



MARK OF EXCELLENCE

Above: Fastback Impala Sport Coupe. Below: Impala Custom Coupe with new formal roof line

'68 Impala coupes.

Dramatically new!
Fastback or formal.

Now America's most popular coupe, the Chevrolet Impala, comes in your choice of two personalities: (1) sleek and smart; (2) poised and commanding. Of course, if you look at the two straight on, you have trouble telling them apart. Both have Chevrolet's new full-depth grille, sweeping new hood lines, and Hide-A-Way windshield wipers.

A MORE SILENT RIDE

Both are unbelievably smooth and silent-

riding cars. Chevrolet engineers have used electronic computers to analyze potential noises and vibrations and nip them in the bud. Exclusive new double-cushioned rubber body mounts, strategically located, result in a *library-quiet* ride that puts Impala even further ahead of its field.

PROVED SAFETY FEATURES

On all '68 Chevrolets are the famous proved GM-developed energy-absorbing steering column and folding front seat back latches.

Brand-new items include energy-absorbing front seat backs and seat belts with push-button buckles for *all* passenger positions. The sumptuous new interiors are generously padded and new safety armrests shield door handles. There is even a buzzer to warn you if you've left the keys in the ignition, another thoughtful new Chevrolet feature.

NEW ENGINES, TOO

The cars come with a bigger standard V8

engine—307 cubic inches now. And there's a special 250-hp Eight you can order that gets along just beautifully on regular fuel. Most models equipped with automatic transmissions come with a new carburetor heater that warms the air to give you more efficient performance in cold weather.

You can't top a 1968 Chevrolet Impala Coupe. No matter which roof line you decide to go with.



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

