

'78 CHEVY SUBURBAN

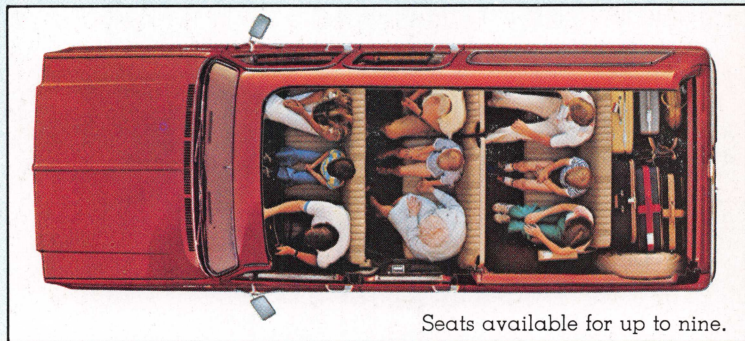


BUILT TO STAY TOUGH.

SUPERWAGON

CONTENTS	PAGE
WHAT'S A SUPERWAGON?	3
THE SUPERIOR INTERIOR	4 & 5
TOWING CAPABILITY	5
TRUCK FEATURES	6 & 7
4-WHEEL DRIVE	8
ENGINES	9
AVAILABLE OPTIONS	10 & 11
SPECIFICATIONS	12

(Shown on cover) C10 Silverado Suburban. (Below) C20 Silverado.



Seats available for up to nine.



Available full-time 4-wheel drive.



CAN SEAT, HOLD, TOW, DO MORE THAN ORDINARY WAGONS.



Tough truck suspension.

Compare Chevy Suburban to any ordinary wagon and you'll find that: when properly equipped it holds more people, stows more cargo, tows more trailer.* But there's another area where there just plain isn't any comparison. Beneath Suburban's spacious and comfortable interior there lurks a truck. A very tough truck. With a tough truck suspension and plenty of other tough truck features like a rugged ladder-type frame and available 4-wheel drive. So, not only is Suburban an exceptional wagon, it's one of Chevrolet's toughest trucks.

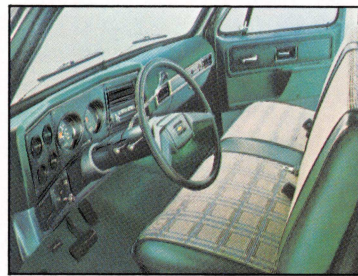
*7,000-lb. capacity weight-distributing hitch platform available through Chevrolet. Larger capacity platforms available from outside sources.



Many vehicles in this catalog are shown with available factory-installed options, dealer accessories and specialized equipment from various independent suppliers.

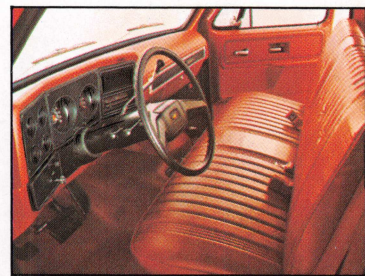
THE SUPERIOR

Suburban inside seems bigger than life. With more room for passengers and more space for cargo than ordinary wagons. You can even order it with front bucket seats.



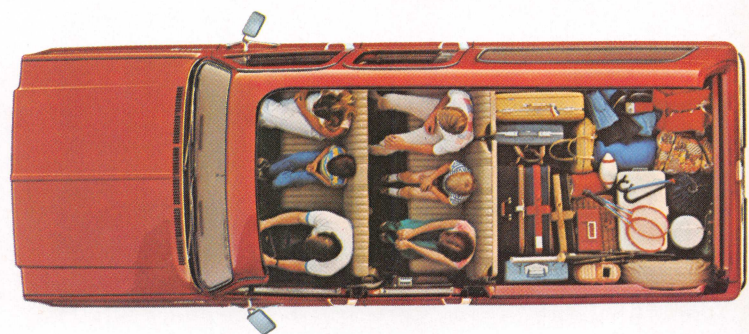
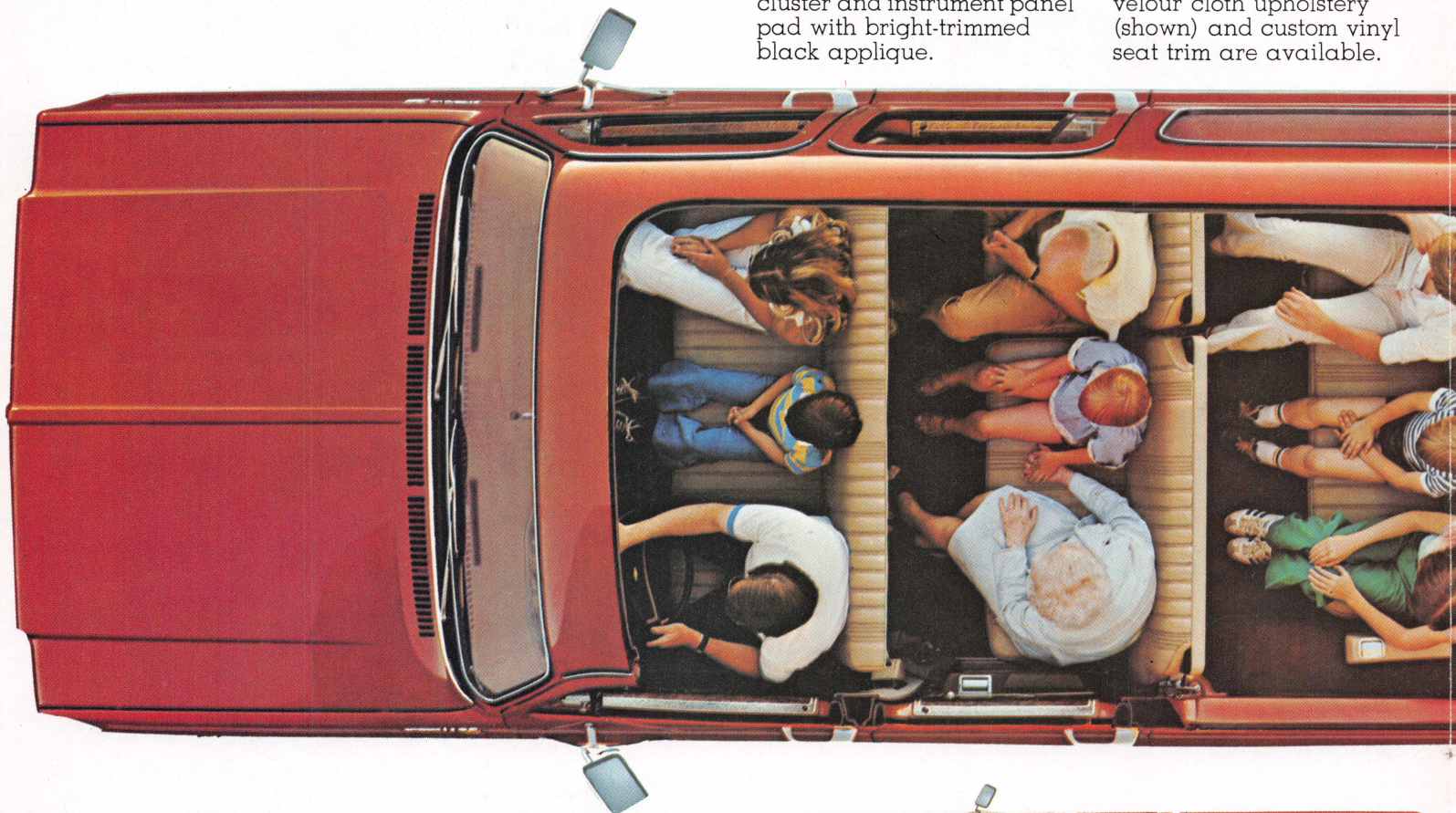
Standard Custom Deluxe.

Interior has a foam-padded front seat covered in plaid-patterned embossed vinyl. Standard features include cockpit-type instrument cluster and instrument panel pad with bright-trimmed black applique.

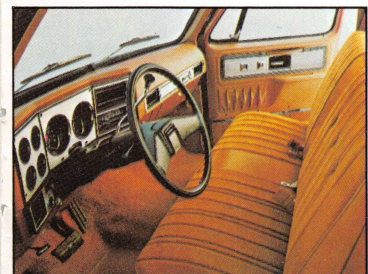


Available Scottsdale.

Interior features a full-depth foam cushion front seat with handsome, durable plaid pattern embossed vinyl trim. Luxurious Custom velour cloth upholstery (shown) and custom vinyl seat trim are available.



INTERIOR.



Available Silverado.



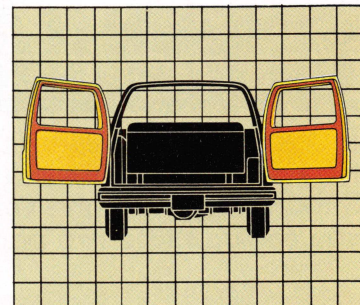
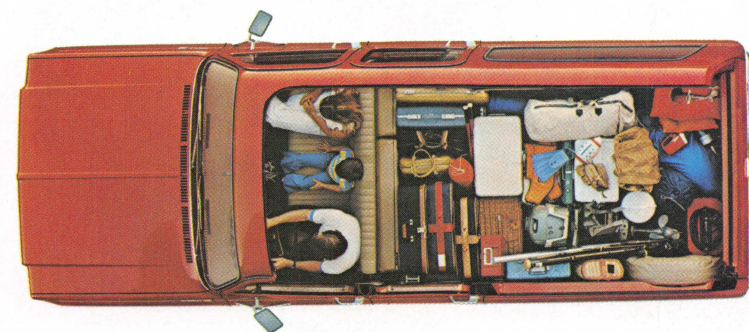
High back bucket seats available.

Full-foam seat construction on a durable steel frame offers good vertical and lateral support. Driver's seat is fully adjustable fore and aft to allow for easy pedal reach and comfortable driving position.



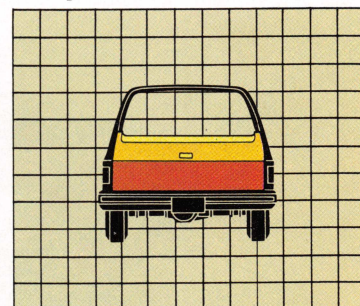
Superwagon moves up to 15,000 lbs.

A properly equipped Series C20 Suburban can move up to 15,000 lbs. including itself, passengers, cargo and trailer. No ordinary wagon can come close.



Big double rear doors standard.

40" high and nearly 60" wide. They're standard on Chevy Suburban. They can be swung fully open, past the bumper, for getting up to loading docks. Big opening eases handling of bulky items.



Wagon-type tailgate available.

Bottom-hinged tailgate with manually or electrically operated rear window. Available electric window is controlled by instrument panel switch.

Plenty of people and cargo room.

Suburban has more head room, leg room and shoulder room than ordinary wagons. Front seat is 60" wide, the second seat (which has independent left-hand and right-hand folding sections) 62 1/4", the third seat (which is removable) 48 1/2"; head-room up to 40 1/2"; and there's

plenty of leg room to stretch out in, in comfort.

Luggage space between back of the available third seat and tailgate is nearly 35 cu. ft. With the available second seat folded and third seat removed, Suburban has room for 144 cu. ft. of cargo — up to 3,170 payload pounds, including driver.

SUPERWAGON

BENEATH IT ALL, SUBURBAN IS ONE TOUGH TRUCK.

Because of its carrying capacity, towing ability and comfort, some people tend to think of Suburban simply as a wagon. Not true. Not by a long shot. Suburban is also one very tough truck. With all the tough truck features you see on these two pages.

DOUBLE-WALL FRONT FENDERS. All-steel one-piece inner and outer fender panels form double walls for structural rigidity. In addition, bathtub-type wheelhousings help protect fenders and engine compartment from road spray and flying stones.

ENERGY-ABSORBING STEERING COLUMN. It's designed to telescope, in the event of front-end impact, to provide a cushioning effect. Anti-theft steering column and transmission key locking are included with automatic transmission.

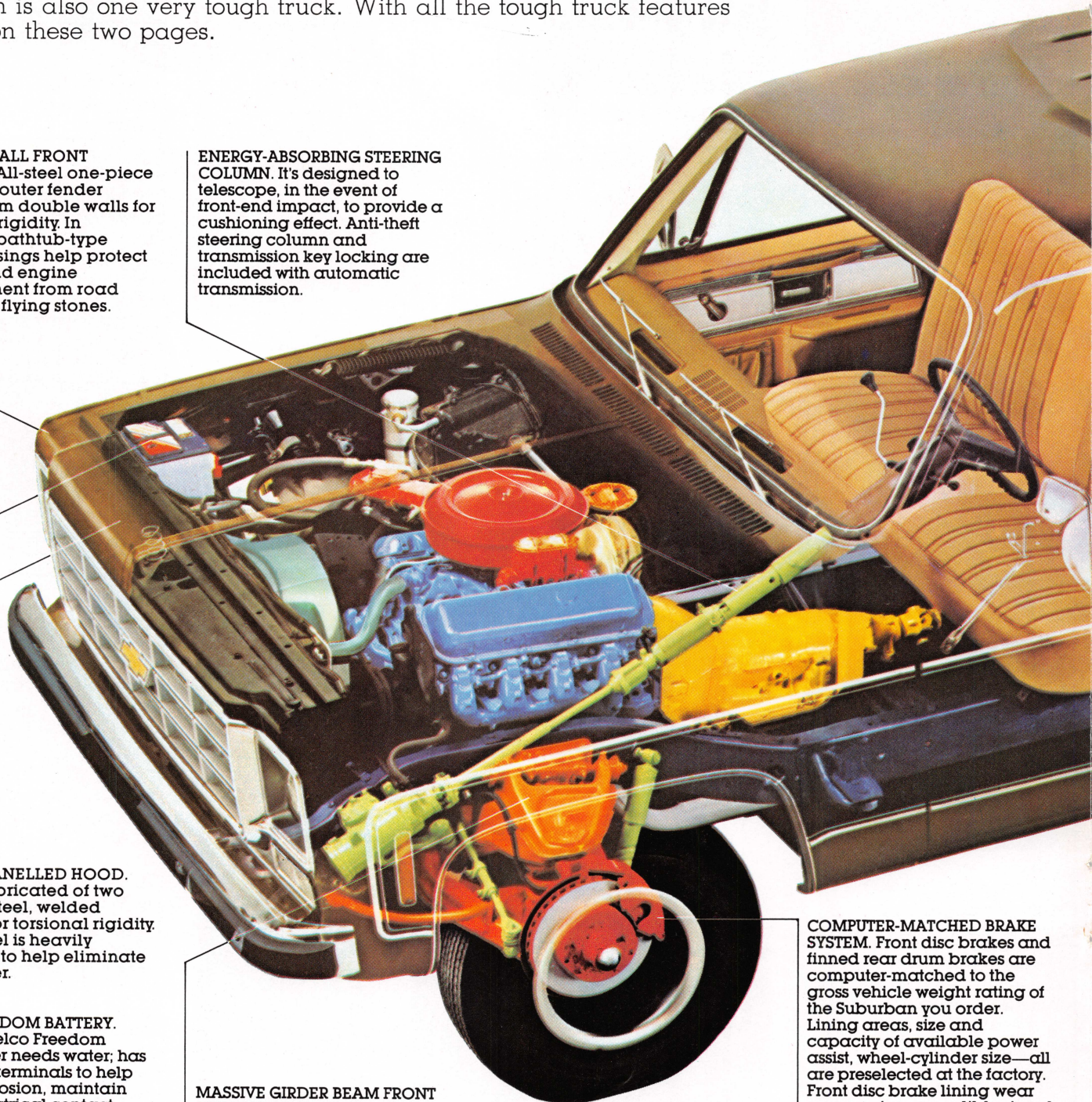
DOUBLE-PANELLED HOOD. Hood is fabricated of two pieces of steel, welded together for torsional rigidity. Inner panel is heavily embossed to help eliminate hood flutter.

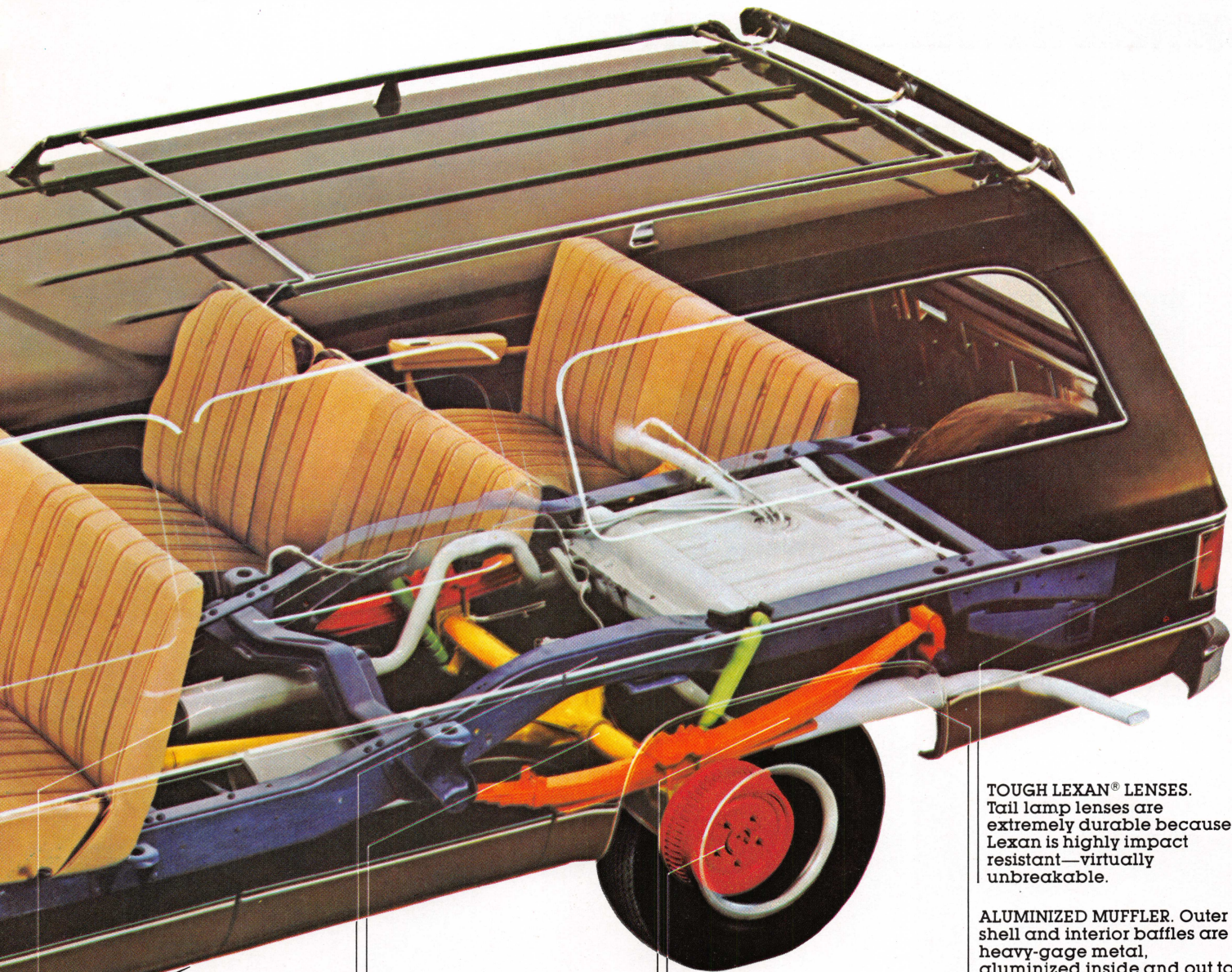
DELCO FREEDOM BATTERY. Standard Delco Freedom battery never needs water; has sealed side terminals to help prevent corrosion, maintain efficient electrical contact. Also available as heavy-duty or auxiliary unit; heavy-duty unit included with 454 V-8.

MASSIVE GIRDER BEAM FRONT SUSPENSION. Standard on 2-wheel-drive Chevy Suburbans. Attached at each end are contoured steel arms with friction-free coil springs.

Each pair of arms flexes independently up and down, allowing wheels to step individually over rough spots and help smooth the ride.

COMPUTER-MATCHED BRAKE SYSTEM. Front disc brakes and finned rear drum brakes are computer-matched to the gross vehicle weight rating of the Suburban you order. Lining areas, size and capacity of available power assist, wheel-cylinder size—all are preselected at the factory. Front disc brake lining wear sensors give an audible signal when pads need replacing.





EASY ENTRY AND EXIT. As big and roomy as it is, Suburban has a surprisingly low entry height—up to 23.0 inches in K20—as low as 17.5 inches in C10.

COMPRESSION-POSITIONED EXHAUST HANGERS. Mounting system permits unrestricted expansion and also helps isolate exhaust system vibration from the interior. Full-loop exhaust pipe hanger offers secondary support.

SALISBURY REAR AXLE. Features include the use of a large ring gear and roller bearings, broad ratio coverage, easy access for service.

TOUGH TRUCK FRAME. Chevy's ladder-type all-steel frame has a drop-center design which allows low body mounting for easy entry and exit. Deep-section channel side rails are strong, durable.

FINNED REAR BRAKE DRUMS. Cast iron-steel rear brake drums are finned to promote cooling. Outer edges are curved to help keep contaminants from linings.

MULTI-LEAF REAR SPRINGS. They provide a good ride with light loads, progressively firmer support as cargo weight increases. Spring eyes and shackles are rubber-bushed to help reduce noise and ride harshness.

TOUGH LEXAN® LENSES. Tail lamp lenses are extremely durable because Lexan is highly impact resistant—virtually unbreakable.

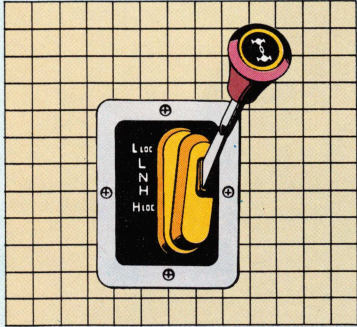
ALUMINIZED MUFFLER. Outer shell and interior baffles are heavy-gage metal, aluminized inside and out to help protect against corrosion.

CORROSION PROTECTION IN CRITICAL AREAS. Chevrolet uses special steels and primer processes in especially vulnerable places. Then the entire Suburban body with doors attached is totally immersed in primer and electrically charged—drawing paint into hidden seams and crevices for added corrosion protection.

SUPERTRACTION

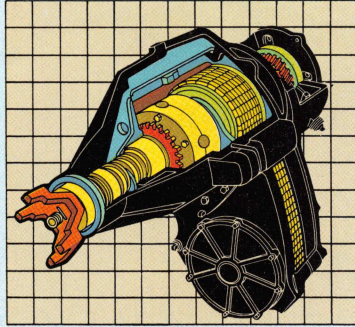
4-WHEEL-DRIVE PLUS SUPER POWER.

4-wheel drive available. If you need it, or just plain want it, Chevy's got it—two different ways. Full-time 4-wheel drive that continuously delivers power to every wheel on or off the road. And conventional 4-wheel drive. Ask your Chevy dealer which would be best for your needs.



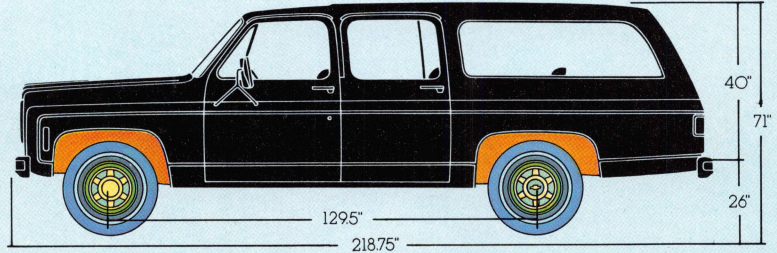
Full-time 4-wheel drive.

No more shifting into or out of 4-wheel drive. No more getting out to lock and unlock front free-wheeling hubs when moving on or off the highway. All 4-wheel-drive controls are available to the driver from inside the vehicle with Chevy's full-time 4-wheel drive.



Interaxle differential with full-time 4-wheel drive.

Full-time 4WD, included with available automatic transmission, has an interaxle differential built into the transfer case. This device compensates for variations in speed between the front and rear axles while constantly delivering



power to both. For off-road or low-traction operation, the interaxle differential can be bypassed to lock both axles rigidly together, simply by moving the transfer case shift lever to the "High Loc" or "Low Loc" position.

Conventional 4WD with manual transmissions.

Chevrolet's conventional 4WD system is standard on 4-wheel-drive Suburbans

when equipped with 3-speed or 4-speed manual transmissions. A 2-speed transfer case provides 4-wheel drive with a high and low range, 2-wheel drive and a power takeoff opening for operating accessory equipment. Front free-wheeling hubs are included.



DN.

A word about engines.

The Chevrolet Trucks in this catalog are equipped with GM-built engines produced by various divisions. Please refer to the engine chart included in this catalog or

available from your dealer for complete details about engine sources and availability.

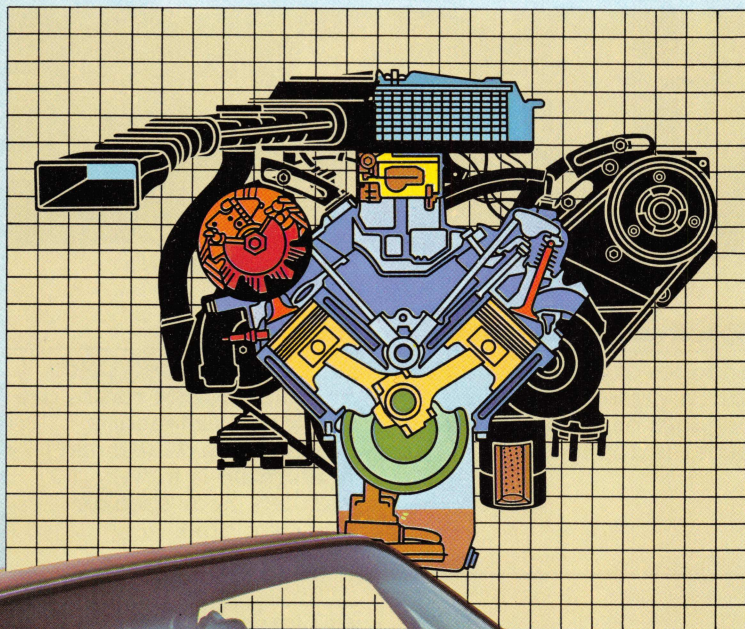
Four tough V-8 engines.

The 305-cu.-in. V-8 engine with a 2-barrel carburetor

is standard on all except the C10 Suburban and all California models. In addition, the 350-4 is available on all models and required in California. A 400-4 V-8 is also available for K10-20 Suburbans and a big-block 454-4 V-8 is available for C10-20 Suburbans.

Dependable Six.

The 250 Six is standard for C10 Series Suburbans except in California. This engine features seven main bearings, cast-iron cylinder head with induction hardened exhaust valve seats and aluminum-alloy steel-insert pistons.



ENGINE SPECIFICATIONS

ENGINE SPECIFICATIONS	ENGINES FOR ALL STATES EXCEPT CALIFORNIA				
	250 1-bbl. L-6	305 2-bbl. V-8	350 4-bbl. V-8	400 4-bbl. V-8	454 4-bbl. V-8
DISPLACEMENT (cu. in.)	250	305	350	400	454
BORE & STROKE (in.)	3.9 x 3.5	3.7 x 3.5	4.0 x 3.5	4.1 x 3.8	4.3 x 4.0
COMPRESSION RATIO	8.0 to 1	8.5 to 1	8.5 to 1	8.5 to 1	8.25 to 1
SAE NET HORSEPOWER @ rpm	100 @ 3600	140 @ 3800	165 @ 3800	175 @ 3600	205 @ 3600
SAE NET TORQUE (lb.-ft.) @ rpm	175 @ 1800	235 @ 2000	255 @ 2800	290 @ 2800	335 @ 2800

ENGINE SPECIFICATIONS	ENGINES FOR CALIFORNIA ONLY		
	350 4-bbl. V-8	*400 4-bbl. V-8	454 4-bbl. V-8
DISPLACEMENT (cu. in.)	350	400	454
BORE & STROKE (in.)	4.0 x 3.5	4.1 x 3.8	4.3 x 4.0
COMPRESSION RATIO	8.5 to 1	8.5 to 1	8.25 to 1
SAE NET HORSEPOWER @ rpm	165 @ 3800	175 @ 3600	205 @ 3600
SAE NET TORQUE (lb.-ft.) @ rpm	255 @ 2800	290 @ 2800	335 @ 2800

*1977 horsepower and torque ratings shown. 1978 ratings not available at date of publication. See your Chevrolet dealer for the 1978 ratings.



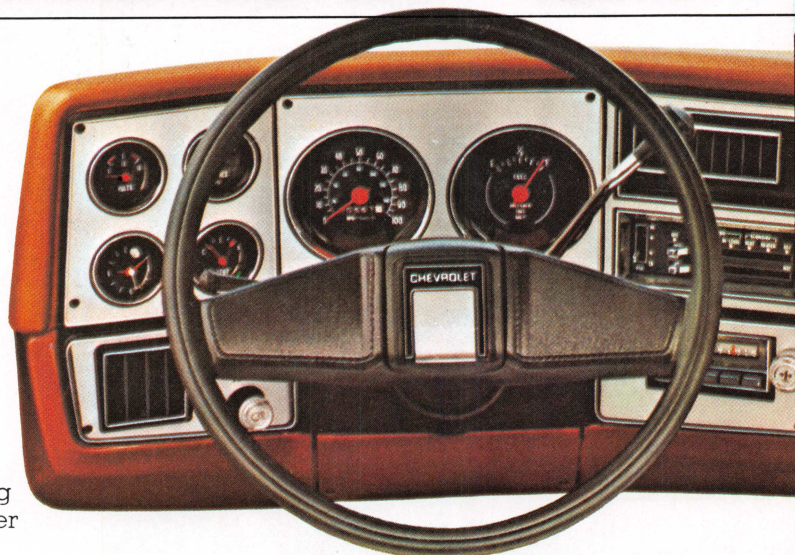
AVAILABLE OP

Your Chevy dealer has just about anything you'd want in the way of options. Convenience options. Comfort options. Options designed to dress your Suburban up to its fullest. They're available on all models unless otherwise stated.

Comfortilt steering wheel and power assist.

Flick a lever and swing the Comfortilt wheel up, down and in between.

You can change to six different driving positions without ever leaving your seat. Available when automatic or 4-speed manual transmission is ordered. Power steering also available.



Speed and cruise control.

Engages at a touch to maintain a preset speed, disengages as soon as brake pedal is applied.

Radios.

Fully transistorized Delco AM and AM/FM radios are available. Antenna is concealed in windshield when radio is factory-installed. Rear speaker also available.

ROOF LUGGAGE RACK. Carry additional cargo using this chromed luggage rack with simulated wood-grain trim. Dealer-installed accessory.

AIR DEFLECTOR. Helps deflect road dirt, rain and splash away from the glass. Available as a dealer-installed accessory.

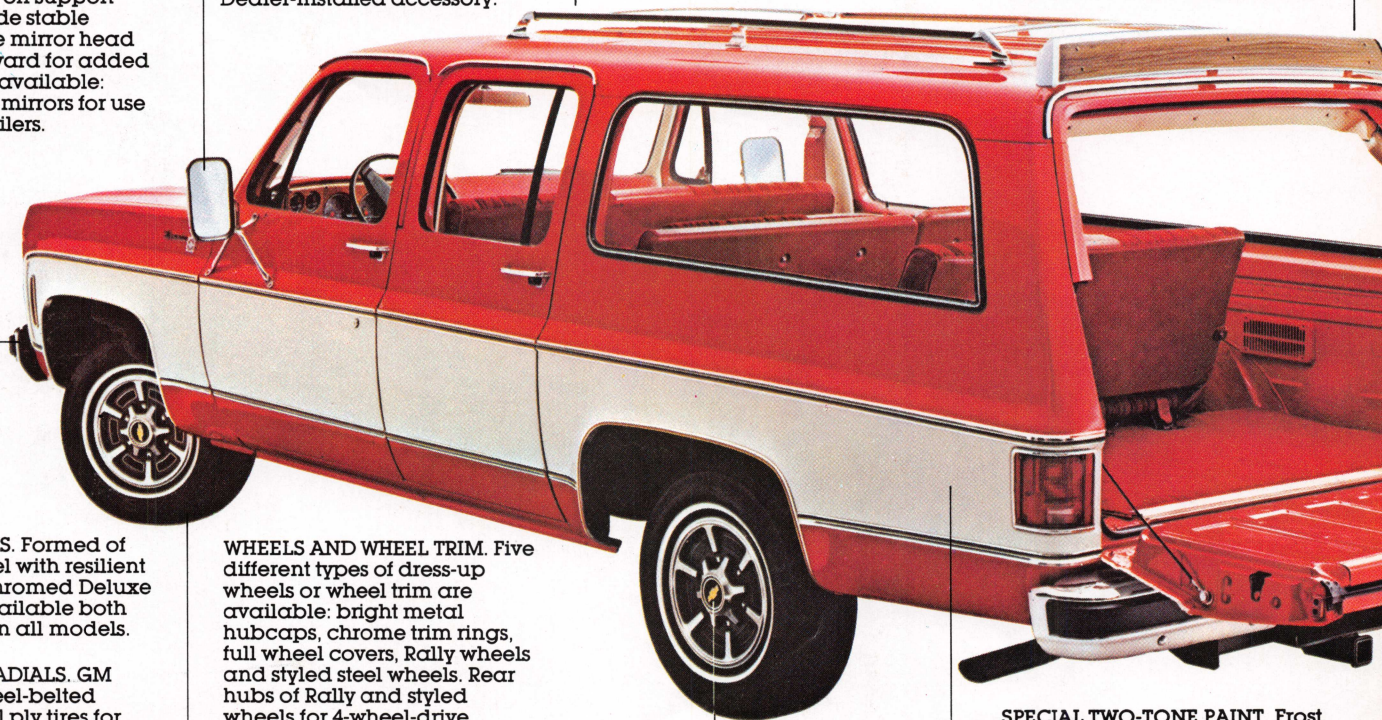
BELOW EYELINE MIRRORS. Rubber bushing on support arm helps provide stable support for large mirror head which pivots inward for added clearance. Also available: special camper mirrors for use while towing trailers.

DELUXE BUMPERS. Formed of heavy-gage steel with resilient impact strips, chromed Deluxe bumpers are available both front and rear on all models.

STEEL-BELTED RADIALS. GM Specification steel-belted whitewall radial ply tires for Series 10 models offer low rolling resistance and impressive traction.

WHEELS AND WHEEL TRIM. Five different types of dress-up wheels or wheel trim are available: bright metal hubcaps, chrome trim rings, full wheel covers, Rally wheels and styled steel wheels. Rear hubs of Rally and styled wheels for 4-wheel-drive models have new distinctive 4x4 emblem emblazoned in the center.

SPECIAL TWO-TONE PAINT. Frost White or selected secondary color between upper and lower body side moldings.



TIONS.



Dual unit front and rear air conditioning.

All Weather air conditioning up front handles heating, defogging and cooling, using outside air. Inside roof-mounted rear unit recirculates inside air. You can operate front and rear independently.

Automatic transmission.

Fully automatic transmission. Includes anti-theft steering column and transmission key lock.

Simulated wood-grain trim.

Simulated wood-grain appliques between upper and lower side and rear moldings. Includes Estate nameplates on rear quarter panels.

TOWING EQUIPMENT SUGGESTIONS.

Highly recommended as an adjunct to Chevy's available Trailering Special Equipment package.

Engine oil cooler.

Recommended for trailers 4,000 lbs. or more.

Transmission oil cooler.

Helps prevent overheating with heavy loads or in difficult terrain. Recommended for towing over 2,000 lbs. gross trailer weight.

Locking differential rear axle.

Transfers driving power to the wheel with most traction.

Trailer weight-distributing hitch platform.

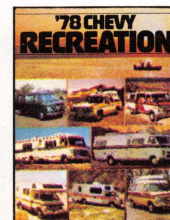
Special heavy-duty platform used with equalizing hitch helps distribute tongue weight forward to Suburban's front wheels and backward to the trailer's wheels.

Trailer wiring harness.

A heavy-duty 7-wire harness is available and recommended for the Trailering Special Equipment package. With the 7-wire harness, the wires are taped at the end of the frame. No connector is included. An accessory 5-wire harness may be substituted. The 5-wire harness includes a male-female con-

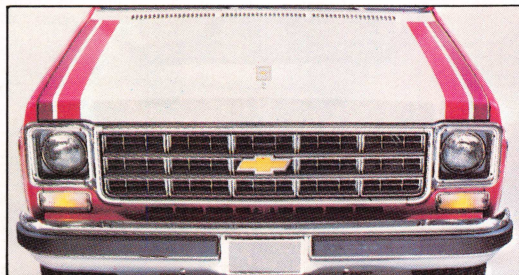
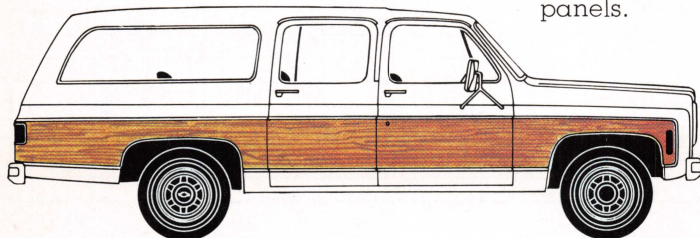
necter with pigtail to connect up to the trailer wiring harness.

Ask your dealer for catalogs on Chevy four-wheelers and recreational vehicles.



A WORD ABOUT THE COMPONENTS AND OPTIONAL EQUIPMENT IN THESE CHEVROLETS:

The 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 Chevrolet 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 are acceptable to you.



Exterior Decor Package.

Dual stripes on each side of hood in two shades of dark blue, gold, medium red, light red or bronze. Package includes upper and lower body side molding and stand-up hood ornament. Hood color matches side and rear panels.

WAGON-TYPE TAILGATE. Bottom hinged tailgate with manually or electrically operated rear window is available. Available electric window is controlled by instrument panel

SPECIFICATIONS.

SERIES	C10 (½ TON)		C20 (¾ TON)		K10 (½ TON) 4-WHEEL DRIVE		K20 (¾ TON) 4-WHEEL DRIVE		
GVW RANGE (LB)	6050 to 7000		7100 to 8200		6200 to 7300		6800 to 8400		
AVAILABILITY	Standard	Available	Standard	Available	Standard	Available	Standard	Available	
ENGINE	250.1*	305-2,* 350-4, 454-4	305-2*	350-4, 454-4	305-2*	350-4, 400-4	305-2*	350-4, 400-4	
CLUTCH DIA. (IN.)	11	**	11	**	11	**	11	**	
FRONT SUSPENSION	Type/Spring	Independent-Coil Springs				Hypoid Driving Axle—Leaf Springs			
	Capacity (lb)	3400	—	3800	—	3600	—	3800	
	Spring Capacity (lb. ea.)	1625	1700	1750	1900	1850	2250	1850	
	Shock Absorbers	1" dia.	32mm dia.	1" dia.	32mm dia.	1"	32mm dia.	1"	
	Stabilizer Bar	Available				1.25"	—	1.25"	—
REAR SUSPENSION	Axle Type	Semi-Floating		Full-Floating		Semi-Floating		Full-Floating	
	Capacity (lb)	3750	—	5700	—	4000	—	5700	—
	Ratios	3.40	2.76, 3.07, 3.40, 3.73, 4.11	4.10	3.21, 3.73, 4.10, 4.56	3.40	2.76, 3.07, 3.73	3.73	4.10, 4.56
	Spring Type	Two-Stage Multi-Leaf				Two-Stage Multi-Leaf			
	Spring Capacity (lb. ea.)	2000	—	2000	2600, 2850	2000	—	2100	2800
	Shock Absorbers	1" dia.	32mm dia.	1" dia.	32mm dia.	25mm dia.	32mm dia.	25mm dia.	32mm dia.
BRAKES	Disc/Drum	Power	—	Power	H.D. Power	Power	—	Power	H.D. Power
ELECTRICAL	Battery (watts)	2500	3200, 3500, 4000	3200	3500, 4000	3200	3500, 4000	3200	3500, 4000
	Generator (amp)	37	61	37	61	37	61	37	61
FUEL TANK	Nominal Capacity	25	31, 40	25	31, 40	25	31, 40	25	31, 40
STEERING	Type	Manual	Power	Manual	Power	Manual	Power	Manual	Power
TRANSMISSION	Manual	3-Spd.	4-Spd.	4-Spd.	—	3-Spd.	4-Spd.	3-Spd.	4-Spd.
	Automatic	—	Automatic	—	Automatic	—	Automatic	—	Automatic
TRANSFER CASE	—	—	—	—	Conventional	Full-Time	Conventional	Full-Time	
TIRE SIZE, TUBELESS	H78-15B	•	8.75-16.5C	•	H78-15B	•	8.75-16.5C	•	
	•Larger Size Tubeless and Tube-Type Tires Available								

•Larger Size Tubeless and Tube-Type Tires Available

*Not Available in California

Tire load range—B (4PR), C (6PR)

**12" clutch included with 350-4, 400-4, 454-4 V-8 engines.

Trailering Special Packages

GCWR† IN POUNDS BY AXLE RATIO		8000	8500	9000	9500	10,500	11,000	11,500	12,500	13,500	15,000
ENGINE: 305-2 V-8	C-K10	3.73		4.11							
	C-K20	4.10				4.56					
350-4 V-8	C-K10	3.07	3.40		3.73	4.11					
	C-K20				3.73	4.10		4.56			
400-4 V-8	K10		3.07			3.73		4.11			
	K20							4.10			
454-4 V-8	C10						3.07		3.40	3.73	
	C20							3.21		3.73	4.10
TRANSMISSION	ALL	AUTOMATIC (ALL ENGINES) OR 4-SPEED (305, 350 V-8 ONLY)									
TIRES, FRONT & REAR	C-K10	L78-15B									
	C-K20	8.75-16.5C									

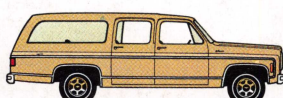
†GROSS COMBINED WEIGHT OF VEHICLE, TRAILER, CARGO AND OCCUPANTS.



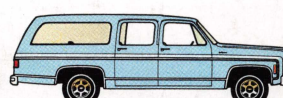
Mahogany



Saratoga Silver



Buckskin



Lite Blue



Russet Metallic



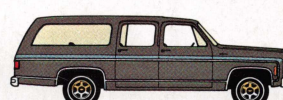
Hawaiian Blue



Cardinal Red



Seamist Green



Black



Santa Fe Tan



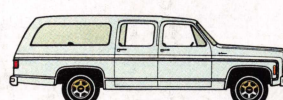
Cordova Brown



Colonial Yellow



Mariner Blue



Frost White



Red Metallic

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