



Introducing a new kind of Viva



It takes a lot of beating

Among the millions of pounds it's taken to develop the new Viva, one figure stands out. The £3½ million it took to construct 'Punishment Park', Vauxhall's new 700-acre proving ground at Millbrook. Where we gave the car all it could take—and more. Not to mention testing it around the world, as well. We built quality into it—then knocked the problems out of it. We literally forced this new Viva to prove its worth.

It's still called Viva, because it retains all the basic Viva virtues. And now there's a sleek new shape that's designed to give you a lot more pleasure—and a load more elbowroom, headroom and hiproom in virtually the same size car.

You'll find the engines the same—but different. They deliver more power, more effortlessly. But not at the expense of fuel economy.

You'll find the trim something of a revelation, too. That little word 'trim' covers a multitude of luxury. With seats to make you think of favourite armchairs.

What you can't see is that Viva has an extra-strong body structure—with steel that is up to 28% thicker than major British rivals.

Luxury that's hard to beat

Here's where Viva really shows what the good life is all about. Seating you can really spread yourself in, just as you've seen on the previous page. Little touches like extra sound insulation to quieten the ride even further. Brilliant brightwork to point up the clean styling . . . front doorpull-armrests . . .



Safely positioned rocker switches



Safety-designed door release lever, window winder and deep section armrest

door-operated courtesy light switches . . . a lid to the glovebox, and rear ash trays. There are face level vents, with a concealed air extraction system, and a heater with a 2-speed booster fan that you can take for granted — it warms you when you want, where you want it. Like everything about the new Viva, it's been



Vivalogue
1159 cc (70.7 cu in) engine
4-speed all-synchro gearbox
Drum brakes
Vynide upholstery
Carpet floor trim
Doorpull-armrests

tried and tested to the nth degree. Even our luxuries are put through it. With the Viva 2-door de Luxe, you get the four cylinder 1159 cc engine developing 60 SAE hp.



Slim-bar grille identifies Viva de Luxe



Air-blend heater sliding controls, two-speed blower switch

Viva 2-door de Luxe

Viva 4-door de Luxe

Room at the top...



De Luxe

This kind of 4-door motoring takes you right to the top. Open wide these solid-built doors—but before you move inside, try shutting one again. You won't find anything more reassuring than the solid, satisfying clunk that goes with it. Now open up again. You can easily adjust the front seats to the one position that's perfect for you.

Viva 4-door de Luxe spells out luxury in every well-bred line. It has all the features that make the 2-door version such an impressive motor car.

And it boasts a heater with a 2-speed booster fan, face level ventilators with fingertip adjustment giving perfect directional control, a superbly laid out instrument panel and a choice of engine and transmission to suit the individual driver.

Vivalogue

De Luxe

1159 cc (70.7 cu in) engine
4-speed all-synchro gearbox
Brakes: Servo assisted with front discs standard with '90' engine
Vynide upholstery
Carpet floor trim
Front doorpull-armrests
Rear doorpull-straps



De Luxe interior

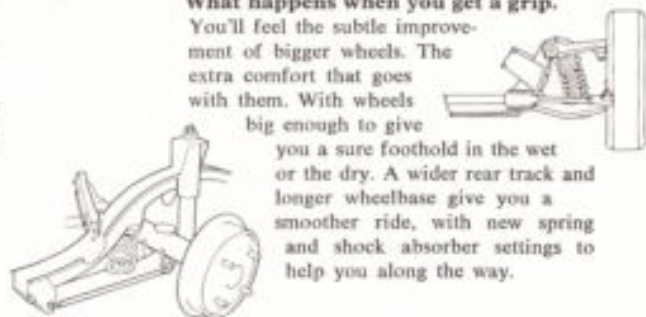


What happens when you let rip. The new Viva's big little engines have proved their worth already. But now the well known 1159 cc unit comes with a bonus of more power. Larger inlet valves and a new twin outlet exhaust manifold push up the output—but not at the expense of fuel economy. Same goes for the high performance '90' version of this willing work-horse. Each of these engines has an alternator—to charge the battery even at idling speeds.



What happens when you get a grip.

You'll feel the subtle improvement of bigger wheels. The extra comfort that goes with them. With wheels big enough to give you a sure foothold in the wet or the dry. A wider rear track and longer wheelbase give you a smoother ride, with new spring and shock absorber settings to help you along the way.



The Viva's basic suspension design is no newer than it need be. Still all-coil—because you get better handling that way—with front suspension units mounted on a rubber cushioned sub-frame, and four-link axle location at the rear. No-one's come up with anything better than rack-and-pinion steering to date. So we have stuck to it. Now Viva's noted roadholding has become roadbugging. A love affair for driver and passengers alike.

The basic facts.

Engine on 2-door Viva de Luxe

- Four cylinders. 1159 cc. 60 SAE hp at 5500 rpm.
- Down-draught carburetter. 8.5:1 compression ratio.
- Three bearing crankshaft. Twin outlet exhaust manifold.
- '90' engine on 4-door Viva deluxe 90*
- Four cylinders. 1159 cc. 73 SAE hp at 5700 rpm.
- Constant depression side-draught carburetter.
- 9:1 compression ratio.
- Three-bearing crankshaft. Twin outlet exhaust manifold.



Performance that takes a lot of beating



1



2



3



4



5



6

The car we beat around. To beat any car around.

This new Viva really had to be good. So we gave the car a really bad time of it. The natural place to choose was 'Punishment Park'—Vauxhall's new 700-acre proving ground at Millbrook in Bedfordshire. Where we gave Viva the most unnatural treatment a car ever had in its life.

We tested the new suspension over miles of king-size potholes, punishing pave (2) and hill scrambles of 1 in 4 (1).

Viva asked for more. And got it. Day and night (6).

Work-outs on corrugated concrete, diabolical dust tracks (5) and a continuous high-speed circuit (4).

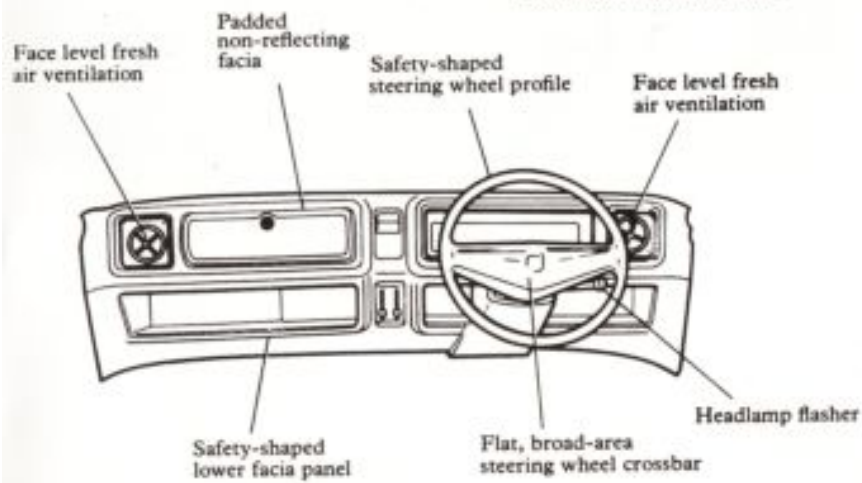
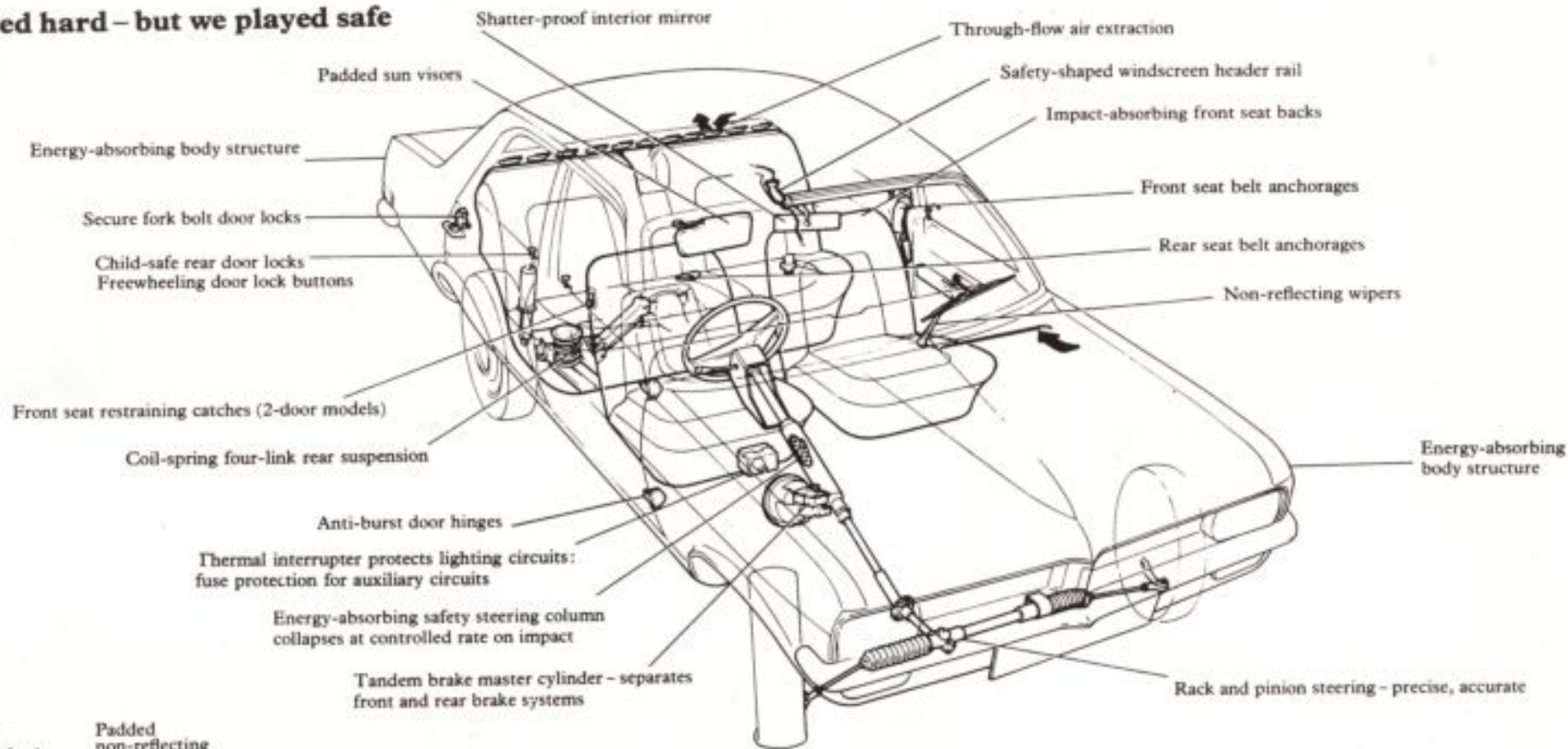


When we'd finished these tests, we led Viva to a water trough (3) 300 feet long. Ran it through this while concentrated salt sprays were hurled at the body time and again.

And time and again Viva came up smiling. Then instead of hurling something at Viva, we tried it the other way around. Flung the long-suffering car at a 75-ton concrete block. Then another car. And another . . . All to prove that Viva's body will absorb impact, and its doors neither fly open, nor jam closed.

What was left taught us a lesson you'll remember if ever you get into a spot of trouble. This new Viva is strong, very strong. Safe. Reliable. And willing.

e played hard – but we played safe



Viva safety takes a lot of beating

You're right to take the safety of every Vauxhall for granted. Because this is just what we do—way back to the design stage of each new model. Safety is built into the quality of the steel we use—tested continuously to see that it meets our stringent specifications. Safety is built into the body structure—designed to absorb impact forces in such a way as to minimise the danger to occupants. Safety in this new Viva is built into such refinements

as fork bolt door locks—designed to hold firm when others burst open. Above all, safety is built into the way Viva handles . . . the way it stays firm on the road, whatever the road . . . its quick response under all conditions . . . the precise, positive rack and pinion steering . . . the crisp braking. You get the feeling that this is a car built to keep you out of trouble . . . that puts safety first. And you're right.

Viva. Facts that are hard to beat

Viva power

Viva, 4 cylinders, 70.7 cu in (1159 cc). Bore 3.062 in (77.7 mm). Stroke 2.40 in (61 mm). Compression ratio 8.5:1. 60 SAE hp at 5500 rpm. Gross torque (SAE) 68 lb ft at 3000 rpm; Three-bearing crankshaft with high-duty main bearings. Inclined valves operated by short push-rods and rockers. Down-draught carburettor. Twin outlet exhaust manifold.

Viva 90. As standard engine but with: compression ratio 9:1. 73 SAE hp at 5700 rpm. Gross torque (SAE) 70 lb ft at 4000 rpm. Constant depression side-draught carburettor. Twin outlet exhaust manifold.

Viva transmission

Clutch. Diaphragm clutch with mechanical operation and ball bearing release. 6.5 in (165 mm) diameter. 15 lb (6.8 kg) pedal pressure.

Gearbox. 4-speed all-synchrom with central floor mounted shift, 1st 3.765:1. 2nd 2.213:1. 3rd 1.404:1. Top direct. Reverse 3.707:1.

Final drive. Hypoid axle. Ratio 4.125:1. 2.75 in diameter (70 mm) drive shaft. 3 in. (76 mm) drive shaft with 90 engine.

Viva suspension and steering

Front suspension. Long and short wishbones with coil springs, rubber bump stops and rubber-bushed brace struts. Suspension units mounted on sub-frame attached to underbody at four rubber-cushioned points to isolate road noise. Fore-and-aft compliance helps absorb road shocks.

Rear suspension. Coil-spring four-link. Upper and lower arms, rubber bushed at both ends, control axle movement and isolate road noise.

Steering. Rack-and-pinion. Ratio 16.3:1. 3.16 turns lock to lock. Turning circle (between kerbs) 32.2 ft (9.62m). Energy-absorbing steering column (telescopes on impact at a controlled rate to minimise driver injury).

Viva brakes

2-door de Luxe. Tandem master cylinder. Hydraulic with 8 in (203 mm) drums. Front: two leading shoes. Rear: leading/trailing shoes. Total braking area 125.67 in.

4-door de Luxe 90. Servo-assisted brakes. 8.5 in (217 mm) discs at front, 8 in (203 mm) drums at rear. Total braking area 196.1 sq in.

Viva wheels and tyres

Viva de Luxe 2-door. 5.20 x 13, 4-ply rating tyres on 4J x 13 wheels.

Viva 4-door de Luxe 90. 6.2S x 13, 4-ply rating, low-profile tyres on 4J x 13 wheels.

Viva electrics

12 volt, 32 amp./hour battery. Negative earth system. Alternator. Inertia-type starter. Combined head/side lamps. Column mounted switch for headlamp dip, headlamp flasher, horn, flashing turn indicators. Interior light. Front door courtesy switches. Warning lights for oil pressure, ignition, main beam and turn indicators. Headlamps and parking lamps protected by thermal circuit interrupter. Four fuses protect other circuits.

Viva bodywork

Rigidly built integral body/chassis unit. Seven-stage phosphate anti-rust treatment; then primer deep-dip; then body side members sprayed inside with aluminised bituminous compound. Final finish over primer coats; two double coats of Magic Mirror acrylic lacquer, thermally re-flowed to give hard, glazed surface.

Viva heating and ventilation

Swivelling face-level fresh air vents. Fresh air (air blend) heater/ventilator fitted. Concealed air extraction vents at rear.



Viva fuel capacity

8 Imperial gallons (9.6 US gallons, 36.37 litres).

Viva dimensions

Exterior dimensions

| | |
|------------------|----------|
| Overall length | 162.0 in |
| Overall width | 64.7 in |
| Overall height | 53.1 in |
| Wheelbase | 97.0 in |
| Track, front | 51.4 in |
| Track, rear | 51.5 in |
| Ground clearance | 5.38 in |

Interior dimensions

| | |
|-------------------------|------------|
| Leg room, front | 45.8 in |
| Leg room, rear | 35.3 in |
| Head room, front | 37.3 in |
| Head room, rear | 37.3 in |
| Hip room, front | 52.6 in |
| Hip room, rear | 51.0 in |
| Shoulder room, front | 52.8 in |
| Shoulder room, rear | 51.3 in |
| Trunk capacity, total | 20.0 cu ft |
| Length behind rear seat | 40.4 in. |

Viva kerb weights

| | |
|-------------------|---------|
| Two-door de Luxe | 1800 lb |
| Four-door de Luxe | 1840 lb |

Viva accessories

Radio. Aerial. Exterior mirrors. Fog lamps. Towing attachment. Trailer electrical coupling kit. Mud flaps (front and rear). Locking petrol cap. Wheel trims. Rear seat belts.

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MADE IN ENGLAND

V1188

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