

Count on Chevrolet to build the one you want

THERE'S 5 IN  
**64**  
CHEVROLET

Chevrolet

CHEVELLE!

CHEVY II

*Corvair*

Corvette

## '64 Chevrolet . . . new looks in a great new Jet-smooth luxury lineup

Make no mistake about it. Chevrolet for '64 is luxury-size in everything but price. New series this year: Impala Super Sport. It joins Impala, Bel Air and Biscayne. Each brings new buying worth to the full-size field. In every model, exterior styling is freshly created, distinctively '64. Inside, rich fabrics and glove-soft vinyls tempt your eye and touch. Underway, the quiet comfort of a Jet-smooth ride. Plenty of room in an overall sedan length of 209.9 inches. Power? Sixteen engine-transmission combinations. Team up your choice for your own special brand of driving.

### Impala Super Sport

Two sporty models in this fresh new series: Impala Super Sport Coupe and Convertible. Exclusive appointments in each with lavishly finished front bucket seats heading the list. Other neat SS touches: special wheel covers, body trim accents and nameplate. Beneath all this sporty beauty: Full Coil suspension for a Jet-smooth ride, easy-care features to save time and money. Fifteen color choices (six brand new) with Goldwood Yellow, a distinctive color shared by some Impalas. Standard engines: 140-hp Turbo-Thrift 230 six or 195-hp Turbo-Fire 263 V8. For extra spirit, five optional\* engines including the popular 340-hp Turbo-Fire 409. Standard transmission: 3-Speed Synchro-Mesh. Powerglide\* (featuring new "straight-line" shifting), Overdrive\* or 4-Speed Synchro-Mesh\* available.

\*Optional at extra cost.



IMPALA SUPER SPORT COUPE IN DAYTONA BLUE

### Impala Super Sport Interiors

Great for luxury lovers. Extra-thick foam cushioning in front buckets and full-width rear seat. Deep-twist carpeting underfoot. New soft expanded-vinyl treatment for seats and door panel areas. Bright-trimmed center console houses 4-Speed\* or Powerglide\* shift levers and handy storage compartment. Other niceties: bright SS identification trim, rear speaker grille and courtesy lights. Eight color-keyed interiors.

\*Optional at extra cost.



# Impala

Elegance is part and parcel of six Impala choices: Sport Sedan, Sport Coupe, Convertible, 4-Door Sedan, 4-Door 6- and 9-Passenger Station Wagons. Each has exclusive Impala trim to mark its graceful new style. Foam-cushioned seats finished in decorator fabrics, trimmed with leather-grain vinyl and tufted cloth. (All vinyl interiors in Convertible and Station Wagons.) Other standard luxuries: extra-long armrests with finger-tip door releases, back-up lights, parking brake warning light and electric clock, to name a few. Six beautiful interior color schemes. A seventh, black, is available only in Sport Coupe, Sport Sedan and Convertible. Optional wheel covers\* shown on all Impalas, below.

\*Optional at extra cost.

IMPALA SPORT COUPE IN LAGOON AQUA



IMPALA SPORT SEDAN IN MEADOW GREEN



ALL IMPALA MODELS SHOWN WITH OPTIONAL WHEEL COVERS\*



IMPALA 4-DOOR SEDAN IN PALOMAR RED

IMPALA 4-DOOR 6-PASSENGER STATION WAGON IN AZURE AQUA

IMPALA CONVERTIBLE IN GOLDWOOD YELLOW



# Bel Air

Pin down Bel Air's popularity and value heads the list. Bel Air for '64 proves the point. Exterior styling is newly created—front, side and rear—with a stay-fresh quality in every sculptured line. Easy-care features add to your care-free driving pleasure, save on maintenance costs. Inside, Bel Air brings a full measure of good taste and expertly crafted fabric and vinyl materials. Deep-twist carpeting, foam-cushioned seats front and rear, glove box light, automatic dome light, twin rear ashtrays and easy-to-clean vinyl headlining contribute their share to Bel Air's lasting worth. More of the good things in all four Bel Airs: 2- and 4-Door Sedans, 4-Door 6- and 9-Passenger Station Wagons.



BEL AIR 4-DOOR SEDAN IN SILVER BLUE



BEL AIR 2-DOOR SEDAN IN EMBER RED



BEL AIR 4-DOOR 9-PASSENGER STATION WAGON IN ALMOND FAWN

# Biscayne

Even small budgets find a friend in the full-size Biscayne. Roomy interiors upholstered in durable fabrics and leather-grain vinyl trim (all vinyl in Station Wagon) make saving seem more like splurging. And now, there's de luxe carpeting, foam-cushioned seats front and rear, four armrests and handsome new steering wheel. Easy-care features save as you go. A Delcotron generator prolongs battery life. Safety-Master brakes adjust themselves automatically. Long-life exhaust system adds miles of quiet motoring. Flush-and-dry rocker panels and special inner front fenders fight rust and corrosion, help keep that Body by Fisher showroom sharp. Magic-Mirror finish shrugs off road dirt and weathering. Comfort and convenience come aplenty. Crank-operated ventipanes, parallel-action electric windshield wipers. Dual sun visors, cigarette lighter, locking glove compartment and convenient keyless door locking. More full-size Chevrolet trade-marks: huge deepwell trunk, blended-air heater-defroster, High-Level ventilation, single-key locking. Choose from 2- and 4-Door Sedans and 4-Door 6-Passenger Station Wagon.

\*Optional at extra cost.



BISCAYNE 2-DOOR SEDAN IN SATIN SILVER



BISCAYNE 4-DOOR SEDAN IN DESERT BEIGE



BISCAYNE 4-DOOR 6-PASSENGER STATION WAGON IN BAHAMA GREEN WITH ROOF LUGGAGE CARRIER\*

## CHEVELLE! ...youthful looks and Chevy spirit in a completely new car

Like a lot of glamor with a youthful flair? Try Chevelle. It's freshly created, yet includes all of Chevrolet's traditional value and reliability. Full Coil suspension. Body by Fisher. Flush-and-dry rocker panels, other easy-care items. Inside, loads of family room, fashionably designed pattern fabric and vinyl interiors. Outside, a functional sedan length of 193.9 inches. Under the hood, your choice of four engines: standard Six or V8, optional\* Six or V8. 3-Speed Synchro-Mesh standard. Powerglide\*, 4-Speed Synchro-Mesh\* or Overdrive\* available. Your pleasant task—select from 11 great models in three new series: Malibu Super Sport, Malibu and Chevelle 300.

### Malibu Super Sport

First year out and Malibu Super Sport has everything going for it. All-new styling, easy-care features, neat touches to indulge the ego. Distinctive SS trim and wheel covers set the stage for its striking eye appeal. Value begins with sturdy perimeter frame. A coil spring at each wheel delivers a ride that's downright luxurious. For less maintenance: a battery-saving Delcotron generator, self-adjusting Safety-Master brakes, long-life exhaust system and protective inner front fenders. Special options\* for the sportsters: electric tachometer. Positraction rear axle, sintered-metallic brake linings. Two sporty models in Chevelle's finest—Super Sport Coupe and Convertible.

\*Optional at extra cost.



MALIBU SUPER SPORT COUPE IN ERMINE WHITE



MALIBU SUPER SPORT CONVERTIBLE IN EMBER RED

### Malibu Super Sport Interiors

Foam-cushioned front bucket seats, deep-twist carpeting, all-vinyl interiors. Special instrumentation, including oil pressure, water temperature, ammeter and fuel gauges. Electric clock and back-up lights. 3-Speed Synchro-Mesh transmission standard, lever mounted on steering column. Sporty console panel houses floor-mounted "straight-line" shift lever for Powerglide\* or stick shift for 4-Speed Synchro-Mesh\*. De luxe steering wheel with bright horn ring. Seven interior choices color-keyed to exterior colors.

\*Optional at extra cost.



# Malibu

New clean-cut design gives Malibu good looks that are great to live with. Interiors are a standout, too. Tailored fabrics accented with metallic threads and soft vinyl (all vinyl in Convertible and Station Wagons). Deep-twist carpeting, electric clock, cigarette lighter and lighted glove box. Count on Malibu for other fine items: padded armrests front and rear with built-in rear ashtrays, dual sun visors, back-up lights. As with all Chevelles, there are easy-care features, single-key convenience and foot-operated parking brake. Optional wheel covers\* shown on each Malibu below. Five model choices. Pick yours from Sport Coupe, Convertible, 4-Door Sedan, 4-Door 6-Passenger and 3-Seat Station Wagons.

\*Optional at extra cost.



MALIBU SPORT COUPE IN SADDLE TAN

MALIBU MODELS SHOWN WITH OPTIONAL WHEEL COVERS\*



CHEVELLE 300 2-DOOR SEDAN IN BAHAMA GREEN



CHEVELLE 500 4-DOOR SEDAN IN SILVER BLUE



CHEVELLE 300 2-DOOR 6-PASSENGER STATION WAGON IN ERMINE WHITE



MALIBU 4-DOOR 3-SEAT STATION WAGON IN AZURE AQUA



MALIBU CONVERTIBLE IN MEADOW GREEN

## Chevelle 300

Despite its nice-to-take price tag, the new Chevelle 300 doesn't stint one bit on room or value. Standard luxuries include foam-cushioned front seat, automatic dome light, double sun visors and electric windshield wipers. Padded armrests front and rear, with twin ashtrays in rear. Attractive interiors of patterned fabrics and vinyl with color-keyed floor mats of vinyl-coated rubber. Room where you want it. Every Chevelle 300 carries six adults in big comfort. Trunk space is luggage-engineered, takes a family's vacation baggage with room to spare. Fourteen exterior color choices. Four budget-saving models: 2- and 4-Door Sedans, 2-Door Station Wagon (exclusive in the Chevelle line) and 4-Door Station Wagon.

## Chevy II for '64... new V8 power perks up its pleasing, practical style

The big news is V8 power for Chevy II in '64. Result: trim Chevy II fashion and traditional easy handling with an optional 195-hp Turbo-Fire V8\* engine to do your bidding. Prefer going a bit more tempered? There's a new 155-hp Turbo-Thrift six\*. Or, try the standard 4- or 6-cylinder engines. They give great go on regular gas. Chevy II's trim size is still there, too, in a sedan length of 182.9 inches. Good-life features galore make driving Chevy II even more pleasurable, carefree. One last thing you'll like: Chevy II's low cost. You'll find it easy to take in any of six money-saving models in Nova or 100 series.

### Nova Interiors

Broad, deep foam-cushioned seats, front and back, finished in rich fabrics and soft vinyl (all vinyl in Station Wagon). Underfoot, fully carpeted floors give more elegance. Vinyl headlining. Generous-length padded armrests front and rear with built-in ashtrays in rear. Five interior color combinations keyed to fourteen exterior color choices, eleven two-tones.



### Nova

Solid luxury inside and out was never easier to own. New body side molding sets off Nova's pleasing style for '64. Special Nova elegance: fully carpeted floors, back-up lights, de luxe steering wheel and lighted key-locking glove compartment. Battery-saving Delcotron generator, corrosion-resistant rocker panels and self-adjusting Safety-Master brakes (with greater braking surfaces this year) are among the easy-care items Nova shares with Chevy II 100 models. 120-hp Hi-Thrift 6-cylinder engine standard in all Nova models. Extra sparkle: new 195-hp Turbo-Fire 283 V8\* and new 155-hp Turbo-Thrift 230 6-cylinder\*. Add 4-Speed Synchro-Mesh\* with V8. Optional wheel covers\*. Choose from three Novas: 2- and 4-Door Sedans and 4-Door 6-Passenger Station Wagon.

\*Optional at extra cost.





# Corvair for '64 puts new driving fun within everyone's reach

The big excitement's under the hood for Corvair '64. Up to 15 more horsepower to match its sporty style. Easy-care features to help save time and dollars: long-life exhaust system for extra miles of quiet driving; self-adjusting Safety-Master brakes. This year, put your money (you'd be surprised how little it takes) on any of seven models (all an easy-handling 180 inches long) in four series: two new Monza Spyderys in Club Coupe and Convertible; three Monzas—Club Coupe, Convertible and 4-Door Sedan; a 700 4-Door Sedan; and a 500 Club Coupe. Or choose the versatile Greenbrier or Greenbrier De Luxe Sports Wagon for all-around business, pleasure or camping travel.



MONZA 4-DOOR SEDAN IN MEADOW GREEN



MONZA SPYDER CONVERTIBLE IN GOLDWOOD YELLOW WITH OPTIONAL WIRE WHEELS\*

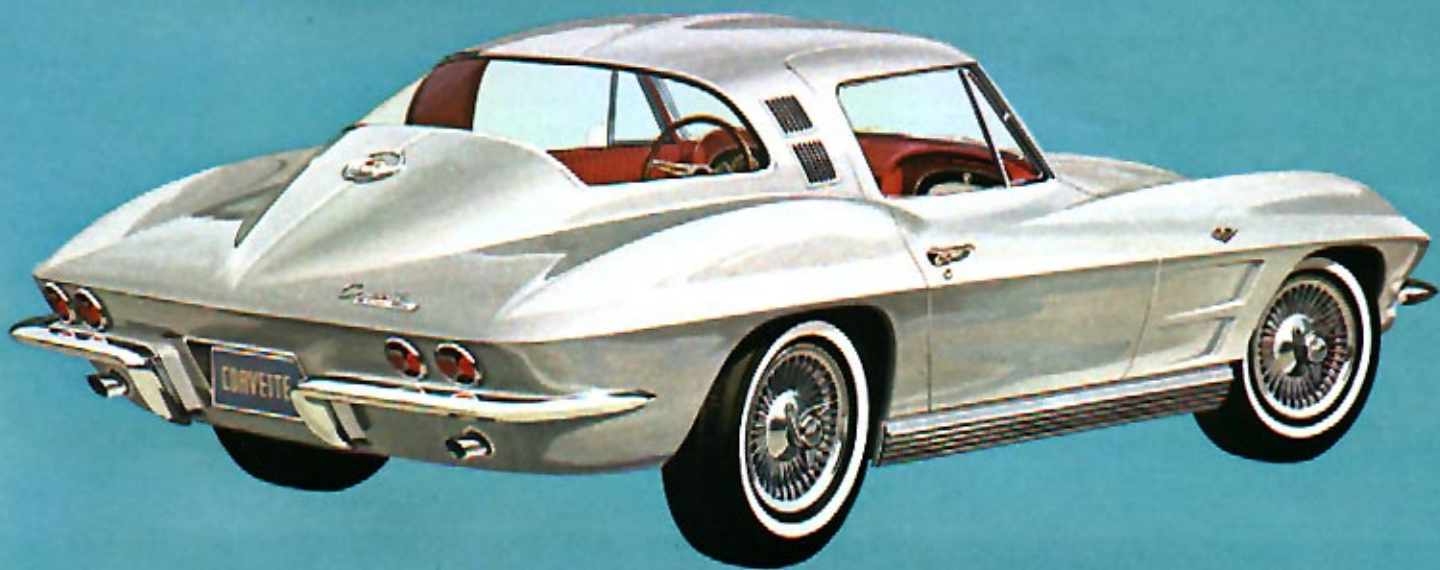


## Spyder Interiors

Comfortable front bucket seats in leather-soft vinyl. Deep-twist carpeting. Brushed-chrome instrument panel has tachometer, special engine gauges. Convenient map pocket in each front door (also in Monza models). All Corvair interiors: twin sun visors, cigarette lighter, lockable glove box. \*Optional at extra cost.

# Corvette for '64...new smooth ride, improved performance for America's sports car

Both Corvette Sting Ray models are jauntier, sportier than ever for '64. Their aerodynamic styling has been enhanced with a number of things that make news. Ride is one. Variable rate springs, recalibrated shocks give a smoother ride, flatter cornering ability, better road control. In-town driving is quiet because of generous insulation. New wheel covers, hood treatment, ribbed rocker sill moldings for both models. New interior ventilation system, new one-piece rear window on the Sport Coupe. Size remains a sporty 175.3 inches long. And check those great performance teams. 250-hp Corvette V8 with 3-Speed Synchro-Mesh standard. Other optional\* engines, 300-hp and the increased-performance 365-hp and 375-hp (Ramjet Fuel Injection) V8's. Also 4-Speed Synchro-Mesh\* and Powerglide\* transmissions.

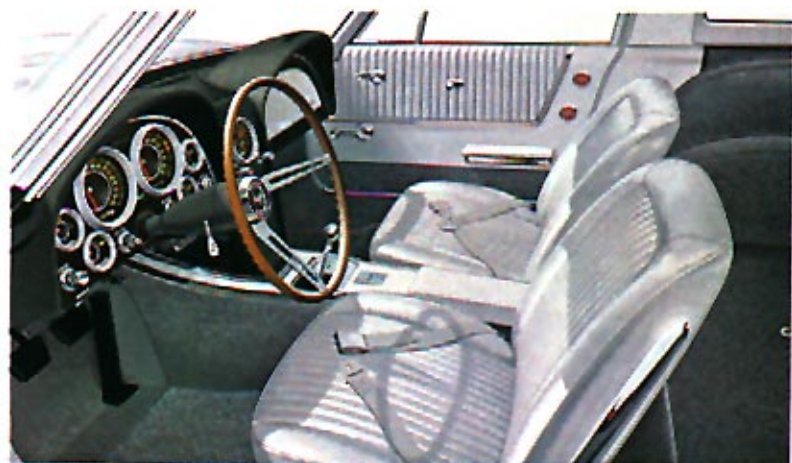


CORVETTE STING RAY SPORT COUPE IN SATIN SILVER WITH OPTIONAL CAST ALUMINUM WHEELS\*

## Corvette Sting Ray Interiors

Bucket seats softly padded with deep foam cushioning. Standard sport equipment: simulated walnut steering wheel rim, new console panel, functional instrumentation. Luxurious deep-twist carpeting, door to door. Two roof styles in Convertible: folding soft top and removable hardtop; or both, with second at modest extra cost. Cast aluminum wheels\* with knock-off hubs, shown above. Seven exterior colors. Color-keyed interiors, with genuine leather seat trim\* optional.

\*Optional at extra cost.



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**CHEVROLET • CHEVELLE • CHEVY II • CORVAIR • CORVETTE**

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