

LOOK WHAT'S NEW!



THE CHEVY
IMPALA
SUPER
SPORT

A VERY SPECIAL
VERSION IN
CHEVROLET'S
MOST LUXURIOUS LINE!

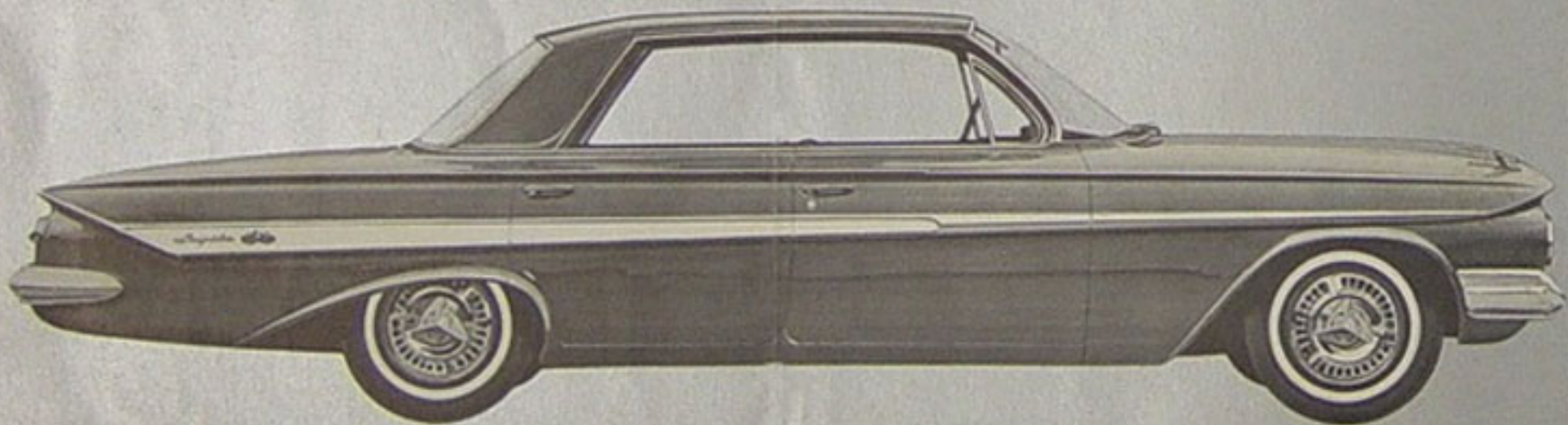
see how much extra the Impala Super Sport* offers

- Choice of 305-, 340- or 350-h.p. V8 with 4-Speed Synchro-Mesh Transmission (305-h.p. Engine also available with High-Performance Powerglide)
- Sports Car Front Passenger Assist Bar ■ Electric Tachometer ■ Padded Instrument Panel ■ Special Full Wheel Covers with Simulated Knockoff Hubs
- Exclusive Super Sport 8.00 x 14 Four-Ply Narrow-Band Whitewall Tires ■ Power Steering ■ Power Brakes ■ Sintered-Metallic Brake Linings ■ Heavy-Duty Front and Rear Coil Springs and Shock Absorbers to assure true sports car handling and roadability ■ Distinctive Super Sport Identification (SS over Exterior Crossed Flags, also SS Assist Bar Emblem).

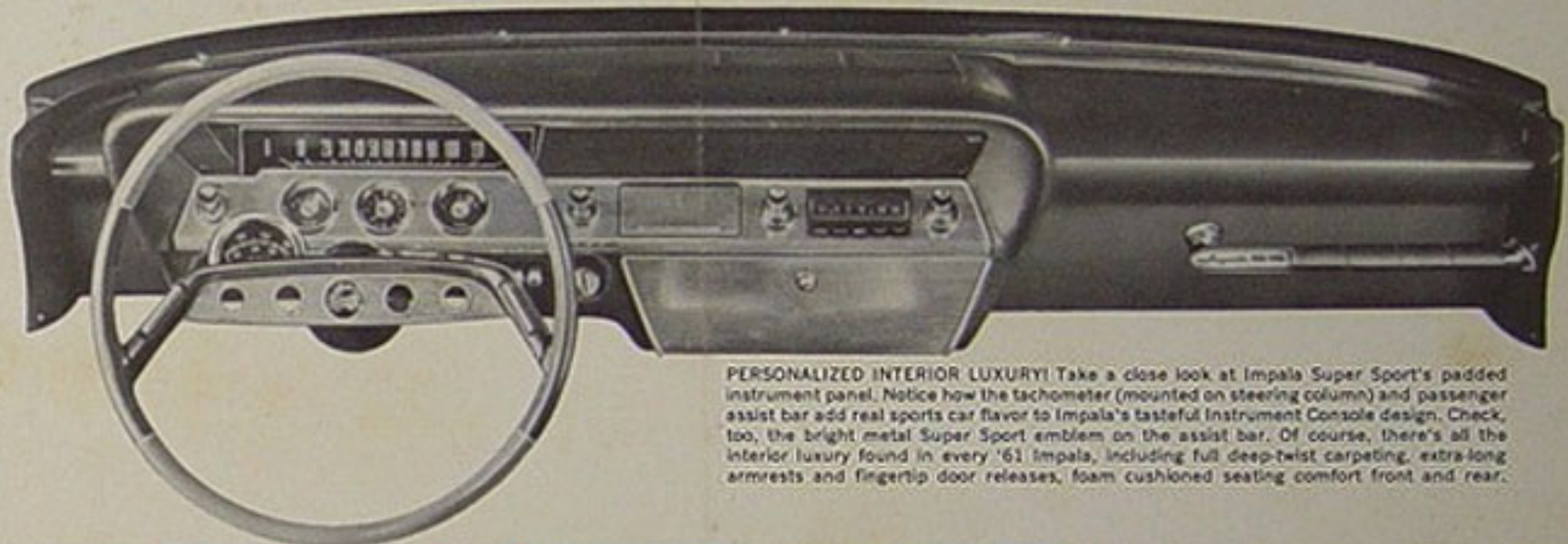
plus all the elegant standards in every '61 Impala

*A complete special package . . . optional at extra cost for any of the five '61 Impala models.

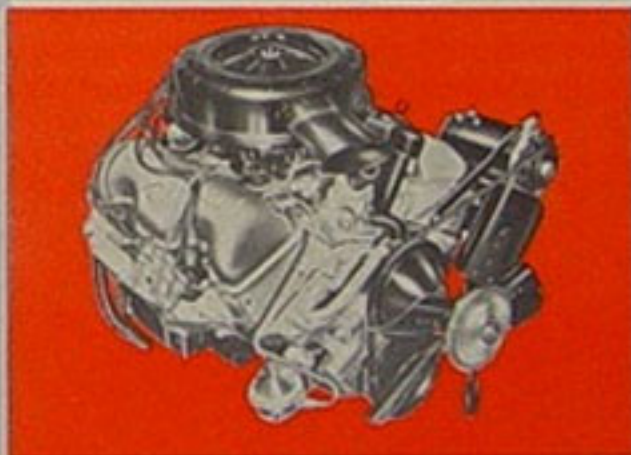
Super Sport is the highly personalized Impala that blends Chevy's full-size, top-of-the-line luxury with a peak performance power team and true sports car equipment. There's a choice of three top-powered V8's (all over 300 h.p.), plus sports-minded interior richness, competition-type suspension and brakes, distinctive "SS" identification inside and out. It's a complete special package available in Chevy's Convertible or any other luxurious '61 Impala model. For discriminating customers who like sports car flair and go, teamed with big car elegance, suggest Chevrolet's new Impala Super Sport.



PEAK PERFORMANCE · SPORTS CAR FEATURES



PERSONALIZED INTERIOR LUXURY! Take a close look at Impala Super Sport's padded instrument panel. Notice how the tachometer (mounted on steering column) and passenger assist bar add real sports car flavor to Impala's tasteful Instrument Console design. Check, too, the bright metal Super Sport emblem on the assist bar. Of course, there's all the interior luxury found in every '61 Impala, including full deep-twist carpeting, extra-long armrests and fingertip door releases, foam cushioned seating comfort front and rear.



POWER-PACKED CHOICES! With Impala Super Sport, your customers have Chevy's special 348-cu.-in. V8's to choose from—350, 340 and 305 h.p. There's triple two-barrel carburetion for extra top-end boost in the 350 h.p., four-barrel performance in the other two. All come equipped with dual exhausts and special heavy-duty components. Buyers can team any of these power-packed engines with Chevy's versatile 4-Speed transmission. If they prefer automatic shifting, the 305 h.p. version also can be matched with high-performance Powerglide.



COMPETITION-STYLED FEATURES! Whether your prospect is a staunch enthusiast or just someone who yearns for the sports car approach, he'll go for Impala Super Sport. Take these special wheel covers, for example, with the kind of styling that gives a competition-car look. And those narrow-band whitewall tires are exclusive Super Sport extras, offered with no other full-size Chevy. Underneath, heavy-duty springing and shock absorbers help the Impala Super Sport corner and handle like the best of the world's road champions.



4-SPEED TRANSMISSION! For exhilarating fun and true sports car feel to shifting, Chevy's 4-Speed Synchro-Mesh transmission can't be beat. It has a floor-mounted shift lever, is fully synchronized in all forward speeds for smooth up-and-down-shifting. And when customers choose the 4-Speed in an Impala Super Sport, there's an identifying trim plate of bright metal at the shift-lever base. Show your prospects all the special features they can enjoy in the Impala Super Sport. At first chance, let them drive one and experience its exciting difference!



IMPALA
SUPER
SPORT

