

# 1968 CHEVROLETS

HIGHLIGHTS OF CHEVROLET'S COMPLETE LINE • CHEVROLET • CHEVELLE  
CAMARO • CHEVY II NOVA • CORVAIR • CORVETTE





Chevrolet Caprice Sedan features triple taillight cluster—including backup lights—in rear bumper. Vinyl top can be ordered in black or white.



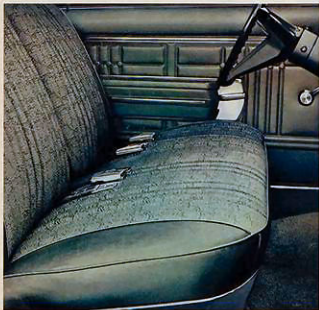
Chevrolet Impala Convertible. Power-operated top with fixed rear glass window is available in black, white or blue. Black vinyl inserts are set in side moldings.

Front Cover: Chevrolet Impala Custom Coupe with black vinyl top you can order. Top also can be ordered in white.

# CHEVROLET



Caprice 3-Seat Estate Wagon with bright wheel opening moldings plus paneling that looks like hand-rubbed walnut.



Chevrolet Impala Custom Coupe interior features seat belts for all passengers, deep-tufted carpeting and padded safety armrests that shield door handles.

*Chevrolet models and extra-cost Options & Custom Features referred to in this brochure can be found in the complete 1968 Chevrolet and 1968 Wagon catalogs available at all Chevrolet dealers.*

Chevrolet for 1968 lives up to its leadership in a big way! New pace-setting styling of front fenders, doors, grille, deck lid and rear panels. Aerodynamic hood conceals an advanced Hide-A-Way windshield wiper system that sweeps high and wide. Spacious interiors unfold new decors in artistic colors and durable fabrics. New panoramic instrument panel; big instrument clusters.

The 1968 Chevrolet power team lineup stars a larger 200-hp 307-cu.-in. standard V8 and also a new 250-hp 327 you can order. New standard safety features, too, like exterior side marker lights—amber fore, red aft. Get "that sure feeling" from 18 full-size Chevrolet models in four series.

## IMPALA

America's most popular series for years and a sure bet to continue its reign. Leading off for '68 is the newly created custom coupe with distinctive formal roof line. Then sport coupe and sedan, convertible, 4-door sedan, 2- and 3-seat wagons.

Impala interiors mean to spoil you with features like extra-thick foam cushioning in seats. Convertible and wagons nestle you in supple all-vinyl; other models have new pattern cloth and vinyl. For special effects order Super Sport package and/or SS 427 package with 385-hp Turbo-Jet V8.

## CAPRICE

Caprice Coupe displays sophisticated new styling with formal roof line, steep rear window, longer deck and ventless full-glass front-door windows. Just as impressive is the classic hardtop styling of Caprice Sedan and walnut-looking paneling of 2- and 3-seat estate wagons.

Inviting interiors, endowed with elegant appointments, offer you comfort-contoured seats with tufted-and-buttoned rich pattern cloth in hardtops; all-vinyl in wagons. Up to four color choices. Fold-down front-seat armrest standard for sedan. New Astro Ventilation is standard for Caprice Custom Coupe (can be ordered for other Caprice models and all Impalas). It directs outside air all around passengers; thus windows can stay closed to noise, dust, rain.

For more lavish surroundings, specify Strato-back front seat with fold-down armrest in coupe and sedan; or Strato-bucket front seats in coupe. You can add concealed headlights to all Caprice models.



Chevrolet Bel Air 4-Door Sedan with body side molding and dual taillight/backup light assemblies now set in rear bumper.



Chevrolet Biscayne 2-Door Sedan is right in stride with its new wide grille and upawapt hood that conceals new Hide-A-Way windshield wiper system.

# CHEVROLET

## BEL AIR

Four solid-value models for '68: 2- and 4-door sedans; 2- and 3-seat wagons. Up to six color schemes for Body by Fisher interiors. Vertical pleats on seat backs highlight rich fabric upholstery; all-vinyl motif is standard in wagons, can be ordered for sedans. Bright control and vent knobs; dome and glove compartment lights; courtesy light for third wagon seat. New ignition switch warning signal. That famous road-sure Chevrolet ride is even quieter, thanks to the new advanced body mounting system and Full Coil suspension.

## BISCAYNE

Big-car looks and roominess, well within your new-car budget. Smart interiors in a choice of four colors, depending on your selection in cloth-upholstered 2- and 4-door sedans, or all-vinyl 2-seat wagon. Vinyl sedan interior can be ordered.

Standard engine for 6-cyl. Chevrolet models is 155-hp Turbo-Thrift 250. Standard transmission: fully synchronized 3-Speed. You can specify Overdrive, 4-Speed, Powerglide, Turbo Hydra-Matic or Special 3-Speed, depending on engine selected. Easy-care features: self-adjusting Safety-Master brakes; battery-saving Delcotron generator; corrosion-fighting flush-and-dry rocker panels.

# 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 ventipanes 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 tires. Insides 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.

# CHEVELLE



Chevelle Malibu Convertible with new solid glass rear window. Tops are colored black, white or blue.



Chevelle 300 Deluxe Sport Coupe shows off new styling and bright trim. Backup lights are integrated in taillight housing.

## MALIBU

Traditionally, Chevelle's most popular series. And all five models echo the new look for '68, while each shows off a distinctive roof line. Under the rooftops: a palette of colors—up to nine, depending on model and interior selected. Convertible and wagon settle you in soft all vinyl. For sport coupe, sport sedan and 4-door sedan: new pattern cloth and vinyl; or specify all vinyl.

You can elect Strato-bucket seats for sport coupe or convertible . . . and new regal Concours package for sport sedan. Concours offers exclusive exterior and interior trim, special sound insulation, embossed fleur-de-lis cloth-and-vinyl upholstery.

Standard engines: 140-hp Turbo-Thrift 230 Six; new, larger 200-hp Turbo-Fire 307 V8. Or you can specify 275-hp 327 V8, among others. Standard transmission with most engines: fully synchronized 3-Speed.

## CONCOURS

The Concours 2-Seat Estate Wagon lets you load up on luxury. New styling, quality appointments and paneling that looks like hand-rubbed walnut provide a beautiful setting for Chevelle's enlarged 94-cu.-ft. total cargo capacity. All-vinyl interiors—in four colors—also carry such nice touches as wood-looking trim, extra-thick foam cushioning, lighter and deep-twist carpeting for passenger compartments.



Chevelle Concours 2-Seat Estate Wagon. Walnut-looking panels sweep along sides and across tailgate.

## CHEVELLE 300 DELUXE & 300

Chevelle 300 Deluxe for '68 unveils three value buys: sport coupe, 2-door coupe with side window pillars and 4-door sedan. Interiors are color-keyed cloth and vinyl; or order resilient all vinyl in black.

Chevelle 300 2-Door Coupe is the lowest priced Chevelle, yet it features durable all-vinyl interiors in black, blue and gold. Like other '68 Chevilles, the 300 Coupe has a lower trunk-height loading level and a suspended accelerator pedal with new cable linkage for smoother throttle control.

## NOMAD CUSTOM & NOMAD WAGONS

The Nomad Custom 2-Seat Wagon is built to take it: long-wearing all-vinyl upholstery in black, blue or saddle; color-keyed vinyl-coated cargo area sidewalls. A '68 bonus: load floor conceals a stowage well.

Nomad 2-Seat Station Wagon, Chevelle's most economical carrier, is as versatile as any—second seat folds flat and flush with cargo deck. Interiors are all vinyl. Also standard: yielding door and window control handles; padded windshield pillars.



Chevelle 300 Coupe—like all '68 Chevilles—incorporates new body mounting system that isolates road noise and vibration from passenger compartment for a quieter ride.

Some extra-cost Options & Custom Features are shown and described in this folder. You'll find more information about these items plus additional model facts in the 1968 Chevelle and 1968 Wagon catalogs.



Camaro Sport Coupe with Style Trim Group you can order.



Camaro Convertible can be ordered with Rally Sport package which features headlights concealed behind distinctive grille.



# CAMARO



Camaro Sport Coupe with SS package you can specify. Includes big 350 or 396 V8 and wide stripe around grille.



Camaro Custom Interior includes molded vinyl door panels, safety armrests, carpeted scuff panels. Strato-bucket seats are standard. Center console can be ordered.

Camaro innovations for '68 are the kind that only enhance the appearance and performance of sport coupe and convertible. For instance, headlights and parking lights recess in the strikingly new grille which is highlighted by satin-silver horizontal and vertical bars. Very noticeable are the ventless, full-glass curved side windows. New Astro Ventilation — through an ingenious air-flow system — circulates air high and low. Helps isolate you from noise, dirt and rain coming in open windows.

Other new touches inside: refined instrument panel and cluster styling; 3-spoke steering wheel; floor-to-window vinyl trim on doors and sidewalls. All-vinyl interiors in black, gold, blue or red are keyed to new-comfort Strato-bucket front seats and bucket-styled rear seats.

Look all you want, but you have to drive Camaro to understand why it's called "The Hugger." Flat in the corners and arrow straight no matter where you launch it. Camaro gets its grip from 108" wheelbase combined with wide, wide stance (over 59" front tread), improved suspension system and other top chassis components like new bias-mounted rear shock absorbers.

No two Camaros have to be alike, for this personal car is backed by packages that let you build it the way you want. In addition to those that customize interiors and exteriors, you can order the Rally Sport package which features concealed headlights in a special grille. Or the Camaro SS with a 295-hp 350 V8 or 325-hp 396 V8 — whichever you specify — plus special hood with center dome and simulated air intakes, red stripe (or white) wide ovals, special engine and chassis components.

Other niceties to order: center console; special V8 instrumentation to mount on console; light monitoring system; and Strato-back full-width front seat with pull-down center armrest for sport coupe.

Standard engines that are part of the Camaro personality: 140-hp 230 Six and 210-hp 327 V8. Fully synchronized 3-Speed is standard for most engines; you can order Special 3-Speed, 4-Speed, Powerglide and Turbo Hydra-Matic, depending on engine.

*Outfit your Camaro with any of the extra-cost Options & Custom Features shown and described on these pages. Check the 1968 Camaro catalog for a detailed list—and complete model facts.*

# CHEVY II NOVA

Forget what you knew about Chevy II, except its economy and value. That remains. The rest is newly turned out from the ground up. It's lower, longer, wider stanced. Extended 111" wheelbase for Nova Coupe and Nova 4-Door Sedan; new independent-coil front suspension. New looks? See for yourself. Swept-back roof lines; curved side windows; aggressive styling of hood, rear deck and grille.

Move inside for big surprises: increased front leg room; more shoulder room, front and rear. Fashionable cloth-and-vinyl interior in dark blue or gold; all vinyl in black. Fresh Body by Fisher trim styling; splendidly new instrument panel and cluster; foot-operated parking brake; energy-absorbing front seat backs; and suspended accelerator pedal. Keyless locking of all doors, just like the big Chevrolets.

Chevy II Nova's new power team lineup is just as exciting. Three standard engines, depending on model: 90-hp Super-Thrift 153 4-cyl.; new, more powerful 140-hp Turbo-Thrift 230 Six and 200-hp Turbo-Fire 307 V8. Perfect partners for the standard fully synchronized 3-Speed or for the Special 3-Speed, 4-Speed and Powerglide automatic you can order, depending on engine selected. Larger gas tank — 18 gallons — takes you farther without stopping.

Another big clincher for considering '68 Chevy II Nova is the way it lets you add the final touches. There's no end to the ways you can personalize—inside and out—by ordering individual items and packages.

For example: specify the bucket seat interior for sport coupe and here's a partial list of the goodies you get: all-vinyl Strato-bucket front seats in black, dark blue or gold; deep-twist carpeting; front and rear armrests; cigarette lighter; pedal accents; and deluxe 3-spoke steering wheel. Plus illuminated heater controls, glove compartment light; and automatic interior light switches on front doors. And that's only a partial list!

Also consider ordering these big-car accessories, now available for Chevy II Nova: stereo tape system; Four-Season air conditioning; special instrumentation; floor-mounted shift lever for standard 3-Speed — with or without center console.



Chevy II Nova 4-Door Sedan seats six. Swept-back roof line, curved side windows and behind-license fuel filler typify hundreds of new '68 features.



Chevy II Nova Coupe can be ordered with SS package which has 295-hp 350 V8, special chassis components and bold exterior trim.



Chevy II Nova Coupe is available in 15 Magic Mirror colors (12 new). Vinyl top can be ordered in white or black for coupe and sedan.



Chevy II Nova Coupe with Custom Interior you can order. Among many features: extra-thick foam front seat and deep-twist carpeting.

The beautiful Body by Fisher adds a new dimension to Chevy II Nova for '68, too. Four inner fenders help protect against corrosion. So do the heavy-gauge flush-and-dry rocker panels. New strength comes from inner and outer body panels, heavy-ribbed and reinforced underbody.

And this year's Chevy II Nova ride is computer-refined—the smoothest, quietest ever. Biggest reason: a rubber-isolated partial front frame.

New safety items for '68 Chevy II Novas: breakaway ashtray in instrument panel; seat belts with pushbutton buckles for all passenger positions; front seat shoulder belts for driver and right front passenger with pushbutton buckles and convenient stowage provision.

*Review the Chevy II Nova extra-cost Options & Custom Features described and shown on these pages... then see the 1968 Chevy II Nova catalog for details and complete model facts.*

68 CHEV.  
SPORTS CAR.  
\$2.95

# CORVAIR

Rear-engine fun car. A rallyist's delight to handle. Young people's choice. Corvair is all these and more for '68. Monza Sport Coupe and Convertible; Corvair 500 Sport Coupe. All-vinyl interiors—in black, blue or gold—exhibit new trim styling. Revamped instrument panels feature recessed knobs and padded center panel area—even the ashtray is padded. Cluster trim panel is black-textured on Monza.

Luxury-minded enthusiasts will like these Monza features: bucket seats of new finer grain vinyl and extra-soft expanded vinyl for cushion centers and backrests; deep-twist color-keyed carpeting. Fold-down rear seat is standard for Monza Sport Coupe; can be specified in Corvair 500.

Go standard with 95-hp Turbo-Air 164 or specify the larger 110-hp and 140-hp engines. Fully synchronized 3-Speed transmission is standard; you can order 4-Speed or Powerglide automatic. Corvair also offers reduced-glare horn button, steering wheel hub and windshield wiper arms and blades plus inside day-night rearview mirror with deflecting base.

Another thing: now you can order a rear window defroster on Corvair sport coupes for the first time. Customize Corvair even more with sports-styled steering wheel, electric clock, AM-FM pushbutton radio.



Corvair Monza Convertible. Top available in black, white or blue.



Above: Corvair 500 Sport Coupe has fully independent front and rear coil suspension.

Below: Corvette Sting Ray Sport Coupe has removable rear window and roof sections. Air spoilers — front and rear — are part of its aerodynamic design.

# CORVETTE

There's little to compare with Corvette for '68. And its newness is so obvious in the aerodynamic fiber glass styling of Sting Ray Coupe and Convertible. Retractable headlights, concealed windshield wipers, hidden door handles with pushbutton locks, ventless full-glass door windows — all tend to smooth out the longer silhouette.

Roof sections and rear window slip out and store in sport coupe, creating an open-air flow-through roof—a first for U.S. production sports cars.

In the cockpit: high-back slim-tapered buckets, Astro Ventilation system, aircraft-style instrumentation. There's removable hard top or folding soft top for convertible. Remember that 4-wheel disc brakes and 300-hp Turbo-Fire 327 V8 are standard.



Now, for the first time, you can order Turbo Hydra-Matic with some Corvette engines. Consult your Chevrolet dealer regarding specific availability of the Corvette Sting Ray Coupe, start of production will be a little later.

For more on models and extra-cost Options & Custom Features shown here, see the 1968 Corvair and 1968 Corvette catalogs at your Chevrolet dealer's.



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