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LUMINA



You asked for a great new American car. A car
you can be proud to own, and a dependable car you
know will go the distance.

THE CHEVROLET

YOU ASKED FOR IS HERE. With this in mind, the new
1995 Chevrolet Lumina awaits
your critical, careful review.

No matter what you're driving right now, we think
you'll be impressed with Lumina value, quality and style.

Lumina is that good. And it's Genuine Chevrolet.

Harmony. Merriam-Webster defines it as "the pleasing or congruent arrangement of parts." You'll see it and feel it in a Chevrolet Lumina.

YOUR NEW LUMINA
WAS BEAUTIFULLY DESIGNED
AND CAREFULLY BUILT.

is harmoniously designed and built to a consistently high standard of excellence.

A solid, strong foundation.

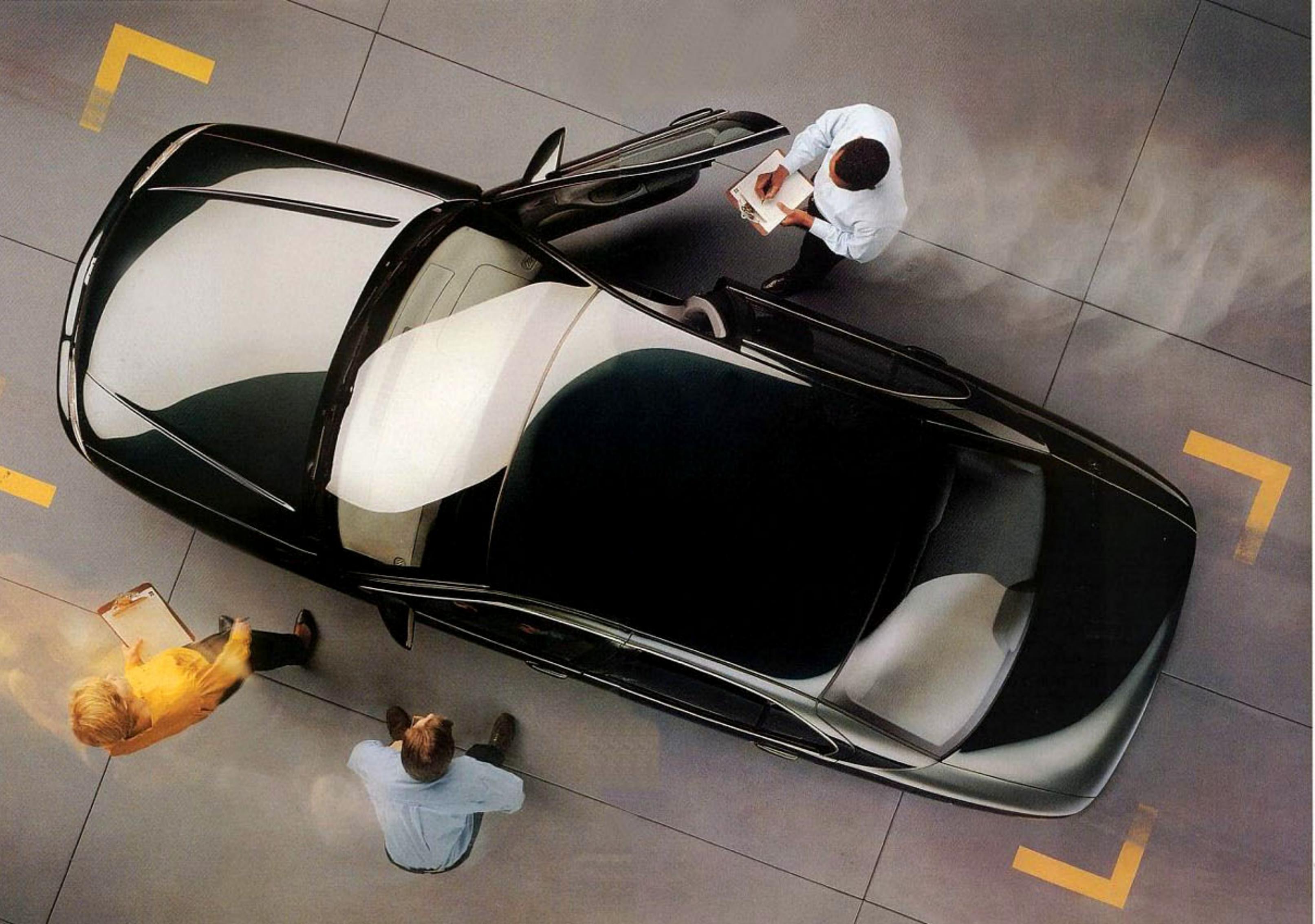
Rigid, unitized body/frame construction helps make Lumina strong and quiet. This foundation is an important reason why Lumina has an exceptionally smooth ride and feels so solid, stable and well-built.

Genuine value, Genuine Chevrolet.

Lumina has the safety features you need (including dual air bags and safety-cage construction), the performance you expect (standard V6 power), and the features you want (from air conditioning to cup holders) ... all at a price you can afford.

That's a great American value. And that's Genuine Chevrolet.

The Lumina launch team — product planners, designers, engineers, assemblers — had one goal: to bring you a car that



YOU'LL LOVE THE QUIET.
In a 1995 Lumina you will enjoy the luxury of quiet thanks to design features that reduce highway wind noise, including thicker side glass, triple door seals, and the strategic use of advanced sound-deadening materials. Liquid-filled engine mounts cut powertrain noise and vibration to a remarkably low level.

RESPONSIVENESS WITHOUT HARSHNESS;
SMOOTHNESS WITHOUT THAT FLAT FEELING.

New variable-rate rear springs actually adjust to suit load conditions. The Lumina's suspension was fine-tuned on test tracks and on real-world roads all across the United States. The impressive result is a smooth ride combined with the response that makes driving pure pleasure.

MORE RUST-RESISTANT THAN A \$50,000 LINCOLN.
Unsurpassed protection against corrosion is provided by the use of two-side-galvanized steel for all exterior body parts, except the roof. The zinc coating actually helps prevent surface rust on the outside due to minor chips or scratches, and helps prevent holes which start from the inside. That's double coverage.

THE WET-LOOK SHINE THAT STANDS UP TO ACID RAIN.
Lumina features clear-coat paint that not only provides a more durable, lustrous finish, but also reduces the severity of water-spotting and staining from acid rain. The final clear coat is applied over rust-fighting primers and a mirror-smooth base-coat paint.

EVEN THE BUMPERS ARE BETTER.
Impact-absorbing 5-mph front and rear bumpers feature resilient body-color covers to resist minor dings and dents.

THE INNOVATIVE FUEL FILTER.
There's actually a table tennis ball inside the fuel-filter pipe of every 1995 Lumina. Its function is very simple. As you fill the tank at the gas station, the table tennis ball floats to the top of the fuel-filter opening. This helps prevent gas from splashing back and getting on your hands, clothes or shoes.

EVERY LUMINA GETS A FACTORY "TEST DRIVE."
Before any new Lumina leaves the assembly plant, it receives what our engineers call Dynamic Vehicle Testing (DVT). In this process, the car is placed on dynamometer rollers and run to a simulated speed of 65 mph. The engine, brakes, transmission shift points, air conditioning, electronics and cruise control are all checked. After DVT, each car goes to final inspections before it is allowed to be shipped.



Lumina LS Custom Cloth interior
with standard 60/40 front seat.

You want a car that can handle everyday life. You want the room for friends, family and groceries. You want to

take that summer vacation —

LUMINA LS. and you want to be able to take your luggage, too.

ALL THE ROOM AND
COMFORT YOU ASKED FOR.

That's why Lumina LS Sedan
offers more interior room and

trunk space than Honda Accord or Toyota Camry sedans.

Lumina LS Sedan seats six in comfort with the standard 60/40 seating arrangement (includes center storage armrest). Or you can opt for 40/40 reclining front bucket seats and center console (shown below). Either way, you get newly contoured chair-high seats, cup holders, and power windows with a driver's Express-Down feature.

Optional: a remote keyless entry system that allows you to lock or unlock doors, or unlock the trunk from up to 30 feet away.



Lumina LS Custom Cloth interior
with optional front bucket seats.

When you look at everything Lumina offers, we believe you will be impressed. You will see new comfort and convenience features, advanced

**VALUE YOU CAN
ALWAYS DEPEND ON.** safety technology, and value features that help make this Chevrolet a car

THAT'S GENUINE you will be proud to own.

CHEVROLET. Compare this feature list — and the Lumina window sticker — with any other car. We are confident you'll find Lumina the better value.



STRETCH-OUT ROOM & COMFORT.

You want a car you can feel comfortable in, and there's no comfort in feeling squeezed. That's why Lumina offers more interior room than any Honda Accord or Toyota Camry sedan. Lumina also offers a choice of seating styles for five or six passengers.

STANDARD AIR CONDITIONING.

Air conditioning with non-ozone-depleting CFC-free refrigerant is standard. Other standard features that make Lumina so easy to live with include a large cup holder, tinted glass for all windows, power door locks, and a Delco AM/FM stereo.

STANDARD 3100 V6 ENGINE.

You want smooth, effortless power for passing and merging. In a Lumina you get it, thanks to a standard 3100 V6 with Sequential-Port Fuel Injection. This engine is smoother, quieter, and more powerful than last year's standard V6. Horsepower is 160 at 5200 rpm.

DUAL AIRBAGS.

Driver- and front-passenger-side air bags are standard. The air bags in the steering-wheel hub are built as a sizable horn button following the driver to honk the horn by pressing in the middle of the steering wheel. Keys wear safety belts, even when bags

STANDARD SECURITY SYSTEM.

PASS-Key II is a totally passive theft-deterrent system designed to help keep your Lumina safe and secure. Only your special coded ignition key starts your 1995 Lumina. If an attempt is made to start the car without the proper key, the ignition system is disabled.

A SPECIAL NOTE TO PARENTS.

Standard rear-seat safety-belt comfort guides make wearing safety belts more comfortable for children who have outgrown child restraints. Rear outboard safety belts are also designed to accommodate child safety seats without the use of any add-on hardware or clips.

SAFETY-CAGE CONSTRUCTION.

A steel "safety cage" surrounds the passenger compartment of every Lumina. Front and rear crush zones help cushion and absorb the force of impact in a collision. Lumina meets 1997

FOUR-WHEEL ABS.

Parents voted overwhelmingly in favor of child-security rear-door locks, so they are standard in every '95 Lumina. These door locks, when engaged, prevent the rear doors from being opened from the inside.

SCOTCHGARD™ PROTECTOR.

People told us they wanted a car interior that's more beautiful — and easier to keep beautiful. That's why every Lumina — unlike Honda, Toyota or Ford Taurus — has Scotchgard™ Protector on seat fabrics, door trim, floor carpeting and floor mats.

ADVANCED SUSPENSION TECHNOLOGY.

The technology that makes Lumina so easy to drive includes a computer-calibrated four-wheel independent suspension with front and rear stabilizer bars, tuned rack-and-pinion power steering, and Delco gas-charged shock absorbers.

STAINLESS-STEEL EXHAUST.

You've got better things to think about than your muffler. That's why we made a high-quality stainless-steel exhaust system standard on every Lumina.

LUMINA LS.



LS

Lumina LS Sedan with
optional aluminum wheels

Refined. Refreshing. Confident. Subtle. These are the words people are using to describe the 1995 Lumina LS.

It's a feeling of quality that

LUMINA LS.

is reinforced when you get behind

ENJOY THE SUBTLE FEEL of the wheel. The performance of the

OF GENUINE QUALITY. 3100 V6 and the electronically

controlled 4-speed automatic

transmission is virtually seamless, with almost imperceptible shifts. For even more power, order the optional

3.4 Liter DOHC (dual overhead camshaft) V6.

A four-wheel anti-lock brake system (ABS) is standard in the LS Sedan. ABS is designed to help you maintain steering control and prevent skidding when braking on most slippery surfaces.



Lumina LS sedan
with optional aluminum wheels.



Lumina LS instrument panel with optional Delco AM/FM stereo and compact disc player. This optional radio features Speed-Compensated Volume (as the car's speed increases and outside noise becomes louder, the radio volume increases), coaxial speakers, and Automatic Tone Control, which tailors equalization to the type of music or voice being heard (classical, news, rock/country, pop or jazz).

The first thing you'll notice is the quality. The soft-feel steering wheel and control knobs. The way everything seems to wrap around you. Then

LUMINA LS.

YOU DESERVE A VIEW

LIKE THIS.

you'll see how this instrument panel design makes driving easier.

The easy-to-see, easy-to-read analog instrumentation in Lumina LS includes speedometer, tachometer, temperature gauge and trip odometer.

Convenience features include a cup holder, spacious lockable glove compartment, in-door storage pockets and courtesy lighting for reading maps at night.

Other reasons driving is more pleasurable in a Lumina LS include a standard Tilt-WhelTM, Adjustable Steering Column, Soft-RayTM tinted glass for all windows, power door locks, and power windows with a driver's Express-Down feature.

LUMINA LS SEDAN.



Lumina LS Sedan
with optional aluminum wheels.



Year after year, the majority of mid-size sedan buyers opt for a V6 engine and automatic transmission.

That's why this powertrain of **CHOOSE FROM TWO LEVELS OF SMOOTH V6 PERFORMANCE.** choice is standard in every Lumina.

Standard 3100 V6 with Sequential-Port Fuel Injection.

This standard 160-hp V6 offers an outstanding combination of performance and quiet operation. For an ultra-smooth idle and world-class throttle response, the 3100 V6 features Sequential-Port Fuel Injection. A direct fire ignition system helps provide quick starts and eliminates the need for periodic timing adjustments.



STANDARD 3100 V6.
The 3100 V6, standard in Lumina Sedan and Lumina LS Sedan, delivers 160 hp at 5200 rpm.

Optional 3.4 Liter DOHC V6.

Lumina LS Sedan is available with a sophisticated 3.4 Liter V6 with dual overhead camshafts and Sequential-Port Fuel Injection. This four-valves-per-cylinder engine delivers 210 hp at 5200 rpm. Torque is an impressive 215 lb.-ft. at 4000 rpm. Bottom line: the DOHC Lumina is just plain fun to drive.

4-speed automatic transmission.

This electronically controlled 4-speed automatic, which is standard in both Lumina Sedan and Lumina LS Sedan, is one of the auto industry's most advanced transmissions. The benefit to you is computerized shift control for precise, virtually undetectable shifting, and shift timing that is perfectly matched to the performance characteristics of the Lumina V6 engine.



OPTIONAL 3.4 LITER DOHC V6.
The high-performance, 210-hp DOHC V6 is optional in Lumina LS Sedan.



There is no subject more important than safety for you and the ones you love. That's why Lumina is designed and built with more safety features than ever before. Here are a few of the reasons you'll feel more secure in a Lumina.

'95 LUMINA. *Energy-absorbing controlled crush zones.*

In collisions, the front and rear ends of the Lumina are designed to help absorb energy in a controlled manner, so that the integrity of the passenger compartment can be maintained. Other integral safety features include an energy-absorbing steering column and an energy-absorbing instrument panel.

Safety-cage construction.

A rugged steel safety cage (with reinforced floor and body sills, high-strength roof construction and pillars, and side-guard door beams) surrounds the entire Lumina passenger compartment. This cage is so strong it helps Lumina meet 1997 U.S. government side-impact standards, *today*.



Dual air bags.

Driver- and right-front passenger-side air bags are standard in every 1995 Lumina. These air bags have been engineered to provide you with enhanced protection when used in conjunction with safety belts. A special note: Always wear safety belts, even with air bags.



Four-wheel anti-lock brake system.

GM's award-winning ABS VI four-wheel anti-lock brake system is standard in Lumina LS Sedan, and optional in Lumina Sedan. ABS prevents wheel lockup and is designed to help you maintain steering control and prevent skidding on most slippery surfaces.

LUMINA SPAN.





Introducing the standard Lumina Sedan, a handsome automobile that just may be the best mid-size value available anywhere.

LUMINA SEDAN.

THE NEW STANDARD

OF AUTOMOTIVE VALUE.

The look is upscale inside and out, the quality superb, and the feature list long.

Standard equipment includes

• 3.100 V6 with Sequential-Port Fuel Injection, 4-speed automatic transmission, dual air bags, 15" all-season

radial-ply Touring tires, bolt-on full-wheel covers, fully independent suspension with front and rear stabilizer bars, and a long-lasting stainless-steel exhaust system.



Lumina Sedan interior with
standard 60/40 front bench seat.

Here's something you don't see every day: a spacious six-passenger interior in a truly affordable mid-size car.

But there's more to this

LUMINA SEDAN.

story than room. Lumina

DON'T SPEND MORE

Sedan is beautifully equipped,

MONEY AND GET LESS CAR.

too. Standard features include

air conditioning (with non-

ozone depleting, CFC-free refrigerant), power door

locks, auxiliary lighting, a Delco AM/FM stereo, and

a Tilt-Wheel™ Adjustable Steering Column.

The newly designed 60/40 front seat with full-foam construction offers exceptional comfort and the added convenience of a center armrest with storage compartment and cup holder. Nighttime "theater lighting" is a new standard feature for 1995. It stars out bright when you get in the car, then gradually dims as you prepare to drive away.



IMPRESSIVE CARGO SPACE.
The large 15.7-cu.-ft. trunk
features a low lift-over height for
added loading convenience. The
optional cargo retaining net,
shown here, is designed to help
keep small packages secure.

Chevrolet is committed, in every way, to making your 1995 Lumina the best car you've ever owned.



Bumper to Bumper Warranty.

That commitment starts with a **GENUINE** quality car, and it continues with a **CUSTOMER CARE** promise to treat you as a valued customer. *Always.*

As a Chevrolet owner, you are covered by Genuine Customer Care, a comprehensive owner-protection plan that includes all of the following:

6-year/100,000-mile (whichever comes first) sheet-metal rust-through protection and 5-year/50,000-mile (whichever comes first) emissions control system coverage.

Items not covered by the warranty include tires (which are covered by their manufacturer) and normal maintenance. See your Chevrolet dealer for terms of this limited warranty.

The GM 3-year/36,000-mile (whichever comes first) limited warranty covers repairs for all 1995 Luminas, including labor and parts, to correct any defects in material or workmanship occurring during the warranty period. Warranty features include air conditioning repair, towing, no-cost warranty transfer,



Courtesy Transportation.

Customers who purchase or lease a 1995 Lumina will be able to take advantage of Courtesy Transportation at no additional charge when their vehicles are left at a participating dealership for repairs covered under the 3-year/36,000-mile New Vehicle Limited Warranty. See your participating dealer for details.



24-Hour Roadside Assistance.

You will be placed in contact with a nearby service center, and assistance with towing and other helpful services will be arranged. Please ask your Chevrolet dealer for more details.

For as long as you own your 1995 Lumina, the security and convenience of round-the-clock Roadside Assistance is available via a toll-free hot line (1-800-CHEV-USA). Your call will be answered by a Roadside Assistance phone advisor trained by Chevrolet.





LUMINA COLORS AND TRIM.

EXTERIOR COLORS.



LUMINA SEDAN.

INTERIOR COLORS

SEAT TYPE	RUBY RED	MEDIUM BLUE	MEDIUM BEIGE	MEDIUM GRAY
Cloth 60/40	•	•	•	•

EXTERIOR COLORS

Black	•	•	•	•
Light Adriatic Blue Metallic	•			
Medium Adriatic Blue Metallic		•		•
Light Driftwood Metallic			•	
Sherwood Green Metallic			•	
Purple Pearl Metallic				•
Medium Garnet Red Metallic	•		•	•
Silver Metallic	•	•	•	•
Bright White	•	•	•	•

LUMINA LS SEDAN.

INTERIOR COLORS

SEAT TYPE	RUBY RED	MEDIUM BLUE	MEDIUM BEIGE	MEDIUM GRAY
Custom Cloth 60/40	•	•	•	•
Optional Custom Cloth bucket	•	•	•	•

EXTERIOR COLORS

Black	•	•	•	•
Medium Adriatic Blue Metallic		•		•
Sherwood Green Metallic			•	•
Purple Pearl Metallic			•	
Medium Garnet Red Metallic	•		•	•
Silver Metallic	•	•	•	•
Bright White	•	•	•	•

*Requires lower-accent paint delete.

LUMINA.

GENUINE CHEVROLET.

GMAC
FINANCIAL SERVICES

At your Chevrolet dealer,
financing or leasing your
new Lumina can be as easy as saying GMAC.
With GMAC, financing or leasing is done right
in the showroom. Terms are tailored to suit your
personal needs, and you can choose your monthly
payment date. Ask your dealer about GMAC's
special SMARTLEASE® and SMARTBUY® programs.

GM
THE GM CARD

TURN PLASTIC
INTO STEEL WITH
THE GM CARD®.
The GM MasterCard®,
with no annual fee,
is the revolutionary financial vehicle specifically
designed to help put you behind the wheel. Every
time you use it, GM will credit 5% of your purchase
toward buying or leasing the GM car or truck of
your dreams. It could mean saving hundreds, even
thousands of dollars, over and above any other dis-
counts or rebates. Call 1-800-8GM-CARD for more
information, including annual limits and restrictions.

A note about air bags: Always wear safety belts,
even with air bags.

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GM
BUCKLE UP
AMERICA

Litho in U.S.A. 3379 March 1994





GENUINE CHEVROLET®