



'63 CHEVROLET



## '63 CHEVROLET

**CLEAN-CUT AS A JEWEL,  
SMOOTH-RIDING AS A JET**

Set yourself a standard for full-size value and watch the Jet-smooth '63 Chevrolet more than measure up to it. Clean, refreshing style fairly sparkles with a new brand of beauty. Elegantly fashioned interiors are smartly trimmed in rich new fabrics. Famous Jet-smooth ride *still* flattens out those bumpy roads. And beneath Chevrolet's good looks, there's a big bundle of money-saving benefits that make owning and driving this new Chevrolet more of a pleasure. Easy-care chassis items like self-adjusting Safety-Master brakes and a new battery-saving Delcotron generator. A new standard 6 and improved standard V8 engine that thrive on regular gas. And '63 Chevrolet is true to its heritage. Throughout, you'll find the same careful concern for craftsmanship, the same engineering excellence that have made Chevrolet the most consistent favorite of Canadians for decades. These are just a few of the many reasons why Chevrolet's resale value is traditionally high and why owning a Chevrolet is such a wise investment. Again offered in the three familiar series—Impala, Bel Air and Biscayne—but each giving a bigger measure of value than ever before. GO Chevrolet for '63—it's exciting!

### **SUPER SPORT EQUIPMENT**

An Impala Series special is the Super Sport\* version. Front bucket seats, distinctive identification, bright aluminum body trim and smart wheel covers set it in a class apart. Super Sport equipment is available on Impala Sport Coupe or Convertible and includes heavy-duty coil springs. You can match its sporty style with Chevrolet's many performance options\*.

\*Optional at extra cost.



Front cover: Impala Sport Sedan in Palomar Red.

Impala Super Sport Coupe in Cordovan Brown.



# IMPALA

## FIRST CHOICE FOR FULL-SIZE ELEGANCE

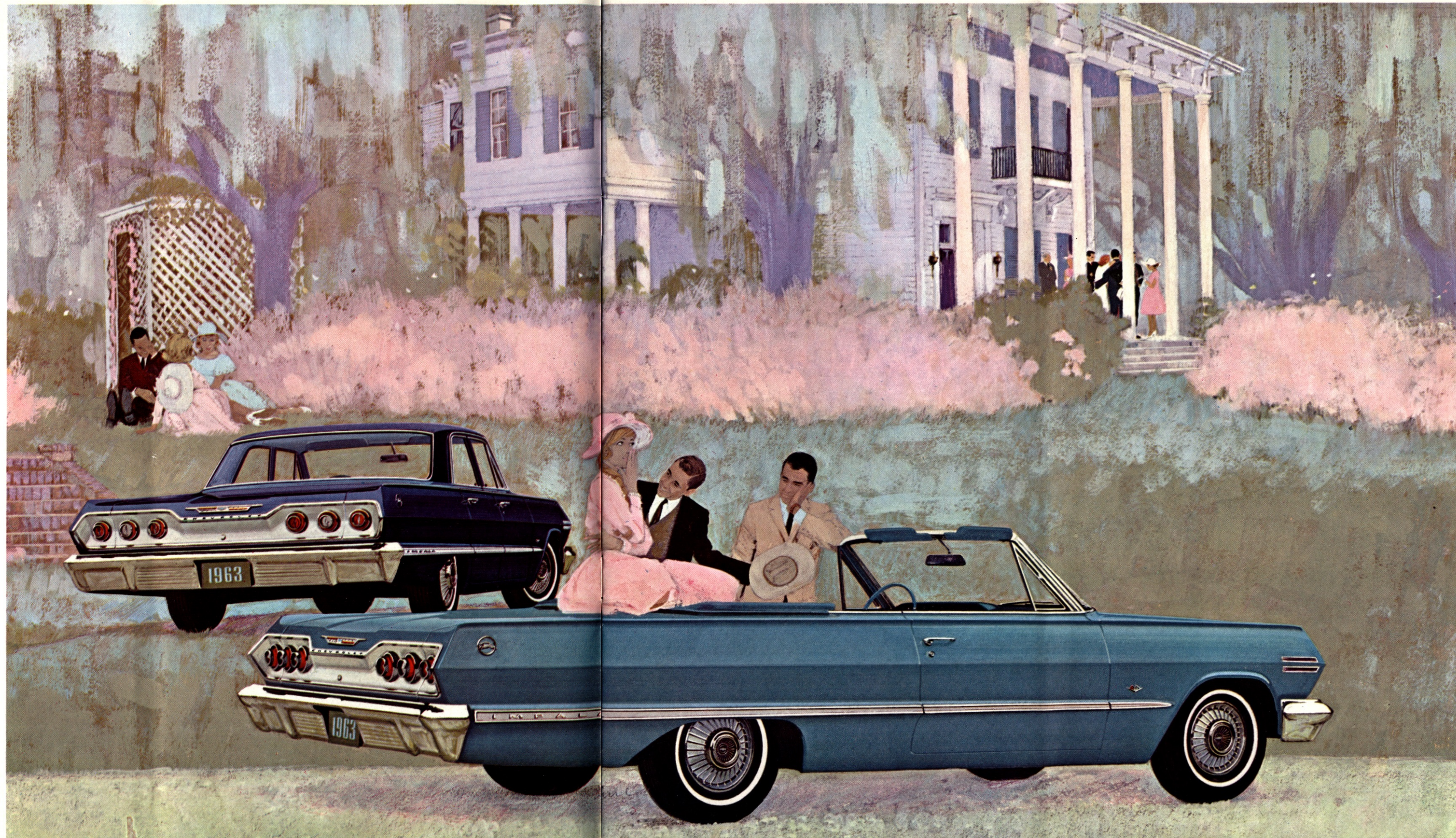
Nowhere is the new elegance of the '63 Chevrolet more apparent than in the Impala Series. Special bright metal trim and ornamentation tastefully accent Impala's graceful styling. New interiors are upholstered in luxurious cloth and trimmed in glove-soft leather-grain vinyl (Convertible interiors are all-vinyl). For '63, Impala models include a 4-Door Sedan and Sport Sedan, a Sport Coupe and Convertible (the latter two available with Super Sport equipment\*), and 6- and 9-Passenger Station Wagons. The Sport Sedan is identified by its own new hardtop roof line, featuring crisply contoured lines at the rear. The popular convertible-styled Sport Coupe roof line continues to distinguish Impala's best-selling model, available this year with a new vinyl-covered roof\*.



### SMART, CONVENIENT INSTRUMENT PANEL

Here's real luxury designed for function. Chevrolet's handsome new instrument panel combines maximum convenience with high style. All instruments and warning lights are grouped directly in front of the driver in the deeply recessed cluster area, which is flanked on both sides by sparkling metal panels. Control knobs and ashtray are within easy reach. The new glove box, nearly twice as big this year, is at the right side of the instrument panel.

\*Optional at extra cost.



Impala 4-Door Sedan in Monaco Blue.

Impala Convertible in Azure Aqua.



# IMPALA

**JUST BEAUTIFUL  
AND JET-SMOOTH, TOO**

Only the '63 Chevrolet Impala could offer you so much beauty, luxury and comfort at its price. And, as an extra bonus, you still get Chevrolet's famed Jet-smooth ride — a ride so cushioned and so quiet you'd find it an eye-opener in a car twice Chevrolet's price. And Impala's luxury-car ways don't stop with the ride. Every Impala for '63 includes *as standard equipment* fine-quality features like deep-twist carpeting, electric clock, parking brake warning light, back-up lights, and finger-tip door releases built into extra-long armrests.



**WIDE DOOR OPENINGS,  
ROOMY INSIDE**

Door openings are wide and high; door sills low and convenient. Getting in or out is almost as easy as settling into your favorite easy chair. And there's plenty of elbow room (as well as head, hip and leg room) once you are in. Just stretch out and see how much leg room you get (even if you're a six-footer). And you'll really be surprised at how much hat room every Chevrolet model for '63 offers, too.



Impala Sport Sedan in Ivy Green.

Impala Sport Coupe in Palomar Red.



## BEL AIR

**THE PROVEN FAVORITE  
IS PRETTIER THAN EVER**

Chevrolet's done it again. For years, Bel Air's tasteful good looks, refined luxury and easy-to-handle price have made it one of the most popular cars on the road. And the '63 Bel Air is more than a match for this Chevrolet tradition. Carefully designed touches of lustrous trimwork enhance Bel Air's exterior styling. Upholstery and trim are the very latest in fresh new designs and fabrics, while deep-twist carpeting and new vinyl headlining on all models make the proven favorite prettier than ever. Glove box light, automatic dome light, dual rear ashtrays and foam-cushioned seats front and rear, all are included in Bel Air's price. Four models: 2- and 4-Door Sedans, 6- and 9-Passenger Station Wagons.



### LARGE ACCESSIBLE TRUNK

There's room enough in the '63 Chevrolet's trunk for a whole family's vacation-trip luggage. Loading is easy, too, thanks to Chevrolet's low sill that takes most of the work out of lifting. Big wide-opening deck lid makes side-loading a snap. There's even a special deep well for storing tall objects. And notice how the spare tire is positioned well out of the way to make the storage space even more usable.



Bel Air 4-Door Sedan in Silver Blue.

Bel Air 2-Door Sedan in Marine Aqua.

## BISCAYNE

**SETS THE TREND AGAIN  
IN BIG-CAR THRIFT**

Here's a car that's priced to please even the most particular budget. Yet it doesn't skimp one jot on full-size beauty and convenience. The mark of Biscayne's clean new style is a quiet simplicity, emphasized by sculptured body lines and a single slender bright molding on each side. For practical, long-lasting service, interiors feature colorful wear-resistant fabrics. And all these fine-car features are yours as standard equipment: electric windshield wipers, foam-cushioned front seats, front armrests, dual sun visors, cigarette lighter, glove box lock and crank-operated ventipanes. Biscayne is available in three models: 2- and 4-Door Sedans and a 4-Door 6-Passenger Station Wagon.



### COMFORT THAT'S PLUSH

Slip into any '63 Chevrolet and you'll discover the true measure of its full-size comfort. Notice how soft the seats are. The front seat of every Chevrolet is cushioned with thick foam padding. All seats let you ride in a natural, comfortable position in easy-chair style. Every '63 Chevrolet also has twin sun visors and dual front armrests. Underfoot, Biscaynes have rubber floor mats in an attractive spatter design, color-keyed to interiors.



Biscayne 2-Door Sedan in Autumn Gold.

Biscayne 4-Door Sedan in Ember Red.



## STATION WAGONS

**NEW FAMILY FAVORITES  
BUILT FOR ENJOYMENT**

Chevrolet's versatile new wagons for '63 make every jaunt a fun-filled adventure. There are five handsome new wagons for you to choose from and each offers the extra convenience of 4-door design. Impala and Bel Air Wagons come in a choice of 6- or 9-passenger models. Lowest priced of all Chevrolet Wagons is the Biscayne 6-passenger model. Seat conversion is remarkably simple. In 6-passenger wagons, for instance, you can convert to flat cargo floor in a single motion. There's plenty of load space, too. Up to 97.5 cu. ft. with second seat folded flat. Getting the load in or out is easy, because the tailgate opening on every Chevrolet Wagon measures 30.5 inches high and 56.5 inches wide at the floor. Tailgate is counterbalanced for easy lifting. Roll-down tailgate window is power-operated on 9-passenger wagons. Power operation optional\* on 6-passenger models. And once you're done with hauling and set for calling, Chevrolet Wagons offer all the spruced-up luxury you could ask for.



**HIDDEN STORAGE AREA  
FOR PERSONAL ARTICLES**

Every Chevrolet Wagon has a special concealed compartment beneath the rear cargo floor for out-of-sight stowage. Easily accessible through tailgate opening, it has a hinged cover for extra convenience. A key lock is available\*. Provides 10.5 cu. ft. of stowage space in 6-passenger models.

\*Optional at extra cost.



Impala 9-Passenger Station Wagon in Saddle Tan.

Bel Air 6-Passenger Station Wagon in Ivy Green.

Biscayne 6-Passenger Station Wagon in Ermine White with roof luggage carrier\*.

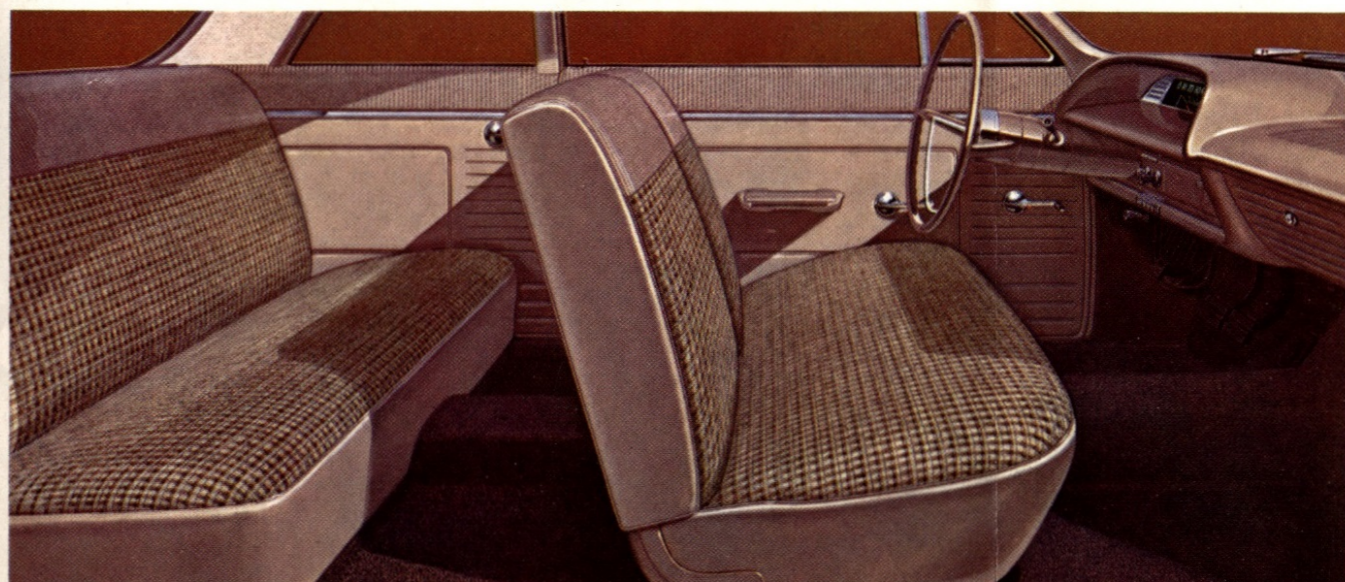
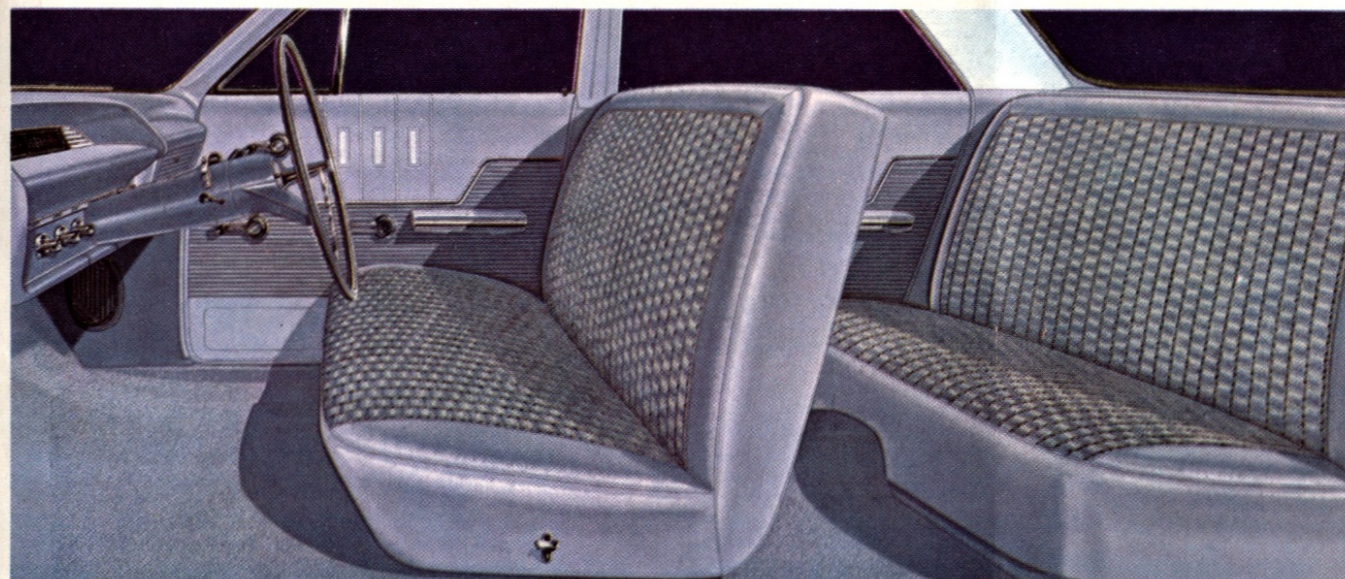
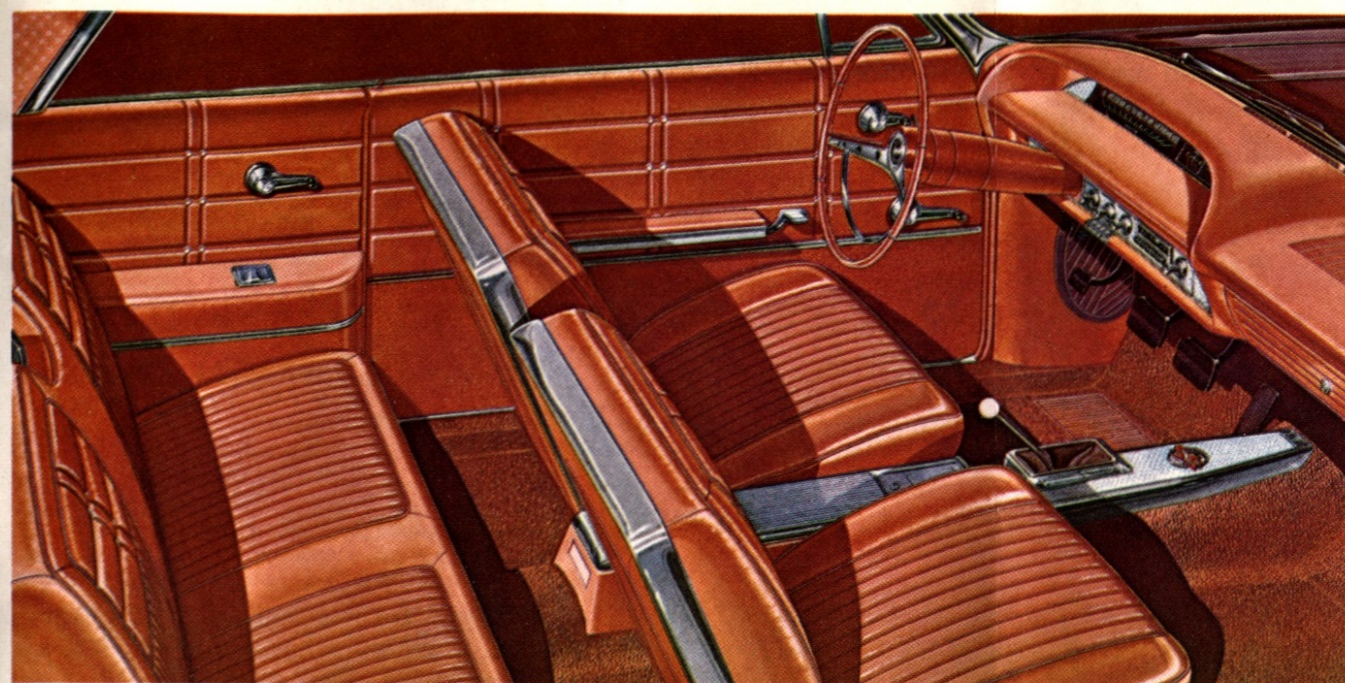
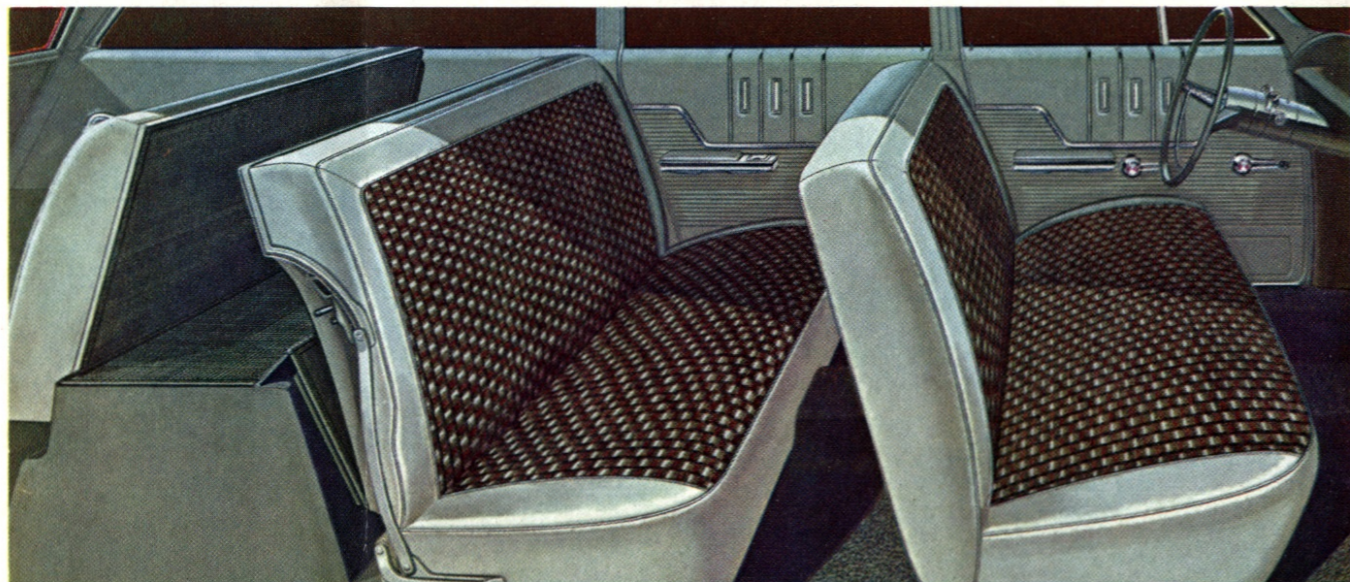


## IMPALA INTERIOR

You'd be hard pressed to find any car with a more luxurious interior than this new Impala. Seats are attractively upholstered in the richest new fabrics in Chevrolet's line and have bright aluminum end panels. On the backrests are handsome cloth bolsters of the highest quality with bright buttons at tuft-line intersections. Luxurious leather-grain vinyl seat and door panel trim and new color-keyed deep-twist carpeting add the crowning touches of elegance. Special Impala steering wheel features bright metal trim rings. A half-circle horn ring joins horn bar at thumb button. Six interiors are available for all Impala models: fawn, aqua, red, blue, green, and special antique saddle, brand new for '63. A seventh color, black, is exclusive to Sport Coupe, Sport Sedan and Convertible. Interiors are keyed to exterior colors.

## BEL AIR STATION WAGON INTERIOR

Beauty and practicality are ideally combined in the Bel Air Station Wagon interior for '63. Like every model in the series, the Bel Air Station Wagon offers you an impressive list of fine quality features as *standard equipment*. Included is soft, yet durable, deep-twist carpeting, foam cushioning in all seats, luxury-length front and rear armrests and de luxe twin-styled door handles and window regulators. All Chevrolet Wagons for '63 have vinyl-coated textured metal on the entire load floor (including the tailgate and on the backs of both the second and third seats). For rugged duty and easy-to-clean convenience, Biscayne Wagon interiors are all-vinyl.



## IMPALA SUPER SPORT\* INTERIOR

Here's real sports car style, combined with all the full-size roominess and comfort of Chevrolet's elegant Impala. Plush all-vinyl interior has individual front bucket seats framed with lustrous aluminum trim. Sports-type bright metal floor-mounted shift lever and big new between-seat console with a lighted locking stowage compartment, with either Powerglide\* or 4-Speed Synchro-Mesh\*. There are seven Super Sport interiors for '63: fawn, aqua, red, blue, green, antique saddle and black. All are keyed to exterior color.

## BEL AIR INTERIOR

Bel Air offers more downright luxury and comfort than you'll find in a great many higher priced cars. Foam-padded seats are upholstered in quality fabric, patterned in an attractive design. Seat and side panel trim are of supple leather-grain vinyl with panels of matching or contrasting color. Vinyl headlining and deep-twist carpeting add to Bel Air's luxurious look. Interiors are keyed to exterior colors and include fawn, aqua, red, blue and green.

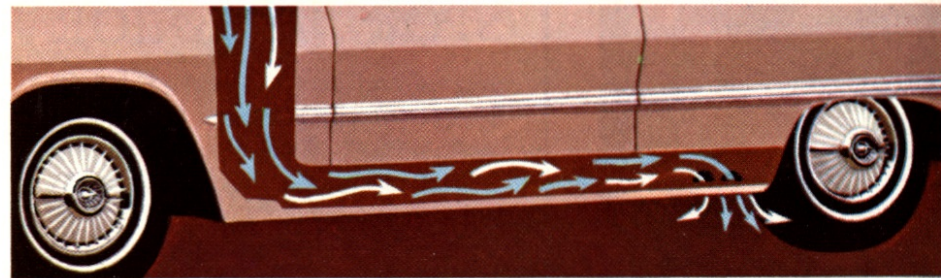
## BISCAYNE INTERIOR

For '63, there are three Biscayne interiors available: fawn, aqua and red. Interiors are keyed to exterior color. Cushions and seat backrest are covered with rugged, durable cloth in a pleasing patterned design (patterned vinyl in wagon). Seat bolsters, side facings and side panel trim feature washable leather-grain vinyl. All models have vinyl headlining. Rubber floor mats in an attractive spatter design are color-keyed to interior.

\*Optional at extra cost.



**NEW EASY-CARE FEATURES FOR EXTRA WORTH**—The 1963 Chevrolet represents a new achievement in the field of automotive engineering. Designed with you and your convenience in mind, Chevrolet offers new easy-care features that make the job of servicing and maintenance much simpler, and reduce cost. To you, this means more enjoyable motoring for as long as you own your Chevrolet.



**NEW AIR-WASHED ROCKER PANELS**—The problem of rocker panel rust and corrosion has been dealt with in a new and effective way. Chevrolet uses the cowl inlet ventilating system to water-flush and continually air-dry the inside of the rocker panels. All water entering the cowl inlet is directed through passages to the rocker panels. The water washes out dirt, dust and foreign matter, and then drains through special outlets. Air is forced through the cowl inlet where it completely dries rocker panel interiors.

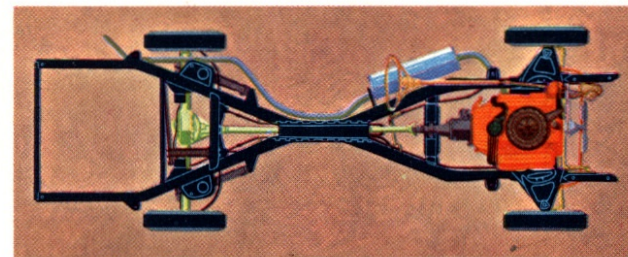
**NEW SELF-ADJUSTING SAFETY-MASTER BRAKES** Improved, more efficient Chevrolet Safety-Master brakes include a new self-adjusting feature for '63. System operates when brakes are applied while backing up, maintaining proper adjustment throughout the life of the linings. Big thick linings are bonded to brake shoes. This, together with the new self-adjusting feature, results not only in long lining life but in safe, sure stops. Special venting through wheel slots helps keep brakes cool to resist fade, while improved sealing helps keep out water. For plenty of braking power, brakes are 11-inch hydraulic, 200.4-sq.-in. area, with large brake cylinders.



**NEW EXTENDED-LIFE EXHAUST SYSTEM** Thanks to the liberal use of aluminizing in mufflers, and heavier gauge tail pipes, Chevrolet exhaust systems resist the deteriorating effects of heat and corrosion for much longer periods of time. This means fewer replacements, more satisfactory service and less maintenance expense for you.



**DURABILITY STARTS WITH CHEVROLET'S CHASSIS**—Durability has been a Chevrolet watchword for generations. It's always there. People have come to expect it. In Chevrolet, durability doesn't just happen. It's built in as a result of the painstaking care that goes into every Chevrolet chassis. Durability like this makes your Chevrolet worth more to own and drive, worth more when you trade.



**SAFETY-GIRDER FRAME**—X-built with heavy steel center support for real strength and rigidity. Forms the solid foundation for Chevrolet's outstanding ride and stability.

**CLUTCH**—Diaphragm spring type clutch with all engines except 409-cu.-in. V8's—centrifugally assisted diaphragm or coil spring type with 409-cu.-in. engines. Size of clutch to suit each engine. Single dry disc with two facings. Permanently lubricated release bearing.

**BALL-RACE STEERING GEAR**—Easy-acting, almost effortless and frictionless, it's the next best thing to power steering. Makes steering and parking easy, responds quickly for precise handling in all types of driving situations. Overall ratio 28:1 standard, 24:1 with power steering.\*

**WHEELS AND TIRES**—14-inch wheels; 7.00 x 14 blackwall tubeless tires are standard on all models except: 7.50 x 14 on Impala Convertible, 8.00 x 14 on all Station Wagons. V8 engine and air conditioning options come with oversize tires.

**FULL COIL SUSPENSION**—Gives every full-size Chevrolet a ride that's so silky smooth, so cushioned that we call it Jet-smooth. Features a big husky coil spring (that never squeaks, never wears out) at each wheel, plus double-acting shock absorbers and built-in leveling action front and rear. Four-link rear suspension resists side-sway and practically eliminates rear-end squat on acceleration.

**NEW BATTERY-SAVING DELCOTRON GENERATOR** Chevrolet's new diode-rectified generator delivers electrical output at low engine speeds. This means there's less drain on the battery when you're creeping through congested traffic, helps prolong battery life. The self-contained, high-capacity Delcotron generator is durable, and there's no commutator to wear out.

\*Optional at extra cost.

**BODY BY FISHER MEANS SUPERIOR CRAFTSMANSHIP**—Test Chevrolet's better built body for yourself. Just slam the door on any model. The solid, reassuring sound you'll hear is your gauge of Chevrolet's quality construction. Every Chevrolet features the superior craftsmanship of Body by Fisher. Quality and workmanship are outstanding. Fisher Body craftsmen devote special attention to every detail, large or small, to make sure your Chevrolet is the kind of car you'll be proud to own and drive for years to come.



**UNISTEEL BODY BY FISHER**—Roof, sides and floor are all welded together to form a single solid unit. Big box-section body side rails afford extra passenger protection. Famous Unisteel construction assures a tight, solid fit of all body parts. Body is sealed and insulated, acoustically hushed and has extra-large rubber mountings. Double-walled cowl. High-level ventilation and built-in blended-air heater and defroster system.

**INNER FRONT FENDERS**—Inner fenders act as barriers to protect outer fenders from the corrosive action of water, mud and road salt. As a result, outer fenders on your Chevrolet last longer, stay attractive for years.

**DE LUXE AIR FLOW HEATER**—Features an air-blending system that gives instant temperature control. High-level outside air intake. New controls are located low on the instrument console and are designed to conform to instrument panel contour when not in use.

**NEW SAFETY-TYPE DOOR LATCHES**—Safety-type door latches on all full-size Chevrolets are new for '63. When doors are closed, new double-lipped interlocks on latch strikers and new interlocks on the door latch give more contact area than previous units, and assure a tight, strong and more positive retention of the door. Rotating lock bolt prevents lateral movement of the closed door.

**HIGH-LEVEL VENTILATION**—To provide a constant supply of cleaner outside air to passenger compartment, air inlets are located on top of the cowl. Air is drawn into the passenger compartment high above low-lying dirt, dust and exhaust fumes.

**MAGIC-MIRROR FINISH**—Chevrolet's deep-down finish provides a long-lasting luster that stays beautiful for years with next to no care. Resists chipping, sun-fading and the corrosive effects of salt and road tar. For '63, there are 15 Magic-Mirror colors (7 of them are brand new) and 11 two-tone combinations. Two-toning not available on Convertibles.

**FOOT-OPERATED PARKING BRAKE**—An easy push of your foot sets Chevrolet's parking brake. When you engage the brake, the foot pedal returns to its normal position. To release the brake, you just pull on the "T" handle.

**SOUND AND VIBRATION INSULATION**—Chevrolet's own brand of smooth, hushed ride comes from the liberal use of special sound and vibration dampening materials at more than 725 points. Materials are carefully tested for their ability to isolate you from the noise and shock of the road. For maximum shock absorbing effect, extra-thick butyl rubber body mounts are scientifically placed to best advantage at strategic points around the body.

**CRANK-OPERATED VENTIPANES**—Here's another example of the extra value you get in every full-size Chevrolet—at no extra cost. Convenient, easy-to-operate cranks let you open or close Chevrolet's side vent windows to any desired position with just a simple turn of the handle.

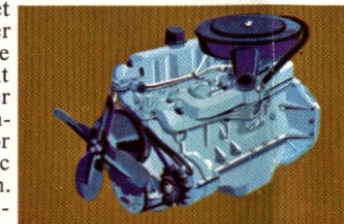
**SINGLE-KEY LOCKING SYSTEM**—Doors, glove box, ignition and trunk can be unlocked with the same key. And with Chevrolet's push-button door locks, you can lock any door without a key. Rear doors of every full-size Chevrolet feature safety door locks to keep them from being accidentally opened from the inside.

**5-POSITION IGNITION SWITCH**—Gives you the extra convenience of a separate "Accessory" position so that radio or heater can be operated without the battery drain of the engine ignition system. Switch also has "Lock," "Off," "On" and "Start". When switch is left in "Off" position, the car can be operated without the key.

**'63 POWER TEAMS PACED BY BRAND-NEW 6**—Chevrolet's great new power team lineup stars seven different engines and four transmissions. There is a completely new short-stroke standard 6, a vastly improved standard V8 and a new optional 409-cu.-in. V8\*. Both standard engines deliver efficient performance on regular grade gas. Every 1963 Chevrolet engine features valve-in-head design, aluminum pistons, positive-shift starter and automatic choke.

SEVEN ENGINES

**NEW STANDARD 140-HP TURBO-THRIFT 230**—For '63, Chevrolet draws on its unmatched experience as the world's leading producer of 6-cylinder engines to bring you considerably improved gasoline economy. Chevrolet's new 6 is compactly designed and light in weight with efficient power-to-weight ratio. Thin-wall design for cylinder head and block keeps weight to a minimum. Modified-wedge combustion chambers. Short-stroke design. Seven main bearings for exceptional sturdiness. Full-pressure lubrication. New automatic choke for more precise response to engine temperature. 230-cu.-in. displacement, 8.5:1 compression ratio, single-barrel carburetor, oil-wetted air cleaner and full-flow oil filter.



**IMPROVED STANDARD 195-HP TURBO-FIRE 283**—Operates on regular grade fuel. Higher lift camshaft opens intake and exhaust valves farther for better engine breathing, greater flow of fuel-air mixture to combustion chambers. Slightly smaller combustion chambers squeeze fuel-air mixture tighter, help increase compression ratio. Damper springs inside valve springs control valve spring surge. Two-barrel carburetor, full-pressure lubrication, 283-cu.-in. displacement, 9.25:1 compression ratio, dry-element air cleaner.



**250-HP TURBO-FIRE 327\***—Low weight-to-output ratio for operating efficiency and performance. Temperature-controlled fan. Full-pressure lubrication system with full-flow oil filter. Hydraulic valve lifters, automatic choke, dry-element air cleaner. 327-cu.-in. displacement, 10.5:1 compression ratio, four-barrel carburetor, dual exhaust. Positive crankcase ventilation (all Chevrolet engines for '63).

**300-HP TURBO-FIRE 327\***—Refined version of Chevrolet's 327-cu.-in. V8 with big aluminum-body four-barrel carburetor. Large inlet valves. 327-cu.-in. displacement, 10.5:1 compression ratio, large diameter dual exhaust system.

**NEW 340-HP TURBO-FIRE 409\***—An engine for modern traffic use. New 340-hp 409-cu.-in. V8 has high torque characteristics. Single four-barrel carburetor, hydraulic valve lifters, regular camshaft, full-pressure lubrication, 409-cu.-in. displacement, 10.0:1 compression ratio, temperature-controlled fan.

**400-HP TURBO-FIRE 409\***—Delivers 425 ft.-lb. maximum torque. Available with manual shift transmissions only. 409-cu.-in. displacement, 11.0:1 compression ratio, large four-barrel aluminum carburetor, dual exhaust, 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 valves and smooth ports. Automatic choke, full-flow oil filter.

**425-HP TURBO-FIRE 409\***—A modified edition of the 400-hp V8. 11.0:1 compression ratio, twin four-barrel carburetors, dual exhaust. Available with 3- and 4-Speed Synchro-Mesh transmissions only.

FOUR TRANSMISSIONS

**STANDARD 3-SPEED SYNCHRO-MESH**—Smooth, dependable, easy-shifting. Standard on all full-size Chevrolets. All-helical gear design with high torque capacity. Gear ratios matched to engine type.

**OVERDRIVE\***—Delivers top gas economy and reduces engine wear. 3-Speed Synchro-Mesh, plus 2-speed planetary Overdrive, engaged semi-automatically above approximately 30 mph.

**4-SPEED SYNCHRO-MESH\***—Aluminum case, all-helical gear design. All forward gears are fully synchronized. Central floor-mounted shift lever.

**NEW POWERGLIDE\***—For liquid-smooth and dependable automatic shifting. Two-speed three-element torque converter with hydraulically controlled planetary gears. Aluminum housing. Positive parking lock. Selector sequence Park-R-N-D-L.

1963 CHEVROLET POWER TEAMS				
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	3.36:1 axle	N.A.	3.36:1 axle†	3.36:1 axle
400-hp Turbo-Fire 409	3.36:1 axle	N.A.	3.36:1 axle†	N.A.
425-hp Turbo-Fire 409	3.36:1 axle	N.A.	3.36:1 axle†	N.A.

\*\*3.55:1 in Station Wagons; 3.36:1 in Impala Convert. \*3.36:1 in Station Wagon and all Impala models. N.A.—Not Available. †3.08:1 with 2.54:1 low transmission. \*Optional at extra cost. FUEL CAPACITY: Wagons, 16 Imp. gals.; all others, 16½ Imp. gals. ELECTRICAL SYSTEM: 12-volt system, 54-plate battery (66-plate with 327 and 409-cu.-in. V8's). DIMENSIONS: Wheelbase, 119". Front and rear tread, 60.3" and 59.3". Overall: length, 210.4"; width 79.0"; height—Sport Cpe. 54.5", Convert. and Sport Sed. 55.0", Wagons 56.0", others 55.5".

**OPTIONS AND CUSTOM FEATURES PUT PLEASURE AT YOUR FINGER-TIPS**—To make your driving easier and more pleasant, Chevrolet offers you a full range of Options and Custom Features for '63. With such a wide selection to choose from, you can virtually custom-tailor your Chevrolet to your heart's desire. Chevrolet Options add to your convenience and enjoyment, and help pay for themselves by making your Chevrolet worth more at trade-in time.

**POWER STEERING\***—Hydraulic pressure does most of the work for you. Takes up to 80% of the effort out of steering, yet still gives you a true feel of the road. Low overall ratio of 24:1 responds instantly to your touch. Steering wheel returns smoothly and surely when coming out of turns. Especially helpful when parking in tight places.

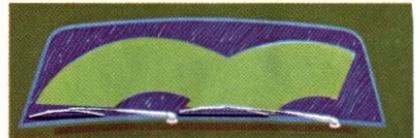


**NEW ALL-WEATHER AIR CONDITIONING\***—Keeps you cool and fresh in the summer, warm and comfortable in the winter. Five dual-function controls are built into lower edge of instrument panel and provide fast and easy regulation of heater or air conditioner. New Custom Air Conditioner\* is also available. Modern compact unit suspends from the instrument panel and can be factory- or dealer-installed.



**2-SPEED ELECTRIC WINDSHIELD WIPERS\***—Have built-in washers and offer choice of two wiping speeds, normal and fast. Electric operation gives a constant, steady wiping action, regardless of engine speed. Never slow down when you accelerate. Parallel wiping action clears the windshield in an overlapping pattern so there's no center blind spot left uncleaned.

**POWER WINDOWS\***—Individual controls at each window permit side windows to move up or down at the touch of a finger. All windows can also be operated from the master control at driver's window. Electric motors provide quiet power. Available on all Impala and Bel Air models.



**POWER BRAKES\***—Give you easy, swift and sure stopping power with considerably less pedal pressure than is needed for regular brakes. Large power cylinder decreases pedal effort by one-third. Low pedal assures fast, sure application.

**6-WAY FLEXOMATIC POWER SEAT\***—You can tailor your seating comfort to your exact needs and desires with the power-operated front seat. Three button control panel lets you position the seat just exactly where you want it. Seat adjusts fore and aft, up and down, and tilts forward and back. Not available on Biscayne models.

**NEW DE LUXE PUSH-BUTTON RADIO\***—A new unit that's completely transistorized for instant sound without warm-up. Requires 30% less current to operate. Designed for clear, long-range reception, this new radio is extremely reliable and acoustically engineered for Chevrolet interiors. Features automatic volume control to prevent station fading. Five push buttons can be set easily to any station. Also available with rear-seat speaker.\* All-transistorized manual radio\* is available for either factory or dealer installation. Includes automatic volume control, straight-line tuning and high energy speaker.

**POSITRACTION REAR AXLE\***—Takes over whenever the footing is slippery or unsure. If one wheel slips in snow, mud, sand or gravel, Positraction transfers power to the wheel with the grip. Available with all power teams.

**SHADE-LITE TINTED GLASS\***—Reduces glare and makes driving more comfortable. Helps shield you from the sun's heat and glare, and reduces the brilliance of oncoming headlights. Windshields feature a graduated dark band at top for extra protection. Shade-Lite tinted glass is available for all windows, or for windshields only.

ADDITIONAL EQUIPMENT FOR YOUR NEW CHEVROLET\*

Power tailgate window (standard on 9-passenger wagons). Station Wagon 1/8-2/8 split second seat, lock for concealed stowage compartment, roof luggage carrier. Seat belts. Vented full wheel covers. Heavy-duty springs, heavy-duty shock absorbers\*\*. Heavy-duty clutch\*\*. Heavy-duty radiator. Special sintered-metallic brake linings. Padded instrument panel. Extra-heavy foam-cushioned front seat\*\*. Two-tone finish\*\*. Super Sport Equipment\*\*. Guards for front grille and rear bumper\*\*. Whitewall tires. Oversized and special tires\*\*. Heavy-duty Delcotrons. Heavy-duty battery. 3.08:1 and 3.55:1 ratio rear axles\*\*. Tachometer\*\*. Oil-bath air cleaner, closed-type positive crankcase ventilation and economy carburetor for 6-cylinder engine. Special police or taxicab equipment\*\*. Full line of Custom Feature Accessories.

\*Optional at extra cost.

\*\*Availability determined by either model or equipment.





The illustrations in this catalogue do not necessarily show standard colors, materials and equipment. General Motors Products of Canada, Limited, reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models, and also to discontinue models. This right may be exercised without incurring any responsibility with regard to cars previously sold.



Back cover: Impala 6-Passenger Station Wagon in Laurel Green.

GENERAL MOTORS PRODUCTS OF CANADA, LIMITED • OSHAWA, ONTARIO

#1493/62 PRINTED IN CANADA