1977 MONTE CARLO

Chevrolet

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Monte Carlo Landau Coupe. Shown with available white stripe tires, bumper guards and bumper rub strips.

Like you, it's an original.

Monte Carlo's introduction seven years ago marked the beginning of a new kind of automobile. Some people called it a "personal-size" car. Yet this referred less to size than to a state of mind, for Monte Carlo was conceived as a highly individual, very personal automobile that would appeal to a particularly discriminating buyer.

And so it did. There was no other car quite like this one. It was luxurious, yet affordable. Beautiful, but restrained. Large enough for a family, but not cumbersome. Best of all, it was designed to be a road car, with clean, crisp reflexes. An immediate success, Monte Carlo spawned a host of imitators. But none has captured the imagination as Monte Carlo has, and with good reason.

Monte Carlo's popularity is based on sound considerations. It is first and foremost a driver's car, designed from the ground up to respond to the driver's needs.

The front suspension has a high caster angle on the front wheels. Also, front and rear stabilizers help hold the car flat on curves. Variable-ratio power steering makes tight parking turns easy, yet on the road you have a fine feeling of the road. A hydraulic damper on the steering linkage helps smooth out road shocks and steering wheel vibration. GR70 x 15 steel-belted radial ply tires on wide seven-inch wheels, coupled with radial-tuned Full Coil suspension, provide a taut feel for the road. All of this is standard and basic to the nature of the car: You drive it, it doesn't drive you.

Inside, Monte Carlo is quiet, comfortable and handsomely appointed. Deep cut-pile carpeting, molded full foam seating, rich rosewood vinyl accents, electric clock and other details indicate a car meant to be fully enjoyed.

The sum of these parts is a car that makes driving the keen pleasure it should be. It also explains why last year, as in every preceding year, Monte Carlo outsold every other car in its specialty class. This continuing popularity contributes to Monte Carlo's traditionally high resale value. For all its imitators, it remains a blend of beauty and responsiveness all its own.

To own a Monte Carlo is to own an original. It is surely a pleasure you owe yourself.

A generous measure of beauty and comfort distinguish Monte Carlo's available Special Custom Interior with reclining passenger seat.

To a very personal car, add your own personal touch.

The fact that Monte Carlo is so abundantly equipped accounts for much of its widespread appeal. But to make it reflect your special needs, consider the many available options listed here.

1. All-vinyl seat available in black, green, buckskin or firethorn; also white with carpeting and other accents in black, blue, green or firethorn.

2. Contoured swivel bucket seats swing around to a 90° angle to simplify getting in and out. Available in buckskin or firethorn all-vinyl. Also white all-vinyl with surrounding decor (instrument panel, carpet, cowl kick panels and rear shelf) in choice of blue, firethorn, green or black.

3. Special Custom Interior, handsome and comfortable, includes 50/50 seat. Each side individually adjusts forward or back; passenger seat back reclines for relaxed travel on long trips. Available in blue, buckskin or firethorn Special Custom cloth or buckskin all-vinyl. Also white all-vinyl with surrounding decor as described in item 2 above.

4. Deluxe metal wheel covers feature a highly styled, formal look.

5. Comfortilt steering wheel adjusts to six positions to conform to driving tastes; makes getting in and out easier.

6. New Sport wheel covers of bright, corrosion-resistant material have a classic design; special crest accents the center.

7. Power trunk opener is a desirable convenience. Touch a button inside the car and trunk pops open instantly, effortlessly.

8. Power door lock system, a feature designed for security and convenience, has a master control on each door.

9. Fashion-Tone styling makes subtle use of complementary exterior colors.

10. Four-Season air conditioning combines cooling, heating, defrosting and defogging in one easily operated unit.

11. Consider the Delco sound systems produced to General Motors and Chevrolet quality standards: AM radio, AM/FM radio, AM/FM stereo radio, and an eight-track stereo tape system with either AM or AM/FM stereo radio. Windshield antennas included with factory-installed radios. Only genuine Delco radios carry the Delco-GM trademark.

12. Illuminated visor mirror on passenger side makes a welcome nighttime addition.

Convenience and comfort.

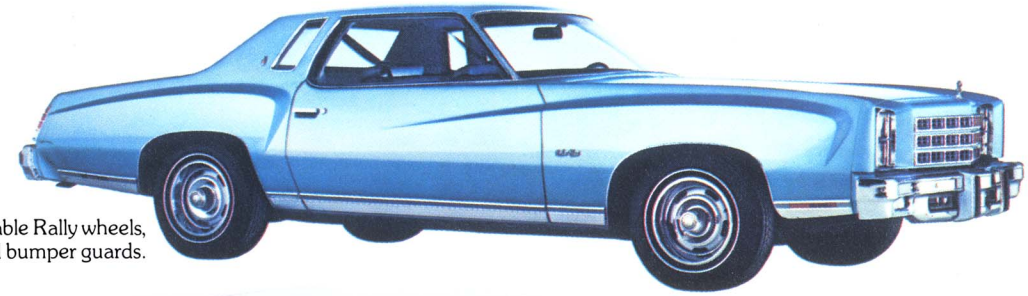
Electrically operated Sky Roof opens at touch of a button, inviting in sunlight and outside air. (Not available on Monte Carlo Coupe with full vinyl roof cover.) • Power front seat adjusts six ways, up and down, forward and back, even tilts. Available for standard bench seat or driver's side of available 50/50 seat • Power windows have master switch on driver's side, a second switch on right door for passenger window • Floor console with transmission shift control. (Available only with swivel bucket seats.) • Electro-Clear rear window defogger, with heating element on glass, dispels mist quickly • Forced-air rear window defogger • Tinted glass softens glare of outside light • Map light, a desirable nighttime aid • Sport mirrors match body color; remote-controlled on driver's side. (Standard on Landau.) • Twin remote-control sport mirrors, body colored • Remote-control outside mirror for driver's side. (Not available on Landau.) • Auxiliary Lighting includes underhood light, glove compartment light, luggage compartment light, ashtray light, front floor area lights, headlight reminder buzzer and map light • Rear seat speaker for radios and tape players • Space-saving Stowaway spare.

Appearance.

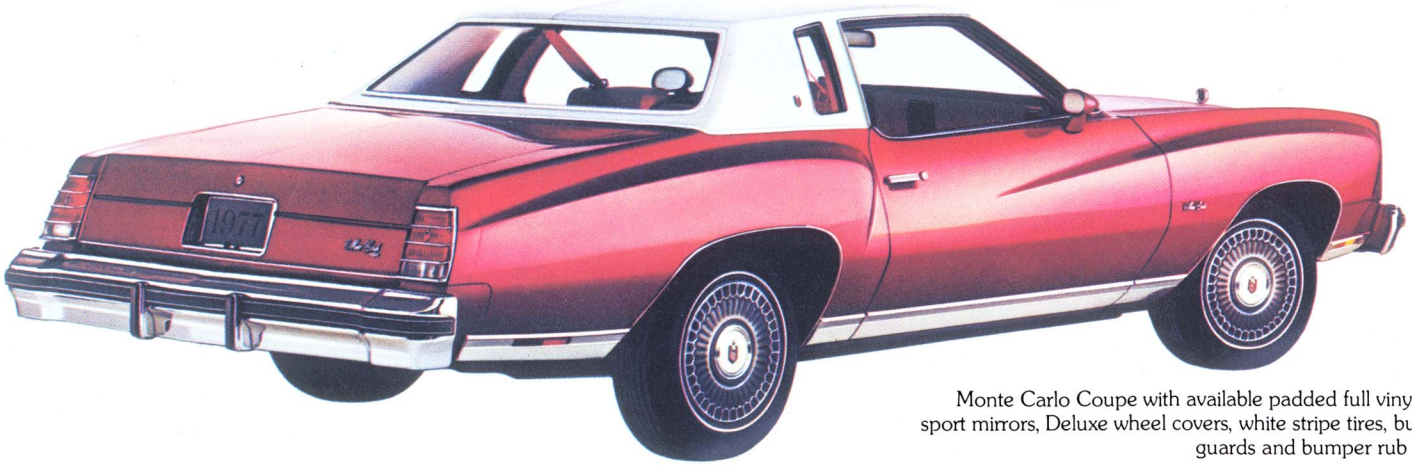
Padded full vinyl roof cover for a sporty look. (Not available on Landau.) In white with all exterior colors, as well as black, blue, green, buckskin, firethorn or silver depending on exterior color • Deluxe color-keyed seat and shoulder belts. (Included with Special Custom Interior.) • Bumper guards for front and rear protection • Resilient bumper rub strips, front and rear, cushion during light impact • Floor mats color-keyed to interior • Body side molding with vinyl insert color-keyed to exterior • Aluminum door-edge guards help protect against chipped paint • White stripe, GM-Specification steel-belted radial ply tires • Sleekly styled Rally wheels.

Mechanical.

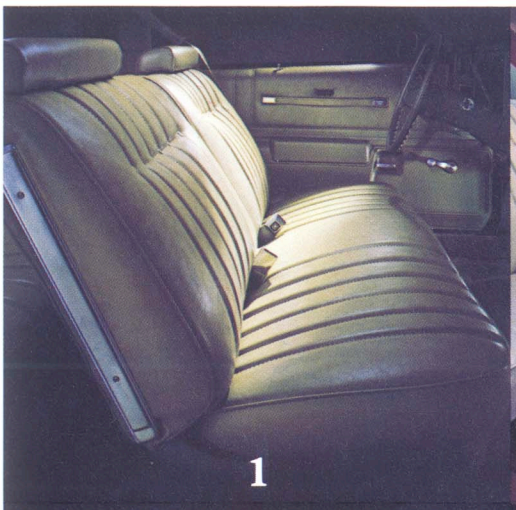
Cruise-Master speed control maintains a pre-selected speed, disengages by light touch on brake; excellent for long highway drives • Intermittent windshield wiper system for use in light rain or mist puts wiper action at speed set by driver • Econominder Gauge Package tells when car is running in economical range. Includes engine temperature gauge and voltmeter • Positraction rear axle supplies power to wheel with most traction for use in snow or mud • Heavy-duty suspension, front and rear, has special rate springs and shock absorbers for hauling heavy loads; required for trailering • Heavy-duty battery • Heavy-duty Delcotron generator, 61 amp • Heavy-duty radiator.



Monte Carlo Coupe with available Rally wheels, white stripe tires and bumper guards.



Monte Carlo Coupe with available padded full vinyl roof, sport mirrors, Deluxe wheel covers, white stripe tires, bumper guards and bumper rub strips.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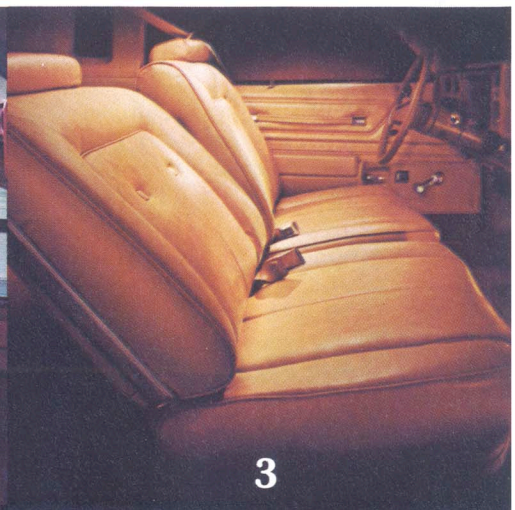
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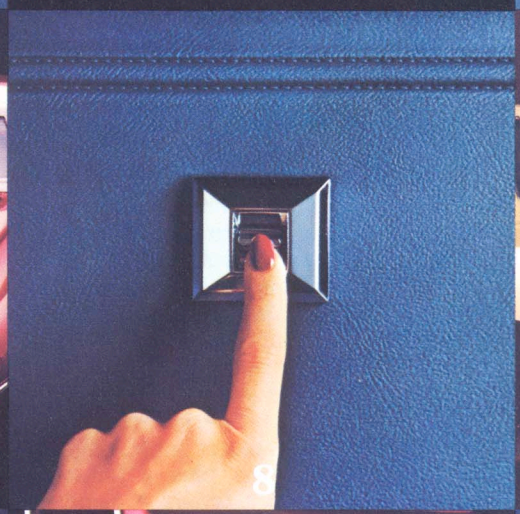
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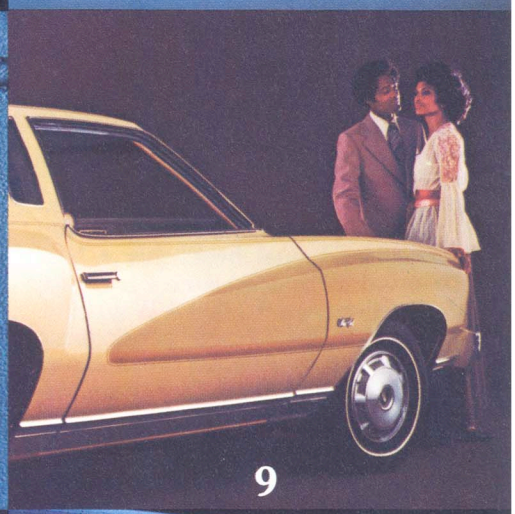
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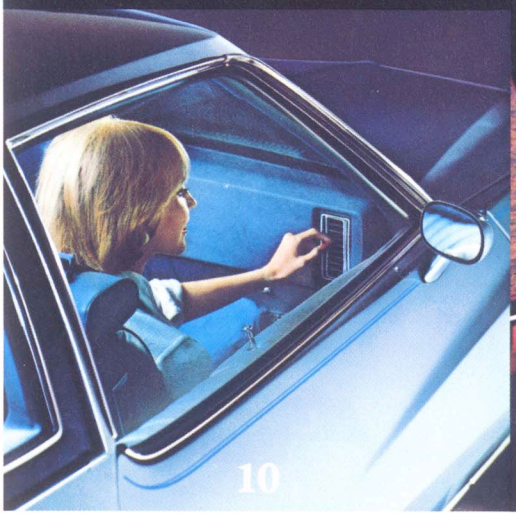
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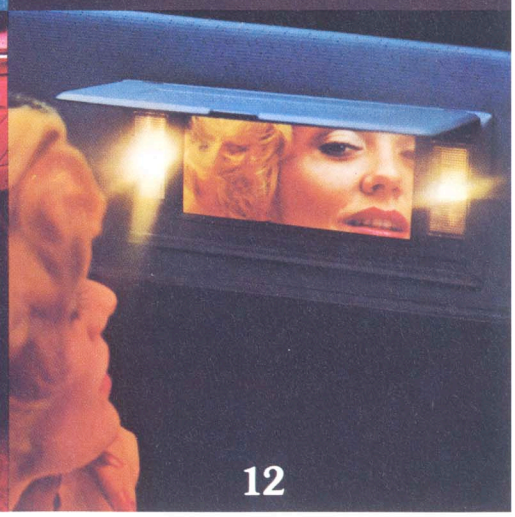
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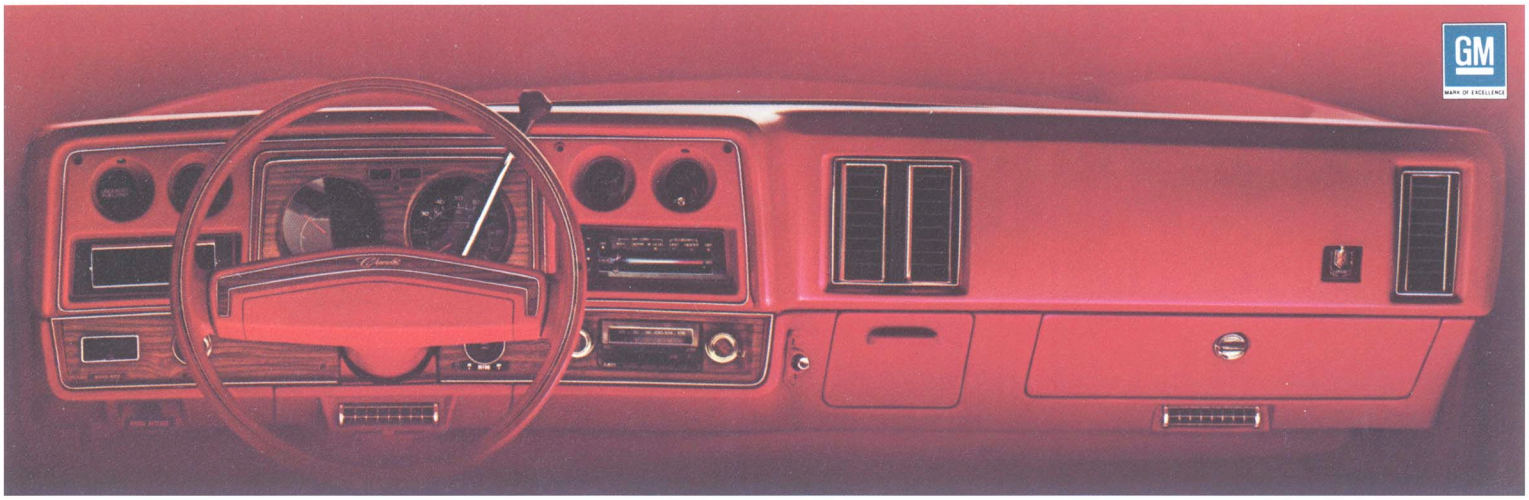

Monte Carlo is a car with high standards.

What takes Monte Carlo out of the ordinary is an extensive list of standard features. It is, consequently, a complete car which accounts for much of its popularity.

Interior.

Rich-looking rosewood vinyl accents on instrument panel and steering wheel •Color-keyed steering column, steering wheel and instrument cluster • Electric clock • Molded full foam front and rear seat construction • Wall-to-wall nylon cut-pile carpeting of one-piece construction runs under front seat to help create a more luxurious, quiet interior • Flow-through power ventilation for driving comfort • Door pull straps • Standard interior has conventional bench seat in blue, firethorn or black knit cloth. All-vinyl available in buckskin, green, firethorn or black. Also white with surrounding decor (instrument panel, carpet, cowl kick panels and rear shelf) in choice of blue, firethorn, green or black.

Exterior.

New front styling features dramatic new grille and standup hood ornament • Vertically positioned dual headlights • New smartly styled taillights plus new end caps • Full wheel covers • Hide-A-Way windshield wipers • Magic-Mirror acrylic finish in 14 color choices: Antique White, Silver, Black, Light Blue Metallic, Dark Blue Metallic, Firethorn Metallic, Medium Green Metallic, Dark Blue-Green Metallic, Cream Gold, Light Buckskin, Buckskin Metallic, Brown Metallic, Medium Red and Orange Metallic.

Monte Carlo Landau features.

The Monte Carlo Landau offers the following distinctive additions to satisfy your personal tastes: • Landau vinyl roof cover for a highly sophisticated look • Dual body-color sport mirrors, remote controlled on driver's side • Turbine II wheels • Visor vanity mirror • Pinstriping fender accent • Attractive Landau crests on door trim panel and roof rear quarter.

What helps make Monte Carlo the road car it is.

Variable-ratio power steering gives a fine driving feel on the road, makes parking easy • GR70 x 15 GM-Specification steel-belted radial ply tires • Front and rear stabilizer bars • Specially tuned shock absorbers • Wide 15" x 7" wheels.

Long service intervals.

Monte Carlo offers lengthy recommended service intervals. Engine oil changes and chassis lubrication are recommended every 12 months or 7,500 miles; oil filter changes at the first 7,500 miles and every 15,000 miles thereafter. Spark plugs should last for up to 22,500 miles and transmission fluid for 60,000 miles. Complete details in Owner's Maintenance Schedule.

Power team, body and chassis.

Base engine is the 305 V8. The reputable 350 V8 engine is available • Turbo Hydra-matic transmission shifts automatically through three forward speed ranges. Can also be shifted manually • High Energy Ignition for responsive ignition performance • Catalytic converter that handles most of the emissions control • Power front disc brakes are fade-resistant and self-adjusting, with audible wear sensors that warn when linings need replacing. Finned rear brake drums are designed to run cool, resist fade • New chassis refinements include corrosion protection for frame and a refined front suspension • Coolant recovery system helps prevent coolant loss • Dual horns • Delcotron generator • Sealed side terminals on battery minimize buildup of corrosion on terminals • Special body insulation for a quiet ride features large one-piece rear quarter insulators plus a generous amount of sound deadeners • Separate perimeter-type frame • 22-gallon fuel tank.

Engine	Carburetor Barrels	Net HP Rating	Engine Usage	Turbo Hydra-matic
305 V8 (5.0 litre)*	2	145	Std.	Std.
350 V8 (5.7 litre)**†	4	170	Avail.	Std.

*Not available in California or with High Altitude Emission Equipment.

**California Emission Equipment required for registration in California.

†In other states, High Altitude Emission Equipment may be required in areas 4,000 feet or more above sea level.

Sizes outside and inside.

Wheelbase: 116"; length: 213.3"; width: 77.6"; loaded height: 52.8"; tread: front—61.9", rear—60.7". Inside head room: front—37.0", rear—37.1"; hip room: front—54.8", rear—52.7"; shoulder room: front—58.8", rear—58.1"; leg room: front—42.4", rear—32.9". Usable luggage space: 14.7 cu. ft.

For your safety and security.

Occupant protection.

Seat belts with pushbutton buckles for all passenger positions • Two front combination seat and inertia reel shoulder belts for driver (with reminder light and buzzer) and right front passenger • Energy-absorbing steering column • Safety steering wheel • 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 • Thick-laminate windshield • Safety armrests.

Accident prevention.

Side marker lights and reflectors • Parking lamps that illuminate with headlamps • Four-way hazard warning flasher • Lane-change feature in direction signal control • Backup lights • Windshield defrosters, washers and dual-speed wipers • Wide-view inside day-night mirror (vinyl-edged, shatter-resistant glass and deflecting supports) • Outside rearview mirror • Dual master cylinder brake system with warning light • Starter safety switch • Dual-action safety hood latch.

Anti-theft.

Ignition-key reminder buzzer • Steering column lock.

Many Options and Custom Features are available for Monte Carlo. Some are illustrated or described in this catalog.

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.

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