



so we built you the **VIVA!**



**WE BUILT
THE VIVA
AROUND YOU...**

... AND WHAT
A LOT OF CAR
YOU GET!





VIVA!

No wonder the Viva's such a remarkable success: it combines so much passenger/luggage space with such a handy, parkable size: so much zip and go with such gentle manners: such good looks with weatherproof toughness: in fact, it's a car that combines advantages never before blended together in a one-litre family saloon.

THE VIVA HAS MORE PASSENGER/LUGGAGE SPACE THAN ANY OTHER CAR IN ITS CLASS.

AND MORE PERFORMANCE

The Viva has quite outstanding performance. Power in hand to tackle long hills, fully laden. It has the surest handling with instant response to light and positive controls—and built-in safety to cope with *real* motoring. VIVA GIVES 80 m.p.h. REACHES 50 IN IN 13.3 SECONDS. HAS BIG BRAKES. 50 B.H.P. 4-SPEED ALL-SYNCHRO GEARS.

AND SELF-RELIANCE!

Wash, rinse and wipe dry to restore your Viva's showroom finish. Laborious polishing is out of date: so is rusty brightwork: so is frequent servicing—chassis lubrication every 30,000 miles; engine oil every 3,000. VIVA IS RUSTPROOFED. UNDERBODY SEALED. FINISHED WITH 'MAGIC MIRROR' ACRYLIC LACQUER. ALUMINIUM GRILLE.

AND ECONOMY

A sturdy 1,057 c.c. engine that works well within its capacity even when driven hard, keeps its tune and its frugal appetite for fuel. *Drive* for performance or drive for economy, you'll be delighted with the m.p.g. EXTRA POWER. EXTRA PERFORMANCE. EXTRA MILES PER GALLON. EXTRA ROOMINESS. EXTRA LUGGAGE CAPACITY. EXTRA COMFORT—YOU GET THEM ALL FOR LESS IN A VIVA!



HER VIVA!

Viva! Car that takes the children *and* their friends. A trunk that swallows a weekend shopping spree—or takes 4 big suitcases and a mass of 'soft' luggage and holiday oddments too.

Viva! Most parkable car! Turns in only 29 feet; no car has lighter steering or pedal pressures. Synchromesh on *all* gears. Viva! Safe—with built-in seat-belt anchorages, lots of padding, anti-burst locks, good vision in every direction.

Viva! Big parcel shelf, wipe-clean upholstery, ventilation without draughts—and quiet too.

Viva! A stylish car . . . 8 splendid colours. De Luxe model has 2-tone interior. Modern good looks. Very much a car to be seen in!



HIS VIVA!

Not only performance (although the 80 m.p.h. Viva has got plenty): you'll admire the steady ride and smooth handling. Light and nippy, yet very surefooted (the unique suspension is a revelation). A driver's car! 0 to 30 in 5-7 seconds—and you know just how much acceleration matters in today's traffic. Short ball-mounted gear lever, feather-light snap action—a sportsman's change.

Just the car for business—it's so businesslike: needs so little looking after; plenty of headroom and legroom even if you're more than a six-footer. Big, square, deep trunk for man's shopping—or golf clubs, trolley and the lot.

Motoring's fun again with positive, sensitive steering—plenty of urge—flat cornering—clean handling. Headlamp flasher, *big* windscreen wipers. Viva is the sort of car you like to *motor* in!



WORTH LOOKING INTO!

These are the new Viva de Luxe front seats—box-styled and 'bucket'-curved for comfort. Latest de Luxe Vivas have two-colour door trim with door-pull armrests, extra sound insulation, extra facia padding *and* a completely new wrap-round rear seat in big-car style.



Two VIVA models to choose from—

Viva de Luxe (illustrated throughout this brochure) and the Viva standard. They are identical in size and mechanical specification but the Viva de Luxe has extra sound insulation, padded dash, edged carpets (instead of rubber mats), special seating, two-colour door trim, doorpull armrests, hinged rear quarter lights, passenger's sun visor, screenwash, bright interior fittings, bright drip channels on roof, bright surrounds to windscreen and rear window, bright body side moulding, mat on trunk floor. Both models have headlamp flasher, seat belt anchorages and are underbody sealed.

New colours for VIVA de Luxe

EXTERIOR	UPHOLSTERY (Vynide)
Grecian White*	Red*
Black	Red
Storm Grey*	Red*
Meteor Blue*	Blue*
Pacific Blue	Blue
Jade Green	Beige
Cavalry Fawn	Beige
Calypso Red*	Beige*

* These colour schemes only for the standard Viva. Safari Beige Rayon is optionally available for both models as an alternative to Vynide.



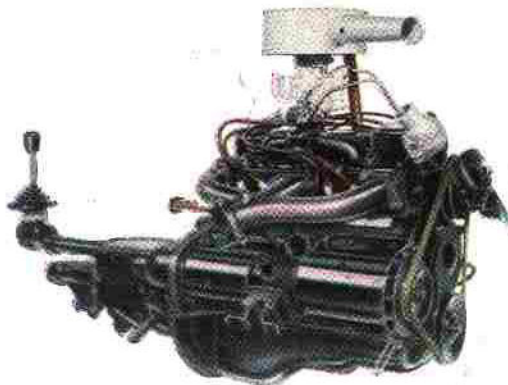
Stretching room for four big people, and space for all their luggage

Seating space

Leg room, front	37.9 in. (963 mm.)
Leg room, rear	33.8 in. (858 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 VIVA and VIVA de Luxe

developed by Vauxhall engineers and available from Vauxhall dealers—heater, foglamps, radio, wing mirrors, seat covers, seat belts, towing attachment, wheel embellishers, reversing lamps, etc.



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 and VIVA de Luxe

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

Top grade engineering specification

Engine, 4 cylinders, 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 ratios: standard 8.5 to 1; optional 7.3 to 1. B.H.P. (8.5 to 1 ratio): gross, 50.1 at 5,200 r.p.m., net 44.2 at 5,000 r.p.m. (7.3 to 1 ratio): gross, 47.8 at 5,200 r.p.m., net, 40.3 at 5,200 r.p.m. Torque lb. ft. (8.5 to 1 ratio): gross, 62.3 at 3,000 r.p.m., net, 59.1 at 2,800 r.p.m. (7.3 to 1 ratio): gross, 58.2 at 3,000 r.p.m., net, 55.0 at 2,600 r.p.m. 3-bearing crankshaft. Downdraught carburettor and induction manifold. Crankcase fumes consumed by engine. Engine/clutch/gearbox unit flexibly mounted over front crossmember and at rear of gearbox.

Clutch: 6.25 in. (15.875 mm.) 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; 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 crossmember. 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. (20.32 mm.) drums. Front: 2 leading shoes; rear: leading-trailing shoes. Lining area: 62.83 sq. in. (1030 cm.²). Braking area: 125.67 sq. in. (2059 cm.²). Central handbrake lever operates rear wheel brakes by cable.

Steering: Rack and pinion in rubber insulators on front crossmember. Steering box ratio: 16:1. Turning circle: 29 ft. (8.84 m.) 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 Imperial gallons, 8.4 U.S. gallons, 31.82 litres.

Overall dimensions

Wheelbase	91.5 in. (2.324 m.)
Overall length	155.1 in. (3.940 m.)
Overall width	59.4 in. (1.509 m.)
Overall height, laden	53.3 in. (1.354 m.)
Ground clearance	5.0 in. (127 mm.)

Kerb Weights

Viva	1,564 lb. (709 kg.)
Viva de Luxe	1,575 lb. (714 kg.)

VAUXHALL MOTORS LIMITED, LUTON, ENGLAND

(British Manufacturing Division of General Motors Corporation)

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