

This is the
AMERICAN SIX
Designed and Built by LOUIS CHEVROLET
AND HIS ASSOCIATE ENGINEERS

THE INTRODUCTION of a new car is an event. It has momentous possibilities. To other manufacturers it brings a new element of competition. To the trade and to the motor-buying public it may be the vehicle, on the one hand, of increased business and added profit and, on the other, of enlarged riding comfort. And in the estimation of those who are responsible for its inception it is inevitably freighted with vast hopes and aspirations.

The *AMERICAN SIX* comes to you with high expectations founded upon the earnest labors and directed effort of an engineering and manufacturing organization of known capacity and experience. As here presented for the first time it offers to the trade a new car of *incontestable merit and paramount superiority.*

The *AMERICAN SIX* is an accurate expression of my own higher ideals of motor-car construction and of those of my Associate Engineers.

Louis Chevrolet

