

**'72 Chevelle. Fits more families,
more budgets, more garages.**



Malibu/Chevelle/Heavy Chevy/SS

CHEVROLET



Chevelle comes four ways. Whether you choose Malibu, Chevelle, Heavy Chevy or SS, you've got a number of good things going for you.

In the nine years we've been building Chevelles we've made a lot of changes. But we've been careful not to change our original objective: to make Chevelle appealing and comfortable like a big car and, for this crowded world, easy to

drive, easy to park and easy to handle.

Now who would argue with that? Or with success. Chevelle has become the most popular mid-size car in America.

We build four different versions of Chevelle.

Look above. In front, is Malibu, our most luxurious. Above it, the Chevelle 4-Door Sedan, our lowest priced. Next is the Heavy Chevy, our newest Chevelle and the economical running mate to the one on top. That's the SS, the car that

won Chevelle its performance reputation.

Among the new things you'll notice for '72 are a new wider grille design and new interior trim colors and materials. But we'll cover all that later. Right now, let's take a tour of the cars.

Malibu. As near to a big car as a mid-size car can get.

When people talk about Chevelle's styling or exclusive features or high resale value or how much more car you get for your money, they're probably thinking of our Malibu. It's the favorite Chevelle.

How does it compare to a big car? Well, the wheelbase on Malibu coupes is 9½ inches shorter, and the sedans 5½ inches shorter than our largest cars. That sounds like you lose a heck of a

lot of room inside, doesn't it? Not so. If you compare a Malibu 4-Door with a regular-size 4-door, you actually have more leg room in front and lose only a little over four inches in back. And for the inches you give up, you get a quick-handling, easy-parking car that feels just perfect.

There are four Malibu models: sport coupe, sport sedan, 4-door sedan and the only convertible available at Chevelle's price. All

seating six adults.

You'll appreciate these touches. Foam-cushioned seats front and rear, Hide-A-Way windshield wipers, with the driver's blade articulated for improved visibility; accent molding to give the body a more finished look; armrests on all the doors, front seat head restraints and a day-night inside rearview mirror.

You'll notice one major difference in the looks

between the Malibu coupes and sedans. To give the coupes a sportier look, we use full door glass styling. There are no vent windows. Instead of opening a window, you pull a knob and outside air enters through louvers on the instrument panel. We think the vent windows look fine on the sedan, but in case of rain and you don't want them open, we put air inlets under the instrument panel. Very convenient.



Malibu Sport Coupe

Malibu 4-Door Sedan



Malibu Convertible



Malibu Sport Sedan



Chevelle. Lowest priced models in the line.

Everything that's right with the entire Chevelle line of cars starts right here. And it starts at less money. These are our basic models. But what we call basic some other cars ballyhoo as something pretty special.

Take handling. You get that secure feeling in Chevelle. Partly because of its size, its large tires

and its Full Coil suspension. Even the steering wheel feels right for the car and comfortable on long drives.

And you'll notice the accelerator pedal is suspended, instead of hinged at the bottom. This gives you a bonus, it's easy to clean the front floor. Dirt doesn't gather around the base of the pedal.

And maybe it's a little thing, but when you turn on the windshield washer *two* jets spray out of each nozzle to do the job quicker. Better.

You can choose from two versions of Chevelle. A sport coupe and a 4-door sedan, and like all the '72s they feature the wider silver-accented grille and curved side glass. If you open the hood you'll

see the side-terminal battery. It resists corrosion, makes sure power isn't wasted. And if you look under the fender, you'll see inner fenders to protect the outer ones from salt and slush and dirt. Open the trunk and you'll find more than 12 cubic feet of cargo space, and that's big. Look at the price on the sticker in the window, and that's small.



Chevelle 4-Door Sedan



Chevelle Sport Coupe

The model you choose has the interior you want.

If you think we've spent a lot of effort getting the outside of Chevelle to look just right, wait 'til you step inside. The cloth-and-vinyl interiors come standard on all models except the convertible which is all-vinyl.

You can order an all-vinyl interior on other models, too, and even put bucket seats in the Malibu Sport Coupe and Convertible. Here's our

complete interior lineup.

Chevelle or Heavy Chevy. A cloth-and-vinyl interior comes in black, green or blue with matching vinyl trim. You can specify an all-vinyl interior on the sport coupe and 4-door sedan. Colors include black or tan, plus green on the coupe only. Floors are covered in color-keyed vinyl-coated rubber.

Luxurious Malibu. This is one of the all-vinyl interiors available on Malibu and SS coupes and sedans. The seats are upholstered in pattern

vinyl. The trim is grained vinyl. The pattern cloth (swatch below left) is standard on Malibu.

Malibu or SS. You get pattern cloth with grain vinyl. The cloth is a rich-looking striped pattern that comes in black, blue or covert. Floors are covered in color-keyed deep-twist carpeting, very luxurious. The available all-vinyl interior (standard in the convertible) uses a pattern vinyl teamed with a grained vinyl. Both smooth looking. Color choice depends on the model. Sport coupe

Practical Chevelle. This is the standard long-wearing interior that comes with Chevelle and Heavy Chevy. The seat and back are in cloth for cooler

seating. Doors and seat ends are covered in vinyl for easy care. The pattern vinyl (below right) is available.

interiors are available in black, green, tan, white or covert. Sport sedan in black, green, covert or white. 4-door sedan in black, green, tan or covert. And convertibles come in black, green or white.

This year all models feature soft black control knobs on the instrument panel with function symbols for headlights, cigarette lighter and radio for quick identification.

Sporty Buckets. Our Strato-bucket seats are available on the SS and Malibu Sport Coupes and Convertibles. They make the inside as sporty

looking as racing stripes on the outside. Also available: sport steering wheel and special instrumentation, including a tach, shown below.



Heavy Chevy. The very sporty Chevelle.

This is our new one, introduced the middle of 1971 and already a favorite. It's built around a Chevelle Sport Coupe as you can see on page 6.

See the difference? You get a special understated black grille. A domed hood with lock pins. Special side striping and 14" x 6" rally-type wheels with special center caps and bright lug nuts. It's available only with a V8 engine (you wouldn't want it any other way). The Turbo-Fire 307 is standard, but you can order from three others including our Turbo-Jet 400. If that seems like a

large choice, it is. But we know how it's fun to be choosy when you buy a new car.

Some other options you can order: special instrumentation including a clock, tachometer, ammeter and temperature gauge. And if you're that serious you'll want to look into our Positraction rear axle, wide-ratio 4-Speed transmission and power disc/drum brakes. You see, choosing is what the Heavy Chevy is all about. Settle for its looks or make it a h-e-a-v-y Heavy Chevy with options.

SS. The super sporty Malibu.

This is the one the driving purists think of when you say Chevelle. It comes in either sport coupe or convertible with all the nice things you get with a Malibu and then some. Things like a special suspension—a Sport Suspension that gives SS remarkable handling qualities on the road. Very firm. If you order an SS you have to specify the V8 engine you want. It's no problem. There's a 307-cu.-in., two different 350-cu.-in., a 400-cu.-in. or even (and only on the SS) the famous Turbo-Jet 454. You want, we've got.

All Chevelles with SS on the fender come with power disc/drum brakes, a black grille, a special domed hood with lock pins; a left-hand remote control sport mirror (that, you'll really like), 15" x 7" Sport Wheels and white-lettered F60 x 15 tires to grip the road. You can order things on SS that you can't get on any other mid-size car, like the Turbo-Jet 454 engine. If you're SS prone you already know that. But talk to your salesman. Look at the long list of available equipment. He can help you put it all together.



Heavy Chevy Sport Coupe



SS Sport Coupe



SS Convertible

More car for your money.

It's the extra quality we build into Chevelle that has earned it a top reputation in ride and handling, performance and workmanship. Some people call it "good value." We also think it's "good business."

That special feeling.

How you feel depends on how your car feels. If it's noisy, you get irritated. If it's bouncy, you get tired. If it vibrates, you get tense. So it's a combination of things like ride, quiet, and insulation that gives Chevelle its special feel. We go the whole route and give you a

Full Coil suspension system with a deep coil spring at each wheel (1). Each spring is selected by computer to accommodate the weight of the model and equipment you order.

The body and frame are separate units for rigidity. Between the frame and body we put cushions of rubber so road noise stays out of the passenger compartment.

We also isolate the engine and transmission with rubber cushions to help eliminate the vibration of moving parts.

We spaced the wheels wide apart to give it improved stability when cornering or when you're up against gusty highway winds.

And to quiet squeaks and rattles, the body is an all-welded steel structure, done the Fisher Body way (2). Which we think is the best way. These things and more all result in Chevelle's one-of-its-kind ride.

Performance or PERFORMANCE or PERFORMANCE!

Performance for one man is getting where he wants to go as unruffled and economically as possible. For another it means seeing his car featured in an "Enthusiast" magazine. Chevelle pleases both. It offers one of the widest choices of power teams in its field, including five V8s, four types of transmissions, and a pack of rear axles that can be geared for economy or trailering or acceleration.

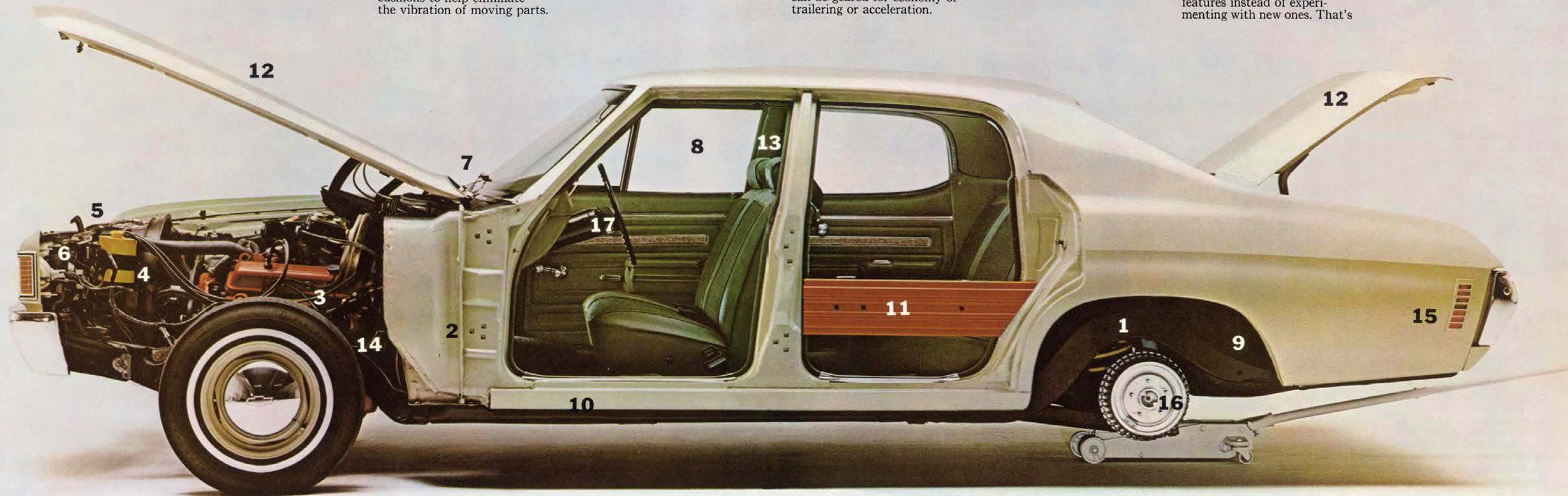
But whatever you choose, you can be sure of getting an engine that operates on regular no-lead or low-lead fuel (3), with an evaporation control system (4) to help reduce pollution. There's a sealed, side-terminal energizer-type battery to help keep corrosion off the terminals (5). You'll appreciate that some cold, hard-to-start morning.

All engines have valve-in-head design for better fuel flow, hydraulic valve lifters for quieter operation, an automatic choke for convenience, a long-life exhaust system for durability and, this year, a refined Delcotron generator for more reliability.

The body beautiful.

When you stay with a basic design for a number of model years you can spend more time refining proven features instead of experimenting with new ones. That's

why this year's changes won't startle anybody, but should please everybody. We've added a new wider grille and a new larger, more prominent lens for the front fender lights (6).



Among the things we didn't change include a hidden antenna built right into the windshield glass when you order a factory-installed radio. This is so car washes or your garage will never snap it off. Then there are (7) Hide-A-Way windshield wipers on Malibu models, curved side windows

(8) and the three distinctive roof lines—different for coupes, sport sedans and 4-door sedans. Four if you count the convertible.

The body durable.

Chevelle looks husky and durable because it's built that way. To help fight rust there are inner fenders to protect the outer ones (9), and flush-and-dry rocker panels (10) that are specially constructed to allow rain and wash water to flush through and clean them, then dry them with air.

A cargo-guard steel barricade separates the trunk and passenger compartment and tough steel side-guard beams are built into every door (11). For added strength we put double panels in the hood, doors and deck lid (12). Even the finish is tough. We use Magic-Mirror acrylic lacquer: tough, durable and chip resistant. And so you'll never

get the "I love the car but hate the color" feeling, we give a choice of 15 exterior colors, 10 of them new, plus five two-tone combinations. Protection for you.

The protection features in every Chevelle include: seat belts with pushbutton buckles for all passenger positions. Shoulder belts with pushbutton buckles for driver and right front passenger (except on convertibles). There are two front head

restraints (13). An energy-absorbing steering column (14). Passenger-guard door locks with forward-mounted lock buttons. Safety door latches and hinges. Folding seat back latches. Energy-absorbing padded instrument panel and front seat back tops. Contoured windshield header (except convertibles). A thick-laminate windshield. Padded sun visors. Safety armrests. A safety steering wheel with a soft cushion center.

Accident Prevention features.

Easy-to-see side marker lights and reflectors (15). Parking lights that illuminate with the headlights. A four-way hazard warning flasher. Backup lights. A lane change feature on the direction signal control that lets you touch and release when changing lanes.

All Chevelles also come with a windshield defroster, windshield washers and

wipers that adjust to two different speeds. A wide-view inside day-night mirror that's vinyl-edged and uses shatter-resistant glass and deflecting support. An outside rearview mirror. Dual master cylinder brake system with a warning light. Dual-action safety hood latches. A starter safety switch. A safety wheel rim. No winged wheel nuts, covers

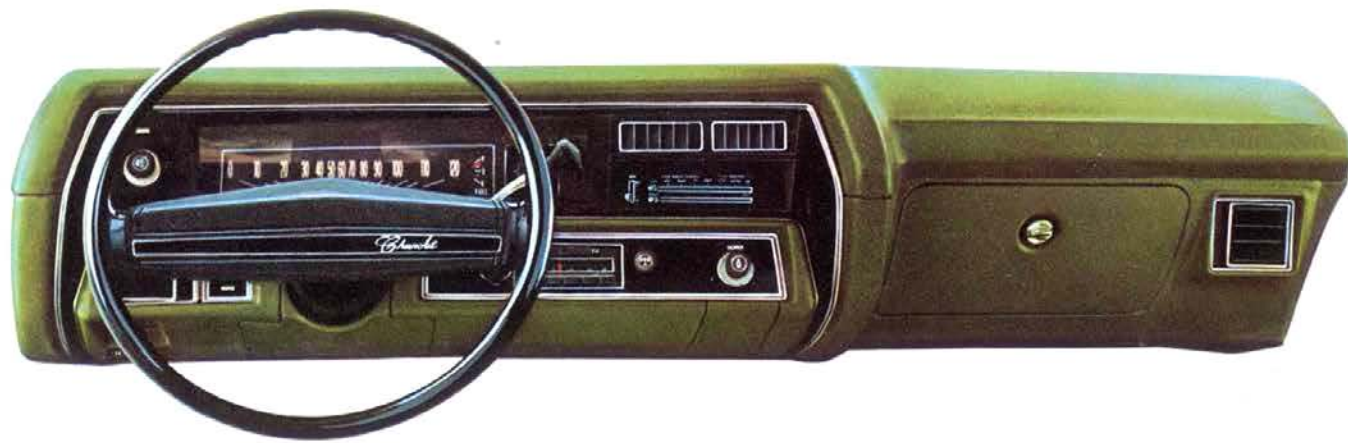
or caps. Self-adjusting brakes (16).

Thwarting thieves.

To discourage unauthorized borrowers of your car, we've built in an anti-theft ignition key warning buzzer, and an anti-theft steering column lock (17) that prevents the wheel from turning when you have the key.

All these features are standard. That's what we mean when we say more car for the money.

You save on the car so you can splurge on the extras.



You know you pay less for Chevelle than you do a big car. So why not invest the savings in comfort and convenience? Put on the available Options and Custom Features that make the car even more to your liking. And with over 50 items you can get just about anything you want. Some are big things, others are small but important, like our remote-



control outside rearview mirror that's a real convenience if more than one person drives the car. Here are some other suggestions: **Four-Season air conditioning.**

Aside from the comfort—the cooling, the dehumidification and the filtering effect—think of air conditioning as an investment.



One of Chevelle's appealing features is its traditionally high resale value. Things you want on your car are probably things the next buyer wants on his car. So think of that as you coolly roll along with the windows rolled up, leaving the noise outside.

Chevelle's special sounds.

Some drivers are happy with just a radio. Others are more demanding. With Chevelle you can demand away. We offer an AM radio, of course. But we also offer an



AM/FM radio, an AM/FM/Stereo radio with four speakers and an AM/FM/Stereo radio with a stereo tape system. Sound the way you want it and an antenna the way you want it—hidden.

Driving assists

There probably isn't anything that makes you feel more luxurious than some of our power assists to help you steer, to brake or even lock the doors. The lock system



lets the driver or front seat passenger lock all doors electrically with just one touch. Touch it and there is a secure sounding "clunk." We could have made it quieter, but the sound tells you the locks are locked. Power brakes come in two versions. Regular power brakes, or front disc/rear drum brakes



with power. The power front discs (which come standard on the SS) are fade resistant, and offer improved wet weather performance.

Our power steering is variable-ratio. And that means you get a good feel of the road, but when turns come up, the power steps in. (It's not



that Chevelle is hard to steer. Hardly, but with the new wide tires, which give you improved ride and handling, there is more tire gripping the road, more to turn.)

Looks you can add to protect your Chevelle's looks.

Things like bumper guards front and rear, or door edge guards that keep paint from chipping when you open doors in close quarters. Or body side moldings to help protect your car's finish from other people's doors. And to keep your carpeting from getting old before its time, color-keyed floor mats are available. To clean them, just take them out and rinse with a hose.

For convenience.

Have you ever tried our Comfortilt Steering Wheel?



Touch a lever on the steering column and you can adjust the wheel to six different positions. Makes a big difference in comfort if there is a big difference in the size of the people driving your car. Also helps on long trips when holding the wheel in the same

Bigger engines deserve special attention.

So to let you keep tabs we offer special instrumentation. You get an ammeter, and



position can get tiring. Or instead, specify our custom steering wheel with a cushioned center and rim or our sport steering wheel, with four spokes, which gives a little extra looks with a little extra comfort. The comfort comes from the padding around the rim.

The sporty look.

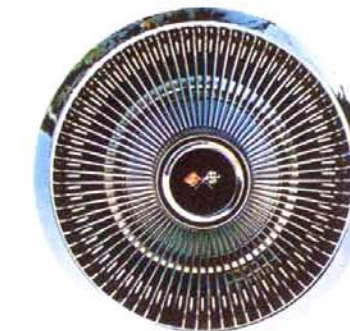
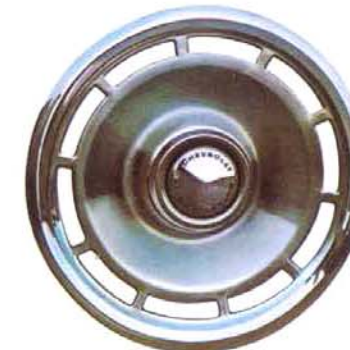
There are a number of things you can order to make your Malibu or SS more sporty looking and more sporty acting. If you want we'll put on black or white hood and rear deck stripes, depending on the body color. If you have bucket seats, you can order a center console.



And if you've ordered our SS with the 454 engine, you can also order our Cowl Induction hood. When you step on the gas a hood scoop at the rear of hood opens to bring extra air into the engine intake.



temperature gauge, plus tachometer, all mounted on the instrument panel with an electric clock. Along the same sporty line you might consider white-stripe tires, Custom wheel covers or full wheel covers.

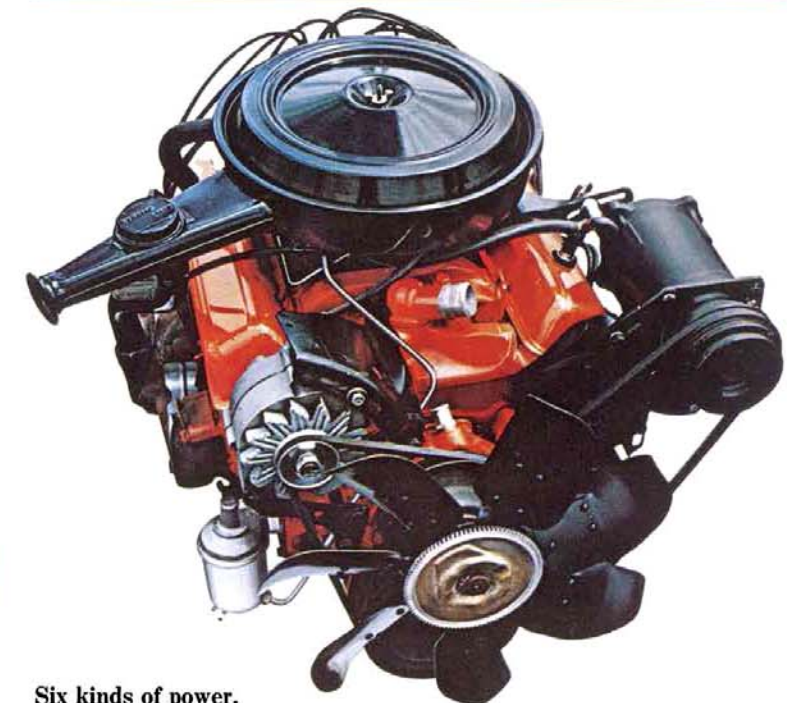


If you don't see what you want. Ask. We have a whole bookful of special equipment. Things to make your Chevelle look better, and perform to your own specifications. Things like heavy-duty batteries and radiators, generators and suspensions. Even a specially designed trailer hitch to make hauling easier. Anything that will make your Chevelle the best car you've ever owned.

ENGINES	SAE NET HP	3-SPEED	4-SPEED	POWER-GLIDE	TURBO HYDRA-MATIC
Turbo-Thrift 250 Six a	110	a		•	•
Turbo-Fire 307 V8 a,e,f	130	a		•	•
Turbo-Fire 350 V8 f,g	165	a	•		•
Turbo-Fire 350 V8 f,g	175	c	•		•
Turbo-Jet 400 V8 e,f,g	240	d	•		•
Turbo-Jet 454 V8 (SS only) e,h	270		b		•

a Standard. **b** Special 4-Speed. **c** Floor shift. **d** Special 3-Speed with floor shift **e** Not available in California **f** Also available with Heavy Chevy equipment. **g** Also available with SS equipment. **h** Available only with SS equipment.

Net horsepower ratings, as established by the Society of Automotive Engineers, represent the power output of engines as installed in the automobiles.



Six kinds of power.

Power teams are made up of the engine and transmission combination that you want in your Chevelle.

Now if the chart above looks complicated think of the combinations this way. The 6-cylinder engine is the economy engine. The standard 307-cu.-in. V8 has more power. But suppose most of your driving is on the highway, or you've added a number of power options to your car. You may want to add more engine. That's why we offer so many.

The standard transmission on our six-cylinder, 307- and 350-cu.-in. V8s is a manual 3-Speed, fully synchronized in all forward gears for great durability and smooth, quiet shifting. For the other V8 models we offer a 4-Speed floor shift. But if you want an

automatic, we offer two. Powerglide is a two-range automatic, and it's our lowest priced automatic. Turbo Hydra-matic is a three-range automatic, and we think there's no smoother, sturdier automatic made today. Put it in drive range and it will select the best gear for the speed and load. Or you can select the gears manually if you wish.

There are some rear axle choices you may want to consider ordering. One is a performance axle ratio, another ratio is designed for trailering and the third is Positraction. The Positraction axle puts the power to the rear wheel having the most traction. It's a good investment if you live in snow country, or don't always drive on paved roads.

We want your new Chevelle to be the best car you ever owned.

Anyone who has ever owned several cars has one special model he fondly remembers as "the best car I ever owned." There was something about the style, or the feel or the performance that gave it a personality.

We want our '72 Chevelle to be the best car *you* ever owned. And you can help give it that

kind of personality. Choose your colors and interiors carefully. Order options that will give you the most pleasure (and don't forget a car with popular options brings more at resale time).

Below is a checklist of some of the standard and available features that will help make your Chevelle personally yours.



Model

- ☐ Malibu Sport Coupe
- ☐ Malibu Sport Sedan
- ☐ Malibu Convertible
- ☐ Malibu 4-Door Sedan
- ☐ Chevelle Sport Coupe
- ☐ Chevelle 4-Door Sedan
- ☐ Heavy Chevy
- ☐ SS Sport Coupe
- ☐ SS Convertible

Interior

- ☐ Standard cloth and vinyl
- ☐ All-vinyl (standard with convertible)
- ☐ Strato-bucket (sport coupe and convertible)

Color

- | | |
|--|--|
| <input type="checkbox"/> Mulspane Blue | <input type="checkbox"/> Spring Green |
| <input type="checkbox"/> Midnight Bronze | <input type="checkbox"/> Orange Flame |
| <input type="checkbox"/> Golden Brown | <input type="checkbox"/> Cranberry Red |
| <input type="checkbox"/> Mohave Gold | <input type="checkbox"/> Pewter Silver |
| <input type="checkbox"/> Placer Gold | <input type="checkbox"/> Covert Tan |
| <input type="checkbox"/> Ascot Blue | <input type="checkbox"/> Antique White |
| <input type="checkbox"/> Gulf Green | <input type="checkbox"/> Cream Yellow |
| <input type="checkbox"/> Sequoia Green | |

Engine

- ☐ 110-hp Turbo-Thrift 250 Six (standard)
- ☐ 130-hp Turbo-Fire 307 V8 (standard)
- ☐ 165-hp Turbo-Fire 350 V8
- ☐ 175-hp Turbo-Fire 350 V8

- ☐ 240-hp Turbo-Jet 400 V8
- ☐ 270-hp Turbo-Jet 454 V8 (SS only)

Popular Extras

- ☐ Four-Season air conditioning
- ☐ Power disc/drum brakes
- ☐ Variable-ratio power steering
- ☐ Power door locks
- ☐ Soft-Ray tinted glass
- ☐ Radio: ☐ AM ☐ AM/FM
- ☐ AM/FM/Stereo
- ☐ Stereo tape system
- ☐ Comfortilt steering wheel
- ☐ Center console
- ☐ Vinyl roof cover

- ☐ Rally wheels
- ☐ White-stripe tires
- ☐ Positraction rear axle
- ☐ Custom steering wheel
- ☐ 4-Spoke sport steering wheel
- ☐ Auxiliary lighting
- ☐ Wheel covers

Transmission

- ☐ 3-Speed
- ☐ 4-Speed
- ☐ Powerglide (2-range automatic)
- ☐ Turbo Hydra-matic (3-range automatic)

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

CHEVROLET