

CHEVY SUBURBAN

It never forgets it's a tough truck



Building a better way

Chevrolet

to see the U.S.A.

CHEVROLET SUBURBAN: OUR TRUCK FOR WAGON PEOPLE.



MORE THAN A WAGON IN ALL THESE WAYS

More space inside for people and luggage

Suburban does anything a station wagon can, and many things a station wagon can't. That's because it's not only tough, it's bigger inside and out. Up to nine adults can be accommodated in a Suburban. Luggage-wise, the maximum Suburban carrying capacity is 144 cubic feet. Try to match that in any regular wagon at any price.

Seats up to nine, all facing forward

Every Suburban comes with a full-width bench front seat, generously sized for three. A folding second seat is available for Series 10, standard on Series 20; room for three more. And a removable third seat is available for Suburbans with the second seat.

Wagon-like body with tough truck frame and suspension

Suburban's spacious, comfortable wagon body rides smoothly on a tough truck frame and suspension. Up front there's Chevy's massive Girder Beam suspension with independent coil springing. It's built truck-tough to take punishment. Two-stage rear leaf springs are designed to provide firm, steady support, empty or loaded.

Trailer Special Packages Available

May be ordered with 350 or 454 V8 engines only with Turbo Hydra-matic or 4-speed transmissions. Requires 61-amp generator. Includes heavy-duty battery, power steering and "Trailer Special" nameplate. GCW's are based on engine selection and rear axle ratios as shown in the chart on Page 7.



Pulls more than a standard-size Chevrolet wagon

All told, Suburban Series 20 can move a combined weight of up to 14,000 lbs. That includes the weight of the Suburban, passengers, cargo and trailer.

Front and rear unit air conditioning available

Because Suburban's so roomy inside, a two-unit air conditioning system is available. The built-in Four-Season air conditioning up front handles both heating and cooling, using outside air. Roof-mounted inside rear unit recirculates and cools inside air. Front unit available separately.

Full-time 4-wheel-drive models now available

All full-time 4-wheel-drive models in either K10 or K20 series come equipped with the 350 V8 engine. With full-time 4-wheel drive you can move on or off the road without pausing to lock or unlock hubs. In fact, free-wheeling front hubs are eliminated. A special interaxle differential compensates for slippage between front and rear wheels. For special low-traction or unusual road surface situations, the interaxle differential may be locked out, permitting conventional 4-wheel-drive operation. You get the traction you need for off-road going *plus* improved stability and driving control under varying road conditions.

ONE TOUGH TRUCK CHASSIS

Tough steel frames

Chevy's ladder-type all-steel frame has a drop center design which allows for low body mounting to make getting in and out easy. Deep-section channel side rails are strong and durable to withstand hard truck use.



Rear-mounted fuel tank

Fuel tank is located between the frame rails behind the rear axle. Capacity is 24 gallons. Also available: 31- or 40-gallon tank.



Finned-drum rear brakes

Cast iron-steel rear brake drums are finned to promote cooling. And the outer edges are curved to help keep contaminants from the linings.



Energy-absorbing steering column

Column is designed to help absorb energy in the event of front-end impact. Column telescopes, separates from instrument panel.



ENGINES

Chevrolet truck engines are all designed to handle hard work efficiently, capably. And they perform equally well on no-load, low-load or regular fuel. They have induction-hardened exhaust valve seats for durability. Other features include: precision-molded head and block castings, free-breathing valve-in-head design, hydraulic valve lifters and precision-balanced crankshafts.

Power up to a 454 V8

Chevy's big, rugged 454 V8 is the biggest engine we offer in a Suburban. It comes with all the premium features standard on Chevy V8's and is recommended for use where loads are unusually heavy such as when carrying a full load of passengers or towing a heavy trailer.

Economical 250 Six

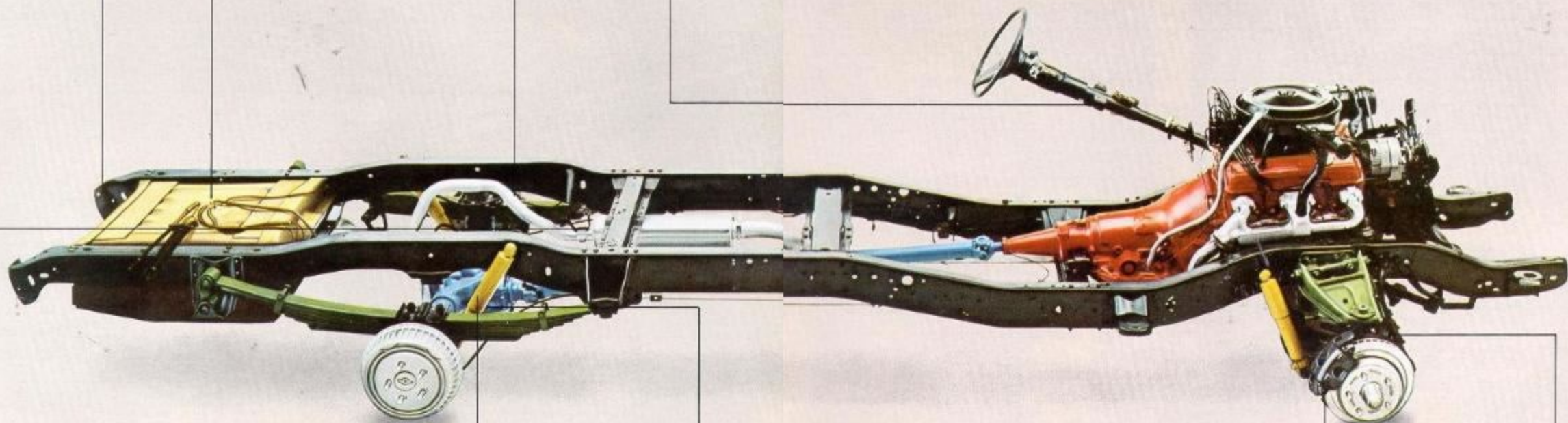
The Chevy Six has a 250-cu.-in. displacement. Compression ratio is 8.5 to 1. Features include a 12-counterweight crankshaft, torsional dampeners and seven main bearings.

High Torque 350 V8

The 350 V8 with 4-barrel carburetor is standard power on Series K10-20 models and available for C10 Suburbans. It features short-stroke design and full-jacket cylinder cooling for more uniform temperatures throughout the block.

Engine Specifications—Suburbans

ENGINE SPECIFICATIONS	250 Six	350-4 V8	454 V8
DISPLACEMENT (CU. IN.)	250	350	484
BORE & STROKE (IN.)	3 7/8 x 3 1/2	4 x 3 1/2	4 1/4 x 4
COMPRESSION RATIO	8.5 to 1	8.5 to 1	8.5 to 1
SAE NET HORSEPOWER @ RPM	100 @ 3600	100 @ 3600	230 @ 4000
SAE NET TORQUE (LBS.-FT.) @ RPM	175 @ 1800	250 @ 2400	350 @ 2800



Compression-positioned exhaust hangers

Compression-positioned exhaust system mounting permits unrestricted expansion and also helps isolate exhaust system vibration from the interior. Full-loop exhaust pipe hanger offers secondary support.



Heavy-duty rear springs available

Heavy-duty 2-stage rear springs are available when big loads or very rough roads are anticipated. Heavy-duty rear shock absorbers are also available.



Staggered placement of rear shocks

Rear shocks are positioned with one slanting forward, the other aft. The effect is to reduce brake and power hop.



Salisbury rear axle

Design advantages of the Salisbury-type rear axle include the use of a large ring gear, tapered roller bearings and a broad ratio coverage.

NEW BRAKE SYSTEMS MATCH STOPPING POWER TO TRUCK CAPACITY

Chevrolet announces an improvement in braking systems for all Suburbans. Complete brake systems are computer-matched to the gross vehicle weight of the Suburban you order. Heavier duty models get heavier duty brake systems automatically. For example, there

are several different power brake systems for Series 10 and 20 Suburbans. Also included with the new systems is a lining wear sensor on front disc brakes which gives an audible signal when pads should be replaced.



Front power disc brakes

Front disc brakes with a road splash shield are standard on all Suburbans. Durable and self-adjusting, they provide resistance to fade and recover quickly from the effects of water immersion.

Massive Girder Beam front suspension

Chevy's massive Girder Beam independent front suspension puts a husky coil spring at each wheel along with durable suspension members. It's designed to help absorb the effects of road unevenness in order to give you and your cargo a smooth, quiet ride.

SUBURBAN SEATS UP TO NINE, LOADS UP TO 144 CU. FT., MOVES UP TO 14,000 LBS.

Suburban does so much so well—transporting people, hauling things, towing trailers. It's offered in two series—10 and 20—with 144 cubic feet of load space. And that's half again as much as most full-sized station wagons. GVW ratings range from 5,400 to 8,200 pounds, with carrying capacities up to 3,325 pounds.

Every Suburban comes with a full-width front seat that seats as many as three in spacious comfort. Folding

second seat is available for Series 10 and standard on Series 20. That's room for three more. Finally, you can add a removable third seat, which brings the total seating capacity up to nine.

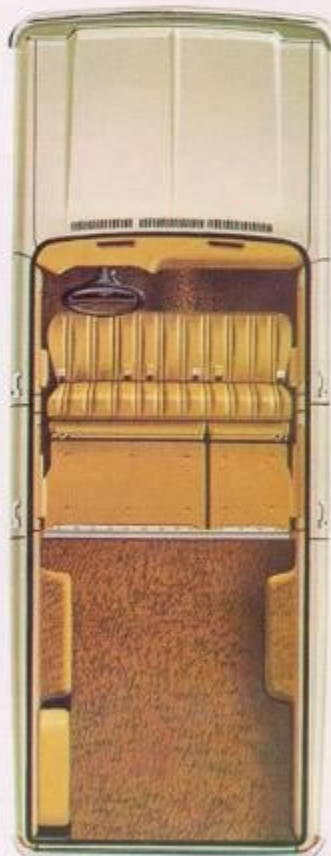
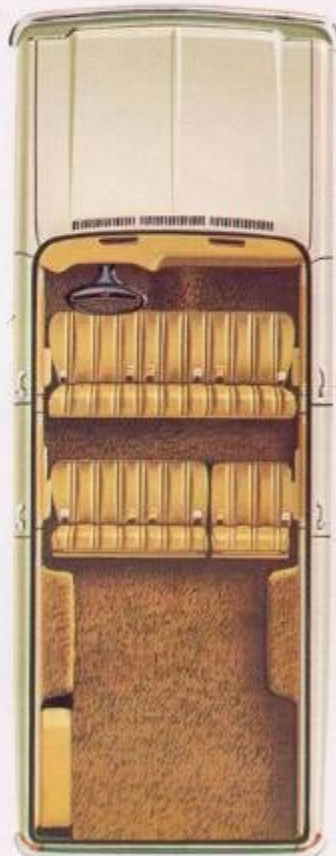
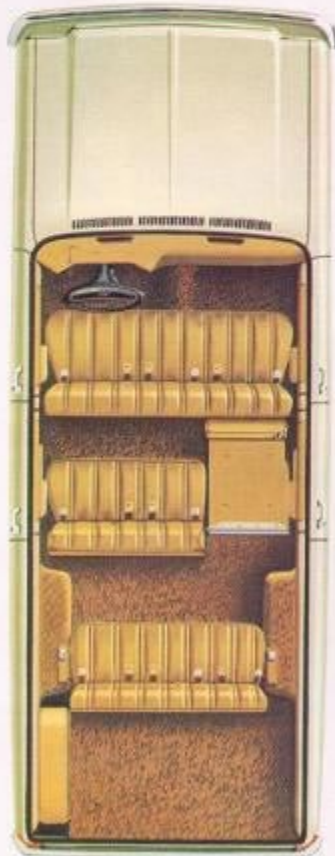
Properly equipped, a Series 20 Suburban can move a combined weight of up to 14,000 lbs. That includes the weight of the Suburban, passengers, cargo and trailer.

CONVERTS QUICKLY FROM PEOPLE TO CARGO

All three seats are in place and there's seating for as many as nine. Folding second seat allows passage to the third seat or cargo area from either side.

Third seat gone Still comfortable seating capacity for six and a whole lot of room for cargo.

Maximum cargo space with second seat fully folded down to make a smooth, flush loading deck almost 40 sq. ft. in area. Conversion is quick and easy.



TWO KINDS OF REAR OPENING

Double rear doors are standard on a Chevrolet Suburban. They can be swung fully open, past the bumper, for getting up close to loading docks. The 40-inch-high, 59.6-inch-wide opening takes a lot of work out of loading big bulky items.



Also available on Suburban is a wagon-type tailgate with a retractable window. The glass when cranked down allows the tailgate to be lowered. Electrically operated rear window may be ordered.



TRAILERING SPECIAL PACKAGES FOR SUBURBAN

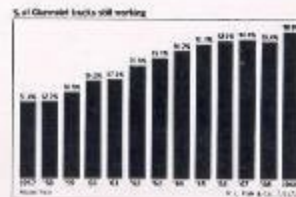
Chevrolet Series		C & K 10				C & K 20					
Equipment Included in Trailering Special Package	Steering	Hydraulic Power (Std. on C20)									
	Battery	Heavy Duty 80 Amp-Hour (Std. on C20)									
Minimum Equipment Required for Trailering Special Packages	Nameplate	8,000, 10,000, 13,000 or 14,000 lbs. (See Req'd. Engine & Ratio Below)									
	Generator	61 Amp. †									
	Radiator	Heavy Duty††									
Gross Combined Weight (GCW) with available Engine and Rear Axle Ratios	Tires	H78-15B (Std.)				8.75-16.5C (Std.)					
	Transmission	Turbo Hydra-matic (Std. on C20) or 4-Speed Manual									
		GCW in lbs. by Rear Axle Ratio									
Model	Engine	8,000	8,900	9,000	10,000	11,000	11,500	12,000	13,000	14,000	
C10	350-4	3.07	3.40	3.73							
C10	454-4			3.73		3.07		3.40	3.73		
K10	350-4	3.07		3.73	4.11						
C20	454-4				4.10		3.21		3.73	4.10	
K20	350-4										
GCW Shown on Trailering Special Nameplate		8,000				10,000				13,000	14,000

† Included with Air Conditioning

†† Included with Turbo Hydra-matic Transmission

Here are important facts about Chevrolet trucks' ability to stay on the job

Shown here are the official registration statistics indicating the per cent of Chevrolet trucks of each model year since 1957 which were still registered on July 1, 1972.



GOOD LOOKING, DURABLE AND QUIET



Cheyenne Super interior Your comfort begins with a front bench seat having a full-depth foam cushion almost seven inches thick, upholstered with herringbone fabric and grained vinyl or special all-vinyl.

Nylon-blend carpeting underfoot, which runs clear to the rear door when you order the second seat (standard on Series 20). Overhead, a full-length insulated head-liner with sound-absorbing perforation. Full-gauge instrumentation is included along with simulated wood-grain accents on instrument panel, instrument cluster, steering wheel and door trim. Cushioned arm rests and storage pockets on the front doors are provided. And there's special insulation under the front seat, cowl and hood.

The exterior includes all items in the Custom Deluxe and Custom trims plus the following: chrome front and rear bumpers and hubcaps, bright upper body side and rear door (or tailgate) moldings, bright light bezels—and Cheyenne Super nameplates. Vinyl cover for spare wheel.



Illustration includes available special all-vinyl seat trim.

Custom Deluxe interior Standard upholstery is embossed vinyl, while herringbone fabric and grained vinyl or special all-vinyl trims are available. Cushions are foam-padded. Color-keyed, vinyl-covered rubber floor mat. Full-length insulated headliner. Spare tire is covered in matching vinyl. Also included are cigarette lighter, highnote horn, and special insulation.

Exterior includes all items in the Custom models plus the following: bright windshield moldings, black inserts in door handles and Custom Deluxe nameplates.



Custom interior Foam-padded front seat upholstered in embossed vinyl is standard in Suburban Custom models. Foam instrument panel pad with simulated wood-grain insert. Cockpit-type instrument cluster, tip-out ashtray and glove box, front courtesy lamp, padded sunshades, black rubber floor mat and vinyl-framed, prismatic rearview mirror.

Exterior features include chrome-plated right- and left-hand rearview mirrors; bright upper and lower grille moldings, headlamp bezels and door handles.

Quiet ventilated interior You don't have to open the windows to get a breath of air, and a lot of wind noise besides—not with Suburban's Power Flow-Through Ventilation system. When ignition is "on" heater fan automatically pulls in outside air which exhausts through outlet valves at the bottom of each door. System also provides pressure relief when closing doors.

AVAILABLE COLOR ACCENTS

Conventional two-tone paint

White secondary color from bright upper side moldings on down.



Special two-tone paint

White secondary color between bright upper and lower side and rear moldings.



Simulated wood-grained exterior

Between upper and lower side and rear moldings. Includes bright "Estate" nameplate.



MORE COMFORT AND CONVENIENCE? JUST ORDER IT.



Dual-unit front and rear air conditioning

The built-in Four-Season air conditioning up front handles both heating and cooling, using outside air. The inside roof-mounted rear unit recirculates inside air. Each unit has its own speed control switch on the instrument panel. You can operate the front system only, or front and back together. Front unit available alone.



Below-Eye-Line mirrors

Improved stability for '74 with a new rubber-bushed support arm to mirror head attachment. Provides added rear and side vision. Also available: special camper mirrors for use with 96-inch-wide trailer.



Wagon-type tailgate

An electrically operated rear window also is available. It's controlled by a toggle switch on the instrument panel or a key switch in the tailgate. A safety blockout prevents window operation unless tailgate is properly shut.



Air deflector

Mounted on the rear of the roof just above the back window. Helps deflect road dirt, rain and road splash away from rear glass area. Simulated wood-grain trim.



Comfortilt wheel and power steering

Flick a lever and swing the Comfortilt wheel up, down, in between. You can change to six different wheel positions without ever leaving your seat. For conventional and 4-wheel-drive models with automatic or 4-speed manual transmissions. Also available: variable-ratio power steering.



Roof luggage rack

Increase the carrying capacity of Suburban still further with this chromed roof luggage rack. Elevated skid strips protect roof. Water-repellent cover also available.



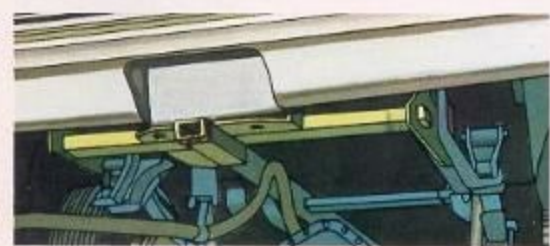
Turbo Hydra-matic 3-speed automatic

Turbo Hydra-matic automatically selects the right gear ratio for the load you're moving, the road you're traveling. And it smooths the flow of power through driveline. It's the same truck-tough unit used for Chevy pickups. Includes steering transmission lock integral with ignition switch.



Radios

Fully transistorized. AM or AM/FM available. Antenna is concealed in the windshield when factory installed.



Trailer weight-distributing hitch platform

Special heavy-duty platform used with equalizing hitch helps distribute tongue weight forward to the Suburban's front wheels and back to the trailer's rear wheels. Available and recommended for trailer towing from 2,000 to 4,000 lbs.; required for trailers over 4,000 lbs. Maximum platform rating: 7,000 lbs.; tongue load, 800 lbs.



Wheel covers and whitewalls

Set of four stainless steel wheel covers is available. Wide selection of whitewall tires in various sizes and capacities also available for Series 10 only.



Locking differential rear axle

It transfers driving power to the wheel with the most traction. Most helpful when you drive in snow, mud or sand.



Transmission oil cooler (auxiliary)

Added cooling for automatic transmission oil helps prevent overheating with heavy loads or in difficult terrain. Available for Series 10 and 20; recommended for trailer towing over 2,000 lbs. gross trailer weight.

Other available equipment

Larger fuel tank (approx. 40 gallons). Front stabilizer. Heavy-duty shock absorbers. Wide-base tires. Heavy-duty battery. Heavy-duty Delcotron generators. Auxiliary heater. Engine oil cooler. Standard on Cheyenne Super.

Chrome bumpers

Chromed heavy-gauge steel bumpers available front and rear for Suburban Custom and Custom Deluxe. Standard on Cheyenne Super.

SPECIFICATIONS

Series	C10 (% Ton)		C20 (% Ton)		K10 (% Ton) 4-Wheel Drive		K20 (% Ton) 4-Wheel Drive	
	5400 to 7000	7100 to 8200	Standard	Available	Standard	Available	Standard	Available
GVW Ratings (lbs.)	Standard	Available	Standard	Available	Standard	Available	Standard	Available
Engines	6 Cyl.		8 Cyl.		6 Cyl.		8 Cyl.	
	250	454-6	454-4		330-4		330-4	
Clutch	Da. (in.)		11		11		11	
	10", 11"	11"	11"		11"		11"	
Front Suspension	Type		Independent-Coil		Hypoid Drivng-Tapered Leaf			
	Cap. (lbs.)	3100	3800	1750	1900	2400	2800	3500
	Spring-Cap. (lbs.)	1550	1625	1750	1900	1850	1900	1900
	Shock Absorbers	Standard	Heavy-Duty	Standard	Heavy-Duty	Standard	Heavy-Duty	Standard
	Stabilizer Bar	Available						
Rear Suspension	—Axle Type		Semi-Floating		Full-Floating		Semi-Floating	
	Cap. (lbs.)	3750	5700	321	410	3750	5700	3750
	—Ratio	3.73, 3.40	3.73, 3.40, 4.11	3.21	4.10	3.07	3.73, 4.11	4.10
	Spring—Type	Two-Stage Multi-Leaf						
	Spring—Cap. (lbs.)	1950	2000	2000	2600, 2850	2250	2800	
	Shock Absorbers	Standard	Heavy-Duty	Standard	Heavy-Duty	Standard	Heavy-Duty	Standard
	Power-Disc/Drum	Power-Disc/Drum	Power-Disc/Drum	Power-Disc/Drum	Power-Disc/Drum	Power-Disc/Drum	Power-Disc/Drum	Power-Disc/Drum
Brakes	Front/Rear	Power-Disc/Drum	Power-Disc/Drum	Power-Disc/Drum	Power-Disc/Drum	Power-Disc/Drum	Power-Disc/Drum	Power-Disc/Drum
Electrical	Battery-Amp	45, 70	80	70	42, 61	37	42, 61	37
	Generator-Amp	37	42, 61	37	42, 61	37	42, 61	37
Fuel Tank	Nominal Capacity (gal.)	24	31 or 40	24	31 or 40	24	31 or 40	24
Steering	Type	Manual	Power	Power	Manual	Power	Manual	Power
Transmissions		3-Spd.	4-Spd.	Turbo Hyd.	3-Spd.	4-Spd.	3-Spd.	4-Spd.
		Turbo Hyd.			Turbo Hyd.		Turbo Hyd.	
Transfer Case	6 Cyl.	—		—		M.P. 205 2-Spd.		
	8 Cyl.	—		—		N.P. 203 (full time)		
Tires	Tubless Tires—Size	G7R-15B	8.75-16.5C		G7R-15B		8.75-16.5C	

LARGER SIZE TUBELESS & TUBE TYPE TIRES AVAILABLE

*Standard on 6-cylinder models. **Standard on 8-cylinder models. Tire Load Range—B (4PR), C (6PR).

Standard colors



Skyline Blue Glasswood Green Goslar Bronze Catalina Blue Hawaiian Blue Spanish Gold Crimson Red



Bonedale Red Lime Green Frost White Sunset Gold Desert Sand Granada Beige Moss Olive Killarney Green

All characteristics and specifications contained in this literature are based on the latest product information available at the time of publication. The right is reserved to make changes at any time in price, color, material, equipment, specifications and models, and also to discontinue models. Capabilities and restrictions in color combinations may be limited. Color is shown exactly. Chevrolet's available truck exterior paint colors. The representative colors shown above are merely guide, and a guarantee of fidelity to actual colors should be observed. CHEVROLET MOTOR DIVISION OF GENERAL MOTORS CORPORATION, DETROIT, MICHIGAN 48202. U.S.A.

