



\*1977 manufacturer's suggested retail price including dealer preparation and \$411 worth of equipment newly standard in 1978. Tax, license and destination charges not included.

\*\*Base 1978 manufacturer's suggested retail price including dealer preparation. Tax, license and destination charges not included.

# For 1978... Chevy Chevette announces a decrease in price and an increase in value.

## A lot more standard

Our nifty 2-door Chevette Hatchback just got a lot niftier. Because we've added eighteen new standard features.

Features that most people want in a car. Like a quality-built Delco AM radio, a larger 1.6 Litre engine, white stripe tires and wheel trim rings. Even swing-out rear windows.

All things considered, the new '78 2-door Chevette Hatchback is considerably more car. And a very considerable value.

### New standard features on the '78 2-door Chevette Hatchback

- Delco AM radio
- 1.6 Litre engine
- Swing-out rear windows
- Reclining front bucket seats
- White stripe tires
- Sport steering wheel
- Console
- Wheel trim rings
- Bumper rub strips
- Protective body side moldings
- Cigarette lighter
- Color-keyed instrument panel
- Glove compartment lock
- Deluxe grille... and more...

18 new features in all.  
+ Some early production Chevettes in dealer inventory won't have reclining seats. The suggested base price will be reduced accordingly.

### The '78 2-door Chevette Hatchback is

# \$282 less

Now here's the really good news.

We added those 18 items to the 1978 2-door Chevette Hatchback, yet, based on a comparison of manufacturer's suggested retail prices, we still kept the price \$282 below what last year's model would have cost with the same equipment.

More Chevette for less money. Amazing and true.

And now there's a brand-new Chevette, too. A 4-door Hatchback with two more doors, a roomy back seat and all the new standard features, except swing-out rear windows. In fact, it has more rear seat leg room than the 1977 Toyota Corolla or Datsun B-210 4-door sedans. Even the 1977 Honda Civic Wagon.

For 1978, Chevette's a lot of car for your money.



**SEE WHAT'S NEW TODAY  
IN A CHEVROLET.**