

1974 Chevrolet
Caprice Classic/Impala/Bel Air/Biscayne





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, the big car-small cost merit of the Biscayne. 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 APPEAL ARE FULLY EQUIPPED INTERIOR AND EXTERIOR ACCENTED VERTICAL BARS, FULL WHEEL COVERS AND LARGER REAR SIDE WINDOWS. □ AVAILABLE ON ALL CHEVROLET'S MANY OPTIONS AND CUSTOM FEATURES, SOME ARE ILLUSTRATED OR DESCRIBED IN THIS CATALOGUE. SOME OF THE EQUIPMENT ILLUSTRATED IN THIS CATALOGUE IS OPTIONAL AT EXTRA COST.





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 with 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 Comfortron 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.

CENTER: 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.





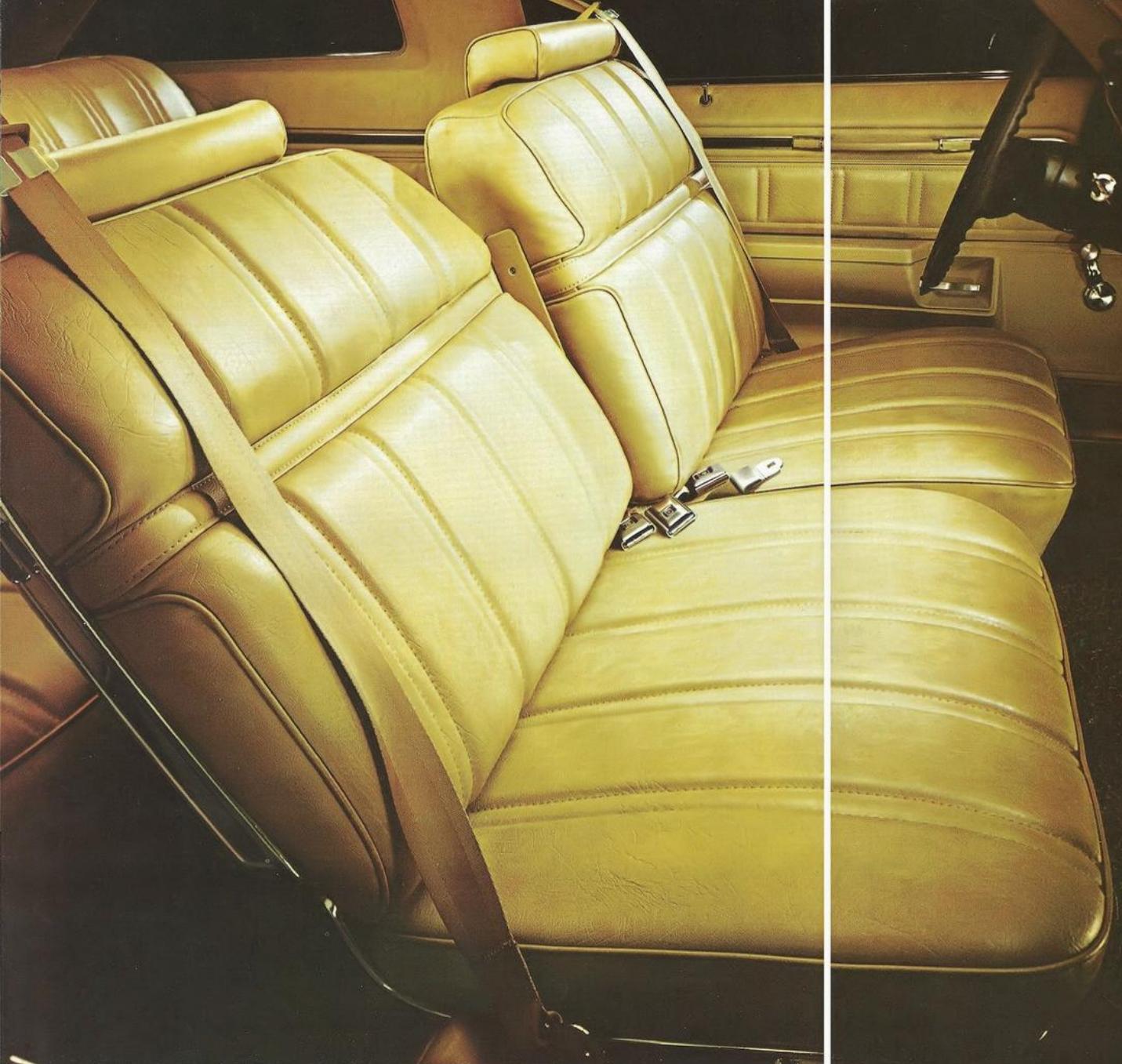
The Caprice Classic standard interior (above) speaks eloquently for the pleasures of the car. Take, for instance, the touch of comfort offered by the fold-down front center armrest on the sedans. Then there's the new elegance of plush velvet-look knit cloth deftly mixed with vinyl for seats and door 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.



SOME OF THE EQUIPMENT ILLUSTRATED IN THIS CATALOGUE IS OPTIONAL AT EXTRA COST



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 (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. This 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.)



The 1974 Impala. It's still the great Canadian value. For years Impala has not only been the nation's top seller, 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 350-2 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 Canadians—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, NEW ROOF MOLDINGS, NEW SIDE MOLDINGS, NEW GRILLE, BODY SIDE MOLDING WITH PROTECTIVE BLACK VINYL INSERT, AND BRIGHT METAL MOLDINGS AROUND FRONT AND REAR WHEELS. ALSO 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 THE NEW FRONT AND REAR GRILLE. OTHER FEATURES INCLUDE BRIGHT BODY SIDE MOLDING AND A SPACIOUS LUGGAGE COMPARTMENT WITH CONVENIENT LIGHT.





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 Canadian value again.

The Impala 4-Door Sedan (right) has not only popular appeal with its pillarless 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

SOME OF THE EQUIPMENT ILLUSTRATED IN THIS CATALOGUE IS
OPTIONAL AT EXTRA COST.

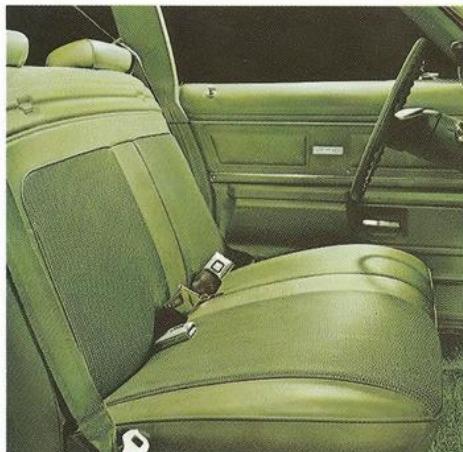


BEL AIR 4-DOOR SEDAN DISPLAYS A CLEAN CRISP, ROOF LINE, BRIGHT BODY, SILL MOLDING, IMPROVED FRONT AND NEW REAR BUMPER SYSTEMS, AND A NEW RICH-LOOKING GRID-PATTERN GRILLE.

BEL AIR

The 1974 Bel Air. A low cost way to enjoy Chevrolet's full-size quality. Bel Air comes in the 4-Door Sedan or Sport Coupe. You find many of the same fine standard features as in our Caprice Classics and Impalas. Designed to make driving easier, more pleasurable are standard Turbo Hydra-matic transmission, variable-ratio power steering, power front disc brakes, 350-cu.-in. V8 engine and a power ventilation system. Economy prices, pleasure packed. That's Bel Air.

The Bel Air standard interior (right) features its own 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, inside hood release and new seat belt system.



BEL AIR SPORT COUPE



BISCAYNE 4-DOOR SEDAN

NICE THINGS YOU CAN ADD TO YOUR CHEVROLET



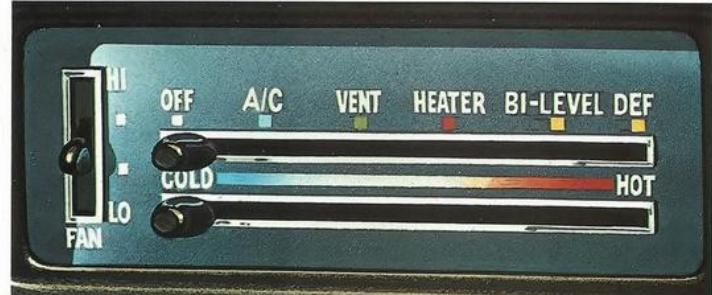
AIR CONDITIONING

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. Chevrolet offers you the choice of two air conditioning options with new simplified circuit design.

COMFORTRON AIR CONDITIONING

Combines the comfort of air conditioning with year round automatic climate control. You simply set the temperature dial to the desired temperature and it will be maintained regardless of the season or outside weather conditions.



FOUR-SEASON AIR CONDITIONING

Is a manually-controlled system that offers the same year-round comfort as automatically-controlled Comfortron. 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

For example, set the temperature dial at 75 degrees on a winter day and a thermostatically-controlled sensor will keep the heat inside of the car controlled at 75 degrees, just the same as your house thermostat does. The dial need only be set once and normally need not be adjusted.

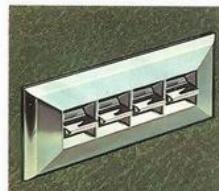
On cool, sunny days the Comfortron system when set for Bi-Level Operation, will provide warm air to the floor and cooler air out of the upper outlets. You get the comfort of a warm floor without an excessive rise in temperature at head level.

There are also other controls for windshield deficing, high and low fan. For those who want to enjoy the pleasure of driving in a comfortable, automatic-temperature-controlled environment-free from excess heat, dust, pollen and traffic noises...looking through steamed-up car windows...enduring the discomfort of high humidity at any time of the year, General Motors has the answer. It's Comfortron Air Conditioning.



SIX-WAY POWER SEAT

Lets you select precisely the seat position you prefer for greatest driving comfort. Powers seat forward, back, up or down-and tilts forward or backward. (Not available on Bel Air or Biscayne.)



POWER WINDOWS

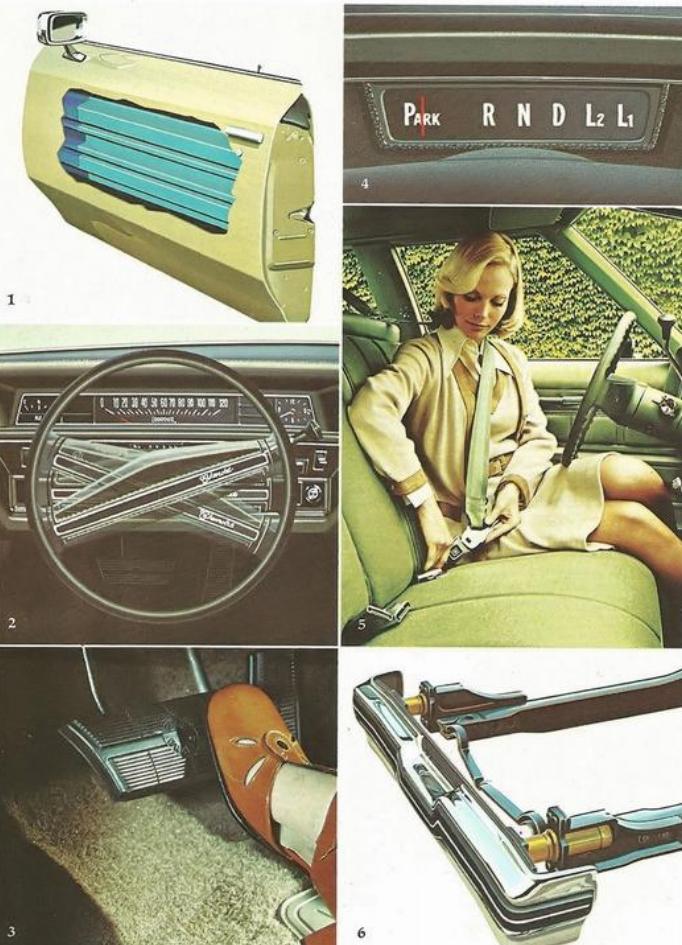
Each window can be controlled individually by passengers or with a master switch by the driver. (Not available on Bel Air or Biscayne.)



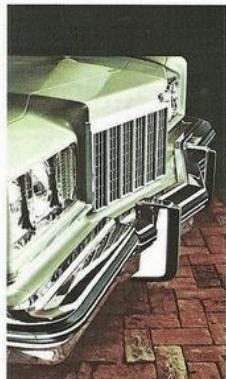
Provides warm air in cold weather and dehumidified outside air in humid weather. Controls can also be set to de-fog or de-ice when such operations are required.

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.

NICE THINGS THAT COME WITH EVERY CHEVROLET

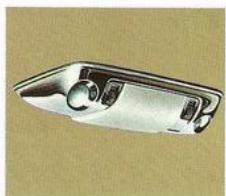


MORE NICE THINGS YOU CAN ADD TO YOUR CHEVROLET



NEW ENLARGED BUMPER GUARDS

With rubber inserts, to cushion and protect the bumper under minor impact, improve appearance. Also available: "deluxe" bumpers featuring full-width resilient rubber strips with attractive narrow white inserts: strips help protect bumpers against annoying dings and scrapes.



DOME LIGHT

Available for all models (except Convertible), has integral twin reading light for driver and front seat passenger.



FENDER SKIRTS

A styling touch desired by many. Which is why we've made them available on Impala, Bel Air and Biscayne. And standard on Caprice Classic.



RADIOS AND TAPE PLAYERS

A complete choice. AM radio, AM/FM radio, AM/FM Stereo radio. And 8-track stereo tape players with either AM or AM/FM Stereo radio. Tape cartridges plug into the radio dial area. Rear seat speaker also available.



VINYL ROOF COVERS

Newly padded this year for an extra-soft look and feel. Available in ten different colors on most big Chevrolets except (naturally) the convertible. Your choice of black or white with any exterior color, or medium blue, cream beige, medium green, red, brown, russet, medium saddle or silver taupe, depending on exterior body color. There's also a two-tone paint option for all models except the convertibles. Check your Chevrolet dealer for complete color availabilities.



SOFT-RAY TINTED GLASS

Cool, soothing tint reduces glare from all your windows without shielding your view. (Not available in convertible rear window.)



HEATED-AIR REAR WINDOW DEFROSTER

Specifically designed to meet the rigors of Canadian winters. System uses 2-speed blower and heater core to direct heated air onto the rear window for efficient defrosting. Also available a forced air rear window defogger. Check your Chevrolet dealer for complete availability.



HEAVY-DUTY BATTERY
For added electrical power reserve.



COMFORTILT STEERING WHEEL

Adjusts with one lever to any of six different positions. Nice to have even if you're the only driver because it makes it easier to get in and out of the car. Also reduces fatigue on long trips.



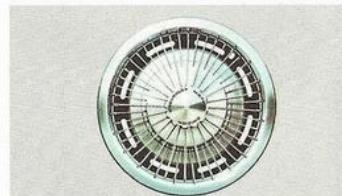
FULL WHEEL COVERS
You can add an extra bright touch of beauty to your Impala, Bel Air or Biscayne with these sparkling full wheel covers.



GM 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 20 to 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.



SIMULATED WIRE WHEEL COVERS

To add an extra sporty look to your 1974 Chevrolet.



HEAVY-DUTY RADIATOR

Pulling a trailer increases the load your engine has to pull and the possibility of overheating. A heavy-duty radiator has greater cooling capacity to protect your engine against overheating. (Included when air conditioning is ordered.)



SUPERLIFT REAR SHOCKS
If you plan on towing a heavy load you may need them. They're air-adjustable to help maintain ride level depending on passengers or cargo being carried. Other trailering equipment in great variety is available from your Chevrolet dealer.

MORE NICE THINGS THAT COME WITH EVERY CHEVROLET

Mechanical features. Caprice Classic engine: Turbo-Fire 400-2 V8, SAE net hp: 150 • Biscayne, Bel Air and Impala engine: Turbo-Fire 350-2 V8, SAE net hp: 145 • 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 • 21.6-gallon fuel tank capacity • Dual horns on Caprice Classic, single horn on Impala, Bel Air and Biscayne.

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, Bel Air and Biscayne).

Exterior styling. Curved side windows • Flush-style door handles • Bright rocker molding (except Biscayne) • 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 fenderskirts • Special Caprice Classic front panel crests.

Impala, Bel Air and Biscayne only: Rich horizontal grid-pattern grille • Triple-unit taillights (for Impala), dual-unit taillights (for Bel Air and Biscayne) • 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, Bel Airs and Biscaynes.

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, and inertia reel) • Two front seat head restraints
- Energy-absorbing steering column • Passen-
ger-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
(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.) • 21.6-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 Sport Coupe Bel Air 4-Door Sedan Biscayne 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, Bel Air and Biscayne) 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, Bel Air and Biscayne) 4-bbl. Turbo-Fire 350 V8 (available for Impala, Bel Air and Biscayne) Turbo-Fire 400 V8 (standard on Caprice Classic, available on Impala, Bel Air and Biscayne) Turbo-Fire 454 V8 (available on Caprice Classic, Impala, Bel Air and Biscayne).

Transmission: 3-range Turbo Hydra-matic (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.

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.

