

# '74 NOVA





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.

*Some of the equipment illustrated in this catalogue is optional at extra cost.*





# 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.

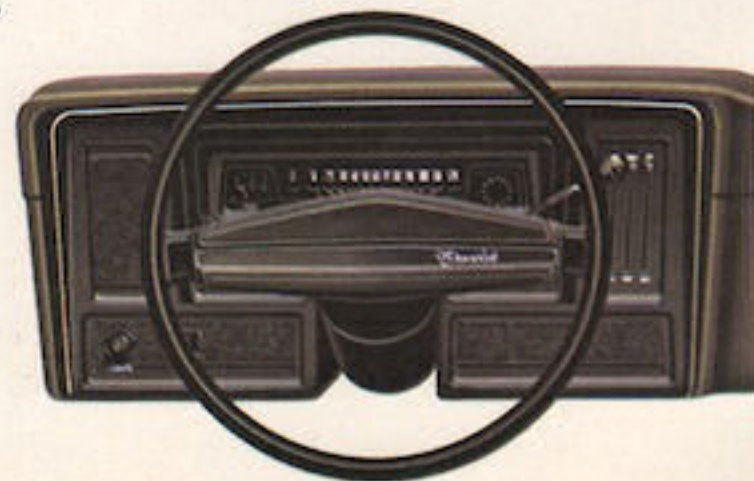
And yes, some very sporty striping on the hood and deck.

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 (shown right).

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 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.

*Some of the equipment illustrated in this catalogue is optional at extra cost.*





**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.*

*Some of the equipment illustrated in this catalogue is optional at extra cost.*

# 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.

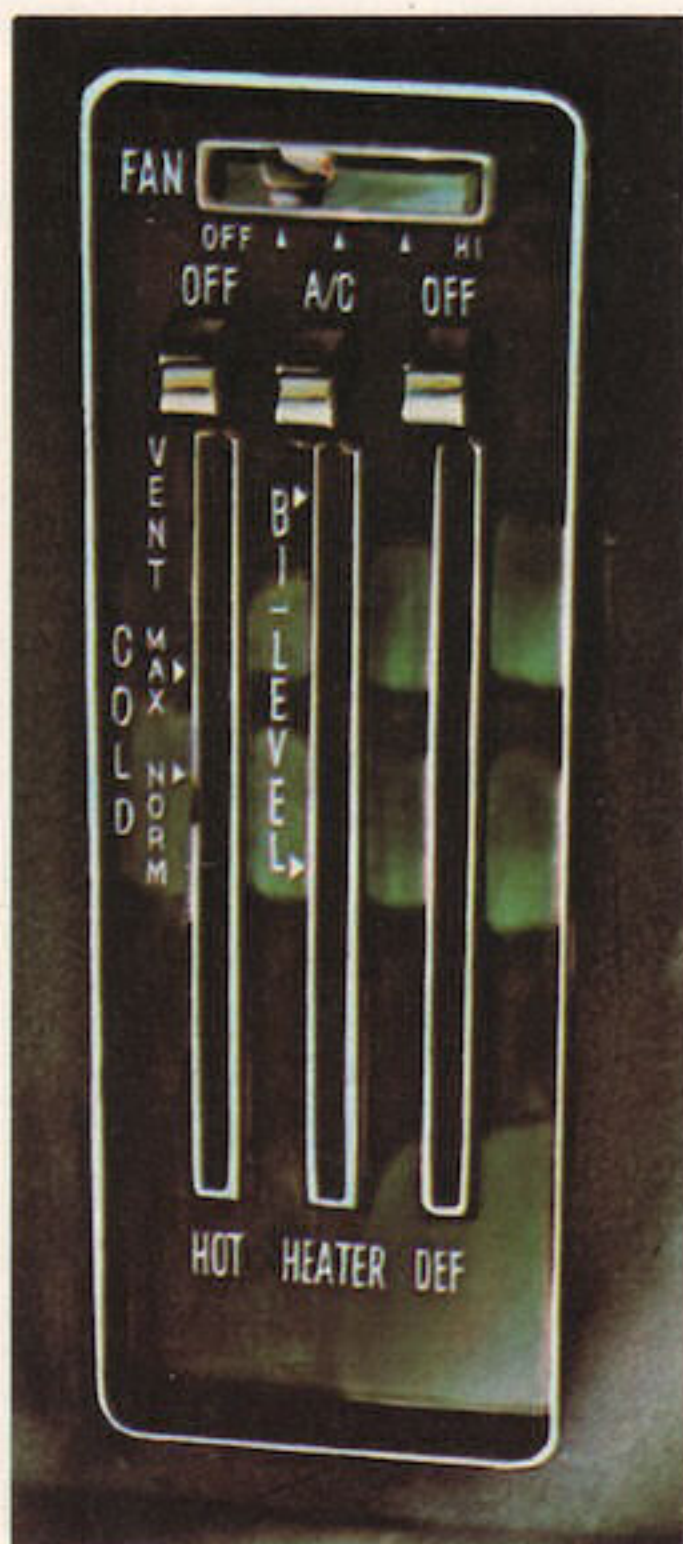
*Some of the equipment illustrated in this catalogue is optional at extra cost.*



Left: Nova 4-Door Sedan. Right: Nova Coupe. Top: Nova interior in mixed-tone cloth-and-vinyl.



# NICE THINGS YOU CAN ADD TO YOUR NOVA



## Air Conditioning.

Many people think of automotive air conditioning in the same terms as commercial air conditioning. They believe it is for use during only one season of the year, the summer, when it offers welcome relief and cool comfort while driving on hot humid days. That's because they're only aware of one quarter of the story. The facts are, automotive air conditioning provides as many equally comforting advantages in winter, spring and fall as it does in the summer.

## Four-Season Air Conditioning.

Is a manually-controlled air conditioning system with new simplified design for increased reliability that permits the driver to create an environment to suit his personal comfort at any time of the year. You set the controls so that the interior of the vehicle is heated... cooled... or a combination of both, to your preference. Four-Season Air Conditioning envelops occupants of the vehicle in a continuing supply of fresh, temperature-controlled, virtually water-washed and dried air, largely free of the pollens and dust that cause so many people much distress. It is a blessing in disguise for those with hay fever and related health problems.

With Four-Season Air Conditioning, you can drive with the windows fully-closed in a temperature and humidity controlled environment, free from the annoyance of wind, wind whistles, dust, driving rain and passing car's wintry, slushy splash. Heavy traffic noises are shut out so that you can carry on a conversation without straining or enjoy your favorite radio program.

In addition to providing circulation cool air during hot weather, Four-Season Air Conditioning provides warm air in cold weather and dehumidifies outside air in humid weather. Controls can be also set to de-fog or de-ice when such operations are required.

Four-Season Air Conditioning greatly increases driving comfort and pleasure during every season of the year. It also adds considerably to the resale value of the vehicle.



**Space-saver spare tire.** A reduced profile tire that takes up less space, allowing more room for luggage. To inflate, simply use the aerosol can included. (Standard on the Hatchback Coupe).



**Soft-Ray Tinted Glass.** Cool, soothing tint reduces glare from all your windows without shielding your view.



**Radios.** You can choose either an AM or AM/FM radio with push-button station selector. Factory-installed radio includes antenna concealed in the windshield. If you wish, you can order a rear speaker with your radio.



**Rear window defogger.** A valuable driving aid in cold weather. It helps keep the rear window free of snow, ice, frost or damp-weather fogging.

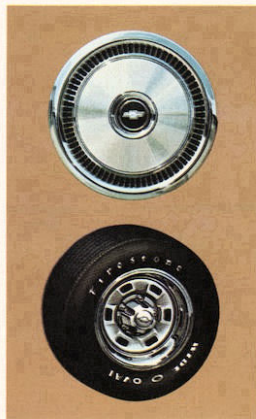


# MORE NICE THINGS THAT YOU CAN ADD TO YOUR

# NOVA



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



**Wheel Treatment.** Above, full wheel covers. Below, Rally wheels with bright trim rings (included with SS). Give your Nova that sporty look.



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



**Remote Control Mirror.** Adjusting your outside rearview mirror is simple with this convenient unit. You adjust it easily from where you sit, even with the window up.

□ **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. Includes 14 x 7 wheels and special shock absorber valving. Power



disc/drum brakes required. □ 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. □ Power drum brakes. □ Power disc/drum brakes with wear sensors that provide an audible alert when disc brake pads need replacement. □ Power steering. □ Turbo Hydra-matic transmission. □ Positraction. Great on ice, sand or snow. If one rear wheel can get a grip on the road, Positraction helps Nova move out. □ Electric clock. □ Sport mirrors. □ Deluxe seat and shoulder belts with color-keyed belts and buckles (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). □ 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. □ Rear seat speaker. □ Trailer hitch—load distributing platform (V8 models). □ Trailer axle and cooling package (V8 models). □ Trailer wiring harness. □ Trailing 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.)

## 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 Hydra-matic
□ Turbo-Thrift 250 Six	100	Std.**	NA	*
□ Turbo-Fire 350-2 V8	145	Std.**	NA	*
□ Turbo-Fire 350-4 V8*‡	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 emission attainable, there are benefits in longer life for your spark plugs, exhaust system and other engine components. If these unleaded, low-lead gasoline is 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.

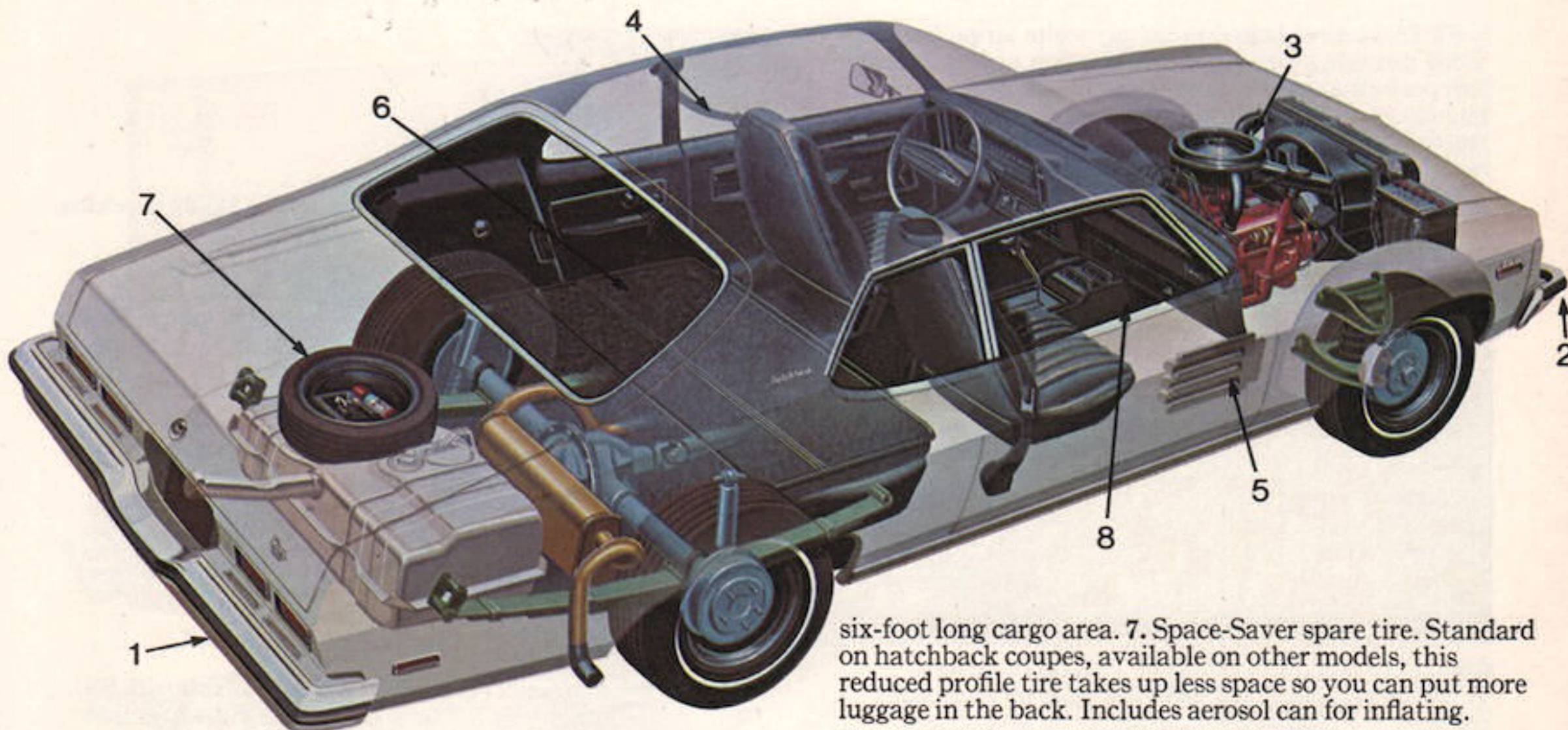
\*Available at extra cost. NA—Not Available.

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

‡Available only with power disc/drum brakes.



# NICE THINGS THAT COME WITH EVERY NOVA



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 systems. 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 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. 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. □ Hide-a-way antenna built into windshield (with 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. □ 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:**

- Wide front and rear tread for a surer feel of the road. □ Computer-selected front coil and multi-leaf rear springs. □ Front ride stabilizer on all models. □ Bias-mounted rear shock absorbers. □ Precise Ball-Race steering. □ Self-adjusting brakes. □ Single-unit power beam headlights. □ 16.5-gallon fuel tank. □ Hydraulic valve lifters.

##### **For quality and durability:**

- Corrosion-resistant rocker panels. □ Steel inner fenders, front and rear, to help protect outer fenders. □ Double-panel door, hood and deck lid construction. □ Sealed side-terminal energizer battery that helps resist terminal corrosion. □ Delcotron generator with solid state regulator. □ Coolant recovery system. □ Long-life exhaust system with new, improved tailpipe support.



# MORE NICE THINGS THAT COME WITH EVERY NOVA

## 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, and inertia reel). □ 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.

## 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 systems.

## Anti-theft:

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

## 1974 SPECIFICATIONS

		Nova Custom		Nova				Nova Custom		Nova	
Body Styles		4-Door Sedan	Hatchback Coupe	Coupe	4-Door Sedan	Hatchback Coupe	Coupe	4-Door Sedan	Hatchback Coupe	Coupe	4-Door Sedan
Engines:		Standard Six Cyl.	250	350(2-bbl.)	350(2-bbl.)	350(4-bbl.)	350(4-bbl.)	Standard V8	350(2-bbl.)	350(4-bbl.)	Standard V8
Transmission:		Standard	3-spd. manual	*4-spd. manual	3-spd. manual	*4-spd. manual	Turbo Hydra-matic	Optional	3-spd. manual	*4-spd. manual	Turbo Hydra-matic
		*4-bbl. 350 V8 required									
Brakes:	Front Dia. (ins.)	9.5		9.5	9.5		9.5	Rear Dia. (ins.)	9.5		9.5
		9.5		9.5	9.5		9.5		9.5		9.5
Turning Circle:	Curb-to-Curb (ft.)	41.2		41.2	41.2		41.2				
Energizer:	Six Cylinder V8	45 amp.		45 amp.	45 amp.		45 amp.		61 amp.		61 amp.
		61 amp.		61 amp.	61 amp.		61 amp.				
Suspension:	Front	Coil		Coil	Coil		Coil	Rear	Multi-Leaf		Multi-Leaf
		Multi-Leaf		Multi-Leaf	Multi-Leaf		Multi-Leaf				
Frame		Unitized body with partial sub-frame		Unitized body with partial sub-frame	Unitized body with partial sub-frame		Unitized body with partial sub-frame				
Wheelbase (ins.)		111.0		111.0	111.0		111.0				
Overall Length (ins.)		197.7		196.7	196.7		196.7				

\*With Hatchback Coupe rear seat down—27.3

## ENGINES

	Turbo-Thrift 250 Six	Turbo-Fire 350 V8	Turbo-Fire 350 V8 Opt. L48
Displacement (cu. in.)	250	350	350
HP @ rpm (SAE net)	100@3600	145@3800	185@4000
Torque (ft. lbs.) @ rpm (SAE net)	175@1800	250@2200	270@2600
Compression Ratio	8.25:1	8.5:1	8.5:1
Carburetion	1-bbl.	2-bbl.	4-bbl.
Fuel	Regular	Regular	Regular
Exhaust System	Single	Single	Dual



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