

Here's HOW

TO MAKE THE MOST OF A
GOOD PROFIT OPPORTUNITY!



1961 Chevrolet work-or-play Corvair 95 pickups with camper bodies



1961 Chevrolet dual-purpose Suburban Carryalls



1961 Chevrolet work-or-play conventional pickups with camper bodies



Make vacation time your profit time . . . sell the unlimited versatility of these unique Chevrolet models (trucks that are more than trucks!)

YOU CAN OFFER PICKUP PROSPECTS MORE TRUCK VALUE FOR THEIR DOLLARS

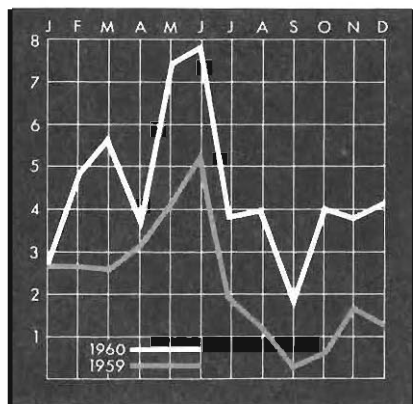
. . . *plus a bonus of dual purpose utility*

Chevrolet conventional pickups — The same features which contribute to Chevy's greater worth and working ability on everyday jobs make Chevrolet pickups—both Fleetside and Stepside models—ideal for camper body installations. There's Independent Front Suspension, for example, to cushion out severe road shock—keep bodies tight, solid and rattle-free; provide easier, safer handling and a smoother over-all ride. Chevy's solid, close-to-the-road build and low cab silhouette reduces wind resistance and adapts readily to camper bodies with over-cab designs which increase sleeping space inside. And big, roomy cabs offer space aplenty for 3 big adults. It's no wonder more camper bodies ride on Chevrolet pickups than on any other make. *Only* Chevrolet has this just-right combination of features!

Chevrolet Corvair 95 pickups—Designed for maximum convenience in bulky cargo carrying, Corvair 95 pickups are naturals for camper body installations. With an extra-low central floor section just 16 inches off the ground, they will accommodate bodies with full standing headroom inside, still keeping over-all height at a minimum. Some Rampside units even offer walk-in side door convenience. And Loadside camper models have a low rear entrance height to provide for easy exit and entry. Combined with Corvair 95's solid unit body construction and 4-wheel independent suspension, these unique new pickup features give you a *positive* selling edge over competition.



SUBURBAN CARRYALL PAYLOAD/PLAYLOAD VERSATILITY . . . *for many vocations or easy vac*



Here's how promotion power pushed sales way up in '60—and it can push them even higher in '61!

Backed by strong dealer participation, 1960's Suburban Carryall promotion was an unqualified success—Suburban Carryall sales almost doubled and dealers soon realized that they had developed a new market with virtually no competition. Just look at the results: Peak sales during the 3 months of the promotion *plus* continued sales highs for the balance of the model year!

Here's all-purpose transportation at its best! For prospects whose routine calls for a panel or crew carrier, there's no handier vehicle made than the Chevrolet Suburban Carryall. With two roomy rear seats that can be removed or rearranged in minutes, the Carryall can transport 3, 5, 6 or 8 people *plus* a big load of tools, supplies or camping gear. With the rear seats removed, there's enough room inside to carry a 12-foot boat.

And there's plenty of room, too, for installation of eat-and-sleep custom accommodations. Optional panel-type doors extend this vehicle's versatility further.

With unprecedented payload/playload versatility, Chevy's dual-purpose Carryall fill the bill for an increasing number of prospects whose recreational activities demand that they must mix business with pleasure.



Make your Camper- HERE ARE AIDS AIMED AT H

Chevrolet's 1961 camper-pickup, Suburban Carryall promotion is designed to hit right at the heart of this market. All the special materials you need to plan, promote and sell to this lucrative group of prospects are included. To help organize your own promotion, use this handy check list as a guide. You'll find careful planning in advance can pay off by making your promotion a solid sales success.

1. List of camper body manufacturers—This list of major camper body manufacturers in the United States will help you select the one who can best serve your needs. Addresses as well as names are included so that you may contact them directly and make your own deal. Make your choice as soon as possible . . . and be sure the manufacturer you select will have units available for delivery when your promotion gets underway.

2. Make arrangements for special displays—(see suggested display ideas at right).

3. National advertising—During the promotion, national ads are scheduled to appear in leading outdoor and science and mechanics' publications. These ads all stress the adaptability of Chevrolet pickups and Suburban Carryalls for vacation-time activities as well as for work. Ads will appear in such magazines as *Field and Stream*, *Sports Afield*, *Outdoor Life*, *Popular Science*, *Mechanix Illustrated* and *Popular Mechanics*. These ads represent national publicity with a strong impact in your own local sales area. And the theme of the ads will tie in directly with your own promotional activities.

4. Local newspaper ad—Included with this plans book is a small space, 3-col. x 10-inch ad especially prepared for easy reproduction by your local newspaper. It will tie in directly with your Camper-Carryall promotion and help pull prospects into your dealership. Call your local newspaper representative and arrange to schedule this ad during your promotion. It will help add local impact to the national advertising scheduled during the same period . . . and will attract many new prospects to your dealership.

5. Radio spots—Here's a way to reach a maximum number of prospects at very little expense. Three radio commercials—one 1-minute version on both pickups and Carryalls and two 20-second spots on Carryalls and camper-pickups—are included for your local use. Schedule them to run while your promotion is in progress.



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Carryall selling plans now—

HELPING YOU TO GET IN ON THIS FAST-EXPANDING MARKET!

6. Combination salesman's mailer and handout piece—Designed for double-duty as a personalized mailer for salesmen to send to prospects—or as a showroom handout folder—this full-color literature presents both Carryalls and pickups in a way that places major emphasis on their dual-purpose utility. With "versatility unlimited" as a theme, prospects are told quickly and precisely why Chevrolet pickups and Carryalls are so ideally suited to leisure time activities as well as for work. Assign quantities of these mailers to every salesman. And see that

salesmen follow up each mailing with personal calls on prospects. These sales builders are available in quantity.

7. Salesmen's facts folder—Here are all the important facts your salesmen need to know to sell effectively to this specialized market. Both Chevrolet pickups and Carryalls are covered and all important features that contribute to their dual-purpose utility are pointed out for salesmen to use in their sales presentations to prospects.

Use these special promotions to draw prospects in for sales!

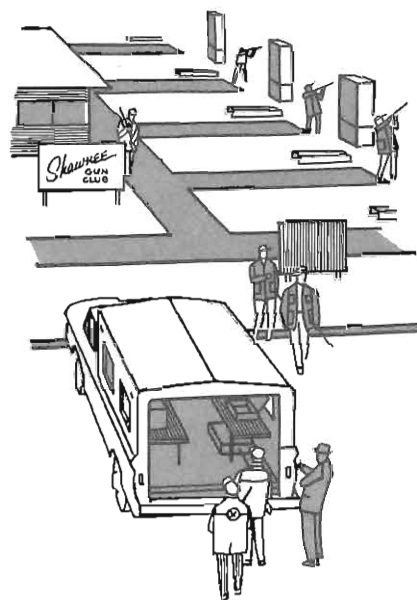
Here are some ideas on how to get more out of your promotion. These easy-to-implement display suggestions have proved successful for many dealers and they may provide just the "added touch" you need to assure the success of your own program.



Set up a camper display in your showroom. Contact your local sporting goods store to arrange for props and then set up a camping scene around a camper-pickup unit or Suburban Carryall. Be sure to leave plenty of room around the display so that interested prospects can walk in to look around. You'll be surprised at the interest and extra attention a display of this kind will attract.



Have a camper-pickup unit on display at a local sports store. Arrange with the store to park your camper-pickup nearby so that sports-minded customers can look it over. Be sure to leave it open so they can get inside. It's a good way to expose your unit to a great many prospects who might otherwise miss seeing it. And you can plan on a lot of extra inquiries as a result.



Display a unit at a local gun club. If you have a local gun club or any other outdoor-minded organization, make arrangements to have a unit on display at their next meeting. Offer to take prospects for rides to show them how easy and practical camper-pickups are to own and operate. Again, you're liable to turn up new sales opportunities that other promotional activities might miss.

Here's how Chevrolet dealers sweeten deals (and *close* them) with camper bodies for Chevrolet conventional and Corvair 95 pickups

Many dealers around the country are already cashing in on extra profits stemming from sales of camper units on Chevrolet pickup trucks. Special promotional ideas they have found effective were reported recently in Automotive News. Here's a summary of the ways some dealers have been increasing pickup sales by promoting camper bodies to prospects:

CAMPERS WITH MINIMUM EQUIPMENT PROMOTE SALES

Some dealers stock campers with minimum equipment and low price tags to encourage prospect inquiries. One such unit is a 2-bunk sleeper with a shelf behind the cab, cupboards, ice-box and louvered windows. (Stocking this minimum unit allows dealers to "sell up" by offering the prospect additional equipment.) Merchandising relatively inexpensive campers has improved truck grosses and increased sales volume at the same time.

DEMONSTRATORS STIMULATE SALES

Several dealers maintain demonstrator units for prospects. In fact, some of them even go so far as to loan camper-pickup units to prospects for the weekend. Prospects then get a chance to "feel" what they are getting and the result is more closed deals.

SPECIAL DISPLAYS

One dealer reported a special "outdoor" display, built around a camper unit, was a real attention getter at his dealership. All the equipment used was borrowed from a nearby store. According to the dealer, the display pulled people in off the street and stopped many who had never visited the dealership before. As a result of the display, 2 units were sold.

POINTS OUT CAMPER ADVANTAGES

Another dealer feels that the most effective way to sell campers is to point out their unique advantages. He tells prospects, for example, that several people can legally ride inside the camper, where this is not the case with a trailer. He points out, too, that campers are allowed in many camps where trailers are barred; that they are smaller, more maneuverable, require less of an investment and are easier for a woman to drive. And

he goes on to demonstrate how easily the camper can be removed so that the truck can be used for business during the week.

QUALITY IS IMPORTANT

Most dealers agree that quality appearance is absolutely essential. They pointed out that many campers show evidences of hasty, haphazard construction that prospects are quick to detect. Often a difference in cost of only a few dollars will result in a camper that sells easily and gives customers more satisfactory service.

FOR WORK, FOR TRANSPORTATION... FOR FAMILY FUN

One dealer stated that many people nowadays are looking around for low-cost transportation. By purchasing a low-cost pickup truck and camper for lower monthly payments, they can satisfy their transportation needs and use the same unit for fun and family recreation on the weekend.



PROSPECT

to score solid sales results!

There's virtually no limit to the number of possible prospects for Chevrolet camper-pickups and Suburban Carryalls, right in your own sales area. To begin with, many of your regular passenger car prospects are outdoor people—made-to-order candidates for camper-pickup or Carryall sales! And many pickup truck users are outdoorsmen, too, who will quickly see the vacation-time possibilities of a camper mounted on a Chevrolet truck. Suburban Carryall prospects are numerous, as well: resort owners, fishermen, work crews, plumbers, to cite just a few.

Alert your salesmen to these new selling opportunities. Let them know how they can increase their own earnings by aggressively selling to this fast-developing market. Here are just a few of the *many* prospects in your area: hunters, campers, fishermen, contractors, fieldmen, salesmen, engineers, farmers, carpenters, do-it-yourself handymen, electricians, gardeners. *There are many more!*



INVITE

special body makers to join in

Using the list of special camper body manufacturers included in your kit of materials, select the one who can give you the best service. Then tell him about your promotion and ask him to tie in. Many of these body makers will be willing to lend you extra promotional help to sell their equipment. By developing a close working relationship with the manufacturer of your choice, you stand a far better chance of staging a successful promotion . . . and increasing pickup sales and profits in the bargain!

Some manufacturers have special promotions of their own which might fit well with your own. You'll find, too, that by letting them know of your plans to promote the sale of their units, you will often get better service and cooperation on orders and deliveries. Careful planning and selection of body manufacturers can be an important factor in the success of your sales and promotional efforts.

CHEVROLET