

VEGA '75

Vega is an economy car and a half.

It's a sporty little car that's comfortable and fun to drive, and shouldn't cost you a lot to own or to operate. We could have written that four years ago. But each year Vega gets a little better. This year we've made over 200 changes, and we've also made more options available, like the Comfortilt steering wheel.

It makes more sense than ever.

Vega takes economy seriously. And a true economy car should help save you money from the time you buy through the time you sell. Consider Vega's three economies.

Number one: Vega is one of the lowest priced cars made



in America, as well as one of the best-selling cars.

Two, Vega's overhead-cam, lightweight engine is capable of taking you a long way on a gallon of gas.

Three, upkeep. Vega has its own version of Chevrolet's Efficiency System designed to cut your maintenance expenses. This year Vega should cost you even less to keep up.

Vega. Economy plus, plus, plus.

But Vega's more than just an economy car. With Vega you also get sportiness, roominess, roadability, range, quality, variety, bucket seats and carpeting, plus a lot of other little niceties. Take a test drive. Our 1975 Vega truly is Economy Plus.



CHEVROLET MAKES SENSE FOR AMERICA

Chevrolet

ECONOMY PLUS.

2

The economy of our lowest priced Vega.

That's the Vega Notchback Coupe, below. It has a fairly roomy back seat and a cargo-guard bulkhead between the back seat and the trunk.

There are new color choices, new fabrics and there's a larger outside rearview mirror.

This year, you still have a choice of two standard

interiors, either cloth-and-vinyl or all-vinyl.

Mechanically, the front suspension lower ball joints are larger and we've also added wear indicators so you can see how well the ball joints are holding up.

One more little thing is a new, low coolant level warning light in the instrument cluster to signal you in plenty of time if the cooling system needs attention.

Our do-it-yourself manual can save you money.

Do your own maintenance and save even more money with the handy do-it-yourself manual that comes with

every Vega. Then—if you want—spend some of the money on Vega options like air conditioning.

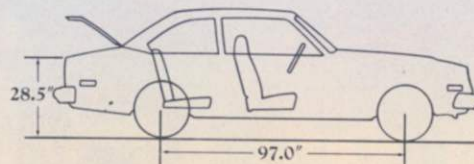


There is a deluxe version of the Notchback available, called the Vega LX. More about it on page 8.



Front bucket seats in standard all-vinyl upholstery.

Shown on cover, top to bottom: Vega Estate Wagon, Vega Wagon, Vega Notchback LX and Vega Hatchback GT.



Vega instrument panel.

ECONOMY PLUS A HATCH.

3

The convenience of our most popular Vega.

The Hatchback Coupe has a big rear door, or hatch, with counterbalanced arms that help let you open it with one hand. The back seat can be folded down to create the wagon-like convenience of a load floor that's 42 inches wide and just shy of 5½ feet long.

Vega is a sporty-looking car with its fastback styling. But its real beauty lies in the way it drives.

Vega is low and wide and therefore steady on the road.

Vega has front disc brakes. (And this year power brakes are available.)

Vega has a coil spring at each wheel and an independent front suspension.

And Vega's 140-cubic-inch 4-cylinder engine has performed very well. Being larger than most little car engines, it

is more responsive than you might expect, yet economical as well. Once again, we've refined and improved it a little.

Our new Efficiency System.

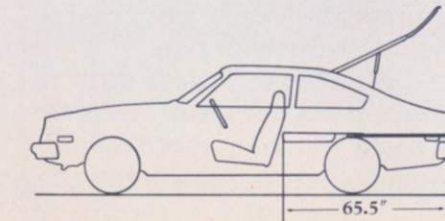
Vega's own version of Chevrolet's new Efficiency System is designed to make Vega run leaner (more economically), run cleaner (meet new emission control standards) and save you money every mile. It contributes to fewer tune-ups, better gas

mileage, quicker starts and smoother performance.

Our High Energy Ignition delivers a spark up to 85% hotter for quicker starts in any weather. And there are no breaker points or ignition condenser, making HEI a more durable system.

The new catalytic converter system helps convert exhaust emissions to carbon dioxide and water vapor.

The Efficiency System helps to achieve the increased service intervals you'll find in the chart on the back cover.



Copyright 1974, Chevrolet Motor Division, General Motors Corporation. Many Options and Custom Features are available for Vega. Some are illustrated or described in this catalog.



The Vega Notchback Coupe (above) and the Vega Hatchback Coupe (at right).

ECONOMY PLUS MORE ROOM.

4

The savings of a small car and the space of a small wagon.

The Vega Wagon makes Vega economy available to more people. For example, for families with more things to



Inside the Wagon with rear seat folded down.

carry than a little car can hold, the Vega Wagon has up to 50.2 cubic feet of cargo capacity for anything from ironing boards to tulip bulbs. See the next page for more dimensions.

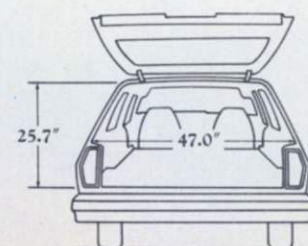
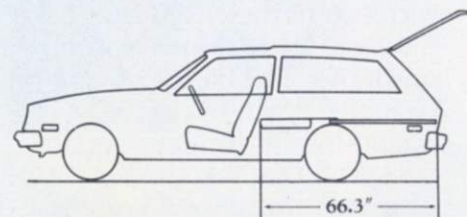
Another dimension of interest is 16 gallons. That's the rated capacity of Vega's fuel tank. Under normal conditions, it should take you a long way between fill-ups.

The Vega you put your name on.

Shown below is the Panel Express, the Vega with a special place to write your name.

It's like the Vega Wagon except it doesn't have windows in back, and it has more cargo room because it only has one seat, for the driver. A second passenger seat is available. It's the only Vega without carpeting, because most people don't

want carpeting in their Express. It's a very useful little vehicle for lots of businesses—or pleasures for that matter.



OR MORE ROOM AND MORE TRIM.

5

Our Vega Estate Wagon. Good-looking cargo space.

Wood-grain vinyl trim plus several other features like wheel covers and wheel opening moldings give the Estate's exterior more of a wagon look. Also included is our Custom Interior trim in cloth-and-vinyl or all-vinyl with special contoured bucket seats, a day-night rearview mirror, rear ashtrays, an assist handle in the instrument panel, additional insulation, door pull handles and more.

You also get a sport steering wheel and a two-position adjustable driver's seat back.



The Custom Interior instrument panel. Also includes four-spoke sport steering wheel with GT and Estate Wagons.

Some dimensions	Notchback	Hatchback	Wagon
Cargo floor length (behind front seat)	—	65.5"	66.3"
Width between wheelhouses	—	42.0"	42.5"
Rear loading height to ground	—	30.0"	22.8"
Liftgate opening height	—	32.0"	25.7"
Liftgate opening width at floor	—	45.3"	42.4"
Luggage space—effective (cu. ft.)	8.7	18.9*	50.2*

*Rear seat folded

With all Vega Wagons the cargo floor is also carpeted. The roof luggage carrier shown below can be ordered.

One more little thing.

If you've ever spent time traveling in a little car we know you'll appreciate Vega's very good heater/defroster system,

with power ventilation. There are twin defroster outlets and twin air vents to bring in outside air.



Deluxe bucket seats shown in Custom all-vinyl.

The Vega Panel Express (rear) and the Vega Wagon.

The Vega Estate Wagon.

ECONOMY PLUS SPORTINESS.

6

GT stands for ride and handling, not just for looks.

The windswept look of an expensive sports car? Not exactly, but trim fastback styling, certainly. And underneath it,



Out on the road is where it really shines.

sports suspension with stabilizer bars in front and in back, the GT engine with its staged two-barrel carburetor, special 13x6 GT wheels and A70-13B bias belted ply white lettered tires.

A fully synchronized 3-Speed manual transmission with floor-mounted control is standard. You can order either

a 4-Speed manual to enhance Vega's sportiness, or the automatic Turbo Hydra-matic.

And, yes, several other sporty features.

The GT package also includes special instrumentation (tachometer, temp gauge, clock and ammeter), an assist handle in the GT panel facing the passenger, a 4-spoke steering



The GT instrument panel and sport wheel.

wheel, two-position adjustable driver's seat back, plus new dual sport mirrors (the one on the driver's side is remote-controlled).

Pretty things.

Black-finished lower body side moldings, black-finished body sill and headlight bezels, parking lights with clear lenses, body-color door handle inserts, wheel opening moldings, belt molding,

amber bulbs and GT nameplates on the front fenders are also included.



The GT interior, with Custom vinyl upholstery.

Engine specifications	Standard	Available
Horsepower, SAE net	78 @ 4200	87† @ 4400
Torque, SAE net	120 @ 2000	122‡ @ 2800
Compression ratio	8.0:1	8.0:1
Carburetion	single-barrel	staged two-barrel

Note: California Emission Equipment required in California with both engines. †\$80 with California Emission Equipment. ‡\$116 with California Emission Equipment.

Vega GT. To stripe or not to stripe?

That's up to you. GT sport stripes can be ordered in black or white.

The GT package is available with the Hatchback and the Wagon and . . .

The Vega Estate GT.

We call it the super wagon. It combines the best features of the Estate Wagon and the GT Wagon. The result is a sporty little wagon with all those little luxuries you may not want to do without.



The Vega Wagon GT.

The Vega Hatchback GT.

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ECONOMY PLUS LUXURY.

8

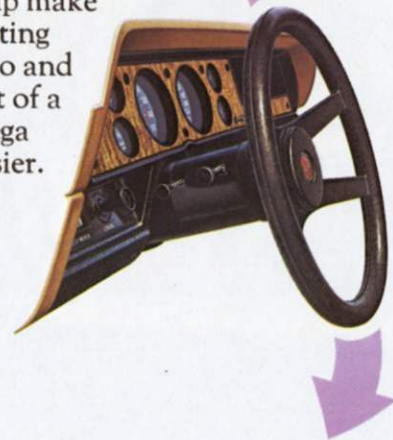
For people who can afford a big luxury car, but happen to prefer a small one offering luxurious appointments.

If you're accustomed to nice things, we have a couple of suggestions.

For the Hatchback or Notchback, a vinyl roof cover can be ordered in nine colors, in combination with various interiors and exterior colors.



Comfortilt steering wheel is a new option and a comfort for tall people. Order it and you can adjust the wheel up or down to your most comfortable driving position, and also tilt the wheel up out of the way to help make getting into and out of a Vega easier.



And some very good news to hear is that AM/FM/Stereo is now available for Vega.

For year-round driving comfort, you can order our Four-Season air conditioning system.



Auxiliary Lighting is a new package available. It's an array of illumination: an underhood light, glove com-



partment light and a "headlights-on" warning buzzer to remind you to turn off your lights when you park. And you also get a rear compartment light on the Wagons and Panel Express.

For firmer handling and a sportier appearance, you can add GM-Specification steel-belted radial ply tires, with black walls, white letters or white stripes.

Power brakes are available this year for the first time. And, of course, power steering can be another comfort, even in a little car. Ours is variable ratio, for ease of handling

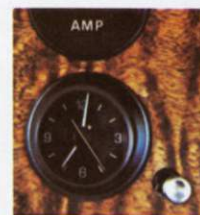
when parking or at cruising speeds.



Our available automatic transmission is three-range Turbo Hydra-matic. It shifts by itself, but if you should feel sporty you can handle it like a stick shift.

The Vega LX.

It's a deluxe version of the Notchback Coupe, with a vinyl roof cover, protective side moldings, wheel opening moldings, full wheel covers, Custom Interior trim, sport steering wheel, an electric clock, additional sound insulation and so on.



Our new Special Custom Interior.

It's about as nice as you'd find in any car, yet you can have it in our little economy Vega. It's available on Hatchback and Wagon models.

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The new Special Custom Interior.

In comfort and in appearance, it's very plush indeed. It includes thicker floor carpeting; color-keyed seat belts, steering wheel, column and instrument cluster; soft, foam

headlining; additional wood-grained accents; specially shaped "European" front bucket seats; a 2-position driver's seat; and a special knit cloth trim with matching trim on the lower door panel.

Those are a few of the options you can order to really dress up your Vega. On the next page we present a lot more.

Available options and accessories to make "a" Vega "your" Vega.

Find a comfortable seat (inside a Vega maybe?) and use this checklist to figure out what kind of Vega you would most like to own.

Models.

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

Colors.

- ☐ Antique White ☐ Bright Blue*
- ☐ Light Green* ☐ Dark Green*
- ☐ Cream Beige ☐ Bright Yellow
- ☐ Sandstone ☐ Bronze*
- ☐ Dark Red* ☐ Light Red
- ☐ Orange*

*Metallic

Standard and available interiors.

- ☐ Standard all-vinyl. ☐ Standard cloth-and-vinyl. ☐ Custom all-vinyl. ☐ Custom cloth-and-vinyl. ☐ Special Custom cloth-and-vinyl.

Standard and available power teams.

- ☐ Standard 140 engine.
- ☐ Standard 3-Speed transmission. ☐ 140-2 engine with two-barrel two-stage carburetor (included with GTs). ☐ Turbo Hydra-matic automatic transmission with tunnel-mounted console. ☐ 4-Speed manual transmission with simulated leather boot. ☐ Positraction rear axle.

Other available options.

- ☐ Decor Group (for Notchback only). Included on LX, or when Custom Interior and Custom Exterior are both ordered. Includes bright side window moldings and adjustable floor position for the passenger front seat.
- ☐ Custom Exterior (not available with LX or Estate models). 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.
- ☐ Auxiliary Lighting.
- ☐ Vinyl roof cover (for Hatchback and Notchback, included with Notchback LX).
- ☐ Front and rear bumper impact strips.
- ☐ Deluxe front bumper guards.
- ☐ Bright metal door edge guards (except Estate).
- ☐ Sport stripes (GT only).
- ☐ Color-keyed front and rear floor mats.
- ☐ Electric clock (included with LX and GT).
- ☐ Electro-Clear rear window defogger.
- ☐ Day-night rearview mirror (included with Custom Interior and on LX and Estate).
- ☐ Dual sport mirrors (included with GT).
- ☐ Four-Season air conditioning (includes larger generator, heavy-duty radiator).
- ☐ Rear window air deflector for Wagon and Panel Express.
- ☐ Soft-Ray tinted glass.
- ☐ Special instrumentation (included with GT).
- ☐ Body side molding with vinyl insert (included on LX; not available on Estate).

- ☐ Power brakes.
- ☐ Power steering.
- ☐ AM radio.
- ☐ AM/FM radio.
- ☐ AM/FM/Stereo radio. (With factory-installed radios, the antenna is in the windshield.)
- ☐ Rear seat speaker.
- ☐ Sports suspension package with front and rear stabilizers and white lettered tires (included with GT).
- ☐ Adjustable driver's seat back (included with GT and Estate Wagon).
- ☐ Sport steering wheel (included with GT, LX and Estate Wagon).
- ☐ Wheel trim rings (included with GT).
- ☐ Swing-out rear side windows (coupes only).
- ☐ Comfortilt steering wheel.
- ☐ Custom Deluxe color-keyed seat and shoulder belts.
- ☐ BR78 x 13B GM-Specification steel-belted radial ply white stripe tires.

Option availability often depends on model and other equipment selected. Your dealer can answer any specifics. Accessories available through your dealer include:

- ☐ Citizens' Band transceiver.
- ☐ Portable spotlight.
- ☐ Adjustable wind deflectors.
- ☐ Right-side rearview mirror.
- ☐ Mast-type antenna.
- ☐ Litter container. ☐ Tissue dispenser. ☐ Fire extinguisher.
- ☐ Highway emergency kit.
- ☐ Compass. ☐ Locking gas cap. ☐ Luggage rack. ☐ Ski rack. ☐ Hatchback "Hutch," the tent-like accessory shown on the opposite page.



Sport mirror.



Tachometer.



Swing-out rear side window.



4-Speed shift lever.



2-position adjustable driver's seat.



Luggage rack.



Day-night rearview mirror.



A "Hutch" for the Hatchback.



Rear window defogger.



Turbo Hydra-matic.



AM/FM/Stereo.



Wheel trim rings.

ECONOMY PLUS DETAILS.

Some Vega standard features.

☐ Front styling includes grille louvers molded into front panel, recessed headlights and rectangular parking lights ☐ Large rectangular taillights ☐ Power-Beam headlights ☐ Curved side windows ☐ Flush-style door handles ☐ Full door-glass styling on all models ☐ Power ventilation system ☐ Cigarette lighter ☐ Cut-pile carpeting ☐ Padded instrument panel and sun visors ☐ Convenient map pocket in driver's door ☐ Tunnel-mounted transmission control with all power teams ☐ Tunnel-mounted parking brake ☐ Recessed pull-open door handles ☐ Molded full foam front bucket seats ☐ 16-gallon fuel tank ☐ Double-panel roof ☐ Delcotron generator with built-in solid-state regulator ☐ Sealed side-terminal battery with flame arrestor battery caps ☐ Coolant recovery system ☐ Magic-Mirror acrylic lacquer finish ☐ Full Coil suspension system with computer-selected springs ☐ Audible wear sensors on front disc brakes ☐ Retracting bumper system with spring-mounted aluminum bumpers front and rear.

Plus these new features for 1975.

☐ Larger outside rearview mirror ☐ Larger front suspension lower ball joints with wear indicators ☐ GM-developed catalytic con-

verter ☐ High Energy Ignition system ☐ New fuel filler cap and filler neck designed to accept only the new small-diameter unleaded fuel pump nozzles ☐ Low coolant level warning light.

Occupant protection features.

☐ Seat belts with pushbutton buckles for all passenger positions ☐ Two combination seat and shoulder belts for driver and right front passenger (with reminder light and buzzer, inertia reel and starter interlock) ☐ Front seat head restraints (built into seat backs) ☐ Energy-absorbing steering column ☐ Passenger-guard door locks ☐ Safety door latches and hinges ☐ Folding seat back latches ☐ Energy-absorbing padded instrument panel and front seat back tops ☐ Contoured windshield header ☐ Contoured full roof inner panel ☐ Thick-laminate windshield ☐ Padded sun visors ☐ Safety arm-rests ☐ Safety steering wheel ☐ Side-guard beams ☐ Cargo-guard bulkhead between the back seat and the trunk (Notchback only).

Accident prevention features.

☐ Side marker lights and reflectors (front side marker lights flash with direction signal) ☐ Parking lights that illuminate with headlights ☐ Four-way hazard warning flasher ☐ Back-up lights ☐ Lane-change

feature in direction signal control ☐ Windshield defrosters, washers and dual-speed wipers ☐ Wide-view inside mirror (vinyl-edged, shatter-resistant glass and deflecting support) ☐ Outside rearview mirror ☐ Dual master cylinder brake system with warning light ☐ Starter safety switch.

Anti-theft features.

☐ Anti-theft ignition key reminder buzzer ☐ Anti-theft steering column lock ☐ Inside hood latch release.

Some exterior dimensions.

Wheelbase	97.0"
Length (overall)	175.4"*
Width (overall)	65.4"
Height (loaded)	51.9"†
Tread—front	54.8"
Tread—rear	53.6"

†Hatchback, 49.8"; Wagon, 51.6"

*176.4" with available front and rear impact strips

1975 Vega. See what it's like to drive a winner.

Vega honors include: *Car and Driver* Readers' Choice, Best Economy Sedan '71, '72, '73. *Motor Trend*, Car of the Year, '71; Economy Car of the Year, '73 GT.



Increased maintenance intervals.

	1975	1974
Engine Oil	6 months or 7,500 miles	4 months or 6,000 miles
Oil Filter	First 7,500 miles, every 15,000 miles thereafter	First 6,000 miles, every 12,000 miles thereafter
Spark Plugs	22,500 miles	6,000 miles
Chassis Lubrication	6 months or 7,500 miles	4 months or 6,000 miles

Chevrolet

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