



2

**SELLING OPPORTUNITIES
YOU CAN'T AFFORD TO
OVERLOOK...
CORVAIR LAKEWOOD &
GREENBRIER WAGONS!**

THE ADDITION OF CORVAIR LAKEWOOD AND GREENBRIER TO CHEVROLET'S FULL WAGON LINE GIVES YOU A GREATER OPPORTUNITY TO TAKE MORE OF THE WAGON MARKET!

Thrift-sized wagons are getting a larger share of wagon sales than ever before. And the unique wagon features of Lakewood and Greenbrier make them second to none in the industry. Listed below are a few of the top Lakewood markets not to miss. Add 'em to the ones you've already found to be your best markets for the Lakewood Station Wagon.

SUBURBAN HOUSEWIFE'S CAR

Lakewood's key-locking front trunk gives concealed protection for her shopping goods (means she doesn't have to lock the doors every time she gets out). The roomy interior's ideal for carrying the youngsters, hauling garden plants or card table and chairs. Other Lakewood features she'll like: 4-door convenience, power-like steering ease and single key for all locks.

SMALL BUSINESS

Corvaair Lakewood's the wise choice as a delivery wagon for drug, hardware and grocery stores, radio-TV shops—you can go on and on. Sell its double benefit of inside cargo space for bulky loads, lockable front trunk for valuables. Also point out the extra money it saves because the air-cooled engine encounters none of the maintenance costs of a liquid cooling system.

FUN WAGON

Campers, winter sports enthusiasts, hunters, fishermen—help them discover how Lakewood meets their special pleasure needs. Engine in the rear results in unexcelled traction for snow and off-the-road ruts. Front trunk that locks means a safer spot for hunting guns, fishing supplies. Outdoor fans also will appreciate the comfort in winter from Lakewood's forced-air heater*. Warm air is directed at foot level into both front and rear passenger compartments for truly comfortable riding.

SECOND CAR

Lakewood's a Corvaair that's a family affair. Take any family that needs a second car (especially the household now owning a medium- or high-priced car) and Lakewood's perfect for their wants. Station wagon room, comfort and utility . . . thrift-car price . . . practically flat floor for greatest foot room—start with these and sell Chevy's Corvaair Lakewood as the ideal second car.

FARMERS

They're learning that Lakewood's particularly well suited for them. One of its biggest attractions is the terrific traction in snow and mud. Also, it's easy to convert from a handy produce carrier to a stylish "Sunday Callin'" family car. Four wide doors mean that every Lakewood offers the convenience of side loading, too. And don't forget to tell every Lakewood prospect how simple it is to clean the surface of the load floor.

TRAVELING SALESMEN

Here's a Lakewood advantage that you should stress to any salesman whose job requires bulky samples: he can load the samples in the roomy inside cargo area, store his own belongings in the separate trunk up front. It's just one reason why Lakewood's the ideal car for a salesman's business and personal use. Another is the smooth, comfortable ride from Lakewood's 4-wheel independent coil suspension and proper weight distribution.

*Optional at extra cost.

TWO BIG SELLING POINTS IN THE LAKEWOOD STATION WAGON ARE ITS UNSURPASSED TRACTION AND RIDE!

Invite your prospects to prove the Lakewood's great traction and ride by a demonstration drive. Let them see how Corvaair Lakewood corners and holds the road like a sports car. That's because engine weight over the rear wheels results in superlative handling, traction, all-around roadability. Then ask them to take some rough chuckholes and experience for themselves the better ride that independent coil suspension at all four wheels makes in a Lakewood Station Wagon. Remember, when it comes to selling prospects on Lakewood's traction and ride, a demonstration trip is your best sales weapon.



LAKWOOD OFFERS YOUR WAGON PROSPECTS A UNIQUE COMBINATION OF CONVENIENCE AND UTILITY!



ROOM TO PACK BOTH FRONT AND BACK!

Here's the Lakewood exclusive in station wagon utility that's worth stressing to every prospect. No other vehicle can give owners plenty of inside stowage space, along with a locking front trunk that conceals everything from ice skates to golf clubs.

TRIM, FUNCTIONAL DESIGN

Tasteful looks with functional purpose sums up Lakewood's styling. Dual headlights afford modern design and better lighting. All four doors are designed to open wide for easy entrance and exit. Inside, Lakewood's rear-engine design permits a practically flat floor for added foot room. Sell the kind of styling that America's asked for—simple, functional, the Lakewood kind!



WIDER LIFTGATE, EASY LOADING

Demonstrate Lakewood's ease of loading to prospects. Insert the key, twist, and lift the counterbalanced liftgate. Show how you're able to get closer to the actual cargo area than a drop-tailgate allows. Point out the wide load opening (wider than most others in Lakewood's class). And be sure to mention there's side-loading in every Lakewood.



CONVERTS FAST

Extra easy, too. Just two simple motions convert Chevy's Corvair Lakewood from 6-passenger comfort to 58 cubic feet of inside load space. And only two steps convert it back again. With the second seat folded flat, there's a load floor that extends nearly 6½ feet.



AIR-COOLED ENGINE MEANS EXTRA ECONOMY

As you know, air cooling does away with the radiator, water pump and antifreeze. Lakewood's extra savings start there. And over one billion owner-driven miles have proved that Corvair engines deliver plenty of gas-saving mileage. Sell Lakewood's economy!

CORVAIR ENGINEERING GIVES LAKEWOOD YEARS-AHEAD DESIGN

Corvair's rear-engine design has caught on everywhere with car-buying prospects like yours. Air-cooled power plant, compact trans-axle unit, 4-wheel independent coil suspension,

crisp styling, Monostrut Body by Fisher—all these and more make Corvair and the Corvair Lakewood the modern design in the field, now and for years ahead.

CHEVY'S CORVAIR GREENBRIER HAS ALMOST TWICE THE CARGO SPACE OF REGULAR STATION WAGONS, A BIG ADVANTAGE TO PLENTY OF YOUR CUSTOMERS!



By now, you're no doubt sold on the utility and customer appeal of Greenbrier's huge stowage area. It looks big inside and it is—up to 175.5 cubic feet, enough to carry truck-size cargo. And don't miss an easy-parking

benefit that's bound to please prospects—the Greenbrier Sports Wagon has virtually the same overall length as Corvair passenger car models. What's more, compared to regular station wagons, it's almost 2½ feet shorter.

BE SURE YOU'RE REACHING ALL OF GREENBRIER'S SALES MARKETS... INCLUDING BUSINESS FIRMS, TOO!

Here are several Greenbrier markets that may be new to your own list:

Airports. Shuttling passengers between city and airport, transporting employees from hangar to terminal.

Resorts. Dude ranches, beach and desert resorts will find Greenbrier's fine traction and sturdy construction invaluable.

Summer Camps. Besides its other virtues, Greenbrier's practical, durable interior resists the scuffs and scrapes of youngsters.

Private Schools. Greenbrier's made to order for transporting pupils at a minimum expense.

Surveyors, Construction Crews. Greenbrier answers the need for a vehicle that can carry a crew and light equipment.

Keep on the lookout for new market opportunities for Greenbrier. Because of its versatility, it's sure to grow more popular for business and pleasure uses.

VERSATILE FOR WORK AND PLAY

Greenbrier's strictly business when a prospect wants transportation and convenience at low cost. For instance, it can carry a load of band members and their gear. Keep acquainted with all the extras available for Greenbrier. You'll find them in the COMPLETE GUIDE TO CUSTOM FEATURES FOR THE CHEVY CORVAIR GREENBRIER SPORTS WAGON.



ROOM FOR 9 PASSENGERS

With its third seat*, there's enough room in the Greenbrier Sports Wagon for a baseball team and the equipment. And it doesn't have to be Little League size either. Emphasize to your customers the variety of seating arrangements that the Greenbrier offers.



EXCEPTIONAL PERFORMANCE

Unlike many other vehicles of its type, Chevy's Corvair Greenbrier meets the standards of performance that U.S. buyers go for. Its Turbo-Air 6 engine and basic design give it the power and traction needed for all kinds of uses and roads.



*Optional at extra cost.

SELL THE EXTRA ADVANTAGES IN GREENBRIER DE LUXE TO YOUR PROSPECTS WHO WANT ADDED LUXURY AND CONVENIENCE!

Point out that Greenbrier's De Luxe version features bright exterior highlights plus a choice of four color-keyed interiors with dual sun visors, front

arm rests, vinyl-coated rubber floor covering, vinyl tire cover, cigarette lighter and extra domelight in addition to Greenbrier's regular equipment.



SELL GREENBRIER AS THE IDEAL FAMILY CAMPER!

Greenbrier's tailor-made options* make it the perfect wagon for outdoor living. The big selection of camping equipment, the custom table, cargo screen, underseat drawer and other practical aids are just the ticket for many a prospect. Especially appealing is the ingenious Custom Camper Unit that converts the Greenbrier interior into a combination bedroom, living room and kitchen.

*Optional at extra cost.

KEEP YOUR SIGHTS ON MORE '61 SALES VIA THE CORVAIR LAKEWOOD AND GREENBRIER ROUTE



FOR ECONOMICAL TRANSPORTATION