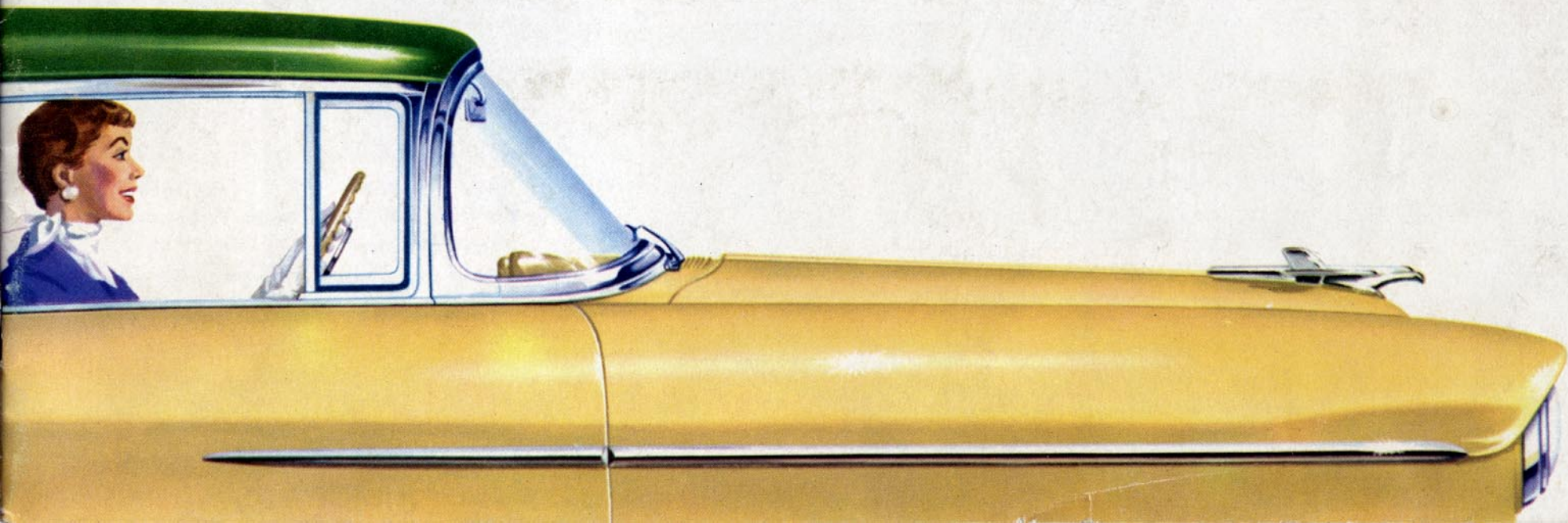
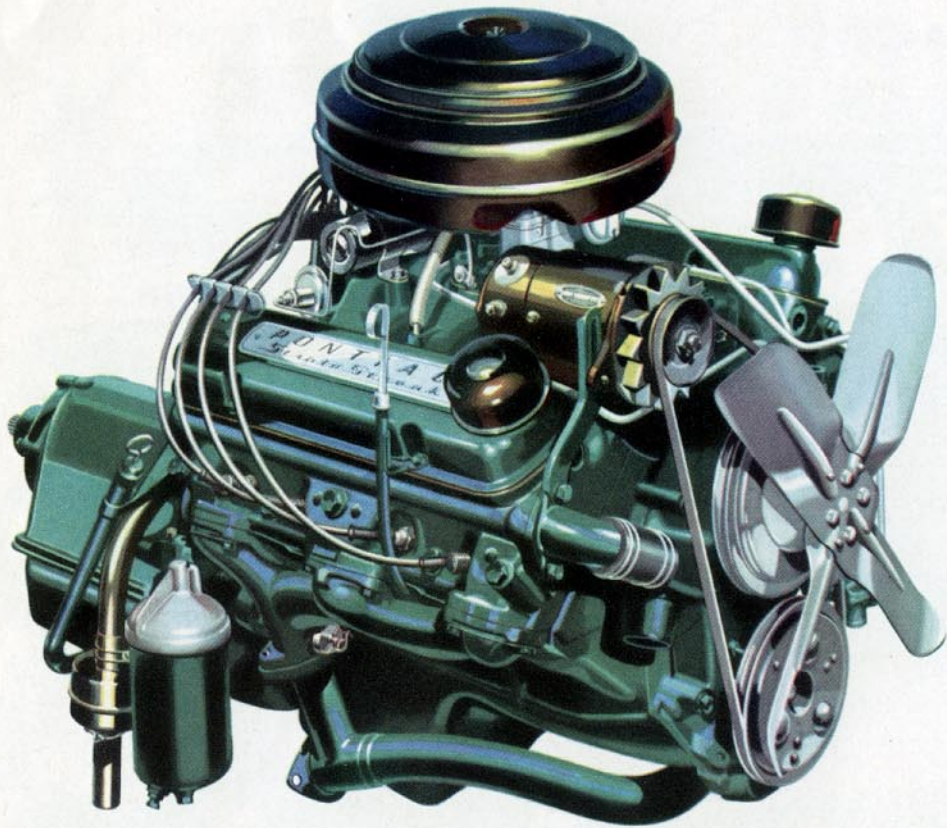


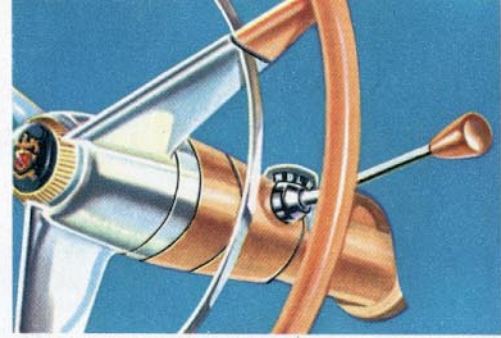
the new

G M C A R S F O R 1 9 5 5





V-8 Engines. For the first time, Chevrolet and Pontiac join Oldsmobile, Buick and Cadillac in offering new versions of the GM high-compression V-8 engine. These include Chevrolet's new type 162 hp engine, Pontiac's new type 180 hp Strato-Streak, Oldsmobile's "Rocket" 202 hp, Buick's Fireball developing 236 hp, Cadillac's 250 hp — and the Eldorado's 270 hp V-8 engine. Also Chevrolet offers two improved 6-cylinder Blue Flame engines — 123 and 136 hp.



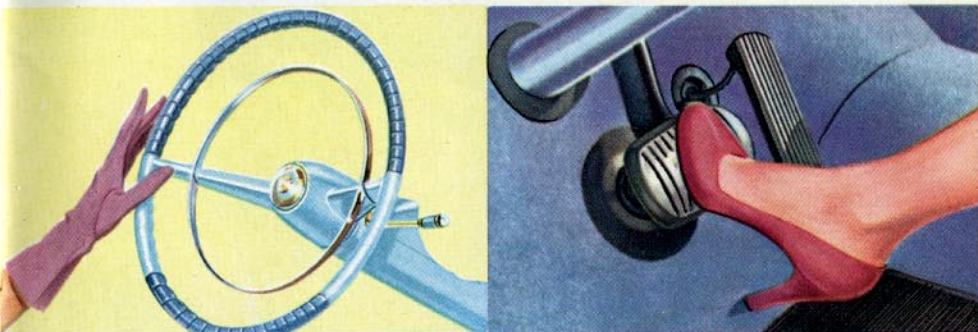
Automatic Transmissions. This year GM engineers offer further advances in automatic transmission design. In addition to the improved Chevrolet Powerglide and new, smoother Hydra-Matic (on Pontiac, Oldsmobile and Cadillac), they have developed the new Buick Variable Pitch Dynaflow.

GM Styling and Engineering

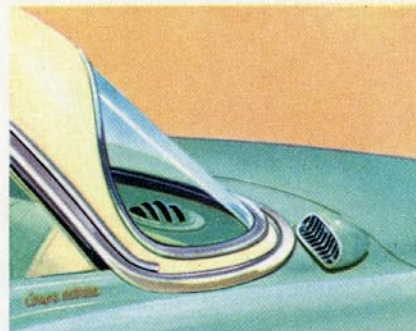


Panoramic Windshield. This most dramatic pace-setting style change since the introduction by General Motors of the hard-top coupe is now featured on all GM passenger cars, Chevrolet and Pontiac as well as Oldsmobile, Buick and Cadillac.

Leadership CREATES THESE FEATURES FOR 1955



Power Steering and Power Brakes. Probably no other driving aid has met with wider acceptance than GM's Safety Power Steering. Designed to work only when you need it — this automatic "helping hand" helps you park or turn your car with the greatest of ease. Like GM Safety Power Steering, GM Power Brakes reduce the effort of driving and at the same time give swifter, easier control of the car.



Air Conditioning. GM's Air Conditioning units have developed such a demand in all parts of the country that they have now been made available in all GM lines including Chevrolet.

Other Engineering Facts

to remember about the 1955 GM cars are:

12-Volt Electrical System.

This new GM high-capacity system is now standard on Chevrolet and Pontiac as well as Oldsmobile, Buick and Cadillac.

E-Z-Eye Glass.

Offered for your driving comfort, GM E-Z-Eye Safety Plate Glass reduces glare from sun and snow. It also excludes up to 50% of the radiant heat that penetrates untinted glass.

Overdrive.

Offered by Chevrolet for the first time, overdrive provides the ease and convenience of a semi-automatic transmission plus outstanding gasoline economy.

Tubeless Tires.

While credit for this advance in tire safety goes to the rubber companies, it must be noted that General Motors will offer them as standard equipment on all five passenger car lines for 1955.

CHEVROLET

PONTIAC

OLDSMOBILE

BUICK

CADILLAC

all with body by

Fisher

GMC TRUCK & COACH

