1964 COMPETITIVE FACTS REPORT

CONFIDENTIAL FOR CHEVROLET SALESMEN

#4

CHEVY-VAN VS FORD ECONOLINE

CHEVY-VAN

FORD ECONOLINE VAN

New low-cost Chevy-Van

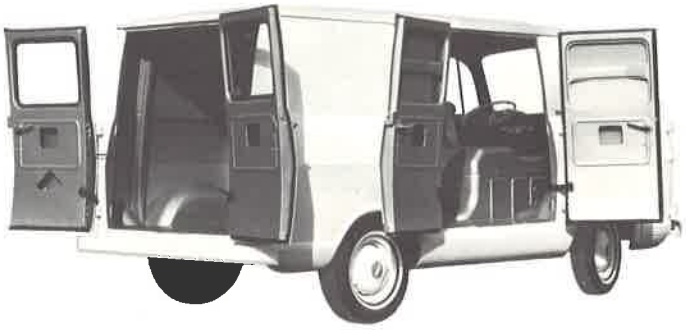
MEETS COMPETITION HEAD ON AND COMES OUT AHEAD IN TERMS OF:

- DESIGN -

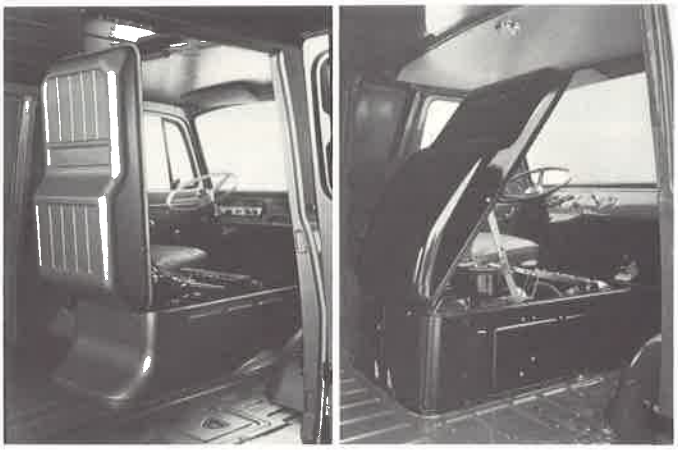
CONSTRUCTION

☆ ***PERFORMANCE*** ☆

BASIC DESIGN



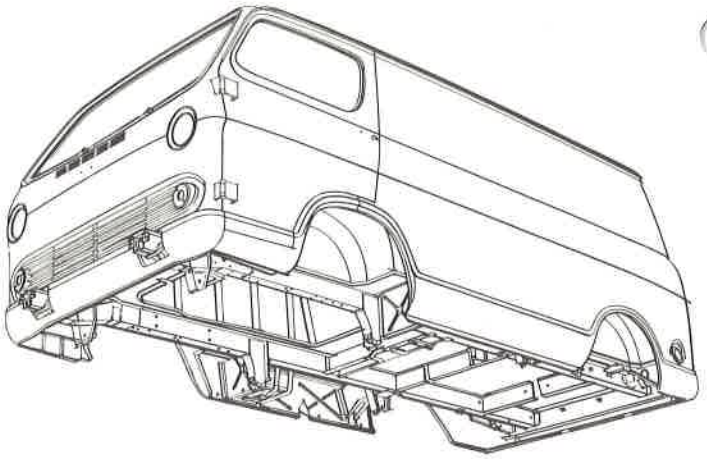
CARGO CONVENIENCE AND EFFICIENCY KEY TO CHEVY-VAN DESIGN—First thing you'll want to point out to prospects when you show them a Chevy-Van is the unusually good cargo area accessibility. Next, show him how easily a Chevy-Van interior can be modified to suit special vocational uses. Then you'll want to point out the way load compartment doors open flat against the truck body where they can't interfere with loading big, bulky payloads. And there are additional advantages like the fact that the load compartment is flat and only 22 inches off the ground to make hoisting cargo aboard easier. Or the rugged I-Beam front axle with a higher rating than Ford's Econoline. Or the economical Big Four 153 engine that puts out more power than Ford's standard six-cylinder engine (see chart). These are the kinds of features that add up to make Chevy-Van the one big BEST in its class!



EASIER ENGINE ACCESSIBILITY—The engine cover on the Chevy-Van opens to full vertical position making engine servicing easier. This full vertical position with the Econoline engine cover is not possible without removing the retainer straps, an awkward and time-consuming procedure. The entire Chevy-Van engine compartment is welded to the floor panel to minimize heat and noise. This contrasts to Econoline's method of bolting the compartment to the floor.

BIG CUBIC CAPACITY—Chevy-Van has a big 211 cubic feet of load capacity as compared to Ford's advertised figure of only 204 cubic feet—an advantage of 7 cubic feet!

CONSTRUCTION



TOUGHER CHEVY-VAN CONSTRUCTION POSITIVE COMPETITIVE ADVANTAGE—Though the principle of Chevy-Van and Econoline construction is the same—that of body-frame integral construction—any similarity ends right there. In Chevy-Van both structural strength and good weight distribution are provided with heavy-gauge underbody structural members welded together in one high strength rattle-free assembly able to withstand the rigors of the toughest hauling schedules. Ford's light-gauge main structural members provide less overall strength. As an example of Chevy-Van quality, most open areas where mud and moisture can collect and give rust and corrosion a start have been eliminated. Outer body side panels on Chevy-Van are of one-piece construction to minimize rusting. Econoline side panels are of multi piece construction which are more susceptible to rust. And Chevy-Van's perfectly flat one-piece windshield offers clear visibility and is more economical to replace than Ford's curved windshield. These and many other advantages give Chevy-Van a positive edge over Econoline.

TRUCK STRENGTH YOUR PROSPECTS CAN SEE AT A GLANCE Here's truck strength you can see and point out to prospects —extensive interior reinforcement that gives Chevy-Van exceptional torsional rigidity and durability. A deep-embossed floor panel is tied in directly with underbody components and joined as a single unit to upper body structure with vertical struts welded to rugged box-section headers. Three steel roof bows offer solid support to roof panel and help strengthen entire structure.

PERFORMANCE

IMPORTANT CHEVY-VAN DRIVE-LINE ADVANTAGES SPELL BETTER OVERALL PERFORMANCE—Economical day-to-day performance is the result of many factors in truck design. However, among the most important of these factors affecting day-to-day operating expenses are drive-line components. And it's in this vital area that Chevy-Van once again proves its superiority over Econoline.

ENGINES

CHEVROLET 153 FOUR

CHEVROLET 194 SIX

CHEVROLET 153 FOUR	
Gross Horsepower	90 @ 4000 rpm
Net Horsepower	82 @ 4000 rpm
Gross Torque, ft-lbs	152 @ 2400 rpm
Net Torque, ft-lbs	144 @ 2000 rpm

FORD 144 SIX	
Gross Horsepower	85 @ 4200 rpm
Net Horsepower	79 @ 4000 rpm
Gross Torque, ft-lbs	134 @ 2000 rpm
Net Torque, ft-lbs	125 @ 1800-2200 rpm

CHEVROLET 194 SIX	
Gross Horsepower	120 @ 4400 rpm
Net Horsepower	95 @ 4400 rpm
Gross Torque, ft-lbs	177 @ 2400 rpm
Net Torque, ft-lbs	155 @ 2000 rpm

FORD 170 SIX	
Gross Horsepower	101 @ 4400 rpm
Net Horsepower	85 @ 3600 rpm
Gross Torque, ft-lbs	152 @ 1800-2000 rpm
Net Torque, ft-lbs	141 @ 2000-2200 rpm

STANDARD ENGINE—The Big 153 Four is standard on the Chevy-Van. Notice how it outclasses the standard Ford 144 Six in both power and torque. And with its tidy 4-cylinder layout Chevy-Van owners can expect much lower maintenance costs than with the Ford Six. Notice also how well the Big 153 Four compares with *optional* Ford 170 Six—net horsepower is nearly equal and net torque actually *exceeds* that of the Ford engine. For real value in a power plant, the Chevy-Van owner is a big step ahead of the Ford buyer regardless of engine choice!

OPTIONAL ENGINE—As you can see from the chart above, Chevy's optional 6-cylinder engine outclasses Ford's optional engine both in horsepower and torque. In addition both Chevrolet engines feature a Delcotron generator as standard equipment while Ford still depends on a conventional generator.

REAR AXLES

REAR AXLES	CHEVY-VAN	FORD
Standard Capacity, lbs.	2400*	2300
Optional Capacity, lbs.	2900*	2700

*Also available with Positraction limited-slip differential.

HEAVIER DUTY AND WIDER SELECTION—Chevy-Van standard axle is rated 100 lbs. higher than Ford's and Chevy's optional unit carries a full 200-lb. higher capacity rating than Ford's. Add to these figures the fact that Chevy offers limited slip axles in both standard and heavy-duty axles and you'll see additional reasons why Chevy again outclasses Ford.

TRANSMISSIONS—Although both Ford and Chevy offer 3-speed transmissions as standard equipment, Ford does not have a fully automatic transmission available with the standard engine. In order to obtain an automatic transmission on an Econoline, a buyer must go to the added expense of buying a heavy-duty engine even though his job may not call for such additional power.

SPECIFICATIONS

	CHEVY-VAN	FORD
GVW Rating	3600 4500 5000	3600 4350 4850
Wheelbase	90"	90"
Power Trains:		
Engines		
Standard	153 Four	144 Six
Gross Horsepower	90	85
Gross Torque, ft-lbs	152	134
Clutch, dia.; sq. in. area	9⅛"; 72	8½"; 68
Optional	194 Six	170 Six
Gross Horsepower	120	101
Gross Torque, ft-lbs.	177	152
Clutch, dia.; sq. in. area	10"; 101	8½"; 68
Generator		
Standard	32-Amp Delcotron	30-Amp Generator
Optional	42-Amp Delcotron	42-Amp Alternator
Optional	55-Amp Delcotron	
Optional	62-Amp Delcotron	
Transmissions		
Standard	3-Speed	3-Speed
Ratios		
1st	2.94	3.41
2nd	1.68	1.83
3rd	1.00	1.00
Rev.	2.94	3.51
Optional		4-Speed
Optional	Powerglide	Fordomatic (w/170 six only)
Chassis:		
Axle Front—Type	I-Beam	I-Beam
Capacity	2200 lbs.	2150 lbs.
Axle Rear—Std. Capacity	2400 lbs.	2300 lbs.
Opt. Capacity	2900 lbs.	2700 lbs.
Brakes—Type	Self-Adjust.	Self-Adjust.
Size, front	9½" x 2½"	10" x 2½"
Size, rear	9½" x 2"	10" x 1¾"
Lining Area	173 sq. in.	168 sq. in.
Springs, Front—Type	Leaf	Leaf
Std. Cap. @ Ground	1000 lbs.	955 lbs.
Opt. Cap. @ Ground	1100 lbs.	1065 lbs.
Springs, Rear—Type	Leaf	Leaf
Std. Cap. @ Ground	1200 lbs.	1150 lbs.
Opt. Cap. @ Ground	1450 lbs.	1350 lbs.

CORVAIR 95 VS FORD ECONOLINE

CORVAIR 95 CORVAN

CORVAIR 95 RAMPSIDE

FORD ECONOLINE VAN

FORD ECONOLINE PICKUP

QUALITY CONSTRUCTION KEY TO CORVAIR 95 DESIGN

CORVAN

- Side loading height is 6″ closer to the ground and doors are nearly 4″ wider for easier loading.
- Rectangular design of wheelhousing puts every inch of load space to work.
- Roof reinforced by five bows for extra strength.
- Nearly 10 ft. of load length available.

ECONOLINE VAN

- Smaller side doors and higher loading height make loading and unloading more difficult.
- Rounded design of wheelhousing is less efficient for stacking packaged cargo.
- Roof has only three bows.
- Approximately 7½ ft. of load length available.

RAMPSIDE PICKUP

- Unique side ramp provides easy no-lift loading.
- Double-walled body side panels give extra strength. Inner panels take cargo bumps, keep exterior unmarked.
- Twenty inches more cargo length; 9 cubic feet more load space; up to 225 lb. more payload.

ECONOLINE PICKUP

- No side ramp available.
- Single walled body side panels are less durable. Dents from inside show up on exterior.
- Short cargo area; load space limited to 73 cubic feet.

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