

COMPETITIVE FACTS REPORT

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CONFIDENTIAL FOR CHEVROLET SALESMEN

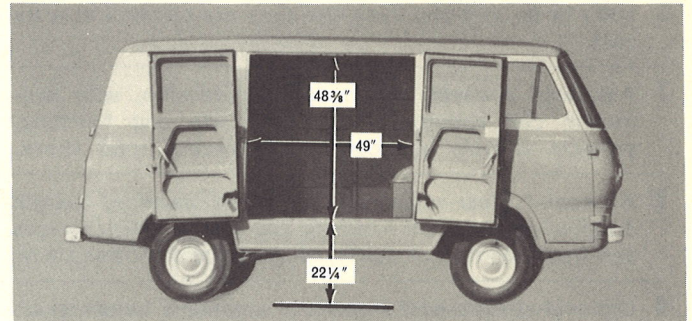
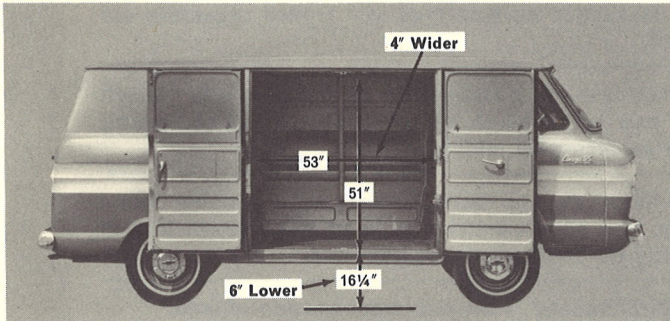
CHEVROLET CORVAIR 95

VS.

FORD ECONOLINE

SHOW PROSPECTS ALL THE CORVAIR 95 QUALITY FEATURES

Point Out the Economies of Superior Design and Construction

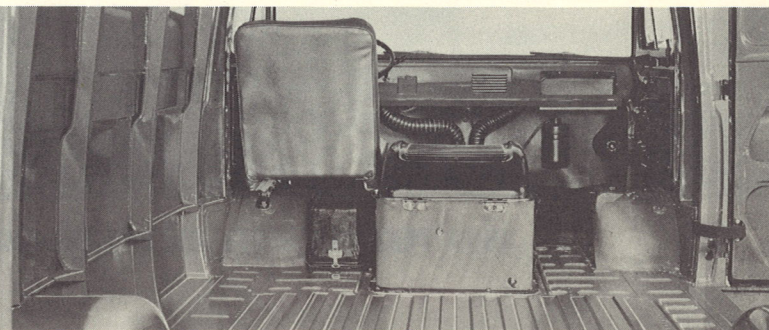
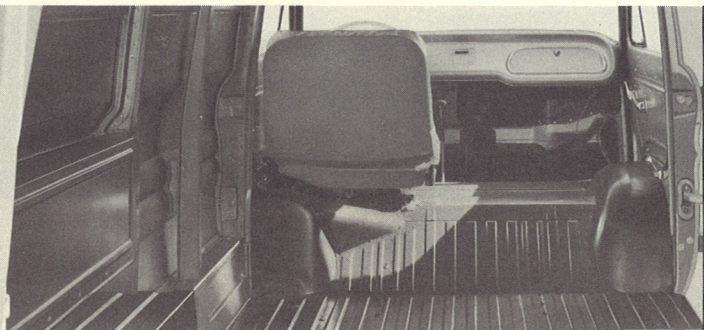


SELL THE BENEFITS OF THE CORVAN'S GREATER CARGO CAPACITY AND EASIER LOADING

CORVAN

ECONOLINE VAN

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| <ol style="list-style-type: none"> 1 Maximum GVW rating is 4600 lb. 2 Side loading height is 6" closer to the ground and doors are nearly 4" wider for easier loading of all cargo. 3 Two-position steel door checks hold side doors in open position—especially important in windy weather. 4 Low step from ground to cab floor gives easy entry and exit—provides full-width floor. | <ol style="list-style-type: none"> 1 Maximum GVW rating is 4350 lb. 2 Smaller side doors and higher loading height make loading and unloading more difficult. 3 Cloth straps are used to hold side doors in half-open position. No provision to hold doors in windy weather. 4 22 1/4" height from ground to cab floor requires step well, reducing floor width. |
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POINT OUT THE CORVAN'S CONSTRUCTION QUALITY AND EXCELLENCE OF DESIGN

CORVAN

ECONOLINE VAN

- | | |
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| <ol style="list-style-type: none"> 5 Driver can easily swing from seat to cargo area without getting out of truck. 6 Rectangular design of wheelhousing puts every inch of load space to work. 7 Full-width seat or auxiliary folding passenger seat is optional at extra cost on Corvan. 8 Double-walled construction of lower side panels and doors offers greater protection and durability. 9 Roof reinforced by five roof bows for extra strength. 10 Dispatch box door is standard equipment. | <ol style="list-style-type: none"> 5 Bulky engine box requires driver to climb between box and floor heater to reach cargo area from inside. 6 Rounded design of wheelhousing is less efficient for stacking packaged cargo. 7 Bulky engine box prohibits use of full-width seat. Also adds noise and heat to driver compartment. 8 Single-walled side panels and doors are typical of Econoline's marginal construction. 9 Roof has only three roof bows. 10 Dispatch box door is optional at extra cost. |
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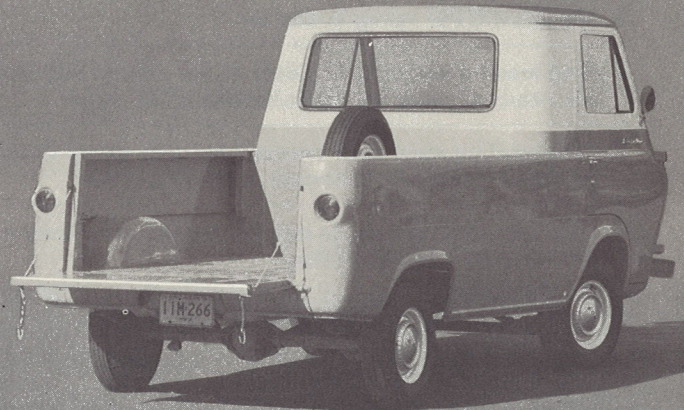
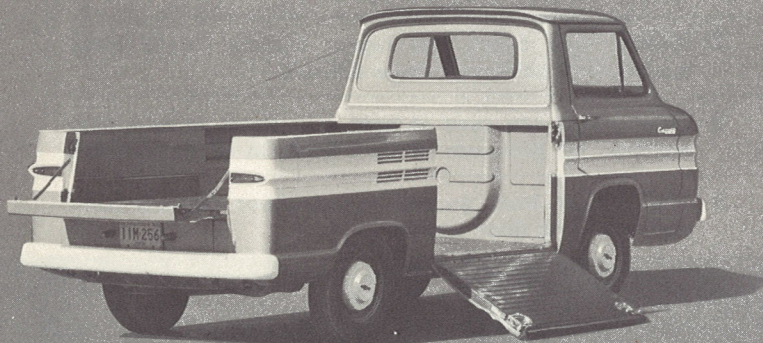
SELL THE EXTRA DURABILITY OF CORVAIR 95 QUALITY ENGINE AND CHASSIS FEATURES

CORVAIR 95

- 1 Stellite-faced exhaust valves with automatic rotators give real truck engine durability.
- 2 Engine oil cooler increases engine efficiency and life.
- 3 Twin air cleaners keep engine intake air extra clean.
- 4 Distributor cam lubricator prolongs cam follower life and reduces maintenance.
- 5 Optional (extra cost) oil bath air pre-cleaner for full double-action cleaning in extremely dusty areas.
- 6 7.00 x 14 (6- or 8-ply) *truck type* tires are optional at extra cost.
- 7 Advanced 4-wheel independent suspension, with low-friction coil springs, gives better ride and handling, protects chassis and cargo from excess road shock.
- 8 Air-cooled, rear-engine design gives balanced weight distribution, excellent handling and traction. Never needs anti-freeze, eliminates costly radiator repairs and hose leaks.
- 9 Optional-at-extra-cost 4-speed or automatic transmission offered for wide-range versatility.

ECONOLINE

- 1 Neither of these premium features is found on Ford engines.
- 2 No engine oil cooler.
- 3 Uses only a single air cleaner.
- 4 No special cam lubricator.
- 5 No air pre-cleaner available.
- 6 Only passenger car type tires with limited capacities are offered.
- 7 Stiff, old-fashioned leaf-spring suspension with I-beam front axle gives harsh ride and subjects chassis and cargo to excessive jolting.
- 8 Nose-heavy design lacks balance and traction when empty. Has approximately 175 lb of dead-weight iron at rear to help counterbalance front end.
- 9 Standard 3-speed is the only transmission offered.



SHOW YOUR PROSPECTS THE UNIQUE RAMSIDE DESIGN AND QUALITY CONSTRUCTION

RAMSIDE PICKUP

- 1 Unique side ramp provides easy no-lift loading.
- 2 Double-walled body side panels give extra strength. Inner panels take cargo bumps, keep exterior unmarked.
- 3 Twenty inches more cargo length; 9 cubic feet more loadspace; up to 225 lb more payload.
- 4 Rear bumper standard.
- 5 Spare tire is neatly stowed behind full-width driver's seat.

ECONOLINE PICKUP

- 1 No side ramp available.
- 2 Single-walled body side panels are less durable. Dents from inside show up on exterior.
- 3 Short cargo area; loadspace limited to 73 cubic feet.
- 4 Rear bumper costs extra.
- 5 Spare tire takes up valuable cargo space and is subject to theft. Full-width seat not available.

All illustrations and specifications contained herein 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 in prices, colors, materials, equipment, specifications and models, and also to discontinue models. CHEVROLET DIVISION OF GENERAL MOTORS CORP., DETROIT 2, MICH.