

OCTOBER 1966

'67

# COMPETITIVE FACTS REPORT

#1

(Confidential for Chevrolet Salesmen only)

## CHEVROLET VS. FORD PICKUP TRUCKS



*Chevrolet Fleetside*



*Ford Styleside*



*Chevrolet Stepside*



*Ford Flareside*



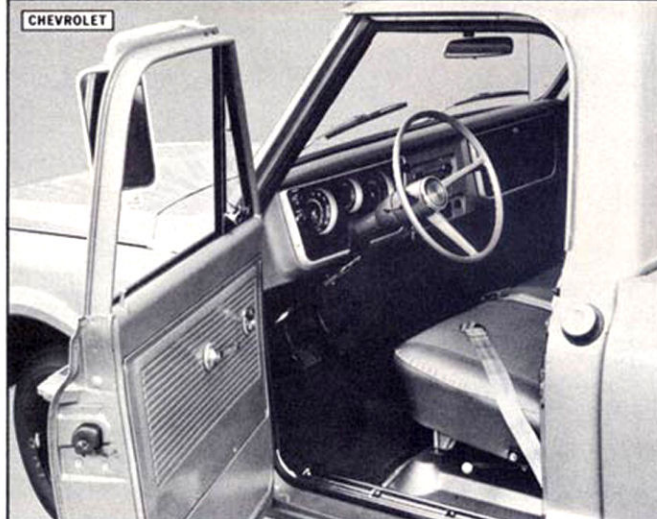
*Chevrolet 4-Wheel Drive*



*Ford 4-Wheel Drive*







## CHEVROLET HAS MORE FEATURE ADVANTAGES IN CAB QUALITY AND COMFORT

Chevrolet pickup superiority starts right at the top. Double-panel roof construction with extra insulation reduces noise and temperature variations. Ford cabs have only a hardboard headliner under their single-panel roof. Chevrolet seats, too, have an important advantage with comfortable coil-spring backrests. Heater controls in the Chevrolet cab are grouped for maximum

convenience. In contrast, Ford heater controls are spread around and awkward to reach. While all 1967 trucks have incorporated a multitude of safety items, Chevrolet pickups include something that's not available on Fords—a telescoping lower steering shaft. This can be a significant safety factor in the event of a front-end collision.



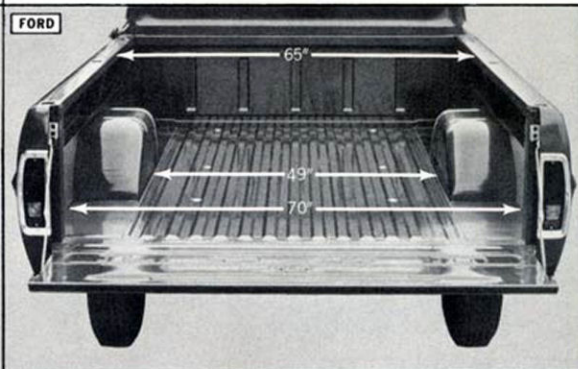
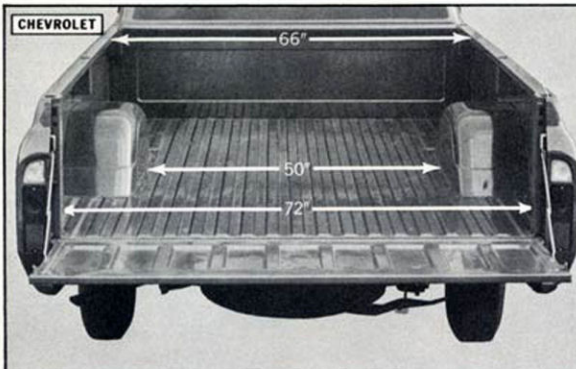
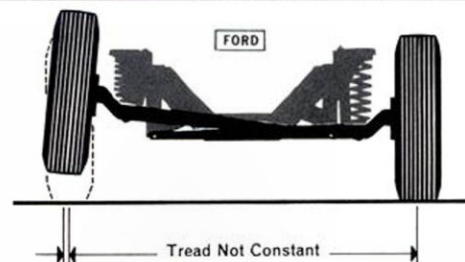
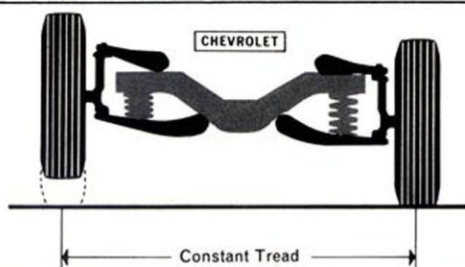
Comparison of deluxe cab interiors shows the Chevrolet Custom Sport Truck is way ahead of Ford's Ranger. The unique Chevy bucket seat setup utilizes a padded center console that can accommodate a third rider in comfort. When only two people are riding, the padded backrest folds down to form a comfortable armrest. Ranger models use a bench seat, though ordinary bucket

seats are offered as an extra-cost option. The Ranger's chrome-bedecked instrument panel can be difficult to read because of reflections. Compare this with Chevrolet's instrumentation using a flat black background for easy readability. More practical use of chrome on the CST includes the trim on accelerator, brake and clutch pedals.



## CHEVY'S SMOOTH TROUBLE- FREE RIDE LEADS THE WAY

Front suspension is a critical factor in the design of any pickup truck. The Chevrolet independent front suspension approach features parallel-acting wheels with constant tread width. Over the years, this system has proved to be reliable and requires a minimum of maintenance. On the other hand, Ford's "Twin-I-Beam" front suspension has several disadvantages. Camber, caster and toe-in all vary as the wheels move up and down. The net result is side-way scuffing and excessive wear on the tires.



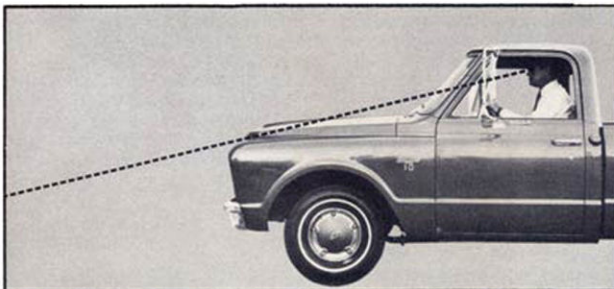
## PICKUP BOX DIMENSIONS SHOW CHEVROLET AHEAD WHERE IT COUNTS

Fleetside pickups get the nod over comparable Ford models with a wider pickup box—an inch more width at the top of the box and between wheelhousings, two inches more across the inside floor width. Chevy offers a choice of steel or wood floors in the box. Ford's Styleside offers no choice—only a steel floor. Loading is easier on Chevy pickups, too. The tailgate loading height and side loading height are both lower than the competition.

## YEAR AFTER YEAR, CHEVY PICKUPS HOLD THEIR RESALE VALUE BETTER

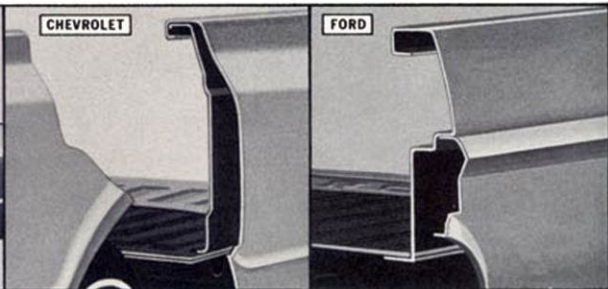
Chevrolet pickup owners consistently come out on top at trade-in time. According to official wholesale prices published in the authoritative Automotive Market Report magazine, one- to five-year-old Chevies bring \$50 to \$75 more than comparable Fords. This is a good indication of truck buyers' opinion of Chevrolet value.

# FEATURE FOR FEATURE, CHEVY PICKUPS OFFER MORE



## BETTER FORWARD VISIBILITY

The short, sloping hood on Chevy pickups affords an excellent view of the road for the driver. Obstructions that can't be seen from the Ford driver's seat can be spotted and avoided by a Chevrolet driver.



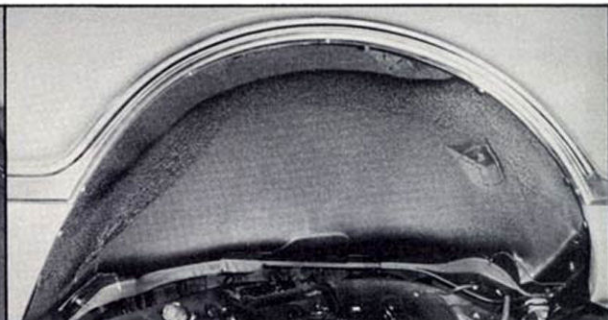
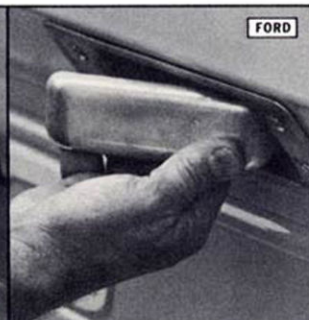
## FULL DOUBLE-WALL PANELS ON FLEETSIDE

To protect outside panels from damage caused by shifting cargo, Fleetside double-wall construction goes all the way to the top on box side panels and tailgate. Ford's double wall goes only part way.



## MORE CONVENIENT TAILGATE LATCH

Chevrolet's new latch permits opening the tailgate with one easy hand motion. The Ford latch swings out to the side in a relatively more difficult manner.



## GREATER CORROSION RESISTANCE

Smooth, one-piece front fender skirts on Chevy pickups have no seams or pockets to collect rust-forming

road splash. Standard undercoating deprives corrosion still further. Ford fender skirts have gaps that allow road spray to enter the engine compartment. Throughout the vehicle, Chevrolet design eliminates nearly all welded coach joints where corrosion often attacks.

## BIGGER CHOICE OF POWER PLANTS

When it comes to engine selection, Chevrolet outscores Ford by a four to three margin. The Chevrolet buyer has more flexibility in matching power to the job. The outstanding efficiency of Chevrolet engines shows up strongest at the upper end of the range. Note that the Chevrolet 327 V8 outperforms the bigger Ford 352 V8. For efficient engine cooling, Chevrolet utilizes modern cross-flow radiators with more frontal area.

### ENGINE SPECIFICATIONS—C & K MODELS

	Standard Six		Optional Six		Standard V8		Optional V8	
	Chevrolet	Ford	Chevrolet	Ford	Chevrolet	Ford	Chevrolet	Ford
Displacement—cu. in.	250	240	292	300	283	—	327	352
Gross Horsepower @ rpm	155 @ 4200	150 @ 4000	170 @ 4000	170 @ 3600	175 @ 4400	—	220 @ 4400	208 @ 4400
Net Horsepower @ rpm	125 @ 3800	129 @ 4000	153 @ 3600	150 @ 3600	145 @ 4200	—	177 @ 4000	172 @ 4000
Gross Torque—ft.-lbs. @ rpm	235 @ 1600	234 @ 2200	275 @ 1600	283 @ 14-2400	275 @ 2400	—	320 @ 2800	315 @ 2400
Net Torque—ft.-lbs. @ rpm	220 @ 1600	218 @ 2000	255 @ 2400	272 @ 14-2100	245 @ 2000	—	283 @ 2400	295 @ 2000



# IT ALL ADDS UP TO A BETTER BUY WITH CHEVROLET PICKUP TRUCKS

## GENERAL SPECIFICATIONS

		CHEVROLET C10	FORD F100	CHEVROLET C20	FORD F250	CHEVROLET C30	FORD F350
Max. GVW Rating (lbs.)		5000	5000	7500	7500	7800	8000
Comparable Models and Wheelbases	Stepside vs. Flareside	CS10704 CE10704 115"	F100-115"	CS20904 CE20904 127"	F250-131"	CS31004 CE31004 133"	F350-135"
		CS10904 CE10904 127"	F100-131"	—	—	—	—
	Fleetside vs. Styleside	CS10734 CE10734 115"	F100-115"	CS20934 CE20934 127"	F250-131"	—	—
		CS10934 CE10934 127"	F100-131"	—	—	—	—
Alternator							
Standard		37 amp	38 amp	37 amp	38 amp	37 amp	38 amp
Optional		42 amp	45 amp	42 amp	45 amp	42 amp	45 amp
Optional		61 amp	55 amp	61 amp	55 amp	61 amp	55 amp
Optional		62 amp	65 amp	62 amp	65 amp	62 amp	65 amp
Axle, Front Type		IFS	Twin I-Beam	IFS	Twin I-Beam	IFS	Twin I-Beam
Capacity (lbs.)		2500	2600	3000	3000	3500	3800
Axle, Rear Capacity		3500	3300	5200	5200	7200	7400
Ratio		3.73	3.70	4.57	4.10	5.14	4.56
Battery							
Standard		53 amp-hr	45 amp-hr	53 amp-hr	45 amp-hr	53 amp-hr	45 amp-hr
Optional		70 amp-hr	55 amp-hr	70 amp-hr	55 amp-hr	70 amp-hr	55 amp-hr
Optional		—	70 amp-hr	—	70 amp-hr	—	70 amp-hr
Brakes							
Type		Self-Adjusting	Self-Adjusting	Self-Adjusting	Self-Adjusting	Self-Adjusting	Self-Adjusting
Size—Front (in.)		11 x 2	11 x 2	11 x 2½	12½ x 2	11 x 2½	12 x 3
Size—Rear (in.)		11 x 2	11 x 1½	11 x 2½	12½ x 2	13 x 2½	12 x 3
Lining Area (sq. in.)		167	162	238	209	252	N/A
Engines							
Standard Six		250 Six	240 Six	250 Six	240 Six	250 Six	240 Six
Clutch		10", 100 sq. in.	11", 124 sq. in.	10", 100 sq. in.	11", 124 sq. in.	11", 124 sq. in.	11", 124 sq. in.
Standard V8		283 V8	—	283 V8	—	283 V8	—
Clutch		11", 124 sq. in.	—	11", 124 sq. in.	—	11", 124 sq. in.	—
Optional Six		292 Six	300 Six	292 Six	300 Six	292 Six	300 Six
Clutch		11", 124 sq. in.	11", 124 sq. in.	11", 124 sq. in.	11", 124 sq. in.	11", 124 sq. in.	11", 124 sq. in.
Optional V8		327 V8	352 V8	327 V8	352 V8	327 V8	352 V8
Clutch		12", 150 sq. in.	11", 124 sq. in.	12", 150 sq. in.	11", 124 sq. in.	12", 150 sq. in.	11", 124 sq. in.
Fuel Tank Cap. (gal.)		21	19.5	21	19.5	21	19.5
Springs, Front—Type		Coil	Coil	Coil	Coil	Coil	Coil
Std. Cap. @ Pad		1018	1055	1018	1055	1152	1365
Opt. Cap. @ Pad		1118	1175	1152	1175	1402	—
Opt. Cap. @ Pad		—	1250	—	1250	—	—
Springs, Rear—Type		Two-Stage Coil	Leaf	Two-Stage Coil	Leaf	Leaf	Leaf
Std. Cap. @ Pad		1074	950	1713	1450	1920	1700
Opt. Cap. @ Pad		1824	1250	2713	1950	2750	2400
Opt. Cap. @ Pad		—	1650	—	2450	3670	3000

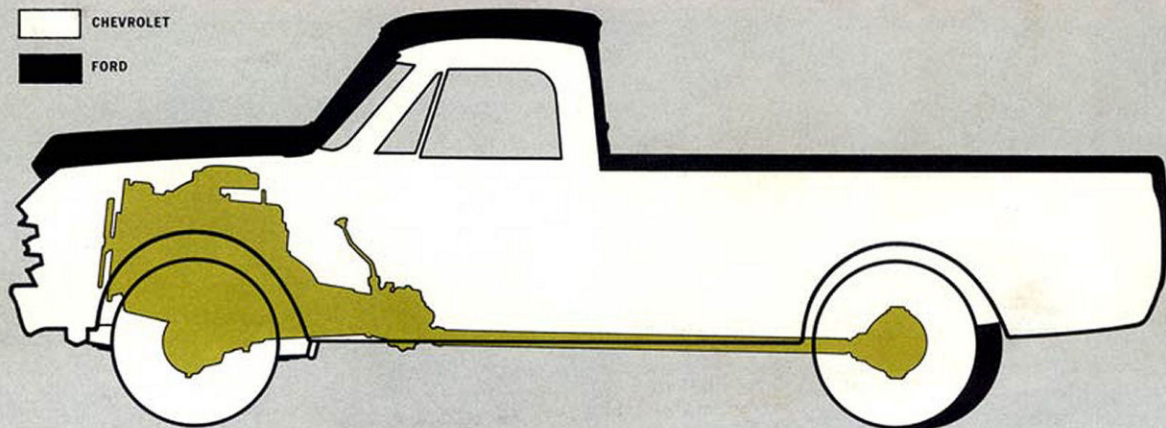
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# CHEVROLET "LOW-PROFILE" 4x4 OUTCLASSES COMPETITION

Totally new for 1967, Chevrolet 4-Wheel Drive pickups can't be approached by Ford. A number of noteworthy advantages are achieved by the redesigned power train configuration. Overall height has been reduced more than five inches from last year's models, yet adequate ground clearance has been retained. The result is a lower, sleeker looking truck with less wind resistance, a lower center of gravity and more convenient loading height. Chevrolet's advanced engineering shows up in suspension design as well. Front and rear leaf springs are the new, weight-saving tapered-leaf type. This reduces inter-leaf friction and provides a

smoother, more even ride. And this year, for the first time, Chevy's big 327 V8 is available on 4x4 pickups. So now there's a choice of two economical Sixes and two husky V8's, compared to Ford's two Sixes and just one V8. Of course, all the other Chevrolet advantages over Ford pickups apply, making Chevy 4x4's a better buy by far.



		CHEVROLET K10		FORD F100	CHEVROLET K20		FORD F250
Max GVW Rating (lbs.)		5600		5600	7600		7700
Comparable Models and Wheelbases	Stepside vs. Flareside	KS10704   KE10704	115"	F100-115"	KS20904   KE20904	127"	F250-131"
		KS10904   KE10904	127"	F100-131"	—	—	
	Fleetside vs. Styleside	KS10734   KE10734	115"	F100-115"	KS20934   KE20934	127"	F250-131"
		KS10934   KE10934	127"	F100-131"	—	—	
Axle, Front Std. Capacity (lbs.)		3300		3000	3500		3000
Opt. Capacity (lbs.)		—		—	3500HD		3500
Axle, Rear Capacity (lbs.)		3300		3300	5200		5200
Brakes Type		Self-Adjusting		Self-Adjusting	Self-Adjusting		Self-Adjusting
Size—Front (in.)		11 x 2		11 x 2	11 x 2 3/4		12 1/4 x 2
Size—Rear (in.)		11 x 2		11 x 1 3/4	11 x 2 3/4		12 x 2 3/4
Lining Area (sq. in.)		167		162	238		228
Springs, Front—Type		Tapered-Leaf		Coil	Tapered-Leaf		Leaf
Std. Cap. @ Pad		1450		1125	1600		1200
Opt. Cap. @ Pad		—		—	—		1400
Springs, Rear—Type		Tapered-Leaf		Leaf	Tapered-Leaf		Leaf
Std. Cap. @ Pad		1800		1250	1900		1700
Opt. Cap. @ Pad		—		1650	2500		2400
Opt. Cap. @ Pad		—		—	—		500 (Aux.)
Transmission Standard		3-Spd. Synch.		4-Spd. Synch.	3-Spd. Synch.		3-Spd. Synch.
Optional		4-Spd. Synch.		—	4-Spd. Synch.		4-Spd. Synch.

