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*Look inside. See what these numbers
mean to you in terms of Chevrolet value*



50

There's Chevrolet
value in *choice*

50 models await your selection
when you decide to buy
your next Chevrolet!



Caprice Custom Coupe in Ermine White with black vinyl roof cover you can order

19 full-size Chevrolets include 4 models in the inspired Caprice series

Quite a selection, 19. Certainly a bigger one to choose from since the last time you drove home a Chevrolet. More impressive, too, because we've added the most luxurious series in Chevrolet history — Caprice. Uncommon luxury is the common denominator of the Caprice Custom Coupe, Custom Sedan, 2- and 3-Seat Custom Wagons. And it's especially evident in the custom coupe's one-of-a-kind roof. Handsomely styled. Distinctive *fleur-de-lis* emblems

on roof quarters. Paired ornamental exhaust louvers beneath the rear window. Should you prefer the spaciousness of a 4-door, the Caprice Custom Sedan is also uncommonly fair. Classic, yet young looking, with sculptured hardtop styling and Body by Fisher coachwork. A ride equally luxurious... Jer-smoother than ever. Supplemental sound-proofing, special chassis components, tight construction and Chevrolet's Full Coil suspension.



CAPRICE INTERIOR. Anyone who pursues the good life just has to be swayed by Caprice. Doors, instrument panel, glove compartment and horn ring in custom coupe and custom sedan are all inlaid with the rich look of hand-rubbed walnut. Exclusive color-keyed tufted pattern cloth and padded vinyl upholstery (all-vinyl in wagons). Thick deep-twist carpeting. These and many other quality appointments are thoroughly indicative of Caprice living. By the way, when you specify Strato-bucket seats for the coupe, you also take possession of special instrumentation, lower instrument panel padding and center console with lighted carpet-lined compartment. If you want a three-passenger front seat in the same luxurious fashion, order the full-width Strato-back with fold-down center armrest for either custom coupe or custom sedan. You can further individualize any Caprice with Four-Season air conditioning, power assists, AM/FM radio with FM stereo multiplex, front seat headrests and a number of other niceties designed to bring out the best in you and your selection.

Caprice Custom Coupe interior in red with Strato-bucket seats you can order



Caprice 4-Door 3-Seat Custom Wagon in Sandalwood Tan

CAPRICE WAGON. What the look of rich walnut-trimmed interiors does for our custom coupe and custom sedan, it duplicates on the outside of Caprice 2- and 3-Seat Custom Wagons. Side and tailgate panels have the same striking appearance of fine matched-grain woods. And when you swing open a door or drop the tailgate, Caprice refinement again repeats itself in the deeply cushioned, tufted vinyl seats and plush deep-twist carpeting. But with all

this lavish treatment, you might think some wagon practicality would be sacrificed. Not at all. Caprice wagons are extremely versatile. You get up to 106.1 cu. ft. to fill, roam around in or just have there. Color-keyed deep-twist carpeting is available for the load floor. Topside, crown your new Caprice wagon with a roof luggage carrier. Or order a power tailgate window for the 2-seat wagon for extra convenience (it's standard on the 3-seater).



Impala Super Sport Coupe in Lemonwood Yellow

2 IMPALA SUPER SPORTS. Rakish looking from any angle, both the Impala Super Sport Coupe and Convertible never let you (or anyone else, for that matter) forget you're driving a man's machine. The lean-muscled

exterior lines are beautifully balanced inside by trim Strato-bucket front seats bracketing a convenient center console. Thick padded carpeting and foam-filled all-vinyl upholstery are color-keyed to 15 Magic-Mirror colors.



Impala Sport Sedan in Marina Blue

6 IMPALAS. There are six popular ways to say Impala in 1966 — sport coupe, sport sedan, convertible, 4-door sedan, 2- and 3-seat station wagons. And whatever your choice, you can bet on many fine-car touches. Jet-smoother ride. Fresh styling throughout. Standard 3-Speed transmission, now fully synchronized in all forward gears. Other available transmissions include the fully synchronized 4-Speed,

Overdrive, Powerglide and Turbo Hydra-Matic automatics. Two standard engines depending on model selected — 155-hp Six or 195-hp V8. Or designate one of five other V8 engines including the 220- and 275-hp editions or Turbo-Jets in 325-, 390- and 425-hp ranges. Also, a wide selection of cloth and vinyl interiors, deep-twist carpeting and other color-coordinated appointments.



Bel Air 2-Door Sedan in Tropic Turquoise

BEL AIRS. Year after year, Bel Air continues to combine traditional Chevrolet value with contemporary good looks. Four models — 2- and 4-door sedans, 2- and 3-seat wagons — blend crisp '66 styling, plenty of minimum-maintenance features and a price tag that won't throw your wallet out of joint. But, as you know, this is all part of the Chevrolet way.

BEL AIR INTERIOR. People still find it hard to believe such a smart interior costs so little to own. However, they're quickly converted by fully fashioned pattern cloth and vinyl upholstery (all-vinyl in the wagons), curved glass side windows, all-vinyl sidewalls and headlining, color-keyed deep-twist carpeting. Notwithstanding standard items like the glove box light and lock, blended-air heater-defroster, foot-operated parking brake and cigarette lighter that point up the extra value.



Bel Air 4-Door Sedan interior in turquoise



Biscayne 4-Door Sedan in Madeira Maroon

3 BISCAYNES. Anyone who thinks a budget price has to reflect bargain basement features just isn't aware of the Chevrolet Biscayne. That goes for all three 1966 models — 2-door sedan, 4-door sedan and 4-door 2-seat wagon. On the outside, advanced styling is unmistakable in the new

fender, bumper and grille design, hub caps, trim and identification emblems. Inside, tasteful pattern cloth and vinyl upholstery (all-vinyl in the wagon), handsome steering wheel and instrument panel also promise an extra helping of value in a truly economical buy.



12 mid-size Chevelles are topped by the sporty SS 396 in 2 versions

Ever see a more eager-looking grille? You'll find it fronting for the new Chevelle SS 396 Coupe and Convertible exclusively, backed up by all the enticements any driving enthusiast could ask for. Such things as the Strato-bucket seats and center console with electric clock and storage area are available. A 325-hp V8 engine is standard on the SS series, or you can designate a 360-hp or 375-hp Turbo-Jet V8 engine harnessed to the standard 3-Speed fully syn-

chronized transmission with shift lever mounted sports-car fashion . . . on the floor, easy to reach. Fully synchronized 4-Speed and Powerglide automatic are obtainable. And special instrumentation (including ammeter and tachometer) and sports-styled steering wheel may be specified. Completing the SS 396's sporty looks are red-stripe tires, checkered-flag emblems, tasteful bright metal moldings and simulated hood air-scoops.



Malibu Sport Sedan in Madeira Maroon

5 MALIBU MODELS. The Malibu series really comes into its own this year. The sleek sport sedan shown above has been introduced to an already popular lineup of sport coupe, convertible, 4-door sedan and 2-seat station wagon. All boast advanced styling ideas — integral grille and headlight arrangement, curved side glass, sculptured, contoured

hood and new roof lines for the sport coupe and 4-door sedan. The sport sedan roof is exclusive. Depending on model, standard engines are a 120-hp Hi-Thrift 194 Six or 195-hp Turbo-Fire 283 V8. Three other power plants can be specified: a 275-hp Turbo-Fire 327 V8, a 140-hp Turbo-Thrift 230 Six or a 220-hp Turbo-Fire 283 V8.



SS 396 Sport Coupe in Ermine White

Malibu 4-Door Sedan interior in turquoise



MALIBU INTERIOR. You'd expect to find a Malibu interior as exciting as the outside, wouldn't you? No need to be disappointed. You get deep-twist carpeting, pattern cloth and vinyl seats backed by foam cushioning, vinyl sidewalls. Center console and Strato-bucket seats are available for sport coupe and convertible. And, depending on model selected, all-vinyl interiors can be installed.



Chevelle 300 Deluxe 4-Door Sedan in Artesian Turquoise

3 CHEVELLE 300 DELUXE MODELS. All three clean-lined models — 2- and 4-door sedans, 4-door 2-seat wagon — are first-class tickets to your travel destinations. Plenty of room for long legs, loads of trunk space and a comfortable ride get you there more relaxed and ready.

2 CHEVELLE 300 MODELS. More proof of value by the numbers: Chevelle 300 2-Door and 4-Door Sedans. For economy's sake, pick up on the standard 120-hp Hi-Thrift 6-cylinder engine. Or specify the 140-hp Turbo-Thrift 230 Six with a side helping of thin-line whitewall tires.



Nova Super Sport Coupe in Ermine White

7 freshly styled Chevy II models with a standout Nova Super Sport

Would you believe seven thrift cars could look zestfully alive, ready for any call to action? Would you believe *one*? Then take a look at this Nova Super Sport. Here's styling as vital as springtime. A lower silhouette, bold grille,

sweeping roof line, redesigned hood and fenders. Inside the same sunny story. Front Strato-bucket seats, deep-twist carpet throughout passenger compartment, sporty steering wheel and instrument panel.



Nova Sport Coupe in Sandalwood Tan



Chevy II 100 4-Door Sedan in Cameo Beige

3 NOVAS. Surprise, again. Here's additional testimony that great looks and practicality can go together hand in glove. Sport coupe, 4-door sedan and 4-door 2-seat wagon are past masters at mixing them up, only better than ever in 1966. Catch the forward-swept front fenders and smart roof line on this Nova Sport Coupe, for example. And the fresh stock of cloth and vinyl fabrics created especially for Nova. (Station wagon comes all-vinyl.) Depending on model, the standard power plant is a 120-hp Hi-Thrift Six or 195-hp Turbo-Fire V8. Or order from four others,

including the new 275- and 350-hp Turbo-Fire 327 V8s.

3 CHEVY II 100s. Fooled you again, maybe? Penny for penny, you can't find a nicer combination of finely honed styling and flat-out economy than in a Chevy II 100. All models—2- and 4-door sedans, 4-door 2-seat wagon—feature vinyl headlining and sidewall trim, self-adjusting Safety-Master brakes, long-wearing fully aluminized (or aluminized and stainless steel) exhaust components. In short, this year's Chevy II continues a great tradition of all-around economy at no expense to beauty.



Corsa Convertible in Madeira Maroon

7 fun-driving Corvairs include 2 Corsas up front

Convertible and sport coupe done with a flourish — Corvair. Both have won a particular niche as cars people like driving strictly for the fun of it. Seems as if the 140-hp air-cooled 6-cylinder engine in back is all the reason they need to make a big sport out of it (a 180-hp Turbo-Charged version can be ordered as well). Some other reasons: fully independent suspension for flat cornering, Body by Fisher with sports car flair, special instrumentation (tachometer, electric clock, resettable trip odometer, cylinder head temperature, manifold pressure and fuel gauges), front bucket seats and special Corsa identification.

2 Corvette Sting Rays—multi-sided motoring at its many-splendored best

American production sports cars can be counted on two fingers — Corvette Sting Ray Convertible, Corvette Sting Ray Sport Coupe. They've got sports car sleekness, sports car handling, sports car exclusiveness. A pair of horizontally tufted vinyl bucket seats straddle the best organized floor console you've ever seen. Deep-twist carpet underfoot, on side cowls, throughout the luggage compartment. Instrumentation — gauges for temperature, fuel and oil pressure, ammeter, tachometer, speedometer. Beneath the aerodynamic hood, engines display abundant displacement. Two Turbo-Jet V8s you can order have 427 cubic inches each and, depending on your specification, turn out 390 or 425 hp. The standard 327-cu.-in. engine has 300 horses this year.

Corvette Sting Ray Sport Coupe in Rally Red



Monza Sport Coupe in Aztec Bronze

3 MONZAS. The most popular Corvair series. Sport coupe, sport sedan and convertible are kin to the Corsa with all-vinyl interiors and foam-cushioned front bucket seats. Engines come in three sizes: standard with 95 horses or the 110-hp and 140-hp versions you can designate. A fully synchronized 3-Speed gearbox is standard; 4-Speed and Powerglide also available.

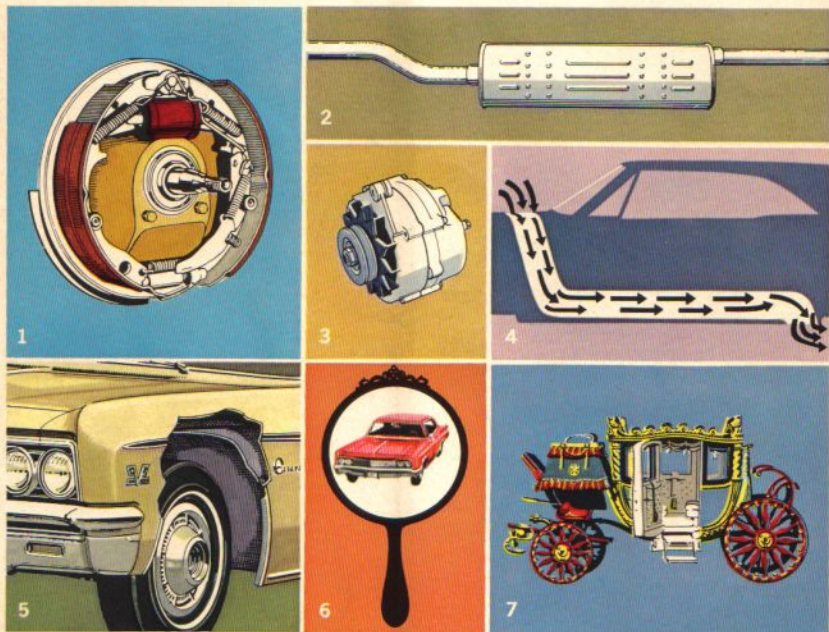
2 CORVAIR 500s. Like all Corvairs, the rear-engined 500 Sport Coupe and Sport Sedan are real tightwads to operate. And you never have to fret about winter freeze-up. There's no radiator, water pump or hose line on Corvair's air-cooled engine. America's lowest priced hardtops.





There's Chevrolet value in *easy care* and *convenience*

7 of the many items you're sure to appreciate
on the Chevrolet you choose



1. SELF-ADJUSTING SAFETY-MASTER BRAKES. No need to be inconvenienced with costly and frequent brake adjustments when you own a Chevrolet. Every time you back up and brake, the job's done for you. **2. LONG-LIFE EXHAUST SYSTEM.** Extensive use of rust-resistant aluminum coatings, heavy-gauge steel or stainless steel components makes for more miles, fewer replacements. **3. BATTERY-SAVING DELCOTRON GENERATOR.** Provides electrical output even at low engine speeds to help prolong battery life. **4. FLUSH-AND-DRY ROCKER**

PANELS. An integral system using water and air from the cowl intake to wash and dry rocker panel interiors, retard rustout. **5. INNER SKIRTS AT WHEEL OPENINGS.** Help prevent corrosive damage to outer panels by shielding against water, mud, snow, and salt. **6. MAGIC-MIRROR FINISH.** An acrylic lacquer that resists fading, staining and chipping. Up to 15 color choices in 1966 (six new). **7. FISHER BODY CRAFTSMANSHIP.** An industry tradition for outstanding coachwork styling and construction, tasteful interiors.

8

There's Chevrolet value in *safety*

8 protective devices
are now standard



1. PADDED INSTRUMENT PANEL. A vinyl padded flexible barrier between front seat occupants and metal surface of instrument panel cowl. **2. PADDED SUN VISORS.** Soft overhead protection for occupants. **3. OUTSIDE REARVIEW MIRROR.** Should always be used before pulling away from curbs or entering passing lanes. **4. 2-SPEED ELECTRIC WINDSHIELD WIPERS.** Arms and blades have glare-reducing finish. The wipers' high speed range provides maximum visibility in unusually bad weather. **5. WINDSHIELD WASHER.** Just touch a

button and wash your windshield clean. **6. BACKUP LIGHTS** (not shown). Come on automatically when in reverse gear to offer better nighttime visibility, warn trailing traffic that car is about to back up. **7. SHATTER-RESISTANT INSIDE REARVIEW MIRROR.** A second eye behind to warn of danger. **8. FRONT AND REAR SEAT BELTS.** Color-keyed to interior, secure driver and companions against excessive forward movement. Always insist that passengers buckle up before getting under way.

{400} *There's Chevrolet value in Options and Custom Features*



Caprice Custom Sedan in Regal Red shown with some of the many distinguishing extras available

TURBO-JET 427 V8 ENGINE. Two horsepower ratings available — 390 and 425. The 390-hp version features a four-barrel carburetor with automatic choke, high-lift camshaft and hydraulic lifters, dual exhaust system with resonators and a compression ratio of 10.25:1. The 425-hp Turbo-Jet engine has a larger four-barrel carburetor, special camshaft, mechanical valve lifters, dual exhaust system and special air cleaner. Compression ratio is 11:1. This engine can be specified for all full-size Chevrolets and Corvettes. **4-SPEED TRANSMISSION.** Fully synchronized in all forward gears for smooth up- and downshifting

... even into 1st without coming to a stop. Floor-mounted gearshift lever. **POWER BRAKES.** Provide steady stopping power. Foot pedal braking effort is reduced up to 33% by vacuum-power unit. (Not offered on Corvair.) **POWER STEERING.** Makes it easier to park, maneuver in tight spots, corner with more authority. The power unit and steering gear arrangement reduce steering effort up to 90%. **6-WAY FLEXOMATIC POWER SEAT.** Especially valuable in families where more than one drives. Quickly adjusts forward and backward, up and down, to preferred seat-back slant. **A 4-WAY POWER BUCKET SEAT** is avail-

*400 (plus) personalizing extras you can order
that make owning a Chevrolet
more pleasant . . . safer, too!*



able for the driver's side only. **INSTRUMENTS.** Selected Malibu models and the Chevelle SS 396 can be ordered with special sport instrumentation including ammeter, water temperature and oil pressure gauges and tachometer. **AM/FM RADIO.** All-transistorized for instant signal playback, distortion-free listening. Deluxe AM/FM radio with FM stereo multiplex has pushbutton and straight-line tuning, automatic frequency control and static-free FM reception. **AIR CONDITIONING.** Several types including *Four-Season* which works with heater for year-round dehumidified driving free from wind, dirt, rain and outside noise.

Comfortron lets you set interior temperature, automatically maintains setting. **COMFORTILT STEERING WHEEL.** Adjusts to any of seven different positions. **NEW TILT-TELESCOPIC STEERING WHEEL.** Swings up for easy entrance and exit, raises and lowers to driver's preferred height, adjusts to six positions similar to *Comfortilt*. **POSITRAC-TION.** Power flows to the rear wheel with greatest traction. Especially desirable on slippery or irregular surfaces. See your Chevrolet dealer for model availability of the complete listing of the more than 400 Options and Custom Features you can order.

20

There's Chevrolet value in resale

*20 years of giving
high resale value*



Undoubtedly, you judge good resale value to be one of the more important considerations in buying a car. When you're trading in, resale will help determine the actual cost to you of a new car.

Chevrolet is and has been America's most popular car which means more people want what Chevrolet offers. 1966 Chevrolets are better values than ever before. This is your best assurance that a Chevrolet should continue to be worth more when you buy it . . . worth more when you sell or trade it.

There's Chevrolet *value* in leadership

1

Staying No.1 in sales leadership means giving Chevrolet owners full satisfaction with a choice of 5 different sizes in cars. (That's the Chevrolet Way of doing business.)



Every leader has an obligation to his supporters, and Chevrolet is no different. That's why everything we do—from the initial planning of a year's ahead model down to the smallest service to expect from your local dealer—is geared to satisfy you to the best of our ability. This is a trust you can count on. After all, doing business with you is a privilege we value. And we want to keep it going.



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Caprice Custom Sedan in Lemonwood Yellow with black vinyl roof cover you can order

*Take advantage of your Chevrolet dealer's
Double Dividend Days! See him this week.*



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