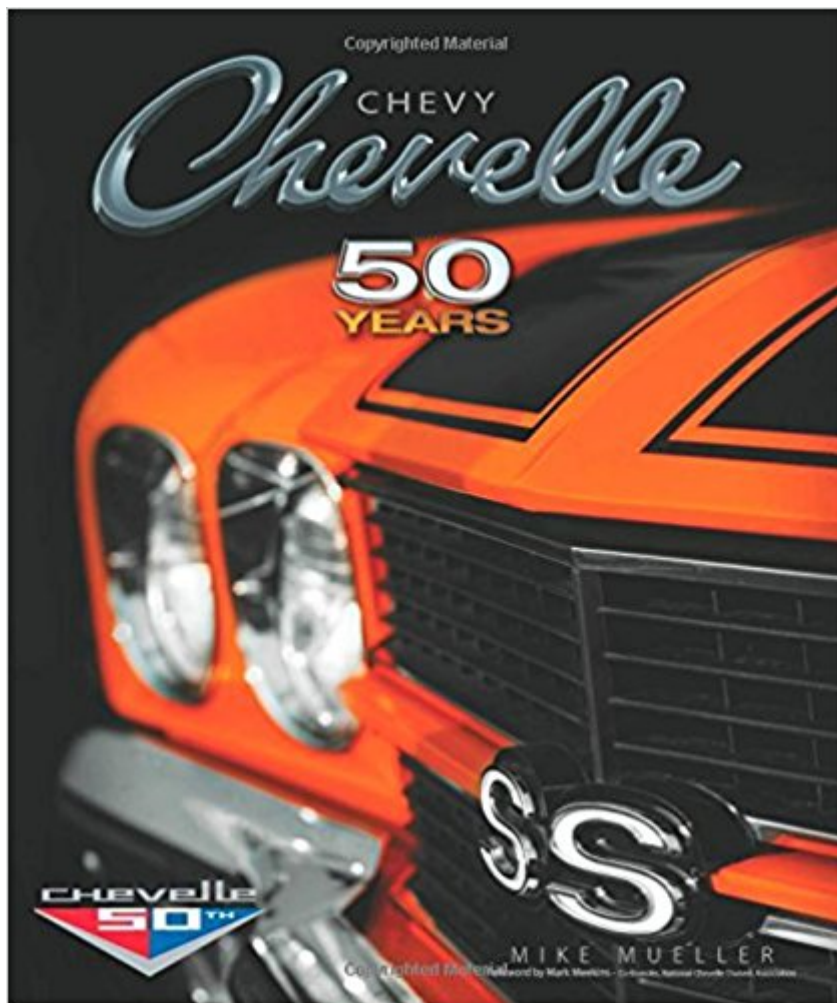


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# Chevy Chevelle Fifty Years



## Synopsis

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.

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## Customer Reviews

perimeter-rail 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's Gateway Raceway in July 2010.

"Mueller has packed this book with fascinating facts about America's favorite GM A-Body, telling its history through informative text, extensive archival and contemporary photography and numerous talges and charts." - Muscle Car Review

Mike Mueller has worked as a freelance automotive journalist and photographer since 1991. A

graduate of the University of Illinois's journalism program, Mueller has held staff positions with Automobile Quarterly, Muscle Car Review, and Mustang Monthly. A lifelong car enthusiast, Mueller has written and provided photography for dozens of automotive books, contributed photos to Collectible Automobile, Esquire, Life, and Men's Journal, and has written articles for Mustang Monthly and Mustang Enthusiast. He resides in Arlington, Texas.

The book is filled with a number of excellent photographs, both of actual production Chevelles, as well as various styling and engineering "exercises". The technical information is also very complete, including many little known facts. However, the book could be an easier/better read, as it frequently jumps around, interjecting technical facts about big block engines, right in the middle of a discussion of something like the option content of the Super Sport package, for instance. There was also interjection of the Super Sport packages being offered on other Chevy cars, and while certainly interesting, should have been off in a separate section of the book. Don't get me wrong, I truly believe the book has a wealth of information, and is truly worth the money. This book brought back a lot of memories for me, as I owned a Chevelle SS, back in the early 1970s, as my first brand new car. My only criticism is that the book could have been laid out a little better, and been a smoother read.

I have not thoroughly read the book cover to cover, but what I have read is very good. There are a lot of details about Chevelles, but not so detailed that the average Chevelle owner becomes overwhelmed. Also, what I have read so far is 99.9% accurate. So far the things that are not quite correct or are a little incomplete are VERY minor. This is a fine quality and an excellent book for any Chevelle buff's library. I've owned and worked on Chevelles since 1971 and have become quite familiar with 64-72 models. The book is primarily informational for people interested in owning or learning about Chevelles as opposed to acquiring knowledge about how to repair or restore a Chevelle. That information would be found in the service manuals.

I purchased this book for my dad for Christmas, and he absolutely loves it. He loves browsing through books like these, with tons of pictures of old muscle cars. He especially loves this one because he and my mom are currently working to restore her old 1969 Chevelle. I'm almost 30 years old and I've never seen this car in one piece (save for some old photos lying around the house). I'm excited for them to finally complete this project and get to drive around in their old car again.

I like this book a lot. Having owned a few Chevelles in the past, and still owning a 1970 Chevelle / Malibu, it is nice to reminisce when looking at them and reading about them in the pages of this informative book. It also explains the history of them, and how & why they came into existence. I am pleased with this book and would recommend it to others.

Great book, Glad I bought it!! Well written!!

I'm into the 73-77 Chevelles, El Caminos and GMC Sprints. This book has a lot of rare photo, probably some from the GM Chevrolet archives. This book contains photos that were rare. A lot of good information. Me myself, I have been studying the 73-77 Chevelles, El Camino, and GMC Sprint since 1987. My personal opinion is that this book has a lot of good chunk of information. I strongly recommend this book to a Chevelle, El Camino, GMC Sprint enthusiast. Awsome book to have!

Bought as a gift for my husband. He loves it. Said it had a lot of vin number info he needed.

This book is beautiful. Well writen and articulates information in an interesting but informative manner. A must have for chevelle lovers.

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