

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 single year.

Included is the industry's only all-new 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 1964 cars have styling and engineering improvements which teamed with the increase in models and options—allow the customer to tailor a car to his particular requirements as never before.

Following are the highlights of the five members of Chevrolet's 1964 "family":

REGULAR CHEVROLETS—Extensive new styling is evident in the regular Chevrolet line, again stressing the big car luxury which has made it so popular.

A Super Sport series featuring bucket seats and special interior and exterior appointments in both a convertible and sport coupe has been added for 1964, bringing the

total models of regular Chevrolets to 15 in four series.

Although over-all dimensions are the same as in 1963, the regular Chevrolet has a longer, wider look created by new flowing side lines and a smooth, broader styling of front 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 built-in comfort, convenience, luxury and durability traditional with body by Fisher.

All of Chevrolet's advanced 119-inch 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 Delcotron generator and long-life exhaust system.

Seven engines ranging from 140 to 425 horsepower are offered. Optional for the first time in 1964 on 409 cubic inch engines is a full transistor ignition system. Four transmissions are offered and the four-speed Synchro-Mesh includes

refinements for smoother shifting 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 treatment is clean and a peak line which carries throughout the car gives a look of length.

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

A SPECIAL feature of the Chevelle 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 trim styles and materials color-keyed to the new exterior color.

Built on a 115-inch wheelbase, the chassis is completely new, featuring a perimeter frame. Front suspension makes use of coil springs and rear suspension is of the coil spring four link type.

CHEVY II—In its third year on the market, the Chevy II continues its popular blend of small car handling, roominess, economy and good taste in a total of six models in two series—the Nova and the 100 series.

The basic styling personality of the Chevy II is continued in 1964, but there is added beauty through refinements in the grille, side moldings, emblems and hub caps and more luxurious interiors.

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 sedans of the 100 series.

CORVAIR—Entering its fifth year, the Corvair continues its important place in the Chevrolet lineup by appealing to a group of buyers who like something sportier and less conventional in a small car.

A Monza Spyder series comprised of a top-of-the-line convertible and club coupe is added for 1964, bringing the total models to seven in four series—the Monza Spyder, Monza, 700 and 500 series, plus two Greenbrier sports wagons.

Corvair styling for 1964 retains the clean, classic theme with new identification through emblems and ornamentation. All models except Greenbrier feature a slender new front body molding with colorful plastic emblem insert.

All Corvair models feature a new larger displacement 164 cubic inch engine that delivers higher performance and top economy. This new engine retains the six-cylinder air-cooled design. Horsepower ranges from 95 to 110 to 150.

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 coupe for 1964.

Offering broader appeal 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.

Chrysler Lists 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. All are big cars with Unibody construction. 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 name plate.

"Chrysler cars are designed exclusively 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 general 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 features 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 within the car, an improved air conditioning 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 series of cars, all with distinct personalities.

The New Yorkers are the top of the Chrysler line. They have their own distinctive styling treatment, a powerful V-8 engine of 413 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 extra equipment as standard, including air conditioning. In the New Yorker series there are, in addition to the Salon, a standard four-door hardtop, a four-door sedan and a six-passenger and nine-passenger station wagons.

THE 300's are Chrysler's sports series cars, famed for their instant response, sporty interiors and outstanding success in sports car rallies. The lead cars are the 300K two-door hardtop and convertible with a center console-mounted automatic transmission gear selector and a police pursuit type engine of 418 cubic inches. An even more powerful ram manifold V-8 is optional. All Chrysler 300 cars have front bucket seats and a reclining seat on the passenger side. Adjustable head rests are optional. The series consists of two-door and four-door hardtops and convertibles.



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