

1963 ENGINEERING ADVANCEMENTS

PUT CHEVROLET TRUCKS FURTHER AHEAD IN PERFORMANCE!

New suspensions for every weight class—new coil spring suspension at all four wheels in light-duty models (coil spring independent suspension up front, variable-rate coil spring suspension in the rear). New variable-rate front leaf springs for the heavier trucks. The result is matchless ride and roadability, increased durability, in every weight class.

New ladder-type frames throughout the line. For 1963, all Chevrolet conventional models feature tough new ladder-type frames. With deep section channel side rails spaced a standard 34 inches apart, special body installation is simplified. And rugged frame reinforcement adds resilience and toughness to every model.



THOROUGHLY TESTED ON MEXICO'S ROUGH BAJA RUN!

Six '63 Chevrolet trucks withstood 2,000 miles of the toughest terrain imaginable on a run to the tip of the Baja and back. Rocks, ruts, pot-holes and sinking sand tested the new suspensions, frames and other components—subjected trucks to stresses more severe than they'll ever encounter in normal use. And every truck component stood up to this extreme abuse *without failure.*

SPECIFICATIONS

FRONT SUSPENSION

Truck Series	Type	Front Suspension Capacity (lbs.)	
		Standard	Optional
Corvair 95, C-P10	Independent	2,500	—
C20		3,000	—
C30		3,500	—
K10	Tubular Driving	3,300	—
K20		3,500	—
C-L50, P20-30	I-Beam	4,000	—
S50		4,500	5,500
C-L-D60		5,000	7,000
S62-64-67		5,500	7,000
C-L-D60H, S67H		—	7,000
T60-60H, S69-69H		7,000	—
C-L-T-M-E-U80		7,000	9,000
			11,000

REAR SUSPENSION

Truck Series	Rear Suspension Capacity (lbs.)	
	Standard	Optional
Corvair 95	2,500	—
K10	3,300	—
C-P10	3,500	—
C-K-P20	5,200	—
C-P30	7,200	—
C-L-S50	11,000	15,000
S62-64	15,000	—
C-D-L-T60, S67-69	15,000	17,000
C-D-L-T60H, S67H-69H	—	17,000
C-L-T-E-U80	18,500	—
M80	30,000	—

FRAMES

Truck Series	Frame Section Modulus*	
	Standard	Optional
C-P10	2.98	—
C20	3.71	—
P20-30	5.17	—
C30	5.14	—
C-L-S50	9.38	—
C60 (exc. C68), L62-63-66	9.38	11.80, 15.86*
L65-65H	9.38	—
C68, L69	10.59	11.80, 15.86*
D60-60H	11.80	15.86*
S60-60H (exc. S62)	11.80	—
S62	10.59	—
C-L60H (exc. L65H)	—	11.80, 15.86*
T60-60H-80	10.59	14.69*
C-L-E80	11.80	15.86*
U80	14.69*	—
M80	23.34*	—

* Section modulus is a measure of the strength of frame side rails determined by the cross section area and shape of the side rails.

* Includes full-length outer frame reinforcement.

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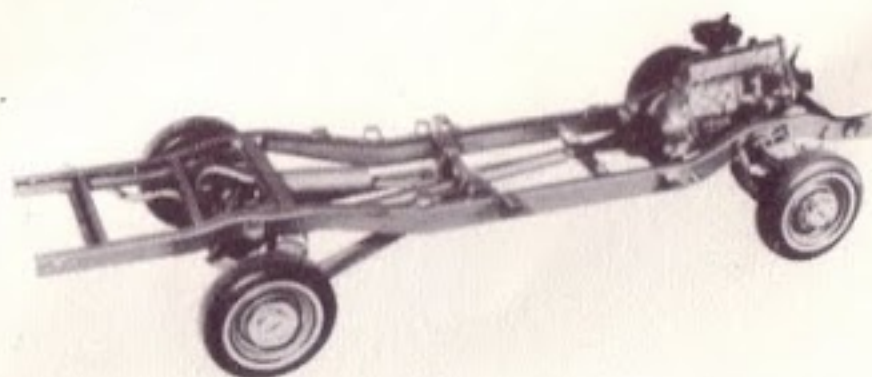
Litho in U. S. A.

WORK-TESTED
ON THE TOUGHEST
RUN UNDER
THE SUN!



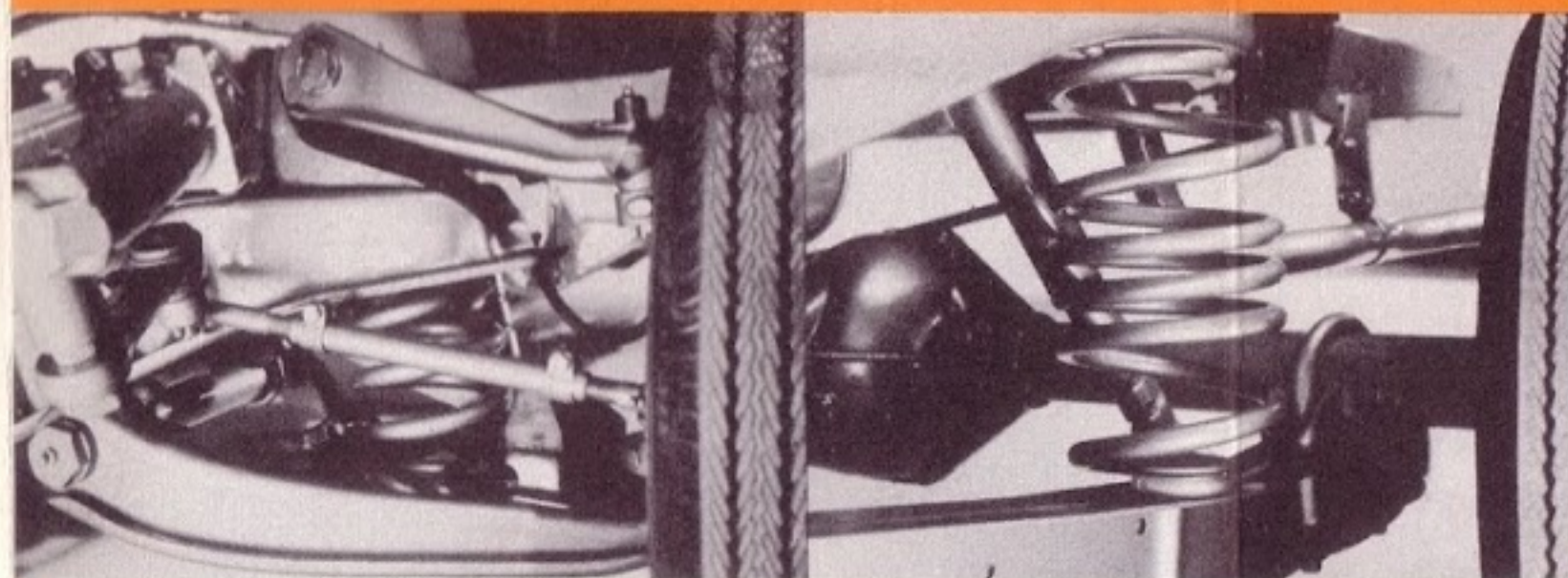
NEW CHEVROLET
TRUCK SUSPENSIONS
& FRAMES FOR '63

NEW '63 LIGHT-DUTY CHASSIS



Major chassis improvements highlight Chevrolet's '63 light-duty model lineup. New $\frac{1}{2}$ - and $\frac{3}{4}$ -ton frames offer greater load capacity, better resiliency. New coil spring suspensions in all models retain Chevrolet's superior ride and handling with an extra-durable new design. Dead weight has been designed out, lean new toughness designed in for top performance on all kinds of jobs.

TOUGH NEW COIL SPRING SUSPENSION AT ALL 4 WHEELS!



Up front rugged independent suspension eases each wheel individually over bumps and ruts. And this road-smoothing new design is made even more effective by *new space-saving coil springs and simplified, more durable suspension components* which never require adjustment.

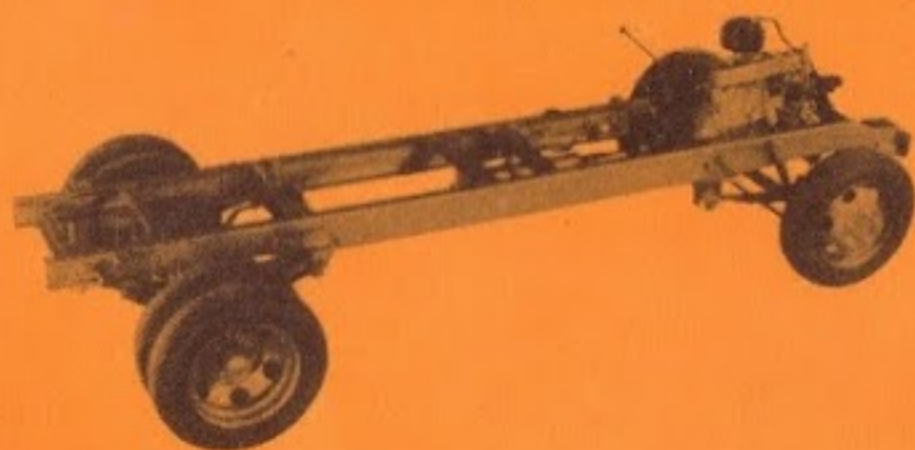
At the rear new variable-rate coil springs *adjust to match the load*. They provide soft spring action for a smooth ride when truck is empty or lightly loaded . . . then stiffen up with a full load aboard for top durability and capacity. It means a better ride, bigger loads, under all conditions.

NEW LIGHT-DUTY LADDER-TYPE FRAMES



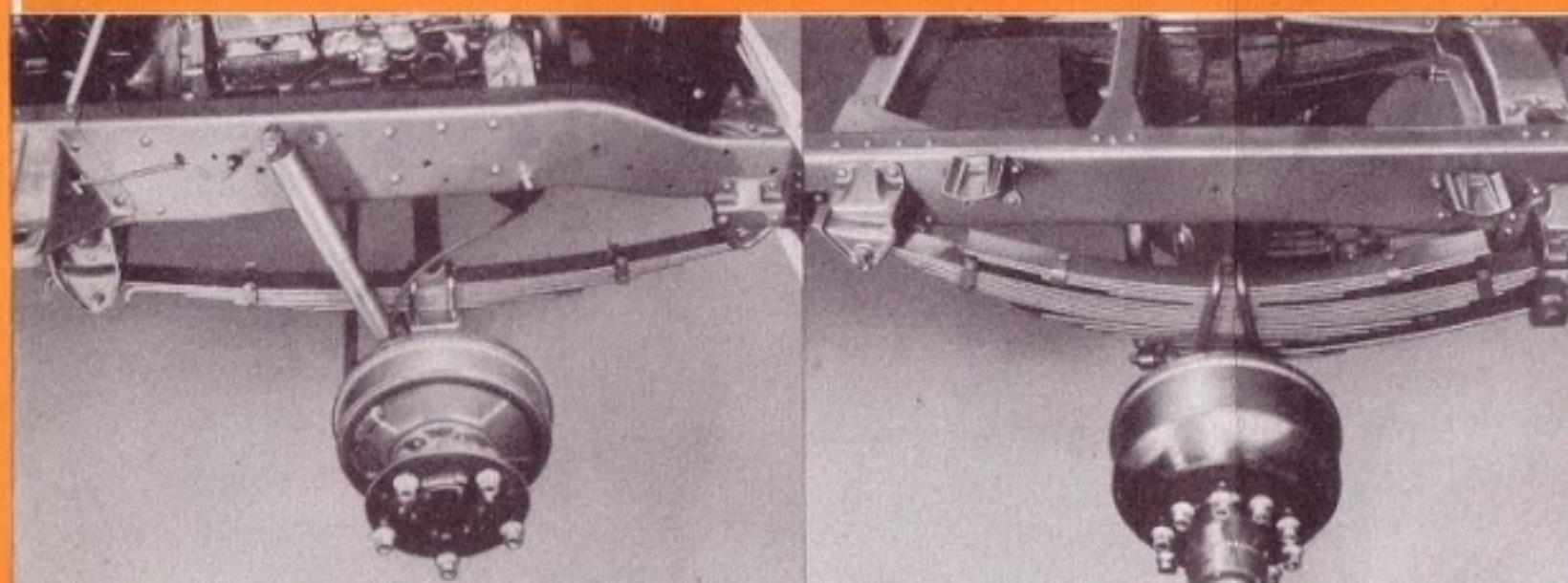
New for Series C10 and C20 models, these ladder-type frames are fabricated of heavier gauge channel side rails spaced 34 inches apart to simplify special body installations. New alligator-jaw crossmembers increase frame resilience; truck rides softer on rough streets with a frame that "gives" with the bumps.

NEW MEDIUM- & HEAVY-DUTY CHASSIS



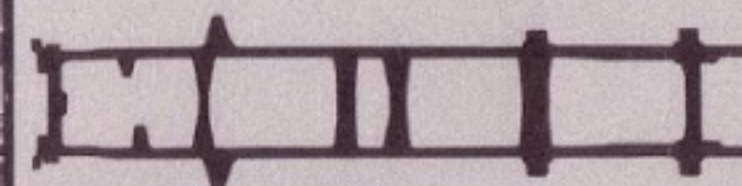
Here's the biggest news in the big truck field—Chevrolet's new '63 chassis design! There's a completely new front suspension design, tough new frames, a new sure-control steering layout for better cushioning against shock and vibration, plus new springs and axles to meet your needs more completely than ever.

NEW WIDE-RANGE RIDE TAKES THE ROUGH ONES IN STRIDE!



Variable-rate springs front and rear—long and limber under light loads, short and rigid when you pile on the cargo! Here's a completely new front suspension system (above, left) that combines the ride and roadability of variable-rate springs with the ruggedness of an I-beam axle. Effective spring length automatically shortens for stiffer action as the load is increased, lengthens as the load is lightened. With the same principle operating at the rear (above, right) you get a flatter, more level ride, less pitch and bounce on bumps—a ride that adjusts itself to changing load and road conditions.

NEW BIG TRUCK LADDER-TYPE FRAMES



New side rails of greater depth, width and gauge in most models put high beam strength under the load. New alligator-jaw crossmembers soak up repeated shocks without showing it. New arched crossmember connects rear spring hangers to provide special bracing against rail-twisting forces of off-road duty.

Series 60-H and 80 frames are offered as extra-duty options on all Series 60 models (optional, extra cost).

DIESELS

IN 4 SERIES

■ **CONVENTIONAL CAB MODELS**—Series D60 and D60-H—are offered in five wheelbases and are powered by the economical 4-53 GM Diesel engine rated at 130 hp @ 2800 rpm and 271 lb.-ft. torque @ 1500 rpm.

■ **LOW-CAB-FORWARD MODELS**—Series E80—and tilt cab models—Series U80—are offered in two wheelbases and are powered by the 6V-53 GM Diesel engine rated at 195 hp @ 2800 rpm and 423 lb.-ft. torque @ 1500 rpm.

■ **NEW SEAT UPHOLSTERY** is used for the all-vinyl seats.

■ **NEW FAWN INTERIORS** for tilt cab models.

■ **NARROWER FENDERS AND RUNNING BOARDS** for D models reduce width by 7 inches to increase maneuverability in tight places.

■ **NEW CAB REINFORCEMENTS** for E models substantially strengthen cab structure and lengthen cab life.

■ **NEW REAR CAB MOUNTS** for D and E models. Shear-type mounts on D models and special shackle-type mounts on E models reduce cab stress and increase durability.

■ **NEW LADDER-TYPE FRAMES** with channel-section siderails are strengthened by heavy crossmembers. Rear crossmembers are drop-center double-channel type to give added clearance for fifth wheel installations. Full-length reinforcements are standard on U models, optional on D and E models.

■ **NEW I-BEAM FRONT AXLES WITH VARIABLE-RATE LEAF SPRINGS.** Solid axle gives extra toughness and new springs provide outstanding ride either empty or loaded.

■ **NEW STEERING SYSTEMS** improve handling and increase durability.

■ **NEW HIGH-OUTPUT VACUUM BRAKES** for D models reduce brake pedal effort.

■ **OPTIONAL FULL-AIR BRAKES** for D61-62-6303-H.

■ **NEW TRAILER AIR BRAKE OPTION** includes hand controls, tractor protection valve, hoses and glad-hand couplings.

■ **NEW WATER-COOLED TU-FLO 400 AIR COMPRESSOR** included in full-air brake option. A water-cooled TU-FLO 500 compressor with a capacity of 12 cu. ft. per minute is offered as a separate option.

■ **NEW HEAVY-DUTY WIRING SYSTEM** is more heat resistant and reduces chance of electrical failure.

■ **NEW FULLER 8-SPEED ROADRANGER TRANSMISSION** offered as optional equipment on E and U models. Includes 5.57 ratio single-speed rear axle.

CORVAIR 95

CORVAN & RAMPSIDE PICKUP

■ **TWO POPULAR MODELS**—the roomy Corvan with big side-loading doors and the unique Rampside pickup with a handy side ramp for loading bulky cargo.

■ **NEW SEAT UPHOLSTERY** is used for both the all-vinyl standard seat and the nylon-and-vinyl custom seat. Patterns and materials are the same as those used on regular truck line.

■ **NEW OUTSIDE REARVIEW MIRROR** is standard on Corvan. Windows in rear doors are optional at extra cost.

■ **IMPROVED DIRECTION SIGNAL VISIBILITY** provided by new amber lenses.

■ **LUBRICATION INTERVAL** of front suspension upper control arm spherical joints, through use of improved materials, is extended from 1000 to 6000 miles.

■ **NEW SELF-ADJUSTING BRAKES** keep operating at top efficiency and eliminate need for frequent brake maintenance. Actual adjustment occurs during reverse stoppage, at which time a special linkage resets brake shoe position to compensate for brake lining wear.

■ **NEW TRUCK-TYPE TIRES** optionally available in 7.00-14/6PR and 7.00-14/8PR sizes. The heavier construction of these tires makes them particularly desirable for Corvair 95 models operated with heavy loads a large part of the time.

■ **NEW WHEEL TRIM DISCS**—optional for both models—add touch of passenger car styling.

■ **NEW CLOSED CRANKCASE VENTILATION** system reduces fumes and engine contamination.

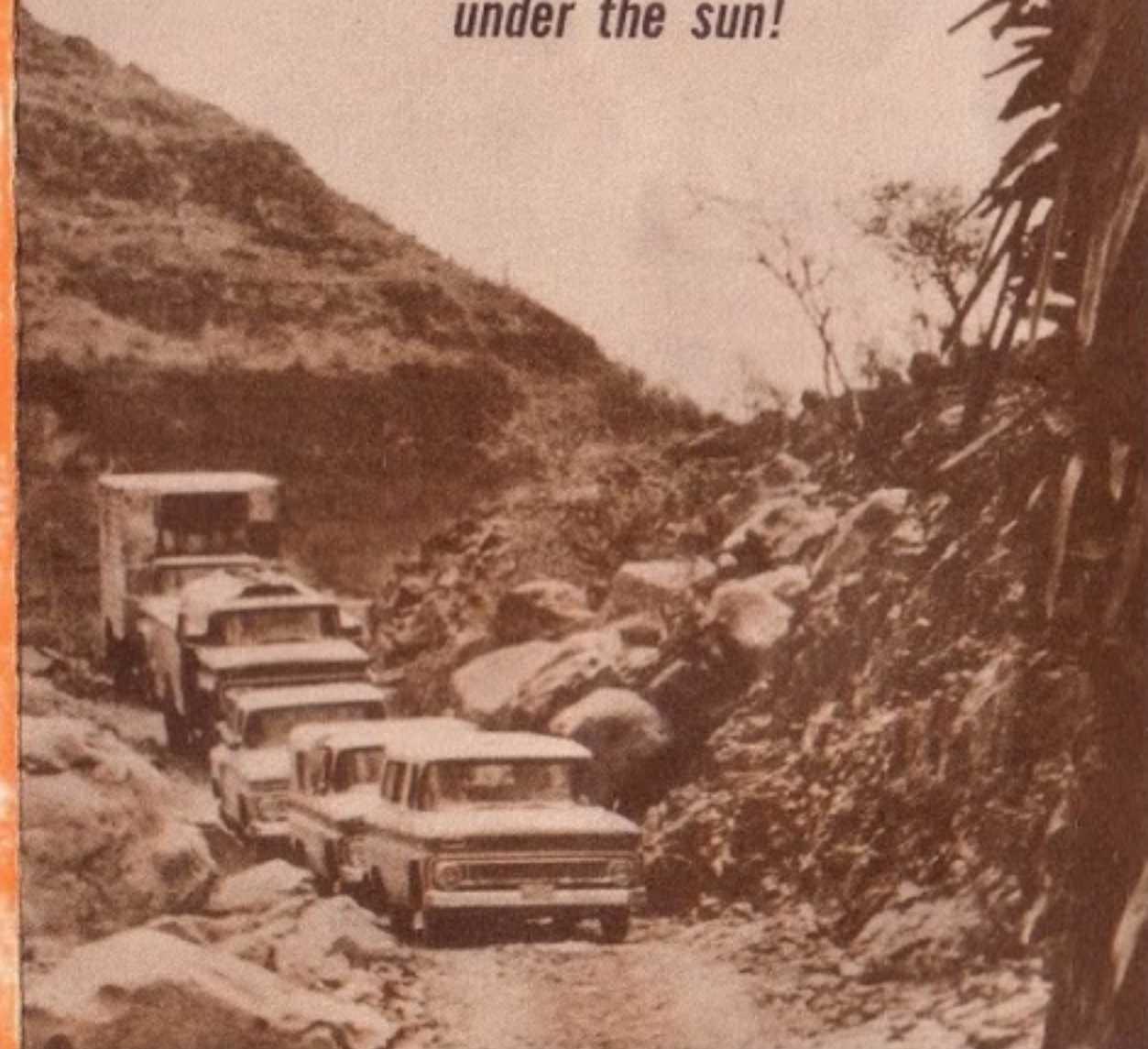


FEATURE FACT

'63

CHEVROLET JOBMASTER TRUCKS

*Work-tested on the toughest run
under the sun!*



New Chevrolet trucks were tested on a rocky pot-holed road running a thousand miles down Mexico's Baja Peninsula. Six regular production trucks traveled the dusty, rock-strewn trail from Tijuana to Cabo San Lucas and back. The pounding punishment never stopped, but not a single truck required attention other than normal maintenance. Proof of the toughness of the quality features built into every 1963 Chevrolet truck!

CHEVROLET'S "NEW RELIABLES" FOR '63

SERIES 10-20-30

- **LADDER-TYPE FRAMES IN ALL SERIES.** 34-inch width simplifies body mounting, and heavier siderails improve durability.
- **NEW COIL-SPRING FRONT SUSPENSION** for all C models and P10 models. Keeps all the advantages of ultra-smooth ride, and gives improved wheel alignment through new design of control arms.
- **NEW 2-STAGE REAR SPRINGS** for Series P10 and C10-20. New coil spring design gives improved ride when empty and better load control at maximum GVW.
- **NEW AUXILIARY REAR SPRINGS** optional for Series C10-20. 500-lb-capacity cantilever springs improve rear end stability when heavily loaded, don't affect ride when lightly loaded.
- **NEW DUAL REAR WHEELS** optional for Series C20. 6.50-16/6PR tires give greater rear end stability and extra flotation for maximum GVW operation.
- **NEW REAR AXLE** for Series C10. Rugged cast-steel differential housing gives extra durability and quietness.
- **NEW APPEARANCE FEATURES** for C-K models include new radiator grille and series designation plates. Narrow-band whitewall tires optional on half-ton models.
- **NEW SEAT UPHOLSTERY** for C-K models is used for both the all-vinyl standard seat and the nylon-and-vinyl custom seat.
- **NEW LIGHTWEIGHT POWERGLIDE TRANSMISSION** offered for C-P10-20 models. Hydra-Matic transmission discontinued.
- **IMPROVED DIRECTION SIGNAL VISIBILITY** provided by new amber lenses.
- **NEW 5,000-LB GVW RATING** for Series C-P10. No loss in payload capacity with reduced GVW rating due to elimination of dead weight.
- **ORSCHELN PARKING BRAKE LEVER** standard on P20-30 models.

SERIES 50 & 60

- **NEW I-BEAM FRONT AXLE WITH VARIABLE-RATE LEAF SPRINGS.** Solid axle gives extra toughness and new springs provide outstanding ride either empty or loaded. Springs require no lubrication.
- **NEW LADDER-TYPE FRAMES** with channel-section siderails have greater beam strength on most models. Crossmembers at spring hangers are heavier for added durability. Extra-heavy Series 80 frames are optionally available for Series 60.
- **NARROWER FENDERS AND RUNNING BOARDS** for C and S models reduce width by 7 inches to increase maneuverability in tight places.
- **NEW 11,000-LB REAR AXLE** with 6.17 ratio standard on Series 50. Both single-speed and 2-speed 15,000-lb axles optionally available.
- **NEW SHEAR-TYPE MOUNTS** on C-L-S models are used for front-end sheet metal mounting and for rear cab mounts to reduce stress and increase durability.
- **NEW INSTRUMENT CLUSTER** replaces tell-tale lights with gauges.
- **NEW HIGH-OUTPUT VACUUM BRAKES** reduce brake pedal effort.
- **NEW STEERING SYSTEMS** improve handling and increase durability.
- **NEW SEAT UPHOLSTERY** for C-L models is used for both the all-vinyl standard seat and the nylon-and-vinyl custom seat.
- **NEW FAWN INTERIORS** for tilt cab models.
- **NEW SERIES 50 GVW RANGE.** Now rated all the way from 10,000- to 16,000-lb GVW to include the 1½-ton category. Series 40 discontinued.

Series Identification

C—Conventional Cab
K—4-Wheel Drive
L—Low Cab Forward (LCF)

M—Tandem Rear Axle

P—Forward Control
S—School Bus Chassis
T—Tilt Cab

SERIES 60-H & 80

- **NEW I-BEAM FRONT AXLES WITH VARIABLE-RATE LEAF SPRINGS.** Solid axles in capacities of 7,000, 9,000 and 11,000 lbs give new front end stability and durability. New variable-rate springs give outstanding ride either empty or loaded.
- **NEW LADDER-TYPE FRAMES** with channel-section siderails are strengthened by heavy crossmembers. Rear crossmembers are drop-center double-channel type for added fifth-wheel clearance.
- **NARROWER FENDERS AND RUNNING BOARDS** for C-M-S models with 7,000-lb front axle reduce width by 7 inches.
- **NEW TRAILER AIR BRAKE OPTION** for Series 80 includes hand controls, tractor protection valve, hoses and glad-hand couplings.
- **NEW HEAVY-DUTY TRANSMISSION OPTIONS** for Series 80. New Spicer 5652B 5-speed and Fuller R46 8-speed Roadranger.
- **NEW HEAVY-DUTY WIRING SYSTEM** is more heat resistant and reduces chance of electrical failure.
- **NEW STEERING SYSTEMS** improve handling, add durability.
- **NEW SHEAR-TYPE MOUNTS** on C-L-M-S models for front-end sheet metal and rear cab mounts to reduce stress, increase durability.
- **NEW HIGH-OUTPUT VACUUM BRAKES** reduce brake pedal effort.
- **NEW TU-FLO 500 AIR COMPRESSOR** offered as separate option for Series 80. Output capacity is 12 cu. ft. per minute.
- **NEW 7.17 REAR AXLE RATIO** standard on Series 80.
- **NEW 2-PLATE 12-INCH CLUTCH** used with 409 V8 (Series 80).
- **NEW SEAT UPHOLSTERY** for C-L-M models is used for both the all-vinyl standard seat and the nylon-and-vinyl custom seat.
- **NEW FAWN INTERIORS** for tilt cab models.

MODERN NEW ENGINES FOR EFFICIENT HAULING

Three completely new in-line engines are added to the power plant lineup for 1963—engines that cut dead weight and produce more power per pound.

HIGH TORQUE 153 FOUR gives economical performance to Step-Van 7. 90 hp @ 4000 rpm; 152 lb.-ft. torque @ 2400 rpm.

HIGH TORQUE 230 SIX is standard on light-duty and Series 50 models. 140 hp @ 4400 rpm; 220 lb.-ft. torque @ 1600 rpm.

HIGH TORQUE 292 SIX is standard on Series 60, optional on Series 10-50. 165 hp @ 3800 rpm; 280 lb.-ft. torque @ 1600 rpm.

These new engines feature weight-saving thin-wall castings of the type that have proved themselves in the High Torque V8 engines; main bearings between every connecting rod throw; overhead-valve design with individual aero-type valve rockers; hydraulic valve lifters; and full-flow oil filter. The 292 Six also features Rotocoil exhaust valve rotators, aluminized inlet valves and Stellite-faced exhaust valves for added durability in heavy-duty service.

New for all engines, except those on K models, are closed crankcase ventilation systems and Delcotron generators as standard equipment.

GASOLINE ENGINE USAGE BY TRUCK SERIES

High Torque Engine	Standard	Series	Optional
145 Six.....	R10		—
153 Four.....	P10		—
230 Six.....	C10, C-P20-30, C-L-S50		P10
235 Six.....	K10-20		—
261 Six.....	—		K10-20
283 V8.....	—		C-K10-20, C30, C-L50
292 Six.....	60 (exc S69)		C10-20-30, C-L-S50
327 V8.....	S69		60
348 V8.....	80		—
409 V8.....	—		80