

1974

Monte Carlo



Monte Carlo

Monte Carlo is not a car with elegance added on. Its elegance is basic. From the ground up.

The advanced suspension system is designed to let you take advantage of the standard steel belted radial ply tires. Handling is responsive. The ride is smooth.

Features like variable-ratio power steering and power disc/drum brakes are standard. Because it just wouldn't be a 1974 Monte Carlo without them.

New elegance on the outside includes refined front and rear styling. There's quiet comfort on the inside with luxurious cut-pile carpeting and added sound-deadening materials.


Of course, you can make Monte Carlo uniquely your own with a long list of available options. But with Monte Carlo, you start with a well equipped, fine handling, elegantly styled personal luxury car. No less.

Shown on cover, the Monte Carlo Landau. Below left, Monte Carlo Landau. Below right, Monte Carlo S.



**Elegance isn't something you add to the Monte Carlo.
It's something you find in it.**





Monte Carlo Landau

The Landau shares with Monte Carlo S all the mechanical features and distinctive styling that give these cars their fine handling characteristics and proud appearance. But an array of special appearance features sets the Landau apart.

The classic lines of the Landau vinyl roof design are complemented by body accent striping. The striping also sets off Monte Carlo's unmistakable, sculptured lines.

Dual Sport mirrors (the driver's is remote-controlled), wide 15 x 7" Turbine II wheels and discriminating crests further enhance the elegant styling of the Monte Carlo Landau.

Last year, the Monte Carlo Landau was *Motor Trend* magazine's "Car of the Year." This year, it might be yours.

Monte Carlo Landau.



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

A car you can be proud of.





When Canadians think of elegance in an automobile, they usually think of sculptured lines and plush interiors. The 1974 Monte Carlo S, certainly has this kind of elegance.

But, like the Landau, the Monte Carlo S has another kind of elegance. A mechanical elegance. From precision-tuned suspension to special steering geometry, the Monte Carlo is engineered like no other North American car.

Together with the standard steel belted radial ply tires, this advanced suspension system results in remarkable road contact during cornering, a sure sense of where the center of travel is . . . altogether an experience in confident handling.

This remarkable handling comes at no sacrifice to the uncompromisingly smooth ride and quietness that, for many, are the true marks of a luxury automobile.

Monte Carlo S.



As elegant mechanically as it is in appearance.



Monte Carlo Interiors

Monte Carlo elegance is thorough, inside as well as out. The molded full foam seats, new bright-framed color-keyed instrument cluster and luxurious cut-pile nylon carpeting testify to this.

The Monte Carlo is quiet inside because of features like the new acoustical treatment and tuned engine and body mounts. It's comfortable because of things like the flow-through power ventilation system. Throughout, elegant touches like rich simulated burled elm trim on the instrument panel and steering wheel lend flair. And you can order from a wide selection of knit cloth and vinyl, or all-vinyl upholstery.

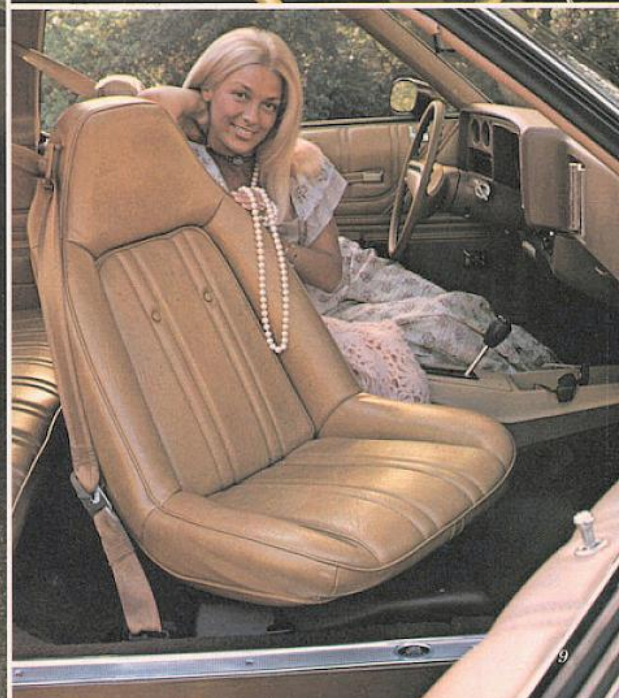
You can make your Monte Carlo even more luxurious with such available items as front bucket seats that swivel; electric door locks, trunk opener and power windows; front console; Comfortilt steering wheel and many others.

Left, standard Monte Carlo interior. Right top, standard instrument panel with padded steering wheel, electric clock and new color-keyed instrument cluster. Right bottom, available bucket seats that swivel 90° for easy entry and exit, and adjust a total of 5° forward and backward.



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

Interiors as luxurious as you want them to be.



NICE THINGS YOU CAN ADD TO YOUR

Monte Carlo



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. A manually-controlled air conditioning system that permits the driver to create an environment 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.

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 enjoy your favorite radio program or carry on a conversation without straining. 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.



Simulated wire wheel covers. For that extra sporty look.



Turbine II wheels. Standard on Landau. Super wheels to help you enjoy your Monte Carlo even more.

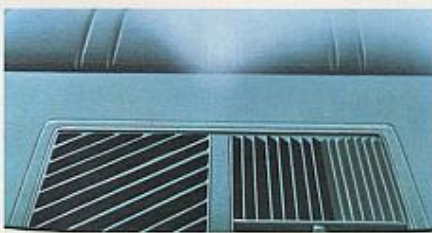
MORE NICE THINGS THAT YOU CAN ADD TO YOUR Monte Carlo



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.



Soft-Ray Tinted Glass. Cool, soothing tint reduces glare from all your windows without shielding your view.



GM's Love Seats. General Motors of Canada Limited has designed two portable Love Seats for the protection of the small fry. Both can be used in conjunction with your car's seat belts and can be conveniently stored in the trunk. You can buy a love seat through your local Chevrolet dealer.

The Infant Love Seat, with rear-facing position, is for babies under 20 pounds. Both can be used in conjunction with your car's seat belts and can be conveniently stored in the trunk. You can buy a love seat through your local Chevrolet dealer.

Put together your own Monte Carlo from this handy check list:

- Monte Carlo Landau
- Monte Carlo S

Power teams

Engines	Carburetor	Engine Usage	3-Speed Manual	Turbo Hydramatic
<input type="checkbox"/> 145-hp Turbo-Fire 350 V8	2-bbl.	Standard	Standard	Optional
<input type="checkbox"/> 185-hp Turbo-Fire 350 V8	4-bbl.*	Available	NA	Optional†
<input type="checkbox"/> 150-hp Turbo-Fire 400 V8	2-bbl.	Available	NA	Optional†
<input type="checkbox"/> 235-hp Turbo-Jet 454 V8	4-bbl.*	Available	NA	Optional†

*Dual Exhaust †Required NA - Not available Horsepower shown is SAE net (as installed) ratings. Posttraction and Trailering Allowance are available.

All 1974 Monte Carlo 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.

Interior colors

- Conventional bench seats
- Knit Cloth & Vinyl All-Vinyl
- Black
- Blue
- Green
- Red
- Swivel bucket seats
- Black
- Green
- Red

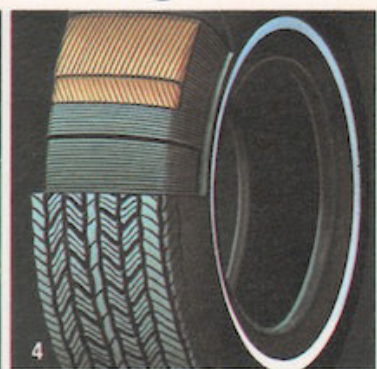
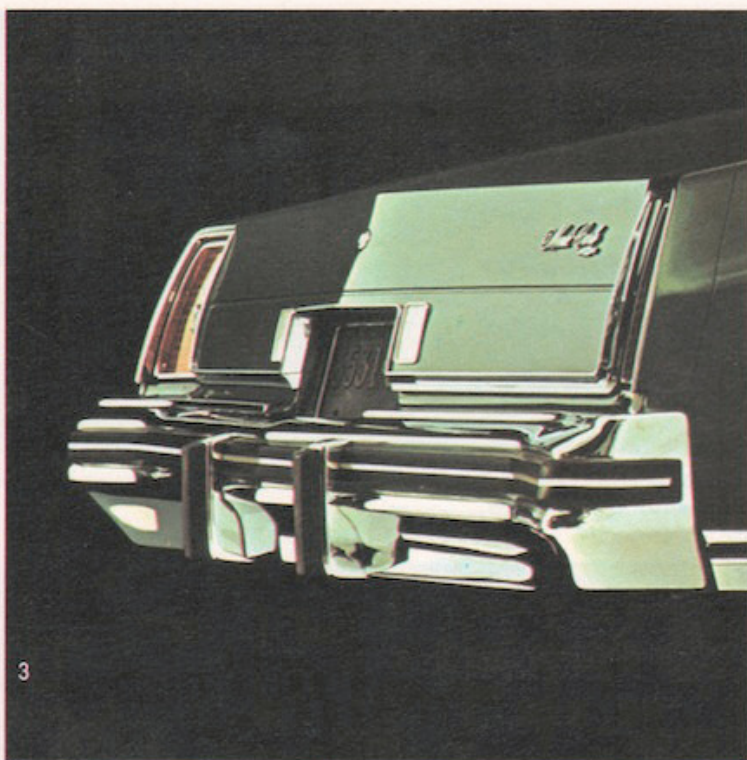
Exterior colors

- Cream Beige
- Tuxedo Black
- Light Blue
- Metallic

- Bright Blue Metallic
- Midnight Blue Metallic
- Aqua Blue Metallic
- Sandstone
- Bronze Metallic
- Golden Brown Metallic
- Medium Green
- Bright Green Metallic
- Medium Green Metallic
- Medium Red Metallic
- Silver Metallic
- Dark Tan Metallic
- Antique White

NICE THINGS THAT COME WITH EVERY

Monte Carlo



Shown:

1. Double-panel roof construction
2. Electric clock
3. Improved front and rear bumper systems that retract on minor impact and hydraulically cushion the shock. Shown with protective strips and guards you can order
4. Steel belted radial ply tires for durability and good handling
5. Power disc/drum brake system with new audible sensors on front discs
6. New three-point seat and shoulder belt system allows driver and right front passenger freedom of movement.
7. Variable-ratio power steering
8. Inside hood release for greater theft prevention
9. Flow-through power ventilation system has an automatic delay for engine warm-up to keep you more comfortable.
10. Rich simulated wood burl accents on instrument panel and steering wheel.

MORE NICE THINGS THAT COME WITH EVERY

Monte Carlo

Monte Carlo standard appearance features

New, more massive-appearing grille
New front and rear bumper styling
New steel-reinforced fiberglass rear panel with built-in backup lights and center license plate location
Distinctive coach window styling
Choice of 16 Magic-Mirror acrylic lacquer exterior colors (10 new for '74)
Hide-A-Way antenna built into windshield (with factory-installed radio)
Full door-glass styling
Full wheel covers
Black-accented lower body and fender moldings

Landau standard appearance features

Padded Landau vinyl roof cover with body color outline moldings
Landau roof rear quarter nameplate
Fender peak accent striping
Dual body-color Sport mirrors (driver's is remote-controlled)
Visor vanity mirror
Landau emblem on door trim panel
Urethane cast aluminum styled Turbine II wheels

Standard interior features

New luxurious cut-pile nylon carpeting
New bright instrument cluster accent framing
New color-keyed (to interior) instrument cluster
Soft-rim steering wheel
Wide (12") day/night rearview mirror
Carpeting on lower edge of rear seat back
Molded full foam front and rear seat construction
Vinyl assist grips on doors
Armrests front and rear with bright accents

Standard body features

Flush-styled outside door handles
Curved side windows
Thin windshield pillar design
Dual-speed electric Hide-A-Way windshield wipers
Built-in blended-air heater and defroster system
Double-panel roof, door, hood and deck lid construction
Inner fenders front and rear to help fight corrosion

Standard chassis features

New front suspension lower control arm ball joint wear indicator
New tuned body mounts
Refined front and rear suspension

Recalibrated front and rear shock absorber valving
Computer selected springs
Self-adjusting power disc/drum brakes
Forward-mounted steering gear and linkage

Occupant protection features

Seat belts with pushbutton buckles for all passenger positions. Two combination seat and shoulder belts for driver and right passenger (with reminder light and buzzer and inertia reel)
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
Contoured windshield header
Thick-laminate windshield
Padded sun visors
Safety armrests
Safety steering wheel
Side-guard beams
Cargo-guard luggage compartment
Contoured full roof inner panel

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
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 rear view mirror
Dual master cylinder brake system with warning light
Starter safety switch
Dual-action safety hood latch
Improved bumper system

Anti-theft features

Ignition key warning buzzer
Steering column lock
Inside hood latch release

Power team features

New engine mounts for extra smoothness and quiet
Hydraulic valve lifters
Automatic choke
Coolant recovery system
Long-life exhaust system
Delcotron generator with built-in solid state regulator



Chevrolet

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GM



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