

1970 Big Chevrolet

We've let other cars go their way.
We're going yours.



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Custom knit nylon-and-vinyl interior, one of two standard choices for Caprice.



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General Motors Corporation



Chevrolet Caprice Sedan

Eight ways to go. Your way's got to be here.

Whether it's elegance, economy or sport—a little or a lot of each—take a long easy look at the 1970 Big Chevrolets; yours is here. We planned it that way.

Most every big car maker has one thing they do best.

We have eight.

Caprice Coupe—If you take prestige seriously you'll take home Caprice Coupe. (We've made it big for people who've done the same.)

New grille, new hood, new fender line, new color-keyed wheel covers.

New car. You can see for yourself. Below.

Will we ever learn to leave well enough alone?

Never.

Caprice Sedan—Most people would give a lot for the look and ride of a car like our Caprice Sedan on page 3.

Four doors for convenience. Body by Fisher for styling. With distinctive side trim you'll see only on Caprice.

Most people would give a lot for a car like this. But with this car, you don't have to.

Impala Custom Coupe—Call it your personal Impala (p. 10).

First come interior-decorator interiors. And the protective vinyl insert side moldings for cutting down dings and scratches. And irritations. Outside.

Then come all the options you can order to make Impala Custom Coupe even more a custom in your life. Inside and out.

Impala Sport Coupe—With a middle name like sport, you've got a pretty good idea what to expect. Part of the picture is on page 12. Another part is

our big new V8. 250 horsepower 350 cubic inches big. (It's the largest standard V8 we've ever made.)

Couldn't this be the sport for you?

Impala Sport Sedan—Like Impala Sport Coupe, only with two more doors.

Take a look at page 16. Hardtop styling. New bumper styling. With side marker lights integrated right into the overall design—not tacked on.

You get all the style of the Sport Coupe.

But with room for one more.

Impala 4-Door Sedan—The Classic

American Family Car (p. 14).

With Hide-A-Way wipers and full door-glass styling. With full coil springs selected by computer. With a dozen new Magic-Mirror acrylic lacquer colors (15 in all).

With family room.

Without a high price.

Impala Convertible—Picture yourself in the one on the back cover.

With your choice of four supple all-vinyl interiors.

With the top up. Black or white.

With the top down.

You and an Impala Convertible. Picture that.

Bel Air Sedan—You get most of the standard Chevrolet good-to-haves like Astro Ventilation, anti-theft steering column lock and ignition key warning buzzer.

You get more than forty safety and security features. And then some.

But you'd never know Bel Air has the most modest price tag of all these big Chevrolets just to look at it.

Look at it on page 23.

Now let's see what you get inside.



Pretty soft is an understatement. Not only that, but so many of the refinements that make all Chevrolets so inhabitable are underneath.

The remarkable quiet comes from the floor up.

With yards and yards of sound and vibration-damping materials — mastic, asphalt-impregnated padding, felt, jute, fiber, cotton—and nearly two thousand cubic inches of foam cushioning.

All snuggled in to stay. To stay tight. To stay quiet.

And soft-spoken.

Chevrolet Caprice Interiors—Some people have professional interior consultants design their living area.

Some people.

You.

All you need do is choose the Caprice interior that strikes your fancy. The lush cloth brocade as seen at the right, or those seen at your Chevrolet dealer's in medium blue, sandalwood or turquoise.

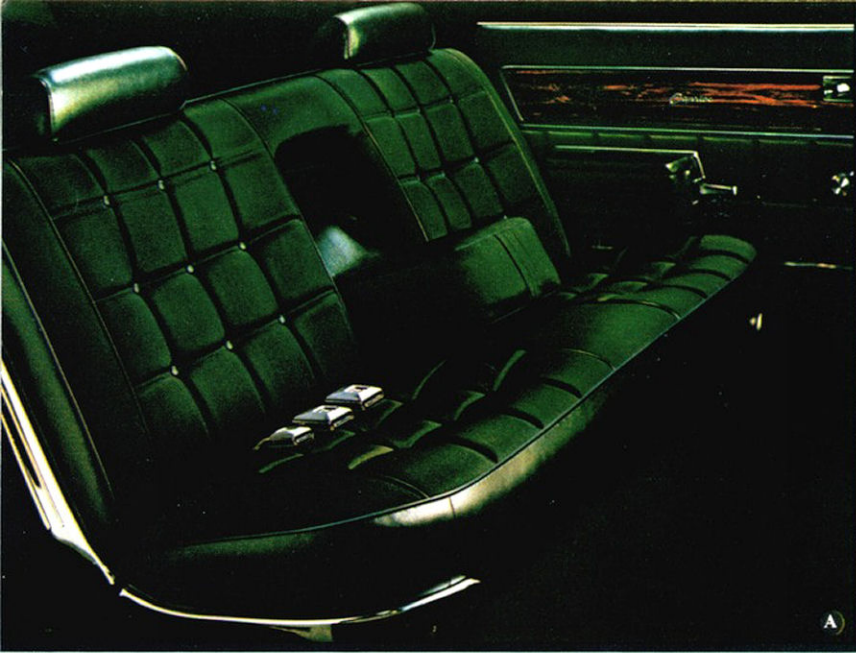
Everything is color and design coordinated. Seat shape and material, carpeting, wall and ceiling fabric, instrument panel form and function.

Everything. Beautiful.

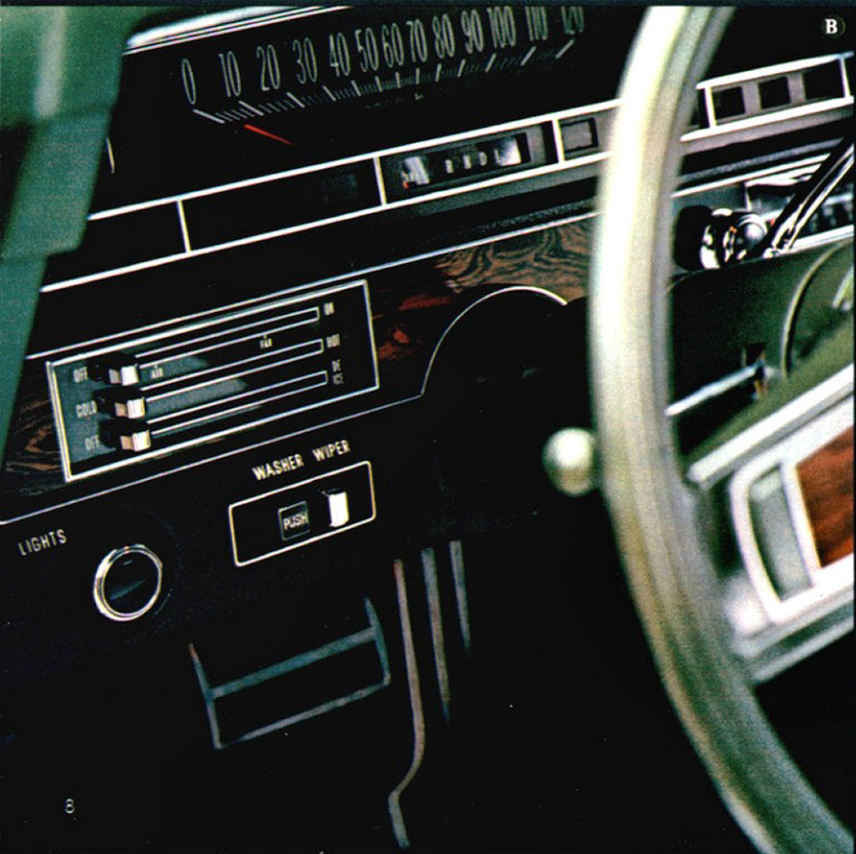
No matter, though, whether you select one of the interiors just described, or you prefer a custom knit nylon—in black, dark green or dark blue—your selection will reflect your good taste: the choice of Caprice.



You get cushioned seats, cushioned carpeting, cushioned walls and cushioned ceilings. Pretty soft.



A



B

Chevrolet Impala Interiors—Impala has become a tradition.

And Impala's becoming interiors have had a lot to do with that.

Cloth and vinyl are standard on all except the convertible. The colors: black, medium blue, gold, dark green and turquoise.

Or you can order all-vinyl in saddle, medium gold, medium blue, dark green, sandalwood, red or black.

With the convertible you're talking black, green, red or saddle and you're talking all-vinyl. Easy to clean all-vinyl.

We also want you to know, Impala interiors will not be found wanting in any way.

After all, it's the most popular automobile in the world.

Chevrolet Bel Air Interiors—Bel Air is economy in a Big Chevrolet, right?

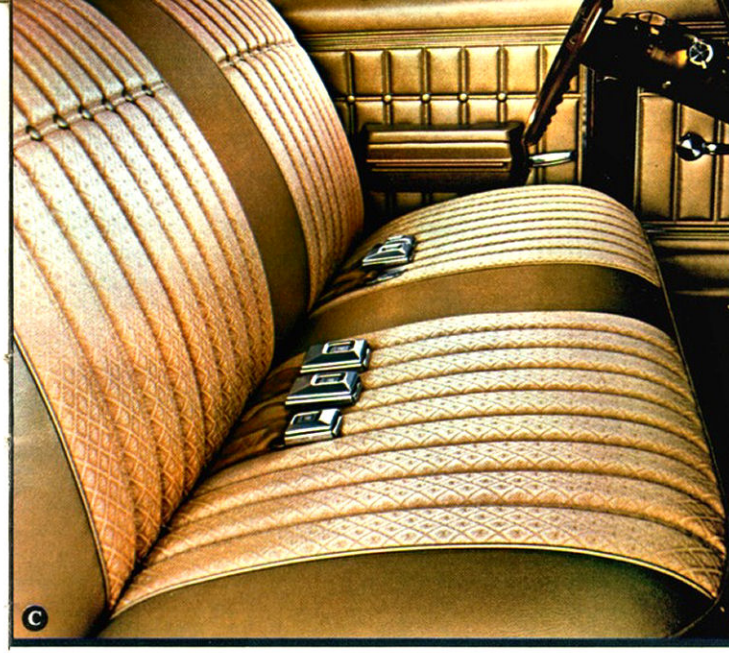
So you can expect the interiors to be about as fashionable as a third-hand prom frock, right?

'Fraid not.

Your Bel Air has many of the same cushioning and design and color coordinates you find on the other 1970 Big Chevrolets. From door panels to instrumentation. From walls and ceilings to seats.

In black, blue, medium gold and dark green cloth and vinyl that's standard, to the easy-care all-vinyl treatment you can specify in blue or black.

Bel Air interiors are no hand-me-downs.



C



E



D

A. Caprice custom knit nylon-and-vinyl interior. Fold-down center armrest standard with Caprice Sedan.

B. The look of wood grain is Caprice all over.

C. Fabric and vinyl is the standard Impala interior.

D. All-vinyl is standard on the convertible, but you can order it with any other Impala.

E. Bel Air's living room in cloth and vinyl.



350

Chevrolet Impala Custom Coupe

You'll be pleased at how easy your Chevrolet is to get along with.

Without even asking (or paying extra) you get an awful lot of thoughtful features to make your Chevrolet more secure and look nicer, longer. Foolproof things. Self-adjusting, self-cleaning things.

And many other things that just generally take care of themselves.

Delco Eye battery

The Delco Eye filler cap glows if the solution is low. A plus for all Big Chevrolets.

Improved long-life exhaust system

Now a big part of the exhaust system is aluminized.

And what that means to you is your engine's silent partner will last longer.

Delcotron generator

Delivers big power to drive all the electrical equipment most people want—even at idling speeds.

Fenders inside fenders

Beneath every fender you see is another. It's the one inside that takes the beating from road salt, grime, sludge and slush.

Not the fender you see.

Flush-and-dry rocker panels

Water (rain, car wash) flushes out your rocker panel area below the doors. Salt and road grime go down the drain—a special outlet at the rear.

Then a flow of air dries out the rocker panels as you drive.

You hardly know anything has happened. Until you look for rust.

And don't find it.

Magic-Mirror acrylic lacquer finish

To make a long story short—1. Chemical rustproofing. 2. Up to five primer coats. 3. Plus a special flash primer. 4. Sanding. 5. As many as three coats of acrylic lacquer finish. 6. Baking. 7. Into the homestretch—more sanding. 8. More baking. 9. Protective waxing. What a finish.

The colors for 1970: *Gobi Beige, Tuxedo Black, Astro Blue, Fathom Blue, Black Cherry, Desert Sand, Champagne Gold, Autumn Gold, Green Mist, Forest Green, Cranberry Red, Cortez Silver, Shadow Gray, Misty Turquoise, Classic White.*

And that may be the longest, most in-depth short story on automobile finishing you'll ever see.

Anti-interference ignition system

Special spark plug and ignition system wiring helps minimize radio signal interference.



Self-adjusting Safety-Master brakes, corrosion-resistant brake lines

The brakes adjust themselves which means you don't have to pay to have it done.

And the brake lines resist corrosion longer.

Standard brakes for Caprice Coupe, Sedan, and Impala Custom Coupe include power disc brakes, front; power-assisted Safety-Master drum brakes, rear.

Side-guard beam structure

A built-in guard rail (something like the ones you see along the highway).

Except it's designed right into the side.

Into every Big Chevrolet.

Parking lights illuminate with headlights

This makes your Big Chevrolet more visible at night, under any conditions.

One of the little—but important—touches.

Anti-theft steering column lock

When you take your ignition key with you, you lock not only your ignition, but your steering column as well.

And that's very well, indeed.

Here are several dozen more occupant-protection, accident-prevention and anti-theft features you'll find in your Big Chevrolet for 1970.

Shoulder belt anchorages for rear seat outboard occupants • Seat belts with pushbutton buckles for all passenger positions • Shoulder belts with pushbutton buckles for driver and right-front passenger (except convertible) • Soft, low-profile window control knobs, coat hooks, dome light • Smooth-contoured door and window regulator handles • Padded or yielding windshield pillar moldings • Glove compartment door latch impact security • Fuel tank impact security • 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 • Energy-absorbing instrument panel and front seat back tops • Contoured windshield header (except convertible) • Thick-laminate windshield • Padded sun visors • Safety armrests • Safety steering wheel • Cargo-guard luggage compartment • Side marker lights and reflectors • Four-way hazard warning flasher • Backup lights • Lane-change feature in direction signal control • Windshield defroster, washers and dual-speed wipers • Wide-view inside day-night mirror (vinyl-edged, shatter-resistant glass and deflecting support) • Outside rearview mirror • Bias belted ply tires with tire tread wear indicators • Dual master cylinder brake system with warning light • Foot-operated parking brake with instrument panel warning light • Starter safety switch • Dual-action safety hood latches • Anti-theft ignition key warning buzzer • Two front seat belt retractors • Headlight aiming access provision • Low-glare instrument panel top, inside windshield moldings, wiper arms and blades, and steering wheel metallic surfaces • Safety wheel rim • Uniform shift quadrant.

Your maintenance is down...your safety is up.

Chevrolet Impala Sport Coupe

You get room in a Big Chevrolet.

Head room

Sit up tall. Head high. Be proud.
You're thinking of buying a Chevrolet.
And if you do you'll be able to do all those
things. (There's head room for most any
six-footer, plus. Plus hat.)

Shoulder room

Whatever shape your shoulders are in,
there's room for yours and five more pairs in
the sedans or four more in the other
Big Chevrolets.
It's a nice feeling.

Hip room

You'll also find there's enough room in
sedans for all six people to be 42 inches around—
room for five in coupes and the convertible.
How many people do you know
that are 42 inches around?

Leg room

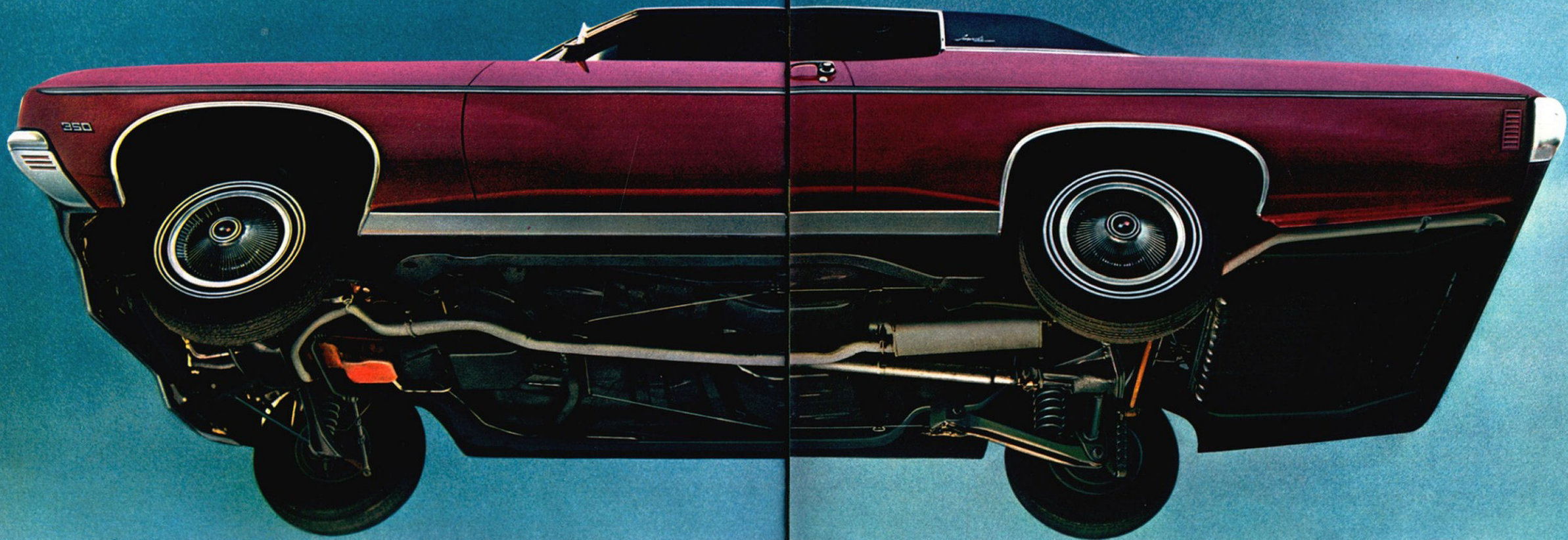
Your legs stretch out in front of you
when you sit in a Chevrolet.
No scrunching them off to one side.
No tucking them under your chin.
No knocking your knees on the instrument
panel. Try a test stretch for size.
It's tremendous.

Trunk room

You can pack what you need.
What you think you may need.
And what you won't need, but plan to take
along anyway. You've got about 18 cubic feet for it.







Your smoother rides come from the bottom up.

They begin at the top of the road.

With a new kind of tires—bias belted ply tires with larger tread area and lower profile.

For longer tread life, improved roadability and better stopping.

(And now, for even more effortless,

unwavering stops, power disc brakes are standard equipment on Caprice Coupe, Caprice Sedan and Impala Custom Coupe.)

Along with each wide 15-inch wheel you get Chevrolet's famous Full Coil suspension.

A coil spring selected by computer for proper balance at each wheel. But that's just part of it.

Double-acting shock absorbers come into play at every jounce. Their double action helps maintain firm contact with the road.

And with complete up-and-down control.

Then you get still more.

Precise Ball-Race steering.

Built-in levelizing of acceleration and braking forces.

No rocking-chair ride.

Then, a rugged, perimeter-type frame. It's not only strong, but the basis for your Big Chevrolet's low center of gravity.

Not only that, but the wheels sit wider apart than ever before. For broad-base stability.

Your Body by Fisher is secured to the frame by up to fourteen mounting and cushioning points to isolate your ride from the road even more.

One other thing.

The 119-inch wheelbase.

It's very big on smooth rides.

**You can
build your own
Chevrolet.
For convenience,
luxury, or just
for fun.**

Every Big Chevrolet comes with a lot of great standard equipment and features. But you might want to order something more. Add a luxury here, an extra convenience there. You name it:

A. New Headlight Delay System. With this delayed action headlight switch your headlights will stay on for almost two minutes after you leave your car.

Long enough for you to get inside the house. Securely.

Then, of course, this special switch shuts them off. (There's a buzzer to automatically remind you if you open the driver's door with headlights or parking lights on—day or night.)

B. New Finger-tip Windshield Wiper Control. Select any of four programmed wash-and-wipe or wipe-only cycles.

With an easy-to-reach button on your turn signal lever.

How you push the button with your finger tip determines which cycle you select.

You can also order a new windshield washer fluid monitor—available with Auxiliary Lighting—to remind you when to fill your washer reservoir. (Remember all the times you've pushed a wash button and didn't get so much as a squirt?)

C. New Hidden Antenna. When you order a Chevrolet factory-installed radio you don't get the old fender antenna anymore.

Very fine wires laminated into the windshield is where it's at.

D. New Electric Power Trunk Opener. Release your trunk lock from inside the car. Electrically.

E. New Electric Power Door Lock System. A control at both front doors electrically locks all doors automatically.

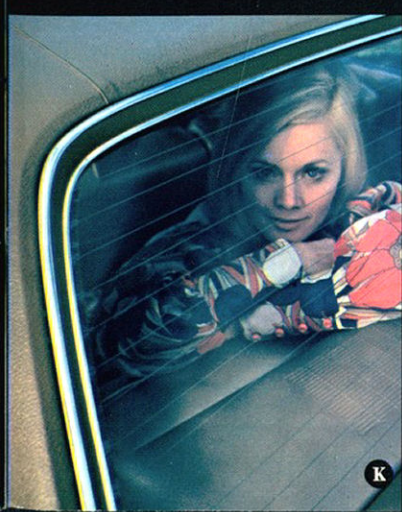
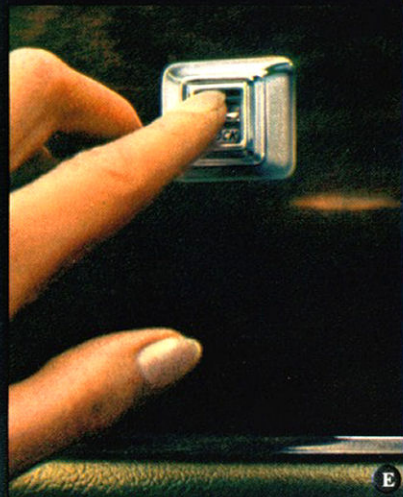
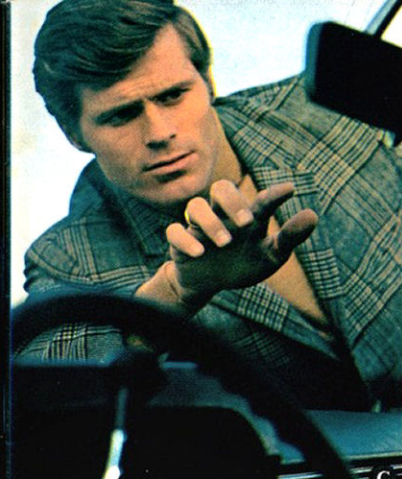
(You can unlock them from there, too.)

F. New Automatic Seat Back Latch Release. Say you're coming up to your Caprice or Impala Coupe with a big bag of groceries.

When you open your door both seat back latches are released.

Fold either front seat back forward for rear seat access with one hand and

20



no further unlatching.

(There's also a manual release for operation from inside the car.)

Available when you order the new electric power door lock system.

G. New Stereo Tape System with AM or AM/FM/Stereo Radio. You insert the tape cartridge right into the radio dial area. Goodbye separate tape player.

H. Variable-Ratio Power Steering. Makes your Big Chevrolet handle like a limousine on the straightaway; like a sports car on turns.

And that's the best way.

I. Four-Season Air Conditioning. Cool comfort in the hottest weather. Also available: one-setting, automatic Comfortron. Both remove up to 98% of airborne dust and pollen. For V8 models.

J. Power Disc Brakes. Caliper-type (self-adjusting) disc brakes at the front wheels, Safety-Master (also self-adjusting) drum-type brakes, rear.

And both pairs are power-assisted for effortless, steady stopping.

(Standard on Caprice Coupe, Caprice Sedan and Impala Custom Coupe.)

K. Electro-Clear Rear-Window Defroster. Flick a switch. Electric heat defogs and defrosts your rear window.

Quickly, silently. Clearly, a desirable convenience. For Caprice Coupe and Impala Custom Coupe.

L. Comfortilt Steering Wheel. Tilts to seven different angular positions for different drivers. Comfortilt can be a great tension reliever on long, one-driver expressway trips, too.

Makes slipping in and out of the driver's seat as easy as it sounds.

And there are more:

- 6-Way power seat • Automatic Level Control
- Child safety seat • Power windows • Rear-deck luggage carrier • Auxiliary Lighting with courtesy lights, glove compartment light, luggage compartment light, underhood light, mirror map-light and warning lights for seat-belts, doors, low fuel and washer fluid • Operating Convenience Group* with rear-window defroster, remote-control outside rearview mirror and headlight delay system • White-stripe tires • Heavy-duty battery • Ski rack equipment • Cruise-Master speed control • Dual exhaust • Appearance Guard Group* including door edge guards, front and rear bumper guards, visor vanity mirror and twin front and rear floor mats • Fire extinguisher • Special Delcolotron generators • Tissue dispenser and litter box • Pedal trim • Heavy-duty radiator • Extra-thick foam seat cushion • Trailer Hitch • Car-to-trailer wiring harness • Positraction rear axle • Rear seat belt retractors.

*All items in this group may also be ordered individually. Check your Chevrolet dealer for these and other extra-cost items, along with their model application and availability with other equipment.

You get a bigger standard V8 engine – 350 cu.-in.

The new standard V8 is a lot of engine.

So is the standard Six.

But there may be times you'll want performance over and above what either of those has to offer.

You should know about our Turbo-Fire 400 V8. It develops 265 horsepower on regular fuel.

Then there are other V8s from 350 to 454 cubic inches.

All engines for 1970 have new transmission-controlled spark advance for smoother acceleration and improved emission control. And new slim-line gasketless spark plugs for the Six and Turbo-Jet V8s.

Here is rather complete information on the standard engines, and others you can order.

Standard engines

155-hp Turbo-Thrift 250 Six.*

What this does to a dollar's worth of gas is what should be done to a dollar's worth of gas. Makes it last.

Single-barrel carburetor, automatic choke, short-stroke design and economy-contoured camshaft. Features fully counterweighted crankshaft and seven main bearings.

New 250-hp Turbo-Fire 350 V8.

A larger, more powerful standard V8 for 1970.

Compression ratio 9.00:1. Two-barrel carburetion, automatic choke, general-performance camshaft.

And regular fuel, yet.

Extra-cost engines

300-hp Turbo-Fire 350 V8.

The four-barrel carburetor version of the standard 350-cubic-inch V8.

Premium fuel.

Compression ratio 10.25:1. Automatic choke and general-performance camshaft.

265-hp Turbo-Fire 400 V8.

New low-weight, small-block, large-displacement V8. 9.00:1 compression ratio. Two-barrel carburetor.

Regular fuel. Yes, regular fuel.

Automatic choke. General-performance camshaft.

345-hp Turbo-Jet 454 V8.

Compression ratio 10.25:1. Premium fuel. Four-barrel carburetion. Automatic choke and general-performance camshaft.

390-hp Turbo-Jet 454 V8.

Mr. Big.

Compression ratio 10.25:1. Premium fuel. Four-barrel carburetion. Automatic choke and general-performance camshaft.

Transmissions

Turbo Hydra-matic.

The choice is yours—effortless automatic shifting or you can shift for yourself through three forward ranges.

Powerglide.

The smoothest two-speed automatic shifting available anywhere.

And the long-time favorite among Chevrolet owners.

3-Speed Fully Synchronized.

Standard on all Big Chevrolets (with standard engines).

Synchronizing allows downshift into first gear without coming to a full stop. Wide helical gears, high-capacity front and rear bearings.

Safety feature: clutch must be depressed before starting engine.

Facts, Figures and Specifications

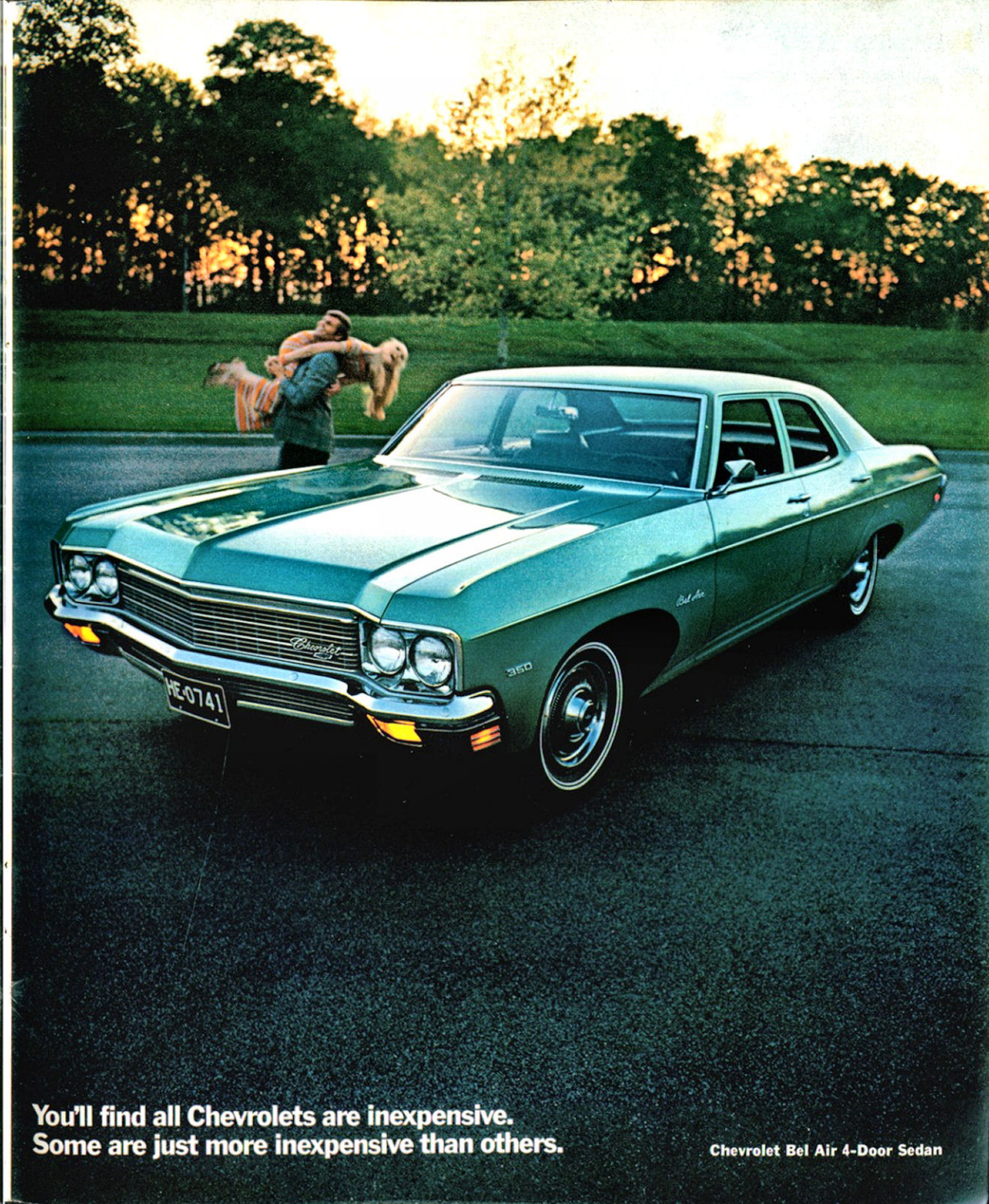
Wheelbase	119.0"
Length (overall)	216.0"
Width (overall)	79.8"
Height (loaded):	
Caprice Coupe & Impala Custom Coupe	54.2"
Caprice Sedan & Impala Sport Sedan	54.5"
Impala Sport Coupe	54.7"
Impala Convertible	54.6"
Impala & Bel Air 4-Door Sedans	55.5"
Front Tread	63.4"
Rear Tread	63.3"
Fuel tank rated capacity (Gallons)	24

Tire Size & Steering Specifications

Standard tire size	(Depending on model) F78 x 15, G78 x 15
Turning circle, curb-to-curb (ft.)	41.0
Turning circle, wall-to-wall (ft.)	43.0
Steering ratio, standard (overall)	30.7:1
Steering ratio, power (overall)	19.3:1—15.5:1

Power Teams			
Engines	Transmissions		
	3-Speed	Powerglide	Turbo Hydra-matic
155-hp Turbo-Thrift 250 Six*	*	•	•
250-hp Turbo-Fire 350 V8*	*	•	•
300-hp Turbo-Fire 350 V8		•	•
265-hp Turbo-Fire 400 V8		•	•
345-hp Turbo-Jet 454 V8		•	•
390-hp Turbo-Jet 454 V8		•	•

*Standard Six not available with Caprice models, Impala Custom Coupe, Sport Sedan or Convertible.



You'll find all Chevrolets are inexpensive.
Some are just more inexpensive than others.

Chevrolet Bel Air 4-Door Sedan



You always get what's coming to you when you trade your Chevrolet. More.



Chevrolet Impala Convertible

Go your own way.

We mentioned on page 4 there are eight ways to go.

That's not entirely accurate.

By selecting the additional equipment you want, chances are very good you'll have a Big Chevrolet unlike anyone else's.

Here is a brief checklist you can use to help make up your own Chevrolet.

Your Chevrolet dealer has a complete list of Options and Custom Features plus information on availability.

Model _____

Interiors

- Caprice custom knit nylon and vinyl
- Caprice brocade cloth and vinyl
- Pattern cloth and vinyl
- All-vinyl (standard on convertible, available for some other models)

Engines

- 155-hp Turbo-Thrift 250 Six*
- 250-hp Turbo-Fire 350 V8*
- 300-hp Turbo-Fire 350 V8
- 265-hp Turbo-Fire 400 V8
- 345-hp Turbo-Jet 454 V8
- 390-hp Turbo-Jet 454 V8

*Standard engine. Turbo-Thrift 250 Six not available on Caprice models, Impala Custom Coupe, Sport Sedan or Convertible.

Transmissions

- 3-Speed fully synchronized (standard with standard engines)
- Powerglide automatic
- Turbo Hydra-matic

New options for '70

- Headlight delay system
- Finger-tip windshield wiper control
- Electric power trunk opener
- Electric power door lock system
- Automatic seat back lock release

Popular extras

- Variable-ratio power steering
- Power disc brakes (standard on Caprice Coupe, Caprice Sedan and Impala Custom Coupe)
- AM, AM/FM or AM/FM/Stereo radio
- Stereo tape system with AM or AM/FM/Stereo radio
- Vinyl roof cover (black, white, dark blue, dark gold, dark green)
- Electro-Clear rear-window defroster
- Air conditioning
- Wheel covers (in several styles)

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.

Putting you first, keeps us first.

