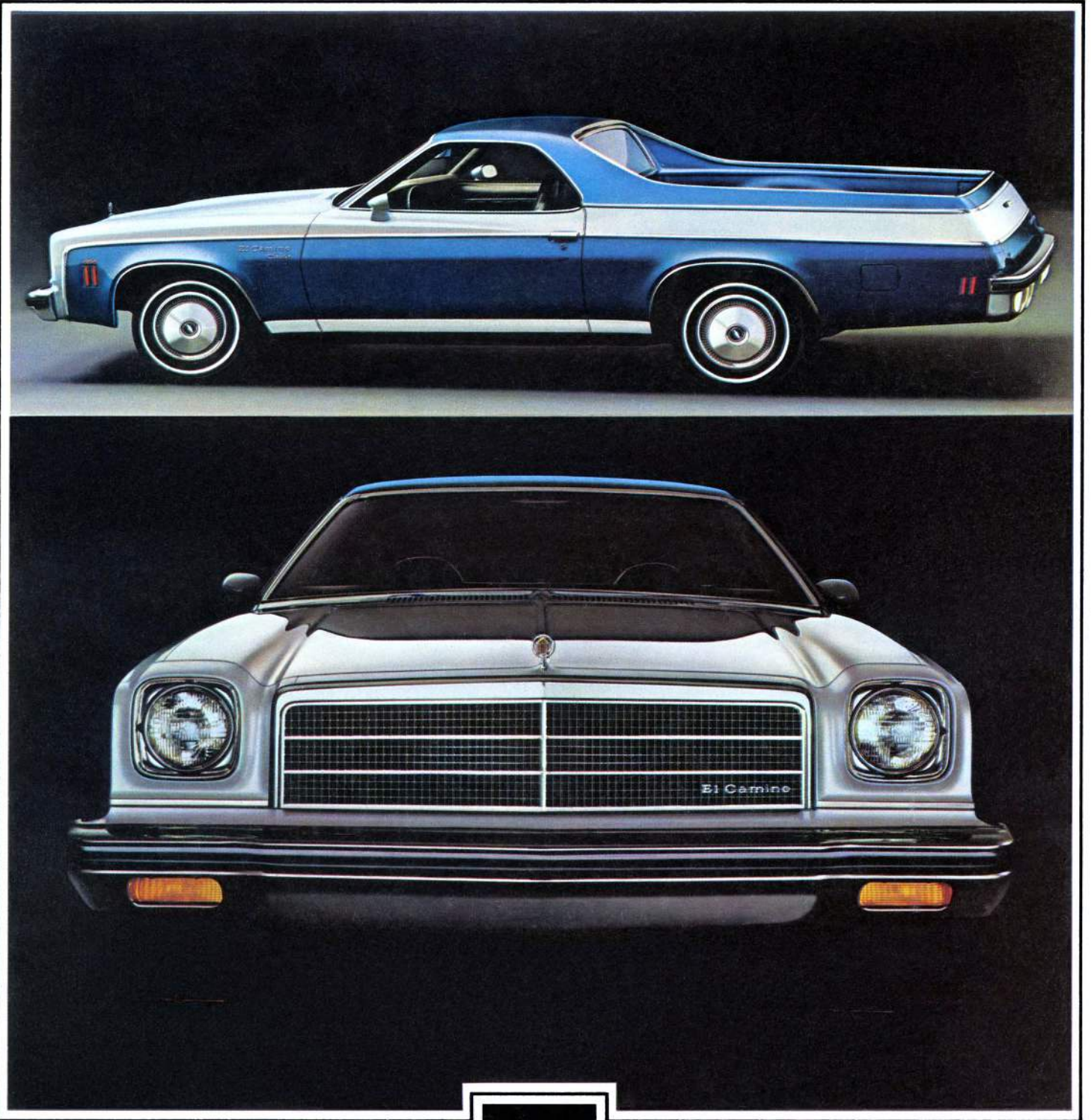


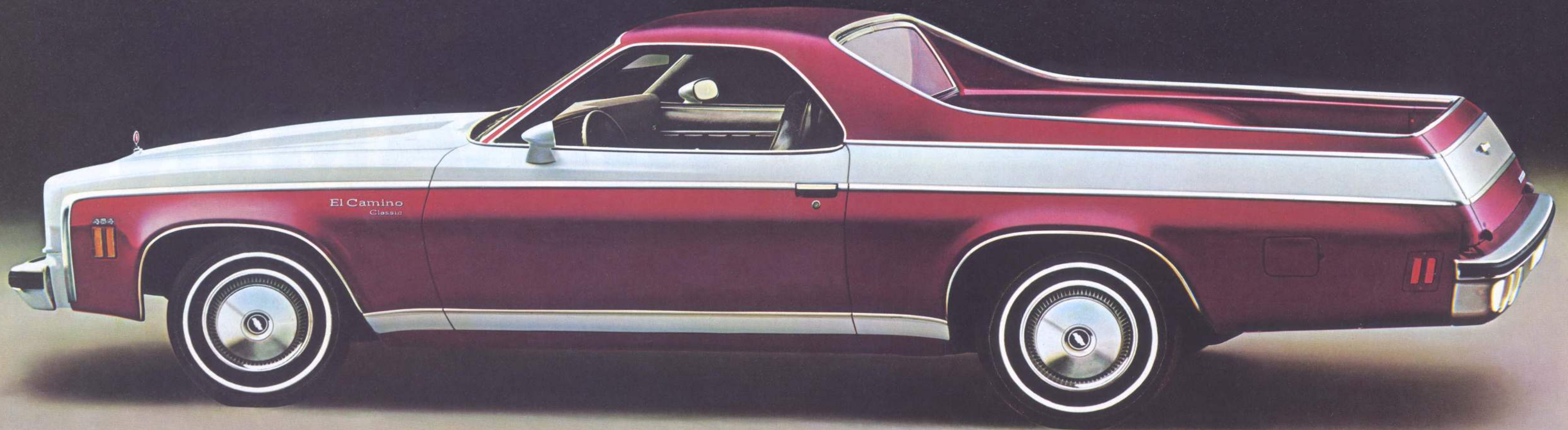
CHEVY EL CAMINO



Building a better way

Chevrolet

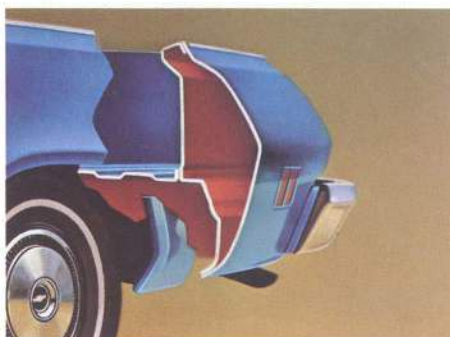
to see the U.S.A.



YOU FORGET EL CAMINO IS A TOUGH TRUCK TILL YOU NEED ONE.

One-handed tailgate

In spite of all its good looks El Camino is a working truck. It's built with Chevy's tough double-wall cargo box and a tailgate so well balanced that you can open it with just one hand.



Tough double-wall construction

El Camino is beautiful from the outside. And to help keep it that way the cargo box is constructed with double walls of steel. That way the inside can take the dents and nicks without the outside world knowing. Doors, hood and roof also have two-wall construction. And every outer fender gets an inner fender to help protect the body against the effects of water, salt and road dirt.

Concealed storage compartment

Behind the driver's seat there's a storage compartment that's ideal for stowing tools or small articles you want to keep out of view. Just move the seat forward and there it is. The spare tire is stowed behind the passenger seat.

Air-adjustable rear shock absorbers

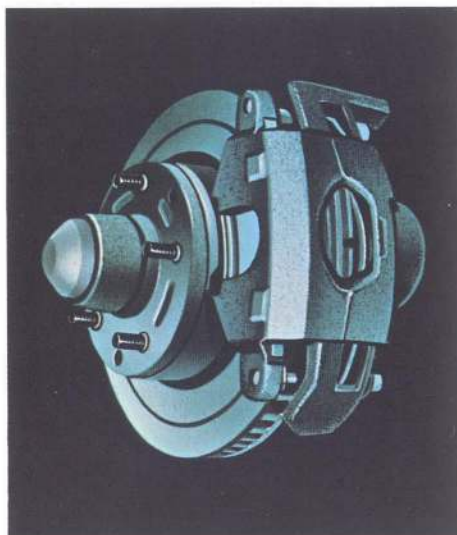
When you load your El Camino and the rear end settles a bit, it's easy to restore an even keel. Just stop at the nearest gas station and pump more air into the rear shock absorbers. There's a special valve at the rear license plate for that purpose.

Air-adjustable shocks, standard on El Camino, not only make for improved looks and ride but help reduce the possibility of annoying "bottoming out."



Front suspension ball joint wear indicator

To give warning for ball joint replacement, a visual wear indicator has been added to the lower control arm ball joints on all El Caminos.



Front disc brakes: Standard

These brakes are of the single-piston floating-caliper type. They resist fade and recover quickly from the effects of water immersion. El Camino's rear drum brakes are finned for efficient cooling.

Disc brake lining wear sensor

Standard front disc brakes are equipped with a new lining wear sensor. It sounds an audible signal when pads need replacement.



Double bumper system

El Camino's new front bumper system uses full-width inner and outer bumper bars combined with two hydraulic/pneumatic cylinders to help provide increased protection.

Engines

You can power your El Camino from a wide selection of standard and available engines, all with the efficient valve-in-head design and quiet hydraulic valve lifters.

Transmissions

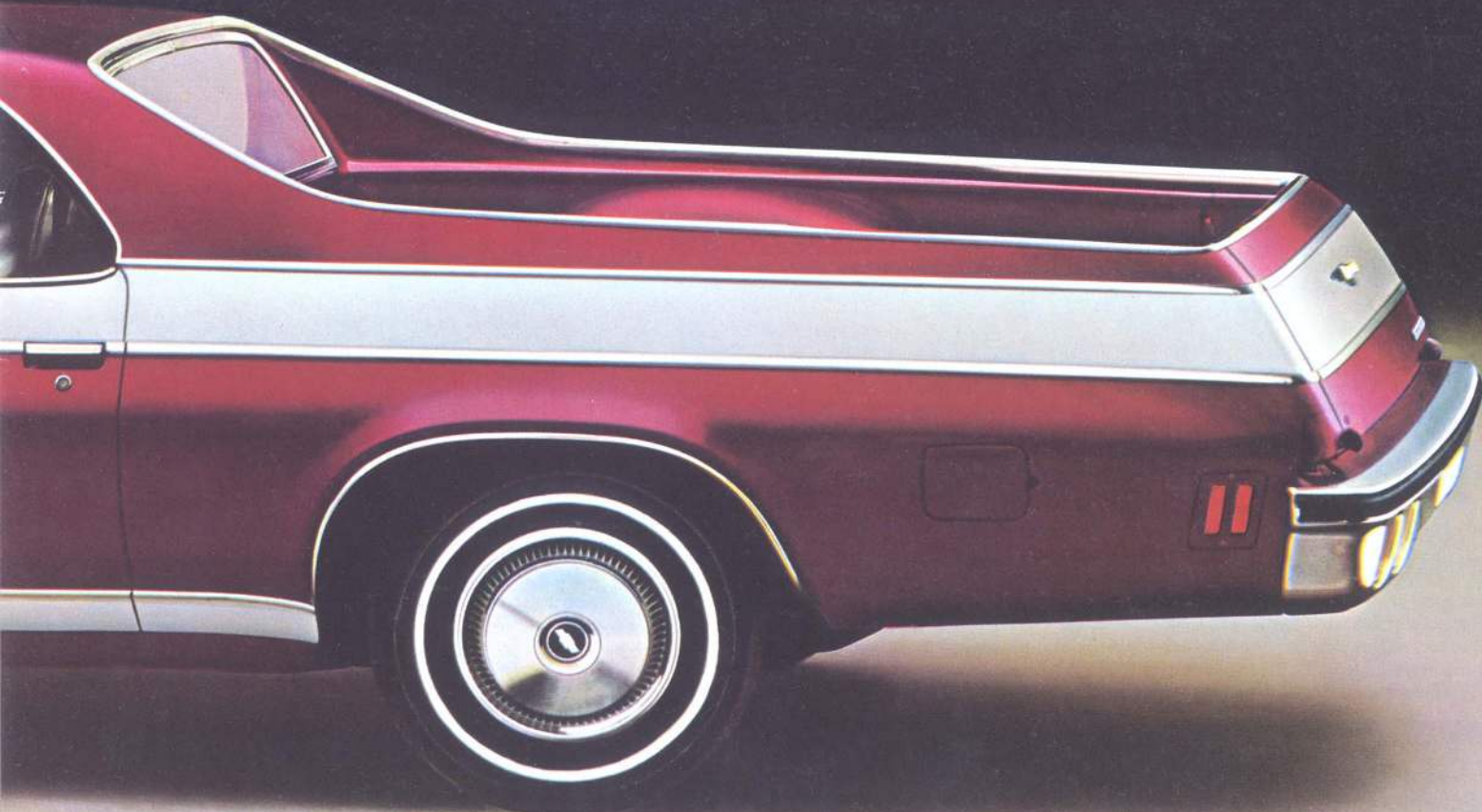
So that you have a power team in your El Camino that meets just about any set of requirements, you can specify from among three available transmissions (depending upon engine choice).

Standard transmission is a fully synchronized three-speed. A four-speed is available. And if you like automatics, order the smooth 3-speed Turbo Hydra-matic.

Chassis and suspension

El Camino rides smoothly on a Full Coil spring suspension. Front springs have a rating range of 1157 to 1475 pounds each while the rear springs have a rating range of 1375 to 1450 pounds each.

	3-Speed	4-Speed Close-Ratio	Turbo Hydra-matic
Standard Engine			
Turbo-Fire 350 V8 (2 bbl.)	•		•
Available Engines			
Turbo-Fire 350 V8 (4 bbl.)	•		•
Turbo-Fire 400 V8 (2 bbl.)			•
Turbo-Fire 400 V8 (4 bbl.)			•
Turbo-Jet 454 V8		•	•



El Camino Classic Conquista

SO COMFORTABLE YOU'RE SURPRISED IT'S SO PRACTICAL.

There's an exciting look to El Camino

The 1974 El Camino sports a distinctive new grille with a massive look and feel you don't expect to find on so practical a vehicle. It emphasizes El Camino's wide stance while complementing the long, low profile. Frameless door glass and thin roof pillars add grace to the sleek roof line.

You also get a full-width foam-cushion seat, upholstered in one of 18 different fabric-color trim combinations. Choose from 6 cloth and vinyls, 6 all vinyls and, new for '74, 6 knit vinyls. There are matching vinyl door, side panels and headliners. Folding armrests on bench seats and vinyl swivel bucket seats are available. The floor mat is cut-pile carpet and can be ordered in a choice of 7 colors.

Swiveling bucket seats

For easy entry and exit, swiveling bucket seats that pivot up to 90° and have a built-in headrest are available. The full-foam all-vinyl seats are contoured for comfort and can be adjusted forward and backward for added comfort.

El Camino Conquista

Start with the 1974 Standard El Camino, order the special 2-tone paint and special body moldings and you've got a very sporty and exciting vehicle... El Camino Conquista.

El Camino SS

Here's what El Camino SS adds up to. First you specify either the two- or four-barrel version of the Turbo-Fire 350 V8 or the Turbo-Jet 454 V8. And order the Turbo Hydra-matic transmission or the close-ratio 4-speed (454 V8). Then outside you get matching right and left sport mirrors, with the LH mirror adjustable from the inside, a black-finished grille, your choice of black or white body side striping, 14" x 7" "TURBINE I" wheels and G70-14 white lettered bias belted ply tires, bright wheel opening, drip rail, tailgate and upper body moldings, and SS emblems on the grille and front fenders and tailgate.

Inside there are SS medallions on the door trim panel and wheel and a special instrument cluster with black bezels.

Classic Estate

To add even more elegance to the El Camino Classic, the Estate package is available. You'll see why we call it Estate when you see the full body side and tailgate accent with a special wood-grain vinyl trim. You also get special body side, tailgate, drip rail and wheel opening moldings.

Classic

There's an elegant look both inside and out to this El Camino. Inside there's a full-width custom seat with a fold-down center armrest. Instrument panel padding. Door panel trim. Deluxe vinyl-coated headliner. And black finish rearview mirror. Outside, there's a bright lower body sill molding to accent El Camino Classic's beauty.



El Camino Classic

Standard El Camino

You get a full-width foam-cushioned seat, upholstered in black, blue, green or light neutral textured vinyl trim with matching vinyl door, side panels and headliner. The floor is carpeted with matching or contrasting colors. Other standard equipment includes: Independent front suspension with coil springs; capacity 2315-2950 lbs. Springs: capacity 1157-1475 lbs. each. Shock absorbers: 1" diameter. Rear suspension: rear axle capacity 2750-2900 lbs. Springs: coil; capacity 1375-1450 lbs. each. Shock absorbers: air-booster type,



Standard El Camino

may be adjusted by varying air pressure. Coolant recovery system. Engine: 350 V8 standard. Clutch: 10" diameter (350 V8's); 11" diameter (454 V8's). Electrical: 61-amp-hr. battery. Integral parking, directional signal and side marker lights,



Standard El Camino

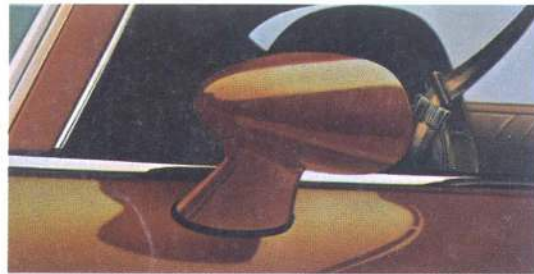
front and rear. Generator: 37-amp. Delcotron. Windshield wipers: dual electric with washers. Head restraints: driver and passenger. Tires: bias belted ply G78-14B, G70-14 white lettered (with SS). Brakes: dual master cylinder. Transmission: 3-speed manual.

MAKE SOMETHING GOOD EVEN BETTER.



Deluxe bumpers

Resilient impact strips to help give added protection to bumper. Front and rear bumper guards required.



Dual sport mirrors

For an added sporty touch, mirrors matching body color. Mirror on the driver's side is adjusted by remote control, the right-side mirror is manual.



Power door locks

With the touch of a button the driver can lock all the doors. Individual controls are located on each door.



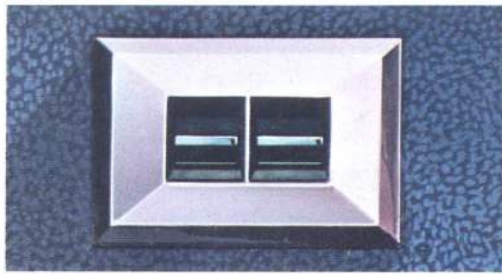
Four-Season air conditioning

Select the temperature you want. This unit heats, cools, defrosts, defogs, cleans and dehumidifies the air for driving comfort.



Power steering

To help facilitate parking and low-speed maneuvering.



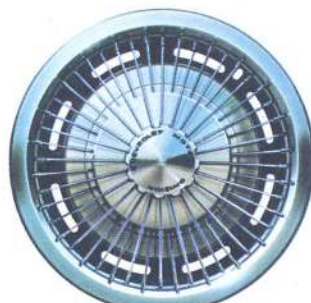
Power windows

The driver can raise or lower side windows with this power assist. There is a separate control for passenger convenience.



Turbine I wheels

Tough metal-looking urethane backed by steel wheels has the appearance of expensive cast aluminum.



Wire wheel covers

48 bright metal spokes so carefully detailed they could be mistaken for wire wheels.



AM/FM radio

Fully transistorized pushbutton radio that allows preselection of 5 AM and 5 FM stations. The antenna is mounted in the windshield.



Comfortilt steering wheel

For comfort while driving and ease of entry and exit the steering wheel adjusts to six positions.