Two new Chevelles at
two new lower prices.

Chevelle 4-Door Sedan

$148* less
than our previous lowest priced 4-door.

Chevelle Sport Coupe

$147* less
than our previous lowest priced hardtop.

Now it's America's lowest priced mid-size hardtop.

We took America's best selling mid-size car. Then, added two new lower priced models, including a Sport Coupe that's priced less than any other mid-size hardtop you can buy.

Still, they both have Chevelle's smart new grille for 1970. And Chevelle's newly styled Body by Fisher. And Chevelle's Full Coil suspension with custom fitted springs at each wheel. And Chevelle's side-stance chassis design, side-guard beams in the doors, cargo-guard luggage compartment, bias belted ply tires.

Lower priced they are, by as much as $148. But lower priced looking and feeling they aren't. Which will get us no love notes from the competition. But maybe it will from you.

Putting you first, keeps us first.