

1973 NOVA





The 1973 Nova. Some people question why Nova holds its value so well. There's no trick to it, really. We simply engineer so much into every Nova, you're bound to get a great deal out of it. Let's start with dependability. That's what many people think of first when they see the Nova nameplate. And it didn't just happen.

We've been building the same basic Nova for quite a while now. And every year we make a number of improvements. Even when we reached the point where an independent survey of auto mechanics

rated Nova the car with the least mechanical problems, we kept right on improving it.

This leads us to economy. Good gas mileage is only part of it. It stands to reason that the car with the fewest problems is going to be the least costly to run.

Now on to practicality. Of course, dependability and economy are practical in themselves. But so is Nova's size. Big enough to carry six people and plenty of luggage.

Small enough to squeeze into tight parking spots and crowded garages.

So what's new? For one thing, the Nova Hatchback. With its fold-down rear seat and mammoth cargo capacity, it's practical car for people who don't quite need a station wagon. Plus a complete new series—the Nova Custom—for those who want a bit more on their Nova.

Ride and handling are new this year, too. They've been improved significantly by engineering refinements in both front and rear suspensions. Nova rides like a bigger car than it is.

There are many more things new about the 1973 Nova. Read on.

Nova Hatchback Coupes.

New Nova. One with a big back door and over six-foot floor. If anything pinpoints what's happened to Nova this year, it's the new Nova Hatchback Coupe. It underlines in a beautifully practical way the thinking that goes into our Nova.

The new Nova Hatchback Coupe has a counter-balanced rear hatch that swings up and out of the way. With the rear seat folded down, you have nearly six and one-half feet of flat floor cargo area. There are styling changes in the front and rear that give Nova a definite flair. New large-grid silver-finish grille and new rectangular dual-unit taillights help make Nova a super-good-looking car. The new Nova. You get a lot to choose from. Just turn the page for some of the new Nova details.

Some of the equipment illustrated is optional at extra cost.



Nova Coupe

Nova Coupe. Its styling has been refined, but not tampered with. More than ever, it's a clean, neat package,

dedicated to practicality, dependability, economy and durability. Its value is worth looking into.



Nova Sedan

Nova Sedan. If you like 4-door convenience, with its easy-in and easy-out privileges, that's our Nova

Sedan. In fact, in both comfort and roominess, it's the equal of many larger cars.

Some of the equipment illustrated is optional at extra cost.



Standard Nova Interior. Three pattern cloth and vinyl choices are featured in the Nova Coupe and Hatchback Coupe: black, blue or green. Also available are three all-vinyl interiors in black, chamois or green. Bucket seats are available in

two all-vinyl choices: black or neutral. Seat panels are mixed-tone with Nova's all-vinyl interiors. Nova sedans feature two pattern cloth and vinyl color choices: blue or green. Also available are two all-vinyl choices in black or green.

All models have doors and side panels trimmed in matching vinyl; spatter-color rubber floor covering; seat and shoulder belts are black with all interior colors (color-keyed with available Deluxe belts).

Nova and Nova Custom Mechanical Features.

Engines: Turbo-Thrift 250 standard Six with single barrel carburetor, standard 3-speed manual or available Powerglide transmission. Turbo-Fire 307 standard V8 with two-barrel carburetor, standard 3-speed manual or available Turbo Hydra-matic transmission.

Brakes: Finned front brake drums. Dual master cylinder brake system with warning light and corrosion-resistant brake lines. Power drum brakes and power front disc/rear drum brakes are available. All brakes are self-adjusting.

Suspension: New heavier front coil springs for greater durability, plus a front ride stabilizer on all models for improved ride control and handling. New redesigned rear suspension with increased spring travel, plus multi-leaf rear springs and newly engineered shock absorber valving, adds to the comfort and feel of the road. Front and

rear springs are computer-selected to the weight of the car and equipment.

Miscellaneous: Big 14" x 5" wheels result in increased front and rear tread for better stability • Energizer type side-terminal battery resists corrosion • Larger 17.5 Imperial-gallon fuel tank to extend cruising range • Improved emission controls.

Interior comfort features: New flow-through ventilation system • New molded full-foam front and rear seats • New seat positioning for increased head room and leg room in front

Interior convenience features. Two-speed electric windshield wipers with new illuminated switch • Forward-mounted door lock buttons • Foot-operated parking brake.

Exterior styling features. New front styling with large-grid silver-finish

grille • New bumper, new headlight framing and new parking lights built into grille • New full door-glass styling on front doors, plus new rear quarter window design • New forward-mounted rectangular outside rearview mirror • New rear end look with rectangular dual-unit taillights • Wide choice of colors, 16 in all, 15 new • Curved side windows • Flush-mounted windshield and rear window bonded to body (except Hatchback or Coupe).

Durability features. New front bumpers with stronger mountings • Protective side-guard door beams • Improved door and window sealing • Longer lasting body mounts • Double-panel door, hood and deck lid • Cargo-guard luggage compartment bulkhead (except Hatchback Coupe) • Flush-and-dry rocker panels • Protective inner fenders, front and rear • Magic-Mirror acrylic lacquer finish • Body-by-Fisher.



New Nova Custom. A lot more Nova for you to enjoy.

We added the Nova Custom series for one reason: to give you Nova's famed practicality, dependability and economy in a luxury package.

Outside, bright parking light and taillight accents; bright roof drip and

body sill moldings; deluxe bumpers with black full-width impact strips; special Custom nameplates.

Inside, color-keyed deep-twist carpeting; bright instrument cluster accents; glove compartment light; wide 10" non-glare rearview mirror; right front door light switch.

You'll ride extra quiet, too. Special floor and hood insulation keeps the noise down, and out.

Nova Custom 4-Door Sedan. Luxury with 4-door convenience. Stretch-out room in a handy family size, that's the Nova Custom 4-Door Sedan.

Some of the equipment illustrated is optional at extra cost.



Nova Custom Coupe

Nova Custom Coupe. Sporty lines yet ever-so-practical. There's not much about the Nova Custom Coupe that

will tip off its low price. Certainly not its looks, ride, performance or handling ease.



Nova Custom Hatchback

Nova Custom Hatchback. Fold down the rear seat back and you've got almost six-and-one-half feet of cargo

length. Easy access through the swing-up rear hatch for convenient loading and unloading.



Nova Custom Standard Interior. Choice of neutral or green pattern cloth and vinyl interiors. Also available with black-and-white Sport Cloth seats trimmed with black vinyl. Door and vinyl side panels are styled to complement seat trim. Color-keyed carpeting covers the floors and Hatchback Coupe cargo areas. Black interiors are also available with a choice of accent carpeting, black or red (depending on exterior color selected). Standard seat and shoulder belts are black, as are the steering wheel and column.

Exclusive Nova Custom Features. Color-keyed deep-twist carpeting including cargo floor on Hatchback Coupe
 • Bright parking light and taillight accents • Nova Custom front fender nameplates • Luggage compartment mat • Bright roof drip molding • Special floor and hood insulation • Wide 10" day-night inside rearview mirror.

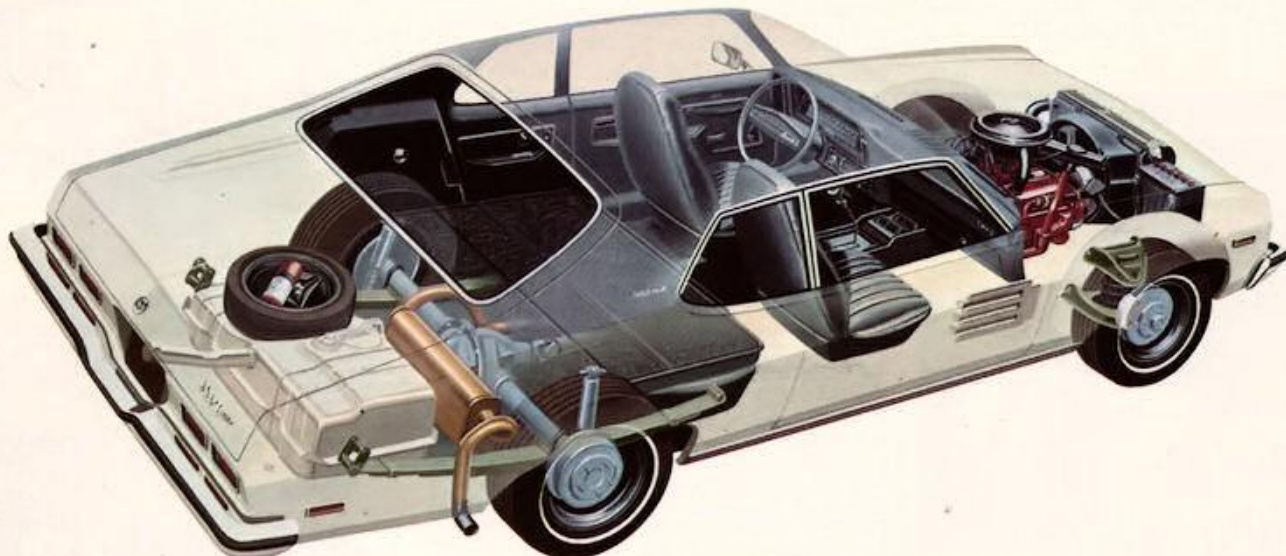
Features standard on Nova Custom and available on most other Novas. Deluxe bumpers with black full-width front and rear bumper impact strips • Interior Decor/Quiet Sound group that includes wide 10" non-glare rearview mirror, glove compartment light, cigarette lighter, right front door light switch.



Nova Custom Coupe available bucket seat interior. A touch of the "sporty" that you can order on either the Custom Coupe or Hatchback Coupe. Strato-bucket seats are offered in two all-vinyl choices—neutral or black, plus a black-and-white Sport Cloth with black vinyl trim on Custom models.

Nova and Nova Custom standard features

Illustrated here are some of the features that can make your 1973 Nova the best value its price, and an even bigger asset at trade-in time.



Full front door-glass styling.
No ventipanes. A clean-lined, smooth-contoured look.



New flow-through ventilation system. When the car is moving, outside air circulates through the car, coming in through opened cowl side panels and exiting via air exhaust outlets in door pillars. When stopped, and heater blower is on, air enters through heater system ducts and exits through the above outlets.



New folding rear seat back

The Hatchback Coupe rear seat back folds down to give you a spacious cargo area nearly six and one-half feet long. "Room to spare".

Engines	SAE net hp**	3-Speed	4-Speed	Powerglide	Turbo Hydra-matic
Turbo Thrift 250 Six*	100	*		•	
Turbo-Fire 307 V8*	115	*			•
Turbo-Fire 350-2 V8	145	*			•
Turbo-Fire 350-4 V8	175		•		•

*Standard

•Optional at extra cost.

**Net horsepower ratings, in accordance with Society of Automotive Engineers standards, represent the power output of engines as installed in the automobile.

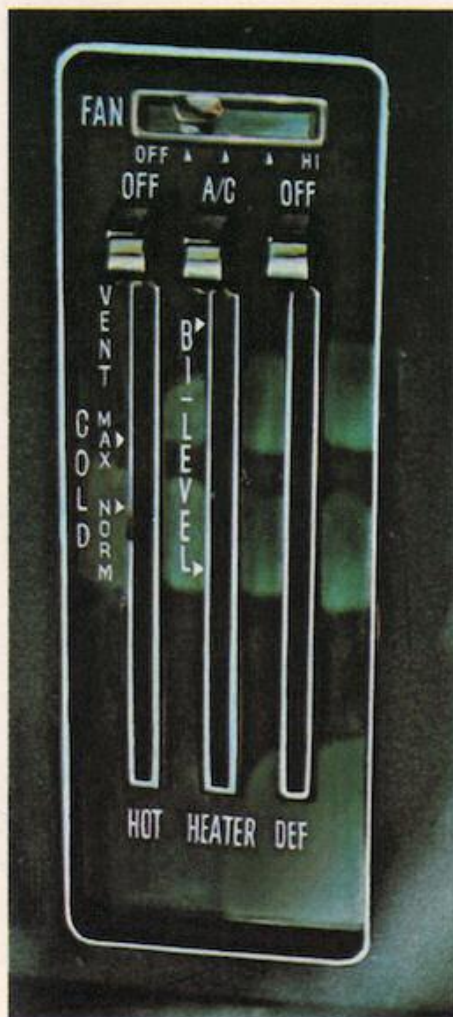
Other standard items.

New front bumper system. Stronger front bumper mounting plus tough bumper reinforcements give added bumper toughness.

Side-guard door beams are much like the guard rails you see on the expressway. They protect you from side impact, help give you an added sense of security.

New soft-rim steering wheel gives you a better grip and is more comfortable to hold.

Nova and Nova Custom available features



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

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

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

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



Radios. You can choose either an AM or AM/FM radio with pushbutton station selector. Factory-installed radio includes antenna concealed in the windshield. If you wish, you can order a rear speaker with your radio.



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 up.



Space-saver spare tire. A reduced profile tire that takes up less space, allowing more room for luggage. To inflate, simply use the aerosol can included. (Standard on the Hatchback Coupe).



Full wheel covers. Sparkling bright full wheel covers accent Nova's handsome appearance and give it a sporty look.



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.



Nova SS Coupe. Tailor your Coupe or Hatchback (both Nova and Custom models) into an extra sporty looking car. Grille and rear panel are black accented. SS emblems on grille, fender and deck lid add to its distinctiveness. So do bright parking and taillight accents; tapered body side striping; black finished rear panel; left-hand remote control sport mirror; right-hand sport mirror and bright roof drip molding. Also included are 14" x 6" rally-type wheels with special centre caps and bright lug nuts, plus special front and rear suspension. Interior features include color-keyed deep-twist floor carpeting and SS emblem on steering wheel. Available with any engine choice.

Some of the equipment illustrated is optional at extra cost.



Nova Coupe



Nova 4-Door Sedan



Nova Custom Coupe



Nova Custom Hatchback Coupe



Nova Custom 4-Door Sedan



Nova Hatchback Coupe

1973 SPECIFICATIONS

	Nova Custom	Nova
Body Styles	4-Door Sedan Hatchback Coupe Coupe	4-Door Sedan Hatchback Coupe Coupe
Engines:	Standard Six Cyl. Standard V8 Optional V8s	250 307 350(2-bbl.) 350(4-bbl.)
Transmission:	Standard Optional	3-spd. manual *4-spd. manual Powerglide (L6 only) Turbo Hydra-matic
	*4-bbl. 350 V8 required	Turbo Hydra-matic
Brakes:	Front Dia. (ins.) Rear Dia. (ins.)	9.5 9.5
Turning Circle:	Curb-to-Curb (ft.)	41.2
Energizer:	Six Cylinder V8	45 amp. 61 amp.
Suspension:	Front Rear	Coil Multi-Leaf
Frame	Unitized body with partial sub-frame	Unitized body with partial sub-frame
Wheelbase (ins.)	111.0	111.0
Overall Length (ins.)	195.1	194.3

	Nova Custom	Nova
Body Styles	4-Door Sedan Hatchback Coupe Coupe	4-Door Sedan Hatchback Coupe Coupe
Height (ins.) Coupes/Sedan	52.5/53.9	52.5/53.9
Width (ins.)	72.4	72.4
Curb Weight (lbs.) V8 Sedan	3209	3169
Tread (ins.): Front Rear	59.8 59.6	59.8 59.6
Base Tire Size	E78 x 14	E78 x 14
Wheel Size	14 x 5	14 x 5
Minimum Ground Clearance (ins.)	4.6	4.6
Head Room (ins.): Front Coupes/Sedan Rear	38.2/39.5 36.8/37.4	38.4/39.5 36.8/37.4
Leg Room (ins.): Front Coupes/Sedan Rear	41.7/41.7 33.5/35.3	41.7/41.7 33.5/35.3
Hip Room (ins.): Front Coupes/Sedan Rear	55.2/56.3 55.0/56.4	55.2/56.3 55.0/56.4
Shoulder Room (ins.): Front Coupes/Sedan Rear	56.5/56.5 55.3/56.6	56.5/56.5 55.3/56.6
Fuel Tank Capacity (Imp. gals.)	17.5	17.5
Usable Luggage Space (cu. ft.)	14.6* (Coupe)	13.8 (Sedan)

*With Hatchback Coupe rear seat down—27.3

ENGINES

	Turbo-Thrift 250 Six	Turbo-Fire 307 V8	Turbo-Fire 350 V8 Opt. L65	Turbo-Fire 350 V8 Opt. L48
Displacement (cu. in.)	250	307	350	350
HP @ rpm (SAE net)	100 @ 3600	115 @ 3600	145 @ 4000	175 @ 4000
Torque (ft. lbs.) @ rpm (SAE net)	175 @ 1600	205 @ 2000	255 @ 2400	260 @ 2800
Compression Ratio	8.25:1	8.5:1	8.5:1	8.5:1
Carburetion	1-bbl.	2-bbl.	2-bbl.	4-bbl.
Fuel	Regular	Regular	Regular	Regular
Exhaust System	Single	Single	Single	Dual

All 1973 Nova engines are equipped with advanced exhaust emission control systems, and are designed to operate efficiently on all regular grade gasolines including low-lead or no-lead. In addition to the lower exhaust emission 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.

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GENERAL MOTORS OF CANADA LIMITED, OSHAWA, ONTARIO

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 with forward-mounted lock buttons • Safety door latches and hinges • Folding seat back latches • Energy-absorbing padded instrument panel and front seat back tops • Contoured windshield header • Thick-laminate windshield • Padded sun visors • Safety armrests • Safety steering wheel • Cargo-guard luggage compartment (except Hatchback 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 • Dual-action safety hood latch • Improved bumper system.

ANTI-THEFT

- Anti-theft ignition key warning buzzer • Anti-theft steering column lock

