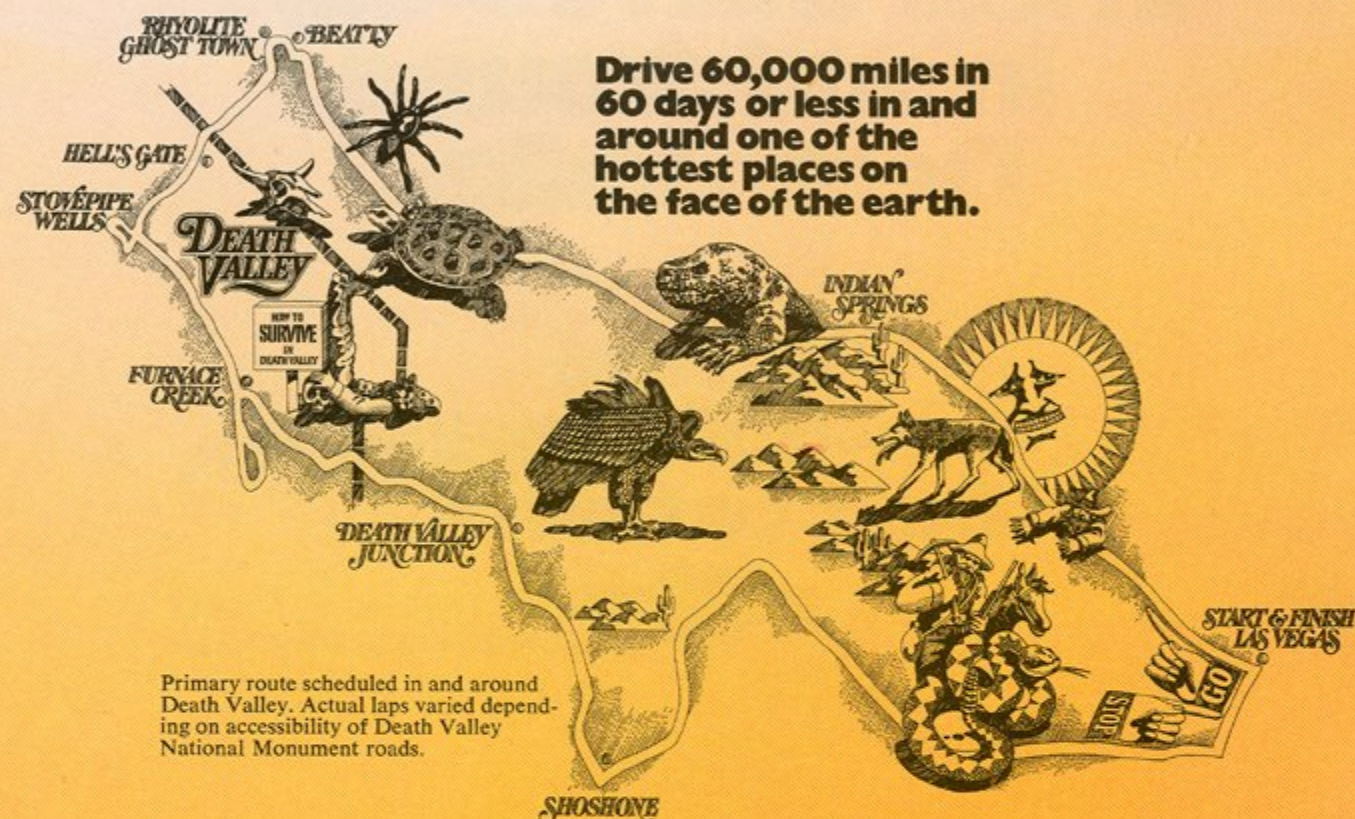


**60,000 miles
in less than 60 days
in and around
Death Valley.**

**'76 Vega
Dura-Built engine.
Built to take it.**



The Challenge:



Drive 60,000 miles in 60 days or less in and around one of the hottest places on the face of the earth.

Primary route scheduled in and around Death Valley. Actual laps varied depending on accessibility of Death Valley National Monument roads.

It's called Death Valley. And for good reason.

The gold seekers of 1849 gave the valley its grim name. Many also gave their lives.

It's desolate here. White salts, mostly borax, crust great areas of the 140-mile-long valley.

It's dry here. It's the lowest dry land in the country. The average annual rainfall is a little over two inches.

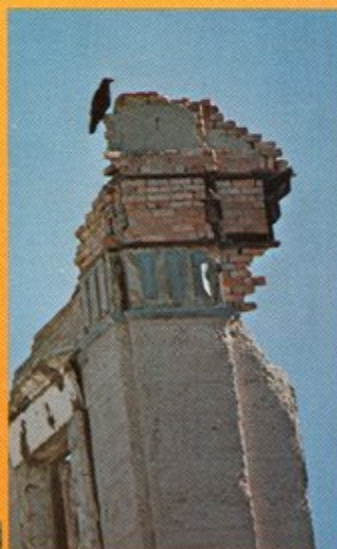
It's hot here. According to the January, 1970 issue of *National Geographic*, the scorching heat reached a record of 134°F on July 10, 1913.

It's also here that Chevrolet decided to demonstrate that Vega's 140-cubic-inch Dura-Built engine could withstand this extremely tortuous environment for an extended period of time.

Not just a run through Death Valley. But a durability run in and around the heat and dryness and dirt and desolation time and time again.

Over 1,000 relentless miles of day and night driving for 58 straight grueling days.

If the '76 Vega engine can take this, it should be able to stand up to most anything back home.



The Challengers:

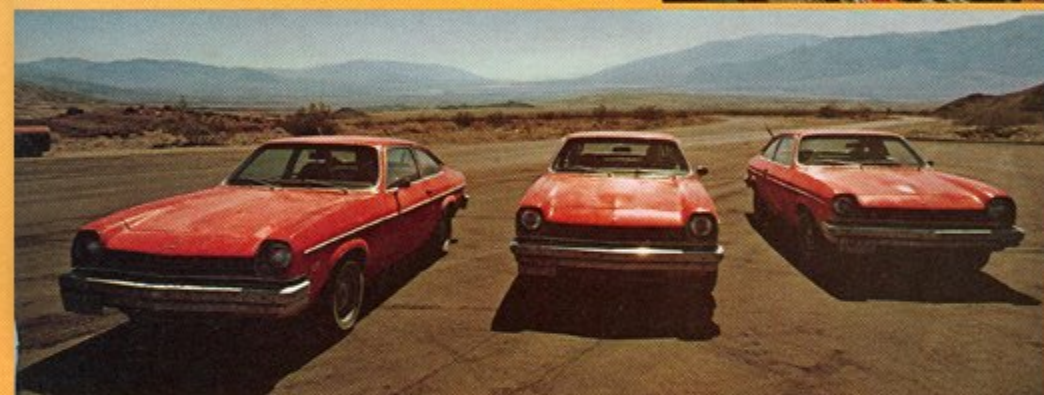
Three 1976 Vega Dura-Built engines.



Eleven non-professional drivers.



The drivers who were selected to participate in the run were all residents of Las Vegas. There wasn't a professional driver in the bunch. They came from many walks of life: school teacher, salesman, housewife, bowling instructor, casino cashier, hotel bellman, and a riding academy owner. They would drive these Vegas for 58 days straight. Hopefully, they'd bring the Vegas back alive and well.



They came to Death Valley in the summer of '75. Three 1976 Chevrolet Vega Hatchback Coupes. They came equipped with available L-11, 4-cylinder Dura-Built engines with two-barrel carburetors. The transmissions were standard 3-Speed manual. Two of the cars were equipped with federally mandated emission equipment, the third had the State of California emission package. All had GM-Specification steel-belted radial ply tires.

All had air conditioning units. We ordered these Vegas to conquer Death Valley. You can order your '76 Vega equipped similar to these, today.



Certified by USAC.

The United States Automobile Club oversaw the Dura-Built engine durability run. Both the car hoods and gas tanks were sealed prior to each lap. USAC officials recorded all maintenance and kept a log of fuel, oil and coolant consumption, part replacements and total miles.



The Showdown:

**349 miles a lap,
day in and day out
for 58 grueling days.**

August 1, 1975, 8:00 a.m. Outside the southern edge of Las Vegas. Three medium orange Vegas start their engines. They won't be turning them off much during the next 58 days, except for rest and food stops, refueling and maintenance. They have a job to do.



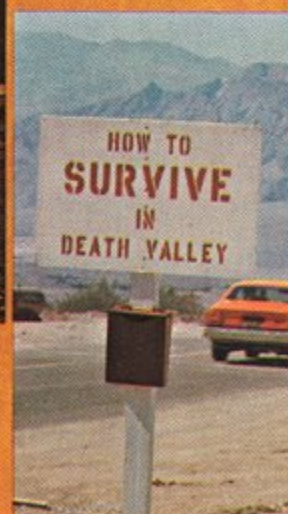
**Drive Vega to death
or 60,000 miles,
whichever comes first.**



They head west, toward Mountain Springs Summit. Then, up into the Specter Range. Later they point southwest toward the Death Valley National Monument. The sun is up. Daytime temperatures will reach 100-plus degrees F on all but two days of the run.

Survival of the fittest.

There's a sign as you enter Death Valley. It has a take-one box with pamphlets telling you *how to survive*. There's no time to stop. We'll have to ask Vega when the run is over.



On and on, 'round the clock.

**Temperatures reach
122 F on August 5, 1975.**

There's no shade from the merciless sun. Forenoon, high noon or afternoon, the heat is unyielding. But that's the way it's got to be to show that the Vega Dura-Built engine is tough and durable. To take Death Valley country, it has to take hard miles and hot sun without damage.



**From 160 ft. below to
5,493 ft. above sea level.**

Heat isn't the only challenge. They call it a valley because it's low. When you come out of Devil's Golf Course you're 160 ft. below sea level. Then, while you're navigating the turns at Mountain Springs Summit, Nevada, you're 5,493 ft. above sea level.



**Only the drivers
change.**

Swing out of Death Valley Junction and head back to Las Vegas. Then it starts all over again. It goes on for 172 laps. The drivers change every lap. The same three Vegas keep on going.

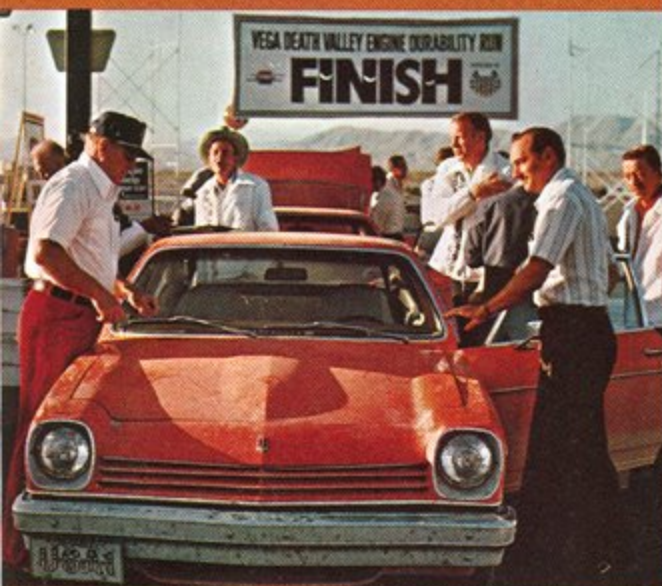


**Sept. 28, 1975. "Head
for home."**

The odometers are pushing 60,000 miles. It's time to bring them home and check them out. It's been a long, hot demonstration.



The Results:

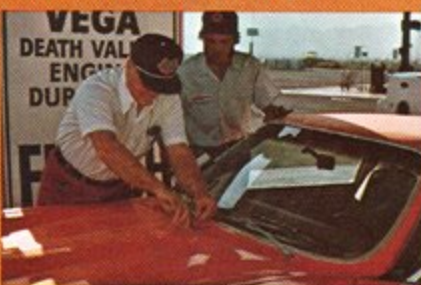


180,000 total miles on approximately three 8-ounce glasses of coolant.

Almost two 'round-the-clock months later, the Vega Dura-Built engines stand inspection. 180,000 total miles were logged by the three vehicles. Approximately 24 ounces of coolant—roughly three 8-ounce glasses full—were added to only one vehicle throughout the entire distance to maintain coolant levels. Recommended maintenance for dust conditions was performed.

Vega's Dura-Built engine conquers the desert!

It's all over. 60,000 miles of parched landscape and boiling sun in less than 60 days are over for each of these three Vegas. Daytime temperatures reached 100-plus degrees on 56 of the 58 days; 99 degrees F for two days. Of course, nighttime temperatures were relatively cooler. It looked like infinity back in early August. Now, the desolate desert wasteland in and around Death Valley doesn't look so tough any more. How to survive in Death Valley? Ask Vega!



180,000 total miles with one timing belt replaced.

Results were certified by the United States Automobile Club. Detailed records of gas and oil consumption, routine maintenance, odometer readings at the end of each lap, high and low temperatures were maintained by USAC. Each of the three Vega Dura-Built engines completed 60,000 miles of day and night driving in less than 60 Death Valley country days without overheating or engine block failure. Mechanical reliability even exceeded Chevy's own expectations: the only engine part replaced, other than maintenance items, was one timing belt. Gas and oil consumed for the 180,000 accumulated miles averaged only 2.2 cents per mile... based on retail prices paid in Las Vegas, Nevada.

'76 Vega Dura-Built engine. Built to take it.

Vega means many sound things to many people. To some it's styling. To others it's construction. To many it's dependable, economical transportation. To most it's value. Value like:

The Vega Dura-Built engine.

- 5-year/60,000-mile engine guarantee.
- Cooling system reliability.
- New hydraulic valve lifters to help provide engine quietness and eliminate valve lash adjustments at 22,500 miles.
- Oil economy with refined overhead oil control.



This is the engine that took on Death Valley country for 60,000 miles in less than 60 days. Out there, an engine has to be durable. Its cooling system has to be rugged. Vega demonstrated its ruggedness.

An engine so durable it carries a 5-year/60,000 mile guarantee.

This 5-year/60,000-mile guarantee is an added value feature included in your 1976 Vega car.

The Chevrolet guarantee covers 60,000 miles or five years, whichever occurs first. The guarantee is for 1976 Vegas equipped with 4-cylinder, 140-cubic-inch engines. It means that should something go wrong with the engine, your Chevy dealer will fix it free. The guarantee covers repairs to the cylinder block, cylinder head, all internal engine parts, intake and exhaust manifolds, and water pump, made necessary because of defects in material or workmanship. It does not cover repairs required because of accident, misuse or lack of proper maintenance.

See your Chevy dealer for a complete guarantee statement.

Corrosion protection.

- For '76, Vega's corrosion protection is extensive and thorough.
- There's protection for fenders, front-end, doors and rear-end.
- It's all added to help seal the body against corrosive agents, inside and out.

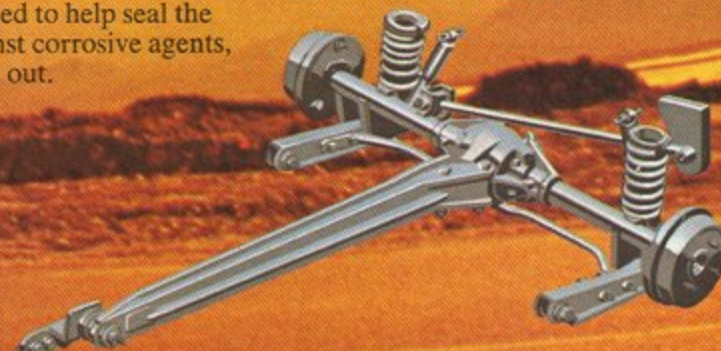
Brake and suspension systems.

- Brakes incorporate separate circuits for the front disc and rear drum brakes.
- An organo-metallic pad material helps resist fade.
- A warning light on the instrument panel helps warn of malfunctions in the hydraulic system.
- An audible wear sensor and disc brake splash shield help reduce major maintenance.
- For '76, the Vega chassis has increased strength with new front crossmember.
- New spring support security bolts and rivets.



Audible wear sensors.

These are all important value considerations in Vega's favor for 1976. There are many more. Ask your Chevrolet dealer and review the 1976 Vega catalog.



'76 Vega Dura-Built engine. Built to take it.

**Don't just take our word for it.
Ask Death Valley!**



**Take your own Vega run.
Ask us for a test-drive.**