

**Vauxhall for 1970.
The stamp of quality.**



Vauxhall for 1970

A fine range of cars—
now better than ever.

Vauxhall's trend-setting style—smooth and sleek—moves gracefully into 1970. Vauxhall's policy for constant improvement is demonstrated by the upgrading of specifications throughout the range and the introduction of many new features and refinements. **The stamp of quality shows in every model.** Viva, Victor, Ventora, Cresta, Viscount—and the exciting new VX4/90—make up the range. There is a wonderful choice of 'Magic Mirror' finishes and, on certain models, 'Starmist'* metallic finishes. There are new upholstery colours too—in saloons and estates alike. And remember that Vauxhall prices include things that other people call extras—things like front seat belts and full underbody seal.

Vauxhall 1970.

A very fine range of cars indeed.





Viva two-door

Viva—the car of many talents. Such basic attributes as sleek, smart styling; smooth, snappy performance; sports car handling; four-adult comfort; lots of luggage space and a host of safety features, are standard on all Vivas. From then on *you* add the extra talents you are looking for.

There are three degrees of luxury: Viva, Viva de Luxe and Viva SL (Super Luxury). And for the de Luxe and SL there are three choices of engine: standard (1159cc); '90' (1159cc with increased power output); or 1600 (1599cc). All are available with fingertip-action four-speed (all-synchro) manual gearbox or automatic transmission.

Whichever Viva you try, the pleasure of driving is the same. Controls are light and precise; the ride is smooth and quiet. You are totally in command behind the wheel of a Viva.

Illustrated: Viva two-door SL saloon; far left, Viva two-door de Luxe saloon.

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Viva four-door

Take all the talents found in the two-door Viva de Luxe, or all the super luxury features of the two-door Viva SL. Combine these with four doors for getting-in-and-out easily, and you have the Viva four-door range. De Luxe or SL equipment. Three engines: regular, '90' or 1600. Four-speed manual or smooth automatic transmission.

And, like all Vauxhalls, Viva four-door is quality-built throughout. All brightwork is rustless; bumpers and hub covers are tri-nickel chrome-plated steel. Exterior paintwork is Magic Mirror acrylic lacquer—a finish that is 'thermally reflowed' to seal its lustrous colour beneath a tough, glazed surface. Just a wash restores its gloss. Close-fitting wheel arches, and the minimum of moisture traps, are features of Vauxhall body design. And every Vauxhall is underbody sealed before it leaves the assembly line—while the car is still perfectly clean and before major mechanical units are installed.

Vauxhall quality starts on the drawing-board, and is controlled—meticulously—throughout every stage of production.

Colour choices for 1970:

Viva. Six 'Magic Mirror' acrylic finishes.
Viva de Luxe (two-door or four-door). Nine 'Magic Mirror' acrylic finishes and three 'Starmist' metallic finishes.
Viva SL (two-door or four-door). Nine 'Magic Mirror' acrylic finishes and five 'Starmist' metallic finishes.

Illustrated: Viva four-door SL saloon.



Viva Estates

Sporty Viva Estates have all the looks, power and comfort of Viva saloons, plus 53.74 cu ft of load space (AMA Cargo Volume index)—designed into one of the best-looking fastbacks on the road. Viva Estates come in two versions, de Luxe and SL, with the same great specifications as the saloons, plus firmer suspension, wide wheels and tyres. The counterbalanced tail-gate provides easy access to the 5 foot long, 4 foot wide luggage deck.

Safety engineering is an inherent quality with Viva. Every Viva features all-coil suspension, extra-safe handling, energy absorbing steering column, safety designed facia and door fittings. And every Vauxhall has an energy absorbing body structure front and rear; anti-burst door locks and hinges; unobstructed all-round vision; lighting circuits protected against fire and blackout by thermal interrupters; face-level fresh air ventilation; shatterproof interior mirror and anti-corrosion brake pipes. Another demonstration of Vauxhall quality.

Colour choices for 1970:

Viva de Luxe Estate. Nine 'Magic Mirror' acrylic finishes and three 'Starmist' metallic finishes.

Viva SL Estate. Nine 'Magic Mirror' acrylic finishes and five 'Starmist' metallic finishes.

Illustrated: Viva de Luxe Estate.





Victor Super

Victor—ahead in style, quality, performance and value. On looks alone Victor Super leads in its class ; but good looks are only part of the Victor story.

Take space : ample room for five adults, plus loads of room in the boot for luggage—25·8 cu. ft. in fact! Take finish : there is a sparkling range of eight Magic Mirror paint finishes and an entirely new facia with glovebox, larger-diameter face-level vents and full-width parcel shelf. Other new features inside the car are central floor console with ashtray, steering column lock, water temperature gauge and Ambla upholstery.

Take performance : there's a choice between the 1599 cc engine with either three-speed or four-speed gearbox (with overdrive as an option) ; or the 1975 cc engine with three-speed or four-speed gearbox (with overdrive as an option)—or the new, smooth GM automatic transmission.

Victor has wide-track all-coil suspension and rack-and-pinion steering. Result : smooth riding, masterly roadholding and positive handling. All in all, Victor Super brings you a standard of motoring generally associated with cars in a much higher price bracket.

Colour choices for 1970 :
Eight 'Magic Mirror' acrylic finishes.

Victor 2000 SL

Take the most graceful looking family car on the road today. Build it with all the engineering skills for which Vauxhall are renowned. Enhance it with Super Luxury features—and you have Victor 2000 SL.

In Victor 2000 SL you'll find such refinements as individually styled seats—both front and rear—trimmed in luxurious Ambla in a new choice of colours, colour-matched steering wheel, deep-pile carpets, an entirely new facia with smart wood-grain inset and lockable glovebox—and many other features associated with Vauxhall's SL specification.

The 2000 SL is powered by the superb 1975 cc overhead camshaft engine, and there is a choice of three-speed or four-speed manual gears (with overdrive optional), or GM automatic transmission.

You'll thrill to the liveliness of response, the masterly handling and roadholding, and the smooth, safe, luxury ride of the Victor 2000 SL.

Colour choices for 1970:
Nine 'Magic Mirror' acrylic finishes
and three 'Starmist' metallic finishes.

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Victor Super Estate

It's good looking, it's powerful—and it's tough (firmer suspension is a standard feature of the Victor Super Estate as are larger section, low-profile tyres).

The Victor Super Estate has the same superb specification as the Victor Super saloon and gives you the 'plus' feature of 67.1 cu ft total load capacity (AMA Cargo Volume Index)—all within the smartest estate body on the road today. Its sleek shape elegantly conceals its potential as a load carrier. Between rear seats and counterbalanced tail-gate there is ample room for everybody's luggage. Fold away the rear seats and you have floor space approaching 6 feet in length—accessible from the rear side doors as well as the tail-gate.

Engine and transmission choices are the same as for Victor Super saloons.

And, like all Vauxhalls, the Victor Super estate is built with that meticulous attention to safety and quality control insisted upon by Vauxhall.

Colour choices for 1970:
Eight 'Magic Mirror' acrylic finishes.



Victor SL Estates

Victor Estates are elegant performers in their dual role as a car for the family (plus all the family luggage) or as a work-loving vehicle for business. And most elegant of all are Victor SL Estates.

Finished to the same high standard as SL saloons, and engineered to the same standard of quality, Victor SL Estates come in two superb versions. The 2000 SL Estate has the 1975 cc four-cylinder ohc engine with three-speed column change or four-speed floor change (overdrive optional), or GM automatic transmission. The dynamic 3300 SL Estate has the power-packed 3294 cc six-cylinder ohv engine with four-speed floor change (overdrive optional) or GM automatic transmission. Interior appointments of both models are right in line with Vauxhall's Super Luxury standards, and the Victor 3300 SL is further enhanced by its distinctive 'harmonica' grille.

Colour choices for 1970:

Nine 'Magic Mirror' acrylic finishes and three 'Starmist' metallic finishes.

Illustrated: Victor 2000 SL Estate.







VX 4/90

VX 4/90 : A famous name returns to the Vauxhall range for 1970. An entirely new car ; a performance-plus car ; a luxury-plus car ; a car with the distinctive action-plus look always associated with the name of VX 4/90. Its sleek exterior lines are enhanced with a painted coachline along the body side, special radiator grille, black/aluminium 5J 'Rostyle' sports wheels, and bright stoneguards and sill mouldings. Among its superb interior features are : Ambla upholstery in 1970 colours, reclining front seats (standard) ; sporty facia incorporating lockable glovebox and large-diameter face-level air vents ; full instrumentation in six separate dials ; centre floor console incorporating ashtray, lighting switch and two-speed wiper switch ; leather-covered aluminium spoked steering wheel. The VX 4/90 is powered by the 1975 cc four-cylinder ohc engine with twin CD carburetters and twin outlet exhaust manifold. Transmission is 4-speed floor change (with overdrive on third and top as standard) or GM automatic.

Colour choices for 1970 :
Nine 'Magic Mirror' acrylic finishes
and five 'Starmist' metallic finishes.

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Viva GT

The firecracker of the Viva range. Two-litres of surging power with a richly appointed body to match. Viva GT is a complete concept engineered right through to GT standards. Inside you'll find a full range of instruments; leather-covered steering wheel; body-hugging bucket seats in glove-soft black Ambla; deep-pile carpets; central console with main switches and gaitered gearshift.

Outside you'll see an elegant new look; smart new 5J Rostyle wheels; body-toning coachline stripe—and there's a choice of five colours: Le Mans Blue, Monaco White, Monza Red, Goodwood Green Starmist or Sebring Silver Starmist.

There's GT performance to match the GT looks: 1975 cc ohc twin-carburettor engine; four-speed all-synchro gearbox; coil springs all round and anti-roll bars front and rear; servo-assisted front-disc, rear-drum brakes; 165/70 HR x 13 low profile radial tyres.

Handling is superb. Feel its positive, near-neutral steering. Thrill to its brilliant acceleration. Relax with confidence as you control—effortlessly—the power and performance of Viva GT.



Ventora II

The luxury compact with the satin-smooth 3.3 litre ohv engine. The car which 'Motor' said "... outperforms practically all its rivals". For 1970, Ventora II sets a new standard of executive motoring. Among its new features—all standard—you'll find: a completely new fascia with lockable glovebox and a full-width parcel shelf; full instrumentation in six separate dials; central floor console incorporating ashtray and main switches; leather-covered aluminium spoked steering wheel; steering column lock; reclining front seats, heated rear window, and reversing lights. There is an entirely new range of upholstery colours; and door panels and fascia trim are all colour matched to the upholstery you choose. Four speed gearbox is standard (overdrive optional; GM automatic optional) and it has power brakes with front discs to match its fantastic performance (70 mph in 14.2 seconds).

Colour choices for 1970:

Nine 'Magic Mirror' acrylic finishes and five 'Starmist' metallic finishes. Plus a distinctive vinyl roof.



Cresta and Cresta de Luxe

Cresta is a luxury car with power to match. Five/six seats ; six-cylinder 3.3 litre ohv engine ; exceptional comfort ; superb roadholding ; exhilarating performance.

There are three transmissions available : 3-speed column change, with overdrive optional ; four-speed floor change or Powerglide automatic. Power-disc brakes are standard and power steering is optional. Luxurious carpets, central armrests and walnut facia are standard—and on Cresta de Luxe there is a choice of individual front seats or a bench seat.

Imposing and roomy as they are, Cresta and Cresta de Luxe handle with all the ease of a much smaller car. Their exceptional ride comfort and roadholding are two of motoring's best experiences.

Colour choices for 1970 :

Cresta. Eight 'Magic Mirror' acrylic finishes.

Cresta de Luxe. Nine 'Magic Mirror' acrylic finishes and three 'Starmist' metallic finishes.

Illustrated: Cresta de Luxe.





Viscount

The aristocrat of the Vauxhall range. All the space and performance of the 3.3 litre Cresta, plus vinyl covered roof, painted coachline, hide upholstery, reclining front seats and rich walnut panelling. Power steering, power brakes, power operated windows, heated rear window and Powerglide automatic transmission are all standard (four-speed all-synchro gearbox is available if you prefer a manual change). Your choice of nine exterior colours includes four 'Starmist' metallic finishes.

Viscount is the ultimate in performance and luxury. Superbly appointed. Smooth. Powerful. Elegant. A true aristocrat through and through.

Like all Vauxhalls, Viscount reflects the emphasis upon quality demanded by Vauxhall at every stage—from basic design through to final delivery at your door.

Whichever Vauxhall you choose—Viva, Victor, VX 4/90, Viva GT, Ventora, Cresta or Viscount—you can be sure that they all bear

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The 1970 Vauxhall talent spotter

MODEL	ENGINE	PRICE	DIMENSIONS
VIVA SALOONS			
Viva two-door	4 cyl 1159cc (56 bhp)	£701	
Viva two-door de Luxe	4 cyl 1159cc (56 bhp)	£760	
Viva two-door 90 de Luxe	4 cyl 1159cc (69 bhp)	£799	
Viva two-door 1600 de Luxe	4 cyl 1599cc (83 bhp)	£831	
Viva two-door SL	4 cyl 1159cc (56 bhp)	£818	
Viva two-door 90 SL	4 cyl 1159cc (69 bhp)	£857	
Viva two-door 1600 SL	4 cyl 1599cc (83 bhp)	£890	Length 13 ft 5 in
Viva four-door de Luxe	4 cyl 1159cc (56 bhp)	£792	Width 5 ft 3 in
Viva four-door 90 de Luxe	4 cyl 1159cc (69 bhp)	£831	
Viva four-door 1600 de Luxe	4 cyl 1599cc (83 bhp)	£864	
Viva four-door SL	4 cyl 1159cc (56 bhp)	£844	
Viva four-door 90 SL	4 cyl 1159cc (69 bhp)	£884	
Viva four-door 1600 SL	4 cyl 1599cc (83 bhp)	£916	
VIVA ESTATES			
Viva de Luxe Estate	4 cyl 1159cc (56 bhp)	£851	
Viva 90 de Luxe Estate	4 cyl 1159cc (69 bhp)	£890	
Viva 1600 de Luxe Estate	4 cyl 1599cc (83 bhp)	£923	Length 13 ft 5 in
Viva SL Estate	4 cyl 1159cc (56 bhp)	£916	Width 5 ft 3 in
Viva 90 SL Estate	4 cyl 1159cc (69 bhp)	£955	
Viva 1600 SL Estate	4 cyl 1599cc (83 bhp)	£988	

MODEL	ENGINE	PRICE	DIMENSIONS
VIVA GT	4 cyl 1975cc (112 bhp) Twin carburetter	£1086	Length 13 ft 5 in Width 5 ft 3 in
VICTOR SALOONS			
Victor Super	4 cyl 1599cc (83 bhp)	£949	
Victor Super	4 cyl 1975cc (108 bhp)	£975	Length 14 ft 8½ in
Victor 2000 SL	4 cyl 1975cc (108 bhp)	£1040	Width 5 ft 7 in
VICTOR ESTATES			
Victor Super Estate	4 cyl 1599cc (83 bhp)	£1060	
Victor Super Estate	4 cyl 1975cc (108 bhp)	£1086	Length 14 ft 8½ in
Victor 2000 SL Estate	4 cyl 1975cc (108 bhp)	£1158	Width 5 ft 7 in
Victor 3300 SL Estate	6 cyl 3294cc (140 bhp)	£1275	
VX 4/90			
VX 4/90	4 cyl 1975cc (112 bhp) Twin carburetter	£1203	Length 14 ft 8½ in Width 5 ft 7 in
VENTORA II			
Ventora II	6 cyl 3294cc (140 bhp)	£1269	Length 14 ft 8½ in Width 5 ft 7 in
CRESTA			
Cresta	6 cyl 3294cc (140 bhp)	£1146	Length 15 ft 7 in
Cresta de Luxe	6 cyl 3294cc (140 bhp)	£1252	Width 5 ft 9½ in
VISCOUNT			
Viscount	6 cyl 3294cc (140 bhp)	£1719 (automatic)	Length 15 ft 8½ in
		£1628 (manual gearbox)	Width 5 ft 9½ in

THE BASIC TALENTS OF VAUXHALLS INCLUDE:

Full underbody seal. Front seat belts (no extra cost). All-synchro manual gearboxes. Heater/ventilator*. Face-level fresh air ventilation. Anti-burst door locks and hinges. Child-safe locks on rear doors (four-door models). Front seat restraining catches (two-door models).

*Except basic Viva.

Prices quoted include P.T. and are recommended prices ex factory.

Vauxhall Motors Limited, Luton, England

The right is reserved to alter any details of price, specification and equipment without notice.

