

CHEVROLET 1957



the **BEL AIR** sport sedan

SHOWN IN IMPERIAL, THERE ARE FOUR OTHER COLORS

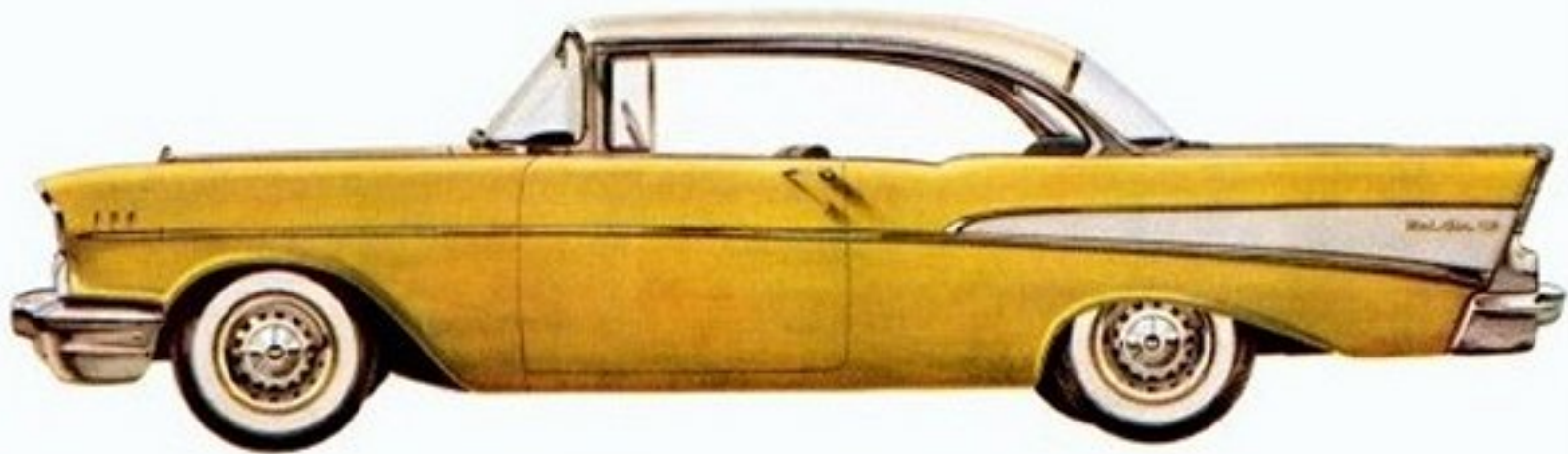
Without vision-obstructing center pillars, this model captures all the joy of open-air motoring plus the all-weather comfort of a 4-door sedan. High set rear fenders reflect the daring sweep of Chevrolet's new lines. Even the wheels it rolls on are new!



the **BEL AIR** *sport coupe*

SHOWN IN INDIA IVORY AND CHAMPAGNE YELLOW

This adventurous hardtop has "new" written all over it—from bumper to bumper. The driver's view is new, too, with up to 75 square inches more glass area in the windshield, for safer viewing!



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the **"TWO-TEN"** sport sedan

SHOWN IN LANTERN BLUE AND HARBOR BLUE

Wide open for all kinds of fun! This economy-priced hardtop, distinctively bold for '57 with its own "Two-Ten" styling, is lovely to look at, delightful to drive, and yet so easy to own!

TURBOGLIDE*

REVOLUTIONARY NEW DRIVE!

Chevrolet's great new automatic transmission features **triple-turbine-takes**®, with the **smoothest performance** yet known in the low-price field! This drive has an infinitely variable torque ratio from standstill to cruising speed—without the slightest hic of a shift! You'll praise its **single forward Drive range** and **brake-saving new Hill Retarder!**

*or choose from 3
other outstanding transmissions*

For '57 you can also select famous Chevrolet **Powerglide*** automatic, fuel-saving **Touch-Down Overdrive,*** or conventional 3-speed **Synchro-Mesh.**

SOLID BEAUTY IN BODY BY FISHER!

The finest **hallmark of coachcraft** a car can wear is the Fisher Body insignia. The craftsmanship of Body by Fisher—evident in every detail—is exclusive to Chevrolet in its field.



ENJOY THE SMOOTHEST RIDE EVER!

The secret of Chevrolet's superb road hugging ride is its rigid, low-slung chassis. For '57 the ride is even smoother, thanks to new, **larger low-pressure tires,** improved **outrigger rear springs.**





"SUPER TURBO-FIRE 283"*

BIG BORE V8's *most efficient power in their field . . .* *unveiling fuel injection for '57*

Chevrolet announces V8 power news for '57! New extra-efficient V8's deliver high-compression horsepower and top torque—and some engines offer new Chevrolet fuel injection,* (with horsepowers ranging up to 283) the industry's most far-reaching engine improvement! Fuel injection completely eliminates the carburetor . . . results in the most instantly responsive power you've ever known! All of Chevrolet's great new power-busbies with advanced shortstroke design, low in friction and long on wear, give you a new measure of spirited power and smooth performance. That is why you'll have much more driving fun in the '57 Chevrolet—America's preferred performance buy! And there are noteworthy new refinements in Chevrolet's valve-in-head "Blue-Flame" Six.

*Extra-Cost Option

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General Motors Corporation

the **BEL AIR** *NOMAD* 2-door 6-passenger station wagon

shown in Harbor Blue

Here is a dream car come true!
This sports model station wagon features foam rubber in seat cushions
and rooney comfort for six, with thick carpets and luxurious trim—yet
it's practical as only a station wagon can be.



BEL AIR 2-DOOR SEDAN



"TWO-TEN" SPORT COUPE



"TWO-TEN" BEAUVILLE STATION WAGON
4-door 3-passenger



"TWO-TEN" TOWNSMAN STATION WAGON



SWEET, SMOOTH and SASSY

"TWO-TEN" 4-DOOR SEDAN



"ONE-FIFTY" UTILITY SEDAN



"ONE-FIFTY" HANDYMAN STATION WAGON
2-door 6-passenger



"ONE-FIFTY" 2-DOOR SEDAN



CHEVROLET CORVETTE

the **BEL AIR TOWNSMAN** 4-door 6-passenger station wagon

SHOWN IN BELONIAL GREEN AND LAUREL GREEN

All Chevrolet station wagons (the sassiest half-dozen on the road!) carry a half-ton of cargo—beautifully. There is even one model with load, hip and shoulder room for nine passengers!



the **BEL AIR** convertible

SHOWN IN CANYON CORAL WITH IVORY TOP

A top down convertible has its own happy place in the sun! And when the weather's not at its best, the power operated top makes snug protection automatically yours at a button touch.



the **"TWO-TEN"** 2-door sedan

SHOWN IN INDIA IVORY AND BUFF GREENS

There's a look of elegance in the new lines of that hood! Note the feeling of massiveness and luxurious width in the completely new integrated bumper and grille.



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the **BEL AIR** 4-door sedan

SHOWN IN IMPERIAL INGOT AND IVES SILVER

Each of Chevrolet's three superb series has its own new look of distinction. This rooney Bel Air sedan strikes a fashion first with its gold accents, full-disc wheel covers and rakish sweep of chrome.



the "ONE-FIFTY" 4-door sedan

SHOWN IN MAXAGE RED

Its new silhouette is not the only thing that's low—the price is, too! Chevrolet's budget-wise "One-fifty" keeps its low, low price a beautiful secret! Note its generous use of chrome, its glamorous new styling.