CHEVY THUNDER.
THE HEARTBEAT OF AMERICA.

A 30 YEAR THUNDERSTORM

Thirty years ago at Chevrolet the thunder began...

It was heralded in an ad slogan for the 1955 Chevrolet featuring a revolutionary new small-block V8 engine. It read, *"Stealing the thunder from the high-priced cars."*

How true it was. Because in 1985, Chevrolet is still stealing the thunder as America celebrates the 30th anniversary of the small-block V8, *the winningest and one of the most popular V8s of all time.* And to celebrate the occasion, Chevrolet is the featured automotive division of this year's Specialty Equipment Market Association show.

The small-block V8 was created under the direction of Chevrolet engineering. Displacing 265 cu. in., this overhead valve powerplant was a model of simplicity and economical design.

Due to its lightweight casting and low reciprocating masses, the small-block could be tuned to do everything from powering trucks to race cars. In fact, *the engine has more wins to its credit than any other production-based V8 in the world.*

This small-block technology went into a host of other very successful GM powerplants, the 348, 409, 396 "porcupine head," 427 (known affectionately as "the rat") and 454, to name a few. But the same block that debuted in 1955 has evolved today into the state-of-the-art Tuned-Port Fuel-Injected GM engines powering the 1985 Corvette, Camaro Z28 and Camaro IROC Z28. And its thundering spirit is being applied to a host of new GM engines such as the 4.3 Liter V6 and 2.8 Liter Multi-Port Fuel-Injected V6.

Now turn the page and see what 30 years of thunder has led to. ■

265-CU. IN. SMALL-BLOCK V8

AT CHEVROLET.

V6 RACING THUNDER

Just as the small-block V8 has dominated American racetracks for the past 30 years, the new generation of V6s is poised to do the same.

A Chevrolet Camaro, for example, won the International Motor Sport Association's Kelly American Challenge in '82 and '83, equipped with a race-prepared 90-degree V6 engine.

And serving as a test bed for the performance applications of the new 4.3 V6 is the Corvette GT Prototype, slated to race on the IMSA Camel GT circuit. Built on a Lola ground-effect chassis, the GTP is powered by a 90-degree turbocharged six with splayed or "porcupine" valves and develops over 650 horsepower with a top speed of over 200 MPH. The program could serve as the basis for the future Corvette powertrains.

All of these new powerplants will likely put GM in the forefront of automotive technology for decades to come. Thirty years of rolling out the thunder. And we've only just begun... ■

4.3 LITER TURBO V6

This is a hand-built experimental GM engine based on the 4.3 Liter 90-degree V6.

AND NOW ANOTHER STORM WARNING...

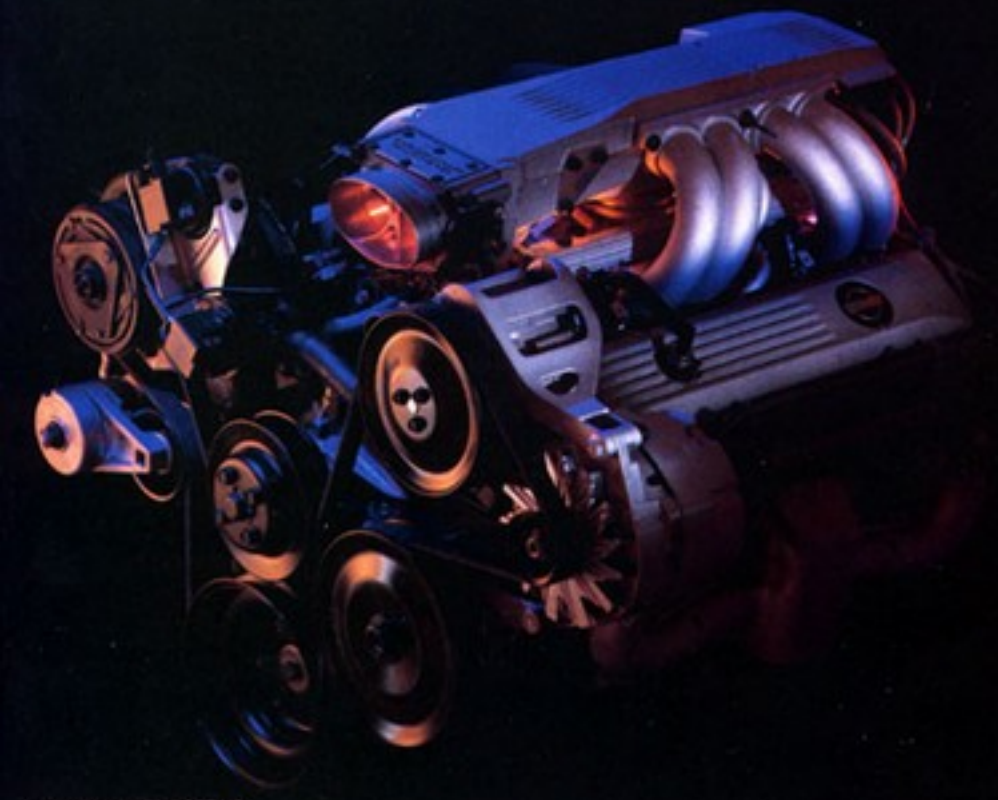
TUNED-PORT V8 THUNDER

Thirty years of thunder has reached a crescendo in 1985, as the rock-solid dependability of the small-block has been combined with some of the most sophisticated automotive fuel-injection equipment available today.

Beneath the hood of an '85 IROC Camaro or Z28, you'll find an available high-performance Tuned-Port Fuel-Injected 5.0 Liter V8. Its advanced technology features the extensive use of aluminum alloy.

Gleaming silver runners girdle the engine to ram controlled volumes of air into eight inlet ports. Meanwhile, precise amounts of pressurized fuel are delivered individually to each cylinder via a sophisticated fuel-injection system. The engine's improved breathing also significantly boosts torque at mid-range RPM.

The 1985 Corvette has a standard 5.7 Liter Tuned-Port Fuel-Injected engine with an overall torque and horsepower gain of about 12 percent over 1984. ■



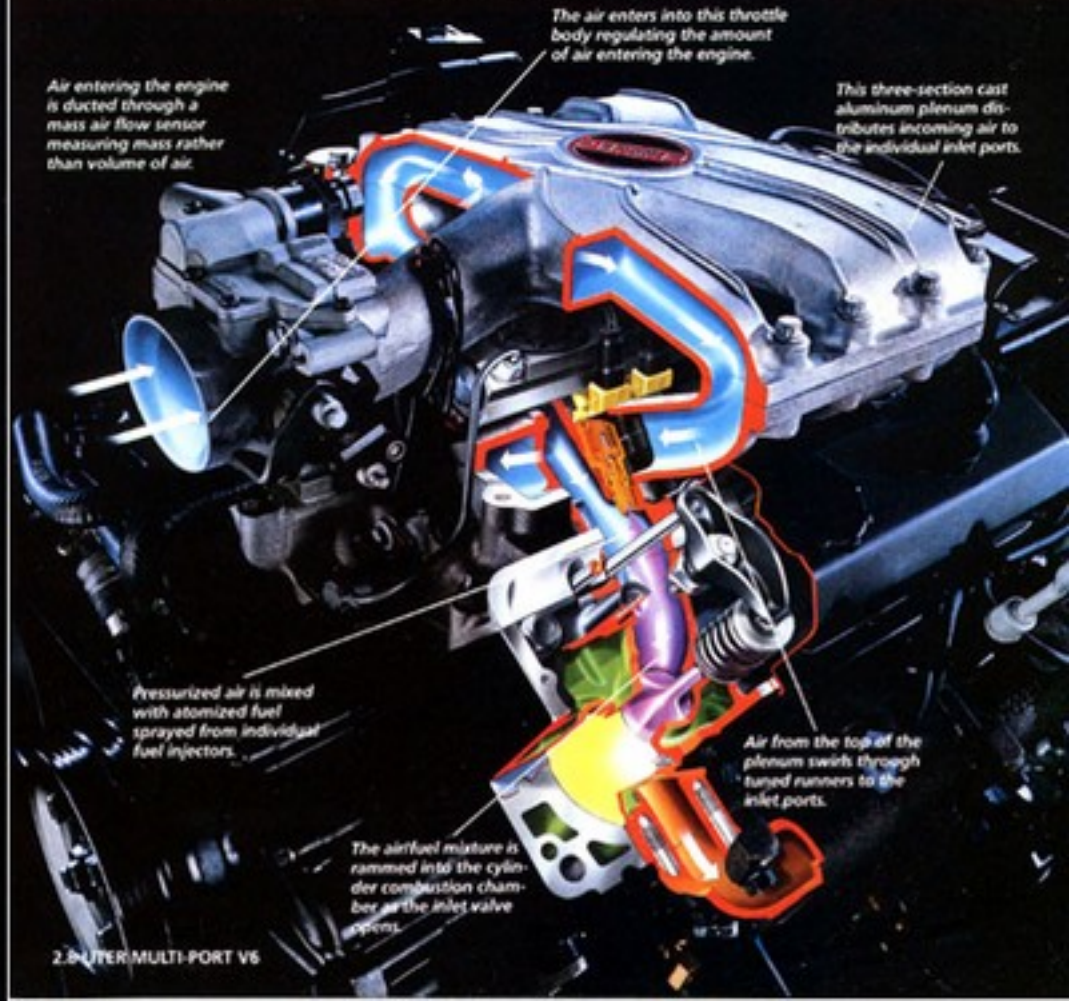
5.7 LITER TUNED-PORT V8

MULTI-PORT FUEL-INJECTED V6 THUNDER

V6 technology is one of the new frontiers in performance applications, and Chevrolet has it with the new 2.8 Liter Multi-Port Fuel-Injected V6 engines available on Camaro, Cavalier, Celebrity and Citation II. Their die-cast aluminum induction systems use computer-controlled port fuel injection to precisely meter air and fuel to each individual cylinder for optimal performance.

The precision technology of this air/fuel metering system allows for outstanding horsepower and torque.

Still another example of new V6 engine technology for '85 is the all-new 4.3 Liter V6 with Electronic Fuel Injection. Standard in Caprice, Impala and Monte Carlo, the new 4.3 has a horsepower rating similar to many recent V8s, and it has impressive off-the-line performance to match. ■



2.8 LITER MULTI-PORT V6

THE BIBLE OF HIGH PERFORMANCE.

CHEVY POWER: THE BIBLE OF HIGH PERFORMANCE

Interested in modifying the engine in your Chevy? The Chevy Power Book provides the gospel from the authority with almost 300 pages of heavy-duty parts available through Chevrolet dealers for high-performance applications. Its technical information on a host of subjects allows professional racers to unlock the performance potential of GM engines.

The Chevy Power Book is available through your local Chevy dealer for $6.95.

Chevrolets are equipped with engines produced at facilities operated by GM car groups, subsidiaries or affiliated companies worldwide.

Let's get it together... buckle up.

GM

TODAY'S CHEVROLET