

NOVA



1 9 8 6 C H E V R O L E T

Nova. The Bright New Star From Chevrolet.

Nova CL Sedan.



You expect a lot in a car. State-of-the-art engineering. Contemporary styling. A comfortable interior. Responsive handling and snappy performance. Solid construction.

That's why, for the first time ever, General Motors and Toyota Motor Corporation are sharing their manufacturing capabilities in an exciting new venture in automotive production. To bring you a vehicle that goes beyond your expectations. An automobile that's the product of new thinking and embodies a new approach to how to build a better car.

Introducing Nova—the

Chevrolet that combines expert engineering, attractive styling and an innovative type of assembly operation to bring you an import-quality vehicle manufactured by American workers on American soil.

Nova incorporates the sure-footed front drive, responsive rack-and-pinion steering, four-wheel independent suspension and five-passenger room you demand in a sedan designed to today's standards. Rounded contours and a wedge-shaped exterior are designed to refined aerodynamic specifications. A gutsy 1.6 Liter L4 engine moves you through open spaces

and crowded places with equal aplomb.

And because Nova is built by New United Motor Manufacturing, Inc., the company formed by the joint venture agreement between GM and Toyota Motor, it offers you something unique in the world of automotive production—the best of both worlds. In an honest, affordable vehicle you can purchase for the best reason of all.

Satisfaction.

The satisfaction of knowing this is a car you can depend on.

A car that delivers more than you expect of it year after year.

Nova CL Sedan. Style That Fits Your Style.

You like being active. Vigorous. You're constantly involved in a variety of pursuits.

Nova CL complements your vitality with sporty panache.

Nova's high-energy appearance begins at the front air dam and valance. Silver stripes accent molded bumpers that extend to the wheel openings. Rectangular quad headlamps and wide taillights wrap around.

From the blackout grille, Nova's sloping hood gives way to a gently raked windshield.

Similarly, a generous rear window rises over the high-angled rear deck. These broad front and rear glass areas meet generous tinted side windows to form Nova's sweeping six-window greenhouse, giving you a panoramic view of the world.

But these lines are functional as well as attractive.

Their clean simplicity is born of advanced principles of aerodynamics: the round contours, while fresh-looking, reduce wind drag on external surfaces; semi-concealed wipers and flush door handles contribute to Nova's aerodynamic efficiency and uncluttered design.

Dressing Nova in the available CL trim package brings flair to its contemporary styling. With wide body side moldings, contrasting side striping, black door frames and rocker panels, bright door and drip moldings and special wheel covers confirming your appreciation of the finer things.

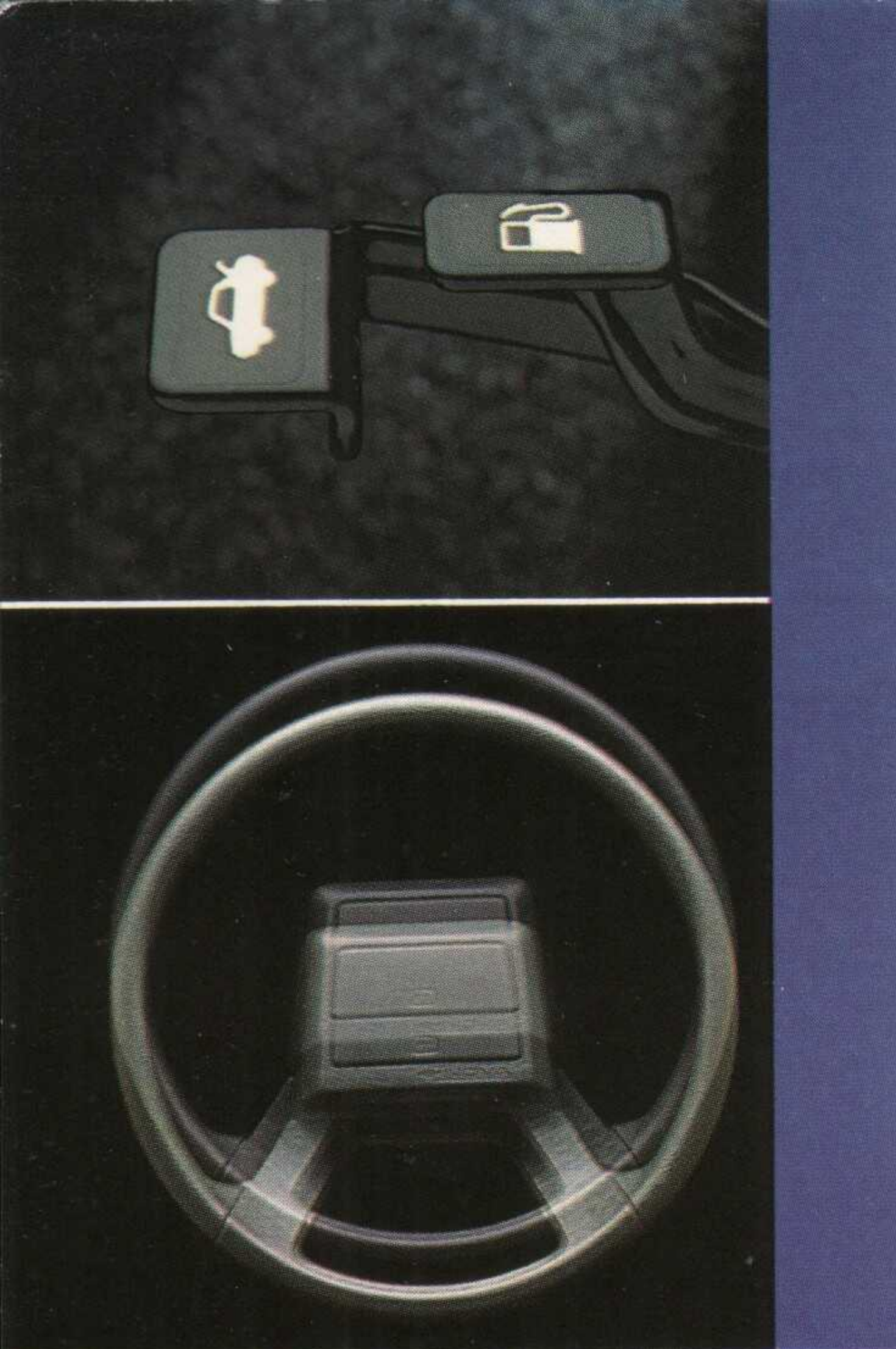
But style goes beyond appearances, and so it is with Nova.

As you live with this vehicle, you'll discover deep beauty arising from the quality of its workmanship. Snug fit and fine finish attest to the care with which Nova is made.

Nova, because your transportation should have the same zest for living you do.



Nova CL Sedan.



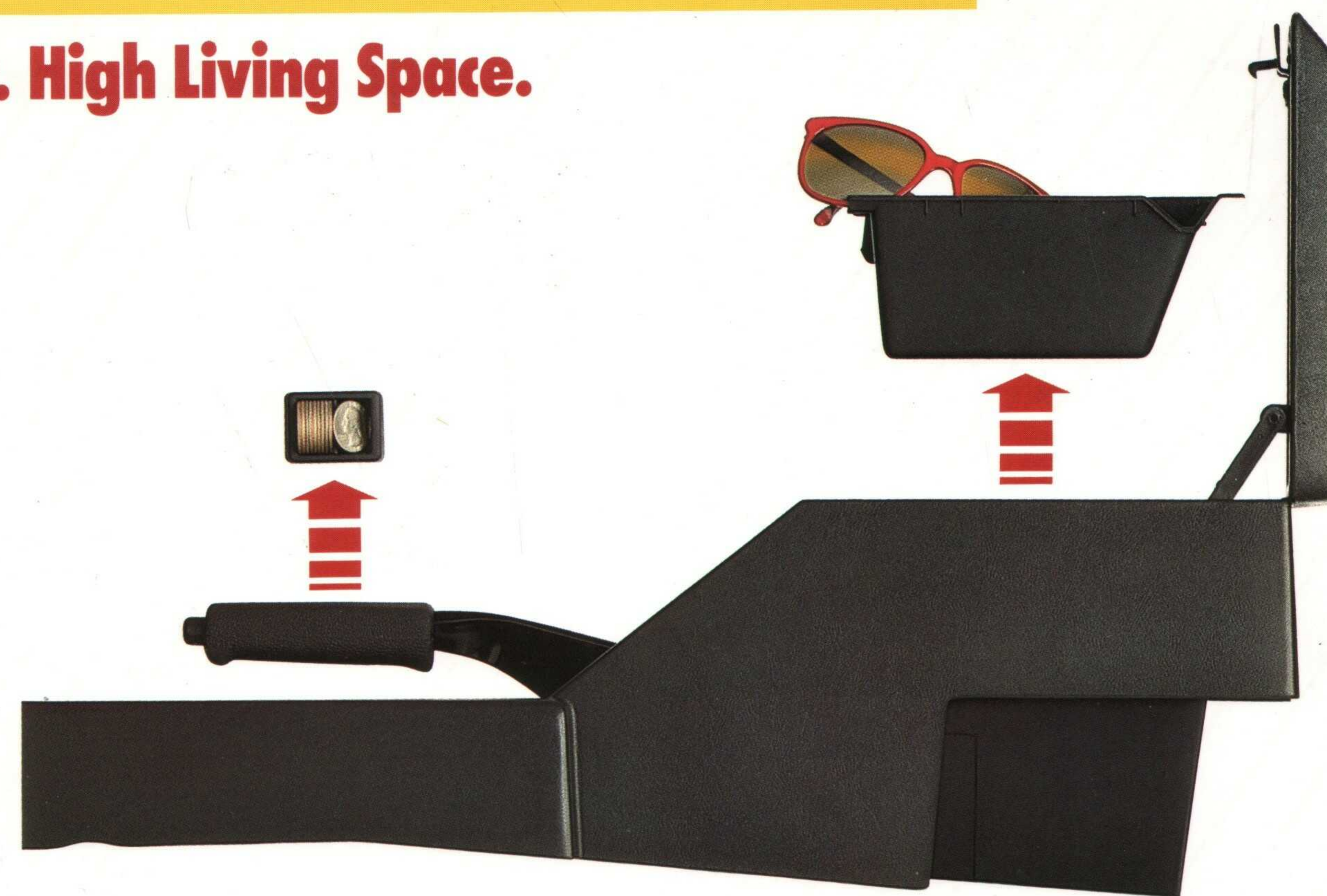
Remote fuel filler door and trunk releases are located next to the driver's seat.

Adjustable steering wheel.

Nova CL interior.

Nova CL Interior. High Living Space.

Center console with removable storage bin, coin holder and ashtray for rear seat passengers.

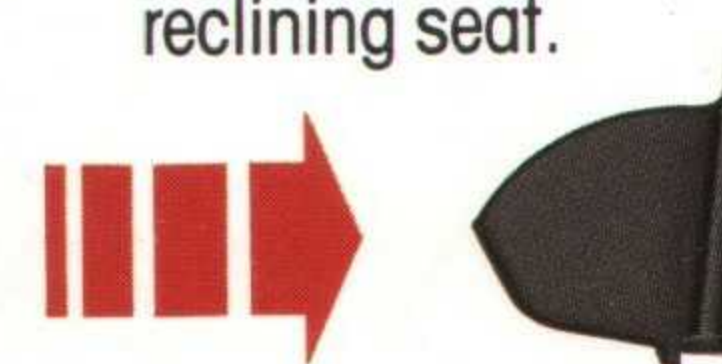


Here in the CL passenger compartment is the secret of Nova's congeniality.

This is a car designed around a single consideration—you.

Your American-size dimensions demand the spaciousness of Nova's open, airy interior.

Your driving needs require a carefully crafted environment that makes all controls accessible and helps keep you relaxed and alert in a body-contoured reclining seat.



Your concern for comfort extends to ergonomically designed seating for up to five occupants.

The many amenities of the CL interior confirm your desire to ride in high style. Surrounded by deluxe full-fabric velour upholstery on all seats and trim panels. Pampered by sound-deadening cut-pile carpeting underfoot and needle-punch carpeting in the rear luggage compartment as well.

Underscoring Nova's desire to take care of you are other items in the CL custom trim package: Full console; adjustable steering column; driver's seat with lumbar and vertical adjustments; remote trunk and fuel filler door openers; soft easy-grip steering wheel, shift knob and parking brake handles; passenger assist grips; a shaded area added to the top of the tinted-glass windshield; a right visor vanity mirror.

And by selecting combinations of features from the Option Package ordering system (see chart, page 20), you can customize Nova CL even more.

Obviously, Nova watches out for your well-being every time you drive.



Driver's seat with lumbar, vertical, and head restraint adjustments.



Nova Sedan.

Nova Sedan. Surprise Package.

Surprising because so much of what makes Nova special is standard.

In a vehicle delivering an unexpected level of value at an affordable Chevrolet price.

At the heart of the matter is Nova's 1.6 Liter 4-cylinder overhead cam engine. This compact powerplant, working in concert with a precise 5-speed transmission, is designed to give you sprightly performance.

Other features of Nova's basic engineering include front drive, four-wheel independent suspension, rack-and-pinion steering and power front disc/

rear drum braking. These systems provide impressive stability and responsive handling. At the same time, they help give you and your passengers a smooth, firm ride.

And as a result of its aerodynamic contours and snug-fitting assembly, Nova displays exceptional noise isolation, helping to keep the distractions of the world away.

Even with a full complement of five occupants, there's lots of room for luggage. 13.8 cubic feet of trunk space invites you to load up Nova with people and cargo and move out for any

destination—across the country or on the other side of town.

No matter where you're headed, whether you're alone or along for the ride—you'll find Nova behaves admirably.

That's the best surprise of all—satisfaction rediscovered every time you drive.



Nova Up Front. Touches of Class.

A heating system that allows you to direct warmth toward your face and feet simultaneously.

An angled, nonslip platform for that supplies a resting place for the driver's left foot.

Little things, perhaps, but indicative of the many standard features that make Nova outstanding when it comes to watching out for you in so many subtle ways.

Nova's instrument panel is a

good case in point.

This one-piece unit is color-keyed to your choice of interior colors. It features easily readable gauges, as you would expect. But the list of built-in conveniences is just beginning.

Five ventilation louvers circulate fresh air to all occupants. A resettable trip odometer is included on every car.

Side window defoggers and tinted glass are standard.

A recessed instrument panel shelf is present, as well. There are even low-fuel and door-cjar warning lights.

Built-in side door pockets, generous armrests, AM radio, visors that nestle flush with the headliner, locking fuel filler door, trunk side trim—the list goes on.

No wonder Nova is so classy from every point of view.

- A** Side window defoggers.
- B** Low-fuel light.
- C** Door-cjar light.
- D** Recessed instrument panel shelf.
- E** Ventilation louvers.
- F** AM radio.
- G** Glove box.
- H** Side door pocket.
- I** 13.8-cubic-foot trunk.

Reclining low-back front seats are covered in smart vinyl and cloth upholstery.

Nova instrument panel.





Nova Hatchback. Ready! Flex! Go!

If four doors are good, five doors are even better.

So Nova added an extra door in the back, turning this lively sedan into a handy hatch.

All the convenience and versatility you associate with a liftback design are here, including five-passenger seating and a generous 35.5 cubic feet of cargo capacity with the rear seats folded down. Nova packages its flexibility in fluid, wedge-shaped styling that begins with the wraparound front bumper and culminates in a jaunty rear spoiler. An integrated rear garnish with combination lamps lends additional distinction to the hatchback's fluid lines.

Powering you from in-town condominium to slope-side lodge is Nova's spunky 1.6-liter 4-cylinder overhead cam engine. Surefooted front-drive traction, 5-speed manual transmission and all-season steel-belted radials help you handle your vehicle even on road surfaces that may be less than ideal.

And Nova's standard Cold Area Specifications*—Delco Freedom II 60-amp-hour battery, heavy-duty washer/wiper system with 2.6-quart washer tank capacity and heavy-duty heater with rear-seat duct in the console—are designed to keep you moving smartly and in comfort even when Mother Nature kicks up a storm.

When you live the sporting life, you want an equally sporty way to get there. Nova Hatchback is eager to limber up and go.

*Also standard on Nova Sedan.

Nova CL Hatchback.



Inside Nova Hatchback. Freedom of Movement.

Nova understands how much you value your independence. That's why there's so much adaptability built into the new Nova Hatchback.

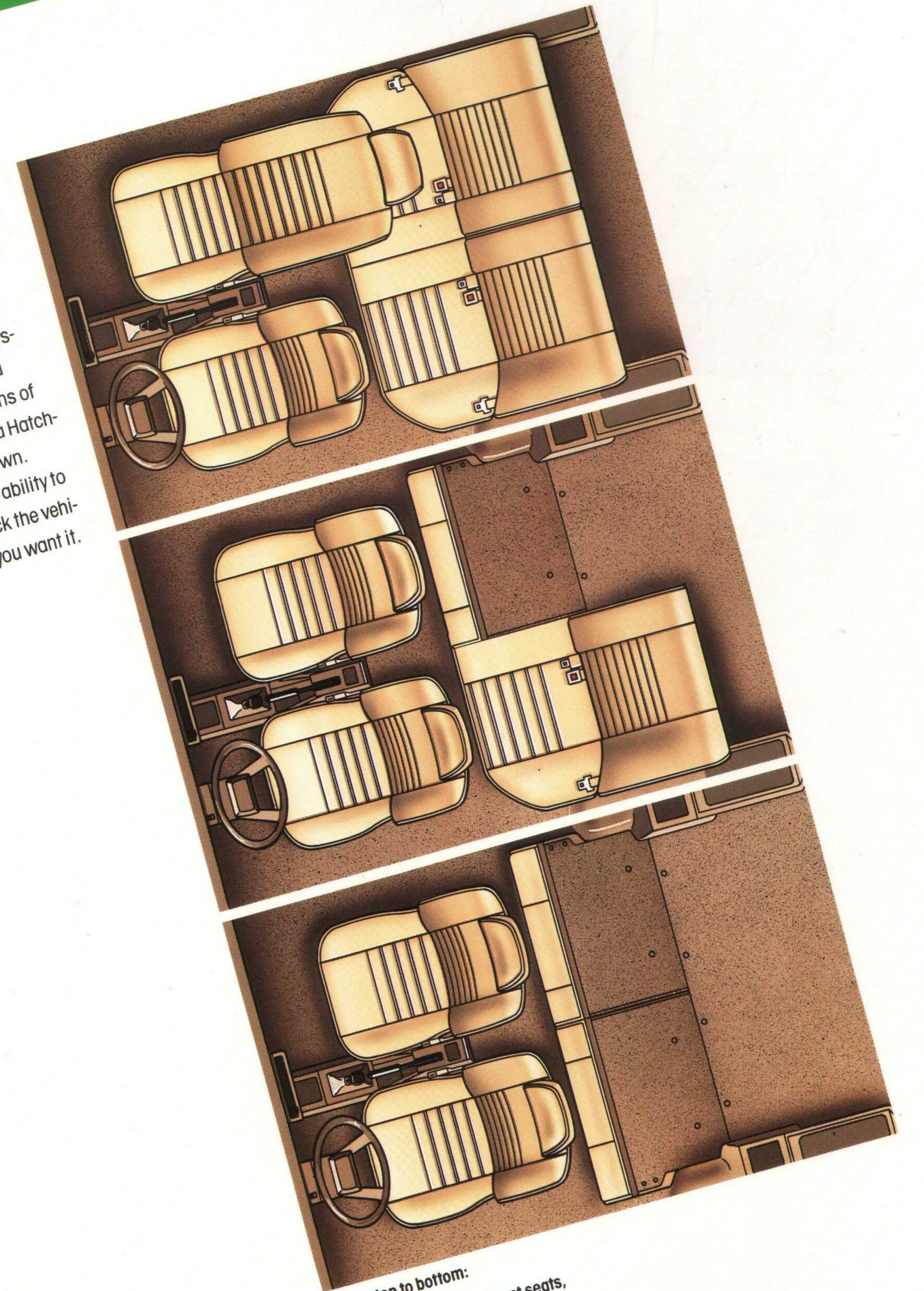
Take the variety of seating and cargo configurations made possible by the standard split-folding rear seat.

And the ability to easily load bulky items via the large hatch opening and low lift-over height.

Once inside, needle punch carpeting on the load floor protects cargo. When the back seat is upright, a security cover extends over the rear area to protect valuables from prying eyes.

Of course, you can order the attractive CL Custom Trim package for your Nova Hatchback. You also have your choice of three interior colors, and the three interior colors, and the Option Package Ordering System (see page 20) lets you specify those combinations of features that stamp Nova Hatchback as uniquely your own.

That's freedom—the ability to make Nova Hatchback the vehicle you want, when you want it.



Shown top to bottom:
Nova features reclining front seats, a three-passenger rear bench and plenty of room for luggage.
Split-folding rear seat-backs allow Nova to carry three passengers and substantial cargo at the same time.
Nova houses up to 35.5 cu. ft. of cargo with both rear seat-backs down and security cover removed.

Nova Engineering. Technical Prowess.

Nova's world-class blend of technology and craftsmanship incorporates many contemporary features, including the surefooted traction of front drive, the impressive ride and handling of four-wheel independent suspension and the performance of a high-revving, overhead cam engine. Such careful engineering also makes possible a high level of room, riding comfort and performance—all at a Chevrolet price.

But it isn't technical sophistication alone that sets this bright new star apart from other compact cars. Any way you look at Nova, you'll see the dedication to quality, the care taken in assembly and the commitment to owner satisfaction.

From initial conception to final inspection on the New United Motor assembly line, Nova is designed to be the best small car you've ever owned.

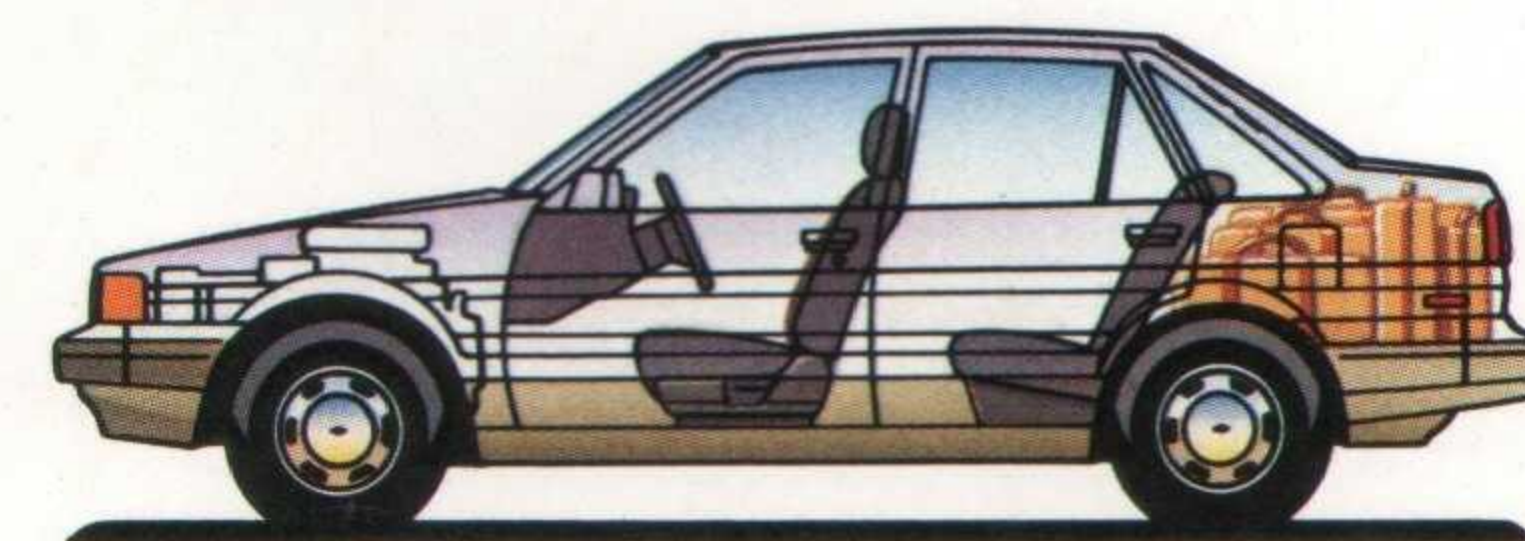
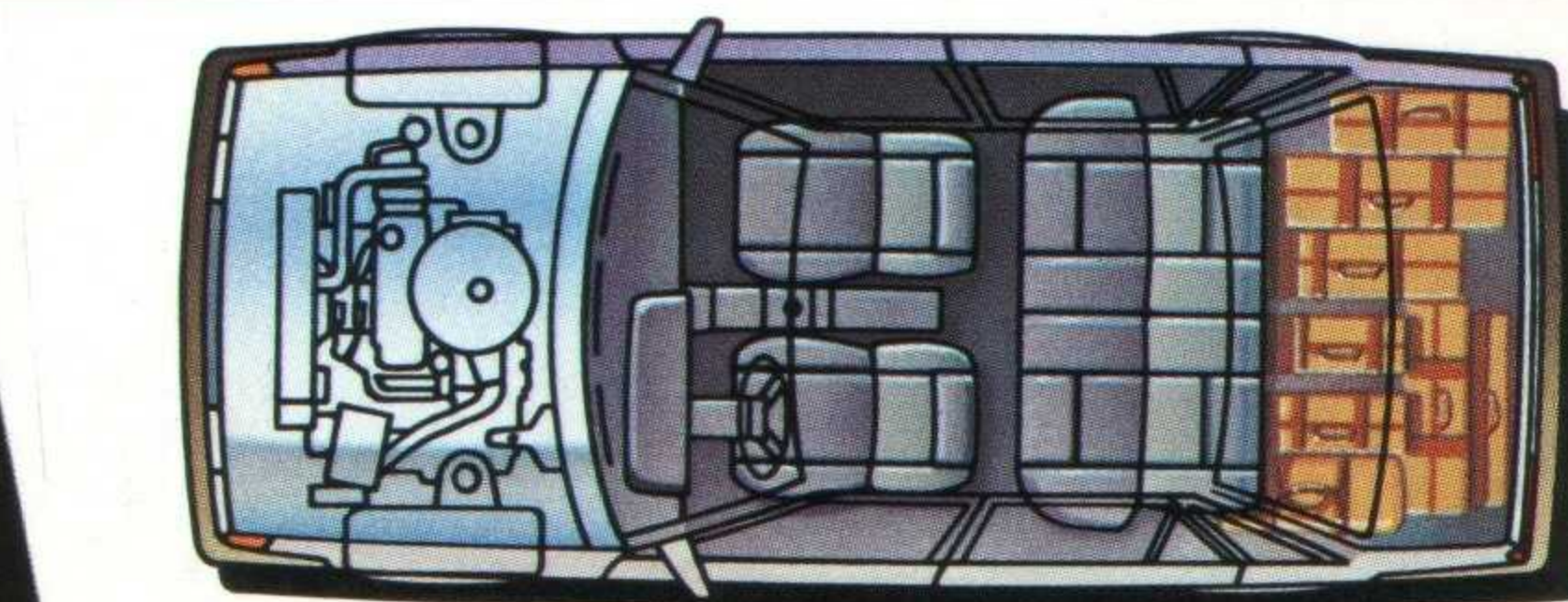
Nova's wedge shape does more than look good. It helps the car slip through the wind, improving gas mileage and reducing wind noise at highway speeds.

RUGGED UNIT-BODY CONSTRUCTION.

The extensive use of high-strength steels gives the unit-body Nova a framework that is both rigid and lightweight. Built-in corrosion protection means Nova is designed to take on adverse weather conditions. Heat-treated galvanized steel has been widely adopted in such areas as front fenders; doors; rocker, wheelhouseings; hood outer panels. Polyvinyl chloride coatings, which have excellent anti-chipping properties, have been utilized in front and rear wheelhouseings and front floor side members. Nonmetallic parts have been adopted for bumper, engine undercover, door belt moldings and fuel inlet pipe protection.

ENGINE DESIGN.

Nova's 1.6 Liter 4-cylinder engine features an overhead camshaft design, aluminum cylinder head and low internal friction. Benefits include smooth, responsive performance and lighter weight. Nova's net horsepower is 74 at 5,200 RPM; net torque is 86 foot-pounds at 2,800 RPM. Routine maintenance checks are easily made, with dipstick, oil filter, fuse box and other components located for convenient access. A full-transistor ignition helps assure dependable cold starts and long spark plug life.



		Nova Sedan		Nova Hatchback	
Dimensions	Wheelbase	95.7 in.	95.7 in.	Head room—front	37.9 in.
	Length (overall)	166.3 in.	166.3 in.	Leg room—front	42.4 in.
	Width (overall)	64.4 in.	64.4 in.	Shoulder room—front	53.8 in.
	Height (overall)	52.8 in.	52.8 in.	Hip room—front	50.1 in.
	Tread—front	56.1 in.	56.1 in.	Head room—rear	36.5 in.
	Tread—rear	55.3 in.	55.3 in.	Leg room—rear	32.0 in.
	Cargo space	13.8 cu. ft.	20.0 cu. ft.	Shoulder room—rear	53.8 in.
				Hip room—rear	51.7 in.

MECHANICAL COMPONENTRY.

- A** A front shield helps keep the elements away from the engine.
- B** Tight underbody sealing contributes to vehicle durability.
- C** The mesh muffler flex joint quiets exhaust noise by isolating the engine from the exhaust system.
- D** Nova's heat shield runs the length of the floor pan, helping keep heat and noise away from passengers inside the car.
- E** Lines and cables are enclosed for protection and longer wear.

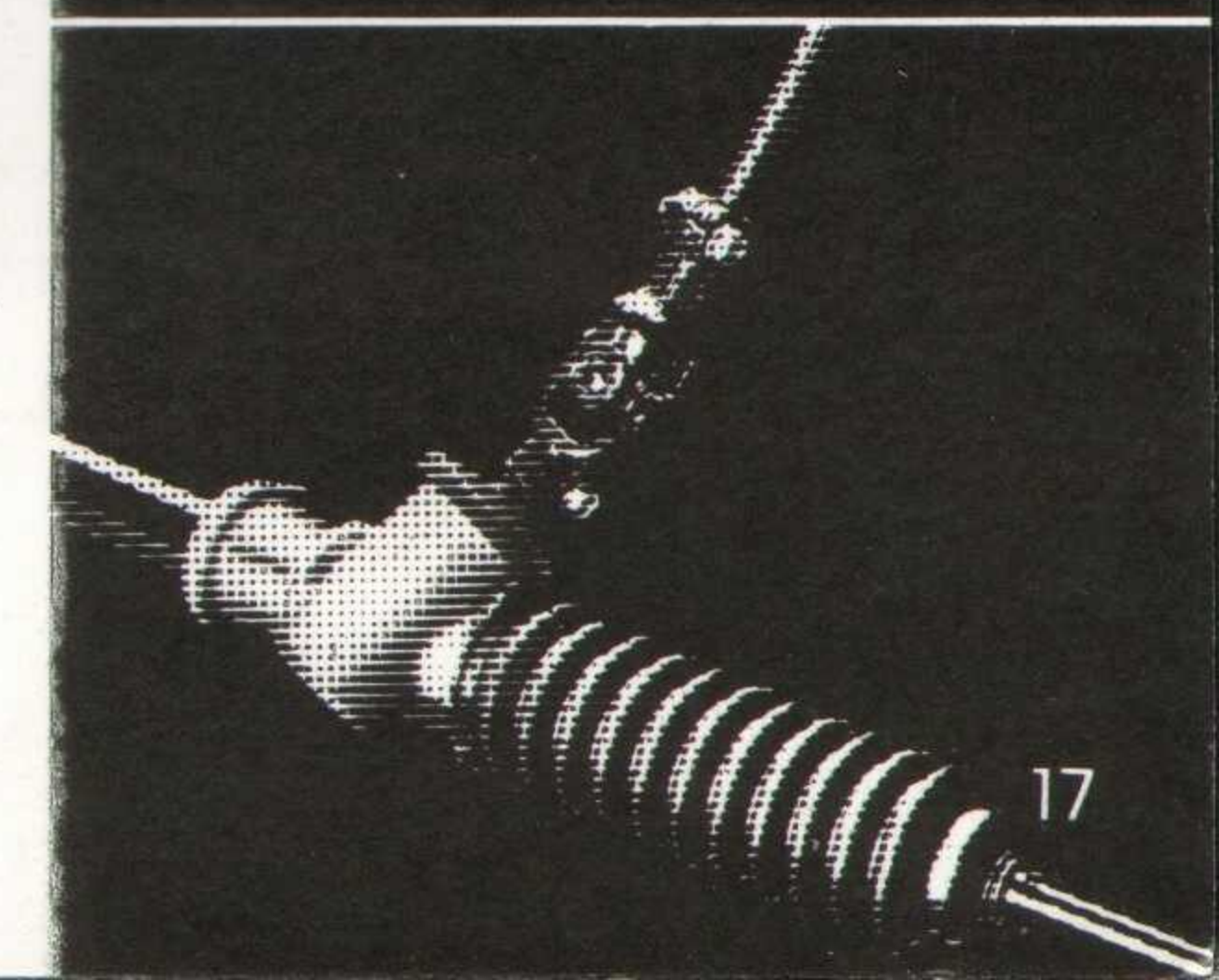
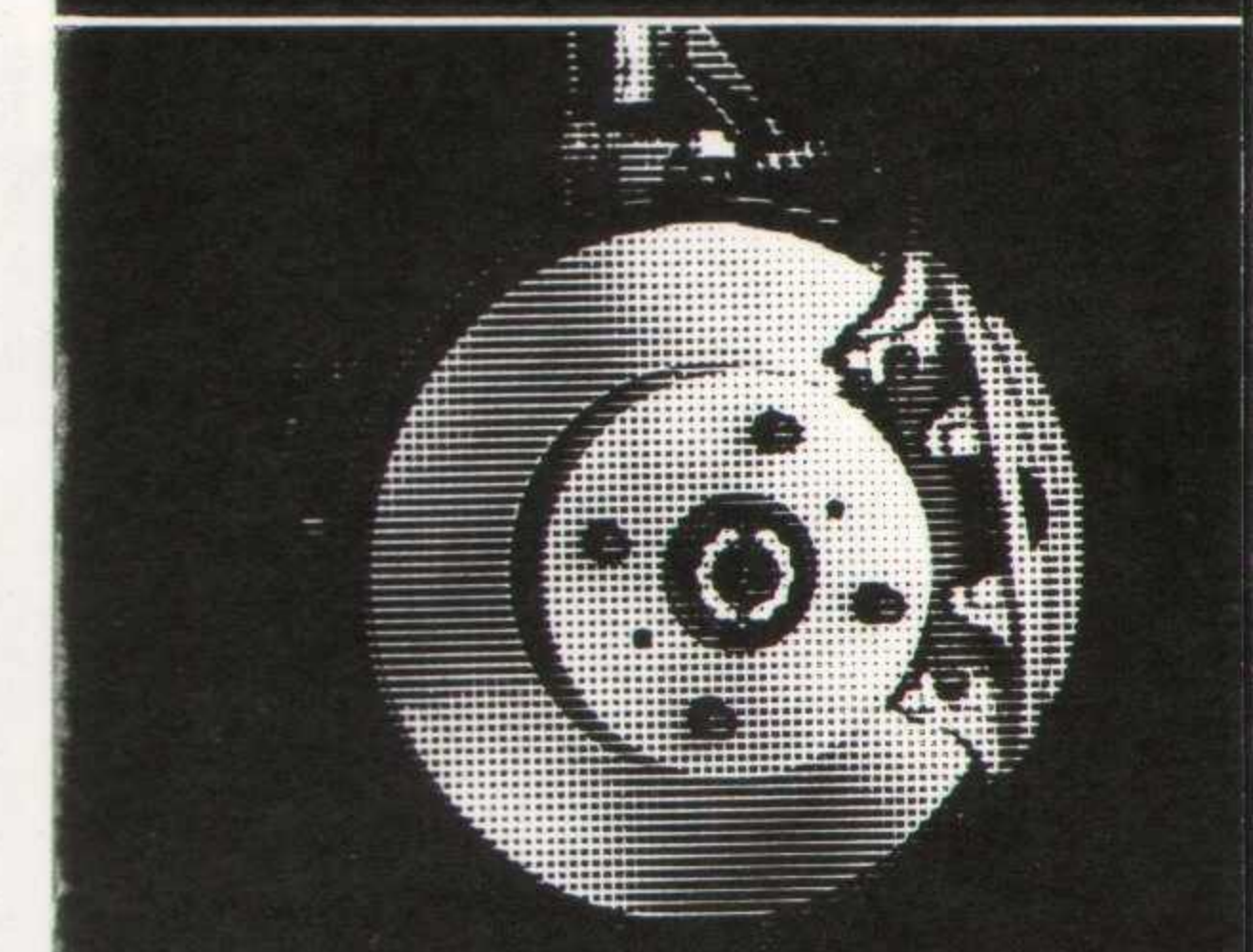
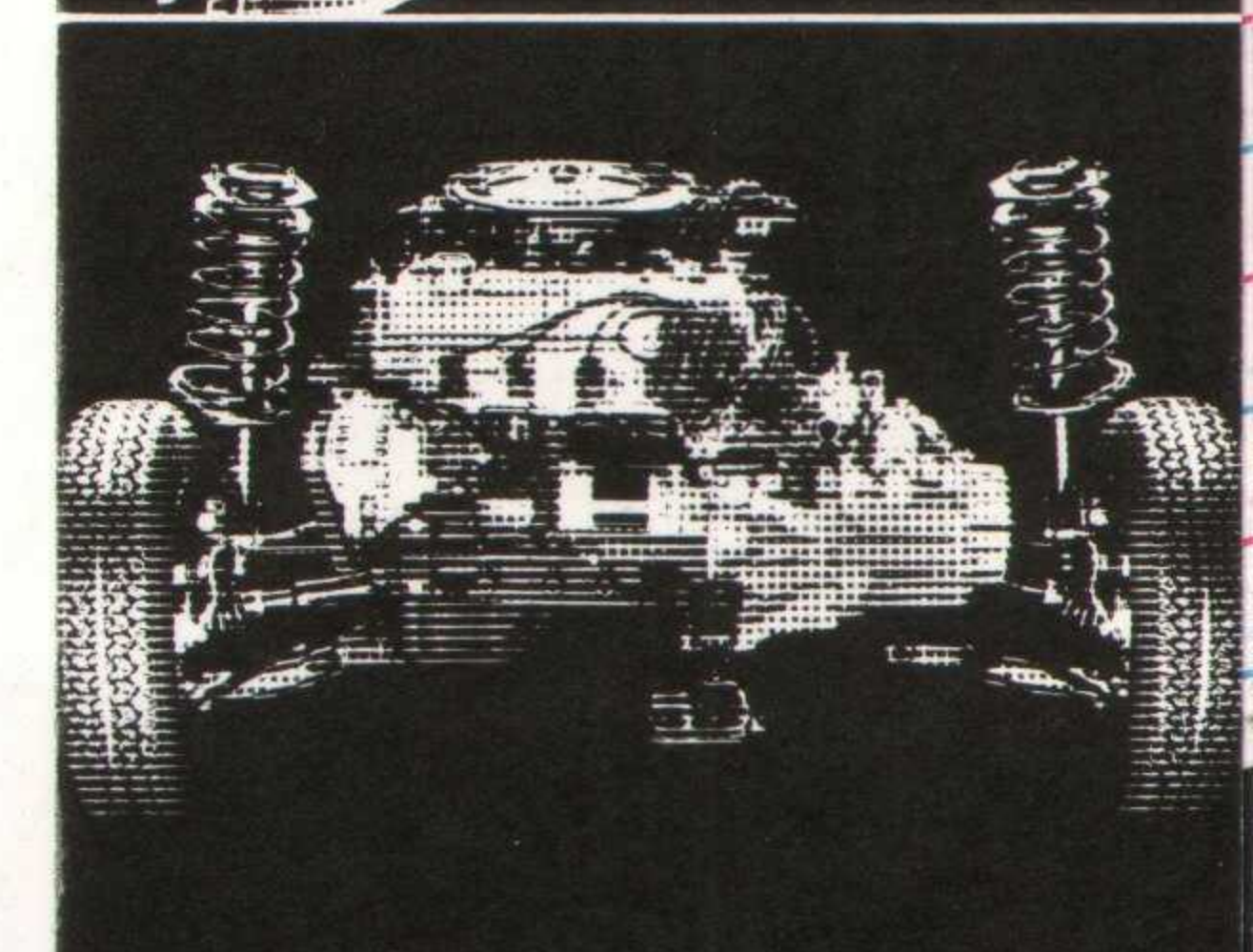
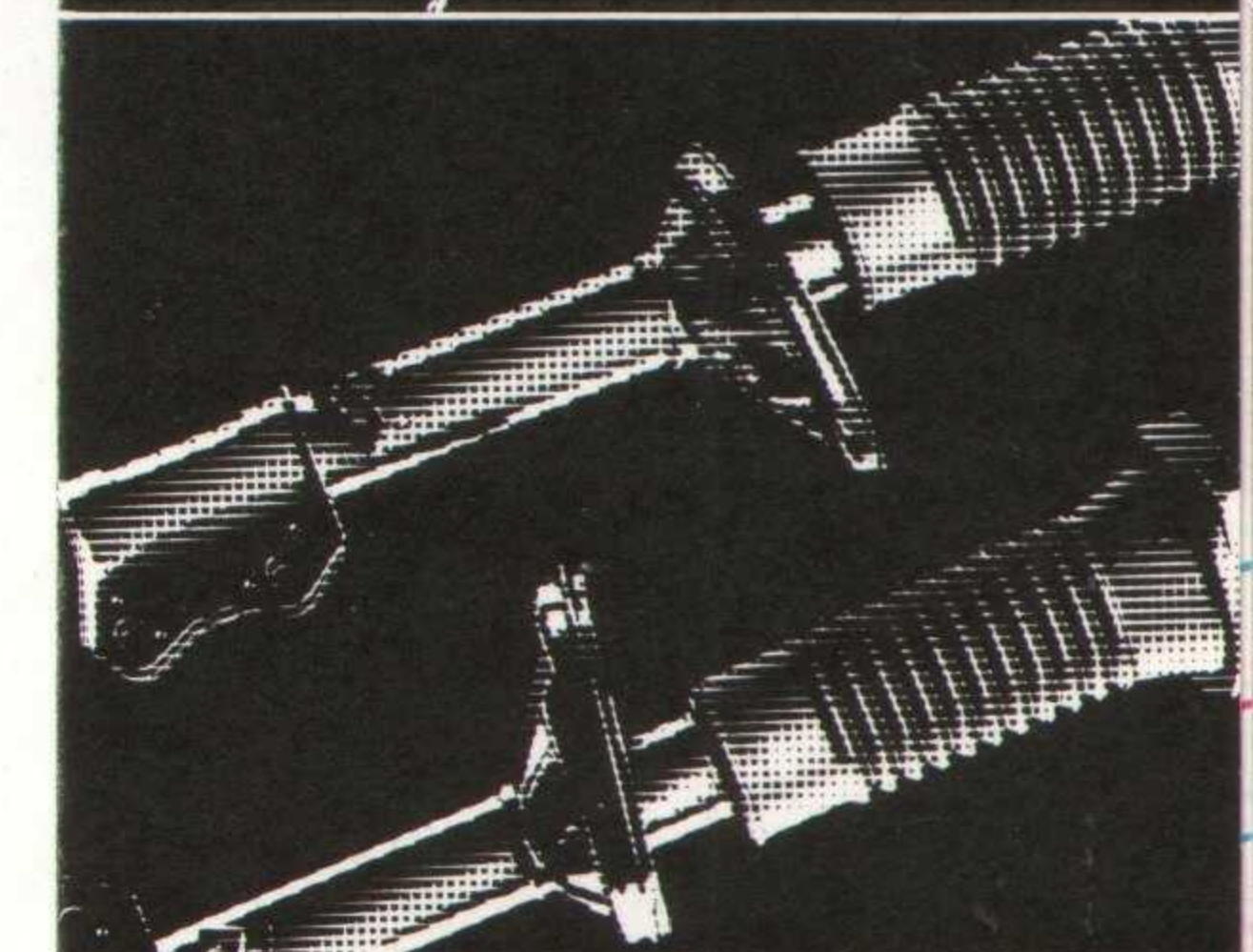
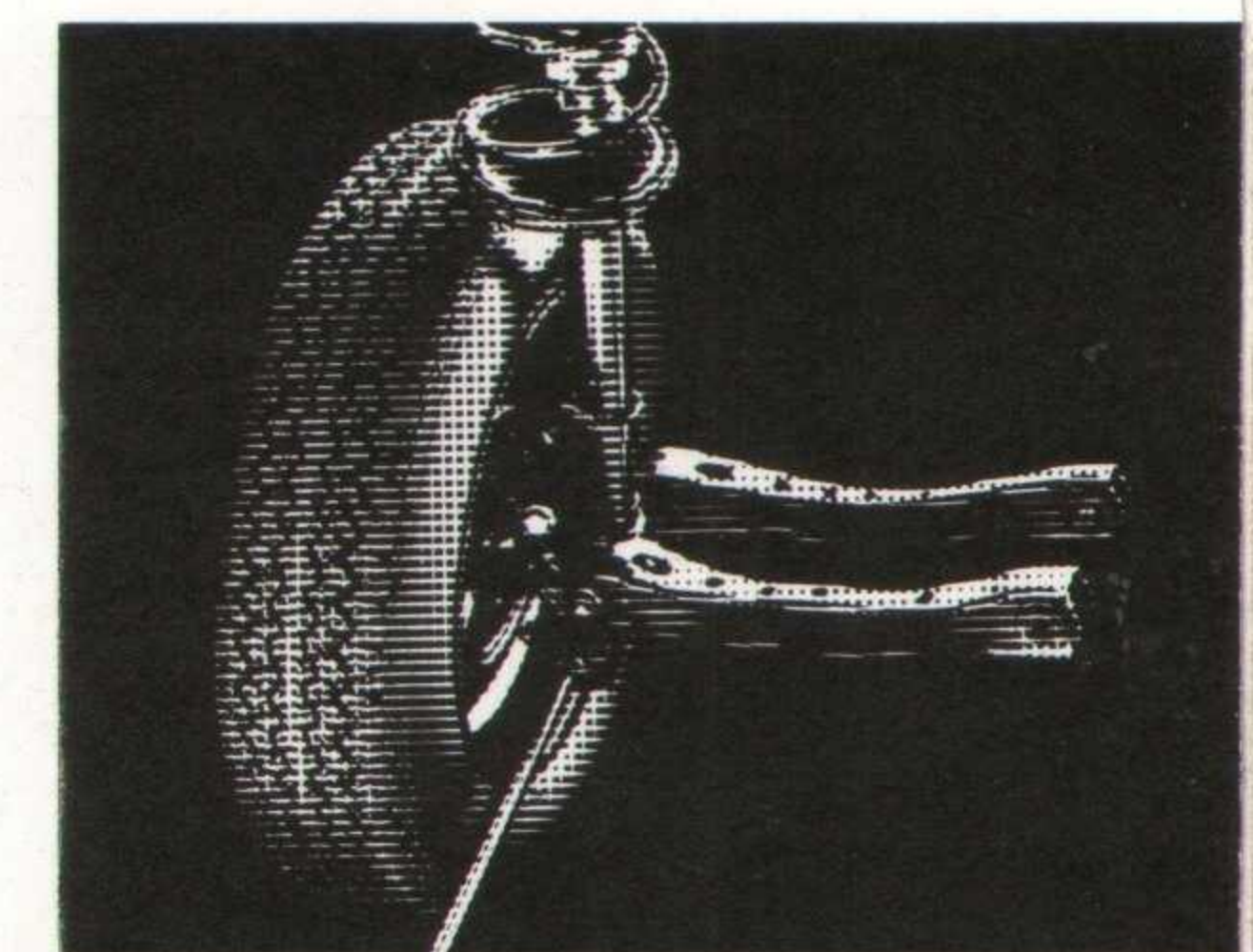
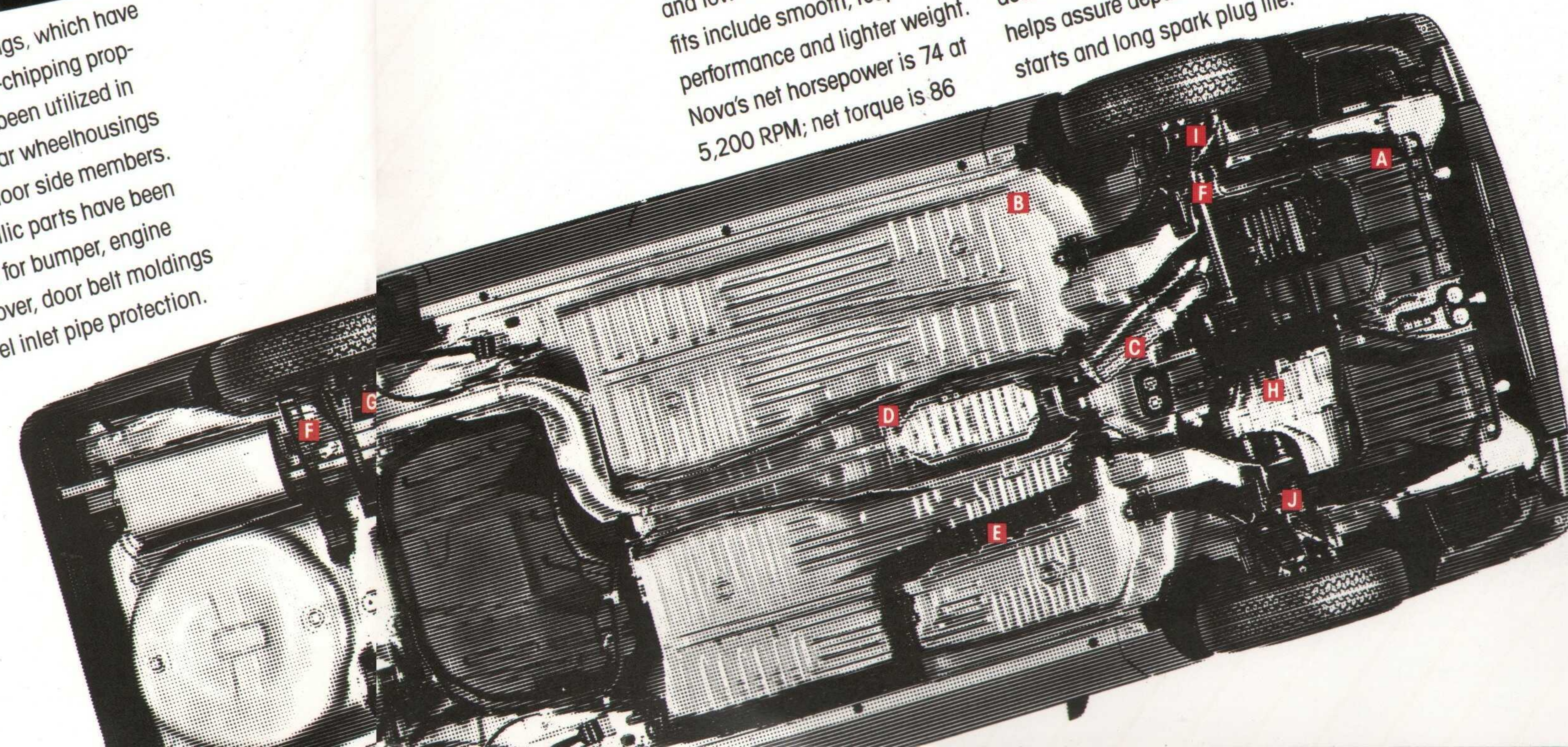
F MacPherson-strut front and rear independent suspension gives Nova a supple ride, a stable cornering attitude and remarkable poise on poor road surfaces, delivering control, stability and balance you'll appreciate at every turn.

G A gas-filled MacPherson strut at each rear wheel soaks up the bumps while helping maintain stability, contributing to the sporty-car feel that makes Nova such an enjoyable driving experience.

H Front drive and a transversely mounted engine concentrate much of Nova's mechanical componentry up front, freeing more space for passengers and cargo. Traction is impressive as well.

I Power-assisted front disc/rear drum brakes feature audible sensors on the front disc brakes that sound when pad replacement is required.

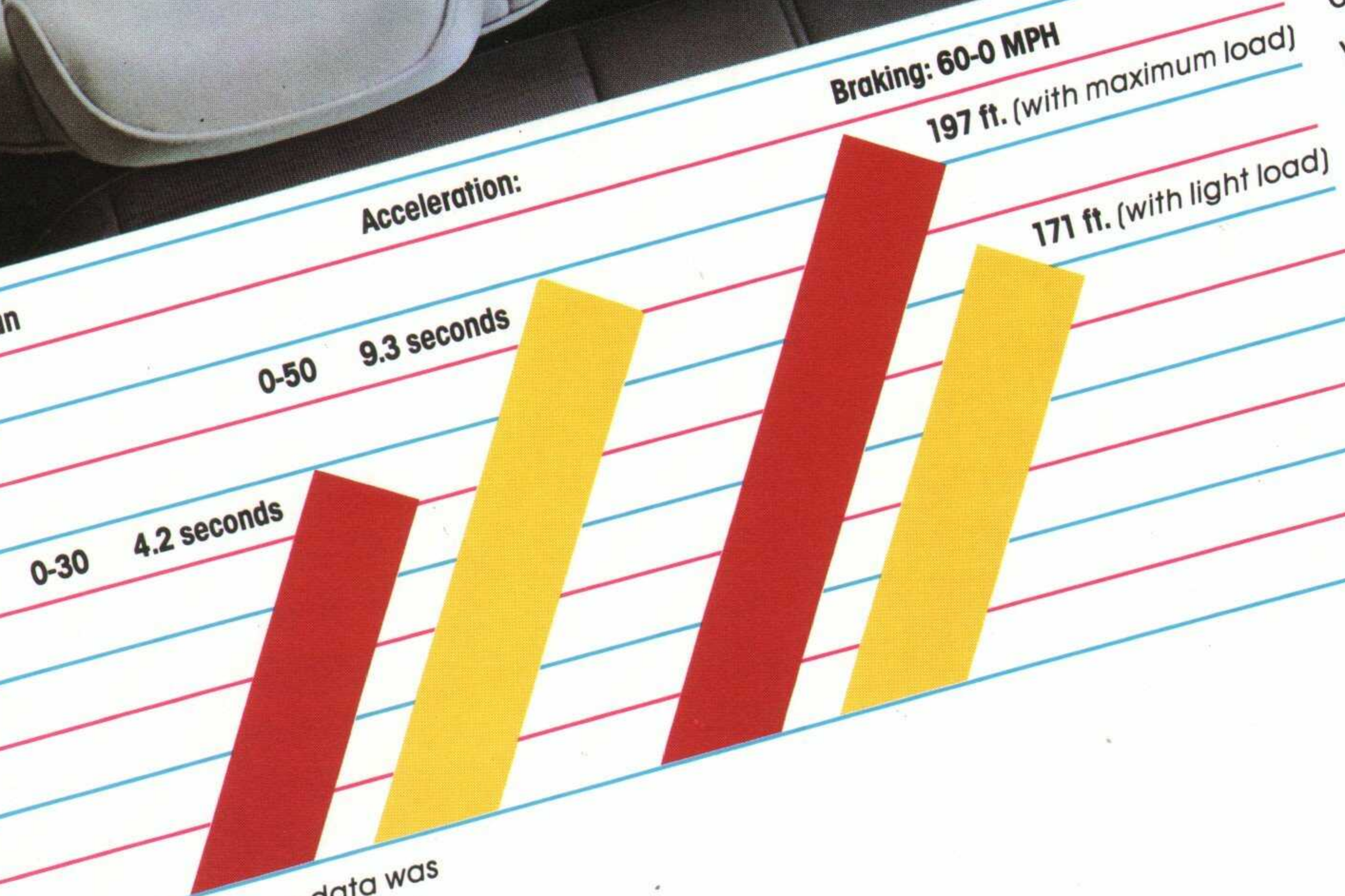
J Responsive rack-and-pinion steering contributes to precise road manners and agile maneuverability in city traffic.



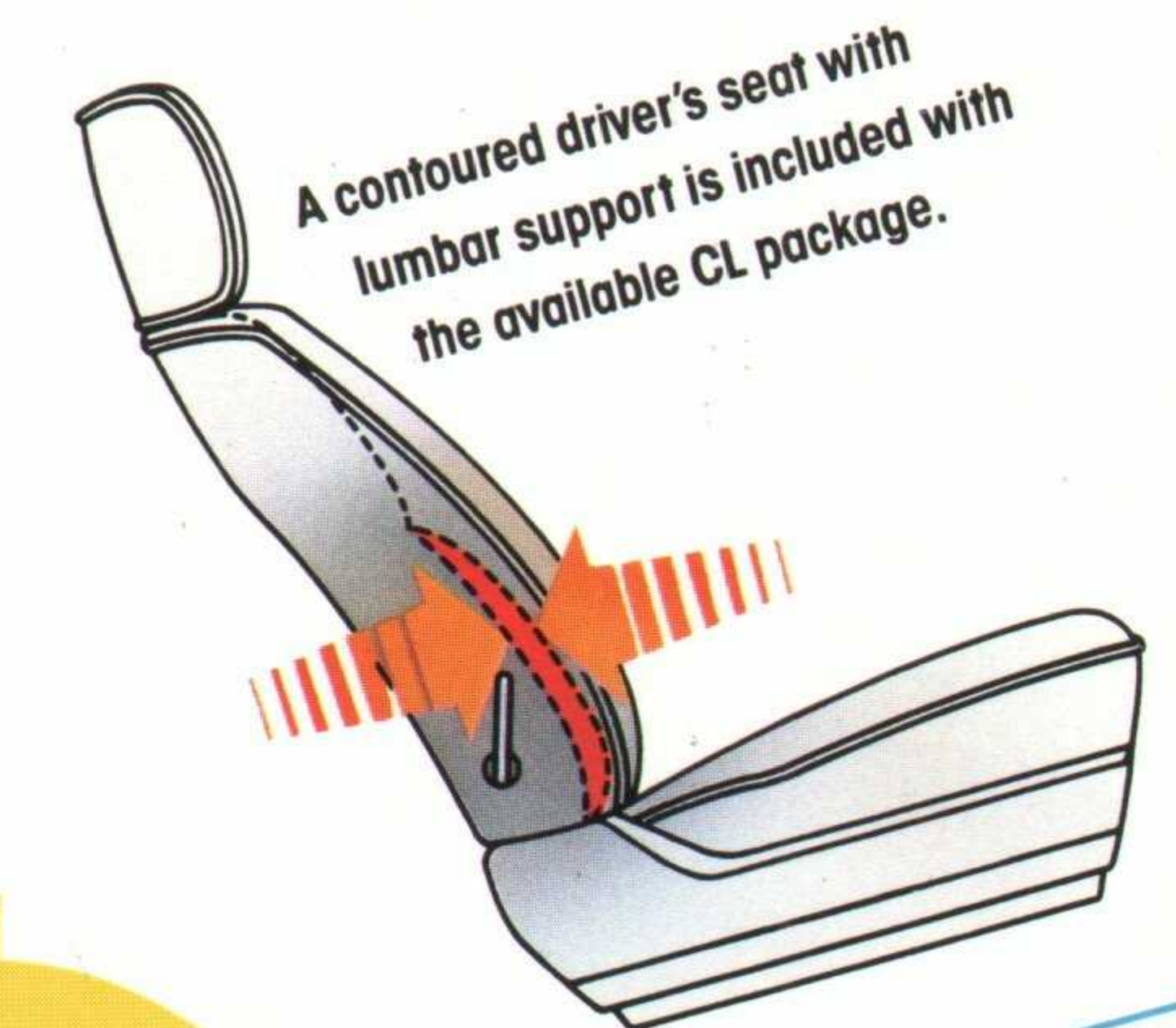


Nova Performance. Sensible Sizzle.

Chevy Nova delivers performance you can count on. Its easy serviceability helps keep motoring costs down, mile after mile. Here's room for a family of five, and their luggage. Sporty handling characteristics, a sassy 4-cylinder engine that really comes alive on the highway and a standard 5-speed manual with overdrive transmission with smooth, precise shift quality add up to the kind of practical performance that makes it fun to be sensible.



NOTE: Performance data was compiled by a professional driver on a test track. The test vehicle was a Nova Sedan with standard 5-speed manual transmission. Acceleration times are estimated.



A contoured driver's seat with lumbar support is included with the available CL package.

A tight 30.8-foot, curb-to-curb turning circle makes Nova a pleasure to drive and park in congested areas.



Manual Gear Ratios	
1st	3.55
2nd	1.90
3rd	1.23
4th	0.89
5th	0.73
Rev.	3.25



The instrument cluster features a complete information center including trip odometer and low-fuel warning light.

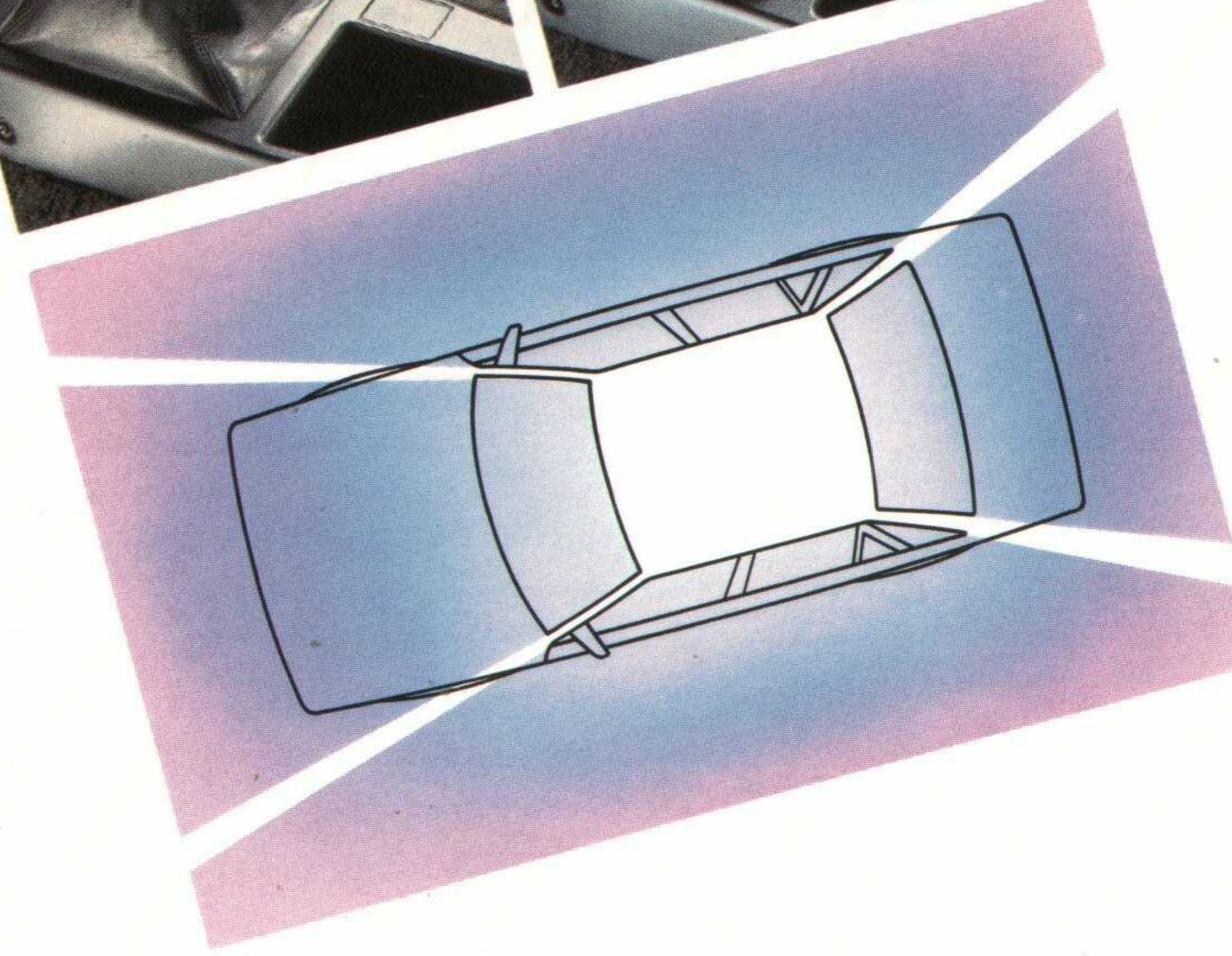
Power Teams	Engine*	5-Speed Manual	Automatic
1.6 Liter, 2-Bbl. L4(A)	Standard	Standard	Extra Cost

(A) - Produced by Toyota Motor Corp., Japan. *All states.



Nova's fully synchronized standard 5-speed manual transmission features precise action and well-chosen ratios. Overdrive contributes to good fuel economy.

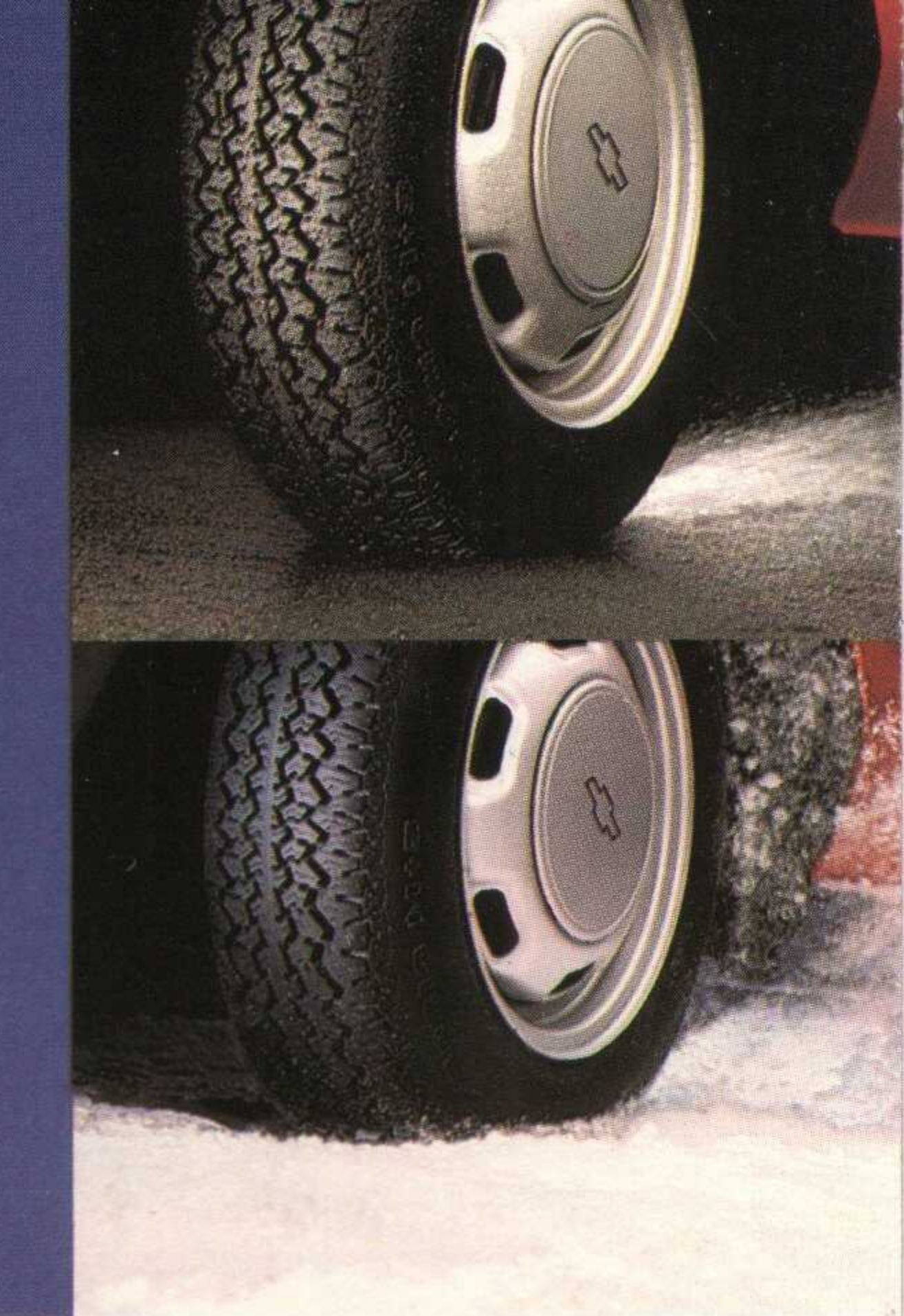
The available 3-speed automatic features a floor-mounted gear selector and a computer-controlled torque converter clutch that provides both efficiency and performance.



Nova's expansive six-window styling and thin-pillar design offer a panoramic view in all directions. Total glass area in the sedan is 4,294 square inches.



Piston displacement	Liters	1.6L (96.8 cid)
Bore x stroke	in.	3.19 x 3.03
Compression ratio		9.0:1
Max. output SAE net	HP/RPM	74/5,200
Max. torque SAE net	lb.-ft./RPM	86/2,800



Every front-drive Chevrolet Nova offers all-season steel-belted radial tires as standard equipment. These all-season tires are designed for long wear and impressive traction under all conditions.

Option Packages.

Option Package Chart

	Nova Sedan and Hatchback				Nova CL Sedan and Hatchback			
	1	2	3	4	5	6	7	8
Transmission: 5-Speed Manual								
Moldings: Body Side								
Radio, AM								
Tires, P155/80R-13 All-Season Steel-Belted Radial Ply Blackwall								
Transmission: Automatic								
Mirrors: Outside, LH Remote and RH Manual								
Steering, Power								
Air Conditioning								
Defogger, Rear Window: Electric								
GM-Delco Radio, Electronically Tuned AM/FM Stereo with Seek/Scan and Digital Clock								
CL Custom Feature Package*								
Headlamps, Halogen: High and Low Beam								
Radio, Electronically Tuned AM/FM Stereo Radio with Seek/Scan, Stereo Cassette Tape and Digital Clock								
Speed Control, Electronic: With Resume Speed								
Tires, P175/70R-13 All-Season Steel-Belted Radial Ply Blackwall								
Wheels, Aluminum								
Windshield Wiper System: Intermittent								
Rear Window Wiper/Washert								
Door Lock System, Power								
*Includes Custom Cloth Interior, Wide Body Side Moldings and Body Side Stripes (NA with Two-Tone Paint), Bright Roof Drip and Door Belt Moldings, Black Painted Door Frames and Rocker Panels, Console with Storage Box and Armrest, Steering Column with Tilt Feature, Remote Trunk Lid and Fuel Filler Door Opener, Luggage Area Lamp and Cut-Pile Floor Carpet, Right-Side Visor Vanity Mirror, Passenger Assist Grips, Half-Cap Wheel Covers, Soft Steering Wheel and Driver's Seat with Lumbar Support and Vertical Adjustment.								
†Hatchback only.								

Nova CL Sedan shown with available Two-Tone paint and aluminum wheels.

GM-Delco AM/FM ETR™ stereo radio with seek/scan, cassette and clock.

Air conditioning with regular and economy modes.

Passenger-side convex mirror.

Cruise Control and variable speed intermittent wiper.

Facts.

Safety Features Occupant Protection

- Manual lap/shoulder safety belts for driver and right front passenger (driver's side includes visual and audible warning system) ■ Manual lap belts at each rear-seat position
- Energy-absorbing steering column ■ Energy-absorbing instrument panel ■ Energy-absorbing front seat-back tops ■ Laminated safety windshield glass and tempered safety side and rear window glass
- Safety interlocking door latches ■ Passenger-guard inside door lock handles ■ Inertia-locking, folding front seat-backs ■ Safety armrests
- Head restraints, driver and right front passenger.

Accident Avoidance

- Side marker lights and reflectors
- Parking lamps that illuminate with headlamps ■ Four-way hazard warning flasher ■ Backup lights ■ Center high-mounted stop lamp ■ Directional signal control with lane-change feature ■ Windshield defroster, washer and dual-speed wipers
- Inside rearview mirror with vinyl-bonded glass ■ Outside left rearview mirror ■ Brake system with dual master cylinder and warning light
- Starter safety switch ■ Dual-action hood latch system ■ Low-glare finish on instrument panel top, inside windshield moldings, wiper arms/blades, metallic steering wheel surfaces ■ Illuminated heater and defroster controls ■ Illuminated windshield wiper and washer controls
- Tires with built-in tread-wear indicators.

Theft Deterrence

- Audible reminder for ignition key removal ■ Theft-deterrent steering column lock ■ Visible vehicle identification number.

Exterior Features

	Nova Sedan and Hatch	Nova CL Sedan and Hatch
Antenna retracts into windshield pillar	S	S
Anti-chip paint on rocker panels	S	S
Black door frames and rocker panels	NA	S
Black grille	S	S
Black, remote patch-mounted OSRV mirror	S	S
Black roof drip moldings	S	NA
Body side molding, narrow black	S	NA
Body side molding, wide black	NA	S
Body side stripe	NA	S*
Bright door belt moldings	NA	S
Bright roof drip moldings	NA	S
Custom Two-Tone paint	NA	EC
Flush-mounted windshield with black molding	S	S
Locking fuel filler door	S	NA
Quad rectangular headlamps	S	S
Remote fuel filler door opener	NA	S
Remote trunk lid opener	NA	S
Semi-concealed wipers	S	S
Tinted glass	S	S
Tricolor tail lamps	S	S
Valance and air dam	S	S
Wheel center cap	S	NA
Wheel half cap	NA	S

Interior Features

	NA	S
All-velour upholstery	NA	S
Center high-mounted stop lamp	S	S
Cloth and vinyl seat trim	S	NA
Color-keyed instrument panel	S	S
Cut-pile carpeting	S	S
Day/night inside rearview mirror	S	S
Front door pockets	S	S
Full-length console with heat ducts for rear seat	S	NA
Full-length console with storage box, cover, armrest and heat ducts for rear seat	NA	S
Hooded instrument cluster: Trip odometer, fuel and temperature gages, low-fuel warning light, door-ajar warning light	S	S
Low-back reclining front bucket seats with adjustable head restraints	S	S
Luggage area lamp (sedan only)	NA	S
Lumbar support and vertical adjustment on driver's seat	NA	S
Needle-punch luggage compartment carpet	NA	S
Security cover (hatch only)	S	S
Side window defoggers	S	S
Steering column switch for washer/wiper	S	S
Adjustable steering wheel	NA	S
Windshield wipers with mist cycle	S	S

Power Teams/Chassis/Mechanical Features

	S	S
Delco Freedom II battery	S	S
Five-speed manual transmission	S	S
Front drive	S	S
Independent MacPherson-strut front suspension	S	S
Independent MacPherson-strut gas-charged rear suspension	S	S
1.6 Liter OHC 4-cylinder engine†	S	S
All-season steel-belted radial ply blackwall tires	S	S
Power front disc/rear drum brake system	S	S
Rack-and-pinion steering	S	S
13" x 5" styled steel wheels	S	S

*NA with Two-Tone paint.

†Produced by Toyota Motor Corporation, Japan.

S: Standard. NA: Not Available. EC: Extra Charge.

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*Available CL Models only.

A Word About Assembly, Components and Optional Equipment in These Chevrolets.

The Novas described in this catalog are assembled at facilities operated by New United Motor Manufacturing, Inc. These vehicles incorporate thousands of different components produced by New United Motor Manufacturing, Inc., General Motors, Toyota, and by various suppliers worldwide to New United Motor. From time to time during the manufacturing process, it may be necessary, in order to meet public demand for particular vehicles or equipment, or to meet federally mandated emissions, safety and fuel economy requirements, or for other reasons, to produce New United Motor products with different components or differently sourced components than initially scheduled. All such components have been approved for use in New United Motor Manufacturing, Inc., products and will provide the quality performance associated with the Chevrolet name.

With respect to extra-cost optional equipment, make certain you specify the type of equipment you desire on your vehicle when ordering it from your dealer. Some options may be unavailable when your car is built. Your dealer receives advice regarding current availability of options. You may ask your dealer for this information. GM also requests the dealer to advise you if an option you ordered is unavailable. We suggest that you verify that your car includes optional equipment you ordered or, if there are changes, that they are acceptable to you.

Important: A Word About This Catalog.

We have tried to make this catalog as comprehensive and factual as possible. However, since the time of printing, some of the information may have been updated. Also, some of the equipment shown or described throughout this catalog is available at extra cost. Your dealer has details and, before ordering, you should ask him to bring you up to date. 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.

Commitment to Excellence

Chevrolet enhances your ownership experience with its "Commitment to Excellence," a customer satisfaction program that brings you an extensive system of services and benefits.

The program includes:

- Vehicle identification cards to speed your service request at the dealership.
- Special rates and reservation service at participating hotels, motels and car rental agencies.
- Hotel/motel and car rental guides.
- Preregistered key-return service.
- A "Let's Talk" booklet of service signals.
- A glove compartment organizer.
- An improved delivery procedure that includes an inspection checklist and orientation drive.

Chevrolet's "Commitment to Excellence" is another way Chevrolet takes care of you for as long as you own your car.

A Word About Updated Service Information.

Chevrolet regularly sends its dealers useful service bulletins about Chevrolet products. Chevrolet monitors product performance in the field. We then prepare bulletins for servicing our products better. Now you can get these bulletins, too. Ask your dealer. To get ordering information, call toll-free 1-800-551-4123.

Let's Get It Together... Buckle Up.

Every new Nova delivered by a Chevrolet dealer in the United States comes with a one-year, \$10,000 safety belt user insurance certificate from MIC General Insurance Corporation at no additional charge. \$10,000 will be paid to the estate of any occupant who suffers fatal injuries, as a result of an accident involving that vehicle, while wearing a GM safety belt.

At your Chevy dealer's, financing or leasing your new Nova can be as easy as saying GMAC.



Nova. The General Motors-Toyota Motor Corporation Joint Venture Car.

■ The GM/Toyota joint venture is an historic production agreement involving two of the world's most distinguished automakers. ■ The goals of this \$400 million venture are two-fold: First, to produce, in the United States using unionized American workers, a small car that demonstrates the highest possible quality, and second, to make that vehicle available at an affordable Chevrolet price. ■ The product of this important venture in industrial cooperation is the vehicle you've been reading about in this catalog—the Chevrolet Nova. Nova is built by New United Motor Manufacturing, Inc., a company formed by GM and Toyota for the sole purpose of manufacturing this car. ■ With its sporty styling, advanced engineering, good mileage and performance, numerous features, substantial interior volume and easy serviceability at Chevrolet dealers, Nova brings new meaning to the word "quality," in a vehicle designed to set an industry standard

in world-class small cars. ■

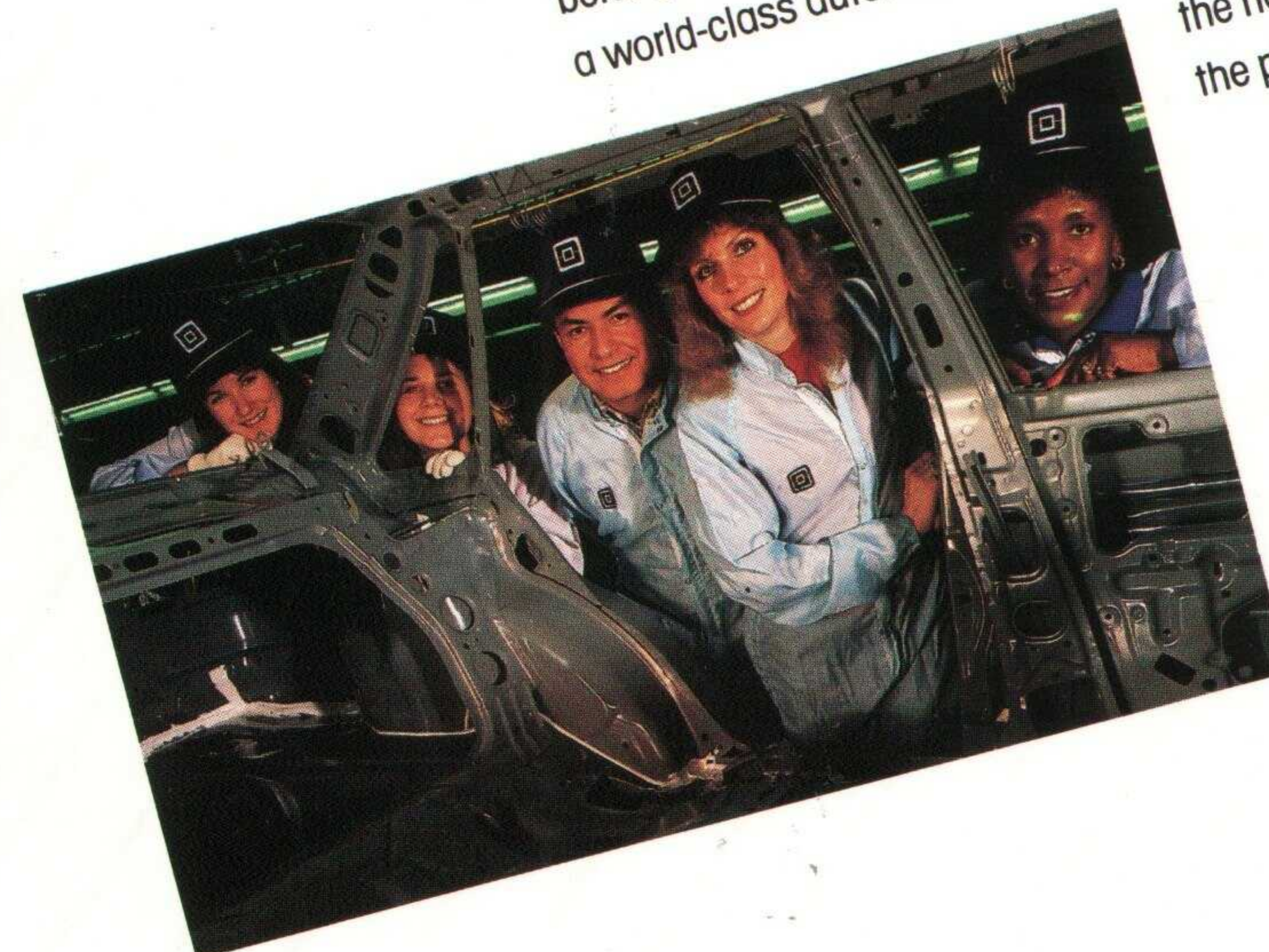


NEW UNITED MOTOR—AMERICA'S NEWEST CARMAKER.

Located in Fremont, California, the New United Motor factory encompasses nearly three million square feet and will employ nearly 2,500 workers. Dedicated to the philosophy that consistent quality is built in at all phases of automotive assembly, the goal of New United Motor is to produce one of the highest-quality cars in the world at a competitive price. Expectations are that this company will also become a showplace of efficiency and industrial cooperation unlike any other in the world.

Worker/Management Cooperation.

New United Motor is building an innovative employee relations atmosphere based on mutual trust and respect at all levels. There are no private offices, reserved parking or executive cafeterias, keeping the focus of the entire operation where it belongs—on the production of a world-class automobile.



Recognizing that people are the key to building better cars, each employee is part of a team of from four to seven members. Three or four teams make up a group. By working in teams and groups, a "family feeling" and of concern is fostered. That, in turn, encourages team members to take pride in and responsibility for their work. Because they understand their jobs better than anyone else, team members suggest ways in which the operation could be made more efficient. Some 250 group and team leaders, who trained for three weeks in Japan, assist in the constant flow of information essential to the harmonious operation of the plant.

Efficient Assembly Procedures.

By using an integrated approach to manufacturing, New United Motor brings equipment, materials and people together in the most efficient way possible. Every procedure is carefully analyzed to eliminate waste, unevenness and overburdening of man or machines.

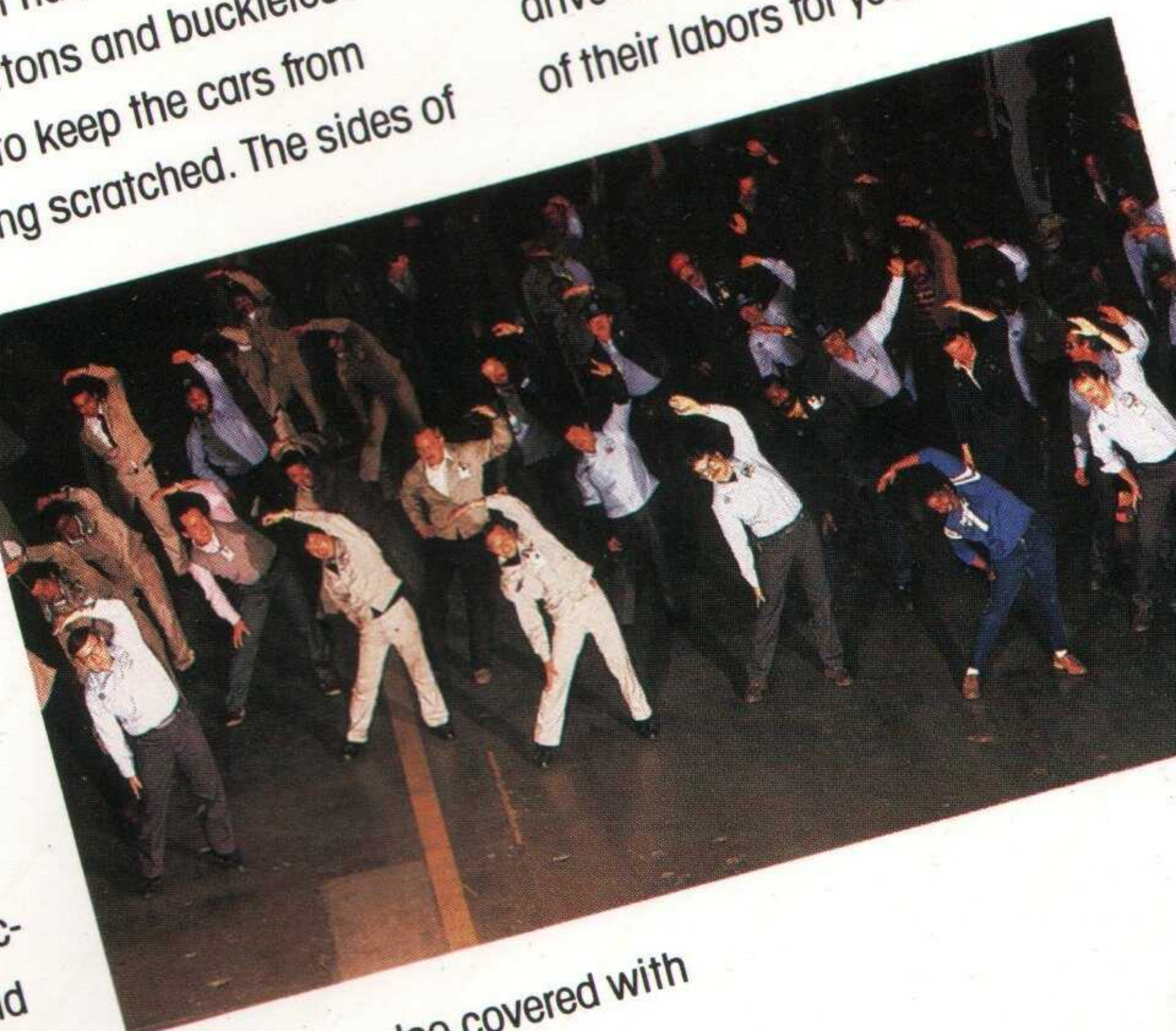
The advanced production equipment at New United Motor includes some 170 robots. A stamping plant, the only one of its kind in America, produces sheet metal parts on site. All vendors arrive "just in time" to be incorporated into each vehicle. These suppliers are constantly monitored to ensure the quality of all components. Quality consciousness is also the individual responsibility of every employee. Defects are not concealed or ignored. Should a problem develop for any reason, the team member who discovers it pulls a rope to alert co-workers. This rope can also stop the assembly line. Work proceeds only when the problem has been corrected in such a way that the defect does not recur. Further enhancing quality are procedures and inspections that occur throughout the assembly process.

Many operations are color-coded. Work-in-process signs hung in various areas provide additional visual control cues. A final, "white gloves" inspection occurs as the cars leave the plant.

Outstanding Product Quality.

Utmost care is taken in the selection and nurture of the people who build Nova. The process begins with three days of preemployment testing and continues with as much as 400 hours of on-the-job training. A clean, safe workplace is provided at all times.

Because the manufacture of cars requires hard, physical labor, New United Motor encourages all employees to take part in daily calisthenics. Recreation centers allow workers on lunch break a change of pace. The wearing of a uniform designed by employees is voluntary; this garment has flaps that cover the buttons and buckleless belts to keep the cars from getting scratched. The sides of



each car are also covered with a blanket that protects the surface of the vehicle as it moves down the line. The most important factor in maintaining Nova's quality is the dedication of the individuals



who build it. Each team member is doing everything possible to ensure that the more than 2,000 individual pieces that make up Nova fit properly and work reliably. Their goal is to produce a trouble-free vehicle that you can buy with confidence and drive with satisfaction throughout the life of the car. The many benefits of Nova ownership have been detailed throughout this catalog. The men and women of New United Motor invite you to visit your Chevrolet dealer, take a test drive and experience the result of their labors for yourself.

TODAY'S CHEVROLET. LIVE IT!

