

The New Chevrolet

1977 Caprice Classic and Impala

More head room. More rear seat leg room.

More knee room. More trunk room.

More entry space. More corrosion protection.

More sound isolation. More efficient.

More manageable in city traffic.



Now that's more like it.

A whole new car, a whole new ball game.

The handwriting was on the wall. It clearly said that the time had come for a new kind of six-passenger car—one that would be more efficient in its use of this earth's space and materials than full-size cars of the past—one that would use a new standard engine that is smaller and

more fuel efficient.

The challenge was to achieve this desired new efficiency without sacrificing room, ride, comfort and security.

So we started from scratch and developed a whole new car that meets today's needs without abandoning yesterday's

desires: The New Chevrolet.

The New Chevrolet takes up a little less space than its recent predecessor, making it easier to maneuver in tight traffic and park in cramped spaces. The turning diameter, curb to curb, has been reduced nearly three feet.

Yet, inside the car, where it really counts, there is more head room than in the 1976 full-size Chevrolet.

There is more leg room and knee clearance for your rear seat passengers.

There is more trunk room, with a flatter, more usable floor.

We know you want that.

We also know you want a car that looks great in your driveway and feels great on the road. And you have it. In the beautiful New Chevrolet.

To fully appreciate The New Chevrolet, you simply must put it in motion. You'll find it hard to

believe that a moving automobile can be this quiet, for example. You'll love the smooth and steady ride, the nice responsive steering, the way it maneuvers and parks.

The New Chevrolet is all of that. And more.



The Sedan. Available as a Caprice Classic (shown) or an Impala.

A lot of new thinking went in, a lot of new Chevy came out.

It took a lot of doing to gain efficiency without giving up room and riding comfort.

In the process we used some of the most sophisticated design tools and techniques ever brought to bear in creating a new car.

A car built around people.

We started with the inside of the car, designing a spacious

and well-appointed chamber in which six people can ride in comfort, peace and quiet. The molded full-foam seats are every bit as broad as former full-size Chevrolets. There are gains in head room, rear seat leg room and knee clearance. In the Coupe, we've increased rear seat leg room by about two inches over last year's full-size Coupe, and the difference is

delightfully apparent.

Trimmed by the wind.

We employed the science of aerodynamics to shape and reshape the exterior surface of the car to cut down on wind drag. As a result, The New Chevrolet is more than just a beautiful car, it's a car designed to be beautifully efficient.

More efficient with fuel.

The New Chevrolet got higher EPA mileage ratings than last year's Caprice/Impala. EPA estimates for the Coupe and Sedan: 22 mpg highway, 17 mpg city, with the new standard Six and automatic transmission. EPA estimates for the Wagon: 20 mpg highway, 16 mpg city, with the new 305 V8 engine and automatic transmission. Remember:

EPA figures are estimates. The actual mileage you get will vary depending on the type of driving you do, your driving habits, your car's condition and available equipment.

More corrosion protection.

The New Chevrolet is protected by a whole series of anti-corrosion treatments and features, from special oil-base

coatings on the frame to tough acrylic paint on the body. We eliminated many of the nooks and crannies where corrosion-causing moisture might collect. And the protection continues throughout the car, with the extensive use of Zincrometal® galvanized and aluminum parts in particularly vulnerable areas, combined with special sealers and fasteners at strategic points.



The Coupe. Available as an Impala (shown) or a Caprice Classic.

Step right in, bring five friends.

With your friends, with your family, or even alone—you'll find the inside of The New Chevrolet a thoroughly delightful place to spend an hour or a day.

Sure, it's spacious inside. But it's so much more than that. You settle in and look around and you like what you see, like what you touch, like how this car makes you feel.

You like the slim contemporary

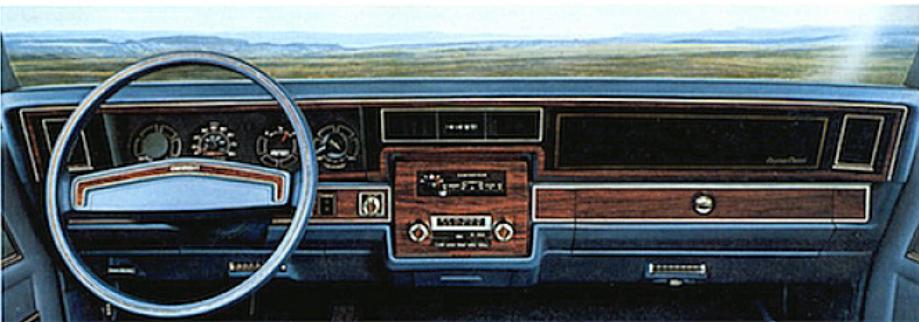
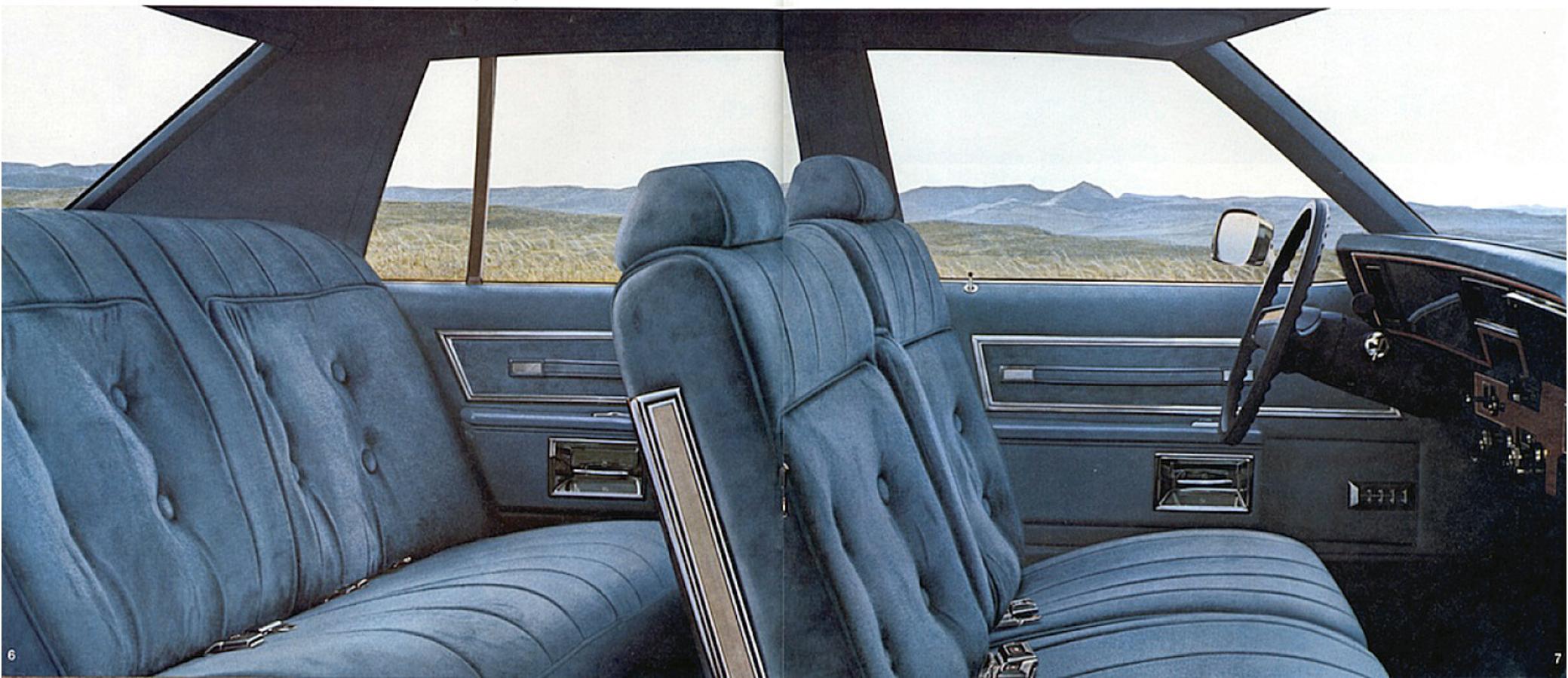
sweep of the new instrument panel, the nice supportive feeling of the seats, the well-tailored appearance of the new one-piece "ceiling" overhead and new one-piece carpet underfoot—with no unsightly gaps to swallow dirt and lost objects, by the way.

You like the tall side windows and all the light they let in. You like the little conveniences: not

having to trigger a release to tilt the front seatback forward to climb into the back of the Coupe; having the available power door locks tucked right into the armrests on the doors; having the headlight dimmer built into the turn signal lever so you don't have to grope with your foot.

The New Chevrolet is all of that, and more.

The Caprice Classic Sedan. Shown with available Special Custom interior, 50/50 divided front seat with dual center armrests, Special Custom Cloth upholstery.



Caprice Classic. The most elegant way to say Chevrolet.

Caprice Classic has always been our most distinguished, most sumptuous Chevrolet. It still is. But now, even more. The

clean and classic lines of this year's new design give the 1977 Caprice Classic a look of worldly sophistication.

What sets Caprice Classic apart from all other Chevys is a wonderful combination of subtle touches on the outside and in.

Caprice Classic has its own distinctive grille, with an impressive new stand-up crest as its crowning touch, its own handsome

wheel covers. Inside, you'll find distinctive decor for seats and doors, a fold-down center armrest in the Sedan front seat, door pull straps, courtesy lights, extra

soundproofing, an electric clock, and more.

The Caprice Classic is available as a Sedan, Coupe, 2-seat or 3-seat Wagon.



Caprice Classic



Impala. America's traditional favorite has never been in better shape.

Through the years, Impala has consistently offered a combination of room, ride, price, value, quality, personality, reputa-

tion and resale that has kept American buyers coming back for more and more. So that's what we're continuing to supply

for '77—more! Compared to last year's Impala, it's more manageable in city traffic and parking situations without robbing you of the room and ride

and comfort you've come to know and love. It's more beautiful, outside and inside. It is an incredible amount of automobile for the money and comes com-

plete with radial ply tires, automatic transmission, power front disc brakes, power steering, High Energy Ignition, even a built-in diagnostic connector for the

engine electrical system. Impala is available as a Sedan, Coupe, 2-seat or 3-seat Wagon.



Impala



Included in the price of The New Chevrolet.

1 4.1-litre engine. Chevy's thrifty 250 Six. The new standard power plant for The New Chevrolet Sedans and Coupes. A sensible balance of efficiency and performance.

4 Power front disc brakes. Self-adjusting. Fade-resistant. Audible wear sensors tell you when it's time to replace the linings.

6 Diagnostic connector. Plugs into analyzer now in operation at most Chevrolet service centers to perform important engine electrical system checks quickly and accurately.

9 Freedom battery. Never needs water or periodic service.

2 High Energy Ignition. Spark is up to 85% hotter than with previous conventional breaker-point system, for quicker starts and better fuel ignition at all speeds. Plugs last longer, no points or ignition condenser to replace.

5 Power steering. Combines with this year's tighter turning circle to make driving and parking all the more effortless.

7 "Smart Switch." Puts your headlight dimmer at your fingertips, right there on the turn signal lever. No more groping with your foot.

3 Acoustical headlining. Thick polyfoam sound-deadening material is sandwiched between the fabric and the hardboard backing in this attractive new one-piece "ceiling."

8 Turbo Hydra-matic transmission. Moves you smoothly through three forward speeds. Proven in billions of miles of service.

10 Full carpeting. New one-piece wall-to-wall carpeting covers even under the front seat, does away with dirt-trapping gaps, provides additional sound deadening.

13 Power ventilation system. Replaces used air with new air inside the car.

16 Full Coil suspension. A smooth "big car" ride, thanks to big coil springs at all four wheels. Includes front stabilizer bar.

11 Body by Fisher. Beautiful on the outside, durable underneath—with double-panel doors and decklid, box-section roof header and pillars, heavily ribbed and formed underbody.

14 Catalytic converter. Takes care of most of the emission control so the engine can be tuned for smooth, responsive performance.

17 Huge trunk. 20.2 cu. ft. in the Sedan, 19.8 in the Coupe. Truly enormous, with a nice flat floor, and great depth for larger items.

12 Radial ply tires. Benefits over conventional tires include long tread life, impressive traction on wet and snowy roads. Less rolling resistance aids fuel economy.

15 Inner fenders, front and rear. Shield outer surfaces from kicked-up stones, slush and road salt for corrosion protection.

Recommended normal service intervals

Engine oil	6 months or 7,500 miles
Chassis lubrication	6 months or 7,500 miles
Oil filter	First 7,500 miles. Every 15,000 miles thereafter
Spark plugs	Up to 45,000 miles on six-cylinder engine
Transmission fluid	60,000 miles



Some things you can add to add to your pleasure.

V8 engine. 5.0-litre 305 2-bbl. (not available with High Altitude emission equipment); or 5.7-litre 350 4-bbl.

Air conditioning. Four-Season: Heats, cools, defrosts and defogs. **Comfortron.** Maintains the temperature range you dial, automatically, winter or summer. Both units come with built-in diagnostic terminal that speeds system checks.

8-track stereo tape system. Surround yourself with your kind of music wherever you go. Available with AM or AM/FM radios.

Power trunk release. Just flick the switch and the lid pops open to allow loading and unloading while you stay in the car.

Custom two-tone exterior paint. A truly beautiful touch for a truly beautiful car.

Cruise-Master speed control. Automatically maintains speed for added driving ease on long stretches.

F41 sport suspension. Adds "flavor" to the ride for those who prefer a sportier feel at the wheel. Includes special springs and shocks, larger front stabilizer, rear stabilizer.

Digital clock. Tells you the precise time at a glance.

Rear window defogger. Helps keep rear window clear in bad weather.

Power door locks. Driver snaps the switch and everybody's snug. Separate switch on right-front door.

Also available. Comfortline steering wheel • Power antenna • Delco-GM radios—AM, AM/FM and AM/FM stereo • Gauge package—temperature gauge, trip odometer, plus an Econo-minder gauge which tells you when you're driving in an economical range • 50/50 front seats • Power seat • Tinted windows • Power windows • Vinyl roof cover • Intermittent windshield wiper system • Body side pinstriping • Body side moldings • Twin remote outside rearview mirrors • Bumper guards and rub strips • Sport wheel covers • Posttraction rear axle • Heavy-duty radiator • Super-lift shock absorbers, air adjustable • Trailering equipment for hauling up to 6,000 lbs. • And more.

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PAID
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General Motors Corp.

You should drive The New Chevrolet. It's a whole new ball game.

We believe The New Chevrolet is the finest Chevy yet. And we're betting that once you see it and drive it, you'll agree.

The New Chevrolet is more beautiful, inside and outside. It's more efficient, more manageable in city traffic, more appropriate for the times than the

former full-size Chevy.

With words and pictures we've described The New Chevrolet in this brochure. But the only way to truly appreciate this whole new car is to see it in person. We suggest you bring the family and try it on for size. We invite you to get behind the wheel and experi-

ence the smooth and steady ride, the responsive steering, the way it maneuvers and parks. We're certain you'll say, "New that's more like it."

We hope you'll see your Chevrolet dealer the first chance you get.



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