

# VEGA '75

Vega is an economy car and a half.

It's a sporty little car that's comfortable and fun to drive, and shouldn't cost you a lot to own or to operate. We could have written that four years ago. But each year Vega gets a little better. This year more options are available and we've made over 200 changes.

It makes more sense than ever.

Vega takes economy seriously. And a true economy car should help save you money from the time you buy right through to the time you sell. Consider the three economies of Vega.

Number one: Vega is one



of the lowest priced cars made in North America.

Two, Vega's overhead-cam, lightweight engine is capable of taking you a long way on a gallon of gas.

Three is upkeep, and Vega shouldn't cost you a lot to keep up. This year Vega has a new High Energy Ignition system to increase starting performance and reduce tune-up costs.

Vega. Economy plus, plus, plus.

But Vega's more than just an economy car. With Vega you also get sportiness, roominess, roadability, range, quality, variety, bucket seats and carpeting, plus a lot of little things not ordinarily associated with economy cars. 1975 Vega is Economy Plus.



SEE WHY MORE CANADIANS BUY CHEVROLET Chevrolet



## ECONOMY PLUS.

2

**The economy of our lowest priced Vega.**

That's the Vega Notchback Coupe, below. It has a fairly roomy back seat and a cargo-guard bulkhead between the back seat and the trunk.

There are new color choices, new fabrics and there's a larger outside rearview mirror.

Mechanically, the front suspension lower ball joints are



Vega instrument panel.

larger and we've also added wear indicators so you can see how well the ball joints are holding up.

### More mileage

Vega's standard steel-belted radial tires should give you a little better gasoline mileage. They are also designed to give better traction on wet and snowy roads, long tread life, stiff resistance to cuts, and good ride and handling characteristics.

**Our do-it-yourself manual can save you money.**

Do your own maintenance and save even more money with the handy 94-page do-it-yourself manual which comes



with every Vega. Then—if you want—spend some of the money on Vega options like



air conditioning.

There is a deluxe version of the Notchback available, called the Vega

LX. More about it on page 8.



Front bucket seats in standard all-vinyl upholstery.

Shown on cover, top to bottom: Vega Estate Wagon, Vega Wagon, Vega Notchback LX and Vega Hatchback GT.

The Vega Notchback Coupe.



## ECONOMY PLUS A HATCH.

3

**The convenience of our most popular Vega.**

The Hatchback Coupe has a big rear door, or hatch, with counterbalanced arms that help let you open it with one hand. The back seat can be folded down to create the wagon-like convenience of a load floor that's 42 inches wide and just 1½-inch shy of 5½ feet long.

Vega is a sporty-looking car with its fastback styling. But its real beauty lies in the way it drives.

Vega is low and wide and therefore steady on the road.

Vega has front disc brakes. (And this year power brakes are available.)

Vega has a coil spring at each wheel and an independent front suspension with new larger lower ball joints and wear indicators.

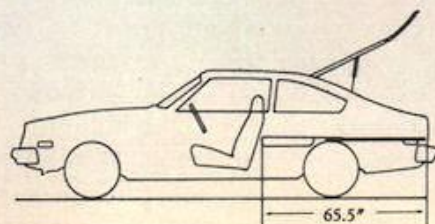
And Vega's 140-cubic-inch 4-cylinder engine has performed very well. Being larger

than most little car engines, it is more responsive than you might expect, yet economical as well. Once again, we've refined and improved it a little.

### **Vega is efficient**

This year Vega saves you money every mile.

Vega's steel-belted radial tires mean lower rolling resistance. That means better mileage.



Our High Energy Ignition brings up to 35,000 volts to the spark plugs. That means more reliability. Equally important, there are fewer components like breaker points and condenser so HEI is a more durable ignition system.

As well, a series of engineering improvements work together to provide smoother performance, quicker starts and fewer tune-ups.

One more little thing is a new, two-stage coolant level warning light in the instrument cluster to signal you in plenty of time if the cooling system needs attention.

*Many Options and Custom Features are available for Vega. Some are illustrated or described in this catalog.*



*The Vega Hatchback Coupe.*



## ECONOMY PLUS MORE ROOM.

The savings of a small car and the space of a small wagon.

The Vega Wagon makes Vega economy available to more people. For example, for families with more things to



Inside the Wagon with the rear seat folded down.

carry than a little car can hold, the Vega Wagon has up to 50.2 cubic feet of cargo capacity for anything from ironing boards to tulip bulbs. See the next page for more dimensions.

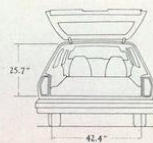
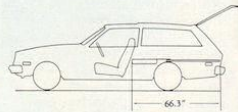
Another dimension of interest is 13.4 gallons. That's the rated capacity of Vega's fuel tank. Under normal conditions, it should take you a long way between fill-ups.

The Vega you put your name on.

Shown below is the Panel Express, the Vega with a special place to write your name.

It's like the Vega Wagon except it doesn't have windows in back, and it has more cargo room because it only has one seat, for the driver. A second passenger seat is available. It's the only Vega without carpeting, because most people don't

want carpeting in their Express. It's a very useful little vehicle for lots of businesses—or pleasures for that matter.



## OR MORE ROOM AND MORE TRIM.

Our Vega Estate Wagon. Good-looking cargo space.

Wood-grain vinyl trim plus several other features like wheel covers and wheel opening moldings give the Estate more of a wagon look. Also included is our Custom Interior, with deluxe upholstery and trim in custom cloth-and-vinyl or all-vinyl, special contoured bucket seats, a day-night inside rear-view mirror, rear ashtrays, an assist handle in the instrument panel, additional insulation, door pull handles and more.

You also get a sport steering wheel and a two-position adjustable driver's seat back.



The Custom Interior instrument panel. Also includes 4-spoke Sport Steering Wheel with GT and Estate Wagon.

Some dimensions	Notchback	Hatchback	Wagon
Cargo floor length (behind front seat)	—	65.5	66.3
Width between wheelhouses	—	42.0	42.4
Rear loading height to ground	—	30.0	22.8
Liftgate opening height	—	32.0	25.7
Liftgate opening width at floor	—	45.3	42.4
Luggage space—effective (cu. ft.)	8.7	18.9*	50.2*

\*Rear seat folded

With all Vega Wagons the cargo floor is also carpeted. The roof luggage carrier can be ordered for the Wagons.

One more little thing.

If you've ever spent time in a little car you'll appreciate Vega's very good heater/defroster system, with flow-

through power ventilation. There are twin defroster outlets, and twin air vents to bring in outside air.



Deluxe bucket seats shown in Custom all-vinyl.



The Vega Panel Express (rear) and the Vega Wagon.

The Vega Estate Wagon.



## ECONOMY PLUS EXTRA SPORTINESS.

6

GT stands for ride and handling, not just for looks.

The windswept look of an expensive sports car? Not exactly, but trim fastback styling, certainly. And underneath it,



Out on the road is where it really shines.

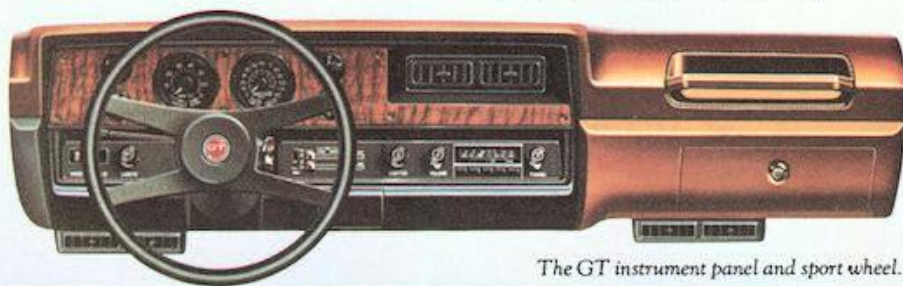
sports suspension with stabilizer bars in front and in back, special 13 x 6 GT wheels and white lettered steel-belted radial tires.

A fully synchronized 3-Speed manual transmission with floor-mounted control is

standard, or you can order 4-Speed manual or Turbo Hydra-matic.

And, yes, several other sporty features.

The GT package also includes special instrumentation (tachometer, temp gauge, clock and ammeter), an assist handle in the GT panel facing the passenger, a 4-spoke steering



The GT instrument panel and sport wheel.



The Vega Hatchback GT.



wheel, two-position adjustable driver's seat back, plus new dual sport mirrors (the one on the driver's side is remote-controlled).

#### **Pretty things.**

Black-finished lower body side moldings, black-finished body sill and headlight bezels, parking lights with clear lenses and amber bulbs, body-color door handle inserts, wheel opening moldings, belt molding,

amber bulbs and GT nameplates on the front fenders are also included.



*The GT interior, with Custom vinyl upholstery.*

#### **Vega GT. To stripe or not to stripe?**

That's up to you. GT sport stripes can be ordered in black or white.

The GT package is available with the Hatchback and the Wagon and . . .

#### **The Vega Estate GT.**

We call it the super wagon.

It combines the best features of the Estate Wagon and the GT Wagon. The result is a sporty little wagon with all those little luxuries you may not want to do without.



*The Vega Hatchback GT.*



## ECONOMY PLUS LUXURY.

8

For people who can afford a big luxury car, but happen to prefer a small one offering luxurious appointments.

If you're accustomed to nice things, we have a couple of suggestions.

For the Hatchback or Notchback, a vinyl roof cover can be ordered in nine colors, in combination with various interiors and exterior colors.



Comfortilt steering wheel is a new option and a comfort for tall people. With it you can adjust the wheel up or down to your most comfortable driving position, and also tilt the wheel up out of the way to help make getting into and out of a Vega easier.



And some very good news to hear is that AM/FM Stereo is now available for Vega.

For year-round driving comfort, you can order our Four-Season air conditioning system.



Auxiliary Lighting is a new package available. It's an array of illumination: an underhood light, glove com-



partment light and a "headlights-on" warning buzzer to remind you to turn off your lights when you park. And you also get a rear compartment light on the Wagons and Panel Express.

**Mothers:** We suggest an automatic transmission, power steering and power brakes.

Power brakes are available this year for the first time. And, of course, power steering can be another comfort, even in a little car. Ours is variable ratio, for ease of handling

when parking or at cruising speeds.



Our available automatic transmission is three-speed Turbo Hydra-matic. It shifts by itself, but if you should feel sporty you can handle it like a stick shift.

### The Vega LX.

It's a deluxe version of the Notchback Coupe, with a vinyl roof cover, protective side moldings, wheel opening moldings, full wheel covers, Custom Interior trim, sport steering wheel, an electric clock, additional sound insulation and so on.



### Our new Special Custom Interior.

It's about as nice as you'd find in any car, yet you can have it in our little economy Vega. It's available on Hatchback and Wagon models.





*The new Special Custom Interior.*

In comfort and in appearance, it's very plush indeed. It includes thicker floor carpeting; color-keyed ashtray, seat belts, steering column and instrument cluster; foam-backed

headlining; additional wood-grained accents; specially shaped "European" front bucket seats; a 2-position driver's seat; and a special knit cloth trim with matching trim on the lower door panel.

Those are a few of the options you can order to really dress up your Vega. On the next page we present a lot more.



## ECONOMY PLUS, PLUS, PLUS.

10

### Available options and accessories to make "a" Vega "your" Vega.

Find a comfortable seat (inside a Vega maybe?) and use this check list to figure out what kind of Vega you would most like to own.

#### Models

- ☐ Notchback Coupe
- ☐ LX Notchback Coupe
- ☐ Hatchback Coupe
- ☐ Hatchback GT ☐ Wagon
- ☐ Wagon GT ☐ Estate Wagon
- ☐ Estate GT ☐ Panel Express

#### Colors

- ☐ Antique White ☐ Bright Blue\*
- ☐ Light Green\* ☐ Dark Green\*
- ☐ Cream Beige ☐ Bright Yellow
- ☐ Sandstone ☐ Bronze\*
- ☐ Dark Red\* ☐ Light Red
- ☐ Orange.\*

\*Metallic

### Standard and available interiors.

- ☐ Standard all-vinyl. ☐ Standard cloth and vinyl. ☐ Custom all-vinyl. ☐ Custom cloth and vinyl. ☐ Special Custom.

### Standard and available power teams.

- ☐ Standard 140 engine with two-barrel two-stage carburetor
- ☐ Standard 3-Speed transmission. ☐ Turbo Hydra-matic automatic transmission with tunnel mounted console.
- ☐ 4-Speed manual transmission with simulated leather boot.
- ☐ Positraction rear axle.

### Popular available options.

- ☐ Decor Group (for Notchback only). Included on LX, or when Custom Interior and Custom Exterior are both ordered. Includes bright side window moldings and adjustable floor position for the passenger front seat. With Custom Exterior only, includes the adjustable seat.
- ☐ Custom Exterior (not available with LX or Estate models.) With bright wheel opening moldings, lower body side moldings, black-finished body sill, body-colored door handle accent, belt molding with Hatchback, bright side window moldings with Notchback.
- ☐ Auxiliary Lighting.
- ☐ Vinyl roof cover (for Hatchback and Notchback, included with Notchback LX).
- ☐ Front and rear bumper impact strips.
- ☐ Deluxe front bumper guards.
- ☐ Bright metal door edge guards (except Estate).
- ☐ Sport stripes (GT only).
- ☐ Color-keyed front and rear floor mats.
- ☐ Electric clock (included with LX and GTs).
- ☐ Electro-Clear rear window defogger.
- ☐ Day/night inside rearview mirror (included with Custom Interior and on LX and Estate).
- ☐ Dual sport mirrors.
- ☐ Four-Season air conditioning (includes larger generator, heavy-duty radiator).
- ☐ Rear window air deflector for Wagon and Panel Express.
- ☐ Soft-Ray tinted glass.

- ☐ Special instrumentation (included with GTs).
- ☐ Body side molding with vinyl insert (included on LX; not available on Estate).
- ☐ Power brakes.
- ☐ AM radio.
- ☐ AM/FM Stereo radio. (With factory-installed radios, the antenna is in the windshield.)
- ☐ Rear seat speaker.
- ☐ Special ride and handling package with front and rear stabilizers and white lettered radial ply tires.
- ☐ Adjustable driver's seat back (included with GTs and Estate Wagon).
- ☐ Sport steering wheel (included with GTs, LX and Estate Wagon).
- ☐ Wheel trim rings (included with GTs).
- ☐ Swing-out rear side windows (coupes only).
- ☐ Comfortilt steering wheel.
- ☐ Custom Deluxe color-keyed seat and shoulder belts.
- ☐ BR 78 x 13B steel-belted radial ply white lettered tires. (Std. on GT.)

Option availability often depends on model and other equipment selected. Your dealer can answer any specifics. Accessories available only through your dealer include:

- ☐ Portable spotlight.
- ☐ Adjustable wind deflectors.
- ☐ Right-side rearview mirror.
- ☐ Mast-type antenna.
- ☐ Litter container. ☐ Tissue dispenser. ☐ Fire extinguisher.
- ☐ Highway emergency kit.
- ☐ Compass. ☐ Locking gas caps. ☐ Luggage carrier. ☐ Ski rack. ☐ Hatchback "Hutch."





*Sport mirror.*



*Tachometer.*



*Swing-out rear side window.*



*4-Speed shift lever.*



*2-position adjustable driver's seat.*



*Luggage rack.*



*Day/night rearview mirror.*



*A "Hutch" for the Hatchback.*



*Rear window defogger.*



*Turbo Hydra-matic.*



*AM/FM Stereo.*



*Wheel trim rings.*



# ECONOMY PLUS DETAILS.

## Some Vega Standard

### Features:

- ☐ Front styling includes grille louvers molded into front panel, recessed headlights and rectangular parking lights ☐ Large rectangular taillights ☐ Power-Beam headlights
- ☐ Curved side windows ☐ Flush-style door handles ☐ Full door-glass styling on all models ☐ Flow-through power ventilation system
- ☐ Cigarette lighter ☐ Inside hood release ☐ Cut-pile carpeting
- ☐ Padded instrument panel and sun visors ☐ Convenient map pocket in driver's door ☐ Tunnel-mounted transmission control with all power teams ☐ Tunnel-mounted parking brake ☐ Recessed pull-open door handles ☐ Molded full foam front bucket seats ☐ 13.4-gallon fuel tank
- ☐ Double-panel roof ☐ Delcotron generator with built-in solid-state regulator ☐ Sealed side-terminal battery with flame arrestor battery caps ☐ Coolant recovery system
- ☐ Magic-Mirror acrylic lacquer finish ☐ Full Coil suspension system with computer-selected springs
- ☐ Audible wear sensors on front disc brakes ☐ Retracting bumper system with spring-mounted aluminum bumpers front and rear.

## Plus These New

### Features for 1975:

- ☐ 2-bbl. 140-cu.-in. 4-cylinder engine
- ☐ Larger outside rearview mirror
- ☐ Larger front suspension lower ball joints with wear indicators

- ☐ Steel-belted radial tires
- ☐ High Energy Ignition system
- ☐ Low coolant level warning light.

## Occupant Protection

### Features:

- ☐ Seat belts with pushbutton buckles for all passenger positions
- ☐ Two combination seat and shoulder belts for driver and right front passenger (with reminder light and buzzer and inertia reel). ☐ Front seat head restraints (built into seat back) ☐ Energy-absorbing steering column ☐ 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
- ☐ Contoured full roof inner panel
- ☐ Thick-laminate windshield
- ☐ Padded sun visors ☐ Safety arm-rests ☐ Safety steering wheel
- ☐ Side-guard beams ☐ Cargo-guard luggage compartment (Notchback only).

## Accident Prevention

### Features:

- ☐ Side marker lights and reflectors (front side marker lights flash with direction signal) ☐ Parking lights that illuminate with headlights

- ☐ Four-way hazard warning flasher
- ☐ Back-up lights ☐ Lane-change feature in direction 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.

## Anti-Theft Features:

- ☐ Anti-theft ignition key reminder buzzer ☐ Anti-theft steering column lock ☐ Inside hood latch release.

## Vega Dimensions

Wheelbase	97.0.
Length (overall)	175.4. *
Width (overall)	65.4.
Height (loaded)	51.9. †
Tread—front	55.2.
Tread—rear	54.1.

\*176.4" with available front and rear impact strips

†Hatchback, 50.0"; Wagon, 52.0"

**1975 Vega. See what it's like to drive a winner.**

Vega honors include: *Car and Driver* Readers' Choice, Best Economy Sedan, '71, '72, '73. *Motor Trend*, Car of the Year, '71; Economy Car of the Year, '73 GT.



**Chevrolet**

The illustrations or descriptions in this catalogue do not necessarily show standard colors, materials and equipment. General Motors of Canada Limited reserves the right to make changes at any time without notice, in prices, colors, materials, equipment, specifications and models, and also to discontinue models. This right may be exercised without incurring any responsibility with regard to cars and trucks previously sold.

GENERAL MOTORS OF CANADA LIMITED, OSHAWA, ONTARIO

