43 New Models, Five Sizes Offered by Chevrolet in '64

On display in Chevrolet dealerships are 43 new models in five
distinct sizes. This is 10 more
models than Chevrolet offered for
1963 and the greatest number the
division has ever offered in a
lingle year.

Included is the industry's only

Crise distinctive extentor model.

Included is the industry's only allnew car for 1964—the Chevelle. This much discussed combination of beauty, quality, performance and distinction is sized between the regular Chevrolet and Chevy II.

All Chevrolet's five lines of feature and meering improvements which teamed with the increase in models and options—allow the customer to the and options—allow the customer to tailor a car to his particular re-quirements as never before.

cront and rear ends.

Crisp, distinctive exterior moldings and interior appointments distinguish between the Super Sport, Impala, Bel Air and Biscayne series.

THE 1964 CHEVROLET models feature new interior trim styling and materials, yet retain the builtin comfort, convenience, luxury and durability traditional with body by

All of Chevrolet's advanced 119ements as never before.

ollowing are the highlights of five members of Chevrolet's 4 "family":

tegular Chevrolet's Egular Chevrolet's avanced 11st wheelbase chassis features are continued for 1964, including X-built safety-girder frame, full coil suspension, self-adjusting safety-master brakes, high capacity electrical system with Delectron gen-

and greater durability.

CHEVELLE — Chevrolet's new automobile line for 1964 embodies a distinctive styling and is offered in 11 models in three series — the top-of-the-line Malibu Super Sport, the Malibu and the 300.

Quality and vehicle width are stressed in the front end design which makes use of dual headlights and horizontal grille bars. Side traetment is clean and a peak line which carries throughout the cargives a look of length.

The rear end design accents car width with tail and backup lights at the extreme ends of the rear back panel. A textured molding extends the full width of the car.

Following are the highlights of the five members of Chevrolet's life five master brakes, high capacity led body is the use of curved side windows to give a lower look. A strikingly wide instrument panel is part of the distinctive interior styling which includes frim styles and less conventional in a small tent of the distinctive interior styling which includes frim styles and less conventional in a small tent of the distinctive interior styling which includes frim styles and less conventional in a small less conventional in a small tent of the distinctive interior styling which includes frim styles and less conventional in a small tent of the distinctive interior styling which includes frim styles and less conventional in a small tent of the distinctive interior styling which includes frim styles and less conventional in a small tent of the distinctive interior styling which includes frim styles and less conventional in a small tent of the distinctive interior styling which includes frim styles and less conventional in a small tent of the distinctive interior styling which includes frim styles and less conventional in a small tent of the distinctive interior styling which includes frim styles and less conventional in a small tent of the distinctive interior styling which includes frim styles and less conventional in a small tent of the distinctive interior styling which includes frim styles and l

A V8 engine is offered for the first time as an extra-cost option on all models. With the V8, which is Chevrolet's 283 cubic inch 195 horsepower model, the customer may choose either standard three-speed, optional four-speed or Powerglide transmissions.

Two six-cylinder engines at 120 and 155 horsepower are available in all Chevy II models. The economical four-cylinder 90 horsepower engine continues to be available in the two- and four-door sedaris of the 100 series.

CORVAIR - Entering its fifth Chrysler Lists

CORVETTE — America's only sports car—fresh from its most successful year in 1963—continues the famed design of its two Sting Ray models, the convertible and the sport coupé for 1964.

Offering broader appeals to more kinds of buyers, the 1964 Corvette combines the driving and handling enjoyment of a genuine sports car with the luxury and convenience most fine car owners want.

16 Models in Roomy' Class

Chrysler has an attractive line of cars for 1964 with emphasis on clean, uncluttered styling and new motoring conveniences ideally suited to long distance travel on

super highways.

There are sixteen models.

are big cars with Unibody consti-tion. The overall length for sedi-

are big cars with Unibody construc-tion. The overall length for sedans, hardtops and convertibles is 215-3 inches; for wagons, 219.4 inches. There are no smaller cars bearing the Chrysler cars are designed ex-clusively for those who prefer a big car with all its advantages in roominess and riding comfort," says C. E. Briggs, vice president of Chrysler. Motors Corp. and gen-eral manager. Chrysler-Plymouth eral manager, Chrysler-Plymouth

Division.

"They are designed to be exceptional road performance cars and to offer the conveniences people are asking for in this era of fine interstate highways and more long distance travel."

AMONG THE new fcatures are reclining seats, head rests, an adjustable steering wheel, individually adjustable seats, seat belt retractors, a console-mounted automatic transmission lever and a four-speed, floor-mounted manual transmission.

New storage compartments with

New storage compartments within the car, an improved air condi-tioning system and Auto Pilot speed control, which maintains cruising speed with the driver's foot removed from the accelerator, are among the appealing offerings in the Chrysler line.

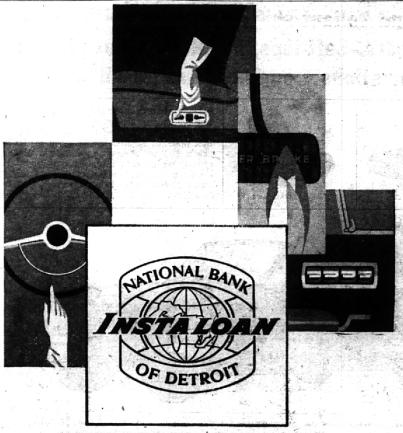
Chrysler has three separate ser-ies of cars, all with distinct per-sonalities.

The New Yorkers are the top of the Chrysler line. They have their own distinctive styling treat-ment, a powerful V-8 engine of 43 cubic inches displacement, a full

cubic inches displacement, a full range of power assists and automatic devices; extra large tires and luxury interiors.

One New Yorker model, the Salon, has more than 40 items of normally evtra equipment as standard, including air conditioning. In the New Yorker series there are, in the New Yorker series there are, in addition to the Salon, a standard four-door hardtog, a four-door seductant and six-passanger and mine-

THE 300's are Chrysler's sports ries cars, famed for their in-ant response, sporty interiors and



most popular option on the '64's

If you use as much care in choosing your automobile financing as you use in choosing optional equipment, you'll go Instaloan through National Bank of Detroit. Stop talking about a new carstart driving one-with an Instaloan!

ASK YOUR DEALER



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