

# CHEVY LUV

NEW SERIES 8



*Polonia Service Garages, Inc.*  
P. O. CUSTER  
POLONIA, WISCONSIN



**BUILT TO STAY TOUGH.**

# CHEVY LUV.

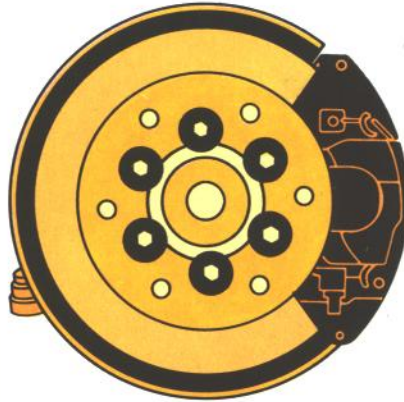
## THE COMPACT HALF-TONNER



Take a good look. Chevy's tough economy half tonner has changed for the better. New Series 8 LUV offers a 7½-ft. pickup box that's a foot and a half longer than last year's models. Wheelbase on the extended-box model has been lengthened to 117.9 inches. And there's a new soft-riding suspension on regular-size LUV with 6-ft. box. Plus other improvements like a new grille and a redesigned instrument panel. New LUV. What a difference a year makes.

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

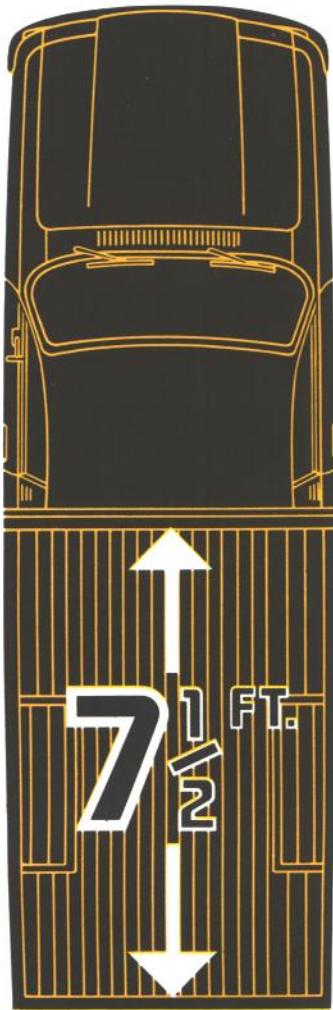
**Front disc brakes.** Self-adjusting, single-cylinder floating caliper disc brakes are standard up front. Power vacuum assist is also standard. In the rear, brakes are self-adjusting duo-servo drum type. A brake failure warning light is activated when pressure differences occur between front and rear brake systems.



**Quick, easy maintenance.** Under the hood, it's good news for mechanics and do-it-yourselfers. Components are conveniently arranged for easy servicing. And most are readily accessible from one side of the vehicle. The LUV Truck is produced for Chevrolet by Isuzu of Japan.



# WITH THE NEW LONG BOX.

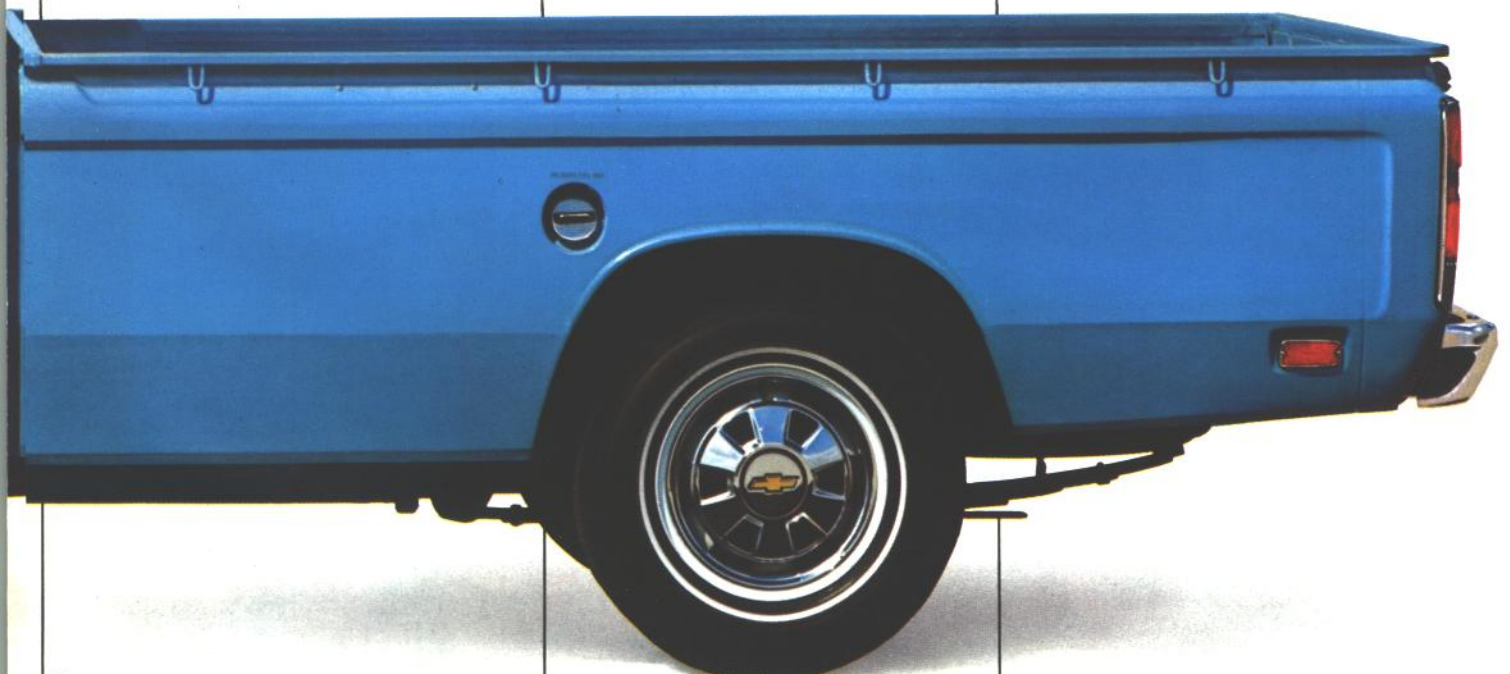


**New 7½-ft. pickup box. Longest of any economy-size pickup.** There's a new model available that has a cargo box a full foot and a half longer than the regular-size model's! With a GVW rating of 4,150 lbs., the long-box model can carry payloads of up to 1,635 lbs. including driver, passenger, equipment and cargo. Regular-size LUV is a bona fide half tonner in its own right. With a GVW rating of 3,550 lbs., it carries payloads of up to 1,125 lbs.



**34 MPG HWY., 24 CITY**

**34 mpg highway, 24 city.** EPA estimates are 34 miles per gallon highway, 24 mpg city and 27 mpg combined with standard 110.8 CID engine and manual transmission. Your mileage depends on how you drive, your truck's condition, where you drive, and your truck's available equipment. California EPA estimates are 30 miles per gallon highway, 22 mpg city and 25 mpg combined.



# WITH THE NEW SOFT RIDE.



**New instrument cluster.** It's all there in front of you. Gages that are easy to read. Controls that are easy to reach. The panel itself is foam-padded and vinyl-coated. What's more, LUV has power flow-through ventilation. When the ignition is on, the blower continuously brings in outside air through vents incorporated into the instrument panel. Air exhausts through outlets in the upper rear cab panel.



**Comfortable, cozy.** Full-width, foam-padded all-vinyl bench seat. Embossed door trim panel. Color-keyed molded vinyl floor mats. All standard.

**New smooth ride.** Series 8 LUV features a new soft suspension on standard-size pickup models. Torsion bar independent front suspension helps soak up road jolts while standard stabilizer bar aids roll stability. New four-leaf, two-stage rear springs and a decreased spring rate contribute to riding smoothness and give LUV a low road stance.



6<sup>FT.</sup>



**Choice of pickup boxes.** Regular-size LUV features 6-ft. cargo box. New long-box model has 7½-ft. of load space.



**Mikado.** LUV's top-of-the-line interior option. Full-width seats in luxurious blue, saddle or red herringbone cloth, matching door inserts, carpeted floor and leatherlike vinyl-covered 3-spoke steering wheel and gearshift knob. Knit vinyl upholstery in saddle or blue is also an available option.

**High-back bucket seats.** Full-foam, high-back bucket seats are available in handsome Mikado red herringbone cloth in combination with the red or black exterior colors and in Mikado blue cloth in combination with the blue or white exterior colors.



# TOUGH ENOUGH TO BE A CHEVY.

**LUV** is built true to its nameplate. Everywhere you look, it stacks up as a tough Chevy truck.

**All-steel construction.** LUV's frame is constructed of box-section steel side rails with six heavy-duty cross members. Welded steel cab is bolted to the frame on biscuit-type mounts to help absorb noises and vibration. All-steel pickup box is mounted to frame on ten heavy-gage welded brackets.

**80-hp overhead-cam engine.** LUV's 4-cylinder, 110.8-cu.-in. engine has a cast aluminum head and five tri-metal, steel-backed main bearings.

**4-speed manual transmission.** A fully synchronized 4-speed manual transmission comes standard. A GM-built automatic transmission is available.

**Tight turning circle.** Turning diameter is only 36.1 ft. for regular-size LUV, 40.7 ft. for long-box models.



**Hidden storage area.** Fold down the seat. There's a convenient storage area to conceal packages and tools from outside view.



**"Mighty Mike."** "Mighty Mike" is mighty handsome. This available decal package features eye-catching multi-color stripes that run down the body sides and on either side of the hood. Choose from color combinations of blue/black or black/red/yellow.



# AVAILABLE OPTIONS

- Rear step bumper
- Chrome rear bumper
- "Mighty Mike" Decal Package (see page 5)
- Decor Package (includes bright beltline moldings, roof drip moldings, windshield moldings, chromed wheel discs)
- Automatic transmission
- Factory-installed air conditioning
- Sliding rear window
- AM or



- AM/FM push-button radio
  - E78-14B bias-belted whitewall tires
  - Front bumper guards
  - Mud flaps\*
  - Below Eycline mirrors
  - Right-hand exterior mirror\*
- \*Dealer-installed accessory.

## SPECIFICATIONS

**ENGINE** Displacement—110.8 cu. in.  
 Bore and stroke—3.31 x 3.23 in.  
 Net HP (SAE)—80 @ 4,800  
 Net torque (SAE)—95 @ 3,000  
 Comp. ratio—8.5:1

### ELECTRICAL

12-volt battery—50 amp  
 Alternator—35 amp

**TRANSMISSION** 4-speed  
 Type—Fully synchronized

**BRAKES** Front—disc/Rear—drum  
 Master cylinder—Tandem piston  
 Power assist  
 Parking—Cable

### REAR SUSPENSION

Hypoid, leaf spring  
 Axle capacity—3,500 lbs.  
 Ratio—4.10:1. Springs—2-stage  
 Shock absorbers—1" diameter

### FUEL TANK

13 gallons. Pump—Electrical

**STEERING** Variable ratio  
 Turning diameter—36.1 feet/40.7 feet

**TIRES** (5) E78-14B (4PR)

Type—Tubeless

### SPARE TIRE CARRIER

Winch/chain unit under box

### FRONT SUSPENSION

Independent torsion bar  
 Stabilizer bar  
 Shock absorber—1" diameter

### FRAME

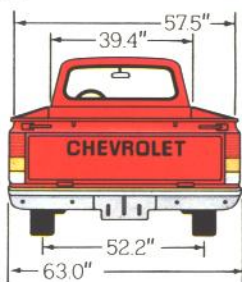
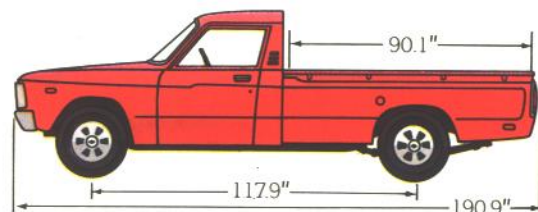
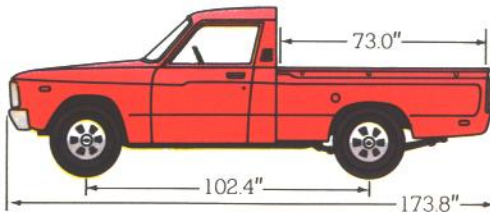
### WEIGHTS

GVW rating—3,550 lbs./  
 4,150 lbs.  
 Curb weight—2,440 lbs./  
 2,515 lbs.  
 Gross payload—1,125 lbs./  
 1,635 lbs. Includes driver, pas-  
 senger, cargo and equipment.



Chevy LUV chassis cab model is available in the 102.4-in. wheelbase to allow installation of special equipment including utility bodies as shown above.

## INTERIOR TRIM/EXTERIOR COLOR COMBINATIONS



A. Standard Vinyl (1) Blue, (2) Saddle  
 B. Mikado Knit Vinyl (1) Blue, (2) Saddle

C. Mikado Cloth (1) Blue, † (2) Saddle, (3) Red †

**EXTERIOR COLORS:** Crimson Red with A-2, B-2, C-3. Jasmine Yellow with A-2, B-2, C-2. Sky Blue with A-1, B-1, C-1. Strato White with A-1, A-2, B-1, B-2, C-1. Black with A-2, B-2, C-3.

† Bucket seats available only in red and blue.

All illustrations and specifications contained in this literature are based on the latest product information available at the time of publication approval. 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.

