

WEATHER

Good business climate for months ahead; steady shower of spring truck sales to be followed by a flood of truck sales as May-June campaign provides a cloudburst of business activity.

THE BIG WHEEL

REP



RTNER

VOL. 1, NO. 4

MAY, 1961

CHEVROLET REGISTRATIONS LEAD

Chevrolet	41,417
2nd Place Truck	40,060
Chevrolet Lead	1,357

Official total U.S. registrations for trucks of all weight classes through Feb. 28, 1961, compiled by R. L. Polk & Co., Detroit.

EXPANDING TRUCK MARKET, STRONG PROMOTIONAL SUPPORT HERALD MAY-JUNE SALES OPPORTUNITY

SPRING SUBURBAN CARRYALL-CAMPER PROMOTION AIMED AT BUILDING SALES IN A FAST-GROWING MARKET

Since Chevrolet brought Independent Front Suspension ride to the light-duty truck field, an increasing share of the dual-purpose vehicle market has been coming to Chevrolet dealers. It is impossible to determine just how big this market is since new prospects keep turning up both within and outside the established truck market, including station wagon and house trailer users plus practically every sort of outdoor sportsman. First-year results alone show Suburban Carryall sales nearly doubled — and the idea's still catching on!

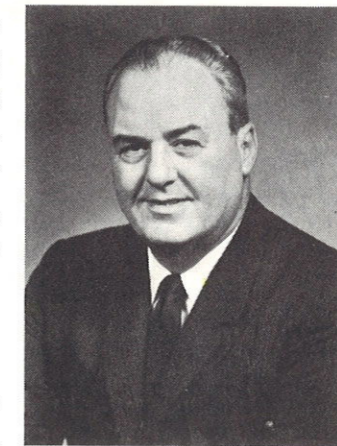
Following up the highly successful 1960 Suburban Carryall promotion program, Chevrolet now kicks off an even bigger, broader program for 1961. Featured in addition to the Carryall are camper units for installation on pickups and chassis-cabs, tailored for conventional Chevrolet models and Corvaire 95's, too.

The popularity of Chevrolet's work-and-play models is exceeding all expectations, and the big spring-summer selling season is here. Current estimates indicate another good year in Suburban Carryall sales. You'll find them easy to sell, since most buyers in this market are looking for features that spell comfortable traveling and real working ability, and Chevrolet has them by the score. To reach a large number of these prospects, May-June ads in leading science, mechanics, and outdoorsmen's magazines are featuring dual-purpose Carryalls and Camper-Pickups.

A full-color folder has been prepared, suitable for handout or local mail use. Promotion materials also include newspaper and radio advertising for use in your own community, facts folders for your salesmen, and a dealer plans book outlining suggested promotion techniques. In short, Chevrolet has gone all out to bring prospects to your closing room door. Plan now to capitalize fully on this effort by organizing your salesmen's prospecting, and by making full use of your local direct mail, newspaper ads and radio spots.



Detroit, Mich., May, 1961—The 1961 spring truck market has all the earmarks of an especially profitable one for Chevrolet dealers and salesmen. In the words of Mr. K. E. Staley, General Sales Manager, Chevrolet Division: "The truck market has continued to expand each year as a greater



Mr. K. E. Staley

variety of truck models is required to meet the needs of a growing population. The Chevrolet truck line has also been expanded to give dealers a greater profit opportunity in this broadening market.

"Currently, a vigorous advertising and promotion campaign has been scheduled to provide strong support for dealers in telling the Chevrolet truck sales story to truck buyers.

"Dealers who enthusiastically go after the truck business in the days immediately ahead are virtually certain to gain substantially in truck sales and profits."

The May-June truck promotional program, as Mr. Staley pointed out, is to be an exceptionally broad one. The program's basic theme, "Truck Value Roundup," is designed to bring in truck prospects during a peak truck buying season. A wide

range of advertising and promotion media will work to build sales in every dealer's area. On the national level, one full hour of the popular Sunday night "Chevy Show" early this month featured Roy Rogers and Chevrolet trucks—pointed out that your dealership is the place to go for truck round-

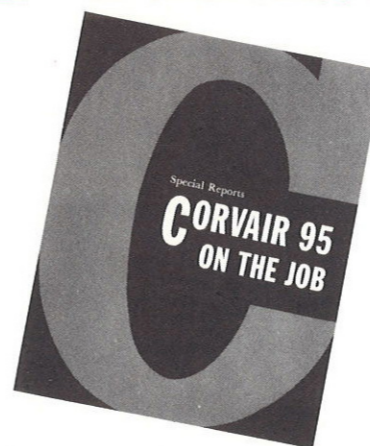
up-time values. In addition, national newspaper advertisements continue the Roy Rogers-Chevrolet truck theme. A 12-page direct mail piece, packed with Chevrolet truck testimonials and features, and imprinted with dealer name, will reach prospects in every area during this period. Dealers will also receive quantities of direct mail to be sent out by salesmen, traffic-building window paint suggestions, an eye-catching newspaper advertisement and radio spots which can be used locally.

With all this backing, the May-June truck selling campaign shapes up as an excellent opportunity for Chevrolet dealers everywhere to boost income through more truck sales. Be sure your salesmen go all-out to solicit truck business with a vigorous follow-up activity.



C. L. Greer, electrical contractor in Baltimore, Maryland, gets full benefit from new Corvan utility. The low roof makes an ideal carrier for ladders and pipe . . . and the interior gives room for everything needed to make the truck a "traveling shop."

CORVAIR 95 ON THE JOB



"Operation-on-the-job" shows Corvaire 95 efficiency in action in many vocations throughout the United States

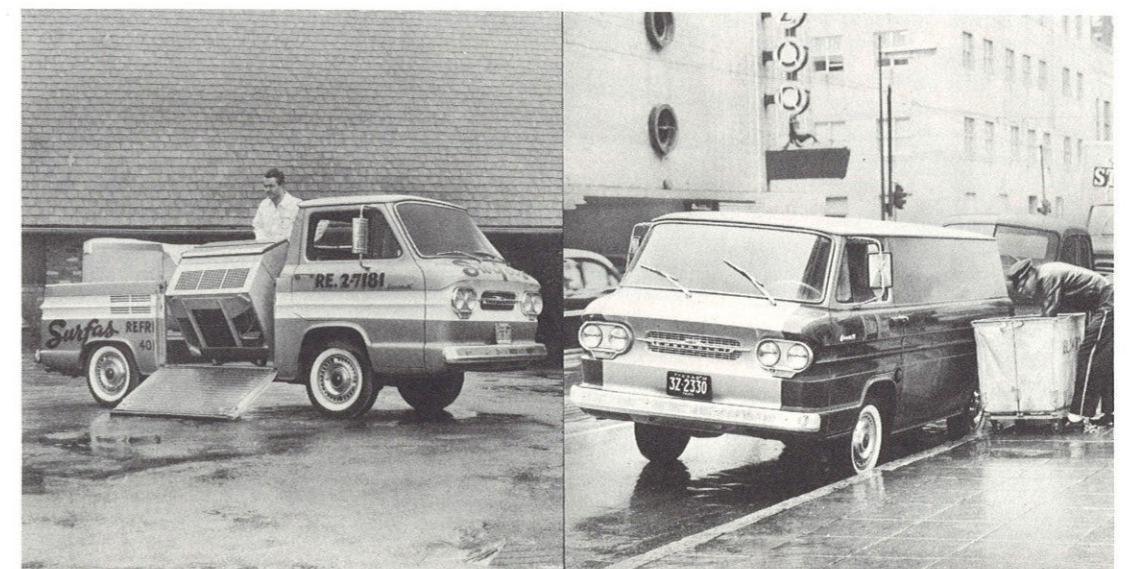


C. Jeagle, Sales Manager for Union Imperial Laundry Company of Newark, New Jersey, found Corvan ideal for short-run wholesale calls, solicitation of new business and investigation of complaints.

Late last fall a specially equipped Corvan rolled out of the garage of a Los Angeles bakery to take over on a house-to-house delivery route; a Rampside pickup delivered its first load of shrubs for a New Orleans nursery. Similar scenes were repeated in 23 different cities throughout the United States as a part of Chevrolet's unique "Operation-on-the-job." The purpose of "Operation-on-the-job" was to prove conclusively what preliminary testing had already indicated: that the unique new design advantages of the Corvaire 95's bring a new kind of hauling efficiency and economy to scores of different jobs. Butchers, bakers, contractors, farmers, ranchers—to name a few—took part in this unusual testing program.

For 8 weeks these trucks, each equipped for its particular vocational use, were put to work on actual jobs. Such factors as fuel economy, maintenance expense and general working ability were recorded by the users themselves. These eye-opening observations provided the basis for a special 16-page testimonial booklet that will soon be mailed to a select list of fleet truck owners right in your own sales area.

You and your salesmen will receive advance copies soon. It will give you valuable insights into the special markets available for Corvaire 95 sales and will serve as a guide to acquaint salesmen with these revolutionary new trucks. This booklet offers your prospects graphic documentary evidence of the new efficiency and quality these trucks bring to any job they do.



"That side ramp is the handiest thing I've ever seen on a truck," commented G. Surfas, President of Surfas Refrigeration Co. in Los Angeles.

Neiman-Marcus found that a Corvan cut the cost of "hot-shot" deliveries in half, according to M. Davis, Assistant Manager for Neiman-Marcus' store in Dallas.

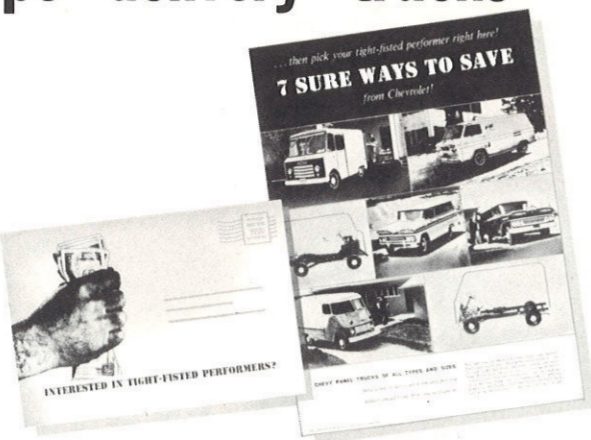
Chevrolet dealers pointed up as home base for panel-type delivery trucks

Soon, panel-type delivery truck owners and operators across the country—107,000 of them—will be reading about Chevrolet's new and expanded line of trucks by way of a hard-hitting direct mail folder.

This factual 3-fold mailer covers all the bases—details special features and specifications of all seven of the Chevrolet panel delivery type trucks—17 models in all—available from dealers this year. There's a wealth of helpful information for prospects on the new Step-Van 7, regular Step-Vans, the Corvan, conventional panels, and forward control chassis models. Such factors as size, power options and model availability are spelled out in detail. And special emphasis is placed on the proved economy of Chevrolet models for delivery duty. On the last fold of the mailer, prospects are urged to contact local dealers for advice and further information on the various models.

In addition to this direct mail advertising, a 2-page black and white Chevrolet panel-model advertisement will appear in trade publications read by these same prospects. Like the direct mail, the ad places emphasis on the wide selection of models available from Chevrolet dealers and on Chevrolet's reputation for economical performance in delivery truck duty.

Be prepared for the interest this advertising will generate in your area—alert your salesmen to the profit potential provided by these special purpose vehicles.



NEW STEP-VAN 7 MOVES INTO FAST-STEPPING MARKET

As a result of a special Step-Van 7 announcement direct mail and vocational advertising, many frequent-stop haulers are taking a second look at their delivery truck needs. . . and finding that the Step-Van 7 is the answer they've been looking for! This 1/2-ton van with a 102" wheelbase and 7-foot body is ideal for thrifty route delivery service where walk-in convenience is required. Other features such as the 135-hp Thriftmaster 6 engine, smooth-riding Independent Front Suspension, all-steel body construction, 1,600-lb. payload capacity and choice of 4 transmissions (including fully automatic Powerglide), have contributed to its acceptance in the field. Dealers who capitalize on the interest generated by Step-Van 7 announcement advertising can expect to make new sales inroads in this highly profitable market.

TRUCK SERVICE

an opportunity to "build a better mousetrap"

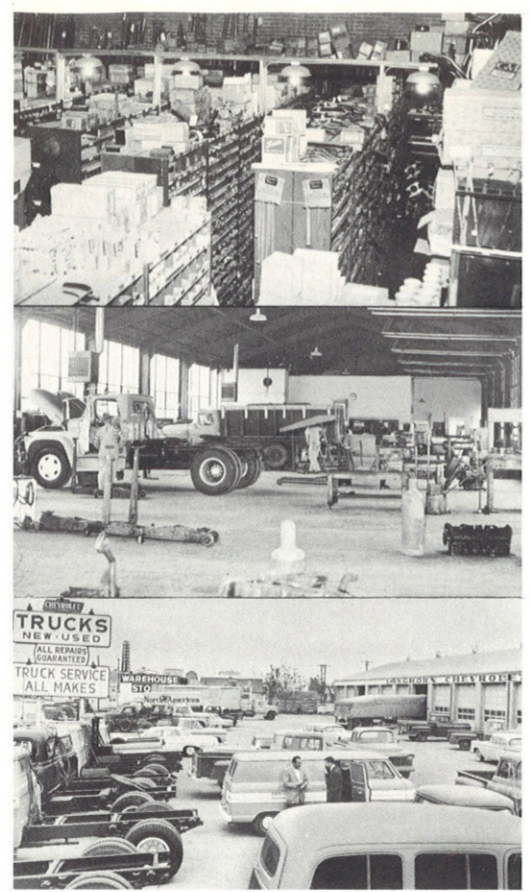
Wichita Falls, Texas, May, 1961—"Build a better mousetrap" by being the best truck dealer in town and business will beat a path to your door. That's what might be concluded from the experience of Mr. Hubert Riley, General Manager of Longhorn Chevrolet, Wichita Falls, Texas. Mr. Riley reports that Longhorn Chevrolet operates a separate truck department. The truck department includes new and used truck sales and truck parts and service—housed in a building area of 14,700 square feet.

Over the past five years, parts sales have climbed from a monthly average of \$7,500 to \$36,000. And service sales averages have risen from \$3,000 a month to \$8,000 a month. New and used truck sales have in-

creased tremendously, too!

Longhorn Chevrolet's Truck Parts Department has built a wide reputation for having the right part whenever it is needed. Stocking heavy-duty truck parts has helped to build this business to its present level.

Longhorn Chevrolet's Truck Service Department stays open until 10 p.m. to facilitate the scheduling of an even flow of jobs and to do preventive maintenance and repair work on trucks that are on the road during the day. Fleet operators, especially, appreciate this chance to schedule their truck service after hours—when it does not eat into operating profits. Trucks are picked up, repaired and returned, all in the same evening.



PHOENIX TRUCK DISPLAY STIMULATES SALES



A striking display of Chevrolet truck models, including the big Chevrolet Atmosphere tent, has helped build truck sales recently in the Phoenix area. The show, which ran from March 25 to April 1, 1961, attracted more than 200,000 people and displayed the new models and their many outstanding features in an attractive setting. At the time the above picture was taken, several of the trucks had already been sold.

Sales prove

DEMONSTRATIONS SELL TRUCKS!

Detroit, May, 1961—Here's a profile of the recent Chevrolet Truck Demonstration Program, drawn from reports submitted by some of the Chevrolet dealers who helped to make the program a success. Many of these reports tell about remarkable sales results; all of them illustrate how Chevrolet dealers joined in with the national effort and adapted it to fit their market and sales techniques.

DEMO DOUBLES AS LOAN CAR—STILL SELLS BIG!

Collins Chevrolet Co., Lakeview, Oregon, reports, "When our demo was not in use, we made it available as a courtesy car for our service customers. Since it was equipped with a Powerglide transmission it was a real hit with the ladies. I can honestly say that 50% of the trucks we sold during this program were through loan car use."

SERVICE TRUCK SCORES DEMO SALES

South Tacoma Motor Company, Tacoma, Washington, reports, "Demonstrations have added profits to our truck sales. When we convince owners of the plus profits of Chevrolet product and passenger-car ride, our salesmen are able to pick up additional gross on every deal. Our service salesmen have been giving demo rides with our '61 Chevy service truck and have scored two sales. This dealership has every salesman 100% behind the demo program."



FIRST PROSPECT TAKES DEMONSTRATOR!

Ernie Porter Chevrolet, Inc., Pasadena, California, reports, "Right after we held our Demonstration Program Sales Meeting, one of our salesmen took our demonstrator out and sold it to the first prospect to drive it. Luckily we had another demonstrator in reserve. We feel the program certainly has merit, and we are confident that it has helped our sales."

DEALER SUGGESTS DEMO PROGRAM YEAR ROUND

Cheap Chevrolet Company, Flemingsburg, Kentucky, reports, "We sure were impressed with the demo decals that came installed on our demonstrator. They drew attention everywhere and added new life and eye-appeal to our truck lot. Our demonstration program was so successful that we would like to be able to obtain decals for installation here for a year-round continuation of the demo program."

CHEVY TRUCK STARS IN SIDEWALK FAIR

Mattingly & Rapier Chevrolet Co., Inc., Danville, Kentucky, reports, "Every year we stage a 'Sidewalk Day' here. This gives our merchants a chance to display and sell merchandise on the sidewalks as they did many years ago. This year we loaned our demonstrator truck to the local radio station for use as a mobile studio. Well, since it was in the center of activity, our Chevrolet demonstrator, sign and all, was looked over by big crowds all day long. We can trace the sale of three trucks directly to this promotion."

DEMOS DO BEST IN DUCK WEATHER

Oden Chevrolet Company, Floydada, Texas, reports, "We thought you might be interested in the good results we had from the demonstrator program. Trucks are important here at Oden Chevrolet, so we've put our demo to good use. We've found that the rougher the road, the nastier the weather, the better demonstration we're able to make. The only trouble with this program is that someone is always buying our demo."

BATS .500 ON NEW TRUCK SALES

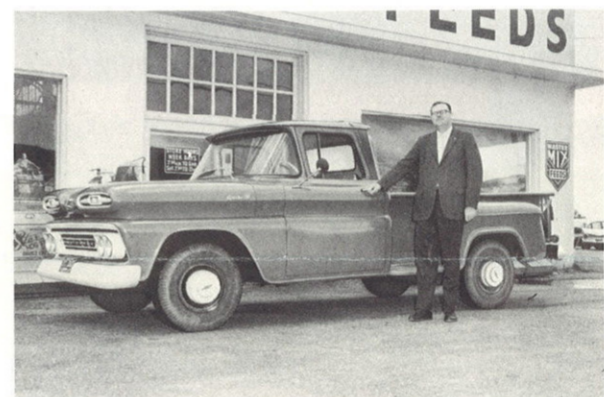
W.W.W. Chevrolet Sales, Inc., Ezel, Kentucky, reports, "Our salesmen sold eight trucks in January, through the 20th, with six delivered and three of the six attributed to the use of our truck demonstrator. Five of the eight trucks sold during December were demo sales. So, with 50% of our sales credited to truck demonstrations, our salesmen know the importance of demonstrations to closing sales."

DEMONSTRATIONS SELL SALESMEN, TOO!

Fleet Chevrolet, Seattle, Washington, reports, "Some of our salesmen didn't believe in truck demonstrations at first. But after we rehearsed demo selling by having salesmen take each other for practice demo rides, every salesman was convinced of a demonstrator's selling power. The week following, demonstrations accounted for two truck sales. We feel we are on solid ground with every truck prospect when we put as many as possible behind the wheel of the 1961 Chevrolet truck!"

DOUBLES JANUARY PICKUP SELLING

Helm Chevrolet, Modesto, California, reports, "We have three demonstrators in service, two for truck salesmen and one for other salesmen. By demonstrating our truck, we feel that it has had a very definite effect on our increase in truck sales during the past sixty days. We sold fifteen trucks this January, comparing favorably with the seven sales in January, 1960."



DEMO SELLS DUAL-PURPOSE PROSPECT

Capitol Chevrolet Incorporated, Montgomery, Alabama, reports "This was a good promotion which got a good many people into the dealership. It sure helped in making sales we could not have made otherwise. We had one customer who needed a dual-purpose vehicle; after driving the demonstrator, he decided on the Step-side pickup shown above. He remarked that he never thought he would be using a truck to drive himself; now he is well pleased."

DEMONSTRATOR PROGRAM EFFECTIVENESS APPLAUDED

At a meeting of the National Dealer Planning Committee earlier this year the demo program's merit was noted in a resolution thanking the Chevrolet Motor Division "... for its promotion of its recent truck demonstrator program. It is felt this program was effective and assisted dealers in many additional truck sales."



TWO-WAY RADIO PEPS UP DEMONSTRATIONS

Leader Chevrolet, W. Springfield, Mass., reports, "We've equipped our truck demonstrator with a two-way radio so our salesmen can keep in constant touch. This idea had a tremendous effect on improving our salesmen's attitude about demonstrations."

DEMO BRINGS HOME THE BACON!

Pendergrass Chevrolet Company, Louisville, Kentucky, reports, "Recently our truck specialist contacted a wholesale meat merchant to demonstrate the Corvaire 95, and discuss its adaptability to the meat business. Although this prospect was very favorably impressed with the 95's appearance and handling, he was skeptical about its load carrying ability. So, we loaded the demonstrator with meat to full capacity and let the prospect make a regular 85-mile delivery. He was so impressed with the '95' that he ordered two of them!"

POST OFFICE ATTRACTS PROSPECTS!

Griffith-Roberts Inc., Brentwood, California, reports, "One of our salesmen parked the demonstrator in front of our local post office and gave 43 demonstration drives in one day. He talked to prospects as they picked up their mail; in this manner he showed the truck, gave sales talks and demo rides!"

RANGE RIDER CORRALS CUSTOMER!

Miles City Motor Company, Miles City, Montana, reports, "One of our top salesmen headed north with our pickup demonstrator; after calling on several rancher prospects, he spotted a rancher driving a two-ton truck toward Miles City. Our man flagged him down. The rancher read our demonstration sign and asked, 'When?' 'Right now,' our salesman said. The prospect roared off; our man followed in the two-ton. The sale was closed when they reached town. Range riding for prospects has become a regular practice now."

CHEVY TRUCK PASSES WIFE'S PASSENGER-CAR TEST!

Vic Farrah Chevrolet, Inc., Meadville, Pennsylvania, reports, "We've used demonstrators to great advantage. One prospect needed a pickup for family transportation, as well as for hauling. So it was necessary to have his wife drive our demo to see if it rode as well as a passenger car. The demonstration sold her!"

DEMO SALE PUSHES 1960 TRUCK SALES OVER THE TOP!

Furbush Chevrolet, Inc., Waterville, Maine, reports, "Thought you might be interested in knowing that our truck demonstration program was instrumental in reaching a goal of 100 trucks a year. Almost half of our sales in the last two months were the direct result of demonstrations. On the last day of December, we sold our demonstrator—it was the 100th sale. We've already replaced it with another truck. We intend to continue a strong truck demonstration program throughout '61."

WHAT HAVE YOU DONE TODAY TO IMPROVE OWNER RELATIONS?

To Serve Is To Sell

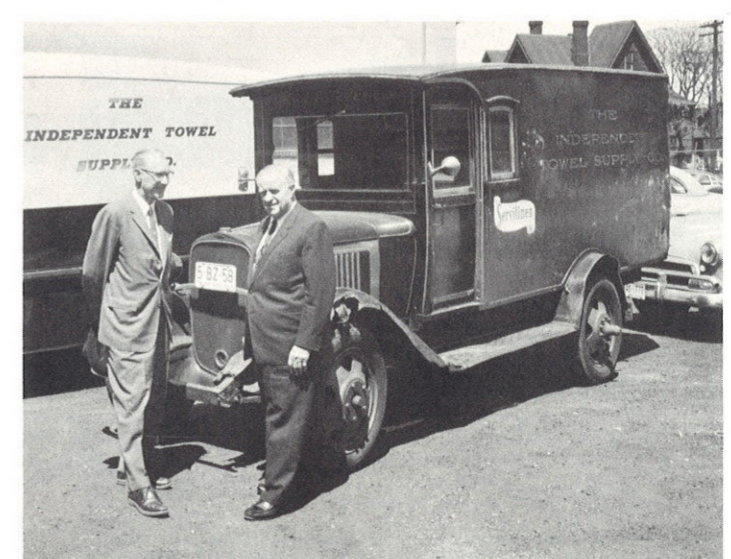
EDITOR'S NOTE: Want to know what owners are saying about Chevrolet trucks and service? You'll find out in the article below—candidly—but don't be surprised if owners throw some bouquets, as well as brickbats. After all, repeat sales are proof of customer satisfaction—and Chevrolet has always stood tallest in the industry in repeat sales.

Detroit, May, 1961—Now that it's spring, the Chevrolet Owner Relations Department turns to doing what it's done all year long—learning how owners feel about Chevrolet trucks and service. Here's a sampling of owners' comments from the latest Chevrolet Truck Owner Panel poll: VIRGINIA—"I use Chevrolets because the parts are easily available. My men do a lot of the maintenance because the shops in this area leave much to be desired. I traded with the dealer here for the first time; I find his shop and service very satisfactory." OHIO—"Our dealer does not carry enough parts here and the consequence is that you must wait a couple of days to get your truck fixed." TEXAS—"Before I purchased this 1960 Chevrolet truck, I owned a 1954 truck. The fellow who drives for me said that he would rather drive the new truck than have a \$20.00 a month raise." NORTH DAKOTA—"I get good service on my truck

and car. My Chevy dealer carries all the parts necessary and the work is very good!" IOWA—"I like the Chevrolet car and truck very well but would appreciate a little better service than we are getting." KANSAS—"So far our pickup has done all we expected it to do and we are satisfied with it." MINNESOTA—"I've been driving Chevy trucks for some time, and have 10 trucks now. I like our local Chevrolet dealer; we get good service on all our trucks." KANSAS—"When I complained to the dealer about the paint, I was reminded, 'It was just a truck, and the paint jobs are never very good!' It may be 'just a truck' to him, but to us it was a family car that I paid cash for after many years of saving." OHIO—"As far as trucks go, I am very well pleased—but as for dealer service, I am very disappointed. My trucks run 7 days a week. Because dealer service is so poor, I am thinking very strongly of changing makes this year." NEW YORK—"My 1960 2-ton truck is the most revolutionary and satisfactory of any I have ever had. This is really a great improvement."

A SATISFIED OWNER IS YOUR MOST VALUABLE ASSET AND SHOULD BE TREATED THAT WAY—ALWAYS!

OLD TRUCK'S GRIT SHOWS CHEVY TOUGHNESS!

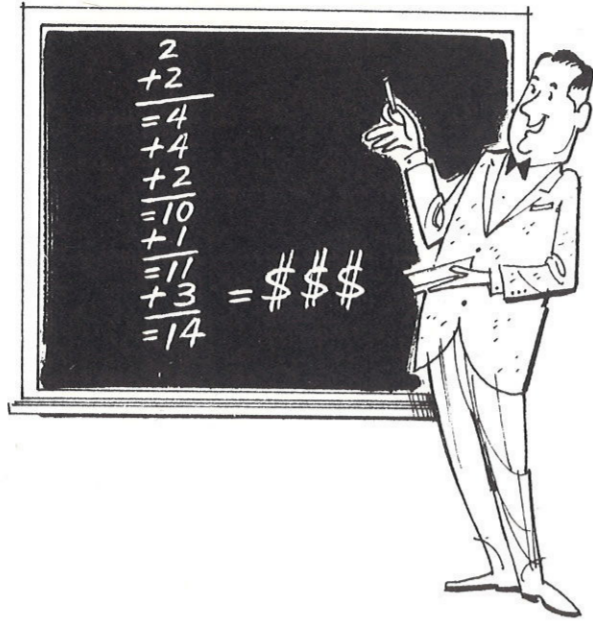


Going great since '28—This 1928 Chevrolet panel truck, delivered by Paul Clark on August 14, 1928, is still in use! Shown (left to right) are Mr. Lester Mutz, Superintendent, Independent Towel and Supply Co., Mr. Paul K. Clark, Sales Manager, Jim Connell Chevrolet, Cleveland, Ohio, and Mr. Morris Miller, President, Independent Towel and Supply Co., Cleveland, Ohio.

Diagnosis of truck needs results in steady customer!
DOWNTOWN CHEVROLET, INC., OKLAHOMA CITY, OKLAHOMA

Promotion Tip No. 1

By analyzing the truck requirements of a prospective buyer, Downtown Chevrolet, Inc., of Oklahoma City, Oklahoma, has a new and loyal customer. After a number of discussions with the prospect, an initial order for 2 pickups and 2 model 8403's was received. Since then, 4 more medium-duty trucks, 2 sedans and a family car have been delivered. What's more, the customer has helped the dealer sell 3 other medium-duty trucks to his friends. Here's a case where understanding of the prospect's needs—and good follow-up—were instrumental in obtaining and *keeping* his business!



Parts delivery Corvan works as billboard, too!
W. H. BUMSTEAD, INC., TROY, NEW YORK

Promotion Tip No. 2

W. H. Bumstead, Inc., of Troy, N.Y. is using a Corvan to its fullest advantage. First, the truck is used as a delivery van for the dealer's parts and service department. For this work, the Corvan travels all over town. With the company's name lettered on the truck, the Corvan also serves as a traveling billboard in the Troy area. The dealer is not only advertising the merits of the Corvan (by using one himself) but is also keeping his name in front of the public.



Dealer advertises school bus sales and service to promote good public relations
GELHAUS & BROST, INC., MEDFORD, WISCONSIN

Advertising Tip No. 1

Like many other Chevrolet dealers, Gelhaus & Brost, Inc., Medford, Wisconsin, build good public relations through school bus business. They not only enjoy the direct profits from steady school bus sales and service, but also improve their standing in the community by advertising the fact that they are helping the school board to provide the best kind of transportation for children of the town. An example of this advertising appears below. Here, Gelhaus & Brost strongly feature the school bus story—and, at the same time, do a good job on all their other Chevrolet products.

Your Children Ride to School and Play

SAFELY and SOUNDLY in CHEVROLET

Your children are transported to Medford Public Schools in a fleet of 12 modern and dependable Chevrolet buses by Medford High School Transport, James Werner, owner.

Careful records of each bus, by Mr. Werner, have proven that children can be transported safer and at less cost per mile with Chevrolet buses.

You, too, can save by driving Chevrolet trucks and automobiles.

Gelhaus & Brost, Inc.
Your CHEVROLET Dealer
303 S. Whelan Ave. Medford, Wis.
Phone 2371

Letterhead mailer promotes new business!
AVONDALE MOTOR CAR COMPANY, CINCINNATI, OHIO

Promotion Tip No. 3



Avondale Motor Car Co. of Cincinnati, Ohio has found an effective way to promote new truck business. By taking a sheet of company business stationery and imprinting pictures of various trucks with descriptive copy, he has a direct mail piece that's closely associated with his dealership. Cost is low, too!

Use these headlines and ad designs in your own advertising. Fit them right into your own newspaper ads. Your newspaper can easily reproduce them directly from this page.

Advertising Tip No. 2

PACK-MULE TOUGH!

BRIDLE-PATH SMOOTH!

CHEVY I.F.S.* TRUCKS
*INDEPENDENT FRONT SUSPENSION

CHEVY TRUCKS

thoroughbred performance and cost-cutting ability!

Chevy Trucks

FOR TOP-HAND PERFORMANCE AT ROCK-BOTTOM COST!

This space reserved for your tip!

Tell 'em how your dealership has profited by the twist of an idea—an inspiration that's helped you sell or service customers better. Let other dealers know how you've solved your problems. Send your hint along to us today, via your Zone truck manager. This issue of the Big Wheel Reporter contains tips from the following Zones:

- LIST OF ZONES**
- | | | |
|------------|---------------|----------------|
| BOSTON | EL PASO | OMAHA |
| BUFFALO | FARGO | PORTLAND, ME. |
| CHICAGO | GREEN BAY | PORTLAND, ORE. |
| CINCINNATI | KANSAS CITY | SALT LAKE CITY |
| CLEVELAND | LOS ANGELES | SEATTLE |
| DALLAS | LOUISVILLE | SYRACUSE |
| DENVER | OAKLAND | TARRYTOWN |
| | OKLAHOMA CITY | |

Roy Rogers Triggers Sales Action

A national television show and national newspaper ads featuring Roy Rogers and Chevrolet trucks are scheduled for Chevrolet truck advertising this spring. Here (at right) are some headlines prepared for your use in classified advertisements. Your newspaper can easily reproduce them. So, clip 'em and run 'em, and see how much more effective your advertising efforts are when they're tied-in with a national advertising campaign.

BRAND YOURSELF A BARGAIN

CORRAL AN OWNER-PROVED CHEVY I.F.S.* TRUCK!

Cut your Corvair 95 from our herd of Bargains

