HERE'S DOUBLE PUNCH IN CORVAIR 95 DIRECT MAIL...DESIGNED TO HELP YOU IN YOUR SPRING TRUCK SALES CAMPAIGN!

Here's a pair of direct mail pieces that will put the one-two punch in your sale of Corvair 95 trucks ... and they're just in time to fit in with your plans for the big spring selling season!

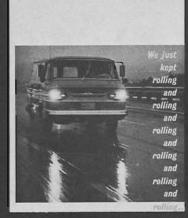
Each piece will be received by businessmen in your area who can use a Corvair 95 to lighten their hauling chores. Businesses in your locality included in the mailing list are:

Bakers Dackage delivery Drapery shops Department stores Dry cleaners Venetian blind dealers Caterers Office supply houses Florists Tea & Coffee distributors Newspapers Appliance dealers Landscapers Painters & decorators Printers Plumbers Diaper laundries Vending machine dealers Auto supply dealers TV and radio repair shops D

The names were taken from the latest available telephone and city directories; thus you will want to have your salesmen prepare prospect lists from these sources in your own area. Armed with these lists of good, pre-sold prospects, your salesmen can take advantage of the growing Corvair 95 truck market! WHO SAYS THERE'S NO DIFFERENCE IN DELIVERY TRUCKSI

rolling

HERE'S THE STORY OF CORVAIR 95 DURABILITY AND MODERN WORK-SAVING DESIGN . . .



PAID

Front cover

shows a rainy, night-time shot of the Corvan on its recent 40,000-mile endurance run, and says, "We just kept rolling and rolling . . . and rolling and rolling and . . .



We rolled up 40,000 miles of city, mountain

Pages 2 & 3

tell the story of the endurance run in which a new Corvan covered "40,000 miles of city, mountain and desert driving, ran trouble-free day and night." Have your salesmen use information about this run to back up their claims of rugged construction and durability of Corvair 95 trucks.



Inner spread shows attractive pictures of Corvans in typical working situations, and details the design advantages of the handy Corvan. Review with your salesmen all the special features of Corvan design, so that they are well armed with facts in talking to prospects. Tell them about the big side loading doors (optional doors on the left side, too), rear-engine traction and economy, low loading heights and big payload capacity, and comfortable full-vision driver's compartment. The salesman who knows his product thoroughly will be the man who gets those extra sales and profits!



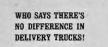
Back cover shows that

the Rampside Pickup and Greenbrier Wagon are also members of the Chevrolet family of rear-engine haulers. Don't let your salesmen forget that there are lots of sales to be made with these versatile models.

AND THIS IS THE STORY OF OWNER ENTHUSIASM FOR CORVAIR 95 TRUCKS!

Front cover

shows a Corvan, with the provocative heading "Who says there's no difference in delivery trucks!"





Pages 2 & 3

explain: "People in your line of work say there's a dollarsaving difference in this delivery truck." Corvan design and durability features are summarized, along with a brief description of the Rampside Pickup. This is a good time to re-emphasize to your salesmen the great importance of knowing all the features of the Corvair 95 line.



Quality makes all the difference e, appearance...in all the thing that make a delivery truck worth more to you. Just ask any Che orcair 95 mener a ladare lie b. B. 1 & fore d ladarit BC and Talle a second a second to a sec Relinger Rotter Ct of Rhen, No. Vol. See St. And See St. And Sec. St. Not a bad of the local descent And the second s **CORVAIR** 95 surdeng Sundeng Sochers by Chevrolet El & rade WE ALTE'T THE CAS CONT LINE ture be segre of Ballers County"

Inner spread says, "Quality makes all the difference," and backs it up with picture after picture of Corvair 95s in actual working situations. Here are statements of praise from people who own and work Corvair 95 trucks, people who know from their own experience that "quality makes all the difference." As you discuss these pages with your salesmen, call their attention to the *variety* of jobs Corvair 95s are suited for. Remind them to use the list of businesses at the right, and the telephone Yellow Pages to build their own prospect lists of the names of people receiving these direct mail pieces.

Back cover shows im-

portant dimensions and tells the reader that a Corvair 95 "could prove to be the smartest investment you ever made!" Tell your salesmen, too, to make a smart investment in product knowledge, and help themselves to extra sales!



TURN PROSPECTS INTO OWNERS BY DEMONSTRATING CORVAIR 95 COMFORT AND UTILITY

Encourage your salesmen to demonstrate Corvair 95s, so prospects will get the feel of easygoing 4-wheel independent suspension . . . light, precise steering . . . poised handling and the sureness of extra rear-wheel traction. They will be pleased to find so much comfort and ease in a truck with so much working ability!

CHEVROLET

Show prospects the roominess and easy accessibility of the Corvan's big load compartment. Point out the low loading height, extra-big side doors, and the quality double-wall construction. Show Rampside prospects the only pickup in America with a side loading ramp — ideal for wheeling in heavy machines and bulky cargo.

KNOW CORVAIR 95 FEATURES . . . THEN DEMONSTRATE TO SELL!

LITHO IN U. S. A.