

Monte Carlo



1974. Building a better way to see the U.S.A.



Monte Carlo

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

The refined radial-tuned suspension system is designed to let you enjoy the advantages of Monte Carlo's 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, of course. Because it just wouldn't be a 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.



A car you can be proud of.

Monte Carlo Landau.





Monte Carlo S

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

But, like the Landau, the Monte Carlo S has another kind of elegance. A mechanical elegance. From radial-tuned suspension to steering geometry, the Monte Carlo S is superbly engineered. Together with standard steel-belted radial ply tires, this refined suspension system results in an altogether fine handling experience.

This handling is combined with smooth ride and quietness that, for many, are the true marks of a luxury automobile.



As elegant mechanically as it is in appearance.

Monte Carlo S.



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.

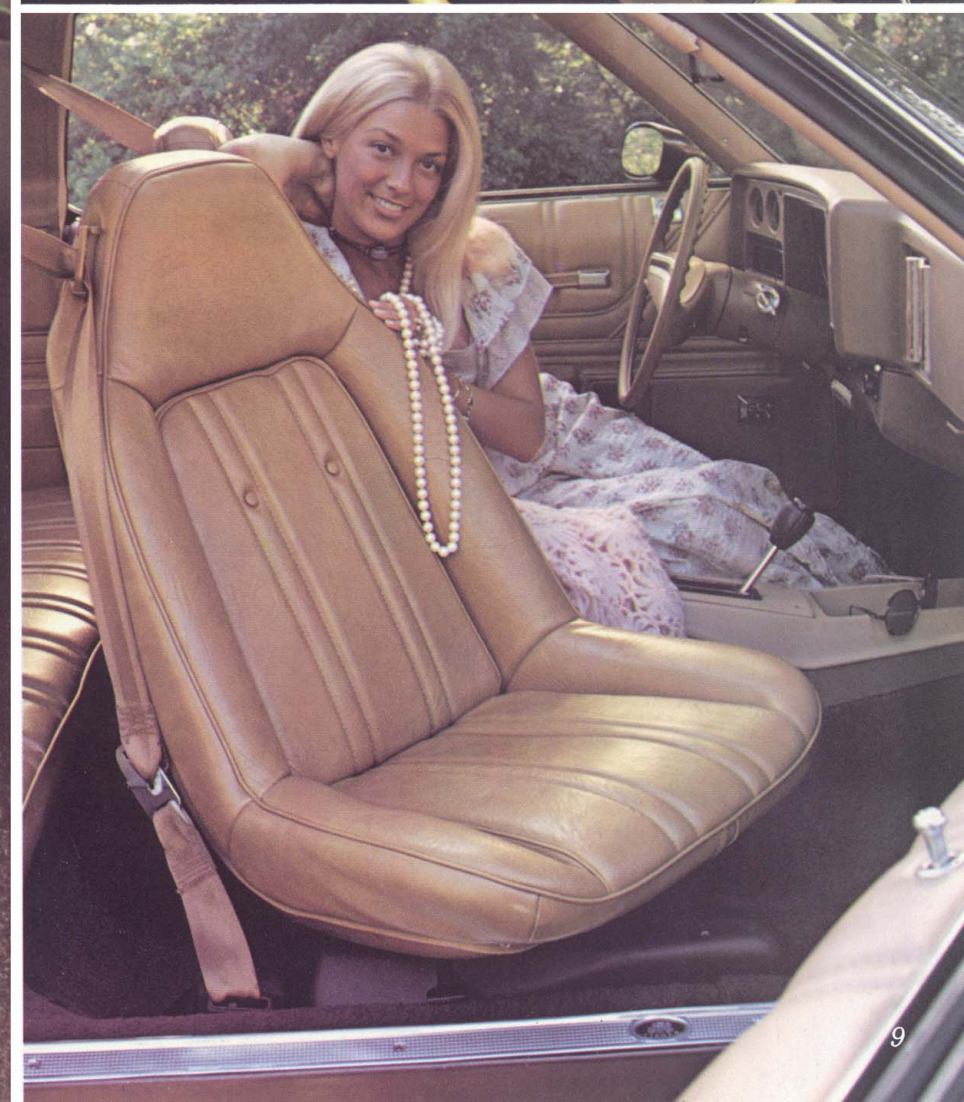
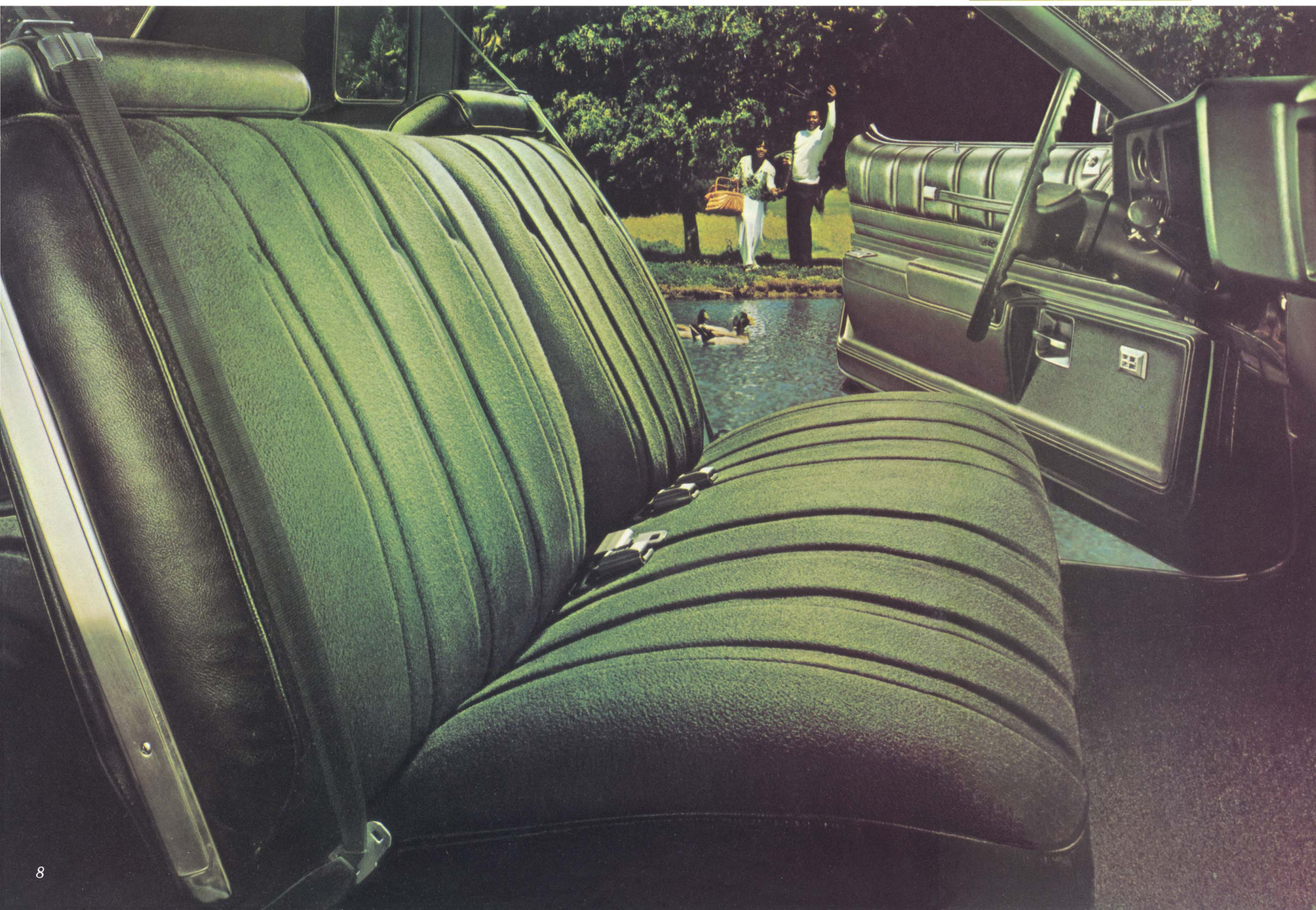
The Monte Carlo is quiet inside because of features like new acoustical treatment and tuned engine and body mounts. It's comfortable because of things like the flow-through power ventilation system. Throughout, elegant touches like rich simulated burled elm trim on the instrument panel and steering wheel 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 windows; front console; Comfortilt steering wheel and many others.

Left, standard Monte Carlo interior. Right top, instrument panel with cushioned 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.



Interiors as luxurious as you want them to be.



Monte Carlo

Standard features

Shown:

- Double-panel roof construction
- Electric clock
- 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
- GR 70-15 steel-belted radial ply tires
- Power front disc/rear drum brake system with new audible sensors on front discs that tell you when it's time to replace the linings
- New combination seat and shoulder belt system with inertia reel allows driver and right front passenger freedom of movement. A new sequential starter interlock system helps you remember to use the new belt system
- Variable-ratio power steering
- Inside hood release for greater theft prevention
- Flow-through power ventilation system brings in outside air without the need to open a window. System has an automatic delay for engine warm-

- up to help keep you comfortable
- Rich simulated wood burl accents on instrument panel and steering wheel

Appearance features

New, more massive-appearing grille
New front and rear bumper styling
New fiberglass rear panel with built-in back-up 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 appearance features

Landau vinyl roof cover with 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

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 day/night rearview mirror
Carpeting on lower edge of rear seat back
Molded full foam front and rear seat construction
Vinyl assist grips and map pockets in doors
Armrests front and rear with bright accents

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, deck lid and rear panel construction
Inner fenders front and rear to help fight corrosion

Chassis features

New front suspension lower control arm ball joint wear indicator
Newly tuned body mounts
Refined radial-tuned 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 front passenger (*with reminder light and buzzer, inertia reel and starter interlock*)
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

Anti-theft features

Anti-theft ignition key warning buzzer
Anti-theft steering column lock
Inside hood latch release

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 rearview mirror

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

Power team features

Tuned engine mounts
Hydraulic valve lifters
Automatic choke
Coolant recovery system
Delcotron generator with built-in solid state regulator

Dimensions and capacities

Exterior dimensions:

Wheelbase —116"
Length (*overall*) —213.1"
Width (*overall*) —77.6"
Height (*loaded*) —52.7"
Front tread —61.9"
Rear tread —61.1"

Interior dimensions:

Front head room —37.5"
Rear head room —37.4"
Front hip room —56.0"
Rear hip room —52.9"
Front shoulder room —58.8"
Rear shoulder room —57.1"
Front leg room —42.1"
Rear leg room —32.9"
Usable luggage space (*cubic feet*) —14.7

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

- ☐ Monte Carlo Landau
- ☐ Monte Carlo S

Interior colors

- ☐ Conventional bench seats
- ☐ Knit Cloth & Vinyl
- ☐ Black
- ☐ Blue
- ☐ Green
- ☐ Red

- All-Vinyl
- ☐ Black
- ☐ Blue
- ☐ Green
- ☐ Neutral

Swivel bucket seats

- ☐ Black
- ☐ Green
- ☐ Red
- ☐ Black
- ☐ Green
- ☐ Saddle

Exterior colors

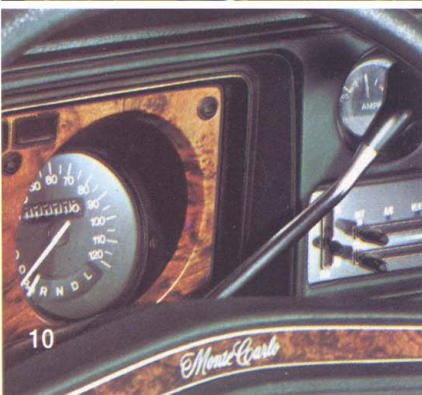
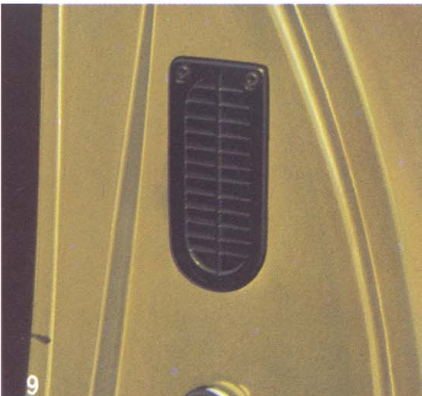
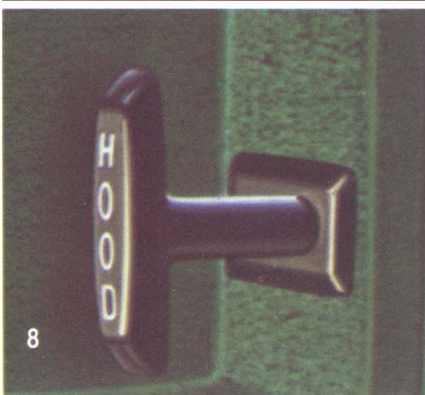
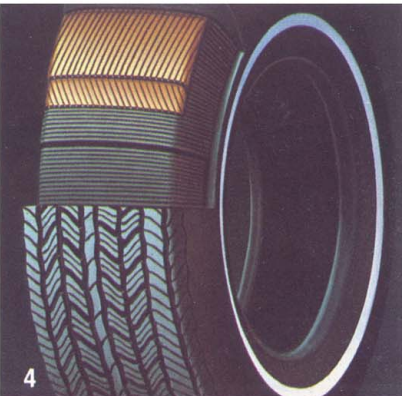
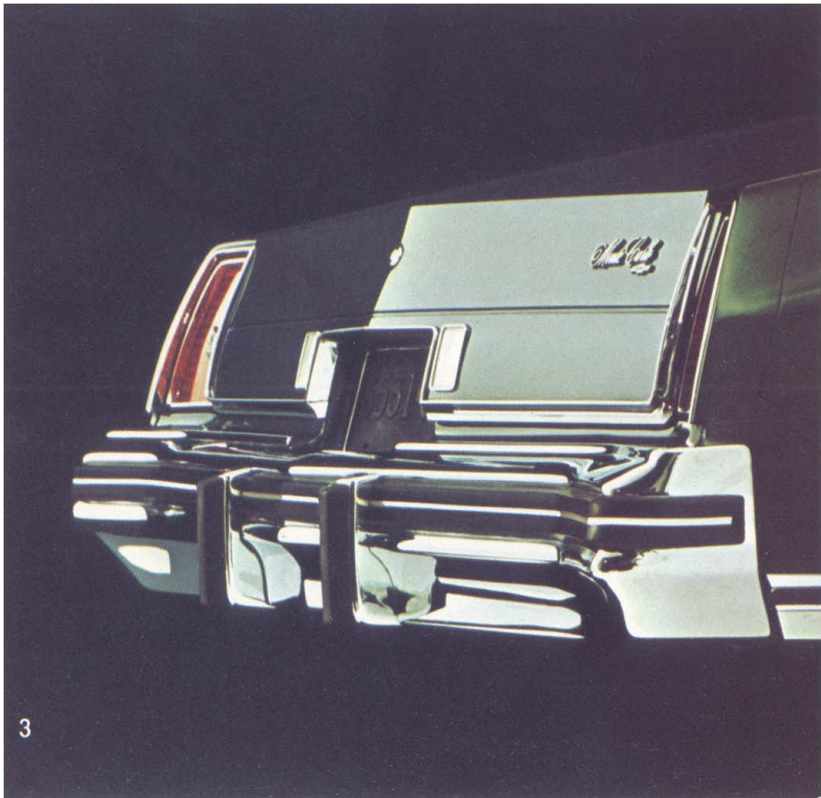
- ☐ Cream Beige
- ☐ Tuxedo Black
- ☐ Light Blue Metallic
- ☐ Bright Blue Metallic
- ☐ Midnight Blue Metallic
- ☐ Aqua Blue Metallic
- ☐ Sandstone
- ☐ Bronze Metallic
- ☐ Golden Brown Metallic
- ☐ Medium Green
- ☐ Bright Green Metallic
- ☐ Medium Dark Green Metallic
- ☐ Medium Red Metallic
- ☐ Silver Metallic
- ☐ Dark Taupe Metallic
- ☐ Antique White

Power teams

Engines	Carburetor	Engine Usage	3-Speed Manual	Turbo Hydra-matic
<input type="checkbox"/> 145-hp Turbo-Fire 350 V8	2-bbl.	Std.*	Std.	Avail.
<input type="checkbox"/> 160-hp Turbo-Fire 350 V8	4-bbl.	Avail.**	Std.	Avail.
<input type="checkbox"/> 150-hp Turbo-Fire 400 V8	2-bbl.	Avail.*	Not Avail.	Req.
<input type="checkbox"/> 180-hp Turbo-Fire 400 V8	4-bbl.	Avail.**	Not Avail.	Req.
<input type="checkbox"/> 235-hp Turbo-Jet 454 V8	4-bbl.***	Avail.	Not Avail.	Req.

Horsepowers shown are SAE net (as installed) ratings. *Not available in State of California. **Available only with California Emission Equipment. ***Dual exhaust. Positraction Rear Axle and Trailing or High-Altitude Axle Ratio 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.

Now check the Options you'd like to order from the back cover.





Available features

Listed here are items available to increase your enjoyment of Monte Carlo ownership. Check your dealer for specific details.

Shown:

- ☐ 1. Protective bumper strips and guards
- ☐ 2. GM Love Seat, a safety seat available in infant and child sizes
- ☐ 3. Power windows and ☐ power door locks
- ☐ 4. Electrically operated Sky Roof
- ☐ 5. Simulated wire wheel covers
- ☐ 6. Turbine II wheels (standard on Landau)
- ☐ 7. Four-Season air conditioning

Others:

- ☐ Turbo Hydra-matic transmission
- ☐ Deluxe belts, including brushed metal buckles and color-keyed belts
- ☐ Front bucket seats with 90° swivel (see page 9)
- ☐ Soft-Ray tinted glass
- ☐ Body-side protection molding with vinyl insert
- ☐ Specially designed litter container that attaches to right cowl side panel
- ☐ Outside left-hand remote-control rearview mirror
- ☐ Visor vanity mirror (standard on Landau)
- ☐ Sport outside rearview mirrors (standard on Landau). Driver's side is remote-controlled
- ☐ Front compartment console (available only with bucket seats)
- ☐ Special rear axle ratios
- ☐ Positraction. Especially useful in mud and snow. Automatically delivers more torque to the rear wheel having better traction
- ☐ Cruise-Master speed control. Holds the speed selected by driver. Disengages at touch of brake pedal
- ☐ Heavy-duty generator

- ☐ Comfortilt steering wheel. Six-position adjustment
- ☐ Heavy-duty battery
- ☐ Radios: AM, AM/FM, AM/FM Stereo
- ☐ Stereo tape system with AM or AM/FM Stereo radio
- ☐ Rear seat speaker
- ☐ Special instrument panel gauges: tachometer, ammeter and temperature
- ☐ Dual-note horn. (Check dealer on availability.)
- ☐ Auxiliary Lighting Group: includes luggage compartment, ashtray, courtesy, underhood and map lights
- ☐ Heavy-duty radiator
- ☐ Door-edge guards
- ☐ Vinyl roof cover. Black or white with any exterior color, as well as blue, cream beige, green, red, or brown, depending on exterior color. A specially styled vinyl roof cover is standard on Landau
- ☐ Rear window defogger
- ☐ White stripe radial ply

- tires replacing standard radial ply blackwalls
- ☐ Space-Saver spare tire
- ☐ Power for bench seat with six-way control
- ☐ Special suspension with special rate springs and shock absorbers. Recommended for trailering
- ☐ Color-keyed front and rear floor mats
- ☐ Rally wheels (Monte Carlo S only)
- ☐ Deluxe wheel covers (Monte Carlo S only)

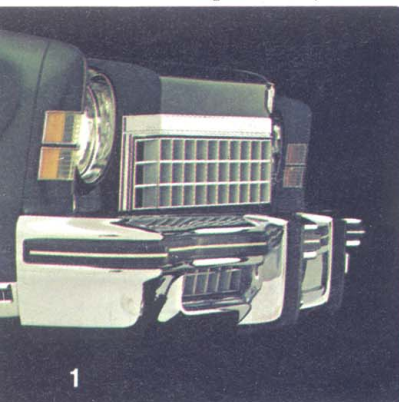


All illustrations and specifications contained in this literature are based on the latest product information available at the time of publication approval. The right is reserved to make changes at any time without notice in prices, colors, materials, equipment, specifications and models, and to discontinue models. Chevrolet Motor Division, General Motors Corporation, Detroit, Michigan 48202. LITHO IN U.S.A.



September, 1973

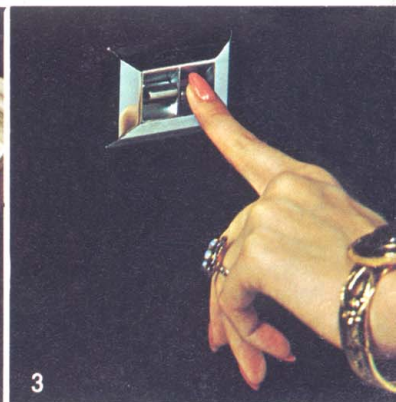
2672



1



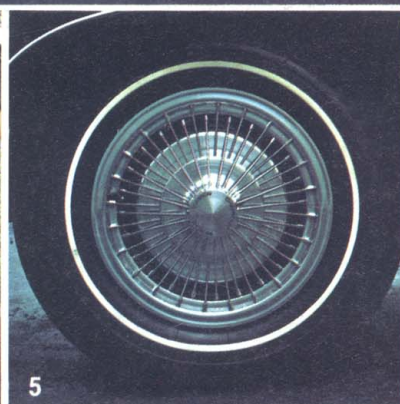
2



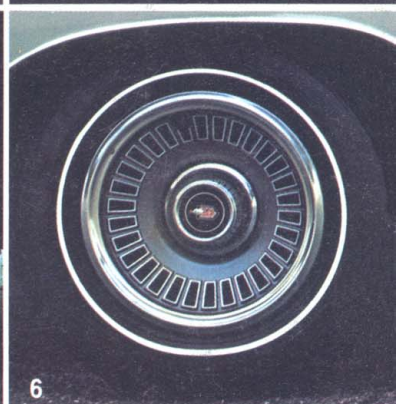
3



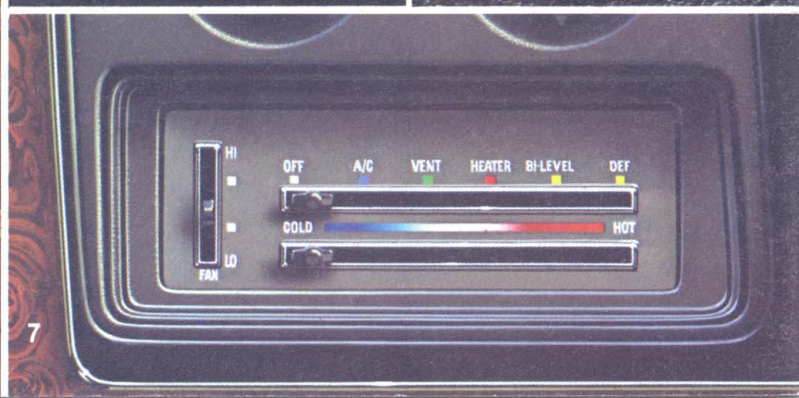
4



5



6



7