



THE QUALITIES OF LEADERSHIP

Here, beyond doubt, is a leader — a limousine offering you supreme luxury, superb styling and advanced engineering in the General Motors' tradition.

Chevrolet 350 is a car to be admired . . . a car to be admired in. But only when you see this great car's individuality at first hand will you fully appreciate its true qualities of leadership. So we welcome your personal inspection, at any time it is convenient to you.



LEADERSHIP IN STYLING

From its four headlights . . . to its wide track stance—from its distinctively handsome vinyl roofline . . . to its clean, flowing lines—Chevrolet 350 has the look of leadership.

Its imposing lines are finely balanced so the precision of the proportions is never lost. Here is classic design in truly international style. Here is a luxury limousine that speaks eloquently of quality.

But distinguished design must not only look pleasing. It must be practical as well. Here again, Chevrolet 350 excels. The development of slim super strength front windscreen pillars and the absence of side vent windows means a dramatically better view for the driver.

Chevrolet 350 is available in a wide range of distinctive and tasteful colours—including gleaming metallics—to please the most discerning eye. Nothing has been overlooked to ensure Chevrolet 350 pursues General Motors' tradition of fine cars.



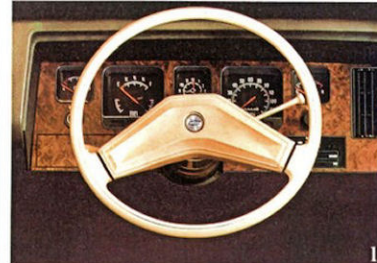
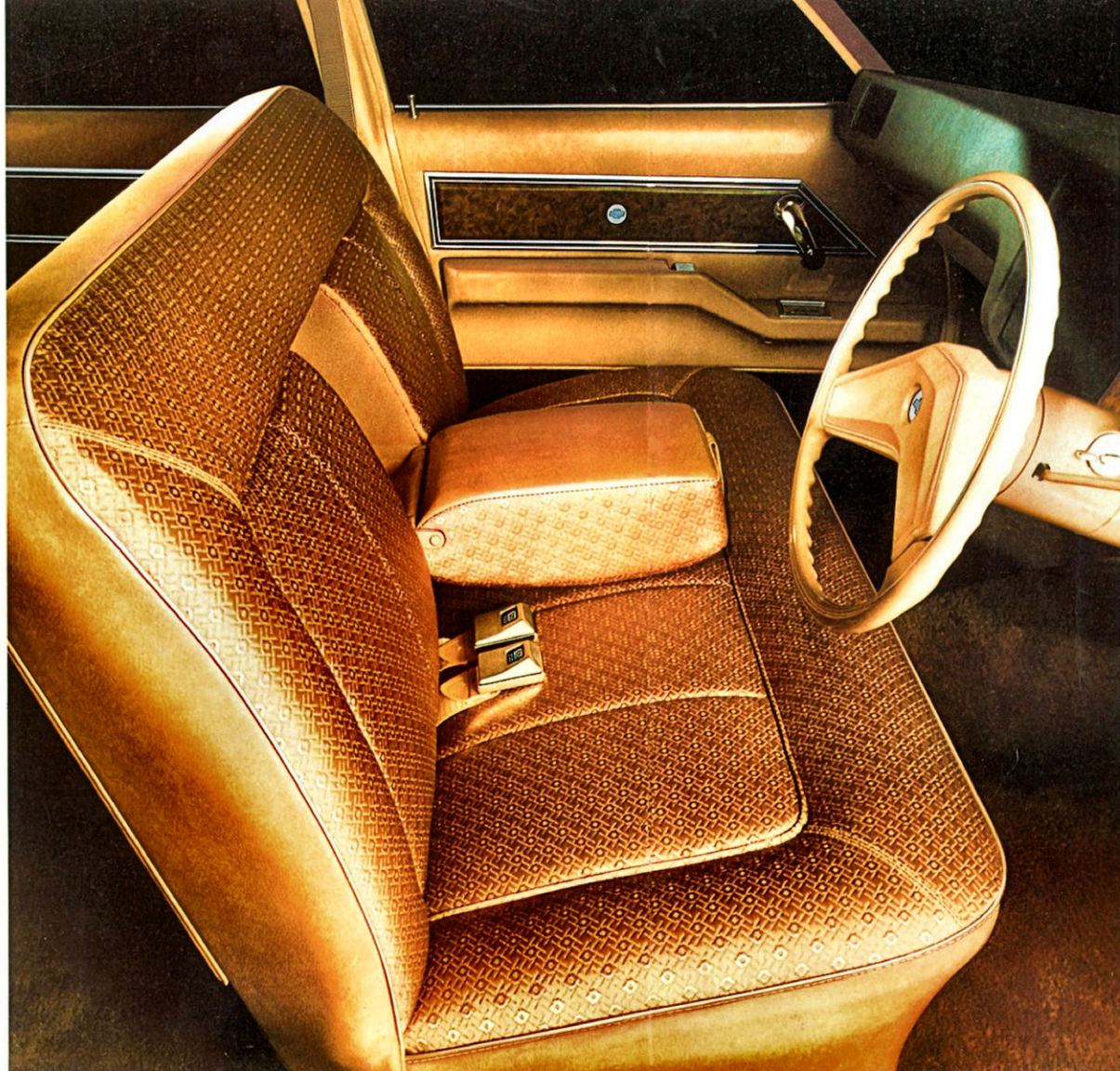
LEADERSHIP IN INTERIOR COMFORT

Deeply-padded seats with fold-away centre armrests, are contoured to provide correct back and shoulder support. They're upholstered in luxurious woven cloth, that's pleasing to the eye and cool to the touch and most comfortable to sit in. Choose front bucket seats and they recline to the position you desire, to give you comfort and relaxation on the longest journey.

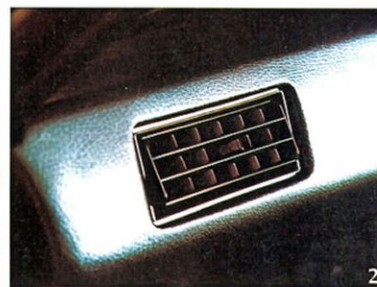
Front and rear, Chevrolet 350 is spacious and roomy, so you can stretch your legs right out and there's ample shoulder and hip room. Beneath your feet... wall-to-wall deep, soft carpet; to the front... burl walnut finish instrument panel. At each side beautifully trimmed doors with luxury-length padded armrests, and door releases. Convenient courtesy lights are located at your shoulder in the rear and at front floor level.

A worthwhile consideration is an optional built-in air conditioner for complete all-weather comfort. Simple controls permit you to de-mist, de-humidify, cool or heat your Chevrolet 350 as you require.

A car with immense power, moderated with the strength of superb engineering, and a safety level that is totally reassuring. Chevrolet 350's long wheelbase and wide track make handling a delight. The big 11-inch front wheel ventilated disc brakes are power-assisted to give safe, sure braking without effort, and ensure long brake life.



1 Easy-to-read instrument panel in burl walnut finish. Instruments include: speedometer, fuel gauge, water temperature and oil pressure gauges, electric clock and handbrake warning light.



2 Finger-tip controls allow a pleasant flow of fresh air with all the windows closed, via the flow-thru ventilation system.



3 Chevrolet 350 offers you a spacious 31 cubic ft. luggage compartment, fully carpeted and with courtesy light.



4 Chevrolet 350 interior... roomy and very comfortable.

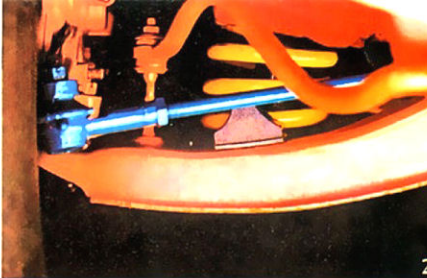
LEADERSHIP IN ENGINEERING

Leadership begins with the commanding power of Chevrolet's 275 horsepower 350 cubic inch V8 engine and Turbo-HydraMatic three-speed automatic transmission. Performance is smooth, quiet and effortless.

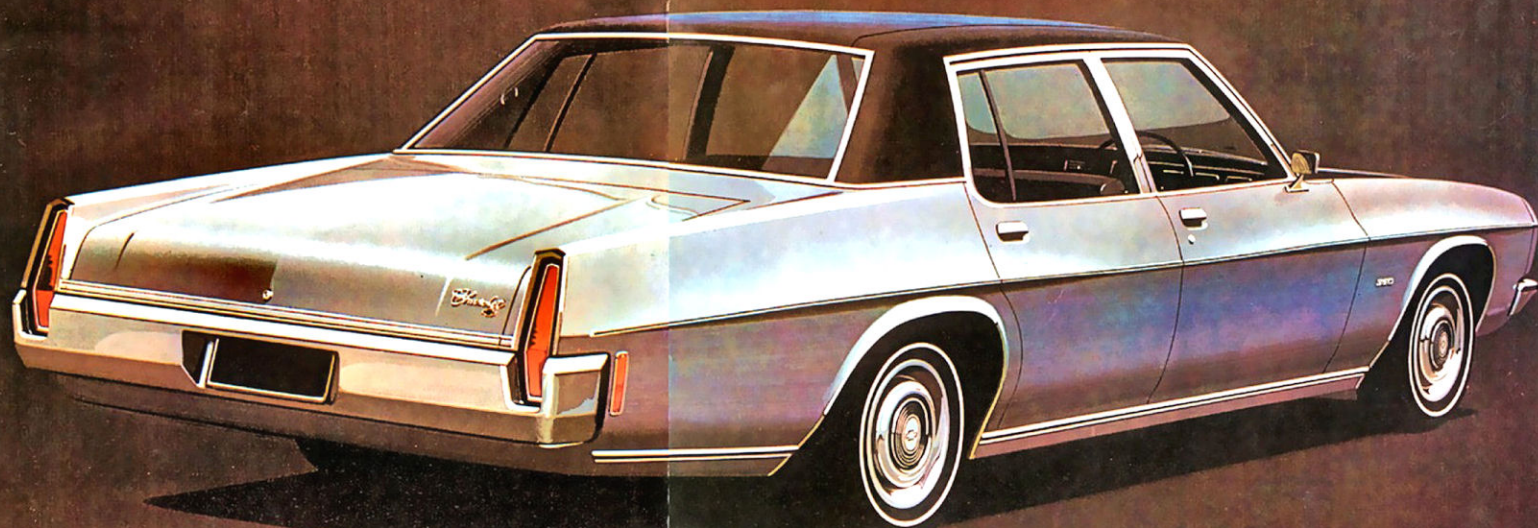
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Forward-mounted steering gives the driver precise control in corners or on rough surfaces. Variable ratio power steering makes parking feather-light, but keeps handling sure at highway speeds.

Chevrolet 350's 4-coil suspension places a big coil spring over every wheel, and a special front chassis design mounted on eight thick rubber cushions completely isolates you from road noise and vibration. The four-coil suspension and the special front chassis design combine to give you a remarkably smooth and quiet ride.



- 1 Chevrolet's 275-hp 350 cu. in. engine gives effortless cruising.
- 2 A big coil spring at each wheel turns bad roads into good roads.
- 3 11-inch power disc brakes are ventilated to resist fade under severe conditions.
- 4 Variable ratio power steering greatly improves parking and driving ease.
- 5 F78 cross-ply tyres put more rubber on the road for better, safer handling.



LEADERSHIP IN OPTIONAL FEATURES

Chevrolet 350 respects you as an individual. And treats you as such with a select range of comfort and performance options.

That way you can make your Chevrolet 350 look and feel exactly as you desire. A car that expresses your own desires.

Among the options available at moderate extra cost are:

1 Air-conditioning: Take the air-conditioned comfort of your office and home with you wherever you go. This fully built-in unit allows you to demist, de-humidify, cool or heat as you require. It's like ordering your own weather. When you specify factory-fitted air-conditioning, your car comes with tinted glass on side and rear windows.

2 T-bar automatic: This sporty stick shift in an attractive centre console is available when you choose bucket seats.

3 Radio: A push-button medium wave radio provides crystal-clear reception and entertainment whilst driving. A rear speaker and electrically operated antenna are also optional features.

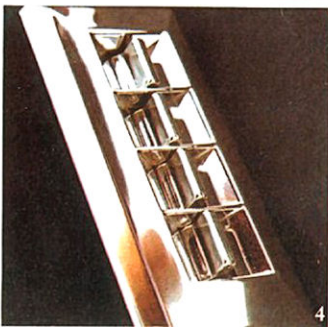
4 Power windows: Fingertip controls will lower or raise each window individually. The driver may also control each of the windows if necessary from his own control panel.

5 Adjustable reclining front bucket seats: Ideal for comfortable long-distance travelling... they are available also with colour-keyed head restraints.

• Whilst a black vinyl roof is standard equipment, you may also choose from dark brown or light brown vinyl roofs, or delete vinyl roof altogether.

• A distinctive selection of upholstery cloth is available. Similar colours may also be ordered in vinyl trim if desired.

• Superlift rear shock absorbers are available as an optional feature, to raise the rear vehicle trim height under load.



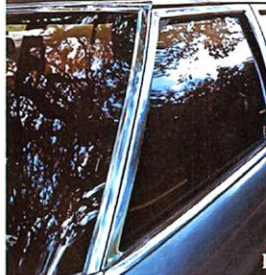
LEADERSHIP IN SAFETY

When you invest in Chevrolet 350, your reward is a car you can be sure of... a car that incorporates the benefits of years of safety-testing by General Motors.

The safety features included in Chevrolet 350 have been tested over hundreds of thousands of miles and in scores of scientifically conducted tests at GM test centres around the world.

Chevrolet 350 safety aids include: Dual circuit braking... if one hydraulic circuit loses pressure, the other remains fully operational and a warning light glows on the dash. Safety-padded GM energy-absorbing steering column compresses under impact. Safety padded dashboard. Fork-design door locks reduce the chance of a door accidentally opening in case of collision. Power-assisted ventilated front disc brakes for surer stopping, with pressure-limiting valve to minimise rear wheel lock-up under emergency braking conditions.

Wide F78 cross-ply tyres for greater traction assist safer steering and braking. Slim front body pillars for better forward vision. Laminated windscreen. Two-speed wipers with articulated wiper arm on driver's side, four-jet electric windscreen washers. Safety belts for every passenger. Shatter-proof knock-out interior mirror. Glare-reduced outside rear vision mirror. Glare-reducing interiors. Twin reversing lights. Rear side marker lights for lane changing. Self-adjusting brakes. Fusible-link wiring design virtually eliminates risk of electrical fires. Safety cargo barrier to prevent luggage entering car from trunk upon impact. Fuel tank and all fuel lines wholly outside body. Safety rims on all wheels.



1 Slim super-strength windscreen pillars give driver far greater visibility.

2 The GM-developed energy-absorbing steering column compresses on impact to minimise possibility of driver injury.



3 Articulated wiper on driver's side removes "blind spot".

4 Cars cover hundreds of thousands of miles in testing at GM's multi-million dollar proving grounds.

SPECIFICATIONS

ENGINE: 350 cu. in. (5736 cc) V8. Oversquare design. Bore and stroke 4.000 x 3.480 ins. (101.6 mm x 88.4 mm.) Develops 275 hp (SAE) @ 4800 r.p.m. and 360 lbs. ft. torque @ 3200 r.p.m. Compression ratio 8.5:1, SAE rating 51.2 hp. Rochester Quadra-jet 4-barrel carburetor with automatic choke. Positive crankcase ventilation. Full pressure lubrication.

TRANSMISSION: Turbo-HydraMatic 3-speed. Fully automatic, torque converter type with fixed stator. Converter multiplies engine torque for increased driving thrust to rear wheels during acceleration in any gear.

WHEELS: 14 x 5.00 JJ all-steel. Hub cap with chrome wheel trim as standard equipment.

TYRES: F78 cross-ply with white band are standard equipment.

BRAKES: Four wheel hydraulic with a dual-circuit system for safety. Should

one system fail, the other still operates, and the warning light glows on the instrument panel. Power assisted front disc brakes of 11" (279.4 mm) diameter and 1" (25.4 mm) thickness. Ventilated for cool efficiency and longer pad life. Pressure limiting valve on rear wheels minimises rear wheel lock-up under emergency braking conditions.

ELECTRICAL: 12 volt battery, 61 amp. hour capacity, 35 amp. alternator. Fusible link electrical circuit design for safety.

SUSPENSION: Front: Independent coil springs with short and long arms, stabiliser bar. Rear: 4-link system with coil springs. Optional Superlift shock absorbers available.

STEERING: Variable ratio power steering is standard. Power assistance integral with steering box.

FUEL SYSTEM: Tank capacity 16.5 imp. gallons (75 litres).

NOTE: A combined ignition/steering lock protects your car against theft.

DIMENSIONS: Overall length 198" (5.029 m). Wheelbase 114" (2.896 m). Track 60.2" (1.529 m). Overall height 54.3" (1.379 m) (at design load). Estimated kerb weight 3,308 lbs. (1500 kg).

INSTRUMENTATION: Speedometer with mileage recorder. Fuel gauge, water temperature and oil pressure gauges. Electric clock. Hand brake warning light. Burl walnut finish dash.

VINYL ROOF: Black is standard. Light brown or dark brown vinyl roof is optional. Vinyl roof may be deleted when ordering.

PLEASE NOTE: As the policy of General Motors is one of continuing product improvement, all specifications and equipment are subject to change without notice.



