

1973 CHEVROLET TRUCKS

El Camino



Chevrolet

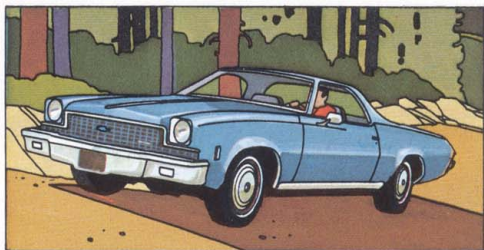
Building a better way to see the U.S.A.

All-new El Camino: It's either Chevy's sportiest truck or hardest working car. Or both.

For '73 El Camino boasts completely new styling that gives it a long, low profile all its own. The broad new gridded grille emphasizes the wider tread. New frameless door glass and thin door pillars add grace to the roof line. And the new raised taillights accent the rear-end styling.

Underneath, El Camino is all new, too, with improved handling and a smooth, quiet ride. Extensive computer-aided development and refinement of front suspension geometry has produced many improvements. Camber design changes result in improved tire surface contact during cornering with reduced tire squeal and improved tread wear.

The rear suspension includes new shock absorber positioning and control arm bushing refinements which bring about improved damping characteristics.



El Camino's new front bumper system uses full-width inner and outer bumper bars, combined with two hydraulic/pneumatic cylinders to help provide increased protection.

Since El Camino is a working truck, in spite of all its good looks, we've given it Chevy's tough double-wall cargo box and a tailgate that you can open with just one hand.

Choose from 16 Magic-Mirror solid colors (15 of them new for '73), order one of the six two-tone combinations, or one of the seven available vinyl roof colors. Over 70 combinations available.

To keep El Camino working as hard as a good truck should, you can order one of the six combinations of standard and available engines and transmissions. And tailor the rest of the vehicle with the various available tires, special suspension and axle ratios.

**New
passenger car
styling.**

**Computer
derived
suspension.**

**Double bumper
system.**

**One-handed
tailgate.**

**New
exterior colors.**

**6 power team
combinations.**



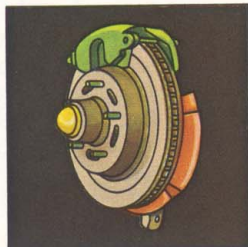


Outside: All tough truck.

Front disc brakes. Standard.

These husky disc brakes are the single-piston floating-caliper type, backed up by finned rear drum brakes for excellent fade resistance.

The special design of disc brakes gives rapid recovery from water immersion.



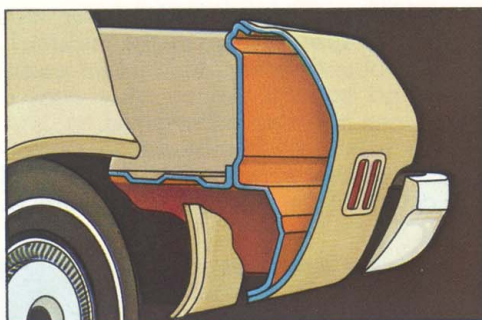
Double-wall build. Standard.

El Camino is beautiful from the outside, and we mean to keep it that way.

That's why the cargo box construction, like Fleetside pickups, features a double-strong build . . . double walls of steel, so the inside can take dents and nicks without the outside world ever knowing. Doors, hood and roof are also double-wall construction.

El Camino's tailgate is strong, too, with double-wall construction, but nicely balanced for one-hand operation.

And every outer fender gets an inner fender to help protect the body against the effects of water, salt and road dirt.



Chassis and suspension.

Not many pickups get the smooth ride of Full Coil suspension. El Camino's front springs have a rating range of 1157 to 1475 pounds each while the rear springs have a rating range of 1375 to 1450 pounds each.

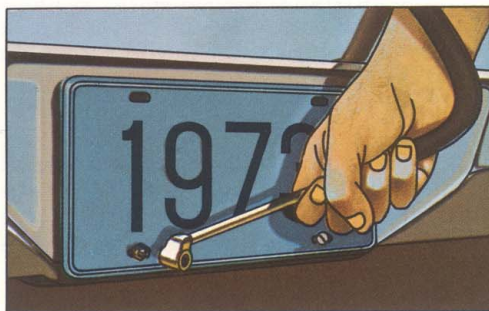
And each spring is computer matched to the total weight of the vehicle and its equipment.

Another important contribution to El Camino's superb roadability is its wide stance with a tread of over five feet.

Supporting it all there's a solid perimeter-type frame of increased torsion and beam strength. Sturdy side rails of increased thickness give a strong, firm platform for mounting body and suspension systems.

Loads vary, but the smooth level ride of your El Camino need not. When you load your El Camino and the rear end settles a bit, all you need do to restore an even keel is stop at the nearest gas station and pump more air into the rear shock absorbers through the special valve mounted on the rear bumper.

These Air-Booster shocks, standard equipment on every El Camino, not only make for improved looks and ride but help reduce the possibility of annoying "bottoming out".



Air-Booster rear shock absorbers. Standard.

Here's what El Camino SS adds up to: First you specify either the two- or four-barrel version of the Turbo-Fire 350 V8 or the Turbo-Jet 454 V8. And order the Turbo Hydra-matic transmission, the wide-range 4-speed manual (350 V8) or the close-ratio 4-speed (454 V8). Then outside you get matching right and left sport mirrors, with the LH mirror adjustable from the inside, a black-finished grille, your choice of black or white body side striping, 14" x 7" "TURBINE I" wheels and G70-14 white lettered bias belted ply tires, bright wheel opening, drip rail, tailgate and upper body moldings, and SS emblems on the grille and front fenders and tailgate.

Inside there are SS medallions on the door trim panel and wheel and a special instrument cluster with black bezels.

Here's a new variation of the El Camino theme. Start with the Custom El Camino then specify the Estate package. You'll see why we call it Estate when you see the full body side and tailgate accent with a special wood-grained vinyl trim. You also get special body side, tailgate, drip rail and wheel opening moldings. And special Estate nameplates on the fenders.

SS package.

Custom El Camino Estate.

Inside: Passenger car luxury.

Inside: You wouldn't know it was a pickup truck from the interior. El Camino gets the same attention to style, comfort and quality as every Chevrolet. As well as a long list of GM safety and security features.

And to help you make El Camino exactly what you want it to be, you can order from a big list of available comfort and convenience features. Fatigue-reducing power assists like power steering, brakes, windows, even power door locks. Four-Season air conditioning, tinted glass and the Comfortilt adjustable steering wheel. And the most comfortable new idea of the year, 90-degree swiveling bucket seats. A touch of the latch and the seat pivots to face out letting you sit down and swing the seat back into position.

New standard interior.

You get a full-width foam-cushioned seat, upholstered in black or light neutral knit vinyl trim with matching vinyl door, side panels and headliner. The floor mat is vinyl-coated rubber, color-keyed to the exterior.



We call it custom because that's the way it looks. The seat is upholstered in custom vinyl trim. And you have a choice of color: black, light neutral, saddle, green or blue. There's a color-keyed instrument panel pad and full deep-twist carpeting, matched to the seats. Even the headliner is custom with deluxe vinyl coating.

New Custom Interior available.



Just behind the seat there's a storage compartment that's ideal for stowing tools or small articles you wish to keep out of view. Just move the seat forward and there it is. The spare tire is stowed just beside it.

Concealed storage compartment. Standard.

SS can also mean something special. The seat is specially patterned, custom vinyl trimmed. Door panels have a special vinyl-covered pattern. And the full deep-twist carpet is keyed to your seat color choice: black, light neutral, saddle, blue or green. Instrument panel pad and special deluxe vinyl-coated headliner are also color-keyed.

New SS interior available.

Special "SS" identification medallions are inset in both door panels and the center of the steering wheel shroud.



El Camino equipment. Standard and available.

Standard equipment.

Independent front suspension with coil springs: capacity 2315-2950 lbs. Springs: capacity 1157-1475 lbs. each. Shock absorbers: 1" diameter. Rear suspension: rear axle capacity 2750-2900 lbs. Springs: coil; capacity 1375-1450 lbs. each. Shock absorbers: air-booster type, may be adjusted by varying air pressure to meet load requirements. Coolant recovery system. Engine: 307 V8 standard. Clutch: 10" diameter (307 and 350 V8's); 11" diameter (454 V8's).

Electrical: 61-amp-hr. battery. Integral parking, directional signal and side marker lights, front and rear. Generator: 37-amp. Delcotron. Windshield wipers: dual electric with washers. Head restraints: driver and passenger. Tires: bias belted ply G78-14B, G70-14 white lettered (with SS). Brakes: dual master cylinder. Transmission: 3-speed manual.

Engines. You can power your El Camino from a wide selection of standard and available engines, all with efficient valve-in-head design and quiet hydraulic valve lifters. All engines deliver excellent performance on no-lead, low-lead or regular fuels.

Transmissions. So that you have a power team in your El Camino that meets just about any set of requirements, you can specify from among four available transmissions (depending upon engine choice).

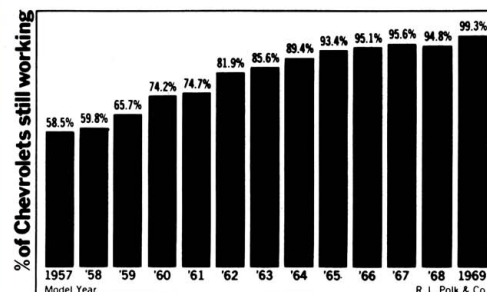
Standard with 307 V8 engine is the 3-speed fully synchronized transmission. Four-speeds are available with other engines. And if you like automatic shifting, order the smooth 3-speed Turbo Hydra-matic.

Four-Season air conditioning—HD battery—Deluxe seat and shoulder belts—Positraction rear axle—console—power door locks—power brake assist—Appearance Guard Group—Operating Convenience Group—61-amp. Delcotron generators—tinted glass—special instrumentation—auxiliary lighting—HD radiator—AM/FM pushbutton radio—AM pushbutton radio—vinyl roof cover—Cruise-Master speed control—swivel Strato-bucket seats (Custom El Camino only)—Comfortilt steering wheel—variable-ratio power steering—special front and rear suspension—wheel covers—14" x 7" "TURBINE I" wheels—Turbo Hydra-matic—4-speed—4-speed close-ratio—special instrumentation (Custom El Camino only)—deluxe bumpers.

Available equipment.

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 Chevrolets last.



El Camino power teams.

	3-Speed	4-Speed Wide-Range	4-Speed Close-Ratio	Turbo Hydra-Matic
Standard Engine Turbo-Fire 307 V8	•			
Available Engines Turbo-Fire 350 V8 (2 bbl.)				•
Turbo-Fire 350 V8 (4 bbl.)		•		•
Turbo-Jet 454 V8			•	•

All engines are designed to operate efficiently, and with lower exhaust pollutants, on no-lead, low-lead or regular fuels.

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