

1968 CHEVROLET TRUCKS

EL CAMINO



EL CAMINO

does the work...

Practical people go for Chevrolet's El Camino in a big way. Especially in 1968, El Camino's brilliant combination of stamina and style makes it an outstanding choice for the "right now" people who demand a versatile vehicle for work, recreation and around-the-town errands. The impressive new SS 396 model, with 350 hp 396 V8 engine, is introduced for '68 in addition to Standard and Custom Six-cylinder and V8 models. Look for even better ride and handling in the '68 El Caminos provided by longer wheelbase and wide-tread design. A new body mount system hushes road noise and vibration, isolating driver and passenger from outside disturbances. And while you ride in luxury, El Camino can handle up to a half-ton of cargo in the rear. Inspired by Chevelle, engineered to work well on the job, El Camino for 1968 is the ideal way to work *and* play.



YOU have
all the fun!

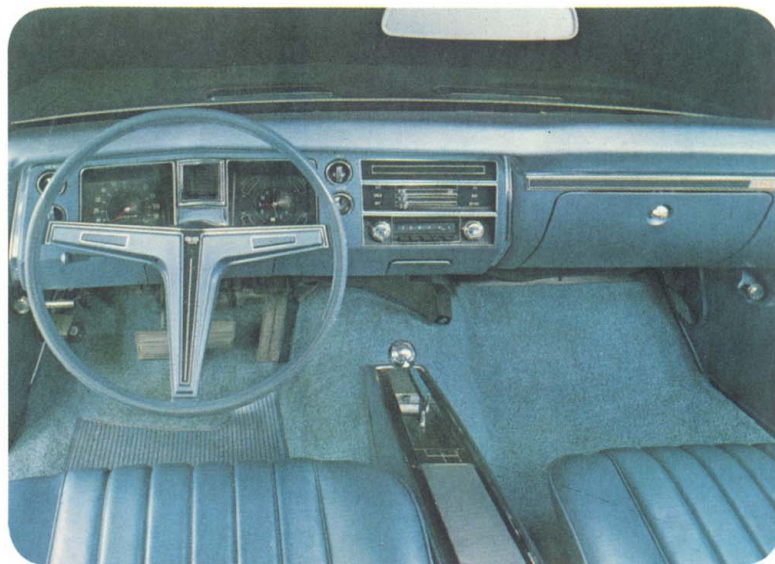
Utility and driving pleasure express the whole idea behind El Camino! The fun begins when you discover how El Camino can be tailored to your individual needs and taste. Enhance new '68 exterior styling, for example, with your choice of 15 exterior colors, three interior colors. There's a choice of seven power plants, from the 140-hp Turbo-Thrift 230 Six up to the 350-hp Turbo-Jet 396 V8 which is available for maximum power needs. Your choice, mated with fully synchronized standard or special 3-speed, wide-range or close-ratio 4-speed, Powerglide or Turbo Hydra-Matic automatic transmission, gives you command of the kind of performance with economy that's just to your liking. Power brakes, air conditioning, tinted glass, AM-FM radio, power windows and many more items will heighten your enjoyment whenever you slip behind the wheel of El Camino.



EL CAMINO FEATURES PUT LUXURY, SAFETY, UTILITY AT YOUR COMMAND



CARGO BOX is strong and spacious with room for objects more than six feet long. Reinforced steel floor and double sidewalls take the knocks on the inside without damaging exterior beauty.



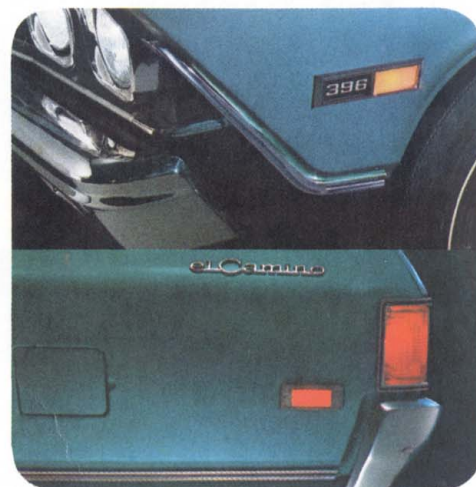
THE EL CAMINO INSTRUMENT PANEL has a new look of luxury and a greater measure of safety for '68. Panel crown is heavily padded as are the windshield pillars. Gauges and instruments are large and easy to read.



AIR-BOOSTER SHOCK ABSORBERS at the rear are standard. Air pressure can be adjusted for road and load conditions.



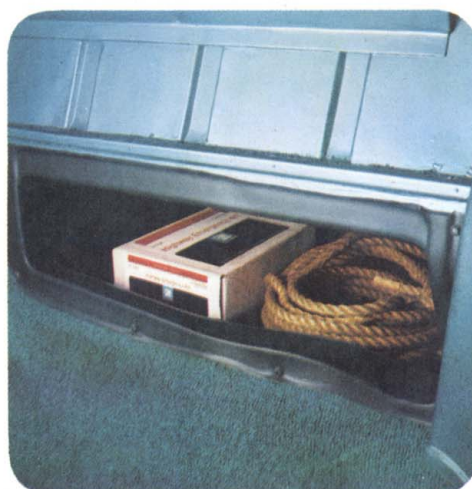
FRONT DISC BRAKES are available to increase braking dependability under adverse driving conditions.



SIDE MARKER LIGHTS are amber at the front, red at the rear. Lights are turned on when headlights are in operation.



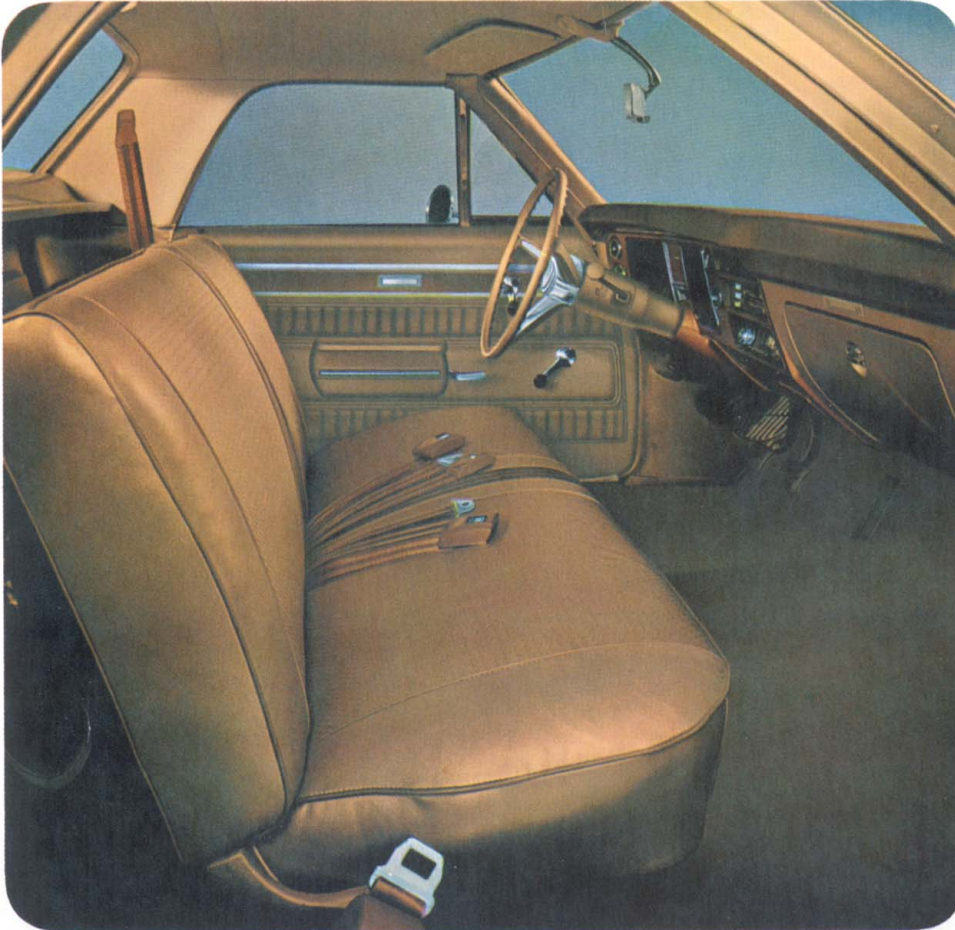
NEW ARM REST is of the full-depth, break-away type for your extra safety. Foam cushioning adds to your extra comfort.



SPECIAL STORAGE COMPARTMENT is provided behind the drivers seat for tools, packages and personal items.



CONCEALED WINDSHIELD WIPERS are included with Custom and SS 396 models, available with the standard interior.



Standard Interior

Custom Interior with Strato-Bucket Seats



STANDARD INTERIOR. Standard means luxury in the all-new and beautifully styled El Camino interior. You select from saddle, blue or black to complement exterior colors. The all-vinyl bench-type seat is padded with thick foam for your comfort. Crank-operated ventipanes are a standard convenience. And you may order concealed windshield wiper arms and blades for the clean-cut look of passenger car elegance. For extra safety in 1968, there's deflecting window regulator handles, softer door lock buttons, breakaway ashtray, full-depth armrests, shielding door handles, windshield pillar padding, non-glare finish on many appointments, deflecting inside rearview mirror base, seatbelts for three and shoulder belts for outboard positions, stronger windshield pillars and a larger outside rearview mirror.

CUSTOM INTERIOR. There's a special look of distinction as well as extra comfort in El Camino's Custom interior appointments. Deeply textured vinyl seat sets the pace with wood-grain trim accenting the newly designed instrument panel adding to the look of luxury. There's the extra comfort of thick pile carpeting underfoot. Electric clock and glove compartment light are included for additional convenience. Deep-dish steering wheel with two-spoke built-in horn buttons highlight the many special touches of elegance. And you can choose from saddle, blue and black interior colors to complement exterior hues. Custom interior is as durable and easy to clean as it is beautiful. The many standard safety features listed above are also included with the Custom El Camino.

STRATO-BUCKET SEATS can be ordered to give your El Camino additional comfort and luxury. Deep foam cushioning and contoured design provide a new experience in driver and passenger ease. The rich vinyl upholstery is both attractive and long wearing. Strato-ease head restraints and center console may be added to create the ultimate in El Camino interiors. Console includes compartment and gearshift lever for specified transmission. Want even more distinction? Order sports-styled steering wheel with walnut-grained plastic rim, Tri-Volume horn, Soft-Ray tinted glass, speed warning indicator. In such surroundings, you'll have to remind yourself that El Camino is also a sturdy, hard-working vehicle that's always ready to shoulder a big load whenever there's a job to do.

STANDARD EQUIPMENT—*Front Suspension:* IFS with coil springs; capacity 1900 lbs. *Springs:* Coil; capacity 950 lbs. *Shock Absorbers:* 1" diameter. *Rear Suspension:* Rear Axle capacity 2700 lbs.; ratios 3.36 (6-cylinder models), 3.08 (307 and 250 & 275-hp 327 V8 models), 3.31 (325-hp 327 V8 & 396 V8 models). *Springs:* Coil; capacity 1100 lbs. *Shock Absorbers:* Air booster type; may be adjusted by varying air pressure to meet load requirements. *Engine:* 140-hp 230 Six standard on six-cylinder models; 200-hp 307 V8 standard on V8 models; 325-hp 396 V8 standard on SS 396 models. *Clutch:* 9 $\frac{1}{8}$ " diameter (6-cylinder engines); 10" diameter (307 & 327 V8's); 11" diameter (396 V8). *Transmission:* 3-speed manual. *Electrical:* Battery; 44-amp.-hr. Direction Signals: Front and rear. Backup lights. Front and rear side marker lights. Generator: 37-amp Delcotron. *Windshield Wipers:* Dual electric with washers. *Seat Belts:* Three; Driver, center and passenger. *Shoulder Belts:* Driver and passenger. *Tires:* Five tubeless 7.75-14 2-ply (4PR) blackwall. F70-14 (SS 396 only).

OPTIONAL EQUIPMENT • Four-Season Air Conditioning • HD Battery • Custom Deluxe Seat & Shoulder Belts • Positraction Rear Axle • Appearance Guard Group • Power Brakes • HD Clutch • Console • Temperature Controlled Radiator Fan • 42-Amp Delcotron Generator • Tinted Glass • Head Restraints • Tri-Volume Horn • Special Instrumentation • Auxiliary Lighting • HD Radiator • AM Pushbutton Radio • AM-FM Pushbutton Radio • Vinyl Roof Cover • Extra Thick Foam Seat • Strato-bucket Seat • Speed & Cruise Control • Speed Warning Indicator • Comfortilt Steering Wheel • Deluxe Steering Wheel • Sports-Styled Steering Wheel • Special Front & Rear Suspension • Wheel Covers • Mag-Style Wheel Covers • Simulated Wire Wheel Covers • Wheel Trim • Concealed Windshield Wipers (Standard on SS 396) • HD 3-speed • Powerglide • Turbo Hydra-Matic • 4-Speed • 4-Speed Close-Ratio • Overdrive.

EL CAMINO ENGINES

| | 230 Six | 250 Six | 307 V8 | 327 V8 | 327 V8 | 327 V8 | 396 V8 | 396 V8 |
|-----------------------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Displacement (cu. in.) | 230 | 250 | 307 | 327 | 327 | 327 | 396 | 396 |
| Compression Ratio | 8.5 to 1 | 8.5 to 1 | 9.00 to 1 | 8.75 to 1 | 10 to 1 | 11 to 1 | 10.25 to 1 | 10.25 to 1 |
| Gross Horsepower & rpm | 140 @ 4400 | 155 @ 4200 | 200 @ 4600 | 250 @ 4800 | 275 @ 4800 | 325 @ 5600 | 325 @ 4800 | 350 @ 5200 |
| Gross Torque ft.-lbs. @ rpm | 220 @ 1600 | 235 @ 1600 | 300 @ 2400 | 325 @ 3200 | 355 @ 3200 | 355 @ 3600 | 410 @ 3200 | 415 @ 3400 |

Chevrolet New Vehicle Warranty

There are no warranties, expressed or implied, made by either the Selling Dealer or Chevrolet Motor Division, General Motors Corporation on new 1968 Model Chevrolet passenger cars or chassis except the warranty against defects in material or workmanship set out below:

Chevrolet Motor Division, General Motors Corporation, (hereinafter referred to as Chevrolet) warrants each new 1968 Model Chevrolet passenger car and chassis (each being hereinafter referred to as a Vehicle), including all equipment and accessories thereon (except tires), manufactured or supplied by Chevrolet and delivered to the original retail purchaser by an authorized Chevrolet Dealer to be free from defects in material and workmanship under normal use and service for 24 months or until it has been driven for 24,000 miles after such delivery, whichever occurs first; and further warrants the power train components (specifically described as the cylinder block and head and all internal engine parts, water pump, intake manifold, transmission case and all internal parts, torque converter, propeller shaft and universal joints, rear axle, differential, and axle shafts), the front and rear suspension components (except shock absorbers), the steering gear, the steering pump and steering linkage and the wheels and wheel bearings on any such Vehicle manufactured or supplied by it to be free from defects in material and workmanship under normal use and service for 5 years or until it has been driven for 50,000 miles after such delivery, whichever occurs first.

As an express condition of the warranty on power train, suspension and steering components, once every 12 months the owner is required to furnish an authorized Chevrolet Dealer evidence that the engine oil, oil filter, carburetor air filter, positive crankcase ventilator valve, engine coolant, propeller shaft, and front and rear suspension and steering components (and automatic trans-

mission fluid and transmission band if so equipped) have been serviced in accordance with Chevrolet's required maintenance schedule, as stated in the applicable Chevrolet Owner Protection Plan booklet, and have the Dealer certify in such booklet (1) that the Dealer has received such evidence, and (2) the then current indicated mileage on the odometer.

Chevrolet's obligation under this warranty is limited to repairing or replacing, at its option, any part or parts which are returned to an authorized Chevrolet Dealer at such Dealer's place of business and which examination shall disclose to Chevrolet's reasonable satisfaction to have been thus defective. The repair or replacement of defective parts under this warranty will be made by such Dealer without charge for parts and labor.

The provisions of this warranty shall not apply to any Vehicle which has been subject to misuse, negligence, alteration or accident, or which shall have been repaired outside of an authorized Chevrolet Dealer's place of business in any way so as, in the reasonable judgment of Chevrolet, to affect adversely its performance and reliability, nor to normal maintenance services (such as engine tune up, fuel system cleaning, carbon or sludge removal, brake and clutch adjustments and wheel alignment and balancing) and the replacement of service items (such as spark plugs, ignition points, positive crankcase ventilator valves, filters and brake and clutch lining) made in connection with such services, nor to normal deterioration of soft trim and appearance items due to wear and exposure.

This warranty is expressly in lieu of any other warranties, expressed or implied, including any implied warranty of merchantability or fitness for a particular purpose, and of any other obligations or liability on the part of Chevrolet, and Chevrolet neither assumes nor authorizes any other person to assume for it any other liability in connection with such Vehicle.

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