

GM

MARK OF EXCELLENCE



Handle with driving gloves.

Some cars you have to handle with kid gloves. Not so with Corvette.

Because under that sleek hull is a sports car capable of handling any road you'd care to put before it.

Behind fat F70 x 15 tires are disc brakes all around. And an advanced fully independent suspension. That glues Corvette down to roads most other cars just can't come to grips with.

Under that long stretch of hood: a standard

300-hp V8. Or order the 350-, 370-, 390- or 460-hp engine. All are backed up by a 4-Speed shift and Positraction rear axle.

And to help you keep tabs on all this, there's an instrument panel that reads out like Apollo 13.

Big tach. Ammeter. Oil pressure gauge. Running light monitors—the works.

Corvette. Go ahead and try one on a road.

It fits like a glove.

Putting you first, keeps us first.



'70 Corvette. What else.

Here it is. It's not really a whole lot different looking. But in 17 years, we've never changed it just to change it.

And there's one thing that hasn't changed at all.

The Corvette idea.

It's still a car that's built for the

person who drives for the sheer excitement of it. For the driver who enjoys the true feel of the road.

Yet, it's still a car you can drive at

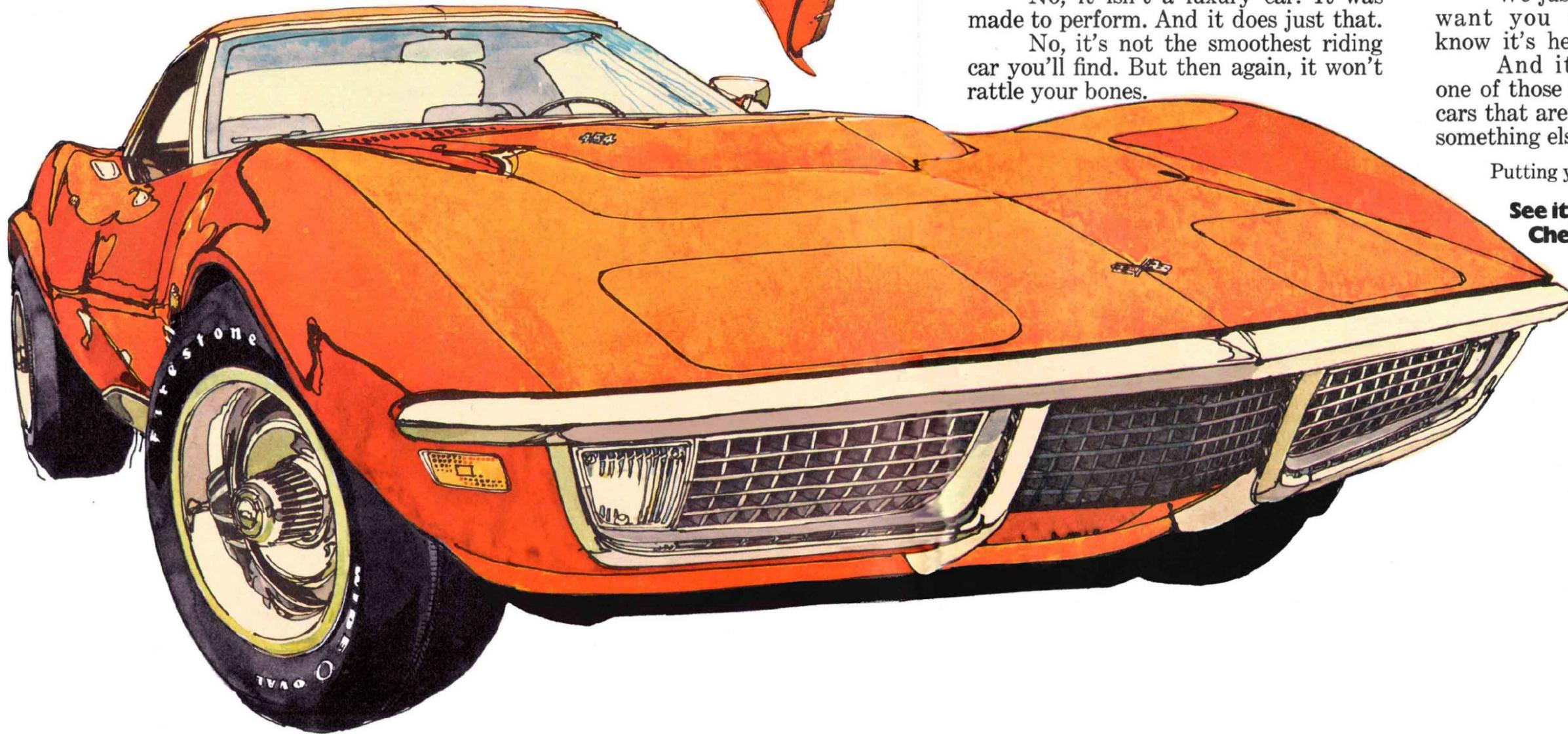
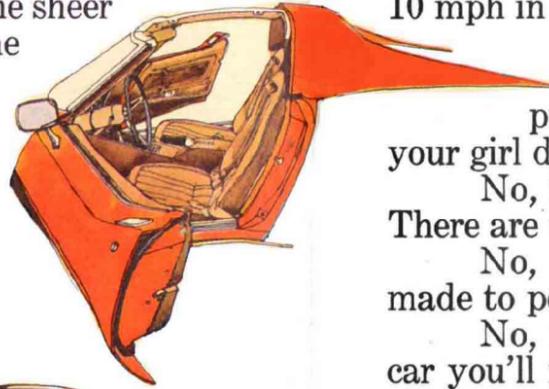
10 mph in a traffic jam.

It's still a car you can swing out to the beach in. Or pull up in front of a theater with your girl dressed to the teeth.

No, it isn't a hard-core sports car. There are too many nice things about it.

No, it isn't a luxury car. It was made to perform. And it does just that.

No, it's not the smoothest riding car you'll find. But then again, it won't rattle your bones.



What it is is a new Corvette. It's refined for '70. The 4-Speed is standard. So is tinted glass. There are even a couple of new engines. All the way up to the 460-hp Turbo-Jet 454.

But if we know you, you'll find out all that for yourself.

We just want you to know it's here.

And it's one of those few cars that aren't something else.



Putting you first, keeps us first.

See it, Feb. 26th. At your Chevrolet Sports Dept.

