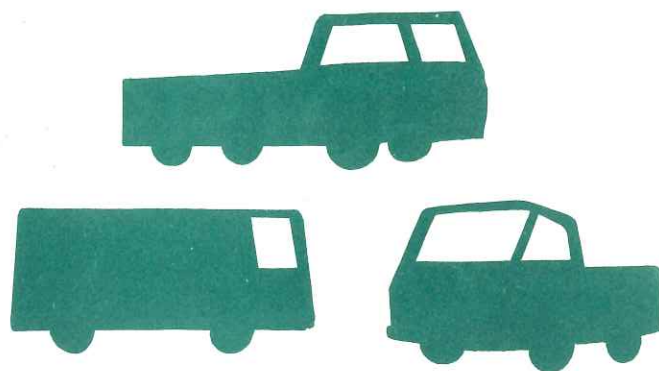


# THE RIGHT PRICE

## REAL MEASURE OF ECONOMY



A Comparison of Corvaire 95's, Ford Econoline and Volkswagen

### CORVAIR 95's -- FIRST IN

- Appearance
- Driver Comfort
- Vehicle Handling
- Cargo Handling
- Cargo Moving
- Quality Construction

Only Chevrolet's Corvaire 95's are all new, designed and built for a specific segment of today's important and rapidly growing delivery market.

#### APPEARANCE

The distinctive lines of the Corvaire 95's are a result of a functional design, completely new to American commercial vehicles. Because of their length and lowness, Corvaire 95's look better and can easily enter the average garage with 75-inch doors. Econoline vehicles are too high to fit through these doors.

#### DRIVER COMFORT

The figures prove the Corvaire 95's comfort advantage.

	CORVAIR 95	ECONOLINE	CHEV. ADVANTAGE
STEP-IN HEIGHT	17.2"	19.2"	2" (lower)
HEAD ROOM	39.7"	39.3"	.4" (higher)
LEG ROOM	44.5"	42.6"	1.9" (longer)

Further, Chevrolet's independent suspension better insulates driver and passenger from road shocks, bumps and twists because there is no I-beam to transfer road shocks from one wheel to another.

#### VEHICLE HANDLING

GOOD WEIGHT DISTRIBUTION is highly important in good vehicle handling. The table below points out important advantages Chevrolet has in this area.

#### WEIGHT DISTRIBUTION (PICKUPS)

	CORVAIR 95	ECONOLINE	CHEV. ADVANTAGE
EMPTY			
Front	50%	61% (approx.)	
Rear	50%	39% (approx.)	
LOADED			
Front	46%	40% (approx.)	
Rear	54%	60% (approx.)	
WEIGHT SHIFT	4%	21% (approx.)	17% (approx.)

#### WEIGHT DISTRIBUTION (PANELS)

	CORVAIR 95	ECONOLINE	CHEV. ADVANTAGE
EMPTY			
Front	45%	58% (approx.)	
Rear	55%	42% (approx.)	
LOADED			
Front	47%	39% (approx.)	
Rear	53%	61% (approx.)	
WEIGHT SHIFT	2%	19% (approx.)	17% (approx.)

Note there is only a slight shift in weight distribution of the Corvaire 95's — from empty to loaded. This means the handling characteristics are the same no matter what load is being carried. In contrast, the Econolines have most of their weight in front when empty. The added weight of driver and passenger increases the effect. As a result, there is a noticeable difference in handling characteristics and in traction.

# CORVAIR 95 vs. ECONOLINE

## CARGO HANDLING

Chevrolet's tough, sturdy, unitized chassis with rear-mounted engine and forward controls provides an added advantage in this important area.

**IN BULK CAPACITY**, both the Rampside and the Loadside provide 80 cubic feet; Econoline pickup — 73. Ford's cubic capacity is a result of the high box sidewalls, which add to the side loading height.

**IN LOAD LENGTH** Corvair 95 Pickups have a box length nearly 9 feet long. Because of its up-front engine, the Econoline has a load length only a fraction over 7 feet.

**IN LOADING EASE** Corvair 95's are outstanding. The following chart shows a comparison of Corvair 95 and Econoline loading heights and loading entrances.

## IMPORTANT CARGO HANDLING DIMENSIONS

	CORVAIR 95 Corvan	ECONOLINE Panel	CHEV. ADVANTAGE
<b>SIDE DOOR OPENING</b>			
Width	53.5"	49.1"	4.4" (wider)
Height	49"	47.8"	1.2" (higher)
<b>SIDE DOOR LOADING</b>			
Height from Ground	14.9"	25"	10.1" (lower)
<b>SIDE LOADING HEIGHT</b>	Loadside	Pickup	
Height from Ground	41.5"	48.1"	6.6" (lower)
<b>SIDE LOADING HEIGHT</b>	Rampside	Pickup	
Height from Ground	14.9"	48.1"	33.2" (lower)

With the Corvan, Chevrolet also makes available optional full-size left-hand double doors, valuable in across-the-street operations. No such option is available on the Econoline panel.

**IN CARGO PROTECTION** the unique drop-center design of the Corvair 95 allows the load to be placed in the center of the vehicle, a location which provides a lower center of gravity. **Swing axles** provide independent suspension at all four wheels, which also contribute to cargo protection.

**IN MAXIMUM-RATED PAYLOADS** Chevrolet's unitized construction and lightweight engine team up to provide Corvair 95's with payload capacity to spare.

## PAYLOAD CAPACITIES

	CORVAIR 95	ECONOLINE	CHEV. ADVANTAGE
	Pickups	Pickup	
Maximum Payload	1,900 lbs.	1,650 lbs.	+ 250 lbs.
	Corvan	Panel	
Maximum Payload	1,800 lbs.	1,650 lbs.	+ 150 lbs.

The Corvair 95's higher capacities in this all-important area indicate more earning ability for Corvair 95 owners.

**IN LOAD-SUPPORTING ABILITY** Corvair 95's with suspension capacities of 2,500 pounds, front and rear, and spring capacities of 2,300 pounds, front and rear, are designed and built to match GVW ratings of 4,000 pounds, standard or 4,600 pounds, maximum.

Econoline vehicles with standard suspensions are rated at a GVW of 3,300 pounds. But, even here, component capacities don't match up to rated GVW. Total spring capacity is only 2,890 pounds, 410 pounds short of their GVW rating.

Econoline vehicles, with their standard 13-inch tires, have a total tire load capacity of 3,340 pounds. Corvair 95's 14-inch tires are rated at 3,900 pounds — 560 pounds more.

**MAXIMUM GVW** is attained on a Corvair 95 by adding 6-ply-rated tires only. Econoline vehicles, however, require the addition of extra-cost heavy-duty springs and shock absorbers — front and rear.

## CARGO MOVING

Corvair 95 advantages, here, begin with basic design which places engine, transmission and axle in the rear.

**POWER** is about evenly matched, with 80 hp in the Corvair 95's and 85 in the Econoline vehicles.

However, because of its rear-engine design and near-ideal weight distribution, Corvair 95's provide maximum tractive effort, loaded or empty — the ability to move loads on hills, ice, snow or mud. Because of its up-front engine, the weight distribution of an Econoline, when empty, makes the rear end comparatively light. This, of course, gives it less traction, with the result it is less maneuverable on ice, mud, or hills.

**THREE TRANSMISSIONS** are available on all Corvair 95's — a standard three-speed and an optional four-speed or a Powerglide. Econoline trucks, however, have a standard three-speed only.

**UNIPACK**, the combination engine, transmission and rear axle used in Corvair 95's, provides a new high in compactness, efficiency and versatility. In addition to performance, Unipack provides unmatched serviceability. The entire unit can be removed from the vehicle in as little as 45 minutes.

Engine access panels are conveniently located outside the vehicle to allow battery and oil checks in a matter of minutes. However, **ACTUAL ENTRY** into an Econoline cab is required to check oil, water and battery. **MINOR SERVICE AND MAINTENANCE WORK** must be done inside the cab.



## QUALITY CONSTRUCTION

Quality is the keynote of Corvaire 95 construction. DOUBLE-WALL CONSTRUCTION is used in pickup box walls, panel walls and tail gate of Corvaire 95 vehicles, while SINGLE-WALL CONSTRUCTION is used in comparable Econoline vehicles.

Corvaire 95 taillights are fully protected, while TAILLIGHT UNITS in both the Econoline panel and pickup are exposed to the loading area and possible damage by cargo.

Corvaire 95's feature a positive, two-position, all-metal check system on all double doors. Cab doors also have an all-metal check system. Door checks used on Econoline vehicles are canvas-type straps.

# CORVAIR 95's vs. VOLKSWAGEN

## THERE'S A BIG DIFFERENCE

A comparison of Volkswagen and Corvaire 95's shows that Chevrolet's Corvaire 95 vehicles have

### MORE:

- PAYLOAD CAPACITY
- CARGO SPACE
- HORSEPOWER
- CONVENIENCE

## PAYLOAD CAPACITY

	CORVAIR 95	VOLKSWAGEN	CHEV. ADVANTAGE
Maximum Payload	Pickups 1,900 lbs.	Pickup 1,764 lbs.	+ 136 lbs.
Maximum Payload	Corvan 1,800 lbs.	Panel Delivery 1,830 lbs.	- 30 lbs.

## CARGO SPACE

	CORVAIR 95	VOLKSWAGEN	CHEV. ADVANTAGE
BULK CAPACITY	Pickups 80 cu. ft.	Pickup 78 cu. ft.	+ 2 cu. ft.
BULK CAPACITY	Corvan 190.8 cu. ft.	Panel Delivery 170 cu. ft.	+ 20.8 cu. ft.

## LOAD LENGTH

	CORVAIR 95	VOLKSWAGEN	CHEV. ADVANTAGE
LOAD LENGTH	Pickups 103.1"	Pickup 102.4"	.7" (longer)
LOAD LENGTH	Corvan 120.9"	Panel Delivery 106.3"	14.6" (longer)

## CARGO HANDLING DIMENSIONS

	CORVAIR 95 Corvan	VOLKSWAGEN Panel Delivery	CHEV. ADVANTAGE
<b>SIDE DOOR OPENINGS</b>			
Width	53.5"	46.1"	7.4" (wider)
Height	49.0"	47.2"	1.8" (higher)
<b>SIDE DOOR LOADING HEIGHT</b>			
Height from Ground	14.9"	19.7"	4.8" (lower)
<b>SIDE LOADING HEIGHT</b>			
	Rampside	Pickup	
Height from Ground	14.9"	39.8"	24.9" (lower)
	Loadside	Pickup	
Height from Ground	30.9"	39.8"	8.9" (lower)

These dimensions illustrate clearly that the Corvaire 95's not only carry more — but are much easier to load.

## HORSEPOWER:

By American standards, the Volkswagen has limited power. For example, Corvaire 95's have one horsepower for every 57.5 pounds of payload and vehicle weight, while every horsepower of the Volkswagen must push 101.9 pounds — almost double the Corvaire 95's. This means that in terms of acceleration, hill climbing, moving in traffic, the Corvaire 95 will consistently outperform the Volkswagen.

## CONVENIENCE:

While Volkswagen does not publish cab dimensions, measurements reveal that the Corvaire 95 has a roomier cab which adds to driver comfort.

CAB DIMENSIONS	CORVAIR 95	VOLKSWAGEN	CHEVROLET ADVANTAGE
HIP ROOM	61.4"	56.9"	+ 4.5
HEAD ROOM	39.7"	37.3"	+ 2.4
SHOULDER ROOM	59.2"	56.9"	+ 2.3
LEG ROOM	25"	22"	+ 3

A visual comparison also shows the Corvaire 95's have the "look of quality"—double-wall construction, interior trim, dual headlights, larger tires, crank-type windows are a few examples.

Putting Corvaire 95 vehicles side by side with Ford's Econoline and Volkswagen vehicles — driving them empty or loaded — any way you want to compare them — the answer is always the same. **There are greater value, better performance, and over-all superiority in a Corvaire 95.**

# IMPORTANT EXTRA-VALUE SALES FACTS THAT HELP SELL MORE VALUE- PACKED CORVAIR 95's

- Corvair 95's exceed Econoline trucks by 300 pounds in curb weight. This represents more quality, more value, and longer vehicle life.
- The small, 13-inch tires, standard on Econoline, revolve at 853 revolutions per mile, compared to 810 for the standard 14-inch tires on Corvair 95's. A big difference, that adds up in extra wear on tires and **extra cost** for Ford owners.
- 14-inch tires are available for Econoline, but only as extra-cost optional equipment.
- The Chevrolet clutch, used with either the three- or four-speed transmissions, has 72 sq. in. of facing. Ford uses a small clutch with only 67.7 sq. in. That's over four more square inches of durability, dependability, and quality for Chevrolet.
- Corvair 95's come equipped with a dispatch box door and lock. Ford has no dispatch box door even as optional equipment.
- The Corvan features rear doors, equipped with windows, as standard equipment. An important safety and rear-vision convenience feature for which Econoline purchasers **pay extra**.

## **CORVAIR 95's**—*A completely new American design for a completely new American market!*

### REAR-ENGINE DESIGN

- ideal weight distribution—empty or loaded
- better tractive effort—on hills, mud, snow or ice

### AIR-COOLED ALUMINUM ENGINE

- less weight—more payload
- fewer parts—less maintenance
- no coolant requirements—greater operating economy

### UNIPACK COMPACTNESS WITH CONVENIENCE

- removable as a unit—easier, rapid, more economical service
- no prop shaft—makes possible:
  - low center of gravity
  - drop-center design
  - load and road stability

### SWING AXLES—INDEPENDENT REAR SUSPENSION

- greater driver comfort
- more load protection
- better tractive effort

### **AND THERE'S QUALITY CONSTRUCTION THROUGHOUT**

- **More** sheet metal
- **Double-wall** construction
- Suspensions matched to high GVW ratings
  - Springs—2,300 pounds—front and rear—
  - Total capacity—4,600 pounds
  - Suspensions and axles—2,500 pounds—front and rear
  - Total capacity—5,000 pounds
  - Tires—14" 4-ply-rated—975 pounds each, as standard—
  - Total capacity—3,900 pounds

### **Every Corvair 95...**

- ... incorporates these new design features.
- ... is loaded with extra value.

**... is Worth More Because it Works More ...  
Earns Most!**



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