

# THE AWARD WINNING LITTLE CAR.



**1971  
MOTOR TREND**  
"Car of the Year"

**1971  
CAR & DRIVER**  
"Best Economy  
Sedan"  
(Readers'  
Choice Poll)

**1972  
MOTOR SERVICE &  
SERVICE STATION  
MANAGEMENT**  
"Easiest sub-  
compact to service"  
(Independent  
Mechanic Survey)

**1972  
CAR & DRIVER**  
"Best Economy  
Sedan"  
(Readers'  
Choice Poll)

**1973  
MOTOR TREND**  
Economy  
"Car of the Year"  
(Vega GT)





# THE VEGA AWARD STORY.

Vega started out by being the *Motor Trend* Car of the Year in 1971. In competition with all cars of the world.

Then, in *Car and Driver* Readers' Poll, Vega was named "best economy sedan." The first American car to ever win in that category.

In 1972, *Car and Driver* readers once again voted Vega, "best economy sedan." In July, a nationwide survey of independent mechanics conducted by the publishers of *Motor Service* and *Service Station Management* found Vega the easiest subcompact to service.

And now, Vega is the 1973 *Motor Trend* economy class Car of the Year.

Yes, Vega is quite a little car.

It rides comfortably. Turns corners flatly. Steers easily. Provides both good performance and good stability out on the highway.

Looks sporty.

And helps you save some money.

Above all, Vega is inexpensive to buy and to operate. And economy is what a little car is made for.

This year, once again, we started out with four basic models, plus GT options for the Hatchback and Kammback. Recently, though, we introduced two model variations—the Estate Wagon and the Notchback LX—plus new stripes you can order with the Hatchback.

Thus, a better Vega selection.

And it's a better Vega. For in the last year we've made something like 300 parts changes.

Sure, mostly little things, but some important changes, too.

Improved emission controls. A stronger front bumper. New manual transmissions. New colors. New nameplates.

And a few other things.

Still, Vega is pretty much the same car it started out to be before it won all those awards.

A lot of little car for the money.

Many extra-cost Options and Custom Features may be ordered for Vega. Some, such as the wheel covers and white stripe tires on this page, are illustrated or described in this catalog.

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Shown below is the basic, lowest-priced Notchback.

Shown above is our new Notchback LX. Basic Vega, dressed up a little. With a vinyl roof, protective side moldings, extra insulation to make it more quiet, and a few other things.

With either Notchback you get a



lot of features you wouldn't expect in a car you buy to save money.

For instance, a suspension system with a large coil spring at each wheel to help make rough roads ride smoother.

Front disc brakes.

Steel side-guard door beams.

A double steel roof with an acoustical inner panel.

A power ventilation system.

The Notchback differs

from the Hatchback

mostly in the back. It

has a regular trunk,

and a steel cargo-guard

bulkhead between the

trunk and the back seat.

What makes the '73

different from the '72 is mostly technical. Like a new Exhaust Gas Recirculation

system which helps to clear the air.

And a Coolant Recovery System which

helps prevent possible engine

overheating.

The front bumper's tougher. It's

heavier gauge and has stronger

mounting brackets. The standard

3-speed and available 4-speed manual

transmissions are stronger, too.

And we've made a number of other

modifications. Like, with the 85-hp

engine that's available, there's an

efficient new carburetor with a second

barrel that works only when you need it.

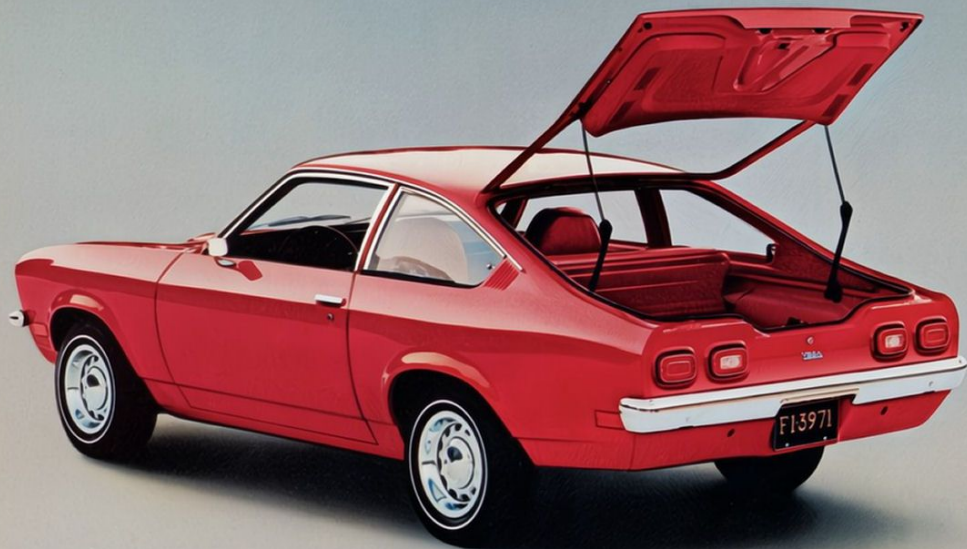
What you may notice most, though,

are the sparkling new colors.



Front disc brakes.





# HATCHBACK

Regular. GT. And now, with the new Sports Decor stripes shown right. To most people, Vega is the Hatchback.

Because it's become our most popular model.

It's a few dollars more than our Notchback, but the Hatchback has that car-wide rear hatch that lifts up and a back seat that folds down.

So, you have a load floor nearly 5½ feet long, 3½ feet wide, and a big back door to get to it. And underneath it is a small concealed stowage compartment.

Very convenient.

And convenience is one of several reasons for Vega popularity. With

owners, as well as with the experts who gave us all those awards.

Another reason for our great success, we're told, is that there's a lot of sports car in Vega.

The fastback styling.

The bucket seats.

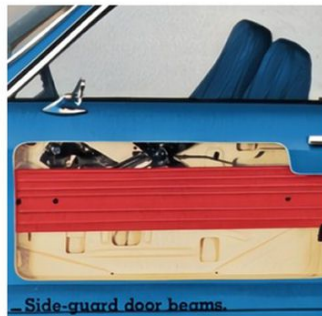
The tunnel-mounted gearshift and handbrake controls.

The front disc brakes.

The quick steering.

The low center of gravity and wide stance which make Vega a stable little car out on the road.

And, our exceptional 140-cu.-in. aluminum block overhead-cam 4-cylinder engine. It's big for its size, with



Side-guard door beams.



more cubic inches than most little car engines.

But it can still nurse fuel.

In fact, we think you'll find that Vega is a very economical little car to operate.

If you want to get even closer to a sports car, consider our GT. An option package you can order with the Hatchback Coupe or the Kammback.

The GT package makes a Vega look a lot swifter and perform a little better.

Which reminds us. If you like you can also order radial tires. And body side moldings—shown here on the GT at the right.

And, of course, if you just want to look sportier, order the Sports Decor Package above. That consists of sporty body side stripes and protective side moldings. So it's both colorful and practical. Stripes can be ordered in green, orange, blue, yellow, black or white, depending on your exterior color choice.







# ESTATE

The Vega Estate, left, is our brand-new little wagon.

It's essentially like the Vega Kammback, on the right, with the addition of wood-grain vinyl trim, plus extras like wheel trim rings, an assist handle in the instrument panel, 2-position adjustable driver's seat back, a sport steering wheel and so on.

Incidentally, Kammback is named in honor of a pioneer in automotive aerodynamics, Dr. W. I. E. Kamm.

Which should tell you something.

These Vegas, with their wide-tread tires, wide stance and low center of gravity, ride and handle more like sports cars than station wagons.

And because of Vega's 140-cu.-in. engine you can load up with vacation gear and still travel comfortably at highway speeds. Relatively large, the engine doesn't have to work as hard at cruising speeds, and it keeps something in reserve for passing.

Each wagon has a large swing-up tailgate, and a fold-down back seat that enlarges the load floor length to about 5½ feet. Width is about 3½ feet, height about 3 feet. The cargo area adds up to a little over 50 cubic feet.

You also get a concealed storage area under the load floor and door-to-door carpeting. You can order the luggage rack on any Vega wagon.



Full Coil spring suspension.



# KAMMBACK

The Vega Panel Express (shown on right) is our little truck.

And there are some things you can do with a little truck that you might hesitate to do with a little car.

Like paint your name on it.

It's the same size as the wagon, but it has a little more cargo capacity—because it has additional stowage space behind the front seat, and also because it has just one seat. Though you can order a second seat if you like.

The Panel Express is the only Vega that isn't carpeted.

Other than that, it's all Vega. Which means it drives, rides and saves beautifully.



Vega Estate, Kammback and Panel Express specifics:

Floor Length (front seat to rear gate)	67.4 in.
Floor Width (between wheelhouses)	42.6 in.
Liftgate Opening Height	26.1 in.
Liftgate Opening Width (at floor)	42.1 in.





# THE STANDARD INTERIOR COMES IN SIX COLORS.



When you sit inside a Vega Notchback, Hatchback or Kammback you can really appreciate its quality.

First, those high-backed contour front bucket seats are amazingly comfortable. They're scientifically designed to provide support for your back, then they're full-foam cushioned to feel more like a sofa than a scientific achievement.

And they're covered with attractive, cleanable vinyl in the new simulated knit pattern shown here.

You have a choice of black, neutral or green in the Notchback, Hatchback and Kammback; plus saddle in the Kammback only; and red or chamois in the Hatchback.

Comfortable. Practical. And good looking.

The transmission controls and the parking brake lever are mounted in the tunnel between the bucket seats.

The floor is carpeted.

There's a real glovebox in the instrument panel, and a stowage well in the driver's door.

The instrument panel control knobs

are wrapped in soft vinyl and identified by function symbols.

One great comfort is our power ventilation system. The windows can be closed, the car can be standing still, and outside air can still be moved into, through and out the car.

You also get our single buckle seat/shoulder belt system for the driver and front passenger.

Probably what's most unique, though, is the room inside our little car. Per passenger, almost as much room as a big car.

In the Hatchback Coupe and the Kammback you get a sliding adjustment for both front seats.

In the Notchback Coupe you get a sliding adjustment for just the driver's seat. However, you can order the low-cost Decor Group which consists of a sliding adjustment for the passenger seat, too, plus bright side window moldings.

We've done a lot of work inside Vega and so you end up with quite a choice this year.





# THE CUSTOM INTERIOR IS EVEN NICER. HERE'S WHY.

The Custom Interior is priced a little more mostly because of the seats. While the standard bucket seat is very comfortable, the Custom bucket seat is very, very comfortable. The special contoured Custom seat is designed with more shape so you sit in it, not on it.

The seats can be covered in either a luxury cloth/vinyl fabric or in a sturdy solid vinyl that is fabricated and stitched to look quite a bit like expensive leather.

The "custom" look is carried over into the doors, the sidewalls and assist grip on the instrument panel (shown below). Door trim panels are keyed to the seat trim and they have wood-grain vinyl accent moldings.

Sport steering wheel and special instrumentation (shown left) are available with the Custom Interior.

Carpeting, too, is color-keyed. Blue with blue. Black with black, etc. Except that this year, with the Custom or standard interior in black, you can choose a contrasting carpet color—

red, blue or orange depending on exterior color selected.

Functionally, the Custom Interior includes additional sound insulation, an assist handle in the instrument panel, two rear seat ashtrays, a day/night rearview mirror, and, for the Notchback Coupe, a sliding adjustment for the passenger seat as well as for the driver's seat. (Adjustments for both are standard in the Hatchback and Kammback.)

The load compartment in the Hatchback Coupe is carpeted with the Custom Interior.

In the Notchback Coupe the parking brake and transmission control trim plates are chromed, as they are in the Hatchback standard interior.

Though not available in the truck, the Custom Interior can be ordered for either of the Coupes or the Kammback.

Choices, depending upon model and exterior color, are: Cloth/vinyl—Black. Blue. All-vinyl—Black. Green. Neutral. Red. Chamois. Saddle.





# WE PUT A LOT INTO VEGA.



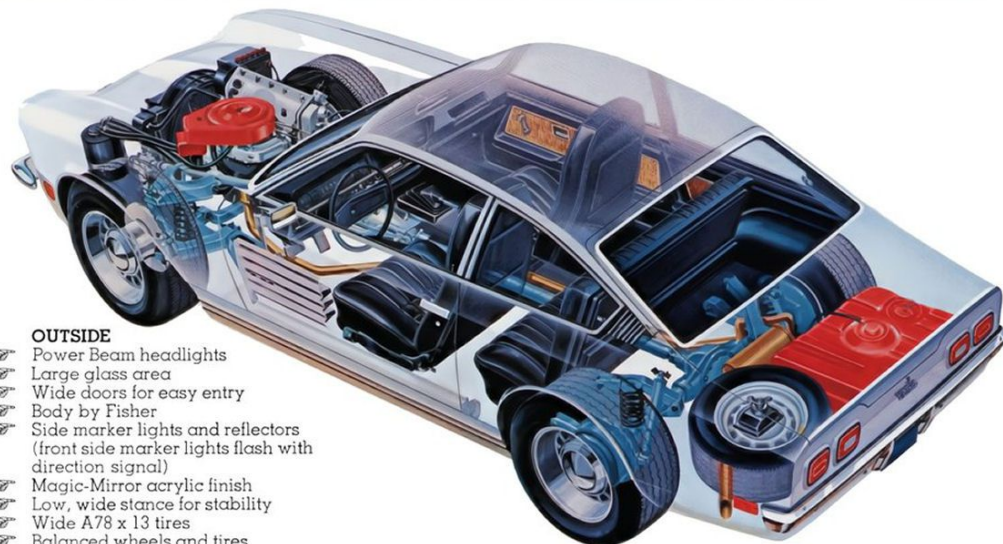
New improved front bumper system.



The manual transmission.



Vega has a wide stance and a low center of gravity for stability.



## OUTSIDE

- ☛ Power Beam headlights
- ☛ Large glass area
- ☛ Wide doors for easy entry
- ☛ Body by Fisher
- ☛ Side marker lights and reflectors (front side marker lights flash with direction signal)
- ☛ Magic-Mirror acrylic finish
- ☛ Low, wide stance for stability
- ☛ Wide A78 x 13 tires
- ☛ Balanced wheels and tires
- ☛ Flush-mounted door handles
- ☛ Welded body construction
- ☛ Corrosion-resistant primer
- ☛ Dual-action safety hood latches
- ☛ Double-panel doors with welded-on hinges
- ☛ Bolt-on front fenders
- ☛ Self-cleaning rocker panels
- ☛ 97" wheelbase for nimble handling
- ☛ Corrosion-resistant moldings
- ☛ Safety wheel rims
- ☛ Dent-resistant valance panel under the front and rear bumpers
- ☛ Improved front bumper system
- ☛ Thick-laminate windshield
- ☛ Headlight aiming access provision
- ☛ Outside rearview mirror
- ☛ Parking lights that illuminate with headlights

- ☛ Backup lights
- ☛ Silver-finish grid-pattern grille
- ☛ Low-glare wiper arms and blades
- ☛ Bright hub caps
- ☛ Four-way hazard warning flasher
- INSIDE**
- ☛ Foam-filled front bucket seats and bucket-style rear seats (except truck)
- ☛ Storage well in driver's door
- ☛ Instrument panel glovebox
- ☛ Power ventilation system
- ☛ Anti-theft steering column lock
- ☛ Tunnel-mounted 3-speed transmission control
- ☛ Passenger-guard door locks
- ☛ Anti-theft ignition key warning buzzer
- ☛ Energy-absorbing steering column

- ☛ Contoured full roof inner panel
- ☛ Recirculating-ball steering
- ☛ Starter safety switch
- ☛ Seat belts with pushbutton buckles for all passenger positions
- ☛ Single-buckle seat and shoulder belts for driver and front passenger (with reminder light and buzzer)
- ☛ Built-in front seat head restraints
- ☛ Safety door latches and hinges
- ☛ Folding seat back latches
- ☛ Padded sun visors
- ☛ Steel side-guard beams
- ☛ Safety armrests
- ☛ Energy-absorbing padded instrument panel and front seat back tops
- ☛ Cargo-guard luggage compartment bulkhead (Notchback only)



Front disc brakes help fight brake fade.



## 1973 Vega Engine Specifications

	Standard 140*	Available 140-2*
Horsepower, SAE net	72 @ 4400	85 @ 4800
Torque, SAE net	100 @ 2000	115 @ 2400
Compression ratio	8.0:1	
Carburetion	single-barrel	staged two-barrel

\* All transmissions available with either engine.  
See fuel requirement information on back page.

- ☛ Lane-change feature in direction signal control
- ☛ Wide-view inside mirror (vinyl-edged, shatter-resistant glass and deflecting support)
- ☛ Ashtray
- ☛ Inside windshield moldings
- ☛ Windshield defroster, washers and dual-speed electric wipers
- ☛ Tamper-resistant odometer
- ☛ Bumper-type jack
- ☛ Durable, easy to clean upholstery
- ☛ Low-glare instrument panel top
- ☛ Safety steering wheel
- ☛ Tunnel-mounted parking brake
- ☛ Function symbols on control knobs
- ☛ Inside hood latch release
- ☛ A do-it-yourself service manual

## UNDERNEATH

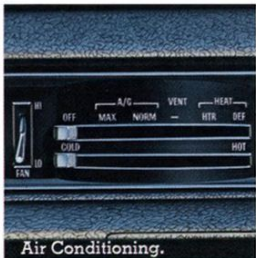
- ☛ Full Coil suspension system
- ☛ Double-acting shock absorbers
- ☛ Insulated suspension members
- ☛ Cushion-mounted engine and transmission
- ☛ 4-cylinder OHC engine with die-cast aluminum alloy block
- ☛ Automatic choke
- ☛ Self-sealing gasketless spark plugs
- ☛ Five main bearings
- ☛ Counterbalanced crankshaft
- ☛ Positive-shift starter
- ☛ Electric fuel pump (in gas tank)
- ☛ Cut-off switch to stop fuel flow if oil pressure drops too low
- ☛ Delcotron generator
- ☛ Weather-resistant ignition system
- ☛ Exhaust Gas Recirculation system

- ☛ Self-adjusting front disc/rear drum brake system
- ☛ Dual master cylinder brake system with warning light
- ☛ Permanently lubricated universal joints
- ☛ Delco sealed side-terminal battery
- ☛ Independent front suspension
- ☛ Advanced cross-flow radiator
- ☛ Coolant Recovery System
- ☛ Single dry disc clutch
- ☛ 50,000-mile engine air filter
- ☛ High-output oil pump
- ☛ Steel brace under the engine to guard oil pan
- ☛ Water pump with aluminum housing
- ☛ Dynamic drive-line damper
- ☛ And much, much more

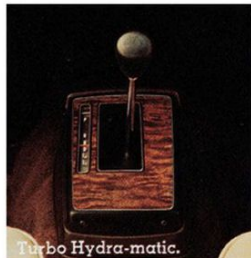




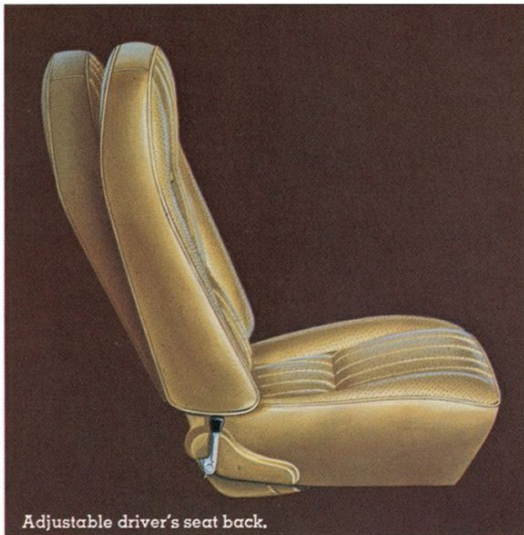
Swing-out rear quarter window.



Air Conditioning.



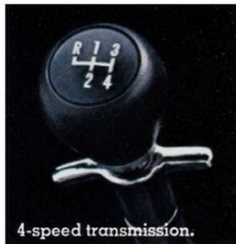
Turbo Hydra-matic.



Adjustable driver's seat back.



Wheel trim rings.



4-speed transmission.



GT instrumentation. Sport steering wheel.



AM/FM radio.



Hatchback with "Hutch".

We think Vega is a complete car. But we also know that you have your own wants and needs.

So we offer, at extra cost:

**Power teams:** Vega OHC 140-2 engine with two-barrel two-stage carburetor (included with GTs). Turbo Hydra-matic automatic transmission with tunnel-mounted console. Powerglide automatic transmission with console. 4-speed manual transmission with simulated leather boot. Positraction rear axle. Performance axle ratio with some engine and transmission combinations.

**Model options:** **GT equipment** for Hatchback or Kammback. Includes Vega OHC 140-2 engine, front and rear stabilizer bars, A70 x 13 white lettered bias belted ply tires and 13x6 GT wheels, special instrumentation (tach, electric clock, amp and temp gauges), assist handle in the instrument panel facing the passenger seat, four-spoke sport steering wheel, 2-position adjustable driver's seat back, wood-grained accents on the instrument cluster, body-colored door handle accent, black-finished grille and lower body sill, parking lights with clear lens and amber bulbs, GT nameplates on the front fenders. Belt molding also included on Hatchback. **GT sport stripes** for the hood and rear deck or tailgate are available at additional cost.

**Notchback LX** (details, page 2). **Sports Decor** package for the Hatchback (details, page 5). **Custom Exterior.** With bright wheel opening moldings, lower body side moldings, black-finished body sill, body-colored door handle accent, belt molding with Hatchback, bright side window moldings with Notchback. **Custom Interior** (details, page 11). **Decor Group** for Notchback Coupe (details, page 9). **Additional options include:** Front and rear bumper guards, bright metal door edge guards, color-keyed front and rear floor mats.

**Electric clock.** **Electro-Clear** rear window defroster, day/night rearview mirror. **Four-Season** air conditioning (includes larger generator and heavy-duty radiator). **Rear window air deflector** for the Wagons. **Accent carpeting** (details, page 11). **Soft-Ray tinted glass.** **Special instrumentation** (included with GTs). **Body side molding** with vinyl insert. **Variable-ratio power steering.** **Heavy-duty radiator.** **AM radio.** **AM/FM radio.** (With factory-installed radios the antenna is hidden in the windshield.) **Rear seat speaker.**

**Special ride and handling package** with front and rear stabilizers, A70x13 bias belted ply white lettered tires and wider 13x6 wheels (included with GTs). **Adjustable driver's seat back** (included with GTs). **Sport steering wheel** (included with GTs). **Wheel trim rings** (included with GTs). **Swing-out rear quarter windows** (Coupes only).

# THERE ARE MANY THINGS YOU CAN ADD.

**Auxiliary seat** for the Panel Express. **Tires:** A78x13 conventional (non-belted) white stripe. A78x13 bias belted ply white stripe. BR70x13 radial ply white stripe.

All of the foregoing options can be installed at the factory, though some can also be installed by your Chevy dealer. Additionally, there are many

accessories available only through your dealer, such as: **Portable spotlight.** **Adjustable vent window.** **Right side rearview mirror.** **Mast-type antenna.** **Infant safety carrier.** **Litter container.** **Tissue dispenser.** **Fire extinguisher.** **Highway emergency kit.** **Compass.** **Locking gas cap.** **Luggage carrier.** **Ski rack.** **Hatchback "Hutch".** Et cetera.



# HOW WOULD YOU LIKE YOUR VEGA?



Notchback Coupe



Hatchback Coupe



Hatchback GT



Kammback



Kammback GT



Panel Express

## MODELS

- ☐ Notchback Coupe
- ☐ Hatchback Coupe
- ☐ Hatchback GT
- ☐ Kammback
- ☐ Kammback GT
- ☐ Panel Express
- ☐ Notchback LX
- ☐ Estate Wagon

## ENGINES

- ☐ Standard engine 72-hp Vega OHC 140
- ☐ Available engine 85-hp Vega OHC 140-2

## TRANSMISSIONS

- ☐ 3-speed manual (standard)
- ☐ 4-speed manual
- ☐ Powerglide
- ☐ Turbo Hydra-matic

## COLORS

- ☐ Medium Blue
- ☐ Medium Bronze Metallic
- ☐ Chamois
- ☐ Midnight Green
- ☐ Light Orange
- ☐ Medium Red
- ☐ Silver Metallic
- ☐ Light Yellow
- ☐ Medium Green Metallic
- ☐ White

## INTERIOR

- ☐ Standard
- ☐ Custom

## EXTERIOR

- ☐ Standard
- ☐ Custom
- ☐ Body side stripes (Hatchback only)

## INTERIOR-EXTERIOR

- ☐ Decor Group (Notchback only)

## POPULAR EXTRAS

- ☐ Power steering
- ☐ Air conditioning
- ☐ AM pushbutton radio
- ☐ AM/FM pushbutton radio
- ☐ Wheel trim rings
- ☐ White stripe tires
- ☐ Adjustable driver's seat
- ☐ Electro-Clear window defroster



All 1973 Vega engines are equipped with advanced exhaust emission control systems, and are designed to operate efficiently on all regular grade gasoline, including low-lead or no-lead. In addition to the lower exhaust emissions attainable, there are benefits in longer life for your spark plugs, exhaust system and other engine components. If these no-lead, low-lead gasolines are not available, any regular grade gasoline with a research octane number of 91 or higher may be used. All illustrations and specifications contained in this literature are based on the latest product information available at the time of publication approval. The right is reserved to make changes at any time without notice in prices, colors, materials, equipment, specifications and models and to discontinue models. Chevrolet Motor Division, General Motors Corporation, Detroit, Michigan 48202. Litho in U.S.A.

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

