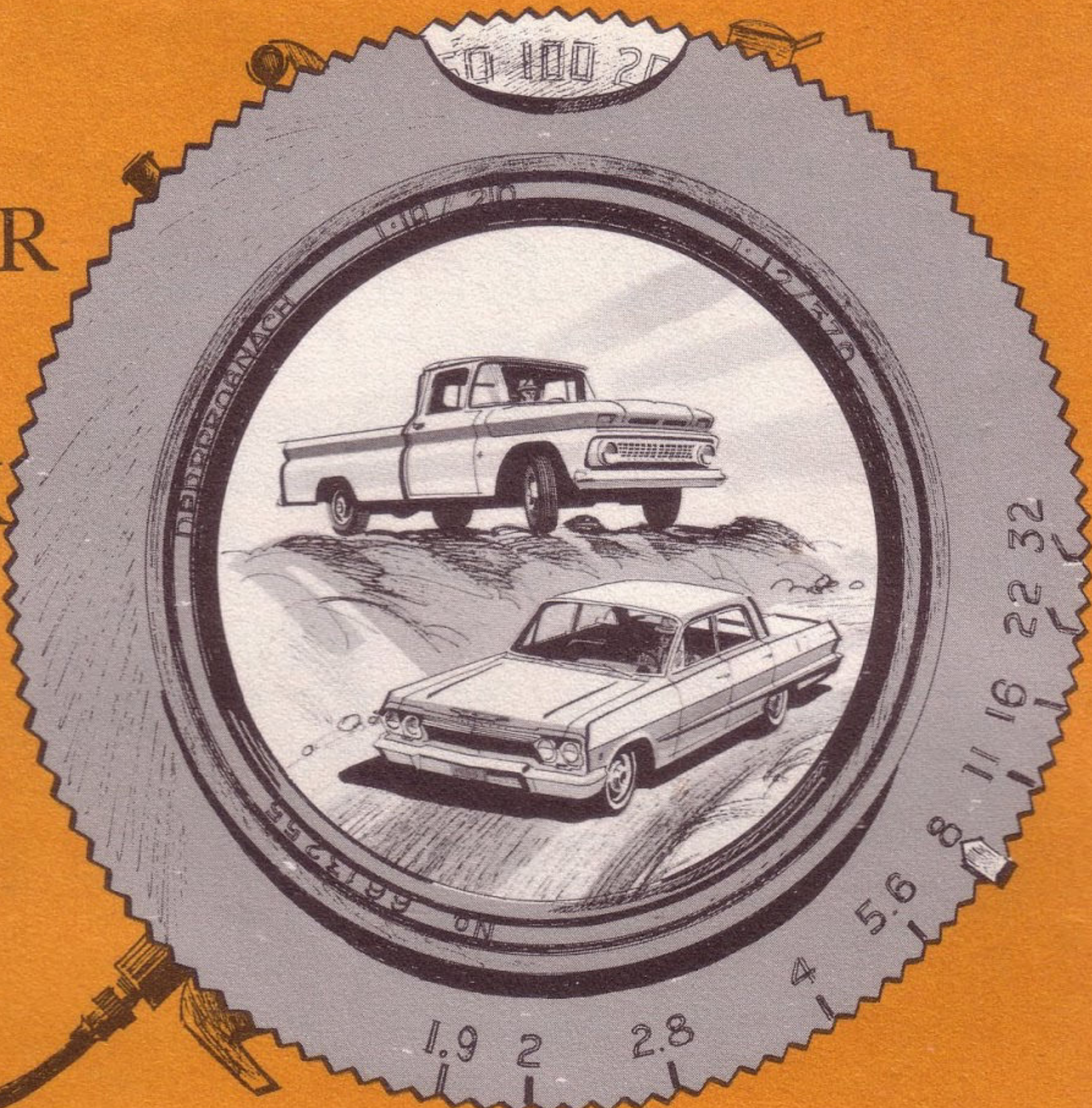
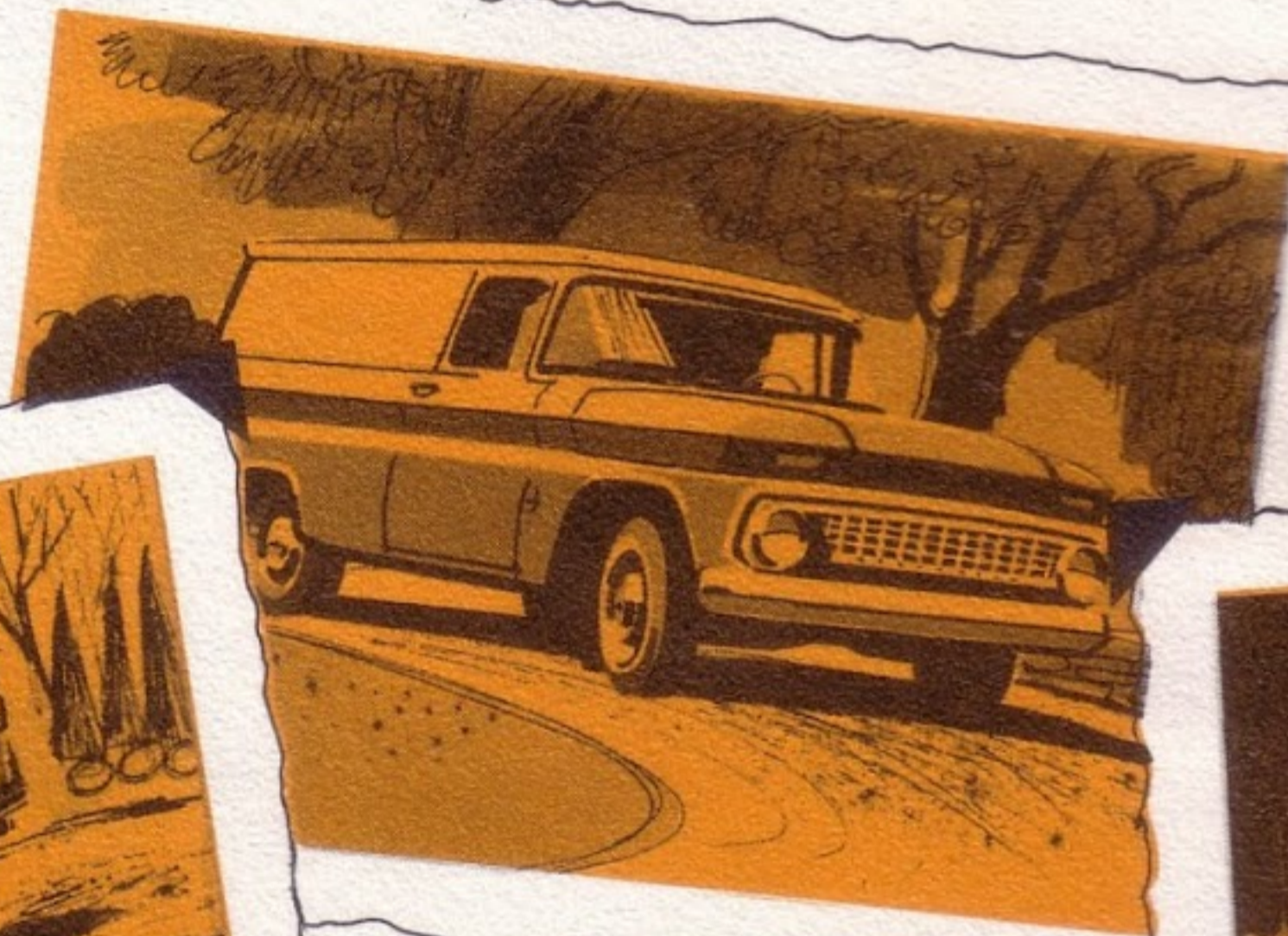


HERE'S YOUR  
CHEVROLET  
CAR and TRUCK  
power steering  
profit picture  
ALBUM



NOW! CHEVROLET POWER STEERING  
helps swing more sales your way with power  
steering kits for Chevrolet light-duty trucks!

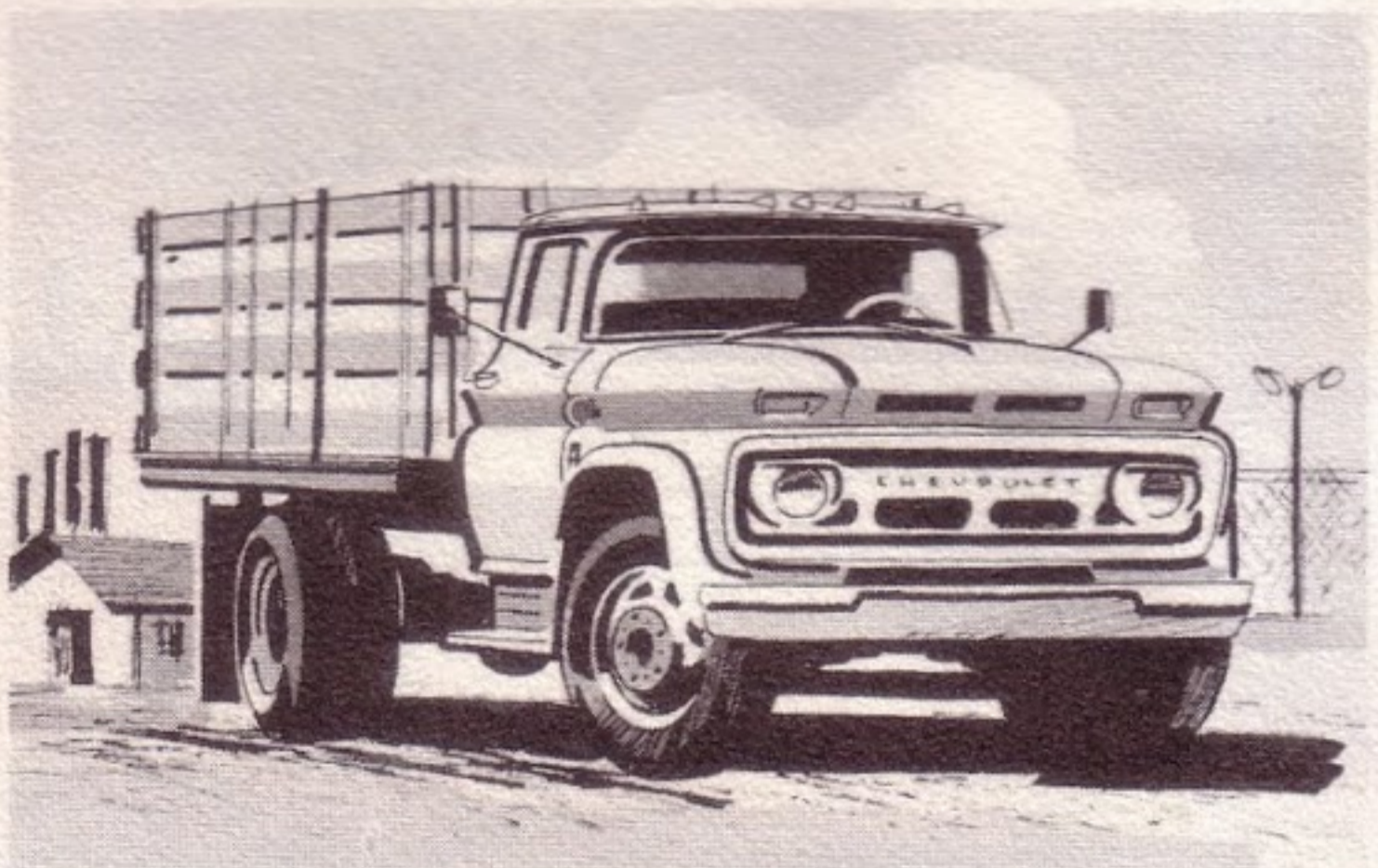




## ON CHEVROLET CARS— A WELL-KNOWN SUCCESS STORY!

Since 1953, when power steering was first introduced on Chevrolet passenger cars, the percentage of Chevrolet cars with power steering has steadily risen until now about fifty percent of the production of full-size Chevrolets have power steering. For the Chevrolet salesman, especially, power steering has proved to be an outstanding sales assist. It puts Chevrolet in the best possible light on demonstration drives and increases Chevrolet's trade-in value on the market.

# Chevrolet power steering's good-looking sales picture



## ON CHEVROLET MEDIUM- AND HEAVY-DUTY TRUCKS—GROWING, GROWING, GROWING!

Since its introduction on Chevrolet medium- and heavy-duty trucks, power steering has proved its value many times over to truck buyers. Chevrolet truck power steering is rapidly entrenching itself in the trucking industry by making hauling chores easier, more efficient and safer. More and more fleet owners are specifying power steering on their trucks. This same selling power is now available on Chevrolet light-duty trucks . . . to enable you to offer a selling "plus" to a market that is giant in size, variety and sales potential!

# POWER STEERING on light-duty Chevrolet trucks gives you your choice of prime prospects!

## IN THE CITY

Light-duty Chevrolet trucks with power steering meet a deep-seated need for retailers, plumbers, hardware suppliers, etc. By adding far more maneuverability and extra control to the wheel, power steering enables any Chevrolet light-duty truck to handle as deftly as a passenger car—in delivery, heavy traffic, narrow dock areas. At the moment, some competitive light-duty trucks do not offer power steering.

## ... AND ON THE FARM

Power steering is an old friend to farmers—approximately 50% of all farm tractors sold today are equipped with power steering! Or take a look at farmers' personal automobiles—the power steering success story is repeated once again. By showing farmers how power steering makes light of tough driving situations, conserves time and energy for field and farm work... you'll score added points in turning a prospect into a Chevrolet light-duty truck owner!

### CHOOSE THE FIELD— IT'S A NATURAL FOR CHEVROLET LIGHT- DUTY TRUCKS WITH POWER STEERING

- Public Utilities
- Plumbers
- Contractors
- Gas Stations
- Farmers
- Hardware Stores
- Large Fleet Owners
- Electricians
- Radio-Television Shops
- You Name It!



CHEVROLET  
POWER  
STEERING  
STRENGTHENS  
YOUR  
LIGHT-DUTY  
TRUCK SALES  
STORY

**CUSTOMER:** "Operating a plumbing repair shop takes us all over town and into the heaviest traffic you can find. But my other driver and I have gotten used to wheeling our trucks around. Our Chevrolet pickup trucks are easy enough to drive as they are . . ."

**CHEVROLET POWER STEERING'S ANSWER:** "Sure! But remember, as easy to drive as Chevrolet trucks are, you're still working when you have to contend with busy streets. Power steering reduces the amount of steering effort still further. Because you work less when you drive, you've got more energy when you get to the job . . .!"

**CUSTOMER:** "I'll admit we do have difficulties in meeting schedules in our city deliveries. But what value is power steering here? . . ."

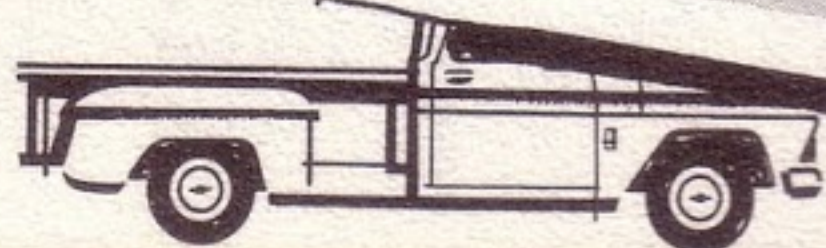
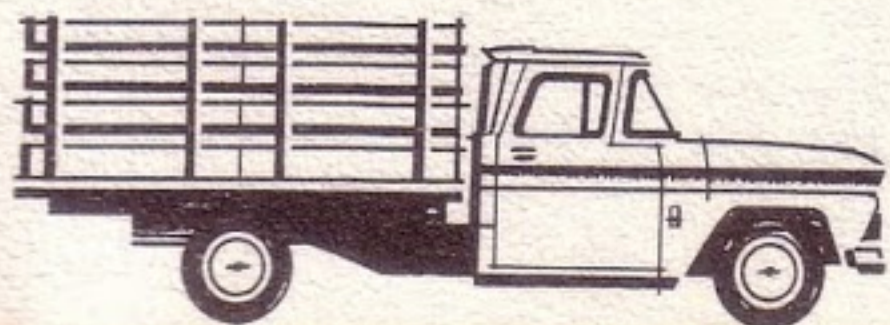
**CHEVROLET POWER STEERING'S ANSWER:** "Power steering's probably one of the most important features you can have with all-day stop-and-go delivery schedules. It enables the driver to get in and out of small parking places fast, lets the driver get in close to the dock to load and unload quickly. . ."

**CUSTOMER:** "We've got bad weather in this area—lots of rain, mud and heavy snow in the wintertime. Would power steering be of that much help on this score? . . ."

**CHEVROLET POWER STEERING'S ANSWER:** "You bet! Power steering adds valuable extra control to that steering! The driver doesn't find himself fighting the wheel when his tires get into ruts. In fact, if you do any off-the-road driving you'll find that power steering helps eliminate steering wheel whip-lash, too."

**CUSTOMER:** "I've been driving a truck without power steering for years on my farm. I don't see any reason why I have to add power steering now! . . ."

**CHEVROLET POWER STEERING'S ANSWER:** "You mentioned that your son and wife sometimes drive your truck. And don't forget that both your car and tractor have power steering. You naturally use your tractor for field work. You drive your truck down country roads and off-the-road, too. What's more, your son and wife drive the truck into town. The same advantages that power steering offers your tractor and car apply to your truck as well—handling ease, control and maneuverability."



# CHEVROLET POWER STEERING helps improve your closing picture on...



**PICKUPS**—The handling superiority of Chevrolet's '63 pickups is enhanced by Chevrolet Power Steering. Its *extra* ease and control *adds* to the handling "pluses" of Chevy's new suspensions and new rear axles. Power steering's a "natural" for buyers who want pickups with camper bodies, too!



**CHASSIS-CABS**—Chevrolet Power Steering makes good sense to buyers of chassis-cabs—because power steering's steering ease and control keeps the wheel straight and true even off-the-road. Chevrolet Power Steering's hydraulic assistance makes all driving situations a snap.



**STAKES**—Chevrolet Power Steering "shows off" its handling ease in Chevrolet's stake models because it offers extra assistance in handling bulky cargoes for every job. Its featherweight control pares down the effort needed to get into tight places and through tangled traffic.

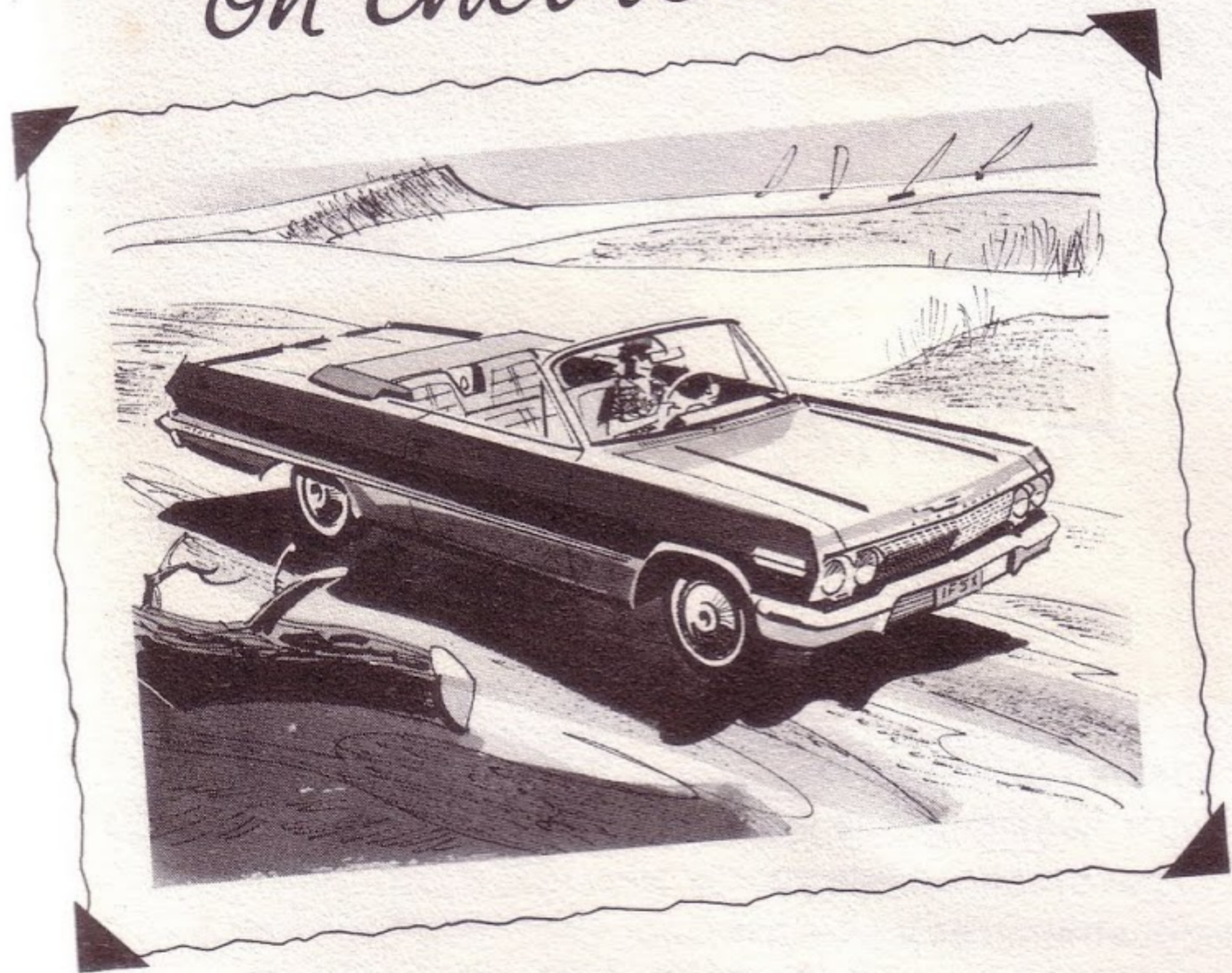
talk the value of  
Chevrolet power steering  
to light-duty truck buyers!

**WHAT'S YOUR PROSPECT'S TIME WORTH?** Based on 244 eight-hour work days a year, here's a chart that shows your prospects how valuable their time, their driver's time is worth. It's a smart way to dramatize the savings and efficiency Chevrolet Power Steering offers!

IF YOU EARN	EVERY HOUR IS WORTH	IN A YEAR, ONE HOUR A DAY IS WORTH
\$ 5,000	\$2.56	\$ 625
7,500	3.84	937
8,500	4.35	1,083
10,000	5.12	1,250
12,000	6.15	1,500
15,000	7.68	1,875

and CHEVROLET CAR POWER STEERING  
gives you a new high in sales power

*on chevrolet...*



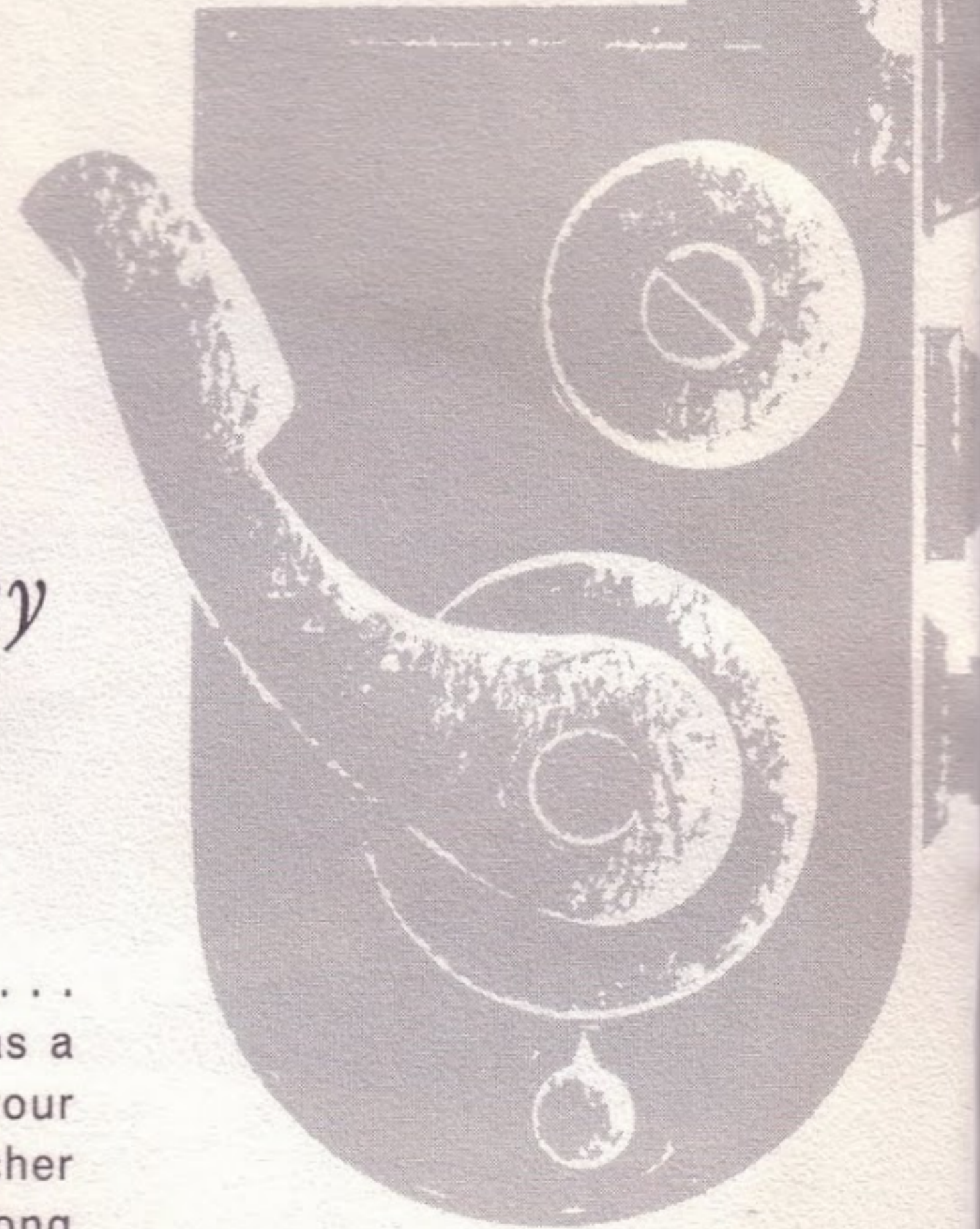
*on chevy II...*



and this year on Chevy Corvette!



for a BETTER  
stress POWER



*26th National Automobile and Tire Survey*  
shows 1963 car prospects  
place a high value on Power Steering

Survey after survey shows power steering rates right after automatic transmissions . . . indisputable proof that new car prospects regard power steering's handling ease as a major benefit on the automobile they drive. Use this information to put backbone into your Chevrolet Power Steering story . . . and use a power steering demonstration as a clincher to sell more 1963 Chevrolets with less work and more effectiveness. (It won't be very long before a used car *without* power steering will have a decided disadvantage in customer sales appeal—a good point to remember.)



# SALES PICTURE STEERING benefits!

*power steering has a  
special appeal to women!*

A big percentage of licensed drivers in the United States are women. An impressive percentage of these drivers are car owners, as well. What's more, even when a man buys the car, his wife usually casts the deciding vote on features—color, upholstery, automatic transmission, power steering. Surveys show that close to sixty percent of women prospects are already convinced of the convenience and ease of power steering. Reinforce your sales approach with power steering!

## **PARKING**

Quick and easy is the way every Chevrolet and Chevy II slips into a parking place when it's equipped with power steering. A power steering demonstration puts your prospect into a buying mood.



## **IN TRAFFIC**

Chevrolet Power Steering's crisp control and steering ease enhances the car's maneuverability even in the meanest traffic. Make sure that you include one busy street in every demonstration!



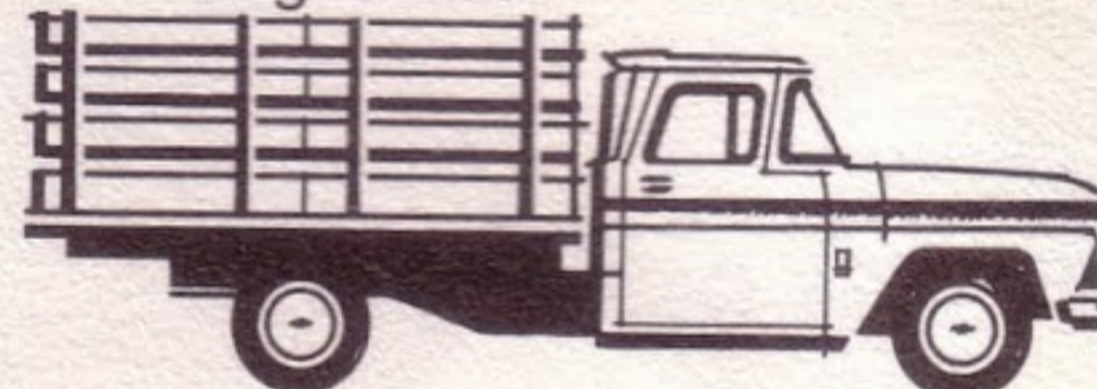
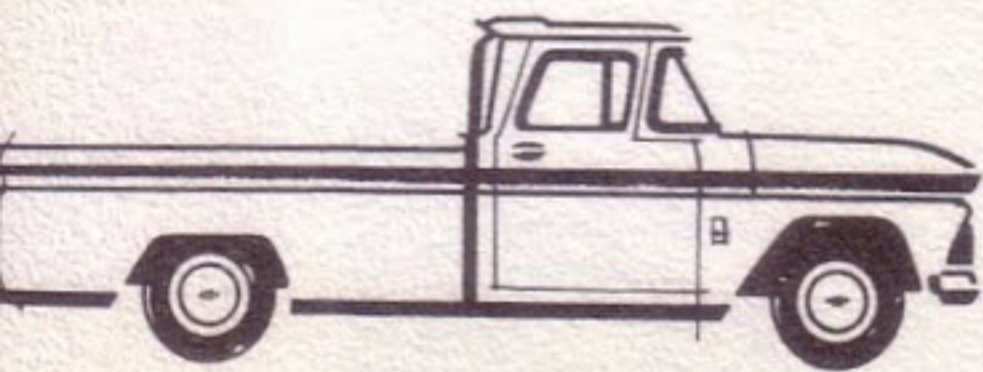
## **ON ROUGH ROADS**

Smooth control is one of the characteristics of Chevrolet Power Steering that most impress the driver out on a rough, bumpy road. Take him out on the roughest roads you can find.



# POWER STEERING kits make installation quick and easy on cars and trucks!

Power steering is now available on Chevrolet light-duty trucks only through dealer-installed kits. It is available on Chevrolet and Chevy II cars either factory-installed or as kits. But, whether on cars or trucks, Chevrolet Dealer Installation Kits make power steering INSTANTLY AVAILABLE.



With Chevrolet Power Steering Kits no deal ever has to "sit," no customer has the time to possibly change his mind. Letters and comments from top Chevrolet salesmen across the country stress the value and convenience of these Kits in swinging sales!

**FLEXIBLE**—Chevrolet PS Kits boost your gross for bigger earnings. The flexibility of these Kits makes power steering possible, no matter how your stock vehicles are equipped.

**NO TRADING**—Chevrolet PS Kits help you wrap up a sale fast because you don't have to trade models with other dealers to obtain power steering on a particular Chevrolet.

**SATISFY**—Your customer is satisfied quickly and easily with Chevrolet PS Kits. His service is fast and efficient . . . he goes away satisfied. He *comes back* at trade-in time to give you *more business!*

**NO WAITING**—Chevrolet PS Kits help boost your earnings because their instant availability on the shelf saves sales by eliminating the risk of cancellations on "long wait" deals.

**SIMPLIFIES INSTALLATION**—The speed and ease of installing Chevrolet PS Kits eliminates changing power steering from one unit to another. It eliminates tying up two stalls . . . requires only one service technician.

# MAKE UP YOUR OWN POWER STEERING PROFIT ALBUM!



*with...*  
**YOUR CHEVROLET  
CAR AND TRUCK  
POWER STEERING  
SALES AIDS**

*with...*  
**THE BACKGROUND  
AND SELLING TIPS  
IN THIS  
BOOKLET**



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