

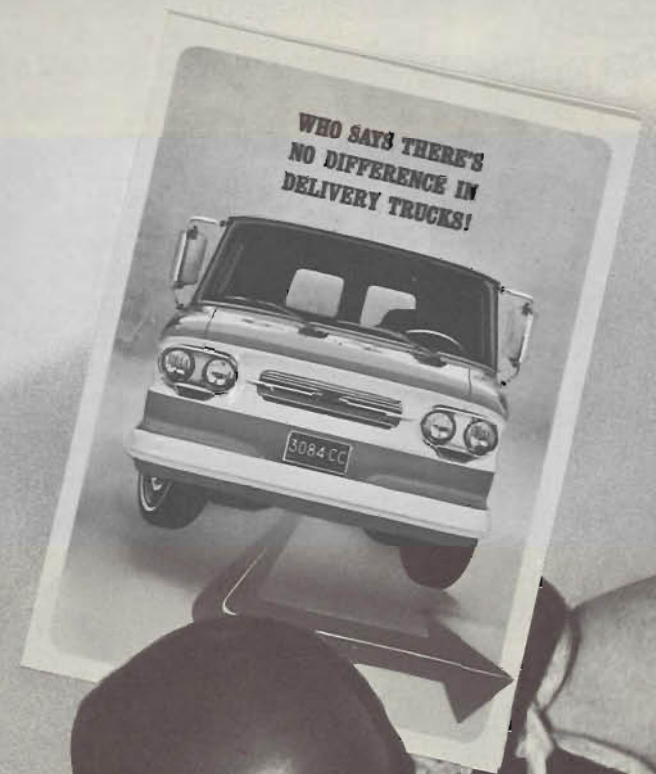
HERE'S DOUBLE PUNCH IN CORVAIR 95 DIRECT MAIL... DESIGNED TO HELP YOU IN YOUR SPRING TRUCK SALES CAMPAIGN!

Here's a pair of direct mail pieces that will put the one-two punch in your sale of Corvaair 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 Corvaair 95 to lighten their hauling chores. Businesses in your locality included in the mailing list are:

Bakers Package 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

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 Corvaair 95 truck market!



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 dollar-saving difference in this delivery truck." Corvan design and durability features are summarized, along with a brief description of the Ramp-side Pickup. This is a good time to re-emphasize to your salesmen the great importance of knowing all the features of the Corvaire 95 line.



Back cover shows important dimensions and tells the reader that a Corvaire 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!

Quality makes all the difference

...in reliability, economy, working ease, appearance...in all the things that make a delivery truck worth more to you. Just ask any Chevrolet Corvaire 95 owner!

CORVAIRE 95

by Chevrolet

- Package delivery
- Emergency repairs
- Inspection services
- Big clearance
- Low maintenance
- Extra storage
- Flammable
- Fire & coffee distributors
- Newspaper
- Appliance dealers
- Landscapers
- Painters & decorators
- Printers
- Draper
- Hardware
- Building materials
- Auto supply
- Auto
- Flammable
- Emergency repairs

Inner spread

says, "Quality makes all the difference," and backs it up with picture after picture of Corvaire 95s in actual working situations. Here are statements of praise from people who own and work Corvaire 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 Corvaire 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.

PUT A VERSATILE CORVAIRE 95 TO WORK IN YOUR BUSINESS. IT COULD PROVE TO BE THE SMARTEST INVESTMENT YOU EVER MADE!

See your local authorized Chevrolet dealer!

TURN PROSPECTS INTO OWNERS BY DEMONSTRATING CORVAIR 95 COMFORT AND UTILITY

Encourage your salesmen to demonstrate Corvaire 95s, so prospects will get the feel of easy-going 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!

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 CORVAIRE 95 FEATURES . . . THEN DEMONSTRATE TO SELL!