

1963 LIGHT DUTY

CHEVROLET



PICKUPS



Model C1434 — Fleetside

WIDE CHOICE OF PICKUPS FOR EVERY PURSE AND PURPOSE

Here's Chevrolet's '63 Pickup line, bristling with engineering improvements . . . new suspensions, new rear axles, new frames, and new weight saving power. Dead weight has been designed out, and there is new built-in, job-tailored toughness. The profitable result shows up in the new half-ton GVW ratings, 200 lbs. lighter with no loss in payload capacity . . . new riding and handling superiority . . . new all-around ability to work better.

In industry, construction, or on the farm, there's a new Chevrolet Pickup ready to fit your particular needs and earn extra profits. Select your Chevrolet Pickup from the range of models at the right.

PICKUP SELECTOR				
Model	Body Type	Max. GVW (lbs.)	Wheelbase (in.)	Body Length (ft.)
C1404	Stepside	5,000	115	6½
C1434	Fleetside	5,000	115	6½
C1504	Stepside	5,000	127	8
C1534	Fleetside	5,000	127	8
C2504	Stepside	7,500	127	8
C2534	Fleetside	7,500	127	8
C3604	Stepside	7,800	133	9



Model C1404 — Stepside

PICKUP BODIES



Both Fleetside and Stepside body types are designed and built for the kind of efficient service that operators expect from a truck during its long, useful life. Floors of select wood with recessed steel skid strips provide sure footing, freedom from rust, and easier load handling. Separate body mounting keeps cab free from distortion caused by load action, and independent front wall protects the cab back from cargo damage.

FLEETSIDE BODIES, a uniform 6' wide in 6½' and 8' lengths, are double-walled to save the exterior panels from being dented by the load.

STEPSIDE BODIES offer a full 50" load width from end to end, in 6', 8' and 9' lengths . . . have running boards for easy access to the cargo.



Model C2504 — Stepside

PANELS



Model C3605 Panel



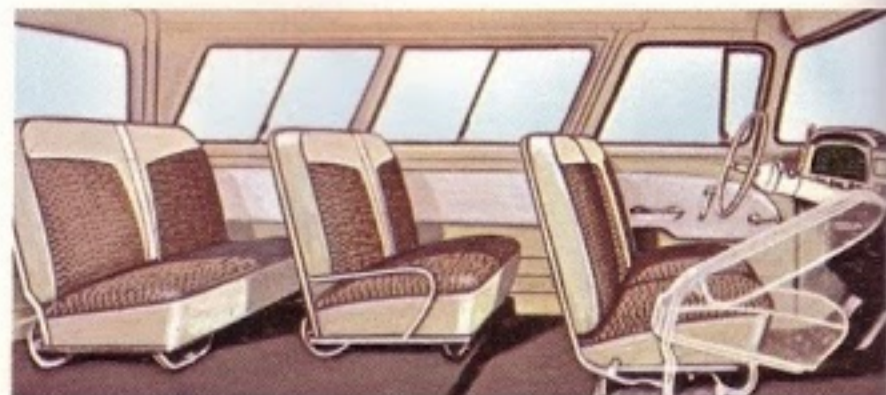
Model C1405 Panel

† SUBURBAN CARRYALLS

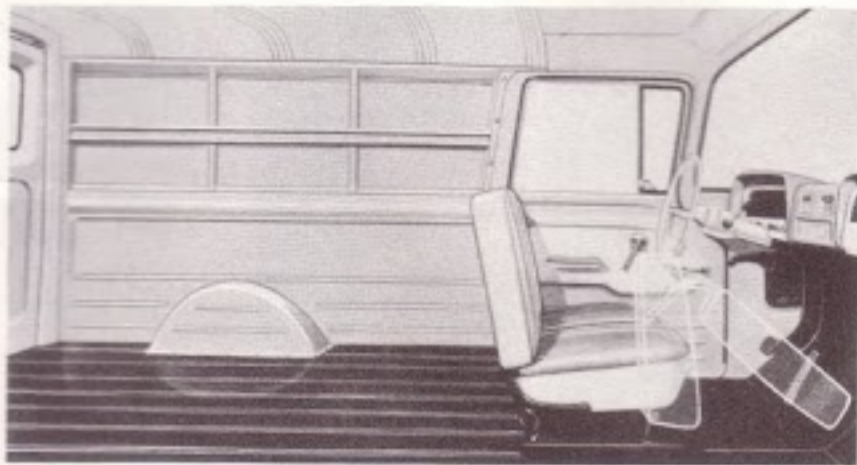
If you mix business with pleasure, here's the best in all-purpose transportation . . . the Suburban Carryall that combines station wagon styling with panel truck utility . . . on 115" wheelbase . . . and with a 5,000 lb. G.V.W.

Comfortably seating 8 passengers, it provides king-size cargo space nearly four feet high and over 4½ feet wide, when centre and rear seats are removed.

Choose either model C1406 with Panel-type rear doors fitted with automatic door checks, or model C1416 with station wagon rear door openings.



DRIVER & LOAD COMPARTMENTS

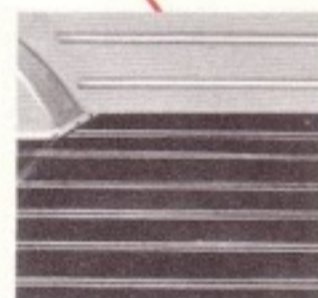
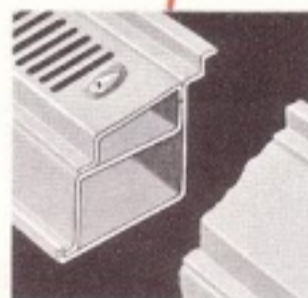
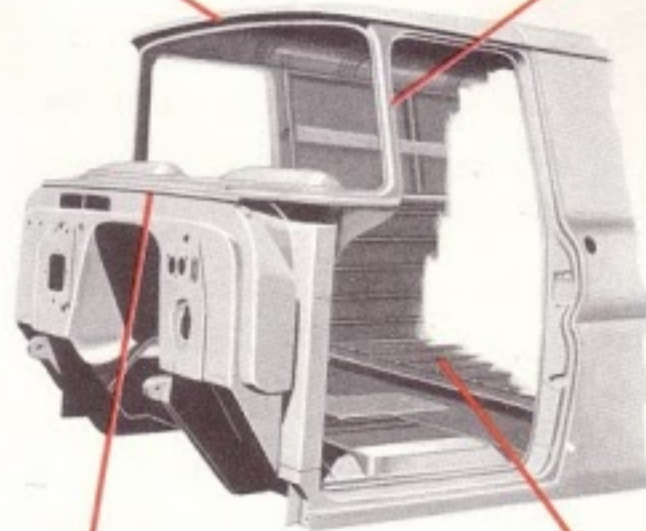
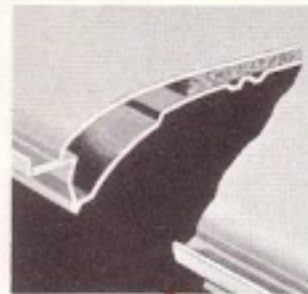


Stylish new Panels for '63 are sized to carry big bulky loads handily, and keep hauling costs down low. In addition, valuable cargo is protected against the weather and kept safely under lock and key. You get space aplenty . . . up to 231 cu. ft. of it, in the easy-to-pack load compartment that is virtually unobstructed. Sidewall supports and lash rails are provided to help prevent excessive vibration and to tie down cargo to keep it from shifting. The ½-ton panel, model C1405, is ready to haul a full-sized cargo, and if bigger loads are part of your business, the one-ton unit, model C3605, fits your needs.

EXTRA LOADING EASE



The big, wide rear doors open from floor to roof for easy access to the load compartment. Telescoping door checks stop doors automatically at 90 or 180 degrees. And Chevrolet's low-to-the-ground chassis design makes it easier than ever to pack in the payload. Even bulkiest cargoes slide in and out easily on steel skid strips recessed in the thick, waterproof 5-ply select wood floor. Weather stripping around all door openings keeps the load safe from dust, dirt and moisture. *Fold-down auxiliary seat to match the driver's seat, or a *full-width seat, are optional.



EXTRA QUALITY CONSTRUCTION

The following special features keeps Chevy Panels solid and tight through a long, hard working life.

- DEEP-DRAWN STYLING CONFIGURATION in the roof and side panels contribute to the rigidity of the body structure;
- RIGID PILLAR POSTS keep doors in proper alignment under severe operations;
- MASSIVE DOUBLE-WALLED COWL ARCH bridges the front of the structure, uniting door frames, dash and floor panels into an integrated, sturdy assembly;
- RUGGED BODY FLOOR is of thick 5-ply select wood construction with steel skid strips to ease loading and save gouging the floor.

*CARRYALL SEATING OPTION FOR PANELS

For those owners who plan to convert their panels into passenger carrying vehicles, Suburban Carryall-type seats are available. Featuring attractive Carryall design and comfort features, this option provides roomy seating space for up to 8 passengers.

PANEL SELECTOR

Model	Max. GVW (lbs.)	Wheelbase (in.)	Body Length (ft.)
C1405	5,000	115	7½
C3605	7,800	133	10½

C10-C20-C30

series
CHASSIS & CABS

Major Chevrolet chassis advancements make the big news for truck operators in the field up to 10,000 lbs. GVW . . . with completely new chassis in some models, and others extensively improved.

New suspensions surpass even Chevrolet's industry-high ride and handling standards . . . are still better in simplicity, durability and load capacity.

With straight-rail ladder frames standard in all series here is a range of lean, trim chassis built to stay longer on tough jobs and save like never before.

C10 - C20 - C30 SERIES SELECTOR

Model	Max. GVW (lbs.)	Wheelbase (in.)
C1403	5,000	115
C1503	5,000	127
C2503	7,500	127
C3603	10,000	133
C3803	10,000	157



Model C1503 Chassis - Cab



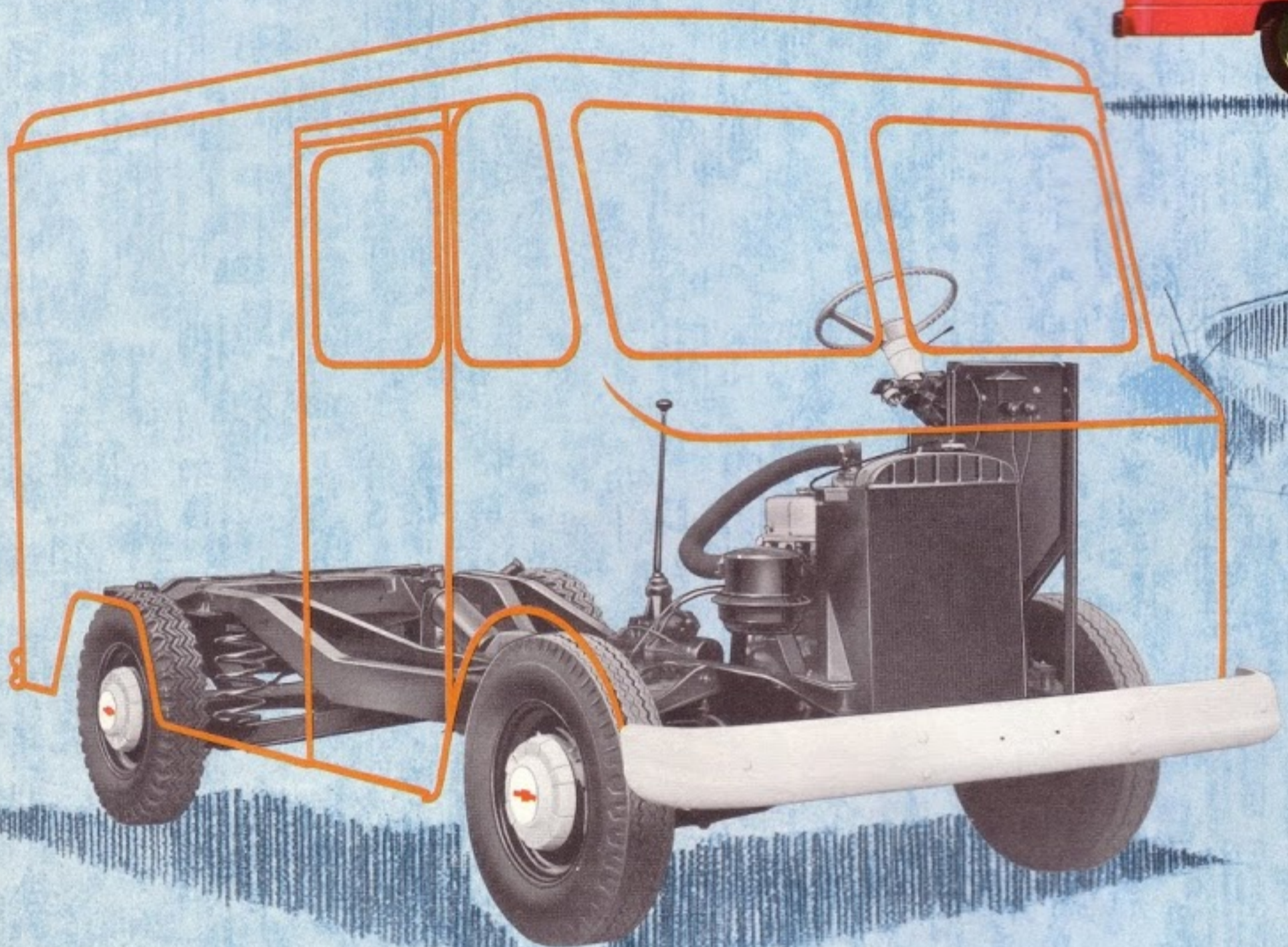
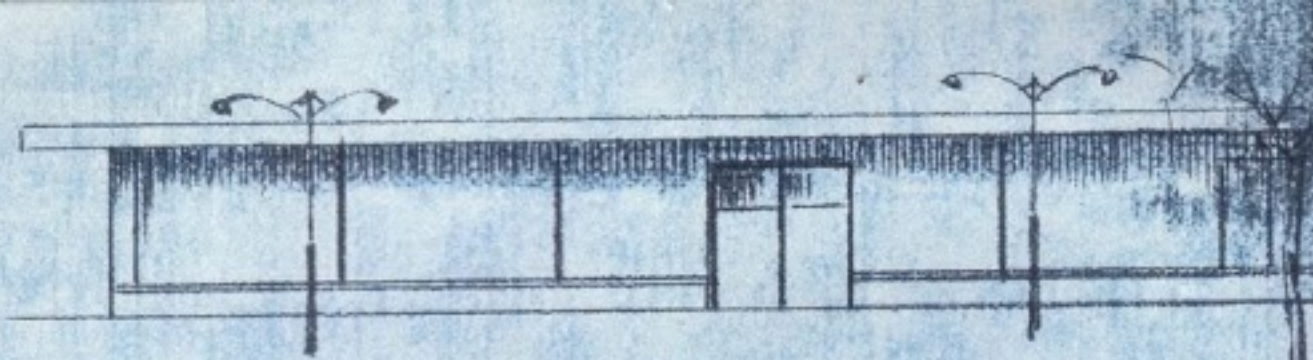
Model C2503 Chassis — Cab



3 Chassis — Cab



Model C3603 Chassis — Cab



Model P1342 Forward Control Chassis

The big, roomy Chevy Step-Vans for 1963 are route-ready for the most rugged kind of delivery work, with tough durable bodies and forward control chassis supplied as one complete unit.

P20 and P30 forward control chassis keeps costs down with the tightfisted new High-Torque 230 cu. in. six-cylinder engine with 140 horsepower and 220 ft. lbs. of torque, and the P10 forward control chassis is powered by the new economy-minded 153 cu. in. four-cylinder engine with 90 horsepower and 152 ft. lbs. of torque.

FORWARD CONTROL SELECTOR

Model	Type	Max. GVW (lbs.)	Wheelbase (in.)	Body Length (ft.)
P1342	Chassis	5,400	102	7
P1345	Step Van			
P2342	Chassis	8,500	104	8
P2345	Step Van			
P3342	Chassis	10,000	125	10
P3345	Step Van			
P2542	Chassis	8,500	125	10
P2545	Step Van			
P3542	Chassis	10,000	125	10
P3545	Step Van			
P2642	Chassis	8,500	127	12
P2645	Step Van			
P3642	Chassis	10,000	127	12
P3645	Step Van			

EASY HANDLING FOR BIG PAYLOADS

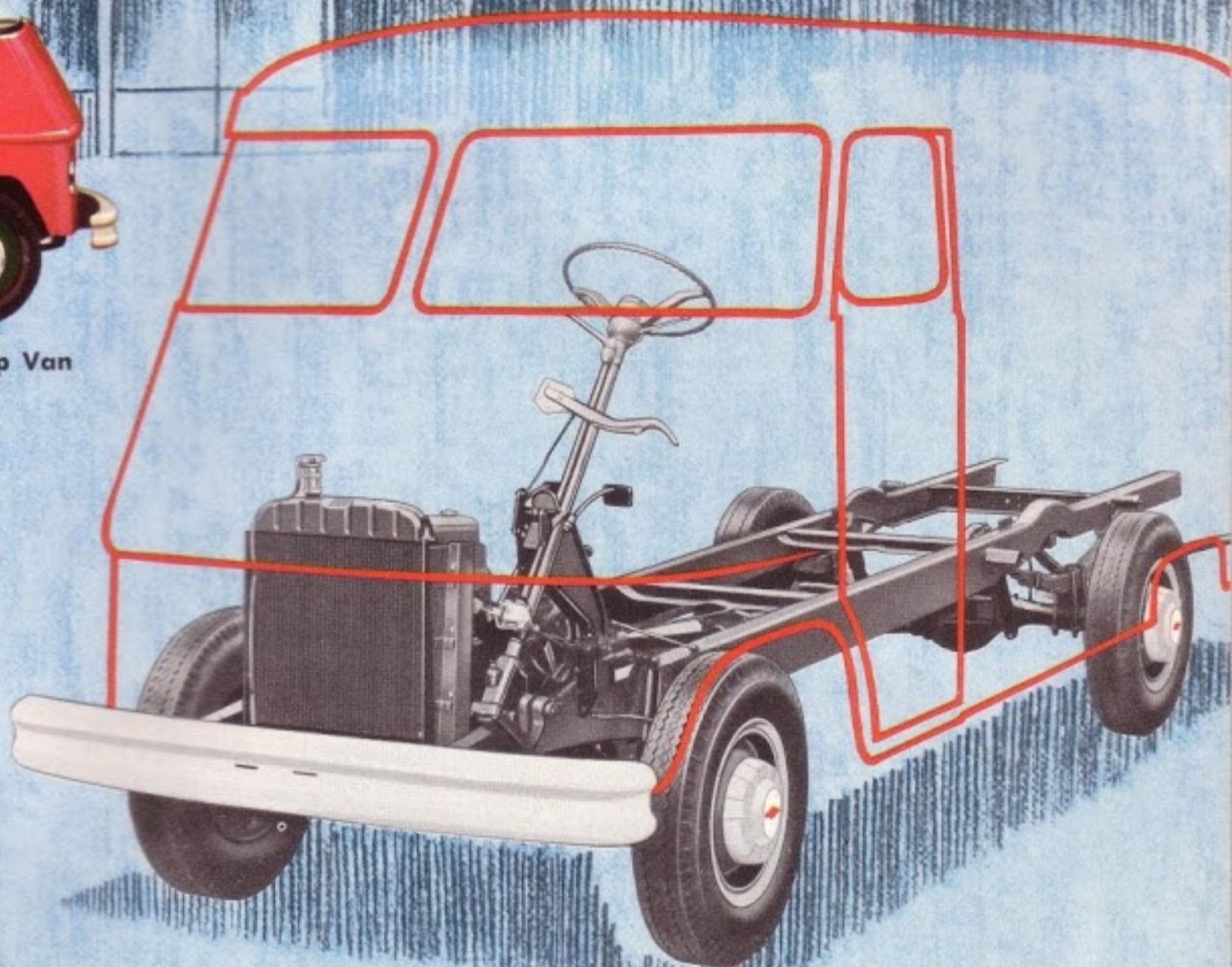
Chevrolet Step-Vans feature full walk-convenience. Large sliding side doors ensure easy loading and ready access to the driver compartment. Wide double rear doors contribute still further to loading ease and versatility. 38" rear door width is standard and *extra-width doors are optional.

*Options also include a foam rubber driver's seat, auxiliary seat and a partition to close off the load area.

*Optional at extra cost



Model P2645 Step Van



Model P2342 Forward Control Chassis

FORWARD CONTROL MODELS

STEP-VAN SERVICE AND SAVINGS FEATURES

Wide sliding side doors roll easily on nylon guide bushings; Leak-proof sliding window on driver's side for signalling and ventilation; Rigid "A" frame front end construction for body durability; Adjustable, deep-cushioned seat that folds under steering wheel for easy access to load; Engine access door for convenient checking of oil level and battery; Housing easily removed for maintenance; Skid-proof tread on driver's compartment floor; Body panels treated for corrosion resistance . . . body underside fully undercoated; Inch-thick fibreglass insulation on roof and side panel is standard on P20 and P30 Series with *2-inch thick fibreglass optional; Parcel tray for small items; Full-length hinges on double rear doors; Corrugated steel cargo floor for rigid support and easy loading; Rectangular wheelhousing for maximum usable space; Husky, U-channel wrap-around bumpers, front and rear, protect body; I-beam front axle on P20 and P30 models (coil spring independent front suspension on P10 models).



4-WHEEL DRIVE MODELS

SERIES K10-K20



Model K1404 Stepside Pickup



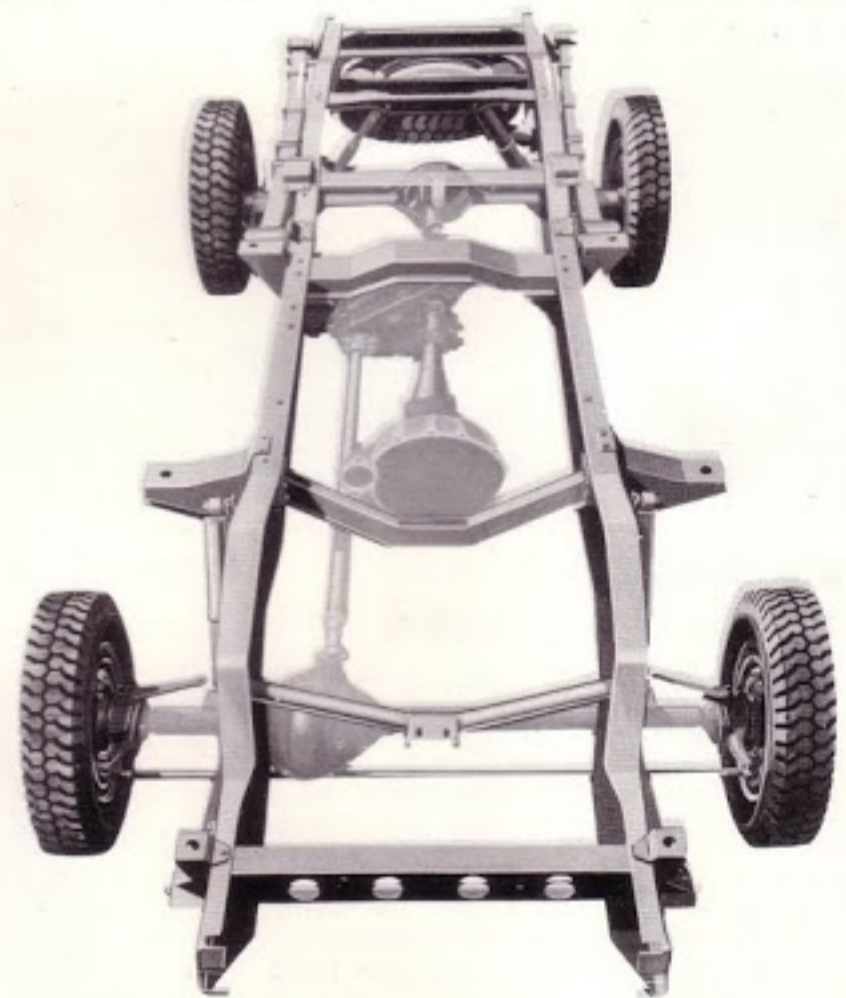
Model K2503 Chassis - Cab

Chevrolet's line of tough Four-Wheel-Drive trucks go where others can't . . . through deep snow, mud, sand, across fields or up towering grades . . . wherever the going's rough! With up to twice the traction, these rugged 4 x 4's scramble over virtually any type of out-of-the-way terrain.

Easy-shifting single lever transfer case has 4 positions: 2-wheel direct, 4-wheel direct, neutral and 4-wheel underdrive. No clutching is needed between 2-, and 4-wheel drive, and shift can be made with truck stopped or in motion.

4-WHEEL-DRIVE SELECTOR

PICKUPS	Nominal Rating	Body Length	CHASSIS-CABS	Nominal Rating	Body Length
FLEETSIDE K1434	½ ton	6½ ft.	K1403	½ ton	6-6½ ft.
			K1503	½ ton	7-8½ ft.
			K2503	¾ ton	7-8½ ft.
K1534	½ ton	8 ft.	†SUBURBAN CARRYALLS K1406 (Panel-type-rear doors) K1416 (Station-Wagon-type rr. drs.) ½ ton 6-8 pass.		
STEPSIDE K1404	½ ton	6½ ft.	PANEL K1405		
K2504	¾ ton	8 ft.	K1405	½ ton	7½ ft.



There's built-in durability in the 4 x 4 chassis: *Husky parallel-design frame* for extra beam strength and rigidity; *Big brakes* for extra lining area; *Low-friction Ball Gear steering* for light, firm control; *Strong leaf springs* for rough going; *Durable shock absorbers* to help make ride smooth and controlled.



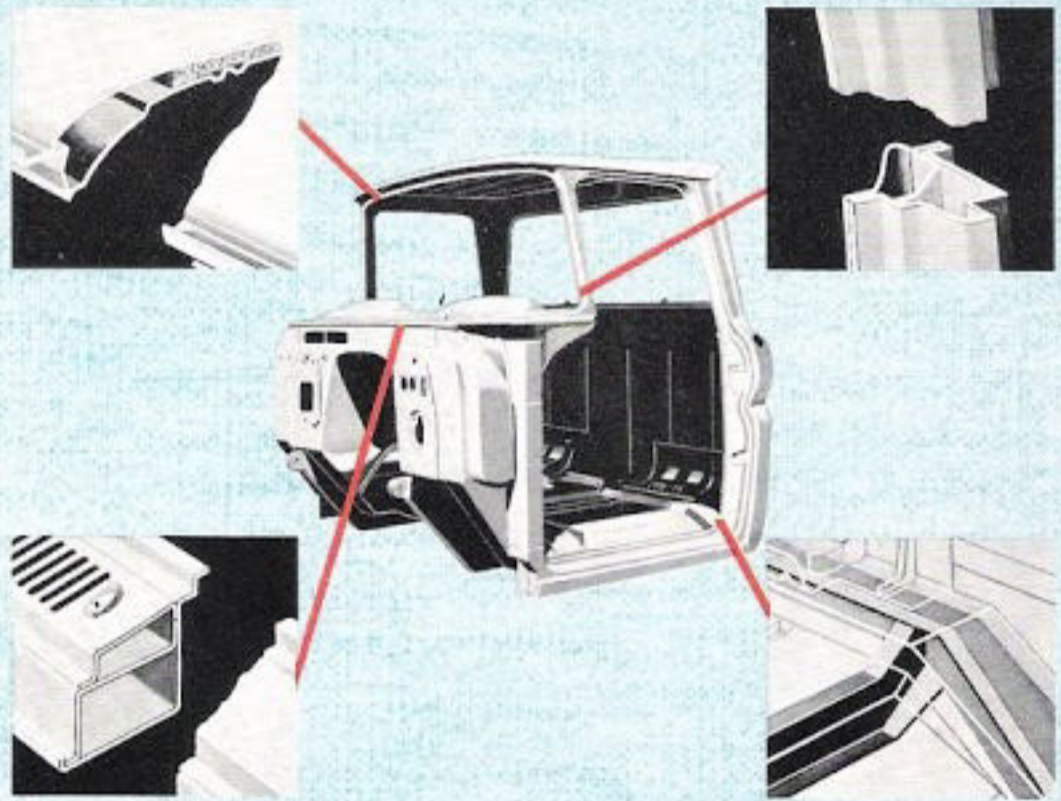
CAB INTERIOR & BODY CONSTRUCTION

CAB COMFORT AND CONVENIENCE

These new Chevrolet truck cabs are designed with an eye for comfort, roominess and convenience, to ease long hours behind the wheel. Fresh fawn interiors, long-lasting vinyl-upholstered full-width seat, and a full console of gauges and instruments are standard. *Optional custom interior as illustrated, provides free-breathing nylon upholstery with vinyl trim, over a soft-riding 6-inch deep foam seat cushion pad, and many other special appointments contributing to driving comfort and safety.

LONG-LIFE CONSTRUCTION

Chevrolet's double-strong cabs are better built to cost you less over years of service. Their extra-quality construction includes: □ **DEEP SCULPTURED DOUBLE-PANEL ROOF** adds rigidity to the whole cab structure, and heavy insulation between these panels keeps out noise, heat, cold; □ **REINFORCED BOX-SECTION PILLARS** support the roof and doorways, keep doors opening properly and sealing tightly; □ **MASSIVE DOUBLE-WALLED COWL ARCH** bridges the front of the cab structure, uniting door frames, dash and floor panels in an integrated sturdy assembly; □ **RUGGED FLOOR PANEL ASSEMBLY** has double-ribbed strength with massive crossmembers, plus fore-and-aft sills. Reinforced cab mounting points ride on floating action mounts to help isolate vibration.



SAFETY-VISION INSTRUMENT PANEL



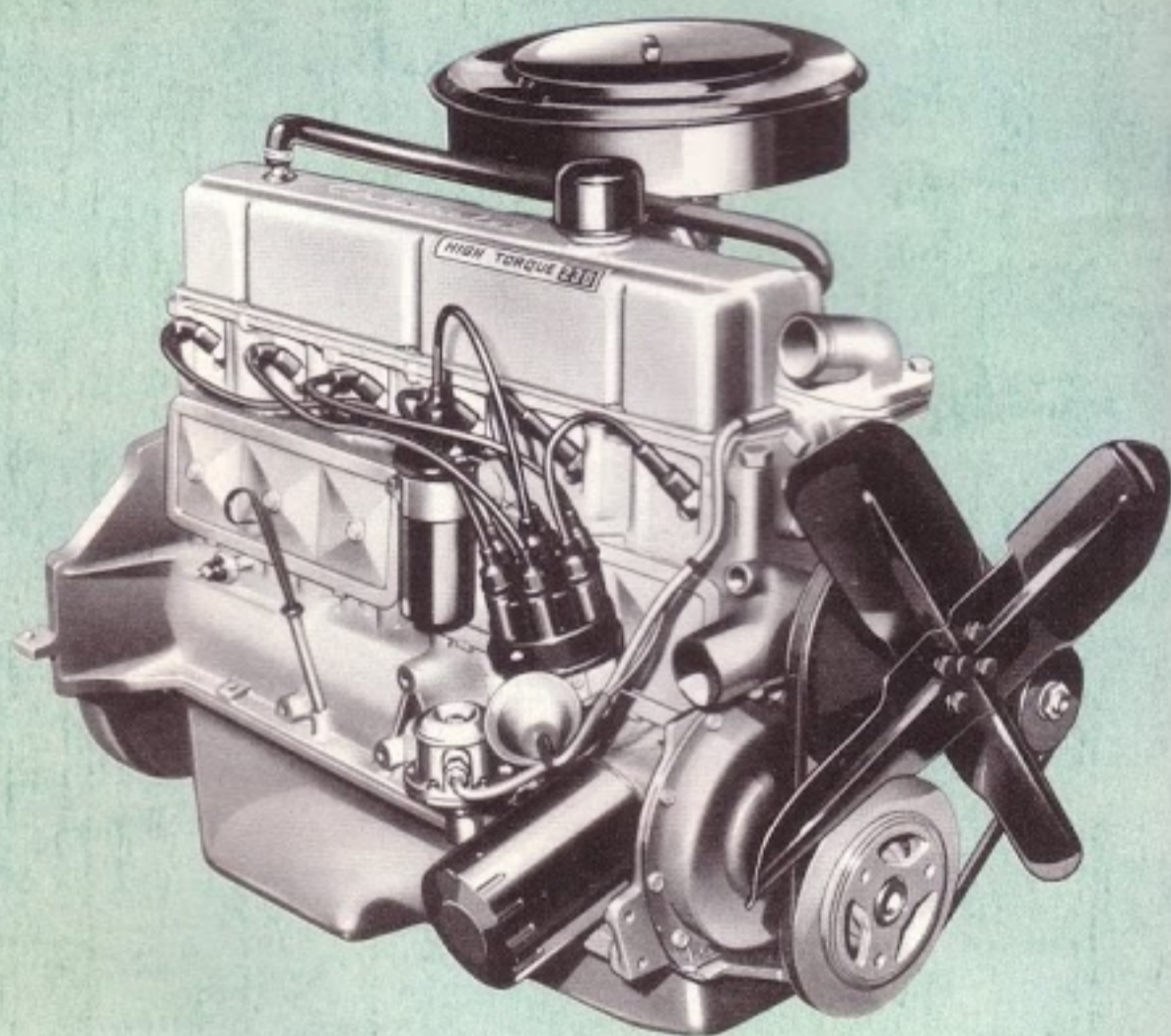
Makes it easier for the driver to see the anti-reflection instrument cluster set in a hooded console directly ahead of him. Excellent "see-at-a-glance" arrangement of instruments and controls combines with superb road visibility through the high, wide windshield, for extra safety and better control.

**Optional at extra cost*

ALL-NEW

230 cu.in.

Here is a brand-new 6-cylinder engine that marks a major step forward in lively power with economy. Featuring 230 cu. in. displacement it develops 140 horsepower and 220 ft. lbs. of torque. It is equipped with free-breathing overhead valves with hydraulic lifters and light-weight unit-type rocker arms . . . and a high-strength forged steel crankshaft with seven Moraine M-100 main bearings. This new engine is standard on all light-duty series except P10. The P10 Forward Control is fitted with the 153 cu. in. four-cylinder engine, with the *230 cu. in. as an option.



6-cyl. & V8 ENGINES

HIGH TORQUE

283 cu.in.

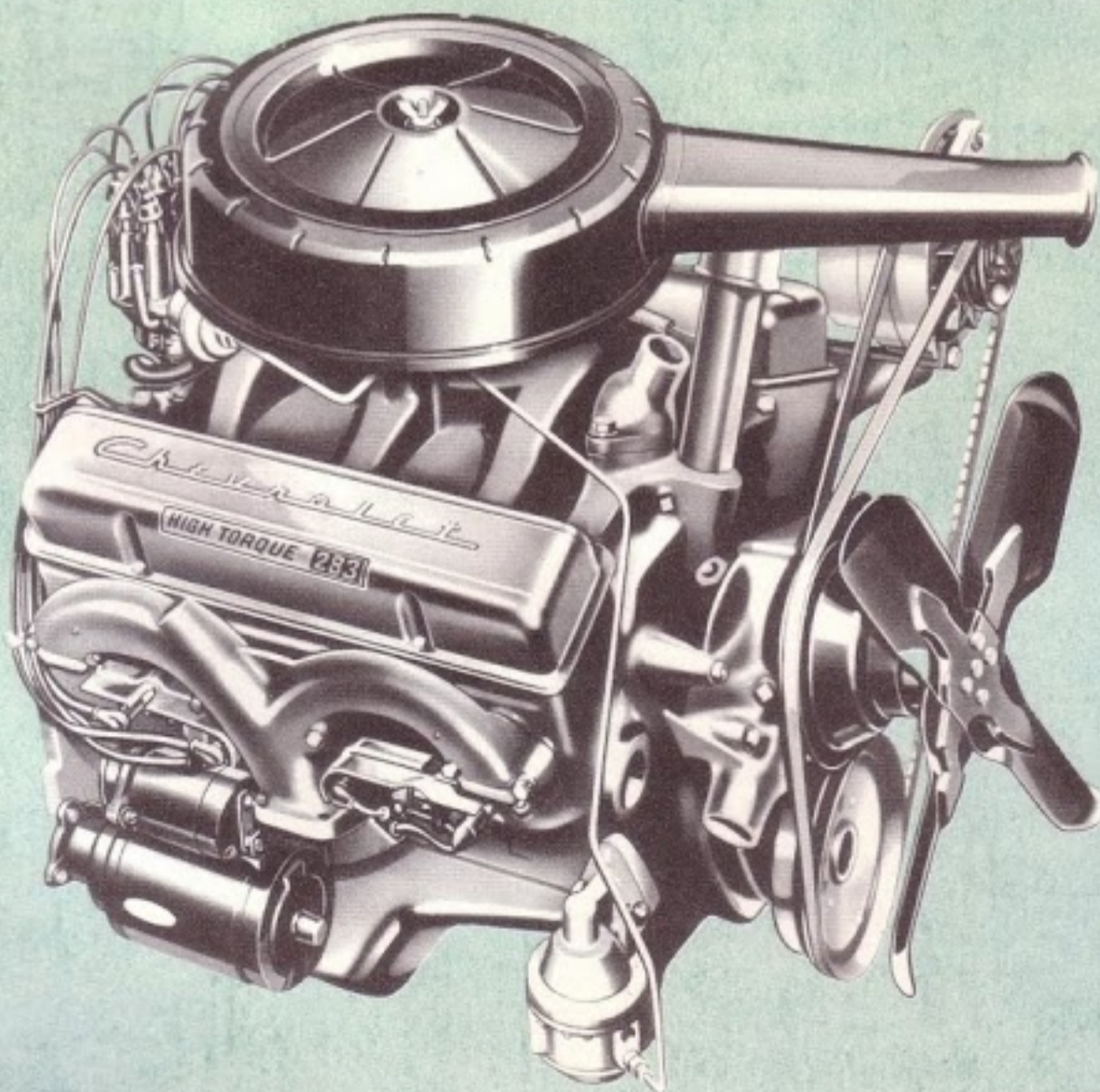
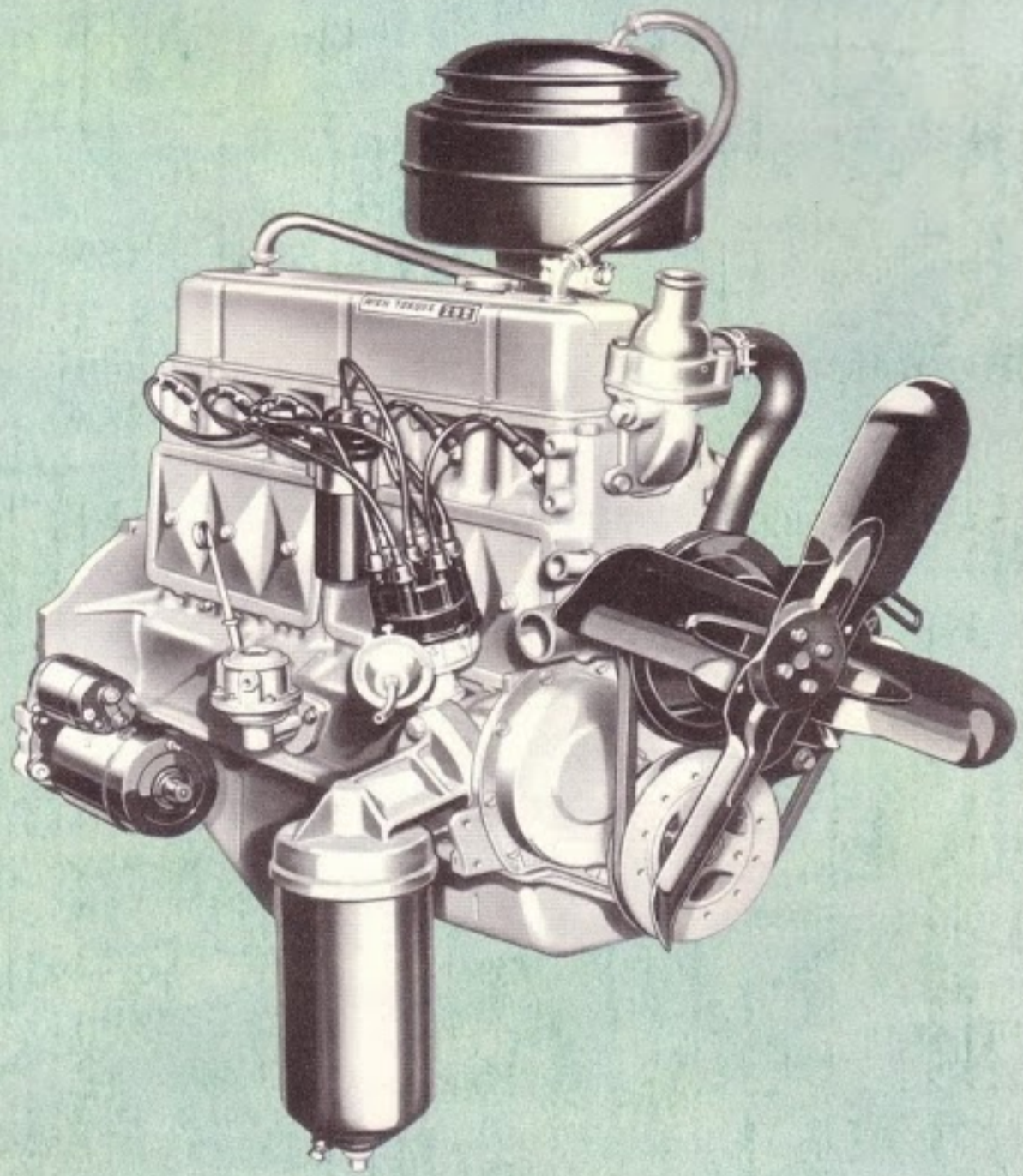
V8

For an extra power punch at nominal extra cost, the spirited 175 horsepower *283 cu. in. V8 engine is optional on all light-duty series except Forward Control models. Features include low-inertia aero-type valve mechanism with hydraulic lifters . . . chrome-faced top piston rings for better break-in and longer engine life . . . and a full-flow oil filter.

A TRUCK EXCLUSIVE

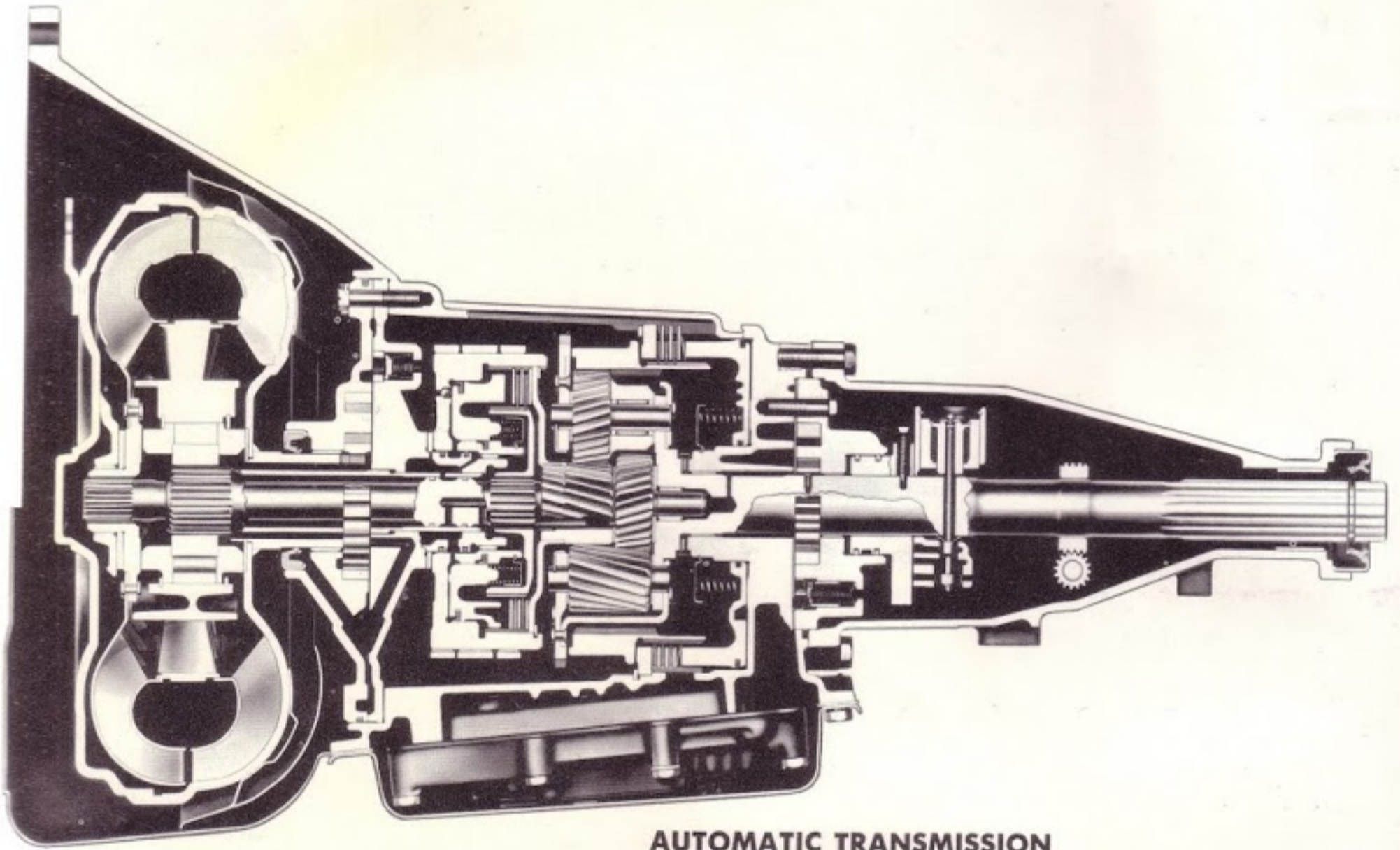
292 cu.in.

Specifically designed to power trucks, the High Torque 292 is a brand new big six engine. Displacement is 292 cubic inches . . . with a 165 horsepower rating and 280 ft. lbs. of torque. It is equipped with heavy-duty valves, chromed top rings, pistons and bearings, plus a forged steel crankshaft to handle extra-rugged service. For the trucker who wants plus power with the extra economy of a 6, here is a real profit builder available as an *option on all conventional light-duty trucks and Suburban Carryalls.



**UNMATCHED
FOR
DURABILITY
AND
PERFORMANCE!**

TRANSMISSIONS



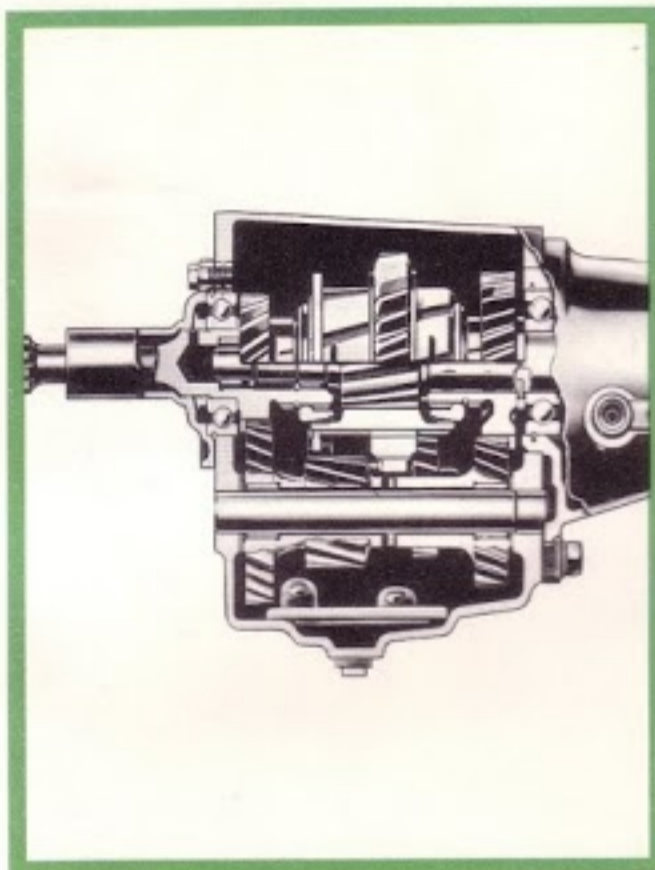
AUTOMATIC TRANSMISSION

Owner-proved over millions of miles of driving, the heavy-duty *Powerglide is provided as a popular option that pays off in easier driving and faster deliveries on C10 - C20 and P10 - P20 series. In addition, it provides extra protection of drive-line components and added versatility in heavy traffic.

CLUTCHES

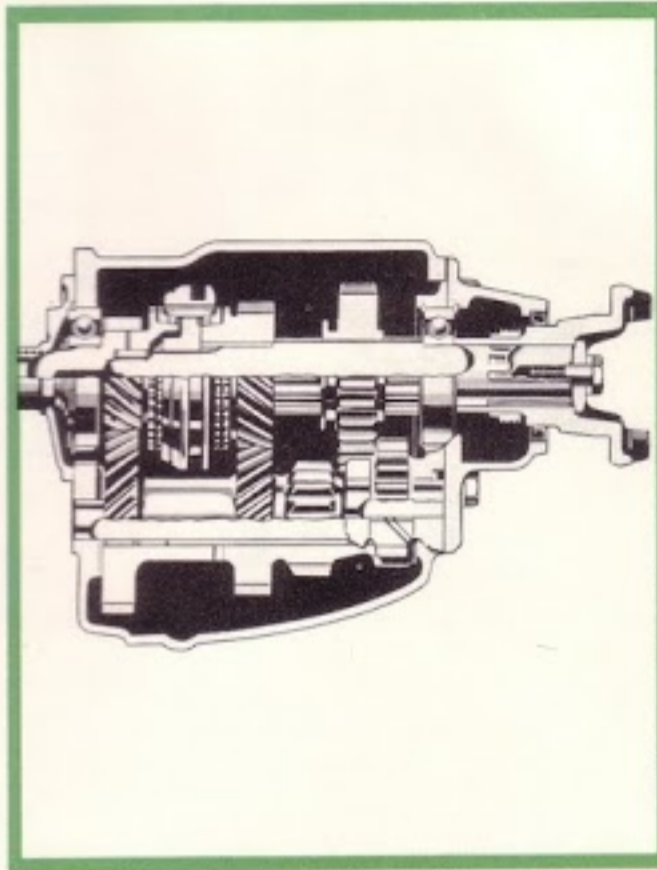


**Optional at extra cost*



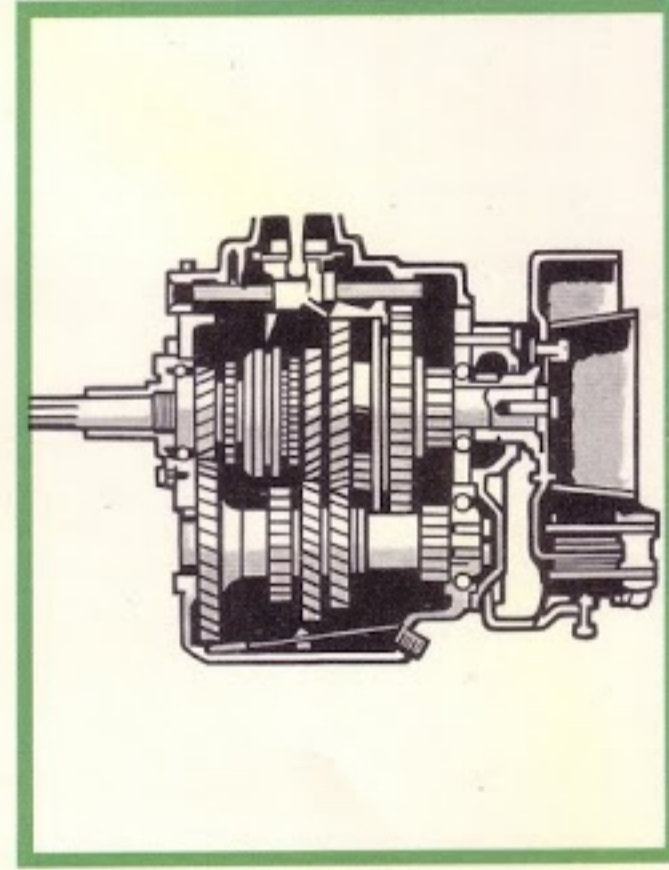
3-SPEED TRANSMISSION

Tough quiet-shifting 3-Speed Synchro-Mesh transmission is standard on all Series 10 and 20. It features a convenient shift lever mounted on the steering column. Wide-faced helical gears are carburized and shot-peened for durability, with rounded teeth to resist chipping. Alignment and accurate gear meshing are assured by anti-friction bearings on the clutch shaft, mainshaft and countershaft.



HEAVY-DUTY 3-SPEED TRANSMISSION

To handle rugged load and road conditions or house-to-house delivery service, here is a heavy-duty transmission that features even sturdier construction, with lower first and second gear ratios. Quietness and long life are assured by large tooth contact area and Synchro-Mesh design. It is available as an *option on 10, 20 and 30 Series (except K10 - K20) and has a column-mounted shift lever.



HEAVY-DUTY 4-SPEED TRANSMISSION

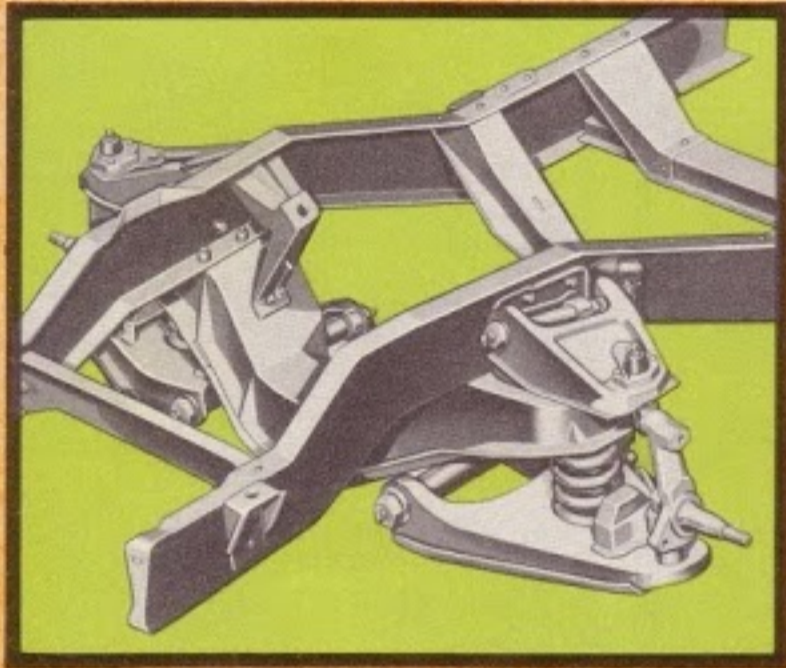
Also *optional on 10 and 20 Series, and standard on all 30 Series trucks, is a sturdy 4-speed transmission. Shifting is made quiet and easy with Synchro-Mesh in second, third and fourth speeds. Broad-faced gears are of alloy steel, carburized and hardened, with mainshaft and countershaft mounted on roller and ball bearings, for dependability and long life.

DIAPHRAGM-SPRING CLUTCHES

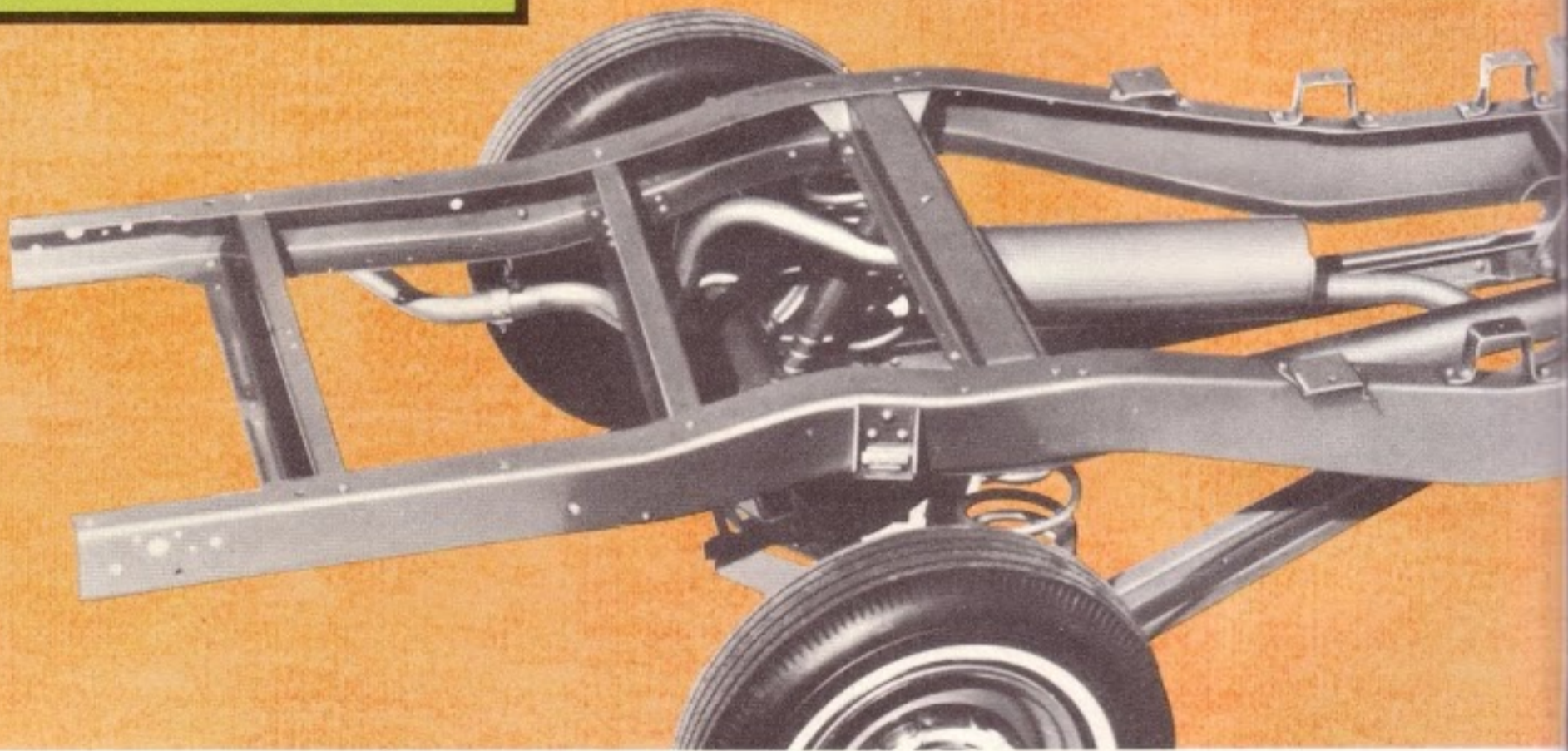
Outstanding for driving ease and dependability, sturdy diaphragm-spring clutches are provided with adequate sizes tailored to match engine power. The diaphragm-spring operates with minimum pedal pressure, yet exerts uniformly high tension on the pressure plate and clutch disc. Self-lubricating pilot bushing and permanently lubricated throw-out bearing eliminate the need for periodic maintenance.

CLUTCH PLATE DIAMETERS		
ENGINE	APPLICATION	DIAMETER
153 cu. in.	P10	10"
230 cu. in.	10-20 Series (except P10, P20)	10"
	P10, P20, and 30 Series	11"
283 cu. in.	10 through 30 Series	11"
292 cu. in.	10 through 30 Series	11"
*Optional on C10, K10, C20, K20 with 230 cu. in. engine		11"

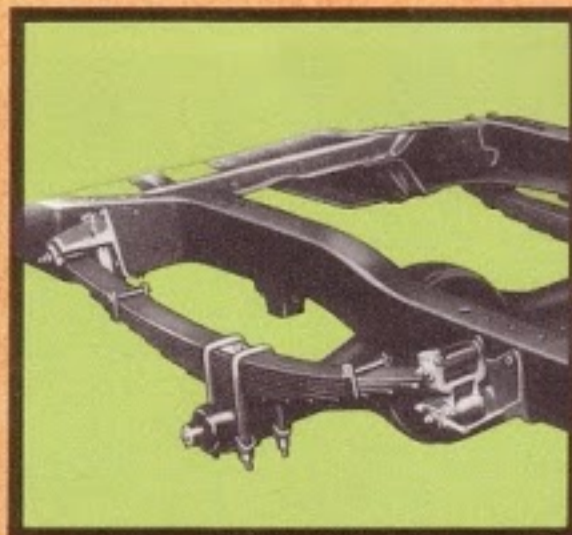
NEW RIDING COMFORT **INDEPENDENT FRONT SUSPENSION WITH COIL SPRINGS**



This brand-new front suspension system on P10 and C10 through C30 Series, keeps ride and roadability tops while permitting the use of simpler, more rugged components. Tough coil springs deliver friction-free cushioning action and require no adjustment once they have been installed. New control arm mounting provisions help keep correct alignment longer. To handle maximum road and load requirements, P20 - P30 and all 4-wheel-drive series are equipped with leaf-type front springs.



TOUGH, RESILIENT LONG-LEAF REAR SPRINGS on C30 SERIES

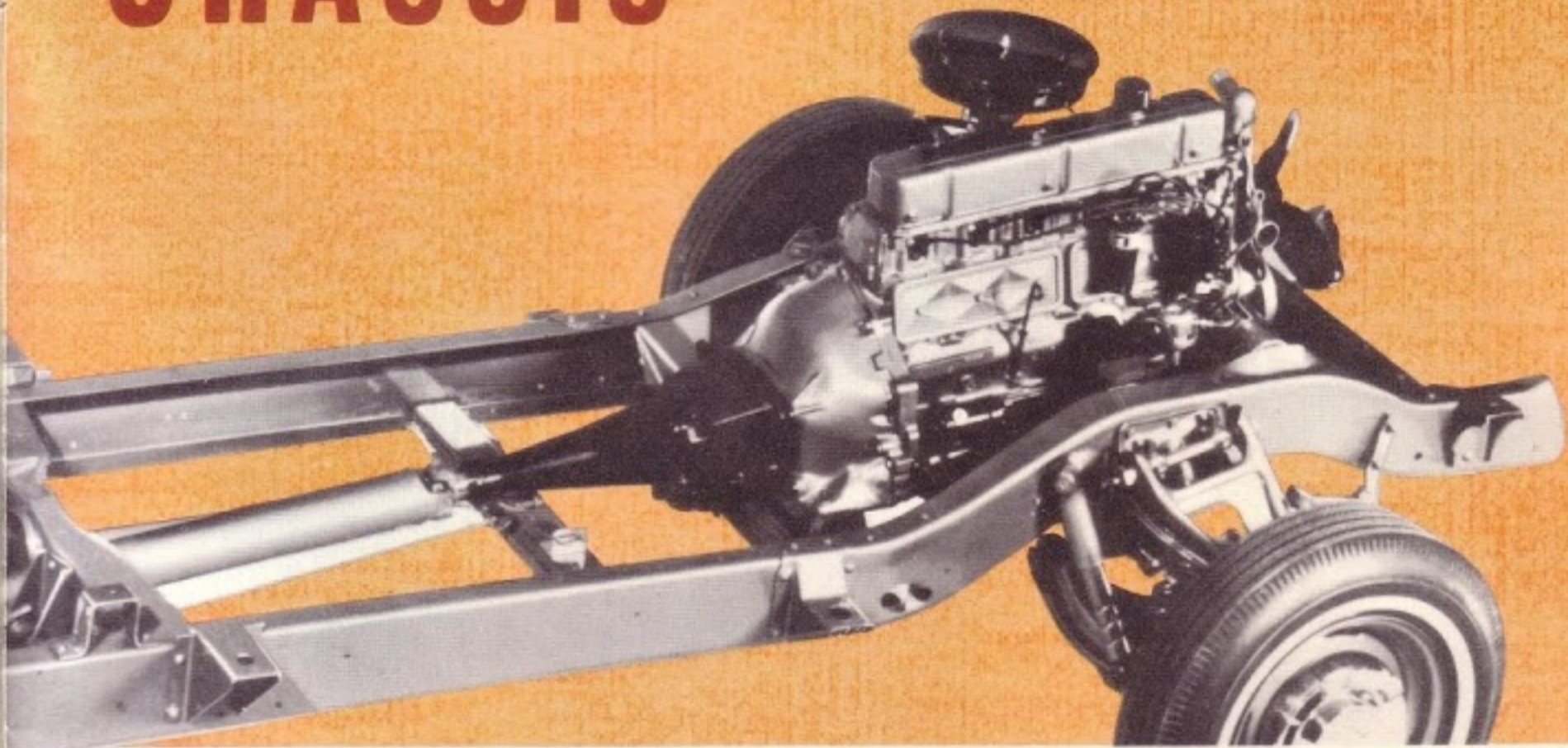


Sturdy leaf springs designed and shackled for best riding qualities consistent with top load ability, are provided on P20 - P30 - C30 Series, and all 4-wheel-drive models to meet severe duty requirements. *Auxiliary rear springs are available as an option on C10 through C30 Series, to stabilize high loads.

STURDI-BILT LIGHT-DUTY TRUCK CHASSIS

TOUGH NEW LADDER-TYPE FRAMES

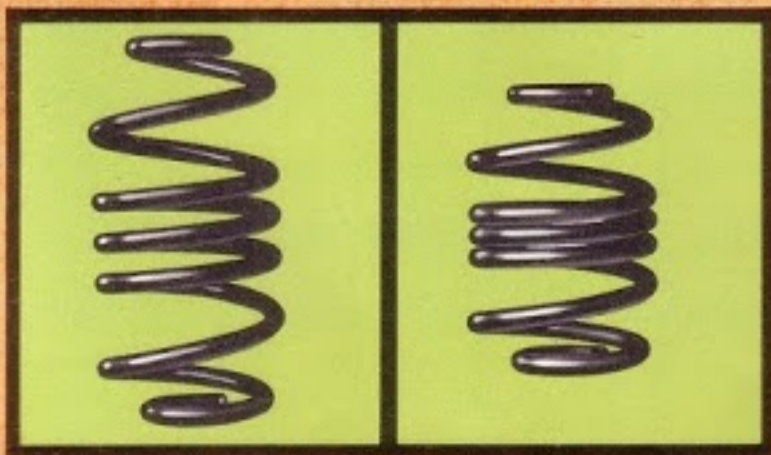
for 10 - 20 - 30 Series are engineered and built to shrug off the brutal shocks of rugged duty. New heavy gauge channel side rails are essentially parallel throughout and feature standard 34-inch spacing, to simplify body installation. New simplified alligator-jaw crossmembers increase frame resilience to soak up the bumps of roughest roads. Added Z-bar, hat-and-channel-section crossmembers put extra strength into the steering gear, rear spring and rear axle stabilizer areas and provide solid support for the new rear shock absorber installation.



NEW

LOAD CONTROL

VARIABLE-RATE REAR SUSPENSION WITH COIL SPRINGS



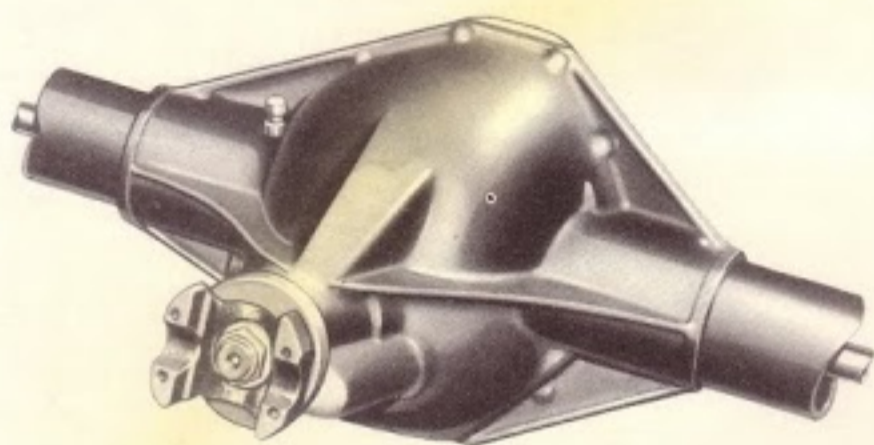
UNLOADED

LOADED

New versatility and wide-range spring action that adjusts automatically to the load you are carrying is the benefit of this new rear suspension system in C10, P10, and C20.

Under light loads, spring action is soft . . . load and driver ride smooth and level. Pile on the cargo, and springs stiffen up with minimum deflection to give you the extra load support you need . . . while keeping the ride at its best.

NEW SALISBURY-TYPE REAR AXLE on C10 and P10



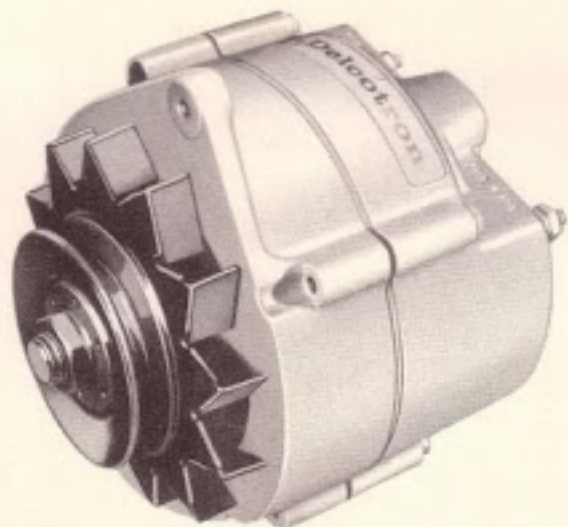
A new extra-strength, long-life feature . . . the rugged Salisbury-type rear axle, is standard on C10 and P10 Series trucks for '63. The sturdy ribbed-cast housing carries the differential assembly and preserves accurate gear alignment. Tough steel tubes securely pressed and welded into the central casting, house the axle shafts and support the brake assemblies on the outer ends. Truckers benefit from this bonus rear axle strength where it is needed . . . with less dead weight at other points. They get a husky 3,500 lb. capacity unit that takes big loads in stride.

TOUGH SINGLE-SPEED REAR AXLES on all 20-30 Series



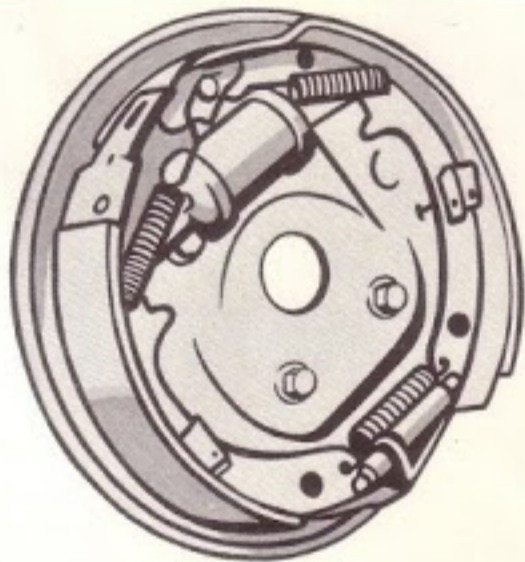
Full-floating rear axles on heavy-duty design are standard on all 20 and 30 series Chevrolet trucks, to handle higher capacity loads. Quality construction includes ring gear thrust pad, straddle-mounted pinion and 4-pinion differential. Capacities range up to 7,200 lbs. *Limited slip or locking type differentials are available as an option on all 10, 20 and 30 series rear axles.

NEW DELCOTRON GENERATOR



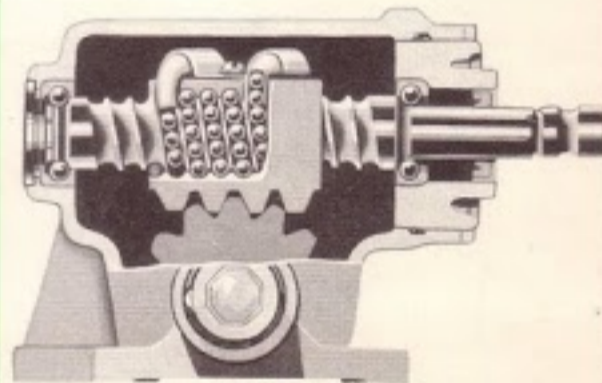
For dependable battery charging, even at idling speeds, and increased generator output at high speeds, the Delcotron generator is introduced as standard equipment in 10, 20 and 30 series. Featuring sturdy construction throughout, this new unit has a rotor shaft that operates on needle or ball bearings for extra long life.

PROFIT-MAKING ENGINEERING FEATURES



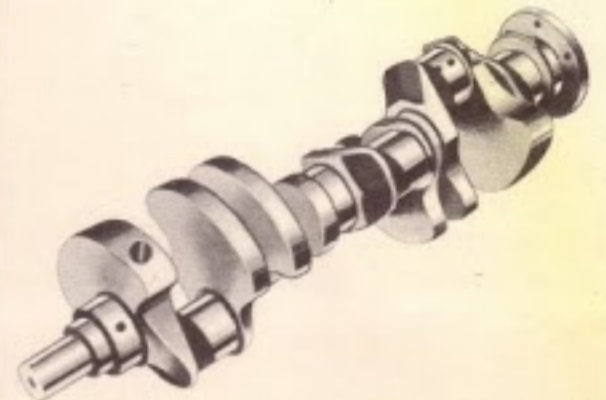
BRAKES

Sure-stopping Torque-Action brakes have self-energizing action as a standard safety feature. For extra braking power, *a vacuum booster is available as an option on all 10 - 20 - 30 Series except P10.



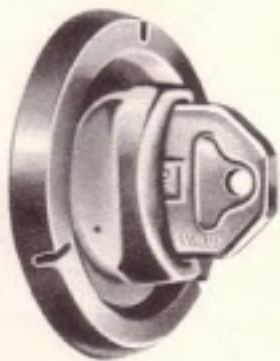
BALL-GEAR STEERING

This standard feature on all Chevrolet light-duty trucks makes steering smooth, safe and easy. Scores of polished balls minimize friction for added efficiency.



FORGED STEEL CRANKSHAFT

As the sturdy backbone of every Chevrolet truck engine, crankshaft design is extra strong and durable to resist the shocks of tough truck operation. Precision balancing assures smooth operation and long life.



KEY-TURN STARTING

Here is a convenience feature that, activated by a special solenoid control, ensures positive starter engagement until the engine is running.



FULL-WIDTH HOOD OPENING

Designed to make maintenance faster and easier, the wide-opening Chevrolet hood is counterbalanced to make it hold open as desired.



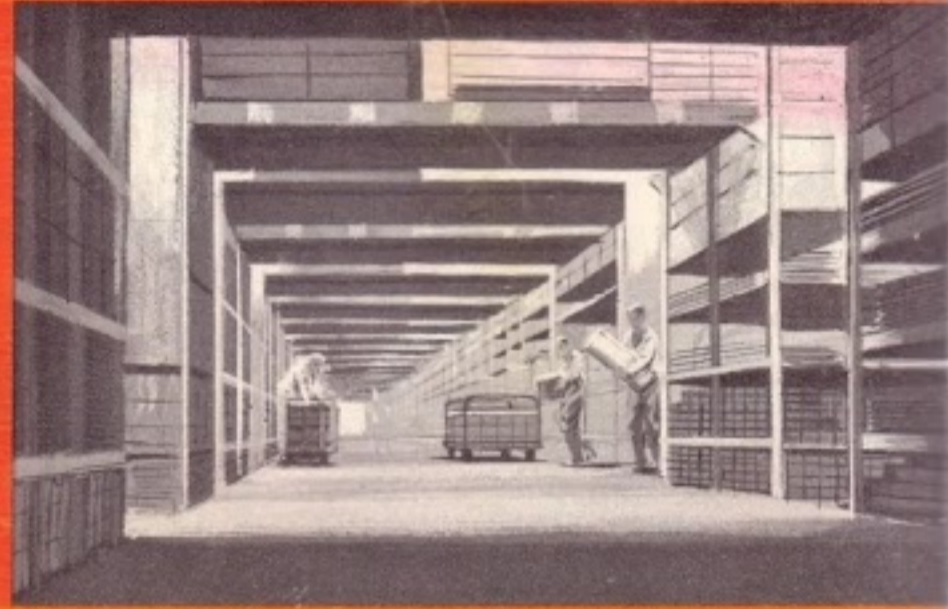
SUSPENDED PEDALS

Positioned for comfortable, easy operation, the suspended control pedals eliminate openings in the floor . . . offer extra protection against road splash, dust and dirt.

To Maintain Higher Trucking Profits . . .



GM PARTS WAREHOUSES strategically located at ten points across Canada and efficiently staffed by experienced General Motors personnel, ensure prompt availability of replacement parts for Chevrolet Trucks.



GM ENGINEERED PARTS OF ORIGINAL QUALITY AND DESIGN are also stocked by Chevrolet dealers everywhere. This system of fast, accurate supply is your protection against costly down time and your assurance of long-lasting satisfaction.

The complete facilities, skills and distribution network of
GENERAL MOTORS OF CANADA
serve you through
YOUR LOCAL



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OSHAWA - ONTARIO

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