

'74 VEGA



In its brief but glittering three-year history, Vega has won six major automotive honors and has become one of the best selling cars in North America.

So what do we do? We change it.

But mostly for sensible reasons, such as durability, safety and economy.

There's a wider selection of colors and options, and there's a good reason for that, too. You see, you don't buy a little car just to save money anymore.

You want style and spirit. You want good handling. Maybe you even want some stripes.

Sure, more than ever, you want economy. And we haven't overlooked that. Our overhead cam 4-cylinder engine already has an excellent reputation. This year we've improved it, with modifications in the inlet manifold, the carburetor linkage and so on.

We've also increased the size of the fuel tank, so you can go even farther between stops.

*Hatchback.
Hydropneumatic hatch arms.
Refined suspension.*



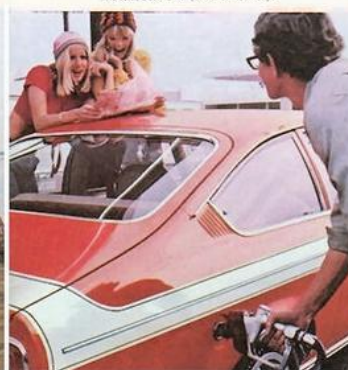
*Interior fabrics.
Notchback.
Kammback Estate.*



*Kammback.
Electric windshield wipers.
Spring-cushioned bumper system.*



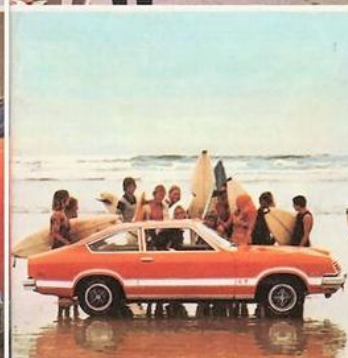
*Gas filler location.
Disc brake wear sensors.
Hatchback GT (also on coter).*



*Kammback GT.
Vinyl roof for the Hatchback.
Panel Express.*



*Hatchback with stripes.
Seat belt system.
Notchback LX.*





NOTCHBACK & LX

About all you could want in a little car. Except a hatch.

The Notchback, on the right, is a winner for an extra reason—it's our lowest priced Vega.

It has a little more head room than the Hatchback, and it has a fully enclosed trunk, so it should be a little quieter on the highway.

The LX, above, is a deluxe version of the Notchback, with a vinyl roof, protective side moldings. Custom Interior



Vega Notchback.

trim, wheel covers, some additional sound insulation and so forth. Now, for a moment, let's cover some basic Vega features, then on to new features which will be of particular interest to current Vega owners (and you're over a million people, thank you). First, Vega certainly is an economy car. Our overhead cam aluminum alloy block engine, specially designed for Vega, has

proven to be reliable and efficient. Our engine is also powerful for its size, and ample power helps make Vega a good little road car.

Other factors contributing to roadability include a wide stance and a low center of gravity.

Front disc brakes.
A wide tread for a little car.
Independent front suspension.

Ball-Race steering with front-mounted linkage to make Vega easy

to steer even while parking.

Vega's a comfortable little car, too. With full foam cushioned seats and a Full Coil suspension.

Which brings us back to 1974.

The springs and the shock absorbers are modified this year, to make Vega ride smoother, and also to accommodate the new bumper system. The bumpers are larger and spring-cushioned to accommodate more stringent Federal regulations.

And in redoing the bumpers we reshaped the back end some and the front end a lot. The nose now has cooling slots instead of a grille.

The front disc brakes have a wear sensor which makes a noise to signal you if there's need for brake lining attention.

The acoustics have been improved to make Vega more quiet. The fuel tank rated capacity has been increased from 9.2 to 13.3 gallons.

Some of the equipment illustrated in this catalogue is optional at extra cost.

HATCHBACK

The little car that changed the car world.



The Vega Hatchback changed the car world, because it was the first little North-American car that you could use sort of like a station wagon. The back seat folds down to become a 5½' x 3½' load floor, the hatch opens up wide for loading. Or, for a Hatch. (See page 14).

A lot of people (even us with our Nova) copied our hatch. We've improved upon it. Now, instead of grasshopper legs the hatch is held open by telescopic hydropneumatic springless counter-balancing arms.



It's easier to lift and close.

You can get a vinyl roof cover for the Hatchback now, in your choice of ten colors.

With the new front and rear design we think our Hatchback bears a resemblance to expensive sports cars. It wasn't our intent—the reshaping was to make Vega tougher—but we think it turned out that way.

One thing that may take a little getting used to is Vega's new gas filler location. It's on the right rear fender instead of behind the

& STRIPES

If you want to look sportier.



license plate, so it's a little easier to fill.

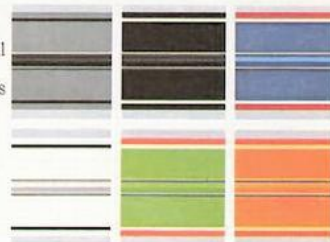
Inside the new Vega you get more choices in fabrics and colors. More about that later.

You also get a new, more convenient combined seat and shoulder belt system for driver and front seat passenger that's designed to persuade you to buckle up. And new electric windshield washers that deliver fluid as long as you hold your finger on the pushbutton.

As for the Hatchback with

stripes, it's called the Sports Decor package, and it consists of protective side moldings, sandwiched by colorful side stripes which also extend around the rear deck. The molding is sensible, the stripes are very sporty, and there are six colors.

STRIPES



Some of the equipment illustrated in this catalogue is optional at extra cost. 7

KAMMBACK & ESTATE

Vega, with extra cargo space.



From Chevrolet, North America's family station wagon builder, two little honeys.

The Kammback Wagon, which is built like a Vega, drives like a Vega, saves like a Vega. Plus it has that extra space behind the back seat. The second seat folds down, and the entire load floor is carpeted.

Our fancier Kammback, the Estate Wagon, alias a neat little woody, includes a Custom Interior and extra touches such as exterior wood-grain

vinyl trim, wheel covers, deluxe seats, a sport steering wheel, an assist handle in the instrument panel, two rear seat ashtrays, a dome light switch in the right door, a 2-position adjustable driver's seat back and a day/night inside rearview mirror.

The luggage rack can be ordered with either wagon.

Like our other Vegas, the wagons also have improved shock absorbers and springs to make the ride smoother. Improved acoustics and an improved

exhaust system to make the ride quieter.

One unique feature is the aerodynamic design. In fact, Kammback was named after a pioneer in the science of the effects of air flow and stability, Doctor W. I. E. Kamm.

We'd also like to remind you again about our unique little engine. Little in weight, that is, since it has an aluminum alloy block. And, we suggest, also small in cost of operation.

But big in output. So you can load

up the back and still move along at highway speeds.

And now, on the right, our economy truck. The Vega Panel Express.

It has just one bucket seat, though you can order a passenger seat.

It isn't carpeted.

It doesn't have side windows.

It isn't fancy.

And it isn't expensive.

But you can be inventive. Put your name on the outside and all sorts of things inside, then have some fun and save some money.

KAMMBACK, ESTATE AND PANEL EXPRESS DIMENSIONS

Floor Length (front seat to rear gate)	66.3 in.	67.7 in. panel
Floor Width (between wheelhouses)	45.5 in.	45.5 in.
Liftgate Opening Height	25.7 in.	25.7 in.
Liftgate Opening Width (at floor)	42.4 in.	42.4 in.
Cargo Capacity (max)	50.2 cu. ft.*	50.2 cu. ft.*



*68.7 on panel including front seat area

8 Some of the equipment illustrated in this catalogue is optional at extra cost.

GT

The most honored little American car.



The Vega GT. This year's version of last year's *Motor Trend* Economy Car of the Year. A special honor on top of all the other honors received by Vega. Now, improved like our other Vegas, with better acoustics, larger springs and recalibrated shock absorbers.

The GT Hatchback or Kammback, consists essentially of the higher output version of our overhead-cam 4-cylinder engine.

For openers.

You also get stabilizer bars, special 13 x 6 GT wheels and A70 x 13 white lettered tires, special instrumentation (tach, electric clock, amp and temp gauges), an assist handle in the instrument panel, four-spoke sport steering wheel, 2-position adjustable driver's seat back, wood-grained vinyl on the instrument cluster, body-colored door handle insert, black-accented lower body molding,

black-finished headlight bezels and lower body sill molding, parking lights with a clear lens and an amber bulb.

GT sport stripes are available for the lower body sill and rear deck (or liftgate), and the reason they're not included is that some people prefer the GT without them.

You can also order steel belted radial ply tires and a 4-Speed manual or Turbo Hydra-matic transmission in place of the standard 3-Speed.

Speaking of manual reminds us that you get one with every Vega. A 104-page Do-It-Yourself Service booklet that's particularly helpful to you car enthusiasts—which most GT owners seem to turn out to be.

Because the GT offers exhilaration, acceleration and, surprisingly perhaps, gas economy, too.

It has a staged two-barrel carburetor with a secondary bore that kicks in just when you need it.

1974 VEGA ENGINE SPECIFICATIONS

	Standard 140*	Available 140-2*†
Horsepower, SAE net	75 @ 4400	85 @ 4400
Torque, SAE net	115 @ 2400	122 @ 2400
Compression ratio	8.0:1	
Carburetion	single-barrel	staged two-barrel

*Standard 3-Speed manual, available 4-Speed manual or Turbo-Hydra-matic are offered with either engine. †Included with GT. See fuel requirement information on back page.

Some of the equipment illustrated in this catalogue is optional at extra cost.

INTERIORS

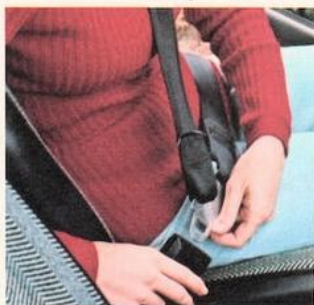
Randolph, Napachi, Tetra and Ranier.

Perhaps the greatest number of changes you can see in this year's Vega happen here, inside.

First, more variety. Instead of two you get a choice of four distinct interiors. At no extra cost you can choose a knit vinyl or a cloth/vinyl combination. Or, at extra cost, you can order the Custom Interior in cloth or perforated vinyl. The Custom trim comes with the LX and the Estate Wagon.

Vega color and trim combinations, both in the standard and the Custom Interior, are very complex for '74. We suggest you look at your Chevy dealer's chart.

The Custom Interior includes soft vinyl door and sidewall trim, map pockets in both doors, a day/night rearview mirror, door pull assist



New seat belt system.

handles, an assist handle in the instrument panel, extra acoustical materials in the passenger compartment and a hood insulating "blanket," standard on Wagon and Hatchback, plush seats, carpeting on the load floor of the Hatchback, two ashtrays in the back seat, a sliding adjustment for the front passenger seat in the Notchback, a chrome trim plate for the transmission control and a dome light switch in the passenger

door as well as the driver's door.

You can also order a 2-position adjustable driver's seat. It's included with GTs and the Estate Wagon.



Standard steering wheel.



Sport steering wheel.

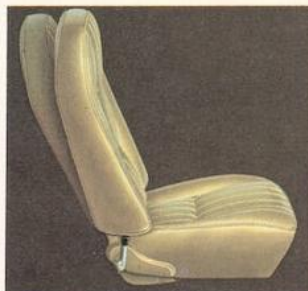
Vega seats continue to be full foam cushioned for comfort, and contoured for proper support. Headrests are built into the seat back.

The new occupant restraint system features retractor reels mounted overhead, with inertia sensing devices which allow you freedom of forward movement except during abrupt deceleration. Also, there are sensors in the front seats coupled with switches in the buckles which detect an unused belt in an occupied front seat and trigger a warning light and buzzer.

It isn't as complicated as it sounds, though. Just remember to buckle up your single-buckle shoulder harness/seat belt.

The steering wheel has a new shroud, or cover, and the horn is easier to honk. A four-spoke sport steering wheel can be ordered. It's included with the GTs, the LX and the Estate Wagon.

Features that continue include transmission and parking brake controls mounted in the tunnel between the bucket seats, a glove box, a stowage well in the driver's door, function symbols on the control knobs.



2-position adjustable driver's seat back.

And, our power ventilation system which keeps air moving through the car, even with the windows closed. On the Hatchback and Notchback the air is now exhausted through valves in the door pillars rather than through rear deck louvers.

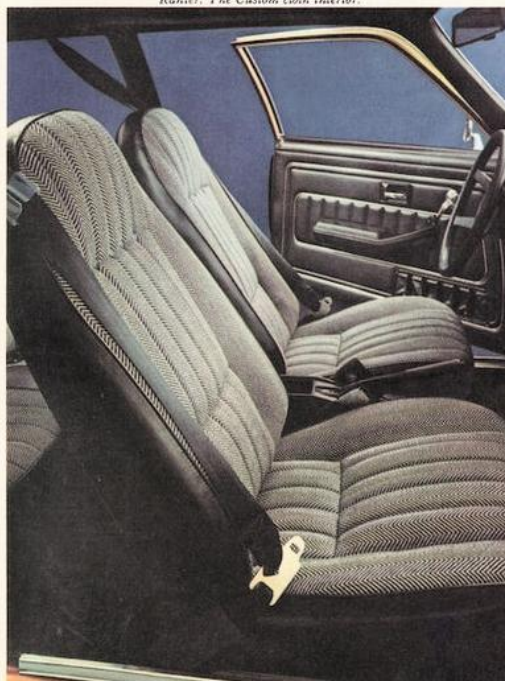
A continuing Vega feature is roominess. Certainly not like a big car but, per passenger, close to as much hip and shoulder room as a big car.

Vega's a very comfortable and very attractive little car, and we invite you to come in, sit down and look around.



Tetra: The Custom perforated vinyl interior.

Ranier: The Custom cloth interior.



Napachi: The standard knit vinyl interior.

Randolph: The standard cloth and vinyl interior.



NICE THINGS YOU CAN ADD TO YOUR

VEGA



SPORT REARVIEW MIRROR. Aerodynamically styled and matched to the body color. Remote control knob on the inside door panel. Driver's side only.



CUSTOM WHEEL COVERS. A new addition this year to dress up your Vega. Bright metal full wheel covers. They're standard on the Vega LX and Vega Estate.



SWING-OUT REAR QUARTER WINDOW. Add to appearance and improve ventilation. (Coupes only.)



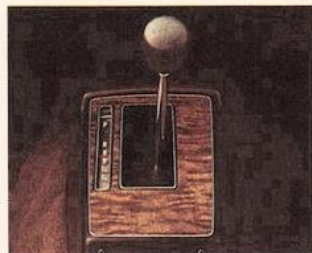
GT WHEELS AND TIRES. Special 13" x 6" GT wheels with bright trim rings and special center caps, wide A70-13 bias belted ply white lettered tires. Standard with the GT model option. Or you can order any of them separately.

RADIAL TIRES. (not illustrated). BR70-13 radial ply white stripe tires are a worthwhile investment. You can look forward to many more miles of tire wear.

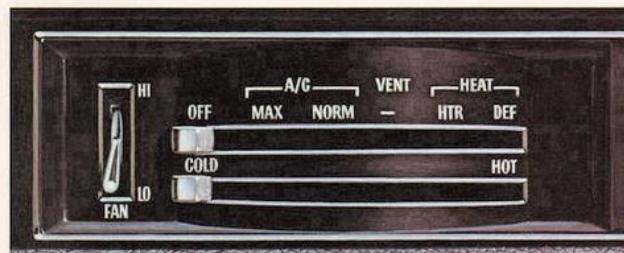


HATCHBACK HUTCH. Turn your Hatchback into a room-for-two camper. The Hutch makes it all so easy. All you have to do is pick your favourite camp site. And if you prefer your Vega in a wagon style, there's a Kamback Kabana ready and waiting to go along with you. Ask your Chevrolet dealer.

OTHER POPULAR OPTIONS. □ Vinyl roof cover for Hatchback and Notchback (included with Vega LX) □ Front and rear bumper impact strips □ Bright metal door edge guards □ Color-keyed front and rear floor mats □ Electric clock (included with Vega LX and GTs) □ Day-night rearview mirror □ Soft-Ray tinted glass □ Body side molding with black vinyl insert □ Special ride and handling package (included with GTs) □ Heavy-duty radiator □ Auxiliary seat for Panel Express.



TURBO HYDRA-MATIC. This 3-speed automatic transmission provides great performance, smoothness, and flexibility. It keeps the engine in the right power range automatically. Especially convenient in city traffic where constant shifting is required. Woodgrain accented console available only with Custom interior.



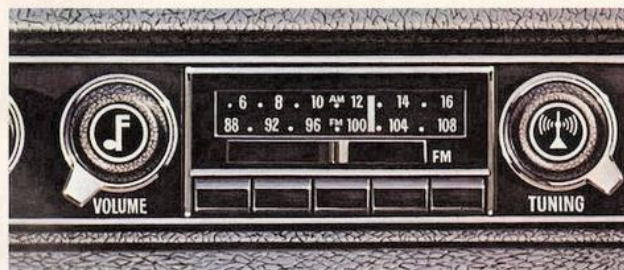
Many people think of automotive air conditioning in the same terms as commercial air conditioning. They believe it is for use during only one season of the year, the summer, when it offers welcome relief and cool comfort while driving on hot, humid days. That's because they're only aware of one quarter of the story.

The facts are, automotive air conditioning provides as many equally comforting advantages in winter, spring and fall as it does in the summer.

FOUR-SEASON AIR CONDITIONING. Four-Season Air Conditioning is a manually-controlled system. The driver creates his own environment by setting the controls so that the interior of the vehicle is cooled or heated to his personal preference.

In addition to providing circulation of cool air during hot weather, Four-Season Air Conditioning provides warm air in cold weather and dehumidifies outside air in humid weather. Controls can also be set to de-fog or de-ice when such operations are required.

Four-Season Air Conditioning greatly increases driving comfort and pleasure during every season of the year, as long as you own the vehicle. It also adds considerably to its resale value.



RADIOS. We offer two radios, both with push-button tuning. AM or AM/FM. Factory installation includes hidden antenna built into windshield. Also available is the rear seat speaker.



4-SPEED MANUAL TRANSMISSION. You can add a large measure of sport-car driving pleasure to your Vega with 4-speed manual transmission.



ELECTRO-CLEAR-REAR WINDOW DEFOGGER. Dash-mounted on-off switch, controls electric heat to defog rear window. Time delay switch automatically shuts off defogger (in case you forget) to prevent excessive battery drain.



VARIABLE-RATIO POWER STEERING. Good feel at highway speeds, fast and easy when parking.

NICE THINGS THAT COME WITH EVERY VEGA



OUTSIDE

- ☆ Power-Beam headlights
- ☆ Wide doors for easy entry
- ☆ Body by Fisher
- ☆ Side marker lights and reflectors (front side marker lights flash with direction signal)
- ☆ Magic-Mirror acrylic lacquer finish
- ☆ Low, wide stance for stability
- ☆ Wide A78 x 13 tires
- ☆ Balanced wheels and tires
- ☆ Welded body construction
- ☆ Corrosion-resistant primer
- ☆ Dual-action safety hood latches
- ☆ Double-panel doors with welded-on hinges
- ☆ Bolt-on front fenders
- ☆ Self-cleaning rocker panels
- ☆ 97" wheelbase for nimble handling
- ☆ Dent-resistant valance panel under the front bumper
- ☆ Improved bumper systems
- ☆ Thick-laminate windshield
- ☆ Outside rearview mirror
- ☆ Parking lights that illuminate with headlights
- ☆ Backup lights
- ☆ Four-way hazard warning flasher

INSIDE

- ☆ Foam-filled front bucket seats and bucket-style rear seats (except truck)
- ☆ Storage well in driver's door
- ☆ Instrument panel glove box
- ☆ Power ventilation system
- ☆ Anti-theft steering column lock
- ☆ Tunnel-mounted 3-Speed transmission control
- ☆ Passenger-guard door locks
- ☆ Anti-theft ignition key warning buzzer
- ☆ Energy-absorbing steering column
- ☆ Contoured full roof inner panel
- ☆ Recirculating ball steering
- ☆ Starter safety switch

- ☆ 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)
- ☆ Built-in front seat head restraints
- ☆ Safety door latches and hinges
- ☆ Folding seat back latches
- ☆ Padded sun visors
- ☆ Contoured windshield header
- ☆ Steel side-guard beams
- ☆ Safety armrests
- ☆ Energy-absorbing padded instrument panel and front seat back tops
- ☆ Cargo-guard luggage compartment bulkhead (Notchback only)
- ☆ Lane-change feature in direction signal control
- ☆ Wide-view inside mirror (vinyl-edged, shatter-resistant glass and deflecting support)
- ☆ Ashtray
- ☆ Windshield defroster, electric washers and dual-speed electric wipers
- ☆ Bumper-type jack
- ☆ Safety steering wheel
- ☆ Tunnel-mounted parking brake
- ☆ Function symbols on control knobs
- ☆ Inside hood latch release

UNDERNEATH

- ☆ Full Coil suspension system
- ☆ Double-acting shock absorbers
- ☆ 4-cylinder OHC engine with die-cast aluminum alloy block
- ☆ Automatic choke
- ☆ Five main bearing design with counterbalanced crankshaft
- ☆ Electric fuel pump (in gas tank)
- ☆ Cut-off switch to stop fuel flow if oil pressure drops too low
- ☆ Delcotron generator
- ☆ Weather-resistant ignition system
- ☆ Exhaust Gas Recirculation system
- ☆ Self-adjusting front disc/rear drum brake system with disc wear sensors
- ☆ Dual master cylinder brake system with warning light
- ☆ Delco sealed side-terminal battery
- ☆ Independent front suspension
- ☆ Advanced cross-flow radiator
- ☆ Coolant recovery system
- ☆ 50,000-mile engine air filter
- ☆ Steel brace under the engine to guard oil pan
- ☆ 13.3-gallon fuel tank
- ☆ And much, much more

All 1974 Vega 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. 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 previously sold.

GENERAL MOTORS OF CANADA LIMITED, OSHAWA, ONTARIO.

Chevrolet

