

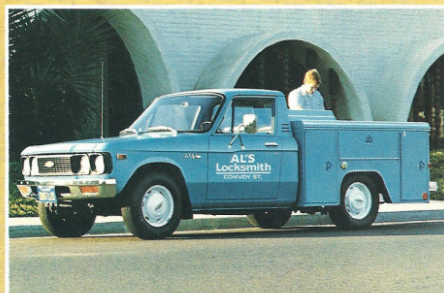
CHEVY LUV



THE COMPACT HALF TONNER TOUGH ENOUGH TO BE A CHEVY.

CHEVY LUV.

IT WORKS HARD AT WHATEVER YOU DO.



When you see our compact LUV pickup bearing the famous Chevrolet name, you know it's not just tough. It's tough enough to be a Chevy.

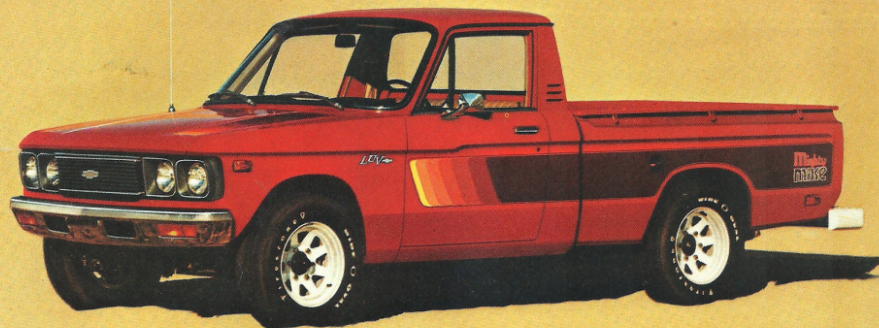
A BONA FIDE HALF TONNER. With a 6-ft. cargo box and a GVW rating of 3,950 lbs., Chevy LUV carries payloads of up to 1,510 lbs. including driver, passenger, equipment and cargo.

MOVES OUT SMARTLY. A 4-cylinder overhead-cam engine, new variable-ratio steering gear and tight 36.2-ft. turning diameter make LUV easy to drive. In the tight spots and out on the road.

RIDES SMOOTH AND LOW. Torsion bar front suspension, 2-stage leaf-type rear springs, bias-belted tires and full-foam cushioned seats work together to help smooth the ride. Rear spring design gives LUV a low, trim silhouette.

BUILT STRONG AND SOLID. From the ground up, Chevy LUV is built to work hard with a heavy-duty steel frame, welded steel cab and cargo box construction, front stabilizer bar and more.

Chevy LUV is available in both standard pickup and chassis cab models to allow installation of special equipment including utility bodies (left) and Stepside pickup box.



"Mighty Mike."

There's a lot more to like about LUV when you order the available "Mighty Mike" Decal Package (above). Bold, wide multi-color decal stripes run the length of the body sides on each side of the hood. They're available in two color combinations—blue/white or black/red/yellow.

TOUGH AND ECONOMICAL. 33 MPG HIGHWAY. 23 CITY. EPA TESTS.

In mileage tests published in the EPA Buyer's Guide, LUV is rated at 33 miles per gallon on the highway and 23 miles per gallon in the city—equipped with a manual transmission. *Remember:* these mileage figures are estimates. Mileage will vary depending on the type of driving, driving habits, truck's condition and available equipment.



EPA MILEAGE TEST RESULTS—1977

	Transmission	City	Hwy
49-State	Manual	23	33
49-State	Automatic	21	29
California	Manual	21	32
California	Automatic	19	28

THE GUTS AND BOLTS OF A TOUGH CHEVY LUV.

New variable-ratio steering gear.

Steering ratio increases as the wheel turns to reduce steering effort on sharp turns and in parking.

4-cylinder, 110.8-cu.-in. engine.

Rated at 80 horsepower, LUV's 4-cylinder in-line engine features overhead camshaft, cast aluminum head and 5 tri-metal, steel-backed main bearings.

Power flow-through ventilation.

When the ignition is on, the blower continuously brings in outside air which exhausts through outlets in the upper rear cab panel.

All-steel cab construction.

LUV's welded steel cab combines strength, comfort and visibility. The cab is bolted to the frame on biscuit-type mounts to help blot out noises and vibration.

Heavy-gauge steel mounting brackets.

Ten heavy-gauge welded brackets are used for mounting the pickup box to the frame. Four more are used for the cab.

Ladder-type steel frame.

Constructed of box-section steel side rails with six heavy-duty cross-members, LUV's frame provides a solid foundation for big, half-ton payloads.

All-steel welded pickup box.

Built tough and roomy, LUV's 6-ft. box has a 38-cu.-ft. capacity. Integral skid strips and 8 cargo tie-down hooks are included.

Torsion bar independent front suspension.

Helps soak up the jolts of the road before they reach you or your cargo. Standard front stabilizer bar and 1-in. shocks also contribute to LUV's smooth ride and lateral stability.

Front disc brakes.

Single-cylinder floating caliper front disc brakes are standard. Power vacuum assist is also standard.

4-speed manual transmission.

LUV's standard transmission is fully synchronized with a floor-mounted shift lever. It also features positive short-throw shifting for convenience. Clutch housing and transmission case are combined in a single die-cast unit of aluminum.

2-stage multi-leaf rear springs.

Each spring consists of four semi-elliptical main leaves with an auxiliary leaf to help compensate for increased cargo weights.



Attractive, comfortable interior includes a hidden storage area.

LUV's standard all-vinyl interior features a full-width foam-padded bench seat, embossed door trim panels, foam-padded vinyl-coated instrument panel, color-keyed molded vinyl floor mats, insulation and more. Behind the seat, there's a convenient storage area to hide packages and tools from outside view.

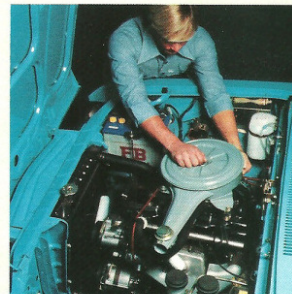


3-speed automatic transmission available.

GM's famous Turbo Hydra-matic transmission, model THM-200, is an available option on Chevy LUV. The T-handle selector is pedestal-mounted on the floor.

Available factory air.

Neatly built into the instrument panel, LUV's factory-engineered available air conditioning cools the cab for year-round comfort.



Quick, easy maintenance.

Under the hood everything is conveniently arranged for easy servicing. Most components are readily accessible from one side of the vehicle.



New sliding rear window available.

Easy sliding and lockable, this new option allows increased ventilation as well as access to utility and camper bodies.

AVAILABLE OPTIONS

• Rear step bumper • Chrome rear bumper • "Mighty Mike" Decal Package (see page 3) • Decor Package (includes bright beltline moldings, roof drip moldings, windshield moldings, chromed wheel discs) • Turbo Hydramatic 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 Eyeline mirrors • Right-hand exterior mirror • Chromed wheel covers.



AVAILABLE HIGH-BACK BUCKET SEATS

Full-foam bucket seats in luxurious red plaid cloth are available with the Mikado interior. These handsome high-back buckets offer good vertical and lateral support for driver comfort. Comes with red or black exterior only; color-keyed to the attractive Mikado interior. Transmission lever console is provided with models equipped with manual transmissions.



AVAILABLE MIKADO INTERIOR

LUV's most luxurious interior comes with full-width seats upholstered in blue, saddle or red plaid cloth, matching door inserts, carpeted floor and door kick panels, leatherlike covered three-spoke steering wheel and gearshift knob, new Mikado nameplates on glove box and rear fenders, and more. Knit vinyl upholstery in saddle or blue is also an available option.

SPECS

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—Standard
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—36.2 feet

TIRES (5)

E78-14B (4PR)
Type—Tubeless

SPARE TIRE CARRIER

Winch/chain unit under box

FRONT SUSPENSION

Independent torsion spring
Stabilizer—Standard
Shock absorber—1" diameter

FRAME

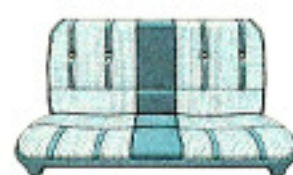
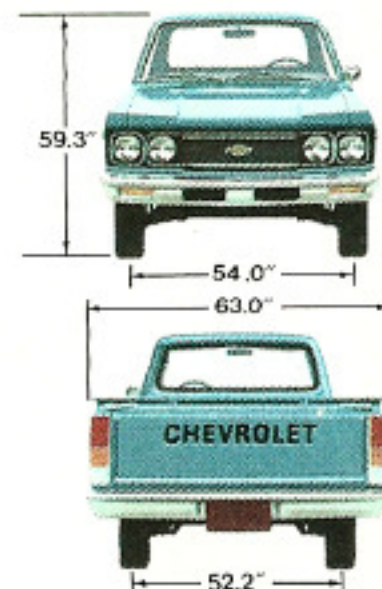
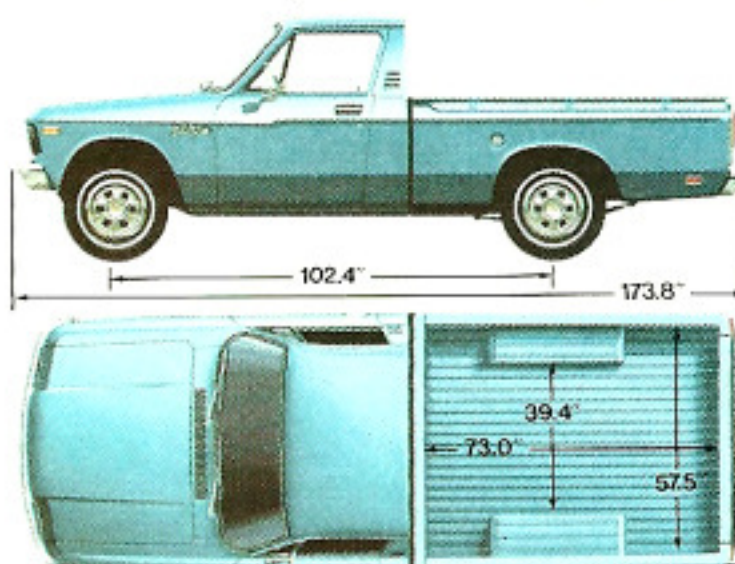
Ladder-type

WEIGHTS

GVW rating—3,950 lbs.
Curb weight—2,440 lbs.
Passenger weight (2)—300 lbs.
Accessories—80 lbs.
Net payload—1,210 lbs.
Gross payload*—1,510 lbs.

*Includes driver, passenger, cargo and equipment.

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, C-3. Black with A-2, B-2, C-3.

†Bucket seats available only in red.



MANY VEHICLES IN THIS CATALOG ARE SHOWN WITH AVAILABLE FACTORY-INSTALLED OPTIONS, DEALER ACCESSORIES AND SPECIAL EQUIPMENT FROM VARIOUS INDEPENDENT SUPPLIERS.

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 does not manufacture all of the special equipment shown installed on the trucks in these pages. However, it is available through many Chevrolet LUV dealers. CHEVROLET MOTOR DIVISION OF GENERAL MOTORS CORPORATION, DETROIT, MICHIGAN 48202. LITHO IN U.S.A. 177/3541

