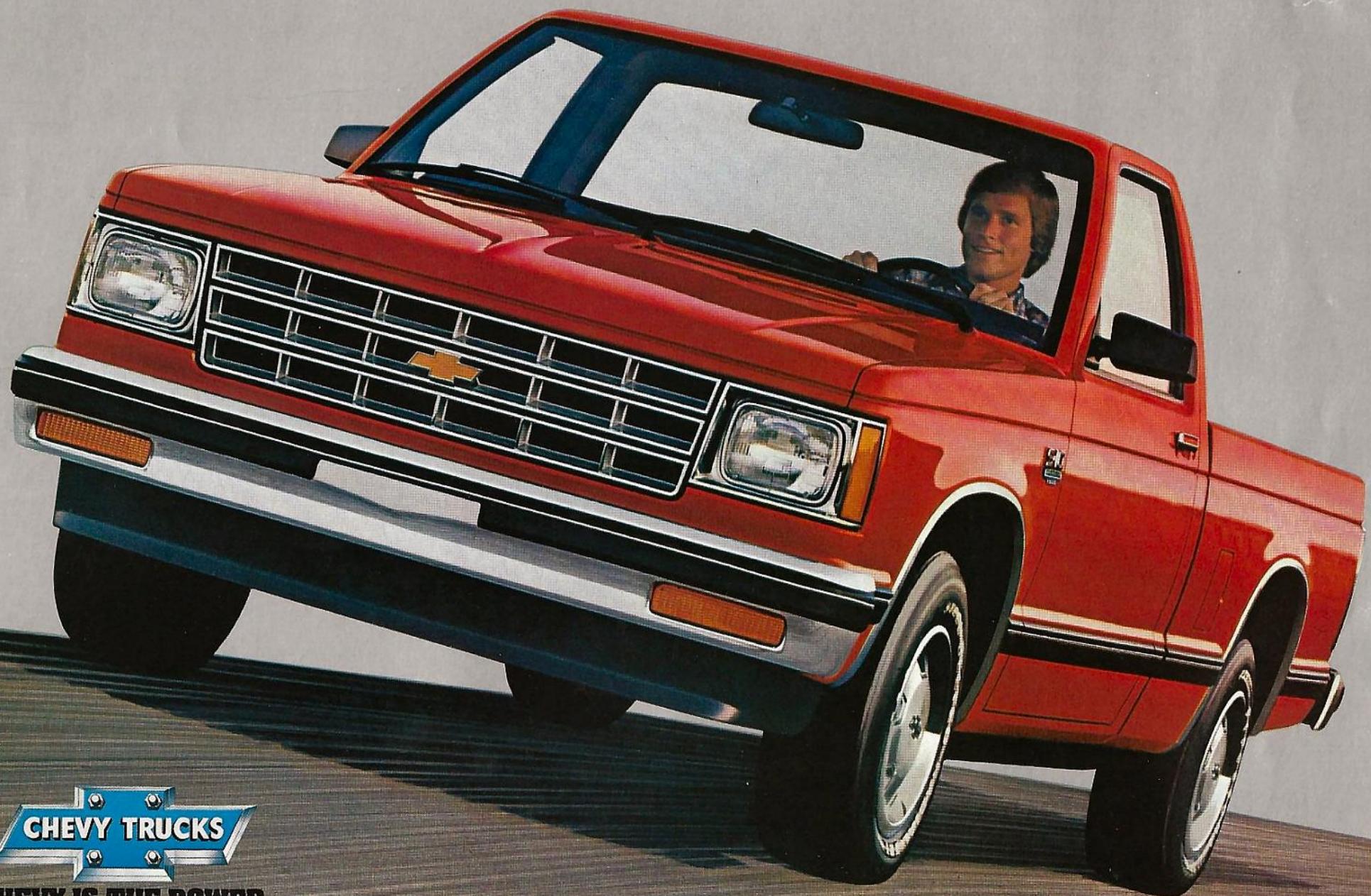


THERE'S NEVER  
BEEN A TRUCK  
LIKE IT BEFORE.

# CHEVY S-10

TAHOE · DURANGO · SPORT



CHEVY IS THE POWER  
IN TRUCKS.

## A NEW-SIZE AMERICAN PICKUP.

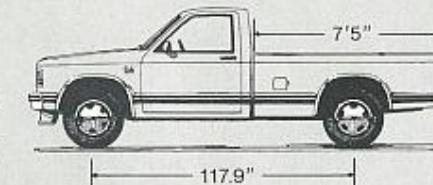
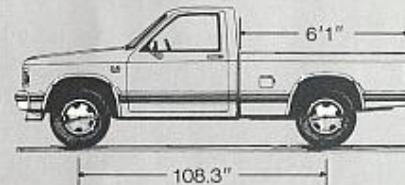
Chevrolet welcomes you to the future in pickups: the Chevy S-10.

A high-mileage truck designed and assembled in America.

A high-mileage truck with both a standard L4 and an optional V6 engine.

**"Net-build"** quality. The new Chevy S-10 is built in a special way. The front end, cab and pickup box are first computer-welded into separate units before being fitted to the frame. The S-10 is designed to be put together *only* one way: the correct way. If any of these and other assemblies don't fit, they are rejected. They are not simply adjusted to fit. Engineers call this "net build." It results in uncanny quality. The S-10 is designed with a thorough program of accurately fitting metal to metal for quality you can see, hear and feel.

**Quality technology. Quality people.** Factory workers. Engineers. Management. Suppliers. Everyone involved with the S-10 from design to assembly is part of its impressive quality story. The S-10 is a work of industry, science, art and love. It has comfort, high mileage and that unmistakable something only human genius and hard work can produce. Quality.



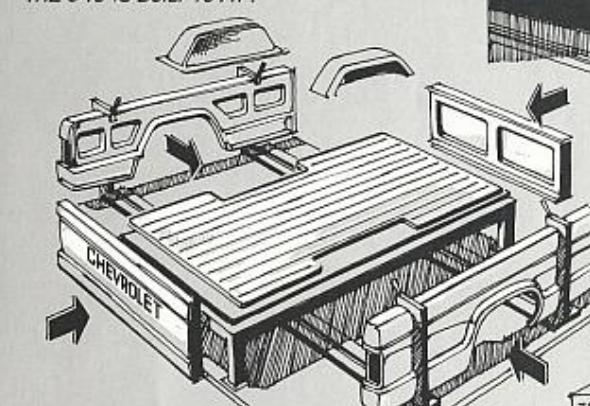
**Two wheelbases. Easy payload ordering system.** The new S-10 comes in two standard models: a 108.3-inch wheelbase with a 6-ft-1-in. cargo box and a 117.9-inch wheelbase with a 7-ft-5-in. cargo box. Three optional trim levels are available: Tahoe, Durango, and Sport. Both wheelbase sizes have more double-wall construction than the import trucks. They are each available with a standard 1000-lb. payload or optional 1500-lb. payload, including people and cargo. Instead of ordering by GVWR, you order your S-10 to match your payload needs. This is a simple and realistic way of ordering a truck. It's only one of many new concepts you'll find in the strikingly new Chevy S-10.

**IMPORTANT: A WORD ABOUT THIS CATALOG.** We have tried to make this catalog as comprehensive and factual as possible and we hope you find it helpful. However, since the time of printing, some of the information you will find here may have been updated. Also, some of the equipment shown or described throughout this catalog are available as factory-installed options, dealer accessories and specialized equipment from various independent suppliers at extra cost. Your dealer has details and, before ordering, you should ask him to bring you up to date.

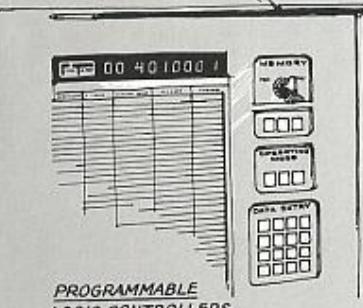
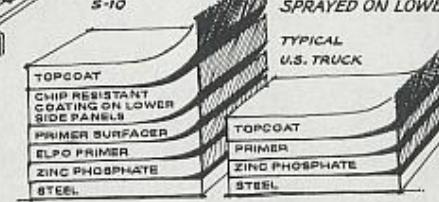
The right is reserved to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models. Check with your Chevrolet dealer for complete information.

## A NEW WAY TO BUILD AMERICAN PICKUPS.

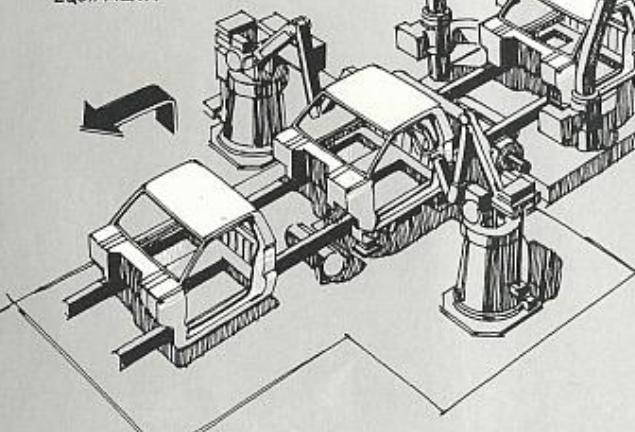
**MASTER CHECKING FIXTURES.** THESE AID THE PRECISE ASSEMBLY OF THE CARGO BOX, CAB AND FRONT END. THE S-10 IS BUILT TO FIT!



A PAINT FINISH UP TO 5 LAYERS DEEP. THICKER THAN TYPICAL U.S. TRUCKS. INCLUDES A CHIP-RESISTANT COATING SPRAYED ON LOWER PANELS.



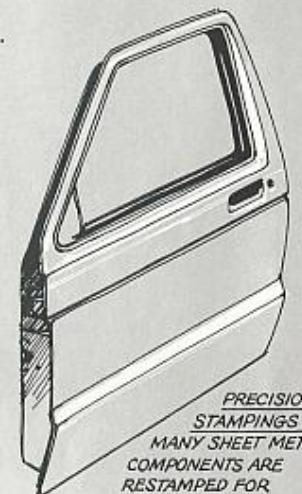
PROGRAMMABLE LOGIC CONTROLLERS. FOR PRECISION CONTROL OF ALL AUTOMATION EQUIPMENT.



EXTENSIVE AUTOMATIC WELDING AND ASSEMBLY. THIS SOLID-STATE WELDER AUTOMATICALLY WELDS THE CAB SHEET METAL TOGETHER WITH CONSISTENT WELDS. ONE OF MANY AUTOMATIC WELDING MACHINES USED.



IONIZED AIR BLOWOFF. NEUTRALIZES DUST-COLLECTING STATIC ELECTRICITY ON SHEET METAL AT ENTRANCES TO ALL SPRAY BOOTHS.



PRECISION STAMPINGS. MANY SHEET METAL COMPONENTS ARE RESTAMPED FOR PRECISION.

COMPUTER-AIDED DESIGN EQUIPMENT. ACCURATELY TRANSFERS DATA FROM THE DESIGN MODELS FOR PRECISE TOOLING AND ASSEMBLY.

**QUALITY, NEW SIZE AND HIGH MILEAGE.**

The new-size Chevy S-10 offers the luxurious Tahoe, shown here, as one of three optional trim levels: Tahoe, Durango and Sport. Selected items from the Standard and Durango models are included along with special Tahoe features.

The aerodynamic body slices through the air on radial tires and special Tahoe-accented black wheels with bright wheel covers. Body-side and other

moldings help protect a brilliant paint finish. Bookson enjoys your work on four-cushioned seats, seats trimmed in Custom Cloth or Cloth, and soft-silicone sole window defoggers, deluxe after-the-wheel steering wheel, gauge package with trip odometer, color-keyed carpeting, insulation package, head light/kelvin warning buzzer and other trim items. Ten exterior color choices are available, plus two tones. See page 19.

High mileage is an important benefit of the Tahoe and every Chevy S-10.

FEDERAL CITY CYCLE 1981 4 CYLINDER, 2WD, 4 SPEED, NO AIR		FEDERAL CITY CYCLE 1981 4 CYLINDER, 4WD, 4 SPEED, NO AIR	
<b>39</b>	<b>28</b>	<b>34</b>	<b>24</b>
100 MPH	100 MPH	100 MPH	100 MPH
FEDERAL CITY CYCLE 1981 4 CYLINDER, 2WD, 4 SPEED, NO AIR		FEDERAL CITY CYCLE 1981 4 CYLINDER, 4WD, 4 SPEED, NO AIR	
<b>40</b>	<b>28</b>	<b>34</b>	<b>23</b>
100 MPH	100 MPH	100 MPH	100 MPH

No optional pickup offers both a standard L4 and an optional V6.

Use estimated MPG for comparisons. Your mileage may differ depending on speed, distance,

weather. Mileage will be low in heavy city traffic.

Actual highway mileage lower. Please refer to S-10 engine information on page 15.



Tahoe interior with Custom Cloth or Cloth in Carpet.

This color is recommended with Frost White, Silver Metallic, Midnight Black, and Apple Red interiors.

COVER: Chevy S-10 short wheelbase model with 10-ft. 1-in. cargo box, in Apple Red.

S-10WHEC: Chevy S-10 long wheelbase model with 10-ft. 1-in. cargo box, optional Tahoe trim package and optional 4x4. Two-tone shown in Custom Cloth and Frost White.

Tires supplied by various manufacturers.



CHEVROLET

VBF-056

### QUALITY PACKS A HALF TON. AND MORE.

Don't let the S-10's sleek good looks fool you. Without optional equipment, the 6-ft.-1-in. cargo box can haul up to 1000 lbs. of payload, including people and

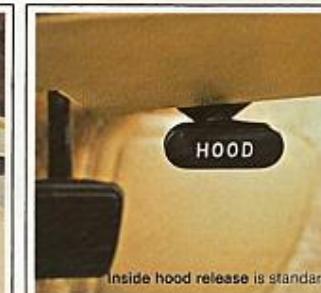
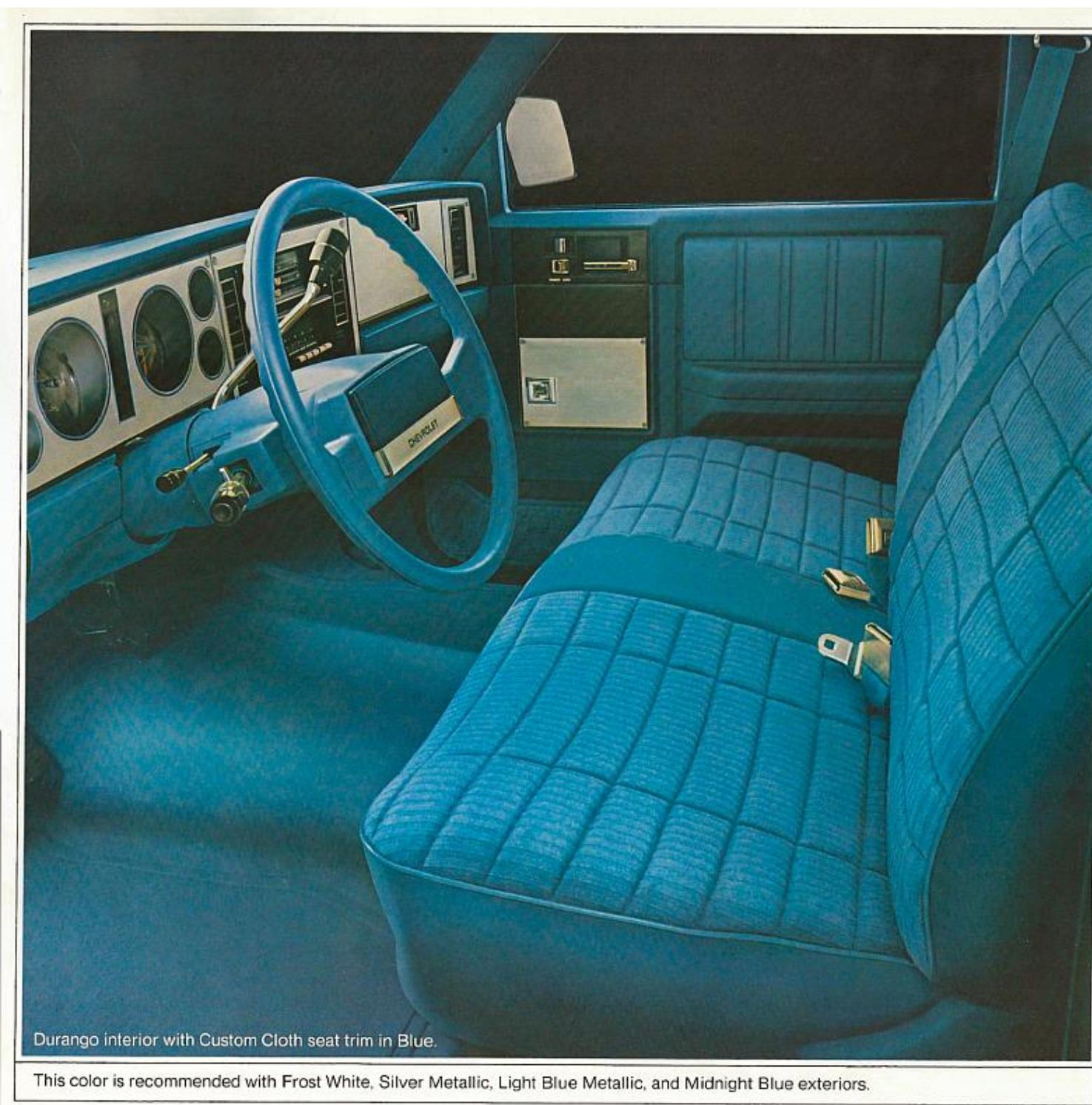
cargo. The 7-ft.-5-in. cargo box model can also tote 1000 lbs., but with added room for those longer items.

That's a respectable chunk of freight. If you need more, you get more with a Heavy-Duty Payload Option of 1500 lbs., available in both box lengths.

This includes a front stabilizer bar, heavy-duty rear springs, power brakes, and is available only with an optional 2.8 Liter V6 engine and steel-belted radial tires. In the new S-10, quality works hard!

Every hardworking S-10 also has double-wall construction. This features both an inner and outer

Chevy S-10 long wheelbase model with 7-ft.-5-in. cargo box, optional Durango trim package and Special Two-Tone paint option in Almond and Nugget Gold Metallic.



## STRETCH OUT, AMERICA.

Give those legs the living room of an S-10 cab: 42.4" leg room, 39.5" head room. If you don't need all that room, move the seat up and enjoy. You'll feel at home in S-10's comfortable cab. No imported pickup has more interior head and leg room.

The optional Durango trim package is a powerful statement in comfort and style. It includes selected items in the Standard trim level with Durango touches all its own. In the roomy cab, you get folding inertia-latch bench seats in Custom Vinyl or Cloth, Durango nameplate on the instrument panel, side window defoggers, cigar lighter, door-operated courtesy and dome light, deluxe color-

keyed steering wheel, color-keyed floor mats, headlights-left-on warning buzzer, and more.

Outside, you get argent wheels with hubcaps and trim rings, argent grille with bright trim, chrome front bumper with rub strip, Durango fender identification, and reflectorized Chevrolet tailgate identification. The Durango package is a quality addition to a quality truck.

**S-10**  
DURANGO

## ADD A V6. BYE-BYE, COMPETITION.

Choose your S-10 with an optional V6 and you can tell the competition "Sayonara" and "auf Wiedersehen." None of the import trucks offer a V6.

Add the optional Sport package for the look to match the go. It has high-back bucket seats with

Sport Cloth in two color choices, a locking console between the seats, color-keyed carpeting, Sport steering wheel in two color choices, gage package with trip odometer, special interior trim, fiberglass hood blanket and cab/door/floor insulation.

Also looking good are styled argent wheels with special center hub and trim rings, Two-Tone paint, bright-trimmed black body-side moldings, other

dress-up moldings, color-keyed front bumper with rub strip, argent grille with bright trim, and more. Plus selected items from the Standard, Durango, and Tahoe trim levels. S-10 Sport also includes the Sport Two-Tone paint treatment, shown below, in a variety of color combinations.

S-10 Sport. If it looks good to you now, consider how good it'll look to someone else at trade-in time.



Chevy S-10 short wheelbase model with 6-ft.-1-in. cargo box and optional Sport trim package that includes Sport Two-Tone paint, shown here in Sunshine Yellow and Black.

Tires supplied by various manufacturers.



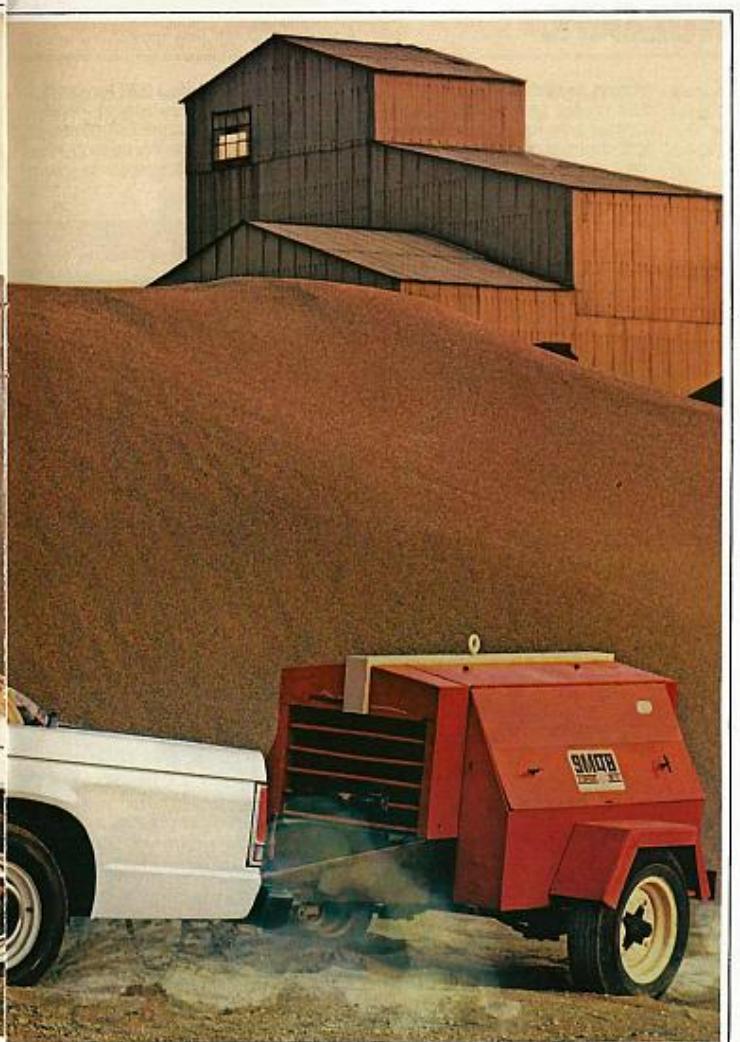
Sport interior with Sport Cloth seat trim in Medium Almond.

Recommended with Frost White, Midnight Blue, Midnight Black, Almond, Nugget Gold Metallic, and Cinnamon Red exteriors.



TOP: Chevy S-10 long wheelbase Chassis Cab model (available after February, 1982) shown with optional 7-ft. 8-in. commercial utility body.

BOTTOM: Chevy S-10 long wheelbase Standard model with 7-ft. 5-in. cargo box and optional Heavy-Duty Trailering Package. Shown in Frost White.



**THIS NEW-SIZE TRUCK HAS IT ALL TOGETHER.** High-quality build. Roomy interior. Brilliant finish. Smooth ride. High mileage. The list becomes more impressive when you see all you get in the Standard trim package.

S-10 Standard includes a dark argent grille, headlamp and parking lamp bezels with chromed finish and black trim, low-gloss black front bumper, black windshield and rear window moldings, left and right black outside mirrors, and argent wheels with hubcaps. Choose from 10 exterior colors, plus optional two-tones.

The instrument panel, door trim, sunshades, headliner and windshield pillar moldings come in four color choices. So do the folding, inertia-latch bench seats trimmed in vinyl. Also included are rubber floor mats, interior light, door/roof sound deadener and front floor insulation.

Your Chevy dealer has details on all the items in the S-10 Standard and optional trim packages. Test-sit any S-10. Then test drive one and see what an all-together value it is.



S-10 Standard interior offers instrument panel and other trim items in four color choices.



A high-mileage 1.9 Liter, in-line, four-cylinder engine is standard on S-10 models with a maximum standard payload rating of 1000 lbs. See page 6 for EPA mileage estimates. The L4 is available with a standard 4-speed manual transmission or an optional automatic transmission.

This all-around powerhouse has a single overhead camshaft, hemispherical combustion chambers and cross-flow ports. A transistorized ignition gives a hot spark for dependable cold weather starting. A high-efficiency radiator helps it keep from blowing its cool and yours with a generous network of cooling fins.

This means you get an easy-to-live-with performer designed to start pronto, tote a sizable load and take you home without a lot of stops at a gas pump. If this sounds like it's made for you and the times, you're right.



Here is the only V6 you can get in this size truck. No smaller truck offers one.

It's a high-mileage 2.8 Liter V6, optional with either the standard payload rating of 1000 lbs. or the optional maximum of 1500 lbs. A 4-speed manual transmission is standard and an automatic transmission is optional. An optional 5-speed manual transmission with overdrive will be available after February, 1982.

The cylinders are banked at 60° with each connecting rod offset 60° to promote even firing. This simple design also has a high-efficiency radiator, electronic ignition, and a new wind-tunnel-effect cooling fan for models without optional air conditioning. The fan and its shroud turn as a unit for efficiency that makes engineers smile. Clever, like the S-10 itself.

# THE POWER OF AMERICAN TECHNOLOGY.

You'll see it. Feel it. The new Chevy S-10 has what it takes to show the world what American technology can do!

**Engine fan and shroud** rotate as a unit for wind-tunnel-affect cooling on the optional V6 when ordered without optional air conditioning.

**"Smart Switch"** on steering column is a combination wiper, washer, turn indicator and head-light-dimmer switch.

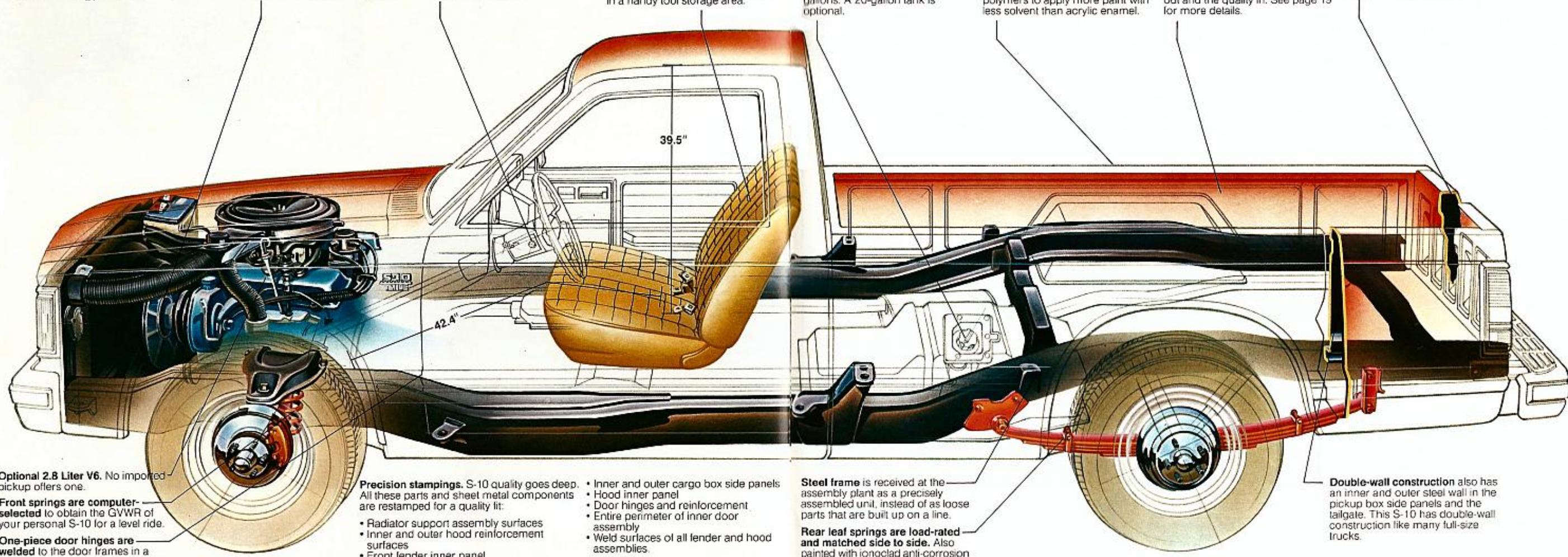
**Seat back** is angled 23° for comfort and folds forward for storage room behind the seat. Frame jack is mounted behind the passenger in a handy tool storage area.

**Left-hand fuel fill** is convenient. Fuel tank is mounted inside on the frame rail. The standard tank holds 13.2 gallons. A 20-gallon tank is optional.

**High-solids, top-coat enamel paint.** Up to 60% solids with 40% solvent. New painting technology uses lower molecular weight polymers to apply more paint with less solvent than acrylic enamel.

**Extensive anti-corrosion treatments.** Special steels, primers, sealers, and weatherstripping help keep the elements out and the quality in. See page 19 for more details.

**Hemmed tailgate** eliminates sharp, exposed edges. Helps resist corrosion and prevents spot weld marks for a smooth surface.



**Optional 2.8 Liter V6.** No imported pickup offers one.

**Front springs are computer-selected** to obtain the GVWR of your personal S-10 for a level ride.

**One-piece door hinges are welded** to the door frames in a master control fixture for precision.

**High-efficiency cross-flow radiator** has hundreds of cooling fins.

**Advanced electronic quality control.** Critical dimensions are electronically checked throughout assembly.

**One-piece chrome bumper** for simplicity and better appearance than a multiple-piece, welded bumper. Included in optional Durango and Tahoe packages.

**Double-wall construction** has both an inner and outer steel wall in the hood, doors, and front fenders.

**Delco Freedom II battery** never needs water added and has a built-in charge indicator.

**Windshield is bonded** to the window frame. Precise control of the opening size allows the use of an attractive molding good for aerodynamics.

**Radial tires are standard** for long-wear characteristics and low rolling resistance.

**Zincrolene® coated steel brake lines** help resist corrosion.

**Audible wear sensors** alert you to possible pad replacement on self-adjusting front disc brakes. Brake calipers are a low-drag design with a quick take-up master cylinder.

**Optional 5-speed manual overdrive transmission.** Available with the optional 2.8 Liter V6 after February, 1982.

**Consistent welds** are produced by solid-state, programmable welders that instantly compensate for fluctuation in plant electrical supply.

**Roomy interior with 39.5" head room, 42.4" leg room.** No imported pickup truck can match this American-size cab room.

**Curved track seat adjuster** moves 6.6" so short and tall drivers can make themselves at home.

**Lowest air drag coefficient of any truck** in Chevy history. This and a minimal front area design help give the S-10 impressive aerodynamics and high operating efficiency.

**Hot wax coating** on the entire frame helps fight effects of road salt.

**Chip-resistant spray** on lower panels helps resist paint chipping from stones and other debris.

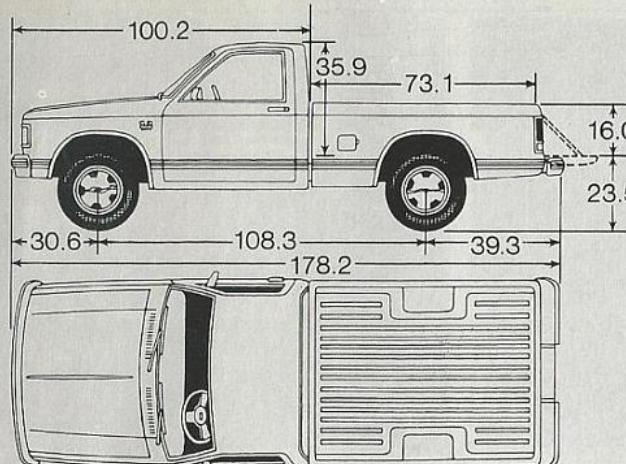
**Seats are shrink-wrapped in plastic** before assembly and shipping. Carpets are also protected with a plastic cover. Shipping protectors are used on the front and rear of your S-10, plus the inside and outside door panels. The S-10 has the most complete program of shipping protection in Chevy truck history.

**Computer graphics** were used to design all electrical, air and hydraulic circuits for efficient, accurate engineering.

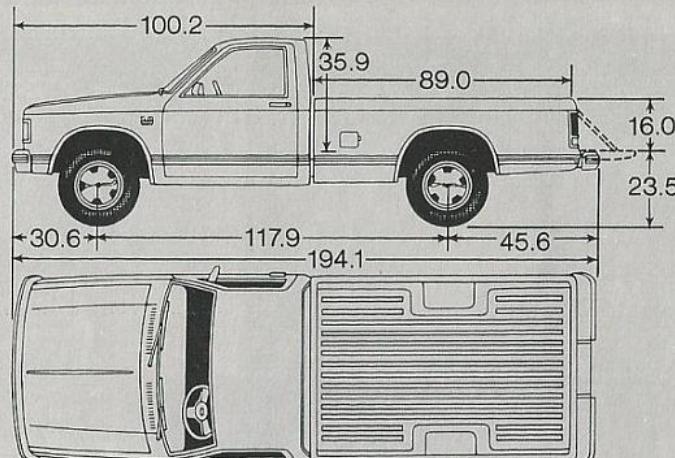
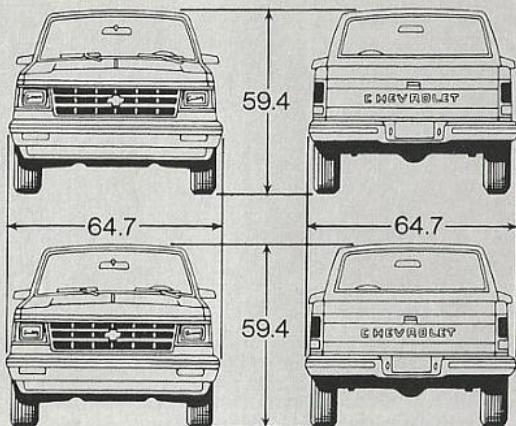
**GM Power-Protection-Plus.** See your dealer for information about GM's new 24-month/24,000-mile Power-Protection-Plus Limited Warranty.



# SPECIFICATIONS.



SHORT WHEELBASE



LONG WHEELBASE

## Chassis Specifications

Wheelbases	108.3" and 117.9"	
	Standard	Optional
Payload (lb.)	1000	1500
GVWR range (lb.)	3425 to 4190	3970 to 4720
Engine—Liter (cu. in.)	1.9L (119 Cu. In.) L4	2.8L (173 Cu. In.) V6
Front suspension—type/spring	Independent/Coil Springs	—
Capacity (lb.)	2300	—
Rear suspension—axle type	Semi-Floating	—
Capacity (lb.)	2550	—
Brakes—disc/drum	Manual	Power
Steering—type	Manual	Power
Transmission	4-Speed Manual	3-Speed Automatic *5-Speed Manual
Tire size	P195/75R-14 (Fiberglass Belted)	P195/75R-14 (Steel Belted) P205/75R-14 P205/70R-14

\*Available after February, 1982; requires V6 engine.

## Engine Specifications

	L4	V6
Displacement	1.9 Liter (119 Cu. In.)	2.8 Liter (173 Cu. In.)
Engine Ordering Code	LR1 (A)	LR2 (B)
Bore & Stroke (in.)	3.42 x 3.23	3.50 x 2.99
Compression Ratio	8.4 to 1	8.5 to 1
SAE Net Horsepower @ RPM	82 @ 4600	110 @ 4800
SAE Net Torque (lb.-ft.) @ RPM	101 @ 3000	148 @ 2000

(A) Produced by Isuzu Motors Limited, Japan.

(B) Produced by GM—Chevrolet Motor Division.

Chevy S-10 short wheelbase model with 6-ft-1-in. cargo box, optional Tahoe trim package and Special Two-Tone paint option in Midnight Blue and Silver Metallic.



**CHEVY TRUCKS**  
CHEVY IS THE POWER  
IN TRUCKS.