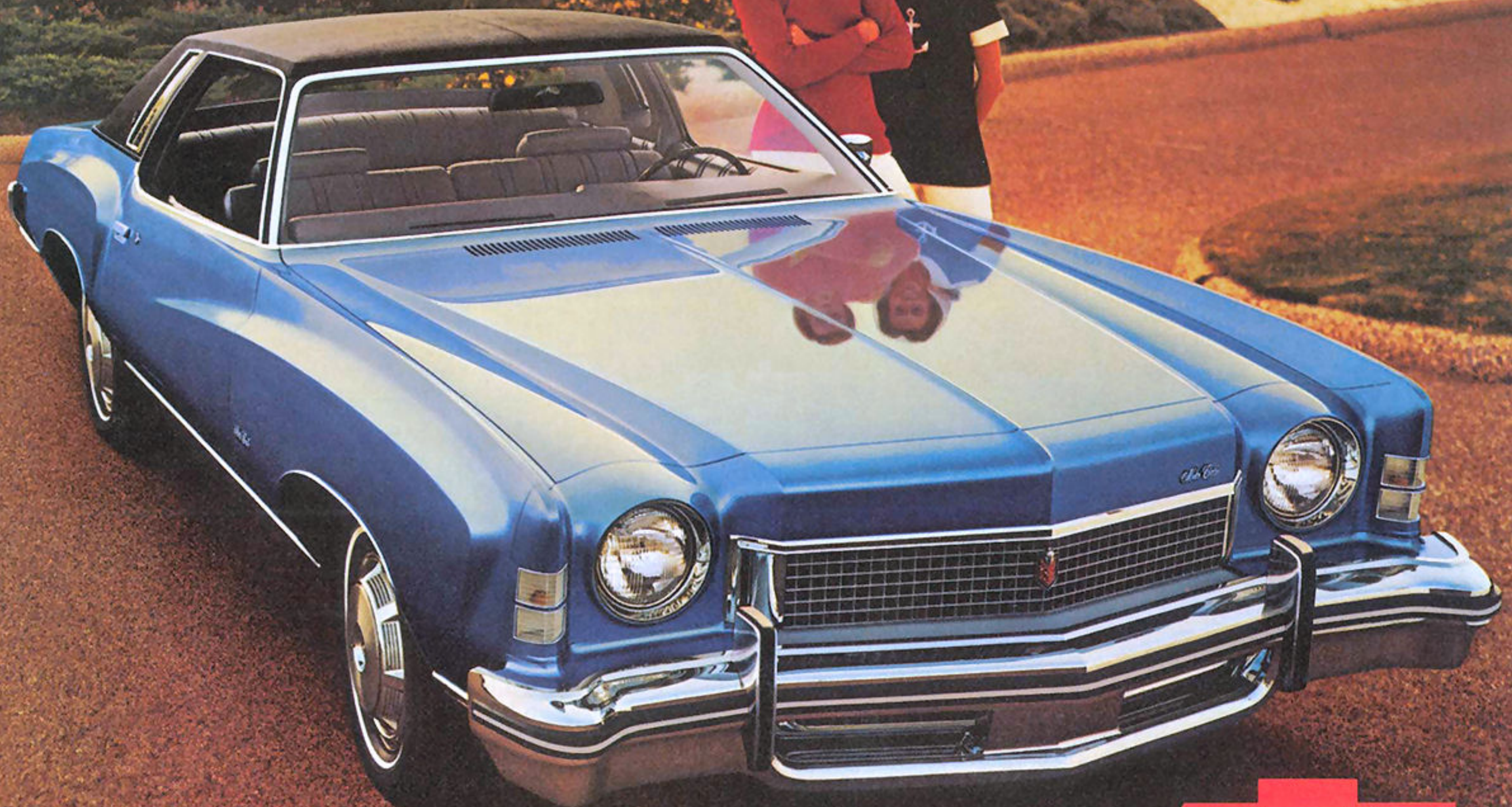


1973 MONTE CARLO

Building a better way to see the U.S.A.



The 1973 Monte Carlo S. Its qualities of elegance, silence, comfort and the relaxing feeling of stability, result in a personal luxury car of the first rank: a car which combines American comfort with European handling.

Drive it.

The new Monte Carlo S is re-engineered for 1973 to provide confident handling remarkable among American automobiles.

The suspension is designed to give the driver the relaxing feeling he would experience in an expensive European luxury car. Monte Carlo S rides on steel-belted radial ply tires. Power disc/drum brakes and variable-ratio power steering are also standard.

But does good handling mean a sacrifice in ride comfort? Not any longer.

Monte Carlo engineers have succeeded in combining exceptional handling and ride, through thousands of hours of driving over all kinds of road surfaces. Constantly refining and tuning suspension components of the Monte Carlo S, they have achieved its uncompromisingly smooth ride with remarkable handling.

Added to these qualities, our engineers have created a characteristic quietness that strikes everyone who drives the car. And for many, quietness is the mark of a luxury automobile.

Finally, there's the elegance of the Monte Carlo S, as revealed in the illustrations and descriptions which follow.

But only your own experience can truly bring out Monte Carlo's remarkable qualities.

Drive it. We believe you will agree that in Monte Carlo, Chevrolet is indeed building a better way to see the U.S.A.



Shown on front cover and at right, Monte Carlo S.

Monte Carlo S. Combines American comfort with European handling. Our challenge to Monte Carlo engineers: build a car equal or superior, in handling and comfort, to the best European luxury cars. Not just on paper, but on the road. They began by

equipping it with variable-ratio power steering, steel-belted radial ply tires and power disc/drum brakes. Then they took the car to the test track and began one of Chevrolet's most intensive testing programs — radically modifying suspension geometry, redesigning

suspension components, tuning and refining their new creation. They weren't satisfied until the day the new Monte Carlo could smooth out our most tortuous testing roads. Now these qualities are built into every 1973 Monte Carlo S. The result is a car like its

European counterparts, which carries its passengers in elegance and silence, while at the same time allowing the driver to relax in the confidence that he is driving one of the best handling luxury cars in the world.

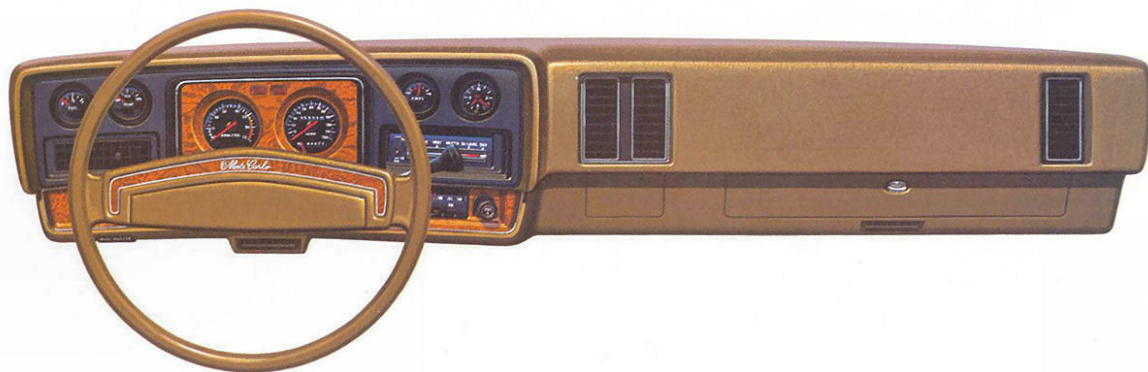
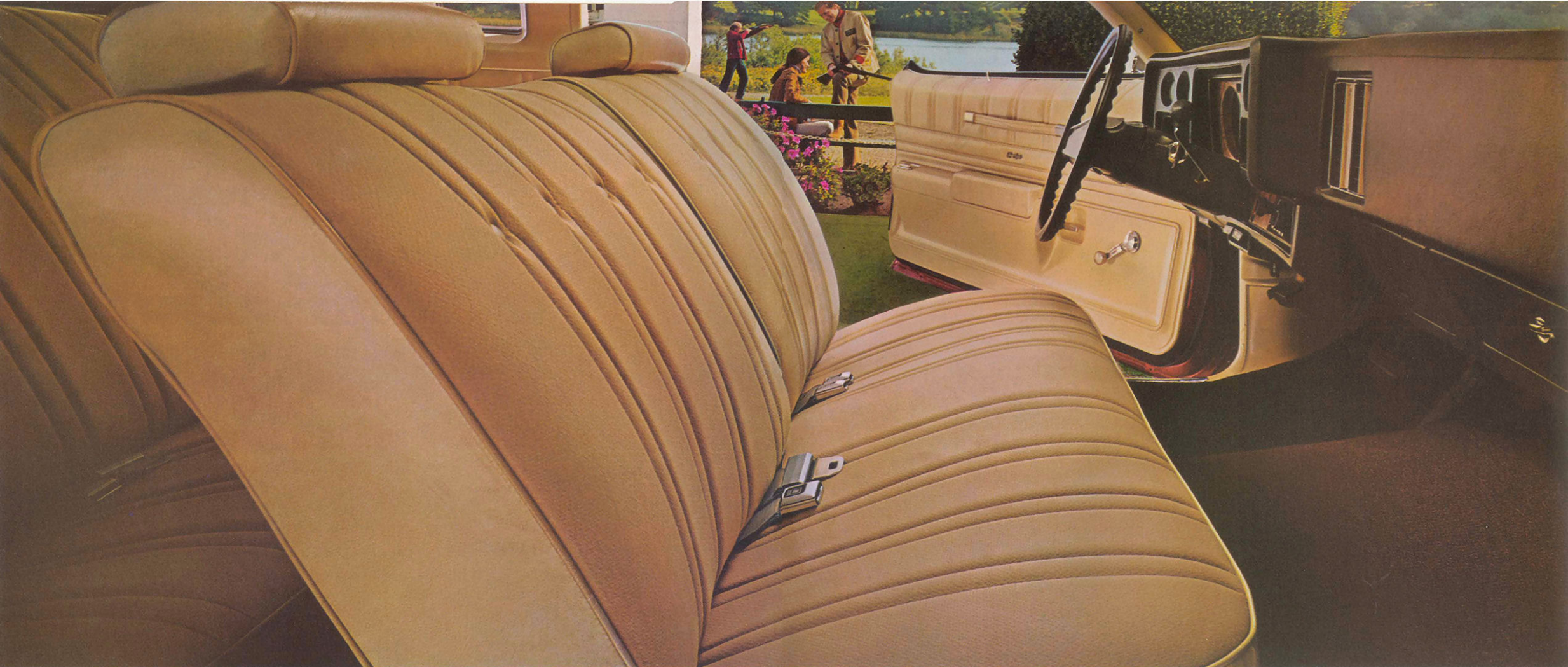


The new Landau. A Monte Carlo and more. Matching the engineers' success, our designers have created the elegant Landau, our most luxurious Monte

Carlo. The Landau's vinyl roof style, unique to this model, is further complemented by front fender accent striping as well as by new Turbine II

Wheels. Dual Sport Mirrors (driver's remote-control). Visor vanity mirror. Landau nameplates on interior door trim and identifying Landau crests.

All mechanical features of the Monte Carlo S are included. The result is a Monte Carlo as tasteful in appearance as it is well mannered on the road.



Monte Carlo instrument panel. Carpathian burled elm vinyl inlays keynote the look of tasteful elegance.

The electric clock is standard, the special instrumentation shown is available to order. The comfortable

soft-rim steering wheel has a cushioned center and Monte Carlo nameplate, and is inlaid to match the instrument panel.

Monte Carlo interior. The luxury begins with molded full foam seats both front and rear. You can choose from interiors in rich knit cloth and soft vinyl (black, blue, green and red) or an elegant pattern cloth and vinyl interior in neutral. Other marks of quality include the soft-rim steering wheel, an electric clock and deep-twist carpeting underfoot. The acoustically-engineered double-panel roof and careful sound insulation provide comforting quietness.

Interior comfort and convenience

- Flow-through power ventilation system
- Handy map pocket in each door
- Dual-speed electric windshield wipers
- Inside hood latch release.

Standard features of Monte Carlo S and Landau. Exterior styling • New styling highlighted by new grid pattern grille, distinctive coach windows in

roof rear quarter panels, new fender lines, classic rear deck and sculptured taillights • Curved side window with full door-glass styling • Flush-style door handles • Hide-A-Way windshield wipers • Rectangular outside rearview mirror. (Landau has dual Sport Mirrors, driver's side remote-control) • Protected antenna built into windshield glass (when factory-installed radio is ordered)

- Bright wheel opening moldings
- Thin windshield pillar design
- 16 exterior colors include 15 new ones.

Mechanical features • Power disc/drum brakes • Variable-ratio power steering • Turbo-Fire 350-2 V8 • Steel-belted radial ply tires (GR70-15)

- Hydraulic steering damper minimizes road shock
- Wider front and rear tread increases stability
- Front and rear stabilizer bars provide flatter cornering and improved handling response
- Rear shock absorbers, suspension control

arm bushings and body mounts are tuned for more complete isolation of road noise and vibration • Coil springs at all four wheels have longer travel for smooth ride • Improved emission control system • Power train, frame and suspension are isolated from the body for quietness.

Durability • New strong, heavy perimeter-type frame • Improved front bumper system • Protective inner fenders, front and rear • Double-panel steel doors, hood, roof and deck lid

- Long-life aluminized exhaust system
- New rust-resisting body sills that are open design
- Body by Fisher quality.

Dimensions and capacities. Wheelbase: 116"; Length overall: 210.5"; Width overall: 77.6"; Height (loaded): 53.2"; Tread—Front: 61.9"; Tread—Rear: 61.1"; Wheels, 15" x 6" (15" x 7", Landau); Luggage space: 14.7 cu. ft.; Larger fuel tank: 22 gal.



Monte Carlo interior with center console and exclusive new swing-out Strato-bucket seats you can order. Release of the side locking handle allows driver and passengers to pivot seats up to 90°

for easy entry or exit. Rear seat accessibility is also greatly improved. The soft full-foam seats are designed to give excellent lateral support in cornering. They adjust five inches

forward and backward. Bucket seat interiors include four choices of rich knit cloth and vinyl (black, blue, green and red) and three in all-vinyl (black, neutral and green).

Monte Carlo S and Landau standard features.

1. New soft-rim steering wheel.

The new steering wheel material has a sure-grip feel. The center is cushioned and inlaid with Carpathian burlled elm vinyl and Monte Carlo nameplate.

Variable-ratio power steering.

Variable-ratio means conventional steering response in straight-ahead driving, but in tight places as the steering wheel is turned farther, the front wheels turn more quickly. So fewer than 2½ turns of the steering wheel turn the front wheels from lock to lock, for easy handling.

2. New improved front bumper system.

The tough new double-layer steel bumper is backed by twin hydraulic cylinders. It is designed to retract on minor impact and hydraulically cushion the shock.

3. New steel belted radial ply tires.

An integral part of the Monte Carlo S and Landau's total suspension system, GR70-15 steel belted radial ply tires contribute to improved cornering. They also last longer and because of the steel belts they offer improved resistance to damage by road hazards. A separate Monte Carlo Coupe model may be ordered with bias belted ply tires only.

Refined suspension system.

New longer-travel coil springs at all four wheels are computer-selected to contribute to Monte Carlo's smooth ride, while a wider tread, greater front wheel caster, front and rear stabilizer bars and other components give Monte Carlo a truly relaxing feeling of stability.

4. New flush outside door handles.

Adding to the clean lines of the car, the new door handles allow the door to be opened with just one finger.

5. New inside hood latch release.
This added convenience means that when you lock the car, you in effect lock the hood.

6. New double panel steel acoustical roof.

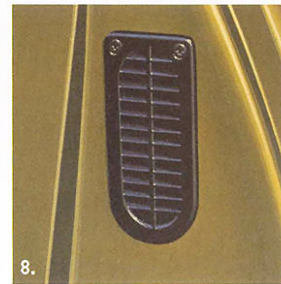
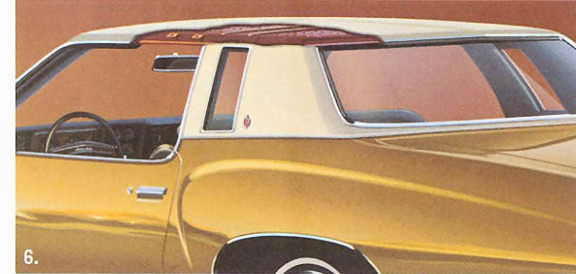
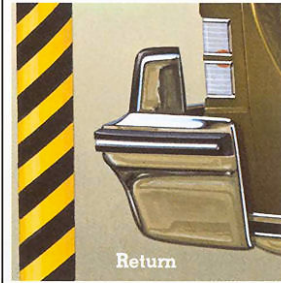
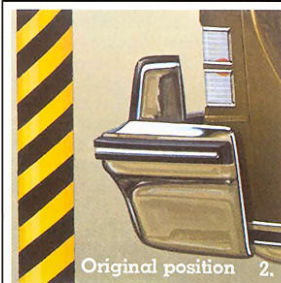
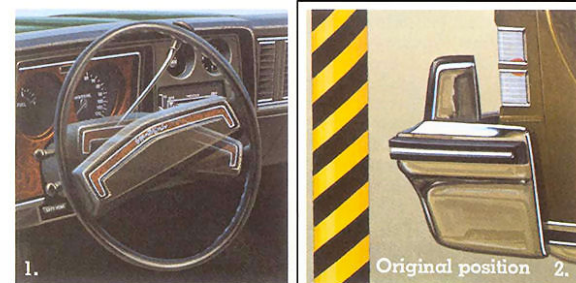
To the increased strength of double steel roof panels, Monte Carlo adds scientifically designed acoustical perforations to trap sound that reaches the interior of the car. Added to other special acoustical materials, this makes the Monte Carlo a very quiet car indeed.

7. Power disc/drum brakes.

A touch of the foot operates Monte Carlo's power disc/drum brakes that resist fade, are nearly impervious to water and contribute to straightline stops.

8. New flow-through power ventilation system.

The three-speed blower brings in outside air without the need to open a window. Heated air may be blended in as required; a temperature sensor will delay operation until the engine warms up, if the blower is set at Low.



Power teams

Engines	Carbu- retor	Engine Usage	3-Speed Manual	Turbo Hydra- matic†
145-hp Turbo- Fire 350-2 V8	2-bbl.	Standard	Standard	Available
175-hp Turbo- Fire 350-4 V8†	4-bbl.	Available	Not Available	Required
245-hp Turbo- Jet 454-4 V8*†	4-bbl.	Available	Not Available	Required

*Includes dual exhausts.
†Available on Monte Carlo S and Landau models only. A separate Monte Carlo Coupe model is available with only 145-hp Turbo-Fire 350-2 V8 engine and 3-Speed manual transmission. Positraction and Trailering Axle Ratio are available.

Horsepower figures are SAE net, as installed in the cars. All 1973 Monte Carlo engines are equipped with advanced exhaust emission control systems, and are designed to operate efficiently on all regular gasolines including low-lead or no-lead. In addition to the lower exhaust emissions attainable, 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.

Monte Carlo available equipment.

Shown below are a few of the many items available to increase your enjoyment of Monte Carlo ownership. For a complete selection, please look through the 1973 Chevrolet Option Catalog or ask your Chevrolet dealer.

1. Comfortilt steering wheel.

Once most people have driven with a Comfortilt steering wheel, they're convinced of its worth. The steering wheel adjusts to a position that's just right for you and is easily changed for variety. Available on S and Landau.

2. Power windows.

The driver can raise and lower side windows without leaving his seat. A great help at toll booths, gas stations, too. There is a separate control for

passenger convenience.

3. Deluxe bumpers. Resilient impact strips on Monte Carlo's deluxe bumpers give added style and guard against scratches. Front and rear bumper guards required.

4. Wire wheel covers.

So carefully detailed they could be mistaken for wire wheels. Brushed metal center section. 48 bright metal spokes. Not available on Landau.

5. Turbine II Wheels.

With the appearance of expensive cast aluminum wheels, Turbine II Wheels are actually a tough metal-look urethane backed by steel wheels and finished with a bright trim ring and Monte Carlo crest on center cap. Standard on Landau.

6. Four-Season air conditioning.

The wide-range temperature control lever can be set so just the right amount of cooled air keeps passengers comfortable. Set the unit for heating, cooling, defrosting or defogging. There is even a bi-level setting to warm your feet while cooling your face. 61-amp generator included. Coolant recovery system required.

7. Rear window defogger.

This two-speed unit not only quickly removes mist from the rear window, but also helps increase warm or cool air flow to rear seat passengers.

8. Power door locks.

A reassuring feature, the driver can lock both doors with the touch of a button. It gives added security and is a great

convenience in unlocking the door for entering passengers.

9. Power all-metal sliding Sky Roof.

Top off your luxury Monte Carlo S with the luxury of a power Sky Roof. Just a touch of a button opens the top of the car to the sun and air, yet the sliding steel Sky Roof is snug as a conventional top in inclement weather. Monte Carlo S only.

Dual Sport Mirrors (not illustrated).

The right-hand mirror adjusts manually; driver's side mirror is remote control, using the control knob on the inside door panel—much appreciated in inclement weather. Body color. Standard on Landau.

Occupant protection standard features

• Seat belts with pushbutton buckles for

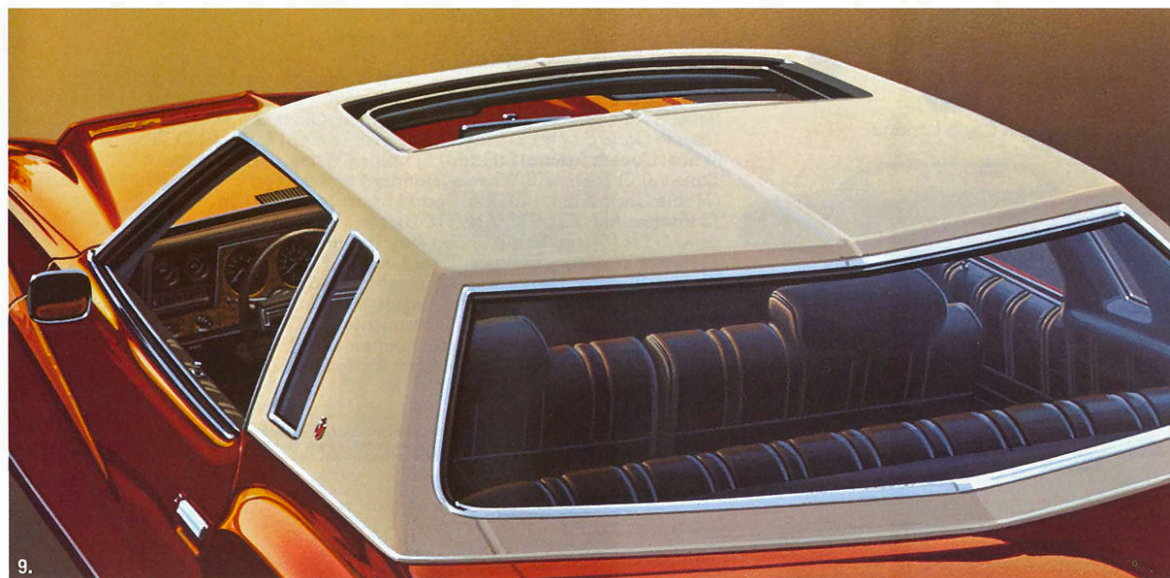
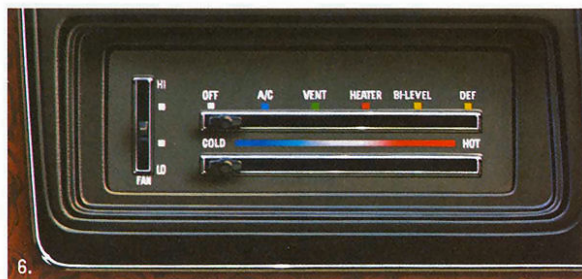
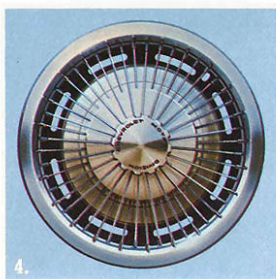
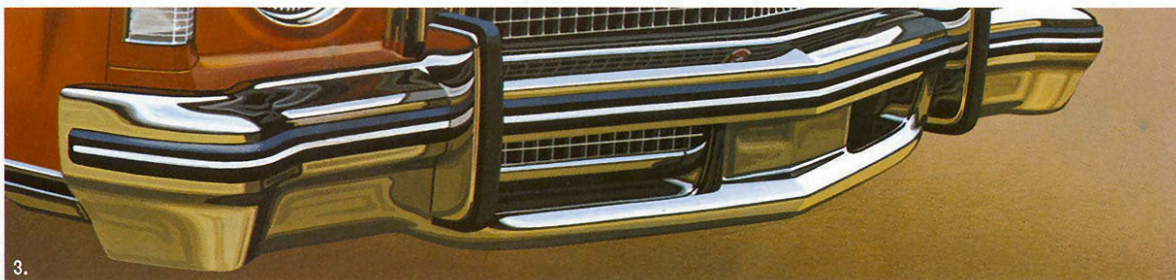
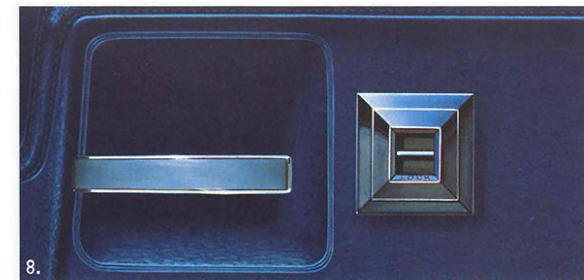
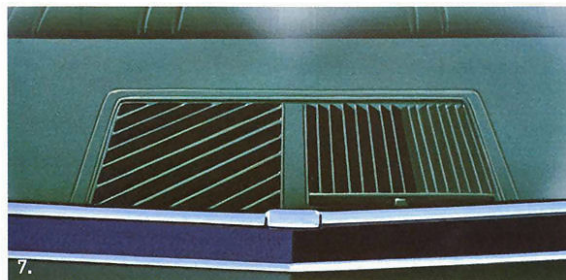
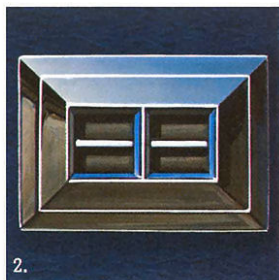
all passenger positions • Single buckle seat and shoulder belts for driver and right front passenger with reminder light and buzzer • Two front seat head restraints • Energy-absorbing steering column • Passenger-guard door locks with forward-mounted lock buttons • Side-guard beams • Safety door latches and hinges • Folding seat back latches • Energy-absorbing padded instrument panel and front seat back tops • Thick-laminate windshield • Padded sun visors • Safety armrests • Safety steering wheel • Contoured full roof inner panel • Cargo-guard luggage compartment.

Accident prevention standard features

• Improved bumper system • 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 electric wipers • Wide-view inside day-night rearview 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 standard features • Anti-theft ignition key warning buzzer • Anti-theft steering column lock • Inside hood latch release • Multiple key combinations • Visible vehicle identification.





Monte Carlo S with Sky Roof

1973 Monte Carlo check list.

Use the boxes to check colors and equipment desired.

Exterior colors

- Beige Tuxedo Black Light Blue Metallic Dark Blue Metallic
- Midnight Blue Metallic Dark Brown Metallic Chamois
- Light Copper Metallic Green-Gold Metallic Light Green Metallic
- Dark Green Metallic Midnight Green Dark Red Metallic
- Silver Metallic Taupe Metallic Antique White

Vinyl roof cover colors

- Black White Blue Chamois Green Neutral Red

Interiors and colors

Conventional seat: knit cloth and vinyl in Black Blue Green Red Pattern cloth and vinyl in Neutral. Swing-out Strato-bucket seats: knit cloth and vinyl in Black Blue Green Red. All-vinyl in Black Neutral Green

Power teams

- Turbo-Fire 350-2 V8 (standard) Turbo-Fire 350-4 V8
- Turbo-Jet 454-4 V8 3-Speed Manual Transmission (standard)
- Turbo Hydra-matic (Monte Carlo S and Landau only) Positraction Rear Axle Trailering Axle Ratio
- Performance Axle Ratio (350-2 V8 only)

Popular Monte Carlo options

Many available options are described in this catalog. For a complete list and model application, please check with your Chevrolet dealer. Four-Season Air Conditioning Soft-Ray Tinted Glass Power Sky Roof (Monte Carlo S only) Vinyl Roof Cover (except Landau) Wire Wheel Covers (except Landau) Deluxe Wheel Covers (except Landau) Turbine II Wheels (standard on Landau) Rally Wheels (Monte Carlo S only) Dual Sport Mirrors (standard on Landau) Radios: AM, AM/FM, AM/FM/Stereo Stereo Tape System with AM or AM/FM/Stereo Radio Six-Way Power Conventional Seat Power Windows Power Door Locks Comfortilt Steering Wheel Rear Window Defogger Cruise-Master Speed Control Swing-out Strato-bucket Seats Center Console (with bucket seats and Turbo Hydra-matic only) Special Instrumentation Auxiliary Lighting Body Side Molding Deluxe Bumpers White Stripe GR70-15 Steel Belted Radial Ply Tires (Monte Carlo S or Landau only)



Monte Carlo Landau



Monte Carlo S



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