

Now... A New World of Worth from Chevrolet

1962 Chevrolet



Rich New Styling with Jet-Smooth Ride!

It's built for people who want all the *room, refinement* and *riding comfort* found in much more expensive cars. The '62 Chevrolet—with a road-gentling *Jet-smooth ride*. A new choice of V8 skedaddle. Beauty that stays beautiful—right down to new front fender undershirts for extra rust resistance. Read on and see if *this* is the Chevrolet for you.

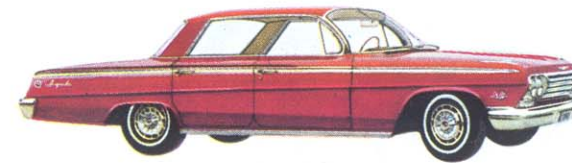
Think of all the fine things you could reasonably want in a car, and you're almost sure to find Chevrolet's been thinking right along with you.

Where are you going to find anything to beat the clean-etched elegance of that Body by Fisher craftsmanship? Or the spacious comfort of those posh new interiors? And, you'll be happy to know, this is beauty that's built for keeps—right down to new steel front fender undershirts that provide extra protection against slush, stones and corrosion.

But, before you do any deciding, *do* sample this Jet-smooth '62 Chevrolet on the move. Those trigger-quick reflexes (there are 16 power teams to choose from) are potent proof of Chevrolet engineers' determination to please

the most demanding driving foot. You can have a standard 135-hp Hi-Thrift 235 Six or 170-hp Turbo-Fire 283 V8 (both ready to do special things on regular gas) or any one of four optional at extra cost V8's all the way to a hair-raising 409-cubic-inch powerhouse with 409 hp. All engines have new longer lived mufflers.

But perhaps the most persuasive of all this new Chevrolet's charms is that ever-lovin' Jet-smooth ride—with a Full Coil spring coddling you at every wheel and more than 700 cushioning filters hushing up road chatter and vibration. Comfort? Man, this one's got it. Even the heater and defroster come as standard equipment this year. Your dealer's waiting right now to have a cozy little chat with you.



Impala Sport Sedan—with the clean-etched beauty and spacious comfort of Body by Fisher.



Bel Air 6-Passenger Station Wagon—with up to a whopping 97.5 cubic feet of cargo area.



Impala 6-Passenger Station Wagon—who could ask for a classier cargo carrier than this?



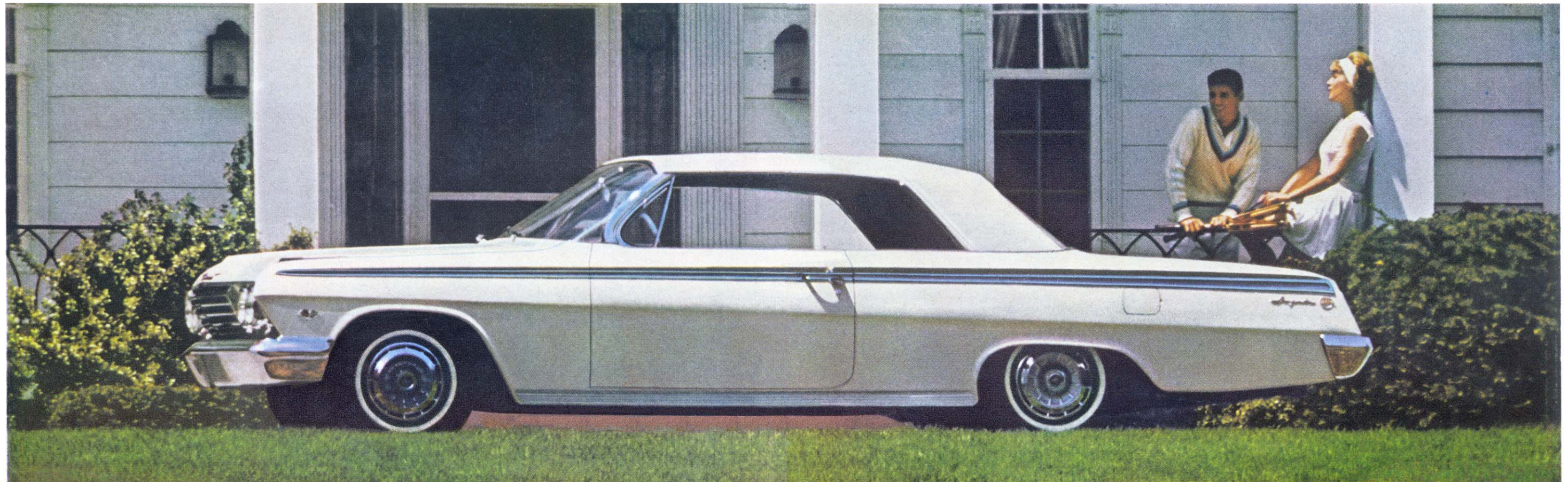
Bel Air 4-Door Sedan—all '62 Chevrolet sedans bring you this classic slim-roof look.



Impala Convertible—fresh-as-a-breeze styling extends back to new aluminum taillight cove.



Biscayne 2-Door Sedan—this (would you believe it?) is the thriftiest full-size Chevrolet.



Impala Sport Coupe—with a roof line that looks like a convertible's.

New World of Worth continued on following pages

The Thrift Car in Chevrolet's New World of Worth

 *new Chevy II*

Built for people who want modern basic transportation in its finest fashion!

Here is a **totally new line of cars** built with sturdy simplicity that saves you money in service and maintenance. Steadfast dependability . . . you know you can count on **that** from all the Chevrolet family. Uncompromising economy from a frugal 4- or satiny 6-cylinder engine. This is what you should know to decide whether the new-size Chevy II is for you.

This new Chevy II has all the solid, time-tested virtues you've come to expect from Chevrolet—plus some surprises you've never seen on any car before.

There's a full line of new-size models (including the soon-to-be available station wagons, hardtop and convertible), each built a new way to save on upkeep. All major front-end sections, including fenders, are of bolt-on design for easy replacement in case of damage. And every Chevy II rides on tough, durable—but ever-so-gentle—Mono-Plate rear springs that flex as a single unit, eliminating the squeaks and squawks of old-fashioned multi-leaf springs.

Beneath Chevy II's fresh-shaped bonnet two plucky

engines are available—a thrifty 90-hp 4 or a sprightly 120-hp 6—designed with the dependability that has always been Chevrolet's special stock in trade. Both are built with easy-to-service simplicity (run on regular gas, of course—and darn little of it!), yet offer refinements usually reserved for much more pretentious power plants.

Sensibly sized as this Chevy II is, it's amazingly generous with room. All sedans and 2-seat wagons (thanks to Body by Fisher finesse) tote six well-fed adults and just about anything they want to take along in the way of baggage. Beginning to sound good? Well, it'll sound even better when your dealer gives you the low-down on the price.



Chevy II 300 4-Door Sedan—all the II's have standard-equipment heater and defroster.



Chevy II 100 4-Door Station Wagon—available with a full range of power assists, optional at extra cost.



Chevy II Nova 400 Sport Coupe—and you can have it with bucket seats if you like, optional at extra cost.

The Sporty Car in Chevrolet's New World of Worth



'62 Corvair

*Built for budget-minded people
who go for sports car driving*

Here, with *saucier styling, tasteful new interiors and bigger new brakes*, is the latest version of the car that proved itself in the fiercest rally competition going. If you like a car that goes with extra gusto—and the reflexes of a hummingbird—then read on and see why you and this new Corvair ought to become closer friends.

You'll like what we changed—and what we *didn't* change—about this new '62 Corvair. We've spruced up the interiors, sparked up the styling and included a bundle of goodies (a cigaret lighter, front door armrests, dual sunshades, an automatic choke—even a forced-air heater and defroster!) as standard equipment in all sedans, coupes and station wagons. You also get bigger, more efficient brakes that team up with Corvair's rear-engine traction to give you just about the surest-footed car that ever latched onto a road.

Which brings us to the things we haven't changed a bit. Corvair's quicksilver steering. Its jigsaw agility on corners. Its gutty air-cooled engine. But words really won't do—your dealer's is the place to see for yourself. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.



Corvair Monza

This is the one that started the bucket seat brigade. But it's what happens *after* you sit down behind the wheel of this Monza Club Coupe that the other makes can't match.



'62 CORVETTE

New go—for the goingest car in America!

Dramatic styling refinements and a smooth new 327-cubic-inch V8 make this the sweetest Corvette yet. See America's only true sports car at your dealer's. He's got just the one to convert you to a wind-in-the-face sports car enthusiast.

