



Chevrolet Impala Super Sport Coupe with bucket seats

MAKES ROADS FEEL SMOOTH AS THE MAPS THEY'RE PRINTED ON

If you think this is going to be a lot of smooth talk about how luxuriously Chevrolet rides, you're right. And we've got the facts and figures to back it up.

Those new roads on the map with the double red lines seem pretty nice even in cars that don't have Jet-smooth ride.

But so do the old bumpy and hilly dotted-line ones in a Chevrolet.

So what's Jet-smooth ride? Not just a fancy name for Chevrolet's suspension system, if that's what you think.

It's Chevrolet's length and weight—17½ feet bumper to bumper and from 3,375 to 4,045 lbs., depending on model and engine. That makes bumps less noticeable all by itself.

It's over 700 sound quieters throughout the chassis and that big roomy Body by Fisher. Not

to mention sound-absorbing wall-to-wall deep-twist carpeting in every single Chevrolet.

It's Chevrolet's seven engines, precision-balanced for smoother running, ranging from the standard 140-hp Six to an extra-cost 425-hp V8.

And, of course, it's Chevrolet's famous Full Coil suspension—a big coil spring at each wheel. To show you how fussy we are, we tailor the springs' flexibility to the weight of the various models.

In short, Jet-smooth ride is really just about everything that makes Chevrolet a luxury car.

About the only thing that doesn't is the Chevrolet price. . . . Chevrolet Division of General Motors, Detroit, Mich.

Chevrolet • Chevelle • Chevy II • Corvair • Corvette



THE GREAT HIGHWAY PERFORMERS

JET-SMOOTH LUXURY CHEVROLET