



'69 Impala SS427

About all that's left for its rivals to offer you is excuses.

Up to now sport like this was something you splurged on. But look at what this robust new Impala brings you at a Chevrolet price. Clean-honed styling subtleties like the extended loop-around

bumper line on the custom coupe above. Comforts like Astro Ventilation in every model. Engineering niceties like variable-ratio power steering you can order for quicker, virtually

effortless maneuvering. Even headlights that wash themselves—a new push-button assist available for better visibility. And it's all set in motion by a 427-cu.-in. Turbo-Jet V8 that

turns out up to 390-hp. SS 427. Three-quarters pure luxury. Three-quarters pure sport. If you figure that adds up to a car and a half —you're right.



Putting you first keeps us first