

V A U X H A L L

## Ten new Vauxhalls make news!

Proudly presented in these pages are the cars comprising the new Vauxhall range . . . a more refined version of the conspicuously successful Viva . . . a whole new generation of Victors . . . a brand-new VX 4/90 . . . and the most powerful Vauxhalls ever built—the new 3-3 litre Velox and Cresta 'sixes'. And the choice is widened still further by optional equipment and tailor-made accessories. Yet, in spite of this variety, all these new Vauxhalls have certain sterling qualities in common. Each in its class, from the 1 litre Viva to the 3-3 litre Cresta, has such a favourable power-to-weight ratio that it couples outstanding

performance with gratifying economy. In all models engine oil needs changing only at 3,000 mile intervals and chassis lubrication comes only every 30,000 miles!

Each Vauxhall has an integral body-chassis of great torsional strength. All are seven-stage rust-proofed, deep-dipped in protective primer-sealer, sprayed with base and top primers and finally finished with 'Magic Mirror' lacquer. This *acrylic* lacquer only needs washing, rinsing and wiping to restore its original deep lustre. All Vauxhalls are under-body sealed at the factory. All have an invisible clear-vision panel

built into the windscreen so that driving vision is still maintained even if the screen is damaged. Vauxhall headlights and sidelights are protected against short-circuit blackout: a special charge controller prolongs battery life; and, of course, seat-belt anchorages are built-in. No matter which model in the Vauxhall range you choose, you can be assured that your choice is backed by first class engineering design, low-cost maintenance and a substantial warranty. In every detail, every 1965 Vauxhall is a thoroughly well-made, thoroughly well-finished car.







viva

viva de luxe

Look into this 1965 Viva de Luxe and see the special luxury it offers. Note the new box-trim styled, body-contoured front seats in tough, smart, easy-to-clean Vynide. New 2-colour door-trim too. This picture, incidentally, shows the short-throw gear lever and the central, pull-up handbrake.







How's this for a family-size boot? Big enough for a weekend shopping spree and big enough for everybody's holiday luggage.



Have you tried this lively, likeable 1-litre Vauxhall? It's *big* in every significant dimension—head room, leg room, shoulder room, boot capacity—big enough for four *big* people and their holiday luggage: more combined passenger/luggage space, in fact, than any comparable car. Yet it's so neatly compact when you come to park or garage it. But have you driven a Viva? Five minutes at the wheel and you'll know some of the many reasons why it's so conspicuously successful. Big-hearted, unfussy: it shoots up to 60 in less than 20 seconds: does 65 and more in third without protest: top speed is over 80! But this lively Viva is flexible; with smooth top-gear acceleration; and so very easy to drive—with the lightest pedal pressures; sure, safe handling; big windscreen with big wipers and all four corners of the car visible from the driving seat. 4-speed all-synchro gears with the sweetest snap-action change you ever tried. Big brakes too—with

power brakes and front discs as a low cost option. A grand family car and so *right* for business. Two models to choose from—the Viva de Luxe is illustrated here—with new box-trim styled front seats, bucket-curved and body-contoured for comfort. The Viva de Luxe has a new wrap-round, rear seat too—in true big-car style; new door-pull-armrests; new 2-colour door trim; thick carpets, extra sound insulation, etc. The de Luxe Viva has a heater, screenwasher, courtesy switches worked by the doors to operate the interior light. Both models have a headlamp flasher on the lever switch beneath the steering wheel: this handy switch works direction indicators and headlamp dipper too. A very well-equipped car.



# series 101 victor

Here are the very latest Victors—even smoother, quieter and safer than their very successful predecessors.

Significant engineering refinements accompany this suave new styling—duo-servo, self-adjusting brakes; improved insulation between mechanical units and bodywork; even easier gear changing. Liveliness under load, swift get-away in traffic, are exemplary in this new generation of Victors.

The new '101' styling is no mere fashion change: it is truly functional. It gives genuine three-abreast roominess in cars less than 65 inches wide: 4 inches more shoulder room than in the spacious 'FB' Victors which the new

'101' models proudly succeed. More head room too, although the Victor '101' roofline is actually lower. Vauxhall engineers have won these advantages, without significantly increasing weight—and so maintain the decisive power-to-weight ratio which, as always, contributes so much 'snap' to Victor performance and does so with such gratifying economy.

The full-width '101' bonnet facilitates inspection and service access. Another advantage of the '101' shape is a bigger boot. The boot lid extends to the full width of the car—greatly improving accessibility. And the spare

How elegantly the Victor '101' models provide extra room at shoulder height—and within such trim overall dimensions too. Three-abreast roominess—because side pillars, doors and door glass are all curved. This arched shape is immensely strong too—far stronger than conventional construction.

wheel can be withdrawn without unduly disturbing the contents of the boot.

There is a new, silent, fresh air heating system that's just as efficient for rear-seat passengers as it is for those in front. How perfectly the '101' theme lends itself to estate car design! The extra width at shoulder height continues aft—right to the big tail door. Special advantage of '101' construction is that the tail door (like bonnet or saloon boot) extends the full width of the car. It goes up to roof height too—so loading is easier: big things like a pram or camping gear go in much more easily.









# 3.3 litre velox

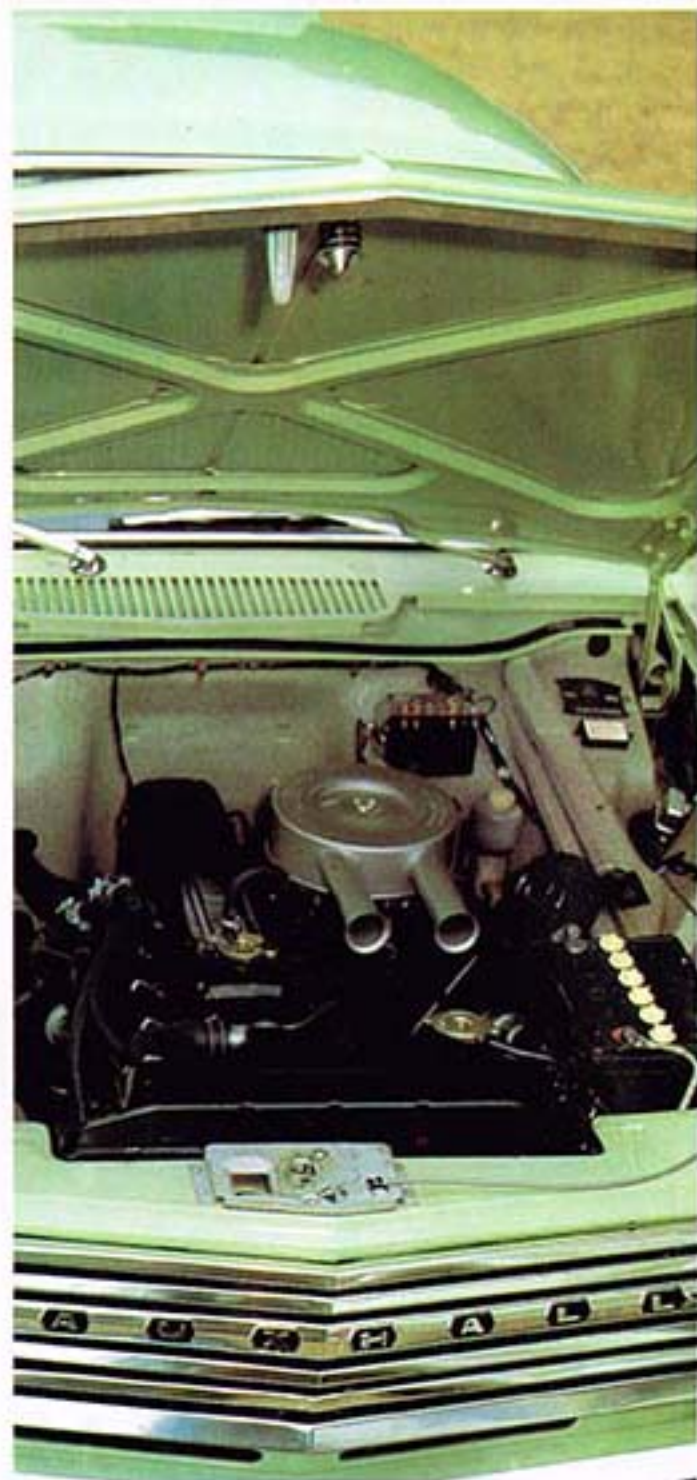
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## cresta



Here is a glimpse of Cresta luxury. Soft leather upholstery, walnut facia, hooded instrument cluster. These are actually *reclining* front seats—an option at very modest extra cost.

Clean and businesslike, the new 3.3 litre power unit develops 128 brake horse-power and delivers it with quiet efficiency. Because it always works well within its capacity, it gives silky-smooth, top-gear performance with truly formidable acceleration.





Most powerful, most luxurious Vauxhalls ever built, the theme for these latest Velox and Cresta 6-seater 'sixes' is power and luxury. Luxury to your own personal specification too—for you may choose a transmission to suit your driving style: 3-speed all-synchromesh—with or without overdrive; 4-speed all-synchromesh with central floor change; or HYDRA-MATIC\* sweet and smooth and fully automatic.

Of course the Cresta is the more luxurious of these two big Vauxhalls and offers you the choice of Leather or Suede Nylon for upholstery—or you may choose individual front seats or individual reclining front seats (in leather). Cresta luxury includes choice of single or dual colour, special wheel trim, heater, clock, reversing lights, headlamp flasher, etc. Both big Vauxhalls are powered by the new 3.3 litre engine. With 128 b.h.p., power is the operative word—power in hand, quiet, longstriding, effortless: whispering power in traffic and hardly more engine sound when speeding along the fast lane of a motorway. Both big Vauxhalls have power-assisted braking with front discs.

\* Reg'd Trade Mark

Here are two views of the lithe and lovely Cresta. A big car in every way—though, with all its fine engineering, its style and luxury, it still costs less than £1,000—truly remarkable motoring value.





Clean-cut, sleek and racy . . . this is the latest version of the VX 4/90. More than just new good looks here . . . more passenger room, more luggage space, more comfort and refinement everywhere. Uniquely, this car combines the special luxury of an exclusively built five-seater family saloon with performance to delight the enthusiast.

The twin-carb, high compression engine delivers 81 brake horse-power. You *enjoy* using the stubby short-throw gear lever: 4-speeds and *all synchromesh*. Over 70 in third: unflurried 90 in top: 0 to 50 in 11 seconds flat! Yet, because this powerful engine pulls so smoothly at low revs, your VX is a lady's car in traffic.

Power brakes, discs at front, are standard equipment—so are heater, headlamp flasher, parcel shelf, glove locker, anti-burst locks, seat-belt anchorages. Full instrumentation characterises the VX 4/90 and includes m.p.h./k.p.h. speedometer, trip recorder and, of course, a rev counter.






Like all the other Vauxhalls portrayed in this brochure, the VX 4/90 is described much more fully in a catalogue of its own: this special VX catalogue can be yours on request from your Vauxhall dealer.



# vx 4/90



The new Vauxhall range at a glance

							<i>prices include purchase tax</i>
<b>Viva</b>		4 cyl 1,057 c.c. 50 b.h.p.	4-speed floor change	Drum brakes or Power brakes with front discs*	Vynide upholstery Individual front seats	4 single colours 8 single colours	£528. 7s. 11d. £573. 2s. 1d.
<b>Viva de Luxe</b>							
<b>Victor '101' 3 Saloons</b>		4 cyl 1,594 c.c. 70 b.h.p.	3-speed column change or 4-speed floor change*	Drum brakes or Power brakes with front discs*	Vynide upholstery Bench front seat Individual front seats*	6 single colours 9 single colours	£678. 4s. 7d. £708. 8s. 9d.
<b>Super</b>					Vynide upholstery Bench front seat Individual front seats*	9 single colours	£708. 8s. 9d.
<b>De Luxe</b>					Ambia or Leather* Individual front seats	7 single colours 5 two-tones	£762. 16s. 3d.
<b>Victor '101' 2 Estate Cars</b>		4 cyl. 1,594 c.c. 70 b.h.p.	3-speed column change or 4-speed floor change*	Drum brakes or Power brakes with front discs*	Vynide upholstery Bench front seat Individual front seats*	5 single colours 4 two-tones	£774. 17s. 11d.
<b>Super</b>							
<b>De Luxe</b>					Ambia or Leather* Individual front seats	6 single colours 4 two-tones	£859. 9s. 7d.
<b>VX 4/90</b>		4 cyl. 1,594 c.c. 81 b.h.p.	4-speed floor change	Power brakes front discs rear drums	Ambia upholstery Individual front seats	9 two-tones	£871. 11s. 3d.
<b>Velox</b>							
<b>Cresta</b>		6 cyl. 3,293 c.c. 128 b.h.p.	3-speed column change (with overdrive*) or 4-speed floor change* or HYDRA-MATIC*† †Reg'd Trade Mark	Power brakes front discs rear drums	Vynide upholstery Bench front seat Leather or Suede Nylon Bench front seat Or individual front seats* (Leather) Or reclining front seats* (Leather)	10 single colours 7 single colours 5 two-tones	£859. 9s. 7d. £902. 3s. 9d.

\*Optional Equipment at Extra Cost





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