

Camaro

1971



The closest thing to a Vette yet.

Used to be that you'd buy a sporty car mostly on looks. Not anymore, though. That's because you've changed. You want more than just a great body. Well, we've changed, too. By making the '71 Camaro as appealing underneath as it is on top.

As a matter of fact, it's probably as



close as any car can come to Corvette and still have a back seat. Just by looking at its low stance, you'd think it grew out of the road. And we engineered the suspension system so it handles just like it looks.

In the cockpit, same thing goes. The flat-black instrument cluster wraps around. Big functional dials stare you right in the face. All the controls are grouped right in front of you so that everything's within easy reach.

The buckets are scooped



deep. That way you stay put. Even in the tightest turns. And look, there are two more bucket cushions in back. You get a choice of five interior colors (black, blue, jade, saddle and sandalwood).

By now you've probably got the idea. Sort of like a 4-place Vette.

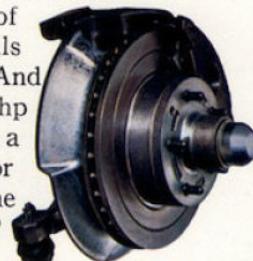
And the doors. They're extra long. Getting in and out is a snap. Especially the back.

It's OK if you have to slip in an occasional shopping bag. (We figure even car buffs have to eat.) There's more. You get standard disc brakes up front. They help resist fade caused by heat and moisture. Also,

added security of steel guard rails in both doors. And an eager 200-hp 307 V8 with a 3-Speed floor shift. Like the Camaro so far?

Now let's make a good thing even better.

Camaro



Some of the equipment illustrated is optional at extra cost.



GM Sport Coupe with deluxe interior

Before you go diving right into this page, hold on just one second. Flip the right page out.

There. Now, take a good long look at the Camaro Rally Sport.

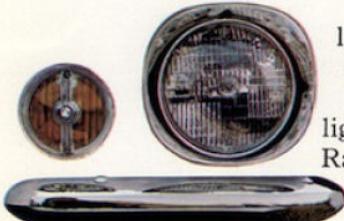
Up front there's a blacked-out grille. It looks so big and mouthy, that it makes Camaro's wide stance seem even wider.



And it's surrounded with a resilient color-matched frame that acts as a bumper. Then there's a vertical bar down the middle of the grille. It's resilient, too (a special kind of rubber). So, if somebody gives you a klunk, chances are there'll be no bruises. And no hurt feelings.

But that's not all the bumper you get. There's a split-bumper that wraps clear around to both sides of the front end.

And see those lights? One's a rally-styled parking light. The other, Camaro's high-intensity headlight. They set the Rally Sport apart from other



cars. Even in the dark. (You can see it on the back page.)

RS

There are Hide-A-Way windshield wipers that tuck out of sight. Flared wheel openings like you see on expensive sports cars. Bucket seats. And bright styling accents—like the molding on the rear of the hood shown below—that give it looks on top of looks. Even the door handles are color accented to match the Magic-Mirror exterior hue.



And on the steering wheel, there's a big, bright RS emblem so you always know you've got something special.

Just watch. When you pull up in this one, you'll get a lot more than admiring glances.

(Now, flip the right-hand page back, and this one out.)



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SS

Now that you've seen both the RS and SS, here comes the big decision.

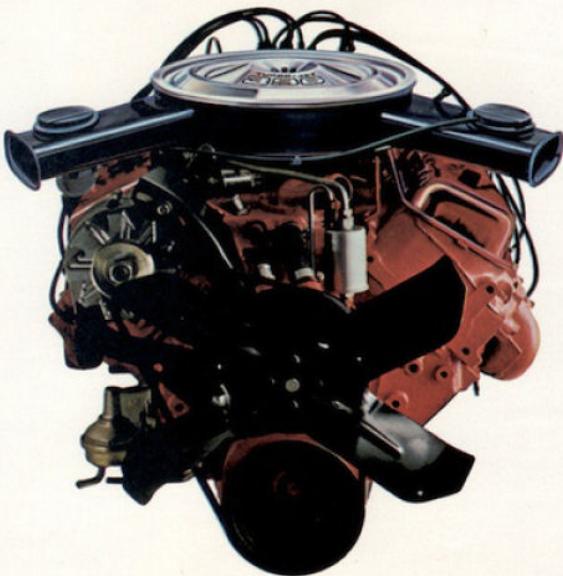
Which one you want more.

Go back. Take another look at both. are you with us again?

Good. Now we'll fill you in on the SS. (Might help you make up your mind which one you like better.)

This is the car for you if you really look forward to getting behind the wheel. Even if it's just to visit somebody down the street.

The standard engine you get is a



270-horse 350-cubic-inch V8 that inhales through a 4-barrel carb and exhales through dual exhausts. If you

want still more, you can order the 300-horse Turbo-Jet 396 V8. (Either one runs fine on low lead fuel.) When you order the 396 you get sport suspension with a special front stabilizer, rear stabilizer bar, special shock absorbers and black rear panel. Both SS V8s require 4-Speed or Turbo Hydra-matic. That way you've got all the horses in the palm of your hand.

With any SS you also get hood insulation, sport mirror and black grille. The rubber is white-lettered 14" x 7"-wide wheels. Disc/drum brakes are standard here, too, but with the SS they're power assisted.

And in case you couldn't find the windshield wipers, relax. They're the Hide-A-Way kind.

We've even added something for the benefit of other cars. Distinctive SS identification. That way they'll always know what they're up against.

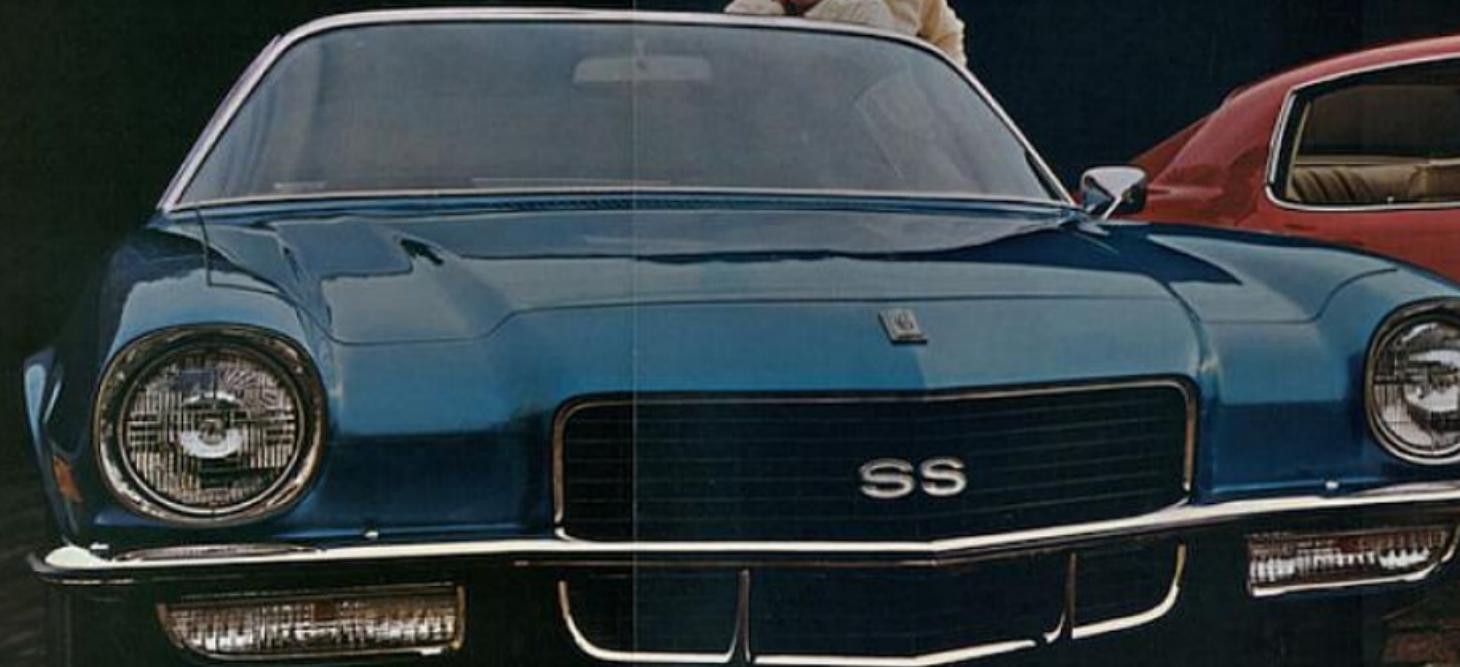
But the best thing is, you don't have to be rich to make the scene.

When you go driving in this one, have the neighbors take your mail.

You might be gone for a while.

Some of the equipment illustrated is optional at extra cost.





SS

RS



Coupe Sport Coupe with 302 package and deluxe bumpers.

Coupe Sport Coupe with 302 package and vinyl mirrors.



Camaro Sport Coupe with Z28 package and special spoiler.

Z28

This is the Camaro Z28. It's not for everybody.

We recommend it for the guy who always wanted a performance car that he could drive to work.

Let's start with the engine. It's a special 330-horse Turbo-Fire 350 V8. (Even this one takes low lead fuel.) And there's a lot that's special about it.

Like the cam. The mechanical lifters. The big 4-barrel carb. Everything spells performance.

But there's more to it than that.

You also get special instrumentation. (See Options page.) Extruded aluminum pistons. Extra-large intake and exhaust valves. And a thermo-modulated fan that cuts in when the engine needs more cool.

Same thing with the transmission.

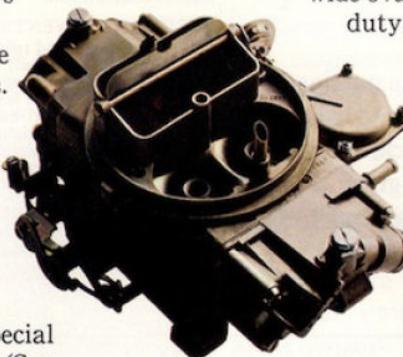
Order 4-Speed with Hurst linkage and you get short crisp throws.

If you want to go the automatic route, you can order the Turbo Hydra-matic. It's a three-range setup that shifts itself or lets you take over.

The suspension? Ditto. There are special

shocks at all four wheels. A stabilizer bar in the rear as well as the front. And power disc/drum brakes. Combine all that with the Z28's quick-ratio steering and you'll move through corners flat and precise.

Then, there are other performance telltales. Special 15" x 7" wheels with wide oval white-lettered tires. Heavy-duty radiator. Special Z28 striping. And a Positraction rear axle. Now, that's what we call a healthy car.



One more thing. The "Z" comes with a standard rear spoiler. Or, you can order special spoilers like the one shown opposite. (See Options page.)



If that isn't enough to get your adrenaline flowing, there's a Corvette catalogue not too far away.

REAR SPOILER

Some of the equipment illustrated is optional at extra cost.

Our things for yours.

Available Camaro Options.

Let's suppose somebody on the next block has a new Camaro, too. That's nice, but no two Camaros have to be exactly alike. Here's how you can do it up your way.

Special Spoilers

Expensive sports cars have spoilers like these. And you can order them on Camaro. One wraps around the rear deck. The other one's up front. And they work as good as they look.



Four-Season Air Conditioning

It's a nice thing to have when the heat's on outside. Adjust the controls, roll up the windows and enjoy the cool. (V8 models only.)



AM/FM Radio

The Camaro itself is entertaining enough. But some good sounds can make it better yet. And see those little lines in the windshield? That's the antenna. That's right, the antenna.



Special Instrumentation

Forget the tack-on-tach. Ours is on the instrument panel, along with a temperature gauge and an ammeter. There's even a clock to show you what good times you're making.

Centre Console

The action is right here whether you order manual or automatic transmissions. This neat setup has a big storage compartment and rear courtesy light.



Custom Interior

With such a great looking outside, why not order an extra special inside?

You can take your choice of cloth-vinyl buckets in five colors (black, black/blue, black/jade, black/saddle or black/white).

You also get simulated wood-grain accents on instrument cluster panel, door trim panels, steering wheel and centre console when ordered. Plus extra body insulation, luggage com-

partment mat and more. Now, that's what we call plush.



Vinyl Roof Cover

Order this option and it's like putting frosting on the cake. The vinyl roof comes in five color choices: black, white, dark blue, dark brown, dark green.

Your Chevy dealer has a complete list of Options and Custom Features.

Reassurance features

OCCUPANT PROTECTION

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

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 • Back-up lights • Land-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 • Inside hood release.

CAMARO POWER TEAMS**

	TRANSMISSIONS	REAR AXLE RATIOS	COMPRESSION RATIO	GROSS TORQUE	CARBURETION
STANDARD ENGINES					
145-hp (110-hp*) Turbo Thrift 250 Six	3-Speed	3.08	8.5:1	230 lb-ft/1600 rpm (185/1600*)	Single-barrel
	Powerglide	3.08			
200-hp (140-hp*) Turbo-Fire 307 V8	3-Speed	3.08	8.5:1	300 lb-ft/2400 rpm (235/2400*)	Two-barrel
	Powerglide	3.08			
	Turbo Hydra-matic	2.73			
AVAILABLE ENGINES					
245-hp (165-hp*) Turbo-Fire 350	4-Speed	3.08	8.5:1	350 lb-ft/2800 rpm (280/2400*)	Two-barrel
	Turbo Hydra-matic	2.73			
270-hp (210-hp*) Turbo-Fire 350 V8 (SS only)	4-Speed	3.42	8.5:1	360 lb-ft/3200 rpm (300/2800*)	Four-barrel
	Turbo Hydra-matic	3.08			
330-hp (275-hp*) Turbo-Fire 350 V8 (Z28 only)	4-Speed	3.73 or Special Option 4.10	9.0:1	360 lb-ft/4000 rpm (300/4000*)	Four-barrel
	Turbo Hydra-matic				
300-hp (260-hp*) Turbo-Jet 396 V8 (SS only)	4-Speed	3.42	8.5:1	400 lb-ft/3200 rpm (345/3200*)	Four-barrel
	Turbo Hydra-matic				

*S.A.E. net (as installed) rating.

**For 1971, all Camaro 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.



1971 SPECIFICATIONS - CAMARO

Body Style	Coupe	Body Style	Coupe				
Engines	Standard (6 cyl.) 250 307 Optional (8 cyl.) 350 350 350 396	Length (Overall) (ins.)	188.0				
	4-speed manual	Height (ins.)	50.5				
	Powerglide	Width (ins.)	74.4				
	Turbo Hydra-matic	Weight (V8) Curb (lbs.)	3320				
Transmission	Standard Optional	Tread Front Rear	61.3 60.0				
Brakes	Disc/Drum (dia. ins.) Eff. Area (sq. ins.)	Tires	E78 x 14				
	11.00 Dia Frt Disc 9.5 Re. Drum 106.1	Wheel Size	14 x 6				
Steering Ratio	STD	Road Clearance (ins.)	4.5				
Overall Power-Variable Ratio	32.9:1/22.8-22.5:1	Headroom (ins.)	37.4				
Turning Radius (ft.) Curb to Curb	15.5:1-11.8:1	Front Rear	36.1				
Energizer	Std. (6 cyl.) (8 cyl.)	Legroom (ins.)	43.8 29.6				
	45 amp. 61 amp.	Shoulder Room (ins.)	56.7 54.4				
Suspension	Front Coil-Rear Multi-Leaf Spring	Hiproom (ins.)	56.7 47.3				
Frame	Separate Front Frame	Fuel Tanks Capacity (Imp. gals.)	15				
Wheelbase (ins.)	108.0	Usable Luggage Space (cu. ft.)	7.3				
ENGINES—CAMARO—1971		145-hp Turbo-Thrift 250 Six	200-hp Turbo-Fire 307 V8	245-hp Turbo-Fire 350 V8	270-hp Turbo-Fire 350 V8	330-hp Turbo-Fire 350 V8	300-hp Turbo-Jet 396 V8
Displacement (cu. in.)		250	307	Opt. L65 350	Opt. L48 350	Opt. Z28 350	Opt. LS3 400
HP @ rpm. (gross) (net)		145 @ 4200 110 @ 3800	200 @ 4600 140 @ 4400	245 @ 4800 165 @ 4000	270 @ 4800 210 @ 4400	330 @ 5600 275 @ 5600	300 @ 4800 260 @ 4400
Torque @ rpm. (gross) (net)		230 @ 1600 185 @ 1600	300 @ 2400 235 @ 2400	350 @ 2800 280 @ 2400	360 @ 3200 300 @ 2800	360 @ 4000 300 @ 4000	400 @ 3200 345 @ 3200
Compression Ratio		8.5:1	8.5:1	8.5:1	8.5:1	9.0:1	8.5:1
Carburetion		1 bbl.	2 bbl.	2 bbl.	4 bbl.	4 bbl.	4 bbl.
Bore and Stroke (ins.)		3.875 x 3.53	3.875 x 3.25	4.00 x 3.48	4.00 x 3.48	4.00 x 3.48	4.126 x 3.76
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	12.5	13.3	13.3	13.3	20.0
Exhaust System		250	307	350	350	350	396
Valve Lifters		Single	Single	Single	Dual	Dual	Dual
Clutch Diameter (ins.)		Hydraulic	Hydraulic	Hydraulic	Hydraulic	Mech.	Hydraulic
AXLE RATIO (Without Air Cond.)		9.12	10.34	10.34	11.00	11.00	11.00
3-Speed manual		3.08	3.08	N.A.	N.A.	N.A.	N.A.
4-Speed manual		N.A.	N.A.	3.08	3.42	3.73	3.42
Powerglide		3.08	3.08	N.A.	N.A.	N.A.	N.A.
Turbo Hydra-matic		N.A.	2.73	2.73	3.08	3.73	3.42

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