

CHEVY'S NEW LITTLE CAR IS OPEN FOR BUSINESS.



VEGA
CHEVROLET

VEGA. IT'S A LOT OF CAR FOR SUCH A LITTLE CAR.

Welcome to the Vega catalog.

We know you're here for information, and that's exactly what we plan to provide. But before we get into hard facts about the individual models, we're going to discuss some of the basic features that all Vegas have in common. We think you'll find that there's no other little car in the world that can offer as much.

We know that sounds like we're pretty confident. We are.

Here's why.

Little, but big.

First off, our little car is a lot bigger than its size would indicate.

True, it rides on a tight 97-inch wheelbase. And true, it's designed for only four passengers. Nonetheless, Vega feels much bigger. In fact, it has as much room per passenger as many big cars.

There are other big things about our little Vega, too. Like its amazingly peppy performance. Vega will have enough reserve power to conquer steep hills and merge easily onto freeways. Yet it will hum along with a degree of quietness that is all too unusual in little cars.

One more thing that makes Vega feel big: it's a very secure little car. That's due to a whole bunch of things—front disc brakes, wide stance, low center of gravity, steel side-guard beams in the doors, and lots of GM safety features.

What we're trying to say is this: Vega is just as much car as any big car, only it's smaller.

Little, but little.

Lest you become overwhelmed by its bigness, however, you should rest assured that Vega takes full advantage of its littleness as well.

The 97-inch wheelbase helps it turn around in just 33 feet, curb to curb.

The unique engine is stingy enough to let you go by gas stations where you were once a steady customer. (For a whole lot more on the engine, see pages 14-15.)

And the handling. This just might be Vega's biggest virtue. It rides smoothly and steadily down a

turnpike, or darts neatly in and out of traffic. Vega has a tight 22.5:1 overall steering ratio. And because of its low, wide stance, it's unusually stable in crosswinds. What it is, is fun. Plain old fun.

One more thing that makes Vega seem very little: prices start in the same vicinity as those ordinary little cars.

If you like the 1971 Vega, you'll like the 1975 Vega.

There's something else we think you should know right away: now that Vega is out, it's going to stay out.

We don't plan to change it for at least four years. We've got it just the way we want it, and we think you'll like it.

Naturally, there is the possibility that we'll find ways to improve Vega from a functional standpoint. If we do, we will. We'll make you a promise, though: no change for the sake of change.

So when you look at the 1971 Vega, you'll be getting a preview of Vegas to come.

6300 places to get the service you won't need much of.

We've designed the Vega to have as few service problems as possible. In fact, we think it'll prove far superior to most cars on the road in this respect.

For lots of reasons. One of them is our highly automated assembly line, which assures that each and every Vega will be built with an unequalled uniformity of quality.

Another is Vega's engine. It's designed to be as durable as an anvil. (You'll be reading a lot more about the engine later.)

A third reason: pre-testing. We've tested Vega for over 6,000,000 total driving miles. 6,000,000. That's equivalent to going around the world 240 times.

But since no car is perfect, your Vega will need a little help sooner or later. And when it does, we offer more of it than any other automobile manufacturer in the world. 6300 authorized Chevrolet dealers.

Besides that, Chevrolet has provided its dealers with special storage bins, special parts, and special

training on servicing this little car.

In addition, every new Vega comes with a miniature service manual, loaded with things you can do yourself.

Obviously, we can't say Vega is service-free. But we will say this: if you're looking for trouble, you've come to the wrong place.

The little car that does everything well.

We realize that we've made some pretty big claims for our little Vega, but we have a good reason. They're all true.

That's the way we built this car—by putting in a

little something extra, almost everywhere you look. The brakes, for instance, are a new disc/drum design with big 10" discs up front. And there's a gizmo that automatically shuts off the fuel pump if the oil pressure drops too low—so your engine doesn't get seriously damaged. And there's even a disposable engine air filter that lasts 50,000 miles—more than twice as long as the old kind.

It's touches like these that make Vega the best little car on the road. When we think small, we think big.

For further proof, please turn the page.

IT DOESN'T STAND ALONE.



OUR COUPE. THE LITTLE CAR THAT GROWS ON YOU.

Our little Vega coupe—we call it the hatchback—is a direct descendant of the philosophy that form follows function.

Sure, it's pretty spiffy-looking. Fastback styling, nice clean lines, and all that stuff. But that's not its reason for existence.

Its reason for existence is that great big hole you see at the back end. The entire rear end of the roof lifts up with the proverbial flick of the wrist and, poof, instant cargo area.

Another flick of your wrist and the back seat folds down, forming an unbelievable amount of load space. There's really only one word for it: practical.

There are other things that separate the coupe from our standard sedan. Like expensive nylon carpeting in the front, passenger seat sliding adjustment, full rubber mats in the cargo area, plus some extra trim on the inside and on the outside. There's also a concealed storage area under the floor.

And one more thing: money. As you may have

guessed by now, the hatchback is priced a little higher than the sedan.

In addition, there's a Custom Exterior package you can order for the coupe—or any Vega model except the panel truck. It includes body moldings, and body-colored door handle accents and some other things to make your Vega a little nicer.

In addition, you can get a GT version, which includes the bigger version of our engine, Special Instrumentation (including a tachometer), a Special

Ride and Handling package, and more (see pages 18-19).

We've been stressing all the things that make the hatchback a hatchback, but our coupe also has everything that makes a Vega a Vega. And that's a heck of a combination.

Like we said, it's a lot of car for such a little car.



Hatchback (Coupe with Custom Exterior and Interior)

THE SEDAN. INEXPENSIVE. BUT NOT CHEAP.

You probably can't tell by looking at the picture, but this is our standard model.

And it's not a dressed-up standard model, either. It's exactly what you'd get if you walked in and said, "One to go; hold the extras."

You see, we don't believe in stripped-down mod-

els. That's why our standard sedan, as inexpensive as it is, still has front bucket seats and front disc brakes and our peppy 90-horsepower engine—and everything we talked about in our opening remarks.

That's because our philosophy of offering a lot of little car applies to our standard sedan, not just

our dressed-up models.

Naturally, if you want, you can order things to dress up the sedan, too. If you want white stripe tires or air conditioning or even power steering, you can have them. There's even a Custom Exterior, a Custom Interior or a Decor Group you can order (see

pages 12-13).

Maybe it doesn't sound spectacular, but what our standard sedan is is a good little car that doesn't cost much to buy or much to run.

And that's what makes it so beautiful.



Standard Sedan



UNLESS YOU CARRY MORE THAN 750 LBS. OF WHATEVER YOU CARRY, VEGA IS PLENTY OF WAGON.

OK, OK, this isn't a 9-passenger wagon or a walk-in wagon, or a wagon that will take a 4' x 8' piece of plywood flat.

But it is a nifty little 4-passenger-and-one-big-dog wagon that will do most jobs a wagon is needed for. Like carry lots and lots of groceries and shopping bags and antiques and rose bushes and, oh yes, three very big cub scouts.

Like the picture shows, the whole back end lifts

open for easy loading and unloading.

The little louvers you see on the side are functional vents for the flow-through power ventilation system.

Underneath, the Vega Kamback wagon is much the same as any other Vega. The same high standards apply for its standard features. For instance, there's expensive carpeting on the floor, and foam filled bucket seats up front.

You probably noticed that in the last paragraph, we snuck in the word "Kamback." We had a reason.

You see, the Vega wagon is a wagon, but it's a whole lot more. Its design is scientifically formulated for the proper aerodynamic flow. Which makes it a very nice-handling little wagon.

So nice, in fact, that you can even order a GT version of the wagon (see pages 18-19).

Oh, one side effect of the aerodynamic Kamback styling: the Vega wagon is extremely good-looking.

It all comes down to what kind of vehicle you need: coupe, sedan, wagon. We've got 'em all.

Of course, there is the possibility that you could use a panel truck.

We're ready. Just keep reading.



Kamback Wagon with Custom Exterior and Interior



OUR OWN LITTLE PANEL SHOW.

To tell the truth, many of our friends were skeptical when we first announced that our little car would also be a little truck.

Stop the music, we said. There are scads and scads of uses for a lightweight, compact delivery truck. After all, how big does a truck have to be to carry pizzas, prescriptions, potato chips or flowers?

Not that the Vega panel truck isn't tough. We

build all Vegas tough enough to be a truck. In fact, we totally reworked and built a whole new addition to our plant at Lordstown, Ohio, where we build Vega. It now stands as the world's most advanced automotive facility. So we firmly believe that a Vega—car or truck—will be built with more uniform quality than any other little cars and trucks around.

Now admittedly, our panel truck is a lot like

our wagon. But there are differences other than just the panels on the sides. For one thing, you only get one seat. (Anybody who delivers pizzas probably doesn't need a partner). Of course, if you wish, you can get an extra seat, for a nominal fee.

The panel also has two concealed storage areas under the floor. One behind the front seat. The other near the rear gate.

GVW	3,300 lbs.
Curb Weight	2,199 lbs.
Cargo Payload	650 lbs.
Cargo Volume	68.7 cu. ft.
Floor Length (front seat to rear gate)	67.4 in.
Floor Width (between wheelhouses)	42.6 in.
Liftgate Opening Height	26.1 in.
Liftgate Opening Width (at floor)	42.1 in.



Panel Express



INSIDE STUFF.

Let's get right down to business.

No matter what Vega model or interior you order, you'll get foam-filled front bucket seats (except for the truck) and the amazing roominess we talked about earlier; plus flow-through power ventilation, European-style control knobs, and a storage well in the driver's door.

The transmission and parking brake controls are both handily located on the tunnel, between

the front seats.

The Standard Interior is available in the following colors.

Standard	Black	Dark Green	Saddle	Sandalwood
Coupe	•	•	•	•
Sedan	•	•	•	•
Wagon	•	•	•	•
Panel	•	•	•	•

With the exception of the panel truck, all Vega models offer a Custom Interior which includes luxury seat trim, stowage well in passenger's door, special instrument panel pad, assist handle, day-night rearview mirror and simulated wood-grain accents.

In addition, the sedan Custom Interior includes passenger compartment carpeting, sliding adjustment for passenger's bucket seat, and a cigarette lighter (all standard in the coupe and wagon).

The coupe and wagon also get a carpeted rear load floor.

Our Custom Interior is available in the following colors.

Custom	Black	Dark Blue	Dark Green	Saddle
Coupe	•	•	•	•
Sedan	•	•	•	•
Wagon	•	•	•	•

One last thing. If you order the sedan, but not the Custom Interior, you can order the low-cost Decor Group, which includes side window moldings on the outside, and passenger compartment carpeting, sliding adjustment for passenger's bucket seat, and cigarette lighter on the inside.

Whew.

12



The Standard Interior. Pretty nice, huh?

Sedan rear seat. Standard.



Sedan trunk.



The Custom Interior. Even nicer, at coupe.

Coupe rear seat with Custom Interior.



Coupe cargo area with seat folded down.



13

THE ENGINE. 140 CID-OHC4 AND OTHER MYSTERIES.

The reason we're devoting so much space to Vega's engine is that it's one of our most unique features.

In fact, more research, more engineering and manufacturing know-how, and more technology went into the development of this engine than into any other Chevrolet production engine in history.

The old aluminum foil.

The basic advantage of an aluminum engine has been known for decades: it's a whole lot lighter than most other metals.

Which means the total car is lighter. Which means you can have a relatively large engine in terms of power and still maintain a high level of economy.

It used to be that an aluminum engine required the costly insertion of iron sleeves in the cylinder walls. But we've solved that problem, with a unique alloy of aluminum and silicon that can be easily die-cast.

The fact that the aluminum and silicon work together so well makes the alloy hypereutectic. But let's not quibble over words.

Slow engine, quick car.

Basically, we have a 2300-cubic-centimeter (140-cubic-inch) overhead-cam 4-cylinder engine.

It comes in two versions: base, with 90 horsepower and a bigger version, with 110 horsepower and 2-barrel carburetion.

Both run on regular, naturally.

Since our engine is relatively large for such a little car, it'll have real good acceleration. Neither long steep hills nor 8-lane freeways can intimidate our little Vega.

Furthermore, the engine being relatively large allows it to turn slower at cruising speeds—so it won't suffer the wear and tear of high rpm. (Turning slower also contributes to the welcome quietness of the Vega.)

It'll sip, not guzzle.

And about that economy we mentioned earlier. In testing, Vega has been getting gas mileage in the neighborhood of 25 miles per gallon and more—and that's a pretty good neighborhood.

The overhead cam means one-third fewer moving parts in the valve train. Fewer parts, less trouble.

Overall, the Vega engine is something of a breakthrough. It's peppy, economical and extremely durable all at the same time.

It's a whale of a little engine.

Transmissions made easy.

We made your engine-transmission choices complete, but uncomplicated.

No matter what Vega you order, you get the 90-horsepower engine standard, or you can order the 110-horsepower engine.

And no matter what engine you get, you can order any of our four transmissions. All have controls mounted on the floor. And the 3-speed fully synchronized manual is standard.

There's also a 4-speed synchronized manual.

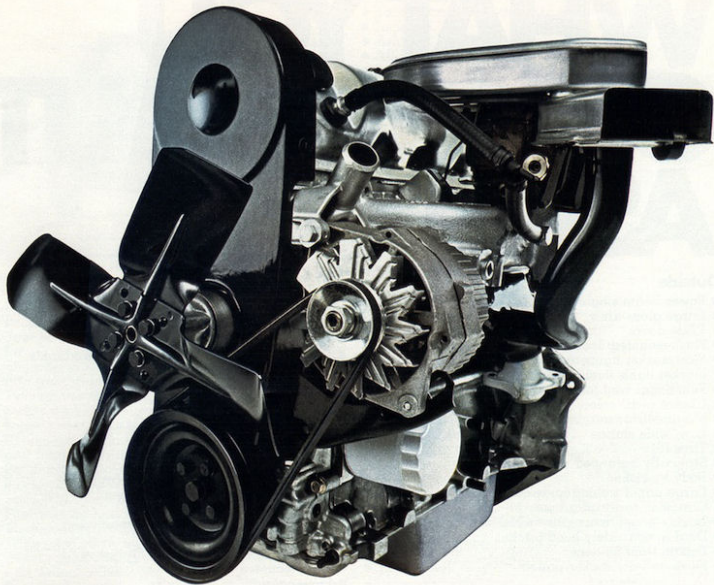
And our fully automatic Powerglide.

And our inexpensive one-shift-no-clutch-semi-automatic Torque-Drive.

In addition, three axle ratios are available. The 2.53 for greatest economy. The 3.36 for greatest performance. The 2.92 for a happy medium. (Availability depends on which version of the engine you order, and which transmission, too.)

If you spend a lot of time in the mountains, you might consider the 2.92 axle ratio and special mountain driving features. For details, see your Chevy dealer.

See? Nothing to it.



Vega engine statistics.	The 90	The 110
Horsepower/rpm	90 @ 4800 (80 @ 4400*)	110 @ 4800 (93 @ 4800*)
Torque/ft. lbs.	136 @ 2400	138 @ 3200
Compression ratio	8.0:1	8.0:1
Carburetion	Single-barrel	Double-barrel
Fuel	Regular**	Regular**
Camshaft	General Performance	High Performance

*SAE Net

**Both Vega 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.

WHAT YOU GET WITHOUT ASKING.

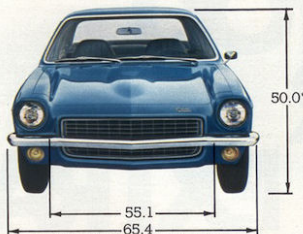
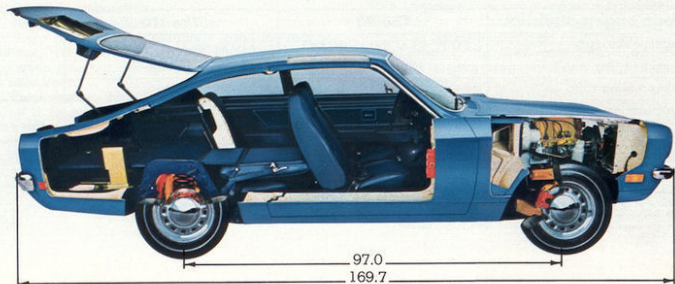
Outside

- Power-Beam single-unit headlights
- Large glass area
- Wide doors
- Flush-mounted door handles
- Side marker lights and reflectors (front side marker lights flash with direction signals)
- Functional vent louvers
- Choice of 10 colors
- Magic-Mirror acrylic lacquer finish
- Low, wide stance
- Tires (5)
- Statically balanced wheels and tires
- Body by Fisher
- Large-panel welded body construction
- Corrosion-resistant primer
- Double-panel doors with welded-on hinges
- Dual action safety hood latches
- Bolt-on front fenders
- Flush-and-dry rocker panels
- Double-panel roof

- 97" wheelbase
- Safety wheel rim
- Corrosion-resistant aluminum trim moldings
- Thick-laminate windshield
- Contoured roof rails
- Parking lights that illuminate with headlights
- Back-up lights
- Outside rearview mirror
- Headlight aiming access provision
- Silver-finish grid-pattern grille
- Wraparound front and rear bumpers
- Hub caps (4)

Inside

- Foam-filled front bucket seats, except truck
- Bucket-style rear seats, except truck
- Storage well in driver's door
- One-piece molded acoustical headlining, except truck
- Flow-through power ventilation system
- Floor-mounted 3-speed transmission
- Passenger-guard door locks
- Anti-theft steering column lock



*Sedan is 51.9". Wagon and truck are 52.0".

- Anti-theft ignition key warning buzzer
- Energy-absorbing steering column
- Double-panel roof construction
- Recirculating ball steering
- Seat belts with pushbutton buckles for all passenger positions
- Shoulder belts with pushbutton buckles—driver and front passenger
- Two built-in front seat head restraints
- Safety door latches and hinges
- Folding seat back latches
- Energy-absorbing padded instrument panel and front seat back tops
- Padded sun visors
- Safety armrests
- Steel side-guard beams in the doors
- Four-way hazard warning flasher
- Lane-change feature in direction signal control
- Wide-view inside mirror (vinyl-edged, shatter-resistant glass and deflecting support)
- Low-glare instrument panel top
- Low-glare wiper arms and blades
- Inside windshield moldings

- Windshield defroster, washers and dual-speed electric wipers
- Tamper-resistant odometer with telltale features
- Jack
- Ashtray
- All-vinyl upholstery
- Low-glare steering wheel metallic surfaces
- Safety steering wheel
- European-style function symbols on control knobs
- Parking brake
- Front-hinged hood with inside release

Underneath

- Full Coil suspension system
- Double-acting hydraulic shock absorbers
- Rubber-insulated suspension members
- Cushion-mounted engine and transmission
- 4-cylinder OHC engine with die-cast aluminum block
- Automatic choke
- Five main bearings
- Counterbalanced crankshaft
- Positive-shift starter
- Delcotron generator
- Weather-resistant ignition system
- Exhaust emission control systems
- Self-adjusting disc/drum brakes
- Dual master cylinder brake system with warning light
- Universal joints (2)
- Delco sealed side-terminal energizer battery
- Single-barrel carburetor
- Radiator
- Clutch
- Spark plugs (4)
- Independent front suspension
- Electric fuel pump (in gas tank)
- 50,000-mile disposable engine air filter
- Oil pump
- Water pump
- Thermostat

And much, much more.



WHAT YOU GET FOR A LITTLE EXTRA.



(1) If you want them to swing open, it can be arranged (Illustration #1).

One popular feature that most little cars don't offer is power steering. We do (#2). Not that Vega really needs power steering; but a lot of people won't drive without it. With Vega, they don't have to.

Another item usually reserved for more expensive cars is air conditioning (#3). Ours is Four-Season air conditioning.

And of course, radios. The AM pushbutton and the AM-FM pushbutton—both with hidden antenna, no less.

There's also an Appearance Guard Group, with door edge guards and bumper guards.

And an Operating Convenience Group, with clock, Electro-Clear rear window defroster, and day-night rear-view mirror.

And rear shoulder belts. Soft-Ray tinted glass.



(2)

We keep telling you that Vega is a lot of little car, just the way it stands.

And it is. Still, we know that everybody has a different idea of what should be on a car, so we're offering a nice selection of extra-cost options from which to choose.

For instance, Vega comes with stationary rear quarter windows.



(3)

Adjustable driver's seat back. Wheel trim rings. Rear seat speaker. Body side molding. Heavy-duty radiator.

And plenty of tire options. Conventional white stripes. Bias belted ply blackwalls. And bias belted ply white stripes.

Plus dealer-installed accessories. They are: door edge guards, bumper guards (front and rear), electric clock, rearview mirror (right side), contour mats (front and rear), portable spotlight, AM pushbutton radio, AM/FM pushbutton radio, rear seat speaker, antenna (mast-type), infant safety carrier, child safety seat, litter container, tissue dispenser, fire extinguisher, highway emergency kit, compass, luggage carrier, gas cap.

Here's something to keep in mind as you order your Vega. With its low initial cost, you can load it up with all kinds of options you normally wouldn't order, and still end up with an inexpensive car.

As we were saying earlier, Vega is just as much car as any big car, only smaller.

Performance packages.

And that's putting it mildly.

Because like we said before, Vega is quite a performer just the way it stands. We've tried to give a few of the reasons: the size, the stance, the engine, the Full Coil suspension, the steering ratio.

But there are lots more. Things like the way the engine is mounted. And other indefinable little touches that add up to one heck of a fun car to drive.

If you're the kind of person who appreciates all that stuff, we offer a couple of packages that will make your Vega even more fun to drive.

One is the Special Ride and Handling package.



(4)

Here's what it includes (take a deep breath): 110-hp engine, tachometer, ammeter, clock, temperature gauge, special instrument panel pad with assist handle, four-spoke sport steering wheel, adjustable driver's seat back, simulated wood-grain accents on instrument cluster and sidewalls, black-finish grille and body sill, bright grille outline, belt moldings on coupe (pause, breathe), black-accented lower body side molding, body colored door handle accents, parking lights with clear lens and amber bulb, nameplates, wheel trim rings, and the Special Ride and Handling package. Stop.

(P.S. Sport striping is also available for the GT.)



(4)

VEGA CHECKLIST.

Models

- Coupe
- Sedan
- Wagon
- Truck

Engines

- 90-hp aluminum four-cylinder
- 110-hp aluminum four-cylinder

Transmissions

- 3-speed manual
- 4-speed manual
- Torque-Drive
- Powerglide

Colors

- White
- Silver
- Bright Blue
- Dark Blue
- Bright Green
- Dark Green
- Yellow
- Sandalwood
- Yellow-Orange
- Red

Interior

- Standard
- Custom
- Operating convenience group

Exterior

- Standard
- Custom
- Appearance guard group

Interior-Exterior packages

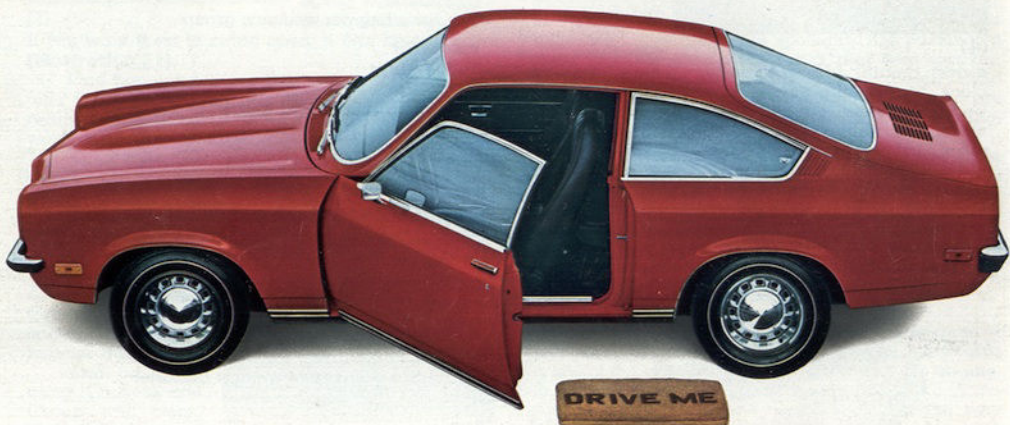
- Decor Group (sedan only)
- GT (coupe and wagon only)

Popular Extras

- Power steering
- Air conditioning
- AM pushbutton radio
- AM-FM pushbutton radio
- Wheel trim rings
- White stripe tires
- Adjustable driver's seat
- Electro-Clear rear window defroster

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, and to discontinue models. Chevrolet Motor Division, General Motors Corporation, Detroit, Michigan 48202

VEGA. THE LITTLE CAR THAT BEGS TO BE DRIVEN.



VEGA
CHEVROLET

Roto in U.S.A. - 1102