

1971
Caprice/Impala/Bel Air

Chevrolet



You've changed. We've changed.
You've changed your willingness to spend a thousand or so more on prestigious cars. Cars whose prestigious prices may seem a little out of touch with the times.
So we've changed, too. We've changed our thinking. And come up with what is probably the most inexpensive

expensive car ever built. Anywhere.
Our 1971 Caprice.
We gave it the stately look of the luxury limousine. Not with sleight-of-hand. With tangibles: up to 688 additional square inches of glass. A massive grille uniquely its own. And as finely a sculpted form as ever came from the

craftsmen at Fisher Body.
We gave Caprice a more stately ride. We refined the front and rear suspension. Put tempered-steel coil springs at each wheel. Deadened the sound and vibration at all critical areas with thick rubber cushions. And made the wheelbase bigger—bigger than a lot of cars that consider

themselves truly luxurious.
We included all the expensive-car standards. Like power disc/drum brakes. And 400 cubic inches of regular-gas V8 to run a multitude of power accessories.
Then we gave Caprice *the* interior. Just one. The one on the next page, in your choice of five colors. We don't

offer an extra-rich, extra-comfortable interior at extra cost. It's standard.
We gave Caprice all this. And all the things you'll find on the following pages.
Because you've changed.
So we've changed. We've changed everything but one

relatively small thing.
We gave Caprice the usual Chevrolet price.
Available on all Big Chevrolets are many extra-cost Options and Custom Features. Some are illustrated or described in this catalog.



Caprice. Probably the most inexpensive expensive car ever built.

Caprice Coupe
(Caprice Sedan shown on cover)



**We've been building up to
this much Impala for years.**

For 13 years other car makers have been playing follow-the-leader by following Impala.

So this year, we've given them more leader to follow.

And found more ways to put you first.

To wit: we've given Impala a new power ventilation system, with functional front and rear louvers. No need to get the car moving to get the air moving.

Just turn the key and new air starts replacing old.

We also replaced our flush-and-dry rocker panels with a new kind. It's opened to the air for quick drying to help get rid of rust-causing moisture. And it's been as much a benefit to our stylists as it will be to you. It allowed them to make a graceful sweep of the sheet metal down underneath the door area.

Glass is another story. We added lots of it this year. The windshield is bigger. Roughly 10% bigger. Bigger, too, are the 18-inch wipers that hide beneath a new longer hood.

And the wheelbase is longer. Now 121.5 inches of smooth. That's a large 2.5-inch increase. Which makes for an obvious increase in comfort.

Since we've added more side window glass (it curves up,

over your shoulder), you'd think Impala would have less roof. And you'd be right. Except that a Chevrolet roof is a lot more roof than it's ever been before.

It's two roofs: a steel outer one welded onto a steel inner one. The latter is acoustically perforated, then further insulated with a perforated headliner. All very strong and silent.

There are more Impala standards for others to imitate. Like flush-mounted door handles that no longer require the usual "push-pull." Just pull.

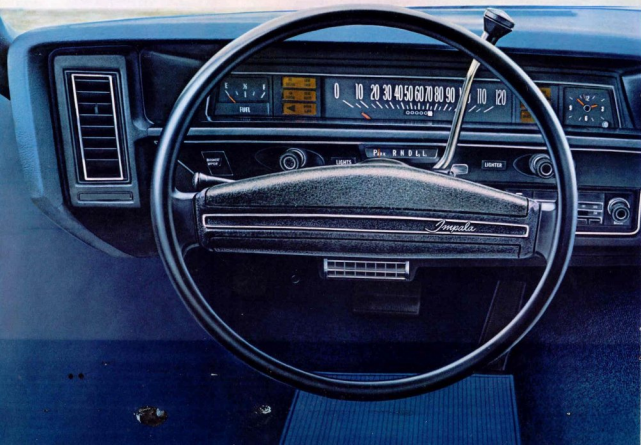
Or the standard inside hood release to help keep thieves out of your engine compartment.

More putting you "firsts" on the following pages. Please read on.

Impala Custom Coupe



Impala Instrument Panel.



You're seeing Impala's new instrument panel just as you'd see it with the seat all the way back. Notice how everything still reads out clearly. Note the accessibility of controls.

If you're one of those drivers who sits up close, relax. You'll see things even better. The padded overhang isn't one of those exaggerated things that cuts off your view of

the panel. It recesses the instrument area just enough to minimize glare.

If we had shown you this view in years past, you'd have seen the windshield pillars to the sides. But not now. We've slimmed them down and moved them back, thus contributing to greater visibility.



Our apologies to people who prefer spending big money for cars like these.
These too are Impalas.



4-Door Sedan
Sport Sedan



Convertible
Sport Coupe



A. Standard Impala Interior.

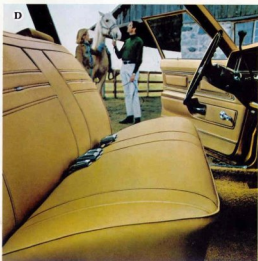
Choose this luxurious vinyl-trimmed, pattern cloth interior in one of four rich colors: black, dark blue, maize or jade. It's standard on all Impalas but the convertible, which has all-vinyl interiors in black, dark saddle, maize or jade.

B. Available Impala Interior.

Order this softly cushioned all-vinyl interior for Impala. Color choices are black, dark blue, maize, saddle, sandalwood and jade for coupes and sport sedan; black, dark blue, saddle and jade for 4-door sedan.

C. Standard Bel Air Interior.

Choose Bel Air cloth with vinyl trim and take your pick of four colors: black, dark blue, maize or jade.



D. Available Bel Air Interior.

You can order Bel Air with rich vinyl interior in either black, dark blue or sandalwood.

Standard Caprice Interior.

It's shown on pages 4 and 5 and is composed of distinctive cloth and vinyl trim in choice of five colors: black, dark blue, maize, jade and sandalwood. Sedan comes with fold-down center armrest in front seat.



This may tax belief. But not your wallet. This is Bel Air.

People might expect us to put little thinking into our less expensive models. They might even expect them to wind up looking like an afterthought.

But not Bel Air. Please look.

It's not an Impala with all the nice Impala things removed.

It's not a painted shell. Nor a showcase for left-over thinking and hand-me-down chrome.

Our new Bel Air is its own car. With its own quiet styling. To be sure, it has a low price. But it still has a full list of new Chevrolet features.

It has power disc brakes.

It has our new double-panel, acoustically engineered roof. It has a new bigger windshield. And bigger, stronger wipers.

It has a new smoother 121.5 wheelbase. And our new

flow-through power ventilation system.

It even has handy little gadgets like an inside hood release. So you can lock up your engine when you lock up your car.

Even Bel Air puts you first. Which is not to say that Bel Air has it all.

Just most of it.

At the usual low Chevrolet price.

The new Chevrolets are full

You've changed. We've changed.

Nothing stays static. Look around you. Things are changing every day, changing completely. Not for the sake of change, either, but to meet the changing needs and tastes of a rapidly changing people.

So when you alter a car, you do more than make changes for the sake of change. You do more than make superficial alterations in the sheet metal. You combine esthetic improvements with functional improvements. You never make one without the other.

There hasn't been one change made on the 1971 Chevrolet that hasn't been made for a specific reason. That hasn't been considered a specific improvement. Witness the following proofs.

We put two roofs over your head.

When we say Body by Fisher, what we're trying to say is, Fisher builds car bodies like nobody else builds car bodies.

The latest proof is what we call the double-panel roof. It consists of one stamped steel roof fitted inside another steel roof. Both are then welded firmly together.

The advantages are indeed two-fold. First your roof is much much stronger. Which serves more purposes than protecting you from large hailstones.

Second, any roof area can act as a reflector for noise that has entered the passenger compartment. But our inner roof has been acoustically engineered with special perforations. In effect, it acts as a sound trap. The holes admit sound waves, then the air space between the two panels

deadens most of it.

The inner panel is covered with a vinyl headliner, specially perforated for extra sound insulation. Hearing is believing.

The noise battle, continued.

Sound is one thing. Noise is another. Noise is sound with rough edges on it. While nobody is ever going to build a car that's sound-proof, we've built one that's virtually noise-proof. We've done it in hundreds of ways. Here are a few.

The side window glass is much closer to the outside metal of the car body. Which helps eliminate air turbulences that can be a chief cause of noise.

We positioned rubber cushions strategically throughout the car. We put them in the suspension to isolate road noise and vibration. We put them at critical body mount areas. We put them at engine and transmission mounting points.

We put rubber cushions plus other insulators and sound deadeners at critical areas where rattles or vibrations are most likely to occur.

Noise gets into the car from many different places. Quite often, it enters anywhere one thing is joined to another. Just the smallest gap, even one the size of a pin hole, can admit more noise than you'd rightfully expect. And in many cars, these gaps get pretty large.

Well, we've instituted new assembly techniques that keep tolerances just about as close as possible. Often, we eliminate gaps completely.

Then we add our sound deadeners: thick jute blankets on the floor; spray-on fiber, pounds of it; plus other asphalt-

impregnated materials just about everywhere sound might try to get in. The silence is golden.

The handle that isn't.

We have a new door handle. And yet it isn't really a handle. Maybe we should call it a "fingle." It's mounted flush with the door, with the opening mechanism recessed. So all you need do is insert a finger or two and pull up on the flap.

No more grabbing the handle. No more of the old push-pull. Now it's just pull.

All of which we needn't belabor if you've ever tried opening a door with a grocery bag in each hand.

The new look in rocker panels.

Ever since the time running boards departed the automotive scene, rocker panels have been an integral part of the American automobile.

But the trouble with the conventional rocker panel was, it trapped dirt. Which trapped moisture. Which created rust.

Then in the early Sixties, we introduced flush-and-dry rocker panels. Like the name implies, they admit water freely. Which flushes out dirt. They also admit air freely. Which flushes out and dries the moisture. They were nearly perfect. And nobody else in our field had them.

Now *we* don't have them. We've eliminated them in the big Chevrolets. In their place we've come up with a new curved structure (cross-section on page 17) that allows the sheet metal to flow

of all kinds of fresh thought.

down and under the door. It's open to quick air drying. And it's just as rigid as the conventional kind.

It may seem complicated. Until you see what it does for Chevrolet's clean lines.

Power ventilation. Our quick-change act.

Many cars today have ventilation systems that allow you to change the inside air continuously without opening the window.

But it's usually a very lengthy process. Frequently the car has to be moving for the system to work at all.

Our new power ventilation system works with the car standing still. No motion required. And yet, because of a built-in fan plus intake louvers in the hood and exhaust louvers in the rear deck, you get a constant flow of outside air moving gently from front to back.

Even at zero miles-per-hour.

Of course, our new system doesn't replace our previous one. Rather it augments it. Which means you've got more air entering (at speed) than ever. Thus, you're less likely to encounter annoying vacuums.

Incoming air is, of course, heated by your heater in winter—cooled by your air conditioning (if you so order) in summer. You can direct it anywhere you wish via the adjustable vent ports in the instrument panel (pp. 8-9).

More glass that's more glass.

Overall, the 1971 Chevrolet sports up to 688 more square inches of glass than last year. What does that mean to you?

Well, for one thing, glass improves the look of things considerably. But our

reasons for adding it were more functional than esthetic.

The windows are wider principally because the windshield pillars and rear sail area are narrower. So you'll see more horizon. And more pedestrians.

The side windows are higher because we curved the glass up and over you a bit. So you won't have to scrunch down to see more mountain and sky.

The windshield is a lot larger. As a matter of fact, about 10% larger. It's also thinner, lighter, and stronger.

Old windshields were poured, then ground. Our new one, in simple terms, involves floating molten glass on molten lead.

It results in glass with high sheen and low glare, glass that has a break-up pattern of smaller pieces, glass that can more easily resist the forces of impact.

Just part of putting you first.

Something for you convertible fans.

This year, we thought it was time somebody did something about convertible tops. Tops that groan, and rattle, and fold up with all the grace of those old wooden lawn chairs from the Forties.

So we did it. We came up with a folding convertible top worthy of the Seventies.

There are two distinct differences.

When the top goes back, the arms or "elbows" no longer fold down along side of the back seat passengers. Instead, they fold and drop back into the well with the top. (Just picture the way a bird folds up its wings and you'll get the idea.) So obviously, no clutter at the sides means a wider back seat.

The second advantage is the snap-on cover. Now it sits neat and flush. And spares the clean lines of the Impala Convertible.

Safety and security features.

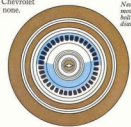
Occupant Protection: Seat belts with pushbutton buckles for all passenger positions • Shoulder belts with pushbutton buckles—driver and right front passenger (except convertible) • Two front seat head restraints • Energy-absorbing steering column • Passenger-guard door locks with forward-mounted front-door lock buttons • Safety door latches and hinges • Folding seat back latches • Energy-absorbing padded instrument panel and front seat back tops • Contoured roof rails (except convertible) • Thick-laminate windshield • Padded sun visors • Safety armrests • Safety steering wheel • Side-guard 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 • 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 • Dual master cylinder brake system with warning light • Dual-action safety hood latches.

Anti-Theft: Anti-theft ignition key warning buzzer • Anti-theft steering column lock • Inside hood release.

Chevrolet. Everything a big car ought to be.

Big cars ought to be roomy. And Chevrolets are. An *Anatomie Industries* index based on seven important interior dimensions shows that the 1971 Chevrolet is America's roomiest car. Bar none.



New wider wheels (15" x 6") are mounted with larger bolts on a bolt circle with a larger diameter for greater strength.

255-hp Turbo-Fire 400 V-8 runs on regular gas (standard on Caprice).

Engine cushioning made of strong vibration-absorbent butyl rubber helps isolate power from engine from frame and body.



Delco Eye battery has sealed side terminals to prevent corrosion build up, plus the magic eye that signals for a fluid refill.

New standard power disc/drum brake system features discs in front; finned brake drums in rear for more rapid heat dissipation. Dual master cylinder, warning light and corrosion-resistant brake lines, too.

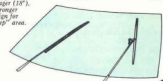


New front suspension with full A-frame control arms for a smoother, quieter ride and improved handling.



Side-guard beams like those along the side of a highway are built into the doors for added protection.

New windshield wipers that hide away under hood are longer (18"), with new stronger linkage design for larger "sweep" area.



New process brings you a smoother laminated windshield that's 10% bigger in area.

New windshield pillar is slimmer, allowing a greater windshield area and more visibility.



New power ventilation draws in outside air through front louvers and expels old air through rear deck louvers.

New steering has forward-mounted gear and linkage for more precise steering response.

New inside hood release allows you to remain in the driver's seat while you unlock the hood.

New double panel roof consists of not one but two strong steel roofs, the inner one acoustically engineered with sound-dampening perforations.



Full door glass means no unsightly ventpanels (no need for them with our power ventilation system).

New door handles are flush with door and can be operated with one finger.

New perimeter frame is longer to help accommodate a new longer 121.5-inch wheelbase.



New body sills are open and thus less likely to trap rust-causing moisture.

Seat construction consists of using the flat S springs found in fine furniture, covered with a full molded foam cushion and rich upholstery.



Steering column lock operates under the principle that you can't steal what you can't steer. Just remove ignition key and wheel locks.

Cargo-guard luggage barrier is a steel safety bulkhead between back seat and trunk.

New fuel tank has evaporation control system to help curb fuel vaporization.

Magio-Mirror acrylic leaper finish is superior in enamel in many ways. It's tougher, less porous. Which means it's harder to stain, easier to restore.



Full coil springs are computer selected to match the weight of your car and equipment.



New rear suspension linkage for a smoother, quieter ride.

Advanced body mounting system involves positioning thick rubber cushions at all strategic points where body and frame meet to help minimize road noise and vibration.

Long-life exhaust system is aluminumized in critical areas to help prevent destructive rust.





Variable-Ratio Power Steering.

No investment pays its owner dividends like this popular convenience. Especially when parking places (and tempers) are short. Power disc brakes? They're standard.

Automatic Transmission.

Most people today order it. But few car makers give you a choice of two automatics. We do: two-range Powerglide, and three-range Turbo Hydra-matic, which you can also shift manually.

Remote-Control Mirror.

Adjusting your outside rearview mirror on a busy highway is an irritating and unsafe practice. Unless you have our remote control unit. It lets you adjust your mirror safely and conveniently right where you sit.

Power Windows.

Not necessarily a thing you'd normally think to order. Unless you've ever owned a car (or driven one) that had this un-sung convenience. In which case you'd never be without it.

Power Trunk Release.

We made it possible to open the hood of every '71 Chevrolet without leaving the car. And the same convenience is available for your trunk.

Radios.

What's a car today without one? There are five ways to order it for your Chevrolet: AM; AM/FM; AM/FM/Stereo; AM with stereo tape system; and AM/FM/Stereo with stereo tape system. The antenna is hidden in the windshield, of course.

This list of options represents but a sampling of the special comfort/convenience/appearance items your Chevrolet dealer can order for your new Chevrolet.

Power Teams.

There's hardly any need to proclaim the virtues of Chevrolet engines. Independent "economy runs" have established their remarkable economy. Perpetual sales leadership testifies to their taken-for-granted dependability. And as for performance, our engines proved long ago we have nothing left to prove.

300-hp Turbo-Jet 400 V8.

Let that be an introduction to our newest V8. And naturally, the best thing we can say about it is, it's a Chevrolet V8. It goes officially by name of the 300-hp Turbo-Jet 400 V8. And it goes.

145-hp Turbo-Thrift 250 Six.

Available only for Bel Air, Impala 4-Dr. Sedan and Sport Coupe. "Old reliable" is so dependable, it's never required a major modification in its many years of use.

245-hp Turbo-Fire 350 V8.

Our standard V8 for Impala and Bel Air. The basic 350 block has been generally recognized as America's best overall engine in the last five years for delivering dependability and performance.

255-hp Turbo-Fire 400 V8.

Standard on Caprice. It's a rugged V8 block that delivers plenty of power for all your power accessories.



Options.

Rear Fender Skirts.

Standard on Caprice. And very apropos for Impala and Bel Air. Equally impressive is a rich vinyl roof cover in a choice of black, white, dark blue, dark green, or dark brown, depending on exterior color.

Six-Way Power Seat.

It's a real boon to drivers who share one car. Lets each find his most comfortable position in seconds. A perfect complement is Comfortilt steering wheel. It adjusts to any of seven angles.

Air Conditioning.

It's the one comfort most people vow they won't buy their next car without. It comes two ways: Four-Season and fully automatic Comfortron.

Positraction Rear Axle.

It gets you out of sticky situations by delivering power to the rear wheel with the most traction. Other axle ratios are available; for performance or for trailering.

Power Door Lock System.

Push a button down and all the door lock buttons go down. Push it up and they all pop up; saves you the aggravation of reaching around or getting out to attend to each button separately.

Wheel Covers.

They come in two styles: the full wheel covers for all models except Caprice; and custom wheel covers (left) for all models. A few other appearance items you might fancy: bumper guards, door edge guards. To protect your car's good looks.

Engine/Transmission Availability

Engines	Gross hp	SAE net hp	3-Speed Manual	Power-glide	Turbo Hydramatic
Turbo-Thrift 250 Six*†	145	110	•	•	•
Turbo-Fire 350 V8*†	245	165	•	•	•
Turbo-Fire 400 V8**	255	170	▲	•	•
Turbo-Jet 400 V8	300	206††			•
Turbo-Jet 454 V8	365	285			•

*Standard **Standard engine for Caprice. ▲ Not available for Impala or Bel Air.

†Not available for Caprice.

††Not available for Caprice, Impala Custom Coupe, Sport Sedan, Convertible.

††260 with available dual exhaust.



365-hp Turbo-Jet 454 V8.

This is the one. It has the power to run a full complement of power accessories with enough left over to tow that trailer of yours through the mountains.

One more word about our engines, and the gas they burn. In 1971, all engines have exhaust emission control systems.

We go one better: we've also installed an evaporation control system. It helps prevent raw gasoline components from evaporating into the air. You can help by doing your best to keep all systems operational with periodic inspection and maintenance.

For 1971, all Chevrolet 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.

Checklist.

Rather than write down the model, colors and extras you prefer, just check them below. It's an accurate, time-saving way to tell your dealer exactly what you want.

Models.

- Caprice Coupe
- Caprice Sedan
- Impala Custom Coupe
- Impala Sport Coupe
- Impala Sport Sedan
- Impala Convertible
- Impala 4-Door Sedan
- Bel Air 4-Door Sedan

Colors.

Sea Aqua, Tuxedo Black, Ascot Blue, Command Blue, Classic Copper, Champagne Gold, Cottonwood Green, Antique Green, Cranberry Red, Rosewood Metallic, Sandalwood, Nevada Silver, Silver Steel, Antique White, Sunflower Yellow.

Interiors.

(See p. 12 for availability)

- Cloth-and-vinyl (standard on all models except convertible)
- All-vinyl (standard on convertible; available for all but Caprice models)

Engines.

- 145-hp Turbo-Thrift 250
- 245-hp Turbo-Fire 350 V8
- 255-hp Turbo-Fire 400 V8
- 300-hp Turbo-Jet 400 V8
- 365-hp Turbo-Jet 454 V8

Transmissions.

- 3-Speed manual
- Powerglide automatic
- Turbo Hydra-matic

Popular Extras.

- Power steering
- Power door lock system
- 6-Way power seat
- Power windows

- Power trunk opener
- Custom steering wheel
- Comfortron air conditioning
- Four-Season air conditioning
- Full wheel covers (standard on Caprice)
- Custom wheel covers
- AM radio
- AM/FM radio
- AM/FM/Stereo radio
- AM radio with stereo tape
- AM/FM/Stereo radio with stereo tape
- Vinyl roof in white, black, dark blue, green, or dark brown
- Positraction rear axle
- Remote-control outside mirror
- Electric clock (standard on Caprice)
- Rear-window defroster
- Headlight delay system
- Cruise-Master speed control
- Comfortlift steering wheel
- White-stripe tires

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. Litho in U.S.A.



Caprice Sedan

Putting you first, keeps us first.



CHEVROLET

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