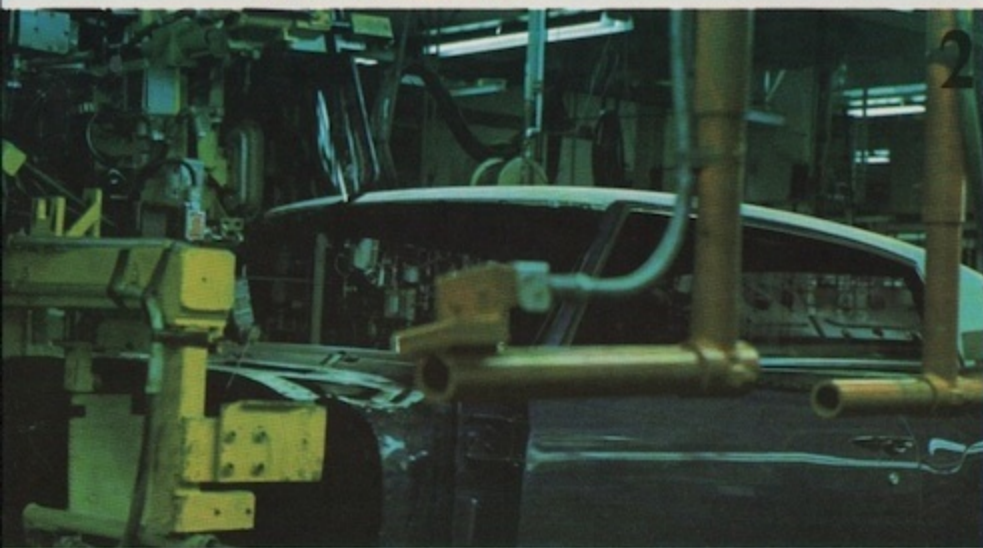
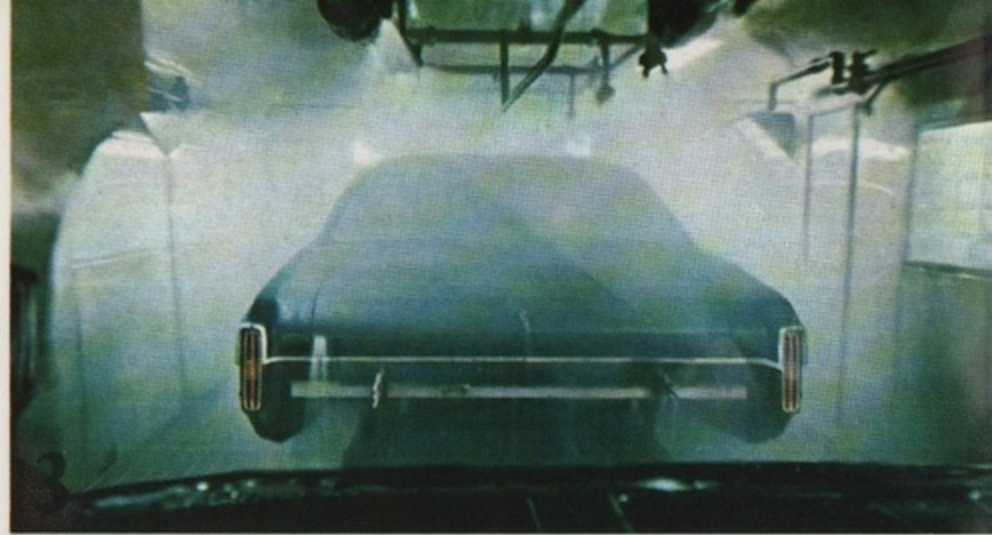




Monte Carlo Coupe/SS

**Monte Carlo**

1971



## Still the only car of its kind made in the U.S.A.

Just two short years ago, you couldn't buy a Monte Carlo. Because there wasn't one.

Today, it is still the only personal luxury car you can buy for anywhere near the price.

Monte Carlo is another example of how Chevrolet has changed. Because you've changed. If you're like most people, your entire attitude toward buying a new car has changed. You want solid value. Luxury. Style. Dependability. Resale value.

And craftsmanship.

With the 1971 Monte Carlo, you get it. Before a Monte Carlo leaves our plant, it's inspected 72 times. Carefully. So that the car you buy is as beautiful and as trouble-free as we can make it. We're showing you some of the building and testing steps that go into each 1971 Monte Carlo because we're proud of

this one-of-a-kind car. And so are the men and women who build it.

1. A solid Body by Fisher—the body with a reputation—is part of the craftsmanship that goes into each Monte Carlo. Here, body parts are automatically spot welded to produce an exceptionally strong unit; one that will take road bumps and jolts with ease.

Exterior weld joints are then hand-soldered and filed down to a smooth, continuous finish that helps give Monte Carlo a custom-built look.

2. Each Monte Carlo windshield is automatically set into the body by a machine, which creates a completely watertight seal. This is just one of our many automated operations that save us time so we can concentrate on quality. But don't get the idea Monte Carlo is exclusively machine-made. It's not. It's touched by 1,000 human hands. With skill. And with pride.

3. Water leaks in a Monte Carlo body? Virtually unheard of. Because each

car goes through a water bath many times the pressure of the most severe rainstorm. Even very small leaks—leaks that you'd probably never notice—are spotted and corrected.

4. The final inspection line, where each Monte Carlo is "road tested" on a special machine to check steering, brakes, alignment, electrical system, transmission and other vital items. If a car does not check out, it is pulled aside, corrected and sent through final inspection again.

5. At the General Motors Proving Ground near Milford, Michigan, prototypes of new Monte Carlos are thoroughly road tested on all kinds of roads by experienced drivers. There, "bugs" are discovered and eliminated long before the new model goes into production. Cars are punished more than you ever could—on every type of road imaginable.

6. This mile-and-a-half rough road course really brings out the shake, rattle

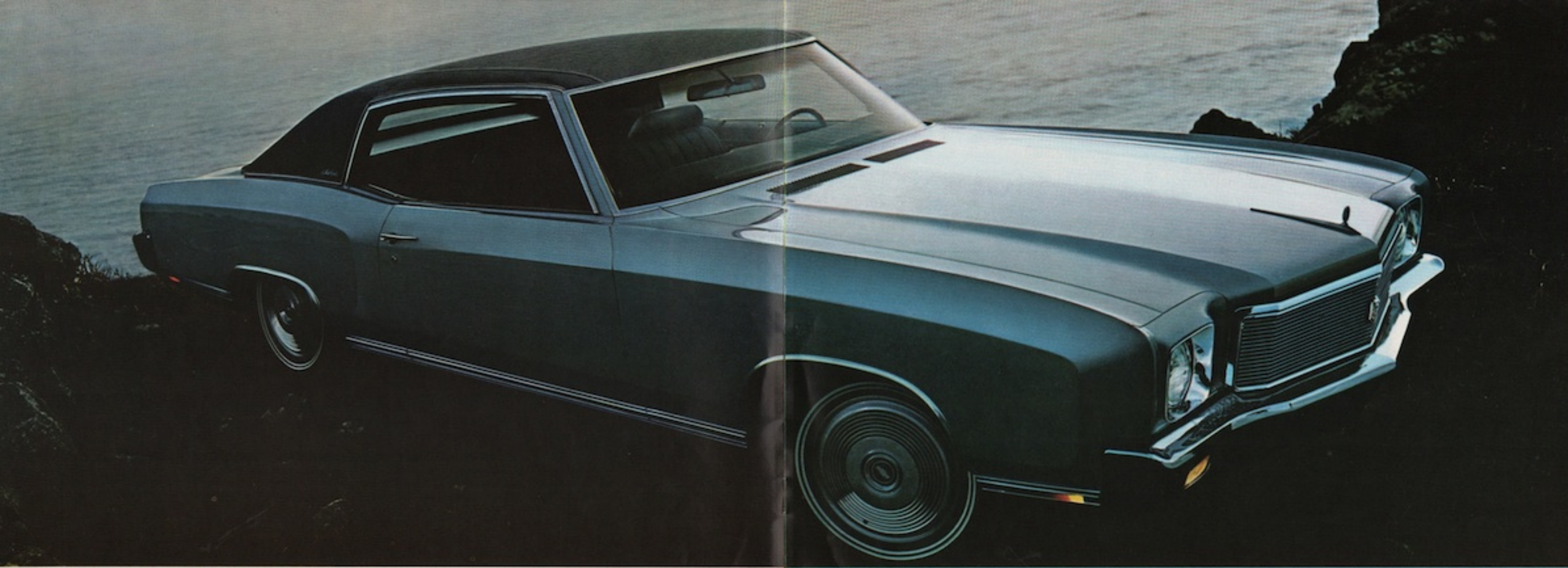
(Many available options or custom features may be ordered on your Monte Carlo. Some are illustrated or described in this catalog.)

and roll in a car. We drive Monte Carlos 'round and 'round trying to make something give. When, and if, it does the problem is corrected. So the car you buy is exceptionally quiet and smooth.

7. This could be your street after a heavy rain storm. So engineers and test drivers run prototype Monte Carlos through simulated wet-weather conditions, just like you might encounter . . . if you happen to live in monsoon country.

8. After testing at the Proving Ground, a Monte Carlo is inspected and checked by skilled engineers. The information they obtain helps manufacturing personnel continue to produce one of the finest Chevrolets ever built. If an improvement or change is considered worthwhile, it's made to the production car as soon as possible.

What does all this mean to you? It means we go to great lengths to put you first. To keep us first.



**Monte Carlo Coupe. Changed? No, refined.** Monte Carlo doesn't dazzle you with dozens of models. It just dazzles you with one. A luxury coupe that's complete with about everything you'd want in a car. Plus a little more. For 1971, America's lowest priced personal luxury car offers a classic die-cast

grille that produces a distinctive new look found on no other car. Anywhere. A hood ornament that symbolizes the car's exquisite good taste. Rich fabrics and new appointments inside. Storage compartments built into the doors. We'll not try to tell you everything is new with our Monte Carlo. Because some good things you just don't change. You refine. Like Full Coil ride. Body

by Fisher quality. Astro Ventilation. 245-hp 350-cubic-inch V8. Power disc/drum brakes. Side-guard door beams. Inner fenders to protect the outer fenders. There are other things, too, that make Monte Carlo so much car for so little money. Little things. Like plump rubber biscuits at critical body mount areas to keep noise where it belongs: outside. An instrument panel with the hand-

rubbed-oil look of Carpathian burl'd elm. (The wood's not real, but we photographically reproduced it so only termites will know the difference.) We balance the tires and wheels at the factory for longer tread life. And finish off each Monte Carlo with a distinctive crest on the trunk lid. Remember, now. All this is standard. And it all comes at a very Chevrolet price.



**Monte Carlo SS Coupe.** Why would anyone want an SS option on a personal luxury car? Possibly no one did before. But you've changed. Today, some people want exceptional performance while surrounded by

unusual elegance. In a nutshell, that's Monte Carlo SS.

You still get the standard luxury features mentioned on the previous two pages. Plus: A 365-hp Turbo-Jet 454 V8. Dual exhausts. Special chassis

components, including heavy-duty springs. Remote-control Sport Mirror. Automatic Level Control keeps your Monte Carlo on an even keel under varying load conditions, thanks to a built-in compressor and level sensor.

G70 x 15 wide-oval white-stripe tires. Wide-rim 15" x 7" rally wheels. Heavy-duty battery. Subtle SS markings. And international identification symbols on the control knobs.



### Interiors. Just a few nice improvements.

If you're like most people, you'll spend a lot of time in your car. Lucky you. Because Monte Carlo interiors are comfortable, elegant, beautiful. The seats are made like fine furniture, with extra padding and "S" springs like those usually found on expensive sofas. And there are hand touches everywhere. We don't have to point all of them out. You'll notice them.

#### A few highlights:

New cushioned center steering wheel. Luxury interior trim and appointments like control knobs wrapped in soft black vinyl. New storage pockets in doors (for maps, travel information or anything you want kept handy). Astro Ventilation lets in

outside air without opening the windows. It's standard, of course. So is the electric clock. Plush deep-twist carpeting. And layer upon layer of sound-deadening materials.

A Monte Carlo interior leaves little to be desired.

Left: The sofa that's a car seat. Standard on the Monte Carlo. This new luxury cloth-and-vinyl interior comes in four color choices: black, dark jade, dark blue or sandalwood.

Above: Strato-bucket seats in cloth and vinyl are available. Choose from black, dark jade, dark blue or sandalwood. Also available in all-vinyl in black, dark jade or dark saddle.

## Extras.

Order air conditioning, radio, variable-ratio power steering and you'll still be paying dollars less than the *base* price of some of those higher priced personal luxury cars.

1. Monte Carlo's command center, shown with special instrumentation (tachometer, plus needle gauges for ammeter and temperature). If you look you'll also note the Four-Season air conditioning control (top right of panel). In conjunction with the heater, the unit will heat in cold weather, cool in warm and provide a comfortable mixture for those in-between days.

2. Custom wheel covers. We think they're a nice touch. But you judge for yourself.

3. Power door lock system. Locks and unlocks doors simultaneously with the flick of a switch. Great if you have kids in the family.

4. Console and shift. Order Strato-buckets with a 4-Speed, Powerglide or Turbo Hydra-matic transmission and you can also order a simulated wood-grained console that houses the transmission selector, a concealed compartment and rear courtesy lighting.

5. Rear fender skirts. For that limousine look. (Not available with SS.)

6. Rally wheels. A sporty, road-ready touch to an already road-ready car. Included with SS equipment.

7. Sport steering wheel. Four-spoke styling for that sports car feel.

8. Rear-window defroster. A simple thing, yes. But mighty nice to have on cold, snowy or wet days.

9. Stereo tape system with AM/FM/Stereo radio. Concert hall realism in a compact unit. Tape cartridge neatly inserts into radio dial. Beacon light comes on when your tape or radio is radiating stereo sounds. If you wish, you may also order separately an AM radio, AM/FM radio, AM/FM/

Stereo radio, or stereo tape deck with AM radio. With factory-installed radios, the antenna is concealed in the windshield.

Your Chevrolet dealer has other Options and Custom Features to help tailor your car.

Groups: Appearance Guard Group includes front and rear bumper guards, color-keyed floor mats and visor vanity mirror. Operating Convenience Group includes rear window defroster and remote control outside rearview mirror.

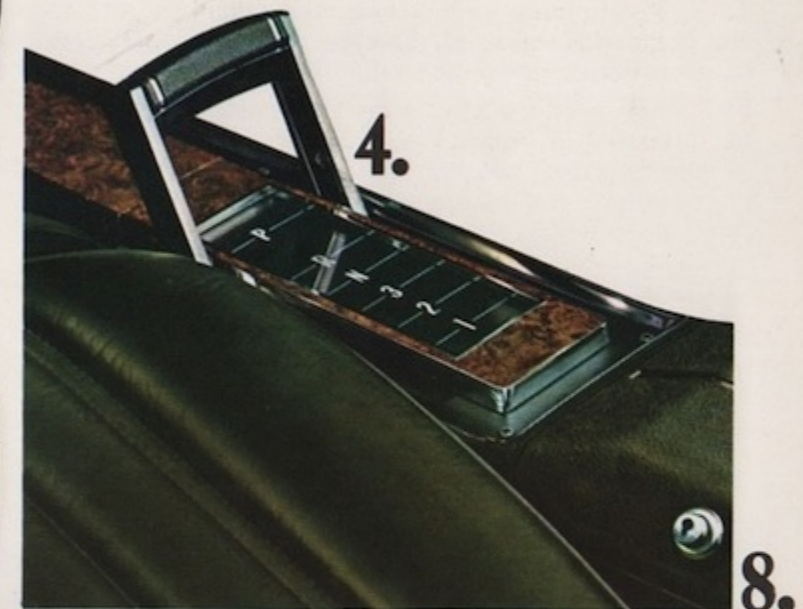
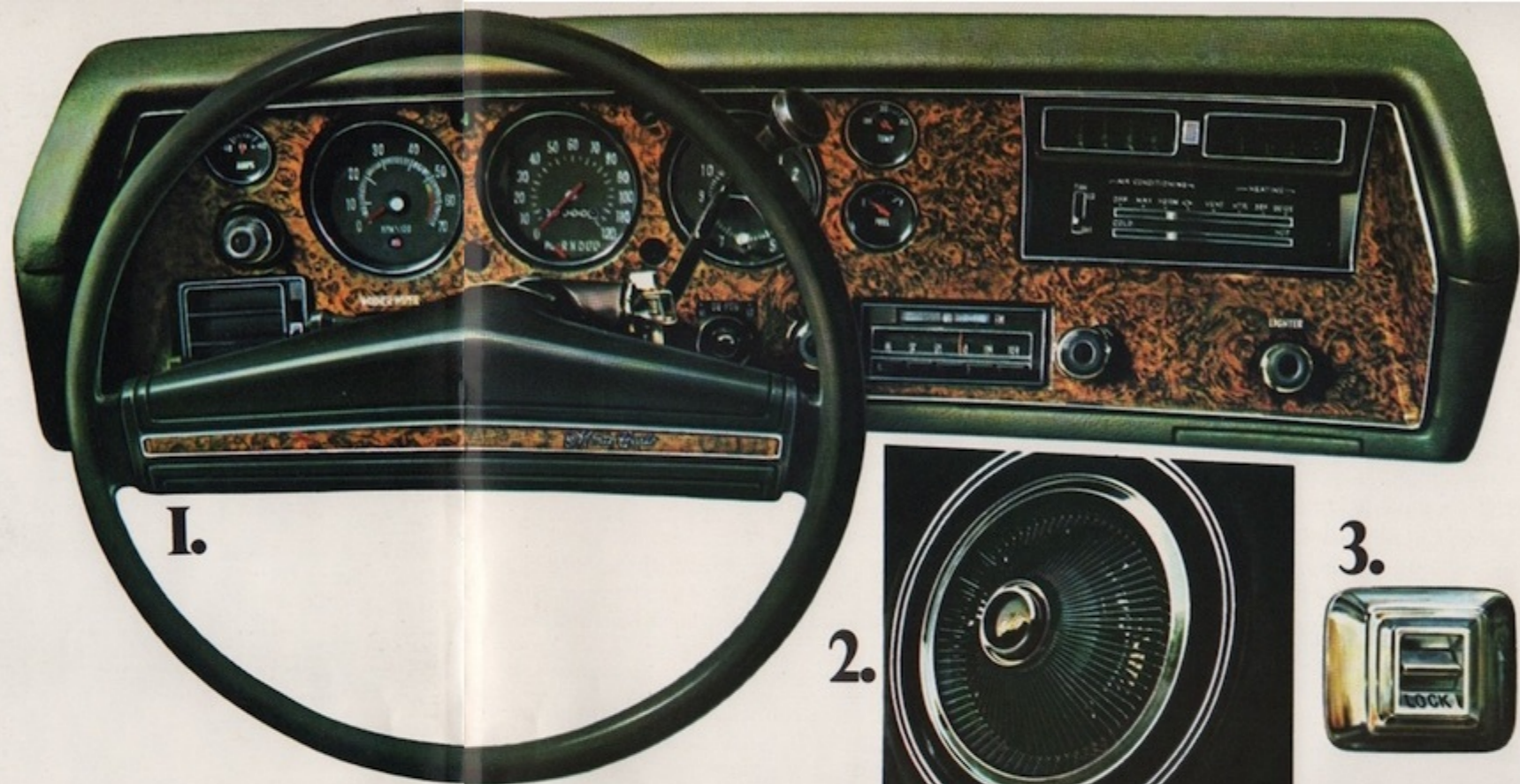
Power assists: Power trunk opener. Power windows. Automatic seat back release (available only when power door lock system is ordered). Four-way power seat. Power steering.

Others: Vinyl roof cover. Heavy-duty battery. Custom deluxe belts. 63-amp Delcotron generator. Soft-Ray tinted glass. Auxiliary lighting. Heavy-duty radiator. Belt molding (metal trim that runs along upper door line). Rear seat speaker. Superlift rear shock absorbers. Cruise-Master speed control. Comfortilt steering wheel. 15" x 7" JK wheels. Rally wheels. G78 x 15 bias belted ply white stripe tires. G70 x 15 bias belted ply white stripe tires (available only with 15" x 7" wheels or when custom wheel covers are ordered; included with SS option). Deluxe wheel covers.

Engines	Gross hp	S.A.E. net hp	3-Speed	4-Speed	Powerglide	Turbo Hydra-matic
Turbo-Fire 350 V8*	245	165	*		•	•
Turbo-Fire 350 V8	270	175		•		•
Turbo-Jet 400 V8	300	260		•		•
Turbo-Jet 454 V8 (SS only)	365	285				•

\*Standard

For 1971, all Monte Carlo engines have been designed to operate efficiently on the new no-lead or low-lead gasolines. In addition to the lower exhaust emissions attainable with this engine/fuel combination, there are benefits in longer life for your spark plugs, exhaust system and other engine components. If these no-lead, low-lead gasolines are not available, any leaded regular grade gasoline with a research octane number of 91 or higher may be used.



## Your 1971 Monte Carlo checklist.

Tailor Monte Carlo to your own personality and needs with this handy checklist. Take it to your Chevrolet dealer and he'll take it from there.

### ■ Interiors

- Standard cloth and vinyl
- All-vinyl Strato-bucket seat
- Cloth-and-vinyl Strato-bucket seat

### ■ Engines

- 245-hp Turbo-Fire 350 V8 (standard)
- 270-hp Turbo-Fire 350 V8
- 300-hp Turbo-Jet 400 V8
- 365-hp Turbo-Jet 454 V8 (SS only)

### ■ Transmissions

- 3-Speed fully synchronized (standard with 245-hp V8)
- 4-Speed fully synchronized
- Powerglide automatic
- Turbo Hydra-matic

### ■ Magic-Mirror acrylic lacquer finishes (13 of them are new)

- Classic Copper
- Tuxedo Black
- Mulsanne Blue
- Ascot Blue
- Placer Gold
- Cottonwood Green
- Lime Green
- Cranberry Red
- Nevada Silver
- Antique White
- Antique Green
- Burnt Orange
- Rosewood Metallic
- Sandalwood
- Sunflower Yellow. Six two-tone combinations.

### ■ Popular extras

- Monte Carlo SS
- Variable-ratio power steering
- Four-Season air conditioning
- Radios:  AM  AM/FM  AM/FM/Stereo
- Stereo tape system with AM or AM/FM/Stereo radio
- Four-way power seat
- Power windows
- Power door locks
- Automatic seat back release
- Power trunk release
- White-stripe tires

- Rear fender skirts (except for SS)
- Special instrumentation
- Cruise-Master speed control
- Comfortilt steering wheel
- Custom steering wheel
- Sport steering wheel
- Center console (with buckets and optional transmissions only)
- Custom wheel covers
- Deluxe wheel covers
- Soft-Ray tinted glass
- Vinyl roof cover (black, white, dark blue, dark brown, dark green)



### Occupant Protection Features

Seat belts with pushbutton buckles for all passenger positions • Shoulder belts with pushbutton buckles—driver and right front passenger • Two front seat head restraints • Energy-absorbing steering column • Passenger-guard door locks with forward-mounted lock buttons • Safety door latches and hinges • Folding front seat back latches • Energy-absorbing instrument panel and front seat back tops • Contoured windshield header • Thick-laminate windshield • Padded sun visors • Safety armrests • Safety steering wheel • Side-guard beam door structure • Cargo-guard luggage compartment.

### 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 • Backup lights • Lane-change feature in direction signal control • Windshield defroster, 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 • Dual-action safety hood latches.

### Anti-Theft Features

Anti-theft ignition key warning buzzer • Anti-theft steering column lock.

**Putting you first,  
CHEVROLET keeps us first.**

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 without notice, in prices, colors, materials, equipment, specifications and models, and to discontinue models. Chevrolet Motor Division, General Motors Corporation, Detroit, Michigan 48202.

