

1961 FORD
ECONOLINE
COST-OF-OWNERSHIP
ADVANTAGES

over:

- **CONVENTIONAL PICKUPS**
- **PANELS** *and*
- **CORVAIR 95**

(USE THIS INFORMATION TO SHOW YOUR PROSPECTS HOW THE ECONOLINE CAN SAVE THEM MONEY)

COST-OF-OWNERSHIP SAVINGS

Suggested Retail	Conventional Pickup	Econoline Pickup	Econoline Pickup under Conventional Pickup
Base Vehicle	\$1,936	\$1,833	
Heater	68	68	
TOTAL	<u>\$2,004</u>	<u>\$1,901</u>	\$103
STANDING COSTS			
Depreciation	\$ 363	\$ 342	
License & Title	20	15	
TOTAL	<u>\$ 383</u>	<u>\$ 357</u>	\$ 26
OPERATING COSTS			
Gasoline	\$ 298	\$ 229	
Oil	32	27	
Lubrication	12	12	
Tires	69	54	
Maintenance	131	99	
TOTAL	<u>\$ 542</u>	<u>\$ 421</u>	<u>\$121</u>

TOTAL SAVINGS FIRST YEAR \$250

and MINIMUM OF \$147 EACH YEAR THEREAFTER

ECONOLINE VAN VERSUS CONVENTIONAL PANEL (COST-OF-OWNERSHIP SAVINGS)

Suggested Retail	Conventional Panel	1961 Econoline Van	Econoline Van under Conventional Panel
Base Vehicle	\$2,268	\$1,956	
Heater	68	68	
TOTAL	<u>\$2,336</u>	<u>\$2,024</u>	\$312
STANDING COSTS			
	\$ 617	\$ 541	\$ 76
OPERATING COSTS (Gasoline Only)			
	\$ 328	\$ 228	<u>\$100</u>

SAVINGS FIRST YEAR \$488

Plus MINIMUM SAVINGS OF \$176 EACH SUCCEEDING YEAR

INITIAL PRICE COMPARISON CORVAIR "95" VS. ECONOLINE

Suggested Retail	Corvair 95 Loadside	Econoline Pickup	Econoline Under Corvair 95
Basic Price	\$2,054.00	\$1,833.00	\$227.05
Heater	74.25	68.20	
TOTAL	\$2,128.25	\$1,901.20	
	Corvair 95 Rampside	Econoline Pickup	
Basic Price	\$2,108.00	\$1,833.00	\$281.05
Heater	74.25	68.20	
TOTAL	\$2,182.25	\$1,901.20	
	Corvair 95 Van	Econoline Van	
Basic Price	\$2,264.00	\$1,956.00	\$314.05
Heater	74.25	68.20	
TOTAL	\$2,338.25	\$2,024.20	

COST OF TRADE FOR 1958 CHEVROLET PICKUP OWNER

Suggested Retail	On 1961 Chevrolet Corvair "95" Pickup	On 1961 Econoline Pickup
Base Vehicle	\$2054.00	\$1833.00
Heater	74.25	68.20
TOTAL	2128.25	1901.20
Average Value 1958 Chevrolet Trade-In	650.00	650.00
NET CASH DIFFERENCE	\$1478.25	\$1251.20

SAVINGS BY BUYING ECONOLINE PICKUP **\$227.05**

(All standing costs shown herein are based on a 5-year depreciation schedule and assuming a 10% salvage value. All operating costs shown herein are based on simulated operating test and engineering data projected for 5 years of operation and averaged out to 1 year.)