

VIVA





Viva E

The only basic thing about it is the price.

The new Viva E is the answer for all those people who want high specification, economical running costs and a really down-to-earth price.

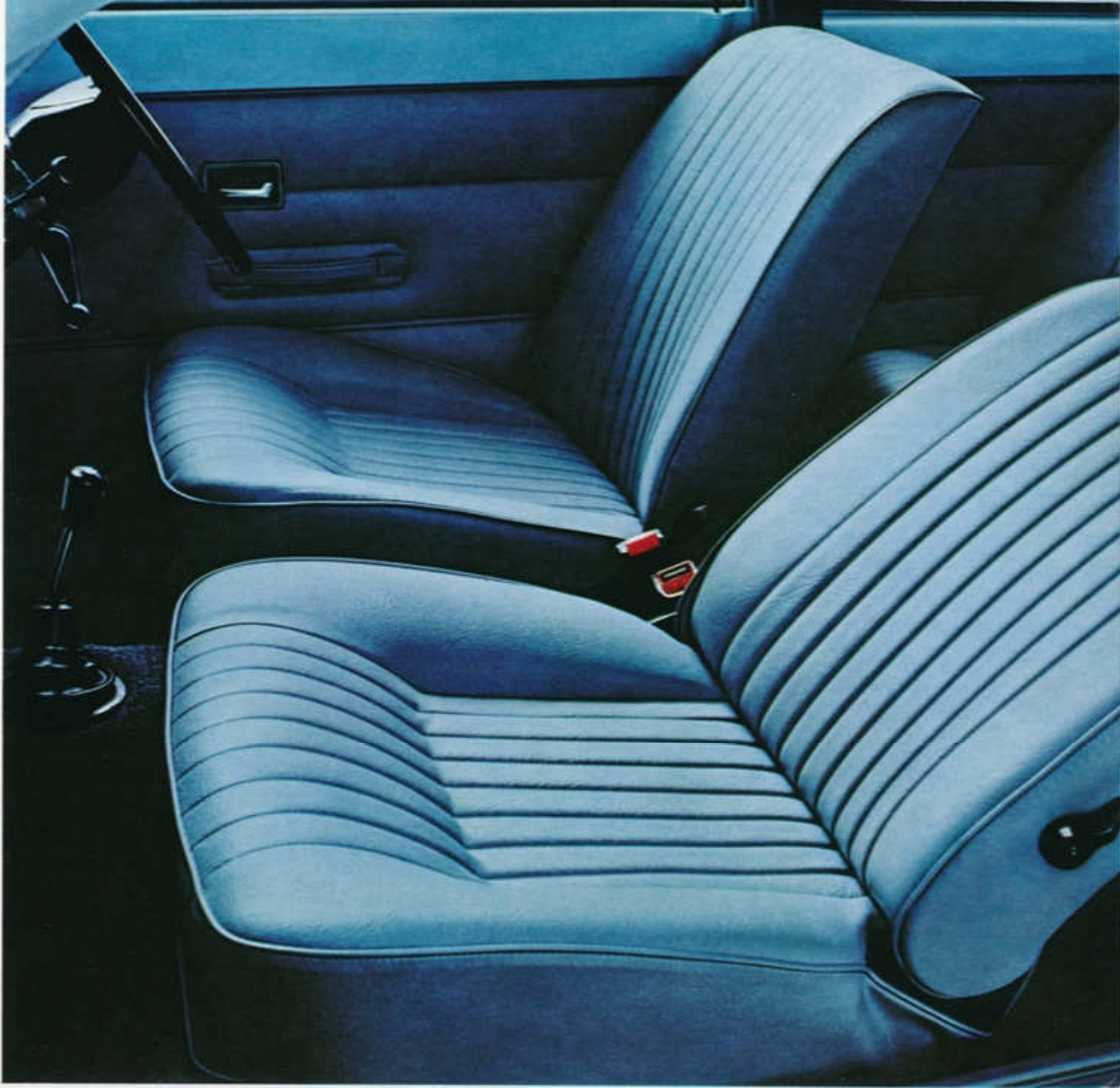
What's more, the E gives you all the basic advantages that have made Viva one of Britain's best selling cars. Things like dependability: the kind that comes from sound engineering, strict quality control and continuous refinement.

And economy. In fact, the 1256 cc Viva recorded 44.4 mpg in the 1975 Total Economy Drive.

You'll also find maintenance economy just as encouraging. With parts and service available everywhere at sensible prices.

The really big news on the Viva E, is the level of refinement.

Let's start inside with some of the standard features. Plush loop pile carpeting. Reclining front seats with fitted seat belts. A glove box and a full width parcel shelf. Through-flow ventilation. 2-speed heater and demister. 2-speed wipers with single wipe feature. Electrically operated screen wash, complete instrumentation including temperature gauge and brake pressure/hand brake warning light. The list goes on and on.





It's the same story under the bonnet. We've improved the carburation, induction and exhaust of the proven 1256 cc engine. And included a system for fast engine warm up and a viscous drive fan. All to help give you even better fuel economy. There's also a dual circuit servo-assisted braking system with front discs and self-adjusting drums at the rear. Plus the sure feel of rack and pinion steering and the smooth ride of independent front suspension.

Externally you get chromed front and rear bumpers, sporty black window surrounds, a smart coach line, distinctive badging and a choice of colours.

In addition you also get Vauxhall's remarkable 11 stage body protection, including complete underseal. Plus all the space of a big 20 cubic feet boot.

We're sure by now you're getting the Viva E picture. We don't think you'll find more car for the money anywhere. But don't just take our word for it. Prove it for yourself by test driving a Viva E at your Vauxhall dealers.





Viva 1300L

For those who want something a cut above.

Because Viva 1300L is a cut above.

To begin with, you get everything you get with Viva 1300.

All the proven reliability.

All the economy.

All the important features built in as standard equipment.

And you get much more.

For example, you'll notice we spent more money where you spend most of your time.

Inside.

On a heated rear window so you see what's happening behind you.

In all kinds of weather.

On inertia-reel seat belts that tidily roll themselves up for you when not in use.

On new, twin-dial instrumentation. With easy-to-read dials and gauges.

And on little conveniences. Like a handy cigar lighter, arm rests up front, ashtrays in the front and rear, interior bonnet release and handy tool bag.

Outside?

More distinctiveness.

And that's true whether you choose the 2-door saloon, 4-door saloon, or 3-door estate.

You'll find, for instance, a handsome coach stripe running along the waistline.

Brilliant non-rust mouldings outlining the roof, windscreen, and rear window.

And stylish new wheel embellishers.

You'll even find a durable new petrol cap made of stainless steel.

Under the hood: A zippy, but very economical 1256 cc engine.

Or for a little extra you can order the 1800 ohc engine. With optional GM Automatic transmission, if you like.

On the road, you can count on a sure, steady ride. Thanks to highly developed suspension, confident braking, and road gripping radial tyres.

Viva 1300L.

It adds up to a lot more car.

Without adding up to a lot more price.





Viva 1300 SL

The luxury car for those who never thought they could afford one.

You get everything you get in the Viva 1300L.

And still more.

Go ahead. Picture yourself behind the wheel.

Now stretch your legs out. Way out. You have more than a yard or so.

Nestle into those thick, foam seats. There's extra padding in the back. You'll notice we've lavished them with rich, luxurious brushed nylon. We've even upholstered the doors up to the window level. You'll notice too there are both front and rear armrests.

Listen to the quiet. That's because Viva SL surrounds you with extra thick layers of sound absorbing materials.

And look around. At the extra touches of distinction everywhere. Like the handsome central console with its handy tray for bits and pieces. The neat new gearlever gaiter. The stylish, individually contoured seats in the rear.

It's all standard with Viva 1300SL.





Now, step outside. You'll find a bold black non-rust grille.

A sporty double coach stripe along the waistline.

Bright mouldings along the base of the windows, and around the turn signals.

Stainless steel sill mouldings plus the chrome sleeved tailpipe.

You'll see shiny new chrome wheel trim-rings. A distinctive 'SL' identification badge on the boot. And a handy light in the boot.

And for just a little extra you can order an elegant vinyl roof.

It all adds up to one thing. Luxury.

But there's only one way to really know Viva 1300SL's luxury.

Driving it.

That's when you feel the responsiveness of the 1256 cc engine. Or the optional extra 1800 ohc engine with GM Automatic transmission.

That's when you feel the smoothness of its ride.

That's when you can appreciate the convenience of its new reversing lights.

Viva SL.

The most luxurious Viva of all.





Viva Estates

Everything you want in a car.
And an estate.

You get everything in the Viva 1300L Estate and the Viva 1300SL Estate that you get in their respective saloons.

Which as you know amounts to quite a bit of comfort and luxury.

But you get one thing more.

A big, practical estate.

Big enough to handle four large adults with room to spare.

Practical enough to let you undertake just about any kind of trip – business, pleasure or adventure.

For example, open the rear door, and you're looking at 27.0 cubic feet of space behind the rear seat. The floor, incidentally, is covered with easy-to-clean grained rubber.

Fold the rear seat forward and you're looking at 51.5 cubic feet of luggage space. Or golf club space. Or lawn mower space. Or tackle box space. Or tool box space. Or trunk space. Or folding chairs space. Or playpen space. Or chest of drawers space. Or garden tools space. Or whatever space.

In other words, you have the space for all those things you've never quite been able to fit into the saloon.

You can carry up to 1060 pounds (480 kg) – including passengers – of cargo.

And tow even more, if you wish. What's more, you won't have to unhitch your trailer to unload your estate. The rear door glides easily up and out of the way.

Close the rear door and you'll notice the window looks quite clean. That's because the fastback styling is designed to keep it looking that way.

But remember – beneath this big luxurious, comfortable estate is a very economical car.

Thanks to its proven 1256 cc engine with its petrol saving refinements.

If you like there's a very punchy 1800 ohc engine with 4-speed manual or GM Automatic transmission on the L. And with the Automatic only in the SL.

Viva 1300L Estate. Viva 1300 SL Estate.

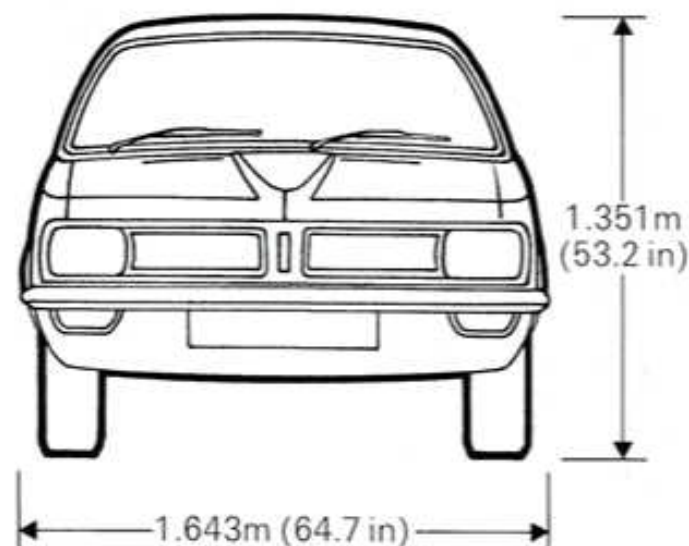
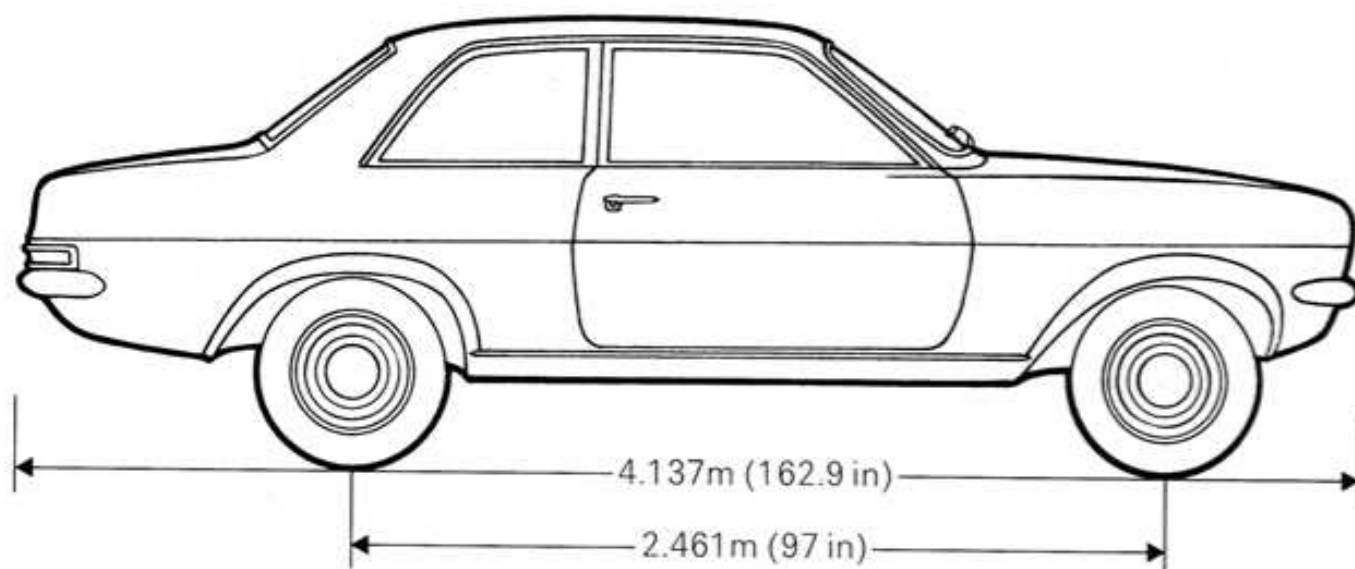
They handle like they look. Beautiful.

Whichever you choose, you can rest assured of one thing. You'll get a very good value Estate.

SL Estate has Ambla trim.



Viva Specifications



Colour Schemes.

VIVA E	Trim Colour
Exterior Colour	Vynide Trim
Volcano Red	Deerskin
Extra Light Blue	Blue
Sunglow	Black
Monaco White	Blue

VIVA 1300L	Vynide Trim
Exterior Colour	Deerskin
Volcano Red	Blue
Extra Light Blue	Black
Sunglow	Natural
Ruby	Deerskin
Cedar Green Starfire	Black
Silver Starfire	Deerskin
Coppertone Starfire	Natural
Champagne Starfire	Blue
Riviera Blue Starfire	Blue
Monaco White	Blue

VIVA 1300SL

Exterior Colour	Brushed Nylon Trim
Volcano Red	Deerskin
Sunglow	Black
Ruby	Natural
Silver Starfire	Black
Coppertone Starfire	Deerskin
Champagne Starfire	Natural
Monaco White	Blue
Light Blue Metallic	Blue
Bright Green Metallic	Black
Extra Dark Wine	Natural

KERB WEIGHTS

Viva E	1837 lb.
Viva 1300L 2 door	1847 lb.
Viva 1300L 4 door	1887 lb.
Viva 1300L Estate	1977 lb.
Viva 1300SL 2 door	1897 lb.
Viva 1300 SL 4 door	1937 lb.
Viva 1300SL Estate	2012 lb.
Manufacturers recommended maximum towing weight - 1680 lb.	

Estate cargo space 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	51,3 in. (1,302 m)
Tailgate opening width	51,7 in. (1,313 m)
Tailgate opening height	24,9 in. (634 mm)
Maximum cargo height	29 in. (737 mm)
Load capacity, rear seat down	51,53 ft. ³ (1,46 m ³)
Load capacity, rear seat up	26,57 ft. ³ (0,75 m ³)

The information contained in this brochure was accurate at the date of going to press (December 1975). The company, however, reserve 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.

	Viva 'E' Saloon	Viva 1300 'L'	Viva 1300 'SL'
ENGINE	1256 cc	1256 cc	1256 cc
BHP (DIN)	58.5 at 5600 rpm	58.5 at 5600 rpm (optional 1759 cc)	58.5 at 5600 rpm (optional 1759 cc*)
Torque (DIN) lb/ft	68 at 2600 rpm	68 at 2600 rpm (88 at 5800 rpm)	68 at 2600 rpm (88 at 5800 rpm)
Viscous Engine Fan	Standard	Standard	Standard
TRANSMISSION			
Gearbox	4 speed all synchro. manual	4 speed all synchro. manual (opt. auto. with 1759 cc)	4 speed all synchro. manual (*mandatory auto. with 1759 cc)
Clutch	Mechanical operation 7.25 in diameter	Mechanical operation 7.25 in diameter	Mechanical operation 7.25 in diameter
SUSPENSION			
Front	Independent. Coil springs	Independent. Coil springs	Independent. Coil springs
Rear	Live axle. Coil springs	Live axle. Coil springs	Live axle. Coil springs
STEERING			
Type	Rack and pinion	Rack and pinion	Rack and pinion
Turning circle	32.2 ft.	32.2 ft.	32.2 ft.
BRAKES			
Front	8.5 in. discs	8.5 in. discs	8.5 in. discs
Rear	8 in. self adjusting drums	8 in. self adjusting drums	8 in. self adjusting drums
Type	Vacuum servo assisted with dual circuit system low fluid pressure and handbrake warning light.	Vacuum servo assisted with dual circuit system low fluid pressure and handbrake warning light.	Vacuum servo assisted with dual circuit system low fluid pressure and handbrake warning light.
WHEELS			
Tyres	4.5 in rims 5.60 x 13 cross ply	4.5 in rims 155SR x 13 radials	4.5 in rims 155SR x 13 radials
HEATING			
Ventilation	Fresh air heater with two-speed blower fan Adjustable face level fresh air vents, concealed air extraction vents at rear		
FUEL CAPACITY			
	8 gallons	8 gallons 1759 cc eng. — 12 gallons	8 gallons 1759 cc eng. — 12 gallons
EQUIPMENT — ELECTRICS			
Temp. gauge	Standard	Standard	Standard
Alternator	Standard	Standard	Standard
Heated rear window	—	Standard	Standard
Boot light	—	—	Standard
Interior light	Standard	Standard	Standard
2-speed wipers	Standard	Standard	Standard

	Viva 'E' Saloon	Viva 1300 'L'	Viva 1300 'SL'
Electric screenwash	Standard	Standard	Standard
Illuminated heater controls	Standard	Standard	Standard
Hazard warning flashers	—	Standard	Standard
Courtesy switches	—	Standard	Standard
Handbrake warning light	Standard	Standard	Standard
Courtesy light	—	Standard	Standard
Reversing lights	—	—	Standard
Cigar lighter	—	Standard	Standard
EQUIPMENT — GENERAL			
Full underbody seal	Standard	Standard	Standard
Static front seat belts	Standard	—	—
Inertia reel seat belts	—	Standard	Standard
Cloth trim	—	—	Standard
Reclining front seats	Standard	Standard	Standard
Front armrests	—	Standard	Standard
Rear armrests	—	—	Standard
Contoured rear seats	—	—	Standard
Loop pile carpeting	Standard	Standard	Standard
Twin sunvisors	—	Standard	Standard
Glove box	Standard	Standard	Standard
Interior bonnet release	—	Standard	Standard
Central console	—	—	Standard
Boot mat	Standard	Standard	Standard
Single coachline	Standard	Standard	—
Double coachline	—	—	Standard
Trip speedo	—	Standard	Standard
Wheel trims	—	Standard	Standard
ESTATES ONLY			
Drivers door mounted mirror	—	Standard	Standard
Spare wheel cover	—	—	Standard
PVC load compartment mat with rubbing strips	—	Standard	Standard

Vauxhall Motors Ltd., Luton, England. Printed in England by Chromoworks, Nottingham. V2292 Published September 1975. Revised December 1975



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