

'78 CHEVY PICKUPS



BUILT TO STAY TOUGH.

THE STEPSIDE.

Chevy Stepside styling features a convenient side step between the door and the extended rear fender on both sides. This not only presents a distinctive look, but it is also a big help in working cargo from the side.

Stepside models are available with either 6-ft. or 8-ft. cargo box. The cargo area features a kiln-dried, sealed wood floor with seven flush steel skid strips. The Stepside styling eliminates interior box wheelhoussings and the smooth interior walls of the box are a full 50 inches apart.

A tight-fitting full-width tailgate helps keep bulk loads like grain or sand in the pickup box. Opened, the tailgate is supported by two strong vinyl-covered chains.

Available interior and exterior trim packages make Stepside pickups as handsome as they are tough. Custom Deluxe trim is standard; Scottsdale, Cheyenne and Silverado packages are available.



Short box Stepside Sport.

The Chevy Stepside with special factory-installed Sport Package (shown above) is available with sporty 6-ft. cargo box, bold multi-tone decal striping on hood, side

panels, rear fenders and tailgate. "Chevy Sport" hood ornament, Rally or styled wheels, white-lettered on-off highway tires, and front and rear bumpers painted body color. Also available are low-

profile, white-lettered radial tires and several other "Chevy Sport only" options. The Stepside Sport model should be available January, 1978.



BUILT TO STAY TOUGH.

95.7% still on the job.



As the chart above shows, Chevy trucks are built to last. According to the latest available industry model year registration statistics, 95.7% of all Chevy trucks, all the way back through the 1967 models, were still in use on July 1, 1976.

R. L. Polk & Co., July 1, 1976.
1977 statistics not available.

Six series to choose from.

- Chevy pickups are available in the following six basic series:
- C10 half-ton, 2-wheel drive
 - C20 three-quarter-ton, 2-wheel drive
 - C30 one-ton, 2-wheel drive
 - K10 half-ton, 4-wheel drive
 - K20 three-quarter-ton, 4-wheel drive
 - K30 one-ton, 4-wheel drive

GVWRs up to 10,000 lbs.

Gross vehicle weight ratings indicate the loaded weight of the vehicle and include the combined weight of the vehicle, fuel, driver, passengers and the payload. Chevy has a wide range of GVW ratings from 4,900 lbs. in C10 models, up to 10,000 lbs. in some C30 and K30 models.

Choice of engines.

Two GM Six and four V-8 engines are available. And for the first time, a new diesel 5.7 litre (350 CID) V-8 engine is available for C10 pickups. See page 6.

Fleetside, Stepside Pickups and Chassis Cab models.

Chevy offers Fleetside or Stepside pickup box styles with either 6'- or 8-ft. box. Pickups are available in

117.5, 131.5 or 164.5-in. wheelbases, depending on model selected. Chassis Cab models are available in these and in 135.5 or 159.5-in. wheelbases.

Special models.

Popular 6-passenger, 4-door Crew Cab, 4-door Box Cab and Chevy's "Big Dooley" with dual rear wheels are available for special job applications. See page 6.

THE FLEETSIDE.

Underneath Fleetside's handsome appearance is a full measure of tough Chevy Truck. From Massive Gender Beam independent front suspension on 2-wheel-drive models to double-wall steel construction in critical body areas, Chevy Fleetside pickups are built to stay tough.

There are four available Chevy trim packages for

Fleetside. The top-of-the-line Fleetside Silverado has bright exterior trim and Chevy's most luxurious interior. The popular Cheyenne is available with Deluxe two-tone paint and comes with a variety of exterior and interior trim appointments. The Custom Deluxe trim is standard and an attractive Scottsdale package is also available. See page 7.



Chevy Fleetside Sport.

Chevy's Fleetside with 65-ft. pickup box is available with a special factory-installed Sport Package. This option includes multi-tone sport decal striping down the sides, on the hood and tailgate. "Chevy Sport" hood ornament, Rally

wheels, white-lettered on-off highway tires and body-colored deluxe bumpers with resilient impact strips. Also available are white-spoked styled wheels, low-profile, white-lettered radial tires and several other "Chevy Sport only" options. The Fleetside Sport model should be available January, 1978.



Chevy C20 Fleetside Silverado

Chevy C10 Fleetside Silverado (shown on cover).

Model availability chart.

SERIES	PAYLOAD RANGE	FLEETSIDE	STEPSIDE	CREW CAB	BOX CAB	CHASSIS CAB
C10	1000-1900	●●●●●	●●●●●			●●●●●
C10-D	2000-2700	●●●●●	●●●●●			●●●●●
C20	2000-4000	●●●●●	●●●●●			●●●●●
C30	2000-5000	●●●●●	●●●●●	●	●	●●●●●
K10 (4 WD)	1800-2000	●●●●●	●●●●●			●●●●●
K20 (4 WD)	2000-3000	●●●●●	●●●●●			●●●●●
K30 (4 WD)	3000-6000	●●●●●	●●●●●	●	●	●●●●●

● 117.5" WB Std. ● 131.5" WB Std. ● 159.5" WB ● 164.5" WB ● 141.5" WB Std. ● 159.5" WB Std.

Many vehicles in this catalog are shown with available factory-installed options, dealer accessories and specialized equipment from various independent suppliers.

THE BIG-10.

If you want to carry big loads on regular gas, you might want Chevy's BIG-10 workhorse. BIG-10 is the heavy-duty half-ton that's equipped to handle bigger and tougher jobs than a regular half-tonner. Available in GVWRs of 6,050 or 6,200 lbs., BIG-10 runs on lead-free or regular fuel in all states except California and has a carrying capacity of over a full ton of payload, including driver, passengers, fuel and cargo.

The big differences that make Chevy's BIG-10 a versatile heavy-duty model are Massive Girder Beam independent front suspension with 3,400-lb. capacity; heavy-duty front coil springs; heavy-duty rear leaf springs; heavy-duty front disc/rear drum brake system with vacuum power assist and large L78-158 tires.

Six or available V-8 engines. BIG-10 engines operate efficiently on no-lead or regular gas except in California. There's a selection of a 250-1 Six or 350-4 and 454-4 V-8 engines available for 6,050 lb. GVWR models and a selection of 350-4 or 454-4 V-8s available on 6,200-lb. models.

Choice of four body styles. BIG-10 is offered in four popular body styles. Fleetside or Stepside pickup with either 6-ft. or 8-ft. box. Right along with this cargo capacity, you get low step height and Chevy's good ride characteristics.

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Chevy Fleetside BIG-10.

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SPECIAL MODELS.

Four-wheel drive.

Chevy pickup 4-wheeling is available in K10, K20 and K30 Series, in Fleetside or Stepside styles and in Regular, Crew or Bonus Cab models. All 4-wheel-drive models with available automatic transmission come with full-time 4-wheel drive with all controls conveniently located inside the cab.



Chassis Cab.

Chevy's toughness is maintained throughout the cab and chassis areas. The chassis area is designed to accommodate a wide range of available special vocational bodies. Chassis Cabs are available in ten 2-wheel-drive models and eight 4-wheel-drive models. This selection includes 4-door Bonus Cab, 4-door, 6-passenger Crew Cab models and available dual rear wheels on Series 30 models.



Crew Cab/Bonus Cab.

Crew Cab models are 4-door pickups with front and back bench seats. The Bonus Cab is similar in design except the rear seat is eliminated to provide nearly 56 cubic feet of lockable load space inside the cab, along with front seating for three. Both models have an 8-ft. cargo box, a 164 3-in. wheelbase and GVWRs ranging from 7,500 to 10,000 lbs. Available in C20, C30 and K30 Series.



"Big Dooley"

Dual rear wheels provide "Big Dooley" with the capacity for hauling large loads as well as capacity for towing large fifth-wheel trailers. It has Chevy's highest GVW rating of 10,000 lbs. This model is available in one-ton C30 or K30 Series in 8-ft. box Fleetside models.



AVAILABLE TRIM LEVELS.



Custom Deluxe.

Chevy's standard trim includes a wide range of comfort and appearance items: □ Full-width, foam-padded front bench seat □ Plaid-pattern embossed vinyl upholstery in four color choices □ Single retractor lap and shoulder belt system □ Black diamond patterned instrument cluster frame and matching insert on instrument panel pad □ Large padded armrests □ Padded sunshades □ Courtesy lamp □ Prismatic inside rearview mirror □ Foam-padded instrument panel pad with nameplate □ Bright upper and lower grille moldings, headlamp frames and new rear hood molding □ Bright outside rearview mirror □ Bright door handles □ White painted front bumper, hubcaps (except 4WD models) and wheels □ Bright drip rails over doors □ Bright Custom Deluxe exterior nameplates.



Scottsdale.

For regular cabs, includes or replaces items in the Custom Deluxe Package, plus: □ Bright trim on front door trim panels □ Door operated dome lamp □ Full-length bright door sill plates □ Fold-forward front seat back with inside cab storage area □ Custom ribbed-pattern velour cloth upholstery with grained vinyl facings and bolsters or Custom oen-hide grained vinyl □ Color-keyed floor mat □ Chrome front bumper □ Bright hubcaps □ Spear-type side moldings on Fleetside □ Bright windshield and rear window trim □ Bright-trimmed parking and side marker lamps □ Bright-trimmed taillights and dual-rear-wheel clearance lamps on Fleetside □ Bright Scottsdale exterior nameplates □ Bonus and Crew Cab interiors vary slightly. See your Chevrolet Dealer for details.



Cheyenne.

All Scottsdale items plus: □ Silver diamond-patterned instrument cluster frame and matching insert on instrument panel pad □ Bright door trim panel inserts □ Door storage pockets □ Color-keyed carpeting □ Perforated, color-keyed headliner □ Custom steering wheel on 2-wheel-drive models □ Under-seat and headliner insulation □ Instrument panel Cheyenne nameplate □ Color-keyed trim panels on windshield pillars and upper rear quarter panels □ Bright cab back panel molding □ Bright tailgate insert, upper body side and tailgate moldings on Fleetside □ Hood and cab-to-fender insulators □ Secondary door seals □ Bright Cheyenne exterior nameplates.

Silverado.

Chevy's top-of-the-line trim package includes all items in Cheyenne package for regular cabs and all items in Scottsdale package for Crew and Bonus Cabs, plus: □ Bright brush-finished instrument cluster frame and matching insert on instrument panel pad □ Needle-type, full-gauge instrumentation, including new electric oil pressure gage □ Full door trim panels with bright trim □ Color-keyed carpeting on lower door panels □ Silverado instrument panel nameplate □ Choice of Custom cloth-and-vinyl or Custom all-vinyl seat trim, custom steering wheel and cut-pile carpeting for Crew and Bonus Cabs □ Bright upper and lower body side and tailgate moldings, wheel opening moldings and full tailgate insert on Fleetside □ Bright cab back panel molding on Bonus and Crew Cabs □ Bright Silverado exterior nameplates.



CHOICE OF NEW DIESEL OR

NEW DIESEL ENGINE FOR CHEVY HALF-TON PICKUPS.

Now Chevrolet introduces a new GM 5.7 litre V-8 diesel engine available for C10 half-ton, two-wheel-drive pickups.*

*Not available for registration in California or in areas over 4,000 feet altitude.

A word about engines.

The Chevrolet Trucks in this catalog are equipped with GM-built engines produced by various divisions. Please refer to the engine chart included in this catalog or available from your dealer for complete details about engine sources and availability.

Long-range value and economy.

As an alternate power source to gasoline, this new diesel light-duty truck offers several advantages. Forget about the need for ordinary tune-ups or spark plugs, carburetor, coil or distributor points (just a recommended change interval of every 3,000 miles for oil and oil filter).

There's lower fuel cost, too. The average price of diesel fuel across the country is significantly less than unleaded gasoline. While price per gallon varies from state to state, area to area, the cost of diesel fuel is traditionally less than gasoline and can offer substantial savings in fuel costs over a long period. This is especially true of truck applications that require much stop-and-go driving and extensive engine idle time.

And current users of diesel power—fleet operators, farmers, ranchers, construction firms, etc., who store their own fuel—should realize even greater benefits through standardization of equipment.



Available with all Chevy C10 half-ton 2-wheel-drive pickups.

The new GM 5.7 litre V-8 diesel engine may be ordered on both C10 Fleet-side and Stepside 2-wheel-drive models with 6 $\frac{1}{2}$ - or 8-ft. box and with 117.5- or 131.5-in. wheelbase. Available with 5,300, 5,400, 5,600, and 6,200-pound GVW ratings.

Design features.

This new diesel is four-cycle design and features precombustion chamber cylinder head for reduced noise and smoke. It includes:

- Aluminum alloy pistons with three rings
- Cast iron regrindable crankshaft
- Three-inch-diameter main bearings
- Rotary fuel injection pump
- Electric glow plug cold start system
- Seven-quart oil sump

- Electronic engine shut-down with key in off position
- Operates on #2 diesel fuel above 20° F, #1 grade fuel is recommended below 20° F.

C10 diesel pickup includes a wide range of equipment.

V-8 diesel engine, including:

- Heavy-duty engine cooling
- Thermostatic fan drive
- Engine oil cooler
- Two engine block heaters
- 63-amp alternator
- Dual 4,000-watt Delco Freedom batteries
- Glow plug and start lights on instrument panel
- Dual exhaust system
- Power brakes
- Power steering
- Automatic transmission
- Special insulation package
- Exterior diesel nameplates on radiator grille, tailgate and front fenders.

5.7 litre V-8 diesel specifications.

- 5.7 litre (350 cubic inches) 90° V
- 4.06-inch bore x 3.38 stroke
- 22-to-1 compression ratio
- 120 net horsepower at 3,600 rpm
- 222-lb.-ft. torque at 1,900 rpm
- Min-Max governor idle at 575 rpm
- 4,200-4,400 maximum rpm

Chevy's C10 pickup with available GM diesel engine is especially suited for those owners desiring good operating economy and lower fuel cost.

GASOLINE POWER.

BROAD SELECTION OF DEPENDABLE GM GASOLINE ENGINES.

Depending on the Chevy Series pickup you choose, there are six tough GM gasoline engines available. You'll find two dependable Sixes and four short-stroke, high-performance V-8s. See engine chart below and Specifications on back cover for engine availability with specific models and in the state of California.

250 Six

A tough 6-cylinder engine, it features seven main bearings, cast iron cylinder head with induction-hardened exhaust valve seats, timing tabs and carburetor heat sump to help fuel evaporation.

292 Six

Same engine used in some Chevy medium-duty trucks. Has 5-quart-capacity oil pan, cast iron 1-barrel intake manifold, aluminized-face intake valves, stellite-faced exhaust valves with hardened seats in the cylinder head.

305-2 V-8

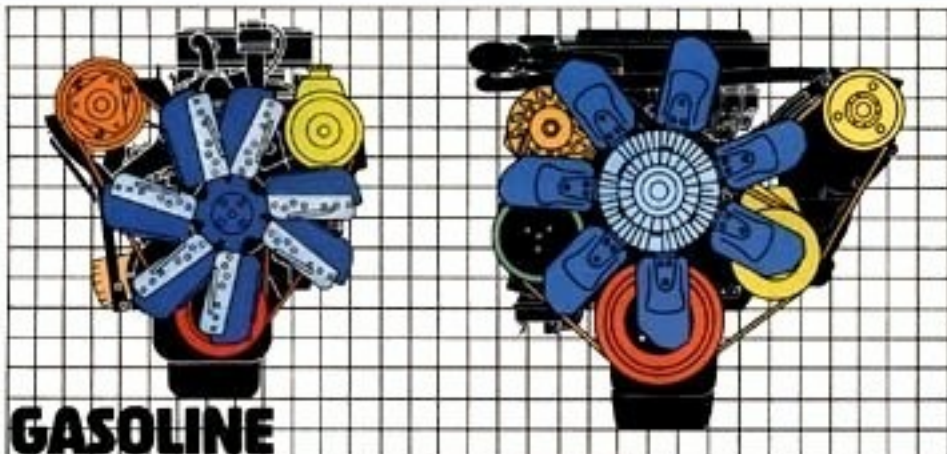
For husky V-8 performance, this engine features a short-stroke valve-in-head design. It has cast iron 3.74-in.-bore cylinders with 2-bolt bearing caps.

350-4 V-8

Offers greater horsepower and torque than 305 V-8. Comes with cast iron 4.00-in.-bore cylinders and forged steel connecting rods.

400-4 V-8

For heavy loading or towing. Available on 4-wheel-drive pickups and Chassis Cabs only. Cast iron valve-in-head with induction-hardened valve seats and cast iron camshaft.



454-4 V-8

Available on C10-30 pickups and Chassis Cabs. 4.3-in.-bore cylinder case with 2-bolt gray iron bearing caps and nodular iron crankshaft.

A lot of tough Chevy features, too.

- High Energy Ignition helps provide quick starts and all-weather protection from moisture, dirt and road splash. Extends recommended time between tune-ups.
- Integral voltage regulator is maintenance free.
- Side terminal Delco Freedom battery is maintenance free. You never have to add water.
- Coolant recovery system helps maintain proper coolant level.

ENGINE SPECIFICATIONS

ENGINES WITH LIGHT-DUTY EMISSIONS FOR MODELS OF 6,000-LB. GVWR AND BELOW. ALL STATES EXCEPT CALIFORNIA

	250 1-BBL L-6	305 2-BBL V-8	350 4-BBL V-8	454 4-BBL V-8	350 DIESEL
DISPLACEMENT (CU. IN.)	250	305	350	454	350
BORE & STROKE (IN.)	3.9 x 3.5	3.74 x 3.48	4.0 x 3.5	4.3 x 4.3	4.06 x 3.38
COMPRESSION RATIO	8.3 to 1	8.5 to 1	8.5 to 1	8.75 to 1	27 to 1
SAE NET HORSEPOWER @ RPM	115 @ 3800	145 @ 3800	165 @ 3800	205 @ 3600	120 @ 3600
SAE NET TORQUE (LB.-FT.) @ RPM	135 @ 1800	245 @ 2400	260 @ 2400	355 @ 2500	222 @ 1900

ENGINES WITH LIGHT-MEDIUM-DUTY EMISSIONS FOR MODELS OF 8500-LB. GVWR AND BELOW FOR CALIFORNIA

	250 1-BBL L-6	350 4-BBL V-8	400 4-BBL V-8	454 4-BBL V-8
DISPLACEMENT (CU. IN.)	250	350	400	454
BORE & STROKE (IN.)	3.9 x 3.5	4.0 x 3.5	4.1 x 3.8	4.3 x 4.3
COMPRESSION RATIO	8.3 to 1	8.5 to 1	8.5 to 1	8.25 to 1
SAE NET HORSEPOWER @ RPM	105 @ 3800	165 @ 3800	175 @ 3600*	205 @ 3600
SAE NET TORQUE (LB.-FT.) @ RPM	190 @ 1600	250 @ 2400	290 @ 2800*	355 @ 2800

ENGINES WITH HEAVY-DUTY EMISSIONS FOR MODELS OF 6,001-LB. GVWR AND ABOVE FOR 49 STATES, AND 8,501-LB. GVWR AND ABOVE FOR CALIFORNIA

	250 1-BBL L-6†	292 1-BBL L-6	350 4-BBL V-8	400 4-BBL V-8	454 4-BBL V-8*
DISPLACEMENT (CU. IN.)	250	292	350	400	454
BORE & STROKE (IN.)	3.9 x 3.5	3.9 x 4.1	4.0 x 3.5	4.1 x 3.8	4.3 x 4.0
COMPRESSION RATIO	8.0 to 1	8.0 to 1	8.5 to 1	8.5 to 1	8.15 to 1#
SAE NET HORSEPOWER @ RPM	130 @ 3600	120 @ 3600	165 @ 3800	175 @ 3600	240 @ 3800▲
SAE NET TORQUE (LB.-FT.) @ RPM	175 @ 1800	215 @ 2000	255 @ 2800	290 @ 2800	370 @ 2800▲

†NOT AVAILABLE IN CALIFORNIA. ▲Horsepower: 250 @ 3800. Torque: 285 @ 2800 in California #C10 Pickup with F44. 8.25 to 1

*1977 horsepower and torque ratings shown. 1978 ratings not available at date of publication.

See your Chevrolet dealer for the 1978 ratings.

TOUGH IN THE RIGHT PLACES.

BODY.

At Chevrolet, we expect our trucks to stay tough. So, we devote special attention to many critical areas.

DOUBLE-WALL STEEL CONSTRUCTION.

For rigidity in high-stress areas, Chevy's built to stay tough with two walls of steel.



Front fenders. All-steel, one-piece inner and outer panels form a rigid double wall.

Pickup box. Fleetside box sides are double-walled from top to bottom to help prevent cargo dents from marring the outside sheet metal.

Tailgate. Two panels of steel in Fleetside models provide rigidity and help prevent exterior showing of minor interior cargo dents.

Cab. Doors, upper cab rear panel, windshield pillars, cowl panel are all double-wall construction. Roof on 2-door models has insulation between the panels.

Hood. Welded into a single sturdy unit from two steel panels.

Flow-through ventilation.

Continuously provides outside air in the cab when the ignition is on.

Good visibility.

Total glass area is a wide expanse of 3,329 sq. in., including a big laminated plate glass windshield of 1,447 sq. in.

EXTENSIVE CORROSION PROTECTION.

Special steel. Precoated steel with a baked-on primer is used in vulnerable areas like side door outer panels, windshield frame, cowl panel assembly, front side door opening frames, side outer panels and tailgate on Fleetside pickups. The

radiator support lower reinforcement is zinc iron alloy steel. Galvanized steel is used for door glass channels, radiator grille lower filler panel and jack storage hardware.

Primer/wax coatings. Anti-corrosion primers of various types are used as supplemental protection in many enclosed areas like inside surfaces of rocker panels

and cowl panels. These are applied before final painting and an aluminum wax preservative is used after finished paint is applied.

ELPO dip—a final primer.

At some plants Chevy truck bodies are positively charged and submerged in an emulsion of water and primer and then negatively charged to draw primer into hard-to-get-to areas. At other plants, extensive handpriming of primers is

done in place of ELPO dip.

Door protection. Precoated steel is used for side door outer panels and outside handle reinforcement. Lower 12 inches of door interior panels are sprayed with aluminum wax preservative after finish painting.

Front fender protection. Inside surfaces of both inner and outer fender panels are sprayed with anti-corrosion primer before assembly and final painting.

Cargo area. Pickup box steel floor, side-walls, front

panel and tailgate receive ELPO dip final primer. Precoated steel is used for inside surface of outer side panels and tailgate panel on Fleetside pickups.

Boiled pickup box.

It's rigidly bolted together for long service. Damaged sections can be easily removed for repair or replacement.

Fleetside steel—Stepside wood cargo floor.

Deep-embossed steel box floors standard on Fleetside pickups. Kiln-dried, sealed wood boards with steel skid strips standard on Stepside pickups.

Quick-release tailgate.

Fleetside tailgate is easily removed by one person without use of tools.

CHASSIS.

Underneath Chevy's handsome exterior is a chassis that is built tough throughout.



Massive Girdler beam suspension.

A massive, rigid steel beam forms the foundation for Chevy's independent front suspension on 2-wheel-drive models. Two contoured steel control arms with friction-free coil springs are attached to each end to permit front wheels to take bumps and ruts independently and help smooth the ride.

Front bumper braces.

Lateral support and resistance to side impact is enhanced by steel braces from each corner of the front bumper to the frame.

Energy-absorbing steering column.

Column telescopes to provide cushioning effect and helps absorb energy in event of severe front-end impact.

Computer-matched brake system.

Front disc and rear drum brakes are incorporated into a complete system which is computer-matched to the gross vehicle weight rating. Front disc brake lining wear sensor (except C-K30 Series above 8,400 lbs. GVWR) gives an audible signal when pads need replacing.

Single-piece door openings.

Eliminate joints where rust can start. Sections are available for repair if needed.

Aluminized muffler.

Outer shell and interior baffles are aluminized heavy-gauge metal for durability.

9 pickup box cross members.

Depending on the model, there are up to nine cross members to support the pickup box for strength with heavy loads.

Salisbury rear axle.

Includes use of large ring gear, tapered roller bearings, broad ratio coverage and easy access for servicing.

Shock absorbers are shielded and counter-angled in rear.

Shielded against stone damage and foreign particles, Chevy shocks help reduce possibility of fluid leakage and extend service life. In the rear, one shock slants forward, the other aft to help reduce brake and power hop.

Exhaust hangers.

Hangers are designed to allow expansion when exhaust system becomes hot. They also help isolate exhaust vibrations from the cab.

Multi-leaf rear springs.

Two-stage multi-leaf rear suspension helps provide good ride with light loads, progressively firmer support with heavier loads. Spring eyes and shackles are rubber bushed to help reduce noise and ride harshness.



CHEVY AVAILABLE OPTIONS.

Additional value.

For those who need or desire an extra touch of luxury or utility, a wide range of optional equipment is available. Here are a few.



Rear step bumper.

Skid-resistant top surface with recessed step area to aid loading and unloading with tailgate closed. Can be used for hookup of up to 4,000-lb. trailers. Painted or available chrome finish.

Cargo area lamp.

Lights pickup box for loading or unloading in the dark. Switch located inside cab on side pillar.

Power windows and power door locks.

Separate power options. Operate both side windows from handy driver's door-mounted switch. Lock both doors quickly and easily with touch of switch. Available on 2-door models only.

Glide-out spare tire carrier.

Convenient access to spare tire. Swings out from storage area under the pickup box. Helpful when camper bodies overhang rear of pickup.

Rally and styled wheels.

Rally wheels are silver painted steel with bright trim rings. Styled wheels have cutout slots for a sporty look (C10 and K10 models only). Both wheels have chrome plated wheel nuts and center hub covers.

Exterior Decor Package.

Available with Silverado trim and includes Deluxe primary and secondary color paint, accent paint stripes on hood, hood ornament.



Comfortilt steering wheel.

Adjusts to six different positions. May be ordered with available automatic or 4-speed manual transmission.

Sliding rear window.

Increases cab ventilation and provides for cab-to-camper communication. Lockable and easy sliding.

Pickup box side rails.

Bright metal rails are convenient handholds as well as tie-down points to secure cargo.

Speed and cruise control.

Engages at a touch to maintain a preset speed. Disengages when brake pedal is applied. Requires available V-8 engine and automatic transmission.

Power steering.

Full power steering helps make driving easy.

Power brakes.

Full power brake system with vacuum power assist.



Rally wheels.



Styled wheels.



Bucket seats/center console.

Full-foam sport-type bucket seats in oxen-hide vinyl. Includes center console,

color-keyed carpeting and full floor insulation.



Gages.

Constant-reading voltmeter, oil pressure and engine temperature needle gages replace standard warning light system.

Air conditioning.

All Weather type; heats or cools and dehumidifies air. Seven-position control has "economy" settings.

Radios.

AM and AM/FM Delco push-button radios. Fully transistorized for low battery drain. When you specify Delco factory-installed radio, the antenna is embedded in the windshield.

Automatic transmission.

Fully automatic transmission is available for added convenience.

Tachometer.

Continually monitors V-8 engine performance with large dial face to register RPMs.

Plus...

You'll want to ask your Chevy dealer about these, as well as many more available options and accessories:

- Front stabilizer bar
- Wheel covers and whitewalls
- Electric clock
- Bumper guards
- Auxiliary fuel tank
- Chromed front and rear bumpers
- Engine oil cooler
- Below Eyeline mirrors
- Heavy-duty shocks
- Heavy-duty springs, front and rear
- Heavy-duty Freedom battery
- Color-keyed floor mats
- Intermittent windshield wipers
- Inside hood lock release.

Trailer Packages.

Available for 2- and 4-wheel-drive pickups in all Series. Chevy's Trailing Special Package includes power steering and a heavy-duty battery. It requires a V-8 gasoline engine-axle ratio combination suitable for the weight of the trailer to be towed. Other required equipment includes heavy-duty generator, 4-speed or automatic transmission.

Camper Special Packages.

Available for Series 20 and 30 models with V-8 engine and automatic or 4-speed manual transmission. Recommended for use with slide-in camper bodies for pickup. Basic package for most models includes heavy-duty front stabilizer bar and camper body wiring harness. Deluxe Camper Special Package for Fleetside pickups adds camper body tie-downs and cab-to-pickup box shock absorber.

Ask your Chevy dealer for the 1978 Trailing Guide for reference on recommended and optional equipment available.

For information on specific pickup application, refer to these catalogs.

A WORD ABOUT THE COMPONENTS AND OPTIONAL EQUIPMENT IN THESE CHEVROLETS:

The Chevrolets described in this brochure incorporate thousands of different components produced by various divisions of General Motors and by various suppliers to Chevrolet. From time to time during the manufacturing process it may be necessary in order to meet public demand for particular vehicles or equipment, or to meet federally mandated emissions, safety and fuel economy requirements, or for other reasons, to produce Chevrolet products with different components or differently sourced components than initially scheduled. All such components have been approved for use in Chevrolet products by Chevrolet Motor Division and will provide the quality performance associated with the Chevrolet name. □ With respect to factory-installed extra cost optional equipment, make certain you specify the type of equipment you desire on your vehicle when ordering it from your dealer. Before taking delivery of the vehicle, we suggest you verify that it includes the optional equipment that you ordered or if there are changes, they are acceptable to you.

