

Chevrolet for 1973. Perhaps you've noticed, there's a new side of Chevrolet that's been emerging quietly over the past few years. A new dimension to complement Chevrolet's well-earned reputation of dependability and economy.

We're talking about luxury. About elegance. Qualities that led us ultimately to the stately Caprice.

This year, we've carried these qualities to even greater heights in our aristocratic series of Caprices.

These are automobiles that compare favorably, in all important categories, with the most expensive cars you can buy. In dimensions. In styling. In comfort.

Quality, however, doesn't rest exclusively in Caprice. The 1973 Impala has changed significantly to once again make it the "great American value": a full-size car, at a reasonable price, with a resale tradition that remains unbeatable in its field year after year.

At the same time we haven't taken a thing away from Bel Air. In fact, we've added. Made it more of a full-size value than ever before.

We don't just say that Chevrolet is building a better way to see the U.S.A.—we go out of our way to prove it.



Right and on front cover: The Caprice Coupe.



apart not only from other Chevrolets but from other cars in its price range. Uppermost in its ride. Incredibly smooth and steady. The most comfortable ride we've ever constructed.

Epitomized by an elegant reclining twin-cushion front seat that you can order on any model except convertible. Uppermost in features you'd expect to find only in the most luxurious cars. the coupe and many other luxuries.

power front disc brakes and automatic transmission, but a 400-cu.-in. V8, rear fender skirts, full wheel covers, front door assist grips on sedans and





The Caprice Convertible is a sporty new offering this year. Its durable

power-operated vinyl top, with a glass (not plastic) rear window, can be

ordered in either black or white with any body color. The interior is all-vinyl.

tastefully refined lines and spacious interior have helped make it our most popular Caprice.

The Caprice Estate Wagon, with translucent woodgrain vinyl panels that let the body colors show through and a

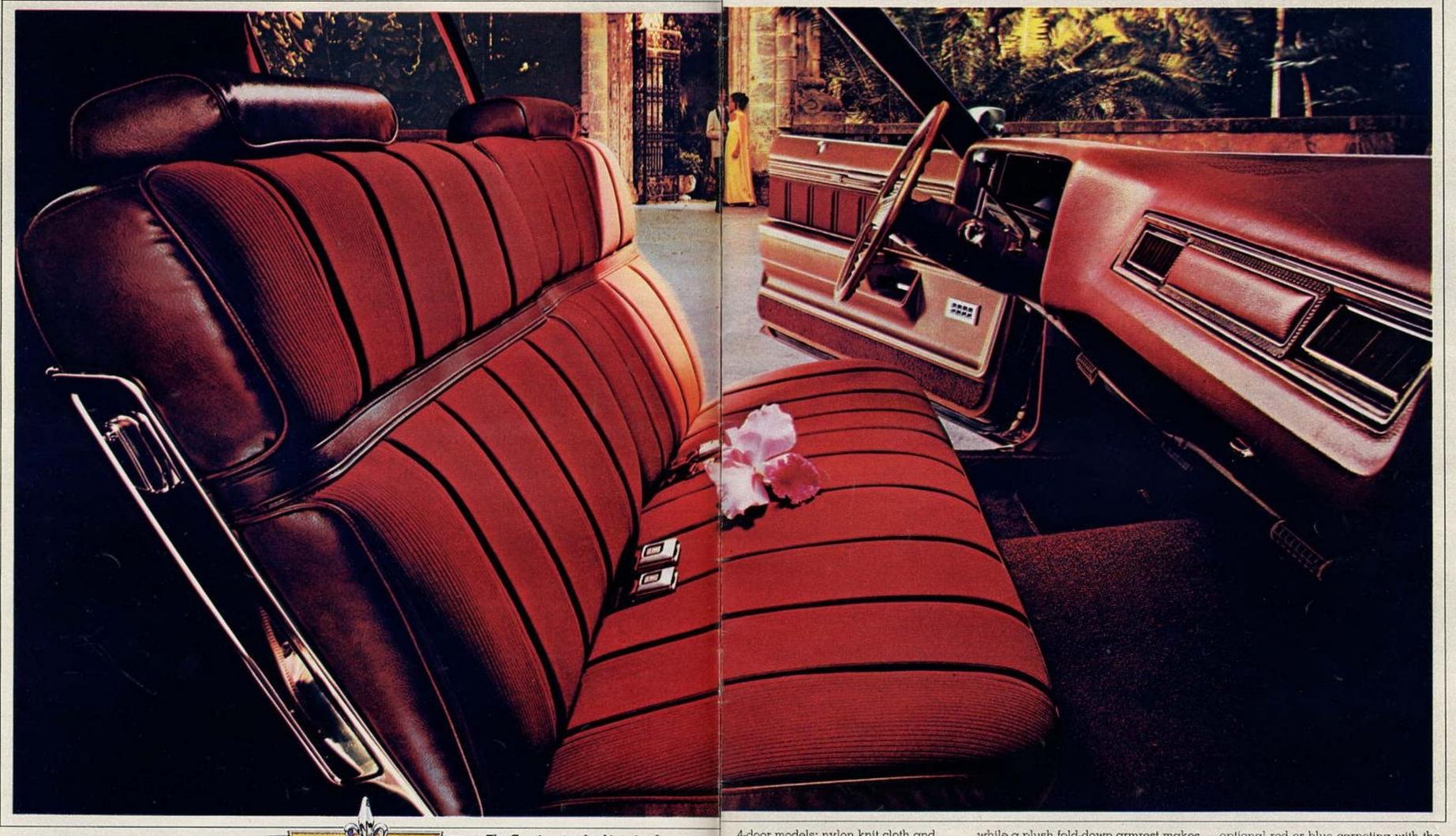
Glide-Away tailgate (with power rear window) that disappears. (See Wagon Catalog for complete details.)



The Caprice 4-Door Sedan. This is our pillared sedan for the traditional-

minded 4-door buyer. Distinctive and impressive, its classic roofline and

subdued aura of luxury will attract more attention than ever before.



The Caprice standard interior. Luxury abounds everywhere in this magnificently styled interior, beginning with assist grips on the front doors of sedans and the coupe, and two elegant fabric choices for coupe, sport sedan and

4-door models: nylon knit cloth and vinyl (shown) in red, black, blue or green; or pattern cloth and vinyl (shown on page 8) in neutral. Matching deep-twist carpeting adds special luxury to the floor and bottom of doors,

while a plush fold-down armrest makes sedan body-contoured front seats seem even more comfortable.

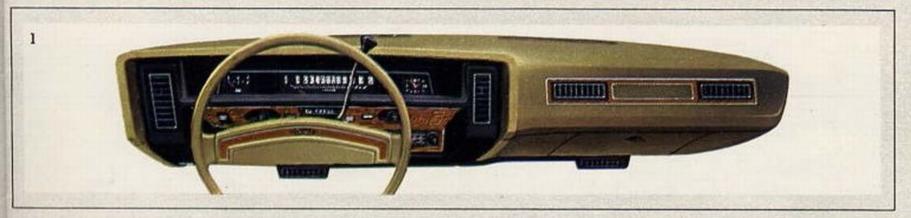
The Caprice Convertible interior is finished in soft, supple vinyl in neutral, green or white. Your choice of black or

optional red or blue carpeting with the white interior; matching carpeting with the others. The rest of the interior blends in beautifully. Highlighted by rich vinyl panels on doors and the instrument panel and low-profile headrests.



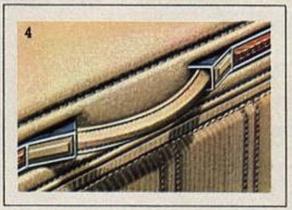
Available Caprice twin-cushion front seat, with passenger reclining backrest. This sumptuous interior feature can be ordered with 6-way power adjustment on the driver's side. The passenger

section is manually adjustable fore and aft and also reclines to turn those long cross-country trips into a restful vacation. Your choice of black, green, blue or red in knit cloth, or neutral in pattern cloth, for coupe, sport sedan and 4-door sedan models. And with every Caprice you get full foam-cushion seats and backrest, and low-profile front-seat head restraints.









- 1. Your Caprice instrument panel.
 Beautiful and functional with rectangular vent ports for the ventilation system, color-coded control panel for heater or available air conditioning, easy-to-read dials and control knobs with function symbols for instant identification.
- New available dome light with integral twin reading light for driver and front seat passenger.
- 3. Fold-down front seat center armrest exclusive on sedans.
- 4. New vinyl assist grips (except convertible) are among the many elegant touches that make Caprice the special car that it is.

Caprice exclusive features.

Bright-finish vertical grid grille • Special Caprice front panel crest • Steering column and new soft-rim steering wheel, with cushioned center, are color-keyed to the interior of the car • Automatic door light switches on sedan rear doors • New convenient assist grips on front doors of coupe and sedans • Dual-note horn (instead of single note) • Rear fender skirts • Lower body molding and distinctive black-finish body sills • Rear body molding • Full wheel covers • Front wheel opening molding.

Standard mechanical features. Engine: Turbo-Fire 400-2 V8

• Transmission: 3-range automatic Turbo Hydra-matic • Brakes: power disc/drum with ventilated front discs and finned rear drums. Self-adjusting dual master cylinder system with warning light and corrosion resistant brake lines . Steering: variable-ratio power steering • Suspension: advanced Full Coil suspension system with computer-selected springs to suit the weight of your particular car and new front lower control arm ball joints with wear indicators that permit a visual check of ball joint condition . Miscellaneous: wide 15" x 6" wheels with low-profile G78-15 bias belted ply tires; sealed side-terminal energizertype battery; standard axle ratio, 2.73:1; improved Delcotron generator.

Interior comfort. Advanced body mounting system to help isolate road noise and vibration • Molded full foam front and rear seat construction

 Engine and transmission cushions at mounting points to help isolate noise and vibrations
 Acoustical inner roof panel to help quiet road noises

 Refined flow-through power ventilation system • Smooth, quiet driveline to reduce annoying noise and vibration

 Yards and yards of body insulation throughout for a quieter ride.

Interior convenience. Day-night rearview mirror • Glove compartment light • Luggage compartment light

Electric clock • Cigarette lighter
 Dual-speed electric windshield wipers

 Inside hood latch release • Footoperated parking brake • Color-coded control panel for heater or available air conditioning. Exterior styling. New triple-unit taillights with silver accents • Curved side windows with full door-glass styling • Hide-A-Way windshield wipers • Rectangular outside rearview mirror on driver's door • Hidden radio antenna built into windshield glass (when you order a factory-installed radio).

Durability. • Protective inner fenders, front and rear • Double-panel steel roof • Long-life aluminized exhaust system • Body sills that are open on the lower inside edge of the body to speed up drying and help prevent rust • Hard Magic-Mirror acrylic lacquer finish; 16 colors—14 new this year.

Dimensions and capacities. Inside (4-door sedan): head room—front, 38.9", rear, 38.0"; hip room—front, 62.0", rear, 61.9"; shoulder room—front, 64.3", rear, 63.5"; leg room—front, 42.5", rear, 38.8"; luggage compartment space, 20.5 cu. ft.

Inside (coupe): head room—front, 38.1", rear, 37.1"; hip room—front, 62.0", rear, 56.2"; shoulder room—front, 64.3", rear, 62.1"; leg room—front, 42.5", rear, 35.8" • Outside (coupe and sedans): wheelbase, 121.5"; length (overall), 221.9"; width (overall), 79.5"; height (loaded): 4-door sedan, 54.5", sport sedan, 54.5", coupe, 53.7"; convertible, 53.7"; front tread, 64.1"; rear tread, 64.0". New larger capacity 26-gallon fuel tank.

For additional details on standard and available Caprice features, please turn to pages 16-19.



New Impala. The great American value. Again. Impala comes through again with more value per dollar than ever before. With the roominess. With the ride quality. With the comfort features found only on cars priced

considerably more. Which shouldn't come as any surprise. Impala has been America's most popular car year after year, and the undisputed leader in its field when it comes to resale value.

This year's highlights include new front and rear styling, new improved front bumper system, a refined flow-through power ventilation system, smart new interiors and extras you can order like wire wheel covers and a dome reading

light. Naturally, Impala's standard feature list remains impressive. For example: variable-ratio power steering, power disc brakes in front and 3-range Turbo Hydra-matic transmission. Dollar for dollar we think you'll find

Impala one of the biggest values on the road today.

The Impala Custom Coupe (above, left). Formal roof styling and special features like body side molding with a black vinyl insert and front and rear wheel

opening moldings.

The Impala Sport Coupe (above). Sixpassenger roominess with a sporty profile. Its tasteful design includes a wider grille and rear bumpers with built-in triple-unit taillights.



The Impala Sport Sedan. 4-door styling that's both elegant and sporty. A

combination that isn't a compromise, and convenience. Plus the benefit of but a beautiful blend of looks, comfort easy entrance and exit to rear seat.

and convenience. Plus the benefit of



The Impala 4-Door Sedan. You can be have your Impala, too. However, this just a little more conservative and

doesn't mean we haven't been liberal size, comfort—it's all there.

in what you get. Pillared roof styling,



The Impala standard interior. Four pattern cloth and vinyl interiors: black, blue, neutral or green. All-vinyl can be

ordered in the same colors. Standard: matching deep-twist carpeting, woodgrain vinyl accents on instrument

panel and doors, full-foam seats, automatic locking seat belt retractors for front and rear outboard passengers. Impala mechanical features. Engine: Turbo-Fire 350-2 V8

Transmission: automatic 3-range
Turbo Hydra-matic • Brakes: power
front disc and rear drums • Steering:
variable-ratio power steering
• Suspension: Full Coil with springs
matched to specific car's weight
• Miscellaneous: wide 15" x 6" wheels

 Miscellaneous: wide 15" x 6" wheels with low-profile G78-15 bias belted ply tires; sealed side-terminal energizertype battery; axle ratio, 2.73:1; improved Delcotron generator.

Interior comfort and convenience.

Advanced body mounting system to help isolate road noise and vibrations
• Molded full foam front and rear seat construction • Acoustical double-panel roof to quiet road noises
• Improved flow-through power ventilation system • Day-night rearview mirror • Glove compartment light • Luggage compartment light
• Vinyl cushioned soft-rim steering wheel • Cigarette lighter • Luggage compartment mat • Dual-speed electric windshield wipers.

Exterior styling. Silver-accented gridpattern grille • New triple-unit taillights with silver accents • Curved side windows with full door-glass styling • Flush-style door handles • Hide-A-Way windshield wipers • Rectangular outside rearview mirror on driver's door • Hidden radio antenna built into windshield glass (with factory-equipped radio) • Body side molding. Vinyl insert standard on custom coupe • Thin windshield pillar design.

Durability. Inner fenders, front and rear • Long-life aluminized exhaust system • Body sills that are open on the lower inside edge of the body to speed up drying and help prevent rust • Hard Magic-Mirror acrylic lacquer finish.

Dimensions and capacities. Inside (4-door sedan): head room—front, 38.9", rear, 38.0"; hip room—front, 62.0", rear, 61.9"; shoulder room front, 64.3", rear, 63.5"; leg room— front, 42.5", rear, 38.8"; luggage compartment space, 20.5 cu. ft. • Inside (coupe): head room—front, 38.1", rear, 37.1"; hip room—front, 62.0", rear, 56.2"; shoulder room—front, 64.3", rear 62.1"; leg room-front, 42.5", rear, 35.8"; luggage space, 20.5 cu. ft. for sport coupe • Outside (coupes and sedans): wheelbase, 121.5"; length (overall), 221.9"; width (overall), 79.5"; height (loaded): 4-door sedan, 54.5", sport sedan, 54.5", sport coupe, 53.7"; custom coupe, 53.7"; front tread, 64.1"; rear tread, 64.0". New larger capacity 26-gallon fuel tank.

For additional details on standard and available Impala features, please turn to pages 16-19. The Impala Station Wagon. Features the Glide-Away tailgate (with power-operated rear window) and an all-vinyl interior available in black, blue, green, neutral or saddle. (See our 1973 Wagon Catalog for details.)





Available Impala sport cloth interior can be ordered in all Impala models (except wagons) in black with smart mixed-tone seat panels in black-and-white herringbone pattern. Black carpeting is standard, red carpeting is available with black, silver, white or red exterior colors.



Bel Air. An exceptional value in a full-size, well-equipped Chevrolet. Bel Air gives you big car looks and comfort, plus many of the major standard features that you find on our other big Chevrolets. Like variable-ratio power steering, power front disc brakes, Turbo Hydra-matic transmission with V8 engine and improved flow-through power ventilation system.

You can be proud to drive a Bel Air. Shown above: Bel Air 4-Door Sedan.



The Bel Air Station Wagon has Chevrolet's practical Glide-Away tailgate (with power-operated rear window) that disappears out of your way when you're loading or unloading. Or if you're trailering you needn't unhitch. Bel Air Station Wagons are available in either 2- or 3-seat models. (See our 1973 Wagon Catalog for details.)



The Bel Air 4-Dr. Sedan standard interior. Pattern cloth and vinyl in black, blue or green, Or you can order an

all-vinyl interior in black or green. Full foam cushions and backrests now are standard on all seats of all models. Also standard are seat and shoulder belts, deep-twist carpeting and soft rim steering wheel.

Bel Air mechanical

features. Engine: Turbo-Fire 350-2 V8 or Turbo-Thrift 250 Six (Sedan only) • Transmission: 3-range automatic Turbo Hydra-matic with V8 engine; 3-Speed manual with Six • Brakes: power disc/drum with ventilated front discs and finned rear drums • Steering: variable-ratio power steering

Suspension: advanced Full Coil
with computer-selected springs to suit
the weight of your particular car

• Miscellaneous: wide 15" x 6" wheels, with low-profile G78-15 bias belted ply tires; sealed side-terminal energizer-type battery; standard axle ratio, 2.73:1 in V8, 3.42:1 in Six; improved Delcotron generator.

Interior comfort and convenience.

Advanced body mounting system to help isolate road noise and vibrations • Molded full foam front and rear seat construction • Double-panel roof with acoustical inner roof panel to quiet road noises • Improved flow-through power ventilation system • Yards and yards of body insulation throughout for a quieter ride • Day-night inside rearview mirror • Glove compartment light • Soft rim steering wheel

• Cigarette lighter • Dual-speed electric windshield wipers • Inside hood release.

Exterior styling. Silver-accented gridpattern grille • Dual-unit taillights with silver accents • Body sill moldings

 Curved side windows with full doorglass styling
 Flush-style door handles

Hide-A-Way windshield wipers
 Peatangular outside reassing means and a second second

 Rectangular outside rearview mirror on driver's door
 Hidden radio antenna built into windshield glass (when you order a factory-installed radio).

Durability. Protective inner fenders,

at all four wheels • Long-life aluminized exhaust system • Body sills that are open on the bottom to keep them dry and prevent rust • Hard Magic-Mirror acrylic lacquer finish. 16 colors—14

Dimensions and capacities. (4-dr. sedan) Inside: head room—front, 38.9", rear, 38.0"; hip room—front, 62.0" rear, 61.9"; shoulder room.

38.9", rear, 38.0"; hip room—front, 62.0", rear, 61.9"; shoulder room—front, 64.3", rear, 63.5"; leg room—front, 42.5", rear, 38.8"; luggage compartment space, 20.5 cu. ft.

• Outside: wheelbase, 121.5"; length (overall), 221.9"; width (overall), 79.5"; height (loaded), 54.5"; front tread, 64.1"; rear tread, 64.0". New larger capacity 26-gallon fuel tank.

For additional details on standard and available Bel Air features, please turn to pages 16-19.

Caprice, Impala and Bel Air standard features. Building a better way to see the U.S.A. has never been more evident than it is in 1973. And this partial list of standard features is one of the best ways we can prove it.

- Side-guard beams. Sturdy, protective steel rails in every door like the guard rails along a highway.
- 2. Improved power ventilation system. Keeps a nice controlled flow of outside air coming inside even when your car is stopped and the windows are rolled up. And this year we've improved it even more. During cold weather starts the system automatically delays low-speed blower operation until the engine warms up.
- Improved front bumper. This new system retracts on minor impact and hydraulically cushions the shock.

4. Standard power teams and transmissions*

Car	Engine	SAE net hp**	3-Speed Manual	Turbo Hydra-matic (3-range)
Bel Air	Turbo-Thrift 250 Six	100	Std	NA
Bel Air & Impala	Turbo-Fire 350-2 V8	145	NA	Std
Caprice	Turbo-Fire 400-2 V8	150	NA	Std

NA—Not Available. *See page 19 for available engines.

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

NOTE: See emission control and fuel requirement information shown on page 19.

5. Double-panel steel roof. It's there for two reasons: added protection and to help eliminate noises.

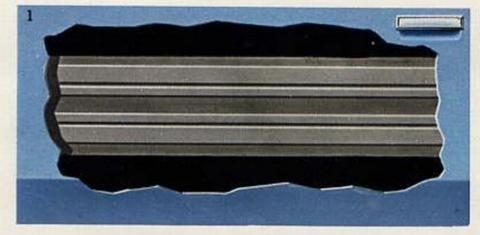
The solid steel outer roof is welded to a perforated steel inner roof, which is covered with acoustical vinyl.

6. Variable-ratio power steering.

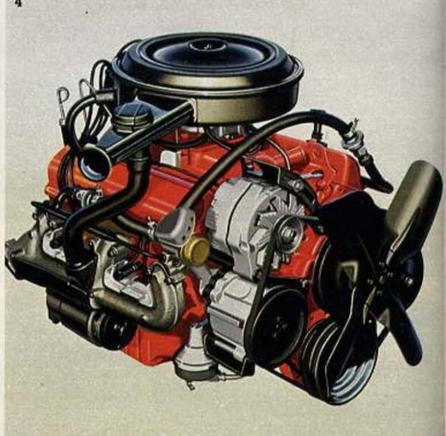
(Standard on all models.) Gives good road feel at highway speeds, turns fast and easy in tight parking situations. This year, the steering wheel has a new soft rim and a cushioned center section.

7. Full Coil suspension. Each spring is computer-selected individually to suit the weight of the Chevrolet you buy, which varies according to the equipment you order.

Coil springs, of course, are only part of Chevrolet's improved ride. For example, Chevrolets have a long 121.5" wheelbase and wide stance. They also have an advanced body mounting system that separates body and frame with cushioned mountings. And precise turning and cushioning of suspension and other components like shock absorbers, transmission and engine















mounts. Everything working together to give Chevrolet superb handling and comfort.

- 8. Power disc/drum brake system.
 Standard on all models.) On the front wheels, large fade-resistant ventilated discs. On the rear wheels, reliable finned drums. The system has a dual master cylinder, warning light and corrosion-resistant brake lines.
- 9. Turbo Hydra-matic transmission.
 Standard on any big Chevrolet with a V8 engine. It's a three-range automatic that's considered to be among the finest transmissions in the world.
- 10. Occupant protection features. Seat belts with pushbutton buckles for all passenger positions Single buckle seat and shoulder belts for driver and right front passenger (with reminder light

and buzzer) • Two front seat head restraints • Energy-absorbing steering column • Passenger guard door locks with forward mounted lock buttons

Safety door latches and hinges

 Folding seat back latches • Energyabsorbing padded instrument panel and front seat back tops

- Thick-laminate windshield Padded sun visors • Safety armrests • Safety steering wheel • Cargo-guard luggage compartment • Side-guard beams
- · Contoured full roof inner panel.

Accident prevention features. Side marker lights and reflectors (front side marker lights flash with directional signal) • 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 day/night mirror (vinyl edged, shatter resistant glass and deflecting support) • Outside rearview mirror (driver & passenger on wagons) • Dual master cylinder brake system with warning light • Starter safety switch

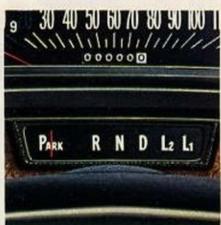
Dual-action safety hood latch •

Improved bumper system.

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

11. Advanced exhaust emission controls. To help all of us see more of the U.S.A. Includes an Air Injection Reactor and new Exhaust Gas Recirculation System (EGR) for improved exhaust emission control, plus a new fuel tank design with integral vapor separator for improved evaporation control.









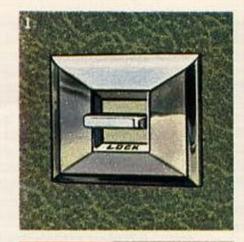




Caprice, Impala and Bel Air available options.

- Power door lock system.
 One control on each front door locks or unlocks all doors. A good secure reminder with kids.
- Power windows (except Bel Air).
 Each window can be controlled individually by passengers or with a master switch by the driver.
- Deluxe bumpers, with bumper guards. Resilient rubber insets, front and rear, that add further to your Chevrolet's appearance and security.
- Soft-Ray glass (except convertible rear window). Cool, soothing tint reduces glare from all your windows.
- 5. Cruise-Master speed control. Ideal for maintaining pre-selected speeds. Once you reach the speed you want, you press a button and your car maintains it automatically. To disengage, you simply touch the brake.
- 6. Radios and tape players. A complete choice. AM radio. AM/FM radio. AM/FM/Stereo radio. And 8-track stereo tape players with either AM or AM/FM/Stereo radio. Tape cartridges plug into the radio dial area.
- 7. Air conditioning. Two of the best units made. With Comfortron, you simply dial the temperature range you want and it stays there automatically all year-round. Our Four-Season system is almost as simple because all controls are within easy reach of the driver.
- Rear-window defogger. Valuable in almost all American climates. It helps keep the rear window free of snow, ice, frost or damp weather fogging.
- 9. Comfortilt steering wheel. Adjusts with one lever to any of six different positions. Nice to have even if you're the only driver because it makes it easier to get in and out of your car.

Team it up with our **6-way power seat**that moves up, down, forward,
backward, or tilts forward or backward
(not available on Bel Air).









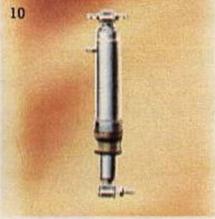


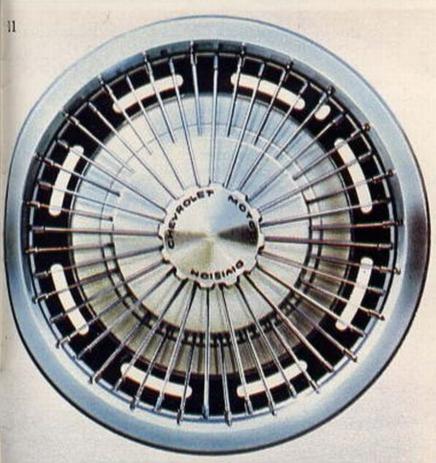














10. Superlift shocks. If you plan on carrying a heavy load you may need them. They are air-adjustable to accommodate passenger and cargo loads and help maintain ride level.

11. Wheel covers. Two kinds. The full wheel covers or wire wheel covers (shown) for the sport-minded person.

12. Vinyl roof covers. Available in seven different colors on any big Chevrolet except (naturally) the convertible. Your choice of black or white with any exterior color, or blue, chamois, green, neutral or red, depending on exterior body color. There's also a two-tone paint available for all models except the convertible: Antique White as the upper color with a Light Blue Metallic, Midnight Blue Metallic, Chamois, Light Green Metallic, Green-Gold Metallic or Midnight Green bottom color.

Trailering Equipment. There are many trailering accessories you can get right where you buy your Chevrolet, Like our load-distributing equalizer hitch platform, a wiring harness, truck-type mirrors, a heavy-duty radiator and a higher output Delcotron generator. Ask your dealer for a 1973 Trailering Guide brochure—it has all the details.

Other available items not shown. Colorkeyed floor mats . Visor vanity mirror

- Remote-control outside rearview mirror
- Heavy-duty battery Heavy-duty radiator • Rear seat speaker • Audio alarm system • Battery warmer
- · Locking gas cap · Infant safety carrier
- · Compass · Litter container · Tissue dispenser • Fire extinguisher • Engine block heater • Hand spotlight
- Ventshades And more. Ask your dealer.

Available power teams and transmissions

Car	Engine	SAE net hp*	3-Speed Manual	Turbo Hydra-matic (3-range)
Impala Custom Coupe	Turbo-Fire 400-2 V8	150	NA	Std
Impala & Bel Air	Turbo-Fire 350-4 V8	175	NA	Std
Bel Air, Impala & Caprice	Turbo-Jet 454-4 V8	245	NA	Std

NA—Not Available.

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

All 1973 Chevrolet engines are equipped with advanced exhaust emission control systems, and are designed to operate efficiently on all regular grade gasolines including low-lead or no-lead. In addition to the lower exhaust emissions attainable, there are benefits in longer life for your exact, places exhaust expension and other engine comtitle for your spark plugs, exhaust system and other engine com-ponents. If these no-lead, low-lead garolines are not available, any leaded regular grade gasoline with a research octane number of 91 or higher may be used.



Put together your own Chevrolet with this handy check list.

Models:

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

Colors:

□ Beige □ Tuxedo Black □ Light Blue Metallic □ Dark Blue Metallic □ Midnight Blue Metallic □ Dark Brown Metallic □ Chamois □ Light Copper Metallic □ Green-Gold Metallic □ Light Green Metallic □ Dark Green Metallic □ Midnight Green □ Dark Red Metallic □ Silver Metallic □ Taupe Metallic □ Antique White.

Engines:

□ Turbo-Thrift 250 Six □ Turbo-Fire 350-2 V8 □ Turbo-Fire 400-2 V8 □ Turbo-Fire 350-4 V8 □ Turbo-Jet 454-4 V8.

Interiors:

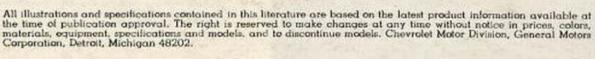
□ Twin-cushion divided front seat available for all Caprice models except convertible. □ Contrasting accent color carpeting □ Cloth and vinyl (standard on all models except convertible and wagons) □ All vinyl (standard on convertible, available for Impala and Bel Air).

Transmissions:

□ 3-range Turbo Hydra-matic (standard with all V8s) □ Fully synchronized 3-Speed manual (standard with 6-cyl.).

Popular extras:

□ Comfortron air conditioning □ Four-Season air conditioning □ Power door lock system □ AM radio, AM/FM radio, AM/FM/Stereo radio, stereo tape system with AM radio or AM/FM/Stereo radio □ White-stripe tires □ Dome light with integral twin reading light for driver and front seat passenger □ Deluxe bumpers, front and rear □ Cruise-Master speed control □ Comfortilt steering wheel □ Power windows □ Vinyl roof cover in black, white, blue, chamois, green, neutral, or red □ Wire wheel covers.





Chevrole