CHEVROLET.
THE MOST DEPENDABLE,
LONGEST-LASTING TRUCKS.

It's a fact: Chevy trucks are the most dependable, longest-lasting trucks on the road. And our stylish, comfortable and roomy full-size C/K Pickups prove it better than ever for '96 — with improved and more powerful Vortec gasoline engines, new comfort features and new ideas designed to make every day easier and each drive more enjoyable.
WE HAVE BIG TRUCK NEWS FOR '96.
HOW'S THIS FOR OPENERS?
Chevy C/K Pickups bring you revolutionary new ideas for 1996, including a new passenger-side easy-access system option for Silverado Extended-Cabs," dramatically more powerful Vortec gasoline engines and new safety and security features. And there's more news: optional Custom Leather seating surfaces are now available in Silverado Regular-Cab as well as Extended-Cab Pickups — and in more seat styles.

**A SPECIAL NOTE FOR PERSONS WITH DISABILITIES.**

The optional easy-access system for C/K1500 Silverado Extended-Cab Pickups can provide a convenient new way for drivers and occupants who have disabilities to store mobility aids. Please see page 57 for information about The GM Mobility Program.
VORTEC ENGINES.
The New Power In Trucks.

Introducing 1996 Vortec gasoline engines, with Sequential Fuel Injection (SFI) and a host of additional improvements. Every '96 Vortec engine delivers more power to haul, tow and pass than their same-displacement counterparts did last year. Each one is designed to go at least 100,000 miles before needing a tune-up. And all are designed to fully retain the dependable, long-lasting durability known and loved by legions of Chevy truck owners.
The Most Powerful Line of Engines in Chevy Truck History.

 Improved Vortec gasoline engines provide impressive power gains for 1996. The new 220-HP Vortec 5000 V8, for example, actually produces 20 more horsepower than last year’s larger displacement 5.7 Liter V8. But dramatic power increases are only part of the Vortec story. Sequential Fuel Injection (SFI) and a High Efficiency Ignition system help these engines start almost instantly, whatever the weather. And Vortec engines are exceptionally quiet and smooth, both at idle and under load.

Improved Vortec engines for 1996: putting new power and value into your dependable, long-lasting Chevy truck.
The world out there tends to look more friendly when there's a C/K pickup between you and it.
C/K SILVERADO
EXTENDED-CAB
WITH LEATHER,
BETTER THAN A
CORNER OFFICE
WITH WINDOWS.

What you see here is simply
the most luxurious, comfort-
able, spacious and friendly
interior we've ever put into a
full-size pickup. Front seats
are contoured for exceptional
comfort and, with Silverado
trim, include power lumbar
supports. For the ultimate
in C/K Silverado luxury, spec-
ify optional Custom Leather
seating surfaces for your new
truck — now available with a
60/40 split-bench seat or
optional high-back bucket
seats in Silverado Extended-
Cabs, and in Silverado
Regular-Cabs with optional
uplevel bench seat or 60/40
split-bench seat.

*Optional with any interior trim. Custom Leather seating surfaces are restricted
with optional Silverado Premium Equipment Group.**
C/K PICKUP INTERIOR FEATURES. COMFORT AND CONVENIENCE FOR THE LONG HAUL.

- **Extended-Cab Seating:** The Extended-Cab seat can be folded down to make a bench seat, or you can fold the armrest up to create a free-access storage area.

- **Quick Clean-Up Windshield Washer Protection:** Carpeting, cloth seats, and cloth interior panels are treated with Scotchgard® Protector to help make cleaning quick and easy.

- **Power Rear Electronic Accessories:** Standard overhead shelf power outlets are ideal for your electronic accessories — and the lights on this outlet provide a shelf power source.

- **Central Control:** Back-seat controls for the extended-cab rear's standard power windows, power door locks, and power exterior scissor mirrors can be conveniently located on the driver's door panel.

- **Remote Keyless Entry:** Optional with silhouette rings, Remote Keyless Entry provides remote starting and unlocking from up to 1 mile away, and also contains interior lighting.

- **Adjustable Rear-Seat Safety Belts:** A sliding vertical adjustment allows individualized shoulder safety belt comfort for the driver and right-front passenger.

- **New Sensing Air-Premier:** Optional Silvados High-back booster seat that includes a cover outside with dual-up belted and a slide-out storage drawer for rear-seat passengers.

- **Touch-Waterproof Wind & Extendable:** 5-strand brass water-proof, expandable in rugged vinyl, standard in all Extended Cabs and Crew-Cab Pickups.

We've done everything we can to ensure your C/K Pickup will be one unforgettable dependable, long-lasting truck. From day one, you'll appreciate the durability and quality designed into your new C/K Pickup as much as you do its generous comforts and conveniences.

And the same admirable attributes that make C/K Pickup ownership so enjoyable over the long haul are very likely to bring you a bonus in the long run: over the last seven years, Chevy's had the highest cumulative average resale value of any full-size pickup!"
WORK GOES EASIER WITH A GOOD PARTNER.
CHEVY C/K LONG-BOX PICKUP.
A Total Safety System 
You Can Depend On.

Standard Driver Air Bag* 
The CK Pickup driver air bag is designed to help reduce injury to serious modest to severe frontal collisions. Driver wear safety belt, even with air bags.

Standard 4-Way ABS 
The standard CK Pickup anti-lock brake system (ABS) is designed to help keep you in control by minimizing wheel skidding on most slippery surfaces.

Child Zones 
The CK Pickup frontal structure is designed to "crumple" in a controlled manner during a collision to help absorb crash energy.

Side Door Brace 
Structural side door beams are designed to help prevent intrusion into the passenger compartment during shallow single-cab collisions and help deflect a striking vehicle away in a "passing" side impact.

Starting with safety-cage construction that surrounds you and your passengers with a rigid cage of steel, CK Pickups include an abundance of state-of-the-art safety features that make up a total safety system designed to add peace of mind to every mile you travel. The features listed here are standard on every 1996 CK Pickup, unless noted.

Occupant Protection. 
- Supplemental Inflatable Restraint 
  Manual lap/shoulder safety belts, driver and right-front passenger, and driver air bag (with GVWRs under 8600 lbs.) 
- Manual lap/shoulder safety belts, driver and right-front passenger (with GVWRs at 8600 lbs. and above) 
- Manual lap/shoulder belts, outboard rear-seat positions (Extended-Cab and Crew-Cab)
  - Manual lap safety belt, center seat position 
  - Adjustable upper belt anchor (front outboard seating positions)
  - Child safety seat provisions 
  - Dual mode retractors and locking latch plate 
  - Energy-absorbing steering column 
  - Energy-absorbing instrument panel 
  - Interlocking door latches 
  - Safety armrests 
  - Breakaway inside rearview mirror 
  - Security door locks and door-retention components 
  - Laminated windshield and rear window 
  - Head restraints, front and rear seats (outboard seating positions only)
  - Side-door beams 
  - Safety belt use reminder system 
  - Tempered safety glass, side and rear windows

Crash Avoidance. 
- Four-wheel anti-lock brake system (ABS) 
- Automatic Daytime Running Lamps 
- Side-marker lamps and reflectors 
- Parking lamps 
- Four-way hazard-warning flashers 
- Backup lamps 
- Directional signal control 
- Center high-mounted stop lamp 
- Windshield defrosters, wipers and multi-speed wipers 
- Front side-window defoggers 
- Outside rearview mirrors 
- Inside rearview mirror 
- Dual-action hood latch 
- Low-glare finish — inside windshield moldings, wiper arms and blades, metallic steering wheel surfaces, inside rearview mirror frame and bracket 
- Illuminated heater and defroster controls 
- Tires with built-in tread-wear indicators 
- Safety road wheel rims 
- Inside daylight mirror 
- Brake/transmission shift interlock (with automatic transmission).

Theft Deterrence. 
- Visible vehicle identification number 
- Laser-etched VIN plate 
- Theft-deterrent steering column lock 
- Theft-deterrent key-locking system 
- Remote inside hood release 
- Ignition key removal audible reminder.
Genuine Customer Care, You Never Travel Alone.

Your complete satisfaction with your Chevy truck — from the day you buy it to the day you sell it — is what Genuine Customer Care is really all about. It means we'll be here when you need us. That's a promise. Genuine Customer Care is a comprehensive owner-protection program that includes the following:

24-HOUR ROADSIDE ASSISTANCE.

Lost? We'll help you find your way. Locked out? We'll get you back in your truck. Out of gas? We'll get you gas. Roadside Assistance is provided through a toll-free number (1-800-CHEV-USA or 1-800-243-8872) 24 hours a day, 365 days a year. Roadside Assistance offers two levels of service, Basic Care and Courtesy Care:

Roadside Basic Care provides:
☐ Free towing (to closest dealer)
☐ Free lockout/key service (when keys are lost on the road or locked inside)
☐ Free flat tire service, jump start and fuel delivery.

Roadside Courtesy Care is available to you for a period of three years or 36,000 miles (whichever comes first).

NO-DEDUCTIBLE BUMPER-TO-BUMPER WARRANTY.

The GM 3-year/36,000-mile warranty (whichever comes first) New Vehicle Limited Warranty covers repairs to 1965 Chevy C/K Pickups, including labor and parts, to correct any defects in material or workmanship occurring during the warranty period. Warranty features include air conditioning repair, towing, no-cost warranty transfer and 6-year/100,000-mile (whichever comes first) sheet-metal rust-through protection. There is also emissions-control system coverage, which varies by geographical region. Items not covered include tires (which are covered by your manufacturer) and normal maintenance. Additional service protection is available with the optional GM Protection Plan (available only in the U.S. and Canada). See your Chevrolet dealer for full terms of the standard New Vehicle Limited Warranty and details about the GM Protection Plan option.

COURTESY TRANSPORTATION.

Customers who purchase or lease a 1965 Chevy C/K Pickup will be able to take advantage of courtesy transportation at no additional charge when their vehicles are left at a participating dealer for repairs covered under the 3-year/36,000-mile New Vehicle Limited Warranty. See your participating dealer for details.

CHEVROLET CUSTOMER SATISFACTION SYSTEM.

Local Chevrolet dealerships are vital links in our customer satisfaction system. At delivery, your Chevrolet salesperson will introduce you to your new truck and explain all warranties and maintenance schedules. To make sure you are completely familiar with the features and operation of your new vehicle, the salesperson will accompany you on a short drive. Just as importantly, Chevrolet dealer service advisors and technicians are highly trained and equipped with advanced diagnostic and repair equipment, helping to ensure your long-term satisfaction with maintenance and repair work performed on your vehicle. It's also good to know, when you travel long distances, that there are more than 4400 Chevrolet dealers in the U.S. — each one ready to provide you with professional service and genuine GM parts. You can phone the Chevrolet Customer Assistance Center toll-free at 1-800-222-1020 to talk with trained experts regarding any Chevrolet product or service questions you may have.

A SPECIAL WORD ABOUT THE WORLD WE SHARE.

ChevroletGeo encourages you to join us in our commitment to help conserve the natural beauty and ecological health of the great American outdoors. We proudly support a number of conservation initiatives — including habitat and ecosystem recovery projects and environmental programs — through our partnerships with non-profit organizations, such as the National Fish and Wildlife Foundation (NFWF) and Tread Lightly! Inc. To learn more about outstanding environmental programs such as these, and how you can become involved, please call ChevroletGeo Environmental toll-free at 1-800-875-3436.

TREAD LIGHTLY!®

In This Great America.
THE CHEVY C/K PICKUP FAMILY FOR 1996  THERE'S DEPENDABLE, LONG-LASTING VALUE IN EVERY ONE.

C/K REGULAR-CAB PICKUPS
A STANDARD OF VALUE.
From the basic WT1500 Work Truck shown here to the most luxurious and loaded Silverado, every C/K Regular-Cab Package comes with a full measure of dependable, long-lasting Chevy Truck value.

C/K EXTENDED-CAB PICKUPS
MORE VERSATILE ROOM INTHEIR.
Popular C/K Extended-Cab Pickups offer enhanced pickup versatility and utility. The Extended-Cab is available in every C/K Series: 1500, 2500 and 3500. A K2500 Extended-Cab Long-Box Package is shown at right.

THE TRUCK YOU WANT
WITH THE BOX YOU NEED.
Three box designs—the Workside Short-Box, Fleetside Long-Box and the distinctive Speedside Box shown here on a C3500 Extended-Cab—provide a variety of bed styles and capacities for C/K Pickups. See the Model Specifications chart on page 29 for box availability by model.

C/K3500 Crew-Cab PICKUPS.
TAKE ABOUT DOING IT ALL.
Few passenger trucks don't come any bigger, stronger or roomier than full-size C/K Crew-Cab. A Fleetside Long-Box is standard. "Big Chevy" dual rear wheels are optional.

A BRIEF COMMERCIAL MENTION.
For information about dependable, long-lasting Chevy commercial models such as this C3500 HD Classic-Cab (shown with utility body from an independent supplier), ask your dealer for a 1996 Chevrolet Commercial Vehicles brochure or call the Chevrolet Commercial Specialties Vehicle Department Express Line at 1-800-799-6500.
TRAILERING WITH YOUR NEW CHEVY PICKUP.

The trailer problems on the preceding pages will help you determine which Chevrolet CK Pickup will best suit your towing requirements. Chevrolet recommends that you specify a 4-speed automatic transmission with overdrive for your truck if you plan to tow.

NOTE: Please read the Towing Caution safety information at right before trailering with your new truck.

TRAILERING CAUTION. If you don’t meet the correct equipment and drive properly, you can lose control of your vehicle when you pull a trailer. For example, if the trailer is too heavy, your vehicle may not work well — if at all. Your vehicle’s passengers and you could also be seriously injured. Pull a trailer only if you have taken the following steps:

- Trailer Brakes. If your trailer weighs more than 1,000 lbs., load, then it must have its own adequate brakes. Be sure to read and follow the instructions for the trailer brake controller so that it is installed, adjusted, and maintained properly.
- Don’t tap into your vehicle’s brake system if the trailer’s brake system will use more than 0.02 cu. in. of fluid from your vehicle’s master cylinder. If it does, neither braking system will work well. You could even lose your vehicle brakes.
- The trailer brake bars must be able to take 3,000 lbs. per hour. If not, the trailer brake system must not be used with your vehicle. If everything checks out fine, a qualified individual make the brake fluid tap at the port on the master cylinder that sends fluid to the rear brakes. Don’t use copper tubing, because it will bend and ultimately break. Use only steel brake tubing.

HITCHES. It’s important to have the correct hitch equipment. Crosswinds, large trucks going by and rough roads are just a few of the reasons why you’ll need the right hitch. Here are some rules to follow:
- If you’re towing a trailer that, when loaded, will weigh more than 4,000 lbs., be sure to use a frame-mounted, weight-distributing hitch and weigh the correct weight of the proper size. This equipment is very important for proper vehicle loading and good handling when you’re driving.

GMAC OFFERS YOU THE LITTLE PLEASURES IN LIFE. With GMAC financing, leasing a new GM Car can save you time and money. Qualified customers can be approved in about 15 minutes with flexible terms. Sales/Lease is designed to offer low, low monthly payments — so you’re not paying up early and could be saving on other important things. For more information, call 1-800-32-SMART or 1-800-327-6278.

TURN PLASTIC INTO STEEL WITH THE GM CARD. The GM MasterCard, with no annual fee, is the revolutionary financial vehicle specifically designed to help put you behind the wheel. Every time you use it, GM will credit 5% of your purchase toward buying or leasing the GM car or truck of your dreams. It could mean saving hundreds, even thousands of dollars over and above any other discounts or rebates. Please call 1-800-8GM-CARD (1-800-846-2273) for more information, including annual limits and restrictions.

THE GM MOBILITY PROGRAM FOR PERSONS WITH DISABILITIES. We invite your inquiries about the GM Mobility Program for Persons With Disabilities. The program will reimburse you up to $800 for any adaptive equipment you may require for your new GM Car or Pickup, and can be set up complete GM financing for you too. The program will also provide you with a listing of area driver assessment centers and mobility equipment installers. See your Chevy dealer for more details or call this toll-free number for more information: 1-800-323-9935. Text telephone (TTY) users, call 1-800-833-9935.

ABOUT 1996 CHEVY TRUCK BROCHURE AVAILABILITY. Your Chevrolet dealer will be pleased to provide additional brochures covering other Chevy Truck model lines, including S-Series Pickup, Tahoe, Suburban, Blazer, Lumina, Astro Van and Chevy full-size pick-up. To review models designed specifically for load work in business and industry, request a 1996 Chevrolet Commercial Trucks brochure. Also, please feel free to call 1-800-950-2438 for additional 1996 Chevy truck brochures. Answers to any product questions you may have, or to determine the location of your nearest Chevy dealer.

ABOUT UPDATED SERVICE INFORMATION. Chevrolet regularly sends its dealers useful service bulletins about Chevrolet products. Check your service bulletin for updated information, including annual limits and restrictions.

ABOUT ASSEMBLY. Chevrolet trucks incorporate thousands of components produced by different manufacturing units of GM, its subsidiaries or suppliers. Some components are unique, and others are identical to those used in other GM vehicles. Therefore, if a part is not available, they may be found at a Chevrolet dealership or other Mopar dealer.

ABOUT ENGINES. Chevrolet trucks are equipped with engines produced by different operating companies of GM, or its subsidiaries or suppliers to GM. To confirm or verify that your truck has the correct engine, please refer to the "Engine Identification" section of this brochure.

ABOUT CORROSION PROTECTION. Chevrolet trucks are designed and tested to meet corrosion-resistant standards. All supplemental corrosion protection is included in the standard corrosion protection. Additional application of rust inhibitors is not recommended under the corrosion guarantee and none is recommended.

ABOUT THIS BROCHURE. We have tried to make this brochure as comprehensive and factual as possible. To help you use this brochure effectively, it is important to be familiar with the terms and symbols used throughout. If you have any questions or comments about this brochure, please check with your Chevrolet dealer for complete details.

NOTE: Product specifications published in this brochure exclude other General Motors products, except as noted. Some variations in design may be expected.

Chevrolet The General Motors Company, GM & Chevy, Silverado, Suburban, Astro Van, Blazer, Lumina, Park Avenue, and Corsica are trademarks or registered trademarks of the General Motors Corporation. "Chevy" and "GM" are service marks of the General Motors Corporation. ©1995 GM Corp. A natural gas-powered Chevrolet Suburban is maintained after Mopar dealer 1995. All rights reserved.