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# THE NEW-SIZE MALIBU FROM CHEVROLET

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**GOOD NEWS FOR 1978**





# THE NEW-SIZE MALIBU. A LOT OF NEW THINKING, A WHOLE LOT OF 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 wheelbase; 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. About ride and fuel economy.

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

## **GOOD NEWS ABOUT SIZE.**

The new Malibu is not only easier to get into and out of garages than last year's model, it takes up less

room once it's there. And that goes for tight parking spaces as well, because its turning circle has been reduced by two feet compared to last year.

## **GOOD NEWS ABOUT ROOM.**

The new Malibu began on a clean sheet of paper and ended up as an all-new car. On the outside, coupes and sedans are somewhat smaller

than last year's mid-size Malibu. But, because of its advanced engineering and technology, there's actually more head room on the inside. As well as more leg room in both the front seat and the back seat.

## **GOOD NEWS ABOUT TRUNK SPACE.**

A trunk is something most people seldom think about until they need

to use it. We'd like you to think about Malibu's trunk right now. For openers, it has a nice flat floor that makes it easy to pack. We also gave it a squarer shape to accommodate large pieces of luggage and packages. We made the luggage space more usable by including GM's new fully inflated compact spare tire which stores vertically out of the way and takes up less

space than a conventional spare. And, in case you haven't guessed by now, we made Malibu's trunk bigger than last year. Both the coupe and sedan have a whopping 16.6 cubic feet of usable space. An amazing amount of trunk space for a car of this overall size.





#### **GOOD NEWS ABOUT COMFORT.**

A lot of new thinking went into Malibu's comfortable ride. The result is a computer selected Full Coil spring suspension system that helps smooth out the bumps. The body has been joined to the sturdy, welded steel frame with newly designed cushioned mounts to further help insulate you from road harshness. Special sound-absorbing insulation was used throughout the body to help give a measure of quietness to Malibu's roomy

interior. In short, we went a long way to make the new Malibu a comfortable, quiet car.

#### **GOOD NEWS ABOUT MAINTENANCE.**

The newest Chevrolet maintenance innovations come standard on the new Malibu. There's a swing-down glove compartment bin for easy access to the wiring harness, for example. Major heating and air conditioning components are conveniently located for underhood

serviceability. You'll find a Delco Freedom battery that never needs water, Chevrolet's High Energy Ignition system with high output coil and recommended long service intervals. In addition, most of the instrument cluster elements, driver-operated controls and the heating/air conditioning panel can be removed from the front, facilitating service.

#### **GOOD NEWS ABOUT V-6 ENGINES.**

A new V-6 powerplant is standard.

You'll be glad to know it shares many design efficiencies with the V-8 — the cylinders are banked three to a side, which makes for a short, light, compact engine. It delivers more horsepower per cubic inch of displacement than the standard engine in last year's Malibu.

Its strength comes from cast-iron block and cylinder heads. And a new concept in dynamic crankshaft balancing makes this new V-6 a smooth running engine. As well as a powerful one.

#### **GOOD NEWS ABOUT CORROSION RESISTANCE.**

Malibu's Body by Fisher stands up to the elements with some tough elements of its own. Thirteen body components including outer door panels, rear quarter panels and inner and outer rocker panels are made of galvanized or zinc-coated steel. The frame has an oil base wax coating. Zinc primers and a wide array of sealers are used at the seams and joints throughout the body. The plastic inner fenders are

used at the seams and joints throughout the body. The plastic inner fenders are rust-resistant. During the design of the new Malibu, potential trouble spots were thoroughly examined and new moisture shedding systems were built in to inhibit moisture accumulation in crucial areas. We made the new Malibu beautiful, and we want it to stay looking good.



**Section C** ➤  
**Rows 1-5**



# THE INSIDE STORY

That sense of room and luxury in the new-size Malibu is not an illusion. There are important gains in head, knee and leg room in both Coupes and Sedans over last year's mid-size Malibu. And the luxury is self-evident. You are surrounded by picture windows. A new one-piece carpet is below your feet; a new one-piece headliner is above your head. You sit in comfort on newly designed shell seats. A sense of quiet surrounds you. It's a comfortable and comforting place to be.



Standard Malibu Classic instrument panel.





# HOW LUXURIOUS WOULD YOU LIKE THE GOOD NEWS TO BE?

## THE NEW MALIBU CLASSIC.

Elegant styling accents and soft, plush interior appointments just might make you forget how practical the new Malibu Classic really is. You get a calm, quiet feeling behind the wheel that makes you wonder how a car so luxurious can be so functional. That special feeling comes from the special things we've built into the Malibu Classic. Its quiet ride is enhanced by a new road-tuned Full Coil suspension system and 14 noise-isolating body mounts. Subtle styling touches highlight Malibu Classic's attractive lines at the windows, wheel openings, taillights and along the body sills. Inside you'll find rich knit-cloth or all-vinyl upholstery in your choice of black, blue, green, camel or carmine. The comfort of a 50/50 front seat with dual centre fold-down armrests is available. Added sound-deadening insulation and additional lighting complete the setting.

A wide selection of wheel covers, including styled, deluxe, wire and Rally wheels, is available.



## MALIBU CLASSIC COUPE.

Fresh, graceful styling and uncluttered lines give the Malibu Classic Coupe a sporty attitude and special flair all its own. Order the Landau model (shown above) to heighten the effect. It includes an elk-grain vinyl half-roof and bright-edged, black side pillar trim. Pin striping, Sport wheel covers and special Landau identification are also included. Available wire wheel covers shown on Landau model above. A new power operated steel Sky Roof is also available to let the sun shine in on all Malibu Coupes this year (slightly reduces head room).



Malibu Classic interior with available 50/50 front seat with dual fold-down armrests.



## MALIBU CLASSIC SEDAN.

While making a beautiful visual statement, the Malibu Classic Sedan's interior comfort and road manners are equally impressive. If you're looking for all of these, plus four-door convenience and miles and miles of pleasurable driving, you need look no farther.

## MALIBU CLASSIC WAGON.

When your carrying needs call for a wagon, and your driving desires prefer car-like comfort, satisfy them both. Malibu Classic style.

You get all the Malibu Classic niceties in a spacious, hard-working wagon that rides and drives almost like a car. The available Estate Wagon option lends additional out-in-the-country flavour with rich simulated wood-grain accent trim. All-vinyl or Sport cloth interiors are available in black, blue, camel or carmine.



## EL CAMINO.

It's loads of fun to look at, loads of fun to drive, and carries loads of work as well. The new El Camino enjoys a lot of the new styling trends featured in the Malibu with some exciting new lines of its own. The exterior and interior have the Malibu Classic treatment. Its wheelbase has been increased from 116" to 117" to help provide a smooth easy ride, yet it's shorter and slimmer than last year's model. The cargo compartment in back again has a 38-cu.-ft. ribbed steel cargo space to hold 800 lbs. of payload.





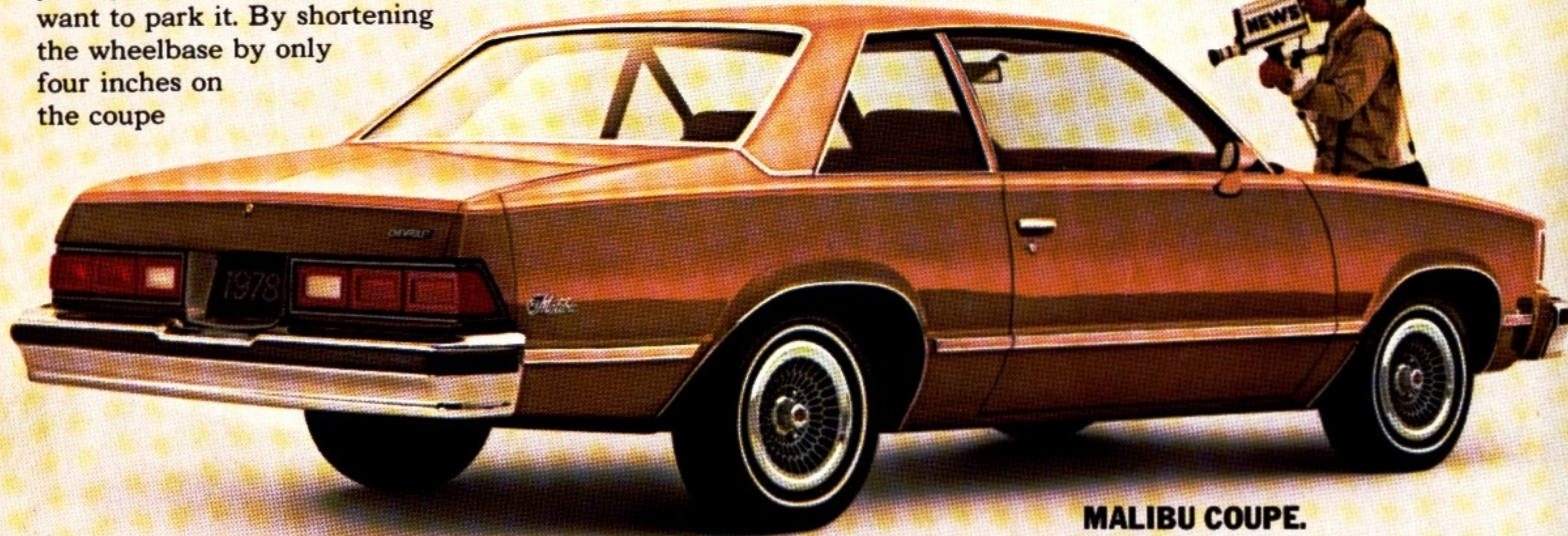
# THE STANDARD EDITION CAN RAISE YOUR STANDARD OF DRIVING

## THE NEW MALIBU.

From bumper to bumper, the good news hardly ever stops. You'll find more head and leg room inside than in last year's Malibu, and up to 16 square feet more room in your garage or anywhere else you want to park it. By shortening the wheelbase by only four inches on the coupe

fort, Malibu features the new shell-type seat design and forced air ventilation. Soft cloth bench seats are offered in black, blue, green or camel (coupes and sedans

available Custom Two-Tone combinations. You can also add an available vinyl roof in your choice of seven colours. Your Chevy dealer can give you all the details.



(eight inches on sedans), and fine tuning the Full Coil suspension system, we were able to give the new Malibu both an impressive ride and manageability in city traffic. To provide inside comfort,

only). A one piece carpet covers the entire floor. The headlight dimmer switch has been conveniently relocated on the directional signal lever. There are 14 paint colours to choose from and five

## MALIBU COUPE.

Don't let its sporty lines fool you. There's more head room and leg room front and rear than last year. You also get more rear seat hip room and knee clearance. There's a big 16.6 cu.-ft. trunk, too. And you don't have to trigger a release to tilt the front seatback forward when getting in and out. We didn't think you should have to give up passenger comfort and roominess just to enjoy the sportiness of our exciting new Malibu Coupe. So we haven't asked you to.



Standard Malibu interior with cloth upholstery.



## MALIBU SEDAN.

The four doors offer excellent passenger convenience. There's also more front and rear head room and leg room with increased rear seat knee clearance compared to last year. You'll love the wide-open picture window visibility.

## MALIBU WAGON.

We call it our new friend of the family, and with good reason. It's friendly to drive because it rides on the same wheelbase as the Malibu Coupe and Sedan, giving it a lot of the same ride, manoeuvring and

driving characteristics. It's a very helpful friend. The total cargo capacity is a generous 72.4 cubic feet, not counting the storage compartments on both sides and beneath the floor. The cargo area is a practical 48 inches wide. All-vinyl bench seats are offered in blue, camel or carmine. The new easy-to-operate 2-piece tailgate opens from the top, or from the top and bottom. The top swings up like a hatch. The bottom drops down

and serves as a handy loading platform. Yet, for all its practicality, it still provides an ample measure of comfort and style. If you think this might be your year for a Malibu Wagon, ask your dealer for a test drive.





# GOOD NEWS ABOUT STANDARD FEATURES

A separate engine usage sheet with approved Transport Canada mileage estimates forms part of this catalogue. Ask your Dealer for a copy of this sheet.

## A WORD ABOUT ENGINES.

The Chevrolets shown in this catalogue are equipped with GM-built engines produced by various divisions. Please refer to Engine Data Sheet inserted in this catalogue or available from your dealer for complete details about engine sources and availability.



### NEW V-6, STANDARD.

A fuel-efficient, new 3.3 Litre (200 Cu. In.) V-6 with manual 3-speed transmission is standard on this year's Malibu.

### EFFICIENT V-6 DESIGN.

The V-6 engine design represents a blend of six-cylinder efficiency and V-8 design characteristics. Although the engine block and cylinder heads are cast iron, the V-6 configuration

POWER TEAMS.							
Engines	Power Rating*	Sedans & Coupes	Station Wagons	Transmissions/Rear Axle Ratios			
				Manual 3-speed (STD.)	Manual 4-speed Avail.	Sedans & Coupes Automatic Transmissions	Station Wagons Automatic Transmissions
3.3 Litre (200 Cu. In.) V-6	95	STD.	STD.	2.73	NA	2.73	2.73
5.0 Litre (305 Cu. In.) V-8	145	Avail.*	Avail.*	NA	2.73	2.29**	2.41

\*S.A.E. net horsepower as installed. \*\*2.73 Performance Ratio available. STD. — Standard. NA — Not Available. \*Available at extra cost.

## DIMENSIONS: Millimetres (Inches)

	Sedan	Coupe	Wagon	El Camino
EXTERIOR				
Overall length	4895(192.7)	4895(192.7)	4911(193.4)	5121(201.6)
Wheelbase	2745(108.1)	2745(108.1)	2745(108.1)	2974(117.1)
Overall width	1773(69.8)	1773(69.8)	1773(69.8)	1768(69.6)
Front tread	1486(58.5)	1486(58.5)	1486(58.5)	1486(58.5)
Rear tread	1467(57.8)	1467(57.8)	1467(57.8)	1467(57.8)
Overall height	1376(54.2)	1354(53.3)	1384(54.5)	1366(53.8)
INTERIOR				
Front Seat:				
Head room	983(38.7)	957(37.5)*	983(38.7)	947(37.3)
Leg room	1086(42.8)	1089(42.9)	1086(42.8)	1090(42.9)
Shoulder room	1456(57.3)	1445(56.9)	1456(57.3)	1425(56.1)
Hip room	1326(52.2)	1316(51.8)	1326(52.2)	1313(51.7)
Rear Seat:				
Head room	957(37.7)	956(37.6)*	987(38.8)	
Leg room	965(38.0)	894(35.2)	909(35.8)	
Shoulder room	1450(57.1)	1406(55.3)	1450(57.1)	
Hip room	1412(55.6)	1384(54.5)	1412(55.6)	

\*36 mm (1 1/2") decrease with optional Sky Roof

## LONG RECOMMENDED SERVICE INTERVALS.

Engine oil	12 months or 12,000 kilometres (7,500 miles).
Oil filter	First 12,000 kilometres (7,500 miles); every 24,000 kilometres (15,000 miles) thereafter.
Spark plugs	Up to 36,000 kilometres (22,500 miles).
Chassis lubrication	12 months or 12,000 kilometres (7,500 miles).
Transmission fluid	Every 96,000 kilometres (60,000 miles).

## MORE MALIBU STANDARDS.

1. **Front disc brakes.** Self-adjusting. Fade-resistant. Audible wear sensors tell you when it's time to replace.
2. **High Energy Ignition system.** Has high output coil in the distributor cap; delivers a hotter spark than our previous conventional systems.

3. **Freedom battery.** Never needs water. Side terminals resist corrosion.
4. **Carburetor outside air intake.** Cooler outside air is ducted directly into the carburetor to help provide a denser air-fuel mixture for added engine performance.
5. **Column-mounted headlight dimmer.** The headlight dimmer switch is conveniently moved from the hard-to-get-to floor location to the turn-signal lever for handy, finger tip control.
6. **Catalytic converter** handles most emission control functions so the new Malibu can be tuned at the factory for smooth performance and fuel economy.
7. **New dual-mode ventilation system with picture windows.** A completely new dual-mode ventilation system has been developed for the new-size Malibu. On the Malibu Sedans and Wagons, this allows the use of new rear door design with large, fixed picture windows. This new door/window design also allows for easy entry and exit and gives you recessed rear door armrests. Behind the rear windows are swing-out vents to give your rear seat passengers draft-free ventilation.
8. **Full-carpeting.** New one-piece, wall-to-wall, colour-keyed carpeting.
9. **Spacious trunk.** 16.6 cubic feet of storage area in both coupe and sedan.

10. **Radial tires.** Have less rolling resistance than conventional tires and aid in fuel economy. Have longer tread life and impressive traction.
11. **New interior styling** with colour-coordinated, delta-spoked, soft vinyl steering wheel; colour-coordinated steering column and padded instrument panel. Instruments and controls are raised in two conveniently accessible pods.

## BODY FEATURES.

Magic-Mirror acrylic finish in your choice of Silver, Light Blue, Medium Green Metallic, Light Camel, Camel Metallic, Saffron Metallic, Dark Camel Metallic, Carmine Metallic, and Dark Carmine Metallic (all new for '78) plus White, Black, Light Blue Metallic, Dark Blue Metallic and Medium Green Metallic. There are also five new available Custom Two-Tone combinations to choose from: Light Blue Metallic with Dark Blue Metallic, Silver with Medium Gray Metallic, Light Camel with Gold Metallic, Light Green Metallic with Medium Green Metallic, Dark Carmine Metallic with Carmine Metallic • New fully-inflated compact spare tire on coupes, sedans and wagons • Rectangular headlights with chrome-plated bezels • Bright windshield and rear window reveal mouldings • Bright roof drip mouldings • Bright outside rearview mirror • Extensive corrosion-resisting treatments • Triple-unit wraparound taillights on coupes and sedans • Full wheel covers and wheel opening mouldings

standard on all Malibu Classic models and Malibu Wagon.

## CHASSIS FEATURES.

New, more manoeuvrable 108" wheelbase than last year's Malibu • Visible ball joint wear indicators on front suspension lower control arms • Front stabilizer bar • Delcotron generator • Coolant recovery system.

## OCCUPANT PROTECTION FEATURES.

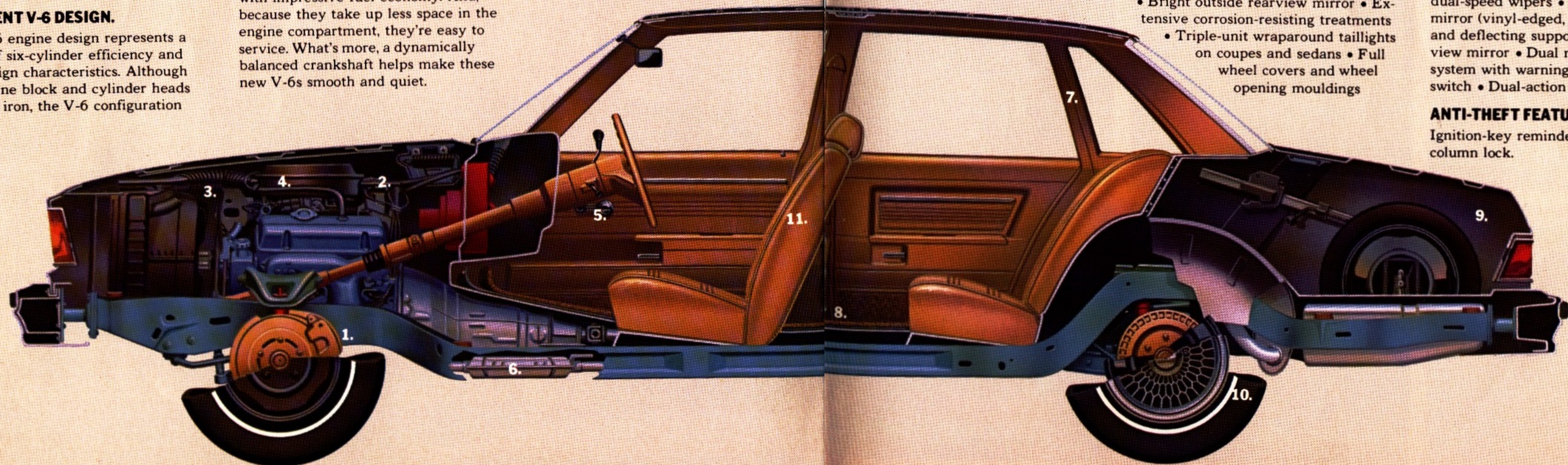
Seat belts with push-button buckle releases for all passenger positions • Two front combination seat and inertia reel shoulder belts for driver (with reminder light and buzzer) and right front passenger • Energy-absorbing steering column • Passenger-guard door locks • Safety door latches and stamped steel hinges • Folding seat-back latches • Energy-absorbing padded instrument panel and front seat-back tops • Contoured windshield header • Thick laminate windshield • Safety armrests • Safety steering wheel.

## ACCIDENT PREVENTION FEATURES.

Side marker lights and reflectors • Parking lamps that illuminate with headlamps • Four-way hazard warning flasher • Backup lights • Lane change feature in direction signal control • Windshield defrosters, 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.

## ANTI-THEFT FEATURES.

Ignition-key reminder buzzer • Steering column lock.





# YOU CAN TAILOR THE GOOD NEWS TO SUIT YOURSELF

## POPULAR AVAILABLE OPTIONS

- 1. Strato-bucket seats.** All-vinyl with contoured full foam construction for added comfort. Available in Malibu Classic Coupes only.
- 2. Special Instrumentation.** Includes electric clock, tachometer, volt-meter, temperature and oil pressure gauges.
- 3. Power windows.** Automatically control front windows and rear vent windows.
- 4. Comfortilt steering wheel.** Adjusts to any of six angles.
- 5. Electro-Clear or forced air rear window defogger.** Help keep rear window clear (Electro-Clear illustrated).
- 6. Delco-GM radios.** Choose from AM radio, AM/FM radio, AM/FM stereo radio, and an eight-track stereo tape system with either AM or AM/FM stereo radios. Rear seat speaker available. Windshield antenna is included when power antenna is not ordered.

- 7. Front seat centre console.** Available in Malibu Classic Coupe or El Camino with bucket seats only.
- 8. Four-Season air conditioning.** Cooling, heating, defrosting and defogging in one easily operated unit. Includes 61-amp generator; requires power steering and brakes with V-6 engine.
- 9. Power door lock system.** Locks, or unlocks, all doors with the flick of a switch.
- 10. Steel Sky Roof.** Power-operated, available on coupes only (slightly reduces head room).
- 11. Auxiliary lighting.** Includes ashtray, courtesy and glove compartment lights (standard on Malibu Classic), plus luggage compartment light, automatic time delay dome light, underhood light and headlight reminder buzzer.
- 12. Power antenna.** Raise or lower antenna from inside the car.

## FOR COMFORT AND CONVENIENCE

- Soft-Ray tinted glass.
- Quiet Sound Group. Standard on Malibu Classic, features additional acoustical insulation around passenger compartment and under hood.
- 50/50 passenger seat with dual armrests. Front seats move independently.
- Power front seat. Six-way control (driver's side only with 50/50 seat). Not available with bucket seats.
- Power steering. Required with V-8.
- Power brakes. Required with V-8.

## FOR ADDITIONAL ELEGANCE:

- Cruise-Master speed control. Available with automatic transmission
- Power trunk opener • Outside rear-view mirrors • Electric clock. Included with Gauge Package and Special Instrumentation • Dome reading light • Litter container • Visor vanity. With or without illumination.

- Deluxe colour-keyed seat and shoulder belts • Bumper guards and/or bumper rub strips • All-vinyl bench, bucket or 50/50 seats available
- Sport cloth interiors available for wagons • Colour-keyed floor mats. Two front and two rear • Deluxe luggage compartment trim • Door edge guards • Deluxe colour-keyed body side mouldings • Custom Two-Tone paint (except Malibu Classic Estate Wagon) • Vinyl roof covering. Available in Black, Blue, Green, White, Camel, Carmine, Silver
- Body side pin striping. Standard on Landau • Wheels and wheel covers. Choose from Rally wheels, sport wheel covers, gold sport wheel covers, available with selected exterior colours, or wire wheel covers.

## FUNCTIONAL ADDITIONS:

- Intermittent windshield wipers
- Blower-type forced air rear window defogger • Performance ratio rear axle
- Positraction rear axle • Heavy-duty

radiator • F41 Sport suspension. Not available on wagons • Heavy-duty suspension. Includes heavy-duty front and rear springs and matching shocks. Not available with Sport suspension or on wagons • Tires. Choose from P185/75R-14B fiberglass-belted radial

ply white stripe (not available on wagons), P195/75R-14B fiberglass-belted radial ply white stripe (wagons only), P205/75R-14B steel-belted radial ply white stripe (required with Sport suspension) and P205/75R-14B steel-belted radial ply white lettered.

## A WORD ABOUT THE COMPONENTS AND OPTIONAL EQUIPMENT IN THESE VEHICLES

The vehicles described in this brochure incorporate thousands of different components produced by General Motors of Canada Limited and related companies and by various suppliers to General Motors of Canada Limited or related companies. 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 emission and safety requirements or fuel economy guidelines, or for other reasons, to produce vehicles with different components or differently sourced components than initially scheduled. All such components have been approved for use in our products by General Motors of Canada Limited or related companies and will provide the quality performance associated with our 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.



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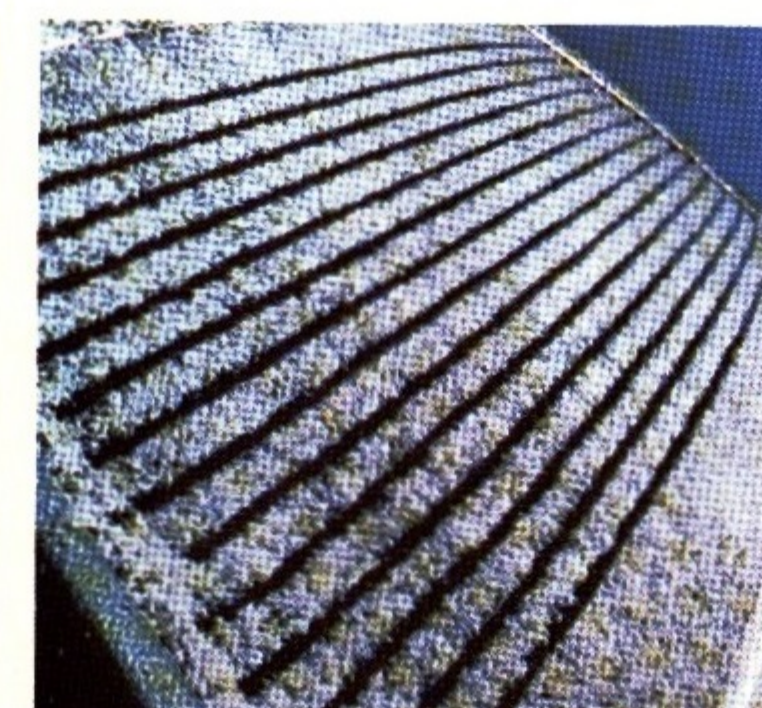
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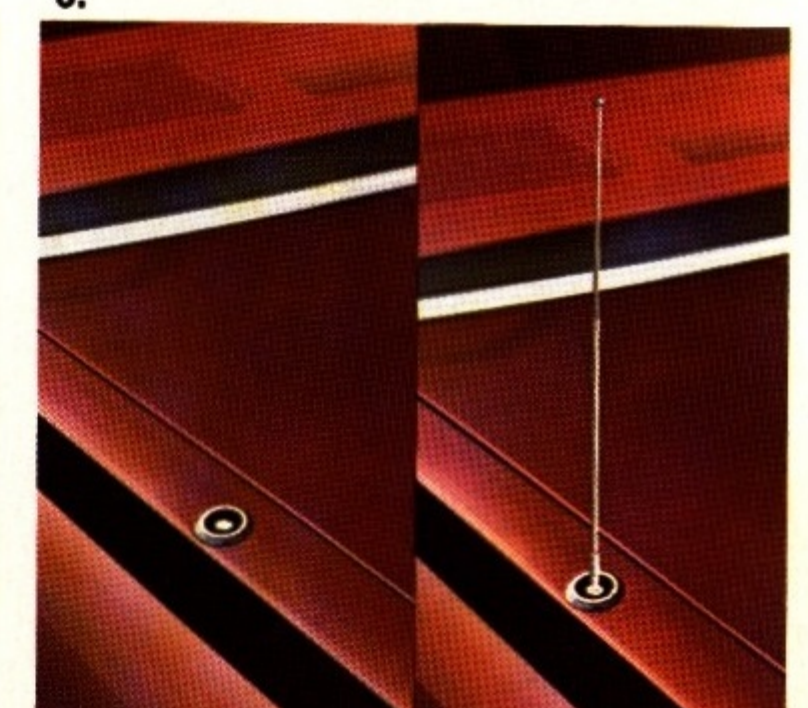
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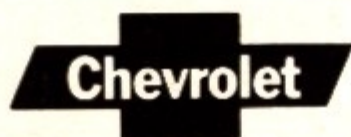
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12.



# THE NEW-SIZE MALIBU NOW THAT'S GOOD NEWS



## REASONS TO BUY MALIBU.

- More interior head, leg, knee room both front and rear.\*
  - More trunk room— 16.6 cu ft.\*
  - Fuel-efficient V-6 engine standard.
  - High mileage ratings.
- Easier to park and more manoeuvrable in city traffic.\*
  - Full frame construction in an efficient-size car.
  - Front stabilizer bar standard.
  - Extensive corrosion-resisting treatments.
- 14 noise isolating body mounts contribute to a quiet ride.
  - Double-panel walls in doors, hood and deck lid.

\*Compared to the 1977 Malibu.



Malibu Classic 4-Door Sedan.



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