

# This new Chevrolet knows you like your comfort

*(and keeps mighty quiet about it!)*

*Nothing else pampers you with quite the same roominess and ride—and such serene silence—as this ever-lovin' '60 Chevrolet. That's because nobody else bends so far over backwards to find out what you want and bring it to you. For example, Chevy's the only car in the leading low-priced three to cradle you on coil springs at every wheel. And there are new body mounts—plus soft-spoken engines—to make your ride as quiet as a whisper. Your dealer will be happy to show you all the ways Chevy's been thoughtful of you (including new, budget-pleasing prices).*

*Roomier Body by Fisher with a lower and narrower transmission tunnel that gives more foot room.*

*Pride-pleasing style (you'll like the way it combines good looks with good sense, that easier-to-load vacation-sized trunk, for instance).*

*New Economy Turbo-Fire V8 (makes friends fast by getting up to 10% more miles on a gallon of regular).*

*Widest choice of engines and transmissions (24 combinations in all—to satisfy the most finicky driver).*

*Hi-Thrift 6 (built, of course, with Chevy's ever-faithful dependability).*

*Coil springs at all 4 wheels (with the extra cushioning of newly designed body mounts, you've never had it smoother than you do in Chevrolet).*

*Quicker stopping Safety-Master brakes (another important reason Chevy's the kind of friend you can count on).*



*Chevrolet Division  
of General Motors,  
Detroit 2, Michigan.*

*the superlative '60 Chevrolet . . . there's nothing like a new car—and no new car like a Chevrolet. This is the Bel Air Sport Coupe.*

