKE MONEY IN THE BANK

More than you need, but how nice to know it's there.

More performance at the top end means more performance lower down. Take Corvette's 327-cu.-in. V8, for example. More response in every gear, the extra surge today's highway driving often demands. The sudden snap, the keen edge, the zest for doing all that's asked of it—with a lot left over—that makes a great sports machine. And while lesser engines with lower performance limits scream their little lungs out on the highway, Corvette just loafs along.

Like money in the bank, this huge power reserve breeds a confidence that helps make Corvette-driving something apart—even from other sports cars.

There's one problem with all this money in the bank, though. It's no fun unless it's yours. Chevrolet Division of General Motors, Detroit, Michigan.

CORVETTE STING RAY





WE MAKE VERY FEW CORVETTES LIKE THIS

Look closely. Those are cast aluminum wheels. They're one of several optional-at-extra-cost performance items Corvette supplies to the handful of enthusiasts who demand them.

If you want a 36.5-gallon gas tank, we have it. There are special performance equipment packages too. They include heavy-duty brake and suspension parts, and they're available only with the 375-hp Ramjet fuel-injected V8, 4-speed shift and Positraction equipment.

Why all these extra-cost options for a handful of enthusiasts? Well, we built the Corvette Sting Ray when we found that not everybody wants the same kind of car. And the options came in when we found that not everybody wants the same kind of Corvette. Options let you get just the Corvette you want. To the exact degree.

You can't fit people to the car. So we fit the car to the people....Chevrolet Division of General Motors, Detroit, Michigan. '64 CORVETTE STING RAY

