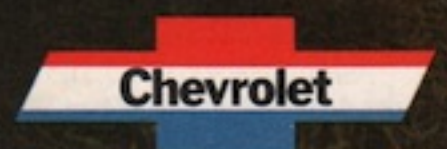


1973 CHEVELLE

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



LAGUNA/MALIBU/DELUXE



The 1973 Chevelle. Redesigned this year to make it the right car for more people than ever before.

People have very personal reasons for selecting their cars. They want them to be distinctively styled. They want them to ride smoothly, yet handle confidently on expressways or backcountry roads.

They want them to be safe and reliable, and to keep their appearance and value for years. They want quietness, comfort—and luxury.

We'd like to think it's because of the attention we've paid to people's real wants that since its introduction in 1964, Chevelle has traditionally enjoyed the highest popularity and highest resale value in its field.

Now we are introducing a new Chevelle, bigger in most ways than last year's, better in many ways than more expensive cars of a few years ago. The very latest in testing methods and manufacturing techniques have been used to make certain that Chevelle maintains its leadership.

And to offer people leadership in luxury, too, we've added four elegant new Laguna models to the top of the line.

In fact, in terms of size, comfort and variety of choice, the new Chevelle has been redesigned to be the best car for the needs of most Americans.

Perhaps you are one of them. For your new car, consider our 1973 Chevelle Laguna, Malibu and Deluxe. We believe you will find a model just right for you.

In the new Chevelle, Chevrolet is building an even better way to see the U.S.A.



LAGUNA

Laguna. The New Top of the Line Chevelle with a Look all its Own. We designed the luxurious new Laguna to rival more expensive cars in its rich interiors, quietness, comfort and

security. We designed it with a sleek look all its own—a distinctive front end made of tough resilient urethane incorporating our new improved front bumper system. Behind it is a big Turbo-

Fire 350-2 V8, standard. And like all '73 Chevilles, the new Laguna is engineered to take full advantage of new manufacturing and design methods. The result is a combination of

smooth ride and precise handling unsurpassed by many more expensive cars. Lean back and enjoy its quiet elegance. Laguna, all the car most people need—with the luxury they want.

Right and on front cover,
the Laguna Colonnade Hardtop Coupe.

Copyright 1972, Chevrolet Motor Division, General Motors Corporation. Many available Options and Custom Features are offered for Chevelle. Some are illustrated or described in this catalog.



Laguna Colonnade Hardtop Sedan. For those who want the comfort and styling of the new Laguna with

four-door convenience. New strength comes from Laguna's new perimeter-type frame and a new improved front

bumper system with twin hydraulic cylinders. The classic new six-window styling gives added roof strength and

tighter glass fit, while more glass area and thinner corner pillars contribute to the Laguna Colonnade Hardtop Sedan's

exceptional visibility. You'll be pleased, too, with the roominess for six people, and the comfort of full foam seats.

Added to the increased glass area, it means that your whole family can see the U.S.A. in luxury.



Laguna Estate Wagon. It's every bit an elegant Laguna but in wagon form. Warm wood-grain vinyl covers the side and tailgate panels, and full wheel covers (also standard) add a finishing touch. For families that don't want to leave any of the comforts of home, home. To get the full story on the new Laguna Estate and all the new Chevrolet wagons, be sure to ask your dealer for the 1973 Chevrolet Wagon Catalog.

Laguna Wagon. What could be simpler than Chevelle's dependable new wagon liftgate. Like a sedan trunk lid, it's counterbalanced to swing up and out of the way with very little effort—for loading, unloading or stepping into the third seat. An instrument panel light warns if it's not latched. On 3-seat models, swing-out rear quarter windows are included for the convenience of your passengers. They're available on 2-seat Chevelle wagons as well.

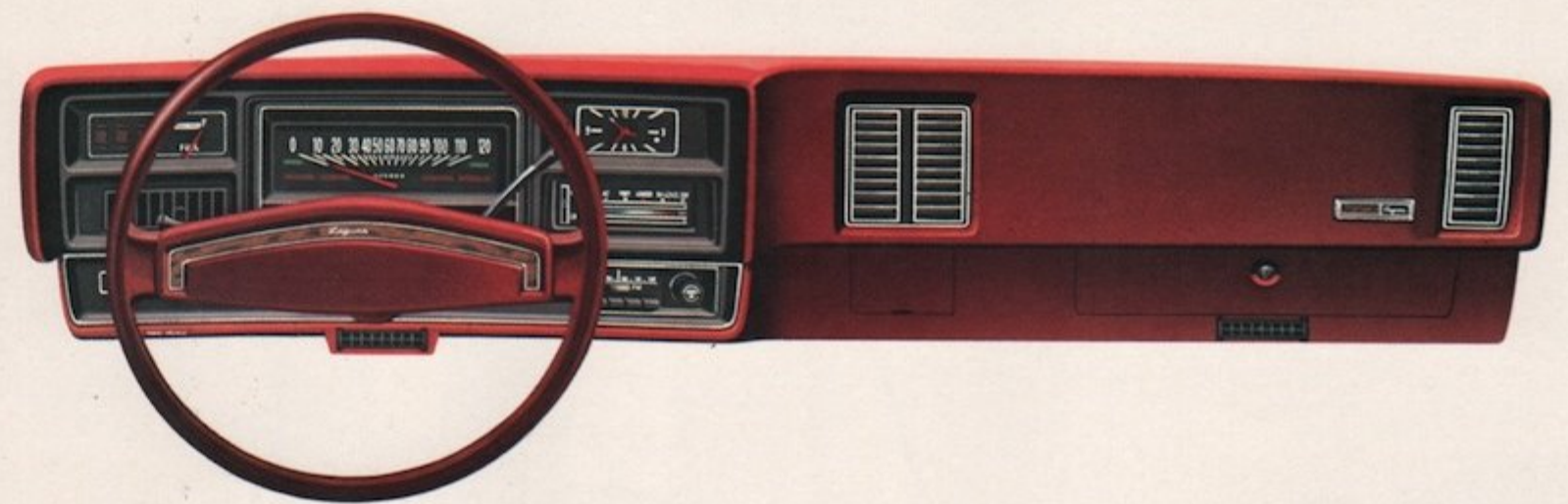




Standard Interior for Laguna Coupe and Sedan. Rich interiors are fully in keeping with Laguna's luxury. For example, Laguna's seats, both front and rear, are molded of full foam for just the right combination of softness and

support. And Laguna gives you a choice of 10 interior combinations in pattern cloth and vinyl or cool breathable all-vinyl. Distinctive door trim includes handy map pockets and Laguna nameplates. Deep-twist carpet-

ing covers the floor and is color-keyed to the interior trim. In addition, with black all-vinyl interior, choose black or red accent carpeting.



Laguna Instrument Panel. With wood-grain vinyl accents. The new soft-rim steering wheel with cushioned center has a Carpathian burl elm vinyl inlay and distinctive Laguna emblem. Steering wheel and column are color-keyed to the interior of the car.

Interior Comfort and Convenience. Increased roominess • New molded full foam front and rear seat construction • Deep-twist carpeting • New

acoustical double-panel steel roof helps absorb sound • New flow-through power ventilation system • New inside hood release • Glove compartment light • Cigarette lighter • Dual-speed electric windshield wipers • Day-night inside rearview mirror • Foot-operated parking brake.

Laguna Exclusive Standard Features. Turbo-Fire 350-2 V8 engine • Laguna urethane front end styling • Full wheel

covers • Bright accented dual-unit taillights • Wheel opening moldings • Roof drip moldings • Front fender nameplates further identify Laguna. **Exterior Styling.** New Colonnade Hardtop design for improved strength, tight body and glass fits and reduced wind noise • Distinctive rear quarter window on coupe; six-window styling on sedan • Flush-style door handles • Hide-A-Way windshield wipers • Rectangular outside rearview mirror • Protected antenna built into windshield glass (when factory-installed radio is ordered) • Thin windshield pillar design.

Mechanical Features. Redesigned Full Coil suspension system for added ride comfort, straight-line tracking and improved road contact during cornering • Improved stability from increased front and rear track • Coil springs are computer-selected to match individual car's weight • Wide bias belted ply G78-14 tires on 6" wide wheels • Power train, frame and suspension are isolated from the body with rubber mounts for quietness • 3-Speed manual transmission standard; automatic Turbo Hydra-matic available • Self-adjusting disc/drum brakes resist fade; power assist available • Refined Delcotron generator and corrosion-resisting sealed side-terminal battery • Improved emission controls • Coolant recovery system.

Dimensions and Capacities. Wheelbase: 112" (coupe), 116" (sedan); Overall length: 203.9" (coupe), 207.9" (sedan); Overall width: 76.6"; Height, loaded: 53.1" (coupe), 53.8" (sedan); Front tread: 61.5"; Rear tread: 60.7"; Luggage space: 15.3 cu. ft; Larger rated fuel capacity: 22 gal.



Laguna Interior with New Swing-Out Strato-bucket Seats. Release of the side locking handle allows the seat to pivot up to 90° for easy entry or exit, and rear seat accessibility is also improved. The full-foam all-vinyl seats are contoured

for comfort and lateral support in cornering, and individually adjust five inches forward and backward. Choice of black, blue, neutral or saddle. (Available for Colonnade Hardtop Coupe only.)



MALIBU

Malibu. The Complete Car for More Americans. As you can see, our Malibu, a traditional favorite, is beautifully redesigned for 1973. And as good as it looks, what's not so apparent is even

better. There's more room for six passengers. There's an improved combination of handling and luxury ride. There's added comfort from the new flow-through power ventilation

system and a wide selection of rich interiors. And there's Malibu's new improved front bumper system and front disc brakes. Chevrolet is building a better way.



Malibu Colonnade Hardtop Coupe, left page. The advanced roof design of the Malibu Colonnade Hardtop Coupe adds more than style; it adds the greater strength of a pillared hardtop.

Malibu Colonnade Hardtop Sedan, above. Its modern six-window design features a 35% increase in glass area. And there's more rear seat leg room for passenger comfort.

Malibu Wagon, background. Malibu's new counterbalanced liftgate gives easy access to up to 85 cubic feet of cargo space. Malibu Wagon is also available with SS equipment.



Malibu SS. Makes A Good Thing Even Better. To the sporty appearance of the Malibu Colonnade Hardtop Coupe, we've added a black-finished grille with SS emblem. Left-hand remote control and right-hand manual Sport Mirrors. SS emblems on fenders, door trim, steering wheel and over rear bumper. Bright roof drip molding. Lower body side and wheel opening striping keyed to body color. Black accented taillight framing. Special instrument cluster. And to put it all on a good foundation, there are special front and rear stabilizer bars, 14 x7 Rally Wheels with special center caps and trim rings, and wide G70-14 white-lettered tires. New swing-out Strato-bucket seats are available, pivot 90° for easy entry and exit. The SS requires an available 350 or 454 V8 and 4-Speed manual or Turbo Hydra-matic transmission. SS equipment also available for Malibu Wagon.

Malibu Estate Wagon. Warm wood-grain vinyl adds the final touch to the Malibu Estate Wagon, below. Get all

the facts about wagons in the 1973 Wagon Catalog, available from your Chevrolet dealer.



Standard Interior for Malibu Colonnade Hardtop Coupe and Sedan. There's a wide choice of fresh new mixed-pattern cloth and vinyl interiors in black, blue and green, plus chamois for the coupe only. Available all-vinyl interiors include six color choices—black, neutral, green, blue and chamois, plus saddle for the coupe only. With available swing-out Strato-bucket seats, all-vinyl choices are black, blue, neutral, saddle and chamois. Interior trim and deep-twist carpeting complement seat trim. (With black vinyl interior, choose black or red carpeting.)

Interior Comfort and Convenience. Increased roominess • Soft-rim steering wheel • New molded full foam front and rear seat construction • Deep-twist carpeting • New acoustical double-panel steel roof helps absorb sound • New flow-through power ventilation system with sensor to delay blower until

engine warms up • New inside hood latch release • Glove compartment light • Cigarette lighter • Dual-speed electric windshield wipers • Day-night inside rearview mirror • Foot-operated parking brake.

Standard Malibu Features.

Exterior Styling. New Colonnade Hardtop design for strength and reduced wind noise • Flush-style door handles • Hide-A-Way windshield wipers • Rectangular outside rearview mirror • Protected antenna built into windshield glass (when factory-installed radio is ordered) • Thin windshield pillar design • Distinctive rear quarter window on Colonnade Hardtop Coupe; advanced six-window styling on Colonnade Hardtop Sedan.

Mechanical Features. Redesigned Full Coil suspension system for added ride comfort, straight-line tracking and improved road contact during cornering • Improved stability from increased front and rear track • Softer-

rate coil springs at each wheel are computer-selected to match individual car's weight • Wide bias belted ply tires on 6" wide wheels give the Malibu more "bite" under changing road conditions

• Standard V8 is Turbo-Fire 307; standard Six is Turbo-Thrift 250. Both have standard 3-Speed manual transmission • Power train, frame and suspension are isolated from the body with rubber mounts for quietness • Disc/drum brakes resist fade, are self-adjusting; power assist available • Refined Delcotron generator and corrosion-resisting sealed side-terminal battery • Improved emission controls • Coolant recovery system.

Dimensions and Capacities. Wheelbase: 112" (coupe), 116" (sedan); Overall length: 202.9" (coupe), 206.9" (sedan); Overall width: 76.6"; Height, loaded: 53.1" (coupe), 53.8" (sedan); Front tread: 61.5"; Rear tread: 60.7; Luggage space: 15.3 cu. ft.; Larger rated fuel capacity: 22 gal.



DELUXE

Deluxe Colonnade Hardtop Coupe (foreground) and Sedan, a Lot of Car for a Lot of People. Everything that's

right about our new Chevelle starts here. And because the Deluxe is a '73 Chevelle, it benefits from all of



Chevelle's advanced engineering. Like its suspension system that gives it handling and ride like more expensive cars. Power flow-through ventilation. Disc/drum brakes. New improved front bumper system. Double-panel acoustical steel roof—the strong, silent type. Plus comforts that tell you our basic car is a lot more than basic, like electric windshield wipers that disappear, full foam seats and all the standard equipment listed on these pages.

Deluxe Wagon. You get the same advanced engineering in our Deluxe Wagon as you do in our other new Chevelle wagons. You also get our new hatchback liftgate that's simple as a car trunk lid, but gives you a lot more cargo accessibility.

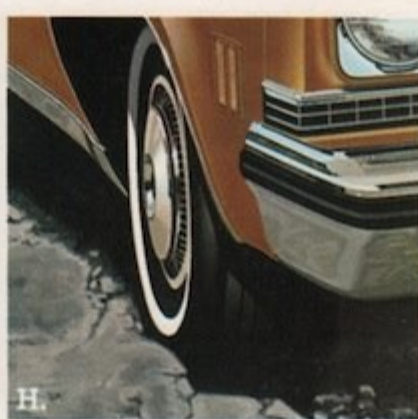
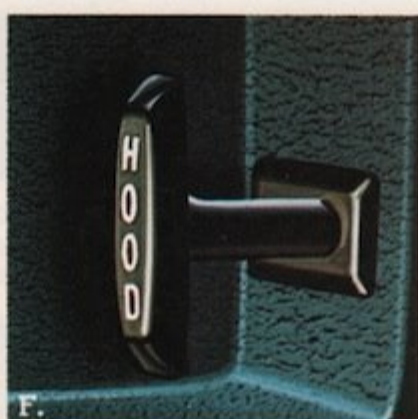
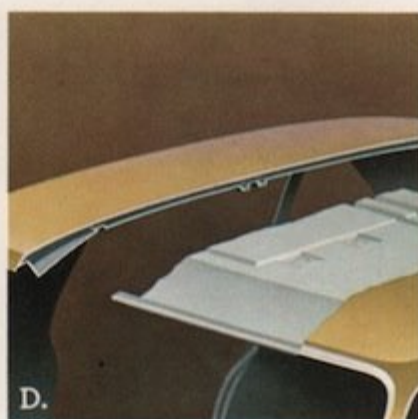
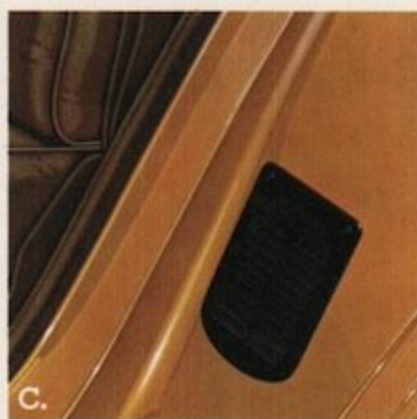
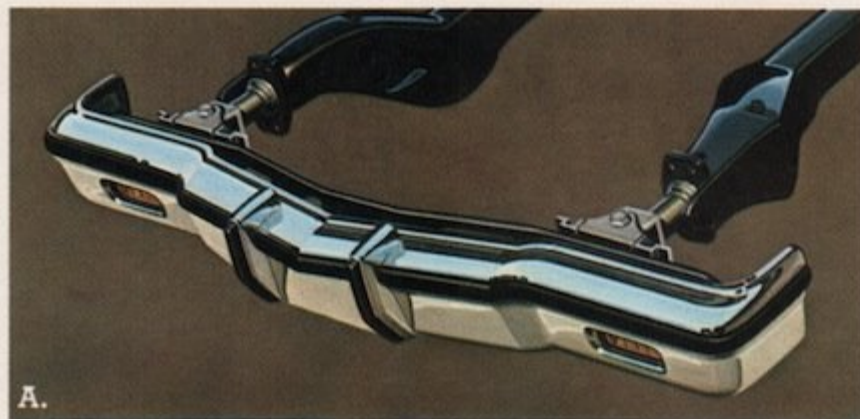


Standard Interior for Deluxe Colonnade Hardtop Coupe and Sedan. Sink into the comfort of molded full foam seats—the same material as in many luxury cars. Choose seat trim in green or black cloth-and-vinyl. Also available are three cool, breathable knit all-vinyl trim selections: green or black, plus neutral for the coupe only. Interiors of all models are trimmed in matching vinyl with floor covering color-keyed in durable vinyl-coated rubber.

Interior Comfort and Convenience. Increased roominess • Soft-rim steering wheel • New molded full foam front and rear seat construction • New acoustical double-panel steel roof helps absorb sound • New flow-through power ventilation system • New inside hood latch release • Cigarette lighter • Dual-speed electric windshield

wipers • Day-night inside rearview mirror • Foot-operated parking brake. **Standard Deluxe Features.** **Exterior Styling.** New Colonnade Hardtop design for strength and reduced wind noise • Flush-style door handles • Hide-A-Way windshield wipers • Rectangular outside rearview mirror • Protected antenna built into windshield glass (when factory-installed radio is ordered) • Thin windshield pillar design • Distinctive rear quarter window on Colonnade Hardtop Coupe; advanced six-window styling on Colonnade Hardtop Sedan. **Mechanical Features.** Redesigned Full Coil suspension system for added ride comfort, straight-line tracking and improved road contact during cornering • Improved stability from increased front and rear track • Softer-rate coil springs at each wheel are

computer-selected to match individual car's weight • Wide bias belted ply tires on 6" wide wheels (E78-14, 6-cyl.; G78-14, V8) • Standard V8 is Turbo-Fire 307; standard Six is Turbo-Thrift 250. Both have standard 3-Speed manual transmission • Power train, frame and suspension are isolated from the body with rubber mounts for quietness • Disc/drum brakes resist fade, are self-adjusting; power assist available • Refined Delcotron generator and corrosion-resisting sealed side-terminal battery • Coolant recovery system. **Dimensions and Capacities.** Wheelbase 112" (coupe), 116" (sedan); Overall length: 202.9" (coupe), 206.9" (sedan); Overall width: 76.6"; Height, loaded: 53.1" (coupe), 53.8" (sedan); Front tread: 61.5"; Rear tread: 60.7"; Luggage space: 15.3 cu. ft.; Larger rated fuel capacity: 22 gal.



Standard Features on all Chevelles.

A. New Improved Front Bumper System. This new system retracts on minor impact and hydraulically cushions the shock. (Shown with deluxe bumper styling.)

B. Laguna Front Bumper System.

This distinctively styled front end nose cone is entirely covered by a resilient, rubber-like material called urethane, which resists dents and dings. On minor impact the urethane nose cone, backed up by a shock-absorbing system, deflects and rebounds.

C. New Flow-Through Power Ventilation System. The three-speed blower brings in outside air without the need to open a window. It may be blended with heated air as required. In addition, an engine temperature sensor will delay operation until the engine warms up, if the blower is set at Low.

D. New Double Panel Steel Acoustical Roof. To the increased strength of double steel roof panels, Chevelle adds scientifically designed acoustical perforations that absorb sound.

E. New Colonnade Hardtop. The steel pillar of the new Colonnade Hardtop adds to the Chevelle's advanced engineering and classic appearance. The new design increases roof strength and glass area. Window glass fits tighter, reducing wind noise.

F. New Inside Hood Latch Release. Not only is this an added convenience, but it also means that when you lock the car, you in effect lock the hood.

G. New Front Disc Brakes. Every Chevelle offers the stopping power of front disc brakes that resist fade, are nearly impervious to water and contribute to straightline stops. Both front disc and rear drum brakes are self-adjusting. Power assist is available.

H. Redesigned Full Coil Suspension System. Wider tread, wider 6" wheels, refined front suspension geometry and rubber insulated components contribute to a quieter, steadier ride with exceptional handling.

Durability Features. New heavy, strong frame • New improved front bumper system • Protective inner fenders, front and rear • Double-panel steel doors, hood, roof and deck lid • Long-life aluminized exhaust system • Body sills are open-design to resist corrosion • Magic-Mirror acrylic lacquer finish, hard, bright and fade resistant.

Occupant Protection Features. Seat belts with pushbutton buckles for all passenger positions • Single-buckle seat and shoulder belts for driver and right front passenger with reminder light and buzzer • Two front seat head restraints • Energy-absorbing steering column • Passenger guard door locks with forward-mounted lock buttons • Side guard beams • Safety door latches and hinges • Folding seat back latches • Energy-absorbing padded instrument panel and front seat back tops • Thick-laminate windshield • Padded sun visors • Safety armrests • Safety steering wheel • Contoured full roof inner panel • Cargo-guard luggage compartment.

Accident Prevention Features. 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 • Starter safety switch • Dual-action safety hood latch • Improved bumper system.

Anti-theft Features. Anti-theft ignition key warning buzzer • Anti-theft steering column lock • Inside hood latch release • Multiple key combinations • Visible vehicle identification.

Available Equipment on all Chevelles.

Chevelle offers an exceptionally wide selection of options, so you can tailor your new Chevelle just the way you want it. For a complete selection, please look through the 1973 Chevrolet Options Catalog or ask your Chevrolet dealer.

1. Deluxe Bumpers.

Added protection from resilient impact strips. Front and rear bumper guards required. (Not available on Laguna.)

2. Dual Sport Mirrors.

Matching body color. Mirror on the driver's side is adjustable without lowering the window, using the remote control knob on the inside door panel. Right-hand mirror is manual. (Included on SS.)

3. Power Door Locks.

Allow the driver to lock all doors with a touch of a button. Added security and a great convenience in unlocking the doors for entering passengers.

4. Power Windows.

The driver can raise and lower side windows without leaving his seat. There are also separate controls for passenger convenience. (Laguna and Malibu only.)

5. Comfortilt Steering Wheel.

Adjusts to six positions for comfort and for easy entry and exit. Turbo Hydra-matic or 4-speed transmission required.

6. Wire Wheel Covers.

So carefully detailed they could be mistaken for wire wheels. Brushed metal looks like a casting; 48 bright metal spokes. (Not available on SS.)

7. Turbine I Wheels.

With the appearance of expensive cast aluminum wheels, these are tough metal-look urethane backed by steel.

8. Four-Season Air Conditioning.

Wide-range temperature control lever for just the right amount of heated or cooled air. Set the unit for heating, cooling, defrosting or defogging. Bi-level setting warms the feet while cooling the face. (V8 models with power brakes only.)

9. AM/FM Radio.

Each of the five buttons selects one station for AM, another for FM, for a total of 10 stations available at the touch of a button. The antenna is mounted in the windshield where it is protected from signal-robbing corrosion and from breakage.

10. Power All-Metal Sliding Sky Roof.

Top off your Chevelle with the luxury of a power Sky Roof. Just a touch of a button opens the car to the sun and air. (Laguna and Malibu Colonnade Hardtop Coupes only.)

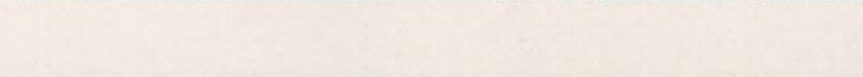
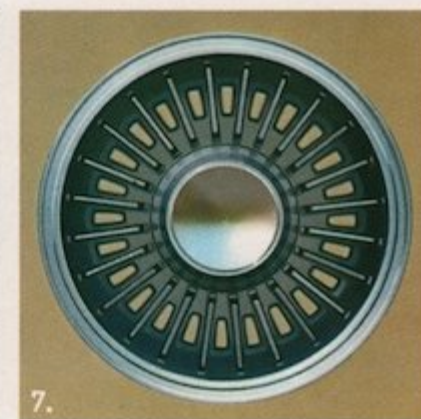
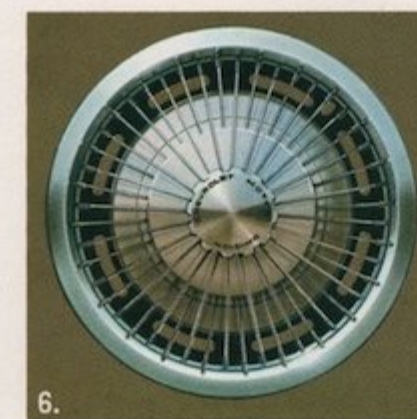
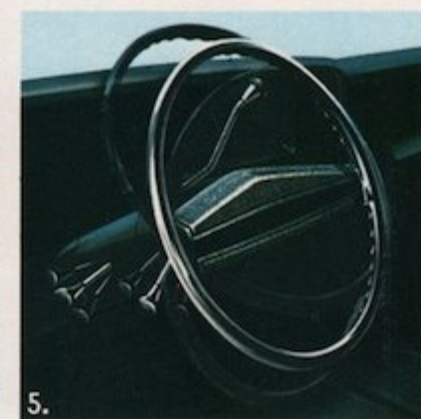
Power Teams

ENGINES	Engine Usage	3-Speed Manual	4-Speed Manual	Turbo Hydra-matic*
100-hp Turbo-Thrift 250	Standard Six	Standard	Not Available	Available
115-hp Turbo-Fire 307 V8	Standard V8	Standard	Not Available	Available
145-hp Turbo-Fire 350-2 V8	Standard V8 ¹	Standard	Not Available	Available
175-hp Turbo-Fire 350-4 V8	Available	Not Available	Available ²	Available
245-hp Turbo-Jet 454-4 V8	Available ³	Not Available	Available ⁴	Available

*Power brakes required on Laguna models.

1. Standard on Laguna only; available on Malibu and Deluxe. (250 Six and 307 V8 not available on Laguna.) 2. Wide-Range 4-Speed, available only on Colonnade Hardtop Coupe models with Special Front and Rear Suspension. 3. Requires power steering, power brakes and 4-Speed or Turbo Hydra-matic. 4. Close-Ratio 4-Speed, available only on Colonnade Hardtop Coupe models with Special Front and Rear Suspension. Positraction rear axle and Trailering or Performance axle ratios available.

NOTE: Horsepower figures are SAE net, as installed in the cars. All 1973 Chevelle engines are equipped with advanced exhaust emission control systems, and are designed to operate efficiently on all regular grade gasolines including low-lead or no-lead. 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 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.





Laguna Colonnade Hardtop Coupe



Laguna Colonnade Hardtop Sedan



Malibu SS Colonnade Hardtop Coupe



Malibu Colonnade Hardtop Coupe



Malibu Colonnade Hardtop Sedan



Deluxe Colonnade Hardtop Coupe



Deluxe Colonnade Hardtop Sedan

Your 1973 Chevelle Check List. Use boxes to check color and equipment desired.

Exterior Colors

☐ Beige ☐ Tuxedo Black ☐ Light Blue Metallic ☐ Dark Blue Metallic ☐ Midnight Blue Metallic ☐ Dark Brown Metallic ☐ Chamois ☐ Light Copper Metallic ☐ Green-Gold Metallic ☐ Light Green Metallic ☐ Dark Green Metallic ☐ Midnight Green ☐ Dark Red Metallic ☐ Silver Metallic ☐ Taupe Metallic ☐ Antique White.

Interiors and Colors

Laguna. Conventional seat: pattern cloth and vinyl in ☐ Black ☐ Blue ☐ Green ☐ Red. All-vinyl (available) in ☐ Black ☐ Neutral ☐ Green ☐ Red ☐ Blue, plus ☐ Saddle for coupe only.

Strato-bucket seats (available for coupe only): all-vinyl in ☐ Black ☐ Blue ☐ Neutral ☐ Saddle.

Malibu. Conventional seat: pattern cloth and vinyl in ☐ Black ☐ Blue ☐ Green, plus ☐ Chamois for coupe only. All-vinyl (available) in ☐ Black ☐ Neutral ☐ Green ☐ Chamois ☐ Blue, plus ☐ Saddle for coupe only.

Strato-bucket seats (available for coupe only): all-vinyl in ☐ Black ☐ Blue ☐ Neutral ☐ Saddle ☐ Chamois.

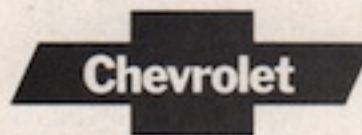
Deluxe. Cloth and vinyl in ☐ Black ☐ Green. All-vinyl (available) in ☐ Black ☐ Green, plus ☐ Neutral for coupe only.

Power Teams

☐ Turbo-Thrift 250 Six (Standard except Laguna) ☐ Turbo-Fire 307 V8 (Standard except Laguna) ☐ Turbo-Fire 350-2 V8 (Standard on Laguna) ☐ Turbo-Fire 350-4 V8 ☐ Turbo-Jet 454-4 V8 ☐ 3-Speed Manual (Standard) ☐ 4-Speed Wide-Range ☐ 4-Speed Close-Ratio ☐ Turbo Hydra-matic ☐ Positraction Rear Axle ☐ Performance Axle Ratio ☐ Trailering Axle Ratio.

Available Items:* ☐ Swing-Out Strato-bucket Seats ☐ Center Console ☐ 6-Way Power Seat ☐ Vinyl Roof Cover ☐ Power All-Metal Sliding Sky Roof ☐ Sport Mirrors ☐ Deluxe Bumpers ☐ Bumper Guards ☐ Comfortilt Steering Wheel ☐ Four-Season Air Conditioning ☐ Soft-Ray Tinted Glass ☐ Variable-Ratio Power Steering ☐ Power Brakes ☐ Power Door Locks ☐ Power Windows ☐ Rear Window Defogger ☐ Electric Clock ☐ Turbine I Wheels ☐ Wire Wheel Covers ☐ Full Wheel Covers ☐ Special Instrumentation ☐ Special Suspension ☐ AM/FM/Stereo Radio ☐ AM/FM Radio ☐ AM Radio ☐ Stereo Tape System with AM/FM/Stereo Radio ☐ Stereo Tape System with AM Radio ☐ Rear Seat Speaker ☐ Custom Deluxe Belts ☐ Red Accent Carpeting ☐ Color-keyed Floor Mats ☐ Auxiliary Lighting Group ☐ Visor Vanity Mirror ☐ White Stripe Tires ☐ White Lettered Tires.

*Availability of these items often depends on model and other equipment selected. Your Chevrolet dealer can answer any questions concerning availability of specific items.



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