

# CONFIDENTIAL

FOR CHEVROLET DEALER USE ONLY

HERE ARE THE FACTS ON

## THE 1963 FORD 1/2-TON TRUCK LINE

*See why Chevrolet is in a better position competitively than ever before!*

Ford prices have been increased again, putting the 1963 Chevrolet truck in its best price position in four years. In spite of the price increase, Ford models are virtually unchanged for 1963—in terms of both mechanical features and appearance.

Chevrolet, on the other hand, has held the price line, but added important new selling features. There are three all-new engines, the economical High Torque 153 Four standard in the Step-Van 7, the High Torque 230 Six standard in other 1/2-ton models, and the optional High Torque 292 Six. There are rugged new ladder-type frames, new coil-spring independent front suspensions and new 2-stage coil springs at the rear. Features such as these increase Chevrolet's lead over Ford in truck quality, and will help to increase the lead in truck sales again in 1963.

The choice of Ford panel models is quite restricted again this year. They have only the limited-duty Falcon Delivery Sedan and the Econoline Van to compete with Chevrolet's full-line coverage—the regular 1/2-ton Panel, Corvan, Step-Van 7 and the multi-purpose Carryall.

# QUALITY CHEVROLET PICKUPS CAN OUTSELL FORD AGAIN IN 1963 . . .



Chevrolet C1404 Stepside—\$1549.94\*



Chevrolet C1434 Fleetside—\$1562.49\*



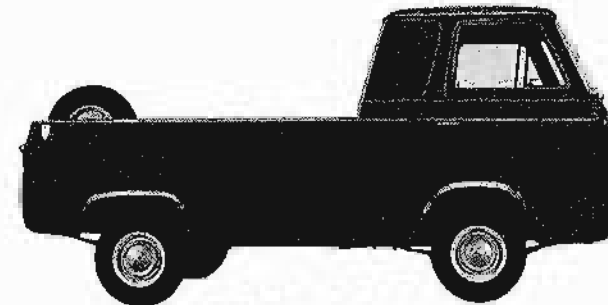
Ford F-100 Integral Styleside—\$1558.07\*



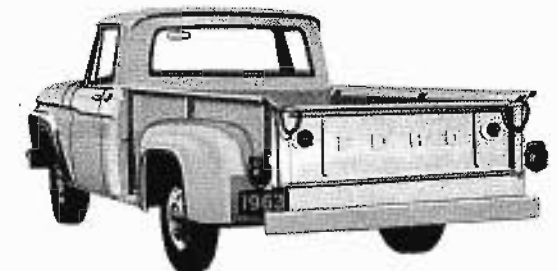
Ford Ranchero—\$1549.09\*



Ford F-100 Separate Styleside—\$1566.77\*



Ford Econoline—\$1537.95\*



Ford F-100 Flareside—\$1544.75\*

## Extra quality is the key to Chevrolet success. See how Chevrolet excels Ford!

**INDEPENDENT FRONT SUSPENSION**—With new low-friction coil springs, the extra value of this feature alone more than offsets the small price difference between Chevrolet models and Ford models with stiff-action I-beam suspension.

**MORE POWERFUL ENGINES**—Chevrolet pickups, with the standard 230 Six, are better equipped for any job than Fords with the 223 Six. And there's just no comparison in power and performance between Chevrolet's 230 Six and Ford's little 144 Six used in the Ranchero and Econoline models. And, remember, Ford does not offer a heavy-duty Six to compete with Chevrolet's big High Torque 292 Six which is available at extra cost in 1/2-ton models.

**DOUBLE-WALLED BODY SIDE PANELS ON FLEET-SIDE**—Dents on the inside of the box do not show on the outside. Also, this double construction reduces vibration and increases body strength. All Ford conventional and Econoline Pickups have single walled body construction.

**DURABLE SELECT WOOD CARGO FLOOR**—Chevrolet's wood floors give safer footing, minimize vibration and noise. Steel skid strips make cargo handling easy. Ford's metal floors, on all but Flareside models, are noisy, subject to vibration and slippery when wet. Moving cargo soon scrapes off paint causing rust spots.

**DOUBLE-WALLED INSULATED CAB ROOF**—Adds strength to cab structure, keeps out heat and cold. Ford's single wall roof has no insulation.

**WALL-TO-WALL CAB FLOOR**—Safe one-step entry enables driver to step directly into cab. Thanks to Chevrolet's low, flat floor, there's no need for a step well that collects mud and snow. Ford's inner step well narrows usable cab floor space and its metal surface is slippery when wet.

**SEPARATE CAB AND BODY ADD DURABILITY**—Chevrolet's separate cab and body construction increases durability, reduces noise and vibration, and allows a load cover to be attached at the front of the box. Ford Integral Styleside models are of one-piece construction, subjecting both body and cab to sheet metal fatigue because cab and body movement is tied together. Separate cab and body construction is only available on the higher priced Ford Separate Styleside model—at a price which exceeds that of the Chevrolet Fleetside pickup!

**ALTERNATING CURRENT GENERATORS STANDARD**—Diode-rectified alternating current Delcotron generators are standard on Chevrolet models. Ford still uses a DC generator as standard equipment, and offers an AC generator only as extra-cost (\$16.75)\* equipment.

**4-PLY TIRES STANDARD**—Chevrolet 1/2-ton models have 4-ply tires as standard equipment. Ford now uses 2-ply (4 ply-rating) tires on their 1/2-ton models.

**HIGHER RESALE VALUE**—Authoritative reports from national automotive publications show that Chevrolet light-duty trucks are consistently worth up to \$75.00 more in resale value than Ford.

## CHEVROLET PICKUPS ARE BETTER BUILT TO BE A BETTER BUY

	Regular 1/2-Ton Chevrolet Pickup	Regular 1/2-ton Ford Pickup	Econoline Ford Pickup	Ranchero Ford Pickup
GVW Rating (Maximum).....	5000 lb	5000 lb	4350 lb	3250 lb
(Base).....	4100 lb	4000 lb	3600 lb	—
Wheelbase.....	115" or 127"	114" or 122"	90"	109.5"

STARS (★) INDICATE CHEVROLET SPECIFICATION ADVANTAGES OVER FORD

### STANDARD SPECIFICATIONS

#### CHASSIS

	Regular 1/2-Ton Chevrolet Pickup	Regular 1/2-ton Ford Pickup	Econoline Ford Pickup	Ranchero Ford Pickup
Front Axle—Type.....	Independent Suspension I-beam★	I-beam★	I-beam★	Independent Suspension
—Capacity.....	2500 lb	2600 lb	2050 lb★	1402 lb★
Rear Axle—Capacity.....	3500 lb	3300 lb★	2300 lb★	1870 lb★
Springs, Front—Type.....	Coil	Leaf★	Leaf★	Coil★
—Capacity at pad.....	1050 lb	1000 lb★	855 lb★	1140 lb
Springs, Rear—Type.....	Coil	Leaf★	Leaf★	Leaf★
—Capacity at pad.....	1080 lb	1025★	1025★	880 lb★
Frame, Section Modulus.....	2.98	2.65★	Unitized	Unitized

#### ENGINE (Std. 6-cylinder)

	Regular 1/2-Ton Chevrolet Pickup	Regular 1/2-ton Ford Pickup	Econoline Ford Pickup	Ranchero Ford Pickup
Displacement (cubic inches).....	230	223★	144★	144★
Horsepower (Maximum).....	140	135	85★	85★
Torque (Maximum).....	220	200★	134★	134★
Clutch (Diameter; area).....	10"; 100 sq. in.	10"; 85.5 sq. in.★	8.5"; 68 sq. in.★	8.5"; 68 sq. in.★

#### ELECTRICAL (12-volt)

	Regular 1/2-Ton Chevrolet Pickup	Regular 1/2-ton Ford Pickup	Econoline Ford Pickup	Ranchero Ford Pickup
Generator.....	37 amp Delcotron	30 amp-hr★	25 amp-hr★	25 amp-hr★
Battery.....	53 amp-hr	40 amp-hr★	40 amp-hr★	40 amp-hr★

#### CAB

	Regular 1/2-Ton Chevrolet Pickup	Regular 1/2-ton Ford Pickup	Econoline Ford Pickup	Ranchero Ford Pickup
Roof Construction.....	Double-Wall	Single-wall★	Single-wall★	Single-wall★
Door Entrance.....	No-step entry	Step well★	Step well★	Step down★
Door Hold Open Device.....	Standard	No★	No★	Standard
Glove Box Door.....	Standard	Standard	Extra Cost★	Standard
Window frames to protect glass.....	Extra Cost	Not Available★	Not Available★	Not Available★

#### BODY CONSTRUCTION

	Regular 1/2-Ton Chevrolet Pickup	Regular 1/2-ton Ford Pickup	Econoline Ford Pickup	Ranchero Ford Pickup
Side Panels.....	Double-wall on Fleetside Wood w/steel strips	Single-wall★ Metal on Styleside★ Wood on Flareside	Single-wall★ Metal★	Double-wall Metal★
Tires (standard).....	6.70-15/4PR	6.70-15/4PR (2-ply)	6.50-13/4PR (2-ply)★	6.50-13/4PR (2-ply)★
Capacity (each).....	1115 lb	1115 lb	835 lb★	835 lb★

\*DEALER INVOICED PRICE INCLUDING FACTORY D & H

*In the 1/2-Ton Panel Field . . .*

## THERE'S TWICE THE CHOICE FROM CHEVROLET



**1/2-TON PANEL**—Combines tough truck build with big payload capacity. Carries 1300 lb of cargo; has 175 cubic feet of loadspace. High Torque 230 Six is standard engine; 292 Six or 283 V8 optional at extra cost. Maximum GVW rating is 5000 lb. *Ford does not offer a model of this type.*

**\$1799.09** (Dealer invoiced price incl. factory D&H)



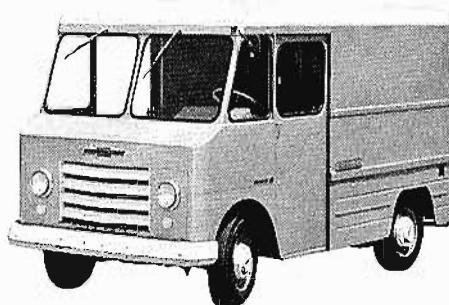
**SUBURBAN CARRYALL**—Offers unusual versatility by combining station wagon and panel truck utility. Seats up to 8 passengers or carries up to 1000 lb of cargo with seats removed. Offered with either station wagon or panel type rear doors. *Ford does not offer a model of this type.*

**\$2030.30** (Dealer invoiced price incl. factory D&H)



**CORVAN**—Chevrolet's quality-built Corvan offers many features not available at any price on Ford's Econoline Van. Greater payload capacity; wider, double-walled loading doors; lower loading height; and unobstructed driver's compartment are only a few of the Corvan advantages money can't buy on the Econoline Van.

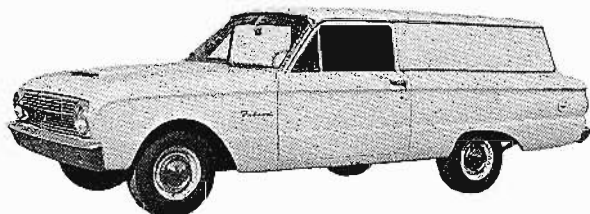
**\$1802.63** (Dealer invoiced price incl. factory D&H)



**STEP-VAN 7**—With its big 211 cubic feet of load space on a compact 102" wheelbase, plus economical 153 Four or 230 Six engine, the Step-Van 7 provides exceptional operating flexibility. There are big sliding side doors, wide double rear doors with walk-in convenience and easy handling driver controls. *Ford offers only a bare chassis model in this weight class.*

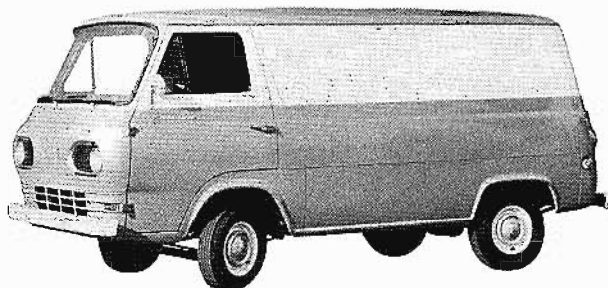
**\$1960.56** (Dealer invoiced price incl. factory D&H)

## ONLY TWO FORD MODELS LIMIT BUYER'S CHOICE



**FALCON DELIVERY SEDAN**—Because the Falcon Delivery Sedan is basically only a Falcon station wagon without side windows, it has neither the capacity nor the strength to qualify as a real truck carrying heavy loads and being subjected to rough usage. Small body has only 76.2 cubic feet of load space, and maximum GVW rating is only 3250 lb.

**\$1725.03** (Dealer invoiced price incl. factory D&H)



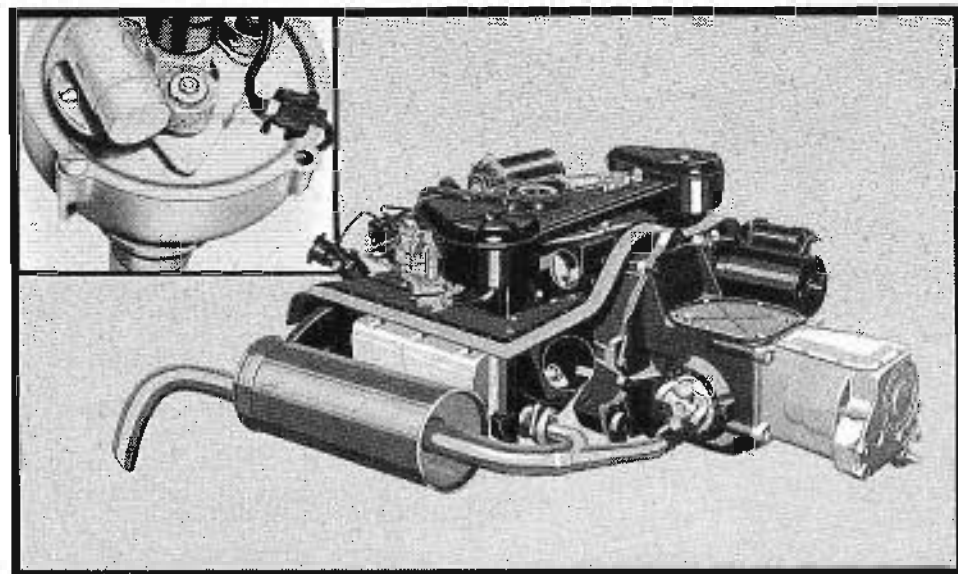
**ECONOLINE VAN**—Quality construction is conspicuously absent. Side door opening is 4" narrower and 6" higher off the ground than the Corvan's; side panels and doors are of minimal single-wall construction. Engine box in driver's compartment prevents use of full-width seat, creates excess noise, heat and fumes.

**\$1685.25** (Dealer invoiced price incl. factory D&H)

***Every Chevrolet is better built to last longer, work harder, save more!***

# NEW QUALITY FEATURES, NEW LOW PRICE MAKE CORVAIR 95 LINE MORE ATTRACTIVE THAN EVER!

## See what's new for '63



**Engine Features**—A host of new features add extra durability and reliability to the High Torque 145 Six. There are real truck engine features such as stellite-faced exhaust valves with automatic rotators to reduce burning and increase valve life. New chrome-plated top piston rings smooth break-in and help keep engine at top efficiency for thousands of extra miles. For use in especially dusty areas there is a new optional\* oil-bath air cleaner that is used in addition to the standard air cleaners, providing thorough tandem-action cleaning of air before it reaches engine parts. And an important advance in distributor lubrication is made by the use of a urethane lubricator which is saturated with a special lubricant and gives full-time cam lubrication. Now, more than ever before, the High Torque 145 Six is built for real durability in grueling truck work.

**Self-Adjusting Brakes**—Provide optimum braking at all times, increase safety and reduce brake maintenance costs. Adjusting mechanism operates automatically during reverse braking.

**Front Suspension**—Lubrication interval is extended from 1000 miles to 6000 miles by the use of improved bearing surfaces, more positive sealing of spherical joints and the use of a special lubricant. Maintenance requirements are down, while durability is up.

**Rear Suspension**—Higher rate springs as standard equipment improve ride and handling. Improved load control reduces pitch and sway.

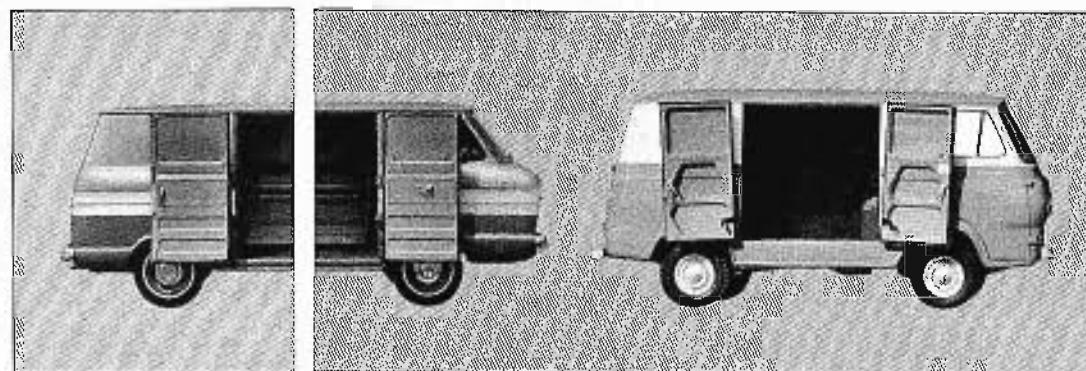
**Tire Options\***—For the first time, new *truck-type* 7.00-14 tires in 6- or 8-ply construction are offered for use in maximum duty service.

**Clutch Control**—Newly designed clutch cable routing eliminates binding, increases durability and gives more positive clutch action.

All illustrations and specifications contained in this literature are based on the latest product information available at the time of publication approval. The right is reserved with respect to Chevrolet trucks to make changes at any time without notice in prices, colors, materials, equipment, specifications and models, and also to discontinue models. CHEVROLET MOTOR DIVISION OF GENERAL MOTORS CORP., DETROIT 2, MICHIGAN.

## Basic Corvaire 95 design offers advantages over Econoline models

You don't have to be a truck expert to see why Corvaire 95's are worth more than Ford Econoline models. Corvaire 95 advantages are clearly visible to the eye. Wherever you look—loadspace, driver's compartment, engine, chassis components, basic design—Corvaire 95 quality stands out, speaks loud and clear in a language truck buyers can understand. It says QUALITY, inside and out—quality that promises outstanding reliability and durability, and makes Corvaire 95's a businessman's best investment.



Side by side, the Corvaire 95 looks lower than the Econoline Van . . . and it is . . . yet inside height is virtually the same! Load floor of the Corvaire is 6" lower and side door opening is 4" wider. Cargo space from the driver's compartment back into the cargo area. Notice the flimsy, single-walled doors and how unevenly they hang.

**Air-Cooled Rear Engine** never needs anti-freeze or radiator repairs. Features new big-truck durability features described at left.

**Near ideal weight distribution** keeps ride and handling at their best regardless of load. On Econolines, 185 lb of iron is added at the rear (bolted between load floor and fuel tank) to help counterbalance front end.

**Independent suspension** at all four wheels adds to handling ease. Balanced friction-free coil springs are sturdy enough to withstand any duty. Econoline has I-beam front axle with leaf springs front and rear.

**Full-width seat** (standard on pickups, optional\* on Corvan). Not available on Econoline.

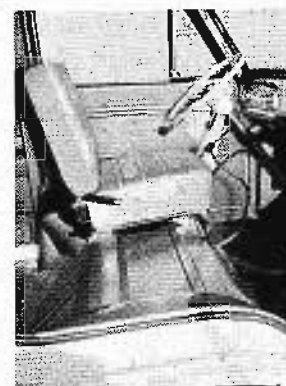
**Metal door checks** (hold-open device) standard on all doors. Not available on Econoline.

**Rampside pickups** provide convenient no-lift loading. Not available on Econoline.

**Optional 4-speed or automatic transmission** for wide-range versatility to meet all types of driving situations. Econolines offer only the standard 3-speed transmission.

**Optional\* truck-type tires** in either 6- or 8-ply construction, offered for Corvaire 95 models. Only passenger-car-type tires are offered for Econoline models.

### CORVAIR



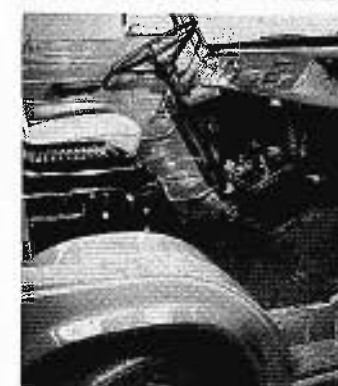
### CARGO AREA

Cargo handling is much easier with the Corvan. Corvan ground-to-floor height is 6" lower and door opening is 4" wider. Cargo area is easily accessible from the driver's compartment, too. On the Econoline Van, direct passage between driver's seat and load compartment is obstructed by the engine box.

### DRIVER'S COMPARTMENT

Driver's compartment reflects the overall excellence of Corvan's design and construction. Lower ground-to-floor height on the Corvan eliminates the need for an intermediate step and provides a wide unobstructed floor. Full-width seat or folding auxiliary passenger seat are available at extra cost. On the Econoline, floor space is greatly reduced by step wells, necessary because of its 22 1/4" ground-to-floor height. Econoline's engine box prevents a full-width seat, takes up usable floor space and creates objectionable noise, heat and fumes.

### ECONOLINE VAN



Corvaire 95 Rampside Pickup, in addition to its easy no-lift loading, provides 20 more inches of load length, 9 cubic feet more cargo space and 225 lb more payload capacity than the Econoline pickup. Typical of Corvaire 95 features, not available on the Econoline, are full-width seat, double-walled side panels and inside spare tire storage. Rear bumper, standard on the Corvaire 95, is extra cost on the Econoline. Econoline's spare tire occupies valuable loadspace and is subject to theft.



\*Optional at extra cost.