

This is Monte Carlo by Chevrolet.





Copyright 1969, Chevrolet Motor Division, General Motors Corporation.

And this is a group picture of all the cars in Monte Carlo's field.



Many Monte Carlo Options and Custom Features are illustrated and/or described on pages 8 & 9 and throughout this catalog. Your Chevrolet dealer can provide a complete list.





Monte Carlo is a side of Chevrolet you've never known before. The correct British would title it a "gentleman's car." And they'd be correct.

It is a car without pretence. Money we could have spent for gaudy baubles we put into a massive, yet simple, precision-cast grille; single, high-intensity headlamps which throw more light on the road in both beams; and gracefully planed and sculpted sheet metal that bends light in subtle ways you'll never tire of.

Monte Carlo is a complete car. Strictly V8 (regular-fuel, 250-hp standard). Power disc brakes, concealed wiper blades, low-profile fiberglass-belted tires on 15-inch wheels, full wheel covers, invigorating Astro Ventilation and an electric clock are among the features incorporated into the base car.

Of course, you can order at will from a lengthy roster of optional equipment. It includes a vinyl top in five colors, variable-ratio power steering and a rather assertive 360-hp, 454-cubic-inch V8. (That's 7.5 litres, if you keep track of things like that.)

Ride and handling are uncommonly controlled. Bend Monte Carlo around a tight curve and you can feel it biting its way through cleanly and smoothly. It straddles the pavement with a track nearly five-feet wide. Yet car height is under a yard and a half. Wheelbase is precisely 116 inches—an excellent dimension that contributes substantially to Monte Carlo's maneuverability. Fat, tempered-steel coils at each wheel are tailored by computer to car and equipment weight, providing a taut feel for the road.

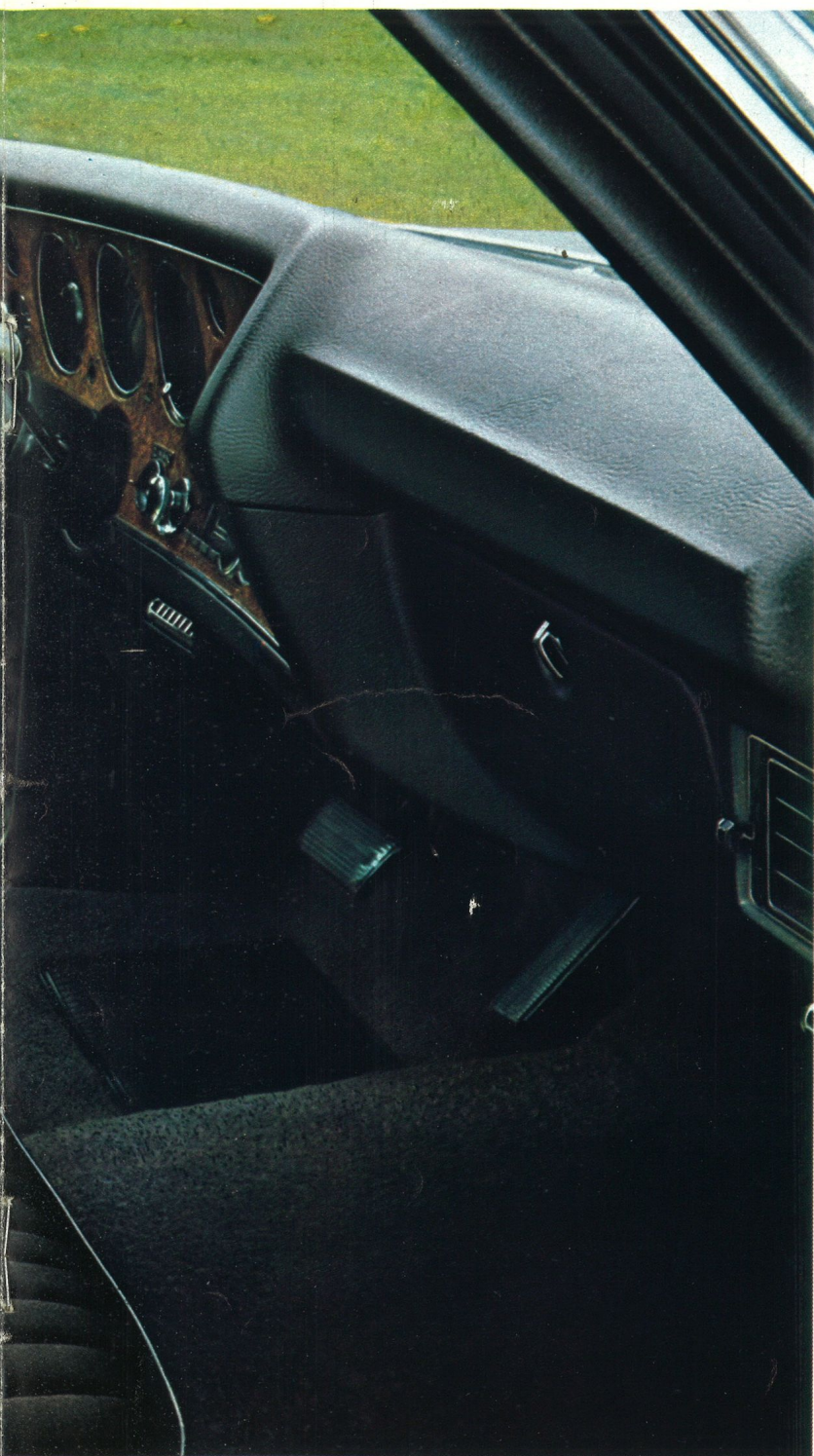
Without sacrificing passenger comfort a whit, the Monte Carlo ride contrasts markedly with the marshmallow feel of other cars that consider themselves gentlemanly.

Monte Carlo is a driver's car that only a handful of American-made cars have anything in common with. Had we priced Monte Carlo in their neighborhood it would have been very unChevrolet of us.

The amount you don't have to spend may stagger you.

Two standard interior choices: custom knit nylon and vinyl (above); or pattern cloth and vinyl.





All-vinyl Strato-bucket seats that you may specify. Center console also available.



If we are guilty of any extravagance inside Monte Carlo, it is only for your well-being and comfort.

You sit, virtually, in a steel vault. And for good measure, we weld 40 pounds of brawny guard rail between the double-paneled steel doors and rear quarter panels. The body is fused into a unit with over 12,000 sturdy welds, then bolted to an extremely rugged frame.

For your privacy there are thick blankets of jute on the floor. Dense asphalt-impregnated materials above the headliner, at the bulkheads. Pounds and pounds of spray-on fiber sound deadeners at other strategic areas. And yards of plump butyl weatherstripping around the window frames and at the door joints.

The instrument panel is a study in simplification. Even though there are more than 25 lights, switches and buttons, they are skillfully grouped and designed for ready reference and use. Major read-out instruments are angled for better visibility, deeply inset and visored to diminish glare. This vast gadgetry is set in a vinyl reproduction of burled elm with French veneer finish. It will not crack, splinter, stain, rot. Or ever become a harborage for termites.

Monte Carlo pampers you without overdoing it. We selected the quality of materials you would probably shop for yourself in decorating your home. Deep-twist carpeting spreads across the floor and creeps up the door quarter panels and lower front seat backs. Soft, finished vinyls with fine pattern cloth or custom knit nylon cover thickly padded front and rear seats.

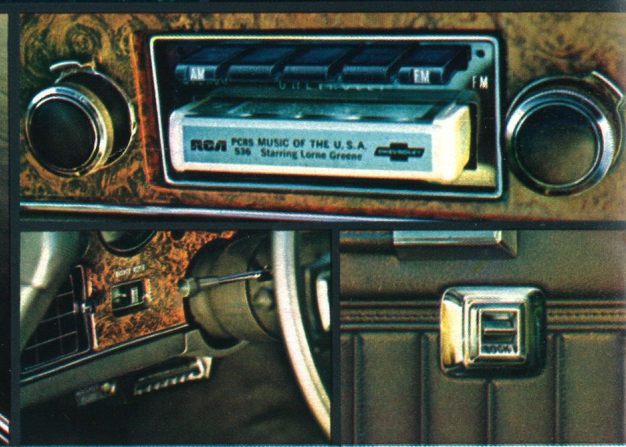
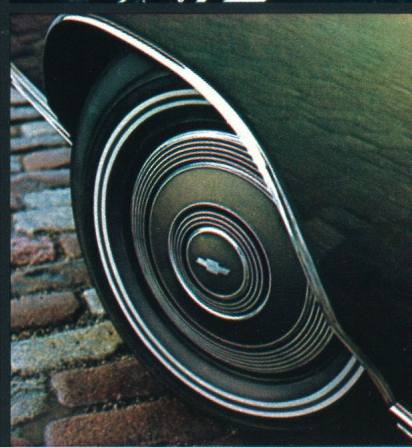
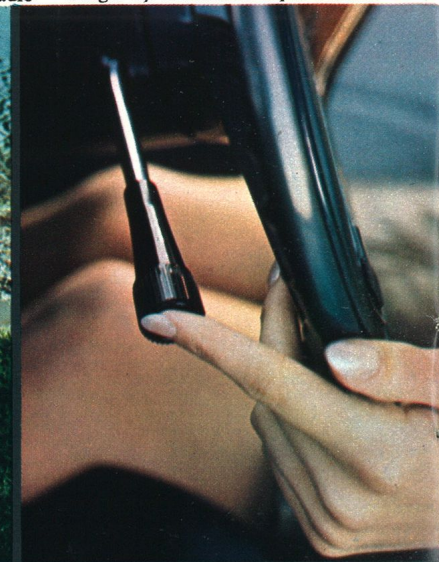
If the door assist straps seem a wee ostentatious, you'll forgive us once you discover the aid they are to exit and entry.

Inside you may choose custom knit nylon and vinyl in black, blue or green; or pattern cloth and vinyl in blue, gold or sandalwood. A difficult but not unpleasant decision.

Strato-buckets are available in black vinyl with custom knit nylon seating areas, or all-vinyl choices in black, saddle or dark green.

Expect to lead a more sheltered life.

Electric trunk release Center: stereo tape with AM/FM/Stereo radio Finger-tip windshield wiper control



Color-accented wheel covers

Washer fluid monitor

Power door locks

Monte Carlo Options and Custom Features. Monte Carlo is a complete car. If you wish to take it further you have some interesting decisions to make.

To the inquisitive teenage enthusiast you will say, "Yes son, there is a *Monte Carlo SS*." It consists of a special package of heady performance equipment that you can order. Beneath the longest Chevrolet hood ever, we drop in the largest Chevrolet regular-production engine ever. A 360-hp 454 V8 with dual exhaust system. Also: heavy-duty chassis; Automatic Level Control; G70 wide-oval, white-stripe tires; 15 x 7 wheels; and discreet SS identification. It is a very deceptive car. (See for yourself on p. 10.)

Console and shift. When you order Strato-buckets you may also order a full console trimmed to complement the instrument panel. It houses the transmission selector, a concealed compartment and courtesy lighting for the rear floor area.

Variable-ratio power steering. The steering ratio changes as the wheels are turned, providing exceptionally quick maneuverability. The sensation is as if the front wheels were an extension of your arms.

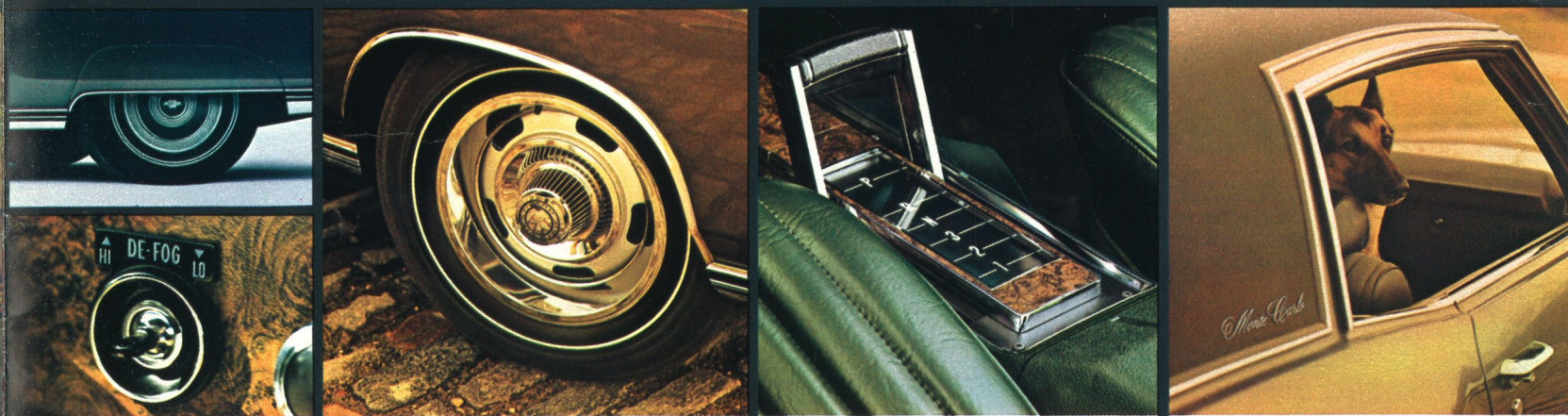
Vinyl roof cover. Available in black with any exterior color. And white, dark blue, dark gold or dark green with selected exterior colors. A ribbon of exterior finish color starts at the belt line and winds up over the windows and windshield, creating a striking halo effect for the vinyl top.

Finger-tip windshield wiper control. In the cowl area, under the Monte Carlo hood, is a sophisticated miniature computer, programmed for four washer/wiper cycles from single dry wipe to high-speed continuous wash and wipe. A pushbutton at the tip of the turn signal lever operates the system. **Special instrumentation.** Includes tachometer, plus needle gauges for ammeter and temperature indication.

The basic Monte Carlo is enough for just about anybody.

Special instrumentation

Four-Season air conditioning



Rear-window defroster

Center: rear fender skirts

Rally wheels

Center console

Vinyl roof cover

Light monitoring system. Keeps you posted on the working order of running lights. A system of fiber optics takes light from the source and directs it to color-coded monitors located on the front fenders and in the rear passenger compartment. Ingenious.

Stereo tape system and AM radio or AM/FM/Stereo radio. This is perhaps a much more attractive stereo system than you've seen. No unsightly hang-ons. It's integrated with the radio dial which folds in to receive 8-track tape cartridges. Like the one entitled "Music of the USA, Volume III," which we give you to start your collection. You may order an AM, AM/FM or AM/FM/Stereo radio separately. Incidentally, with factory-installed radios, the antenna is concealed in the windshield.

Additionally all Monte Carlo radios are fully transistorized, have pushbutton controls and a variable dial light that dims with the instrument panel lights.

Electric trunk release. A control inside the glove compartment conveniently releases the trunk lid for loading or unloading by persons outside the car.

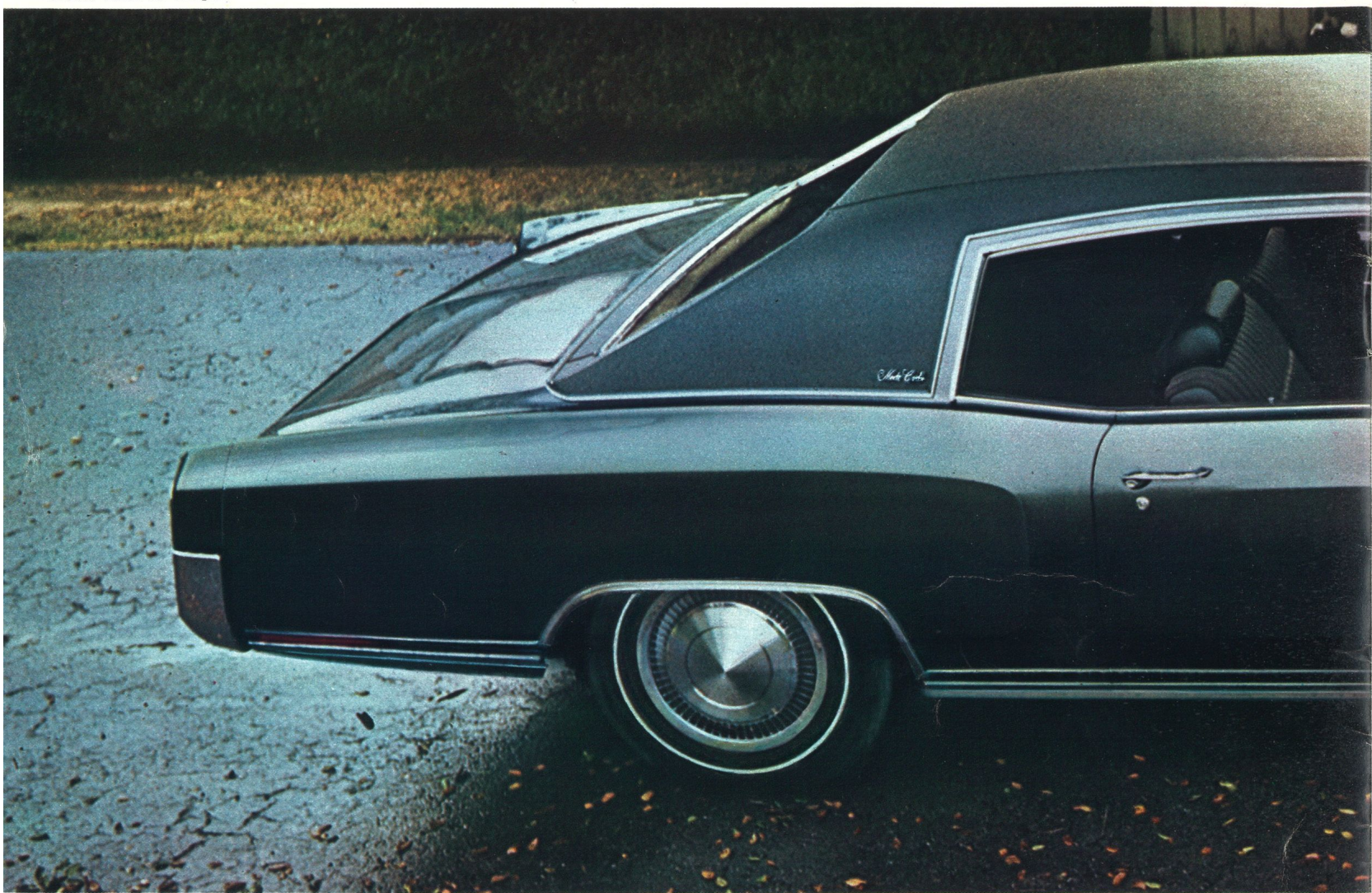
Rear fender skirts. For an appearance touch that is distinctly formal you may order detachable, color-keyed rear fender skirts. Not available for SS version.

Power door locks. This is an electric system that locks or unlocks both doors at the touch of a button without the familiar contortions. When you order power door locks you also may order a **power seat back latch control** that automatically disengages the seat back latch when the door is opened.

Other select Monte Carlo options that may entice you are: Four-Season air conditioning; a rear-window defroster; power seat; Auxiliary Lighting that includes a windshield washer fluid monitor; rally wheels; and deluxe or color-accented wheel covers.

But you may not be just anybody.

Monte Carlo SS Coupe



Easy-care features. As in all Chevrolets, a collection of easy-care features are incorporated into the Monte Carlo design. Like a long-life exhaust system. Flush-and-dry rocker panels and inner fenders at all wheel wells to inhibit rust and corrosion at particularly vulnerable exterior surfaces.

All exterior surfaces are liberally bathed in a zinc chromate primer. And the Magic-Mirror acrylic lacquer finish is baked in at 310° F., so the sun won't bake it out.

Body by Fisher. Nobody knows more about coachmanship. It's obvious in the way Monte Carlo doors snuggle up to the pillar. In its drum-tight windows. The windshield and rear window are bonded directly to metal, making them virtually impervious to the elements. Upholstery envelopes are meticulously fitted over seat frames, then deftly secured.

If there were other car-body builders as proficient at their trade as

Fisher Body, you'd be able to think of their names.

Quality control. The longest day in the life of every Monte Carlo is the day it rolls off the assembly line. Each car has survived a battery of exhaustive inspections. Many for imperfections so minute you'd probably never notice them in all your years of ownership. And, when you come right down to it, the tenure of Monte Carlo ownership really depends upon you. It is designed to withstand the ravages of the road and the years.

If you care for Monte Carlo the way many people care for other fine cars, and practice the normal preventive maintenance recommendations as prescribed in the owner's manual, years of ownership could run well into double figures.

Monte Carlo Engines. All of them include Chevrolet's Controlled Combustion System exhaust emission control improved by a transmission-controlled vacuum spark advance.

More reason you needn't spend a great deal more.



POWER TEAMS

	3-Speed	4-Speed	Power-glide	Turbo Hydra-matic
250-hp Turbo-Fire 350 V8*	*	•	•	•
300-hp Turbo-Fire 350 V8		•	•	•
265-hp Turbo-Fire 400 V8		•		•
330-hp Turbo-Jet 400 V8		•		•
360-hp Turbo-Jet 454 V8†				•

*Standard
†For Monte Carlo SS only.

Occupant Protection Features □ 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 instrument panel and front seat back tops □ Contoured windshield header □ Thick-laminate windshield □ Padded sun visors □ Safety armrests □ Safety steering wheel □ Side-guard beam structure □ Cargo-guard luggage compartment □ **Accident Prevention Features** □ Side marker lights and reflectors □ 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 □ Fiberglass-belted tires with tire tread wear indicators □ Dual master cylinder brake system with warning light □ Starter safety switch □ Dual-action safety hood latches □ **Anti-Theft Features** □ Anti-theft ignition key warning buzzer □ Anti-theft steering column lock.

Are you prepared to sacrifice all of this for an expensive car?



Your Chevrolet Monte Carlo checklist.
Use this checklist to tailor Monte Carlo to your tastes. Then take it to your Chevrolet dealer with questions on price and model/equipment availability.

Interiors (extra cost)

- ☐ All-vinyl Strato-bucket seats
- ☐ Black vinyl and custom knit nylon Strato-bucket seats

Engines

- ☐ 250-hp Turbo-Fire 350 V8 (standard)
- ☐ 300-hp Turbo-Fire 350 V8
- ☐ 265-hp Turbo-Fire 400 V8
- ☐ 330-hp Turbo-Jet 400 V8
- ☐ 360-hp Turbo-Jet 454 V8 (SS only)

Transmissions

- ☐ 3-Speed fully synchronized (standard with 250-hp V8)
- ☐ 4-Speed fully synchronized

- ☐ Powerglide automatic
- ☐ Turbo Hydra-matic

Magic-Mirror acrylic lacquer finishes

- | | |
|---|--|
| <input type="checkbox"/> Gobi Beige | <input type="checkbox"/> Forest Green |
| <input type="checkbox"/> Tuxedo Black | <input type="checkbox"/> Cranberry Red |
| <input type="checkbox"/> Astro Blue | <input type="checkbox"/> Cortez Silver |
| <input type="checkbox"/> Fathom Blue | <input type="checkbox"/> Shadow Gray |
| <input type="checkbox"/> Black Cherry | <input type="checkbox"/> Misty Turquoise |
| <input type="checkbox"/> Desert Sand | <input type="checkbox"/> Classic White |
| <input type="checkbox"/> Autumn Gold | <input type="checkbox"/> Green Mist |
| <input type="checkbox"/> Champagne Gold | |

Popular extras

- ☐ Monte Carlo SS
- ☐ Variable-ratio power steering
- ☐ Power door locks
- ☐ Automatic seat back release
- ☐ Finger-tip wiper control
- ☐ Rear fender skirts
- ☐ Power trunk release
- ☐ Stereo tape system

- ☐ Radios: AM or AM/FM or AM/FM/Stereo
- ☐ Auxiliary Lighting—including windshield washer fluid monitor
- ☐ Four-Season air conditioning
- ☐ Special instrumentation
- ☐ Deluxe or color-accented wheel covers; rally wheels
- ☐ Center console (with Strato-buckets only)
- ☐ Vinyl roof cover (black, white, dark blue, dark gold, dark green)
- ☐ Soft-Ray tinted windows

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MARK OF EXCELLENCE



Putting you first, keeps us first.

Roto in U.S.A.—D78774