

18 ways to say Superlative!

The new Chevrolets for 1960

Nearest to perfection a low-priced car ever came!



4 IMPALAS—Nowhere else in the low-price field will you find luxury like this. These fresh, fashionable Impalas—most elegant of all the superlative '60 Chevrolets—are all the car you ever yearned for. Each embodies distinctive treatment inside and out, with triple-unit rear lights, fingertip door releases and safety-reflector armrests. Besides the Impala sport sedan above, there are a convertible, sport coupe and 4-door sedan.



4 BEL AIRS—Sumptuous as these Bel Airs are to behold, they're priced just above Chevy's thriftiest models. And, like all Chevies, they give you a choice of two of the thriftiest engines going as standard equipment—the famed Hi-Thrift 6 and a new Economy Turbo-Fire V8 that gets up to 10% more miles out of a gallon of regular while giving you all the "git" Chevy's famous for. Besides the 2-door Bel Air sedan above, there are a 4-door sedan, sport sedan and sport coupe.



5 BISCAYNES—These (though you'd never know to look at them) are the lowest priced of the superlative '60 Chevrolets. They bring you the same basic beauty and relaxing roominess as the other models. And, like all Chevies, they ride on cradle-soft Full Coil suspension, isolated from road shock and noise by thicker, newly designed body mounts. Along with the 2-door Biscayne sedan above, you have your choice of a 4-door, a utility sedan and, to be available early in '60, two new Fleetmaster models.



5 STATION WAGONS—These Chevy wagons are stunningly styled to carry you away. And they've got the kind of cargo space (over 10 ft. from the back of the front seat to the tip of the tailgate) to carry away most anything you want to take with you. Besides that thrifty 2-door Brookwood above, you have your choice of a 4-door Brookwood, 4-door Parkwood, 9-passenger Kingswood and the nifty Nomad.

See your local authorized Chevrolet dealer