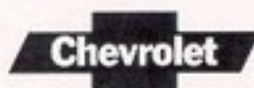


1973 CHEVROLET TRUCKS

Suburban



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



Suburban with available
Cheyenne Super trim.

The 1973 Suburban looks more like a station wagon, rides more like a station wagon. But it's still tough like a truck.

We set out to make a Superwagon for today's roads and bigger loads.

For 1973, Chevrolet Suburban's look is new: broad-shouldered and tough. The interiors are new, more handsome than ever. Carrying capacity and towing capability are improved. Suburban does anything a station wagon can. And many things a station wagon can't. Because under it all is one tough truck.

Lots of usable room inside, especially for people.

Suburban takes nine adults very comfortably when you order the available second and third seats. (Folding second seat's standard on Series 20, available on Series 10.) Because the basic body size is increased for 1973, there's more room for everybody. More head room, hip room, leg room, even more shoulder room provided by the curved side windows. There's added glass area—over a thousand square inches more in models with the available tailgate.

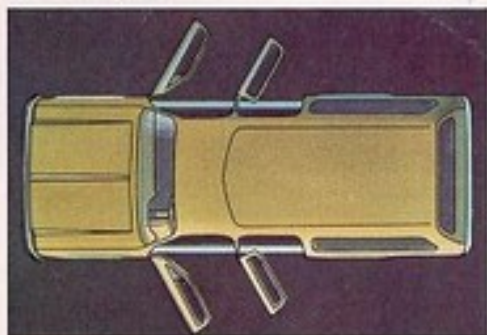
A smoother, quiet ride... a test drive will prove.

Suburban's improved ride and handling result from carefully choosing and matching chassis, suspension, steering and more. There's an added 2½ inches of wheelbase. Two-stage rear leaf springs are standard. And, for Series C10 models, new rubber bushings in the massive Girder Beam front suspension dampen the small jolts and thumps you notice especially when a load is light. It's hard to believe so much truck can ride so easy, until you try it. And your Chevrolet dealer can arrange that.

The 1973 Suburban is quiet by design. Its new shape slips through the air easily, so there's less wind noise. Special body mounts help tune out annoying vibrations. And a new power ventilation system lets you drive comfortably with the windows up. All of which makes Suburban a pleasant way to go places.

Now Suburban has four side doors, so people can get in and out easier. And the loadspace is more accessible than before. Add double rear doors and you have a 1973 Suburban—the six-door wagon.

Four passenger doors.



There's also a wagon-type tailgate available. With a window that retracts manually. Electrically if you order it.



New tailgate with a retractable window.

Standard Six (Series 10 only) is the sturdy, dependable 250. On V8 models, standard engine is 307 cubic inches (Series 10) or the 350 (Series 20). Also available is Chevy's big 454 for hauling heavy loads or towing large trailers.

Engines available up to a 454 V8.

Fully synchronized 3-speed transmission • Side-terminal battery • Front disc/rear finned drum brakes with power assist • Dual brake system with warning light • High-intensity Power Beam headlamps • Backup lights • Directional signals and four-way flasher • Right- and left-hand chrome-plated outside mirrors • Two-speed electric windshield wipers and pushbutton washers • Heater and defroster.

Standard equipment includes all this.

How we designed a truck chassis

We extended the wheelbase.

By moving the front suspension forward two and a half inches, we provided for easier oil pan removal. The long wheelbase also helps smooth the ride.



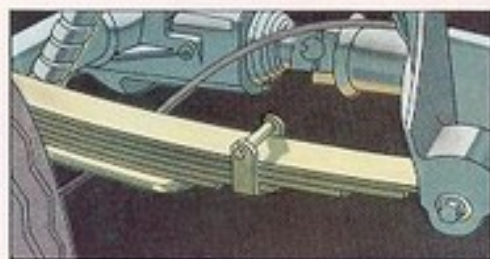
New rubber bushings cushion control arms.

Rubber bushings are used to cushion the inner control arm pivots on Series C10 to help eliminate suspension harshness for a new smoother, quieter ride. Threaded steel bushings are used on Series C20 models. A rubber bumper on each control arm cushions excessive up-and-down wheel movement.



New leaf spring rear suspension standard.

New two-stage tapered-leaf rear springs (below) are designed to provide firm, steady support empty or loaded. Spring eyes and shackles are rubber bushed to reduce noise and ride harshness. New rear suspension design helps to improve vehicle handling and roll stability.



Heavy-duty rear springs available.

Heavy-duty rear springs are available when maximum payloads or very rough roads are anticipated. Heavy-duty rear shock absorbers are also available.

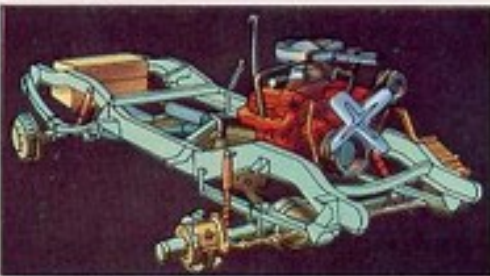
Suburban frames have been completely re-designed and strengthened for '73. Side rail depth is increased and cross-member design is new to accommodate such additional improvements as increased wheelbase, and new drive-shaft center bearing support.



New frame side member and crossmember design.

New 4-wheel-drive models are offered in both Series. With two-speed transfer case bolted directly to transmission, Chevy's 4-wheel-drive silhouette is noticeably lower than other 4-wheel-drive models.

4-wheel drive available.



Single-piston floating caliper front disc brakes with a new road splash shield are standard on all Suburbans. Durable and self-adjusting, these brakes provide resistance to fade, and recover quickly from water immersion. Brake power assist standard, front and rear.

Power front disc brakes standard.



New cast iron-steel rear brake drums are finned for maximum cooling. The outer edges are formed with a labyrinth shape to help exclude contaminants from the brake linings. Linings themselves are a molded asbestos composition for excellent heat resistance.

Finned rear drum brakes.

that delivers a station wagon ride.

12-point body mounting system.

Double-biscuit rubber body mounts at 8 of these 12 points help isolate Suburban's body from chassis, tuning out annoying road vibrations. Forward-point attachment without drilling holes through the floor also reduces interior sound levels.

Frame-mounted fuel tank.

The standard 24-gal. fuel tank is located between the front tank support and the rear frame crossmember. A larger capacity 30-gal. tank is available. Also available: a fuel-tank skid plate for protection in low-clearance driving.



New exhaust system mounting.

New exhaust system hangers permit unrestricted expansion and improve isolation of exhaust noise from interior. New full-loop exhaust pipe hanger design provides secondary support.



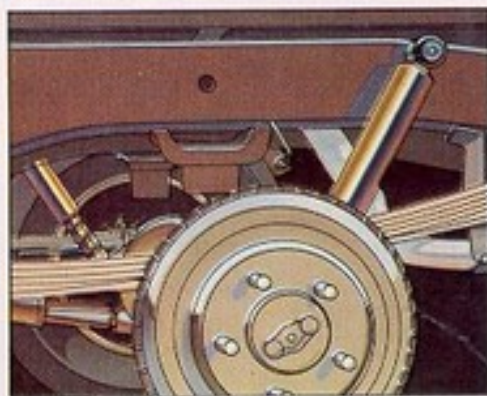
New locking differential available.

This new unit provides true differential action in normal driving, positive lockup for excellent traction in snow, mud, sand or on ice. It operates only when needed, engages quickly and and quietly. Available on all Suburban models.



Rear shock absorbers are positioned with one slanting forward, one aft. The effect is to reduce brake and power hop.

Staggered placement of rear shock absorbers.



New energy-absorbing steering column is designed to help absorb impact forces, help protect the driver in the event of an accident. Column telescopes to provide cushioning effect.

New collapsible steering column.



New Salisbury-type axle design provides a large diameter ring gear, new tapered roller bearings and a broad ratio coverage. Design is inherently strong for durability, increased axle capacities.

New Salisbury-type rear axles.

Engine mounts are designed to provide a vibration-absorbing cushion between engine and frame. Rubber is pre-loaded between a steel backing plate and steel outer housing for long life.

New engine mount design.



Suburban seats up to nine, loads up to 144 cu.ft., moves up to 14,000 lbs. And lasts a long time.

Choose from two series.

Suburban does so much so well—transporting people, hauling things, towing trailers—we offer it in two Series, 10 and 20. With 144 cubic feet of load-space—over one-and-a-half times as much as most full-sized station wagons. GVWs from 5,400 to 8,200 pounds. And carrying capacities up to 3,325 pounds.

Seats up to nine people.

Every Suburban comes with a full-width front seat generously sized for three. A folding second seat is available for Series 10, standard on Series 20; room for three more. And a removable third seat is available for Suburbans with the second seat.

Tow a big-family travel trailer.

Properly equipped, a Series 20 Suburban is rated for moving up to 14,000 lbs. (trailer, truck, nine passengers and luggage). Which means you can hitch up a large travel trailer and take a big family just about anywhere you'd like.

New folding second seat for easy hauling.

Suburban's second seat folds flat in a minute or less, leaving unobstructed load area from the rear doors to the front seatback (about 40 square feet). It's also split two-thirds/one-third. Either section flips forward, letting third-seat passengers in and out easily.

High, wide rear doors... two kinds.

Double rear doors are standard on a Chevrolet Suburban. They can be swung fully open, past the bumper, for getting up close to loading docks. The 40" high, 59.6" wide opening panel-type doors admit some very bulky items. Also available: a tailgate with retractable window.



The glass cranks down, allowing the gate to be lowered. An electrically operated rear window is available, too.

Suburban's entire body is cleaned thoroughly, then primed with a tight-clinging, rust-resisting first coat. Afterwards, we paint the paint—two applications of hard, durable acrylic enamel that keeps its color and gloss. Choice of 15 colors, 10 new for 1973.

Our hard, tough finish looks good a long time.

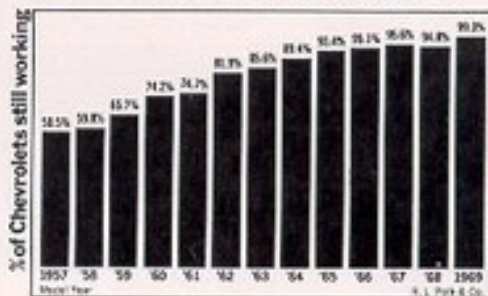
Inside the front fenders you see are panels you don't. One-piece inner fenders for added strength. Self-washing wheelhousings to prevent slush and mud buildup under front-end sheet metal. Made of steel, to turn back rocks and other road debris. Undercoated for rust protection, sound absorption.



Full inner fenders help save the outer fenders.

Over 58% of Chevrolet's 1957 model trucks are still in use. No other make has even half, based on official industry records. Evidence of how well Chevrolets are designed. How well they're built. And how well they serve the U.S.A.

Proof how long Chevy trucks last.





New folding second seat—standard on Series 20; available, Series 10.



Cushion unlatches and folds forward. Backrest unlatches and folds down.



The left two-thirds of the second seat may also be folded flat for convenience.



Without third seat, Suburban has some 40 sq. ft. of flat loadspace.

Minimum required equipment on Suburban for Trailer Towing

Suburban Trailering Special—RPO Z82	Models	C & K10		C & K20		
Equipment Included in RPO Z82	Steering Battery Nameplate*	Hydraulic Power Heavy Duty 80 Amp-Hour 8,000; 10,000; 13,000 or 14,000 lbs.				
Minimum Equipment Required for RPO Z82	Generator	61 Amp (RPO K76)†				
	Radiator	Heavy Duty (RPO VO1)††				
	Tires	H78-15B (Std.)		8.75-16.5C (Std.)		
	Transmission	4-Speed (RPO M20) or Turbo Hydra-matic (RPO M49)				
Gross Combined Weight (GCW) with Available Engine and Rear Axle Ratio	Axle Ratios	Engines				
		307 V8	350 V8	454 V8	350 V8	454 V8
	3.07	—	8000	11,000*	—	—
	3.21	—	—	—	—	11,000*
	3.40	—	8900*	12,000*	—	—
	3.73	—	9000	13,000*	9000*	13,000*
	4.10	—	—	—	10,000	14,000*
	4.11	8000*	10,000	—	—	—
	4.36	—	—	—	11,000*	—

*If the GCW of the engine and axle ratio selected does not match one of the nameplate ratings, the nearest lower rated plate will be used.

†Included with air conditioning.

††Included with Turbo Hydra-matic transmission.

*C-models only.

It's very comfortable inside Also it's your own



Cheyenne Super luxury, new to the Suburban.

Until now, there's never been a passenger truck this good looking—not even ours. Because there's never been a Cheyenne Super Suburban before.

Let's start with the seats: full-depth foam cushion, trimmed in herringbone-stripped nylon cloth and vinyl or elk-grain all-vinyl upholstery. Colors: pearl gray or saddle for all-vinyl trim; slate blue or saddle for cloth/vinyl.

Underfoot, there's thick nylon-blend carpeting. When you order the second seat (standard on Series 20), the carpeting runs on back to the rear doors, even covering the wheelhousings. Overhead, there's a full-length molded plastic headliner. In front of you, full-gauge instrumentation set in a simulated wood-grain panel; and a steering wheel accented the same way. The foam-padded instrument panel has simulated wood-grain trim. Likewise the door trim panels which also have cushioned armrests and, in front, storage pockets.

Exterior—Except for Cheyenne Super nameplates, all items included in the Custom Deluxe and Custom trims, plus: chrome front and rear bumpers and hubcaps; bright upper body side and rear door (or tailgate) moldings and bright light bezels.



Because Suburban's Custom Deluxe interior is even more appealing for 1973. The foam-padded seats are upholstered with embossed vinyl in pearl gray, slate blue, saddle or slate green. (Special all-vinyl or herringbone-stripped nylon cloth and vinyl seat trims are available. With them wood-grain trimmed door panels and a front seat with a full-depth foam cushion are included.)

Molded door trim panels with integral cushioned armrests complement the seat trim. Color-keyed, vinyl-covered rubber floor mat continues on back to the rear doors, if you order the second seat (standard on Series 20). There's a full-length molded headliner. Spare tire is covered in matching vinyl. Also included are bright-trimmed dome lamps with front door-operated switches; a cigarette lighter; highnote horn; and special insulation.

Exterior—Except for bright Custom Deluxe nameplates, all items included in the Custom trim, plus: bright windshield moldings and black inserts in door handles.

**Custom Deluxe.
Easily worth
the price.**

Suburban. Very handsome, too. private quiet zone.



The Custom. Standard for the 1973 Suburban.

A Custom Suburban comes with the same foam-padded, embossed vinyl seats as the Custom Deluxe. And a color-keyed instrument panel pad. And molded door trim panels with integral cushioned armrests. You also get a cockpit-type instrument cluster; tip-out ashtray and glove box; front courtesy lamp; padded sunshades; vinyl-framed rearview mirror.

Exterior—Chrome-plated right- and left-hand rearview mirrors; bright upper and lower grille moldings, headlamp bezels and door handles; white-painted hubcaps and bumpers; Custom fender nameplates; Suburban rear door (or tailgate) nameplate.

Available Suburban Exteriors.

Conventional Two-Tone Paint—White secondary color from bright upper side and rear moldings on down.

Special Two-Tone Paint—White secondary color between bright upper and lower side and rear moldings.

Wood-Grained Exterior—Between upper and lower side and rear moldings. Includes bright "Estate" nameplate.



Conventional Two-Tone Paint



Special Two-Tone Paint



Wood-Grained Exterior

We set out to hush things from the beginning. Suburban's sleek body shape reduces wind buffeting noises, and so does the way the windows are set into the doors. Special body mounts help "tune out" road thumps. Noises we couldn't eliminate, we muffled. Acoustical treatment in a Cheyenne Super Suburban, for instance, includes: sound-absorbent headliner; fiberglass hood blanket; dash and cowl insulation; padding under carpeting, including floor under front seat; cowl-to-fender sealing; full carpeting, including rear wheelhousings when you order the second seat (standard on Series 20).

It's quiet inside with the windows up, but still not stuffy—not with Suburban's new power ventilation system. Outside air enters the high-level intake, circulates and exits through pressure-relief valves in the doors. Refreshing idea.

**How
we stop noise
where it starts.**

**Flow-through
power system
for windows-up
ventilation.**



Chevrolet Suburban offers all the

And a few

Dual-unit front and rear air conditioning.

1. Because Suburban's so roomy inside, a two-unit air conditioning system is available. The built-in Four-Season air conditioning up front handles both heating and cooling. It uses outside air. The roof-mounted rear unit recirculates preconditioned inside air. Each unit has its own three-speed control on the instrument panel. You can operate the front system only, or front and back together. Front unit available alone.

Wagon-type tailgate.

2. When you order the Suburban tailgate, you get a crank-down rear window. An electrically operated window also is available. It's controlled by a toggle switch on the instrument panel or a key switch in the tailgate. A safety block-out prevents operation if the tailgate isn't properly shut.

Chrome bumpers.

3. Chromed, heavy-gauge steel bumpers available front and rear for Suburban Custom, Custom Deluxe. Standard on Cheyenne Super.

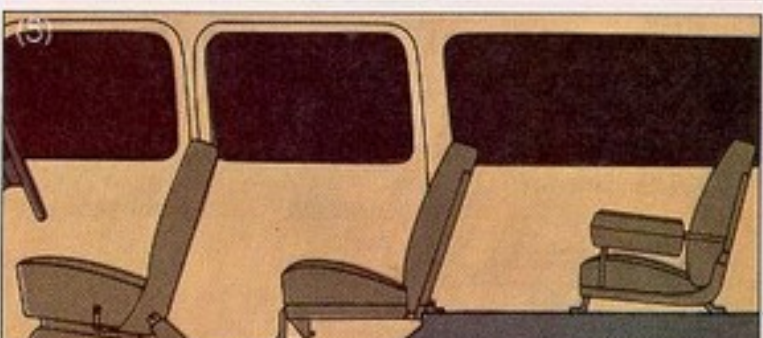
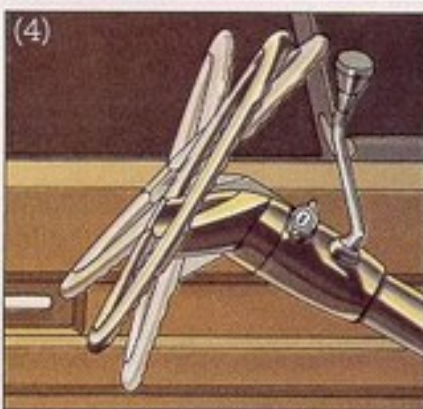
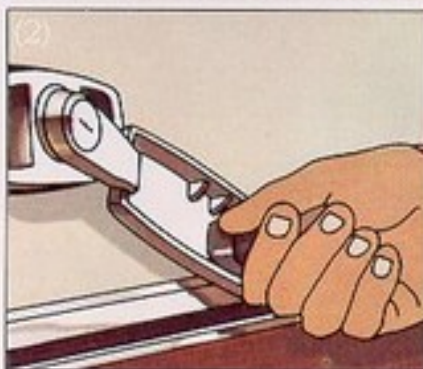
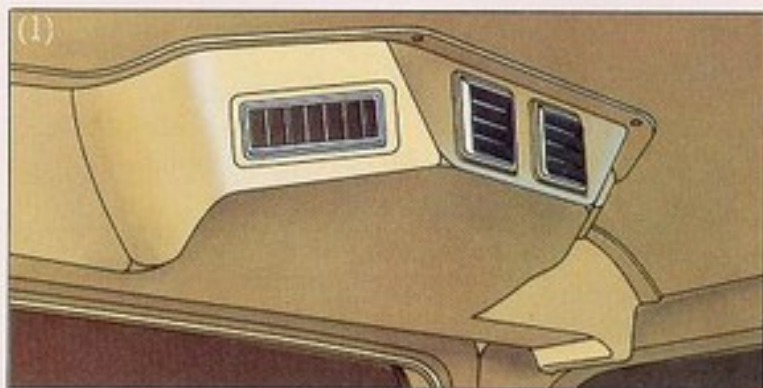
Comfortilt wheel and power steering.

4. Flick a lever and swing the Comfortilt wheel up, down, in between. You can change to six different wheel positions without ever leaving your seat. Available for conventional and 4-wheel-drive models with automatic or 4-speed manual transmissions. Also available: variable-ratio power steering.

Available second and third seats.

5. A dual-section folding second seat is available for Series 10 (standard, Series 20). When you're carrying things rather than people, seat cushions flip forward and back cushions fold down leaving some 40 square feet of perfectly flat load floor. Upholstery material and color match front seat.

A forward-facing third seat also is available, along with the second seat, for full nine-passenger capacity. Bolted securely to the floor, it's easily removed to make more cargo space. Upholstery material, color match other seats.



conveniences of a station wagon. of its own.



(6)



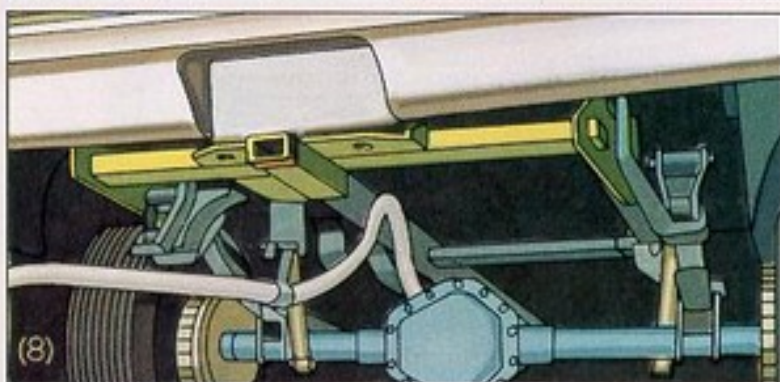
(7)

6. Turbo Hydra-matic automatically selects the right gear ratio for the load you're moving, the road you're traveling. And it smooths the flow of power for long driveline life. It's the same truck-tough unit built for Chevy pickups.

Turbo-Hydra-matic 3-speed automatic.

7. Fully transistorized for low battery drain, designed as an integral part of the instrument panel. AM or AM/FM available. Antenna is concealed in the windshield.

Radios.



(8)

8. Special heavy-duty platform used with equalizing hitch helps distribute tongue weight forward to the Suburban's front wheels and back to the trailer's rear wheels. Available and recommended for trailer towing from 2,000 to 4,000 lbs.; required for trailers over 4,000 lbs. Maximum platform rating: 7,000 lbs.; tongue load, 800 lbs.

Trailer equalizing hitch platform.

9. It transfers driving power to the wheel with the most traction. Most helpful if you drive in snow, mud or sand.

Limited-slip rear axle.



(9)

10. Added cooling for automatic transmission oil helps prevent overheating with heavy loads, or in difficult terrain. Available for Series 10 and 20; recommended for trailer towing over 2,000 lbs. gross trailer weight.

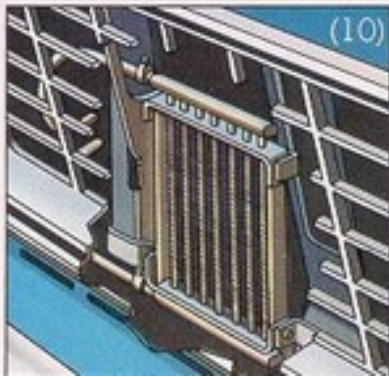
Auxiliary transmission oil cooler.

11. Set of four stainless-steel wheel covers available. So are white sidewall tires in several sizes and load capacities.

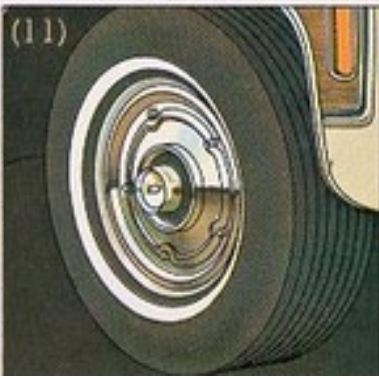
Wheel covers and whitewalls.

Larger fuel tank (30 gal.) • Front stabilizer • Heavy-duty shock absorbers • Wide-base tires • Heavy-duty battery • Heavy-duty Delcotron generators • Below-Eye-Line mirrors • Auxiliary heater • Roof-mounted luggage rack and cover • Engine oil cooler.

Other available equipment.



(10)



(11)

1973 Suburban Specifications.

STANDARD COLORS

Skyline Blue

Glenwood Green

Sport Silver (M)

Catalina Blue (M)

Frost White

Hawaiian Blue

Spanish Gold

Crimson Red

Burnt Orange (M)

Lime Green (M)

Sunset Gold

Desert Sand

Mojave Tan

Moss Olive

Marine Turquoise (M)

(M) Metallic

Series		C10 (1½-Ton)		C20 (¾-Ton)		K10 (¾-Ton) 4-Wheel Drive		K20 (¾-Ton) 4-Wheel Drive	
GVW Ratings (lbs.)		5400 to 6800		6650 to 8200		5600 to 7150		6800 to 8200	
Front Suspension		Standard	Available	Standard	Available	Standard	Available	Standard	Available
*IFS with Coil Springs—Cap. (lbs.)		3100		3800		3400		3500	
Springs—Cap. (lbs.)		1550	1625	1750	1900	1850	1900	1850	1900
Shock Absorbers		Standard	Heavy-duty	Standard	Heavy-duty	Standard	Heavy-duty	Standard	Heavy-duty
Stabilizer Bar		Available							
Rear Suspension		Axle—Cap. (lbs.)	±3750	±5700		±3750		±5700	
—Ratios		6-3.73 V8-3.40	4.11 3.73, 4.11	3.73	3.21, 4.10, 4.56	6-4.11 V8-3.07	3.07, 3.73, 4.11	4.10	
Springs—Cap. (lbs.)		1550	2000	2000	2600, 2850	2250		2800	
Shock Absorbers		Standard	Heavy-duty	Standard	Heavy-duty	Standard	Heavy-duty	Standard	Heavy-duty
Engines		6 Cyl. 250 Six				250 Six			
V8's		307 V8	350 V8	350 V8	454 V8	350 V8		350 V8	
Fuel Tank		Nominal Cap. (gal.)	24	30	24	30	24	30	
Transmissions		3-spd.	4-spd.	3-spd.	4-spd.	3-spd.	4-spd.	3-spd.	4-spd.
			Turbo Hyd.		Turbo Hyd.		Turbo Hyd.		Turbo Hyd.
Brakes		Power		Power		Power		Power	
Front		Disc		Disc		Disc		Disc	
Rear		Drum		Drum		Drum		Drum	
Electrical		6 Cyl.—Battery	45 Amp	45 Amp	45 Amp	45 Amp	80 Amp	45 Amp	80 Amp
V8's — Battery		61 Amp		61 Amp		61 Amp		61 Amp	
Generator		37 Amp	42, 61 Amp	37 Amp	42, 61 Amp	37 Amp	42, 61 Amp	37 Amp	42, 61 Amp
Frame		Section Modulus	3.06	3.84		3.84		3.84	
Steering		Manual	Power	Manual	Power	Manual	Power	Manual	Power
Wheels & Tires		Disc Wheels—Type	5-stud	8-stud		6-stud		8-stud	
—rim width (in.)		6.0	5.0	6.0	6.75	6.0	5.0, 8.25	6.0	6.75, 8.25
Tubeless Tires—sizes		G78-15B	H78-15B	8.75-16.5C	8.75-16.5D	G78-15B	H78-15B	8.75-16.5C	8.75-16.5D
—sizes			L78-15B		9.50-16.5D		L78-15B		9.50-16.5D
—sizes			L78-15D				10.00-16.5C		10.00-16.5C
—sizes							L78-15D		
Tube-Type Tires—sizes			G78-15B		7.50-16C		G78-15B		7.50-16C
—sizes			6.50-16C		7.50-16D		6.50-16C		7.50-16D
—sizes			7.00-15C		7.50-16E		7.00-15C		7.50-16E

Equipment shown in blue available at extra cost. *Also available with Positraction differential. *Tubular driving on 4-wheel drive models with tapered leaf springs (Ratios: K10-6-4.11; V8-3.73; K20-4.10). **Also available with locking differential. Tire Load Range—B (4PR), C (6PR), D (8PR), E (10PR) †Base equipment with 454V8.

Engine Specifications—Suburbans

ENGINE SPECIFICATIONS	250 Six	307 V8	350 V8	454 V8
Displacement (cu. in.)	250	307	350	454
Bore & Stroke (in.)	3 1/8 x 3 1/2	3 1/8 x 3 1/4	4 x 3 1/2	4 1/4 x 4
Compression Ratio	8.5 to 1	8.5 to 1	8.5 to 1	8.5 to 1
SAE Net Horsepower @ rpm	100 @ 3600	115 @ 3600	155 @ 4000	240 @ 4000
SAE Net Torque (lbs.-ft.) @ rpm	175 @ 1600	205 @ 2000	255 @ 2400	355 @ 2800

All gasoline engines are modified to operate efficiently and with lower exhaust pollutants on no-lead or regular fuel.

Suburbans—Power Teams

Series	C10		C20		K10		K20	
	Standard	Available	Standard	Available	Standard	Available	Standard	Available
Engines	*250 Six	350 V8	**350 V8	454 V8	*250 Six		**350 V8	
	**307 V8	454 V8			**350 V8			
Transmission	3-Speed	4-Speed	3-Speed	4-Speed	3-Speed	4-Speed	3-Speed	4-Speed
		Turbo Hydra-matic		Turbo Hydra-matic		Turbo Hydra-matic		Turbo Hydra-matic

*Standard on 6-cylinder models. **Standard on V8 models.

All illustrations and specifications contained in this literature are based on the latest product information available at the time of publication. The right is reserved to make changes of any kind in prices, colors, materials, equipment, specifications and models, and also to discontinue models. Limitations and variations in color printing make it impossible to match exactly Chevrolet's available truck exterior paint colors. The representations shown above are examples only, and no guarantee of fidelity to actual colors should be inferred. CHEVROLET MOTOR DIVISION OF GENERAL MOTORS CORPORATION, DETROIT, MICHIGAN 48202. LITHO IN U.S.A.