

CHEVELLE 1974

Malibu Classic / Malibu / Laguna Type S-3



This is Chevelle. Our mid-size Chevrolet.

We had three major objectives in creating the exciting 1974 Chevelle.

The first was value. We know how important this is, and so we built the 1974 Chevelle to be a good investment, not just a good buy. Secondly, we wanted another fine-handling Chevelle. We just don't believe that Chevelle should merely be a way to get somewhere. We want it to be one of the very pleasurable experiences of your day, every day.

Finally, we wanted to give you a wide choice of mid-priced Chevilles. Something for everyone. And so for 1974 there is a new luxury Chevelle: the beautiful Malibu Classic. For 1974 there is a traditional value Chevelle: the new Malibu. And for 1974 there is a sophisticated sporty Chevelle: the new Laguna Type S-3.

Welcome to Chevelle, 1974.



*Malibu Classic
Landau Coupe.*

Introducing the most luxurious Chevelle ever built.

There is no reason why automotive luxury has to be confined to the very big and very expensive.

So we put it here. In mid-size. At mid-price. Under the striking grid-pattern design of a new die-cast metal grille. Under a distinctive new stand-up hood ornament. Here, under a new styling treatment, with coach windows adding to the flair of the newest Chevelle of all: the distinguished Malibu Classic Coupe. The Malibu Classic Coupe is available only with the vinyl roof option until early 1974. The coupe can also be ordered as a Landau model with special roof treatment, wheel covers, pin-stripping and dual sport mirrors, as you see it on the left. The new Chevelle Malibu Classic.

Don't think of it as less car than the big cars. Just less size.



Some of the equipment illustrated in this catalogue is optional at extra cost.

Shown on cover: Malibu Classic Sedan.

Malibu Classic Coupe.

Inside Malibu Classic

The heart of a car's luxury is here. On the inside. And the new Malibu Classic, as you can see, has much to offer.

Consider the plush front seats with fold-down center armrest. All full foam, for comfort. And they can be fitted in any of five ribbed-cloth or six available all-vinyl colors; all keyed, of course, to complement the entire interior.

Consider, too, the luxurious trim inside the doors. It gives you a greater sense of luxury when you drive surrounded by stylish appointments.

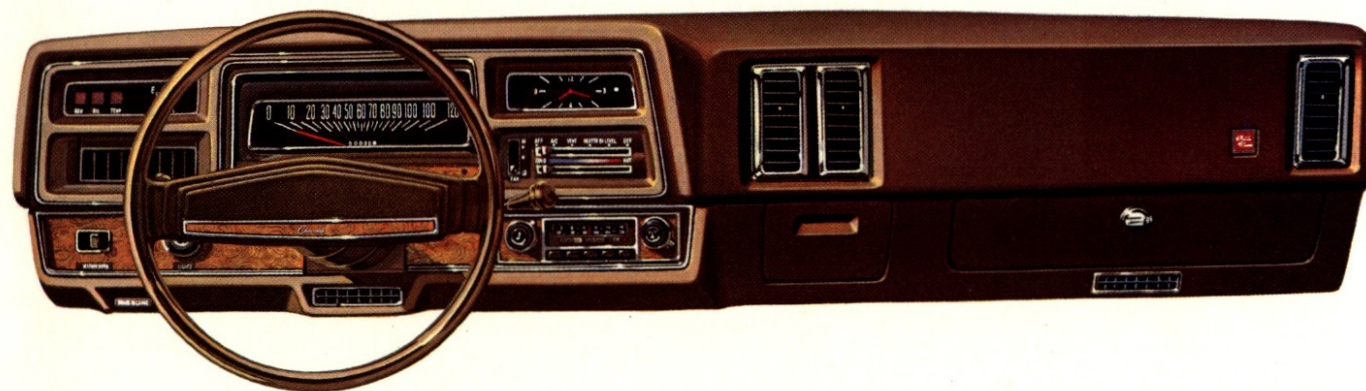
Now notice the steering wheel. Not only is it color-keyed with the column and the instrument cluster, it's soft-rimmed and cushioned in the center.

Across the instrument panel: wood-grain vinyl accents around rectangular dials. Underfoot: cut-pile nylon carpeting, also color-keyed with the entire interior.

Yes, it is a lot. And yes, it is all Malibu Classic.



Malibu Classic interior and instrument panel.



Malibu Classic Sedan

This is the model for those interested in adding 4-door convenience to the luxury and handling characteristics of their new Malibu Classic.

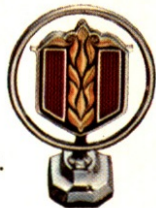
The convenience of the sedan involves much more than easy in and out. Inside, for example, it offers more room than the coupe can provide. And the six-window side design provides exceptional visibility.

To help it all endure the way a classic should, every Malibu Classic—sedan or coupe—has Chevelle double-panel steel construction in roof, hood, rear deck and doors. Inside the doors are steel-guard beams. Under the fenders, inner fenders for extra resistance against corrosion.

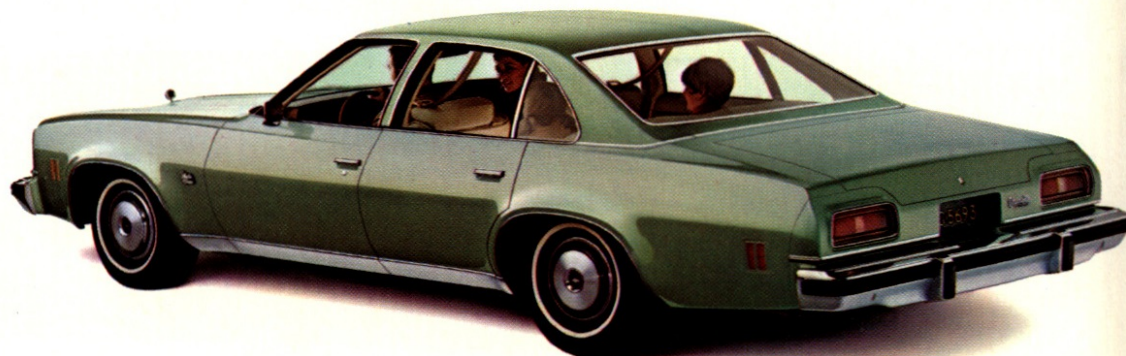
Engine selection runs from the economical standard 250 Six and efficient 350 V8 right on up to an available 400 V8 or 454 V8 for special driving requirements.

The paint is acrylic lacquer. And the front brakes are ventilated disc type. With new wear indicators that let you know, audibly, when it's time for lining replacement.

In short, we not only want you to be very impressed with the Malibu Classic today, when you may be considering buying, we want someone else to be very impressed several years from now, when you may be considering selling.



Shown here, two views of the Malibu Classic Sedan.



Some of the equipment illustrated in this catalogue is optional at extra cost.



The Malibu Classic Sedan's luxurious seating space shown in available all-vinyl.

MALIBU



Some of the equipment illustrated in this catalogue is optional at extra cost.

**Still the most popular name in mid-size history.
Now an impressive new value.**

We've built more than a new Malibu for 1974.

We've built the 1974 Malibu into a whole new Chevelle value.

We've made it the most economical of all '74 Chevelles to buy, whether you prefer the sportiness of a 2-door coupe or the convenience of a 4-door sedan.

Inside, Malibu gives you molded, full-foam seating in pattern cloth and vinyl, with knit mixed-tone all-vinyl available. Carpeting is new cut-pile nylon.

Outside, Malibu is distinctly Chevelle. With our new grid-patterned grille treatment, our Chevelle wide-stance chassis, our popular Colonnade Hardtop design. Yet it maintains a look of its own.

You can even order a two-tone Malibu.

And beyond the inside and the outside, Malibu gives you Chevelle's third dimension. It is one of North America's fine-handling automobiles. Small enough to remain agile, large enough to resist wind-buffeting, engineered with responsive handling—an absolute must.

Malibu has been the most popular name in mid-size history. We want it to stay the most popular name in mid-size history.

Giving you Malibu value at the lowest Chevelle price is one way we intend to accomplish just that.



Left: Malibu Coupe.

Above: Malibu Sedan.

Right: Malibu interior.

The sportiest Chevelle of all.

You can tell this from the pictures: the new Laguna Type S-3 is not just another churn-and-roar-type sports car. It's plusher than that.

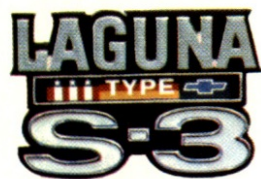
You'll know it even more when you drive one.

It is a Moveable Feast, pure and simple. A highly comfortable and highly sophisticated machine. A car with a look of its own. With excellent road character. And with all of the following to make it happen.

Consider: GR70-15 steel belted radial ply tires, standard. Rally wheels with trim rings, standard. Special suspension system, including front and rear stabilizers. Variable-ratio power steering. Dual sport mirrors. Color-keyed rub strips. Front bumper guards and swivel bucket seats. Soft-rimmed 4-spoke Sport steering wheel. All that, all standard.

The Laguna Type S-3 is available only with vinyl roof option until early 1974.

Now look down the right. There's more.



LAGUNA TYPE S-3



Laguna Type S-3 Coupe.

What a lot of cars dream about, Laguna Type S-3 calls standard. Including steel-belted radials and special radial-tuned suspension components.



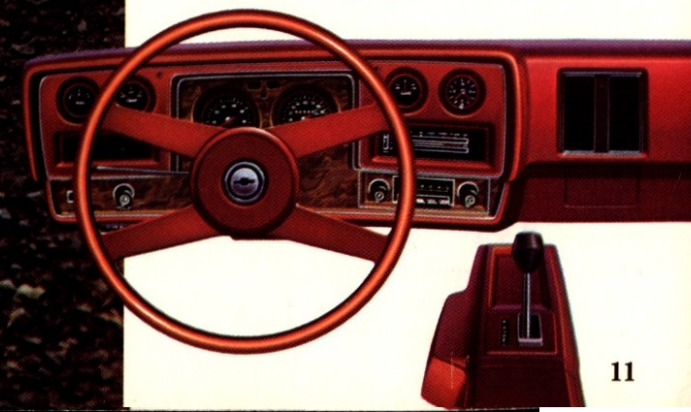
Laguna's beautiful Face-Saving Device. Note the hydraulic cylinders. Not only is the whole face of the car urethane-covered to resist minor dents and dings, but the whole front assembly retracts as a unit on minor impact.



Swivel buckets are standard, too. Flick the lever and they revolve up to 90° for easy in and out. There's also a 5" total forward and backward adjustment.



Put yourself in this picture. The 4-spoke Sport steering wheel is standard. The console and special instrumentation, including clock, tachometer, ammeter and temperature gauge, are available.



Some of the equipment illustrated in this catalogue is optional at extra cost.

NICE THINGS THAT COME WITH YOUR CHEVELLE

These are features you get with all 1974 Chevelles.

Mechanical features.

1. Full Coil suspension system • Springs selected by computer for each Chevelle with individual car's equipment taken into full account. 2. Disc/drum brake system with new audible lining wear indicator on ventilated front discs. 3. Wide 14" x 6" wheels (15" x 6" with radial tires) • Front ride stabilizer. 4. Forward-mounted steering gear linkage for precision steering • Visual wear indicator on lower control arm ball joint. 5. Turbo-Thrift 250 Six (except Laguna Type S-3) or Turbo-Fire 350 V8 engine.

Durability features.

6. Retractable box-section bumpers, front and rear. 7. All-welded Body by Fisher. 8. Double-panel roof, doors, hood and deck lid. 9. Side-guard beams in doors. 10. Inner fenders front and rear for extra corrosion resistance • Non-corrosive rear-end panel • Long-life exhaust system. 11. Newly calibrated shock absorbers. 12. Sealed side-terminal Energizer battery for improved corrosion-resistance • Magic-Mirror acrylic lacquer finish in 16 colors, 10 of them new for 1974.

Interior comfort features.

13. Molded full foam seating, front and rear • Cut-pile nylon carpeting • Flow-through power ventilation with large vent-ports to provide a continuous supply of outside air even while standing still with the windows up • Engine temperature sensor to delay low-speed blower operation until the engine is warmed up. 14. Armrests front and rear. 15. Soft-rim steering wheel.

Interior convenience features.

16. Twelve-inch day-night inside rearview mirror • Foot-operated parking brake • Instrument panel handi-box in models without air conditioning • Illuminated windshield wiper and washer, heater and defroster controls • Cigarette lighter.

Occupant protection features.

17. Seat belts with pushbutton buckles for all passenger positions • Two

combination seat and shoulder belts for driver and right front passenger (with reminder light and buzzer, and inertia reel). 18. Two front seat head restraints. 19. Energy-absorbing steering column • Passenger-guard door locks • Safety door latches and hinges • Folding seat back latches • Energy-absorbing padded instrument panel and front seat back tops • Contoured windshield header. 20. Thick-laminate windshield • Padded sun visors • Safety armrests • Safety steering wheel • Side-guard beams • Contoured full roof inner panel

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 systems.

models without available bucket seats)

stabilizer, rear suspension upper control

• Color-keyed interior, including instrument cluster with oval dials and wood-grain vinyl accents • Type S-3 identification on instrument panel and doors • Dual sport mirrors (left side remote-controlled).

Dimensions and capacities—all models.

Wheelbase—112" coupe; 116" sedan. Length overall†—206.3" Malibu Classic and Malibu Coupes; 207.3" Laguna Type S-3 Coupe; 210.3" sedans. Width overall—76.6" coupe and sedan. Height, loaded—53.1" coupe; 53.8" sedan. Tread, front—61.5" coupe and sedan. Tread, rear—60.7" coupe and sedan. Head room, front—37.7" coupe; 38.3" sedan. Head room, rear—37.0" coupe; 37.5" sedan. Hip room, front—56.0" coupe and sedan. Hip room, rear—52.9" coupe; 57.9" sedan. Shoulder room, front—59.6" coupe and sedan. Shoulder room, rear—57.5" coupe; 58.9" sedan. Leg room, front—42.1" coupe and sedan. Leg room rear—32.9" coupe; 37.0" sedan. Luggage space (cu. ft.)—15.3 coupe and sedan.

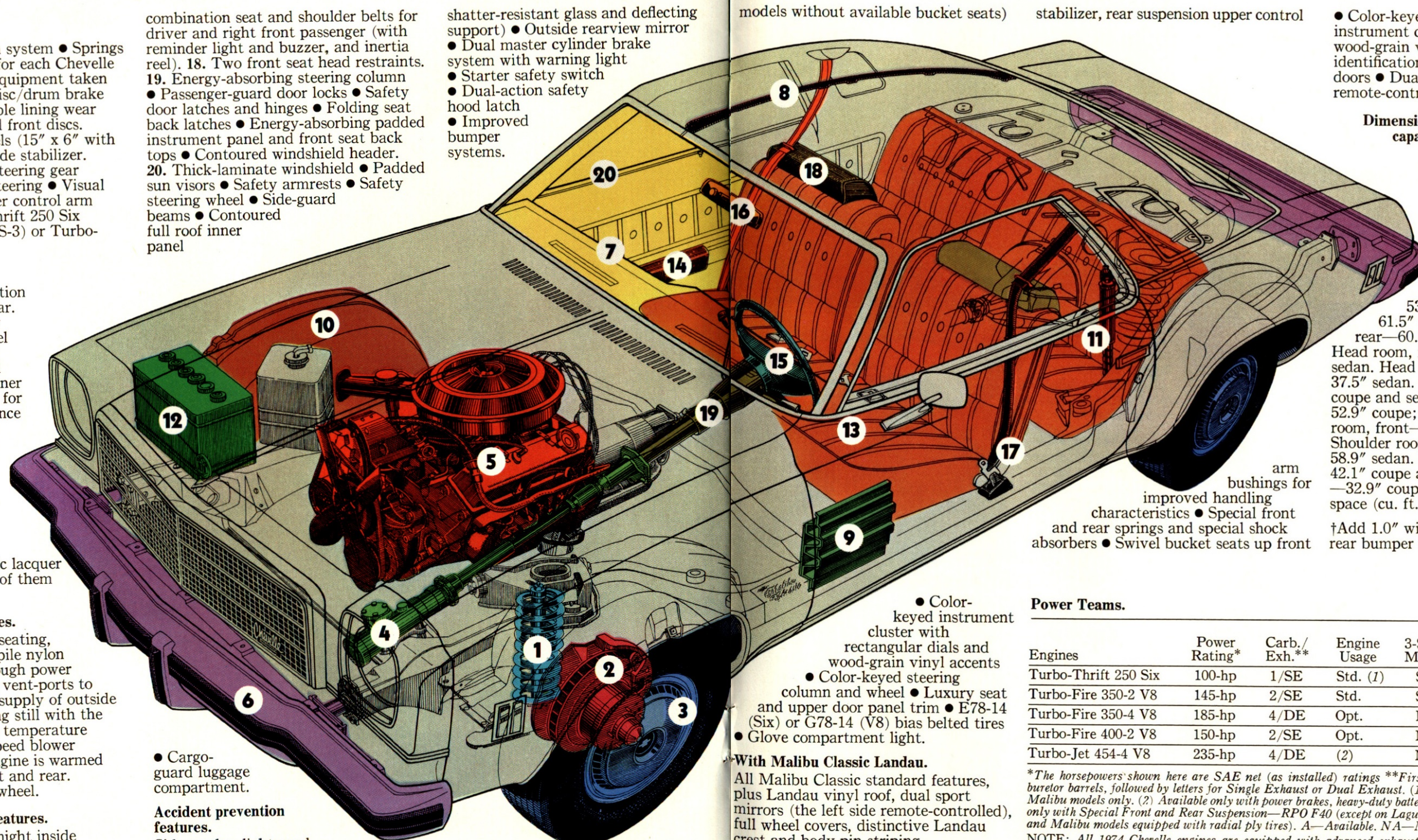
†Add 1.0" with available front and rear bumper strips.

Power Teams.

Engines	Power Rating*	Carb./Exh.**	Engine Usage	3-Speed Manual	4-Speed Manual	Turbo Hydraulic
Turbo-Thrift 250 Six	100-hp	1/SE	Std. (1)	Std.	NA	A
Turbo-Fire 350-2 V8	145-hp	2/SE	Std.	Std.	NA	A
Turbo-Fire 350-4 V8	185-hp	4/DE	Opt.	NA	NA	A (4)
Turbo-Fire 400-2 V8	150-hp	2/SE	Opt.	NA	NA	A (4)
Turbo-Jet 454-4 V8	235-hp	4/DE	(2)	NA	(3)	A (4)

*The horsepower shown here are SAE net (as installed) ratings **First number indicates number of carburetor barrels, followed by letters for Single Exhaust or Dual Exhaust. (1) Available for Malibu Classic and Malibu models only. (2) Available only with power brakes, heavy-duty battery and power steering. (3) Available only with Special Front and Rear Suspension—RPO F40 (except on Laguna Type S-3, or on Malibu Classic and Malibu models equipped with radial ply tires). A—Available. NA—Not available. (4) Required.

NOTE: All 1974 Chevelle engines are equipped with advanced exhaust emission control systems and are designed to operate efficiently on unleaded or low-lead fuels of at least 91 Research Octane. In addition to the lower exhaust emissions attainable, there are benefits in longer life for your spark plugs, exhaust system and other engine components. If these unleaded, low-lead gasolines are not available, any leaded 91 Research Octane or higher regular grade fuel containing 0.5 grams, or less, of lead per gallon should be used.



• Cargo-guard luggage compartment.

Accident prevention features.

Side marker lights and reflectors (front side marker lights flash with direction signal) • Parking lights that illuminate with headlights • Four-way hazard warning flasher • Backup lights • Lane-change feature in direction signal control • Windshield defroster, washers and dual-speed wipers • Wide-view inside day-night mirror (vinyl-edged,

Anti-theft features.

Ignition key warning buzzer • Steering column lock • Inside hood latch release.

With the Malibu Classic.

Bright body sill, roof drip and wheel opening moldings • Bright accented dual-unit taillights • New luxury front seat with fold-down center armrest (in

• Color-keyed instrument cluster with rectangular dials and wood-grain vinyl accents • Color-keyed steering column and wheel • Luxury seat and upper door panel trim • E78-14 (Six) or G78-14 (V8) bias belted tires • Glove compartment light.

With Malibu Classic Landau.

All Malibu Classic standard features, plus Landau vinyl roof, dual sport mirrors (the left side remote-controlled), full wheel covers, distinctive Landau crest and body pin-striping.

With Laguna Type S-3.

Bright-accented grid-pattern grille • Retractable "Face-Saving Device" front end, colored to match the body • Steel belted radial ply tires • Rally wheels with trim rings • Variable-ratio power steering • 4-spoke Sport steering wheel • Special front stabilizer, rear

NICE THINGS YOU CAN ADD TO YOUR CHEVELLE

The 1974 Chevelle offers a wide choice of extra-cost Options and Custom Features, some of which we've listed here. Your Chevrolet dealer can answer any questions you might have concerning availability and details of specific items.

Four-Season air conditioning.

Offers wide-range temperature control for just the right amount of heated as well as cooled air. Set the unit for heating, cooling, defrosting or defogging. Bi-level setting warms the feet while cooling the face. (Available on V8 models only.)



Steel belted radial ply tires.

GR70-15 white lettered or GR78-15 white stripe. Available for all 1974 Chevelle models (GR70-15 blackwall standard on Laguna Type S-3). When radials are ordered, model is equipped with special front stabilizer, rear stabilizer, special shock absorbers, special rear suspension upper control arm bushings. With 454-cu.-in. V8, also includes special front and rear springs plus heavier duty rear shock absorbers.

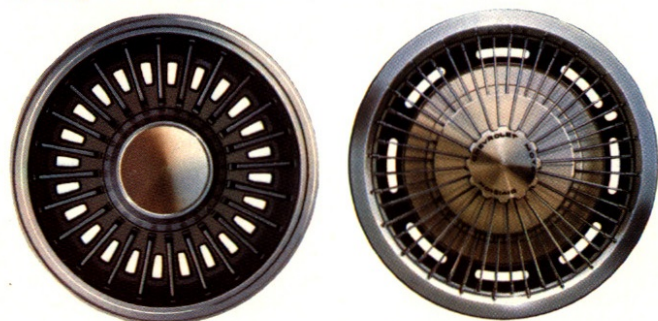


Turbine I wheels.

Tough, metal-look urethane backed by steel gives the appearance of more expensive cast aluminum wheels. (Shown below left.)

Simulated wire wheel covers.

So carefully detailed they could be mistaken for wire wheels. Brushed metal gives a casting look. 48 bright metal spokes. (Shown below right.)



Power Sky Roof.

Just a touch of a button opens you to the sun and the air. Another touch brings the all-metal sliding roof back into position, quickly, snugly (coupes only).

Swivel bucket seats.

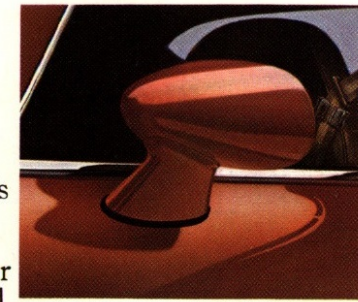
Deep, for firm support. They revolve up to 90° for ease of entry and exit. They also adjust up to 5" forward and backward. Standard on Laguna Type S-3.

Shown with seats: Center console with transmission lever and handy compartment (bucket seats and 4-Speed or Turbo Hydra-matic required)



Dual sport mirrors.

Matching body color. The one on the driver's side is adjustable by remote control. A knob on the inside door panel does it. Standard on Malibu Classic Landau and Laguna Type S-3.

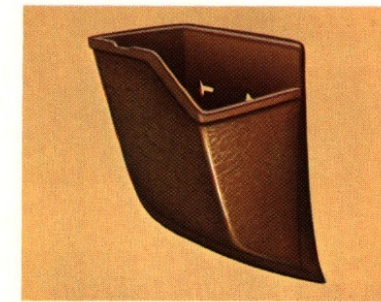


Deluxe bumpers.

Resilient impact strips provide added front and rear bumper protection. Front and rear bumper guards required. (Color-keyed strips and front bumper guards standard on Laguna Type S-3.)

AM/FM Stereo radio.

Pushbutton selection for five AM and five FM stations. With factory installation, antenna is mounted in the windshield to protect against signal-robbing corrosion and against breakage.



Integral litter container.

Attached to inside right front quarter panel, it's easy to reach and use, yet out of the way for passenger

comfort. Snaps in and out for easy emptying.

GM Love Seats.

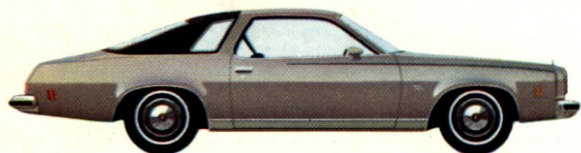
The safest child seats for GM cars yet developed. One size for babies up to 20 lbs.; a second size for youngsters 20-40 lbs. and up to 40" in height.



Other available equipment not pictured: • 6-way power seat • Comfortilt steering wheel with six-position adjustment • 4-spoke Sport steering wheel (standard on Laguna Type S-3) • Soft-Ray tinted glass • Variable-ratio power steering (standard on Laguna Type S-3) • Power brakes • Power door locks • Power windows • Rear window defogger • Electric clock • Full wheel covers (standard on Malibu Classic Landau) • Rally wheels (standard on Laguna Type S-3) • Special instrumentation, including clock, tachometer, ammeter and temperature gauges (depending on model) • Special suspension • AM FM radio • AM radio • Stereo tape system with AM FM Stereo radio • Stereo tape system with AM radio • Rear seat speaker • Custom Deluxe seat belts • Color-keyed floor mats • Auxiliary Lighting Group, including ashtray, glove compartment, luggage compartment, courtesy lights, mirror map lights and underhood light (depending on model) • Visor vanity mirror • GR78-14 or H78-14 bias belted ply white stripe tires.



Above: Laguna Type S-3 Colonnade Hardtop Coupe



Malibu Classic Landau Colonnade Hardtop Coupe



Malibu Classic Colonnade Hardtop Coupe



Malibu Classic Colonnade Hardtop Sedan



Malibu Colonnade Hardtop Coupe



Malibu Colonnade Hardtop Sedan



Laguna Type S-3 Colonnade Hardtop Coupe

Malibu Classic and Malibu also come in exciting station wagon models, in addition to the passenger car models described in this catalog. For information on all of Chevrolet's wide range of wagons, see your dealer for the 1974 Chevrolet wagon catalog.

Put together your own Chevelle with this handy check list.

MODELS. ☐ Malibu Classic Landau Coupe ☐ Malibu Classic Coupe ☐ Malibu Classic Sedan ☐ Malibu Coupe ☐ Malibu Sedan ☐ Laguna Type S-3 Coupe.

COLORS. All Chevelles: ☐ Tuxedo Black ☐ Bronze Metallic ☐ Medium Red Metallic ☐ Silver Metallic ☐ Dark Taupe Metallic ☐ Antique White. **Malibu Classic and Malibu only:** ☐ Cream Beige ☐ Light Blue Metallic ☐ Bright Blue Metallic ☐ Midnight Blue Metallic ☐ Aqua Blue Metallic ☐ Sandstone ☐ Golden Brown Metallic ☐ Medium Green ☐ Bright Green Metallic ☐ Medium Dark Green Metallic.

Two-tone Combinations (Malibu Classic and Malibu): Antique White upper plus ☐ Light Blue Metallic ☐ Midnight Blue Metallic ☐ Sandstone ☐ Aqua Blue Metallic ☐ Medium Dark Green Metallic ☐ Medium Green and more ☐ Bronze Metallic ☐ Medium Red Metallic. Other combinations also available.

Vinyl Roof Covers (Malibu Classic, Malibu Classic Landau and Malibu): ☐ Black ☐ White ☐ Blue (Medium) ☐ Cream Beige ☐ Green (Medium) ☐ Red (Dark) ☐ Brown ☐ Russet ☐ Medium Saddle ☐ Silver Taupe ☐ **Laguna Type S-3 Vinyl Roof Cover:** ☐ White ☐ Red (Dark) ☐ Saddle (Medium) ☐ Black ☐ Silver Taupe ☐ Brown ☐ Russet. **Laguna Type S-3 Accent Striping:** (Wheel opening, body sill, front lower end) ☐ Medium Red Metallic ☐ Golden Brown Metallic ☐ Antique White (Striping depends upon interior/exterior and vinyl roof color combinations.)

INTERIORS. Malibu Classic: Ribbed cloth and vinyl in ☐ Black ☐ Blue ☐ Green ☐ Neutral ☐ Red ☐ All-vinyl in Black ☐ Neutral ☐ Green ☐ Saddle ☐ Black with white seats ☐ Blue with white seats. **Swivel Bucket Seats** (coupes only). Cloth and vinyl in ☐ Black ☐ Red ☐ All-vinyl in Black ☐ Neutral ☐ Green ☐ Saddle ☐ Black with white seats ☐ Blue with white seats.

Malibu: Pattern cloth and vinyl in ☐ Black ☐ Green ☐ All-vinyl in Black ☐ Black with green seats ☐ Green ☐ Green with neutral seats ☐ Neutral ☐ Blue (in coupe only). **Swivel Bucket Seats** (coupe only): All-vinyl in ☐ Black ☐ Neutral ☐ Green with neutral seats.

Laguna Type S-3: Standard Swivel Bucket Seats: Cloth and vinyl in Black ☐ Saddle ☐ Red. ☐ Black-white Sport Cloth with mixed-tone seating areas. All-vinyl in Black ☐ Saddle ☐ Red ☐

POWER TEAMS. ☐ Turbo-Thrift 250 Six (standard except Laguna Type S-3) ☐ Turbo-Fire 350 V8 (standard on all Chevelle V8 models) ☐ Turbo-Fire 400 V8 ☐ Turbo-Jet 454 V8 ☐ 3-Speed manual (standard with 250 Six and 350 V8) ☐ 4-Speed manual (Turbo-Jet 454 only) ☐ Turbo Hydra-matic ☐ Positraction rear axle ☐ Performance axle ratio ☐ Trailering axle ratio.

POPULAR EXTRAS. ☐ Swivel bucket seats available on Coupes (standard on Laguna Type S-3) ☐ Four-Season air conditioning ☐ Power all-metal sliding Sky Roof available on coupe ☐ Sport mirrors (standard on Laguna Type S-3 and Landau) ☐ Deluxe bumpers ☐ Radio ☐ GR70-15 white-lettered or GR78-15 white stripe steel belted radial ply tires (GR70-15 blackwall standard on Laguna Type S-3) ☐ Simulated wire wheel covers ☐ 4-spoke Sport steering wheel (standard on Laguna Type S-3) ☐ Variable-ratio power steering (standard on Laguna Type S-3) ☐ Power brakes.

Chevrolet

The illustrations or descriptions in this catalogue do not necessarily show standard colors, materials and equipment. General Motors of Canada Limited reserves the right to make changes at any time without notice, in prices, colors, materials, equipment, specifications and models, and also to discontinue models. This right may be exercised without incurring any responsibility with regard to cars previously sold.

GENERAL MOTORS OF CANADA LIMITED, OSHAWA, ONTARIO

September, 1973.

Printed in Canada

