



'68 CHEVROLET



The Caprice Custom Coupe with new Astro Ventilation that permits full door-glass styling without ventipanes.

Its Silent Ride of Quality Is Something You'll Value for Years.

Hushed . . . Calm . . . Quiet . . . Words that only hint at Chevrolet's new, extraordinarily quiet ride. Chevrolet engineers went all out to bring you the quietest, smoothest riding Chevrolets ever built. They utilized computers to show exactly how to use body and engine mounts to most effectively isolate you from road noise, shocks and vibration. For '68, you'll find that Chevrolet shock

absorbers have been refined and Chevrolet exhaust systems have been muffled. Even the clocks tick more quietly! **NEW ASTRO VENTILATION** Chevrolet's concern for quiet quality in 1968 is reflected in the new Astro Ventilation system that's standard on the Caprice Coupe. Astro Ventilation is a fresh new idea in ventilation that draws outside air in while it helps keep

noise, wind and rain out. You control the air flow with special vent-ports built into the instrument panel. You may never want to open a window again. **THE SURE CHEVROLETS** If popularity is any indication, we're doing a lot of things you like. New things like a 250-hp V8 you can order that runs on regular fuel; a special carburetor-air heater for

more efficient cold weather performance in most models equipped with automatic transmissions; the GM exhaust emission control on every engine. Just a few of the features that make Chevrolet the surest value you can buy!



BE SMART! BE SURE! BUY NOW AT YOUR CHEVROLET DEALER'S.