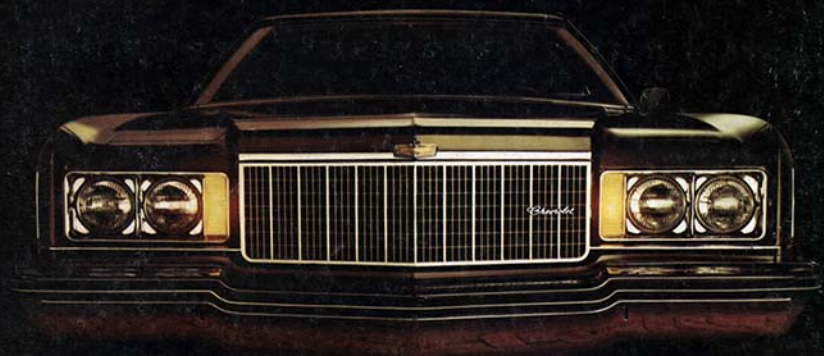


1974 Chevrolet
Caprice Classic / Impala / Bel Air



Building a better way to see the U.S.A.

 Chevrolet



A lavish measure of comfort, fine handling and beautiful styling: these are the distinguishing marks of the new Chevrolets. Consider the enviable luxury of the Caprice Classic. The persistent value of the top-selling Impala. The economy approach of the Bel Air. There's so much to admire, even more to enjoy, in driving the spacious new Chevrolets for 1974.

The Caprice Classic. For people who think driving is something the car should do. This is the philosophy behind Caprice Classic. And the reason for its air of exceptional luxury. It's elegantly styled outside, remarkably handsome inside. But Caprice Classic is much more than this. It has a sure talent for putting pleasure into driving. Standard variable-ratio power steering makes for easy steering. Power front disc brakes need only light footwork. And the Turbo Hydra-matic transmis-



sion shifts from first through second into third without your lifting a finger. With all that the new Caprice Classic has to offer, what need to look further? Or higher?

SHOWN HERE AND ON THE FRONT COVER, CAPRICE CLASSIC COUPE COMES THROUGH WITH MORE STYLE THAN EVER, THANKS TO THIS YEAR'S DRAMATIC NEW ROOF LINE. ADDING TO ITS GRACEFUL LOOK ARE THE RESTYLED GRILLE WITH DISTINCTIVE BRIGHT-ACCENTED VERTICAL BARS, FULL WHEEL COVERS AND LARGER REAR SIDE WINDOWS. [] AVAILABLE ON ALL CHEVROLETS ARE MANY OPTIONS AND CUSTOM FEATURES. SOME ARE ILLUSTRATED OR DESCRIBED IN THIS CATALOG. [] © 1973, CHEVROLET MOTOR DIVISION, GENERAL MOTORS CORPORATION.





If Caprice Classic strikes you as luxurious, it's because we planned it that way. The ride is one good example. There's the smooth suspension with large Full Coil springs, also new acoustical treatment to augment Caprice Classic's quietness. Other noteworthy features include the 400-cu.-in. V8 engine that runs on unleaded, low-lead or regular fuels, rear fender skirts, a power ventilation system that lets air circulate with the windows closed even with the car sitting still, and front and rear bumper systems that retract on impact to help cushion minor bumps.

This year, you can add radial-tuned suspension and GM Specification steel belted radial ply tires with their many important tire performance characteristics. Or there's the Cruise-Master control that automatically maintains your speed, and Comforton air conditioning that automatically maintains a pre-set temperature.

Go anywhere in the Caprice Classic and you'll go relaxed, in an atmosphere of quiet quality and confidence.

TOP RIGHT: CAPRICE CLASSIC 4-DOOR SEDAN WITH ITS ARISTOCRATIC PILLARED ROOF STYLE OFFERS EASY ENTRY TO THE BACK SEAT AND FAMILY-SIZE ROOMINESS. TYPICAL OF THE MANY CAPRICE CLASSIC REFINEMENTS IT PROVIDES ARE THE AUTOMATIC DOME LIGHT SWITCHES ON REAR DOORS.

LOWER RIGHT: THE POPULAR CAPRICE CLASSIC SPORT SEDAN BLENDS TASTEFUL STYLING WITH 4-DOOR CONVENIENCE. HIGHLIGHTS INCLUDE THE LUXURY OF A FOLD-DOWN CENTER ARMREST IN THE SPACIOUS FRONT SEATING COMPARTMENT FOR THE EASE OF DRIVER AND PASSENGER.



ABOVE: CAPRICE CLASSIC CONVERTIBLE SETS A SPORTY MOOD WITH DURABLE POWER-OPERATED VINYL TOP AND GLASS (NOT PLASTIC) REAR WINDOW. ENJOY CLASSIC GOOD TASTE IN THE STANDARD INTERIOR WITH SUPPLE VINYL EVERYWHERE—ON SEATS, DOORS, INSTRUMENT PANEL AND LOW-PROFILE HEAD RESTRAINTS—IN A CHOICE OF BLACK, NEUTRAL OR GREEN.









The Caprice Classic standard interior (above) speaks eloquently for the pleasures of the car. Take, for instance, the touch of comfort offered by the fold-down front center armrest on the sedans. Then there's the new elegance of velvet-look plush knit cloth deftly mixed with vinyl for seats and door trim; in black, blue, green, red or taupe in coupe, sport sedan and 4-door sedan. Or you may prefer the sophisticated new all-vinyl interior shown on page 8, available in black or neutral. Beauty goes to your feet with

the new cut-pile nylon carpeting that's both durable and handsome.

And the luxury continues with stylish color coordination throughout: the padded instrument panel, soft-rim steering wheel, steering column, even the instrument cluster this year, are all color-keyed with the interior upholstery and carpeting. Among other Caprice Classic luxury standards are luggage compartment light and electric clock.







Available Caprice Classic 50/50 reclining passenger seat helps ease your travels. The front passenger seat adjusts manually, forward and back, and reclines for added comfort. And for the driver's seat, the personalized positioning of a 6-way power adjustment may be ordered. The 50/50 reclining passenger seat is available with interior choice of black, blue, green, red or taupe in plush cloth; black or neutral in all-vinyl. Includes color-keyed Custom Deluxe seat and shoulder belts. (The 50/50 seat is not available in the convertible.)

Caprice Classics, you will be pleased to know, also have as standard equipment vinyl door pulls on doors (except convertible), wood-grain vinyl accents, courtesy lights on the instrument panel. And for '74, we've made additional use of insulation materials and rubber seals to further improve the quiet ride.

Then for safety's sake, there are new combination seat and shoulder belts for driver and right front passenger, with starter interlock. The system features a more comfortable seat-shoulder belt that allows freedom of movement but holds you in place during a sudden deceleration. (Shoulder belts available on convertible.)

Impala



The 1974 Impala. It's still the great American value. For years Impala has not only been the nation's top seller, bar none, but has had traditionally high resale value.

To win popularity contests like this, a car has to be valued by more people than any other. And we've made sure Impala is, giving it such value features as the Turbo-Fire 350 V8 engine, variable-ratio power steering, Turbo Hydra-matic transmission and power front disc brakes.

Then, this year we've added body insulation such as rubber seals and sound deadeners to help quiet the ride. The Impala frame has a new corrosion-resistant coating to

help protect against road salt and rust-causing moisture. The disc brakes have brand-new wear sensors that sound out to warn if linings need replacing. And we've made steel belted radial ply tires with radial-tuned suspension available to provide important ride performance characteristics.

Fortunately, Impala is as handsome as it is practical, offering a choice of not one but two distinctive new coupe styles for 1974. Along with an impressive new grille and new triple taillights. Try the 1974 Impala. We believe you'll agree with millions of other Americans—that it's not only a great car to own but a great value at resale time.



ABOVE: IMPALA CUSTOM COUPE. A TRULY SOPHISTICATED DESIGN WITH ITS NEW ROOF LINE, ENLARGED SIDE QUARTER WINDOWS, NEW GRILLE, BODY SIDE MOLDING WITH PROTECTIVE BLACK VINYL INSERT, AND BRIGHT METAL MOLDINGS AROUND FRONT AND REAR WHEEL OPENINGS. AVAILABLE FOR '74 IS A NEW PADDED VINYL ROOF COVER IN A WIDE CHOICE OF COLORS.

RIGHT: IMPALA SPORT COUPE. A SIX-PASSENGER FAVORITE, ACHIEVES SPECIAL NEW DISTINCTION FOR '74, DUE IN LARGE PART TO ITS NEW FORMAL ROOF STYLING. STANDOUT FEATURES INCLUDE BRIGHT BODY SIDE MOLDING AND A SPACIOUS LUGGAGE COMPARTMENT WITH CONVENIENT LIGHT.



Impala



The Impala Sport Sedan (above) with its 4-door convenience is a real family value. There's plenty of seating room in the back seat and a trunk that opens on a vast 18.9 cu. ft. of space for household gear. News-worthy Impala additions for '74: the full-width grille with a horizontal grid pattern and fresh headlight treatment. All things considered, the Impala Sport Sedan adds up to another great American value again.

The Impala 4-Door Sedan (right) has not only popular appeal with its pillared roof styling but it also goes overboard on comfort and roominess. As with all Impalas, it offers such value-conscious standard features as Full Coil suspension, improved front and rear bumper system, double-panel roof and added insulation this year against road noise. What's more, it provides an impressively wide choice of 16 exterior colors, 10 of them new this year.





Impala's standard interior (above) tastefully blends pattern cloth and vinyl in black, blue, neutral or green with nylon cut-pile carpeting to match. Worth noting, too, are the new color-keyed soft-rim steering wheel and steering column plus comfortable full foam seats, wood-grain vinyl accents on the instrument panel and convenient glove compartment light.

Available Impala sport cloth interior (right) creates a smart, well-tailored appearance. May be ordered for all models in black with black-and-white herringbone pattern seat panels, or in saddle with saddle-and-black herringbone pattern seat panels for custom coupe and sport coupe only. For a handsome finishing touch with black interiors, consider ordering accent carpeting in a choice of four colors, depending on model and interior trim type. New all-vinyl interior is also available for all models in black, neutral, green, blue or saddle.



Impala

Bel Air



The 1974 Bel Air. The lowest priced way to enjoy Chevrolet's full-size quality. Bel Air comes in only one sedan model, the 4-door. But in it, you find many of the same fine standard features as in our Caprice Classics and Impalas. Designed to help make driving easy and pleasurable are standard Turbo Hydra-matic, variable-ratio power steering, power front disc brakes, 350-cu.-in. V8 and a power ventilation system. Economy priced, pleasure packed. That's Bel Air.

LEFT: BEL AIR'S ALL-VINYL INTERIOR, AVAILABLE IN GREEN OR NEUTRAL. THE BEL AIR STANDARD INTERIOR FEATURES STYLISH PATTERN CLOTH AND VINYL IN BLACK, NEUTRAL OR GREEN, PLUS NYLON CUT-PILE CARPETING, NEW COLOR-KEYED STEERING WHEEL AND COLUMN, ANTI-THEFT STEERING COLUMN LOCK AND INSIDE HOOD RELEASE.

BELOW: BEL AIR 4-DOOR SEDAN DISPLAYS A CLEAN, CRISP ROOF LINE, BRIGHT BODY SILL MOLDING, IMPROVED FRONT AND REAR BUMPER SYSTEM, AND A NEW RICH-LOOKING GRID-PATTERN GRILLE.



Standard Features

Here, note the many standard features found on the 1974 Caprice Classic, Impala and Bel Air.

1. Side-guard beams of strong steel built into all doors.

2. Variable-ratio power steering takes the tugging out of turns and parking, gives good road feel at highway speeds. Steering wheel has soft rim and cushioned center section.

3. Power disc/drum brake system includes large fade-resistant ventilated discs on front wheels, finned drums on rear wheels. System has dual master cylinder, warning light and corrosion-resistant brake lines. Brakes are self-adjusting. New front disc brake wear sensors sound warning when disc linings need replacement.

4. Turbo Hydra-matic transmission with three forward speed ranges does the shifting for you automatically. Can also be manually shifted when desired.

5. New combination seat and shoulder belt system with inertia reel allows driver and right front passenger freedom of movement. A new sequential starter interlock system helps you remember to use the new belt system.

6. Improved front and rear bumper system hydraulically cushions the shock of minor impacts. New box-section front bumper and new short-stroke hydraulic cylinders help keep bumper overhang minimal, important when going up the steep incline of a parking ramp or driveway.

Mechanical features. Caprice Classic engine: Turbo-Fire 400-2 V8, SAE net hp: 150 (180-hp 400-4 required in California) • Bel Air and Impala engine: Turbo-Fire 350-2 V8, SAE net hp: 145 (160-hp 350-4 required in California) • Full Coil suspension with springs computer-selected to car weight, depending on the equipment you order • Wide 15" x 6" wheels with low-profile bias belted ply tires • Delcotron generator • New heavier gauge frame structure with corrosion-resistant coating • Coolant recovery system that helps prevent coolant loss and possible engine overheating in warm weather • Sealed side-terminal energizer-type battery • 26-gallon fuel tank capacity • Dual horns on Caprice Classic, single horn on Impala and Bel Air.

Durability. Protective inner fenders, front and rear • Double-panel door, hood, roof and deck lid construction • Aluminized exhaust system • Body sills below car doors that are open on the lower inside edge of the body to

speed up drying and help prevent rust • Magic-Mirror acrylic lacquer finish, 16 colors including 10 new ones.

Interior styling, comfort and convenience. Built-in blended air heater and defroster system • Full nylon cut-pile carpeting • Molded full foam front and rear seat construction • Flow-through power ventilation system keeps outside air circulating inside even when your car is stopped and windows are up • Foot-operated parking brake • Glove compartment light • Vinyl cushioned soft-rim steering wheel • Cigarette lighter • Electric clock (standard on Caprice Classic only) • Vinyl door pulls (Caprice Classic only except convertible) • Fold-down front seat center armrest (Caprice Classic sedans only) • Automatic rear-door dome light switches (Caprice Classic sedans only) • Luggage compartment light (Caprice Classic and Impala only) • Generous amounts of body insulation throughout to help reduce noise while driving • Additional body insulation in Caprice Classic (available on Impala and Bel Air).

Exterior styling. Curved side windows • Flush-style door handles • Bright rocker molding • Hide-A-Way windshield wipers • Hidden radio antenna built into windshield glass (with factory-installed radio).

Caprice Classic only: Bright vertical grid-pattern grille • Special triple-unit taillights • Wide body side molding with black vinyl insert for protection from other car doors • Full wheel covers • Rear fender skirts • Special Caprice Classic front panel crest.

Impala and Bel Air only: Rich horizontal grid-pattern grille • Triple-unit taillights (for Impala), dual-unit taillights (for Bel Air) • New corrosion-resistant aluminum hubcaps • Body side molding on all Impalas with black vinyl insert on custom coupe • Front and rear wheel opening moldings on Impala Custom Coupe; available on other Impalas.

Occupant protection features. Seat belts with pushbutton buckles for all passenger positions • Two combination seat and shoulder belts (except convertible) for driver and right front passenger (with reminder light and buzzer, inertia reel and starter interlock) • Two front seat head restraints • 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 • Con-



1



2



3



toured windshield header (except convertible) • Thick-laminate windshield • Padded sun visors • Safety armrests • Safety steering wheel • Cargo-guard luggage compartment • Side-guard beams • Contoured full roof inner panel (except convertible).

Accident prevention features. Side marker lights and reflectors (front side marker lights flash with direction signal) • Parking lamps that illuminate with headlamps • Four-way hazard warning flasher • Backup lights • Lane change feature in direction signal control • Windshield defrosters, washers and dual-speed wipers • Wide-view inside day/night mirror (vinyl-edged, shatter-resistant glass and deflecting support) • Outside left rearview mirror • Dual master cylinder brake system with warning light • Starter safety switch • Dual-action safety hood latch • Improved bumper system.

Anti-theft features. Anti-theft ignition key warning buzzer • Anti-theft steering column lock • Inside hood latch release.

Dimensions and capacities. Inside (all sedans): Head room—front, 38.9"; rear, 38.0". Hip room—front, 62.0"; rear, 61.9". Shoulder room—front, 64.3"; rear, 63.5". Leg room—front, 42.5"; rear, 38.8". Inside (all coupes): Head room—front, 38.1"; rear, 37.1". Hip room—front, 62.0"; rear, 56.2". Shoulder room—front, 64.3"; rear, 62.1" (sport coupe—61.4"). Leg room—front, 42.5"; rear, 35.8". Outside (all coupes and sedans): Wheelbase, 121.5"; length (overall), 222.7"; width (overall), 79.5"; height (loaded): sedans—54.5", coupes and convertible—53.8"; front tread, 64.1"; rear tread, 64.0"; luggage compartment space, 18.9 cu. ft. (Caprice Classic Coupe and Impala Custom Coupe—18.1 cu. ft.) • 26-gallon-capacity fuel tank.

What do you want in a Chevrolet? Decide with the handy check list below.

Models: ☐ Caprice Classic Coupe ☐ Caprice Classic Sport Sedan ☐ Caprice Classic 4-Door Sedan ☐ Caprice Classic Convertible ☐ Impala Custom Coupe ☐ Impala Sport Coupe ☐ Impala Sport Sedan ☐ Impala 4-Door Sedan ☐ Bel Air 4-Door Sedan.

Colors: ☐ Cream Beige ☐ Tuxedo Black ☐ Light Blue Metallic ☐ Bright Blue Metallic ☐ Midnight Blue Metallic ☐ Aqua Blue Metallic ☐ Sandstone ☐ Bronze Metallic ☐ Golden Brown Metallic ☐ Medium Green ☐ Bright Green Metallic ☐ Medium Dark Green Metallic ☐ Medium Red Metallic ☐ Silver Metallic ☐ Dark Taupe Metallic ☐ Antique White.

Interiors: ☐ Cloth and vinyl (standard except convertible) ☐ All-vinyl (standard on Caprice Classic Convertible, available on other Caprice Classic models, Impala and Bel Air) ☐ Sport cloth (herringbone pattern) and vinyl (available for Impala Coupes only) ☐ 50/50 reclining passenger seat (available for all Caprice Classic models except convertible) ☐ Accent color carpeting (available for all models).

Engines: ☐ Turbo-Fire 350 V8 (standard on Impala and Bel Air) ☐ Turbo-Fire 400 V8 (standard on Caprice Classic, available on Impala and Bel Air) ☐ Turbo-Fire 454 V8 (available on Caprice Classic, Impala and Bel Air).

Transmission: ☐ 3-range Turbo Hydramatic (standard with all engines). All 1974 Chevrolet engines are equipped with advanced exhaust emission control systems, and are designed to operate efficiently on unleaded or low-lead fuels of at least 91 Research Octane. In addition to the lower exhaust emissions attainable, there are benefits in longer life for your spark plugs, exhaust system and other engine components. If these unleaded, low-lead gasolines are not available, any leaded 91 Research Octane or higher regular grade fuel containing 0.5 grams, or less, of lead per gallon should be used.

Now check the Options you'd like to order on your Chevrolet from the back cover.

CAPRICE CLASSIC, IMPALA AND BEL AIR ALL COME IN OUTSTANDING STATION WAGON MODELS. IN ADDITION TO THE PASSENGER CAR MODELS DESCRIBED IN THIS CATALOG, FOR INFORMATION ON ALL OF CHEVROLET'S WIDE RANGE OF STATION WAGONS, SEE YOUR DEALER FOR A COPY OF THE FULL-COLOR 1974 CHEVROLET WAGON CATALOG.

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Options

Availability of Chevrolet's many Options and Custom Features often depends on model and other equipment selected. Your Chevrolet dealer can answer any question on specific details.

1. **New enlarged bumper guards**, front and rear, have rubber inserts to help protect bumper during minor impact, improve appearance. Also available: deluxe bumpers featuring full-width resilient rubber strips with attractive narrow white inserts; strips help protect against dings and scrapes.

2. **New GM Specification steel belted radial ply tires** with white stripe provide a desirable combination of important tire performance characteristics. These characteristics include handling, ride, tread life, endurance, hazard resistance as well as significant improvement in traction on wet and snowy roads. When you buy radial tires you also get radial-tuned suspension and steering components to match the radial tires' qualities.

3. **New right outside remote-control mirror** has a handy control located near driver. Styled to match remote-control left-hand outside rearview mirror, also available.

4. **Simulated wire wheel covers** add an extra sporty look to your 1974 Chevrolet. Also available: full wheel covers for Impala and Bel Air.

5. **New GM Love Seats** come in two sizes: one for infants, the other for youngsters under 40 lbs. Hold children gently in place in foam-padded seats of high-impact polypropylene. Infant seat faces backward, older child's forward.

6. **Radios and tape players** are available in great variety to fill any listening taste. There's an AM radio, AM/FM radio, AM/FM/Stereo radio, eight-track stereo tape system with either AM or AM/FM/Stereo radio. Rear seat speaker also available.

7. **Air conditioning** may be had in two available units with new simplified circuit design. **Comfortron** lets you set the temperature range you want, then maintains it automatically. Or our **Four-Season** system with simple settings helps deliver both summer and winter comfort.

More available Options not shown here:
 8. **50/50 reclining passenger seat** (available on all Caprice Classic models except convertible).
 9. **Power seats** adjust up, down, forward, backward, or tilt forward or backward (not available in Bel Air).
 10. **Power door lock system** works by using one control on either front door to lock or unlock all doors.
 11. **Power windows** (except Bel Air) can

be used by individual passengers or by driver using the master switch.

12. **Comfortilt steering wheel** adjusts easily to any of six positions. Makes getting in and out of car easier, lets you set wheel in the driving position that's comfortable for you.

13. **Soft-Ray tinted glass** (except in convertible rear window) helps reduce glare.

14. **Cruise-Master speed control** holds a pre-set speed automatically. Stepping on brake disengages control.

15. **Positraction rear axle** automatically delivers more torque to the rear wheel that has better traction.

16. **Rear-window defogger** helps keep window free of frost or damp-weather steam-ups.

17. **Vinyl roof covers** are newly padded this year for a soft look and feel. In black or white with any exterior color, plus blue, cream beige, green, red, brown, russet, saddle or taupe, depending on exterior body color. Available on all coupes and sedans.

18. **Two-tone painted exteriors** also available (except with convertible) that combine an Antique White top with a choice of Light Blue Metallic, Midnight Blue Metallic, Sandstone, Aqua Blue Metallic, Medium Dark Green Metallic, Medium Green, Bronze Metallic or Medium Red Metallic.

19. **New litter container** helps keep America beautiful and your car neat. Made of molded plastic, it slides on and off lower right kick panel for easy use.

20. **Custom deluxe seat and shoulder belts** with brushed metal buckles are color-keyed to interior trim.

21. **Accent carpeting** available for black interiors adds a rich look; carpeting in blue, red, gold or russet, depending on model and interior trim type.

22. **New Quiet Sound Group** is designed to give Impala and Bel Air the same fine ride-quieting elements as in Caprice Classic. Special insulation materials in strategic areas help dampen vibration and absorb sound, while secondary rubber seals on doors help reduce road noise. (Available for Impala and Bel Air only, with components varying according to each model's requirements; standard on Caprice Classic.)

23. **Superlift rear shocks** for heavy loads are air-adjustable to help maintain ride level depending on passengers or cargo.

24. **Trailer equipment** in great variety is available from your Chevrolet dealer. Ask him about such items as load-distributing hitch platform, clamp-on truck-type mirrors, and many more.

25. **White stripe tires** 26. **Heavy-duty battery** 27. **Electric clock** (standard on Caprice Classic) 28. **Auxiliary lighting:**



includes ashtray light, courtesy lights, dome reading light, luggage compartment light, underhood light, depending on model 29. **Dome reading light** (Impala and Bel Air only) 30. **Door edge guards** 31. **Visor vanity mirror** 32. **Rear fender skirts** (Impala and Bel Air only, standard on Caprice Classic).

33. **Available engines** include Turbo-Fire 350-4 V8*, 160 SAE net hp; Turbo-Fire 400-2 V8** (standard on Caprice Classic), 150 SAE net hp; Turbo-Fire 400-4 V8*, 180 SAE net hp; Turbo-Jet 454-4***, 235 SAE net hp.

(Net horsepower ratings, in accordance with the Society of Automotive Engineers standards, represent the power output of engines as installed in the automobiles.)

*Available only when California Emission Equipment is ordered. **Available all states except California. ***Available all states.

Chevrolet

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