

Viva SL

Super Luxury Saloon







This is the badge of the new SUPER LUXURY VIVA

Meet Vauxhall's new challenger in the 1-litre luxury class . . . a new 'top' model for the Viva range.

Here, to reinforce the outstanding success of the Viva de Luxe, comes the superlative 'SL' Viva—offering *extra* luxury, *extra* refinement in appearance, comfort and quiet riding.

Identical in size and mechanical specification with the well-established Viva models, it has the same spaciousness, lively performance and ready parkability. In addition, this elegant newcomer offers special distinction and refinement to appeal to the growing class of motorists who are seeking superlative quality in a 1-litre family saloon.

Pictures, rather than words, are used in this brochure to reveal the 'SL' Viva's many attractive features. But the camera cannot convey the sensation of sheer luxury which you experience when you travel in this 'top' Viva. Only a drive can demonstrate its superb comfort and superior qualities.

Worth looking into!

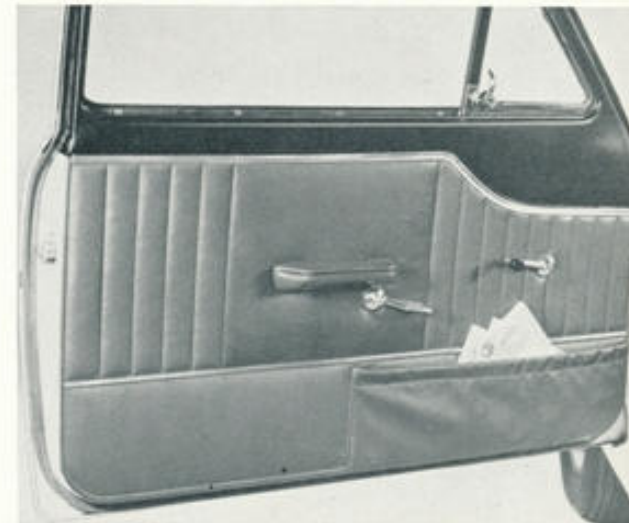
Here is a glimpse of the *extra* quality and refinement which you enjoy in this newest Viva model . . . the friendly texture of 'Ambla' a modern upholstery fabric developed expressly for automobile seating.

All this and Viva *performance* too!

Body-conformity seats—generously padded with *moulded* foam cushions overlaying the springs. Both front seats are adjustable for leg room.



This is the wide-opening door of a Viva 'SL'—with door pull armrest and big map pocket.



The wide, well-padded wrap-round rear seat matches the front seats for comfort. Rear quarter lights are hinged; armrests are padded; a safety ashtray is incorporated in the armrest recess.

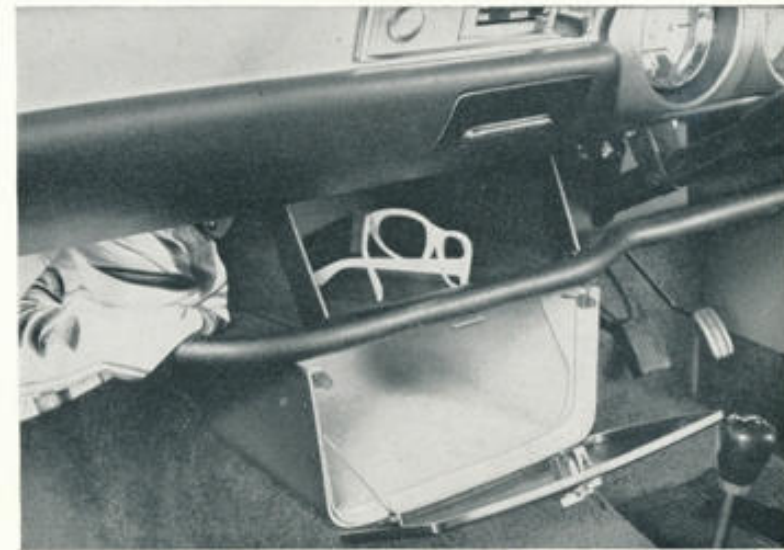


Accent on luxury

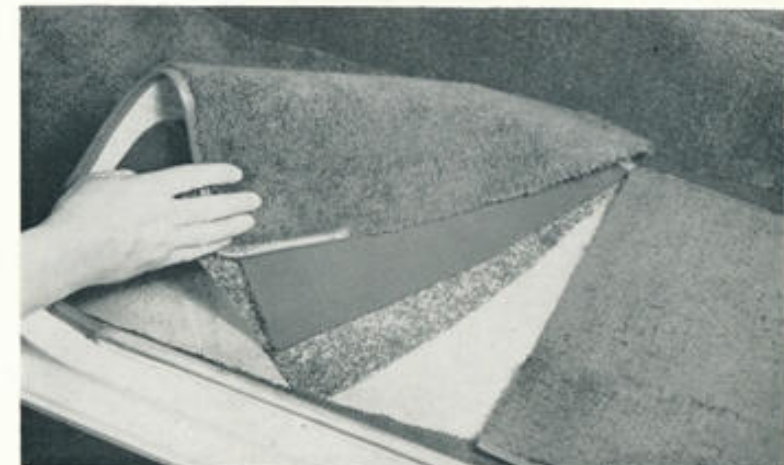
Luxury is the design theme for this good-looking new Viva — true, in-built luxury which results from good design and meticulous attention to detail.

Take the front seats for example; they are big and box-styled: they conform to body shape softly yet firmly, without sagging. Seat springs are generously overlaid with *moulded* foam shaped to offer correct support.

'Ambla' is the special, new upholstery material chosen for these comfortable seats: it has been developed expressly for luxurious automobile seating. Besides being elegant in appearance, it is warm and friendly to the touch. Its finely grained surface is also tough and stain resistant—and it *keeps* its colour, freshness and supple resilience.



Full-width parcel shelf; fascia panel finished in matt silver and generously padded above and below. Heater controls are conveniently placed. Drawer-type ashtray. Special 'SL' feature is a big central locker (with private key) for out-of-sight stowage of valuables.



No wonder the 'SL' ride is quiet! Thick felt pads over the transmission tunnel: "Flintcote" pads on the floor: then thick cork-bitumen-felt and then an underlay of expanded rubber under the carpets. Topping off this sound-absorbing floor covering is a handsome, semi-lustre, cut-pile carpet, tailored to fit and neatly edged.



From front, side or rear this newest Viva has the 'super luxury' look.

Front view shows the attractive new grille (in polished anodised aluminium) and the new 'Vauxhall' nameplate. Over-riders are fitted as regular equipment.

The profile, above, shows the distinctive side-flash—in contrasting colour and neatly defined by polished aluminium beading. Note also the bright aluminium wheel trim.

Distinction again in the rear view—separate bezels: for turn indicators, parking and stop lights, reflectors. Rear over-riders too and, of course, the special 'SL' badge.



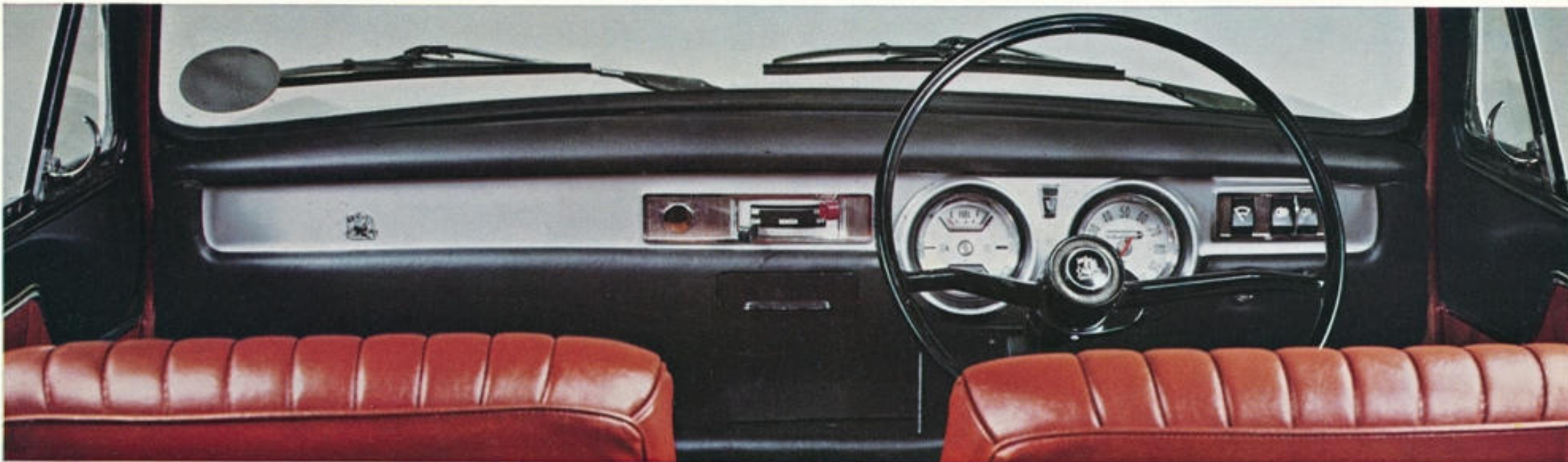
Eight attractive colour schemes

	<i>Side Flash</i>	<i>Upholstery</i>
Grecian White	Calypso Red	Red
Grecian White	Black	Black
Storm Grey	Black	Red
Meteor Blue	Pacific Blue	Blue
Pacific Blue	Meteor Blue	Blue
Jade Green	Cypress Green	Black
Calypso Red	Black	Black
Cypress Green	Jade Green	Black

The facia panel is finished in matt silver; so are the instrument bezels and dials. Thick, resilient padding, in grained matt black finish, frames the facia and is also used for edging the full-width parcel shelf. The instruments, incidentally, include a temperature gauge. Note too the crest on the passenger's side of the facia panel. Windscreen washers and a fresh-air heater/ventilator unit with booster fan are standard equipment.

These features distinguish the "SL" Viva from the Viva de Luxe

- new Vauxhall front-end badge
- new, polished aluminium grille
- side flash in contrasting colour
- new, forward position of Viva name badges on sides
- over-riders front and rear
- new horizontal rear lamp arrangement with separate bezels
- polished aluminium wheel embellishers
- superb new upholstery
- special door trim with big map pockets and doorpull armrest
- matt silver facia and instruments
- facia badge
- padding below facia—as well as above—and along edge of parcel shelf
- semi-lustre tailored carpets of superior cut pile
- lockable glove compartment under facia
- twin-tone horns



Overall dimensions

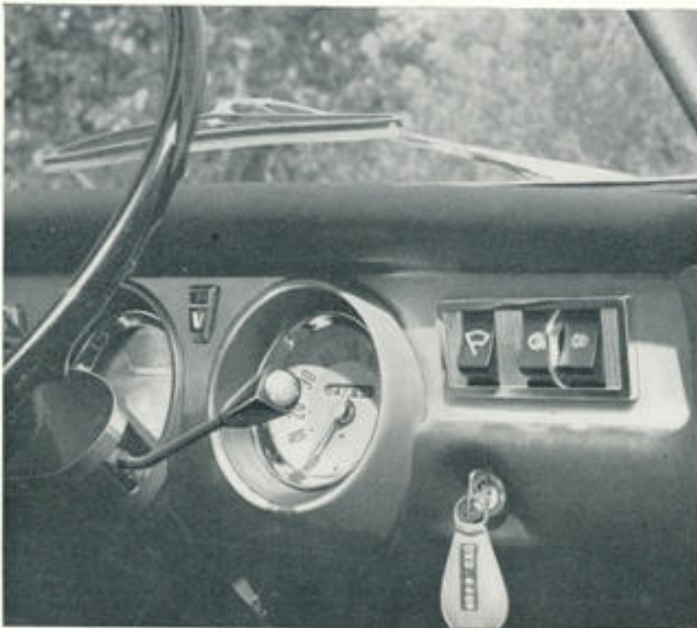
Wheelbase	91.5 in. (2.324 m.)
Overall length	157 in. (3.988 m.)
Overall width	59.4 in. (1.509 m.)
Overall height, laden	53.3 in. (1.354 m.)
Ground clearance, minimum	5.0 in. (127 mm.)
Kerb weight	1612 lb. (731 kg.)

Seating space

Leg room, front	44.0 in. (1.118 m.)
Leg room, rear	37.3 in. (947 mm.)
Shoulder room, front	48.0 in. (1.219 m.)
Shoulder room, rear	48.8 in. (1.239 m.)
Hip room, front	51.1 in. (1.300 m.)
Hip room, rear	42.4 in. (1.087 m.)
Head room, front	37.7 in. (958 mm.)
Head room, rear	37.0 in. (940 mm.)

Accessories for 'SL' Viva include foglamps, radio, wing mirrors, seat covers, seat belts, towing attachment, reversing lamps, etc.

Like all Vauxhalls, this new SL Viva is underbody sealed at the factory. Bumpers and hub covers are finished in Triple-Nickel-Chrome giving three times ordinary resistance to pitting, rust and corrosion. Bodywork is seven-stage rust-proofed and deep-dipped in primer-sealer before painting. Final finish is in "Magic Mirror" acrylic lacquer which only ever needs a wash and wipe to restore showroom shine.



LIVELY LONG-LIFE ENGINE 1-LITRE—50 B.H.P.

Short stroke and big bore for low piston speeds which reduce friction and wear. Downdraught induction, big valves and clean-swept exhaust for easy breathing. Massive cylinder head for noise absorption; smoothly machined, wedge-shaped combustion chambers for steady burning without pinking. This is the power unit that provides the Viva with more brake horsepower per lb. of vehicle weight than comparable cars.

Sweet, silent 4-speed gearbox

Short, ball mounted lever. Feather-light, snap-action. Silent meshing every time. Direct-acting remote control lubricated from gearbox. Synchromesh on all 4 forward gears.

Disc brakes for Viva optional

Vacuum-servo-assisted brakes, with discs at front, are factory installed at modest extra cost.

TOP GRADE ENGINEERING SPECIFICATIONS

Engine: 4 cylinder, o.h.v. Displacement: 64.5 cu. in. (1,057 c.c.). Bore: 2,925 in. (74.3 mm.). Stroke: 2.40 in. (60.96 mm.). Compression ratio: 8.5 to 1. Gross b.h.p.: 50.1 at 5,200 r.p.m. Net b.h.p.: 44.2 at 5,000 r.p.m. Torque lb. ft.: gross 62.3 at 3,000 r.p.m., net, 59.1 at 2,800 r.p.m. 3-bearing crankshaft. Down-draught carburetter and induction manifold.

Clutch: 6.25 in. diameter diaphragm clutch.

Gearbox: 4-speed all synchromesh. Ratios: 1st, 3.765:1; 2nd, 2.213:1; 3rd, 1.404:1; 4th, direct; reverse, 3.707:1.



Drive line: Tubular propeller shaft with needle-roller bearing universal joints.

Rear axle: Semi-floating. Hypoid drive; 2-pinion differential. Ratio 4.125:1.

Front suspension: Long and short wishbone units connected by three-leaf transverse spring supported at two reaction points on front cross-member. Double-acting telescopic shock absorbers.

Rear suspension: 2-leaf semi-elliptic springs attached to lever arm extensions of axle tubes ahead of axle. Torque and reaction loads transmitted by torque tube to transverse crossmember below body. Double-acting telescopic shock absorbers.

Brakes: Hydraulic, 8 in. drums. Front: 2 leading shoes; Rear: leading-trailing shoes. Lining area: 62.83 sq. in. Braking area: 125.67 sq. in. Central handbrake lever operates rear brakes by cable.

Steering: Rack and pinion in rubber insulators on front crossmember. Steering box ratio, 16:1. Turning circle, 29 ft. dia.

Wheels and tyres: Five steel disc wheels, 3.50B x 12L, 1.25 offset. Tyres, tubeless 5.50-12 4-ply rating.

Electrical: 12 volt. 32 amp./hour battery. Current-voltage control. Oil-filled coil. Electric windscreen wipers. Rocker switches for wipers and lights. Headlamps and parking lamps protected by thermal interrupter. 4 fuses protect other circuits.

Fuel: Tank capacity, 7 Imp. gall. (31.82 litres: 8.4 U.S. gall.)





Sparkling newcomer to the select group of four-seater luxury saloons—the 'SL' Viva. A spacious family-size four-seater with excellent all-round performance. This view shows the end-to-end side flash, the polished aluminium wheel embellishers, the horizontal arrangement of rear lamp bezels, over-riders, and the distinctive 'SL' badge.

VAUXHALL MOTORS LIMITED, LUTON, BEDS.

In accordance with the Vauxhall policy of progressive improvement, the right is reserved to alter any details of price, specification, and equipment without notice. Details of specifications and equipment are subject to change to suit local operating conditions and requirements. Your Vauxhall dealer will be pleased to provide full details of local specifications and to quote prices applicable.