



# Vauxhall Viva



# Why a Viva?

One of the biggest single investments most of us make is a motor car. And nobody knows that better than the people at Vauxhall.

Which is why we've made sure that

when you buy a Viva you're getting really good value for your money.

Value is what Viva is all about. And it starts with a really good-looking body. Clean and classic. So it'll stay in style for years.

You not only travel in style. You travel in comfort too. Inside that beautiful compact body is an amazing amount of room. For four people and their luggage.

Even with a full load, the Viva has the power to get you wherever you're going, quickly, safely, surely. And that

reliable, gutsy 1256 cc engine is a marvel of economy. The 'Autocar' of 1.6.74 found it returned 40.8 mpg at a constant 50 mph and 33.2 mpg overall.

But Viva value goes much further than that. Few, if any, cars in its price class offer you so many valuable items as standard equipment. Servo-assisted, dual circuit braking with front discs and self-adjusting rear drums, fully reclining front seats with seat belts, and an electric screenwash, to name but a few.

But perhaps Viva value shows up best in the long run. Also, as standard on every Viva, you get Vauxhall's incredibly thorough 11-stage body protection process, including full underbody seal. Plus an aluminised exhaust system.

All of which adds up to a proven best-seller that's designed and built with so much care that the accepted motor trade guide to used car prices shows a Viva is particularly good value when you sell it. As well as when you buy it.

## Viva Standard

Probably today's best value in 2-door saloons. Tomorrow's too. With a very efficient 1256 cc 4 cylinder engine.

## Viva de Luxe

2 or 4-door saloon for luxury family motoring. Optional extras: Powerful 1800 engine. Also 1800 engine with GM Automatic Transmission.

## Viva SL

The Viva the Joneses have to keep up with. 2 or 4 doors. 1800 engine with GM Automatic transmission is an extra cost option.

## Viva Estate

Positively the best looking estate car for anywhere near its price. In de Luxe or SL models. Manual or GM Automatic transmission with 1800 engine on de Luxe. Automatic only with 1800 engine on SL.



# Viva Standard

The 2-door Viva Standard probably best illustrates the philosophy behind the Viva range. It offers you a family 4-seater with the right amount of economy, the right amount of comfort and the right amount of room. All in a good looking car that's at the right price as well.

Like all Vivas, the Viva Standard is an exceptionally well equipped and well appointed car.

Settle into the generously contoured driver's seat. Adjust it to suit you (the back can recline all the way). Clip on the seat belt. And look around.

In front of you there's an impact-absorbing facia that houses a neat, easy-to-read bank of instruments and all the usual warning lights. Plus one that's very unusual. It tells you if you've left the handbrake on, or if there's a drop in pressure in one of the dual brake circuits.

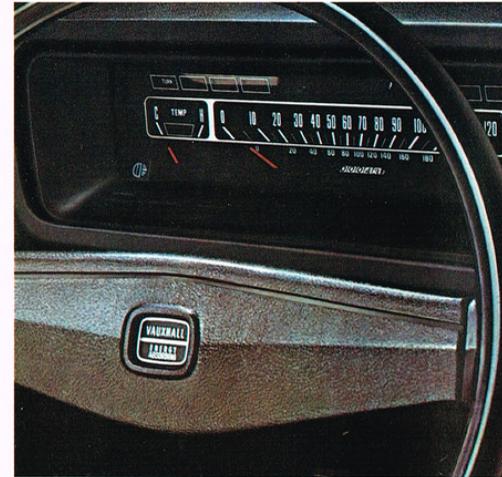
The steering wheel has a broad, flat spoke for safety. It's mounted on an impact-absorbing steering column. And on the column are two stalks that enable you to operate the 2-speed wipers with 'single wipe', the electric screenwash, headlight dip/flasher, turn indicators and horn. All without taking a hand off the wheel.

Within easy reach, too, are the controls for the through flow heating/ventilation system with powerful 2-speed booster fan, to keep you comfortable while standing still or on the move.

Start up and zoom off. Drive around. You'll notice there's plenty of power. And really responsive steering, roadholding and braking to go with it. Convinced? Then stop and look behind you. There's bags of room in the rear. And behind that there's an enormous 20 cu ft boot, big enough for all your family's bags and baggage.

Compare the Viva Standard with any other car at the price and you'll agree the Viva Standard is really big value.

So big, that most people would call it de Luxe.



# Viva De Luxe

Available as a 2 or 4-door saloon or as a 3-door estate car, the Viva de Luxe offers you all the good things for which the Viva Standard is famous, and more.

Outside, for instance, its classic

shape is emphasised by a neat coach stripe along the waistline, and the roof guttering, windscreen and rear window are outlined in bright, non-rust Mylar.

You'll also notice, if you look closely, that the rear window is heated, to keep it clear of condensation, ice and snow.

Whatever the weather, you'll travel comfortably in a Viva de Luxe.

Your feet snuggle into loop-pile fitted carpeting. You relax in generously contoured, deep cushioned seats,

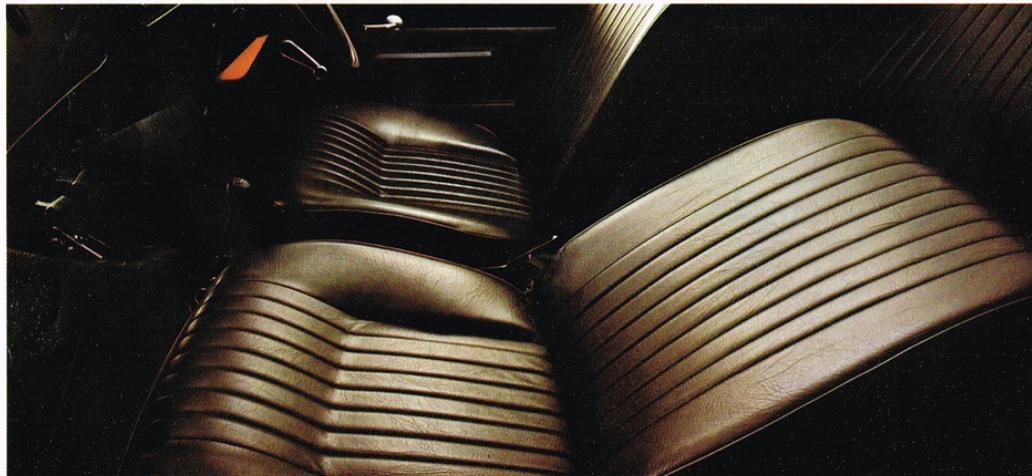
reclining at the front, and upholstered in easy-to-clean Vynide.

And you stay as warm or cool as you like, thanks to a sophisticated mixed-air heating and ventilation system with face level fresh air vents, a powerful 2-speed blower and extractor slots concealed below the rear window.

Other thoughtful contributions to your comfort and convenience come in the shape of armrests at the front, ashtrays at both front and rear, and twin sunvisors.

For super-relaxed driving, GM Automatic transmission with Vauxhall's powerful 1800 engine is available as an extra cost option. And so is the 1800 engine with manual transmission.

And like all Vivas, the de Luxe offers you the confident handling, roadholding and braking, the built-in safety and body protection, the space to spare, and the down-to-earth running costs that add up to sensible, solid value. All the way.



# Viva SL

The Super Luxury Viva. It's available in 2 and 4-door saloon, or 3-door Estate models. GM Automatic transmission with 1800 engine is an extra cost option. And so is a vinyl roof.

You get all the lavish Viva equipment listed at the back of this brochure, plus many more detail refinements that make this the ultimate in Viva luxury, comfort and value.

Let's look at what makes the Viva SL different from the de Luxe model.

Outside: a black non-rust grille with

anodised aluminium surround. Bright surrounds to the turn indicator lights. A distinctive double coach line painted at waist level. A bright moulding below the glass line. A stainless steel sill moulding. Anodised wheel trims. SL badge on the boot lid. And a chrome-sleeved tailpipe.

But the SL badge means a lot more than just a car that looks brighter.

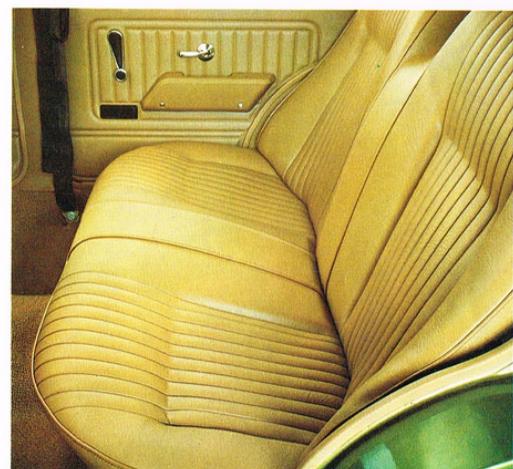
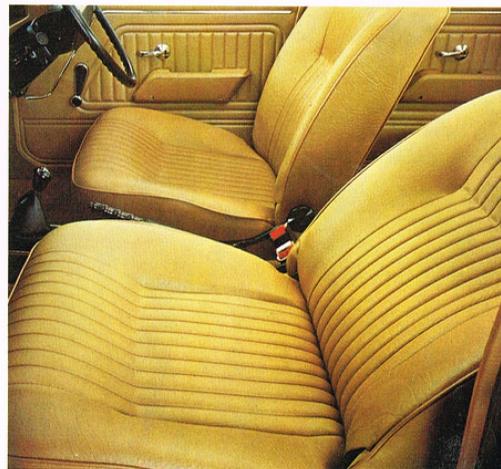
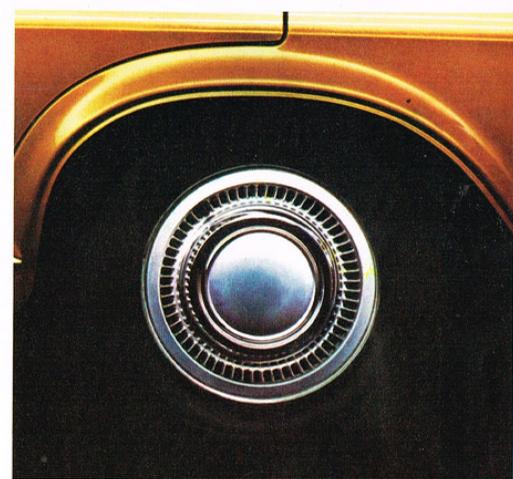
You'll notice the extra touches that really justify the SL title inside the car.

The doors are upholstered to the glass line in soft, resilient Ambla, and incorporate armrests with built-in door pulls, front and rear. The seats also are upholstered in Ambla, and the

back seat is contoured to give the effect of two individual seats.

The reclining front seats get a touch of extra padding in the back. Extra sound insulation makes the interior quieter. There are illuminated heater controls and a useful centre console with a tray for odds and ends. The stubby gear lever is elegantly gaitered, and there is a light in the boot.

These are the things that make the SL different from the other Vivas. Combined with the things that make it the same you end up with a luxury family car that makes such beautiful sense, it's really not a luxury at all.



# Viva Estates

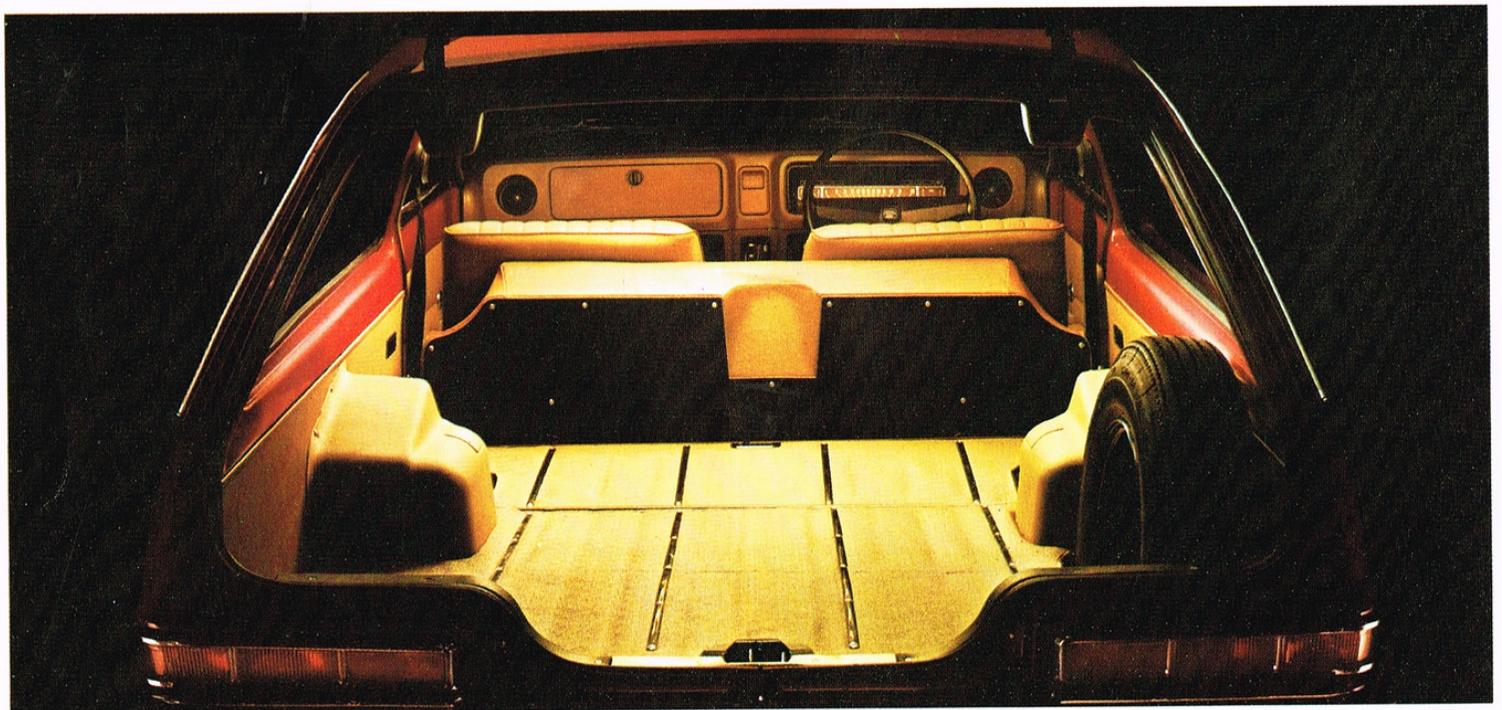
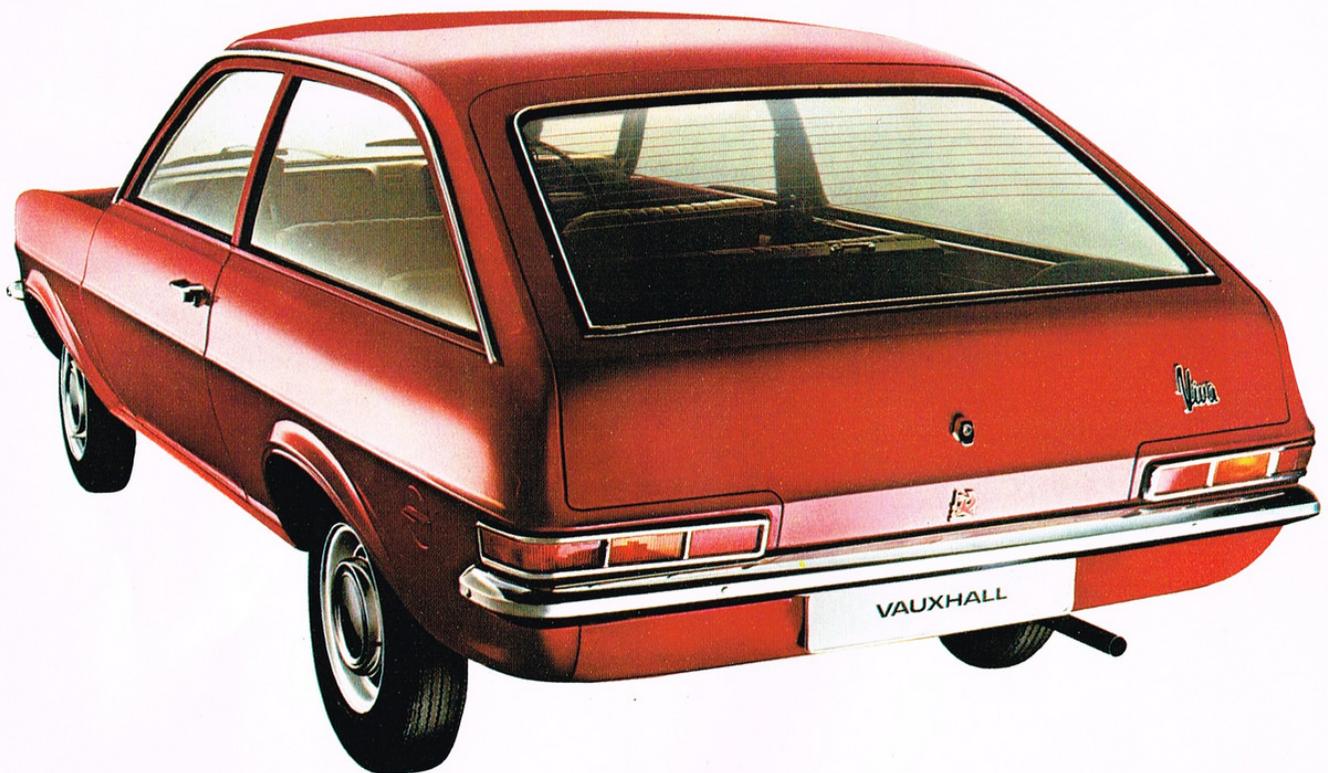
The Viva de Luxe and SL Estates are identical to the corresponding saloons, except for the back seat and rear body styling.

And with that fastback styling the back window remains relatively clear of the dirt that accumulates on squareback estates.

Open the counterbalanced rear door of a Viva Estate and you'll find 26.57 cu ft of space behind the seat. Fold the seat forward and that space turns into a 51.53 cu ft luggage carrier.

Both Viva Estates are powered by a punchy, economical 1256 cc engine as standard. Or the optional 1800 engine with 4-speed manual or GM Automatic transmission on the de Luxe. And with the automatic only on the SL.

Whichever you opt for, you'll be getting one of the best-looking, most economical estate cars on the market.



# Specification Viva and Viva Estate

## Engine

1256 cc (76.6 cu in). 4 cylinder. Bore 3.188 in (80.97 mm). Stroke 2.40 in (60.96 mm). Compression ratio 9.2:1. Installed bhp 58.5 at 5,600 rpm (DIN). Installed torque 68.0 lb ft at 2,600 rpm (DIN). '1800'-1759 cc (107.4 cu in). 4 cylinder. Bore 3.375 in (85.73 mm). Stroke 3.0 in (76.2 mm). Compression ratio 8.5:1. Installed bhp 77 at 5,200 rpm (DIN). Installed torque 97 lb ft at 3,000 rpm (DIN). Cylinders inclined at 45°. Five main bearing crankshaft. Viscous drive cooling fan. 1800. Overhead camshaft with silent toothed belt drive. Cross-flow cylinder head. Patented easy tappet adjustment. Down-draught carburettor. Pre-engaged starter motor. Twin outlet exhaust manifold.

## Transmission

Clutch-Diaphragm spring with mechanical operation. 7.25 in (184 mm) dia with 1256 cc. 8.5 in (216 mm) dia with 1800. Gearbox-4 speed all-synchromesh with central floor mounted shift. Ratios: (with 1256 cc) 1st, 3.46:1; 2nd, 2.213:1; 3rd, 1.404:1; Top direct; Reverse, 3.707:1. (With 1800) 1st 3.3:1; 2nd 2.145:1; 3rd 1.414:1; Top Direct Reverse 3.063:1. Automatic transmission (extra cost option with '1800' engine only). GM Automatic with hydrokinetic torque converter coupled to a 3-speed planetary gear train. Floor mounted selector in centre console. Final drive-Hypoid axle. Ratios: (1256 cc) 4.125:1; ('1800') 3.455:1. (With manual transmission, on de Luxe only. 3.727:1.).

## Suspension

Front-Independent. Long and short wishbones with coil springs. Suspension units mounted on sub-frame attached to underbody at four rubber-cushioned points to isolate road noise. Anti-roll bar on '1800'. Rear-Coil-spring four-link system.

## Steering

Rack and pinion. Ratio 16.3:1; 3.16 turns lock to lock. Turning circle (between kerbs) 32.2 ft (9.82 m).

## Brakes

1256 cc-Servo-assisted brakes. 8.54 in (216.9 mm) discs at front, 8 in (203.2 mm) self-adjusting drums at rear. Dual circuit system. '1800'-Servo-assisted brakes. 10.03 in (255 mm) discs at front, 9 in (229 mm) self-adjusting drums at rear. Dual circuit system.

## Wheels and Tyres

Standard 5.60 x 13.-4-ply on 4½J rims. De Luxe and SL-155SR x 13 radials on 4½J rims.

## Electrics

12 volt 33 amp/hour battery. Negative earth system. Alternator. Heated rear

window (except Standard). Combined head/side lamps. Column mounted switch for 2-speed plus 'single wipe' windscreen wipers and electric screenwash. Column mounted switch for headlamp dip, headlamp flasher, horn, flashing turn indicators. Interior light. Front door courtesy switches (except Standard). Boot lamp (SL only). Tailgate courtesy light (Estate only). Speedometer with total mileage recorder. Temperature gauge. Warning lights for oil pressure, ignition, brake pressure/handbrake, main beam and turn indicators. Headlamps protected by thermal circuit interrupter. Four fuses protect other circuits.

## Heating and Ventilation

All models-Swivelling face-level fresh air vents. Concealed air extraction vents at rear. Heater/ventilator with 2-speed booster fan.

## Fuel Capacity

1256 cc-8 gallons (36 litres). '1800'-12 gallons (54 litres).

## Dimensions

Exterior	Saloon
Overall length	162.9 in (4.138 m)
Overall width	64.7 in (1.643 m)
Overall height	53.2 in (1.348 m)
Wheelbase	97 in (2.461 m)
Track, front	50.0 in (1.270 m)
Track, rear	51.5 in (1.308 m)
Ground clearance	5.4 in (137 mm)
Interior	
Leg room, front (max)	40.7 in (1.034 m)
Leg room, rear (min)	33.8 in (860 mm)
Head room, front	37.3 in (947 mm)
Head room, rear	37.3 in (947 mm)
Hip room, front	52.7 in (1.339 m)
Hip room, rear	51.2 in (1,300 m)
Shoulder room, front	52.8 in (1.342 m)
Shoulder room, rear	51.5 in (1.308 m)
Boot capacity, total	20.0 cu ft (0.6 m³)

Exterior	Estate*
Overall length	162.9 in (4.138 m)
Overall width	64.7 in (1.643 m)
Overall height	54 in (1.371 m)
Wheelbase	97 in (2.461 m)
Track, front	51 in (1.295 m)
Track, rear	51.5 in (1.308 m)
Ground clearance	5.2 in (132 mm)
Interior	
Leg room, front (max)	40.7 in (1.034 m)
Leg room, rear (min)	36.8 in (934 mm)
Head room, front	37.8 in (960 mm)
Head room, rear	37.0 in (940 mm)
Hip room, front	52.7 in (1.339 m)
Hip room, rear	51.5 in (1.308 m)
Shoulder room, front	52.9 in (1.344 m)
Shoulder room, rear	51.3 in (1.293 m)

## Estates—Luggage area dimensions

Maximum length rear floor	60.5 in (1.537 m)
Length behind rear seat	40.4 in (1.025 m)
Maximum width, rear floor	53 in (1.346 m)
Tailgate opening width	51.7 in (1.313 m)

Tailgate opening height	24.9 in (633 mm)
Maximum cargo height	29 in (737 mm)
Total load capacity (AMA Cargo Volume Index)	54.5 cu ft (1.54 m³)
Actual loading capacity, rear seat down	51.53 cu ft (1.46 m³)
Actual load capacity, rear seat up	26.57 cu ft (0.75 m³)

\*Measurement shown apply to Viva de Luxe and may vary slightly on Viva SL.

## Kerb Weights

Standard 1837 lb (834 kg)

1800 kerb weights	
De Luxe 2-door	1847 lb (839 kg)
2107 lb (957 kg)	
De Luxe 4-door	1887 lb (857 kg)
2147 lb (975 kg)	
De Luxe Estate	1977 lb (898 kg)
2237 lb (1016 kg)	
SL 2-door	1897 lb (860 kg)
2207 lb (1002 kg)	
SL 4-door	1937 lb (879 kg)
2247 lb (1020 kg)	
SL Estate	2012 lb (913 kg)
2322 lb (1054 kg)	

## Towing Data

Maximum trailer weight with brakes 1837 lb (834 kg). Maximum vertical load on towing eye 100 lb (45.4 kg).

## Colour Schemes

Viva	Main Trim Vynide
Exterior Colours	
Flamenco Red	Deerskin
Glacier Blue	Viking Blue
Monaco White	Viking Blue
Sunglow	Deerskin
Viva de Luxe	Main Trim Vynide
Exterior Colours	
Flamenco Red	Deerskin
Glacier Blue	Viking Blue
Monaco White	Viking Blue
Yellow Gold	Onyx
Ruby	Deerskin
Sun Glow	Deerskin
Cedar Green Starfire	Deerskin
Riviera Blue Starfire	Viking Blue
Hot Grey Starfire	Onyx
Champagne Starfire	Onyx

Viva SL	Main Trim Ambla
Exterior Colours	
Flamenco Red	Deerskin
Monaco White	Viking Blue
Yellow Gold	Onyx
Ruby	Deerskin
Sun Glow	Deerskin
Cedar Green Starfire	Onyx or Deerskin
Riviera Blue Starfire	Viking Blue
Hot Grey Starfire	Onyx
Champagne Starfire	Onyx or Deerskin
Olivine Starfire	Deerskin
Blue Fire	Onyx
Bronze Gold Starfire	Onyx
Platinum Starfire	Onyx or Deerskin

## Accessories

Radio. Aerial. Exterior mirrors. Fog lamps. Fog lamp switch kit. Reversing lamps. Hazard warning device. Towing attachment. Trailer electrical coupling kit. Mud flaps (front and rear). Locking petrol cap. Wheel trims (standard on SL). Vinyl roof cover kit (saloons only). Rear seat belts. Armrests (front and rear for Standard model). Passenger sun visor (standard on de Luxe and SL models). Cigarette lighter. Map reading lamp. Bonnet or boot lamp kit. Spare wheel cover (standard on SL Estate).

# Lasting Value

When you buy a Vauxhall, you buy a car that's really good value for your money. Good value not only because a particularly generous number of comfort, convenience and safety features are engineered into it. But also because it's built to keep its good looks, performance and resale value well into the years ahead.

## Standard Vauxhall Equipment

At Vauxhall we believe it's not the options you get for paying extra that count. It's the standard equipment you get for paying nothing extra. So every Vauxhall comes complete with:

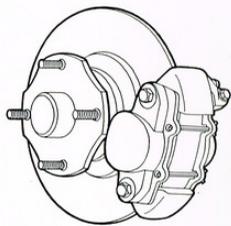
1. Front seat belts.
2. A complete underbody seal.
3. Power-assisted dual-circuit braking with front discs and self-adjusting rear drums.



Much more, for instance, than just crash padding added as an afterthought. Instead, it's the result of scientific research applied to the design of the car as a whole.

### We try to keep you out of trouble

After all, 'prevention is better than cure'. So Vauxhall safety starts with driver comfort. To help keep you relaxed, comfortable, alert and in better control, we design our cars with responsive rack and pinion steering, reassuring roadholding, anatomically-designed-seats, efficient heating/ventilation and powerful lights. For safety's sake, the brakes are dual-circuit. So if there's a loss of



pressure in one of the hydraulic circuits, you'll still be able to stop. There's even a light on the facia to warn you of pressure loss. Vauxhall's system of big discs at the front and self-adjusting drums at the rear is well known as one of the most effective and fade-resistant available today.

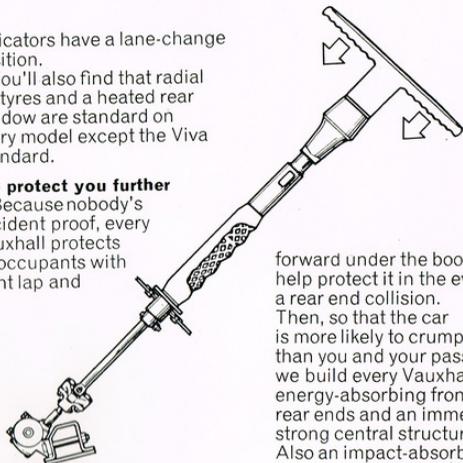
What's more, our concern for your safety is expressed in many details that might seem small at first. But which could save your life. For instance, we give you two-speed wipers. And finish them in matt black instead of chrome, to avoid reflections that could distract you. There's a 'Single Wipe' action to clear drizzle and splashes. The screenwash is efficiently electric. All minor controls are on steering column stalks, so you don't have to take a hand off the wheel. And the direction

indicators have a lane-change position.

You'll also find that radial ply tyres and a heated rear window are standard on every model except the Viva Standard.

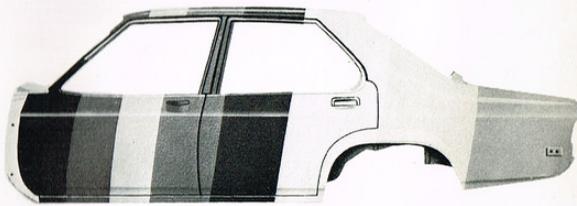
### We protect you further

Because nobody's accident proof, every Vauxhall protects its occupants with front lap and



forward under the boot to help protect it in the event of a rear end collision. Then, so that the car is more likely to crumple than you and your passengers, we build every Vauxhall with energy-absorbing front and rear ends and an immensely strong central structure. Also an impact-absorbing 'telescoping' steering column. A thickly padded facia and specially shaped windscreen header rail. Padded sunvisors. Impact-absorbing front seat backs. And a shatterproof, knock-away rear view mirror.

diagonal seat belts. Rear seat belt anchorages. Safety catches on 2-door models that prevent the front seats being thrown forward. Anti-burst door locks. And a petrol tank that's tucked well



## Body Protection

Vauxhall's Quality Control Procedures ensure the very highest standards of finish and durability. The body shell of your new car, for instance, has been through a protection process which is the envy of the industry.

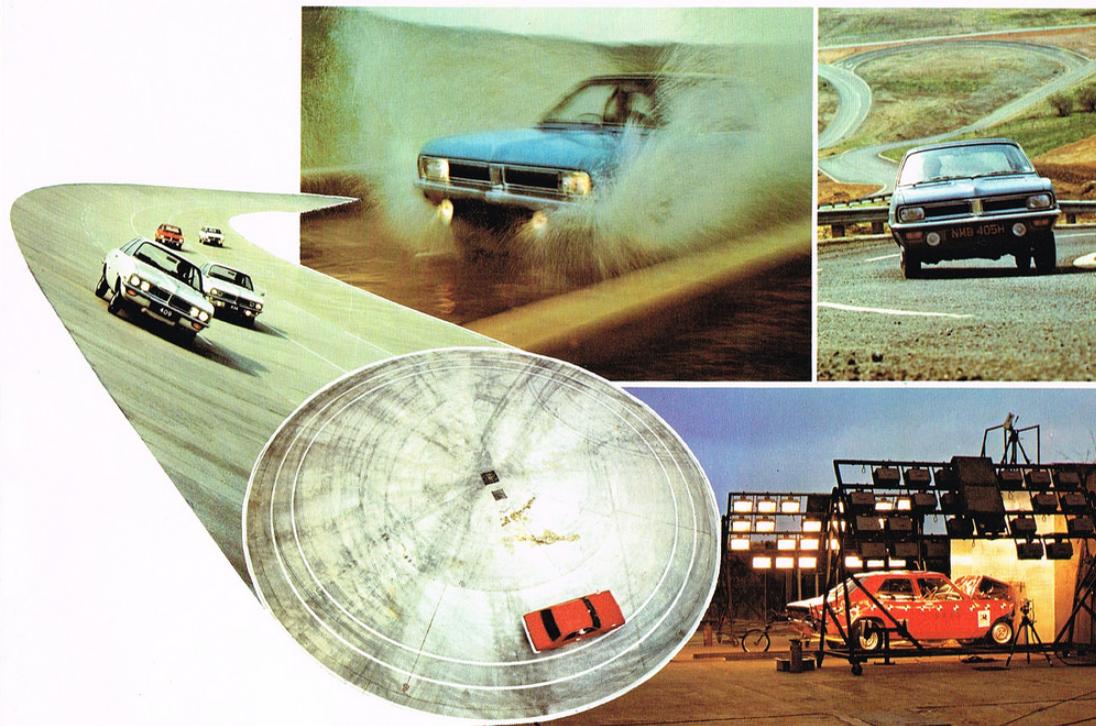
To start with, its design virtually eliminates corrosive mud and water traps. Areas which become inaccessible after final assembly are extensively pre-treated and it receives a phosphating process and a primer deep-dip as part of Vauxhall's unique 11-stage fight against the elements.

It also gets a complete

underbody seal, up to 23 lbs of it, applied before the mechanical components are fitted and not just added at the end of the line. The chassis side-members are specially treated inside too.

Up to 7 gallons of protective primer and paint are applied in seven separate layers and the final coats of acrylic lacquer are hand sprayed to give a glazed, durable surface that doesn't need polishing to keep a high lustre.

But not only body shells get the Vauxhall treatment. Exhaust systems too, are designed for long life through the extensive use of aluminised steel.



# Testing Story

From the time an idea leaves the drawing board to the time it finds its ultimate expression as a fine motor car in your Vauxhall dealer's showroom, it is subjected to a testing programme that is one of the most searching and rigorous in the world.

At Vauxhall we don't take any chances. So that you don't have to.

Prototype and production models are tested at General Motors proving grounds in the heat of Arizona and the mountains of Colorado. In severe conditions in Sweden, Switzerland and Canada.

And under scientifically controlled conditions at Millbrook, our 700-acre, multi-

million pound proving ground in Bedfordshire.

Here, Vauxhalls of the future are developed, tested, modified, developed further, and tested again. And every day, cars in current production are selected at random for an intensive 600-point, 7-hour quality audit check. Production cars are also regularly given a punishing 4,000-miles-in-three-weeks Reliability Test—a programme equivalent to 12,000 miles of average running.

At Millbrook, Vauxhall's engineering team have at their disposal Europe's first impact simulator, an exhaust emission laboratory,

a 5-lane high-speed, banked circuit, cross-country course, fresh and salt water splashes, outdoor impact barrier, Belgian pavé and washboard surfaces, dust tunnel, hill route, skid pan, general handling course, and many more test facilities.

When you buy a Vauxhall, you have the confidence of knowing that it has been through one of the world's most thorough testing and quality control programmes. Approved for safety, reliability, finish and performance.

You see, we're happy only when we're sure you'll be happy.

- \*4. Radial ply tyres.
  - \*5. A heated rear window.
  6. Reclining front seats.
  - \*7. Fitted carpeting.
  8. An alternator.
  9. Two-speed wipers plus 'single wipe' facility.
  10. Electric screenwash.
  11. Petrol saving viscous-drive cooling fan.
- \*(Not basic equipment on Viva Standard).

## Safety Features

Vauxhall safety is more than a matter of individual points.

The information contained in this brochure was accurate at the date of going to press (August 1974). The Company, however, reserves the right, while preserving the essential characteristics of the models described and illustrated, to introduce at any time modifications, changes of details, equipment or accessories as may be considered necessary to improve the models described or for any other reason of a constructional or operational nature. Every endeavour will be made to bring the brochure up-to-date from time to time, but in order to avoid any misunderstanding, any person interested should enquire of the Company, or their dealers or distributors, as to whether there have been any material alterations since the date of issue of this brochure.

This brochure gives you the facts,  
the figures, the features of Viva.  
But no brochure can convey the  
actual feel behind the wheel.  
So that you may experience Viva  
in action from the driver's seat, your  
Vauxhall dealer invites you to take a  
test drive.

