

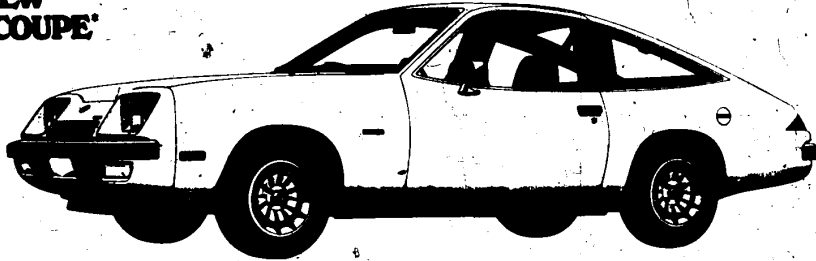
NEW LOW PRICES ON THESE NEW CHEVROLET MODELS.

\$305

LOWER PRICE ON THE NEW MONZA "S" HATCHBACK COUPE*

Look at the car. It looks much the same. Yet look at the sticker and you'll find we've trimmed over \$300 off the Manufacturer's Suggested Retail Price of our sporty little Monza 2+2, Motor Trend's "Car of the Year", to help put our new Monza "S" Hatchback Coupe within reach of more people. We did it by taking off some equipment items, and giving you the option of ordering them separately. Your dealer can give you the details.

*Based on comparison of Manufacturer's Suggested Retail Prices between the Monza 2+2 and the Monza "S". Manufacturer's Suggested Retail Price of the new Monza "S" is \$3648.

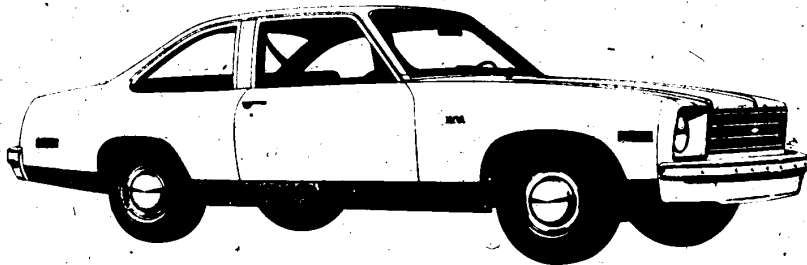


\$106

LOWER PRICE ON THE NEW NOVA "S" COUPE*

Now Nova is even more affordable. What we did was switch tires on this new "S" model, putting on a set of tough bias belted in place of the standard radials and passing the sizeable savings along to you. Of course if you want radials, you can order them. If you don't, enjoy your savings—and your Nova. It's a solid car, with a well-established reputation. Why pay \$599** more for a fancy newcomer that's about the same size, when Nova (even without radials) offers so much—for so much less?

*Based on comparison of Manufacturer's Suggested Retail Prices between Nova Coupe and the new Nova "S" Coupe. Manufacturer's Suggested Retail Price of the new Nova "S" is \$3099.00.



Now, \$599 less than the newest compact from Chevy's nearest sales competitor.**

**Based on comparison of Manufacturer's Suggested Retail Prices.



CHEVELLE MALIBU 6 SEDAN \$656 LESS
than the base mid-size model from Chevy's nearest sales competitor.



BEL AIR SEDAN \$230 LESS
than any competitive, American full-size car.



IMPALA SEDAN \$184 LESS
than the most similar model from Chevy's nearest sales competitor.

HERE ARE
MORE OF
AMERICA'S
LOWEST PRICES
FROM CHEVY.



CAPRICE CLASSIC COUPE \$296 LESS
than the most similar model from Chevy's nearest sales competitor.



BEL AIR 2-SEAT WAGON \$100 LESS
than any competitive, American full-size wagon.



VEGA WAGON \$127 LESS
than the most similar model from Chevy's nearest sales competitor.

Now that makes sense

CHEVROLET MAKES SENSE FOR AMERICA.

Chevrolet



DON'T MAKE ANY DEAL UNTIL YOU'VE SEEN YOUR CHEVROLET DEALER.