

1973 CHEVELLE

Laguna/Malibu/Deluxe



Chevrolet

The 1973 Chevelle. It is completely redesigned this year to make it the right car for more people than ever before.

People have very personal reasons for selecting their cars. They want them to be distinctively styled. They want them to ride smoothly, yet handle confidently on expressways or back-country roads.

They want them to be safe and reliable, and to keep their appearance and value for years. They want quietness, comfort—and luxury.

We'd like to think it's because of the attention we've paid to people's real wants that since its introduction in 1964, Chevelle has enjoyed immense popularity and exceptionally high resale value.

Now we are introducing a completely new Chevelle, bigger in most ways than last year's, better in many ways than more expensive cars of a few years ago. The very latest in testing methods and manufacturing techniques are used to make certain that Chevelle maintains its engineering leadership.

And to offer people leadership in luxury, too, we've added four elegant new Laguna models to the line.

In fact, in terms of size, comfort and variety of choice, the new Chevelle has been designed to be the best car and wagon for the needs of most Canadians.

Perhaps you are one of them. For your new car or wagon consider our 1973 Chevelle Laguna, Malibu and Deluxe. We believe you will find a model just right for you.



Laguna. The New Top of the Line Chevelle with a Look all its Own. We designed the luxurious new Laguna to rival more expensive cars in its rich interiors, quietness, comfort and safety.

We designed it with a sleek look all its

own—a resilient front end of tough urethane (backed by our new improved front bumper system). Behind it is a big Turbo-Fire 350-2-barrel V8, standard. And like all '73 Chevelles, it is completely re-engineered, taking full advantage of new manufacturing

and design methods. The result is a combination of smooth ride and precise handling unsurpassed by many more expensive cars. Lean back and enjoy its quiet elegance. Laguna, all the car most people need—with all the luxury they want.



Laguna Colonnade Hardtop Sedan. For those who want the comfort and styling of the new Laguna with four-door convenience. New strength and safety come from Laguna's new perimeter-type frame, specifically designed to back up the new improved front bumper system. The classic new six-window side-styling gives added roof strength and tighter glass fit, while thinner windshield pillars contribute to the Laguna Colonnade Hardtop Sedan's big 35.8% increase in glass area for '73. So the whole family can see more wherever you go.

Standard Interior for Laguna Coupe

and Sedan. Rich interiors are fully in keeping with Laguna's luxury. Seats are molded of full foam for just the right combination of softness and support. There's a full choice of 10 standard interior colors in cloth and vinyl and cool, breathable all-vinyl. Deep-twist carpeting covers the floor. (Black all-vinyl interior includes a choice of black or red accent carpeting).

Laguna Interior with New Swing-Out Strato-Bucket Seats. (Available for Colonnade Hardtop Coupe only). Release of the side locking handle allows the seat to pivot up to 90° for easy entry or exit, and rear seat

accessibility is also improved. The full-foam all-vinyl seats are contoured for comfort and lateral support in cornering, and individually adjust five inches forward and backward. Available in black, blue, neutral or saddle.

Laguna Exclusive Standard Features. Turbo-Fire 350-2-bbl. V8 engine • Exclusive Laguna urethane front end styling • Bright roof drip moldings • Bright wheel open moldings • Full wheel covers • Bright accented dual-unit taillights • Front fender nameplates further identify Laguna

• Door trim includes handy map pockets, Laguna nameplates • Rich Laguna interiors.

Mechanical Features. Redesigned Full Coil suspension system for more ride comfort, exceptional straight-line tracking and improved road contact during cornering • Greater stability from increased front and rear tread • Coil springs are computer-selected to match individual car's weight • Wide bias belted ply G78x14 tires on 6" wide wheels • Power train, frame and suspension are isolated from the body with rubber mounts for quietness.



• 3-Speed manual transmission standard, automatic Turbo Hydramatic available • Disc/drum brakes resist fade, are self-adjusting; power assist available • Refined Delcotron alternator and corrosion-resisting side-terminal battery • Improved emission controls. **Interior Comfort.** Increased front and rear roominess • New molded full foam front and rear seat construction • Deep-twist carpeting • New acoustical double-panel steel roof efficiently absorbs sound • New flow-through power ventilation system. **Interior Convenience.** New inside hood release • Glove compartment light

• Cigarette lighter • Dual-speed electric windshield wipers • Day-night inside rearview mirror • Foot-operated parking brake. **Exterior Styling.** New Colonnade Hardtop design for strength, improved visibility and reduced wind noise • Flush-style door handles • Hide-A-Way windshield wipers • Rectangular outside rearview mirror • Protected antenna embedded in windshield glass (when factory installed radio is ordered) • Thin windshield pillar design • Distinctive rear quarter window on Colonnade Hardtop Coupe; six-side-window styling on Colonnade Hardtop Sedan.



Malibu. The Complete Car for More Canadians. As you can see, our new Malibu is beautifully redesigned for 1973, incorporating up-to-the-minute engineering advances. There's more

room for six passengers. There's a combination of handling and ride unsurpassed outside the luxury field. There's added comfort from the new flow-through power ventilation system

and a wide selection of rich interiors. And there's new protection that comes from Malibu's new improved front bumper system and front disc brakes. Chevrolet is building a better way.



Malibu Colonnade Hardtop Coupe, left page. The advanced roof design of the Malibu Colonnade Hardtop Coupe adds more than style; it adds greater strength and visibility.

Malibu Colonnade Hardtop Sedan, above. New roof pillar marks the car's modern six-side-window look. Four-door convenience is combined with all the comforts built into the new Malibu.

Malibu Wagon, background. Malibu's new counterbalanced liftgate gives easy access of up to 85 cubic feet of cargo space. Malibu Wagon is also available with SS equipment. See page 12 for more Wagon information.



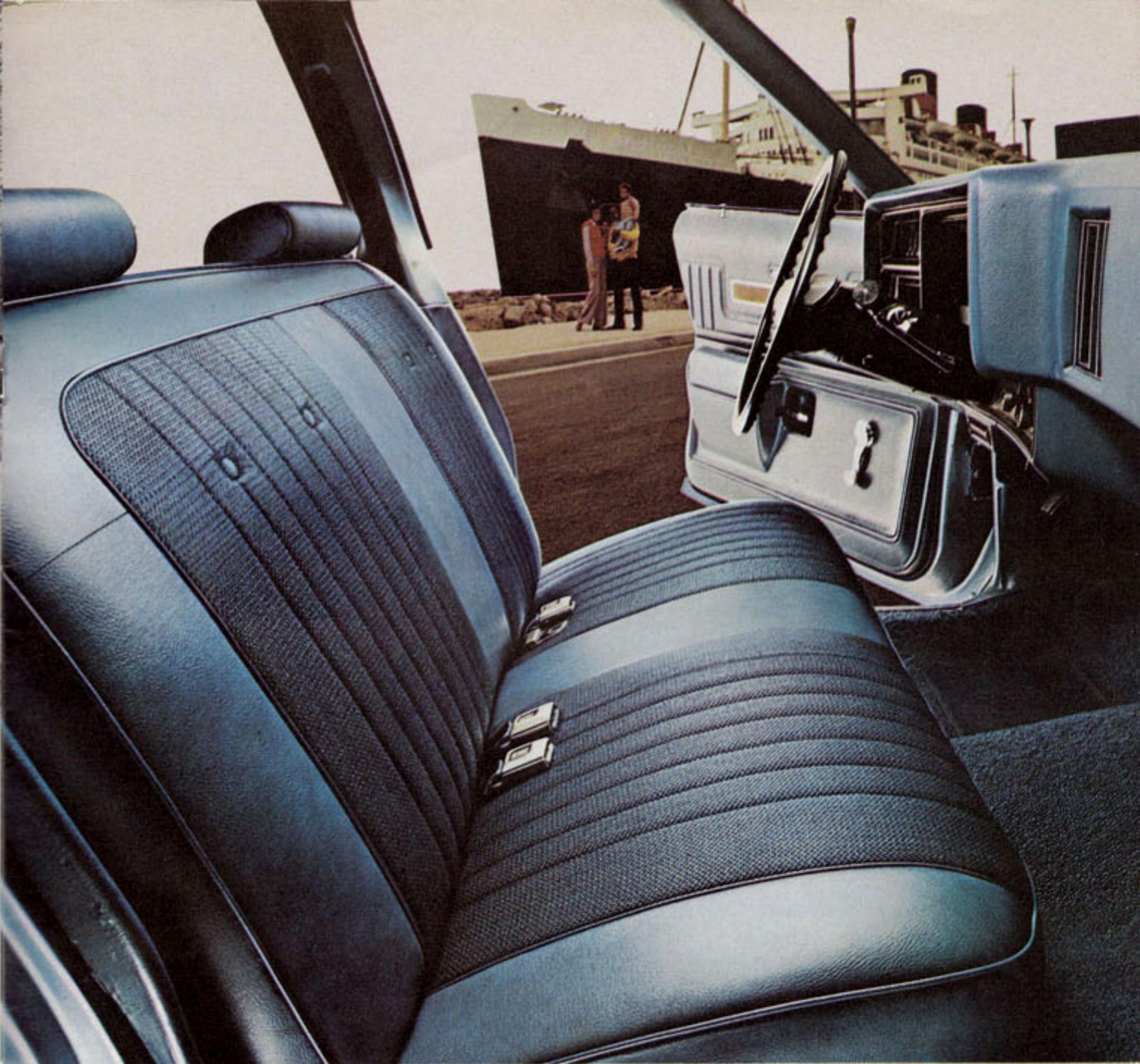
Chevelle SS. Makes a Good Thing Even Better. To the sporty appearance of the Malibu Colonnade Hardtop Coupe, we've added a black-finished grille with SS emblem. Left-hand remote control and right-hand manual Sport Mirrors. SS emblems on fenders, door trim, steering wheel and rear panel. Bright roof drip molding. Lower body side and wheel opening striping keyed to body color. Black accented taillight framing. Special instrument cluster arrangement with black accents. And to put it all on a good foundation, there is a special front and rear suspension,

14 x 7 Rally Wheels with special centre caps and trim rings, and wide G70x14 white-lettered tires. New Swing-Out Strato-bucket seats are available, pivot 90° for easy entry and exit. The SS requires an optional 350 or 454 V8 and 4-speed manual or Turbo Hydra-matic transmission.

Standard Interior for Malibu Colonnade Hardtop Coupe and Sedan. There's a wide choice of fresh new mixed-pattern cloth and vinyl interiors, in black, blue and green, plus chamois for the coupe only. Available

all-vinyl interiors include six color choices—black, neutral, green, blue and chamois, plus saddle for the coupe only. With available swing-out Strato-bucket seats on coupe only, all-vinyl choices black, blue, neutral, saddle and chamois. Interior trim and deep-pile carpeting complement seat trim. With black vinyl interior, choose black or red carpeting.

Standard Malibu Features. Mechanical Items. Redesigned Full-Coil suspension system for more ride comfort, exceptional straight-line



tracking and improved road contact during cornering • Greater stability from increased front and rear tread • Softer-rate coil springs at each wheel are computer-selected to match individual car's weight • Wide bias belted ply tires on 6" wide wheels give the Malibu more "bite" under changing road conditions • Standard V8 is Turbo-Fire 307; standard Six is Turbo-Thrift 250 • Both have standard 3-Speed manual transmission • Power train, frame and suspension are isolated from the body with rubber mounts for quietness • Disc/drum brakes resist fade, are self-adjusting;

power assist available • Refined Delcotron alternator and corrosion-resisting side-terminal battery

• Improved emission controls. **Interior Comfort.** Increased front and rear roominess • Soft-rim steering wheel • New molded full foam front and rear seat construction • Deep-twist carpeting • New acoustical double-panel steel roof efficiently absorbs sound • New flow-through power ventilation system with sensor to delay blower until engine warms up. **Interior Convenience.**

New inside hood release • Glove compartment light • Cigarette lighter

• Dual-speed electric windshield wipers • Day-night inside rearview mirror • Foot-operated parking brake.

Exterior Styling. New Colonnade Hardtop design for strength and reduced wind noise • Flush-style door handles • Hide-A-Way windshield wipers • Rectangular outside rearview mirror • Protected antenna embedded into windshield glass (when factory-installed radio is ordered) • Thin windshield pillar design for increased visibility • Distinctive rear quarter window on Colonnade Hardtop Coupe; advanced six-side-window styling on Colonnade Hardtop Sedan



Chevelle Deluxe Colonnade Hardtop Coupe (foreground) or Sedan, a Lot of Car for a Lot of People. Everything that's right about our new Chevelle starts here. And because the Deluxe is a '73 Chevelle, it benefits from all of Chevelle's advanced engineering. Like its suspension system that gives it the handling and ride of more expensive cars • Power flow-through ventilation. Disc/drum brakes. New improved front bumper system. Double-panel acoustical steel roof—the strong, silent type. Plus comforts that tell you our basic car is a lot more than basic, like dual speed electric windshield wipers that disappear, full foam seats and all the standard equipment listed on these two pages.

Standard Interior for Deluxe Colonnade Hardtop Coupe and Sedan. Sink into the comfort of molded full foam seats—the same material as in many luxury cars. Choose seat trim in green or black cloth-and-vinyl. Also available are three cool, breathable knit all-vinyl trim selections: green or black; plus neutral for the coupe only. Interiors of all models are trimmed in matching vinyl with floor covering color-keyed in durable vinyl-coated rubber.

Standard Deluxe features.
Mechanical Items. Redesigned Full Coil suspension system for more ride comfort, exceptional straight-line tracking and improved road contact during cornering • Greater stability

from increased front and rear tread • Softer-rate coil springs at each wheel are computer-selected to match individual car's weight • Wide bias belted ply E78x14 tires on 6" wide wheels • Standard V8 is Turbo-Fire 307, standard Six is Turbo-Thrift 250. Both have standard 3-Speed manual transmission • Power train, frame and suspension are isolated from the body with rubber mounts for quietness • Disc/drum brakes resist fade, are self-adjusting; power assist available • Refined Delcotron alternator and corrosion-resisting side-terminal battery • Improved emission controls. **Interior Comfort.** Increased front and rear roominess • New molded full foam front and rear seat construction • New acoustical double-panel steel roof



efficiently reduces sound • New flow-through power ventilation system. **Interior Convenience.** New inside hood release • Cigarette lighter • Dual-speed electric windshield wipers • Day-night inside rearview mirror • Foot-operated parking brake. **Exterior Styling.** New Colonnade Hardtop design for strength and reduced wind noise • Flush-style door handles • Hide-A-Way windshield wipers • Rectangular outside rearview mirror • Protected antenna embedded into windshield glass (when factory-installed radio is ordered) • Thin windshield pillar design • Distinctive rear quarter window on Colonnade Hardtop Coupe; advanced six-window side styling on Colonnade Hardtop Sedan.



Laguna Estate Wagon. It's every bit an elegant Laguna but in wagon form. Warm wood-grain vinyl covers the side and tailgate panels, and full wheel covers (also standard) add a finishing touch. For families that don't want to leave any of the comforts of home, home.



Laguna Wagon. What could be simpler than Chevelle's dependable new wagon liftgate. Like a sedan trunk lid, it's counterbalanced to swing up and out of the way with very little effort—for loading, unloading or stepping into the third seat. An instrument panel light warns if it's not latched. On 3-seat models, swing-out rear quarter windows are included for the convenience of your passengers. They're available on 2-seat Chevelle wagons as well.



Chevelle Malibu Estate Wagon (foreground bottom picture) features wood-grained vinyl body side and tailgate panels. Up front there's a silver-accented grid-pattern grille with bright outline molding. All-vinyl interiors are available in five color choices with color-keyed deep-twist carpeting.

Chevelle Malibu Wagon (right background) has striking good looks highlighted by its grid-pattern grille and lower body molding. The all-vinyl interior comes in a choice of five colors. You also get color-keyed deep-twist carpeting.

Chevelle Deluxe Wagon (left background) Our lowest-priced wagon gives you the same advanced engineering as other Chevelle wagons, including the new liftgate. You have a choice of two all-vinyl interiors.

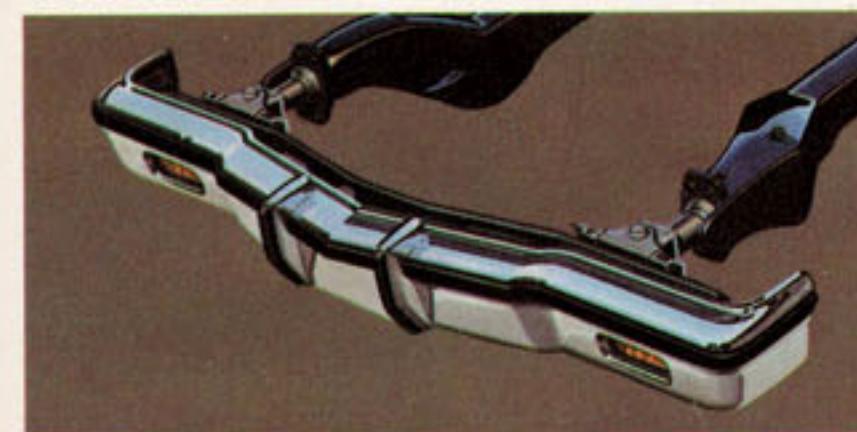


El Camino. From the passenger compartment forward, El Camino is pure Chevelle. Its other half is a 6 1/2-foot pickup box. Put a camper body on it and you can head for the hills in style. Hitch a trailer to El Camino and you've got truck utility and passenger car comfort going for you. You can even get El Camino with simulated wood-grained trim on the sides and tailgate, with wheel opening and roof drip moldings included in the woodgrain decor package.

For more information on these vehicles see the 1973 Wagon Catalogue.

Some of the equipment illustrated is optional at extra cost.

Standard Features on all Chevelles.



New Improved Front Bumper System. This new system retracts on minor impact and hydraulically cushions the shock. (Shown with deluxe bumper styling.)

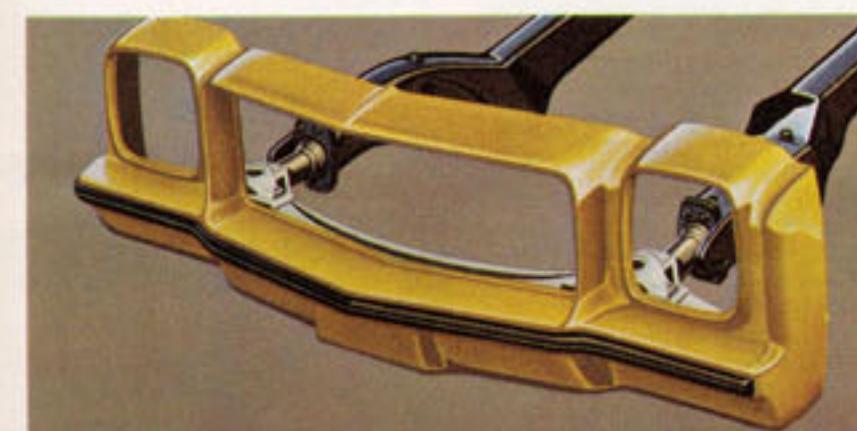
cally cushions the shock. (Shown with deluxe bumper styling.)



New Front Disc Brakes. Every Chevelle offers the stopping power of front disc brakes that resist fade, are nearly impervious to water and contribute to straightline stops. Both front disc and rear drum brakes are self-adjusting. Power assist is available.

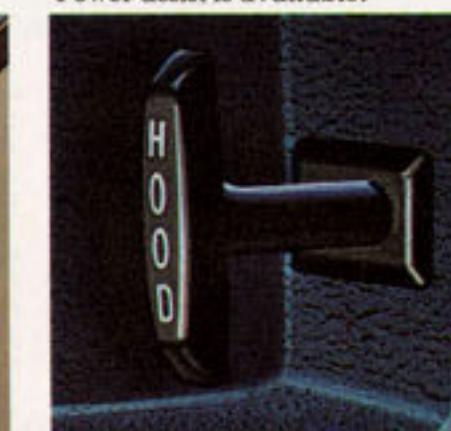


Resigned Full Coil Suspension System. Wider tread, wider 6" wheels, refined front suspension geometry and rubber insulated components contribute to a quieter, steadier ride with exceptional handling.



Laguna Front Bumper System. This distinctively styled front end nose cone is entirely covered by a resilient, rubber-like material called urethane, which resists

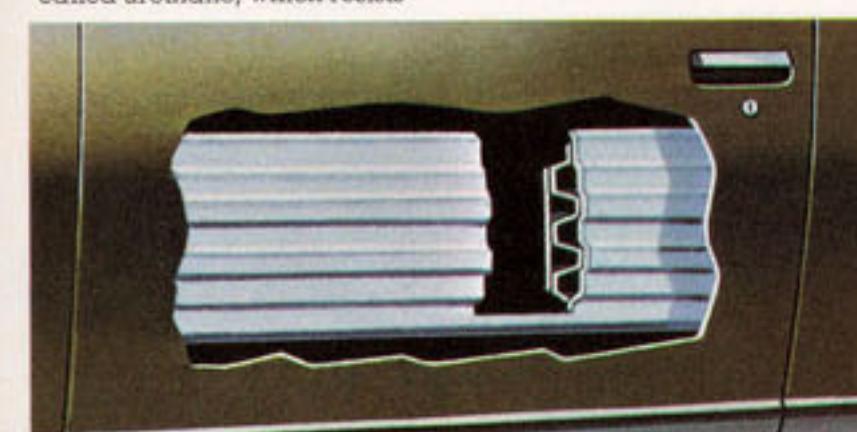
dents and dings. On minor impact the urethane nose cone, backed up by a shock-absorbing system, deflects and returns.



New Inside Hood Latch Release. Not only is this an added convenience, but it also means that when you lock the car, you in effect lock the hood.

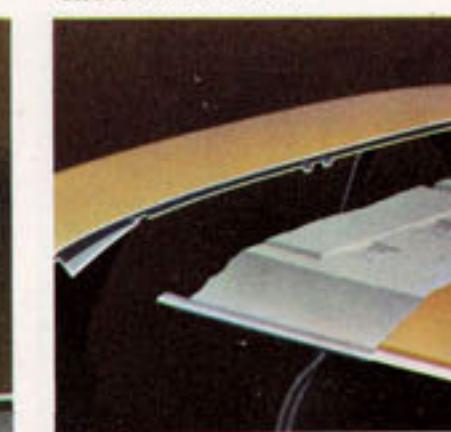


Flush-mounted door handles. Just lift to open. Convenient, easy-to-grasp operation.



Side-guard door beams. Sturdy steel rails in every door that pro-

ect you from side impact and give you an added sense of security.



New Double Panel Steel Acoustical Roof. To the increased strength of double steel roof panels, Chevelle adds scientifically designed acoustical perforations that absorb sound.



New Flow-Through Power Ventilation System. The three-speed blower brings in outside air without the need to open a window. It may be blended with heated air as required. In addition, an engine temperature sensor will delay operation of the blower in "low" position until the engine warms up, to operating temperatures.



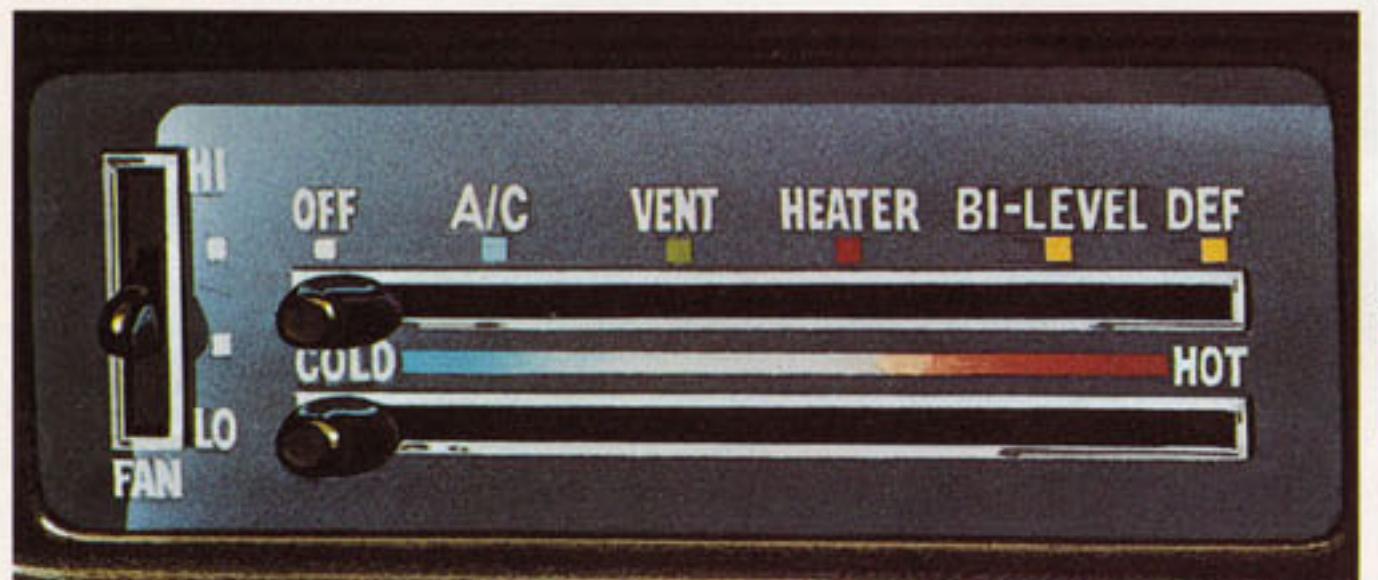
Hide-A-Way windshield wipers and inside day-night mirror. Windshield wipers are tucked down under the hood. Out of the way. You don't see them until you need them. The wide-view inside

day-night mirror (vinyl-edged, shatter-resistant glass and deflecting support) provides excellent rearview visibility both day and night.

Other standard features. Protective inner fenders, front and rear. Body sills are open design to resist corrosion. Long-life aluminized exhaust system. Magic-Mirror acrylic lacquer finish is durable, bright and fade resistant.

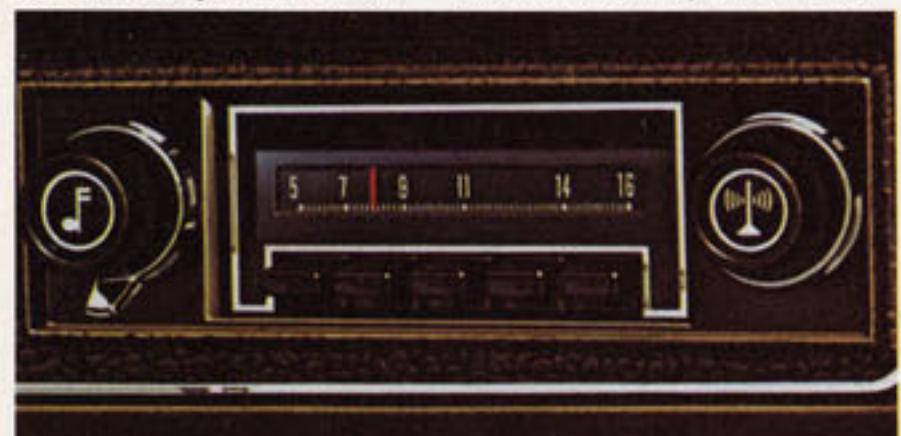
Available Options for all Chevelles.

Chevelle offers an exceptionally wide choice of options, so you can tailor your new Chevelle, just the way you want it. Shown are just a few. For the complete selection, ask your Chevrolet dealer.



Air Conditioning. 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 is a manually-controlled air conditioning system that permits the driver to create an environment to suit his personal comfort



AM/FM Radio. Each of the five buttons selects one station for AM, another for FM, for a total of 10 stations available at the touch of a button. The antenna is mounted in the windshield where it is protected from signal-robbing corrosion and from breakage.



Power All-Metal Sliding Sky Roof. Top off your Chevelle with the luxury of a power Sky Roof. Just a touch of a button opens the

car to the sun and air. (Laguna and Malibu Colonnade Hardtop Coupes only.)



Dual Sport Mirrors. Matching body color. Mirror on the driver's side is adjustable without lowering the window, using the remote control knob on the inside door panel. Right-hand mirror is manual. (Included on SS.)



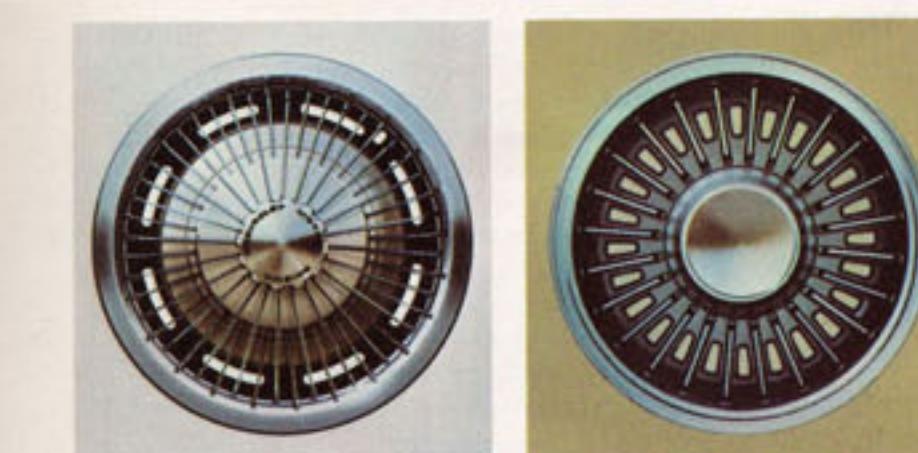
Remote-control mirror. Adjusting your outside rearview mirror is simple with this convenient unit. You adjust it easily from where you sit, even with the window shut.



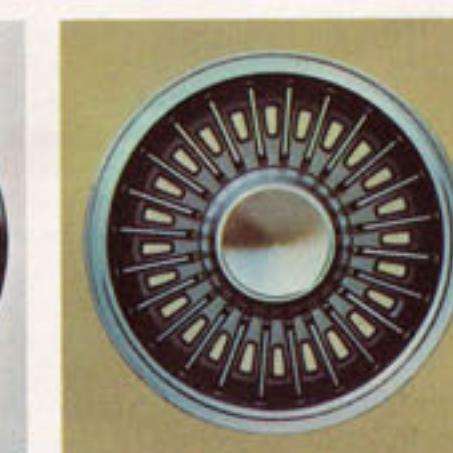
Rear window defogger. A valuable driving aid in cold-weather. It helps keep the rear window free of snow, ice, frost or damp-weather fogging.



Deluxe Bumpers. Added protection from resilient impact strips. Front and rear bumper guards required. (Not available on Laguna.)



Wire Wheel Covers. So carefully detailed they could be mistaken for wire wheels. Brushed metal looks like a casting; 48 bright metal spokes. (Not available on SS.)



Turbine I Wheels. With the appearance of expensive cast aluminum wheels, these are tough metal-look urethane backed by steel.



Comforttilt Steering Wheel. Adjusts to six positions for comfort and for easy entry and exit. Optional transmission required.

Other options.
Variable-ratio power steering reduces driver fatigue, helps make parking and low-speed manoeuvring easier. • Special instrumentation including clock, tachometer, ammeter and temperature gauges. • Heavy-duty battery. • Heavy-duty radiator. • Door-edge guards. • Many more.

1973 SPECIFICATIONS

	LAGUNA	MALIBU	DELUXE	LAGUNA	MALIBU	DELUXE
Body Styles *V8 only	Colonnade Hardtop Coupe Colonnade Hardtop Sedan	Colonnade Hardtop Coupe Colonnade Hardtop Sedan	Colonnade Hardtop Coupe Colonnade Hardtop Sedan	Overall Length (ins.) Sedans Coupes	207.9 203.9	206.9 202.9
Engines: Six Cyl.	N.A.	250	250	Height (ins.) Sedans Coupes	54.0 53.3	54.0 53.3
V8	350	307	307	Width (ins.)	76.6	76.6
Optional V8s	350	350	350	Curb Weight (lbs.) Coupe	3788(V8) 3430(L6)	3423(L6)
	454	454	454	Tread (ins.) Front Rear	61.5 60.7	61.5 60.7
Transmission: Standard Optional	3-spd. manual 4-spd. manual (coupe only)	3-spd. manual 4-spd. manual (coupe only)	3-spd. Manual 4-spd. manual (coupe only)	Base Tire Size:	G78x14(V8) E78x14(L6) E78x14(L6)	
	Turbo Hydra-matic	Turbo Hydra-matic	Turbo Hydra-matic	Whee lSize:	14 x 6	14 x 6
Brakes: Front Dia. (ins.) Rear Dia. (ins.)	11.00 Disc 9.5 Drum	11.00 Disc 9.5 Drum	11.00 Disc 9.5 Drum	Minimum Ground Clearance (ins.) Sedans Coupes	5.1 5.1	5.1 5.1
Turning Circle: Curb-to-Curb (ft.)	N.A.	N.A.	N.A.	Head Room (ins.) Front (Coupe) Rear	37.8 37.0	37.8 37.0
Energizer: L6 V8	N.A. 61 amps.	45 amps. 61 amps.	45 amps. 61 amps.	Leg Room (ins.) Front (Coupe) Rear	42.3 33.1	42.3 33.1
Suspension	Coil	Coil	Coil	Hip Room (ins.) Front (Coupe) Rear	56.0 52.9	56.0 52.9
Frame	Perimeter	Perimeter	Perimeter	Shoulder Room (ins.) Front (Coupe) Rear	59.6 57.5	59.6 57.5
Wheelbase (ins.) Sedans Coupes	116.0 112.0	116.0 112.0	116.0 112.0	Fuel Tank Capacity (Imp. gals.)	18.3	18.3
				Usable Luggage Space (cu. ft.) Coupe	15.3	15.3
ENGINES						
Displacement (cu. in.)	250	307	350	Turbo-Thrift 250 Six	Turbo-Fire 307 V8	Turbo-Fire 350 V8 Opt. L65
HP @ rpm (SAE net)	100 @ 3600	115 @ 3600	145 @ 4000	250	307	350
Torque (ft. lbs.) @ rpm (SAE net)	175 @ 1600	205 @ 2000	255 @ 2400	3600	4000	4000
Compression Ratio	8.25:1	8.5:1	8.5:1	3600	4000	4000
Carburetion	1-bbl.	2-bbl.	2-bbl.	3600	4000	4000
Fuel	Regular	Regular	Regular	3600	4000	4000
Exhaust System	Single	Single	Single	3600	4000	4000

For 1973, all Chevelle engines have been designed to operate efficiently on regular, low-lead or no-lead gasolines. In addition to the lower exhaust emissions attainable with this engine/fuel combination, there are benefits in longer life for your spark plugs, exhaust system and other engine components. If these no-lead, low-lead gasolines are not available, any leaded regular grade gasoline with a research octane number of 91 or higher may be used.

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GENERAL MOTORS OF CANADA LIMITED, OSHAWA, ONTARIO

Chevrolet

General Motors Progress Report

Convenience, comfort, pleasure and value for your money.

We try to do our best every year to offer a little more of all these qualities in our cars.

And we have other goals.

To build cars that help protect their occupants while helping to prevent accidents.

And to build cars that run cleaner.

General Motors is making significant progress in both these areas.

For 1973 General Motors passenger cars, for instance, have steel side guard beams protection on all doors. There is an alert system to warn the driver and his right front passenger to buckle up lap and shoulder belts. All new GM cars have improved front bumpers. And these features are standard equipment.

Cleaner running cars. Over the years, as a result of many engine improvements and the installation of various emission control systems, the amount of pollutants from our cars has been dramatically reduced in the areas of hydrocarbon emissions, carbon monoxide emissions and oxides of nitrogen. For instance, in 1973 we have added Exhaust Gas Recirculation system which will further reduce oxides of nitrogen.

In addition, all our engines are able to operate efficiently on unleaded, low leaded or any leaded regular gasoline with a research octane of 91 or higher.

Nevertheless new systems are continuously being explored and tested that should help us achieve our goals.

Meanwhile you can help by maintaining your own car in good operating condition and by having it tuned regularly.

And, in the area of safe motoring, you can help by having everyone in your car wearing seat belts when in motion and by driving defensively at all times.

Reassurance Features

OCCUPANT PROTECTION

- Seat belts with pushbutton buckles for all passenger positions
- Single-buckle seat and shoulder belts for driver and right front passenger with reminder light and buzzer
- 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
- Thick-laminate windshield
- Padded sun visors
- Safety armrests
- Safety steering wheel
- Contoured windshield header
- Cargo-guard luggage compartment
- Side-guard door beams
- Contoured full-roof inner panel.

ACCIDENT PREVENTION

- Side marker lights and reflectors (front side marker lights flash with direction signal)
- Parking lights that illuminate with headlights
- Four-way hazard warning flasher
- Backup 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 rearview mirror
- Dual master cylinder brake system with warning light
- Starter safety switch
- Dual action safety hood latch
- Improved bumper system.

ANTI-THEFT

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



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