
Mid-size

'77 Chevelle

Canada's smart money car.



 Chevrolet

Has success spoiled Chevelle? Obviously not this year.

Very few cars in history have been able to generate the excitement Chevelle has over the years. It is a car possessed of that combination of style and road sense that sets things tingling deep inside those who love to drive. And the magic (as you can see below) is working again.

But we must remember that people who buy Chevelle and other cars its size do so for basic reasons, as well. Reasons like room, ride, and comfort. To sum it all up, value.

We believe no mid-size in Canada better responds to those criteria than the 1977 mid-size Chevelle.

Chevelle is, at once, a sensible balance of size and price, beauty and integrity, comfort and ride.

It is a beautiful car, not simply in the sense of having a pleasing design (which it abundantly has), but also in the sense of being beautifully functional. For example, it is a comfortable car for the highway, yet it is an agile size for city driving.

Chevelle is, as you will read in this catalogue, a very complete car. But perhaps more significantly, it is a proven car. Recent major engineering achievements lead us to say that.

With the introduction of standard radial tires, High Energy Ignition, the catalytic converter and more, today's Chevelles feature a host of engineering advances and can go thousands of miles further between scheduled service stops than did Chevelles of 1974 vintage.

Popularity is also an indicator of value.

Continued high demand for used Chevelles is another testimony of the car's value.

Plainly, Chevelle is right for people who buy mid-size cars. And when an automobile looks this good and offers so much, it has to be the smart money car for those who demand all the value they can get for what they spend.

You can verify that for yourself on the following pages.



Malibu Classic Coupe. Shown with available vinyl roof cover, remote-control outside mirror, white stripe tires, sport wheel covers, bumper guards and rub strips.

Shown on cover: Malibu Classic Coupe with available white stripe tires, full wheel covers, bumper rub strips, tinted glass and sport mirrors.

Many Options and Custom Features are available for Chevelle. Some are illustrated or described in this catalogue.

For those who demand all the value they can get for what they have to spend, Chevelle is the smart money car.

Ride and manoeuvrability.

What has made Chevelle such an exceptional value for all these years? Careful blending of so many good things. Take, for instance, its fine comfort, solid ride and in-control feeling on the highway. Yet manipulate Chevelle into a parking spot and you'll appreciate its intermediate size that's neither too big nor too small.

Chassis and suspension.

It's definitely deserved: Chevelle's reputation for fine ride and handling. A few of the features contributing to these characteristics are Full Coil suspension with springs computer selected to match each car's weight and optional equipment, along with a front ride stabilizer, rugged perimeter-type frame and cushioned body mounting system.

Engineering efficiency that can help save you money.

With Chevelle you get General Motors engineering features that contribute to cleaner air, quick starts and fast warm-ups. Included are High Energy Ignition for responsive ignition performance and a catalytic converter that handles most of the emissions control so engines can be tuned to more efficient levels.

Long maintenance intervals.

Economy of operation is one of Chevelle's strong points, typified by long service intervals. For example: spark plugs — 22,500 miles; engine oil — 12 months or 7,500 miles; (under normal driving conditions); oil filter — first 7,500 miles, then every 15,000 miles (or every 12 months if time is the determining factor); chassis lubrication — 12 months or 7,500 miles; transmission fluid and filter change (under normal driving conditions) — 60,000 miles. Check complete details in the Owner's Manual.

As tough and durable as it is beautiful.

For a smart money car like Chevelle, being beautiful isn't enough. Under the hood and elsewhere are features that add to the car's durability and dependable operation.

Steel-belted radial ply tires offer low rolling resistance and impressive traction in snow and on wet roads. Front disc brakes reduce fade and are self-adjusting. Finned rear brake drums help brakes run cool and also are fade resistant. Audible wear sensors sound when front disc linings need replacing.

Look forward, too, to the available Turbo Hydra-matic transmission (standard on Malibu Classic Sedan and Wagons) that automatically shifts for you.

Standard with the six-cylinder engine is the fully synchronized 3-Speed manual transmission. See Power Team chart for details.

And expect even more. Protective inner fenders, front and rear, help fight rust as does improved corrosion protection for the frame. The coolant recovery system helps prevent costly coolant loss. You also get a Delcotron generator with built-in solid-state regulator, plus a sealed side-terminal battery that helps eliminate buildup of corrosion on terminals. Ball joint wear indicators are located on the front suspension lower control arms.

Magic-Mirror acrylic finish.

Known for its durability and high glow, Chevelle's Magic-Mirror acrylic lacquer finish comes in a choice of 14 exterior colors. Check your favorite.

- ☐ Antique White ☐ Silver ☐ Black
- ☐ Light blue metallic
- ☐ Dark blue metallic
- ☐ Firethorn metallic
- ☐ Medium green metallic
- ☐ Dark blue-green metallic
- ☐ Cream gold ☐ Light buckskin
- ☐ Buckskin metallic
- ☐ Brown metallic
- ☐ Medium red ☐ Orange metallic

Power teams.

Engine	Power Rating*	Engine Usage	3-Speed Manual	Turbo Hydra-Matic (4)
250-1 bbl. Six	110	Standard (1)	2.73 Standard 3.08 Avail.	2.73 Standard 3.08 Avail.
305-2 bbl. V8	145	Avail. (2)	NA	2.56
350-4 bbl. V8 (5)	170	Avail. (3)	NA	2.56 Standard 3.08 Avail.

*SAE net (as installed) rating. NA — Not available.

(1) Standard on Coupe, Sedan and El Camino. (2) Standard on Malibu Wagon. (3) Standard on Malibu Classic Wagon. (4) Standard on Malibu Classic Sedan and all Wagons. (5) Coupe, Sedan and El Camino require Turbo Hydra-matic, power brakes and power steering.

Exterior dimensions.

Wheelbase: coupe — 112"; sedan/wagon — 116". Length: coupe — 205.7"; sedan — 209.7"; wagon — 215.4". Width: coupe/sedan — 76.9"; wagon — 76.8". Loaded height: coupe — 54.0"; sedan — 53.3"; wagon — 55.7". Tread: front — 61.5"; rear — 60.7".

Safety and security features.

Occupant protection.

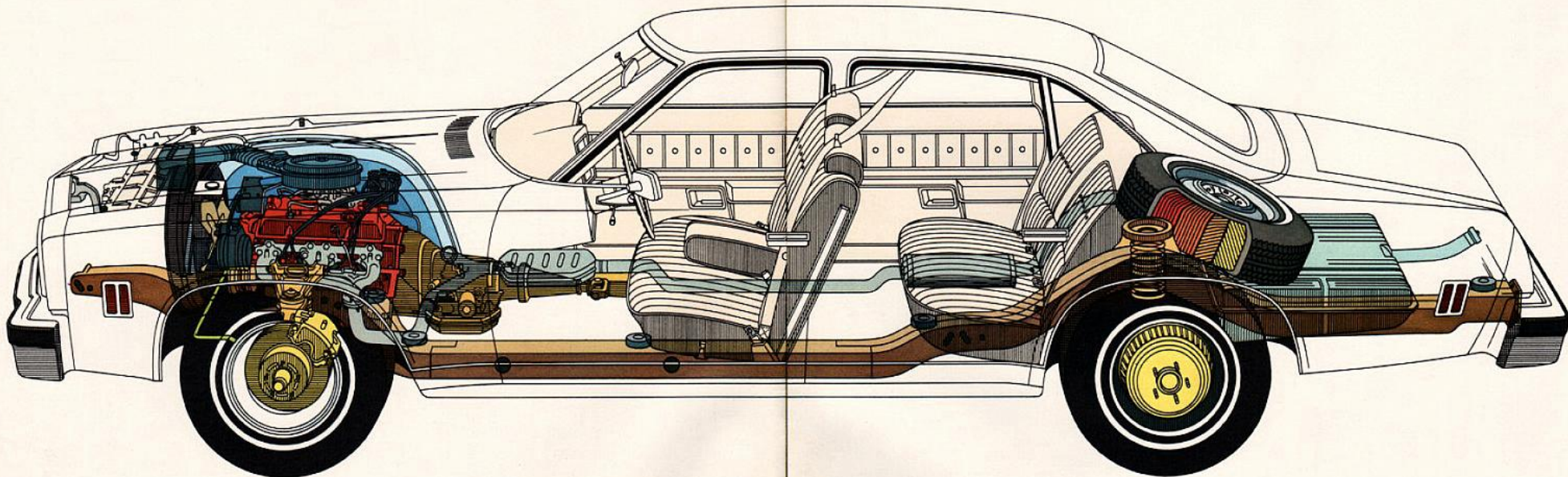
- Seat belts with pushbutton buckles for all passenger positions
- Two combination seat and inertia reel shoulder belts for driver and right front passenger (with reminder light and buzzer)
- Energy-absorbing steering column
- Safety steering wheel
- Passenger-guard door locks
- Safety door latches and hinges
- Folding seat back latches
- Energy-absorbing padded instrument panel and front seat back tops
- Contoured windshield header
- Thick-laminate windshield
- Safety armrests

Accident prevention.

- Side marker lights and reflectors
- Parking lights that illuminate with headlights
- Four-way hazard warning flasher
- Lane-change feature in direction signal control
- Backup lights
- Windshield defrosters, washers and dual-speed wipers
- Wide-view inside day-night rearview mirror (vinyl-edged, shatter-resistant glass and deflecting supports)
- Outside rearview mirror
- Dual master cylinder brake system with warning light
- Starter safety switch
- Dual-action safety hood latch (on front-opening hoods)

Anti-theft.

- Ignition-key reminder buzzer
- Steering column lock



The mid-size Chevelle may be the most sensible balance of size, comfort and price on the road today.

Room for six people.

Along with Chevelle's manoeuvrable intermediate size, it's also ready with space for six passengers. And to stow bulky items, over 15 cubic feet of storage space is waiting for you in the trunk.

Full-foam cushioning in the seats and seat backs.

The going's soft for you and your passengers, thanks to the four-inch full foam construction of seats and seat backs moulded to match the contours of your body.

Nice extra touches.

Built into every Chevelle is a strictly-for-comfort feature: flow-through power ventilation that keeps outside air circulating inside the car when the ignition's turned on, even when standing still and the windows are rolled up.

New this year is one-piece carpeting, running under the front seat, that not only looks better but also contributes to a quieter interior.

Other nice features to have around are Hide-A-Way windshield wipers, an inside hood release, cigarette lighter, and, for nighttime visibility, there are illuminated controls on the windshield wiper and washer as well as the heater and defroster.

Chevelle is a very quiet car, too.

Ride along in Chevelle and there's an appreciable subduing of road and wind noises that makes conversation easier. Responsible for this is a generous amount of sound insulation that's selectively applied wherever it will do the most good.

Interior dimensions.

Sedans: Head room — front 37.9"; rear, 37.3". Hip room — front, 54.7"; rear, 57.8". Shoulder room — front, 59.6"; rear, 58.9". Leg room — front, 42.1"; rear, 36.9". Usable luggage space — 15.3 cu. ft.

Coupe: Head room — front 37.2"; rear, 36.7". Hip room — front 54.8"; rear, 52.7". Shoulder room — front 59.6"; rear, 58.0". Leg room — front 42.1"; rear, 32.9". Usable luggage space — 15.3 cu. ft.

Wagons: Head room — front, 38.5"; rear, 39.2". Hip room — front, 54.7"; rear, 55.1". Shoulder room — front, 59.6"; rear, 58.9". Leg room — front, 42.1"; rear, 33.3". Total cargo volume — 85.0 cubic feet. Liftgate opening height — 27.4". Liftgate opening width at floor — 44.5". Floor length, front seat to liftgate — 90.2". Width between wheelhousings — 44.5".

Malibu Classic interior.

If you have a taste for the distinctive, you'll find quick satisfaction inside Malibu Classic. One obvious indication is the colour-keyed instrument cluster with wood-grain vinyl accents, together with a colour-keyed steering wheel and steering column. Notice, too, the front seat's inviting fold-down centre armrest, the plush cut-pile carpeting stretching the full width of the car, and the welcome light in the glove compartment.

Of course, you can't miss the attractive upholstery that mixes knit cloth with vinyl in a choice of buckskin (coupe only), blue, green or firethorn. Or you may prefer the tailored look available with all-vinyl in a choice of blue or buckskin for coupe or sedan, as well as black, firethorn or white (with accents in black, blue, green or firethorn) for coupe only.

Malibu interior.

The value and quality that have always distinguished the Chevelle Malibu are obvious once again this year in its handsome interior. It features rich nylon cut-pile carpeting stretching from wall to wall and a new sport cloth-and-vinyl upholstery in black, blue or buckskin. If you prefer all-vinyl upholstery, it's available in black or buckskin, plus white for coupe only (with accents in black, blue green or firethorn).



Malibu Classic knit cloth-and-vinyl interior.



Malibu Classic available all-vinyl swivel bucket seat interior.



Malibu sport cloth-and-vinyl interior.

Two levels of Chevelle, same set of values.

Even though people always have been impressed by Chevelle's low price, it never shortchanges you on the things that count: family-size room, manoeuvrability, comfort and quality construction. All of which adds up to a car that has traditionally attracted smart money buyers who want the most for what they spend.

Malibu Classic. Our finest Chevelle.

If you want something very special in a very sensible kind of car, the Chevelle Malibu Classic, coupe or sedan, is your choice.

The distinguished styling for which it's long been noted is characterized by the new vertical-look grille accented by stacked rectangular headlights, a stand-up ornament poised on the hood and new taillight lenses with a squared-off design simplicity. Taken as a whole, the Malibu Classic stands as a confident, clean-lined car ready to deliver generous amounts of satisfaction as well as value.

Still another instance of Chevelle's standout looks is found in the Malibu Classic Landau Coupe that's all a Malibu Classic is and more.

Some noteworthy Landau touches include the smart vinyl half-roof, full wheel covers, colour-coordinated body pin-stripping and bumper rub strips. Look, too, for dual body-coloured sport mirrors with the driver's side remote-controlled, dual horns and an emblem setting off the rear quarter window.

Malibu. Our lowest-priced Chevelle.

Malibu, as the embodiment of Chevelle value, is a car in which we take great pride. In either coupe or 4-door sedan, Malibu provides passenger room for six, the riding ease of moulded full foam seats and door-to-door carpeting.

Adding to driving pleasure are front disc brakes and Full Coil suspension with front stabilizer.

For the right-size car at the right price, the '77 Chevelle Malibu comes off as an excellent automotive buy.

Chevelle wagons, too.

Talk about value and who can ignore Chevelle's collection of station wagons that carry people or a load with equal ease while also offering mid-size manoeuvrability. The many merits of the Chevelle wagon line — Malibu Classic or Malibu — are fully described on the following pages.



Malibu Classic Landau Coupe. Shown with available front bucket seats, white stripe tires and bumper guards.



Malibu Classic Sedan. Shown with available full wheel covers, white stripe tires, bumper guards and rub strips.



Malibu Coupe. Shown with available body side mouldings, Exterior Decor Package, Rally wheels, white stripe tires, bumper guards and rub strips.



Malibu Sedan. Shown with available Exterior Decor Package, full wheel covers, white stripe tires, remote-control outside mirror, tinted glass, bumper guards and rub strips.

Chevelle. Chevy's mid-size wagon value.

More and more of today's families are getting back to basics when looking for value in a wagon. A whole lot of them are finding that it's been Chevelle all the time.

The basic values of Chevelle Malibu Classic and Malibu Wagons have been refined and improved on for over a decade. Yet, room, ride, comfort, and convenience have not been abandoned as the primary value concerns.

Both the Malibu Classic and Malibu Wagon are available in either two- or three-seat models. You can carry up to eight comfortable people in three seat models or up to 85 cubic feet of cargo. That makes for a lot of wagon for a mid-size price tag.

Chevelle's mid-size price covers a lot of new ground. Significant engineering achievements over the past three model years add to its basic value. Standard steel-belted radial ply tires, High Energy Ignition, the catalytic converter and other engineering advances are a few of the desirable features in Chevelle wagons today. They offer excellent engine performance and go thousands of miles farther between scheduled service intervals than did Chevelle wagons of as-recent-as-1974 vintage.

You'll notice Chevelle wagon comfort the moment you slip into the front seat compartment of a Malibu Classic Wagon. Look around. You'll feel you're in a high-priced luxury car. The full foam bench seat in available sport cloth-and-vinyl or standard all-vinyl upholstery (shown right) is comfortable and elegant. Fold down the well-padded centre armrest and really get comfortable. The seat, instrument panel, cut-pile carpeting, soft headliner and padded vinyl door panels are all pleasingly colour-keyed, too.



Malibu Classic Wagon all-vinyl bench with fold down centre armrest.

Chevelle is a beautiful wagon. Not simply in the sense of being beautiful to look at, but also in the sense of being beautifully functional. There's a lot to look at. Turn the page and welcome yourself to the many values of Chevrolet's smart money wagons.



Malibu Classic 3-Seat Wagon shown with available roof carrier, bumper guards, body side mouldings, tinted glass, white stripe tires and wheel covers.

Standard features of Chevelle Malibu and Malibu Classic wagons.

Malibu Classic and Malibu Wagons for '77 are a blend of the proven features accepted by current owners and new standard design features.

The liftgate.

The liftgate can be opened from the instrument panel or from the outside on 3-seat wagons, and from the outside only on 2-seat wagons. And both 2- and 3-seat wagons include a tailgate-ajar warning light on the instrument panel. Opening the liftgate is light, easy and quick. Simply turn the key and the counterbalanced arms do the work as the liftgate opens smoothly and out of the way.

Malibu Wagon exterior/interior features:

- New horizontal pattern argent grille with single-unit round headlights, parking lights in bumper
- Full foam bench seats
- All-vinyl interiors in choice of Black, White or Buckskin (below).



Malibu Classic Wagon exterior/interior features:

- New bright grille with distinct, slender, vertical highlights
- Vertically stacked rectangular headlights
- Distinctive hood ornament
- All-vinyl upholstery
- Full foam luxurious front seat with fold-down centre armrest
- Colour-keyed steering wheel and column
- Colour-keyed instrument cluster with rectangular dials, wood-grain vinyl accents.

Both Malibu Classic and Malibu exterior/interior features:

- Variable-ratio power steering
- Power front disc/rear drum brakes are fade-resistant, self-adjusting and with front audible wear sensors that tell you when it's time to replace linings
- Steel-belted radial ply tires
- Heavy-duty Full Coil spring front and rear suspension
- Front ride stabilizer bar
- Hydraulic-type front and rear bumper system
- Hide-A-Way windshield wipers.

El Camino. What you look for in a car. What you expect of a truck.

No matter how you look at it... El Camino. El Camino Classic, El Camino Conquista or El Camino SS... there's one tough truck underneath all of that beauty.

Air-adjustable shock absorbers.

Standard on El Camino, air-adjustable rear shock absorbers trim the vehicle at any rated load up to maximum and help prevent "bottoming out" with heavy loads.

Tough, double-wall construction.

El Camino's cargo box walls are constructed with two steel panels. That way,

the inside can take the dents and nicks without the outside showing them. Doors and hood also have double-wall construction. And every outer fender gets an inner fender to help protect the body against the effects of water and salt.

One-handed tailgate.

It's so well balanced, you need only one free hand to work our tailgate. Latch is conveniently located on the outside. Tailgate opens nearly flat and flush with load bed.

Concealed storage compartment.

It's behind the driver's seat. Ideal for stowing tools or small articles out of view.

Chassis and suspension.

El Camino rides on Full Coil suspension. Front springs have a rating range of 1,157 to 1,475 pounds each. Rear springs have a rating range of 1,375 to 1,450 lbs. each, depending on equipment ordered.

305 V8. Our 305-cubic-inch engine with a 2-barrel carburetor is available on all models. The 305 has all the features that contribute to responsive performance in bigger Chevy V8 engines.

Up to 800 pounds of cargo.

El Camino's pickup box is roomy, too. 26.2 cubic feet of cargo space. For strength and durability, the floor and tailgate inner wall are ribbed steel.



Up to 800 lbs. of cargo.



Malibu Classic 3-Seat Wagon (background) shown with available roof carrier, sport mirrors, body side mouldings, white stripe tires and wheel covers.

Malibu 3-Seat Wagon (foreground) shown with available roof carrier, bumper guards, tinted glass, white stripe tires and wheel covers.



El Camino Classic. Shown with available Conquista Package, white stripe tires, full wheel covers, remote-control outside mirror, bumper guards and rub strips.

Chevelle is a very complete car, but there's still room to get personal.

Along with the many fine features built into every Chevelle, your special needs and tastes can undoubtedly be satisfied by the available options listed here and on the opposite page. Numbered items described here are pictured below.

1. Cruise-Master speed control lets you select the desired cruising speed, then maintains it automatically. Step on the brake and control disengages.

2. Delco-GM radios and tape players offer a variety of listening pleasure. Choose from an AM radio, AM/FM radio, AM/FM stereo radio, and an eight-track stereo tape system with either AM or AM/FM stereo radio. Windshield antennas are included with

factory-installed radios. Delco-GM radios and stereo systems are manufactured according to high Chevrolet standards by the Delco Electronic Division of General Motors. When taking delivery on a new Chevelle, make sure the radio dial carries the "Delco-GM" trademark.

3. Body side mouldings are not only decorative but contain protective vinyl inserts.

4. Comfortilt steering wheel personalizes its angle for you by letting you adjust it to six different positions. (Available only with Turbo Hydra-matic transmission.)

5. Power door locks have control on each front door to instantly lock all doors. Power windows have master switch on driver's side, separate switches for each door's window.

6. Bumper guards give protection, front and rear. Bumper rub strips are resilient, run the full width of the bumper.

7. Sport wheel covers are custom-styled for a wire-wheel effect.

8. Rally wheels lend a racing look that includes special hub and trim rings.

9. Full wheel covers, new for '77, are of durable stainless steel. (Standard on Landau.)

10. Econominder Gauge Package shows when car is being driven in an economical range. Includes voltmeter, temperature and economy gauges.

11. Rear window defogger uses forced air to eliminate steamed-up windows.

12. Twin sport mirrors are remote controlled, body coloured.

Easy and comfortable.

• Power assist for standard front bench seat adjusts to six different positions, up and down, forward and back and tilts forward and back • Power trunk opener lets you open trunk from inside car • Four-Season air-conditioning uses one simple unit to cool, heat, defrost and defog • Tinted glass softens the glare of daylight or sunlight. Recommended when air-conditioning is installed • Centre console features shift lever and handy storage compartment. (Available only for coupes, wagons and El Camino equipped with bucket seats and Turbo Hydra-matic transmission.) • Swivel bucket seats swing around to face doors, ease getting in and out of car. Available in all-vinyl for

Malibu Classic Coupes; Wagons and El Camino only (including Landau) in black, blue, buckskin, firethorn or white (with accents in black, blue, green or firethorn) • Electric clock has easy-to-read face • Illuminated visitor vanity mirror for passenger's nighttime use • Map light, a welcome after-dark aid • Auxiliary Lighting Group, a collection of additional lights for ashtray, glove compartment (standard on Malibu Classic and El Camino Classic), luggage compartment, map and underhood plus headlight reminder buzzer and courtesy light • Remote-control outside rearview mirror for driver's side. (Not available on Malibu Classic Landau or when sport mirrors are ordered.) • Sport mirrors match body colour, are remote controlled on left-front door, manually operated on right-front door. (Standard on Malibu Classic Landau.) • Rear seat speaker for an added listening dimension. (Available only with AM or AM/FM radio.) • Stowaway spare tire saves space in luggage compartment.

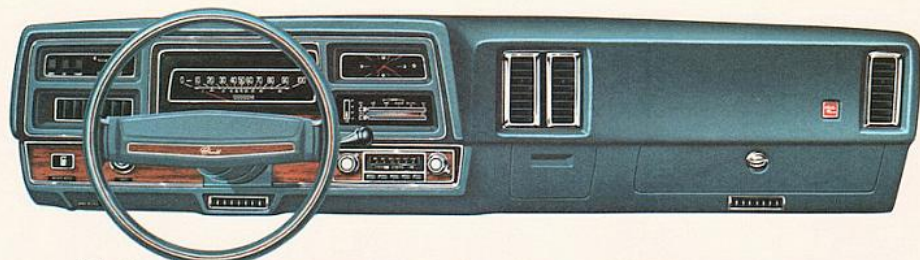
For appearance sake.

• Padded vinyl roof cover gives a sporty touch to coupes or sedans. (Landau-style standard on Malibu Classic Landau.) In a choice of white with any exterior colour as well as black, blue, green, buckskin, firethorn or silver, depending on exterior colour • Deluxe seat and shoulder belts are colour-keyed to car's interior

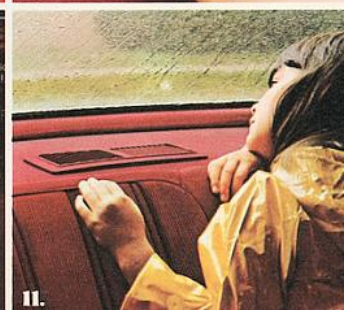
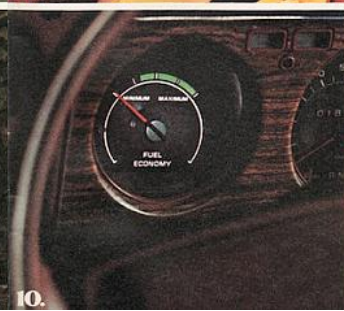
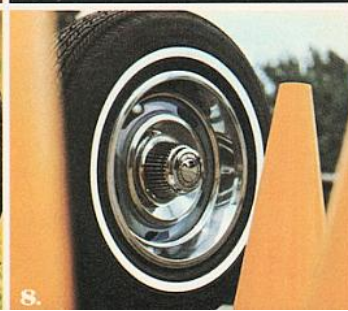
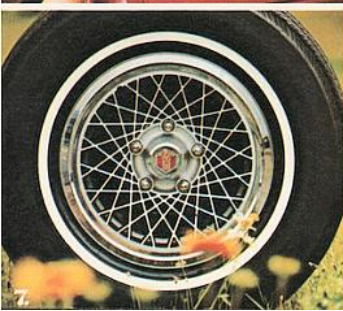
• Exterior Decor Package adds a dressy touch with roof drip and wheel opening mouldings. (Available for Malibu and El Camino only.) • Colour-keyed sport steering wheel with four spokes • Floor mats, front and rear, are colour-keyed to interiors • Aluminum door-edge guards protect against chipped paint • White stripe steel-belted radial ply tires.

Mechanical.

• Variable-ratio power steering takes the effort out of steering and parking. (Required with V8 models.) • Turbo Hydra-matic transmission shifts automatically into three forward gears. (Required with V8 models.) Can also be shifted manually. (Standard on Malibu Classic Sedan and Wagons.) • Power brakes call for only light pedal pressure to stop car. (Standard on Wagons, required on V8 Coupes, Sedans and El Camino.) • Performance axle ratio • Positraction gives added rear wheel traction • Intermittent windshield wiper runs at preset intervals when continual operation is not necessary • Heavy-duty suspension includes special rate front and rear springs and matching shock absorbers (Except Wagons.) • Sport suspension. (Available for V8 models with GR70-15 tires only.) • Heavy-duty battery • 61-amp Delcotron generator. (Included when air-conditioning is ordered.) • Heavy-duty radiator.



Malibu Classic instrument panel shown with available Four-Season air conditioning, AM/FM Delco radio and electric clock.



Hitching up to Chevelle value.

Add trailering capability to the long list of attributes that make Chevelle such an attractive value.

When equipped with the proper recommended trailering package, Chevelle can tow up to 6,000 lbs. of family travel trailer, boat or what have you.

Ask your Chevrolet dealer to help you design Chevelle for your towing needs. He'll talk about load-leveling shock absorbers, a load-distributing hitch platform or ball frame hitch, special mirrors, and other trailering options to help make traveling with a trailer more carefree and pleasurable.

Of course, your Chevelle is the most important piece of trailering equipment of all.



Malibu Classic Landau Coupe. Shown with available front bucket seats, white stripe tires and bumper guards.

Chevrolet

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