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 19 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 aimed at the regular Chevrolet and Chevy II.

All Chevrolet's five lines of 1964 cars have styling and engineering improvements which are traced 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—Ex-
tensive new styling is evident in the regular Chevrolet line, again streaming 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 sweeping side lines and a smoother, broader styling of front and rear ends.

Crepis, 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 118-inch wheelbase chassis features are continued for 1964, including X-built safety-girdle frame, full coil suspension, self-adjusting safety master brake, high capacity electrical system with Delco-generator, and long-life exhaust system.

Seven engines ranging from 140 to 409 cubic inch horsercups 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 included.

CHERY II — In its third year on the market, the Chev I 1 continues its popular blend of small car handling, roominess, economy and good looks in a broad line of six models in two basic series, the 60 and the 90 series. The basic styling personality of the 61 series changed in 1964, providing for a new look that makes the Chev II a good looking and highly successful car. The front end now has a new bumper and distinctive radiator grille, which is surrounded by a new bumper. The rear end has been restyled with a new grille, and the tail lamps have been improved.

A V8 engine is offered for the first time as an extra-cost option on all models. With the V8, which is Chevrolet's 287 cubic inch 150 horsepower model, the customer may choose either standard three-speed, optional four-speed or three-speed transmissions. Two six-cylinder engines at 120 and 155 horsepower are available in all Chev II models. The economical four-cylinder 50 horsepower engine continues to be available in the two- and four-door sedans of the 61 series.

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

A Monica Spyder series comprised of a low-profile-line coupe 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.

CORVETTE — America's only sports car remains one of the most successful ever in 1964—continues the famed Chevrolet Corvette's winning tradition by winning the Sports Car of the Year award.

Offering broader appeal to more kinds of buyers, the 1964 Corvette includes new seats and a less rigid suspension. A genuine sports car with all the refinement and all the performance most fine car owners want.

Chrysler Lists 16 Models in 'Roomy' Class

Chrysler has an attractive line of cars for 1964 with emphasis on new engines and improved styling for increased passenger comfort and new motorizing conveniences (especially on the long-distance traveler). There are all types of cars and all sizes.

There are 16 cars in the new Chrysler line, and all are big cars with Unibody construction. The overall length for sedans, hardtops and convertibles is 118.5 inches; for wagons, 213.4 inches. There are no long noses, a characteristic of 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 fast and dirty 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, an 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 leg removed from the accelerator, are among the appealing features 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 418 cubic inch displacement, a full range of power steering and automatic transmission, large tires and luxury interiors.

One New Yorker model, the 300, has a special equipment package of normally extra equipment as standard, including air conditioning. In the New Yorker series there are, in addition to the standard four-door hardtop, a four-door sedan, and a station wagon and convertible.

THE 300's are Chrysler's sports series cars, famed for their distinct appearance and outstanding success in sports car racing. The base car is the 300 sedan, hardtop and convertible with a center console-mounted automatic transmission, power steerer and a police pursuit-type engine of 418 cubic inches. The car has a powerful rear wheel drive V-8 engine and is priced at $4,295. All Chrysler 300 cars have a distinctive new front grille and a tail lamp on the passenger side. Automatic transmission is standard and the convertible has a retractable hardtop and nylon cloth convertible top.