

COLONY CHEVROLET, INC.
11844 LANCASTER AVE., PAOLI, PA. 19301



1971 Malibu/Chevelle/SS

Chevelle

Malibu. How do you change America's most popular mid-size car? Very carefully.

There was a time when you expected cars to change from year to year. Totally. One had to be completely different from the next. But you don't believe that anymore. You've changed. And we've changed.



Some of Chevrolet's Options and Custom Features are illustrated and/or described on pages 14 and 15 and throughout this catalog. Your Chevrolet dealer can provide appropriate information.

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That's why the Chevelle Malibu pictured here isn't a lot different from last year's. Why should we make something you like look different just to look different?

The changes you want now are directed more toward safety, comfort, convenience, dependability and keeping the air clean. These are the kinds of changes we made in the '71 Chevelle: Because putting you first, keeps us first.

New for '71: brighter Power-Beam single-unit headlights; a restyled front grille and bumper; front fender lights that serve as parking, turn signal and side marker lights; wheel opening moldings; wide body sill moldings; and a new

rear bumper with circular openings for built-in taillights. Refinements, not changes.

Some holdover Malibu features that will ride well with you are the Hide-A-Way windshield wipers, the curved side windows and, of course, the size. Big enough to carry a family (or friends) but small enough to fit into the parking spots designed for yesterday's cars.

By the time you finish looking through this catalog, you'll know enough about Chevelles to buy one that's right up your driveway. And you'll see what we mean by "putting you first."

The inside should be as nice as the outside. After all that's where you spend most of your time.

Malibu interiors are restyled for '71. New patterns. New trim.

The standard interior (except convertible) combines cloth and vinyl in the seats with all-vinyl trim on the doors and sidewalls. Black, dark blue, or dark jade; plus sandalwood for sport coupe and sport sedan models. On the floor,

color-keyed deep-twist carpeting.

If you like, you can order all-vinyl seats like those pictured below. They come in black, dark jade, sandalwood, dark saddle, or dark blue, depending on model.

The standard interior in the convertible is all-vinyl to begin with. All you do is pick the

color. Black, dark jade or dark saddle.

For a more sporty interior in the sport coupe or convertible, order all-vinyl Strato-bucket seats up front. In black, dark jade or dark saddle, plus sandalwood for the sport coupe. And you can order a center console in between when you specify a floor-mounted transmission shift lever.

But enough about the trim.

Every Malibu Sport Coupe and Convertible comes with Astro Ventilation. Which means we've eliminated the vents in the side windows. But you still get a continuous supply of new outside air inside the car as you drive. It works through a system of vent-ports on the instrument

panel so you can drive with windows up, avoiding outside noise, rain, dirt and dust.

Other features you'll like inside Malibu, and all Chevelles for that matter: anti-theft steering column lock; front seat head restraints; armrests on all doors; day/night rearview mirror; automatic ignition key alarm; outer front

seat belt retractors; and a new steering wheel with a cushioned center.

But you'll like it most where you sit. Those seats are cushioned with plenty of thick foam padding. We think you'll be sitting on them quite a bit. So we made them extra comfortable.

Putting you first. Keep that in mind. We do.



We make different Malibus for different people.

Malibu comes in four models.

Malibu Sport Coupe. Malibu Sport Sedan. Malibu Convertible. And Malibu 4-Door Sedan.

The coupe and convertible carry five people on a 112-inch wheelbase. The sedans take on six passengers over a 116-inch wheelbase.

A power top is now standard equipment with the convertible. Comes in your choice of black or white.

The long-lasting Magic-Mirror acrylic lacquer finish shines in 15 colors, 13 of them new for '71. Six two-tone combinations are available for all models except the convertible. By the way, that finish is so durable you don't have to wax it.

Standard engines are a 145-hp Turbo-Thrift 250 Six (not available with sport sedan or convertible) and a 200-hp Turbo-Fire 307 V8. More power is available if you like, up to

365 horsepower. Engines feature valve-in-head design, slim-line spark plugs and automatic choke. A Delcotron generator and a new sealed side-terminal battery are standard.

With all these models, Malibu offers almost every kind of driver something to like.

But for those who don't find what they're looking for in a Malibu, there are other Chevelles. Quite different.



Circles are: Malibu Convertible, Malibu 4-Door Sedan, Malibu Sport Sedan.

So little money never bought so much car.

We realize some people put economy first. Maybe you. And especially now.

So we make economy Chevelles.

We call them Chevelle Chevelles. Sport coupe and 4-door sedan.

Mechanically, the Chevelle Chevelles are no different than the Malibu. Same Body by Fisher, same perimeter frame, same size, same standard

power, same suspension. And even the same standard safety and security features. These Chevelles are just a little more on the basic side.

Interiors are offered in three cloth-and-vinyl choices: black, dark blue or dark jade. Or, if you choose, an all-vinyl interior is available in black. Whichever you choose, doors and sidewalls are

trimmed in matching vinyl. And the floors are covered with rugged, color-keyed, vinyl-coated rubber.

We started building these lower priced Chevelles mid-way through the 1970 model year. The reason? As you became more concerned with where your money went, you changed your needs. We changed to meet them.



Above: Standard Chevelle cloth-and-vinyl interior.
Below: Chevelle Sport Coupe.

And now a little something for the faithful.



SS. First there was the 396. Then the 454. Now...

Don't panic. There's still an SS 454. Any car that's named the best of its kind in *Car and Driver's* Readers' Choice Poll (the 1970 Chevelle SS 454) is sure to stay around.

But for '71, the SS has seen a few changes. Few. But meaningful.

Some people wanted all the handling and appearance of the SS 454. But without the 454. So we made our SS package available for Malibu Sport Coupe or Convertible with any V8 engine except the 307. There are two Turbo-Fire 350 V8s and a Turbo-Jet 400 V8 in addition to the 454.

Whichever you pick, you'll still get all these SS features: power disc/drum brakes; black-accented grille; special suspension; a special domed hood with functional hood lock pins; left-hand remote-control sport mirror; new

15" x 7" sport wheels; new F60 x 15 white-lettered tires; and a black-accented steering column and wheel with SS nameplate.

And there are a few more things you can order. Like sport stripes on the hood and trunk

lid, and bucket seats inside.

We did it for those who just want to look the part, if you know what we mean.

When that isn't good enough, there's the SS 454. 365 horsepower. 4-barrel carburetor. Cow! Induction hood is available (you step on

the gas to shoot a swoosh of outside air into the engine). Sport stripes with CI hood. You can order a special 4-Speed or Turbo Hydra-matic transmission to go along with it. And more.

After all, some of you haven't changed. And we're ready for that, too.



1971 Chevelle. Look what's in it for you.

Standard engines.

The standard six-cylinder engine is a 145-hp Turbo-Thrift 250. Standard V8 is a 200-hp Turbo-Fire 307 V8. All engines feature hydraulic valve lifters for smooth, quiet operation. Other engines are available up to 365 horsepower. (See pp. 14-15.)

Evaporation control system.

Reduces the amount of fuel fumes escaping into the atmosphere by channeling them back into the engine.

Scaled side-terminal energizer battery.

Sure it's a little thing. But it helps keep your battery terminals from corroding. And the cables are bolted on so they won't come off. And one has a red end so you don't get your wires crossed. See what we mean by putting you first?

Balanced wheels and tires.

Both are statically balanced at the factory to help assure smooth, quiet operation and long tire life.

Double panel door, hood and trunk lid.

Added strength where it counts. Just pound one with your fist. Double construction makes it even sound strong.

Side-guard beams.

Steel rails in the doors give added protection and a secure feeling to the Chevelle ride.

Cushioned power.

The engine and transmission are cushioned with rubber bushings at all mounting points to isolate power train impulses from the body and frame.

Flush-and-dry rocker panels.

They do exactly what they say they do. Actually flush out and dry insides of rocker panels to help prevent rust.

Body by Fisher.

Fisher Body is a Division of GM that specializes in building bodies. That's all they do. So doesn't it follow that they probably do it better than anybody?

Quiet driveline.

Chevelle's refined driveline design helps reduce noise and annoying vibrations.

Safety and Security Features

Occupant Protection

Features Seat belts with pushbutton buckles for all passenger positions • Shoulder belts with pushbutton buckles driver and right front passenger (except convertible) • 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 (except convertible) • Thick-laminate windshield • Padded sun visors • Safety armrests • Safety steering wheel • Side-guard beams • Cargo-guard luggage compartment.

Accident Prevention

Features 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 • Dual-action safety hood latches.

Anti-Theft Features

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

Cargo-guard luggage compartment bulkhead.

Puts a protective steel barrier between passenger and luggage compartments.

Full Coil suspension system.

Deep coil springs at each wheel, precisely engineered linkage and rubber-insulated suspension members smooth out road shock. Springs are selected by computer to correspond to the equipped weight distribution of each individual Chevelle.

Inner fenders.

Protect the outer fenders from mud, salt, water, snow, stones and other road hazards picked up off the highway.

Fill 'er up, regular.

For 1971, all Chevelle engines have been designed to operate efficiently on the new no-lead or low-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.

Our extras. You pick 'em. We'll put 'em on.

Here are some of the features you might want to add to your Chevelle.

• **Four-Season air conditioning**—Not only cools when it's hot, but heats when it's cold, dehumidifies when it's damp and filters when it's dusty. Closest thing we know of to

catch on your garage door again. • **Stereo tape system**—Provides up to 80 minutes of uninterrupted listening to eight-track tape cartridges. Can be ordered with AM or AM/FM/Stereo radio. • **Sport suspension** • **Strato-bucket front seats** • **Variable ratio power steering**—The more you turn the wheel, the more power assistance you

storage compartment and courtesy light. • **Heavy-duty radiator** • **Heavy-duty battery** • **Positraction rear axle** • **Vinyl roof cover** in black, white, dark blue, dark brown, dark green.



• **Compass** • **Special instrumentation**—Available with V8 sport coupe and convertible models. Includes: clock, ammeter, temperature gauge and tachometer. • **Roof-mounted ski rack** • **Rear-deck luggage carrier** • **Sport stripes for**

Malibu Sport Coupe and Convertible. • **Auxiliary lighting** • **Engines**—V8 engines are available rated at 245, 270, 300 and 365 horsepower. • **Transmissions**—Powerglide, Turbo Hydra-matic, and floor-mounted 3-Speed, Special 3-Speed, 4-Speed and Special 4-Speed. • **Equalizer trailer hitch** • **Trailer wiring harness** • **Highway emergency kit.**



weather control. • **Custom deluxe seat belts** • **Soft-Ray tinted glass** • **Pushbutton radio**—Available as AM, AM/FM or AM/FM/Stereo. And the antenna is laminated between the two layers of windshield glass so it'll never

get. Adds to ease of parking at no sacrifice to road feel on straights • **Cruise-Master speed control** • **Power door lock system** • **Automatic seat back latch** • **Center console**—Available when Strato-bucket seats and any transmission (except standard 3-Speed) are ordered. Includes a floor shift lever,



• **Wheel covers**—Two styles to choose from including the bright metal wheel covers shown below. • **Rally wheels** • **White-stripe tires** • **Child safety seat** • **Tissue dispenser** • **Litter container** • **Power disc brakes**—A small investment helps

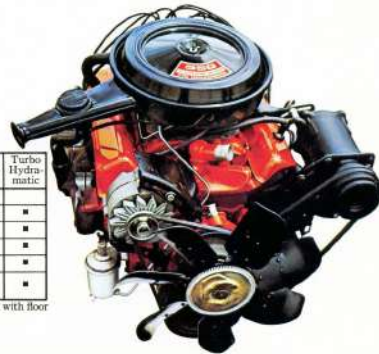


reduce the chance of fade. Rear drum brakes also power assisted. • **Operating Convenience Group**—Includes electric clock, rear-window defroster and left-hand remote-control outside rearview mirror. • **Appearance Guard Group**—Includes front and rear bumper guards, door edge guards, color-keyed front and rear floor mats and visor mirror.



ENGINES	Gross hp	SAE net hp	3-Speed	4-Speed	Powerglide	Turbo Hydra-matic
230-cu.-in. Six*	145	110	*		■	
307-cu.-in. V8*	200	140	*		■	■
350-cu.-in. V8	245	165		■		■
350-cu.-in. V8	270	175	†	■		■
400-cu.-in. V8	300	260	‡			■
454-cu.-in. V8 (SS only)	365	285		**		■

*Standard. **Special 4-Speed. †Floor shift. ‡Special 3-Speed with floor shift.





Here's a quick check list of some of the standard and available features that'll make your Chevelle something you can call your own. Check off your favorites. And don't forget to bring it with you as a guide when you visit your Chevrolet dealer.

Model

- ☐ Chevelle Sport Coupe
- ☐ Chevelle 4-Door Sedan
- ☐ Malibu Sport Coupe
- ☐ Malibu Sport Sedan
- ☐ Malibu Convertible
- ☐ Malibu 4-Door Sedan
- ☐ SS Sport Coupe
- ☐ SS Convertible

Interior

- ☐ Standard
- ☐ All-vinyl (standard with convertible)
- ☐ Strato-bucket (sport coupe and convertible)

Color

- | | |
|---|--|
| <input type="checkbox"/> Tuxedo Black | <input type="checkbox"/> Antique Green |
| <input type="checkbox"/> Mulsanne Blue | <input type="checkbox"/> Burnt Orange |
| <input type="checkbox"/> Ascot Blue | <input type="checkbox"/> Cranberry Red |
| <input type="checkbox"/> Classic Copper | <input type="checkbox"/> Rosewood Metallic |
| <input type="checkbox"/> Placer Gold | <input type="checkbox"/> Sandalwood |
| <input type="checkbox"/> Lime Green | <input type="checkbox"/> Nevada Silver |
| <input type="checkbox"/> Cottonwood Green | <input type="checkbox"/> Antique White |
| | <input type="checkbox"/> Sunflower Yellow |

**Putting you first,
keeps us first.**



Popular extras

- ☐ Four-Season air conditioning
- ☐ Power disc/drum brakes
- ☐ Variable-ratio power steering
- ☐ Soft-Ray tinted glass
- ☐ Radio: ☐ AM ☐ AM/FM ☐ AM/FM/Stereo
- ☐ Stereo tape system
- ☐ Comfortilt steering wheel
- ☐ Center console
- ☐ Vinyl roof cover
- ☐ Rally wheels
- ☐ White-stripe tires
- ☐ Positraction rear axle
- ☐ New 4-spoke sport steering wheel
- ☐ Wheel covers

Engine

- ☐ 145-hp Turbo-Thrift 250 Six (standard)
- ☐ 200-hp Turbo-Fire 307 V8 (standard)
- ☐ 245-hp Turbo-Fire 350 V8
- ☐ 270-hp Turbo-Fire 350 V8
- ☐ 300-hp Turbo-Jet 400 V8
- ☐ 365-hp Turbo-Jet 454 V8 (SS only)

Transmission

- ☐ 3-Speed
- ☐ 4-Speed
- ☐ Powerglide (2-range automatic)
- ☐ Turbo Hydra-matic (3-range automatic)

All illustrations and specifications contained in this literature are based on the latest product information available at the time of publication approval. The right is reserved to make changes at any time without notice, in prices, colors, materials, equipment, specifications and models, and to discontinue models. Chevrolet Motor Division, General Motors Corporation, Detroit, Mich. 48202. Litho in U.S.A.

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