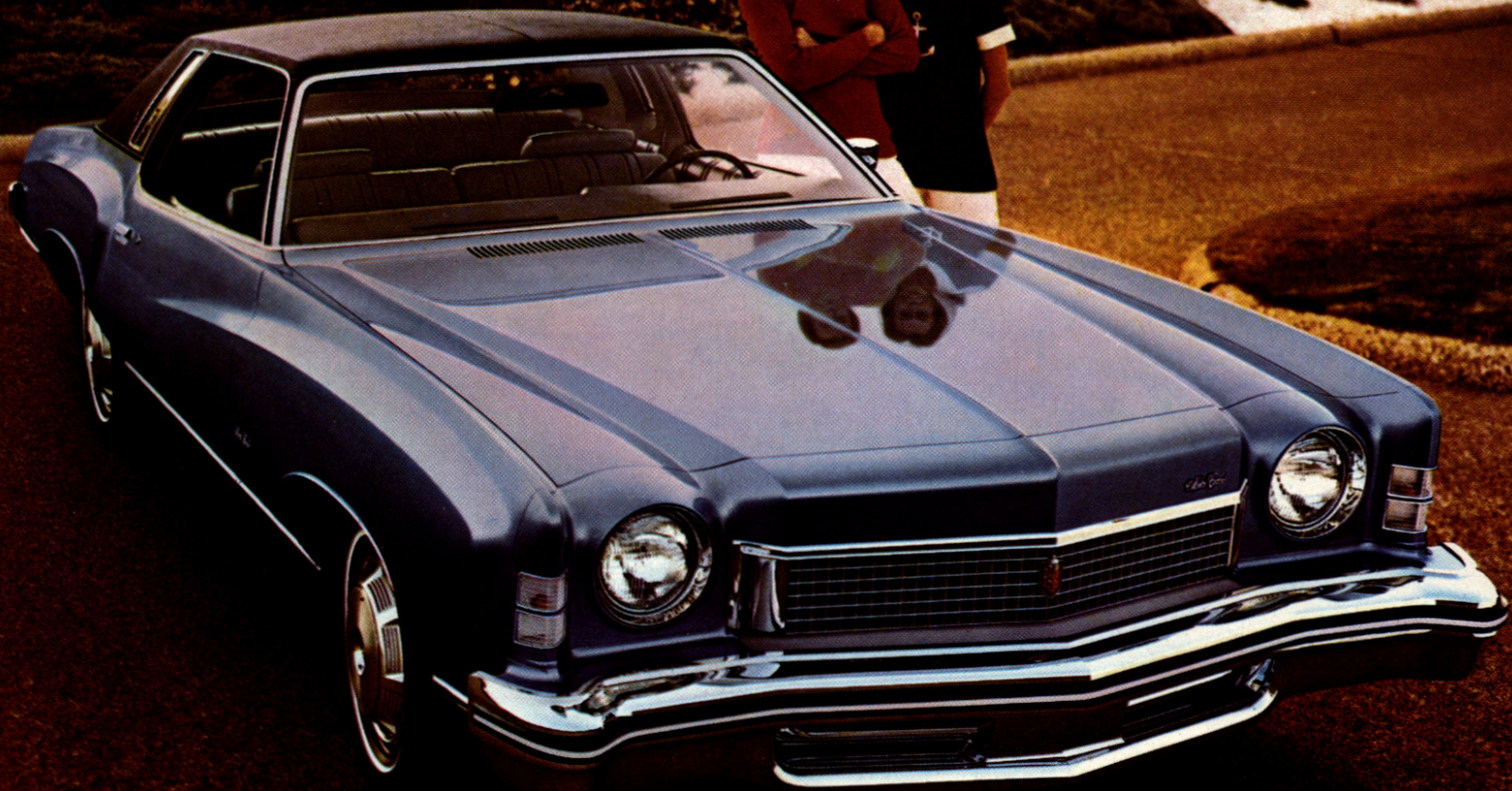
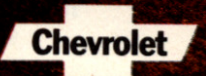


# 1973 MONTE CARLO



 Chevrolet

**The 1973 Monte Carlo S.** Its qualities of elegance, silence, comfort and the assured feeling of control, result in a personal luxury car of the first degree.

Drive it.

Monte Carlo S is totally new, and completely re-engineered for 1973 to give the driver confident handling which is truly remarkable.

The suspension is designed to give the driver the relaxing feeling of control he would experience in few other cars. Monte Carlo S rides on GR70x15 steel-belted radial ply tires with the added assurance of power front disc/rear drum brakes and variable-ratio power steering.

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

Monte Carlo engineers have succeeded in combining excellent 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 an uncompromising smooth ride with remarkable control.

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.



**Monte Carlo S. Combines the best in ride and handling qualities.** Our challenge to Monte Carlo engineers: build a car equal or superior, in handling and comfort, to any other car in its class. 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 front disc 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 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.



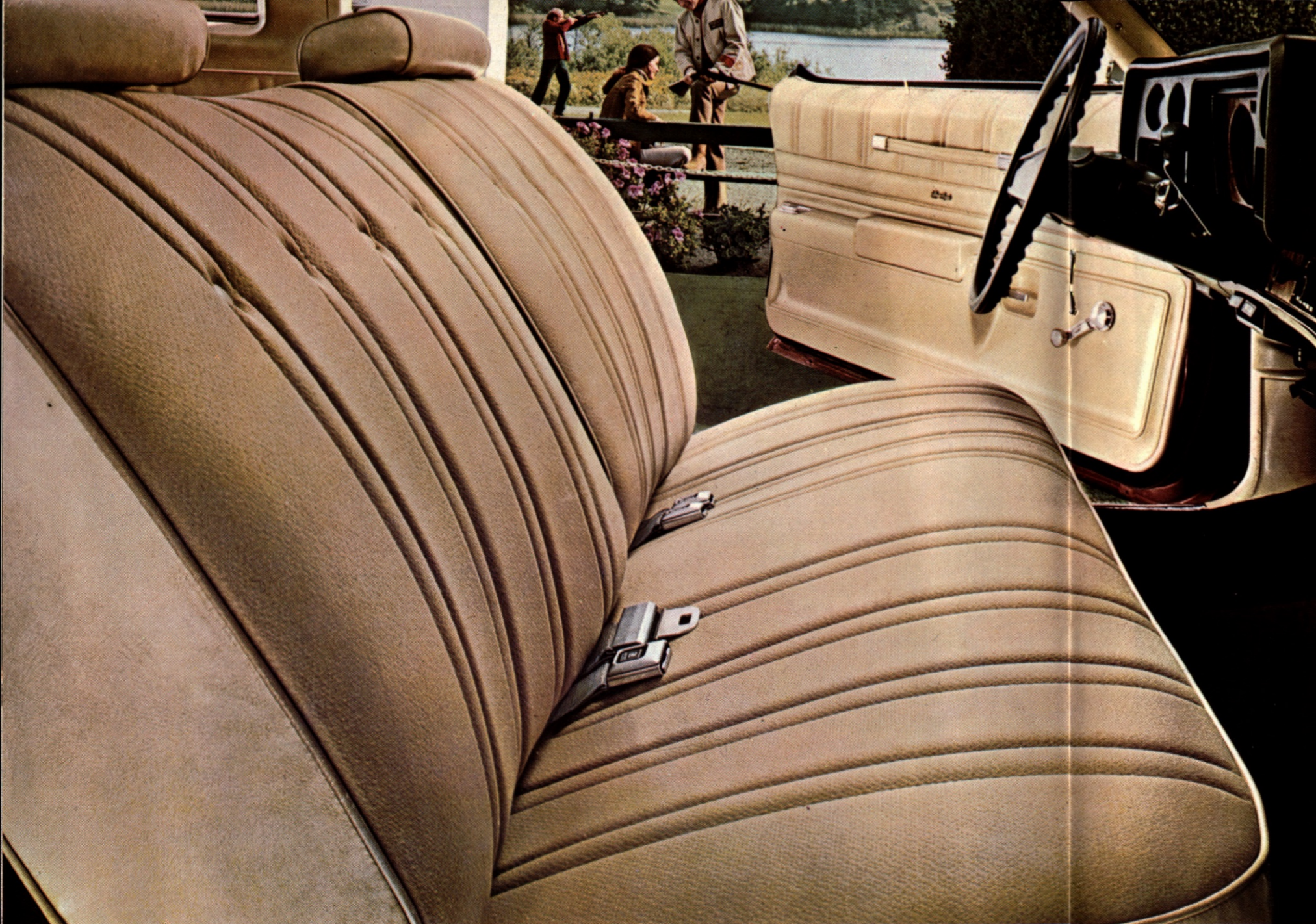
**The new Landau. A Monte Carlo and more.** Matching the engineers' success, our designers have created the elegant Landau, our most luxur-

ious 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. Identifying Landau crests,

and other careful stylist's touches. The result is a Monte Carlo as tasteful in appearance as it is well mannered on the road.

*Some of the equipment illustrated is optional at extra cost.*



Monte Carlo Interior

**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, dark blue, dark green and dark red) or an elegant pattern cloth and vinyl interior in a light neutral color. Other marks of quality include the soft-rim steering wheel, an electric clock and deep-twist carpeting underfoot.

**Monte Carlo interior with centre console and optional swing-out Strato-bucket seats.** Release of the side locking handle allows driver and front passenger 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 and adjust five inches forward and backward. Bucket seat interiors include four choices of rich knit cloth and vinyl, black, dark blue, dark green and dark red) and three in all vinyl (black, light neutral and dark green).

**Standard features of Monte Carlo S and Landau. Interior comfort and convenience** • Flow-through power ventilation system • Handy

slit-type map pocket in each door  
 • Two-speed electric windshield wipers  
 • Inside hood release.

**Exterior styling** • Completely 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 • Hidden antenna built into windshield glass when factory-

installed radio or tinted glass is ordered • Bright wheel opening moldings • Thin windshield pillar design • Choice of 16 exterior colors includes 14 new ones.

**Mechanical features** • Power front disc/rear drum brakes • Variable-ratio power steering • Turbo-Fire 350-2-bbl. V8 • Steel-belted radial ply tires GR70 x15 • Hydraulic steering damper minimizes road shock • Wider front and rear stabilizer bars provide flat cornering and precise handling response • Rear shock absorbers, suspension control arm bushings and body mounts are tuned for more

complete damping of the dynamic forces encountered by the car  
 • Computer-selected coil springs at all four wheels for smoother ride  
 • Improved emission control system  
 • Power train, frame and suspension are isolated from the body for quietness.

**Durability** • New heavier, stronger perimeter-type frame • Protective inner fenders, front and rear • Double-panel steel doors, hood, roof and deck lid  
 • Long-life aluminized exhaust system  
 • Open-channel rocker panels speed drying and resist corrosion • Body by Fisher.



Available Monte Carlo Interior with centre console and optional swing-out Strato bucket seats.

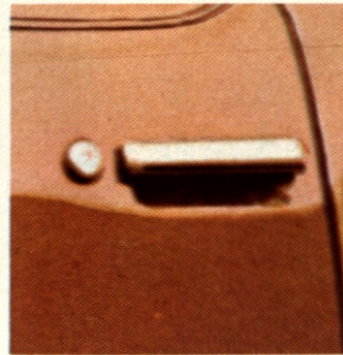
## Monte Carlo S and Landau standard features.



**New Soft-Rim Steering Wheel.** The new steering wheel material has a sure-grip feel, adding to driving pleasure. The centre is cushioned and inlaid with Carpathian burl elm vinyl and Monte Carlo nameplate.



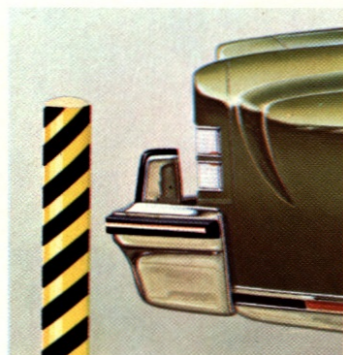
**New Steel Belted Radial Ply Tires.** An integral part of the Monte Carlo S and Landau's total suspension system, GR70 x 15 steel belted radial ply tires contribute to improved cornering and stopping power on dry, wet and icy pavement.



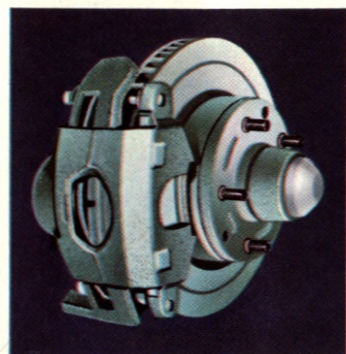
**Flush outside door handles.** Adding to the clean lines of the car, the new door handles allow the door to open with just one finger.



**New Inside Hood Release.** Not only is this an added convenience, but it also means that when you lock the car, unauthorized persons cannot open the hood.



**New Improved Bumper System.** Protecting the Monte Carlo's classic grille is a tough new double-layer steel bumper backed by twin hydraulic cylinders. It is designed to retract on minor impact and hydraulically cushions the shock.



**Power Front Disc/Rear Drum Brakes.** A touch of the foot operates Monte Carlo's power disc/drum brakes that resist fade, are impervious to water and contribute to more assured directional control during braking.



**New Double Steel Panel 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 one of the quietest cars on the road.



**New Flow-Through Power Ventilation System.** Brings in outside air without the need to open a window. Heated air may be blended in as required: sensor will delay operation until the engine warms up, if the blower selector switch is set at "Low".

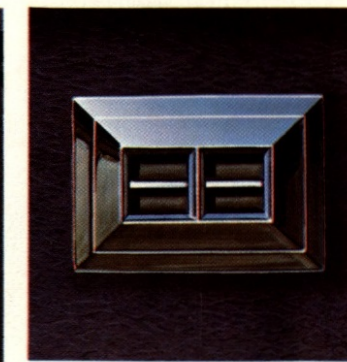
## Options



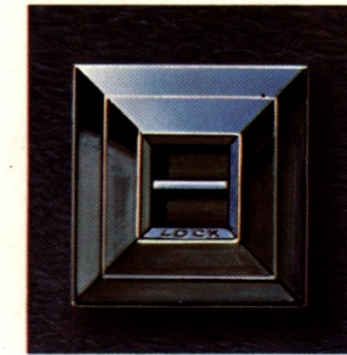
**Air Conditioning.** Many people think of automobile air conditioning in the same terms as commercial air conditioning. They believe it is for use during only one season of the year, the summer, when it offers welcome relief and cool comfort while driving on hot humid days. That's because they're only aware of one quarter of the story. The facts are, automotive air conditioning provides as many equally comforting advantages in winter, spring and fall as it does in the summer.

**Four-Season Air Conditioning** is a manually-controlled air conditioning system that permits the driver to create an environment to suit his personal comfort at any time of the year. You set the controls so that the interior of the vehicle is heated . . . cooled . . . or a combination of both, to your preference. Four-Season Air Conditioning envelops occupants of the vehicle in a continuing supply of fresh, temperature-controlled, virtually water-washed and dried air, largely free of the

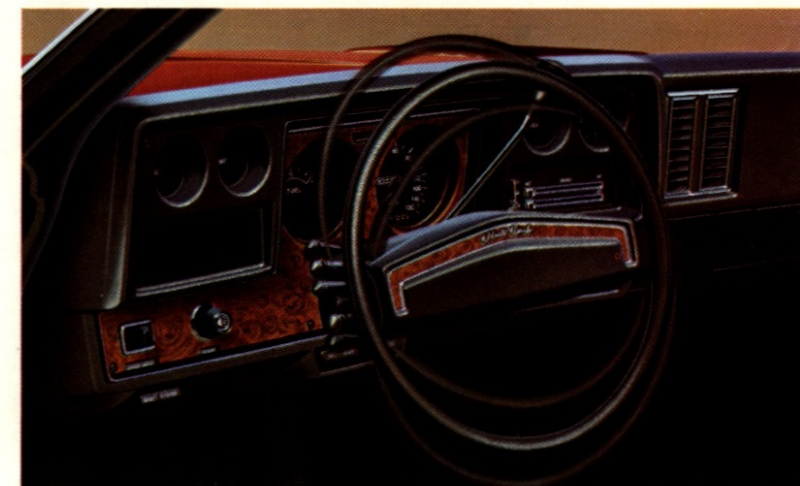
pollens and dust that cause so many people much distress. It is a blessing in disguise for those with hay fever and related health problems. With Four-Season Air Conditioning, you can drive with the windows full-closed in a temperature and humidity controlled environment, free from the annoyance of wind, wind whistles, dust, driving rain and passing car's wintry, slushy splash. Heavy traffic noises are shut out so that you can carry on a conversation without straining or enjoy your favorite radio program. In addition to providing circulation of cool air during hot weather, Four-Season Air Conditioning provides warm air in cold weather and dehumidifies outside air in humid weather. Controls can be also set to de-fog or de-ice when such operations are required. Four-Season Air Conditioning greatly increases driving comfort and pleasure during every season of the year. It also adds considerably to the resale value of the vehicle.



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



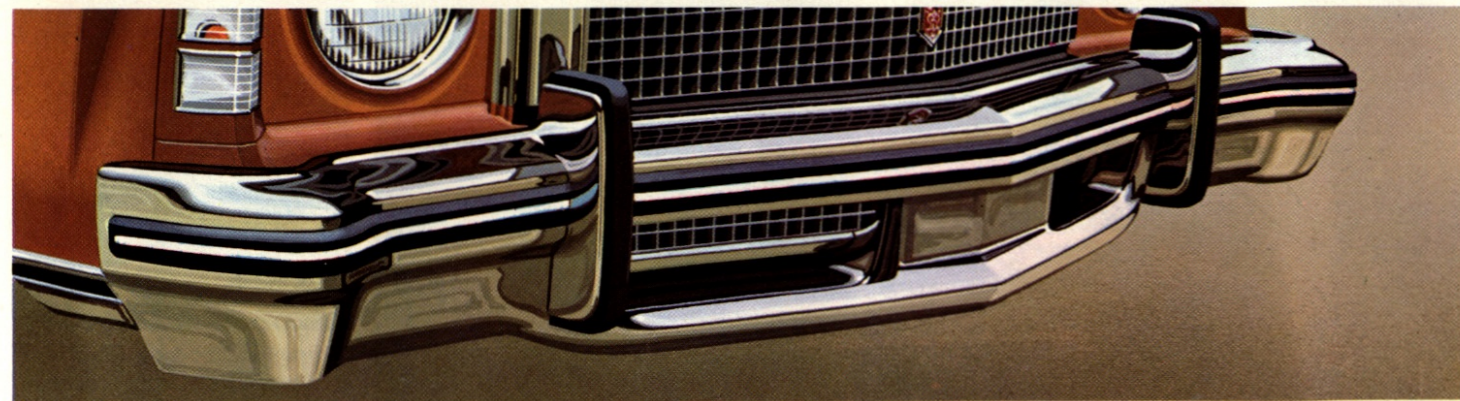
**Power Door Locks.** A reassuring feature, the driver can lock both doors with the touch of a button. It gives added security, protects small children and is a great convenience in unlocking the door for entering passengers.



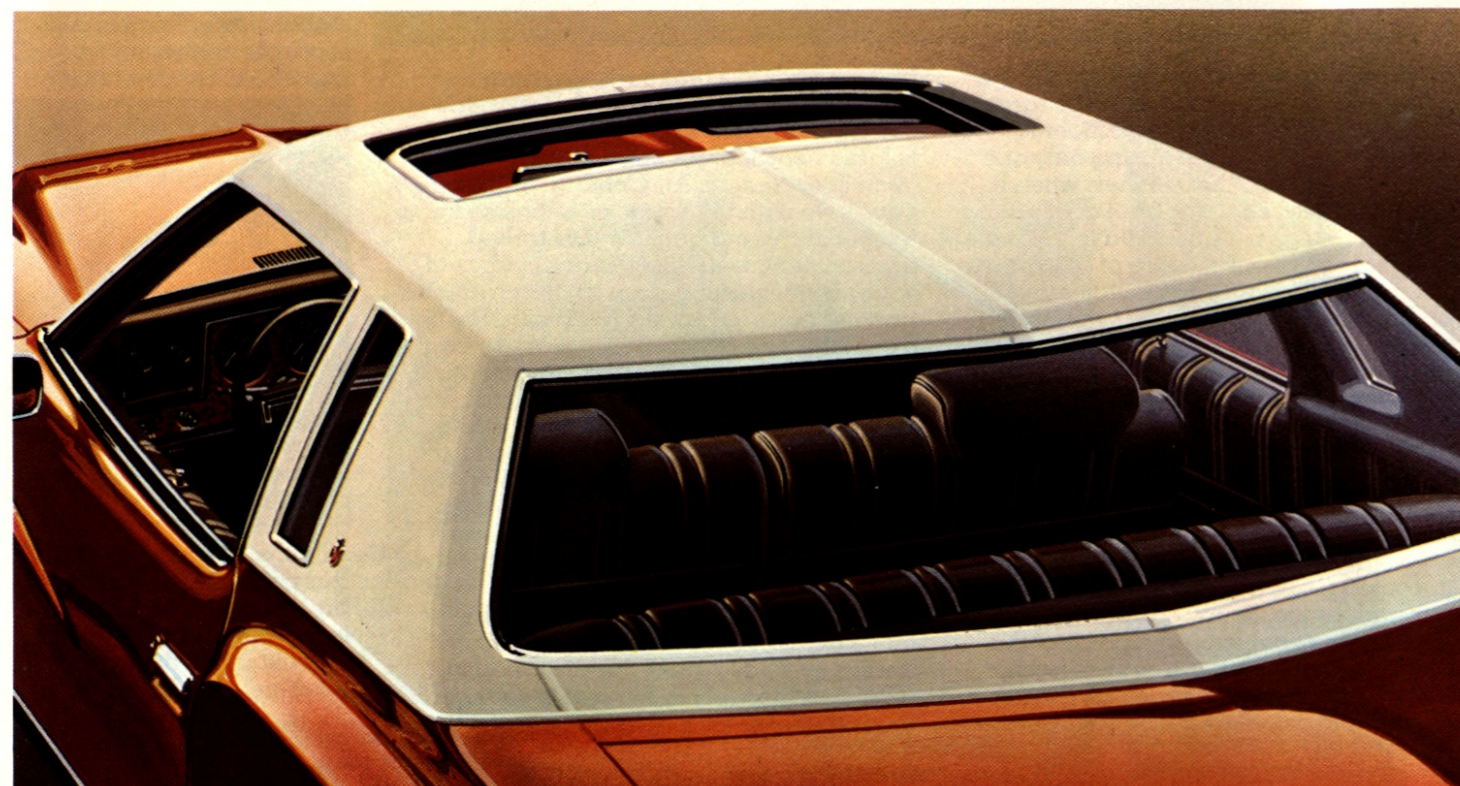
**Comfortilt Steering Wheel.** Once most people have driven with a Comfortilt steering wheel, they're convinced of its worth. The steering wheel adjusts to a position that's right for you and is easily changed for variety on long trips.

## Monte Carlo Available Equipment.

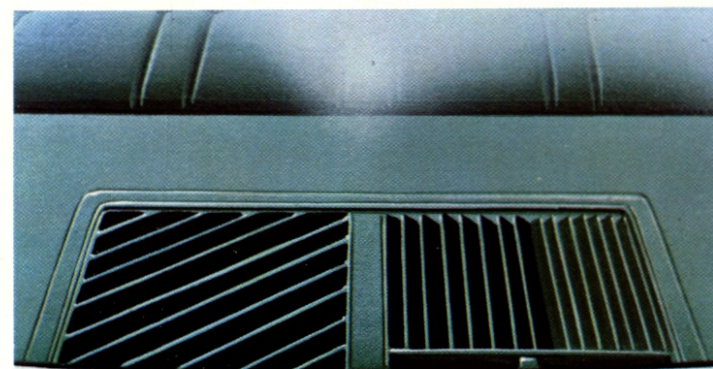
Shown below are a few of the many items available to increase your enjoyment of Monte Carlo ownership. For complete information on all available options please ask your Chevrolet dealer.



**Deluxe Bumpers.** Resilient impact strips on Monte Carlo's deluxe bumpers give added style and protection.



**Power All-Metal Sliding Sky Roof.** Top off your luxury Monte Carlo with the ultimate 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.



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

**Other options.** Floor console, includes rear seat courtesy lamp and compartment—with bucket seat and Turbo Hydra-matic only • Rally wheels—centre hub, exposed chrome nuts and chrome ring • Special instrumentation—includes tachometer, ammeter and temperature gauges—with Turbo Hydra-matic only • Remote-control outside mirror • Outside sport mirror • Body side protective moldings with black vinyl insert • Pushbutton radios with concealed windshield antennas—AM, AM/FM, AM/FM stereo • AM radio with tape system • AM/FM stereo radio with stereo tape system



Monte Carlo S with Sky Roof



Monte Carlo S



Monte Carlo Landau

## 1973 SPECIFICATIONS

	Monte Carlo Landau	Monte Carlo S	Monte Carlo
Body Style	Coupe	Coupe	Coupe
Engines: Standard V8	350	350	350
Optional V8s	350	350	N.A.
	454	454	N.A.
Transmission: Standard	3-spd. manual	3-spd. manual	3-spd. manual
Optional	Turbo Hydra-matic	Turbo Hydra-matic	N.A.
Power Brakes: Front Dia. (ins.)	11.00 Disc	11.00 Disc	11.00 Disc
Rear Dia. (ins.)	9.5 Drum	9.5 Drum	9.5 Drum
Turning Circle: Curb-to-Curb (ft.)	41.7	41.7	41.7
Energizer: Standard V8	61 amp.	61 amp.	61 amp.
Suspension	Full Coil	Full Coil	Full Coil
Frame	Perimeter	Perimeter	Perimeter
Wheelbase (ins.)	116.0	116.0	116.0
Overall Length (ins.)	210.5	210.5	210.5
Height (ins.)	53.2	53.2	53.2
Width (ins.)	77.6	77.6	77.6

	Monte Carlo Landau	Monte Carlo S	Monte Carlo
Body Style	Coupe	Coupe	Coupe
Curb Weight (lbs.)	3880	3861	3823
Tread (ins.): Front	61.9	61.9	61.9
Rear	61.1	61.1	61.1
Base Tire Size:	GR70 x 15	GR70 x 15	G78 x 15
Wheel Size	15 x 7 (Custom)	15 x 7	15 x 7
Minimum Ground Clearance (ins.)	4.7	4.7	4.7
Head Room (ins.): Front	37.6	37.6	37.6
Rear	37.4	37.4	37.4
Leg Room (ins.): Front	42.3	42.3	42.3
Rear	33.1	33.1	33.1
Hip Room (ins.): Front	56.0	56.0	56.0
Rear	52.9	52.9	52.9
Shoulder Room (ins.): Front	58.8	58.8	58.8
Rear	57.1	57.1	57.1
Fuel Tank Capacity (Imp. gals.)	18.3	18.3	18.3
Usable Luggage Space (cu. ft.)	14.7	14.7	14.7

### ENGINES

	Turbo-Fire 350 V8	Turbo-Fire 350 V8 Opt. L48	Turbo-Jet 454 V8 Opt. LS4
Displacement (cu. in.)	350	350	454
HP @ rpm (SAE net)	145 @ 4000	175 @ 4000	245 @ 4000
Torque (ft. lbs.) @ rpm (SAE net)	255 @ 2400	260 @ 2800	375 @ 2800
Compression Ratio	8.5:1	8.5:1	8.25:1
Carburetion	2-bbl.	4-bbl.	4-bbl.
Fuel	Regular	Regular	Regular
Exhaust System	Single	Dual	Dual

All 1973 Monte Carlo engines are equipped with advanced exhaust emission control systems, and are designed to operate efficiently on all regular grade gasolines including low-lead or no-lead. In addition to the lower exhaust emission 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.

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**GENERAL MOTORS OF CANADA LIMITED, OSHAWA, ONTARIO**

# General Motors Progress Report

Convenience, comfort, pleasure and value for your money.

We try to do our best every year to offer a little more of all these qualities in our cars.

And we have other goals.

To build cars that help protect their occupants while helping to prevent accidents.

And to build cars that run cleaner.

General Motors is making significant progress in both these areas.

For 1973 General Motors passenger cars, for instance, have steel side guard beams protection on all doors. There is an alert system to warn the driver and his right front passenger to buckle up lap and shoulder belts. All new GM cars have improved front bumpers. And these features are standard equipment.

Cleaner running cars. Over the years, as a result of many engine improvements and the installation of various emission control systems, the amount of pollutants from our cars has been dramatically reduced in the areas of hydrocarbon emissions, carbon monoxide emissions and oxides of nitrogen. For instance, in 1973 we have added Exhaust Gas Recirculation system which will further reduce oxides of nitrogen.

In addition, all our engines are able to operate efficiently on unleaded, low leaded or any leaded regular gasoline with a research octane of 91 or higher.

Nevertheless new systems are continuously being explored and tested that should help us achieve our goals.

Meanwhile you can help by maintaining your own car in good operating condition and by having it tuned regularly.

And, in the area of safe motoring, you can help by having everyone in your car wearing seat belts when in motion and by driving defensively at all times.

# Reassurance Features

## OCCUPANT PROTECTION

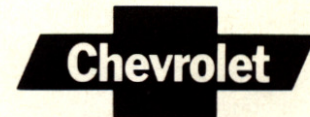
- Seat belts with pushbutton buckles for all passenger positions
- Single-buckle seat and shoulder belts for driver and right front passenger with reminder light and buzzer
- Two front seat head restraints
- Energy-absorbing steering column
- Passenger-guard door locks with forward-mounted lock buttons
- 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
- Cargo guard luggage compartment
- Side-guard door beams
- Contoured full roof inner panel.

## ACCIDENT PREVENTION

- Side marker lights and reflectors (front side marker lights flash with directional signal)
- Parking lights that illuminate with headlights
- Four way hazard warning flasher
- Back-up 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
- Starter safety switch
- Dual-action safety hood latch
- Improved bumper system.

## ANTI-THEFT

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



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