

1968 Chevelle

THE QUICK-SIZE PERFORMER FROM CHEVROLET



S/S 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 total 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 highly manoeuvrable 112" wheelbase. Size two: Sedans and Station Wagons, on a 116" wheelbase, have a comfortable new dimension all their own. Variety of cars? Thirteen, 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 long and low fastback styling. The SS 396 also comes with red stripe wide-oval tires and with 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.

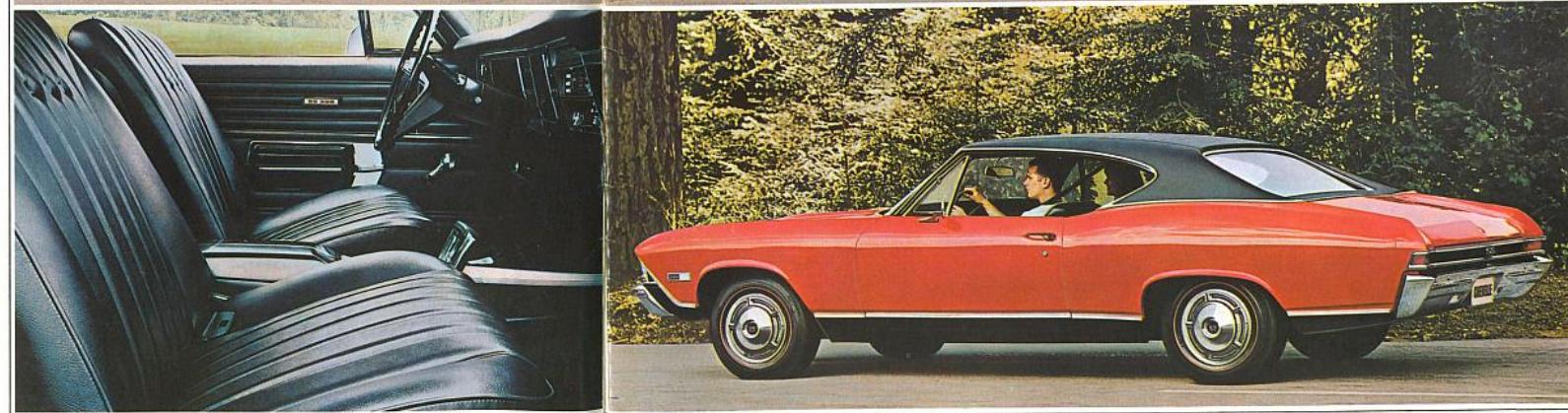
Other new '68 Chevelle features include a Hide-A-Way windshield wiper system (standard with SS 396, Malibu and Concours models), and as you can see, exciting new long hood/short rear deck style that smacks of a true sports car. There's a full range of options and custom features you can order to virtually customize your kind of car. Many are shown throughout this catalogue and a partial list appears on page 16.

(New dual paint stripes on body sides, not shown in SS 396 illustrations, are now standard equipment on all SS 396 models).

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

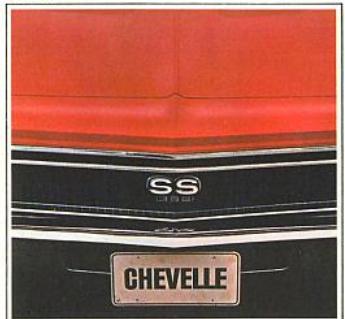


Console and all-vinyl bucket seats are very sporty SS 396 options.



SS 396 equipment includes Red Stripe tires, front fender-mounted side marker lights, body side moldings and black-accented trim.

SS 396 identification includes black-accented grille and simulated air intakes on hood.

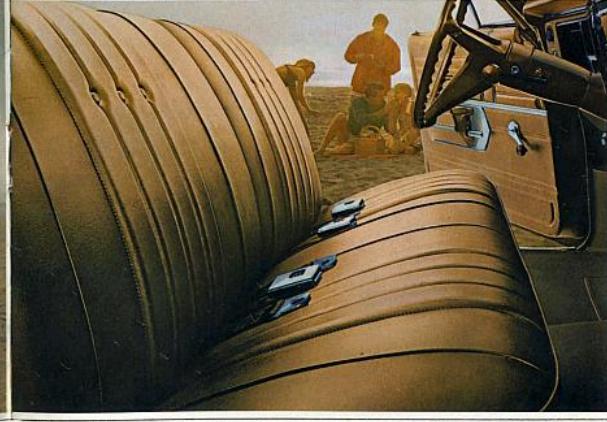


Shown on cover: Malibu Sport Coupe.

Chevelle SS 396 Convertible trim includes SS emblem on the front, rear (Also shown is optional paint stripe you can order.)



Chevelle SS 396 Convertible. New standard equipment includes Hide-A-Way windshield wiper system and a glass rear window.



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

S/S 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 equipment, but consider this: inside and out, Chevelle was built to be a snap to care for with things like clean neat lines, all-vinyl trim, deep-twist carpeting, Magic-Mirror acrylic lacquer finish and a 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 exclusives like Body by Fisher, Full Coil suspension, inner steel fenders, and separate frame construction cushioned by rubber mounts. There are plenty of rational reasons to justify your emotional urge for a Chevelle SS 396 Convertible.

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 stowage 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 seat backs • Dual speed windshield wipers and washer • Outside rearview mirror • Backup lights, plus new side marker lights and parking lights that illuminate with headlights • Padded instrument panel, sun visor

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 doors latches and hinges • Uniform shift quadrant • Seat belt collector rings—2 front • Snag-resistant steering wheel hardware • Fuel tank and filler pipe security.

Malibu Sport Coupe & Convertible

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

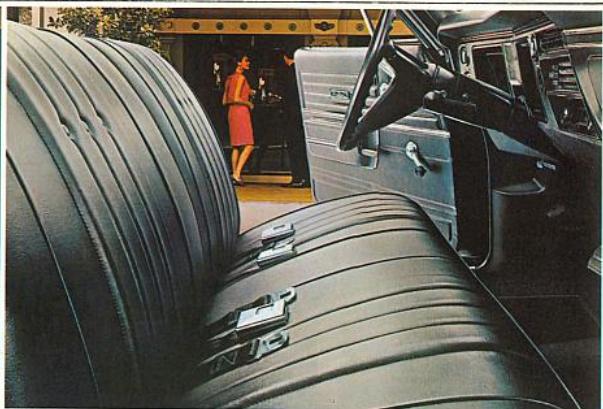
With this sporty Chevelle duo you get sweeping new style, exceptional driving characteristics and just about any kind of comfort and convenience feature you'd like to have. Many little niceties that Chevrolet traditionally comes up with every year are also included with Malibu. New for '68 are crank-operated ventipanes, an ignition alarm system to remind you to take the key when you leave the car, front side marker lights and a lot more. Chevelle Malibus are very big on basics, too. Wide stance roadability, of course. A colorful selection of 18 contemporary Magic-Mirroracrylic lacquer 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—all standard. 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, more powerful 200-hp Turbo-Fire 307 as standard with a choice of optional engines that range all the way to 275-hp.

And, while we're talking versatility, you pick any one of three transmissions, depending upon engine choice. There's the fully synchronized 3-Speed that's standard, or you can specify 4-Speed stick, or automatic Powerglide.

That's just to give you an idea of the kinds of things you can do to personalize Chevelle.

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

Luxurious all-vinyl interior in the Malibu Convertible.



Side marker lamp at front is a new safety feature standard this year. Rear marker lamp is included as part of tail lamp styling on all but Station Wagon models.



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

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



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



Note the sweeping fastback look of this 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 to consider 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 bright metal trim is standard for Malibus.



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 on this 300 Deluxe Sport Coupe is deceiving, because this car is packed with all sorts of features. Color-keyed seat belts 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, of course, 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 are standard. Also included are such conveniences as a 4-way hazard warning flasher system, lane-change feature in the direction signal control, backup lights within the taillight assembly, a good size outside rearview mirror and front seat back latches. Even little things like a cigarette lighter, lighted heater-defroster controls and crank-operated ventpanes won't cost you extra. Naturally though, if you're of a mind to add even more style and convenience, you can pick just about any options and features you choose.

Deluxe Coupe

Sculptured new roofline 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 energy-absorbing steering column, a dual master cylinder brake system with warning light, a foot-operated parking brake and a newly designed sound-suppressing body mounting system. Spirited performance comes from the new, more powerful 200-hp Turbo-Fire 307 V8. Or, if you specify Six you get the economical 140-hp Turbo-Thrift 230. Dual-speed, silent electric windshield wipers and window washers are also standard, and the new Hide-A-Way system is available.



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

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



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

Front side marker lamps 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, backup 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 four 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/fastback style. 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 full-depth 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. Of course 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.



Malibu Wagon. Interior—All Chevelle Wagon interiors are durable easy-to-clean vinyl. Concours and Malibu models offer four interior colors and 94 cubic feet of cargo space—including 10 cu. ft. concealed stowage compartment. Nomad gives you choice of three interior colors.



Concours 2-Seat Estate Wagon



Malibu 2-Seat Wagon



Nomad 2-Seat Wagon

Station Wagons

Chevelle Wagons for 1968 top the "tote 'em" pole with a pleasing combination of fresh new body styling, riding comfort and a longer 116" wheelbase that provides a big plus in cargo space.

CONCOURS ESTATE WAGON—the most luxurious haul of all. Exquisite exterior beauty highlighted by rich walnut-look side and rear paneling. Inside, plush embossed vinyl seats and sidewalls and a smart oval steering wheel.

MALIBU WAGON—for those who lead an outdoor life but like a lot of indoor room. A new chassis and longer wheelbase make Malibu's all-vinyl interior roomier than ever. New rubber-cushioned body mounts and refined rear suspension assure a smoother ride.

NOMAD WAGON—Chevelle's lowest priced wagon. The only thing it's short on is price. Nomad is built tough with durable vinyl interiors plus vinyl-coated metal sidewalls in rear compartment. 84 cubic feet of load space provides take-all cargo-carrying capacity.



Technical

The equipment and specifications listed apply to all 1968 Chevelles unless specified as optional or available only for certain models.

POWER TEAMS

Standard engines

140-HP TURBO-THRIFT 230. Standard except on SS 396 models. Advanced cross-flow design radiator provides greater protection in extreme cold weather. Short-stroke design, 230-cu.-in. displ., 8.5:1 comp. ratio, hydraulic lifters, auto. choke, full flow oil filter.

200-HP TURBO-FIRE 307 V8. New standard V8 except SS 396 series. 307-cu.-in. displ., hydraulic lifters, auto. choke, 9.0:1 comp. ratio, pressure lub., full-flow oil filter, new cross-flow rad.

325-HP TURBO-JET 396 V8 for SS 396 only. 4-bbl. carb., hydraulic lifters, auto. choke, 10.25:1 comp. ratio. New design engine and transmission mounts.

Extra-cost engines

155-HP TURBO-THRIFT 250. Similar to base 230 Six but increased displacement provides more spirited performance.

250-HP TURBO-FIRE 327 V8. New for 1968. 8.75:1 comp. ratio, hydraulic lifters, auto. choke, operates on regular fuel, improved power train vibration isolation.

275-HP TURBO-FIRE 327 V8. 4-bbl. carb., hydraulic lifters, auto. choke, 10.0:1 comp. ratio, 327-cu.-in. displ. Improved power train isolation.

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

350-HP TURBO-JET 396 V8. For SS 396 only. High performance camshaft, hydraulic lifters, 4-bbl. carb., 10.25:1 comp. ratio, dual exhausts. Chrome rocker covers, air cleaner cover and oil filler cap.

Standard Transmission

3-SPEED FULLY SYNCHRONIZED. Std. except on SS 396 series.

SPECIAL 3-SPEED FULLY SYNCHRONIZED. Std. for SS 396 series. Floor shift and heavy duty components.

4-SPEED FULLY SYNCHRONIZED. Available on all V8 models. Floor-shift with spring-type blockers for Reverse.

AUTOMATIC POWERGLIDE. Available all models. Can be ordered with floor-mounted stirrup-type control in bucket seat models with console.

TURBO HYDRA-MATIC for 396 V8s only. Column-mounted or console-mounted controls.

SPECIFICATIONS

Wheelbase

Coupes and Convertibles..... 112"

Sedans and Wagons..... 116"

Width, overall..... 75.7"

Tread, front..... 59"

rear..... 59"

Fuel tank (Imp. gals.)..... 16.6

Curb weight (4-door) Six cyl. 3263 lbs.

V8..... 3398 lbs.

CHEVELLE EASY-CARE FEATURES AND ENGINEERING DETAILS

BODY—Magic-mirror acrylic lacquer finish, inner steel fenders, flush-and-dry rocker panels help protect body from harmful corrosion and rust.

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.

Chassis/Suspension

LONG-LIFE EXHAUST SYSTEM. Aluminized in critical areas. Dual systems use stainless and/or heavy gauge steel.

SELF-ADJUSTING SAFETY-MASTER BRAKES. Pressure applied to brake pedal when backing up automatically adjusts brakes if necessary.

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

PERIMETER-TYPE FRAME. Tailored to each body style. Rugged 3 crossmember construction. Passenger compartment is surrounded by all-welded steel unit.

BALL-RACE STEERING. Parallel linkage mounted ahead of front wheels. Manual overall ratio is 28.0:1, with power steering 20.4:1.

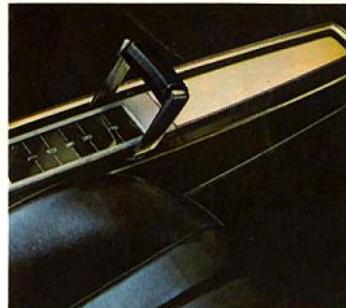
CLUTCH. Single disc dry clutch with positive action diaphragm springs.

WHEELS AND TIRES. Std. 14" diam. All wheels and tires are balanced at the factory. Check your dealer for availability of tire sizes.

FULL COIL SUSPENSION. Anti-dive; double acting hydraulic shocks; rubber insulated suspension members; front stabilizer bar; Softer body mounts; rubber cushions at strategic points. Refinements in rear suspension linkage.



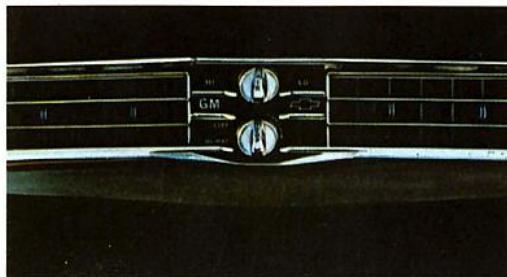
Hide-A-Way windshield wiper system.



Powerglide stirrup-type shift.



Comfortilt Steering Wheel.



Comfort-Car Air Conditioner.



Strato-Ease Head Restraint.

Options & Custom Features

Here are some extras to consider for your '68 Chevelle

POWER ASSISTS

POWER BRAKES. POWER STEERING. 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. Front and rear. REMOTE CONTROL OUTSIDE REARVIEW MIRROR. VINYL ROOF COVER. Handsome texture effect for Sport Coupe or Sport Sedan. SPECIAL BODY ACCENT STRIPES. For SS models only. POWER-OPERATED CONVERTIBLE TOP. RALLY WHEELS. Special wheels, hubs and trim rings. MAG-STYLE WHEEL COVERS. Two styles available. SIMULATED WIRE WHEEL COVERS. RIGHT-HAND OUTSIDE REARVIEW MIRROR. WINDOW VENTSHADES. For 4-Door models only.

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 instrument panel ports,

heavy-duty radiator, temperature-controlled fan, heavy-duty Delcotron generator. DELUXE SEAT BELTS AND SHOULDER BELTS. SHOULDER BELTS FOR CONVERTIBLES AND FOR SECOND SEATS ON ALL MODELS. ELECTRIC CLOCK. SHADE-LITE TINTED GLASS. Available on all windows or windshield only. STRATO-EASE HEAD RESTRAINTS. For bucket seat models and for full-width bench seats. ALL TRANSISTOR RADIOS. Choice of pushbutton AM, pushbutton AM/FM. 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. STRATO-BUCKET FRONT SEATS. All vinyl. For SS 396 and Malibu Sports Coupes and Convertibles, with or without console. CENTRE CONSOLE. Available with bucket seat models. Contains transmission controls with most transmissions (stirrup-type with automatic), stowage compartments, rear seat courtesy light and brackets to stow seat belts. Color-keyed with interior. SPECIAL STEERING WHEELS. Deluxe steering wheels for all models (standard with SS 396, Malibu and Concours). Sports-styled wheel with the look of wood also can be ordered.

PERFORMANCE AND CONVENIENCE CHOICES

POSITRACTION REAR AXLE. FRONT DISC BRAKES—Power brakes must be specified. DUAL EXHAUST SYSTEM. Standard with some engines, avail-

able with 250-or 275-hp Turbo-Fire 327 V8. SPECIAL INSTRUMENTATION. For V8 Sport Coupes and Convertibles. Transistorized tachometer, ammeter, temperature and oil pressure gauges mounted in cluster. LIGHT MONITORING SYSTEM. Through a space age system of fibre-optics exterior lights can be monitored from the driver's seat. CRUISE-MASTER SPEED CONTROL. Automatically disengages with a touch of the brake pedal. COMFORTILT STEERING WHEEL. Adjust the wheel to any of seven height positions. TIRES. A variety of sizes and styles can be ordered. VISOR VANITY MIRROR. TISSUE DISPENSER. LITTER CONTAINER. FIRE EXTINGUISHER. HIGHWAY EMERGENCY KIT.

ADDITIONAL OPTIONS AND ACCESSORIES

Heavy-duty battery • Special purpose front and rear suspension • Heavy-duty radiator • High-capacity Delcotron generators • Heavy-duty clutch • Superlift shock absorbers • Temperature-controlled fan • Trivolume horn • Auto compass • Speed warning indicator • Remote control spotlamp • Hand-portable spotlamp • Trailer hitch and wiring harness • Door edge guards • Color-keyed twin front and rear rubber floor mats • Ashtray lamp • Glove box lamp • Instrument panel courtesy lamps • Underhood lamp • Luggage compartment lamp • Rear window defogger.

Be smart. Be sure. Buy Chevrolet!

Consult your Chevrolet dealer regarding model application and availability with other equipment.



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