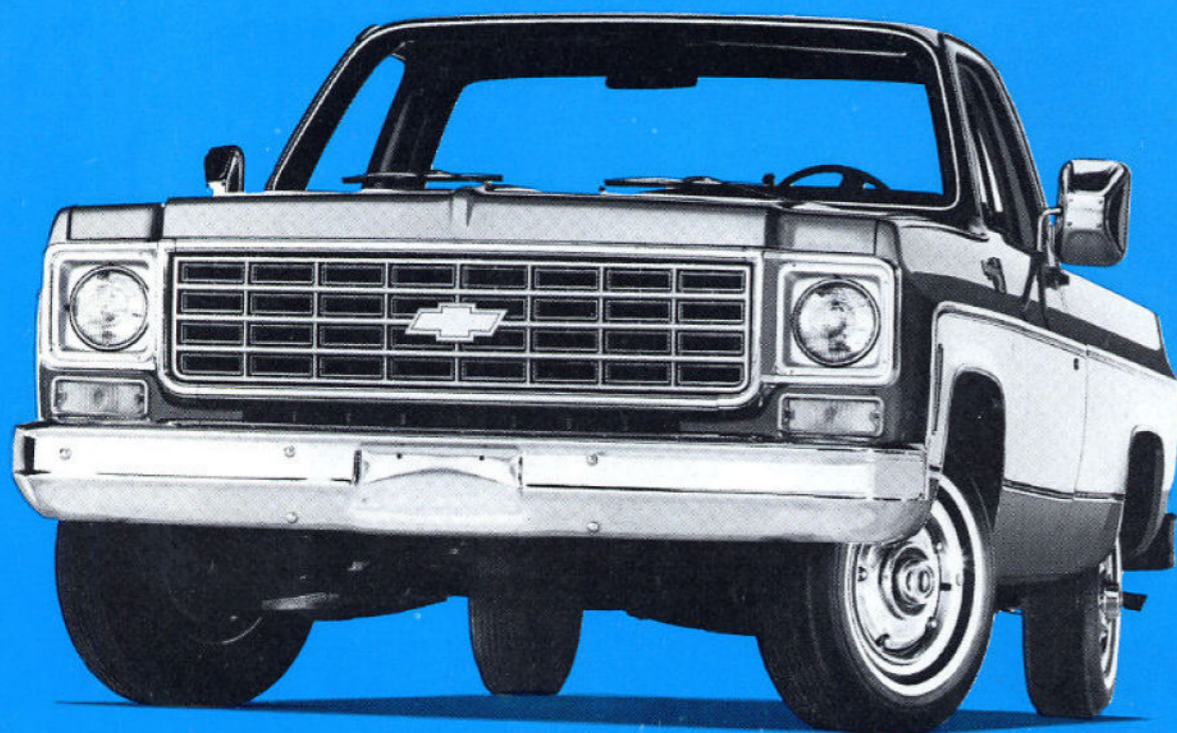


CHEVY VS. FORD

C10 CHEYENNE

F100 RANGER



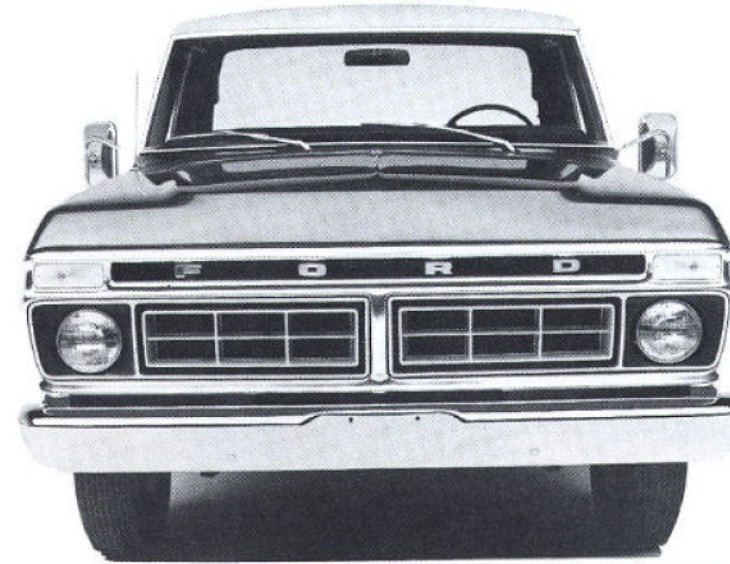
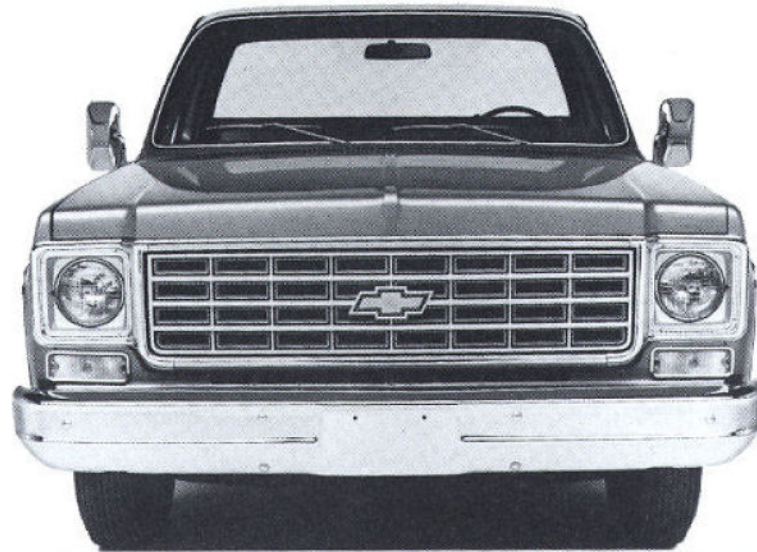
CHEVY TRUCKS

CONFIDENTIAL. FOR CHEVROLET SALESMEN ONLY

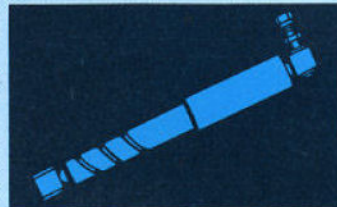
(Insert behind Competitive Comparison tab in '76 Truck Values Book)

CHEVY VS. FORD

SEE FOR YOURSELF HOW CHEVY VALUES STACK UP AGAINST FORD.



CHEVY front shock absorbers are shielded against stone damage and foreign particles to reduce possibility of fluid leakage and extend service life.



CHEVY front bumper has steel braces from each corner to frame for added lateral support, additional resistance to side impact. Six attaching bolts are used.



CHEVY windshield washer has dual-orifice nozzles covering a large spray area.



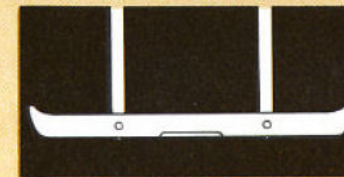
CHEVY 2-wheel-drive front suspension is Massive Girder Beam design, alignable on most equipment without removing components. Toe-in can be adjusted at each wheel. Chevrolet also offers a front stabilizer bar.



FORD front shock absorbers are unshielded, unprotected from damage.



FORD front bumper has no side bracing. Only four attaching bolts are used.



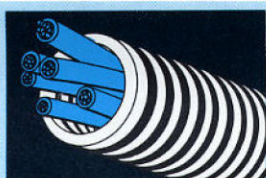
FORD windshield washer has single-orifice nozzles.



FORD front suspension uses I-beams, which must be removed for camber correction or repair (a costly difference). Single toe-in adjustment is less accurate. Ford does not offer a front stabilizer bar.



CHEVY headlamp wiring harness runs through molded plastic conduit, which offers protection against shorts caused by moisture penetration.



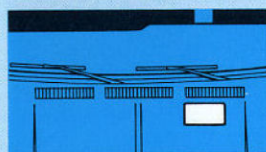
CHEVY coolant-recovery system collects overflow in reservoir. It's siphoned back to radiator when engine cools, helping maintain proper fluid level.



CHEVY voltage regulator is integral with Delcotron alternator, transistorized for easy servicing.



CHEVY windshield wiper motor is conveniently mounted on the firewall for fast, easy servicing.



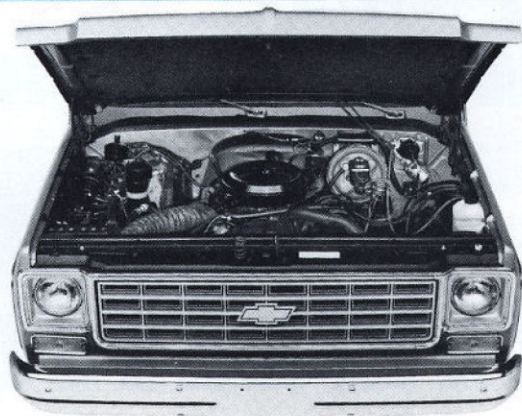
CHEVY front grille is easily removed, using only a Phillips-head screwdriver.

CHEVY glass area is 3329 sq. in., 269 sq. in. more than Ford and concentrated in front and sides. Vandal-resistant integral antenna furnished with factory-installed radio. Shaded upper windshield band included with available tinted windshield.

CHEVY battery is 61-amp capacity with most V8 mod-

els. Bolt-in side terminals help reduce power-robbing corrosion. Chevy's battery is 10 lbs. lighter than Ford's. **CHEVY** underhood insulation, standard on Silverado and Cheyenne models, helps absorb engine sounds. Moisture-resistant foam and mastic floor pads insulate against heat, cold and noise.

CHEVY hood rests on 10 alignment blocks, helping assure a good fit and minimizing hood flutter.



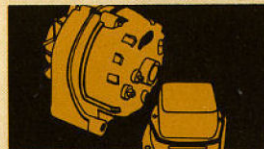
FORD headlamp wiring harness is simply wrapped with plastic tape.



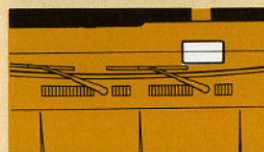
FORD does not offer a coolant-recovery system—either as standard or available factory equipment.



FORD voltage regulator is cowl-mounted separately.



FORD windshield wiper motor is mounted under the instrument panel where it's hard to service.



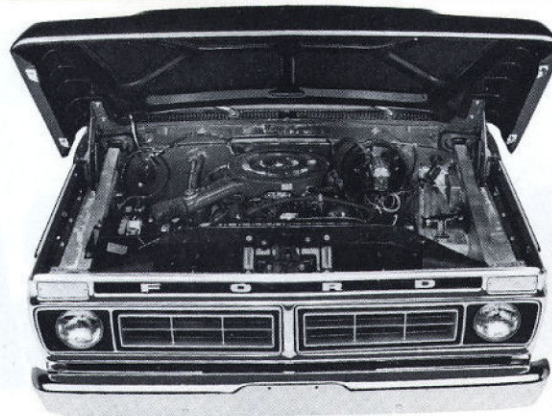
FORD front grille is attached behind grille panel, more difficult to service.

FORD glass area is 3060 sq. in., distributed as a larger rear window, smaller windshield and side windows. No integral antenna or tinted band available.

FORD battery is 45-amp capacity with most V8 models. Conventional top terminals are more likely to corrode.

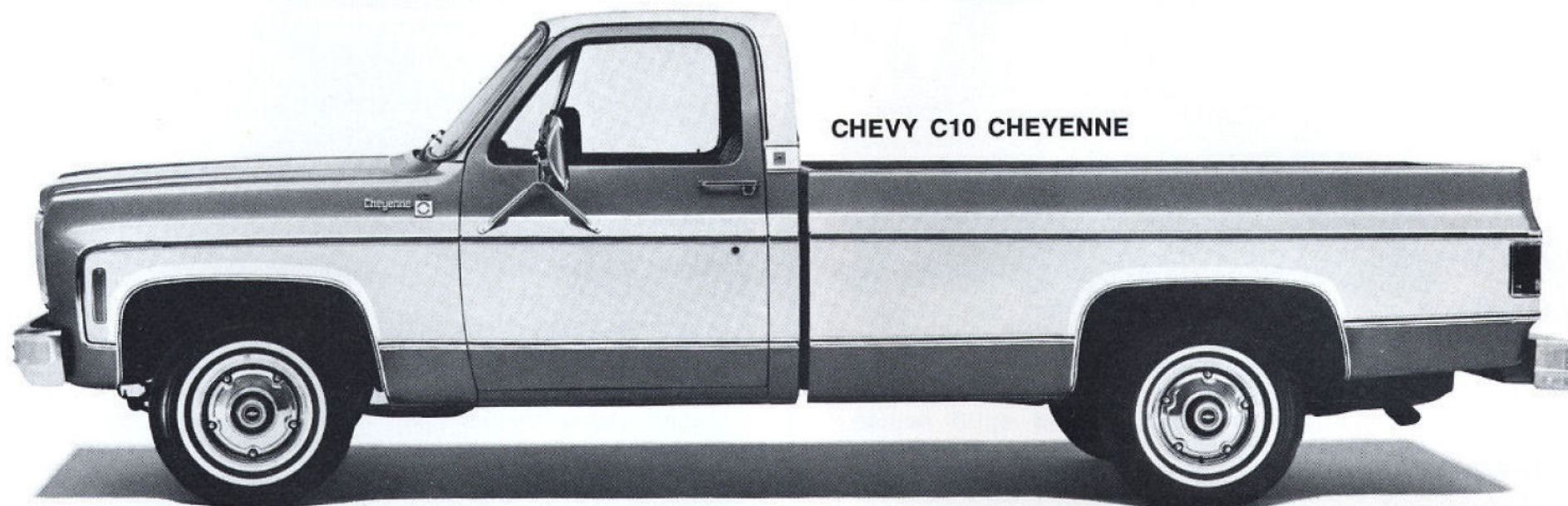
FORD omits underhood insulation, uses absorbent jute floor padding.

FORD hood uses only four alignment blocks.

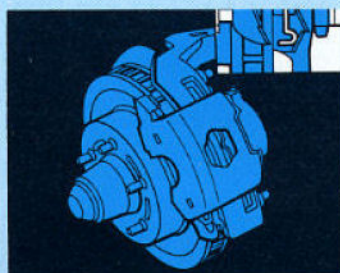


CHEVY VS. FORD

SEE WHAT THEY'RE MADE OF AND HOW THEY'RE MADE.



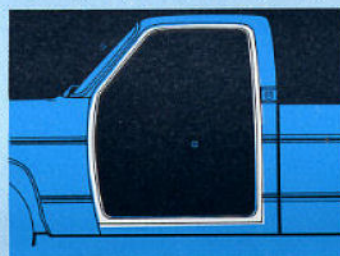
CHEVY brake systems are computer-matched to pickup GVWR; power assists include single vacuum, tandem vacuum and hydraulic. Front disc brakes on some models feature a lining wear sensor.



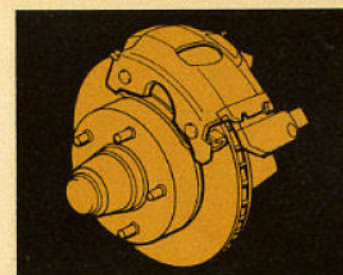
CHEVY has inner front fender for added rigidity, full bathtub-type wheelhousing to help protect fender and engine compartment from road splash.



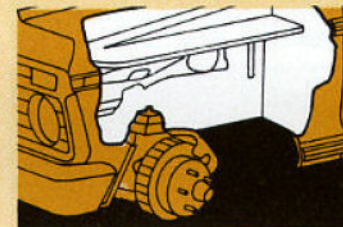
CHEVY single-piece door opening eliminates joints where rust can start. Sections are available for damage repair.



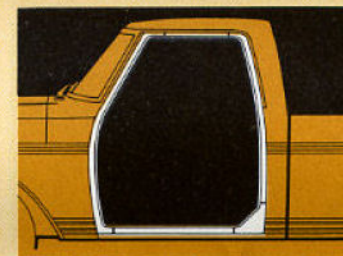
FORD brake systems are not computer-matched by GVWR; only vacuum power assist is used. Front disc brakes have no wear sensor.



FORD omits inner fender, uses only partial wheelhousing.



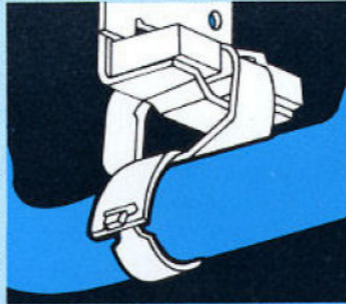
FORD door opening is assembled from five separate pieces.



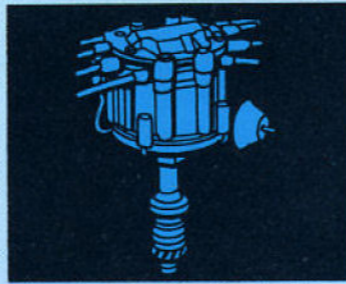
CHEVY has double-wall roof with insulation.



CHEVY tailpipe hanger is secondary-support type, designed to help reduce failure due to deterioration, rust or corrosion.



CHEVY High Energy Ignition system produces up to 35,000 volts for each plug. Magnetic pulse generator and electronic control replace breaker points and rubbing block to save maintenance cost. Integral coil-distributor cap on V8s also eliminates extra wiring.



CHEVY 250 Six for models under 6001 lbs. GVWR was extensively redesigned last year. It distributes fuel evenly through an integrally cast intake manifold, burns it efficiently in combustion chambers that concentrate the charge near the spark plug. Other refinements include a carburetor heat sump, improved exhaust-gas recirculation system.

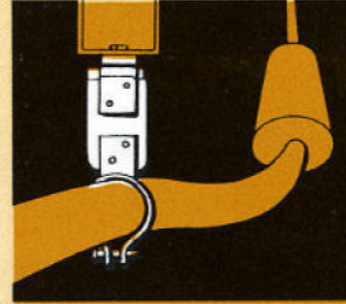
CHEVY rear engine cross-member has removable center section, allowing easier transmission access.

CHEVY GVWR is 6200 lbs. maximum for BIG-10 models, 150 lbs. more than Ford F150 Regular Cab models at 6050 lbs. Chevy's base front axle rating is 3400 lbs. versus 3300 lbs. for Ford; rear axle is rated at 3750 lbs., same as the Ford F150.

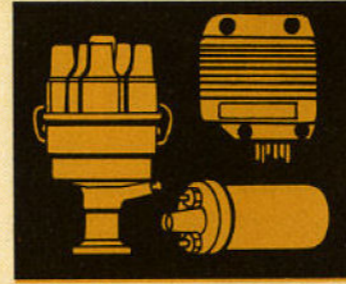
FORD still uses single-panel roof construction.



FORD uses conventional-type tailpipe hangers.



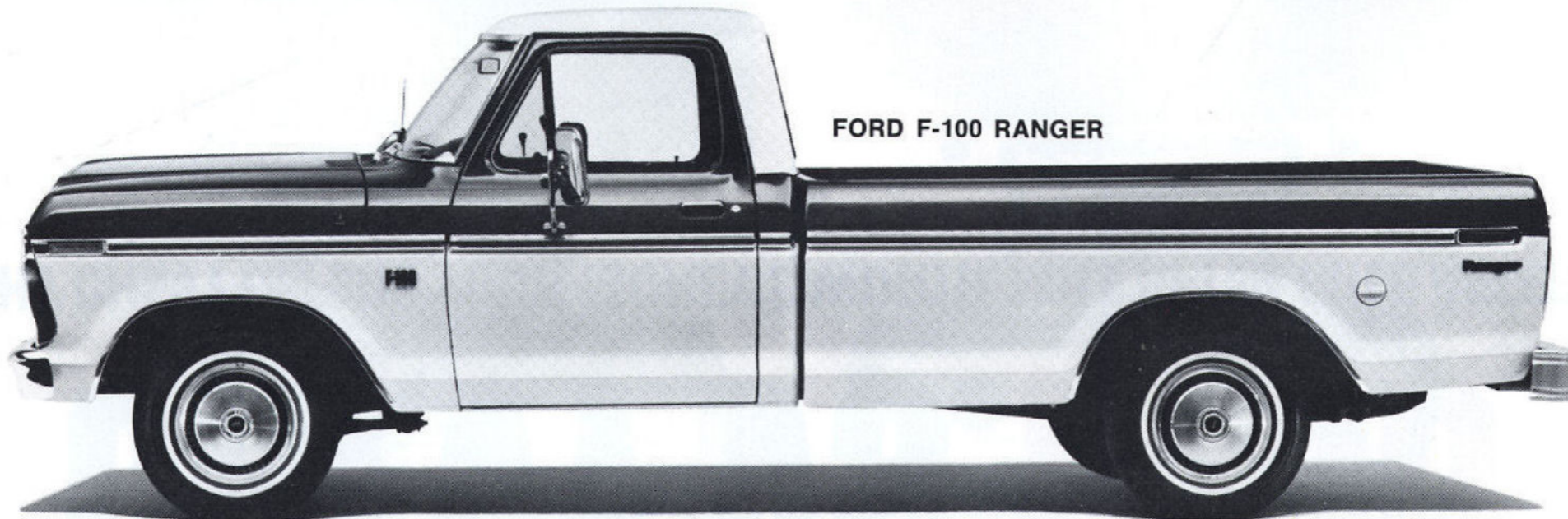
FORD electronic ignition won't deliver same peak voltages as Chevrolet's. Integral coil-distributor cap not furnished for V8s.



FORD 300 Six is basically a 1965 design.

FORD rear engine cross-member is one piece; must be removed entirely to take out the transmission.

FORD GVWR is 6050 lbs. maximum for F150 Regular Cab models, 150 lbs. less than a Chevy C10. Base front axle rating also is lower than Chevy's C10.



FORD F-100 RANGER

CHEVY VS. FORD

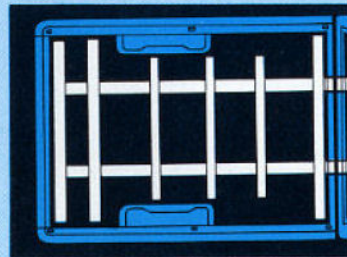
SEE WHY CHEVY OFFERS YOUR MONEY'S WORTH. MILE AFTER MILE AFTER MILE.



CHEVY wheelhousings are flat topped for load carrying capability. Camper bodies fit standard box.



CHEVY uses three full-width crossmembers, six altogether, for strength and rigidity with heavy loads, including big campers.

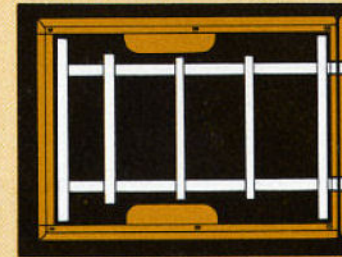


CHEVY quick-release tailgate is easily removed by one person without tools—especially helpful to campers. Just release retaining straps, lift up on right side and pull out at left side. To reinstall, simply reverse procedure.

FORD wheelhousings are curved and contoured. Special box must be ordered for slide-in camper units.



FORD settles for two full-width crossmembers, five in all.



FORD tailgate is conventional design, requiring more effort to remove.

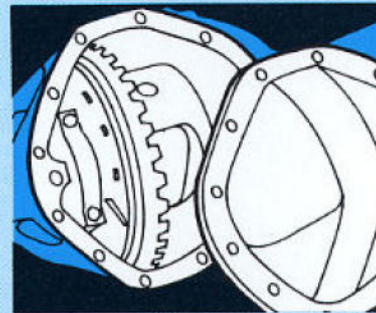
CHEVY tailpipe resonator further reduces exhaust sound levels on V8 models, allows base system to meet noise standards in all jurisdictions.



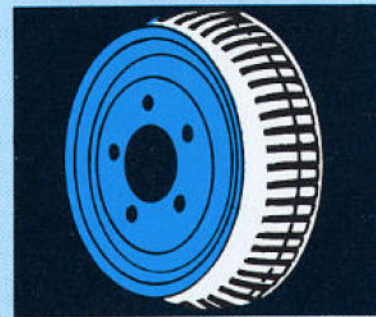
CHEVY two-stage rear springs have three leaves in the first stage with plastic inserts to reduce friction and noise.



CHEVY rear axle is Salisbury type with three-piece housing. Inspection plate on differential carrier allows easy servicing.



CHEVY rear brake drums are finned for improved cooling, resist heat build-up which could cause fade.



CHEVY pickup box is rigidly bolted together for long service life. Damaged sections are easy to remove for repair, or replacement. Steel floor, sidewalls, front panels and tailgate—all are ELPO-

primed for corrosion protection.

CHEVY taillamp lenses are Lexan® plastic, extremely durable because they can withstand high impact forces without breaking.



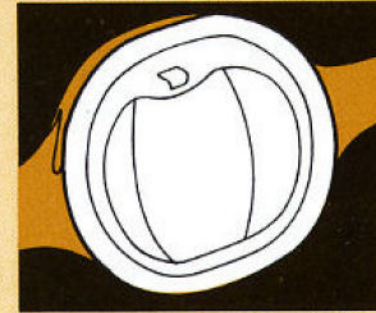
FORD tailpipe lacks resonator. Extra-cost low-noise option must be ordered to meet standards in certain states and counties.



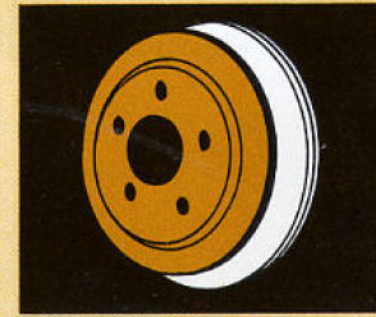
FORD rear springs have four main leaves, giving a stiffer ride with light loads. There's no anti-friction system.



FORD rear axle is one-piece unit. Differential must be removed from vehicle for servicing.

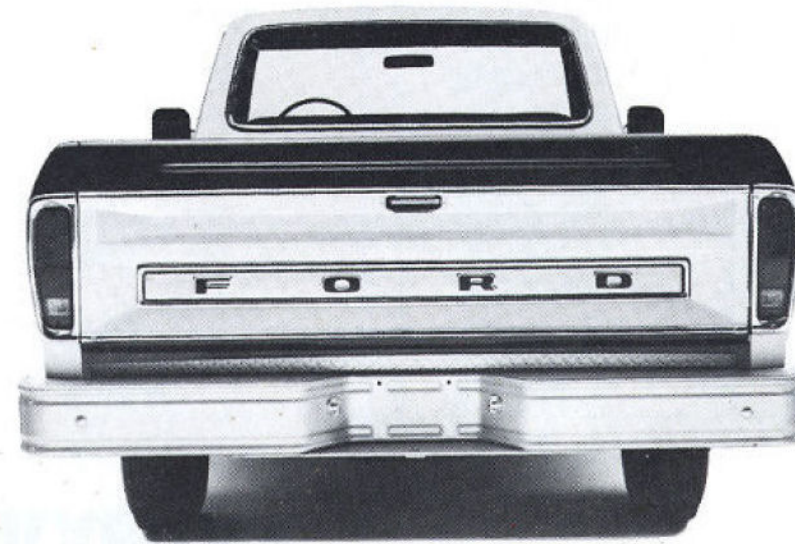


FORD rear brake drums are smooth cast.



FORD pickup box is welded together. Damaged sections must be cut out and welded back in. Ford uses galvanized metal in critical areas.

FORD taillamp lenses are conventional plastic, more susceptible to impact damage.



Competitive selling requires basic product knowledge. The following charts summarize the Chevy vs. Ford Conventional Pickup model offerings for the complete line.

Model Availability charts show that Chevy offers a Stepside Pickup in most model Series and that Ford doesn't.

Engine Availability charts indicate Chevy's broad engine application by model Series including a six-cylinder engine in the one-ton range.

GVW Rating charts reference Chevy's wider range of GVWR applications by model Series, such as the broad BIG-10 lineup vs. the F-150.

MODEL AVAILABILITY

CHEVY		
REGULAR CAB		
Series	Style	Box
C10	Fleetside	6½'
	Stepside	6½'
	Fleetside	8'
	Stepside	8'
BIG-10	Fleetside	6½'
	Stepside	6½'
	Fleetside	8'
	Stepside	8'
C20	Fleetside	8'
	Stepside	8'
C30	Fleetside	8'
	Stepside	8'
CREW CAB		
Series	Style	Box
C20	Fleetside	8'
C30	Fleetside	8'
BONUS CAB		
Series	Style	Box
—	—	—
—	—	—
C20	Fleetside	8'
C30	Fleetside	8'

FORD		
REGULAR CAB		
Series	Style	Box
F100	Styleside	6¾'
	Flareside	6¾'
	Styleside	8'
	Flareside	8'
F150	—	—
	Styleside	8'
	Flareside	8'
F250	Styleside	8'
	Flareside	8'
F350	Styleside	8'
	—	—
CREW CAB		
Series	Style	Box
F250	Styleside	6¾'
F350	Styleside	8'
SUPERCAB		
Series	Style	Box
F100	Styleside	6¾'
	Styleside	8'
F150	Styleside	6¾'
	Styleside	8'
F250	Styleside	6¾'
	Styleside	8'
F350	Styleside	8'

ENGINE AVAILABILITY

CHEVY		
Series	Engine	Cyl.
C10	250 1-bbl	6
	•350 2-bbl	8
	350 4-bbl	8
	•454 4-bbl	8
BIG-10	•250 1-bbl	6
	350 4-bbl	8
	454 4-bbl	8
C20 (Regular Cab)	292 1-bbl	6
	350 4-bbl	8
	454 4-bbl	8
C20 (Bonus/ Crew Cab)	292 1-bbl	6
	350 4-bbl	8
	454 4-bbl	8
C30	292 1-bbl	6
	350 4-bbl	8
	454 4-bbl	8

•Not available for registration in the State of California.

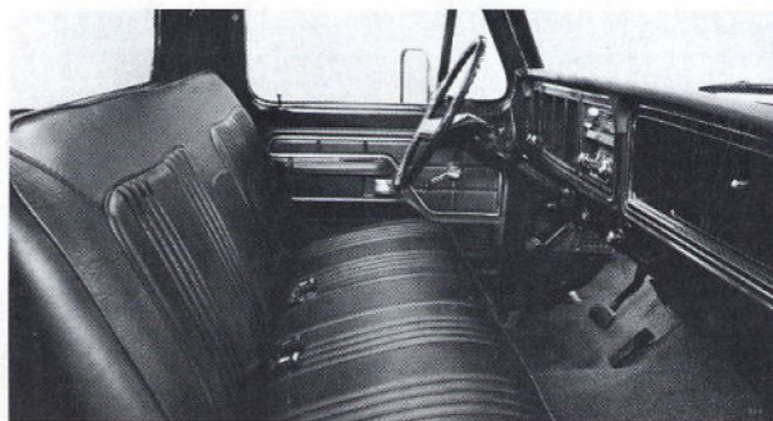
FORD		
Series	Engine	Cyl.
F100	300 1-bbl	6
	302 2-bbl	8
	360 2-bbl	8
	390 2-bbl	8
F150	300 1-bbl	6
	360 2-bbl	8
	390 4-bbl	8
	460 4-bbl	8
F250 (Regular Cab)	300 1-bbl	6
	360 2-bbl	8
	390 4-bbl	8
	460 4-bbl	8
F250 (Super/ Crew Cab)	300 1-bbl	6
	360 2-bbl	8
	390 4-bbl	8
	460 4-bbl	8
F350	360 2-bbl	8
	390 4-bbl	8
	460 4-bbl	8

GVW RATING COMPARISON

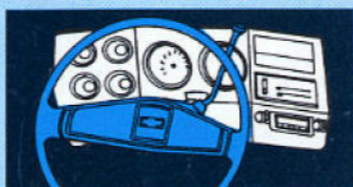
CHEVY	
REGULAR CAB	
C10	4900-5600 lbs.
BIG-10	6050-6200 lbs.
C20	6400-8200 lbs.
C30	6600-10,000 lbs.
CREW CAB	
C20	8200 lbs.
C30	9000-10,000 lbs.
BONUS CAB	
—	—
—	—
C20	7500-8200 lbs.
C30	9000-10,000 lbs.

FORD	
REGULAR CAB	
F100	4600-5500 lbs.
F150	6050 lbs.
F250	6200-8000 lbs.
F350	8400-10,000 lbs.
CREW CAB	
F250	6200-7800 lbs.
F350	6850-8250 lbs.
SUPERCAB	
F100	5200-5700 lbs.
F150	6050-6200 lbs.
F250	6350-8100 lbs.
F350	9350 lbs.

CHEVY VS. FORD. TAKE A LOOK AT INSIDE VALUE, TOO.



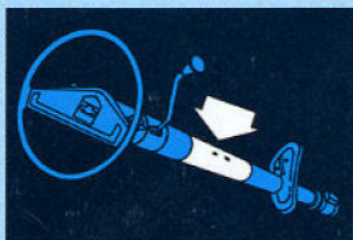
CHEVY dash has three instrument clusters. Each may be removed individually from the front for easy replacement or repair.



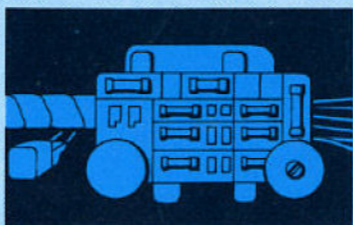
CHEVY power flow-through ventilation operates whenever ignition is switched on, brings in a steady flow of outside air while exhausting inside air.



CHEVY steering column is energy-absorbing design. On V8s with automatic transmission, both steering wheel and shift lever lock for theft protection when ignition key is removed.



CHEVY fuse panel for all circuits, standard and accessory, is mounted on firewall inside the cab.



ADDED FEATURES:

Large, completely separate gas gauge • Ignition switch on steering column • Lane-change feature in directional signal • Available air-conditioning partly mounted in engine compartment for added passenger leg room in the cab • Mastic-coated inside door panels • Full 5½" size power brake pedal • Durable muffler, fully aluminized • Four trim levels available, including Silverado and Scottsdale packages • "Big Dooley" Fleetside model offered with dual rear wheels, 10,000-lb. GVWR • Comfortilt steering wheel available.

FORD dash has one instrument cluster, attached behind the panel. Entire cluster must be removed from the rear for servicing.



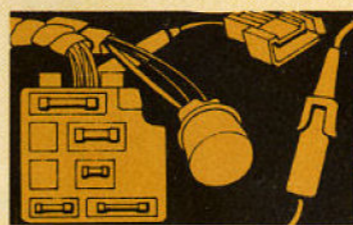
FORD does not offer standard power ventilation.



FORD steering column is rigid; no anti-theft feature.



FORD fuse locations are separate for standard and accessory circuits.



CHEVY TRUCKS

YOUR MONEY'S WORTH. MILE AFTER MILE AFTER MILE.