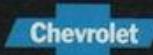




1977 MONTE CARLO





Monte Carlo Landau Coupe. Shown with available white stripe tires, bumper guards and bumper rub strips. (Shown also on cover.)
Many Options and Custom Features are available for Monte Carlo. Some are illustrated or described in this catalogue.

Like you, it's an original.

Monte Carlo's introduction seven years ago marked the beginning of a new kind of automobile. Some people called it a "personal-size" car. Yet this referred less to size than to a state of mind, for Monte Carlo was conceived as a highly individual, very personal automobile that would appeal to a particularly discriminating buyer.

And so it did. There was no other car quite like this one. It was luxurious, yet affordable. Beautiful, but restrained. Large enough for a family, but not cumbersome. Best of all, it was designed to be a road car with clean, crisp reflexes. An immediate success, Monte Carlo spawned a host of imitators, all claiming to be "personal-size luxury" cars. But none has captured the imagination

as Monte Carlo has, and with good reason.

Monte Carlo's popularity is based on sound considerations. It is first and foremost a driver's car, designed from the ground up to respond to the driver's needs.

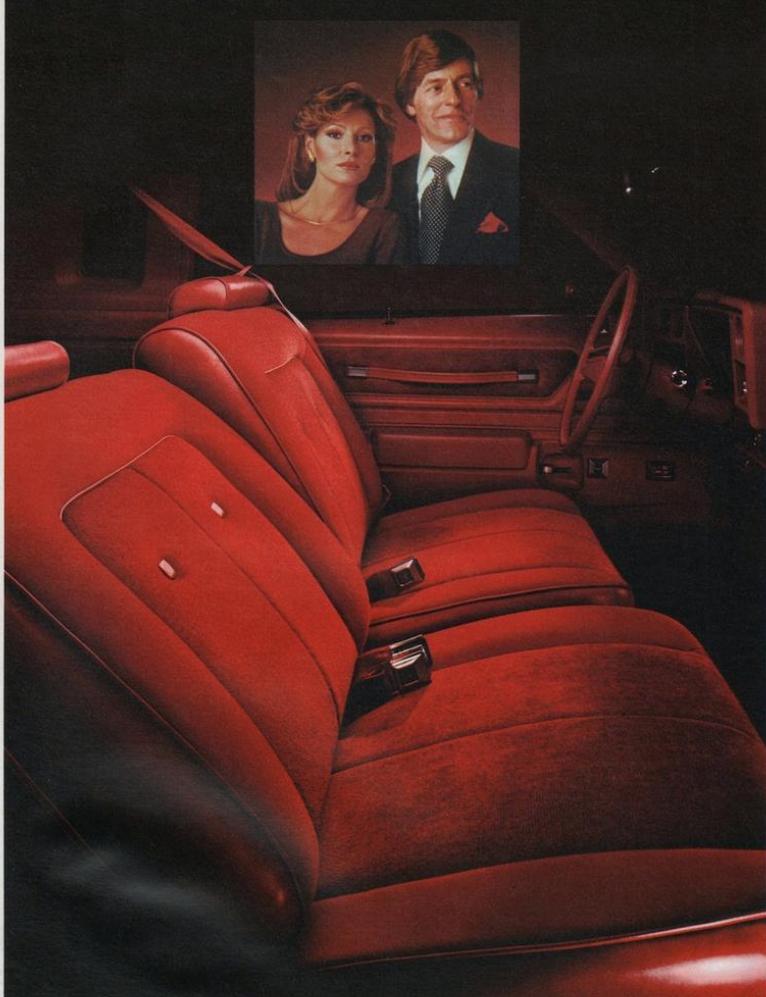
The front suspension has high caster angle on the front wheels to help give stability and driving control. Front and rear stabilizers help hold the car flat on sharp curves. Variable-ratio power steering makes tight parking turns easy, yet on the road you have a firm feeling of control. A hydraulic damper on the steering linkage helps smooth out road shocks and steering wheel vibration. GR70 x 15 steel-belted radial ply tires on wide seven-inch wheels coupled with radial-

tuned Full Coil suspension provide a taut feel for the road. None of this is optional equipment. It is standard and basic to the nature of the car: You drive it, it doesn't drive you.

Inside, Monte Carlo is quiet, comfortable and handsomely appointed. Deep cut-pile carpeting, moulded full foam seating, rich rosewood vinyl accents, electric clock and other details indicate a car meant to be fully enjoyed.

The sum of these parts is a car that makes driving the keen pleasure it should be. For all its imitators, it remains a totally unique blend of beauty and responsiveness.

To own a Monte Carlo is to own an original. It is surely a pleasure you owe yourself.



A generous measure of beauty and comfort distinguish Monte Carlo's available Special Custom Interior with reclining passenger seat.

To a very personal car, add your own personal touch.

The fact that Monte Carlo is so abundantly equipped accounts for much of its widespread appeal. But to make it reflect your special needs, consider the many available options listed here.

1. All-vinyl seat available in black, green, buckskin or firethorn; also white with carpeting and other accents in black, blue, green, or firethorn.
2. Contoured swivel bucket seats swing around to a 90° angle to simplify getting in and out. Available in buckskin or firethorn all-vinyl. Also white all-vinyl with surrounding decor (instrument panel, carpet, cowl kick panels and rear shelf) in choice of blue, firethorn, green or black.

3. Special Custom Interior, handsome and comfortable, includes 50/50 seat. Each side individually adjusts forward or back; passenger seat back reclines for relaxed travel on long trips. Available in blue, buckskin or firethorn special custom cloth or buckskin all-vinyl. Also white all-vinyl with surrounding decor as described in item 2 above.

4. Deluxe metal wheel covers feature a high styled, formal look.

5. Comfortable steering wheel adjusts to six positions to conform to driving tastes, makes getting in and out much easier.

6. New Sport wheel covers of bright, corrosion-resistant material have a classic design; special crest accents the centre.

7. Power trunk opener is a desirable convenience. Touch a button inside the car and trunk pops open instantly, effortlessly.

8. Power door lock system, a feature designed for security and convenience, has a master control on each door.

9. Fashion-Tone styling makes subtle use of complementary exterior colours.

10. Four-Season air-conditioning combines cooling, heating, defrosting and de-fogging in one easily operated unit.

11. Delco-GM radios and tape players offer a variety of listening combinations: 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 included with factory-installed radios. Make sure your Monte Carlo's radio dial carries the "Delco-GM" trademark.

12. Illuminated visor mirror on passenger side makes a welcome nighttime addition.

Convenience and comfort.

Electrically operated Sky Roof opens at touch of a button, inviting in sunlight and fresh air. (Not available on Monte Carlo Coupe with full vinyl roof cover.) • Power front seat adjusts six ways, up and down, forward and back, even tilts. Available for standard bench seat or driver's side of available 50/50 seat. • Power windows have master switch on driver's side, a second switch on right door for passenger window. (Available only with swivel bucket seats.) • Electric Climate control includes defogger heating element on glass, dispels mist quickly, evenly. • Rear window defogger uses forced air to clear away steam, restore visibility. • Tinted glass softens glare of outside light. • Map light, a welcome nighttime aid. • Sport mirrors match body colour, remote-controlled on driver's side. (Standard on Landau.) • Twin remote-control sport mirrors, body coloured. • Remote-control outside mirror for driver's side. (Not available on Landau.) • Auxiliary Lighting includes underhood light, luggage compartment light, ashtray light, front floor area light, headlight reminder buzzer and map light. • Rear seat speaker for radios and tape players. • Space-saving Stowaway spare.

Appearance and protection.

Padded full vinyl roof cover for a sporty look. (Rear half vinyl roof standard on Landau.) In black or white with all exterior colours, as well as blue, green, buckskin, firethorn or silver depending on exterior colour. • Deluxe colour-keyed seat and shoulder belts. (Included with Special Custom Interior.) • Bumper guards for front and rear protection. • Resilient bumper rub strips, front and rear, cushion during light impact. • Floor mats colour-keyed to interior colour-keyed to exterior. • Aluminum door-edge guards help protect against chipped paint. • White stripe, steel-belted radial ply tires. • Sleekly-styled Rally wheels.

Mechanical.

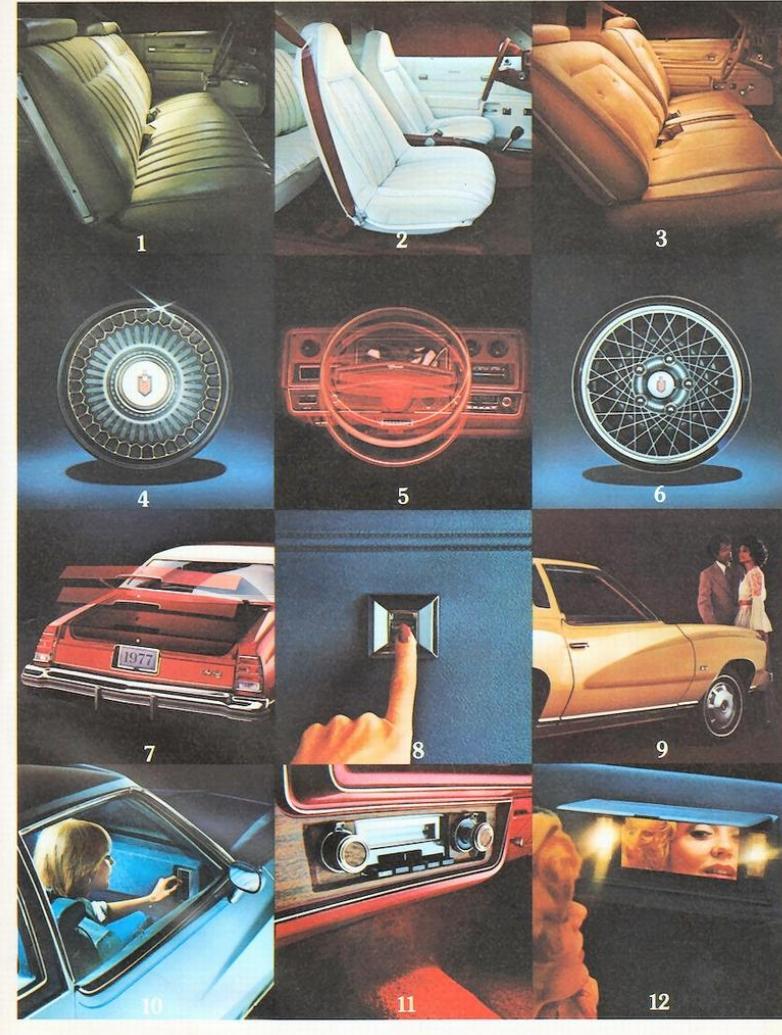
Cruise-Master speed control maintains a pre-selected speed, disengages by light touch on brake, excellent for long highway drives. • Intermittent windshield wiper system for use in light rain or mist puts wiper action at speed set by driver. • Econometer Gauge Package tells when car is running in economical range. Includes engine temperature gauge and voltmeter. • Posttraction rear is extremely useful in emergencies, supplies added rear wheel traction through snow, ice, mud. • Heavy-duty suspension front and rear, has special rate springs and shock absorbers for hauling heavy loads; required for trailering. • Heavy-duty battery. • Heavy-duty Delcotron generator, 61 amp. • Heavy-duty radiator.



Monte Carlo Coupe with available Rally wheels, white stripe tires and bumper guards.



Monte Carlo Coupe with available padded full vinyl roof, sport mirrors, deluxe wheel covers, white stripe tires, bumper guards and bumper rub strips.





Monte Carlo is a car with high standards.

What takes Monte Carlo out of the ordinary is an extensive list of standard features. It is, consequently, a complete car which accounts for much of its popularity.

Interior.

Rich-looking rosewood vinyl accents on instrument panel and steering wheel • Colour-keyed steering column, steering wheel and instrument cluster • Electric clock • Moulded full foam front and rear seat construction • Wall-to-wall nylon cut-pile carpeting of one-piece construction runs under front seat to help create a more luxurious, quiet interior. • Flow-through power ventilation for driving comfort • Dual horns • Door pull straps • Standard interior has conventional bench seat in blue, firethorn or black knit cloth. All-vinyl available in buckskin, green, firethorn or black. Also white with surrounding decor (instrument panel, carpet, cowl kick panels and rear shelf) in choice of blue, firethorn, green or black.

Exterior.

New front styling features dramatic new grille and standup hood ornament • Vertically positioned dual headlights • New smartly-styled taillights plus new end caps • Full wheel covers • Hide-A-Way windshield wipers • Magic-Mirror acrylic lacquer finish in 14 colour choices: 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 and Orange Metallic.

Monte Carlo Landau features.

The Monte Carlo Landau offers the following distinctive additions to satisfy your personal tastes: • Landau vinyl roof cover for a highly sophisticated look • Dual body-colour sport mirrors, remote controlled on driver's side • Turbine II wheels • Visor vanity mirror • Pinstriping fender accent • Attractive Landau crests on door trim panel and roof's rear quarter.

What helps make Monte Carlo the road car it is.

Variable-ratio power steering gives a fine driving feel on the road, makes parking easier • GR70 x 15 steel-belted radial ply

tires • Front and rear stabilizer bars • Specially tuned shock absorbers • Wide 15" x 7" wheels.

Long service intervals.

Monte Carlo's lengthy service intervals can help save you money. For example: spark plugs — 22,500 miles; engine oil — 12 months or 7500 miles (under normal driving conditions); oil filter — first 7500 miles, then every 15,000 miles (or every 12 months if time is the determining factor); chassis lubrication — 12 months or 7500 miles; transmission fluid and filter change (under normal driving conditions) — 60,000 miles. Check complete details in the Owner's Manual.

Power team and chassis features.

Base engine is the lighter weight 305 CID, 2-barrel (5.0 litre). The reputable 350 CID 4-barrel (5.7 litre) engine is available • Turbo Hydra-matic transmission shifts automatically through three forward speed ranges. Can also be shifted manually • High Energy Ignition for responsive ignition performance • Catalytic converter that handles most of the emissions control • Power front disc brakes are fade-resistant and self-adjusting, with audible wear sensors that warn when linings need replacing. Finned rear brake drums are designed to run cool, resist fade • New chassis refinements include improved corrosion protection for frame and a refined front suspension • Coolant recovery system helps prevent coolant loss • Delcotron generator • Sealed side-terminal battery eliminates buildup of corrosion on terminals • Special body insulation for a quiet ride features large one-piece rear quarter insulators, a generous amount of sound deadeners • Separate perimeter-type frame • 18.3-gallon fuel tank.

Engine	Carburetor Barrels	Net HP Rating †	Engine Usage	Turbo Hydra-matic
305 V8 (5.0 litre)	2	145	Std.	Std.
350 V8 (5.7 litre)	4	170	Avail.	Std.

†SAE net as installed rating.

Sizes outside and inside.

Wheelbase: 116"; length: 213.3"; width: 77.6"; loaded height: 52.8"; tread: front — 61.9", rear — 60.7". Inside head room: front — 37.0", rear — 37.1"; hip room: front — 54.8", rear — 52.7"; shoulder room: front — 58.8", rear — 58.1"; leg room: front — 42.4", rear — 32.9". Usable luggage space: 14.7 cu. ft.

For your safety and security. 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-laminated 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.

Anti-theft.

Ignition-key reminder buzzer • Steering column lock.

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