

The New Chevrolet

1977 Caprice, Impala and Bel Air



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.

Tall order.

And we made it all the tougher by vowing that the new efficiency would not come at the expense of room, ride, comfort and security.

So we started from scratch and created a car that meets today's needs without abandoning yesterday's desires.

Because we knew you weren't about to settle for anything less.

And you shouldn't.

A quick tour of the highlights.

The 1977 Chevrolet takes up a little less space in the world than its predecessor,

making it a more mre is more head room automobile — easier 1976 Bel Air / oeuvre in tight traffic Caprice Classic in cramped spaces. Tid Coupes. diameter, curb to curb, it more leg room for reduced nearly three flat passengers.

Yet inside the car, where trunk room, really counts, a couple of ketically dimensions have actually beesp, or at increased: ne you lift

We started with a spacious interior and a king-size trunk and proceeded to build a beautiful automobile around them.

A classic example of form following function.

The shape of cars to come.

There have been beautiful cars before.

There have been comfortable cars and economical cars.

This car is a rare combination of all those things and others, a car meant to be measured not so much in inches and pounds as it is in feelings. The uncommon accumulation of good feelings you get when you look at it, when you ride in

it — and, most of all, when you drive it.

The New Chevrolet.

There's never been a car quite like it.

It's a whole new ball game, and the shape of cars to come. Enjoy yourself.

Available on any Chevrolet are many Options and Custom Features. Many are illustrated or described in this catalogue. Availability often depends on the model and other equipment selected. Your Chevrolet dealer has all the details.



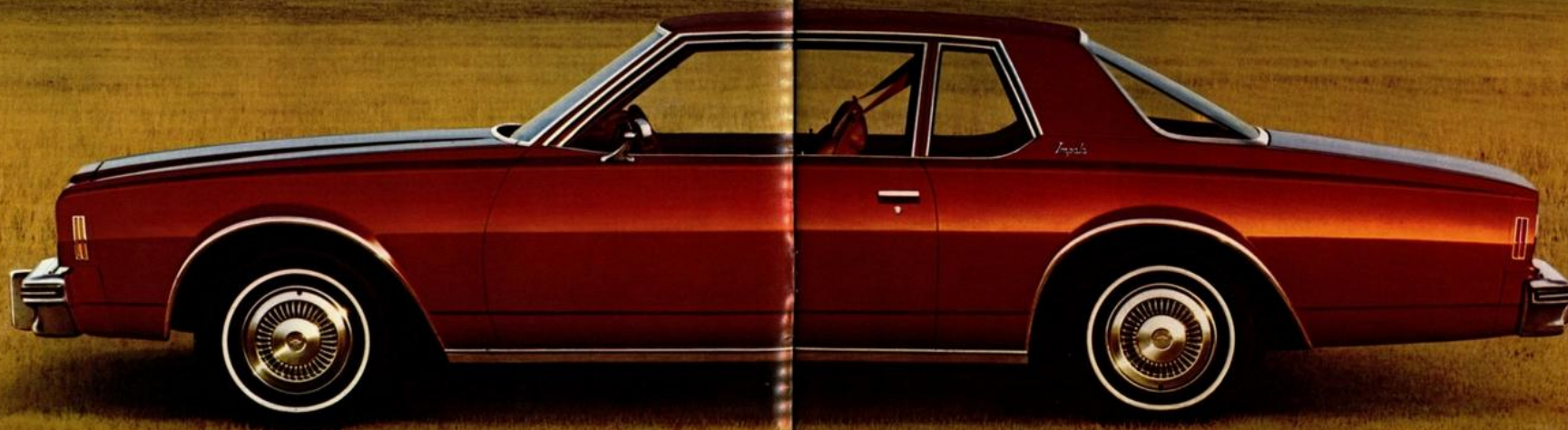
The time had clearly come for a new kind of six-passenger car. One that was more efficient, more manageable in city traffic, more appropriate for the times than the former full-size Chevy. We figured you wouldn't mind if it also turned out to be more beautiful.



The Sedan. Available as Caprice Classic (shown), Impala or Bel Air.

The strategic elimination of excess inches and ounces
more manageable to park and more economical to operate.

has produced a car that is more impressive to look at.
Without abandoning "big car" room, ride and comfort.



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

Step right in, bring five friends. The New Chevrolet gives you more headroom, more rear seat leg room and knee room. You'll find it a thoroughly pleasant place to spend an hour-or a day.



Caprice Classic
Sedan with available
Special Custom Interior.

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

To offer efficiency without giving up room and riding comfort took a great deal of doing. For example, the Impala Sedan with the available 2-barrel 305 V8 engine, standard automatic transmission and rear axle ratio, had a rating of 20 m.p.g. city, 28 m.p.g. highway. †

In the process, we used some of the most sophisticated design tools and techniques ever brought to bear in bringing a new car from drawing board to dealership.

We used, for instance, electronic computers which enabled us to test the strength and rigidity of the structure while the design was still on paper.

A lot of new thinking went in.

A lot of new Chevy came out.

A car built around people.

We started with the inside of the car, designing a spacious and well-appointed chamber in which human beings in any number from one through six could ride in comfort, peace and quiet.



A place to sit tall and feel good.

It is interesting that even though the outside of the car is slimmer than former full-size Chevys, the seats are every bit as broad.

And there are gains, in head room, rear-seat leg room and knee clearance, and the ease with which you can enter and leave the car.

Not just an interior. An environment.

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.

Ah, but the best is yet to come.

To fully appreciate The New Chevrolet environment 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 manoeuvres and parks.

The New Chevrolet is all of that.

And more.

Trimmed by the wind.

There are many ways to design fuel efficiency into an automobile. We started with the silhouette, using the science of aerodynamics to shape and reshape the surface of the car to cut down on wind drag.



In the earliest stages of development, quarter-size scale models were taken into the wind tunnel at the General Motors Technical Center for extensive aerodynamic testing. These early tests resulted in some important changes in several surfaces of the car.

Later on, a full-size model was shipped to the wind tunnel facility of Lockheed Aircraft in Marietta, Georgia, for further testing. Additional improvements were made.

Thanks to aerodynamic testing, The New Chevrolet is more than just a beautiful car.

It is a car designed to be beautifully efficient.

Corrosion fighters.

A lot of new thinking went into 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 a tough acrylic finish on the body.

Corrosion protection begins in the basic design, where we went in and eliminated many of the nooks and crannies where corrosion-causing moisture might collect.

And it continues through 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.

More room in the trunk.

Does The New Chevrolet have as much trunk room as 1976 Caprice Classic/Impala/Bel Air models? No.

It has more. Plus a flatter, more usable floor. A grand total of 20.2 cubic feet in the Sedan and 19.8 in the Coupe to load up with whatever you want.

(Trunk is shown with the available deluxe trim which includes wall-to-wall carpeting and a cover for the spare tire.)



New fuel efficiency

Engine	Power Rating*	Standard Transmission	Standard Axle Ratio	City Mpg†	Mileage Highway Mpg†
Coupes & Sedans					
250-4 bbl. Six (4.1-litre)	110	Turbo Hydra-matic	2.73	21	28
305-2 bbl. V8 (5.0-litre)	145	Turbo Hydra-matic	2.56	20	28
350-4 bbl. V8 (5.7-litre)	170	Turbo Hydra-matic	2.56	19	26
Wagons					
305-2 bbl. V8 (5.0-litre)	145	Turbo Hydra-matic	2.73	20	27
350-4 bbl. V8 (5.7-litre)	170	Turbo Hydra-matic	2.73	18	24

*SAE Net (as installed) rating.

†These mileage figures are estimates, based on Transport Canada approved test methods. The actual mileage you get will vary according to the kind of driving you do, your driving habits, your car's condition and available equipment.



Caprice Classic. The most elegant way to say Chevrolet.

Caprice Classic has stood regally at the top of our line for 12 years and has always been a most special, most sumptuous,

most distinguished Chevrolet. As you can see, it still is. But now, even more. The clean and classic lines

of this year's new design give the 1977 Caprice a look of worldly sophistication. What sets Caprice apart

from all other Chevs and most other cars is a wonderful combination of subtle touches on the outside and in. Caprice has

its own rich-looking textured grille and an impressive new crest which stands proudly on the hood, its own handsome

wheel covers. Inside, you'll find distinctive decor for seats and doors, a fold-down centre armrest in the Sedan, door

pull straps, courtesy lights, extra soundproofing, an electric clock and more.

Caprice Classic is offered

as an elegant 4-door Sedan, a handsome 2-door Coupe and a versatile 2-seat or 3-seat Estate Wagon.

Caprice Estate Wagon. Shown with available bumper rub strips, bumper guards, twin remote outside mirrors, roof luggage carrier and white stripe tires.



Caprice Classic Coupe. Shown with available bumper rub strips, bumper guards, twin remote outside mirrors and white stripe tires.



Beautifully furnished, beautifully finished. Available 50/50 split seat with dual armrests is shown.



Impala. Canada's traditional favourite has never been in better shape.

Through the years, the Chevrolet Impala has consistently offered a combination of room, ride, price, value, quality, personality and reputation that

has kept people coming back for more, more, more.

It has been an enormously popular automobile. So why in the world would we totally redesign it?

To make it more appropriate for the times and, in so doing, an even better Impala in many respects than the popular Impalas of the past.

With one eye on the future

and one eye on the past, we managed to make the 1977 Impala 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. Then we did a very sneaky thing. We put it all into the prettiest package a Chevrolet Impala's ever been in.

Like all Impalas, the new

one is an incredible amount of automobile for the money and comes complete with steel-belted radial tires, automatic transmission, power front disc

brakes, power steering, High Energy Ignition, even a built-in diagnostic terminal.

The New Impala.

More than any Impala before it, it combines common

sense with uncommonly good looks.

Your choices: 4-door Sedan, 2-door Coupe, 2-seat or 3-seat Station Wagon.

Impala Sedan. Shown with available pin striping, bumper rub strips, bumper guards, twin remote outside mirrors, wheel opening mouldings, full wheel covers and white stripe tires.



Impala Wagon. Shown with available bumper rub strips, bumper guards, twin remote outside mirrors, roof luggage carrier, wheel opening mouldings, full wheel covers and white stripe tires.



The Impala environment. Spacious, comfortable, quiet — and more.

Bel Air. Our lowest priced new Chevrolet.

If you are looking for a full-size family car with a budget price in mind, Bel Air is the car for you.

Although lower in price, Bel Air offers all of the new engineering and design fea-

tures you've read about on the preceding pages.

More manageable in city traffic, more headroom, more rear seat leg room and headroom, more trunk space... a car more appropriate for our times.

Bel Air comes complete with standard equipment like automatic transmission, power steering and power front disc brakes, steel belted radial ply tires and even an electric rear window defogger.

The New Bel Air. The answer for those with a need for a full-size car with a budget in mind.

Available in a 4-door sedan, 2-door coupe, 2-seat or 3-seat Station Wagon.



Bel Air with available all-vinyl interior.



Bel Air Sedan. Shown with available body side mouldings, full wheel covers and white stripe tires.

The New Chevrolet Wagon.



The 1977 Chevrolet wagons take up less space in garages and parking places than Chevrolet Wagons of 1976. A new 116-in. wheel-base provides good manoeuvrability. A wider tread, scientifically engineered frame and Full Coil spring suspension help smooth out the ride. Power steering, power brakes and automatic transmission are standard, too.

Equally important, the business end of Chevy's new wagons are all business. Yet, here too, you'll find a full measure of tastefulness and finish. The "squared-off" rear end accepts bulky cargo like a true wagon should. There is 87.3 cubic feet of cargo area back there, and the space has been arranged to be very functional.

For work or fun, the Three-way Door-Gate provides the convenience that is highly popular among wagon owners. Rear visibility is exceptional. Lockable stowage areas and built-in utility trays are appointments that make wagon sense. The second seat and the rear-facing third seat in three-seat models convert easily into cargo area.

Yes, Chevrolet's new wagons are completely beautiful, tastefully appointed and functional. But you have to drive one to get the full effect of what Chevy's newness is all about. You'll love the ride, the nice responsive steering, the way it manoeuvres and parks.



Caprice Estate all-vinyl interior (top), Impala all-vinyl interior (below).

A high level of comfort and elegance.

The full foam seats are broad and spacious. The front seat has a new shell design that allows for comfortable rear seat knee room.

With Caprice Estate, you're virtually surrounded with tasteful appointments. Luxury door trim with large horizontal panels trimmed in knit pattern cloth or expanded vinyl, door pull straps and a fully recessed door handle in the armrest.

Tall, wide and handsome.

Impala's full-width full foam bench seats are built for comfort. The new Impala door trim is distinct with a wood-grain vinyl accent panel, full recessed door release handle and door "finger-pull" inset.

The control centre.

All instruments are directly in front of you.

The large speedometer is centred, with fuel gauge right and a series of telltale lights left, including tailgate-ajar, oil, water, Delco-tron generator and brake service lights.

Caprice Estate, Impala and Bel Air interior features:

New acoustical package for a new level of quietness, with special attention to dash, front end and roof areas (standard on Caprice Estate, available on Impala and Bel Air). Vinyl-coated textured metal cargo area. Spare tire stores vertically in right rear trim panel and includes a handy, removable assist strap.

Three-way door-gate (A & B).

Unlock, turn the handle and it easily opens sideways, glass and all. Or, a quick turn of the key and the rear glass slides down to provide an easy reach into the rear compartment. You can open sideways again, with the glass down.

Standard features of the new Chevrolet Wagons.

One more way. Release the inside catch with the window lowered and the gate comes down to provide a load floor extension and easy access for loading bulky cargo.

A 29-in. rear opening height is your entrance to over 94 inches of usable cargo length. There's over 87.3 cu. ft. of total volume with a full four feet between the wheelhousings. For those special hauling occasions, you can accommodate 4' x 8' sheets of plywood, stacked flat, with the door-gate closed and the front seat in the forward position.

Special lockable stowage areas and large utility trays (C & D).

Under the rear floor of two-seat models there is six cubic feet of secure, lockable stowage area. There's another lockable stowage area built into a handy, large glovebox-type arrangement in the left trim panel.

Then you'll notice deep, convenient special utility trays in each trim panel.

Fingertip seat-down control (E).

The second seat converts easily into cargo area. A simple fingertip push on the handy button-type latch releases the seat automatically and moves it forward. You simply glide the seat down into its closed position.

Rear-facing third seat (F).

On Chevrolet 3-seat wagon models, the third seat also converts easily into required cargo area. A simple fingertip control lever located in the right rear trim area is used to automatically drop the seat into its closed position. Other features include dome light, carpeted footwell, ashtray and rear bumper step pad.



Caprice Estate (above and on preceding page) shown with available roof luggage carrier, twin remote outside rearview mirrors, bumper rub strips and guards and white stripe tires. Impala (upper right) shown with available roof luggage carrier, wheel covers, wheel opening mouldings, bumper rub strips and guards and white stripe tires.

Included in the price of The New Chevrolet:

1 4.1-litre engine

Chevy's 250 Six. The new standard power plant for The New Chevrolet Sedans and Coupes. The 305 V8 (5.0 Litre) is standard on Wagons.

2 Automatic transmission

Turbo Hydra-matic moves you smoothly through three forward speeds.

3 Diagnostic terminal

Plugs into analyzer to perform important electrical tests and checks quickly and accurately.

9 Catalytic converter

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

10 Inner fenders

Shield outer surfaces from kicked-up stones, slush and road salt for corrosion protection.

11 Body by Fisher

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

4 Power front disc brakes

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

5 Full Coil suspension

A smooth "big car ride" thanks to big coil springs at all four wheels. Includes front stabilizer bar.

12 Power steering

Combines with this year's tighter turning circle to make parking all the more effortless. (Variable ratio power steering standard on Wagon.)

13 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.

6 High Energy Ignition

Spark is up to 85% hotter than with earlier conventional breaker-point system, for quick starts and smooth ignition performance at all speeds. Plugs last longer, no points or ignition condenser to replace.

7 Steel-belted radial tires

Benefits include longer tread life, impressive traction on wet and snowy roads and less rolling resistance.

8 "Smart Switch"

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

14 Flow-through ventilation

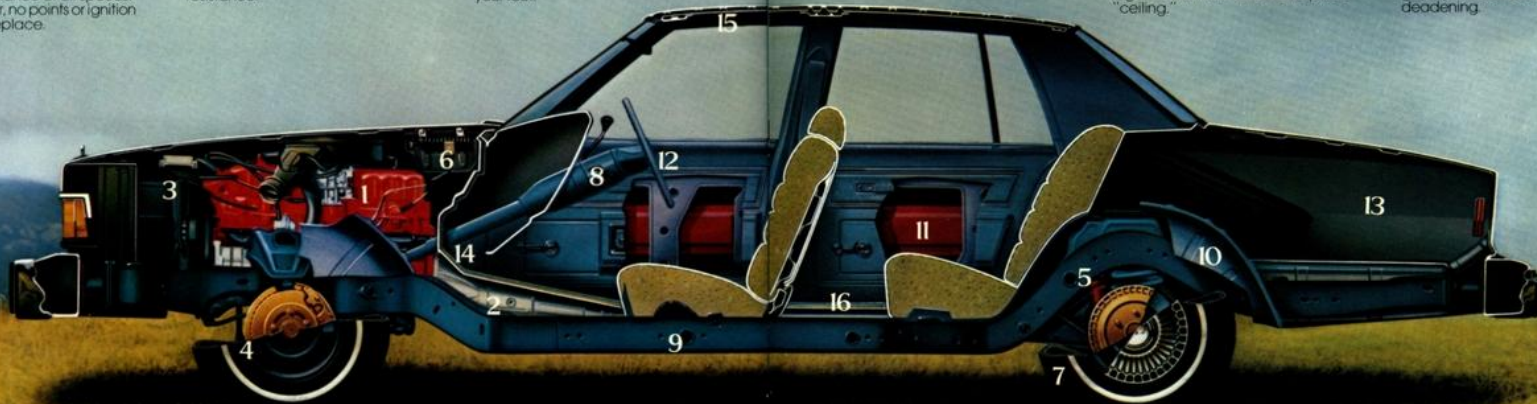
Replaces used air with new air inside the car. Air exits through louver outlets in the door pillars.

15 Acoustical headlining

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

16 Full carpeting

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



Other assorted standards

- Roof drip mouldings • Fanned rear brake drums • Moulded full-foam seat construction • New instrument panel design • Electro Clear rear window defogger • Delcotron generator with built-in solid-state voltage regulator • Coolant recovery system helps prevent loss of coolant • Built-in heater/defroster system • Foot-operated parking brake • Glove compartment light • Cigarette lighter • 17.5-gallon fuel tank • Comprehensive acoustical insulation throughout

Caprice Classic and Caprice Estate only

- Full wheel covers • Wheel opening mouldings • Courtesy lights • Carpeted lower door panels • Pull straps on front doors • Fold-down front centre armrest (except Coupe) • Added acoustical insulation • Electric clock • Stand-up hood ornament
- Exterior colours** • 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

Interior trims • Caprice Classic only: Knit Cloth in Black, Blue, Green, Buckskin, Firethorn. Custom Cloth available in Blue, Buckskin or Firethorn. Impala only: Knit Cloth in Black, Blue, Buckskin, Firethorn. All-Vinyl available in Black, Blue or Green. Caprice and Impala: All-Vinyl available in Buckskin or Firethorn. Also White, with surrounding environment in Black, Blue, Green or Firethorn. Belt Air only: Cloth and vinyl in Blue or Buckskin. All-Vinyl available in Blue or Buckskin.

Occupant protection • Seat belts with pushbutton buckles for all six 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 hinges • Inertial seat back (no release knob required) • Energy-absorbing padded instrument panel and front seat-back tops • Contoured windshield header • Thick laminate windshield • Safety armrests • 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 day-night 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

Recommended normal service intervals

Long mileage or time intervals between recommended service help save you time and money. 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.

Some things you can add to add to your pleasure.

Comfortilt steering wheel

Adjusts to six different positions. Good idea for families with more than one driver.

Power antenna

Adjust to improve reception as you move from place to place, station to station. Fender mounted. (Replaces windshield antenna at extra cost.)

Digital clock

Tells you the precise time at a glance. (A conventional electric clock is standard on Caprice Classic, available on Impala and Bel Air.)

Radios

Choose from quality Delco-GM radios — AM, AM/FM and AM/FM stereo. FM models have improved speakers for 1977, for fuller, richer sound that engulfs you. (Windshield antenna included with factory-installed radios.)

Power trunk release

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

Special Custom Interior

Luxurious interior available for Caprice Classic only. Features plush upholstery, 50/50 front seat with dual centre armrests, and more.

Gauge package

Includes temperature gauge, trip odometer, plus an Econominder gauge which tells you when you're driving in an economical range.

8-track stereo tape system

Surround yourself with your kind of music wherever you go. Available with AM or AM/FM radios.

Cruise-Master

Automatically maintains speed for added driving ease on long stretches. A touch of the brake deactivates.

Air conditioning

Four-Season: Heats, cools, defrosts and defogs. Comforton: Maintains the temperature range you dial, automatically. Both units come with built-in diagnostic terminal that speeds system checks.

More things you'll want to consider adding:

1 Power windows

Master control on driver's door for all four side windows, plus individual switches for passengers.

2 305-2 barrel V8 (5.0-litre)

A small-block 2-barrel 305-cubic-inch is available.

3 350-4 barrel V8 (5.7-litre)

Still more power — for hilly driving, big loads, trailering. 350-cubic-inch engine, 4-barrel carburetion.

4 50/50 seats

Separate and fully adjustable for driver and passenger, with fold-down armrest for each. Deluxe colour-keyed seat/shoulder belts are included.

5 Power seat

Electric 6-way control of entire front seat — or driver's seat only, if ordered with 50/50 seats.

6 Power door locks

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

7 Vinyl roof cover

In shades of Blue, Green, White, Black, Buckskin, Firethorn and Silver depending on the body colour you choose.

8 Custom two-tone

A truly beautiful touch for a truly beautiful car. In sophisticated shades of Blue, Buckskin or Silver. Regular two-tone treatments also available.

9 Sport wheel covers

Lend a distinctive touch.



F41 sport suspension

Adds "flavour" to the ride and driving, for those who prefer a sportier feel at the wheel. Includes rear stabilizer, larger front stabilizer, special springs and shocks. (Available with GR70-15 tires only.)

Also available • Twin remote mirrors • Bumper guards and rub strips • Tinted windows • Positraction rear axle • Heavy-duty radiator • Value appearance group for Impala (Includes body side mouldings, full wheel covers and wheel opening mouldings.) • Heavy-duty battery • Deluxe colour-keyed seat and shoulder belts • Litter container • Colour-keyed floor mats, front and rear • Visor mirrors,

Heavy-duty suspension

Helps maintain pleasing ride characteristics under extra-heavy loads, such as trailering.

regular or illuminated • Body side pinstriping • Body side mouldings. Bright metal with protective, body-colour vinyl insert. • White stripe tires • Intermittent windshield wiper system • Super-lift shock absorbers, air adjustable • Trailering equipment for hauling up to 6,000 lbs. (ask your dealer for full information).



Now, that's more like it.



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