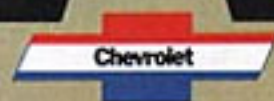


# '74 NOVA

*Building a better way to see the U.S.A.*



Experience is the best teacher. And if you know your Novas, you know that we've been building essentially the same car since 1968.

We think we've got it down pat.  
But we're not standing pat.

Each year we find new ways to enhance the inherent value and appeal of this uncomplicated, popular, sensibly sized automobile. The car with the fewest mechanical problems in its class according to a 1972 survey of independent garage mechanics conducted by *Motor Service* and *Service Station Management* magazines.

This year we've given Nova an improved bumper system, front and rear, to help cushion minor impacts.

There are some new colors, new carpets, new trim.

And for the first time ever, you can order steel belted radial ply tires for your new Nova.

Change for the sake of change, no. Improvement for the sake of improvement, you bet.

It's a way of life with Nova.

Read on.

# CUSTOM

All those solid Nova virtues, plus. Plus some nice new cut-pile carpeting and some added insulation to help quiet the ride.

The 1974 Nova Custom, with a touch of luxury here and a touch of sportiness there, is the top Nova series you can buy.

Full-width black impact strips on both bumpers, plus Custom nameplates inside and out, let you and the world know that your Custom is a special breed of Nova.

**Nova Custom Hatchback Coupe.** Fold the back seat down, raise the counterbalanced hatch up, and there sits 27.3 cubic feet of load space with more than six feet of nice flat floor.

(Carpeted, of course. After all, this is a Nova Custom.)

A good-looking car, a deluxe car, with a little bit of station wagon mixed in.

What more could you ask?

**Nova Custom 4-Door Sedan.** Easy in, easy out. Quite a combination: The solid virtues of Nova, the deluxe touches of Custom, the room and convenience of a four-door.

There's even a floor mat in the luggage compartment.

All aboard.

*Left: Nova Custom Hatchback Coupe. Right: Nova Custom 4-Door Sedan.*



# CUSTOM



**Nova Custom SS. Welcome, sports fans. Make that Super Sport fans,** because that's what the SS stands for.

Package includes 14 x 6 Rally wheels with trim rings, special center caps and bright lug nuts. Special front and rear suspension. A remote-control sport mirror on the driver's side, manual-control on the other.

You get a distinctive black-accented grille with a nice big "SS" emblem in the middle. More "SS" ID on the front fender, the deck lid, the steering wheel.

And, yes, some very sporty striping on the hood and deck.

The Custom SS Coupe. It's a Nova with a personality all its own.

(Incidentally, the SS package is also available on all Custom Hatchbacks and regular Nova Coupes and Hatchbacks.)

**Nova Custom instrument panel.** Good-looking, uncluttered, with a nice big glove compartment that locks.

And wait until you get your hands on that soft-rim wheel.



**The Nova Custom interiors. In a word, choice.** Choice meaning nice. And choice meaning selection.

The Custom Coupe and Hatchback seats are available in black or blue cloth-and-vinyl, in black or neutral all-vinyl.

Or you can order one of the sport cloth-and-vinyl interiors. One is black, with black and white seat trim. The other is green, with green and black seat trim.

Sedans are available with either black or green cloth-and-vinyl, black or neutral all-vinyl.

So much for seats and fabrics.

At this point we'd like to mention another standard feature of Nova Custom. We call it the Interior Decor/Quiet Sound Group, which adds bright accents to your instrument cluster, a glove compartment light, right front-door dome light switch, cigarette lighter, day-night rearview mirror plus some added sound-deadening insulation for the floor and the hood. All standard in all Nova Customs.

As in all 1974 Novas, there is also a new combination seat/shoulder belt system for driver and right front passenger, interlocked with the ignition to help provide buckled-up protection while driving.

**How about buckets?** If you'd like a sportier feel and extra comfort, you can order this handsome pair of contoured Strato-bucket front seats for your Nova Custom Hatchback Coupe or Custom Coupe (not available in the Custom Sedan).

You have a choice of black and white sport cloth; or black, green or neutral all-vinyl.

And while you're at it, consider adding the sporty center console.



*Nova Custom cloth-and-vinyl interior.*

*Available Strato-bucket front seats.*



**Honesty is the best policy.** Nova doesn't pretend to be anything it isn't, and it's proud to be everything it is: sensibly sized, good looking, low priced, well built.

We think a better car this year, too, with its new bumper system that retracts on minor impact, and its protective new occupant restraint system for driver and right front passenger.

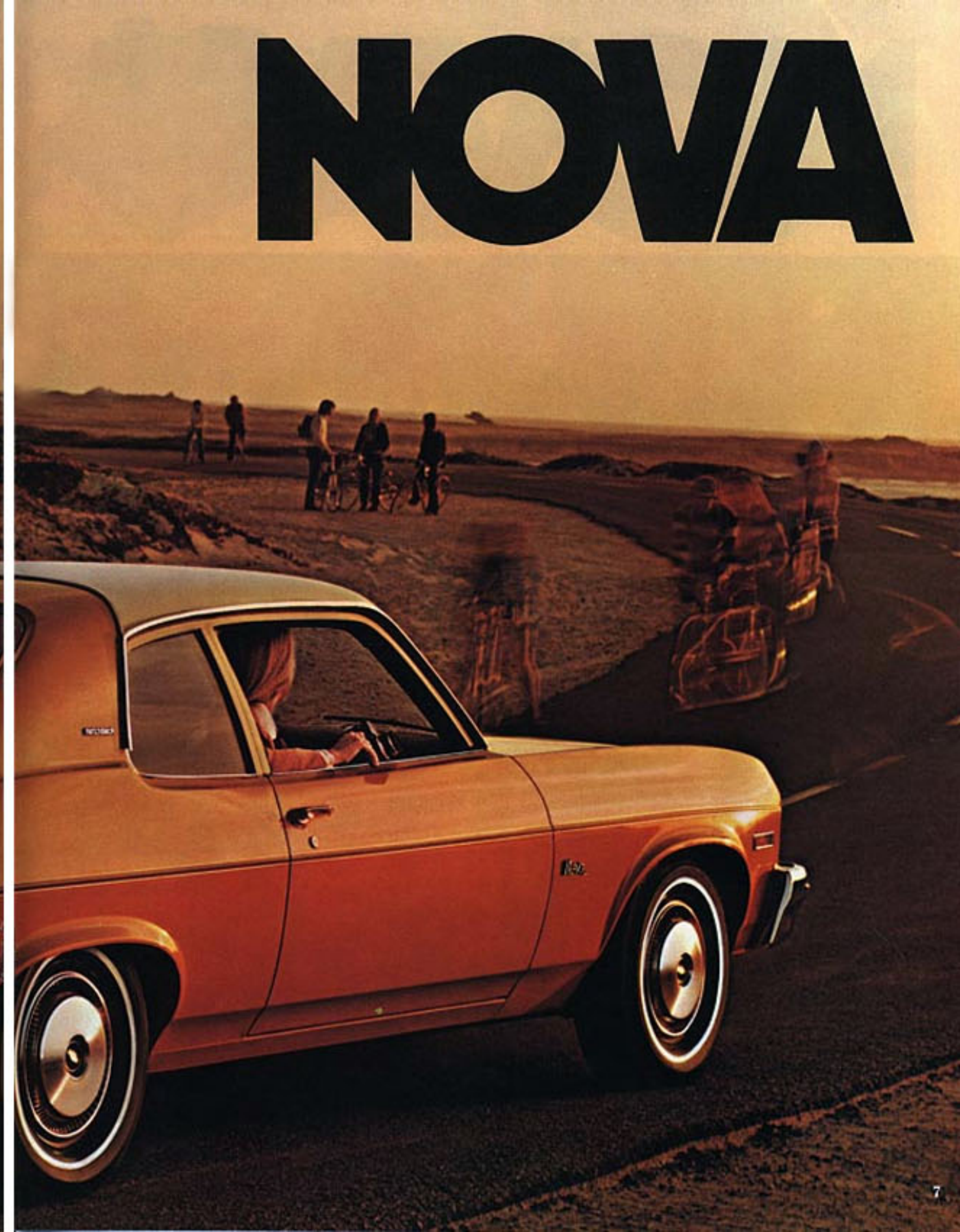
Plus a little added "sparkle" here and there, such as the new bright anodized aluminum hubcaps and the new "Nova by Chevrolet" nameplates on the hood and deck.

New, too, for the Nova Hatchback and Custom Hatchback, is a handsome two-tone paint treatment in your choice of six metallic colors on the lower body, topped with Antique White on the roof.

*Nova Hatchback Coupe.*



# NOVA



# NOVA



**Standard Nova Coupe.** You might call it "the" Nova. Traditionally the most popular Nova of all, the standard coupe has things a lot of people are after in a car. Low initial price, pleasant styling, reliability—in a package that's bigger than a small car, smaller than a big car, comfortably in between.

**Standard Nova Sedan.** Four, count 'em, four doors. Because some people won't settle for two or three. So we offer you four-door convenience

combined with Nova reliability in a car that's smaller than many on the road, but still seats six inside.

If you're a "big car man" looking for something smaller and more economical, this just might be it.

**Standard Nova interior.** It hardly looks "standard" at all. Not if "standard" suggests drab. Look at your choices:

For the coupe and hatchback—black, green or neutral cloth-and-vinyl with mixed-tone seating areas.

If you prefer all-vinyl, we offer black, blue, green or neutral. Plus saddle, for the hatchback only.

Buckets? You have four all-vinyl choices: black, green, neutral—plus saddle for the hatchback only.

Nova 4-Door Sedans are available in three cloth-and-vinyl choices with mixed-tone seating areas. One is black, one is green, one is neutral.

There are also four all-vinyl selections with mixed-tone seating areas: black, blue, green, neutral.



# FEATURES

Building a better way to see the U.S.A.

Listed and pictured here are some of the standard features in all '74 Novas. (Features standard only on Custom models are also covered.) All of them are part of the inherent value that helps make Nova an increasingly better buy year after year.

## Nova Custom models only.

- Bright roof drip molding.
- Special fender and rocker panel lower molding.
- Special front fender "Nova Custom" nameplate.
- 1. Bumper impact strips.
- Bright parking light and taillight accents.
- Glove compartment light, cigarette lighter, 10" day/night rearview mirror and luggage compartment mat.
- Color-keyed cut-pile carpeting.
- Bright instrument cluster accents.
- Right front door dome light switch.
- Special floor and hood insulation.

## All '74 Novas.

2. Improved bumper system. Front and rear bumpers retract up to two inches on minor impact, then return through the action of twin hydraulic cylinders. Front bumper guards are also standard this year. 3. Turbo-Fire 350-cu.-in. V8 engine. The new standard V8 engine for all 1974 Novas. This larger displacement V8 offers increased performance over last year's 307-cu.-in. base V8 engine. • New all-aluminum hubcaps, polished and anodized, designed for easier installation and better retention. Weigh only one-third as much as the steel caps they replace. 4. New combination seat and shoulder belt system with inertia reel allows driver and right front passenger freedom of movement. A new sequential starter interlock system helps you

remember to use the new belt system. 5. Side-guard beams. Located in the doors, these steel beams help to provide added protection in the event of side impact. 6. Folding rear seat back. A wagon-like feature of all Nova Hatchback Coupes. Back folds down to transform the rear of the Nova into a roomy, better-than-six-foot long cargo area. 7. Space-Saver spare tire. Standard on hatchback coupes, available on other models, this reduced profile tire takes up less space so you can put more luggage in the back. Includes aerosol can for inflating.

## Other Nova features you'll like . . .

**For looks.**  
8. Full door-glass styling on front doors. • Curved side windows. • Wide choice of 16 Magic-Mirror acrylic lacquer exterior colors, 11 new for '74. • New interior trim and colors. • Hidden antenna built into windshield (with available factory-installed radio). • New "Nova by Chevrolet" hood and deck lid nameplates. • New bowtie emblem in center of grille.

## For comfort.

- Flow-through ventilation system that circulates outside air through inside of car while you're driving.
- Built-in blended-air heater and defroster system.
- 9. Molded full foam front and rear seat construction
- Separate front frame unit, cushion-mounted to body and front end for added driving comfort.

## For driving.

10. Wide front and rear tread. 11. Computer-selected front coil and multi-leaf rear springs. • Front ride stabilizer on all models. 12. Bias-mounted rear shock absorbers. • Precise Ball-Race steering. • Self-adjusting brakes. • Single-unit power beam headlights. 13. 21-gallon fuel tank. • Hydraulic valve lifters.

## For quality and durability.

14. Corrosion-resistant rocker panels. 15. Steel inner fenders, front and rear, to help protect outer fenders. • Double-panel door, hood and deck lid construction. 16. Sealed side-terminal Energizer battery that helps resist terminal corrosion. • Delcotron generator with solid state regulator. • Coolant recovery system. 17. Improved tailpipe support.

## Occupant protection.

- Seat belts with pushbutton buckles for all passenger positions.
- Two combination seat and shoulder belts for driver and right front passenger (with reminder light and buzzer, inertia reel and starter interlock).
- Two front seat head restraints.
- Energy-absorbing steering column.
- Passenger-guard door locks.
- 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.
- Cargo-guard luggage compartment (except hatchback coupes).
- Side-guard beams.

## Dimensions and capacities.

Wheelbase—111.0". Length overall—196.7".\*  
Width overall—72.4". Height loaded—52.5" (coupes); 53.9" (sedans).  
Tread, front—59.8"\*\*. Tread, rear—59.6"\*\*.  
Head room, front—38.2" (coupes); 39.5" (sedans).  
Head room, rear—36.9" (coupes); 37.3" (sedans).  
Hip room, front—55.2" (coupes); 55.9" (sedans).  
Hip room, rear—55.0" (coupes); 54.9" (sedans).  
Shoulder room, front—55.6" (coupes); 56.6" (sedans).  
Shoulder room, rear—55.3" (coupes); 56.2" (sedans).  
Leg room, front—41.7" (all models).  
Leg room, rear—33.4" (coupes); 35.3" (sedans).  
Effective luggage space—14.6 cu. ft. (coupes)†; 13.8 cu. ft. (sedans).

\*Nova Custom models, 197.7".

\*\*Nova SS—Front, 60.3"; rear, 60.1".

†Hatchback 27.3 cu. ft. with rear seat back folded down.

## Put together your own Nova with this handy check list. Models.

Nova Custom Hatchback Coupe  Nova Custom Coupe  Nova Custom 4-Door Sedan  Nova Hatchback Coupe  Nova Coupe  Nova 4-Door Sedan  SS package available for coupes or hatchback coupes.

## Colors.

Antique White  Bright Blue Metallic  Midnight Blue Metallic  Aqua Blue Metallic  Lime Yellow  Bright Green Metallic  Medium Dark Green Metallic  Cream Beige  Bright Yellow  Light Gold Metallic  Sandstone  Golden Brown Metallic  Bronze Metallic  Silver Metallic  Medium Red Metallic  Medium Red.

## Two-tone paint combinations (not available with SS).

Midnight Blue Metallic  Aqua Blue Metallic  Medium Dark Green Metallic  Light Gold Metallic  Bronze Metallic  Medium Red Metallic. (Note: upper color in all applications is Antique White.)

## Interiors.

Standard interior  Available all-vinyl interior  Available Strato-bucket front seats for coupes and hatchback coupes.

| Power teams. Engines                                | SAE net hp† | 3-Speed | 4-Speed | Turbo Hydraulic |
|---|-------------|---------|---------|-----------------|
| <input type="checkbox"/> Turbo-Thrift 250 Six (1)   | 100         | Std.**  | NA      | *               |
| <input type="checkbox"/> Turbo-Fire 350-2 V8 (2)    | 145         | Std.**  | NA      | *               |
| <input type="checkbox"/> Turbo-Fire 350-4 V8* (3)   | 160         | Std.**  | NA      | *               |
| <input type="checkbox"/> Turbo-Fire 350-4 V8* (1,4) | 185         | NA      | *       | *               |

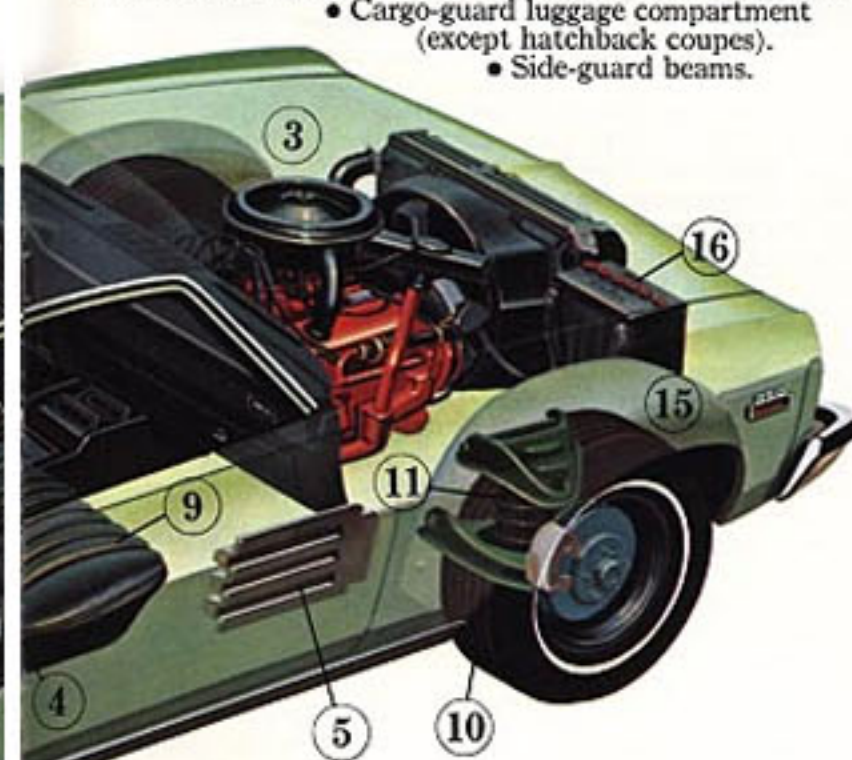
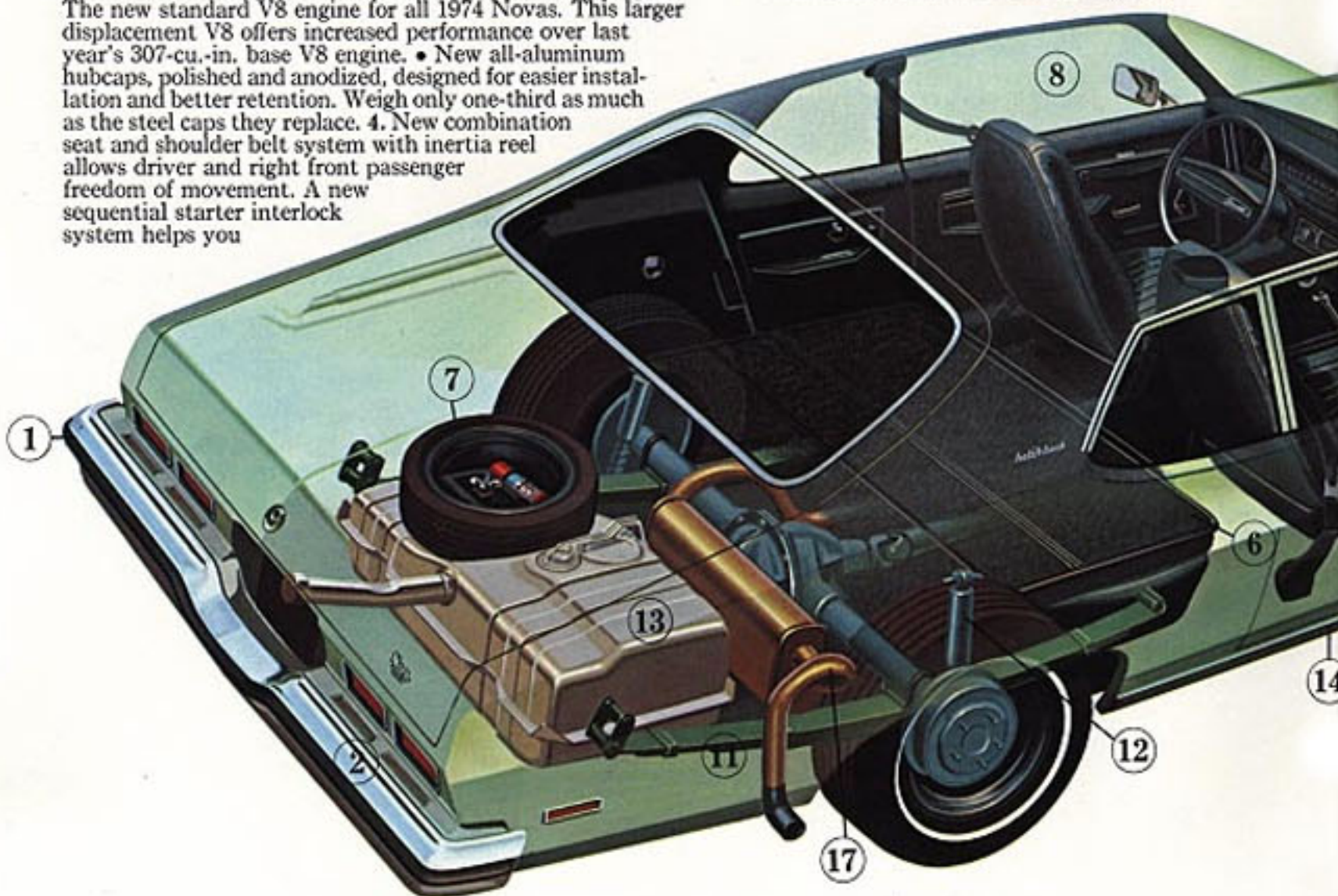
†The horsepower shown here are SAE net (as installed) ratings. All 1974 Nova engines are equipped with advanced exhaust emission control systems, and are designed to operate efficiently on unleaded or low-lead fuels of at least 91 Research Octane. In addition to the lower exhaust emissions attainable, there are benefits in longer life for your spark plugs, exhaust system and other engine components. If these unleaded, low-lead gasolines are not available, any leaded 91 Research Octane or higher regular grade fuel containing 0.5 grams, or less, of lead per gallon should be used.

\*Available at extra cost. NA—Not Available.

\*\*Floor-mounted shift lever available at extra cost.

(1) California Emission Equipment required in State of California. (2) Not available in California. (3) Available only when California Emission Equipment is ordered. (4) Available only with power disc/drum brakes.

Now check the available Options you'd like to order on your Nova from the back cover.



## 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 mirror (vinyl-edged, shatter-resistant glass and deflecting support).
- Outside rearview mirror.
- Dual master cylinder brake system with warning light.
- Starter safety switch.
- Dual-action safety hood latch.
- Improved bumper system.

## Anti-theft.

- Anti-theft ignition key warning buzzer.
- Anti-theft steering column lock.

# OPTIONS

Described here are many of the items available for the 1974 Novas. Your Chevrolet dealer can answer questions on specific details.



□ **Nova Hatchback Hutch.** This handy camping tent attaches quickly and easily to Nova Hatchback models, transforming them into economy two-sleeper campers.



□ **Full wheel covers.** Shown left. □ **Rally wheels with bright trim rings** (included with SS). Shown right.



□ **GM Love Seat.** Two new car seats for infants and young children. Both use a regular seat belt and hold infant or child with protective contours. Both seats are made of foam-padded, high-impact polypropylene.

□ **GM Specification FR 78-14 steel belted radial ply white stripe tires.** They provide a desirable combination of important tire performance characteristics. These characteristics include handling, ride, tread life, endurance, hazard resistance as well as significant improvement in traction on wet and snowy roads. Included: 14 x 7 wheels and special shock absorber valving. Power disc/drum brakes required.



**Other available options.** □ Vinyl roof covers in choice of ten colors. (Touring type on hatchback coupes.) □ Front and rear bumper impact strips (standard on Nova Custom). □ New rear bumper guards. □ Soft-Ray tinted windows. □ Power drum brakes. □ Power disc/drum brakes with wear sensors that provide an audible alert when disc brake linings need replacement. □ Power steering. □ Turbo Hydra-matic. □ Positraction. Great on ice, sand or snow. If one rear wheel can get a grip on the road, Positraction helps Nova move out. □ Four-Season air conditioning. □ Forced-air rear window defogger. □ Electric clock. □ Remote-control outside rearview mirror. □ Sport mirrors. □ Deluxe seat and shoulder belts (not available with black interior). □ Comfortilt steering wheel with six-position adjustments. □ Strato-bucket seats (not available on sedans). □ Center console (available with bucket seats only). □ Exterior Decor package. □ Body side molding (not available with SS). □ Interior Decor/Quiet Sound Group (standard on Custom models). □ Wheel trim rings. □ Space-Saver spare tire (standard on hatchback coupes). □ Sport suspension (with disc brakes and E70-14 or FR 78-14 tires only). □ Special front and rear suspension (included with SS). □ New heavy-duty battery. □ Heavy-duty radiator. □ Accent floor carpeting. □ AM or AM/FM pushbutton radio. □ Rear seat speaker. □ Trailer hitch—load-distributing platform (V8 models). □ Trailer wiring harness. □ Trailering mirrors. □ Color-keyed floor mats. □ Door-edge guards. □ Auxiliary lighting: courtesy, glove compartment, luggage compartment, underhood and ashtray lights, depending on model. □ Special instrumentation. □ Nova SS. (See page 4 for details.)

**Chevrolet**

All illustrations and specifications 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 also to discontinue models. Chevrolet Motor Division, General Motors Corporation, Detroit, Michigan 48202. Ltrio in U.S.A.

September, 1973

**GM**

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