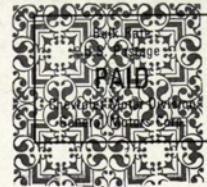


CHEVROLET MOTOR DIVISION
GENERAL MOTORS CORP.
P. O. BOX 1026
DETROIT, MICHIGAN 48231



Introducing
the '71 Chevy light-duty
trucks with

new top-of-the-line **CHEYENNE**

From new disc brakes to double walls.

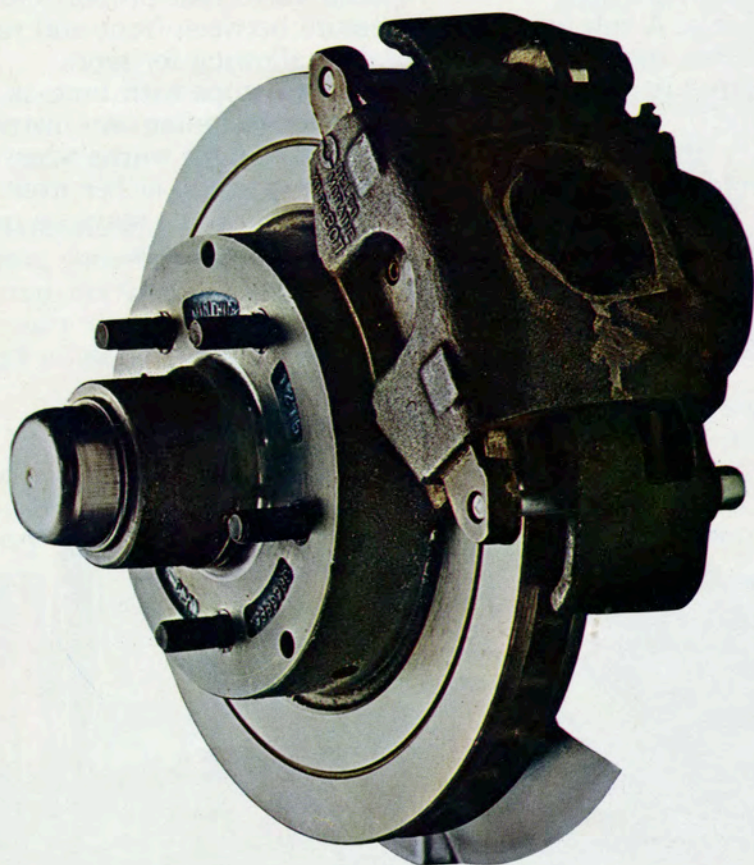
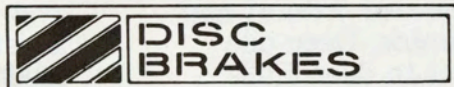
Stopping power designed to last longer.

In '71, Chevrolet light-duty trucks provide you with front disc brakes as standard equipment.

These are the most advanced brakes ever offered by Chevrolet. Built for extended brake life and positive stopping—even under severe operating conditions such as descending long, twisting grades or when making multiple stops in traffic.

Additionally, Chevy disc brakes offer excellent resistance to fading and rapid recovery when wet.

Look for this emblem on 1971 Chevrolet light-duty trucks.



A truck inside a truck.

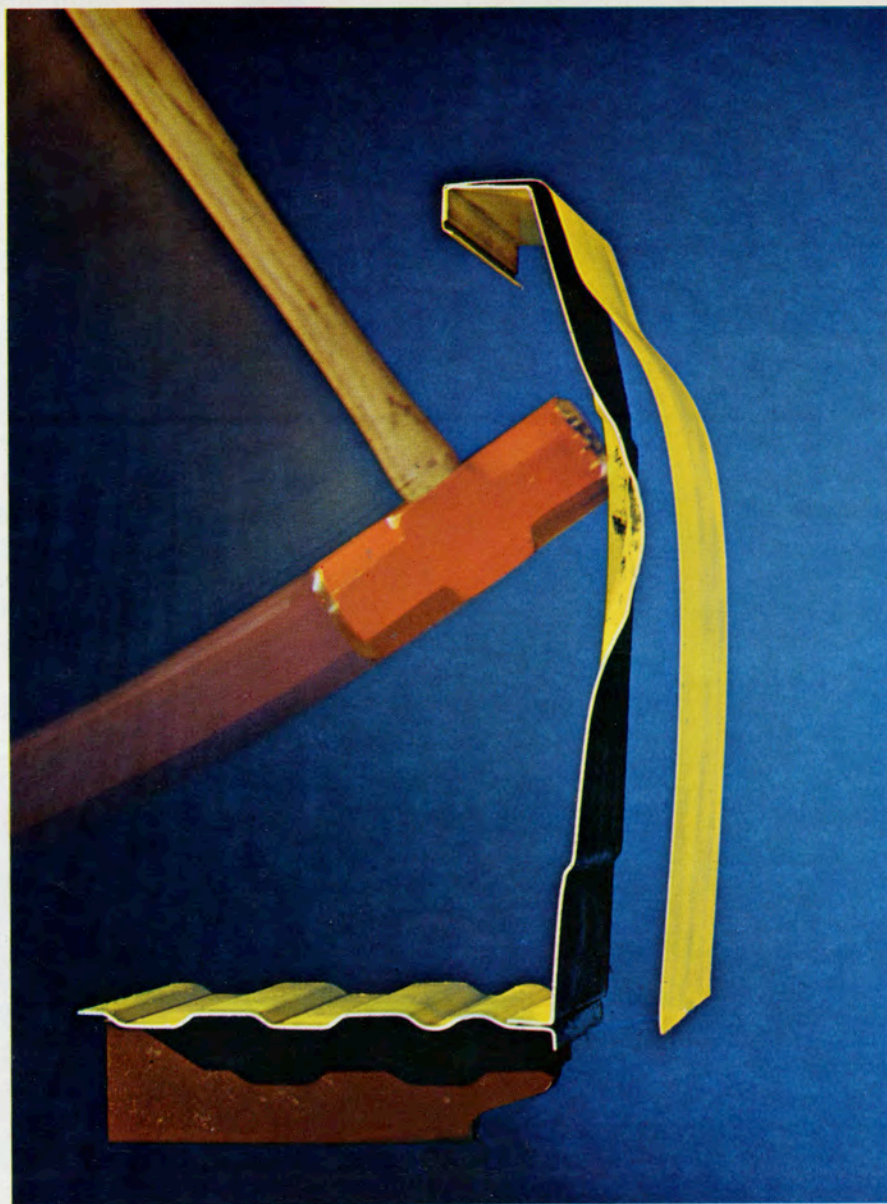
Compared to other '71 pickups, here's something else Chevy gives you that doesn't show up in the price.

Double-wall steel construction in more places, for toughness that makes a truck live longer.

Like twice the pickup box: double walls from top to bottom, side panels and tailgate.

And twice the cab: double strength in roof panel, cowl, rear body panel and body sills.

What it all adds up to is that Chevy is a truck and a half for '71.



From smoother riding Super Suspension to longer life.

Front: tough girders and coils, proved on 1.5 million more jobs than any other suspension.

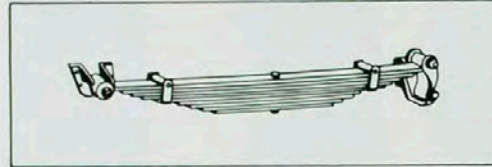
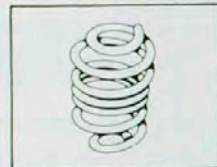
Chevrolet's independent front suspension design features truck-engineered coil springs and sturdy steel control arms—mounted on steel girders.

As you can see in the picture below, each front wheel steps over bumps independently—there's no stiff I-beam to transfer jolts from one to the other.

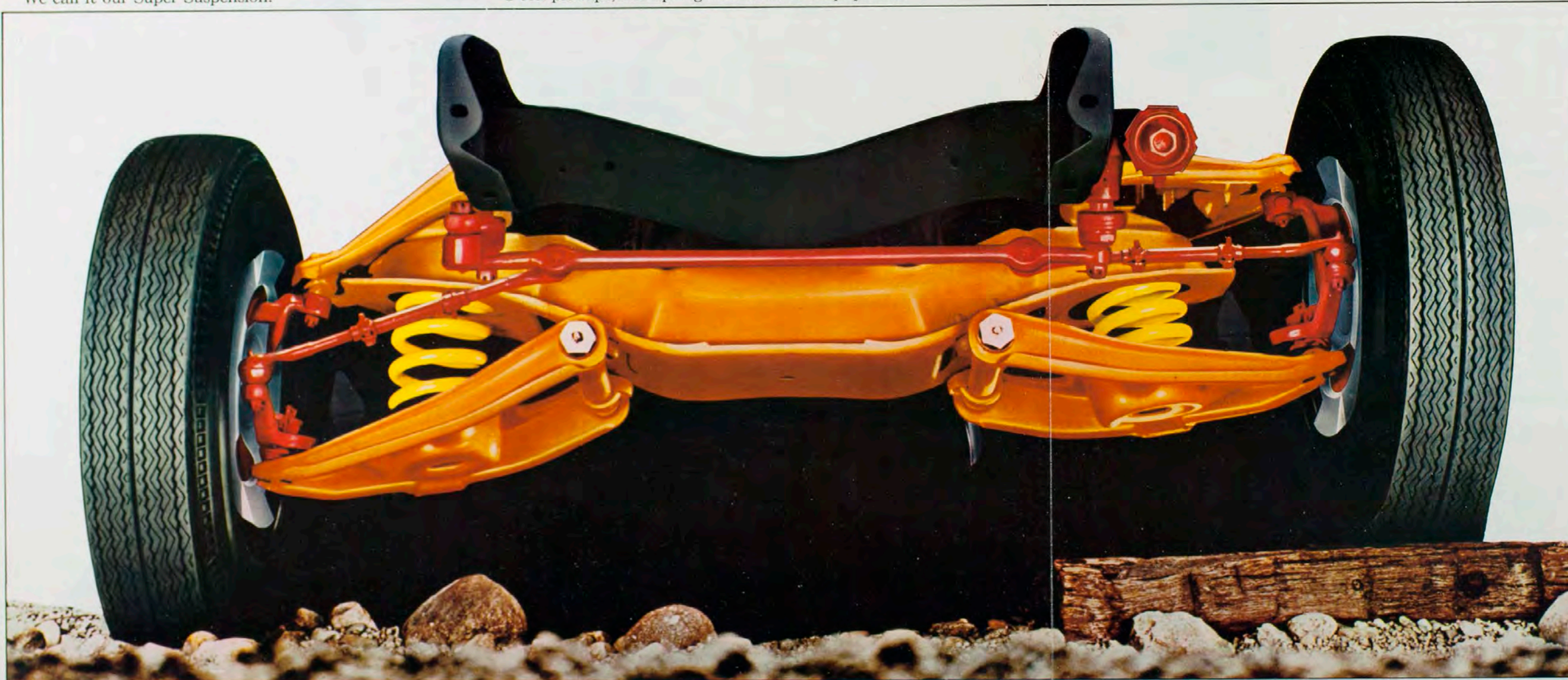
Chevy's extra smoothness means a more easy going ride, even over back road bumps. In addition, smoothness adds to truck life and subtracts from maintenance time and expense.

We call it our Super Suspension.

Rear: Chevy's balanced ride is achieved with coil or leaf springs.



Two-stage coil springs are standard on $\frac{1}{2}$ - and $\frac{3}{4}$ -ton models. (Exception. The Longhorn with rear leaf springs.) Auxiliary leaf or full leaf rear springs are also available. On 1-ton pickups, leaf springs are standard equipment.



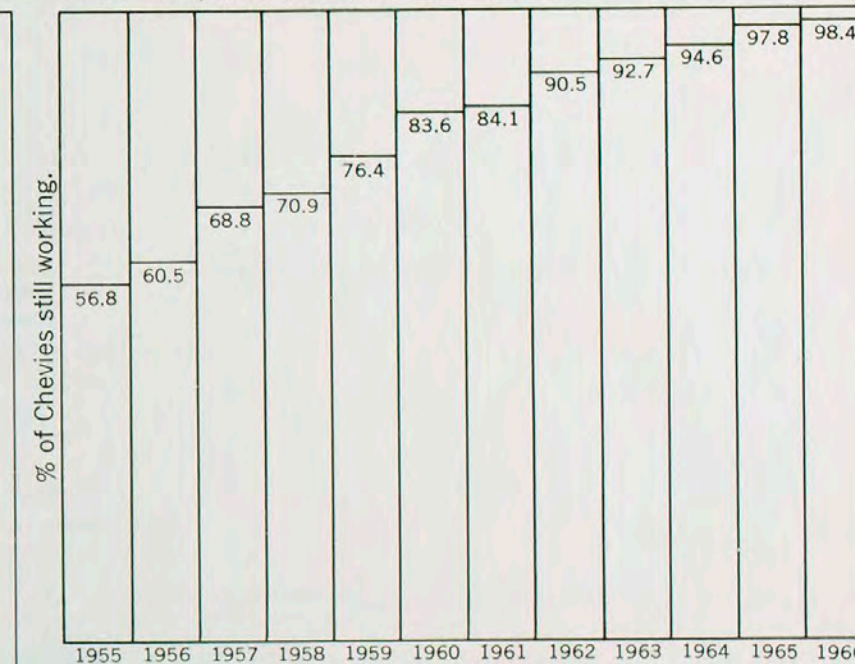
Industry records prove Chevies last longer.

Long truck life is a Chevy tradition (another extra that doesn't cost extra).

For example, the graph below, based on official R. L. Polk & Co. statistics, shows that over 56% of Chevy's 1955 trucks are still on the job.

No other make has as many as half of its '55 model trucks still working. Nor can they match Chevrolet's long-life performance in the years since.

Here's statistical evidence that Chevy's built to provide more truck life per truck dollar (and more trade-in value) in the '70's, as it did in the '60's and '50's.



totally

CHEYENNE

New Cheyenne pickup.

Meet the new top of the line, ours or anybody else's.

A totally tougher truck and even more than that, because it offers more luxury and elegance than any truck before it.

More customized comfort and convenience inside. Deep-pile carpeting, door to door. Full-depth foam seat, trimmed in deluxe all-vinyl. With buckets and console available. A cab full of distinctive touches, including a color-keyed headliner in a bright metal frame.

And new beauty and utility outside, from chrome front bumper to available new features like two-tone paint and sliding rear window. (Considering it's the sportiest pickup ever built, the price is less than you might expect.)

New disc brakes.

Totally balanced brake system.

When you design trucks to last as long as Chevis do, you include a braking system that's precision-balanced and totally tougher. Front disc brakes, standard. New, cooler running finned rear brakes, standard on $\frac{1}{2}$ -ton models. The most advanced braking system ever offered by Chevrolet. Power assist standard on $\frac{3}{4}$ - and 1-ton models and on most $\frac{1}{2}$ -tonners. The braking system includes a special valve that proportions the pressure between front and rear brakes, allowing for more consistent stops with built-in resistance to fading. An instrument panel light warns when the pressure is low in either front or rear brakes and stays on until corrections are made.

Double-wall body panels and sills.

Doubling the rear body panel, body sills and framing around doors adds even more to truck durability and long life.

Chevy's box is really two boxes.

Both side panels are double walled from top to bottom. That's totally tougher construction. You could take a sledge hammer to the inside wall and you'd never know it from the outside.

No welded joints.

The outer body sides of a Chevy Fleetside, unlike ordinary pickups, are made out of one piece of sheet metal. There are no external welded joints, which can be attacked by corrosion. So rust won't make a Chevy old before its time.

Twice the tailgate.

Double-wall construction here rounds out the strongest strong box in the business. And it's the easiest of tailgates to operate; you can do it with one hand.



Most powerful V8. Biggest 6.

No other pickup tops the 300 hp available in Chevy's 400 V8. Or Chevy's 250-cubic-inch standard Six. Pick from five rugged, economical valve-in-head engines, three V8's and two Sixes.

Fender liners fight rust, too.

Another reason Chevis live longer. Protective liners inside the front fenders. They turn back rocks and act as self-washing shields against rust-causing mud and slush. In addition, fenders are undercoated.

Double-strong cowl.

Provides a solid base for longer cab life by adding extra torsional strength. Evidence of greater inner quality.

Double-strong roof.

Double-wall steel, heavily insulated to seal out noise. Inner wall deeply embossed to assure maximum strength in upper body.

Best cab in sight.

With the widest expanse of glass area offered in a pickup. Low-profile steering wheel, car-like padded instrument panel. Seat with 7 inches of foam cushion padding available.

Choose your own transmission.

Four of them are available, for tailoring a Chevy pickup to your kinds of roads and loads. Included are 3- and 4-speed manual transmissions, plus a pair of automatics, 2-speed Powerglide and 3-speed Turbo Hydra-matic.

More beef under the body.

A rock-solid chassis, built on a rugged heavy-gauge frame, provides a firm foundation for longest lasting low maintenance performance.

Smooth riding Super Suspension.

The most popular truck suspension, by far, because it smooths the road better, helps assure longer truck life and lower maintenance costs. Front wheels independently suspended by massive girders step right over bumps; tough coil springs all around add to easy riding. Other advantages of Chevy's Super Suspension: reduced tire wear and easier, more economical front wheel realignment.

tougher

Chevrolet

Anything else is too much money and not enough truck.

CHEYENNE

Other pickups just went out of style.

Now you can get never-before luxury and elegance in a totally tougher truck.

Meet the new '71 Chevy Cheyenne on the inside pages; you'll have to agree, it's the sportiest pickup ever built. Drive one at your Chevy dealer's, soon.



All illustrations and specifications contained in this literature are based on the latest product information available at the time of publication. The right is reserved to make changes at any time in prices, colors, materials, equipment, specifications and models, and also to discontinue models. CHEVROLET MOTOR DIVISION OF GENERAL MOTORS CORPORATION, DETROIT, MICHIGAN 48202. T. D. M. 71-1, September, 1970. Litho in U.S.A.