


THE CHEVROLET VIEWPOINT 1969

Putting you first, keeps us first 



HIGHLIGHTS OF ALL THE 1969 CARS FROM CHEVROLET

We know it's hard to please everyone every time. But for 1969 we've come as close as anyone ever has. Here's why:

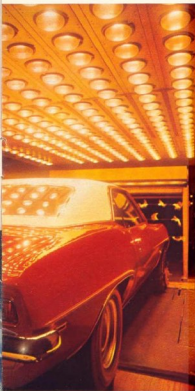
We think

We think of you first throughout our planning. Not only for your car needs today but for years into the future. This involves constant study, experimenting and testing. Projects may range from the design of a new washer-head bolt to an entire body unit. But you can be sure the end result will add to your comfort, safety, convenience and to the value of your investment.



We design

You'll probably never see Chevrolet's Astro II zipping down Main Street. But such innovations as built-in headlight washers and liquid tire chain system which are available this year and many advanced safety features were tested first in "design study" cars like the Astro II. In ways like this, we assure you that the Chevrolet you buy is always out front of competition.



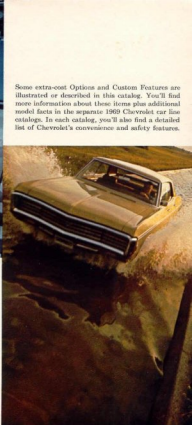
We test

We call this the ventilation and cooling test. Artificial wind reaches the velocity encountered at various driving speeds. Under these conditions, all ventilation systems can be checked. Then we turn on the heat. Infra-red lamps raise the inside car temperature to 175° just so we can see how fast the car's air conditioning unit can make it cool inside. Engine temperatures are also measured. Everybody talks about the weather; we do something about it . . . in your Chevrolet.



We study

Computers now help us speed solutions to such sophisticated problems as suspension geometry, ratios and spring selection. You may not be interested in those computational techniques but you will be delighted at the result: the comfortable ride. We've achieved a degree of quietness and smoothness not possible before. The electronic gear will never replace our engineers but you can be sure both the best men and machines are working on your next Chevrolet.



We test again

This is our water trough test in which new Chevrolets take a real bath—just to make sure that they'll keep on running. Another critical check is our water penetration test. New Chevrolets are selected at random to go through our man-made hurricane—four minutes under 35 lbs. of water pressure from all directions. We try to drown out the engine or make the body leak, so you'll never have to worry. We test and test again. If we seem to overdo it, it's because putting you first, keeps us first.

**and here's what happens
when everything goes together:**

the big Chevrolet

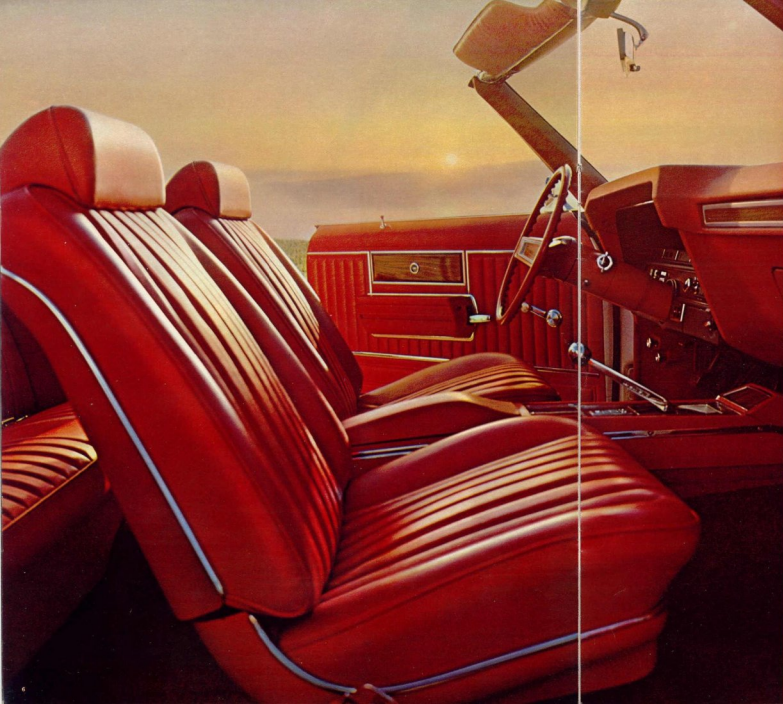
Is it any wonder our competitors can't catch us? Every time they reach out to close the gap on the big Chevrolet we go them one better. For example, the '69's immaculately clean styling. Isn't it enough to make you want to kick your old car? Performance gets a boost with a more powerful standard V8. And the ride has become just about

as smooth as a car can get and still maintain contact with the pavement. How would you like the idea of pushing a switch and having your rear window *electrically defrosted*? Specify it, and it's yours in Caprice Coupe and Impala Custom Coupe. Eleven great Chevrolet models to choose from. Match this, you other '69s!



Caprice Coupe

now, turn the page:



the big Chevrolet inside

As far as we're concerned, the days when luxury was reserved for the rich are gone. We're out to put everybody on Easy Street. One look at this 1969 Chevrolet Impala interior (with bucket seats you can order) ought to convince you that we've made good on our promise. But take your place at the wheel. If everyone else seems to be standing short, it's because you're sitting pretty tall. There's only one way to describe our upholstery fabrics and vinyls . . . a soft touch. Extra-thick foam padding makes it even softer. Even your feet rest on deep wall-to-wall carpeting. Are you afraid surroundings like these might spoil you? Just between you and us, that's the whole idea.

next, sample our sports department:

Corvette

This one started the whole sports-minded car business. And nobody's caught up with it yet. New 350-cubic-inch standard V8. Two body styles: the hybrid coupe with removable roof panels and rear window; the convertible with a folding soft top and/or removable hardtop. Concealed headlights open automatically when you turn on the lights. Headlight washers are standard, too. And if you've been looking for the windshield wipers, they're also concealed—under a panel that opens when wipers are on. Enough accessories available to make the pretenders cry in anguish. One final advantage with Corvette. You don't have to beware of substitutes. There aren't any.

Corvette Convertible



After Corvette what do you say . . . besides Camaro. Who needs words like "new" or "better." Not Camaro with its flared fender lines, V-shaped grille, shrouded headlights (concealed in the RS versions), bucket seats, carpeting, Astro Ventilation. Comparisons drive our competitors crazy. Still, we left the fun of personalizing your Camaro to you. You can start with an SS version, a Rally Sport or a Z/28, Custom Interior or a Special Interior Group. Mix all of these with any of dozens of available options. Small wonder you'll rarely see two Camaros exactly alike. If our competition had one like it we'd have a lot more competition.

Camaro

(the new "hugger")

Camaro Sport Coupe



and don't overlook our next-to-biggest beauties:

Chevelle SS 396

(and friends)

Top: Malibu Sport Coupe

Bottom: 300 Deluxe 4-Door Sedan



SS 396 Sport Coupe with Sport striping



The '69 Chevelle wishes its rivals a lot of luck. They'll need it. A powerful lot when you add SS 396 equipment. Performance enough (with either the 325- or 350-hp Turbo-Jet 396 V8) to give almost anybody a run for his money. Speaking of money, Chevelle is a deliberate appeal to the value-conscious. We've packed as much room, comfort, riding quality, good looks and performance into our Chevelle as some people can manage for their full-size cars. Could these be the reasons Chevelle is America's most popular mid-size car? Could be. There are 7 models to choose from. So browse a little at your Chevrolet dealer's before your resistance crumbles.

**you may want a slightly trimmer car or
America's only rear-engine sporty car. Here they are:**

Chevy Nova

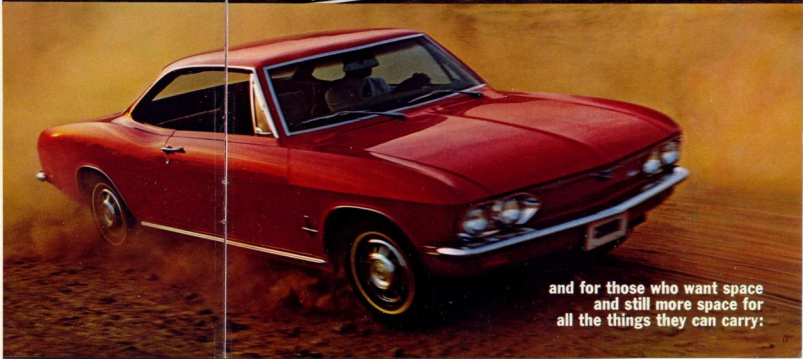
If other low-priced cars look more modest than the '69 Nova, remember they have more to look modest about. You'll like Nova's ability to adapt itself to your personality. For example, choose low-cost clutchless Torque-Drive transmission. If it's all-out economy you want, you can enjoy incredible thrift with a 90-hp Four (and very respectable performance, too). If you lean toward more zest, you can specify engines all the way up to a 300-hp V8 in Nova SS. The same is true of interiors. They range from handsome to downright elegant—with bucket seats and the works, depending upon your choice. There actually are only two Nova models—sedan and coupe. But go ahead. You can tailor them to your choice.

Nova SS Coupe

Monza Sport Coupe

Putting the engine behind is what puts Corvair well ahead of its counterparts. The benefits, to name just a few, are substantially improved rear wheel traction, delightfully responsive handling and superb roadability (aided and abetted by Corvair's four-wheel independent suspension). What's more, Corvair's flat-opposed air-cooled Sixes (up to 140 hp) are generous with performance even as they nurse nickels at the gas pump. For 1969, sportster aficionados will find Corvair in three versions—Monza Coupe and Convertible and 500 Coupe.

Corvair



and for those who want space
and still more space for
all the things they can carry:

Chevrolet wagons

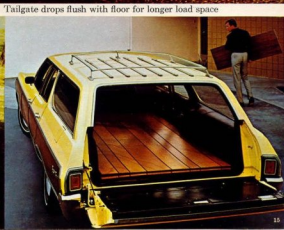
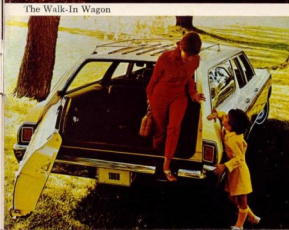
(now in two handy sizes)

For 1969, your choice of two wagon sizes. Our biggest are called Kingswood Estate, Kingswood, Townsman and Brookwood. Our slightly smaller sizes are Concours Estate, Concours, Greenbrier and Nomad. Big family room in 2- and 3-seaters. Converts to a huge cargo area with a special storage compartment under the floor. Add a luggage rack and call your wagon a Tri-Level. We do. We also

call it The Walk-In Wagon. That's because of the way we've engineered the back end. It's more than a dual-action tailgate. An easy-to-reach curbside boarding step has been built into the floor-high bumper. You don't climb in, you step aboard or out, standing up. We wouldn't settle for less than the full rear end package design. Nor should you.



Above: Kingswood Estate Wagon Below: Concours Wagon



The Walk-In Wagon

Tailgate drops flush with floor for longer load space

but don't stop here (we didn't).
Check out the catalog on the Chevrolet,
Chevelle, Camaro, Chevy Nova, Corvette or
Chevrolet wagons for the complete
Chevrolet Viewpoint for 1969.
Better yet, see your Chevrolet dealer.
If he doesn't have what you want,
maybe what you want isn't a car.

Impala Sport Coupe



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