



1968 Chevelle

THE QUICK-SIZE PERFORMER FROM CHEVROLET











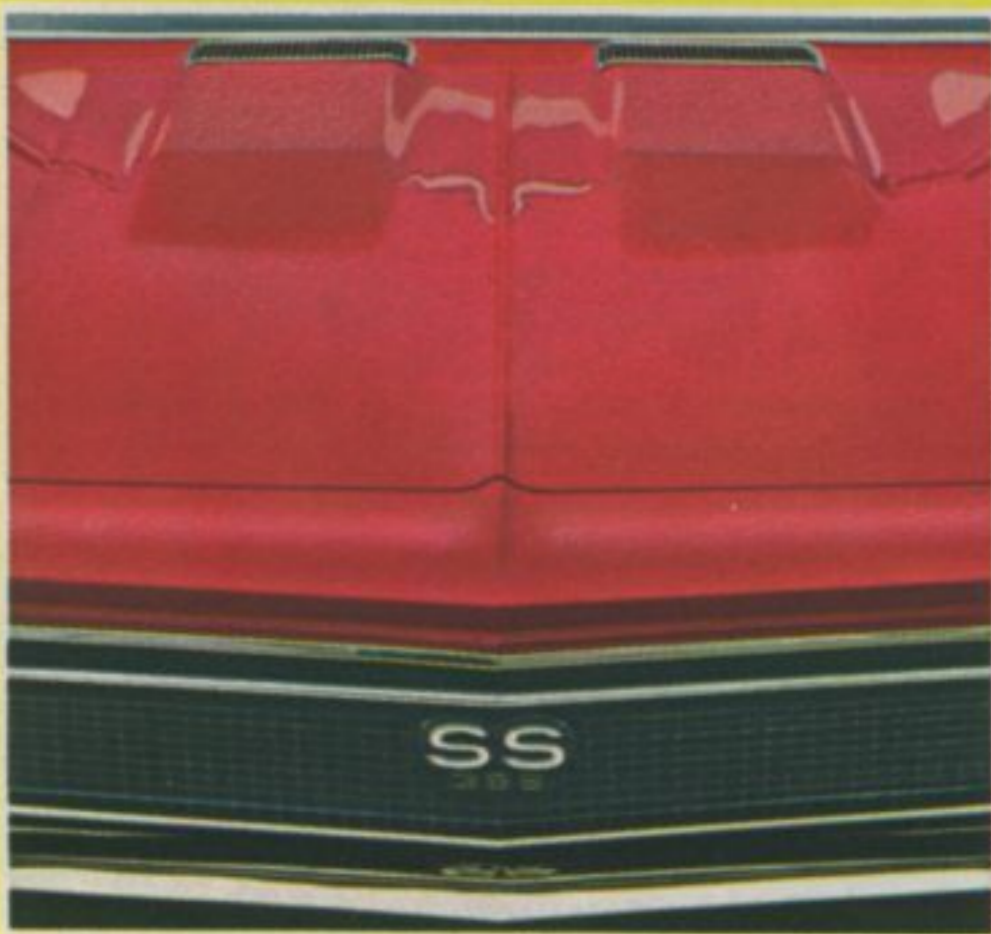
SS 396 Sport Coupe

Quick-size convenience, floor-mounted shift, vinyl upholstery, carpeting and brand-new looks. Your kind of style?

Chevelle is a whole new kind of '68 car. More than that, Chevelle is a totally new *variety* of cars with rakish new looks, remarkable new ways to handle roads. And, Chevelle comes in *two* sizes of excitement. Size one: coupes and convertibles are built on a sporty 112" wheelbase. Size two: sedans and station wagons, on a 116" wheelbase, have a comfortable new dimension all their own. Variety of cars? Ten in this book—four in a separate station wagon catalog—each with its own beautiful personality. Take, for example, this spirited SS 396 Sport Coupe. Like all '68 Chevelles it features wide front and rear tread, improved Full Coil Suspension and low, sleek styling. The SS 396 also comes with red stripe wide-oval tires and a 325-hp V8 as *standard* equipment. This is the quick-size car that makes you wish for tougher twists and turns to challenge its any-kind-of-road hugging stability.

Other new '68 Chevelle features include a Hide-A-Way windshield wiper system (standard with SS 396, Malibu and Concours models), highly efficient exhaust emission control systems, and as you can see, exciting new long hood/short deck style that smacks of a true sports car. There are, of course, many extra-cost options and custom features you can order to virtually customize your kind of car. Some are shown throughout this catalog and a complete list appears on pages 18 and 19.

SS 396 identification includes black-accented grille and special twin-domed hood.



Console and all-vinyl bucket seats are very sporty SS 396 options.



SS 396 equipment includes red stripe tires, fender-mounted side marker lights, body side moldings and black-accented trim. Nice.

CHEVELLE



Chevelle SS 396 Sport Coupe. Hide-A-Way windshield wipers are standard for SS 396, Concours and Malibu, can be ordered for other Chevelles. Vinyl top can be ordered in black or white.

To say Chevelle is all new is an understatement . . . it is brilliantly original for '68. Out-of-the-ordinary roof lines, front fenders and taillight arrangements. The latest look in long-hood/short-deck styling. Two wheelbases: 112" for coupes and convertibles; 116" for sedans and wagons. And expansive grilles emphasize wider tread.

Interiors aid and abet your pursuit of happiness. Instrument panel is padded and uncluttered; instruments are housed in dual clusters slightly banked to left and right of driver for better visibility. Ashtray, radio and heater controls are well within the driver's reach. Another thing: Chevelle ventilators are now crank operated.

SS 396

You'll judge both SS 396 Sport Coupe and Convertible the best of breed. Exclusive hood says there's a 325-hp Turbo-Jet 396 V8 inside. Special black grille: wide-oval red stripe trim. Interiors are exceptional, too. All-vinyl trim; lighter, glove compartment light. Make the scene sportier — order Strato-bucket seats plus new center console.



Chevelle SS 396 interior with all-vinyl Strato-bucket front seats and sporty center console you can specify.



1968 Chevelle SS 396, Camaro SS, Corvette Sting Ray Convertible. You can buy a 1968 car anywhere, but you'll have to see your Chevy dealer to buy the new ones.

Chevrolet stays in first place for a lot of reasons...here're three for a start

Triple-threat performance from The Leader for 1968! *Balanced* performance, in a selection of sizes and models made for the most demanding enthusiast. More axle ratios to choose from, new transmission availability, new comforts like Astro Ventilation, new safety features like energy-absorbing front seat backs.

CHEVELLE SS 396: So smooth, so quiet, so luxurious that a little old lady could drive it and never know that it's the king of the mid-size cars. Sport coupe or convertible, the basic machine has a new frame, wider tread front and rear, refined rear suspension and styling that'll knock your eye out. Start from there and add the other features you want—anything from rally wheels and Turbo Hydra-Matic 3-speed automatic transmission to stereo tape and air conditioning—and you just made every other car on the street ancient history.

CAMARO SS: There's a 350-cubic-inch V8 for the man who just wants the best in town, a 396 for the one who won't settle for anything but the best there is. Improved rear suspension helps put all the power on the road, too. We'll surround your engine with a coupe or convertible body, red stripe wide-oval tires, give it a special hood and special SS markings; and you'll know instantly why "The Hugger" is so far ahead of its field.

CORVETTE STING RAY: Everybody's automotive advertising has a lot of performance and excitement and startling innovations these days, but Chevrolet just puts it in the cars—like this one. One look tells you it's the far-out-front style leader! The convertible is available with soft top, hardtop, or both. It has its own special disappearing headlights and Hide-A-Way windshield wipers, a selection of five V8 engines, ranging from the standard 300 hp to a 435-hp 427 you can order. It's beautiful and it's tough. It's probably the first good reason you've ever had for getting rid of your old one.

'68  CHEVROLET