

Chevrolet Offers 45 Models in New 1965 Car Line

Chevrolet takes its longest stride into the fine car field with its 1965 passenger cars — plus offering the widest variety of luxury models and product features in its 54-year history.

On display in dealer show rooms on Thursday, Sept. 24, will be 45 models in five distinctive lines of new Chevrolet. Of these, 20 will be "sport models" — convertibles, a new Chevrolet Corvair and two others.

There are all-new cars in two lines:

The Regular Chevrolet, long-time industry leader, moves to a new prestige plateau with the greatest comfort and luxury ever offered.

The Corvair, a first-matic advance with its first major styling change in five years.

The 119-inch wheelbase is retained. A "twice-size chassis" gives wider front and rear ends. The front is wider by 2.7 inches to a total width of 62.5 inches and the rear is 2.1 inches wider to a total of 62.5 inches. There is improved full coil suspension both front and rear.

A sturdy, new perimeter frame provides a new strut front suspension, new link-type rear suspension and new parallel-shaft steering system.

Six engine choices are offered, ranging in horsepower from 140 to 400 and incorporating a number of engine innovations. Four transmissions are available and there is a total choice of 10 power teams.

The 119-inch wheelbase is retained. A "twice-size chassis" gives wider front and rear ends. The front is wider by 2.7 inches to a total width of 62.5 inches and the rear is 2.1 inches wider to a total of 62.5 inches. There is improved full coil suspension both front and rear.

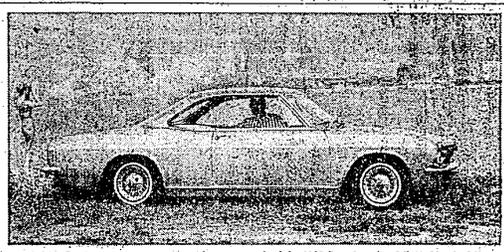
A sturdy, new perimeter frame provides a new strut front suspension, new link-type rear suspension and new parallel-shaft steering system.

Six engine choices are offered, ranging in horsepower from 140 to 400 and incorporating a number of engine innovations. Four transmissions are available and there is a total choice of 10 power teams.

disc brakes on all four wheels as standard equipment.

7yo Sting Ray models — a convertible and a sport coupe

again will be offered. The Corvette's overall length is 175.1 inches, width is 69.6 inches and wheelbase is continued. Corvair coupe height 49.6 inches.



The Corvair for 1965 step out with a smart, all-new continental styling. For the first time since its introduction in 1959, body lines of Chevrolet's rear-engine car have been completely changed. The Corsa Sport Coupe (above) and the Convertible

customers approved design with significant styling refinements, is continued for the Chevrolet, Chevy II and Corvair lines. The Corvair 4 is the first American car to provide four-wheel disc brakes as standard equipment.

A B O N G approximately 400 accessories and optional features available on 1965 Chevrolet is the first FM stereo system offered by an auto maker.

Another is a telescoping steering column to give greater driving comfort for Corvairs and Corvettes.

With its new models, Chevrolet hopes this year to establish a third successive industry sales mark, S. E. Knudsen, general manager, declared.

For 1965, Chevrolet is keeping pace with the public's growing preference for prestige transportation with the widest possible customer choice of options and features to fit individual needs," he said.

The two Corvair Greenbird Sport wagons are continued in 1965 with only identification changes.

CHEVELLE — Chevrolet's newest car was a quick favorite with the motorist, recording 300,000 sales in its first model year.

For 1965, the Chevelle line is expanded to 12 models in four series, including a new economy series, the "350." The car

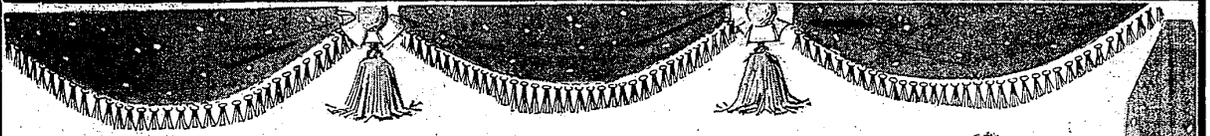
will continue its 115-inch wheelbase. It receives a longer, more body insulation, softer front springs, rubber-mounted front end sheet metal and improved rear suspension and new tire sizes. New luxury is available in the increased range of options and accessories.

There is a wider range of power teams—a choice of five engines (two sixes and three V8's) with a horsepower range from 120 to 300. Four transmissions, including Overdrive, are offered, with a total of 16 power teams for 1965.

CHEVY II — New styling refinements and a wider range of optional power is offered in the Chevy II, entering its fourth year of attracting the motorist who wants tasteful styling, economy and ease of handling.

Chevy II will be available in seven models in three series. It

lead the 1965 Corvair series, followed by the Monza Sport Coupe, Sport Sedan, Convertible and two 500 models. On September 24 Chevrolet dealerships will display various models of the five passenger cars offered by the company in 1965.

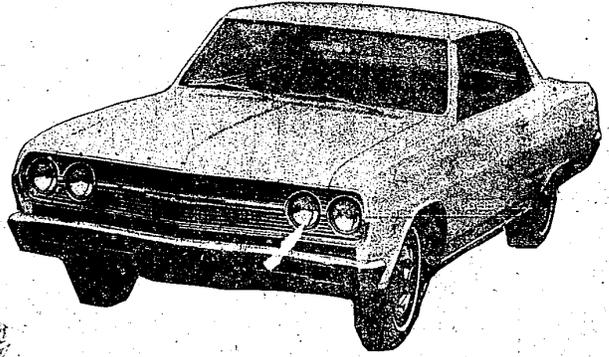


BILL ROOT introduces . . .

CHEVROLET

'65

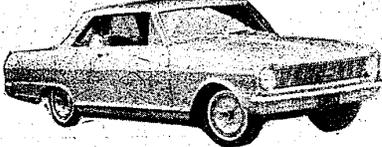
for



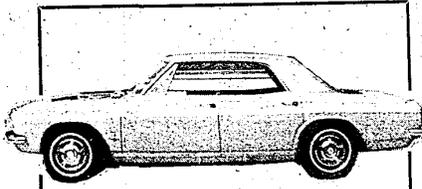
1965 CHEVELLE MALIBU SS Sport Coupe



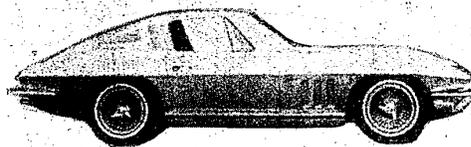
1965 CHEVROLET IMPALA Sport Sedan



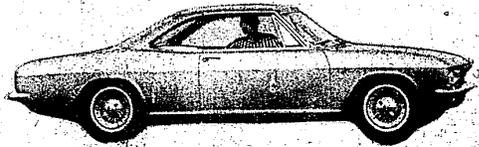
1965 CHEVY II NOVA SS Sport Coupe



1965 CORVAIR MONZA Sport Sedan



1965 CORVETTE STING RAY Sport Coupe



1965 CORVAIR CORSA Sport Coupe

Offering FM-Stereo Radios In Nearly All Chevrolets

DETROIT — FM stereo radio is being offered for the first time by a car manufacturer on all 1965 Chevrolet car lines except the Corvair.

The stereo feature is an exclusive with Chevrolet and is available either as a factory-installed option or a dealer-installed accessory.

This pioneering step has been made possible by Delco Radio Division's development of a new FM stereo adapter to be used in conjunction with the optional 1965 AM-FM radios.

The AM-FM unit, previously available in only the regular 1964 Chevrolet and Corvair models, has been extended to all Chevrolet car lines for 1965.

NEW CIRCUITRY, full transistorization and special multi-speaker arrangements make for outstanding stereo quality in Chevrolet's new stereo system. Engineers say that the nature of a car's interior lends itself particularly to stereo because of the sound reflecting arrangement.

Among approximately 400 other accessories and optional features offered on 1965 Chevrolets are telescoping steering column for Corvettes and Corvairs; an automatic leveling control for Chevrolet Corvairs and Chevy IIs; improved air conditioning for all lines and numerous comfort, convenience and trim items.

The telescoping steering column was developed by Saginaw Steering Gear Division. A factory-installed option, the column's height is shortened or lengthened a maximum of three inches for a variety of driving

A RELEASE that operates independent of the column's drive mechanism controls the telescoping of the column. A tilting steering wheel continues to be available in 1965 on Chevrolet and Chevrolet models. The automatic level control package, a development of Delco Products Division, includes Superflex shock absorbers and other equipment for self-leveling of the car through varying load conditions. This maintains proper rear-end height despite heavy loads of trailer hauling.

Chevrolet air conditioning, steadily rising in popularity, features increased air flow in the 1965 design. Chevrolet announced that over 15 per cent of its 1964 model passenger car output was equipped with air conditioning.

Additional new accessory and optional equipment highlights for the 1965 Chevrolet line include:

- Trailer hitches for all lines except Corvettes with separate plug-in wiring harnesses for taillights, stoplights, directional signals and license plate lights.
- Distinctive wheel housing trim, new wheel covers and simulated wire wheels and many other "sport" and prestige items for the five car lines; an exclusive remote control spotlight for front fender mounting; a completely automatic speed and cruise control; a tri-volume trumpet horn; tinted vinyl floor mats to match carpet colors; a uniform 17.5-inch diameter r.p.m. tachometer; and a windshield compass without wiring.

BILL ROOT CHEVROLET

GR. 4-0500



KE. 5-3536

32715 GRAND RIVER AVE. Corner MAYFIELD