
There was a time when I'd wonder why a new model had to change from year to year. Today, if it had to be completely different from the one before, it'd be too expensive. But you don't believe that anymore. You've changed. And we've changed.

"That's why the '71 Chevrolet-Malibu pictured here isn't a bit different from last year's. Why again? Because we make something that looks different just to look different!"


The car you drive is the new one. That's why the '71 Chevrolet-Malibu pictured here isn't a bit different from the car you drive. And that's why the Chevrolet-Malibu is the car you drive. That's why the Chevrolet-Malibu is the car you love. That's why the Chevrolet-Malibu is the car you drive. That's why the Chevrolet-Malibu is the car you love.
The inside should be as nice as the outside. After all that's where you spend most of your time.

Malibu interiors are restyled for '71. New patterns. New trim.

The standard interior (except convertible) uses black and vinyl in the seats with all-vinyl trim on the doors and side panels. Black, dark blue, or dark jade; plus sandalwood for sport coupe and sport sedan models. On the floor, color-keyed deep-pile carpeting.

If you like, you can order all-vinyl seats like those pictured below. They come in black, dark jade, sandalwood, dark saddle, or dark blue. Spreading on model.

The standard interior in the convertible is all-vinyl to begin with. All you do is pick the color. Black, dark jade or dark saddle.

For a more sporty interior in the sport coupe or convertible, order all-vinyl Strato-huck seat upholstery. In black, dark jade or dark saddle, plus sandalwood for the sport coupe. And you can order a center console in between when you specify a floor-mounted transmission shift lever.

But enough about the trim. Every Malibu Sport Coupe and Convertible comes with Astro Ventilation. Which means we've eliminated the vents in the side windows. But you still get a continuous supply of new outside air inside the car as you drive. It works through a system of vents-pots on the instrument panel so you can drive with windows up, avoiding outside noise, rain, dirt and dust.

Other features you'll like inside Malibu, and all Chevelles for that matter: anti-theft steering column lock; front seat head restraints; armrests on all doors; day/night rearview mirror; automatic ignition key alarm; center console; and a new steering wheel with a cushioned center.

But you'll like it most where you sit. Those seats are cushioned with plenty of thick foam padding. We think you'll be sitting on them quite a bit. So we made them extra comfortable.

Putting you first. Every that in mind... We do.
We make different Malibus for different people.

Malibu comes in four models: Malibu Sport Coupe, Malibu Sport Sedan, Malibu Convertible, and Malibu 4-Door Sedan.

The coupe and convertible carry five people on a 112-inch wheelbase. The sedans take on six passengers over a 116-inch wheelbase.

A power top is now standard equipment with the convertible. Comes in your choice of black or white.

The long-lasting Magic-Millar acrylic lacquer finish shines in 35 colors, 15 of them new for '71. Six two-tone combinations are available for all models except the convertible. By the way, that finish is so durable you don't have to wax it.

Standard engines are a 145-hp Turbo-Thrift, 250 Six (not available with sport sedan or convertible) and a 300-hp Turbo-Fire 396 V8. More power is available if you like, up to 365 horsepower. Engines feature valve-in-head design, twin-plate spark plugs and automatic choke. A Delco-Remy generator and a new sealed 12-terminal battery are standard.

With all these models, Malibu offers almost every kind of drive something to like. For those who don't find what they're looking for in a Malibu, there are other Chevelles. Quite different.
So little money never bought so much car.

We realize some people put economy first. Maybe you. And especially now. So we make economy Chevelles. We call them Chevelle Chevelles. Sport coupe and 4-door sedan.

Mechanically, the Chevelle Chevelles are no different than the Malibu. Same Body by Fisher, same perimeter frame, same size, same standard power, same suspension. And even the same standard safety and security features. These Chevelles are just a little more on the basic side.

Interiors are offered in three cloth-and-vinyl choices: black, dark blue or dark jade. Or, if you choose, an all-vinyl interior is available in black. Whichever you choose, doors and sidewalls are trimmed in matching vinyl. And the floors are covered with rugged, color-keyed, vinyl-coated rubber.

We started building these lower priced Chevelles mid-way through the 1970 model year. The reason? As you became more concerned with where your money went, you changed your needs. We changed to meet them.
And now a little something for the faithful.
SS: First there was the 396. Then the 454. Now...

Don't panic. There's still an SS 454. Any car that's named the best of its kind in Car and Driver's Readers' Choice Poll (the 1970 Chevelle SS 454) is one to stop around.

But for '71, the SS has seen a few changes. Few. But meaningful.

Some people wanted all the handling and appearance of the SS 454. But without the 454. So we made our SS package available for Malibu Sport Coupe or Convertible with any V8 engine except the 307. There are two Turbo-Fire 396 V8s and a Turbo-Jet 400 V8 in addition to the 454.

Whichever you pick, you'll still get all these SS features: power disc/drum brakes; black-accented grille; special suspension; a special donated hood with functional hood scoop; left-hand remote-control sport mirror; new 15" x 7" sport wheel; new F60 x 15 white-lettered tires; and a black-accented steering column and wheel with SS nameplate.

And there are a few more things you can order. Like sport stripes on the hood and trunk lid, and bucket seats inside.

We did it for those who just want to look the part, if you know what we mean.

When that isn't good enough, there's the SS 454. 365 horsepower. A four-barrel carburetor. Cold Induction hood is available (you step on the gas to shoot a swirl of outside air into the engine). Sport stripes with CI hood. You can order a special 4-Speed or Turbo Hydra-matic transmission to go along with it. And more.

After all, some of you haven't changed. And we're ready for that, too.
Our extras. You pick 'em. We'll put 'em on.

Here are some of the features you might want to add to your Chevelle.

- **Four-Season air conditioning**—Not only cools when it's hot, but heats when it's cold, dehumidifies when it's damp and filters when it's dusty. Closest thing we know of to catch on your garage door again.  
- **Stereo tape system**—Provides up to 80 minutes of uninterrupted listening to eight-track tape cartridges. Can be ordered with AM or AM/FM/Stereo radio.  
- **Sport suspension**  
- **Strato-bucket front seats**  
- **Variable ratio power steering**—The more you turn the wheel, the more power assistance you get. Adds to ease of parking at no sacrifice to road feel on straights.  
- **Cruise-Master speed control**  
- **Power door lock system**  
- **Automatic seat back latch**  
- **Center console**—Available when Strato-bucket seats and a floor-mounted transmission shift lever are ordered. Accommodates the shift lever, storage compartment and courtesy light.  
- **Heavy-duty radiator**  
- **Heavy-duty battery**  
- **Positraction rear axle**  
- **Vinyl roof cover**  
- **Black, white, dark blue, dark brown, dark green.**

- **Compass**  
- **Special instrumentation**—Available with V8 sport coupe and convertible models. Includes: clock, ammeter, temperature gauge and tachometer.  
- **Rear-mounted ski rack**  
- **Rear-deck luggage carrier**  
- **Sport stripes for Malibu Sport Coupe and Convertible.**

- **Auxiliary lighting**  
- **Engines**—V8 engines are available rated at 245, 270, 300 and 365 horsepower.  
- **Transmissions**—Powerglide, Turbo Hydra-matic, and floor-mounted 3-Speed, Special 3-Speed, 4-Speed and Special 4-Speed.  
- **Equalizer trailer hitch**  
- **Trailer wiring harness**  
- **Highway emergency kit.**
- **Wheel covers**—Two different styles to choose from including the custom wheel covers shown below. 
- **Rally wheels** • **White-stripe tires**
- **Child safety seat** • **Tissue dispenser** • **Litter container**
- **Power disc brakes**—A small investment helps reduce the chance of fade. Rear drum brakes also power assisted. 

**Operating Convenience Group**—Includes electric clock, rear-window defroster and left-hand remote-control outside rearview mirror.

**Appearance Guard Group**—Includes front and rear bumper guards, door edge guards, color-keyed front and rear floor mats and visor mirror.

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<th>ENGINES</th>
<th>Gross hp</th>
<th>SAE net hp</th>
<th>3-Speed</th>
<th>4-Speed</th>
<th>Powerglide</th>
<th>Turbo Hydraulic</th>
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<tr>
<td>250-cu.-in. Six*</td>
<td>145</td>
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<td>307-cu.-in. V8*</td>
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<td>350-cu.-in. V8</td>
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<td>350-cu.-in. V8</td>
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<td>400-cu.-in. V8</td>
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<td>454-cu.-in. V8 (SS only)</td>
<td>365</td>
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*Standard. **Special 4-Speed. †Floor shift. ‡Special 3-Speed with floor shift.
Here’s a quick check list of some of the standard and available features that’ll make your Chevelle something you can call your own. Check off your favorites. And don’t forget to bring it with you as a guide when you visit your Chevrolet dealer.

**Model**
- Chevelle Sport Coupe
- Chevelle 4-Door Sedan
- Malibu Sport Coupe
- Malibu Sport Sedan
- Malibu Convertible
- Malibu 4-Door Sedan
- SS Sport Coupe
- SS Convertible

**Interior**
- Standard
- All-vinly (standard with convertible)
- Strato-bucket (sport coupe and convertible)

**Color**
- Tuxedo Black
- Mulanne Blue
- Ascot Blue
- Classic Copper
- Pacer Gold
- Lime Green
- Cottonwood Green
- Antique Green
- Burnt Orange
- Cranberry Red
- Rosewood Metallic
- Sandalwood
- Nevada Silver
- Antique White
- Sunflower Yellow

**Popular extras**
- Four-Season air conditioning
- Power disc/drum brakes
- Variable-ratio power steering
- Soft-Ray tinted glass
- Radio: □ AM □ AM/FM □ AM/FM/Stereo
- Stereo tape system
- Comforttilt steering wheel
- Center console
- Vinyl roof cover
- Rally wheels
- White-stripe tires
- Positrack rear axle
- New 4-spoke sport steering wheel
- Wheel covers

**Engine**
- 145-hp Turbo-Thrift 250 Six (standard)
- 200-hp Turbo-Fire 307 V8 (standard)
- 245-hp Turbo-Fire 350 V8
- 270-hp Turbo-Fire 350 V8
- 300-hp Turbo-Jet 400 V8
- 365-hp Turbo-Jet 454 V8 (SS only)

**Transmission**
- □ 3-Speed
- □ 4-Speed
- □ Powerglide (2-range automatic)
- □ Turbo Hydra-matic (3-range automatic)

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