

# 1972 VEGA

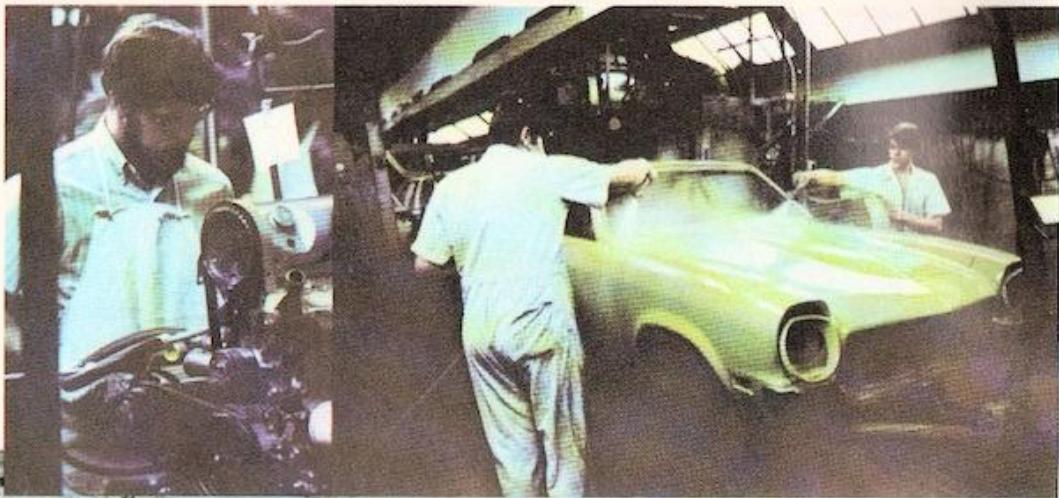
## THE LITTLE CAR THAT DOES EVERYTHING WELL.



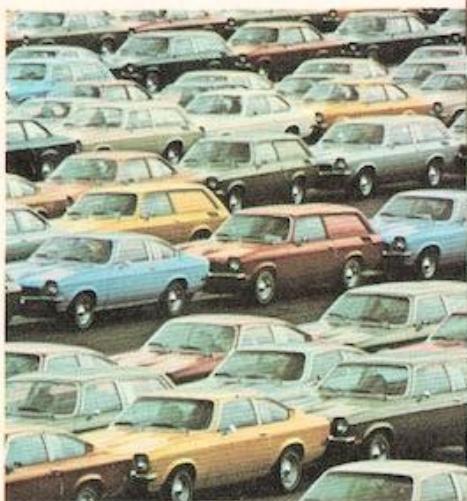
Coupe, Sedan, Wagon, Panel Express

**VEGA**  
CHEVROLET

The Vega assembly plant.



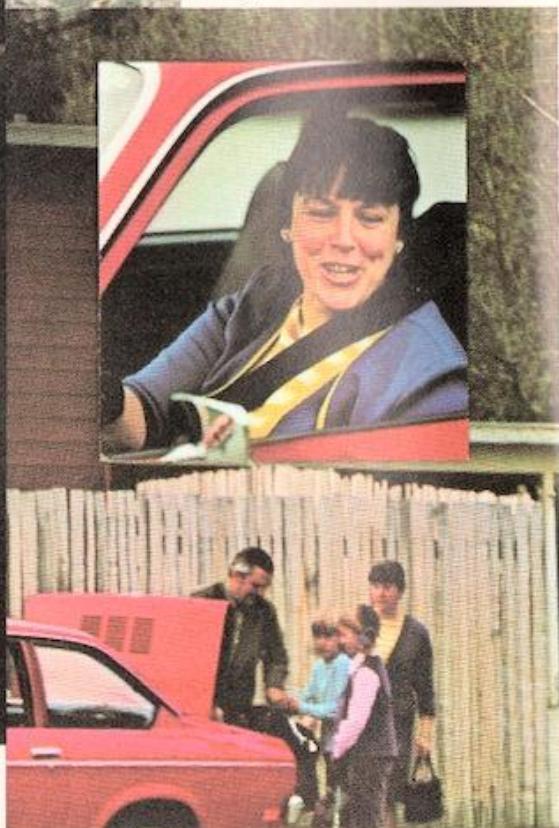
Take your pick.



Hours of  
round-the-clock  
testing preceded  
Vega's debut.



A lot of people like our little car.



# IT WAS A VERY GOOD YEAR.

For almost everyone, it was love at first sight. Because Vega really is a beautiful little car. But the beauty is more than skin deep. The power we've packed in those four little cylinders surprised you. (Of course we knew it all the time. But you didn't.) And, everyone liked the way you can manoeuvre Vega around. Park it easily. Turn it in tight spaces. And smile with your success.

Motor Trend magazine chose it "Car of the Year." Car and Driver magazine in their own tests rated Vega the best all-round little car and their reader's poll designated Vega the "best economy sedan."

And it was the same wherever we went. There's just no end to the nice things people have said about Vega. To all of you, our thanks. Your flattery will get us everywhere.

You probably know somebody who bought a Vega. In fact, maybe that's why you've picked up this catalogue. Because you watched, you listened, you waited and now, you too are ready to take a closer look at the little car that's going over so big.

Welcome.

But before you dig into the details, let us tell you why Vega is so unlike any other little car.

First, it's shown itself to be a lot more car than anyone ever expected. That's because for a long time we studied all the other little cars that were popular.

We saw a few things we liked. We also saw room for improvement. And whereas one

car obtained great fuel economy, another took a curve with agility, another had an uncomplicated charm, etc., we found no one car that could do all these things with equal finesse.

So we set out to make a little car that does everything well.

We succeeded.

Vega does indeed get great fuel economy, but it also has power when you need it, an unusual handling stability, and ride and comfort features that you don't often find in little cars.

What's new for 1972? Very little. Last year we said we wouldn't change just for the sake of change. We're sticking to that.

Oh, we've made some improvements. Some nice new colors, a few new interior trims, and adjustments to our exhaust and emission control systems. And, oh yes, a glovebox.

We don't know why we left it out last year, but if you were busy designing a little car that outshines all others, you'd probably overlook a few things too.

So look us over. And with a little help from our friends, we'll show you why Vega is the only little car that does everything well.



Some of the equipment illustrated is optional at extra cost.



**"The best handling passenger car ever built in America."**  
ROAD AND TRACK MAGAZINE

# OUR COUPE.

We call it the Hatchback Coupe. Because, oddly enough, it has a great big hatch in the back. And that can be very convenient.

Just flip the hatch up, with its adjustable support arms, and you've got instant access to the cargo area. That's not all.

Flip the rear seat down and the available loadspace more than doubles, to a whopping 18.9 cubic feet.

So pack up and take off.

Because our coupe is a car you'll love to drive. It's been consistently judged the best handling new little car. Here's why.

Vega rides on a tight 97-inch wheelbase. Its wide stance and low centre of gravity make it move around corners, in and out of traffic or down a long stretch of highway with great agility.

It's an economy car that looks and handles like a sports car.

In the Hatchback you get nice nylon carpeting in the front, sliding adjustment for both front seats, a concealed storage area under the floor, and many other trims inside and out.

And of course all the standard Vega features you'll read about elsewhere in this catalogue.

Features you won't find in some other little cars. Like the full-foam seats both front and rear, availability of power steering, double-panel steel roof construction and the fail-safe electric fuel pump that could protect your engine should your oil pressure ever drop too low.

The Vega Hatchback Coupe. It's won a lot of admirers. But it'll gladly take on a few more.

Some of the equipment illustrated is optional at extra cost.

Cargo area with rear seat down.



Hop in and put your gloves on.



Vega takes to a freeway with ease.





**"For the money, no other American car can deliver more."**

**MOTOR TREND MAGAZINE**

# OUR SEDAN.

Even though this is the Vega that's priced lowest, it's got everything that makes Vega a lot of little car.

Economy. We've had reports from some owners who have gotten thirty miles to the gallon and more. It depends a lot on how you drive. In our own highway tests, with the standard engine and transmission, Vega's getting about 30 mpg.

So our standard engine sets a very high standard. It's a four-cylinder overhead cam engine with a lightweight aluminum block. Aluminum is lighter, so we can build a bigger engine without increasing its weight. And a bigger engine in a little car means it won't have to work so hard. You'll find it quieter too. The overhead cam means there are fewer parts, and fewer parts mean less trouble. Obviously.

Performance. Vega delivers 80 horsepower (SAE net) with the standard engine. If that doesn't sound like much, it'll feel like a lot out on your favorite freeway.

But as an option, there's a bigger 90 horsepower (SAE net) version available as well. (Net horsepower ratings, as established by the Society of Automotive Engineers, represent the power output of engines as installed in the automobiles.)

A three-speed manual transmission is standard. Two others, a 4-speed manual and Powerglide, are available. (A 3-speed automatic after start of production.)

Handling. Our sedan doesn't look like our coupe but it handles just as nicely. Vegas have Full Coil suspension, and for excellent braking performance, every Vega is equipped with big front disc brakes.

Comfort. Vega has the most comfortable foam-filled front bucket seats you'll find this side of an expensive sports car. And flow-through power ventilation that circulates air with the windows closed. Even when the car's standing still.

Plus all the regular GM safety features like a side-guard beam in each door.

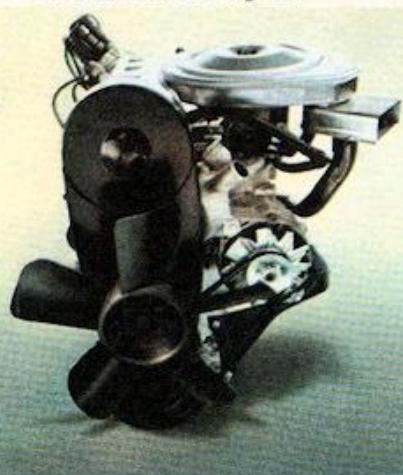
It's a lot of little car. Built to last. With care. And if all this sounds like something you'd care about, just keep reading.

Some of the equipment illustrated is optional at extra cost.

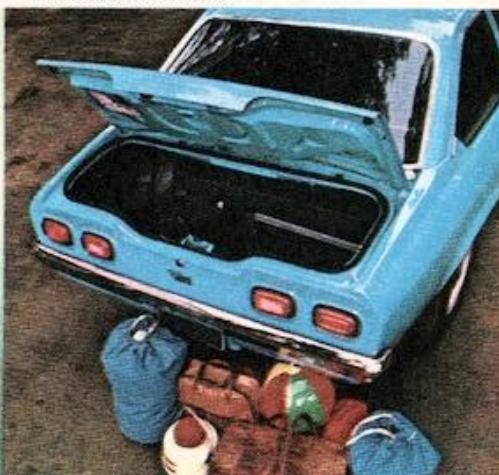
Every Vega has front disc brakes.



The standard engine.



The sedan trunk.



# OUR WAGON.

The Vega Kammback Wagon is a whole lot more than just another wagon. It's also a lot of little car.

We call it our Kammback because its styling makes use of the aerodynamic theories of air flow first devised by an engineer named Kamm. What all this means is, for a wagon, it's going to handle very much like a little sports car.

And look plenty sporty too.

But you still get a lot of loadspace. (A volume of 50.2 cu. ft. to be exact.) At least enough to take a nice trip on, go antiquing with, or use just like you would in any other wagon. And the back end lifts up for convenient loading and unloading.

Kammback or not, it's all Vega and that means all the basic Vega features and new improvements apply here too.

Rich carpet throughout, foam-filled bucket seats up front, flow-through power ventilation, front disc brakes and, yes, the new Vega glovebox.

The Kammback gets exceptional economy from the standard Vega engine, but if you want an extra boost, the bigger-horsepower engine is available.

As are all the other Vega options included in this catalogue.

The Vega Kammback. It's all you'd expect in a wagon and everything you'd want in a little car.



**"A car for all occasions."**

**CAR & DRIVER MAGAZINE**

# OUR TRUCK.

When we first introduced the Vega last year, people wondered why we should include a truck, of all things, in the lineup.

After all, trucks are supposed to be big and tough. Well, in the past year, we've found people who have found all kinds of ways to put our little truck to work.

Like: handymen, carpenters, plumbers, electricians, people who work for cheque clearing houses, blueprint companies and a great variety of small delivery services such as drugstores and pizza parlors.

Maybe it isn't a big truck. But big trucks don't get Vega economy either. So think of the money you save.

Or maybe you're just looking for a kinky way to haul around your surfboard, or your diving gear, or yourself. That's okay too.

Because you'll find the Vega Panel Express just as nice to drive as any Vega. It's got front disc brakes, the standard aluminum block engine, three-speed transmission and same uniform attention to detail that every Vega receives.

Plus two separate stowage compartments concealed under the floor, one just right behind the driver's seat that's perfect for storing supplies, tools, gauges, or anything else you like to keep special track of.

It doesn't have a front passenger seat but you can add one if you wish.

Let's just say, for now, that we do make a truck. And like every Vega, it's tough enough.

Here are a few specifics.

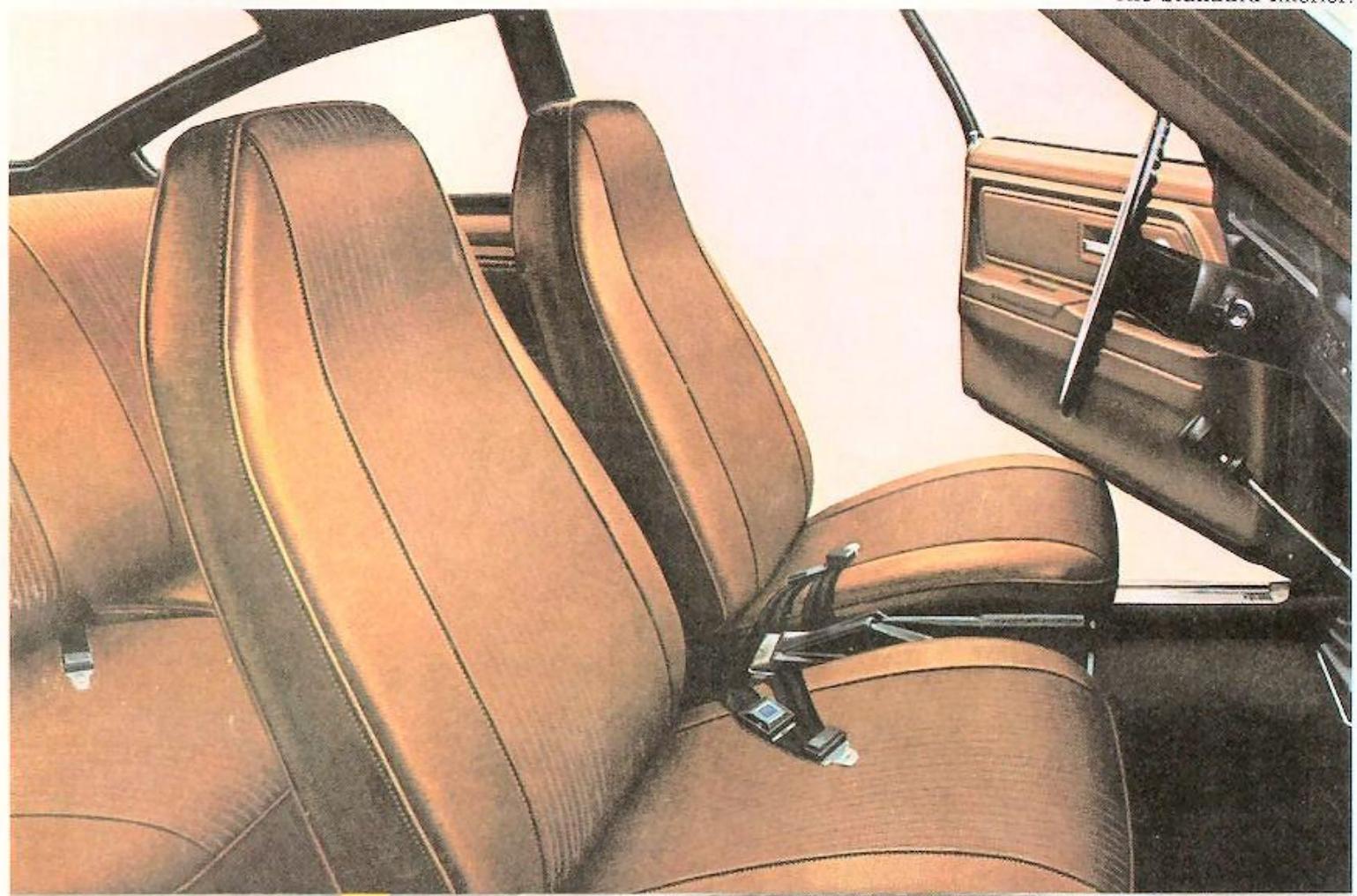
GVW	3,000 lbs.
Curb Weight	2,239 lbs.
Cargo Payload	650 lbs.
Cargo Volume	68.7 cu. ft.
Floor Length (front seat to rear gate)	67.4 in.
Floor Width (between wheelhouses)	42.6 in.
Liftgate Opening Height	26.1 in.
Liftgate Opening Width (at floor)	42.1 in.

Some of the equipment illustrated is optional at extra cost.



**"The roadability and handling of the Vegas was excellent, quick and sure!"**

**MECHANIX ILLUSTRATED**



# OUR INSIDE.

A long trip in a little car shouldn't be an endurance test. One thing that kept popping up in our fan mail this past year was the enthusiasm over Vega's interior roominess and comfort.

It's big! Former import owners (note former) were especially surprised that this little car could indeed have as much room per passenger as many big cars. Six-footers won't find any problems here.

At the upper left, you can see what we do for Vega's standard interior. All vinyl with front bucket seats carved completely out of foam. But do us a favor, just go out and sit in one for awhile.

A power ventilation system keeps air circulating continuously, the instrument panel has function symbols on the control knobs and the transmission and parking brake controls are located on the tunnel between the front seats.

Here are the Vega standard all-vinyl interior colors:

Standard Int.	Black	Dark Green	Covert	Tan
Coupe	•	•	•	•
Sedan	•	•	•	•
Wagon	•	•	•	•
Panel	•	•		

With the exception of the Panel Express, all models offer a Custom Interior. This includes a luxury seat trim with two new knit cloth and vinyl selections, assist handle built into instrument panel pads, day-night rearview mirror, rear seat ashtray and simulated wood-grain accents.

In addition, the sedan Custom Interior includes sliding adjustment for the front passenger seat and bright parking brake and transmission control trim plates. (All standard in our coupe and wagon models.)

And if you order the sedan, you can order the low-priced Decor Group, which includes bright side window moldings outside, and front passenger seat sliding adjustment inside. (Note: All items in Decor Group included when Custom Exterior is ordered with Custom Interior. Includes only bright side window moldings when ordered with Custom Interior; only sliding front passenger seat adjustment when ordered with Custom Exterior.)

The Custom Interior is available for coupe, sedan, and wagon in the following choices:

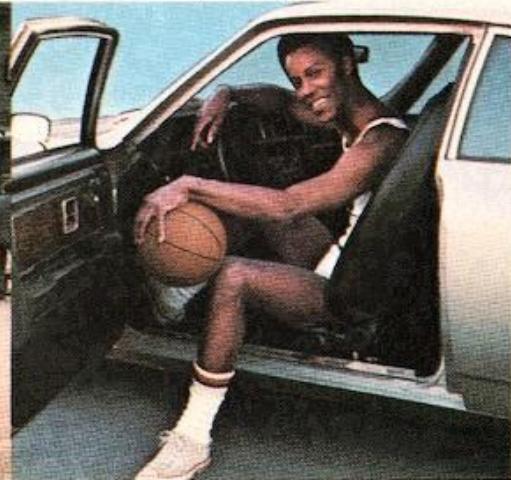
Custom Interior	Cloth/Vinyl		All-Vinyl		
	Black	Covert/ Blk	Black	Covert	Tan
Coupe	•	•	•	•	•
Sedan	•	•			
Wagon	•	•	•		•

Some of the equipment illustrated is optional at extra cost.

Rear seat offers easy access.

Rear cargo area. Kammback Wagon.

When we say room, we mean room.



# WHAT YOU GET WITHOUT ASKING.

## Outside

- Power-Beam single-unit headlights
- Large glass area
- Wide doors for easy entry and exit
- Flush-mounted door handles
- Side marker lights and reflectors (front side marker lights flash with direction signals)
- Choice of 10 colors
- Magic-Mirror acrylic lacquer finish
- Functional louvers for flow-through ventilation
- Low, wide stance for stability
- Wide A78 x 13 tires
- Statically balanced wheels and tires
- Body by Fisher

- Large-panel welded body construction
- Corrosion-resistant primer
- Dual-action safety hood latches
- Double-panel doors with welded-on hinges
- Bolt-on front fenders are easy to replace
- Self-cleaning rocker panels help cut down corrosion
- 97" wheelbase for nimble handling
- Corrosion-resistant moldings
- Safety wheel rim

- Thick-laminate windshield
- Sturdy side contoured roof rails
- Headlight aiming access provision
- Outside rearview mirror
- Parking lights that illuminate with headlights
- Two backup warning lights
- Wraparound front and rear bumpers
- Silver-finish grid-pattern grille
- Bright-metal hub caps



**"The base Vega is a magnificent automobile in its own right without any options at all!"**  
MOTOR TREND MAGAZINE

## Inside

- Foam-filled front bucket seats (except truck)
- Bucket-style rear seats (except truck)
- Storage well in driver's door
- Instrument panel glovebox
- Flow-through power ventilation system keeps air circulating inside continuously
- 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
- Double-panel roof construction is stronger, quieter inside
- Starter safety switch
- Recirculating-ball steering
- Four seat belts with push-button buckles for all passenger positions
- Two shoulder belts with push-button buckles—driver and front passenger
- Two built-in front seat head restraints
- Safety door latches and hinges
- Folding seat back latches

- Padded sun visors
- Steel side-guard beams in the doors
- Safety armrests
- Energy-absorbing padded instrument panel and front seat back tops
- Cargo guard (Sedan only)
- Four-way hazard warning flasher
- Lane-change feature in direction signal control
- Wide-view inside mirror (vinyl-edged, shatter-resistant glass and deflecting support)
- Low-glare instrument panel top
- Low-glare wiper arms and blades
- Inside windshield moldings
- Windshield defroster, washers and dual-speed electric wipers
- Tamper-resistant odometer with telltale feature
- Bumper-type jack
- Ashtray
- All-vinyl upholstery is durable, easy to clean
- Low-glare steering wheel metallic surfaces
- Safety steering wheel
- Function symbols on control knobs
- Tunnel-mounted parking brake
- Front-hinged hood with inside release

## Underneath

- Full Coil suspension system
- Double-acting hydraulic shock absorbers
- Rubber-insulated suspension members
- Cushion-mounted engine and transmission
- 4-cylinder OHC engine with die-cast aluminum block
- Automatic choke
- Five main bearings
- Counterbalanced crankshaft
- Positive-shift starter
- Delcotron generator
- Weather-resistant ignition system
- Exhaust emission control systems
- Self-adjusting disc/drum brake system
- Dual master cylinder brake system with warning light
- Permanently lubricated universal joints
- Delco sealed side-terminal energizer battery
- Single-barrel carburetor
- Advanced cross-flow radiator
- Single dry disc clutch
- Self-sealing gasketless spark plugs
- Independent front suspension
- Electric fuel pump (in gas tank)
- 50,000-mile disposable engine air filter
- High-output oil pump
- Water pump with aluminum housing
- 195° pellet-type thermostat
- 9.2-gallon rated-capacity fuel tank
- Dynamic drive-line damper (to decrease vibration)
- And much, much more.

Some of the equipment illustrated is optional at extra cost.

# WHAT YOU GET FOR A LITTLE EXTRA.

There are two kinds of car owners. Those who like just the essentials and those who like to make life a little easier.

With Vega? Don't worry. What you want you can get. And still come out well within your budget.

For instance, you won't need power steering but if you won't drive without it, drive with it.

Little cars can be air-conditioned too. Ours is Four-Season Air Conditioning, installed at the factory.

We offer two radios, AM or AM/FM. And with both we offer antennas hidden in the windshield.

The rear side quarter windows in Vega coupe and sedan are stationary but you can order the swing-out kind.

There's an Appearance Guard Group with door-edge guards and bumper guards.

An Operating Convenience Group with clock, Electro-Clear rear window defroster, and day-night rearview mirror.

Soft-Ray tinted glass. Adjustable driver's seat-back. Wheel trim rings. Rear seat speaker. Body side molding. Heavy-duty radiator.

Four-Season air conditioning.

Swing-out rear side window.

Three tire options. Single non-belted white stripes. Bias belted ply blackwalls. And bias belted ply white stripes.

Accessories your dealer will install. Like door-edge guards, bumper guards (front and rear), portable spotlight, electric clock, right-side rearview mirror, contour mats (front and rear), AM or AM/FM radio, rear seat speaker, antenna (mast type), infant safety carrier, litter container, tissue dispenser, fire extinguisher, highway emergency kit, compass, luggage carrier and locking gas cap.

What about performance packages? Well, just because Vega is such a great little car to drive, we know a lot of people who'll be taking it some extra places. Like to the mountains, or the beach or down a country road.

And though Vega is built to handle better than any other little car, we do offer a Special Ride and Handling Package which includes front and rear stabilizer bars, heavy-duty front and rear shock absorbers, A70 x 13 bias belted ply white lettered tires and 13 x 6 wheels.

Some of the equipment illustrated is optional at extra cost.

The available engine.



Horserpower/rpm	93 @ 4800 SAE net
Torque/ft.-lbs.	121 @ 28-3200 SAE net
Compression ratio	8.0:1
Carburetion	Double-barrel
Fuel	No lead, low lead or regular
Camshaft	High-Performance

# OUR GT.

We've already told you what a fantastic car Vega is to drive in any size, shape or form. But at the risk of being redundant, our Vega GT is an even more fantastic car to drive.

In two shapes and forms. Hatchback Coupe and Kammback Wagon.

So you don't get the wrong idea, our GT is not overloaded with a lot of unneeded power. It has as much as it needs.

What it does have in excess is an amazing handling agility.

First off, it includes the bigger version of our engine. The 90 horsepower (SAE net) version with two-barrel carburetor. And while it won't exactly roar, it'll take you where you want to go. Briskly.

And (here's the good part) with the Vega kind of economy you'll never get out of any other sports car.

The GT includes special front and rear stabilizers (for the better handling) and good-looking 13 x 6 GT wheels with A70 x 13 bias belted ply white lettered tires. Wheel trim rings, black grille, special GT nameplates, and all the inside goods like soft vinyl-covered four-spoke sport steering wheel, tachometer, clock, ammeter, temperature gauge, and simulated wood-grain accents on the instrument cluster are also included.

And if you like to stand out, sport striping will certainly do that. At slight additional cost.

Now your only problem is to decide which GT will have the honor of your superb talents behind the wheel.

Or which Vega, for that matter.



**"Chevy pulled out the stops on this one."**

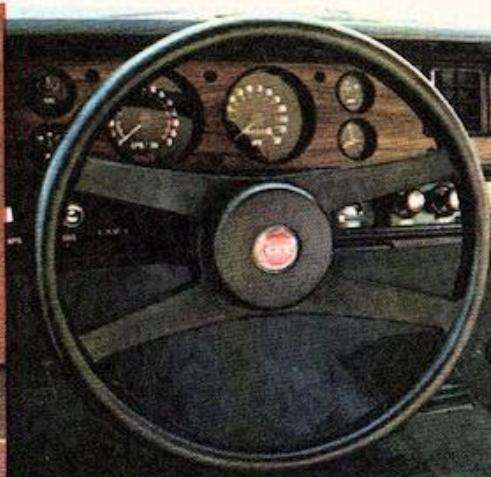
**Aluminum OHC engines, high-style options put it in a class by itself."**

**ROAD TEST MAGAZINE**

Special grille and striping.



GT steering wheel & instrumentation.



Wheels and trim rings.



# THE LITTLE CAR THAT DOES EVERYTHING WELL.



Vega 2-Door Sedan



Vega Hatchback Coupe



Vega Kammback Wagon



Vega Panel Express

## 1972 SPECIFICATIONS

BODY STYLES:	HATCHBACK COUPE	2-DOOR SEDAN	KAMMBACK WAGON	PANEL EXPRESS
Engines: Standard Four Cyl.	140 cu. ins.	140 cu. ins.	140 cu. ins.	140 cu. ins.
Optional Four Cyl.	140 cu. ins.	140 cu. ins.	140 cu. ins.	140 cu. ins.
Transmission: Standard	3-Spd. Manual	3-Spd. Manual	3-Spd. Manual	3-Spd. Manual
Optional	4-Spd. Manual	4-Spd. Manual	4-Spd. Manual	4-Spd. Manual
†Available after start of production	Powerglide 13-Speed Automatic	Powerglide 13-Speed Automatic	Powerglide 13-Speed Automatic	Powerglide 13-Speed Automatic
Brakes: Front Dia. (ins.)	9.64 Disc	9.64 Disc	9.64 Disc	9.64 Disc
Rear Dia. (ins.)	9.00 Drum	9.00 Drum	9.00 Drum	9.00 Drum
Eff. Area (sq. ins.)	67.2	67.2	67.2	67.2
Overall Steering Ratio: Manual	22.5:1	22.5:1	22.5:1	22.5:1
Power	16.6:1	16.6:1	16.6:1	16.6:1
Turning Circle: Curb-to-Curb (ft.)	33.0	33.0	33.0	33.0
Energizer	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.)	169.7	169.7	169.7	169.7
Height (ins.)	50.0	51.9	52.0	52.0
Width (ins.)	65.4	65.4	65.4	65.4
Curb Weight (lbs.)	2349	2213	2388	2239
Tread (ins.): Front	55.1	55.1	55.1	55.1
Rear	54.1	54.1	54.1	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 Room (ins.): Front	37.6	38.3	38.3	39.3
Rear	36.6	37.4	37.7	—
Leg Room (ins.): Front	42.8	42.4	42.4	42.7
Rear	30.8	33.2	31.8	—
Hip Room (ins.): Front	49.4	49.1	49.1	49.4
Rear	42.5	42.5	42.5	—
Shoulder Room (ins.): Front	51.6	51.6	51.6	51.6
Rear	49.5	49.5	49.5	—
Fuel Tank Capacity (Imp. gals.)	9.2	9.2	9.2	9.2
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.

Some of the equipment illustrated is optional at extra cost.

ENGINES	140-cu.-in. OHC L4	140-cu.-in. OHC L4 Opt. L11
Displacement: (cu. in.)	140	140
HP @ RPM: (S.A.E. net)	80 @ 4400	90 @ 4800
Torque ft. lbs. @ RPM: (S.A.E. net)	121 @ 2800	121 @ 3200
Compression Ratio	8.0 : 1	8.0 : 1
Carburetion	1-bbl.	2-bbl.
Bore & Stroke (ins.)	3.501 x 3.625	3.501 x 3.625
Fuel	Regular	Regular
Oil System (Less Filter) (Imp. qts.)	2.5	2.5
Cooling System (Imp. qts.)	5.4	5.4
Exhaust System	Single	Single
Valve Lifters	Mech.	Mech.
Clutch Dia. (ins.)	8.00	9.12
BASE AXLE RATIO (without air cond.)		
3-Spd. manual	2.53#	2.92
4-Spd. manual	2.92	3.36
Powerglide	2.92	3.36
3-Speed Automatic	3.36	3.36

#2.92 on Panel Express

For 1972, all Vega 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.

The illustrations 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**



Printed in Canada