

1974
Monte Carlo



CENTURY
AUTOMOTIVE



Monte Carlo

Monte Carlo is not a car with elegance added on. Its elegance is basic. From the ground up.

The advanced suspension system is designed to let you take advantage of the standard steel belted radial ply tires. Handling is responsive. The ride is smooth.

Features like variable-ratio power steering and power disc/drum brakes are standard. Because it just wouldn't be a 1974 Monte Carlo without them.

New elegance on the outside includes refined front and rear styling. There's quiet comfort on the inside with luxurious cut-pile carpeting and added sound-deadening materials.

Of course, you can make Monte Carlo uniquely your own with a long list of available options. But with Monte Carlo, you start with a well equipped, fine handling, elegantly styled personal luxury car. No less.

Shown on cover, the Monte Carlo Landau. Below left, Monte Carlo Landau. Below right, Monte Carlo S.

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



**Elegance isn't something you add to the Monte Carlo.
It's something you find in it.**



**CENTURY
AUTOCAR**



The Landau shares with Monte Carlo S all the mechanical features and distinctive styling that give these cars their fine handling characteristics and proud appearance. But an array of special appearance features sets the Landau apart.

The classic lines of the Landau vinyl roof design are complemented by body accent striping. The striping also sets off Monte Carlo's unmistakable, sculptured lines.

Dual Sport mirrors (the driver's is remote-controlled), wide 15 x 7" Turbine II wheels and discriminating crests further enhance the elegant styling of the Monte Carlo Landau.

Last year, the Monte Carlo Landau was *Motor Trend* magazine's "Car of the Year." This year, it might be yours.

Monte Carlo Landau.

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A car you can be proud of.





When Canadians think of elegance in an automobile, they usually think of sculptured lines and plush interiors. The 1974 Monte Carlo S, certainly has this kind of elegance.

But, like the Landau, the Monte Carlo S has another kind of elegance. A mechanical elegance. From precision-tuned suspension to special steering geometry, the Monte Carlo is engineered like no other North American car.

Together with the standard steel belted radial ply tires, this advanced suspension system results in remarkable road contact during cornering, a sure sense of where the center of travel is . . . altogether an experience in confident handling.

This remarkable handling comes at no sacrifice to the uncompromisingly smooth ride and quietness that, for many, are the true marks of a luxury automobile.

Monte Carlo S.

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As elegant mechanically as it is in appearance.



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Monte Carlo Interiors

Monte Carlo elegance is thorough, inside as well as out. The molded full foam seats, new bright-framed color-keyed instrument cluster and luxurious cut-pile nylon carpeting testify to this.

The Monte Carlo is quiet inside because of features like the new acoustical treatment and tuned engine and body mounts. It's comfortable because of things like the flow-through power ventilation system. Throughout, elegant touches like rich simulated burled elm trim on the instrument panel and steering wheel lend flair. And you can order from a wide selection of knit cloth and vinyl, or all-vinyl upholstery.

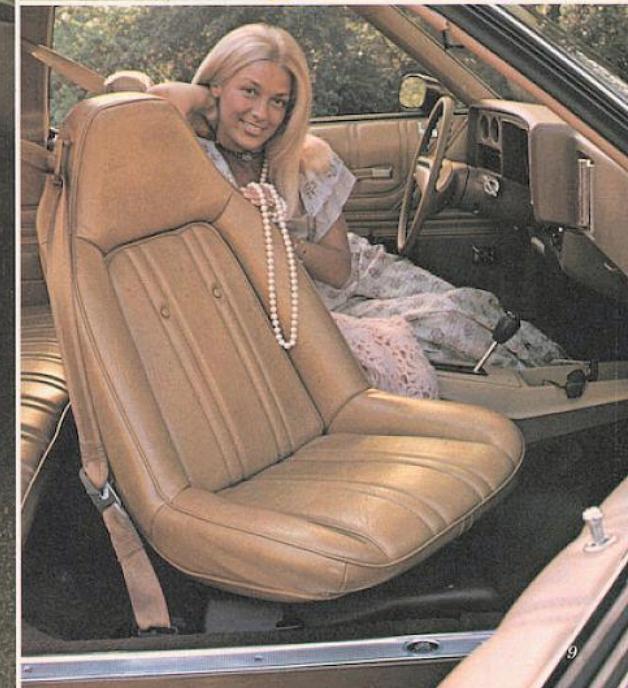
You can make your Monte Carlo even more luxurious with such available items as front bucket seats that swivel; electric door locks, trunk opener and power windows; front console; Comfortilt steering wheel and many others.

Left, standard Monte Carlo interior. Right top, standard instrument panel with padded steering wheel, electric clock and new color-keyed instrument cluster. Right bottom, available bucket seats that swivel 90° for easy entry and exit, and adjust a total of 5° forward and backward.



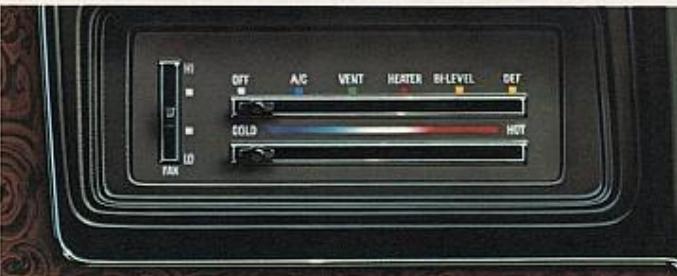
Some of the equipment illustrated in this catalogue is optional at extra cost.

Interiors as luxurious as you want them to be.



NICE THINGS YOU
CAN ADD TO YOUR

Monte Carlo



Air Conditioning. Many people think of automobile 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. A manually-controlled air conditioning system that permits the driver to create an environment to suit his personal comfort at any time of the year. You set the controls so that the interior of the vehicle is heated... cooled... or a combination of both, to your preference. Four-Season Air Conditioning envelops occupants of the vehicle in a continuing supply of fresh, temperature-controlled, virtually water-washed and dried air, largely free of the pollens and dust that cause so many people much distress. It is a blessing in disguise for those with hay fever and related health problems.

With Four-Season Air Conditioning, you can drive with the windows full-closed in a temperature and humidity controlled environment, free from the annoyance of wind, wind whistles, dust, driving rain and passing car's windtry, slushy splash. Heavy traffic noises are shut out so that you can enjoy your favorite radio program or carry on a conversation without straining. 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 be also 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. It also adds considerably to the resale value of the vehicle.



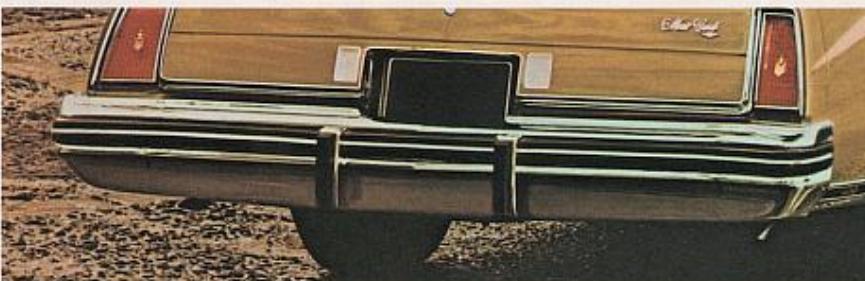
Comfortilt Steering Wheel. Once most people have driven with a Comfortilt steering wheel, they're convinced of its worth. The steering wheel adjusts to a position that's right for you and is easily changed for variety on long trips.

Simulated wire wheel
covers. For that
extra sporty look.

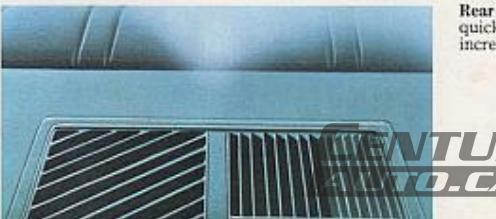
Turbine II wheels. Standard on Landau. Super wheels to help you enjoy your Monte Carlo even more.

MORE NICE THINGS THAT YOU CAN ADD TO YOUR

Monte Carlo



Deluxe Bumpers. Resilient impact strips on Monte Carlo's deluxe bumpers give added style and protection.



Rear Window Defogger. This two-speed unit not only quickly erases mist from the rear window, but also helps increase warm or cool air flow to rear seat passengers.

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Soft-Ray Tinted Glass. Cool, soothing tint reduces glare from all your windows without shielding your view.



GM's Love Seats. General Motors of Canada Limited has designed two portable Love Seats for the protection of the small fry. The Child Love Seat, with front-facing position, is for children less than 40 pounds and less than 40 inches tall.

The Infant Love Seat, with rear-facing position, is for babies under 20 pounds. Both can be used in conjunction with your car's seat belts and can be conveniently stored in the trunk. You can buy a love seat through your local Chevrolet dealer.

Put together your own Monte Carlo from this handy check list:

Monte Carlo Landau
 Monte Carlo S
Power teams

Engines	Carburetor	Engine Usage	3-Speed Manual	Turbo Hydramatic
<input type="checkbox"/> 145-hp Turbo-Fire	2-bbl.	Standard	Standard	Optional
<input type="checkbox"/> 350 V8				
<input type="checkbox"/> 185-hp Turbo-Fire	4-bbl.*	Available	NA	Optional
<input type="checkbox"/> 350 V8				
<input type="checkbox"/> 150-hp Turbo-Fire	2-bbl.	Available	NA	Optional†
<input type="checkbox"/> 400 V8				
<input type="checkbox"/> 235-hp Turbo-Jet	4-bbl.*	Available	NA	Optional†
<input type="checkbox"/> 454 V8				

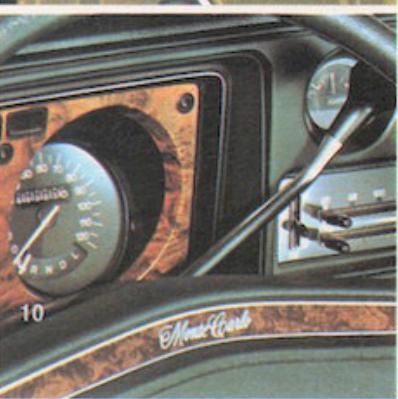
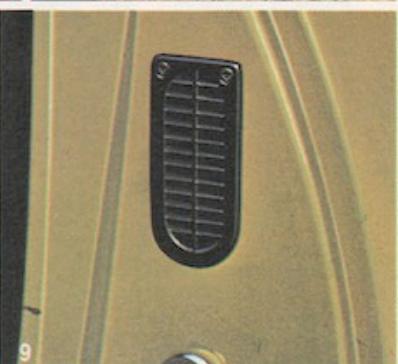
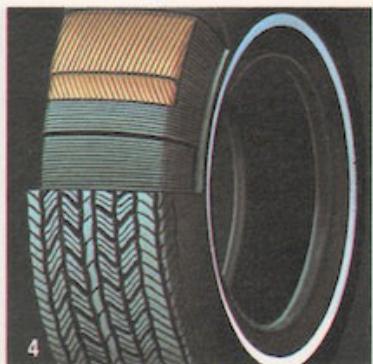
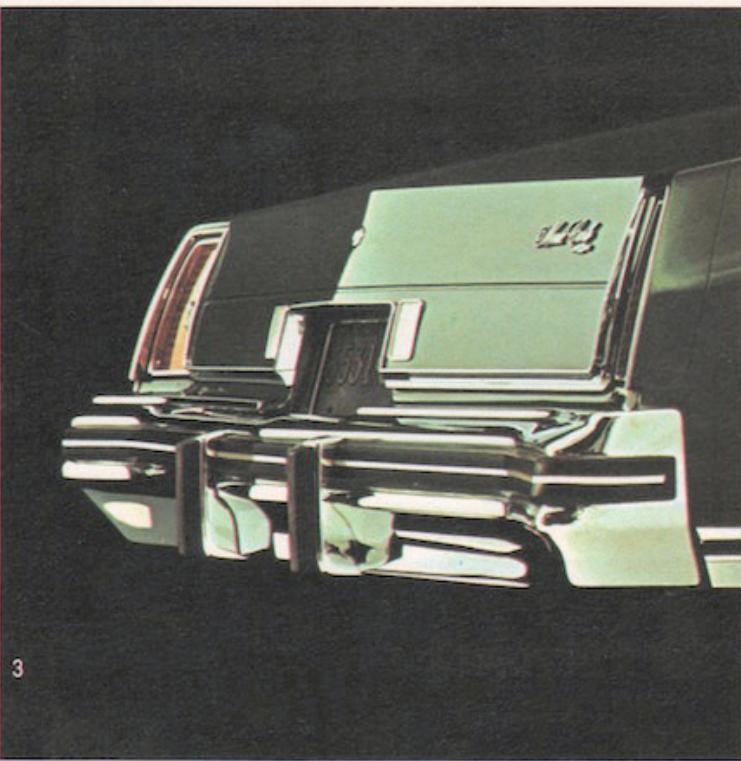
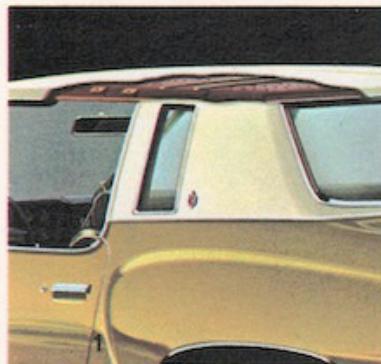
*Dual Exhaust Required. NA - Not available. Horsepower shown is SAE net (as installed) ratings. Positraction and Traction Axle Ratio are available.

All 1974 Monte Carlo engines are equipped with catalytic 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 the engine, exhaust system, and other engine components. Since these unleaded, unleaded gasoline are not available, any leaded 91 Research Octane fuel containing 0.5 grams, or less, of lead per gallon should be used.	<input type="checkbox"/> Conventional bench seats <input type="checkbox"/> Knit Cloth & Vinyl <input type="checkbox"/> Black <input type="checkbox"/> Blue <input type="checkbox"/> Green <input type="checkbox"/> Red <input type="checkbox"/> Neutral	<input type="checkbox"/> Swivel bucket seats <input type="checkbox"/> Black <input type="checkbox"/> Green <input type="checkbox"/> Red <input type="checkbox"/> Saddle	<input type="checkbox"/> Bright Blue Metallic <input type="checkbox"/> Midnight Blue Metallic <input type="checkbox"/> Aqua Blue Metallic Sandstone <input type="checkbox"/> Bronze Metallic Golden Brown Metallic <input type="checkbox"/> Medium Green Bright Green Metallic <input type="checkbox"/> Medium Green Metallic <input type="checkbox"/> Medium Red Metallic <input type="checkbox"/> Silver Metallic Dark Tanpe Metallic <input type="checkbox"/> Antique White
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Exterior colors	<input type="checkbox"/> Cream Beige <input type="checkbox"/> Tuxedo Black <input type="checkbox"/> Light Blue Metallic
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NICE THINGS THAT COME WITH EVERY

Monte Carlo



Shown:

1. Double-panel roof construction
2. Electric clock
3. Improved front and rear bumper systems that retract on minor impact and hydraulically cushion

the shock. Shown with protective strips and guards you can order

4. Steel belted radial ply tires for durability and good handling
5. Power disc/drum brake system with new audible sensors on front discs

that tell you when it's time to replace the pads

6. New three-point seat and shoulder belt system allows driver and right front passenger freedom of movement.
7. Variable-ratio power steering

8. Inside hood release for greater theft prevention

9. Flow-through power ventilation system has an automatic delay for engine warm-up to keep you more comfortable.

10. Rich simulated wood burl accents on instrument panel and steering wheel.

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MORE NICE THINGS THAT COME WITH EVERY

Monte Carlo

Monte Carlo standard appearance features

New, more massive-
appearing grille
New front and rear bumper
styling
New steel-reinforced fiber-
glass rear panel with
built-in backup lights
and center license plate
location
Distinctive coach window
styling
Choice of 16 Magic-Mirror
acrylic lacquer exterior
colors (*10 new for '74*)
Hide-A-Way antenna built
into windshield (*with
factory-installed radio*)
Full door-glass styling
Full wheel covers
Black-accented lower body
and fender moldings

Landau standard appearance features

Padded Landau vinyl roof
cover with body color
outline moldings
Landau roof rear quarter
nameplate
Fender peak accent striping
Dual body-color Sport
mirrors (*driver's is
remote-controlled*)
Visor vanity mirror
Landau emblem on door
trim panel
Urethane cast aluminum
styled Turbine II wheels

Standard interior features

New luxurious cut-pile
nylon carpeting
New bright instrument
cluster accent framing
New color-keyed (*to interior*)
instrument cluster
Soft-rim steering wheel
Wide (12") day/night
rearview mirror
Carpeting on lower edge of
rear seat back
Molded full foam front and
rear seat construction
Vinyl assist grips on doors
Armrests front and rear with
bright accents

Standard body features

Flush-styled outside door
handles
Curved side windows
Thin windshield pillar design
Dual-speed electric Hide-A-
Way windshield wipers
Built-in blended-air heater
and defroster system
Double-panel roof, door,
hood and deck lid
construction
Inner fenders front and rear
to help fight corrosion

Standard chassis features

New front suspension lower
control arm ball joint
wear indicator
New tuned body mounts
Refined front and rear
suspension

Recalibrated front and rear shock absorber valving

Computer selected springs
Self-adjusting power disc/
drum brakes
Forward-mounted steering
gear and linkage

Occupant protection features

Seat belts with pushbutton
buckles for all passenger
positions. Two combination
seat and shoulder
belts for driver and
right passenger
(*with reminder light and
buzzer and inertia reel*)
Two front seat head
restraints
Energy-absorbing steering
column
Passenger-guard door locks
with forward-mounted
lock buttons
Safety door latches and
hinges
Folding seat back latches
Energy-absorbing padded
instrument panel and
front seat back tops
Contoured windshield header
Thick-laminate windshield
Padded sun visors
Safety armrests
Safety steering wheel
Side-guard beams
Cargo-guard luggage
compartment
Contoured full roof inner
panel

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 defroster,
washers and dual-speed
wipers
Wide-view inside day/night
mirror (*vinyl-edged,
shatter-resistant glass and
deflecting support*)
Outside rear view mirror
Dual master cylinder brake
system with warning
light
Starter safety switch
Dual-action safety hood
latch
Improved bumper system
Anti-theft features
Ignition key warning buzzer
Steering column lock
Inside hood latch release
Power team features
New engine mounts for extra
smoothness and quiet
Hydraulic valve lifters
Automatic choke
Coolant recovery system
Long-life exhaust system
Delcotron generator with
built-in solid state
regulator

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