

# Heavy Chevy

(RPO YF3)

- Special body stripes
- Heavy Chevy decals on hood, front fenders and trunk lid
- Special SS hood with raised center and lock pins
- Black-painted grille
- Black-painted headlight bezels
- Rally Wheels without trim rings



# Rally Nova

(RPO YF1)

- Bright roof drip moldings
- Color-keyed floor carpeting
- Left-hand sport mirror
  - Black-painted grille
  - Black-painted headlight bezels
- Special body stripes
- 14 x 6 Rally Wheels without trim rings
- Heavy-duty front and rear suspension
- Rally Nova decal on hood



**For Chevrolet Salesmen:**

**Two new sporty cars from Chevrolet are coming your way.**

**HEAVY CHEVY. AND RALLY NOVA.** Both are heavy on looks and light on price. They're designed for the under-25 group, the single market, for guys as well as gals.

Both of these new cars afford the owner an opportunity to express his or her individuality at a minimum price.

And they afford you an opportunity to close on those prospects who are looking for a "performance-car" image at an economy car price.

Inside is a rundown on the standard equipment these cars come with. In addition, you have these selling points to work with:

• **LOW INITIAL COST.** For just a few extra dollars, the Rally Nova and the Heavy Chevy put across that sought-after individual image.

• **LOW OPERATING COSTS.** Both cars are available with standard engines that run on low-lead or regular gas. Rally Nova comes with a Six or V8. Heavy Chevy with a V8.

• **LOW INSURANCE RATES.** When equipped with standard engines, insurance rates on these cars are considerably less than "real" performance cars.

• **HIGH RESALE.** A Chevrolet tradition.