

WHEN YOU  
CHOOSE A CHEVY  
AGAIN, THE  
PLEASURE WILL  
BE ALL YOURS.  
(AND WE TAKE SPECIAL  
PRIDE WHEN  
CHEVROLET FOLKS  
BUY OUR CARS  
AGAIN AND AGAIN.)  
INSIDE YOU'LL  
FIND SOME REASONS  
WHICH MAKE IT  
WORTH YOUR WHILE  
TO GO WITH CHEVY  
AGAIN THIS YEAR.



**CAPRICE:**  
YOU'LL FIND  
THE ULTIMATE  
CHEVROLET  
LUXURY FOR  
'66 IN THE  
NEW CAPRICE  
SERIES.

We had you in mind when we created the new Caprice series. We knew you'd like these V8-powered models: stately custom sedan; custom coupe with a roofline unlike any other car; 2- and 3-seat custom wagons distinguished by side panels with the look of hand-rubbed walnut. Obviously, the kind of meticulous Fisher Body coachwork Chevrolet owners have come to expect. You'll find Caprice is inwardly luxurious, too. Completely color-keyed in rich fabrics. Highlighted by insets that bring you the look of hand-rubbed walnut. Deluxe appointments: electric clock, courtesy light switches at every door, thick foam-cushioned seats, bright metal framing on all foot pedals. For the custom coupe, you can even order new Strato-bucket front seats with center console, special instrumentation and padded lower dash. Naturally, there's much much more you should know about these new Chevrolets, so visit your dealer and his sales staff for a Caprice presentation and demonstration drive. They'll be glad to serve you.



*Above: Caprice Custom Coupe interior in blue with Strato-bucket front seats you can specify.*



*Top: Caprice Custom Coupe in Chateau Slate with black vinyl roof covering you can order.*

*Bottom Left: Caprice Custom Sedan in Lemonwood Yellow featuring black vinyl roof covering you can specify.*

*Bottom Right: Caprice Custom Sedan interior in black with Strato-back front seat and fold-down center armrest you can specify.*

**JET-  
SMOOTHER  
IMPALA:**  
DESIGNED  
FOR DRIVING  
PLEASURE  
THE  
CHEVROLET  
WAY—  
WITH A RIDE  
THAT IS  
BETTER  
THAN EVER  
FOR '66.

The famous Chevrolet ride you now enjoy is even smoother for '66! That's quite an engineering feat . . . and one more reason why Chevrolet is No. 1. Other reasons include the six popular Impala models: sport coupe, sport sedan, convertible, 4-door sedan, 2- and 3-seat station wagons; plus the Impala Super Sport Coupe and Convertible. Impala is designed to offer you a wide choice of luxurious interior colors; 15 Magic-Mirror exterior colors, too. Like all Chevrolets, Impala has many built-in quality features such as flush-and-dry rocker panels. Standard Impala engines, depending on model selected, are the 195-hp V8 and new 155-hp Six. Five other V8s including the much-praised 325-hp Turbo-Jet 396 can be ordered. And you can shift for yourself easily with the new standard 3-Speed because now it's fully synchronized in all forward gears. Or, depending on the engine, specify any of four other transmissions. After you take delivery of your Chevrolet the way you want it, relax. The Chevrolet way of building in quality will make your new Chevrolet easy to care for and a pleasure to drive. Also helps give Chevrolet its traditionally high resale value.



*Above: Impala Super Sport Coupe in Willow Green with standard front bucket seats.*



Top Left: *Impala 3-Seat Station Wagon in Sandalwood Tan.*

Top Right: *Impala Sport Sedan interior in blue.*

Bottom: *Impala Sport Sedan in Mist Blue.*

**ALL KINDS OF EQUIPMENT:**  
HERE ARE JUST A FEW POPULAR FEATURES YOU CAN ORDER TO MAKE YOUR NEXT CHEVROLET JUST WHAT YOU WANT IT TO BE.

Some popular Chevrolet '66 Options and Custom Features are featured on these pages, yet there's a number of others you might also want to specify. Here are a few:

**POWER ASSISTS** — 4-way power bucket seat for driver; power windows; power rear antenna.

**INTERIOR** — Strato-bucket front seats for Caprice Custom Coupe; Strato-back front seat with fold-down center armrest for Caprice hardtops; Strato-ease adjustable front seat headrests; sports-styled steering wheel; speed and cruise control; rear window defroster.

**EXTERIOR** — Remote-control outside rearview mirror; deluxe, mag-style or simulated wire wheel covers; remote-control outside spotlight; two-tone Magic-Mirror finish; whitewall tires; Soft-Ray tinted glass.

**STATION WAGON** — Roof luggage carrier plus weatherproof cover; tailgate power window (standard for 3-seat wagons); load floor carpet for Caprice and Impala wagons; load-compensating automatic level control. For a more complete list of features that are available, see your Chevrolet salesman . . . he's waiting to help you.



*Top: COMFORTRON AUTOMATIC HEATING AND COOLING lets you set the dial for the comfort level you want; then it automatically keeps your Chevrolet interior warm in the chilly season, air conditioned and dehumidified in hot weather.*

*Bottom Left: TILT-TELESCOPIC STEERING WHEEL permits you to tilt steering wheel to any of six angular positions and telescope steering column in or out. Or order the COMFORTILT STEERING WHEEL which tilts to seven positions.*

*Bottom Right: 6-WAY POWER SEAT adjusts automatically — forward or backward, up or down, tilted forward or back — for the comfort and convenience of everyone who drives your Chevrolet.*



Above: **POWER BRAKES** provide dependable, steady stopping power; take one-third of the effort out of braking, too, as less pedal pressure is needed.



Top Center: **AM/FM RADIO WITH FM STEREO MULTIPLEX** – the first ever offered in an automobile – gives you stereo sound via four speakers, two front and two rear.

Bottom: **POWER STEERING** reduces effort up to 90% to make parking, tight maneuvering and cornering easier.



Top Right: **FULLY SYNCHRONIZED 4-SPEED**, as shown here in a Corvair, is Chevrolet's sportiest and most versatile gearbox. 4-Speed is also available for Chevrolet, Chevelle, Chevy II and Corvette, depending on engine specified.

**WIDE  
SELECTION:**  
50 MODELS  
FOR '66—  
AND THEY ALL  
COME WITH  
THE FAMOUS  
CHEVROLET  
TRADEMARK:



**HARDTOPS:** Sleek roof-line styling and pillarless side window areas distinguish the 16 Chevrolet-built hardtop models for '66.

**CHEVROLET:** Caprice Custom Sedan and Custom Coupe; Impala Sport Sedan and Sport Coupe; and Impala Super Sport Coupe.

**CHEVELLE:** SS 396 Sport Coupe; Malibu Sport Sedan and Sport Coupe.

**CHEVY II:** Nova Super Sport Coupe; and Nova Sport Coupe. **CORVAIR:** Corsa Sport Coupe; Monza Sport Sedan and Sport Coupe; Corvair 500 Sport Sedan and Sport Coupe.

**CORVETTE:** Sting Ray Sport Coupe — hardtop version of the only American-built production sports car.



Top: Chevelle SS 396 Sport Coupe in Ermine White.

Center Left: Chevrolet Impala Sport Coupe in Ermine White.

Bottom Left: Corvair 500 Sport Coupe in Aztec Bronze.

Bottom Right: Chevy II Nova Super Sport Coupe in Lemonwood Yellow.



**SOFT TOPS:** Whether you're young at heart or young in years, you'll uncover the convertible for you from among the seven offered by Chevrolet for '66. Topping the list are the Chevrolet Impala Super Sport and Impala Convertibles. The Impala Super Sport model comes with new slim-profile tapered Strato-bucket front seats and a center console. Both full-size Chevrolet models have power-operated tops in white, beige or black with glass (not plastic) rear windows and all-vinyl interiors. Chevelle models include the newly styled SS 396 Convertible and Malibu soft top — both with luxurious all-vinyl interiors. Corvair convertibles feature all-vinyl interiors and front bucket seats as standard. The two to look for are the Corsa and Monza models. Naturally, the Corvette Sting Ray Convertible boasts bucket seats. They're covered with textured expanded vinyl. Genuine leather seat trim is also available.



Top Left: Chevrolet Impala Convertible in Marina Blue.

Bottom Left: Chevelle Malibu Convertible in Regal Red.



Top Right: Corvair Corsa Convertible in Aztec Bronze.

Bottom Right: Corvette Sting Ray Convertible in Sunfire Yellow.

# STILL MORE SELECTIONS:

**WAGONS:** This year, Chevrolet has 14, counting the two new Caprice Custom Wagons and three Sportvans. All versatile, all smarter than ever.

**CHEVROLET:** 4-Door 2- and 3-Seat Caprice Custom Wagons; 4-Door 2- and 3-Seat Impala Station Wagons; 4-Door 2- and 3-Seat Bel Air Wagons; and 4-Door 2-Seat Biscayne Station Wagon.

**CHEVELLE:** 4-Door 2-Seat Malibu Station Wagon; and 4-Door 2-Seat 300 Deluxe Station Wagon.

**CHEVY II:** 4-Door 2-Seat Nova and Chevy II 100 Station Wagons.

**SPORTVAN (not shown):** Go anywhere, do nearly anything. Well suited for large families, traveling needs or hauling jobs. Deluxe Sportvan; Custom Sportvan; and Sportvan.

**SEDANS:** Prime examples of traditional Chevrolet-built value are these 13 sedan models for '66.

**CHEVROLET:** Impala 4-Door Sedan; Bel Air 4-Door and 2-Door Sedans; Biscayne 4-Door and 2-Door Sedans.

**CHEVELLE:** Malibu 4-Door Sedan; 300 Deluxe 4-Door and 2-Door Sedans; Chevelle 300 4-Door and 2-Door Sedans.

**CHEVY II:** Nova 4-Door Sedan; Chevy II 100 4-Door and 2-Door Sedans.



Top: Chevrolet Caprice 3-Seat Custom Wagon in Ermine White with panels that have the look of walnut.  
 Top Center: Chevrolet Bel Air 2-Seat Station Wagon in Ermine White.  
 Bottom Center: Chevelle 300 Deluxe 2-Seat Wagon in Artesian Turquoise.  
 Bottom: Chevy II 100 2-Seat Wagon in Madeira Maroon.

Top: Chevrolet Impala 4-Door Sedan in Aztec Bronze.  
 Top Center: Chevrolet Biscayne 2-Door Sedan in Cameo Beige.  
 Bottom Center: Chevelle 300 2-Door Sedan in Mist Blue.  
 Bottom: Chevy II Nova 4-Door Sedan in Willow Green.

# GO THE CHEVROLET WAY!

YOU'LL BE DRIVING— AND USING— MORE SAFETY EQUIPMENT THAN EVER BEFORE.

Safety has always been a major factor in the design, manufacture and testing of every Chevrolet product. For '66, eight individual safety features are included as standard equipment on all Chevrolets for your added safety. *Padded instrument panel, padded sun visors and shatter-resistant inside rearview mirror* give additional protection to front seat passengers. *Outside rearview mirror* helps you keep track of traffic behind you and is a big assist when you prepare to pass. *2-speed windshield wipers and windshield washer* help increase your visibility in bad weather, help keep your windshield clean. (Wiper arms and blades have glare-reducing finish.) *Backup lights* illuminate the area behind the car for better visibility when backing up. *Front and rear seat belts* — buckle up for safety. See these safety features at your Chevrolet dealer's. His sales staff will welcome the chance to serve you.



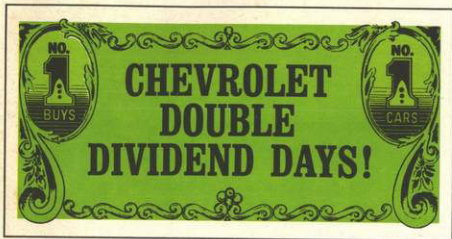
Top Left: Padded instrument panel, padded sun visors and shatter-resistant inside rearview mirror on a Chevy II Nova Super Sport Coupe.

Bottom Left: Backup lights as they appear on Chevy II Nova Super Sport Coupe.

Top Right: Front and rear seat belts in a Chevrolet Impala Convertible.

Bottom Right: Outside rearview mirror, 2-speed windshield wipers and washer on an Impala Super Sport Coupe.

# COME ON IN DURING



Your Chevrolet dealer is celebrating Double Dividend Days!—No. 1 Buys on America's No. 1 Cars. Now's a good time because his choice of cars is greater than ever. So look over this booklet and then see your Chevrolet salesman about a demonstration drive. You can be sure of a top value buy during Chevrolet Double Dividend Days!

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