



Vauxhall 1974

**Ventora
VX 4/90
Victor
Magnum
Viva**

Ventora



Ventora Saloon.

The final expression of a detailed development and refinement programme designed to satisfy those people who demand that their

motoring should add to the pleasures of life without creating a need to compromise the necessities. And when high carrying capacity is also an



Ventora Estate.

essential criterion there is now a Ventora Estate to complement the Saloon.

Both models are discreetly luxurious in their styling and detail appointments, eminently comfortable and exhilarating in their performance. They have the effortless power of a 3.3 litre, six

cylinder engine, power assisted steering, power assisted, dual-circuit braking, full coil suspension, high speed radial tyres and a safety designed body shell cocooned by an intensive anti-corrosion treatment.

Ventora. Luxurious to own. Satisfying to drive.



Ventora has 6 dial instrumentation set in a burr walnut finished facia with controlled rheostat lighting. There is also controlled fresh air with through-flow ventilation. Controlled warmth with mixed-air heating. Controlled vision with 2-speed

wipers, electric screenwash and heated rear window.

Detail appointments are typically Ventora: cigar lighter; courtesy switches to all doors; a document pocket in the driver's sun visor; a vanity mirror in the passenger's visor.



Carefully designed to minimise fatigue, Ventora seats are upholstered in luxurious brushed-nylon: reclining at the front, with a centre armrest at the rear. Doors are fully trimmed and have carpeted kick panels. All doors have combined armrests/pulls and anti-burst locks. The front ones feature map pockets and the rear doors have child-proof locks.



The fully counter-balanced tailgate of the Ventora Estate allows easy access to the 58.4 cu. ft. (1.653 m³) of carrying capacity when the rear seat is folded, with a fully carpeted deck area. Luggage capacity with the seat raised is 27 cu. ft. (0.769 m³).

Please turn to pages 14, 15 and 16 for complete details of standard and optional equipment available in Ventora.



VX 4/90

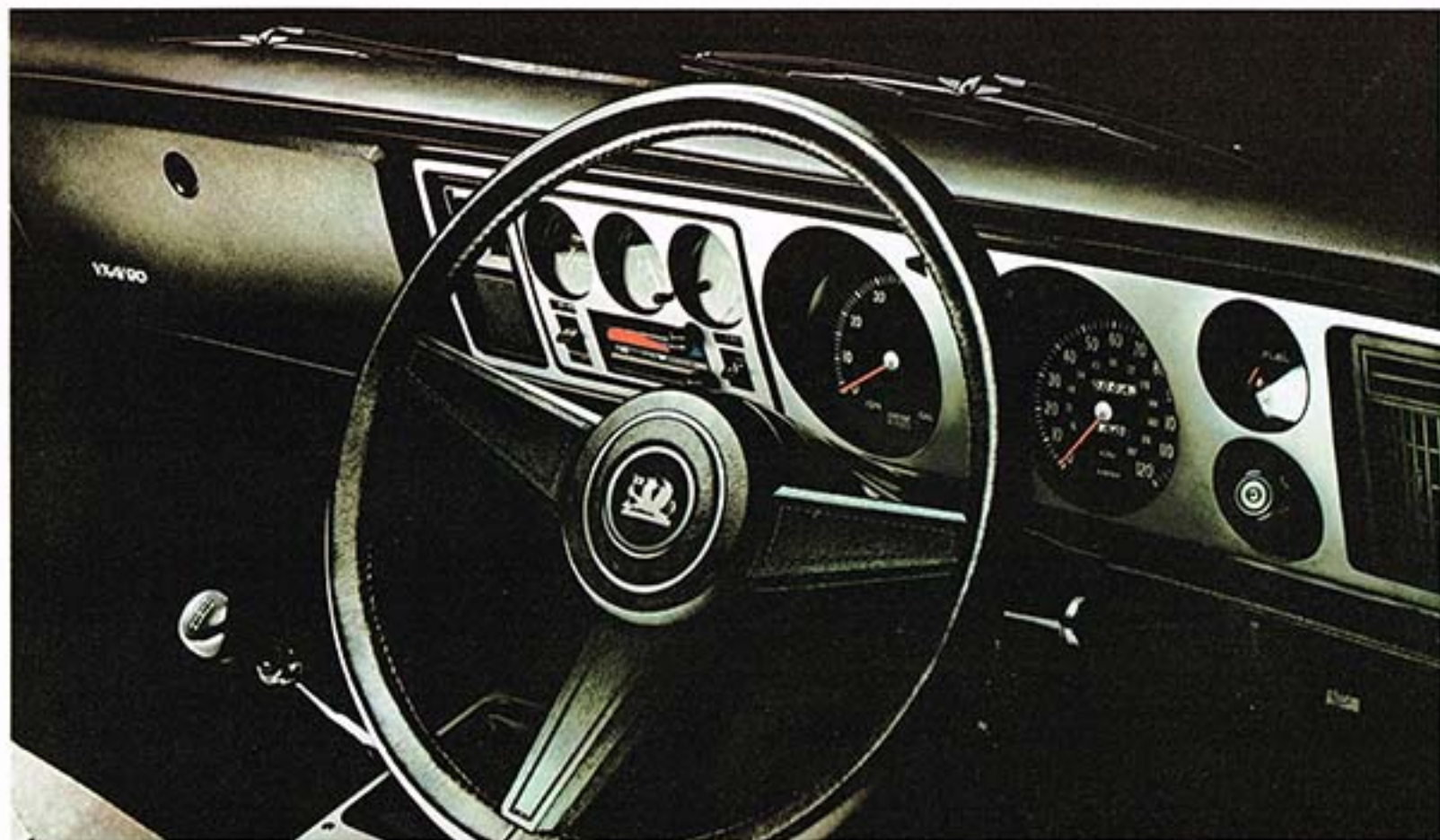
For the man who wants to share the experience of performance motoring with his family.

VX 4/90 offers the driver exhilaration of push-in-the-back power thanks to a full 116 net bhp from a twin-carb., 2300 OHC engine.

Rack-and-pinion steering, power-assisted braking with 10.74" (273 mm) diameter front discs

and the bite of fat radial tyres transform thoughts into instant action.

For the family there's the room, the comfort and the smoothness of ride necessary for sharing the enjoyment of a full day's drive. And VX 4/90 has the character in this age of conformity to make the next day's drive something to anticipate with pleasure.



VX 4/90 flight deck with non-slip-covered steering wheel, a fast gear shift, a fascia finished in silver with full 6-dial anti-glare sports instrumentation, and with controls carefully positioned to fall immediately to hand.

Controls for 2-speed wipers, electric screenwash, flasher, horn and indicators are all on the steering column.

A layout designed as an entity. By enthusiasts, for enthusiasts.



Colour-keyed door panels are finished in Ambra to match the seating. The rear doors have child-proof locks, the front doors have courtesy light switches. All door locks are burst-proof and interior door handles and window winders are safety-designed.



Wide rim, styled wheels give the VX 4/90 another touch of individuality.



Contoured for maximum support, all seats are upholstered in soft resilient Ambra with perforated centre panels. The front seats recline to provide an optimum driving position and passenger comfort. Wall-to-wall carpeting is fitted throughout.

Please turn to pages 14, 15 and 16 for complete details of standard and optional equipment available on VX 4/90.

Victor



Victor 2300 Saloon.



So much car for the money. Its created a whole new kind of family motoring.

What other car in its class has as much style, as much room, as much comfort and as many standard features as Victor?

Features like a complete underbody seal—23 lbs (10.4 kilos) of it. 7 gallons (31 litres) of protective high lustre acrylic lacquer. Power assisted dual-circuit brakes with front discs and

self-adjusting rear brakes. Wall-to-wall carpeting. An alternator. Reverse lights. Reclining front seats, 2-speed wipers and electric screenwash. Twin horns. A safety-designed body shell and full interior safety "package." All these features are standard equipment in Victor 2300 and 1800 Saloons and Estates.

Victor. It's all that family motoring should be in the 70's at a price exclusive to Vauxhall.



The fascia has a wood-grained finish on 2300 models and is matt black on 1800 models, with an adjustable direction/volume control unit at each end for the through-flow ventilation system. The powerful mixed-air heater has a 2-speed booster

fan. There is a lidded glove-box, a full width parcel shelf beneath the fascia, a brake pressure warning light and two interior lights. Estate models also have a tailgate courtesy light switch.



Luxury door trim. Colour-keyed in Ambla with large new armrests/door pulls.



Seats to relax in. Amply proportioned and upholstered in Ambla for all-season comfort. And for rear seat passengers there is plenty of leg room.

Please turn to pages 14, 15 and 16 for complete details of standard and optional equipment available on Victor model.

Magnum



Magnum 1800 4-door Saloon.

The kind of luxury car that so many people have always wanted but so few have been able to afford—until now.

Magnum is a beautifully designed and co-ordinated machine that is everything a personal

car should be: a unique blend of aesthetics, luxury and pure handling genius.

There are four Magnum body styles to choose from—2 and 4-door Saloons (seen here), a 3-door fast back Estate and a Coupé (both



Magnum 2300 2-door Saloon.

featured over the page). Each model comes with either an 1800 OHC engine for relaxed high-speed cruising, or a really rapid 2300 OHC twin-carb. engine.

Handling and roadholding fully match the power. Superbly balanced and taut. Yet Magnum

is so luxurious in its appointments and so well behaved that its performance is deceptive. Except to drivers of other cars.

Magnum. A very special car for very special people.



Optional to the standard 4-speed all-synchromesh gearbox on all Magnums is the G.M. Automatic transmission with edge lit selector panel for night driving.



The door trim adds to Magnum's sporty luxuriousness. Fully trimmed in perforated Ambla, it is colour-keyed to the interior scheme and has armrests combined with grab handles.



The two facias of Magnum—the 2300 above and the 1800 below—reflect individual characters of the cars. The 2300 has full 7 dial instrumentation with orange needles sweeping black faced dials. The three large instruments give road speed, engine speed and time. The four smaller ones oil

pressure, water temperature, fuel contents and battery charge rate. The 1800 has two dials flanked in their rectangular recess by rocker switches for lights.

Both models have non-slip-covered steering wheels.

More Magnificent Magnums



Magnum 2300 Coupé



Magnum 1800 Estate

The shape of the Magnum Coupé is the promise of its performance. Smooth wind-cheating lines provide restful high-speed cruising.

Space for four, and all their luggage in the king-size 22 cu. ft. (0.623 m³) trunk.

The Magnum Estate is a completely unique combination of luxury, style and practical capacity. With the rear seat folded there is a 51.5 cu. ft. (1.46 m³) load capacity. With the rear seat raised, 26.5 cu. ft. (0.75 m³).



The seats are exactly as would be expected in a car such as Magnum. Superbly comfortable, fully contoured and luxuriously upholstered in brushed nylon. The front seats recline.

Naturally every Magnum has fitted carpet throughout.



Magnum. A luxurious new dimension in Estates.



Some Magnums will be fitted with road wheels of a style different to that illustrated. Both are shod with fat radial tyres for exceptional grip under all road conditions.

Please turn to pages 14, 15 and 16 for complete details of standard and optional equipment available in Magnum saloons, estates and coupés.

Viva



Viva de luxe.

Vauxhall's beautiful example of outstanding value for money.

Viva is the opposite of everything that is

ugly, austere or downright uncomfortable in a modern car.

It's also the opposite of everything that's



Viva SL Estate.

expensive, expansive or ostentatious.

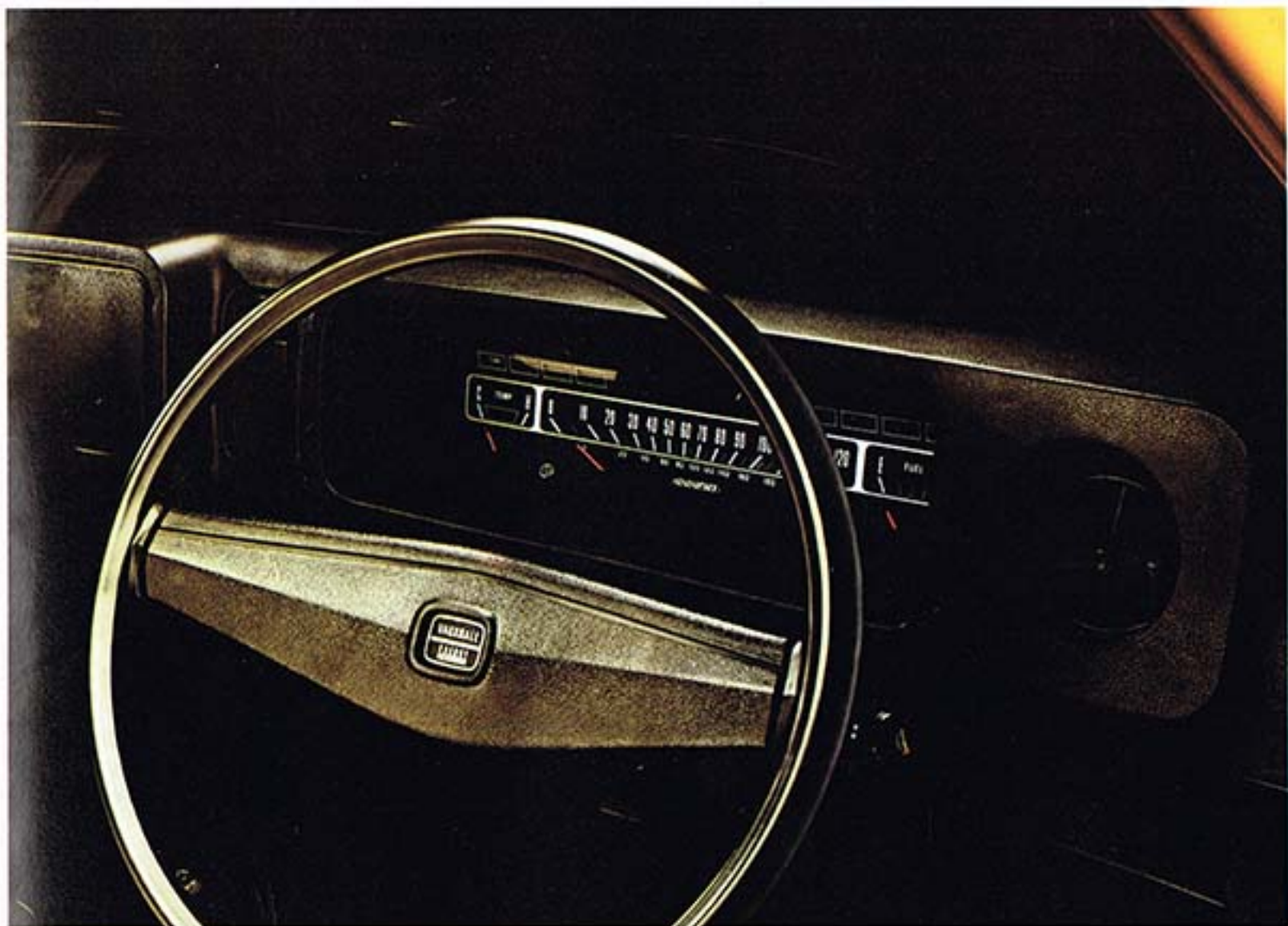
What it is, is a typical example of the Vauxhall idea—superb value for money.

The Viva SL model featured here comes fully equipped with reclining front seats, mixed-air heater and through-flow ventilation, 2-speed wipers and electric screen wash, power-assisted dual-circuit braking with front discs, self-adjusting rear brakes, viscous drive cooling fan, complete underbody seal and an alternator.

The Viva SL is available as a 2 or 4-door saloon, or a 3-door estate. Each model is also available in de Luxe trim and there's a Standard 2-door saloon.

The engine is the well-proven 1256 cc ohv unit with all-synchromesh gearbox. GM automatic transmission is available as an option, coupled to the 1800 engine.

Viva. It has what most people want. For the least amount of money.



Clean, functional fascia with easy-to-read instrumentation and sensibly placed controls.



Door trim is fully padded and colour-keyed to the seats. Anti-burst locks are fitted and interior handles and window winders are safety designed.



Comfortable seating for four adults. Front seats recline and all seats are upholstered in Ambra on SL models (Vynide on other models).

Please turn to pages 14, 15 and 16 for complete details of standard and optional equipment available in Viva saloons and estates.

Specifications

| | Viva | Magnum | Victor | VX 4/90 | Ventora |
|--|---|----------------------------------|-----------------------------------|----------------------------------|-----------------------------------|
| Steering | | | | | |
| Rack and pinion | X | X | X | X | X power assisted |
| Turning circle | 32·2ft (9·6m) | 32·2ft (9·6m) | 35·4ft (10·8m) | 35·4ft (10·8m) | 37·1ft (11·3m) |
| Brakes | | | | | |
| Power assisted | X | X | X | X | X |
| Front disc brakes diam. | 8·54in (217mm) | 10·03in (255mm) | 9·37in (238mm) | 10·74in (272·8mm) | 10·74in (272·8mm) |
| Rear drums diam. | 8·00in (203mm) | 9·00in (229mm) | 9·00in (229mm) | 9·00in (229mm) | 9·00in (229mm) |
| Pressure conscious valve | | | X | X | X |
| Dual circuit | X | X | X | X | X |
| Wheels and Tyres | | | | | |
| Steel wheel (rim size) | 4½" | | 5" | | 6" |
| Styled wheel (rim size) | | 5" | | 6" | |
| Tyres (all radial except those on Viva Standard & de Luxe) | 5·60x13 (Standard & DL) 155SRx13 (SL) | 1800: 155SRx13 2300: 175HRx13 | 175SRx13 | 185HRx14 | 185HRx14 |
| Instruments | | | | | |
| Speedometer | X | X | X | X | X |
| Fuel gauge | X | X | X | X | X |
| Temp gauge | X | X | X | X | X |
| Tachometer | | 2300 only | | X | X |
| Clock | | 2300 only | | X | X |
| Ammeter | | 2300 only | | | |
| Oil pressure | | 2300 only | | X | X |
| Trip recorder | | X | | X | X |
| Fuel Capacity | | | | | |
| | 1256: 8·0galls(36L) 1800: 12·0galls(54L) | 12·0galls(54L) | 14·25galls(65L) | 14·25galls(65L) | 14·25galls(65L) |
| Dimensions | | | | | |
| Overall length | 162·9in (4·138m) | 162·9in (4·138m) | 179·2in (4·554m) | 179·2in (4·554m) | 179·2in (4·554m) |
| Overall width | 64·7in (1·643m) | 64·7in (1·643m) | 66·9in (1·669m) | 66·9in (1·669m) | 66·9in (1·669m) |
| Overall height | 53·1in (1·348m) | 52·7in (1·339m) | 53·9in (1·370m) | 52·3in (1·361m) | 52·3in (1·361m) |
| Wheelbase | 97·0in (2·461m) | 97·0in (2·461m) | 105·0in (2·667m) | 105·0in (2·667m) | 105·0in (2·667m) |
| Track front | 51·4in (1·306m) | 53·0in (1·333m) | 56·2in (1·427m) | 56·3in (1·432m) | 56·3in (1·432m) |
| Track rear | 51·5in (1·308m) | 52·5in (1·333m) | 55·4in (1·407m) | 55·1in (1·399m) | 55·1in (1·399m) |
| Boot capacity | 20·0cu ft (0·566m ³) | 20·0cu ft (0·566m ³) | 21·0cu ft (0·595m ³) | 21·0cu ft (0·595m ³) | 21·0cu ft (0·595m ³) |
| Estate total capacity | 51·53cu ft (1·46m ³) | 51·53cu ft (1·46m ³) | 58·38cu ft (1·653m ³) | | 58·38cu ft (1·653m ³) |

| | Viva | Magnum | Victor | VX4/90 | Ventora |
|------------------------------|-------------|---------------|---------------|---------------|----------------|
| Full underseal | X | X | X | X | X |
| Carpets* | X | X | X | X | X |
| Reclining front seats | X | X | X | X | X |
| Brake-pressure warning light | X | X | X | X | X |
| Front disc brakes | X | X | X | X | X |
| Self-adjusting rear brakes | X | X | X | X | X |
| Power assisted brakes | X | X | X | X | X |
| 2 speed wipers | X | X | X | X | X |
| Matt black wiper arms | X | X | X | X | X |
| Electric washers | X | X | X | X | X |
| Through-flow ventilation | X | X | X | X | X |
| Heater with 2 speed fan | X | X | X | X | X |
| Viscous fan drive | X | X | X | X | X |
| Rectangular headlamps | X | | X | | |
| Twin headlamps | | X | | X | X |
| Reversing lamps | | X | X | X | X |
| Rubber bumper strip | | X | | X | X |
| Dipping rear mirror | | | | | X |
| Perforated ambla trim | | | | X | |
| Brushed nylon trim | | X | | | X |
| Sports steering wheel | | X | | X | X |
| Vanity mirror | | | X | X | X |
| Cigar lighter | | | | X | X |
| Instrument rheostat | | | X | X | X |
| Twin horns | | X | X | X | X |
| 2 interior lights | | | X | X | X |
| Front map pockets | | | | | X |
| Rear door courtesy lights | | | | | X |
| Heated rear window* | X | X | X | X | X |
| Alternator | X | X | X | X | X |
| Seat belts-diagonal | X | | X | | |
| Seat belts-inertia | | X | | X | X |

*Except Viva Standard

The Vauxhall Range

| Body Styles | Standard | VIVA de luxe | SL | MAGNUM | | VICTOR | | VX 4/90 | VENTORA |
|----------------|----------|-----------------|----|--------|------|--------|------|---------|---------|
| | | | | 1800 | 2300 | 1800 | 2300 | | |
| 2 door Saloon | X | X | X | X | X | | | | |
| 4 door Saloon | | X | X | X | X | X | X | X | X |
| 3 door Estate | | X | X | X | X | | | | |
| 5 door Estate | | | | | | X | X | | X |
| 2 door Coupé | | | | X | X | | | | |
| Engines | | | | | | | | | |
| 1256 | X | X | X | | | | | | |
| 1800 | | ○ | | X | | X | | | |
| 2300SC | | | | | | | X | | |
| 2300 TC | | | | | X | | | X | |
| 3300 (6 cyl) | | | | | | | | | X |
| Gearbox | | | | | | | | | |
| 4 speed manual | X | X | X | X | X | X | X | X | X |
| G.M. Automatic | | ○* | | ○ | ○ | ○ | ○ | ○ | ○ |

*with 1600 engine only

Illustrations in this catalogue may feature accessory items. The right is reserved to alter any details of price, specification or equipment without notice.



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