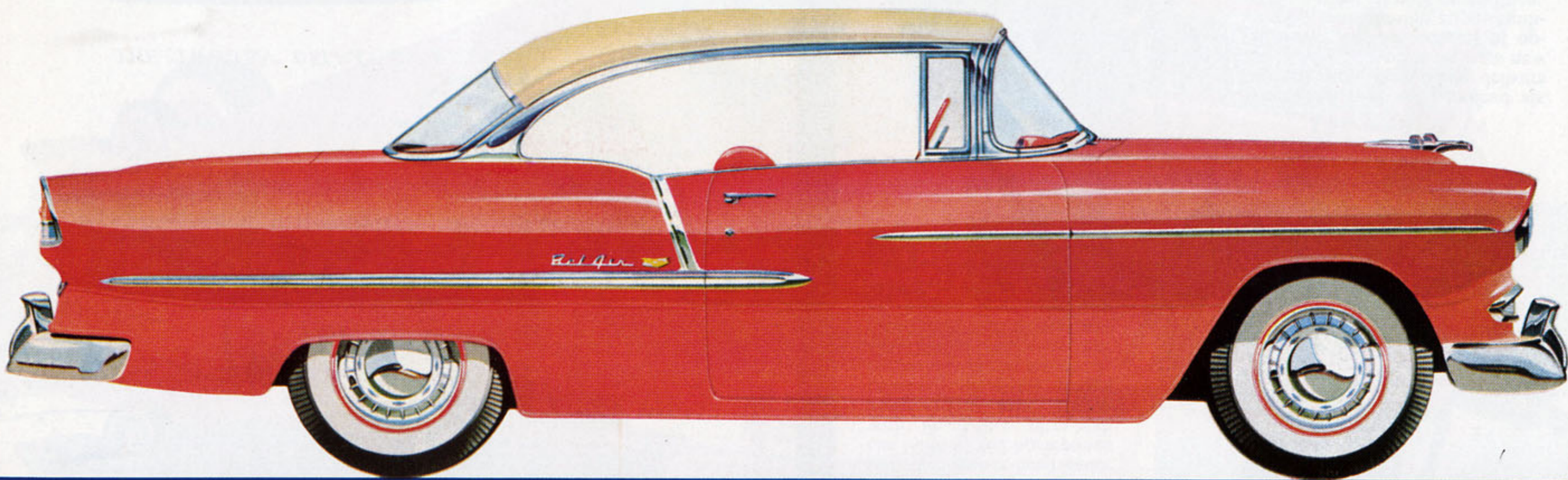
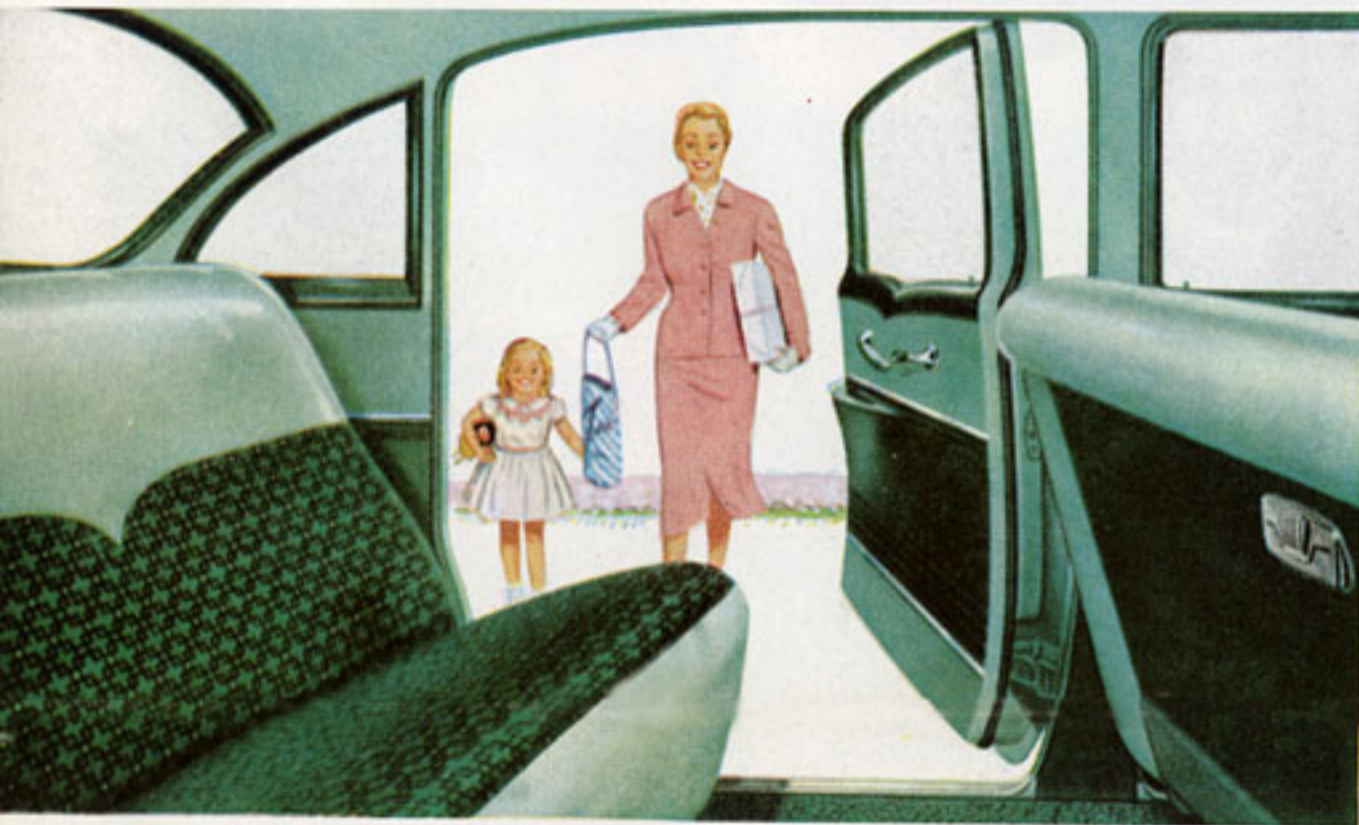
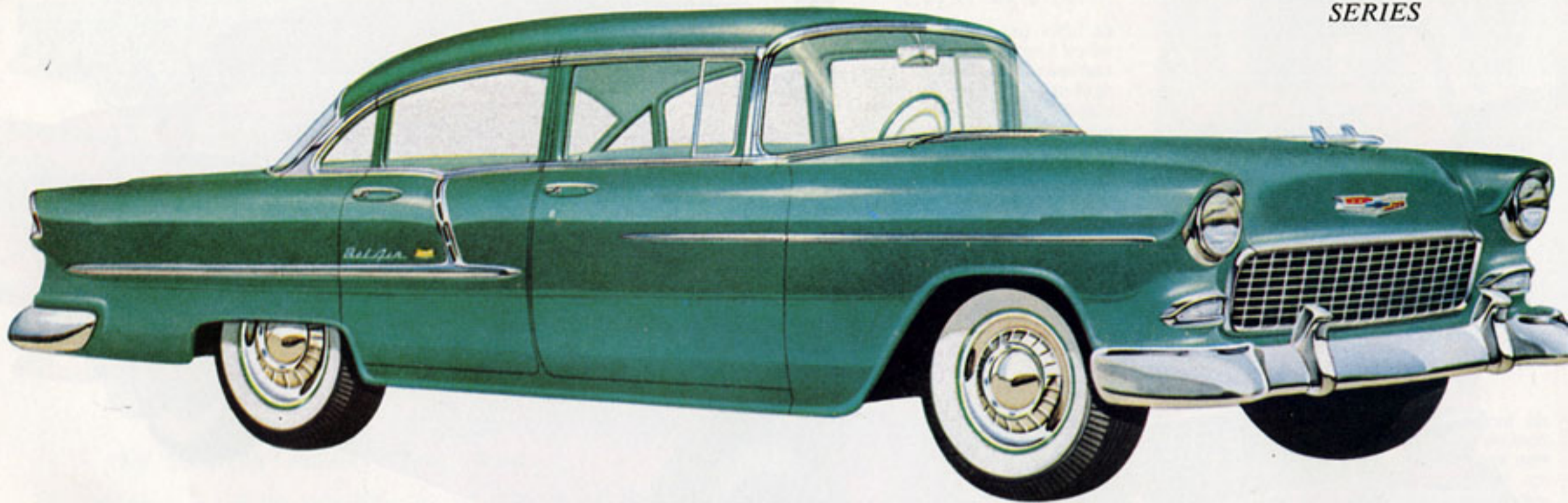


New Look!
New Life (V8 OR 6)!
New Everything!



1955 CHEVROLET



THE BEL AIR 4-DOOR SEDAN

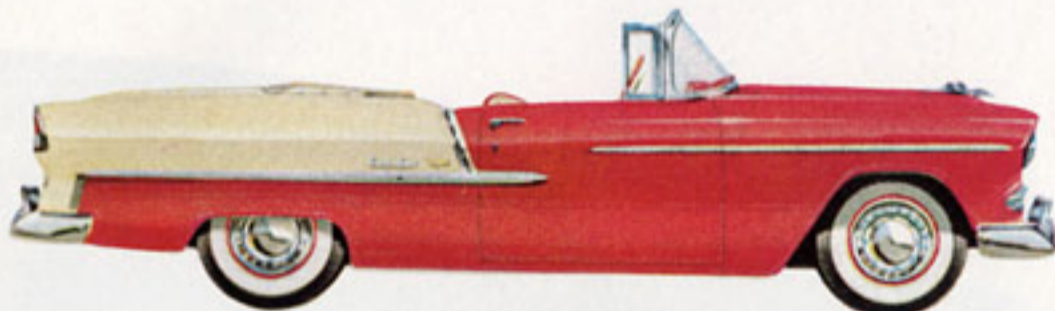
Here's Chevrolet's new "show car" styling at its beautiful best. The new Bel Air 4-Door Sedan looks as young as you feel behind the wheel! Wider and longer-looking—and much, much lower—its crisp lines are enhanced by tasteful chrome accents that distinguish the luxurious Bel Air models.

THE INTERIOR

Try *this* for sighs! Looks roomy—and it is. The new Chevrolet gives you more room for hats, hips and shoulders. Looks luxurious—and it's that, too. New Bel Air fabrics and fittings have a look of custom quality usually found only in much higher-priced cars. Color-keyed with the exterior, of course. And what colors they are!



THE BEL AIR 2-DOOR SEDAN



THE BEL AIR CONVERTIBLE



THE BEL AIR 4-DOOR STATION WAGON

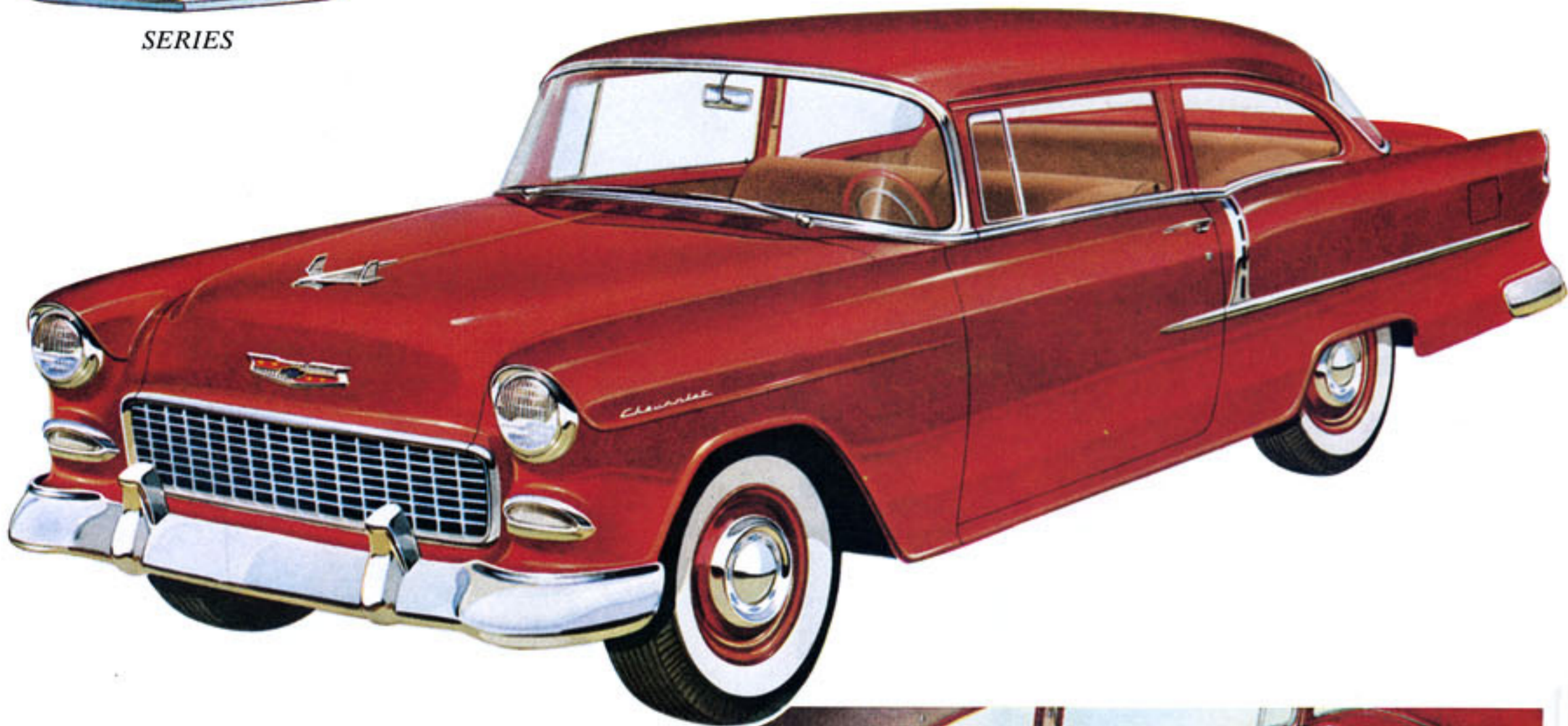


THE BEL AIR SPORT COUPE

THE "TWO-TEN"



SERIES

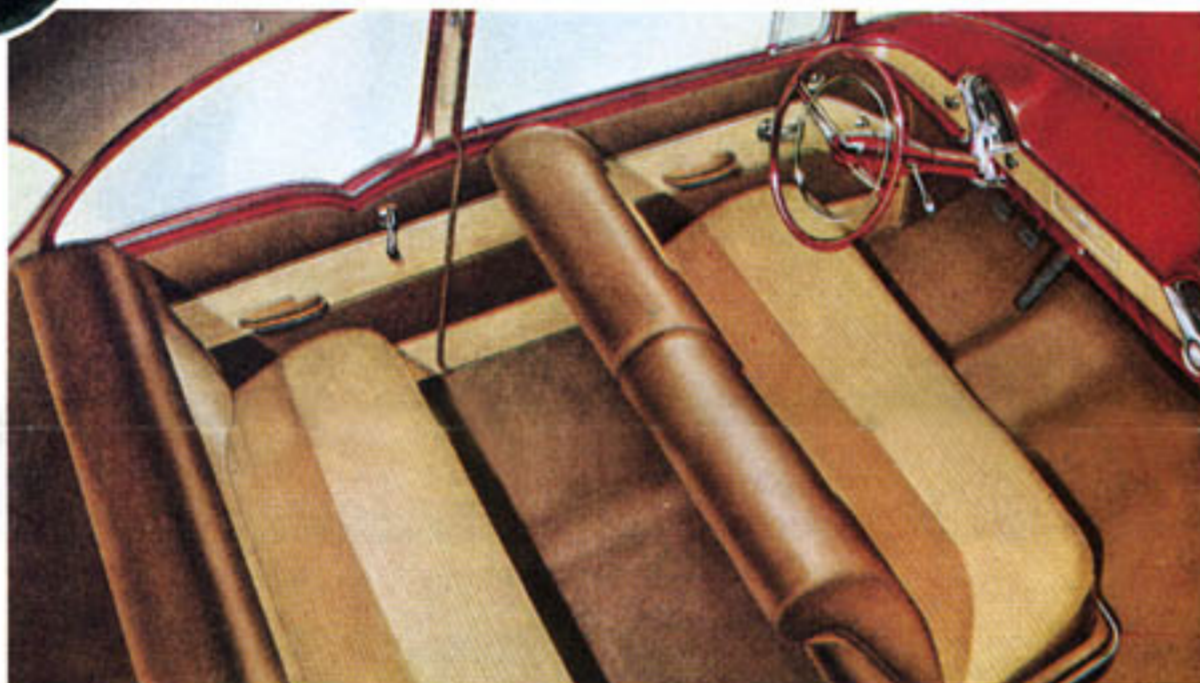


THE "TWO-TEN" 2-DOOR SEDAN

You can tell just by looking that there's plenty of sports car spirit in this exciting "Two-Ten" 2-Door Sedan. Notice the dramatic curve of its Sweep-Sight Windshield . . . its low "let's go" lines. Imagine—all this glamour in a car that's priced so low!

THE INTERIOR

Seated behind that wheel, you can see all four fenders. And wherever you sit, you'll enjoy the fashionable two-tone upholstery and smart, new appointments of this beautifully color-keyed interior.



THE "TWO-TEN" 4-DOOR SEDAN



THE "TWO-TEN" DELRAY CLUB COUPE



THE "TWO-TEN" 2-DOOR STATION WAGON

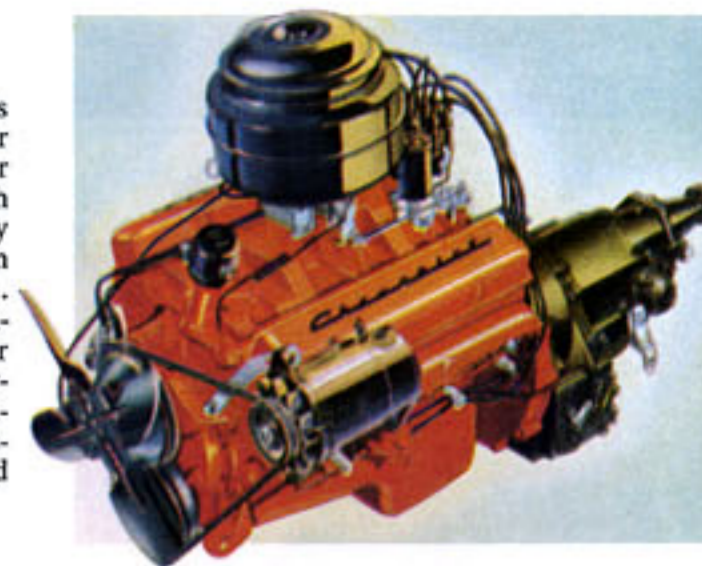


THE "TWO-TEN" 4-DOOR STATION WAGON

Everything's NEW!

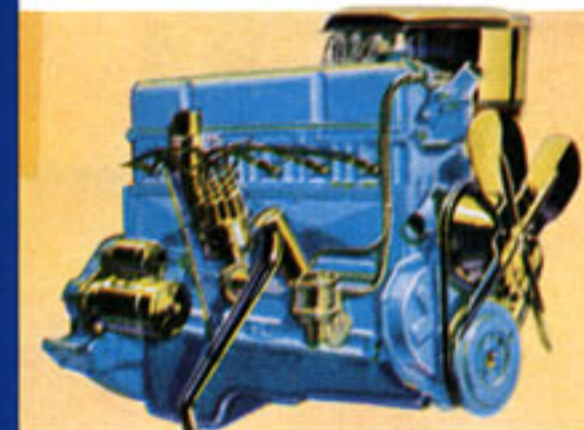
GREAT NEW V8

The valve-in-head eight as only the valve-in-head leader can build it! 162 horsepower with an 8-to-1 ultra-high compression ratio! Highly efficient oversquare design means less piston travel . . . less friction and wear. Exceptionally high horsepower per pound! The new Chevrolet V8 brings you brilliant performance, surprisingly high gas mileage, and extra-long life.



TWO NEW SIXES

The great new valve-in-head six teamed with Powerglide delivers full 136 h.p. And it features new efficiency and smoothness of operation, with new vibration-smothering 4-point suspension and new, more efficient cooling and lubrication systems. The spirited new 123-h.p. six, offered in gearshift models, brings you these same new advances.



NEW 12-VOLT ELECTRICAL SYSTEM

Brings you greater generator capacity and quicker, easier cold weather starting . . . finer high-speed performance. You get it with all three 1955 Chevrolet engines!

NEW SWEEP-SIGHT WINDSHIELD

The newest thing in style and sight! Sweeps gracefully around to vertical corner pillars, giving the driver a wider view of the road ahead.

NEW KNEE-ACTION FRONT SUSPENSION

Four self-adjusting spherical joints absorb road shocks to help give you a wonderfully new kind of ride. And they require much less lubrication!



NEW ANTI-DIVE BRAKING CONTROL

means "heads up" stops — even when you stop in a hurry! It's a great new advance that only Chevrolet offers!

NEW BALL-RACE STEERING

ball bearing ease! New Ball-Race Steering greatly reduces friction, to give you greater handling ease than ever before.

NEW SWING-TYPE PEDALS

Brake and clutch pedals swing downward with a light pressure of your toe. They pivot at the top, leaving the floor free and clear.



NEW, MORE RIGID FRAME

Chevrolet's new frame has a 50 per cent greater resistance to twisting forces! It provides a more rigid base for both chassis and body.

NEW HIGH-LEVEL VENTILATION

Takes in air at hood-high level, away from road dirt, fumes and dust. You enjoy more efficient ventilation in all kinds of weather.

NEW! TUBELESS TIRES STANDARD EQUIPMENT

You get this great tire advance at no extra cost. Proved tubeless tires give you greater protection against a blowout . . . deflate more slowly when punctured.

NEW! AIR CONDITIONING* IF YOU WISH

Now Chevrolet brings the luxurious comfort of air conditioning to the low-price field. The entire unit fits compactly into the front of the car.

PLUS NEW AND IMPROVED AUTOMATIC POWER HELPERS*

New Linkage-Type Power Steering—More effective in cushioning road shock . . . more accessible for service.

New Power Controls on All Windows—A finger touch raises and lowers windows in front and rear both. Power does the work.

Improved Power Brakes—Put power to work to help you stop with wonderful new ease.

Power-Positioned Front Seat—Power puts the seat just where you want it for comfort.

*Optional on all models at extra cost.

THE "ONE-FIFTY"



SERIES



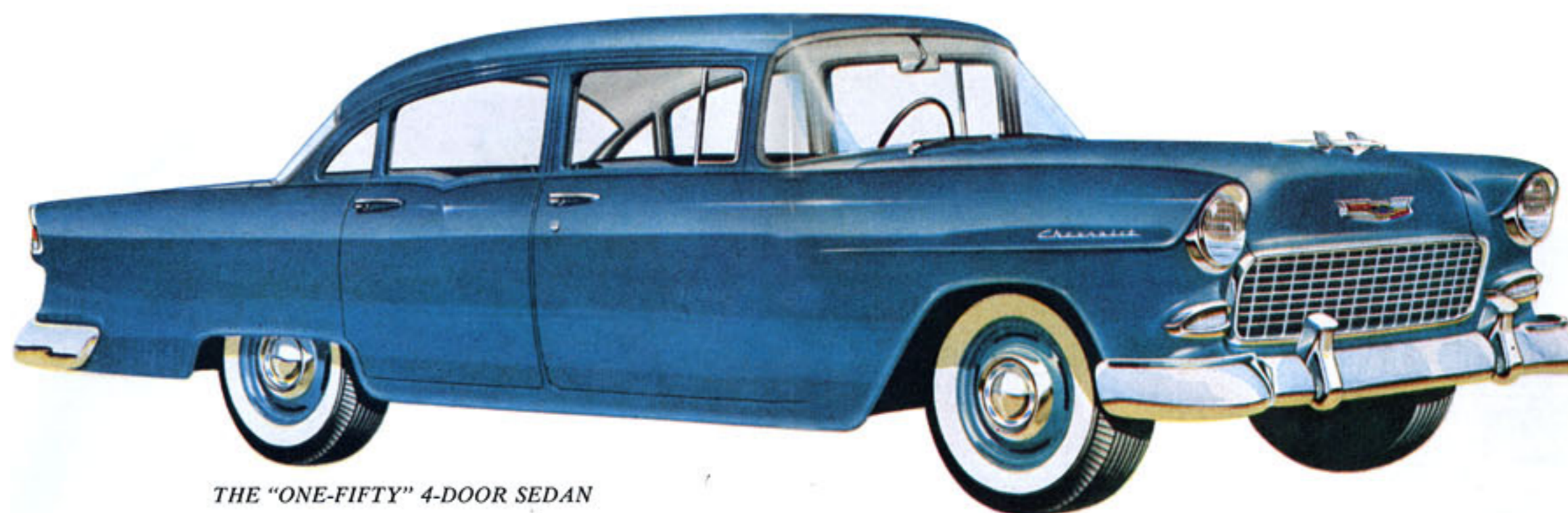
THE "ONE-FIFTY" 2-DOOR SEDAN



THE "ONE-FIFTY" 2-DOOR STATION WAGON



THE "ONE-FIFTY" UTILITY SEDAN



THE "ONE-FIFTY" 4-DOOR SEDAN

You get "show car" beauty in Chevrolet's lowest-priced series, too! Take this "One-Fifty" 4-Door Sedan, for example, with its fresh, clean lines . . . its handsome, comfortable interior. What a wonderful way to go thrifty!

TAKE YOUR CHOICE OF 6 NEW POWER TEAMS

1

123 h.p. SIX
with Standard
Transmission

2

123 h.p. SIX
with
OVERDRIVE

3

136 h.p. SIX
with
POWERGLIDE

4

162 h.p. V8
with Standard
Transmission

5

162 h.p. V8
with
OVERDRIVE

6

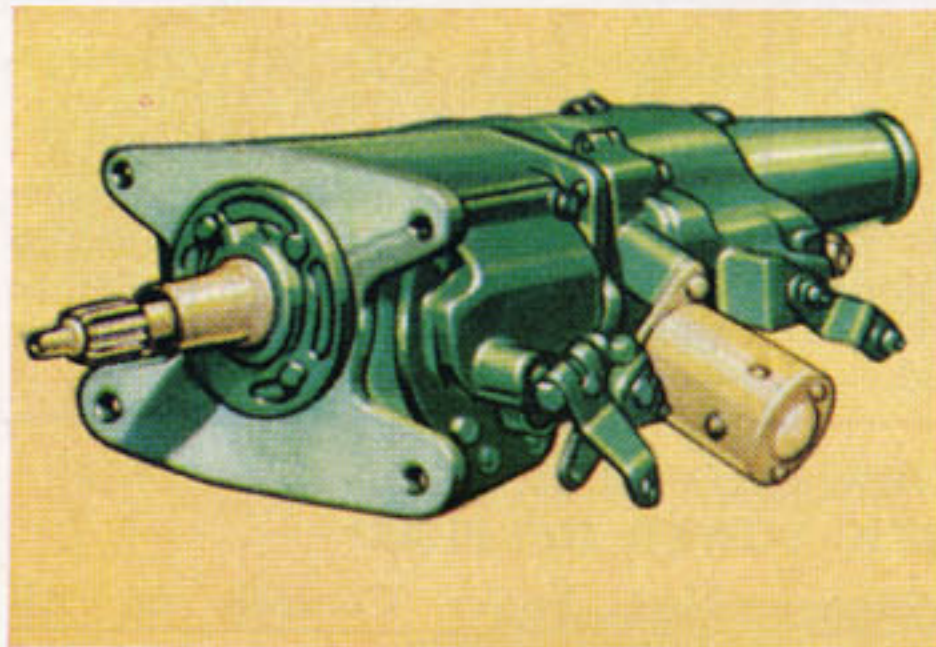
162 h.p. V8
with
POWERGLIDE

Both Overdrive and Powerglide Power Teams optional at extra cost.

BIGGEST POWER-DRIVE CHOICE IN CHEVROLET HISTORY

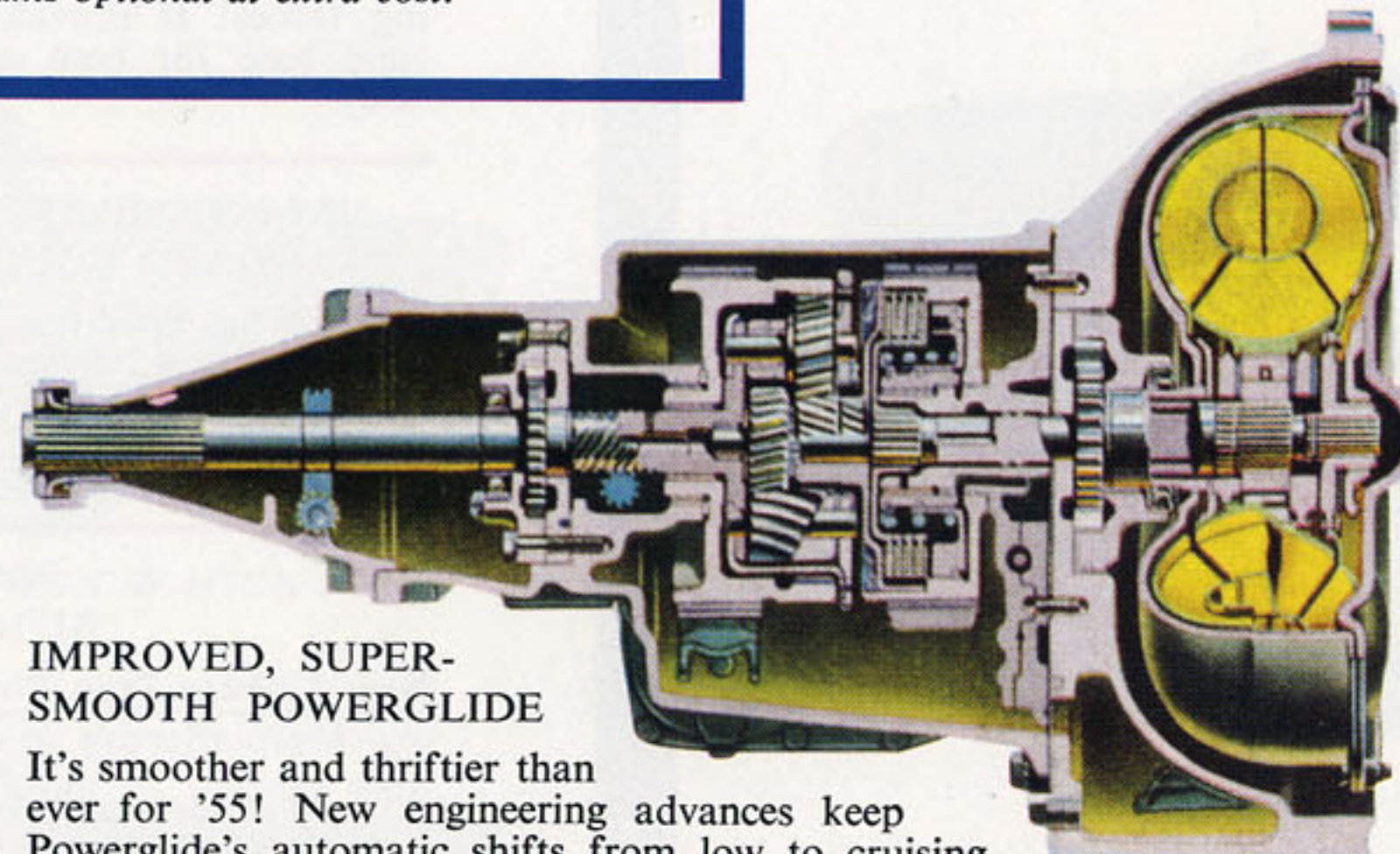
In the new Chevrolet you have your choice of *three* great valve-in-head engines, including the new V8—and your choice of *three* advanced drives, including new Touch-Down Overdrive. All in all, you can select from six different power-drive combinations (as shown in the table at left)—the biggest choice in Chevrolet history. You get power as you like it in Chevrolet for '55!

Extra! The new Plus-Power option boosts Chevrolet's V8 horsepower to 180 . . . brings you even more exciting performance! Available at extra cost on V8 models.



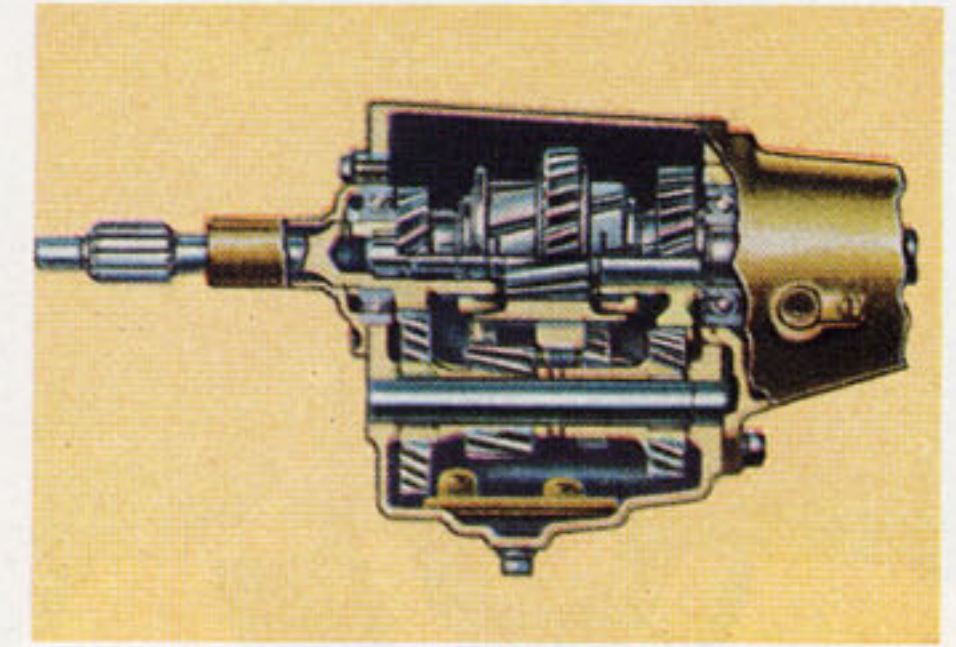
NEW TOUCH-DOWN OVERDRIVE

Here's great new driving flexibility and wonderfully responsive performance combined with big gas savings! It's optional on all models at extra cost.



IMPROVED, SUPER-SMOOTH POWERGLIDE

It's smoother and thriftier than ever for '55! New engineering advances keep Powerglide's automatic shifts from low to cruising range a smooth, silent secret. You move away from a standing start in an unbroken stride of power. And Powerglide now brings you even greater durability. Optional on all models at extra cost.



NEW HEAVY-DUTY SYNCHRO-MESH TRANSMISSION

The very finest in standard driving with outstanding gasoline economy! Extra built-in strength and durability, too!

All illustrations and specifications contained in this literature are based on the latest product information available at the time of publication approval. The right is reserved to make changes at any time without notice in prices, colors, materials, equipment, specifications and models, and also to discontinue models.

CHEVROLET MOTOR DIVISION OF GENERAL MOTORS CORPORATION, DETROIT 2, MICHIGAN

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