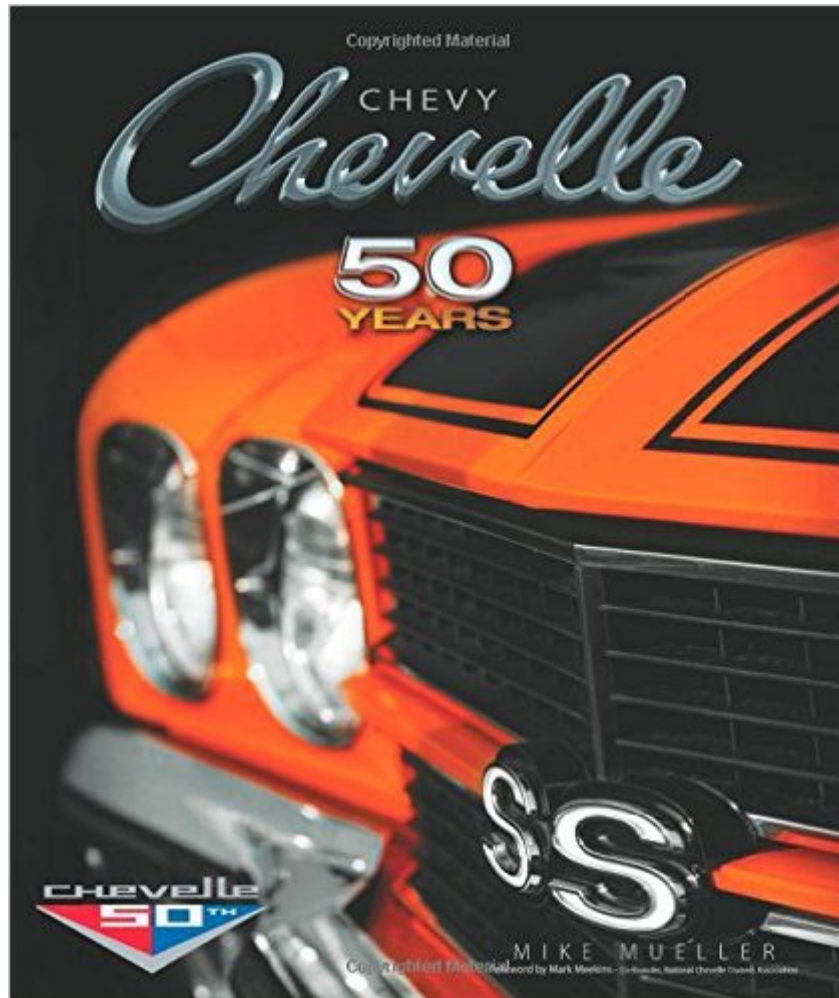


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# Chevy Chevelle Fifty Years



## Synopsis

A fifty-year retrospective of Chevy's beloved Chevelle, from family hauler to bad-ass muscle-car bruiser. Chevrolet never intended the Chevelle to be a groundbreaking car. In fact, they intended it to be anything but a ground-breaking car. It may have been conventional, and it may have used old-fashioned technology, but without a doubt the Chevelle was a very, very good car--one of the best of its era. Its body-on-frame design, though nothing radical, made it the perfect platform for harnessing the energy about to be unleashed in the coming horsepower wars. When the dust from the muscle-car era settled, the Chevelle, in LS6 form, reigned supreme as the fastest American car ever built. Its stout full-perimeter frame ensured that the car would handle all that energy and still last for the long haul. The buying public appreciated the Chevelle's simple virtues and responded by making the car an unqualified sales success. In its first year, Chevrolet sold nearly 400,000 Chevelles, outselling the Ford Falcon by nearly 30 percent. When Chevelles disappeared for good after the 1977 model year, Chevrolet had produced over 7.2 million of them. The Chevelle was built to hold up to anything their owners could throw at them, and hold up they did. The Chevelle had such a high survival rate that today it is one of the most common cars seen at car shows across the country--and one of the most beloved. Chevy Chevelle: Fifty Years celebrates America's half-century love affair with this iconic muscle car. Licensed with General Motors, this book showcases never-before-seen archival Chevelle photography to which Motorbooks was given unprecedented access.

## Book Information

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frame is exposed in this 1965 auto show display featuring a Super Sport Malibu. Note the parking lights in this 1970 Malibu sport coupe's bumper. Amber lenses were used in Malibu applications, while clear units replaced those on Super Sports. As in 1964, Chevrolet's car-truck for 1965 was offered in two forms, a base model and the upscale Custom El Camino. The extra-bright trim and deluxe wheel covers shown here identify this 1965 El Camino as a Custom model. Chevrolet Engineering put together the Surfer I team in 1965 to showcase its new Mark IV big-block V-8 at the Chicago Auto Show and New York's World's Fair. Both the 17-foot ski boat and topless El Camino were powered by 396 Turbo Jets.

Small-blocks returned to the Super Sport lineup in 1971, but you would've never known by looking. Only the SS 454 carried external engine identification; all other SS Chevelles, fitted with 350 V-8s or 402-cid big-blocks, simply wore 'SS' badges on all four sides that year. This 1971 SS convertible, by the way, features a small-block. The Super Sport Chevelle returned for one last time for 1973's restyled Colonnade coupe. A blacked-out grille, grey lower body treatment, dual sport mirrors, appropriate badges, and Rally wheels were standard. SS production that year was 28,647. Hudson was the first American automaker to dive full-force into NASCAR racing. With the help of Smokey Yunick and Vince Piggins, those 'Fabulous Hudson Hornets,' fitted with 'Twin H-Power,' dominated NASCAR from 1952 to 1954. Originally ordered as a Valentine Day's present for his wife, Bob Hamilton's 'Red Alert' LS6 SS 454 began competing in SS/DA competition in 1970. A year later, the American Model Toy (AMT) company replicated this super-stocker in 1/25-scale injection-molded plastic. Here the full-size version does its thing at a vintage racing event held at St. Louis Gateway Raceway in July 2010.

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