

# '68 COMPETITIVE FACTS REPORT

DECEMBER 1967  
CONFIDENTIAL  
FOR  
CHEVROLET  
SALESMEN

# 1

## CHEVROLET VS FORD PICKUP TRUCK



*Chevrolet Fleetside*



*Ford Styleside*

## ONLY CHEVROLET PICKUPS OFFER ALL THIS VALUE

### ROAD-BALANCED RIDE AND HANDLING

Only Chevrolet  $\frac{1}{2}$ - and  $\frac{3}{4}$ -ton pickups feature coil springs at all four wheels with rear control arms for improved driver control. Coupled with Chevy's work-proved Independent Front Suspension, they give the easy ride and toughness that's exclusively Chevrolet.

### DOUBLE STRONG CONSTRUCTION

The trail may twist and turn, but not a Chevy pickup. Because it's built double strong; cowl, windshield pillars, roof and door openings are built of double wall steel. And the Fleetside box is double strong, too. With full-height double wall sides and tailgate.

### EXTRA WORKPOWER

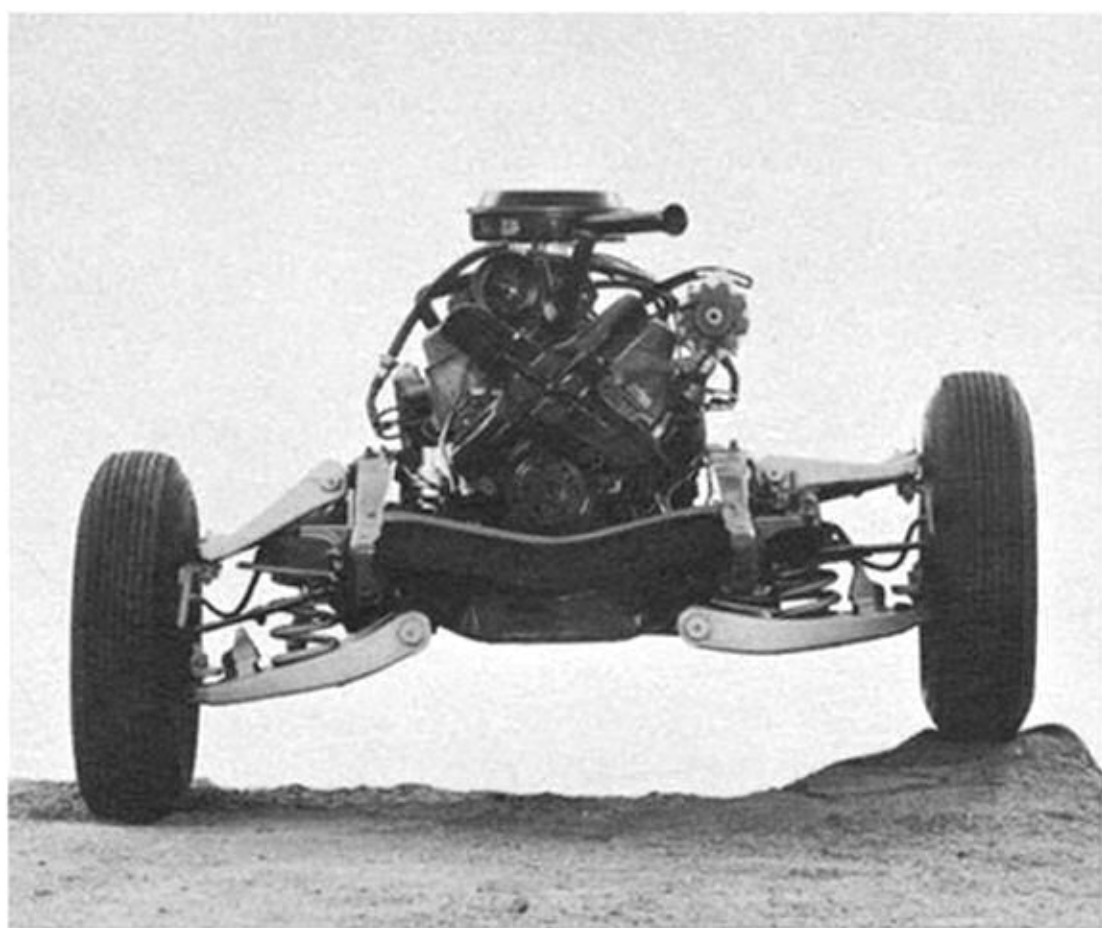
Chevy's smallest pickup engine, the 155-hp 250-Six, is the biggest standard in-line six offered by any popular make. And there's an even bigger six if you need more power. Add the V8's and you get a choice of six tough truck engines, including a brand new standard 200-hp V8.



# SELL CHEVROLET PRODUCT ADVANTAGES

This bulletin has been prepared in order that you may be well informed with factual, saleable advantages of 1968 Chevrolet pickup trucks over

**Glass area**—Chevrolet has 2800 square inches of glass area compared to 2746 square inches of glass area for Ford. This means that a Chevy offers better visibility for the driver, especially in the important front and rear glass areas.



**Full coil spring ride**—Chevrolet's full coil spring ride in pickups is unsurpassed in the industry. Ford is still trying various designs and gadgets to catch up in the ride area (for instance, their latest attempt is called "Flex-O-Matic Rear Suspension"). But Chevy still leads when it comes to a good, comfortable ride. And who ever heard of someone breaking a coil spring?

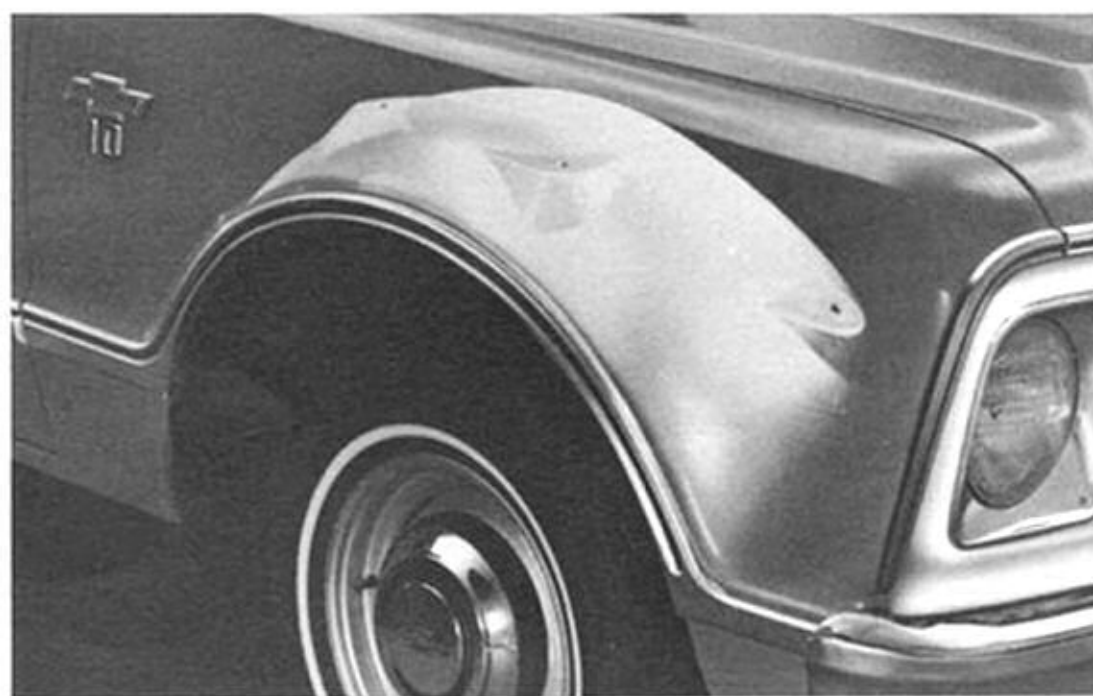
Even at that, if one of your prospects wants rear leaf springs, you can order them as an RPO.

**Double wall construction**—This feature applies to Chevrolet's pickup cab and Fleetside box. It provides the owner with a tougher, more durable truck, and protects the outer side of the Fleetside from cargo damage. Here again, Ford tried to copy Chevrolet, but they wound up with a pickup box that is only partially double walled. And it has a full-length welded seam where rust and corrosion can attack!

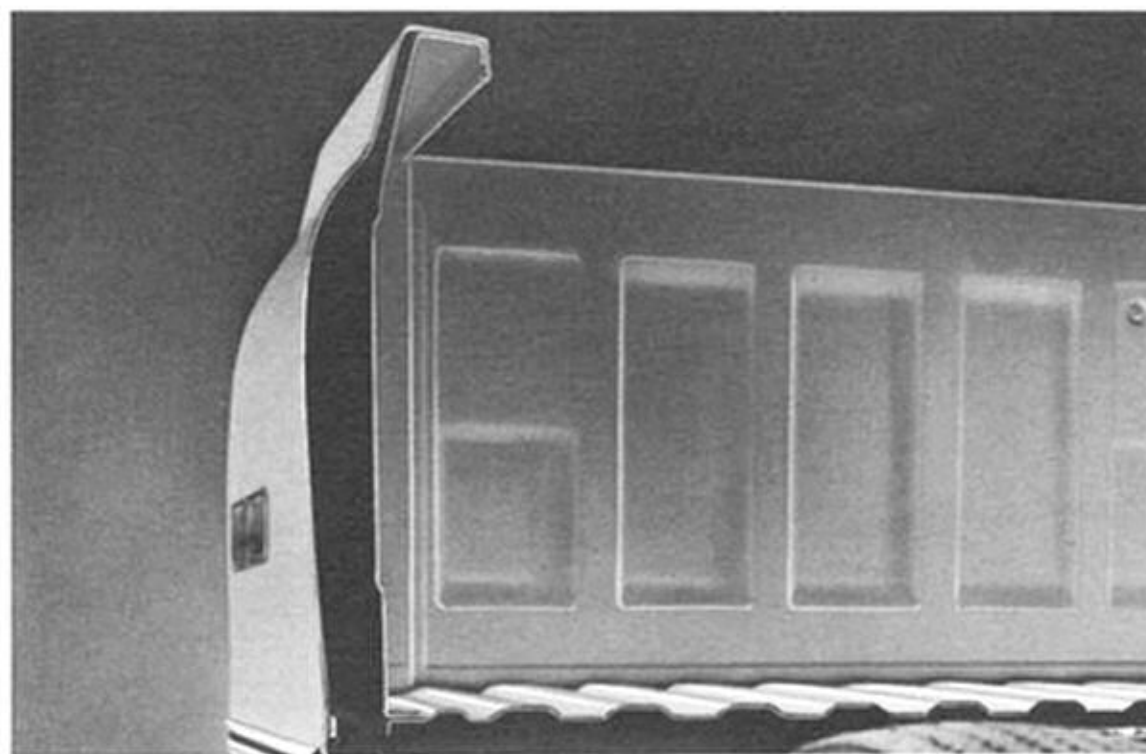
comparable Ford models. Here are the product advantages which you should sell:

**Door opening**—Chevrolet provides a door opening width of 39.50 inches, compared to Ford's 34.32 inches. That's a five-inch advantage for Chevrolet which is particularly significant for owners who must climb in and out many times a day.

**Stepside pickup box**—Chevy's inside width of 50 inches beats Ford's dimension (49 inches) by only one inch, but the important selling point here is that Chevrolet inside walls are flat all the way from front to rear. Ford flare-side pickup box sides are not flat; they are contoured to provide a partial wheel-housing. This design not only cuts down effective interior width; it provides traps for sand, dirt, moisture and other matter.



**Contoured fender liners**—Chevrolet's self-cleaning fender liners are designed to protect the underside of the vehicle from the ravages of corrosion caused by salt, water and mud. There are no pockets or traps to hold road splash and debris.

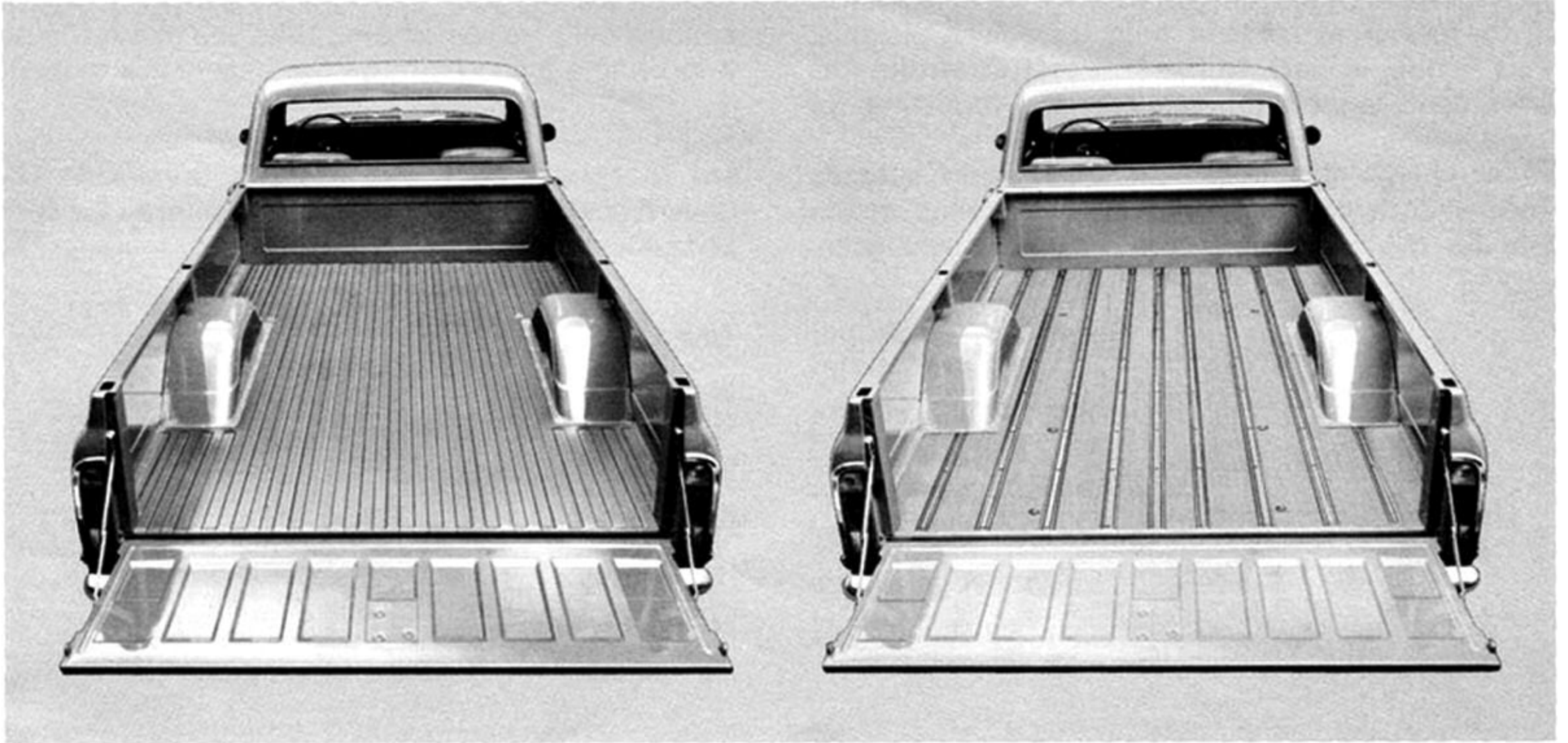


**Bucket seat option**—Both Ford and Chevrolet offer a bucket seat option, but there's one big difference. Chevrolet also includes a center console. The Ford option does not include a console. Chevrolet's con-

**Choice of Fleetside floors**—Chevrolet offers a steel or wood pickup floor at no extra cost. Ford's Styleside pickup comes only with a steel floor. You can't nail cleats to it, and livestock slide and slip on steel,

sole doubles as a center seat, or center armrest—and provides the extra convenience of an additional storage compartment between the driver and passenger seats.

lose their footing easily. Also, Chevy's floor is one inch wider between wheelhouses, two inches wider at the inside floor width.

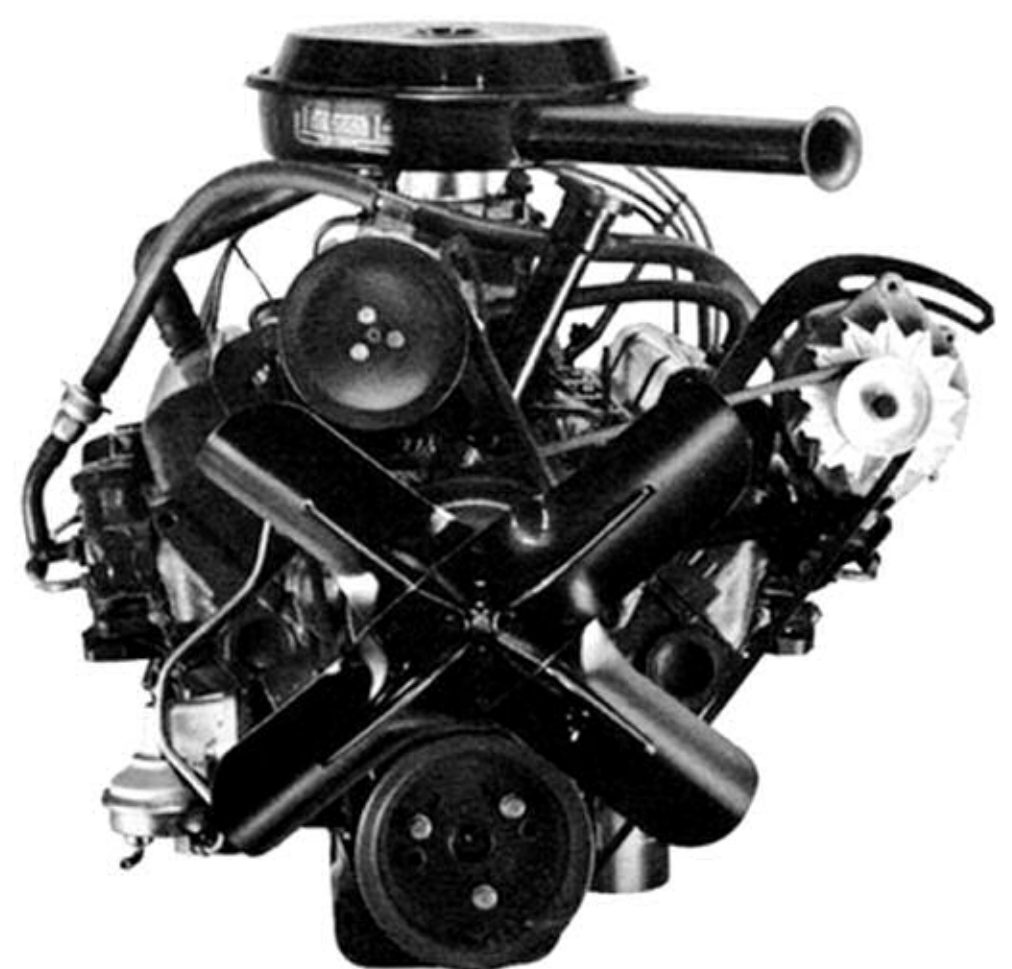


**Pipes 'n' mirrors**—Chevrolet provides a full-length tailpipe standard on pickups; with Ford, this is an extra cost option. Chevrolet also provides left- and

righthand outside mirrors as standard equipment, while Ford makes an extra charge for the outside righthand mirror.

**Engines**—Ford offers four engines—a 240 six (150 hp), 300 six (165 hp), 360 V8 (215 hp) and 390 V8 (255 hp). Chevy offers a wider choice of

power and more of it—a 250 six (155 hp), 292 six (170 hp), 307 V8 (200 hp), 327 V8 (240 hp), 396 V8 (275 hp) and a 396 V8 (310 hp).



**Transmissions**—Again, Chevrolet offers a better selection than Ford. Both makers provide a 3-speed as standard. Ford does provide a fully synchronized 3-speed with 6 or V8 power; Chevy provides a fully synchronized 3-speed as standard on V8 pickups, optional at slight extra cost on six-cylinder pickups. In automatic transmissions, Ford offers only one—

**Greater resale value**—Over the years, Chevrolet pickups have consistently brought more dollars back to the owner at trade-in time than Ford pickups. This is due, in part, to the fact that Chevrolet has been considered a top value by the consumer for

**Wider choice of options**—Chevrolet really outdoes Ford when it comes to tailoring the pickup to the job—for the customer's comfort and convenience.

Heavy-duty air cleaner  
with pre-cleaner  
Heavy-duty radiator  
and equipment  
Steel or wood pickup floor  
Tachometer with gauges  
Door edge guards  
Body side stripes

the 3-speed Cruise-O-Matic. Chevrolet offers the buyer two choices in automatics—a 2-speed Powerglide and a 3-speed Turbo Hydra-Matic. Chevrolet also offers a heavy-duty Warner T16D 3-speed, a deep-low and a close ratio 4-speed. Ford offers only a standard ratio 4-speed.

many years, and with good reason. You simply get more truck for your money in a Chevrolet, and if a model sells well when new, then you can count on it to bring a high return on the used truck market.

For instance, all these options, available for Chevrolet Fleetside pickups, are not offered for Ford Styleside pickups:

Towing hooks  
Speed & cruise  
control  
Speed warning indicator  
Front stabilizer bar  
Heavy-duty starter  
Manual throttle control

