



NEW 1963 CHEVROLET TRUCKS

Work-tested on the toughest run under the sun!



Mexico's Baja (*bah'hah*) Peninsula stretches 1,000 miles south of California, a rocky finger of land curling into the Pacific.

Sportsmen's resorts, accessible mainly by air, dot its beaches — but inland lies a virtually unknown land.

A land of dust and cactus, of scorching sun, endless desert, primeval rock formations, of jutting mountains that stand saw-toothed against the sky, burned black and barren by furnace heat.

A road twists through this hot and silent country, from the California border to Cape Cabo San Lucas in the south. *It's a road that bears no resemblance*

to the fine, modern highways on the Mexican mainland. Traveled more easily by burros than motor vehicles, its rocky, dusty, pot-holed surface offers the severest challenge to any wheels that attempt to roll its 1,000-mile length.

Chevrolet, looking for the toughest performance challenge on the face of the map, selected this arduous Baja road as a testing site for the new 1963 Chevrolet trucks.

Here's the start-to-finish story of trucks, with new engines, new chassis, new reliable design, that ventured to show new working strength and efficiency by accepting the Baja challenge . . .



Roughing it with the "New Reliables"



The caravan of new '63 Chevrolet trucks crosses the Mexican border at Tijuana. The adventure begins as the Chevies head south for a test run down "the Baja," across 2,000 miles of some of the most rugged country in the western hemisphere.

The pounding starts south of Ensenada on an incredibly rough roadbed that jars the trucks every foot of the way. This beating will continue, day after day, for weeks on end.

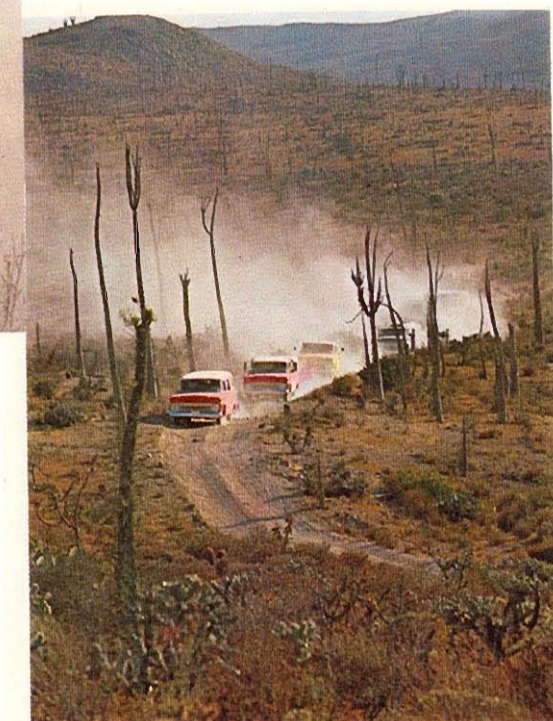


▲ Rough going through the boulder fields in the northern portion of the Baja Peninsula severely challenges new Chevrolet truck variable-rate front suspensions (medium- and heavy-duty models) and new coil-spring independent front suspension (light-duty models).



Yellow dust, fine as talcum powder, rises up continuously in blinding clouds as trucks forge ahead at speeds which seldom exceed 10 miles per hour due to the roughness of the terrain.

Seemingly endless desert and cirio cactus jungles envelop caravan during the first week of travel down the Baja trail. Roadbed of rocks or sinking sand challenges new truck performance mile after mile. Trucks maintain a steady pace—show their stamina and staying power.



On the Baja road in Mexico, the pounding never stopped as six new 1963 Chevrolet trucks — Fleetside pickup, Stepside pickup, Suburban Carryall, Series 60 Van, Series 60 Diesel Tanker and Series 80 Tandem Dump — fought through the 2,000 miles of desert and mountain terrain, traveled all the way from the California border to Cape Cabo San Lucas and back.

Virtually every foot of the way, every wheel of every truck made jarring contact with rocks or potholes or hard-packed sand. And, always, there was the dust, fine as talcum powder, and frequently so heavy that it obscured one truck from the other.

Heat, too, was part of the Baja challenge. In some areas along the peninsula the temperature stood well above 120 degrees. And there were towering mountain ranges that had to be crossed — treacherous switchback trails along sheer cliffs where a mechanical failure could have meant disaster.

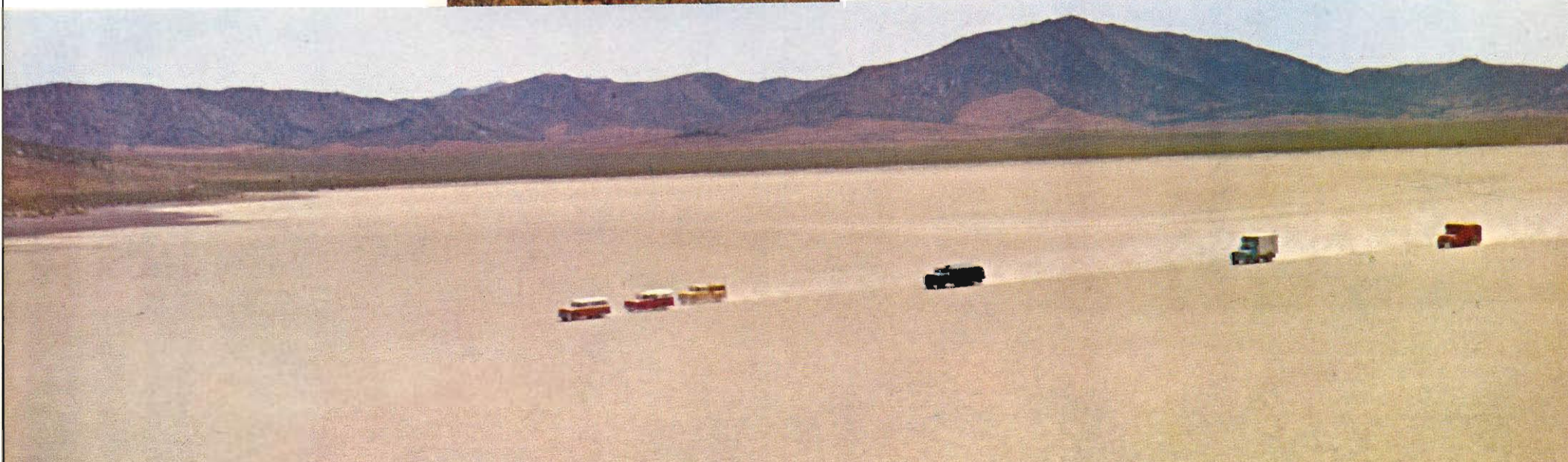
Such were the hauling conditions faced by the convoy of new 1963 Chevrolet trucks, day after day, sunup to sundown, on Mexico's Baja Peninsula.

Never before has a new truck product gone to such lengths to show the stuff it's made of. So difficult was the going that the convoy seldom averaged more than 10 miles per hour for a day's travel. The design and dependability of every truck component were put to the severest test as the new Chevies kept up a steady pace through boulder fields, cactus jungles, hub-deep sand, over burning-hot dry lake beds and up seemingly endless grades that rose from sea level to altitudes of more than 5,000 feet. No component was immune from the beating the route imposed.

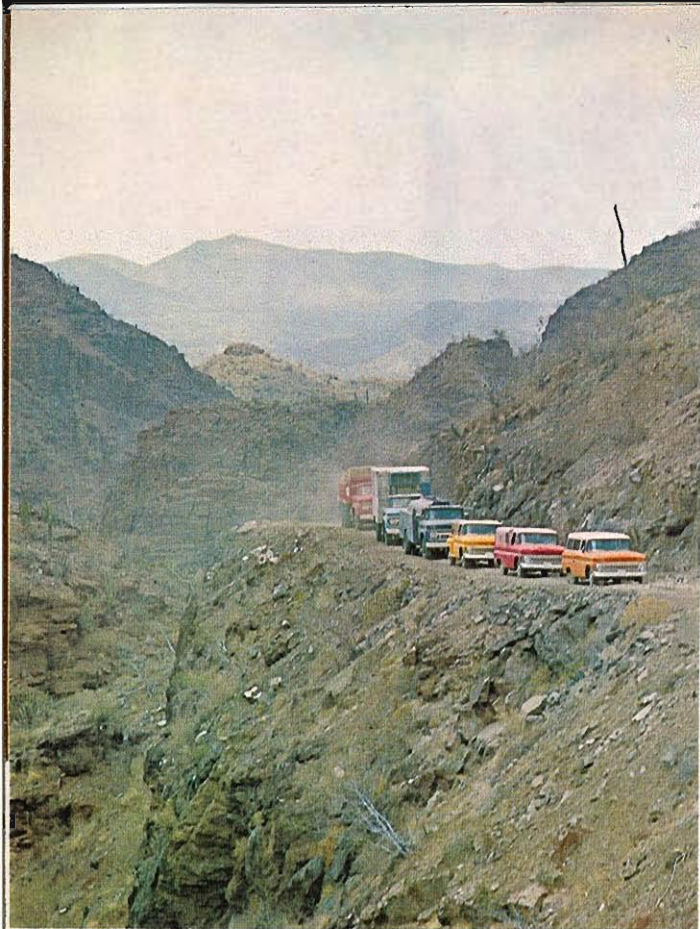
Week after week, the convoy took the worst the Baja could offer. *And in the end, all of the new Chevrolets — bodies caked with dust and with tire treads chewed ragged by the rocks — reached the end of the trail in first-class running order. Only normal maintenance and minor adjustments had been required along the route — not once had the convoy's progress been slowed because of mechanical difficulty.*

The Baja brought out the best in new Chevy engines, chassis and suspensions. Here was a run that put new Chevrolet truck engineering advancements to the test like nothing else before it. The new 6-cylinder engines, the new ladder-type frame and coil-spring independent suspension and the new variable-rate front suspension in the big trucks — all withstood the challenge and displayed performing ability that means dollar-saving efficiency on any job. The following pages present these new Baja-tested features in detail.*

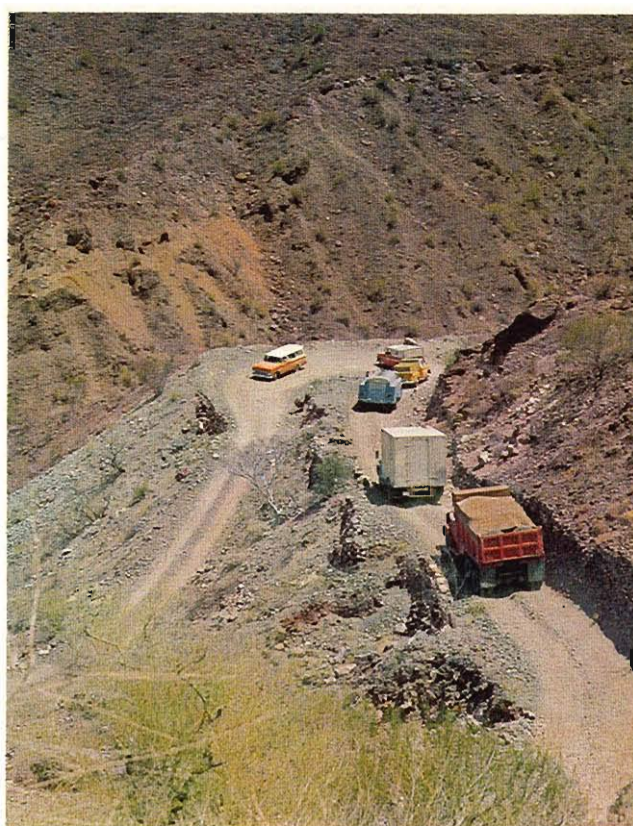
**Run started in Detroit, covered more than 8,000 miles to the tip of the Baja Peninsula and back, encountered virtually every hauling condition.*



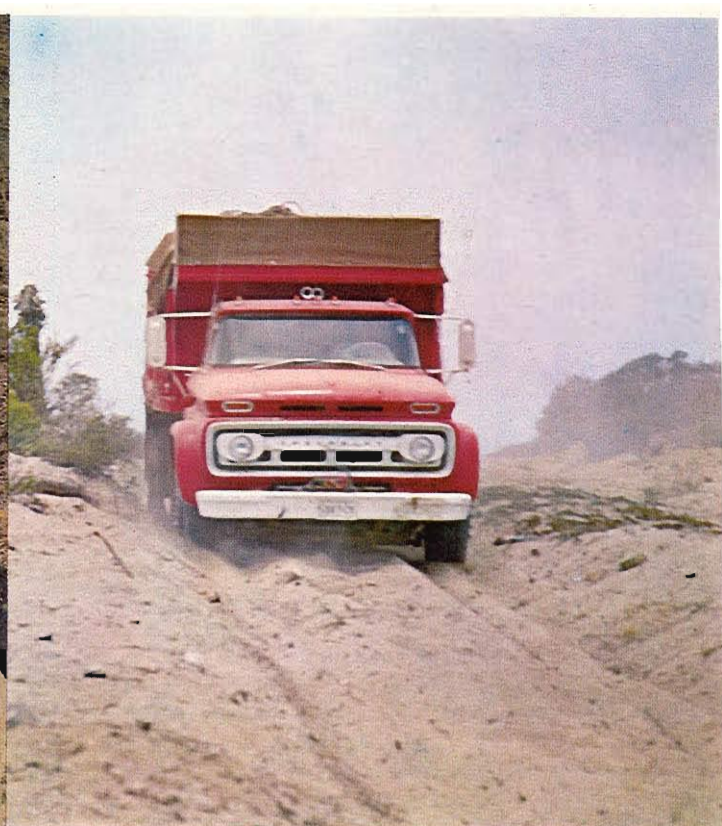
Searing heat on this dry lake bed reaches 120 degrees—extreme dust conditions continue—yet all engines (including the new Chevrolet High Torque 292 Six in the Series 60 Van and the new High Torque 230 Six in the Fleetside pickup) continue to perform flawlessly.



Long grinds in the mountains on narrow, rocky road test the mettle of trucks and drivers alike. Mechanical failure could be deadly in this region. After more than a week on the Baja trail, performance remains first-rate.



Inching around hairpin "switchbacks" for many hours on end, caravan moves from 5,000-foot peaks back down to sea level. Big Chevrolet truck brakes get a good workout here—they had to "take it" and they did.



Deep sand slowed the caravan—but didn't stop it. Here's the '63 Chevy tandem, body caked with dust, big 409 V8 putting out plenty of torque, plowing its way through.



Grueling travel in the canyon country (southern Baja) illustrates an advantage of Chevy's new trim-line design. Medium- and heavy-duty trucks, with new sheet metal contours that reduce truck width by more than 7 inches, were able to work their way through extremely tight cuts in the canyon walls. Series 60 Van pictured here was powered by the new High Torque 292 Six and it performed perfectly throughout the entire run.



Mission at San Javier in southern Baja—a rare sign of human habitation. At this point, the caravan of new '63 Chevy trucks has battled the Baja wilderness for almost two weeks, day after day, sunup to sundown—with no delays for mechanical difficulty.

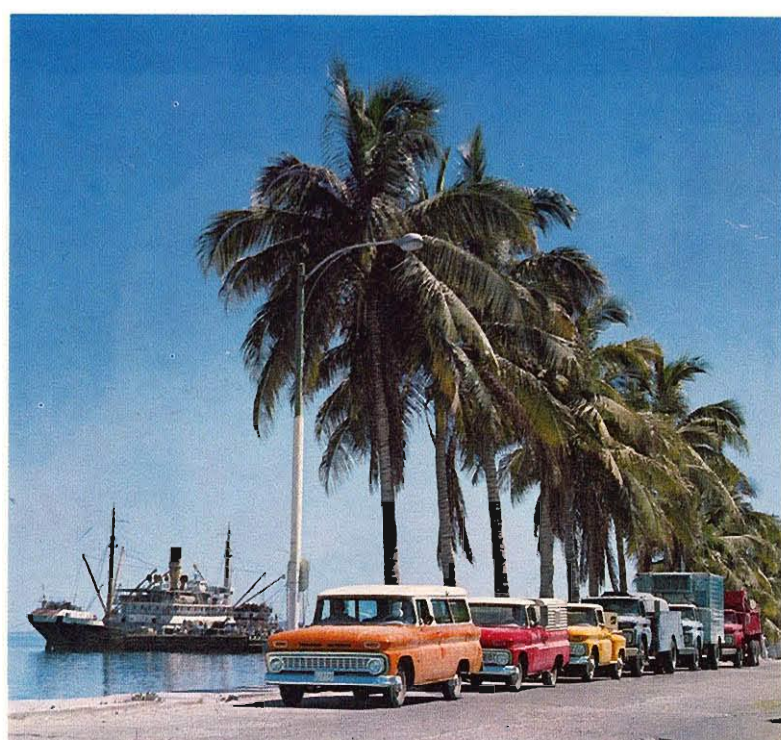


Trucks take a plunge as the trail leads them into a river. Running board deep in the murky water, the new Chevies turn on the power and grind over the boulder-strewn bottom to find trail on other side.



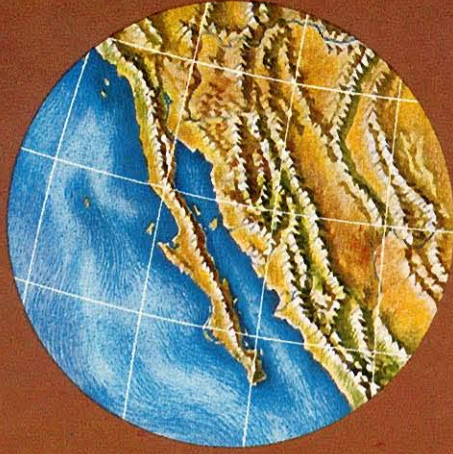
◀ Rough, rocky mountain trail—a chance for this '63 pickup's new coil-spring suspension and ladder-type frame to show how tough they really are. The new High Torque 230 Six powered this Fleetside model with peak efficiency despite constant changes in road conditions and altitudes.

▶ Dusty caravan rolls into La Paz almost 1,000 miles from the California border. The new Chevies have whipped much of the Baja's worst terrain . . . and they're still putting out good-as-new performance . . . ready for the run to the cape and then back up the peninsula to California.



Work-tested to the ends of the earth!

The New Light Duty Reliables



Suburban Carryall—The most versatile of vehicles, the Suburban Carryall combines station wagon styling with true panel truck utility; seats up to 8 passengers or carries up to 1,000 lbs. of cargo with the seats removed. Available with either panel or station wagon type rear loading doors.

NEW ENGINES! NEW CHASSIS! TIGHT, TOUGH AND TRIM NEW CHEVROLET TRUCKS

They're here and ready for *action* . . . new work-tested 1963 Chevrolet light-duty trucks . . . trimmed down, toughened up to work harder than ever! Under the hood, under the load, just about everywhere that doesn't show, these trucks are new. Chassis provide new highs in pure truck muscle; dead weight has been eliminated. GVW's on some models are reduced by as much as 200 lbs. *with no loss in payload capacity.* Chevrolet's traditional ride and handling ease are retained with new coil-spring independent front suspension based on a simplified, space-saving new design. And now two-stage coil springs in the rear balance out the suspension for an even smoother ride. For pure truck power at its best, you choose from two totally new sixes, the High Torque 230 Six or the High Torque 292 Six*. And there's the husky, powerful 283 V8*, too. With important new advances such as these and others, a new Chevrolet light-duty truck is ready right now to start putting a new brand of hauling efficiency and earning power on *your* tough jobs. *Optional, extra cost.

TOUGH NEW HUSTLE!

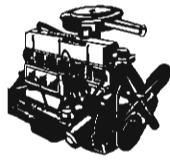
TWO TOTALLY NEW HIGH TORQUE SIXES

High Torque 230 Six—Here's new standard power for conventional models. The 230 Six employs free-breathing overhead valve design, wedge-type combustion chambers, hydraulic valve lifters and a seven main bearing crankshaft to deliver 140 hp and 220 lb.-ft. of torque at lowest cost.

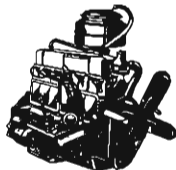
High Torque 292 Six—A big six that does a better job on extreme-duty hauls, the 292 Six employs such heavy-duty features as aluminum inlet valves, Stellite-faced exhaust valves, exhaust valve rotators, full-chromed top rings in steel belted pistons and a 7 main bearing forged steel crankshaft to work efficiently at putting out 165 hp and 280 lb.-ft. of torque.

High Torque 153 Four—Standard power for the Step-Van 7 and P10 chassis models, the 153 Four brings you the fuel-saving economy of a lightweight 4-cylinder engine for the first time. Delivering 90 hp and 152 lb.-ft. of torque, the 153 Four provides ample power for most light-duty jobs.

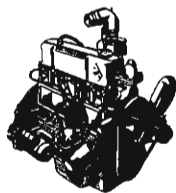
High Torque 283 V8—A proved performer with a reputation for smooth-running efficiency, the 283 V8 turns out 175 hp and 275 lb.-ft. of torque to get big loads where they're going quicker. Standard features include hydraulic valve lifters, full-flow oil filter and Moraine M-100 bearings.



NEW 230 SIX



NEW 292 SIX



NEW 153 FOUR



Fleetside models—Here are Chevrolet's popular new Fleetside models, ruggedly built and ready for action on your money runs. Three handsome new models with bodies up to 8 feet long and load capacities as high as 3,350 lbs. are out to keep costs down low. And the added

TRUCK-BUILT COMPONENTS FROM BUMPER TO BUMPER

Chevrolet light-duty drive-line components are the toughest yet for long dependable service: Rugged diaphragm-spring **CLUTCHES** are torque-tailored to the engines. Tough, quiet-shifting synchro-mesh **TRANSMISSIONS** are available with fully automatic Powerglide optional at extra cost. **DRIVE SHAFTS** are made of top quality steel tubing and precision balanced to run straight and true. A wide range of new hypoid-gear **REAR AXLES** with capacities up to 7,200 lbs. are available. Big Torque Action self-energizing **BRAKES** are standard on all light-duty models. Disc-type **WHEELS** are standard with new dual rear wheels available at extra cost on many models.

...AND TOUGH DOUBLE-WALLED QUALITY CONSTRUCTION THROUGHOUT!

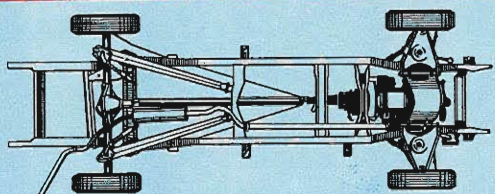
Here's strength that *works* to keep costs low—double-walled lower side panels on Fleetside pickups to protect body's exterior wall and add strength . . . double-walled insulated roof panels for extra rigidity . . . double-braced floorboard structure . . . double-strength door pillars . . . twist resistant double-walled cowl arch—all examples of quality construction you get with Chevrolet!

LEAN NEW MUSCLE!

Down under the load, Chevrolet's rugged new coil-spring independent front suspension stands ready to soak up all the punishment the worst roads can dish out and bounce back for more. Nestled compactly in the front suspension crossmember, coil springs at each front wheel deliver a smooth, friction-free ride. It's a tougher, simplified new design that retains Chevrolet's superior ride and handling characteristics.

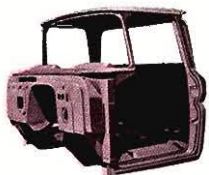
New two-stage rear coil springs automatically adjust to load and road conditions—offer less resistance for a smooth ride when lightly loaded, more resistance for top capacity and durability with a full cargo. Working with the front suspension, the result is an exceptionally smooth and even ride, even by Chevrolet's high standards.

Tough new ladder-type frames of extra high strength steel shrug off shock and offer greater resiliency than ever before. Standard 34-inch spacing between parallel heavier gauge channel side rails simplifies special body installations and newly designed crossmembers further increase strength.



COMFORTABLE, DOUBLE STRONG CABS

- Full-width deep cushioned seats
- Full-width level floors
- Reinforced box section pillars
- Double-braced floor panel
- Massive double-walled cowl arch
- Vibration reducing rubber cab and sheet metal mounts.

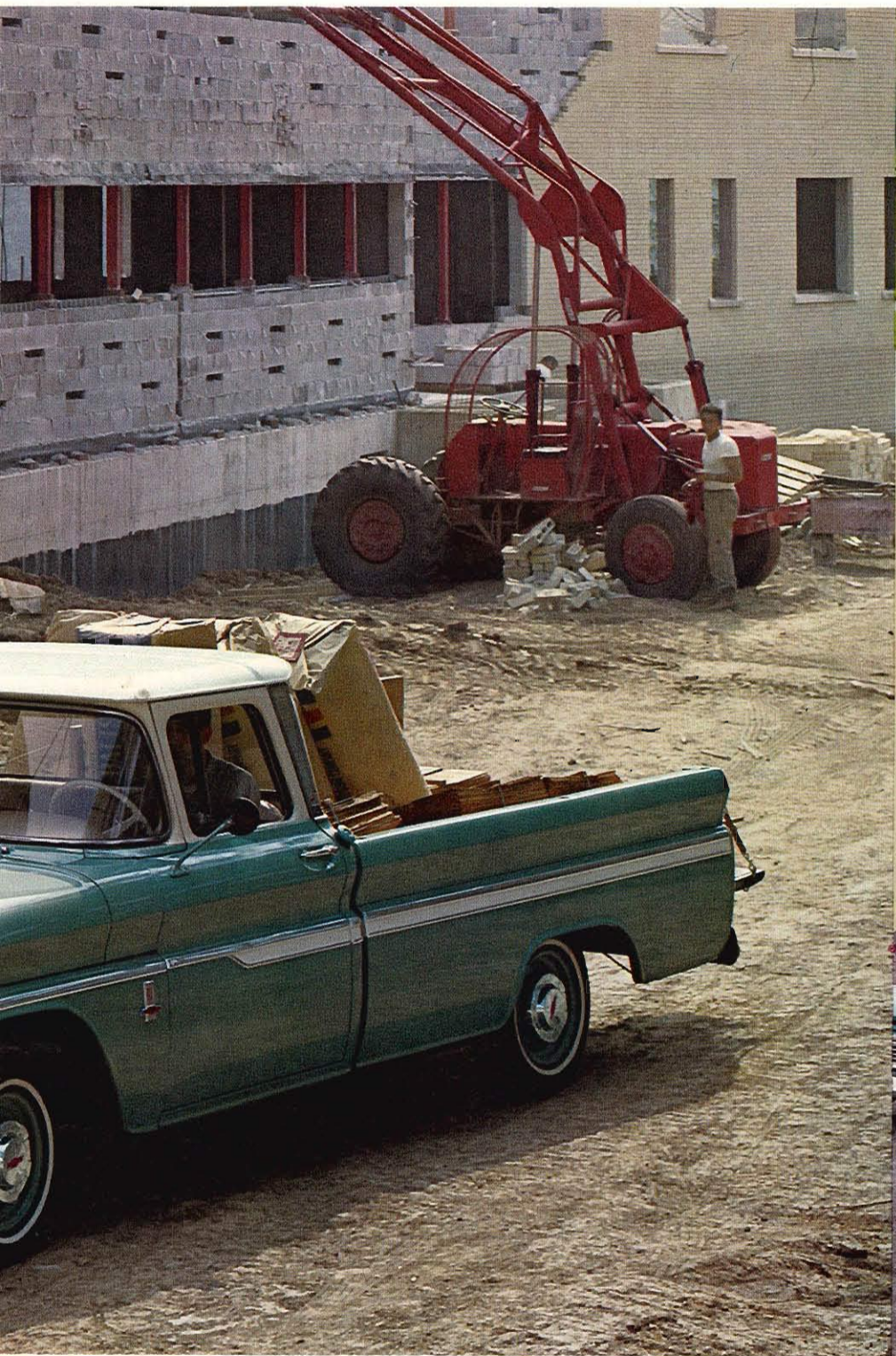




Stepside pickup—Five Stepside models in the ½-, ¾- and one-ton classes with GVW's from 4,100 to 7,800 lbs. are offered with body lengths ranging from 6½ to 9 feet. Durable select wood floors with recessed steel skid strips simplify loading. Wide choice of 6-cylinder or V8 power offers top operating economy for any job.



Panel models—Here to handle big loads with ease and efficiency, Chevrolet's 3 new panel models range in GVW's from 4,100 to 7,800 lbs.; carry up to 3,300 lbs. of cargo smoothly with new work-tested independent front suspension with coil springs and new two-stage rear coil springs as standard equipment. Bodies in 7½- and 10½-foot lengths.



convenience of wood floors with recessed steel skid strips and new work-tested suspension systems are all standard equipment with every Fleetside pickup. Great features galore—scores of reasons why Chevrolet is America's most popular pickup!



QUALITY-BUILT CORVAIR 95 TRUCKS FOR 1963

Corvaire 95 Corvan and Rampside pickup—a pair of sturdy rear-engine haulers with a well-earned reputation for easy handling, good looks and a unique brand of cargo-carrying efficiency! Compactly proportioned on a nimble 95-inch wheelbase, both models have nearly 50-50 weight distribution empty or loaded. Powered by an economical air-cooled aluminum "pancake" design engine—the High Torque 145 Six—Corvaire 95's completely eliminate cooling system maintenance and antifreeze expenses. A super-rigid frame-floor assembly replaces and outperforms the traditional combination of separate chassis frame and body floor, eliminating a major part of a separate frame's weight. All-steel, all-welded front, roof and body side panels provide maximum strength with a minimum of excess weight, thus increasing cargo-carrying capacity. For extra convenience, the Rampside model features a handy side loading ramp almost 4 feet wide that swings down to street level to roll heavy loads aboard without lifting. When closed, ramp fits flush with body side panels. The Corvan panel model offers 191 cubic feet of cargo space inside, ample room to pile in 1,700 lbs. of payload. Big wide double side doors open to a curb level load area opening 4 feet square, offering plenty of space for large bulky cargoes. Wide opening double rear doors are standard; left-hand double side doors optional, extra cost.



CHEVROLET LIGHT-DUTY TRUCK SELECTOR

Truck Type	Series or Model	Body Length	Cubic Capacity	Max. Payload or Body-Payload	Maximum GVW	
Pickups—Rampside Fleetside	R1254	8½ ft.		1,850 lb.	4,600 lb.	
	C10	6½, 8 ft.		1,500 lb.	5,000 lb.	
	C2534	8 ft.		3,500 lb.	7,500 lb.	
	K10	6½, 8 ft.		1,700 lb.	5,600 lb.	
	K2534	8 ft.		3,300 lb.	7,600 lb.	
	Stepside	C10	6½, 8 ft.		1,550 lb.	5,000 lb.
		C2504	8 ft.		3,550 lb.	7,500 lb.
		C30	9 ft.		3,700 lb.	7,800 lb.
		K10	6½, 8 ft.		1,750 lb.	5,600 lb.
		K2504	8 ft.		3,350 lb.	7,600 lb.
Panels		R1205	10 ft.	191 cu. ft.	1,700 lb.	4,600 lb.
	C1405	7½ ft.	175 cu. ft.	1,300 lb.	5,000 lb.	
	C30	10 ft.	231 cu. ft.	3,300 lb.	7,800 lb.	
	K1405	7½ ft.	175 cu. ft.	1,500 lb.	5,600 lb.	
Carryalls	C10	6-8 pass.		1,000 lb.	5,000 lb.	
	K10	6-8 pass.		1,200 lb.	5,600 lb.	
Stakes	C2509	8 ft.		3,400 lb.	7,500 lb.	
	C30	9 ft.		5,350 lb.	10,000 lb.	
Chassis-Cabs	C10	6,8½ ft.		1,900 lb.	5,000 lb.	
	C20	7,8½ ft.		3,950 lb.	7,500 lb.	
	C30	9½, 13 ft.		6,100 lb.	10,000 lb.	
	K10	6,8½ ft.		2,100 lb.	5,600 lb.	
	K20	7,8½ ft.		3,750 lb.	7,600 lb.	
	Step-Vans	P1345	7 ft.	211 cu. ft.	1,700 lb.	5,400 lb.
P20		8,10,12 ft.	276, 392 cu. ft.	2,050 lb.	7,000 lb.	
P30		8,10,12 ft.	276, 392 cu. ft.	4,600 lb.	10,000 lb.	
Forward-Control Chassis	P1342	7 ft.		3,400 lb.	5,400 lb.	
	P20	8,12 ft.		4,450 lb.	7,000 lb.	
	P30	8,12 ft.		6,950 lb.	10,000 lb.	



4-WHEEL DRIVE

Twelve models, including Fleetside and Stepside pickups, panels, Carryalls and chassis cabs. One half- and ¾-ton models; GVW's from 4,900 to 7,600 lbs.



STAKES

Three sturdy stake models with durable select wood bodies eight and nine feet in length are available in the 5,500- to 10,000-lb. GVW range.



STEP-VANS

Choose from 7 route-ready models with bodies 7, 8, 10 and 12 feet long. GVW's range from 4,300 to 10,000 lbs. Seven Forward Control chassis also available.



CHASSIS CABS

Seven chassis cab models are available in the ½-, ¾- and one-ton class with wheelbase lengths from 115 to 157 inches. GVW's from 4,100 to 10,000 lbs.

Work-tested on the toughest run under the sun!

The New Medium- & Heavy- Duty Reliables



Series 60 models—Tough medium-duty mainstay of going fleets, everywhere—GVW's from 15,000 to 19,500 lbs., GCW's to 32,000—up to 30,000 lbs. GVW and 35,000 lbs. GCW in new M60 tandems—conventional-cab, LCF and tilt cab models ranging from 97 to 197 inches in wheelbase, and school bus models up to 261½ inches—5,000-lb. front axle (7,000 in tilt cabs) and 15,000-lb. rear axle standard—28,000-lb. trailing-axle bogie in M60 tandems . . . **Series 60-H models**—Lean-muscle heavyweights at 23,000 lbs. GVW, 42,000 lbs. GCW—same broad wheelbase model lineup as 60 Series, including D60-H Diesel models—7,000-lb. front and 17,000-lb. rear axles.



Series 80 models—Chevrolet's top-line heavyweights with GVW's from 18,500 to 25,000 lbs. in single-axle models, 24,000 to 36,000 lbs. in M80 tandems—full line of conventional LCF and tilt cab models including E80 (LCF) and U80 (tilt cab) Diesels and ranging from 97- to 197-inch wheelbase—7,000-lb. front axle standard with 9,000- and 11,000-lb. options available

—18,500-lb. (single) rear axle, 2-speed standard in Diesels, two 16,000-lb. axles in 30,000-lb. bogie in M80 tandems—5-speed transmissions standard with a new wide range of optional equipment available—new extra-heavy-duty normal and close-ratio options, and 8-speed Fuller Roadranger also available.

CHEVROLET MEDIUM- AND HEAVY-DUTY TRUCK SELECTOR

	Series or Model	Stake Body Length	Maximum Body Length Range	Maximum Payload or Body-Payload	Maximum GVW	Maximum GCW
CONVENTIONAL CHASSIS-CABS	C50		8 ft. to 16 ft.	11,150 lb.	16,000 lb.	25,000 lb.
	C60		8 ft. to 20 ft.	14,250 lb.	19,500 lb.	32,000 lb.
	C60-H		8 ft. to 20 ft.	17,150 lb.	23,000 lb.	42,000 lb.
	C80		8 ft. to 20 ft.	18,350 lb.	25,000 lb.	51,000 lb.
	D60		8 ft. to 20 ft.	13,000 lb.	19,500 lb.	32,000 lb.
	D60-H		8 ft. to 20 ft.	16,100 lb.	23,000 lb.	42,000 lb.
	M60		13 ft. to 19 ft.	22,150 lb.	30,000 lb.	35,000 lb.
	M80		13 ft. to 19 ft.	26,450 lb.	36,000 lb.	51,000 lb.
LOW CAB FORWARD CHASSIS-CABS	L50		9 ft. to 18 ft.	11,000 lb.	16,000 lb.	25,000 lb.
	L60		9 ft. to 21 ft.	14,250 lb.	19,500 lb.	32,000 lb.
	L60-H		9 ft. to 21 ft.	17,150 lb.	23,000 lb.	42,000 lb.
	L80		9 ft. to 18 ft.	18,350 lb.	25,000 lb.	51,000 lb.
	E80		9 ft. to 13 ft.	16,450 lb.	25,000 lb.	51,000 lb.
TILT CHASSIS-CABS	T60		9 ft. to 21 ft.	13,800 lb.	19,500 lb.	32,000 lb.
	T60-H		9 ft. to 21 ft.	17,050 lb.	23,000 lb.	42,000 lb.
	T80		9 ft. to 19 ft.	18,200 lb.	25,000 lb.	51,000 lb.
	U80		9 ft. to 13 ft.	16,600 lb.	25,000 lb.	51,000 lb.
CONVENTIONAL STAKES	C5109	9-ft.		10,200 lb.	16,000 lb.	
	C5309	12-ft.		9,850 lb.	16,000 lb.	
LCF STAKES	L5309	12-ft.		9,900 lb.	16,000 lb.	
SCHOOL BUS CHASSIS	S50		30-36 Pupil Capacity		16,000 lb.	
	S60		42-66 Pupil Capacity		21,000 lb.	
	S60-H		54-66 Pupil Capacity		23,000 lb.	



Low Cab Forward models—Chevrolet's space-saving LCF models give you cab-forward efficiency at lowest cost, and they're available in every medium- and heavy-duty series. With overall cab length only 93¼ inches from bumper to back of cab, you get over a foot of extra cargo space in a given overall truck length, or cut overall length and wheelbase down for better maneuverability.

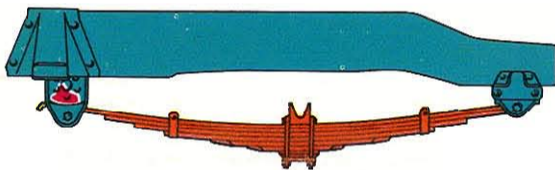
CHEVROLET'S BIG TRUCKS FOR '63 ARE ALL MUSCLE...WITH A LEAN NEW LOOK OF ACTION BACKED BY A BUILD THAT'S BRISTLING WITH YEARS-AHEAD ENGINEERING!

They're here with '63's biggest news in the big-truck field . . . a broad versatile lineup of medium- and heavy-duty Chevies with completely new job-tailored chassis, new precision-packaged power, and trim new space-saving lines. Here, for the first time in the industry, is variable-rate suspension at both front and rear for a smoother, flatter ride under all conditions. You get new stability on the road, new ruggedness under load in a system that adjusts itself automatically to give you the best ride all the time whether you're running empty or loaded to capacity.

Here, too, are efficient new High Torque sixes powering standard models up to 23,000 lbs. GVW, employing the latest in precision casting techniques to bring you more payload performance per pound, more ton-miles per dollar. And here are the industry's most advanced, efficient V8s, standard above 23,000 lbs. and available for lighter models, plus the pacesetter Series 53 Chevrolet-GM Diesels for models starting at 15,000 lbs. GVW.

Also featured are new ladder-type frames with a special brand of rawhide toughness for soaking up repeated heavy shocks without showing it. A new precision-engineered steering layout, tailored to the new front suspension, assures positive control with minimum wheel fight in the roughest kind of going. New axle and spring options are available to meet every job requirement better, and new heavy-duty transmission options offer greater-than-ever power team versatility. And there's much more — just about everywhere you look are new and improved mechanical components to make your truck work better on your job. Capping and keynoting '63's big change are lean new front-end lines with fender width substantially reduced for an extra margin of maneuverability to get you in and out of tight spots easier.

NEW VARIABLE-RATE FRONT SUSPENSION

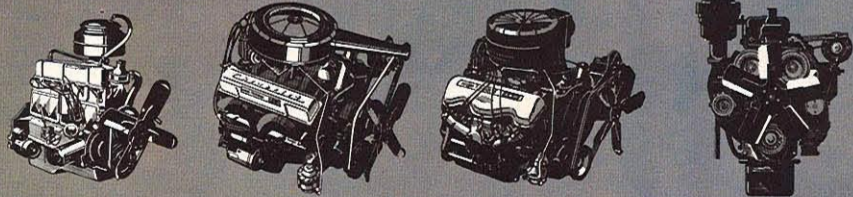


Here's a big breakthrough in big-truck chassis design — up front a *solid front axle combined with variable-rate springs*. It's a new engineering concept that offers matchless ride and roadability plus plenty of load capacity. Since trucks must operate under a wide

range of loading conditions, the variable-rate principle is a natural, and now Chevrolet has put it on the road. When running empty or with a light load, you get soft spring action for a smooth, easy ride — under heavy loads, spring action stiffens up to minimize bottoming out and reduce shocks to chassis components. And under all conditions you ride more level with less pitch and bounce on bumps, less sway on corners and curves, since variable-rate action reduces the amount springs deflect in response to weight shift or road shock impact.

The variable-rate effect results from variation of effective spring length, shortening and stiffening as springs flatten out under increasing load. Springs stiffen markedly with minimum deflection to put extra support under heavy loads or suppress wheel bounce in response to road shocks. The new front suspension features fixed front-end spring eyes pinned to heavy frame brackets for precise, positive steering control.

THE LATEST AND BEST IN BIG TRUCK POWER



High Torque 292 Six—Standard in Series 60 and 60-H models and extra-cost heavy-duty optional power for Series 50's—292 cubic inches, 165 horsepower and 280 lbs.-ft. of torque—heavy-duty valves, rings, pistons and bearings, plus forged steel crankshaft and thermostatic bypass cooling system.

High Torque 230 Six—Standard power for Series 50 models—230-cubic-inch displacement developing 140 horsepower and 220 lbs.-ft. of torque—free-breathing overhead valve design with hydraulic lifters and light-weight aero-type rocker arms—high-strength nodular cast iron crankshaft running in seven Moraine M-100 main bearings.

High Torque 283 V8—Optional at extra cost for top performance in Series 50 models—283-cubic-inch displacement develops 175 horsepower and 275 lbs.-ft. of torque—rugged, compact V8 design with short rigid crankshaft and Moraine M-100 bearings—high gas-saving 8.5 to 1 compression ratio.

High Torque 327 V8—Optional high-performance power for Series 60 and 60-H models—327 cubic inches, 185 horsepower and 305 lbs.-ft. of torque—heavy-duty equipped throughout, including aluminized inlet and Stellite-faced exhaust valves, hardened valve seats and exhaust valve rotators, M-400 main and M-500 rod bearings, and many more.

High Torque 348 V8—Standard power for all gasoline-powered Series 80 models—348 cubic inches, 220 horsepower and 325 lbs.-ft. of torque—heavy-duty valving and premium-alloy bearings, steel-belted pistons and long-life roller timing chain, high-strength forged steel crankshaft with hardened journals and thermostatic bypass cooling system.

High Torque 409 V8—Maximum-performance option for all Series 80 gasoline models—409 cubic inches, 252 horsepower and 390 lbs.-ft. of torque—full heavy-duty equipment including high-alloy steel heavy-duty valves, Moraine M-500 bearings, hardened crankshaft journals, steel-belted pistons.

Chevrolet-GM 4-53 Diesel—In-line four-cylinder diesel for Series D60 and D60-H models—212-cubic-inch displacement, 130 horsepower and 271 lbs.-ft. of torque—highly efficient two-cycle design with positive Roots-type blower scavenging, trouble-free unit fuel injection and extra-heavy-duty components throughout.

Chevrolet-GM 6V-53 Diesel—Big V6 diesel power for Series E80 and U80 models—318 cubic inches developing 195 horsepower and 423 lbs.-ft. of torque—blower-scavenged two-cycle with full-ported inlet and quadruple overhead exhaust valves for top breathing efficiency—high-precision unit fuel injection.



Series 50 models—1 1/2-ton trucks featuring sturdy ladder-type frames with straight side rails . . . 20" wheels optional at extra cost. Money-saving answer for a new wider range of medium-duty jobs—GVW's from 10,000 to 16,000 lbs., wheelbases from 133 to 175 inches—available in both conventional-cab and LCF chassis-cab models, plus three stake models—thrifty six-cylinder power standard, heavy-duty six or high-performance V8 power available at extra cost—4,000-lb. front and 11,000-lb. rear axles standard, 5,000-lb. front and 15,000-lb. single or two-speed rear axles also available.



Diesel models—Here's diesel-sized saving power for jobs all the way down to 15,000 lbs. GVW in a broad line of medium-heavy-duty Chevrolet models. Series D60 and D60-H models, 4-53 powered and conventional-cab equipped, come in the same broad wheelbase range as corresponding gasoline models. The big E80's and U80's feature the 6V-53 engine with special LCF and tilt cabs on short-wheelbase chassis to fit a wide range of tractor applications.



Tilt Cabs—The extra-short Chevrolet tilt cab, only 72 inches from front bumper to back wall, is available in every weight class from Series 60 up. Here's maximum payload efficiency with nearly three feet of extra loadable chassis space—minimum overall length and wheelbase for easiest handling with a given body size. Also, there's unmatched maintenance accessibility to engine and front end components, completely exposed with an easy counterbalance-spring-assisted lift of the cab.

NEW TRIM-LINE CAB CONTOURS

New narrower fenders for medium- and heavy-duty conventional-cab '63 Chevies give you an extra edge in close-quarter maneuverability. With overall width reduced by over 7 inches, you gain more than 3 1/2 inches of extra clearance on each side, often the difference between making it and trying again.



SEE THEM AT YOUR CHEVROLET DEALER'S NOW...THE BAJA-TESTED "NEW RELIABLES" FROM CHEVROLET FOR 1963!

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1963 

You may never run your truck through scorching desert heat, over barren rock-strewn paths or across a mountain range. But Chevrolet's grueling test on Mexico's Baja Peninsula makes one fact clear: Chevrolet trucks have it like never before... a tight, tough, trim build that's pure truck muscle... a way with work that'll put you dollars ahead every day. See for yourself. Drive one now at your Chevrolet dealer's.

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