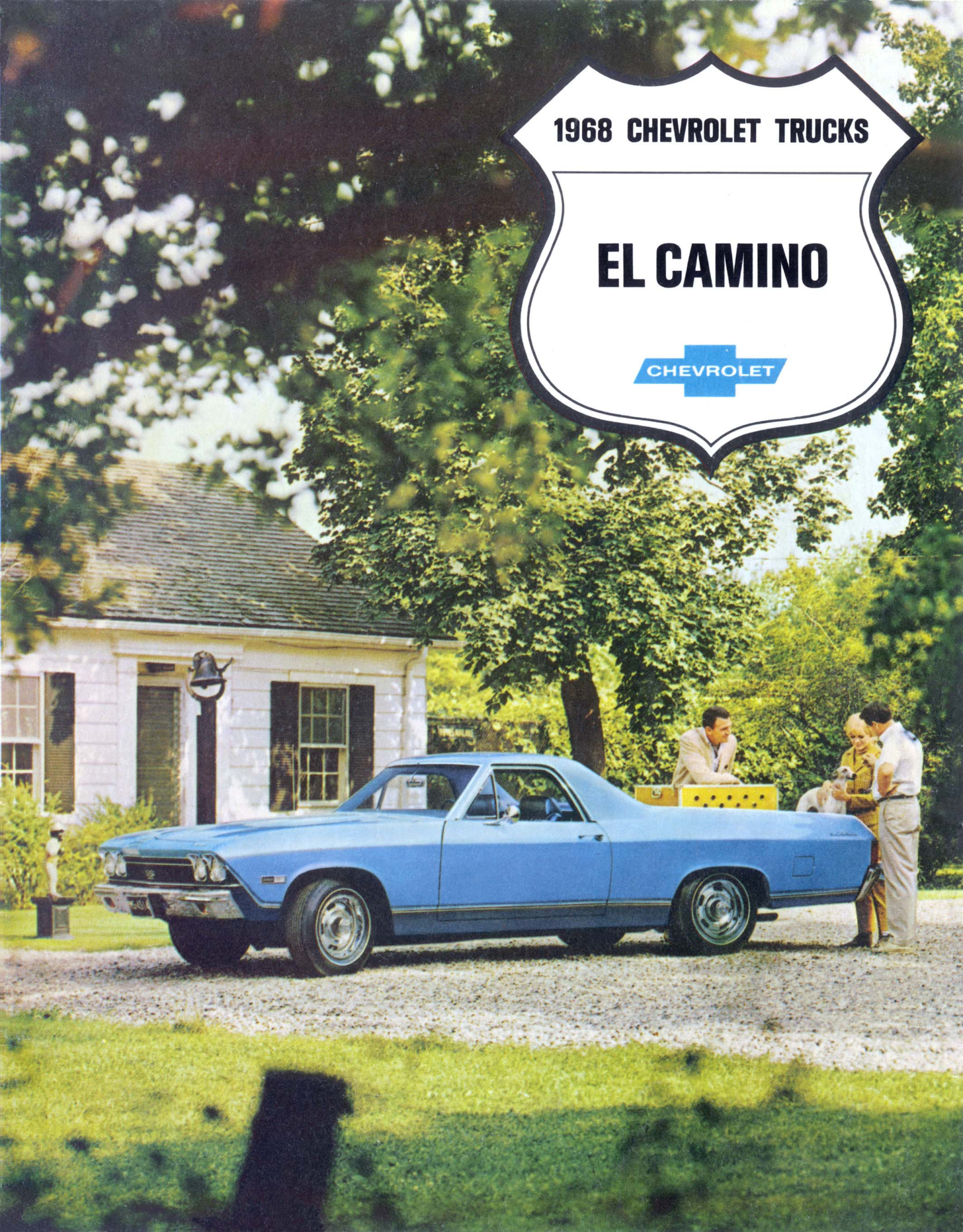


1968 CHEVROLET TRUCKS

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 325 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.

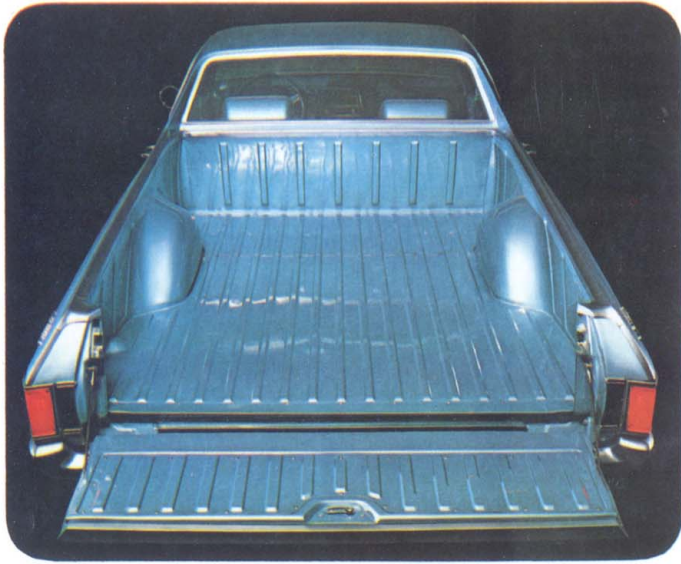


YOU have
all the fun!

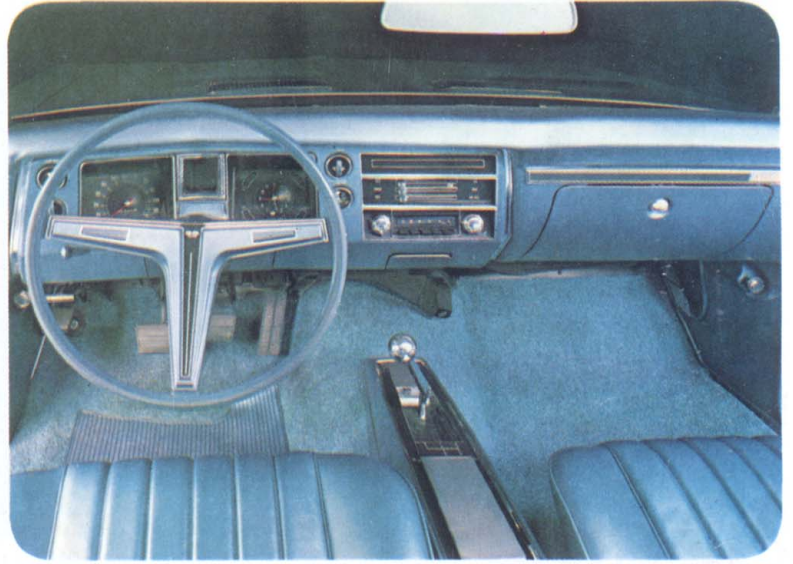
Utility and driving pleasure express the whole idea behind El Camino! The fun begins when you discover how El Camino can be tailored to your individual needs and taste. Enhance new '68 exterior styling, for example, with your choice of 15 exterior colors, three interior colors. There's a choice of seven 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 marring 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.



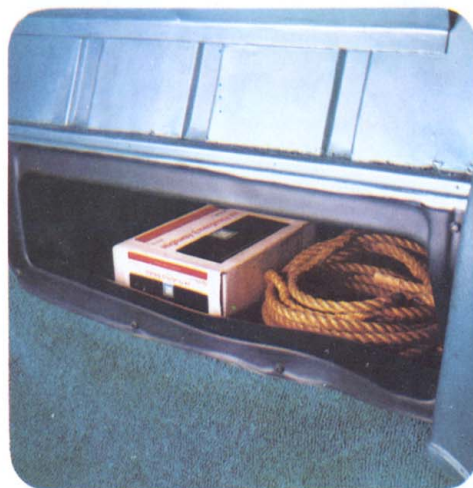
FRONT DISC BRAKES are available to increase braking dependability under adverse driving conditions.



SIDE MARKER LIGHTS on the front only are amber colored. 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 driver's 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. 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 required 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 & 325-hp 396 V8 models), 3.55 (350-hp 396 V8). *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 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 7.35-14 2-ply (4PR) blackwall G70-14 (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 Custom and 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



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. LITHO IN U.S.A.