

For '67 A RESTLESS NEW BREED OF CHEVROLET



TODAY!

Chevrolet Caprice Custom Coupe

No other car is newer looking or has newer ideas in safety!



Chevrolet's Standard Safety Features. One look at Chevrolet's new wraparound grille tells you that Chevrolet comes out in fine style for '67. And backing that, new safety, too!

Along with standard safety features introduced previously, all 1967 Chevrolets are equipped with substantial new additions. There's the GM-developed energy-absorbing steering column and energy-absorbing steering wheel. A new dual master cylinder brake system with warning light, serves as two separate braking systems. Seat belts, front and rear, are fitted with new pushbutton buckles. A four-way hazard warning flasher blinks both taillights and parking lights simultaneously.

A new lane-change feature is incorporated in the direction signal control. Special new passenger-guard door locks are fitted to all doors. Folding seat back latches are fitted in wagons and two-door models. Energy-absorbing instrument panel has smooth-contoured knobs and levers.

There are many other safety features, too, all installed as standard equipment on all members of the 1967 Chevrolet family. And they're all designed to put you at your ease. Ask about them at your Chevrolet dealer's — he'll gladly explain them to you.

Examine the '67 Chevrolet. You'll find plenty of evidence of a new "Mark of Excellence" everywhere! There's a smoothly sloping fast-back on Sport Coupes; curving rear fenders; distinctive wraparound grille. All go to make up the new Chevrolet's scene-stealing good looks.

Inside, it's a private world with Body-by-Fisher design. Luxurious. Quiet. (Thanks to the newly improved ride). Strato-bucket front seats on Impala Super Sport models are finished in new textured vinyl. Deep-twist carpeting extends from door-to-door. Performance is as ample as you like from 155 hp to 385 hp. Five transmission choices are right at hand including the fully-synchronized 3-Speed, 4-Speed and Turbo Hydra-Matic.

Now picture yourself riding in one of seventeen new Chevrolets surrounded by personal choice equipment and Chevrolet's Standard Safety Features. Better still, drive one at your Chevrolet dealer's.



MARK OF EXCELLENCE

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