

1968 Chevelle

THE QUICK-SIZE PERFORMER FROM CHEVROLET



SS 396 Sport Coupe

Quick-size convenience, floor-mounted shift, vinyl upholstery, carpeting and brand-new looks. Your kind of style?

Chevelle is a whole new kind of '68 car. More than that, Chevelle is a totally new variety of cars with rakish new looks, remarkable new ways to handle roads. And, Chevelle comes in two sizes of excitement. Size one: coupes and convertibles are built on a sporty 112" wheelbase. Size two: sedans and station wagons, on a 116" wheelbase, have a comfortable new dimension all their own. Variety of cars? Ten in this book—seven in a separate station wagon catalog—each with its own beautiful personality. Take, for example, this spirited SS 396 Sport Coupe. Like all '68 Chevelles it features wide front and rear tread, improved Full Coil Suspension and low, sleek styling. The SS 396 also comes with red stripe wide-oval tires and a 325-hp V8 as standard equipment. This is the quick-size car that makes you wish for tougher twists and turns to challenge its any-kind-of-road hugging stability.

Other new '68 Chevelle features include a Hide-A-Way windshield wiper system (standard with SS 396, Malibu and Concours models), new exhaust emission control systems, and as you can see, exciting new long hood/short deck style that smacks of a true sports car. There are, of course, many extra-cost options and custom features you can order to virtually customize your kind of car. Some are shown throughout this catalog and a complete list appears on pages 18 and 19.

SS 396 identification includes black-accented grille and special twin-domed hood.



Chevelle SS 396 Sport Coupe, with wheel covers and vinyl top you can order.



Console and all-vinyl bucket seats are very sporty SS 396 options.

SS 396 equipment includes red stripe tires, fender-mounted side marker lights, lower body moldings and black-accented trim. Nice.

Chevelle SS 396 Convertible with special accent striping you can order.



SS 396 Convertible

Combine your instinct for a performance car with your need for a practical car—go like this.

Once you get to know the excitement of driving a Chevelle, it will come as a considerable surprise that this is not a costly machine. Sure, you hardly think budget when you're looking at a car that features a 396-cu.-in. 325-hp engine as standard, but consider this: inside and out, Chevelle was built to be a snap to care for with things like clean neat lines, vinyl trim, deep-twist carpeting, Magic-Mirror finish and a long long list of easy-care features. Your driving comfort has also been thoroughly considered, with generously padded seats complementing Chevelle's road-smoothing suspension geometry. Chevelle's size itself is in your favor, too. Just big enough to do everything you want it to, yet still let you enjoy moderate cost of operation. It's built with that sure feeling that only Chevrolet puts in cars, with values like Body by Fisher, Full Coil suspension, inner steel fenders, and separate frame construction cushioned by rubber mounts. A glass rear window and Hide-A-Way windshield wiper system are also SS 396 standards. There are plenty of rational reasons to justify your emotional urge for this convertible. Optional choices you might consider ordering are power disc brakes and a power operated top.



Chevelle SS 396 Convertible with rakish new front end styling.



All-vinyl trim and full width seats are standard. If you like, specify bucket seats.

From the cockpit, all controls are handy. Deluxe steering wheel with non-glare metal trim is standard. Instrument panel courtesy lights are standard with convertible.



Malibu Sport Coupe & Convertible

Here are two great new ways to blend a special yen for boldness with sensible automobile value.

With this sporty Chevelle duo you get sweeping new style, exceptional driving characteristics and just about any kind of comfort and convenience feature you'd like to have. Many little niceties that Chevrolet traditionally comes up with every year are also included with Malibu. New ones for '68 include crank-operated ventipanes, side marker lights and an ignition alarm system (activated when driver's door is opened if key is in "accessory" or "off" ignition position). Malibus are very big on basics, too. Wide stance roadability, of course. A colorful selection of 15 contemporary Magic-Mirror finishes to enhance Chevelle's exciting new looks. Rich, graceful interiors in your choice of four vinyls plus, for the Sport Coupe, four fabrics, with deep-twist carpeting underfoot. How about power? The standard six is the penny-pinching 140-hp Turbo-Thrift 230. And if you specify V8 you get a brand-new 200-hp Turbo-Fire 307 as standard with a choice of optional engines up to 325 hp. And, while we're talking versatility, consider transmissions. There's the fully synchronized 3-Speed that's standard, or you can specify either a special 3- or 4-Speed stick, overdrive or automatic Powerglide—depending on engine choice. That's just to give you an idea of the kinds of things you can do to personalize Chevelle.

Side marker lights are new safety features standard this year.



The Malibu Convertible features a glass rear window. A power top can be ordered.



Luxurious all-vinyl interior in the Malibu Convertible.



Malibu Sport Coupe equipment includes Chevelle's Hide-A-Way windshield wiper system.

Malibu 4-Door Sedan features the Hide-A-Way windshield wiper system and includes a sweeping left blade with articulating arm.

Plush upholstery with color-keyed carpeting in the Malibu Sport Sedan.



Malibu Sport Sedan & 4-Door Sedan

To handle roads beautifully and travel in style—pick one of this pair.

There are some major differences in these Chevelles from any other Chevelles of previous years. Obviously, their style is something else, and you may notice that they're longer this year. Chevelle 4-Door models are built on a 116" wheelbase and the tread on every Chevelle is one inch wider for 1968. Those extra dimensions are evident in Chevelle's sporty long hood/short rear deck/wide stance style. Underneath it all are some solid engineering advantages. Full Coil suspension, double-acting shock absorbers at each wheel, sturdy new perimeter-type frame, improved rear suspension. All of which means that Chevelle handles roads like a charm, rides and drives beautifully. Small pleasures like high-level ventilation, lighted heater controls, and a lane change feature incorporated in the direction signal control also help make trips more enjoyable. An additional convenience you can order is Chevelle's Comfortilt steering wheel to help you out—and in. Take one more look at this pair and you'll probably have trouble deciding which you like best.

A deluxe steering wheel with non-glare metal trim is standard for Malibus.



Note the well designed look of this Malibu Sport Sedan.

Concours Sport Sedan

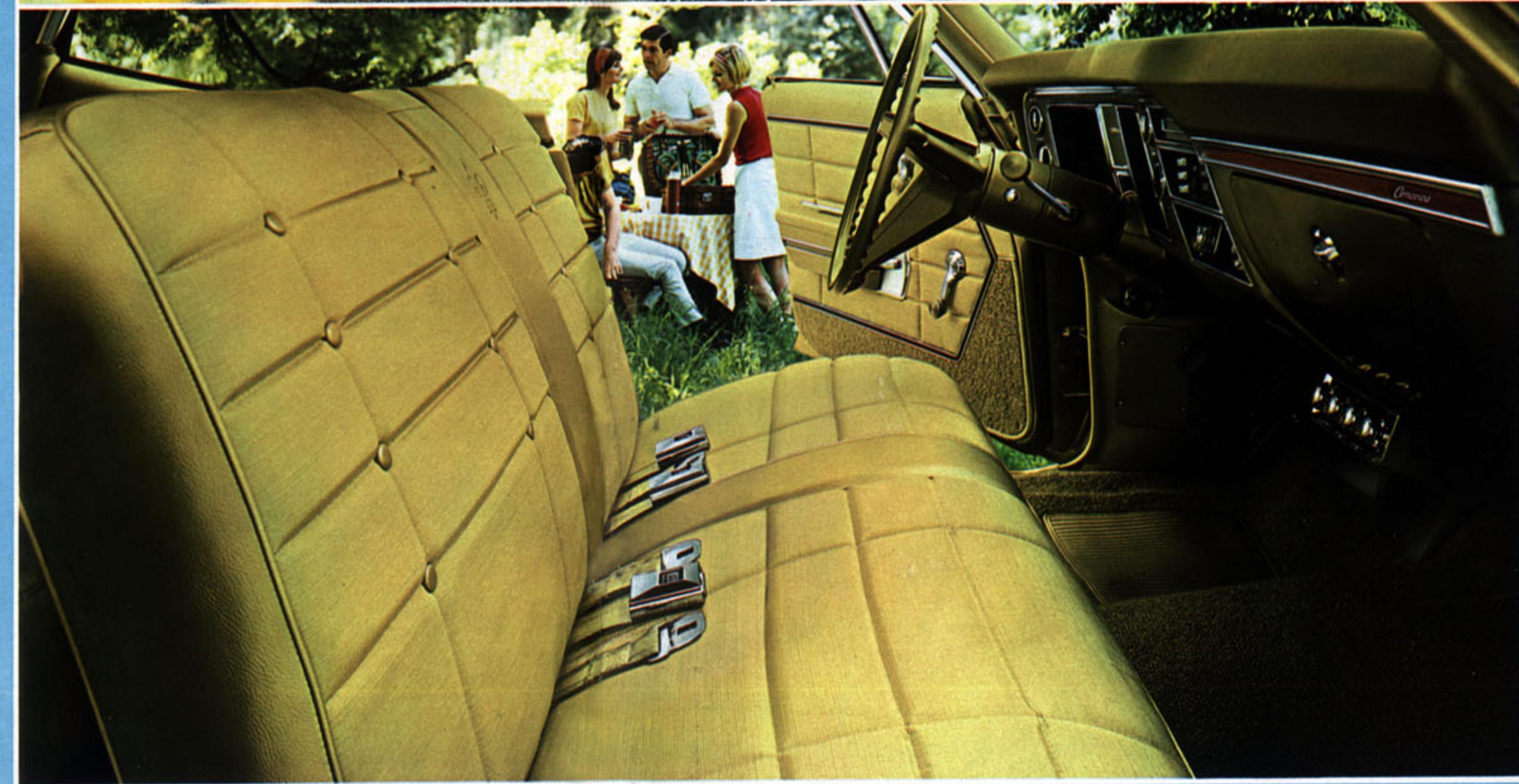
Splendid interior appointments, plus special sound insulation, make this a luxury Chevelle.

Here is the look, the feel, even the absence of noise traditionally reserved for costly cars. Yet, it all can be yours for a moderate Chevelle-type price. Notice the tastefully rich upholstery, the upholstered doors with the carpeted lower panel which blends into the color-keyed wall to wall carpeting on the floor. The deep-padded instrument panel features a trim plate with the handsome look of wood, and you get a deluxe steering wheel. On the outside, special black-accented wheel opening and lower body side moldings contribute to the rakish appearance of this very elegant Chevelle. In addition to Chevelle's road-cushioning Full Coil suspension and advanced body mounting system special insulation is used throughout to give you an uncommonly silent ride. For even more sophistication, you might consider adding some Chevelle extras like Four-Season Air Conditioning, four-speaker Stereo Tape System and power assists for steering, brakes and windows. Cruise-Master control is particularly convenient for turnpike driving, and there are many other options which you'll find appealing.

The long hood/short deck exterior elegance of the Concours Sport Sedan.



Smooth-flowing lines of the Concours Sport Sedan are enhanced by the Hide-A-Way windshield wiper system.



Special Concours touches include nameplate and special rear trim panel.



The tastefully done Concours Sport Sedan interior is available in four distinct color combinations.

300 Deluxe Sport Coupe

Most of the things you'd want in a car are standard equipment with this handsome Chevelle.

The modest price tag is deceiving, because this Chevelle is packed with all sorts of features. Color-keyed seat belts (three sets in front) with automatic outboard retractors and twin shoulder belts in front along with seat belts for all passenger positions in the rear. Famous Body by Fisher with long-lasting, keep-shining Magic-Mirror finish. Flush-and-dry rocker panels, Full Coil suspension and rugged inner fenders for long-lasting protection of the sheet metal. Also included are such conveniences as a 4-way hazard warning flasher system, lane-change feature in the direction signal control, back-up lights and a good size outside rearview mirror. Even little things like a cigarette lighter and crank-operated ventipanes won't cost you extra.

300 Deluxe Coupe

New roof line treatment gives this Chevelle the sporty look of a hardtop.

There's plenty of value as well as good looks in this 300 Deluxe Coupe. Examples: equipment includes the GM-developed energy-absorbing steering column, a dual master cylinder brake system with warning light, a foot-operated parking brake and a sound-suppressing body mounting system. Spirited performance comes from the 200-hp Turbo-Fire 307 V8. Or, if you specify six, the energetic 140-hp Turbo-Thrift 230.



Chevelle 300 Deluxe Sport Coupe. There are three colorful interior trim choices—in all-vinyl and fabric/vinyl combinations.



Select one of three color-keyed fabric seats or black all-vinyl seats with color-keyed vinyl coated rubber flooring.

This 300 Deluxe Coupe shows Chevelle's bold new grille design.

Front side marker lights and wraparound taillights are among the standard features on this Chevelle 300 Deluxe 4-Door Sedan.



300 Deluxe 4-Door Sedan

This Chevelle Sedan offers extensive value along with all-new style.

This is a car to make you proud. To enjoy. To provide a good many miles of driving pleasure. Along with long, low and handsome new looks this Chevelle includes such conveniences as a door-switch operated dome light, keyless door locking, suspended accelerator pedal, back-up lights and self-adjusting brakes.

You'll also find surprisingly generous interior roominess in this 300 Deluxe Sedan. For Chevelle's trim dimensions still allow plenty of inside room for people—head room, shoulder room, leg room and wide open space for getting in and out. There's also ample luggage capacity in the easy-loading trunk. A valuable part of the Chevelle charm is that it's beautifully easy to maintain with chassis lubrication only called for at 6000-mile or six-month intervals.



300 Coupe

The lowest priced Chevelle of all is still a lot of car to enjoy.

This is how to save money without anybody knowing that's what you have in mind. The 300 Coupe is still very much an exciting new Chevelle with gorgeous new long hood/short deck. Body by Fisher, naturally, with curved side windows for style and more interior room. Also included are some important Chevelle features that you usually don't think about: front door-mounted safety armrests, an efficient heater-defroster with centrally located easy-to-understand controls, padded instrument panel, energy-absorbing front seat backs, a long-life exhaust system and dual headlights engineered to beam brightly directly in front of you as well as down the road. You can choose an engine and transmission to suit your driving needs, and dozens of options and custom features enable you to equip your car any way you want.

Features of the Chevelle 300 Coupe include parking lights mounted in the front bumper.

Technical

The equipment and specifications appearing here apply to all 1968 Chevelles in this book unless specified as optional or available only for certain models. Most technical information also applies to Chevelle Station Wagons—featured in a separate catalog.

POWER TEAMS

Standard engines

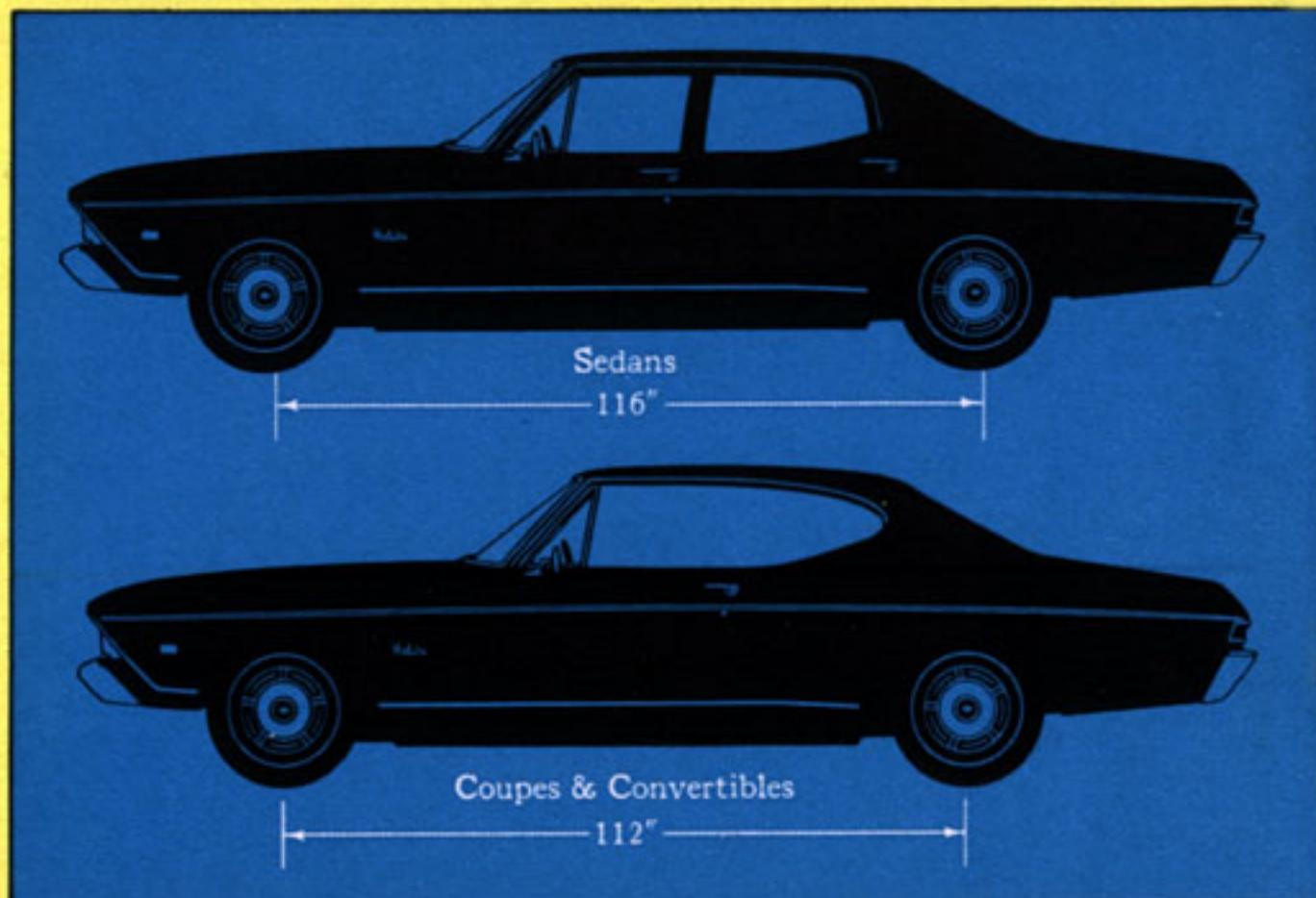
140-HP TURBO-THRIFT 230. Standard on all Chevelles except SS 396 models. For exhaust emission control new Air Injection Reactor equipment is included with a manual transmission, and with Powerglide transmission, the engine features a Controlled Combustion System. Advanced cross flow design radiator provides greater utilization of available cooling area. Also new is an improved durability water pump seal. Short-stroke design with 230-cu.-in. displacement, 8.5:1 compression ratio, hydraulic valve lifters, automatic choke and full-flow oil filter. '68 Chevelles also have a new suspended accelerator pedal with cable-type linkage which assures smooth, responsive throttle control.

200-HP TURBO-FIRE 307 V8. This is a brand-new engine that's engineered to provide more power while retaining Chevelle's traditional economy of operation. Standard for all Chevelle V8 models except SS 396 series. Like all '68 Chevelle engines, features new exhaust emission control systems. Has 307-cu.-in. displacement, hydraulic valve lifters, two-barrel carburetor, short-stroke design, automatic choke, 9.00:1 compression ratio, pressure lubrication system with full-flow oil filter.

325-HP TURBO-JET 396 V8. Base engine for SS 396 models only, this high-performance plant features a four-barrel carburetor, hydraulic valve lifters, automatic choke, 10.25:1 compression ratio and an emission control system matched to the transmission selected. The 396 comes equipped with newly designed engine and transmission mounts and, as with all '68 Chevelle models, sturdy transmission frame crossmembers to cushion sound and absorb motion.

Extra-cost engines

155-HP TURBO-THRIFT 250. Much like the base 230 Six, except that larger bore and pistons provide more usable power at normal driving speeds.



STANDARD ENGINES	3-SPEED FULLY SYNCH.	SPECIAL 3-SPEED FULLY SYNCH.	OVER- DRIVE	4-SPEED FULLY SYNCH.	POWER- GLIDE	TURBO- HYDRA- MATIC
140-hp Turbo-Thrift 230**	x	x	x		x	
200-hp Turbo-Fire 307 V8**	x	x	x	x	x	
325-hp Turbo-Jet 396 V8*		x		x	x	x
EXTRA-COST ENGINES						
155-hp Turbo-Thrift 250	x	x	x		x	
250-hp Turbo-Fire 327 V8	x	x		x	x	
275-hp Turbo-Fire 327 V8	x	x		x	x	
325-hp Turbo-Fire 327 V8		x		x		
350-hp Turbo-Jet 396 V8*		x		x	x	x

**Standard engines for all but SS 396 models.

*Available only on SS 396 models.

250-HP TURBO-FIRE 327 V8. Husky V8 that provides exceptional performance—on regular grade fuel. Hydraulic valve lifters, 8.75:1 compression ratio, 327-cu.-in. displacement and a 4-barrel carburetor.

275-HP TURBO-FIRE 327 V8. This is the current version of the engine that has made the Corvette (from Chevrolet) a respected sports car. Also noted for unusual economy for its power. Four-barrel carburetor, hydraulic valve lifters, automatic choke, 10.0:1 compression ratio, 327-cu.-in. displacement.

325-HP TURBO-FIRE 327 V8. Like the 275-hp 327-cu.-in., but includes high-performance camshaft and 11.0:1 compression ratio for greater power output. Also included is a large diameter dual exhaust system, as well as a new emission control system and improved power train isolation through use of new mounts and sturdier transmission frame crossmember.

350-HP TURBO-JET 396 V8. Available on SS 396 models only. Features Air Injection Reactor exhaust emission controls. Engine has high-performance camshaft, hydraulic valve lifters, 4-barrel carburetor, 10.25:1 compression ratio and dual exhaust system. Chrome rocker covers, air cleaner cover and oil filler cap.

Standard Transmission

3-SPEED FULLY SYNCHRONIZED. Standard with all models other than SS 396 series, except that it is not available with 325-hp Turbo-Fire 327 V8. Gears are in constant mesh, permitting smooth shifting in acceleration and/or deceleration. Gear ratios matched to engines.

Extra-cost transmissions

SPECIAL 3-SPEED FULLY SYNCHRONIZED. Standard for SS 396 series, available for all other Chevelles. Floor-mounted

shift lever and heavy-duty components. Gear ratios mated to engine choice.

4-SPEED FULLY SYNCHRONIZED.

Available for all Chevelle V8 models. Includes floor shift lever, fully chromed, with spring-type blocker to prevent unintentional shift to reverse. Smooth, positive shifting up and down through all gears. Shift lever is crossmember-mounted for greater isolation from noise and vibration.

ECONOMICAL OVERDRIVE. Available only with six-cylinder models and the standard Turbo-Fire 307 V8. Works in conjunction with the fully synchronized 3-speed transmission. At approximately 30 mph, overdrive gear is semi-automatically activated to reduce engine speeds. It promotes both greater fuel economy and reduced engine wear. Engaged by a T-handle at the base of the instrument panel.

AUTOMATIC POWERGLIDE. Available with all models except those equipped with 325-hp Turbo-Fire 327 V8. The most popular Chevelle transmission. Smooth operating, fully automatic. Features positive "Park" locking. Selector is standard Park-R-N-D-L. At moderate speeds, low gear can be engaged for passing by pressing accelerator. Console can be ordered with bucket seats, and features stirrup-type straight-line control. Three-element torque converter with coordinated 2-speed planetary gears.

TURBO HYDRA-MATIC. Available only with Turbo-Jet 396 V8 engines, with either column mounted or console mounted shift controls. This is the one called "his and hers." For him, it's designed to be shifted through three forward gears up to 65 mph. For her, shifting is done automatically. Features new stirrup-type controls if console is specified. Dial reads P-R-N-3-2-1. Position "3" recommended for normal fully automatic driving, "2" for stop-and-go traffic, "1" for up or down steep grades, all three if you enjoy driving. If column mounted, quadrant is Park-R-N-D-L₂-L₁.

SPECIFICATIONS:

Wheelbase

Coupes and Convertibles.....112"
Sedans.....116"

Width, overall.....75.7"

Length, overall

Coupes and Convertibles.....197.1"
Sedans.....201.1"

Tread

Front.....59.0"
Rear.....59.0"

Height, loaded

Sedans.....53.3"
Coupes.....52.7"
Convertibles.....53.2"

Rated fuel capacity.....20 Gals.

CHEVELLE EASY-CARE FEATURES AND ENGINEERING DETAILS

Body

MAGIC-MIRROR FINISH. Luxurious deep acrylic lacquer colors with the look of hand rubbed quality. Easy to care for, resistant to fading and chipping.

INNER STEEL FENDERS. Help protect body surfaces from harmful corrosion.

FLUSH-AND-DRY ROCKER PANELS. By utilizing water and air entering ventilation system, rocker panels are washed and dried to protect from rust.

BODY BY FISHER. Dependable lasting quality is traditionally reserved for Fisher Body craftsmanship. Every detail of construction is carefully engineered to provide years of satisfying use. Rugged, sturdy throughout—that's Body by Fisher. Unisteel construction welds roof, sides, floor and pillars into a single solid structure. Heavy gauge steel, heavily ribbed underbody, extra-strength door hinges, special weathersealing are all part of the fine coachwork of Body by Fisher.

CURVED SIDE WINDOWS. Not only provide a contemporary rakish look to Chevelle's outside styling, but also contribute to inside roominess.

SPACIOUS LUGGAGE CAPACITY. The rear panel sill is low, permitting easy loading and unloading. Features counterbalanced deck lid. The spare tire is tucked off out of the way so that loading space is accessible as well as ample.

Chassis/Suspension

LONG-LIFE EXHAUST SYSTEM. Engineered for rugged wear, aluminized in critical areas. Dual systems feature use of stainless and/or heavy gauge steel.

SELF-ADJUSTING SAFETY-MASTER BRAKES. They adjust automatically through ordinary backing and braking pressure. New finned front brake drums and new linings front and rear on all SS 396's, and other models with some optional power teams.

DELCOTRON GENERATOR. Extends battery life by putting out power even at engine idle speeds.

PERIMETER-TYPE FRAME. Tailored to each body style. Features rugged three-crossmember construction with an especially sturdy front crossmember. Passenger compartment is surrounded by all-welded steel unit. Built-in supporting structures for front and rear suspensions.

BALL-RACE STEERING. Precision control with minimal effort is achieved

through carefully engineered ball-nut steering gear. Parallel linkage mounted ahead of the front wheels. Manual overall ratio is 28.0:1, with power steering it's 20.4:1.

CLUTCH. Single disc dry clutch, with positive action diaphragm springs, matched to specific engine. Assures smooth shifting and durability. With 307 V8 with 4-Speed transmission, as well as all 327 and 396 V8's, there's a centrifugal assist.

WHEELS AND TIRES. Standard wheel diameter for all Chevelles is 14". All wheels and tires balanced at the factory. Your Chevrolet dealer can give you details on tire sizes, appearance features and availability.

FULL COIL SUSPENSION. At each wheel there's a husky deep coil spring to keep you on the level—over bumps, cornering, starting, stopping. Features anti-dive front suspension, double-acting hydraulic shock absorbers and rubber-insulated suspension members. Front also has stabilizer bar to assist all-round levelizer action. Softer body mounts plus rubber cushions at strategic points increase sound isolation and freedom-from-vibration efficiency. Refinements in rear suspension linkage contribute to smooth, quiet performance under varying road conditions.

SAFETY FEATURES FOR 1968

Energy-absorbing steering column • Seat belts with pushbutton buckles for all passenger positions • Shoulder belts for driver and right front passenger with pushbutton buckles and convenient storage provision on all models except convertibles • Passenger-guard door locks with deflecting lock buttons—all doors • Four-way hazard warning flasher • Dual master cylinder brake system with warning light and corrosion-resistant brake lines • Latches on folding front seat backs • Dual speed windshield wipers and washer • Outside rearview mirror • Back-up lights • New front side marker lights and parking lights that illuminate with headlights • Padded instrument panel, sun visors, windshield pillars • Reduced-glare instrument panel top, inside windshield moldings, horn button, steering wheel hub, and windshield wiper arms and blades • Inside day-night mirror with deflecting base • Lane-change feature in direction signal control • Safety armrests • Thick-laminate windshield • Soft, low-profile window control knobs and coat hooks • Energy-absorbing seat backs • Yielding door and window control handles • Energy-absorbing instrument panel with smooth contoured knobs and levers • Tire safety rim • Safety door latches and hinges • Uniform shift quadrant • Snag-resistant steering wheel hardware • Fuel tank and filler pipe security.

New Hide-A-Way windshield wiper system (standard equipment on SS 396, Concours and Malibu series).

Stirrup-type control in console available with automatic transmissions.



Fender-mounted light monitor.

Rally Wheel trim.

Options & Custom Features

Here are some extras to consider for your '68 Chevelle

ACCESSORY GROUPS*

APPEARANCE GUARD GROUP. Door edge guards. Front bumper guards. Rear bumper guards. Color-keyed twin front and rear rubber floor mats. **OPERATING CONVENIENCE GROUP.** Rear window defroster. Remote control outside rearview mirror. Electric clock.

*Items may be ordered individually.

POWER ASSISTS

POWER BRAKES. Reduce pedal braking effort about one third. **POWER STEERING.** Takes the work out of parking. Assists in handling corners and winding roads as well. **POWER WINDOWS.** Individual control at each window, plus a master control panel mounted in the driver's door.

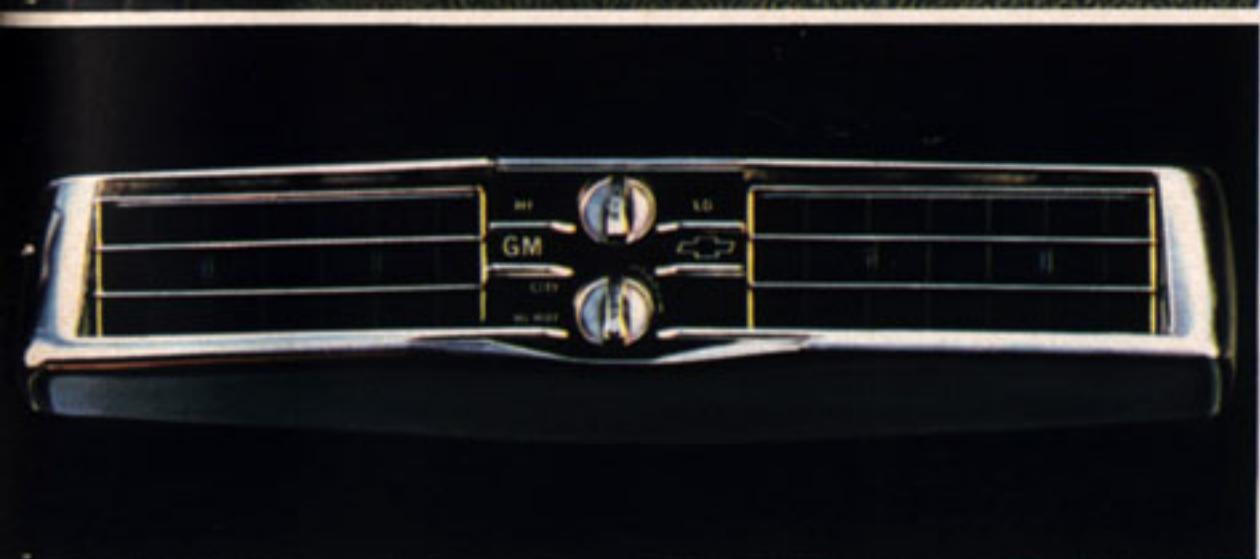
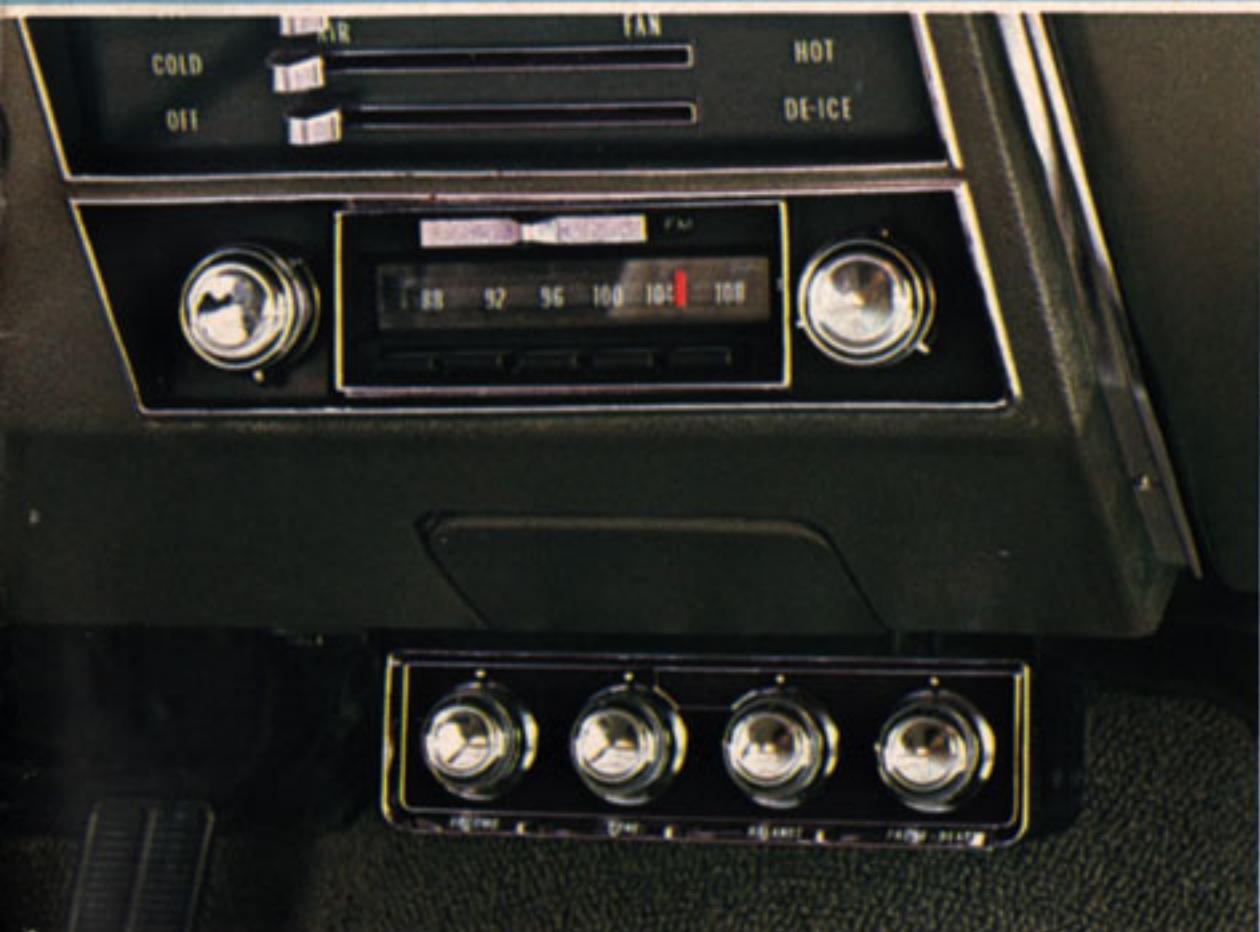
EXTERIOR FEATURES

RUBBER-FACED BUMPER GUARDS. Steel bumper guards with rubber inserts protect brightness of metal trim. Available front and rear. **REMOTE CONTROL OUTSIDE REARVIEW MIRROR.** Control lever mounted in the driver's door to adjust mirror position without opening window. **VINYL ROOF COVER.** Adds handsome texture effect—in black or white—to Sport Coupe or Sport Sedan. **SPECIAL ACCENT STRIPES.** Wide striping for SS models only. **RALLY WHEELS.** Special wheels, hubs and trim rings. **MAG-STYLE WHEEL COVERS.** Bright satin finish for a rakish look. Two styles available. **SIMULATED WIRE WHEEL COVERS.** Very sporty. **WINDOW VENTSHADES.** For 4-Door models only, except sport sedans.

INTERIOR FEATURES

FOUR-SEASON AIR CONDITIONING. Combination heater and air conditioner which cleans, dehumidifies and blends air. Built into heater defroster system with

addition of extra ports, heavy-duty radiator, temperature-controlled fan, heavy-duty Delcotron generator. **COMFORT-CAR AIR CONDITIONER.** Moderately priced air conditioning unit only, attractively designed to fit instrument panel. **DELUXE SEATBELTS AND SHOULDER BELTS.** Attractive brush-finished pushbutton buckles. **SOFT-RAY TINTED GLASS.** Available for all windows or for windshield only. **STRATO-EASE HEAD RESTRAINTS.** Height is adjustable. Two contoured versions available—for bucket seats and for full-width seat. **ALL TRANSISTOR RADIOS.** Choice of pushbutton AM, pushbutton AM/FM and pushbutton AM/FM with stereo multiplex equipment. Rear seat speaker and rear mounted antenna available. **STEREO TAPE SYSTEM.** Deluxe 8-track unit. Features front-insert cartridge loading, four-speaker stereo system, tone and balance controls. Included is a 30-selection sample tape cartridge, "Music of the U.S.A." **STRATO-BUCKET FRONT SEATS.** All vinyl. Contoured for comfort. Available on SS 396 and Malibu Sport Coupes and Convert-



Comfort-Car Air Conditioner.

Strato-Ease Head Restraint

ibles, with or without console. **CENTER CONSOLE.** Available with bucket seats, except in models with standard 3-speed or overdrive. Contains transmission controls (stirrup-type with automatic), stowage compartment, rear seat courtesy light and brackets to stow seat belts when not in use. Color-keyed with interior. **SPECIAL STEERING WHEELS.** Deluxe steering wheel available for all models (standard with SS 396, Malibu and Concours). Sports-styled wheel with look of wood also can be ordered. **AUXILIARY LIGHTING.** Ashtray light. Glove compartment light. Instrument panel courtesy lights. Underhood light. Luggage compartment light. (Some are standard with some models.)

PERFORMANCE AND CONVENIENCE CHOICES

POSITRACTION REAR AXLE. Desirable for slippery or irregular surfaces. Power goes to the rear wheel that "senses" the most traction. **FRONT DISC BRAKES.**

Designed for above normal braking requirements. Power assist is included. **DUAL EXHAUST SYSTEM.** Standard with some engines, available with 250- or 275-hp Turbo-Fire 327 V8. **SPECIAL INSTRUMENTATION.** Available for V8 model sport coupes and convertibles. Consists of transistorized tachometer, ammeter, clock, temperature and oil pressure gauges mounted in cluster. **LIGHT MONITORING SYSTEM.** Through a space age system of fiber optics exterior lights can be monitored from the driver's seat. Signal units, mounted on the front fenders and above the rear window, let you know at a glance that lights are operating properly. **CRUISE-MASTER CONTROL.** Simply accelerate to desired speed. Set engagement button located in the direction signal lever. The system maintains pre-set speed, automatically disengages with a touch of the brake pedal. **COMFORTILT STEERING WHEEL.** Control lever mounted on the steering column enables you to adjust the wheel to any of seven height positions for driving comfort. **DECK LID LUGGAGE CARRIER.** Sturdy structure, bright

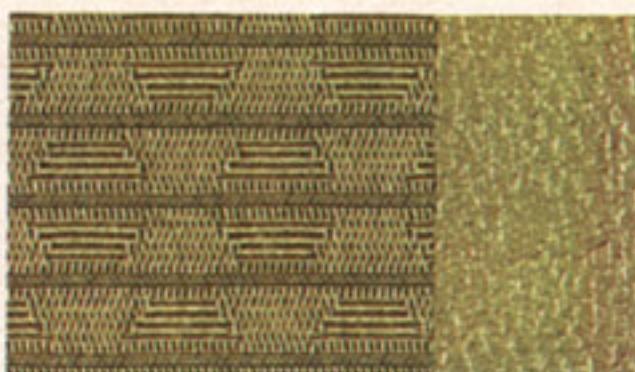
chrome. A Ski Rack attachment for the Luggage Carrier can also be ordered. **SUPERLIFT SHOCK ABSORBERS.** Mounted at the rear wheels, air-adjustable for varying load conditions. **TIRES.** A variety of sizes and styles can be ordered, including whitewalls and special red stripe wide-ovals. **TRAILER HITCH AND WIRING HARNESS.** For secure handling of light utility or boat trailers. Consult your Chevrolet dealer regarding other equipment for outdoor enthusiasts. **ALSO:** Electric clock • Gas filler cap lock • Spare wheel and tire lock • Visor vanity mirror • Tissue dispenser • Litter container • Fire extinguisher • Highway emergency kit • Special rear axle ratios • Heavy-duty battery • Special purpose front and rear suspension • Shoulder belts for convertibles and for second seats on all models • Heavy-duty radiator • High-capacity Delcotron generators • Heavy-duty clutch • Power operated convertible top • Temperature-controlled fan • Tri-volume horn • Auto compass • Speed warning indicator • Right-hand outside rearview mirror • Remote control spotlight • Hand-portable spotlight.

'68 Fabrics & Colors

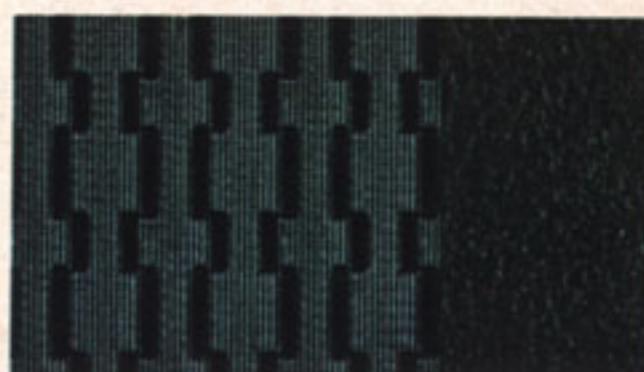
Colors shown here can only approximate the true Chevrolet paint and fabric colors and are intended only to help visualize the wide selection of colors available. Paint chips and fabric swatches showing the actual colors, plus information about specific availability can be found at your Chevrolet dealer's.



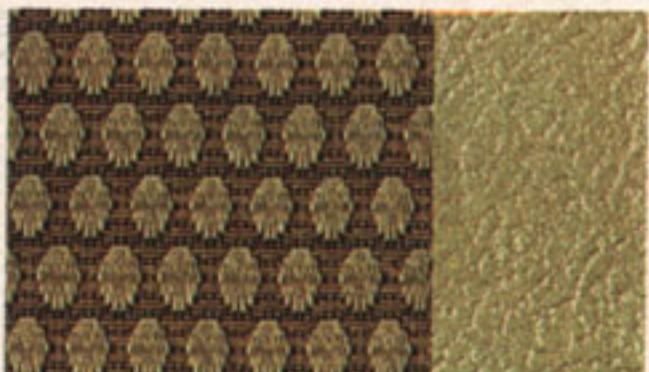
All-vinyl Chevelle 300 interior in blue. Also available in gold and in black.



Chevelle 300 Deluxe fabric/vinyl combination interior in gold. Also comes in blue and in black.



All-vinyl 300 Deluxe interior in black.



Malibu fabric/vinyl interior in gold. Also available in black, blue and gray-green.



All-vinyl Malibu and SS 396 interior in teal. Other colors are gold, black, blue, red, and parchment/black.



Custom fabric interior in gray-green. For Concours Sport Sedan only. Also can be ordered in gold, blue or black.



Tuxedo Black



Fathom Blue



Grecian Green



Cordovan Maroon



Palomino Ivory



Ermine White



Island Teal



Tripoli Turquoise



Seafrost Green



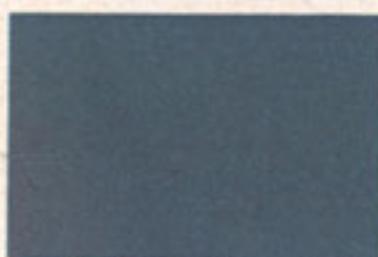
Sequoia Green



Grotto Blue



Ash Gold



Teal Blue



Matador Red



Butternut Yellow

Fifteen Magic-Mirror exterior finishes and, if you like, any one of five two-tone combinations provide a handsome durable exterior. On the inside, color-keyed fabric/vinyl combinations or all-vinyl upholstery and trim panels combine to complete Chevelle's good looks.

Convertible tops can be ordered in white, black or blue. Vinyl tops for Sport Coupes and Sport Sedans come in a choice of black or white.

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. Chevrolet Motor Division, General Motors Corporation, Detroit, Michigan 48202.



Be Smart • Be Sure • Buy Chevrolet!

Roto in U.S.A.—D 19487—R-1