

SEE WHAT'S NEW TODAY IN A CHEVROLET.

Chevrolet

Monte Carlo

Monte Carlo
Malibu
Chevrolet
Nova
Camaro
Monza
Chevette
Corvette
Wagons
Recreational Vehicles

THE THIRD GENERATION MONTE CARLO

Welcome to a very special automobile—the trim and timely new edition of Chevrolet's popular personal luxury car: the Third Generation Monte Carlo.

Although thoroughly redesigned, today's Monte Carlo clearly retains the unique personality of Monte Carlos past.

You can see it in the stately stance and sculptured sides. You can feel it in the way a Monte Carlo moves. It is a car beautifully in tune with the times, yet emphatically apart from the crowd.

YOUR OWN PERSONAL "DRIVER'S SUITE"

The new Monte Carlo interior is a beautifully

furnished room with a view. From the pull straps on the doors to the deeply carpeted floors, everything here is here for your pleasure, your comfort, your delight.

ABOVE ALL, IT DEMANDS TO BE DRIVEN. Monte Carlo has always been, and continues to be, an enormously rewarding car to drive. It has a road-tuned suspension, including stabilizers front and rear, and steel-belted radial ply tires to produce a nice firm feel on straightaways and a nice flat feel on the curves.

You owe it to yourself to drive a Third Generation Monte Carlo. It's an experience

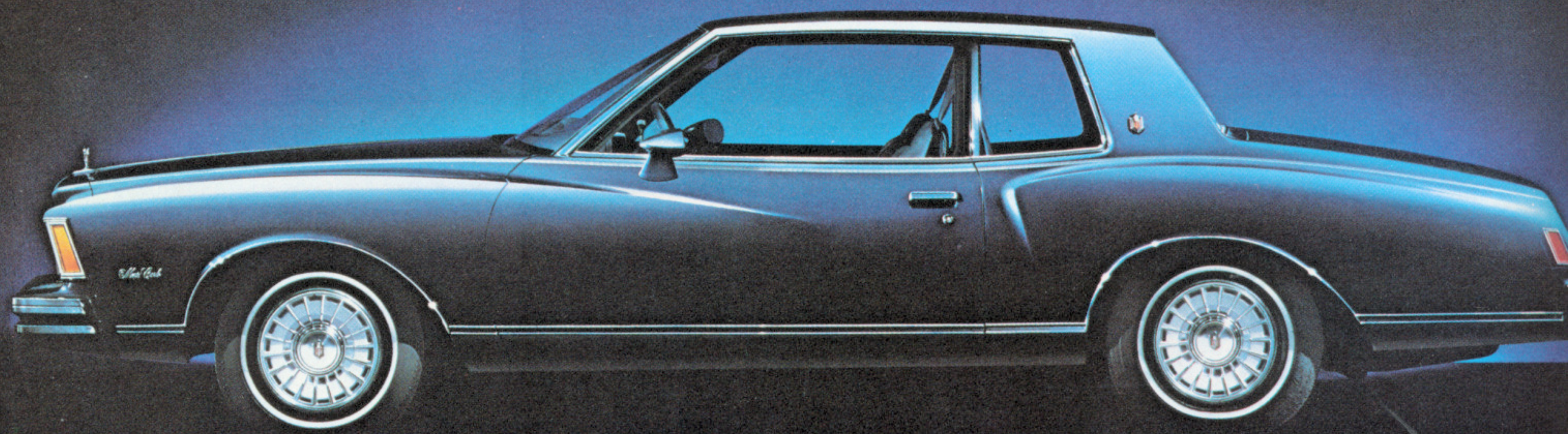
you won't soon forget.

MONTE CARLO FEATURES INCLUDE:

- V6 engine.
- Carburetor outside air intake.
- Corrosion-resisting treatments.
- Dual-mode ventilation system.
- High Energy Ignition system.

Available on any Chevrolet are many options and custom features. Many are illustrated or described in this catalog. Availability often depends on the model and other equipment selected. Your Chevrolet dealer has all the details.

Trim, timely, beautiful.



THE NEW-SIZE MALIBU

NOW THAT'S GOOD NEWS.

The new-size Malibu isn't just a new car. It's an all-new car. It's new from fender to fender; from roof to wheel-base; inside and out.

Trim and contemporary in design, it's full of new ideas. About powerplants and personal pleasures. About interior room and exterior size.

Years of thinking have come to life in the new-size Malibu, and we believe it is the start of a new generation—a new standard, if you like—of sensibly sized, sensibly priced, sensibly built family cars.

But it's still a car that appeals to the senses.

GOOD NEWS ABOUT V6 ENGINES. A new V6 powerplant is standard. You'll be glad to know it has many design characteristics of the V8 engine—the cylinders are banked three to a side, which makes for a short, light, compact engine. It delivers more horsepower per cubic inch of engine displacement than the standard engine in last year's Malibu.

GOOD NEWS ABOUT SIZE. On the outside, the new Malibu is smaller than last year's mid-size Malibu.

On the inside of coupes and sedans, there's more head room as well as more leg room in both the front and back seats,

plus an amazing amount of trunk space.

GOOD NEWS ABOUT ROOM. The new Malibu car offers roominess on the inside, but its reduced exterior size makes it more appropriate for the world outside.

MALIBU FEATURES INCLUDE:

- High Energy Ignition system.
- Freedom battery that never needs water.
- Fixed rear door windows and swing-out rear vents.
- Dual-mode ventilation system.
- Radial ply tires.

Comparisons relate to the 1977 Malibu.



Malibu Classic Coupe.



Distinctive Malibu Classic knit-cloth interior.



Malibu Classic Sedan

THE NEW CHEVROLET CAPRICE CLASSIC AND IMPALA.

NOW THAT'S MORE LIKE IT. Last year Chevrolet introduced a whole new kind of six-passenger car. And America took to The New Chevrolet like baseball, hot dogs and apple pie.

Now in its second year, The New Chevrolet is still one of the newest new cars around. It's still giving America more to like. More head room, more rear-seat leg room, more trunk room than the 1976 full-size Chevys.

The New Chevrolet is all of that. And more. It's trim, crisp, beautiful. It's thoroughly enjoyable to drive and ride in. It's manageable in city traffic. It has more ease of

maintenance, more corrosion-resisting treatments.

CAPRICE CLASSIC. Our most luxurious, most comfortable and most distinguished Chevrolet. It is an even more refined car today. Outside, it has its own elegant front styling with its own standup hood crest. Inside, you'll find interior elegance and sumptuous comfort for six people.

IMPALA. Year after year, Impala offers the features, styling, roominess, and, importantly, the value Americans expect in their family-size cars. For '78, we've made subtle refinements to Impala's trim,

contemporary lines. Inside, there are new fabrics and colors to choose from.

CHEVROLET FEATURES INCLUDE:

- High Energy Ignition system.
- Long recommended service intervals.
- Automatic transmission, power steering, power brakes.
- Engine electrical diagnostic connector.
- Rich upholstery and interior trim.
- Radial ply tires.

All comparisons relate to the 1976 full-size Chevrolet.

Impala Coupe.



Caprice Classic available Special Custom interior with 50/50 seat.



Caprice Classic Sedan.

CHEVY NOVA

WANTED FOR ALL ITS WORTH. For 16 years now, Nova's been an American favorite. First choice of nearly four million people who have bought Nova for what it offers. Chevrolet value. Sensible size. Sensible price.

These benefits are the same as those that have made Nova the most wanted compact police car in America, now being driven by law enforcement agencies in 48 states.

Nova offers appealing value for 1978. Plus a new series—the Nova Custom—for those

who want a little more luxury.

NOVA FEATURES INCLUDE:

- 250 Cu. In. L6 engine. Available automatic transmission required in California.
- One-piece carpeting.
- Freedom battery that never needs water.
- Front disc/rear drum brakes.
- High Energy Ignition system.
- Protective inner fenders, front and rear.



Nova Custom interior.



Nova Custom Coupe.

CHEVY CAMARO

RESPONSIVE, FUN TO DRIVE. When you take the wheel of Camaro, you take command—because Camaro is, and always has been, a driver's car. It looks eager and anxious to move. It begs to be driven.

This year, new front and rear styling in soft, resilient urethane adds even more flair to Camaro's sporty look.

You have four Camaro ways to go—the Sport Coupe, the Camaro Type LT with plush surroundings, the stripe-accented Rally Sport,

the gutsy Z28 with its special features.

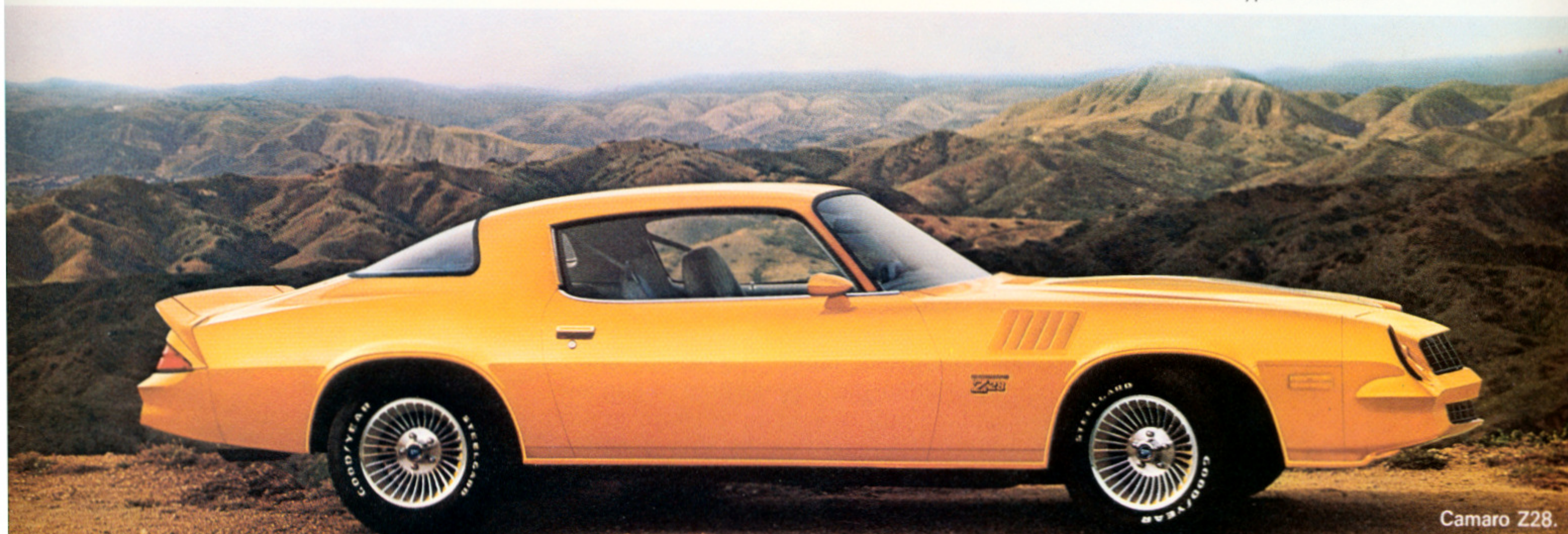
CAMARO FEATURES INCLUDE:

- 250 Cu. In. L6 engine* on Type LT Coupe and Sport Coupe.
- 350 Cu. In. V8 engine* on Z28.
- Freedom battery that never needs water.
- Power steering.
- Front stabilizer bar.
- Front disc brakes.
- Steel-belted radial ply tires.

*Available automatic transmission required in California.



Standard Type LT interior.



Camaro Z28.

CHEVY MONZA

TAKE THE WHEEL, HAVE SOME FUN.

Monza is a car to quicken your pulse, make you eager to get

moving. It has spirit, style, flair and comfort.

Monza for '78 has added a new lineup of Sport models, with a sloping front end, rectangular twin headlights, wraparound taillights and deluxe, finned wheel covers.

There are more engines than in 1977, with a selection that includes a cast-iron L4, V6s or V8. Monza for '78 has a lot going for it, including extensive use of corrosion-resisting

treatments and features, Full Coil suspension, front disc/rear drum brakes. And a wider selection of models: Monza Coupe and Sport Coupe, Monza 2+2 Hatchback Coupe and 2+2 Hatchback Sport Coupe. Spyder equipment and appearance packages are available on 2+2 Hatchback models.

MONZA FEATURES INCLUDE:

- High Energy Ignition system.
- Freedom battery that never needs water.
- Floor-mounted transmission lever.
- Stowaway space-saving spare tire.



Monza Sport Coupe interior.



Monza Sport Coupe

CHEVY CHEVETTE

IT'LL DRIVE YOU HAPPY.

When our 4-passenger Chevy Chevette first hit the road two years ago, car buyers were quick to discover that it delivered a lot of car for the money.

For 1978, you get even more in the Chevette Hatchback Coupe. There's more sound insulation, more corrosion-resisting treatments across the line than in 1977 models. But, there's more. We've added equipment you might expect to pay extra for. Also new for '78 is our 4-Door Hatchback Sedan with

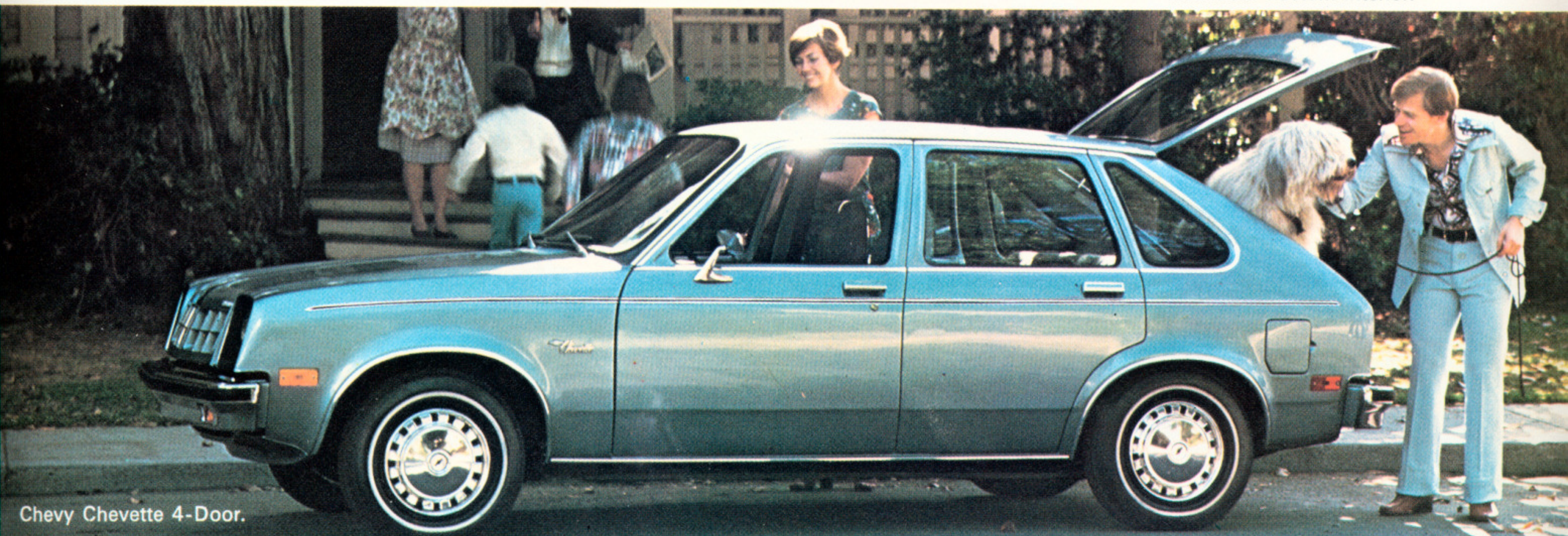
the following equipment. And more.

CHEVETTE FEATURES INCLUDE:

- Delco-GM AM radio.
- Sport steering wheel.
- Deluxe instrument panel.
- Center console with coin pocket.
- Rear seat that folds flat.
- White-stripe tires.
- Swing-out rear window on coupe.
- 1.6 Litre (98 Cu. In.) L4 engine.
- Front disc brakes.



Available Custom interior.



Chevy Chevette 4-Door.

CORVETTE



Corvette. America's only production sports car—produced for 25 unbroken years—stands alone as it has since 1953, a truly unique and finely machined two-seater.

This year's most notable improvement is the new fastback roofline and rear window. Shown below is the available 25th Anniversary Paint B2Z (two-tone silver) which requires sport mirrors and aluminum wheels.

CORVETTE FEATURES INCLUDE:

- New rear window allows for a clean styling profile, more room for traveling gear.
- Larger fuel tank—now 24 gallons.
- Restyled instrument panel.
- 350 Cu. In. V8 and 4-Speed manual transmission. Available automatic transmission required in California.
- Power disc brakes at all four wheels; self-adjusting and fade resistant.



Cloth and leather interior.



Silver Anniversary Corvette

MONZA WAGON*

YOU'LL BE SURPRISED BY ITS SPACE.

The brash, spirited Monza is here to prove you can have a practical, compact wagon that combines good looks with sporty performance. It's ideal for today's young, bustling family with both sensible instincts and a taste for good times.

Inside, the Monza Wagon has 46.6 cu. ft. of cargo space with the back seat folded down. With the seat-back up, there's plenty of room for four passengers and cargo in very comfortable surroundings.

Under the hood, the new cast-iron 151 Cu. In. L4 engine offers a larger displacement than previous Monza 4-cylinder engines.

MONZA WAGON FEATURES INCLUDE:

- Wide opening rear liftgate.
- High Energy Ignition system.
- Front disc brakes.
- Corrosion-resisting treatments.

*This Monza model not available at announcement time. Check your Chevrolet dealer for availability.



Monza Wagon interior.



Monza Estate Wagon

THE NEW-SIZE MALIBU WAGON

CHEVY'S NEW FRIEND OF THE FAMILY.

The new Malibu Wagon is good news that travels beautifully. Compared to last year's Malibu wagon, it has shed almost two feet on the outside and has a shorter turning circle to make it more manageable in city traffic. Yet it's generously roomy with more than 72 cubic feet of cargo capacity, not counting the storage bins on both sides and concealed stowage area beneath the floor.

Like the new Malibu cars, the wagons

are beautifully finished inside with distinctive trim, handsomely styled instrumentation and one-piece carpeting.

Malibu's new 2-Way Tailgate is a special feature you'll like. The top window acts as a hatch, swinging up effortlessly to allow fast, easy loading of light items. The bottom gate door drops down to serve as a loading and unloading platform, and as a 22-inch extension of the 81-inch-long floor.

The powerplants in the new Malibu are as exciting as the wagon itself. A V6

engine is standard.

MALIBU WAGON FEATURES INCLUDE:

- New corrosion-resisting treatments.
- New dual-mode ventilation system.
- High Energy Ignition system.
- Column-mounted single control for headlight dimmer and turn signal.

All comparisons relate to 1977 Malibu wagons.



More than 72 cu. ft. of cargo capacity.



Malibu Classic Wagon interior.



Malibu Classic Estate Wagon.

Malibu Classic Wagon.

CAPRICE CLASSIC AND IMPALA WAGONS

MORE OF WHAT YOU WANT IN A WAGON.

Comfortable and smooth riding. Roomy and functional. Beautifully styled, inside and out. These are features America likes in The New Chevrolet Wagon, now in its second year.

The New Chevrolet Wagon provides plenty of room for up to eight people in 3-seat models, yet takes up less space in garages and parking spaces and is more manageable in city traffic than the 1976 full-size Chevrolet wagon.

The New Chevrolet offers practical convenience. The rear door-gate opens down for cargo, or sideways for people when they're entering the available third seat. There are concealed compartments in the side and under the floor. The rear seats fold flat for nearly eight feet of floor length.

The interiors are designed to be comfortable as well as beautiful, not just in the front but all the way back.

You're virtually surrounded with tasteful appointments: luxury door trim, a richly

appointed instrument panel, acoustical headliner, one-piece carpeting throughout the passenger area.

The New Chevrolet. It's all a wagon ought to be. And more.

CHEVROLET WAGON FEATURES INCLUDE:

- Easy flip-down rear seat control.
- Rear-facing third seat on 3-seat models.
- Automatic transmission, power steering, power brakes.
- Engine electrical diagnostic connector.
- Long recommended service intervals.



Lockable, hidden stowage compartment.



Caprice Classic Wagon interior.



Caprice Classic Estate Wagon.

Impala Wagon.

SPORTVAN

CHEVY'S PEOPLE PLEASER CAN HOLD UP TO 12.

A Series G30 Sportvan can take up to 12 passengers with available seating. Remove the quick-release rear seats and you have up to 260 cu. ft. of cargo space.

The wide, double swing-out rear doors and easy-sliding side door provide convenient access to the interior area.

Sportvan comes in two wheelbase sizes: the 110" and 125" models with GVW ratings

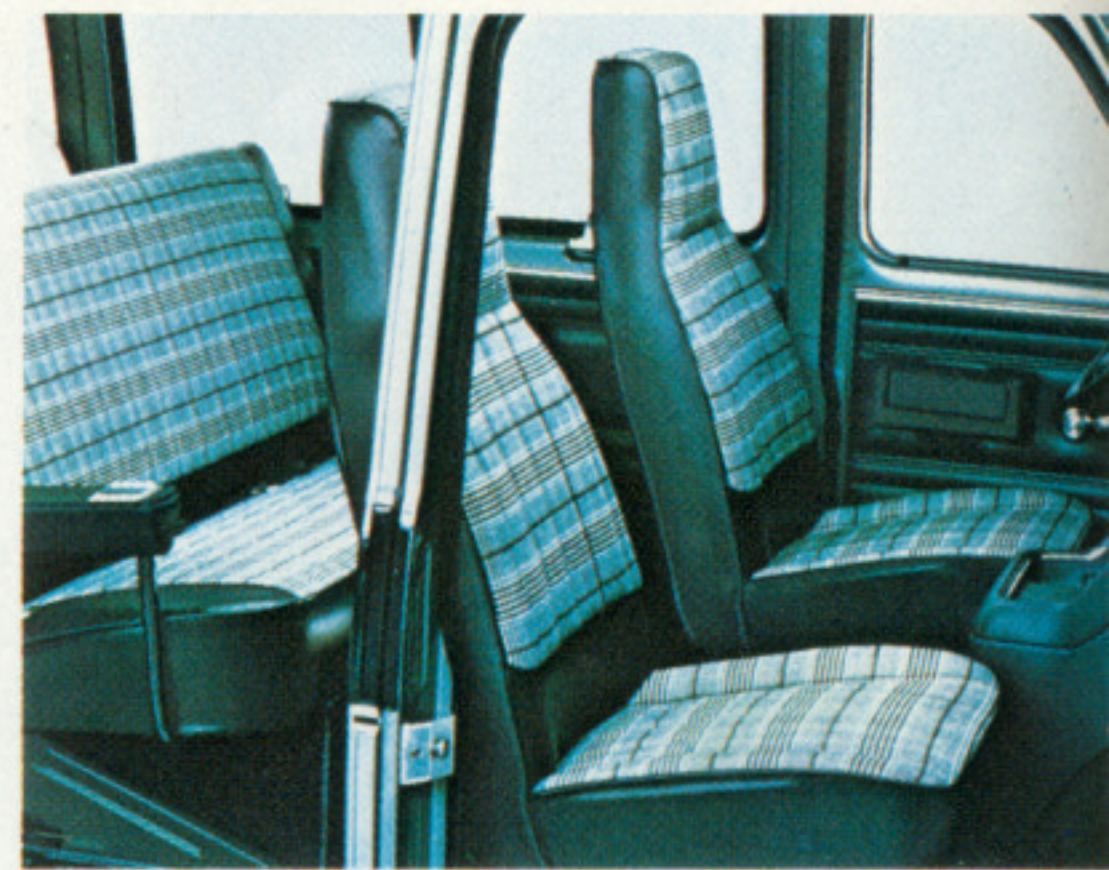
Our roomiest, most versatile Chevy wagon.

up to 6,600 lbs., plus a 125" model rated up to 8,150 lbs.

There are several available engines to choose from. Automatic transmission and power steering are also available.

SPORTVAN FEATURES INCLUDE:

- Massive Girder Beam independent front suspension with tough coil spring at each wheel.
- Rear leaf springs.
- Front disc/finned rear drum brakes computer-matched to GVWR.
- Front bucket seats and a rear bench seat.



Beauville Sportvan interior.



Beauville Sportvan

SUBURBAN

CAN SEAT, HOLD, TOW, AND DO MORE THAN ORDINARY WAGONS.

wagon, the iron-willed stamina of a truck and a lot of interior roominess.

Properly equipped, a C20 Suburban can move over seven tons of load*, including itself, passengers, cargo and trailer. Inside, there's available seating for up to nine with 35 cubic feet left over for cargo. With second seat folded down and third seat removed, Suburban can handle 144 cu. ft. of cargo.

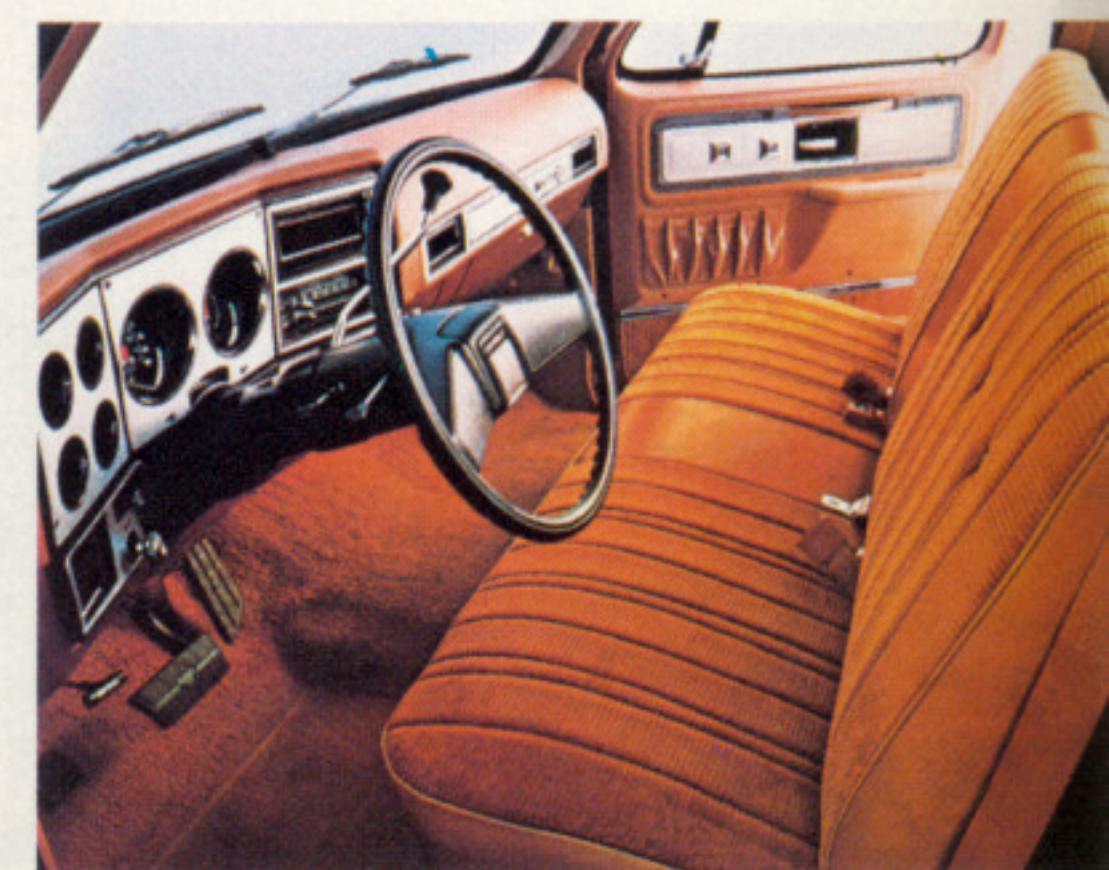
It has the niceties and comforts of a

The full-width, foam-padded front seat is standard. And there's a variety of color-keyed interiors to choose from.

SUBURBAN FEATURES INCLUDE:

- Wide front seat handles three comfortably.
- Available second and third seats.
- Rugged chassis with Massive Girder Beam front suspension on 2-wheel-drive models.
- Multi-leaf rear springs.

*7,000-lb.-capacity, weight-distributing hitch platform available through Chevrolet. Larger capacity platform available from outside sources.



Silverado interior.



Silverado Suburban

BLAZER

TOUGH ENOUGH TO TAKE YOU ALMOST ANYWHERE.

Blazer's available full-time 4-wheel drive (standard with available automatic transmission on K10 models) makes it an exciting vehicle that feels right at home almost anywhere outdoors.

Full-time 4-wheel drive means no more shifting into or out of 4-wheel drive, no getting out to lock or unlock front free-wheeling hubs when moving on or off the highway.

All Blazers have seating available for up to five passengers and a choice of interiors that

includes leather-grained vinyls and bright, sporty cloth.

The rear seating or cargo area is enclosed by a removable fiberglass-reinforced plastic top. Or there's the available Blazer Convertible model with a folding vinyl-coated fabric top.

BLAZER FEATURES INCLUDE:

- All-steel front half-top and full doors.
- New 3-passenger forward folding rear seat available.
- Conventional 4-wheel-drive as well as 2-wheel-drive models also available.



Cheyenne interior.



4-wheel-drive Blazer

PICKUPS

BUILT TO STAY TOUGH.

Don't be deceived. Underneath this handsome appearance is a tough Chevy Truck, from the frame on up. With two steel walls in the doors, front fenders, hood, Fleetside tailgate and body sides.

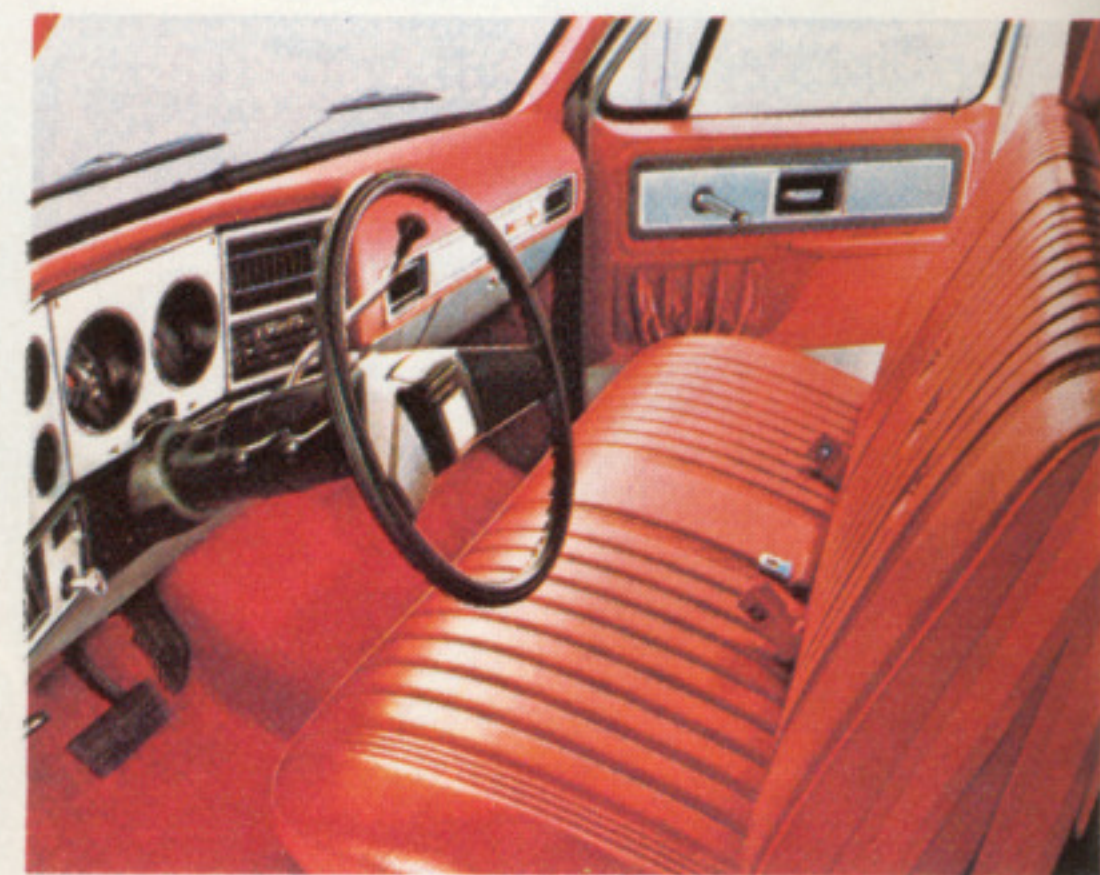
Chevy pickups come in six basic series, with GVWR's that vary from 4,900 lbs. to 10,000 lbs.

There's a selection of wheelbases, cab and box styles, as well as a wide range of special models with available option packages to meet specific needs.

There are 6-cylinder and V8 engines available.

CHEVY PICKUP FEATURES INCLUDE:

- Front disc/finned rear drum brakes computer-matched to GVWR.
- Corrosion-resisting treatments.
- Deep-embossed steel box floors standard on Fleetside.
- High Energy Ignition system.
- Multi-leaf rear springs.
- Massive Girder Beam front suspension on 2-wheel-drive models.
- 2- and 4-wheel-drive models.



Cheyenne interior.



Fleetside Pickup

SOME AVAILABLE OPTIONS

For your added pleasure, select from the many Chevrolet options available this year. Availability of options often depends on model and other equipment selected. Your Chevrolet dealer can answer any questions.

MONTE CARLO. • Stereo tape system with AM/FM stereo radio • Six-way power seat.

MALIBU. • Comfortilt steering wheel • Special Instrumentation • 50/50 front seat.

CHEVROLET. • F41 Sport suspension • AM/FM/Citizens Band radio • Two-Tone exterior.

NOVA. • Rally equipment • Two-Tone exterior paint • Body side pin striping • Econominder Gage Package • Color-keyed Rally wheels.

CAMARO. • Aluminum wheels • Rear spoiler • Removable glass roof panels • Sport

suspension • Special Instrumentation.

MONZA. • Sky Roof (with slightly reduced head room) • Digital clock • Sport steering wheel • GT equipment • Special Instrumentation • Spyder Appearance Package.

CHEVETTE. • Custom exterior trim • Sky Roof (with slightly reduced head room) • Automatic transmission • Air conditioning.

CORVETTE. • Rear window defogger • AM/FM stereo/Citizens Band • Removable glass roof panels • Aluminum wheels.

CHEVROLET WAGON. • 50/50 front seat • Deluxe carpeting for cargo area • Power tailgate lock • Estate Equipment • Superlift rear shocks.

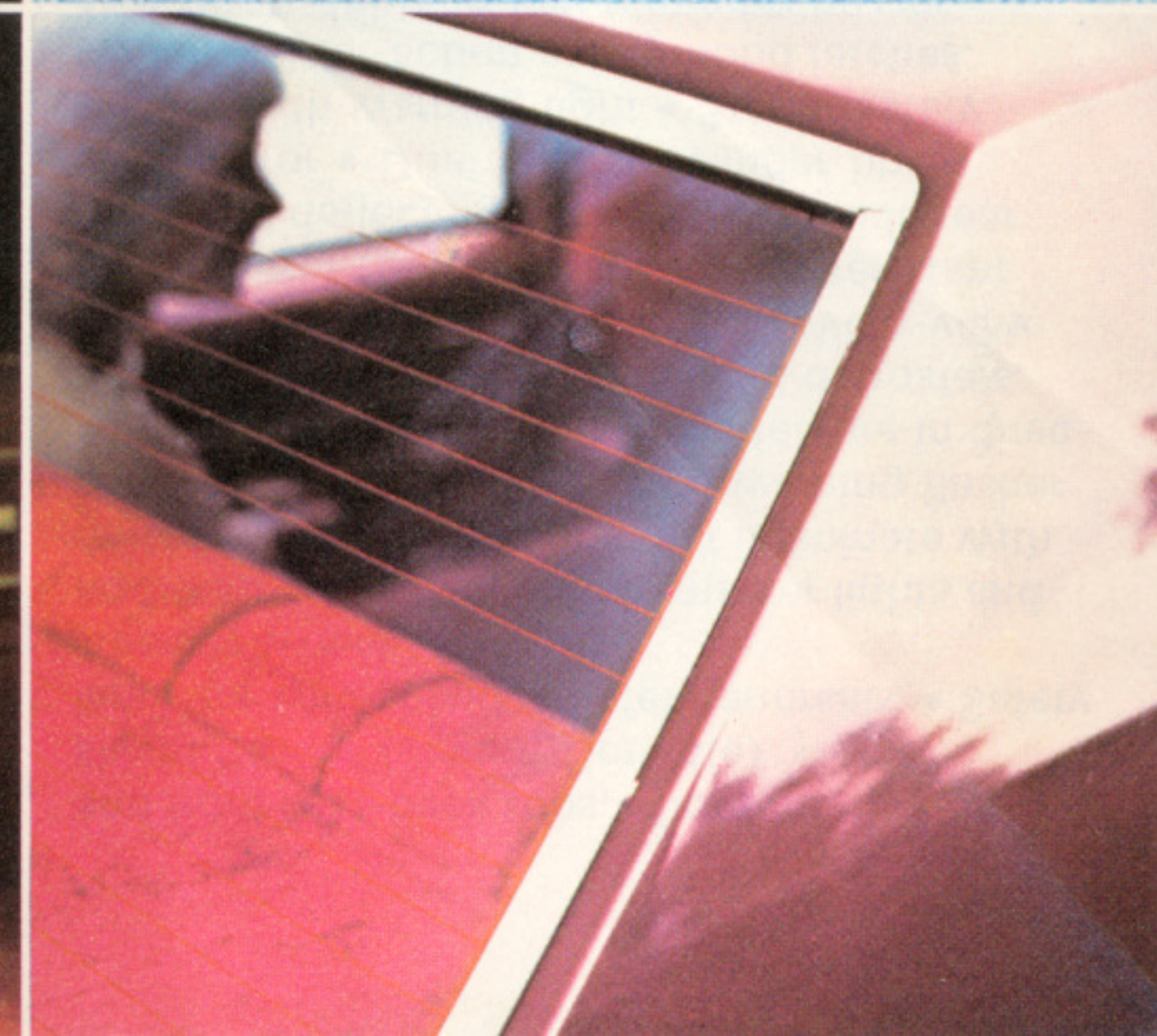
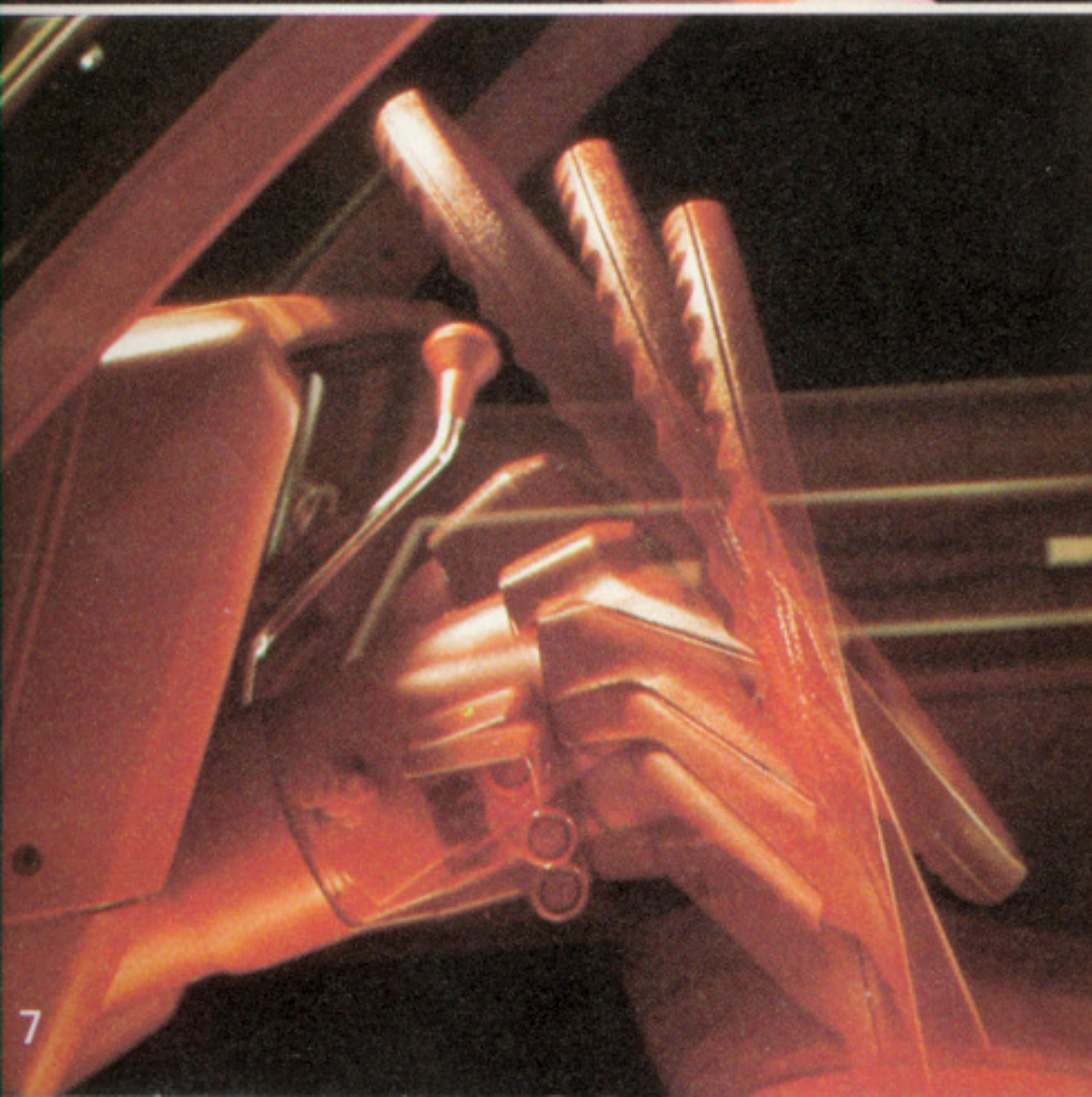
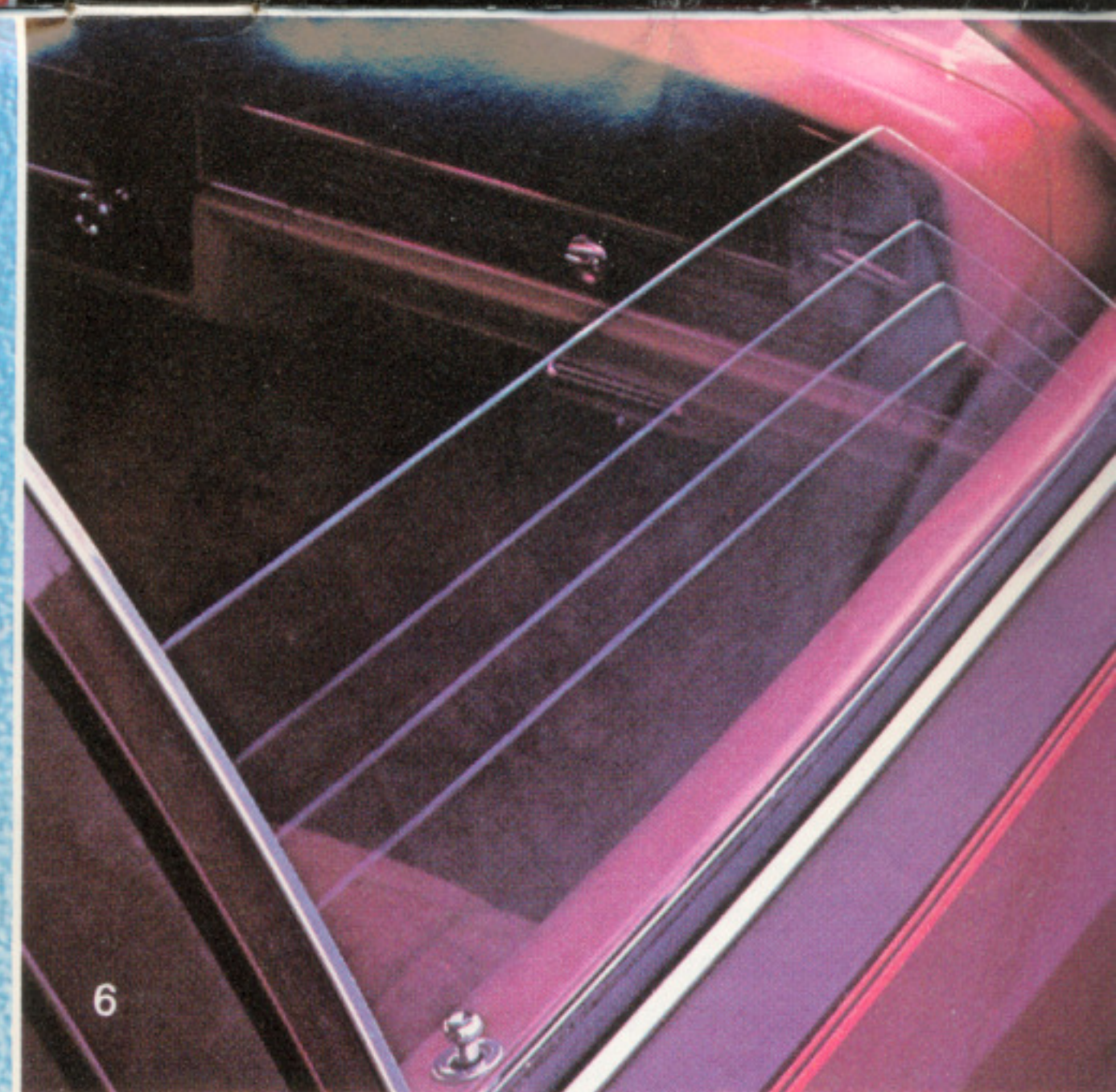
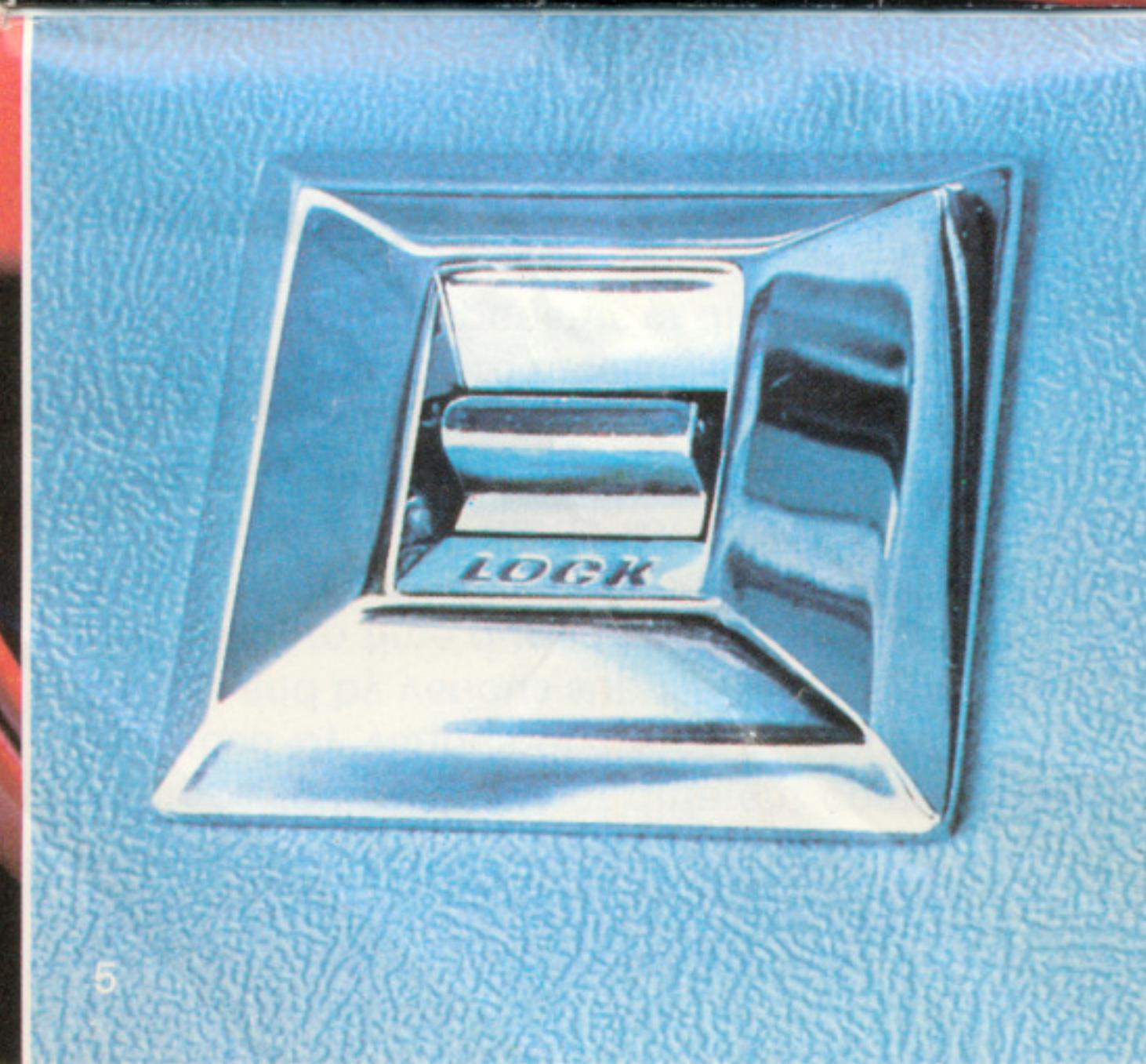
MALIBU WAGON. • Rear window defogger • Special Instrumentation • Estate Equipment • Custom Two-Tone exterior paint • 50/50 front seat.

MONZA WAGON. • Adjustable driver's seat back • Comfortilt steering wheel • Digital clock.

SUBURBAN, SPORTVAN, BLAZER. • Custom interiors • Comfortilt steering wheel • Automatic transmission • Speed and cruise control • Power steering • Heavy-duty shock absorbers, generator, battery.

PICKUPS. • Two body styles • Two cab styles • Four available interiors • Glide-out spare tire carrier • 2- and 4-wheel-drive models.

1. Special Instrumentation. 2. AM/FM stereo radio. 3. Intermittent windshield wiper system. 4. Cruise-Master speed control. 5. Power door lock system. 6. Power windows. 7. Comfortilt steering wheel. 8. Rear window defogger. 9. Power Sky Roof available on Monte Carlo, Malibu and The New Chevrolet (with slightly reduced head room).



CHEVROLET FEATURES

To determine the estimated EPA mileage ratings of any Chevrolets, please refer to the engine data sheet inserted in this catalog. Additional copies may be obtained from your Chevrolet dealer.

A WORD ABOUT ENGINES. The Chevrolets shown in this catalog are equipped with GM-built engines produced by various divisions. Please refer to the engine data sheet inserted in this catalog or available from your dealer for complete details about engine sources and availability.

NEW POWER V6 ENGINE.

New for Chevrolet in '78 is V6 power, standard in Monte Carlo and Malibu models, available on Monza. Many of the design characteristics of the small block V8s have been applied to the new V6. The engine block and cylinder heads are cast iron and the V6 configuration makes the engine more compact and lighter than a conventional V8.

OCCUPANT PROTECTION. Seat belts with push-button buckles for all passenger positions

- Two front combination seat and inertia reel shoulder belts for driver (with reminder light and buzzer) and right front passenger
- Energy-absorbing steering column
- Passenger-guard door locks
- Safety door latches and stamped steel hinges
- Folding seat-back latches
- Energy-absorbing padded instrument panel

and front seat-back tops • Contoured windshield header (except Corvette) • Thick laminate windshield • Safety armrests • Safety steering wheel.

ACCIDENT PREVENTION. Side marker lights and reflectors • Parking lamps that illuminate with headlights • Four-way hazard warning flasher • Backup lights • Lane-change feature in directional signal control • Windshield defrosters, washers and dual-speed wipers • Wide-view inside mirror (vinyl-edged, shatter-resistant glass and deflecting support) • Outside rear-view mirror • Dual master cylinder brake system with warning light • Starter safety switch • Dual-action safety hood latches.

ANTI-THEFT. Ignition key reminder buzzer

- Steering column lock.

A WORD ABOUT THE COMPONENTS AND OPTIONAL EQUIPMENT IN THESE CHEVROLETS.

The Chevrolets described in this brochure incorporate thousands of different components produced by various divisions of General Motors and by various suppliers to Chevrolet. From time to time during the manufacturing process it may be necessary in order to meet public demand for particular vehicles or equipment, or to meet federally mandated emissions, safety and fuel economy requirements, or for other reasons, to produce Chevrolet products with different components or differently sourced components than initially scheduled. All such components have been approved for use in

Chevrolet products by Chevrolet Motor Division and will provide the quality performance associated with the Chevrolet name.

With respect to extra cost optional equipment, make certain you specify the type of equipment you desire on your vehicle when ordering it from your dealer. Before taking delivery of the vehicle, we suggest you verify that it includes the optional equipment that you ordered or if there are changes, they are acceptable to you.

All illustrations and specifications contained in this catalog 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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