

425,
406

VOTES OF
CONFIDENCE
FOR CHEVROLET
TRUCKS

buyer
confidence

MADE CHEVROLET TRUCKS
FIRST CHOICE WITH TRUCK
USERS IN 1963!

CHEVROLET TRUCKS ARE #1 . . .

1 in buyer preference

1 in resale value

1 in performance

1 in durability

1 in service and parts
availability



FIRST CHOICE WITH TRUCK BUYERS SINCE 1937!



1938—119,479 Units



1939—169,457 Units



1940—194,038 Units



1941—212,797 Units



1946—171,618 Units



1947—235,803 Units



1948—302,219 Units



1949—345,519 Units



1950—414,496 Units



1951—350,344 Units



1952—272,249 Units



1953—327,960 Units



1954—293,079 Units



1955—329,791 Units



1956—302,145 Units



1957—290,960 Units



1958—247,296 Units



1959—305,837 Units



1960—316,962 Units



1961—306,175 Units



1962—366,506 Units

1963

GREATEST
VOTE OF
CONFIDENCE
EVER!

Chevy 425,406

2nd Place 382,099

Chevy's Lead . . 43,307

Official 1963 U.S. registration figures for trucks of all weight classes in all states through December 31, 1963, compiled by R. L. Polk & Co., Detroit, Mich.



... IN MORE WAYS THAN ONE!

Again in 1963 Chevrolet trucks topped them all in actual sales . . . for the 26th year! What better proof of buyer preference for Chevy trucks?

Quality Chevrolet trucks are built with more work-value . . . and retain their worth-value longer. Week after week Automotive Market Reports magazine confirms their greater resale value.

The Chevrolet truck reputation for all around performance stands alone: labor-saving efficiency of design . . . gas-saving High Torque engines . . . cost-saving dependability.

There are far more Chevrolet trucks 10 years old or older still on the road than any other make. 468,812 more than the second place truck as of July 1, 1963.

More than 6,700 authorized Chevrolet dealers with thousands of trained mechanics . . . backed by 41 fast-service parts warehouses assure parts availability, minimum downtime for Chevrolet trucks.

**BUILDING
GREATER
CONFIDENCE**

IN 1964!



**TOWARD
ANOTHER
SALES RECORD
IN 64!**

1 out of every 3 trucks on the road is a Chevrolet truck . . . a built-in market for you!



Litho in U.S.A.