

Your kind of  
economy car.



Your full-size Chevrolet  
made sense when you bought it.  
The new '76 model still  
makes economy sense today.



Caprice Classic Sedan cloth-and-vinyl interior.

**You could spend more,  
but what for?**

We bet that among the many reasons you bought your present Chevrolet were its likable styling, inside and out; family-size roominess and comfort; and good value at a Chevy price.

Well, the same sensible reasons still hold true for buying a 1976 Impala or Caprice. Consider price: comparing Manufacturers' Suggested Retail Prices for base models, our full-size Chevrolets are priced lower than all full-size cars from our six nearest sales competitors and, in fact, not much higher than similarly equipped smaller cars.

Consider built-in value: Turbo Hydra-matic automatic transmission, power steering, disc/drum power brakes and steel-belted radial ply tires (except Impala S) are standard.

But that's only the beginning. Please read on and you'll discover why the full-size 1976 Chevrolet is still your kind of economy car.



Impala Custom Coupe.



## When you have this much luggage, you have the room.

There's over 18 cubic feet of trunk space in a full-size '76 Chevrolet coupe or sedan. You'll appreciate that every time you load the family vacation gear or do the once-a-week grocery shopping.

## And when you're six people, no problem.

Sure, a family of six might be as comfortable divided into two smaller cars. But that's not economy. Or six could fit into compact models. But that's not as comfortable as in a larger car. So stay with a full-size Chevrolet, with the interior roominess and comfort you're accustomed to. That makes sense, especially when you know that, according to published dimensions, Impala and Caprice are roomier than the full-size coupes and sedans from our nearest sales competitor—more shoulder and leg room in both the front and rear seats.

### Impala: 21% better EPA city gas mileage than '74.

Need another economy reason for going full-size Chevrolet in '76? How about improved city mileage! According to EPA city mileage tests, the 1976 Impala Custom Coupe with standard 350-2 V8 shows 21% better gas mileage than the 1974 model.\* Remember,

EPA mileage ratings are estimates. The actual mileage you get will vary depending on your driving habits, your car's condition and equipment. But, according to EPA, 1976 Caprice and Impala sedans and coupes with standard 350-2 V8 got 13 mpg city, 18 highway.



\*Highway mileage tests were not run by the EPA in 1974. Also, EPA city mileage tests are not available for 1974 California emission-equipped full-size cars. However, '76 EPA estimates for California indicate 16 mpg highway, 11 mpg city with available 350-4 V8 and automatic transmission.

'76 Impala and Caprice.  
Economy that makes sense.



## A car that can tow up to 6,000 pounds.

The full-size 1976 Impala or Caprice, with proper available trailering equipment, can pull loads up to 6,000 pounds. That's about a ton more than the recommended limit for any American-made compact.



## Resale? Traditionally high.

Chevrolet's resale value is traditionally high. In fact, on a nationwide average, 3- and 4-year-old Impala and Caprice coupes and sedans have a higher resale value than the most similar models from our nearest sales competitors.

## Longer service intervals for 1976.

Longer intervals between recommended service help save you money as you operate a '76 Impala or Caprice.

	1976	1974	50,000-MILE SAVINGS*
Spark plugs	22,500 miles	6000 miles	48 fewer spark plugs
Engine oil	6 months or 7500 miles	4 months or 6000 miles	9 fewer quarts
Oil filter	First 7500 miles; then every 15,000 miles	First 6000 miles; then every 12,000 miles	1 less filter
Chassis lubrication	6 months or 7500 miles	4 months or 6000 miles	2 fewer chassis lubes
Transmission fluid	60,000 miles	24,000 miles	20 fewer quarts

\*These savings are based on following the recommended maintenance schedule throughout 50,000 miles of driving. Check complete details in the Owner's Manual.

## The best is yet to come.

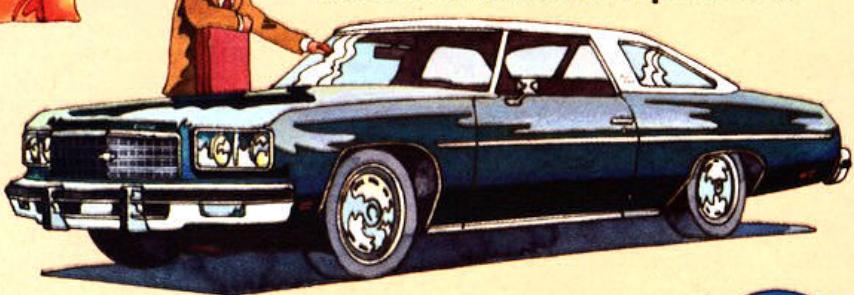
The reasons for buying another full-size Chevrolet are many more than we've touched on here. We invite you to see our complete line of 1976 Impalas and Caprices, to experience the pleasure of driving a favorite, to learn the trade-in value of your present Chevrolet.

## See us for your full-size Chevrolet economy car.



Family-size  
roominess.

Priced lower than all  
full-size cars from Chevy's six  
nearest sales competitors.



Impala: 21%  
better EPA city gas  
mileage than '74.

Historically, higher resale value  
than the most similar models from  
Chevy's nearest sales competitor.



Longer service  
intervals help save money  
compared to '74.



**Bob Eriksen Chevrolet**  
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**Milan, Ill. 61264**  
**"Just Plain Easier To Deal With"**

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