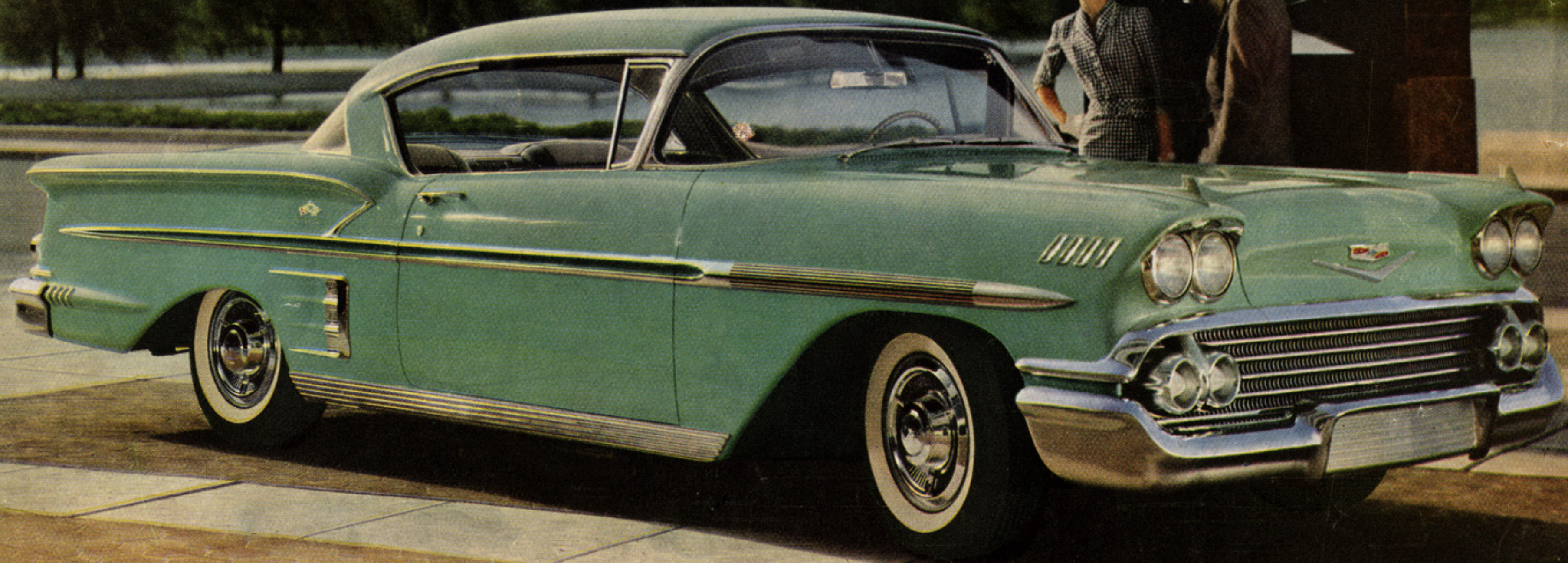


IT GOES BIG . . . WITH SPECTACULAR NEW SHAPE!

CHEVROLET

1958

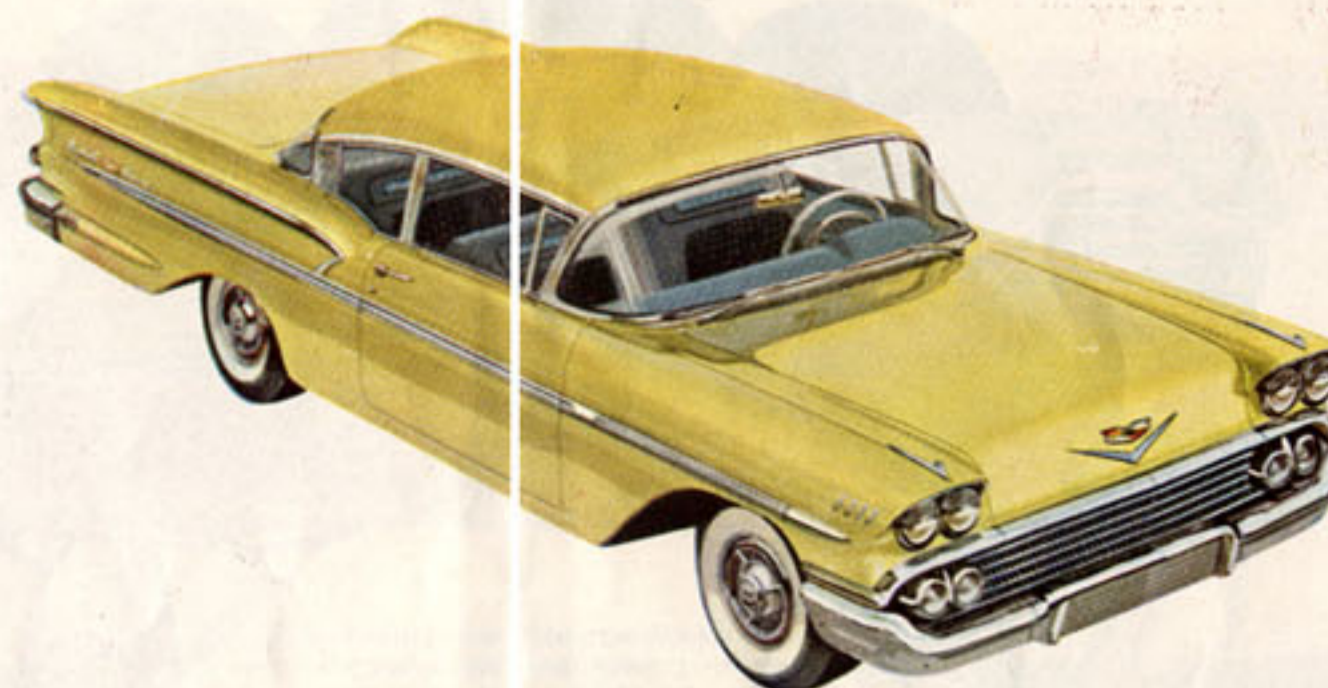


LONGER BY OVER NINE INCHES AND MUCH LOWER, TOO!

THE MOST EXCITING NEW SHAPE
IN A GENERATION OF CARS!

THE BEL AIR
IMPALA CONVERTIBLE

IN ONYX BLACK
Impala—excitement on wheels! Chevrolet's new "gull-wing" fenders sweep gracefully, adding luxurious width. And note the triple taillight groups—one of many exclusive Impala features. It's the prettiest rear view on the road!



THE BEL AIR 2-DOOR SEDAN

IN COLONIAL CREAM
Chevy's new thinline pillar styling retains the brawn of steel columns in all regular-roofed models, yet with windows raised you can barely tell them from hardtops. Longer? You know it—and wider by far.

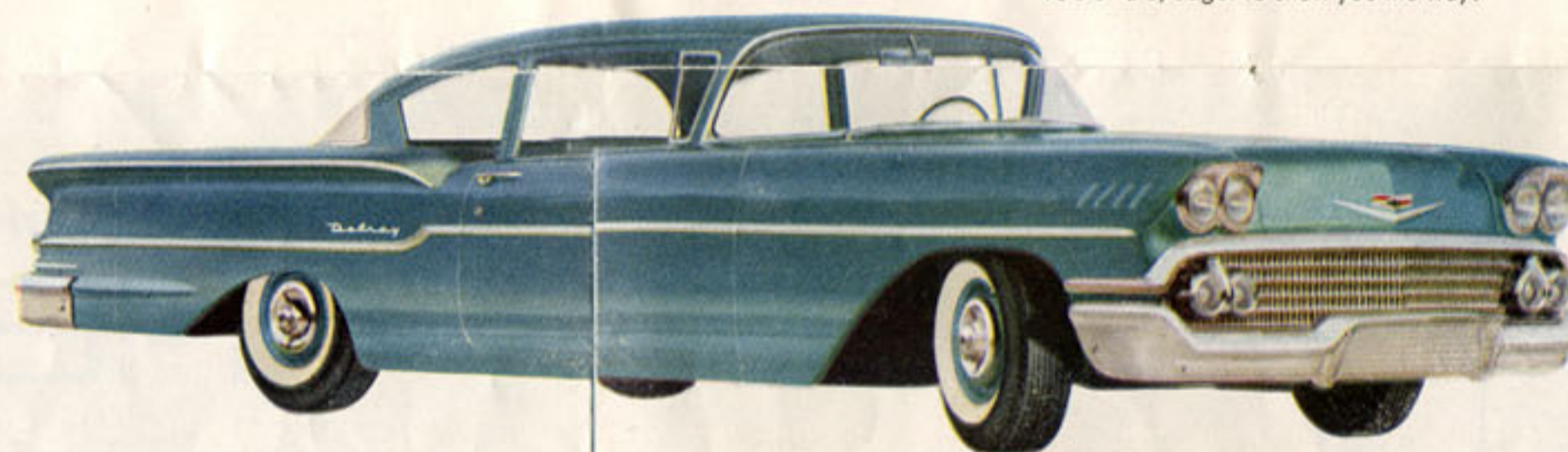
THE BEL AIR
IMPALA SPORT COUPÉ

IN ARCTIC WHITE AND RIO RED
Here is the most daringly conceived car ever introduced in the low-price field! And the most glamorous Chevrolet you ever laid eyes on . . . incredibly lower, excitingly longer, and loaded with touches exclusively its own. Its Sculpturamic beauty hails a new styling era—a new pinnacle of prestige!



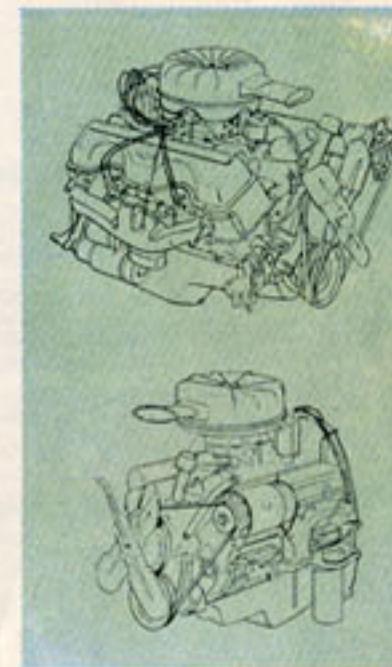
THE DELRAY 2-DOOR COUPE

IN TROPIC TURQUOISE
Every flowing line spells news—from dual roadlights to "gull-wing" fenders! And to add to Chevy fun, there are five V8's or a 6, eager to show you the way!

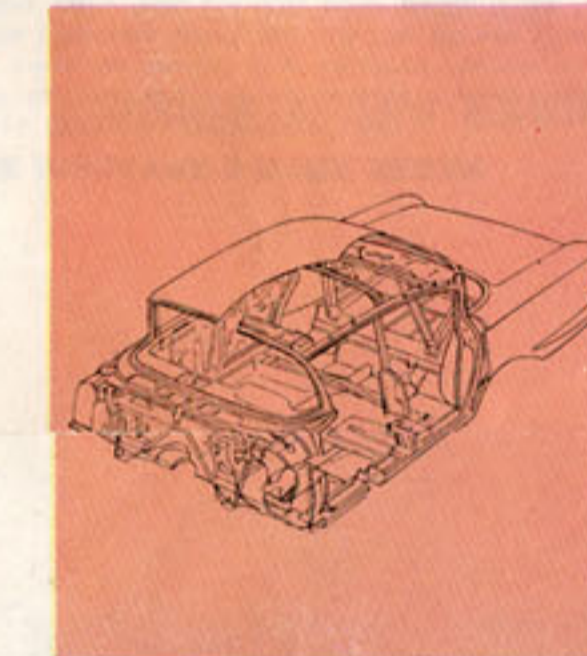


CHEVY CHANGES EVERYTHING TO BRING YOU THE ONLY
COMPLETELY NEW CAR IN ITS FIELD!

Start at the very heart of an engine—the **combustion chamber** where performance is born! Machine it for ultra precision, put it in a husky new block, and then—build a **radically new V8** around it. You get a triumph of smoothness and instant response! You get big-bore displacement (348 cu. in.), **Wedge-Fire** compression (a ratio of 9.5 to 1), deeper breathing, greater going from fuel—all yours in Chevrolet's new **Turbo-Thrust V8 design**! But there are still other engines to choose from—ranging from a more **brilliant 6** to the **Ramjet Fuel Injection V8**, fabulous industry first! New engine mounts, new high-pressure cooling, integral-with-block lubrication—these are but a few advances in store for '58 fun!

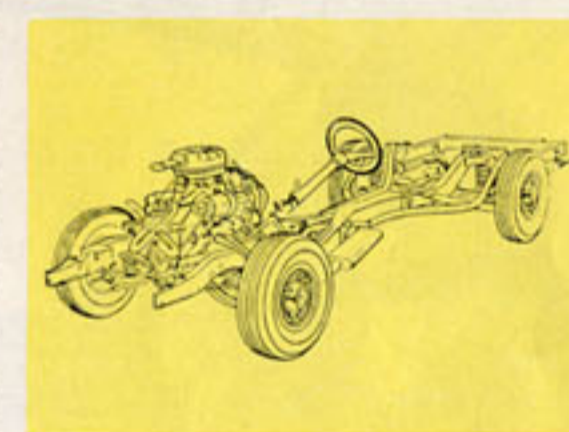


You get the industry's **most advanced transmissions**. There's **Turboglide**—the only non-shifting drive in its field, with brake-saving Grade Retarder, with three turbines for triple-turbine takeoff, so infinitely s-m-o-o-t-h-l Or **Powerglide**, the automatic transmission proved by billions of miles and millions of owners. You may prefer the twin-range performance of **Touch-Down Overdrive**, or the carefree shifting of **Synchro-Mesh**, with new gear ratios that step up performance beautifully.



You get a new, **more rigid structure**, with massive new side rails that gird the body length with new strength. You get the **built-in safety** of a double-walled cowl, an arch of brawn across Chevrolet's width. You get deep-down integrated "backbone"—a **new underbody** with husky new crossmembers that join body to frame in a new, stronger way. You get the matchless new "Sound Barrier" **Body by Fisher**—built **solidly** against rattles . . . built **tightly** against leaks . . . built **acoustically** to give a ride that's wonderfully quiet!

You get the road-smoothingest, nerve-soothingest ride imaginable. You float on a **new Full Coil suspension** that glides you through a "calm sea" of road. Beyond all else you get a **foundation** that's new—a **brawny new Safety-Girder frame**, not merely X-braced, but actually **X-built**—one-third stronger than other designs. If you want "riding on air" you can have that, too! For Chevrolet's new **Level Air suspension** puts an air cushion between you and the road! Of course, there are still other fine car features that are Chevy's . . . **Glide-Ride front suspension**, featherlight **Ball-Race steering**, improved **Anti-Dive braking**, new foot-lever parking brake, power assists* that add ingenious touches of luxury—the list goes on and on!



*Extra-cost option

AND, OF COURSE, DOZENS OF COLOR THEMES TO CHOOSE FROM!



the BEL AIR 4-Door Sedan
IN ARCTIC WHITE AND CAY CORAL



the BEL AIR Sport Coupé
IN TROPIC TURQUOISE AND AEGEAN TURQUOISE



the BISCAYNE 2-Door Sedan
IN ARCTIC WHITE AND SIERRA GOLD



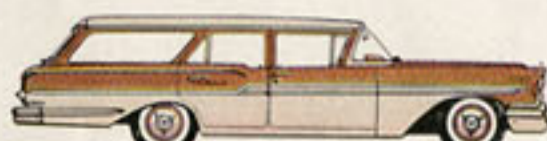
the DELRAY Utility Sedan
IN FATHOM BLUE



the DELRAY 4-Door Sedan
IN ARCTIC WHITE AND RIO RED



the BROOKWOOD
4-door 9-passenger station wagon
IN GLEN GREEN



the BROOKWOOD
4-door 6-passenger station wagon
IN HONEY BEIGE AND ANNIVERSARY GOLD



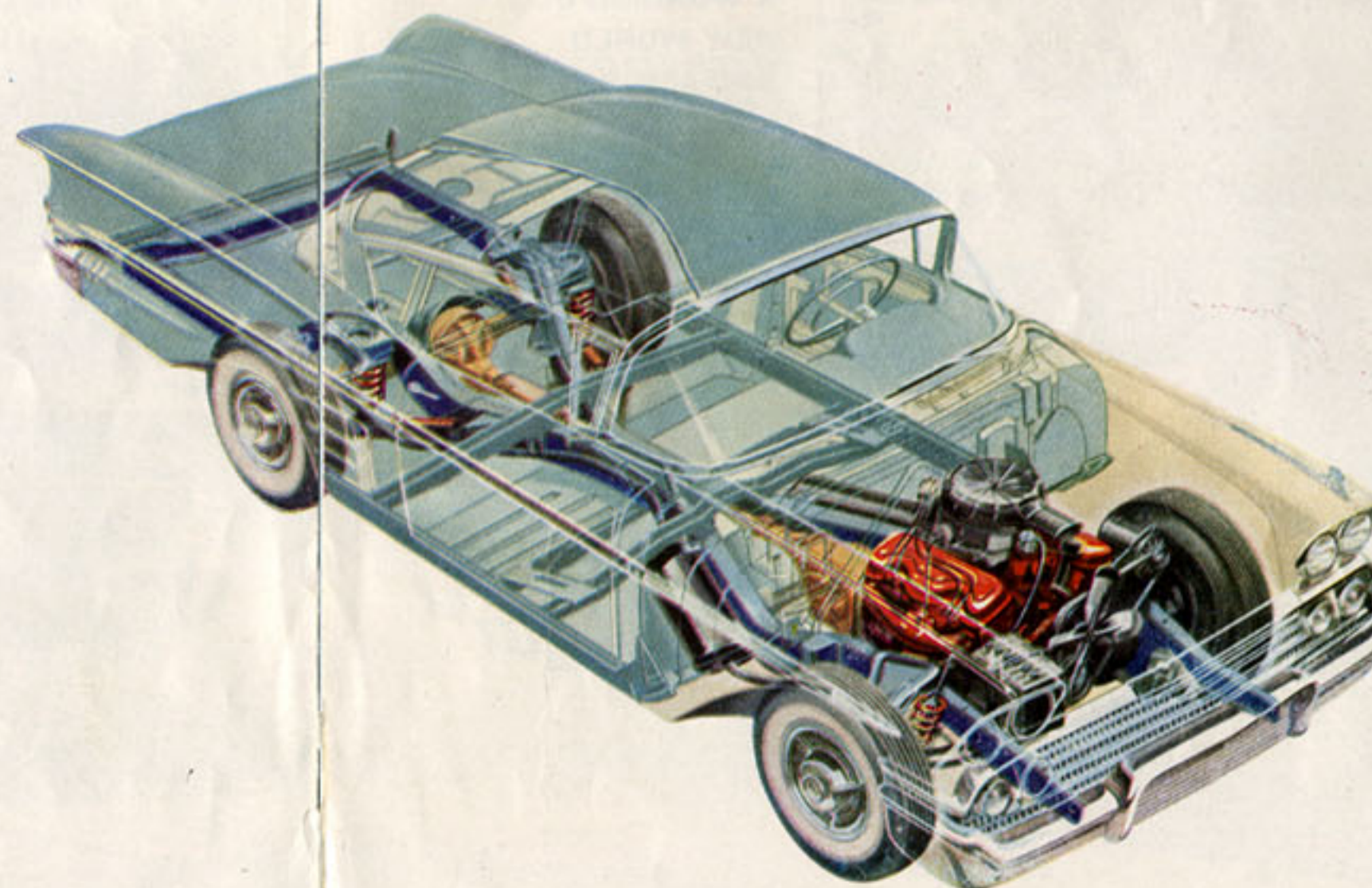
the YEOMAN
4-door 6-passenger station wagon
IN ARCTIC WHITE AND AEGEAN TURQUOISE



the YEOMAN
2-door 6-passenger station wagon
IN RIO RED



the CORVETTE
IN CHARCOAL

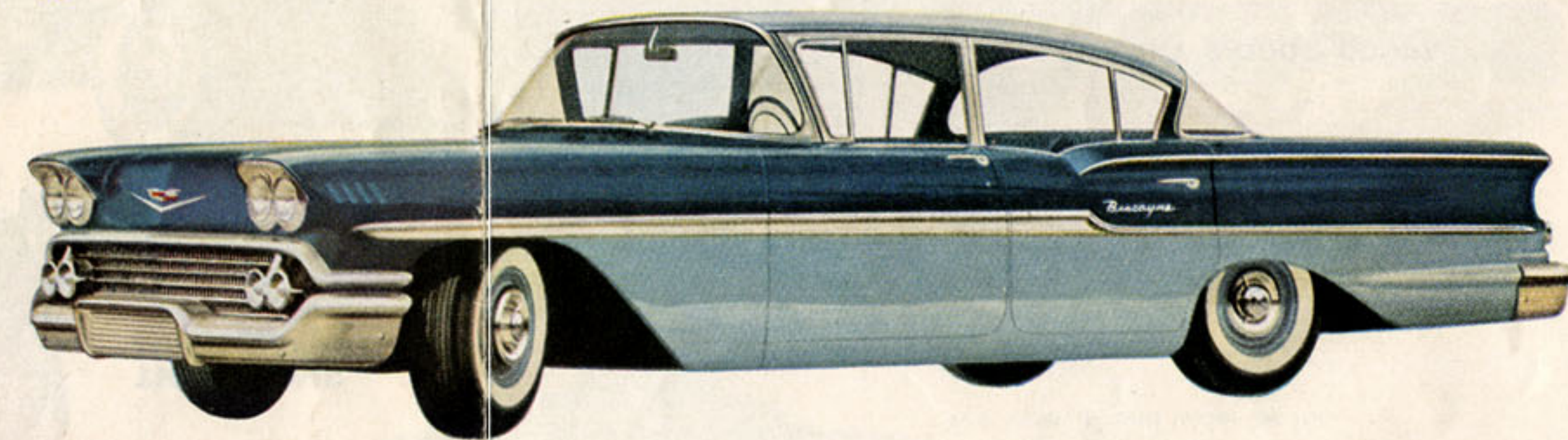


NEW DEEP-THROUGH . . . NEW BODY, NEW CHASSIS, NEW V8's!
Total newness is yours in the '58 Chevy! The rugged new way it's built, the floating new way it rides, the frisky new way it goes—all set exciting new standards by which you'll judge all other cars, regardless of price. They just don't come any newer than this!



LOWER AND LONGER, WIDER AND STRONGER... DEEP-DOWN NEW!

Chevy's gone big for '58... with a heart-stirring new *shape* and deep-down newness from road to roof! It begins with a brand-new chassis, a big new wheelbase, a rugged new X-built frame. It sweeps through breathtaking new length and flares up beautifully to "gull-wing" fenders. It extends to roof lines that are inches lower, scarcely shoulder-high. What's more, it's a newness that comes beautifully alive in 17 stunning models—from incomparable Impalas to a corral full of wonderful new station wagons!

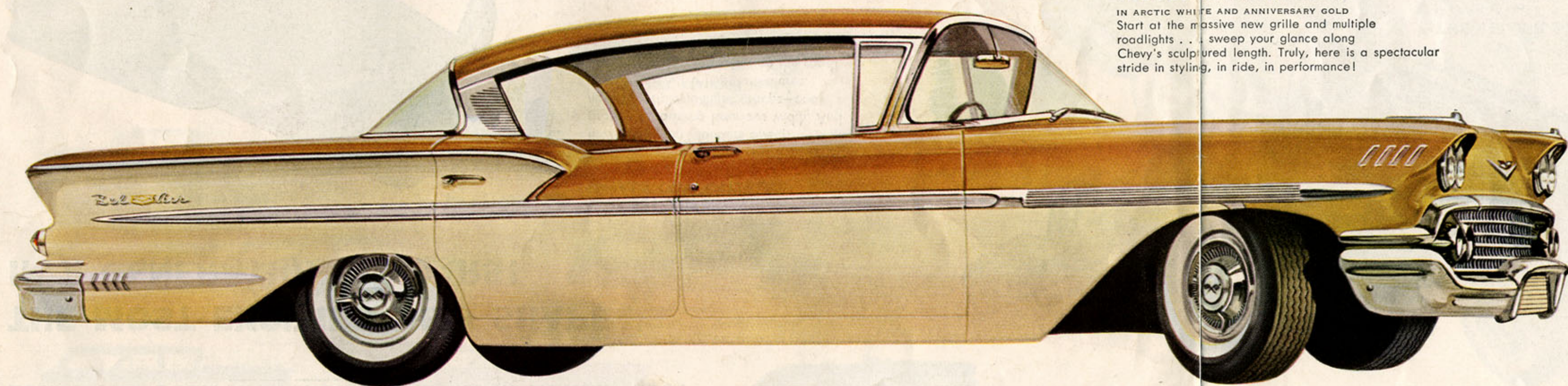


THE BISCAYNE 4-DOOR SEDAN

IN CASHMERE BLUE AND FATHOM BLUE
Even the *series* are new for '58—each offering elegance and luxury far beyond its price class! You see it in the glamorous sports car look that all new Chevy sedans wear. New slim door pillar styling is the secret—and the roof lines are inches lower!

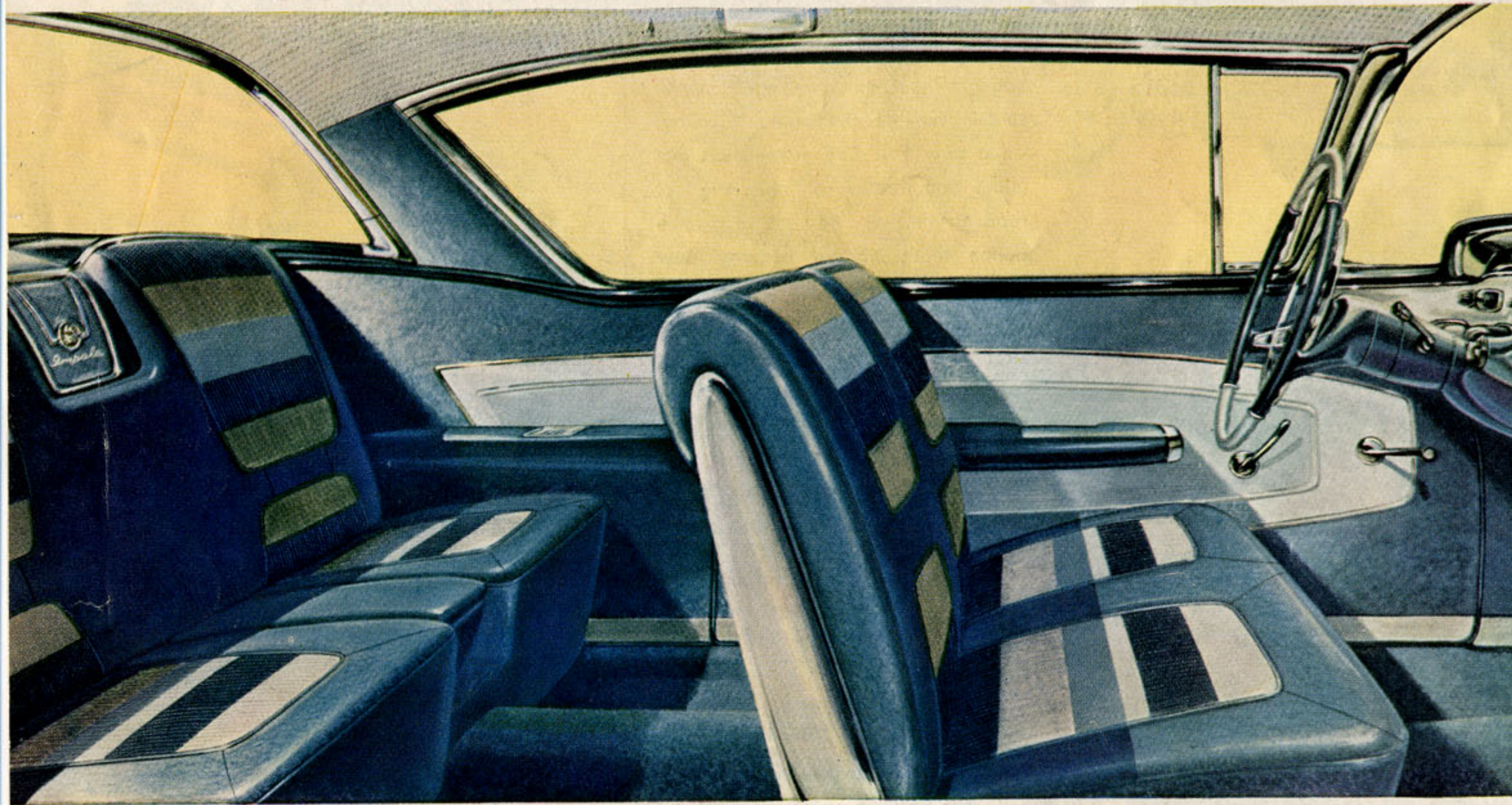
THE BEL AIR SPORT SEDAN

IN ARCTIC WHITE AND ANNIVERSARY GOLD
Start at the massive new grille and multiple roadlights... sweep your glance along Chevy's sculptured length. Truly, here is a spectacular stride in styling, in ride, in performance!



THE NOMAD—4-door 6-passenger station wagon

IN SIERRA GOLD
Get set for *big doings* in one of the five most exciting new station wagons on the road! Big new glamor at work or play—and they're nine inches longer. You'll especially like the easier loading with Chevy's new liftgate—it opens into the very rooftop!



**IN THE
'58 CHEVROLET—
A WONDERFUL
NEW WORLD
OF FASHION!**

You'll find Luxury Lounge interiors in the most beguiling new colors a car ever wore . . . supple vinyls . . . gaily textured fabrics . . . panels in hues of anodized aluminum. There's quiet all around you, softness underfoot. As in this roomy Impala Sport Coupe, fashion takes fabulous form—results in spectacular new travel!

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 • GENERAL MOTORS CORPORATION • DETROIT 7, MICHIGAN

