

VEGA.



Front: Notchback and Hatchback. Rear: Panel Express and Kammback.

1973
CHEVROLET

THE 1973 VEGA.

Everything you'd want a little car to do. Ride comfortably. Turn corners flatly. Steer easily. Stop surely. Provide both good power and good stability out on the highway.

Look sporty.

And save you some money.

Yes, above all, Vega is inexpensive to buy and to operate. One small example: the Vega engine air filter is made to last 50,000 miles, and when it is time to change it, you can do it yourself, by referring to the 112-page Do-it-Yourself Manual that comes with the car.

And when you get right down to it, economy is what a little car is made for.

But, what makes Vega different is, it's an economy car with superb handling, stability and comfort.

For 1973 we still have four Vega models. And we still offer a GT option package which can convert two of our Vegas into something else.

However, we have made something like 300 parts changes. Sure, mostly little things, but some important changes, too.

A number of refinements, for example, to make an engine even more economical.

Better emission controls. A stronger front bumper. New manual transmissions. Some interesting new colors for the outside. New colors and upholstery for the inside.

New nameplates.

And a few other things.

Still, the 1973 Vega is pretty much the same car it started out to be back in September of 1970.

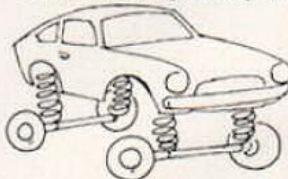


NOTCHBACK.

This is our basic Vega. The lowest priced.

But, it has a lot of features you ordinarily wouldn't expect in a car you buy to save money.

For instance, a suspension system



FOUR COIL SPRINGS

with a large coil spring at each wheel to make rough roads ride a lot smoother.

Front disc brakes.

Steel side-guard beams in the doors.

A double steel roof with an acoustical inner panel.

A flow-through power ventilation system.

The Notchback differs from the Hatchback mostly in the back. It has a regular trunk. And a steel Cargo-guard bulkhead between the trunk and the back seat. And because of the Notchback design there's a little more head and leg room in the back seat.



What makes the '73 different from the '72 is mostly technical. Like the new Exhaust Gas Recirculation system. By recycling engine emissions it helps to clean the air.

We've made the front bumper tougher. It's heavier gauge and has stronger mounting brackets.

The manual transmissions—the standard 3-speed and optional 4-speed—are strengthened.

And we've made a number of other engineering modifications. Like, with the optional engine, there's an efficient new carburetor with a second barrel that works only when you need it.

What you may notice most, though, are the colors. Eight sparkling new ones, plus two popular carry-overs.

Oh. The nameplates now say "Vega by Chevrolet" instead of "Chevrolet Vega 2300."

How about that?

Some of the equipment illustrated is optional at extra cost.



HATCHBACK.

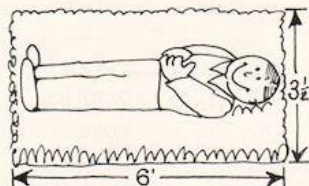
Regular. And GT.

To most people, Vega is the Hatchback. It's become our most popular model. Because, though a few dollars



more than our Notchback, the Hatchback has that car-wide rear hatch that lifts up and a back seat that folds down.

So, you have a load floor nearly 6 feet long, 3½ feet wide, and a big back



door to get to it. And underneath it is a small concealed stowage compartment. Very convenient.

And convenience is one of several reasons for Vega popularity.

With owners, and the experts. Vega was *Motor Trend's* Car of the Year in its first year. And *Car and Driver* Readers' Choice as best economy car both in 1971 and 1972. In competition with small cars from all over the world.



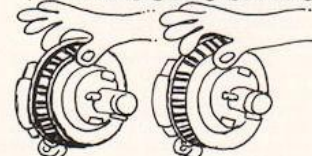
Another reason for our great success, we're told, is that there's a lot of sports car in Vega.

- The fastback styling.
- The bucket seats.
- The tunnel-mounted gearshift and handbrake controls.
- The front disc brakes.
- The quick steering.
- The low centre of gravity and wide stance which make Vega a stable little car out on the road.

And, our exceptional 2.3-litre aluminum block overhead-cam 4-cylinder engine. It's big for its size and spunkier than most little car engines.

But it can still nurse fuel.

FRONT WHEEL DISC BRAKES



In our own fuel consumption tests we find that Vega consistently does as well as, and often better than, other little cars.

If you want to get even closer to a sports car, consider our GT. An option

package you can order with the Hatchback Coupe or the Kammback.

The GT package makes a Vega look a lot swifter and perform a little better.

Which reminds us, you can also order radial tires now if you like.

For GT details, see Options on page 15.

Some of the equipment illustrated is optional at extra cost.



KAMMBACK. AND FRIEND.

Our sporty little wagon is named in honor of Dr. W. I. E. Kamm, pioneer in automotive aerodynamics.

Which should tell you something.



With its wide-tread tires, wide stance and low centre of gravity the Kammback rides and handles more like a sports car than a station wagon.

And because the engine is relatively big you can load this Vega up with a lot of vacation gear and still

travel comfortably at highway speeds. Being larger, the engine doesn't have to work as hard at cruising speeds, and it also keeps something in reserve for passing.

The Kammback has a large swing-up tailgate, and a fold-down back seat that enlarges the load floor length to approximately 5½ feet. Width is about 3½ feet, height about 2½ feet. The cargo capacity adds up to a little over 50 cubic feet.



You also get a concealed storage area under the load floor and door-to-door carpeting.

One great comfort is our power flow-through ventilation system. The windows can be closed, the car can be standing still, and outside air can still be moved into, through and out the car.

The Vega Panel Express is our little truck. And there are some things you can do with a little truck that you might hesitate to do with a little car.

Like paint your name on the outside. It's the same size as the wagon, but it has a little more cargo capacity—because it has additional storage space behind the front seat,

and also because it has just one seat. Though you can order an extra seat if you like.

The Panel Express is the only Vega that isn't carpeted.

Other than that, it's all Vega. Which means it drives, rides and saves beautifully.

It's the little truck that does everything well.



GVW Range	3,050-3,290 lbs.
Curb Weight—Panel	2,255 lbs.
Cargo Payload (including driver)	Up to 800 lbs.
Cargo Volume	68.7 cu. ft.
Floor Length (front seat to rear gate)	67.4 in.
Floor Width (between wheelhouses)	42.6 in.
Liftgate Opening Height	26.1 in.
Liftgate Opening Width (at floor)	42.1 in.

Some of the equipment illustrated is optional at extra cost.



THE STANDARD INTERIOR COMES IN SIX COLORS.



Black. Neutral. Green. Saddle. Chamois.

Standard interior shown in red.

When you sit inside a Vega you can really appreciate its quality.

First, those high-backed contour front bucket seats are amazingly comfortable. They're scientifically designed to provide support for your back, then they're full-foam cushioned to feel more like a sofa than a scientific achievement.

And they're covered with attractive, washable vinyl in the new simulated knit pattern shown here.

Comfortable. Practical. And good looking.

Not all six standard interior colors are available on all Vega models. See your Chevrolet dealer for specific availability.

The transmission controls and the parking brake lever are mounted on the tunnel between the bucket seats.

The floor is carpeted.

A real glovebox is in the instrument panel, and there's a storage well in the driver's door.

The instrument panel control knobs are wrapped in soft vinyl and

identified by function symbols.

One great comfort is our power flow-through ventilation system. The windows can be closed, the car can be standing still, and outside air can still be moved into, through and out the car.

You also get our single buckle seat/shoulder belt system for the driver and front passenger.

Probably what's most unique, though, is the room inside our little car. Per passenger, almost as much room as a big car.

In the Hatchback Coupe and the Kammback you get a sliding adjustment for both front seats.

In the Notchback Coupe you get a sliding adjustment for just the driver's seat. However, you can order the low-cost Decor Group which consists of a sliding adjustment for the passenger seat, too, plus bright side window moldings.

We've done a lot of work inside Vega and so you end up with quite a choice this year.



Some of the equipment illustrated is optional at extra cost.



Some of the equipment illustrated is optional at extra cost.

THE CUSTOM INTERIOR IS EVEN NICER. HERE'S WHY.

The Custom Interior costs a little more mostly because of the seats. While the standard bucket seat is very comfortable, the Custom bucket seat is very, very comfortable. The Custom seat is designed with more shape so you sit in it, not on it.

The seats are covered in sturdy vinyls that are fabricated and stitched to look like expensive leather. Also available in custom cloth trim in black and white or blue and white.

This "custom" look is carried over into the doors, the sidewalls and the instrument panel pad. In color they're keyed to the seat trim and have wood-grain accents.

Carpeting, too, is color keyed. And this year, with the Custom or standard interior in black, you can choose a contrasting carpet color—red, blue or orange.

Functionally, the Custom Interior includes additional sound insulation, an assist handle in the instrument panel, two rear seat ashtrays, a day/night rearview mirror, an automatic light switch on the right-hand door and, for the Notchback Coupe, a sliding adjustment for the passenger seat as well as for the driver's seat. (Adjustments for both are standard in the Hatchback and Kammback.)

The load compartment in the Hatchback Coupe is carpeted with the Custom Interior.

In the Notchback Coupe the transmission control trim plate is chromed, as it is in the Hatchback standard interior.

Though not available in the truck, the Custom Interior can be ordered for either of the Coupes or the Kammback.

WE PUT A LOT INTO VEGA.



New stronger front bumper system. The manual transmission.



OUTSIDE

- ☛ Power Beam headlights
- ☛ Large glass area
- ☛ Wide doors for easy entry
- ☛ Body by Fisher
- ☛ Side marker lights and reflectors (front side marker lights flash with direction signal)
- ☛ Magic-Mirror acrylic finish
- ☛ Low, wide stance for stability
- ☛ Wide A78 x 13 tires
- ☛ Balanced wheels and tires
- ☛ Flush-mounted door handles
- ☛ Welded body construction
- ☛ Corrosion-resistant primer
- ☛ Dual-action safety hood latches
- ☛ Double-panel doors with welded-on hinges
- ☛ Bolt-on front fenders
- ☛ Self-cleaning rocker panels
- ☛ 97" wheelbase for nimble handling
- ☛ Corrosion-resistant moldings
- ☛ Safety wheel rims
- ☛ New stronger front bumper system
- ☛ Thick-laminate windshield
- ☛ Headlight aiming access provision
- ☛ Outside rearview mirror
- ☛ Parking lights that illuminate with headlights
- ☛ Two backup lights

- ☛ Silver-finish grid-pattern grille
- ☛ Low-glare wiper arms and blades
- ☛ Bright-metal hub caps
- ☛ Four-way hazard warning flasher
- INSIDE**
- ☛ Foam-filled front bucket seats
- ☛ Bucket-style rear seats
- ☛ Storage well in driver's door
- ☛ Instrument panel glovebox
- ☛ Power ventilation system
- ☛ Anti-theft steering column lock
- ☛ Floor-mounted 3-speed transmission control
- ☛ Passenger-guard door locks
- ☛ Anti-theft ignition key warning buzzer
- ☛ Energy absorbing steering column
- ☛ Contoured full roof inner panel

- ☛ Recirculating-ball steering
- ☛ Starter safety switch
- ☛ Seat belts with pushbutton buckles for rear passengers
- ☛ Single buckle seat and shoulder belts for driver and front passenger (with reminder light and buzzer)
- ☛ Built-in front seat head restraints
- ☛ Safety door latches and hinges.
- ☛ Folding seat back latches
- ☛ Padded sun visors
- ☛ Steel side-guard door beams
- ☛ Safety armrests
- ☛ Energy-absorbing padded instrument panel and front seat back tops
- ☛ Cargo guard luggage compartment bulkhead (Notchback only)



Vega has a wide stance and a low centre of gravity for stability.



Front disc brakes reduce brake fade.



1973 Vega Engine Specifications

	Standard 140	Optional 140-2
Horsepower, SAE net	72 @ 4400	85 @ 4800
Torque, SAE net	100 @ 2000	115 @ 2400
Compression ratio	8.0:1	
Carburetion	single-barrel	staged 2-barrel
Fuel recommendation	Regular	

- ☛ Lane-change feature in direction signal control
- ☛ Wide-view inside mirror (vinyl-edged, shatter-resistant glass and deflecting support)
- ☛ Ashtray
- ☛ Inside windshield moldings
- ☛ Windshield defroster, washers and dual-speed electric wipers
- ☛ Tamper-resistant odometer
- ☛ Bumper-type jack
- ☛ Durable easy to clean upholstery
- ☛ Low-glare instrument panel top
- ☛ Safety steering wheel
- ☛ Tunnel-mounted parking brake
- ☛ Function symbols on control knobs
- ☛ Front-hinged hood with inside release
- ☛ A do-it-yourself service manual

UNDERNEATH

- ☛ Full Coil suspension system
- ☛ Double-acting shock absorbers
- ☛ Insulated suspension members
- ☛ Cushion-mounted engine and transmission
- ☛ 4-cylinder OHC engine with die-cast aluminum block
- ☛ Automatic choke
- ☛ Self-sealing gasketless spark plugs
- ☛ Five main bearings
- ☛ Counterbalanced crankshaft
- ☛ Positive-shift starter
- ☛ Electric fuel pump (in gas tank)
- ☛ Cut-off switch to stop fuel flow if oil pressure drops too low
- ☛ Delcotron alternator
- ☛ Weather-resistant ignition system
- ☛ 9.1 Imp. gallon fuel tank

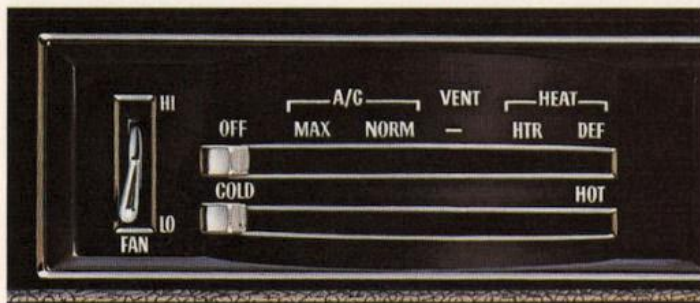
- ☛ Exhaust Gas Recirculation system
- ☛ Self-adjusting front disc/rear drum brake system
- ☛ Dual master cylinder brake system with warning light
- ☛ Permanently lubricated universal joints
- ☛ Delco side-terminal battery
- ☛ Independent front suspension
- ☛ Advanced cross-flow radiator
- ☛ Single dry disc clutch
- ☛ 50,000-mile engine air filter
- ☛ High-output oil pump
- ☛ Steel brace under the engine to guard oil pan
- ☛ Water pump with aluminum housing
- ☛ Dynamic drive-line damper
- ☛ And much, much more

Some of the equipment illustrated is optional at extra cost.

WHAT YOU GET FOR A LITTLE EXTRA

Custom Exterior (not available with GT). Includes: Bright wheel opening moldings. Black-accented lower body molding. Black-finished body sill. Body-colored door handle accent. Hatchback Coupe also includes belt molding.

Notchback Coupe includes bright side window molding.
• White-stripe tires • Tinted glass • Power steering • Positraction • Door-edge guards • Electric clock • Bumper guards • And others.



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. Four-Season Air Conditioning is a manually-controlled system. The driver

creates his own environment by setting the controls so that the interior of the vehicle is cooled or heated to his personal preference.

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

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



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



4-Speed Manual Transmission. You can add a large measure of sport-car driving pleasure to your Vega with 4-Speed manual transmission.



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



Swing-out Rear Quarter Window (available for coupes only). Add to appearance and improve ventilation.



GT Model Option for Hatchback or Kammback includes 2-bbl. higher performance engine, front and rear stabilizer bars, special instrumentation (tach, electric clock, amp and temp gauges), passenger assist handle on the instrument panel, 4-spoke sport steering wheel, adjustable driver's seat, wood-grained accents on instrument cluster, body-colored door handle accent, black-finished grille and lower body sill, parking lights with clear lens and amber bulbs, GT name plates on the front fenders.



White-lettered bias belted ply tires and GT wheels (13 x 6) also standard with the GT model option.



Adjustable Driver's Seat Back (included with GTs). It can be adjusted to two positions. Choose the position that suits you best and enjoy added comfort behind the wheel.



Wheel Trim Rings are sparkling bright and add a sporty look.

Radial Tires. BR70 x 13 radial ply white stripe tires are a worthwhile investment. You can look forward to many more miles of tire wear.



Hutchback for your Hatchback. A brand new feature available from your Chevrolet dealer.

1973 SPECIFICATIONS

BODY STYLES:	HATCHBACK COUPE	NOTCHBACK COUPE	KAMMBACK WAGON	PANEL EXPRESS
Engines: Std. 1-bbl. Opt. 2-bbl.	140 cu. ins. 140 cu. ins.	140 cu. ins. 140 cu. ins.	140 cu. ins. 140 cu. ins.	140 cu. ins. 140 cu. ins.
Transmission: Standard Optional	3-Spd. Manual 4-Spd. Manual Turbo Hydra-matic	3-Spd. Manual 4-Spd. Manual Turbo Hydra-matic	3-Spd. Manual 4-Spd. Manual Powerglide Turbo Hydra-matic	3-Spd. Manual 4-Spd. Manual Powerglide Turbo Hydra-matic
Brakes: Front Dia. (ins.) Rear Dia. (ins.)	9.88 Disc 9.00 Drum	9.88 Disc 9.00 Drum	9.88 Disc 9.00 Drum	9.88 Disc 9.00 Drum
Turning Circle: Curb-to-Curb (ft.)	33.0	33.0	33.0	33.0
Energyizer	45 amp	45 amp	45 amp	45 amp
Suspension	Coil	Coil	Coil	Coil
Body	Unitized	Unitized	Unitized	Unitized
Wheelbase (ins.)	97.0	97.0	97.0	97.0
Overall Length (ins.)	172.2	172.2	172.2	172.2
Height (ins.)	50.0	51.9	52.0	52.0
Width (ins.)	65.4	65.4	65.4	65.4
Curb Weight (lbs.)	2362	2268	2376	2255
Tread (ins.): Front Rear	55.2 54.1	55.2 54.1	55.2 54.1	55.2 54.1
Base Tire Size	A78 x 13	A78 x 13	A78 x 13	A78 x 13
Wheel Size	13 x 5	13 x 5	13 x 5	13 x 5
Minimum Ground Clearance (ins.)	4.8	4.8	4.8	4.8
Head Rooms (ins.): Front Rear	37.6 36.5	38.3 37.4	38.3 37.7	39.3
Leg Room (ins.): Front Rear	42.8 30.8	42.4 33.2	42.4 31.8	42.7
Hip Room (ins.): Front Rear	49.4 42.5	49.1 42.5	49.1 42.5	49.4
Shoulder Room (ins.): Front Rear	51.6 49.5	51.6 49.5	51.6 49.5	51.6
Fuel Tank Capacity (Imp. gals.)	9.1	9.1	9.1	9.1
Usable Luggage Space (cu. ft.)	9.3*	8.7	—	—
Total Cargo Volume (cu. ft.)	—	—	24.8**	68.7†

*18.9 with rear seat down **50.2 with rear seat down †50.2 with auxiliary seat

ENGINES	Standard 140-cu.-in. OHC	Optional 140-cu.-in. OHC
Displacement: (cu. in.)	140	140
HP @ RPM: (S.A.E. net)	72 @ 4400	85 @ 4800
Torque ft. lbs. @ RPM: (S.A.E. net)	100 @ 2000	115 @ 2400
Compression Ratio	8.0 : 1	8.0 : 1
Carburetion	1-bbl.	2-bbl.
Fuel	Regular	Regular
Exhaust System	Single	Single

For 1973, all Vega engines are equipped with advanced exhaust emission control systems, and are designed to operate efficiently on all regular grade gasolines including low-lead and no-lead. 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 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.

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

1973

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.

GENERAL MOTORS OF CANADA LIMITED, OSHAWA, ONTARIO

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
- 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
- Contoured full inner roof panel
- Padded sun visors
- Safety armrests
- Safety steering wheel
- Cargo-guard luggage compartment (except Notch-back Coupe)
- Side-guard door beams.

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 mirror (vinyl-edged, shatter-resistant glass and deflecting support)
- Outside rearview mirror
- Dual master cylinder brake system with warning light
- Starter safety switch
- Improved bumper system.

ANTI-THEFT

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