

Presenting

**THE NEW
CHEVROLET**



A 1949 GUIDE FOR SALESMEN

The Sensational NEW CHEVROLET...



. . . it's the most beautiful, most exciting car in its price class ever to be offered to the American public. It combines new, eye-appealing styling, sensational new riding comfort and driving ease, many other new engineering and mechanical refinements,

plus the tried and proved features which have long made Chevrolet the leader in product as well as in sales.

This great new Chevrolet will excite everyone who sees it, on announcement day and on every day thereafter. Chevrolet will remain the car more people want than any other—the car that best fills their requirements of performance, economy, appearance, comfort, safety and durability. It will be the sensation of the year—the most beautiful buy of all!

But the *real*, lasting impression that people carry away from your dealership will not be *just* that of the car alone. It will be of the car — and of *YOU!* It will be your enthusiasm — your courtesy in welcoming everyone who comes to see the new Chevrolet — your sincere desire to pass on to everyone your own excitement over the product — *and* your ability to explain the new Chevrolet so that everyone has a *full* appreciation of all its sensational new features.

Here is your opportunity to help create real good will among the people of your community — to intro-

duce them to a wonderful new product — to make them understand that you would like to do business with them — to make them feel that the new Chevrolet is truly worth waiting for. You can help make this one of the greatest years in Chevrolet history. The sensational new Chevrolet will do its part; the rest depends on you . . .



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CHEVROLET AND YOU

with Effective Presentation

new engineering features, and all the time-proved features that have long made Chevrolet the car with big car quality at lowest cost. Study the training films and *all* the other material that will help you make effective presentations.

Have a plan! Develop a presentation "routine" that will permit you to explain the features of the new Chevrolet smoothly, understandably, and enthusiastically! This booklet is designed to help you work out such a plan.

Understand your Dealer's policy on handling orders for new cars. And know how to explain this policy in such a way that everyone who asks about

Know your product!
Know how to explain the new styling features, the

it will feel that you sincerely appreciate his interest, that you want to do business with him, that you really hope to be able to deliver a new Chevrolet to him at the earliest possible moment.

Know the Service operation! Be able to show prospects your service facilities and sell them on the desirability of bringing their cars to your dealership to keep them in top shape until you can deliver them a new Chevrolet.

Be friendly, courteous, sincere, enthusiastic! Greet every prospect as you would a guest in your own home. Make each one feel that you are truly glad to see him, sincerely pleased at the opportunity of presenting the features of the sensational new Chevrolet!



Sell BEAUTY WITH A PURPOSE!



As prospects come into the salesroom, greet them promptly and cordially. Give them your name. Make them feel welcome. "How do you do. My name is _____ May I show you the exciting new Chevrolet?" On Announcement Day, try to arrange it so that you can show the car to as many visitors as possible at one time, to avoid spending too much time with any one individual.

Then, in presenting the car — the first thing prospects will notice is Chevrolet's sensational new Leader Line Styling. So present the new styling features first — *but not just* in terms of beauty. Present them as "Beauty with a Purpose." Explain what each styling feature means in practical utility.

And follow a definite procedure, as outlined below. First, the exterior—starting at the front and working back. Then, the interior—beginning



in the rear compartment and concluding in the front.

Point out the new, low silhouette, which lends beauty and also adds to safety and comfort, by lowering the center of gravity. Explain how the new, massive grille adds to better engine cooling and better ventilation for passengers.

Show how the graceful, wrap-around front bumpers help protect

the sides of the fenders; how the lower and shorter hood blends with the car design and also gives the driver better visibility; how the elimination of the cowl ventilator permits unbroken lines, eliminates any possible water leaks, and allows moving the windshield forward and giving it a curved shape.

Then tell the visibility story. The "Full Vista" Visibility provided by the 30% more





glass area in the windshield, plus the narrower front pillars; the "Panoramic" Visibility provided by the larger side and rear windows — with a total of 30% more glass area all around.

Point out the graceful, flowing curves of the back of the car, with every detail of beauty considered—even to a new, double-lighted license plate holder.

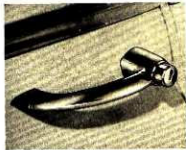
Demonstrate the sensational new luggage compartment story — let your prospects experience the two-finger ease of opening, the action of the counterbalanced hinges, the ease of closing the lid and locking it without using the key. And, of course, point out the much greater space for luggage.

Show how the "Air-Foil" styling of the rear fenders blends with the lines of the car, and how, because the fenders are pressed integral with the body, they have a custom appearance and eliminate any rusting at the seam. Point out



the smooth appearance of the gas-filler lid; and explain the utility of the rear fender panels on Deluxe Models.

Finally, on the outside, demonstrate the handsome new door handles, showing how their closed ends eliminate snagging the clothes of people passing by, how easily the push-button opens operate, and how the vertically-lined-up hinges permit opening the doors straight out, instead of having to lift them open.



Explain every detail of exterior styling in this way. Follow a pattern like the one suggested here; enthuse about the beauty of each feature; then tell how its styling also adds utility.



After you have explained the exciting exterior "Beauty with a Purpose" of the new Chevrolet, present the handsome new interior,

rear and front, in the same way . . . first beauty, then utility.

You can start by pointing out the overall beauty of the front and rear compartment. Call attention to the beautiful new upholstery in both compartments.

Then, in the rear compartment, tell the "roominess" story — the rear seat nine inches wider for real three-passenger comfort; the deep opening beneath the front seat, with a foot-rest built into the floor to provide the same foot-room regardless of front seat position.

Invite your prospects to sit down in the rear seat. Let them experience the ease of getting into the car, with the seat extending far into the door opening—

eliminating the need for assist straps. Let them enjoy the comfort of the new seat design, the greater shoulder and hat room, the ample leg room.

Demonstrate how the new, handsome door handles and window controls are convenient and easy to operate. Show how the easily operated ventipanes in Deluxe models permit individual ventilation for rear seat passengers.



Then, with your prospects inside the car, again point out the greatly increased "Panoramic" visibility, front, side and rear.

When you have thoroughly covered "Beauty with a Purpose" in the rear, ask your prospects to try the front seat. Point out the greater roominess here. Illustrate the greater driving comfort provided by the new steering wheel — lower and at a more

natural angle, and farther from the centerline of the car, to provide more passenger room without crowding the driver.

Call attention to the overall beauty of the new instrument panel — and its greater utility. Show how the instrument cluster is centered in front of the driver, while the two-spoke steering wheel helps instrument visibility. Demonstrate how the instrument cluster design prevents the reflection of light into the windshield



at night.

Call attention to the inward slope of the whole instrument panel, and to the fact that it has been moved forward — features which provide greater roominess and comfort. And show how the rounded, virtually unobstructed surface of the instrument

panel makes for greater safety, in case of sudden stops.

Again, with your prospects in the front seat, show how the new windshield — together with the lower, shorter hood and the larger side windows — make for unobstructed, "Full Vista" Visibility.



Finally, point out the convenience and utility of the new starter button on the instrument panel, the new location of the parking brake, the position of the foot pedals — unobstructed by the steering column.

Given this kind of a presentation — with courtesy and enthusiasm, every prospect will gain a real appreciation of Chevrolet's sensational new . . .

"Beauty with a Purpose"

Sell CHEVROLET'S *NEW* *Riding and Driving Sensation*



After you have explained the unusual utility inherent in Chevrolet's new Leader Line styling, show your prospects how the new Chevrolet represents much



more than just a new design. Explain the new *engineering* and *mechanical* refinements which make Chevrolet more than ever the Champion of them all—in riding comfort and driving ease, in performance, in economy and durability and safety.

In this presentation, point out on the car itself whatever new mechanical features can be shown. To explain others which can't be seen on the car, make the best possible use of the Giant Feature Album (if available) and whatever other selling aids you need. And above all, as you present these features, con-

... *"Just wait 'till you ride in it"*

stantly remind your prospects, "Just wait till you ride in and drive the new Chevrolet. Then you can really appreciate these features!" There was never a car better designed for actual demonstration of mechanical and engineering superiority!

GREATER RIDING COMFORT

First explain the features that contribute to Chevrolet's sensational new riding comfort — the features that make this new car seem to float over the roughest roads.

Explain how Chevrolet's new Center Point Seating, with both front and rear seats moved forward, permit all passengers to ride between the wheels, so road bumps have minimum effect. And point out the other new riding ease factors — the new super-soft, extra-low-pressure tires with their wide, five-inch rims; the new softer-riding 7-leaf rear springs; the new shackle mounting which assures the same

comfortable ride in the rear seat, regardless of the number of passengers; the new direct-acting, airplane-type, double-action shock absorbers, with the rear ones diagonally mounted for better balance.

Explain the latest refinements in Chevrolet knee action — the system of front-wheel suspension pioneered by Chevrolet

15 years ago. Show how the new front suspension, incorporating heavier springs and airplane-type shock absorbers which can be replaced without disturbing front wheel alignment, is carefully balanced with the new rear suspension to assure the same, comfortable, fatigue-free riding ease.



... *"Just wait till you ride in it"*

Try to explain all these features clearly and simply, so that your prospects will understand why the new Chevrolet is the new riding sensation for 1949. And while you're explaining, keep building the desire for a road demonstration. Keep reminding them: "Wait till you ride in it!"

EASIER DRIVING

When you have told the story of Chevrolet's new riding comfort, explain the reasons for the car's sensational new driving ease, its amazing "road sense."

Explain that the new Chevrolet is easier to control, that it responds to minimum steering effort, with



practically no "wheel" fight." Then explain, simply, some of the reasons for this new driving ease—for example, Chevrolet's new Center Point Steering—how the nearly equal length of the tie rods helps provide balanced action of the front wheels, resulting in easier straight-line steering.

OTHER COMFORT FEATURES

Then, tell your prospects about the other refinements which add to a greater comfort for both driver and passengers—the new zig-zag spring design of the front seat; the foam rubber padding in both front and rear seats of Deluxe models; the new, easier front seat



... "Stronger, more durable than ever before!"

adjustment; the new ventilating system that makes Chevrolet the "Car that Breathes," with twin intake passages, conveniently controlled, and designed for use with a specially designed heater.

Explain all the other new features that contribute to convenience, performance, durability and economy.

Show how the new roller-type latch bolt of the door mechanism makes it easier to open and close the doors and helps prevent door rattling.

GREATER DURABILITY

Explain how the new Chevrolet is stronger, more durable than ever before—the additional cross support at the front of the frame to carry the radiator and sheet mounting; the newly designed, stronger-than-ever "V-K" structure



of I-beams used as the convertible frame; the new welded-in instrument panel which becomes a structural part of the body; the new type dash braces which

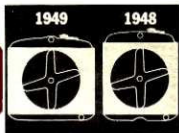
... *"Just wait 'till you ride in it"*

reinforce the front part of the body; the new type roof bow which helps form a structure especially resistant to twisting.

BETTER PERFORMANCE

Explain how Chevrolet's famous Valve-in-Head engine, too, has been even further refined—with a new accelerating pump which assures more uniform performance through the full range of acceleration; the fast-idle mechanism which automatically positions the throttle when the choke is pulled out, to assure easier starting in cold weather; the new air cleaner, more silent and more efficient; the new

14-mm spark plugs, less subject to fouling than former plugs; timing gears lubricated by positive flow instead of gravity, to increase their useful life; enlarged cooling system capacity, with a radiator core 33 square inches larger in area, and now almost



... "It's really worth waiting for!"

square in shape to increase fan efficiency.

Tell about the new exhaust system, with a one-piece muffler and exhaust-pipe, more durable and safer from leaks. Explain the advantages of Chevrolet's new Hand-E-Gearshift in providing remarkable ease of operation



with positive action and amazing durability under all driving conditions.

Explain the durability and safety of Chevrolet's new bonded brake linings, which

last practically twice as long as riveted linings; the faster stopping action provided by the larger front wheel brake cylinder.

EASIER SERVICING

Show how regular maintenance is faster and easier,

too, with the oil filter and battery up front near the radiator filler, with a gas filler which increases the filling rate without danger of "blow-back" or fuel spilling, and with a new access door in the dash which makes it easier to reach instruments and wiring.

Of course, you may not always have time to explain *all* these features to every prospect. But make sure you explain as many as possible; make sure that every prospect does have a real appreciation of the important engineering improvements in the new Chevrolet; make sure each one knows that the new Chevrolet is . . .

*The One Car
Really worth waiting for!*

Sell CHEVROLET'S TIME-TESTED *Big Car Quality Features* IN TERMS OF THE SIX BUYERS' INTERESTS

After selling the new styling and mechanical features of the 1949 Chevrolet, tell your prospects about the many quality features which have been retained — the features which have for years made more people prefer Chevrolet.

This year, it is perhaps more important than ever before to remind people of these features. This is our first really new car in nearly eight years; it is our first opportunity in all that time to see that the greatest possible number of people know the whole story of why Chevrolet has Big-Car Quality at Lowest Cost!

So tell your prospects this story — and tell it in

terms of each prospect's chief "Buyer's Interests" — Performance, Economy, Safety, Durability, Comfort or Appearance.

The "Appearance" features you have covered, of course, in your presentation of Chevrolet's new "Beauty with a Purpose." And you have touched on the other five Buyers' Interests in explaining the new mechanical and engineering refinements. But in Chevrolet there still remains a host of important features — retained because they have proved their merit — features which combine to give the new Chevrolet the finest balance, to satisfy the requirements of every buyer, whatever his interest.



Time-Tested

1 COMFORT FEATURES

In addition to the new comfort features, make sure your prospects know about the other reasons why the new Chevrolet offers the most in comfort . . .

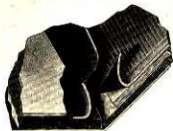
- The Tiptoe-Matic Clutch, which provides easier action the farther down it is pushed.



- The fully insulated Body by Fisher—insulated against heat, cold, noise, fumes and dirt—with jute and fiber board dash insulation; $\frac{3}{4}$ " rock wool at the sides of the front of

the body; asphalt-saturated pads cemented to the top; thick layers of jute beneath the floor carpets; $\frac{3}{4}$ " insulation at the top over the passengers, in Deluxe closed models, to aid quietness; a spray-on deadener on the undersurfaces of the rear wheel housings; luggage compartment insulation; rubber weather seals around each door.

- Fisher's famous No-Draft Ventilation.



Time-Tested

2 SAFETY FEATURES

In addition to the new safety features . . .

- The Unisteel Construction of Chevrolet's Body by Fisher, with all structural members welded into a single, fortress-like unit.



- The one-piece, all-steel floor, with steel braces fused to the floor to form box-girder-

type braces, and with all-steel front, side and rear panels welded to the floor.

- The rigid steel channel-type roof rails which run the full length of the car.
- The steel, box-girder-type windshield pillars.
- The famous all-steel Turret Top, welded to the roof rails.
- The double-wall fused steel door panels.
- Chevrolet's exclusive Box-Girder frame, with side rails and cross members of deep box section.
- The safety-plate-glass all around.
- Chevrolet's Unitized knee action, with the



whole system built and aligned as a single unit, to provide better control on rough roads.



- Chevrolet's Certi-Safe hydraulic brakes, responding quickly to easy pedal pressure, and featuring the double-articulated links

which move the entire shoe when the brakes are applied, bringing the entire brake lining area in contact with the drum.



3 PERFORMANCE FEATURES

In addition to the new performance features . . .

- Chevrolet's famous Valve-in-Head Engine, with more efficient operation because of the direct path of fuel into the cylinders and of exhaust gases out of the cylinders; with a combustion chamber shape which promotes better combustion, maximum power and



smoother operation; with a shorter piston stroke which permits a lighter engine, wasting less power in hauling the engine and

Time-Tested

devoting a maximum of power to moving the car itself.

- Positive starting, with the starting gear engaged by a solenoid *before* the starter motor begins turning.
- The strong crankshaft, with rubber-floated harmonic balancer for smoother engine operation.



4 ECONOMY FEATURES

In addition to new features . . .

- The Valve-in-Head Engine, with more com-

plete combustion for more power from every drop of fuel; with inherent oil economy because of shorter piston stroke, pistons and block both made of cast alloy iron to assure uniform expansion and a snug fit at all times, an efficient cooling system with water passages surrounding the full length of each cylinder and with rear cylinders cooled as efficiently as front cylinders, and Chevrolet's Four-Way Oiling System.

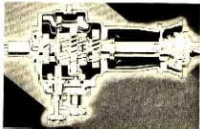


Time-Tested

5 DURABILITY FEATURES

In addition to new features . . .

- The Unisteel Body By Fisher, which is safer – and lasts longer.
- The Valve-in-Head Engine, with a cooling system which prevents cylinder-bore distortion; with the Four-Way Oiling System which utilizes four separate methods of supplying oil to moving parts, to make sure each part gets the kind of lubrication which will make it last longer; with construction of cast alloy



iron, which wears much better than ordinary cast iron; with the short piston stroke which minimizes wear on pistons, cylinder walls and connecting rod bearings.

- Chevrolet's Synchro-Mesh Transmission.
- The husky, massive, Hypoid Rear Axle.
- The sturdy Tiptoe-Matic Clutch, ventilated to prevent excessive heating.



and of course... **BEAUTY**

"Just wait 'till you ride in it!"

Sell WITH THE Planned Road Demonstration



On Announcement Day, and on every day thereafter, there's no more potent way of proving Chevrolet's superior features, new and old, than the *Planned Road Demonstration* — whether it be for groups of Announcement Day visitors or for individual prospects.

And, of course, with the new Chevrolet's sensa-

tional riding comfort and driving ease, combined with its traditionally superior performance characteristics, this year's car is ideal for making effective road demonstrations.

So make the most of every opportunity to give road demonstrations — but make sure they are *planned demonstrations*.

- 1** Brush up on your driving! Only your very best driving can show off the new Chevrolet at its best.
- 2** See that your demonstrator is spotless, inside and out. And, if it's brand new, put enough miles on it so that you can count on getting maximum performance.

- 3** Plan your route. Find a route which contains all the driving conditions you need to demonstrate all the riding and driving features of the new Chevrolet — traffic lights for starting and stopping, rough roads for comfort, hills for power, straightaways for acceleration, curves for roadability.



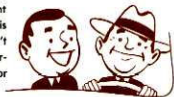
- 4** Know your planned route. Know exactly what's coming next, so you can make the most of every demonstration.

- 5** Tell your prospects what you're demonstrating! As you approach each type of driving or riding situation, call attention to what's coming; explain

what's happening *while* you're demonstrating; then "get a receipt" after its happened. "Tell them what you're going to show them; show them; then tell them what you showed them!"

- 6** Let your prospect drive on the way back to the salesroom. Always drive first, so you can be sure of showing the car off at its best. *Then* let the prospect drive, so he can see for himself.

(Never let *him* drive first. If he is a poor driver, he might blame the car for his own mistakes. He can't do this if the car performed faultlessly for you.)



Presentation Features OF THE NEW CHEVROLET

BEAUTY WITH A PURPOSE

New, low silhouette ● Massive, functional grille ● Wrap-around Front Fenders ● Lower, shorter hood ● Larger, curved windshield ● 33% more glass area all around ● "Full Vista", "Panoramic" Visibility ● Graceful rear end ● Easily operated luggage compartment lid ● More room for luggage ● Air-foil rear fenders ● Wrap-around, recessed rear bumpers ● Fender panels in Deluxe models ● Easily operated doors, with push-button handles ● Roomier rear compartment ● Foot-rest in floor under front seat ● Handsome, more convenient door and window hardware ● More comfortable front compartment ● More convenient steering wheel ● More beautiful, curved instrument panel ● More easily seen instrument cluster ● Push-button starter ● Hand brake at right of steering column.

SENSATIONAL RIDING AND DRIVING FEATURES

Center-point seating ● New, low-pressure tires on wide rims ● New 7-leaf rear springs ● Improved shackle mounting ● Direct-acting, airplane-type shock absorbers. Improved front-wheel suspension ● Center-point steering ● Zig-zag front seat spring cushions ● Foam rubber seat cushions (Deluxe models) ● Extra support at front end of frame ● Welded-in instrument panel ● New dash braces ● New engine accelerating pump ● New fast-idle mechanism ● Larger, 14-mm spark plugs ● New timing gear lubrication ● Larger cooling capacity and larger radiator core. New one-piece muffler and exhaust pipe ● New Hand-E-Gearshift ● New banded brake linings ● Larger front brake cylinders ● Front location of oil filler and battery ● New access door for instruments and wiring.