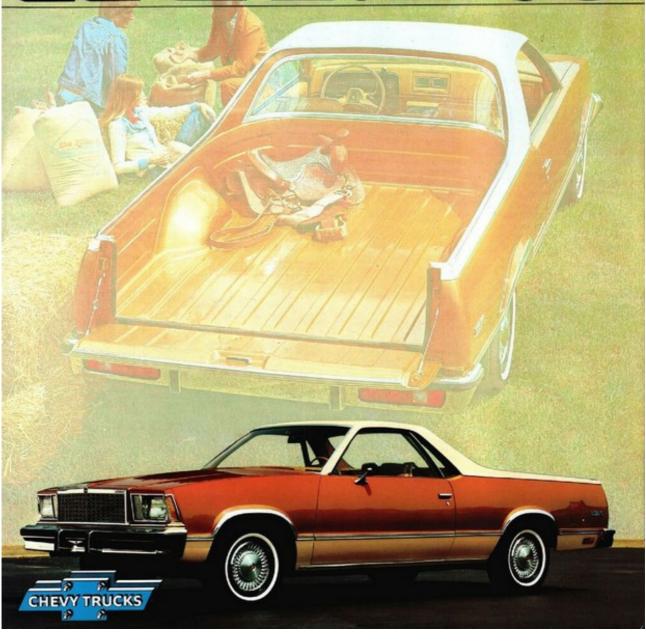
78CHEWY ELCANINO



ELCAMINO

IT'S ALSO A TRUCK.

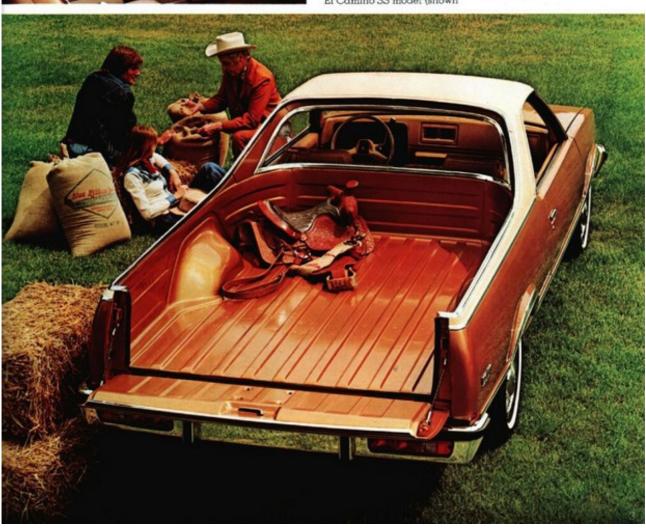
lighter, too. And inside, where it really counts, you'll find more head and leg room than last year's model. For efficiency, there is new V-6 power, too. See engine chart included with this catalog or available from your Chevy dealer.



Behind every El Camino passenger compartment there's a hard-working Chevy truck.

There's the same 38 cubic feet of ribbed steel cargo space and the same 800-pound carrying capacity of earlier models. The new El Camino and the El Camino SS model (shown

inside) have a formal grille, bold rectangular headlights, aerodynamically shaped roofline, glass side quarter windows and a wraparound rear window. The Conquista exterior trim package (on front and back covers) showcases El Camino even more.



THE ALL-NEW

INCREDIBLY,

Chevy El Camino is new and redesigned for 1978. Its wheelbase has been increased from 116 to 117 inches to help provide a smooth, easy ride. Yet, it's shorter and slimmer than last year's model. So it's easy to manage in tight traffic and parking places. It's

Come on in. Sit tall, wide and handsome.

This is no ordinary truck. New slender doors and a thin-profile seat back add to the roomy interior. The tasteful El Camino model comes with a standard splitback bench seat (right) and all-new instrument panel design with rectangular

instrument cluster. Perhaps you'd like the convenience of an available split-back seat (far right) with dual fold-down center armrests. Then, for sport-car-type excitement, there are contoured Strato-bucket seats (below), available with center console containing the transmission shift lever and storage compartment.





SEE WHAT'S NEW TODAY FROM CHEVROLET.

For 1978, the El Camino Sedan Pictup is totally impressive to lock at—to work with—and most inspiring of all, to drive. It is available in three separate versions.

The El Camino.

The El Camino Super Sport, Indigate, Also included are Standard beach seats.

New standard high



	1000
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EL CAMINO AVAILABLE OPTIONS.

Chevrolet offers a wide selection of available options to help you add even more luxury and utility to your new El Camino.



Air conditioning.

Four-Season system han-dles cooling, dehumidifying, heating, defrosting and defogging.



Stereo tape system.

Radio dial conceals tape slot when not in use. Available when you order a Delco AM or AM/FM stereo radio. With factory-installed radio, the antenna is mounted in the windshield or a new poweroperated, mast-type antenna is available.



Comfortilt steering wheel.

Wheel adjusts to six different positions.

Power steering.

Power steering is available with 6-cylinder El Camino models, required with V-8 engines.

Power windows and door locks.

Separate controls at each



Dual sport mirrors.

Both right- and left-hand mirrors match body color. Driver's side mirror is adjustable by remote control; dual remote control sport

Cargo tie-downs.

Five special tie-downs recessed in the panels of the cargo bed help keep your load secure.

Choice of 14 exterior

colors—10 new.

White, Silver Metallic, Black,
Light Blue Metallic, Dark
Blue Metallic, Camel Beige, Camel Tan Metallic, Saffron Metallic, Dark Camel Metallic, Carmine Metallic, Dark Carmine Metallic, Medium Green Metallic, Pastel Blue and Dark Green Metallic. A vinyl roof cover is available in seven different colors.



Styled steel wheels.

Styled, in-depth wheel covers have the appearance of finely spoked

Chevrolets described in this brochure incorporate thousands of different components produced by various divisions of General Motors and by various suppliers to Chevrolet. 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 Chevrolet products with different components or differently sourced components than initially scheduled. All such components have been approved for use in Chevrolet products by Chevrolet Motor Division and will provide the quality performance associated with the Chev-rolet name.

With respect to factory-installed extra cost optional equipment, make certain you specify the type of equipment you desire on your vehicle when ordering it from your dealer. Before taking delivery of the vehicle, we suggest you verify that it includes the optional equipment that you ordered or if there are changes, they

