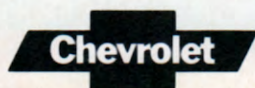


1973 CHEVROLET TRUCKS

Blazer



Building a better way to see the U.S.A.

Blazer. America's most popular leisure vehicle is all new for '73.

Full-time 4-wheel drive on V8 models equipped with automatic transmission.

No more getting out in the weather to lock or unlock the front hubs. (In fact, free-wheeling hubs are not used.) And that's certainly not the only advantage. Full-time 4-wheel drive has the ability to compensate for off-road mobility demands while providing good control and 4-wheel tractive effort on smooth roads at operating speeds. This system differs from conventional 4-wheel drive in that it provides for a transfer case containing an inter-axle differential which compensates for speed variations between the front and rear axles, while constantly providing driving force to both. The system is in 4-wheel drive mode at all times. For off-road or low traction operation, the transfer case differential can be locked out manually, rigidly connecting the axles and providing the same tractive effort as a conventional 4-wheel drive system.

New style inside and out, top to bottom, bumper to bumper.

Everywhere you look Blazer is new. Sheet metal. Tough wrap-around Lexan® lenses for the tail-lights. Curved side window glass. Partially concealed windshield wipers. New hardtop styling with roll-up tailgate window. New available Cheyenne interior and exterior trim package (see page 6). Plus there is over 8 square feet more glass area in the '73 Blazer.



Long wheel-base for an improved ride without sacrificing utility.

To help improve ride of both conventional and full-time 4-wheel drive Blazers, front wheels are moved forward 2½ inches and a stabilizer bar is now standard on 4-wheel drive Blazers. Front coil springs (below) are standard on 2-wheel drive models. Wide tapered leaf front springs standard on 4-wheel drive Blazers.



4-wheel-drive Blazer with available Cheyenne trim.



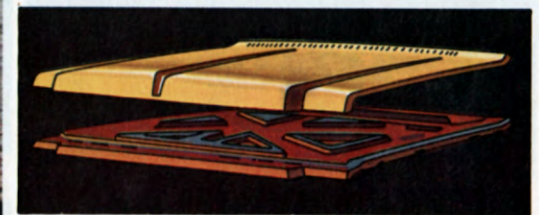
4-wheel-drive Blazer with available hardtop.

You may never need it, but one of the many safety features incorporated into the '73 Blazers is the GM designed energy-absorbing steering column. This year the locking steering column feature is included on Blazer with available automatic transmissions.

Energy-absorbing steering column is standard.

Double rubber biscuit-type mounts are strategically located between the frame and the body to isolate the body from the chassis. Curving the side window glass helped reduce wind noise. We even moved the windshield wiper motor into the engine compartment to reduce noise. And when you order the Cheyenne trim package you get a complete sound barrier insulation system that includes heavy insulation under the hood and on the cowl.

We made it a little quieter.

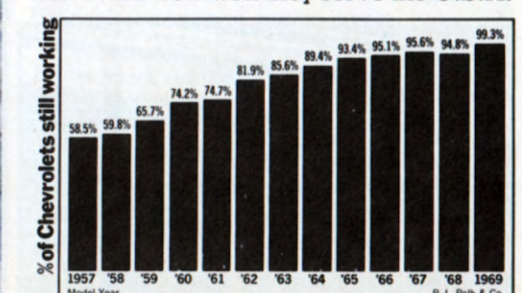


The doors, side panels and tailgate are double-steel-wall thick just like always. And for '73 we double-walled the new hood, too. A tough new ladder-type frame on 4-wheel-drive models permits a flat floor in the front seat area. There are full one-piece steel inner fenders plus wheelhousings at each wheel to turn back rocks and ward off corrosion. Overall, there are fewer weld joints for improved sealing, reduced dimensional variation and greater torsional rigidity.

We made it a lot tougher.

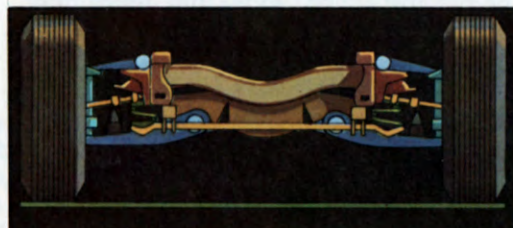
Over 58% of Chevrolet's 1957 model trucks are still in use. No other make has even half, based on official industry records. Evidence of how well Chevrolets are designed. How well they're built. And how well they serve the U.S.A.

Proof Chevy trucks last.

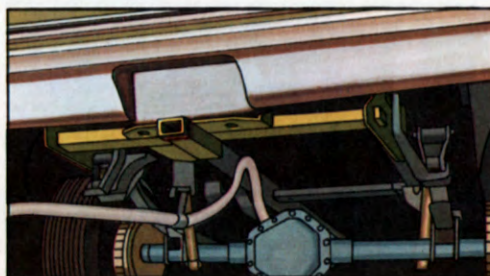


Blazer does so many things so well you almost forget it's a tough truck.

Two-wheel-drive Blazer. The two-wheel-drive Blazer is a tough truck with city manners. When you couple Blazer's significantly re-designed rubber bushed massive Girder Beam front suspension and new 2-stage stable rear leaf springs you get a highly maneuverable, extremely capable utility truck. Add seating for five and the Cheyenne trim package and you get a runabout that rivals a sports car. And beats it hollow in load-carrying ability. Both two- and 4-wheel-drive Blazer are as wide as Chevy's regular pickup. Which is why Blazer's the roomiest American-made sport truck you can buy. And with the addition of curved side door window glass and other significant changes there's more room for heads, shoulders and legs than ever before.

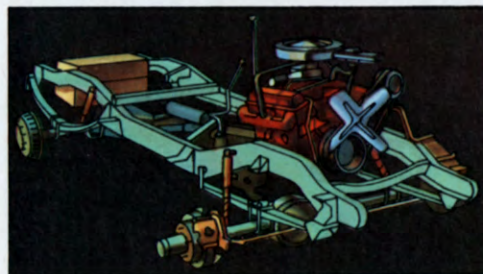


Blazer takes trailers up to 6,000 lbs. in tow. Blazer is designed to get you away to it all. And if you like, you can take it all with you since Blazer is capable of towing up to 6,000 lbs. of family trailer or boat. To make it easier for trailering types to equip their Blazers properly, Chevrolet has a complete selection of trailering equipment you can order. No mixing and matching, picking or choosing of items. It's all figured out for you. Engine, transmission, spring rates, tires and heavy-duty componentry. Just tell your dealer the size and weight of the trailer you're going to be pulling. The equipment available includes a Chevrolet engineered and developed equalizing hitch platform and a heavy-duty front stabilizer bar. For complete information on trailer-towing requirements, see the 1973 Chevrolet Recreational vehicle catalog.



4-wheel-drive Blazer with available hardtop and Cheyenne trim.

Chevrolet's proved reliable conventional 4-wheel-drive system is standard on 6-cylinder Blazers and Blazers with manual transmissions. The 2-speed transfer case provides high and low 4-wheel-drive ranges, and a power takeoff for operating accessory equipment. A 35° turn angle on the front axle lets Blazer turn in neat little circles. 37.6 feet, curb to curb. And Blazer continues to have the advantage of lower entry height and pleasingly low silhouette.



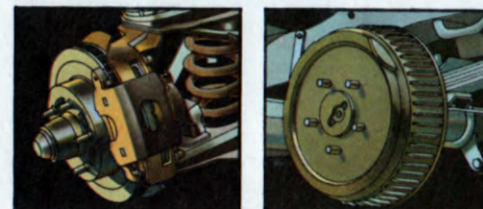
For the tough conditions that Blazer will be subjected to, a tough and reliable braking system has been provided. Big single-piston floating-caliper power front disc brakes with a new road splash shield. Durable and self-adjusting, these brakes provide resistance to fade and recover quickly from water immersion.

Conventional 4-wheel-drive chassis.

Front disc brakes standard.

Finned-drum rear brakes.

New cast iron-steel rear brakes are finned for maximum cooling. Outer edges are formed with a labyrinth shape to help exclude contaminants from the linings. Special valve proportions front and rear pressures, warns of loss in either half of the system.



New auxiliary hardtop available.

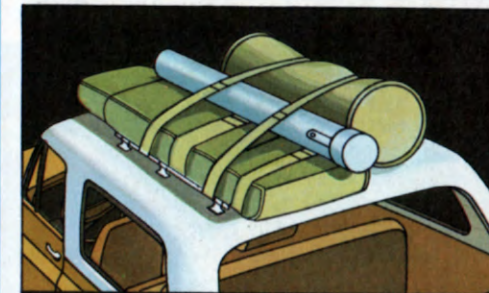
To go along with Blazer's smart yet practical new styling there's a handsome and sturdy new fiberglass reinforced hardtop available in white or black textured exterior finish. It's lightweight, watertight and designed for easier installation and removal. Side glass window area is increased by nearly 3 square feet and the glass is curved to complement the styling and provide added room in the interior. Door-operated switches activate fore and aft interior lamps. And coat hooks are provided at the front and rear.

For all its utility, a 4-wheel-drive vehicle is only as good as its power team. Chevrolet has you amply covered in that department. The ever reliable 250-cubic-inch six with 7-main bearing crankshaft, contoured camshaft and full-length water jackets is standard on 6-cylinder models. The 307 V8 is standard on 8-cylinder Blazers. And you can order a big 350-cubic-inch V8. Both V8's feature long-life exhaust valves with special coating on the heads and faces to retard carbon deposit buildup. Match the Blazer engine you select with one of three available rugged transmissions: a 3-speed fully-synchronized unit with column-mounted shift lever (not available with 350 V8); a 4-speed unit with floor-mounted shifter; or famous 3-speed Turbo Hydra-matic which is ideal for all kinds of service.

Wide range of power teams.

For 1973 a roof-mounted luggage carrier is available as a dealer-installed accessory on Blazers with hardtop. The unit is steel with a chrome-plated finish and has a whopping 300-lb. capacity. A nice supplement to Blazer's full-pickup-width interior cargo compartment.

New rooftop luggage carrier.



When you order the hardtop a convenient new tailgate is included. It features a manually operated drop glass with over two square feet more surface area than in the previous liftgate window. So the view out back is improved dramatically and it's much easier to get at equipment and gear stowed in Blazer's generous cargo area.

New special tailgate with roll-up window.

An added comfort benefit for hardtop-equipped Blazers is refreshing flow-through power ventilation. Outside air is taken in through a special plenum that screens out dust and removes much of the moisture. Then it is distributed draft-free into the interior and passes out through pressure relief valves at the bottom of the doors.

New flow-through power ventilation.

The big, roomy, comfortable one got bigger... roomier... more comfortable.

New Cheyenne exterior. We could have added "more beautiful" to that headline above, too. Due in large part to the availability of a sporty Cheyenne interior/exterior trim package. On the outside the appearance features will be obvious to everyone. Chrome bumpers front and rear. Bright and bold upper and lower body side moldings. Bright hubcaps. And shiny trim everywhere you look. Around the windshield. On the tailgate. Around the headlight, taillight, side marker and turn signal housings. And exterior Cheyenne nameplates call it all out. Some things that you can't see are out there working for you, too. A body-to-fender seal, cowl insulation materials and a high-note horn.



New Cheyenne interior. Inside, the style and comfort is unexpected in a utility vehicle. Seat upholstery for the two front bucket seats is leather grain all-vinyl in Pearl Gray, Charcoal, Slate Blue, Saddle or Slate Green (cloth/vinyl trim in Slate Blue or Saddle available with hardtop at extra cost). Console between seats is color-keyed with the seat trim. When you order Cheyenne with the hardtop you get carpeting in the front area, wood-grain trimmed color-keyed door and



sidewall trim panels with convenient map pockets in door panels.

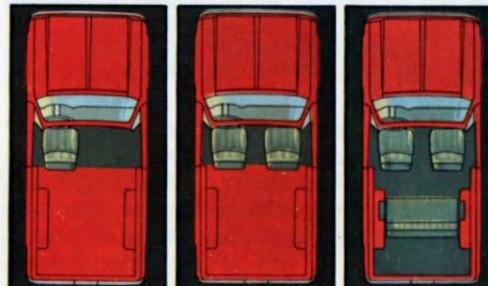
There really isn't anything very base about the base trim level for Blazer in '73. There's a lot of bright embellishment on the massive new front grille. The right and left outside rearview mirrors are finished in chrome. Front and rear bumpers and wheels are painted white.



Inside, the foam-cushioned bucket seat is finely finished vinyl in Pearl Gray, Slate Blue, Saddle or Slate Green. An auxiliary bucket seat and rear bench seat are also available. The door trim panels are molded in one piece. The newly styled instrument panel is covered with a color-keyed hardboard trim panel. And the front floor mat is embossed black rubber.



The Custom Blazer has the driver bucket seat standard. An auxiliary passenger bucket seat is available with Custom Blazer and included with the Cheyenne trim package. A full-width rear bench seat is available for both Cheyenne and Custom Blazers.



Custom exterior.

Custom interior.

Seating for up to 5.

For some of the things Blazer does, you need all the truck you can order.

Full instrumentation. Includes conveniently clustered needle-type gauges for oil pressure, temperature and ammeter. Tachometer or clock also available.

Accessory soft top. This dealer installed accessory features black or white canvas over steel framing. Less than two minutes puts it up or down.

Special tires. A wide variety of special tires for on-road and off-road use are available. Your dealer can help you select the proper size and type.

Below-eye-level mirrors. Below-eye-level mirrors mount on doors for easy viewing past wide trailer. 180° pivot. Painted or stainless steel.

Roof air deflector. Helps keep the tailgate window free from dirt and grime with its cleaning action. Made of silver anodized aluminum. Mounts directly to hardtop.

AM or AM/FM pushbutton radio. Designed as an integral part of the handsome new instrument panel. Antenna is permanently embedded in the windshield.

Power winch. Equipped with a power winch, Blazer can literally pick itself up by its boot straps. Has 8,000-lb. horizontal pull.

Air conditioning. Four-Season air conditioning makes Blazer with hard-top an endless summer place. Includes increased capacity radiator and 42-amp. generator.

Desirable when more than one driver will be using Blazer. Adjusts to 6 positions. Available only with 4-speed or automatic transmission.

Comfortilt steering wheel.

To put more miles between you and the gas pump put on this larger tank. Frame mounted.

30-gallon fuel tank.

Unit helps prevent oil overheating while trailering heavy loads and in conditions of excessive heat or unusually rough terrain.

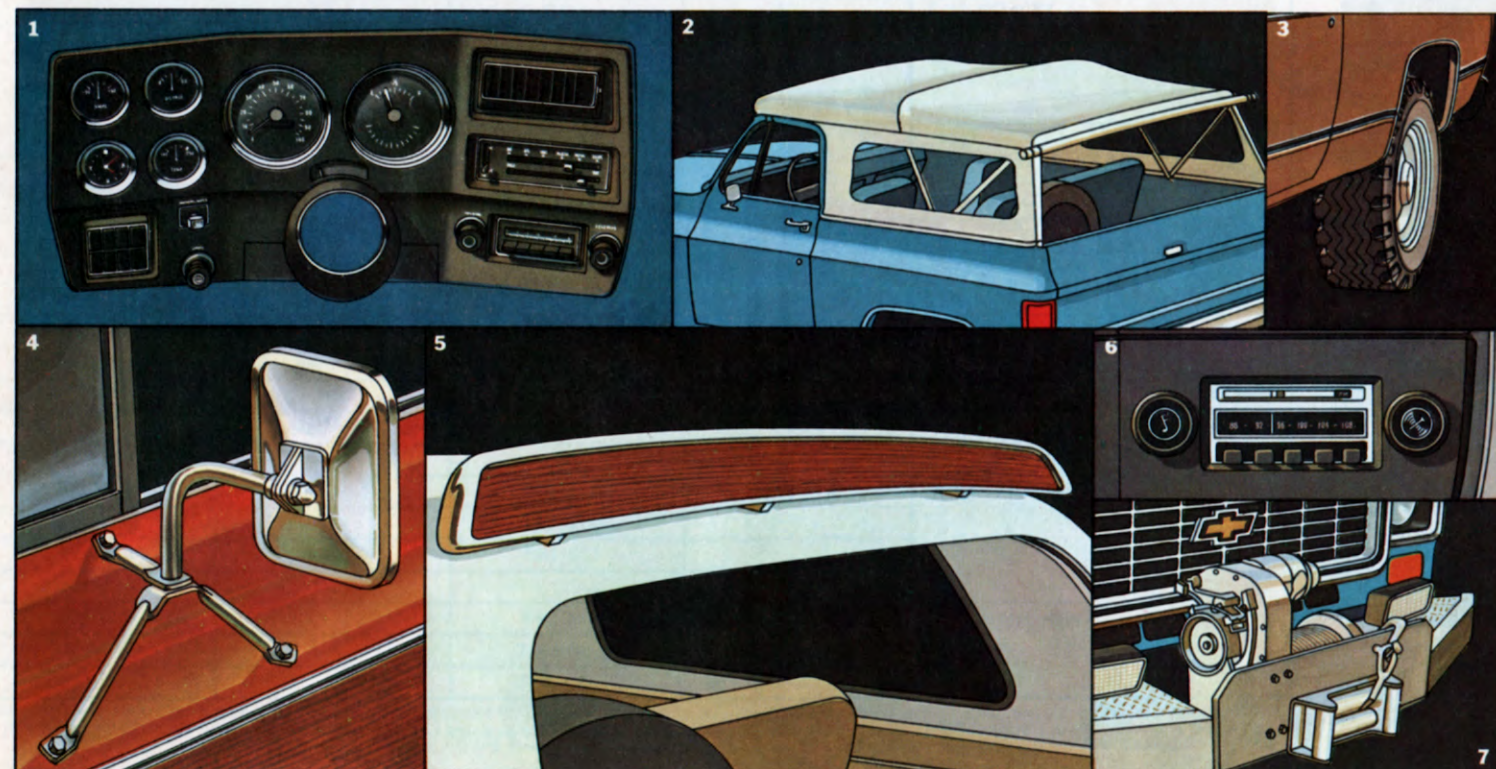
Engine oil cooler.

May be ordered with automatic transmission to keep oil temperature within acceptable limits when operating with heavy loads or on rough terrain. Recommended when towing trailers over 2,000 lbs. gross weight.

Transmission oil cooler.

Heavy-duty battery, generator, radiator, shock absorbers, springs. Tinted windshield glass (includes shade band). Free wheeling hubs. Positraction. Compass. Wide range of rear axles. Front tow hook. Equalizing hitch platform for trailering. Wood-grain exterior trim. Special 2-tone. Your Chevy dealer has a complete list of Blazer options and accessories.

Don't overlook these.



STANDARD COLORS



1973 BLAZER SPECIFICATIONS

ENGINE SPECIFICATIONS	250 Six	307 V8	350 V8
Displacement (cu. in.)	250	307	350
Bore & Stroke (in.)	3 3/4 x 3 1/2	3 3/4 x 3 3/4	4 x 3 1/2
Compression Ratio	8.5 to 1	8.5 to 1	8.5 to 1
Net Horsepower @ rpm	100 @ 3600	115 @ 3600	155 @ 4000
Net Torque (lbs.-ft.) @ rpm	175 @ 1600	205 @ 2000	255 @ 2400

Wheel-base	Length	Width	Height	
			2 W.D.	4 W.D.
106 1/2"	184 1/2"	79 1/2"	67 1/2" *69 1/2"	69 1/2" *71 1/2"

*With Available Hardtop

	2 W.D.	4 W.D.	
Max GVW (lbs.)	5700	6200	Box Length—Floor 76 1/2"
Front Overhang	33 1/2"		Box Length—Upper 66 1/4"
Rear Overhang	44 1/2"		Box Width—Floor 72"
Front Tread	C-64 1/2" K-65 3/4"		Box Width—Tailgate Opening 65"
Rear Tread	C-63.0" K-62 3/4"		Between Wheelhouses 50"
Ground Clearance	7"		Box Depth 19 1/4"

		2-WHEEL DRIVE		4-WHEEL DRIVE	
		Standard	Available	Standard	Available
Front Suspension	Type	Independent		Tubular Driving	
	—Cap (lbs.)	3250		3400	
	—Ratios			6—4.11; V8—3.73	3.07, 3.73, 4.11
	Springs—Type	Coil		Tapered Leaf	
	—Cap (lbs.)	1550	1625	1650	1900
	Shock Absorbers	Standard	Heavy Duty	Standard	Heavy Duty
	Stabilizer Bar		Available	Standard	Heavy Duty
	Rear Suspension	Axle—Type	Semi-Floating		
	—Cap (lbs.)	#3750		#3750	
	—Ratios	6—3.73; V8—3.40	3.07, 3.40, 3.73, 4.11	4.11	3.07, 3.73, 4.11
	Springs—Type	Two-Stage Leaf		Two-Stage Leaf	
	—Cap (lbs.)	1500	1700	1700	
	Shock Absorbers	Standard	Heavy Duty	Standard	Heavy Duty
Engines	6-cyl. Models	250 Six		250 Six	
	V8 Models	307 V8	*350 V8	307 V8	*350 V8
Clutch	Sixes Dia. (in.)	10		10	
	Area (sq. in.)	100		100	
	V8's Dia. (in.)	11	†12	11	†12
	Area (sq. in.)	124	†150	124	†150
Transmissions		3-Speed	4-Speed	3-Speed	4-Speed
		Fully Synchronized	Turbo Hydra-matic	Fully Synchronized	Turbo Hydra-matic
Transfer Case	Type	Not Required		Dana #20—2-Spd.	N.P. 205—2-Spd.†
	Ratios			2.03—1.00	1.96—1.00
	PTO Provision			Standard	
Brakes		Power		Power	
	Front	Disc		Disc	
	Rear	Drum		Drum	
Frame	Section Modulus	3.06		3.06	
Steering		Manual	Power	Manual	Power
Fuel Tank	Nominal Cap. (gal.)	24	30	24	30
Wheels	Disc	5-stud		6-Stud	
	—Rim Width (in.)	6.0	5.0	6.0	5.0, 8.25
Tires	Tubeless—Sizes	E78-15B	G78-15B	E78-15B	G78-15B
			H78-15B		H78-15B
			L78-15B		L78-15B
					10.00-16.5C
	Tube-Type—Sizes		G78-15B		G78-15B
			6.50—16C		6.50—16C
			7.00—15C		7.00—15C

†—Inc. with 350 V8. †—Inc. with Turbo Hydra-matic (w/6-cyl. engine) or 4-spd. (V8 models with Turbo Hydra-matic include New Process Full Time Transfer Case, Ratios 2.00—1.00). Equipment shown in blue available at extra cost. †Also available with Positraction differential. *3-Speed not avail., optional transmission required. Tire Load Range—B (4PR), C (6PR).

All illustrations and specifications contained in this literature are based on the latest product information available at the time of publication. The right is reserved to make changes at any time in prices, colors, materials, equipment, specifications and models, and also to discontinue models. Limitations and variations in color printing make it impossible to match exactly Chevrolet's available truck exterior paint colors. The representations shown above are examples only, and no guarantee of fidelity to actual colors should be inferred. CHEVROLET MOTOR DIVISION OF GENERAL MOTORS CORPORATION, DETROIT, MICHIGAN 48202. LITHO IN U.S.A.