

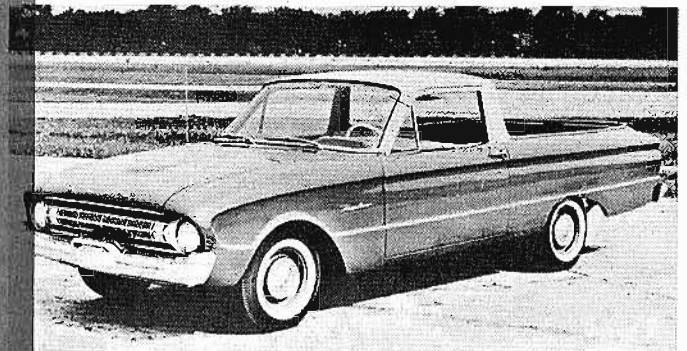
CHEVROLET TRUCK

CONFIDENTIAL:
For Chevrolet Salesmen Only

COMPETITIVE FACTS



THE EXCLUSIVE CARGO RAMP on the Corvair 95 Rampside model permits loading of heavy objects without lifting. When closed, the ramp fits securely into the body side.



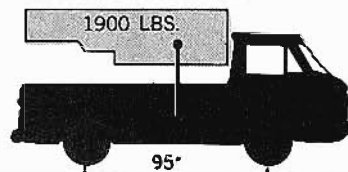
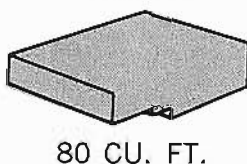
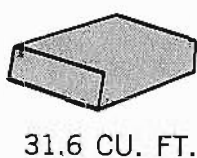
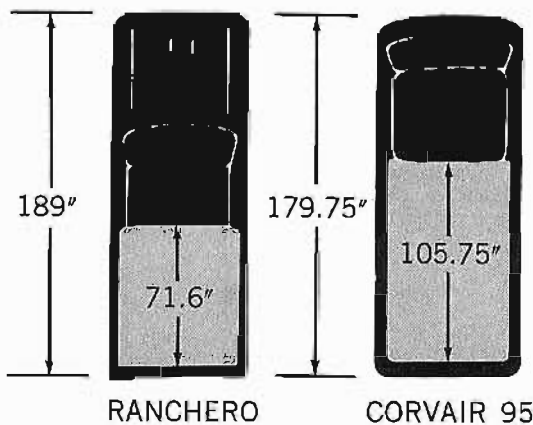
DESIGNED FOR LIGHT-DUTY, the Falcon Ranchero has a maximum payload capacity of only 800 lbs. Chassis components are essentially the same as the Falcon station wagon.

THE CHEVROLET CORVAIR 95 vs. FORD'S FALCON RANCHERO

A Lesson in Space Saving Where It Counts

Ford's Ranchero can't measure up to the Corvair 95!

- Corvair 95 pickup is almost ten inches shorter overall than the Ranchero, yet it offers over 34 inches more cargo length at floor level, and nearly 42 inches more from cab to tailgate at top of pickup box.
- The Corvair 95 pickup box is over 5½ inches wider inside.
- The Corvair 95 pickup box is deeper over its entire length, and over 13 inches deeper in the exclusive drop-floor center section.
- Corvair 95's 80 cubic feet of load space is 2½ times greater than the Ranchero's.
- Corvair 95's 1900-lb. payload capacity is more than twice the Ranchero's maximum capacity.
- Corvair 95 Rampside loading height is over 11 inches lower from ground to floor than the Ranchero's.
- Corvair 95 Unipack power team is completely contained below the load floor at the rear, leaving the center area free of drive line components and fully usable for cargo.
- Thrifty Corvair 95 power comes from the air-cooled Turbo-Air 6, permanently free of radiator, hose, pump and antifreeze problems.
- Corvair 95's almost 50-50 weight distribution puts the bulk of the load amidships for easier ride and handling.
- Corvair 95 has extra traction even without a load, because the weight of the Unipack power team keeps the rear wheels biting solidly at all times.
- Corvair 95 4-wheel independent coil spring suspension is exclusive with Chevrolet in the American truck industry.
- Corvair 95 is equipped with dual headlights. Single headlights are standard on the Ranchero.
- Corvair 95 Rampside provides cargo-handling ease unprecedented in the trucking industry.



The Corvair 95 is unique in the pickup market, combining smart good looks, extra payload capacity and build that stands up under the toughest light-duty hauling conditions.

CHEVROLET'S BEST-SELLING REGULAR 1/2-TON PICKUPS OUTWORK FORD'S RANCHERO WITH...

- **Shorter Overall Length**—The Chevrolet C1434 Fleetside and C1404 Stepside pickups are both over 2 inches shorter overall than the Ranchero—yet Chevy's load length is 6½ inches longer.
- **More Payload Capacity**—Regular Chevrolet ½-ton's have payload capacities up to 750 lbs. greater than the Ranchero.
- **Greater Power Performance**—The Ranchero's Falcon passenger car engine can't measure up to the Thriftmaster 6; it provides only ⅔ of the Thriftmaster's horsepower and shows an even greater disadvantage in torque. The Ranchero engine will have to work **hard** just to move a capacity load.

- **Stronger Chassis Components**—Ranchero chassis components lack the reserve toughness a real truck needs to take the beatings capacity loads and rough roads will dish out. Rear axle capacity is about half of Chevy's, and rear springs are barely adequate with rated payload.
- **Better Overall Economy**—Chevrolet's Thriftmaster 6 has proved its ability to provide an ideal combination of high gas mileage, low maintenance expense and long life. And for extra gas-saving ability, the Thriftmaster can be teamed up with the optional 3.38:1 rear axle at very low cost.

PROOF OF EXTRA VALUE Chevrolet's Ahead On Every Component!

	CHEVROLET Regular 1/2-ton Pickup	FORD Falcon Ranchero
Wheelbase.....	115" or 127"	109.5"
GVW (Max).....	5200 lbs	3240 lbs
(Base).....	4300 lbs	—
Payload Capacity (Max).....	1550 lbs	800 lbs
CHASSIS		
Suspension, Front—Type.....	Torsion Spring	Coil Spring
—Capacity.....	2500 lbs	1402 lbs
Springs, Front—Capacity (each).....	1250 lbs @ ground	1140 lbs @ ground
Axle, Rear —Capacity.....	3500 lbs	1870 lbs
Springs, Rear —Type.....	Coil Spring	Leaf Spring
—Capacity (each).....	1250 lbs @ ground	880 lbs @ pad
Frame—Section Modulus.....	3.39	None—Unitized
Brakes—Total Lining Area.....	167 sq in	137.2 sq in
Tires—Standard.....	(5) 6.70x15/4PR	(5) 6.50x13/4PR
—Capacity (each).....	1115 lbs	835 lbs
ENGINE (Std. 6-cylinder)		
Displacement.....	235.5 cu in	144 cu in
Gross Horsepower.....	135	85
Gross Torque.....	217	134
Clutch (Diameter; area).....	10"—100 sq in	8.5"—68 sq in
ELECTRICAL (12-Volt)		
Battery.....	53 amp-hr	40 amp-hr
Generator.....	30 amp-hr	25 amp-hr
Headlamps.....	Dual	Single
Windshield Wipers.....	Dual Electric	Dual Vacuum

DIMENSIONS

	Chevrolet		Ford
	C1404 Stepside	C1434 Fleetside	Falcon Ranchero
Overall—Length.....	186.8"	186.8"	189"
—Width.....	78.8"	78.8"	70.3"
—Height.....	70.8"	70.8"	55.1"
Body—Length.....	78.12"	78.0"	71.6"
—Width (Max).....	50"	72"	55.6"
—Width between wheelhouse.....	50"	50"	42.1"
—Height.....	17.5"	19.12"	14.6"
—Cubic Capacity.....	39.6 cu ft	60.25 cu ft	31.6 cu ft

Value-for-Value Comparison Proves It . . .
**Chevrolet's greater working ability
can save hundreds of dollars!**

Regular 1/2-ton Pickup, with all its work-proved advantages, can be sold competitively with the Ranchero. Chevrolet's truck pricing structure puts you in a position to compete with any Ranchero deal!

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