

# '74 VEGA



BUILDING A BETTER WAY TO SEE THE U.S.A.

In its brief but impressive three-year history, Vega has won quite a few major automotive honors and has become one of the best selling cars in America.

So what do we do?

We change it.

But mostly for sensible reasons, such as durability, economy and passenger security.

There's a wider selection of colors and available options than in '73, and there's a good reason for

that, too. You see, you don't buy a little car just to save money anymore. You want style and spirit. You want good handling. Maybe you even want stripes.

Sure, more than ever, you want economy. We haven't overlooked that. And this year we've improved performance, with modifications in the inlet manifold, the carburetor linkage and so on.

We've also increased the size of the fuel tank, so you can go even farther between stops.

*Hatchback.  
Hydropneumatic hatch arms.  
Refined suspension.*

*Interior fabrics.  
Notchback.  
Kammbach Estate.*

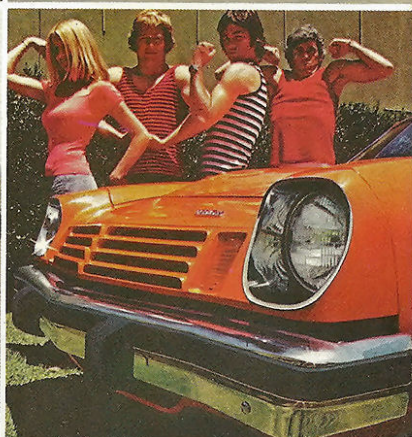
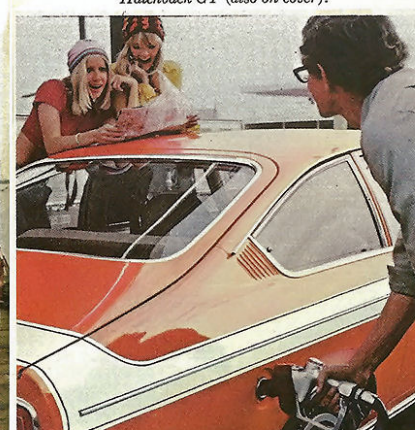
*Kammbach.  
Electric windshield washers.  
Improved bumper system.*

# NEW STUFF

*Gas filler location.  
Disc brake wear sensors.  
Hatchback GT (also on cover).*

*Kammbach GT.  
Vinyl roof available for the Hatchback.  
Panel Express.*

*Hatchback with available stripes.  
Seat/shoulder belt system.  
Notchback LX.*



# NOTCHBACK & LX

About all you could want in a little car. Except a hatch.



The Notchback, on the right, is a winner for an additional reason—it's our lowest priced Vega.

It has a little more room than the Hatchback, and it has a fully enclosed trunk, so it should be a little quieter on the highway.

The LX, above, is a deluxe version of the Notchback, with a vinyl roof, protective side moldings, Custom Interior trim, wheel covers, some additional



Vega Notchback.

sound insulation and so forth. Now, for a moment, let's cover some basic Vega features, then on to new features which will be of particular interest to current Vega owners (and you're over a million people, thank you). First, Vega certainly is an economy car. Our overhead cam aluminum alloy block engine was designed just for Vega. We think you'll find it does quite well with a gallon of gas.

Our engine is also powerful for its size, and this power helps make Vega a good little road car.

Other factors contributing to roadability include a wide stance and a low center of gravity.

Front disc brakes.

A wide tread for a little car.

Independent front suspension.

Ball-Race steering with front-mounted linkage to help make Vega easy to steer even at parking speeds.

Vega's a comfortable little car, too.

With molded full foam front bucket seats and a Full Coil suspension.

Which brings us back to 1974.

The springs and the shock absorbers are modified this year. The bumpers are larger and improved to help cushion minor impacts.

And in redoing the bumpers we reshaped the back end some and the front end a lot. The nose now has cooling slots instead of a grille.

The disc brakes have a wear sensor which makes a noise to signal you if

there's need for brake lining attention.

We added more sound insulation to help make Vega ride quiet.

The fuel tank rated capacity has been increased from 11 to 16 gallons. One more thing. A Decor Group is available, and it consists of bright side window moldings and a sliding adjustment for the passenger seat.

Many Options and Custom Features may be ordered for Vega. Some are illustrated or described in this catalog.  
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# HATCHBACK

The little car that changed the car world.

# & STRIPES

If you want to look sportier.



The Vega Hatchback changed the car world, because it was the first little American car that you could use sort of like a station wagon. The back seat folds down to become a 65.5" x 42" load floor, the hatch opens up wide for loading. Or, for an available Hutch. (See page 15.)

A lot of people (even us with our Nova) copied our hatch. We've improved upon it. Now, instead of folding arms the hatch is held open by telescopic hydropneumatic



springless counterbalancing arms. It's easier to lift and close.

You can order a vinyl roof cover for the Hatchback now, in your choice of 10 colors.

With its new front and rear appearance we think our Hatchback bears a resemblance to expensive sports cars. It wasn't our intent—the reshaping was to make Vega tougher—but we think it turned out that way.

One thing that may take a little getting used to is Vega's new gas filler

location. It's on the right rear fender instead of behind the license plate, so it's a little easier to fill.

Inside the new Vega you get more choices in fabrics and colors. More about that later.

You also get a combination front seat/shoulder belt system with a starter interlock. And new electric windshield washers that deliver fluid as long as you hold your finger on the pushbutton.

As for the Hatchback with

stripes, it's called the Sports Decor package. This available package consists of protective side moldings, sandwiched by colorful side stripes which also extend around the rear deck. The molding is sensible, the stripes are very sporty, and there are six colors from which to choose.

## STRIPES



# KAMMBACK & ESTATE

Vega, with extra cargo space.



From Chevrolet, America's family station wagon builder, two little honeys.

The Kammback Wagon, which is built like a Vega, drives like a Vega, saves like a Vega. Plus it has that added space behind the back seat. The second seat folds down, and the entire load floor is carpeted.

Our fancier wagon, the Kammback Estate, alias a neat little woody, includes Custom Interior trim and nice touches like wood-grain vinyl

exterior panels, wheel covers, deluxe seats, sport steering wheel, assist handle in the instrument panel, two rear seat ashtrays, dome light switch in the right door, 2-position adjustable driver's seat back and a day/night inside rearview mirror.

The luggage rack can be ordered with either wagon or Panel Express.

Like our other Vegas, the wagons also have modified shock absorbers and springs.

Plus added insulation and exhaust

system refinements to help quiet the ride.

One unique feature is the aerodynamic styling. In fact, Kammback was named after a pioneer in the science of the effects of air flow and stability, Doctor W. I. E. Kamm.

We'd also like to remind you again about our unique little engine. Little in weight, that is, since it has an aluminum alloy block.

But big in output. So you can load up the back and still move along

at highway speeds.

And now, on the right, our economy truck. The Vega Panel Express.

It has just one bucket seat, though you can order a passenger seat.

It isn't carpeted.

It doesn't have side windows.

It isn't fancy.

And it isn't expensive.

But you can be inventive. Put your name on the outside and all sorts of things inside. Then have some fun and save some money.

## KAMMBACK, ESTATE AND PANEL EXPRESS DIMENSIONS.

|  |              |
|--|--------------|
| Floor Length (front seat to rear gate) | 67.7 in.     |
| Floor Width (between wheelhouses)      | 42.6 in.     |
| Liftgate Opening Height                | 26.1 in.     |
| Liftgate Opening Width (at floor)      | 42.1 in.     |
| Cargo Capacity (max)                   | 50.2 cu. ft. |



# GT

The most honored little American car.



The Kammback GT.

The Vega GT. This year's version of last year's *Motor Trend* Economy Car of the Year. A special honor on top of all the other honors received by Vega. Now, improved like our other Vegas, with added sound insulation, new springs and recalibrated shock absorbers. The GT, Hatchback or Kammback, consists essentially of the higher output version of our overhead-cam

4-cylinder engine\*. For openers. You also get stabilizer bars, special 13 x 6 GT wheels and A70 x 13 white lettered tires, special instrumentation (tach, electric clock, amp and temp gauges), an assist handle in the instrument panel, four-spoke sport steering wheel, 2-position adjustable driver's seat back, wood-grained vinyl on the instrument cluster, body-colored door handle inset, black-accented lower body molding, bright hood header panel

molding, black-finished headlight bezels and lower body sill, parking lights with a clear lens and an amber bulb. GT sport stripes are available for the lower body sill and rear deck (or liftgate), and the reason they're not included is that some people prefer the GT without them. You can also order steel belted radial ply tires and a 4-Speed manual in place of the standard 3-Speed.

Speaking of manual reminds us that you get one with every Vega. A 104-page Do-It-Yourself Service booklet that's particularly helpful to you car enthusiasts—which most GT owners seem to turn out to be.

The GT offers exhilaration, responsiveness and, surprisingly perhaps, gas economy, too. It has a staged two-barrel carburetor with a secondary bore that kicks in when you need a little extra power.

#### 1974 VEGA ENGINE SPECIFICATIONS

|                     | Standard 140* | Available 140-2* † • |
|---------------------|---------------|----------------------|
| Horsepower, SAE net | 75 @ 4400     | 85 @ 4400            |
| Torque, SAE net     | 115 @ 2400    | 122 @ 2400           |
| Compression ratio   | 8.0:1         |                      |
| Carburetion         | single-barrel | staged two-barrel    |

\*Standard 3-Speed manual, available 4-Speed manual or Turbo Hydra-matic are offered with either engine. †Included with GT. •Check your dealer for availability. See fuel requirement information on back page.

# INTERIORS

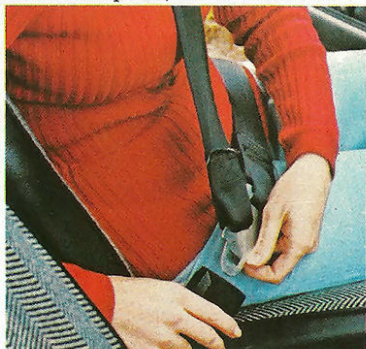
## Randolph, Napachi, Tetra and Ranier.

Perhaps the greatest number of changes you can see in this year's Vega happen here, inside.

First, more variety. Instead of two you get a choice of four distinct interiors. At no extra cost you can choose a cloth and vinyl or an all-vinyl. Or, you can order the Custom Interior with Sport cloth or perforated all-vinyl. The Custom Interior trim comes with the LX and the Estate models.

Vega color and trim combinations, both in the standard and the Custom Interior, are very complex for '74. We suggest you look at your Chevy dealer's chart.

The Custom Interior includes soft vinyl door and sidewall trim, map pockets in both doors, a day/night rearview mirror, door pull assist handles, an assist handle in the instrument panel, added acoustical



New seat/shoulder belt system.

materials in the passenger compartment and a hood insulating "blanket," plush seats, carpeting on the load floor of the Hatchback, two ashtrays in the back seat, a sliding adjustment for the front passenger seat in the Notchback, a chrome trim plate for the transmission control and a dome light switch in the passenger door as well as the driver's door.

You can also order a 2-position adjustable driver's seat. It's included with GTs and the Estate Wagon.

Vega front bucket seats (except

Panel Express) continue to be full foam cushioned for comfort, and contoured for proper support. Head restraints are built into the seat back.

New combination seat and shoulder belt system with inertia reel allows



Standard steering wheel.



Sport steering wheel.

driver and right front passenger freedom of movement. A new sequential starter interlock system helps you remember to use the new belt system.

The steering wheel has a new shroud, or cover, and the horn is easier to honk. A four-spoke sport steering wheel can be ordered. It's included with the GTs, the LX and the Estate Wagon.

We're using a new cut-pile nylon carpeting this year which we think is a little nicer.

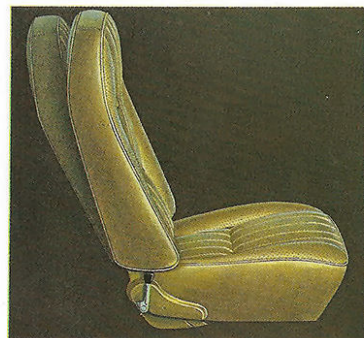
Features that continue include transmission and parking brake controls mounted in the tunnel between

the bucket seats, a glove box, a cigarette lighter, a stowage well in the driver's door, function symbols on the control knobs.

And, our power ventilation system which keeps air moving through the car, even with the windows closed. On the Hatchback and Notchback the air is now exhausted through valves in the door pillars rather than through rear deck louvers.

If you like, you can order Four-Season air conditioning for your Vega. We think it's an exceptionally good system for a little car, and we think that this year we've made it even better by improving the air outlets.

A continuing Vega feature is



2-position adjustable driver's seat back.

roominess. Certainly not like a big car but, per passenger, close to as much hip and shoulder room as many big cars.

Vega's a very comfortable and very attractive little car, and we invite you to come in, sit down and look around.

Custom Interior day/night rearview mirror.



Tetra: The available Custom perforated vinyl interior.  
Ranier: The available Custom cloth interior

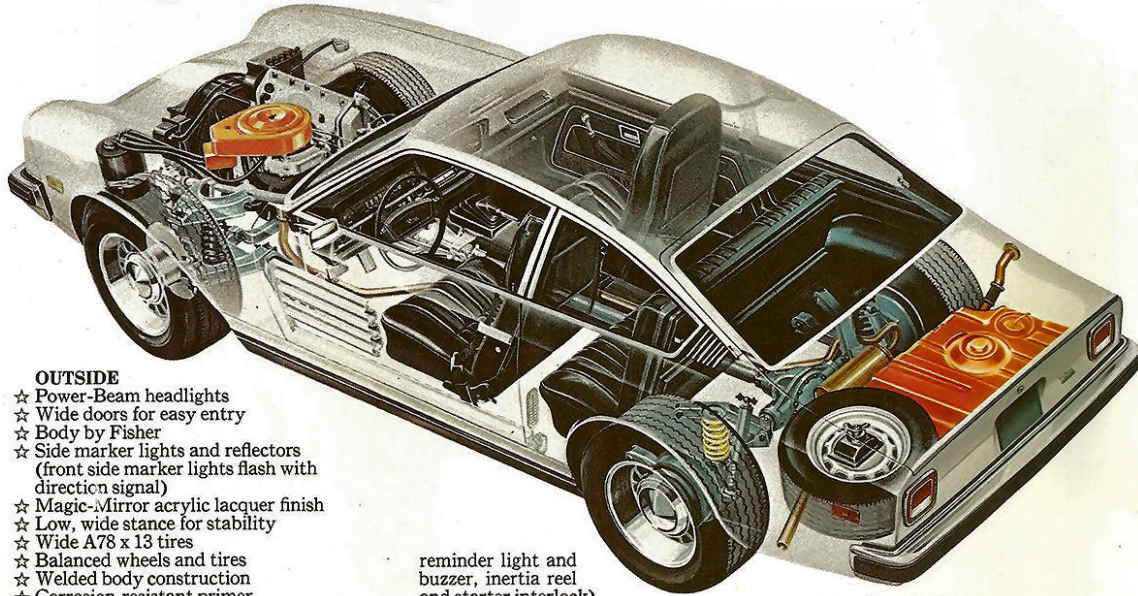


Napachi: The standard knit vinyl interior.  
Randolph: The standard cloth and vinyl interior.



# STANDARDS

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



## OUTSIDE

- ☆ Power-Beam headlights
- ☆ Wide doors for easy entry
- ☆ Body by Fisher
- ☆ Side marker lights and reflectors (front side marker lights flash with direction signal)
- ☆ Magic-Mirror acrylic lacquer finish
- ☆ Low, wide stance for stability
- ☆ Wide A78 x 13 tires
- ☆ Balanced wheels and tires
- ☆ Welded body construction
- ☆ Corrosion-resistant primer
- ☆ Dual-action safety hood latches
- ☆ Double-panel doors with welded-on hinges
- ☆ Bolt-on front fenders
- ☆ Self-cleaning rocker panels
- ☆ 97" wheelbase for nimble handling
- ☆ Dent-resistant valance panel under the front bumper
- ☆ Improved bumper system
- ☆ Thick-laminate windshield
- ☆ Outside rearview mirror
- ☆ Parking lights that illuminate with headlights
- ☆ Backup lights
- ☆ Four-way hazard warning flasher

## INSIDE

- ☆ Foam-filled front bucket seats and bucket-style rear seats (except truck)
- ☆ Storage well in driver's door
- ☆ Instrument panel glove box
- ☆ Power ventilation system
- ☆ Anti-theft steering column lock
- ☆ Tunnel-mounted 3-Speed transmission control
- ☆ Passenger-guard door locks
- ☆ Anti-theft ignition key warning buzzer
- ☆ Energy-absorbing steering column
- ☆ Contoured full roof inner panel
- ☆ Recirculating ball steering
- ☆ Starter safety switch
- ☆ 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)

- ☆ Built-in front seat head restraints
- ☆ Safety door latches and hinges
- ☆ Folding seat back latches
- ☆ Padded sun visors
- ☆ Contoured windshield header
- ☆ Steel side-guard beams
- ☆ Safety armrests
- ☆ Energy-absorbing padded instrument panel and front seat back tops
- ☆ Cargo-guard luggage compartment bulkhead (Notchback only)
- ☆ Lane-change feature in direction signal control
- ☆ Wide-view inside mirror (vinyl-edged, shatter-resistant glass and deflecting support)
- ☆ Ashtray
- ☆ Windshield defroster, electric washers and dual-speed electric wipers
- ☆ Bumper-type jack
- ☆ Safety steering wheel
- ☆ Tunnel-mounted parking brake
- ☆ Function symbols on control knobs
- ☆ Inside hood latch release

## UNDERNEATH

- ☆ Full Coil suspension system
- ☆ Double-acting shock absorbers
- ☆ 4-cylinder OHC engine with die-cast aluminum alloy block
- ☆ Automatic choke
- ☆ Five main bearing design with counterbalanced crankshaft
- ☆ Electric fuel pump (in gas tank)
- ☆ Cut-off switch to stop fuel flow if oil

- pressure drops too low
- ☆ Delcotron generator
- ☆ Weather-resistant ignition system
- ☆ Exhaust Gas Recirculation system
- ☆ Self-adjusting front disc/rear drum brake system with disc wear sensors
- ☆ Dual master cylinder brake system with warning light
- ☆ Delco sealed side-terminal battery
- ☆ Independent front suspension
- ☆ Advanced cross-flow radiator
- ☆ Coolant recovery system
- ☆ 50,000-mile engine air filter
- ☆ Steel brace under the engine to guard oil pan
- ☆ 16-gallon fuel tank
- ☆ And much, much more

Take a pencil and put together the kind of Vega you want.

## MODELS

- ☐ Notchback Coupe
- ☐ LX Notchback Coupe
- ☐ Hatchback Coupe
- ☐ Hatchback GT
- ☐ Kamback
- ☐ Kamback Estate
- ☐ Kamback GT
- ☐ Panel Express

## COLORS

- ☐ Medium Blue
- ☐ Bronze\*
- ☐ Cream Beige
- ☐ Dark Taupe\*
- ☐ Bright Orange
- ☐ Midnight Blue\*
- ☐ Medium Dk. Green\*
- ☐ Medium Red
- ☐ Silver\*
- ☐ Bright Yellow
- ☐ Medium Green\*
- ☐ Antique White
- ☐ Medium Red\*
- ☐ Light Gold\*

\*Metallic

# & OPTIONS

Only you can make an expensive Vega.

## INTERIORS

- ☐ Standard all-vinyl
- ☐ Standard cloth and vinyl
- ☐ Custom all-vinyl
- ☐ Custom cloth and vinyl

## POWER TEAMS

- ☐ Standard 140 engine.
- ☐ Standard 3-Speed transmission.
- ☐ 140-2 engine\* with two-barrel two-stage carburetor (included with GTs).
- ☐ Turbo Hydramatic automatic transmission with tunnel-mounted console.
- ☐ 4-Speed manual transmission with simulated leather boot.
- ☐ Positraction rear axle.

## POPULAR AVAILABLE OPTIONS

- ☐ Sports Decor (Hatchback only).
- ☐ Decor Group (for Notchback only).
- ☐ Custom Exterior. With bright wheel opening moldings, lower body side moldings, black-finished body sill, body-colored door handle accent, belt molding with Hatchback, bright side window moldings with Notchback.
- ☐ Vinyl roof cover (for Hatchback only, included with Notchback LX).
- ☐ Front and rear bumper impact strips (front bumper guards required).
- ☐ Bright metal door-edge guards (except Estate).
- ☐ Color-keyed front and rear floor mats.
- ☐ Electric clock (included with LX and GTs).
- ☐ Electro-Clear rear window defogger.
- ☐ Day/night rearview mirror (included with Custom Interior and on LX and Estate).
- ☐ Four-Season air conditioning (includes larger generator, heavy-duty radiator).
- ☐ Rear window air deflector for wagons and Panel Express.
- ☐ Soft-Ray tinted glass.
- ☐ Special instrumentation (included with GTs).
- ☐ Body side molding with vinyl insert.
- ☐ Variable-ratio power steering.
- ☐ AM radio.
- ☐ AM/FM radio. (With factory-installed radios the antenna is in the windshield.)
- ☐ Rear seat speaker.
- ☐ Special ride and handling package with front and rear stabilizers, A70 x 13 bias belted ply white lettered tires and wider 13 x 6 wheels (included with GTs).
- ☐ Adjustable driver's seat back (included with GTs and Estate Wagon).
- ☐ Sport steering wheel (included with GTs, LX and Estate Wagon).
- ☐ Wheel trim rings (included with GTs).
- ☐ Swing-out rear quarter windows (coupes only).

- TIRES.** ☐ A78 x 13 conventional (non-belted) white stripe.
- ☐ A78 x 13 bias belted ply white stripe.
- ☐ BR70 x 13 steel belted radial ply white stripe.



Citizens' band transceiver.



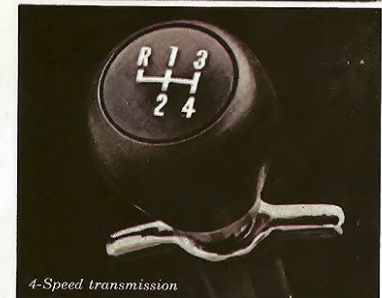
Power steering.



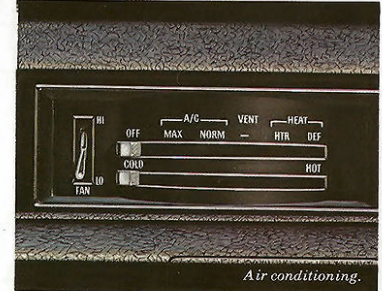
Sport rearview mirror.



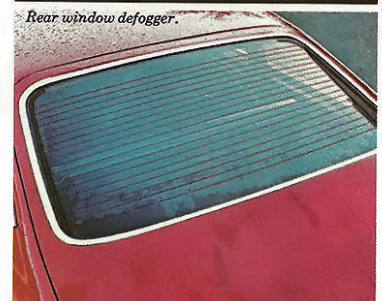
Hatchback "Hutch."



4-Speed transmission



Air conditioning.



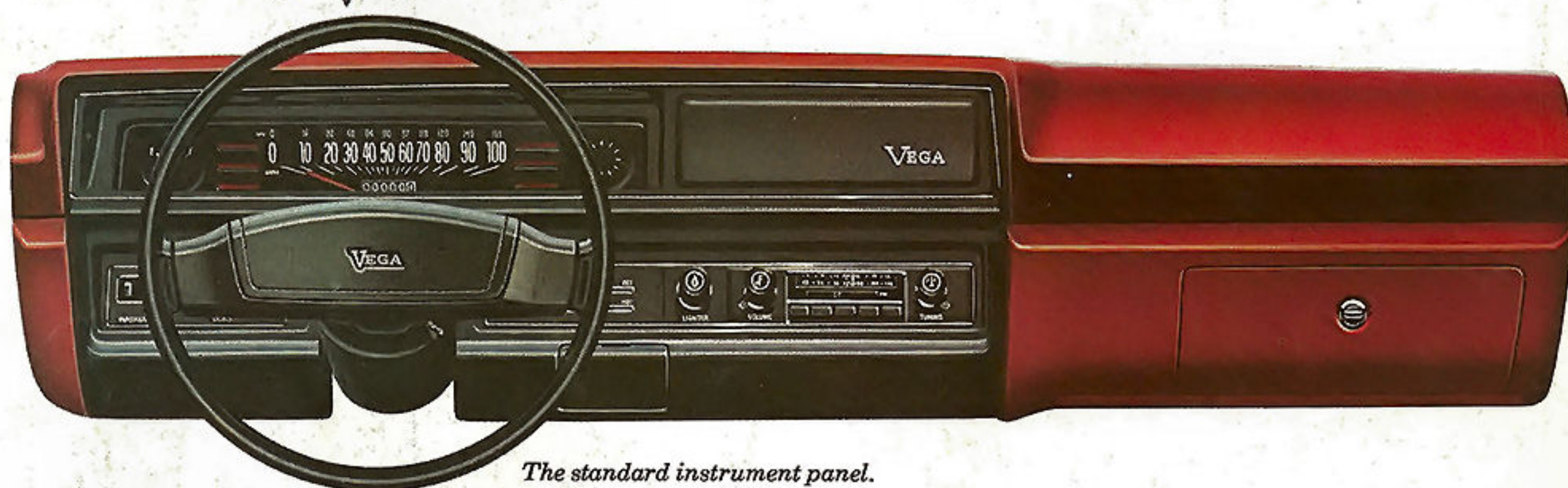
Rear window defogger.

All of the foregoing options can be installed at the factory, though some can also be installed by your Chevy dealer. Availability often depends on model and other equipment selected. Your dealer can answer any specifics. Additionally, there are many accessories available only through your dealer, such as ☐ Citizens' Band transceiver. ☐ Portable spotlight. ☐ GM Love Seats for youngsters. ☐ Adjustable wind deflectors. ☐ Right side rearview mirror. ☐ Mast-type antenna. ☐ Litter container. ☐ Tissue dispenser. ☐ Fire extinguisher. ☐ Highway emergency kit. ☐ Compass. ☐ Locking gas cap. ☐ Luggage carrier. ☐ Ski rack. ☐ Hatchback "Hutch."

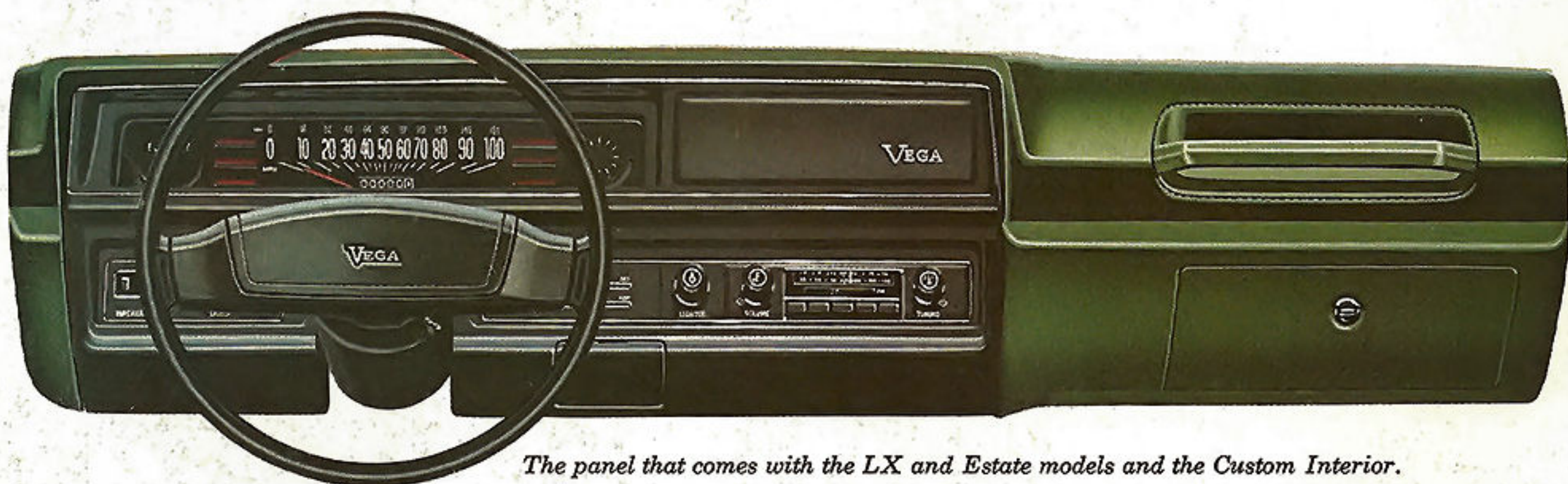
\*Check your dealer for availability.



# SEE WHAT IT'S LIKE TO DRIVE A WINNER.



*The standard instrument panel.*



*The panel that comes with the LX and Estate models and the Custom Interior.*



*The GT panel, including sport steering wheel and special instrumentation.*



All 1974 Vega 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. 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.

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