

CHEVY LUW

SERIES 10



BUILT TO STAY TOUGH

The mini-pickup with the maxi-payload.

Chevy LUV is the pickup for today. Compact in size, yet able to work like a full-fledged half-tonner. With an available 7½-ft. pickup box, the LUV has the longest cargo box of any small-size pickup. A GVWR of 4150 lbs. and a payload of up to 1635 lbs. (including driver, passenger, equipment and cargo). LUV's regular 6-ft.-box model has a GVW rating 3550 lbs., with a payload of up to 1125 lbs. That's Chevy LUV.

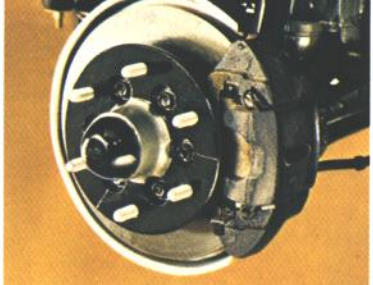
BUILT TO STAY TOUGH



Standard interior.

The LUV standard interior is all vinyl. It features a foam-padded bench seat and interior in a choice of either blue or saddle. Color-keyed, molded floor mats, color-keyed seat belts and embossed door trim panels are also standard.





Hidden storage area.

Behind the seat, there's a convenient storage area.

Many vehicles in this catalog are shown with available factory-installed options, dealer accessories and specialized equipment from various independent suppliers.

Tough 4-cylinder engine.

All LUVs come equipped with an overhead-cam 1.8 Liter (110.8 Cu. In.) engine that burns unleaded gas. It has a cast aluminum head and fine tri-metal, steel-backed main bearings.

Smooth-riding.

2-wheel-drive LUV models with the popular 6-ft. box have the soft-riding suspension. Torsion bar independent front suspension helps soak up road jolts, while the standard stabilizer bar helps provide stability. Four-leaf, two-stage rear springs contribute to a smooth ride.

Brakes. Disc and drum.

Standard front discs are single-cylinder, floating caliper type, with built-in wear indicators. Rear brakes are self-adjusting duo-servo drum type with molded linings bonded to brake shoes. Power vacuum assist is standard, too.

EPA mileage estimates of 2WD

Federal
25 35
EPA EST. MPG EST. HWY.

Remember: Compare the "estimated MPG" to the "estimated MPG" of other vehicles. You may get different mileage, depending on how fast you drive, weather conditions and trip length. Actual highway mileage will probably be less than the estimated highway fuel economy.

California
24 34
EPA EST. MPG EST. HWY.



**Chevy LUV with 7½-foot box.
Chevy LUV 4x4 shown on cover.**



LUV 4x4

High traction, low profile.

Chevy LUV is the first mini-size pickup to offer 4-wheel drive. It delivers the ground-grabbing traction you expect in a 4-wheel drive. With its trim width, it can slip through some of the tightest spots. And with the 4x4 running gear tucked neatly into the chassis, LUV 4x4 offers a surprisingly low profile.



High ground clearance.

The 4-wheel-drive LUV has a higher ground clearance than many full-size 4-wheel-drive pickups. A full 7.5 inches to help clear obstacles. Yet entry height is lower for easier entry and exit.



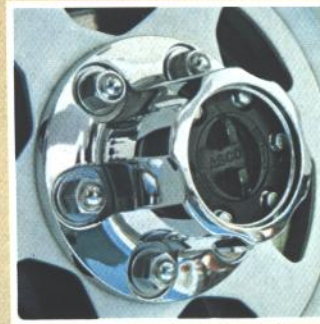
Trim width, tight turns.

The LUV has a trimmer width than many full-size 4x4 pickups. A lean 63.2 inches overall helps you get through those tight squeezes. The LUV 4x4 turns in a tighter circle than any full-size 4WD pickup. Only 36.7 ft. wall to wall.



Independent front suspension.

LUV 4x4's front suspension is of the independent type, utilizing upper and lower control arms, ball-type joints and torsion bar springs. Direct double-acting front shock absorbers and a stabilizer bar are included.



Manual locking hubs.

A simple turn of the activator knob on each front wheel engages or disengages the front wheels, allowing them to turn freely without turning the front axles, differential and driveshaft. This reduces wear and improves efficiency on the highway.

EPA mileage est. of 4WD

22
EPA EST. MPG

30
EST. HWY.

Remember: Compare the "estimated MPG" to the "estimated MPG" of other vehicles. You may get different mileage, depending on how fast you drive, weather conditions and trip length. Actual highway mileage will probably be less than the estimated highway fuel economy.

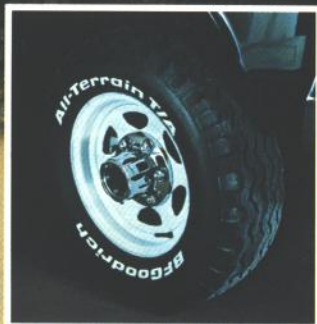


LUV 4x4



Transmission and transfer case.

The LUV 4x4 is equipped with a 4-speed fully synchronized manual transmission. An integral transfer case has a separate shift lever to give you a choice of HI and LO 4WD positions.



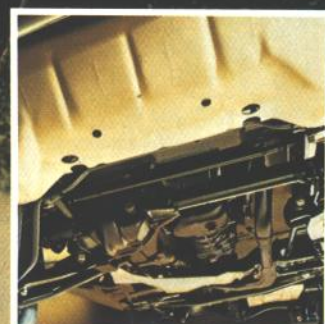
All-terrain tires.

Consistent with LUV's sporty appearance, and to help deliver good traction, white-lettered F70-14B bias-belted, all-terrain tires are standard equipment on the LUV 4x4.



4x4 decal available.

A 4x4 decal package is available in 1980. Color-keyed to the truck's interior, the package features a distinctive tri-tone 4x4 decal on the hood and cargo box sides, and a bi-tone stripe design on hood, cargo box sides and tailgate.



Shield plate package.

To provide added protection for off-road driving, the LUV 4x4 has a shield plate protection package as standard equipment. Included are protective steel plates for lower radiator tank, transfer case and fuel tank.

LUV

A LOT TO LIKE

AVAILABLE OPTIONS:

1. Available sport decal package.

Helping to make your LUV as exciting to look at as it is to drive, this colorful decal package is available on both 2- and 4-wheel-drive LUV pickups. The brilliant tri-color striping on sides, hood, and tailgate is color keyed to the interior. Available in light blue, medium blue and dark blue striping (with blue interior) and light orange, orange and red striping (with red and saddle interior). Not available with 4x4 decal package.

Exterior decor package.

Includes bright exterior windshield and rear window moldings, bright drip rail and belt line moldings, bright wheel covers (on 2WD LUVs) and bright hub covers on 4x4 LUV models.

2. Mikado interior.

LUV's most luxurious interior option. Full-width seats in luxurious blue, red or saddle cloth, matching door inserts, carpeted floor and stitched leather-grained vinyl-covered 3-spoke steering wheel and gear-shift knob.

3. Bucket seats.

Available with the Mikado interior, these full-foam high-back bucket seats are covered in handsome red Mikado cloth in combination with red, black or white exteriors. In conjunction with the bucket seats, a transmission lever console is included on both manual and automatic transmission 2WD models.

4. Mikado instrument panel.

5. AM or AM/FM radio.

6. Air conditioning.

7. Right-hand exterior mirror.*

8. Below Eyeline mirrors.

9. Automatic transmission (2 WD only).

10. Sliding rear window.

11. White-stripe tires.

12. Chromed front bumper guards.

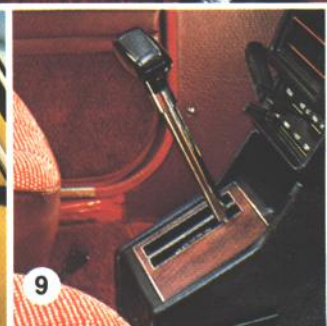
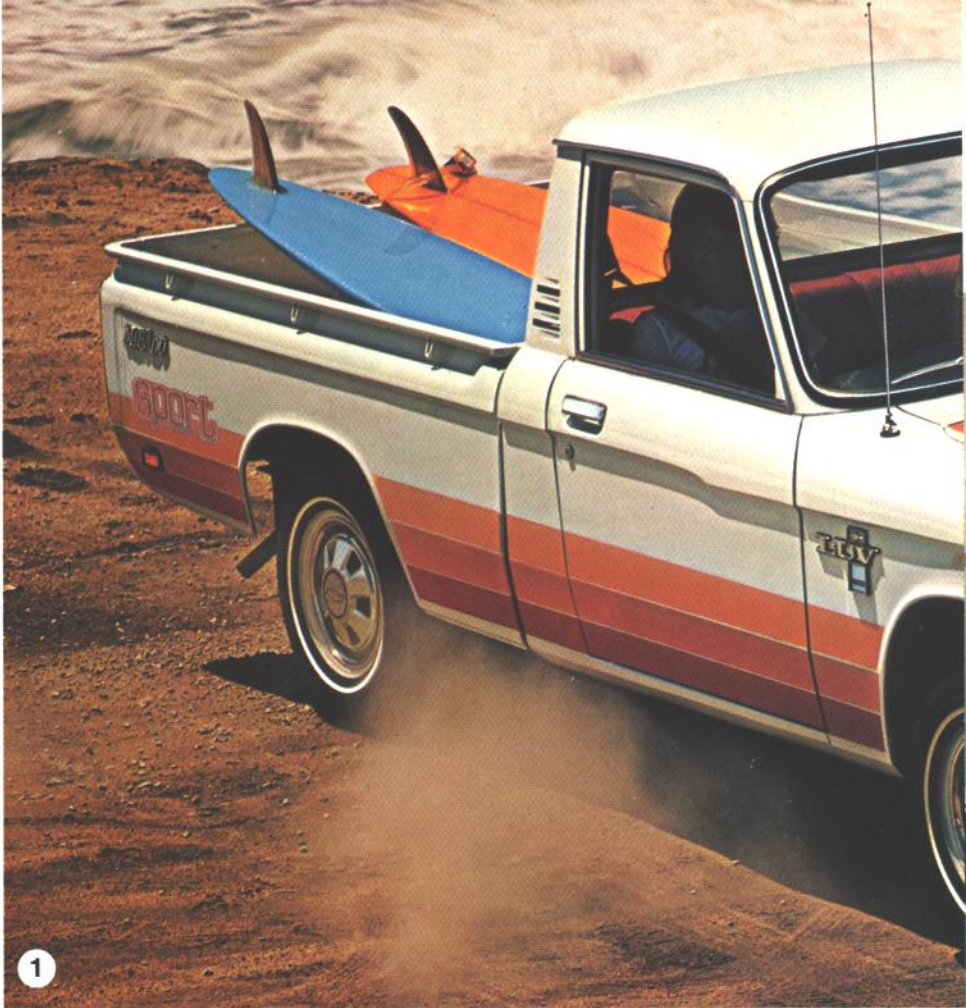
13. Chromed or painted step bumper.

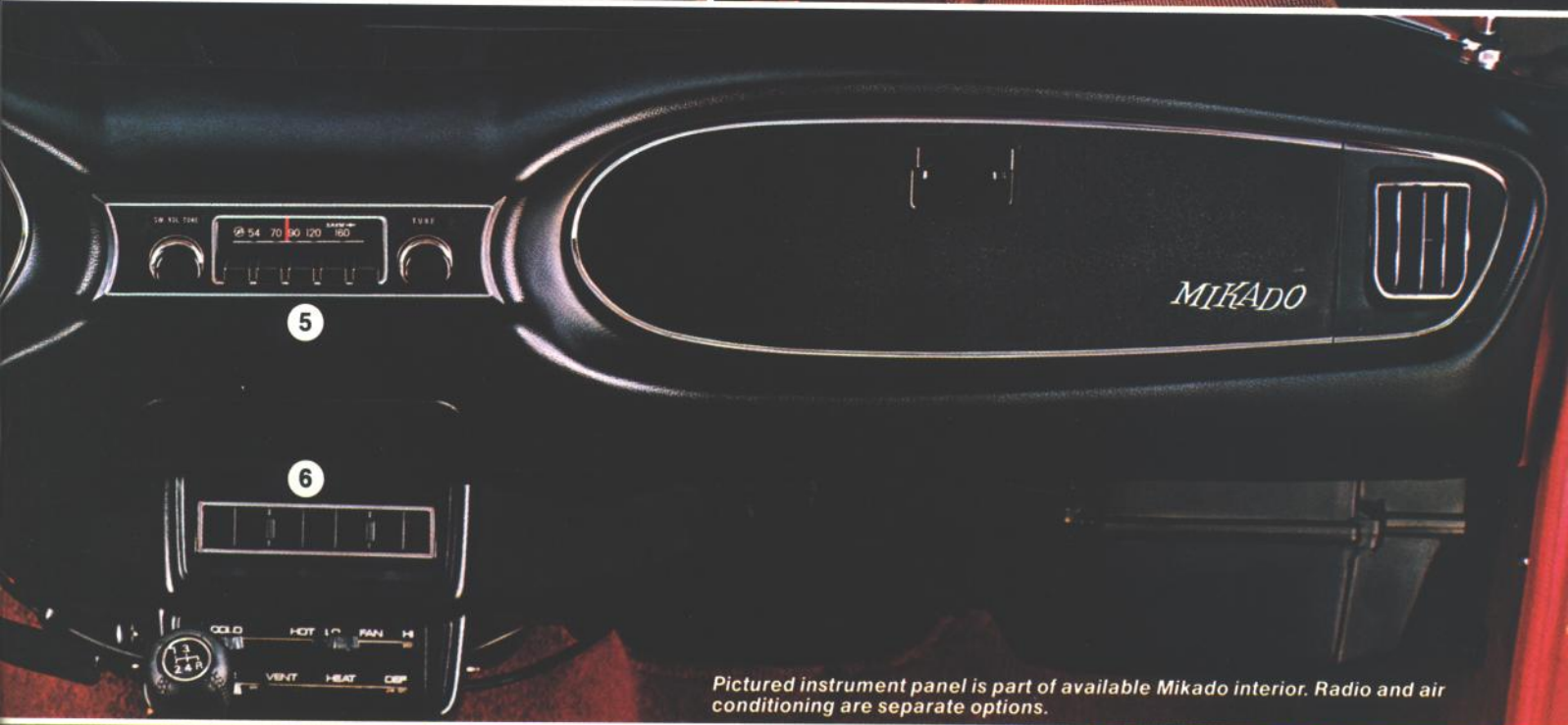
Available chromed (shown) or painted step bumper provides skid-resistant footing for loading and unloading. Predrilled for trailer hitch ball and safety chains.

*Dealer installed.

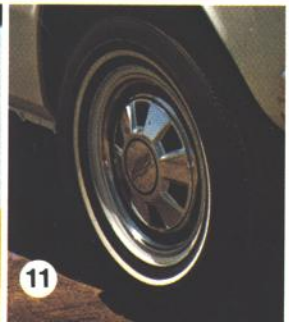
A word about this catalog.

We have tried to make this catalog as comprehensive and factual as possible. And we hope you find it helpful. However, since the time of printing, some of the information you'll find here may have been updated. Your dealer has details and, before ordering, you should ask him to bring you up to date.





Pictured instrument panel is part of available Mikado interior. Radio and air conditioning are separate options.



LUV Series 10 specifications

MODELS	(2WD)	(4WD)
WHEELBASE (in.)	102.4/117.9	102.4
GVWR (lbs.)	3550/4150	3750
CURB WEIGHT (lbs.)	2425/2515	2621
GROSS PAYLOAD (lbs.)*	1125/1635	1129
ENGINE — Type OHC-4 cyl.		
Displacement	1.8 Liter (110.8 Cu.In.)	
Net H.P. (SAE)	80 @ 4800	
Net torque (SAE)	95 @ 3000	
Comp. ratio	8.5 to 1	
ELECTRICAL		
Battery 12V	50 AMP	50 AMP
Alternator	35 AMP	50 AMP
TRANSMISSION		
Standard	4 Speed	4 Speed
Available	Automatic	—
BRAKES		
Front Disc	9.84" rotor	
Rear Drum	10" diameter	
Booster	Power assist	
FRONT SUSPENSION TYPE		
	Independent torsion bar	Front driving axle torsion bar
Stabilizer bar	Standard	Standard
Shock absorbers	1" dia.	1" dia.
REAR SUSPENSION TYPE Hypoid, leaf springs		
Axle capacity (lbs.)	3500	3500
Axle ratio — manual	3.73	4.10
Axle ratio — automatic	4.10	—
Shock absorbers	1" dia.	1" dia.
FUEL TANK nominal capacity 13 gallons		
STEERING Variable ratio		
Turning diameter (ft.)	—	
102.4" wheelbase	36.1	36.7
117.9" wheelbase	40.7	—
TIRES		
	(5) E78-14B	(5) F70-14B W. Lettered
WHEELS		
	14" x 5"	14" x 5.5"
FRAME Ladder type		

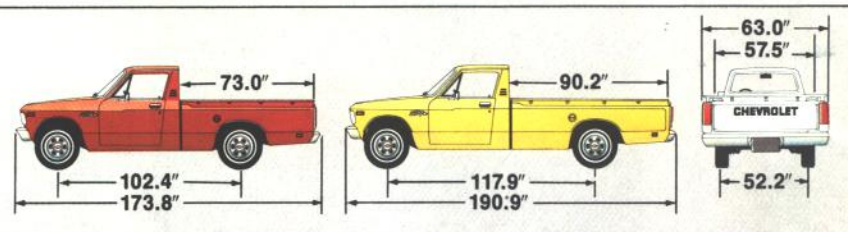
*Includes occupants, equipment and cargo.

A word about assembly, components and optional equipment in these Chevrolets.

The Chevy LUVs described in this catalog are assembled at facilities of Isuzu Motors Limited, Japan. These vehicles incorporate thousands of different components produced by various suppliers to Isuzu. From time to time during the manufacturing process, it may be necessary, in order to meet public demand for particular vehicles or equipment, or to meet federally mandated emissions, safety and fuel economy requirements, or for other reasons, to produce Chevy LUVs with different components or differently sourced components than initially scheduled.

With respect to extra cost optional equipment, make certain you specify the type of equipment you desire on your vehicle when ordering it from your dealer. Some options may be unavailable when your vehicle is built. Your dealer receives advice regarding current availability of options. You may ask your dealer for this information. GM also requests the dealer to advise you if an option you ordered is unavailable. We suggest you verify that your vehicle includes the optional equipment you ordered or, if there are changes, that they are acceptable to you.

The right is reserved to make changes at any time in prices, colors, materials, equipment, specifications and models, and also to discontinue models. Chevrolet Motor Division of General Motors Corporation, Detroit, Michigan 48202. LITHO IN U.S.A.

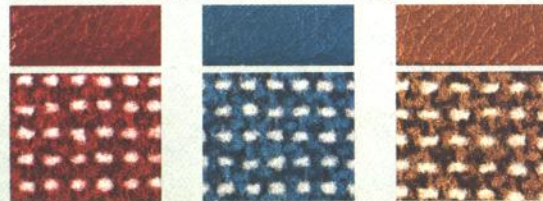


STANDARD VINYL TRIM.



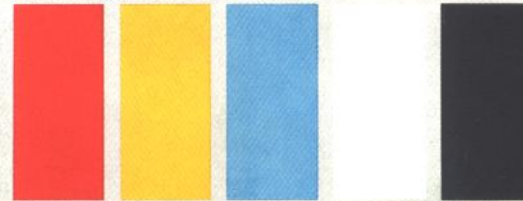
The standard vinyl trim bench seat interior can be ordered in Blue or Saddle.

MIKADO CLOTH AND VINYL TRIM.



The available Mikado cloth bench seat can be ordered in Red, Blue or Saddle. Bucket seats available in Mikado Red cloth only.

EXTERIOR COLORS



Scarlet Red Marigold Yellow Light Blue Frost White Midnight Black

Your dealer can tell you which interiors are available with the exterior color you select.



Chevy LUV with cap shown here.



Chevy LUV Chassis Cab with stake body shown here. LUV Chassis Cabs are available in 102.4-in. WB. GVWR — 3930 lbs. Total completed curb weight cannot exceed 3012 lbs.

20
EPA EST. MPG

26
EST. HWY.

Remember: Compare the "estimated MPG" to the "estimated MPG" of other vehicles. You may get different mileage, depending on how fast you drive, weather conditions and trip length. Actual highway mileage will probably be less than the estimated highway fuel economy.

