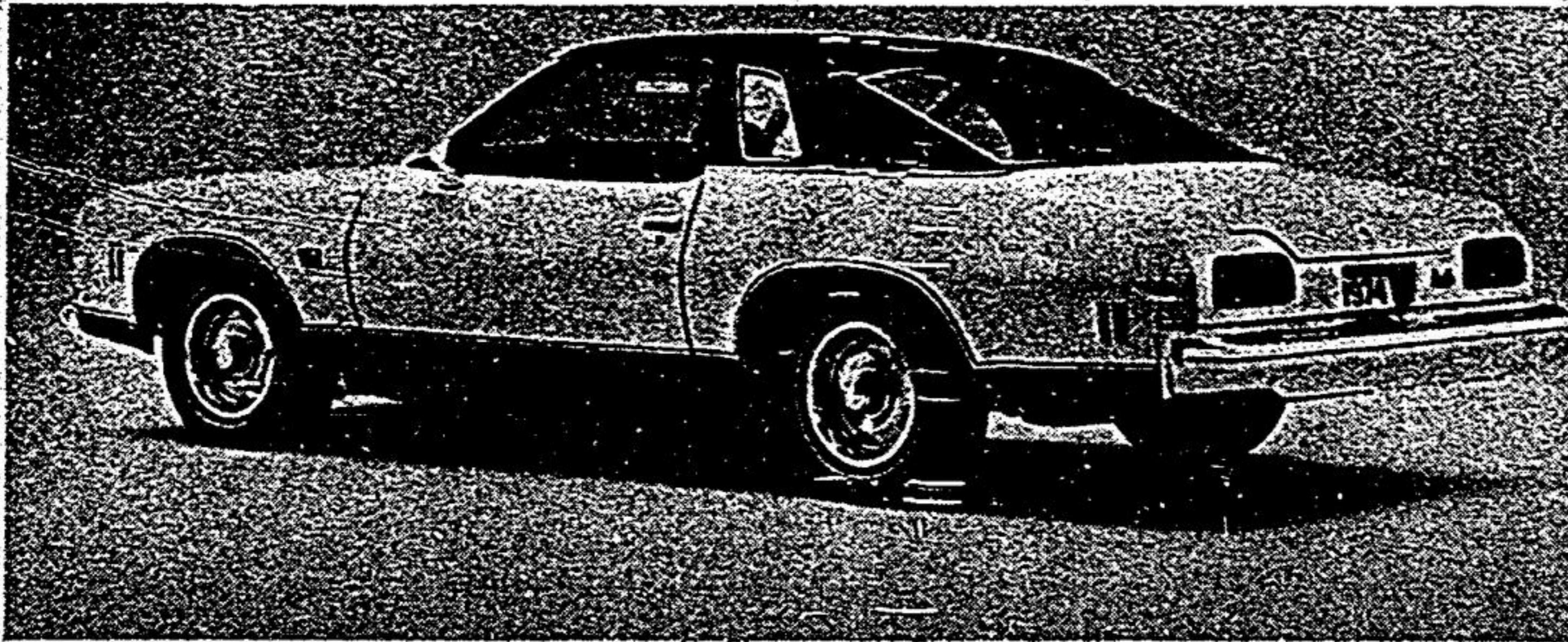


Chevrolet: your year to buy?

Chevrolet's Monte Carlo ... one of the industry's most successful personal luxury cars and winner of the Car-of-the-Year Award in 1973 ... has an even more impressive luxury look in 1974, featuring a completely new chrome lattice-work grille.

Highlight of the Monte Carlo line is the Monte Carlo "S" series. The Monte Carlo S will have optional radial-ply tires, custom suspension with superb road-hugging qualities, and improved acoustics.

Newly-engineered hydraulic safety bumpers give the car a massive look of beauty. Above the rear bumpers are spe-



1974 CHEVELLE LAGUNA S-3

cially textured taillamps. The Monte Carlo has a total body length of 213.1 inches.

In addition to the

base Monte Carlo S, a Landau Coupe also is in the 1974 line-up.

Conventional seats are standard in both, with

swing-out Strato-bucket front seats an option at extra cost for both models. Console is also available with bucket

seats as a separate option.

Monte Carlo Landau equipment includes special vinyl roof cover

with body-color outline mouldings, Landau rear quarter nameplate, fender accent stripping, dual body-color sport mirrors, visor vanity mirror, Landau emblem on door trim panel, and 15 x 7 Turbine II wheels.

The new Chevelle models are headed by the Malibu Classic with Coupe, Sedan and both Classic and Estate Wagons offering two or three seats. Also in the line-up are the sporty Laguna Type S-3 Coupe and the standard Malibu Coupe, Sedan and Wagons with two or three seats.

The new Laguna projects a ready-for-the-road image with specific exterior and interior trim and identification, sport stripes, front bumper guards, front and rear body color bumper impact strips, outside sport rear view mirrors, swivel Strato bucket seats, sport steering wheel and special round dial instrument cluster.

All Chevilles have distinctive new front and rear styling, including a new metal die-cast grille, and new roof treatment featuring an opera window has been designed for the Malibu Classic Coupe, the Landau and the Laguna. Significant 1974 developments are new bumpers, a new plastic outer rear body panel

with steel inner panel and optional steel-belted radial-ply tires with 15-inch wheels for all V8 models. A new notchback style front seat with folding centre armrest is featured on all Malibu Classic models. Chevrolet's economical Nova offers a new sporty Nova Super Sport (SS) for 1974, along with the function and utility of the popular Hatchback Coupe, the regular Coupe and four-door Sedan styles in two series ... Nova and Nova Custom.

A striking new dual striping package along the hood and fender edge and rear deck lid highlights Nova SS option exterior styling.

Black paint around side windows and on dual sport mirrors achieves an effective "black-out" look. The Nova SS has a black grille with argent accents and "SS" emblem, bright roof drip mouldings and parking taillight trim, and stylish rally wheels with special centre hubs. The Nova SS option is available in either Coupe or Hatchback models with a choice of any engine. New standard V8 for the '74 Nova is the Turbo-Fire 350 cubic inch engine, the standard V8 power plant for all models.

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For Mazda, the future is now

Mazda really is an incredible car.

Let's face it: 10 years ago, who had ever heard of a car called a Mazda? A light bulb, yes, but a car?

Now, the Mazdas are everywhere, competing against everybody. Meticulous engineering and some genuine innovations have moved this car up sharply in a few years.

No doubt the most striking feature of Mazda is the rotary engine idea. Starting from the basic NSU Wankel engine, the Toyo Kogyo engineers devoted years to painstaking research and improvements.

The measure of their success can be seen by the number of

manufacturers now considering adoption of the rotary engine: Toyota, Mercedes, General Motors, American Motors... the whole range.

The rotary engine has been adapted to motorcycles and snowmobiles; new uses are being worked out every day. Rotary engines have been wiping out piston engines in Grand Prix and other racing: zero to 60 in 11.8 seconds isn't bad for a stock station-wagon.

Why are rotaries so "hot" all of a sudden? Well, much of it is due to the exhaustive work and refinements contributed by Toyo Kogyo; this means the Mazda rotary engines are pretty much the best possible, at this stage.