

GM

MARK OF EXCELLENCE

*Chevelle SS 396 Sport Coupe*

There's a fine line between pure sport and pure luxury. It's called Chevelle.

Out-and-out sports cars are often thought to be exciting but undisciplined.

On the other hand, luxury automobiles sometimes earn the undeserved reputation of being sluggish and unresponsive.

Is it possible to combine the best of these extremes, while com-

pletely eliminating the negatives? Happily, yes.

Chevelle can offer the stimulation of a 396-cubic-inch V8 together with the serenity of a full coil ride on computer selected springs.

And family-size roominess with needle-sharp handling. And a surprisingly rich look with a price

that's not too rich for your blood. Beginning to get the idea?

A visit to your Chevrolet dealer's will make Chevelle all the more appealing. Put your sales resistance to the test.



Putting you first, keeps us first.