

**The powerful new look of prestige
Chevrolet Impala V8**



If you've waited till now to discover the luxurious world of Chevrolet, congratulations. You've timed it beautifully. For in the new Impala V8, you see the most brilliant expression yet of the superior fine-car quality Chevrolet stands for.

It adds fresh lustre to the family name with a bold uncluttered style that'll trail far more than its fair share of admiring glances in its wake. A lavishly appointed interior. A deep-muscled Turbo-Fire V8 that's been even further refined. Advanced safety provisions. And new innovations like windshield wipers that hide away when not in use; an ignition alarm that buzzes if you forget to remove the keys; and the choice of luxurious air-conditioning by Frigidaire.

There are two models. The classic Impala Sedan or the Impala Sport Sedan with its striking pillarless roofline and tinted windshield.

Either way you're investing in blue-chip luxury. With rich guaranteed dividends in driving pleasure and excitement. And the assurance of high resale value in the future.





The powerful new look of prestige. That's our brief way of telling you that Chevrolet stylists have pulled off a triumph in their refinements of the classic Impala shape.

Look up front and your admiration is commanded by a challenging new grille and smoothly sculptured new fenders. Then, as your eye glides over the aerodynamic hood onto the roofline, you notice an even more dramatic change. No windshield wipers to break the flow of line. They're concealed in a special recess, ready to come out whenever it rains.

Bringing up the rear are new, crisply contoured fenders with new triple tail lights recessed in the deep-section bumper.

Other fine touches? Triple-band whitewall tyres and, if you so desire, a vinyl covered roof in Black or Off-White.

It's a look of total elegance. And since it's a Chevrolet you can rest assured it's there to stay. The exterior, for instance, gleams with 'Magic-Mirror' acrylic finish in glamorous metallic colours that retain their showroom lustre for years with minimum care. And the entire body has the protection of a new and more comprehensive anti-corrosion treatment called 'Rustgard'.

So much for the beauty. Now for the action in the shape of a 327 cu. in. Turbo-Fire V8 that now delivers 250 h.p.

With refinements such as a four-barrel carburettor and large diameter exhaust system it is a highly responsive and potent power plant. And to make the most of it Chevrolet hooks it up to some very high class equipment indeed. Powerglide automatic transmission. Power steering. Power brakes with the safety of separate hydraulic circuits front and rear.

As for the ride, magnificent is the only word for it.

If you climbed underneath you'd soon see why. There are four husky coil springs to eat up the bumps before you feel them.

Anti-squat and anti-dive control. Four double-acting shock absorbers to help iron things out. And special cushioned body mounts to further defend against thumps and jiggles.

The result is a ride of almost uncanny smoothness and quietness.



Dual circuit braking means that front and rear brakes have separate hydraulic lines. If one loses pressure, the other still provides effective braking power. Brakes are self-adjusting.



Both front and rear seats have a thickly padded centre armrest that swings down for extra comfort.

As you've already gathered, Chevrolet Impala is not a car to skimp on things. So it's no surprise to find the interior lays on luxury with all the trimmings.

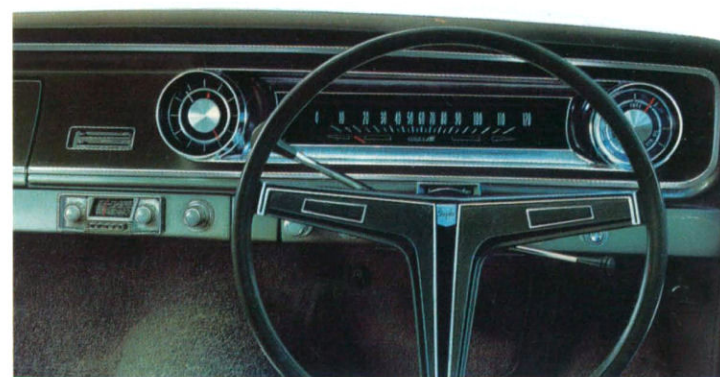
Lashings of moulded foam cushioning now put Impala's seats in the club-chair class. They're tailored in richly textured fabric and Morrokide trim that meet a perfect partner in the plush new loop-pile carpet that runs from door to door.

Heater/demister (now in the engine compartment for quieter operation), push-button radio with rear seat speaker, and electric windshield washers are all standard, of course. And those who like to create their own climate inside can now order air-conditioning by Frigidaire, for all-season driving comfort.

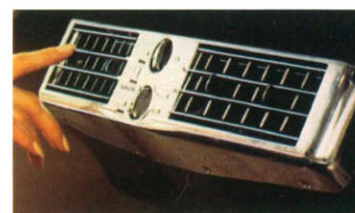
Larger safety armrests shield door controls of new design. And the panoramic instrument panel puts everything where it's easiest to see.

You've never been better looked after. Or felt more secure. For Chevrolet always has your safety in mind. The energy-absorbing steering column and dual circuit power brakes are just two of the many advanced safety features that are standard equipment.

This then is the new Impala V8. Built by General Motors to reward you more handsomely than anything else in its class. Not only when you own it but when the time comes to trade it, too. A car unexcelled in reliability and long life design. And one that richly deserves its title ... the powerful new look of prestige.



Energy-absorbing steering column. A General Motors development, it compresses as much as 8 inches under impact.



Luxurious Frigidaire air-conditioning is now available for all-weather comfort as a factory-fitted custom feature.



Push-button radio with rear seat speaker is among the host of luxury items standard on Impala.

Specifications

ENGINE: Turbo-Fire V8, Bore 4.001 ins. Stroke 3.250 ins. Capacity 327 cu.ins. Compression ratio 8.75:1. Max. brake horsepower 250 @ 4,800 r.p.m. Max. torque 325 lb.ft. @ 3,200 r.p.m. RAC rating 51.2 h.p.

FEATURES: 90°-V8 OHV engine, 5-bearing crankshaft. Hydraulic valve lifters. Aluminium alloy pistons and main bearings. Positive crankcase ventilation. Full-flow oil filter. Automatic choke.

FUEL SYSTEM: Capacity 20 imp. gallons, 4-barrel carburettor.

ELECTRICAL: 12-volt system, 60 amp. hour capacity battery. Alternator.

TRANSMISSION: Powerglide automatic. Two-speed, 3 element torque converter with hydraulically controlled planetary gears.

SUSPENSION: Full coil suspension front and rear. Direct double-acting shock absorbers. Front stabilizer bar.

REAR AXLE: Four-wheel hydraulic, self-adjusting vacuum power brakes with a tandem master cylinder operating individual circuits for front and rear brakes. 11" dia. drums. Bonded linings. Foot operated parking brake operates rear brakes and has a "T" handle release.

STEERING: Hydraulic power steering. Gear ratio 17.5:1.

WHEELS AND TYRES: Steel disc wheels. Low profile 8.15 x 15 4-ply tubeless tyres. Triple-band whitewall. Snap-on vinyl spare wheel cover.

CHASSIS/FRAME: Perimeter type. All welded construction.

DIMENSIONS: Overall length 214.7 ins. Overall width 79.6 ins. Overall height 55.8 ins. (Sedan), 54.8 ins. (Sport Sedan). Wheelbase 119 ins. Track — front, 62.5 ins.; rear, 62.4 ins.

ESTIMATED KERB WEIGHT: 3,906 lbs. (Sedan), 3,991 lbs. (Sports Sedan).

LIGHTS: Four sealed beam headlights. Parking lights. Tail and stop lights. Self-cancelling flashing turn signals front and rear. Rear

licence plate light. Back-up lights. Central dome light operated by front door courtesy switch. Illuminated transmission indicator quadrant. Variable indirect instrument cluster illumination. Brake warning light. Glove box light. Vehicle has side marker lights, front and rear.

EQUIPMENT AND FEATURES: Push-button 11 transistor radio with rear speaker. Modified Zone windshield. Recessed 2-speed electric windshield wipers. Electric windshield washers. Tinted windscreens on Sport Sedan. Metallic 'Magic-Mirror' acrylic lacquer finish. Ignition key warning buzzer. 2 key locking system. One key ignition and door locks, other for glove box and luggage compartment lock. Nylon cloth and Morrrokide trim. Colour matched carpet in front and rear. Armrests on all doors. Centre armrests front and rear. Coat hooks and assist straps. Heater/demister. Glove box lock and light. Dual matched horns. Dual padded sun visors. Anti-glare interior rearview mirror. Cigar lighter. Electric clock. One ashtray in instrument panel, one ashtray in each of rear door armrests. Winder-operated vent-panels. Lap type front seat belts. Seat belt anchorage points rear floor. Wheel trim rings. Boot lined with black carpet. Snap-on vinyl spare wheel cover.

OPTIONAL CUSTOM FEATURES: Frigidaire air-conditioning. Black or Off-White vinyl roof. Tinted windscreens on Impala Sedan. Nylon Cord tyres — 8.15 x 15 4-ply tubeless triple band whitewalls.

THE GM WARRANTY: Protects your Chevrolet for 12 months or 12,000 miles of operation. In addition, your GMH Chevrolet Dealer provides a free inspection and adjustment at 2,000 miles.

CONFIDENTIAL HIRE PURCHASE: Arrangements are available through General Motors Acceptance Corporation, Australia. GMAC facilities are only available through GMH Dealers.

Details of the new Chevrolet specifications are correct as at the time of printing, but the right must be reserved to alter equipment and specifications without notice.

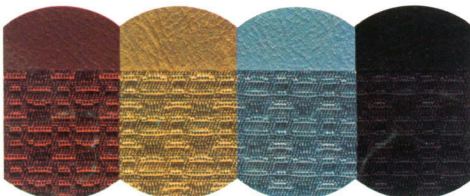
Chevrolet colours and fabrics

NEW CHEVROLET COLOURS in gleaming 'Magic-Mirror' acrylic finish



All colours except White and Black are in glamorous metallic finish. The six metallic colours are available in two-tone combinations with Grecian White on top. Or, if you prefer, order a handsome Black or Off-White vinyl roof.

INTERIOR TRIMS in lavish Morrrokide and nylon cloth



Yulunga Maroon with Rubient Maroon Buckskin Fawn with Raiment Fawn Teal Blue with Pheasant Blue Black with Black

Any of the four interiors shown may be ordered if your exterior colour choice is Grecian White. With other exterior colours, interiors are keyed to tone, with Black interior available with all exterior colours except Warrigal Black.

FOR YOUR SAFETY YOUR NEW IMPALA PROVIDES THE FOLLOWING STANDARD SAFETY EQUIPMENT:

- * Energy-absorbing steering column.
- * Dual circuit brake system.
- * Instrument panel is safety padded.
- * Windshield pillars are safety padded.
- * Lap type front seat belts.
- * Padded sun visors.
- * Positive crankcase ventilation.
- * Safety door latches and hinges.
- * Shatter-proof 'knock-out' type inside rearview mirror.
- * Dished type steering wheel.
- * Electric windshield washers.
- * Outside rearview mirror.
- * Power brakes.
- * Power steering.
- * Back-up lights.
- * 2-speed electric windshield wipers.
- * Modified zone windshield.
- * Self-adjusting brakes.
- * Recessed instruments.
- * Glare reducing instrument panel top and instruments.
- * Glare reducing windshield wiper blades and arms.
- * Safety ash receivers.
- * Safety door armrests.
- * Safety door locking handles — free-wheeling front and rear.
- * Fusible link in wiring harness to prevent electrical fires.
- * Safety wheel rims — both sides.

Service will never be a problem with your new Chevrolet Impala. The Australia-wide network of GMH Chevrolet Dealers is unmatched in both size and skill. You will find service and spare parts available wherever and whenever you want them.

