

THE LITTLE CAR THAT DOES EVERY- THING WELL.

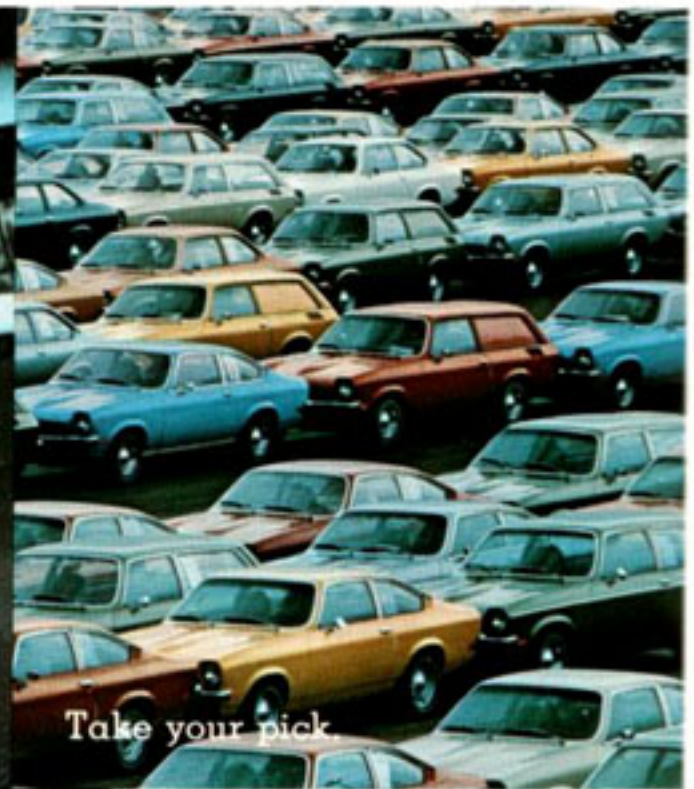


Coupe, Sedan, Wagon, Truck.





The Vega assembly plant at Lordstown, Ohio.



Take your pick.



Hours of round-the-clock testing preceded Vega's debut.



A compact, safe way of shipping. Vegas are enclosed in Verti-pak boxcars.

A lot of big people like our little car.



Helen Van Buskirk and her Vega.

IT WAS A VERY GOOD YEAR.

This year with our Vega catalog, we could have easily provided just the pictures and let Vega owners (and admirers) do the talking.

"Utterly fantastic!" "I love my Vega." "The gas mileage is outstanding." "Unbelievable." "The performance on the open highway is great." "It is just beautiful to look at." "I have never enjoyed a more comfortable ride in my life!" "Thanks for inventing the Vega." "A car like Vega comes along once in a lifetime."

The response has been overwhelming. In the year of the little cars from Detroit, in almost everyone's book, Vega drove off with the honors.

Motor Trend magazine chose it "Car of the Year." Car and Driver magazine in their own tests rated Vega the best all-round little car and their reader's poll designated Vega the "best economy sedan."

And it was the same wherever we went. Till finally we won the Helen Van Buskirk award. She bought one. And to all the Van Buskirks, Kenneth Bensons, H. W. Robertses, and everyone else who bought a Vega this past year, our thanks.

You probably know somebody who bought a Vega. In fact, maybe that's why you've picked up this catalog. Because you watched, you listened, you waited and now, you too are ready to take a closer look at the little car that's going over so big.

Welcome.

But before you dig into the details, let us tell you why Vega is so unlike any other little car.

First, it's shown itself to be a lot more car than anyone ever expected. That's because for a long time we studied all the other little cars that were popular.

We saw a few things we liked. We also saw room for improvement. And whereas one car obtained great fuel economy, another took a curve with agility, another had an uncomplicated charm, etc., we found no one car that could do all these things with equal finesse.

So we set out to make a little car that does everything well.

We succeeded.

Vega does indeed get great fuel economy, but it also has power when you need it, an unusual handling stability, and ride and comfort features that you don't often find in little cars.

What's new for 1972? Very little. Last year we said we wouldn't change just for the sake of change. We're sticking to that.

Oh we've made some improvements. Some nice new colors, a few new interior trims, and adjustments to our exhaust and emission control systems. And, oh yes, a glovebox.

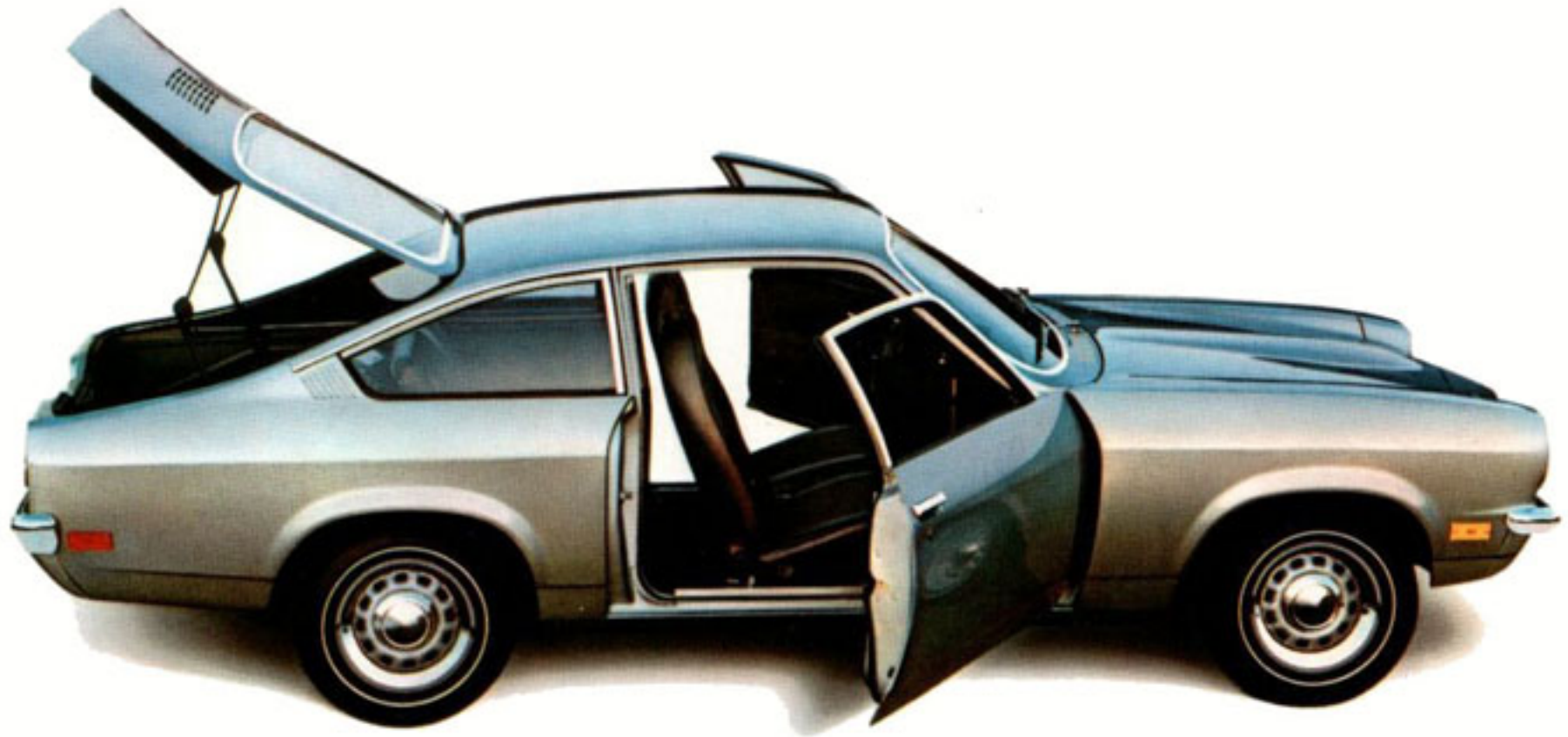
We don't know why we left it out last year, but if you were busy designing a little car that outshines all others, it's probably the one thing you'd overlook too.

So look us over. And with a little help from our friends, we'll show you why Vega is the only little car that does everything well.



"Gentlemen, my first new car. What a delightful machine!"

Helen VanBuskirk, Vienna, Va.



"The best handling passenger car ever built in America."
ROAD AND TRACK MAGAZINE

OUR COUPE.

We call it the Hatchback Coupe. Because, oddly enough, it has a great big hatch in the back. And that can be very convenient.

Just flip the hatch up, with its adjustable support arms, and you've got instant access to the cargo area. That's not all.

Flip the rear seat down and the available loadspace more than doubles, to a whopping 49.3 cubic feet.

So pack up and take off.

Because our coupe is a car you'll love to drive. It's been consistently judged the best handling new little car. Here's why.

Vega rides on a tight 97-inch wheelbase. Its wide stance and low center of gravity make it move around corners, in and out of traffic or down a long stretch of highway with great agility.

It's an economy car that looks and handles like a sports car.

In the Hatchback you get nice nylon carpeting in the front, sliding adjustment for both front seats, a concealed storage area under the floor, and many other trims inside and out.

And of course all the standard Vega features you'll read about elsewhere in this catalog.

Features you won't find in some other little cars. Like the full-foam seats both front and rear, availability of power steering, double-panel steel roof construction and the fail-safe electric fuel pump that could protect your engine should your oil pressure ever drop too low.

The Vega Hatchback Coupe. It's won a lot of admirers. But it'll gladly take on a few more.



Cargo area with rear seat down.

Hop in and put your gloves on.

Vega takes to a freeway with ease.



"For the money, no other American car can deliver more."

MOTOR TREND MAGAZINE

OUR SEDAN.

Even though this is the Vega that's priced lowest, it's got everything that makes Vega a lot of little car.

Economy. We've had reports from some owners who have gotten thirty miles to the gallon and more. It depends a lot on how you drive. In our own highway tests, with the standard engine and transmission, Vega's getting about 25 miles per gallon.

So our standard engine sets a very high standard. It's a four-cylinder overhead cam engine with a lightweight aluminum block. Aluminum is lighter, so we can build a bigger engine without increasing its weight. And a bigger engine in a little car means it won't have to work so hard. You'll find it quieter too. The overhead cam means there are fewer parts, and fewer parts mean less trouble. Obviously.

Performance. Our Vega delivers 80 horsepower (SAE net) with the standard engine. If that doesn't sound like much, it'll feel like a lot out on your favorite freeway.

But as an option, there's a bigger 90 horsepower (SAE net) version available as well. (Net horsepower ratings in accordance with Society of Automotive Engineers standards, represent the power output of engines as installed in the automobiles.)

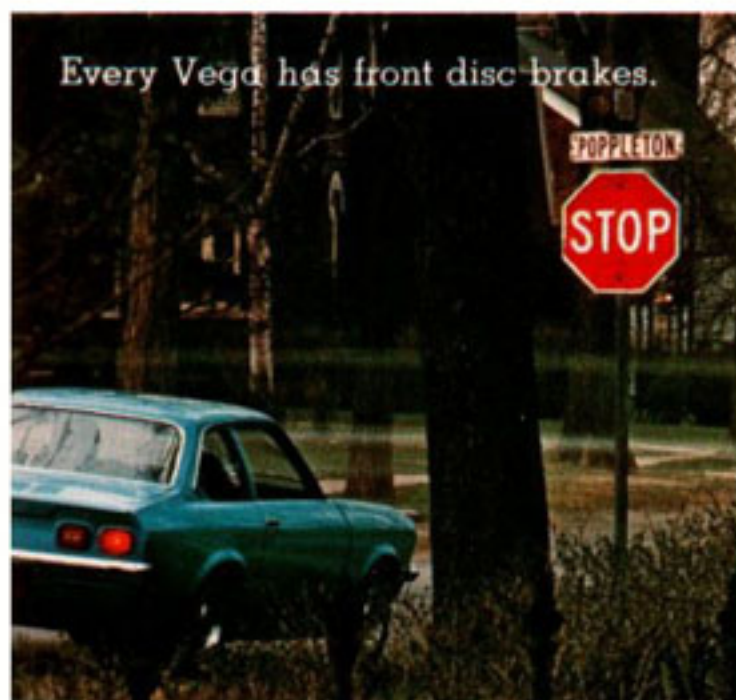
A three-speed manual transmission is standard. Two others, a 4-speed manual and Powerglide, are available.

Handling. Our sedan doesn't look like our coupe but it handles just as nicely. All Vegas have Full Coil suspension, and for excellent braking performance, every Vega is equipped with big front disc brakes.

Comfort. Vega has the most comfortable foam-filled front bucket seats you'll find this side of an expensive sports car. And flow-through power ventilation that circulates air with the windows closed. Even when the car is standing still.

Plus all the regular GM safety features like a side-guard beam in each door.

It's a lot of little car. Built to last. With care. And if all this sounds like something you'd care about, just keep reading.



Every Vega has front disc brakes.



The Standard Engine

Horsepower / rpm	86 @ 4400 SAE net
Torque, ft.-lbs.	121 @ 24-2800 SAE net
Compression ratio	8.0:1
Carburetion	Single-barrel
Fuel	No lead, low lead or regular
Camshaft	General-Performance



The sedan trunk.

OUR WAGON.

The Vega Kammback Wagon is a whole lot more than just another wagon. It's also a lot of little car.

We call it our Kammback because its styling makes use of the aerodynamic theories of air flow first devised by an engineer named Kamm. What all this means is, for a wagon, it's going to handle very much like a little sports car.

And look plenty sporty too.

But you still get a lot of loadspace. (A volume of 50.2 cu. ft. to be exact.) At least enough to take a nice trip on, go antiquing with, or use just like you would in any other wagon. And the back gate in this 4-seater lifts up for convenient loading and unloading.

Kammback or not, it's all Vega and that means all the basic Vega features and new

improvements apply here too.

Rich carpet throughout, foam-filled bucket seats up front, flow-through power ventilation, front disc brakes and, yes, the new Vega glove compartment.

The Kammback gets exceptional economy from the standard Vega engine, but if you want an extra boost, the bigger horsepower engine is available.

As are all the other Vega options included in this catalog.

The Vega Kammback. It's all you'd expect in a wagon and everything you'd want in a little car.



"A car for all occasions."

CAR & DRIVER MAG.

OUR TRUCK.

When we first introduced the Vega last year, people wondered why we should include a truck, of all things, in the lineup.

After all, trucks are supposed to be big and tough. Well, in the past year, we've found people who have found all kinds of ways to put our little truck to work.

Like: handymen, carpenters, plumbers, electricians, people who work for check clearing houses, blueprint companies and a great variety of small delivery services such as drug-stores and pizza parlors.

Maybe it isn't a big truck. But big trucks don't get Vega economy either. So think of the money you save.

Or maybe you're just looking for a kinky way to haul around your surfboard, or your diving gear, or yourself. That's okay too.

Because you'll find the Vega Panel

Express just as nice to drive as any Vega. It's got front disc brakes, the standard aluminum block engine, three-speed transmission and same uniform attention to detail that every Vega receives.

Plus two separate stowage compartments concealed under the floor, one just right behind the driver's seat that's perfect for storing supplies, tools, gauges, or anything else you like to keep special track of.

It doesn't have a front passenger seat but you can add one if you wish.

Let's just say, for now, that we do make a truck. And like every Vega, it's tough enough.

Here are a few specifics.

GVW	3,000 lbs.
Curb Weight	2,235 lbs.
Cargo Payload	650 lbs.
Cargo Volume	68.7 cu. ft.
Floor Length (front seat to rear gate)	67.4 in.
Floor Width (between wheelhouses)	42.6 in.
Liftgate Opening Height	26.1 in.
Liftgate Opening Width (at floor)	42.1 in.



"The roadability and handling of the Vegas was excellent, quick and sure."

MECHANIX ILLUSTRATED



The Standard Interior



The Custom Interior

OUR INSIDE.

A long trip in a little car shouldn't be an endurance test. One thing that kept popping up in our fan mail this past year was the enthusiasm over Vega's interior roominess and comfort.

It's big! Former import owners (note former) were especially surprised that this little car could indeed have as much room per passenger as many big cars. Six-footers won't find any problems here.

At the upper left, you can see what we do for Vega's Standard Interior. All vinyl with front bucket seats carved completely out of foam. But do us a favor, just go out and sit in one for a while.

A power ventilation system keeps air circulating continuously, the instrument panel has function symbols on the control knobs and the transmission and parking brake controls are located on the tunnel between the front seats.

Here are the Vega standard all-vinyl interior colors.

With the exception of the Panel Express, all models offer a Custom Interior. This includes a luxury seat trim with two new knit cloth and vinyl selections, assist handle built into instrument panel pads, day-night rearview mirror, rear seat ashtray and simulated wood-grain accents.

In addition, the sedan Custom Interior includes sliding adjustment for the front passenger seat and bright parking brake and transmission control trim plates. (All standard in our coupe and wagon models.)

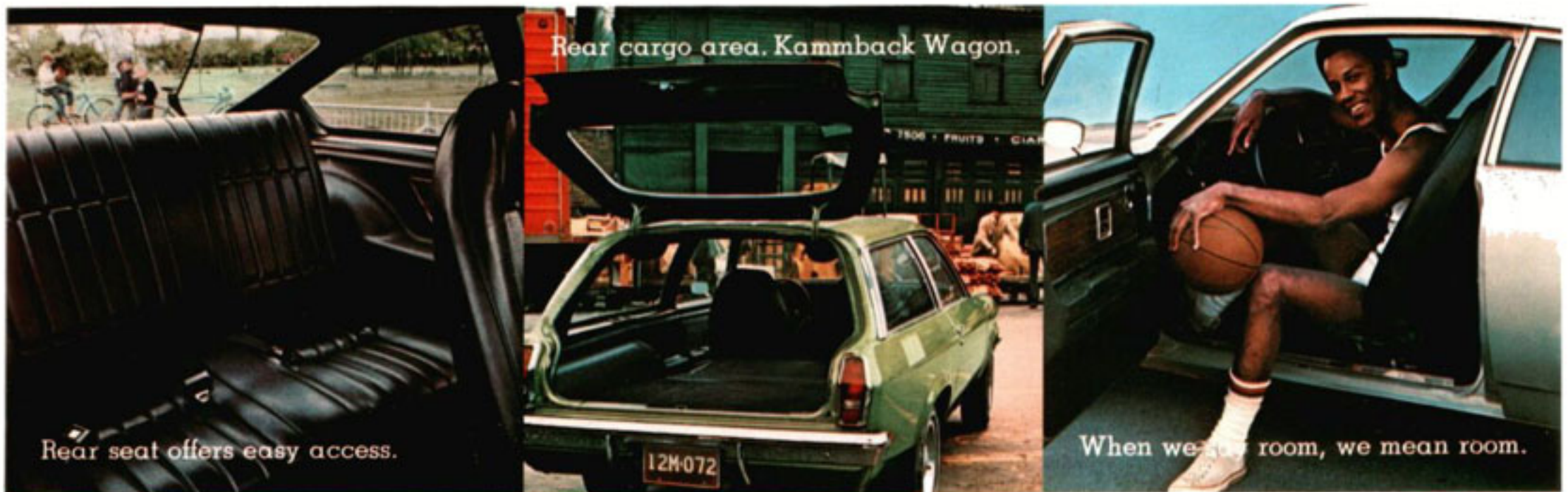
And if you order the sedan, you can order the low-priced Decor Group, which includes bright side window moldings outside, and front passenger seat sliding adjustment inside. (Note: All items in Decor Group included when Custom Exterior is ordered with Custom Interior. Includes only bright side window moldings when ordered with Custom Interior; only sliding front passenger seat adjustment when ordered with Custom Exterior.)

The Custom Interior is available for coupe, sedan, and wagon in the following choices:

Standard Int.	Black	Green	Covert	Tan	Custom Int.	Cloth/Vinyl		All-Vinyl		
						Black	Covert/Blk	Black	Covert	Tan
Coupe	•	•	•	•	Coupe	•	•	•	•	•
Sedan	•	•	•	•	Sedan	•	•			
Wagon	•	•	•	•	Wagon	•	•	•		•
Panel	•	•								

"The seats are unbelievably comfortable. After 16 hours, no backache!"

Dr. Roy D. Brewster, Lancaster, N.H.



WHAT YOU GET WITHOUT ASKING.

Outside

- Power-Beam single-unit headlights
- Large glass area
- Wide doors for easy entry and exit
- Body by Fisher
- Side marker lights and reflectors (front side marker lights flash with direction signals)
- Choice of 10 colors
- Magic-Mirror acrylic lacquer finish
- Functional louvers for flow-through ventilation
- Low, wide stance for stability
- Wide A78 x 13 tires
- Statically balanced wheels and tires
- Flush-mounted door handles

- Large-panel welded body construction
- Corrosion-resistant primer
- Dual-action safety hood latches
- Double-panel doors with welded-on hinges
- Bolt-on front fenders are easy to replace
- Self-cleaning rocker panels help cut down corrosion
- 97" wheelbase for nimble handling
- Corrosion-resistant moldings
- Safety wheel rim

- Thick-laminate windshield
- Sturdy side contoured roof rails
- Headlight aiming access provision
- Outside rearview mirror
- Parking lights that illuminate with headlights
- Two backup warning lights
- Wraparound front and rear bumpers
- Silver-finish grid-pattern grille
- Bright-metal hub caps

Inside

- Foam-filled front bucket seats (except truck)
- Bucket-style rear seats (except truck)
- Storage well in driver's door
- Instrument panel glovebox
- Flow-through power ventilation system keeps air circulating inside continuously
- Anti-theft steering column lock
- Floor-mounted 3-speed transmission control
- Passenger-guard door locks
- Anti-theft ignition key warning buzzer
- Energy-absorbing steering column
- Double-panel roof construction is stronger, quieter inside
- Recirculating-ball steering
- Starter safety switch
- Four seat belts with pushbutton buckles for all passenger positions
- Two shoulder belts with pushbutton buckles—driver and front passenger
- Two built-in front seat safety head restraints

- Safety door latches and hinges
- Folding seat back latches
- Padded sun visors
- Steel side-guard beams in the doors
- Safety armrests
- Energy-absorbing padded instrument panel and front seat back tops
- Four-way hazard warning flasher
- Cargo guard (sedan only)
- Lane-change feature in direction signal control
- Wide-view inside mirror (vinyl-edged, shatter-resistant glass and deflecting support)
- Ashtray
- Low-glare wiper arms and blades
- Inside windshield moldings
- Windshield defroster, washers and dual-speed electric wipers
- Tamper-resistant odometer with telltale feature
- Bumper-type jack
- All-vinyl upholstery is durable, easy to clean
- Low-glare steering wheel metallic surfaces
- Low-glare instrument panel top
- Safety steering wheel
- Tunnel-mounted parking brake
- Function symbols on control knobs
- Front-hinged hood with inside release

Underneath

- Full Coil suspension system
- Double-acting hydraulic shock absorbers
- Rubber-insulated suspension members
- Cushion-mounted engine and transmission
- 4-cylinder OHC engine with die-cast aluminum block
- Automatic choke
- Self-sealing gasketless spark plugs
- Five main bearings
- Counterbalanced crankshaft
- Positive-shift starter
- Electric fuel pump (in gas tank)
- Delcotron generator
- Weather-resistant ignition system
- 11-gallon rated-capacity fuel tank
- Exhaust emission control systems
- Self-adjusting disc/drum brake system
- Dual master cylinder brake system with warning light
- Permanently lubricated universal joints
- Delco sealed side-terminal energizer battery
- Independent front suspension
- Single-barrel carburetor
- Advanced cross-flow radiator
- Single dry disc clutch
- 50,000-mile disposable engine air filter
- High-output oil pump
- Water pump with aluminum housing
- 195° pellet-type thermostat
- Dynamic drive-line damper (to decrease vibration)
- And much, much more.



"The base Vega is a magnificent automobile in its own right without any options at all."

MOTOR TREND MAGAZINE

WHAT YOU GET FOR A LITTLE EXTRA.

There are two kinds of car owners. Those who like just the essentials and those who like to make life a little easier.

With Vega? Don't worry. What you want you can get. And still come out well within your budget.

For instance, you won't need power steering but if you won't drive without it, drive with it.

Little cars can be air-conditioned too. Ours is Four-Season Air Conditioning, installed at the factory.

We offer two radios. AM or AM /FM. And with both we offer antennas hidden in the windshield.

The rear side quarter windows in the Vega coupe and sedan are stationary but you can order the swing-out kind.

There's an Appearance Guard Group with door-edge guards and bumper guards.

An Operating Convenience Group with clock, Electro-Clear rear window defroster, and day-night rearview mirror.

Soft-Ray tinted glass. Adjustable driver's seat-back. Wheel trim rings. Rear seat speaker. Body side molding. Heavy-duty radiator.

Three tire options. Single non-belted white stripes. Bias belted ply blackwalls. And bias belted ply white stripes.

Accessories your dealer will install. Like door-edge guards, bumper guards (front and rear), portable spotlight, electric clock, right-side rearview mirror, contour mats (front and rear), AM or AM /FM radio, rear seat speaker, antenna (mast type), infant safety carrier, litter container, tissue dispenser, fire extinguisher, highway emergency kit, compass, locking gas cap and luggage carrier.

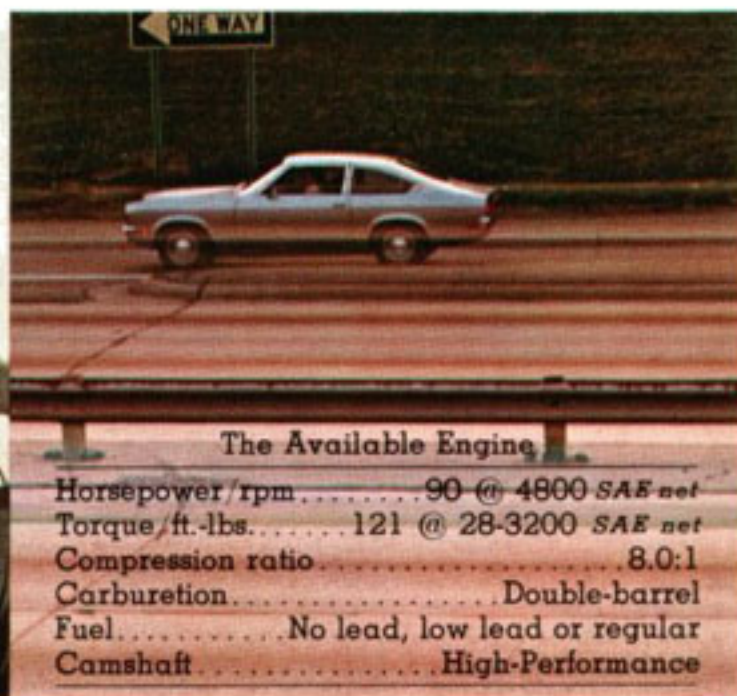
What about performance packages? Well, just because Vega is such a great little car to drive, we know a lot of people who'll be taking it some extra places. Like to the mountains, or the beach or down a country road.

And though Vega is built to handle better than any other little car, we do offer a Special Ride and Handling Package which includes front and rear stabilizer bars, A70 x 13 bias belted ply white lettered tires and 13 x 6 wheels.



Four-Season air conditioning.

Swing-out rear side window.



The Available Engine

Horsepower /rpm	90 @ 4800 SAE net
Torque /ft.-lbs.	121 @ 28-3200 SAE net
Compression ratio	8.0:1
Carburetion	Double-barrel
Fuel	No lead, low lead or regular
Camshaft	High-Performance

OUR GT.

We've already told you what a fantastic car Vega is to drive in any size, shape or form. But at the risk of being redundant, our Vega GT is an even more fantastic car to drive.

In two shapes and forms. Hatchback Coupe and Kammback Wagon.

So you don't get the wrong idea, our GT is not overloaded with a lot of unneeded power. It has as much as it needs.

What it does have in excess is an amazing handling agility.

First off, it includes the bigger version of our engine. The 90-horsepower (SAE net) version with two-barrel carburetor. And while it won't exactly roar, it'll take you where you want to go. Briskly.

And (here's the good part) with the Vega kind of economy you'll never get out of any other sports car.

The GT includes special front and rear ride stabilizers (for better handling), and good-looking 13 x 6 GT wheels with A70 x 13 bias belted ply white lettered tires. Wheel trim rings, black grille, special GT nameplates, and all the inside goods like soft vinyl-covered four-spoke sport steering wheel, tachometer, clock, ammeter, temperature gauge, and simulated wood-grain accents on the instrument cluster are also included.

And if you like to stand out, sport striping will certainly do that. At slight additional cost.

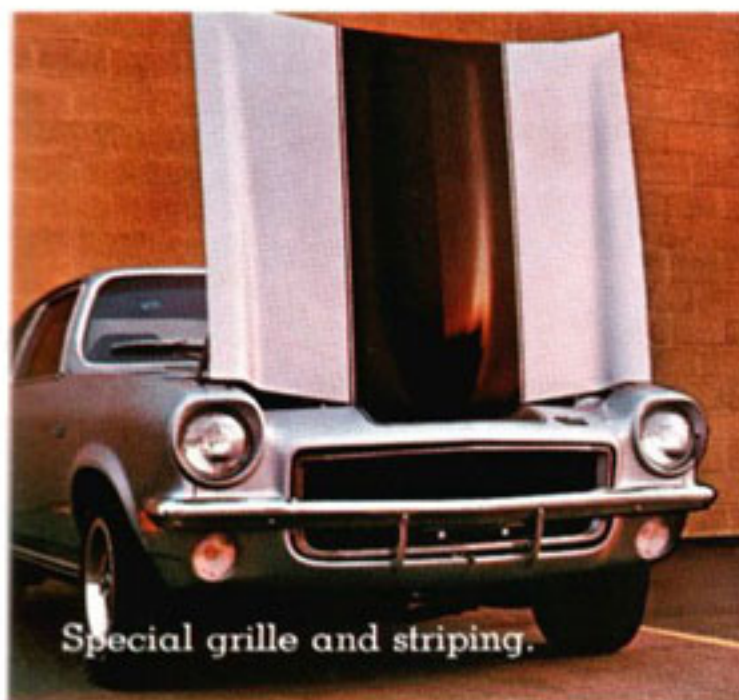
Now your only problem is to decide which GT will have the honor of your superb talents behind the wheel.

Or which Vega, for that matter.



**"Chevy pulled out the stops on this one.
Aluminum OHC engines, high-style options put it in a class by itself."**

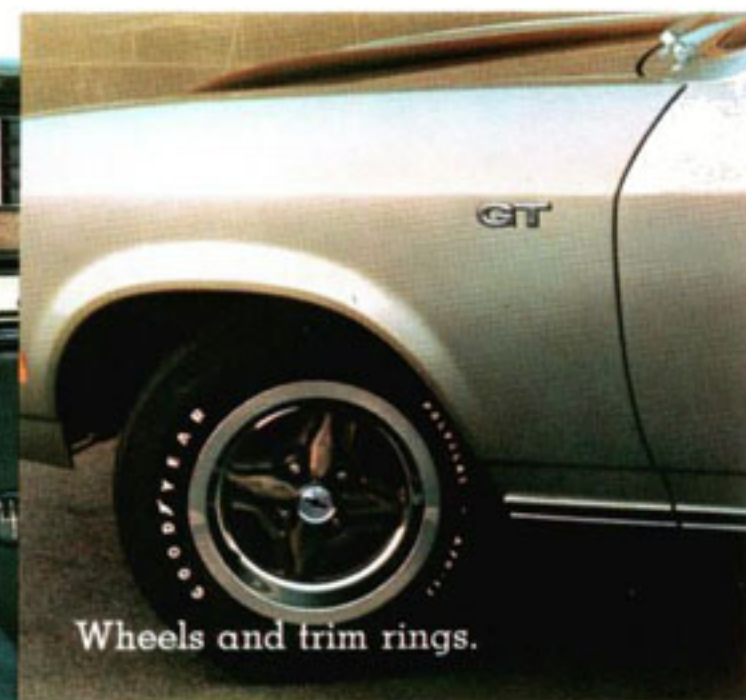
ROAD TEST MAGAZINE



Special grille and striping.

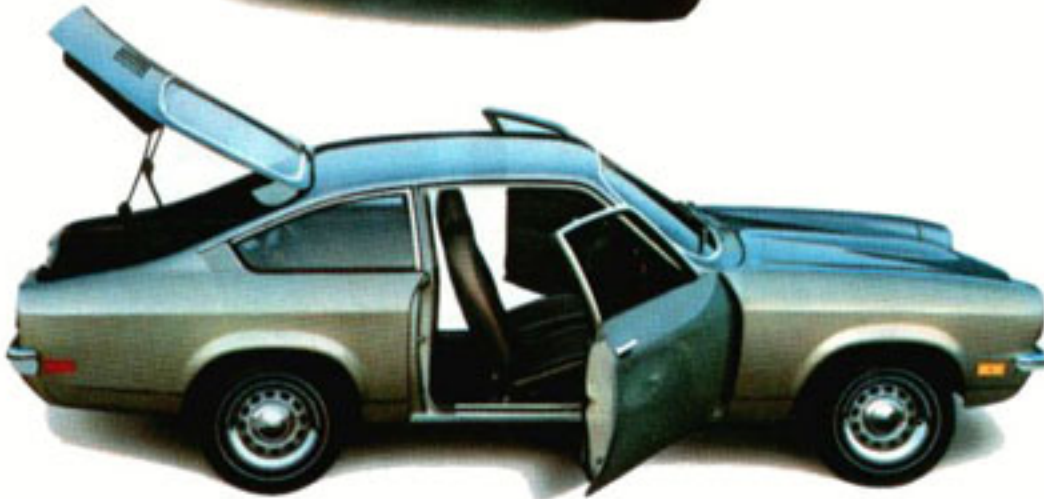


GT steering wheel & instrumentation.



Wheels and trim rings.

GOT A PENCIL?



**"It's really all they say it is."
Randy Perry, Shelby, Neb.**

Models

- Sedan
- Coupe
- Wagon
- Truck

Engines

- Standard engine 80-hp (SAE Net)
- Available engine 90-hp (SAE Net)

Transmissions

- 3-speed manual
- 4-speed manual
- Powerglide

Colors

- Silver
- Dark Green
- Light Green
- Dark Yellow
- Gold
- Red
- Orange
- Dark Bronze
- Blue
- White

Interior

- Standard
- Custom
- Operating Convenience Group

Exterior

- Standard
- Custom
- Appearance Guard Group

Interior-Exterior Packages

- Decor Group (sedan only)
- GT (coupe and wagon only)

Popular Extras

- Power steering
- Air conditioning
- AM pushbutton radio
- AM/FM pushbutton radio
- Wheel trim rings
- White stripe tires
- Adjustable driver's seat
- Electro-Clear rear window defroster



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.