

If  
anyone  
tells you  
their resale  
story is better  
than Chevrolet's



Bel Air 4-Door Sedan

throw the book  
at 'em



*Any issue of Automotive Market Report will tell you the same thing: Chevrolet has traditionally been worth more at trade-in time than either of the two other leading makes of fleet cars. . . . Chevrolet Division of General Motors, Detroit, Michigan.*

