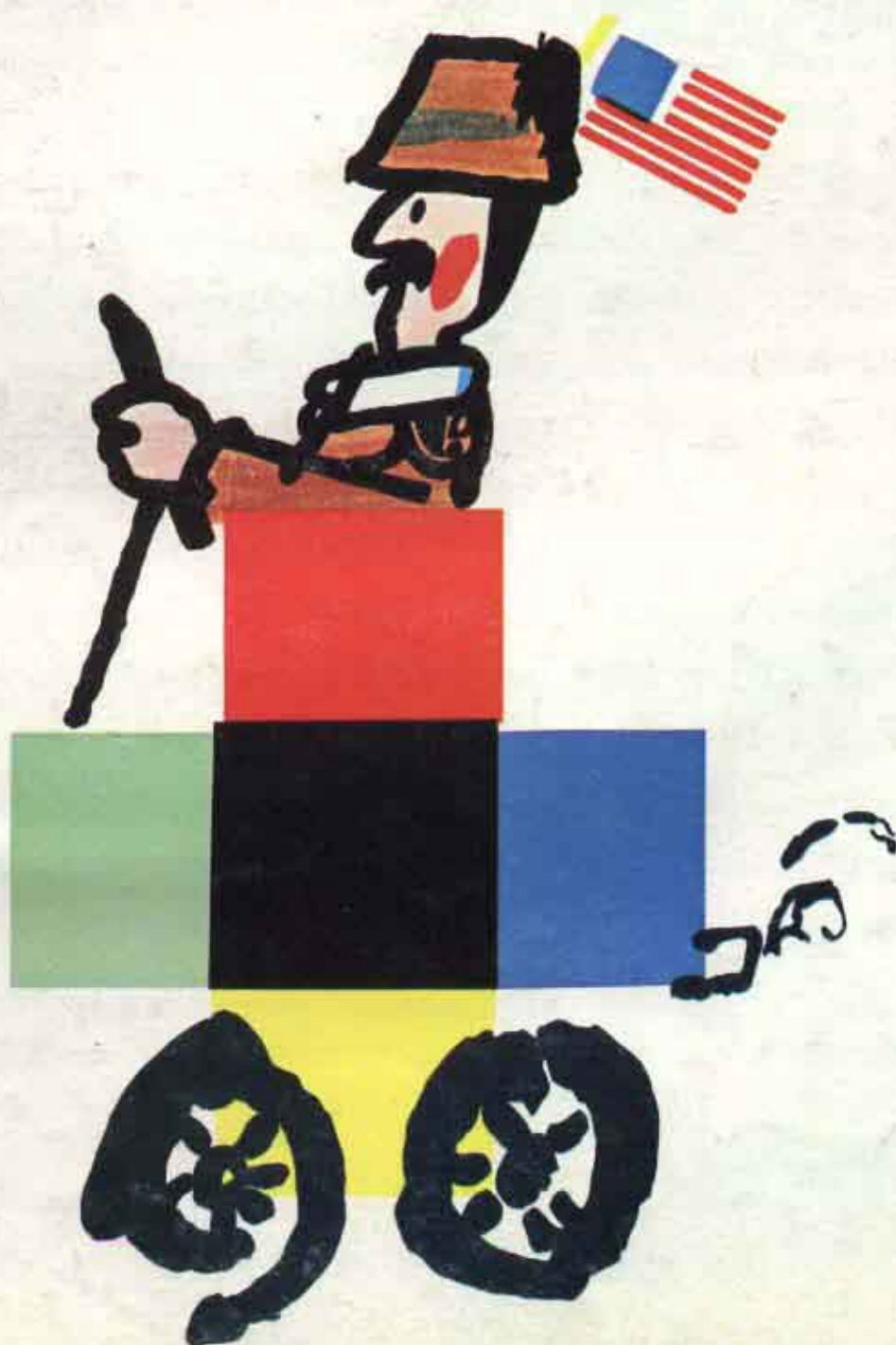


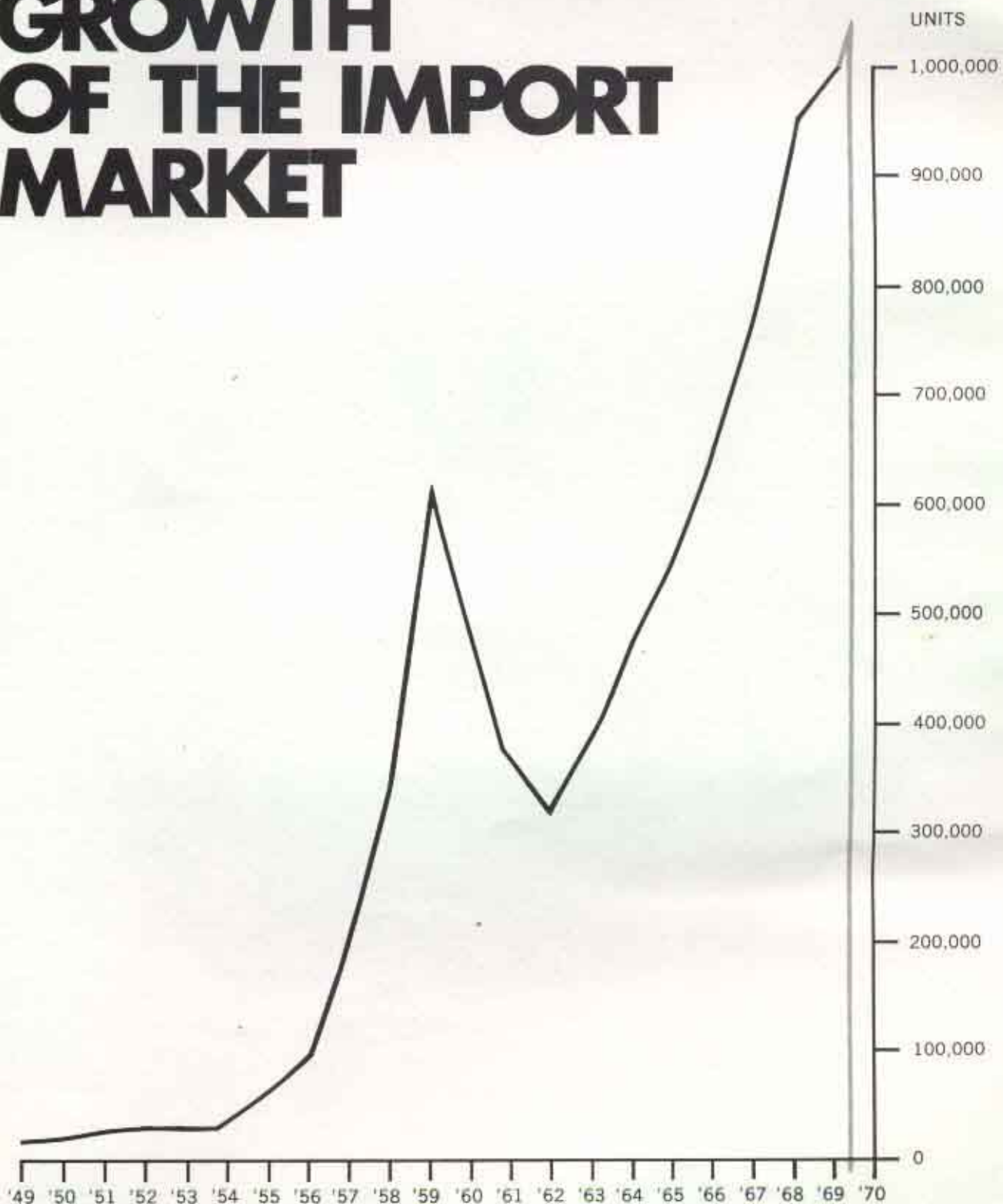


# VEGA 2300

WHY AND HOW IT CAME ABOUT



# TWENTY YEAR GROWTH OF THE IMPORT MARKET



**1949** imports represented **0.2** percent of the total U.S. market.  
**1950** imports represented **0.2** percent of the total U.S. market.  
**1951** imports represented **0.4** percent of the total U.S. market.  
**1952** imports represented **0.7** percent of the total U.S. market.  
**1953** imports represented **0.5** percent of the total U.S. market.  
**1954** imports represented **0.6** percent of the total U.S. market.  
**1955** imports represented **0.8** percent of the total U.S. market.  
**1956** imports represented **1.6** percent of the total U.S. market.  
**1957** imports represented **3.4** percent of the total U.S. market.  
**1958** imports represented **8.1** percent of the total U.S. market.  
**1959** imports represented **10.1** percent of the total U.S. market.  
**1960** imports represented **7.5** percent of the total U.S. market.  
**1961** imports represented **6.4** percent of the total U.S. market.  
**1962** imports represented **4.0** percent of the total U.S. market.  
**1963** imports represented **5.1** percent of the total U.S. market.  
**1964** imports represented **6.0** percent of the total U.S. market.  
**1965** imports represented **6.1** percent of the total U.S. market.  
**1966** imports represented **7.3** percent of the total U.S. market.  
**1967** imports represented **9.3** percent of the total U.S. market.  
**1968** imports represented **10.4** percent of the total U.S. market.  
**1969** imports represented **11.2** percent of the total U.S. market.

In 1969 foreign imports represented 11 percent of the total U.S. market, 13.5 percent in recent months. (Small domestic cars took 16.4 percent of the total U.S. market.)

# WHY?

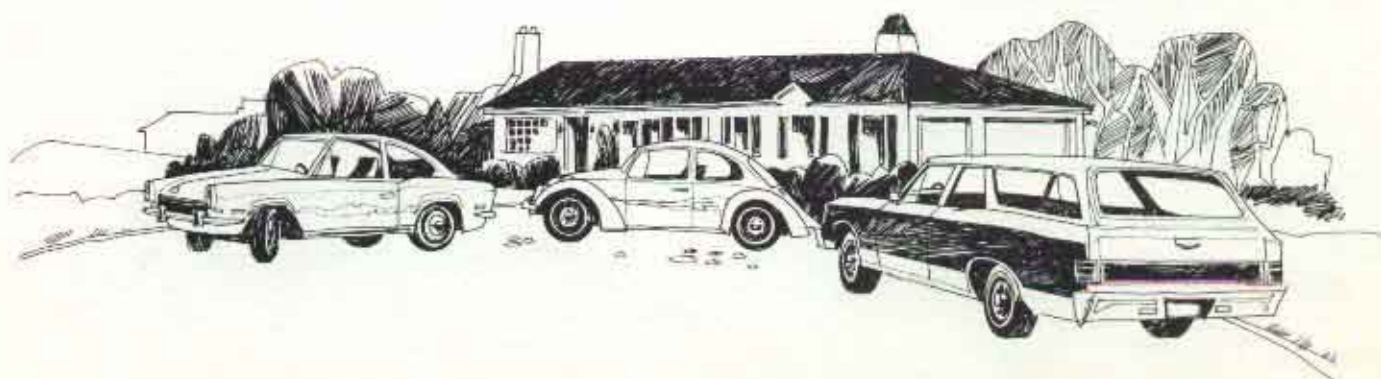


**BECAUSE PEOPLE ALSO  
WANTED TO SPEND MONEY ON...**



**And More Cars Per Family:**

Some 61 percent of all new car buyers in the U.S. own two or more cars.



## **THESE ARE NOT PEOPLE WHO COULDN'T AFFORD A BIGGER CAR...**

In one recent study of import car buyers, 27.2 percent were in the \$10,000 to \$15,000 income class and 25.4 percent were in the \$15,000 to \$25,000 class . . . for 52.6 percent of this key income group. (The national average family income for 1968 was \$10,200.)

## **THEY ARE NOT PEOPLE WHO CARE WHAT THE JONESES THINK...**

They are the independent thinkers for whom intellectual justification—or common sense—is all the reason they need.

## **THEY TEND TO BE WELL EDUCATED...**

They (including women) tend to be critical, informed, and know a lot about the product. (42.3 percent of all import car buyers have been to college, 23.4 percent have attended graduate school.)

## **THEY CONSIDER FUNCTION AHEAD OF STYLE...**

Styling stability is a strong factor in choice of purchase. They feel that restyling constitutes needless expense (to buyer and manufacturer)—and hurts resale value.

## **ECONOMY MEANS MORE THAN JUST A LOW PURCHASE PRICE...**

Cost of operation, repair and insurance are all factors these buyers consider.

## **THESE PEOPLE BUY THE CAR, NOT THE DEAL...**

Generally speaking, they are less concerned about sticker price—but in return expect first-rate after-sale service and dealer concern as part of their purchase.



# VEGA 2300 OFFERS SMALL CAR BUYERS FOUR NEW WAYS TO GO

When the Vega is introduced later this year, it may well be the best value for the money on the market, at least for many people. Obviously, no car can be all things to all people. But for the mass market that Chevrolet engineers set out to please, the Vega could be the best answer. It may also very well be that, because of its four body styles—plus its engine and transmission options—Vega will be the best buy for a rather wide and varied cross section of the market. There's a considerable variation in small cars—VW and Porsche, for instance—Fiat Sports and Fiat Sedans—all small cars, but having very different appeals and sometimes very different price tags.

## Some Like It Sporty

The largest segment of the small car market at this time is for family economy sedans—a half million VW's last year, plus over 100,000 Toyotas, and so on. But availability has a lot to do with market figures. There are a lot of people who would like the attributes of a small car but who would like it to have a sporty flavor. Many of these are now in little family sedans, either because of price, or more likely, because they worry about reliability, after-sales service, or supply of parts.

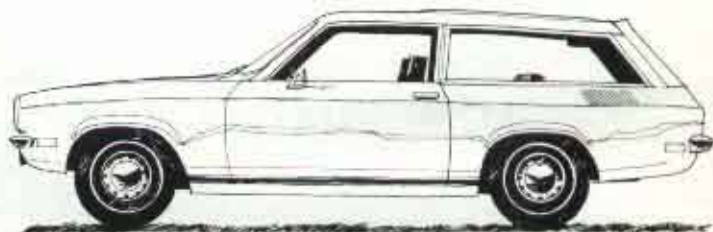
Chevrolet and General Motors researched the small car market thoroughly to be sure they knew exactly what it was that buyers were looking for. Some nine research studies were conducted. At two of them, for in-



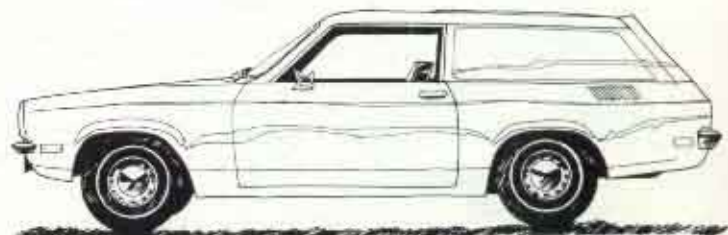
VEGA SEDAN



VEGA HATCHBACK COUPE



VEGA KAMMBACK WAGON



VEGA PANEL EXPRESS



stance, a total of about three thousand people saw a prototype of the Vega, in one configuration or another, and compared it on the spot with their own stated preference for their next new car purchase.

Economy was the single most important concern of everyone—economy in all aspects of car ownership: initial purchase, operation, and maintenance. Reliability is, of course, a closely related requirement. The ease of handling small cars, their close-to-the-road feeling, and therefore the fun of driving them are other elements that enter into the point of view of small car buyers. Simplicity of design, both inside and out, is also important.

### **Large Capacity, Lightweight Engine**

On the basis of this knowledge, Vega engineers designed a brand new small car, with every component just right for the best contribution to the whole. Hence the enormous expense of a brilliant new engine. A four-cylinder engine was basically right for a small economy car, and a large displacement, lightweight one even better. Because of this, the Vega gets extraordinarily good gas mileage. The many test runs so far have never failed to produce better mileage for Vega than for the competition, including VW—which has much less power and less space. Gas mileage, it should be pointed out, varies greatly for all cars, depending on the type of driving—in city traffic, in the mountains, over the desert, or at high altitudes. Mileage figures have varied as much as ten miles per gallon on test runs for both the Vega and the other cars against which it was measured.

### **Economy— Performance a la carte**

The Vega combines economy with performance, a feature which the buyer is in a position to increase by opting for the 110-horsepower engine. Tests of prototype and pilot line cars

have given a 0-60 mph time of 13.5 seconds, as opposed, for instance, to 14.5 for Maverick, 14.2 for Ford Cortina, and 14.5 for the Toyota Corona MK II, or 19.2 for the "beetle," according to *Road & Track* magazine. It is worth noting here that, while the Vegas tested were prototypes or pilot line cars, they were also 1971 cars and met the 1971 anti-smog requirements, which have an adverse effect on performance. Competitive cars available for comparison have been 1970 models that have therefore not been required to meet the new regulation.

### **No Wandering**

Gas consumption aside, in many ways the most impressive characteristics of the Vega in all body styles, with either engine, or any of the transmissions, are its extraordinarily good handling and roadability. Many small cars have steering characteristics that make it necessary to compensate constantly with the wheel in order to steer a straight course. Many of them are very susceptible to buffeting by wind from passing trucks, the cross winds of open areas, or the winds around bridge abutments. These characteristics are unpleasant, and the necessity to work at the wheel should not be confused with responsive steering that many driving-oriented people like. Vega steering is responsive but steady. With a driver and front passenger, its character is neutral, but fully loaded, the geometry of the steering and suspension systems effects a change to slight understeer.

The low center of gravity, wide tread, and relatively long wheelbase contribute to a feeling of firmness on the road that is best appreciated in immediate comparisons with other small cars—some of them relatively high-priced. The Vega breaks new ground as a small car and one can well see why John Bond, publisher of *Car Life*, says: "... (the Vega) is going to be a remarkable car, one that people are talking and speculating about now, one that will continue to be talked about for years to come." ★



# FROM DRAWING BOARD TO DEALERSHIP... IS A LONG JOURNEY

The steps are many—but Vega undergoes more exhaustive testing at Chevrolet than it will ever face on the road. What do these experts say about Vega? What do they do? Here is the kind of background activity that supports the Chevrolet advertising claim—"The little car that does everything well."

**1.** Engine technician Neulan Prewitt runs durability tests on the Vega engine—sometimes up to 7,000 RPM (3600 RPM takes you 60-70 mph). Engine testing far exceeds normal use by any driver. Says engine expert Prewitt, "This engine's a little bull—powerful, durable."

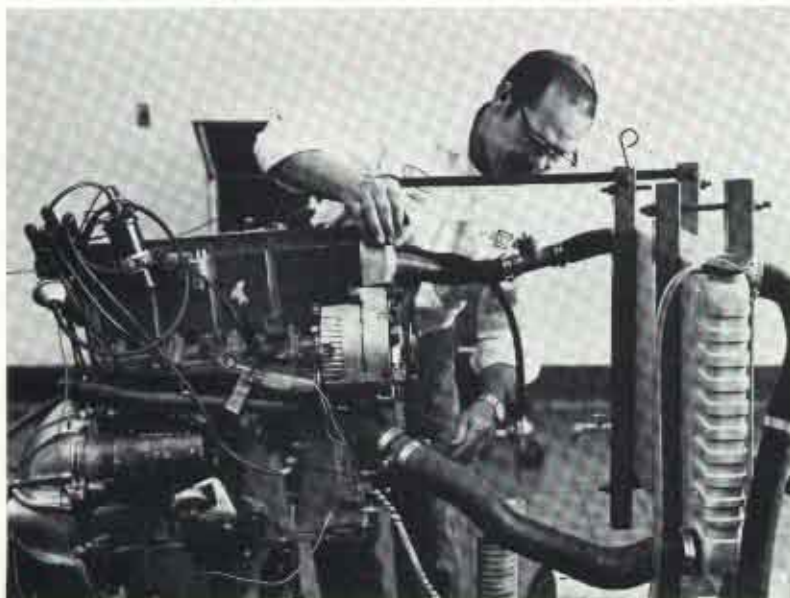
**2.** Partner Bob Savage operates controls from adjacent booth. Here he runs compression check with Prewitt (unseen) at gauge on engine in lab.

**3.** Bracket durability on upper control arm is tested 60 times a minute. (After three days, it has been tested 21,000 times.) Technician Don Selke here examines critical bracket area for signs of metal fatigue.

**4.** Water pump cavitation comes under study as Ed Kucharek investigates effect of wear, here adjusts controls on test.



3



1



2





**5.** Fuel tank "standpipe" is studied as way to reduce fumes in atmosphere. The standpipe separator collects condensate so it drains back into gas tank. Here test engineer Harold Blasius examines operation.

**6.** Vega throttle linkage is tested 300,000 times in durability test as sr. technician Dean Demos checks cable.

**7.** Complex transmission lever durability test runs to 50,000 operations. (That's a lot of shifting.) Here Demos examines critical points in shifting mechanism.

(Pictures 8-12 on next page.)

**8.** This Vega engine ran 918 hours on leaded fuel; in another test, 873 hours. Now it's being sent out for a camshaft test. What engine feature appeals to assembler Tom Nelson most? "Simplicity of engine assembly and repairs," he replied.

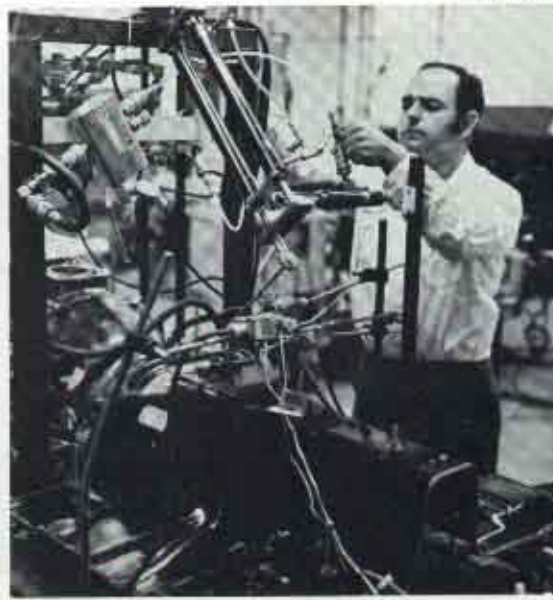
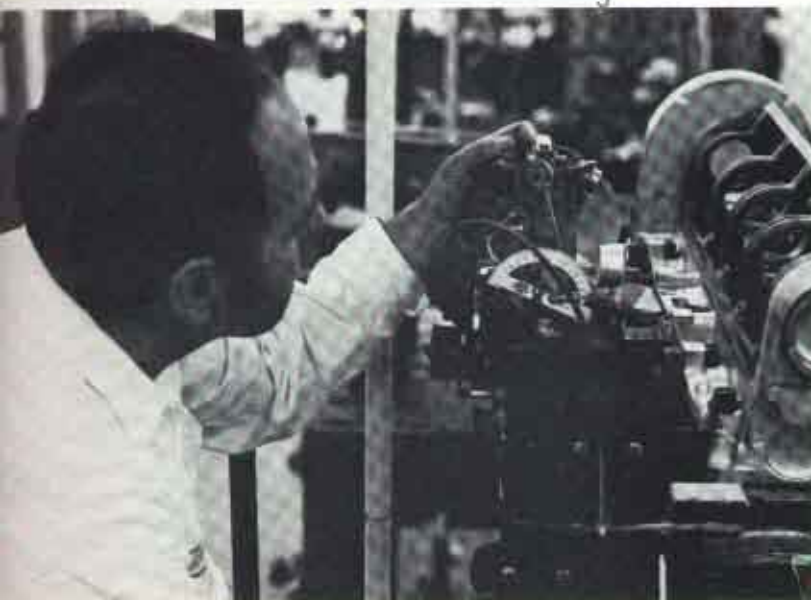
**9.** Every part is carefully checked for clearance and fit. Here technicians Terry Nikiforuk and Horst Krause measure part designed for car underbody. Any design changes are tried out first on this Vega mock-up, then added to service manual in conjunction with service department. Comments Terry: "This is a dandy car — gets darn good mileage . . . is a very comfortable riding car." Adds German-born Krause, "Very nice handling . . . very nice. My wife would love it!"

**10.** Here Terry and Horst compare actual part to blueprint and fit part to Vega mock-up.

**11.** Possible signs of stress on body are examined by design engineer Tom Muhn on panel express interior. Adds companion Roger Dye (not shown), "Everyone who joined the road test crew was extremely enthusiastic . . . It's a good car to drive, a good car to ride in."

**12.** In layout room, parts from panel delivery unit are "laid out" after road testing—5,000 miles

Continued







8

on the Belgian blocks. Here veteran inspectors Walt Havrelock and Art King examine each part for any defective condition.

**13.** Strong magnifying glass helps spot defects. If any sign of wear shows, part goes through foolproof Magnaflux analysis. Comments Art King: "These parts are subjected to more severe testing than any customer would put them through . . . Belgian blocks are designed to tear the devil out of a car . . ."

## In the Computer Section...

**14.** The UDM (Universal Drafting Machine), actually draws parts by electronic control, here verifies a surface developed by tape output from another computer.

**15.** Closed circuit TV monitor picks up what's on drafting table for digitizing drawing information. Machine operator Ron Pellerito follows monitor to verify computer output.

**16.** Design talent in abundance: Some 150



9



10



11



12



designers add their brainpower to various components in Special Data Group. Here design engineers John Froning and Ken Hanchett work over manual transmission linkage.

**17.** Console monitor Gary Stemmer, here with David Murdock, left, is alert to instructions made from program in computer to "store" data, take it off file, start or stop high-speed printing machine, etc.

**18.** Almost buried in Central Processing units are members of seven man crew. Components include two high-speed printers, two readers, one card punch unit, five tape-drives and two banks of disc files. (These are magnetic recording devices that operate faster than tape because of random access to data.) Three such complete systems are available at Chevrolet Engineering Center. Recently installed—a teleprocessing system which enables authorized people to enter data from remote entry centers by telephone. Request is then fed directly into processing system.

(Caption for picture 19 on next page.)

Continued



13

19



Continued

At the Milford Proving Ground, severe road testing takes many forms...

**19.** The Belgian block road test subjects the suspension handling package on this Vega to rough cobble-stone wear. Comments George Powell of Chevrolet Engineering: "The Vega handles responsively, even on this rough road."

**20.** The German block road test pits Vega suspension against two-inch-high cement squares. Five thousand miles over the blocks puts a car through more torture than the average customer would put it through in a hundred thousand miles.

**21.** The paved joint road test consists of cement ripples. This provides an excellent test for evaluating how well Vega's suspension bushings isolate the passenger compartment from road shock.

**22.** The salt water test subjects the Vega underbody to a highly concentrated salt solution. Later, laboratory tests measure penetration, sealing, and corrosion resistance.

**23.** The water trough tests Vega's watertight fit—also shows how Vega survives in flooded street conditions.

**24.** Terry Laise, of Chevrolet Engineering, uses a stethoscope to trace vibrations anywhere in the car to their source. "By using diagnostic instruments like this," he explains, "we have done everything we can to produce a car free of noise and vibration. These improvements may result, for example, in modifications to engine mount isolation or say, clutch cable isolation."

## And at Fisher Body...

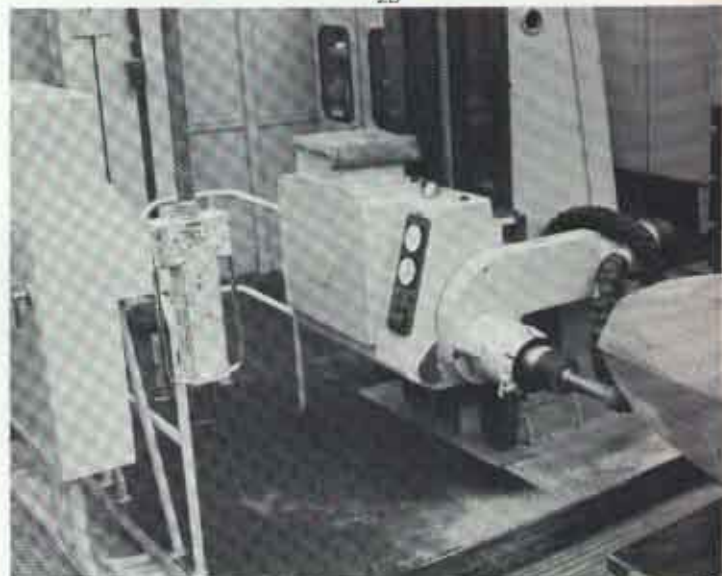
**25.** Jounce and squirm testing by "Squirmin' Irma" gives passenger car seats a rugged durability test—100 jounces per minute and four complete squirms—for a total of 102,000 jounces and 4,080 squirms in a 17-hour test.

**26.** Unique head impact test is monitored at the lab. It simulates the effect of bodily impact on various parts of the car interior such as the instrument panel.

**27.** Computer-controlled milling machine cuts wooden die model of rear quarter panel fast and accurately. Unit is controlled by punch tape in controller at rear of mill. Computerized numerical control system enables die models to be built by data generated from clay models designed in styling.

**28.** In one of the largest drafting rooms in the world, Fisher Body design and layout engineers use three dimensional models as direct reference for even the smallest components produced for a new car model.

**29.** In the early stages of development, Fisher Body engineers built exact scale models of each body—including this station wagon—to help "tune in" the manufacturing processes and tooling planned for the Vega.



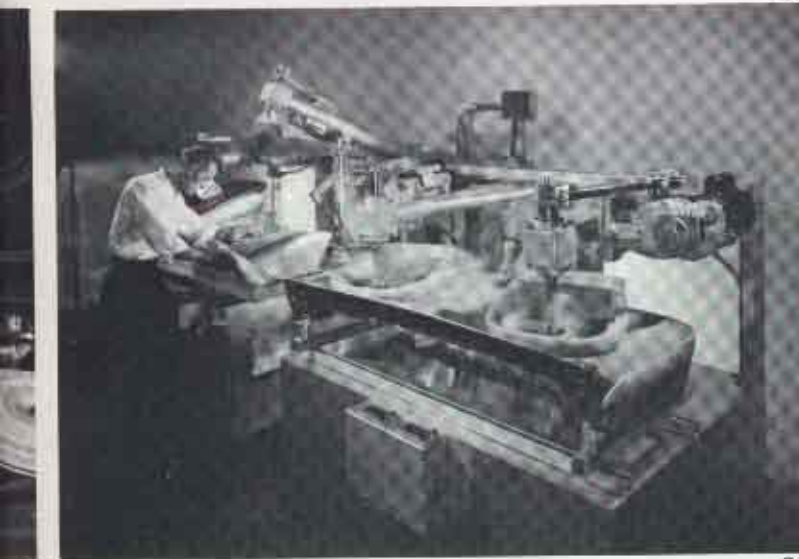




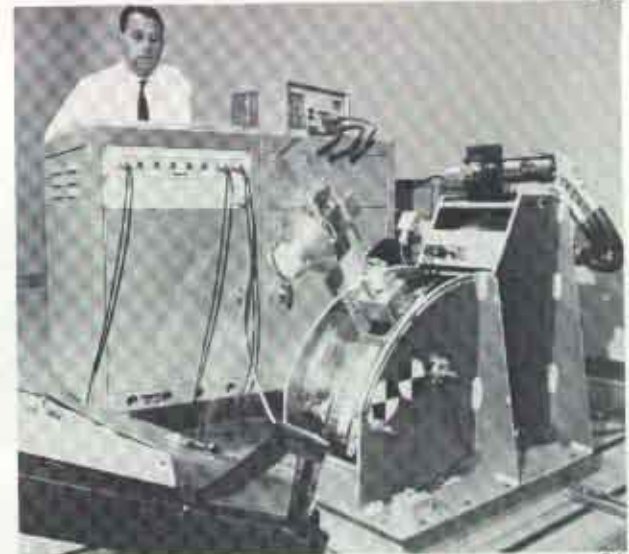
21



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26



28



29



# TESTING UNDER ALL CONDITIONS...

One of the greatest strengths of the Chevrolet name stems from the extensive resources of the largest automobile company in the world which are brought to bear on the development and testing of new products. By announcement date, teams of Vega engineers will have run Vegas on public highways all over the country and conducted other running tests, totalling a distance equal to 240 times around the world—or six million miles.

Evaluations of all kinds have been made—changes or improvements as necessary—and always competitive cars have been included so that on-the-spot experience with them could be measured against Vega performance. Economy, performance, starting, idling in cold weather, in the desert, and at high altitudes have been the subject of 20 test trips so far.

**1.** Detroit to Phoenix, Ariz. with a VW, a "stretched" Opel housing Vega engine and running gear, a Maverick, and this time a Chevrolet Bel Air. You see engineers hurrying to change cars at scheduled intervals. Car lineup and drivers were changed every 50 miles on this trip.

**2.** Before pilot line Vegas were available, other bodies were used, often Opels that had been cut in half and lengthened, with Vega engines, transmissions and sometimes Vega suspension systems in them. Front passenger seats were removed and batteries of dials and gauges installed to check pre-conditioning or the temperature almost anywhere in the operating parts of the car.

**3.** Vega engineer Gerry Thompson makes an on-the-road adjustment for evaluation on the trip.

**4.** Carburetor expert Doug Roe and veteran Chevrolet technician Manley Newman were both brought from the Desert Proving Ground to take part in the Vega program. Here they work on possible changes in the hospitable atmosphere of the Minneapolis Training Center before parking cars in the unprotected, sub-zero weather for severe cold start tests.

**5.** Vega's test engineers leave the warmth of the motel before dawn to make starting and idling tests under severe cold weather conditions at minus 20 degrees.

**6.** Doug Roe makes the starting tests, while Manley Newman records the rating of performance. How many seconds did it take to start the engine? Did it stall? Did it idle properly? How much encouragement was needed? After that came runs, stopping every few tenths of a mile for a rating of idling after running, pulling away from a stop, and automatic choke action.

**7.** On a pilot line car test run from Detroit to Denver to Phoenix, automotive magazine writers were invited to go on one leg of the trip—and a group of Chevrolet salesmen on another. Here E. R. Torre, Assistant National Merchandising Manager for Chevrolet







and Task Force Coordinator, talks with salesmen about Vega outside the motel in Phoenix. From left are Bob Rubino, Don Proctor, Tom Anderson, Pat Patterson, Bill Vaughn, Ellie Torre, and Paul Knowles. (The men were unanimous in their enthusiasm for the new car.)

**8.** The sand "torture" circuit at G.M.'s Desert Proving Ground is 50 times more severe than normal rural type dirt roads, according to Chevrolet's manager there, Jim Brafford. Ten laps would fill an air cleaner. "We test a car there to see if anything will fail," he said. "If it lives there, it will live anywhere." In ten inches of loose sand, so soft and rutted that the bumper shovels dirt over the car, it is easy to see how readily failures would show up.

**9. & 10.** As well as testing the cars, it is also vitally important that executives from Chevrolet, Fisher Body and the companies working on advertising and sales materials be completely familiar with Vega and its competition. Day-long trips of several hundred miles have been conducted by Chevrolet engineers. Each such trip really gave an opportunity for the car to show its mettle. By this day's end, darkness had fallen and a blizzard started. On trips like this, people who have prepared materials on the car have come to know it firsthand and speak from experience.

**11. & 12.** Verta-Pak shipping method has been tested at the GM Tech Center and on the rail, here studied by engineers Roy Sjöberg and Bernard Pearson. Verta-Pak allows cars to be shipped in fully sealed box cars, protecting them from damage or pilferage. Both for this reason and for space and economy reasons, this is a less costly system of transport.





# VEGA SERVICE AND PARTS: HERE AND NOW



It is often speculated that the import market, impressive as it may seem now, might be a lot larger if it were not for the feeling on the part of many people that after-sales service and the supply of parts has more often than not been seriously neglected. It is hard to judge how much effect this has had over the 20 odd years of import market growth.

Furthermore, there are many areas of the country where it has simply not been practical to buy a small car because there was no dealer within a reasonable distance. With the advent of a little car from Chevrolet, a manufacturer with 6,300 dealerships, one of whom is estimated to be within reasonable distance of everyone in the country, this consideration is no longer a factor.

Nor is the fact that when a small car meant an import, the selection was generally confined to cars built essentially for home markets elsewhere. The Vega, engineered specifically for the American condition and American type usage, and tested accordingly, now offers small car buyers, all over the country, the best of both worlds — an economical, simply designed and appointed car, with the extra advantage deriving from home market heritage and a large dealer network.

In its efforts, therefore, to accommodate the new kind of buyer the Vega is likely to reach, and to aid its dealers to do the same, Chevrolet has conducted intensive parts and service training and supply programs, beginning months in advance of the date for public announcement of the car. It is highly doubtful that a service and parts force has ever been better prepared ahead of the introduction of a new model than those associated with the Vega 2300.

## Vega Service Program

In mid-April, essential tool orders were taken and dealers will have them well in advance of announcement of the car.

As of mid-May, Vega product training for service managers was started at 30 G.M. Training

Centers all over the country, and product books were provided.

July 20, 2½ day training schools for dealership technicians started. Training sessions for dealership body technicians started.

August, a program is underway for full dealer training in repair of collision damage. Vegas are being subjected to highway type collisions for this type of damage, and to develop repair techniques.

Chevrolet's service training program is both extensive and continuous. About 25,000 men from Chevrolet dealerships are trained every year covering various Chevrolet products. And Chevrolet zone service personnel are prepared to conduct in-dealership training programs at the request of a dealer.

## Vega Parts Program

In April, parts managers attended product information sessions at zone dealer meetings, all over the country.

By May 4th, all parts orders should have been in to General Motors Parts Division.

June. Shipment of initial parts orders began from one major parts depot, by end of month. Bin installation began. Bin labels were shipped beginning June 1.

July. Shipment of initial parts orders began from another major parts depot in the first weeks of month.

August. Parts Catalogue shipped. The bulk of all parts orders shipped by the end of August.

September. Shipment of ordered planographs and bins completed. Vega parts included in the 1971 Supplement Parts Order Pad available to dealers approximately September 1.

By the time the first Vega goes on public display in dealerships, every dealer should have at least one specially trained Vega service man, and adequate parts to back sales.



# GUIDE TO BUYING A VEGA



VEGA SEDAN

**SEDAN:** The Vega sedan has a little more room in the back seat, and a luggage compartment hidden from view. It is an inherently quieter car because the bulkhead between the trunk and passenger compartment is a barrier to road noise.

**COUPE:** Has a sporty looking hatchback design with integral rear window that opens fully to yield a large, easily accessible area.



VEGA HATCHBACK COUPE



VEGA KAMMBACK WAGON

The rear seat folds forward to make the space even larger.

**WAGON:** Goes a step further in carrying capacity with its additional height in the luggage area. The tailgate opens fully for easy cargo entry and exit.

**PANEL EXPRESS:** Is a one-seat super load capacity vehicle for anyone needing enclosed, economical delivery transportation.



VEGA PANEL EXPRESS

STANDARD ENGINE	TRANSMISSION	REAR AXLE	OPTIONAL	AIR CON- DITIONING
90 HP 140 Cu. In. L4 Overhead Cam 1 Bbl. Carburetor	3-Speed Manual	2.53:1	2.92:1	2.92:1
	Torque Drive (Sedan)			
	Powerglide (Sedan)			
	Torque Drive (All Others)	2.92:1	2.53:1	3.36:1
	Powerglide (All Others)			
	4-Speed Manual		3.36:1	
OPTIONAL ENGINE	TRANSMISSION	REAR AXLE	OPTIONAL	AIR CON- DITIONING
110 HP 140 Cu. In. L4 Overhead Cam 2 Bbl. Carburetor	3-Speed Manual	2.92:1	N.A.	2.92:1
	Torque Drive			
	Powerglide	3.36:1		3.36:1
	4-Speed Manual			

## Super Economy

The super economy Vega is the standard sedan with the standard engine and the standard three-speed transmission. This combination gives maximum economy in purchase price as well as operation.

## A Little More Power

The above choice of engine and transmission combines with the standard 2.53 rear axle for greatest economy. However, to allow people in mountainous areas, or those who would like to forfeit a little economy for a little more performance (say a couple of miles per gallon), a 2.92 axle is offered as an option.

## Coupe or Wagon

Those who would like a sportier appearance and the loading advantages of the coupe, or the extra space and opening tailgate of the wagon—but are still essentially economy-conscious—can team either of those body styles with the standard engine and three-speed manual transmission.

## Automatics

For people who do not wish to shift gears, there are two choices of transmission: the fully automatic Powerglide, and the Torque Drive. (The Torque Drive is hand-shifted between low and high, but requires no clutch pedal.) Cost is the determining factor between these choices, although it is likely that both will be very competitively priced.

## Four-Speed Manual

A four-speed manual shift is an option available to those who would like a little more performance and a little more driving fun. It is teamed with a 2.92 rear axle, which swings the compromise between economy and performance a little toward performance. For greatest performance, the 3.36:1 is also offered.

## 110 Horsepower

Many people, for one reason or another, will want to forfeit a couple or so miles per gallon for more power via the optional engine. (Remember, economy figures are still excellent, and regular gas is used for both engines.)

These buyers will then subdivide into shifters and non-shifters. The shifters can choose between three and four speeds, with the four costing a little more but yielding maximum performance and maximum driving fun for the driving-oriented motorist. The non-shifters have a choice, too, Powerglide or Torque Drive. Cost is the differentiating factor. Rear axle ratios have been selected to best complement the obvious requirements of buyers.

With the 110 horsepower engine the 2.92 axle ratio is standard with the three-speed and Torque Drive transmissions. With the Powerglide and four-speed transmission, a 3.36 rear axle is provided.

You will find that you have a range from economy to performance with which you will be able to satisfy a wide range of prospects.



# YOUR ADVERTISING SUPPORT—

When the Vega goes on sale, prospective buyers will have been reading about it for five months in an unprecedented pre-announcement advertising campaign.

Ads will have built the story of the little car, covering the practical benefits of size, economy, handling, styling continuity, and overall quality—as well as excellence of service training and parts supply. The ads will have been read by an audience carefully selected according to the demographics of the small car market.

Prospects will have been thoroughly preconditioned to the idea of the new and different little car that does everything well!

Vega ads appear in these weekly magazines: *Time*, *Newsweek*, *Sports Illustrated*, *New Yorker*, and *Saturday Review*. Ads for monthly magazines include *Harper's*, *Atlantic*, *Esquire*, *Psychology Today*, *Scientific American*, *Sunset*, *Car & Driver*, *Motor Trend*, *Road & Track*, *Sports Car Graphic*, *Better Homes and Gardens*, *National Geographic*, and *Reader's Digest*.

NOTE: Every effort has been made to see that the information on these pages is accurate and current. However, the Chevrolet Motor Division does not assume responsibility for inaccuracies or errors in any part of this magazine.

## COMING SOON: THE LITTLE CAR THAT DOES EVERY- THING WELL.

Late this summer, Chevrolet will bring out a new little car.

Truly new.

And truly little.

Who needs it, you ask? Fair question. There's already a bunch of little cars on the market. And a few of them, we'll reluctantly admit, aren't half bad. We'll also admit that they all leave a little something to be desired.

Everything? Everything.

Our little car, which we're still finding ways to improve, will leave nothing to be desired.

Its talents will be impressive.

For instance, in our own highway tests, our new mini has been traveling almost as far on a quart of gas as some cars go on a gallon.

Yet the car moves

like a rabbit.

Front disc

brakes will stop

you emphatically.

It is

uncommonly

steady in cross-

winds.

Nimble and easy to park.

Simple and easy to fix.

And strong. Strong body, strong

chassis, strong engine, strong everything.

The inside isn't fancy. But it sure

isn't plain. And there's room in there for four

full-grown people. (Or, two full-grown people

and three or four semi-grown people.)

All that, and considerably more, for

the same kind of money people have been

paying for ordinary everyday little cars.

We wouldn't blame you for being

skeptical. The car does indeed sound too

good to be true.

To be continued.

Bear with us. Read our future ads,

in which we'll get progressively specific with

facts, features, dimensions, statistics.

Then, in a few months, we'll hit

you with the biggest

little persuader

of them all: the car

itself. Four of them

as a matter of fact.

A sedan, a coupe,

a station wagon. And

even a little panel

truck.

You'll see.

CHEVROLET



70-CH-UXP-1-A

## TWINKLE TWINKLE, LITTLE CAR.

Chevrolet's new little car will be named after a star.

No ordinary run-of-the-Milky-Way star,

mind you.

Vega. Star of the first magnitude. Bright-

est in the constellation Lyra.

Which gives our car a lot to live up to.

Fine.

Consider the name a commitment.

Bright. But not flashy.

True, Vega is going to look great.

True, it will come in 10 shiny acrylic

lacquer colors including bright yellow.

But where it's really going to

shine is where it doesn't even show.

In the chassis, the body, the engine,

the brakes, the suspension, the

nuts, the bolts.

We built Vega from

scratch.

Everything was custom

made for this car and this car

alone. And it all comes

together on the most highly

automated precision production

line in the world, at our plant near

Lordstown, Ohio.

What we're saying is, Vega is going to

be an exceptionally well-built little car.

It is going to be a joy to own and drive.

You'll see.

Solid. But not square.

We don't buy the idea that an inex-

pensive, economical car automatically means

dull driving.

Vega's 2300-cubic-centimeter over-

head cam engine will make it move a lot more

briskly than your average little car. Vega's

disc drum brakes will make it stop more

emphatically. Vega's 25.5-foot turning circle

(curb to curb) will make it maneuver

more nimbly.

We've been calling it "the little

car that does everything well."

Well, we're not kidding.

The astronomy ends here.

You'd figure a car with

all that going for it would have

an astronomical price, compared

to ordinary little cars.

You figured wrong.

When it comes down to

price, our star comes down to earth.

You'll be pleasantly surprised.



VEGA

CHEVROLET



# CHEVY'S NEW LITTLE CAR: IT WON'T STAND ALONE.

Our forthcoming mini will come forth in August with more weight behind it than most cars twice its size. It will have General Motors behind it. It will have Chevrolet behind it. It will have Chevrolet's 6,300 dealers behind it.

It will have the experience, resources, talent and track record of the world's largest, most successful car-maker behind it. Even when we think small, we think big.

**We couldn't build just one.**

Unlike the other little cars that have been coming out lately, ours is going to be a complete line. And they'll all come out at once.

- (1) A sporty little hatchback coupe.
- (2) A sturdy little 2-door sedan.



**You'll see.**  
CHEVROLET



# CHEVY'S NEW LITTLE CAR: IF YOU LIKE THE 1971, YOU'LL LIKE THE 1975.

If you've been with us for the past few weeks, you know we're ready with our own little car, the Vega 2300. Almost.

But first, there are a few things we've been meaning to talk to you about.

**No shiny new ashtray knobs.**

Before we tell you anything about the car itself, we think you should know that once it comes out, it's going to stay out. We don't plan to change it for at least four years. We've got it just the way we want it, and we think you'll like it.

Of course, there is the possibility that we'll find ways to improve Vega from a functional standpoint. If we do, we will. We'll make you a promise, though: no change for the sake of change.

So, when you see the 1971 Vega, you'll be getting a preview of Vegas to come. That's how confident we are. Here's why.

**Little, but big.**

To be perfectly honest, we're pretty proud. Our little car is unlike any other little car. For one thing, it is

indeed little: it's on a tight 97-inch wheelbase, and it's built for four passengers. Yet it feels bigger, because there's as much room per passenger as there is in many big cars. There are other things that make our Vega a lot of little car, like its zippy performance, its quiet ride, and even its taut, smooth handling. In fact, our little car is more than just maneuverable—it's plain old fun. Naturally, all of these things are ads in themselves, so stay tuned to this magazine.

**Little, but little.**

Although our little car feels and acts like a much bigger car, there are times when its littleness really shines.

Like when you pull into a gas station. We aren't ready with final figures yet, but we can say this much: Vega will get gas mileage in the same neighborhood as the best of the economy cars. And that's a pretty good neighborhood.

Our little Vega will also seem very little when you go to buy it: prices will be very close to ordinary little cars.



**VEGA**  
CHEVROLET



70-CXP-4-A

# OUR NEW LITTLE CAR WILL GET 25 MPG, MORE OR LESS.

And you can quote us on that. Actually, the reason we say 'more or less' is that we're still testing the Vega 2300, and can't be sure of the final mileage figures. But we can tell you that it's going pretty darn good so far.

**It'll sip, not guzzle.**

Some of our men in white coats have been getting up to 32 miles per gallon in tests. Then again, some have gotten 22.

It depends a lot on the test conditions. And, of course, on how you drive. No matter how you look at it, though, Vega's gas mileage will be in the same neighborhood as the best of the current crop of economy cars—and that's a very nice neighborhood.

It's particularly nice when you consider that unlike some little cars, ours will have a great deal of pure, unadulterated zip. Neither hills nor freeways nor slow-moving trucks can intimidate this little car.

This happy combination of economy and performance is due to a breakthrough in engine design.

**140 CID-OHC 4, & other mysteries.**

In all modesty, we can truthfully say that more research, more engineering know-how, and more

technology went into this engine than into any other production engine in history.

Basically, it's a 140-cubic-inch 90-horsepower overhead-cam four-cylinder engine. And it's die-cast from aluminum—a high-silicon aluminum that allows the pistons to run up and down without the iron sleeves that were needed up until now.

**The little engine that could.**

But that's all technical. What it means is an engine that is amazingly powerful for its size, but very lightweight, and therefore economical.

It's also a slow-revving engine, which means that it's quiet. Besides, with the parts moving slower, they don't wear out as fast.

The engine has open combustion chambers, to help the fuel burn more completely. And that in turn reduces pollutants in the exhaust.

The overhead cam means one third fewer moving parts in the valve train. Fewer parts, less trouble.

The engine isn't the only thing that makes Vega great. But that's another story.



**VEGA**  
CHEVROLET



# OUR NEW LITTLE CAR WILL BE A LOT BIGGER THAN ITS SIZE WOULD INDICATE.

Most little cars really show their size when you try to sit comfortably in them, or attempt to pass a semi or climb a steep hill.

Our little car is going to change all that.

**Here's how.**

**Little in a big way.** Little, yes, it will be riding on a tight 97-inch wheelbase, and it's designed for only four people. However, they can be four big people, because there's as much room per passenger as in many big cars.

There are other big things about our little car, too. Like its amazingly peppy performance on a turnpike, and the welcome quietness of its unique engine.

Our little car will also be a safe little car, due to a number of things: extra big brakes, wide stance, low center of gravity, steel beams in the doors, and lots of GM safety features.

What we're trying to say is this: our little car is just as much car as any big car, only it's smaller.

**Big in a little way.** Naturally, there are times when littleness pays off, and we're making full use of those.

Our little car will zip by one station where you were once a steady customer. While we can't give you

a figure as yet, we can promise you that its mileage will be in the same neighborhood as the best of the economy cars. And that's a pretty good neighborhood.

Another nice thing about our little car is the way it handles. We don't mean on a racetrack; we mean those delicious little moments when you can dive headfirst into a parallel parking spot, or maneuver effortlessly in city traffic, or just cruise down the highway. It's tight, smooth—oh back, it's fun.

And let's not ignore one other little thing: prices will be very close to ordinary little cars.

**The little car that does everything well.**

We realize that we've made some pretty big claims for our little car, but that's only because they're true.

Our people think this car will be the best possible combination of size, performance and economy. And, we're going to spend the next few weeks telling you about it. Then we're going to prove it.

When we think small, we think big.



**You'll see.**  
CHEVROLET



1740 in U.S.A.

70-CXP-5-A

# VEGA 2300



**THE LITTLE  
CAR  
THAT DOES  
EVERYTHING  
WELL!**

CHEVROLET MOTOR DIVISION • GENERAL MOTORS BUILDING • DETROIT, MICHIGAN 48202