



GENERAL MOTORS

1970

PASSENGER CARS

Enjoy the Pleasures

In the following pages, we are proud to introduce the new General Motors automobiles for 1970. They have been designed, engineered and manufactured to meet the continuing challenge of providing the safest, most dependable products General Motors has ever offered. Among the significant changes on our 1970 models are the addition of bias-ply, glass-belted tires as standard equipment. New safety features include side-impact protection bars in our intermediate-size cars. GM introduced this feature last year in its regular-size cars.

In addition to these very important considerations, GM's 1970 Chevrolets, Pontiacs, Oldsmobiles, Buicks, Cadillacs and Opels provide a wide range of prices, models, colors and options. More than ever before, GM offers you an opportunity to tailor a car to your own personal taste, specific motoring needs and budget—cars that will continue to provide the superior value that has traditionally distinguished GM products.

To learn more about these fine new automobiles, we cordially invite you to visit your local General Motors dealer. He will be happy to demonstrate them for you.



Motor vehicles have earned a key place in the world's transportation picture. Both as personal transportation and as movers of goods, they furnish a unique combination of convenience, efficiency, flexibility and economy. In many areas of use, these characteristics cannot be matched by any other means of transportation.

While these basic aspects of motor transport are important, it is the personal freedom of mobility provided by automobiles that is most appreciated by Americans.

This freedom to travel is perhaps expressed most vividly in the ever-growing American custom of taking a family vacation by car. In increasing numbers, people are taking to the road to explore their land and meet and visit with their fellow Americans. They feel there is no more thoroughly reliable, economical, comfortable, and convenient way to travel.

On the following pages, many of the new 1970 GM cars are shown in settings representative of the many places that vacationing motorists can visit and enjoy while experiencing the confidence, pleasure and pride that a new GM car provides.

E. N. Cole
President

J. M. Roche
Chairman

of Motoring in a 1970 GM Car



In snow-topped majesty, America's Western mountain ranges contrast sharply with the gently-rolling hills, fertile plains and neat red barns of its Midwest.



The man-made marvel of the Golden Gate Bridge and cosmopolitan San Francisco are only a day's drive from the stark, barren beauty of the Southwestern deserts.



The colonial charm and historical interest of the South draw thousands of vacationers annually, as do the quaint houses and salt-water beaches of Cape Cod.





MONTE CARLO Coupe

CHEVROLET

MONTE CARLO

The MONTE CARLO is a totally new personal luxury car from Chevrolet that blends action and elegance. The distinction begins with a precisely detailed, brilliant die cast metal grille. From its brushed chrome wheel covers to the tasteful simplicity of the distinctive ornamentation, Monte Carlo proves itself to be truly different. Its 116-inch wheelbase assures quick and easy handling, and its five-passenger interior is both roomy and superbly trimmed. Deep twist carpeting, electric clock, Astro Ventilation, Full Coil suspension, power front disc brakes and bias-ply, glass-belted tires are just a few of Monte Carlo's many standard features. Five V8 engines—ranging from 350 to 454 cubic inches—offer a complete performance selection.





CAPRICE Sedan (foreground)

IMPALA Custom Coupe

CAPRICE

The Chevrolet CAPRICE for 1970 continues to emphasize quiet elegance. Added styling appeal and more responsive V8 power head the list of new features offered by this popular automobile. There is increased luxury in the front-end styling, with headlights more prominent. Carrying the body color down to the wheel covers adds a classic touch, and fine-line vertical taillights provide distinction at the back. A 250 hp V8 engine, power front disc brakes and bias-ply, glass-belted tires are standard equipment.

IMPALA, BEL AIR & BISCAYNE

Chevrolet's IMPALA, BEL AIR and BISCAYNE models have been America's most popular series for years, and the 1970 models should continue to add to this popularity. These models offer a choice of two standard engines—a 155 hp 6 cyl. or a 250 hp V8. Clean, classic styling is enhanced by such added features as standard power disc brakes on Impala Custom Coupe models. Spacious interiors and a wide variety of new trims and fabrics are standard, and a full range of comfort and convenience options is available.



CHEVELLE MALIBU Sport Sedan

Chevrolet

CHEVELLE

Chevrolet's CHEVELLE is completely restyled for 1970. The bold new front-end design is highlighted by a split grille. At the rear, rectangular taillights are recessed in a larger bumper. Like all 1970 Chevrolets, Chevelle interiors include new fabrics and vinyls. New to Chevelle is an instru-

ment panel of molded fiberglass-reinforced plastic. The Chevelle SS 396 option includes power front disc brakes and special exterior ornamentation. In addition, a Cowl Induction Hood that delivers extra air to the engine, may be ordered with the SS 396 package.

CHEVELLE SS 396 Sport Coupe





NOVA SS Coupe

NOVA

The styling and chassis refinements added to the 1970 NOVA enhance its appeal. This popular car has established a reputation for dependability and economy, blended with smooth styling. Nova's 111-inch wheelbase means roadability, and a roomy interior provides plenty of leg and

shoulder room. The beautiful Body by Fisher means more value, more corrosion resistance, more strength. Nova can be ordered with a choice of six engines and five transmissions—including the low-cost, no clutch Torque-Drive—as well as many other exciting and useful options.

NOVA 4-Door Sedan



Chevrolet

CAMARO

Chevrolet's CAMARO continues to attract those interested in both performance and style. Full door-glass styling, Astro-Ventilation, 140 hp Six or a big 200 hp V8 engine, front bucket seats and carpeting are all standard equipment. Camaro's unitized all-welded steel body with a separate rubber-mounted front frame provides support, strength and silence. A 108-inch wheelbase provides excellent cornering and handling characteristics. Self-adjusting brakes include finned front brake drums, quiet linings and dual master cylinder.

Nineteen-seventy models of Chevrolet Camaro and Corvette will be introduced in early 1970. Models shown are from the previous model year.

CORVETTE

The aerodynamic lines of Chevrolet's CORVETTE distinctively identify America's original modern sports car—one that goes, stops and handles like few other automobiles. A 350 cubic inch 300 hp V8 engine and front and rear disc brakes are standard. Other standard Corvette features include an anti-interference ignition system, a high-output Delcotron generator, rust-proof fiberglass body and a full complement of GM safety and anti-theft features. A wide range of performance, trim, comfort and convenience options is available.



CAMARO Sport Coupe

CORVETTE STINGRAY Sport Coupe





KINGSWOOD ESTATE Wagon

CHEVROLET Station Wagons

The big 119-inch wheelbase 1970 station wagons from Chevrolet are the KINGSWOOD ESTATE, KINGSWOOD, TOWNSMAN and BROOKWOOD models. Roomy enough for up to eight adults, they are equipped with dual-action tailgates, computer-selected springs and Full Coil suspension. Other features: a smooth riding separate perimeter-type frame, over 100 cubic feet of cargo space and a choice of four optional engines.

Chevrolet's 1970 CONCOURS ESTATE, CONCOURS, GREENBRIER and NOMAD station wagons—all built on a 116-inch wheelbase—feature front power disc brakes as standard equipment on all V8 models except Nomad. A distinctive new grille, new front bumper, new parking and front side marker lamps and new body trim add distinction to utility. All-vinyl interiors, a new instrument cluster design and dual-action tailgates are standard on all models.

CONCOURS Station Wagon





GRAND PRIX Hardtop Coupe

PONTIAC

GRAND PRIX

The 1970 Pontiac GRAND PRIX once again demonstrates the combination of performance, luxury and good looks that has made it one of America's favorite personal-sports cars. Grand Prix's appeal is due to several things. For instance, there are no vent windows to interrupt the smooth sweep of glass. Flush-design outside door handles are a continuing feature for 1970. The windshield wipers are recessed. Even the radio antenna is hidden in the windshield. Beneath the elegant hood is a standard 400 cubic inch V8 engine. Inside, you'll find richly padded bucket seats and a unique instrument panel that curves around in front of you so that every gauge, control and convenience is at your fingertips. Many other special features—like thick carpeting, carpeted lower-door trim, front power disc brakes and deluxe wheel discs—are standard.





BONNEVILLE Hardtop Coupe

CATALINA Convertible (foreground)

BONNEVILLE

The 1970 Pontiac BONNEVILLE is both luxurious and attractive. Heavily padded seats and door panels are upholstered in beautifully patterned fabrics and Morrokide. Instrument panels have burlled-elm vinyl inserts. A 455 cubic inch V8 engine is standard, and two other horsepower selections are available as options. Order the Brougham Custom Option and get cut pile carpet, front seat center armrests, power windows and many other features to make driving even more comfortable. Fifteen exterior colors are offered—eleven new for 1970.

CATALINA & EXECUTIVE

Pontiac's CATALINA and EXECUTIVE models for 1970 are both full-sized cars and full-sized values. Styling features include an all new grille, hidden radio antenna and protective side trim moldings of Endura—Pontiac's urethane-based, resilient energy-absorbing material. A 350 cubic inch V8 engine is standard for Catalina sedans and hardtops; convertibles and station wagons are equipped with a 400 cubic inch V8. That same 400 cubic inch V8 is standard on Executive models. If you want even more performance, there are up to five other V8's to choose from.



TEMPEST 4-Door Sedan

Pontiac

GTO & TEMPEST

The 1970 Pontiac GTO has a newly styled front end, a standard 400 cubic inch V8 engine, quad tailpipe extensions, GTO identification, bucket seats, new front and rear stabilizer bars, and firmer shock absorbers. A new wood-grain trim plate for the instrument panel is standard on

GTO. New colors and redesigned instrument panels are combined with safety and comfort features inside the restyled 1970 Pontiac TEMPEST. Instruments and controls are deeply recessed and surrounded by thick vinyl padding. Three optional engines are available.

GTO Hardtop Coupe





FIREBIRD Convertible

LE MANS, LE MANS SPORT & LE MANS SPORT SAFARI

Pontiac's LE MANS SPORT SAFARI station wagon for 1970 is maneuverable and spacious, with a standard 155 hp L6 engine. Wood-grain vinyl paneling on the outside, carpeting inside and Pontiac's new reflective finish on the two-way tailgate are standard. All Le Mans models are completely restyled and a new 6 cyl. engine is standard.

FIREBIRD

Pontiac's FIREBIRD combines sleek, sports car styling with big car ride and performance. Firebird's handsome exterior is matched only by the luxury of its interior. Firebird is also available in Sprint and 400 models. Nineteen-seventy model Firebirds will be introduced in early 1970. Firebird shown is continued from previous model year.

LE MANS SPORT SAFARI Station Wagon





GT

OPEL

GT

The 1970 OPEL GT is a true sports car at a moderate price. In addition to its distinctive European styling, standard equipment includes a 67 hp engine, front disc brakes, four-speed console shift, all-steel integral body with roll protection, high performance ignition, concealed headlamps, sculptured bucket seats, tachometer, ammeter, oil gauge and odometer. A 102 hp engine and a fully automatic transmission are available as options. The Opel GT is available through Buick-Opel dealers.

KADETT 2-Door Station Wagon



KADETT

The 1970 OPEL KADETT means economy and good looks backed by the largest sales and service organization of any imported car—some 1900 Buick-Opel dealers throughout the United States. Opel Kadett's 63 hp water-cooled engine gets up to 30 miles on a gallon of gas. This economy is matched by convenience and performance. The Kadett seats five comfortably, and the sedan has over 10 cubic feet of usable trunk space and cruises at 60 mph. Automatic transmission and 102 hp engine are available as options.



Four Season Climate Control provides the interior humidity and heats or cools to the temperature you prefer. Power steering makes wheel turning almost effortless. Both make in-town or long-distance driving more pleasant and comfortable.



An AM, AM-FM, or AM-FM Stereo radio, power disc brakes, automatic rear window defroster, automatic headlight dimmer and Twilight Sentinel, which automatically turns on your headlights at dusk, will increase your motoring pleasure.



Four- or six-way power seats, power door locks and power windows all add even more comfort and convenience to your new General Motors car. Optional equipment such as this can also represent an excellent value at resale time.





OLDSMOBILE

NINETY-EIGHT & NINETY-EIGHT LUXURY SEDANS

The 1970 Oldsmobile NINETY-EIGHT sets new standards in its field. Its long, classic look and luxurious appointments continue to emphasize elegance. Styling refinements include a new vertical taillamp pattern, a restyled grille and a hood designed to further the impression of fleetness. Everywhere you look, the Ninety-Eight has been improved—even to the standard equipment it provides for effortless motoring: Vari-Ratio Power Steering, for more responsive handling; new Tandem Power Booster Brakes, with front disc brakes for quick, efficient stops; and Turbo Hydra-matic transmission and Rocket 455 V8 engine, both engineered for still smoother and more precise power. Special interior treatments and fabrics reflect the luxurious Ninety-Eight tradition.

NINETY-EIGHT Holiday Coupe





TORONADO (foreground)

DELTA 88 ROYALE Holiday Coupe

TORONADO

TORONADO styling for 1970 emphasizes its sculptured and elegant appearance, while Toronado's extraordinary road performance offers a unique driving experience. Front-drive is the key. With power going to the front wheels—where traction is the greatest—Toronado handles with uncommon precision. Vari-Ratio Power Steering, new Tandem Power Booster Brakes with disc brakes at the front wheels, new bias-ply, glass-belted tires and a completely refined suspension system are all standard equipment.

DELTA 88

Completely new front-end designs, with new grilles and headlamps, enhance the appearance of the 1970 DELTA 88s. The Delta 88 and Delta 88 Custom models combine full size and value. Their 124-inch wheelbase, Rocket V-8 engines with new Positive Valve Rotators, and roomy interiors make them outstanding selections. The top-of-the-line Delta 88 Royale features standard equipment that includes a rich vinyl roof, front-fender louvers; distinctive grille and custom paint striping on the lower body.



CUTLASS SUPREME Holiday Coupe

CUTLASS SUPREME & CUTLASS

A distinctive new design highlights Oldsmobile's popular CUTLASS line—the Cutlass Supreme Holiday Coupe. A strikingly personal automobile equipped with a Rocket 350 V8 engine, it combines limousine-type luxury with a lively, quick-handling size. Other Cutlass models are exciting variations of this great new theme.

Oldsmobile

F-85

The stylish and sporty F-85 is a budget-pleasing package that includes a convenient turn-signal lever with a built-in lane-change feature and a selection of the big Action-Line 6 or Rocket 350 V8 engines—both of which get along beautifully and economically on regular fuel. Order your new F-85 in a choice of 19 exterior colors.

CUTLASS 4-Door Sedan





4-4-2 Convertible

4-4-2

The Oldsmobile 4-4-2 has come to mean striking appearance and outstanding performance. The 1970 versions provide added proof. A 455 cubic inch V8 is standard. A special fiberglass hood with dual air scoops, locking hood pins, cold air induction and rally stripes are all available on this outstanding automobile.

VISTA-CRUISER & CUTLASS STATION WAGONS

VISTA-CRUISER Station Wagons for 1970 are loaded with work-saving features. The second seat (in the 3-seat model) folds forward for quick and easy in-and-outing. There is more than 100 cubic feet of cargo space, and a dual-action tailgate is available. To top it off, there's Vista-Cruiser's beautifully unique windowed roof.

VISTA-CRUISER Station Wagon





BUICK

ELECTRA 225

The classical elegance of the 1970 Buick ELECTRA 225 is enhanced by its responsive performance and ease of handling. This top-of-the-line Buick has earned a well-deserved reputation for beauty and comfort. Discerning and distinctive styling appointments and a host of standard comfort and convenience items add to the appeal of this luxurious automobile. A big 455 cubic inch V8 engine, Turbo Hydra-matic 400 automatic transmission, power steering and power brakes are all standard equipment. So are a new engine cooling system, a new radio antenna built into the windshield, AccuDrive front suspension and bias-ply, glass-belted tires. A host of optional features allow you to order your Electra 225 to meet your personal standards of motoring style.

ELECTRA 225 CUSTOM 4-Door Hardtop





RIVIERA (foreground)

LE SABRE 4-Door Sedan

RIVIERA

The 1970 Buick RIVIERA is a further refinement of Riviera's classic beauty. A longer hood profile flows smoothly into the grille. The rear window has been widened for greater visibility. The redesigned rear bumper incorporates a new taillight combination to further enhance its distinctiveness. Other standard Riviera features include power steering, power brakes, AccuDrive suspension, a more efficient engine cooling system, an improved three-speed automatic transmission and a new V8 engine.

LE SABRE & WILDCAT

A new 455 cubic inch V8 engine is standard on the 1970 Buick WILDCAT and LE SABRE 455 models. Another Buick feature is a new semi-closed cooling system, designed to eliminate the possibility of loss of engine coolant in hot weather operation. In addition, Comfort-Flo ventilating system, Magic-Mirror finish and carpeting are standard. These features, plus clean, fresh and appealing exterior styling and handsome interior appointments, make 1970 Wildcats and Le Sabres a pleasure to own and drive.



SKYLARK CUSTOM 4-Door Hardtop

Buick

SKYLARK, SKYLARK 350 & SKYLARK CUSTOM
Buick SKYLARKS for 1970 present a new long hood combined with a shorter rear deck and are available in three series—the Skylark, the Skylark 350 and the Skylark Custom. Inside, the instrument panel has been styled for driver

convenience and passenger protection. A 350 cubic inch V8 engine which gives four-barrel performance on regular-grade gasoline is optional on all 1970 Skylarks. The availability of the Turbo Hydra-matic transmission on all Skylark models is also new this year.

SKYLARK 4-Door Sedan





GS 455 STAGE 1 Hardtop Coupe

GRAN SPORT

Buick's 1970 GS models are characterized by their sweeping lines, exciting power teams, functional air scoops in the hood, and red-striped rocker panel moldings. For additional performance, your Gran Sport can be ordered with the optional Stage 1 package—a 360 hp V8 engine with special camshaft, high speed valve train, and either a four-speed manual or three-speed automatic transmission.

ESTATE WAGON

New this year is the handsome and rugged 1970 Buick ESTATE WAGON, a full-sized luxury station wagon with the handling and performance features that have made the Electra series so popular, including Buick's AccuDrive front suspension. Never before has so much room looked as good or driven as smoothly. Buick's Estate Wagon beautifully blends utility and style.

ESTATE WAGON





CADILLAC

FLEETWOOD BROUGHAM

The brilliant new FLEETWOOD BROUGHAM is distinctive even among Cadillacs. Its padded vinyl roof and commanding 133-inch wheelbase give it a uniquely regal stature. The spacious, lavishly appointed interior is a new measure of taste and elegance. An abundance of luxuries make the Brougham the most elegant expression of the Cadillac tradition. Dual Comfort front seat, Automatic Level Control, reading lights, carpeted foot rests, and many other thoughtful features cater to your quest for comfort. The Brougham's 472 cubic inch engine has been made even smoother and quieter. Wherever you drive in the 1970 Fleetwood Brougham, you'll enjoy the admiration accorded this supreme achievement.

FLEETWOOD BROUGHAM





ELDORADO (foreground)

HARDTOP SEDAN DE VILLE

ELDORADO

The FLEETWOOD ELDORADO is a unique automotive creation designed for the motorist who desires unusually spirited performance, individual styling and all the elegance and comfort for which Cadillac is renowned. Eldorado's exclusive 400 hp 8.2 litre V8 engine, the largest engine to power a production passenger car, performs in concert with proven front-wheel drive.

HARDTOP SEDAN DE VILLE

In all the world, the HARDTOP SEDAN DE VILLE stands preeminent in popularity among luxury car motorists. Its sweeping beauty combines the look of roominess with the poised dignity that is the hallmark of every Cadillac. The elegance and comfort of its interior is complemented by a choice of 21 exterior colors. A 375 hp V8 engine and Turbo Hydra-matic transmission are standard.



DE VILLE Convertible

Cadillac

DE VILLE CONVERTIBLE & COUPE DE VILLE

Spirit and luxury are combined magnificently in the 1970 DE VILLE CONVERTIBLE. Youthful styling is smartly complemented by a rich leather interior in one of ten color and carpet combinations. This long, low, brilliant motor

car is truly a tasteful and spirited convertible. The COUPE DE VILLE for 1970 captures the spirit of a new era of luxury motoring in the grace of its lines, the spaciousness of its interior, the deftness and agility of its handling and the responsiveness of its engine.

COUPE DE VILLE





FLEETWOOD SEVENTY-FIVE Sedan

CALAIS

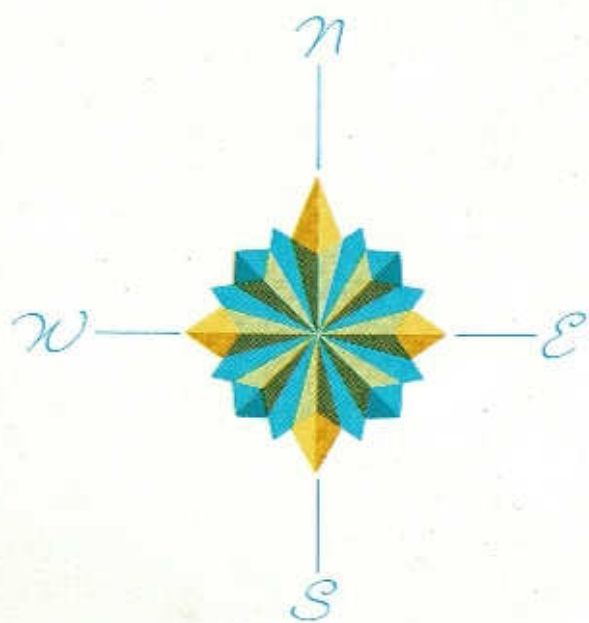
The 1970 CALAIS possesses all of Cadillac's uncompromising excellence, yet still competes in price with cars of lesser stature that do not come equipped with the many standard Calais features. For many, Calais is a wise and wonderful way to go Cadillac.

FLEETWOOD SEVENTY-FIVE

The FLEETWOOD SEVENTY-FIVES offer unmatched splendor. No other motor cars are so luxuriously appointed for comfort, convenience and privacy. The Seventy-Fives are regarded the world over—in the business community and in the social sphere—as the most impressive of motor cars.

CALAIS Hardtop Coupe





GM 1970