



If somebody else made a car like this '69 Chevelle, we'd be worried.

Chevrolet introduces 1969. Think of this new Chevelle as "concentrated Chevrolet."
It makes up for not being one of our biggest cars by its handling and forward motion.

It's just naturally inclined toward the active, lively life.
On the other hand, it's been insulated right up to its ceiling to keep out noise. Its engines are cushioned at *all* mounting points. Sport

coupes and convertibles now come with quiet Astro Ventilation.
So although Chevelle can be dressed in SS stripes, with a 396-cubic-inch V8, with twin-domed hood, with power disc brakes,

with fat wide-oval tires, with double exhaust pipes poking straight out the back, it's still easy on the ears, nerves and posterior.
Much else is new. A 2-spoke steering wheel. The instrument cluster is better con-

tained. Two head restraints included up front. There's a smooth new 3-speed automatic you can order.
For 1969, you can, indeed, get yourself one huge car for its size. And we certainly

wish its rivals a lot of luck. They'll need it.



Putting you first, keeps us first.