

INTERVIEWS

TRUCK
OWNER

PROJECT MORGAN- TOWN

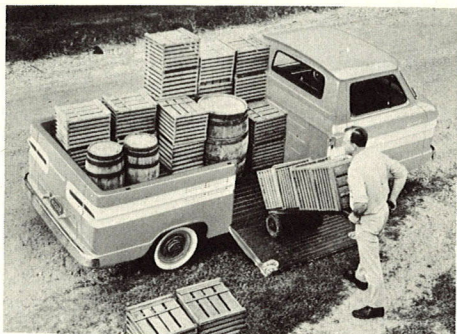
... a special report on owner reaction to the new Chevrolet Corvair 95 trucks: the Corvan panel, the Loadside pickup and the Rampside pickup.

CHEVROLET

PROJECT MORGANTOWN

Three Corvair 95's, a Rampside pickup, a Loadside pickup and a Corvan panel, criss-crossed the roads of America to learn, through grass-roots interviews, truck owners' reactions to the revolutionary features of these totally new trucks. In cities, towns, farms and ranches along their 6,000 mile route, owners were asked to drive a Corvair 95 truck and report their opinions to an interviewer. The result is a revealing cross-section of comment from literally every important section of the country. And, as you'll see as you read this booklet, truck users themselves expressed enthusiasm in virtually every interview. On these pages you'll see what other truck owners think of Corvair's style, cargo capacity, handling ease, maneuverability . . . all important considerations when you decide on a new truck purchase.





The Rampside's exclusive side loading ramp attracted a lot of owner attention during the interviews. The way this sturdy side gate lowers to ground level to form a convenient ramp for easy no-lift loading was one of the most talked about features on the trip. Many of those interviewed also expressed considerable amazement at the unusually large payload capacity; 80 cubic feet in a full width pickup box that gives you plenty of room to pack in up to 1900 lb of bulky cargo. With its revolutionary new rear engine design, and short 95" wheelbase maneuverability, owners found plenty of new features to comment on during this series of interviews.



truck owners report on the CORVAIR 95 RAMPSIDE PICKUP:

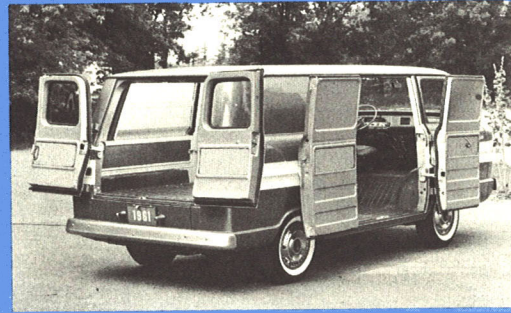
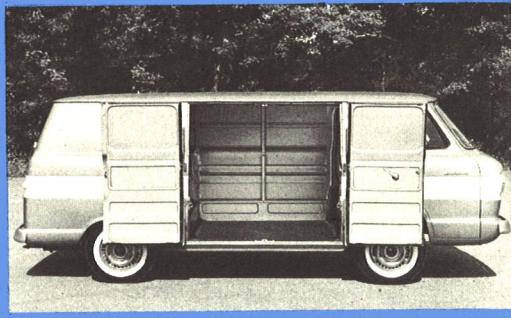
Here's what truck owners themselves say about the Rampside pickup:

Northern nursery owner: ““The side loading ramp would be terrific for handling bulb or burlapped trees . . . really beautiful . . . it's got more snap than my half-ton panel . . . being a big man, I think the room inside the cab is terrific . . . I was impressed with the amount of space in the vehicle . . . it's a hard one to beat.””

Northwestern cement contractor: ““I think they're wonderful . . . plenty of room in the cab . . . nice ride balance . . . the ramp is definitely an advantage . . . nicest ride I believe I've ever had in a passenger car or truck . . . it's definitely a truck that can take it.””

Midwestern tool renter: ““I was surprised at the amount of power they seem to have, and the versatility . . . it handled real well . . . our equipment is fairly heavy, but narrow; it would be easy to get in the ramp door with it . . . we wouldn't have to raise it far off the ground by hand.””

Driver's up front . . . engine's in the rear . . . and all the rest is load space in the Corvaire 95 Corvan panel! But that's not the only feature that impressed the truck owners we interviewed. Most agreed that here was a light-duty delivery truck that added a new dimension of ease and economy to route delivery operations. With 191 cubic feet of cargo space and a whopping 1800-lb payload capacity, they felt it would outwork and outhaul most conventional panels. The big double side doors, so wide and high they accept a crate 4' X 4' with ease (right side doors standard, left side doors optional at extra cost) and low 14" side loading height, were features they particularly liked. And with 4½ feet of inside head room, they found that handling cargo inside was a snap. Their comments are indicative of the enthusiastic acceptance truck owners across the country expressed.



truck owners report on the CORVAIRE 95 CORVAN PANEL:

Western florist: “I like the looks of it very much . . . as trucks go, it's one of the best looking ones on the market . . . very excellent display area on the all-metal side . . . driving it, I had a feeling it was more of a passenger car than a truck . . . it's a definite change for the better.”

Midwest laundry truck driver: “It's something you dream about but every driver doesn't get . . . it'll sure do away with some competition . . . you can tell the good workmanship just by looking at it . . . that capacity is just about right for our business . . . I'd be very happy to own it in place of the one I'm driving right now.”



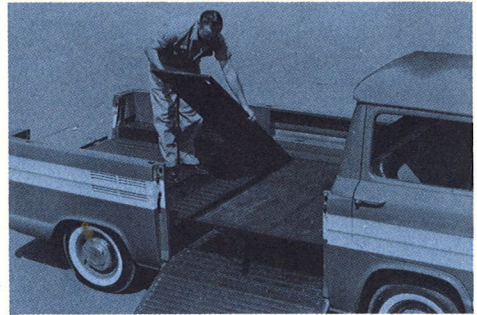


Big right-side double doors open on a spacious curb level load compartment with 4½ feet of head room for easy cargo handling.



Wide-opening rear doors add still more convenience, adapting the Corvan to a variety of different cargoes and load handling procedures.

Owners interested in payload performance at lowest cost couldn't take their eyes off the Corvaire 95 pickups. Their trim lines and the long, full-width pickup box with 80 cubic feet of cargo space were commented on again and again. Many were impressed with the deep well cargo area amidships which boosts overall cubic capacity and is especially handy for loading large bulky objects. Those who preferred a level load space felt that the optional-at-extra-cost three section floor would more than fill the bill for them. With its 1,900-lb payload capacity, more than a conventional half-ton pickup, and the Corvaire's short 95" wheelbase maneuverability, almost all owners interviewed were extremely enthusiastic about the many ways in which they could benefit from this totally new truck design. And, as you'll see, they didn't hesitate in offering their comments to the interviewer.



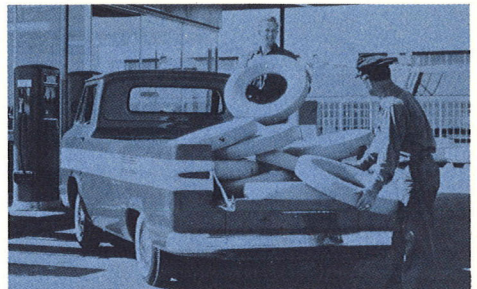
truck owners report on the CORVAIRE 95 LOADSIDE PICKUP:

These grass-roots reports shed new light on the Loadside advantages

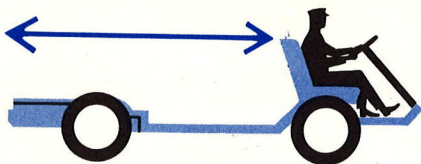
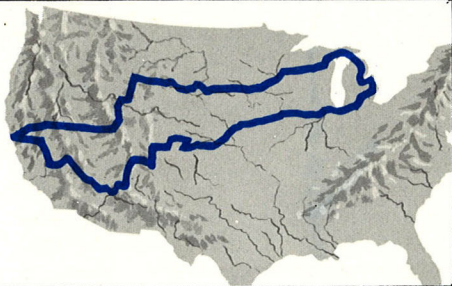
Northwestern tire buyer: “Real nice . . . handles so easy . . . nothing to getting in and out . . . plenty of room for the driver . . . you've got a world of room and bed enough to haul just about anything you'd want to haul . . . with that 4-speed transmission you've got just about everything you need.”

Western oil company executive: “Easy to get into . . . seat is well elevated so you get good visibility . . . the truck seems to be very maneuverable . . . handles very well.”

Mid-western grounds keeper: “If I was looking for a pickup, I think that's my pickup . . . the way that one corners, the way you can wheel it around, you can get anywhere with it . . . you have a floating ride . . . perfect visibility.”



Here's where Chevy engineers tested Corvair 95 trucks for final production release. Every mile of the 6,000 miles covered proved their amazing performance capabilities.



New ways to save space — key to the new trend in trucks

No other truck design uses space so efficiently, or is so completely engineered around the concept of maximum load-carrying ability. The engine, transmission and rear axle gears—combined into a single unit—are compact enough to fit between the rear wheels, low and with a minimum of space. With this efficient arrangement, the major portion of the chassis need accommodate only cargo and cab. And the roomy Corvair 95 cab takes up little more than one-third of this space—**ALL THE REST IS LOAD SPACE!**

CORVETTE TRUCKS

new wonder on wheels and ready for work

