

FALL, 1963

FLEET TRUCK OUTLOOK



MORE FOR THE FLEETS FROM CHEVROLET!

MORE FOR THE FLEETS

If your fleet requires new trucks this year, this information should assist you in arriving at a sound buying decision. It's all about how one manufacturer, Chevrolet, has gone about the business of giving fleet operators more trucks to choose from . . . more truck for the money . . . more ways to lower the cost of fleet operation.

The past 5 years have been the big years of engineering progress for Chevrolet trucks. A number of new models have been introduced since the last time you bought trucks. And many new, or improved, components have been incorporated into the line. There are more trucks now, to meet more fleet needs. And you can get better built trucks, too, to help push your operating costs lower.

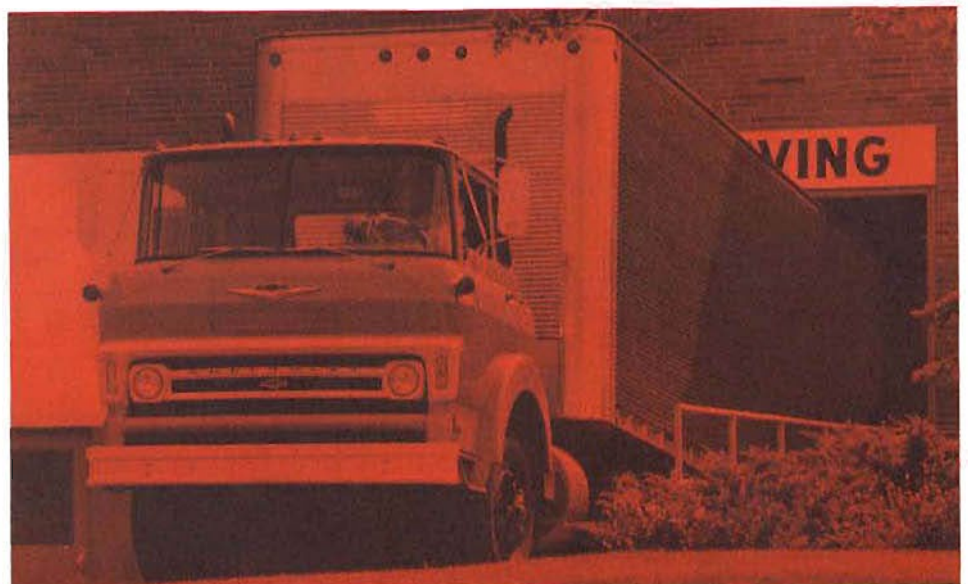
Six of the new Chevy models are pictured on this and the adjacent page. They are in addition to the basic Chevrolet line, which includes most any kind of truck a fleet can use: pickups, conventional panels, forward control chassis models, chassis-cabs in light-, medium- and heavy-duty weight classes.

Some of the important Chevrolet component advancements of the past few years are listed at the right.

In this first issue of *Fleet Truck Outlook*, we offer only a glimpse at what Chevrolet has been doing to provide you with more fleet truck value than your money bought in years past. For more detailed information, we invite you to contact your nearby Chevrolet dealer whenever it's convenient.

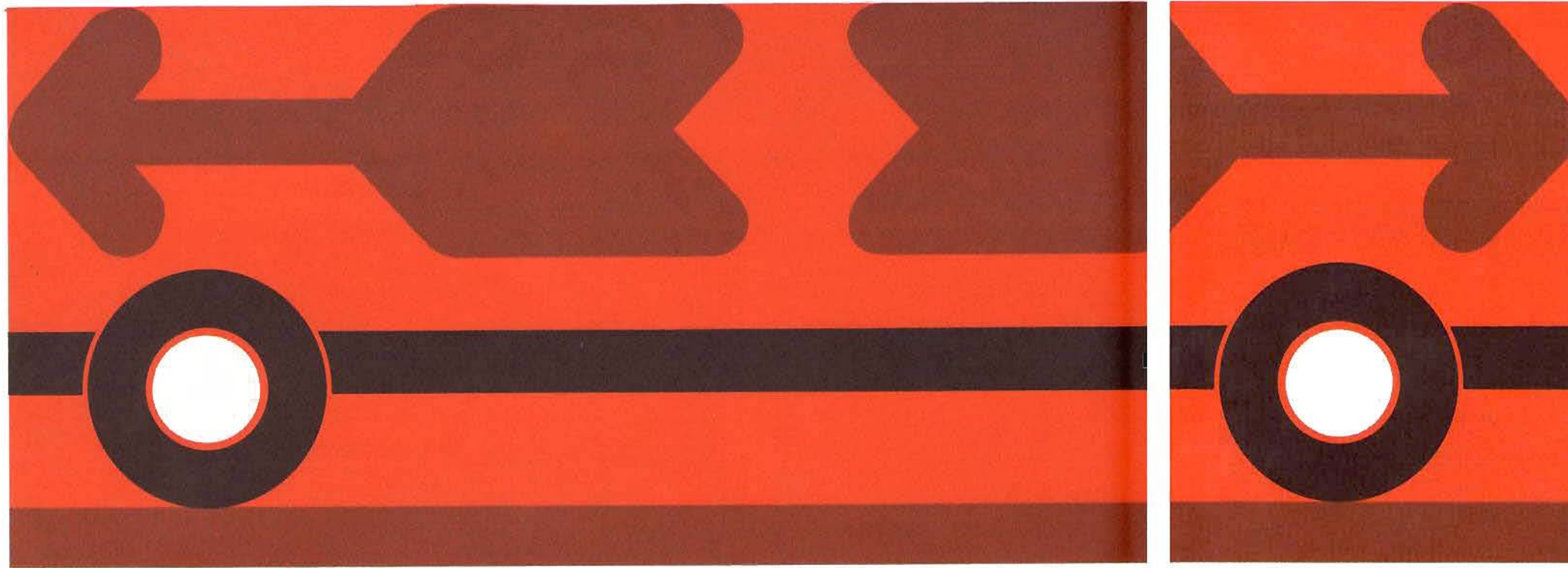


New Step-Van models—Spacious walk-in delivery vehicles, supplied by Chevrolet as a complete unit. There's a wide selection of models to choose from—11 in all for '64, including 4 brand-new hi-cube models—in body lengths of 7, 8, 10, or 12 feet.



Big payload tilt cab trucks—Introduced in 1960, the ultra-short cab gives exceptional compactness and maneuverability. Engine is easily accessible for service. GVW's to 25,000 lbs.

SINCE THE LAST TIME YOU BOUGHT TRUCKS



A whole new truck from stem to stern!

During the past few years, Chevrolet trucks have grown stronger and more efficient. More economical to operate and maintain. Suspensions, frames and six-cylinder engines are new. So are cabs, bodies and power teams for heavy-duty models. And not only new, but tougher. Longer lasting, easier on upkeep. Recent advancements such as these help make the '64 models the best Chevy fleet trucks yet:

Independent front suspensions for light-duty models—Takes the truck out of "truck ride," gives extra comfort and helps to protect the chassis from excessive jolts and jars.

New family of in-line engines—All-new 4- and 6-cylinder engines provide standard power for light- and medium-duty models. Precision-cast cylinder blocks and heads plus advanced design concepts from fan to flywheel have produced an exceptionally fine family of modern in-line engines.

Two-stage coil rear springs—Advanced 2-stage coil springs for most ½- and ¾-ton models combine with independent front suspension to give a balance of full load carrying ability and passenger-car riding qualities.

Variable-rate springs for medium- and heavy-duty models—Best way yet to handle the extremes of loading encountered in big trucks; gives an easy going ride when empty, plus full load support when loaded to top GVW.

Extra-durability enamel finishes—Harder surface, greater resistance to weathering, keeps trucks looking new much longer.

Easy-entry cab doors—Generously shaped doors give extra room for easy entry to and exit from conventional and LCF cabs. New door pillar construction also gives increased rigidity to cab for better door fit and longer cab life.

Self-adjusting brakes—All ½- and ¾-ton models are equipped with self-

adjusting brakes to help keep braking effective without the need for periodic manual adjustment.

High Torque 164 Sixes for Corvair 95s—Improved and toughened, air-cooled engines have increased displacement of 164 cubic inches. Offered in standard 95-hp version and optional 110-hp version with higher compression ratio and special high-lift camshaft.

Long-life Delcotron generators—Standard equipment on nearly all models; provides high charging rate at low engine speeds to give extra dependability to electrical system.

Positraction differential—Gives safer, surer traction on soft or slippery surfaces. Optional, some light-duty models.

34,000-lb. tandem bogie—Optional for both gasoline and diesel tandems is a 34,000-lb. Eaton-Hendrickson bogie. Standard bogie has 30,000-lb. capacity.

23,000-lb.-capacity rear axles for heavy-duty trucks—Both single- and two-speed versions have drive ratios tailored to gasoline or diesel models.

Inside-outside engine air intake—Heavy-duty 409 V8 engines have efficient temperature-regulated air intake control for greater all-around engine performance in all climates.

Diesel power for medium- and heavy-duty models—Penny-pinching 2-cycle Chevy-GM Diesel engines give an extra dimension to hauling efficiency.

Extra-capacity I-beam front axles—Heavy-duty trucks are offered with tough I-beam front axles up to 11,000-lb. capacity.

New V8 power for middleweights—High Torque 348 V8 now enables Series 60 trucks to do bigger jobs. Optional, extra cost.

8-Speed Roadranger transmission—Optional Fuller transmission extends the broad choice of drive lines in heavy-duty models.

NOW MORE THAN EVER BEFORE CHEVROLET PROVIDES A TOTAL ANSWER TO LOWEST TRUCK COSTS.

Here's the Chevrolet fleet truck story in a nutshell: the four major ways in which Chevy can help to tighten up a fleet operation.

Durability that saves on costs: a Chevrolet strong point. Chevrolet trucks are built to stay on the job, earning, and out of the repair shop. Here's a fact that offers evidence—there are far more Chevrolet trucks 10 years old or older still on the road than any other make (543,301 more than the second place truck).

Performance that saves on costs: a Chevrolet strong point. Chevrolet truck engines are well known for their ability to minimize expenses in tough service. And the Chevy power plants have never been better than they are right now. There are newly improved 6's, advanced short-stroke V8's, big-saving diesels. With a total of 11 engines to choose from, you can match the power to your job exactly for lowest cost-per-mile performance.

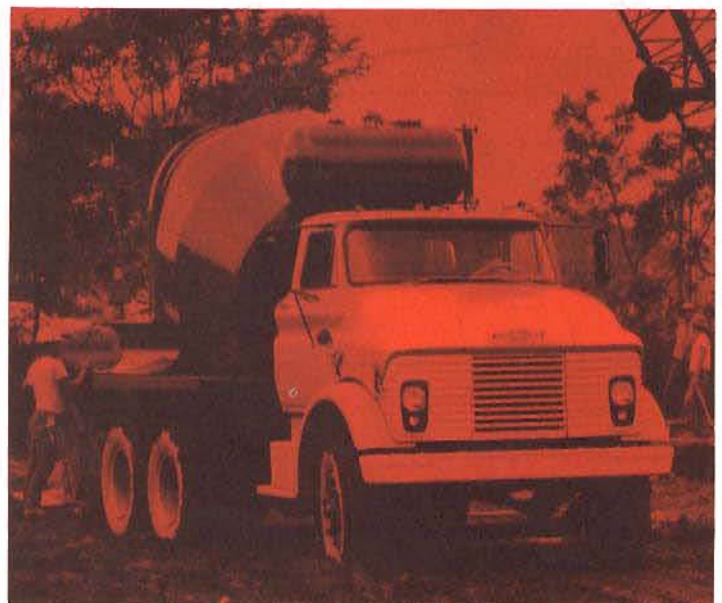
Parts availability that saves on costs: a unique Chevrolet strong point. In this vital area, Chevrolet offers unequalled advantages. With over 6,700 authorized dealers on call everywhere in the U.S. (plus the largest parts distribution system in the industry), loss of profit due to maintenance and parts replacement delay is far less likely when your truck is a Chevrolet.

Resale value: another unique Chevrolet strong point. Here Chevrolet stands head and shoulders above the field. This is borne out by an authoritative wholesale reference, Automotive Market Report. Consistently, figures published in this magazine show that Chevrolet trucks are worth more in resale value.

from the biggest FIVE years in truck design history



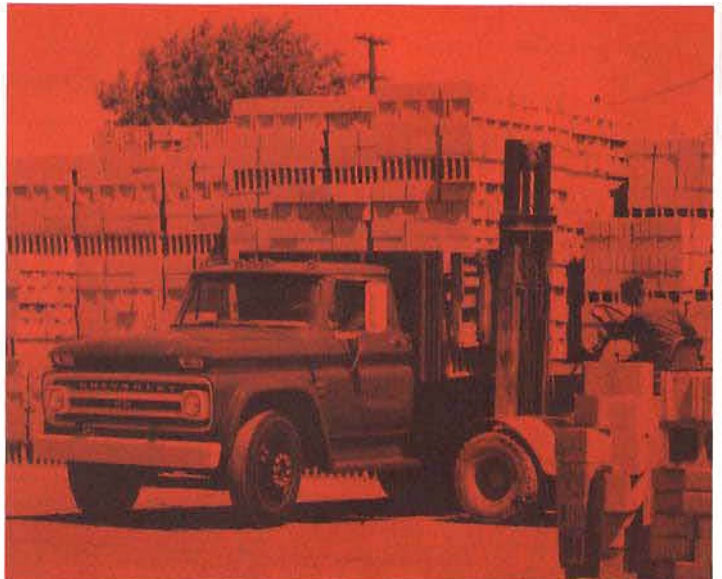
Handy Step-Van 7—This recent addition to the Chevy line gives you a big 211 cubic feet of load space on a nimble 102-inch wheelbase. Powered by an economical 153-cubic-inch 4-cylinder engine.



Diesel efficiency—Chevrolet brought out a complete line of advanced diesel models in '62. They offer the best in operating economies for all jobs that need diesel power. GCW's go up to 51,000 lbs.



Corvair 95—America's unique rear-engine truck first appeared in 1960. It offers maximum load space, nearly 50-50 weight distribution, quality construction throughout. More powerful engine for '64.



New heavyweights—Chevrolet heavy-duty trucks have been steadily strengthened by bigger V8's, bigger capacity axles, heftier frames. Thus, you can put Chevy economy to work on the toughest jobs.

