

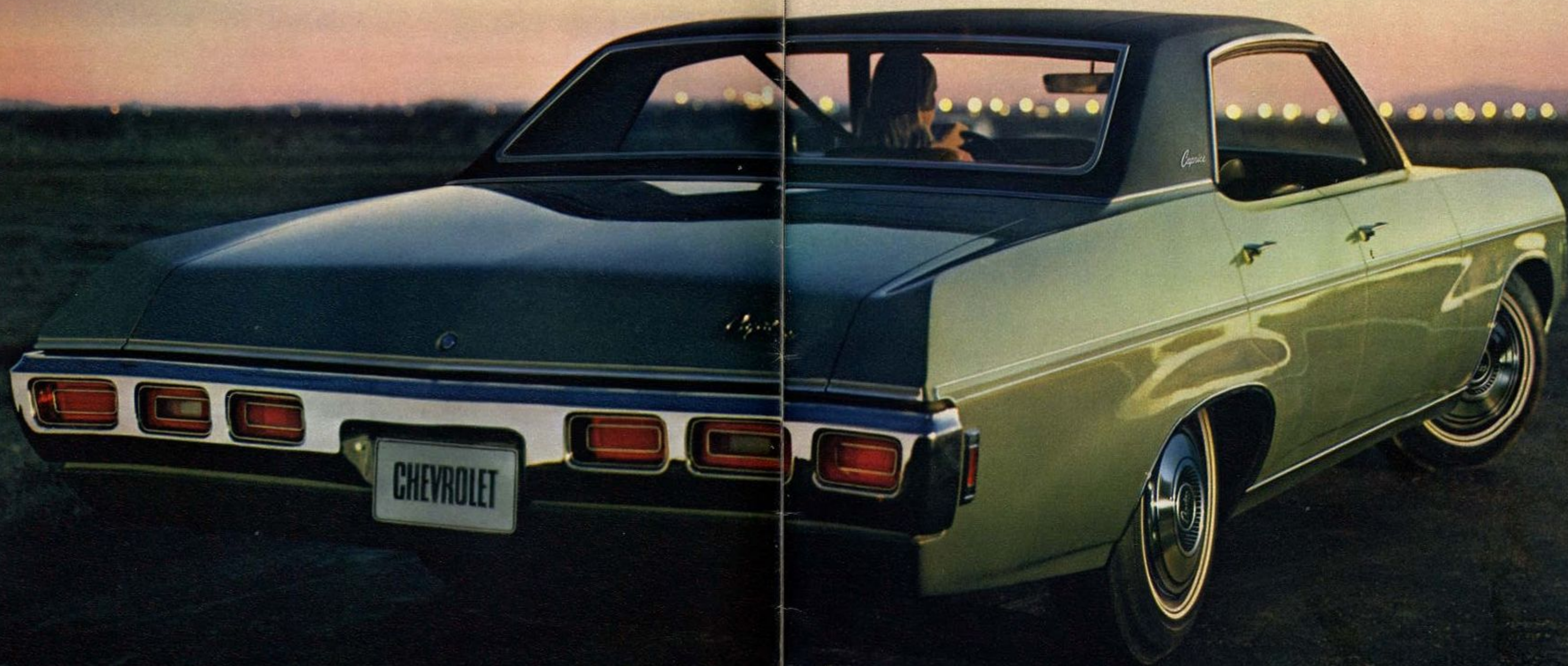
1969 CHEVROLET

Putting you first, keeps us first 





This is the new 1969 Caprice by Chevrolet. The style leader. Note the new roof line which you can dress up even further with a handsome vinyl roof cover. It tops off the elegant new sculptured metal styling. Match this, you other '69s!



There's another angle to luxury as you see in this Caprice Sedan. A brand-new kind of rear window, recessed taillights in a full wrap-around bumper complete the total effect. Isn't that enough to maybe make you want to kick your old car?



The Impala Custom Coupe, like all Chevrolets, can make byways seem like highways. Credit it to a computer-refined Full Coil suspension together with plenty of sound-deadening insulation. Result: the competition isn't sleeping very well.



It's the silent ones who are usually strongest when the going gets rough. This SS 427 convertible is a good example. Its Body by Fisher is tough to shake and even harder to rattle. New improved Astro Ventilation helps make driving a breeze.



If relaxing in a luxury interior of the 1969 Impala by Chevrolet starts you thinking that anybody who doesn't own one is really standing short, it's because you're sitting pretty tall . . . and sitting pretty, too. Stop wondering what it's like to be rich.

CAPRICE



Any '69 Chevrolet is waiting to be tailored to your specifications. Choose from over 270 extra-cost Options and Custom Features, some of which are illustrated or described in this catalog. A more detailed list is on pages 22 and 23.

▼ CAPRICE SEDAN



▲ CAPRICE COUPE

Never has so little money bought so much happiness.

There's practically no end to the creature comforts you'll find in Caprice—either coupe or sedan. Look at a few "for instances". Strato-bucket seats with center console you can specify in the coupe, devastatingly rich upholstery fabrics and vinyls and a grille magnificent enough to face down the highest priced competition. If you like pure class, look over the new roof line and concave rear window.

If you appreciate space and quiet, consider this: you can actually pay more and get less.

Now, for some reason, pushbuttons are associated with the good life. Wouldn't it be nice to flip switches and have your headlights cleaned, your rear window defrosted and have your rear tires suddenly assume exceptional traction on ice? Idle dreams? Not any longer. They're available on Caprice and several other Chevrolet models.

As far as performance is concerned, we start you off with a 235-hp Turbo-Fire V8. And if this doesn't move you sufficiently, you can specify your way up to 390 hp.



IMPALA



▲ IMPALA SPORT COUPE

IMPALA SPORT SEDAN ▼



There aren't many cars around that can move with the smoothness and authority of Impala, no matter what you're willing to pay. Result: more people choose Impalas than any other car. Just look around wherever you're driving.

Basically, there are five ways to go Impala—Custom Coupe, Sport Coupe, Sport Sedan, Convertible and 4-door Sedan. And with three of these models—Custom Coupe, Sport Coupe and Convertible—you can increase the excitement by adding SS 427 equipment.

It's not hard to spot an Impala in a crowd. Look for the custom roof and rear window styling on the Custom Coupe, the curved convex rear window for 4-door and Sport Sedans and the new roof design with convex rear window on the Sport Coupe. An SS 427 gets extra special treatment: black-accented grille, SS identification throughout, 427-cu.-in. engine, red stripe tires and 15-inch wheels.

Basic power is either a 235-hp V8 or a 155-hp Six. But when you get into it you find you can get five other V8's, plus two manual transmissions plus two automatics. That ought to start you thinking.



BEL AIR



▼ BEL AIR 2-DOOR SEDAN



BEL AIR 4-DOOR SEDAN ▲

If all you want out of a car is a great ride, smart performance, superb styling and a modest price, you can stop wasting time on other cars and concentrate your attention on Chevrolet's beautiful Bel Air.

Bel Air, like all Chevrolets, keeps everything quiet with extensive sound-deadening insulation. And underneath it all is a computer-refined Full Coil suspension that makes the most wrinkled roads feel permanently pressed.

The performance of Bel Air's standard 155-hp six or 235-hp V8 is refreshingly nimble, with plenty more on order where that came from. There's an impressive selection of transmissions—manual and automatic—and rear axles, too.

Most Bel Air people seem to prefer the 4-door sedan, but there's a thrifty 2-door on tap, too. Both are big, good-looking cars . . . actually an inch longer than last year's big economy size. Inside, handsome interiors are set off by a new instrument panel. More than 18 cubic feet of usable luggage capacity, too.



BISCAYNE



▲ BISCAYNE 4-DOOR SEDAN

BISCAYNE 2-DOOR SEDAN ▼



Just because Biscayne is our lowest priced, bet you thought it might look a little bit frumpy. Well, look again and ask yourself how we can do it for this kind of money. Or, for that matter, why no one else does it for this kind of money.

Certainly, the most important consideration is that you have to part with relatively little cash to own one (either the 2-door or 4-door sedan). Secondly, it's pure quality right down to the cotter pins. After all, it's got Body by Fisher and chassis and drive line by Chevrolet . . . a formidable combination.

Something else you'll find in Biscayne, as in all Chevrolets, is Astro Ventilation. This is Chevrolet's answer to the wind tunnel effect. Even with the windows up, gentle breezes are wafted into the car through vent-ports at either side of the instrument panel and out again through pressure check valves in the body. By the way, it's amazing how much easier it makes conversation. Who needs ventipanes?



A few things you may take for granted—but we don't

We could probably get by on looks alone, but Chevrolet owners have come to expect many inner virtues. To name a few:

ASTRO VENTILATION. Even with windows up air enters through adjustable vent-ports at either side of the instrument panel.

NEW ANTI-THEFT LOCK SYSTEM. One more discouragement to the light-fingered. You lock the ignition and both steering column and transmission selector levers are also locked. Located on steering column with larger key for easier operation.

NEW DOOR LOCK BUTTONS. Relocated for easier access and greater security.

NEW ANTI-INTERFERENCE IGNITION SYSTEM. New spark plugs and ignition wiring help minimize radio signal interference.

CONCEALED HIDE-A-WAY WINDSHIELD WIPERS. Well protected and out of sight until you turn them on. Glare from bright metal is all but eliminated.

FLUSH-AND-DRY ROCKER PANELS. Rain water washes inside of rocker panel clean of corrosive salts and dirt. Incoming air dries it out as you drive along. Helps keep the body beautiful.

SELF-ADJUSTING SAFETY-MASTER BRAKES. The brake pedal stays up because brakes adjust themselves. Ample venting increases fade resistance.

LONG-LIFE EXHAUST SYSTEM. What's the point in building an extra-quiet body and suspension if you don't hush up the engine? That's the way we see it, too, so we fashioned our exhaust systems out of materials that have a mighty ability to turn away rust and corrosion. Now you can enjoy an engine that both puts up and shuts up—at the same time.

INNER FENDERS. You wouldn't think a car with only four wheels would need eight fenders. But there's a reason. Four of the fenders go inside the outer fenders to ward off corrosion that might mar the beauty of your Chevrolet.

DELCO TRON GENERATOR. A modern car with all its electrical equipment makes heavy demands on the battery. Takes a husky generator to keep the battery replenished. Delcotron nourishes your battery with a healthy output, even at idle speeds.

"DELCO EYE" BATTERY. The Delco Eye filler cap glows if the solution is low. High output, long life, of course.

FULL COIL RIDE. A coil spring stands ready at every wheel to soak up bumps and shock before they ever reach passengers.

ADVANCED BODY MOUNTING SYSTEM. Every point where body meets frame has been heavily cushioned to bring road noise and vibration right down to the absolute minimum.

CUSHIONED POWER. Wherever vibration can occur we do something about it. That's

why Chevrolet engines and transmissions are cushioned at all mounting points to make the going even more serene.

SAFETY AND SECURITY FEATURES

In 1969 all Chevrolets feature an impressive array of safety, anti-theft and convenience equipment, more notable among these are:

- Energy absorbing steering column
- Seat belts with pushbutton buckles for all passenger positions
- Shoulder belts with pushbutton buckles and special storage provision for driver and right front passenger (except convertibles)
- Two front seat head restraints
- Passenger guard door locks—with forward mounted lock buttons
- Four-way hazard warning flasher
- Dual master cylinder brake system with warning light and corrosion resistant brake lines
- Folding seat back latches
- Dual speed windshield wipers and washer
- Dual action safety hood latch
- Outside rear view mirror
- Backup lights
- Side marker lights and parking lights that illuminate with headlights
- Energy absorbing instrument panel, padded sun visors
- Reduced glare instrument panel top, inside windshield moldings, steering wheel hub, and windshield wiper arms and blades
- Wide inside day-night mirror with deflecting base
- Lane change feature in direction signal control
- Safety arm rests
- Thick laminate windshield
- Soft, low-profile window control knobs, coat hooks, dome light
- Padded front seat back tops
- Smooth contoured door and window regulator handles
- Anti-theft ignition key warning buzzer
- Anti-theft ignition, steering and transmission selector lever lock
- Starter safety switch on all transmissions
- Uniform shift quadrant
- Cargo-guard luggage compartment
- Contoured windshield header (except convertibles).



ANTI-THEFT LOCK SYSTEM



ASTRO VENTILATION



IMPROVED DOOR LOCK BUTTON LOCATION



NEW REAR WINDOW STYLING FOR IMPALA CUSTOM AND CAPRICE COUPES





CHILD SAFETY SEAT



POWER DOOR LOCK SYSTEM



POWER DISC BRAKES



REAR WINDOW DEFROSTER



RALLY WHEELS



CONCEALED HEADLIGHTS

Some fringe benefits worth bargaining for

As if the pleasure of owning a Chevrolet weren't enough, there are all kinds of things you can order to make it more pleasurable. Some suggestions you might ponder:

HEADLIGHT WASHERS. Push a button and a jet spray of washer-solvent dissolves road dirt, salt and film.

LIQUID TIRE CHAIN. Activate a control on the instrument panel and a traction-increasing fluid is sprayed on the rear tires to provide greatly improved traction on ice.

ELECTRO-CLEAR REAR WINDOW DEFROSTER. Flip a switch and electricity quickly clears rear window frost. Available with Caprice Coupe and Impala Custom Coupe. With all models, a forced air defroster system can be ordered.

VARIABLE-RATIO POWER STEERING. Ratio drops as front wheels are deflected from straight-ahead position. Tight turning requires fewer turns of the wheel. You get limousine handling on the straightaway, sports car steering on the turns. Comes on Caprice and Impala with power steering.

4-SPEED TRANSMISSION AND CONSOLE. Real car buffs think there's nothing like the fun of 4-speed manual shifting, and we agree with them. You can specify it with Strato-bucket seats and all engines except the 155-hp Turbo-Thrift 250 Six.

FOUR-SEASON AIR CONDITIONING. Additional outlets and improved air-flow this year for cool comfort in the hottest weather. Also available: one-setting Comfortron. Comfortron (and also Four-Season) Air Conditioning remove up to 98 per cent of air-borne dust and pollen. And that's nothing to sneeze at.

CONCEALED HEADLIGHTS. In by day, out by night, all at the touch of the headlight switch. Complete with headlight washers. Available on Caprice models only.

RALLY WHEELS. A dashing accent for any Chevrolet, particularly SS 427 models.

POWER DOOR LOCK SYSTEM. A control at either front door locks all doors automatically.

LIGHT MONITORING SYSTEM. Through

a space-age system of fiber optics, lights may be monitored from the driver's seat.

POWER DISC BRAKES. Provide effortless, steady stopping power, high fade resistance. Also available: regular power brakes.

VINYL ROOF COVER. Beautiful way to top off either Caprice or Impala hardtops or any 4-door sedan. Colors: black, parchment, midnight green, dark fawn or dark blue.

ENGINE BLOCK HEATER. An electric heating element in the engine has a portable plug that fits any 110V. A.C. outlet. Plug it in at night, get a quick start in the coldest weather.

SS 427 EQUIPMENT. Includes 427 engine, red stripe tires, 15" wheels, special suspension, black-accented grille, SS identification on grille, deck lid and front fenders.

OTHER EXTRAORDINARY EXTRAS:

- Stereo tape system
- 6-Way power seat
- Transistor radios
- Strato-bucket front seats and center console
- Strato-back front seat with fold-down center armrest
- Automatic level control
- Child safety seat
- Power windows
- Speed warning indicator
- Windshield-mounted compass
- Luggage carriers
- Auxiliary lighting with ashtray light, courtesy lights, glove compartment light, luggage compartment light, underhood light, mirror maplight and warning lights for seat belts, doors and low fuel
- Soft-Ray tinted glass
- Decor Group* with door and window frame moldings, rear fender skirts and wheel covers
- Operating Convenience Group* with rear window defroster, remote control outside mirror and electric clock
- Heavy-duty air cleaner
- An assortment of rear axle ratios
- Red stripe tires
- Heavy-duty battery
- Deluxe front and rear seat belts and shoulder belts
- Ski rack equipment
- Cruise-Master speed control
- Highway emergency kit
- Dual exhaust
- Temperature-controlled fan
- Appearance Guard Group* including door edge guards, front and rear bumper guards, visor vanity mirror, and front and rear floor mats
- Fire extinguisher
- Special Delcotron generators
- Hand portable spot light
- Litter container
- Gas cap lock
- Spare wheel lock
- Righthand outside mirror
- Pedal trim
- Heavy-duty radiator
- Rear manual antenna
- Deluxe front seat cushion
- Heavy-duty front and rear seats
- Comfortilt steering wheel
- Trailer hitch
- Car-to-trailer wiring harness
- Vent-shades
- Positraction rear axle
- Tissue dispenser
- Rear seat belt retractors
- Remote control safety light
- Power trunk opener
- Sports-styled steering wheel
- Tachometer
- Comfort-Car Air Conditioner

*All items in this group may also be ordered individually. Check your Chevrolet dealer for these and other extra-cost items, along with their model application and availability with other equipment.



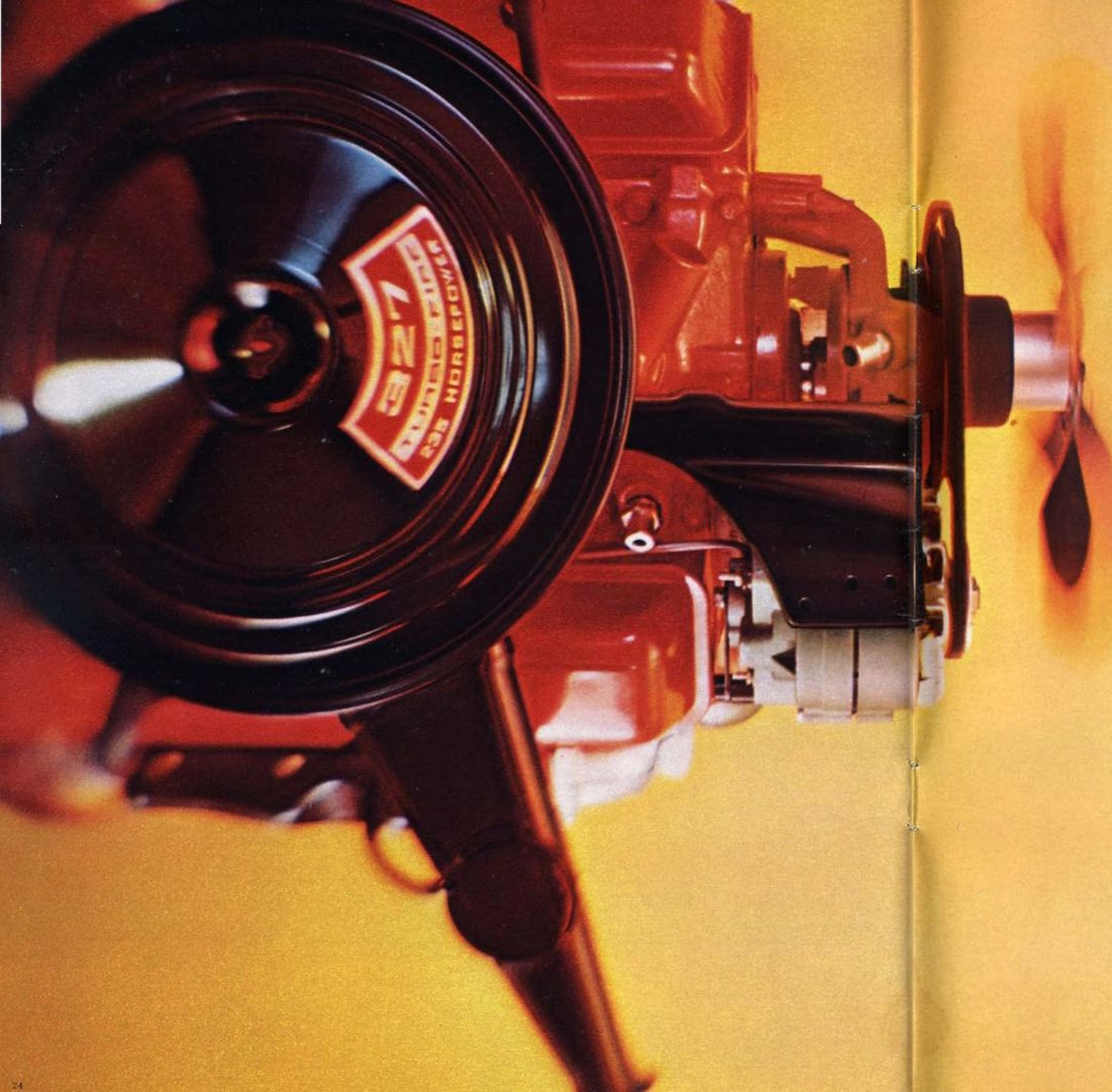
HEADLIGHT WASHER



FOUR-SEASON AIR CONDITIONING



4-SPEED TRANSMISSION AND CONSOLE



Chevrolet power teams: a perfect match

If Chevrolet's choice of engines and transmissions seems unusually large, it's because we've tried to anticipate just about every driving requirement. Result: a perfect match of engine and transmission choices.

STANDARD ENGINES (depending upon model selected)

155-hp Turbo-Thrift 250 Six. Nurses a gallon of gasoline along as if it were never going to see another one. Single-barrel carburetor, automatic choke, short-stroke design and economy contoured camshaft. Also improved water pump sealing, fully counterweighted crankshaft and seven main crankshaft bearings. You don't have to write all this down; just ask for the six.

235-hp Turbo-Fire 327 V8. A heftier Standard V8 for '69. Performs beautifully on regular fuel. Compression ratio: 9.00:1, two-barrel carburetor, automatic choke and general performance camshaft.

EXTRA-COST ENGINES

255-hp Turbo-Fire 350 V8. One of two 350-cube V8 engines. And it does a fantastic job on regular fuel. Compression ratio: 9.00:1, four-barrel carburetor, automatic choke and general performance camshaft.

300-hp Turbo-Fire 350 V8. The premium gas and premium performance 350 version. Compression ratio: 10.25:1, four-barrel carburetor, automatic choke and general performance camshaft.

265-hp Turbo-Jet 396 V8. Regular fuel economy with big-inch V8 performance. Compression ratio: 9.00:1, two-barrel carburetor, automatic choke and high performance camshaft.

335-hp Turbo-Jet 427 V8. Great right from the start. Compression ratio: 10.25:1, four-barrel carburetor, automatic choke and general performance camshaft.

390-hp Turbo-Jet 427 V8. The King. Compression 10.25:1, four-barrel carburetor, automatic choke and high performance camshaft.

TRANSMISSIONS

3-speed Fully Synchronized. Standard on all Chevrolets (with standard engines). Synchronizing allows downshift into first gear without coming to a full stop. Wide helical gears, high-capacity front and rear bearings. New for all manual transmissions: clutch must be depressed before starting engine.

Special 3-speed Fully Synchronized. Specifically designed for higher output V8's. Required (when 3-Speed manual transmission is preferred) with 350, 396 and 427 V8's.

4-speed Fully Synchronized. Mostly for the fun of it. Available with all V8's.

Powerglide. The smoothest two-speed automatic shifting available anywhere. Three-element torque converter and two-speed planetary gearset. May be ordered with all engines but 396 and 427 V8's.

Turbo Hydra-Matic. Gives you a choice of effortless automatic shifting or you can shift it yourself through the three forward gear ratios. Torque converter with three-speed planetary gearset. "Stirrup-type" selector lever when ordered with center console. Available with all engines.

Clutch. Carefully matched to engine output. Single dry disc design with release bearing sealed in lubricant and a light aluminum alloy housing. Also available: new double-disc heavy-duty clutch.

Exhaust Emission Control. Exhaust gases are returned to reduce air pollutants. Air injection reactor used with manual transmissions; controlled combustion system with automatic transmissions.

1969 CHEVROLET POWER TEAMS

	3-Speed fully synchronized	Special 3-Speed fully synchronized	4-Speed fully synchronized	Powerglide	Turbo Hydra-Matic
155-hp Turbo-Thrift 250*	•			•	•
235-hp Turbo-Fire 327 V8*	•		•	•	•
255-hp Turbo-Fire 350 V8		•	•	•	•
300-hp Turbo-Fire 350 V8		•	•	•	•
265-hp Turbo-Jet 396 V8		•	•		•
335-hp Turbo-Jet 427 V8		•	•**		•
390-hp Turbo-Jet 427 V8		•	•**		•

*Standard Engine. Turbo-Thrift 250 (six) not available on Caprice models, Impala Custom Coupe or Convertible.
**Available with choice of transmission gear ratios.

**If Chevrolet doesn't
make what you want,
maybe what you want
just isn't a car.**

It seems clear that if you're in the market for any new car, there ought to be a Chevrolet to please you. After all, over the years Chevrolet has pleased more people than any other car in the world. We say it this way—
"Putting you first, keeps us first."

CAPRICE



COUPE



SEDAN

BEL AIR



2-DOOR SEDAN



4-DOOR SEDAN

BISCAYNE



2-DOOR SEDAN



4-DOOR SEDAN

15

Magic-Mirror Colors

Tuxedo Black • Dover White • Glacier Blue
• Dusk Blue • LeMans Blue • Olympic
Gold • Burnished Brown • Azure Turquoise
• Frost Green • Burgundy • Cortez Silver
• Garnet Red • Champagne • Fathom Green
• Butternut Yellow

IMPALA



CUSTOM COUPE



SPORT COUPE



CONVERTIBLE



SPORT SEDAN



4-DOOR SEDAN



SS 427 CUSTOM COUPE



SS 427 SPORT COUPE



SS 427 CONVERTIBLE



All illustrations and specifications contained in this literature are based on the latest product information available at the time of publication approval. The right is reserved to make changes at any time without notice in prices, colors, materials, equipment, specifications and models, and to discontinue models. Chevrolet Motor Division, General Motors Corporation, Detroit, Michigan 48202

