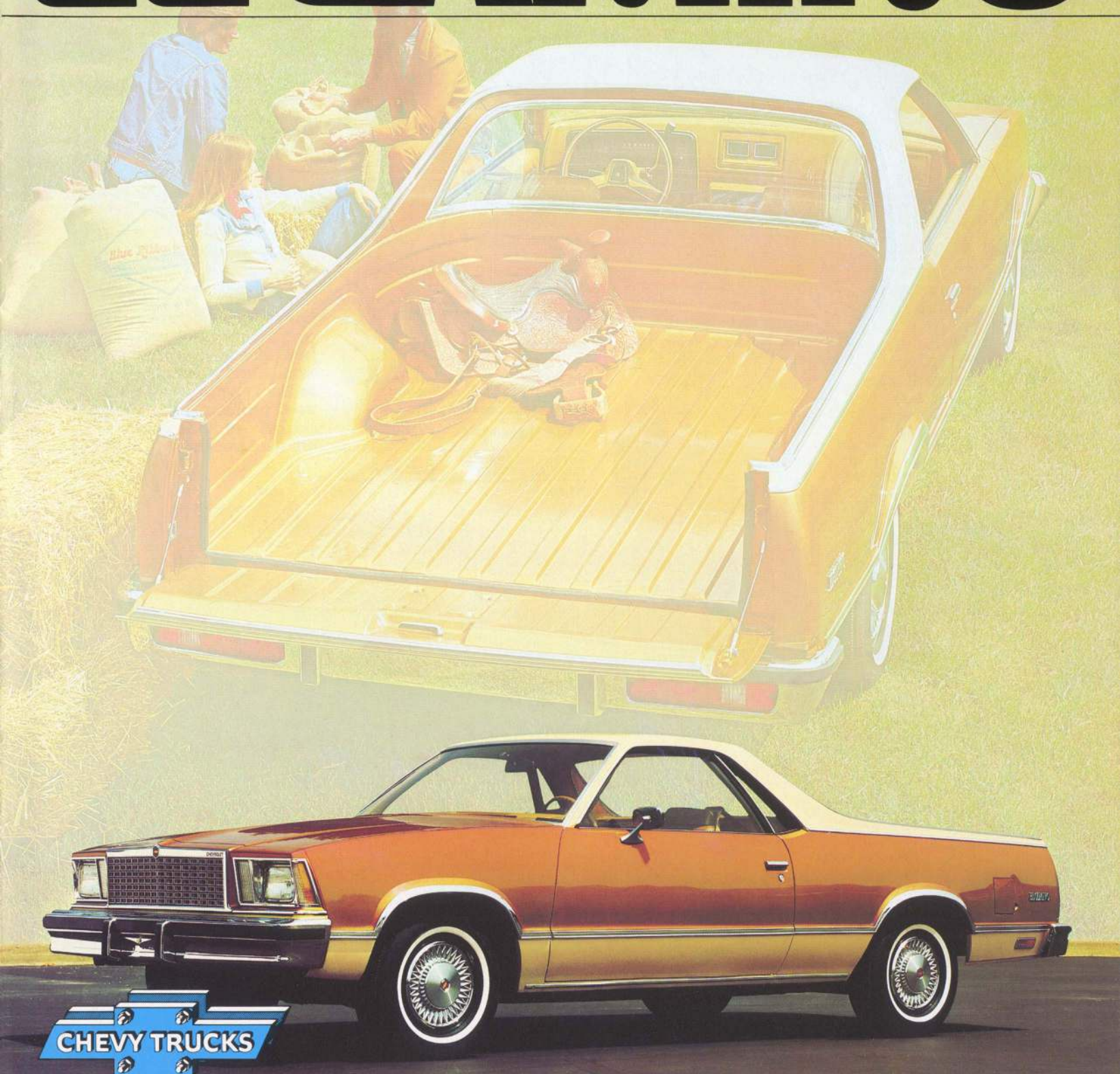


'78 CHEVY EL CAMINO



THE ALL-NEW

INCREDIBLY,

Chevy El Camino is new and redesigned for 1978. Its wheelbase has been increased from 116 to 117 inches to help provide a smooth, easy ride. Yet, it's shorter and slimmer than last year's model. So it's easy to manage in tight traffic and parking places. It's

Come on in. Sit tall, wide and handsome.

This is no ordinary truck. New slender doors and a thin-profile seat back add to the roomy interior. The tasteful El Camino model comes with a standard split-back bench seat (right) and all-new instrument panel design with rectangular

instrument cluster. Perhaps you'd like the convenience of an available split-back seat (far right) with dual fold-down center armrests. Then, for sport-car-type excitement, there are contoured Strato-bucket seats (below), available with center console containing the transmission shift lever and storage compartment.



Many vehicles in this catalog are shown with available factory-installed options, dealer accessories and specialized equipment from various independent suppliers.

© 1977—Chevrolet Motor Division, General Motors Corporation.

EL CAMINO

IT'S ALSO A TRUCK.

lighter, too. And inside, where it really counts, you'll find more head and leg room than last year's model. For efficiency, there is new V-6 power, too. See engine chart included with this catalog or available from your Chevy dealer.



Behind every El Camino passenger compartment there's a hard-working Chevy truck.

There's the same 38 cubic feet of ribbed steel cargo space and the same 800-pound carrying capacity of earlier models. The new El Camino and the El Camino SS model (shown

inside) have a formal grille, bold rectangular headlights, aerodynamically shaped roofline, glass side quarter windows and a wraparound rear window. The Conquista exterior trim package (on front and back covers) showcases El Camino even more.



SEE WHAT'S NEW TODAY FROM CHEVROLET.

For 1978, the El Camino Sedan Pickup is totally impressive to look at—to work with—and most inspiring of all, to drive. It is available in three separate versions.

The El Camino.

Standard features include: Frameless door glass and thin pillars • Bright pickup box, wheel opening, rocker panel, quarter window and roof drip moldings • Full wheel trim covers • Bright windshield and rear window moldings • Padded instrument panel • Deluxe vinyl door and side panels and cloth with foam-padded headliner • Full-depth, padded arm-rests in both doors • Nylon cut-pile carpeting, color-keyed to trim • 10" prismatic rearview mirror.

The El Camino Super Sport.

Includes the following additions:

- Large front air dam
- Matching sport mirrors
- Special black paint treatment behind grille openings
- Choice of six paint accent colors on lower body
- Decal stripes accent the paint break lines
- Rally wheels, painted to match lower body accent color
- P205/75R x 14 steel-belted radial tires
- "Super Sport" identification on lower door and tailgate
- "SS" identification on instrument panel.

The El Camino Conquista.

Includes an available special paint treatment consisting of basic body color on roof, upper portion of pickup box, lower body sides and tailgate. A special accent paint color is in center section of body side and lower portion of

tailgate. Also included are black painted door belt and quarter window moldings; bright moldings along upper side of pickup box and tailgate; bright molding along lower side of body over both front and rear wheel openings; Conquista decal on tailgate.

All models have these outstanding features. New longer wheelbase.

A new 117-in. wheelbase provides the basis for the redesigned, well-proportioned styling of El Camino in 1978.

Generous head and leg room.

Head and leg room have actually been increased over last year's model.

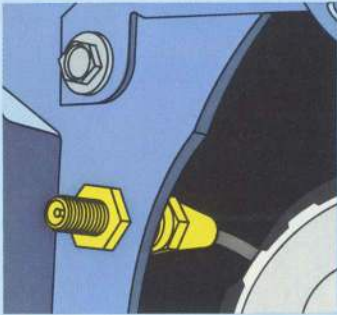
Standard bench seats.

Four-inch-thick, foam cushioned seat with handy split back is standard. Upholstered in choice of new knit cloth or textured all-vinyl. Offered in Black, Light Blue, Camel Tan, Carmine or Dark Green.



Concealed storage and spare tire compartment.

Both sides of split-back seat back fold down for easy access to in-cab storage area. For '78, the spare tire is stored horizontally behind the right-hand seat for increased space. Includes extractor for easy removal.



Air-adjustable shocks.

Standard air-adjustable rear shock absorbers help stabilize the El Camino at any load up to the maximum load rating and prevent "bottoming out" with heavy loads. Air is pumped into rear shocks through a special valve inside the fuel filler door.

A word about engines.

The Chevrolet Trucks in this catalog are equipped with GM-built engines produced by various divisions. Please refer to the engine chart included in this catalog or available from your dealer for complete details about engine sources and availability.

New standard high torque V-6 power.

For the '78 El Camino, Chevrolet is offering an efficient new V-6 engine as standard. It's a 3.3 litre (200 CID) V-6 with Dualjet carburetor, aluminum-inlet manifold, cast iron cylinder heads and block. A 3.8 litre (231 CID) V-6 2-barrel engine is required in California.

Two short-stroke V-8s.

El Camino offers a choice of two powerful V-8s. Both are available for a wide range of tough job applications. A 305 V-8 with 2-barrel carburetor features valve-in-head design for free breathing, precision-balanced crankshaft and full-jacket cylinder cooling. The 350 4-barrel V-8, the only V-8 available in California, delivers greater horsepower and torque than the 305 V-8.

	3-SP.*	4-SP.*	AUTO.
STANDARD 3.3 litre V-6 ENGINE (except California)	•		•
STANDARD 3.8 litre V-6 ENGINE (California only)			•
AVAILABLE 305 V-8 ENGINE		•	•
AVAILABLE 350 V-8 ENGINE		•	•

*Not available in California.

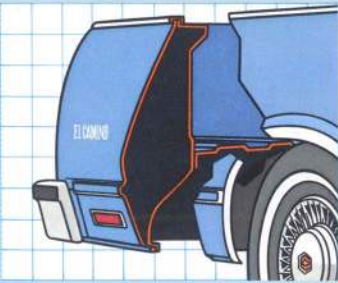
Transmissions.

Standard transmission with the V-6 engine is a fully synchronized 3-speed. Smooth automatic transmission is required with both available V-8 engines. It's also available with the new 3.3 litre V-6 and required with California's 3.8 litre V-6 engine. A 4-speed manual is available with V-8s, except in California.

Recommended service intervals.

SPARK PLUGS	V-8's 22,500 miles*
ENGINE OIL	12 mo. or 7,500 miles
OIL FILTER	First 7,500 miles Every 15,000 miles thereafter
AIR CLEANER ELEMENT	30,000 miles
CHASSIS LUBRICATION	12 mo. or 7,500 miles
AUTOMATIC TRANS. FLUID AND FILTER	Every 60,000 miles

*45,000 miles for L-6

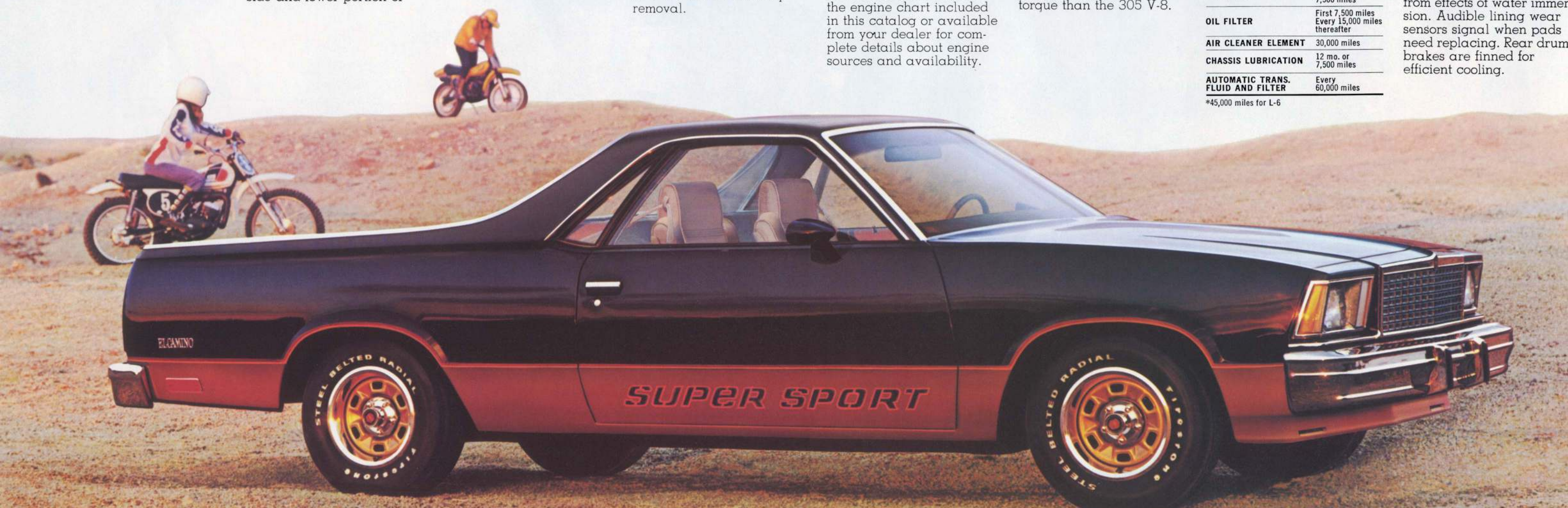


Tough, double-wall construction.

Cargo box walls are constructed of two panels of steel. The inside can take minor dents and nicks without showing through to the outside. Doors and hood have double-wall construction. Outer fenders have an inner fender to help protect against the effects of water and salt.

Standard front disc brakes.

Single-piston, floating-caliper-type helps resist fade and assists quick recovery from effects of water immersion. Audible lining wear sensors signal when pads need replacing. Rear drum brakes are finned for efficient cooling.



EL CAMINO AVAILABLE OPTIONS.

Chevrolet offers a wide selection of available options to help you add even more luxury and utility to your new El Camino.



Air conditioning.

Four-Season system handles cooling, dehumidifying, heating, defrosting and defogging.



Stereo tape system.

Radio dial conceals tape slot when not in use. Available when you order a Delco AM or AM/FM stereo radio. With factory-installed radio, the antenna is mounted in the windshield or a new power-operated, mast-type antenna is available.



Comfortilt steering wheel.

Wheel adjusts to six different positions.

Power steering.

Power steering is available with 6-cylinder El Camino models, required with V-8 engines.

Power windows and door locks.

Separate controls at each door.



Dual sport mirrors.

Both right- and left-hand mirrors match body color. Driver's-side mirror is adjustable by remote control; dual remote control sport mirrors are also available.

Cargo tie-downs.

Five special tie-downs recessed in the panels of the cargo bed help keep your load secure.

Choice of 14 exterior colors—10 new.

White, Silver Metallic, Black, Light Blue Metallic, Dark Blue Metallic, Camel Beige, Camel Tan Metallic, Saffron Metallic, Dark Camel Metallic, Carmine Metallic, Dark Carmine Metallic, Medium Green Metallic, Pastel Blue and Dark Green Metallic. A vinyl roof cover is available in seven different colors.



Styled steel wheels.

Styled, in-depth wheel covers have the appearance of finely spoked wheels.

A WORD ABOUT THE COMPONENTS AND OPTIONAL EQUIPMENT IN THESE CHEVROLETS:

The Chevrolets described in this brochure incorporate thousands of different components produced by various divisions of General Motors and by various suppliers to Chevrolet. From time to time during the manufacturing process it may be necessary in order to meet public demand for particular vehicles or equipment, or to meet federally mandated emissions, safety and fuel economy requirements, or for other reasons, to produce Chevrolet products with different components or differently sourced components than initially scheduled. All such components have been approved for use in Chevrolet products by Chevrolet Motor Division and will provide the quality performance associated with the Chevrolet name. □ With respect to factory-installed extra cost optional equipment, make certain you specify the type of equipment you desire on your vehicle when ordering it from your dealer. Before taking delivery of the vehicle, we suggest you verify that it includes the optional equipment that you ordered or if there are changes, they are acceptable to you.



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 in prices, colors, materials, equipment, specifications and models, and also to discontinue models. Chevrolet Motor Division of General Motors Corporation, Detroit, Michigan 48202. Litho in U.S.A.