

THE 1954

CHEVROLET





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# Introducing The Beautiful New 1954 Chevrolet

POWERED FOR PERFORMANCE!

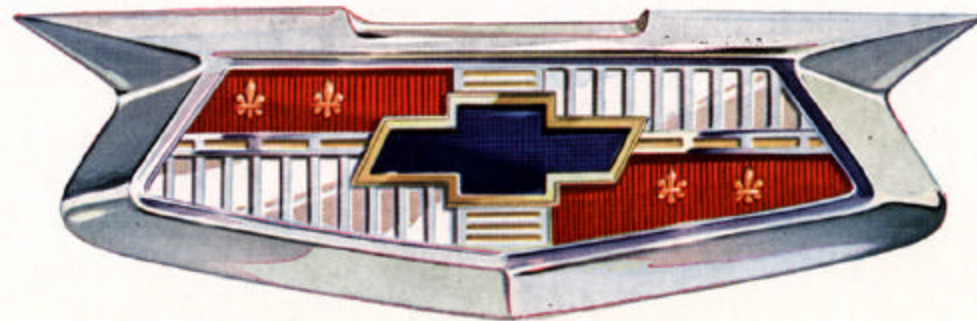
ENGINEERED FOR ECONOMY!

Chevrolet for 1954 brings you beauty that's *new* from every point of view. New front- and rear-end design, massive new bumpers extending even farther around the fenders and many other styling advances tastefully accent Chevrolet's beautiful Body by Fisher. The result is an even lower, longer and fleetier appearance . . . an even more distinctive and delightful beauty.

Interiors, too, are new! They're smartly tailored in a wide variety of new fabrics and vinyls. And

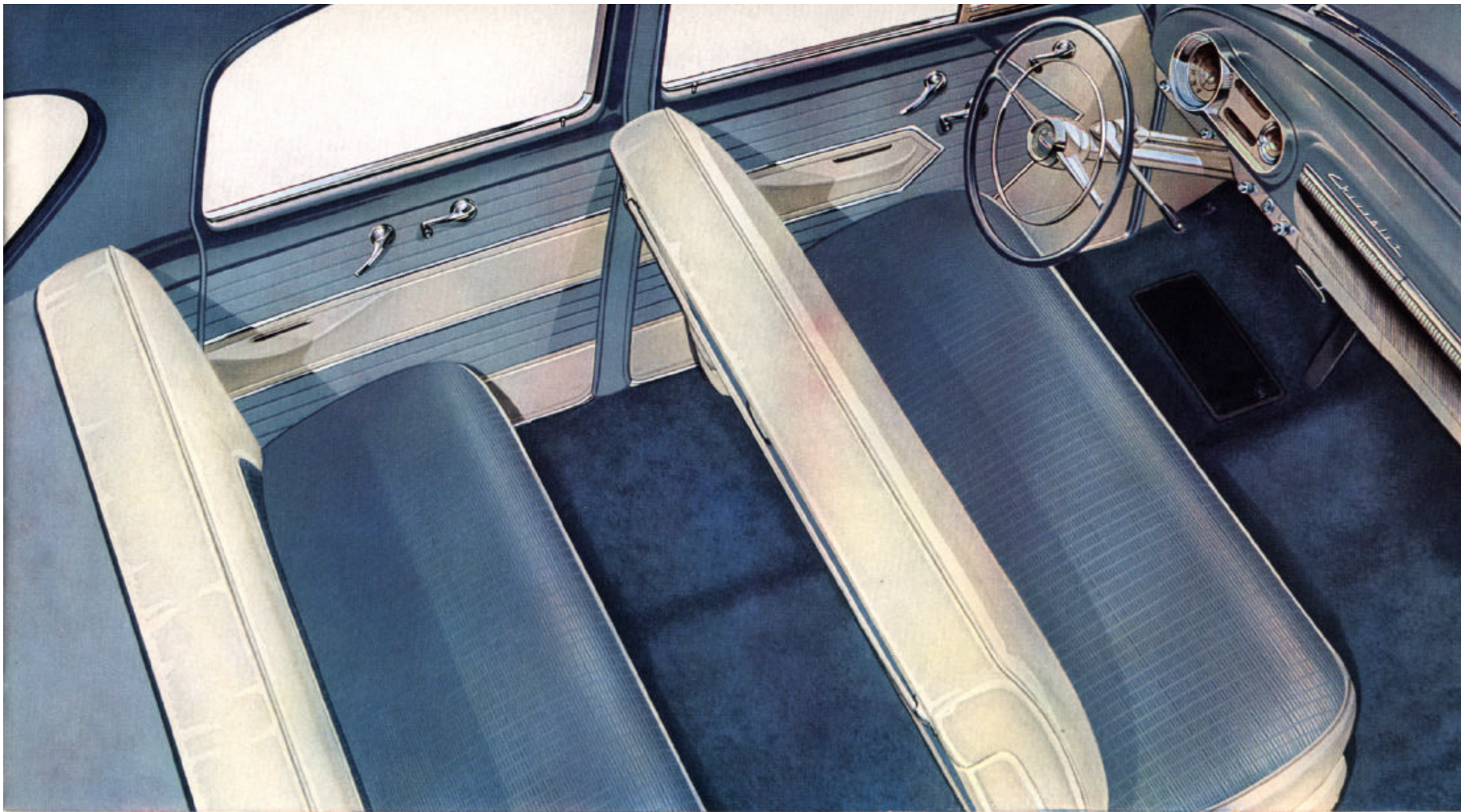
even the smallest details are color-keyed to harmonize with a wide selection of new "fashion fiesta" exterior colors.

But that's only part of the story. There's big news under the hood—new power and performance . . . new engine quietness and smoothness plus truly outstanding economy. And you'll find much more that's new awaiting you in the beautiful 1954 Chevrolet!



The handsome 1954 Chevrolet hood emblem is typical of the new beauty to be found everywhere you look.

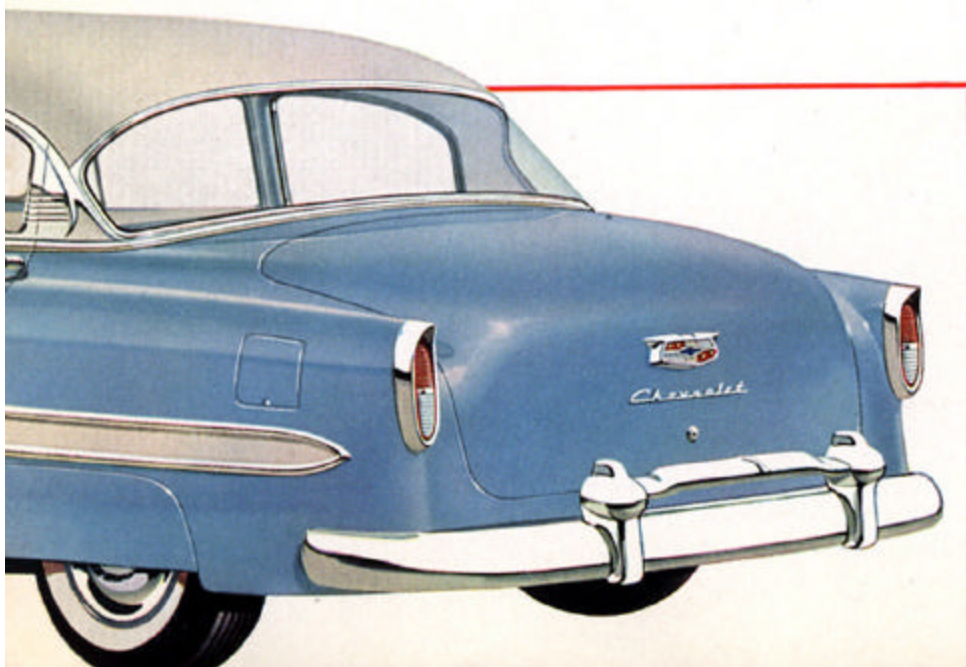
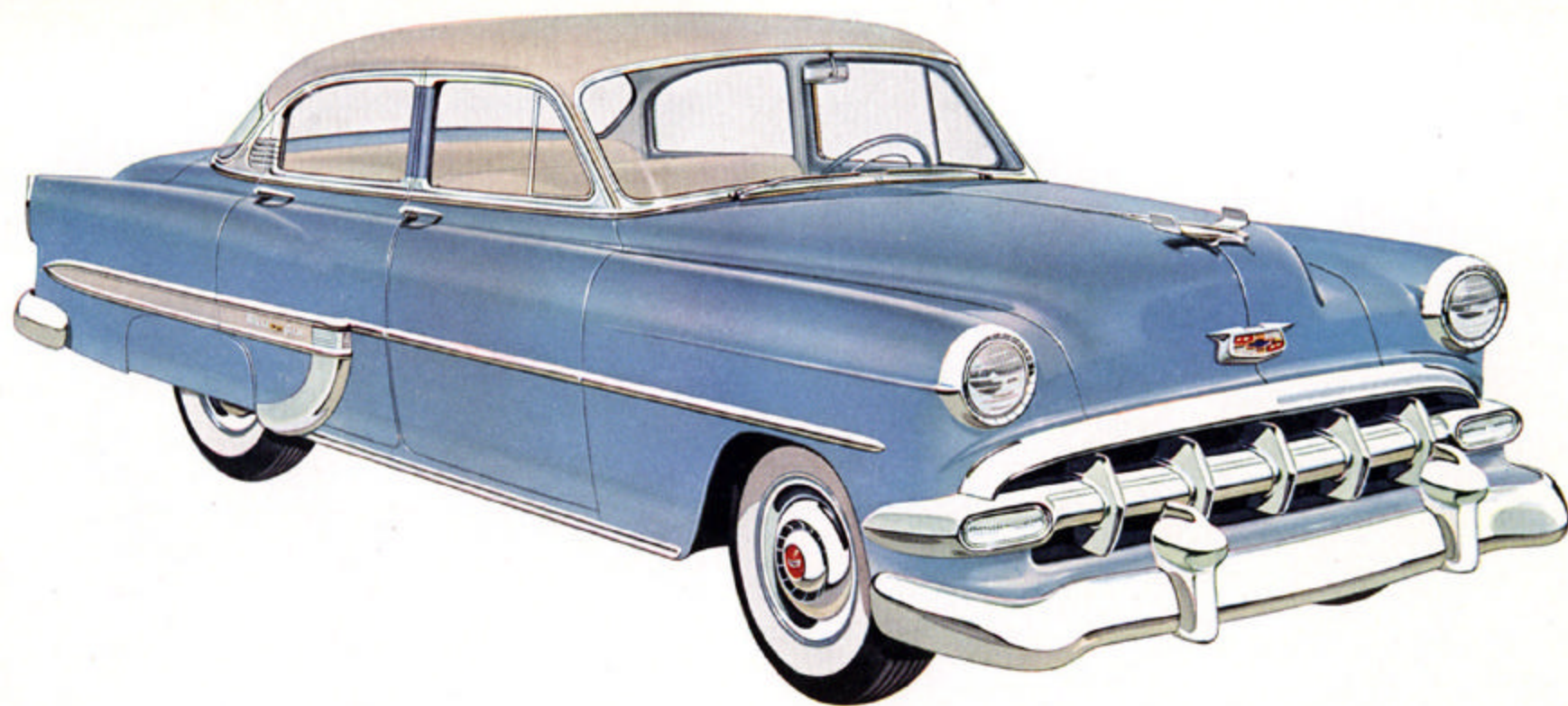




## The Bel Air 4-Door Interior

Here's luxury you'd expect to find only in America's costliest cars. Newly styled two-tone upholstery in beautiful new fabrics of finest quality harmonize with the exterior color of your choice. And this color scheme is carried out in even the smallest interior details. New built-in arm rests add the final touch of elegance.



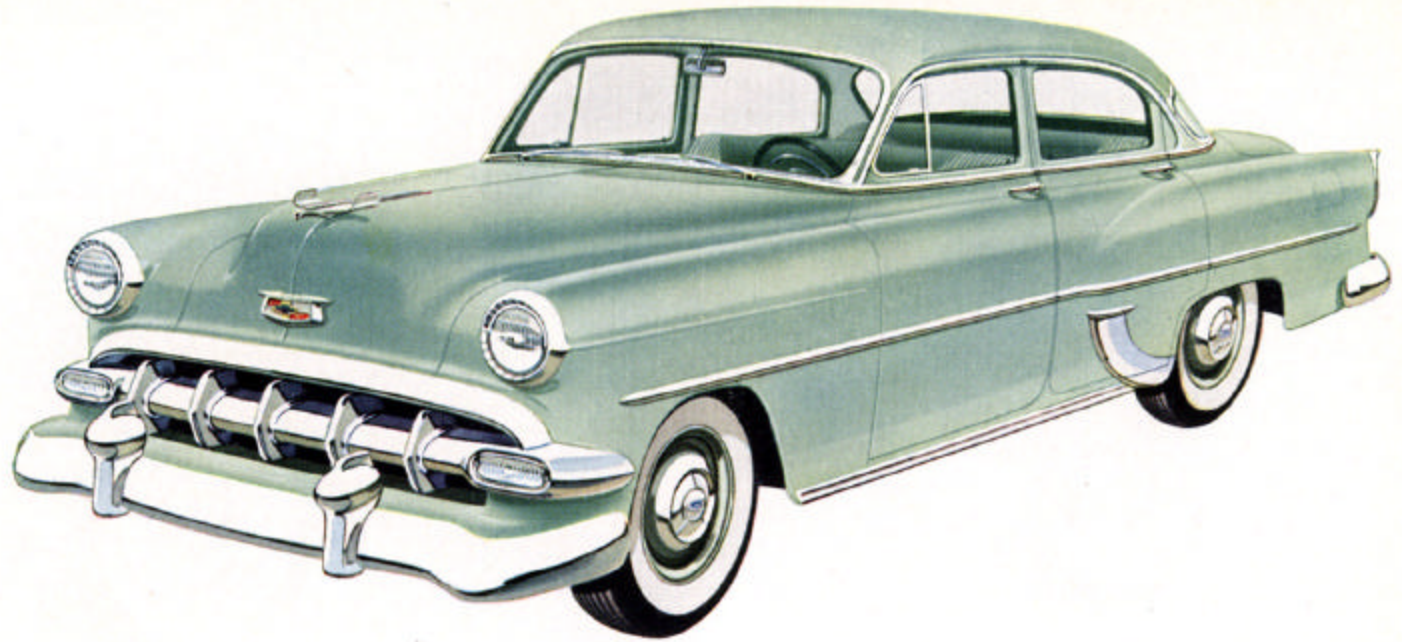


## The Bel Air 4-Door Sedan

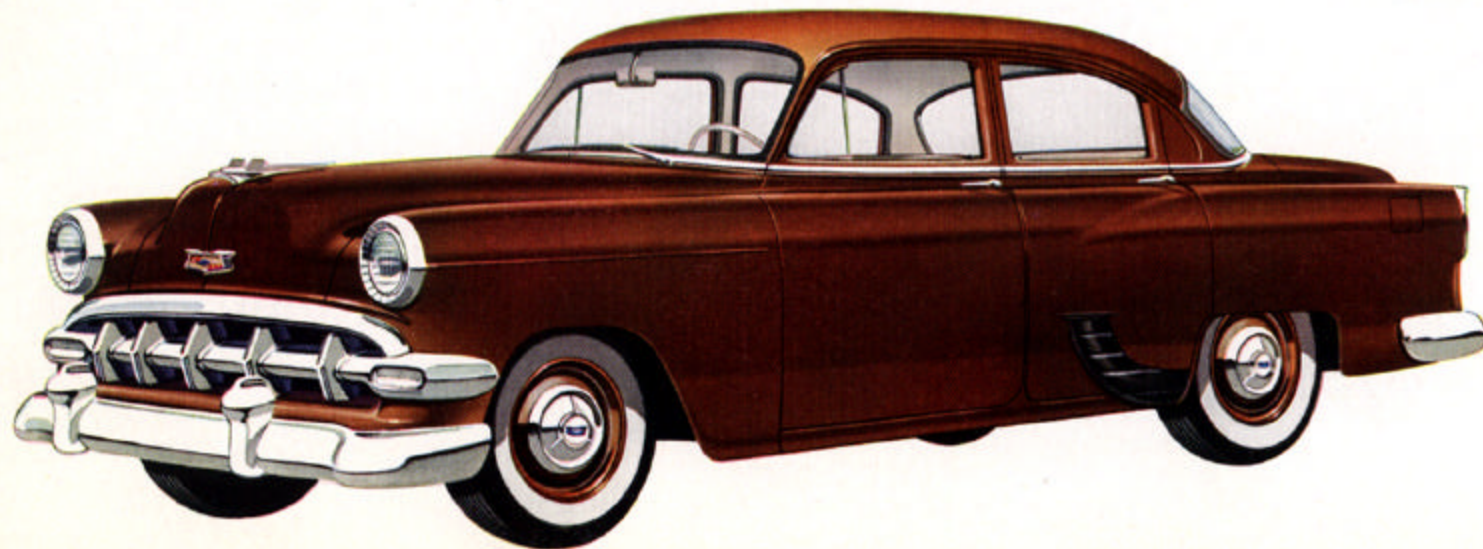
Far and away the most distinctive and beautiful 4-door sedan in the low-price field. Note the smart new front- and rear-end styling . . . the one-piece curved windshield . . . the huge panoramic rear window. The striking new wheel covers are standard equipment on all Bel Air models.



A sleek and sweeping beauty—  
and an ideal family car. There's  
room for six with room to  
spare in the beautiful Body by  
Fisher. Interiors are smartly  
appointed and color-keyed to the  
exterior finish of your choice.

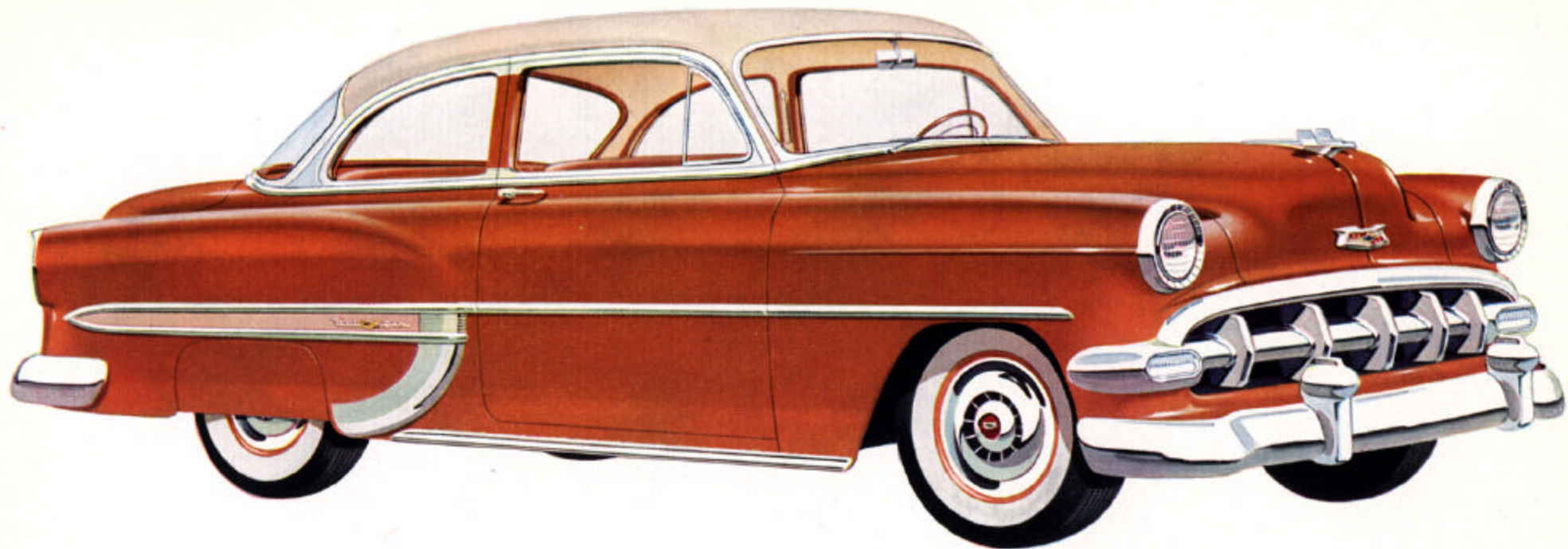


△ The "Two-Ten" 4-Door Sedan  
The "One-Fifty" 4-Door Sedan ▽



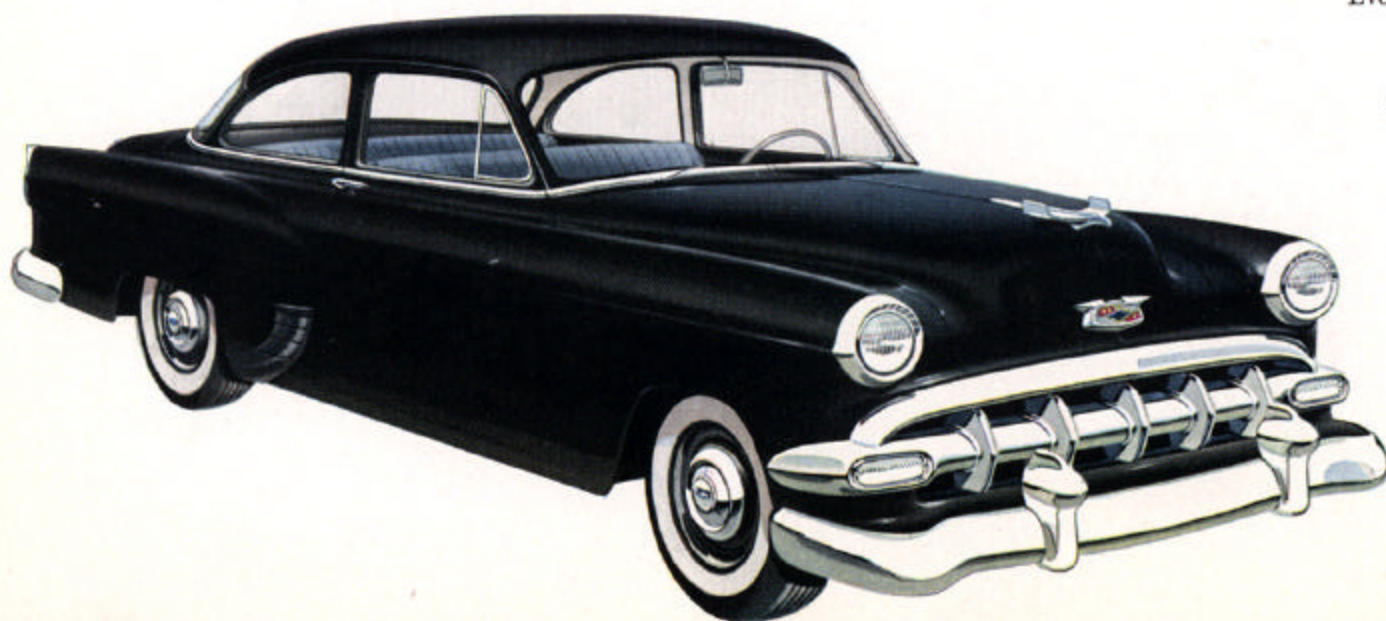
Beautiful Chevrolet styling and  
solid Chevrolet value are yours  
in this thrifty "One-Fifty"  
model. You'll be surprised and  
delighted at the many fine-car  
features offered in Chevrolet's  
lowest priced four-door sedan.





△ The Bel Air 2-Door Sedan

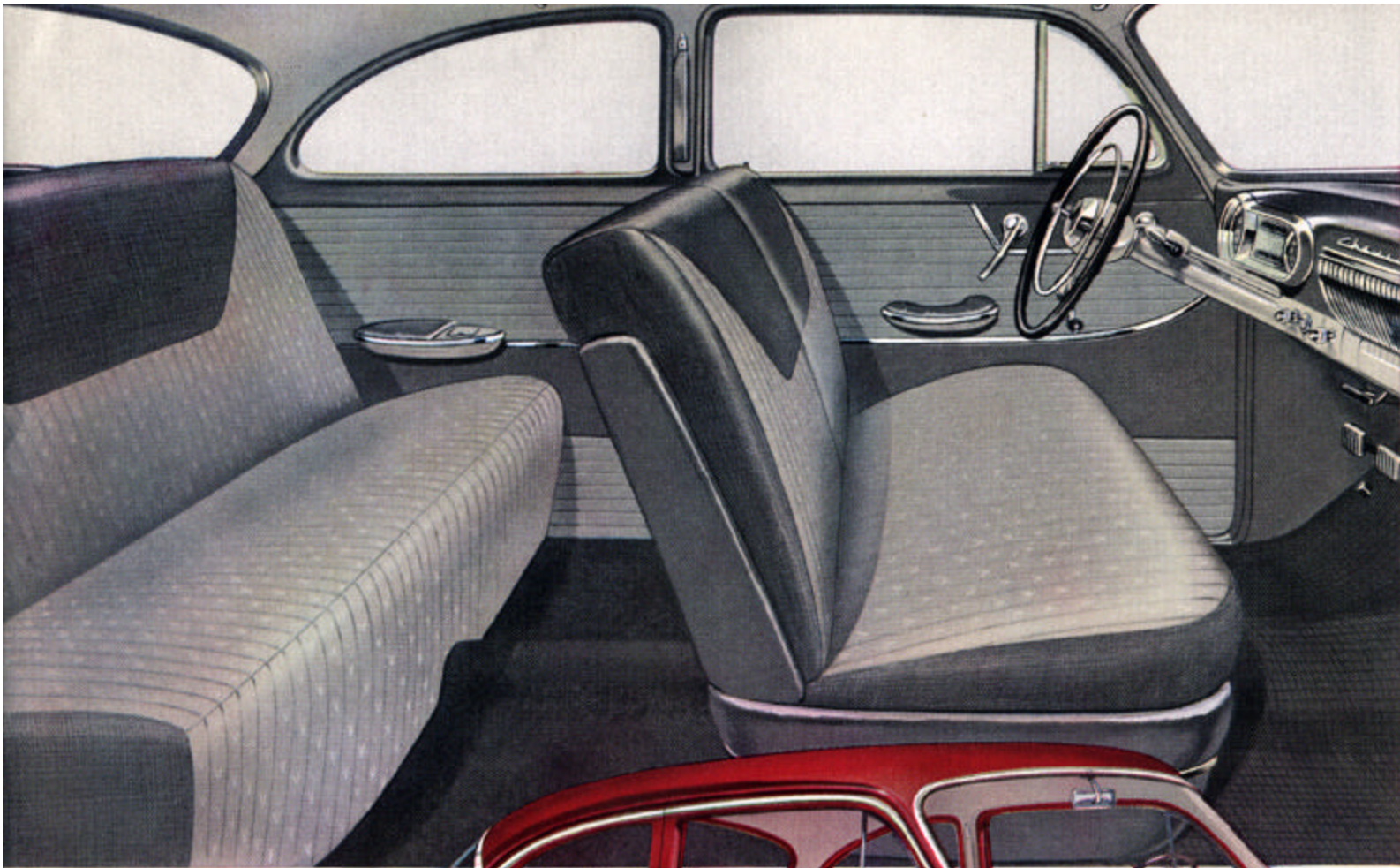
Every detail of styling, each luxurious appointment marks this Bel Air 2-Door Sedan as a truly fine car. As in all Bel Air models, the interior is beautifully fashioned in the finest fabrics and color-keyed to a wide choice of exterior colors.



◁ The "One-Fifty"  
2-Door Sedan

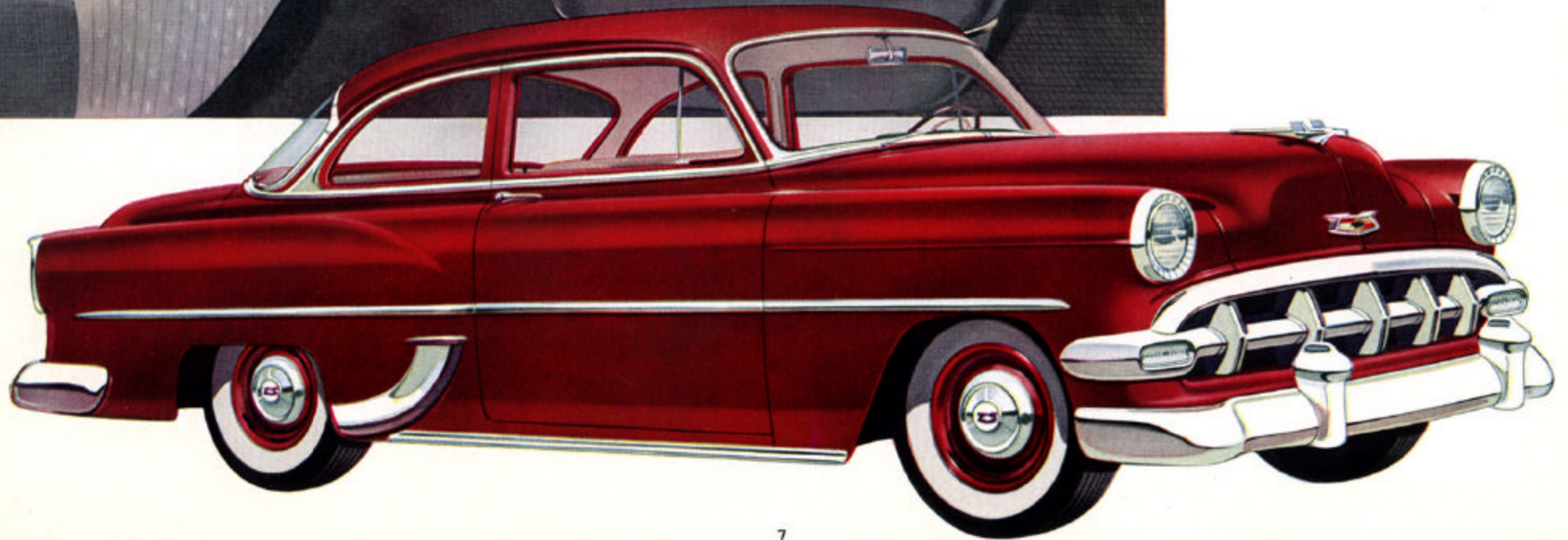
Just the answer for those who want sparkling beauty and roomy comfort at lowest cost. For this handsome 1954 Chevrolet "One-Fifty" 2-Door Sedan offers an extra measure of *both*. Interiors are smartly fashioned of durable materials . . . comfortably appointed.



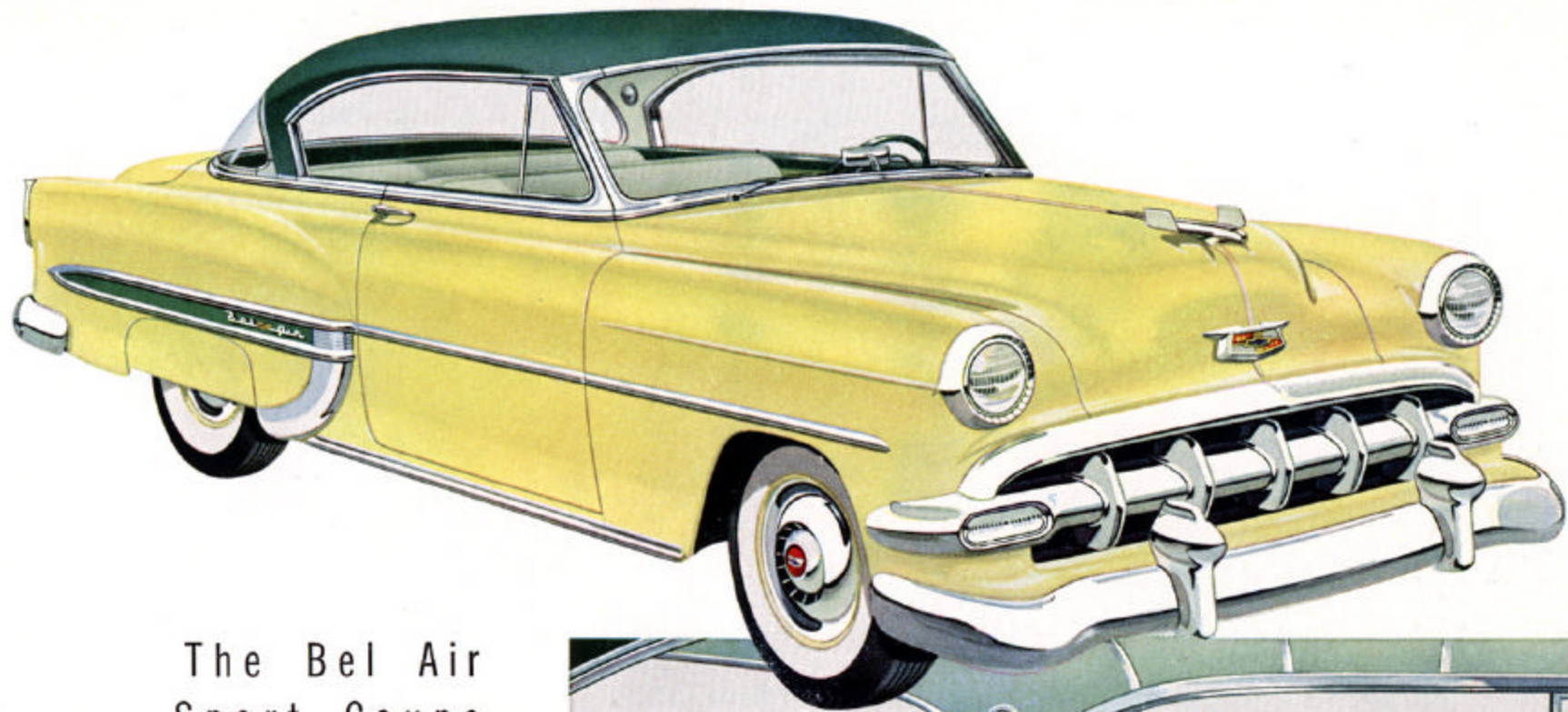


## The "Two-Ten" 2-Door Sedan

The bright, new beauty and low, graceful lines of the "Two-Ten" 2-Door Sedan are matched by its striking new interior. Sidewalls of smart, durable vinyl are combined with new two-tone seat fabrics to bring you richness and comfort that lasts and lasts. Offered in four different and distinctive interior color schemes to complement a wide range of new exterior colors.

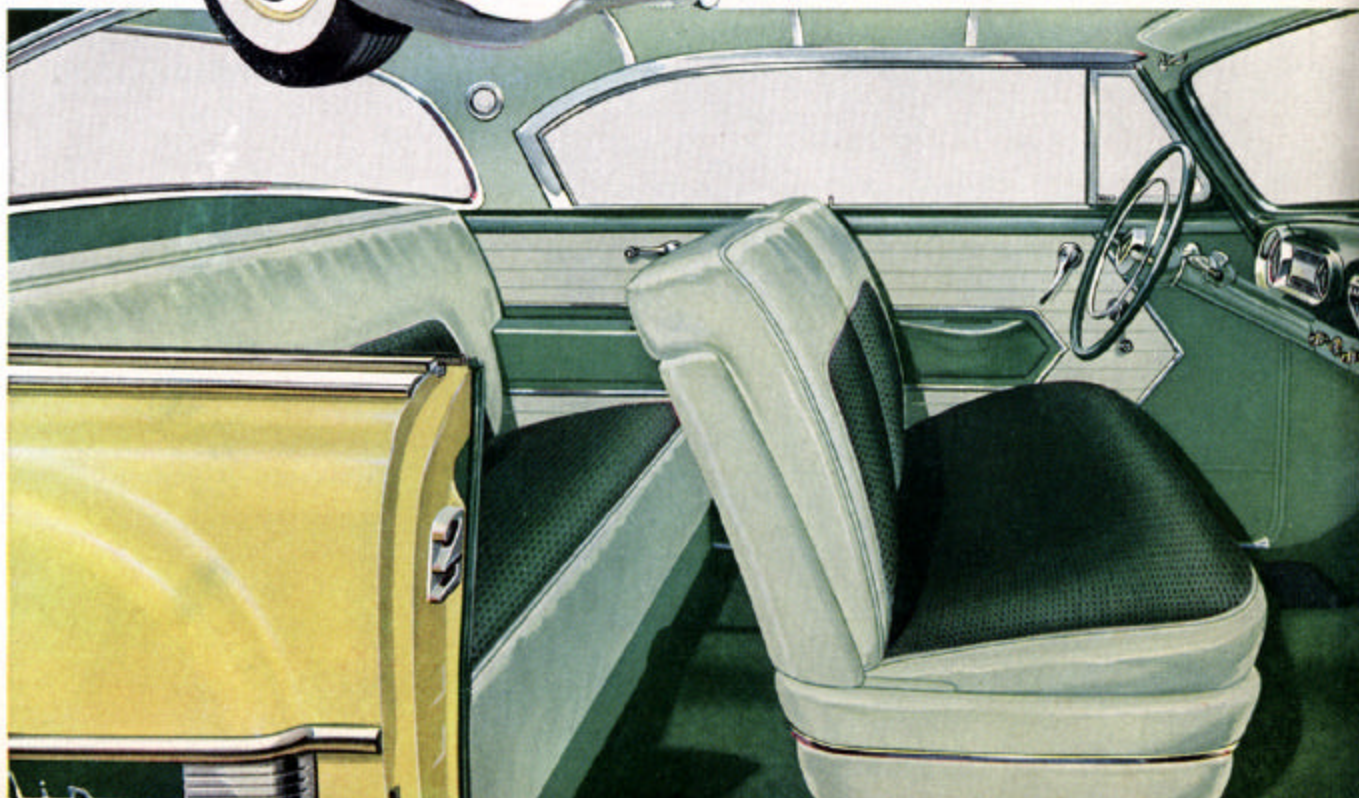






## The Bel Air Sport Coupe

It's lively, lovely and luxurious—more beautiful than ever both inside and out! Smart new fabrics and vinyls are combined in the dashing two-tone interior. And it's color-keyed, of course, to harmonize completely with any of the sparkling "fashion fiesta" exterior colors you select. Here's real sports-car flair with all the snug and solid comfort of a sedan.

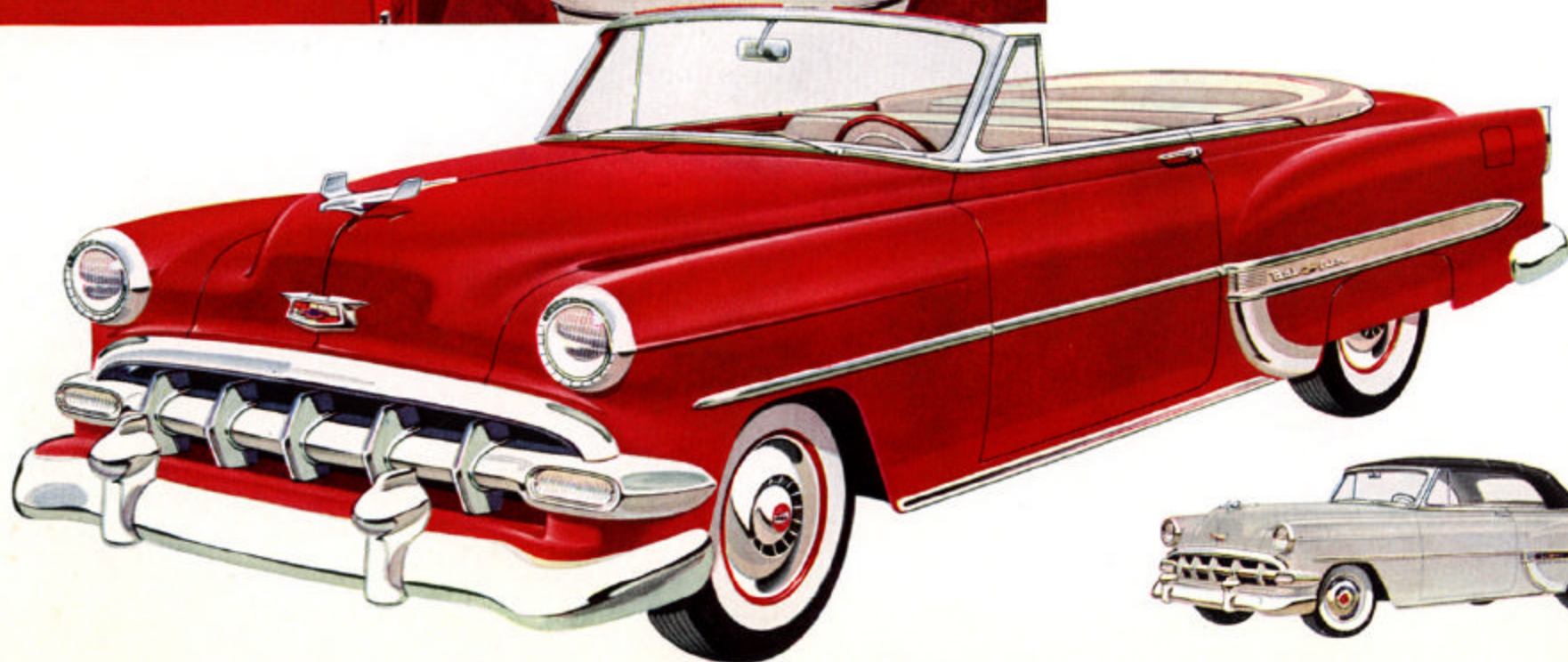






## The Bel Air Convertible

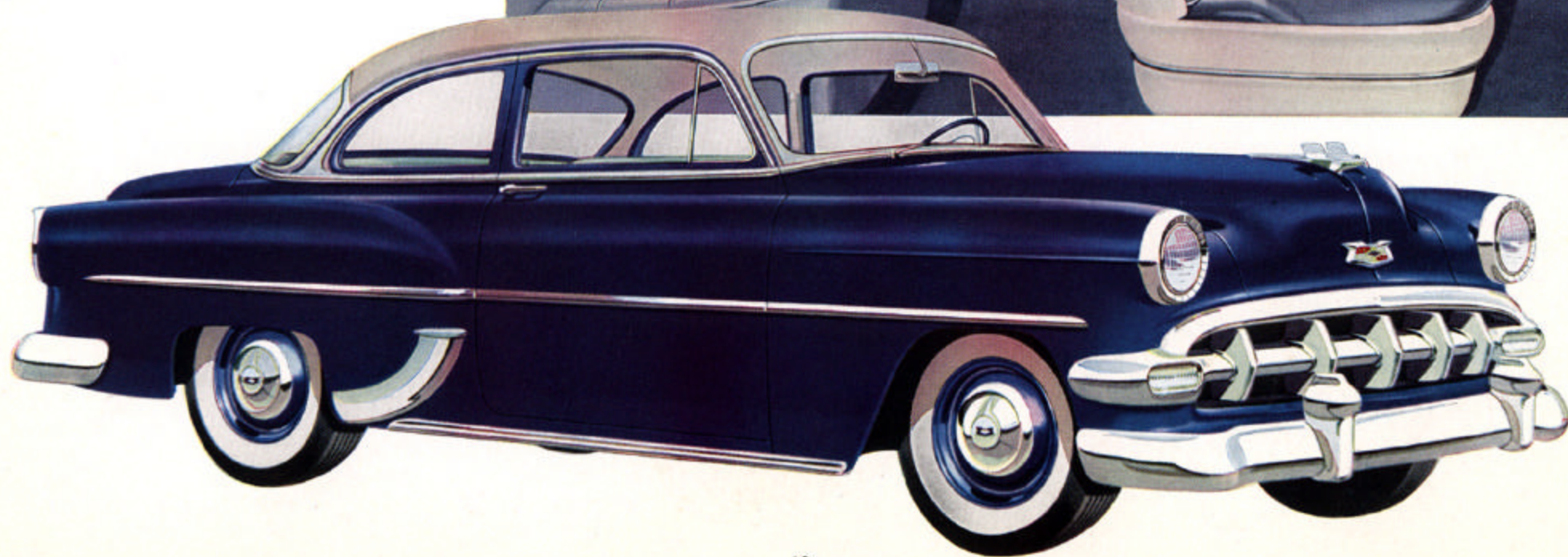
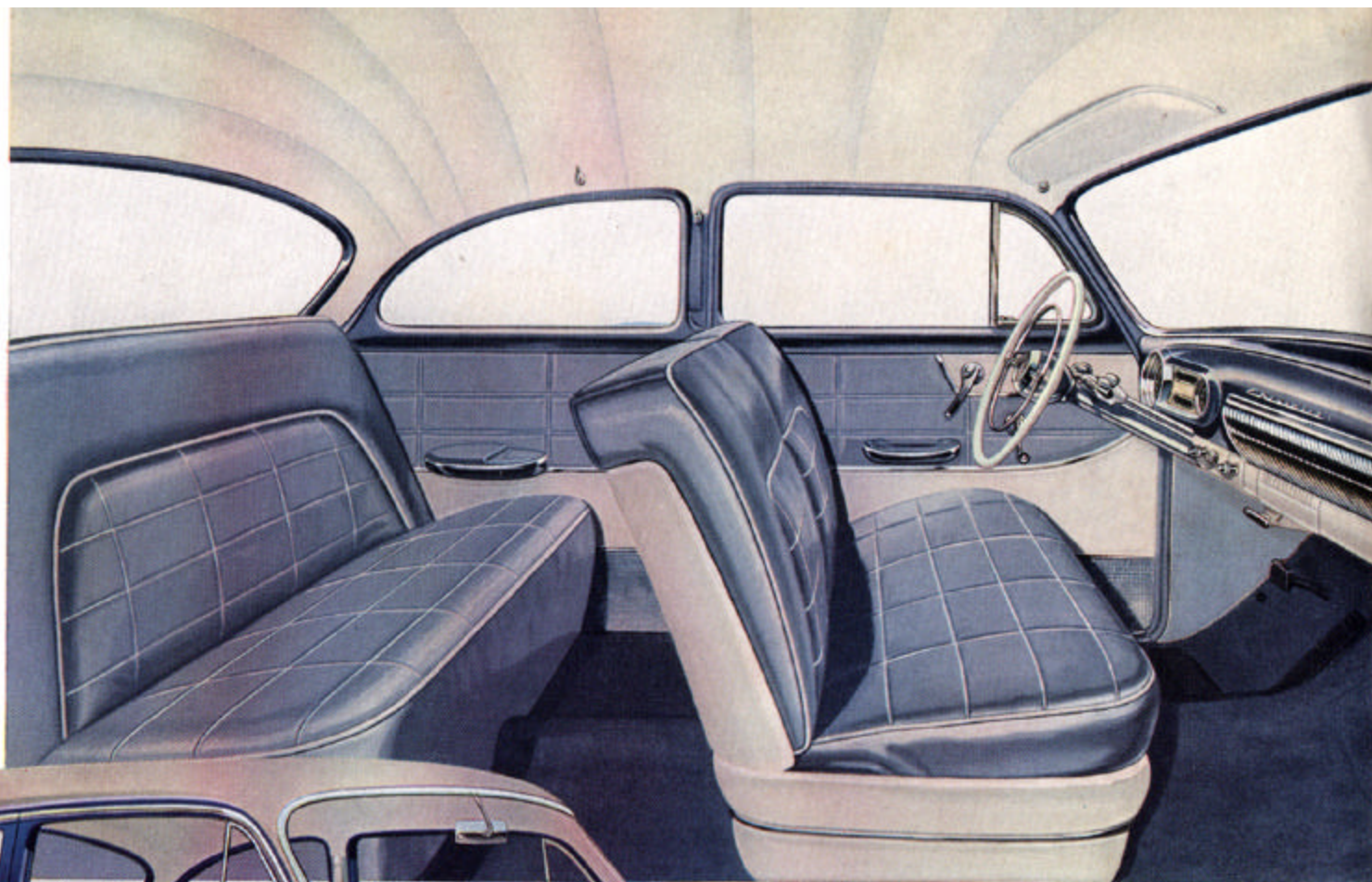
Styled with a youthful, carefree spirit, and luxuriously appointed, the beautiful Bel Air Convertible invites you to take the wheel and drive for the sheer pleasure of it. Interiors are crafted in smart, long-wearing vinyls. Every detail is color-keyed to complement the exterior finish you select. The top, which is controlled by the touch of a button, is also offered in a wide range of harmonizing colors.



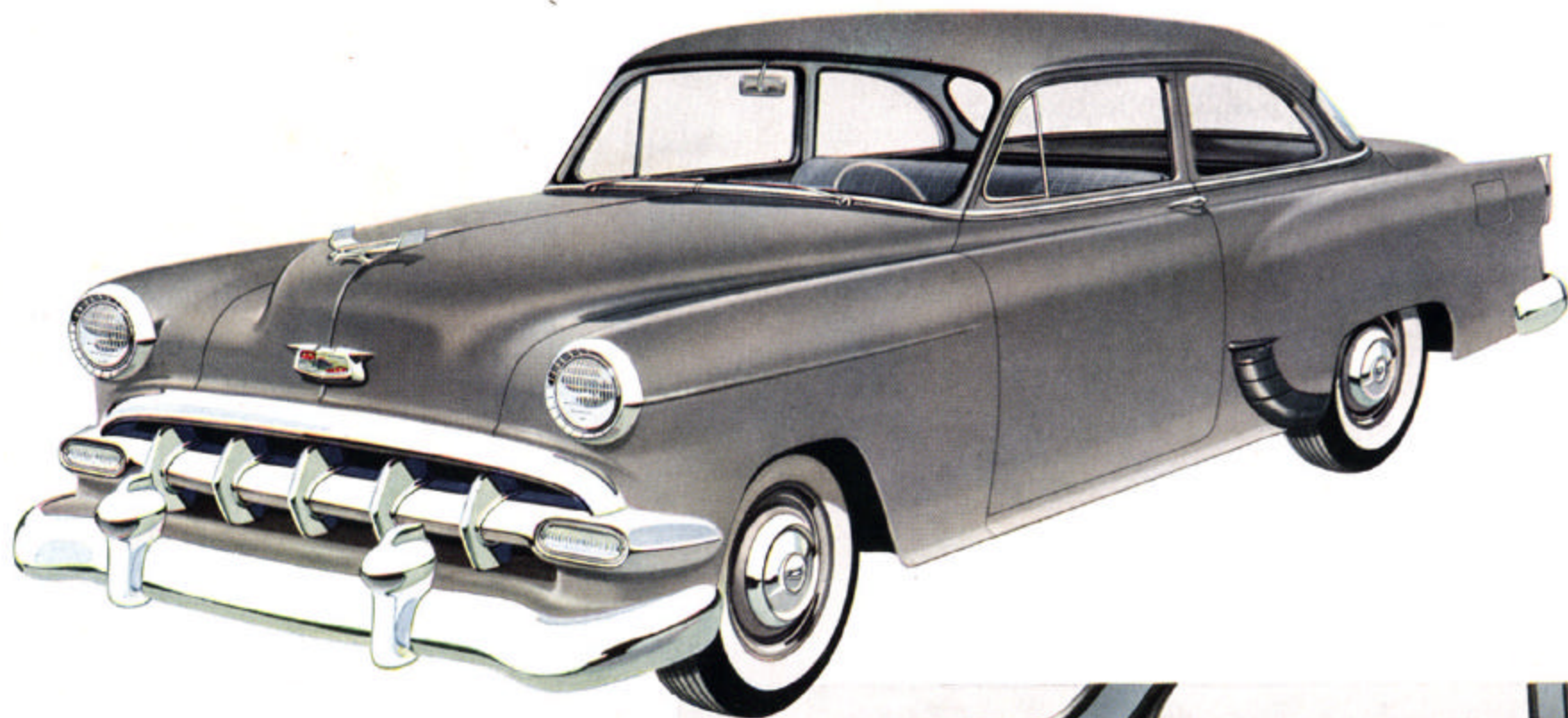


## The "Two-Ten" Club Coupe

Here's a brand-new Chevrolet sport model that combines the beauty and roominess of a 2-door sedan with coupe smartness. The gay, color-harmonized interior is distinctively tailored. And it's as practical as it is beautiful. The all-vinyl seats and sidewalls stay new looking . . . wash clean in a jiffy. You'll enjoy extra knee room between front and rear seats, as well as extra interior beauty in the dashing "Two-Ten" Club Coupe.







## The "One-Fifty" Utility Sedan

Here's another brand-new Chevrolet model for 1954!

Extra load space is the outstanding advantage offered by the smart, thrifty "One-Fifty" Utility Sedan.

The entire rear compartment of this three-passenger model is devoted to cargo space. The perfect answer for salesmen, businessmen, farmers—in fact, for anyone who needs a dual-purpose car.

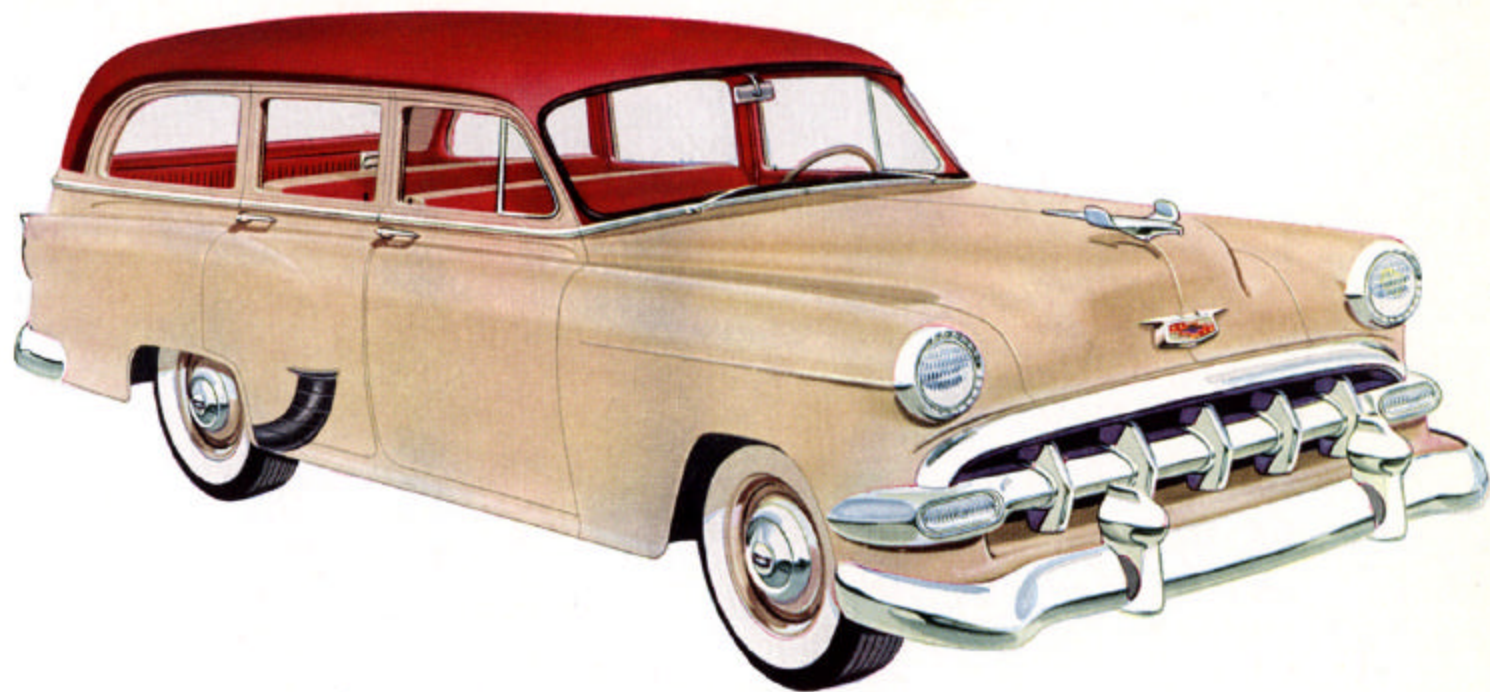
The raised rear floor makes loading and unloading easy.





## The "One-Fifty" Handyman

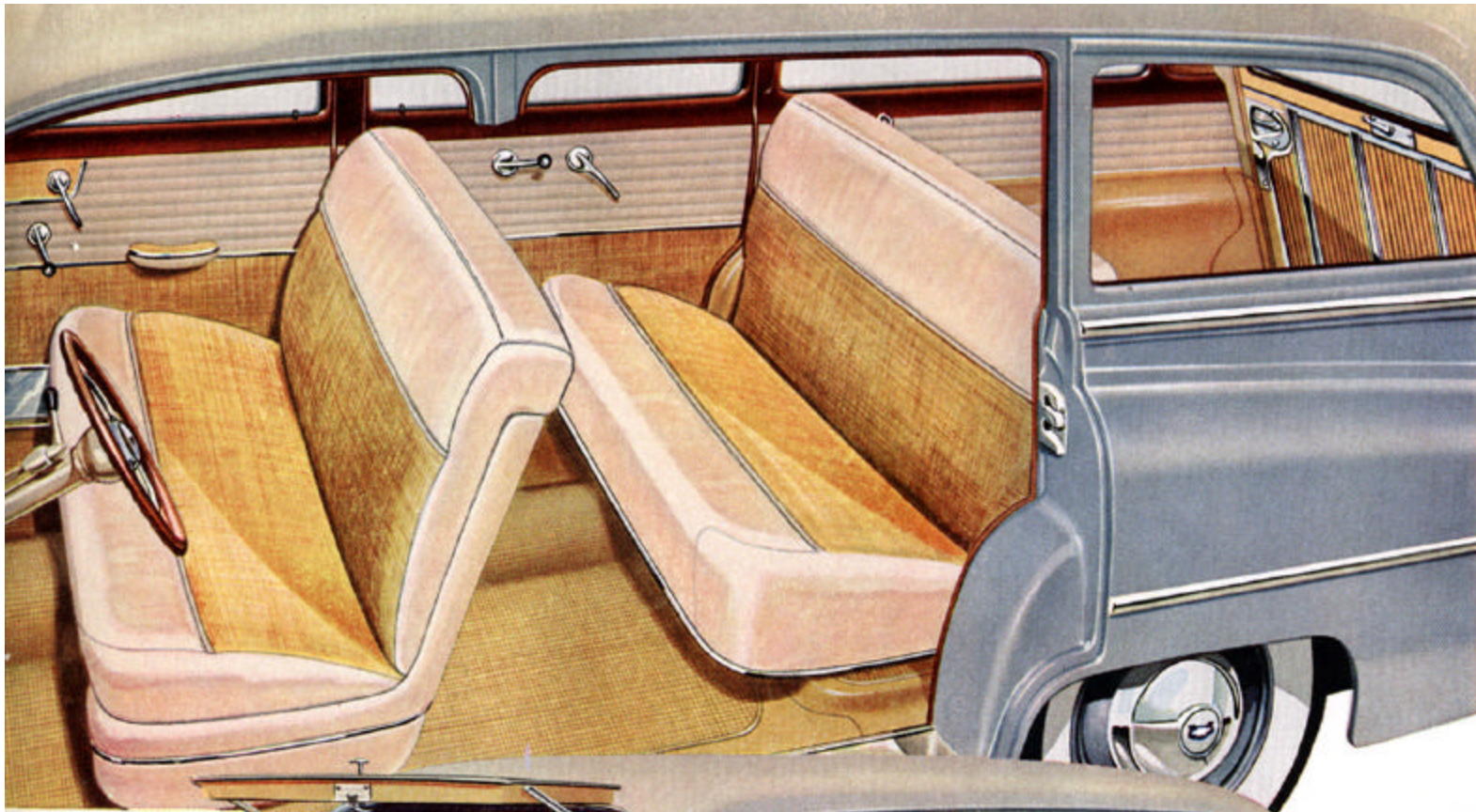
Outstanding beauty and utility are yours in Chevrolet's lowest priced station wagon. The six-passenger, all-steel body has four doors for extra convenience. And the rear seat folds flat to give you a wide, level floor for extra cargo.



## ◁ The Bel Air Townsman

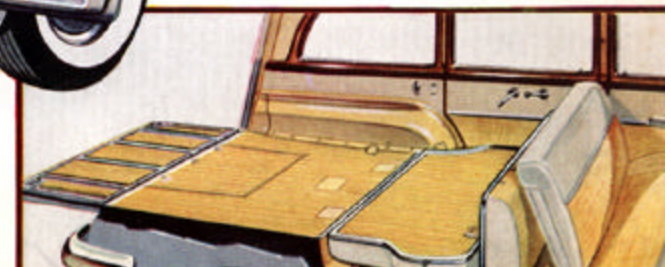
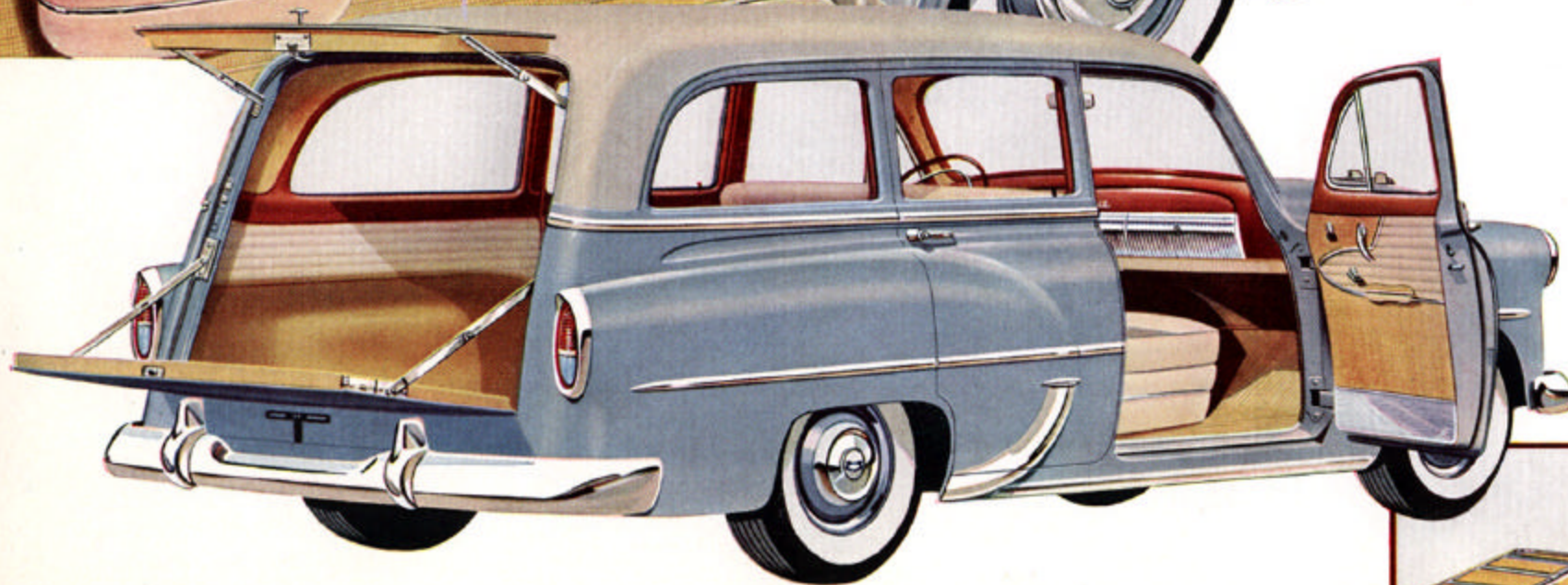
This beautiful new addition to the Chevrolet Bel Air series accommodates eight passengers in roomy comfort—with plenty of load space besides. The two rear seats can easily be removed for additional cargo capacity. All steel body with beautiful simulated wood grain trim, color-keyed interior.





## The "Two-Ten" Handyman

It's more handsome than ever for 1954! Beautiful, durable interiors are upholstered in long-wearing vinyls of contrasting colors and textures. There's comfortable seating for six with four-door convenience. With the rear seat folded, as shown below, and the tail gate down, there's a wide cargo space over eight feet in length. Offered in a variety of colors with harmonizing two-tone interiors.





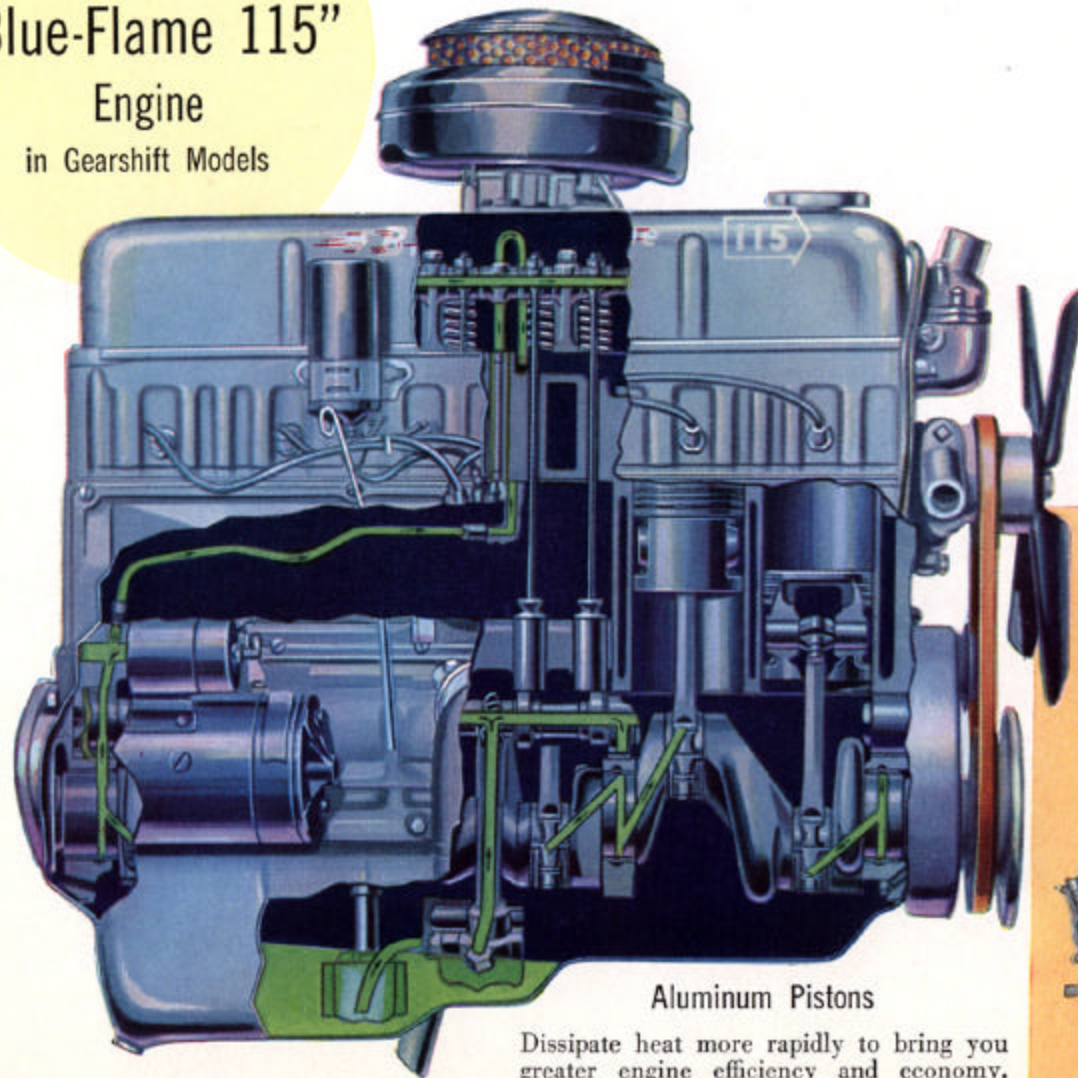
# NEW POWER...FINER PERFORMANCE...OUTSTANDING

NEW POWER

“Blue-Flame 115”

Engine

in Gearshift Models



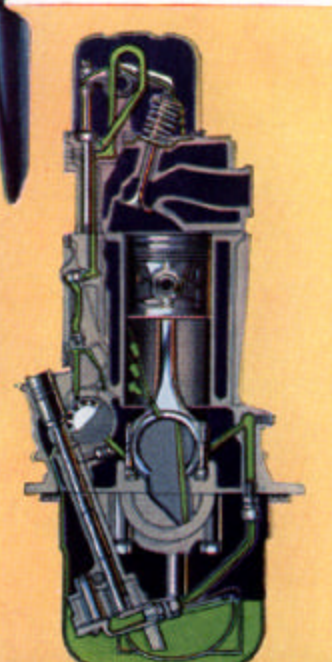
Aluminum Pistons

Dissipate heat more rapidly to bring you greater engine efficiency and economy. Also, their light weight lessens bearing loads . . . reduces bearing wear.

The new 1954 Chevrolet brings you the important benefits of two greatly advanced valve-in-head engines.

The mighty “Blue-Flame 125” engine teamed with Powerglide is the most powerful engine in Chevrolet history! In gearshift models, the spirited “Blue-Flame 115” engine also offers you greatly increased horsepower.

Both of these advanced engines bring you outstanding performance and economy with a high-compression ratio of 7.5 to 1. Both offer wonderful new quietness. A new 30-inch muffler hushes engine sounds to a whisper. And both are built to provide even greater smoothness . . . even longer life than the famed Chevrolet valve-in-head engines of the past.



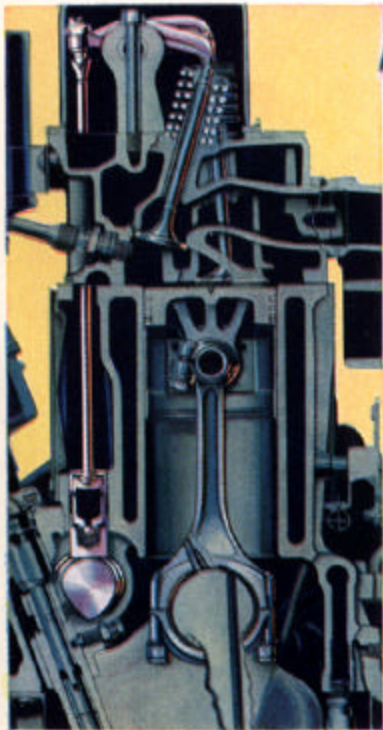
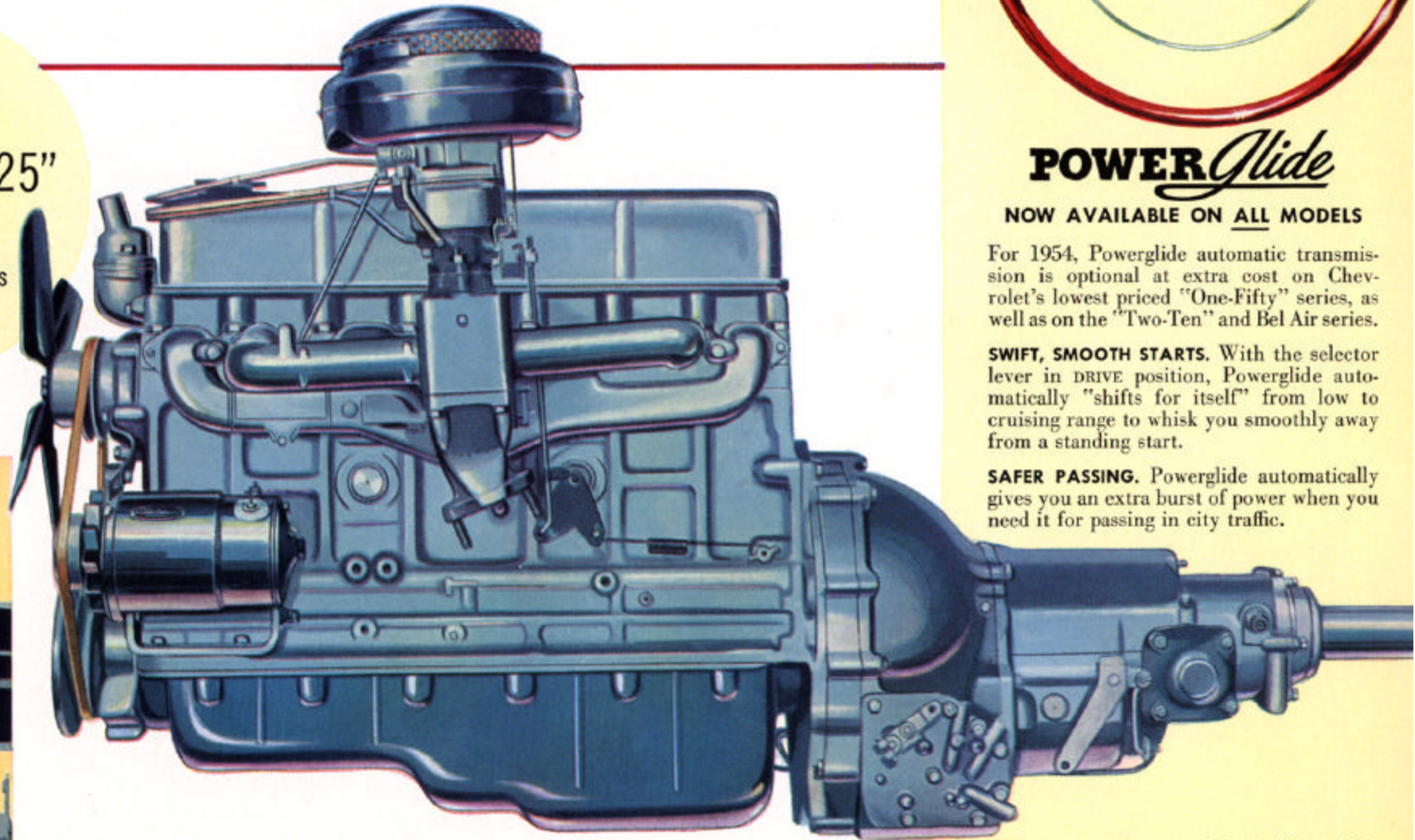
## Full Pressure Lubrication

Full pressure lubrication guards against wear at every vital point in both the 1954 Chevrolet “Blue-Flame” engines. Oil under controlled pressure is supplied to all crankshaft and camshaft bearings, valve mechanism and timing gear. Cylinder walls and wrist pins are lubricated by pressure mist.



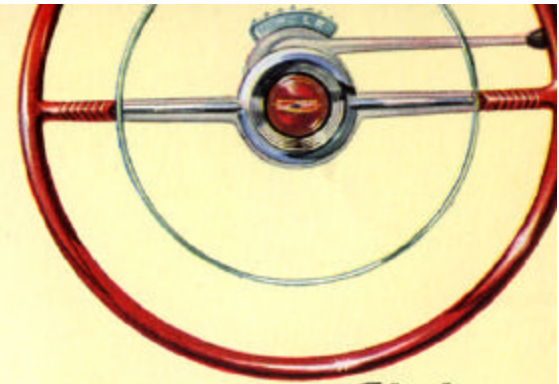
# ECONOMY in Chevrolet for '54

NEW POWER  
•  
"Blue-Flame 125"  
Engine  
in Powerglide Models



## Hi-Lift Cams and Hydraulic Valve Lifters

New Hi-Lift cams permit better combustion chamber "breathing" for increased efficiency, greater power in the mighty "Blue-Flame 125" engine. Hydraulic valve lifters contribute to engine quietness, eliminate the need for periodic valve adjustment.



## POWER *Gl*ide

NOW AVAILABLE ON ALL MODELS

For 1954, Powerglide automatic transmission is optional at extra cost on Chevrolet's lowest priced "One-Fifty" series, as well as on the "Two-Ten" and Bel Air series.

**SWIFT, SMOOTH STARTS.** With the selector lever in DRIVE position, Powerglide automatically "shifts for itself" from low to cruising range to whisk you smoothly away from a standing start.

**SAFER PASSING.** Powerglide automatically gives you an extra burst of power when you need it for passing in city traffic.

**ROCK OUT OF TROUBLE.** On the Powerglide selector quadrant, LOW and REVERSE are located adjacently. This makes it extra easy to rock out of sand, mud, loose gravel.

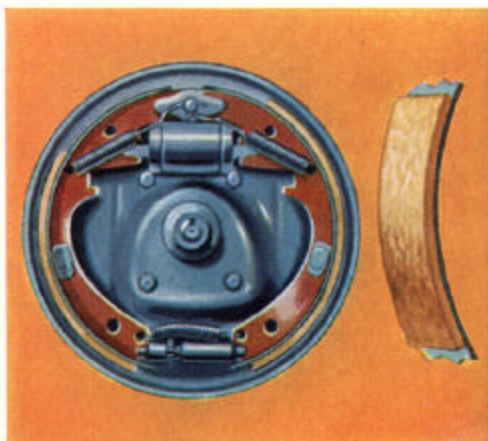
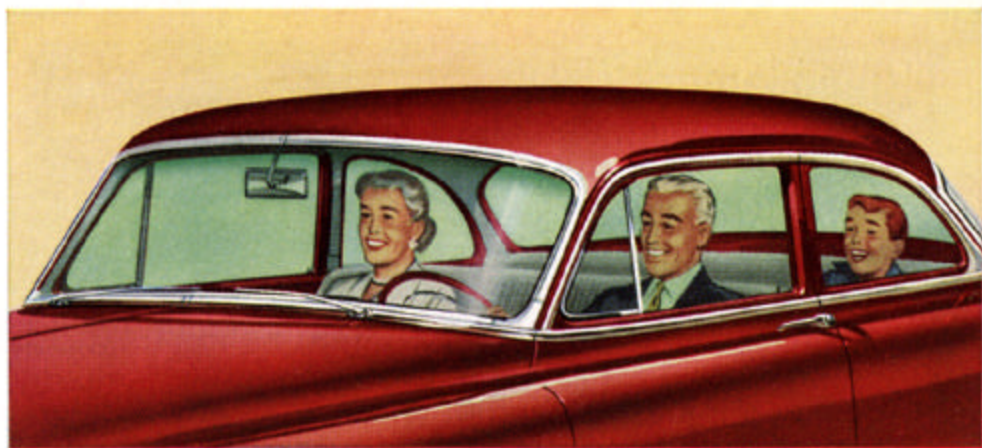
**PUSH-PROOF PARKING.** With the Powerglide selector lever in PARK position, your car can't be pushed . . . won't roll even on the steepest hill.



# SO MANY THINGS TO MAKE YOUR DRIVING EASIER

## E-Z-Eye Safety Plate Glass

Once you drive with E-Z-Eye Safety Plate Glass, you'll never want to be without it again. The gentle green tint reduces heat and glare from the sun . . . softens piercing headlight beams. The distinctive shaded green band at the top of the windshield gives additional protection where it's needed most. E-Z-Eye Safety Plate glass is optional on all models at extra cost. Both E-Z-Eye and standard windshield and windows are of safety *plate* glass in all Chevrolet sedans and coupes for clearer visibility all around.



## Extra-large Brakes

Chevrolet's extra large brake drums are a full 11 inches in diameter. This means you get faster stops with less pedal effort. And the brake lining is bonded—not riveted—to shoes for longer life.



## Key-turn Starting

Just turn the key to the right and the engine starts. Release, and it automatically returns to IGNITION ON position. Two other key positions permit you to leave the ignition either locked or unlocked when off.



## Water-resistant Ignition

Special spark plug caps and heavily insulated cables help to assure quick wet-weather starting. Both the distributor and the coil are located high at the side of the engine, well protected from wheel splash.

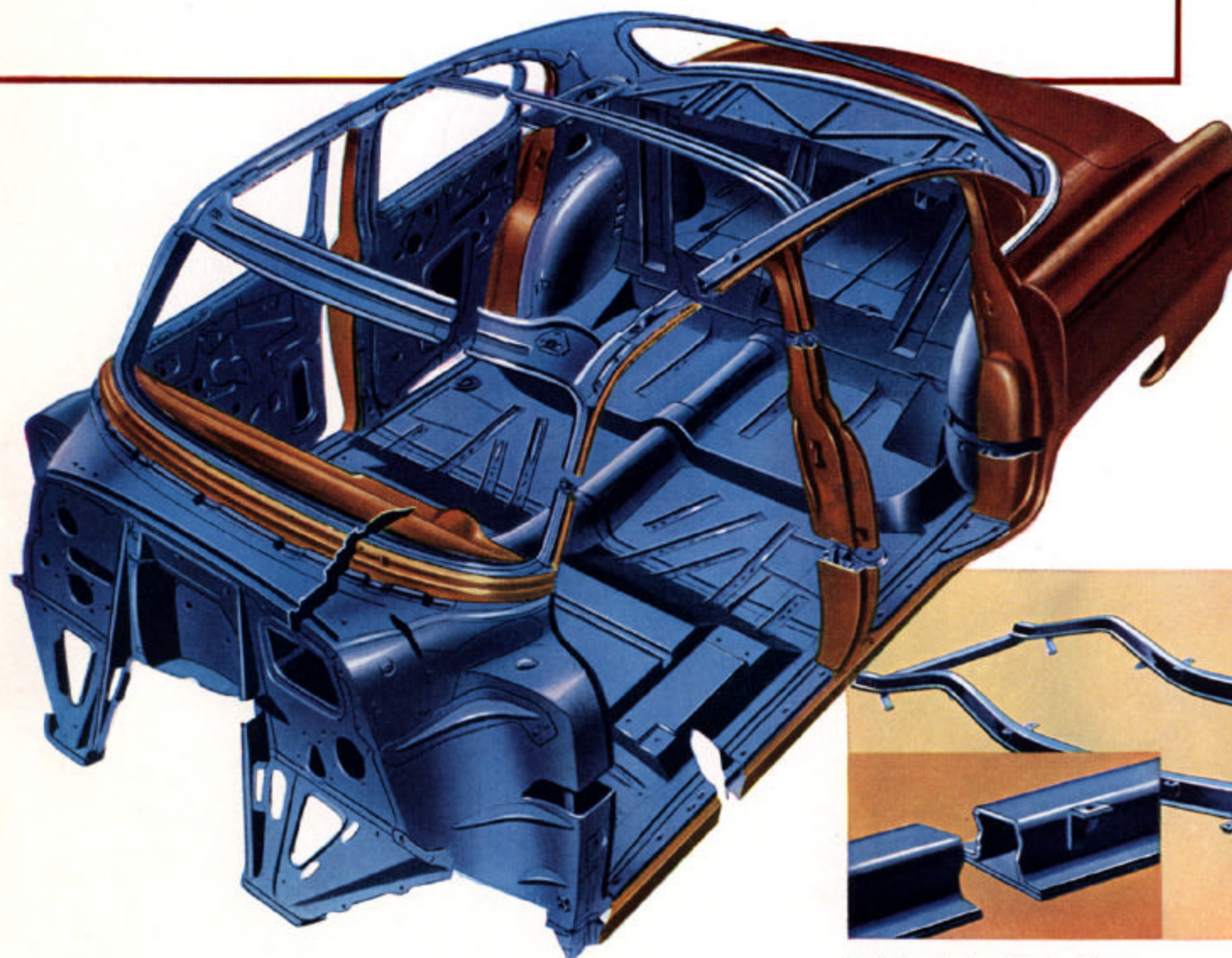


## Convenient Luggage Compartment

The counterbalanced rear deck lid opens at the turn of a key and the touch of your finger. And the luggage compartment sill is almost flush with the floor to make loading and unloading easier.

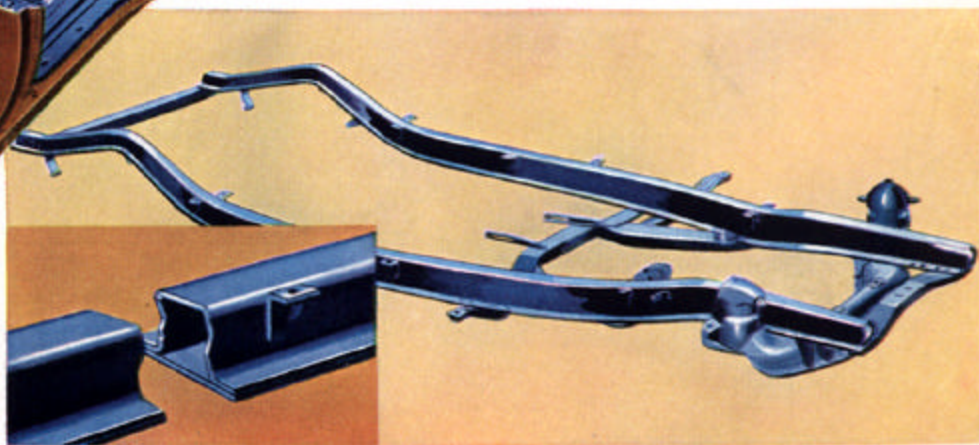


# AND SAFER



## Strong, Sturdy Unisteel Body by Fisher

Chevrolet alone in the low-price field offers the extra comfort and beauty . . . the extra strength and durability of Body by Fisher. Some of the advanced-construction features of this rugged all-steel body are its sturdy center roof bow, husky hinge pillars and body sills, heavy roof rails and welded-in instrument panel. These and many other hidden features contribute to greater protection for passengers and longer body life—Fisher Body advantages which Chevrolet shares with many of America's highest priced cars.



## Full-length Box Girder Frame

Rugged, rigid box-section construction extends the full length of frame side members, providing maximum strength without adding unnecessary weight . . . another important example of Chevrolet's advanced engineering and design.



## NEW! AUTOMATIC WINDOW AND SEAT CONTROLS

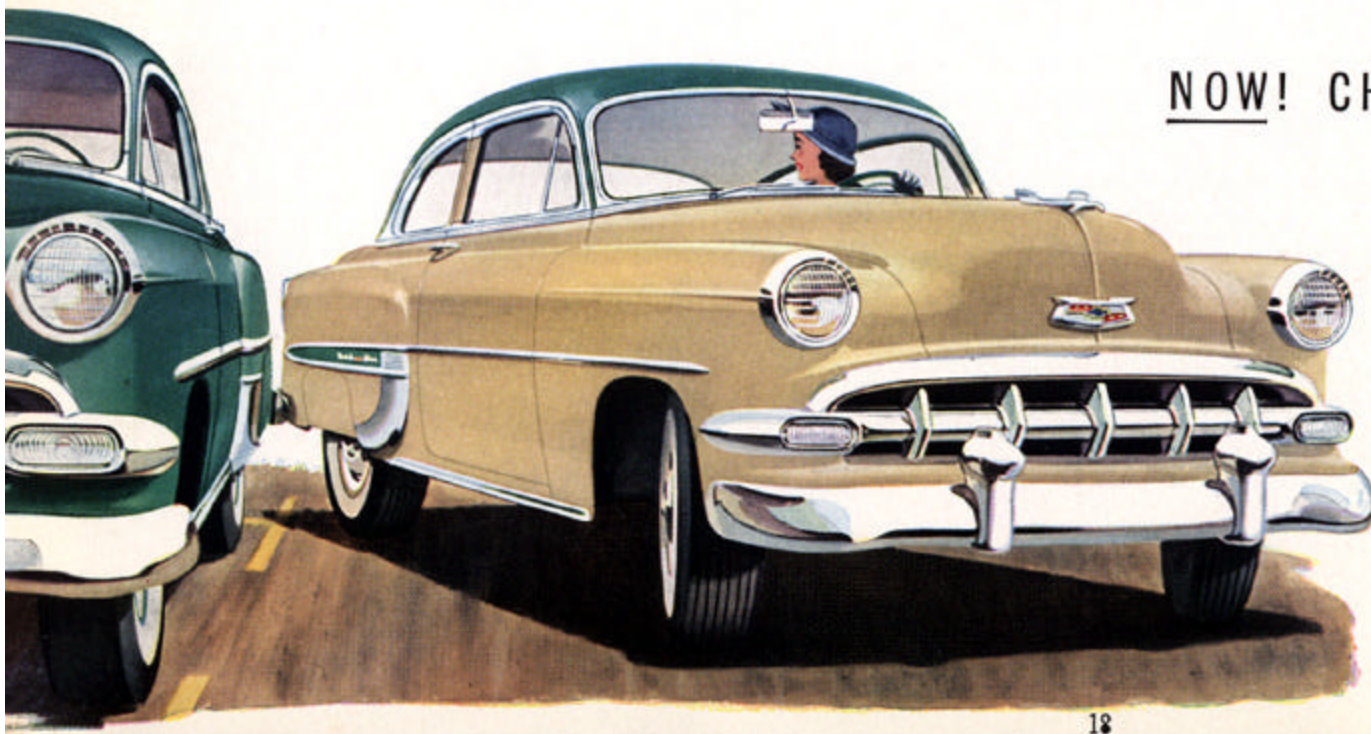
offer custom comfort and convenience

Here's finger-tip convenience formerly available only on much higher priced cars. A touch of a button automatically raises and lowers front-door windows. Another button controls automatic front seat adjustment. Electric power does all the work for you, smoothly and silently adjusting the windows and positioning the seat exactly to your liking. Window controls are located conveniently on both front doors. Two buttons on the left-hand door permit the driver to control the windows on both sides. A single button on the right-hand door raises and lowers the window on that side. The automatic seat control is located at the side of the seat cushion within easy reach of the driver. Optional on Bel Air and "Two-Ten" models at extra cost.



AUTOMATIC SEAT ADJUSTMENT

AUTOMATIC WINDOW CONTROL



## NOW! CHEVROLET POWER STEERING AT A NEW, LOW PRICE

Now it costs less than ever to enjoy the matchless handling ease offered by Chevrolet Power Steering. The price has been reduced for 1954! Chevrolet Power Steering lets you turn the wheel with the strength of one finger—even when the car is standing still. It makes parking easier than you ever imagined it could be! And it helps keep you on a straight course in spite of ruts, sand or even in the unlikely event of a blowout. Here, truly, is the last word in safer, easier driving. Optional on all models at extra cost.



# S P E C I F I C A T I O N S

Note that detail specifications of models equipped with "Blue-Flame 125" valve-in-head engine and Powerglide Automatic Transmission are described in box below.

## POWER PLANT

**Engine Type:** 6-cylinder, valve-in-head 235.5 cu. in. displacement. Bore x stroke,  $3\frac{1}{8}$  x  $3\frac{3}{8}$  in. Compression ratio, 7.5:1. Horsepower, 115 at 3700 rpm.

**Pistons:** Aluminum Alloy, controlled thermo expansion, offset pin. Surfaces treated with a wear resistant coating. Three rings, all above pin.

**Crankshaft:** Drop-forged steel. Counterbalanced. Rubber-floated harmonic balancer.

**Main Bearings:** Four, thin-wall babbit, precision interchangeable.

**Lubrication System:** Full pressure to main, connecting rod, camshaft bearings, and timing gears; metered pressure to valve mechanism, also oil is metered to cylinder walls and piston pins by a hole in connecting rod bearing boss.

**Fuel System:** Single throat, down-draft carburetor; concentric float bowl, vacuum fuel enrichment valve, enclosed accelerator pump with fuel-lubricated piston, automatic choke with fast-idle mechanism. Air cleaner. Thermostatic manifold heat control. Octane Selector. 16-gallon tank. Concealed filler in sedans and coupes.

**Cooling System:** By-pass type, with seven-pound pressure cap. Ribbed cellular radiator. Self-adjusting seal, and permanently lubricated water pump. Thermostatic heat control. Water jackets full-length around all cylinders. Capacity, 16 qts.

**Electrical System:** Automatic spark control. Sealed ignition coil. 14 mm spark plugs. High-output ventilated generator, with current and voltage regulator. 45-ampere generator.

**Clutch:** Ventilated, diaphragm spring type, with permanently lubricated ball throwout bearing.

**Transmission:** Three-speed Synchro-Mesh. Steering column gearshift. Gear ratios: Low and reverse, 2.94:1; intermediate, 1.68:1; high, 1:1.

**Power Plant Mounting:** Rubber-cushioned, 3-point. High side mountings.

## CHASSIS

**Frame:** Full-length box-girder type. Extra reinforcements in Sport Coupe. Special VK structure of I-beams in frame of Convertible.

**Front Suspension:** Utilized Knee Action. Life-sealed double-acting shock absorbers. Ride stabilizer.

**Rear Suspension:** Rubber-cushioned semi-elliptic springs. Tension-type shackle mountings. Life-sealed, double-acting shock absorbers, mounted diagonally.

**Rear Axle:** Hypoid, semi-floating, with six ball and roller bearings. Ratio, 3.7:1.

**Drive System:** Torque tube, with fully enclosed universal joint and tubular propeller shaft.

**Brakes:** Hydraulic, self-energizing. Bonded linings. 11-inch drums, with cast alloy iron braking surfaces. Mechanical actuation of rear brakes for parking.

**Steering:** Centerpoint. Semi-reversible type gear; ratio, 19.4:1.

**Wheels:** Short-spoke, steel disk. 5" rims.

**Tires:** Extra-low pressure type. 6.70-15-4 ply rating. (Townsmen—6.70-15-6 ply rating.)

**Exterior Dimensions (nominal):** Wheelbase, 115 inches. Over-all length, 195 inches; station wagons 198 $\frac{1}{4}$  inches. Over-all width, 74 $\frac{3}{4}$  inches.

**Chassis Equipment:** Bumpers and guards. Rear license guard. Front fender moldings on Bel Air and "Two-Ten" Series. Gravel deflectors, front and rear. Bumper jack, jack handle and wheel wrench.

## LIGHTS—HORN—BATTERY

**Lights:** Thermal circuit-breaker-protected lighting system. Sealed beam headlights, beam indicator on speedometer. Parking lights in radiator grille. Tail and stop lights with

reflex type lens. Rear license light. Dome light, with manual switch; except Sport Coupe which has two sidelights. Automatic interior lighting switch at each front door in Bel Air and "Two-Ten" Series. Matched horns.

**Battery:** Fifteen-plate, 100 ampere-hour.

## INSTRUMENT PANEL—CONTROLS—VISION

**Instruments:** Speedometer, oil pressure and gasoline gauges, battery charge and engine heat indicators. Adjustable indirect lighting.

**Controls:** Two-spoke steering wheel, with full-circle horn ring in Bel Air and "Two-Ten" Series; horn button in "One-Fifty" Series. Rubber-padded clutch, brake and accelerator pedals; foot-controlled headlight dimmer switch. Three-position key-starter ignition lock switch. Plastic control knobs, with bright metal inserts in Bel Air and "Two-Ten" Series. Finger-tip gearshift lever. T-handle for parking brake.

**Vision:** Two windshield wipers. Full-width windshield defroster openings. Two adjustable sunshades in Bel Air and "Two-Ten" Series; one in "One-Fifty" Series. Adjustable inside rear view mirror.

## BODIES

**General Features:** Fisher Unisteel construction with integral rear fenders, welded-in instrument panel, and

solid steel underbody. Turret top, except hydraulically operated folding top on Convertible. Thorough insulation. Polished lacquer finish. Safety plate glass, except vinyl plastic rear window in Convertible and safety sheet side door windows in "One-Fifty" Station Wagon. Large, one-piece curved windshield. Crank-operated ventipanes with drip shields on front doors of all models. Lowering windows in all doors. Lowering rear quarter windows in two-door sedans, Sport Coupe, Club Coupe and Convertible; sliding in Townsman Station Wagon. Dual ventilators in dash panel, individually controlled. Inclined plane front seat adjustment. Push-button door handles, with key locks in both front doors. Concealed door hinges.

**Exterior Decoration and Equipment:** Bright metal moldings on belt line. Bright metal ventipane frames. In addition in Bel Air and "Two-Ten" Series: bright metal moldings on body sill, doors, rear fenders, windshield reveal, side window reveals of sedans and Club Coupe, rear window reveal of sedans, Club Coupe, and Sport Coupe; bright metal rear fender shields (black rubber in "One-Fifty" Series). Additional on Bel Air Series only: Bright metal double moldings with series name and crest on rear fender, extra-wide window reveals on sedans, windshield pillar cover and saddle moldings on Sport Coupe and Convertible. Rear wheel cover panels.

**Interior Appointments:** Chrome-plated, low-hub hardware. Rear seat foot rest in floor panel. Two coat hooks in sedans, Club Coupe, and utility sedan. Rolled embossed step plates. Leather fabric scuff pads on doors and rear quarter panels, bright metal in "Two-Ten" Club Coupe, Bel Air and "Two-Ten" Station Wagons. In addition, in Bel Air and "Two-Ten" Series: foam rubber cushion pads in front seats and in rear seats of sedans and coupes; front arm rests in all models; rear arm rests in sedans and coupes; rear compartment ash tray in four-door sedans; one in each arm rest of two-door sedans and coupes; bright metal moldings on doors and rear quarter panels. Extra sound insulation on roof panel of sedans, Club Coupe, and Sport Coupe; bright metal side window frames in Sport Coupe and Convertible, and exposed roof bows with bright metal finish in Bel Air Sport Coupe.

**Luggage Compartment features** of sedans and coupes: Counterbalanced, automatically locking deck lid, with concealed hinges. Sidewall trim and rubber floor mat. Spare wheel and tire mounted vertically in well at right side. Hold-down spring to retain tools. All Station Wagons have four doors. Extra carrying space provided in 8-passenger Townsman by removable center and rear seats—in 6-passenger Handyman ("One-Fifty" and "Two-Ten" models) by folding rear seat.

## Special Features of Models with Powerglide

**Engine:** Horsepower 125 at 4000 r.p.m. Self-adjusting hydraulic valve lifters.

**Cooling System:** Includes transmission oil cooler.

**Transmission:** Automatic, hydraulic, three-element torque converter, with planetary gears for reverse and auto-

matic low. Manual selector for hydraulic control of transmission. Safety switch in starter circuit. Maximum torque converter ratio, 2.1 to 1. Planetary gear ratio, 1.82 to 1. Over-all Ratio: 3.82 to 1.

**Tires:** 7.10-15-4 ply rating on Convertibles.

**Rear Axle:** Ratio, 3.55 to 1.



All illustrations and specifications contained in this literature are based on the latest product information available at the time of publication approval. 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.



*Year after year...*

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