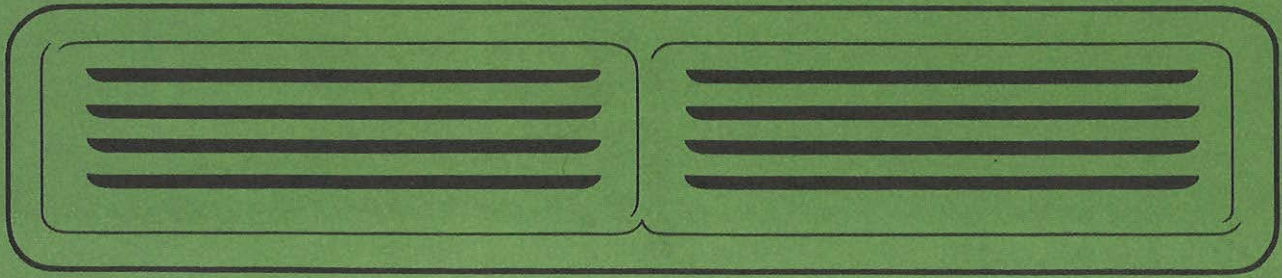


SPRING '64

# FLEET TRUCK OUTLOOK



**C H E V R O L E T**



MODEL GUIDE FOR FLEET TRUCK PURCHASERS

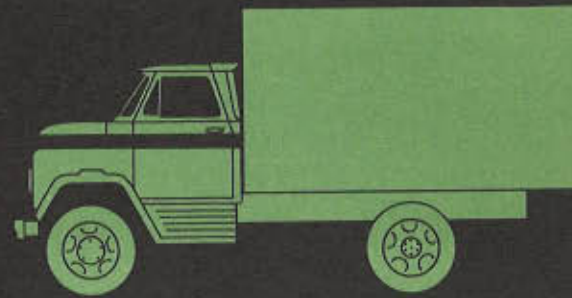


# 1964 CHEVROLET TRUCKS... BUILT WITH AMERICA'S FLEETS IN MIND



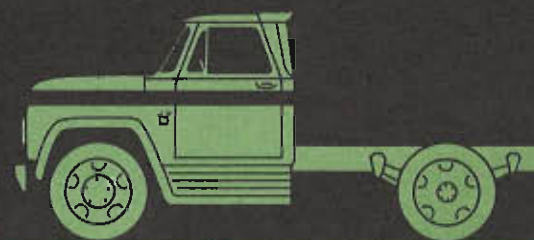
Models	No. of Models	Range of Body Sizes
Chevy-Van	1	7½ ft.
Corvan	1	8½ ft.
Step-Van 7	1	7-8 ft.
Step-Van	6	8-12 ft.
Step-Van King	4	10-12½ ft.

**VANS**—New low-cost Chevy-Van with economical 4-cylinder or optional 6-cylinder engine. . . . Low-maintenance air-cooled engine in Corvan. . . . Full range of sizes and capacities in forward-control vans up to 10,000-lb. GVW. . . . Flat windshields on Chevy-Van, Step-Van 7 and Step-Van Kings keep replacement costs low. . . . Vertical rear doors available on all Step-Vans.



Models	No. of Models	Range of Body Sizes
Gasoline	16	8½-21 ft.
Diesel	2	8½-13 ft.

**LCF CAB & CHASSIS**—Short cab with 93-inch BBC allows extra foot of body length on a given wheelbase. . . . Excellent for a wide range of bodies and for tractors up to 51,000-lb. GCW.



Models	No. of Models	Range of Body Sizes
Gasoline	27	6-20 ft.
Diesel	10	7½-20 ft.

**CONVENTIONAL CAB & CHASSIS** — Most economical cab-chassis configuration. . . . Includes full range of light-, medium- and heavy-duty models. . . . Also includes three 4-wheel-drive models in light-duty category.



Models	No. of Models	Range of Body Sizes
Conventional	2	7½-10 ft.
4-Wheel Drive	1	7½ ft.

**PANELS**—Two basic sizes—½-ton 7½-ft. panel and 1-ton 10-ft. panel. . . . Conventional styling and chassis layout have proved popular with many fleets as an excellent combination of economy and durability. . . . Thick plywood cargo floor with five full-length steel skid strips.



Models	No. of Models	Range of Body Sizes
Panel-type rear doors	1	6-8 pass.
Wagon-type rear doors	1	6-8 pass.
4-Wheel Drive	2	6-8 pass.

**CARRYALLS**—Versatile vehicles for passengers and cargo. . . . Available with two or three bench-type seats. . . . Rear seats quickly removed to give same cargo space available in ½-ton panel models.



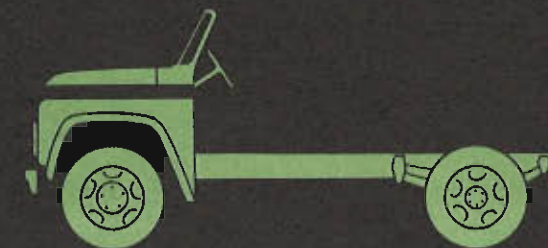
Models	No. of Models	Range of Body Sizes
Gasoline	14	9-24 ft.
Diesel	2	9-13 ft.

**TILT CAB & CHASSIS**—BBC dimension of 72 inches allows an extra 2½ feet of body length on a given wheelbase. . . . Best choice for trucks and tractors to cut over-all length. . . . Tilting cab cuts costs by simplifying many maintenance procedures.



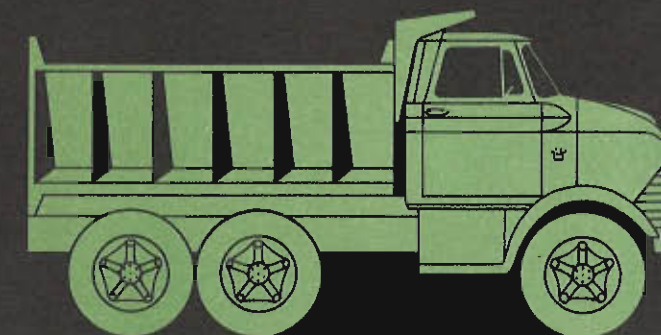
Models	No. of Models	Range of Body Sizes
Conventional cab	4	8-12 ft.
Low-Cab-Forward	1	12 ft.

**STAKES** — Platform has durable wood planking and steel skid strips. . . . Racks are of select hardwood with swinging side gates on 12-ft. body. . . . Light-duty and medium-duty models.



Models	No. of Models	Range of Body Sizes
With cowl	13	6-16 ft.
With cowl & windshield	13	6-16 ft.
Forward controls	7	7-12 ft.

**CHASSIS**—Complete range of conventional chassis for installation of special bodies. . . . GVW ratings up to 24,000 lb. . . . Forward-control chassis in ½-ton through 1-ton weight class.



Models	No. of Models	Range of Body Sizes
Gasoline (Conventional)	6	13-19½ ft.
Diesel (Low-cab-forward)	3	13-19 ft.

**TANDEM**—New trailing-axle tandems with 28,000-lb. bogie for big-load on-road hauling. . . . Dual-drive tandems with bogies up to 34,000 lb. for top-payload hauls on or off road. . . . Power plants include gasoline engines, plus diesel for dual-drive tandems.

All illustrations and specifications contained in this literature are based on the latest product information available at the time of publication. The right is reserved to make changes at any time in prices, colors, materials, equipment, specifications and models, and also to discontinue models. CHEVROLET MOTOR DIVISION OF GENERAL MOTORS CORPORATION, DETROIT, MICHIGAN 48202. T.D.M. NO. 64-64—MARCH 1964. LITHO IN U.S.A.

## IN A NUTSHELL HERE'S WHY IT PAYS TO CHOOSE CHEVROLET FOR YOUR TRUCK FLEET!

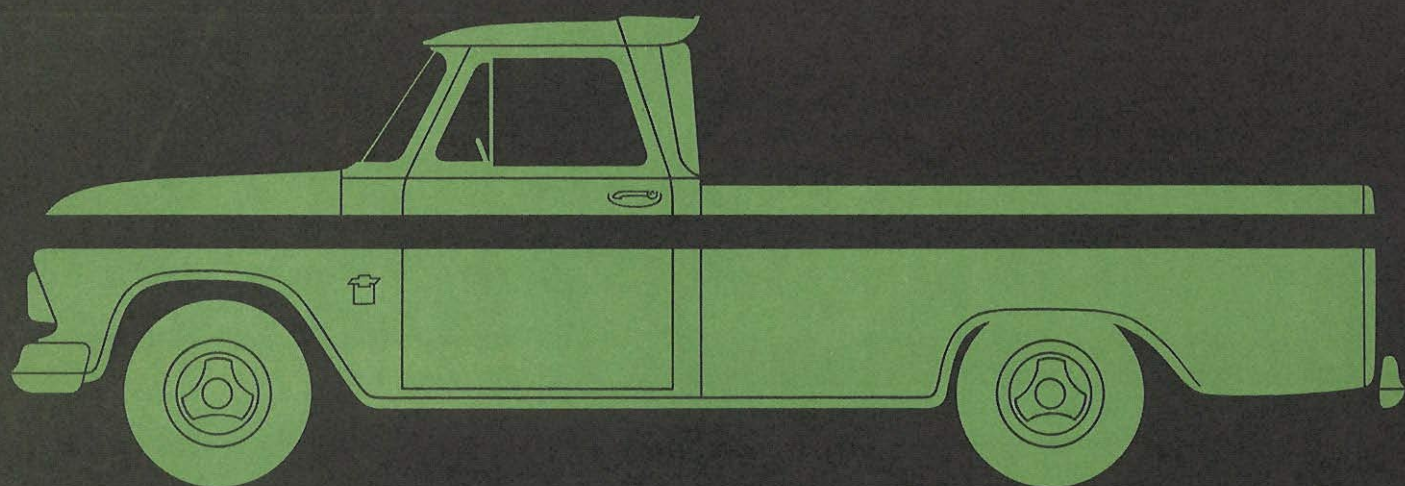
**Wide choice of models**—Now it's easier than ever to get Chevrolet quality in trucks that are just right for your fleet. That's because there are more different Chevrolet trucks to choose from than ever before. Now, when you put a Chevrolet truck in your fleet you can be sure it'll earn its keep, because it was tailored to just your requirements.

**More truck for the money**—Every new Chevrolet truck you buy now will be more truck than you bought last time. The last few years have seen many engineering advances in the Chevrolet line: new suspension systems, new power plants, tougher frames, improved cabs and bodies. They're built better today and tougher, too.

**Unexcelled parts availability**—Chevrolet provides an extensive network of parts warehouses and service facilities. Thus your Chevy fleet is less apt to be slowed down by lack of critical parts or expert service. It's easier to keep the Chevies in your fleet rolling because of the many parts and service facilities throughout the country.

**Higher resale value**—Authoritative industry sources consistently show that used Chevrolet trucks have a greater average resale value than any other make. This is assurance that each Chevrolet truck in your fleet is not only a first-rate investment while you own it, but continues to be a sound investment right up to the time you sell it.

To assist you in future truck purchasing decisions, here is a handy Truck Model Guide for your reference file. You'll find it a ready reminder of the many types of trucks Chevrolet now offers for fleet use. Although not a detailed model guide, it can be very helpful in narrowing the selection of a truck for a particular type of job.



## PICKUPS

Models	No. of Models	Range of Body Sizes
El Camino	4	6½ ft.
Rampside	1	8½ ft.
* Fleetside	3	6½-8 ft.
Stepside	4	6½-9 ft.
4-Wheel Drive	6	6½-8 ft.

Biggest variety offered by any manufacturer. . . . El Camino offers a smart new way to spruce up your company's image. . . . Rampside has a unique side loading ramp and low-maintenance air-cooled engine. . . . Fleetside boxes maintain value and appearance with double-wall construction to keep cargo dents from showing on the outside. . . . Fleetside, Stepside and 4-Wheel Drives all feature cargo floors of select wood planking for greater safety and durability.



QUALITY TRUCKS COST LESS