

Camaro

GM Booklets

CAMPBELL - EWALD CO.

REFERENCE CENTER

Chevrolet

1971 #25



**A most unusual car
from the place you'd expect:
Chevrolet's Sports Department.**

Let's get something straight right off.

If you think a sports car is a family sedan with performance bolt-ons, put this catalog back where you found it.

OK. Now, for you who like to work out behind the wheel, read on.



About the new Camaro. A "Super Hugger" from the ground up.

Just by looking at its low stance, you'd think it grew out of the road. And we put more into the rear suspension so it handles just like it looks. As a matter of fact, it hangs right in with Corvette.

In the cockpit, same thing goes. The flat-black dash wraps around. Big functional dials stare you right in the face. All the controls are grouped right in front

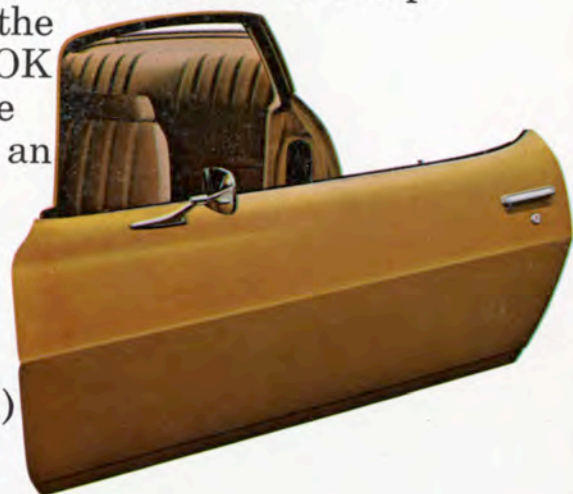


of you **Camaro** so that everything's within easy reach.

The buckets are scooped deep. That way you stay put. Even in the tightest turns. And look, there are two more bucket cushions in back.

By now you're probably getting the idea. Sort of like a 4-place Vette.

And the doors. They're longer. Getting in and out is a snap. Especially the back. It's OK if you have to slip in an occasional shopping bag. (We figure even car buffs have to eat.)



There's more.

You get standard disc brakes up front. The added security of steel guard rails in both doors.

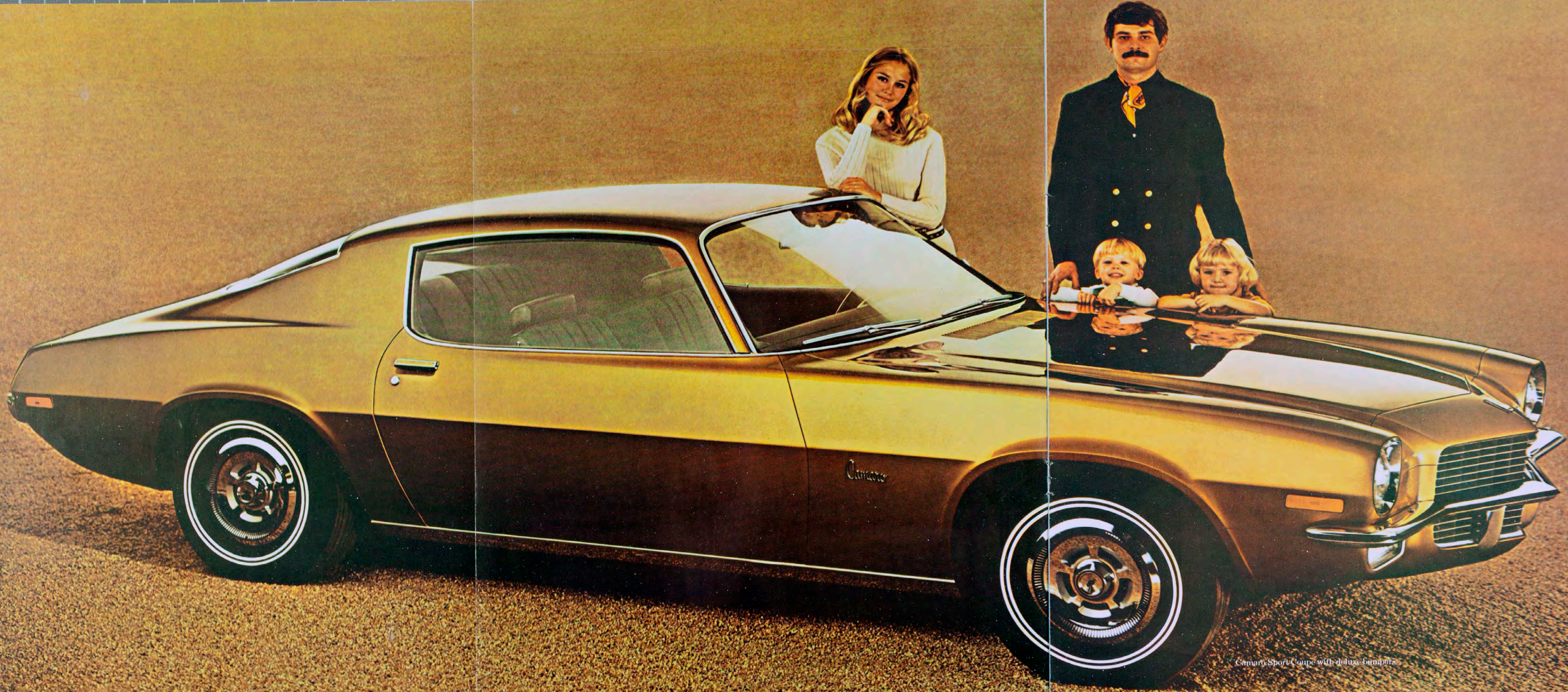
And an eager 200-hp 307 V8 with a 3-speed floor shift.

Like the Camaro so far? Now, let's make a good thing even better.



Many Camaro Options are illustrated (such as Custom Interior seating and instrument panel shown above) and/or described throughout this catalog. Your Chevrolet dealer can provide a complete list.

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Camaro Sport Coupe with deluxe bumpers.

Before you go diving right into this page, hold on just one second. Flip the right page out.

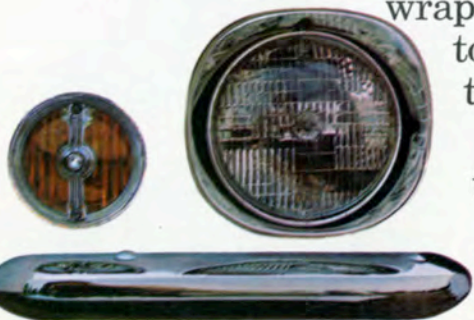
There. Now, take a good long look at the Camaro Rally Sport.

Up front there's a blacked-out grille. It looks so big and mouthy, that it makes Camaro's wide stance seem even wider.



And it's surrounded with a resilient, color-matched frame that acts as a bumper. Then, there's a vertical bar down the middle of the grille. It's resilient, too (a special kind of rubber). So, if somebody gives you a klunk, there are no bruises. And no hurt feelings.

But that's not all the bumper you get. There's a split-bumper that wraps clear around to both sides of the front end.



And see those lights?

One's a rally-styled

parking light. The other, Camaro's high-intensity headlight. They set the Rally Sport apart from other cars. Even in the dark. (You can see it on the back page.)

RS

There are windshield wipers that tuck out of sight. Flared wheel openings like you see on expensive sports cars. Bucket seats. And bright styling accents that give it looks on top of looks.



And on the steering wheel, there's a big, bright RS emblem so you always know you've got something special.

Just watch. When you pull up in this one, you'll get a lot more than admiring glances.

(Now, flip the right-hand page back, and this one out.)



SS Now that you've seen both the RS and SS, here comes the big decision.

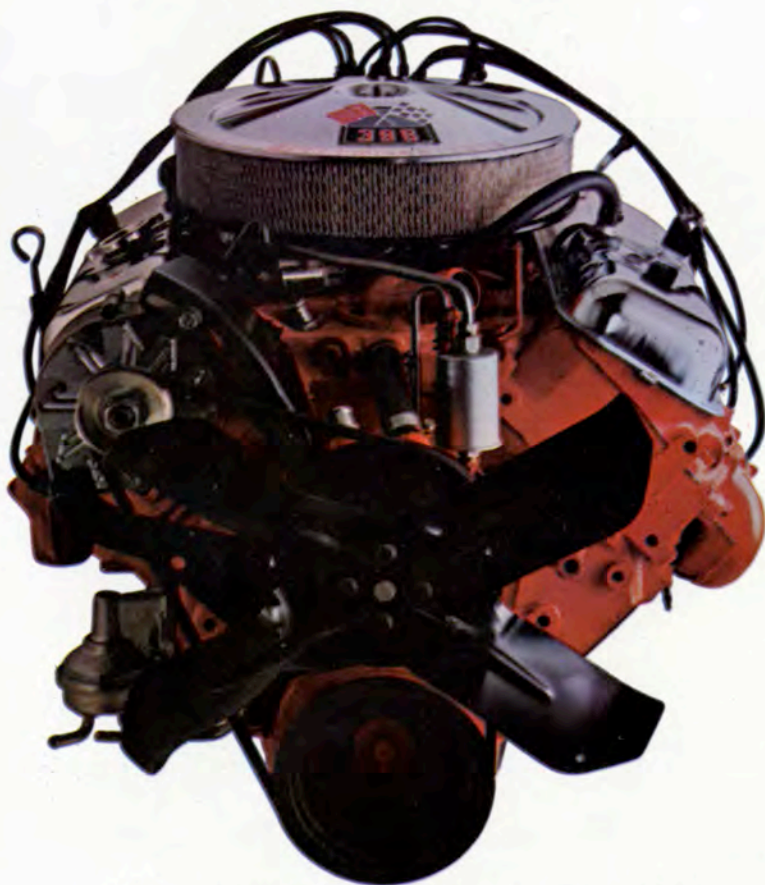
Which one you want more.

Go back. Take another look at both.

..... are you with us again?

Good. Now we'll fill you in on the SS. (Might help you make up your mind which one you like better.)

This is the car for you if you really look forward to getting behind the wheel. Even if it's just to visit somebody down the street.



The standard engine you get is a 300-horse 350-cubic-inch V8 that inhales through 4-barrel carb and

exhales through dual exhausts. If you want still more, you can order the 350-horse 396-cubic-inch V8. When you order this big one you get a special suspension with a rear stabilizer bar. Both engines require 4-speed or Turbo Hydra-matic. That way you've got all the horses in the palm of your hand.

With the SS you also get hood insulation, and black-painted grille and back panel. The rubber is white-lettered F70x14 on 7"-wide wheels. Front disc brakes are standard on the SS, too. But with this package they're power assisted.



And in case you couldn't find the windshield wipers, relax. They're the Hide-A-Way kind.

We even added something for the benefit of other cars. Distinctive SS identification. That way they'll always know what they're up against.

But the best thing is, you don't have to be rich to make the scene.

When you go driving in this one, have the neighbors take your mail.

You might be gone for a while.



Camaro Sport Coupe with Z28 package.

Z28

This is the Camaro Z28. It's not for everybody.

We recommend it for the guy who always wanted a performance car that he could drive to work.

Let's start with the engine. It's a special 360-horse Turbo-Fire 350 V8. And there's a lot that's special about it. Like the cam. The mechanical lifters. The big 4-barrel carb. Everything spells performance.

But there's more to it than that.

You also get extruded aluminum pistons. Extra-large intake and exhaust valves. And a thermo-modulated fan that cuts in when the engine needs more cool.

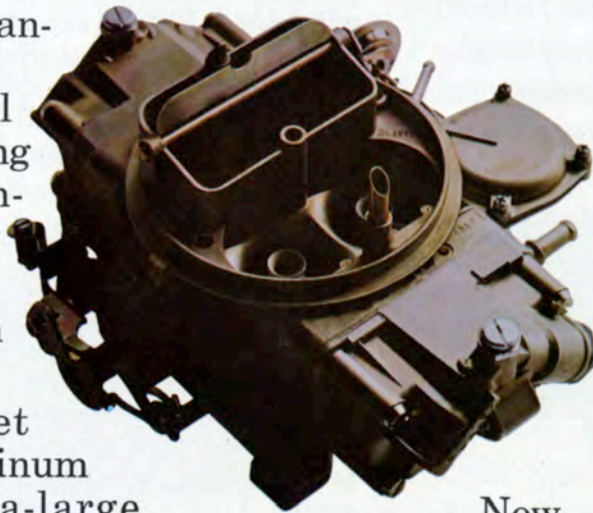
Same thing with the transmission. Order 4-speed with a Hurst linkage. Gives you short crisp throws. If you want to go the automatic route, you can order the Turbo Hydra-matic.

It's a three-range setup that shifts itself or lets you take over.

The suspension?

Ditto. There are higher rate springs with matching shocks at all four wheels. A stabilizer bar in the rear as well as the front. Combine all that with the Z28's quick-ratio steering and you'll move through corners flat and precise.

Then, there are other performance telltales. Special wheels with F60x15 white-lettered tires. Heavy-duty radiator. Special Z28 striping. And a rear-deck air spoiler.

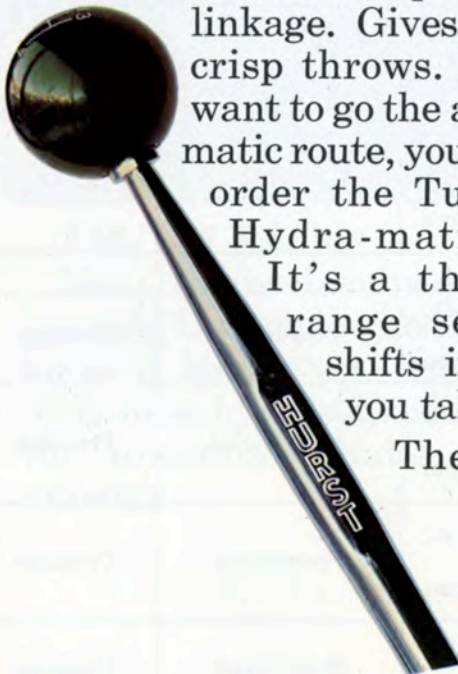


Now, that's what we call a healthy car.

One more thing. When you come to see the "Z," make sure you've got your driving gloves.



If that isn't enough to get your adrenalin flowing, there's a Corvette catalog not too far away.



Our things for yours.

Camaro Options.

Let's suppose somebody on the next block has a new Camaro, too. That's nice, but no two Camaros have to be exactly alike. Here's how you can do it up your way.

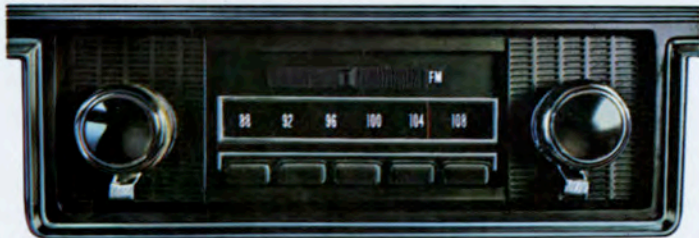
Deluxe Bumpers

Here's something that looks as good as it works. A thick rubber strip is added to the entire length of the front and rear bumpers. They take the sting out of hard knocks.



Four-Season Air Conditioning

It's a nice thing to have when the heat's on outside. Adjust the controls, roll up the windows and enjoy the cool (V8 models only).



AM/FM Radio

The Camaro itself is entertaining enough. But some good sounds can make it better yet. And see those little lines in the windshield? That's the antenna. That's right, the antenna.



Special Instrumentation

Forget the tack-on-tach. Ours is on the instrument panel, along with a temperature gauge and an ammeter. There's even a clock to show you what good times you're making.

Center Console

The action is right here whether you order manual or automatic transmissions. You get it with simulated wood, storage compartment and courtesy light.

Custom Interior

With such a great looking outside, why not order an extra special inside?



You can take your choice of all-vinyl buckets in five colors (black, bright blue, dark green, saddle or sandalwood). Or you can specify a luxury fabric in any of four colors (black, black/bright blue, black/dark green, or black/white).

You also get wood-grain accents on instrument cluster panel, door trim panels and steering wheel, extra body insulation, luggage compartment mat and more. Now, that's what we call plush.

Sport Mirrors

Expensive sports cars have streamlined mirrors like this. So does Camaro. They're color matched and come with remote control on the driver's side.



Your Chevy dealer has a complete list of Options and Custom Features.

Standard Safety Features

Occupant Protection

Seat belts with pushbutton buckles for all passenger positions. Shoulder belts with pushbutton buckles—driver and right front passenger. Two front-seat head restraints. Energy-absorbing steering column. Passenger-guard door locks with forward mounted lock buttons. Safety door latches and hinges. Folding seat back latches. Energy-absorbing instrument panel and front seat back tops. Thick-laminate windshield. Padded sun visors. Safety armrests. Safety steering wheel. Side-guard door beam. Cargo-guard luggage compartment. Double panel roof structure with integral headers.

Accident Prevention

Side marker lights and reflectors. Parking lights that illuminate with headlights. Four-way hazard warning flasher. Backup lights. Lane-change feature in directional signal control. Windshield defroster, washer and dual speed wipers. Wide-view inside day-night mirror (vinyl-edged, shatter-resistant glass). Outside rearview mirror. Bias belted ply tires with tire tread wear indicators. Dual master cylinder brake system with warning light. Starter safety switch. Dual-action safety hood latches.

Anti-theft

Anti-theft ignition key warning buzzer. Anti-theft steering column lock. Anti-theft door lock buttons.

CAMARO POWER TEAMS

ENGINES	TRANSMISSIONS	REAR AXLE RATIOS	COMPRESSION RATIO	TORQUE	CARBURETION	REQUIRED FUEL
STANDARD ENGINES						
155-hp Turbo Thrift 250 Six	3-Speed	3.08	8.5:1	235 lb-ft. @ 1600 rpm	Single barrel	Regular
	Powerglide	2.73				
200-hp Turbo-Fire 307 V8	3-Speed	3.08	9.0:1	300 lb-ft. @ 2400 rpm	Two barrel	Regular
	Powerglide	2.73				
	Turbo Hydra-matic	2.73				
EXTRA-COST ENGINES						
250-hp Turbo-Fire 350	4-Speed	3.36	9.0:1	345 lb-ft. @ 2800 rpm	Two barrel	Regular
	Turbo Hydra-matic	2.73				
300-hp Turbo-Fire 350 V8 (SS only)	4-Speed	3.31	10.25:1	380 lb-ft. @ 3200 rpm	Four barrel	Premium
	Turbo Hydra-matic	3.07				
360-hp Turbo-Fire 350 V8 (Z28 only)	4-Speed	3.73 or Special Option 4.10	11.00:1	380 lb-ft. @ 4500 rpm	Four barrel	Premium
	Turbo Hydra-matic					
350-hp Turbo-Jet 396 V8 (SS only)	4-Speed	3.31	10.25:1	415 lb-ft. @ 3400 rpm	Four barrel	Premium
	Turbo Hydra-matic					



Get the message? Get the car.

Model

- Sport Coupe

Packages

- Rally Sport
- SS
- Z28

Interiors

- Standard Interior: all-vinyl interior available in black, bright blue, dark green, saddle or sandalwood
- Special Interior Group: includes wood-grained accents on instrument panel and steering wheel. Available at extra-cost with standard interior only (included in Custom Interior).
- Custom Interior (See option page)

Magic-Mirror Colors

- Daytona Yellow ■ Astro Blue
- Mulsanne Blue

- Classic Copper ■ Autumn Gold ■ Camaro Gold
- Shadow Grey ■ Citrus Green ■ Forest Green
- Green Mist ■ Cranberry Red ■ Desert Sand
- Cortez Silver ■ Hugger Orange ■ Classic White

Engines

- 155-hp Turbo-Thrift 250 Six (standard)
- 200-hp Turbo-Fire 307 V8 (standard)
- 250-hp Turbo-Fire 350 V8
- 300-hp Turbo-Fire 350 V8 (SS only)
- 360-hp Turbo-Fire 350 V8 (Z28 only)
- 350-hp Turbo-Jet 396 V8 (SS only)

Transmissions

- 3-Speed
- 4-Speed
- Powerglide
- Turbo Hydra-matic

New options

- Sport mirrors
- Deluxe bumpers
- Special wheel covers

Popular extras

- Style trim group: bright accents around windows, rear edge of hood, parking and taillights. Plus, color accented door handles.
- Special-performance suspension
- Soft-Ray tinted glass
- Appearance Guard Group: door edge guards, front and rear floor mats, visor vanity mirror.
- Operating Convenience Group: electric clock, rear-window defroster and outside remote-control rearview mirror.
- Power disc brakes
- Center console
- Air spoiler



All illustrations and specifications contained in this literature are based on 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. Chevrolet Motor Division, General Motors Corporation, Detroit, Michigan 48202.

