

1994 CHEVY

# S-SERIES PICKUPS



Welcome to the most advanced family of Chevy pickups, ever.

This next generation of personal

**THE ALL-NEW 1994** pickups brings you  
**CHEVROLET S-SERIES.** five exceptional  
new models—

all designed to offer you more room, more comfort, more power, more safety enhancements and more contemporary styling, all with the rock-solid durability of Chevrolet: the most dependable, longest-lasting trucks on the road. Orders don't come any taller than that. But, then, pickups don't come any newer than this. The Chevrolet S-Series for 1994.

**SO NEW FROM THE INSIDE OUT,  
EVERYTHING ELSE IS HISTORY.**



As you consider making a 1994 S-Series Pickup an important part of your life, we hope you'll recognize this: you've been an important part of its life from day one. This all-new family of vehicles wasn't conceived in a computer. It didn't spring from a designer's pad. It didn't burst onto the scene as a clay engineering model. Each 1994 S-Series pickup was, instead, designed from the inside out around you;

your needs, your hopes, your expectations as they were passed along with passion and detail by pickup lovers from across the country. The result is more than an all-new truck. It's the next generation of pickup concept, design and engineering. And it all began with you.

**IT DIDN'T BEGIN  
WITH AN ENGINEER.  
IT BEGAN WITH YOU.**

*You've grown,  
we've grown.  
You need more room  
today than you did  
even a few years ago.  
So we've grown, too,  
into a whole new phi-  
losophy of contempo-  
rary truck building.*

*The next generation  
is forward-thinking.  
In order to make a  
more comfortable and  
warmer interior, we  
reinvented the cab  
area, stretching it  
and making it wider  
to gain valuable space.*



**Solar-Ray  
tinted glass.**

Solar-Ray tinted glass reduces the total solar energy transmission by one-third.

**The windshield is  
moved forward.**

This not only added to your cab space, it allowed us to take advantage of better aerodynamics to help reduce wind noise and increase economy.

**20% more glass area.**

A larger glass area allows for better visibility, and that's just what you get in the new S-Series.

**More head room.**

We not only used our heads, we made sure we engineered more room for them.

**More hip room.**

We designed the new cab to allow more hip room, and we designed all new seats that help, too.

**More shoulder room.**

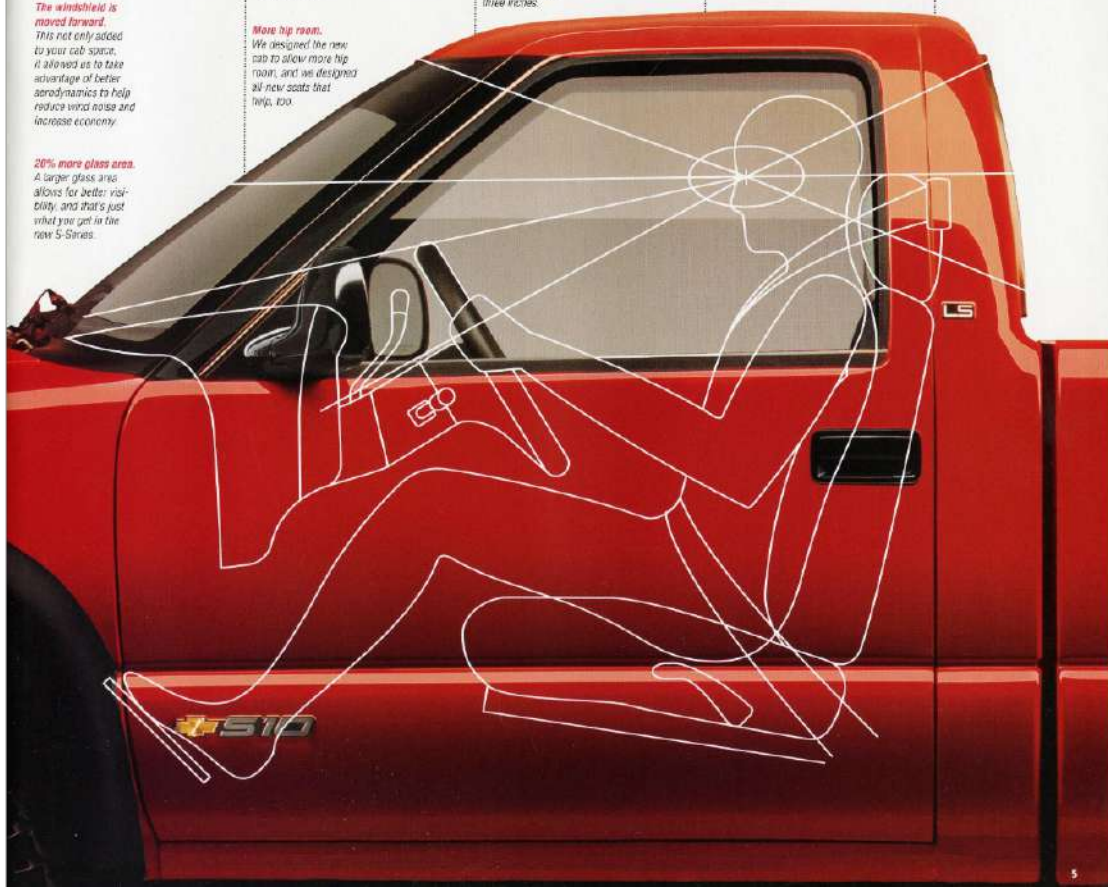
It's a wide world, and getting wider. So we increased your shoulder room by a full three inches.

**More seat travel.**

We've increased the seat adjustment range by adding length to the seat rails, which means more comfort over the miles.

**More room to relax.**

Expanding the cab rearward gives you more room to move the seat back and relax.



It's not magic. It's just brand-new and very much state-of-the-art.

And the art today, as we see it, is nothing less than creating a new and complete harmony of design, with everything focused on the same single design priority. In this case, a roomier, more comfortable, more enjoyable driving environment for you and your passengers. Here are some of the new comforts, securities and conveniences you'll enjoy in this exciting new generation of pickup trucks.

## MARK YOUR CALENDAR. THE PICKUP JUST BECAME AS COMFORTABLE AS THE CAR.



**New large controls.** So well thought out, they're easier to find, easier to read and easier to use, even at night or when you're wearing gloves.



**Quicker heating/cooling.** Another whole new and wholly improved S-Series system. Airflow has been increased by nearly one-third over our previous system, and our air conditioning refrigerant is non-CFCs, meeting R-134a.



**Designed and built to remove rattles.** New noise-reduction strategies help reduce the possibility of rattles developing in the instrument panel and other assemblies.

**Winning the war on noise.** A long list of improvements, from new aerodynamics and noise seals to new acoustic patches along floor and quarter panels, are designed to reduce wind and engine noise.



**New ergonomic environment.** Everything you see is ergonomically designed and intelligently placed, making the S-Series cab a very friendly place to spend your time.

**Easy-grip steering wheel.** Sporty, thick and three-spoke. It's fun to use, easy to grip and see through for reading instrumentation.



**Easier fuse access.** One of the best-kept secrets in some trucks is now no secret at all. The fuses are easily found on the left side of the instrument panel.



**New backlit analogs.** You know analog instrumentation is easy to read. Ours is also backlit, making it easier than ever to read. A tachometer is included with the optional 4.3 Liter V6 with CFI and is available as an option for other engines.



**Passenger-side assist grip.**

Because a pickup this comfortable should be easy to get into, easy to exit.

**Even visible screw holes are a thing of the past.**

You won't notice the customary screw heads in the interior trim. S-Series fasteners are out of sight, out of mind.

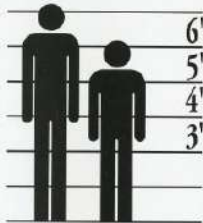
**New power plugs.**

Now, with LS trim, there's accessible power for your cellular phone, portable fax and lap-top computer, all at the same time.



**Memory-adjusted seat.**

Here's another convenience you'll appreciate often. Slide the E-7 Entry passenger seat forward and it "remembers" to return to where you had originally set it.



**Scotchgard™ Protector.**

You know the advantage of Scotchgard™ Protector. Now you have it standard, on cloth seat and door trim fabrics and even on the carpeting.

**Designed for and by real-sized people.**

During the S-Series design program plenty of real people — including the chief designers, who range from just over 5' to 6' 3" tall — tried out the interior to make sure it comfortably satisfies both the long and short of things.

**New lumbar support.**

"Prescription templates" calibrated to actual body configurations helped us engineer new universal lumbar supports into new S-Series seats.

**New seat storage.**

If you've ever had coins or pens jingle around in storage compartments, good news. These compartments are rubber-lined and removable — as in quiet and easy to clean.



**A new definition of comfort.**

We designed the new S-Series seats to be the most comfortable ever — and then we added softer foam padding to achieve a whole new definition of comfort in a truck.



*S-Series interior with optional luxury-level LS trim and optional reclining high-back bucket seats in Gray Deluxe Cloth. Additional options shown include air conditioning, a full-feature stereo with compact disc player, electric 4x4 transfer case shift, leather-wrapped steering wheel, Tilt-Motor<sup>™</sup> Adjustable Steering Column, electronic speed control, tachometer and power windows, door locks and hexale mirrors.*





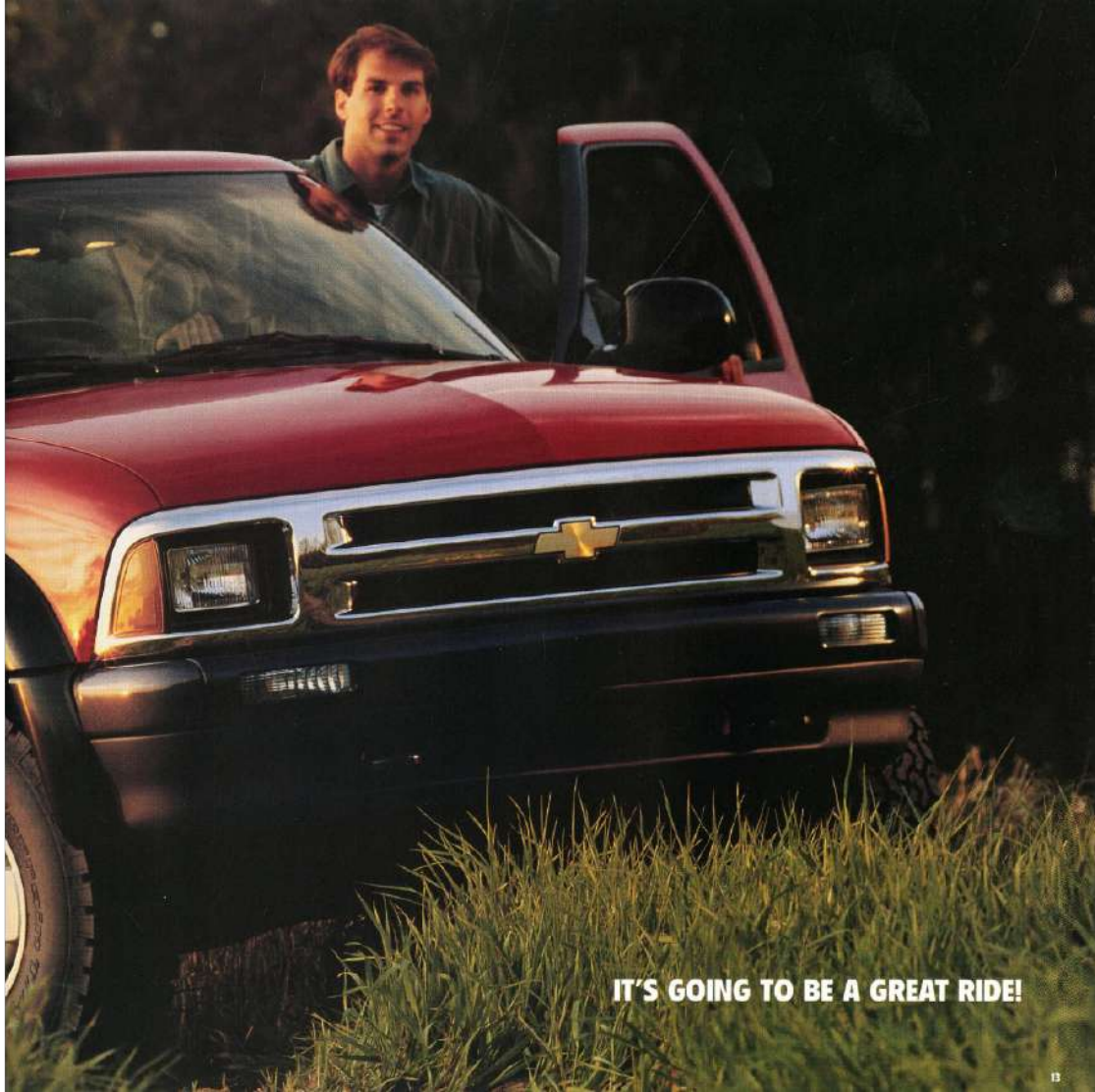


**SPACE: THE FINAL FRONTIER.**





*S-Series 4x4 Pickup with optional ZR2 Package and optional aluminum wheels. Shown in Apple Red.*

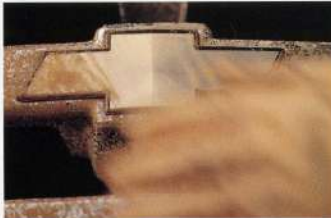


**IT'S GOING TO BE A GREAT RIDE!**

ALL THIS, IN THE MOST DEPENDABLE,



*For 75 years, we've been getting better every day. 75 years is a long time to build, learn and improve. We have, every step of the way.*



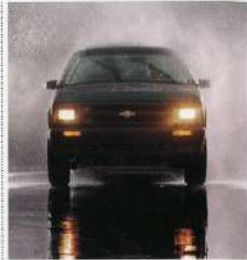
**Bumper to Bumper Warranty**  
3 years or 96,000 miles with no deductible. See page 20 for complete details of this limited warranty.

**Corrosion-resistant exhaust system.**  
A stainless-steel front exhaust pipe and aluminum steel from the catalytic converter back give you extra protection against exhaust system corrosion.



**Tested under pressure.**

S-Series plants run constant quality control tests and audits to ensure the high quality goals set for S-Series production are being met. Subjunctive production vehicles: torrents of pressurized water is one way the plant checks build quality. Even the carpeting is rolled back during the eight-minute water deluge to help inspectors check for leaks.



**Long-distance fuel tank.**  
A full 20-gallon capacity means you and your S-Series can cover long distances between fuel stops.

**Two-side-galvanized steel fights corrosion.**  
The superior corrosion protection of two-side-galvanized steel on major exterior body panels (except the roof and pickup box front panel) makes additional rustproofing unnecessary.

**4-wheel anti-lock brake systems (ABS).**  
Standard on 4x4 models and included on 2WD models when an optional V6 engine is ordered. ABS helps you maintain control even in severe braking conditions—including on wet and slippery roads.

**Standard power steering.**  
One of many features standard on S-Series that come as an extra-cost option on some other vehicles.

**Triple-sealed doors.**  
Fix a creaker ride, new triple-sealed doors help keep road noise where it belongs: out on the road.

**Now acoustical insulation.**  
Doubled among the sound-deadening improvements are new applications of acoustical material on the floor and inner quarter panels.

**Noise-reduction bolts and seals.**  
Duff-coating, not just to keep them from working loose, but to keep them from allowing rattles.

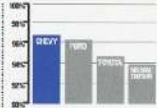
**Double-wall construction.**  
There's double-steel-wall durability in new S-Series doors, front fenders, upper-rear panel of the cab, box siders and tailgate.

## LONGEST-LASTING TRUCKS ON THE ROAD.

### The most dependable, longest-lasting family of trucks.

Here's a rock-solid fact compares to all full-line truck companies—foreign or domestic—over the past 10 years, a higher percentage of Chevy trucks are still on the road.\*

\*Dependability based on longevity: 1980-1992 full-line work (certainly representative) excludes other line divisions.



**6-YEARS**  
**100,000**  
**MILES**

9-year/100,000-mile corrosion protection warranty.

The kind of long-range warranty that eliminates the need for additional corrosion protection.

### 5-layer paint system.

Layers of protection over galvanized steel sheet metal include a zinc-chosphate coating, ELPO coat, chip-resistant powder primer, a high-gloss base coat and a full clear-coat finish.



### The industry's most advanced chip-resistant primer.

It leaves the paint gun as an electrostatically charged powder, but after it's triple-baked it becomes the glossy black primer coat that gives the S-Series finish its impressive chip resistance.

### Going out of the way for better paint.

Paint facilities in S-Series plants are designed to help ensure every truck gets an impressive finish. One example: aerodynamic movement in the area, including feet and vehicle traffic, is minimized to help protect dust.

### "Quiet" mirrors and door handles.

To help reduce wind noise, outer door handles are flush and optional exterior mirrors are of a more slippery design.



### Boxed frame construction.

The S-Series frame is "boxed" (in cross-section it resembles two letter C's welded together) for extra strength from the transmission support bracket forward.

### Larger shocks.

New shock absorbers are over 20% larger than previous designs, helping to provide a smoother, and more comfortable ride.

### New rear springs.

S-Series rear springs utilize a variable-rate, two-stage, multi-leaf design to help you get the support capabilities of strong springs without sacrificing a comfortable ride.

### Ride packages.

Suspension, tires and shocks are combined into packages that match the way owners use their trucks most. See page 38 to select the package that best suits the way you will use your truck.

### Standard steel rear step bumper.

A convenient rear step bumper is standard, except with the Regular-Cab Base Preferred Equipment Group and the Super Sport package, which have a rear aluminum panel instead. (A rear step bumper is available as an option on these trucks.)

### New consistency, new quality.

S-Series Pickups are 99.8% automatically welded for consistency and accuracy. Each full body and substructure frame is electronically checked at 162 critical points in a laser optical vision station.

### Independent front suspension.

S-Series owners enjoy the comfort, stability and road ground clearance provided by independent front suspension—with coil springs on 2WD models and torsion bars on 4x4 models.



**Enhanced 4.3 Liter V6 engine option.** 195 horsepower in the largest V6 available. See page 37 for more about all three S-Series engines.

**New 2.2 liter 4-cylinder engine.** A major new S-Series powertrain entry, featuring Multi-Point Fuel Injection. Standard in 2WD models.

**Anti-lock brakes.** Four-wheel anti-lock brakes (ABS) standard in all 4x4s and in 2WD models with 4.3L V6. Rear-wheel anti-lock brakes (RWB) standard in 2WD models with the 2.2L engine.

**16" wheels, standard.** One big advantage: 16" wheels are standard on all S-Series pickups. New design cast-aluminum wheels are available for both 2WD and 4x4 models. (Please see page 43.)


**Easy-to-use sliding rear window.** Designed to open easily and close with a lighter water and noise seal. Optional for all models, included with LS Preferred Equipment Groups 3346 and 3348.

**Deeper cargo box for low-tie loading.** We made the new S-Series box deeper and added special notches so you can lay four 60-inch 2x6's cross-wise for live-bee landing.

**No exposed bolt heads in the bed.** A simple idea, but it's easier on cargo and concealing the bolt heads helps reduce chances for corrosion and buildup of dirt and debris.

**Drain holes in the bed.** To make even hose-down cleanups quick and easy.





**YOU DON'T HAVE TO BE AN ENGINEER  
TO SEE HOW IT WORKS.**

For all our dedication to things like driver and passenger room, comfort and ride, we never forget we're building a dedicated truck. And that means one with the capacity to work, carry, climb and tow as you want to, without breathing hard and without asking for rest. Here are just a few of the rock-solid reasons why nothing works like a new S-Series truck.

*Convenient cargo tie-downs.*  
In all corners, for tying cargo securely in place.

*Tailgate removes without tools.*  
Another way your life just got easier.

*Cable linkage for easier tailgate operation.*  
Easier because new Sierra's slip ring linkage is combined with And cables are quieter and quicker than link arms.

*New step-design steel rear bumper.*  
Makes loading and unloading the pickup box easier than ever and provides a lower step-in height.

*8000-lb. maximum towing capacity.*  
See page 41 for full towing information.

*Built-in light-duty trailer hitch.*  
Simply add a hitch ball and you're ready for light-duty towing.

*4x4 S-Series Extended-Cab Pickup with optional luxury-level LS trim and optional Custom Two-Tone in Midnight Black and Chrome/Silver Metallic.*



**Progressive controlled  
crash zones.**

The S-Series frame and front-end structure are designed to significantly dissipate energy in a frontal crash—before it can reach the passenger compartment.

**OCCUPANT PROTECTION.**

- Manual lap/shoulder safety belts, outboard front- and rear-seat positions
- Manual lap safety belts, center-seat positions
- Energy-absorbing steering column
- Energy-absorbing instrument panel
- Interlocking door latches
- Folding front seat-back locks, inertia-type
- Safety armrests
- Breakaway inside rearview mirror
- Security door locks and door-retention components
- Laminated windshield glass, urethane-bonded
- Head restraints, front seats
- Side-guard door beams
- Tempered safety glass, side and rear windows

- Dual sun visors
- Pressure-lock radiator cap
- Self-aligning steering wheel.

**CRASH AVOIDANCE.**

- Four-wheel anti-lock brake system (ABS) in all 4x4 models, and 2WD models with 4.3 Liter V6 engines
- Rear-wheel anti-lock brake system (RWAL) in 2WD models with 4-cylinder engine

## SAFETY IS NO ACCIDENT. S-Series Pickup

GM leads the automotive world in vehicle safety research, and our commitment to safety in the new

is a priority outgrowth of that overall corporate leadership.

Behind it is nothing less than the industry's largest full-time safety research and test facilities, both in terms of personnel and capital investment. Here are just a few of the safety features built in to help protect you and your passengers.

**Self-aligning steering wheel.**  
Energy-absorbing safety steering wheel is designed to deflect if struck by the driver in a crash, aligning itself around to the driver's body to distribute impact forces over a large area.



**3-point safety belts and restraint.**

Still the number-one vehicle safety enhancement: 3-point safety belts are standard, as are safety head restraints, shown here in new high-back bucket seats.



**Front seats that help prevent submarining.**  
Special design gives added protection against occupant "submarining" under instrument panel area in the event of a frontal collision.

- Side-marker lamps and reflectors
- Parking lamps
- Four-way hazard-warning flashers
- Backup lamps
- Directional signal control
- Center high-mounted stop lamp
- Windshield defrosters, washers and multi-speed wipers
- Outside rearview mirrors
- Brake system with dual master

- cylinder plus warning light
- Starter safety switch
- Dual-action hood latch
- Low-glare finish—inside windshield moldings, wiper arms and blades, metallic steering wheel surfaces, inside rearview mirror frame and bracket
- Illuminated heater and defroster controls
- Tires with built-in tread-wear indicators



**Center high-mounted stop lamp.**

The first goal is to avoid accidents. A center high-mounted stop lamp helps increase visibility of your braking signal in following vehicles.

**Standard anti-lock brakes.**

A four-wheel anti-lock brake system (ABS) is standard on S-Series 4x4 models and in 2WD models with optional 4.3L V6. Four-wheel anti-lock brakes (FWD) are standard in 2WD models with 2.2 Liter four-cylinder engine.



**Side-guard door beams.**

Every S-Series Pickup features standard extra protection within each door. Strong steel guard beams designed to help protect driver and passenger from a side impact.

- Safety road wheel rims
  - Inside day/night mirror
  - Audible disc brake lining wear indicators.
- THEFT DETERRENCE.**
- Visible vehicle identification number
  - Laser-etched VIN plate
  - Theft-deterrent steering column lock
  - Theft-deterrent key system (separate ignition key)
  - Remote inside hood release.



*2WD S-Series in Raspberry Metallic.*



*4wd S-Series LS Long-Box with Exterior Appearance Package. Shown with optional Special Two-Tone in Midnight Black and Khaki.*



**NO-DEDUCTIBLE  
BUMPER TO BUMPER WARRANTY.**

The reasons go well beyond delivery of an exceptional truck. As a Chevy owner, you'll also get an outstanding warranty and many other benefits of purchase—all designed to keep you happy, long after the sale. GM's 3-year/36,000-mile,

no-deductible, limited warranty covers repairs for all 1994 Chevrolet vehicles, including labor and parts, to correct any defects in materials or workmanship occurring during the warranty period. Warranty features include air conditioning repair, towing, no-cost warranty transfer, 6-year/100,000-mile body sheet-metal rust-through protection and 5-year/50,000-mile emissions control system coverage. Items not covered include tires (which are covered by their manufacturer) and normal maintenance. See your Chevrolet dealer for terms of this limited warranty.



**CHEVY CUSTOMER SATISFACTION SYSTEM.**

Local Chevrolet dealerships are a vital link in our customer satisfaction system, and a strong one. Your salesperson will introduce you to the S-Series of your choice, explain all warranties and maintenance schedules, and accompany you on a test drive to make sure you're completely familiar with your new pickup's features and operation. Just as important, Chevrolet dealer service advisors and technicians are highly trained and equipped with the most up-to-date diagnostic and repair equipment to help ensure your long-term satisfaction with any maintenance and repair work performed on your Chevy pickup. It's also good to know, when you travel long distances, that there are over 4500 Chevy dealers in the U.S., each one ready to provide you



with professional service and genuine GM parts. You can phone the Chevrolet Customer Assistance Center toll free at 1-800-222-1020 to talk with trained experts regarding any Chevrolet product or service problem you may have.



**CHEVROLET ROADSIDE ASSISTANCE CENTER.**

Every buyer of a '94 Chevy pickup will enjoy the security of round-the-clock roadside assistance via a toll-free hot line. Your call for help will be answered by a roadside service phone advisor trained by Chevrolet and experienced with your pickup. If necessary, you'll be placed in contact with a nearby service center, and assistance with towing and other helpful, reasonably priced services will be arranged for you. Roadside Assistance Center personnel can also arrange alternative transportation, hotel reserva-

## IF YOU NEED US, WE'LL BE THERE.

when you buy a new Chevrolet. You take home a commitment of support from the whole Chevrolet organization, including all the follow-up service

and continued attention detailed below. Because we're serious about this, our relationship isn't over when you drive out of your dealership, it's just beginning.



*4x4 S-Series with optional Z92 Package. Shown in Apple Red.*



*4x4 S-Series Extended-Cab LS, shown with optional Custom Two-Tone in Midnight Black and Metallic. Shown in Midnight Black and Metallic.*



*S-Series Super Sport in Apple Red.*

icians, locksmith service and other services you may need while on the road. When roadside services are required, our advisors will explain any payment obligations that may be incurred for utilizing outside services.

### COURTESY TRANSPORTATION.

Retail customers who purchase or lease a new 1994 Chevrolet or Geo passenger car or light-duty truck will be able to take advantage of Courtesy Transportation at no additional charge when their vehicles are left at a participating dealership for repairs covered under the 3-year/35,000-mile New Vehicle Limited Warranty.



### GMAC FINANCING.

At your Chevrolet dealership, financing or leasing your new pickup can be as easy as saying GMAC. Also, ask about leasing your new S-Series with a SMART LEASE<sup>SM</sup> by GMAC.



### GM PROTECTION PLAN.

The GM Protection Plan offers service protection in addition to that provided by GM's new-vehicle limited warranty. It's available only in the U.S. and Canada. Ask your dealer about this option.

### AN ENVIRONMENTAL PERSPECTIVE.

Chevrolet takes considerable pride in its ability to provide a number of high-quality vehicles for the growing sport of off-roading. However, as the provider of such vehicles, we share a commitment for the preservation of that which makes the very thrill of off-roading possible: the natural environment. We share that commitment with you, the individual off-roader. Join us in a "pro-environment" attitude as you pursue the many pleasures of four-wheeling. Chevrolet encourages you to drive at least as carefully off-road as on-road—and to do your part to help preserve the beauty of America's wildlands.



Beginning with your family, friends, and enough personal belongings to start life all over again. In wonderful style. The 1994 Extended-Cab LS with optional Exterior Appearance Package\* sets a new benchmark for Chevy pickup design.

Add in the full shift-on-the-fly capabilities of Insta-Trac four-wheel-drive on 4x4 models and you're all set to enjoy one of the most comfortable and spacious vehicles on or off road.

**EXTENDED-CAB LS.**  
**MORE ROOM IN YOUR LIFE FOR**  
**THE THINGS THAT REALLY MATTER.**



2004 Silverado Extended-Cab Pickup in Purple Metallic. Shown with optional luxury-level LS trim, optional Exterior Appearance Package\* and optional cast-aluminum wheels.  
\*Available with LS Regular Cab Long Box, optional for LS Extended Cab Short Box and all LS Extended Cab models. Includes bright accents, dual-color body side panels, bright wheels, sporty cooling fans and dual-speed fans.







**YOU HAVE THE RIGHT  
TO REMAIN SILENT.**

It's the maximum expression of everything we've reinvented of everything we've reinvented truck design to achieve. All the quiet, all the comfort, all the generous new room, all the easygoing enjoyment of much of the very best that the new technologies of noise reduction, ergonomic efficiencies and creature comforts have to offer. The 1994 S-Series Extended-Cab LS 4x4. You also have a right to cheer.

*Extended-Cab interior with optional luxury-level LS trim in Gray. Shown with optional Deluxe Cloth reclining high-back bucket seats. Additional options shown include power windows, door locks, electronic 4x4 transfer case shift button, electric remote mirrors and a leather-wrapped steering wheel.*

Talk about a gracious way to cruise into the new generation of pickups! Start with LS deluxe interior trim, an AM/FM stereo with cassette tape player and a sliding rear window—all at a special savings when you select LS Preferred Equipment Group AAA6.<sup>†</sup> Then, choose the 2.2L 4-cylinder engine in your 2WD LS, or the optional automatic transmission with your 4x4 LS, and receive cast-aluminum wheels as a no-extra-cost Bonus Value.



**Cast-aluminum 15" x 7" wheels.**  
Get cast-aluminum wheels on your 2WD or 4x4 S-Series at no extra cost by choosing the special Preferred Equipment Group AAA6 Bonus Value Package. (2WD aluminum wheel shown with optional winter-terrain tire.)



**Visors will extend.**  
Dual color-keyed extendable visors give extra protection against glare of the sun. A lighted vanity mirror and convenient map strap is included on each visor.

**LS BONUS VALUE.  
ANYTHING THIS GOOD IS  
WORTH LOOKING INTO.**



**4x4 S-Series LS Short-Box Pickup in Brilliant Blue Metallic.** Shows with optional Preferred Equipment Group AAA6 and Bonus Value 4x4 cast-aluminum wheels.



**Sliding rear window.**  
A great feature, now in a whole new design that opens and closes easily, helps seal out noise and offers superior protection against air and water leaks. Included with the LS Preferred Equipment Group AAA6.<sup>†</sup>



**AM/FM stereo with cassette tape player.**  
An AM/FM stereo with cassette tape player, seek-scan feature (see color-keyed digital clock) is included with LS Preferred Equipment Group AAA6.<sup>†</sup>

<sup>†</sup> Also includes color-keyed front air door, bumpers and bed caps with 2WD models. <sup>‡</sup> Also available as an individual option with standard model (also Preferred Equipment Group) and Preferred Equipment Group AAA7.



*LS luxury  
interior trim  
Includes a one  
80/40 Deluxe Cloth  
split-bench seat with  
folding center armrest,  
full floor and back-panel  
cabinetry, cloth side panel  
trim, color-keyed dual  
exterior mirrors, twin  
auxiliary power outlets  
and more. Also available  
in LS models: optional  
Deluxe Cloth reclining  
high-back bucket seats  
with center console.*



**S-SERIES STANDARD.  
A BODY THAT  
JUST WON'T QUIT.**

Welcome to the 1994 S-Series Standard. It's all truck and it's all there - including 15" wheels with all-season tires, power steering, halogen headlamps, Solar-Ray tinted glass, a dark argent grille, and rear-wheel anti-lock brakes. Underhood you'll find a new 118 HP S-Series 2.2 Liter (133 cu. in.) four-cylinder engine with Multi-Port Fuel Injection. And at the rear there's a color-keyed close-out panel in place of the rear step-bumper found on other models.



*S-Series standard Custom Vinyl interior in Graphite.*



*2WD S-Series Pickup in Raspberry Metallic. Shows with rear closeout panel included with standard S-Series (Base Preferred Equipment Group) and with Super Sport package. A rear step-bumper is optional for these trucks.*





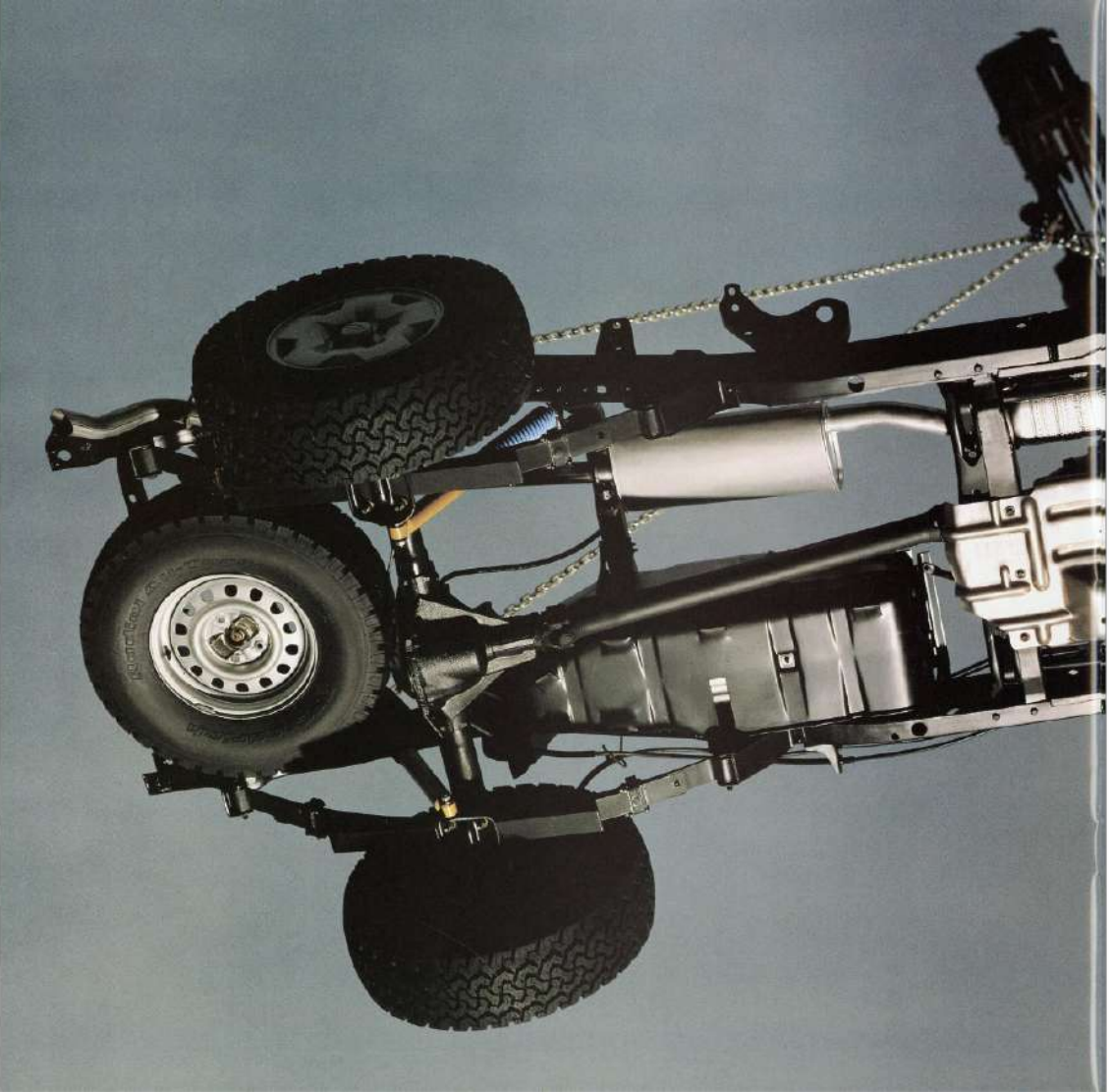


**NEW 4X4 ZR2.  
GO OFF-ROADING.  
SERIOUSLY.**

This is the motto: "Off-road in the home." The new ZR2 package for the 4x4 S-Series Regular Cab is 100 mm (3.9") wider than our street trucks, front and rear, and it stands a good 2.95" taller. The tires are massive 7 1/2 x 10.5-inch specials. And 17-inch wheels are

standard, cast aluminum wheels optional. Bumpers and wheel flares are Spectre Gray, the ZR2 air dam has built-in tow hooks, and the glass is tinted Solar-Ray. The serious-minded will appreciate that we've also included a larger rear axle, axle shafts and wheel bearings. Feeling more serious about the 4x4 ZR2 yourself? Turn the page.

*4x4 S-Series Pickup with available ZR2 package and optional cast aluminum wheels. Shown in Apple Red. Driving example shown was performed by a professional driver on a closed course. Do not attempt to duplicate the demonstration.*







## FOUR-WHEEL DRIVE SHOULD MEAN MORE THAN DRIVING WITH FOUR WHEELS.

And more than just driving down dirt roads. It should, in the best of all worlds, mean this: a vehicle conceived, designed and built to perform beautifully where few roads have ever gone, under conditions no ordinary truck would ever want to endure. Here is just some of the hardware it takes to provide such extraordinary 4x4 performance.



**Lock-Trac 4x4.**  
The most solid upon 4x4 system ever. Climb on the fly with either manual or available power-button operation. New for '84: a manually-actuated cable-actuated transfer case (with lock-mounted console) designed to minimize noise and vibration emanating from the shaft lever.

\*Must be installed with suspension or 4x4 transfer case. See dealer for details.

### Special tires.

Aggressive wide-tread 11" x 16.5" blackwall tires help the 4x4 2500 find its way while the rear axle track bar helps maintain ground contact. Steel 15" x 7" wheels are standard and cast-aluminum wheels in the same size are optional.

### Rear axle ratio.

Serious performance results from a serious 3.73 ratio hybrid rear axle with B-5 ring gear. Inner and axle bearings are also larger with 2R2.

### Specially tuned shocks.

Specialty-tuned 40 mm Bilstein high-pressure gas shock absorbers maintain control of serious 2R2 capabilities.

### A strong frame.

The S-Series frame is a full ladder type with cross members welded and riveted to safe rails for excellent durability.

### Biggest V6 engine.

V6 engines just can't come any larger than the S-Series 4-cylinder 4.3 Liter V6. And it's available with up to 195 HP in the optional Enhanced version with General Fuel-Pact Injection.

### Independent front suspension.

Independent torsion-bar 4x4 front suspension with heavy-duty front stabilizer bar, for impressive control, stability and handling.

### Special front axle.

A special enhanced 7.35" ring gear front drive axle helps the new S-Series 2500 achieve the impressive 4x4 capabilities.

### Steel skid plates.

In addition to the suspension linkage shield provided on all S-Series 4x4s, the 2R2's skid package (optional for other 4x4 models) adds a front differential carrier shield and a transfer case shield.

Our new Super Sport is equipped for serious driving and serious fun, 2WD style. The SS goodies include: fog lamps, a color-keyed bumper and grille up-front; a color-keyed filler panel instead of a step-bumper at the rear; 15" cast-aluminum wheels with bright center caps — all highlighted by special badging on the doors, tailgate and grille. Inside, there's a leather-wrapped steering

wheel and required ES interior trim. A 195 HP Enhanced Vortec V6 engine with automatic transmission, 3.42 rear-axle ratio, Sport Suspension package with heavy-duty shocks and a beefy front stabilizer bar are also required; and a locking differential is included, because we know you wouldn't have your Super Sport fun any other way.

**SUPER SPORT.**  
**TRY IT THROUGH AN SS CURVE.**



*S-Series Super Sport in Midnight Black. Exterior color availability for the S-Series Super Sport is limited to three paint colors: Midnight Black, Apple Tree or Frost White.*





*195 HP Enhanced Vortec V6  
with Central-Port Fuel Injection.*

## MORE POWER TO YOU.

You know this about Chevrolet: we don't hesitate to feel proud about the engines we offer. And that's why we want you to know this: we have never before introduced a family of trucks in the S-Series class with a stronger selection of engines than you see here.



**195 HP @ 4500 RPM  
Enhanced Vortec V6.**  
(Torque: 260 lb.-ft.  
@ 3600 RPM.)

This exceptional 4.3 Liter (262 cu. in.) performer has Central-Port Fuel Injection and is quite obviously a to-know-it-is-to-love-it engine.

**165 HP @ 4000 RPM Vortec V6.**  
(Torque: 235 lb.-ft. @ 2400 RPM.)

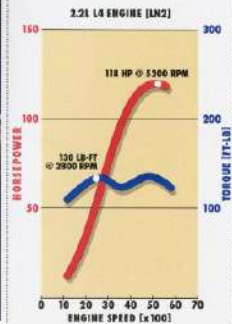
High performance, high efficiency, high marks across the board distinguish the Vortec V6. And its 4.3 liters (262 cu. in.) of displacement makes it the largest V6 engine on the road.

**118 HP @ 5200 RPM 2.2 Liter L4.**  
(Torque: 130 lb.-ft. @ 2800 RPM.)

A welcome new S-Series power-train entry for 1994, this 2.2 Liter (133 cu. in.) L4 engine produces impressive torque and is designed for outstanding power with striking new efficiencies. Multi-Port Fuel Injection and a direct ignition system that never needs adjusting are among the advanced features of this engine.

*A smooth transition of power. Both the 195 HP Vortec V6 with Electronic Fuel Injection at right and the 165 HP Enhanced Vortec V6 feature an internal balance shaft to help minimize noise and vibration.*

*A more powerful standard engine. The new 118 HP 2.2 Liter four-cylinder standard 2WD S-Series engine features Multi-Port Fuel Injection.*



*Putting the torque where you can use it. The 2.2 Liter L4 has a broad torque curve for hauling and towing power over a wide range of engine speeds.*



4x4 S-Series Pickup in Teal Green Metallic.

## WE EVEN MADE CHOOSING THE RIGHT SUSPENSION A LOT MORE COMFORTABLE.

We've not only taken a new and better approach to designing and building the 1994 S-Series Pickup, we're also offering a new and better way to order your truck. The chart below shows how we've put optimum combinations of S-Series suspension components together into just seven easy-to-understand, easy-to-order groups.

Just choose the ride characteristics you want most, then check the body-style availability and review the major component specifications listed to the right. The mini glossary below the chart can help you better understand the ride characteristics and content these packages offer. It's just one more way Chevy is helping you get exactly the truck you want for 1994 and beyond.

### TRUCK/SUSPENSION PACKAGES

2WD Models	RPO Order Code	Availability (body style)	GVWR	Tire Size	Shock Absorber Type	Shock Absorber Size (mm)	Front Stabilizer Bar Diameter (mm)	Rear Spring Capacity (lbs.)
<b>Solid, Smooth Ride</b>	Z83	S - Regular-Cab SWB	4200*	P205/75R-15	Twin tube	32	25	2300
<b>High-Payload/Firm Ride</b>	Z85	D - Regular-Cab SWB S - Regular-Cab LWB & Extended-Cab	4600*	P205/75R-15	Twin tube	32	29	2700
<b>Sport/Performance 4x4 Models</b>	Z08	D - Regular-Cab*	4600*	P215/65R-15	Twin tube	32	29	2700
<b>Solid, Smooth Ride</b>	Z83	S - Regular-Cab & Extended-Cab	4650	P205/75R-15	Twin tube	32	25	2400
<b>High-Payload/Firm Ride</b>	Z85	D - Regular-Cab & Extended-Cab	5150	P205/75R-15	Twin tube	32	29	2700
<b>Off-Road/Very Firm Ride</b>	ZM6	D - Regular-Cab & Extended-Cab	5150	P205/75R-15	Delco/Bilstein Monoride	46	25	2700
<b>ZR2 On-/Off-Road/Firm Ride</b>	ZR2	S - Regular-Cab SWB w/ZR2 Pkg	4650	31x10.5 R14-L/C	Delco/Bilstein Monoride	46	29	2700

S - Standard; C - Optional; SWB - Short Wheelbase; LWB - Long Wheelbase; \* 4500 lb. GVWR for Regular Cab and whichever model/CST/MS when equipped with an optional 4.3 Liter I6. † Refer to the Owner's Manual.

### MINI GLOSSARY

#### 2WD SUSPENSION PACKAGES

**Solid, Smooth Ride (RPO Z83).** The choice for car-like comfort and quiet—but still provides everything a suspension requires for light-duty hauling and trailering.

**High Payload/Firm Ride (RPO Z85).** A tougher suspension for heavier-duty hauling and trailering, on both paved and gravel roads. Provides a firmer but still comfortable ride.

**Sport/Performance (RPO ZQ8).** Tuned to provide maximum response in hard-braking and quick-correcting situations. Included with Super Sport.

#### 4X4 SUSPENSION PACKAGES

**Solid, Smooth Ride (RPO Z83).** An excellent balance of 4x4 capability with on-road comfort and quiet. Perfect for light-duty hauling or trailering, most often over paved or gravel roads.

**High Payload/Firm Ride (RPO Z85).** A tougher suspension for heavier-duty hauling and trailering, most often over paved and gravel roads. Provides a firmer but still comfortable ride.

**Off-Road/Very Firm Ride (RPO ZM6).** Built to take a pounding and carry the load on the road or where the road is going to be.

**ZR2 On-/Off-Road/Firm Ride (RPO ZR2).** Outfitted with the right hardware for serious off-roading, RPO ZR2 provides suspension stamina for the ZR2 4x4 S-Series Pickup.

### DEFINITIONS

**GVWR (Gross Vehicle Weight Rating).** The total allowed weight of a vehicle (includes weight of the vehicle, passengers, equipment and cargo).

**Shock Absorber Type.** S-Series suspension packages use Delco shock absorbers designed to help isolate passengers and cargo from road irregularities and contribute to suspension control. Twin tube shocks are engineered to provide optimum ride characteristics even when combined with firm-ride suspension components required for higher payloads or GVWRs. Delco/Bilstein monoride shock absorbers (included with RPO ZM6 and ZR2 4x4 ride packages) are charged with nitrogen gas and fluid, separated by a floating piston. They are specially designed to function more reliably and stay cooler during off-road use.

**Front Stabilizer Bar.** Helps to control body lean or sway through curves and corners.

Larger diameter bars used with firmer suspensions provide more resistance to these forces.

## SPECIFICATIONS AND TRAILERING

### S-SERIES MODEL SELECTOR

	Length (in.)	Wheelbase (in.)	Drive	G/W <sup>1</sup> , lbs. (incl. max.)	Payload, lbs. (max.)	Seating (std./opt.)	Trims
REGULAR-CAB SHORT-BOX	186.4	106.3	2WD (S)	4200/4500	1374/1733	3/2	All
			4x4 (T)	4550/5150	1316/1731	3/2	All
REGULAR-CAB LONG-BOX	204.1	117.9	2WD (S)	4600/4900	1630/1743	3/2	All
			4x4 (T)	4950/5100	1113/1536	3/2	All
EXTENDED-CAB SHORT-BOX	202.5	122.9	2WD (S)	4900	1296/1519	5/4	LS
			4x4 (T)	4650/5150	1311/1482	5/4	LS

### S-SERIES SPECIFICATIONS

	SAE Net HP @ RPM	Torque (lb.-ft.) @ RPM	2WD	Super Sport (2WD)	4x4	TR2 (4x4)
<b>ENGINE AVAILABILITY</b>						
2.3L (174 cu. in.) I4 engine w/EFI <sup>1</sup>	118 @ 5200	150 @ 2800	S	—	—	—
4.3L (262 cu. in.) V6 engine w/EFI <sup>2</sup>	165 @ 4000	225 @ 2400	0	—	S	S
4.3L (262 cu. in.) V6 engine w/CP <sup>3</sup>	135 @ 4500	260 @ 3600	0	R	G	G
<b>TRANSMISSION AVAILABILITY</b>						
5-speed DD manual			S	—	S	S
4-speed DD automatic, electronically shifted			0	R	0	0
Transfer case			—	—	NP-23T	NP-23T
<b>CHASSIS FEATURES</b>						
Battery, 625 cold-cranking amps/hr.			S	S	S	S
Brakes, hydraulic, front disc/rear drum with vacuum power booster			S	S	S	S
— Anti-lock brake system, four wheel (ABS) with 4.3L V6 <sup>4</sup>			S	S	S	S
— Anti-lock brake system, rear wheel (ABS) with 2.3L I4 <sup>4</sup>			S	—	—	—
— Front rotor size (in.) — diameter and thickness			10.5 x 1.03	10.5 x 1.03	10.5 x 1.03	10.5 x 1.03
— Rear drum size (in.) — diameter and width			9.5 x 2.0	9.5 x 2.0	9.5 x 2.0	9.5 x 2.0
Fuel tank (gal.)	20		20	20	20	20
Generator (amps)	100		100	100	100	100
Locking rear differential	0		0	0	0	0
Steering, power	S		S	S	S	S
Front suspension, independent (coil springs in 2WD, torsion bar in 4x4)	S		S	S	S	S
— Aie capacity (lb.)	2900		2500	2700	2700	2700
— Spring capacity (lbs.)	3800		2500	2700	2700	2700
Rear suspension, hybrid drive — 2-leaf leaf springs	S		S	S	S	S
— Aie capacity (lb.)	2800		2900	2900	2900	2900
— Spring capacity (lbs.)	2300 <sup>5</sup>		2300	2700	2700	2700
Wheels (in.)			(5) 15x7	(5) 15x7	(5) 15x7	(5) 15x7
Standard tire:			P205/75R-15	P215/65R-15	P205/75R-15	P205/75R-15
Optional tires all-season radial:			P215/65R-15		P205/75R-15	P205/75R-15
Optional tires on/off-road radial:					P205/75R-15	P205/75R-15

S - Standard, 0 - Optional, R - Required

<sup>1</sup> Multi-Port Fuel Injection; <sup>2</sup> Electronic Fuel Injection; <sup>3</sup> Cruise-Port Fuel Injection; <sup>4</sup> Operational in 2WD mode only; <sup>5</sup> 2WD for Extended Cab.

**NOTE:** Tire ratings should not be used in 9-5pm. 4x4 Pickups equipped with optional P205/75R-15 tires in 2WD mode because they could sustain damage to these vehicles.





## BALL HITCH AND FIFTH-WHEEL TRAILERING — S-SERIES MODELS

ENGINE TRANSMISSION	2.2 Liter I4 Automatic or Manual			4.3 Liter V6 w/EFI or CPI Automatic			4.3 Liter V6 w/EFI or CPI* Manual		
	Max. Trailer Weight <sup>1</sup> (lbs.)	Max. Tongue Load (lbs.)	Available Axle Ratio	Max. Trailer Weight <sup>1</sup> (lbs.)	Max. Tongue Load (lbs.)	Available Axle Ratio	Max. Trailer Weight <sup>1</sup> (lbs.)	Max. Tongue Load (lbs.)	Available Axle Ratio
2WD S-Series Pickup	2000	200	3.73	5000	600	3.08	3500	450	2.73
	2000	200	4.10	5000	750	3.42	4000	500	3.08
4x4 S-Series Pickup				2000	200	3.08	3000	200	3.08
				5000	650	3.42	3500	450	3.42
				5500	700	3.73	4000	200	3.42

<sup>1</sup> The 4.3L V6 Manual I4 w/ CPI is available with a 5-speed manual transmission only when the optional 292 Package is specified for S-Series w/ Regular-Cab Short-Box Pickup. An automatic transmission is required with all other models or suspension packages when this engine is desired.  
<sup>2</sup> Maximum gross trailer weight includes all accessories, equipment and cargo in the vehicle, plus any cargo in the trailer. **NOTE:** S-Series Trailering-related standard equipment includes power steering, power brakes, a 20" x 16" fuel tank, 100 amp alternator and load-limiter fuse. • Chevrolet strongly recommends using the optional 4-speed automatic transmission for towing with an S-Series Pickup. • Any S-Series Pickup can tow a 2000-lb. trailer without special equipment. • All vehicles towing a trailer rated over 2000 lbs. require additional special trailer hitch equipment (RPD 292) which includes a weight-distributing hitch platform, 7-wire trailer wiring harness and heavy-duty coating (RPD 706 with RPO 1L4, 4.3L V6, and an automatic 8V6 package). • 4.3L V6 with CPI includes heavy-duty coating. • Fifth-wheel trailering requires heavy-duty coating (RPD 706) with RPO 1L4, 4.3L V6, 8V6 and 8V6T package. • Please see the "Trailering Caution" on page 44 before trailering with your new vehicle.

## GROSS COMBINATION WEIGHT RATINGS (GCWR)

THE USE OF GCWR TO DETERMINE ENGINE, TRANSMISSION AND AXLE RATINGS. Percent, you prefer to use Gross Combination Weight Ratings (GCWR) to determine the engine and rear axle ratio you will require. Use a specific table with your Chevy S-Series Pickup. The chart below shows you the most important GCWR limit factor on the available S-Series engine and rear axle ratio with the standard automatic transmission. The GCWR includes the fully loaded weight of both the S-Series Pickup and the trailer. Any available engine may be used for trailering if the GCWR above is not exceeded.

GCWR (lbs.)	AUTOMATIC TRANSMISSION					MANUAL TRANSMISSION				
	6500	8500	9500	10,000	5000	5500	6000	6500	7000	7500
ENGINE	Rear Axle Ratio					Rear Axle Ratio				
2.2L I4 with EFI	4.10				3.73	4.10				
4.3L V6 with EFI		3.08	3.42	3.73			2.73	3.08	3.42	3.73
4.3L V6 with CPI*		3.08	3.42	3.73			3.08	3.42	3.73	3.73

<sup>1</sup> The 4.3L V6 with CPI is available with a 5-speed manual transmission only when the optional 292 Package is specified for the S-Series w/ Regular-Cab Short-Box Pickup. An automatic transmission is required with all other models or suspension packages when this engine is desired.

**NOTE:** Make sure that the above trailer combination must be certified by your Chevy Truck dealer or independent equipment.

## BOX DIMENSIONS (in.)

Model	Reg.-Cab Short-Box	Reg.-Cab Long-Box	Ext.-Cab Short-Box
Length	73.8	86.8	72.0
Inside Width @ Top Rear	54.5	54.0	54.6
Inside Width @ Floor	56.5	56.5	55.5
Inside Width @ Wheelhousing	55.5	59.5	59.5
Inside Depth	16.8	16.8	16.8
Overall Height (2WD/4WD)	60.5/61.3	60.5/61.3	60.5/61.3

**NOTE:** All wheel manufacturers offer many products such as business and commercial that are designed for heavy loads. However, such products built prior to the 1994 model year may have a weight of less than 1000 or lower Chevy S-Series Pickups. Please consult the manufacturer's literature product you intend to install on your vehicle to determine if it meets the product manufacturer's by checking the capacity information we provided here.







**AM/FM Stereo With Compact Disc Player.** Optional for your listening pleasure on all S-Series models. Includes four premium speakers.



**AM/FM Stereo.**  
This electronically tuned AM/FM stereo is included with LS trim and is optional in standard S-Series.



**AM/FM Stereo With Cassette Tape Player.**  
Enjoy your favorite cassette tapes with this optional S-Series AM/FM stereo sound system.



**AM/FM Stereo With Cassette Tape Player And Equalizer.**  
Includes a graphic equalizer for custom-tuned sound. Optional in all S-Series models.



**2WD 15" Steel Wheel.**  
Standard on 2WD models. Argent color with bright center cap.

**2WD 15" LS Wheel.**  
Included with LS trim level. Black center cap and bright trim ring.

**2WD 15" Cast Aluminum Wheel.**  
Optional (RPO N60) on 2WD models. Black center cap.

**2WD Super Sport 15" Cast-Aluminum Wheel.**  
Included with Super Sport. Bright center cap.



**4x4 15" Steel Wheel.**  
Standard on 4x4 models. Black center cap. Trim ring included with LS trim.

**4x4 15" Special Aluminum Wheel.**  
Optional (RPO SP7) on all 4x4 models.

**4x4 15" Cast-Aluminum Wheel.**  
Optional (RPO N60) on all 4x4 models.

\*Not available with Wheel-Protection equipment Group.





**Chevy Trucks**  
**LIKE A ROCK**

