

The New Chevrolet

1977 Caprice Classic and Impala



A whole new car, a whole new ball game.

The handwriting was on the wall.

It clearly said that the time had come for a new kind of six-passenger car—one that would be more efficient in its use of this earth's space and materials than full-size cars of the past—one that would use a new standard engine that is smaller and more fuel efficient.

Tall order.

And we made it all the tougher by vowing that the new efficiency would not come at the expense of room, ride, comfort and security.

So we started from scratch and created a car that meets today's needs without abandoning yesterday's desires.

Because we knew you weren't about to settle for anything less.

And you shouldn't.

A quick tour of the highlights.

The 1977 Chevrolet takes up a little less space in the world than its predecessor,

making it a more manageable automobile—easier to maneuver in tight traffic and park in cramped spaces. The turning diameter, curb to curb, has been reduced nearly three feet.

Yet inside the car, where it really counts, a couple of key dimensions have actually been increased:

There is more head room than in the 1976 Impala/Caprice Sedans and Coupes.

There is more leg room for your rear-seat passengers.

There is more trunk room, too. We can practically guarantee you'll gasp, or at least smile, the first time you lift the lid and look inside.

It's no illusion.

We started with a spacious interior and a big-size trunk and proceeded to build a beautifully efficient automobile around them.

A classic example of form following function.

The shape of cars to come.

There have been beautiful cars before.

There have been comfortable cars and economical cars.

This car is a rare combination of all those things and others, a car meant to be measured not so much in inches and pounds as it is in feelings. The uncommon accumulation of good feelings you get when you look at it, when you ride in it—and, most of all, when you drive it.

The New Chevrolet.

There's never been a car quite like it.

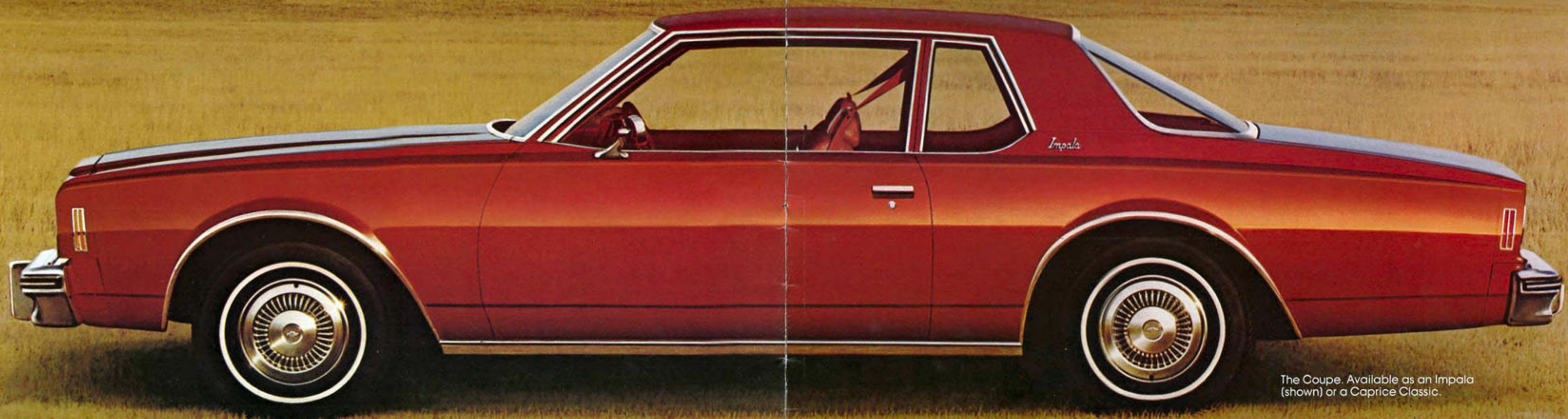
It's a whole new ball game, and the shape of cars to come. Enjoy yourself.

The time had clearly come for a new kind of six-passenger car. One that was more efficient, more manageable in city traffic, more appropriate for the times than the former full-size Chevy. We figured you wouldn't mind if it also turned out to be more beautiful.



The Sedan. Available as a Caprice Classic (shown) or an Impala.

The strategic elimination of excess inches and ounces has produced a car that is more impressive to look at, more manageable to park and more economical to operate. Without abandoning "big car" room, ride and comfort.



The Coupe. Available as an Impala (shown) or a Caprice Classic.

Step right in, bring five friends. The New Chevrolet gives you more head room, more rear-seat leg room and knee room. You'll find it a thoroughly pleasant place to spend an hour — or a day.



Caprice Classic Sedan with available Special Custom Interior.

You'll put a little less in the tank, you'll put a little more in the trunk.

More efficient with fuel.

In spite of this year's more stringent emission control standards, The New Chevrolet got higher EPA mileage ratings than last year's Impala/Caprice.

EPA estimates for the Coupe and Sedan: 22 mpg highway, 17 mpg city, with the new standard 6-cylinder engine, automatic transmission and 2.73 rear axle.

EPA estimates for the Wagon: 20 mpg highway, 16 mpg city, with the new 305 V8 engine.

(In California, EPA figures are lower. Ask your dealer for California EPA estimates.)

Remember, EPA figures are estimates. The actual mileage you get will vary depending on the type of driving you do, your driving habits, your car's condition and available equipment.

Power Teams

Engine	Power Rating*	Engine Usage	Turbo Hydra-matic Standard
250-1 bbl. Six (4.1-litre)	110	Standard on Sedan and Coupe	2.73† Standard 3.08† Avail. (1)
305-2 bbl. V8 (5.0-litre)	145	Standard on Wagon Available for Sedan and Coupe (2)	2.56† Sedan & Coupe 2.73† Wagon
350-4 bbl. V8 (5.7-litre)	170	Available	2.56† Sedan & Coupe 2.73† Wagon 3.08† Avail. (1)

*SAE net (as installed) rating. †Axle ratio.

SPECIAL NOTE: 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.

(1) Performance ratio; included with High Altitude Emission Equipment.
(2) Not available in California or with High Altitude Emission Equipment.

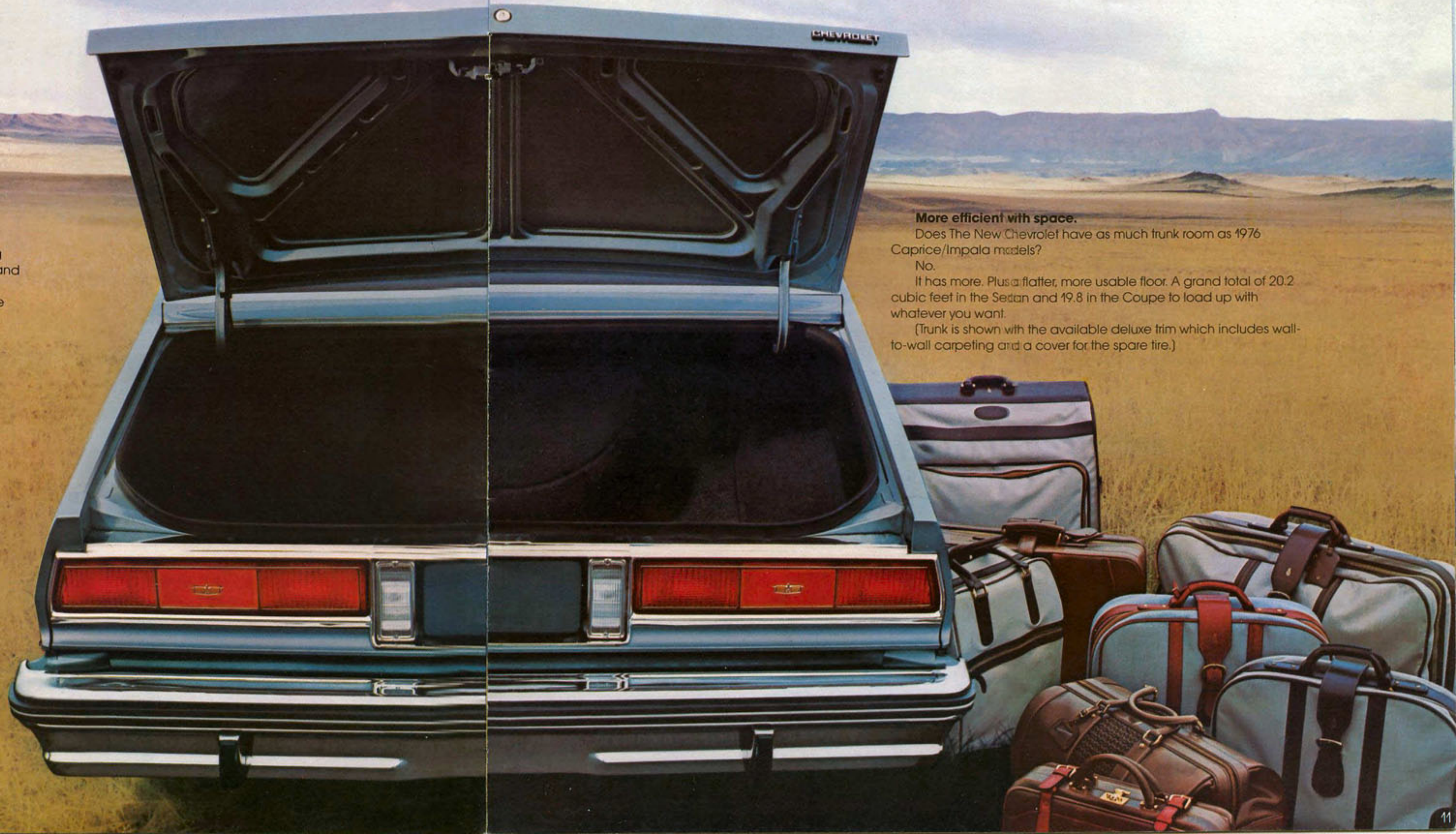
More efficient with space.

Does The New Chevrolet have as much trunk room as 1976 Caprice/Impala models?

No.

It has more. Plus a flatter, more usable floor. A grand total of 20.2 cubic feet in the Sedan and 19.8 in the Coupe to load up with whatever you want.

(Trunk is shown with the available deluxe trim which includes wall-to-wall carpeting and a cover for the spare tire.)



A lot of new thinking went in, a lot of new Chevy came out.

To offer efficiency without giving up room and riding comfort took a great deal of doing.

In the process, we used some of the most sophisticated design tools and techniques ever brought to bear in bringing a new car from drawing board to dealership.

We used, for instance, electronic computers which enabled us to test the strength and rigidity of the structure while the design was still on paper.

A lot of new thinking went in.

A lot of new Chevy came out.

A car built around people.

We started with the inside of the car, designing a spacious and well-appointed chamber in which human beings in any number from one through six could ride in comfort, peace and quiet.



A place to sit tall and feel good.

It is interesting that even though the outside of the car is slimmer than former full-size Chevys, the seats are every bit as broad.

And there are gains, in head room, rear-seat leg room and knee clearance, and the ease with which you can enter and leave the car.

Not just an interior. An environment.

Sure, it's spacious inside.

But it's so much more than that.

You settle in and look around and you like what you see, like what you touch, like how this car makes you feel.

You like the slim contemporary sweep of the new instrument panel, the nice supportive feeling of the seats, the well-tailored appearance of the new one-piece "ceiling" overhead and new one-piece carpet underfoot—with no unsightly gaps to swallow dirt and lost objects, by the way.

You like the tall side windows and all the light they let in. You like the little conveniences: not having to trigger a release to tilt the front seatback forward to climb into the back of the Coupe; having the available power door locks tucked right into the armrests on the doors; having the headlight dimmer built into the turn signal lever so you don't have to grope with your foot.

Ah, but the best is yet to come.

To fully appreciate The New Chevrolet environment you simply must put it in motion. You'll find it hard to believe that a moving automobile can be this quiet, for example. You'll love the smooth and steady ride, the nice responsive steering, the way it maneuvers and parks.

The New Chevrolet is all of that.

And more.

Trimmed by the wind.

There are many ways to design fuel efficiency into an automobile. We started with the silhouette, using the science of aerodynamics to shape and reshape the surface of the car to cut down on wind drag.



surfaces of the car.

Later on, a full-size model was shipped to the wind tunnel facility of Lockheed Aircraft in Marietta, Georgia, for further testing. Additional improvements were made.

Thanks to aerodynamic testing, The New Chevrolet is more than just a beautiful car.

It is a car designed to be beautifully efficient.

Corrosion fighters.

A lot of new thinking was laid against the old problem of corrosion.

The New Chevrolet is protected by a whole series of anti-corrosion treatments and features, from special oil-base coatings on the frame to a tough acrylic finish on the body.

Corrosion protection begins in the basic design, where we went in and eliminated many of the nooks and crannies where corrosion-causing moisture might collect.

And it continues throughout the car with the extensive use of Zincrometal® galvanized and aluminum parts in particularly vulnerable areas, combined with special sealers and fasteners at strategic points.

A whole new Wagon, too.



It looks like a wagon, it drives like a car.

And though more manageable in size than last year's Caprice and Impala Wagons, the new ones are remarkably roomy, with a total carrying capacity of more than 87 cubic feet.

Like the cars, our new Wagons are beautifully finished inside. Not just in the front, but all the way back.

The new Door-Gate drops down like a gate or swings out like a door. And on 3-seat models, the rear-facing third seat sets up and folds down with no trouble at all.

In addition to the spacious lockable storage space under the floor, there's a new lockable compartment in the left quarter panel, plus utility trays set into the top of both quarter panels.

For full details, ask your Chevrolet dealer for a station wagon brochure.



Caprice Classic. The most elegant way to say Chevrolet.

Caprice Classic has stood regally at the top of our line for 12 years and has always been a most special, most sumptuous,

most distinguished Chevrolet. As you can see, it still is. But now, even more. The clean and classic lines

of this year's new design give the 1977 Caprice a look of worldly sophistication. What sets Caprice apart

from all other Chevys and most other cars is a wonderful combination of subtle touches on the outside and in. Caprice has

its own rich-looking textured grille and an impressive new crest which stands proudly on the hood, its own handsome

wheel covers. Inside, you'll find distinctive decor for seats and doors, a fold-down center armrest in the Sedan, door pull

straps, courtesy lights, extra soundproofing, an electric clock and more. Caprice Classic is offered

as an elegant 4-door Sedan, a handsome 2-door Coupe, and a versatile 2-seat or 3-seat Station Wagon.



Caprice Classic Wagon. Beautiful on the inside, too.



Caprice Classic Coupe. With so much rear-seat leg room you'll think you're sitting in a sedan.



Beautifully furnished, beautifully finished. Available 50/50 split seat with dual armrests is shown.



Impala. America's traditional favorite has never been in better shape.

Through the years, the Chevrolet Impala has consistently offered a combination of room, ride, price, value, quality, personality and reputation that has kept America coming back

for more, more, more. It has been an enormously popular automobile, our bread and butter car, and the inspiration for "Baseball, Hot Dogs, Apple Pie and Chevrolet."

So why in the world would we totally redesign it? To make it more appropriate for the times and, in so doing, an even better Impala in many respects than the popular

Impalas of the past. With one eye on the future and one eye on the past, we managed to make the 1977 Impala more manageable in city traffic and parking situations

without robbing you of the room and ride and comfort you've come to know and love.

Then we did a very sneaky thing. We put it all into the prettiest package a Chevrolet

Impala's ever been in.

Like all Impalas, the new one is an incredible amount of automobile for the money and comes complete with radial ply tires, automatic transmission,

power front disc brakes, power steering, High Energy Ignition, even a built-in diagnostic terminal.

The New Impala. More than any Impala

before it, it combines common sense with uncommonly good looks.

Your choices: 4-door Sedan, 2-door Coupe, 2-seat or 3-seat Station Wagon.



Impala Sedan. A very rich-looking automobile.



Impala Wagon. From the driver's seat, you'll think it's a car.



The Impala environment: Spacious, comfortable, quiet—and more.



Included in the price of The New Chevrolet:

1 4.4-litre engine

Chevy's thrifty 250 Six: The new standard power plant for The New Chevrolet Sedans and Coupes. A sensible balance of efficiency and performance.

2 High Energy Ignition

Spark is up to 85% hotter than with earlier conventional breaker-point system, for quick starts and smooth ignition performance at all speeds. Plugs last longer, no points or ignition condenser to replace.

3 Acoustical headlining

Thick polyfoam sound-deadening material is sandwiched between the fabric and the hardboard backing in this attractive new one-piece "ceiling."

10 Full carpeting

New one-piece wall-to-wall carpeting covers even under the seats, does away with dirt-trapping gaps, provides additional sound deadening.

11 Body by Fisher

Beautiful on the outside, durable underneath—with double-panel doors and decklid, box-section roof headers and pillars, heavily ribbed and formed underbody.

12 Radial ply tires

Benefits over conventional tires include longer tread life, impressive traction on wet and snowy roads. Less rolling resistance aids fuel economy.

4 Power front disc brakes

Self-adjusting. Fade-resistant. Audible wear sensors tell you when it's time to replace the linings.

5 Power steering

Combines with this year's tighter turning circle to make parking all the more effortless.

13 Flow-through ventilation

Replaces used air with new air inside the car. Air exits through hidden outlets in the door pillars.

14 Catalytic converter

Takes care of most of the emission control so the engine can be tuned for smooth, responsive performance.

15 Inner fenders

Shield outer surfaces from kicked-up stones, slush and road salt for corrosion protection.

6 Diagnostic terminal

Plugs into analyzer now in operation at most Chevrolet service centers to perform important electrical tests and checks quickly and accurately.

7 "Smart Switch"

Puts your headlight dimmer at your fingertips, right there on the turn signal lever. No more groping with your foot.

8 Automatic transmission

Turbo Hydra-matic moves you smoothly through three forward speeds. Proven in billions of miles of service.

16 Full Coil suspension

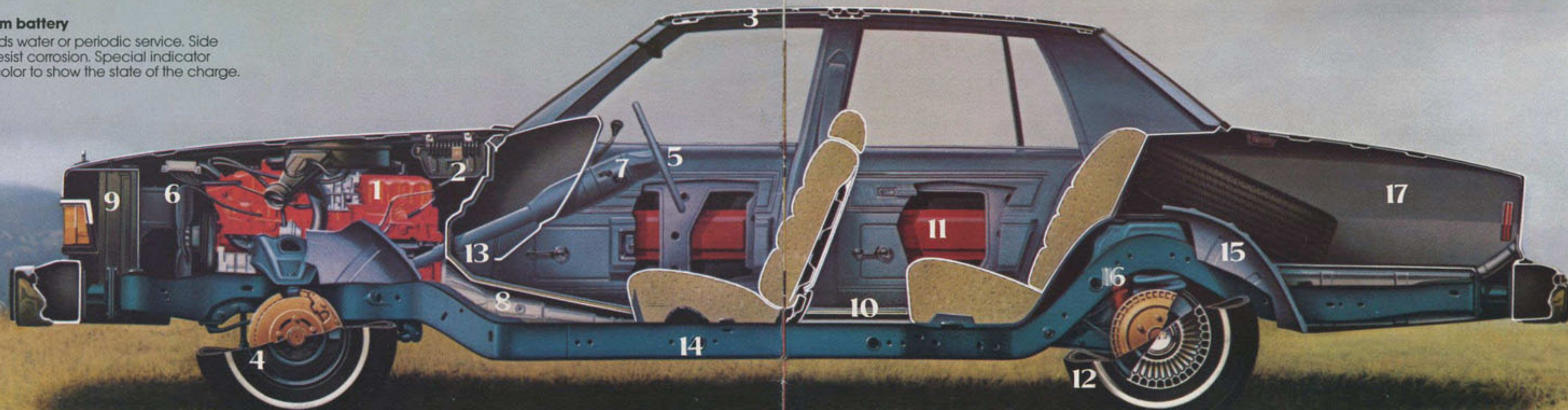
A smooth "big car ride" thanks to big coil springs at all four wheels. Includes front stabilizer bar.

17 Huge trunk

20.2 cu. ft. in the Sedan, 19.8 in the Coupe. Truly enormous, with a nice flat floor and great depth for larger items.

9 Freedom battery

Never needs water or periodic service. Side terminals resist corrosion. Special indicator changes color to show the state of the charge.



Other assorted standards

- Finned rear brake drums
- Molded full-foam seat construction
- New instrument panel design
- Delcotron generator with built-in solid-state voltage regulator
- Coolant recovery system helps prevent loss of coolant
- Built-in heater/defroster system
- Foot-operated parking brake
- Glove compartment light
- Cigarette lighter
- 21-gallon fuel tank
- Sturdy perimeter-type frame
- Comprehensive acoustical insulation throughout.

Caprice only • Full wheel covers • Wheel opening moldings • Roof drip moldings • Courtesy lights • Carpeted lower door panels • Pull straps on front doors • Fold-down front center armrest (Sedan) • Added acoustical insulation • Electric clock • Stand-up hood ornament.

Exterior colors • 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 • Orange Metallic.

Interior trims Caprice Classic only: Knit Cloth in Black, Blue, Green, Buckskin, Firethorn. Custom Cloth available in Blue, Buckskin or Firethorn. Impala only: Knit Cloth in Black, Blue, Buckskin, Firethorn. All-Vinyl available in Black, Blue or Green. Caprice and Impala: All-Vinyl available in Buckskin or Firethorn. Also White, with surrounding environment in Black, Blue, Green or Firethorn.

Occupant protection • Seat belts with pushbutton buckles for all six 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 • Passenger-guard door locks • Safety door latches and hinges • Inertial seat back (no latch required) • Energy-absorbing padded instrument panel and front seat-back tops • Contoured windshield header • Thick-laminate windshield • Safety armrests • Safety steering wheel.

Accident prevention • Side marker lights and reflectors • Parking lamps that illuminate with headlamps • Four-way hazard warning flasher • Backup lights • Lane-change feature in directional signal control • Windshield defrosters, 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 latches. **Anti-theft** • Ignition key reminder buzzer • Steering column lock.

Recommended normal service intervals

Engine oil	6 months or 7,500 miles
Chassis lubrication	6 months or 7,500 miles
Oil filter	First 7,500 miles. Every 15,000 miles thereafter
Spark plugs	Up to 22,500 miles
Transmission fluid	60,000 miles

Some things you can add to add to your pleasure.

Cruise-Master

Automatically maintains speed for added driving ease on long stretches. A touch of the brake deactivates.

Comfortilt steering wheel

Adjusts to six different positions. Good idea for families with more than one driver.

Gauge package

Includes temperature gauge, trip odometer, plus an Econominder gauge which tells you when you're driving in an economical range.

Air conditioning

Four-Season: Heats, cools, defrosts and defogs. **Comfortron:** Maintains the temperature range you dial, automatically, winter or summer. Both units come with built-in diagnostic terminal that speeds system checks.

Digital clock

Tells you the precise time at a glance. (A conventional electric clock is standard on Caprice, available on Impala.)

8-track stereo tape system

Surround yourself with your kind of music wherever you go. Available with AM or AM/FM radios.

Power antenna

Adjust to improve reception as you move from place to place, station to station. Fender-mounted. (Replaces windshield antenna at extra cost.)

Radios

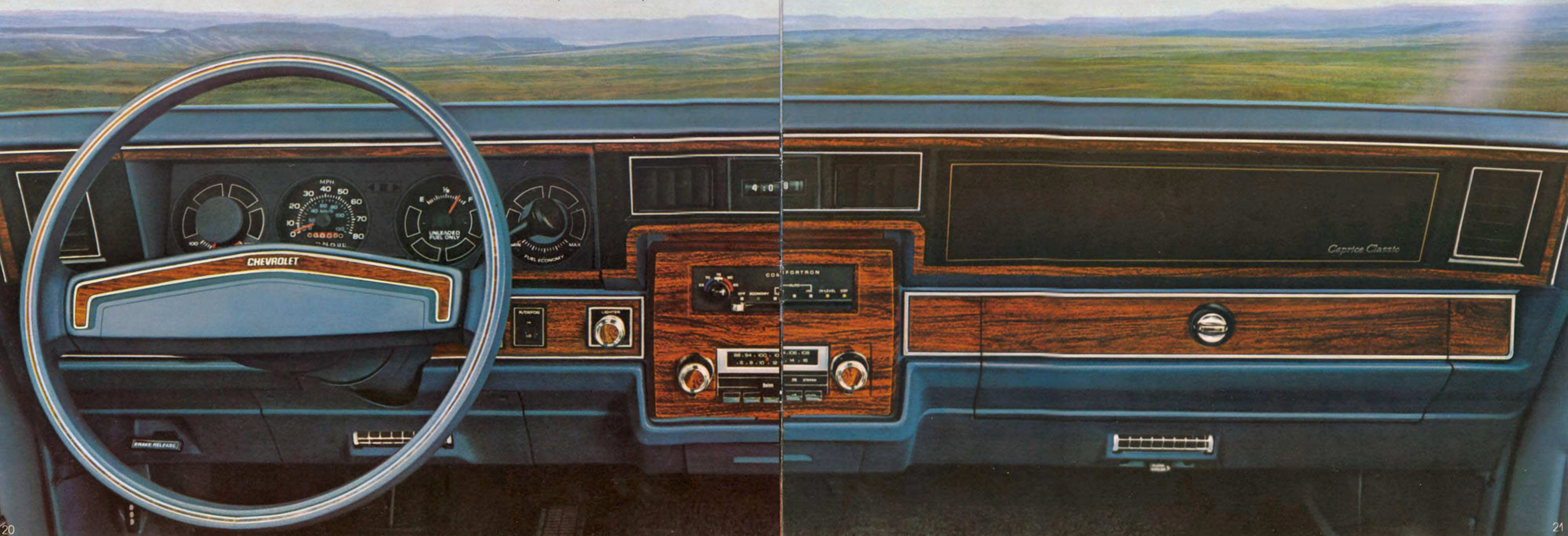
Choose from quality Delco-GM radios—AM, AM/FM and AM/FM stereo. FM models have improved speakers for 1977, for fuller, richer sound that engulfs you. (Windshield antenna included with factory-installed radios.)

Special Custom Interior

Luxurious interior available for Caprice Classic only. Features plush upholstery, 50/50 front seat with dual center armrests, and more.

Power trunk release

Just flick the switch and the lid pops open to allow loading and unloading while you stay in the car.



More things you'll want to consider adding:

1 50/50 seats

Separate and fully adjustable for driver and passenger, with fold-down armrest for each. Deluxe color-keyed seat/shoulder belts are included.

2 305-2 barrel V8 (5.0-litre)

A contemporary small-block 2-barrel 305-cubic-inch alternative to the standard Six. You can feel the difference.

3 350-4 barrel V8 (5.7-litre)

Still more power—for hilly driving, big loads, trailering. 350-cubic-inch engine, 4-barrel carburetion.

4 Power seat

Electric 6-way control of entire front seat—or driver's seat only, if ordered with 50/50 seats.

5 Custom two-tone

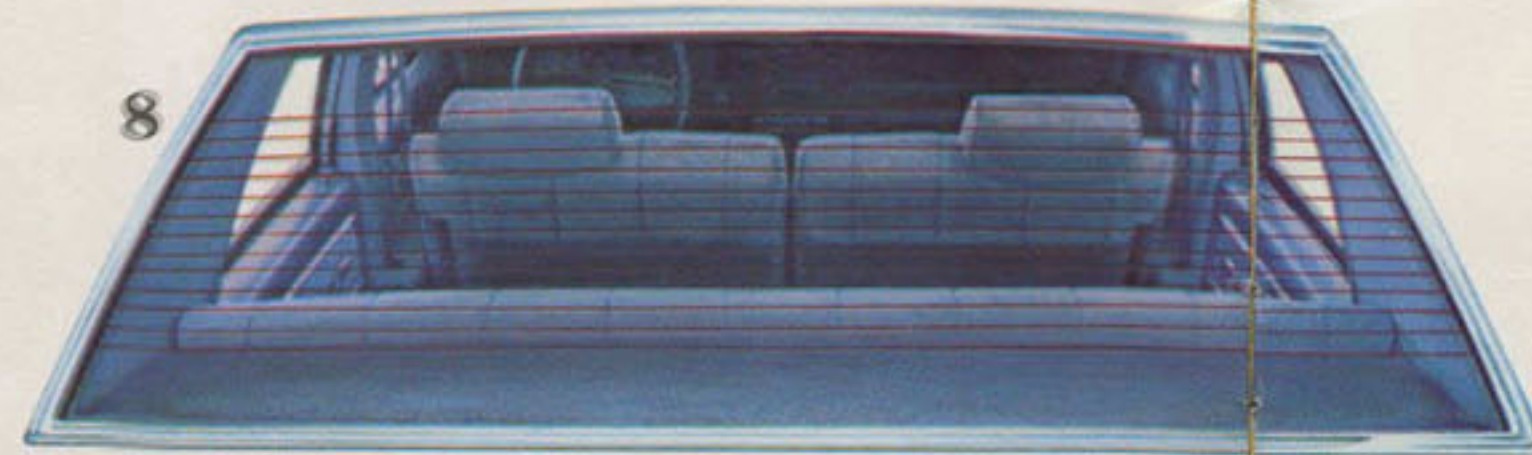
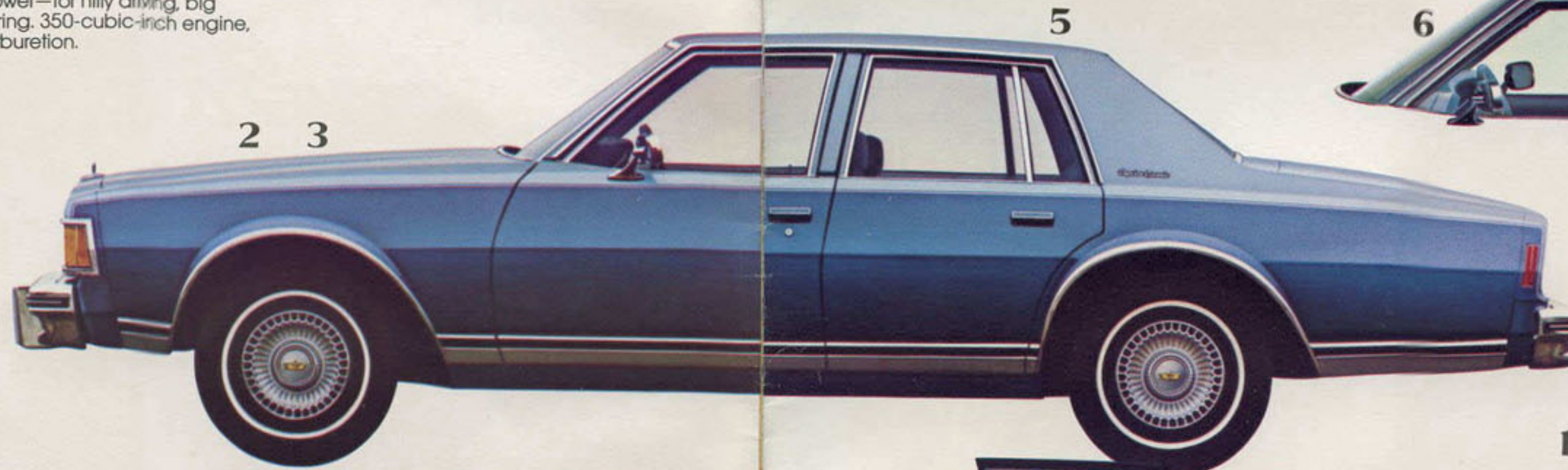
A truly beautiful touch for a truly beautiful car. In sophisticated shades of Blue, Buckskin or Silver. Regular two-tone treatments also available.

6 Tinted windows

Help soften the heat and glare of the sun all the way around.

7 Vinyl roof cover

In shades of Blue, Green, White, Black, Buckskin, Firethorn and Silver depending on the body color you choose.



8 Defogger

Electro-Clear (shown) helps keep rear window clear in bad weather, electrically. Forced air unit also available.

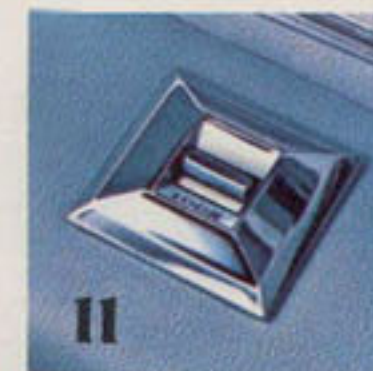
9 Power windows

Master control on driver's door for all four side windows, plus individual switches for passengers.



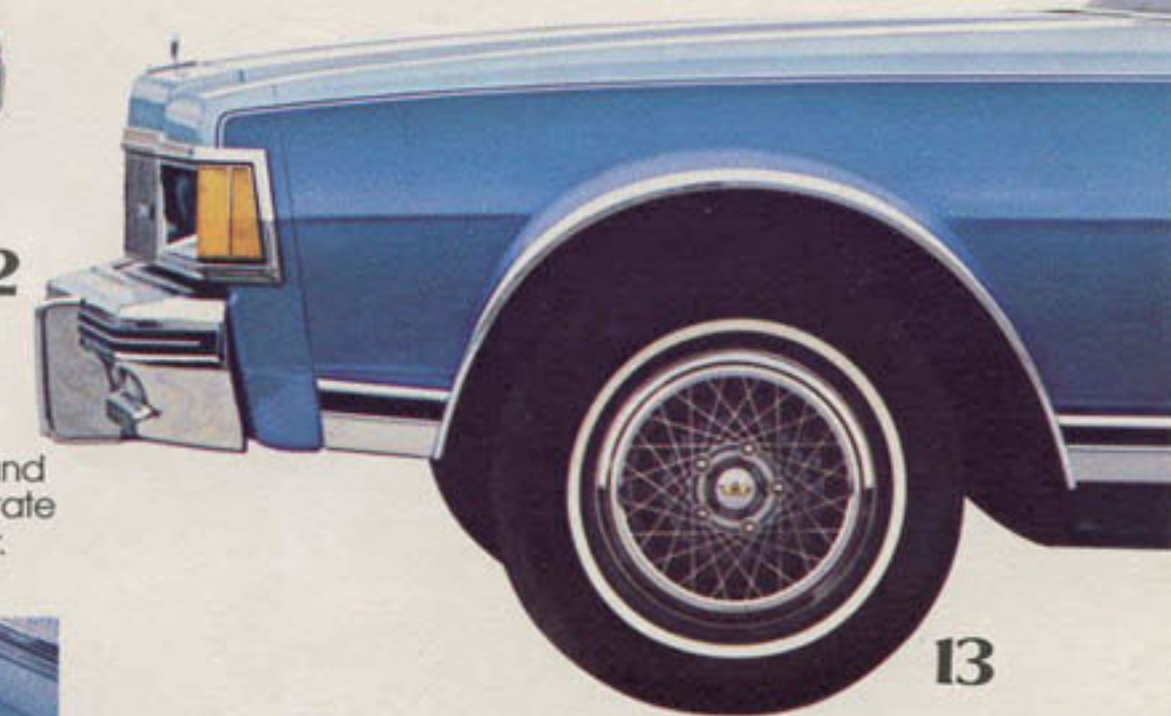
10 Twin remote mirrors

Inside control, right and left. (Remote-control feature also available for conventional mirrors.)



11 Power door locks

Driver snaps the switch and everybody's snug. Separate switch on right-front door.



12 Bumper guards and rub strips

A little extra protection against minor dents and dings, front and rear.

13 Sport wheel covers

Lend a distinctive touch.

Heavy-duty suspension

Helps maintain pleasing ride characteristics under extra-heavy loads, such as trailering.

Steel-belted radials

Replace the standard fiber glass radials, for those who want the strength and durability of steel. (Required with V8 engines.)

Heavy-duty radiator

Includes extra-heavy-duty cooling. Ideal for hot climates, hilly terrains, heavy loads, trailering.

F41 sport suspension

Adds "flavor" to the ride and driving, for those who prefer a sportier feel at the wheel. Includes rear stabilizer, larger front stabilizer, special springs and shocks. (Available with GR70-15 tires only.)

Positraction rear axle

Thinks for itself, automatically delivers the power to the rear wheel with the most traction.

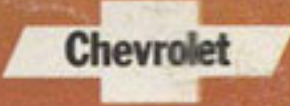
Also available • Value appearance group for Impala (includes body side moldings, full wheel covers and wheel opening moldings) • Heavy-duty battery • Deluxe color-keyed seat and shoulder belts • Litter container • Color-

keyed floor mats, front and rear • Heavy-duty 61-amp Delcotron generator • Visor mirrors, regular or illuminated • Body side pinstriping • Body side moldings. Bright metal with protective, body-color vinyl insert • White stripe

tires • Intermittent windshield wiper system • Super-lift shock absorbers, air adjustable • Trailering equipment for hauling up to 6,000 lbs. (ask your dealer for full information).

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Now that's more like it.

 Chevrolet

