

This is Monte Carlo by Chevrolet.





Monte Carlo SS Coupe



Monte Carlo Coupe

Monte Carlo is a side of Chevrolet you've never known before. A truly descriptive and correct title for it would be a "gentleman's car." Quite correctly.

It is a car without pretence. Money we could have spent for gaudy baubles was put into a massive, yet simple, precision-cast grille; single high-intensity headlamps; 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 (250 hp 350 cubic inch is standard). Power front disc brakes, concealed wiper blades, low-profile fiberglass-belted tires on 15" wheels, full wheel covers, invigorating Astro Ventilation and an electric clock are all standard equipment.

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 265 hp or 330 hp 400 cubic inch V8.

In answer to the inquisitive enthusiast we say, "Yes, there is a Monte Carlo SS." It consists of a special package of per-

formance equipment that you can order. Beneath the longest Chevrolet hood ever, we drop in the largest Chevrolet stock engine. The 454 cu. in. 360-hp V8. Also included are: heavy-duty chassis components, and SS exterior identification. A special Turbo Hydra-matic automatic transmission must be specified. Automatic Level Control and wide-rim 15 x 7 wheels with G70 x 15 white striped tires are included with the SS option.

Monte Carlo's ride and handling are uncommonly controlled. With a track nearly five feet wide, height under a yard and a half, a wheelbase of precisely 116 inches and fat, tempered-steel coils at each wheel selected by computer, it has a true, taut feel for the road. Without sacrificing your comfort one bit, Monte Carlo's ride contrasts markedly with the feel of other cars that consider themselves as gentlemen's cars.

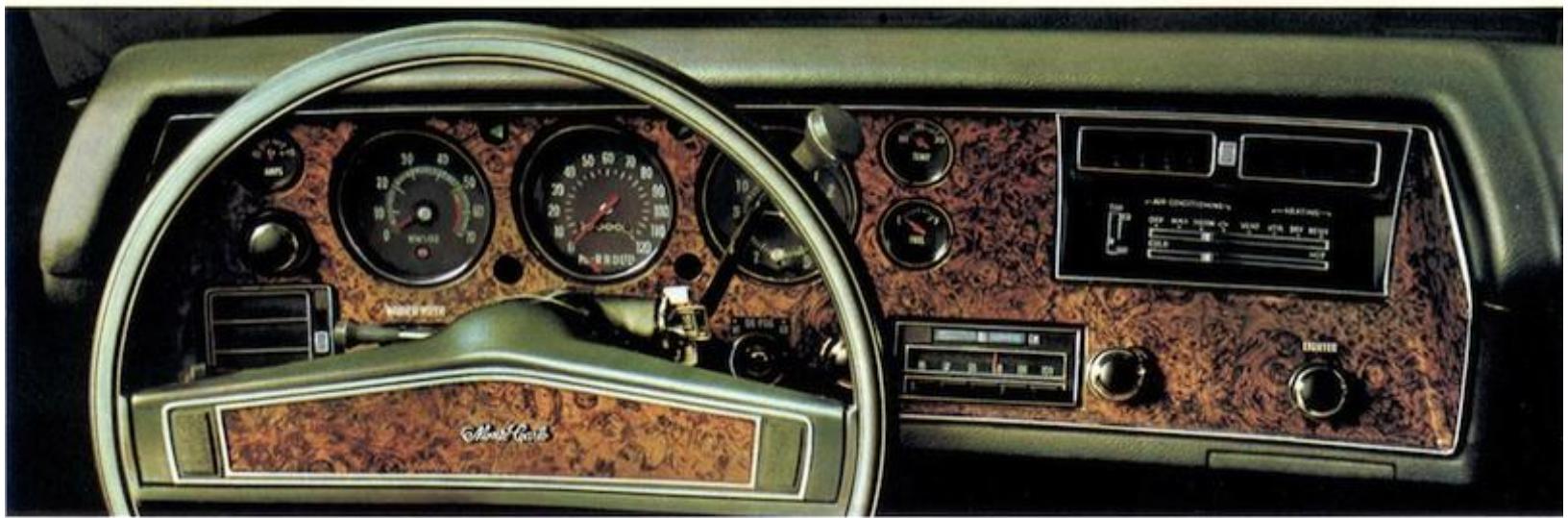
Monte Carlo is a driver's car. Only a handful of cars have anything in common with it. Had we priced Monte Carlo in their neighborhood, it would have been very unChevrolet of us.

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

Some of the equipment illustrated is optional at extra cost.



Optional centre console and all-vinyl Strato-bucket seat interior.



Monte Carlo dash with special instrumentation which includes tachometer plus needle gauges for ammeter and temperature may be ordered. Four-Season air conditioning illustrated is an extra-cost option.



Standard pattern cloth-and-vinyl interior.

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 a brawny guard rail between double-paneled steel doors and rear quarter panels. The body is fused into one with over 12,000 sturdy welds, then bolted to an extremely rugged frame.

For your privacy there are thick blankets of jute and asphalt-impregnated materials on the floor, above the headliner, at the bulkheads. Pounds and pounds of spray-on fibre sound deadeners at other strategic areas. And yards of plump butyl weather-stripping 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 to completely eliminate confusion. Major read-out instruments are angled for better visibility, deeply inset and visored to diminish glare. This instrumentation

is set in simulated burled elm with French veneer finish. It will not crack, splinter or stain.

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

Perhaps the large door assist straps are a wee bit ostentatious. But you'll forgive us once you see how they facilitate your exit.

Monte Carlo is available with a choice of custom-knit upholstery in black, blue or green; or choose pattern cloth and vinyl upholstery in blue, gold or sandalwood.

Strato-buckets are available in black vinyl with black knit-cloth seating areas, or in all-vinyl which you may order in black, saddle or dark green.

Expect to lead a more sheltered life.

Some of the equipment illustrated is optional at extra cost.



Magic-Mirror finish

Here are some of the occupant-protection, accident-prevention and anti-theft features you'll find in your new Chevrolet Monte Carlo.

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 padded instrument panel and front seat back tops Contoured windshield header Thick-laminate windshield Padded sun visors Safety armrests Safety steering wheel Side-guard beam door 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 mirrors Fiberglass-belted tires with tire tread wear indicators Dual master cylinder brake system with warning lights Starter safety switch Dual-action safety hood latches Padded or yielding windshield pillars **Anti-Theft Features** Anti-theft ignition key warning buzzer Anti-theft steering column lock.



Fender skirts

Monte Carlo Options and Custom Features. Monte Carlo is a complete car. But we leave some interesting decisions up to you.

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

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

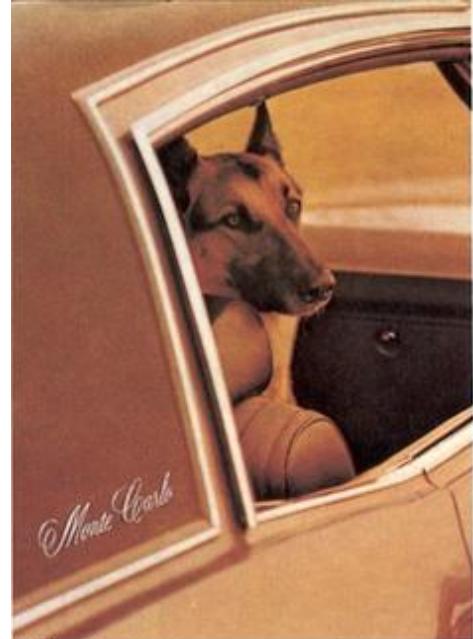
Vinyl roof cover. Available in black or white with any exterior

color. And 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.

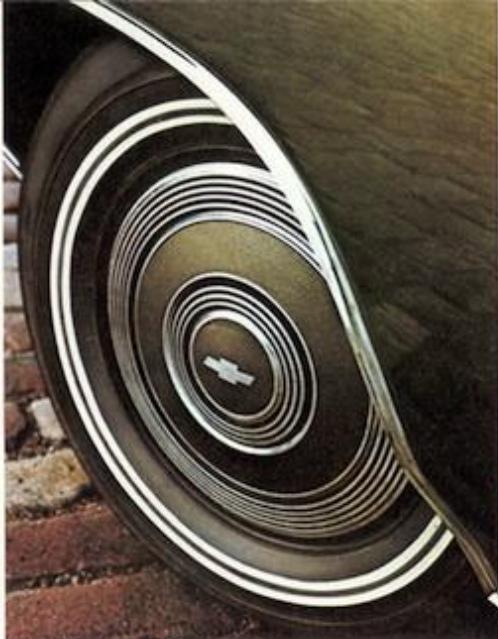
Finger-tip windshield wiper control. In the cowl area, under the Monte Carlo hood, is a sophisticated miniature computer, programmed for four washer/wiper cycles from single dry wipe to high-speed continuous wash and wipe. A pushbutton control at the tip of the turn signal lever operates the system.

Light monitoring system (not illustrated). Keeps you posted on the working order of running lights. A system of fibre optics

The basic Monte Carlo is enough for just about anybody.



Vinyl roof cover



Wheel trim rings



Rally wheels



AM/FM radio and stereo tape system



Finger-tip windshield wiper control



Centre console

takes light from the source and directs it to color-coded monitors. Ingenious.

Stereo tape system and AM radio or AM/FM with 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 stereo cartridges. Like the one which we give you to start your collection. You may order a stereo tape system, AM radio or AM/FM with FM-stereo radio separately. Incidentally, the radio antenna is concealed in the windshield.

Electric trunk release. A control inside the glove compartment

conveniently releases the trunk lid without the driver having to go outside to unlock it for loading or unloading by other persons.

Power door locks. This is an electric system that locks or unlocks both doors 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 defogger; a 6-Way power seat; Auxiliary Lighting that includes a windshield washer fluid monitor; a Comfortilt steering wheel; and rally wheels.

But you may not be just anybody.

Some of the equipment illustrated is optional at extra cost.



1970 SPECIFICATIONS

Body Styles		Sport Coupe	Convertible
Engines	Standard (V8)	350	350
	Optional (V8)	350	350
	400	400	400
	400	400	400
	454	454	454
Transmission	Standard	3-spd. manual	3-spd. manual
	Optional	4-spd. manual Powerglide	4-spd. manual Powerglide
		Turbo Hydra-matic	Turbo Hydra-matic
Brakes	Disc/Drum (dia. in.)	Frt. Disc 11.00 Rr. Drum 9.5	Frt. Disc 11.00 Rr. Drum 9.5
	Eff. Area	106.1 sq. in.	106.1 sq. in.
	Steering Ratio	28:7.1	28:7.1
Turning Radius (ft.) Curb to Curb	Overall—Standard	18.6:1—14.5:1	18.6:1—14.5:1
	Power—Variable	41.0 (Approx.)	41.0 (Approx.)
Energizer	Standard	61 amp. hr.	61 amp. hr.
		Full Coil	Full Coil
Suspension	Frame	Perimeter	Perimeter
	Wheelbase (ins.)	116.0	116.0
Length (overall) (ins.)		205.8	205.8

Body Styles		Sport Coupe	Convertible
Height (ins.)		52.9	53.9
Width (ins.)		75.6	75.6
Weight (lbs.)		3563	3625
Tread (ins.)	Front	60.3	60.3
	Rear	59.3	59.3
Tires	Base	G78 x 15	G78 x 15
Wheel size		15 x 6	15 x 6
Road Clearance (ins.)		5.0 (Approx.)	5.0 (Approx.)
Headroom (ins.)	Front	37.7	37.7
	Rear	36.3	36.3
Legroom (ins.)	Front	42.8	42.8
	Rear	32.6	32.6
Shoulder Room (ins.)	Front	58.3	58.3
	Rear	57.0	57.0
Hiproom (ins.)	Front	59.5	59.5
	Rear	58.3	58.3
Fuel Tank Capacity (Imp Gals.)		16.5	16.5
Usable Luggage Space (cu. ft.)		N.A.	N.A.

ENGINES:	250 h.p. Turbo-Fire 350 V8	300 h.p. Turbo-Fire 350 V8 L48	265 h.p. Turbo-Fire 400 V8 LF6	330 h.p. Turbo-Jet 400 V8 LS3	†360 h.p. Turbo-Jet 454 V8 Z20/LSS
Displacement (cu. ins.)	350	350	400	400	454
HP @ rpm	250 @ 4800	300 @ 4800	265 @ N.A.	330 @ N.A.	360 @ N.A.
Torque @ rpm	345 @ 2800	380 @ 3200	400 @ N.A.	410 @ N.A.	500 @ N.A.
Compression Ratio	9.00:1	10.25:1	9.00:1	10.25:1	10.25:1
Carburetion	2 bbl.	4 bbl.	2 bbl.	4 bbl.	4 bbl.
Bore & Stroke (ins.)	4.00 x 3.48	4.00 x 3.48	4.125 x 3.75	4.126 x 3.76	4.25 x 4.00
Fuel	Regular	Premium	Regular	Premium	Premium
Oil System (less filter) (Imp Qts.)	3.3	3.3	3.3	3.3	3.3
Cooling System (Imp Qts.)	14	13	13	20	18
Exhaust System	Single	Single	Single	Dual	Dual
Valve Lifters	Hydraulic	Hydraulic	Hydraulic	Hydraulic	Hydraulic
Clutch Diameter (ins.)	10.34	11.00	11.00	11.00	N.A.
Axle ratio—without Air Cond.					
3-Speed Manual	3.08	N.A.	N.A.	N.A.	N.A.
4-Speed Manual	3.36	3.31	3.31	3.31	N.A.
Powerglide	3.08	2.73	N.A.	N.A.	N.A.
Turbo Hydra-matic	2.73	2.73	2.73	3.31	3.31

Positraction optional for all ratios

†Available with "SS" equipment only.

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Every Monte Carlo has to make it
before we mark it.



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