

**1970 Chevelle by Chevrolet**  
**The performance starts as soon as you're seated.**

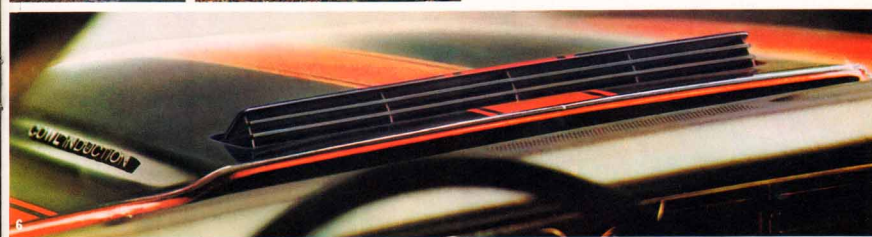




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**SS 396. Or SS454.**

*SS 396 includes 350-hp Turbo-Jet 396 V8, special hood, black-accented grille, resilient rear bumper insert, wide-oval white-lettered tires, power disc brakes, wheel opening moldings, special suspension and sport wheels. The SS 454 is similar with a 360-hp Turbo-Jet 454 V8.*



Cowl Induction, available for SS versions, is a new idea in feeding extra air to engines with fantastic lung capacities. You can hardly mistake an SS thusly equipped, but just in case you do, the scoop's graceful contours carry the words "Cowl Induction."

How does it work? Just step on the gas and the scoop opens to shoot an extra breath of cool air into the engine air intake. It's like second wind to a distance runner. When you specify Cowl Induction you get sport stripes and functional hood lock pins along with it.

Of course, there's a lot more to a real performance car than just a hefty engine, and this SS 396 is no exception. Look at the inside. There's a commanding energy-absorbing instrument panel that really makes you feel as though you're in charge of things. Special instrumentation is available on order. And you can order all-vinyl Strato-bucket seats. By the way, power disc brakes are included with SS equipment.

The SS models have their own special hood (even without Cowl Induction). Among other SS items are a special rear bumper with resilient insert and a bold new grille. If you like, you can order sport stripes for the rear deck and hood.

Any car has wheels, but the SS has more. Special wheels are part of the SS package. So are wide-oval white-lettered tires. And you can order white-stripe tires.

You're going to like the SS suspension. It's a grabber. Gets a grip on the road and keeps it, particularly on corners.

**1** SS interior with Strato-bucket seats you can order. **2** The command post: new SS instrument panel with available special instrumentation. **3** The glamor touch for SS wheels. **4** Special SS grille. **5** SS rear bumper with resilient insert. **6** Cowl Induction, available on order.

**You can make our tough one even tougher.**



*Malibu Sport Coupe*

**Chevelle Malibu is something else, too.**



Malibu interior

The rest of the Chevelle family goes by the name Malibu. But don't get the idea they're wallflowers. In fact, it's surprising how much run they'll give you for so little money.

Take tires, for instance. Bias belted ply tires are standard equipment. They not only increase traction but greatly extend tread life. Naturally, you'd expect to find them on the 1970 Chevelle, and you won't be disappointed. A special tread wear indicator is built into every tire.

And while we're close to the ground, we might as well mention that Chevelle's already superb Full Coil suspension with computer-selected springs has been improved still further this year.

Put this together with Chevelle's tough perimeter frame, advanced body mounting system, excellent weight distribution and you've got a road machine to reckon with.

Of course, if you care more about comfort, luxury and appearance, we're pretty long in those suits, too. As evidence, we give you the Malibu interior at the left, handsomely styled in a wide variety of color choices. Something else: with all factory-installed radios the antenna is cleverly concealed in the windshield glass. You also get Astro Ventilation in sport coupe and convertible and Hide-A-Way windshield wipers in all models.

And when you're sitting in that Chevelle interior, you can relax in a new sense of security. Chevelle's side-guard beam structure puts heavy steel guard rails on either side of you, inside the doors and body.

In point of fact, safety devices are all around you. Dual master cylinder self-adjusting brake system, new finned rear brake drums and front-seat head restraints, to name just a few.

Now if you've seen enough style, performance, luxury and safety you ought to think for just a minute about quality, particularly the kind that's out of view. Chevelle has a steel cargo guard between luggage and passenger compartments; flush-and-dry rocker panels; double-panel door, hood and deck lid construction and four inner fenders inside the outer fenders.

Those are some good reasons for going Chevelle. Are there others? Your Chevrolet dealer has dozens.

*Some of Chevrolet's Options and Custom Features are on view. More are available for inspection on pages 12-13.*

**It looks like another Malibu year.**

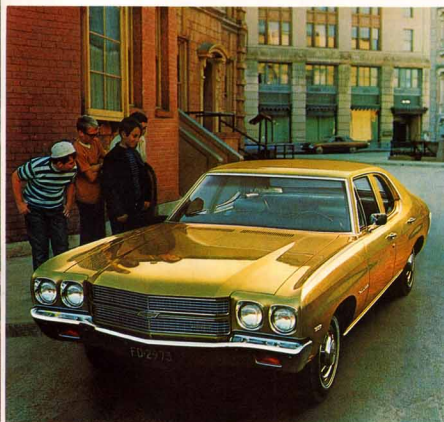


Malibu Sport Sedan



Left: Malibu 4-Door Sedan

Above: Malibu Convertible



The hardest thing about owning a Chevelle is making up your mind which model best fills the bill. To help get you off the horns of this dilemma, here are some facts which hopefully should lead to a decision.

There are four Malibu models to choose from: sport coupe, sport sedan, convertible and 4-door sedan. The coupe and convertible are on a 112-inch wheelbase, while the sedans get 116".

The standard Six for all Malibus is the 155-hp Turbo-Thrift 250; standard V8 is the 200-hp Turbo-Fire 307. This is just the beginning of the engine story. There's lots more about it on page 15.

As far as claims for seating capacity are concerned, we're inclined to be conservative. Figure five big ones for the sport coupe and convertible, six for the sedans.

If your mind is just about made up, turn the page and be prepared to make a lot more decisions about what kind of equipment you want on your Chevelle.

**By now it should be a matter of which rather than whether.**



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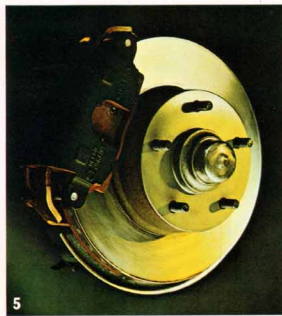
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11

**1 New Finger-tip Windshield Wiper Control.** Even the end of the turn signal control doesn't go to waste. There's a button there that you need only push to activate windshield wipers and washers.

**2 Special Wheel Covers.** Also available: full covers, trim rings or rally wheels.

**3 Comfortilt Steering Wheel.** Adjust the wheel to your own comfort with any one of seven steering positions. Flip it up to make getting in and out even easier.

**4 Windshield Washer Fluid Monitor Light.** Tells you when the level in the washer reservoir is getting low. Included with Auxiliary Lighting.

**5 Power Disc Brakes.** A small extra investment buys stopping reserve—up front. Reduces chances of fade.

**6 Hidden Radio Antenna.** All but invisible. Laminated right in with the layers of the windshield glass. Included with all factory-installed radios.

**7 New Stereo Tape System.** That innocent-looking AM or AM/FM/Stereo radio dial, in Chevrolet's new radio/stereo tape system, leads a double life. As always, you can tune the radio with it. But lo, it swings away as you insert a stereo tape cartridge.

**8 Four-Season Air Conditioning.** Cools, heats, dehumidifies and filters—whatever the outside climate demands. No more reason for discomfort in any weather. Can be ordered with all V8 models.

**9 Center Console.** Available in models equipped with bucket seats and either 4-Speed manual or automatic transmission. Complete with storage compartment and courtesy light.

**10 Automatic Seat Back Release.** For 2-door models equipped with power door locks. When the door is opened the seat back locks are automatically released.

**11 Variable-Ratio Power Steering.** Steering response actually quickens as wheels are turned from the straight-ahead position. You get added maneuverability for parking with no loss of road feel on straightaways.

And: AM, AM/FM or AM/FM/Stereo radios. ☐ Power brakes ☐ Power windows ☐ Vinyl roof cover ☐ Custom deluxe seat belts ☐ Rear-window defroster ☐ Appearance Guard Group ☐ Operating Convenience Group ☐ Soft-Ray tinted glass ☐ Positraction ☐ Light monitoring system ☐ Rear-deck luggage carrier ☐ Rear seat speaker ☐ Trailer hitch and wiring harness.

**The extras.**



SS 396 Sport Coupe

#### CHEVELLE POWER TEAMS

	3-Speed	4-Speed	Powerglide	Turbo Hydra-matic
<i>Standard Engines</i>				
155-hp Turbo-Thrift 250 Six	•		•	•
200-hp Turbo-Fire 307 V8	•	•	•	•
<i>Extra-Cost Engines</i>				
250-hp Turbo-Fire 350 V8	•	•	•	•
300-hp Turbo-Fire 350 V8		•	•	•
330-hp Turbo-Jet 400 V8		•		•
<i>SS Engines</i>				
350-hp Turbo-Jet 396 V8		•		•
360-hp Turbo-Jet 454 V8		•		•

A very strong standard Six, an extra-cost 454-cubic-inch performance engine and important refinements under the hood make the Chevelle power parade more impressive than ever. All engines have Controlled Combustion System exhaust emission control—newly improved with transmission-controlled vacuum spark advance. There's a super-durable exhaust system and tapered-pitch fan for Turbo-Jet V8 engines. Both Six and Turbo-Jet V8 use self-sealing slimline spark plugs. And if all this doesn't move you, read on.

#### The Line-up

**155-hp Turbo-Thrift 250.** A hefty standard Six for 1970. Performs beautifully on regular fuel. Seven-main-bearing crankshaft.

**200-hp Turbo-Fire 307 V8.** The standard V8, but you'd never know it by the way it moves out. Valve-in-head design. Hydraulic valve lifters. Regular fuel does it.

**250-hp Turbo-Fire 350 V8.** A great performer that does its work on regular fuel.

**300-hp Turbo-Fire 350 V8.** Four-barrel carburetor, high compression ratio and high performance. Premium fuel.

**330-hp Turbo-Jet 400 V8.** Big-inch go, available on order.

**350-hp Turbo-Jet 396 V8.** New basic engine for SS 396 models. 'Nuff said?

**360-hp Turbo-Jet 454 V8.** The engine that gives the SS 454 its name. And its go.

#### Transmissions

**3-Speed fully synchronized.** Standard with standard Six and V8 and the 250-hp Turbo-Fire 350 V8. Some of the smoothest manual shifting you'll ever experience.

**4-Speed fully synchronized.** Available with all but the six-cylinder engine. Provides the excitement of personally putting Chevelle's great V8s through their paces.

**Powerglide automatic.** A fully automatic,

torque-converter transmission that's proved itself in millions of Chevrolets. **Turbo Hydra-matic.** It offers smooth automatic shifting or, if you like, you can shift through the three speeds manually.

#### PUSL SOME OF THE THINGS WE DO TO MAKE THE GOING SAFER

##### 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 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 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 □ Back-up 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 □ Bias belted ply 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.

**The power.**

# How to make Chevelle's personality match yours.

Start making your car take shape with this starter list of engines, transmissions, colors, interiors, convenience and performance Options and Custom Features. Check off your basic requirements then round it out at your Chevrolet dealer's.

## Exterior Color Choices

- ☐ Gobi Beige
- ☐ Tuxedo Black
- ☐ Astro Blue
- ☐ Fathom Blue
- ☐ Black Cherry
- ☐ Desert Sand
- ☐ Autumn Gold
- ☐ Champagne Gold
- ☐ Green Mist
- ☐ Forest Green
- ☐ Cranberry Red
- ☐ Cortez Silver
- ☐ Shadow Gray
- ☐ Misty Turquoise
- ☐ Classic White

*Vinyl roof covers* available in black, white, dark blue, dark gold, or dark green, depending on exterior body color. *Convertible top* available in choice of black or white with any exterior color.

## Interiors

- ☐ All-vinyl (standard for convertible).
- ☐ Strato-bucket seats (sport coupe and convertible only). All-vinyl bucket

seats available in black, dark green, blue, saddle, ivory and red, depending upon model selected.

- ☐ Pattern cloth and vinyl available in black, blue, dark green, gold or turquoise (sport sedan and 4-door sedan only).
- ☐ All-vinyl interior available in black, blue, saddle, dark green, gold, red, ivory, depending upon model selected.

## Engines

- ☐ 155-hp Turbo-Thrift 250 (standard)
- ☐ 200-hp Turbo-Fire 307 V8 (standard)
- ☐ 250-hp Turbo-Fire 350 V8
- ☐ 300-hp Turbo-Fire 350 V8
- ☐ 330-hp Turbo-Jet 400 V8
- ☐ 350-hp Turbo-Jet 396 V8 (SS 396 only)
- ☐ 360-hp Turbo-Jet 454 V8 (SS 454 only)

## Transmissions

- ☐ 3-Speed fully synchronized
- ☐ 4-Speed fully synchronized

- ☐ Powerglide automatic
- ☐ Turbo Hydra-matic

## Some New Options for 1970

- ☐ Automatic seat back release
- ☐ Power door lock system
- ☐ Windshield washer fluid monitor
- ☐ Finger-tip windshield wiper control
- ☐ Cowl Induction (for SS only)
- ☐ Sport stripes
- ☐ Wheel covers in several styles

## Some Popular Extras

- ☐ Power disc brakes
- ☐ Variable-ratio power steering
- ☐ Power windows
- ☐ Comfortilt steering wheel
- ☐ Pushbutton radios: AM, AM/FM or AM/FM/Stereo
- ☐ Stereo tape system
- ☐ Four-Season air conditioning
- ☐ Soft-Ray tinted glass
- ☐ Center console
- ☐ Positraction rear axle
- ☐ Power top for convertible
- ☐ Rally wheels



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. Chevrolet Motor Division, General Motors Corporation, Detroit, Michigan 48202.



Putting you first, keeps us first.