With CHE VR OLET Gearshifting is New Exclusive. Only Chevrolet has the Vacuum Power Shift... the only steering column gearshift that does 80% of the column work for you and requires only driver effort!

Almost all cars have steering column gearshifts today—but only one car has a steering column gearshift that is 80% automatic in operation—and that car is Chevrolet. You can operate Chevrolet’s New Exclusive Vacuum-Power Shift with one finger... without taking your hand off the steering wheel... with much less effort and travel than are required to operate the ordinary steering column gearshift. This New Vacuum-Power Shift is standard equipment on all Chevrolet models, at no extra cost. It’s exclusive to Chevrolet for ’40 among all cars regardless of price. It’s another vitally important reason why “Chevrolet’s FIRST Again!”

WHY SHIFTFOR YOURSELF?

Let This Power Cylinder Shift for You!

“Chevrolet’s FIRST Again!” Why shift for yourself? Why do it the hard way? Chevrolet’s Exclusive Vacuum-Power Shift is controlled from the steering column by an extra-short lever—its end right under the rim of the steering wheel, within easy finger reach. The effort required of the driver is to move the lever; the vacuum cylinders supply the effort required to move the shifter fork and... drivers supplies only one-fifth; the compact, simple vacuum mechanism, Positive and un-failing in operation, does the rest.