

CHEVROLET

1963
CHEVROLET
TRUCKS
SUBURBAN CARRYALLS



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The all-time best in all-purpose transportation is even better for '63 with loads of room for big payloads or payloads plus a rugged new build—better than ever for staying on the job or straying off the beaten path. Versatility is virtually unlimited—with standard rear seat and optional center third seat installed, there's big comfort for eight people and still room left over for tools, equipment or outing gear. Take out one or both of the rear seats—it's easy—and king-size cargo space is at your command, nearly four feet high and over 5½ feet wide. Under it all is a tough new chassis with dead weight designed out and new durability designed in. It's in lean new ladder-type frames that know how to soak up brutal back-road beatings and never show it, and in the tough new

coil spring independent front suspension system that delivers superb ride and roadability plus a dividend in durability. It's also in the new variable-rate coil spring rear suspension that carries light loads more smoothly, bears up better under big loads, too. Underhood there's new six-cylinder power in either standard or extra-cost heavy-duty optional form, employing the latest in modern manufacturing techniques to bring you new highs in performance per pound. And for all-out maximum performance, there's ultra-efficient High Torque V8 power at nominal extra cost. All these and many more new features add up to '63's best news for the man who wants a vehicle that can do just about everything, everywhere, every time!



SUBURBAN CARRYALL MODEL C1416

—Here's rolling proof of how beautifully business and pleasure can be mixed. It's a tough, thrifty cargo or crew carrier on the job or a roomy smooth-riding family wagon on weekends or vacation trips, and performs to perfection in either capacity with never an apology for its split personality.

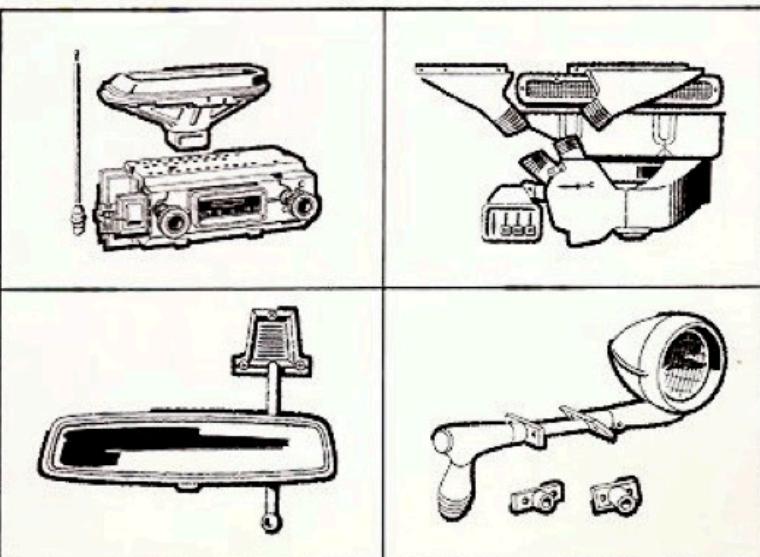


Suburban Carryalls come in your choice of two models with rear doors to suit your needs best. Model C1406 features wide-opening panel-type doors for extra loading ease with bulky cargo, while the C1416 gives you station wagon type lift- and tailgates for extra load floor length when you need it. And your choice doesn't end here—both types are also available on the rugged Chevrolet 4-wheel drive chassis to take you where even the worst roads can't go.

CUSTOM FEATURES

In addition to Chevrolet's full range of factory-installed optional equipment, there's a wide variety of dealer-installed custom features available for extra comfort, convenience, safety and eye appeal. It's easy to custom-tailor your truck to your needs and preferences when you order it, choosing from items like those listed here. Ask your dealer for full details on the wide choice of custom features available.

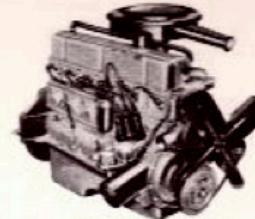
Air Conditioner • Armrests • Bumper Guards • Cigar Lighter • Clock • Heaters • Marker Lights • Reflectors • Mirrors • Radios • Safetylight • Seat Belts • Sunshades • Windshield Washer



ENGINE & DRIVE LINE

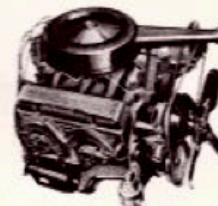
Two brand-new Chevrolet High Torque sixes for '63 bring you precision-packaged power in the most efficient form yet. Ultra-modern precision molding techniques have made possible highest quality, extra-strong head and block castings with sharply reduced weight, resulting in substantially lighter engines that make performance go further. New features include seven-main-bearing crankshafts for extra rigidity and greater bearing area, lightweight aero-type valve gear for surer valve action at all engine speeds, and improved heat transfer for better cooling. Thus these new sixes are designed to run at new high efficiency

levels comparable with Chevrolet's pace-setting V8's. You can power your Carryall for top economy, extra-duty durability or maximum performance with the best in its class, whichever you choose. Teamed with it you'll get a rugged, long-lasting clutch, proportioned to engine displacement, and a tough standard three-speed Synchro-Mesh transmission, unless you prefer an extra-cost four-speed, three-speed heavy-duty, or fluid-smooth Powerglide. You'll also get a new Salisbury-type rear axle, with extra strength where it's needed, less dead weight where it isn't, and a husky 3,500-lb. capacity to take big loads in stride.



THE HIGH TORQUE 230 SIX—Standard in Carryall models—230-cubic-inch displacement developing 140 horsepower and 220 lbs.-ft. of torque—free-breathing overhead valves with hydraulic lifters and lightweight unit-type rocker arms—high-strength nodular cast iron crankshaft with seven Moraine M-100 main bearings.

THE HIGH TORQUE 292 SIX—Heavy-duty big six option, extra cost in Carryall models—292 cubic inches, 165 horsepower and 260 lbs.-ft. of torque—similar design to 230 but with heavy-duty valves, rings, pistons and bearings, plus forged steel crankshaft.



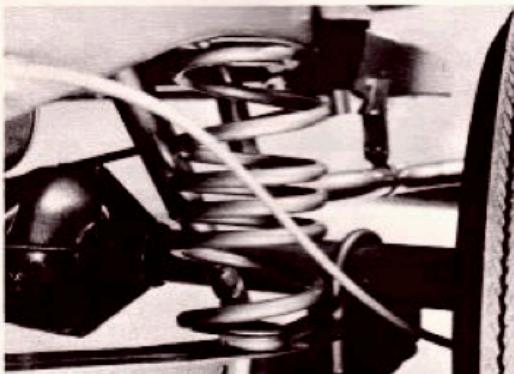
THE HIGH TORQUE 283 V8—Optional at extra cost for top performance in all Carryall models—283 cubic-inch displacement, 175 horsepower and 275 lbs.-ft. of torque—rugged, compact V8 design with new high 9 to 1 compression ratio for more GO from every gallon of gas.

CHASSIS FEATURES

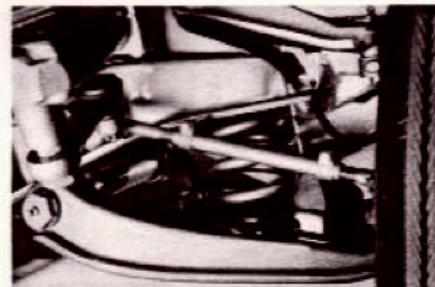
The '63 Suburban Carryalls feature a completely new chassis with new toughness designed in everywhere and dead weight cut to the core. Both front and rear suspensions are new, surpassing even Chevrolet's industry-high standards for ride and roadability, while offering still greater durability and reserve load

capacity. Frames, too, are all new, of tough straight-rail ladder design, proved best at soaking up roughest road shocks without showing it. There's also improved ride control, resulting from relocation of the rear shock absorbers, plus new auxiliary rear spring and power brake options available at extra cost.

TOUGH NEW LADDER-TYPE FRAME features new heavier gauge full-channel side rails, plus tough resilient alligator-jaw crossmembers to take rough roads and heavy loads in stride. Specialized crossmembers in front suspension and rear spring locations are designed to absorb the stresses in these areas with maximum efficiency. All structural members are of extra-high-strength steel.



NEW VARIABLE-RATE COIL SPRING REAR SUSPENSION adds to Carryall versatility with wide-range spring action that adjusts automatically to the load you're carrying. Under light loads, spring action is soft and the ride smooth and level. Pile on the cargo, and springs stiffen up with minimum deflection—give you the extra load support you need while keeping ride at its best.



NEW COIL SPRING INDEPENDENT FRONT SUSPENSION keeps ride and roadability tops while permitting the use of simpler, more rugged components. Coil springs deliver friction-free cushioning action and require no adjustment once installed. New control arm mounting provisions help keep alignment right longer.