



# '65 CHEVROLET - In a moment this car will face its most critical inspector. You.

**For the next few paragraphs we'd like to skip the superlatives, stay with the facts, and take you through what we hope will be your next automobile.**

Now that you've seen the outside, kick off your shoes and come on in. Let your toes be the first to know that those high-priced luxury cars are in for a real battle this year.

#### **Carpeting from looms of luxury**

We've always done a lot of bragging about our 1/4-inch-thick deep-twist carpeting — and for good reason. Every color-keyed inch of it takes to toes like expensive slippers. It wears the same way, too. Even the stowage compartment in the Super Sport floor console is carpet-

lined. Your sunglasses never had it so good.

#### **Electric clocks and Stereo**

We played it straight with the instrument panel. It runs neatly, without a jog, from one end of the new flush-mounted (no-rubber-showing-anywhere) windshield to the other.

Within the newly designed recessed instrument cluster itself, there's an electric clock with a sweep second hand in all Impala models. The clock, along with radio and heater controls, is centrally located for both you and

your passengers. The entire area you're looking at now is subtly two-toned in your choice of seven new interior colors. And, for the first time ever, you can order a pushbutton AM-FM Stereo radio with multiple rear speakers that are strictly high-toned.

Below all this, there's a sporty full-width panel decorated with simulated walnut.

#### **16 yards of pure unadulterated comfort**

There're about 16 sq. yards of vinyl inside this Impala convertible. That's enough material, in

case you're interested, to make up to ten women's sheath dresses. Underneath your seat there are nearly two inches of extra-thick foam cushioning and a set of springs that would do the easiest of easy chairs proud.

Put all that on top of a new Full Coil suspension system and over 700 shock and sound absorbers and you're not just sitting in luxury, you're practically floating in it.

#### **More room, too**

There're over 3 more inches of shoulder room

in the front of this car. More in the back, too.

There's more "stretch-out" space. Our engineers, realizing that not too many people were getting any shorter, moved the engine forward (which is no lightweight) and designed a rugged new full-width frame. This all helped to shrink the forward and rear floor tunnels by up to 25 and 27% respectively. Now that's a lot of work for a couple of inches, but we thought you were worth it.

You'll also notice that in the rear there's now a tempered glass convertible window. It

replaces plastic and pretty well sums up our story on the '65 Chevrolet.

We think it's the *best* we've ever built. And we hope you'll allow us that *one* superlative.

Chevrolet Division of General Motors, Detroit, Michigan.

