


1975 MONTE CARLO

CATALYTIC CONVERTER EQUIPPED

*When a car makes you feel good
about its looks, that's styling.
When it makes you feel good about
yourself, that's character.*



And that is what Monte Carlo 1975 is all about. It's Chevrolet's offering for the discriminating side of you—honest and tasteful with classic design and handsome interiors. Monte Carlo is also neat in size, agile and responsive—a superb driving experience. And though it comes well equipped, a lengthy roster of available features lets you make Monte Carlo as personal as your signature. Why not give in to your desire for distinguished yet sensible driving? And enjoy, enjoy.



Chevrolet

SEE WHY MORE CANADIANS BUY CHEVROLET

Some of the equipment illustrated in this catalogue is optional at extra cost.

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MONTE CARLO FROM CHEVROLET. A CAR THIS IMPRESSIVE WOULDN'T HAVE TO BE SENSIBLE. BUT IT IS.

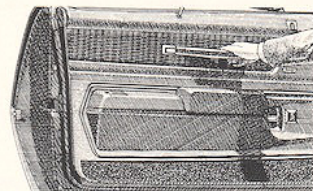


Though Monte Carlo's exceptional styling is what first attracts you, the inside is where you experience the car's real driving pleasure.

And the inside can be a truly inviting place with the new Custom Interior. For here is Monte Carlo's interior at its best — a perfect match for its stately exterior. Get in and savor its good taste, refinement and quiet comfort.

When you select the available Custom Interior, you're faced with a pleasantly difficult decision. Choose either the 50/50 reclining passenger seat (shown below and left) or swivel bucket seats that swing around to a full 90°. Both give you an opportunity to further personalize your Monte Carlo.

The 50/50 reclining seat offers superb passenger travel comfort with a seat back that adjusts to a gently reclining position. And for the driver's seat, a six-way power adjustment is available.



Seats are of molded full foam construction, covered in a smart checked knit cloth in black, sandstone, blue, red or green. A handsome color-coordinated effect is created with knit cloth repeated in the upper door paneling and rich cur-pile nylon carpeting which extends up the lower door panels.

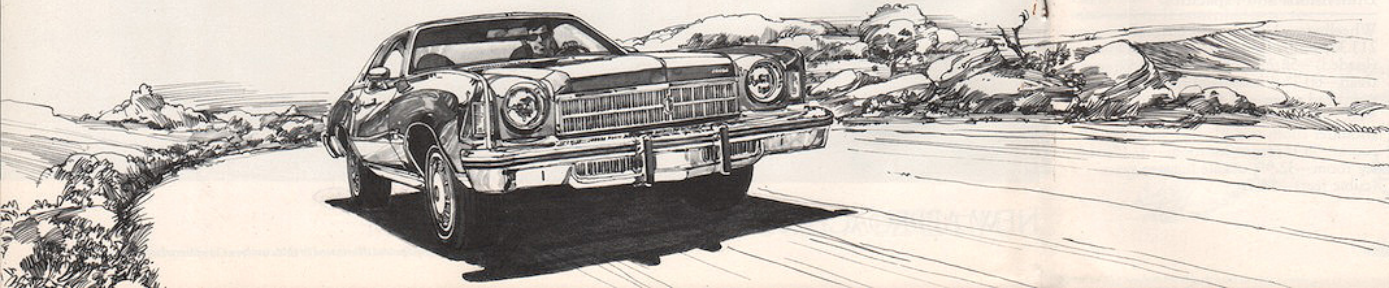
As with all Monte Carlo interiors, door pull straps are included for added convenience.



MONTE CARLO '75 INTRODUCES A BEAUTIFUL NEW APPROACH TO COMFORT.



Monte Carlo Coupe.



STANDARD FEATURES



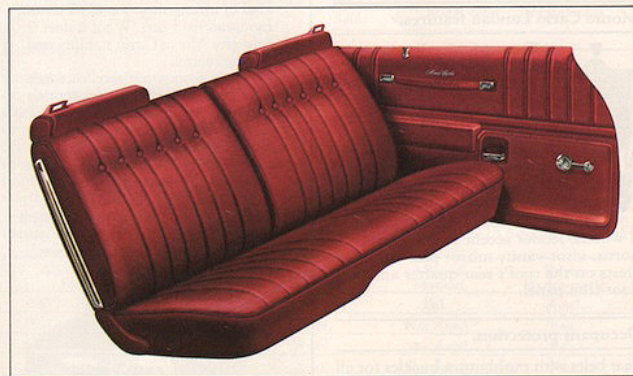
MONTE CARLO'S STANDARD FEATURES MAKE IT A VERY UNSTANDARD KIND OF CAR.

Ever since its 1970 model introduction, Monte Carlo has been enthusiastically accepted by those who appreciate a fine, personal-size automobile. A masterful blend of artful design and handling finesse, Monte Carlo is a thoroughly enjoyable car to look at and to drive. In fact, the more you drive Monte Carlo, the more you appreciate its integrity.

For 1975, Monte Carlo becomes more

distinctive than ever. We've given it a handsome new grille and newly styled wraparound taillights to further enhance its sculptured lines. New bright molding is added to rear panels for a pleasing accent.

To make ownership even more attractive this year, Monte Carlo features GM's new technological advances that can help the car run leaner, run cleaner and save you money every mile. By saying the car runs leaner, we mean it's designed to run more economically. By running cleaner, we mean it's not only designed to meet new emission standards but that the engine also stays cleaner internally because of no-lead fuel.

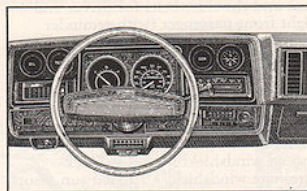


Interior.

Monte Carlo's standard interior takes a clearly comfortable approach to driving, with molded full foam bench seat, deep cut-pile nylon carpeting and color-keyed instrument panel, steering wheel and steering column.

Upholstery comes in an appealing mix of tailored knit cloth or available vinyl. Striking white vinyl seats are available with carpeting and other areas in blue, green, red or black.

Both instrument panel and steering wheel are distinguished by simulated wood burl accents. And there are such conveniences as an electric clock, door



pull straps, glove compartment light, flow-through power ventilation that circulates air even when the car is idling, plus a new speedometer dial marked with miles per hour and metric equivalents.

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MORE STANDARD FEATURES

Appearance and body features.

Special body insulation improvements include large one-piece rear quarter insulators, increased package shelf insulation, added sound deadeners and higher density hood blanket • Inner front and rear fenders to help prevent corrosion • Double-panel roof, door, hood and deck lid construction • Full door-glass styling • Hide-A-Way dual-speed electric windshield wipers • Bright roof drip moldings • Lower body and fender moldings • Bright wheel opening moldings • Full wheel covers • Recessed door handles • Built-in blended-air heater and defroster • Open body sill design with full-length reinforcement • 16 Magic-Mirror acrylic lacquer exterior colors, 11 of them new for '75 (listed on back cover).

Monte Carlo Landau features.



To satisfy the discriminating, the Monte Carlo Landau Coupe (shown on pages 2 and 3) offers distinctive additions. Most obvious, of course, is the formal Landau vinyl roof. Then there are dual body-color sport mirrors with the driver's side remote-controlled, 15 x 7 Turbine

II wheels, fender accent striping, dual horns, visor vanity mirror plus Landau crests on the roof's rear quarter and the door trim panel.

Occupant protection.

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 and inertia reel) • Two front seat head restraints • 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 • Thick-laminate windshield • Padded sun visors • Safety armrests • Safety steering wheel • Cargo-guard luggage compartment • Side-guard beams • Contoured roof inner panel.

Accident prevention.

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-

Monte Carlo handling: our pride, your pleasure.

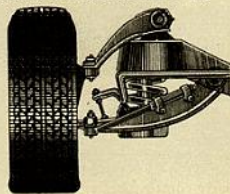
Monte Carlo is a driver's car. Head it down any road, even briefly, and this fact comes home to you. Emphatically. You drive it. It doesn't drive you.

Monte Carlo offers a confident road feel and superb handling that complement rather than challenge a driver. The result is a thoroughly satisfying motoring experience that ordinary drivers will appreciate and staunch car enthusiasts will revel in.

Though there are many reasons for the car's technical excellence, one of the most obvious is the front suspension. It involves a high caster angle on the front wheels. Without getting into technical explanations, this means the kind of arrangement found on certain European road cars. What it does is help give Monte Carlo stability and driving control.

Here's another par excellence item: GR70-15 steel-belted radial ply tires are mounted on wide seven-inch wheels. This, coupled with radial-tuned Full Coil suspension, helps provide a taut feel for the road. The Full Coil suspension incorporates husky, computer-selected springs matched to the car and its equipment weight.

As for cornering or sharp curves, front and rear ride stabilizers help

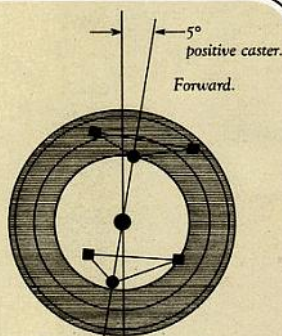


Front suspension geometry.

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

Anti-theft.

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



High front caster angle. Hold the car flat and make handling more responsive.

Monte Carlo's standard power steering is the variable-ratio type. This means that tight parking turns require little effort, yet on the road the driver has a firm feeling of control.

Then to ease travel over rough roads, a hydraulic damper on the steering linkage helps lower road shocks and steering wheel vibration.

Knowing what goes into Monte Carlo, no wonder it's such a great road car.

Other handling and chassis features.

New shock absorbers designed to help improve ride • Self-adjusting power front disc/rear drum brakes with audible sensor on front discs to warn when linings are worn • Retracting bumper system with hydraulic cylinders front and rear • Ball joint wear indicators on front suspension lower control arms • Separate perimeter-type frame with corrosion-resistant coating • Cushioned body mounting system.

Dimensions and capacities.

Wheelbase—116"; length (overall)—213.3"; width (overall)—77.6"; height (loaded)—52.7"; front tread—61.9"; rear tread—60.7". Front head room—37.5"; rear head room—37.4"; front hip room—54.8"; rear hip room—52.7"; front shoulder room—58.8"; rear shoulder room—58.1"; front leg room—42.1"; rear leg room—32.9"; usable luggage space (cubic feet)—14.7.

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NEW TECHNOLOGICAL ADVANCES.

A completely engineered group of components, GM's new engineering advances represent a technological break-through designed to add to the pleasure and economy of driving a 1975 Monte Carlo.

High Energy Ignition. Chevrolet's High Energy Ignition sends as much as 35,000 volts to spark plugs—far more than conventional breaker point systems for quicker, more positive engine start-ups in wet weather or in cold or hot climates. This super-powerful spark helps produce more complete combustion of the fuel mixture. With HEI, fewer and cheaper tune-ups are required because there are no breaker points or condenser to wear out.



Catalytic converter.

Catalytic converter. Then there's the new catalytic converter that meets new ecological standards for 1975 while delivering responsive engine performance. The catalytic converter is designed to shift some of the "cleaning chores" from the engine, thereby permitting the engine to be recalibrated for lower idling speeds, quicker warm-up and smoother overall performance.

Radial ply tires. Monte Carlo is equipped with steel-belted radial ply tires to give the most desirable combination of smooth ride, handling, road hazard resistance and long tread life. Because these tires have less rolling resistance, they can help improve gas mileage up to five percent. They also give improved traction on wet roads, snow and ice, and lessen the need for expensive snow tires.

Early Fuel Evaporation. Still another innovation. It contributes to responsive performance and economy. It helps give faster warmups and promotes smooth operation until the engine reaches normal



High Energy Ignition.

temperature. This can save you gas on short trips in cold weather. **Carburetor air induction.** In addition, new carburetor air induction funnels cooler, more dense outside air directly into the air cleaner and carburetor for improved engine performance after warm-up.

As a result of the engineering improvements, the 1975 Monte Carlo lets

Engine	Horse-Power*	Engine Usage	3-Speed Manual	Turbo Hydra-matic
350 2-barrel V8	145	Std.	Std.	Avail.
350 4-barrel V8	155	Avail.	Not Avail.	Req.
400 4-barrel V8	175	Avail.	Not Avail.	Req.
454 4-barrel V8	215	Avail.	Not Avail.	Req.

*Horsepowers shown are SAE net (as installed) ratings with catalytic converter.

you go more miles between recommended service intervals compared to 1974, a welcome saving of both time and money.

Extended service intervals.

	1975	1974
Spark plugs	22,500 miles	6000 miles
Engine oil	6 months or 7500 miles	4 months or 6000 miles
Oil filter	First 7500 miles; every 15,000 miles thereafter	First 6000 miles; every 12,000 miles thereafter
Air cleaner	30,000 miles	25,000 miles
Chassis lubrication	6 months or 7500 miles	4 months or 6000 miles
Transmission fluid	30,000 miles	24,000 miles

Engine features.

Delcotron generator with built-in solid-state regulator • Hydraulic valve lifters • Coolant recovery system prevents loss of coolant and consequent overheating of engine • All engines are designed to operate on unleaded fuel • New fuel filler cap and filler neck design to accommodate smaller fuel nozzles of no-lead gasoline pumps • 18.3-gallon fuel tank.



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OPTIONS

GET MORE PERSONAL ABOUT YOUR MONTE CARLO WITH THESE AVAILABLE OPTIONS.

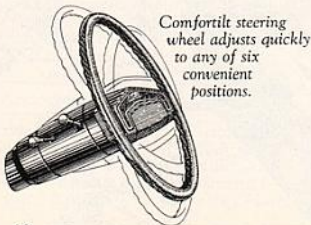
Even though Monte Carlo comes well equipped, you can give it still more personality—your own—by specifying from a large selection of available items, many of which are listed below. Your Chevrolet dealer, of course, has more specific details.

Convenience.

New 50/50 reclining passenger seat (shown on page 5) • Power assist for standard full-width seat or driver's side of 50/50 reclining passenger seat gives six-way power control that adjusts up, down, forward, backward, or tilts forward or backward • Floor console with transmission shift control (available only with swivel bucket seats and automatic transmission) • New right-hand remote-control mirror (available only with left-hand remote-control mirror) • Power trunk opener lets you open trunk from inside of car • Auxiliary Lighting Group includes luggage compartment, ashtray, courtesy, underhood and mirror map lights, plus new "headlights-on" reminder buzzer.



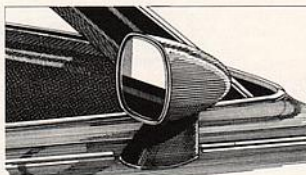
Shown left, power door lock system has a control on each front door to lock or unlock both doors. Right, power windows can be adjusted by driver using master switch; separate button located on right front passenger side.



Comfortilt steering wheel adjusts quickly to any of six convenient positions.



Swivel bucket seats rotate a full 90° to make getting in and out that much simpler. Shown in white vinyl with red interior accents. (See back cover for complete color selection.) Also shown above, electrically operated Sky Roof brings in the sun and outside air at the touch of a button (not available with full vinyl roof cover.)



New right-hand remote-control sport mirror.



New intermittent windshield wiper system, handy during light rain or mist, lets driver select a wipe cycle with a delay of from one to 10 seconds between each wipe.

Mechanical.

Special instrumentation comes with tachometer, voltmeter and engine temperature gauges • Turbo Hydra-matic transmission • New Highway Axle Ratio contributes to improved fuel economy when driving is predominantly on open highway • Positraction rear axle, designed for use in snow or mud, automatically



Cruise-Master speed control holds a pre-selected speed, then disengages when brake is used.

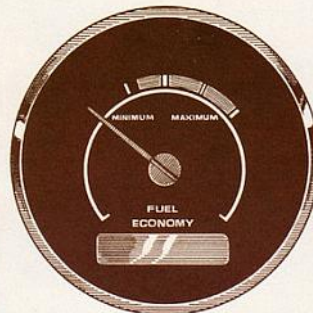
ends more torque to the rear wheel that has the better traction • Heavy-duty Delcotron generator • Heavy-duty battery • Heavy-duty radiator • Heavy-duty front and rear suspension, required for trailering, has special rate springs and shock absorbers.



Rear window defogger clears away mist or rainy-day steam-ups.

Appearance.

New Custom Interior (shown at right) available with 50/50 reclining passenger seat or swivel bucket seats. Includes color-keyed Custom Deluxe seat and shoulder belts • New body side molding with color-keyed vinyl insert • Vinyl roof cover (special vinyl roof standard on Landau) • White stripe, steel-belted radial ply tires • Color-keyed floor mats.



New Econometer Gauge Package features a gauge (above) that shows when you're using more gas than necessary. Includes voltmeter and engine temperature gauges.

Other options.

Four-Season air conditioning • Soft-Ray tinted glass • Pushbutton radios: AM, AM/FM, AM/FM Stereo (all factory-installed radios include antenna mounted in windshield) • Rear seat speaker • Custom Deluxe color-keyed seat and shoulder belts with brushed metal buckles (included with Custom Interior) • Visor vanity mirror (standard on



Stereo tape system with AM or AM/FM Stereo radio.

Landau) • Dual-note horn (standard on Landau) • Door edge guards protect paint from chipping.



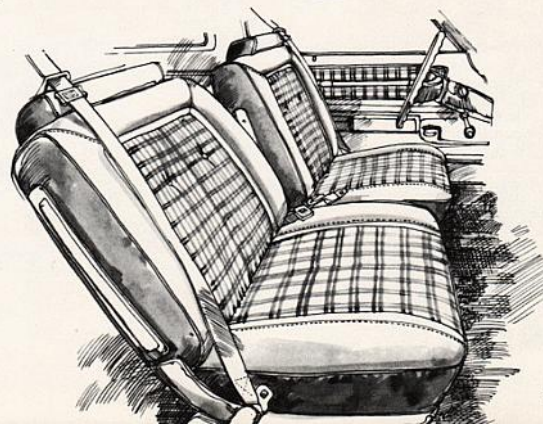
Deluxe bumpers feature resilient impact strips. Bumper guards (also shown) offer added protection during minor impact.



New Deluxe wheel covers.



Rally wheels with special center caps and trim rings.





Monte Carlo Landau Coupe, upper left; Monte Carlo Coupe, right.

PUT TOGETHER YOUR OWN MONTE CARLO FROM THIS CHECKLIST.

Models: Monte Carlo Coupe Monte Carlo Landau Coupe.

Exterior colors: Cream Beige Black Medium Blue Bright Blue Metallic Midnight Blue Metallic Sandstone Dark Brown Metallic Medium Green Dark Green Metallic Medium Red Dark Red Metallic Light Saddle Metallic Medium Orange Metallic Silver Light Gray Antique White.

Available vinyl roof covers: Black White Blue Green Red Sandstone Silver.

Interiors: Standard bench or available bucket front seats—knit cloth in Black Sandstone (except bucket seats) Blue Red. Vinyl in Black Sandstone Blue White with carpeting and other accents in Black Blue Green Red. Available Custom Interior—50/50 reclining front seat or swivel bucket seats: knit cloth in Black Sandstone Blue Red Green.

Engines: 350 2-barrel V8 350 4-barrel V8 400 4-barrel V8 454 4-barrel V8. (See availability on page 9).

Transmissions: Standard 3-Speed manual Available 3-range Turbo Hydra-matic.

Popular available options.

Comfort and convenience: Electrically operated Sky Roof Four-Season air conditioning Soft-Ray tinted glass Power seat Power door locks Power windows Power trunk opener Comfortilt steering wheel Remote-control outside rearview mirrors Twin sport mirrors Intermittent windshield wiper system Rear window defogger Auxiliary Lighting Econominder

Gauge Package Special instrumentation Cruise-Master speed control Stereo tape system with AM or AM/FM/Stereo radio AM radio AM/FM radio AM/FM/Stereo radio Rear seat speaker Custom Deluxe seat belts.

Mechanical: Highway axle ratio Positraction rear axle Heavy-duty generator Heavy-duty battery Heavy-duty radiator Heavy-duty front and rear suspension.

Appearance: Deluxe wheel covers Rally wheels Body side molding White stripe steel-belted radial ply tires Floor console Color-keyed floor mats Deluxe bumpers Bumper guards.



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Chevrolet

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GM

Canada