

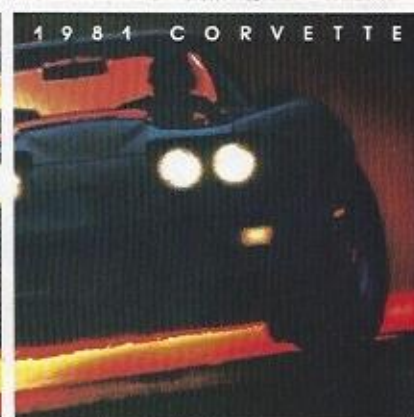
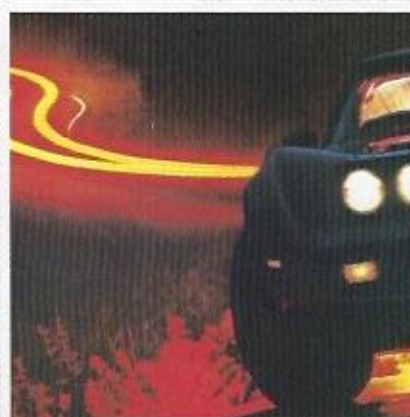
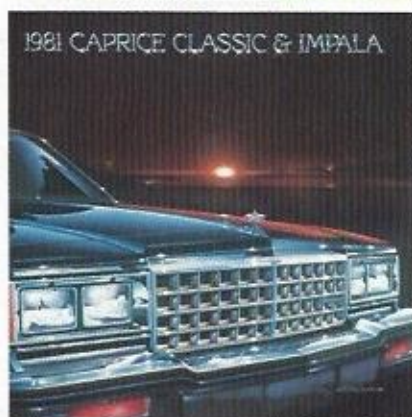
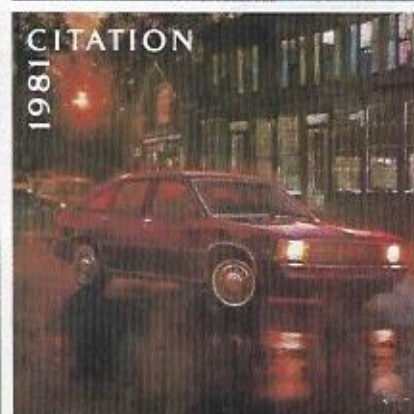
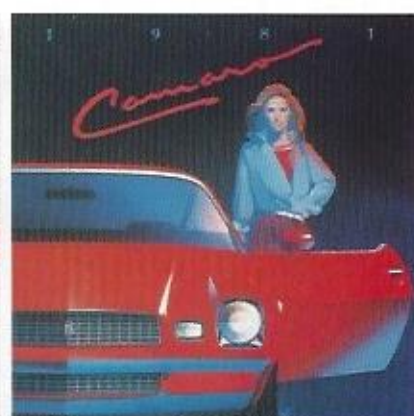
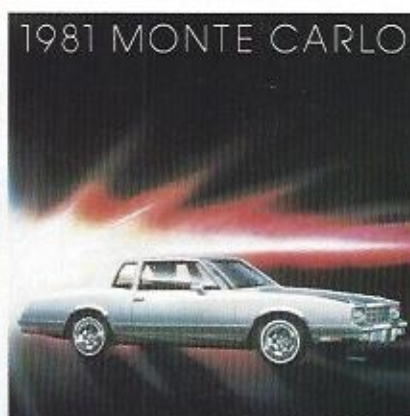
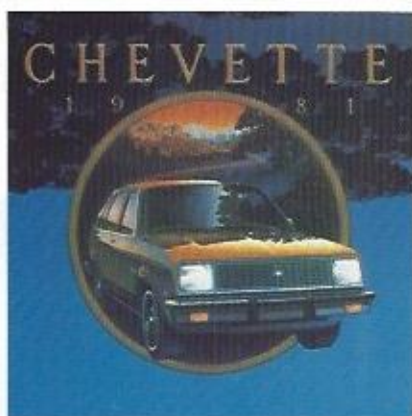
# THE 1981 CHEVROLETS

SEDANS

COUPES

WAGONS

TRUCKS



## MONTE CARLO. A matter of personal pride.

Every gleaming inch of the 1981 Monte Carlo points proudly to one fact: it is unmistakably a new Monte Carlo.

It is obvious in every crisp new line and engaging angle. In the way the light plays along the sweep of its new fender line, accentuating dramatic spears that mark the new Monte Carlo indelibly as a car unlike any other.

Low. Lean. Crisp. Aerodynamically styled. It is a personal car with an almost uncanny ability to turn heads. A car that will give full expression to the pride you have in yourself.

And yet, for all its sweeping lines and graceful curves, Monte Carlo is engineered to exist in a world of hard facts. Its body is literally bathed in rust-resistant primers. An on-board computer constantly monitors engine performance. (See details on back page.)

And under the hood rests a 3.8 Liter V6 that will move you with a smooth rush of power. Or you can order the optional turbocharged 3.8 Liter 4-Bbl. V6. It goes into operation when you command it, or when the situation calls for more power. You get the kind of performance you need for the driving situation at hand. You also get a distinctive hood and turbo identification.

We paid particular attention to the comfort of driver and passenger in the 1981 Monte Carlo. Elegant appointments, full foam cushioned seating and ample leg, hip and knee room come together in a gracious interior.

For all of its new styling and engineering excellence, the 1981 Monte Carlo is a modern, manageable, mid-size car of reassuring affordability.

As always, Monte Carlo is quality

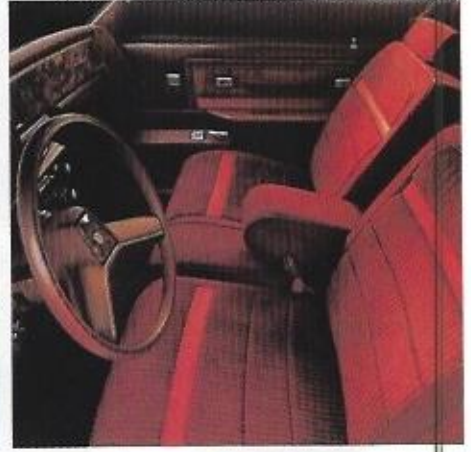
engineered and designed for value. 14 rubber-cushioned body mounts on the full-perimeter frame help isolate you from road noise and vibration. There's a sturdy coil spring at each wheel—computer selected to the car's particular weight and equipment. Many layers of acoustical material can be found throughout. Driver convenience is enhanced by power steering, automatic transmission, power front disc/rear drum brakes—all standard.

Monte Carlo's wide choice of options lets you add your own personal touches with removable glass roof panels, Custom Two-Tone paint. On the inside, choose the beauty of the Special Custom interior (includes 55/45 split front seat), sporty front bucket seats, plus other luxury, convenience and sports-oriented options.

Monte Carlo Sport Coupe shown with optional turbocharged V6.



Optional Monte Carlo Special Custom interior.



Monte Carlo Landau Coupe.

## CITATION. It works.

Citation is the best-selling new model Chevrolet has ever introduced. Because it works so well at everything it was designed to do. And Citation was designed to do a lot.

It works as a mid-size car and it has room for five. That's good news for family and friends on long trips or around town. Yet Citation is less than 15 feet long. For nimble parking.

It works with the traction of front-wheel drive. Citation pulls through mud, sand and snow. It tracks down backwoods trails and up mountain roads. With reassuring ease.

It works like a station wagon

because its hatch invites all sorts of gear. Remove the hidden storage cover, fold down the rear seat and Citation turns into a hauling hero with over 41 cu. ft. of available space. No more bags of groceries in your lap.

Yet, for all its practical value, Citation shines with personality. Indeed, a handsome bit of machinery. With all sorts of style, both standard and optional.

Citation for '81 continues to offer a lot of built-in value for your money. There's rack-and-pinion steering, a Full Coil suspension system, a transverse-mounted 2.5 Liter 4-cylinder engine and 4-speed overdrive manual transmission.

Other standards include AM push-button radio (which may be deleted for credit), flow-thru ventilation system, extensive anti-corrosion measures.

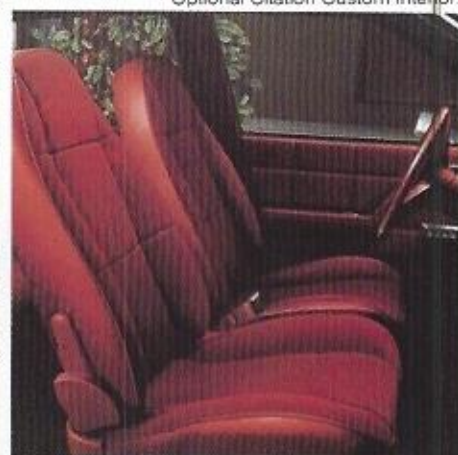
Citation for '81 is available in 2-Door and 4-Door Hatchback models. For the added thrill and excitement of driving a responsive, sporty-looking car, order the X-11 Sport Equipment Package (availability after November, 1980) and you get a high output 2.8 Liter V6, power brakes, sport-type suspension, bucket seats, black grille and body accents, sport steering wheel, steel-belted radial ply tires, aluminum wheels, and more. All included. And all excitement.

**Important Note:** Since the time of printing, some of this information may have been updated. Also, some of the equipment shown or described throughout this mailer is available at extra cost. See your dealer for catalogs and complete details before ordering.

Citation X-11 Hatchback Coupe.



Optional Citation Custom interior.



Citation 4-Door Hatchback Sedan.

## CHEVY CHEVETTE. One tough son of a gun.

One tough small car that's really going strong. And no wonder. America's best-selling small car has proved itself. From one coast to the other, Chevette's proved its solid durability in real-life use for over five years.

Traditional Chevrolet quality is its foundation. Chevette takes it from there with a host of specifics. Full Coil suspension. Extensive anti-corrosion treatments. Double-panel door, hood and deck-lid construction. And more.

Refinements for 1981 make this tough performer even better. The new Computer Command Control, for example. This on-board computer monitors the engine and reduces exhaust emissions to the lowest level in Chevrolet history.

For style, Chevette looks even better with its new contemporary flush-

mounted windshield. Extra glamor comes standard with new sporty styled steel wheels and bright-accented black grille on coupe and sedan.

Look at Chevy Chevette and you know you're getting a lot of car for your money. For 1981, Chevette gets the added appeal of a sport shifter.\* And it's housed in a handsome floor console.\* These features join the long list of traditional Chevette standards like AM radio,\* sport steering wheel,\* reclining front bucket seats,\* and even more. A 1.6 Liter 4-cylinder OHC engine is standard, as well as a built-in engine electrical diagnostic connector, rack-and-pinion steering, High Energy Ignition system, self-adjusting front disc/rear drum brakes. Plus a 50,000-mile replaceable air cleaner element and Delco Freedom II battery that never needs maintenance.

It all adds up to a hefty sum of good looks, lasting quality and dependability — without a hefty price tag.

**4-Door Hatchback Sedan.** Added leg room in the rear. Plus the convenience of four doors, a wide-opening hatchback for easy loading of cargo, an easy-to-fold rear seat with 28.6 cubic feet of wagon-like utility with the rear seat down. And beautiful, full foam cushioned comfort.

**2-Door Hatchback Coupe.** Room for four, in comfort and good looks to match. Fold the rear seat down and you have 27 cubic feet of cargo area. Open the wide hatchback and you have station-wagon convenience.

**Chevette Scooter.** Chevette quality and solid dependability for even less money. Many standard features.

\*Except Chevette Scooter Hatchback Coupe.

Chevette 4-Door Hatchback Sedan.



Chevette 2-Door Hatchback Coupe.



Optional Chevette Custom interior.

## MALIBU. A lot of room, a lot of pizzazz.

You don't buy a Malibu just because it has a lot of room inside. Or for the riding comfort, or the luggage space. You don't buy a Malibu just for its solid construction or Chevy value.

You buy a Chevy Malibu for all of these reasons, and more. Because what we have here, America, is a very comfortable family-size car with all kinds of value and common sense. It is also a car you'll enjoy driving.

Though trim and tidy on the outside, our mid-size Malibu sits six people of assorted sizes without making contortionists of them. And behind them, in the trunk, there's room for almost 17 cu. ft. of just about anything anybody would want to haul.

On the outside, on the inside, Malibu's a beautiful car. Trim. Uncluttered. Contemporary. There's a crisp,

formal roof line to the newly styled Malibu Classic and Malibu 4-Door Sport Sedans. Inside, Malibu is a bright and cheerful place to be. Contoured full foam seats are covered with rich upholstery to please your body and your eye.

Malibu feels great on the road. Small enough to slip easily into stingy parking places, yet big enough to give you a smooth and solid ride. Full Coil suspension, front stabilizer bar, V6 engine, cushioned body mounting system, full-perimeter frame along with radial ply tires, power steering and power front disc/rear drum brakes are all standard.

For 1981, we've made Malibu an even better car with increased corrosion protection, a jack that lifts the car from the side and new Easy-Roll tires. We've refined the styling with new grille, new taillights and new instrument panel.

**Malibu Classic.** Our top-of-the-line Malibu with special touches of elegance and sophistication. Like pull straps on the front doors, full wheel covers, added sound insulation, courtesy and glove compartment lights, dual horns, hood ornament, and more. A brand-new optional Custom interior provides sumptuous touches everywhere, including a 55/45 split front seat with fold-down center armrest. Malibu Classic is available in Sport Sedan, Landau Coupe, Sport Coupe or Wagon.

**Malibu.** We firmly believe Malibu is one of the best buys in America today for people who need the room and comfort of a six-passenger car. Standard are power steering, power front disc/rear drum brakes, wall-to-wall carpeting, and more. Available in Sport Sedan, Sport Coupe or Wagon.

Malibu Classic Sport Sedan.



Malibu Classic Landau Coupe.



Optional Malibu Classic Custom interior.

## CAMARO. The Hugger.

Personality, plus. With sleek, crisp, show-stopping good looks. An unmistakable zest for hugging the road and capturing the heart. And a flair for moving through life with style.

Camaro for 1981 is one well-rounded personal car. Practical to drive, with a wide selection of engine and transmission teams. Practical to own, with new features and engineering improvements. Since its introduction, Chevy engineers have continued to refine Camaro. You'll find this year's Camaro offers a truly impressive level of

roadability and performance. And for '81, they've added a power-assist to the front disc/rear drum brakes and a compact spare tire for increased luggage capacity as standard features.

**Sport Coupe.** A driver's car. Eager and anxious to move. Begging to be driven. With sporty transmission console, road-balanced suspension, power steering, and more.

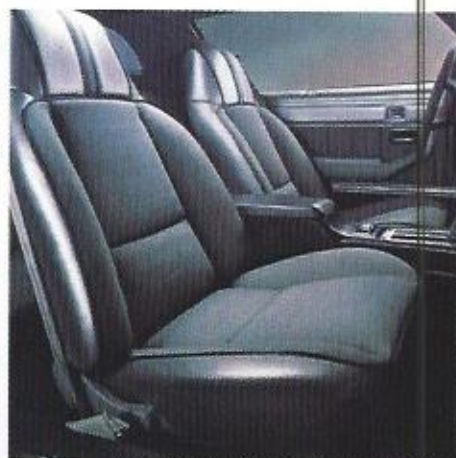
**Berlinetta.** The quietly sensational Hugger. With Custom interior trim—standard only on Berlinetta—and the Quiet Sound Group which helps exclude

exterior noise. Other distinctions include special lighting inside; Special Instrumentation, including tachometer, voltmeter, temperature gage and electric clock; special striping treatment and wire wheel covers.

**Z28.** It's tempting. To the one who wants performance. To the one who wants affordability. Or both. Together they represent a new era in the driving sport. Performance that's affordable. Tough Z28 sport suspension, 5.0 Liter V8, front air dam, hood scoop, rear spoiler are among Z28's special features.



Camaro Sport Coupe.



Optional Camaro Custom interior.

## CORVETTE. Still America's only true production sports car.

No other American car looks like or stirs the spirit like Corvette.

This is what a sports car was meant to be. Lean. Distinctive. Responsive and roadable. It's been that way since 1953. With an aerodynamic look and engineering to meet the demands of designer and enthusiast alike. With a tradition of evolutionary refinement. And with all the style that makes Corvette instantly recognizable.

These traditions continue for 1981

with notable new features. A fiberglass-reinforced Monoleaf rear spring reduces weight and eliminates interleaf friction to improve ride (with standard automatic transmission and base suspension).

New stainless-steel, free-flow exhaust manifolds cut weight and help improve power output. New auxiliary electric fan cuts in quietly and automatically when extra engine cooling is needed.

And there's much more that's new and standard. An improved Delco

Freedom II maintenance-free battery with longer life and increased staying power than the original Freedom battery. New chrome-plated air cleaner cover. Improved anti-theft alarm system.

Other standards include a 5.7 Liter 4-Bbl. V8. Four-speed fully synchronized manual transmission or automatic transmission. Cloth or leather-faced bucket seat interior. And much more.

If you own only one sports car in your life, it should be the 1981 Corvette.



Corvette Coupe.



Corvette interior.

## CAPRICE CLASSIC and IMPALA. You can spend more. The question is, why?

**Caprice Classic.** You have a need to be comfortable. But a wish to be sensible. You want elegance. But with relevance. The times demand it. And Caprice Classic for 1981 delivers it.

Look at this car. It speaks of success. But not of excess. It is at once both lean and luxurious, yet relevant to today in both features and cost.

But to gain the full measure of appreciation for today's Caprice Classic, behind the wheel is where you belong. Feel the crisp maneuverability in heavy city traffic. Feel the rich new textures of fine velour upholsterings. Feel the smooth, undaunted ride and the thickly cushioned comfort of the foam-molded seating.

Then consider the price . . . and you may find yourself reaching several inescapable conclusions. You can spend

more, and maybe get less than Caprice elegance. The question is, why?

Caprice Classic is available in Sedan, Landau Coupe, Sport Coupe or Wagon.

**Impala.** A definition of full-size value for 23 years. And this year is no exception. Impala's trim size seats six comfortably. And this lowest priced of our full-size cars comes with a big 20.9-cu.-ft. trunk, the same as Caprice Classic. As with Caprice Classic, Impala treats you to some very desirable standard features. Power steering. Power front disc brakes. Automatic transmission. A V6 engine for sedans and coupes. A small 4.4 Liter (5.0 Liter in California) V8 for wagons. Also Easy-Roll steel-belted radial ply tires, maintenance-free Delco Freedom II battery and more anti-corrosion protection than ever before.

We invite you to examine the 1981

Caprice Classic and Impala with an eye on technology. You'll discover the new Computer Command Control, an on-board computer that monitors engine performance and reduces exhaust emissions to the lowest level in Chevrolet history. Also, the optional new automatic transmission with overdrive (available only with optional 5.0 Liter V8) to let the engine run slower at highway speeds and to help quiet the ride.

And for even more built-in value, Chevrolet gives you lengthy recommended service intervals . . . a High Energy Ignition system including spark plugs of 30,000-mile duration . . . and a built-in engine diagnostic connector so your engine electrical system can be monitored quickly by service technicians.

Caprice Classic Sedan



Impala Sport Coupe



Caprice Classic Sedan with optional Special Custom interior.

## CAPRICE CLASSIC and IMPALA WAGONS. Comfort with utility.

Clearly the 1981 Chevrolet Caprice Classic and Impala know what's wanted in wagons. And deliver it in style.

With full-size roominess geared toward families or functions, they offer the special features that underscore their usefulness. Yet a trim contemporary design grants them special appeal, an added dimension. A 116-inch wheelbase for driving ease in city traffic and parking situations and for riding comfort on the highway.

Among the 1981 features we believe you'll especially like is the new automatic transmission with overdrive with the optional 5.0 Liter V8. Or you may prefer the diesel performance of the optional 5.7 Liter V8.

Of course, our Chevrolet Wagons are loaded with standard features that add to your driving and riding pleasure.

The new Computer Command Control emission and fuel control system for gasoline engines. A 4.4 Liter (5.0 Liter in California) V8. Power steering. Power front disc/rear drum brakes. Computer-selected Full Coil suspension.

Chevrolet Wagons also include a convenient three-way doorgate that swings wide or drops down to provide a load-floor extension (and a great picnic table). The four-foot-wide, generously scaled load area absorbs a remarkable number of bulky things or vacation luggage. There's a large, lockable storage compartment under the rear cargo floor, plus a side lockable storage compartment and the convenience of built-in utility trays.

Among the many options you can order to personalize your new Chevrolet Wagon is the rear-facing, folding third

seat that lets you take more passengers along.

**Caprice Classic.** With the extra touches that are the trademark of our top-of-the-line Chevrolet Wagon. On the inside you'll see comfort and elegance. A fold-down center armrest for the front seat, color-keyed carpeting on the lower door panels, special trim on the steering wheel and instrument panel. Order the optional Estate Equipment and you will also have the beauty of simulated wood-grain on exterior body side and tailgate panels.

**Impala.** Here's an exceptional full-size wagon value with a wide array of standards and selection of options to suit your own good taste. Examine the uncluttered beauty, the simplicity of Impala's lines. The wonder is, a design so elegant and enduring was conceived primarily for sensible practicality.

Caprice Classic Wagon with optional Estate Equipment.



Impala Wagon.



More than 87 cu. ft. of cargo space.



## MALIBU WAGONS. 6-passenger roominess. V6 power.

Any way you look at it, Malibu Wagons for 1981 are trim, uncluttered, contemporary.

But people buy Malibu for reasons other than stylish good looks. Malibu Wagon, as you might expect, is a talented handler of loads. There is room for up to six people. Or, with the back seat down, more than 71 cubic feet of cargo. Plus storage bins on both sides and concealed storage beneath the floor.

V6 power is standard. Also power steering, power front disc brakes, Full Coil suspension with computer-selected springs, full wheel covers and bright chrome-plated front and rear bumpers.

What may come as a surprise is how well Malibu travels a road. With a wheelbase just 108.1 inches long, Malibu has the agility to maneuver through city parking and into tight

parking spots. It is a responsive vehicle with a smooth ride.

We think you'll enjoy driving it.

In short, it's a very nice wagon. It's also a very nice car.

Like the new Malibu cars, the wagons are beautifully finished inside with a restyled instrument panel, distinctive trim, one-piece passenger compartment carpeting.

Malibu's versatile two-way hatchgate is a convenience you'll especially like. Flip up the top window and you can load packages when you're in a tight parking spot. Or open the hatchgate fully when you have bulky items to load.

New for '81 is the Delco Freedom II battery. It has more staying power than the original Freedom battery. And it's maintenance-free. Also new are GM-Specification Easy-Roll tires which

reduce rolling resistance. Another new feature is the side-lift frame jack.

**Malibu Classic.** We've added new styling refinements for 1981. New front grille styling, new full wheel covers with distinctive diamond design, new interior upholstery. Order the optional Estate Equipment Package and your Malibu Classic will be dressed up in handsome simulated wood-grain-vinyl panels along the sides and tailgate.

**Malibu.** All the features that make Malibu the popular Chevy it is. Room for the family and things you need to carry. Riding comfort. Solid construction. The wonderful way it feels when you slip behind the wheel.

Malibu Classic Wagon.



Versatile hatchgate.



More than 71 cu. ft. of usable cargo space.



Hidden storage compartment.

## CHEVY PICKUPS

New Chevy pickups have a bold new aerodynamic style. They weigh less than last year but have greater maximum payloads. There's a smooth running 4.1 Liter (250 Cu. In.) Six. A new optional 5.0 Liter (305 Cu. In.) V8 (not available in California) with Electronic Spark Control. New paint options. Improved corrosion protection. New interior comfort with the same big roomy cab. Plus the strong Chevy features you've come to expect: Massive Girder Beam suspension on 2-wheel-drive models, full-perimeter steel frame, and double-wall construction. Fleetside or Stepside models available with a 6½-ft. or 8-ft. cargo box. Fleetside also available with dual rear wheels.



Chevy Silverado Fleetside Pickup

## CHEVY EL CAMINO

The 1981 Chevy El Camino blends the proven ability of a hardworking truck with the appeal of a thoroughly handsome automobile. A proven combination of rugged beauty, elegance and value. This year there are some significant improvements, too: fresh styling inside and out, important technological refinements, new options, new elegance and more!



Chevy El Camino Conquista

## CHEVY LUV

The new Chevy LUV is completely restyled, with scores of improvements. The sleek, aerodynamic new looks tell you this is a small truck aimed at delivering pep, pleasure and a hard day's work. Inside LUV, discover more leg room and shoulder room than before. There's handsome new interior styling. Plus added conveniences such as a "Smart

Switch" that's really a combination wiper, turn indicator and headlight dimmer switch rolled into one.

Of course we kept the features that were just too good to give up. Such as LUV's long 7½-ft. cargo box. And payload capacity of up to 1680 lbs., including driver, passenger, equipment and cargo.

The optional Chevy LUV 4-wheel-drive model has the trim shape and ground-grabbing traction it takes to get you through wide-open spaces or tight squeezes. And there's an optional 4WD sport decal package. Produced by Isuzu Motors of Japan for Chevrolet Motor Division. (Availability beginning December 1980.)



Chevy LUV with 7½-ft. cargo box.



Optional Mikado interior.

## CHEVY SPORTVAN

With available seating for up to 12, the Sportvan is known as a very sensible and comfortable people mover. And for 1981, Chevy Sportvan has taken steps to become even more so. With smooth running 4.1 Liter Six. A new optional 5.0 Liter (305 Cu. In.) V8 with Electronic Spark Control which provides surprising horsepower for an engine its size. It has a substantial 9.2:1 compression ratio.

Yet this engine operates on low octane, *unleaded* fuel! In California a 5.7 Liter (350 Cu. In.) 4-Bbl. is available in all models. New colors. New trim. New standard high-back seats. And an entirely new Bonaventure model. For '81, Chevy has retained such rugged Sportvan features as Massive Girder Beam suspension and unitized body-frame construction. Whether you've got a

lot of people to move—or a lot of load—Sportvan's the practical, spacious way to do it. For busy families, for cost-conscious business, for van-pooling, Chevy Sportvan's never made more sense than right now.



Sportvan with available seating for 12.



The optional new Sportvan Bonaventure interior.



Chevy Blazer Silverado with 4-wheel drive.

## CHEVY BLAZER

The new Chevy Blazer retains the traditional features that have made it a long-standing favorite with 4-wheel-drive enthusiasts. Yet it offers numerous improvements that make it even more desirable in 1981. It has a strong Chevy truck build, but this year there's a sleeker new aerodynamic style. Blazer has kept its tough double-wall construction and channel-type steel frame, but this year Blazer is lighter in weight. Plus the '81 4WD model Chevy Blazer has a new, improved 4-wheel-drive system with automatic locking front hubs.



Chevy Suburban Silverado.

## CHEVY SUBURBAN

Chevy's superwagon has been restyled for 1981. Outside, there is new aerodynamic styling, with new moldings and paint treatments. Inside, we kept the interior space and versatility that's made Suburban a perennial crowd-pleaser. Suburban seats up to nine passengers with the optional folding second and removable third seat. And it holds up to 144 cu. ft. of cargo with the second seat folded and the third seat removed. With its rugged truck build, Suburban can be equipped to move up to 15,000 lbs., including itself, passengers, cargo and trailer.

## A WORD ABOUT ENGINES

The Chevrolets shown in this mailer, except LUV truck, are equipped with GM-built engines produced by various divisions. See your Chevrolet dealer for details.

## COMPUTER COMMAND CONTROL

Every 1981 gasoline-engined Chevrolet passenger car and El Camino includes a sophisticated, thoroughly tested on-board computer as standard equipment. It gives you the cleanest-burning gasoline engines in Chevrolet's history. And points the way to impressive fuel economy.

That's just the beginning of the benefits. By continuously monitoring your engine's functions, Computer Command Control adjusts the performance of your car under all operating conditions — continuously — as you drive. Air-fuel mixtures are constantly adjusted to driving conditions, and the system compensates for altitude, barometric pressure and temperature changes. And, when compared to last year, the

system actually reduces the number of recommended maintenance operations.

We believe that the Computer Command Control will enable the Chevrolet Motor Division to achieve the highest average fuel economy in its history\* and, at the same time, reduce exhaust emissions to the lowest level in Chevrolet history.

Computer Command Control is also self-diagnostic. In fact, should a malfunction occur, the system will help diagnose it and pinpoint the problem for your Chevrolet service technician. Another benefit of Computer Command Control is that it is covered by the 5-year/50,000-mile emission system warranty. Ask your dealer for details.

\*This is a measure of Chevrolet Motor Division's fuel economy based on a projected sales-weighted average of the EPA combined mileage estimates for all Chevrolet passenger cars and El Caminos produced during this model year.

The right is reserved to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models. Check with your Chevrolet dealer for complete information.



August, 1980

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