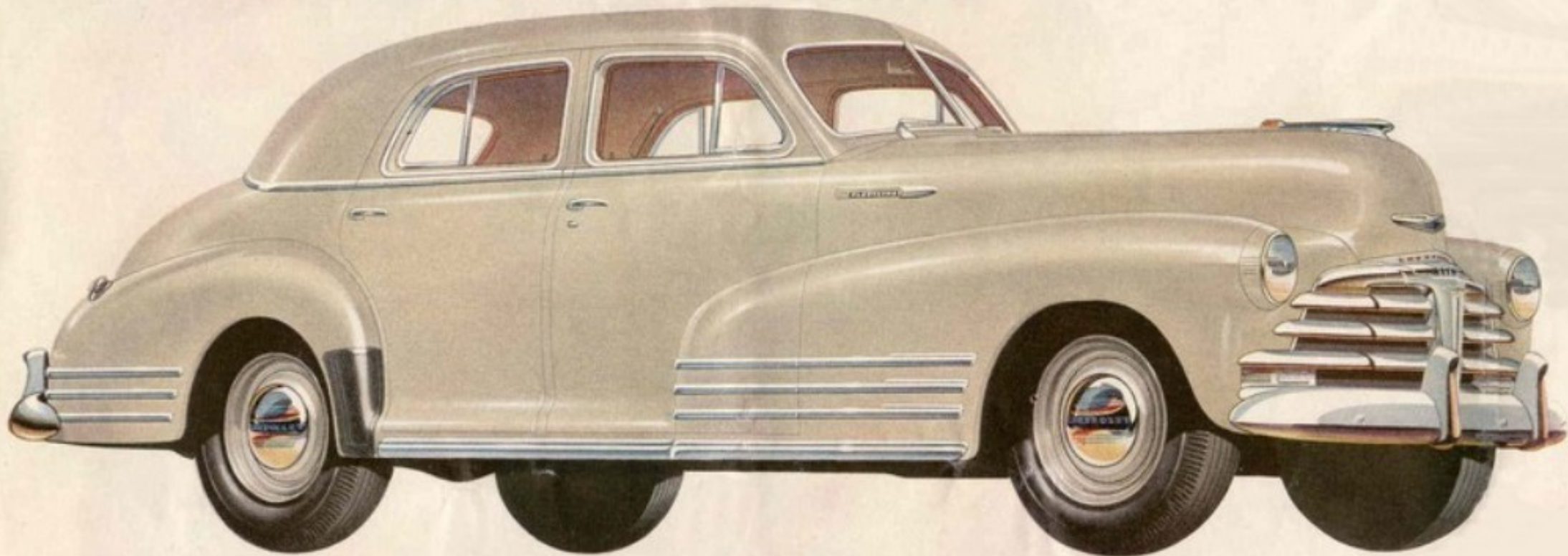




The New 1948 CHEVROLET



The Fleetline
SPORTMASTER

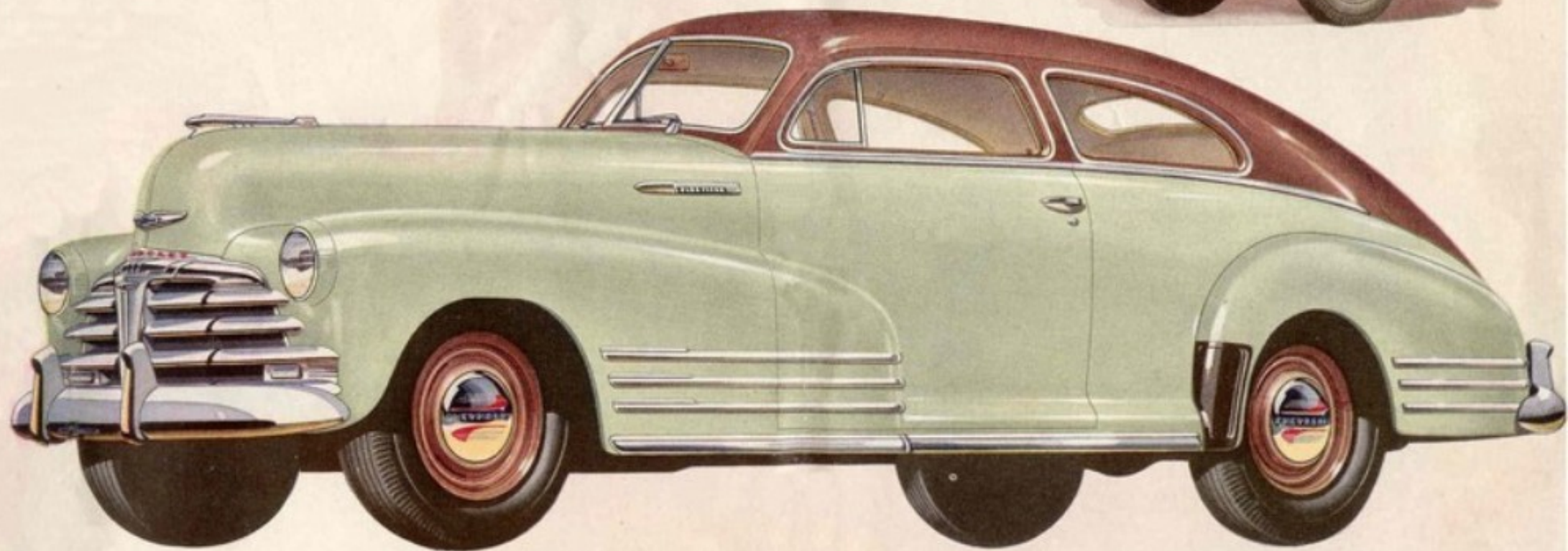
Foremost in styling and luxury among the eleven Chevrolets for 1948 are the two sedan models of the Fleetline series, both replete with extra beauty features and interior conveniences. Special features of the *Sportmaster* include ventipanes in the rear-door windows and (in the rear seat compartment) arm rests, assist straps, coat hooks, robe cord, foot rest and extra-large parcel shelf. (For additional details, see specifications.)

AVAILABLE
IN TWO
MODELS

Fleetline Series

The Fleetline A E R O S E D A N

The *Aerosedan* of the ultra-distinctive Fleetline series marks a new high in the art of body designing. It closely approaches the ideal in streamlining, yet makes no sacrifice of roominess and comfort. Among its special features are lowering rear-quarter windows and (in the rear seat compartment) arm rests, assist straps, coat hooks, robe cords, ash receivers, foot rest and extra-large parcel shelf. (For additional details, see specifications.)



Fleetmaster Series

AVAILABLE IN FIVE MODELS

Chevrolet's three series of 1948 passenger cars—the ultra-distinctive Fleetline, the handsomely styled Fleetmaster, the popular Stylemaster—offer the discriminating motorist a wide range of choice. There are eleven models, comprising six sedans, three coupes, the station wagon, and the cabriolet. . . . The Fleetmaster is an outstanding value among today's motor cars—as evidenced by the fact that it leads both the lower-priced Stylemaster and the costlier Fleetline in popular favor. Here are five Fleetmaster models typifying the values that have made Chevrolet the world's largest-selling motor car . . . cars that bring to the motorist Chevrolet's traditional economy, surpassing performance, and supreme comfort . . . cars that embody Chevrolet's "Big-Car Quality at Lowest Cost."





The Fleetmaster Sport Sedan

EXTRA FEATURES: Sliding rear-quarter windows. In rear seat compartment—two assist straps, two coat hooks, robe cord, ash receiver, two arm rests, foot rest, parcel shelf.



The Fleetmaster Town Sedan

EXTRA FEATURES: Lowering rear-quarter windows. Two robe cords, ash receivers, coat hooks, arm rests, foot rest, parcel shelf—in rear compartment.



The Fleetmaster Club Coupe

EXTRA FEATURES: Sliding rear-quarter windows. Full-width rear seat. In rear compartment—two assist straps, coat hooks, ash receivers, parcel shelf.



The Fleetmaster Cabriolet

EXTRA FEATURES: Automatic folding top. Bright-finished metal moldings framing windshield and windows. Lowering door windows, swiveling rear-quarter windows. Safety plate glass throughout. Three-passenger adjustable front seat, divided back. Full-width rear seat. Genuine leather and Bedford cord seat covering. Front seat arm rests. Fabric top boot.



The Fleetmaster Station Wagon

EXTRA FEATURES: Passenger-car-styled body. Steel cowl, windshield pillars, underbody; ash pillars, mahogany panels; reinforced leatherette top. Bright-finished metal molding around windshield. Safety glass throughout. Spare wheel cover and lock. Eight-passenger capacity.

*Big-Car
Economy,
Comfort,
Convenience*

Spaciousness—ample leg room and elbow room for both the driver and his passengers—is a major contribution to the all-round comfort of Chevrolet sedans. Illustrated here is the Fleetmaster Sport Sedan (typical of all four-door models). You ride relaxed on wide, deeply cushioned seats, and enjoy the comforts and conveniences that are assured by the completeness of the interior appointments.



Note the accessibility of the finger-touch front-seat adjustment control . . . concealed entrance steps, with foot-scraper . . . easy-acting ventilpanes and window regulators.



A roomy rear compartment for baggage (sedan arrangement shown) is built into every sedan and coupe body. Hinges are shielded, to guard luggage from damage. Electric illumination of the interior facilitates night-time loading and unloading of the compartment.



Instrument panels of all models are noteworthy for their successful combination of good looks and practical arrangement. All but the Stylemaster include a clock, cigarette lighter, ash receiver, and electric lighting of the glove compartment. Instrument dials and indicators are easily readable, day and night.



The Stylemaster Sport Sedan



The Stylemaster Town Sedan

Stylemaster Series

AVAILABLE IN FOUR MODELS

These lowest-priced Chevrolets are the equal of the Fleetline and Fleetmaster models in performance, riding qualities, comfort and economy. They are, in fact, identical with the costlier models in engine, chassis and all-steel body construction. They differ

only slightly from the corresponding Fleetmaster sedans and coupes in external appearance, their lower cost being made possible chiefly by differences in interior equipment, trim and finish, as detailed in the specifications (see back fold).



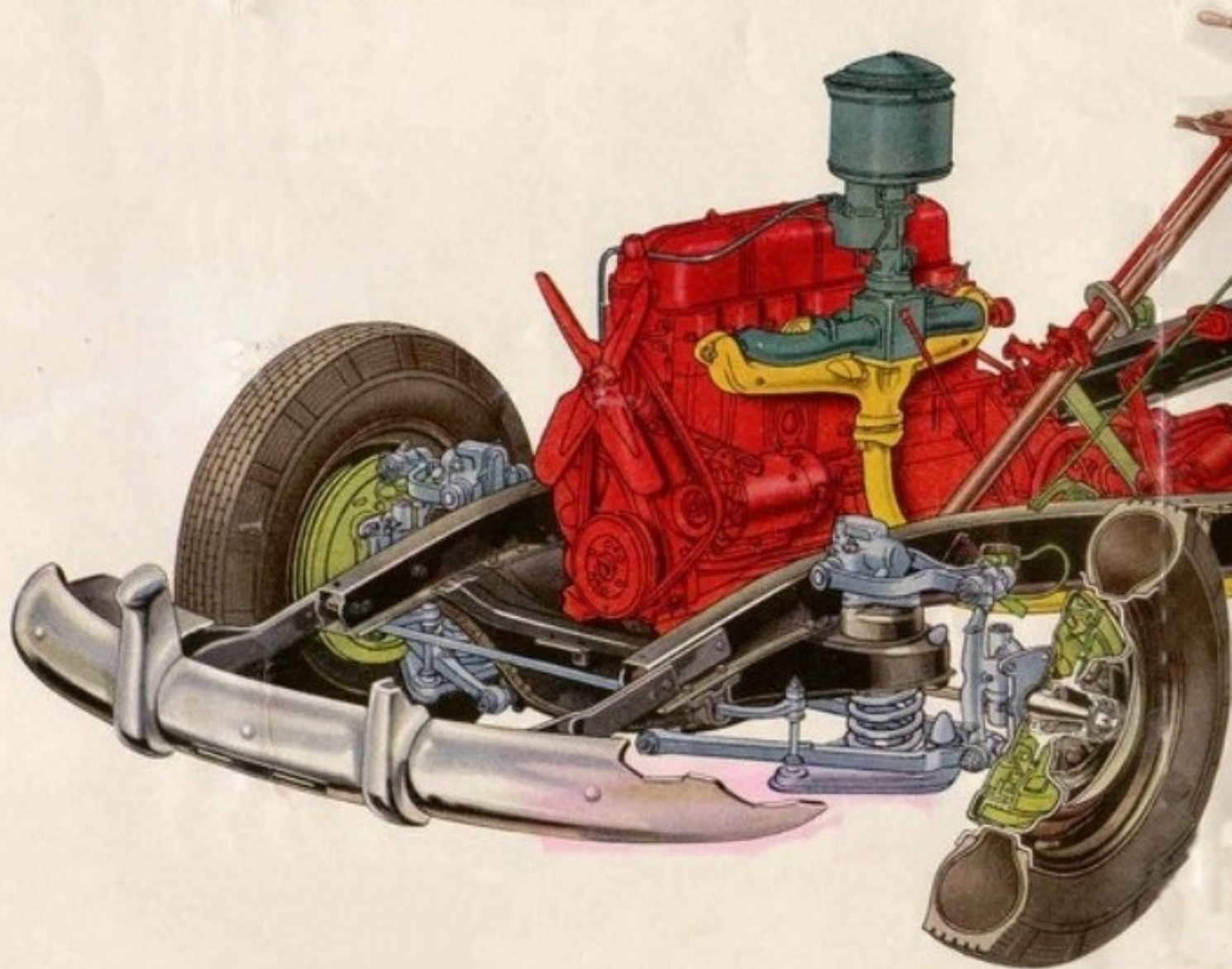
The Stylemaster Club Coupe

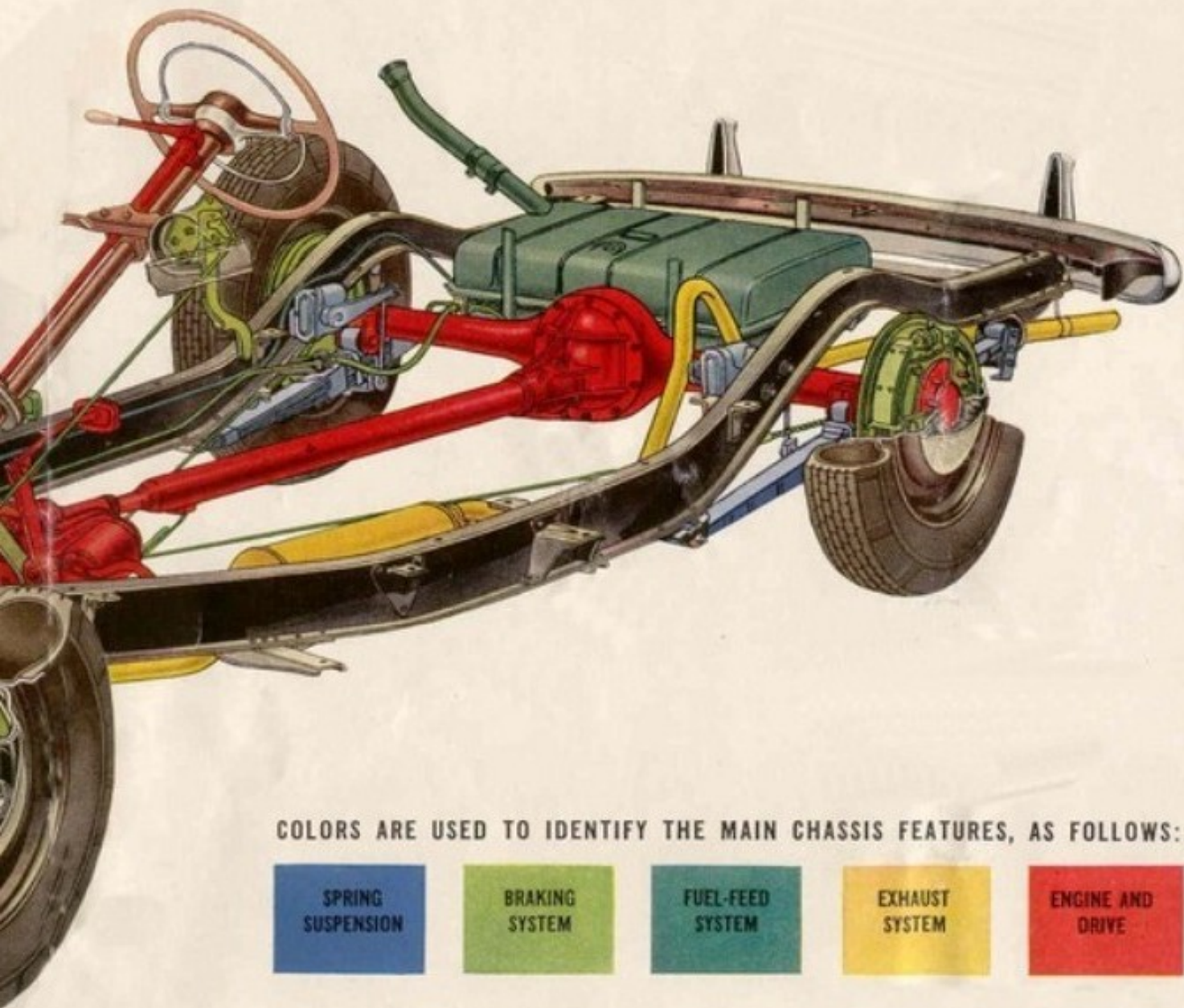


The Stylemaster Business Coupe

THE CHEVROLET CHASSIS

ENGINE: Chevrolet's valve-in-head six, famous for its smoothness, reliability, performance and economy, has been developed and proved through the years in millions of cars. Of particular value in promoting trouble-free operation and long life is its exclusive four-way oiling system, which combines positive pressure feed and high-speed jets, and delivers oil to the various bearings and surfaces in direct proportion to their needs. ● **FUEL SYSTEM:** The downdraft balanced carburetor meters the flow of gasoline to provide the most efficient mixture at all speeds and loads, assuring maximum performance with economy of operation. Air cleaner, intake silencer and flame arrester are combined in a single unit, easily removed for occasional cleaning. ● **ELECTRICAL:** A high-output heavy-duty generator, with voltage and current regulator, supplies ample current for added accessories. ● **FRONT SUSPENSION:** Unitized Knee-Action is simple and sturdy. All its linkage, springs and front-wheel mountings are assembled and aligned with the massive front cross-member, then attached to the chassis frame as a unit. Double-acting shock absorbers are built into the unit. ● **RIDE STABILIZER:** A torsion shaft, flexibly connected to the left and right lower links of the Knee-Action assembly, gives improved steering control and restrains side-sway. ● **SHOCKPROOF STEERING:** The advanced design of the Knee-Action unit, plus direct-acting steering linkage and rubber mountings, minimize steering effort and road shock. ● **FRAME:** The chassis side-rails and cross-members are of rigid box-girder construction, made even stronger by double-thick flanges.





COLORS ARE USED TO IDENTIFY THE MAIN CHASSIS FEATURES, AS FOLLOWS:

SPRING
SUSPENSION

BRAKING
SYSTEM

FUEL-FEED
SYSTEM

EXHAUST
SYSTEM

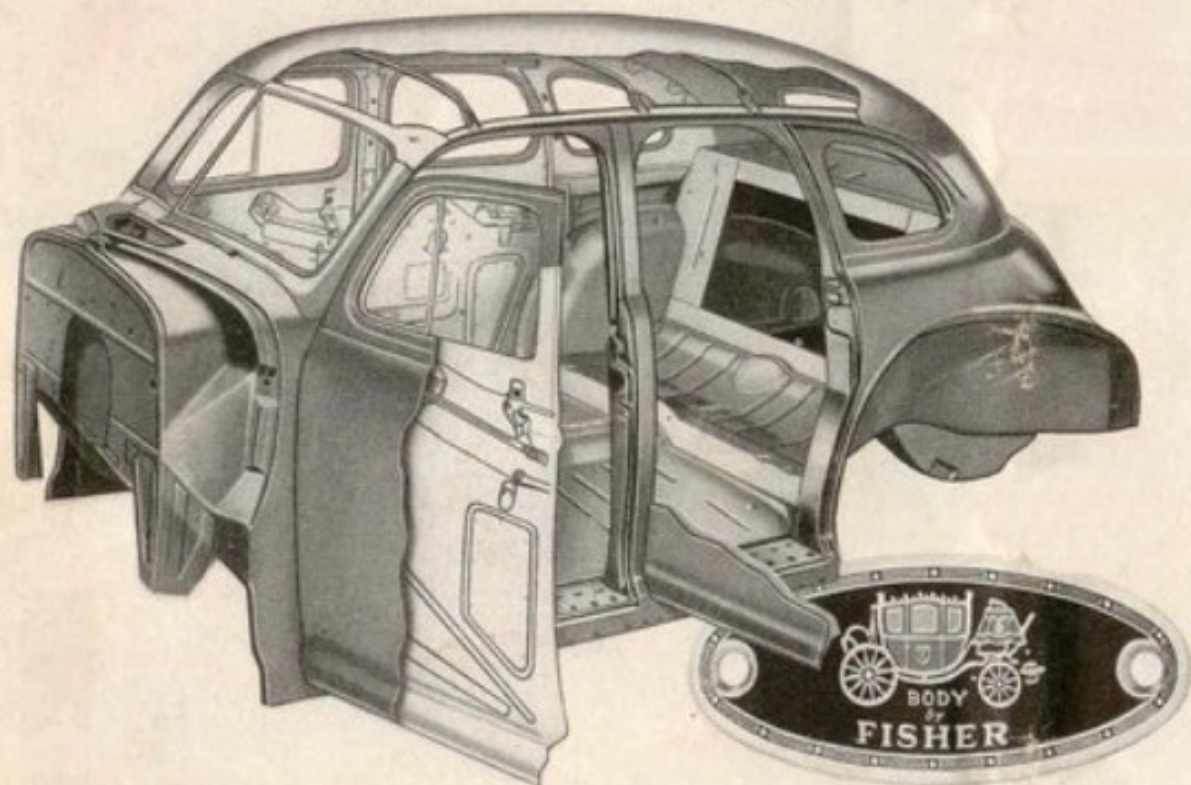
ENGINE AND
DRIVE

REAR SUSPENSION: Resilient leaf springs mounted on rubber-insulated seats, and double-acting hydraulic shock absorbers, synchronize with the Knee-Action front end to produce Chevrolet's notably level ride. The drive is taken by the springs, which are relieved of braking loads by the massive torque tube. ● **BRAKING:** Hydraulic braking at its best is made possible by Chevrolet's exclusive brake-shoe mechanism, utilizing a double-articulated linkage. Because the linings make full-area contact with the drums, their effective life is prolonged. Adjustment for gradual wear is made without special tools or gauges, with wheels and drums in place. Drums, 11 inches in diameter, have cast alloy-iron braking surface, and external ribs to promote cooling. ● **REAR AXLE:** Silent operation and enduring strength are due to the use of hypoid gears, having a drive pinion larger than possible with bevel gears, and five times as strong. ● **GEARSHIFT:** Unequaled ease of changing gears is provided by the vacuumatic gear-shift, in which the atmospheric pressure is utilized for power. You can shift gears with a finger—without shifting your grip on the wheel. ● **TRANSMISSION:** The Syncro-Mesh mechanism assures quiet, positive gear-changing; and helical gears in all speeds, including reverse, assure silent operation. ● **CLUTCH:** A single-disc diaphragm spring takes the place of the many separate springs and levers of other clutch types. Pedal pressure is light, and action is smooth. ● **EQUIPMENT:** Sturdy bumpers, each with two guards, curve part way around the fenders. Splash and gravel deflectors protect front and rear from spattering mud and flying gravel thrown by the tires.

CHEVROLET

THE ONLY CAR IN THE LOW-PRICE FIELD THAT HAS

BODY BY FISHER



The entire body structure and each of its doors are all-steel units of Unisteel construction, assuring the highest degree of solidity, durability and safety. The body shell is made up of the floor, Turret Top, cowl and body panels, skillfully reinforced and welded together to form an all-steel structure of extraordinary strength. Note the all-steel welded doors, with solid inner and outer panels—a construction that enables Chevrolet to invite a comparative door-slam test.

SPECIFICATIONS

(For special features of particular models, see text with model illustrations.)

ENGINE: Six cylinders, valve-in-head. Specialized 4-way oiling system, combining pressure streams to connecting rods (instant cold-starting lubrication) and positive feed to crankshaft, camshaft, and valve rocker-arms. Single-adjustment downdraft carburetor with air cleaner, silencer, and flame arrester; automatic fuel-mixture heater, with thermostatic control; 16-gallon fuel tank. Permanently lubricated leakproof water pump, self-adjusting; individual cylinder cooling, with full-length water jackets; nozzle-jet cooling of valve seats; coolant capacity, 15 quarts. Delco-Remy ignition, with centrifugal and vacuum spark-advance control, and octane selector; waterproof coil; high-output generator, with voltage and current regulator; mechanical-shift starter. Diaphragm-spring clutch; permanently lubricated ball throw-out bearing. Syncro-Mesh transmission, helical gears throughout; vacuum-power gearshift. Counterbalanced crankshaft, with precision interchangeable main bearings and rubber-floated harmonic balancer. Pistons of lightweight cast alloy iron, surface-treated. Power plant mounted on three-point rubber-cushioned support, with two rubber torque-reaction dampers.

CHASSIS: Box-girder frame. Unitized Knee-Action front suspension, with fully sealed bearings; ride stabilizer. Semi-elliptic rear springs, rubber insulated; metal spring covers. Double-acting hydraulic shock absorbers, front and rear. Fully enclosed universal joint and propeller shaft. Semi-floating rear axle, hypoid gears; ratio, 4.11 to 1. Fully adjustable (worm and ball-bearing roller sector) steering gear; shockproof steering; ratio 17½ to 1. Hydraulic brakes; 11-inch drums, self-aligning full-contact brake shoes. Five steel disc wheels, five 6.00-16 tires. (Special extra-low pressure tires on wide-rim 15-inch wheels, optional at extra cost. White sidewall tires, either standard or optional size, at extra cost.) Wheelbase, 116 inches. Over-all length, including bumpers, 197¼ inches (Station Wagon, 207½ inches). Bumper with two guards, front and rear (bumperettes with guards at rear of Station Wagon). Splash and gravel deflectors, front and rear (except rear of Station Wagon).

ELECTRICAL: Sealed Beam headlamps, with foot-controlled switch; beam indicator on speedometer dial. Parking lamps mounted in radiator grille. Two tail and stop lights (one on Station Wagon). Rear license-plate light. Dome light; automatic switch at driver's door on Fleetline and Fleetmaster. Illuminated ignition lock. Adjustable (bright to dim) indirect instrument lighting. Lighting switch with 30-ampere thermal circuit breaker. Dual matched horns. Fifteen-plate 100-ampere-hour battery.

ALL BODIES: No Draft ventilation. Concealed entrance steps with safety treads. Concealed door hinges. Stainless steel moldings on body crease line, and on lower edge of body. Foot scraper at each front door.

SEDANS AND COUPES: Fisher Unisteel construction, with Turret Top and solid steel underbody. Safety plate glass throughout. Bright-finished metal moldings framing windshield and windows of Fleetmaster and Fleetline bodies; decorative moldings on Fleetline fenders. Three-passenger adjustable front seat, full-width cushion (divided back in two-door sedans and coupes). Provision for heater installation under front seat. Pile fabric upholstery in Stylemaster and Fleetmaster bodies; two-tone Bedford cord optional in Fleetmaster bodies; high-quality broadcloth in Fleetline bodies. Leatherette scuff coverings on doors and front seats (also on rear seats of Fleetmaster and Fleetline). Carpet inserts in front-floor rubber mat (except Stylemaster). Two leather-topped front seat arm rests in Fleetmaster and Fleetline. Large illuminated luggage compartment (two in Business Coupe). Key lock at each front door and for trunk.

General Motors Corporation reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specification, and models; and also to discontinue models. This right may be exercised without incurring any responsibility with regard to cars previously sold.

CHEVROLET MOTOR DIVISION, General Motors Corporation
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