

1971

Chevrolet.



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You've changed. We've changed.
You've changed your willingness to spend a thousand or so more on prestigious cars. Cars whose prestigious prices seem a little out of touch with the times.
So we've changed, too. We've changed our thinking. And come up with what is probably the most inexpensive

expensive car ever built. Anywhere.

Our 1971 Caprice.

We gave it the stately look of the luxury limousine. Not with sleight-of-hand. With tangibles: up to 719 additional square inches of glass. A massive grille uniquely its own. And as finely a sculpted form as ever came from the

craftsmen at Fisher Body.

We gave Caprice a more stately ride. We refined the front and rear suspension. Put tempered-steel coil springs at each wheel. Deadened the sound and vibration at all critical areas with thick rubber cushions. And made the wheelbase bigger—bigger than a lot of cars that consider

themselves truly luxurious.

We included all the expensive-car standards. Like power front disc brakes. And 400 cubic inches of regular-gas V8 to run a multitude of power accessories.
Then we gave Caprice the interior. Just one. The one on the next page, in a choice of five colors. We don't offer an

extra-rich, extra-comfortable interior at extra cost. It's standard.

We gave Caprice all this. And all the things you'll find on the following pages.
Because you've changed.
So we've changed. We've changed everything but one

relatively small thing.

We gave Caprice the usual Chevrolet price.

Some of the equipment illustrated is optional at extra cost.

Caprice Coupe.

(Caprice Sedan shown on cover)

Caprice. Probably the most inexpensive expensive car ever built.





We've been building up to this much Impala for years.

Impala Custom Coupe

For 13 years other car makers have been playing follow-the-leader by following Impala. So this year, we've given them more leader to follow. And found more ways to put you first. To wit, we've given Impala a new power ventilation system, with functional front and rear louvers. You no longer need to get the car moving to get the air moving.

Just turn the key and new air replaces old in 60 seconds. To our knowledge, nobody ever bettered our flush-and-dry rocker panels. But that didn't stop us from improving them. Actually, what we did with conventional rocker panels was, we did away with them. And came up with a new structure that looks better. And minimizes the accumulation of rust-producing dirt and moisture.

Glass is another story. We added lots of it this year. The windshield is bigger. Up to 15% bigger. Bigger, too, are the 18-inch wipers that hide beneath a new longer hood. And the wheelbase is longer. Now 121.5 inches of smoothness. That's a large 2.5-inch increase. Which makes for an obvious increase in comfort. Since we've added more side window glass (it curves up,

over your shoulder), you'd think Impala would have less roof. And you'd be right. Except that a Chevrolet roof is a lot more roof than it's ever been before. It's two roofs: a steel outer one welded onto a steel inner one. The latter is acoustically perforated, then further insulated with a perforated headliner. All very strong and silent.

There are more Impala standards for others to imitate. Like flush-mounted door handles that no longer require the usual "push-pull." Just pull. Or the standard inside hood release to help keep thieves out of your engine compartment. More putting you "first" on the following pages. Please read on.

Some of the equipment illustrated is optional at extra cost.

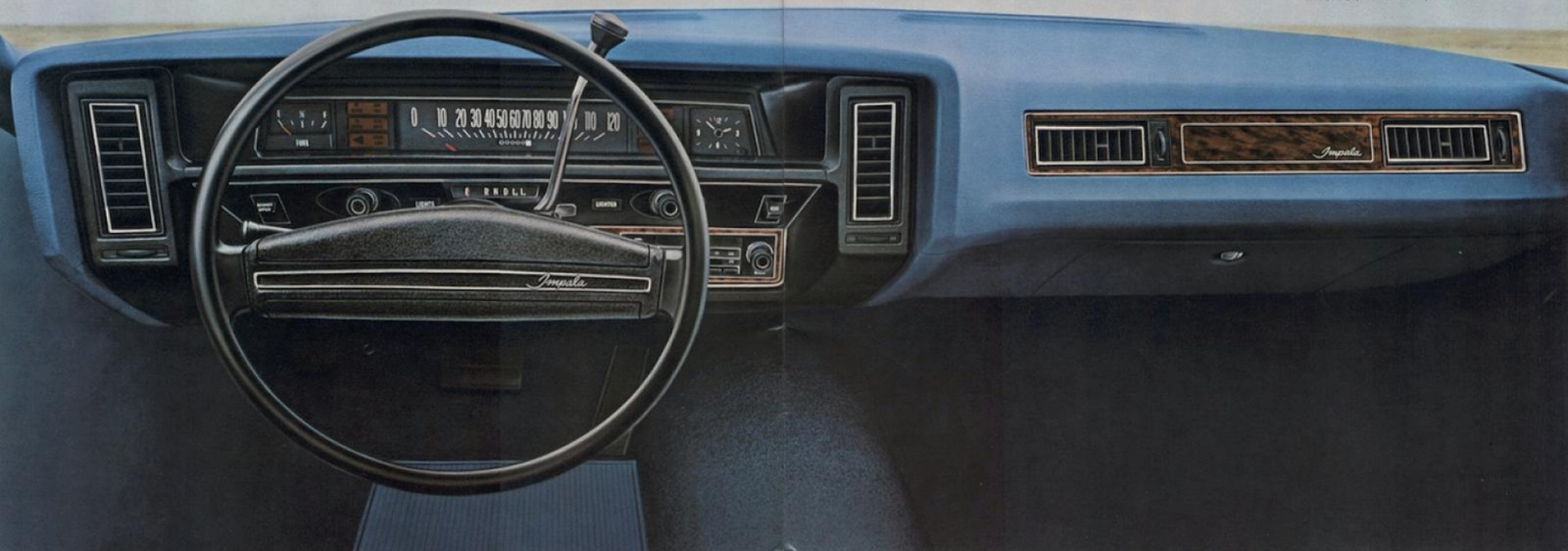


Impala Instrument Panel.

You're seeing Impala's new instrument panel just as you'd see it with the seat all the way back. Notice how everything still reads out clearly. Note the accessibility of controls. If you're one of those drivers who sits up close, relax. You'll see things even better. The padded overhang isn't one of those exaggerated things that cuts off your view of

the panel. It recesses the instrument area just enough to minimize glare. If we had shown you this view in years past, you'd have seen the windshield pillars to the sides. But not now. We've slimmed them down and moved them back. The usual blind spots in the pillar areas have been greatly reduced.

Some of the equipment illustrated is optional at extra cost.



Our apologies to people who prefer spending big money for cars like these.
These too are Impalas.

Some of the equipment illustrated is optional at extra cost.

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4-Door Sedan
Sport Sedan



Convertible
Sport Coupe





Bel Air Sport Coupe

Seldom has a car reserved for itself the right to offer so much at such a modest going price as Bel Air.

Bel Air not only does it once. It does it twice.

With the Bel Air Sport Coupe. Its head-up hardtop styling makes you stand back and take a second look. Two doors open wide to reveal inviting luxury and comfort that clearly reflects its Chevrolet breeding.

Again, with the Bel Air 4-Door Sedan. A chauffeur wouldn't look out of place behind the wheel of this distinctively styled Chevrolet. Except that's where you belong. Bel Air 4-Door Sedan is made for people who put a price on how much luxury they want. The big surprise comes when you discover that for all its

good looks and luxury Bel Air's price is a whole lot less than you figured on. So take warning. Don't put your own price on Bel Air. Take a good look at Bel Air's price tag. It'll save you money.

Whichever Bel Air captures your fancy, the smartly styled Sport Coupe or the impressive 4-Door Sedan, you get most of the good things that go with Chevrolet. Like power ventilation that changes the inside air continuously. Even when the car is standing still. And with the windows up. Isn't that a refreshing change. You also get a double-panel roof that puts more protection over your head and keeps more noise out.

And Bel Air's price puts less pressure on your pocketbook.



Bel Air 4-Door Sedan

Distinctive styling and lavish luxury that belies its modest price. That's what Bel Air is all about.



Biscayne 4-Door Sedan

This may tax belief. But not your wallet. This is Biscayne.

People might expect us to put little thinking into our least expensive model. They might even expect it to wind up looking like an afterthought.

But not the Biscayne 4-Door Sedan. Please look.

It's not an Impala with all the nicer things removed. It's not a painted shell. Nor a showcase for left-over thinking and hand-me-down chrome.

Our new Biscayne 4-Door Sedan is its own one-of-a-kind. With its own quiet styling. To be sure, it has a low price. But it still has a full list of new Chevrolet features.

It has power front disc brakes. It has our new double-panel, acoustically engineered roof. It has a new bigger windshield. And bigger, stronger wipers. It has a new smoother 121.5 inch wheelbase. And our new flow-through power ventilation system.

It even has handy little gadgets like an inside hood release. So you can lock up your engine when you lock up your car.

Even Biscayne puts you first. Which is not to say that Biscayne has it all.

Just most of it.

At the usual low Chevrolet price.

Some of the equipment illustrated is optional at extra cost.



A. Standard Impala Interior.

Choose this luxurious vinyl-trimmed, pattern cloth interior in one of four rich colors: black, dark blue, maize or jade. It's standard on all Impalas except the convertible, which has all-vinyl interiors in black, dark saddle, maize or jade.

B. Available Impala Interior.

Order this softly cushioned all-vinyl interior for Impala. Color choices are black, dark blue, maize, saddle, sandalwood and jade for coupes and sport sedan; black, dark blue, saddle and jade for 4-door sedan.

C. Standard Bel Air Interior.

Choose Bel Air cloth with vinyl trim and take your pick of four colors: black, dark blue, maize or jade.

D. Available Bel Air Interior.

You can order Bel Air with rich vinyl interior in either black, dark blue or sandalwood.

Standard Caprice Interior.

It's shown on pages 4 and 5 and is composed of distinctive cloth and vinyl trim in choice of five colors: black, dark blue, maize, jade and sandalwood. Sedan comes with fold-down centre armrest in front seat.

Standard Biscayne Interior.

(Not illustrated) Take your pick of three Biscayne vinyl-trimmed cloths: black, dark blue and dark jade.

Available Biscayne Interior.

(Not illustrated) Biscayne's easy-care vinyl interiors available in three colors: black, dark blue and sandalwood.

The new Chevrolets are full of all kinds of fresh thought.

You've changed. We've changed.

Nothing stays static. Look around you. Things are changing every day, changing completely. Not for the sake of change, either, but to meet the changing needs and tastes of a rapidly changing people.

So when you alter a car, you do more than make changes for the sake of change. You do more than make superficial alterations in the sheet metal. You combine visual improvements with functional improvements. You never make one without the other.

There hasn't been one change made on the 1971 Chevrolet that hasn't been made for a specific reason. That hasn't been considered a specific improvement. Witness the following proofs.

We put two roofs over your head.

When we say Body by Fisher, what we're trying to say is, Fisher builds car bodies like nobody else builds car bodies.

The latest proof is what we call the double-panel roof. It consists of one stamped steel roof fitted inside another steel roof. Both are then welded firmly together.

The advantages are indeed two-fold. First your roof is much much stronger. Which serves more purposes than protecting you from large hailstones.

Second, the roof area can be a channel for exterior noise to enter the passenger compartment. So, now you have two walls between you and the noise instead of one. Also, the inner roof has been acoustically engineered with small perforations to further deaden noise.

It's then covered with a thick headliner, specially perforated for extra sound insulation. Hearing is believing.

The noise battle, continued.

Sound is one thing. Noise is another. Noise is sound with rough edges on it. While nobody is ever going to build a car that's sound-proof, we've built one that's virtually noise-proof. We've done it in hundreds of ways. Here are a few.

With our new roof, there are half as many parts as with the old roof. It's all

welded. So, unlike conventional roofs, there's less chance of eventual rattles.

The side window glass is much closer to the outside metal of the car body. Which helps eliminate air turbulences that form a chief cause of noise.

We positioned rubber cushions strategically throughout the car. We put them in the suspension to isolate road noise and vibration. We put them at critical body mount areas. We put them at engine and transmission mounting points.

We put rubber cushions plus other insulators and sound deadeners all over, at critical areas where rattles or vibrations are most likely to occur.

Sometimes, at high speeds, you've become aware of a certain annoying noise. No, not the hum from your tires. The one that seems to come from underneath and to the rear. It's usually your driveline; often the universal joint.

We've been refining the driveline for the last few years. This year we've come up with a new "constant-velocity universal joint."

What it does is, it doesn't make noise. It also allows us to lower the driveline tunnel height. Which allows us to lower the rear seat and make it roomier, more comfortable.

Noise gets into the car from many different places. But mostly, it enters anywhere one thing is joined to another. The small gap at the joint is called a tolerance. In many cars, these tolerances get pretty large. And are remedied merely by throwing soundproofing over them.

Well, we've instituted new assembly techniques that keep tolerances just about as close as possible. Often, we eliminate them completely.

Then we add our sound deadeners: thick jute blankets on the floor; spray-on fiber, pounds of it, plus other asphalt-impregnated materials just about everywhere sound might try to get in. The silence is golden.

The happy demise of rocker panels.

Ever since the time running boards departed the automotive scene, rocker

panels have been used for lower body structure rigidity and strength.

But the trouble with the conventional rocker panel was, it trapped dirt. Which trapped moisture. Which created rust.

Then in the early Sixties, we introduced flush-and-dry rocker panels. Like the name implies, they admit water freely. Which flushes out dirt. They also admit air freely. Which flushes out and dries the moisture. They were nearly perfect.

Now we don't have them. We've eliminated them in the big Chevrolets. In their place we've come up with a new half-circle structure (cross-section on page 17) that allows the sheet metal to flow down and under the door. It's open to quick air drying. And it holds things just as rigidly as before.

It may seem complicated. Until you see what it does for Chevrolet's clean lines.

Power ventilation.

Our quick-change act.

Many cars today have ventilation systems that allow you to change the inside air continuously without opening the window.

But it takes a long time. And the car has to be moving. In most cases quite rapidly.

Our new power ventilation system works with the car standing still. No motion required. And yet, because of a powerful fan plus intake louvers in the hood and exhaust louvers in the rear deck, you get a complete change of air roughly once a minute.

At 60 mph about every 20 seconds.

There are other advantages besides fresh air. With inside air being continuously expelled under power, vacuums are less likely to occur, even in crosswinds. So you're less likely to draw in dust under doors, or through slightly opened windows.

The incoming air is, of course, heated by your heater in winter—cooled by your air conditioning (if you so order) in summer. You can direct it anywhere you wish via the adjustable vent ports in the instrument panel (see pp. 8-9).

More glass that's more glass.

Overall, the 1971 Chevrolet sports up to 719 more square inches of glass than last year. What does that mean to you?

Well, for one thing, glass improves the look of things considerably. But we added it for more practical reasons. To be more functional.

The windows are wider principally because the windshield pillars and rear sail area are narrower. So you'll see more

horizon. And more pedestrians.

The side windows are higher because we curved the glass up and over you a bit. So you won't have to crunch down to see more mountain and sky.

The windshield is a lot larger. And in many ways a lot different. Old windshields were poured, then ground. Our new one, in simple terms, involves floating molten glass on molten lead.

The result is windshield glass that's smoother, and has a visibly higher sheen with less glare.

See what we mean by putting you first?

Something for you convertible fans.

This year, we thought it was time somebody did something about convertible tops. Tops that groan, and rattle, and fold up with all the grace of those old wooden lawn chairs from the Forties.

So we did it. We came up with a folding convertible top worthy of the Seventies.

There are two distinct differences.

When the top goes back, the arms or "elbows" no longer fold down along side of the back seat passengers. Instead, they fold and drop back into the boot with the top. (Just picture the way a bird folds up its wings and you'll get the idea.) So obviously, no clutter at the sides means a bigger back seat.

The second advantage is the snap-on cover. Now it sits neat and flush. And spares the clean lines of the Impala Convertible.

Safety and security features.

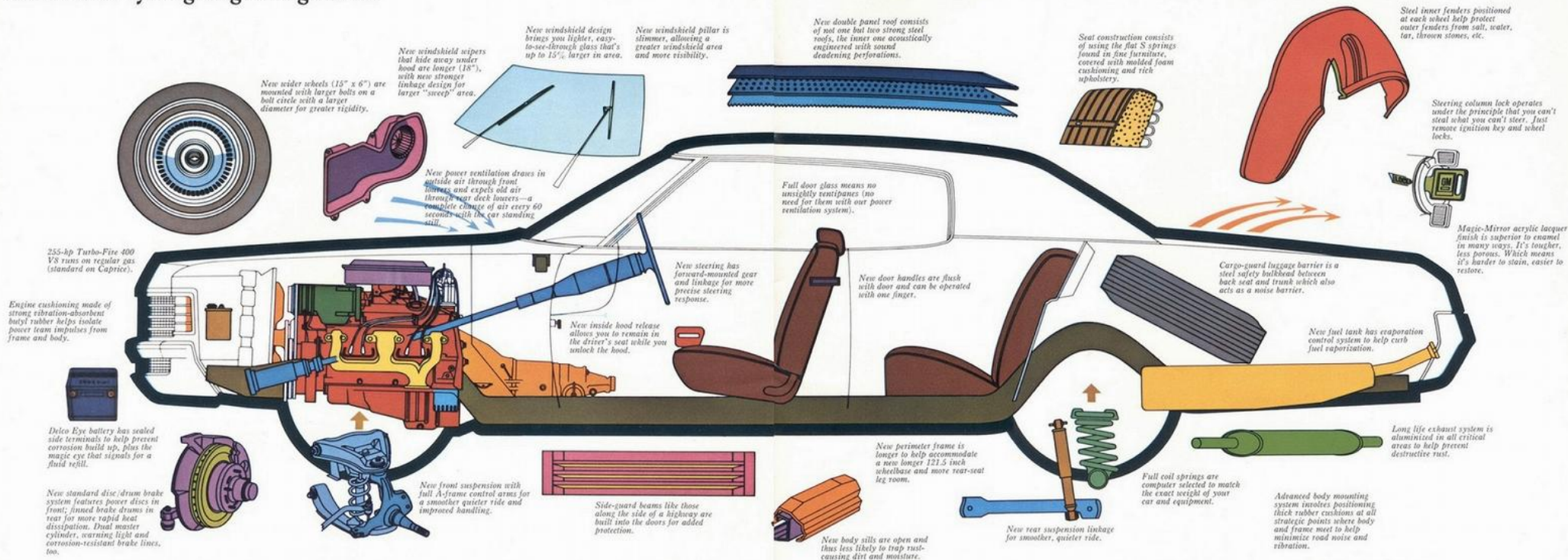
Occupant Protection: Seat belts with pushbutton buckles for all passenger positions • Shoulder belts with pushbutton buckles—driver and right front passenger (except convertible) • Two front seat head restraints • Energy-absorbing steering column • Passenger-guard door locks with forward-mounted lock buttons • Safety door latches and hinges • Folding seat back latches • Energy-absorbing padded instrument panel and front seat back tops • Contoured roof rails (except convertible) • Thick-laminate windshield • Padded sun visors • Safety armrests • Safety steering wheel • Side-guard beams • Cargo-guard luggage compartment.

Accident Prevention: Side marker lights and reflectors (front side marker lights flash with direction signals) • Parking lights that illuminate with headlights • Four-way hazard warning flasher • Backup lights • Lane-change feature in direction signal control • Windshield defroster, wipers 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 • Inside hood release.

Some of the equipment illustrated is optional at extra cost.

Chevrolet. Everything a big car ought to be.



The window vanishes...
up and in.



The door disappears...
down and under.



Chevrolet Wagons. For people who want to go places in a big way.



**The Glide-Away tailgate...
the window vanishes up
and in...the door
disappears down and under.**

Just turn the key and the rear window automatically glides into the roof. Another turn and the counter-balanced gate drops down, and slides under the floor with one easy push. Or, if you wish, you can order a power gate. This is the new tailgate for people who think a tailgate gets in the way.

Some of the equipment illustrated is optional at extra cost.

**79½ inches wide, 223 inches long, 745½ square inches of extra glass,
and 365 days ahead of competition.**

Obviously, we didn't just sit back and rest on our tailgate.

We've put you into the big wagon class for '71. In every way.

Except price, of course. That's still very Chevrolet.

It's longer overall by a half a foot. Its wheelbase is 125 inches—again, a half a foot longer. Longer for smoother rides.

It's got a wider tread. For more precise handling. And much wider side doors. For you.

The stretch is on the inside, as well. More leg room. More head room. More shoulder room. More cargo room.

More is why you want a big wagon in the first place, isn't it? Leave it to us.

You've changed. We've changed.

More glass area, too. In the windshield. In the side windows which are now nearly flush with the body and curve into the roof. In the wrap-around back corners.

In 3-seat models there's another big change: the third seat now faces forward. All eyes front. You

enter from the side door by folding down a portion of the second seat.

Even though we concentrated on making things bigger, more convenient for you, we didn't forget style. No way.

Take a good look at the luxurious Kingswood Estate Wagon above. Look at the deeply sculptured hood. The lower, more so-

phisticated-looking profile. The single-unit taillights. The full wheel covers. The inset door handles with simulated wood-grain inserts to match the body side paneling and tailgate. The broadgrid grille.

It's a wagon you'll be proud to own. We're proud to have built it for you.



In this Kingswood Estate interior, we've tailored deep-cushioned seats, doors and ceilings in soft expanded vinyl. Hard-wearing, easy-cleaning, long-lasting vinyl. Only real Carpathian burled elm would make an acceptable facsimile for the vinyl inlays in the doors, instrument panel and steering wheel.

Underfoot, deep-twist carpeting.



Kingswood Estate (2-seat or 3-seat)



Kingswood (2-seat or 3-seat)



Townsman (2-seat or 3-seat)



Brookwood (2-seat)

Count the differences. You've changed. We've changed.

All V8 power.

245-hp Turbo-Fire 350 V8 is standard on all but Kingswood Estate. Which gets a 255-hp Turbo-Fire 400 V8. (Available on the others.) Either engine gives you a power reserve to handle any power accessories you may want to order. And both come with the standard 3-Speed fully synchronized manual transmission—the one you can down-shift into first gear without coming to a complete stop.

Or you can order Turbo Hydra-matic transmission. It gives you a choice of automatic shifting or you can shift for yourself through three forward ranges.Ⓜ

For more performance, more V8s are available. 270-hp Turbo-Fire 350 V8 (not available on Kingswood Estate). Responsive, smooth, quiet. Turbo Hydra-matic is required.

300-hp Turbo-Jet 400 V8. High torque for mountain climbing or trailer duty. Turbo Hydra-matic is required.

365-hp Turbo-Jet 454 V8. Mr. Big. Turbo Hydra-matic only.

Wagon engines feature quiet hydraulic valve lifters; advanced valve-in-head design; automatic choke; Delcotron generator; positive shift starter. New slim line spark plugs and new evaporation control system to effectively reduce fuel evaporation loss.Ⓜ

For 1971, all Chevrolet 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.

End of cruddy terminals.

Every 1971 wagon has a new sealed side-terminal energizer-type battery. Say goodbye to power-stealing corrosion buildup.

The Delco-Eye battery also has a filler cap that allows when solution is low.Ⓜ

Take a turn at the wheel.

Then you'll believe us when we tell you this big wagon tracks as true as a slot-car—on the straights and through the bends. New forward-mounted Ball-Race steering gear and linkage gives you more precise steering response and improved steering alignment.Ⓜ

Hood secret.

You'll welcome the new inside hood release. So will the insurance companies.Ⓜ

On the level.

Chevrolet's big wagon knows how to put smooth on a road.

The longer wheelbase helps. Big 15-inch wheels help. The longer, heavier perimeter frame helps. But it's Chevrolet's advanced-design wagon-engineered suspension system that's the real smoothie. Refined independent front coil suspension with A-frame control arms combine with new rear leaf springs.Ⓜ It makes for a good feeling; exceptional stability, easier control even with heavy loads.

Matched power.

We match our power-to-go with the power-to-stop. Improved power disc brakes at the front wheels; Ⓜ finned-drum power brakes in back. Standard on all models. The brake system is self-adjusting and features a dual master cylinder with a warning light for your safety.

Salt, water, mud, slush—who cares.

Take a look under the fenders.

More fenders. Inner fenders inside the outer fenders. That's as far as road slush and corrosion get. While you're at it, look at the new quick-drying open rocker panel design.Ⓜ

We do everything we can to keep rust down, and your resale value up when you're ready for trade-in.

In 20 seconds we'll clear the air.

Our new flow-through power ventilation system can change the air in your wagon about every 20 seconds at 60 miles an hour.

Standing still it takes about 60 seconds. Not only that, it cuts dust intake as much as 90 percent. The blower fan goes on when the ignition goes on.Ⓜ

forcing a continuous flow of outside air through the wagon and exhausting it through the Glide-Away door louvers. Ⓜ Quietly. (Air temperature may be regulated by the built-in heater or by extra-cost air conditioning.)

Hidden values.

New longer (18") Hide-A-Way windshield wipers are out of sight when not in use, but cover a bigger glass area when they are turned on. Radios come with an antenna concealed in the windshield.

But our newest secret is the windshield glass itself. It's thinner (10 lbs. lighter than before),

contoured roof rail supports, providing exceptional strength. But there's more to it: it helps deaden sound. Acoustically engineered perforations in the steel inner panel accomplish this. And beneath you get a perforated vinyl headliner.

But all part of putting you first.

Protecting your flanks.

Built into each Chevrolet side door is a steel beam. Very much like highway guard rails.Ⓜ

You can't see it, but isn't it nice to know it's there?

Top this, you other wagons.

In the roof, we've added another layer of steel beneath the outer shell. Ⓜ a built-in header, and

contoured roof rail supports, providing exceptional strength.

But there's more to it: it helps deaden sound. Acoustically engineered perforations in the steel inner panel accomplish this. And beneath you get a perforated vinyl headliner.

If we seem to overdo it, we're only doing it for you. By the way, the doors, hood and tailgate also have double-panel construction.

Sizing it up for cargo.

Total cargo volume is 106.4 cu. ft. Getting down to inches, the floor length—front seat back to tailgate—runs 100.5 inches. Width between wheel housings

is 48.8 inches. The tailgate opening height is 29.1 inches. For anything bigger we suggest our truck catalogue.

Silence by Fisher.

All-welded, tight-fitting Body by Fisher. Strong. Quiet. With an advanced body mounting system that practically floats the body on rubber cushioning at every critical frame mounting point.

Tailgate's hiding place.

Now you can see how the Glide-Away tailgate works. The window (in blue) Ⓜ vanishes into the roof. The gate, shown up, disappears under the hidden storage area (yellow arrow). Ⓜ Up and away. Down and away. Out of the way.





Variable-Ratio Power Steering.

No investment pays its owner dividends like this popular convenience. Especially when parking places (and tempers) are short. Power disc brakes? They're standard.



Automatic Transmission.

Most people today order it. But few car makers give you a choice of two automatics. We do: two-range Powerglide, and three-range Turbo Hydra-matic, which you can also shift manually.



Remote-Control Mirror.

Adjusting your outside rearview mirror on a busy highway is an irritating practice. Unless you have our remote control unit. It lets you adjust your mirror safely and conveniently right where you sit.



Power Windows.

Not necessarily a thing you'd normally think to order. Unless you've ever owned a car (or driven one) that had this un-sung convenience. In which case you'd never be without them.



Power Trunk Release.

We made it possible to open the hood of every '71 Chevrolet without leaving the car. The same convenience is available for your trunk.



Radios.

What's a car today without one? There are five ways to order it for your Chevrolet: AM; AM/FM; AM/FM/Stereo; AM with stereo tape system; and AM/FM/Stereo with stereo tape system.



Positraction Rear Axle.

It gets you out of sticky situations by delivering power to the rear wheel with the most traction. Other axle ratios are available; for performance or for trailering.



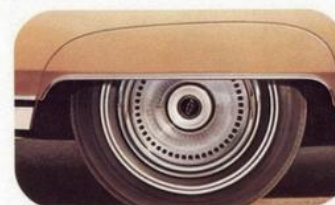
Power Door Lock System.

Push a button and all the door lock buttons go down. Push it again and they all pop up; saves you the aggravation of reaching around or getting out to attend to each button separately.



Wheel Covers.

They come in two styles: The full wheel covers for all models except Caprice; and Custom wheel covers for all models. A few other appearance items you might fancy: bumper guards, door edge guards. To protect your car's good looks.



Options.

Rear Fender Skirts.

Standard on Caprice. And very apropos for Impala, Bel Air and Biscayne. Equally impressive is a rich vinyl roof cover in a choice of black, white, dark blue, dark green, or dark brown, depending on exterior color.



Six-Way Power Seat.

It's a real boon to drivers who share one car. Lets each find his most comfortable position in seconds. A perfect complement is Comfortilt steering wheel. It adjusts to any of six angles.



Air Conditioning.

It's the one comfort most people vow they won't buy their next car without. It comes two ways: Four-Season and fully automatic Comfortron.

Power Teams.

There's hardly any need to proclaim the virtues of Chevrolet engines. Independent "economy runs" have established their remarkable economy. Perpetual sales leadership testifies to their taken-for-granted dependability. And as for performance, our engines proved long ago we have nothing left to prove.

300-hp Turbo-Jet 400 V8.

Let that be an introduction to our newest V8. And naturally, the best thing we can say about it is, it's a Chevrolet V8. It delivers 300-hp out of a 400-cubic-inch displacement. It goes officially by name of the 300-hp Turbo-Jet 400 V8. And it goes.

145-hp Turbo-Thrift 250 Six.

Available only for Biscayne, Bel Air, Impala 4-Dr. Sedan and Sport Coupe. "Old reliable" is so dependable, it's never required a major modification in its many years of use.

245-hp Turbo-Fire 350 V8.

Our standard V8 for Impala, Bel

Air, and Biscayne. The basic 350 block has been generally recognized as Canada's best overall engine in the last five years for delivering dependability and performance.

255-hp Turbo-Fire 400 V8.

Standard on Caprice. It delivers plenty of power for all your power accessories.

270-hp Turbo-Fire 350 V8.

A very sippy version of our standard V8. A four-barrel carburetor is the difference. It doesn't need premium fuel... it just delivers premium performance.

365-hp Turbo-Jet 454 V8.

This is the one. It has the power to run a full complement of power accessories with enough left over to tow that trailer of yours through the mountains.

One more word about our engines, and the gas they burn. In 1971, all engines have exhaust emission control systems to recycle and burn air

contaminants. We go one better: we've also installed an evaporation control system. It helps prevent raw gasoline components from evaporating into the air. You can help by doing your best to keep both systems operational with periodic inspection and maintenance.

For 1971, all Chevrolet 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.

This list of options represents but a sampling of the special comfort/convenience/appearance items your Chevrolet dealer can order for your new Chevrolet.

Specifications

			CAPRICE	IMPALA	BEL AIR	BISCAYNE	KINGSWOOD ESTATE	KINGSWOOD	TOWNSMAN	BROOKWOOD
Body Styles (*V8 only)			*Coupe *Sedan	*Custom Coupe Sport Coupe *Sport Sedan *Convertible 4-Door Sedan	4-Door Sedan 2-Door Hardtop	4-Door Sedan	*2-seat *3-seat	*2-seat *3-seat	*2-seat *3-seat	*2-seat
Engines:	Standard	(6 cyl.)	N/A	250	250	250	N/A	N/A	N/A	N/A
	Optional	(8 cyl.)	400	350	350	350	400	350	350	350
			400	400	400	400	400	400	400	400
			454	454	454	454	454	454	454	454
Transmission	Standard		3-spd. manual	3-spd. manual	3-spd. manual	3-spd. manual	3-spd. manual	3-spd. manual	3-spd. manual	3-spd. manual
	Optional		Turbo Hydra-matic	Turbo Hydra-matic	Powerglide Turbo Hydra-matic	Powerglide Turbo Hydra-matic	Turbo Hydra-matic	Turbo Hydra-matic	Turbo Hydra-matic	Turbo Hydra-matic
Brakes	Disc (dia.)		11.68 Frt. Disc	11.68 Frt. Disc	11.68 Frt. Disc	11.68 Frt. Disc	11.68 Frt. Disc	11.68 Frt. Disc	11.68 Frt. Disc	11.68 Frt. Disc
	Drum (dia.)		11.00 Rr. Drum	11.00 Rr. Drum	11.00 Rr. Drum	11.00 Rr. Drum	12.00 Rr. Drum	12.00 Rr. Drum	12.00 Rr. Drum	12.00 Rr. Drum
			116.7 sq. in.	116.7 sq. in.	116.7 sq. in.	116.7 sq. in.	121.5 sq. in.	121.5 sq. in.	121.5 sq. in.	121.5 sq. in.
Steering Ratio	Overall—Standard		32.4:1	32.4:1	32.4:1	32.4:1	32.4:1	32.4:1	32.4:1	32.4:1
	Power—Variable		17.3:1-14.0:1	17.3:1-14.0:1	17.3:1-14.0:1	17.3:1-14.0:1	17.3:1-14.0:1	17.3:1-14.0:1	17.3:1-14.0:1	17.3:1-14.0:1
Turning Ratios (ft.) curb to curb			42.2	42.2	42.2	42.2	42.5	42.5	42.5	42.5
Energizer	Standard	(6 cyl.)	—	45 amp.	45 amp.	45 amp.	—	—	—	—
		(8 cyl.)	61 amp.	61 amp.	61 amp.	61 amp.	61 amp.	61 amp.	61 amp.	61 amp.
Suspension			Coil	Coil	Coil	Coil	Coil—Leaf-spring	Coil—Leaf-spring	Coil—Leaf-spring	Coil—Leaf-spring
Frame			Perimeter	Perimeter	Perimeter	Perimeter	Perimeter	Perimeter	Perimeter	Perimeter
Wheelbase (ins.)			121.5	121.5	121.5	121.5	125.0	125.0	125.0	125.0
Length (Overall) (ins.)			216.8	216.8	216.8	216.8	223.2	223.2	223.2	223.2
Height (ins.)			53.5 Coupe	53.4 Sport Coupe	54.1 Sedan	54.1	57.1	57.1	57.1	57.1
Width (ins.)			79.5	79.5	79.5	79.5	79.5	79.5	79.5	79.5
(Curb) Weight (lbs.) (4-dr. (V-8))			4150	4024	4006	4006	4708 (2-st.)	4634 (2-st.)	4582 (2-st.)	4582 (2-st.)
Tread (ins.)	Front		64.1	64.1	64.1	64.1	64.1	64.1	64.1	64.1
	Rear		64.0	64.0	64.0	64.0	64.0	64.0	64.0	64.0
Tires Base			G78 x 15	F78 x 15	F78 x 15	F78 x 15	L78 x 15B	L78 x 15B	L78 x 15B	L78 x 15B
Wheel Size			15 x 6	15 x 6	15 x 6	15 x 6	15 x 6	15 x 6	15 x 6	15 x 6
Road Clearance (ins.)			6.2	6.2	6.2	6.2	6.4	6.4	6.4	6.4
Headroom (ins.)	Front (Sport Coupe Exc Biscayne & Wagons)		38.1	38.1	38.1	38.9	39.6	39.6	39.6	39.6
	Rear		37.1	37.1	37.1	38.0	39.4	39.4	39.4	39.4
Leg Room (ins.)	Front (Sport Coupe Exc Biscayne & Wagons)		42.5	42.5	42.5	42.5	42.5	42.5	42.5	42.5
	Rear		36.4	36.4	36.4	39.2	39.9 (2 seat)	39.9 (2 seat)	39.9 (2 seat)	39.9 (2 seat)
Shoulder Room (ins.)	Front (Sport Coupe Exc Biscayne & Wagons)		64.3	64.3	64.3	64.3	64.3	64.3	64.3	64.3
	Rear		62.1	61.4	61.4	63.5	63.5	63.5	63.5	63.5
Hip Room (ins.)	Front (Sport Coupe Exc Biscayne & Wagons)		62.0	62.0	62.0	62.0	62.0	62.0	62.0	62.0
	Rear		56.2	56.2	56.2	61.9	62.2	62.2	62.2	62.2
Fuel Tank Capacity (imp. gals.)			20	20	20	20	19.2	19.2	19.2	19.2
Usable Luggage Space (cu. ft.)			16.9	16.9	16.9	16.9	—	—	—	—
Cargo Volume (not incl. Hidden Comp) (cu. ft.)			—	—	—	—	106.4	106.4	106.4	106.4

Engines

	Turbo-Thrift 250 Six	Turbo-Fire 350 V8	Turbo-Fire 350 V8 Opt. L48	Turbo-Fire 400 V8 Opt. LF6	Turbo-Jet 400 V8 Opt. LS3	Turbo-Jet 454 V8 Opt. LS5
Displacement (cu. in.)	250	350	350	400	400	454
HP @ rpm (gross)	145 @ 4200	245 @ 4800	270 @ 4800	255 @ 4400	300 @ 4800	365 @ 4800
(net)	110 @ 3800	165 @ 4000	175 @ 4000	170 @ 3400	188 @ 3800*	*285 @ 4000
Torque @ rpm (gross)	230 @ 1600	350 @ 2800	360 @ 3200	390 @ 2400	400 @ 3200	465 @ 3200
(net)	185 @ 1600	280 @ 2400	290 @ 2400	325 @ 2000	310 @ 2800*	*390 @ 3200
Compression Ratio	8.5:1	8.5:1	8.5:1	8.5:1	8.5:1	8.5:1
Carburetion	1 bbl.	2 bbl.	4 bbl.	2 bbl.	4 bbl.	4 bbl.
Bore & Stroke (ins.)	3.875 x 3.53	4.00 x 3.48	4.00 x 3.48	4.125 x 3.76	4.125 x 3.76	4.25 x 4.00
Fuel	Regular	Regular	Regular	Regular	Regular	Regular
Oil System (less Filter) (Imp. qts.)	3.3 qts.	3.3 qts.	3.3 qts.	3.3 qts.	3.3 qts.	3.3 qts.
Cooling System (Imp. qts.)	10.0	13.3	13.3	13.3	19.2	18.3
Exhaust System	Single	Single	Single	Single	Single	Dual Exc. Wagons
Valve Lifters	Hydraulic	Hydraulic	Hydraulic	Hydraulic	Hydraulic	Hydraulic
Clutch Diameter (ins.)	9.12	10.34	N/A	10.34	N/A	N/A
BASE AXLE RATIO (WITHOUT AIR COND.)						
3-Speed manual	3.08:1	†3.08:1 #2.73:1	N/A	2.73 Caprice & Kingswood Estate N/A All others	N/A	N/A
Powerglide†	3.08:1	2.73:1	N/A	N/A	N/A	N/A
Turbo Hydra-matic	N/A	2.73:1	2.73:1	2.73:1	2.73:1	2.73:1

With optional Dual Exhaust System; net hp 260 @ 4400; net torque 345 @ 3200. †Exc. Wagons. #Wagons. *Net hp & torque figures not available for Station Wagons.

All Chevrolet 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 gasolines with the research octane number of 91 or higher may be used.

CHEVROLET

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