

CHEVROLET TRUCK COMPETITIVE FACTS



*CONFIDENTIAL:
For Chevrolet Salesmen Only*

Feature-by-Feature Appraisal of **FORD ECONOLINE MODELS**

*Here's evidence of Chevrolet advantages
in Quality, Value and Working Ability*

Here are the facts you need to build sales in the $\frac{1}{2}$ -ton truck field. Facts which show, for example, that the new Chevrolet Corvair 95's are far ahead of the Ford Econoline models when measured in terms of quality construction, efficient design and downright working ability.

As disclosed by comparison, Corvair 95 advantages are quickly apparent; advantages such as Corvair 95's air-cooled rear engine that never requires antifreeze or radiator repairs; Corvair 95's nearly constant 50-50 weight distribution, empty or loaded; the independent front suspension at all 4 wheels for easier handling and a smoother ride;

the full-width front seat (standard on pickups, optional on Corvans); the dual headlights; the optional left-side loading doors for the Corvan to make load space more accessible; the metal door checks which are standard on all doors; the optional 4-speed or automatic transmissions for wide range versatility.

Here, also, are facts which show that Chevrolet's regular line of $\frac{1}{2}$ -tonners, both pickups and panels, are far ahead of Ford Econolines in value (see back page). You'll find in this folder *many* competitive advantages over Ford in the $\frac{1}{2}$ -ton field including the fact that Ford no longer offers a regular panel model.



CHEVROLET CORVAIR 95's vs. FORD ECONOLINE MODELS

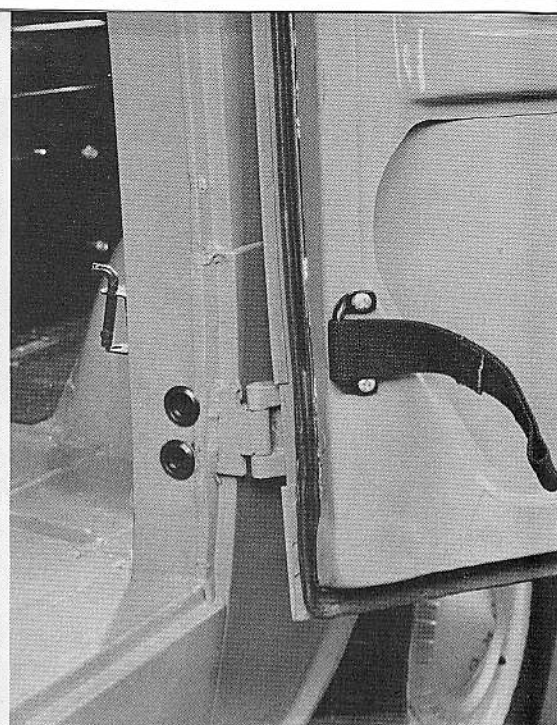
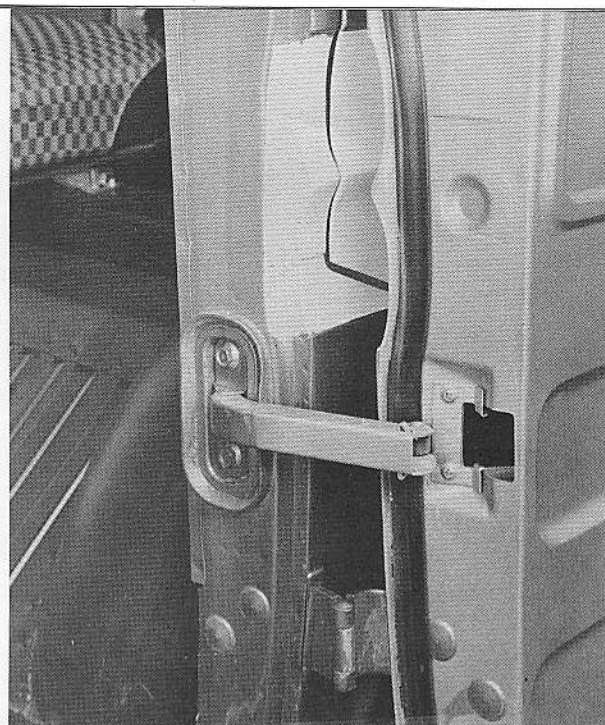
Notice the low overall height of the Corvan (8" lower than the Econoline). This helps to cut down wind resistance and resultant road sway as well as contributing to sleek appearance. Yet, there's no sacrifice in load space. Interior height is virtually the same as the Econoline. And, as for loading convenience, Corvan wins hands down. Corvan's side loading height is 9" lower; side doors are 4" wider; and optional left-side doors make loads even more accessible. In the Econoline, usable load length is greatly reduced by the engine box; extending well back into the cargo area, it also interferes with side door loading. Notice, too, the Econoline's awkward-hanging side doors with single-wall construction—indications of minimum construction. And, with the Corvan, rear windows are standard. They are optional at extra cost on the Econoline van.



Corvair 95's quality construction and attention to detail are clearly apparent in the driver's compartment. Sculptured instrument panel, locking glove box door and a wide, unobstructed floor contribute to driver convenience. Full-width seats are standard in all Corvair 95 pickups and optional in the Corvan. In all Econoline models, the driver compartment is partially taken up by the engine box. With engine next to the driver, noise, heat and fumes can be objectionable. And, the driver must climb awkwardly between the engine box and floor heater to reach his cargo from the inside. The Econoline engine location also prevents a full-width seat on any model. Notice, too, the door step, made necessary because of the 24" floor to ground height on the Econoline. Even the glove box door costs extra.



Quality design features such as two-position metal door checks and solid-paneled, double-walled construction on all loading doors offer evidence that the Corvair 95 offers more real value than does the Econoline. Econoline offers only cloth straps to stop doors in half-open position; to open doors all the way, lift-pins must be released manually. No provision is made for holding the doors open on the Econoline. Chevrolet offers closed-cell sponge rubber weatherstripping on all doors; Ford offers only open-celled foam rubber weatherstripping.

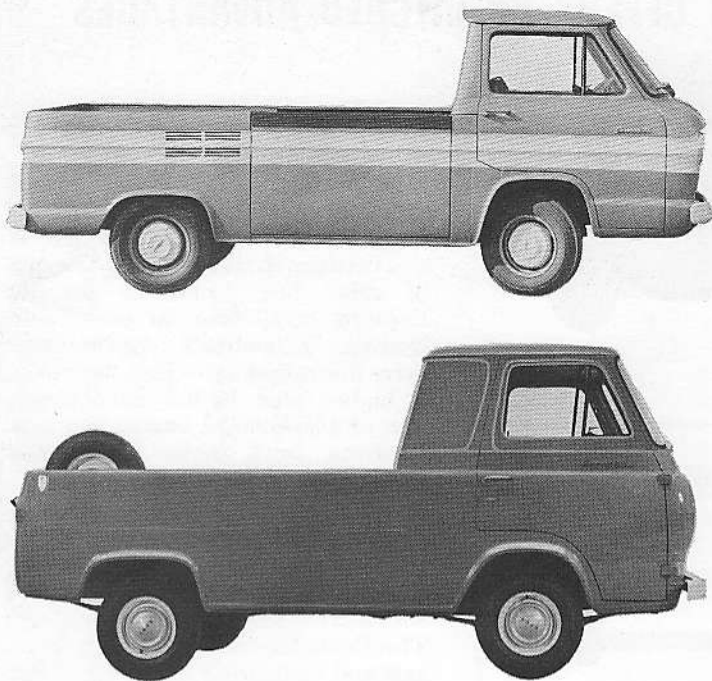


EXACTING ENGINEERING PLUS QUALITY CONSTRUCTION MARK THE REAL LEADER IN THE NEW LIGHT-DUTY FIELD!

Cargo handling ease—Corvair 95's ahead here, too! Not just because of its low mid-ship load height that's 9" lower than the Econoline's, but also because of Corvan's bigger side doors (4" wider and 1" higher). Corvan offers an optional left-side door that makes load space even more accessible. Ford does not offer left-side doors. On the Corvan, cargo's easily accessible from the driver compartment; on the Econoline direct passage to cargo compartment is obstructed by the engine box.

Body strength and stamina are designed right into Corvair 95 trucks. Corvan's double-wall constructed side panels and six sturdy roof bows assure owners rigid, rattle-free structure. The entire roof of Corvan is insulated, while Econoline's roof is only insulated in the driver compartment. And Ford offers only three roof bows, with single-wall side panels. Rear door windows are standard on Corvan (optional at extra cost on Econoline). Corvan's rectangular wheelhousing design puts every inch of load space to work.





IN PICKUPS, TOO, THE CORVAIR 95 PAYS OFF IN EXTRA WORTH AND WORKING ABILITY!

Corvair 95 pickup offers nearly 2 feet more cargo loading length! Econoline's limited pickup box load space is mainly due to its excessive cab length, which is necessitated (and mostly used up) by the bulky engine box. Driver compartment location of the engine makes a full-width seat (standard on Corvair 95 pickup) not possible on the Econoline. And the Corvair 95 pickup box side panels are double-walled; Econoline pickup box is single-wall constructed.

The Rampside's exclusive side ramp—which offers no-lift loading and unloading ease—is not available on any Ford. And Corvair 95's low 16" side loading height (empty) can't be matched by Econoline, either. Corvair 95's loading height is over 9" lower at the full depth cargo area. Rear bumper is standard on the Corvair 95 pickup, optional at extra cost on the Econoline. Corvair 95's spare tire is stowed neatly behind the driver's seat; the Econoline's spare tire takes up valuable cargo space in the pickup box.

Corvair 95's Lead Ford Econolines All Down the Line... in Quality, Working Ability, and Value

	CHEVROLET CORVAIR 95	FORD ECONOLINE
MAXIMUM GVW RATING	4600 lb	4100 lb*
MAXIMUM PAYLOAD		
Van.....	1700 lb	1600 lb
Pickup.....	1900 lb	1650 lb
CHASSIS		
Independent Front Suspension..	Yes	No (I-beam)
Independent Rear Suspension...	Yes	No
Coil springs.....	Yes (All 4 Wheels)	No (leaf)
ENGINE		
Location.....	Rear	Front (next to driver)
Air cooled.....	Yes	No
TRANSMISSION		
3-Speed.....	Standard	Standard
4-Speed.....	Extra Cost	No
Automatic.....	Extra Cost	No
CAB (Pickup & Van)		
Dual door locks.....	Yes	Extra Cost
Flat floor at door entrance.....	Yes	No
Door hold-open device.....	Yes	No
Insulated floor mat.....	Yes	No
Hand throttle.....	Yes	Extra Cost
Glove box door.....	Yes	Extra Cost
Glove box door lock.....	Yes	No
Seat, full-width (Pickup).....	Yes	No
(Van).....	Extra Cost	No
Bumper, rear (Pickup).....	Yes	Extra Cost
(Van).....	Yes	Yes
ELECTRICAL (12-Volt)		
Generator.....	30 amp-hr	25 amp-hr
Dual headlights.....	Yes	No
PICKUP BODY		
Capacity.....	.80 cu ft	73 cu ft
Double-wall side panels.....	Yes	No
Double-wall tailgate.....	Yes	No
Rampside model.....	Yes	No
Positive tailgate latch.....	Yes	No (hook & chain)
VAN BODY		
Left-side loading doors.....	Extra Cost	No
Double-walled construction of loading doors.....	Yes	No
Loading door hold-open device..	Yes	No
Rear door windows.....	Yes	Extra Cost

BODY DIMENSIONS

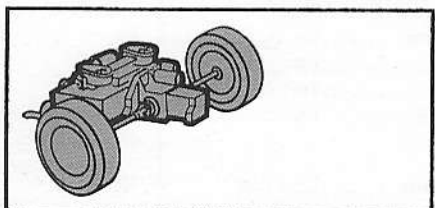
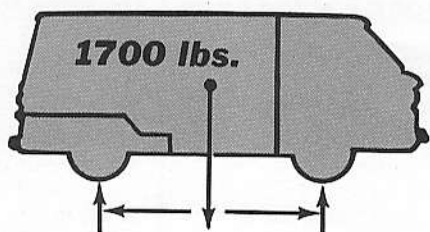
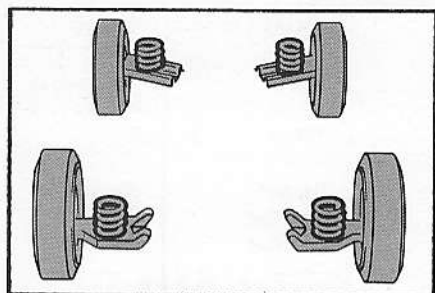
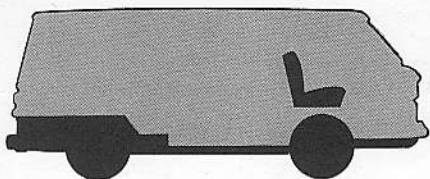
	Corvair 95 Pickup	Econoline Pickup	Corvair 95 Van	Econoline Van
Overall Dimensions—Length	179.75"	163.3"	179.75"	168.4"
—Width	70"	72.5"	70"	75.8"
—Height	70"	77.6"	70.75"	79.2"
Interior Dimensions—Length	105.75"	84.8"	120.87"	106"
—Width	61.25"	63.2"	59.25"	65"
—Height	15"-28"	22.8"	53.75"	54.3"
Side Door—Width.....	45.62"	—	53"	49.4"
—Height.....	28.12"	—	49"	47.8"
—Step Height....	16.25"	—	16.25"	25.4"
Rear Door—Width.....	—	—	44.25"	49.4"
—Height.....	—	—	35.37"	47.8"
Load Height Rear.....	29.5"	26.2"	29"	25.4"

*4100-lb. GVW rating requires heavy-duty front and rear springs and heavy-duty front and rear shock absorbers.

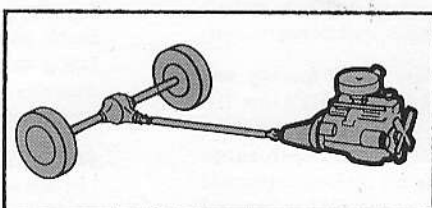
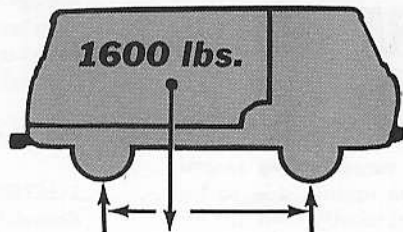
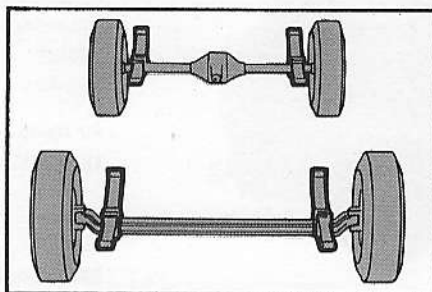
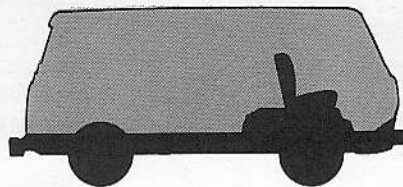


YEARS-AHEAD CORVAIR 95 DESIGN OFFERS UNMATCHED ADVANTAGES

Corvaair 95



Econoline



Rear-engine drive makes the big difference in Corvaair 95 design. Engine, clutch, transmission, and rear axle gearing form a compact unit below the load floor and behind and between the rear wheels. Absence of drive line amidships permits lowering cargo floor for easier side loading. Econoline's conventional drive line necessitates load floor over 9" higher, plus the interior obstruction of the forward engine box and resulting heat, noise and fume problems.

Four-wheel independent suspension with friction-free coil springs gives the Corvaair 95 unmatched riding smoothness. And independent wheel action provides sure, stable handling. The Econoline has an I-beam front axle and leaf-spring suspension both front and rear. Road shock is spread over the entire axle assembly and transmitted to the body through leaf springs.

Near-perfect weight distribution at no-load or full-load results directly from the Corvaair 95's better balanced design. With power team at the rear and driver compartment up front, the bulk of the load is cradled amidships, keeping weight distribution near 50-50 under all loading conditions. The Econoline's forward engine leaves very little weight on the rear wheels and its handling and steering vary widely with the load being carried.

The Corvaair 95 Unipack power team was designed expressly to bring out the best in a vehicle of this type. The low-weight aluminum engine is of horizontal-opposed design, keeping both length and height at a minimum. It's air cooled to reduce weight still further, by eliminating radiator, pump, hoses and water jacketing. Transmission and rear axle gearing combines top performance and economy in standard 3-speed, optional 4-speed or Powerglide versions. The Econoline is available only with standard 3-speed transmission.



ECONOLINE WEIGHT DISTRIBUTION PROVES THE SUPERIORITY OF CORVAIR 95 DESIGN!

The Econoline's low rear-end weight results in poor traction and vehicle instability, especially when no load is carried and two people are riding in the cab. Under these conditions, two men can easily lift the rear end clear off the ground (the high forward concentration of engine weight actually helps tilt the vehicle forward).

CHEVROLET'S REGULAR HALF-TON MODELS STILL LEAD THE FIELD IN REAL TRUCK VALUE!



In selling against the Ford Econolines, don't overlook the real advantages of the regular Chevrolet half-ton models, with a rugged truck build at prices that are competitive right down the line. Years-ahead Independent Front Suspension design gives regular Chevy ½-tonners unsurpassed ride and handling qualities, plus the ability to take

it on tough jobs that are clear out of the Econoline's class. Ford has discontinued the regular ½-ton panel and offers nothing to compare with the Suburban Carryall. Only the minimum-duty Econoline van and bus are available in this field. The man who insists on top value for his truck-equipment dollar will appreciate facts like these:

	CHEVROLET REGULAR ½-TON	FORD ECONOLINE
GVW Rating (Maximum).....	5200 lb	4100 lb
(Standard).....	4300 lb	3300 lb
Wheelbase.....	115" or 127"	90"
CHASSIS		
Suspension, Front—Type.....	Independent	I-beam
Capacity.....	2500 lb	1950 lb
Axle, Rear—Capacity.....	3500 lb	2300 lb
Springs, Front—Type.....	Torsion Bar	Leaf
Capacity.....	1250 lb @ ground	760 lb @ pad
Springs, Rear—Type.....	Coil	Leaf
Capacity.....	1250 lb @ ground	685 lb @ pad
Brakes—Total Lining Area.....	167 sq in	167 sq in
ENGINE (Std 6-Cylinder)		
Displacement.....	235	144
Horsepower (Maximum).....	135	85
Torque (Maximum).....	217	134
Clutch (Diameter; Area).....	10"; 100 sq in	8.5"; 68 sq in
TRANSMISSION		
3-Speed.....	Standard	Standard
HD 3-Speed.....	Extra Cost	No
4-Speed.....	Extra Cost	No
Automatic.....	Extra Cost	No
ELECTRICAL (12-Volt)		
Battery.....	30 amp-hr	25 amp-hr
Generator.....	53 amp-hr	40 amp-hr
Headlamps.....	Dual	Single
DRIVER'S COMPARTMENT		
Roof Construction.....	Double-wall	Single-wall
Door Entrance.....	Flat Floor	Step Well
Door Check (Hold-Open Device).....	Yes	No
Hand Throttle.....	Yes	Extra Cost
Glove Box Door.....	Yes	Extra Cost
Window Frames to Protect Glass.....	Yes	No
Seat, Full-Width (Pickup).....	Yes	No
(Panel).....	Extra Cost	No
PICKUP BODY CONSTRUCTION		
Side Panels.....	Double-wall on Fleetside	Single-wall
Floor.....	Wood W/Steel Strips	Metal
PANEL BODY CONSTRUCTION		
Load Doors—Hold-Open Device.....	Yes	No
Double-wall construction.....	Yes	No
Rear windows standard.....	Yes	No
Lash Rails.....	Yes	No
Roof Insulation.....	Yes	No
TIRES		
Standard.....	6.70-15/4PR	6.50-13/4PR
Capacity (each).....	1115 lb	835 lb