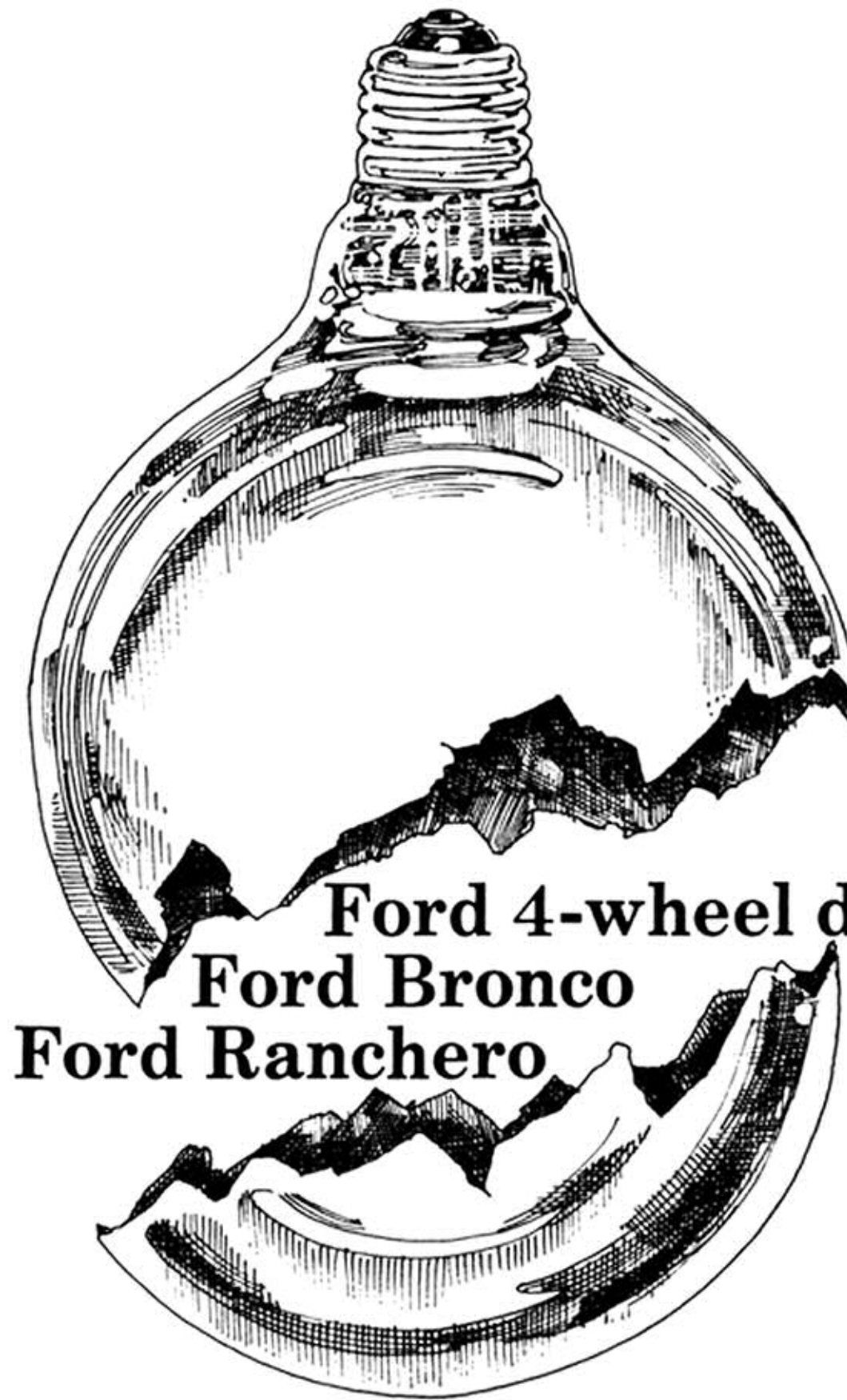


1971 Competitive Facts Report  
Confidential for Chevrolet Salesmen

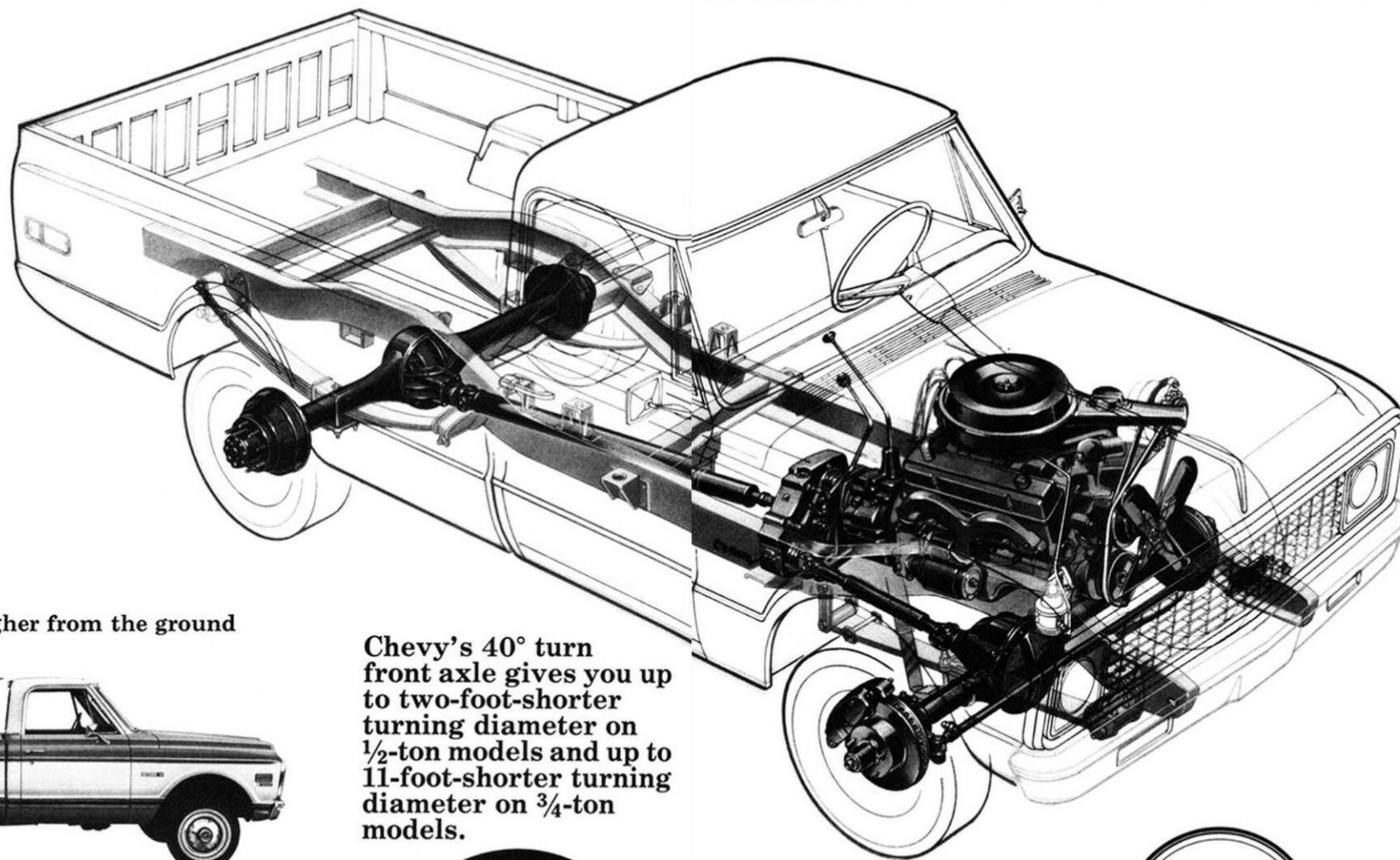
# Chevrolet Challenges



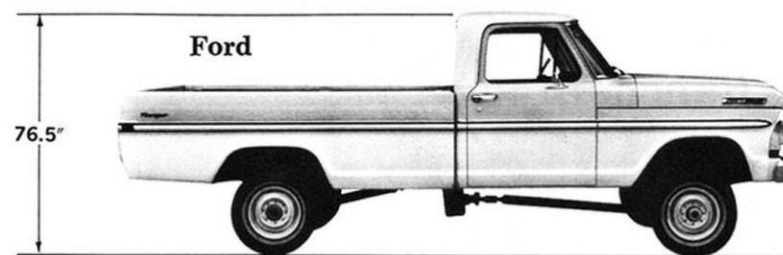
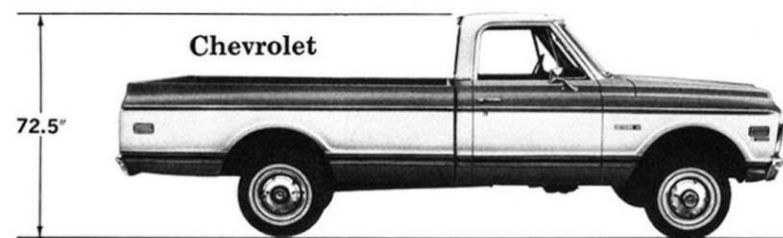
Ford 4-wheel drive models  
Ford Bronco  
Ford Ranchero

... and International Travelall

# Chevy 4-wheel drive models VS. Ford 4-wheel drive models.



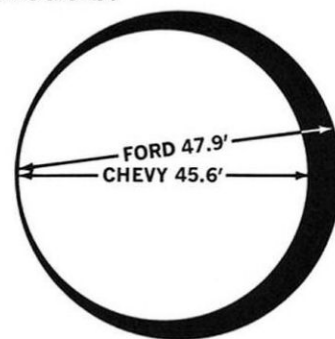
Chevrolet is lower on top yet higher from the ground



What makes Chevy's low silhouette and high ground clearance possible? A new 4-wheel-drive power train design that locates the transfer case at the same level as the transmission. In addition, the

transfer case is bolted to the back of the transmission with an enclosed power connection. As a result Chevy needs only two external drive shafts vs. Ford's three.

Chevy's 40° turn front axle gives you up to two-foot-shorter turning diameter on 1/2-ton models and up to 11-foot-shorter turning diameter on 3/4-ton models.



Chevrolet's ability to maneuver in a tighter circle than Ford provides a substantial increase in handling ease and all-around utility value. Under comparable conditions, Chevy is easier to drive and easier to park.

## Only Chevrolet offers a choice of automatic and two manual transmissions

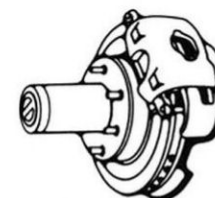
You can team your engine up with Turbo Hydra-matic automatic transmission or either of two manually controlled transmissions—4-speed and 3-speed versions. The 3-speed transmission is fully synchronized for easy shifting up and down.



## Only Chevrolet offers power steering

Chevrolet ease of handling and maneuverability may be increased still further when you order power steering. Ford offers no such option on 4-wheel-drive models. At modest extra cost you can increase vehicle utility and increase driver efficiency.

## Only Chevrolet offers power front disc brakes standard



Chevrolet gives you an extra measure of fade-resistant, all-weather stopping with standard power front disc brakes. These brakes can survive sustained heavy braking effort without fade. Moreover, they're all but impervious to the action of water, slush and salt.

Chevy's power disc front brakes are the single-piston floating caliper type. The rear drum brake system is separate from the front disc brakes but operates from a dual master cylinder connected to the brake pedal. No other popular 4-wheel drive unit offers this superior brake system as standard equipment.

# Chevy Blazer VS. Ford Bronco



## Chevy offers wider tread for superior stability

Both front and rear, Chevy Blazer's tread is wider than the Ford Bronco's. This means improved stability and roadability as well as superior driver control. Blazer's wide stance allows it to take a firm grip on the road and take terrain and road unevenness in stride. Less road shock is transmitted to both passengers and cargo.

## More power to Chevy

Both Chevy's standard 250 Six and 307 V8 are bigger than

standard engines in Bronco. In addition, Blazer offers more power on order, up to a 350 V8.

## Chevy offers the widest wheel for better roadability

Blazer's wider wheels permit the use of bigger tires with bigger tread. With more rubber on the road, Blazer just naturally provides better traction and more positive control.

## Only Chevy offers a 61-ampere battery with V8's

More electrical power for more efficient, dependable operation

of auxiliary equipment comes with every Blazer V8 model. Battery is new side terminal type that offers greater corrosion resistance.

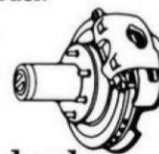
## Chevy's higher capacity front and rear axles offer more load-carrying stamina

Blazer gives you more of what it takes to shoulder heavy loads. Rear axle capacity on 2-wheel-drive models is 3500 pounds, front axle capacity is 2700 pounds. On 4-wheel-drive models rear axle capacity is

3300 pounds, front is also 3300. Ford does not offer a 2-wheel-drive model.

## Only Chevy offers front disc brakes and power brakes standard

Front power disc brakes are standard equipment on both 2-wheel-drive and 4-wheel-drive Blazers. Front disc brakes or power brakes are not available on Ford Bronco. You get extra fade resistance, plus more resistance to effects of water immersion, salt and slush—all at no extra cost.



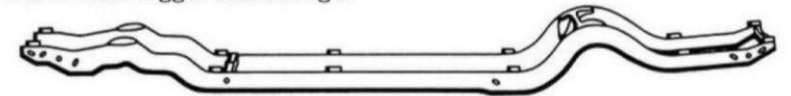
# El Camino VS. Ranchero



## Chevy's perimeter frame offers more hauling strength than Ford's unit body construction.

El Camino puts more backbone into the job with a tough, box-girder perimeter frame. This solid foundation gives El Camino more resistance to torsional strains and stresses, lets it haul bigger loads longer

without resulting stresses to body framing. Heavy perimeter frame gives El Camino a lower center of gravity, too, for steadier going on rough roads.



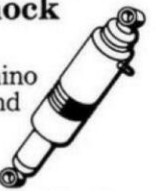
## Chevy offers superior riding quality with Full Coil Suspension

El Camino gives you the equivalent of passenger car ride with a husky coil spring at all four wheels. By contrast, the Ranchero uses leaf-type rear springs.



## Only El Camino offers air boost shock absorbers

To keep El Camino riding smooth and level under all road and load conditions, it comes equipped with air boost rear shock absorbers as standard equipment. The air filler valve is located on the right side of the license plate.



## Chevy offers more engine choices tailored to your power needs

Chevy El Camino				Ford Ranchero			
250 Six	145 HP	400 V8	300 HP	250 Six	145 HP	351 V8	285 HP
307 V8	200 HP	454 V8	365 HP	302 V8	210 HP	429 V8	370 HP
350 V8	245 HP	454 V8	425 HP	351 V8	240 HP		
350 V8	270 HP						

Only El Camino offers the choice of two optional automatic transmissions.



# Chevrolet Suburban VS. International Travelall



## Chevy offers a standard 250 Six engine vs. International's 232.

More standard power and more flexible power make Chevy a more agile mover in city traffic as well as an effortless performer on the highways. Suburban offers more extra-cost engine choices, too.

## Only Chevy offers rear coil suspension



Cushiony coil springs at the rear wheels of the Chevrolet Suburban help make the difference in riding quality between the Suburban and rear-leaf-spring Travelall.

## Only Chevrolet offers front disc and power brakes



Power front disc brakes with more fade resistance and more resistance to the action of water, salt and slush are standard equipment on Suburban. You can't get them at any price on Travelall. The International vehicle offers only drum brakes with power assist as an extra-cost option.

Chevy's power brakes in front are the single-piston floating caliper type. The rear drum power brake system is separate but operates off the dual master cylinder connected to the brake pedal.

## Suburban 1/2-ton has the largest wheel

Suburban's standard wheel measures 15.0 x 6.0 vs. Travelall's 15 x 5.50. And larger wheels mean larger tires with more tread surface on the road and more traction.

## Automatic choke standard only on Suburban

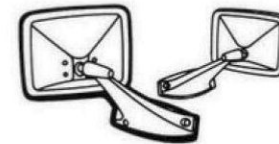
Choke setting is still hand work in International's Travelall. You get the right gasoline-air mixture automatically in Suburban.

## Chevy offers a choice of two automatic transmissions

In addition to the standard 3-speed synchromesh and the 4-speed transmission you can order, you can choose between two extra-cost automatic transmissions, dependable Powerglide and super-smooth Turbo Hydra-matic (depending upon engine choice).

## Power-Beam headlights standard only on Suburban

Your night driving is easier with the Chevrolet Suburban's high-intensity Power-Beam headlights. International offers only conventional headlights.



## Two outside rearview mirrors vs. International's one

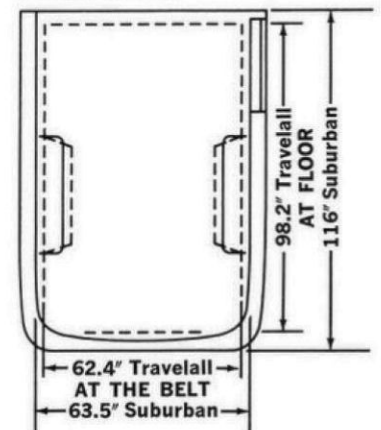
You know what's coming up behind you, either right- or left-hand side, thanks to Chevrolet's dual outside rearview mirrors. Travelall offers only the usual left-hand outside mirror.

## Chevy's front seat belt retractors are standard.



Suburban's front seat belts snap back out of the way when not in use. Seat belt retractors are standard. They cost extra on Travelall.

## Suburban offers more cargo space than Travelall.



The difference in length of Suburban's and Travelall's cargo deck behind the driver's seat is nearly a foot and a half—all in Suburban's favor. The actual measurements are 116 inches for Suburban, 98¼ inches for Travelall. Something to think about if you contemplate moving bulky items.

# A look at prices Chevrolet VS. Ford

Comparing Prices With (4x4) Pickups Chevrolet 20 Series—Stepside/Fleetside Vs. Ford F250 Series—Flareside/Styleside				
¾-ton—Six-Cylinder Models			V8 Models	
Equalizing Equipment	Chevy KS20 Series W/292 Six	Ford F250 (4x4) W/300 Six	Chevy KE20 Series W/350 V8	Ford F250 (4x4) W/360 V8
Base Price.....	3804.00	4088.74	3927.00	4088.74
Engine.....	96.85	std.	45.20	71.00
4-spd. trans.....	113.00	std.	113.00	std.
3500-lb Frt. Axle.....	std.	103.00	std.	103.00
Frt. free wheel hubs.....	78.55	std.	78.55	std.
Chrome Frt. bumper.....	16.15	std.	16.15	std.
RH Ext. Mirror.....	std.	5.20	std.	5.20
Courtesy light switch.....	4.35	std.	4.35	std.
9.50-16.5, 8 PR tires.....	107.35	107.60	107.35	107.60
42-amp. generator.....	—	—	23.70	std.
Total Price.....	4220.25	4304.54	4315.30	4375.54
Chevrolet Advantage.....	<u>\$84.29</u>		<u>\$60.24</u>	

Above price totals include: Suggested Retail Price plus New Vehicle Preparation Charge plus Price of Equalizing Equipment.

Note: Additional values not considered in the Chevrolet equalized price are the standard front disc brakes and power brake system which is base equipment on Chevrolet (4x4) Pickups but this equipment is not even available on Ford (4x4) Pickups.

