

# The Big Chevrolet 70s.

OUT



**6:04** On the move.

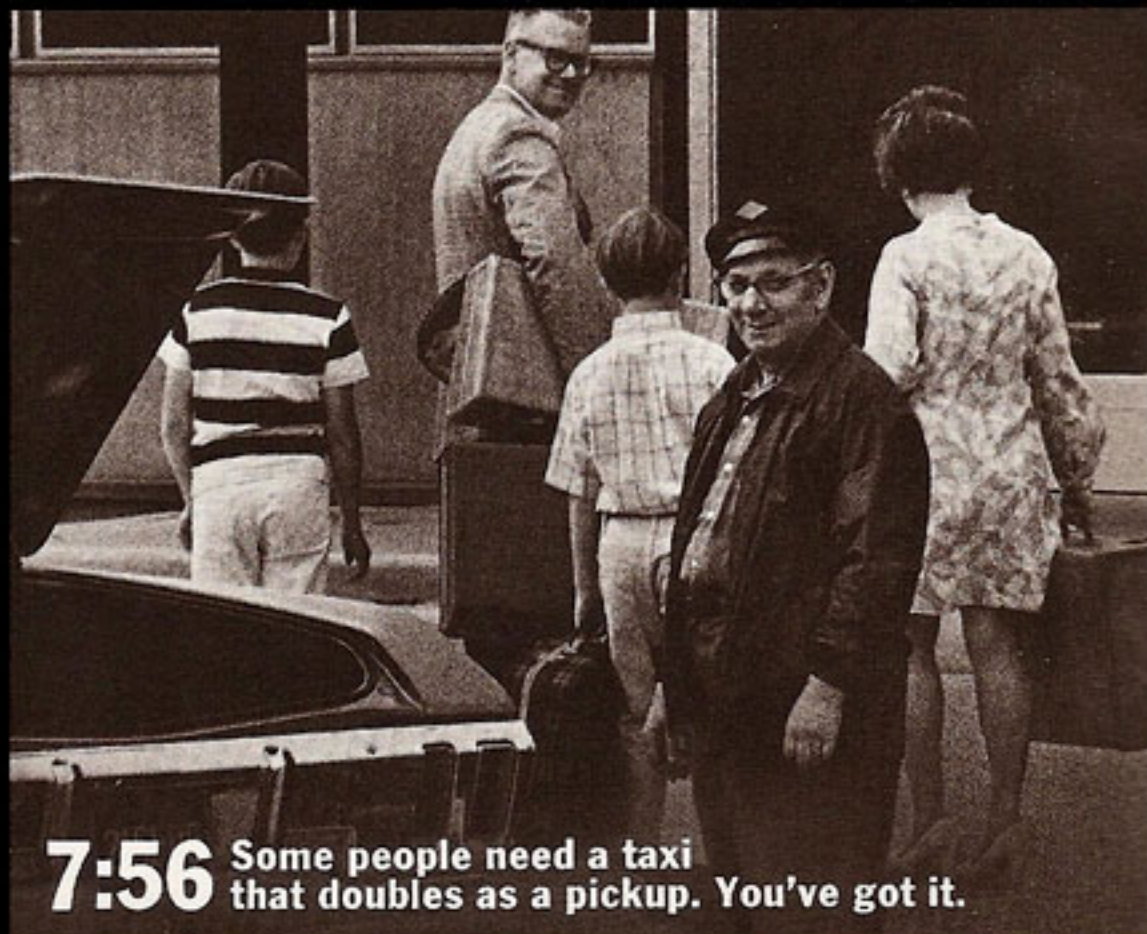
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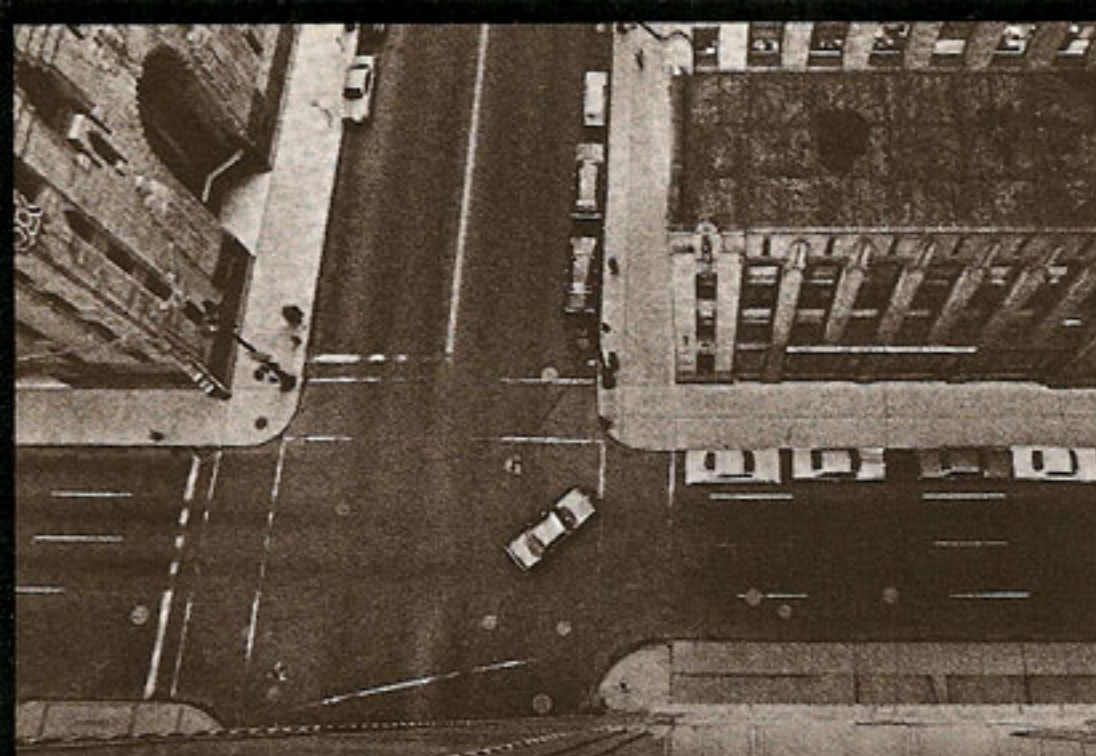
**6:25** Next time a guy hops in and says "Where's the action?"  
tell him he's sitting in it.



**7:12** Your family room fares better.



**7:56** Some people need a taxi  
that doubles as a pickup. You've got it.



**8:18** You can almost pull a "U" in a drain tunnel.



**8:34** Getting in and out is no problem. Getting to the hospital in time might be.

You hear a lot about performance these days. Performance engines. Performance tires. Performance transmissions.

When we talk about performance, we mean our entire car is built for that. For economy. For durability. For power.

That's our business. And we think we do it best.

Take the engines on 1970 Big Chevrolets. Their basic components have a track record of thousands of times around the world. But then, Chevrolet's built more engines than any other car manufacturer. And you know what they say about practice.

For 1970, there's the new 250-hp Turbo-Fire 350 V8. This is the largest standard engine we've ever built for the Big Chevrolet. It features a 9 to 1 compression ratio, two-barrel carburetor, automatic choke and general-performance camshaft. This one does its thing on regular gas.

There's the standard 155-hp Turbo-Thrift 250 Six. Old iron-sides.

Thrift is the big word here. With single-barrel carburetor, automatic choke, short stroke design and economy-contoured camshaft. It's also got a fully counterweighted crankshaft and seven main bearings. Smooth.

Geared to Chevrolet's standard engines, exclusively, is our standard 3-Speed fully synchronized transmission. You can downshift into first without coming to a full stop. For safety, the clutch must be depressed before starting the engine. Nice touches.

Like we said, our kind of performance is everything working together.

For you.

Chevrolet's precision-built Ball-Race steering, for example. It lets you move through traffic with amazing agility.

You'll find this does, too: a curb-to-curb turning circle of only 42.5 feet. It's a lot of car to be turning so tight. 216 inches long. 119-inch wheelbase.

It's a lot of car. Like the room inside.

The rear seat alone is big enough for three full-size adults. Or two adults and a kid. Or one adult and two kids. Or three adults and three babes in arms. The combinations are endless. (Your passengers don't go through an obstacle course to get in and out, either. Wide doors open wide.)

Out back you've got over 18 cubic feet of usable trunk space. And if you charge by the suitcase, you'd better believe there's a lot in it for you.

The 1970 Chevrolet. Now *that's* performance for you.

*Chevrolet Taxis are available with many extra-cost Options and Custom Features. Some are illustrated or described in this catalog. Ask your Chevrolet dealer for a full list.*

When you push a cab all day, you want all the cushioning you can come by. We know that.

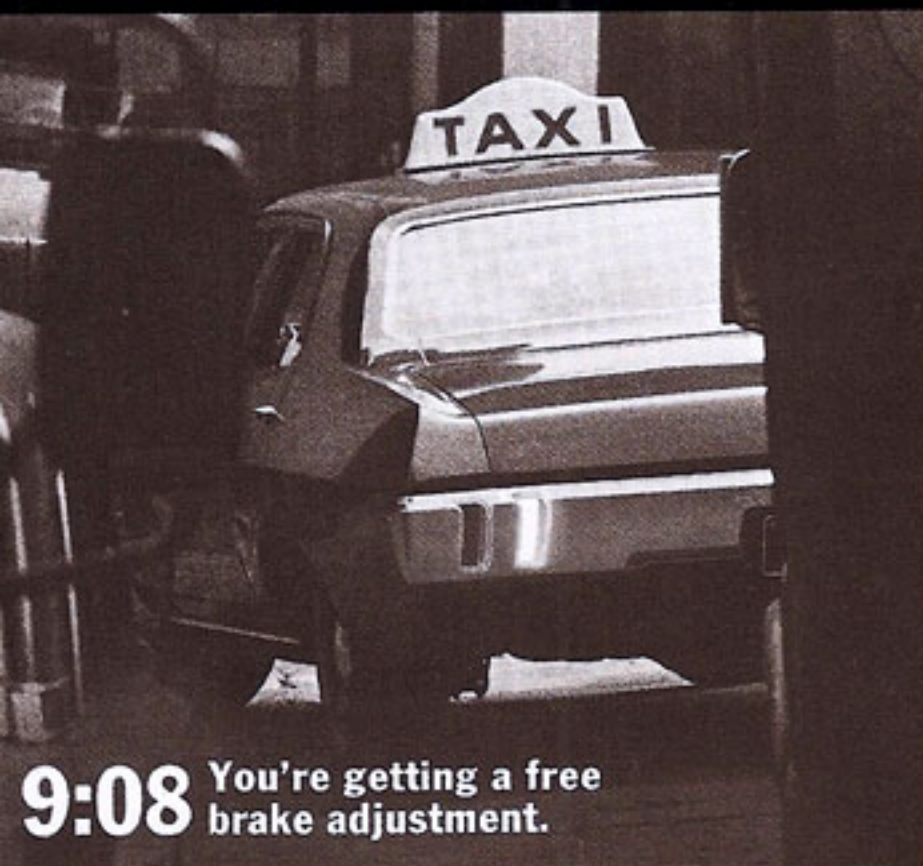
That's why Chevrolet gives you this: big 15-inch wheels and bias belted ply tires. Full Coil suspension with double-acting shock absorbers and computer-selected springs.

Above all that are over 1,700 square inches of foam padding on the front and rear seats. Covered in standard cloth and vinyl or all-vinyl material.

For a change of air, you get Astro Ventilation. Louvered air intakes let you direct the incoming air which circulates through the cab, and exits through hidden ports in the rear. All very quietly. All for no extra money.

For extra security, you've got to appreciate our anti-theft steering column lock. Lock the ignition and you lock the steering column.

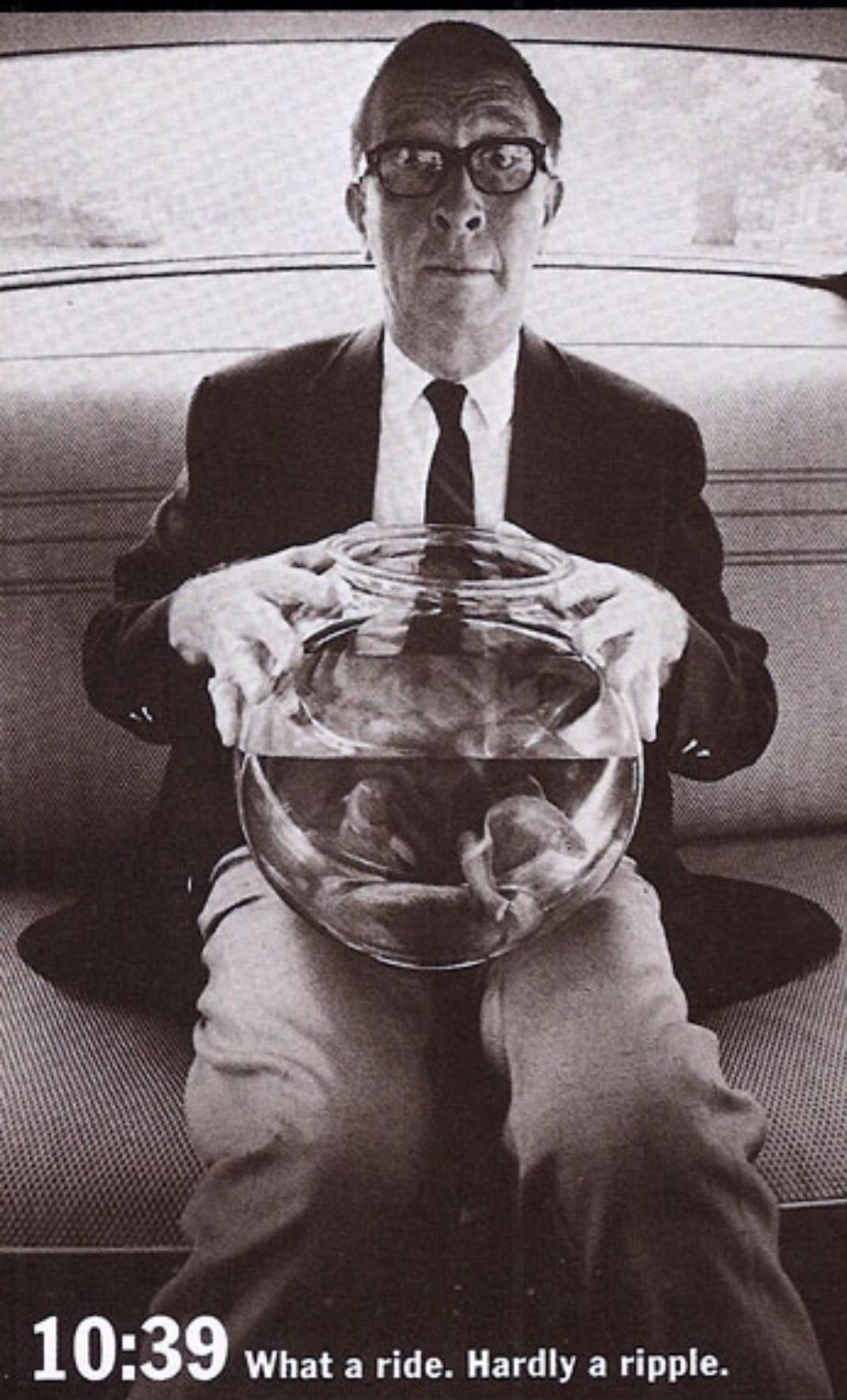
If you try to leave the car with the key in the ignition, a buzzer reminds you not to.



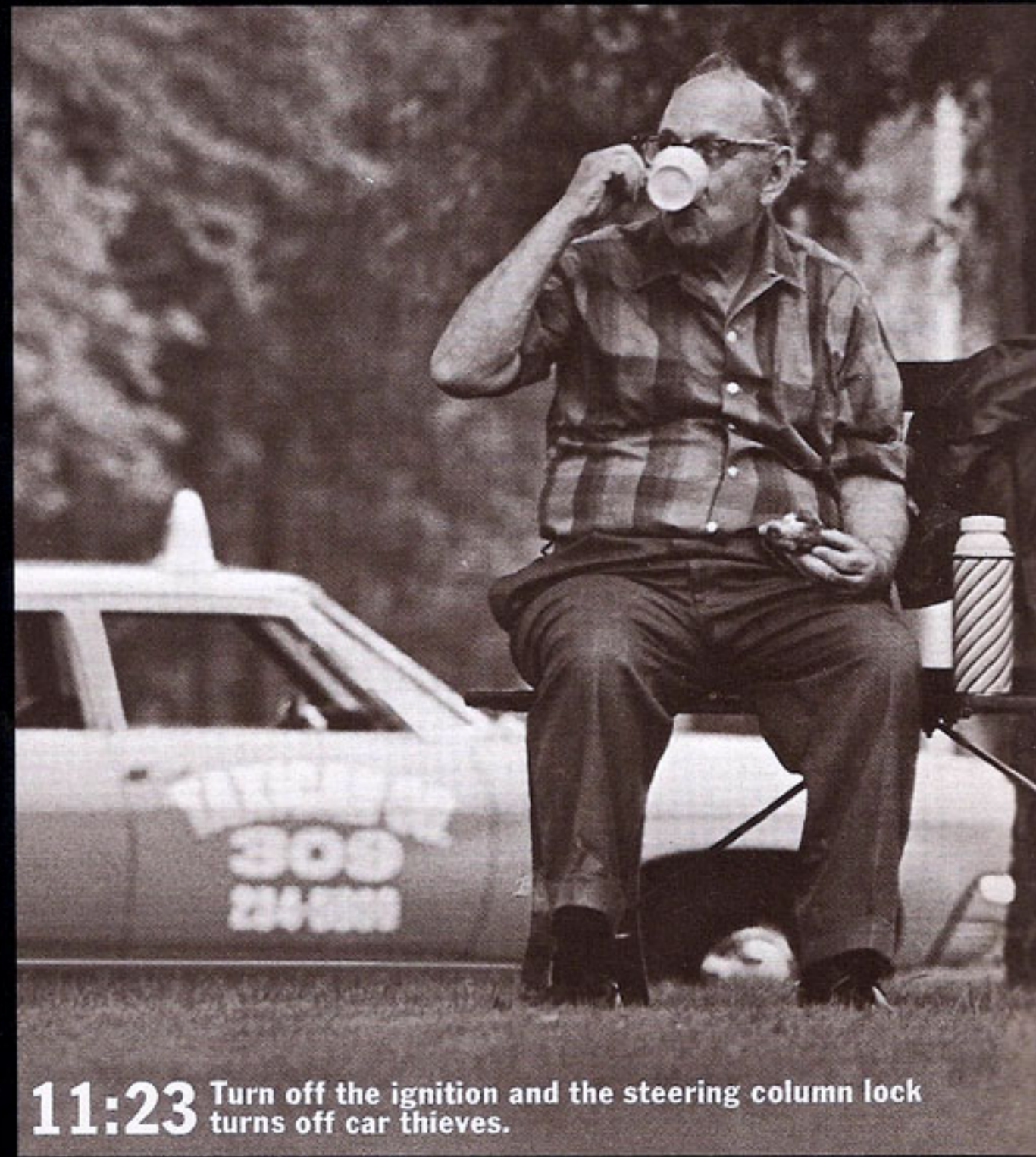
**9:08** You're getting a free brake adjustment.



**9:45** Your passengers will be glad for Astro Ventilation, too.



**10:39** What a ride. Hardly a ripple.



**11:23** Turn off the ignition and the steering column lock turns off car thieves.

For keeping expenses down, we've got a longer lasting aluminized exhaust system.

Flush-and-dry rocker panels. Rainwater runs through the hood cowl and down through the rocker panels under the door, flushing out salt and other corrosives. Air flow follows up to keep them dry.

Fenders inside the fenders on the outside. You don't get four fenders with a Big Chevrolet, you get eight.

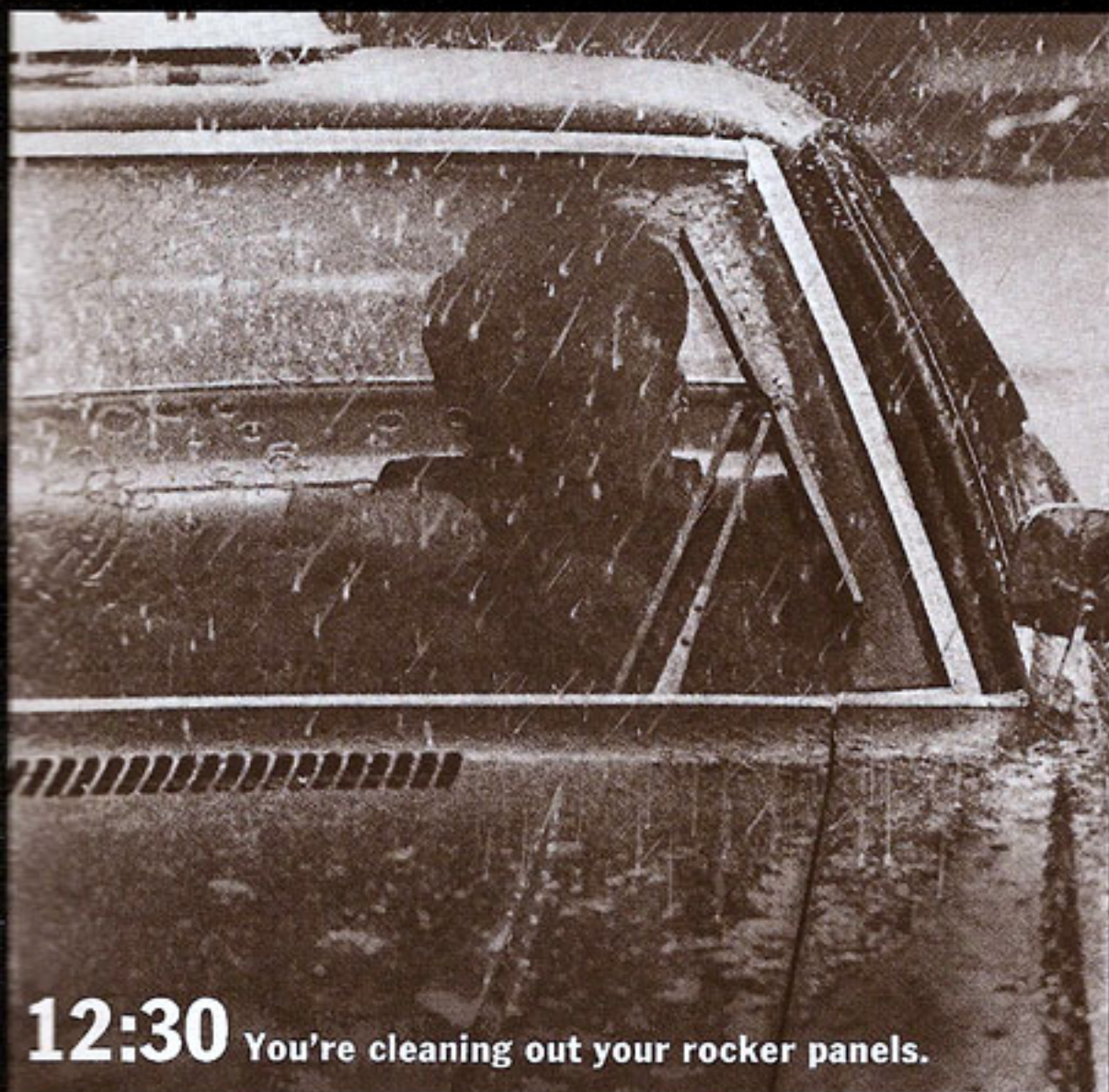
Self-adjusting Safety-Master brakes. Just back up a

Big Chevrolet, put on your brakes and bingo . . . a free adjustment.

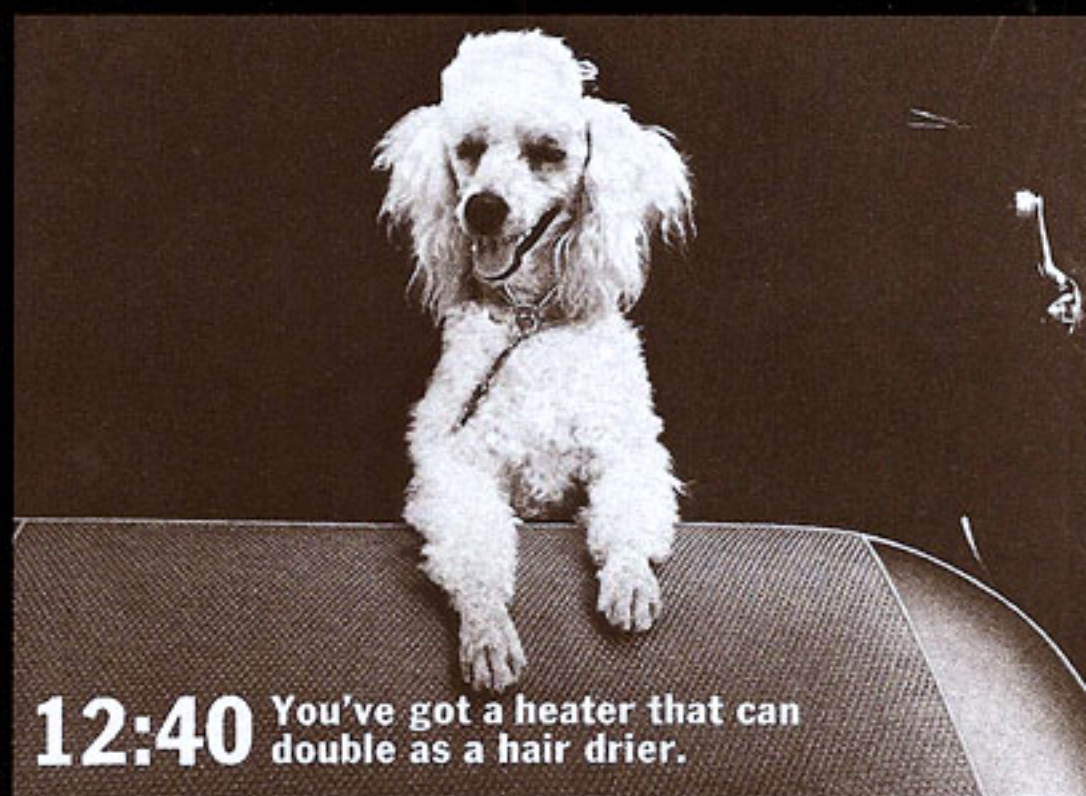
Delco Eye energizer battery. When the Delco Eye filler cap glows, you're low on solution. If not, more power to you.

Topping it off is Chevrolet's Magic-Mirror acrylic lacquer finish. And that's a strong finish.

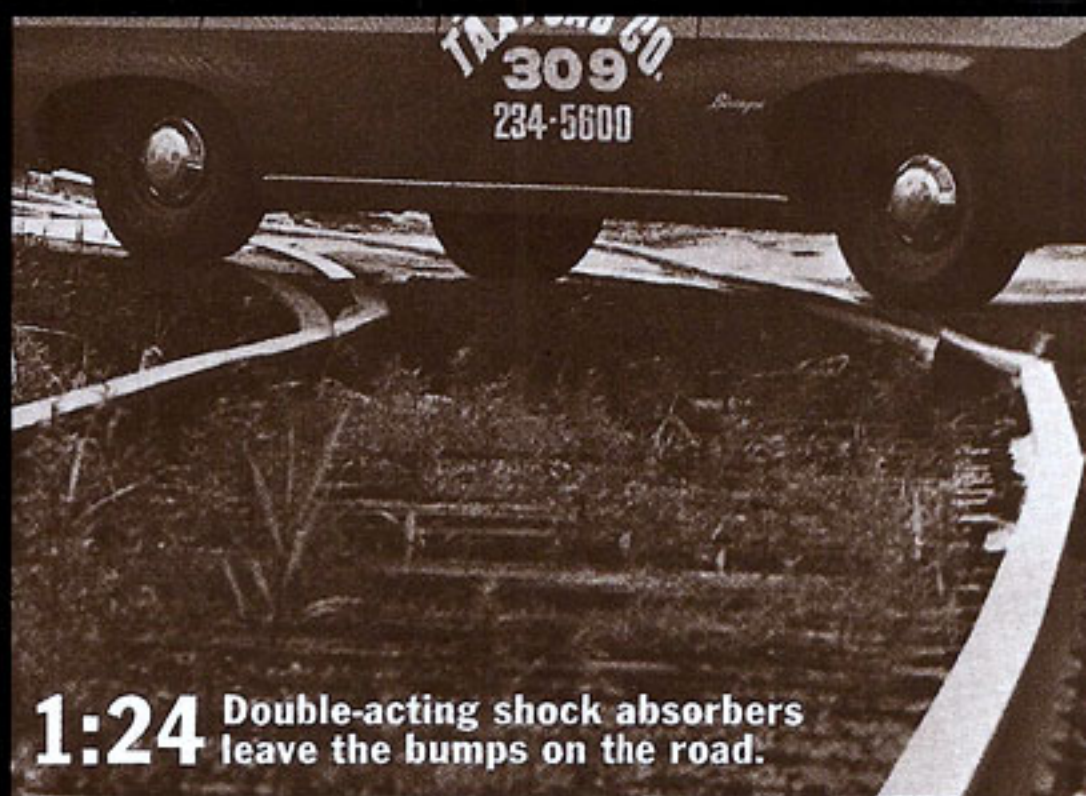
We build Chevrolets the best way we know how. And you won't find know-how any better than that.



**12:30** You're cleaning out your rocker panels.



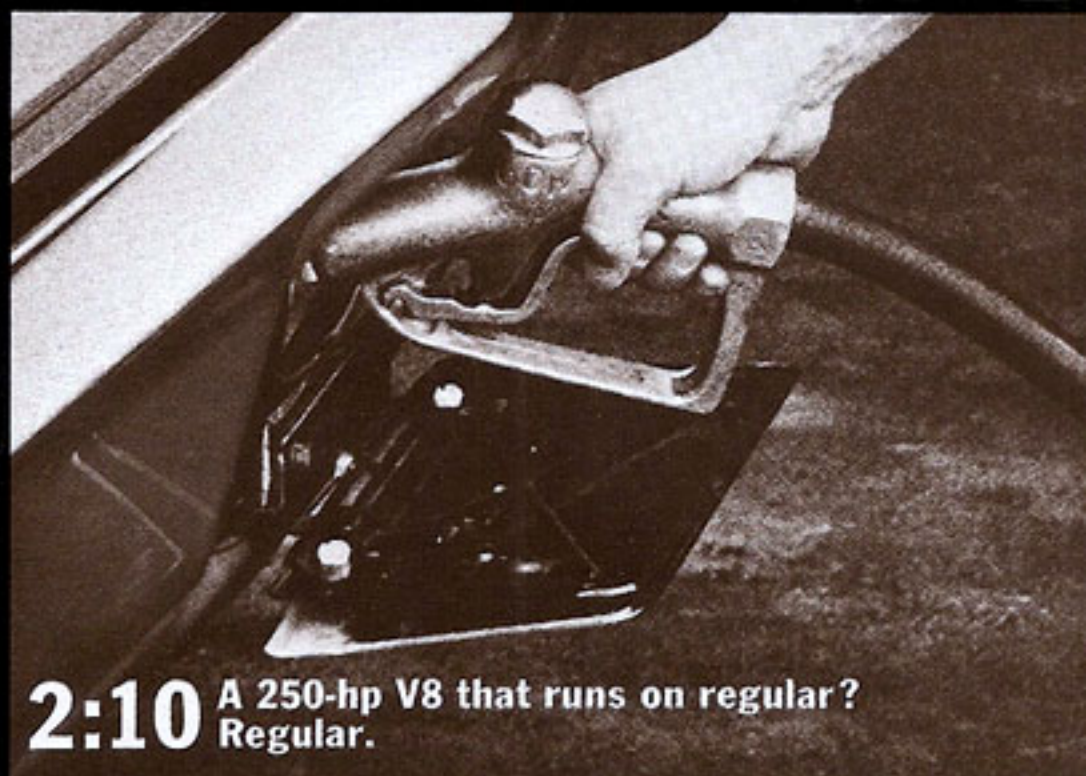
**12:40** You've got a heater that can double as a hair drier.



**1:24** Double-acting shock absorbers leave the bumps on the road.



**12:37** All-vinyl seats: waterproof, sagproof and poodleproof.



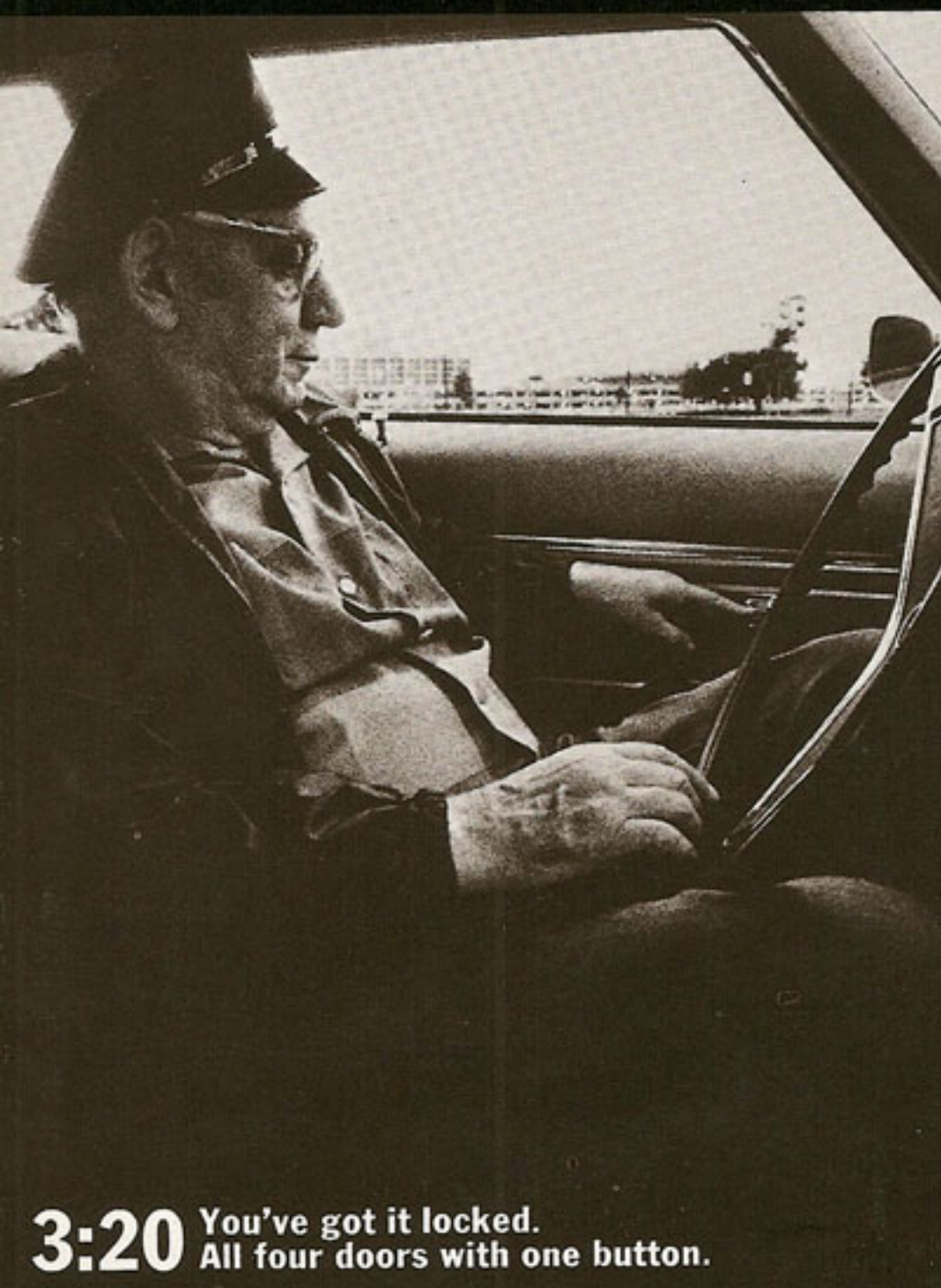
**2:10** A 250-hp V8 that runs on regular? Regular.



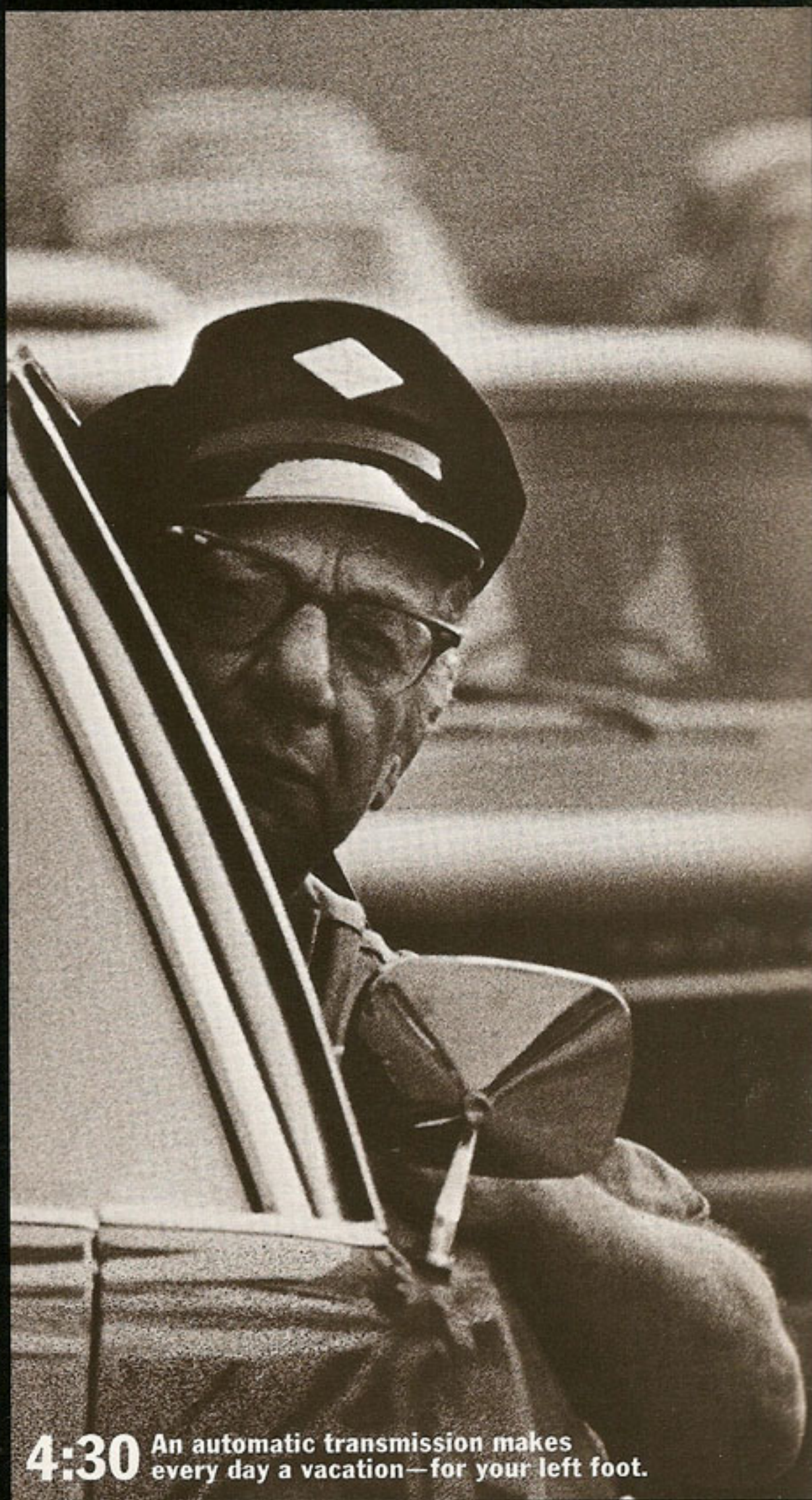
**2:35** Be ready for the guy  
who just wants to cool off.



**4:17** Everybody should have a guard rail  
built into the side of his car.



**3:20** You've got it locked.  
All four doors with one button.



**4:30** An automatic transmission makes  
every day a vacation—for your left foot.



## Extras for extra performance

The Big Chevrolet is a self-sufficient package. We've showed you that.

But if you want to order your convenience a little thicker, we'll show you how.

With our power door lock system. You press a button and lock or unlock all four doors. Instantly. Electrically. That's a pretty handy thing to have when you're cruising late at night.

With air conditioning. In addition to controlling temperature, our Comfortron or Four-Season air conditioning units remove up to 98% of airborne dust and pollen. (Available on special order with V8 engine.)

You know what they say about one good turn? That's variable-ratio power steering. It does up to 80% of the work through the turns. Back on the straightaway, you get big car handling.

Either Powerglide or Turbo Hydramatic transmissions take the work out

of driving in heavy traffic. Powerglide is the smoothest two-speed you never shifted. The three-range Turbo Hydramatic offers complete gear versatility for any driving condition.

Consider power disc brakes. Caliper-type disc brakes at the front wheels make for quick, straight stops with minimum fade.

Check this list for others: Heavy-duty 76-amp.-hr. Energizer battery. Electric clock. Rear-window defroster. 63-amp. Delcotron generator, Soft-Ray tinted glass. Door edge guards. Front and rear bumper guards. Auxiliary Lighting. (Includes windshield washer fluid monitor, glove compartment, courtesy, map, trunk, underhood, seat belt, door and low fuel warning lights.) Outside remote-control mirror. Comfortilt steering wheel. Power trunk opener.

## Chevrolet's special taxicab package\*

### Body Equipment

You get heavy-duty springs in front and rear seats. Heavy-duty low-profile front seat with thick foam cushion. Front and rear rubber floor mats. Automatic front and rear door switches for dome lights. Open-door warning light on instrument panel operated by switches at all doors. Two 12-gauge wires routed from above the dome lamp to underneath the instrument panel; 24 inches of wire coiled under the roof panel, 36 inches of wire coiled and taped to the firewall at the car's centerline.

### Chassis Equipment

Special heavy-duty frame with reinforced front upper control arm brackets. Heavy-duty front and rear springs and shock absorbers. Metal-lined spherical joints for front suspension. Special front and rear brakes with heat-resistant brake shoe retracting springs, extra-thick premium brake lining material. Larger 8 $\frac{7}{8}$ "-diameter ring gear. High-torque capacity axle shafts and roller-type wheel bearings plus additional rear suspension upper control arm for 6-cylinder engine models. Special 3.07:1 or 2.73:1 rear axle ratios.

### 6-Cylinder Engine Equipment

Aluminized inlet and exhaust valves. Heavy-duty distributor. Extra-durable compression and oil-control piston rings. Hardened-tip valve pushrods. Large 14"-diameter flywheel ring gear (standard 3-Speed transmission only).

Starter features special road-splash sealing. Take-apart engine ventilation valve. High-capacity 11"-diameter diaphragm clutch (standard 3-Speed transmission only). Heavy-duty 61-amp.-hr. 12-volt Energizer battery. Heavy-duty lower rear crankshaft main bearing for models with automatic transmissions. 42-amp. Delcotron generator.

### V8 Engine Equipment

Aluminized inlet and exhaust valves. Extra-durable compression and oil-control piston rings. Hardened-tip valve pushrods. Valve rotators. Special hydraulic valve lifters, rocker arms, and rocker arm balls.

### Powerglide automatic transmission equipment

11 $\frac{3}{4}$ " heavy-duty converter. Additional clutch plate. Larger gearset. High-cooling-capacity radiator with built-in transmission oil cooler for 6-cylinder models.

### Turbo Hydramatic transmission equipment

Additional clutch plates and heavy-duty radiator for 6-cylinder models. Plus extra-firm shift for V8 models.

You've just read a lot of good reasons to quit pushing that old cab. Your Chevrolet dealer has more. Call it a day and see him.

\*Chevrolet taxi equipment mentioned here is available only on the Biscayne model. Some of this equipment may be ordered on other Chevrolet models.

**5:42** Delcotron heavy-duty generator. Guess why we named it that?

## While you can't forget about safety, at least you can worry less about it.

Big Chevrolets are equipped with the most advanced safety features offered.

You get: Side-guard beams. Front seat head restraints and energy-absorbing steering column. Seat belts with pushbutton buckles for all passenger positions. Shoulder belts with pushbutton buckles for the driver and right front passenger. Passenger-guard door locks with forward mounted lock buttons. Yielding windshield pillar moldings. Safety door latches and hinges. Energy-absorbing instrument panel and front seat back tops. Contoured windshield header. Thick-laminate windshield. Padded sun visors. Safety armrests. Safety steering wheel and cargo-guard luggage compartment.

These, too: side marker lights and reflectors. Parking lights that illuminate with the headlights. Four-way hazard warning flasher. Backup lights. Lane-change feature in direction signal control. Windshield defroster, washers and dual-speed wipers. Wide-view inside, day-night mirror (vinyl-edged with shatter-resistant glass and deflecting support). Outside rearview mirror. Bias belted ply tires with tire tread wear indicators. Dual master cylinder brake system and warning light. Starter safety switch. Dual-action safety hood latches. Open-door warning lamp on the instrument panel.

Putting you first, keeps us first.

**CHEVROLET**



**5:48** Right about now other cabs wish they had 1970 to do over again.

All illustrations and specifications contained in this catalog 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 also to discontinue models. Chevrolet Motor Division, General Motors Corporation, Detroit, Mich. 48202. Litho in U.S.A.