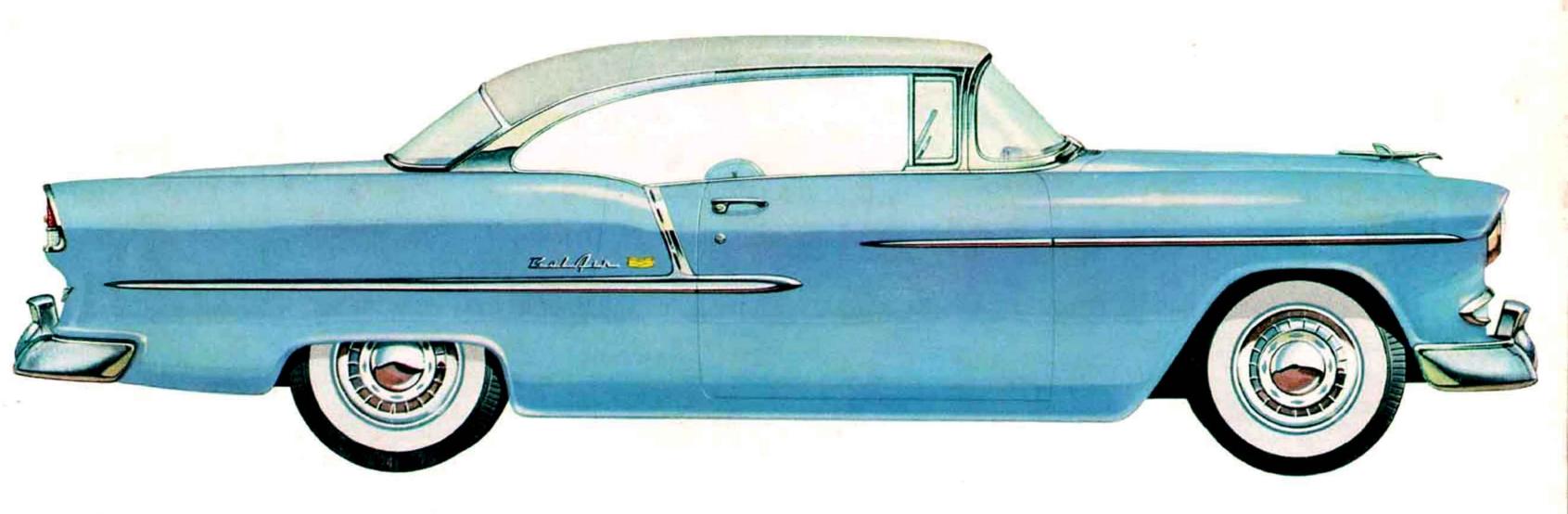
# CHEVROLET

# 1955



New Look! New Life (vs or 6)! New Everything!

## LOW-AND BEHOLD! HERE ARE THE NEW CHEVROLETS!



## THE BEL AIR 4-DOOR SEDAN

Here's Chevrolet's new "show car" styling at its beautiful best. The new Bel Air 4-Door Sedan looks as young as you feel behind the wheel! Wider and longer looking, and much, much lower—its crisp lines enhanced by tasteful chrome accents that distinguish the luxurious Bel Air models.

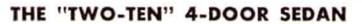
Belger .



## THE BEL AIR 4-DOOR SEDAN INTERIOR

Try this for sighs! Looks roomy—and it is. The new Chevrolet gives you more room for hats, hips and shoulders. Looks luxurious—and it's that, too. New Bel Air fabrics and fittings have a look of custom quality that you'll find only in much higher-priced cars. Color-keyed with the exterior, of course. And what colors they are!



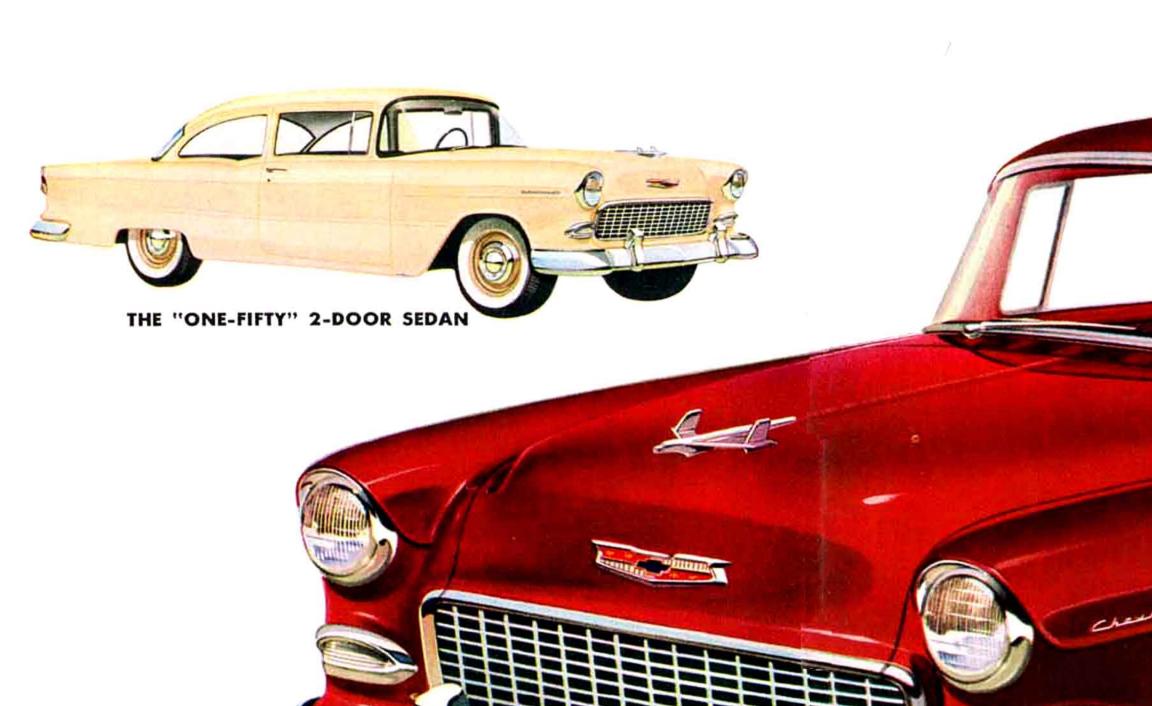






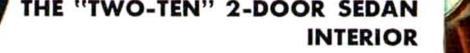






THE "ONE-FIFTY" UTILITY SEDAN INTERIOR

That's right! This handsome interior is yours in Chevrolet's lowestpriced series. Practical, too, with generous use of long-wearing vinyl trim. And just look at all the extra load space you get in this "One-Fifty" Utility Sedan. The entire rear compartment can be used for hauling cargo-and the floor is raised to make loading and unloading easier.



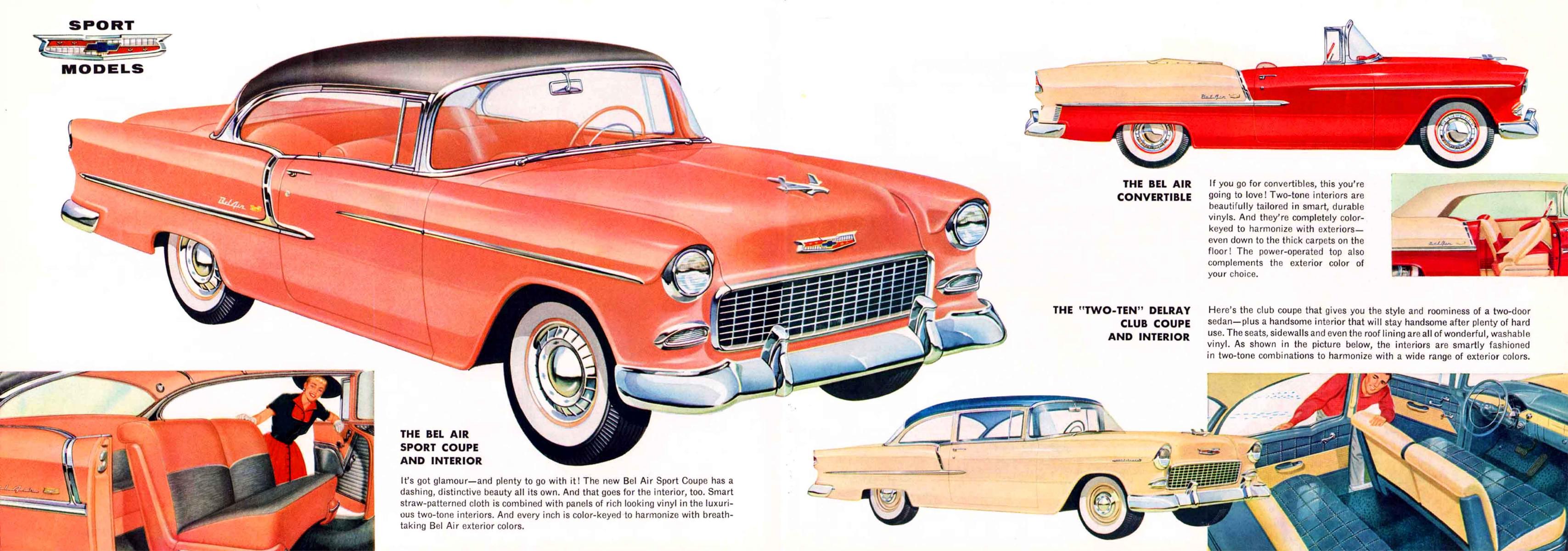
four fenders. And wherever you sit, you'll enjoy the fashionable two-tone upholstery and smart new appointments of this beautifully color-keyed interior. Imagine-all this glamour in a sound and sensible family car!

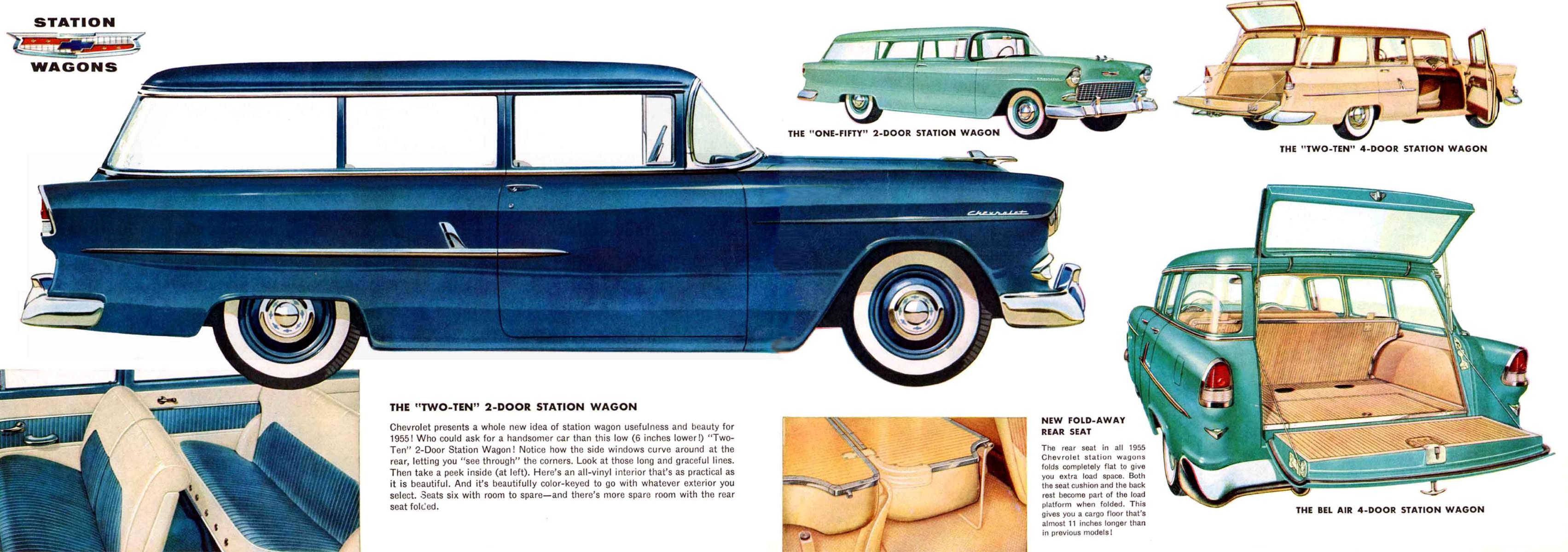


**TWO-DOOR** 

SEDANS

THE "TWO-TEN" 2-DOOR SEDAN





## NEW SWEEP-SIGHT WINDSHIELD

It's the newest thing in style and sight! Chevrolet's Sweep-Sight Windshield curves gracefully around to vertical corner pillars, giving the driver a wider view of the road ahead. You get the very latest "look" -and the very best looking in Chevrolet for '55!



### **NEW SWING-TYPE PEDALS**

Chevrolet's new Swing-Type brake and clutch pedals swing downward with a light pressure of your toe. They pivot at the top, leaving the floor free and clear. New accelerator has no push-rod through floor.



### NEW DOOR HANDLE AND LOCK

Chevrolet's pushbutton door handle is now even handsomer and handier. The handle is slimmer and the pushbutton has been lowered for easier operation. The key lock is now located on the door itself, directly beneath the handle.



### **NEW CENTER GLOVE COMPARTMENT**

Here's another new Chevrolet feature you'll go for! The glove compartment is in the center of the instrument panel, within easy reach of both driver and front-seat passengers. As you can see, it's plenty roomy, too.



## NEW BALL-RACE STEERING

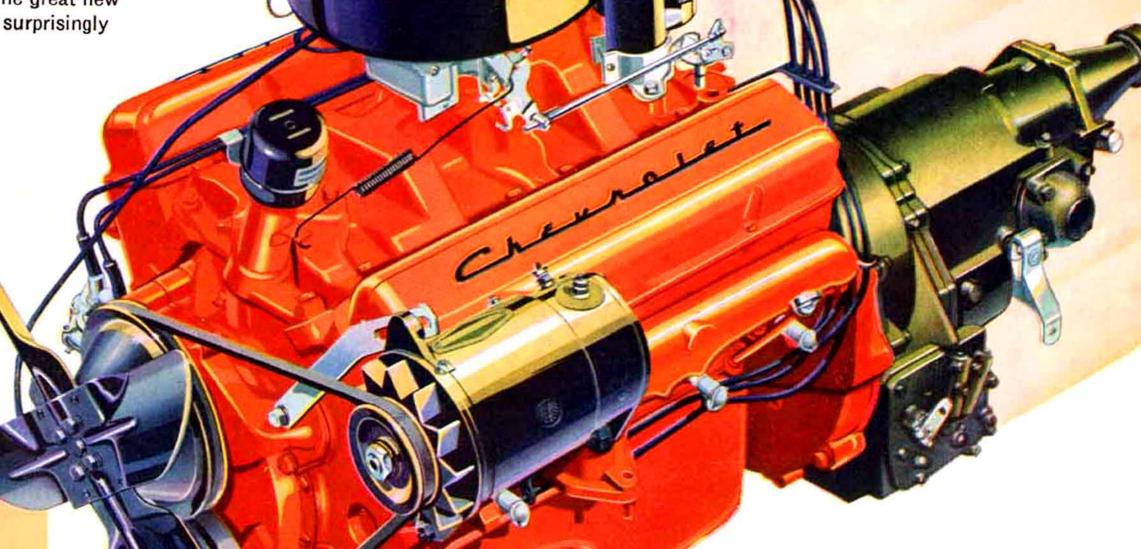
The new Chevrolet steers with ballbearing ease! New Ball-Race Steering greatly reduces friction to give you greater handling ease than ever before. Also, steering is smoother, steadier.

## Here it is:

THE NEW CHEVROLET V8 ENGINE!

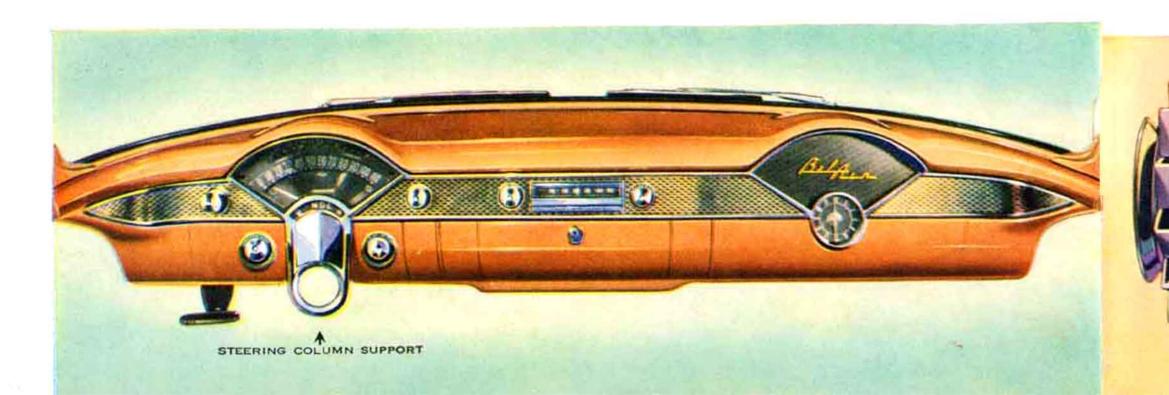
Here's the valve-in-head V8 as only the valve-in-head leader can build it. And here are some of the wonderful things it brings you: 162 horsepower with an 8-to-1 ultra-high compression ratio! Highly efficient oversquare design, which means less piston travel . . . less friction wear! Exceptionally high horsepower per pound! The great new Chevrolet V8 delivers brilliant performance, surprisingly high gas mileage, and extra long life.

Extra! The new Plus-Power Package boosts Chevrolet's V8 horsepower to 180 . . . brings you even more exciting performance! Optional at extra cost on V8 models.



## **NEW INSTRUMENT PANEL**

There's an "airliner look" about Chevrolet's glamorous new instrument panel. Instruments are grouped to read at a glance. Red lights flash on to indicate low oil pressure or low generator charging rate. Ends of the panel curve around and blend beautifully into the doors.



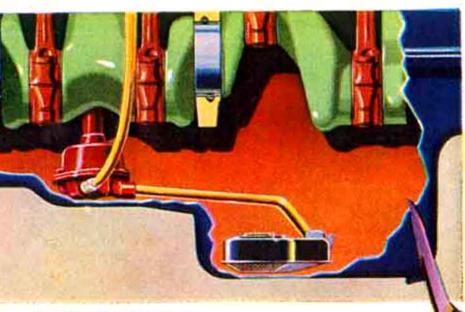
**NEW 12-VOLT** 

new 12-volt electrical system provides greater generator capacity . . . finer high-speed performance . . . more efficient battery charging . . . quicker, easier cold-weather starting! You get this engineer-**ELECTRICAL SYSTEM** ing advance with all three 1955 Chevrolet engines!

## CHEVROLET PRESENTS TWO NEW SIXES!

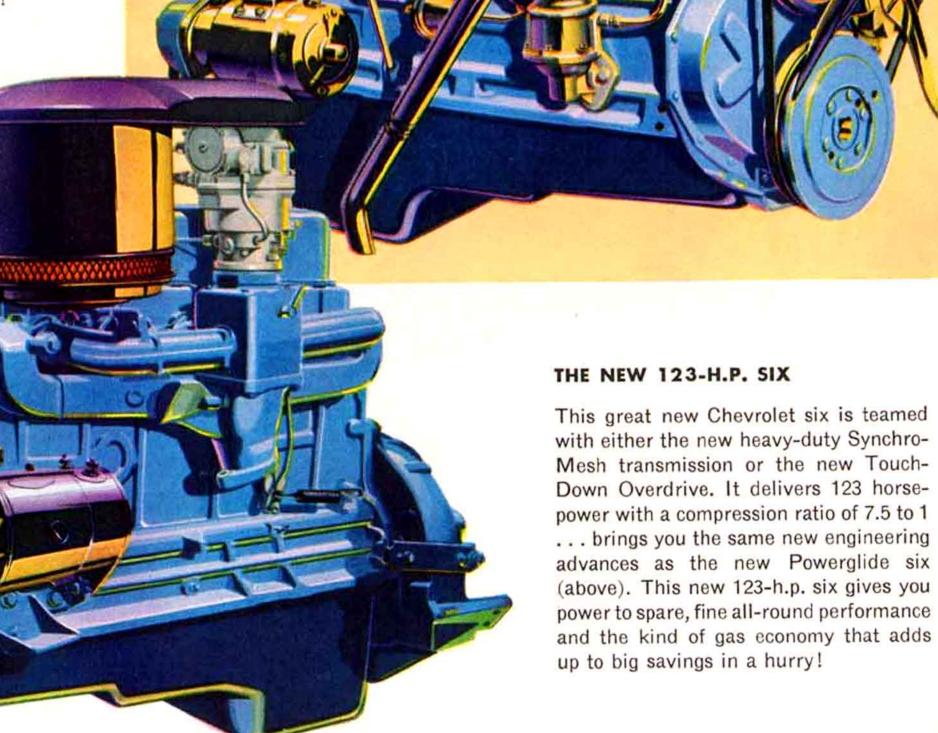
### THE NEW 136-H.P. SIX

Here's a brand-new valve-in-head six for Power-glide driving. It delivers a full 136 horsepower with a 7.5-to-1 compression ratio. And just look at some of the new advances it brings you—new vibration-smothering four-point suspension . . . new, more efficient cooling and lubrication systems. It's the smoothest, most powerful, finest performing passenger-car six the valve-in-head leader ever built!



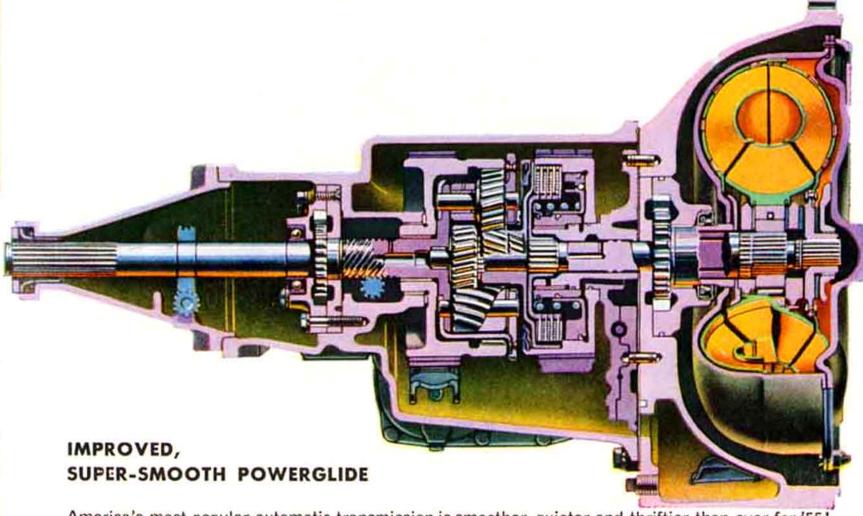
## NEW FLOATING OIL INTAKE

This is another new advance offered by all three new Chevrolet engines. The screened intake of the oil pump is designed to float just beneath the surface of the oil in the crankcase, avoiding the froth at the top and the sediment at the bottom. Result—cleaner, more constant oil supply for better lubrication.



## THE BIGGEST POWER-DRIVE CHOICE IN CHEVROLET HISTORY!

In the new Chevrolet you have your choice of three great valve-inhead engines, including the new V8—and your choice of three advanced drives, including the new Touch-Down Overdrive. All in all, you can select from six different power-drive combinations (as shown in the table at right)—the biggest choice in Chevrolet history! You get power as you like it in Chevrolet for '55!



America's most popular automatic transmission is smoother, quieter and thriftier than ever for '55! New engineering advances keep Powerglide's automatic shifts from low to cruising range a smooth, silent secret. You move away from a standing start in an unbroken stride of power. And Powerglide now brings you even greater durability. Teamed with the EconoMiser axle and either the new 136-h.p. six or the great new V8, it's optional on all models at extra cost.

## TAKE YOUR CHOICE OF 6 NEW POWER TEAMS

123 h.p. SIX with Standard Transmission 123 h.p. SIX with OVERDRIVE

136 h.p. SIX with

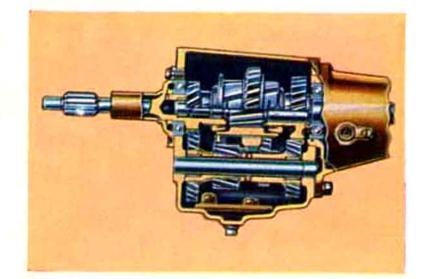
**POWERGLIDE** 

4

162 h.p. V8 with Standard Transmission 162 h.p. V8 with OVERDRIVE

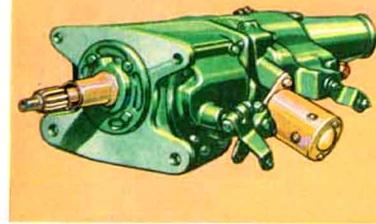
/8 0 162 h.p. V8
with
POWERGLIDE

Both Overdrive and Powerglide Power Teams optional at extra cost.



## NEW HEAVY-DUTY SYNCHRO-MESH TRANSMISSION

The new heavy-duty synchro-mesh transmission offers the very finest in standard driving with outstanding gasoline economy. It brings you extra durability—plus extra-smooth operation. Teamed with Fuel-Saver axle and either the new 123-h.p. six or the great new V8.



## NEW TOUCH-DOWN OVERDRIVE

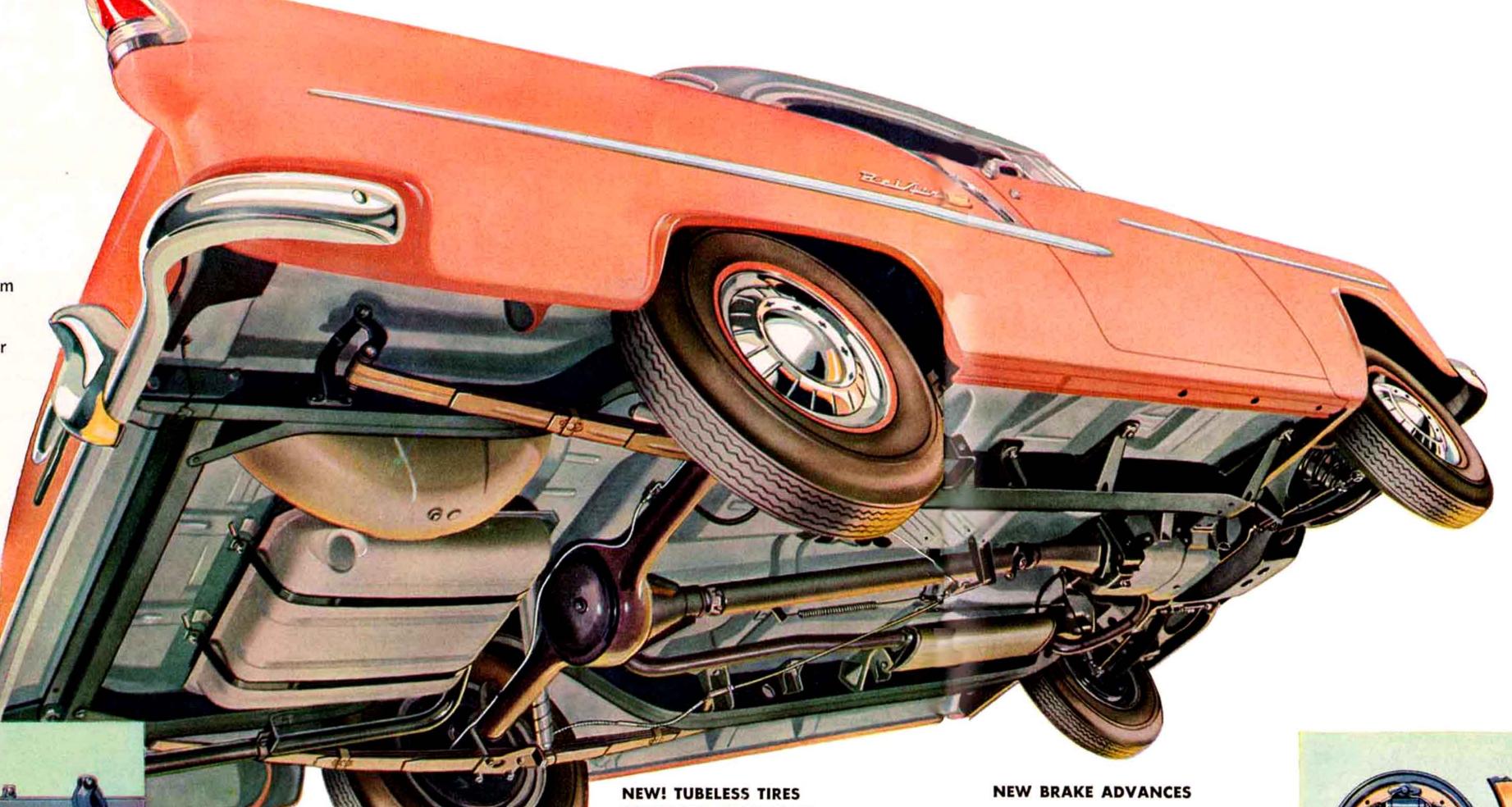
Here's great new driving flexibility and wonderfully responsive performance combined with big gas savings! Teamed with either the new 123-h.p. six or the great new V8 and new Power-Master rear axle, it's optional on all models at extra cost.

## COMPLETELY NEW 1955 CHEVROLET CHASSIS

The 1955 Chevrolet is just as new underneath as it is "topside"! This completely new chassis is what makes driving the new Chevrolet such a wonderfully exciting experience. You'll find it brings you an entirely new feeling of stability and safety on the road . . . a minimum of pitch and roll on curves . . . almost unbelievable riding smoothness that makes back roads seem like boulevards! And with all its new nimbleness and big-car comfort, the new Chevrolet is every bit as dependable as you've come to expect a Chevrolet to be. In fact, it's designed to deliver a long lifetime of fine performance with even less maintenance than the thrifty Chevrolets of recent years.

## NEW HOTCHKISS DRIVE

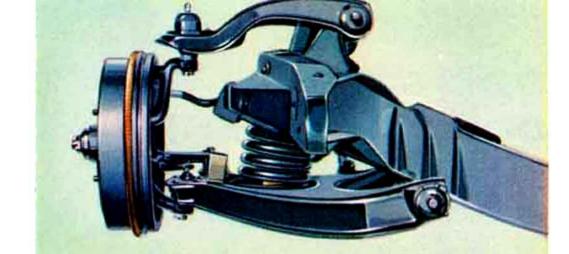
Drive line shocks are cushioned by new, longer rear springs with Chevrolet's new Hotchkiss Drive. Also, unsprung weight is substantially reduced. Both these factors are important reasons behind Chevrolet's wonderful new ride.

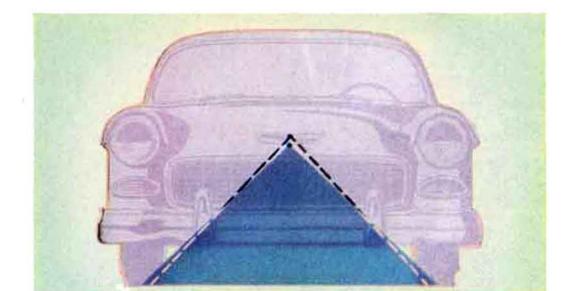


## STANDARD EQUIPMENT

You get this great tire advance at no extra cost in all 1955 Chevrolets! Proved tubeless tires give you greater protection against blowouts . . . deflate more slowly when punctured.

Chevrolet's famed extra-large brakes with bonded linings are even finer for '55! Hydraulic master cylinder is located under the hood for greater servicing ease. Use of nylon bushings in pedal linkage eliminates need for lubrication.





## **NEW ENGINE SUPPORTS**

A newly designed engine mounting system cushions engine vibrations and power impulses with greater effectiveness. Live rubber mounts in front and rear support the engine in a naturally balanced position to give you silk-smooth performance at all engine speeds.



It's the greatest advance in riding comfort since Chevrolet's original Unitized Knee-Action! Four self-adjusting spherical joints absorb road shocks to help give you a wonderfully new kind of ride. And they require much less lubrication!

## NEW ANTI-DIVE **BRAKING CONTROL**

This exclusive new Chevrolet development means "heads up" stops-even when you stop in a hurry. It greatly reduces passengerpitching braking dive. And it lessens chances of bumper locking when you stop in close

## LOWER CENTER OF GRAVITY, WIDER FRONT TREAD

Here are two more important reasons behind the '55 Chevrolet's steady, road-hugging ride. The front tread is 1.3 inches wider. The center of gravity has been substantially lowered. The new Chevrolet is so stable that it requires no front-end stabilizing bar!

A WHOLE NEW DESIGN IN CHEVROLET'S BODIES BY FISHER

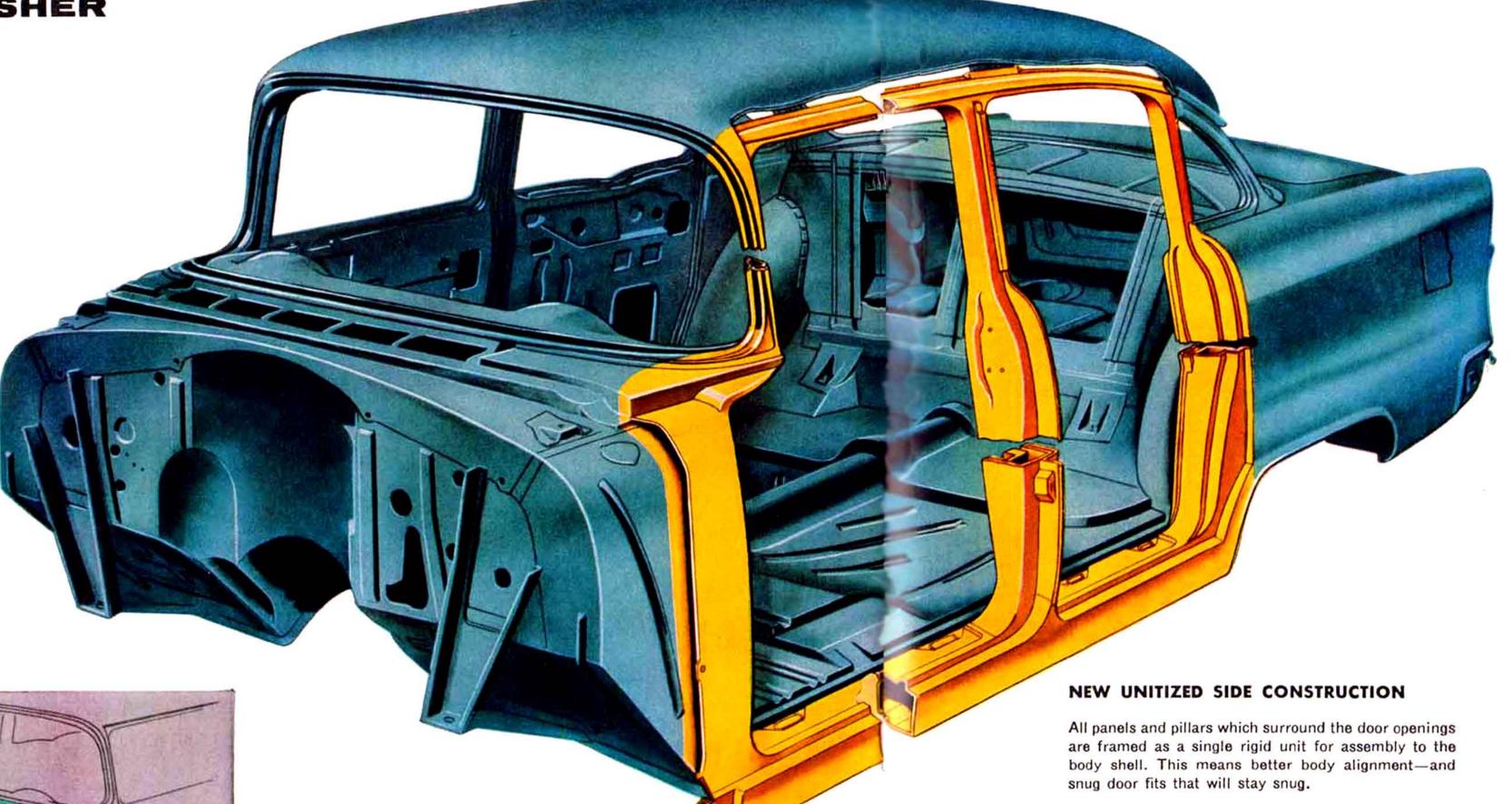
There's a lot more that's new besides the beauty in Chevrolet's sleek new Bodies by Fisher! The entire body structure has been redesigned and more closely integrated with the frame. Together with new manufacturing methods, this new design brings you great new strength, rigidity and roominess. And it contributes greatly to the solid and steady big-car comfort you'll enjoy in the new Chevrolet. Remember . . . Chevrolet's the only low-priced car to bring you the advances and advantages of the body used in many of America's highest-priced cars—Body by Fisher!

## NEW! AIR CONDITIONING IF YOU WISH

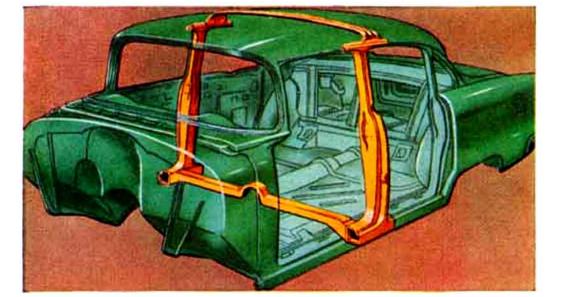
Now Chevrolet brings the luxurious comfort of air conditioning to the low-price field. Combines heating and cooling in one highly efficient unit. And the whole thing fits compactly into the front of the car... requires no trunk space. Optional at extra cost.

## NEW HIGH-LEVEL VENTILATION

Chamber at right receives air at hood-high level—away from road dirt, fumes and heat—and directs it under slight pressure to the passenger compartment. The result is more efficient ventilation—even on rainy days, since any water present is drained off by the chamber. This air chamber also gives increased strength and rigidity to the forward part of the body.











### **NEW RUBBER BODY-MOUNTS**

Closed bodies are insulated from the frame at every mounting point by new live-rubber mounts. One more important reason for the whisper-quiet ride you get in the new Chevrolet!

### **NEW CENTER FRAMING**

The new center pillars, a new heavy-gauge floor brace, and the sturdy center roof bow team up to form a rugged structure at the center of the body. Here's extra strength for greater safety!

## NEW, GREATER AREAS OF SAFETY PLATE GLASS

You can see more in all directions in the new Chevrolet! Four-door models, for example, bring you over 18 per cent greater glass area with 19 per cent larger windshield, 21 per cent larger rear window, and bigger side windows, too! All glass in all models is Safety Plate Glass for clearer visibility!

## NEW LOW-LEVEL LUGGAGE COMPARTMENT

The roomy luggage compartment of the new Chevrolet is both wider and lower. The sill is almost flush with the floor, to make loading and unloading easy. And the lid is easier to open than ever—just a turn of the key and a light touch of your finger does it!



## CHEVROLET OFFERS NEW AND IMPROVED **AUTOMATIC POWER HELPERS**

## POWER CONTROLS ON ALL WINDOWS POWER-POSITIONED FRONT SEAT

A finger touch automatically raises and lowers windows in front and rear both. Master control on left front door permits driver to control all windows. In addition, of course, each window has its own individual control for the convenience of passengers. . . . At the touch of a button, Chevrolet's Power-Positioned Front Seat moves to your most comfortable driving position. . . . These features are available separately or in combination as extra-cost options on all models.





easier power-off steering. Chevrolet Power Steering does up to 80 per cent

of the work required to turn the wheels . . . makes parking and maneuver-

ing in traffic far easier. Also, it helps you steer a straight course in spite

of ruts, sand-or even a blowout. Optional on all models at extra cost.

## IMPROVED POWER BRAKES

Chevrolet's improved Power Brakes bring you easier power-off braking for greater safety. And they bring you to a stop with a light touch of the pedal. Optional at extra cost on all models.

## ENGINEERING SPECIFICATIONS



### CAR EXTERIOR DIMENSIONS

Sedans and Coupes: Overall length, 195.6". Overall width, 74.0". Loaded height, 60.5" (Sport Coupe and Convertible, 59.1"). Station Wagons: Overall length, 197.1". Overall width, 74.0". Loaded height, 60.8".

### POWER PLANT

Engine: 6-cylinder or 8-cylinder, high-compression, valve-in-head engine (in choice of three power teams). Specifications listed below and in center chart.

Pistons: Tin-coated aluminum alloy, with expansioncontrolling steel struts, offset pins, and three rings. Crankshaft: Precision-counterbalanced, forged steel, Rubber-floated harmonic balancer. Alloy iron camshaft. Bearings: Precision interchangeable steel-backed babbitt crankshaft, camshaft, and connecting rod bearings. Lubrication: Controlled full-pressure system. Floating oil intake. Crankcase ventilator. Refill, 5 qt. (V8, 4 qt.). Fuel System: Downdraft carburetion. Automatic choke. Oil-wetted air cleaner. Thermostatic fuel mixture heat control. High-turbulence combustion chambers. 16-gallon tank (17, station wagons) with self-cleaning filter screen. Fuel filler inside of left rear fender, concealed by door. Exhaust System: 30" reverse-flow muffler with three resonance chambers. Special 24" muffler for Convertible.

Cooling System: Ribbed cellular radiator with pressure cap. 4-blade fan and self-adjusting permanently lubricated water pump. Thermostat and by-pass temperature control. Full-length water jackets around all cylinders. Capacity, 16 at. (17 at. with heater).

Electrical System: 12-volt system, 54-plate battery (50 ampere-hour rating at 20 hours). 25-ampere generator, with current and voltage regulators. Solenoidoperated positive-shift starter. All-weather ignition. Automatic centrifugal and vacuum spark control.

Mounting: Dynamically balanced on rubber cushions,

### SUSPENSION SYSTEM

Frame and Bumpers: Double-drop box-girder frame (with special X-structure of I-beams in Convertible). Contoured wraparound bumpers, with guards.

Front Suspension: Independent coil spring suspension with coaxial life-sealed double-acting shock absorbers. Self-adjusting spherical-joint steering knuckles with nonmetallic bearings. Four lubrication fittings.

Rear Suspension: Semi-elliptic leaf springs, 58" long by 2" wide. Lubrication-eliminating leaf inserts. Outrigger mounting, with compression shackles. Diagonally mounted life-sealed double-acting shock absorbers.

Wheels and Tires: Short-spoke steel disk wheels: 5" rims. Full wheel disks on Bel Air models; hub caps on others, 6.70-15-4 p.r. extra-low-pressure tubeless tires. Wheelbase, 115". Front tread, 58". Rear tread, 58.8".

### CONTROLS

Brakes: Hydraulic, self-energizing, with bonded linings. 11' dia. drums with cast alloy iron braking surfaces. Braking dive controlled by car suspension system. Mechanical actuation of rear brakes for parking.

Steering: Recirculating ball-nut steering gear; ratio 20 to 1. Relay type linkage. Overall ratio, 25.7 to 1. Driving Controls: 18" steering wheel (3-spoke on Bel Air models: 2-spoke on others). Full-circle horn ring on Bel Air and "Two-Ten" models; horn button on "One-Fifty" models. Transmission and direction signal\* control levers, with mechanism inside steering column. Parking brake T-handle at left of steering column. Suspended brake and clutch pedals. Treadle accelerator. Footcontrolled headlight-beam switch. Light switch. Key-turn starter and ignition lock switch. Windshield wiper and ventilation controls.

Instruments: Speedometer, Fuel gauge, Heat indicator. Generator charge, oil pressure, and country beam warning lights. Direction signal \* arrows. Adjustable indirect instrument lighting. Lighted automatic transmission\* selector indicator on instrument panel.

Vision Aids: Two windshield wipers, Full-width defrosting. Inside mirror. Two sun shades (one, "One-Fifty" models) Driving Lights: Sealed beam headlights, protected by dual circuit breakers. Parking lights. Tail and stop light units, with red reflex buttons. Dual rear license lights.

### BODY CONSTRUCTION

Structure: Welded steel. Turret top with central bow (except Convertible). Full-length floor. Double-walled cowl. Unitized sides and rear fenders. Lacquer finish.

Closures: Rear-opening double-walled doors: Concealed hinges; swing-out type front door hinges. Door checks. Rotary locks. Pushbutton outside handles; lever inside controls. Button-on-sill latches, with rear door safety adjustment. Aluminum sill plates. Two-panel sedan and coupe deck lid: Concealed counterbalancing hinges, key release, lift handle, slam latch, Extra-low trunk sill, Boxsection station wagon lift gate: Concealed hinges, selflatching supports, wedge lock. Double-walled station wagon tail gate: Exposed hinges, support cables with re-wind springs, slam latches operated by outside Thandle. Key locks for both front doors, deck lid or end gates. Front-opening hood: Counterbalancing hinges, slam latch with safety catch. Convertible folding fabric top: Zippered-in rear curtain with vinyl plastic window, vinyl boot, hydraulic operating mechanism.

Insulation: Thorough sealing and insulation. Extra top sound deadener in Bel Air and "Two-Ten" models.

Front Ventilation: High-level air intake in top of cowl; individually controlled outlets in cowl side panels.

Mounting: Rubber cushioned (except Convertible). Stabilized mounting of front fenders, hood and radiator.

3.55 to 1 ratio

POWER AUTOMATIC CONVENTIONAL OVERDRIVE TEAMS Engine Size 136-hp Six 162-hp V8 162-hp V8 162-hp V8 123-hp Six 123-hp Six 235.5 cu. in. 265.0 cu. in 235.5 cu. in. 265.0 cu. in. 235.5 cu. in. 265.0 cu. in. displacement, displacement, displacement, displacement, displacement, displacement, 3.56" bore, 3.75" bore, 3.56" bore, 3.75" bore, 3.56" bore, 3.75" bore, 3.94" stroke. 3.0" stroke. 3.94" stroke. 3.0" stroke. 3.94" stroke. 3.0" stroke. 7.5 to 1 com- 8.0 to 1 com- 7.5 to 1 com- 8.0 to 1 com- 7.5 to 1 com- 8.0 to 1 compression ratio. pression ratio. pression ratio. pression ratio. pression ratio. Concentric Dual carbu- Concentric Dual carbu- Concentric Dual carbucarburetor, retor, 5-bear- carburetor, retor, 5-bear- carburetor, retor, 5-bear-4 - bearing ing crankshaft. 4 - bearing ing crankshaft. 4 - bearing ing crankshaft. Features crankshaft. Chain drive crankshaft. Chain drive crankshaft. Chain drive High-lift cam- timing. Hydrau-Gear drive tim- timing. Gear drive tim- timing. shaft. Gear lic valve lifters. drive timing. Clutch 91/2" dia. 10" dia. 91/2" dia. 10" dia. Hydraulic valve Diaphragm spring type. Life-lubricated throwout bearing. Strap drive. **Heavy-Duty Transmission** Automatic Transmission\* Trans-Heavy-Duty Transmission plus Overdrive\* mission Hydraulic, 3-element torque con-3-speed, synchro-mesh, selective 3-pinion, planetary gear over-... r, with planetary gears for gear transmission, with gearshift reverse and automatic low. Seleclever on steering column. drive, providing automatic fourth speed; gear ratio, 0.71 to 1. tor lever on steering column. Gear Ratios: Accelerator control: Electric cut-in, Safety switch in starter circuit. Oil First . . . . . . . . . . . . . 2.94 to 1 through releasing treadle, at cooler integrated with engine Second . . . . . . . . . . 1.68 to approx. 25 mph.; down-shift to cooling system. Maximum torque Third......1.00 to 1 direct drive by pressing treadle | converter ratio, 2.1 to 1. Plan-Reverse . . . . . . . . . . . . 2.94 to 1 to floor. Pull-out knob locks out etary gear ratio, 1.82 to 1. Maxioverdrive. mum overall ratio, 3.82 to 1. Semi-floating, with hypoid gears. One-piece "banjo" housing. Hotchkiss drive.

Windows: Polished safety plate glass in windshield and all windows. Windshield: One-piece wrapground; vertical pillars, Door windows: Crank-down, Crank-operated front door ventipanes. Rear quarter windows: Crank-down (2-door sedans, coupes). Stationary (4-door sedans, Utility Sedan). Wraparound stationary (station wagons) with crank-down front sections ("Two-Ten" 2-door model), Rear window: Wraparound (sedans, coupes except Convertible). Curved (station wagons).

BODY EQUIPMENT

Seats: Full-width; all-steel frames with S-wire springs. Front seat: Solid back (4-door models); split center-fold back (2-door models). Foam rubber cushion (Be! Air and "Two-Ten" models). Inclined-plane seat adjustment. Rear seat: Foam rubber cushion (Bel Air and "Two-Ten" sedans, coupes). Folding seat (station wagons).

Upholstery and Trim: All vinyl (Convertible, Club Coupe, "Two-Ten" and "One-Fifty" station wagons): combinations of pattern cloth, gabardine, vinyl (others). Chrome front seat and side wall moldings (Bel Air and "Two-Ten" models); windshield top and side molding (Convertible); roof bows (Sport Coupe).

Floor Coverings: Carpet (Bel Air sedans, coupes: Club Coupe). Rubber mats (others), also sedan and coupe trunk, Utility Sedan load space. Linoleum on platform, tail gate, and surface of folded rear seat (station wagons).

Appointments: Wraparound instrument panel with instrument cluster in front of driver, matching radio grille, and central glove compartment with key lock, Automatic glove compartment light, ash receptacle, and cigarette lighter (Bel Air and "Two-Ten" models) and electric clock (Bel Air models). Four arm rests (Bel Air and "Two-Ten" models, except two in station wagons). Two rear seat ash receptacles (Bel Air and "Two-Ten" 2-door models; one, Bel Air and "Two-Ten" 4-door sedans). Two assist straps (Bel Air and "Two-Ten" 2-door sedans, Club Coupe). Package shelf (sedans, coupes except Convertible).

Lights: Central dome light (sedans, Club Coupe, station wagons). Two rear corner lights (Sport Coupe). Two courtesy lights under instrument panel (Convertible). Manual control by light switch on instrument panel. Automatic switches at all doors (Bel Air models, "Two-Ten" 2-door models); at front doors ("Two-Ten" 4-door models).

Exterior Chrome: Hood ornament, hood and rear emblems, light bezels, radiator grille, bumpers, ventipane frames, handles, hub caps or wheel disks (all models). "V" on rear fenders (V8 models). Windshield, window sill, rear side, and sash moldings ("Two-Ten" models). Windshield and side window moldings; rear window reveal (except Convertible); windshield pillar moldings; front, sash, and rear side moldings (Bel Air models). Special top and belt moldings, and winged spears replacing sash moldings (Bel Air and "Two-Ten" station wagons).

### FACTORY-INSTALLED OPTIONAL EQUIPMENT\*

Four-barrel carburetor and dual exhaust system for V8 engines. Overdrive. Automatic transmission, in combination with either 6-cylinder engine or V8 engine. Low-pedal vacuum-power brakes, Hydraulic power steering. Direction signals. Electric windshield wipers. Tinted safety plate glass. Electric-power window lifts. Electric-power front seat adjustment. Heater and defroster. Air conditioner. Whitewall tires.

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.

4.11 to 1 ratio

3.70 to 1 ratio

Rear Axle

