The 1958 Chevrolet Impala in Anniversary Gold, a new color created in commemoration of General Motors 50th Anniversary Year.

The biggest, boldest move any car ever made! *For more about it, turn the page...*
Almost too new to be true!

58 CHEVROLET

Here's styling that sets a new style! The beautiful '58 Chevrolet is nine inches longer, four inches wider and up to 2½ inches lower.

Never, never has a car been so wonderfully new in so many different ways! Here are radical departures in style, power and ride...all wrapped up in the longest, lowest, widest Chevrolet that ever said, "C'mon, let's get going!"

Here are just some of the real surprises that await you in Chevrolet's three new series, its new line of station wagons, its eye-brightening array of 17 all-new models:

A revolutionary new V8! So new it even looks different on the outside—that's Chevy's Turbo-Thrust V8® Combustion chambers are in the block—a radical design development that results in super-smooth performance and high efficiency. Horsepower ranges up to 285. There are three new versions of the famous Turbo-Fire V8, too, including Ramjet Fuel Injection®, and more power for the super-thrifty Blue-Flame Six.

New body-frame construction! The secret of Chevy's road-hugging looseness is the new X-design Safety-Cage® frame. There's extra safety in the lower center of gravity...and now locked-together strength in the way this new frame is welded to Chevrolet's new Body by Fisher.

All-new 4-coil suspension! Here's a fabulous combination of super-soft coil springs and the super stability of Chevy's exclusive four-link rear suspension. Unquestionably, the finest standard suspension in Chevrolet's field!

You can even ride on air! Level Air suspension puts air springs at every wheel for the ultimate in thundereous comfort. It changes every concept of motoring smoothness—and the car stays level, regardless of load changes front or rear!...See the year's newest car at your Chevrolet dealer's...

Chevrolet Division of General Motors, Detroit 2, Michigan.

*Extra-cost option