

CHEVY TRUCKS

1990

VANS | BLAZERS | SUBURBANS | S-10 COMPACT PICKUPS | C/K FULL-SIZE PICKUPS



CHEVY FULL-SIZE PICKUP

It's a basic work truck, sportier personal transportation, an out-and-out performance machine or anything in between.

► **Optional Scottsdale® vinyl interior in Saddle with optional 60/40 split bench seat.**



▼ **K1500 with optional Scottsdale® trim and optional Conventional Two-Tone in Caramel Brown Metallic and Sandstone Metallic.**



The 1990 Chevy® C/K family is an impressive selection of trucks: gasoline- and diesel-powered models in 1/2-ton, 3/4-ton and 1-ton series (designated 1500, 2500 and 3500), all available in 2WD or 4x4 (designated C and K), with a wide choice of payload and towing capacities. Plus you get your choice of Regular-Cab or Extended-Cab, with short (6-1/2-ft.) or long (8-ft.) box.

Every C/K comes with standard power steering, standard power front disc/rear drum brakes, a rear-wheel anti-lock brake system (operates in 2WD mode only), and standard all-season steel-belted radial tires. And 4x4

models have a standard "shift-on-the-fly" Insta-Trac™ 4x4 system. When you get a Chevy, you get a lot of quality. The C/K is the best-engineered pickup in Chevrolet® history. The hardest-working (and most fun-loving). And (according to many) the greatest-looking.

New-for-'90 C/K models include the 454 SS—a one-of-a-kind C1500 Regular-Cab Short-Box. It's Onyx Black, with luxury-level Silverado® trim, and it's the only half-ton pickup in the land with a 7.4 Liter (454 Cu. In.) V8. (See the 22" x 35" poster of the 454 SS on the other side of this brochure).

S 10 COMPACT PICKUP

*The high-tech 2WD (or 4x4) with the biggest engine in its class.**

▼ **1991 S-10 Pickup Maxi-Cab 2WD in Royal Blue Metallic with optional luxury-level Tahoe trim.**

*Based on data available at time of publication. Excludes other GM products.



Announcing the early launch of the 1991 S-10® pickup (available Feb. '90)—a high-technology, beautifully styled compact truck with the work and play capabilities of some full-size pickups.

S-10 4x4s have a standard "shift-on-the-fly" Insta-Trac™ 4x4 system. And every S-10's standard equipment includes a rear-

wheel anti-lock brake system (operates in 2WD mode only). S-10's optional power choices include a 4.3 Liter (262 Cu. In.) Vortec V6 (standard in S-10 4x4s).

S-10 is available with EL, standard, Durango or luxury-level Tahoe trim, with short (6-ft.) or long (7-ft.-5-in.) box, and as a Maxi-Cab model.



◀ **1991 S-10 Maxi-Cab cloth-and-vinyl interior in Garnet Red with optional luxury-level Tahoe trim.**

ASTRO PASSENGER VAN

▼ Astro CS with optional Sport package, including Custom Two-Tone in Ivory White and Onyx Black. Tires supplied by various manufacturers.

The towing, hauling, people-moving "van that can" does even more in 1990.



▲ All-Wheel-Drive Astro LT with Special Two-Tone in Smoke Blue Metallic and Catalina Blue Metallic. Tires supplied by various manufacturers.

The Astro® lineup for '90 includes an all-new All-Wheel-Drive (AWD) Astro model (available Nov. '89), shown lower left. It has a split-torque system that sends 65% of the torque to the front wheels and 35% to the rear wheels, thereby improving traction. AWD Astros also have a standard four-wheel anti-lock brake system (ABS).

Also new for '90: an Extended-Body Astro (available Feb. '90). It has 10 inches more cargo space behind the optional third-row bench seat than a regular-body Astro.

Astro is available with standard (CS), mid-level (CL) and luxury-level (LT) trim, but the standard Astro CS is van enough for many. It has one of the largest engines in a mid-size van—a 150-HP 4.3 Liter (262 Cu. In.) V6—and correspondingly impressive power and torque.

A properly equipped Astro also has a great capacity for towing: three tons (6000 lbs.), including people, cargo and trailer. What's more, it can carry up to eight people with available seating and pack a formidable amount of cargo.

SPORTVAN

As of 1990, Chevy's premier people-mover can move 5, 8, 12 or 15 people. All aboard!



▲ G30 Extended-Body Beauville Sportvan with Deluxe Two-Tone in Royal Blue Metallic and Light Blue Metallic.
► Beauville cloth interior of G30 Extended-Body Sportvan in Blue with optional third- and fourth-row bench seats and 15-passenger capacity.



Chevy's ultimate passenger vehicle just got considerably more ultimate. New-for-'90: an Extended-Body Sportvan with standard seating for 12 and optional seating for up to 15 people.

This all-new G30 Series Extended-Body Sportvan, shown left, is 21 inches longer than the regular-body G30, has a 146-inch wheelbase, standard 5.7 Liter (350 Cu. In.) V8 with

Electronic Fuel Injection, standard 3-speed automatic transmission and standard 33-gallon fuel tank. Like other Sportvans, it is available with either the standard Sportvan or luxury-level Beauville® interior and exterior trim.

The rest of the '90 Sportvan family combines with the new Extended-Body model to offer a wide range of passenger-carrying and cargo-hauling capabilities.



▲ Extended-Body Astro CL with Deluxe Two-Tone in Deep Red Metallic and Sterling Silver.

◀ Extended-Body Astro CL interior in Gray with Custom Cloth/Vinyl seat trim.

S 10 BLAZER

Announcing an early launch of the 1991 S-10 Blazer—including an all-new 4-door model.

▼ 1991 4-door S-10 Blazer interior in Charcoal with optional Tahoe trim, including Custom Cloth and custom console.



▼ Foreground: 1991 4-door S-10 Blazer in Steel Gray Metallic with optional Tahoe trim. Background: 1991 2-door S-10 Blazer in Apple Red with optional Tahoe trim.



America's No. 1 sport utility not only hauls like a wagon, tows like a truck and rides like a car—the '91 version (available Feb. '90) offers a 4-door model. This S-10 Blazer® has rear passenger side doors for easier entry into and exit from the optional 2-passenger rear seat.

As either a 2-door or 4-door model—2WD or 4x4—the '91 S-10 Blazer has a sassy town-car personality that will appeal to a lot of first-time truck buyers. They'll also like its standard high-back front bucket seats and 4.3 Liter (262 Cu. In.) V6 with Electronic Fuel Injection. The 2-door model has a rear-wheel anti-lock brake system (operates in 2WD mode only), and the 4-door model has a four-

wheel anti-lock brake system (ABS). The S-10 Blazer 4x4 (shown below as a 4-door model) projects an even more adventurous image and features a standard Insta-Trac™ 4x4 system. Insta-Trac lets you shift from freewheeling 2-wheel drive to 4-wheel-drive High and back—at any speed—and the rugged 4x4 model's big 15" wheels provide high ground clearance for off-road explorations.

S-10 Blazer comes in standard, luxury-level Tahoe and top-of-the-line Sport trims. Most S-10 Blazer buyers decide on the optional Tahoe trim package, as shown here.

SUBURBAN / FULL-SIZE BLAZER

Suburban is the comfortable, smart-looking Chevy truck that carries lots of people and tows lots of trailer.



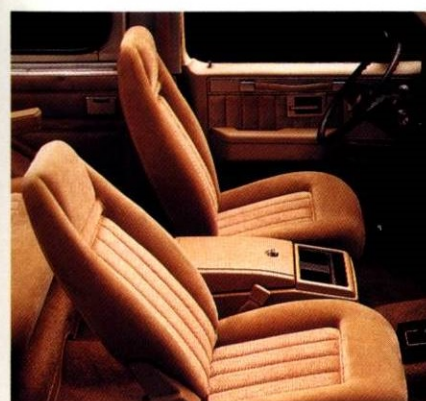
Most people in the market for a full-size, truck-based station wagon for personal use choose a Chevy Suburban®. They're drawn to its unique good looks,

standard 5.7 Liter (350 Cu. In.) gas V8 power, tremendously versatile people-carrying and cargo-hauling capabilities, far in excess of any car-type wagon. An optional 7.4 Liter (454 Cu. In.) V8 is available, and many Suburban buyers get the diesel model, powered by a 6.2 Liter (379 Cu. In.) Diesel V8.

Suburban can carry up to nine people with available seating, and offers both 2WD (R) and 4x4 (V) models. A properly equipped ¾-ton R2500 Series Suburban can move up to 16,000 lbs., including vehicle, trailer, people, cargo and equipment.

The standard Suburban has a 3-passenger front bench seat, but there are seating options for 2, 5, 6, 8 and 9 passengers.

Blazer is America's original full-size sport utility—a highly civilized escape machine.



▲ Optional luxury-level Silverado interior trim in Saddle with Custom Cloth. Optional rear bench seat expands seating to five and folds down to provide cargo space.



True, whether you choose the standard Scottsdale or luxury-level Silverado trim. Every Blazer is built to tough it in the outback and comes with a ground-grabbing four-wheel-drive

system and powerful 5.7 Liter (350 Cu. In.) gas V8 with Electronic Fuel Injection. (A diesel model is also available, powered by a 6.2 Liter [379 Cu. In.] Diesel V8.) Other standard equipment includes power brakes, a new-for-'90 rear-wheel anti-lock brake system (operates in 2WD mode only) and power steering.

◀ Blazer with optional luxury-level Silverado trim and Conventional Two-Tone in Onyx Black and Sunset Gold Metallic.

BEWARE THE RED BOWTIE 

CHEVY 454 SS



CHEVY SPORT TRUCKS

Sportside. Sport. Cameo S-10. Three of Chevy's sportiest-looking pickups for 1990.

▼ C1500 in Fire Red with optional Sport Appearance Package.

S-10 Pickup 2WD in Midnight Black with optional Cameo Appearance Package. ▼

The Chevy Sportside is the only 1990 full-size pickup around with classic step-side styling. Sportside can be ordered as either a 2WD or 4x4 1500 Series Short-Box, with standard or optional trim levels.

Chevy's Short-Box 2WD or 4x4 C/K Pickup is also available with the optional Sport Appearance Package. "Sport truck" items include chrome-plated wheels (2WD models) or cast-aluminum wheels (4x4 models).



▲ K1500 Sportside 4x4 in Summit White.

THE
Heartbeat
OF AMERICA



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LITHO IN U.S.A. 4915 8/89

LET'S GET IT TOGETHER...
BUCKLE UP. 



BUMPER TO BUMPER PLUS
Chevrolet's best warranty ever.
See your Chevy dealer for complete terms and conditions of this limited warranty.

A Cameo Appearance Package for the 1991 S-10 Pickup 2WD (available Feb. '90) includes a wrap-around front bumper fascia with fog lamps, lower body ground-effects moldings and a flush-fitting tailgate valance.