

Hurry down to your Chevy dealer for the \$30,000 Moneymiles Sweepstakes! (And a chance to drive the big new Impala.)

Make a move that could make you a winner two ways.

For a start, drive the '71 Impala and see how the changes we made give you more of what you want in a car.

Always a smooth ride, Impala is even better this year. Thanks to its longer 121.5" wheelbase, improved suspension, wider stance and wider wheels.

And a car that moves as well as the Impala also needs to be able to stop very surely. So power front disc brakes are standard equipment.

Some of the equipment illustrated is optional at extra cost.

There's also a dual master cylinder, warning light and corrosion-resistant brake lines.

We made 15 meaningful improvements to the '71 Impala. Most of them, just for you.

But one of them is for everyone's benefit. A new control system helps cut down fuel evaporation into the atmosphere. And to further fight air pollution, all 1971 Chevrolet engines have been designed

to operate efficiently, and with lower exhaust emissions, on low-lead, no-lead or regular fuels.

Inside and outside, Impala has the look of leadership. Gives you a very good feeling when you're behind the wheel.

What about the \$30,000

Sweepstakes? Look for this Moneymiles Sweepstakes sign at participating Chevy dealers. You could win up to \$30,000.

The dealer has all the details. Hurry on down!



Buckling seat and shoulder belts is an idea you can live with.

You're always a winner with Impala.
See your Chevrolet dealer today.

Impala