

CHEVY'S NEW LITTLE CAR IS OPEN FOR BUSINESS.

Vega is here at last.

Now you can buy what we modestly believe is the best little car in the world.

It does everything well.

Everything? Everything.

Vega moves well, stops well, steers well, rides well, handles well, responds well, passes well, merges well, travels well, parks well, sits well, wears well, and is priced well under what you'd expect to pay for such a totally talented car.

In highway tests, Vega has been getting around 30 miles to the gallon. Yet unlike your average little car, ours steps right out when you step on the gas.

The standard engine is a specially designed 140 cubic inch overhead cam four with a lightweight aluminum alloy block. You can order the optional engine which has a 2-barrel carburetor and delivers 20 extra horsepower. The brakes are something too. Discs are standard in the front, new-type drums in the rear.

The wheelbase is 97 inches. Width: nearly 5 1/2

nice, stable feet. Weight: 2,190 lbs. for the standard sedan. Engine displacement: 140 cubic inches; horsepower: 90 SAE gross, 80 SAE net. Seating Capacity: four adults. Turning circle: 33 feet, curb to curb.

What it all adds up to is a lot of little car.

Three cars and a truck.

Vega turned out so well that we couldn't turn out just one. So we made four: a sporty little hatchback coupe shown open and closed in the foreground below; the sedan, on the right; the Kammback wagon, on the left; and the little panel express truck, in the rear.

You have a choice of 10 outside and 5 inside colors plus a pretty fair selection of available options.

September 28th is Opening Day.

All Chevrolet dealers across Canada are handling the Vega, so you shouldn't have to go very far to find out more about it.

Chevy's new little car is open for business. Look into it.

