

1928 CHEVROLET 4 DOOR SEDAN

1928 Chevrolet 4-door Sedan, Model AB, 5 passenger

Owner: Bernie and Janice Taulborg Collection

Original cost: \$675.00

Number made: 127,819 (total sedans, 1928)

Engine, etc.: 4 cyl., 3-speed; 171 cu. in., 35 hp; 107" wheelbase; 2,435 lbs.; serial number indicates the car was built in Janesville, Wisc.

For Chevrolet, 1928 was a milestone year. The AB was basically a renamed 1927 Chevrolet Series AA Capitol. But it looked fresher thanks to a four-inch longer wheelbase and a facelift.

A redesign resulted in a larger car with full crown fenders, a high cowl line and larger headlamps. The new look was one of the first projects from GM's Art & Colour studio, following its creation of the 1927 LaSalle.

The 1928 Chevrolet model had a longer and straighter hood, flowing fender lines, a lower profile, and smoothly integrated body panels. The longer hood was not a frivolous design feature – it was necessary to accommodate the soon-to-come six-cylinder engine which would be offered in 1929.

Standard equipment included vacuum wiper, inside rear view mirror, stop light, parking lights, door pockets, and gas gauge.

Options included front/rear bumper, heater, wood spoke wheels, leatherette spare tire cover, and spare tire (rim was standard).

This was the last year Chevrolet offered a four-cylinder engine. More important to buyers, Chevrolet adopted four-wheel brakes, though they were still mechanically actuated. The 171 cu. in. engine gained higher compression in 1928, larger valves, aluminum pistons and a revised carburetor.

The 1928 Chevrolet National Series AB was offered with a \$50 discount off its base price, a tactic used to keep sales momentum after Ford launched its all-new 1928 Model A at prices lower than Chevrolet. The plan worked and Chevrolet out-sold its arch rival, Ford.

Sources: Standard Catalog of American Cars, 1805 -1942. Beverly Rae Kimes, et al. 3rd ed. Krause Publications, 1996.

<http://www.conceptcarz.com/z21947/Chevrolet-National-Model-AB.aspx>

https://en.wikipedia.org/wiki/Chevrolet_Series_AB_National

See

also: http://www.oldcarbrochures.com/static/NA/Chevrolet/1928_Chevrolet/1928_Chevrolet_Instructions/dirindex.html (Original 1928 brochure, instructions for the operation and care, Series AB)