



## 1940 CHEVROLET CARS DESCRIBED

**GENERAL:** A longer wheelbase and completely new body and sheet metal were changes for 1940. The New "Royal Clipper" styling started with an "alligator" type front opening hood. The side panels were removable to get at the engine. The grille had a narrow vertical center bar, topped in name by a horizontal bar. It was of one piece design. The headlights were on top of the fenders and featured sealed beam bulbs. Parking lights were mounted on top of the front fenders. The trunk had more flowing lines with flush taillamps. The license plate lamp was in the center of the trunk lid. The bumpers featured two black-finished indentations running the length of the face bar.

**CHEVROLET - MASTER 85 - SERIES KB - SIX:** The Master 85 models did not have stainless steel belt hood or running board moldings. They had plainer upholstery and slightly less standard equipment. Front suspension was still of the leaf-spring, I-beam axle design.

**CHEVROLET - MASTER DELUXE - SERIES KH - SIX:** Master DeLuxe was now Chevrolet's mid-priced line. The cars had the same styling Master 85s, with more trim. Master DeLuxe identification appeared at the rear of the hood side ventilators. Stainless steel body/hood moldings were omitted. Knee-Action front suspension was standard equipment.

**CHEVROLET - SPECIAL DELUXE - SERIES KA - SIX:** The Special DeLuxe, Chevrolet's new top-priced line, was a fancier edition of the Master DeLuxe. Stainless steel moldings trimmed the hood and body belt line. Standard equipment included a 30-hour clock, front door arm rests, dual windshield wipers, twin air horns and a deluxe steering wheel with horn ring. A convertible with a full width rear seat and power-operated top was new. The opera seat coupe was replaced with a 5-passenger coupe having a full rear seat. A choice of different colors of upholstery and convertible tops was offered for the first time by Chevrolet.

**INNOVATIONS:** First use of plastic parts. First stainless steel trim. New shape oil pan. Redesigned valve lifters. Higher charging rate. Helical gear transmission. Cross trunnion type u-joint. Redesigned front cross member

### MODEL/ENGINE I.D. DATA:

- **Series KB** - Serial numbers were on a plate on right side of Floor in front of front seat. Starting: KB-1001. Ending: KB-20946. Engine numbers were on the right side of engine on milled pad on crankcase near rear of distributor. Starting: 2697268. Ending: 3665902 & B-105462 to B-221935. "B" indicates Buffalo N.Y. factory.
- **Series KH** - Serial numbers were in the same location. Starting: KH-1001. Ending: KH-37644.
- **Series KA** - Serial numbers were in the same location. Starting: KA-1001. Ending: KA-72089.

### BODY PAINT CODE/COLORS:

- 265 Ridge Green
- 266 Harbor Blue
- 267 Streamline Gray
- 268 Port Wine Maroon
- 269 Maple Brown
- 270 Arden Beige
- 271 Battleship Gray
- 272 Gulf Blue
- 276 Station Wagon Brown
- 277 Traverse Green
- 280 California Beige
- 281 Alameda Green
- 282 Beach Ivory
- 283 Glamour Gray
- 273,274 Black
- 275/279 Kingston Gray
- 278/284 Ruby Maroon

**ENGINE - ALL SERIES:** OHV. Inline. Six. Cast iron block. Bore & Stroke: 3.50" x 3.75". Displacement.: 216.5 CID. Compression Ratio: 6.25:1. Brake Horsepower: 85 @ 3400 R.P.M. Torque: 170 ft. lbs. @1200 RPM N.A.C.C. H.P.: 29.4. Main bearings: Four. Valve lifters: Solid. Carb.: Carter 1V Model W1-420S.

### CHASSIS:

- **SERIES KB** - Master 85: W.B.: 113 in. Tires: 16 x 6.00.
- **SERIES KH** -Master DeLuxe Series: W.B.: 113 in. Tires: 16 x 6.00.
- **SERIES KA** -Special DeLuxe Series: W.B.: 113 in. Tires: 16 x 6.00.

**TECHNICAL:** Manual Synchromesh transmission. Speeds: 3F/1R. Column gearshift (vacuum type) controls. Single-plate clutch. Semi-floating rear axle. Ratio: (Master) 3.73:1: (Others) 4.11:1. Four wheel hydraulic brakes. Steel spoke wheels.

### OPTIONS:

- Bumper guards.
- Cigar lighter.
- Clock.
- External sun shade.
- Fender skirts.
- Fog lamps.
- Full wheel discs.
- Heater.
- Hood ornament (plastic).
- Master grille guard.
- Radio antenna.
- Radio.
- Rearview mirror.
- Seat covers.
- Spotlight.
- Wheel trim rings.
- Whitewall tires.

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**HISTORICAL BACKGROUND:**

Models introduced Sept. 1939. Calendar year registrations: 853,529. Calendar year production: 895,734. Model year production: (Master) 116,618: (Master DeLuxe) 232,510: (Special DeLuxe) 430,945: (Total) 775,073. General Manager: M.E. Coyle.

A Model 85 Business Coupe driven by Juan Manuel Fangio won the 6,000-mile Gran Primo International Del Norte race in Argentina. Fangio averaged 55 mph. He came in over an hour ahead of the second-place car. Three Chevys were among the top ten finishers in this contest. Chevrolet also signed its first contract for U.S. Government weapons production in April, 1940.

**Production:**

Model No.	Body Type & Seating	Price	Weight	Prod. Total
<i>Series KB Master 85</i>				
KB	2-dr. Business Coupe-2P	\$ 659	2865	25,734
KB	2-dr. Town Sedan-5P	\$ 699	2915	66,431
KB	4-dr. Sport Sedan-5P	\$ 740	2930	11,468
KB	4-dr. Station Wagon-8P	\$ 903	3106	411
Total Production Series KB				104,044
<i>Series KH Master DeLuxe</i>				
KH	2-dr. Business Coupe-2P	\$ 684	2920	28,090
KH	2-dr. Sport Coupe-2/4P	\$ 715	2925	17,234
KH	2-dr. Town Sedan-5P	\$ 725	2965	143,125
KH	4-dr. Sport Sedan-5P	\$ 766	2990	40,924
Total Production Series KH				229,373
<i>Series KA Special DeLuxe</i>				
KA	2-dr. Business Coupe-2P	\$ 720	2930	25,537
KA	2-dr. Sport Coupe-4P	\$ 750	2945	46,628
KA	2-dr. Convertible-4P	\$ 898	3160	11,820
KA	2-dr. Town Sedan-5P	\$ 761	2980	205,910
KA	4-dr. Sport Sedan-5P	\$ 802	3010	138,811
KA	4-dr. Station Wagon-8P	\$ 934	3158	2,493
Total Production Series KA				431,199
Total Production - All Series				764,616

**Note:** 367 station wagons had double rear doors.

**CAR IMAGES**



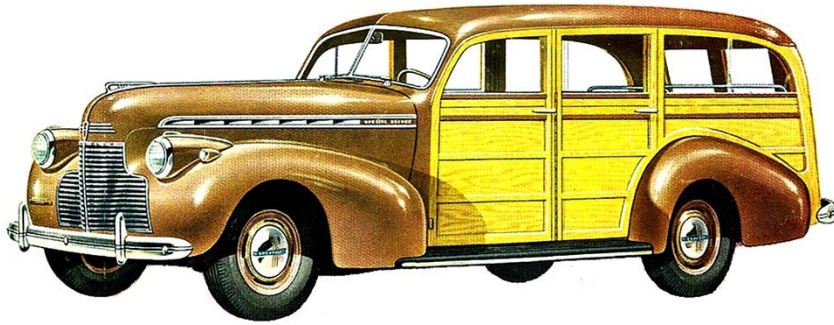
The 1940 Chevrolet Convertible was only available in the top of the line Special Deluxe Series. 11,820 were produced.

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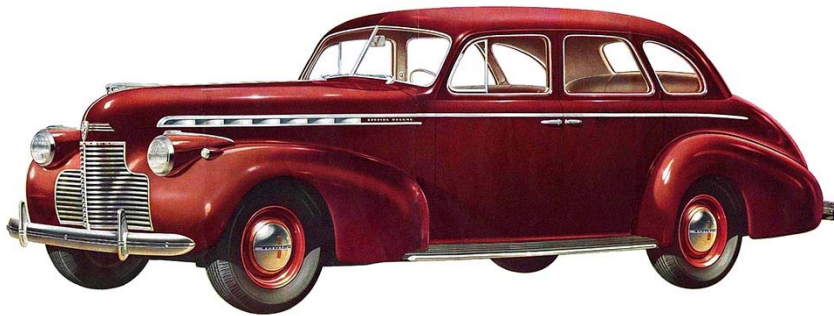


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The Special Deluxe Station Wagon was the most expensive 1940 Chevrolet listing for \$934, \$36 more than the Convertible. It was also available Master 85 Series trim at \$903. 2,493 Special Deluxe and 411 Master 85 wagons were produced in 1940



The 1940 Chevrolet 4-door Special Deluxe Sport Sedan was very popular. 138,811 were built.



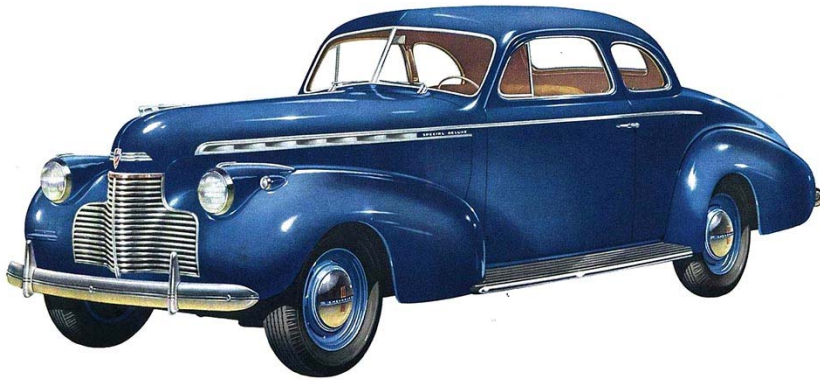
The 1940 Chevrolet 2-door Town Sedan was the most popular model that year, with 205,910 made.

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The 1940 Chevrolet Special Deluxe 2-door Sport Coupe was a 4-seat version of the Business Coupe. 46,628 were delivered.



The surprise of 1940 for Chevrolet was that the 2 passenger 2-door Business Coupe was offered in the high-end line. Even so 25,537 were made.



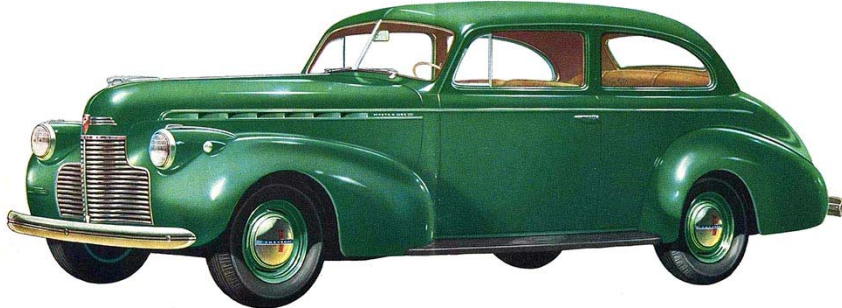
The 4-door Sport Sedan was also produced as a Master 85 and Master Deluxe version. 11,468 were delivered as Master 85s and 40,924 upscale Master DeLuxe versions.

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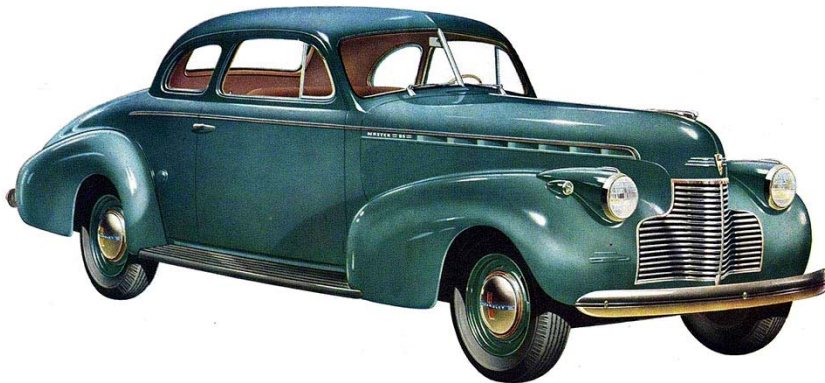


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The 1940 Chevrolet 2-door Town Sedan was also available as a Master 85 and Master Deluxe. 143,125 Master Deluxe models were sold as well as 66,431 Master 85 versions.



For 1940 the 2-door Sport Coupe was only offered in Master DeLuxe trim and not Master 85. 17,234 were sold.

The 2-door Business Coupe (not shown, but externally the same as the Sport Coupe) was available in both lines. 28,090 Master DeLuxe and 25,734 Master 85 Business Coupes were delivered