

Chapter 1



1964-1965 Not Your Average Family Sedan

The Chevelle was introduced in 1964 to fill the gap in Chevrolet's model line-up, targeting the family car market. And fill the gap they did, as sales for its first year reached 370,834 units. The Malibu SS became an instant hit with sales of 76,860, accounting for nearly 23 percent of all Chevelle sales.

The Chevelle for 1964 resembled Chevrolet's mainstay, the Impala, but in smaller form. Built on a wheelbase of 115" with an overall length of 193.9" made the Chevelle over a foot shorter than the Impala. The Chevelle also featured a full perimeter frame with coil springs, both front and rear.

Styling for the new A-body was rather boxy in appearance and chrome trim was minimal on the base model. The front-end styling featured quad headlights and a flat lattice style grille that looked very much like the Impala's. The rear cove panel was flat as well and featured one square taillight on each side.

The Chevelle's first-time offering could be ordered from one of three distinct platforms; Malibu Super Sport, Malibu, or 300 series.

The Super Sport could be ordered in either a two-door coupe or convertible form with a choice of six cylinder or V-8 power. Initially, the Malibu SS came standard with a 120hp Hi-Thrift 194 cubic inch six cylinder or a 195hp Turbo-Fire 283 cubic inch V-8 engine. Optional engine choices included the 155hp Turbo-Thrift 230 six-cylinder or the 220hp Turbo-Fire 283 V-8.

For those customers wanting a little more power, a Turbo-Fire 327 V-8 engine was introduced to the Malibu line. Initially, the 327 came in two versions rated at 250hp and 300hp. On Super Sports so equipped, a cross flag emblem was added to each of the front fenders to signify a 327 was lurking under the hood.

January 1964, brought the release of a third 327 V-8, this one touting 365hp. This small-block featured solid lifters, 11:1 aluminum pistons, and an aluminum intake manifold, but sadly was cancelled before it went into real production. A handful of L76 powered Super Sports may still exist today.

A manually shifted three-speed transmission was standard for the Super Sport. A variety of other transmissions were also available, including the two-speed Powerglide automatic and a three-speed manual with overdrive. For the V-8 equipped Malibus, a new Muncie four-speed manual transmission could be ordered.

The standard differential housed 3.08:1 gears on all Super Sports. Optional 3.36:1 or 3.70:1 gear ratios were also available. A Positraction rear axle could be ordered with any standard or optional gear ratio.

When customers chose the Super Sport series from the dealer's order sheet, bright wheel well moldings, rocker panel moldings, and upper body panel moldings were added, as well as bright