

CHEVY LUV PICKUP

CAMPBELL EWALD CO.
OCT 1 1973

GM BOOKLETS
CHEVROLET TRUCK

1974
#1

Our economy import



Accessories and special paint shown are dealer installed.



Little Chevy import

Chevrolet

Big Chevy value

THESE OUTSTANDING FEATURES MAKE THIS LITTLE CHEVY IMPORT A BIG CHEVY VALUE



Economical to buy and own

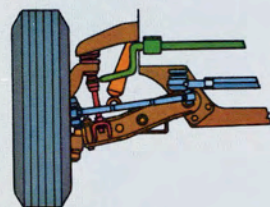
LUV is Chevy's Light Utility Vehicle. Its initial price is low, and you also can benefit from fuel economy.

1480-lb. carrying capacity

LUV carries up to 1480 lbs. of driver, passenger, cargo and equipment. That includes 1100 lbs. in LUV's cargo box (39.4" wide between wheelhouses). U.S. brand name tires are now available. Service and warranty adjustments available nationwide.

Peppy overhead cam 4-cylinder engine

Here's enough performance for full loads, freeway speeds, even small camper carrying. LUV's overhead cam engine with cast-aluminum cylinder head is rated at 75 horsepower (SAE net).



Torsion-bar front suspension

Independent front suspension with torsion bars help soak up jolts before they get to you or your load. Standard front stabilizer bar and trim 102.4" wheelbase also contribute to LUV's good ride and handling.

Leaf-type rear springs

Four semi-elliptic, rubber-bushed main leaves make up LUV's rear springs. Two-stage design helps compensate for increased cargo weights.

Four-speed manual transmission

It's fully synchronized in all forward speeds. Shift lever is floor-mounted. Clutch housing and transmission case are combined in one die-cast aluminum unit, lightweight but strong.

Power brakes standard

LUV features a self-adjusting dual brake system with tandem master cylinder and a 148.8-sq.-in. lining area. Vacuum power assist is standard.

MIKADO

New Mikado interior available (shown above)

It includes a full-width seat upholstered in deluxe fabric (blue or saddle), matching door inserts, carpeted floor and door kick panels. You also get a sporty three-spoke steering wheel, its rim covered in stitched leather-grained vinyl, and a leather-grained vinyl covered gearshift knob. Color-keyed, suspended headliner, arm rests and sun visors are also provided. A dual note horn and Mikado nameplates on glovebox door and rear fenders complete the package.



Room for heads, legs, shoulders

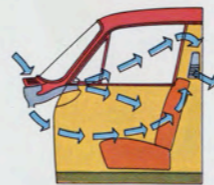
There are lots of other comforts built into Chevy's little import. Like a surprisingly roomy cab. And a fully color-coordinated interior.

Comfort-angled seat

LUV's seat angle positions you for good visibility, puts controls within easy reach. The embossed vinyl seat cushion is thickly padded for comfort, firm for support.

Padded instrument panel

LUV sports a padded dash, easy-to-see gauges and controls, variable panel illumination. Sunshades are standard for both driver and passenger.

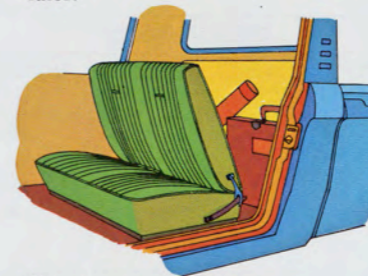


Flow-through ventilation

When ignition is on, so is the fan—bringing outside air to the inside. You can close all the windows and stale air still exits through vents hidden behind the doors. Additional ventilation is provided through side cowl vents.

Air conditioning available

This system is factory-engineered; provides cooling for hot-weather comfort. And it's neatly built in at the factory, rather than added on later.



Stowage area behind seat

Unlatch the backrest and there it is—a nice little feature from LUV.

Conveniently spaced floor pedals

Clutch, brakes and accelerator pedals are widely and conveniently spaced in LUV. All pedals are suspended from the firewall.

Pushbutton inside door locks

Lock LUV's doors with pushbutton inside door locks. Another LUV convenience.

Crank-down spare tire

LUV's spare tire is tucked up underneath the cargo box. A convenient crank inserted from the back raises and lowers the spare from its stowed position by chain and winch.

All-steel cab

The all-steel welded cab is bolted to the frame on biscuit-type mounts. They help insulate the cab from noise and vibration.

Tough chassis

Ladder-type frame features box-section steel side rails with six heavy-duty crossmembers.

Rugged cargo box design

LUV's 6-ft. cargo box is all-steel, welded for strength and durability. Box is bolted directly to frame in ten places. Rubber bumpers on rear panel help protect body and tailgate in fully lowered position. Double wall tailgate is standard.

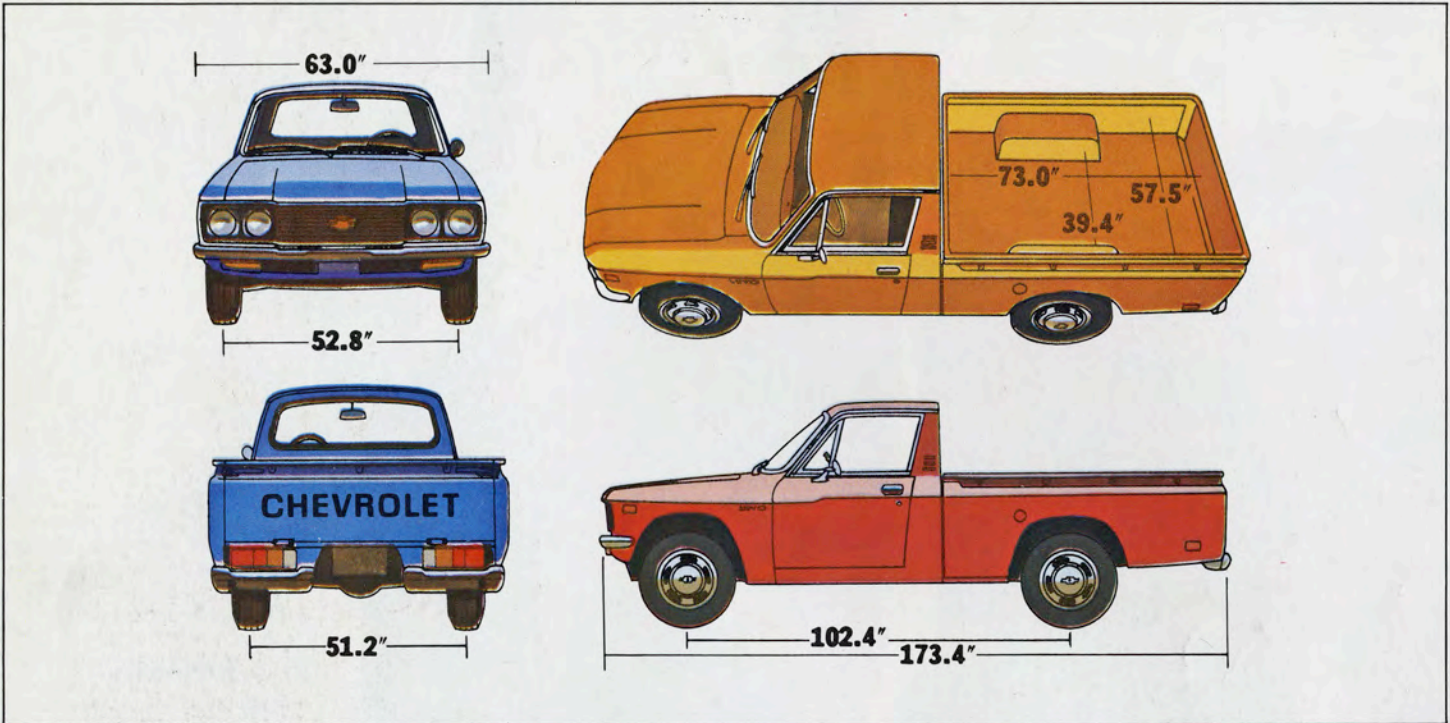
Improved exhaust system

It's zinc coated on the outside from front to back to resist corrosion. Five exhaust hanger brackets provide good support.

LUV equipment and accessories available

Mikado interior • Chrome rear bumpers, left and right sides • Rear step bumper • Decor Package (includes bright belt line moldings, roof drip moldings, windshield molding, chrome wheel covers) • Factory installed air conditioning • AM pushbutton radio • 6.00-14/6PR tubeless nylon whitewall tires • Sliding rear window • Front bumper guards • Mud flaps • Right-hand exterior mirror • AM/FM pushbutton radio • Wheel covers

SPECIFICATIONS



Engine

Displacement—110.8 cu. in.
 Base x Stroke—3.31 x 3.23
 Max HP (SAE)—75 @ 5000
 Max torque (SAE)—88 @ 3000
 Comp. ratio—8.2:1

Front Suspension

Independent torsion spring
 Stabilizer—Standard
 Shock absorbers—1" diameter

Rear Suspension

Hypoid, leaf spring
 Axle capacity—3500 lbs.
 Ratio—4.56
 Springs—2-stage
 Shock absorbers—1" diameter

Brakes

Drum-type
 Master cylinder—Tandem
 Power assist—Standard
 Parking—Cable

Electrical

12-Volt
 Battery—50-amp
 Alternator—30-amp

Frame

Ladder-type

Fuel Tank

13 gallons
 Pump—Vacuum

Steering

Recirculating ball
 Turning diameter—36.2 feet

Transmission

4-Speed
 Type—Fully synchronized

Tires (5)

6.00-14/C (6PR)
 Type—Tubeless

Spare tire carrier

Winch/Chain Unit under box

Weights

GVW rating—3950 lbs.
 Curb weight—2470 lbs.
 Passenger weight (2)—300 lbs.
 Accessories—80 lbs.
 Net payload—1100 lbs.
 Gross payload*—1480 lbs.

*Includes driver, passenger, cargo and equipment.

Interior Trim/Exterior Color Combinations

| INTERIOR TRIM | | EXTERIOR COLORS | | | | | |
|--|----------------|-------------------|-----------------|----------------|---------------|-----------------|----------------|
| | COLORS | JASMINE YELLOW | STRATO WHITE | CRIMSON RED | PALM GREEN | HORIZON BLUE | WESTWAY TAN |
| Standard Interior (Vinyl Bench Seat) | Blue Saddle | • | • | • | • | • | • |
| Mikado Interior (Deluxe Fabric Bench Seat) (Deluxe Door Trim Panels and Carpet) | Blue Saddle | • | • | • | • | • | • |

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