

CHEVY PICKUP

It never forgets it's a tough truck



Building a better way

Chevrolet

to serve the U.S.A.

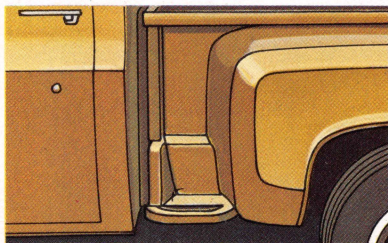
FLEETSIDE

Tough, smooth-riding Fleetside pickups are available in five basic series with 9 models on three different wheelbases. Double-wall boxes 6½ and 8 feet long can be ordered. Steel floor is standard, wood floor is available in the 8-ft. pickup box. GVW's range from 4,900 to 10,000 lbs. Camper options are available. New features include an improved brake system with front disc brakes which matches stopping power to truck size and capacity. Along with other standard Chevy truck features such as Massive Girder Beam independent front suspension, two-stage rear leaf springs. Both ride and handling with slide-in camper units are extraordinarily smooth. Elimipitch package is available as a further aid to camper stability.



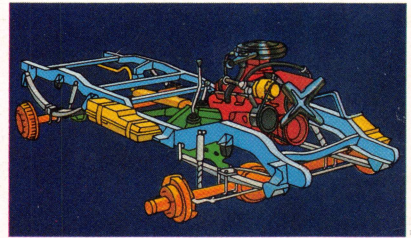
STEPSIDE

The Stepside pickup gives you most of the chassis features of the Fleetside models plus a few of its own. Located on each side between door and rear fender is a handy side step for you to use putting loads in or out of the cargo area. And the Stepside box has smooth inner walls as well as a perfectly flat wood floor. Stepside selection includes 7 different models with boxes 6½ and 8 feet long available. Cab is double walled in all vital areas.



4-WHEEL DRIVE

Chevy's full-time 4-wheel-drive system is now standard on all models with a V8 engine. This system is in 4-wheel drive at all times. The functional difference between conventional 4-wheel drive and full-time is an inter-axle differential. It compensates for speed variations between front and rear axles, while constantly providing driving force to both. It supplies the traction power you need for off-road going. For low-traction effort, the transfer case differential can be locked out to provide the same tractive effort as a conventional system. Available on Fleetside and Stepside pickups and 2-door chassis cabs. Conventional 4-wheel drive only available with 6-cylinder engines.

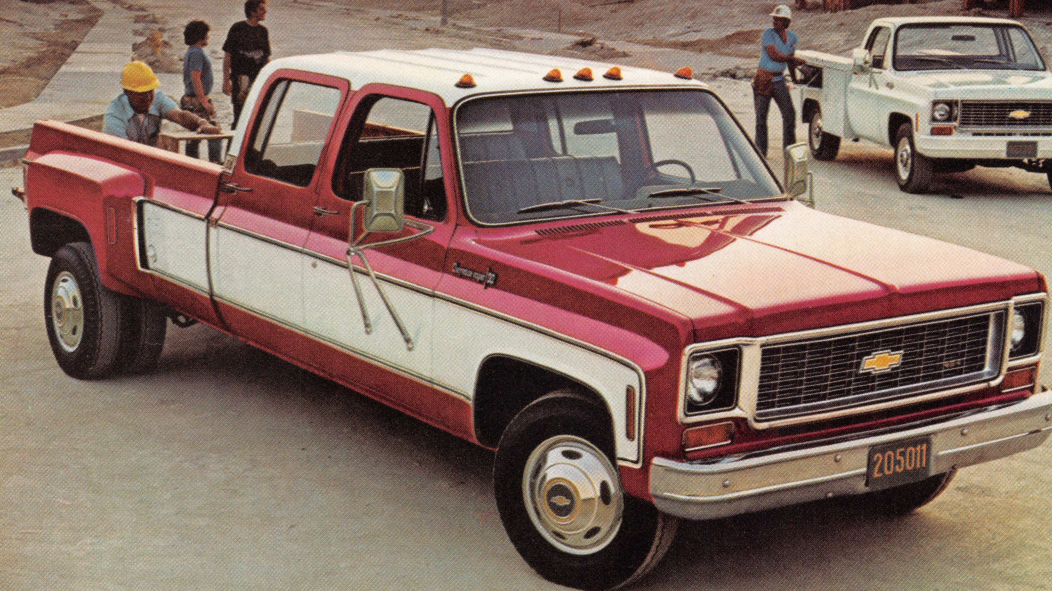
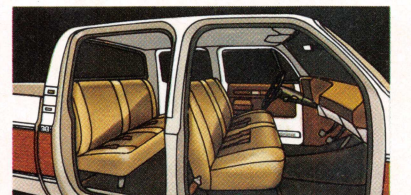


CHASSIS CAB

For those jobs which require a special body design, Chevy chassis cabs are available in a wide range of wheelbases with GVW ratings as high as 10,000 lbs. There are 8 two-wheel-drive Series 10, 20 and 30 models, plus one 4-wheel-drive Series 20 Model to select from.

CREW CAB

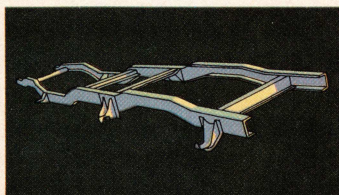
We call our 4-door 6-passenger cab the "3 plus 3." It's available with or without an 8-ft. Fleetside body on Series 20 or 30 chassis with either six-cylinder or V8 power. Two full-width foam-cushioned seats take six comfortably. Dual rear wheels are available on Series 30 Fleetside pickup model with Camper Special Equipment.



ONE TOUGH TRUCK CHASSIS

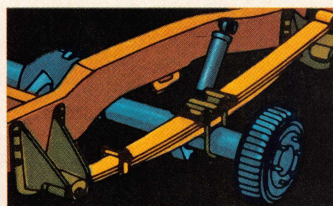
Tough steel frames

Chevy's ladder-type all-steel frame has a drop center design which allows for lower cab mounting to make getting in and out easy. Deep-section channel side rails are strong and durable to withstand the demands of hard truck use.



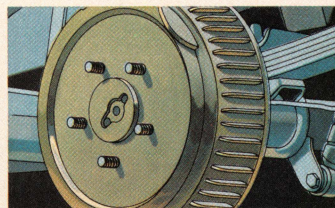
Rear leaf springs

Two-stage multi-leaf rear springs are designed to provide firm, steady support empty or loaded. Spring eyes and shackles are rubber-bushed to reduce noise and ride harshness. Auxiliary rear springs available on some models.



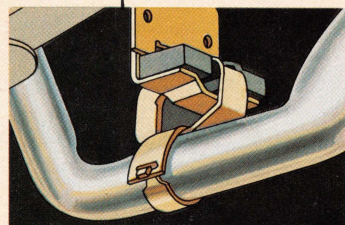
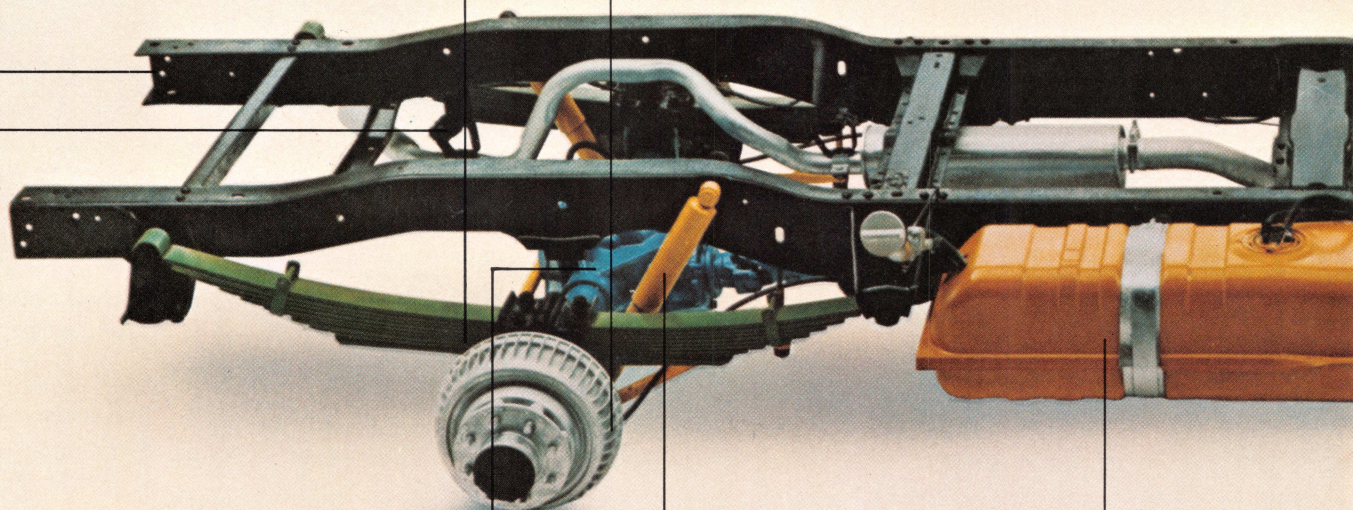
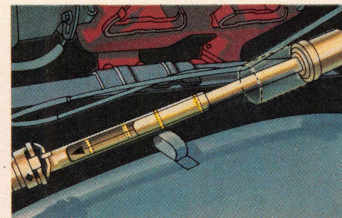
Finned-drum rear brakes

Cast iron-steel rear brake drums are finned for efficient cooling. And the outer edges are curved to help keep contaminants from the linings.



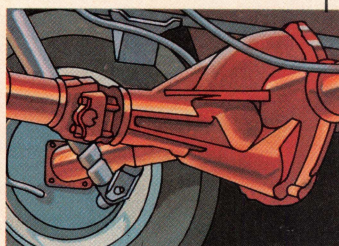
Energy-absorbing steering column

Strong, durable column is designed to help absorb energy in the event of front end impact. Column telescopes in to provide a cushioning effect.



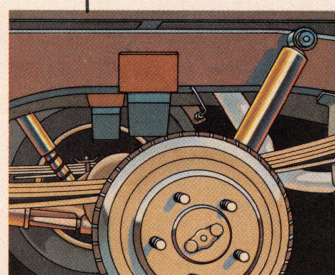
Compression-positioned exhaust hangers

Compression-positioned exhaust system mounting permits unrestricted expansion and also helps isolate exhaust system vibration from the cab. Full-loop exhaust pipe hanger offers secondary support.



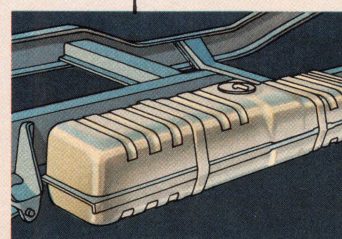
Salisbury rear axle

Design advantages of the Salisbury-type rear axle include the use of a large ring gear, roller bearings and a broad ratio coverage.



Staggered placement of rear shocks

Rear shocks are positioned with one slanting forward, the other aft to reduce brake and power hop. Heavy-duty shocks available. Standard on Series 30.



Frame-mounted fuel tank

Fuel tank is located just outside the right frame rail partly under the cab. Helps isolate fuel slosh noise and odors from the cab interior. Auxiliary fuel tank available.

ENGINES

Chevrolet truck engines are all designed to handle hard work efficiently, capably. And they perform equally well on no-lead, low-lead or regular fuel. They have induction-hardened exhaust valve seats for durability. Other features include: precision-molded head and block castings, free-breathing valve-in-head design, hydraulic valve lifters and precision-balanced crankshafts.

Two economical Sixes

The standard Chevy Six has a 250-cu.-in. displacement. Compression ratio is 8.5 to 1. Features include a 12-counterweight crankshaft, torsional dampeners and seven main bearings. The larger, more powerful 292 Six is also available. It has many of the same features plus exhaust valve rotators to help reduce carbon build-up.

Three high torque V8's

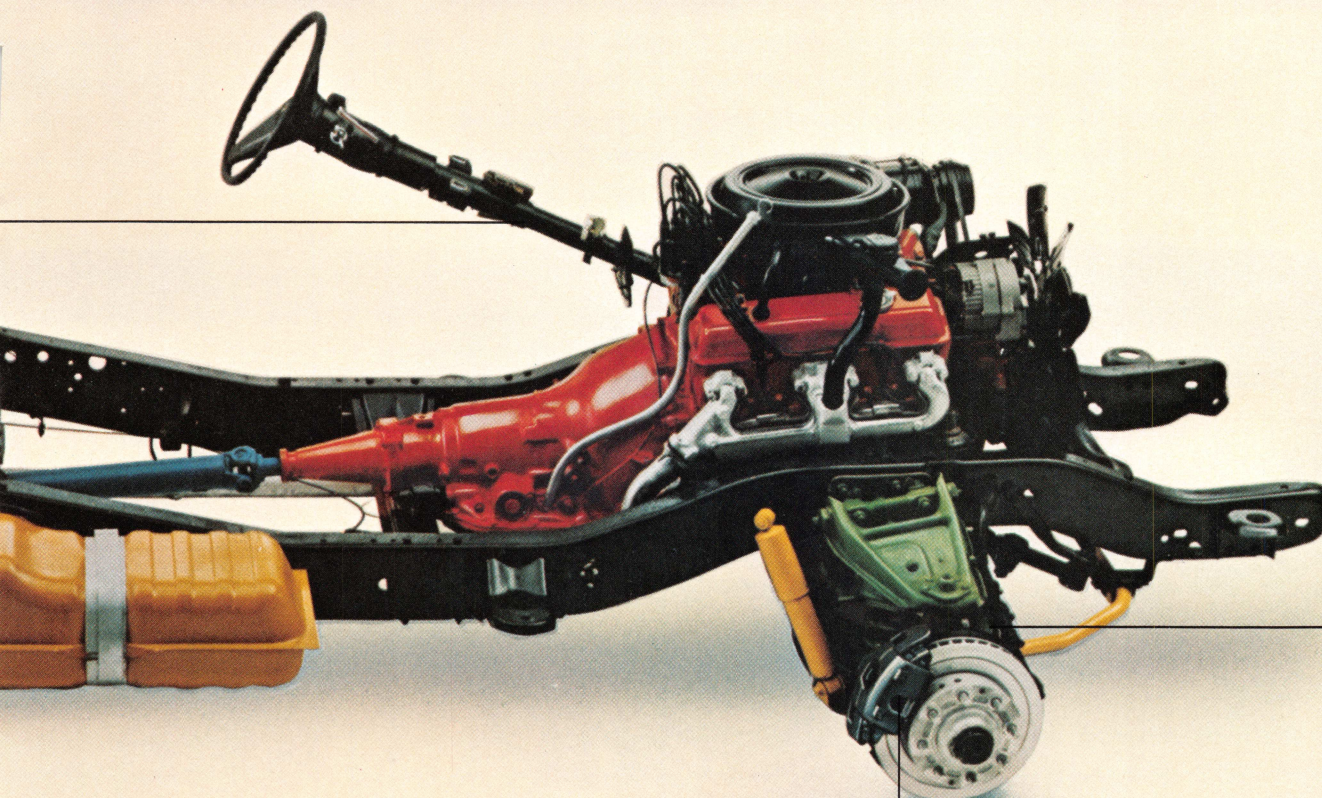
The 350 2-barrel V8 is standard power on most Series 10 models. A 4-barrel carburetor version of the 350 V8 is optional for Series 10 and standard for Series 20 and 30. In addition, a 454 V8 is available where added power is a requirement. All Chevy V8's feature short stroke design and full-jacket cylinder cooling for more uniform temperatures throughout the block.

Power up to a 454 V8

Chevy's big, rugged 454 V8 is the biggest engine we've ever offered in a pickup. It comes with all the premium features standard on Chevy's V8's and is recommended for use where loads are unusually heavy such as carrying a camper or towing a heavy trailer.

Engine Specifications (Pickups—Chassis-Cabs)

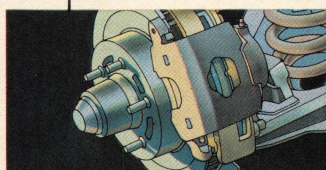
ENGINE SPECIFICATIONS	250 Six	292 Six	350-2 V8	350-4 V8	454 V8
DISPLACEMENT (cu. in.)	250	292	350	350	454
BORE & STROKE (in.)	3 $\frac{7}{8}$ x 3 $\frac{1}{2}$	3 $\frac{7}{8}$ x 4 $\frac{1}{8}$	4 x 3 $\frac{1}{2}$	4 x 3 $\frac{1}{2}$	4 $\frac{1}{4}$ x 4
COMPRESSION RATIO	8.25 to 1	8.0 to 1	8.5 to 1	8.5 to 1	8.25 to 1
SAE NET HORSEPOWER @ rpm	100 @ 3600	120 @ 3600	145 @ 3800	160 @ 3800	230 @ 4000
SAE NET TORQUE (lbs.-ft.) @ rpm	175 @ 1800	215 @ 2000	250 @ 2200	250 @ 2400	350 @ 2800



NEW BRAKE SYSTEMS MATCH STOPPING POWER TO TRUCK CAPACITY

Chevrolet announces an improvement in light-duty truck braking systems. Complete brake systems are computer-matched to the gross vehicle weight rating of the truck you order. Heavier duty trucks get heavier duty brake systems. Systems range from a manual system on Series 10 all the way up to a Hydro-Boost® system which utilizes power from a hydraulic pump to

reduce pedal effort and provide power assist on most Series 30 models rated at 10,000 lbs. GVW. Result is comparable braking capability in all GVW ranges. Also included with the new system is a lining sensor on front disc brakes of models with manual or vacuum power assist which makes an audible signal when pads should be replaced.



Front disc brakes

Front disc brakes with a road splash shield are standard. Durable and self-adjusting, they provide resistance to fade and recover quickly from the effects of water immersion.

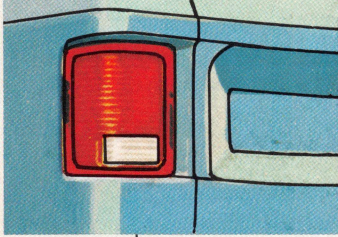
Massive Girder Beam front suspension

Chevy's massive Girder Beam independent front suspension puts a husky coil spring at each wheel along with tough suspension members. It's designed to help absorb road unevenness in order to help give you and your cargo a smooth, quiet ride.

MORE OF WHAT IT TAKES TO BE A TOUGH TRUCK.

Tough Lexan® lenses

Lexan® rear light lenses are extremely durable and are many times tougher than acrylic plastics.

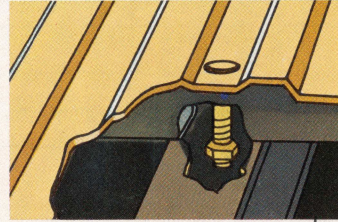


Body panels primed by ELPO process

Pickup box steel floor, sidewalls and front panel are totally immersed in an electrically charged primer paint. Electric charge draws paint into hard to reach cracks and crevices for corrosion protection.

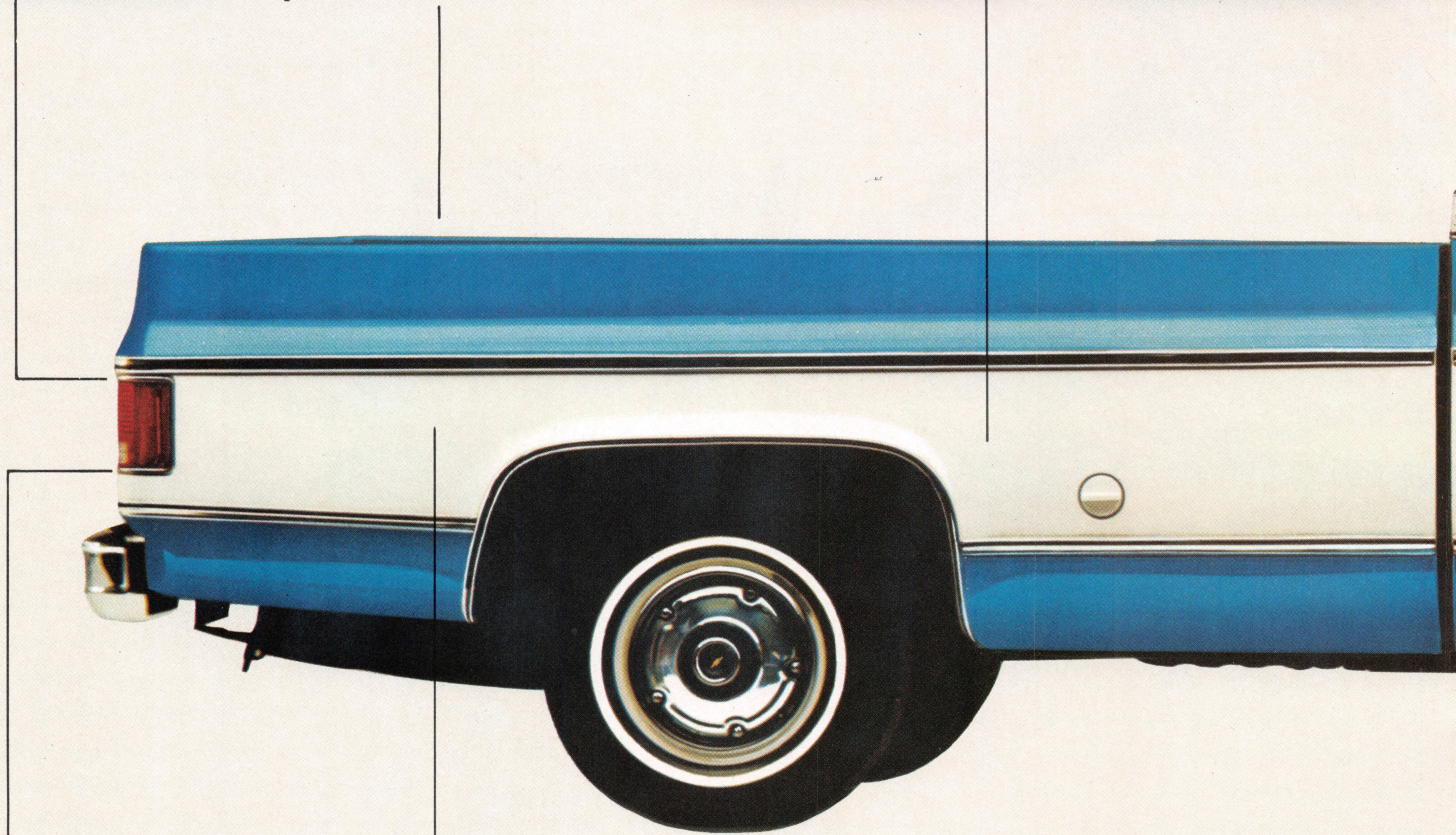
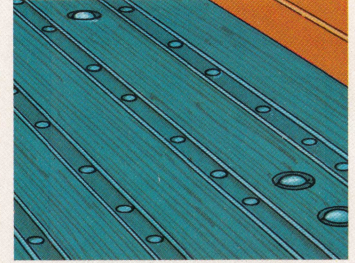
Steel floor standard on Fleetside models

Deep-embossed steel floors are standard on all Fleetside pickups. You can order a wood floor with steel skid strips for the 8-ft. Fleetside body. Flat-topped wheel-housings facilitate loading.



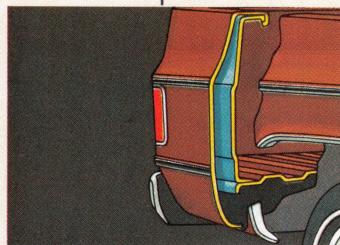
Wood floor standard on Stepsides

Stepside body floors are made of kiln-dried long grain southern pine boards and steel skid strips supported by heavy steel cross sills. Wood floor helps provide secure footing for livestock.



Double-walled Fleetside tailgate

Tailgate is fabricated of double walls of steel for strength and durability.



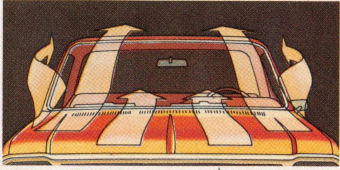
Double-walled Fleetside body side panels

They're double walled from top to bottom for strength. And to help prevent cargo dents to the inner wall from marring the exterior wall. Holes in stake pockets are provided for cargo tie-down.

'74 CHEVY PICKUP DIMENSIONS	WHEELBASE (INCHES)	INSIDE LENGTH OF PICKUP BOX AT THE FLOOR (INCHES)	OVERALL LENGTH (INCHES)	TAILGATE HEIGHT (INCHES)	WIDTH BETWEEN WHEELHOUSINGS (INCHES)	MAXIMUM INSIDE WIDTH AT THE FLOOR (INCHES)
Fleetside						
CC/CK10703	117½	78¼	191¼	19¼	50	72
CC/CK10903 CC/CK20903 CC30903	131½	98	211¼	19¼	50	72
CC20963 CC30963	164½	98	244¼	19¼	50	72
Stepside						
CC/CK10703	117½	78½	190¼	17½	50	50
CC/CK10903 CC/CK20903 CC30903	131½	98¼	210¼	17½	50	50

Aerodynamic cab design

Cab upper structure is designed to improve air flow around the cab, thereby minimizing wind resistance.



Large glass area

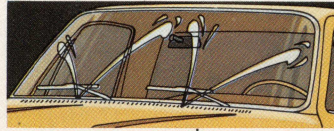
Windshield is 1,447 sq. inches big and made of laminated safety plate glass. Total glass area including side and rear windows is 3,329 sq. inches for good visibility.

Embedded antenna with radio

Radio antenna is embedded in windshield on models ordered with factory-installed radios. Embedded antenna can also be ordered without the radio for special equipment installations.

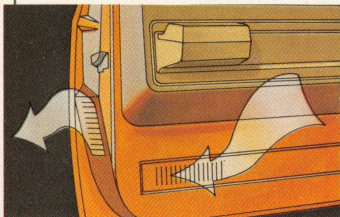
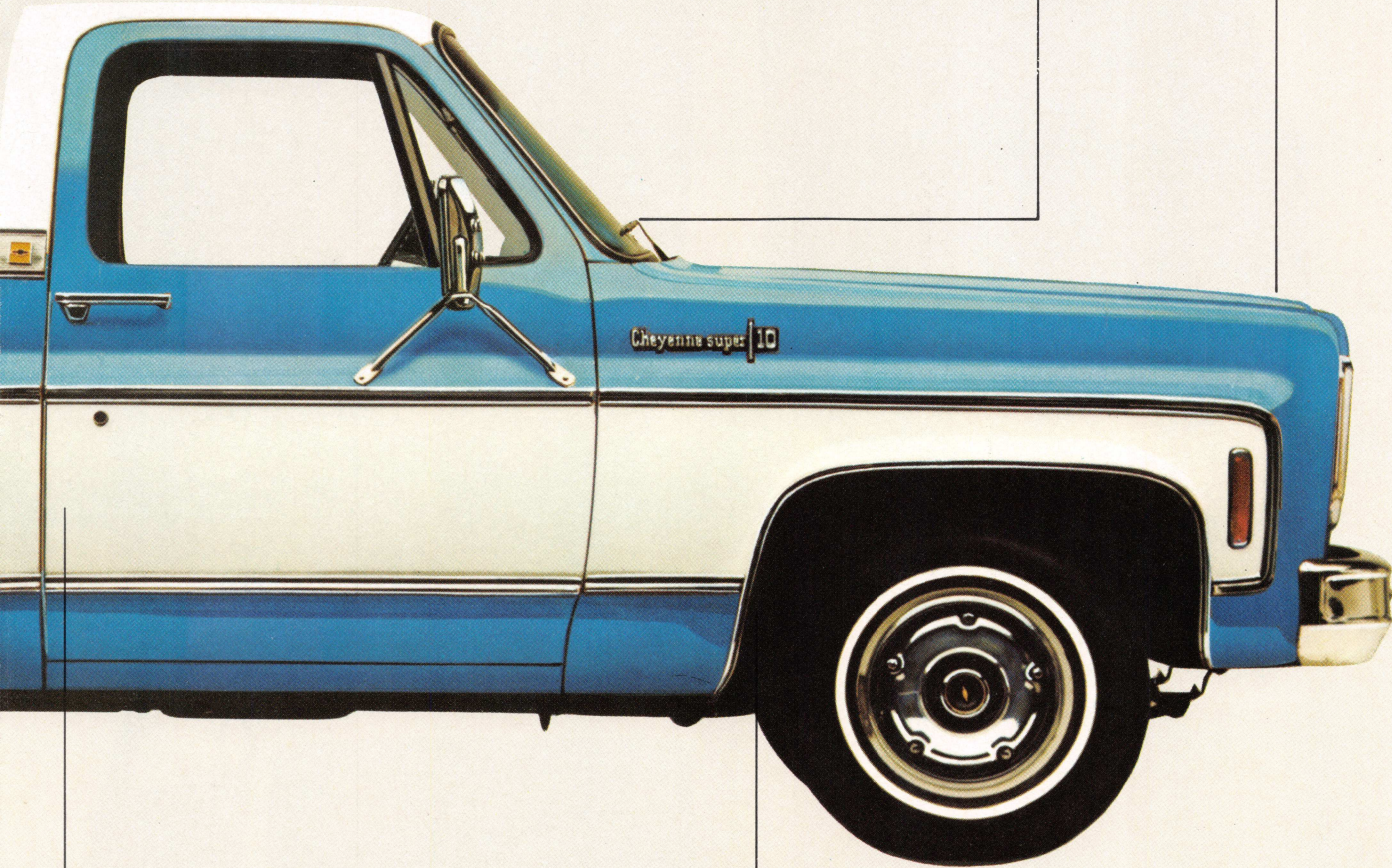
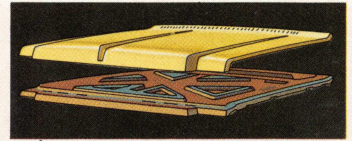
Dual-orifice windshield washer nozzles

Windshield washer nozzles have dual orifices in order to spray windshield more effectively than single-orifice units. Reservoir has 3-pint capacity.



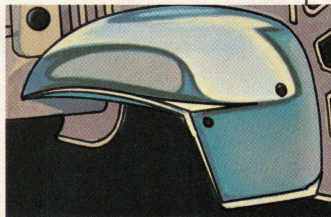
Rigid double-walled hood

Hood is fabricated of two single pieces of steel, welded together for torsional rigidity. Inner panel is heavily embossed for strength to help eliminate hood flutter.



Power flow-through ventilation

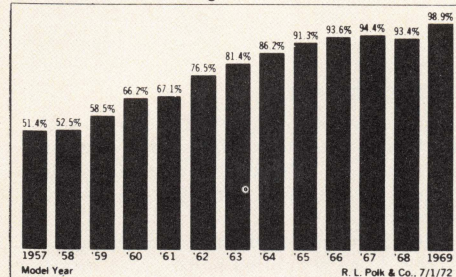
When the ignition is turned on, the heater fan automatically brings in outside air which exhausts through outlet valves at the bottom of each side door. System also provides for pressure relief when closing doors with windows up.



Full inner front fenders

All-steel one-piece inner and outer fender panels form double wall for structural rigidity. In addition, undercoated self-washing bathtub-type wheelhousing protects fenders against salt spray and flying stones.

% of Chevrolet trucks still working



Important facts about Chevrolet trucks' ability to stay on the job

Shown here are official registration statistics indicating the percent of Chevrolet trucks of each model year since 1957 which were still registered on July 1, 1972.

INSIDE: A NICE PLACE



Cheyenne Super interior (above)

With the available Cheyenne Super interior you get a bench seat with a full-depth foam cushion almost 7 inches thick. Upholstery is either herringbone striped nylon cloth with nylon bolsters or special all-vinyls, available in a choice of five colors. Bucket seats with special all-vinyl trim and center console also available.

Full-gauge instrumentation is set in a simulated wood-grained panel with bright trim. Door trim panels have simulated wood-grain inserts and storage pockets. Deep-twist nylon carpeting, bright accents, insulated headliner and insulation under the seat, floor, cowl, hood and on back panel add a note of quiet luxury.

Exterior—Includes all items in the Cheyenne, Custom Deluxe and Custom packages plus stainless steel lower body side and tailgate moldings and wheel-opening moldings on Fleetsides. And Cheyenne Super nameplates.



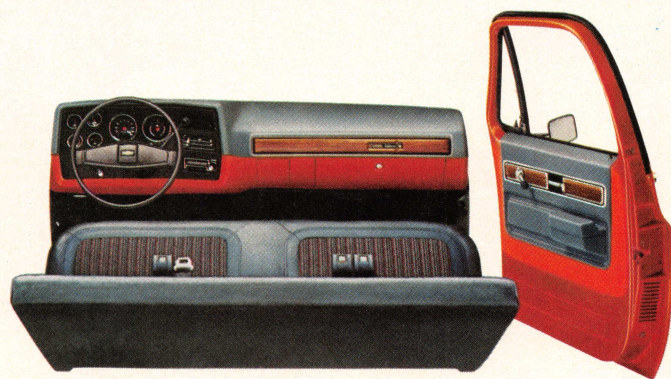
Cheyenne interior

The bench seat with full-depth foam cushion is covered with custom grained vinyls or nylon cloth and vinyl trim on available Cheyenne interior. Door trim panels with simulated wood-grain inserts and storage pockets, headliner, deep-twist nylon carpet and garnish moldings are all color-keyed to seat trim.

You get an ashtray-mounted cigarette lighter. Simulated wood-grain insert with nameplate on instrument panel pad. Door or manually operated dome and courtesy lamps. Plus insulation throughout to help seal out sound.

Exterior—Includes all items in Custom Deluxe and Custom trims plus these additions or substitutions: chrome front bumper, bright trim around parking and side marker lights, bright metal cab back panel applique and moldings, and chrome hubcaps. Fleetsides include bright tailgate upper moldings, applique and nameplate, bright taillamp trim and bright upper body side moldings. And Cheyenne nameplates.

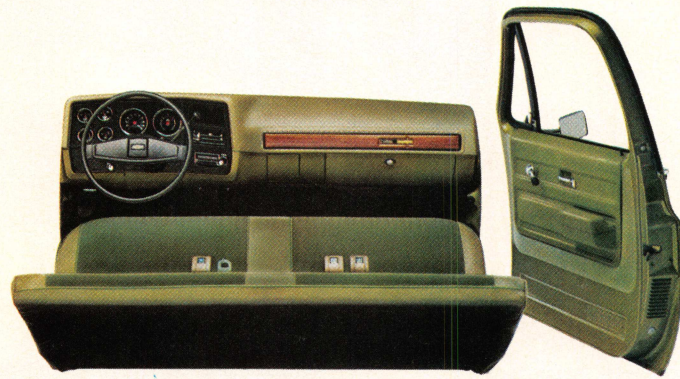
TO RELAX AND WORK.



Custom Deluxe interior

There's nothing ordinary about our available Custom Deluxe pickup interior. Many of the special trim items normally found on more expensive trucks are included. Bench seat with full-depth foam cushion. Door trim panels with simulated wood-grain inserts. Cigarette lighter in ash tray. Full-length bright door sill plates. Door or manually actuated dome and courtesy lamps. High note horn. Color-keyed rubber floor mat. Seat upholstery is striped nylon cloth with vinyl bolsters in a five-color choice. Or, you may specify custom vinyl upholstery in four color choices or custom knit vinyl upholstery in four color choices.

Exterior—Includes all items in Custom trim plus bright metal front and rear window trim, black inserts in door handles and Custom Deluxe nameplates.



Custom interior

It's a lot more than you'd expect in a standard interior so we call it our Custom. The expansive 3-man bench seat is thickly padded with foam for comfort. Ladder-embossed vinyl upholstery is smartly trimmed with grained vinyl bolsters and available in pearl, slate blue, saddle and slate green. Steel roof panel is painted to match exterior color. Black rubber floor mat extends right up to the firewall. Padded armrests, padded sunshades, courtesy lamp, prismatic rearview mirror, foam instrument panel pad with simulated wood-grain insert and bright metal Custom nameplate are standard.

Exterior—Includes bright upper and lower grille outline moldings, bright headlight bezels, silver plastic grille insert, bright outside rearview mirrors, bright door handles, white-painted front bumper, hubcaps and wheels and bright metal Custom nameplates.

SPECIAL EQUIPMENT AVAILABLE TO MAKE IT YOUR KIND OF TRUCK

Below-Eye-Line mirrors

The reflecting surface is designed to provide good visibility. Mounted below eye level. Available painted or in stainless steel.

Drip moldings

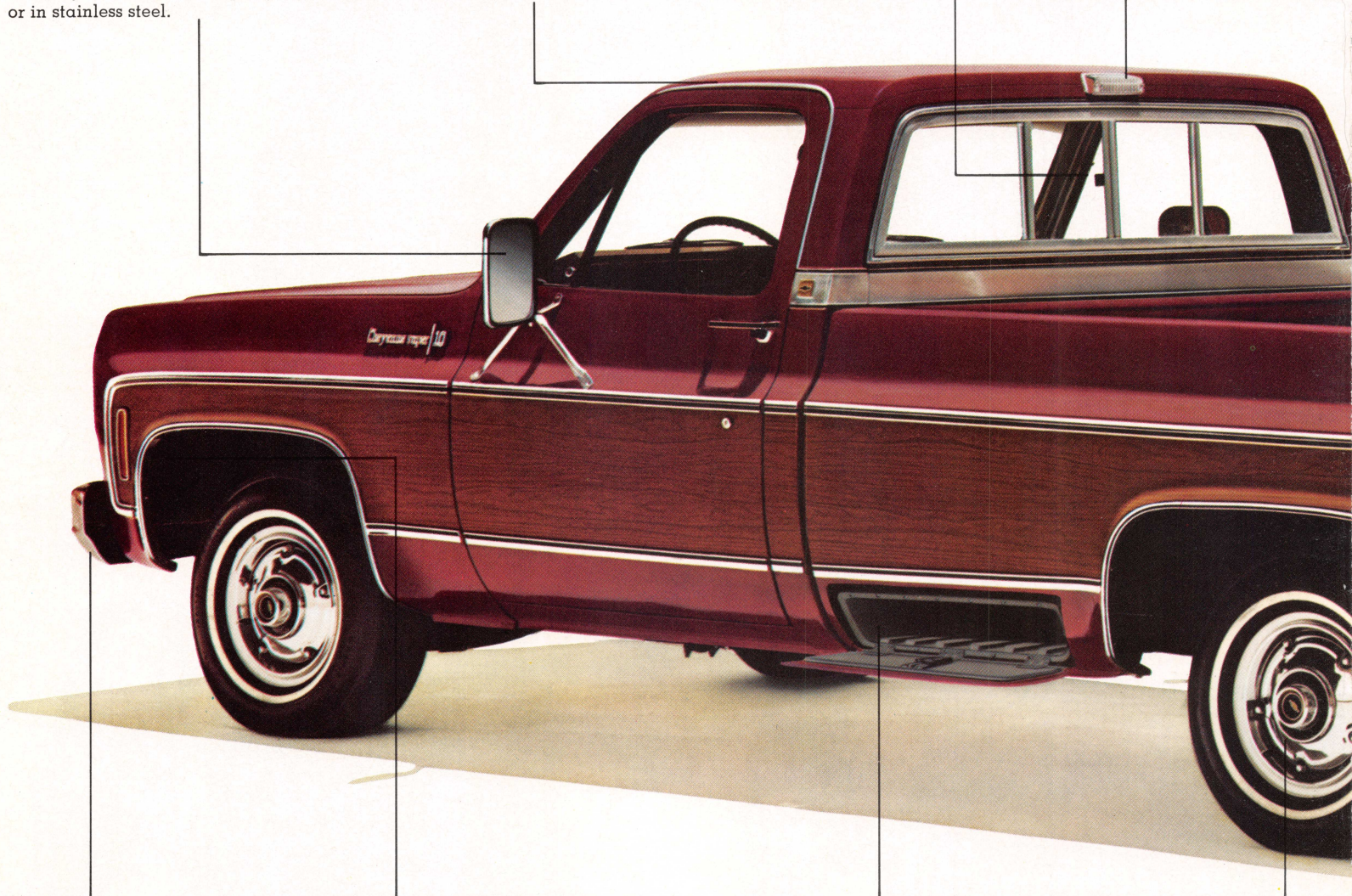
Drip moldings designed to collect and direct water flow from roof are available.

Sliding rear window

Provides increased ventilation and camper-to-cab communications. It's lockable, too.

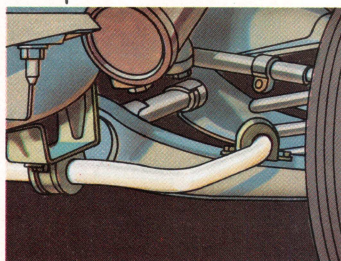
Cargo lamp

Available to provide illumination to cargo area. Switch located on roof pillar.



Chrome bumpers

Chromed bumpers formed of heavy-gauge steel are available for both front and rear of Chevy pickups. They help improve appearance. Chromed front bumper guards with rubber impact strips also available.



Front stabilizer bar

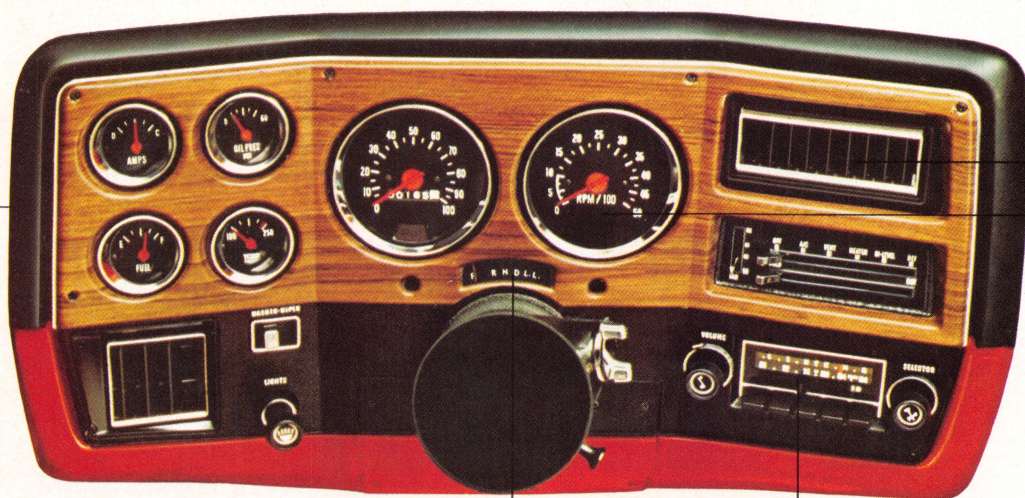
Acts with the front suspension to provide improved stability and driving ease with high center of gravity loads.

Exterior tool and storage compartment

A reinforced plastic box for 8-ft. Fleetside pickups, measuring 7 inches high, 28 inches wide and 17 inches deep, keeps tools and equipment water- and dust-free. A separate key unlocks its door.

Wheel covers and whitewalls

Set of four stainless steel wheel covers are available to suit single or dual rear wheel models. White sidewall tires in various sizes and capacities also are available for Series 10 models.



Gauges

Ammeter, oil pressure and temperature needle gauges replace standard warning light system. Available with a tachometer or a clock, and with standard black or available wood-grain trimmed face-plate.

Turbo Hydra-matic

Utilizes three forward speeds to keep the engine in the right power range automatically. Especially convenient for use in city traffic where constant shifting is required. Includes anti-theft steering and transmission lock integral with ignition switch.

Radios

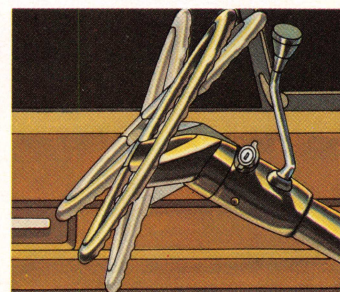
Radios are fully transistorized for low battery drain. AM or AM/FM available. Antenna is embedded in windshield when ordered from factory.

Air conditioning

All-weather air conditioning cools, cleans and dehumidifies air for cab comfort whatever the season. Increased engine cooling and 61-amp Delcotron generator are included.

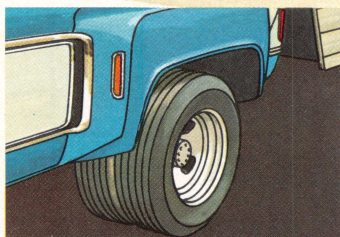
Tachometer

Allows driver to continually monitor engine performance. Large dial face registers engine RPM's.



Comfortilt steering wheel

Adjusts to six different positions for almost anybody's driving comfort. Available on all models with automatic or 4-speed transmission.



Special trim moldings

Upper or upper and lower trim moldings are available to dress up the Fleetside pickup exterior.

Wood-grain exterior trim

Simulated wood-grain exterior with upper and lower moldings also available for Fleetside pickups.

Rear step bumper

Recessed skid-resistant step is incorporated into this bumper to aid loading and unloading over tailgate. Ideal, too, for use with camper bodies. Hole is provided for installation of trailer hitch ball.

Glide-out spare tire carrier

Available factory- or dealer-installed, carrier provides convenient access to and storage of the spare tire under the Fleetside pickup box. A real help for those with camper bodies that overhang rear of the truck.

"Big Dooley"

Dual rear wheels available for Series 30 Fleetside models with Camper Special equipment. They offer a firm, secure feeling on turns and improved stability for carrying camper bodies.

Standard colors


Skyline Blue



Spanish Gold



Sunset Gold



Glenwood Green



Crimson Red



Desert Sand



Grecian Bronze



Rosedale Red



Granada Beige



Catalina Blue



Lime Green



Moss Olive



Hawaiian Blue



Frost White



Killarney Green

SPECIFICATIONS

Series		C10 (½ Ton)		C20 (¾ Ton)		C30 (1 Ton)		K10 (½ Ton)		K20 (¾ Ton)	
GVW Ratings (lbs.)		4900-6000		6400-8200		6600-10,000		5200-6000		6800-8200	
		STD.	AVAIL.	STD.	AVAIL.	STD.	AVAIL.	STD.	AVAIL.	STD.	AVAIL.
Engines	Six	*250		*250	292	*250	292	*250		*250	292
	V8	**350-2	350-4	**350-4	454-4	**350-4	454-4	**350-4		**350-4	
			454-4								
Clutch	Dia. (in.)	*10,**11	11, 12	*10,**12	11	*11,**12		*10,**12	11	*10,**12	11
Front Suspension	Type	Independent-Coil Springs						Hypoid Driving-Tapered Leaf			
	Regular Cab-Cap. (lbs.)	3100		3800		3800		3400		3500	
	Crew Cab-Cap. (lbs.)			3800		3800					
	Spring Capacity (lbs.)-Regular Cab	1550	1625	1750	1900	1750	1900	1850	1900	1850	1900
	Spring Capacity (lbs.)-Crew Cab			1900		1900					
	Shock Absorbers	STD.	H.D.	STD.	H.D.	STD.	H.D.	STD.	H.D.	STD.	H.D.
	Stabilizer Bar	Available						STD.	H.D.	STD.	H.D.
Rear Suspension	—Axle Type	Semi-Floating		Full-Floating				Semi-Floating		Full-Floating	
	Regular Cab-Cap. (lbs.)	3750		5700		7500		3750		5700	
	Crew Cab-Cap. (lbs.)			7500		7500					
	—Ratios	*3.73, **3.40	3.73, 3.40	*4.10, **3.73	3.21, 4.10	4.10	3.73, 4.10	*4.11, **3.07	3.07, 3.73	*4.56, **4.10	
	—Ratios		3.07, 4.11		4.56		4.56, 5.13		4.11		
	Springs—Type	Two-Stage, Multi-Leaf									
	Spring Capacity (lbs.)-Regular Cab	1550	2000	2000	2600, 2850	2000	2850, 3500	1700	2000	2800	
Spring Capacity (lbs.)-Crew Cab			2850		3500	3750					
Shock Absorbers	STD.	H.D.	STD.	H.D.	H.D.		STD.	H.D.	STD.	H.D.	
Brakes	Front/Rear	Disc/ Drum	Power	Power-Disc/Drum		Power-Disc/Drum		Power-Disc/Drum		Power-Disc/Drum	
	Electrical	—Battery-Amp.	*45,**61	80	*45,**61	80	*45,**61	80	*45,**61	80	*45,**61
	—Generator-Amp.	37	42,61	37	42,61	37	42,61	37	42,61	37	42,61
Fuel Tank (gal.)	117½" WB	16	16(Aux.)					16	16(Aux.)		
Nominal Capacity	All Other WB	20	20(Aux.)	20	20(Aux.)	20	20(Aux.)	20	20(Aux.)	20	20(Aux.)
Steering	Type	Manual	Power	Manual	Power	Manual	Power	Manual	Power	Manual	Power
	Transmissions	3-Spd.	4-Spd.	#3-Spd.	4-Spd.	4-Spd.	Turbo- Hyd.	3-Spd.	4-Spd.	3-Spd.	4-Spd.
				Turbo Hyd.		Turbo Hyd.				Turbo Hyd.	
Transfer Case	6 Cyl	Not Required						NP205-2 Spd.			
	V8							NP203 (Full Time)			
Tires	Regular Cab Tubeless Tires—Sizes	G78-15B		8.75-16.5C		8.75-16.5C		G78-15B		8.75-16.5C	
	Crew Cab Tubeless Tires—Sizes			9.50-16.5D		9.50-16.5E					
		LARGER SIZE TUBELESS & TUBE TYPE TIRES AVAILABLE.									

LARGER SIZE TUBELESS & TUBE TYPE TIRES AVAILABLE.

*Standard on 6-cylinder models. **Standard on V8 models.

4 Speed Standard on Crew Cabs. Tire load range—B (4PR), C (6PR), D (8PR), E (10PR).

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. Limitations and variations in color printing make it impossible to match exactly Chevrolet's available truck exterior paint colors. The representations shown above are examples only, and no guarantee of fidelity to actual colors should be inferred. CHEVROLET MOTOR DIVISION OF GENERAL MOTORS CORPORATION, DETROIT, MICHIGAN 48202. LITHO IN U.S.A.

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