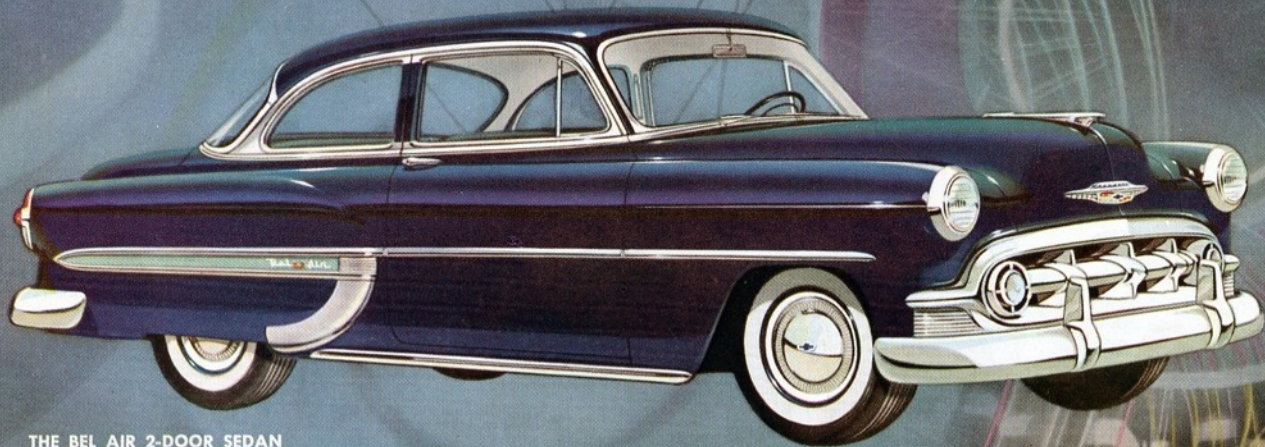


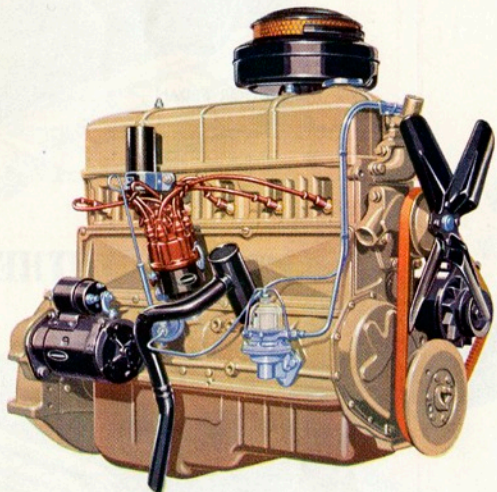
NEW *Chevrolet* for 1953



THE BEL AIR 2-DOOR SEDAN

*Startlingly New!
Wonderfully Different!*

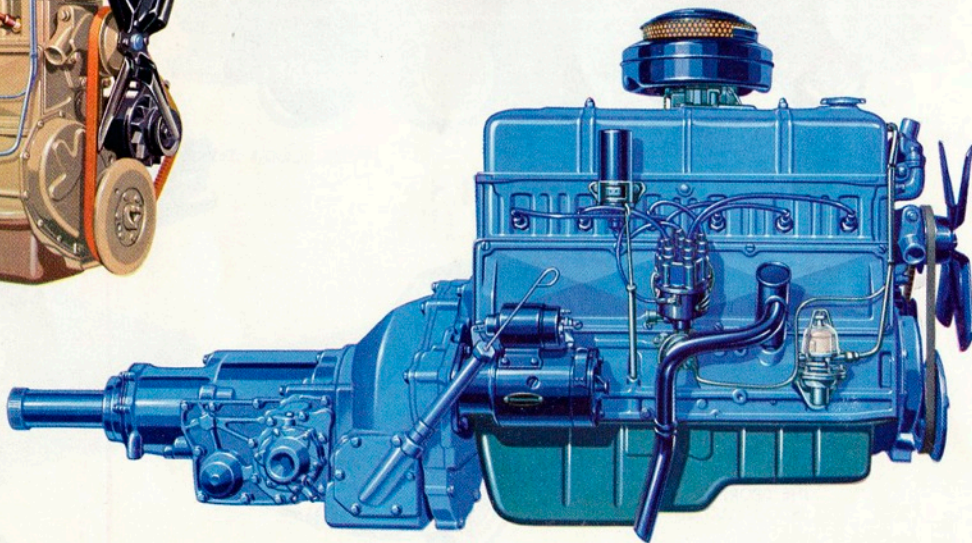
New Power, New Performance, New Economy with TWO GREAT HIGH-COMPRESSION ENGINES!



Above is the redesigned and greatly improved 108-h.p. Thrift-King engine teamed with Chevrolet's unsurpassed standard Synchro-Mesh transmission. New high compression ratio of 7.1 to 1 brings you new power and wonderful new performance. Yet with the terrific new acceleration and power of this great engine, it delivers even greater gasoline economy.

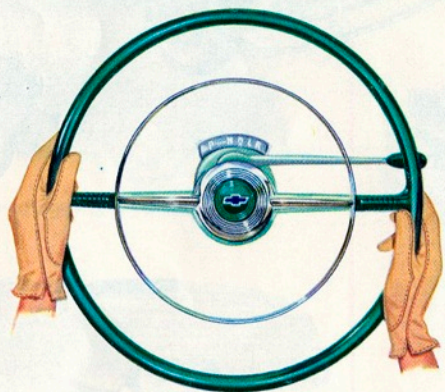
Below you see the completely new Blue-Flame 115-h.p. valve-in-head engine teamed with the new Powerglide Automatic Transmission. Here is high-compression power—7.5 to 1 compression ratio to give you extra energy and economy out of every drop of fuel. Here is flashing new performance with a marked increase in gasoline mileage!

You'll find greater ruggedness, too, in this great new engine with aluminum pistons and full pressure lubrication. And what a thrill to drive!



NEW POWERGLIDE AUTOMATIC TRANSMISSION*

with flashing getaway, more miles per gallon



It's a new and wonderful experience to drive this new Powerglide. A new automatic starting range provides faster, more positive getaway—smooth, effortless acceleration. And a special new passing range provides flashing pickup at traffic speeds. Even with this sensational new performance, you get substantially greater economy, too!

*Optional on "Two-Ten" and Bel Air models at extra cost.



NEW POWER STEERING

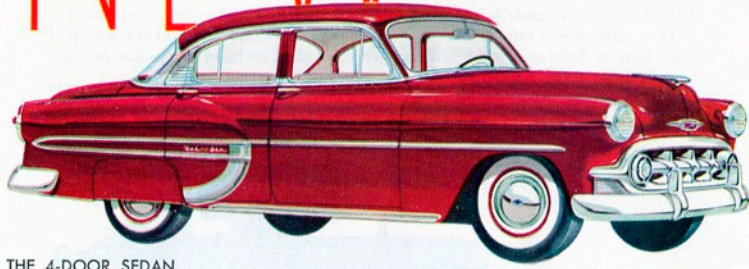
a great new advance in driving ease!



Here is another sensational new Chevrolet feature for 1953 . . . Power Steering to take over the work of driving. At low speeds or even when your Chevrolet is standing still on dry pavement, you can spin the wheel with your finger tips. How does it feel out on the highway? You steer exactly as you always have, with the "feel of the road" unchanged, but with even greater steadiness and freedom from road shocks. (Optional on all models at extra cost.)

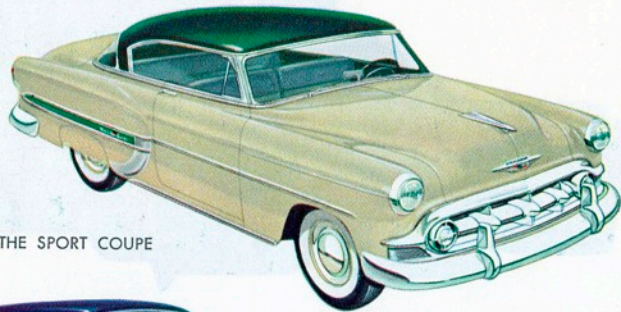


NEW

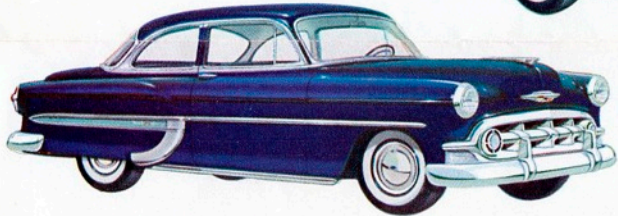


THE 4-DOOR SEDAN

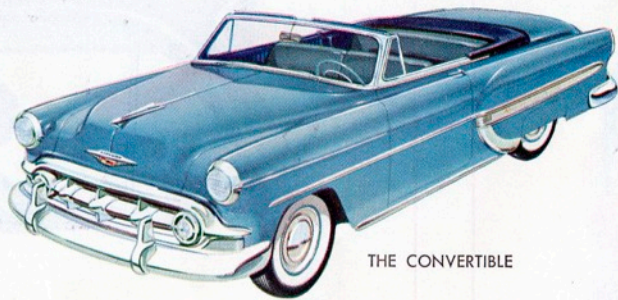
THE BEL AIR SERIES



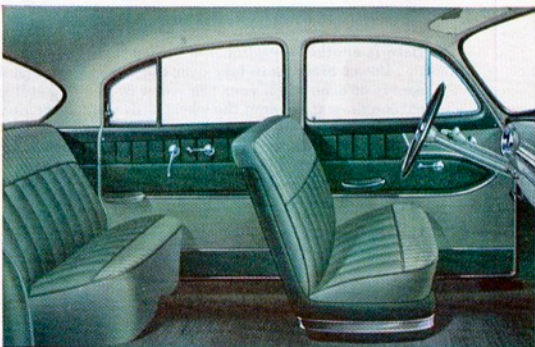
THE SPORT COUPE



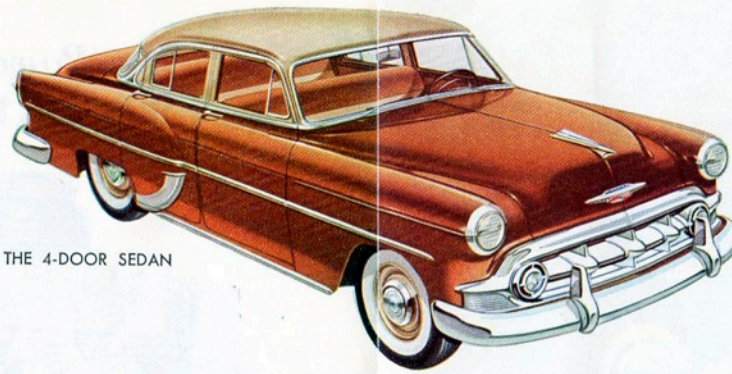
THE 2-DOOR SEDAN



THE CONVERTIBLE

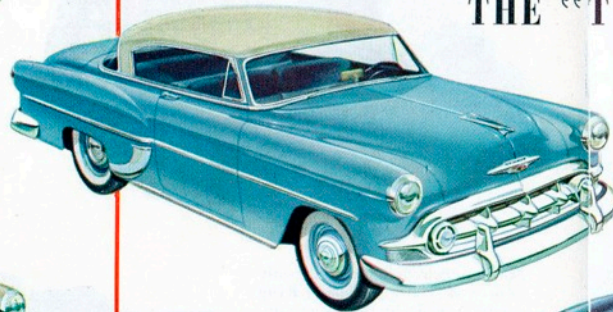


THE BEL AIR
4-DOOR SEDAN
INTERIOR

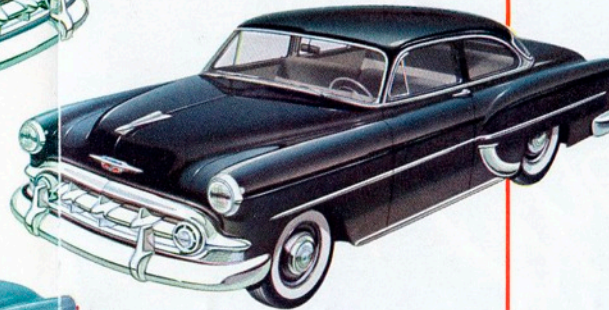


THE 4-DOOR SEDAN

THE "TWO-TEN" SERIES



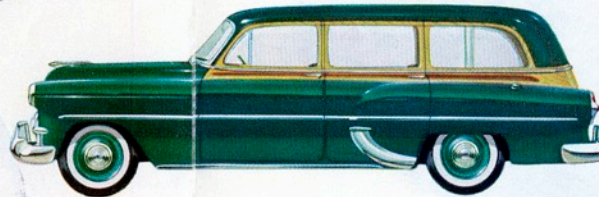
THE SPORT COUPE



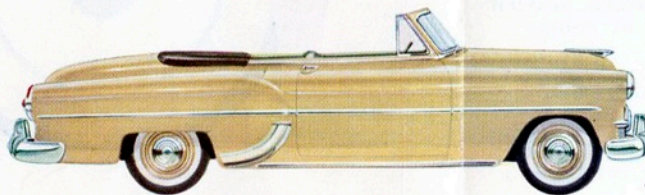
THE 2-DOOR SEDAN



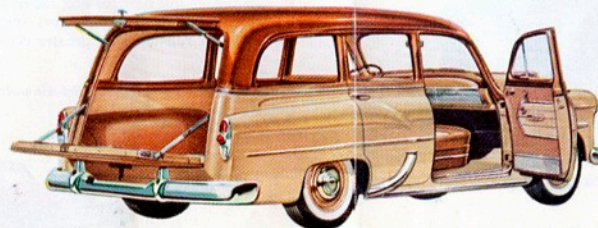
THE CLUB COUPE



THE TOWNSMAN (8-PASSENGER)

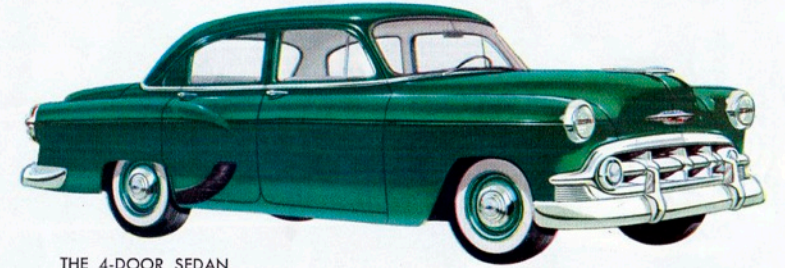


THE CONVERTIBLE



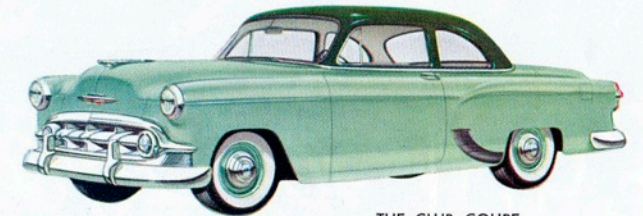
THE HANDYMAN (6-PASSENGER)

16 Models ... 3 Series 1953's Smartest Styling!

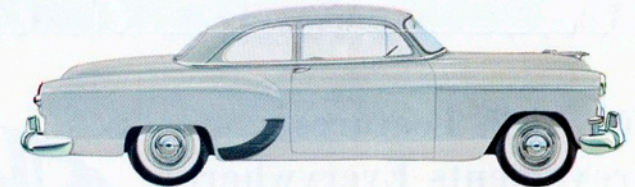


THE 4-DOOR SEDAN

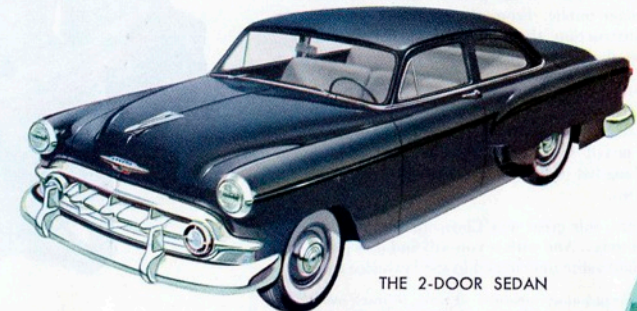
THE "ONE-FIFTY" SERIES



THE CLUB COUPE



THE BUSINESS COUPE



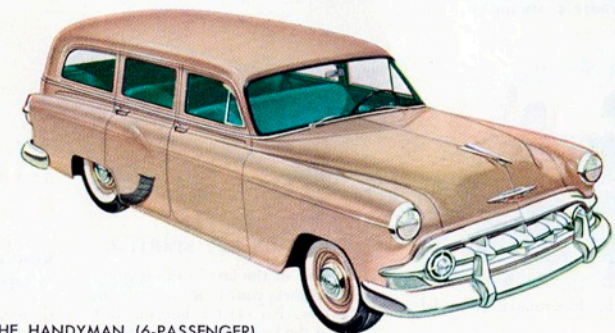
THE 2-DOOR SEDAN



Rear seat in place
for six-passenger use



Rear seat folds for
extra hauling space



THE HANDYMAN (6-PASSENGER)

Wonderful *NEW* Features and Improvements Everywhere!

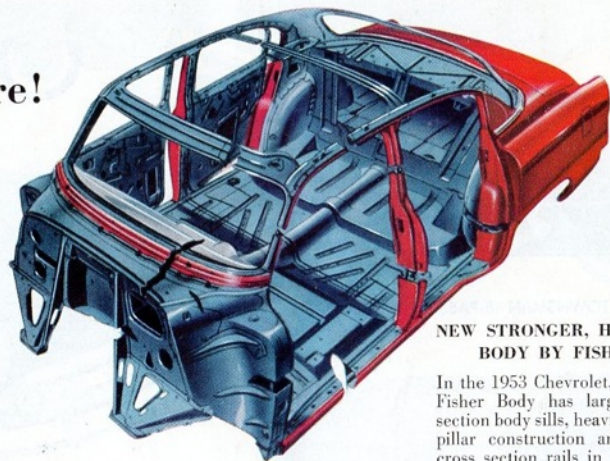
The new 1953 Chevrolet is one of the greatest advances ever presented to the American public. From the new and stronger Fisher Body Unisteel construction, through engine, and rear axle, this all-new Chevrolet is the mightiest, most powerful yet built.

Wherever you turn in this great new car, you'll find new things to enjoy and admire. Key-turn starting! Added width at shoulder level in both front and rear! The extra comfort and safety of the new Foot-Form brake pedal! One-piece curved windshield for better visibility! And a long list of other features that make this a car you'll be proud to own.

In feature after feature, this great new Chevrolet matches the costliest cars on the road today. And with it you will find new pleasure in driving. You will find value unmatched in the low-price field!

The right is reserved to make changes at any time without notice, in prices, colors, materials, equipment, specifications and models, and also to discontinue models.

CHEVROLET MOTOR DIVISION OF GENERAL MOTORS CORPORATION,
DETROIT 2, MICHIGAN



NEW STRONGER, HEAVIER BODY BY FISHER

In the 1953 Chevrolet, the new Fisher Body has larger cross section body sills, heavier center pillar construction and larger cross section rails in the roof. This means you are protected by a solidier, sturdier body.



NEW ROOMINESS—more shoulder room in all models.



IGNITION KEY STARTING

A turn of the key in the ignition lock starts your new Chevrolet in a jiffy. No starter button. Just turn the key and you're set to go.



NEW GIANT-SIZE "CARRY-ALL" LUGGAGE SPACE

Giant-size trunk space with plenty of room. Larger trunk opening, lower trunk sill—nearly flush with rear bumper—make loading and unloading easier.