

1964

Chevrolet



FOR CAR BUYERS: New styling at its fine-car best. New value at its Chevrolet best ■ The sporting urge— a new way to satisfy it ■ Luxury takes a look inside ■ When little things add up to big quality. **CHEVROLET**



IMPALA SERIES

Great lines in a quality-built luxury car! From the earliest drawing board stages, the '64 Impala was intended to be the most elegant, graceful automobile in its price range. (After all, the name comes from Africa's fleetest, most graceful antelope.) A new full-width sculptured grille, longer looking silhouette (209.9 inches from bumper to bumper), distinctive front and rear deck windplits and tasteful chrome trim help make it so. We think Impala's styling could make a proud owner out of just about anyone. And that goes for Impala's exciting new running mate, the Impala Super Sport Series, too. There's no use wasting a lot of fancy words on Impala's ride when Jet-smooth fits like a glove. We get that famous ride like this: Full Coil suspension, X-built Safety-Girder frame and special extra-thick butyl rubber body mounts all work together to smooth out bumps. Naturally, a proud Impala owner won't want to take too much time from his motoring for maintenance and upkeep. And with Chevrolet's long list of easy-care features, he simply doesn't have to. Power assists are usually desired, of course. And power steering*, power windows*, power brakes* and a 6-way Flexomatic power seat* are fine for a start. Additional optional items* include Soft-Ray tinted glass, a de luxe AM-FM push-button radio, Comfortilt steering wheel and Four Season air conditioning. When you consider all the virtues of the '64 Impala, it looks as though the stylists and engineers produced exactly what was asked for.



IMPALA

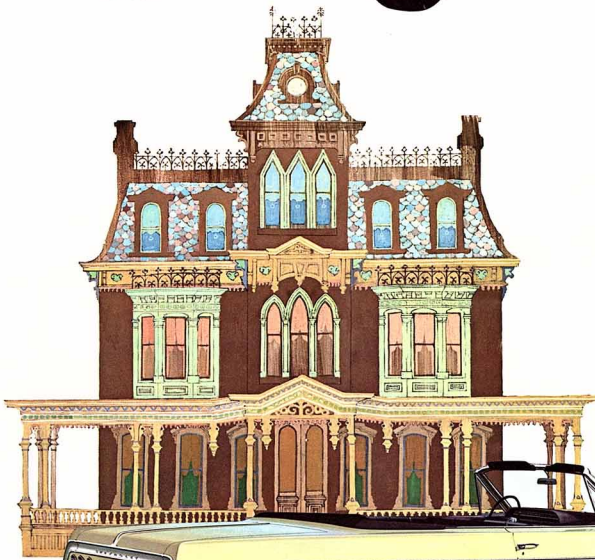
THE BEAUTIFUL PART: PICKING THE IMPALA THAT APPEALS MOST

Selecting a '64 Impala simply has to be a matter of personal feeling. The sleek lines of the Sport Coupe or Convertible are destined for instant popularity with anyone who wants extra styling dash in his motoring. Those who require more space will favor the 6-Passenger 4-Door Sedan or Sport Sedan. Of course, nothing can replace a station wagon among suburbanites who go in for heavy hauling. Either the 6- or 9-passenger model will fill the bill and then some. Here's a special treat for the sporting clan. For the first time, Impala Super Sport is an exciting series in itself. Both Coupe and Convertible are bucket-seat beauties, marked inside and out by distinguished SS identification trim. They're even co-exclusive holders (with Impala Sport Coupe, Sport Sedan and Convertible) of a new Goldwood Yellow Magic-Mirror finish. And the Coupe (Impala Sport Coupe, too) can be dressed up with either a white or black vinyl-covered roof.* As you might expect, Super Sports toe the Chevrolet line when it comes to sparkling performance and dependability. With 7 engines and 4 transmissions available, power teams can be tailored to individual spirit. Any of the three big 409 V8's* coupled with 4-Speed* Synchro-Mesh (or automatic Powerglide* with the 340-hp version only) is especially saucy in highway passing situations. Ball-Race steering and Positraction* rear axle make all those eager horsepower easier to handle, too. So go ahead . . . let your personal feelings take over. If your taste demands the best, we think you'll be satisfied to the fullest with an Impala or Impala Super Sport for 1964.

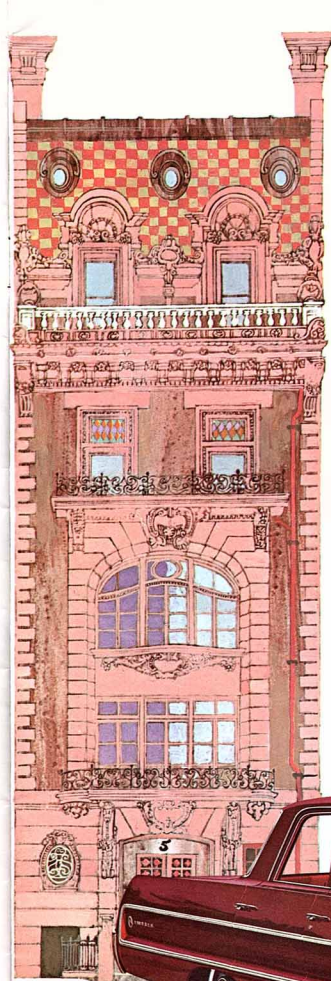
*Optional at extra cost.



Impala Super Sport Coupe in Texas Black



Impala Convertible in Goldwood Yellow



Impala Sport Coupe in Lagoon Aqua



Impala 4-Door Sedan in Palmer Red



All Impala models shown with optional wheel covers*.



Bel Air 4-Door Sedan in Dayana Blue

Bel Air 2-Door Sedan in Ember Red

THESE SLIMMED OUT PROFILES ARE BULGING WITH SPACE AND VALUE

BEL AIR

There has to be a pretty good reason for Bel Air's enduring popularity. We think it's value. If we're right, Bel Air for '64 is a shoo-in as the car most likely to make new friends. Every motorist we know wants automotive styling that's going to be popular for years to come. Newly designed bumpers and a distinctive full-length side molding are just a couple of the classic highlights that will be earning Bel Air many an approving nod. And that means all

four models: roomy 2- and 4-Door Sedans, as well as the 6- and 9-Passenger 4-Door Station Wagons. But there's more that falls under the heading of value about Bel Air for '64. Polishing simply doesn't figure into many weekends with Magic-Mirror finish keeping every Bel Air hue showroom sharp. Mechanical upkeep . . . well, the Chevrolet engineers took care of that end of things. Husky Safety-Master brakes adjust themselves automatically,

a Delco-tron generator helps increase battery life, a long-life exhaust system adds miles of quiet motoring, universal joints have sealed-in lubricant and flush-and-dry rocker panels do quite a job of fending off rust and corrosion. Almost seems as if there's nothing left to do but stack the luggage in the huge deep-well trunk, sit back and enjoy Bel Air's easy-handling Jet-smooth ride. Actually, that's the real payoff to Bel Air's '64 value story anyway.

TRADITIONAL ECONOMY WITH NEW LUXURY

Nearly everyone has a favorite tradition or two. And Biscayne is one of ours. A car that pleases even the most particular budget without skimping. This year, the cleanly sculptured Biscayne brings that tradition up to date with new luxury. For 1964, Biscayne features front *and* rear foam-cushioned seats, front *and* rear armrests, a handsome new steering wheel and deep-twist carpeting. There are three spacious Biscayne models for '64: two Sedans (2- and 4-Door) plus a husky 4-Door 6-Passenger Station Wagon. Each one designed with an eye toward tasteful simplicity, a clean kind of styling that will make an owner proud to be the driver. Most engineers know about Biscayne's built-in reliability, too. But no slide rule is necessary to see how Chevrolet's easy-care features will reduce maintenance time and expense. Body by Fisher helps prove the point. Unisteel construction plus special inner front fenders that help protect outer fenders from inside-out rust and corrosion. Insulation at over 700 points to take

BISCAYNE

squeaks and vibrations out of rough road travel. And a High-Level ventilation system working with a De Luxe Air-Flow heater-defroster to provide year-round climate comfort. Motoring should have comforts and conveniences, as well, and Biscayne furnishes its share. Crank-operated ventipanes, single-key locking system, electric windshield wipers and dual sun visors. Here's one final clincher for the budget watchers: equip a Biscayne with Chevrolet's standard 140-hp Turbo-Thrift 230 six and watch it take its gasoline a little at a time. Add Overdrive* and make those sips even less frequent. Now, that's what we call living up to a long-standing tradition.

*Optional at extra cost.

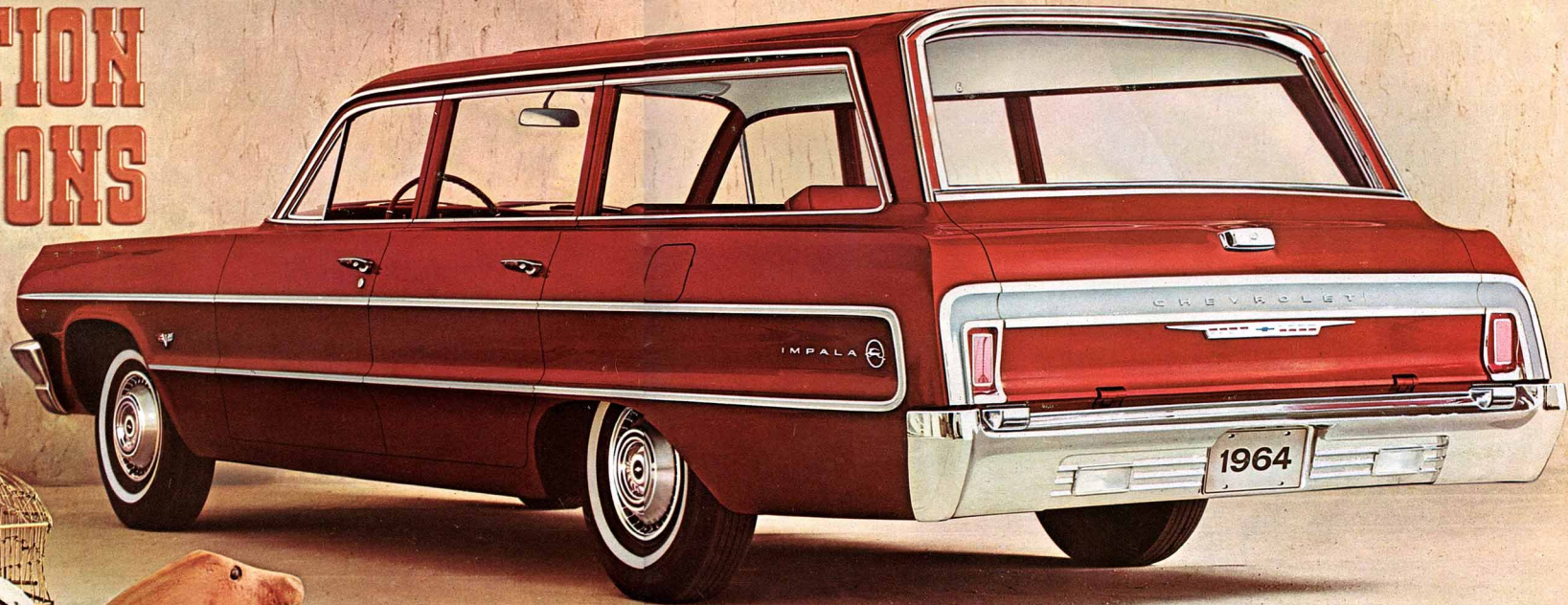


Biscayne 2-Door Sedan in Azure Aqua



Biscayne 4-Door Sedan in Saddle Tan

STATION WAGONS



Impala 4-Door 9-Passenger Station Wagon in Patamar Red



Impala 4-Door 6-Passenger Station Wagon in Silver Blue



Bel Air 4-Door 6-Passenger Station Wagon in Almond Fawn



Bel Air 4-Door 6-Passenger Station Wagon in Satin Silver



Biscayne 4-Door 6-Passenger Station Wagon in Bahama Green with Roof Luggage Carrier*

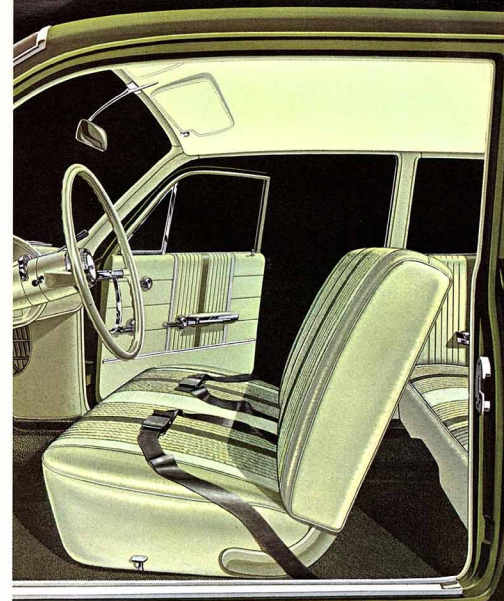
FIVE LOCKERS WITH FULL-SIZE LOAD SPACE

Ask an automotive stylist and an engineer to wrap up scads of usable space with some of the most pleasing lines ever seen waiting at the curb. If they're successful, they've done their bit toward versatility. Our people did it five different ways in the 1964 Chevrolet Station Wagons: 6- and 9-passenger versions for Impala and Bel Air, plus the 6-passenger Biscayne model. Every one a sleek 210.8 inches, front to rear. These are willing workers that enjoy sprucing up for a night on the town, too. Naturally, wagon owners like their storage space in extra large helpings. Not much of a problem when there's up to 97.5 cu. ft. waiting to swallow any cargo worth a tote. It still has to be accessible, however. So every model converts easily to cargo carrying, has four doors and a gaping (30.5" x 56.4") tailgate opening. It's worth mentioning that the tailgates are counterbalanced . . . Chevrolet believes in making everything easy. Power-operated roll-down tailgate windows are standard on 9-passenger models, optional* on 6-passenger wagons. Where valuables are concerned, we recommend tucking them out of sight in a large special compartment beneath the rear cargo floor. Cautious types will want to spend a little extra on a key lock* for this compartment. Speaking of spending a little extra, the wagons have a few exclusive options*, too. A roof luggage carrier* and a split second seat* (fold down the $\frac{3}{4}$ or $\frac{1}{2}$ segment according to your load), to name a couple. Anything you want hauled? You have 'til sundown. That's when 1964 Chevrolet Station Wagons transform themselves into theater-going town cars. There's versatility for you! For more complete details, see the 1964 Chevrolet Station Wagon Catalog.

*Optional at extra cost.

CHEVROLET INTERIORS

Bel Air 2-Door Sedan with Green Interior. Black front seat belts shown are standard equipment.



Impala Sport Coupe with Red Interior. Black front seat belts shown are standard equipment.



IMPALA SUPER SPORT—Luxury lovers, this interior's for you. New soft expanded vinyl in a pleated design covers most seat and door panel areas. And there's deep-twist carpeting underfoot. Extra-thick foam-cushioned seats will make SS the most sat-in car in the showroom. Especially the buckets up front. A smartly designed instrument panel puts all instruments and controls comfortably within easy eyesight and reach. Handsome center console houses 4-Speed* or Powerglide* shift levers along with a handy storage compartment (also a litter box in 3-Speed and Powerglide* models). Other goodies include bright SS identification trim, rear seat speaker grille and courtesy lights. Impala Super Sport has 8 color-keyed interiors including 3 exclusive two-tones. A car fit for any sporting jaunt.

IMPALA—To be sure, the elegance of the '64 Impala doesn't end with exterior styling. Impala's soft foam-cushioned seats are richly upholstered in the latest Chevrolet decorator fabrics (all-vinyl upholstery in the Convertible). Tufted cloth backrests, leather-grain vinyl trim and new colored plastic cowl kick panels add further touches. And bright aluminum end panels provide sparkling highlights. Impala also has deep-twist carpeting to blend with the decor. Six color-keyed interiors offer a choice of fawn, aqua, red, blue, green and saddle. Black is available on the Sport Coupe, Sport Sedan and Convertible exclusively. Impala's fine-car features include distinctive Impala steering wheel, electric clock, extra-long armrests, fingertip door releases and back-up lights. (There's more, but we don't want to spoil your first face-to-face introduction.)

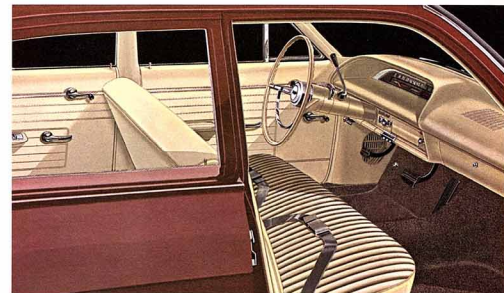
IMPALA STATION WAGONS—Durability is a must in a station wagon interior. But there's really no need to sacrifice beauty. The 1964 Impala Station Wagons certainly don't. All-vinyl upholstery and trim offers an ideal blend of rugged practicality and good looks. With deep-twist carpeting on floor areas, upkeep consists of an occasional once-over lightly with a sponge and whiskbroom. We like long-wearing vinyl so well that even load floors, tailgates and second and third seat backs have a vinyl-coated textured metal surface. If you're wondering about appointments, don't forget there's an Impala reputation to uphold. And the 1964 Impala Station Wagons have all the fine interior features found in other Impalas.

*Optional at extra cost.

Impala 4-Door 6-Passenger Station Wagon with Blue Interior. Black front seat belts shown are standard equipment.



Biscayne 4-Door Sedan with Fawn Interior. Black front seat belts shown are standard equipment.



BEL AIR—Bel Air has a background of Chevrolet know-how when it comes to providing luxury-size stretching space. Large door openings and low sills take the squeeze and twist out of entry and exit. Inside, there's room to spare from every direction (even if you come from a family of six-footers). As a value, '64 Bel Air is one for the books. Foam-cushioned seats, distinctive new patterned cloth upholstery and leather-grain vinyl trim. Glove box light, automatic dome light, cigarette lighter, dual rear ashtrays, de luxe door handles and window regulators. Features you might expect to be beyond Bel Air's price range. Interiors are keyed to exterior colors and include fawn, aqua, red, blue and green.

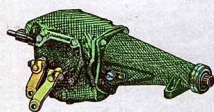
BISCAYNE—We went all out to make saving look like splurging in the Biscayne interior. An attractive pattern cloth covers most of the seating area in Biscayne Sedans. Handsome bolsters and trim in leather-grain vinyl also add a tasteful flair. The deep-twist carpeting and handsome new steering wheel blend into the overall decor. For extra durability where it's needed most, Biscayne Station Wagon sports vinyl from the carpeted passenger floors up. As in higher priced lines, load floor, tailgate and rear seat back are vinyl-coated textured metal. Fawn, aqua and red are Biscayne's three interior choices for 1964. Naturally, they're color-keyed to your choice of a durable Magic-Mirror exterior finish. *Optional at extra cost.

fine fabrics • leather-like vinyls • cushiony carpets • long wearing • tightly stitched • decorator styled

NEW & IMPROVED TRANSMISSIONS

highlight power team lineup

Frankly, we felt our transmission lineup was top quality last year. But we wanted to be sure our owners again have the absolute best. So this year, there's an improved 3-Speed Synchro-Mesh and a new 4-Speed Synchro-Mesh*. Powerglide* and Overdrive* will carry on as their smooth, efficient selves.



IMPROVED STANDARD 3. The big word on SPEED SYNCHRO-MESH Chevrolet's 3-Speed Synchro-Mesh this year is "quiet." Featuring an all-heelal gear design with a high torque capacity, 3-Speed Synchro-Mesh is standard on all full-size Chevrolets. Gear ratios are, of course, matched to engine type for smooth, economical operation.

NEW 4-SPEED SYNCHRO-MESH*—Take an outstanding 4-Speed Synchro-Mesh transmission, do some rearranging and the result is an even better version. The all-heelal gear design has an aluminum housing. As the name suggests, all forward gears are fully synchronized. And with the 400- or 425-hp 409 V8's, there's a choice of gear ratios. Central floor-mounted shift lever for the sporting set.

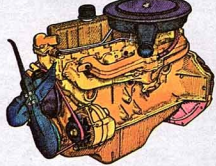
RENOVED AUTOMATIC POWERGLIDE*—Automatic Powerglide will be generating its share of excitement in '64. A two-speed three-element torque converter with hydraulically controlled planetary gears is contained in an aluminum housing. That's good for the power-to-weight ratio. The selector dial reads: Park (A positive parking lock)—R—N—D—L. All positions on SS floor-shift models fall in a straight line for easy gear selection.

EXTRA ECONOMICAL OVERDRIVE*—Ask the man on a limited gear budget about Overdrive. 3-Speed Synchro-Mesh works with a 2-speed planetary Overdrive to deliver top fuel economy and reduce engine wear. Overdrive is engaged semi-automatically when you exceed 30 mph, or thereabouts.

performance-wise ENGINES

Two fuel misers, standard 140-hp Turbo-Thrift 230 and the standard 195-hp Turbo-Fire 283 V8, quality in the spirited category. More ginger means the two 327-cu.-in. Turbo-Fire V8 engines**. And the mightiest of all are three versions

of the 409 V8*. All Chevrolet engines feature valve-in-head design, aluminum pistons, positive-shift* starter, positive crankcase ventilation and automatic choke. The 409 V8's** add sparkle to their exhilaration with chrome-plated rocker covers, air cleaner, oil dipstick and filler cap, and fuel lines.



STANDARD 140-HP TURBO-THRIFT 230—Economy, efficiency and spunk—words that really pinpoint Chevrolet's compactly designed 140-hp 6-cylinder power plant for 1964. Here's why. Thin-wall construction for cylinder head and block keeps weight down to a minimum. Modified-wedge combustion chambers and short stroke design yield an 8.5:1 compression ratio. Seven main bearings provide exceptional sturdiness. And full-pressure lubrication contributes to smooth operation. Other items: single-barrel carburetor, 230-cu.-in. displacement, oil-wetted air cleaner and full-flow oil filter.

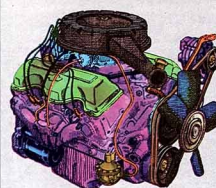
STANDARD 195-HP TURBO-FIRE 283 V8—Chevrolet's 195-hp Turbo-Fire 283 has a camshaft that opens intake and exhaust valves wide to promote engine breathing and a liberal flow of fuel-air mixture to the combustion chambers. The fuel-air mixture is squeezed tightly by the compression ratio of 9.2:1. Additional assistance comes from a double-barrel carburetor, full-pressure lubrication system and a dry-element air cleaner.

250-HP AND 300-HP TURBO-FIRE 327**—Here's how to make two engines out of the same 327 cubic inches. First engine has a temperature-controlled fan, full-pressure lubrication system with full-flow oil filter, hydraulic valve lifters, a dry-element air cleaner, a four-barrel carburetor and dual exhausts. There's one gear with 250 horses and a 10.5:1 compression ratio. Now substitute a big aluminum-body 4-barrel carburetor, larger inlet valves and larger diameter dual exhaust system. The horse-power just jumped to 300 with the same compression ratio. Of course, you get a high power-to-weight ratio for efficiency and performance.

CHEVROLET POWER TEAMS FOR 1964					
STANDARD ENGINES	3-Speed Synchro-Mesh	Overdrive*	4-Speed Synchro-Mesh*	Powerglide*	
140-hp Turbo-Thrift 230	3.08:1 axle**	3.70:1 axle	N.A.	3.08:1 axle**	
195-hp Turbo-Fire 283	3.08:1 axle***	3.70:1 axle	N.A.	3.08:1 axle***	
OPTIONAL V8's*					
250-hp Turbo-Fire 327	3.36:1 axle	N.A.	3.36:1 axle	3.08:1 axle	
300-hp Turbo-Fire 327	3.36:1 axle	N.A.	3.36:1 axle	3.36:1 axle	
340-hp Turbo-Fire 409	N.A.	N.A.	3.36:1 axle	3.36:1 axle	
400-hp Turbo-Fire 409	N.A.	N.A.	3.36:1 axle	N.A.	
425-hp Turbo-Fire 409	N.A.	N.A.	3.36:1 axle†	N.A.	

35.5 in. Station Wagons; 3.36:1 in Convertibles. *3.36:1 in Station Wagons and All Impala and Impala Limited. Overdrive Not Available. †3.08:1 with 2.50" low transmission.
*Optional at extra cost.

FUEL CAPACITY—Wagons, 19 gals.; all others, 20 gals. **ELECTRICAL SYSTEM**—12-volt system. **BATTERY**—60-plate with 375 and 400-cu.-in. V8's. **DIMENSIONS**—Wheelbase, 119". Front end wheel track—Station Wagons 60.3" and 60.3"; all other models 60.3" and 59.3". Overall length—Station Wagons 216.7" and 216.7"; all other models 216.7" and 216.7". Height—Sport Coupe 55.1". Sport Sedan 54.9". Convertibles 55.8". Sedans 56.3" and Wagons 56.7".



340-HP, 400-HP & 425-HP TURBO-FIRE 409*—Our favorite modern traffic goer is a 340-hp engine with high torque characteristics, single four-barrel carburetor, hydraulic valve lifters, regular camshaft, full-pressure lubrication, full-flow oil filter, closed positive-type engine ventilation, 10.0:1 compression ratio, temperature-controlled fan and full dual exhaust system. There's more performance yet in the 400-horse version. Large four-barrel aluminum carburetor, 11.0:1 compression, oil-wetted element air cleaner, cast aluminum intake manifold, special camshaft with mechanical valve lifters, tough-surface crankshaft bearings and extra-strong pistons. Cylinder heads feature large inlet valves and smooth ports. The 425-hp 409 is a further adaptation with twin four-barrel carburetors.

BODY BY FISHER sets a standard in fine car quality



When it comes to quality construction in the Chevrolet body, Fisher Body craftsmanship welcomes comparison. The people at Fisher Body are masters who devote their undivided attention to details—construction details that assure you of a Chevrolet product you'll be proud to call your own for years to come.

UNIQUE STRENGTH AND DURABILITY—In a United body, the roof, sides and floor are welded together solidly to form one unit. Bravny side rails form a protective cage around the passenger compartment. What's more, the unit is sealed, insulated and attached with extra-large rubber mountings.

HIGH-LEVEL VENTILATION AND DE LUXE AIR-FLOW HEATER—Here's a climate comfort team. Rain or shine, High-Level ventilation provides outside air through inlets located high on the cowl, away from low-lying dirt, dust and fumes. When cold weather comes calling, the air-flow heater makes use of this intake in an air-blending system that gives almost instant temperature control. Heater operation is traffic with just 3 levers in '64.



Pick your favorite exterior hue from Chevrolet's '64 selection of up to 15 solids and 11 fashionable two-tones. Expect Magic-Mirror finish to keep your choice gleaming for years, and with practically no elbow grease. Deep-down acrylic lacquer finish resists chipping, sun-fading and the corrosive effects of salt and road tar.

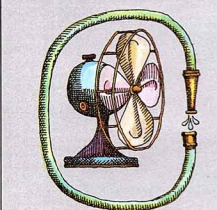
BUILT-IN SAFETY—Chevrolet remembers family safety. Two front seat belts, for example. And with doors closed, double-lipped interlocks on latch strikers and interlocks on latches provide a wide contact area that holds doors tightly in place. A rotating lock bolt prevents lateral movement of closed door.

TOUCHES OF CONVENIENCE

Chevrolet's '64 niceties are worth their weight in value. **Crank-Operated Ventipanes** let you take your fresh air in small whiffs; just turn a handle. With Chevrolet's **Single-Key Locking System**, one key unlocks the doors, glove box, ignition and trunk. Push-button locks make the key unnecessary when locking up. And rear doors feature safety locks that prevent accidental opening from the inside. A **5-Position Ignition Switch** includes an "Accessory" position for music or heat without the battery drain of the engine ignition system. **Engage Chevrolet's Foot-Operated Parking Brake** with a push of the foot. Pull a "TV" handle and you're ready to go again.

EASY-CAIRE features mean extra convenience and value

The way Chevrolet's easy-care features save you time and money, it's obvious that we at Chevrolet have a sincere interest in giving you a car that's easily served with as little expense and maintenance time as possible. Our efforts are continually rewarded by Chevrolet's long-standing reputation for value.



FLUSH-AND-DRY ROCKER PANELS—In the '64 Chevrolets, water entering the cowl inlet ventilating system is directed to the rocker panels where it flushes dirt and dust out through built-in drains. Incoming air follows the same channels and completely dries panel interiors. Rocker panel rust just doesn't have much of a chance.

INNER FRONT FENDERS—We wanted to protect the lasting beauty of every single front fender on the '64 Chevrolets. So we provided inner front fenders that act as barriers against the corrosive effects of water, mud and road salt.



SELF-ADJUSTING SAFETY-MASTER BRAKES—Apply pressure to the brake pedal while backing up. If the brakes need adjusting, they do it themselves. For plenty of stopping power, the 11-inch hydraulic brakes have 200.4 sq. in. of gripping surface and large cylinders. Bonded linings and venting through slot dies give long lining life and resistance to brake fade. Effective sealing helps keep water out.

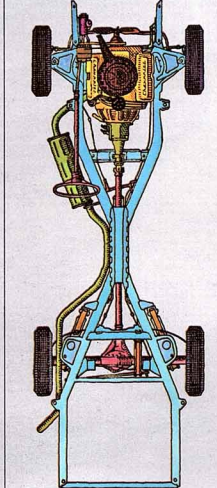


EXTENDED-LIFE EXHAUST SYSTEM—Exhaust systems are supposed to keep engines quiet and carry off fumes. Chevrolet systems handle the job admirably mile after mile. This longevity comes from aluminizing, stainless steel muffler parts and heavy gauge tailpipes. To you, it means fewer replacements, more satisfactory service and less maintenance expense.

BATTERY-SAVING DELCOTRON GENERATOR—Whenever engine speeds are low, Chevrolet's diode-rectified generator lends a hand with electrical output. This really prolongs battery life. There's no commutator to wear out, either, so the self-contained, high-capacity Delcotron is extremely durable.

CHEVROLET CHASSIS ...backbone of the famous JET-SMOOTH RIDE

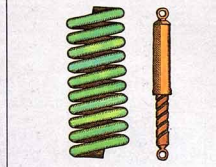
The precision components and exact engineering in Chevrolet's '64 chassis play a particularly important role in Jet-smooth ride. There are many points that receive special sound and vibration dampening materials just to make sure that the ride is up to par. You can't see the chassis, but you'll appreciate its worth from behind the wheel and at trade-in time.



SAFETY GIRDER FRAME—The chassis begins with Safety-Girder frame. It's a hefty box-section of X-built design that has the strength and rigidity required to keep body and suspension properly aligned. Safety-Girder is the foundation for Chevrolet's stability and riding comfort.

BALL-RACE STEERING GEAR—Chevrolet's Ball-Race steering makes parking easier and responds quickly in any driving situation. The ratio with standard steering is 28:1; power steering is 24:1.

WHEELS AND TIRES—Part of the ride is in the wheels and tires. All full-size '64 Chevrolets have 14-inch wheels. Blackwall 7.00 x 14 tubless tires are standard, except on the Convertibles (7.50 x 14) and Station Wagons (8.00 x 14).



FULL COIL SUSPENSION—Put a muscular coil spring at each wheel, and you've made another contribution toward a smooth ride. We also added diode-acting shock absorbers and built-in leveling action. In addition, four-link rear suspension resists yaw and squat when cornering and accelerating.

CLUTCH—Chevrolet's '64 clutch is a diaphragm spring type with standard engines (centrifugally assisted diaphragm gear for optional V8's*). The size of the clutch is determined by engine choice. But generally, they all have a single dry disc with two facings and a release bearing with sealed-in lubricant.

Put your personal stamp on a '64 Chevrolet with pleasurable options and custom features

Almost every new owner wants his 1964 Chevrolet personalized a little. We have a complete line of Options and Custom Features to please enthusiasts from the mildest to the wildest. It's a great way to add convenience and enjoyment to your Chevrolet motoring. And each item helps pay for itself at trade-in time.



2-SPEED ELECTRIC WINDSHIELD WIPERS*—Chevrolet electric wipers burn along at either of two constant paces whether you step on accelerator or brakes. Parallel action leaves no center blind spot uncleaned.

SOFT-RAY TINTED GLASS*—Soft-Ray tinted glass windshields feature a dark, graduated band at the top to temper the sun's worst rays. Lower portions have just enough of a tint to give you glare control, sunsets and oncoming headlights. Soft-Ray tinted glass is available for all windows or for windshields only in any 1964 Chevrolet.

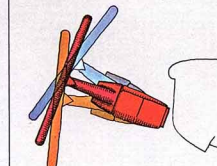
PLUS A HOST OF ADDITIONAL EQUIPMENT*

Seat belts, keyed to interior. Wheels with 6-inch tires. Vented wheel covers. Simulated wire wheel covers. Special front springs. Special suspension. Superlift shock absorbers. Heavy-duty body and chassis equipment. Heavy-duty clutch. Temperature-controlled fan. Heavy-duty radiator. Special sintered-metallic brake linings. Padded instrument panel. Sports-style steering wheel. Extra-heavy foam-cushioned front seat. Two-tone finish. Guards for front and rear bumper. Comfort and Convenience Equipment. White-wire tires. Power Windows have a master control right next to the driver's seat and a separate control at each window. They're available with all Impala SS, Impala and Bel Air models. Finally, 6-Way Flexomatic Power Seat* custom tailors the seat position to your every desire. It adjusts fore and aft, up or down, and tilts forward or back.

POWER ASSIST*—Power Steering takes about 80 lbs. of effort out of a corner, yet returns smoothly to give you a sure feeling of the road. Power Brakes give you efficient stopping with 1/3 less pressure on the pedal. Power Windows have a master control right next to the driver's seat and a separate control at each window.

WHEELS AND TIRES—Part of the ride is in the wheels and tires. All full-size '64 Chevrolets have 14-inch wheels. Blackwall 7.00 x 14 tubless tires are standard, except on the Convertibles (7.50 x 14) and Station Wagons (8.00 x 14).

POSTTRACTION REAR AXLE*—On snow, on slippery surfaces, Posttraction transfers power to the wheel that makes the best use of it. Go just about any place and have a solid footing. Posttraction is available with all Chevrolet power teams.



DRIVER DESIGNED COMFORTILT STEERING WHEEL*—A flick of the lever allows seven different positions to fit the man (or woman) in the driver's seat. The wheel pops up and out the way or east entrances and exits. You'll find it obtainable on all '64 Impala Super Sports, Impalas and Bel Airs equipped with Power Steering* and 4-Speed Synchro-Mesh* or Powerglide*.

FOUR SEASON AIR CONDITIONING*—Four Season Air Conditioning keeps temperature inside your car nice, regardless of what's happening outside. Five controls provide fast, easy regulation. The Custom De Luxe Air Conditioner* is also available for '64. This compact unit now offers an outside air intake.

2-SPEED ELECTRIC WINDSHIELD WIPERS*—Chevrolet electric wipers burn along at either of two constant paces whether you step on accelerator or brakes. Parallel action leaves no center blind spot uncleaned.

SOFT-RAY TINTED GLASS*—Soft-Ray tinted glass windshields feature a dark, graduated band at the top to temper the sun's worst rays. Lower portions have just enough of a tint to give you glare control, sunsets and oncoming headlights. Soft-Ray tinted glass is available for all windows or for windshields only in any 1964 Chevrolet.

PLUS A HOST OF ADDITIONAL EQUIPMENT*

Seat belts, keyed to interior. Wheels with 6-inch tires. Vented wheel covers. Simulated wire wheel covers. Special front springs. Special suspension. Superlift shock absorbers. Heavy-duty body and chassis equipment. Heavy-duty clutch. Temperature-controlled fan. Heavy-duty radiator. Special sintered-metallic brake linings. Padded instrument panel. Sports-style steering wheel. Extra-heavy foam-cushioned front seat. Two-tone finish. Guards for front and rear bumper. Comfort and Convenience Equipment. White-wire tires. Power Windows have a master control right next to the driver's seat and a separate control at each window. They're available with all Impala SS, Impala and Bel Air models. Finally, 6-Way Flexomatic Power Seat* custom tailors the seat position to your every desire. It adjusts fore and aft, up or down, and tilts forward or back.

POWER ASSIST*—Power Steering takes about 80 lbs. of effort out of a corner, yet returns smoothly to give you a sure feeling of the road. Power Brakes give you efficient stopping with 1/3 less pressure on the pedal. Power Windows have a master control right next to the driver's seat and a separate control at each window.

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no high price on luxury here—just sport and sparkle... breeziness and breadth... and jet-smooth luxury!