



TAKE A LOOK AT '66
THE CHEVROLET WAY

It's our proudest expression of luxury. There are four elegant Caprice models— Custom Coupe, Custom Sedan, 2- and 3-Seat Custom Wagons. Luxury is especially evident in the exclusive roof line on the Caprice Custom Coupe (with simulated twin exhaust ports under the rear window), in the stateliness of the custom sedan and on the outside of the custom wagons with their look of rich walnut paneling. But, then, as a Chevrolet owner, you expect luxury like this.

Inside the crafted Body by Fisher, we've continued the luxury idea with emphasis on quality. Color-keyed interiors in cloth (all vinyl in custom wagons) are highlighted by instrument panel, glove compartment and horn ring insets with the look of hand-rubbed walnut (doors, too, in custom coupe and sedan). Plush Strato-bucket front seats may be specified in the custom coupe, and along with them comes a center console with lighted, carpet-lined compartment; special instrumentation; lower instrument panel padding; and all-vinyl interior. A Strato-back full-width front seat with fold-down center armrest may be ordered in the custom coupe or sedan. (A similar armrest is standard equipment in the custom sedan's rear seat.)

Of course, you can further personalize any Caprice from Chevrolet's many power assists, Comfortron automatic air conditioning, AM/FM radio with FM stereo, front seat headrests and dozens of other Custom Feature items on order.



TAKE A LOOK
AT ELEGANCE
THE CHEVROLET
WAY...
CAPRICE
MAKES
CHEVROLET
LUXURY
YOUR
FIRST CHOICE
AGAIN.



CAPRICE CUSTOM COUPE IN DANUBE BLUE WITH BEIGE VINYL ROOF COVER YOU CAN ORDER



CAPRICE CUSTOM COUPE INTERIOR IN RED WITH ELEGANT STRATO-BUCKET SEATS YOU CAN ORDER



CAPRICE 4-DOOR 3-SEAT CUSTOM WAGON IN SANDALWOOD TAN

TAKE A LOOK
AT RIDE
THE
CHEVROLET
WAY...
YOU'LL
FIND
THE
IMPALA
IS
JET-SMOOTHER.



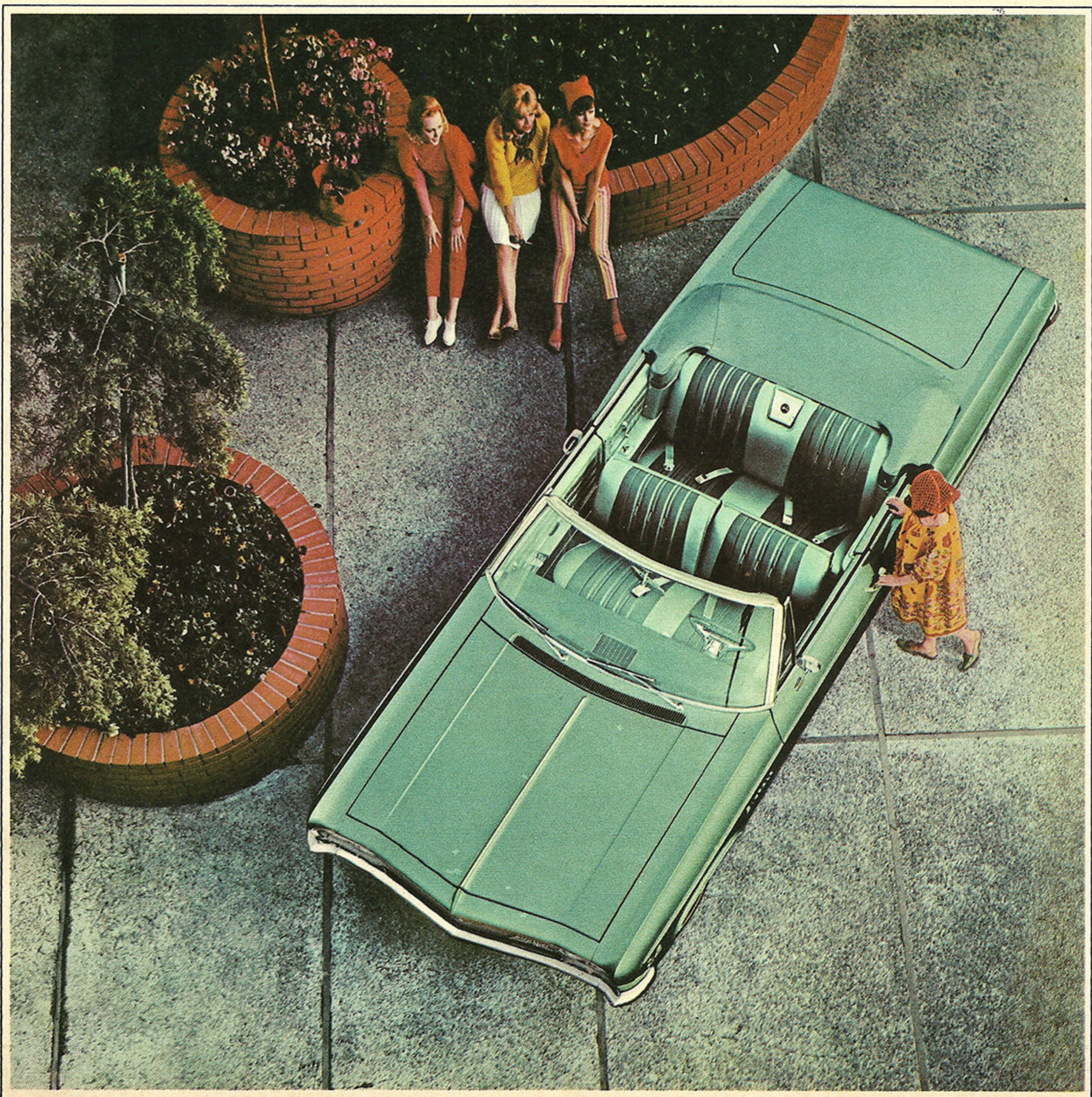
By now you've become accustomed to Chevrolet's Jet-smooth ride. For 1966, we pulled out some of our best engineering stops and came up with a ride that's even smoother. (Yes, smoother!) Our engineers got busy their Chevrolet way and softened strategically located suspension and shock absorber upper bushings to minimize shock and vibration. Then they relocated certain body mounts. And they matched up everything with individual husky coil springs at all four wheels (as they've done in the past) to end up with a quieter, smoother riding car.

You'll see crisp styling refinements on all Impalas—sport coupe, sport sedan, convertible, 4-door sedan, 2-seat and 3-seat station wagons.

Every Impala is available with a new standard 155-hp 6-cylinder or 195-hp V8, depending on model selected. Other V8 engines (many of them new) that may be specified are the 220- and 275-hp versions, along with the Turbo-Jet V8s in 325-, 390- and 425-hp editions.

The new standard 3-Speed is now fully synchronized in all forward speeds. Now you can downshift into 1st gear in heavy traffic without coming to a full stop. Additional transmissions you can order: 4-Speed fully synchronized, Powerglide and Turbo Hydra-Matic automatics, and extra-thrifty Overdrive.

You'll discover a wide choice of cloth and vinyl interiors, deep carpeting, luxurious appointments throughout—and everything color-coordinated to your selected exterior color.



IMPALA CONVERTIBLE IN ARTESIAN TURQUOISE

The clean lines of both the Impala Super Sport Coupe and Convertible are enough to quicken your pulse a bit. And matching the outside visual appeal are some mighty pleasing interiors, too.

All-vinyl clad for beauty and equipped with Strato-bucket seats in front. Between these a convenient center console with ashtray, lighted carpet-lined compartment and courtesy light. Deep carpeting is color-keyed. Fifteen exterior colors with six brand new—Chateau Slate, Lemonwood Yellow, Marina Blue, Sandalwood Tan, Tropic Turquoise and Aztec Bronze.

As a value-conscious Chevrolet owner now, you'll really appreciate the new Bel Air and Biscayne. Again in '66, you'll get plenty of room in all seven Bel Air and Biscayne models. Distinctive exterior and interior trim. All-vinyl wagon interiors laugh off the effects of kids, dogs and work.

And like every '66 Chevrolet, Bel Air and Biscayne models now feature front and rear color-keyed seat belts (remember to ask passengers to fasten seat belts), outside rearview mirror (use it *always* before passing), padded instrument panel and padded sun visors for added protection. Also, two-speed electric windshield wipers (use high speed for maximum visibility in bad weather) with glare-reducing surfaces on wiper arms and blades, windshield washers and backup lights (to provide better visibility at nighttime).

All are part of the Chevrolet way to please owners—like you—and part of what adds up to Chevrolet's traditional reliability and high resale value when you trade.



TAKE A LOOK
AT SPORTY
STYLING...

IMPALA
SUPER SPORT.

TAKE A LOOK
AT SOLID
PRACTICALITY...

BEL AIR

AND

BISCAYNE.



IMPALA SUPER SPORT COUPE IN REGAL RED



BEL AIR 2-DOOR SEDAN IN TROPIC TURQUOISE



BISCAYNE 4-DOOR SEDAN IN MADEIRA MAROON

TAKE A LOOK
AT NEW
PERFORMANCE...
CHEVELLE
SS 396.
SIZE UP
THE CHEVROLET
WAY TO
DESIGN
A POPULAR
IN-BETWEENER.



Our Chevelle SS 396 has been unleashed for all driving enthusiasts! Outside, unique trim immediately marks it something special: simulated hood air-scoops, black highlighted grille with SS 396 emblem, red-stripe tires and gleaming moldings. Oh, yes—a crossed-flag emblem with “Turbo-Jet 396” tells all that the SS series is unique among all Chevilles. 325-hp is standard or you can specify a 360-hp Turbo-Jet V8, buttoned up to new standard 3-Speed fully synchronized gearbox with sporty floor-mounted shift lever. Other transmissions you can order: 4-Speed fully synchronized or Powerglide automatic. You can even specify Strato-bucket front seats plus a host of other goodies to wrap yourself up completely in your own SS 396.

How about the rest of the Chevelle line? Malibu, 300 Deluxe and 300 are designed to appeal to people who want this size car. A new model joins the Malibu series this year: a hardtop sport sedan. The sport coupe takes on a sleeker appearance with a new roof line, while the 4-door sedan also has a new roof.

Inside, the story's equally dramatic. Complete redesign of the instrument panel creates a plusher-than-ever appearance with controls grouped for easier operation. Wagon interiors are all vinyl; the cargo room is a spacious 86 cubic feet with the second seat down. You can order your preference of Custom Features from air conditioning and power assists to AM/FM radio with FM stereo.



CHEVELLE SS 396 SPORT COUPE IN REGAL RED



CHEVELLE SS 396 SPORT COUPE INTERIOR IN RED WITH SPORTY STRATO-BUCKET SEATS YOU CAN ORDER



MALIBU CONVERTIBLE IN ERMINE WHITE



MALIBU SPORT SEDAN IN MADEIRA MAROON



CHEVELLE 390 DELUXE 4-DOOR SEDAN IN ARTESIAN TURQUOISE



CHEVELLE 300 DELUXE 4-DOOR 2-SEAT STATION WAGON IN ERMINE WHITE

Who says a thrift car has to be uninspired-looking?

Not Chevy II! Whether your present Chevrolet is a Chevy II or not, you're bound to like the '66. From front to rear, side to side and top to bottom, you see newness everywhere.

Longer and lower looking, Chevy II gives you contemporary styling plus new car ownership with nearly legendary economy. Nova Super Sport, Nova and Chevy II 100 series—in sport coupes, sedans and wagons—beauty and practicality go hand in hand the Chevrolet way.

Next, take a look at the range of engines and transmissions. Depending on the model you select, standard power plants are the 90-hp 4-cylinder, the 120-hp 6-cylinder and the 195-hp V8.

There's another 6-cylinder with 140 hp that may be specified in all models, while three other V8s of 220 hp, 275 hp and 350 hp can also be ordered. New standard 3-Speed fully synchronized transmission, 4-Speed fully synchronized or Powerglide automatic may be specified, depending on engine selected.

As for those new luxuries inside, check the Nova Super Sport Coupe for the best sampling. Standard front seating is the Strato-bucket kind with a trim, ultra-modern look. Exceptionally comfortable, of course, with thick foam cushioning just like the rear seat. Upholstery is all vinyl for beauty and durability. Fully carpeted, luxuriously appointed. There's even a lustrous center console plate in SS when you order either the 4-Speed or Powerglide transmission.



TAKE A LOOK
AT THE
CINDERELLA
CAR FOR '66...
CHEVY II.
ALL NEW LINES
OUTSIDE,
LOTS OF NEW
LUXURIES
YOU'LL LIKE
INSIDE.



NOVA SUPER SPORT COUPE IN MARINA BLUE



NOVA SPORT COUPE IN SANDALWOOD TAN



NOVA 4-DOOR 2-SEAT STATION WAGON IN ERMINE WHITE

TAKE A LOOK
AT THE
SPORTY
CHEVROLET
CORVAIR...
THE
CHEVROLET
WAY TO
REAR-ENGINE
DRIVING
FUN.



Our Corvair has won a reputation as a car for people who enjoy the unusual. First, there's the air-cooled 6-cylinder rear engine. Then the suspension. Fully independent action at each wheel with a coil spring and double-acting shock absorber cushioning the ride. Next the Body by Fisher. Gracefully styled with a sports flair that continues to receive high praise.

For 1966, we honed and refined to make the car look better and stand out a little more. We changed the taillights just a bit. Some of the emblems, too. And the wheel covers (or hub caps) on all models as well as the engine exhaust grille.

Three series—Corsa Sport Coupe and Convertible; Monza Sport Coupe, Sport Sedan and Convertible; and Corvair 500 Sport Coupe and Sport Sedan—continue. Inside Corsa, you'll find special instrumentation: tachometer; trip odometer that's resettable; cylinder head temperature, manifold pressure and fuel gauges; electric clock. Inside both Corsa and Monza, you'll find sporty front bucket seats. And inside every '66 Corvair, you'll appreciate the all-vinyl upholstery and a swarm of new standard features like padded instrument panel and rear seat belts. (Remind passengers to fasten seat belts before taking off.)

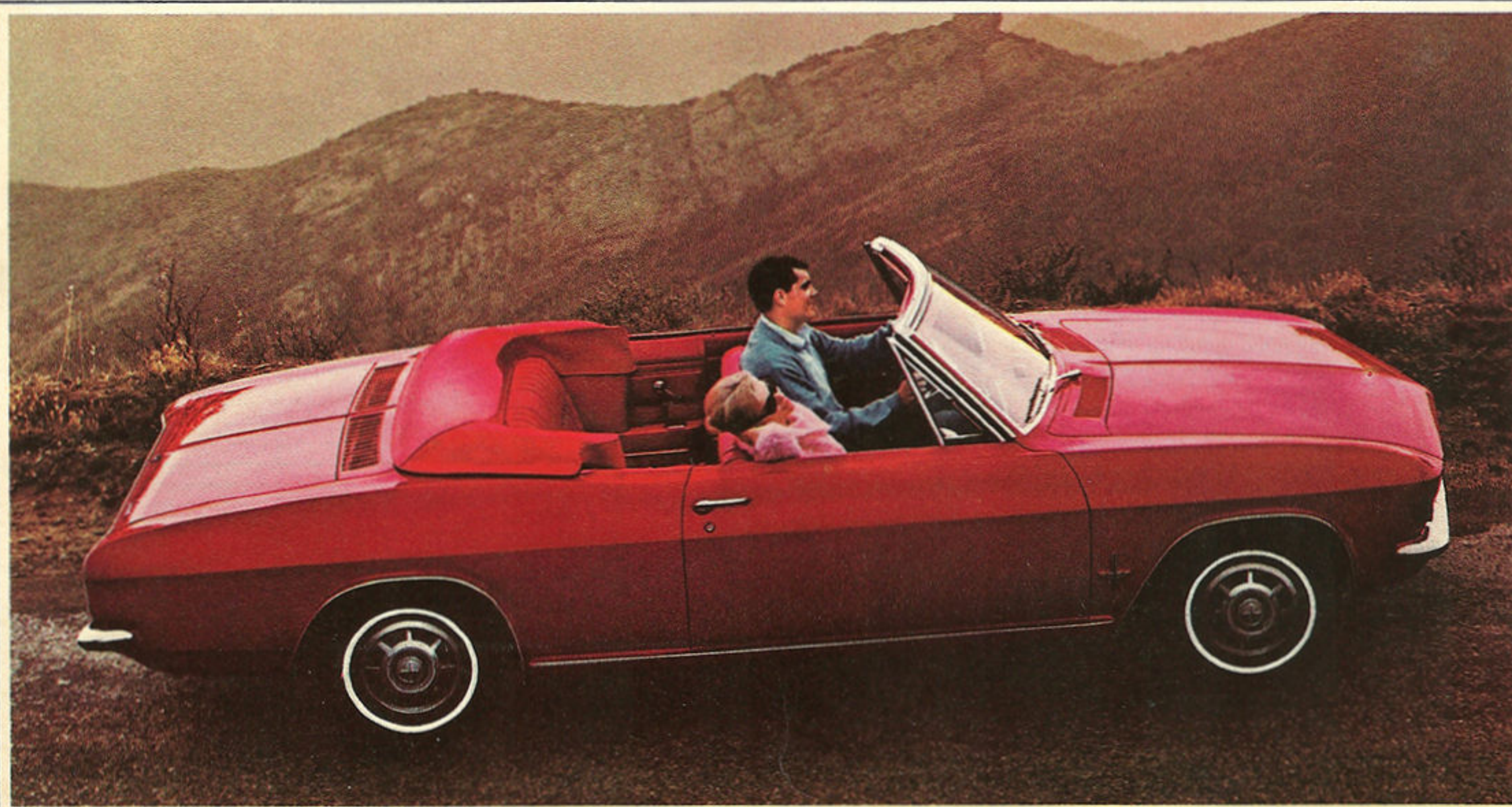
Engines line up like this: 95-hp standard in Monza and 500; 140-hp standard in Corsa. You can order a 140-hp for Monza or 500; a 180-hp Turbo-Charged for Corsa. The 180-hp engine includes a turbo-supercharger, special valves, chrome-plated fuel lines, oil dipstick, air cleaner and induction tube.



CORSA SPORT COUPE IN MARINA BLUE



AMERICA'S LOWEST PRICED HARDTOP / CORVAIR 500 SPORT COUPE IN CAMEO BEIGE



MONZA CONVERTIBLE IN REGAL RED

Certainly there isn't another American car with quite the sporting excitement and styling of a Corvette Sting Ray. For 1966, the big news is cubic inches. There are 427 of them in two engines you can order: the 390-hp and the 425-hp V8s. The standard 327-cu.-in. engine is upped to 300 horsepower this year, while the 350-hp 327-cu.-in. V8 can be specified. All except the 425-hp have quiet hydraulic lifters and tailored camshafts for smooth, effortless power; the 425-hp version features special camshaft, mechanical lifters, larger carburetor and enormous intake and exhaust valves.

Automotive experts have rated Corvette "absolutely fantastic" in every department. Engine, brakes (with those standard discs at all four wheels), suspension (independent design at each wheel so that each reacts to road surfaces without affecting the others) and variable-rate front and rear springs for smooth going on boulevards, yet taut control on choppy surfaces.

Among Corvette's new safety items are padded sun visors, shatter-resistant inside rearview mirror, backup lights and glare-reducing surfaces on windshield wiper arms and blades.


In Corvette's impeccable design, handling, road manners and performance are reflected the Chevrolet way of building outstanding cars. And a drive behind the wheel of a 1966 Corvette Sting Ray is one of the most exciting ways to prove these characteristics to yourself.



TAKE A LOOK
AT THE
ONE AND ONLY...
CORVETTE
WITH ADDED
REFINEMENTS
AND POWER.
CHEVROLET
BRINGS YOU
AMERICA'S ONLY
SPORTS CAR



CORVETTE STING RAY CONVERTIBLE IN SILVER PEARL

A detailed photograph of the interior of a 1966 Chevrolet. The view is from the driver's perspective, looking towards the dashboard. The dashboard is dark green with a large speedometer in the center, flanked by two smaller gauges. The steering wheel is red with a chrome Chevrolet bowtie emblem in the center. The seats are upholstered in a light-colored, possibly tan or beige, material. The overall aesthetic is classic and luxurious for its era.

OF COURSE, THE PLACE TO
TAKE A LOOK AT YOUR
CHOICE OF '66 CHEVROLETS
IS AT YOUR CHEVROLET DEALER'S.
MAKE IT A POINT TO TAKE A
DRIVE IN ONE, TOO. THEN,
YOU'LL FIND OUT FIRSTHAND
THE NEW LUXURY, QUALITY,
AND SPIRIT YOU CAN ENJOY
THE CHEVROLET WAY.

