

# **1972 Chevrolet**

**We want your new Chevrolet to  
be the best car you ever owned.**



**Caprice/Impala/Bel Air**

**Chevrolet**



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



**You don't  
have to be rich  
to own a Caprice.  
Just smart.**

Luxury cars.

Driving one says a lot about you. A lot of nice things.

Driving the luxurious 1972 Chevrolet Caprice says even nicer things about you.

It says you're smart with money. Smart because owning a Caprice means you get the luxuries of the expensive luxury cars without spend-

ing anywhere near as much.

Luxuries like Caprice's standard power steering. For an easier, more commanding feel of your automobile.

Caprice gives you standard Turbo Hydra-matic automatic transmission, too. Because luxury means not having to shift for yourself.

You'll find fade-resistant power front disc brakes to stop you. They're

A better way is with a better car. A 1972 Chevrolet. We want you to have a car you can take from sea to shining sea with less fuss, less noise, less strain, and fewer pollutants. We want you to have a car that delivers you more value. Longer. And a car that can take it. Period.

Should you come across a word or term you feel needs a little explanation, simply check the glossary on pages 16 and 17. That's where technical automotive jargon is translated into everyday language. For we also want this catalog to be the most informative catalog you've ever read. Now, on to Caprice.

standard, too.

You'll drive behind a stately grille that could ride on cars priced thousands more.

You'll smooth along life's rough roads on 121½ inches of wheelbase.

You'll ride in a hush, thanks to strategic body mountings, and pounds and pounds of sound dampers.

You'll take comfort in a refined

power ventilation system. One that comes on when you turn the ignition on. One that keeps outside air coming in—even when the car's standing still, and the windows are rolled up.

And you'll sit in a plush, roomy interior. Surrounded by rich brocade pattern cloth and vinyl.

The 1972 Caprice.  
Very smart money.

CAPRICE COUPE  
(Caprice Sedan shown on cover)

Available on all Chevrolets are many extra-cost Options and Custom Features. Some are illustrated or described in this catalog.

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IMPALA CUSTOM COUPE

**Impala. More car  
pound for pound.  
Inch for inch.  
Mile after mile.**

The 1972 Impala adds a lot to your driving. By taking a lot away from it. Impala takes away the strain of maneuvering and parking a big car. By making power steering standard. Impala takes away shifting and clutching, too. By making our Turbo Hydra-matic automatic transmission standard with any V8 engine. Impala takes away some of your concern over braking. By putting standard power disc brakes

up front. They're fade-resistant. Impala helps take away some of your parking lot jitters. With tough new bumpers that extend farther out from the car's body. Impala takes a lot of noise out of your driving. By welding together two steel roof panels. Noise sort of fizzles itself out between the panels, instead of between your ears. Impala takes rough out of your ride. By putting a big coil spring at each wheel. A spring that's

been computer-matched to your particular Impala's weight. Impala even takes away some of your concern about whether the other guy knows you're about to turn. By giving you new front side marker lights that blink when your turn signals do. '72 Impala. If it took any more away from your driving, you'd just be along for the ride.



**Five variations. Each a better way in its own way.**



IMPALA SPORT SEDAN ▲

▼ IMPALA 4-DOOR SEDAN



▲ IMPALA SPORT COUPE



BEL AIR 4-DOOR SEDAN ▼

▲ IMPALA CONVERTIBLE



We'll let the pictures do most of the talking.

They can help you settle on what you might settle in much faster than words alone can.

Just keep in mind that all the Impalas you see here have all the important Impala features we've talked about.

And keep in mind Bel Air.

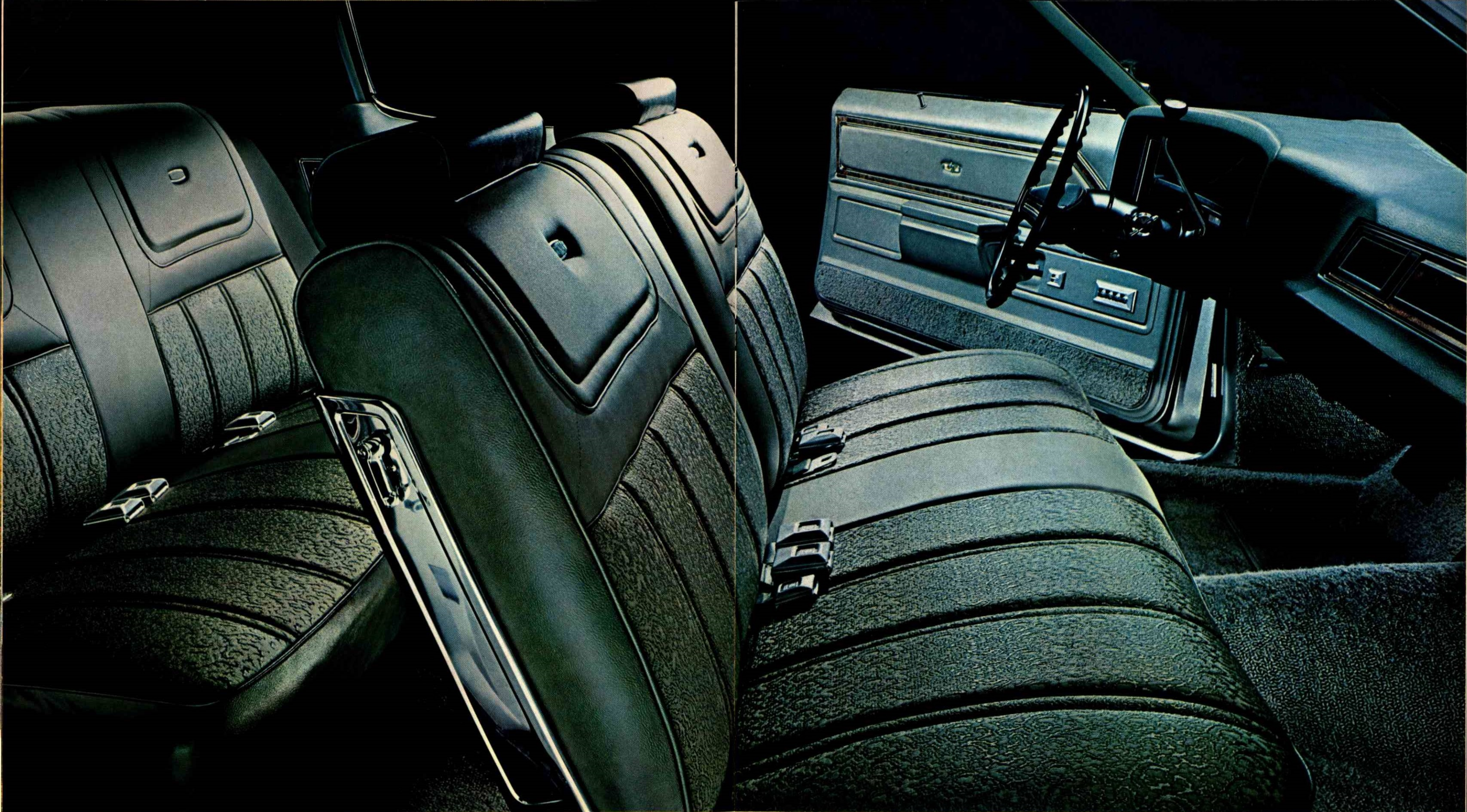
Now don't get the idea it's an Impala that didn't quite make it.

Bel Air is Bel Air. It's its own car. With a lot of reasons for taking a close look at it.

Like power steering, yes. Automatic transmission with any V8, yes. Power disc brakes up front, yes. A sound-absorbing double-panel roof, sure. Plus a refined flow-through power ventilation system.

But Bel Air has one feature all its own going for you. Its very low Chevrolet price.





## The standard Caprice interior.

**In most cars you'd have to order it.**

Go ahead, picture yourself behind the wheel.

Now, stretch your legs out. Way out. For a good yard or more. Ease back. More room there, too.

Nestle into those luxurious foam-cushion seats with supportive "S" springs.

Look around you at the woodlike panels, the rich-feeling brocade pattern cloth and custom-knit nylon you can ask for in black, blue, green, pewter, or covert. Or with

black or green nylon in all cloth areas.

Keep time with a sapphire-jeweled movement electric clock on the instrument panel.

Pull down the sedan's center armrest and actually rest your arm.

And lastly, sink your feet into the deep-twist carpeting below.

Pretty easy to take, right. So's the fact you don't have to pay one cent extra for it.



## Standard and available interiors for Impala and Bel Air.



### Standard Impala Interior.

This luxurious pattern cloth and vinyl interior is yours in all coupes and the sport sedan. In a choice of black, blue, green, pewter or covert. The 4-door sedan is available in all but pewter. While the convertible is available with three standard all-vinyl interior choices: black, saddle or covert.



### Available Impala Interior.

With the custom coupe, sport coupe and sport sedan you can order this durable all-vinyl interior in either black, blue, green, pewter, saddle or covert. And with the 4-door sedan you can order either black, green, covert or saddle.

If you'd like your seat and shoulder belts color-matched to your interior color, simply specify our available Custom Deluxe belts.



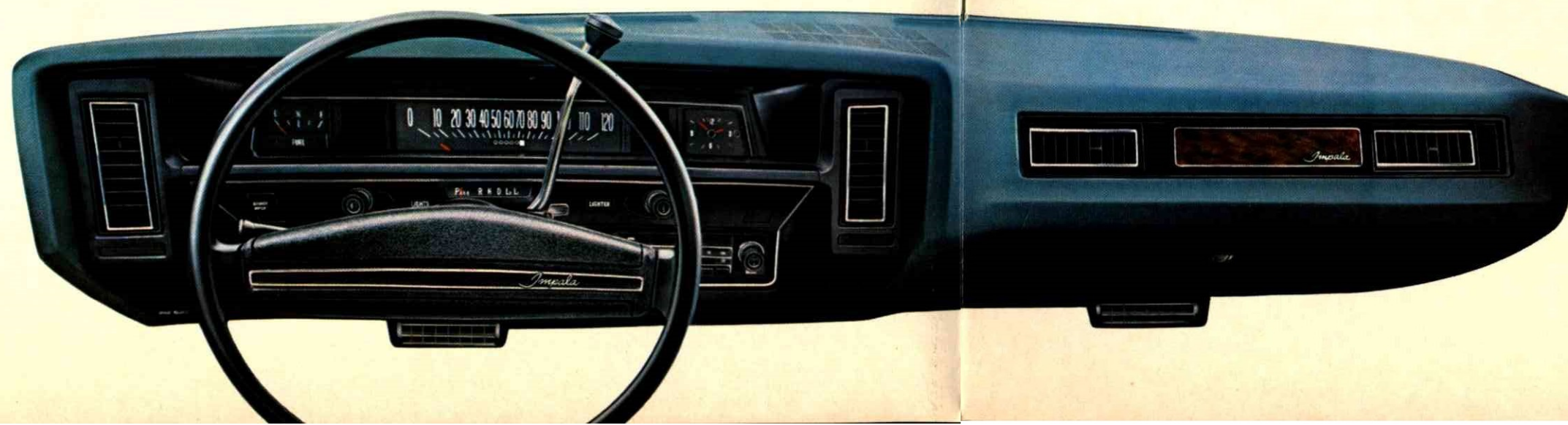
### Standard Bel Air Interior.

This attractive pattern cloth and vinyl interior comes with the car. In your choice of black, blue or green.



### Available Bel Air Interior.

You can order this all-vinyl interior in one of these colors —black, blue or covert.



### Impala instrument panel.

The control center.

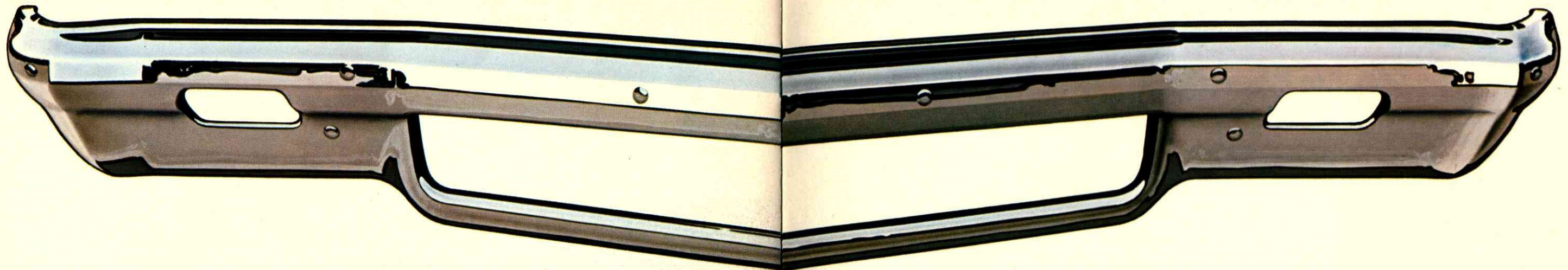
We've designed it so you remain comfortably in control of the easy-to-read dials. And of the easy-to-understand, easy-to-reach knobs. (Headlights, cigarette lighter, and radio control knobs now feature function symbols for instant identification.)

We designed it to reduce glare, too.

And we topped it off with a panoramic windshield that helps you see better.



# The new Chevrolets are where good things got together.



Things like the new tougher bumper you see above. We put one front and one rear, and reinforced them with a strong supporting structure.

Which makes parking lots lots nicer. Other good things include the following:

## Standard power disc brakes.

You get them on the front wheels of all big Chevrolets. So you get true, fade-resistant stopping power.

On the rear wheels, you get finned brake drums. These power drum brakes, like the power disc brakes, self-adjust. So you don't have to pay anyone to have it done.

## Longer life exhaust system.



We've aluminized it in the critical places. Thereby dealing rust some critical blows.

## Standard power steering.

Yours with any big Chevrolet.

And you're getting our variable-ratio power steering. Which means the more you turn the wheel, the quicker it turns. Into a tight parking slot. Down a winding road. Or through crowded city streets.



## Delco Eye Battery.

Our very fresh upstart.

Fresh because it has a few things going for it other batteries don't.

Terminals are sealed on the side, (they're not on the top) for instance, to help prevent corrosion build-up and the trouble that goes with it. Positive and negative cables screw directly—and tightly—into their respective terminals.

And an exclusive "eye" glows when it's time to add fluid.

Your Chevrolet battery. More power to you.



## Power ventilation system.

We introduced it last year to keep outside air coming inside—even when your car was stopped and the windows were up.

It worked beautifully, too.

But this year we've freshened it up even more.

By placing the air exit vents in the rear door pillars.

So you get a nice, controlled flow of air.

All the time.

## Side-guard beams.

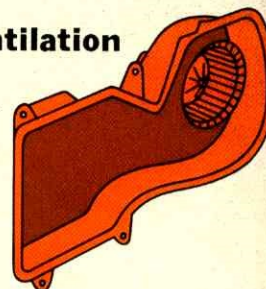


If they look like the guard rails along the highway, it's because they are like the guard rails along the highway.

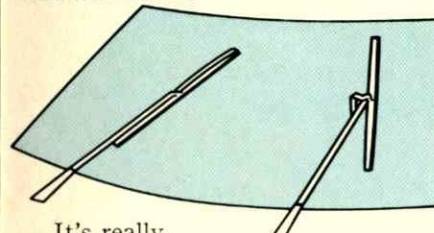
They do the same thing: they help protect you.

Only these rails are in every door of every big Chevrolet.

And they're *always* with you.



## A wide-screen windshield.



It's really big, anyway you look at it.

And the pillars are slim.

So consider your outlook on driving vastly improved.

## Exhaust emission controls.

It's estimated that if every car today had the 1972 Chevrolet's emission controls, and if all industry had taken similar steps, you'd be breathing 1940 air.



Here are some of the reasons.

PCV valve. A little one-way gate that ushers all unburned crankcase gases right back into the combustion chamber where they get burned up.

Controlled Combustion System. It's a number of things like a special air cleaner, carburetor, distributor, and in some instances a differently designed combustion chamber all working together to cut down on exhaust pollutants.

Evaporation Control System. What it does is minimize the escape of fuel vapors from the gas tank. By diverting these vapors to a carbon canister, and then back into the engine where they're burned up.

So we can all breathe a little easier.

## Special body sills.

They're just below the doors. And if you hate rust, you'll love these because they're open underneath.

Open to wind. Which dries up moisture and helps keep rust from getting a toe-hold on the sill.



## Double-panel steel roof.



It really clamps the lid on noise.

You see, we weld one steel roof to an inner steel roof with little holes in it. Underneath that, we add more sound insulation—an acoustically perforated vinyl headliner.

Noise passes through both sets of the little holes and gets snuffed between the roofs.

## Full Coil suspension.

We match individual sets of coil springs to your new Chevrolet. To its weight, really.

For example, if your Impala has air conditioning and a special V8 engine, we compute exactly which springs to install, front and rear.

So you don't overspring.

Or underspring.



## Standard automatic transmission.



Again, yours automatically, on any big Chevrolet with any V8 engine.

And it's our finest transmission. Turbo Hydra-matic. A three-range automatic that lets you shift manually if you've a mind to.

## Traditionally higher resale value.

Who determines a car's resale value? People who buy used cars do.

And for many years now, people have determined they'll spend more money for a used Impala than they will for any other used car in Impala's field.

A good bit more.

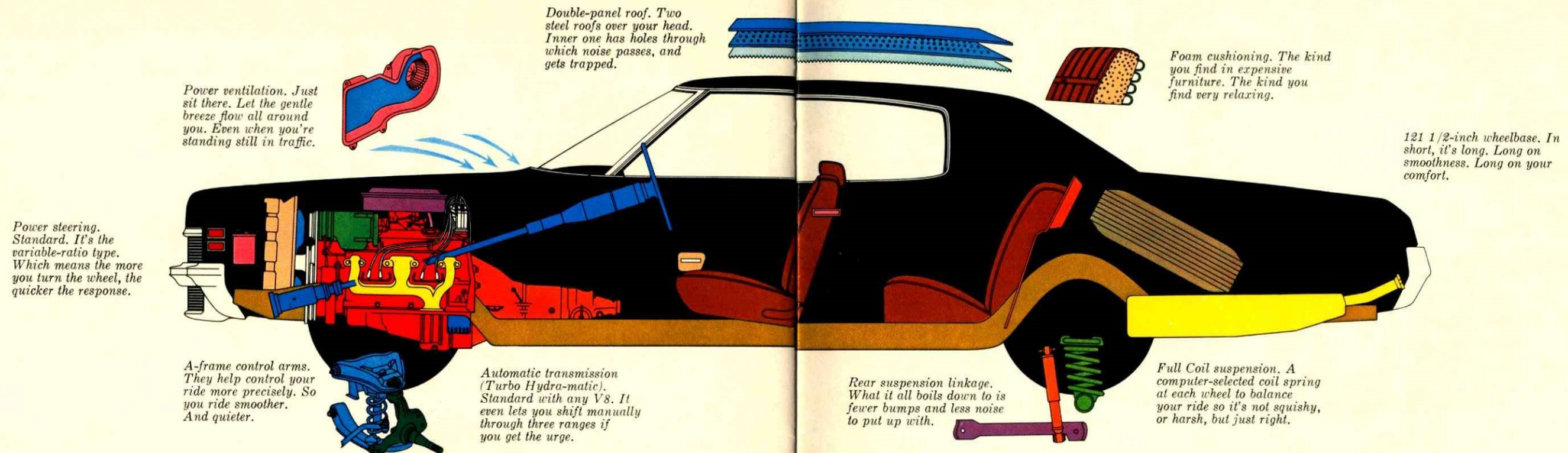
Why?

They're getting a good bit more car.

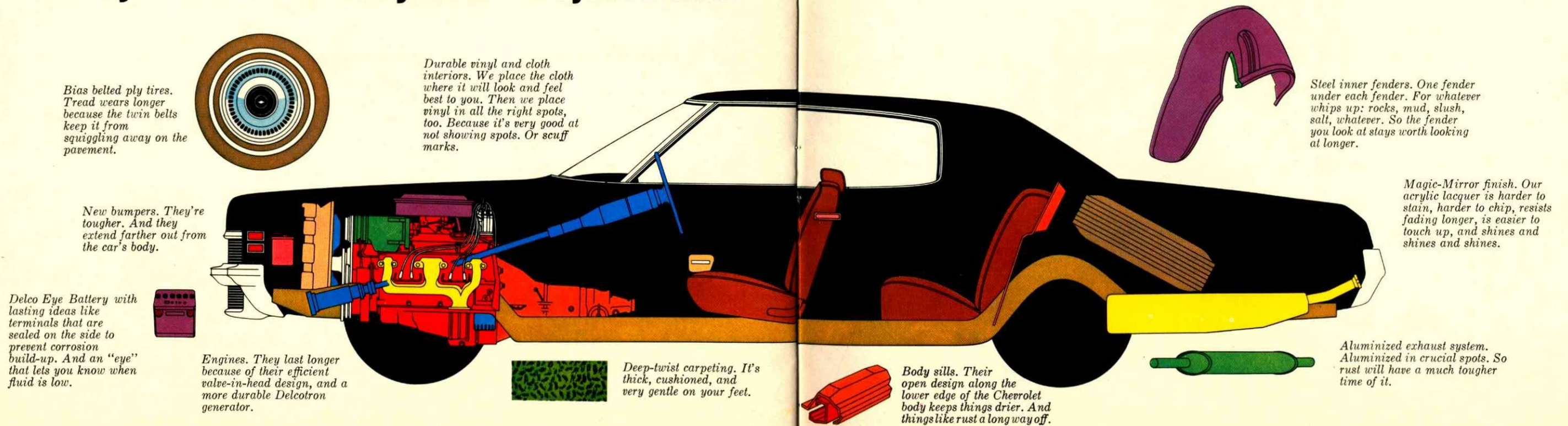
Which says a lot about Chevrolet in general, even more about a brand-new 1972.



## Some things you can take great comfort in.

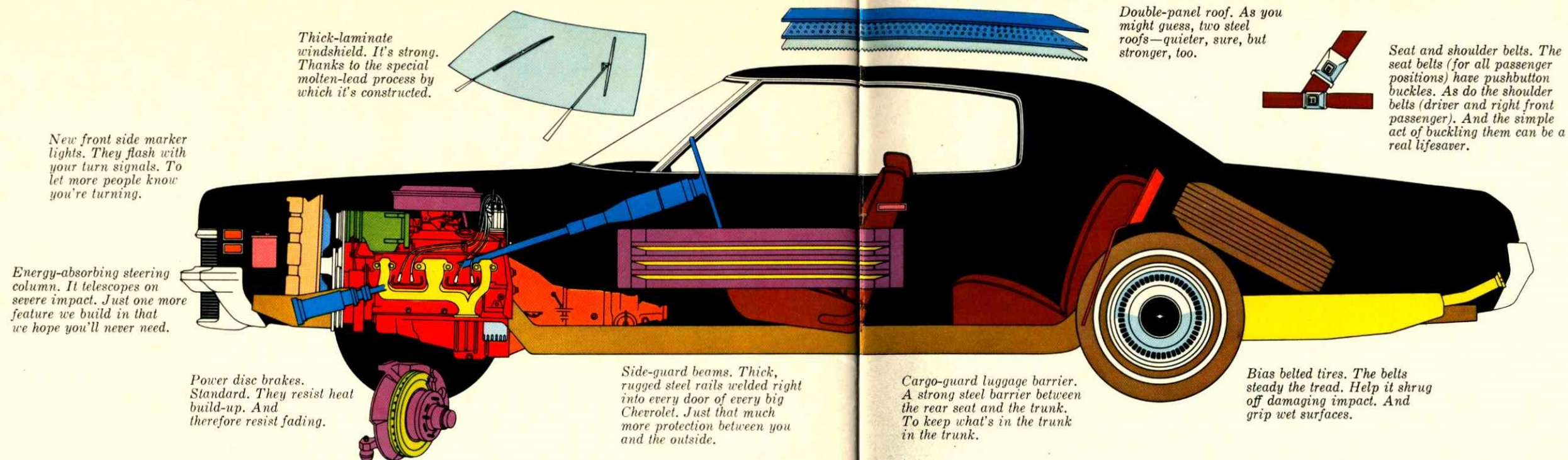


## Why Chevrolets last years. Not just miles.





# Some ideas you can live with.



Thick-laminate windshield. It's strong. Thanks to the special molten-lead process by which it's constructed.

New front side marker lights. They flash with your turn signals. To let more people know you're turning.

Energy-absorbing steering column. It telescopes on severe impact. Just one more feature we build in that we hope you'll never need.

Power disc brakes. Standard. They resist heat build-up. And therefore resist fading.

Side-guard beams. Thick, rugged steel rails welded right into every door of every big Chevrolet. Just that much more protection between you and the outside.

Cargo-guard luggage barrier. A strong steel barrier between the rear seat and the trunk. To keep what's in the trunk in the trunk.

Double-panel roof. As you might guess, two steel roofs—quieter, sure, but stronger, too.

Seat and shoulder belts. The seat belts (for all passenger positions) have pushbutton buckles. As do the shoulder belts (driver and right front passenger). And the simple act of buckling them can be a real lifesaver.

Bias belted tires. The belts steady the tread. Help it shrug off damaging impact. And grip wet surfaces.

## Glossary:

### Technical terms translated to your terms.

#### AXLE.

A long metal housing which contains the things that transmit power to your car's rear wheels.

You can order special axles, too.

Our Positraction rear axle. It helps pull you through muddy, snowy, icy, and sandy situations.

"Axle ratio" ever confuse you? It needn't. You see, the numerical ratio, like 3.08:1, means the drive shaft has to go around 3.08 times in order for the wheels to go around one time. Generally, the lower the numerical ratio, the better your fuel economy; and the higher the ratio, the more torque or turning power it's capable of delivering.

And you can order a Trailering or Performance rear axle, depending on the engine and transmission you choose.

#### BODY MOUNTING.

Quite simply, it's putting a car body onto a car chassis.

Chevrolet, at lots of strategic points along the chassis, places little rubber cushions or biscuits. For good reason.

They soak up noise and vibration.

Which otherwise you'd soak up.

#### BIAS BELTED TIRES.

Tires with two extra belts just under the tread. The cords in these belts are set at an angle or "bias." So the belts hold the tread more firmly to the road. So it doesn't rub away as quickly. So your tires deliver improved performance.

Of course, proper tire pressure helps, too. So we've placed a handy tire-pressure chart on the glove compartment's inside door panel.

#### CHASSIS.

It includes the frame, power train, wheels, springs, brakes, and steering system. Sort of a car without a body.

Ours gives you a very quiet ride.

#### CONTROL ARM.

A part of the suspension designed to precisely control wheel movement.

We use "A-frame" control arms that contribute to a very soothing and quieting effect on your ride.

#### CU. IN.

Short for cubic inches.

It relates to the size of your car's engine—the number of cubic inches your pistons displace. The more cubic inches, the larger the engine.

#### DISC BRAKE.

Picture a record spinning on a pencil. If you were to pinch the record's edge it would stop, right?

Well, that's just the way a disc brake works. When you apply the brakes, a vice-like caliper grips the revolving "disc" and stops it.

Our disc brakes are specially designed to let cooling air flow through them, keep cleaner, self-adjust, improve fade-resistance and wet weather performance.

And they're on the front wheels, the wheels that get most braking stress.

#### DRUM BRAKE.

Picture that same record spinning. Now, if you were to apply pressure to the edge, the record would stop too.

That's basically how drum brakes work. And, as do the disc brakes, our drum brakes adjust themselves. Which means you don't pay for adjusting.

#### ENGINES.

There are two main types. The 6-cylinder. And the 8-cylinder, the V8. Which engine is best for you?

It depends.

Just tell your Chevrolet dealer what kind of driving you plan on doing, plus what kind of accessories you plan on enjoying, and he'll tell you which engine is best for your needs.

For example, if all you're really looking for is a dependable, economical way to get where you're going, then our 6-cylinder engine is enough.

If, however, you're planning some exceptionally long, hard driving you might consider one of our V8s.

If you plan to tow a trailer you should definitely specify a V8 engine with more pulling power. One that can handle all your accessories plus the trailer without straining. Incidentally, our exclusive trailering hitch platform can help you pull up to 6,000 pounds without straining.

But whatever your driving plans, we've got a proven engine with more than enough power to handle it.

#### FOAM MOLDED CUSHIONING.

It means the foam cushion seating has been shaped to a particular contour.

You find it in expensive cars. And in Chevrolets.

It's better than simple padded seats because it holds its contour longer.

And therefore holds you more comfortably longer.

#### FULL COIL SUSPENSION.

It's a special type of suspension in which each of the four wheels has its own coil spring.

We computer-match the springs to your particular Chevrolet's weight. So you get a very smooth ride.

#### FULL DOOR-GLASS STYLING.

It means no small vent windows.

No open or closed vents where wind can squeal. Instead you get one big window that runs the length of the door, for an unobstructed view.

Besides, you don't need vent windows in your Chevrolet. It comes with a standard power ventilation system that works fine with windows up.

#### HIDE-A-WAY WINDSHIELD WIPERS.

There are more beautiful things to look at than windshield wipers.

Which is why you don't see them on a big Chevrolet until you need them.

We've tucked them down under the hood. Out of the way. Where sun and snow and ice and salt spray don't get a clear shot at them.

#### LEAD-FLOAT PROCESS.

Windshields are generally made from ground glass.

But on every Chevrolet pictured in this catalog the windshield is made from a unique "lead-float" process—floating molten glass onto molten lead.

Which gives you a stronger windshield.

Mighty reassuring if you find yourself behind a gravel truck now and then.

#### POWER TEAM.

It's the "teaming up" of an engine, transmission, and specific axle ratio.

How you should team them up

depends on just what kind of driving you plan to do. Ask your Chevy dealer.

#### "S" SPRINGS.

These are the "S" shaped springs that expensive furniture makers fit into their products. And Fisher Body craftsmen fit into all Chevrolet seats.

Thick foam cushion seats.

#### SAE NET HORSEPOWER.

It's a more realistic measure of the output of your engine as installed. It's less than your engine's gross rated horsepower.

Why less?

Because things like a water pump, fan, and generator could use a little horsepower of their own. And do.

#### SOUND-ABSORBING DAMPER.

It refers to things like thick jute blankets, asphalt-impregnated materials, and spray on fibers.

They snuff out noise and vibration.

We use pounds and pounds of them.

All around you.

#### VARIABLE-RATIO POWER STEERING.

"Variable" because how much you turn the wheel varies with how much turning response your driving situation needs.

For example, you want quicker turning response when you're parking or turning a sharp corner, so you get it.

You need less turning action on a highway, so you get less.

#### WHEELBASE.

The distance from the center of a car's front wheel to the center of its rear wheel. Or vice versa.

Our distance is 121½ inches. Which is long.

And very smooth.

## Some more ideas you can live with.

### Occupant Protection Features.

Two front seat head restraints • Energy-absorbing steering column • Passenger-guard door locks with forward-mounted lock buttons • Safety door latches and hinges • Folding seat back latches • Energy-absorbing padded instrument panel and front seat back tops • Padded sun visors • Safety armrests • Safety steering wheel • Contoured full roof inner panel (except Convertible).

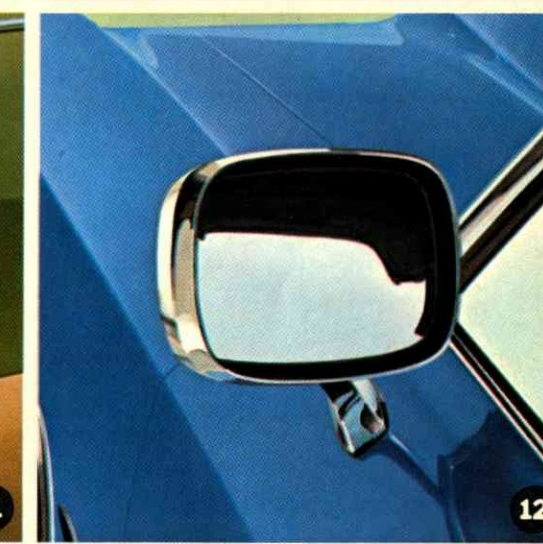
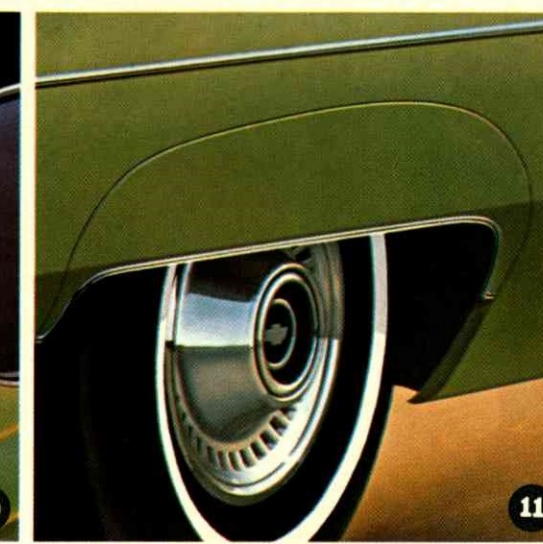
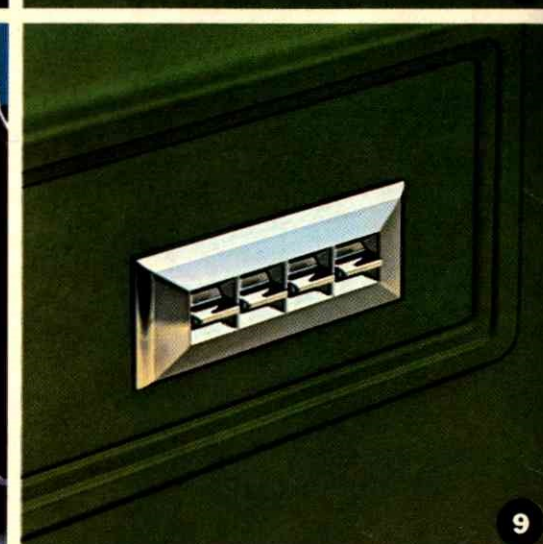
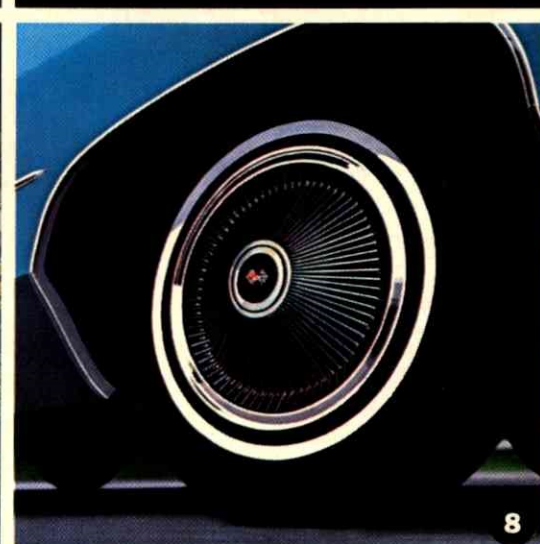
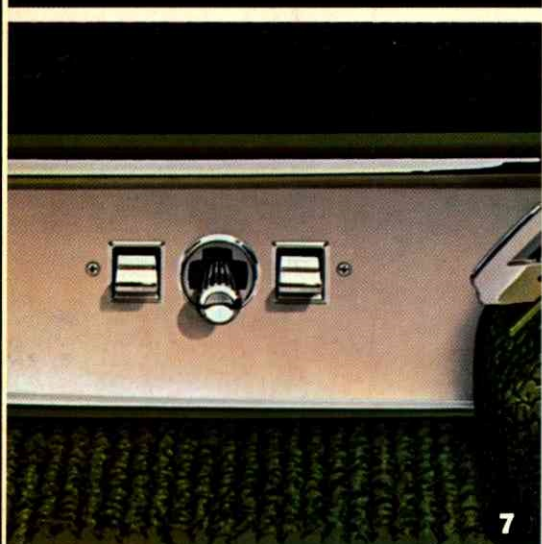
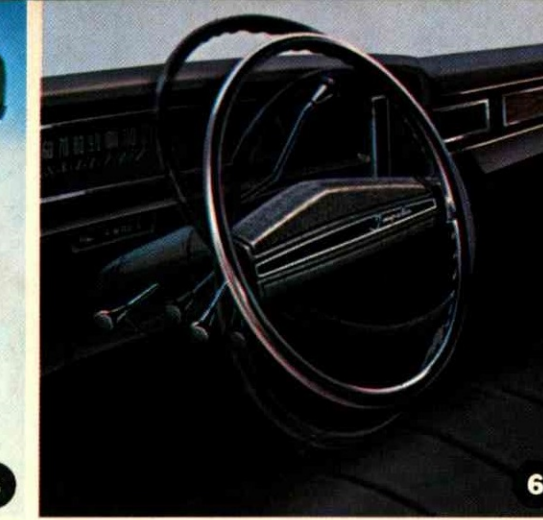
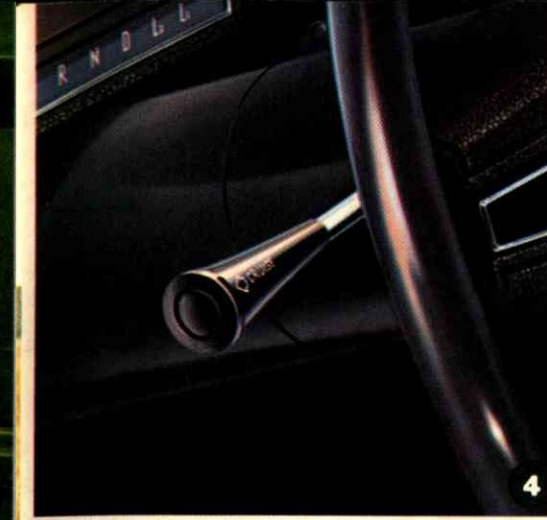
### Accident Prevention Features.

Parking lights that illuminate with headlights • Four-way hazard warning flasher • Back-up lights • Lane-change feature in direction signal control • Windshield defroster, washers and dual-speed wipers • Wide-view inside day-night 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 latches.

### Anti-Theft Features.

Anti-theft ignition key warning buzzer • Anti-theft steering column lock • Inside hood latch release.





## Options. They add a lot more to the car than they do to the price.

### 1. Air conditioning.

We offer you two factory-installed units. First, there's Comfortron, pictured above. Just dial the temperature level you want, and it automatically stays there year around. Second, there's our Four-Season system. An easy-to-set, easy-to-get-comfortable-with unit.

### 2. Radios.

Give your ears a break with our AM radio, AM/FM radio, AM/FM/Stereo radio. Or ask for our 8-track stereo tape players with either AM or AM/FM/Stereo radio. What's more, you can slip the tape cartridge right into the radio dial area.

### 3. Electric power door lock.

One button on the driver's door panel locks or unlocks all doors. No more bending, stretching, and straining for a door lock button. There's also a separate control on each door.

### 4. Cruise-Master speed control.

Just accelerate to the speed you want, press a button, and continue along at that speed—automatically. To disengage, just touch the brake. Great for steady long-distance driving. And for saving money on gas.

### 5. Positraction rear axle.

When the going gets sticky, this option helps you get unstuck. By delivering power to the rear wheel with the most traction.

### 6. Comfortilt steering wheel.

You can adjust the steering wheel to any of six different positions. For different drivers. For easier ins and outs. And for a welcome change of pace on long trips.

### 7. 6-Way power seat.

Let's face it. Driving in a more comfortable position means easier driving. And with this feature you can find what's most comfortable for you. By moving up, down, forward, backward. Or by *tilting* forward or backward. In seconds.

### 8. Wheel covers

You can specify full wheel covers for any model except Caprice (it comes with *standard* wheel covers). And Custom wheel covers, like you see here, for any model including Caprice.

### 9. Power windows.

We give the driver a master switch. So you can raise or lower *all* the windows simultaneously. Or individually. Of course, each passenger can control his power window, too.

### 10. Vinyl roof.

This year we have something new in vinyl roofs. The Wet Look. And you have your choice of color: black, white, blue, covert or green depending on exterior color.

### 11. Fender skirts.

A styling touch desired by many. Which is why we've made them available on Impala and Bel Air. And standard with Caprice.

### 12. Remote-control mirror.

Adjusting your outside rearview mirror is simple with this convenient unit. You adjust it easily from where you sit, window shut.

## Some more you can order:

Bumper guards, front and rear. Door edge guards, color-keyed floor mats, and visor vanity mirror. Electric clock (standard on Caprice). Rear window defroster. Performance axle ratio. Trailering axle ratio. Heavy-duty battery. Custom deluxe belts. Heavy-duty brakes. Soft-Ray tinted glass. Heavy-duty radiator. Superlift rear shock absorbers. Special front and rear suspensions.

## Power teams.

You have your own style of driving, your own needs.

We understand.

And because we understand, we offer you a number of engines to order from.

One of them is sure to meet your requirements.

### 110-hp Turbo-Thrift 250.+

The standard Six for Bel Air, Impala 4-Door Sedan, and Sport Coupe. Needless to say, it does things very economically, and very dependably.

### 165-hp Turbo-Fire 350 V8.+

The standard V8 for all Impala and Bel Air models. Another reliable engine, proved by millions of car miles, over a period of six years.

### 170-hp Turbo-Fire 400 V8.+

Our standard Caprice engine (available on other models). It delivers great performance and accommodates all the power equipment most people want.

### 210-hp Turbo-Jet 400 V8.+

Let's just say it gets you there. Right now. Without the cost of premium fuel.

### 270-hp Turbo-Jet 454 V8.+

Just think of it as never being at a loss for power. Even with a full load of power equipment. And a fully loaded trailer in tow.

### Engine notes:

All our engines for 1972 have improved exhaust emission controls. And of course, the ability to run just great on no-lead, low-lead or regular fuel of 91 octane or more. Run great. And clean.

Additional engine features: More durable Delcotron generator. Efficient valve-in-head design. Evaporation control system. Sealed side-terminal energizer-type battery standard with all engines. Quiet hydraulic valve lifters on every engine. Automatic choke. Advanced accessory drive system. Positive-shift starter. Anti-lift engine mounts.

### Engine/Transmission availability.

Engines	SAE+ net hp	3-Speed Manual	Power- glide	Turbo Hydra- matic
Turbo-Thrift 250 Six*†	110	*	†	
Turbo-Fire 350 V8*†	165			*
Turbo-Fire 400 V8**	170			*
Turbo-Jet 400 V8 x	210			*
Turbo-Jet 454 V8 x	270			*

\*Standard. \*\*Standard engine for Caprice.

†Not available for Caprice.

xNot available for Caprice, Impala Custom Coupe, Sport Sedan, Convertible.

+Not available in State of California.

+Net horsepower ratings, in accordance with Society of Automotive Engineers standards, represent the power output of engines as installed in the automobiles.



# A checklist for ordering the best car you ever owned.

## Models.

- ☐ Caprice Coupe
- ☐ Caprice Sedan
- ☐ Impala Custom Coupe
- ☐ Impala Sport Coupe
- ☐ Impala Sport Sedan
- ☐ Impala Convertible
- ☐ Impala 4-Door Sedan
- ☐ Bel Air 4-Door Sedan

## Colors.

Tuxedo Black, Ascot Blue, Fathom Blue, Midnight Bronze, Aegean Brown, Golden Brown, Driftwood, Desert Gold, Dusk Gray, Gulf Green, Sequoia Green, Cranberry Red, Pewter Silver, Covert, Antique White.  
Convertible top: black or white.

## Interiors.

- ☐ Cloth-and-vinyl (standard on all models except convertible)
- ☐ All vinyl (standard on convertible; available for all but Caprice models)

## Engines.

- ☐ 110-hp Turbo-Thrift 250 Six
- ☐ 165-hp Turbo-Fire 350 V8
- ☐ 170-hp Turbo-Fire 400 V8
- ☐ 210-hp Turbo-Jet 400 V8
- ☐ 270-hp Turbo-Jet 454 V8

## Transmissions.

- ☐ Turbo Hydra-matic (standard with all V8s)
- ☐ Powerglide (6-cyl. only)
- ☐ 3-Speed fully synchronized manual (standard with 6-cyl.)

## Popular Extras.

- ☐ Power door lock system
- ☐ 6-Way power seat
- ☐ Power windows
- ☐ Comfortron air conditioning
- ☐ Four-Season air conditioning
- ☐ Heavy-duty battery
- ☐ Custom deluxe belts
- ☐ Deluxe bumpers, front and rear (standard on Caprice)
- ☐ Dual exhaust system (210-hp V8 only)

- ☐ AM radio, AM/FM radio, AM/FM/Stereo radio, Stereo tape system with AM radio, Stereo tape system with AM/FM/Stereo radio
- ☐ Vinyl roof (new Wet Look) in black, white, blue, covert, or green
- ☐ Cruise-Master speed control
- ☐ Comfortilt steering wheel
- ☐ Custom steering wheel
- ☐ Full wheel covers (standard on Caprice)
- ☐ Custom wheel covers
- ☐ Special front and rear suspension
- ☐ White stripe tires



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