Still the only car of its kind made in the U.S.A.

Just two short years ago, you couldn’t buy a Monte Carlo. Because there wasn’t one.

Today, it is still the only personal luxury car you can buy for anywhere near the price.

Monte Carlo is another example of how Chevrolet has changed. Because you’ve changed. If you’re like most people, your entire attitude toward buying a new car has changed. You want solid value. Luxury. Style. Dependability. Resale value.

And craftsmanship.

With the 1971 Monte Carlo, you get it. Before a Monte Carlo leaves our plant, it’s inspected 72 times. Carefully. So that the car you buy is as beautiful and as trouble-free as we can make it. We’re showing you some of the building and testing steps that go into each 1971 Monte Carlo because we’re proud of this one-of-a-kind car. And so are the men and women who build it.

1. A solid Body by Fisher—the body with a reputation—is part of the craftsmanship that goes into each Monte Carlo. Here, body parts are automatically spot welded to produce an exceptionally strong unit; one that will take road bumps and jolts with ease.

2. Exterior weld joints are then hand-soldered and filed down to a smooth, continuous finish that helps give Monte Carlo a custom-built look.

3. Each Monte Carlo windshield is automatically set into the body by a machine, which creates a completely watertight seal. This is just one of our many automated operations that save us time so we can concentrate on quality. But don’t get the idea Monte Carlo is exclusively machine-made. It’s not. It’s touched by 1,000 human hands. With skill. And with pride.

4. Water leaks in a Monte Carlo body? Virtually unheard of. Because each
car goes through a water bath many times the pressure of the most severe rainstorm. Even very small leaks—leaks that you'd probably never notice—are spotted and corrected.

4. The final inspection line, where each Monte Carlo is "road tested" on a special machine to check steering, brakes, alignment, electrical system, transmission and other vital items. If a car does not check out, it is pulled aside, corrected and sent through final inspection again.

5. At the General Motors Proving Ground near Milford, Michigan, prototypes of new Monte Carlos are thoroughly road tested on all kinds of roads by experienced drivers. There, "bugs" are discovered and eliminated long before the new model goes into production. Cars are punished more than you ever could—on every type of road imaginable.

6. This mile-and-a-half rough road course really brings out the shake, rattle and roll in a car. We drive Monte Carlos 'round and 'round trying to make something give. When, and if, it does the problem is corrected. So the car you buy is exceptionally quiet and smooth.

7. This could be your street after a heavy rain storm. So engineers and test drivers run prototype Monte Carlos though simulated wet-weather conditions, just like you might encounter . . . if you happen to live in monsoon country.

8. After testing at the Proving Ground, a Monte Carlo is inspected and checked by skilled engineers. The information they obtain helps manufacturing personnel continue to produce one of the finest Chevrolets ever built. If an improvement or change is considered worthwhile, it's made to the production car as soon as possible.

What does all this mean to you? It means we go to great lengths to put you first. To keep us first.
Monte Carlo Coupe. Changed? No, refined. Monte Carlo doesn't dazzle you with dozens of细节, it just delights you with few. A luxury coupe that's complete with almost everything you'd want in a car. Plus a little more.

For 1971, America's lowest priced personal luxury car offers a classic die-cast grille that produces a distinctive new look found on no other car. Anywhere. A hood ornament that symbolizes the car's exquisite good taste. Rich interiors and new appointments inside. Storage compartments built into the doors.

We'll not try to tell you everything is new with our Monte Carlo. Because some good things you just don't change. You refine. Like Full Coll ride. Body by Fisher quality. Aero Ventilation, 245-hp 350-cid-in V8. Power disc/ drum brakes. Side guard door beams. Inner fenders to protect the outer fenders. There are other things, too, that make Monte Carlo so much car for so little money. Little things. Like plush rubber booties at critical body mount areas to keep noise where it belongs: outside. An instrument panel with the hand-rabbed all-look of Corrugated backed. (The wood's not real, but we photographically reproduced it so only sorority will know the difference.)

We balance the tires and wheels at the factory for longer tread life. And finish off each Monte Carlo with a distinctive cross on the trunk lid. Remember, now. All this is standard. And it all comes at a very Chevrolet price.
Interiors. Just a few nice improvements.

If you’re the type of person who spends a lot of time in your car, you’ll appreciate Monte Carlo interiors. If you’re not, you’ll enjoy the fact that they’re designed to be comfortable for long drives. The seats are made of high-quality materials and offer excellent support. The upholstery is available in a variety of colors and styles, so you can find something that matches your personal taste.

A few highlights:
- New cushioned center seating wheel
- Luxury interior trim, appointments, and color-coordinated exterior colors
- Soft upholstery wrapped in soft black vinyl
- Storage pockets in doors for maps, travel information, or anything you want to keep handy.
- Astro ventilation less in outside air without opening the windows
- Standard, of course: seat heat, electric clock, AM/FM stereo, and remote control:

A Monte Carlo interior has little to be desired.

Left: The seats that go with the car. Standard on the Monte Carlo is the new luxury (cloth-and-vinyl) interior comes in four color choices: black, dark jade, dark jade or sandalwood.

Above: Station wagons can be equipped with cloth and vinyl upholstery. Choose from black, dark jade, or sandalwood. Also available in all-vinyl black, dark jade, or sandalwood.
Your 1971 Monte Carlo checklist.

Tailor Monte Carlo to your own personality and needs with this handy checklist. Take it to your Chevrolet dealer and he'll take it from there.

- Interiors
  - Standard cloth and vinyl
  - All-vinyl Strato-bucket seat
  - Cloth-and-vinyl Strato-bucket seat

- Engines
  - 245-hp Turbo-Fire 350 V8 (standard)
  - 270-hp Turbo-Fire 350 V8
  - 300-hp Turbo-Jet 400 V8
  - 365-hp Turbo-Jet 454 V8 (SS only)

- Transmissions
  - 3-Speed fully synchronized (standard with 245-hp V8)
  - 4-Speed fully synchronized
  - Powerglide automatic
  - Turbo Hydra-matic
  - Magic-Mirror acrylic lacquer finishes (13 of them are new)
    - Classic Copper
    - Tuxedo Black
    - Mulsanne Blue
    - Ascot Blue
    - Placer Gold
    - Cottonwood Green
    - Lime Green
    - Cranberry Red
    - Nevada Silver
    - Antique White
    - Antique Green
    - Burnt Orange
    - Rosewood Metallic
    - Sandalwood
    - Sunflower Yellow. Six two-tone combinations

- Popular extras
  - Monte Carlo SS
  - Variable-ratio power steering
  - Four-Season air conditioning
  - Radios: AM, AM/FM, AM/FM/Stereo
  - Stereo tape system with AM or AM/FM/Stereo radio
  - Four-way power seat
  - Power windows
  - Power door locks
  - Power trunk release
  - White-stripe tires

- Rear fender skirts (except for SS)
- Special instrumentation
- Cruise-Master speed control
- Comfortilt steering wheel
- Custom steering wheel
- Sport steering wheel
- Center console (with buckets and optional transmissions only)
- Custom wheel covers
- Deluxe wheel covers
- Soft-Ray tinted glass
- Vinyl roof cover (black, white, dark blue, dark brown, dark green)

Occupant Protection Features
- 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 front seat back latches
- Energy-absorbing instrument panel and front seat back tops
- Contoured windshield header
- Thick-laminate windshield
- Padded sun visors
- Safety armrests
- Safety steering wheel
- Side-guard beam door structure
- Cargo-guard luggage compartment

Accident Prevention Features
- Side marker lights and reflectors (front side marker lights flash with direction signal)
- Parking lights that illuminate with headlights
- Four-way hazard warning flasher
- Backup lights
- Lane-change feature in direction signal control
- Windshield defroster, washers and dual-speed wipers
- Wide-view inside day-night mirror (vinyl-edged, shatter-resistant glass and deflecting support)
- Outside rearview mirror
- Dual master cylinder brake system with warning light
- Dual-action safety hood latches

Anti-Theft Features
- Anti-theft ignition key warning buzzer
- Anti-theft steering column lock

Putting you first, keeps us first.

All illustrations and specifications contained in this literature are based on the latest published 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, and to discontinue any or all models. Chevrolet Motor Division, General Motors Corporation, Detroit, Michigan 48207. Litho in U.S.A.

January, 1971
1140 R-1
Monte Carlo SS Coupe. Why would anyone want an SS option on a personal luxury car? Possible, as we did before. But you've changed. Today, some people want exceptional performance while surrounded by personal elegance. In a nutshell, that's Monte Carlo SS.

You will get the standard luxury features mentioned on the previous two pages. Plus! A 360-hp Turbo-Jet 454 V8. Dual exhausts. Special chassis components, including heavy-duty springs. Recessed, Sport Mirror. Automatic Level Control keeps your Monte Carlo on an even keel under varying load conditions, thanks to a built-in compressor and level sensor.

Goos x 15 white-wall white-stripe tires. Wide-visor 15" x 7" rally wheels. Heavy-duty battery. Saddle SS markings. And international identification symbols on the control knobs.