

THE NEW CHEVROLET

1978 Caprice Classic and Impala.

Chevrolet



THE NEW CHEVROLET. IT HAS AMERICA SHOUTING "MORE."

Last year Chevrolet introduced a whole new kind of six-passenger car. And America took to it like baseball, hot dogs and apple pie, making The New Chevrolet the most successful new car in the country.

Now in its second year, The New Chevrolet is still one of the newest new cars around.

It is still giving America "more" to like. More head room, more rear-seat leg room, more trunk room than the 1976 full-size Chevys.

Trim, crisp, beautiful. The New Chevrolet is

thoroughly enjoyable to drive and ride in.

The New Chevrolet is all of that. And more.

More manageable in city traffic. Reduced overhang, front and rear, and a shortened turning diameter make the car noticeably more nimble where space is limited. Parking is easier, too.

More head room. You'll sit tall in this proud car. Because of its advanced design, The New Chevrolet provides more clearance for heads, hats and hairdos.

More rear-seat leg room. You'll find more room

in both sedan and coupe. For your legs, for your knees, for your comfort as you ride.

More trunk room. Open wide and say "Ah, now that's more like it." Total capacity: about 20 well-laid-out cubic feet.

More ease of maintenance. Engine diagnostic connector helps make 35 electrical checks, quickly and easily. Freedom battery never needs water.

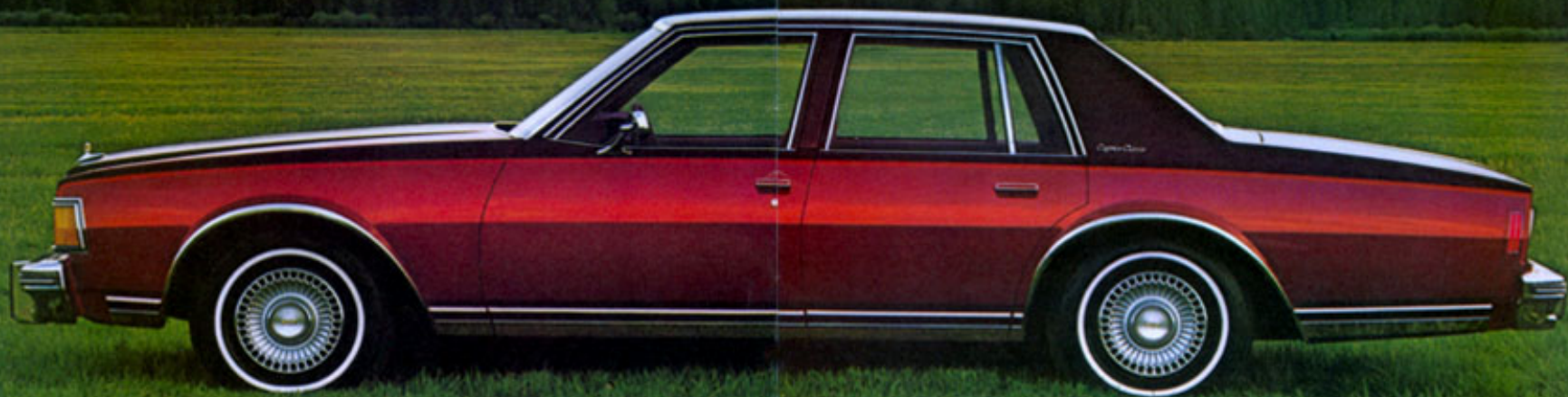
More corrosion-resisting treatments. Starting on the drawing board, many of the nooks and

crannies where moisture could accumulate were designed out. More anti-corrosion metals and coatings were also designed in.

More ease of entry and exit. The increased head room and straight-up sides make getting in and out easier, a feature you and your passengers will relish.

Now that's more like it.

All comparisons relate to the 1976 full-size Chevrolet.



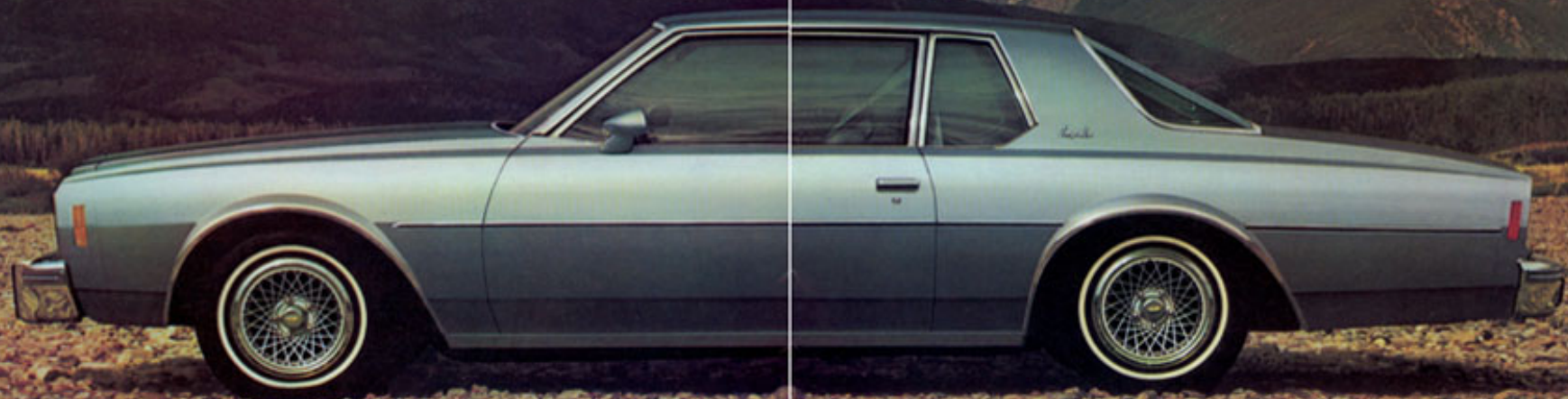
Available on any Chevrolet are many options and custom features. Many are illustrated or described in this catalog. Availability often depends on the model and other equipment selected. Your Chevrolet dealer has all the details.

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Caprice Classic Sedan. Sedan also available as an Impala. Shown on cover, Caprice Classic Sedan.

Last year, excess pounds and inches were
new car was created. More manageable
times. We figured you wouldn't mind if it

strategically eliminated and a whole
in city traffic. More appropriate for the
also turned out to be more beautiful.



Impala Coupe. Coupe also available as Caprice Classic.

Room for six, comfort for six,
Three more reasons behind the

luxury enough for everyone.
success of The New Chevrolet.



CAPRICE CLASSIC. STILL THE BEST WAY TO SAY CHEVROLET.

Caprice Classic is an even more refined car today. It is still our most luxurious, most comfortable and most distinguished Chevrolet.

Outside, Caprice Classic wears a distinctive grille with its own stand-up hood crest, its own handsome wheel covers, your choice of nine new acrylic exterior colors.

Five Custom Two-Tone exterior colors are also available. And for added enjoyment, a Power Sky Roof (slightly reduces front head room) is now available.

Inside, you'll find elegance and sumptuous comfort for six full-size people. Seats are deeply foam cushioned with a fold-down center armrest in the

sedan. Door pull straps, courtesy lights, added sound insulation, an electric clock, rich simulated wood-grain accents, carpeted lower door panels, "headlights on"

reminder buzzer are standard.

Select available Special Custom interior or Caprice Classic's standard interior tailored in smooth-finish knit cloth or available all-vinyl.



Caprice Classic Sedan.

The Landau Coupe. Available as a Caprice Classic or an Impala.



Caprice Estate Wagon. A full-size wagon that drives like a car.



Standard interior with available 50/50 reclining passenger seat. Standard interior colors: Blue, Green, Camel, Carmine and Black. Special Custom interior available in Camel, Green, Blue and Carmine.



The Sport Coupe. Add the available F41 Sport suspension for a little extra flavor on the road.



The Wagon. 57 cubic feet of cargo area in a manageable size.



Standard knit cloth interior available in Carmine (shown), Blue, Green and Camel.

IMPALA. A TRADITIONAL AMERICAN FAVORITE

Year after year, Impala offers the features, styling, roominess and, importantly, the value Americans expect in their family-size cars. Impala value continues for 1978 with automatic transmission, power steering, power front disc

HAS NEVER BEEN IN BETTER SHAPE.

brakes, radial ply tires, and more, standard.

For '78, we've made subtle refinements which add to Impala's trim, contemporary lines. Like an impressive new grille and redesigned taillights with larger backup lights.

Impala's interiors, as always, are comfortable and tasteful, in standard knit cloth and

available vinyls.

Impala is available as a Sedan, Coupe, 2-seat or 3-seat Wagon (see wagon catalog for details). Also, a Landau Coupe with elk-grain vinyl cover on forward portion of roof, wire wheel covers, dual sport mirrors, accent striping and distinctive Landau nameplates.



The Sedan. With big-car roominess.

THE NEW CHEVROLET'S EFFICIENCY. FEATURES AND SPECIFICATIONS.



To determine the estimated EPA mileage ratings of these Chevrolets, please refer to the engine data sheet inserted in this catalog. Additional copies may be obtained from your Chevrolet dealer.

A WORD ABOUT ENGINES.

The Chevrolets shown in this catalog are equipped with GM-built engines produced by various divisions. Please refer to the engine data sheet inserted in this catalog or available from your dealer for complete details about engine sources and availability.

IN-LINE SIX, STANDARD.

A fuel-efficient 250 Cu. In. L6 engine with automatic transmission is standard on The New Chevrolet sedans and coupes. A 305 Cu. In. V8 with automatic transmission is standard on station wagons in all states except California. In California, a 350 Cu. In. V8 with automatic transmission is required.

EFFICIENT IN-LINE SIX DESIGN.

The L6 engine represents a sensible and timely balance of efficiency and performance that's appropriate for the times and the need to conserve energy. Its block and cylinder head are cast-iron tough. The electric choke helps give you accurate fuel control during engine warm-up for good drivability.

ALL STATES EXCEPT CALIFORNIA

Engines	Power Rating*	Engine Availability		Transmission	Rear Axle Ratios		
		Sedans & Coupes	Station Wagons		Below 4,000 Ft.	4,000 Ft. and Above	Station Wagons
250 Cu. In. L6	110	STD	NA	STD	2.73	—	—
305 Cu. In. V8	145	AVAIL*	STD	STD	2.41	2.56	—
350 Cu. In. V8	170**	AVAIL*	AVAIL*	STD	2.41**	2.56**	3.08

CALIFORNIA ONLY

250 Cu. In. L6	90	STD	NA	STD	2.73	—	—
305 Cu. In. V8	135	AVAIL*	NA	STD	2.41	—	—
350 Cu. In. V8	160	AVAIL*	AVAIL**	STD	2.41**	2.56**	—

*Available at extra cost. **100 for application above 4,000 ft.
 **A.E. net horsepower as installed.
 **3.08 performance rear axle available. STD—Standard. NA—Not Available.

SPECIAL NOTE: California Emission Equipment required for registration in California. In other states, High Altitude Emission Equipment may be required in areas 4,000 feet or more above sea level.

SELECT FROM TWO V8s.

The 305 Cu. In. V8 delivers more "go" than the standard Six. You can feel the difference. Its features include short-stroke valve-in-head design and downdraft carburetor, which help provide good engine performance at all speed ranges. Available as an alternative to the standard Six in sedans and coupes. Standard on station wagons in all states except California.

The 350 Cu. In. V8 offers greater horsepower and torque than the 305 V8. Well suited for hilly driving, big loads and trailering. Required on station wagons in California.

LONG RECOMMENDED SERVICE INTERVALS

Engine oil	12 months or 7,500 miles
Chassis lubrication	12 months or 7,500 miles
Oil filter	First 7,500 miles. Every 15,000 miles thereafter.
Spark plugs	Up to 45,000 miles*
Transmission fluid	60,000 miles

*6-cylinder engine (49 states); 30,000 miles in California. V8 engines up to 22,500 miles (all states).

STANDARD FEATURES

- 1. High Energy Ignition.** Spark is hotter than with conventional breaker-point system for quick starts and smooth performance at all speeds.
- 2. Automatic transmission.** Moves you smoothly through three forward speeds.
- 3. Radial ply tires.** Benefits over conventional tires include long tread life, impressive traction on wet and snowy roads. Low rolling resistance at highway speeds contributes to fuel economy.
- 4. Engine diagnostic connector.** Helps simplify the performance of engine electrical tests quickly and accurately.

- 5. Power steering.** Helps make parking and maneuvering in city traffic easy.
- 6. Power front disc brakes.** Self-adjusting, fade resistant.
- 7. Full Coil suspension.** Computer-selected to model and equipment. With front stabilizer bar.
- 8. Freedom battery.** Never needs water. Side terminals resist corrosion.
- 9. Acoustical headlining.** Thick poly-foam sound-deadening material is sandwiched between fabric and hardboard backing to help minimize road noise.
- 10. "Smart Switch."** Puts headlight dimmer at your fingertips, right there on the turn signal lever.
- 11. One-piece carpeting.** One-piece wall-to-wall carpeting covers even under the seats.
- 12. Flow-through ventilation.** Replaces used air with new air inside the car. Air exits through hidden outlets in door pillars.
- 13. Catalytic converter.** Takes care of most of the emission control within the exhaust system so engine can be tuned for smooth, responsive performance.
- 14. Body by Fisher.** Beautiful outside, strong underneath—double-panel doors and decklid, box section roof headers and pillars, heavily ribbed and formed underbody.

CORROSION-RESISTING MATERIALS.

The New Chevrolet utilizes extensive anti-corrosion treatments and features. Special oil-base coatings are added to the frame and lower body where road dirt and moisture attack. The instrument panel and the inside lower panels of the doors are painted with zinc-rich primers. Inner fenders shield outer surfaces from kicked-up stones, slush and road salt. The rear wheel-housings and floor of the trunk are made from galvanized steel. Aluminum and bimetal moldings are used wherever practical. The "lucky-under" of the body sills helps prevent stone chips. Special sealers and fasteners are used at strategic points. And all of the outer panels of the doors, the rear fenders and roof side panels are made from Zincrometal, a highly corrosion-resistant process.

OTHER CAPRICE CLASSIC AND IMPALA STANDARDS.

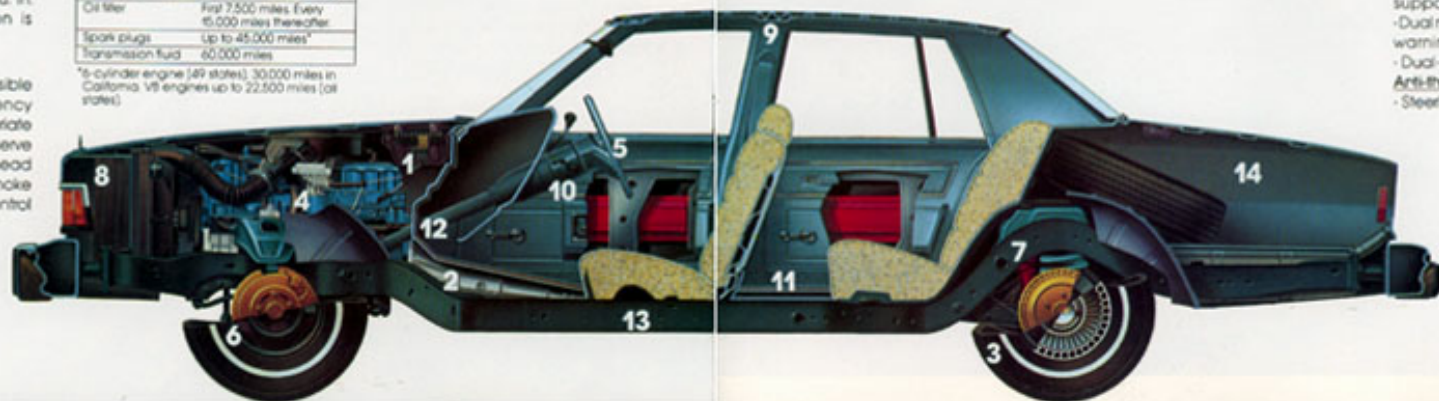
- Molded full-foam seat construction
- Delcotron generator with built-in solid-state voltage regulator
- Coolant recovery system to help prevent loss of coolant
- Foot-operated parking brake
- Cigarette lighter
- Built-in heater/defroster system
- 21-gallon fuel tank
- Luggage compartment light

EXTERIOR COLORS

Magic-Mirror acrylic finish in 14 color choices. 9 new* for '78: White • Silver • Black • Light Blue • Light Blue Metallic • Dark Blue Metallic • Light Green Metallic • Medium Green Metallic • Light Camel • Camel Metallic • Dark Camel Metallic • Saffron Metallic • Carmine Metallic • Dark Carmine Metallic • Custom Two-Tone color choices: Light Blue Metallic with Dark Blue Metallic • Silver with Medium Gray • Light Camel with Gold Metallic • Light Green Metallic with Medium Green Metallic • Dark Carmine Metallic with Carmine Metallic.

SAFETY FEATURES

- Occupant protection.** Seat belts with push-button buckles for all passenger positions • Two front combination seat and inertia reel shoulder belts for driver (with reminder light and buzzer) and right front passenger • Energy-absorbing steering column • Passenger-guard door locks • Safety door latches and stamped steel hinges • Folding seat-back latches • Energy-absorbing padded instrument panel and front seat back-tops • Contoured windshield header • Thick laminate windshield • Safety arrest • Safety steering wheel.
- Accident prevention.** Side marker lights and reflectors • Parking lamps that illuminate with headlamps • Four-way hazard warning flasher • Backup lights • Lane change feature in directional signal control • Windshield defrosters, washers and dual-speed wipers • Wide-view inside mirror (vinyl-edged, shatter-resistant glass and deflecting support) • Outside rearview mirror • Dual master cylinder brake system with warning light • Starter safety switch • Dual-action safety hood latches.
- Anti-theft.** Ignition key reminder buzzer • Steering column lock.



CHEVROLET AVAILABLE OPTIONS.

Chevrolet offers a wide selection of available options that make The New Chevrolet personally yours. Availability often depends on model and other equipment selected. Your Chevrolet dealer can answer any questions. He can also advise you on trailering equipment for hauling up to 6,000 lbs.

1. Rear window defogger.

Electric grid type Electro-Clear (shown) helps keep rear window clear. Forced air defogger also available.

2. Speed control.

Cruise-Master automatically maintains a constant speed without the use of the accelerator pedal (V8 models only).

3. Comfortilt steering wheel.

Adjusts to six positions for most comfortable driving angle.

4. Power door lock system.

Control on each front door locks and

unlocks all doors instantly. Designed for security and convenience.

5. Auxiliary lighting.

Includes new electronic control on front doors which automatically turns on dome reading light for approximately 30 seconds when either door is opened, then closed. Includes underhood light, ashtray light, rear dome reading light on 2-seat wagons, courtesy lights, plus headlight reminder buzzer on Impala models.

6. AM/FM stereo radio.

Quality Delco-GM radios are available: AM/FM stereo, AM/FM, AM, Eight-track

stereo tape system available with AM or AM/FM stereo radios. All stereo systems include auxiliary speakers. Windshield antenna included with factory-installed radios.

7. Intermittent windshield wiper system.

Ideal when continual wiper operation is not required. Includes mist control position and intermittent wiper memory setting that will vary the wiper cycle from 1/2 to 20 seconds.

8. Power Sky Roof.

Opens at the touch of a button for the sun.





Caprice Classic instrument panel shown with available Comforton air conditioning, AM-FM stereo radio, digital clock and Econominder Gage package.

moon or outside air (reduces front seat head room slightly).

9. Power fender antenna.

Antenna automatically extends to its full height above the fender when radio is turned on. Automatically lowers when radio or ignition is turned off.

10. Power windows.

Raise or lower windows at the touch of a button.

11. AM/FM-CB radio.

New Delco-GM AM/FM radio features a built-in, full-function Citizens Band trans-

ceiver with 40 channels. Unit is integrated into the instrument panel.

12. Power trunk release.

Touch the release button located inside the glove box and the trunk lid opens.

Steel-belted radials. Replace the standard fiberglass radials. Required with V8 engines.

F41 Sport suspension. Adds a sportier feel to the ride. Includes rear stabilizer, large front stabilizer, special springs and shocks, special steering linkage, seven-inch-wide wheels. (Available with GR70-15 tires only.)

Econominder Gage package. Includes

temperature gage, trip odometer, plus a fuel economy gage which tells you when you're driving in an economical range.

Also available: Comforton or Four-Season air conditioning - Value appearance group for Impala (includes body side moldings, full wheel covers and wheel opening moldings) - Vinyl roof cover - Tinted windows - Body side pin striping - Body side moldings - 50/50 reclining passenger seat - Power front seat - Twin remote control outside rearview mirrors - Bumper guards and rub strips - Positraction rear axle - Heavy-duty radiator - And more.



7.



9.



11.



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12.

THE NEW CHEVROLET. AMERICA'S FAVORITE CAR.

Reasons to buy Caprice/Impala.

- The shape and aerodynamic styling of cars to come.
- Full Coil suspension for a smooth "big car" kind of ride.
- The "more" car...with more interior head room, more rear leg room, more entry space.*
- More usable trunk space.*
- Traditional resale value.
- Easy to service with diagnostic connector, coolant recovery system, Delco Freedom battery, long recommended service intervals.
- Full frame construction, 14 noise isolating body mounts, one-piece headliner and framed door construction contribute to a quiet ride.
- More extensive corrosion-resisting treatments.*
- Thrifty 250 Cu. in. I-6 engine standard.
- America's number one selling car.
- More manageable in city traffic and easier to park.*
- *All comparisons relate to the 1976 full-size Chevrolet.

Now that's more like it.

Chevrolet



Impala Sport Coupe with
available Power Sky Roof.

A WORD ABOUT THE COMPONENTS AND OPTIONAL EQUIPMENT IN THESE CHEVROLETS—The Chevrolets described in this brochure incorporate thousands of different components produced by various divisions of General Motors and by various suppliers to Chevrolet. From time to time during the manufacturing process it may be necessary in order to meet public demand for particular vehicles or equipment, or to meet federally mandated emissions, safety and fuel economy requirements, or for other reasons, to produce Chevrolet products with different components or differently sourced components than initially scheduled. All such components have been approved for use in Chevrolet products by Chevrolet Motor Division and will provide the quality performance associated with the Chevrolet name. With respect to extra cost optional equipment, make certain you specify the type of equipment you desire on your vehicle when ordering it from your dealer. Before taking delivery of the vehicle, we suggest you verify that it includes the optional equipment that you ordered or if there are changes, they are acceptable to you.



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