

FULL LINE / GASOLINE & DIESEL

# 1964 CHEVROLET TRUCKS



## More truck... more trucks for '64



### 1964 FULL-LINE TRUCK SELECTOR

Model or Series	Body Size (ft.)	Max. GVW Rating (lb.)	Wheel-base (in.)
<b>Fleetside Pickup</b>			
C143A	6½	5,000	115
C153A	8	5,000	127
C253A	8	7,500	127
K1434 (4WD)	6½	5,600	115
K1534 (4WD)	8	5,600	127
K2534 (4WD)	8	7,600	127
<b>Stepside Pickup</b>			
C1404	6½	5,000	115
C1504	8	5,000	127
C2504	8	7,500	127
C3604	9	7,800	133
K1404 (4WD)	6½	5,600	115
K1504 (4WD)	8	5,600	127
K2504 (4WD)	8	7,600	127
<b>Rampside Pickup</b>			
R1254	8½	4,600	95
<b>Carryall</b>			
C1406, C1416	6-8 pass.	5,000	115
K1406, K1416 (4WD)	6-8 pass.	5,600	115
<b>Panel</b>			
C1405	7½	5,000	115
C3605	10	7,800	133
K1405 (4WD)	7½	5,600	115
<b>Delivery Van</b>			
R1205 (Corvan)	8	4,600	95
Series P10 (Step-Van)	7-8	5,400	102

Model or Series	Body Size (ft.)	Max. GVW Rating (lb.)	Wheel-base (in.)
<b>Delivery Van—Continued</b>			
Series P20 (Step-Van)	8-12½	7,000	104-137
Series P30 (Step-Van)	8-12½	10,000	104-137
<b>Stake</b>			
C2509	8	7,500	127
C3609	9	10,000	133
C5109	9	16,000	133
C5309	12	16,000	157
L5309 (LCF cab)	12	16,000	145
<b>Conventional Cab &amp; Chassis</b>			
C1403	6-6½	5,000	115
K1403 (4WD)	6-6½	5,600	115
C1503	7-8	5,000	127
K1503 (4WD)	7-8½	5,600	127
C2503	7-8½	7,500	127
K2503 (4WD)	7-8½	7,600	127
C3603	7-9½	10,000	133
C3803	9½-13½	10,000	157
Series C50	8-16½	16,000	133-175
Series C60	8-20	21,000	133-197
Series C60-H	8-20	23,000	133-197
Series C80	8-20	25,000	133-197
Series D60 (Diesel)	8-20	21,000	133-197
Series D60-H (Diesel)	8-20	23,000	133-197
<b>LCF Cab &amp; Chassis</b>			
Series L50	9-18	16,000	133-175
Series L60	9-21	21,000	133-197
Series L60-H	9-21	23,000	133-197
Series L80	9-18	25,000	133-175
Series E80 (Diesel)	9-13	25,000	133-145

Model or Series	Body Size (ft.)	Max. GVW Rating (lb.)	Wheel-base (in.)
<b>Tilt Cab &amp; Chassis</b>			
Series T60	9-24	21,000	97-175
Series T60-H	9-24	23,000	97-175
Series T80	9-19	25,000	97-145
Series U80 (Diesel)	9-13	25,000	97-109
<b>Tandem-Axle Chassis</b>			
Series M60 (conv. cab)	11-19	30,000	157-193
Series M80 (conv. cab)	11-19	36,000	157-193
Series W80 (LCF cab Diesel)	11-19	36,000	145-181
<b>School Bus Chassis</b>			
S5302	30-36 pupils	16,000	157
Series S60	42-66 pupils	21,000	197-262
Series S60-H	54-66 pupils	23,000	243-262
<b>Chassis &amp; Cowl/Windshield</b>			
C1402/12	—	5,000	115
C2502/12	—	7,500	127
C3602/12	—	10,000	133
Series C50	—	16,000	133-175
Series C60	—	21,000	133-175
Series C60-H	—	23,000	133-175
<b>Forward-Control Chassis</b>			
P1342	—	5,400	102
Series P20	—	7,000	104-137
Series P30	—	10,000	104-137

You've seen here a few of the highlights of the big, new line of Chevrolet trucks. You've read about what goes into them... what makes them the toughest money-makers any truck operator can own. But the real proof is at your Chevrolet dealer's. He has the trucks and the truck know-how to demonstrate conclusively that Chevrolet is your best buy for dependable, economical hauling. See him soon and see why we say that Chevrolet offers *more truck and more trucks* than ever before!

**QUALITY TRUCKS COST LESS**



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**ALL THE BIG  
ADVANCEMENTS  
OF THE PAST  
5 YEARS... NOW  
WRAPPED UP IN  
ONE GREAT LINE  
OF TRUCKS...**

***New in the line since '59:***

- NEW independent front suspension  
(light-duty models)***
- NEW variable-rate rear suspension***
- NEW variable-rate front suspension  
(medium- & heavy-duty models)***
- NEW 6-cylinder engines***
- NEW V8 engines***
- NEW 4-cylinder power***
- NEW diesel engines***
- NEW diesel models***
- NEW tilt cab models***
- NEW El Camino pickups***
- NEW school bus models***
- NEW Forward Control models***
- NEW Step-Van 7 models***
- NEW Corvair 95 models***
- NEW double-strong pickup bodies***
- NEW cab comfort and strength***
- NEW rear axle options***
- NEW wider choice of transmissions***
- NEW ladder-type frames***
- NEW heavy-duty power team  
components***
- NEW trim-line styling***
- ... and many more advancements  
in every weight class ...***

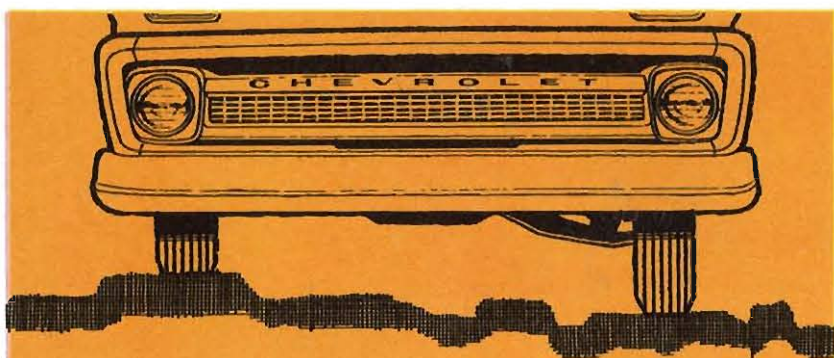


# CHEVROLET FOR '64!

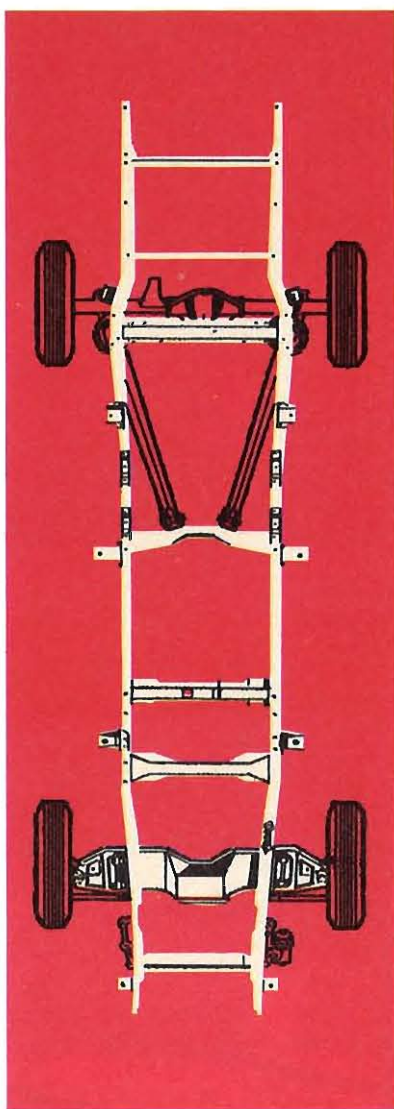
*If this is your year to buy a new truck, what a lot more truck you'll get for your money! New features by the score, new value unheard of just five years ago, make these new '64 Chevy trucks the stand-outs of the Sixties. On these pages, you'll see the ways we've found to build better trucks for every kind of work, yours included!*



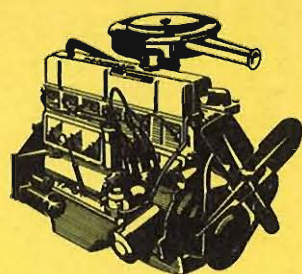




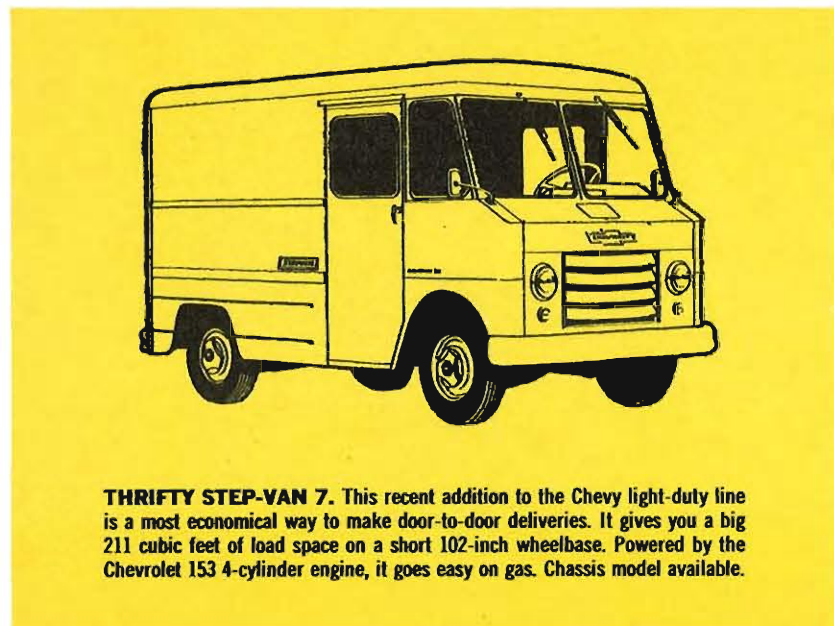
**TRUCK-AND-LOAD-SAVING INDEPENDENT FRONT SUSPENSION.** First introduced in 1960, this was, and is, a major breakthrough in truck design. Each wheel, suspended by a rugged control arm, is free to step nimbly over bumps. One wheel's action doesn't affect the other. The truck rides smoother, much like a passenger car. Truck components and cargoes (and drivers) take less of a beating. Everything lasts longer. You get I.F.S. on all light-duty Chevis except Series P20 and P30 Forward Control Chassis and Step-Van models and 4-wheel drives.



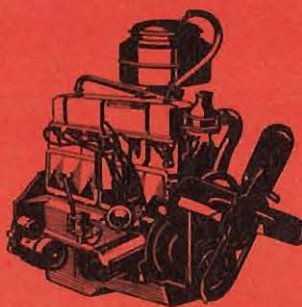
**TOUGH LADDER TYPE FRAMES.** For more than a year now, Chevrolet light-duty trucks have been strengthened by tough frames of ladder design—frames that are strong, for hard work, yet resilient also, to meet varying road and load conditions. The 34" width eases installation of special bodies; drop-center design allows lower truck floor height.



**NEW 6-CYLINDER EFFICIENCY—High Torque 230 Six.** In '63, Chevy's famous truck 6's were made even more efficient. New manufacturing techniques cut dead weight—added to durability, economy pulling power and torque. The new 230 Six, standard in conventional light-duty models, delivers 140 hp, 220 ft.-lbs. of torque . . . provides premium features such as 7-main-bearing crankshaft and hydraulic valve lifters.



**THRIFTY STEP-VAN 7.** This recent addition to the Chevy light-duty line is a most economical way to make door-to-door deliveries. It gives you a big 211 cubic feet of load space on a short 102-inch wheelbase. Powered by the Chevrolet 153 4-cylinder engine, it goes easy on gas. Chassis model available.

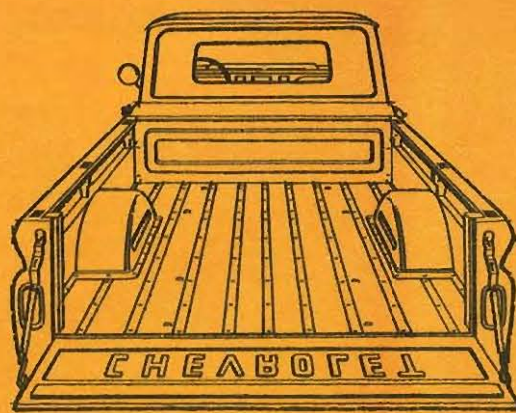


**NEW 292 SIX—MOST POWERFUL SIX EVER BUILT BY CHEVROLET.** This extreme-duty Six, with new lighter-weight construction similar to the 230 Six, puts out 170 hp, 275 ft.-lbs. of torque—with heavy-duty features such as Stellite-faced exhaust valves and full-chrome top rings for hardest work. It's optional, extra cost, in light-duty and Series 50 models . . . standard in Series 60.

# THE BIG ADVANCES OF THE LAST 5 YEARS...



**CORVAIR 95—AMERICA'S UNIQUE REAR ENGINE TRUCK.** In the years since '60, Chevrolet has remained exclusive among U.S. truck builders in providing light-duty haulers with the special benefits of rear engine truck design. Corvair 95 has been a notable success—and for good reasons. The engine in the rear affords maximum load space and nearly 50-50 weight distribution. It's the handsomest of trucks, quality built in every detail. It offers road-smoothing coil springs at all four wheels, tough unitized body-frame construction, big wide-opening doors. And for '64 it's better than ever, with a new more powerful version of the air-cooled aluminum engine that includes many new durability features. There are new self-adjusting brakes, too, and new higher rate rear springs . . . all available in either Corvan panel or Rampside pickup models.



**DOUBLE-STRONG PICKUP BODIES.** The Chevrolet pickup truck body, continuing to evolve year by year, has become an industry stand-out for strength and quality. Fleetside body sides, for example, are of double-walled steel construction, so that dents on the inside don't mar exterior appearance. Body floors of carefully selected wood are made to last, minimize rust problems, give better footing. And the extra-sturdy tailgate won't sag under a load; when it's closed, it seals cargo in tightly.



**MAINTENANCE-SAVING BRAKES.** The big, safe Torque-Action brakes in Chevy light-duty models (self-energizing for extra stopping power with less pedal pressure) are now self-adjusting to keep braking at maximum effectiveness without the need for periodic manual adjustments.



**NEW CAB STRENGTH.** Extra insulation for '64 provides even more protection against weather and sound. There's a new easy-entry door configuration, too . . . plus the extra strength of double panel roof, double-braced floor, box-section door pillars, massive double-walled cowl arch.

**SMOOTH VARIABLE-RATE COIL REAR SUSPENSION.** It helps insure the smoothest truck ride in the industry . . . gives soft springing for an easy ride when lightly loaded, then stiffens up with a full cargo for top capacity and durability.







**NEW!** **EL CAMINO PERSONAL PICKUP!** You're looking at the newest thing on wheels—the new glamor leader of Chevy's light-duty set! Combining the sleek low lines and luxurious interior of a '64 passenger car with the business ability of a light truck, El Camino is ready to answer a lot of needs for a lot of people—sportsmen, suburbanites, salesmen, farmers, or you-name-it. In this new charmer, you'll go first class. Bucket seats and 4-speed floor shift are among the sporty options available at extra cost. Full Coil suspension makes the riding soft and easy, and you can choose from four dashing models, Standard or Custom, with spirited six or high performance V8 power.

**FLEETSIDE AND STEPSIDE PICKUPS** The most popular pickups in the land are offered in 14 models for '64. There are stylish Fleetside pickups and handy Stepside pickups with side running boards. Four-wheel drive is available, as well as a wide selection of body sizes to meet any hauling need. The thrifty 230 Six engine is standard; the extra punch of 283 V8 or 292 Six is optional at extra cost.

# IN THE BEST LIGHT-DUTY CHEVIES YET!

## More truck for the money... more trucks to choose from!

The years since you bought your last truck have been the big years of engineering progress for Chevrolet. In the light-duty line, presented here, important advancements have improved virtually all phases of performance.

Chevrolet's famous truck 6's, for example, have been made even more efficient. And a revolutionary suspension system has put the old-time "rough truck ride" out to pasture for keeps.

Cabs are stronger, longer lasting, and better insulated against weather. Fleetside pickup body sides are double-walled . . . frames and chassis components are tougher. In just about every way possible, there's more truck for the money—more economy, more durability, more quality.

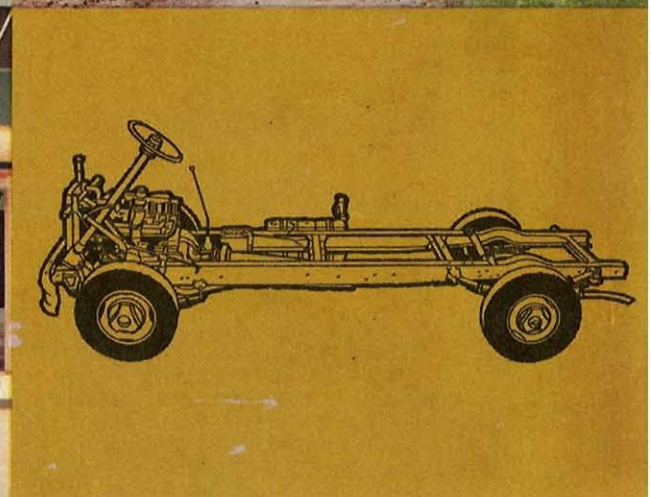
There are more trucks to choose from, too. This year, for instance, if you're a door-to-door hauler, you can select from 10 roomy Step-Van models. Or your work might require the thrift of the 102-inch wheelbase Step-Van 7 introduced two years back.

The 1964 Chevrolet light-duty lineup also includes 14 versions of America's most popular pickup . . . a new improved edition of Corvair 95 (America's quality-built rear-engine truck, panel or pickup) . . . the glamorous all-new El Camino pickup . . . a broad choice of panel trucks, chassis-cabs, stakes, Step-Vans and work-or-play Suburban Carryalls.

If you need a new light-duty truck this year, we refer you to these models that offer all the benefits of the biggest 5 years in truck design history—the '64 Chevrolets!

**BIG CHOICE OF PANELS.** Four stylish Chevy panel models for '64 with smooth independent front suspension and quality construction throughout take big cargoes of up to 3,300 lbs. Bodies 7½ or 10 feet long are available. Thrifty 6-cylinder power is standard; heavy-duty 6 or V8 power is optional at extra cost.

**HUSKY STAKES.** Two tough-built stake models for '64 with 8- or 9-foot bodies haul big loads (up to 5,150 lbs.) easily and economically. Advanced suspension protects driver and load; advanced 6-cylinder or optional (extra cost) 6-cyl. or V8 power moves big loads with thrift. Long-lasting hardwood racks are supported by steel-lined stake pockets.



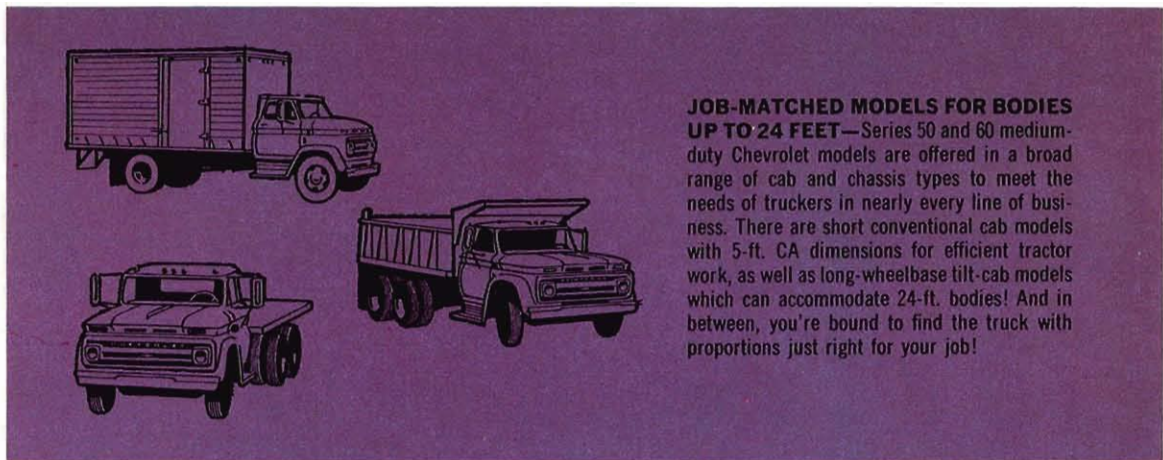
**NEW STEP-VANS.** Chevy offers more Step-Van models than ever before for '64 to meet more specialized delivery needs. Four new models with more spacious bodies raise the Step-Van choice to 11 models. Walk-in bodies come in 7-, 8-, 10-, or 12-foot lengths with payload ratings up to 4,550 lbs. Sliding side doors, double rear doors are standard.

**FORWARD CONTROL CHASSIS.** To accommodate the special body of your choice, Chevrolet offers 6 rugged forward control chassis models for '64 with 104", 125", or 137" wheelbase lengths. Features include High Torque 230 Six, optional 292 Six, I-beam front suspension ladder-type frame, easy ball-gear steering.





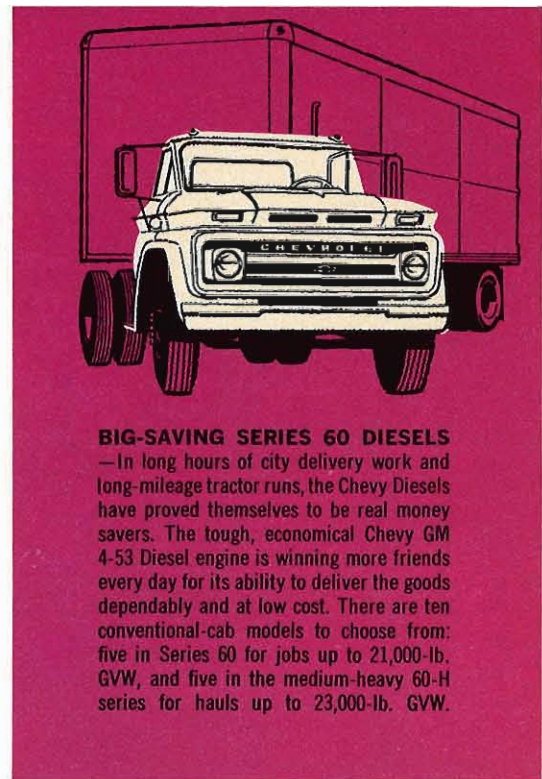
**NEW! SERIES 60 TANDEMS!** Early in 1963 new trailing-axle tandems with maximum GVW ratings of 30,000 lbs. were introduced to meet the demand for economical tandem-axle units with substantial load carrying ability. With a conventional cab on wheelbases ranging from 157 to 193 inches the new Chevy tandems are suited to a variety of bodies as well as light-tractor operations. A full range of High Torque Six and V8 engines, as well as a selection of 4-speed and 5-speed transmissions, team with the 28,000-lb. tandem bogie for great versatility.



**JOB-MATCHED MODELS FOR BODIES UP TO 24 FEET**—Series 50 and 60 medium-duty Chevrolet models are offered in a broad range of cab and chassis types to meet the needs of truckers in nearly every line of business. There are short conventional cab models with 5-ft. CA dimensions for efficient tractor work, as well as long-wheelbase tilt-cab models which can accommodate 24-ft. bodies! And in between, you're bound to find the truck with proportions just right for your job!



**TOUGH-BUILT TILT CAB MODELS**  
—Rugged, roomy tilt cabs with short 6-ft. BBC dimension are offered on five Series 60 models ranging in wheelbase from 97 to 175 inches. This ultra-modern cab design becomes more popular each year with progressive truckers because of its special advantages: big CA dimension on a short wheelbase, greatly simplified maintenance and more efficient front-axle loading.

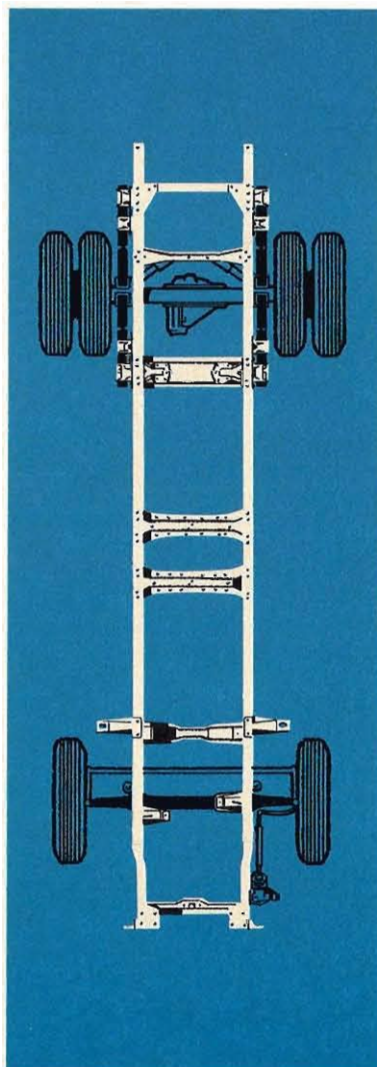


**BIG-SAVING SERIES 60 DIESELS**  
—In long hours of city delivery work and long-mileage tractor runs, the Chevy Diesels have proved themselves to be real money savers. The tough, economical Chevy GM 4-53 Diesel engine is winning more friends every day for its ability to deliver the goods dependably and at low cost. There are ten conventional-cab models to choose from: five in Series 60 for jobs up to 21,000-lb. GVW, and five in the medium-heavy 60-H series for hauls up to 23,000-lb. GVW.

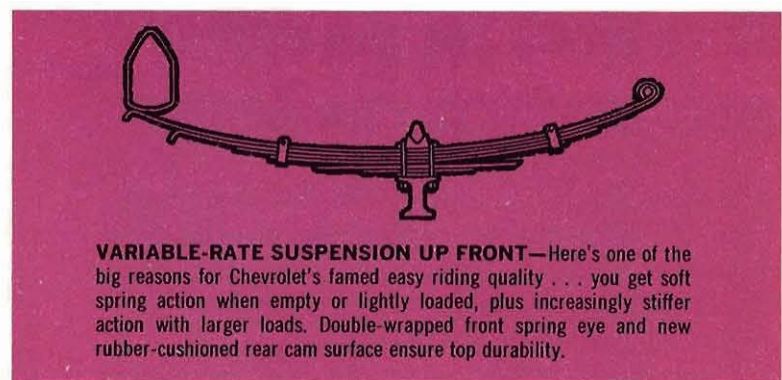
# THE BIG ADVANCES OF THE LAST 5 YEARS..



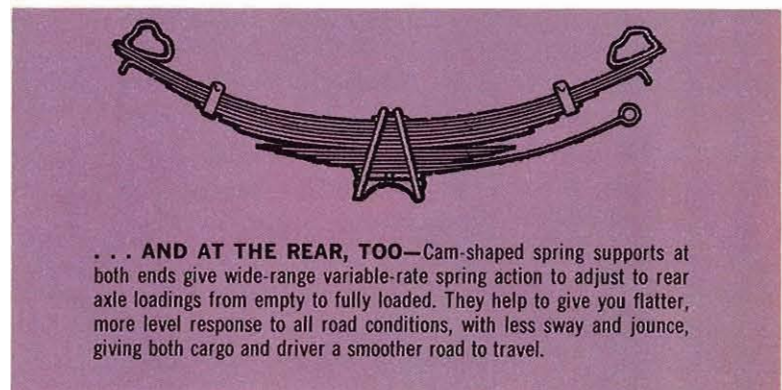
**BIG HIGH TORQUE V8 ENGINES**—Optional high-performance V8 engines are offered in both Series 50 and 60 models. There's the snappy 283-cubic-inch V8 for Series 50, and for Series 60 middleweights there's a choice of 237 V8 or extra-torque 348 Special V8 with economical 2-barrel carburetor.



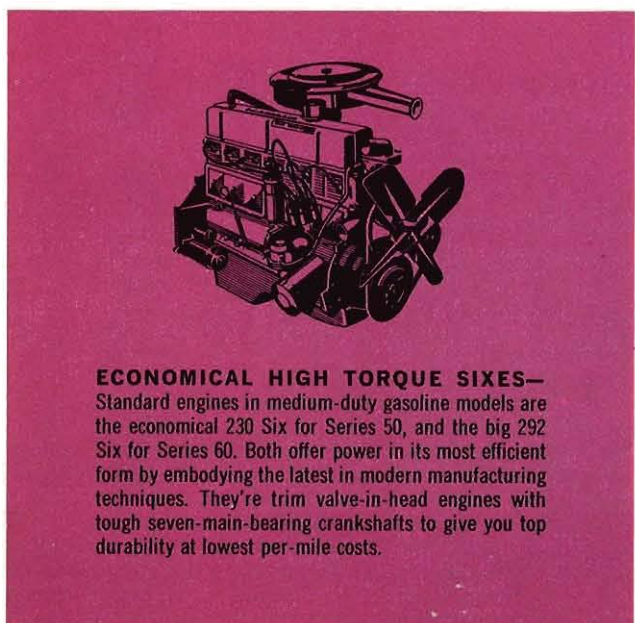
**JOB-TAILORED FRAMES**—Tough-duty frames feature improved ladder design, and are made of extra-high-strength steel. Full-channel side rails put high beam strength under the load, and are held in alignment by big alligator-jaw crossmembers. As an extra-duty, extra-durability option for Series 60, a heavier stronger frame—the same as the one used in heavy-duty Series 80 models—is available at extra cost.



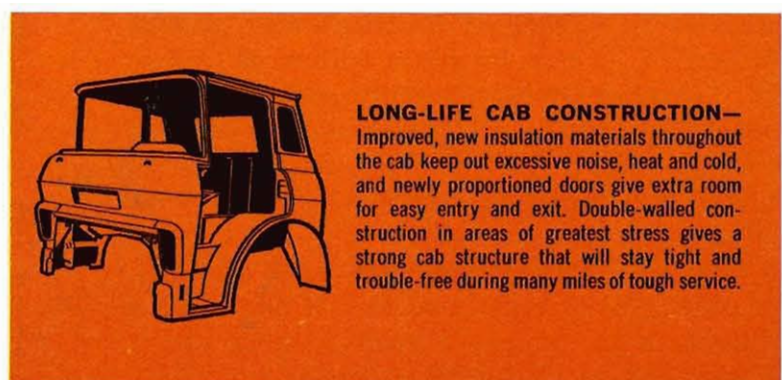
**VARIABLE-RATE SUSPENSION UP FRONT**—Here's one of the big reasons for Chevrolet's famed easy riding quality . . . you get soft spring action when empty or lightly loaded, plus increasingly stiffer action with larger loads. Double-wrapped front spring eye and new rubber-cushioned rear cam surface ensure top durability.



**. . . AND AT THE REAR, TOO**—Cam-shaped spring supports at both ends give wide-range variable-rate spring action to adjust to rear axle loadings from empty to fully loaded. They help to give you flatter, more level response to all road conditions, with less sway and jounce, giving both cargo and driver a smoother road to travel.



**ECONOMICAL HIGH TORQUE SIXES**—Standard engines in medium-duty gasoline models are the economical 230 Six for Series 50, and the big 292 Six for Series 60. Both offer power in its most efficient form by embodying the latest in modern manufacturing techniques. They're trim valve-in-head engines with tough seven-main-bearing crankshafts to give you top durability at lowest per-mile costs.



**LONG-LIFE CAB CONSTRUCTION**—Improved, new insulation materials throughout the cab keep out excessive noise, heat and cold, and newly proportioned doors give extra room for easy entry and exit. Double-walled construction in areas of greatest stress gives a strong cab structure that will stay tight and trouble-free during many miles of tough service.





**1964 CHEVROLET CONVENTIONAL MEDIUM-DUTY TRUCKS**—Low-cost conventional-cab models are offered in a choice of several wheelbases in both 50 and 60 series trucks. These are Chevrolet's most popular big haulers in the 10,000- to 21,000-lb. GVW range, and include both 6-cylinder and V8 gasoline engine power, as well as diesel power in Series 60 models. New quality features for 1964 include an improved easy-entry cab with extra quieting insulation throughout, long-life aluminized mufflers, high-efficiency tube-and-center radiators, tough Hypalon-coated electrical wiring, and for Series 60, optional 327 V8 or 348 Special V8 engines and 5-speed Spicer or Clark transmissions. With a tougher-than-ever chassis and a bigger-than-ever selection of optional equipment, Chevrolet conventional-cab models fit more jobs better than ever before.

# IN THE BEST **MEDIUM-DUTY** CHEVIES YET!

## Bring on the work!

The new line of 1964 Chevrolet middleweights is the finest and most versatile ever offered to the trucking industry. The last five years have seen giant strides forward in truck design and in the range of models available to truck users. If you haven't examined Chevrolet trucks closely in recent years, you're in for a real treat with all that's new and better in the 1964 line.

The past several years have brought higher maximum GVW ratings with heavier, tougher load-carrying components. There's variable-rate suspension which establishes new standards of rideability and roadability for big trucks. Bigger, tougher axles are offered, and improved ladder-type frames provide a solid chassis foundation.

Tilt cab models have been improved and the range of models extended to meet the demand for this increasingly popular type of unit. Acquiring a growing list of enthusiastic users is the Series 60 diesel line, which has proved that medium-duty diesels have an important place in the truck industry. There are also new trailing-axle tandems for low-cost big-haul work. Add what's new for '64 to the long line of conventional and low-cab-forward models, and it's easy to see why Chevrolet can offer a truck that's just right for nearly every medium-duty job.

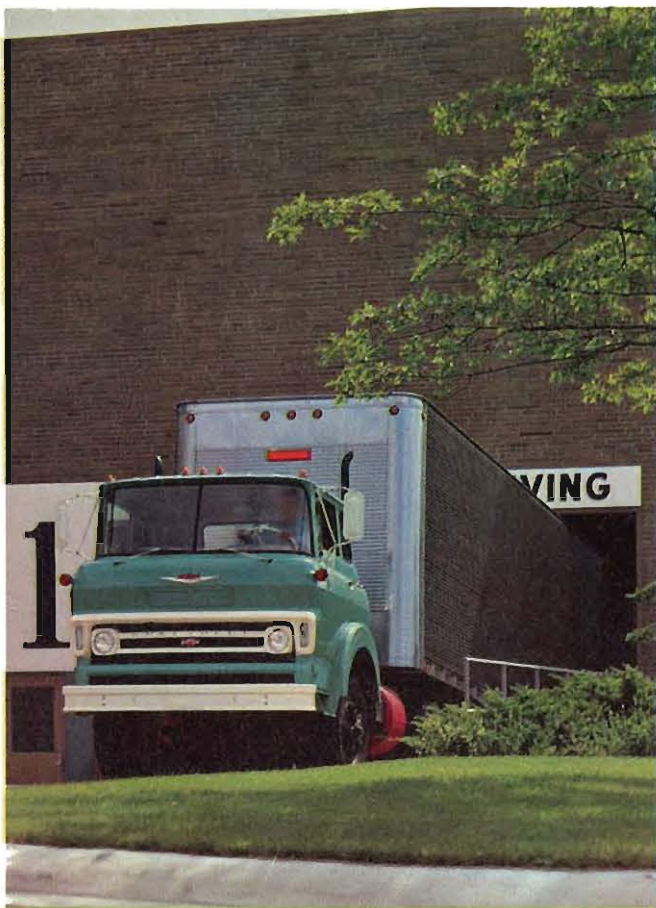
Engines are another big story in the development of the Chevrolet line. Five years ago, engines of just three different displacements were offered in medium-duty Chevrolet trucks. Today, the line-up includes five gasoline power plants—displacements ranging from 230 to 348 cubic inches—plus the husky 4-53 GM Diesel engine.

This is only part of what's new with Chevrolet. There's lots more, and it all adds up to a new breed of tough medium-duty Chevrolet truck that can offer you more value, more money-saving performance than ever before!

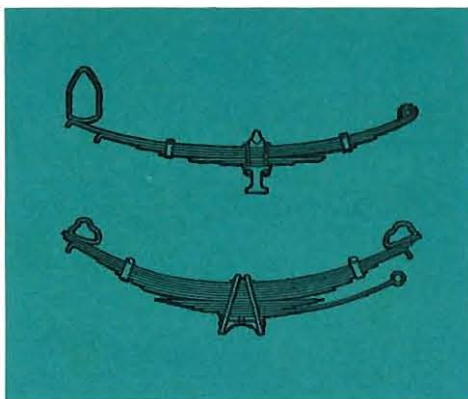


**1964 CHEVROLET LOW-CAB-FORWARD MEDIUM-DUTY TRUCKS**—Just 93 inches from bumper to back of cab, these space-saving low-cab-forward models are available as both Series 50 or Series 60 models. Engine, frames, suspensions and other components are of the same tough quality as those in their conventional-cab counterparts, but offer the added value of short-wheelbase compactness and maneuverability.





**BIG CHEVY DIESELS**—Tops in highway haulers at 25,000 lbs. GVW. E80 LCF models and U80 tilt cabs are available as illustrated, in a choice of short-wheel-base sizes to suit a wide range of tractor applications. Big 6V-53 GM Diesel engine performs like nearly twice its size, and is teamed with extra-heavy-duty 5-speed close-ratio transmission and 18,500-lb. 2-speed axle as standard equipment. Fuller 8-speed or Powermatic transmission and 23,000-lb. axle are optional at extra cost. 7000-lb. front axle is standard, 9,000- or 11,000-lb. capacity optional at extra cost.



**RUGGED, ROAD-SMOOTHING VARIABLE-RATE SUSPENSION, FRONT AND REAR!** It's the best ever in big-truck suspensions, on all heavy-duty Chevies except rear of tandems. Wide-range self-adjusting action matches spring stiffness to load automatically at all times . . . to give the best light-load ride without loss of load capacity. It also cuts lean and sway for more level ride, surer handling.



**EXTRA-HEAVY-DUTY TRANSMISSIONS FOR TOP BIG-JOB VERSATILITY**—Spicer 5,000 Series 5-speeds are available for all gasoline-powered Series 80 trucks with 409 V8 engine—normal-ratio for single-speed axle, close-ratio for 2-speed. Other extra-cost options include 8-speed Fuller Roadranger with 409 V8 and 6-speed Powermatic with either engine, both with single-speed axle only.



**NEW TANDEM DIESEL MODELS**—Good news for off-road and construction haulers everywhere!—three new W80 Series tandems with 6V-53 GM Diesel power and extra-rugged drive line components featuring extra-heavy-duty 5-speed main transmission, extra-cost 4-speed auxiliary transmission (and 30,000-lb. Eaton-Hendrickson tandem bogie standard with 34,000-lb. bogie optional at extra cost). Variable-rate front suspensions are rated for up to 11,000-lb. axle capacity. Space-saving LCF-type cabs make possible short-wheelbase maneuverability and handling benefits, on chassis sizes of 7-, 8½-, and 10-ft. CA that are right for a wide variety of tandem jobs.

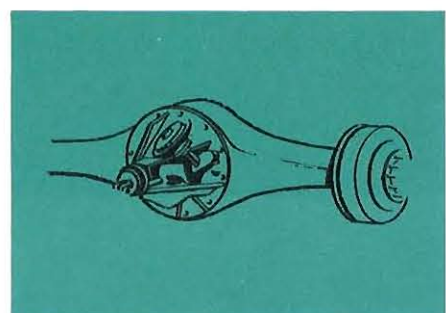
# THE BIG ADVANCES OF THE LAST 5 YEARS...



**TILT CAB TRUCKS FOR HEAVYWEIGHT HAULS**—They're the ultimate in big-payload efficiency with extra-compact bumper-to-back-of-cab length of only 72". You get more load space on the same size truck or a shorter, easier-handling truck for the same cargo capacity. Tilt cabs are available in Series T60-H and T80 in a wide range of wheelbase sizes, and as short-wheelbase U80 Diesels primarily suited for highway tractor duty. You'll find them unbeatable for easy maintenance, with triple-locked easy-lift cab tilting that completely exposes front end of chassis for service. There's a trouble-free stationary control island plus convenient oil and water access panels inside the cab.



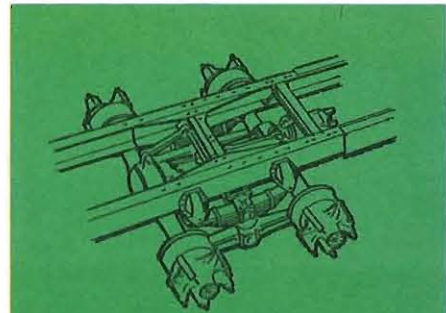
**409 V8**—Big-job power option for gasoline Series 80 models. 409 cubic inches, 252 horsepower and 390 lbs.-ft. of torque moves 'em out right now. It's heavy-duty-built throughout to highest quality standards with high-temperature valving, premium-alloy bearings, steel-belted pistons and full-chrome top rings. Chevy 409 V8 comes equipped with extra high torque twin-plate 12-inch clutch.



**NEW 23,000-LB. REAR AXLE**—It completes Chevrolet's line of extra-heavy-duty extra-cost power train options. Eaton-built to highest heavy-duty truck standards, it offers rugged spiral-bevel gearing, extra-big induction-hardened shafts and dual-chamber Stopmaster rear brakes. It's available for both gasoline and Diesel series, geared accordingly and in both single- and 2-speed versions.



**MORE SCHOOL BUS MODELS, MORE RELIABILITY**—Bus chassis models accommodate bodies from 30- to 66-passenger capacity. GVW's go up to 23,000 lbs. in S60-H models with heavy-duty components throughout, including 7,000-lb. front axle, 17,000-lb. rear. There's power to match the model with 348 Special V8 available at extra cost. 2-speed axles, close-ratio transmissions and extra-capacity springs are also available.



**NEW 34,000-LB. TANDEM BOGIE**—It's built for maximum-duty power train applications in both gasoline and diesel tandems with gearing tailored to power selection. Eaton axles provide inter-axle differential for full-time traction without wheel fight. Parallelogram design of Hendrickson suspension gives maximum durability and operating flexibility.