

Conventional **PICKUP** Models

1964 CHEVROLET TRUCKS



CHEVROLET



8-ft. Fleetside Pickup, Model C1534



8-ft. Stepside Pickup, Model C1504

Fleetside Pickups...

Handsome Fleetside Pickups are offered in two body sizes with GVW ratings as high as 7,500 lbs. Coil springs at all four wheels and independent front suspension combine exceptional riding ease with full load carrying ability over all types of roads. Standard power plant is the economical High Torque 230 Six with the big 292 Six or 283 V8 available at extra cost in all models. Teamed with any of these engines is a wide selection of transmissions—standard 3-speed Synchro-Mesh, optional wide-ratio 3-speed or 4-speed Synchro-Mesh, and fully automatic Powerglide—to give you a power team matched to your hauling needs.



6½ ft. MODEL C1434—A 6½-ft. body on a short 115-inch wheelbase and a maximum GVW rating of 5,000 lbs. give a big load carrying pickup that has outstanding maneuverability. With optional heavy-duty rear springs you can carry payloads weighing up to 1,500 lbs. in a pickup body having a capacity of over 60 cubic feet.

8 ft. MODELS C1534 AND C2534—The roomy 8-ft. Fleetside Pickup body is offered on two chassis—Model C1534 with maximum GVW rating of 5,000 lbs. and Model C2534 with maximum GVW rating of 7,500 lbs. Both models are on a 127-inch wheelbase, giving good maneuverability with plenty of load space. Body capacity for the C1534 and C2534 is over 76 cubic feet with maximum payload capacities up to 3,500 lbs. for Model C2534.



RAMPSIDE PICKUP—Only pickup of its kind with side-loading ramp and air-cooled engine in the rear. See separate Chevrolet truck catalog *Corvaire 95 Models*.

Stepside Pickups...

Stepside Pickup bodies feature flat interior body walls and convenient side steps between cab and rear fenders, giving easy side access to the cargo area. Bodies are offered in three lengths on chassis with GVW ratings up to 7,800 lbs. Power teams and chassis components for models with 6½-ft. or 8-ft. bodies are the same as those for corresponding Fleetside models described on facing page. Model C3604 with big 9-ft. body features a heavier frame, 4-speed Synchro-Mesh transmission and leaf-spring rear suspension to accommodate maximum payloads. Wide-ratio 3-speed transmission is optional.



6½ ft. MODEL C1404—With a body capacity of nearly 40 cubic feet and a maximum payload rating of 1,550 lbs., Model C1404 is a very handy and economical performer. Easy handling 115-inch wheelbase simplifies maneuvering in the tight spots.

8 ft. MODELS C1504 AND C2504—The 8-ft. body, with a capacity of nearly 50 cubic feet, is offered on chassis having maximum GVW ratings of 5,000 lbs. (Model C1504) or 7,500 lbs. (Model C2504). Payload capacity goes up to 3,550 lbs. for Model C2504. Wheelbase for both models is 127 inches.



4-WHEEL-DRIVE PICKUP MODELS

There are six husky models for tough off-road work or other jobs requiring maximum traction. For details, see separate Chevrolet truck catalog *4-Wheel-Drive Models*.

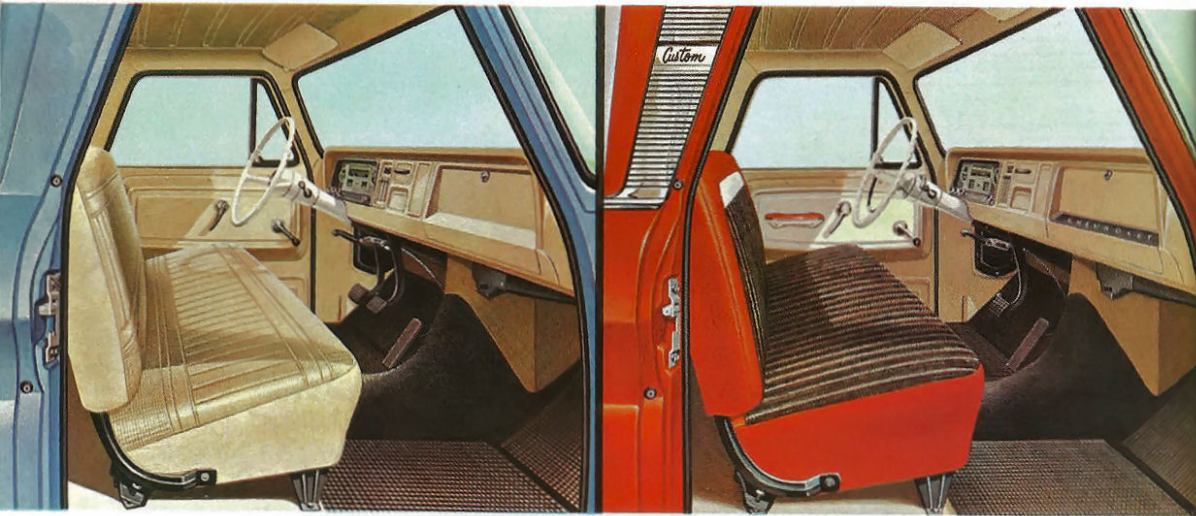


9 ft. MODEL C3604—With a body capacity of 55 cubic feet and extra-heavy chassis design, Model C3604 is first choice for economical hauling of bulky loads and top-payload pickup work. Wheelbase is 133 inches; maximum payload capacity is 3,650 lbs.



NEW EL CAMINO—A unique personal pickup combining the beauty and comfort of a passenger car with the utility of a light truck. See separate catalog *El Camino*.

Cab Features



Standard Cab

Chevrolet's 1964 pickup cabs give you the last word in comfort, easy entry and broad-view visibility. Deep-cushioned seats feature three-man width and easy-to-clean vinyl upholstery. Improved cab insulation provides exceptional quiet and extra comfort. Standard appointments include a driver's sunshade, left door lock, heavy rubber floor mat, dome light and hooded non-glare instrument panel. Extra-cost options include a full-depth foam seat with vinyl upholstery.



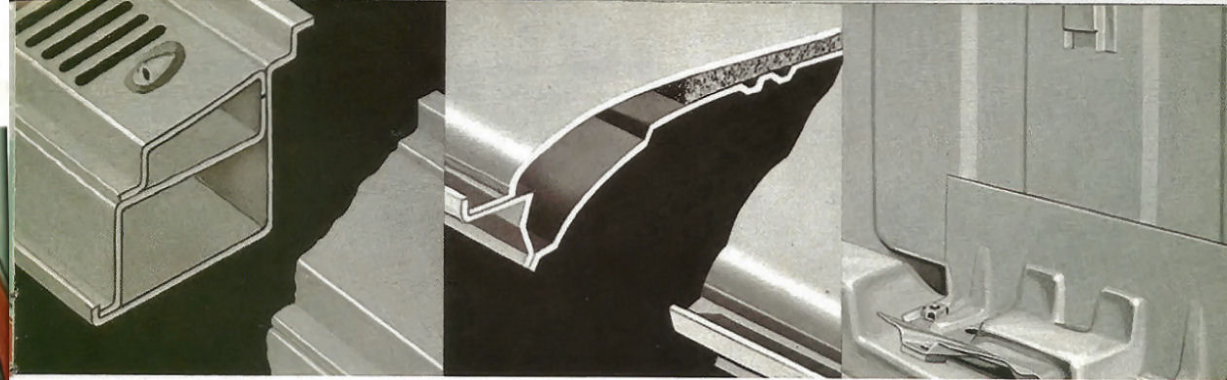
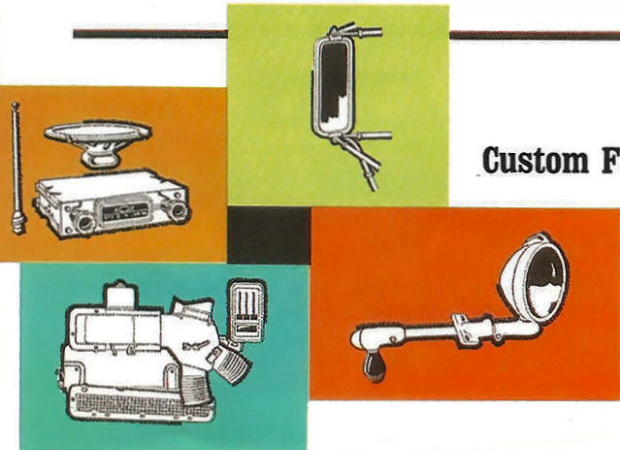
Construction of full-depth foam seat with vinyl upholstery.

Cab with Custom Options

Extra-cost custom comfort and appearance options give extra luxury, and enhance the appearance of pickup cabs. The seat, with full-depth foam cushion, is upholstered in a handsome nylon fabric and trimmed with vinyl in red or beige, depending on choice of exterior color. Other features include a driver's armrest, right door lock, chrome-trimmed control knobs, cigarette lighter, passenger's sunshade, horn ring, white trim on doors and trim plate for dispatch box.

Custom Feature Accessories

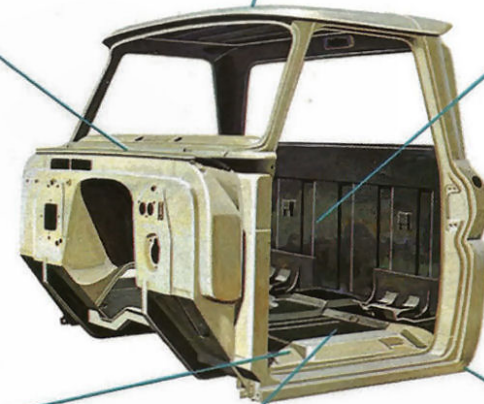
In addition to Chevrolet's full range of factory-installed optional equipment, there's a wide variety of dealer-installed Custom Feature accessories available for extra comfort, convenience and safety. It's easy to custom-tailor your truck to your own special needs and preferences by choosing from items such as grille guards, air conditioner, power steering, marker lights, special mirrors, seat belts and seat covers. Ask your Chevrolet dealer for full details about the many Custom Feature accessories he offers.



MASSIVE DOUBLE-WALLED COWL ARCH bridges front of cab structure, uniting door frames, dash and floor panel in a single strong assembly.

SCULPTURED DOUBLE-PANEL ROOF adds rigidity to entire cab structure. Insulation between inner and outer roof panels keeps out noise, heat and cold.

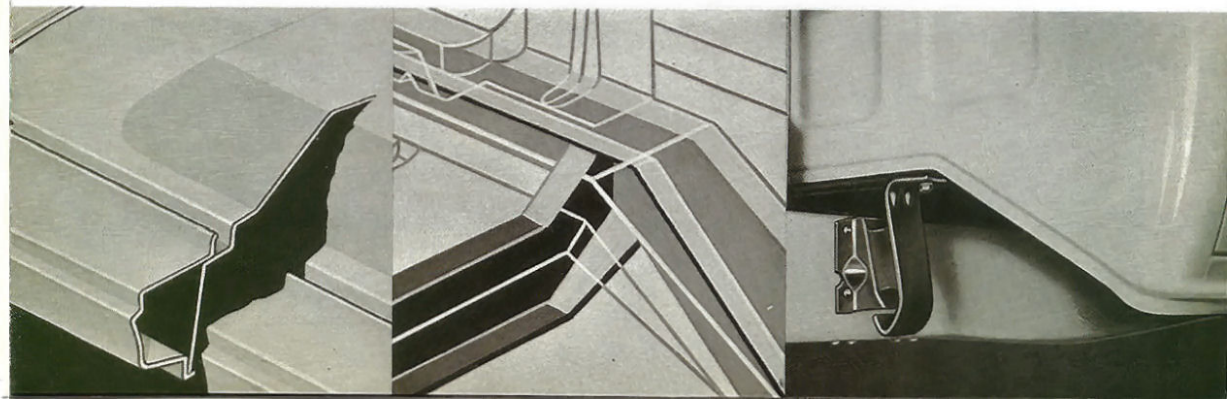
DEEPLY EMBOSSED REAR PANEL reduces annoying drumming sounds, gives extra strength and rigidity to cab structure.



RUGGED BOX-SECTION SILLS, formed by assembly of precision-built close-fitting side and floor panel sub-assemblies, give extra cab durability.

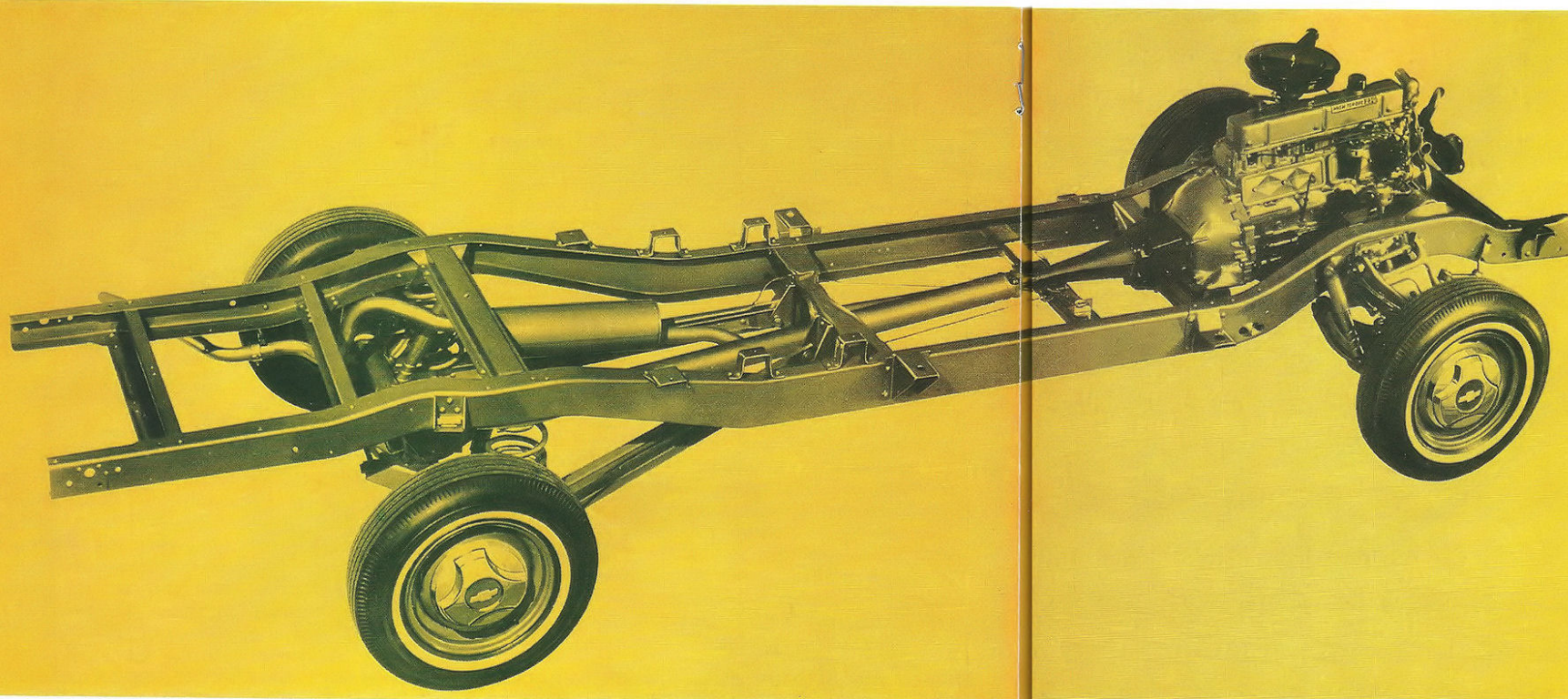
DOUBLE-BRACED FLOOR PANEL features rigid hat-section crossmembers front and rear, plus strong supporting sills extending forward under toeboard.

SHEAR-TYPE RUBBER CAB MOUNTS at rear mounting position of Series 20 and 30 cabs help to reduce vibration or shock transmitted to cab from chassis.

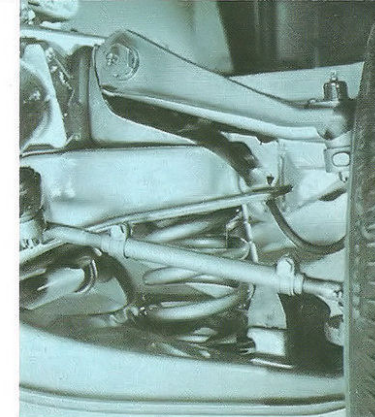


Chassis Features

Tough light-duty chassis feature strong ladder-type frames with traditional Chevrolet ruggedness. Front and rear suspension systems are tailored to give pickups in each weight class the optimum combination of easy ride and big load carrying ability. Throughout each chassis, dead weight is designed *out*, durability designed *in* to give trim chassis pared down to pure working toughness so they stay longer, save more on every job.

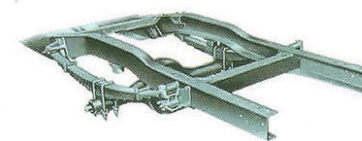


COIL-SPRING INDEPENDENT FRONT SUSPENSION is the main reason for Chevrolet's recognized superiority in ride and handling. The springs fit compactly into the rugged suspension crossmember, deliver a smooth friction-free ride and require no adjustment after installation. Big low-friction spherical joints at outer ends of control arms and large bearing surfaces at the inner ends help suspension adjustments to stay put.



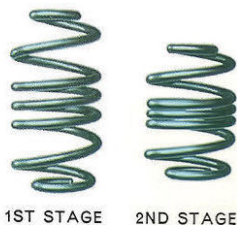
BIG SELF-ENERGIZING BRAKES give plenty of stopping power with minimum pedal effort. In addition, Series 10 and 20 brakes are self-adjusting to ensure full brake action and eliminate need for periodic manual adjustments. Vacuum power brakes, offered at extra cost on all pickup models, give the utmost in easy, sure stopping power.

SHOCK ABSORBERS at the front of all models, and on the rear of Series 10 and 20 pickups, give double-action control to minimize bounce, pitch and sway. Heavy-duty shock absorbers are available at extra cost for the front and rear of all models.

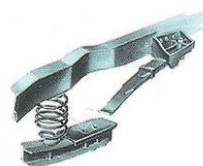


MODEL C3604 LEAF-SPRING REAR SUSPENSION is designed to meet the severe-duty requirements of Chevrolet's largest pickup model. Springs are selected and shackled for best riding qualities consistent with top load carrying ability. Standard springs are of single-stage design with higher capacity two-stage springs available as an extra-cost option. Also optionally available are 5-leaf auxiliary springs for use under maximum GVW conditions.

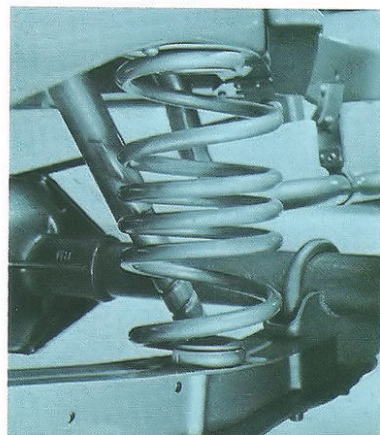
TWO-STAGE REAR SUSPENSION for Series 10 and 20 gives improved ride and better load control. Here is the ultimate in light truck rear suspensions—a single set of springs that give softness for smooth ride when lightly loaded, plus firm control for top payloads and extra durability. Two-stage action is accomplished by reducing the number of active spring coils as load is increased. Closely spaced central coils (see left) close and become inactive under moderate loads, giving extra spring stiffness and firm load support. Under light loads, all spring coils are active to give greatly improved riding qualities. Overall, you get wide-range versatility that's exceptional—even by Chevrolet's high standards of performance.



TOUGH LADDER-TYPE FRAMES provide the strong foundations on which Chevrolet pickup chassis are built. Heavy-gauge channel side rails are joined by alligator-jaw crossmembers to increase frame resilience and the ability to take the twisting punishment of the roughest off-road haul. Additional crossmembers put extra strength into the support areas for the steering gear, shock absorbers and rear springs. All structural members are fabricated of extra-high-strength steel.



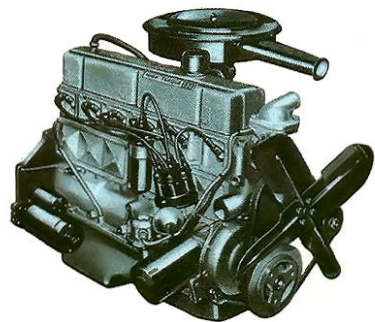
AUXILIARY REAR SPRINGS are available at extra cost for Series 10 and 20 pickups to give extra durability in extreme service. They are short single-ended leaf springs which bear on the axle control arms only under full load or severe bounce.



High Torque Engines

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Chevrolet brings you a choice of modern High Torque engines built with the most advanced manufacturing techniques. Precision molding processes produce cylinder head and block castings with uniformly high quality, strength and dimensional accuracy at substantial weight savings. Low weight results from reduced thickness in many areas, although increased stiffness is obtained with integral reinforcements made possible by precision molding. The end result is low dead weight and high overall truck efficiency.

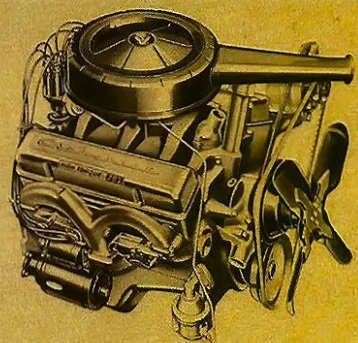
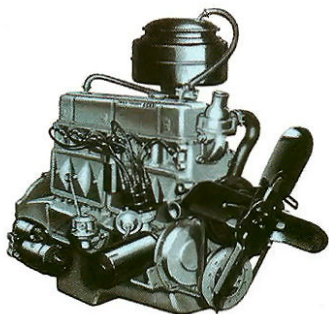


HIGH TORQUE 230 SIX

Standard power plant for all pickup models—230-cubic-inch displacement with 3 3/8" x 3 1/4" bore and stroke—free-breathing overhead valve design with low-restriction valve ports and efficient wedge-type combustion chambers—low-inertia aero-type valve mechanism with hydraulic lifters—smooth-running seven-main-bearing nodular iron crankshaft—140 horsepower and 220 ft.-lbs. of torque for economical truck performance.

HIGH TORQUE 292 SIX

Optional extra-cost Six for extreme service requirements—292-cubic-inch displacement with 3 7/8" x 4 1/8" bore and stroke—aluminized inlet valves and stellite-faced exhaust valves with automatic rotators—full-chromed top piston rings in steel-belted pistons—heavy-duty seven-main-bearing forged steel crankshaft—premium aluminum bearings—170 horsepower and 275 ft.-lbs. of torque to handle the toughest jobs.



V8

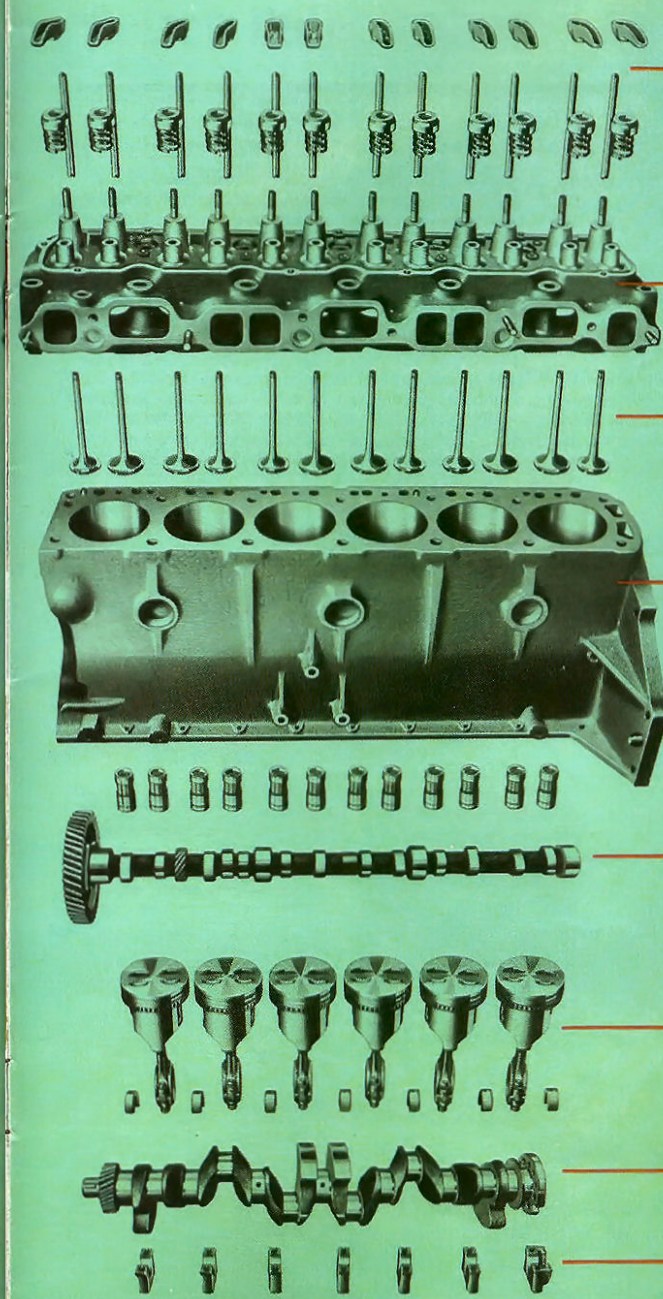
HIGH TORQUE 283 V8

Optional extra-cost V8 to put high-performance punch into a Chevy pickup—283-cubic-inch displacement with 3 7/8" x 3" bore and stroke—efficient overhead valve design with low-restriction valve ports—low-inertia aero-type valve mechanism with hydraulic lifters—five-main-bearing forged steel crankshaft—precision distributor adjustment—long-life steel-backed babbitt bearings—175 horsepower and 275 ft.-lbs. of torque to keep the 283 V8 delivering the goods on the toughest schedules.

Performance Data

	230 SIX	292 SIX	283 V8
Piston Displacement	230 cu. in.	292 cu. in.	283 cu. in.
Compression Ratio	8.5	8.0	9.0
Gross HP @ rpm	140 @ 4400	170 @ 4000	175 @ 4400
Net HP @ rpm	120 @ 3600	153 @ 3600	145 @ 4200
Gross Torque @ rpm	220 ft.-lbs. @ 1600	275 ft.-lbs. @ 1600	275 ft.-lbs. @ 2400
Net Torque @ rpm	205 ft.-lbs. @ 1600	255 ft.-lbs. @ 2000	245 ft.-lbs. @ 2000

Six-Cylinder Design Features



VALVE GEAR—Lightweight low-inertia valve train with aero-type individual rockers on ball studs, tubular push rods, hydraulic lifters and automatic exhaust valve rotators in 292 Six.

CYLINDER HEAD—Precision-cast alloy iron for top rigidity with minimum weight—inlet ports siamesed to provide big low-restriction air-fuel passages—short exhaust ports to reduce demands on cooling system—integral valve guides and spark plug bosses surrounded by coolant passages for efficient heat transfer—four-bolt (per cylinder) attachment to block for minimum distortion.

VALVES—High-alloy steel valves—inlets aluminized and exhausts stellite-faced in 292 Six—valve stem oil deflectors in 230 Six.

CYLINDER BLOCK—Precision-cast alloy iron with accurately controlled wall sections stiffened with integral reinforcements, extra stiff and light in weight—full-circle cylinder bore water jacketing for uniform cooling—seven crankcase bulkheads supporting main bearings and stiffening entire structure—rear bulkhead firmly braced for positive bell housing and transmission alignment.

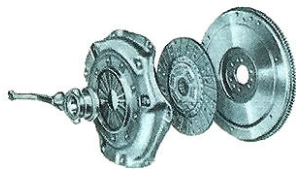
CAMSHAFT—Cast alloy iron with aluminum alloy drive gear—cams contoured for best combination of performance and economy in the low-to-medium speed range.

PISTONS AND CONNECTING RODS—Aluminum pistons with cast-in steel struts for controlled thermal expansion—steel-belted top ring grooves and full-chromed top rings in 292 Six, flash-chromed top rings in 230 Six—short, stiff connecting rods for minimum overall engine height—chrome steel wrist pins shrunk-fit in small ends of forged steel rods—replaceable big-end bearings of steel-backed babbitt in 230 Six, premium aluminum in 292 Six.

CRANKSHAFT—Extra-tough nodular cast iron crankshaft in 230 Six with large journal overlap for stiffness—forged steel crankshaft in longer stroke 292 Six—seven-main-bearing design gives a bearing on either side of each crank throw for top rigidity, minimum vibration.

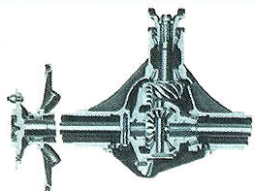
MAIN BEARINGS—Large bearing area for extra durability—steel-backed babbitt bearings in 230 Six—maximum-duty premium aluminum in 292 Six.

Drive Line Components



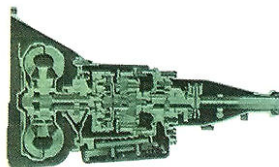
CLUTCHES

Cool-running diaphragm-spring clutches are operated by easy-acting mechanical linkage. 10-inch clutch is standard with the 230 Six in Series 10 and 20 pickups. 11-inch clutch is standard with the 230 Six in Model C3604, and is available as an extra-cost option in Series 10 and 20. Optional 292 Six and 283 V8 engines include the 11-inch clutch.



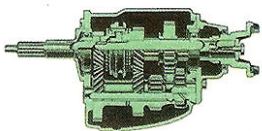
REAR AXLES

Rugged axles for Series 10 feature a cast-steel differential housing, tapered-roller bearings and quiet hypoid gearing. Full-floating design for Series 20 and 30 with straddle-mounted pinion, hypoid gearing, 4-pinion differential. Capacities: 3,500 lbs. (Series 10), 5,200 lbs. (Series 20), 7,200 lbs. (Series 30). For better all-weather traction, extra-cost slip-limiting differentials are offered: Positraction for Series 10 and NoSPIN for Series 20 and 30.



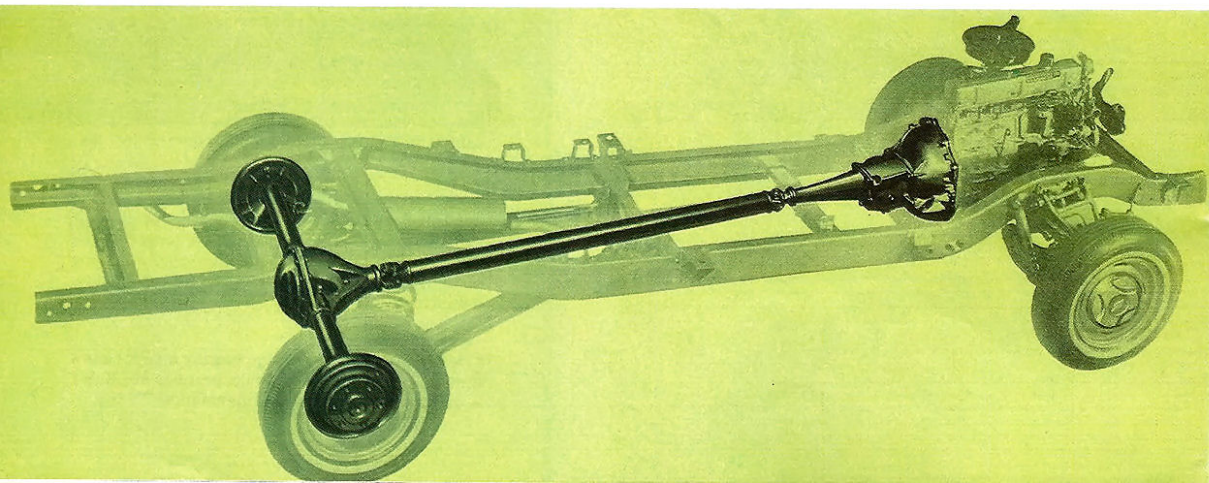
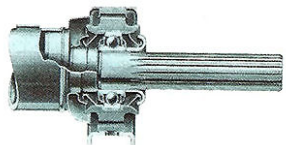
TRANSMISSIONS

Tough Synchro-Mesh transmissions standard on all models—3-speed with steering-column shift for Series 10 and 20, 4-speed with floor shift for Model C3604. Extra-cost options include a wide-ratio 3-speed with steering-column shift, a 4-speed (Series 10 and 20) and a fully automatic water-cooled Powerglide for the easiest driving ever.



DRIVE LINES

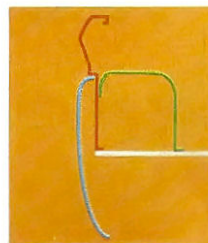
One- and two-piece drive shafts are of top-quality steel tubing, precision-balanced to run true and smooth—rubber-cushioned self-aligning ball center bearing with two-piece drive shaft installations—high-capacity balanced universal joints with drop-forged trunnions.



Better Built Bodies

Chevrolet pickup bodies are designed and built to the highest quality standards. Every detail shows careful consideration of the things truck operators appreciate on the job, and the kind of service they expect from a truck throughout its life. Both Fleetside and Stepside bodies are complete units with front walls independent of the cab to eliminate transfer of stress between cab and body. And for convenience in hauling bulky cargo, sides of bodies have pockets into which stake racks or sideboards can be fitted.

DOUBLE-WALL SIDES—The important lower portions of Fleetside body sidewalls are of double-wall construction for extra strength and to protect the appearance of outer panels. Heavy shifting cargo may cause dents in the inner panels, but the outer panels will remain unmarred so that the Fleetside body retains its sleek appearance for many years.

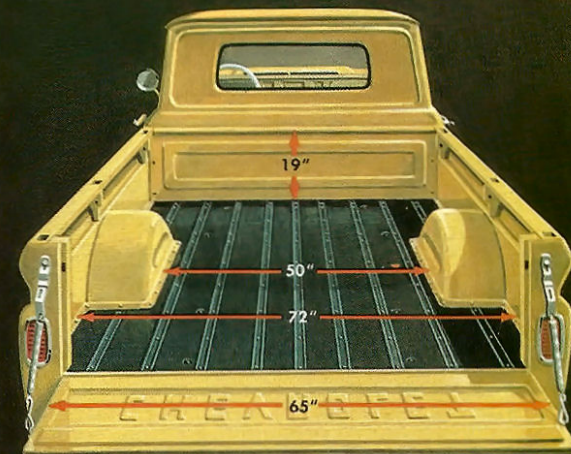


SELECT WOOD FLOORS—Floors of all pickup bodies are made of tough select wood planking. Plank joints are covered by recessed steel skid strips which ease the sliding of heavy cargo in or out.

ANTI-RATTLE LATCH—Snug-fitting wedge-type latches keep tailgate securely closed, and close tailgate fit minimizes leakage of bulk cargo such as grain or sand. Latch chains hold tailgate securely in level position.

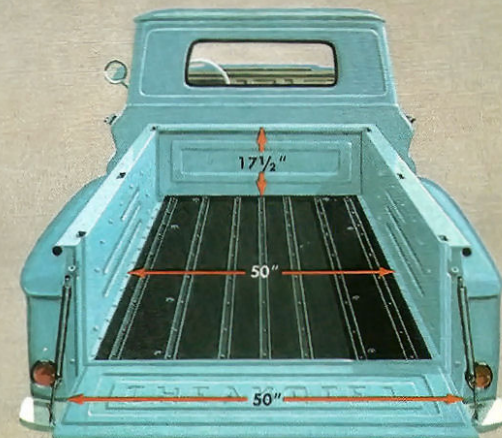


CONVENIENT SIDE STEP—Stepside bodies feature convenient steps between cab and rear fenders for easy side loading of the Stepside body with its smooth interior walls. For Fleetside bodies, a handy toe step is offered as an extra-cost custom feature accessory.



FLEETSIDE

Model	Body Length
C1434	6½ ft.
C1534	8 ft.
C2534	8 ft.



STEPSIDE

Model	Body Length
C1404	6½ ft.
C1504	8 ft.
C2504	8 ft.
C3604	9 ft.

Specifications

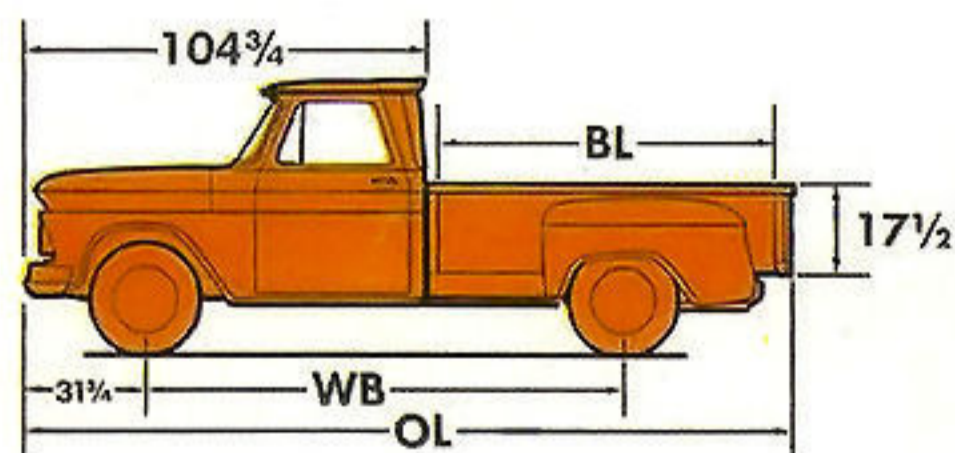
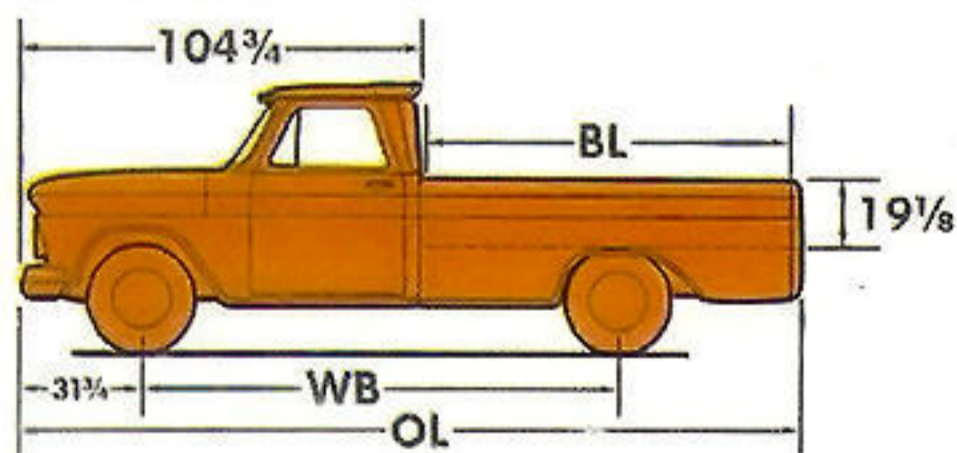
		SERIES C10 (½-TON)				SERIES C20 (¾-TON)				SERIES C30 (1-TON)			
GROSS WEIGHT RATINGS GVW		4100 LB. TO 5000 LB.				5500 LB. TO 7500 LB.				6700 LB. TO 7800 LB.			
AXLE, FRONT	TYPE	INDEPENDENT SUSPENSION				INDEPENDENT SUSPENSION				INDEPENDENT SUSPENSION			
	RATING	2500 LB.				3000 LB.				3500 LB.			
AXLE, REAR	MAKE	CHEVROLET				CHEVROLET				CHEVROLET			
	RATING	3500 LB.	POSITRACTION, 3500 LB.			5200 LB.	NoSPIN, 5200 LB.			7200 LB.	NoSPIN, 7200 LB.		
	RATIO	3.73	4.11	3.07	3.73	4.57	4.11	4.57	5.14	TO 1			
BRAKES, SERVICE	SIZE FRONT	11" x 2"				11" x 2¾"				11" x 2¾"			
	SIZE REAR	11" x 2"				11" x 2¾"				13" x 2½"			
	TOTAL LINING AREA	167 SQ. IN.				239 SQ. IN.				252 SQ. IN.			
	BOOSTER	8.3" PISTON				8.3" PISTON				8.3" PISTON			
CLUTCH	DIA.; AREA (SQ. IN.)	10"; 100		11"; 124		10"; 100		11"; 124		11"; 124			
ENGINE, HIGH TORQUE	TYPE	★230 SIX	292 SIX	283 V8		230 SIX	292 SIX	283 V8		230 SIX	292 SIX	283 V8	
FRAME	SECTION MODULUS	2.98				3.71				5.05			
FUEL TANK	CAPACITY	17 GAL.		20 GAL.		17 GAL.		20 GAL.		17 GAL.		20 GAL.	
GENERATOR▲	AMPS	37	42	55	62	37	42	55	62	37	42	55	62
SHOCK ABSORBERS		FRONT & REAR		HD FRONT & REAR		FRONT & REAR		HD FRONT & REAR		FRONT		HD FRONT & REAR	
SPRINGS, FRONT	TYPE	COIL				COIL				COIL			
	CAP. AT GROUND	1250 LB.				1250 LB.		1500 LB.		1500 LB.		1750 LB.	
SPRINGS, REAR	TYPE	TWO-STAGE COIL				TWO-STAGE COIL				LEAF; 52" x 2½"			
	CAP. AT GROUND	1250 LB.	2000 LB.	AUX., 500 LB.		2000 LB.	3000 LB.	AUX., 500 LB.		2400 LB.	3100 LB.	AUX., 1050 LB.	
STEERING	RATIO; WHEEL DIA.	24.0 TO 1; 17"				24.0 TO 1; 17"				24.0 TO 1; 17"			
TIRES	STANDARD	6.70-15/4PR FRONT, SINGLE REAR & SPARE				7-17.5/6PR FRONT & SINGLE REAR				8-17.5/6PR FRONT; 8-17.5/8PR SINGLE REAR			
	MAXIMUM	7-17.5/6PR FRONT, SINGLE REAR & SPARE				8-19.5/8PR FRONT & SINGLE REAR				8-19.5/10PR FRONT & SINGLE REAR			
TRANSMISSION	TYPE	SYNCHRO	SYNCHRO	SYNCHRO	P'GLIDE	SYNCHRO	SYNCHRO	SYNCHRO	P'GLIDE	SYNCHRO-MESH	SYNCHRO-MESH		
	NO. OF SPEEDS	3	3 ■	4	2	3	3 ■	4	2	4	3 ■		
WHEELS	TYPE	6-STUD DISC				8-STUD DISC				8-STUD DISC			
	STD. SIZE; MAX. SIZE	15" x 5.5"; 17.5" x 5.25"				17.5" x 5.25"; 19.5" x 5.25"				17.5" x 5.25"; 19.5" x 5.25"			

★230 Six engine with maximum economy carburetor and 3.07 ratio rear axle available as extra-cost option on Series C10 with standard 3-speed Synchro-Mesh transmission.

▲ All generators are 12-volt Delcotron alternating current type.
■ Wide-ratio 3-speed transmission.

EQUIPMENT SHOWN IN BLUE OPTIONAL AT EXTRA COST All illustrations and specifications contained in this literature are based on the latest product information available at the time of publication. The right is reserved to make changes at any time in prices, colors, materials, equipment, specifications and models, and also to discontinue models. CHEVROLET MOTOR DIVISION OF GENERAL MOTORS CORPORATION, DETROIT, MICHIGAN.

Dimensions



FLEETSIDE PICKUPS				STEPSIDE PICKUPS			
MODEL	WB	OL	BL	MODEL	WB	OL	BL
C1434	115"	186¾"	78⅞"	C1404	115"	186⅞"	78⅞"
C1534	127"	206¼"	98"	C1504	127"	206¼"	98"
C2534	127"	206¼"	98"	C2504	127"	206¼"	98"
				C3604	133"	216¼"	108¼"

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