

IT GOES BIG . . . WITH SPECTACULAR NEW SHAPE!

CHEVROLET

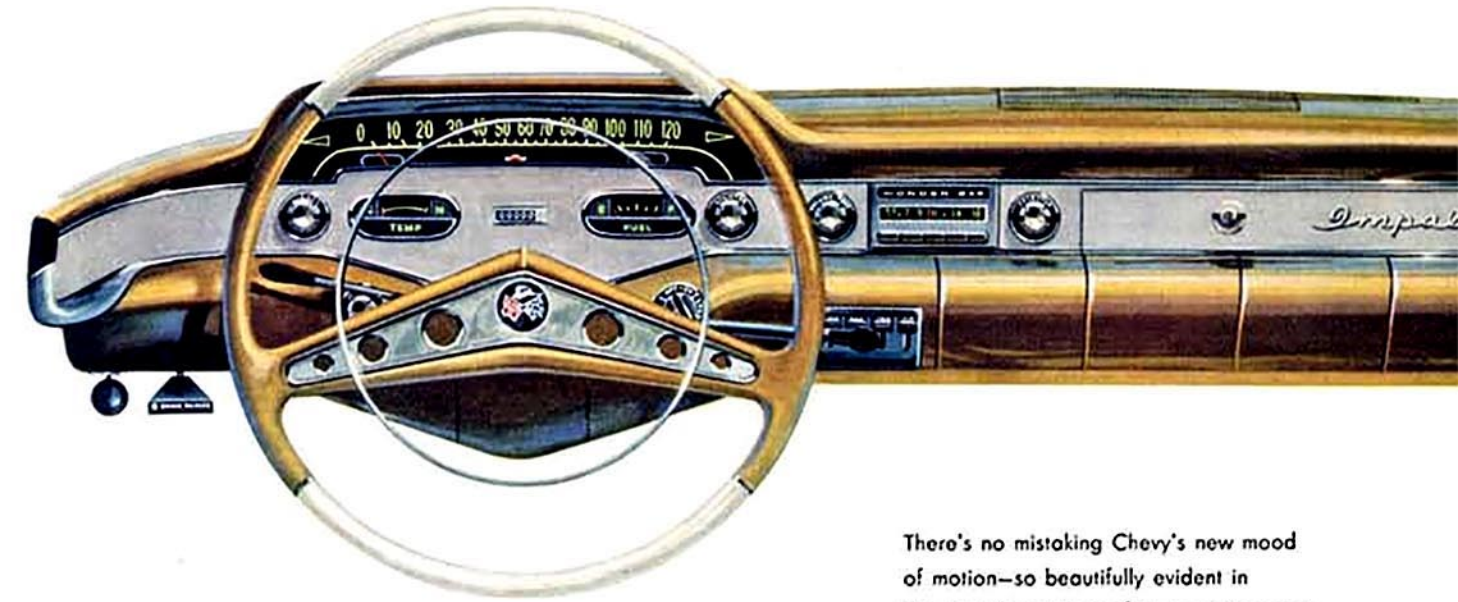
1958





UNVEILING THE LOWER, WIDER, LONGER '58 CHEVROLET . . .

From your very first glimpse of the spectacular new Chevy you'll catch a hint of the exciting and wonderful things that have happened. For '58, Chevy's gone big . . . with Sculpturamic styling! Longer? You know it . . . lower, wider, deep-down new. From road to roof it brings you new glamor, new performance, a wonderful new floating way of going. It happens in 17 stunning models—from incomparable Impalas, scarcely shoulder-high—to a corral full of glamorous new station wagons. It brings you a new kind of road-smoothing, nerve-soothing ride, with a brand-new chassis . . . a whopping new wheelbase . . . a rugged new frame that's actually X-built . . . a new Full Coil suspension . . . a new Level Air suspension, optional at extra cost, to make "riding on air" a reality. When it comes to going, that's where you'll agree Chevy really shines . . . with new V8's like nothing you've known before! There's a brilliant 6 for top thrill . . . new twin driving lights . . . new wraparound windshield and Safety Plate glass all around . . . new foot-operated parking brake . . . an automatic drive with triple-turbine takeoff . . . literally dozens of other advances. It all adds up to a spectacular stride in newness . . . yours in the '58 Chevy!



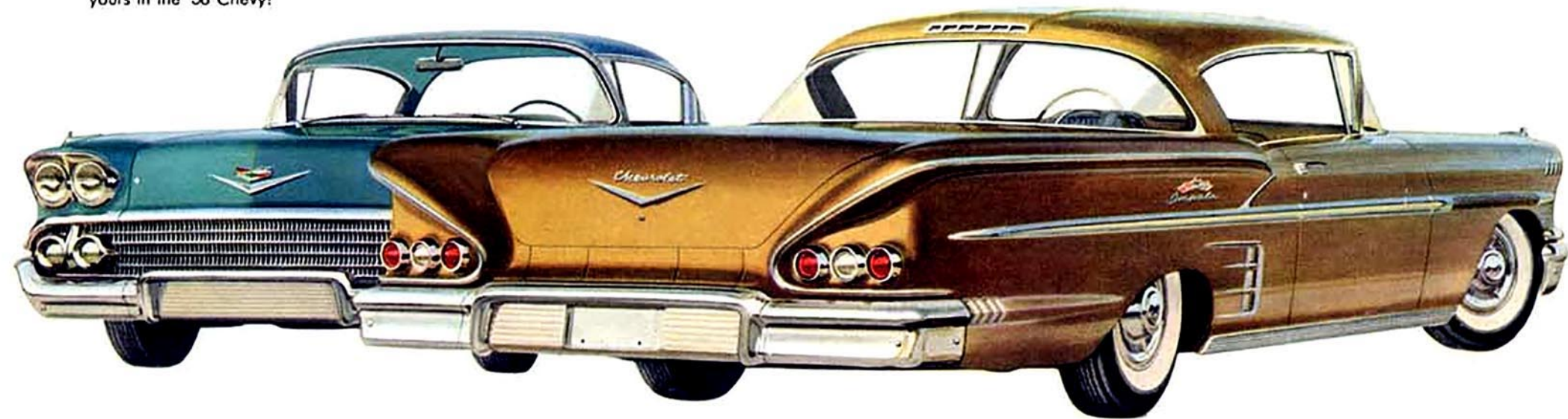
There's no mistaking Chevy's new mood of motion—so beautifully evident in the smooth contours of its new instrument panel*. Textured instrument inserts are set off against a brushed metal background. Note, too, the deep-hubbed steering wheel, inspired by sports cars. *RADIO AND HEATER OPTIONAL AT EXTRA COST



THE BISCAINE 2-DOOR SEDAN

THE ADM4 4-DOOR 6-PASSENGER STATION WAGON

THE DELRAY 4-DOOR SEDAN



THE BEL AIR SPORT COUPE

THE IMPALA SPORT COUPE



IMPALA—excitement on wheels

the BEL AIR series

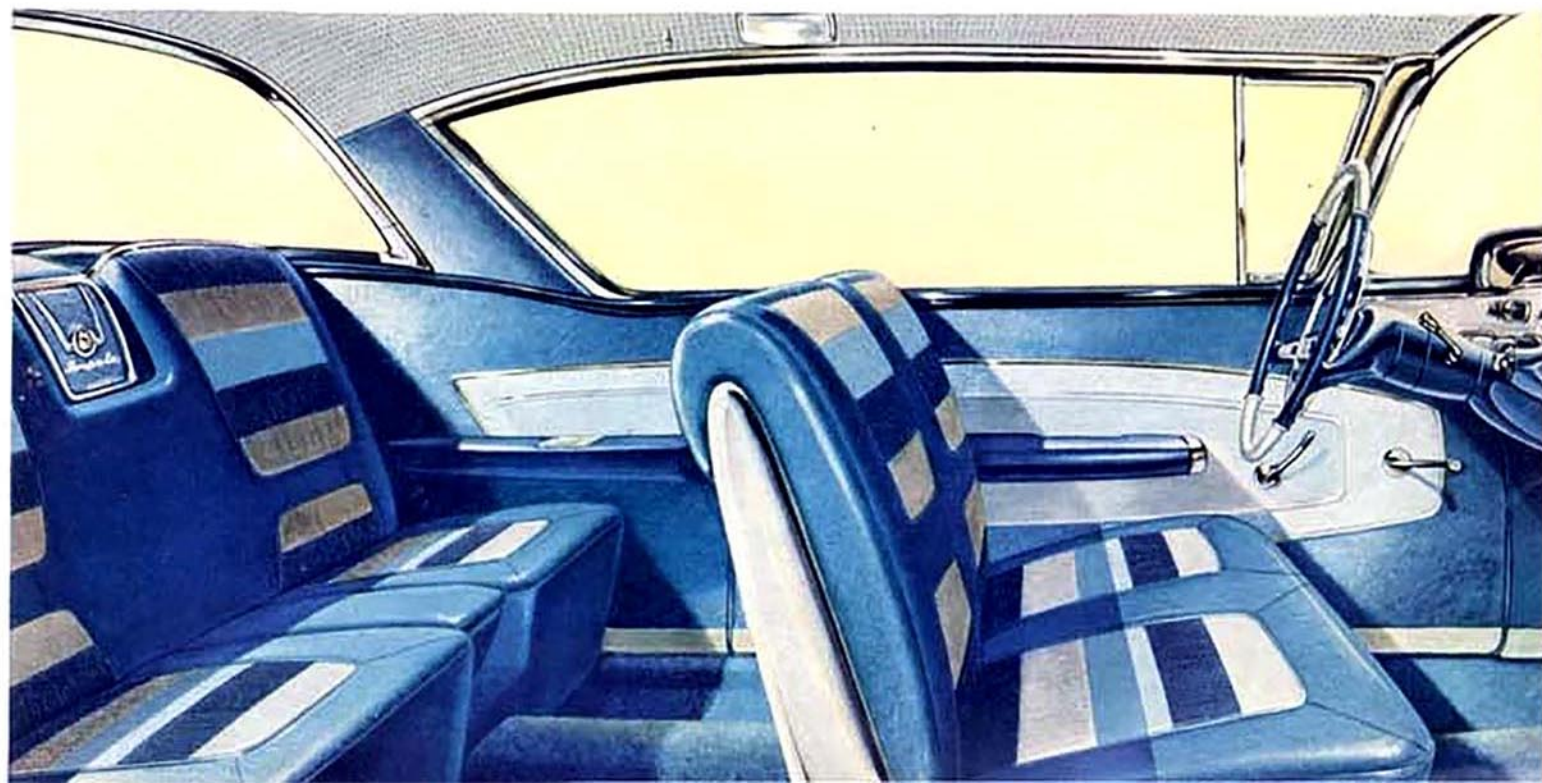


Chevy's new gull-wing fender styling lends an air of soaring grace, luxurious width. Impalas are daringly low, more than seventeen feet long! They feature triple taillight grouping—dual tail lamps, back-up lamp, stop and directional signals—all integrally styled. You can be proud to be seen in it . . . it's the prettiest rear view on the road.

THE IMPALA CONVERTIBLE
IN ONYX BLACK

THE IMPALA SPORT COUPE INTERIOR

In luxury lounge interiors you get wall-to-wall luxury, tailored in the most beguiling new colors a car ever wore . . . supple vinyls . . . gaily textured fabrics . . . panels in hues of anodized aluminum. There's a hideaway armrest in the Impala rear seat, and front seat armrests have built-in reflectors to warn oncoming cars when the doors are opened.

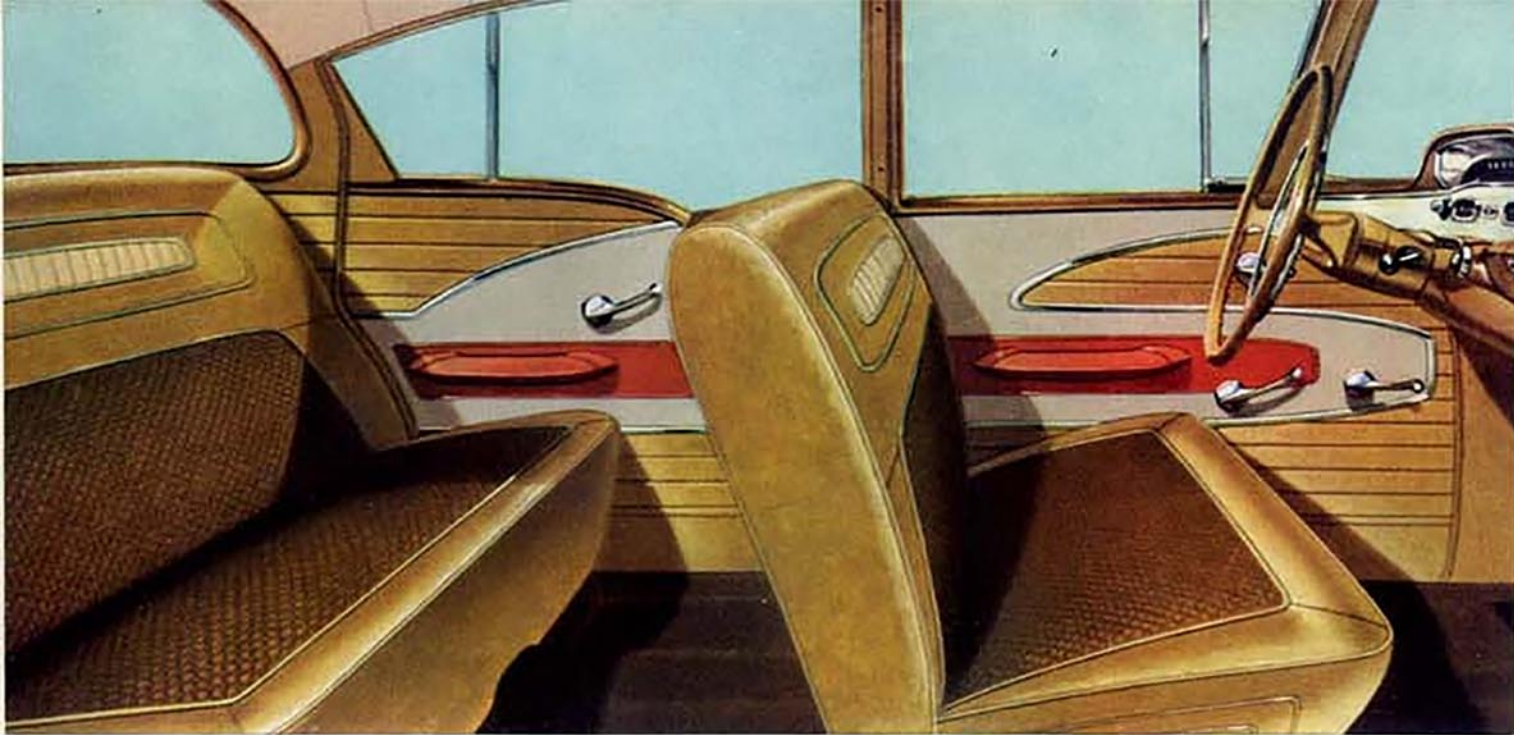


THE IMPALA SPORT COUPE

IN SILVER BLUE AND SNOWCREST WHITE

Newest heartthrob in sight—the Impala Sport Coupe. Longer by over nine inches, lower by more than two, the Impala, like every '58 Chevy, wears the look of a car just naturally born for the road. Begin at its massive new grille and multiple roadlights . . . sweep your glance along its taut, sleek length. This is the newest—that's for sure!





BEL AIR 4-DOOR SEDAN INTERIOR

In your '58 Chevy you'll be surrounded by new luxury, new smartness—comparable to the costliest of cars. Vibrant colors in exciting fabrics . . . ribbed vinyls . . . always in harmony with whatever exterior tones you choose.



THE BEL AIR 4-DOOR SEDAN
IN HONEY BEIGE AND ANNIVERSARY GOLD

You'll praise the extra roominess of Chevy's huge luggage deck—25 cubic feet of easy-to-reach space! There's Safety Plate glass throughout, even in the new expanse of rear window that wraps fully around to give you better vision . . . an all-fender view for the driver.



THE BEL AIR 2-DOOR SEDAN
IN COLONIAL CREAM

With those new slim door pillars and Sculpturamic styling you can easily imagine it's a hardtop. Well, give fancy full flight, for this is the shape that all regular Chevrolet sedans come in for 1958.



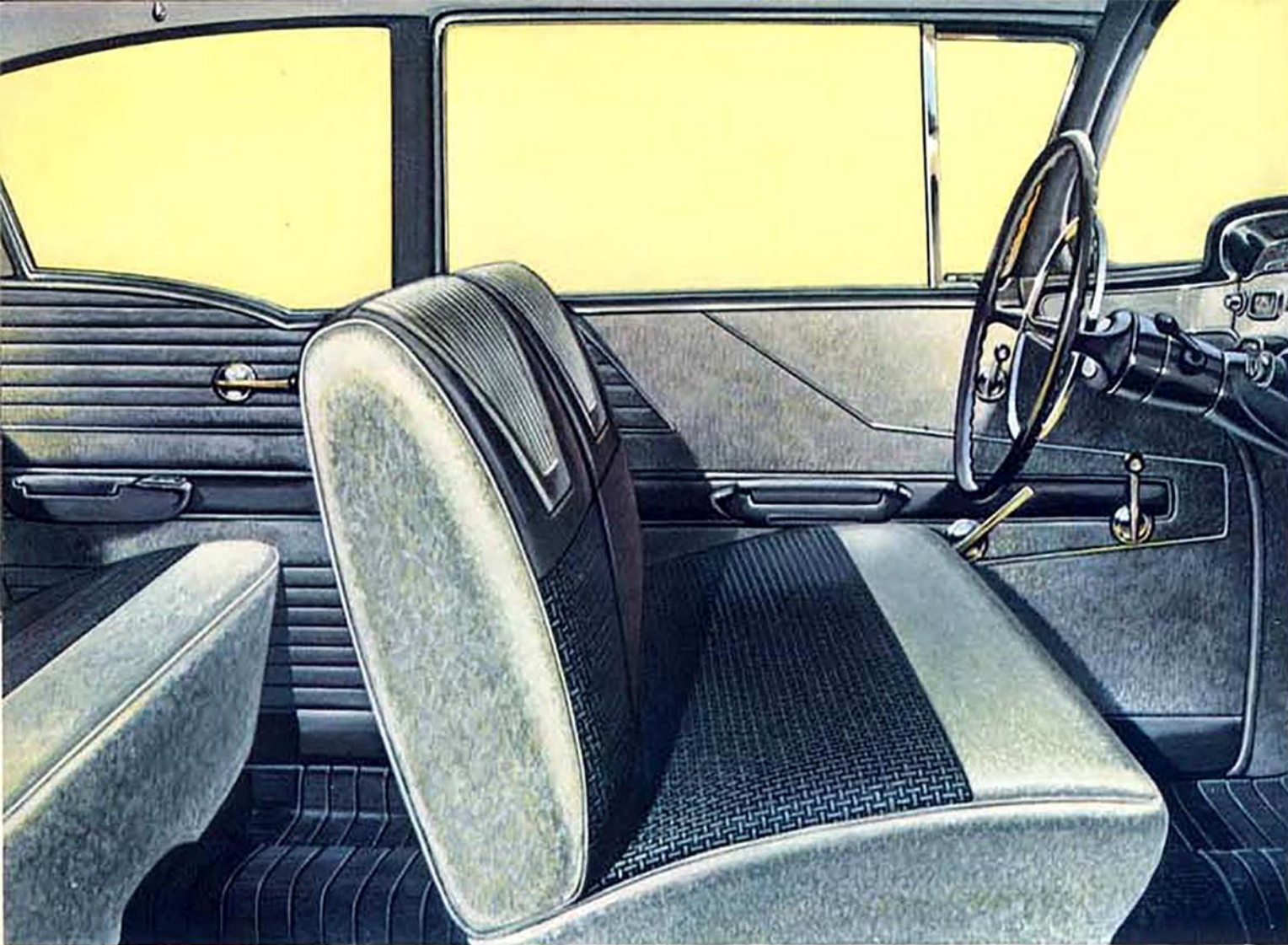
THE BEL AIR SPORT COUPE
IN TROPIC TURQUOISE AND AEGEAN TURQUOISE

Your picture window on wheels—that's excitingly true of any Chevy hardtop. There are three to choose from for '58. They're daringly low—wider and larger by far. Note, too, the sparkle that full-swept lance moldings and anodized aluminum inserts lend this Bel Air beauty. Try one for '58 fun!



THE BEL AIR SPORT SEDAN
IN CAY CORAL AND ARCTIC WHITE

Behold the head-turning look of the year—bigness in sculptured steel! But Chevy's new shape is more than just glamorous—it's wonderfully functional, too. Take those massive twin headlights, for instance—on high beam they doubly pattern the road for safer driving at night. You'll find other bright touches just like them . . . by the carload in the '58 Chevrolet.



BISCAYNE 2-DOOR SEDAN INTERIOR

No compromise with roominess in this luxury lounge interior. You'll find smart appointments everywhere, with all the attention to craftsmanship for which you look to Body by Fisher. Biscayne interiors in bright basketweaves and leather-grain vinyls are in shades that harmonize with exteriors. And, as in every series, you'll find electric windshield wipers an added fine-cut feature standard on V8 models.

the BISCAYNE series



THE BISCAYNE 2-DOOR SEDAN
IN SIERRA GOLD AND ARCTIC WHITE

In Chevrolet's new middle-priced series every flowing line says elegant things about you—from dual roadlight styling to wing-fashioned rear fenders. New thinline pillar styling retains the brawn of steel columns in all conventional-roofed models. Notice, too, the generous width of doors to ease your ins-and-outs.

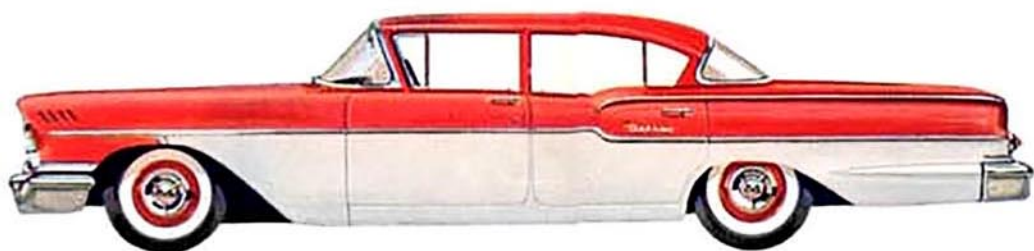
THE BISCAYNE 4-DOOR SEDAN
IN CASHMERE BLUE AND FATHOM BLUE

longer looking? You know it—by more than nine inches! Wider, too. And Chevy's big new wheelbase keeps you road-snug in a new kind of way. Whichever model you choose for your brand of Chevy fun, there are five V8's or a 6, eager to show you the way.



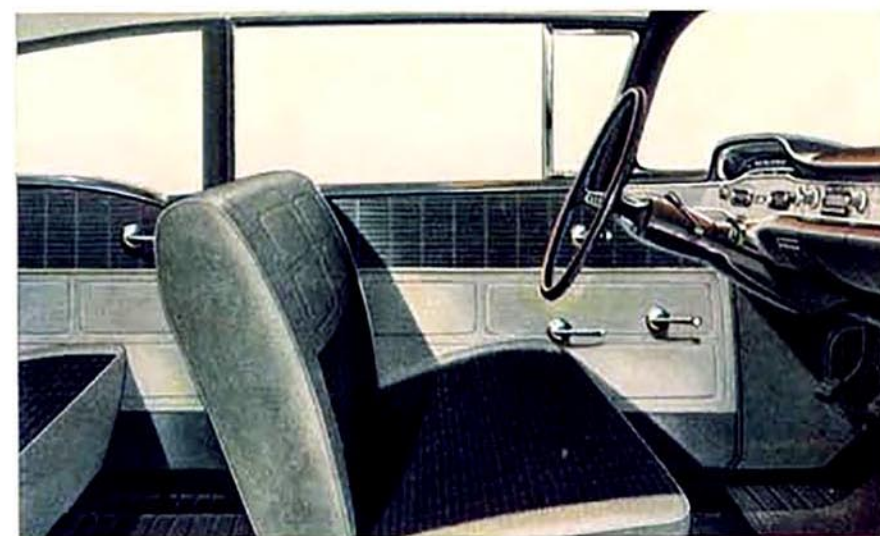
THE DELRAY 4-DOOR SEDAN
IN ARCTIC WHITE AND RIO RED

Like going places in high style at low cost? Look no farther than this shapely 4-door favorite. Your family's small ones can practically sight over the roof—it's that low. The tall ones can stretch out in full-legged ease—it's that long. And the traveling's as nifty as the price is thrifty, thanks to Chevrolet's new Safety-Girder frame and Full Coil suspension.



THE DELRAY 2-DOOR UTILITY SEDAN
IN FATHOM BLUE

Meet business ability all wrapped up in glamor. This beauty has oversize room for extra loads. Its easy-to-get-to rear compartment makes a carryall for cargo. And there's still roomy comfort for three passengers in the front seat. Of course, as in every Chevrolet, turn signals are standard.



DELRAY 2-DOOR SEDAN INTERIOR

You'll be sitting pretty in this thrifty sedan. It's got Chevy's floating new ride with solid comfort and quiet that only Fisher Body experts can impart to a car's inner secrets—deep-down quality that extends beyond fabric or appointments. This is low-priced fashion that makes you want to go!



THE DELRAY 2-DOOR SEDAN
IN TROPIC TURQUOISE

You'd never guess this Delray's low price tag. For Chevrolet's budget-priced series has all the deep-down newness of the others, with a smartness all its own. The widespread use of anodized aluminum, stainless steel and chrome spells quality that belies low cost—plus spirited new performance in high-compression V8's or a 6.

the DELRAY series

CHEVROLET STATION WAGONS . . . BIG NEW GLAMOR AT WORK OR PLAY!



You'll note five new Chevy wagons for 1958—the prettiest quintet in view! From the eye-thrilling new Nomad to the thrift-priced Yeoman, there's big new glamor, eager to do half-ton chores and have fun when they're done. One Brookwood model handsomely totes nine passengers. Note the newness in gracefully sloping pillars, gull-wing fenders, full wraparound rear windows, and the roof-recessed liftgate with its greater floor-to-ceiling loading height. All this can be yours for '58 . . . eager to travel at the click of a tailgate! (Ask for the special Station Wagon catalog.)

the NOMAD—4-door 6-passenger station wagon
IN SIERRA GOLD



the Brookwood—4-door 3-passenger



the Brookwood—4-door 6-passenger



the Yeoman—2-door 6-passenger



the Yeoman—4-door 6-passenger

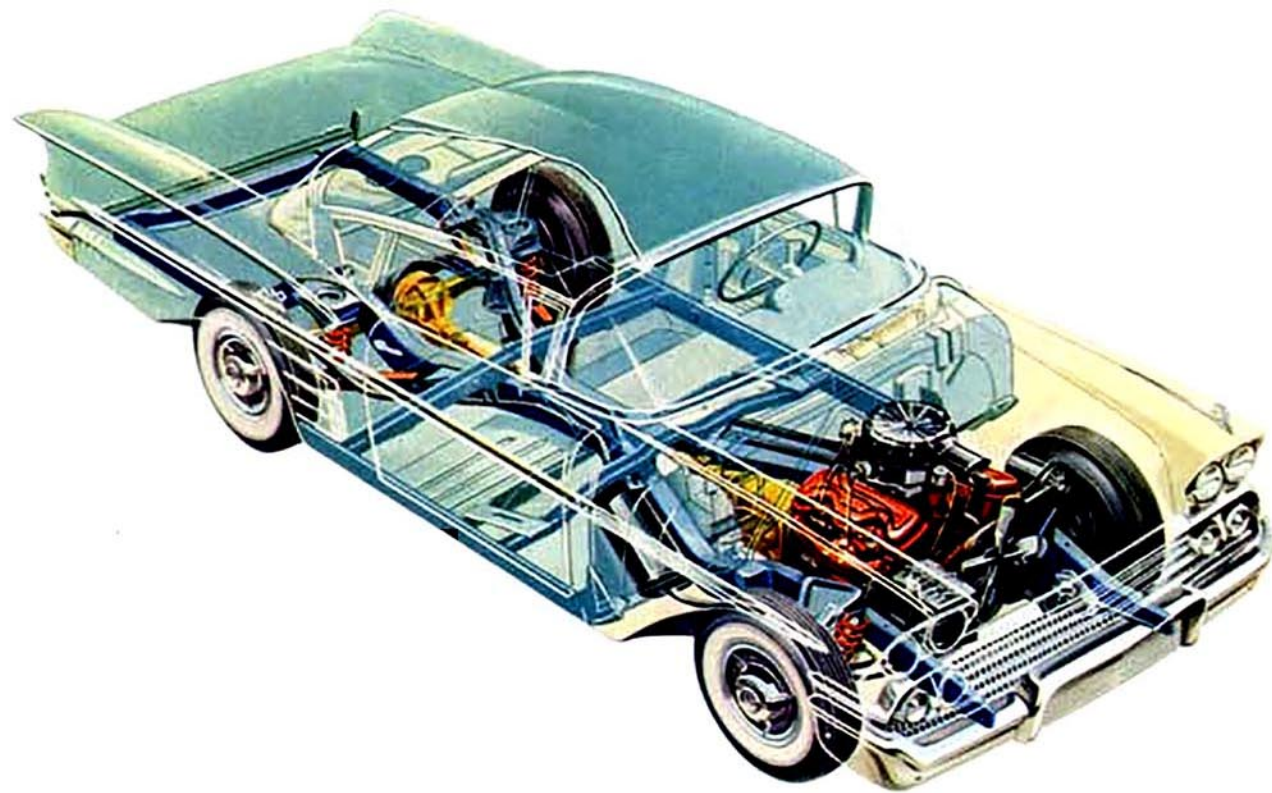
'58 CORVETTE—SWEETEST TWO-SEATER GOING!
IN CHARCOAL AND INCA SILVER

Sports car . . . just-for-fun car . . . sweetest two-seater in the land! Nothing on wheels handles more nobly. Nothing on the road or at a rally matches its style of leading two lives! For while Corvette is a pedigreed sports car, born to the Grand Prix, it's also the leisure car supreme! In its newest guise it boasts a brave new bonnet . . . new cockpit . . . new styling . . . new twin roadlights . . . a wide choice of engines, drives and sports car options. Available with quick-change hardtop, powered* or manual soft top . . . powered* or roll-up windows, and a gala array of colors. Log some time in it—there's a new way of life at the wheel! (Ask for the special Corvette catalog.)

*EXTRA-COST OPTION

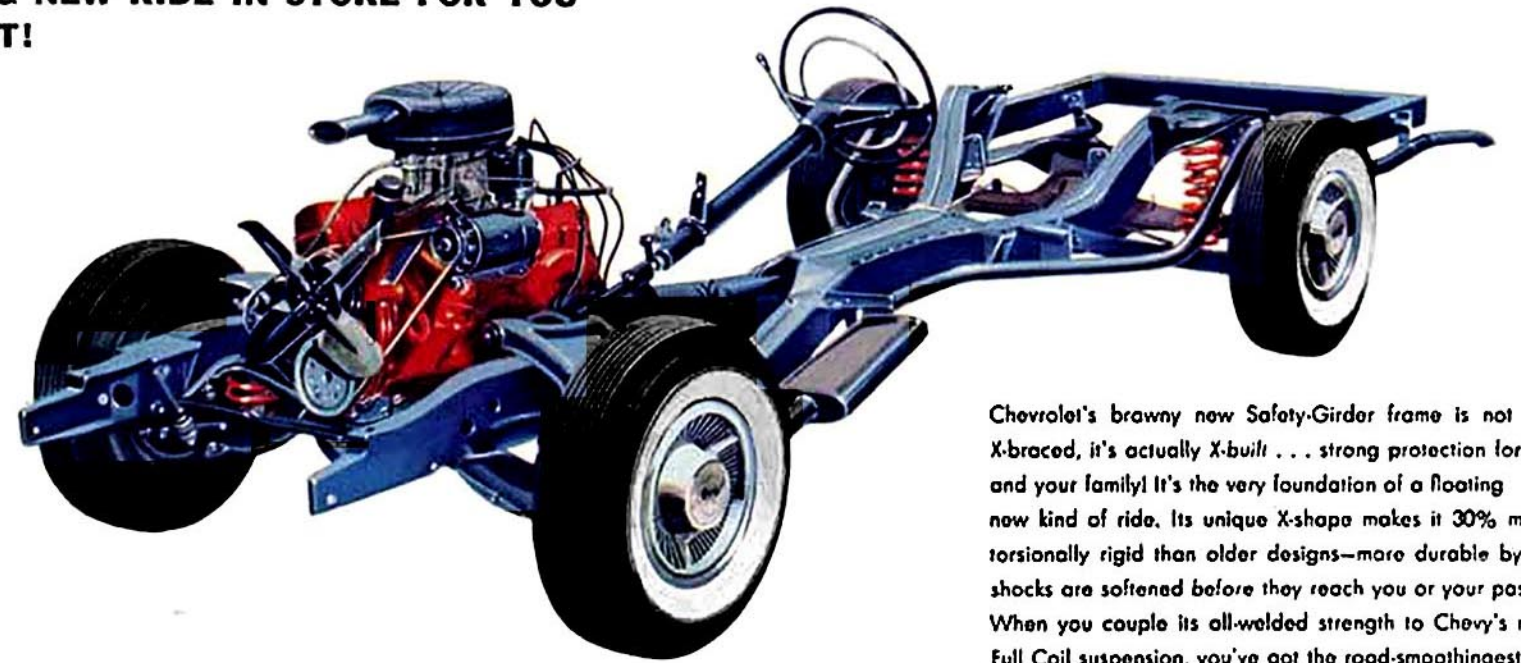


**NO CAR IN CHEVROLET'S FIELD BRINGS YOU MORE DEEP-DOWN NEWNESS
... WITH BIG NEW CHANGES FROM ROAD TO ROOF!**



Alluring new looks aren't all you will find in Chevy! Far from it, for never were so many basic advances made under one roof. From the ground up you'll be driving a totally new car—with a brand-new chassis, a rugged new body, engines that are new from the inside out. Check it stem to stern; Chevy is as sturdy as a steel-ribbed ship thanks to its new Safety-Girdler frame. There's a new Full Coil suspension that makes a rugged path seem steam-rollered new. There's a more rigid body that's comfort-dimensioned from wall to wall... in head and legroom, too. You can't separate one from another—so skillfully have styling, performance, comfort and ride been blended in the big new Chevrolet!

**THERE'S A FLOATING NEW RIDE IN STORE FOR YOU
AND CHEVY'S GOT IT!**

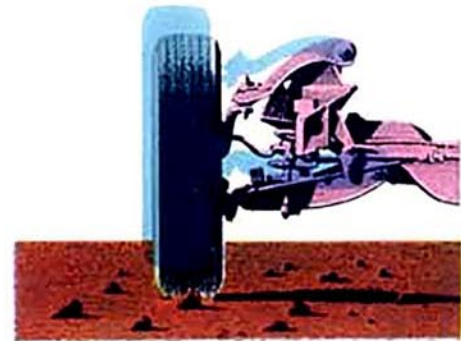


Chevrolet's brawny new Safety-Girdler frame is not merely X-braced, it's actually X-built... strong protection for you and your family! It's the very foundation of a floating new kind of ride. Its unique X-shape makes it 30% more torsionally rigid than older designs—more durable by far. Road shocks are softened before they reach you or your passengers. When you couple its all-welded strength to Chevy's new Full Coil suspension, you've got the road-smoothingest, nerve-soothingest ride you can imagine!

"RIDING ON AIR" ... NOW IT'S A REALITY



Now comes Level Air®—greatest advance of all in smooth going—equalled by no other car in Chevrolet's class! For no other suspension smoothes shock like air—it's a natural cushion between you and the road. It "paves" the way with a smoothness impossible with ordinary springs. And it's here now—yours for '58!



Chevy's new ride is sweeter and softer, the handling even better. It's partly due to improved Glide-Ride, the spherical-joint front suspension that makes a rough road seem as if it wasn't there.



Chevy's unique new 4-link rear suspension isolates big flexible coils from all driving and braking strains, leaving them free to cushion the ride. You'll know it, first time you glide through a bump!

SPECIFICATIONS

STATION WAGON AND CORVETTE SPECIFICATIONS IN SEPARATE CATALOGS

CHOOSE FROM 18 POWER TEAMS —AVAILABLE IN EVERY MODEL— See your Chevrolet dealer for prices	Turboglide	Powerglide	Overdrive	Synchromesh
280-h.p. Super Turbo-Thrust V8 348 cu. in., 9.5:1 compr. ratio Triple two-barrel carburetion	●			●
250-h.p. Turbo-Thrust V8 348 cu. in., 9.5:1 compr. ratio Four-barrel carburetion	●	●		●
250-h.p. Ramjet Fuel Injection V8 283 cu. in., 9.5:1 compr. ratio Ramjet Fuel Injection	●			●
230-h.p. Super Turbo-Fire V8 283 cu. in., 9.5:1 compr. ratio Four-barrel carburetion	●	●	●	●
185-h.p. Turbo-Fire V8 283 cu. in., 8.5:1 compr. ratio Two-barrel carburetion	●	●	●	●
145-h.p. Blue-Flame 6 235.5 cu. in., 8.25:1 compr. ratio Single-barrel carburetion	●	●	●	●

ENGINE
All Chevrolet engines feature valve-in-head design, hydraulic valve lifters, aluminum pistons, forged steel crankshaft, replaceable-insert main and connecting rod bearings, full-pressure lubrication, harmonic balancer, 12-volt electrical system, positive-shift starter, automatic choke, 3-point mounting. V8 engines feature independent operating mechanism for each valve, integral valve guides, chain-driven camshaft, five main bearings, full-flow oil filter*, four-quart oil

refill (without filter), and dual exhaust system (optional* on Turbo-Fire V8 and Super Turbo-Fire V8 engines). Turbo-Thrust V8 and Super Turbo-Thrust V8 engines have precision machined-in-bore combustion chambers and large free-flow valves. Blue-Flame 6 engine has shaft-mounted rocker arms, replaceable valve guides, four main bearings, gear-driven camshaft, by-pass type oil filter*, five-quart oil refill (without filter).

TRANSMISSION

TURBOGLIDE—Five-element torque converter with pump, three turbines, and dual-pitch stator controlled by accelerator pedal. Two turbine-operated planetary gear sets. Single forward "Drive" range. Grade retarder, powerful reverse, and positive parking lock. Selector sequence P-R-N-D-G-R.

POWERGLIDE—Three-element torque converter (pump, turbine and stator) with automatically controlled planetary gears in "Drive" range, manually selected for "low" and "reverse." Positive parking lock. Selector sequence P-R-N-D-L.

OVERDRIVE—3-speed Synchromesh plus 2-speed planetary overdrive, engaged semi-automatically above approximately 30 m.p.h. Downshift to direct drive by flooring accelerator. Lock-out control handle.

SYNCHRO-MESH—3-speed all helical gear Synchromesh with high torque capacity. Gear ratios matched to power team: 348-cu.-in. V8 first and reverse 2.2:1, second 1.31:1, third 1:1; 283-cu.-in. V8 first 2.47:1, second 1.53:1, third 1:1, reverse 2.80:1; 6-cyl. first and reverse 2.94:1, second 1.68:1, third 1:1.

CLUTCH

9 1/2-inch diaphragm spring type with Blue-Flame 6 engine. 10-inch semi-centrifugal diaphragm spring type with Turbo-Fire V8, Super Turbo-Fire V8 and Ramjet Fuel Injection V8 engines. 10 1/2-inch semi-centrifugal coil spring type with Turbo-Thrust V8 and Super Turbo-Thrust V8 engines. All clutches have cushioned disc and permanently lubricated throw-out bearing.

CHASSIS

SAFETY-GIRDLER FRAME—Low, rigid tunnel-center X-built. **FULL COIL SUSPENSION**—Four coil springs with double-acting shock absorbers and built-in leveling control. Independent front suspension with spherical joints, four-link rear suspension with rugged control arms above and below axle. Ride stabilizer bar on V8 models. **WHEELS AND TIRES**—14" wheels, 7.50 x 14 4-ply rating low-pressure tubeless tires (8.00 x 14 4-ply rating on convertible). **BRAKES**—Hydraulic, self-energizing 11" Jumbo-Drum with bonded linings. Foot-operated mechanical parking brakes, fingertip release. **STEERING**—Forward-mounted Ball-Race gear, balanced relay linkage. Overall ratio 23:1. **REAR AXLE**—Hypoid, semi-floating, ratio matched to power team. **FUEL TANK**—20-gallon capacity. **ELECTRICAL**—12-volt system, 54-plate battery, 30-ampere generator.

BODY

STRUCTURE—All-welded Fisher Unisteel construction, sealed and insulated, 14-point mounting. **EXTERIOR**—Polished lacquer finish, distinctive trim and identification for each series, horizontal dual headlights, directional signals, high-level cowl air intake, concealed fuel filler. **APPPOINTMENTS**—Single key locks, push-button door handles, crank-operated front vent windows, 2-speed electric windshield wipers (vacuum-boosted type with Blue-Flame 6 engine). **INTERIOR**—Luxurious combinations of nylon-faced fabric and vinyl seats (all-vinyl in convertible). Vinyl side trim. Two-spoke 17" recessed-hub steering wheel, and instrument panel distinctive for each series. Enclosed steering column.

DIMENSIONS

Wheelbase, 117.5". Front and rear tread, 58.8". Overall length 209.1", width 77.7", height Impala Sport Coupe 56.4", Impala Convertible 56.5", other models 57.4".

OPTIONAL EQUIPMENT*

Power steering. Power brakes. Power windows**. Power front seat**. Heavy-duty rear coil springs. Level-Air suspension**. Positraction rear axle. Heavy-duty clutch**. E-Z-Eye glass. Padded instrument panel. Side molding aluminum insert for Impala Convertible. Heater and defroster. Air conditioner**. White-wall and 8.00 x 14 4-ply black tires. Choice of radios. Safety belt. Shoulder harness. Oil filter. Heavy-duty generator**. Heavy-duty battery**. Oil-bath air cleaner, positive engine ventilation system**, engine governor**, and electric windshield wiper for Blue-Flame 6 engine. Full line of accessory equipment.

POWER ASSISTS*

Touch a button here, press a pedal there—like magic new driving fun is yours in the '58 Chevy!

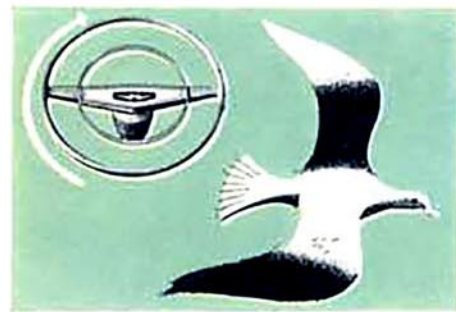
POWER STEERING lets you enjoy fingertip ease and safety with its effortless parking, its full-time control.

POWER BRAKES add to your assurance by yielding over a ton of stopping force at the touch of a toe.

ALL-WEATHER AIR CONDITIONING makes your car a haven of comfort—puts "fair weather" at your automatic bidding.

POWER SEAT—POWER WINDOWS meet your personal demands for individual comfort... it's all done with quiet electrical power.

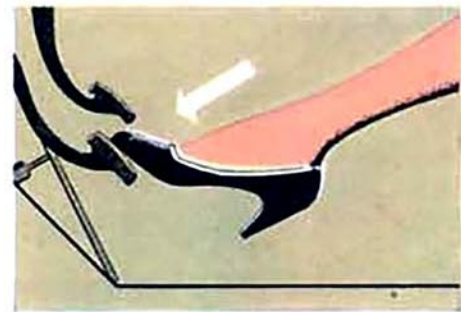
*Optional at extra cost. **Availability determined by either model or equipment.



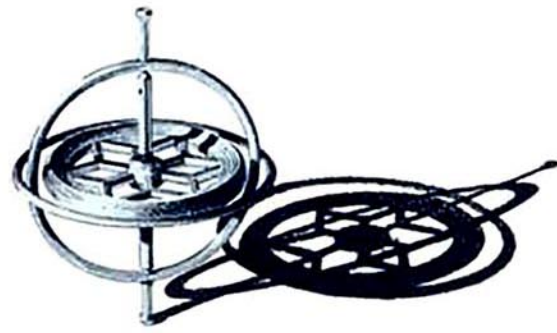
Steering instantly responsive to your touch! In the '58 Chevrolet this crispness of control is splendidly realized, thanks to improved Ball-Race steering, with new friction-cutting nylon bushings.



Increased Anti-Dive braking control and giant, bond-lined brakes make the '58 Chevrolet outstanding when it comes to straight-line, "heads-up" stops, free of excessive nose dive and bounce.



Want proof there's luxury everywhere in Chevy for '58? Look at this new foot-operated parking brake. It's much easier to use, and you'll find dozens of other exclusive new features like it!



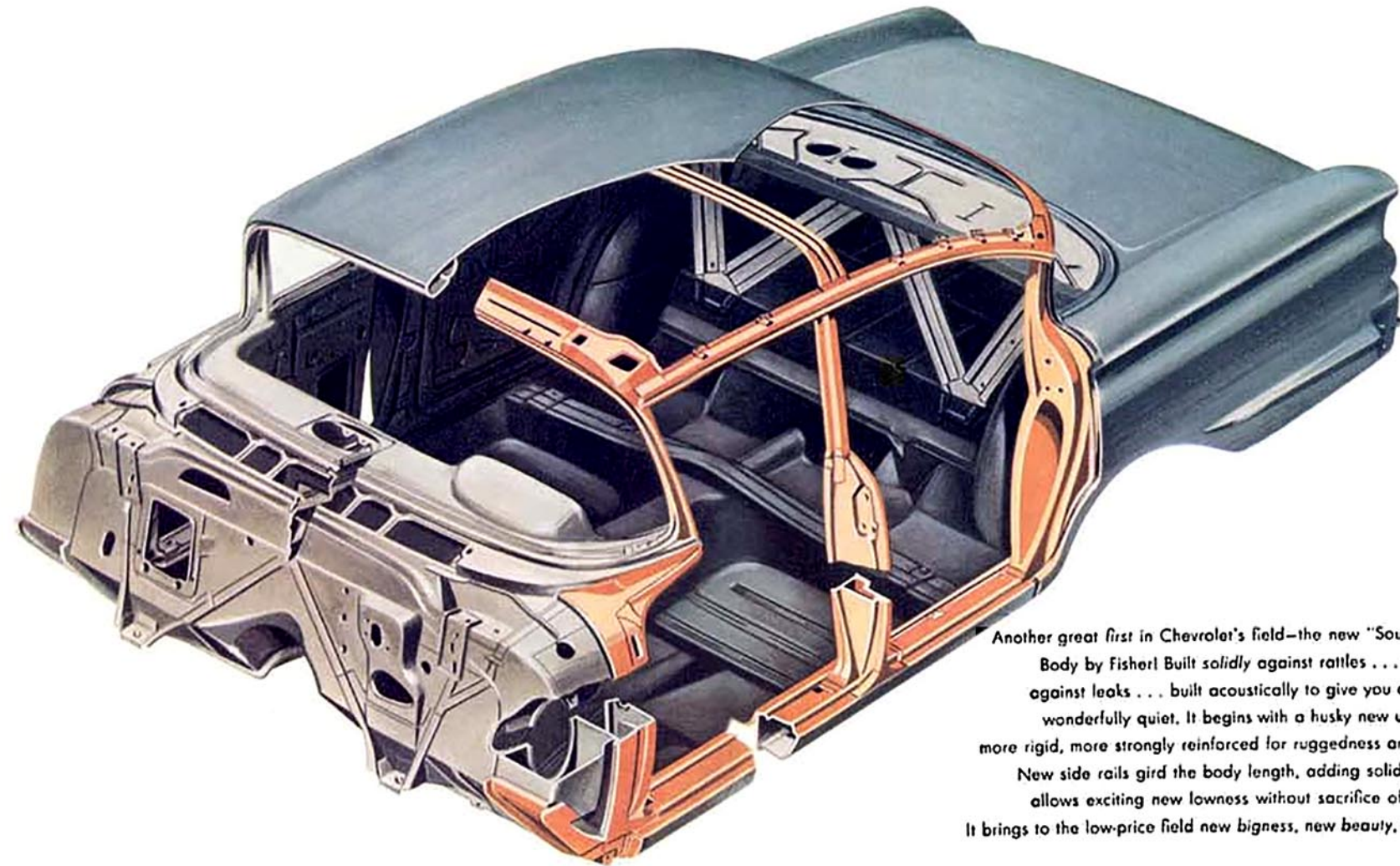
A rugged stabilizer bar in V8 models helps you keep a "steady keel" even in the tightest cornering. It adds to Chevrolet's rock-steady handling and hard-to-beat roadability.



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*EXTRA-COST OPTION

YOU GET THE MOST BEAUTIFUL NEW SHAPE A CAR EVER CAME IN . . . LOWER AND LONGER, WIDER AND STRONGER!



Another great first in Chevrolet's field—the new "Sound Barrier" Body by Fisher! Built solidly against rattles . . . built tightly against leaks . . . built acoustically to give you a ride that's wonderfully quiet. It begins with a husky new underbody—more rigid, more strongly reinforced for ruggedness and long life. New side rails gird the body length, adding solid strength. It allows exciting new lowness without sacrifice of roominess. It brings to the low-price field new bigness, new beauty, new brawn!

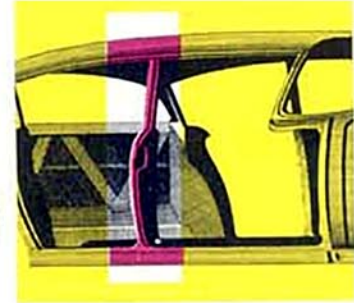
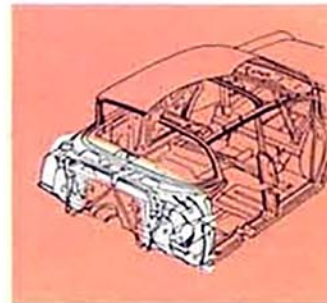
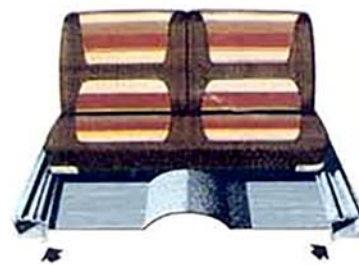
New box-section "side rails" tie directly to the double-walled cowl structure—adding strength and protection, extra life, too, to Chevrolet's all-steel Body by Fisher.

A new double-wall cowl arches rigidly across the full body width. It forms the chamber for Chevy's new High-Level ventilation that circulates a bountiful supply of air for greater driving comfort.

Integrated design goes deep down—to the underbody itself. Husky crossmembers add steel brawn to the body . . . and new underbody design helps give sleek new lowness and maximum legroom.

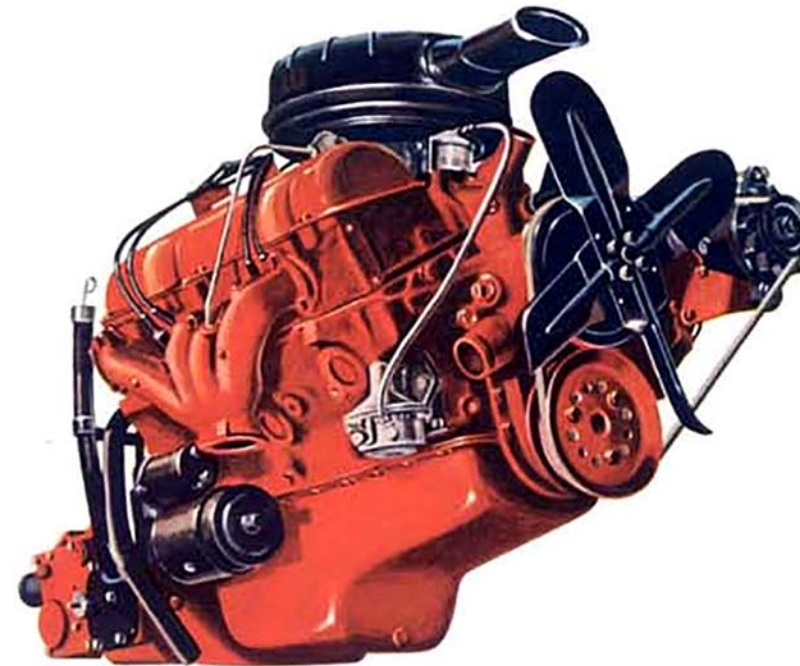
New, heavier body center pillars up to the belt line add solid "backbone." It means greater built-in safety—careful, strong protection for you and your family!

It takes nine careful steps to arrive at Chevrolet's polished lacquer finish that always looks its Sunday best. And, remember, in its field, only Chevy has it!



FIVE GREAT V8's AND A FUEL-THRIFTY 6 TO CHOOSE FROM!

TURBO-THRUST POWER . . . FROM THE INSIDE OUT, PERFORMANCE AT ITS NEWEST!



To bring you great new V8's, Chevrolet engineers went to the very heart of an engine—the combustion chamber where performance is born. They machined it for ultra precision, put it into a husky 348-cubic-inch block and then—built radically new V8's around it! What results are triumphs of dynamo smoothness that breathe more deeply, get greater going from fuel than ever! Engineers call it volumetric efficiency, but on the road it translates into new pace-setting performance . . . instant command! The Turbo-Thrust V8* has 4-barrel carburetion, the Super Turbo-Thrust V8* has triple 2-barrel carburetors. Both have Chevrolet's new Wedge-Fire combustion chambers. You can thrill to their spirited action in any Chevy you choose!

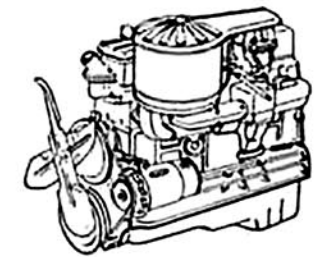
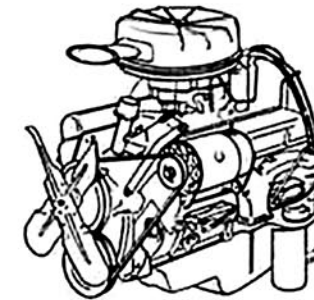
YOU GET THE INDUSTRY'S FINEST TRANSMISSIONS



TRIPLE-TURBINE TAKEOFF . . . YOU'LL KNOW THE FLOWINGEST GOING IMAGINABLE!

TURBOGLIDE*—the only automatic drive that gives you three turbines for an unbroken sweep of motion! It's infinitely s—m—o—o—t—h . . . you'll never feel a hint of a shift. You flick to "Drive" and—that's it. No "Low"—just one position for all normal going. To ease you safely down hills there's a Grade Retarder that saves your car's brakes. Smoother, safer Turboglide—exclusive from Chevrolet for the smoothest going ever!

*EXTRA-COST OPTION



. . . TWO MORE V8's TO CHOOSE FROM . . . AND A MORE BRILLIANT BLUE-FLAME 6

Perhaps you'll want to accent your fun with either of Chevy's compact 283-cu.-in. V8's. The Super Turbo-Fire V8* has a 4-barrel carburetor and compression ratio at a high 9.5 to 1; and Turbo-Fire V8 has 2-barrel carburetion, compression at 8.5 to 1. Like all Chevy V8's, each has new 3-point engine mounts, new full-bore, high pressure cooling, integral-with-block lubrication and fa-

mous short-stroke design. And for top thrill, there's the renowned Blue-Flame 6, economical running mate of Chevrolet's V8's. This year it's more efficient in a smooth new way! The compression ratio is higher, at 8.25 to 1. That's why this dependable leader in valve-in-head design will be more than ever regarded as the most budget-minded 6 on the road!

THE RAMJET FUEL INJECTION V8* BRINGS YOU A MOTORING FIRST!

Instant throttle response . . . sensational smoothness . . . quicker starts . . . top torque . . . even greater fuel efficiency . . . all can be yours in the Ramjet Fuel Injection V8*, available in every '58 model! Here, out of the fabulous future, is a motoring first—it entirely eliminates the carburetor to bring you engine performance in a class by itself!



POWERGLIDE*

America's favorite automatic transmission is bound to win new praise in the '58 Chevrolet. It's now more rugged than ever to add carefree miles to your motoring.

A FINER SYNCHRO-MESH

Here's standard shifting at its finest, with new gear ratios in V8's to give you greater performance. Smooth and quiet—keeping its Chevy promise of driving that's more fun!

TOUCH-DOWN OVERDRIVE*

You get a double gift of sparkling twin-range performance and fuel economy, all in one transmission! Overdrive saves engine wear and simplifies shifting in traffic.

CHEVROLET

1958

