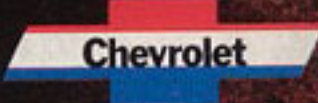


# 1973 MONTE CARLO

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



 Chevrolet

**The 1973 Monte Carlo S.** Its qualities of elegance, silence, comfort and the relaxing feeling of stability, result in a personal luxury car of the first rank: a car which combines American comfort with European handling.

Drive it.

The new Monte Carlo S is re-engineered for 1973 to provide confident handling remarkable among American automobiles.

The suspension is designed to give the driver the relaxing feeling he would experience in an expensive European luxury car. Monte Carlo S rides on steel-belted radial ply tires. Power disc/drum brakes and variable-ratio power steering are also standard.

But does good handling mean a sacrifice in ride comfort? Not any longer.

Monte Carlo engineers have succeeded in combining exceptional handling and ride, through thousands of hours of driving over all kinds of road surfaces. Constantly refining and tuning suspension components of the Monte Carlo S, they have achieved its uncompromisingly smooth ride with remarkable handling.

Added to these qualities, our engineers have created a characteristic quietness that strikes everyone who drives the car. And for many, quietness is the mark of a luxury automobile.

Finally, there's the elegance of the Monte Carlo S, as revealed in the illustrations and descriptions which follow.

But only your own experience can truly bring out Monte Carlo's remarkable qualities.

Drive it. We believe you will agree that in Monte Carlo, Chevrolet is indeed building a better way to see the U.S.A.



Shown on front cover and at right, Monte Carlo S.

**Monte Carlo S. Combines American comfort with European handling.** Our challenge to Monte Carlo engineers: build a car equal or superior, in handling and comfort, to the best European luxury cars. Not just on paper, but on the road. They began by

equipping it with variable-ratio power steering, steel-belted radial ply tires and power disc/drum brakes. Then they took the car to the test track and began one of Chevrolet's most intensive testing programs — radically modifying suspension geometry, redesigning

suspension components, tuning and refining their new creation. They weren't satisfied until the day the new Monte Carlo could smooth out our most tortuous testing roads. Now these qualities are built into every 1973 Monte Carlo S. The result is a car like its

European counterparts, which carries its passengers in elegance and silence, while at the same time allowing the driver to relax in the confidence that he is driving one of the best handling luxury cars in the world.



**The new Landau. A Monte Carlo and more.** Matching the engineers' success, our designers have created the elegant Landau. This outstanding personal

luxury car incorporates all mechanical features of the Monte Carlo S and adds its own distinctive styling. Like the Landau's special vinyl roof design,

Plus body accent striping. New Turbine II Wheels. Dual Sport Mirrors (driver's remote-control). Visor vanity mirror. Landau nameplates

on interior door trim. And identifying Landau crests. The result is a Monte Carlo as tasteful in appearance as it is well mannered on the road.



**Monte Carlo instrument panel.** Carpathian burl elm vinyl inlays keynote the look of tasteful elegance.

The electric clock is standard; special instrumentation is available to order. The comfortable soft-rim steering

wheel has a cushioned center and Monte Carlo nameplate, and is inlaid to match the instrument panel.

**Monte Carlo standard interior.** The luxury begins with molded full foam seats both front and rear. You can choose from interiors in rich knit cloth and soft vinyl (black, blue, green and red) or an elegant pattern cloth and vinyl interior in neutral. All-vinyl interiors in black, green, and neutral are available. Other marks of quality include the soft-rim steering wheel, an electric clock and deep-twist carpeting underfoot. The acoustically-engineered double-panel roof and careful sound insulation provide comforting quietness.

**Interior comfort and convenience**

- Flow-through power ventilation system
- Handy map pocket in each door
- Dual-speed electric windshield wipers
- Inside hood latch release
- Vinyl assist grips on doors
- Armrests front and rear.

**Standard features of Monte Carlo S and Landau. Exterior styling** • New styling highlighted by new grid pattern

grille, distinctive coach windows in roof rear quarter panels, new fender lines, classic rear deck and sculptured taillights • Curved side window with full door-glass styling • Flush-style door handles • Hide-A-Way windshield wipers • Rectangular outside rearview mirror. (Landau has dual Sport Mirrors, driver's side remote-control) • Protected antenna built into windshield glass (when factory-installed radio is ordered)

- Bright wheel opening moldings
- Thin windshield pillar design
- 16 exterior colors include 15 new ones.

**Mechanical features**

- Power disc/drum brakes
- Variable-ratio power steering
- Turbo-Fire 350-2 V8
- Steel-belted radial ply tires (GR70-15)
- Hydraulic steering damper minimizes road shock
- Wider front and rear tread increases stability
- Front and rear stabilizer bars provide flatter cornering and improved handling response
- Rear shock absorbers, suspension control

arm bushings and body mounts are tuned to help isolate road noise and vibration • Coil springs at all four wheels have longer travel for smooth ride • Improved emission control system • Coolant recovery system • Power train, frame and suspension are isolated from the body for quietness.

**Durability** • New strong, heavy perimeter-type frame • Improved front bumper system • Protective inner fenders, front and rear • Double-panel steel doors, hood, roof and deck lid

- Long-life aluminized exhaust system
- New rust-resisting body sills that are open design
- Body by Fisher quality.

**Dimensions and capacities.** Wheelbase: 116"; Length overall: 210.4"; Width overall: 77.6"; Height (loaded): 52.2"; Tread—front: 61.9"; Tread—Rear: 61.1"; Wheels, 15" x 6" (15" x 7", Landau); Luggage space: 14.7 cu. ft.; Larger fuel tank: 22-gal. rated capacity.



Monte Carlo interior with center console and exclusive new swing-out Strato-bucket seats you can order. Release of the side locking handle allows driver and passengers to pivot seats up to 90°

for easy entry or exit. Rear seat accessibility is also greatly improved. The soft full-foam seats are designed to give excellent lateral support in cornering. They adjust five inches

forward and backward. Bucket seat interiors include four choices of rich knit cloth and vinyl (black, blue, green and red) and three in all-vinyl (black, neutral and green).

**Monte Carlo available equipment.**  
 Shown below are a few of the many items available to increase your enjoyment of Monte Carlo ownership. For a complete selection, please look through the 1973 Chevrolet Option Catalog or ask your Chevrolet dealer.

**1. Comfortilt steering wheel.**

Once most people have driven with a Comfortilt steering wheel, they're convinced of its worth. The steering wheel adjusts to a position that's just right for you and is easily changed for variety. Available on S and Landau.

**2. Dual Sport Mirrors.**

The right-hand mirror adjusts manually; driver's side mirror is remote control, adjustable from inside the car—much appreciated in inclement weather. Body color. Standard on Landau.

**3. Power windows.**

The driver can raise and lower side windows without leaving his seat. A great help at toll booths, gas stations, too. There is a separate control for passenger convenience.

**4. Deluxe bumpers.**

Resilient impact strips on Monte Carlo's deluxe bumpers give added style and guard against scratches. Front and rear bumper guards required.

**5. Wire wheel covers.**

So carefully detailed they could be mistaken for wire wheels. Brushed metal center section. 48 bright metal spokes.

**6. Turbine II Wheels.**

With the appearance of expensive cast aluminum wheels, Turbine II Wheels are actually a tough metal-look

urethane backed by steel wheels and finished with a bright trim ring and Monte Carlo crest on center cap. Standard on Landau.

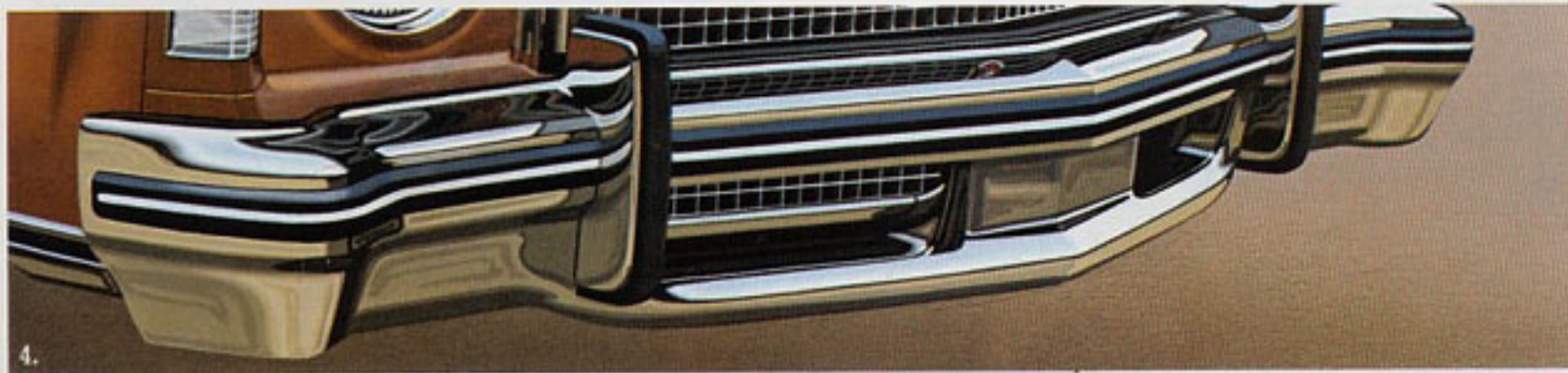
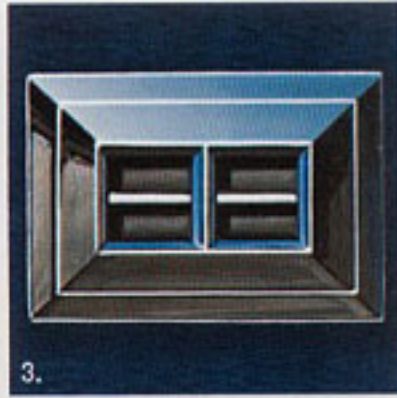
Rally Wheels (not illustrated). Special 15 x 7 wheels with center caps and trim rings. Monte Carlo S only.

**7. Four-Season air conditioning.**

The wide-range temperature control lever can be set so just the right amount of cooled air keeps passengers comfortable. Set the unit for heating, cooling, defrosting or defogging. There is even a bi-level setting to warm your feet while cooling your face. 61-amp generator included.

**8. Rear window defogger.**

This two-speed unit not only quickly removes mist from the rear window, but also helps increase warm or cool air



flow to rear seat passengers.

**9. Power door locks.**

A reassuring feature, the driver can lock both doors with the touch of a button. It gives added security and is a great convenience in unlocking the door for entering passengers.

**10. Power all-metal sliding Sky Roof.**

Top off your luxury Monte Carlo S with the luxury of a power Sky Roof. Just a touch of a button opens the top of the car to the sun and air, yet the sliding steel Sky Roof is snug as a conventional top in inclement weather. Monte Carlo S and Landau only.

**Occupant protection standard features**

- Seat belts with pushbutton buckles for all passenger positions
- Single buckle seat and shoulder belts for driver and right front passenger with reminder light and buzzer
- Two front seat head restraints
- Energy-absorbing steering column
- Passenger-guard door locks with forward-mounted lock buttons
- Side-guard beams
- Safety door latches and hinges
- Folding seat back latches
- Energy-absorbing padded instrument panel and front seat back tops
- Thick-laminate windshield
- Padded sun visors
- Safety armrests
- Safety steering wheel
- Contoured full roof inner panel
- Cargo-guard luggage compartment.

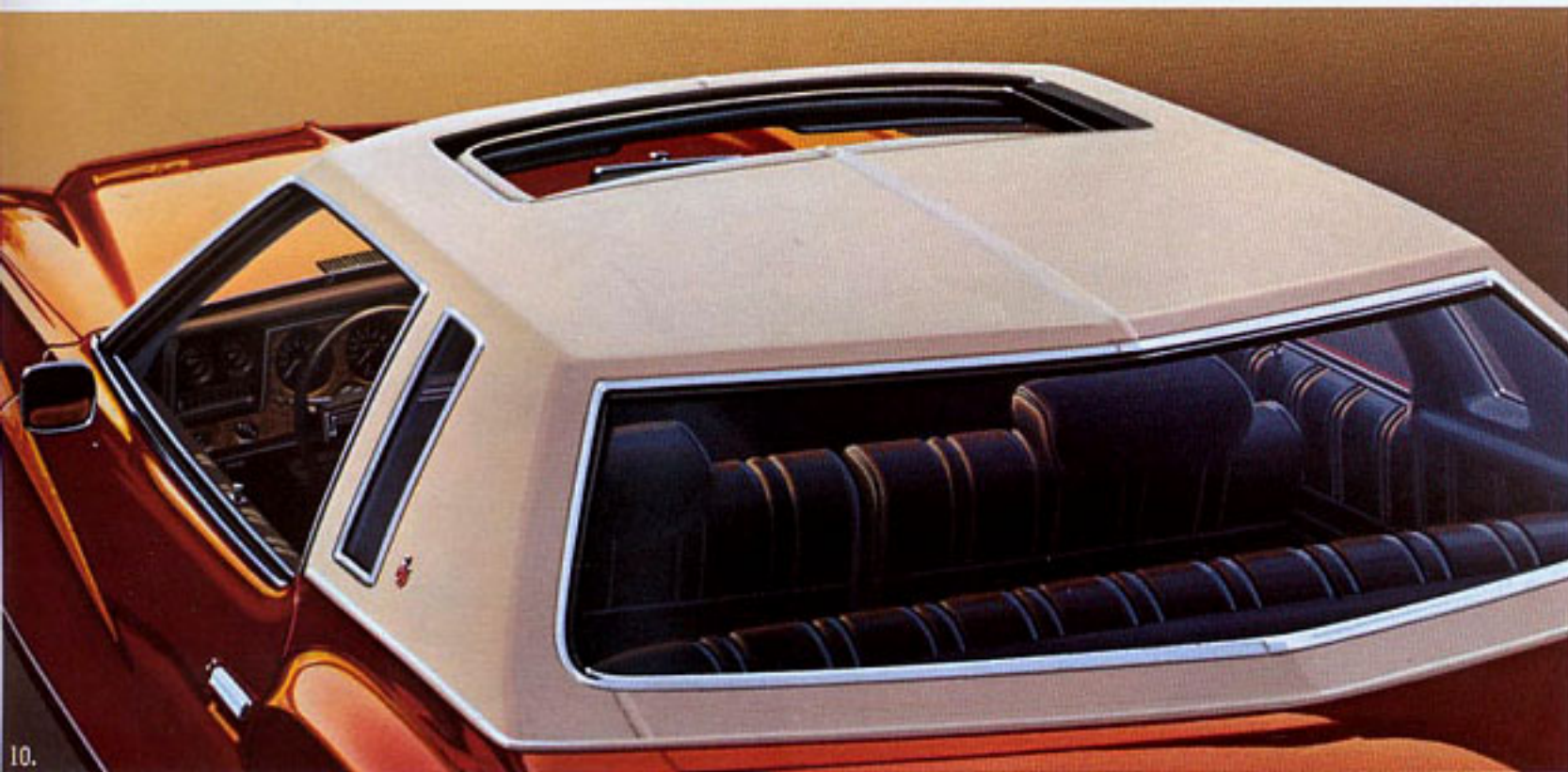
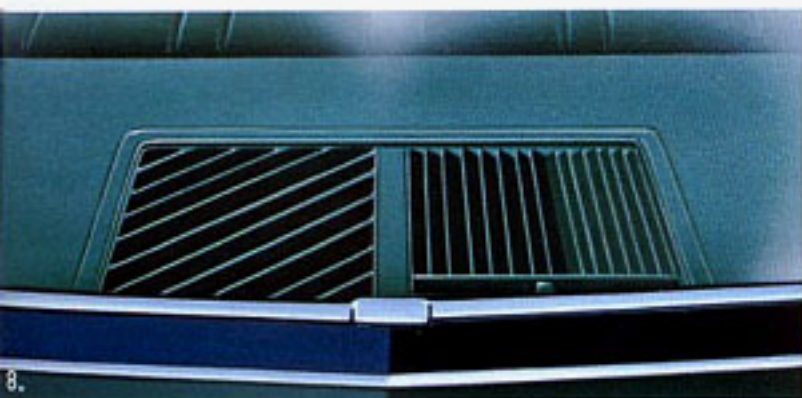
**Accident prevention standard features**

- Improved bumper system
- Side

- marker lights and reflectors (front side marker lights flash with direction signal)
- Parking lights that illuminate with headlights
- Four-way hazard warning flasher
- Backup lights
- Lane-change feature in direction signal control
- Windshield defroster, washers and dual-speed electric wipers
- Wide-view inside day-night rearview 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.

**Anti-theft standard features**

- Anti-theft ignition key warning buzzer
- Anti-theft steering column lock
- Inside hood latch release
- Multiple key combinations
- Visible vehicle identification.





Monte Carlo S with Sky Roof

**1973 Monte Carlo check list.**

Use the boxes to check colors and equipment desired.

**Exterior colors**

- Beige  Tuxedo Black  Light Blue Metallic  Dark Blue Metallic
- Midnight Blue Metallic  Dark Brown Metallic  Chamois
- Light Copper Metallic  Green-Gold Metallic  Light Green Metallic
- Dark Green Metallic  Midnight Green  Dark Red Metallic
- Silver Metallic  Taupe Metallic  Antique White

**Vinyl roof cover colors**

- Black  White  Blue  Chamois  Green  Neutral  Red

**Interiors and colors**

- Conventional seat: knit cloth and vinyl in  Black  Blue  Green  
 Red; pattern cloth and vinyl in  Neutral; available all-vinyl in  
 Black  Green  Neutral. Swing-out Strato-bucket seats: knit cloth  
 and vinyl in  Black  Blue  Green  Red; all-vinyl in  Black  
 Neutral  Green

**Power teams**

- Turbo-Fire 350-2 V8 (standard)  Turbo-Fire 350-4 V8
- Turbo-Jet 454-4 V8  3-Speed Manual Transmission (standard)
- Turbo Hydra-matic  Positraction Rear Axle  Trailering Axle Ratio
- Performance Axle Ratio (350-2 V8 only)

**Popular Monte Carlo options**

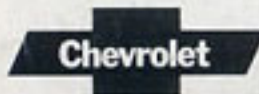
- Many available options are described in this catalog. For a complete list and model application, please check with your Chevrolet dealer.  Four-Season Air Conditioning  Soft-Ray Tinted Glass  Power Sky Roof (Monte Carlo S and Landau only)  Vinyl Roof Cover (except Landau)  Wire Wheel Covers  Deluxe Wheel Covers (except Landau)  Turbine II Wheels (standard on Landau)  Rally Wheels (Monte Carlo S only)  Dual Sport Mirrors (standard on Landau)  Radios: AM, AM/FM, AM/FM/Stereo  Stereo Tape System with AM or AM/FM/Stereo Radio  Six-Way Power Conventional Seat  Power Windows  Power Door Locks  Comfortilt Steering Wheel  Rear Window Defogger  Cruise-Master Speed Control  Swing-out Strato-bucket Seats  Center Console (with bucket seats and Turbo Hydra-matic only)  Special Instrumentation  Auxiliary Lighting  Body Side Molding  Deluxe Bumpers  White Stripe Tires



Monte Carlo S



Monte Carlo Landau



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