

1964 Chevrolet



FOR CAR BUYERS: New styling at its fine-car best.
New value at its Chevrolet best ■ The sporting urge—
a new way to satisfy it ■ Luxury takes a look inside ■
When little things add up to big quality. 



IMPALA SERIES

Great lines in a quality-built luxury car! From the earliest drawing board stages, the '64 Impala was intended to be the most elegant, graceful automobile in its price range. (After all, the name comes from Africa's fleetest, most graceful antelope.) A new full-width sculptured grille, longer looking silhouette (209.9 inches from bumper to bumper), distinctive front and rear deck windsplits and tasteful chrome trim help make it so. We think Impala's styling could make a proud owner out of just about anyone. And that goes for Impala's exciting new running mate, the Impala Super Sport Series, too. There's no use wasting a lot of fancy words on Impala's ride when Jet-smooth fits like a glove. We get that famous ride like this: Full Coil suspension, X-built Safety-Girder frame and special extra-thick butyl rubber body mounts all work together to smooth out bumps. Naturally, a proud Impala owner won't want to take too much time from his motoring for maintenance and upkeep. And with Chevrolet's long list of easy-care features, he simply doesn't have to. Power assists are usually desired, of course. And power steering*, power windows*, power brakes* and a 6-way Flexomatic power seat* are fine for a start. Additional optional items* include Soft-Ray tinted glass, a de luxe AM-FM push-button radio, Comfortilt steering wheel and Four Season air conditioning. When you consider all the virtues of the '64 Impala, it looks as though the stylists and engineers produced exactly what was asked for.

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*Optional at extra cost

SHOWN ABOVE: Impala Sport Sedan in Meadow Green

SHOWN ON COVER: Impala Sport Sedan in Silver Blue

IMPALA

THE BEAUTIFUL PART: PICKING THE IMPALA THAT APPEALS MOST

Selecting a '64 Impala simply has to be a matter of personal feeling. The sleek lines of the Sport Coupe or Convertible are destined for instant popularity with anyone who wants extra styling dash in his motoring. Those who require more space will favor the 6-Passenger 4-Door Sedan or Sport Sedan. Of course, nothing can replace a station wagon among suburbanites who go in for heavy hauling. Either the 6- or 9-passenger model will fill the bill and then some. Here's a special treat for the sporting clan. For the first time, Impala Super Sport is an exciting series in itself. Both Coupe and Convertible are bucket-seat beauties, marked inside and out by distinguished SS identification trim. They're even co-exclusive holders (with Impala Sport Coupe, Sport Sedan and Convertible) of a new Goldwood Yellow Magic-Mirror finish. And the Coupe (Impala Sport Coupe, too) can be dressed up with either a white or black vinyl-covered roof.* As you might expect, Super Sports toe the Chevrolet line when it comes to sparkling performance and dependability. With 7 engines and 4 transmissions available, power teams can be tailored to individual spirit. Any of the three big 409 V8's* coupled with 4-Speed* Synchro-Mesh (or automatic Powerglide* with the 340-hp version only) is especially saucy in highway passing situations. Ball-Race steering and Positraction* rear axle make all those eager horses easier to handle, too. So go ahead . . . let your personal feelings take over. If your taste demands the best, we think you'll be satisfied to the fullest with an Impala or Impala Super Sport for 1964.

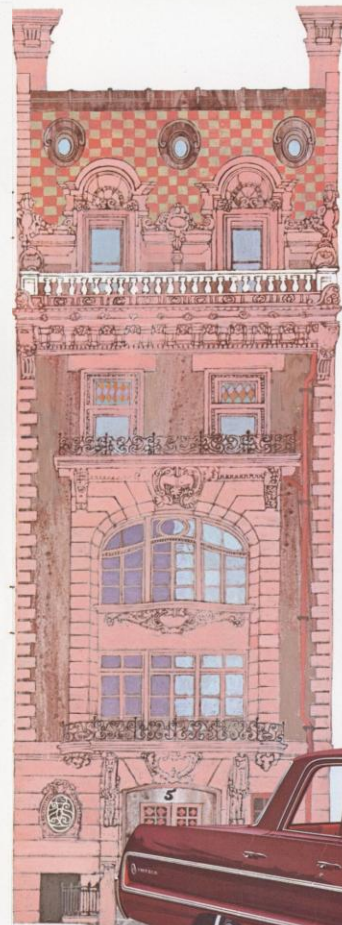
*Optional at extra cost.



Impala Super Sport Coupe in Tuxedo Black



Impala Convertible in Goldwood Yellow



Impala 4-Door Sedan in Palomar Red



Impala Sport Coupe in Lagoon Aqua

All Impala models shown with optional wheel covers*.



Bel Air 4-Door Sedan in Daytime Blue

Bel Air 2-Door Sedan in Ember Red

THESE SLIMMED OUT PROFILES ARE BULGING WITH SPACE AND VALUE

BEL AIR

There has to be a pretty good reason for Bel Air's enduring popularity. We think it's value. If we're right, Bel Air for '64 is a shoo-in as the car most likely to make new friends. Every motorist we know wants automotive styling that's going to be popular for years to come. Newly designed bumpers and a distinctive full-length side molding are just a couple of the classic highlights that will be earning Bel Air many an approving nod. And that means all

four models: roomy 2- and 4-Door Sedans, as well as the 6- and 9-Passenger 4-Door Station Wagons. But there's more that falls under the heading of value about Bel Air for '64. Polishing simply doesn't figure into many weekends with Magic-Mirror finish keeping every Bel Air hue showroom sharp. Mechanical upkeep . . . well, the Chevrolet engineers took care of that end of things. Husky Safety-Master brakes adjust themselves automatically,

a Delcotron generator helps increase battery life, a long-life exhaust system adds miles of quiet motoring, universal joints have sealed-in lubricant and flush-and-dry rocker panels do quite a job of fending off rust and corrosion. Almost seems as if there's nothing left to do but stack the luggage in the huge deep-well trunk, sit back and enjoy Bel Air's easy-handling Jet-smooth ride. Actually, that's the real payoff to Bel Air's '64 value story anyway.

TRADITIONAL ECONOMY WITH NEW LUXURY

Nearly everyone has a favorite tradition or two. And Biscayne is one of ours. A car that pleases even the most particular budget without skimping. This year, the cleanly sculptured Biscayne brings that tradition up to date with new luxury. For 1964, Biscayne features front *and* rear foam-cushioned seats, front *and* rear armrests, a handsome new steering wheel and deep-twist carpeting. There are three spacious Biscayne models for '64: two Sedans (2- and 4-Door) plus a husky 4-Door 6-Passenger Station Wagon.

Each one designed with an eye toward tasteful simplicity, a clean kind of styling that will make an owner proud to be the driver. Most engineers know about Biscayne's built-in reliability, too. But no slide rule is necessary to see how Chevrolet's easy-care features will reduce maintenance time and expense. Body by Fisher helps prove the point. Unisteel construction plus special inner front fenders that help protect outer fenders from inside-out rust and corrosion. Insulation at over 700 points to take

BISCAYNE

squeaks and vibrations out of rough road travel. And a High-Level ventilation system working with a DeLuxe Air-Flow heater-defroster to provide year-round climate comfort. Motoring should have comforts and conveniences, as well, and Biscayne furnishes its share. Crank-operated ventipanes, single-key locking system, electric windshield wipers and dual sun visors. Here's one final clincher for the budget watchers: equip a Biscayne with Chevrolet's standard 140-hp Turbo-Thrift 230 six and watch it take its gasoline a little at a time. Add Overdrive* and make those sips even less frequent. Now, that's what we call living up to a long-standing tradition.

*Optional at extra cost.



Biscayne 2-Door Sedan in Azure Blue



Biscayne 4-Door Sedan in Saddle Tan

STATION WAGONS



Impala 4-Door 9-Passenger Station Wagon in Palmist Red



Impala 4-Door 6-Passenger Station Wagon in Silver Blue



Bel Air 4-Door 9-Passenger Station Wagon in Almond Tan



Bel Air 4-Door 6-Passenger Station Wagon in Satin Silver



Buick 4-Door 6-Passenger Station Wagon in Parkside Green with Red Look-Up Corner*

FIVE LOOKERS WITH FULL-SIZE LOAD SPACE

Ask an automotive stylist and an engineer to wrap up seats of usable space with some of the most pleasing lines ever seen waiting at the curb. If they're successful, they've done their bit toward versatility. Our people did it five different ways in the 1964 Chevrolet Station Wagons: 6- and 9-passenger versions for Impala and Bel Air, plus the 6-passenger Buick model. Every one a sleek 210.8 inches, front to rear. These are willing workers that enjoy sprucing up for a night on the town, too. Naturally, wagon owners like their stowage space in extra large helpings. Not much of a problem when there's up to 97.5 cu. ft. waiting to swallow any cargo worth a tote. It still has to be accessible, however. So every model converts easily to cargo carrying, has four doors and a gaping (30.5" x 56.4") tailgate opening. It's worth mentioning that the tailgates are counterbalanced. . . . Chevrolet believes in making everything easy. Power-operated roll-down tailgate windows are standard on 9-passenger models, optional* on 6-passenger wagons. Where valuables are concerned, we recommend tucking them out of sight in a large special compartment beneath the rear cargo floor. Cautious types will want to spend a little extra on a key lock* for this compartment. Speaking of spending a little extra, the wagons have a few exclusive options*, too. A roof luggage carrier* and a split second seat* (fold down the $\frac{1}{4}$ or $\frac{3}{4}$ segment according to your load), to name a couple. Anything you want hauled? You have 'til sundown. That's when 1964 Chevrolet Station Wagons transform themselves into theater-going town cars. There's versatility for you! For more complete details, see the 1964 Chevrolet Station Wagon Catalog.

*Optional at extra cost.

CHEVROLET INTERIORS



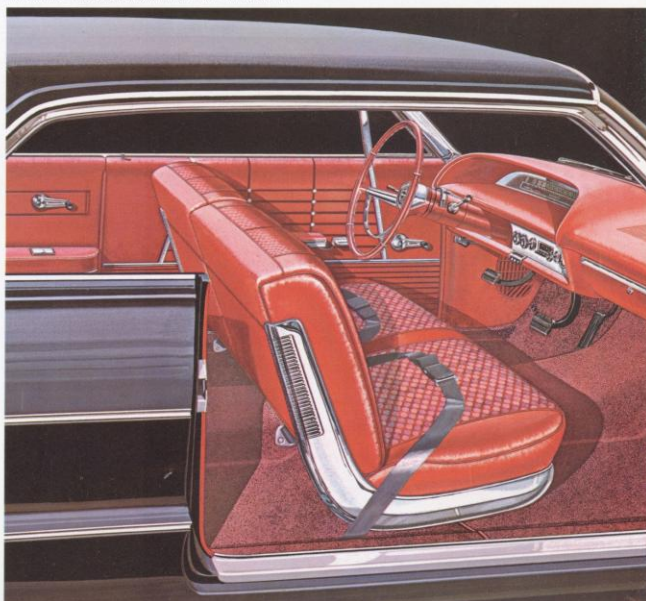
IMPALA SUPER SPORT—Luxury lovers, this interior's for you. New soft expanded vinyl in a pleated design covers most seat and door panel areas. And there's deep-twist carpeting underfoot. Extra-thick foam-cushioned seats will make SS the most sat-in car in the showroom. Especially the buckets up front. A smartly designed instrument panel puts all instruments and controls comfortably within easy eyesight and reach. Handsome center console houses 4-Speed* or Powerglide* shift levers along with a handy storage compartment (also a litter box in 3-Speed and Powerglide* models). Other goodies include bright SS identification trim, rear seat speaker grille and courtesy lights. Impala Super Sport has 8 color-keyed interiors including 3 exclusive two-tones. A car fit for any sporting jaunt.

IMPALA—To be sure, the elegance of the '64 Impala doesn't end with exterior styling. Impala's soft foam-cushioned seats are richly upholstered in the latest Chevrolet decorator fabrics (all-vinyl upholstery in the Convertible). Tufted cloth backrests, leather-grain vinyl trim and new colored plastic cowl kick panels add further touches. And bright aluminum end panels provide sparkling highlights. Impala also has deep-twist carpeting to blend with the decor. Six color-keyed interiors offer a choice of fawn, aqua, red, blue, green and saddle. Black is available on the Sport Coupe, Sport Sedan and Convertible exclusively. Impala's fine-car features include distinctive Impala steering wheel, electric clock, extra-long armrests, fingertip door releases and back-up lights. (There's more, but we don't want to spoil your first face-to-face introduction.)

IMPALA STATION WAGONS—Durability is a must in a station wagon interior. But there's really no need to sacrifice beauty. The 1964 Impala Station Wagons certainly don't. All-vinyl upholstery and trim offers an ideal blend of rugged practicality and good looks. With deep-twist carpeting on floor areas, upkick consists of an occasional once over lightly with a sponge and whiskbroom. We like long-wearing vinyl so well that even load floors, tailgates and second and third seat backs have a vinyl-coated textured metal surface. If you're wondering about appointments, don't forget there's an Impala reputation to uphold. And the 1964 Impala Station Wagons have all the fine interior features found in other Impalas.

*Optional at extra cost.

Impala Sport Coupe with Red Interior. Black front seat belts shown are standard equipment.



Bel Air 2-Door Sedan with Green Interior. Black front seat belts shown are standard equipment.

Impala Super Sport Convertible with Black Interior and optional color-keyed seat belts*.



Impala 4-Door 6-Passenger Station Wagon with Blue Interior. Black front seat belts shown are standard equipment.



fine fabrics • leather-like vinyls • cushiony carpets • long wearing • tightly stitched • decorator styled



Biscayne 4-Door Sedan with Fawn Interior. Black front seat belts shown are standard equipment.



BEL AIR—Bel Air has a background of Chevrolet know-how when it comes to providing luxury-size stretching space. Large door openings and low sills take the squeeze and twist out of entry and exit. Inside, there's room to spare from every direction (even if you come from a family of six-footers). As a value, '64 Bel Air is one for the books. Foam-cushioned seats, distinctive new patterned cloth upholstery and leather-grain vinyl trim. Glove box light, automatic dome light, cigarette lighter, dual rear ashtrays, de luxe door handles and window regulators. Features you might expect to be beyond Bel Air's price range. Interiors are keyed to exterior colors and include fawn, aqua, red, blue and green.

BISCAYNE—We went all out to make saving look like splurging in the Biscayne interior. An attractive pattern cloth covers most of the seating area in Biscayne Sedans. Handsome bolsters and trim in leather-grain vinyl also add a tasteful flair. The deep-twist carpeting and handsome new steering wheel blend into the overall decor. For extra durability where it's needed most, Biscayne Station Wagon sports vinyl from the carpeted passenger floors up. As in higher priced lines, load floor, tailgate and rear seat back are vinyl-coated textured metal. Fawn, aqua and red are Biscayne's three interior choices for 1964. Naturally, they're color-keyed to your choice of a durable Magic-Mirror exterior finish. *Optional at extra cost.

Frankly, we felt our transmission lineup was top quality last year. But we wanted to be sure our owners again have the absolute best. So this year, there's an improved 3-Speed Synchro-Mesh and a new 4-Speed Synchro-Mesh*. Powerglide* and Overdrive* will carry on as their smooth, efficient selves.

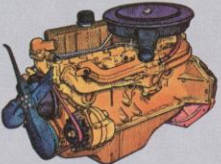


NEW 4-SPEED SYNCHRO-MESH®. Take an outstanding 4-Speed Synchro-Mesh transmission, do some rearranging and the result is an even better version. The all-helical gear design has an aluminum housing. As the name suggests, all forward gears are fully synchronized. And with the 400- or 425-hp 409 V8's*, there's a choice of gear ratios. Central floor-mounted shift lever for the sporting set.

EXTRA ECONOMICAL OVERDRIVE*—Ask the man on a limited gas budget about Overdrive. 3-Speed Synchro-Mesh works with a 2-speed planetary Overdrive to deliver top fuel economy and reduce engine wear. Overdrive is engaged semi-automatically when you exceed 30 mph, or thereabouts.

7 performance-wise ENGINES

of the 409 V8*. All Chevrolet engines feature valve-in-head design, aluminum pistons, positive-shift starter, positive crankcase ventilation and automatic choke. The 409 V8's* add sparkle to their exhilaration with chrome-plated rocker covers, air cleaner, oil dipstick and filler cap, and fuel lines.

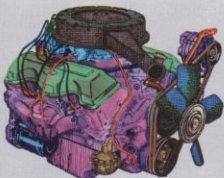


STANDARD 195-HP TURBO-FIRE 283 V8—Chevrolet's 195-hp Turbo-Fire 283 has a camshaft that opens intake and exhaust valves wide to promote engine breathing and a liberal flow of fuel-air mixture to the combustion chambers. The fuel-air mixture is squeezed tightly by the compression ratio of 9.25:1. Additional assistance comes from a double-barrel carburetor, full-pressure lubrication system and a dry-element air cleaner.

CHEVROLET POWER

STANDARD ENGINES 3-Speed Synchro-Mesh

*33.55-1 in Station Wagons; 3.36-1 in Convertibles. ***33-1 16 Station Wagons and all Impala and Impala Super Sport models. N.A.—Not available. 13.08-1 with 2.56-1 low transmission.
*Optional at extra cost.



BODY BY FISKER
sets a standard in fine car quality



HIGH-LEVEL VENTILATION AND DE LUXE AIR-FLOW HEATER—Here's a climate comfort team. Rain or shine, High-Level ventilation provides outside air through inlets located high on the cow, away from low-lying dirt, dust and fumes. When cold weather comes calling, the air-flow heater makes use of this intake in an air-blending system that gives almost instant temperature control. Heater operation is simpler with just 3 levers in '64.

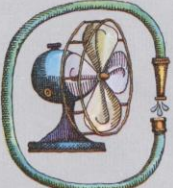


BUILT-IN SAFETY—Chevrolet remembers family safety. Two front seat belts, for example. And with doors closed, double-lipped interlocks on latch strikers and interlocks on latches provide a wide contact area that holds doors tightly in place. A rotating lock bolt prevents lateral movement of closed door.

TOUCHES OF CONVENIENCE

EASY-CARE
features mean extra
convenience and value

The way Chevrolet's easy-care features save you time and money, it's obvious that we at Chevrolet have a sincere interest in giving you a car that's easily serviced with as little expense and maintenance time lost as possible. Our efforts are continually rewarded by Chevrolet's long-standing reputation for value.



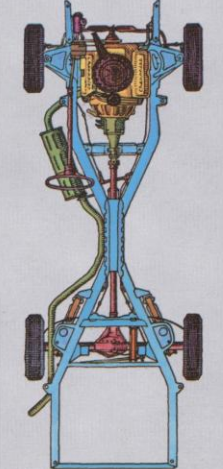
INNER FRONT FENDERS—We wanted to protect the lasting beauty of every single front fender on the '64 Chevrolets. So we provided inner front fenders to act as barriers against the corrosive effects of water, mud and road salt.



BATTERY-SAVING DELCOTRON GENERATOR—Whenever engine speeds are low, Chevrolet's diode-rectified generator lends a hand with electrical output. This really prolongs battery life. There's no commutator to wear out, either, so the self-contained, high-capacity Delcotron is extremely durable.

CHEVROLET CHASSIS
...backbone of the famous
JET-SMOOTH RIDE

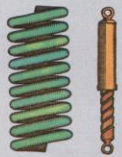
The precision components and exact engineering in Chevrolet's '64 chassis play a particularly important role in Jet-smooth ride. There are many points that receive special sound and vibration dampening materials just to make sure that the ride is up to par. You can't see the chassis, but you'll appreciate its worth from behind the wheel and at trade-in time.



SAFETY-GIRDER FRAME—The chassis begins with a Safety-Girder frame. It's a hefty box-section of X-built design that has the strength and rigidity required to keep body and suspension properly aligned. Safety-Girder is the foundation for Chevrolet's stability and riding comfort.

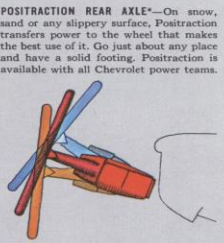
BALL-RACE STEERING GEAR—Chevrolet's Ball-Race steering makes parking easier and responds quickly in any driving situation. The ratio with standard steering is 28:1; power steering* is 24:1.

WHEELS AND TIRES—Part of the ride is in the wheels and tires. All full-size '64 Chevrolets have 14-inch wheels. Blackwall 7.00 x 14 tubeless tires are standard, except on the Convertibles (7.50 x 14) and all Station Wagons (8.00 x 14).



FULL COIL SUSPENSION—Put a muscular coil spring at each wheel, and you've made another contribution toward a smooth ride. We also added double-acting shock absorbers and built-in leveling action. In addition, four-link rear suspension resists sway and squat when cornering and accelerating.

CLUTCH—Chevrolet's '64 clutch is a diaphragm spring type with standard engines (centrifugally assisted diaphragm for optional V8's*). The size of the clutch is determined by engine choice. But generally, they all have a single dry disc with two facings and a release bearing with sealed-in lubricant.



DRIVER DESIGNED COMFORTILT STEERING WHEEL*—A flick of the lever allows seven different positions to fit the man (or woman) in the driver's seat. The wheel pops up and out of the way for easy entrances and exits. You'll find it obtainable on all '64 Impala Super Sports, Impalas and Bel Airs equipped with Power Steering.* and 4-Speed Synchro-Mesh* or Powerglide.*

FOUR SEASON AIR CONDITIONING*—Four Season Air Conditioning keeps temperature inside as you like it, regardless of what's happening outside. Five controls provide fast, easy regulation. The Custom De Luxe Air Conditioner* is also available for '64. This compact unit now offers an outside air intake.

2-SPEED ELECTRIC WINDSHIELD WIPERS*
—Chevrolet electric wipers hum along at either of two constant paces whether you step on accelerator or brakes. Parallel action leaves no center blind spot uncleaned.

SOFT-RAY TINTED GLASS*—Soft-Ray tinted glass windshields feature a dark, graduated band at the top to temper the sun's worst rays. Lower portions have just enough of a tinge to reduce glare from sunsets and oncoming headlights. Soft-Ray tinted glass is available for all windows or for windshields only in any 1964 Chevrolet.



ALL TRANSISTORIZED AM/FM RADIO*—Acoustically tailored to Chevrolet interiors, the de luxe 5-push-button model features automatic frequency control, straight-line tuning and static-free reception. Of course you can still purchase a push-button or manual AM model*. A rear-seat speaker* is available with either push-button version.

NEW DELCOTRONIC FULL-TRANSISTOR IGNITION™—Available on all Turbo-Full 409° V8 engines, the new Delcotron Full-transistor ignition system includes: a special magnetic pulse distributor and ignition pulse amplifier, plus special coil and wiring. Look for superior ignition at high engine speeds, greater durability and quick, quick starting. And there's no need for periodic service or adjustment.

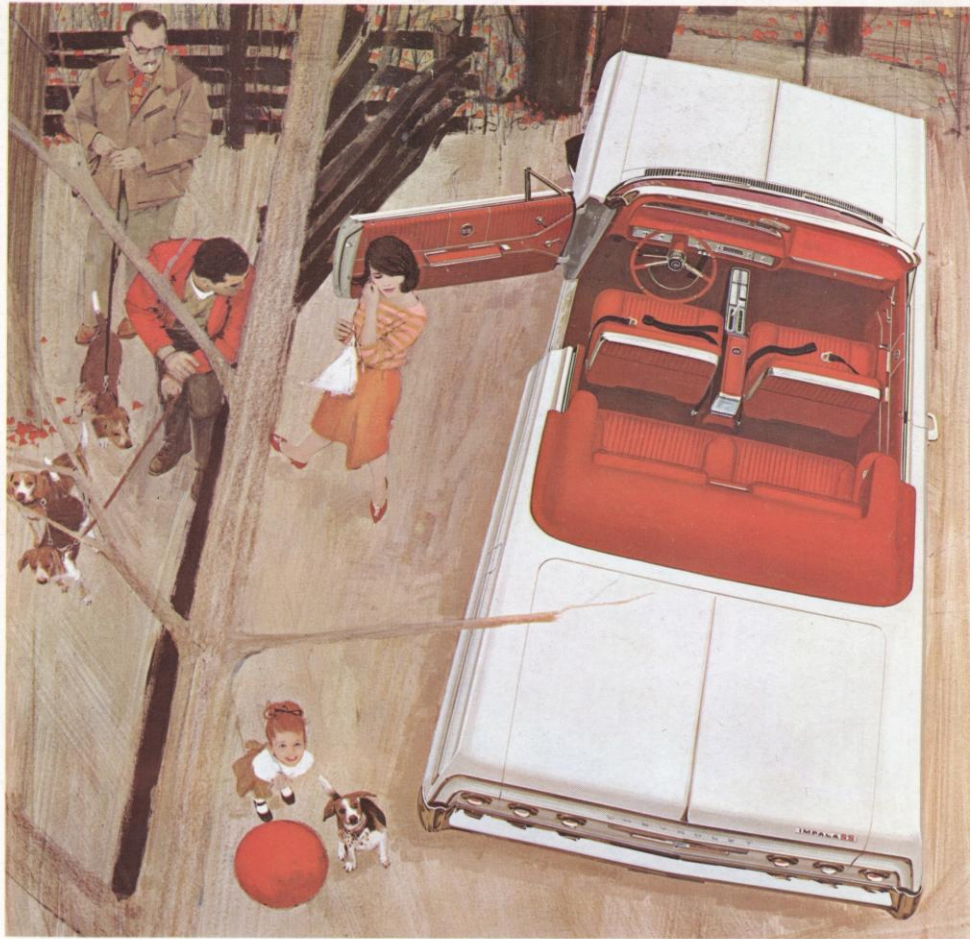
POWER ASSISTS—*Power Steering* takes about 80% of the effort out of a corner and yet returns smoothly to give you a sure feeling of the road. *Power Brakes* give you efficient stopping with 1/3 less pressure on the pedal. *Power Windows* have a master control right next to the driver's seat and a separate control at each window. They're available with all Impala SS, Impala and Bel Air models. Finally, a *6-Way Flexomatic Power Seat** custom-tailors the seat position to your every desire. It adjusts fore and aft, up or down and tilts forward or back.

PLUS A HOST OF
ADDITIONAL EQUIPMENT*

Seat belts ratchet to interior. Wheels with 6-inch rims. Vented wheel covers. Simulated wire wheel covers. Special front springs. Special suspension. Super shock absorbers. Heavy-duty body and heavy-duty floor plates. Heavy-duty clutch. Temperature-controlled fan. Heavy-duty radiator. Special sintered-metallic brake linings. Padded instrument panel. Sports-styled steering wheel. Extra-heavy foam-cushioned front seat. Two-tone finish. 100-watt stereo receiver. Super comfort and Convenience Equipment. White wall tires. Oversized and special tires. Heavy-duty Delcotron generators. Heavy-duty battery. 3.36:1 and 3.55:1 ratio rear axles. Tachometer. Oil-bath air cleaner and closed positive-type crankcase ventilation. 100-watt stereo receiver. and taxicab equipment. Full line of Custom Feature Accessories.

*Optional at extra cost.

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Impala Super Sport Convertible in Ermine White

*no high price on luxury here—just
sport and sparkle...breeziness and
breadth...and jet-smooth luxury!*