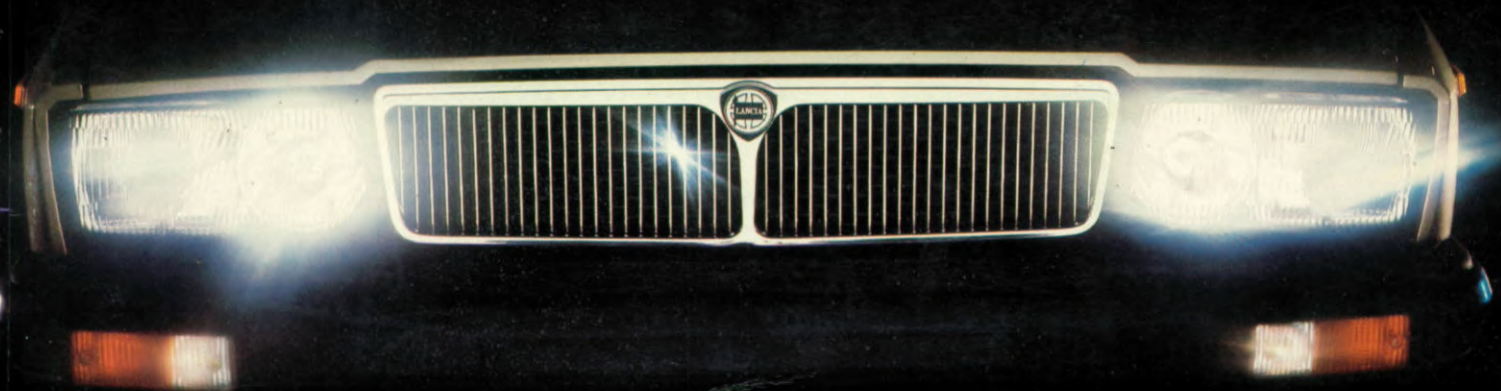
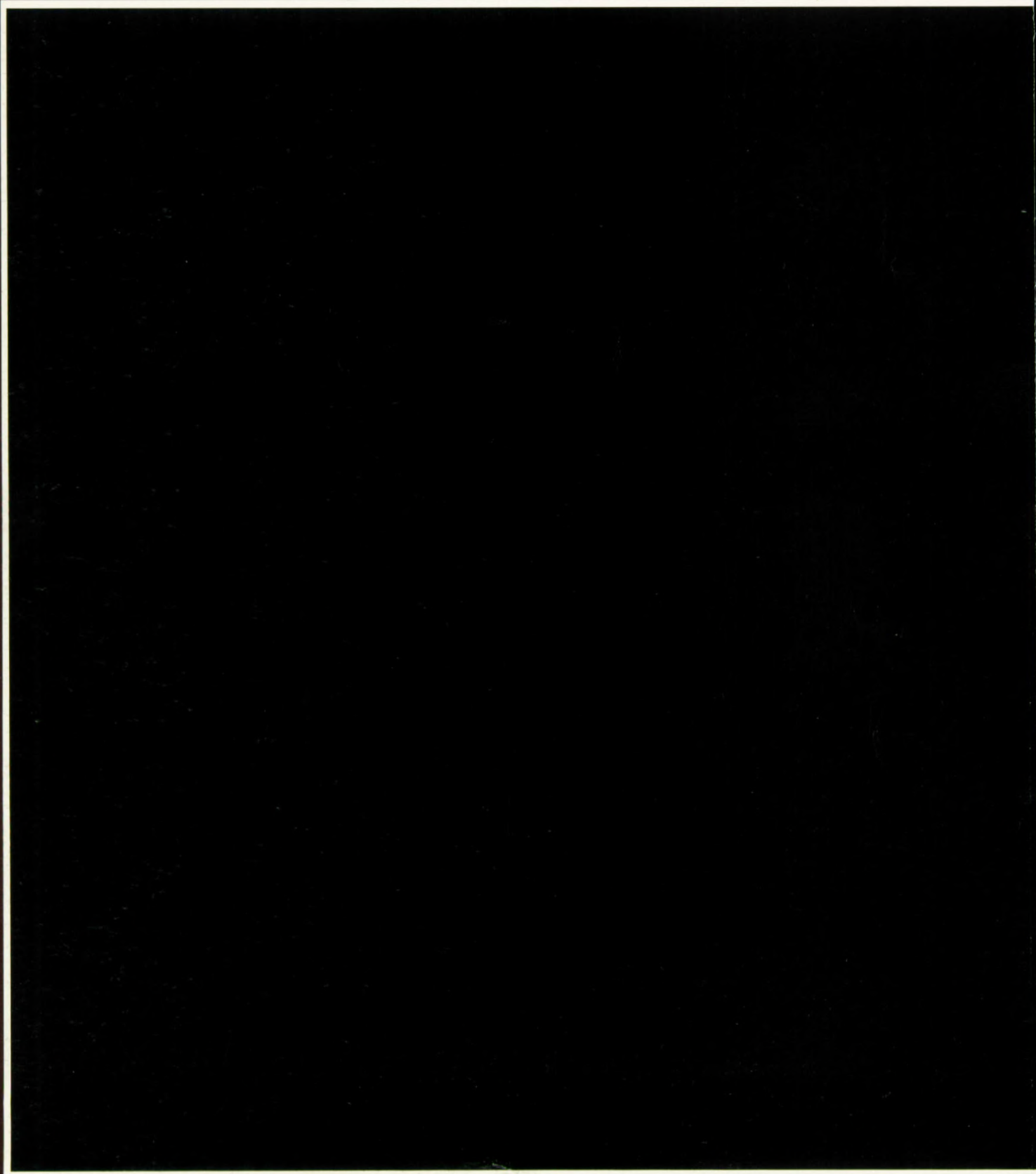


THE NEW LANCIA γ GAMMA



THE NEW LANCIA GAMMA. MADE IN ITALY. MADE BY LANCIA.

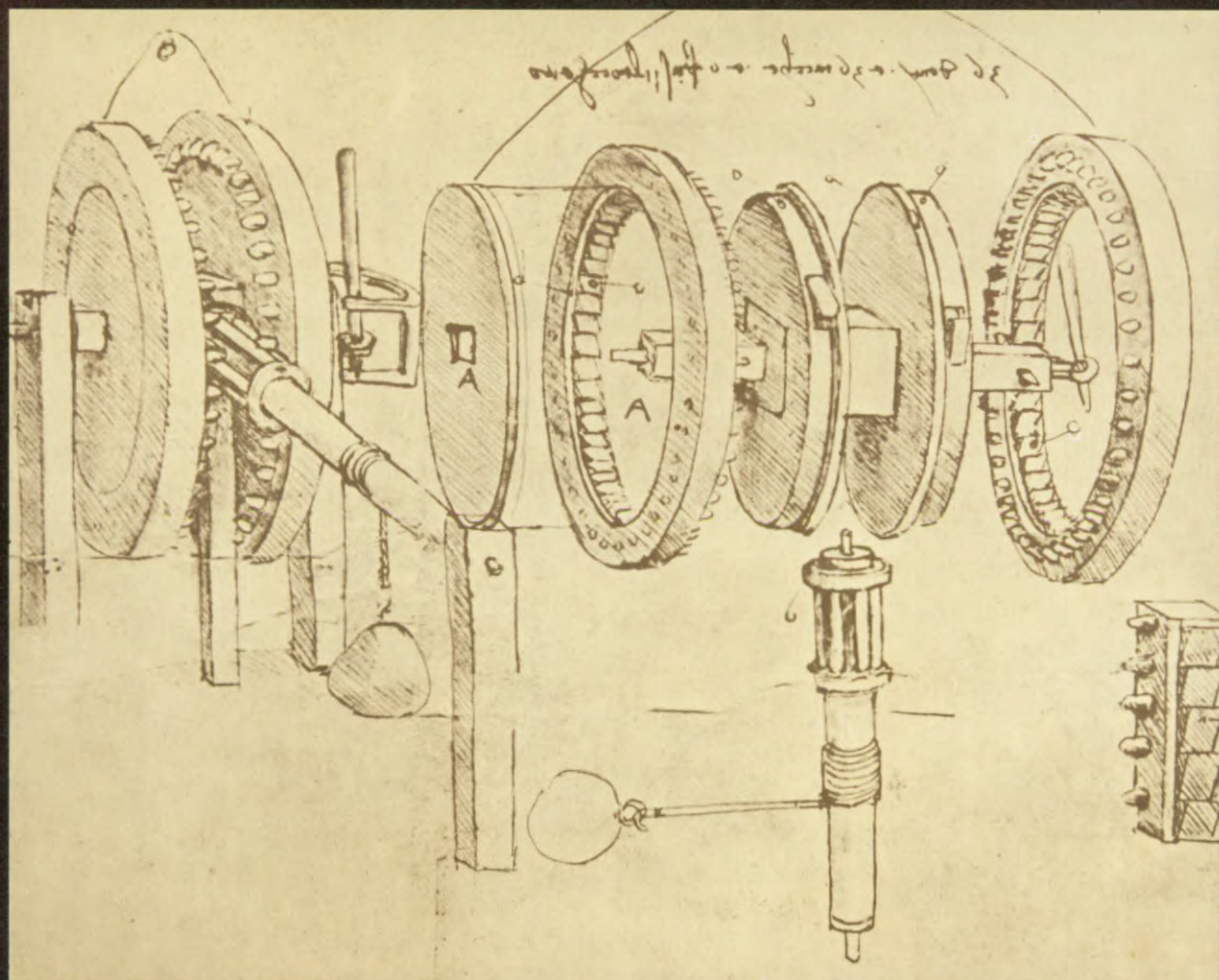


Leonardo da Vinci is the symbol of Italian engineering and artistic brilliance. A brilliance which amazed and continues to amaze the whole world. In the automotive field, for over 70 years, Lancia has represented the best expression of this creative talent, a flair for innovation and advancement,

with a skill for making cars that are not only a means of transport but also a way of life. Today the new Gamma is the finest example of this tradition and this concept of car. It is at the same time an example of the most advanced technology and of the most exclusive and individual style.

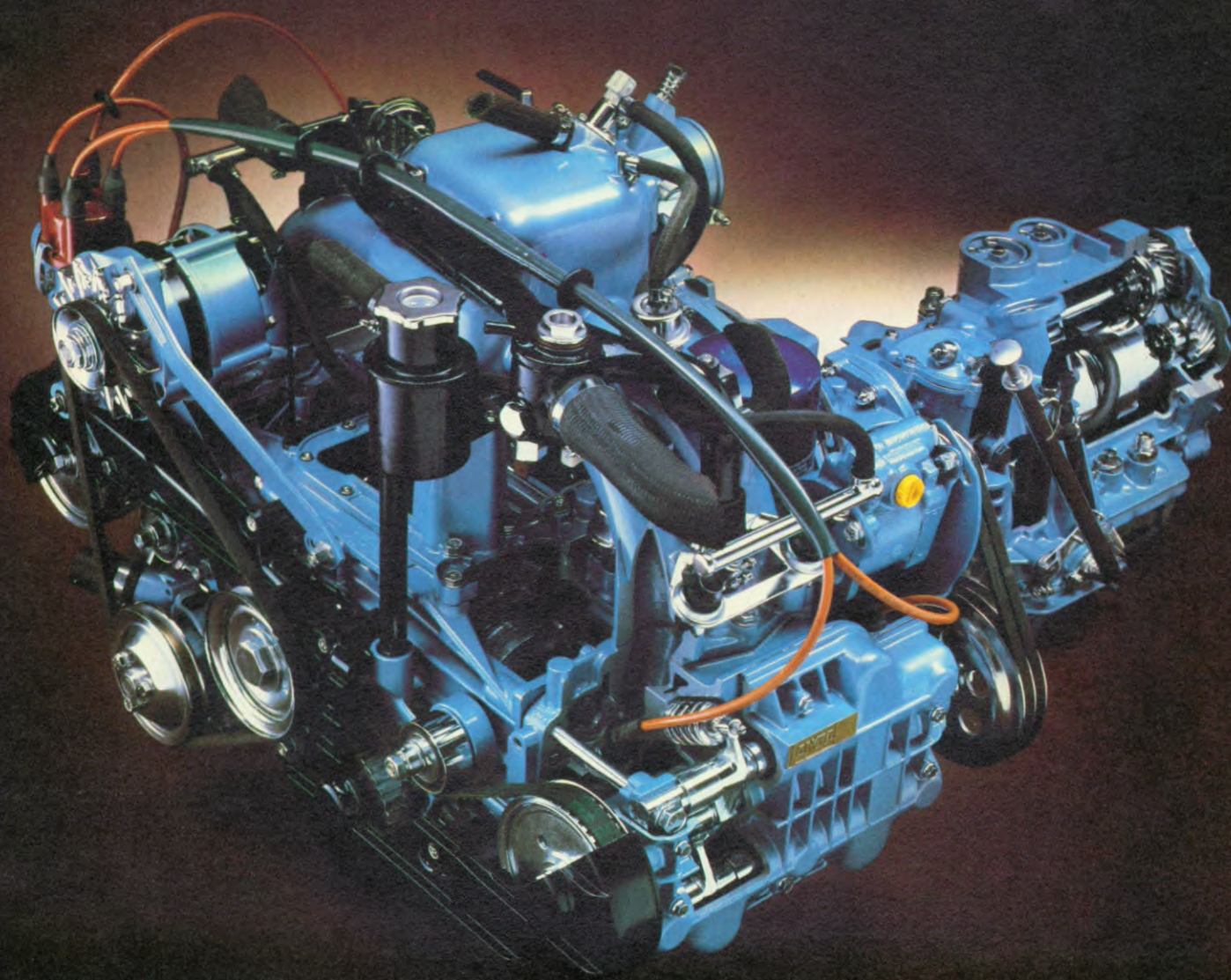


**THE POWERFUL "BOXER" ENGINE WITH 4 HORIZONTALLY
OPPOSED CYLINDERS. THE STARTING POINT FOR THE GAMMA.**

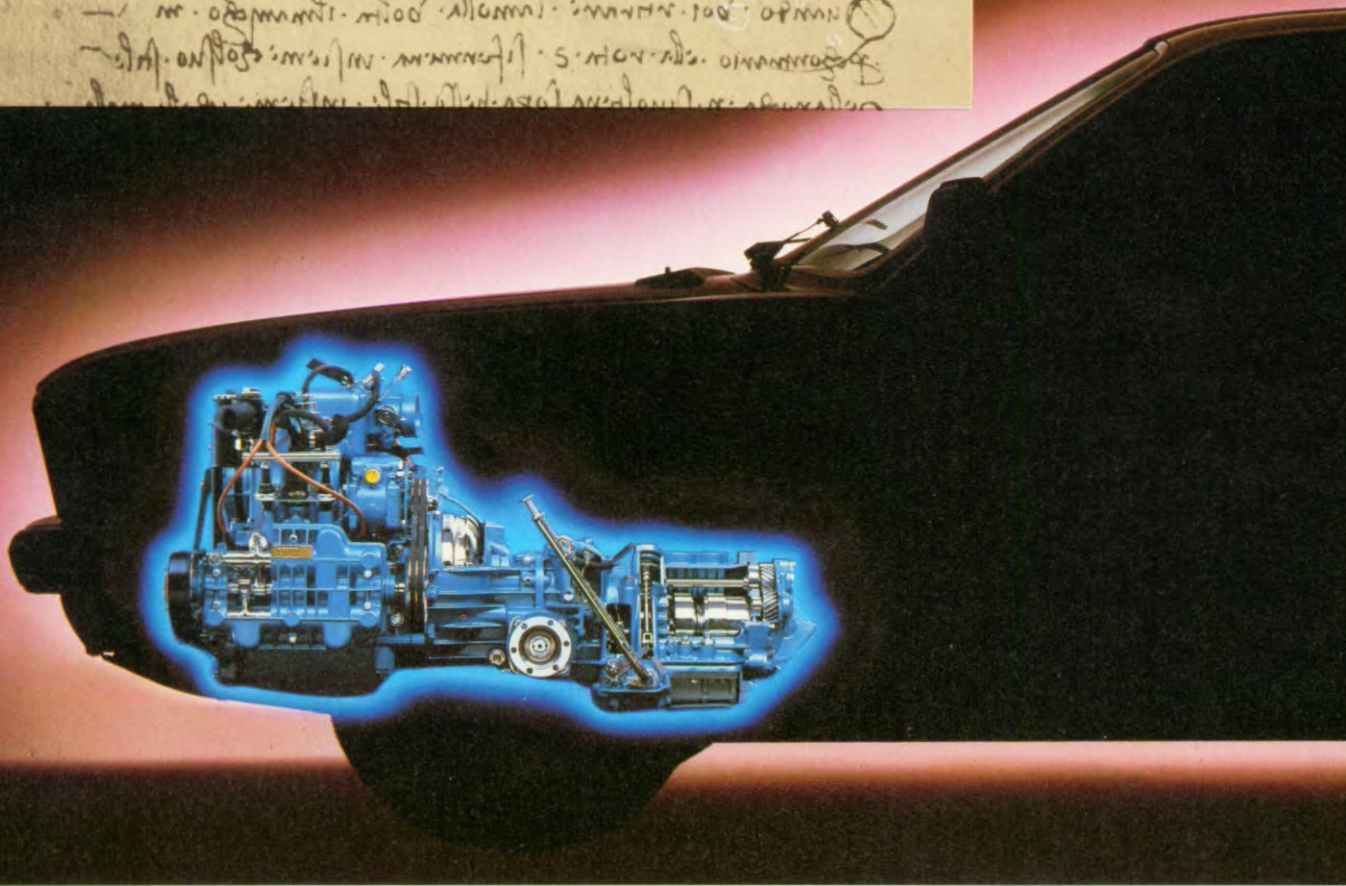
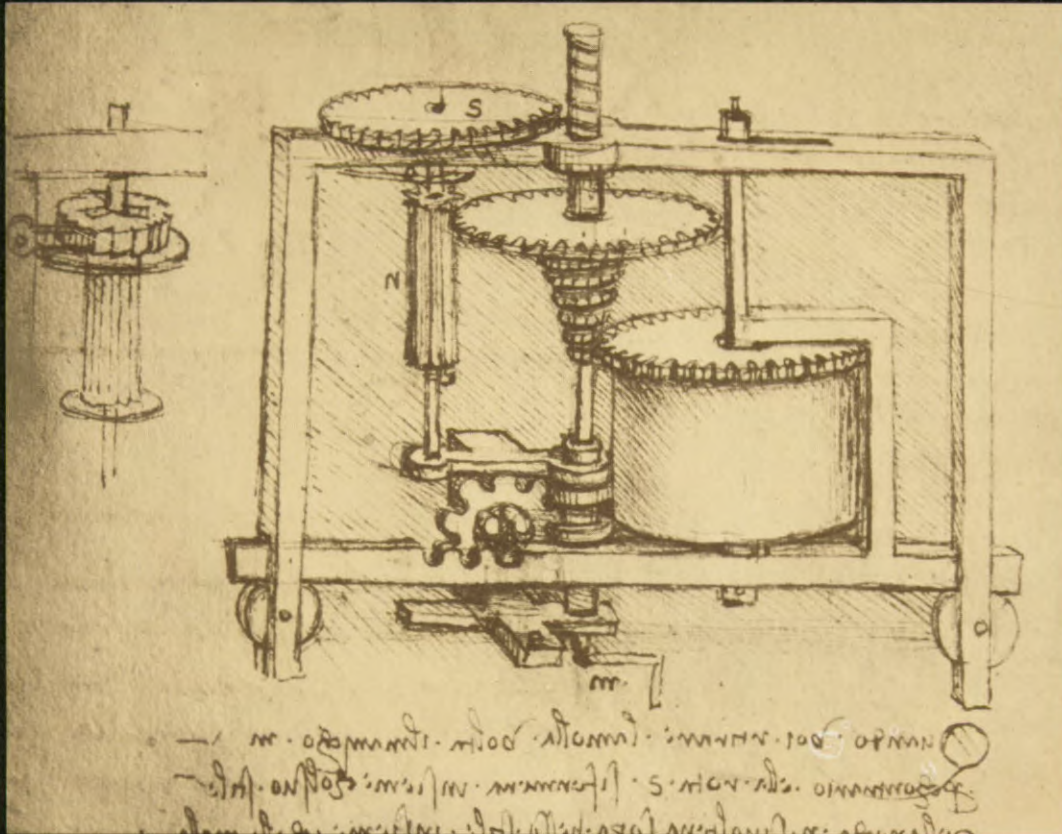


The Gamma's outstanding overall characteristics are to a very large degree due to the "Boxer" engine. This all light-alloy die-cast engine, with 4 horizontally opposed cylinders, achieves a maximum torque which is equal to the best in its class and obtains 95% of its maximum at only 2000 rpm. It is a powerful, responsive engine with unbeatable

flexibility at low engine speeds. And the power train, while maintaining the advantages of cars with 6 - cylinder engines, has been greatly reduced in size and weight, and has also permitted a significant lowering in the car's centre of gravity. The "Boxer" technology was originally adopted for use in large capacity engines, for sports models and even for Formula One cars.

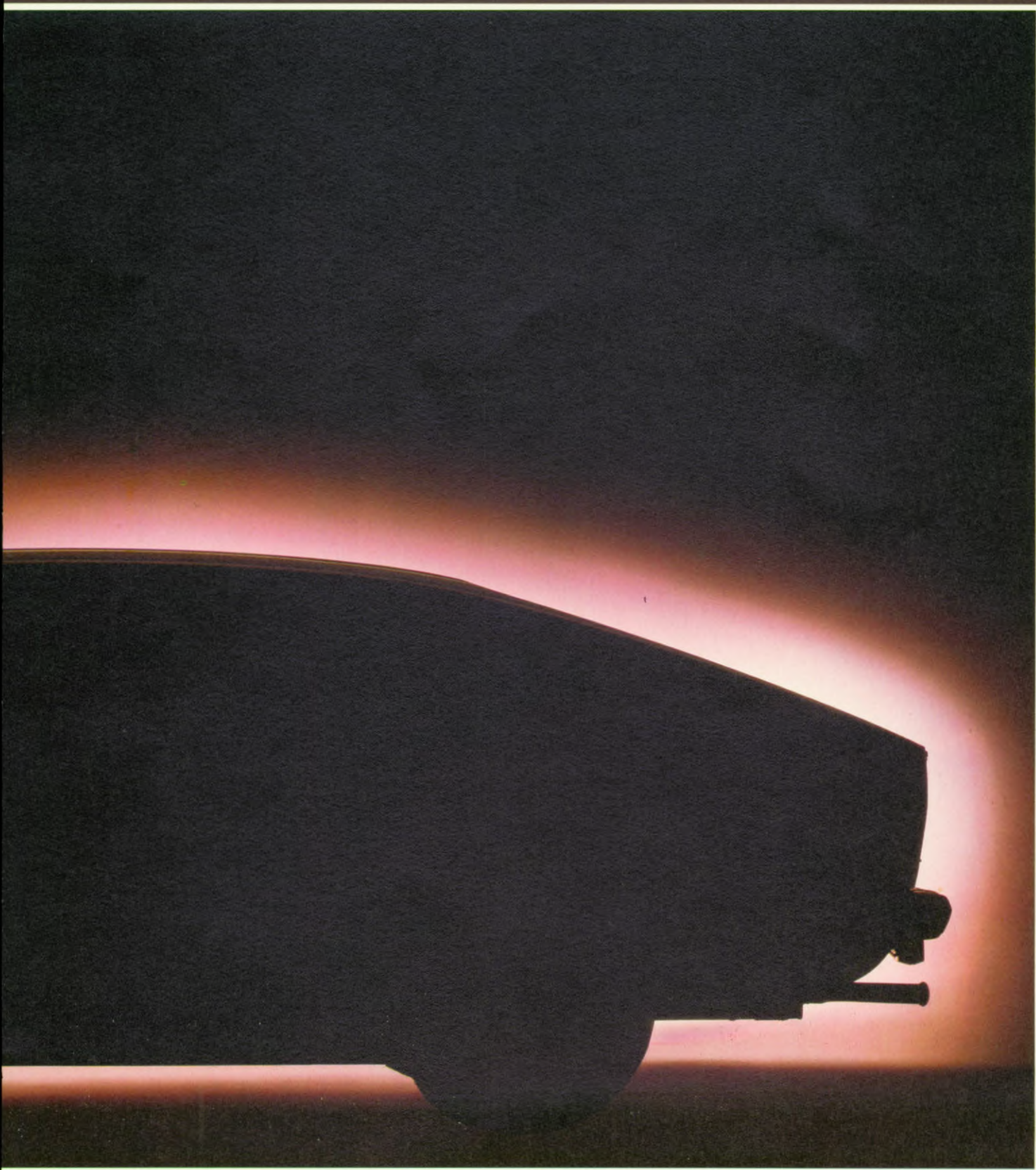


**THE LOGICAL CONSEQUENCE OF THE "BOXER" ENGINE:
A STREAMLINED DESIGN, WITH MAXIMUM USE OF SPACE AND
A LOW DRAG COEFFICIENT.**

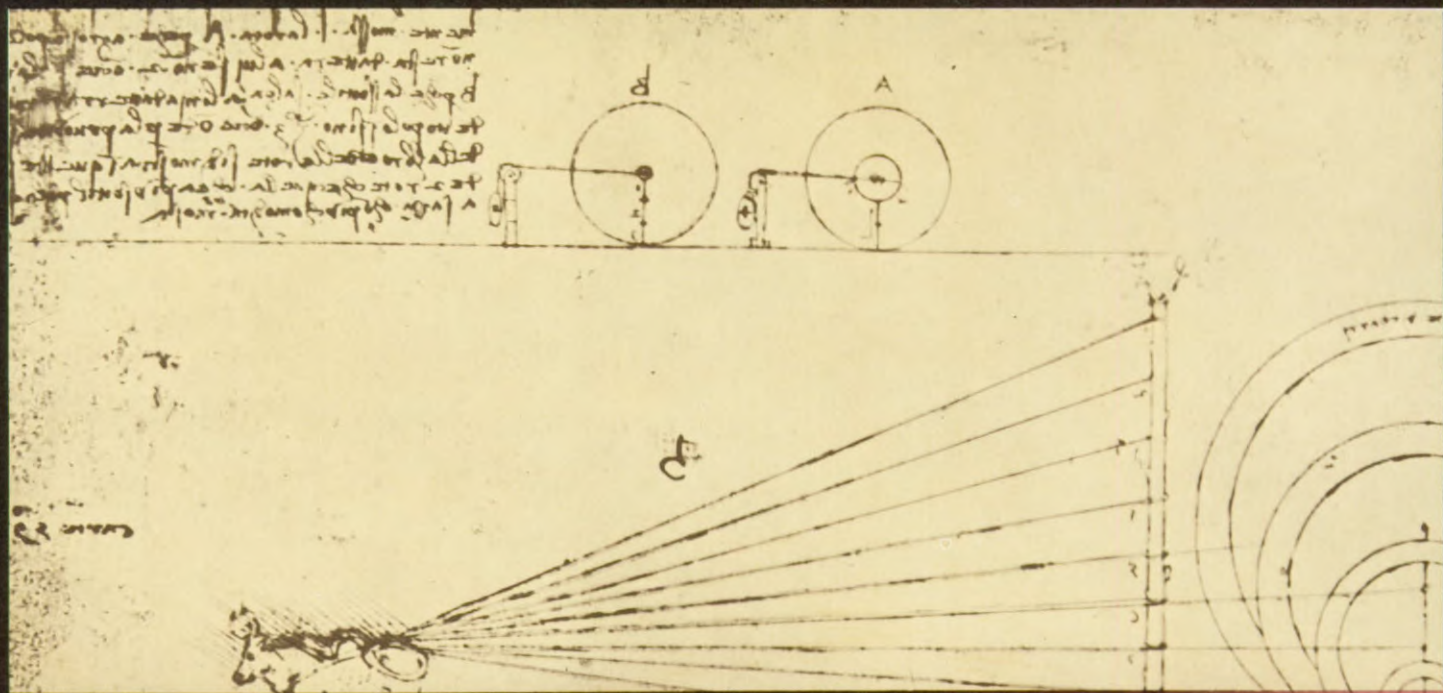


The "Boxer" concept does not end with the engine itself. It is not only a demonstration of Lancia's creative engineering. The compactness and the low overall mass of a "Boxer" engine is the only way that the Gamma project's ambitious objectives could be achieved. The Gamma was planned to be a compact car with small external

dimensions but retaining the internal space and comfort to equal the best in its class. The streamlined design gives a low drag coefficient which puts the Gamma amongst the World's top cars. The "Boxer" engine mounted ahead of the front axle line is the only way that our objectives could be realised.



**AN UNMISTAKABLE SIMPLE DESIGN.
THE MARK OF PININFARINA.**



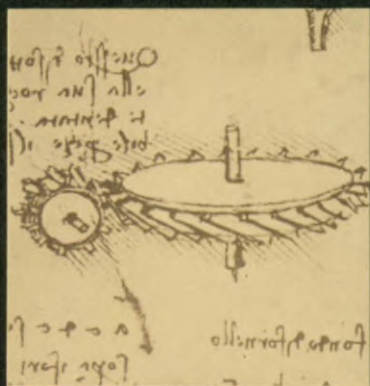
When the Gamma was first presented to the specialist press and to the public its stylish lines were enthusiastically received. Today, with a few masterly improvements, it reappears as modern as it ever was, and as it will continue to be in the future. The Gamma has that rare balance of classic and modern lines, of elegance and sportiness. It is one of those shapes which improves with time.

A line which combines class and prestige with functional practicality.

The "two box" shape improves aerodynamic penetration, reduces fuel consumption, optimises road holding and minimises road and wind noise when travelling at high speed. The Gamma, with its distinctive personality, is as individual as only a true Lancia can be.



THE NEW RADIATOR GRILLE: SYMBOL OF THE NEW RANGE.



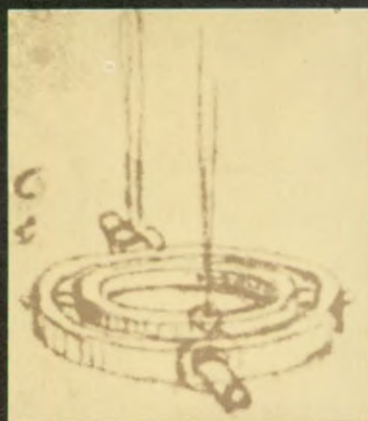
If there is one thing for which the world envies us it is our style, that unmistakable "Italian Touch".

In the automotive field, the Lancia Gamma is the perfect example of Italian style: pure, refined, unmistakable. The new horizontally-styled,

stainless steel radiator grille, which is an up-dated and stylised version of the classic design used for the Lancias of the past, represents the perfect fusion of Lancia's past and present creativity. It also stands as a symbol which indicates Lancia's advanced

stage of care and detailed engineering, refinements which are so much part of Lancia's tradition.

Today the new Gamma is an extremely worthy representative of Lancia's great tradition and current production.



**A HIGH CLASS INTERIOR WORTHY OF A GREAT LANCIA:
NEW MATERIALS, HANDMADE UPHOLSTERY,
TOP QUALITY TRIM.**



he comfort, the trim and the new materials fitted in the new Lancia are of the highest quality. And details such as the handmade upholstery indicate the care which is given to the interior finish.

The seats have a new anatomical design for even greater comfort and support. The wool cloth or chenille personalised fabrics have been

specially created by Ermenegildo Zegna exclusively for Lancia. The rear seat backrest has a "pulmaflex" padding providing extra comfort.

The headlining is also cloth lined.

The passenger compartment is roomy and well insulated and measures over six foot from the accelerator pedal to the backrest

of the rear seat, and all this is in a car with very compact external dimensions.



ATTENTION TO DETAIL FOR IMPROVED EFFICIENCY, GREATER COMFORT AND INCREASED SAFETY.



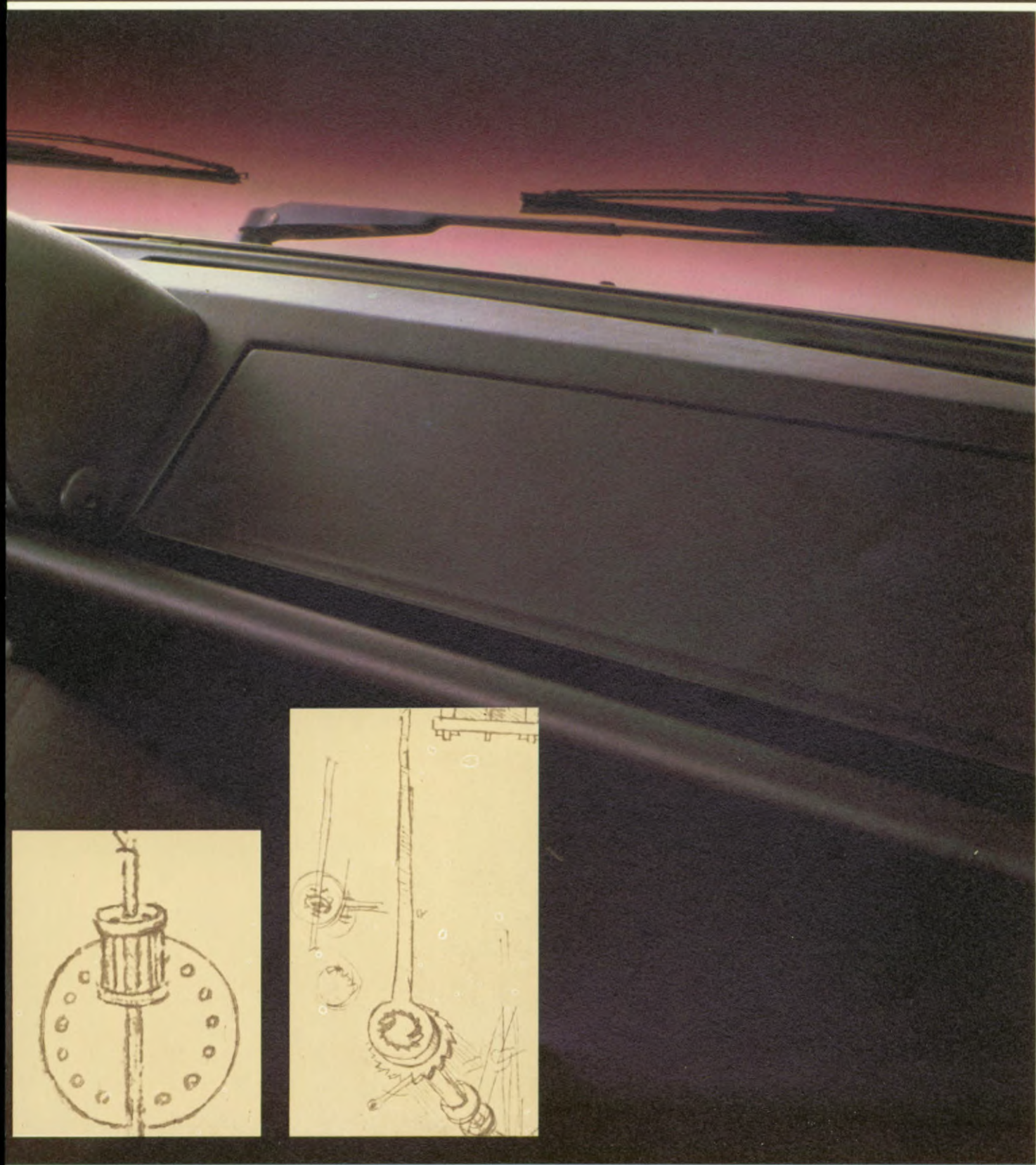
We have given meticulous attention to detail in the design of the fascia, as well as in the general interior design, in order to provide the driver with the maximum efficiency and comfort.

The steering wheel is of a new design. The instrument panel

has been given a new look. All the instruments, including the ignition switch, are discreetly illuminated by soft orange/red lights. The fascia top and the centre console are hand upholstered. The handbrake and gear lever are also of new design. There is a reading light fitted into the roof. The driver's

sun visor incorporates a parking disc.

And naturally there are all the usual features for which the Gamma is already well-known such as the adjustable steering column and the driver's seat which can be adjusted fore and aft for height and rake.



Radio speaker

Headlight main beam warning light

Handbrake warning light

Fuel gauge

Water temperature gauge

Instrument light rheostat control and warning lights check

Trip and total distance recorder

Brake fluid and front brake pad warning light

Sidelight warning light

Trip recorder zero button
Automatic transmission
oil warning light

Electronic rev. counter

Alternator warning light

Oil level check button

Oil pressure gauge

Oil level indicator

Courtesy/reading light switch

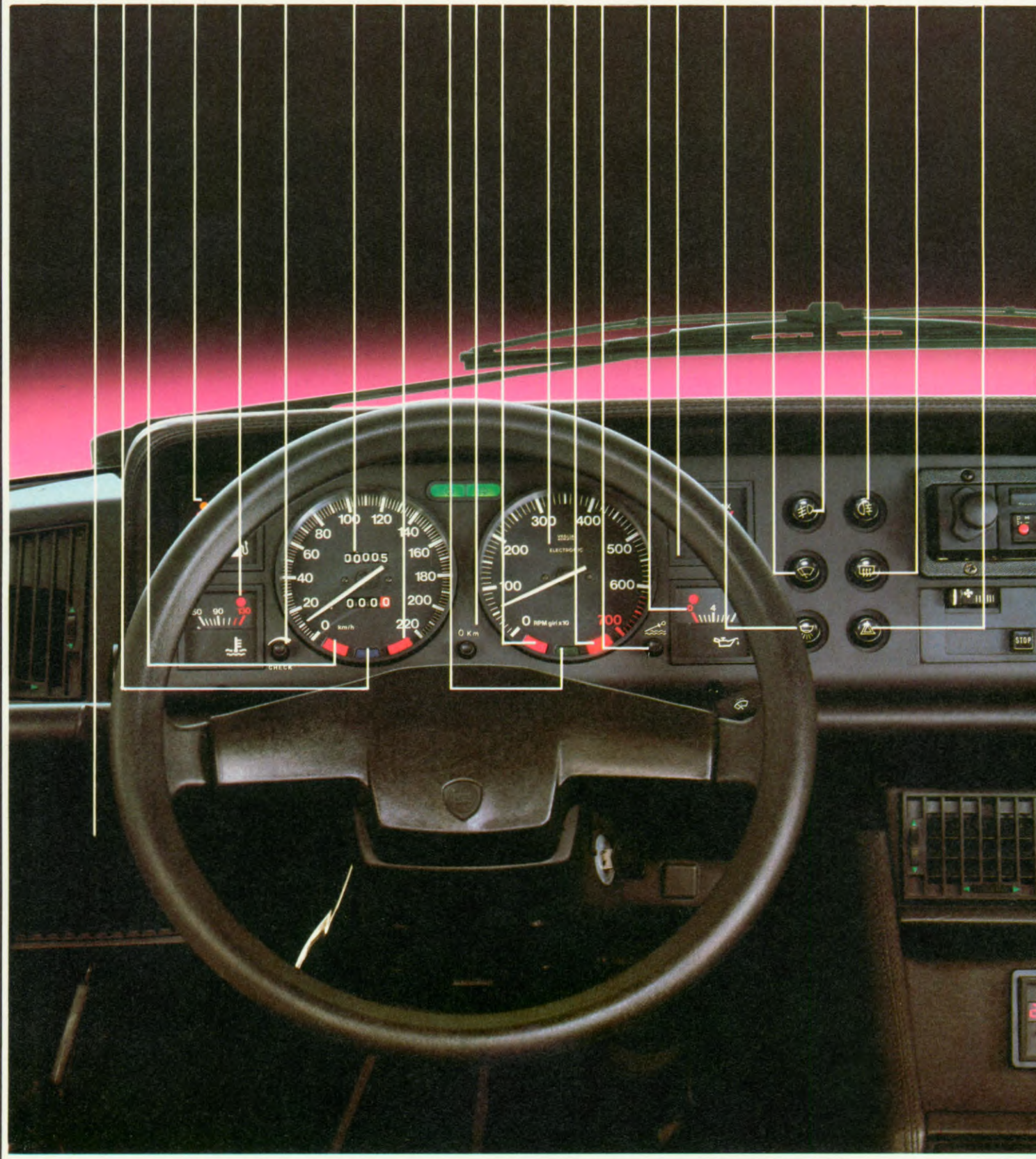
Windscreen wiper speed control

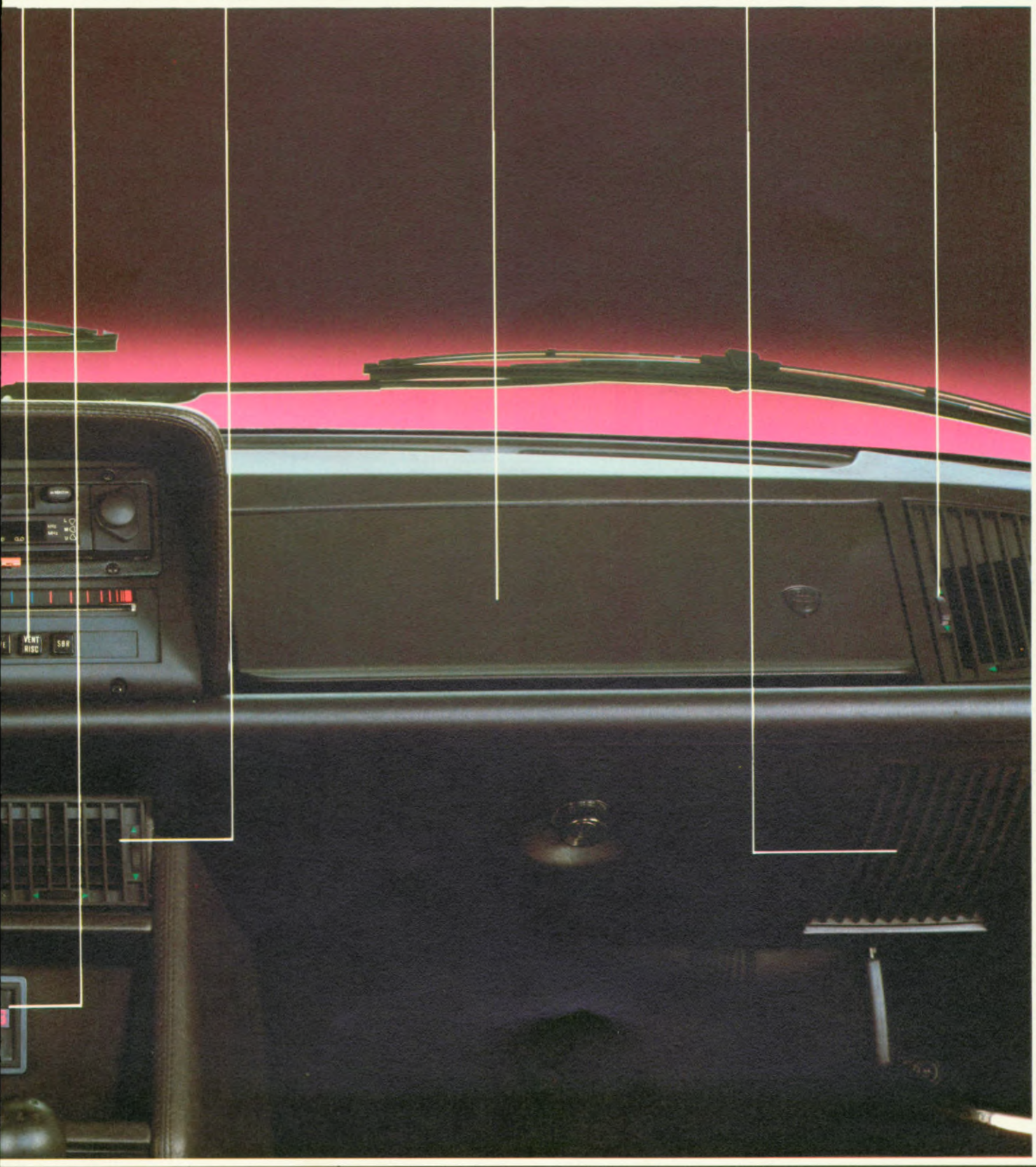
Foglight switch

Rear foglight switch

Heated rear window switch

Hazard warning
lights switch





Heating and ventilation controls

Digital clock

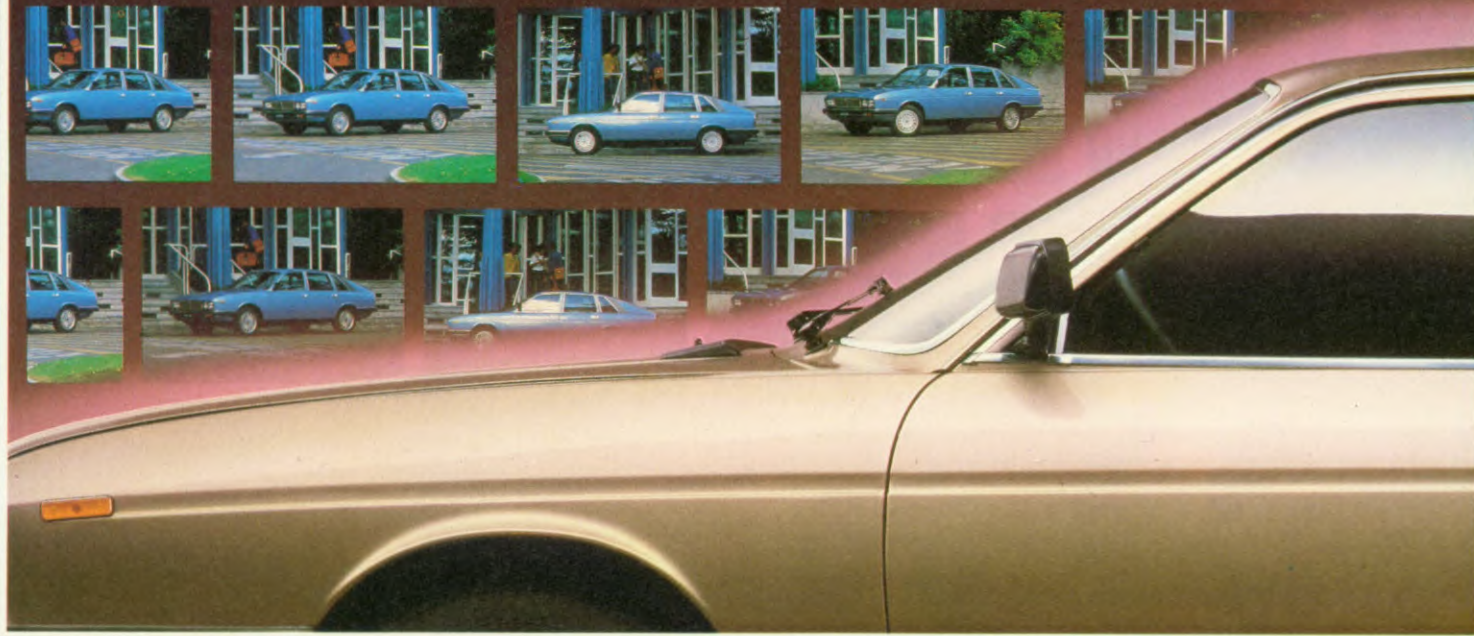
Heating and ventilation vents

Glove compartment

Radio speaker

Heating and ventilation vents

A SOPHISTICATED, ELEGANT CAR WITH A SPORTING PERSONALITY.



The new Gamma certainly could not be described as a car with a 'reserved character'.

The power of the engine with its high energy electronic ignition is sufficient to ensure optimum performance with a top speed of over 195 kph, with acceleration from 0 to 60 100 kph in 10.5 seconds when carrying two people.

But the new Gamma excels

above all in the way it allows this power to be used to the full. To drive the Gamma is to experience a rare exhilaration. Because the qualities of superlative road holding, the precision and responsiveness of the steering and the immediate response to other controls give to the Gamma many of the characteristics of a high powered sports car.



POWERFUL, FADE-FREE BRAKES

The Gamma has an outstandingly effective braking system which boasts 4 powerful disc brakes, with ventilated discs at the front, and the exclusive Superduplex system with 2 totally independent circuits; the first operating on all 4 wheels and the second, completely separate circuit, operating on

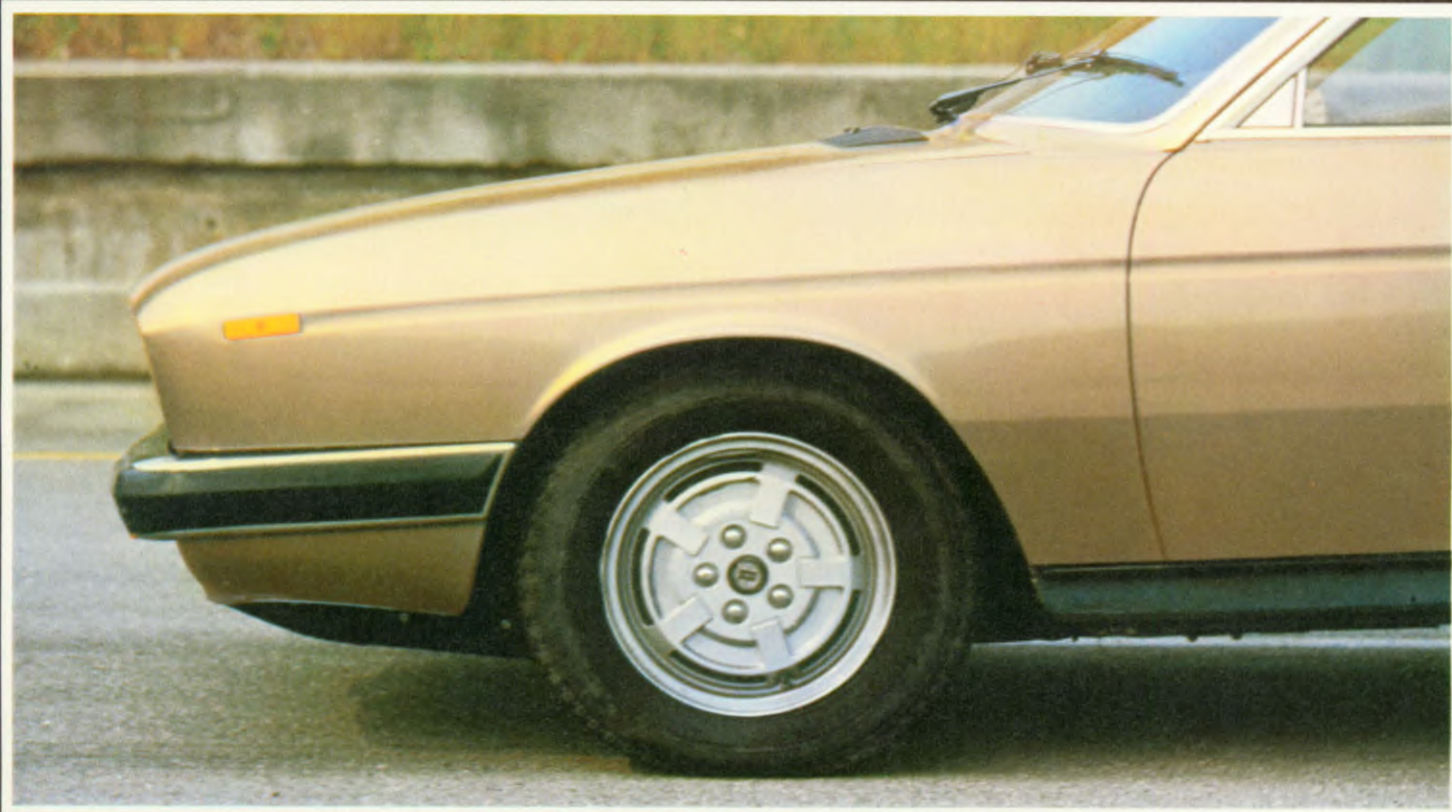
the front wheels.

This ensures strong and gradual braking power which can be relied on in all circumstances.

IMPECCABLE SUSPENSION

In line with recent Lancia tradition the Gamma has all independent Mc Pherson strut suspension front and rear. Perfected and proven over many years use on all production cars

and by exhaustive tests in racing and rallying, Lancia has developed this suspension system to a level of efficiency which is close to perfection. With an ideal balance of comfort and roadholding, sporty performance and safety, the Gamma is capable of comparison with any other product in the world.



SOMETHING EXTRA - ELECTRONIC INJECTION

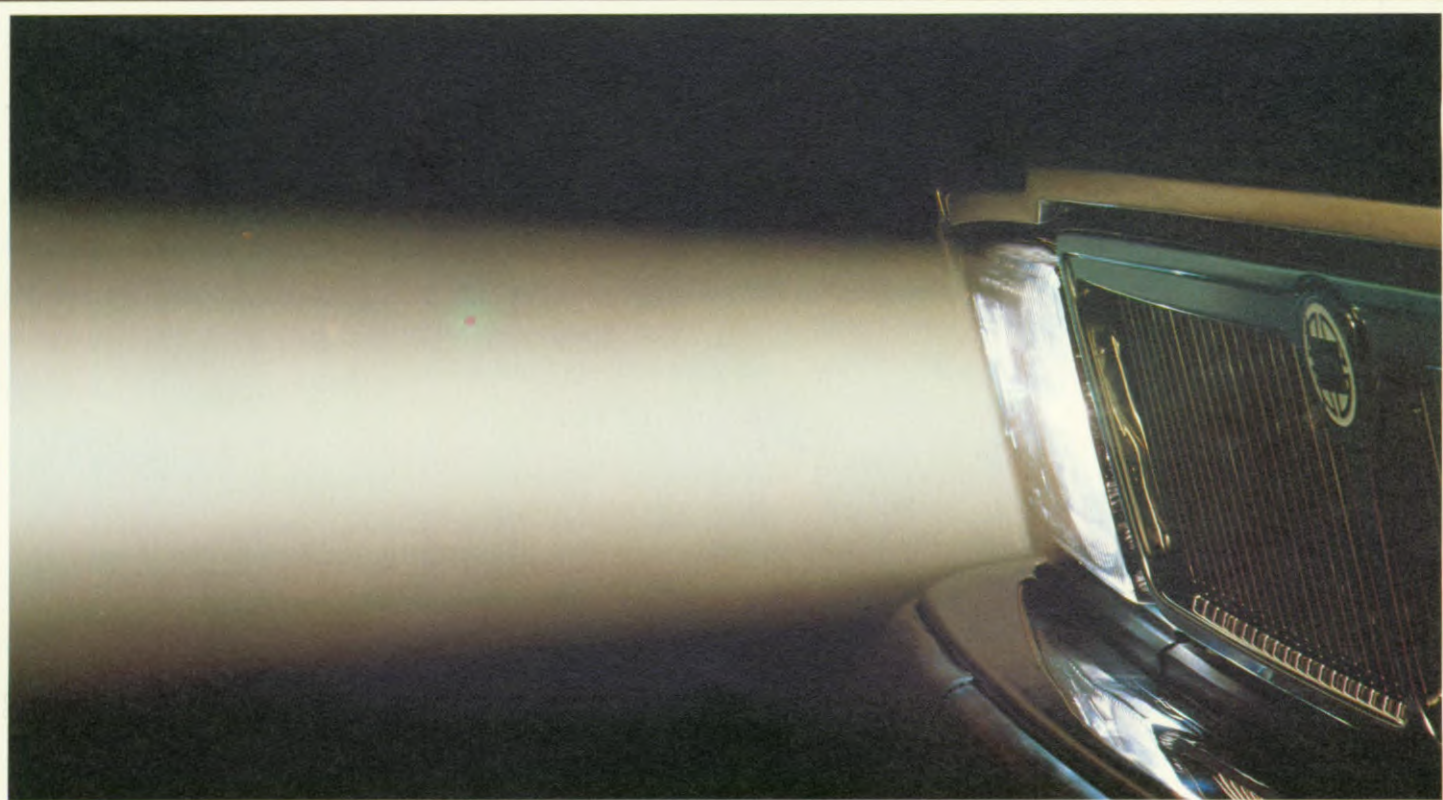
The Gamma's already exceptional power and torque readings are further enhanced by the introduction of the Bosch Jetronic electronic injection, one of the most advanced systems in Europe. This provides smoother pick up, greater reliability, easier cold-starting and a reduction in fuel

consumption.

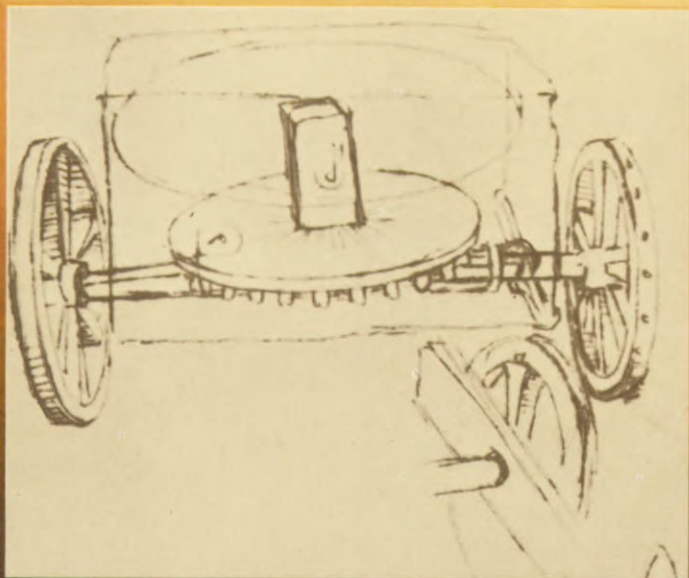
AUTOMATIC HEADLAMP LEVELLING

Safety means being able to see well, especially at night. The Gamma's powerful halogen headlights are enhanced by a completely automatic device which adjusts the angle depending on load changes in the vehicle.

Angle controlling devices are linked to 2 regulators by means of a sealed hydraulic circuit, these are fitted to both front and rear suspension. This is yet another demonstration of the way Lancia technology has found a direct and practical response to one of the many problems inherent in ensuring true safety.



SAFETY: AN ABSOLUTE NECESSITY WHICH THE GAMMA ENSURES IN ALL CIRCUMSTANCES.



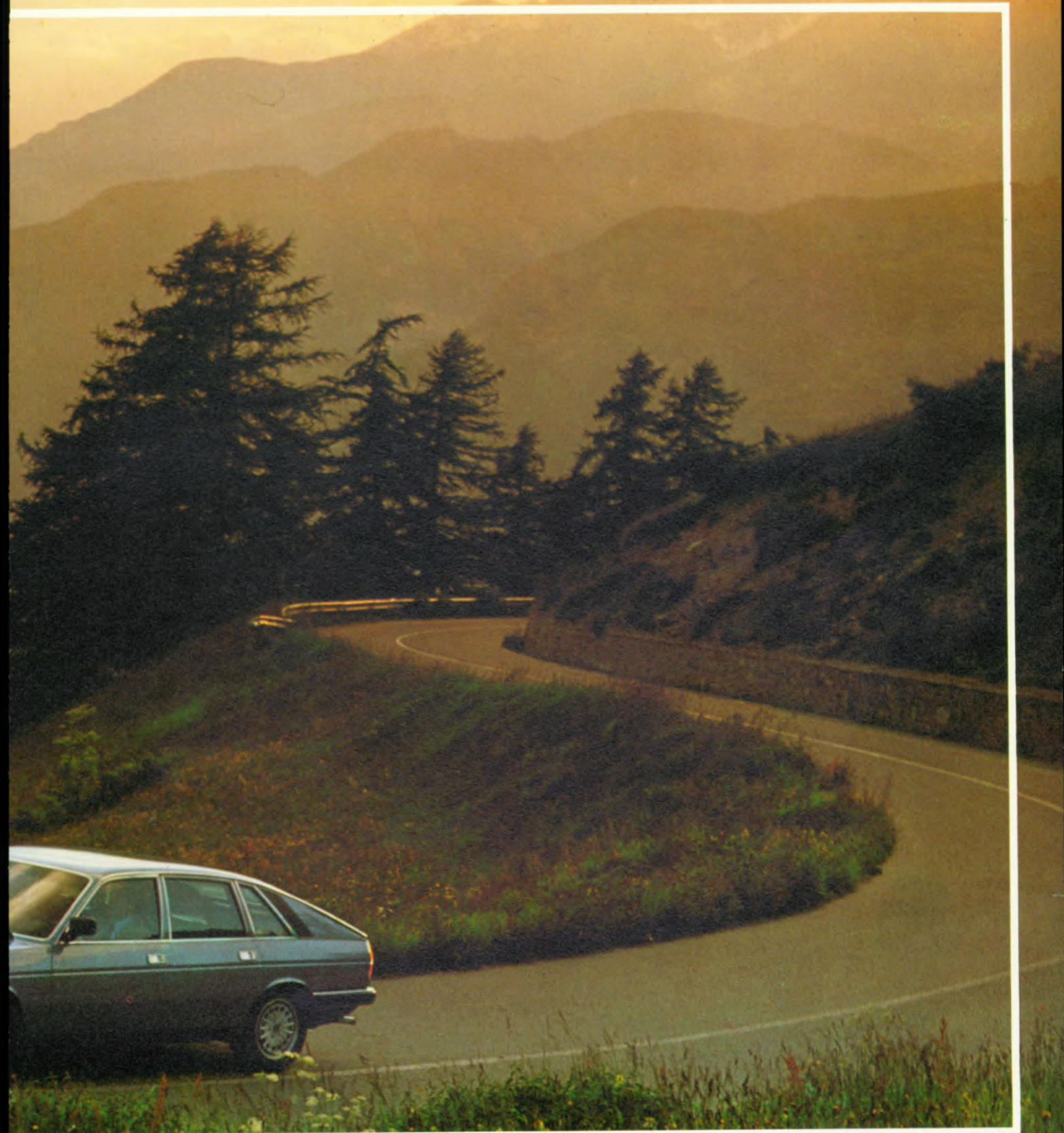
It is not by chance that the Gamma won the coveted "Prix de la Sécurité". Because the problems involved in providing the utmost safety have been meticulously examined, studied and solved.

The Gamma has the most technically advanced features of passive safety such as differential deformation of the bodyshell, an energy-absorbing,

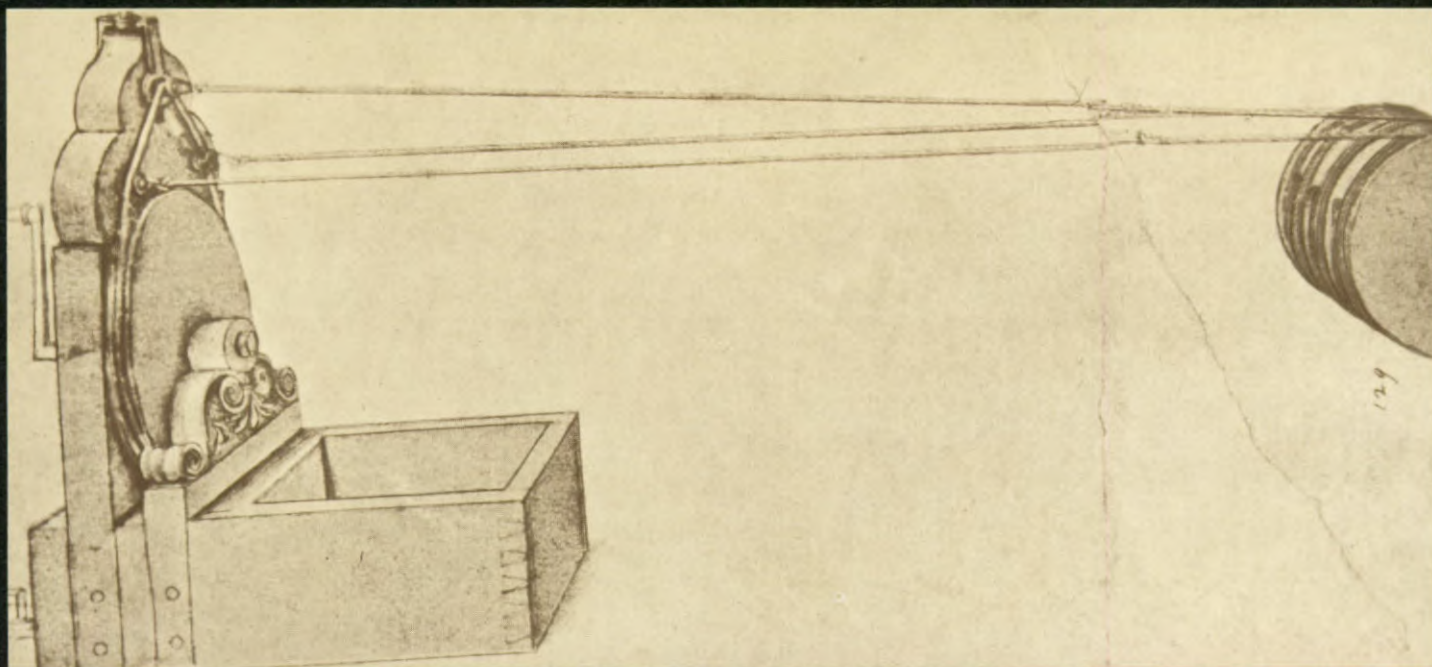
collapsible steering column, in three sections, the totally padded interior, the safety situated steering box behind the engine protected from frontal impact, and the fuel tank in a position which is again protected from impact.

And it also boasts exceptional and unrivalled active safety features. This active safety starts with the superb road

holding provided by the Lancia front-wheel drive and the fully independent suspension, and is completed by the Superduplex braking system, the perfectly balanced engineering and by the many other features which are the result of supreme and longstanding tradition and experience.



**A NEW 4-SPEED AUTOMATIC TRANSMISSION FOR
THE NEW GAMMA. ANOTHER EUROPEAN LEADER.**



The Gamma has a 5-speed plus reverse manual gearbox, but it is also available with an automatic transmission which is the best in its field.

This is a 4-speed automatic gearbox which provides the advantages of automatic transmission such as ease of driving, but in addition offers the alternative of more sporty performance by providing

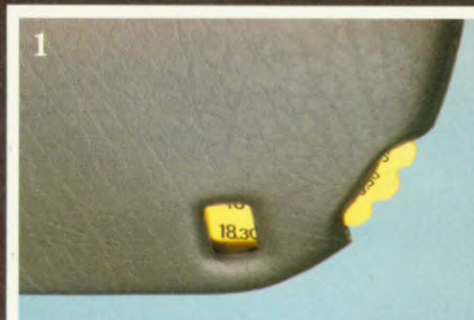
manual control of 2nd and 3rd gears.

This is an automatic without compromise. It will provide relaxed easy driving but, when driving in demanding conditions, or mountain roads, can revert to manual control thus giving the driver all the fun and satisfaction of a lively, sporty drive.

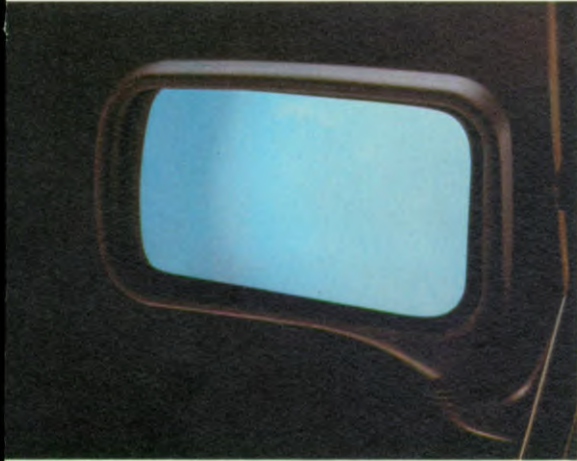


STANDARD EQUIPMENT: ANOTHER ASPECT OF GAMMA QUALITY.

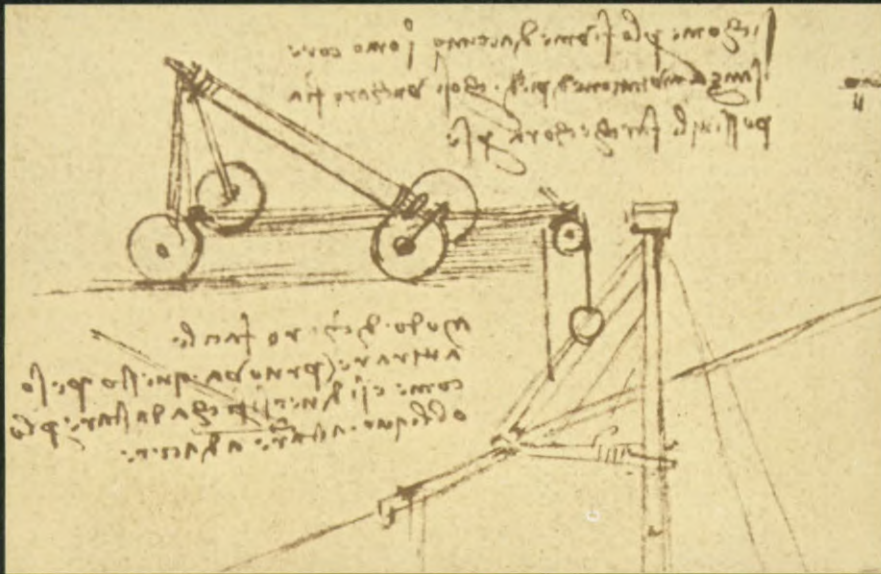
The prestige of a luxury car is also determined by those details large and small, which combine to improve motoring as a whole. The width and range of the Gamma's fittings are yet further confirmation of the unique experience of travelling in a Lancia.



1. Parking disc contained in the driver's sun visor.
2. 195/60 HR 15 Pirelli "P6" tyres, standard on 2500 I.E. versions.
3. Headrests and sun-blinds also provided for back seats.
4. The external rear-view mirror is electrically adjusted from inside by a control on the centre console.
5. Electric windows with controls on centre console.
6. Adjustable heating and ventilation vents also for the rear compartment.
7. Hydraulic steering: the unique Lancia power steering makes light work of parking.
8. Rear-view mirror, and adjustable courtesy/reading light.
9. Hand finished instrument fascia top.



THE NEW GAMMA COUPE. AN EXCEPTIONAL CAR. LANCIA INITIATED THE CONCEPT OF THE GRAND TOURING CAR, AND THE GAMMA COUPE IS A WORTHY HEIR.



The new Gamma Coupe, the latest successor to the great line of Lancias of the past such as the Aurelia B24, the Flaminia Coupe and the Flavia Coupe, is a unique car which will arouse the enthusiasm of motoring enthusiasts all over the world. Externally, the most obvious modification is in the new design of the stylised Lancia radiator grille.

Internally there have been many improvements to increase both comfort and safety.

And the precision engineering ensures utmost reliability.

The Coupe, is available as a 2500 c.c. version with electronic injection, with optional Lancia 4-speed automatic transmission.

The new Gamma Coupe: A Gran Turismo destined to continue that great Italian tradition of

style and brilliance to which Lancia has contributed for over 70 years.



TECHNICAL FEATURES.

ENGINE

Four cylinder horizontally opposed and mounted ahead of the front wheels. Bore and stroke 102×76 mm. Maximum capacity 2.484 cm³. Compression ratio 9:1. Maximum power (DIN) 140 CV (103 KW) at 5400 rpm. Maximum torque (DIN) 208 Nm (21.2 mkg) at 3000 rpm. Maximum engine speed 6200 rpm.

Fuel system: carburettor or Bosch L-Jetronic injection for Saloon, Bosch L-Jetronic injection for Coupe.

TRANSMISSION

Front-wheel drive. Clutch: single dry plate with diaphragm spring. Gearbox: all synchromesh with 5 forward speeds, plus reverse. Optional automatic transmission with 4 forward speeds plus reverse.

SUSPENSION

Independent Mc Pherson type front and rear with telescopic mountings, rubber, buffers, shock absorbers, antiroll bar.

WHEELS

Light alloy 6J×15". 195/60 HR 15 Pirelli P6 tubeless tyres.

STEERING

Rack and pinion. Hydraulically assisted power steering. Energy-absorbing column with 3 universally jointed sections; steering column with adjustable rake.

BRAKES

Discs all around, Superduplex system with two independent circuits (one front and the other front and rear). Sliding calipers. Ventilated discs at front. Vacuum brake servo and brake proportioning valve on rear brakes. Handbrake: operating discs on rear wheels.

ELECTRICAL SYSTEM

12 V 60 AH Battery, 12 V - 65 AH alternator with built-in electronic voltage regulator (12 V - 80 AH on models with air-conditioning). 2-beam, rectangular halogen headlamps. Automatic adjustment of dipped beam angle with load.

DIMENSIONS

Wheelbase 2670 mm Saloon and 2555 mm Coupe. Overall length 4580 mm Saloon and 4485 mm Coupe. Overall width 1730 mm both Saloon and Coupe. Height (car unladen) 1410 mm Saloon and 1330 mm Coupe. Boot Capacity 500 dm³ Saloon and 470 dm³ Coupe.

WEIGHTS

Kerb Weight 1340 kg Saloon and 1290 kg Coupe. Pay Load (5 people + 150 kg) 500 kg both Saloon & Coupe. Fully laden 1840 kg Saloon and 1790 kg Coupe. Maximum Towing Weight 1410 kg Saloon and 1360 kg Coupe.

PERFORMANCE

Maximum speed 195 kph Saloon and Coupe. Acceleration with 2 people through the gears - Saloon and Coupé:

0 ÷ 400 m	17 seconds
0 ÷ 1000 m	32 seconds
0 ÷ 100 kph	10.5 seconds

Normal fuel consumption at constant speeds (as per ECE rules A/70), litres × 100 km:

	Saloon Carb.	Saloon I.E.	Coupe I.E.
at 90 kph	8.8	8.5	8.5
at 120 kph	10.5	10.2	10.2
Urban cycle	17.7	16.6	17

OPTIONAL EXTRAS (*)

Air conditioning. Black paint. Centralised door locking. Front fog lamps. Leather upholstery. Metallic paint. Rear safety belts with inertia reels.

PRINCIPAL SPECIFICATIONS OF AUTOMATIC GEARBOX (optional extra)

4 forward gears plus Reverse with torque convertor.

Choice between fully automatic gear selection and manual selection.

Gear selector

6 positions on a cylindrical gear box.

The selector is fitted with a safety catch which restricts the manoeuvring of the lever: to release it grip the lower part of the lever knob and lift it up. A light indicates the gear selected.

Selected starting device

The engine can only be started in "Neutral" or "Parking" position.

Parking lock

In conjunction with applying the handbrake, the car can be left in the street in complete safety.

Performance

Maximum speed: over 185 kph for Saloon and Coupe
Acceleration (carrying two passengers) Saloon and Coupe:

0 ÷ 400 mt.	17.7 seconds
0 ÷ 1000 mt.	33.2 seconds
0 ÷ 100 kph	11.5 seconds

Normal fuel consumption (as per ECE rules A/70) litres × 100 km:

	Saloon Carb.	Saloon I.E.	Coupe I.E.
at 90 kph	9.0	9.4	9.3
at 120 kph	11.0	11.5	11.4
Urban cycle	16.6	16.6	16.6

(*) The above optional extras refer to Italian market only. For the requirements of your market, please contact the nearest Lancia dealer.

The photographs and descriptions contained in this brochure pertain to left hand drive Italian specification cars only. Specification may alter for both standard equipment and optional extras for vehicles exported to other countries. Please contact your nearest dealer for precise information on standard equipment and optional extras available on Lancia cars imported into your country.

In the interest of improvement, Lancia also reserves the right to amend or modify the detail specification at any time and without notice as dictated by marketing or manufacturing standards.

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