

not only, but this particular kind of work is generally not of direct interest for the coachbuilder even when it offers substantial economical advantages. At industrial-coachbuilding levels, in fact, the one-off model is good business only if it meets specific emotional requirements of interest to potential committing industries or the press and buying public.

An exception to this rule was the unveiling at the New York Motor Show of the latest ISO, bodied by Bertone. The realization of this Coupé — on ISO GT frame with 5.3 liter Chevrolet engine — was made possible by the concomitant occurrence of particular circumstances: the customer's desire to possess a unique specimen and the intention of the builder to exhibit an absolutely novel car in the American market, for evident publicity reasons.

As the loading dimensions of the ISO GT chassis have been retained for at their very origin they were validly fit to accommodate a four-seater coupé. Its final aspect presents an effective balance of elegant and sporty features keeping with the Customer's specific desiderata.

From the appearance viewpoint, notwithstanding its considerable size, this car exhibits well proportioned masses especially in the lateral view which is characterized by an elaborate styling motif that envelops the whole side. It is not much too complicated, instead, in the wheel design.

In the whole, the car does not offer sensational technical break-throughs. And this was exactly the wish of the customer who was eager to retain the overall comfort, silentness and peculiar features of the ISO Rivolta. The validity

of this design lies precisely in having grouped all these characteristics in a particularly elegant, comfortable and personalized car. Sa

