

1973 CHEVROLET TRUCKS

Pickup



Chevrolet

Building a better way to serve the U.S.A.



Totally new Chevy pickups. Full of basic improvements you can see, basic improvements you can feel.

We designed a completely new vehicle for '73. And tried to make it everything you've always wanted a truck to be. It's quiet and roomy inside. The ride is noticeably smoother. Glass area is large for improved visibility. Service is easy. And the new Chevy pickup looks like a light-duty truck ought to look.



We designed in the kind of ride and handling you wouldn't expect from a truck.

We gave Chevy pickups a long wheelbase by moving the front axle forward 2½ inches. Added rubber control arm bushings on the front suspension of C10 models. And new 2-stage leaf spring rear suspensions on all models. Result: the smoothest riding, easiest handling Chevy pickups ever built.



Outside, everything's new. Lines are clean, sculptured. Curved side windows and a massive new grille contribute to

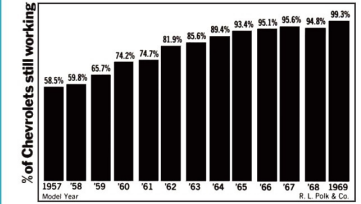
Chevy's wide-stance look. Whenever possible, large-section sheet metal panels have been used to reduce the number of exterior joints and assure tight fits.

Extensive insulation and weatherstripping throughout the cab effectively seal out objectionable road noise. And Chevy's brand new '73 cab interior provides added leg, hip, head and shoulder room. New flow-through power ventilation provides a steady flow of outside air. And luxurious new interior fabrics and appointments are enough to make many a passenger car seem ordinary by comparison.

Inside, there's a new quiet feel of quality that must be experienced to be appreciated.

Over 58% of Chevrolet's 1957 model trucks are still in use. No other make has even half, based on official industry records. Evidence of how well Chevrolets are designed. How well they're built. And how well they serve the U.S.A.

We build in the toughness that's given Chevy an unmatched record for long life.





Stepside Custom, Series 20

Dual-Tire Crew Cab, Series 30

Chassis-Cab Custom, Series 30, with Stake Body

Fleetside Cheyenne, Series 10

New smooth-riding pickups.

Fleetside and Stepside pickups are completely redesigned from the ground up. Available in three series with 16 models on three different wheelbases. With a wide selection of available sixes and V8's including the big new 454 V8. A massive Girder Beam front suspension, double-wall body construction, front disc brakes and self-adjusting 2-stage rear leaf springs are standard.

New 6-man 3 + 3 models are now available on order directly through your Chevrolet dealer. Two full-width foam-cushioned seats seat six comfortably. Four doors open wide for easy entry and exit. Available with or without Fleetside bodies on Series 20 or 30 chassis with either six-cylinder or V8 power. Complete details on our new 3 + 3 models on page 12 of this catalog.

Our brand-new 4-door 6-passenger pickup.

New long wheelbase chassis-cabs.

We moved the front axle forward to provide a long wheelbase for Chevy chassis-cab and stake models. Newly designed chassis and frame offer a stable, sturdy platform for special bodies of your choice. Two-wheel-drive models are offered in 10, 20 and 30 Series. Four-wheel-drive in 10 and 20 Series only. With GVW ratings to 10,000 lbs. Eight- and nine-foot stake bodies available.

New Chevy 4-wheel-drive models are great performers both on and off the road. Low silhouette design retains adequate ground clearance for off-road driving. New, wide front springs and a new front stabilizer bar significantly improve ride and handling. Wide range of special equipment including power steering and Turbo Hydra-matic available. Details on page 13 of this catalog.

New 4-wheel-drive models.

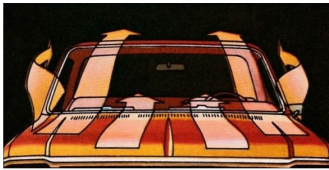
Not just new. But full of fresh new thinking.

Computer-monitored design and test programs.

Long before the first prototype was built, '73 Chevy truck components were simulated on computers. Thoroughly analyzed and tested for reliability and long life. Computers continue to monitor vehicle production to assure that consistently high standards for quality are met.

New aerodynamic cab design.

Cab sheet metal design and new curved windshield and side door glass cut wind resistance. Side air turbulence is reduced for a quiet ride.



A new cab, still with double walls.

We still put two walls of steel between you and the outside world so your Chevy will last. Roof, doors, sills, cowl assembly, upper rear panel — they're all double strong for long life.

Increased glass area.

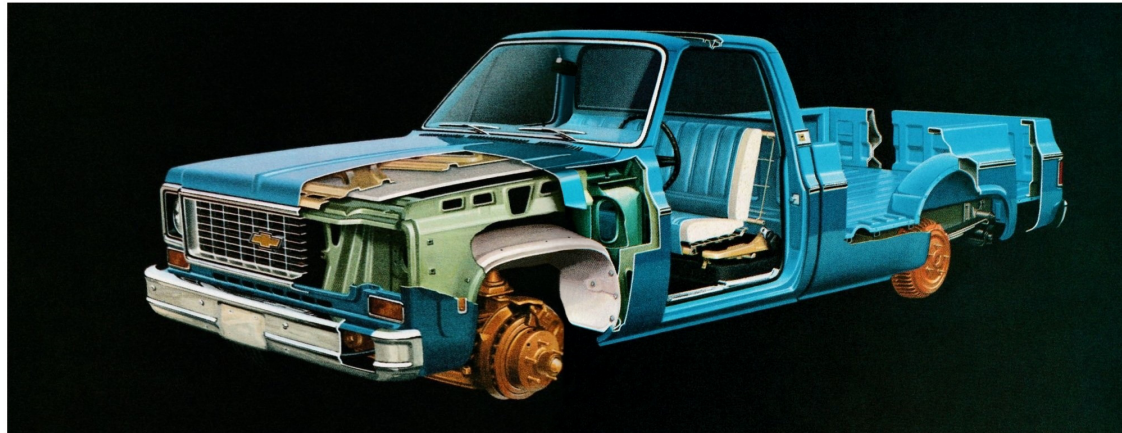
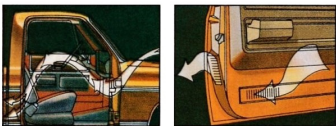
We increased glass area by 528 sq. in. Tempered safety glass is standard.

Increased head, hip, leg and shoulder room.

Virtually all interior dimensions have been increased for driver comfort. You get 2.5 inches more hip room, for example.

New flow-through power ventilation.

Outside air flows into the cab through larger inlet valves and a larger plenum chamber. Electric fan directs air flow through cab to outlet valves at the bottom of each side door. System also provides for pressure relief when closing doors.



New one-piece all-welded dash panel. Instrument panel is a new one-piece design which is welded in place to eliminate shake and vibration.

New hood is double walled for rigidity. Hood is fabricated of two single pieces of steel, welded together for improved torsional rigidity. Inner panel is heavily embossed to add strength and eliminate hood flutters.



New one-piece inner fenders. An all-steel, one-piece inner fender is attached to the outer front fenders for structural rigidity. Self-washing bathtub-type inner fender skirts protect against salt spray and flying stones. And they're undercoated for corrosion protection and sound absorption.



High capacity 2-speed windshield wipers.

A powerful motor powers twin 16-inch blades to cover a large windshield area efficiently. Motor is mounted in engine compartment to help keep cab quiet. Wiper arms partially concealed when not in use.

New dual-orifice washers.

New windshield washers have dual orifices for more effective coverage. Reservoir has 3-pint capacity to eliminate the need for frequent re-fills.



Body-side walls and tailgate still double-walled.

It's a major reason why Chevy Fleetsides retain their good looks year after year. Cargo dents inside don't show on the outside because they're absorbed by the tough inner wall. Double walls extend all the way up the body side for protection. Even the tailgate offers double-wall protection.



Steel floors are standard on all Fleetside pickup models. You can order a wooden floor with steel skid strips for the 8-foot Fleetside body. Gives livestock better footing. Easier to secure cargo.

Specify wood or steel floors.

New Lexan rear light lenses are almost unbreakable; are many times tougher than acrylic plastics.



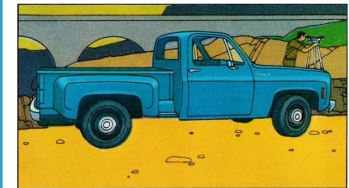
New Lexan rear lenses.

Panels are totally immersed in an electrically charged primer paint emulsion. Charge draws paint particles into every crevice and cranny for corrosion protection.

All body panels except wheel-housings are primed by ELPO process.

Stepside models have most of the advantages of Fleetside models plus some of their own. Convenient side step makes loading from the side easy. And smooth interior side walls take cargo 50 inches wide. Floor is made of kiln-dried southern pine supported by heavy steel cross sills.

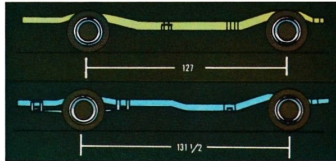
New Stepside models available.



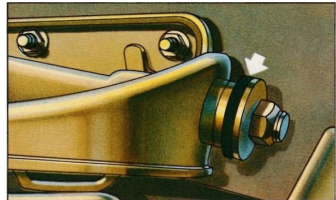
'73 CHEVY PICKUP DIMENSIONS	Wheelbase (inches)	Inside length of pickup box at body (inches)	Overall length (inches)		Width between wheel-housings (inches)	Maximum inside width at the floor (inches)
			Fleetside	Stepside		
Fleetside						
CC/CK10703	117.5	78 1/2	191 1/2	19 1/2	50	72
CC/CK10903 CC/CK20903 CC30903	131.5	98	211 1/2	19 1/2	50	72
CC20963 CC30963	164.5	98	244 1/2	19 1/2	50	72
Stepside						
CC/CK10703	117.5	78 1/2	190 1/2	17 1/2	50	50
CC/CK10903 CC/CK20903 CC30903	131.5	96 1/2	210 1/2	17 1/2	50	50

How we designed a tough new truck with an easy new ride.

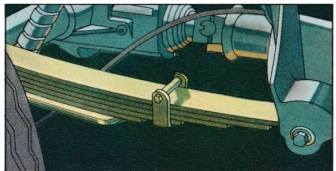
New, longer wheelbases By moving the front suspension forward two and a half inches and repositioning the rear suspension, we improved vehicle stability and provided for more optimum load distribution to the front axle. The long wheelbase also helps smooth the ride.



Control arm cushioning on half-ton models. Rubber bushings are used to cushion the inner control arm pivots on C10 models to help eliminate suspension chatter for a new smoother, quieter ride. Threaded steel bushings are used on C20 and C30 models. A rubber control arm bumper is used on each control arm on all models to cushion excessive up-and-down wheel movement.

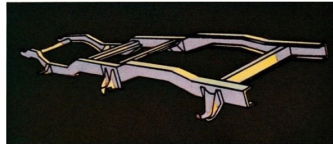


New leaf spring rear suspension standard. New taper-leaf 2-stage rear springs are designed to provide firm, steady support empty or loaded. Spring eyes and shackles are rubber bushed to reduce noise and ride harshness. Leaf spring geometry also improves handling roll stability.

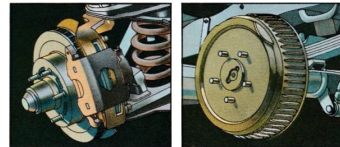


Heavy-duty or auxiliary rear springs are available when big payloads or very rough roads are anticipated. Heavy-duty rear shock absorbers are also available.

Pickup frames have been completely re-designed and strengthened for '73. Side rail thickness is increased and crossmember design is new to accommodate such additional improvements as increased wheelbase, frame-mounted fuel tank and new cab mounting system.



Front disc brakes with a new road splash shield are standard on all light-duty Chevy trucks. Durable and self-adjusting, these brakes provide resistance to fade and recover quickly from water immersion. Brake power assist is standard on all models except Series C10 where it's available.



New cast iron-steel rear brakes are finned for maximum cooling. The outer edges are formed with a labyrinth shape to help exclude contaminants from the linings.

New 4-wheel-drive models are offered in K10 and K20 models. With two-speed transfer case bolted directly to transmission, Chevy's 4-wheel-drive silhouette is noticeably lower than other 4-wheel-drive models. Complete details on page 13.

Auxiliary rear springs.

New frame side member and crossmember design.

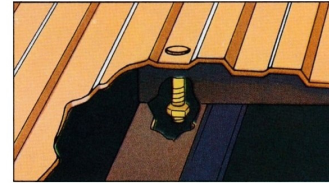
Front disc brakes, with new shielding, standard.

Finned rear drum brakes.

4-wheel drive available.

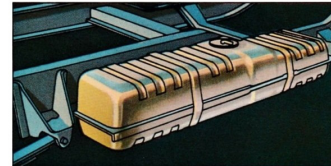
Improved pickup box assembly.

New Fleetside pickup box side panel assembly to load floor eliminates all exposed flanges and bolt heads from the load area floor. System eliminates possible cargo snags and corrosion points as well as improving appearance.



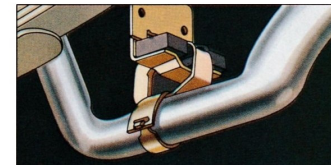
New frame-mounted fuel tank.

For '73, the fuel tank has been re-located outside the cab to a position on the right frame rail. Placing the tank outside the cab eliminates fuel slosh noise and fuel odor from the cab interior.



New exhaust system mounting.

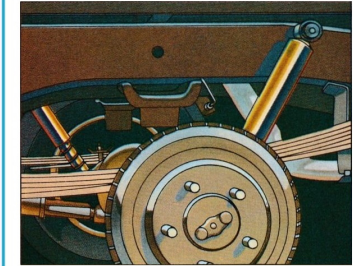
New compression-positioned exhaust system hangers provide for secondary support and improve insulation of exhaust noise from cab interior. New full-loop exhaust pipe hanger design improves attachment and lessens the possibility of failure.



New Salisbury-type rear axles.

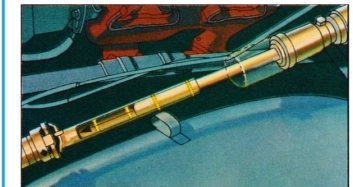
New Salisbury-type axle design advantages include larger ring gear, new tapered roller bearings and a broader ratio coverage. In addition, design is inherently strong for durability.

Rear shock absorbers are positioned with one slanting forward, one aft. The effect is to reduce brake and power hop under rapid acceleration or deceleration.



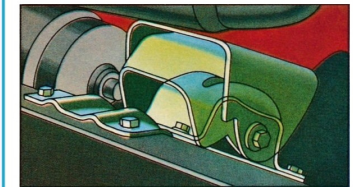
Staggered placement of rear shock absorbers.

New energy-absorbing steering column is designed to help absorb impact forces to help protect the driver in the event of an accident. Column telescopes to provide cushioning effect to driver.



New energy-absorbing steering column.

Engine mounts are designed to provide a vibration-absorbing cushion between engine and frame. Rubber is bonded between a steel backing plate and steel outer housing.



Tough engine mount design.

We designed a luxurious new quiet zone for you.

Cheyenne Super interior.

Here's a cab so quiet, so luxurious you wouldn't expect to find it on a truck. You get a full-depth foam-cushioned bench seat 7 inches thick and upholstered in either herringbone striped nylon cloth and grained vinyl or special all-vinyls, available in a choice of five colors. Bucket seats and center console also available.

Full-gauge instrumentation is set in simulated wood-grained panel. Molded plastic door panel is trimmed with a simulated wood-grain insert and storage pockets. Deep-twist nylon carpeting, molded headliner and special insulation under the seat, cowl, hood and cab add a note of quiet luxury.

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



Cheyenne interior.

The full-depth foam-cushioned seat is covered with embossed and grained vinyls or nylon cloth and vinyl trim. Molded plastic door panels with simulated wood-grain inserts and storage pockets, plastic headliner, deep-twist nylon carpet and plastic garnish moldings are all color-keyed to seat trim.

You get an ashtray-mounted cigarette lighter. Simulated wood-grain inserts in instrument panel. Door-operated dome light switches. Plus special insulation throughout to help seal out sound.

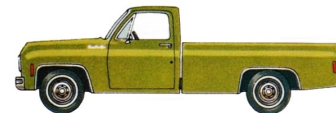
Exterior—Includes all items in Custom Deluxe and Custom trims plus chrome front bumper, bright moldings around lights, bright metal cab back applique molding, chrome hub-caps, and bright metal rear window molding. Fleetsides include tailgate moldings, applique and nameplate, bright taillight moldings and bright upper body side moldings. And Cheyenne nameplates.



Custom Deluxe interior.

There's nothing ordinary about our Custom Deluxe pickup interior. Many of the special trim items normally found on more expensive trucks are included. Full-depth foam-cushioned bench seat. Molded plastic door trim panels with simulated wood-grain inserts. Dome lamp with bright bezel. Cigarette lighter in ash tray. Full-length bright door sill plates. Door-operated dome and courtesy lamp switches. Vinyl-coated rubber floor mat. You may specify embossed vinyl upholstery in four color choices or multi-stripped nylon cloth and vinyl in a five-color choice.

Exterior—Includes all items in Custom trim plus bright metal front and rear window trim, black insert in door handle 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 driver comfort. Ladder-embossed vinyl upholstery is smartly trimmed with grained vinyl bolsters and available in pearl, slate blue, saddle and slate green. Steel headliner is painted to match exterior color. Black rubber floor mat extends right up to the firewall. Padded armrests and bright metal door handles 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 and wheels and bright metal Custom nameplates.



3 + 3 Dual-Tire Fleetside Pickup, Series 30, with Week-N-Der Slide-in camper.



Fleetside, Cheyenne Super, Series 10, with 4-Wheel Drive

New 6-passenger pickup.

This is our big new 3+3—a 4-door 6-passenger crew cab with an eight-ft. body factory-engineered and built by Chevrolet. And with it, you get all the advantages of Chevy's new pickup design. Massive Girder Beam front suspension. Standard front disc brakes. Double-walled cab and body for long life. An engine selection available that includes our big new 454-cu.-in. V8.

Wide range of models. Chevy's new 6-passenger crew cab is available in both Series 20 and 30 either as Fleetside pickup or chassis-cab models. Dual rear wheels also available.

Inside, you get the same wide selection of luxury appointments available with Cheyenne Super or Custom interiors. You specify your level of luxury with the base Custom interior or Cheyenne Super with full foam seats, deluxe cloth and vinyl upholstery, plush floor carpeting and more.

Big, roomy deluxe interiors.



New 4-wheel drive models.

The same features which make Chevy pickups and chassis-cabs ideal on the road, also make them ideal off-road vehicles. Designed to provide an extremely low silhouette, Chevy's new 4-wheel-drive models still maintain the necessary ground clearance for off-road driving.

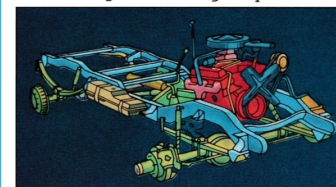
Chevy 4-wheel-drives are easy to maneuver over rough terrain and in tight places. Turning radius is only 23½ ft.

Tapered-leaf front suspension. To help keep the ride smooth whatever the road, front suspension is of tapered-leaf design. This reduces overall truck weight. New front stabilizer bar improves

handling. Power steering and Turbo Hydra-matic transmission can be ordered for additional driving ease.

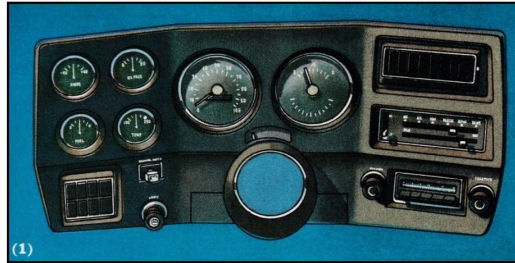
Frame design has been changed to allow a flat floor in the front seat area. Side member thickness is increased and crossmembers and braces are redesigned for strength and rigidity.

Tough new frame design.

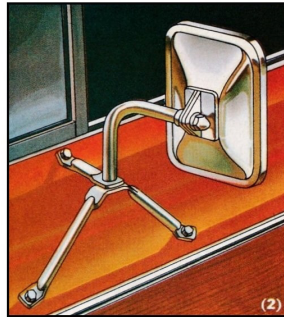


Chevy options available to make it exactly the kind of truck you want it to be.

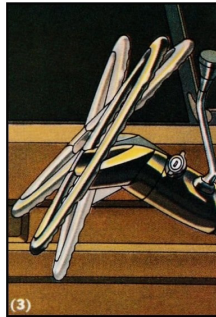
Gauges. Ammeter, oil pressure and temperature needle gauges replace standard warning light system. Available with or without a tachometer.



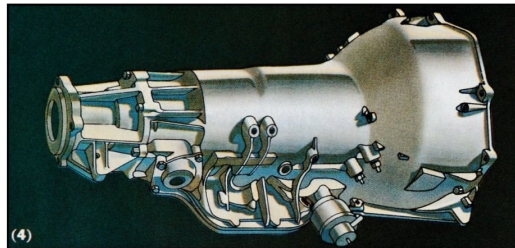
Below-Eye-Line mirrors. The reflecting surface will not fog or discolor. Mounted below eye level.



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



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.



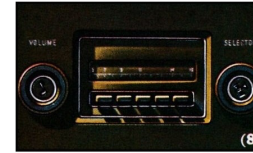
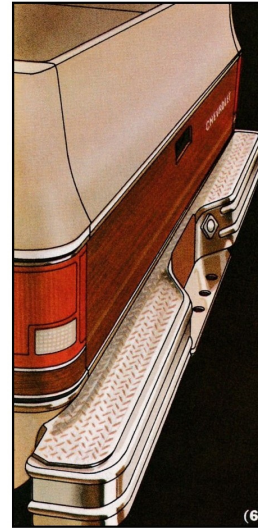
Exterior tool and storage compartment. A reinforced plastic box for most Fleetside pickups, measuring 7 inches high, 28 inches wide and 17 inches deep, it keeps tools and equipment water- and dust-free. A separate key unlocks its door.



Rear step bumper. Recessed skid-resistant step is stamped into this bumper to make getting in and out of the pickup box easy. Ideal, too, for use with small camper bodies. Hole is provided for installation of trailer towing ball.

Chrome bumpers. Chromed bumpers formed of heavy-gauge steel are available for both front and rear of Chevy pickups. They help reduce rusting and improve appearance.

Auxiliary fuel tanks. An auxiliary fuel tank is available for all models except those equipped with the 250 Six engine. It is identical to standard fuel tank, holds 20 gallons and is mounted outboard of the left frame rail. Switch on dash panel selects tanks and registers capacity readings for both tanks.



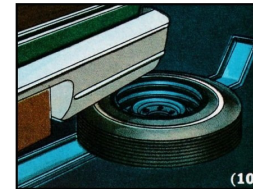
Radios are full-transistorized for low battery drain and designed as an integral part of the instrument panel. AM or AM/FM available. Antenna is embedded in windshield.

Radios. (8)



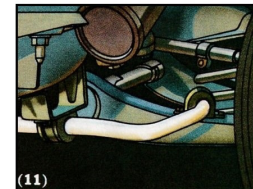
Four-Season air conditioning cools, cleans and dehumidifies air for total cab comfort whatever the season. Increased engine cooling and 61-amp Delcotron generator are included.

Air conditioning. (9)



A dealer installed accessory that provides convenient access to and storage of the spare tire under the rear bumper. A real help for those with camper bodies that overhang rear of truck.

Swing-out spare tire carrier. (10)



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

Front stabilizer bar. (11)

Set of four stainless steel wheel covers are available. Wide selection of white sidewall tires in various sizes and capacities also available.

Wheel covers and whitewalls. (12)

A number of special trim moldings are available to dress up both exterior and interior appearance.

Special trim moldings.

Facilitates parking and low-speed maneuvering. Reduces driver fatigue.

Power steering.



Power booster unit is available for use on C10 conventional models which are not normally equipped with power brakes. Substantially reduces pedal effort required to brake.

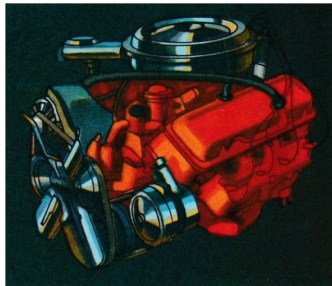
Power brakes (Series 10).

Powerful Chevrolet engines (up to 454 cu.in.) are tougher than the work you do.

For '73, Chevrolet offers an improved lineup of six-cylinder and V8 engines to handle efficiently the toughest kinds of work.

All Chevy engines perform on no-lead, low-lead or regular gasoline. 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.

New 454 V8. New for '73, this is the biggest, most powerful V8 ever offered in a Chevy 2-wheel-drive pickup. It comes with all the long-life features standard on Chevy V8's and is recommended for use where loads are unusually heavy such as when carrying a camper or towing a heavy trailer.



The 307 V8 is standard power on most Series 10, 20 and 30 models except in California where the 350 V8 is standard. The 350 V8 is also available on all models where added power is a requirement. All Chevy V8's feature short-stroke design and full-jacket cylinder cooling for uniform temperatures throughout the block.



The standard Chevy six is our 250-cu.-in. model. It has an 8.5 to 1 compression ratio, a 12-counterweight crankshaft, torsional dampers and seven main bearings. Power is smooth and economical. The larger, more powerful 292 Six is also available. It has many of the same features plus exhaust valve rotators to reduce carbon deposit buildup.



The 250 and 292 Six and the 350 V8 may be ordered internally modified to run on liquified petroleum gas. These conversions can easily be completed after delivery.

307 and 350 V8's.

250 and 292 Sixes.

LP gas conversions available.

Engine Specifications (Pickups—Chassis—Cabs)

ENGINE SPECIFICATIONS	250 Six	292 Six	307 V8	350 V8	454 V8
Displacement (cu. in.)	250	292	307	350	454
Bore & Stroke (in.)	3 7/8 x 3 1/2	3 3/8 x 4 1/8	3 7/8 x 3 1/2	4 x 3 1/2	4 1/4 x 4
Compression Ratio	8.5 to 1	8.0 to 1	8.5 to 1	8.5 to 1	8.5 to 1
SAE Net Horsepower @ rpm	100 @ 3600	120 @ 3600	115 @ 3600	130 @ 4000	240 @ 4000
SAE Net Torque (lbs.-ft.) @ rpm	175 @ 1600	215 @ 2000	205 @ 2000	220 @ 2200 (C-K10)	255 @ 2400 (C-K20, C30)

All gasoline engines are modified to operate efficiently and with lower exhaust pollutants on no-lead, low-lead or regular fuel.

STANDARD COLORS

- Skyline Blue
- Glenwood Green
- Sport Silver (M)
- Catalina Blue (M)
- Frost White
- Hawaiian Blue
- Spanish Gold
- Crimson Red
- Burnt Orange (M)
- Lime Green (M)
- Sunset Gold
- Desert Sand
- Mojave Tan
- Moss Olive
- Marine Turquoise (M)
- (M) Metallic

1973 Pickup Specifications.

Series	1C10 (1/2 Ton)		C20 (3/4 Ton)		C30 (1 Ton)		1K10 (1/2 Ton)		K20 (3/4 Ton)	
GVW Ratings (lbs.)	4900 to 6000		6400 to 8200		6600 to 10,000		5200 to 6000		6800 to 8200	
	STANDARD	AVAILABLE	STANDARD	AVAILABLE	STANDARD	AVAILABLE	STANDARD	AVAILABLE	STANDARD	AVAILABLE
Front Suspension	Independent						Hybrid Driving			
Regular Cab—Cap. (lbs.)	3100	†3250	3800		3800		3400		3500	
Crew-Cab—Cap. (lbs.)			3800		3800					
—Ratios							*4.11, **3.07		4.56	
Springs—Type	Coil						Tapered Leaf			
Regular Cab—Cap. (lbs.)	1550	1625	1750	1900	1750	1900	1850	1900	1850	1900
Crew-Cab—Cap. (lbs.)			1900		1900					
Shock Absorbers	Standard	H.D.	Standard	H.D.	Standard	H.D.	Standard	H.D.	Standard	H.D.
Stabilizer Bar	Available						Standard	H.D.	Standard	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	3.07, 3.40	4.10	3.21, 3.73	4.10	4.10, 4.56	*4.11, **3.07	3.73, 4.11	4.56	4.10, 4.56
—Ratios		3.73, 4.11		4.10, 4.56		3.73				
Springs—Type	Two-Stage Leaf						Tapered Leaf			
Regular Cab—Cap. (lbs.)	1550	2000	2000	2600, 2850	2400	2850, 3500, 3750	1700	2000	2800	
Crew-Cab—Cap. (lbs.)			2850	2850	3500	3750				
Shock Absorbers	Standard	H.D.	Standard	H.D.		H.D.	Standard	H.D.	Standard	H.D.
Engines	*250 Six		*250 Six		*250 Six		*250 Six		*250 Six	
	**307 V8	350 V8	**307 V8	350 V8	**307 V8	350 V8	**350 V8		**307 V8	350 V8
		454 V8		454 V8		454 V8				
Clutch	Dia. (in.)		*10		*11		*10		*10	
	Area (sq. in.)		*100		*124		*100		*100	
	Dia. (in.)		**11		**12		**12		**11	
	Area (sq. in.)		**124		**150		**150		**124	
Fuel Tank (gal.)	117 1/2* WB		16 (Aux.)		20		17		17 (Aux.)	
Nominal Capacity	All Other WB		20 (Aux.)		20 (Aux.)		20 (Aux.)		20 (Aux.)	
Transmissions	3-spd.		#3-spd.		4-spd.		3-spd.		4-spd.	
	Turbo Hyd.		Turbo Hyd.		Turbo Hyd.		Turbo Hyd.		Turbo Hyd.	
Brakes	Power		Power		Power		Power		Power	
	Disc		Disc		Disc		Disc		Disc	
Electrical	—Battery		*45 Amp.		*45 Amp.		*45 Amp.		*45 Amp.	
	—Battery		**61 Amp.		**61 Amp.		**61 Amp.		**61 Amp.	
	Generator		37 Amp.		37 Amp.		37 Amp.		37 Amp.	
Frame (Section Modulus)	117.5", 131.5" WB		3.06		3.84		3.84		3.84	
	135.5" WB				6.20					
	159.5", 164.5" WB				7.19					
Steering	Manual		Power		Manual		Power		Manual	
Wheels & Tires	Disc Wheels—Type		5-stud		8-stud		6-stud		8-stud	
	—rim width (in.)		6.0		6.0		6.0		6.0	
	—rim width (in.)				8.25		6.75, 8.25		6.0	
	Regular Cab Tubeless Tires—sizes		G78-15B		H78-15B		8.75-16.5 C		8.75-16.5 D	
	—sizes		L78-15B		8.75-16.5 D		8.75-16.5 C		8.00-16.5 D	
	—sizes				9.50-16.5D		8.75-16.5C or D		G78-15B	
	—sizes				10.00-16.5C		9.50-16.5D or E		H78-15B	
	—sizes						10.00-16.5C		8.75-16.5C	
	Crew-Cab Tubeless Tires—sizes				9.50-16.5D		9.50-16.5E			
	Tube-Type—sizes		G78-15B		7.50-16C		7.00-16C		G78-15B	
	—sizes		7.00-15C		7.50-16D		7.50-16C		7.00-15C	
	—sizes		6.50-16C		7.50-16E		7.50-16D		6.50-16C	
	—sizes						7.50-16E		7.50-16E	

Equipment shown in blue available at extra cost. †Specifications do not apply to Blazer models. *Standard on 6-cylinder models. **Standard on V8 models. †Included and available only with 350 & 454 V8 engines. †Included and available only with 6000-lb GVW. #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.

How we set out to make the '73 Chevy pickup everything you've always wanted a truck to be.

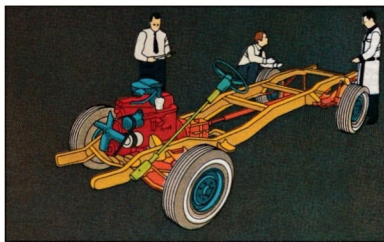
Our goal: produce an all-new truck with zero defects.

When we set out to design the 1973 Chevrolet pickup, we were determined it would not be "just another truck."

We tried to put ourselves in your shoes. To discover how you would build a truck if you could.

So we went to truck owners. Asked them what they wanted in their trucks. What they expected and didn't get.

When we finally sat down to develop preliminary designs, we had a pretty good idea of what people wanted. And we added a requirement of our own: that the new truck we design must be, as far as humanly possible, free of any defects.



Product of a multi-million-dollar development program.

Against our new truck design project we put the technological resources of Chevrolet and the General Motors Corporation. And a staff of experts unmatched in the automotive world.

Four years in the making.

We started early. Several years ago. To allow adequate time to complete a major design and engineering project such as this.

Extensive and exhausting engineering tests on all components.

Components were simulated on computers. Tested and retested. This was followed by a prototype testing. No effort was spared to eliminate problems before final designs were approved.

Prototypes literally crisscrossed the United States in one of the most intensive road testing and evaluation programs the truck industry has ever witnessed. To assure that already tested components worked in harmony with each other.

Thousands of miles of road testing.



When production was ready to begin, all assembly plants had been thoroughly trained in a new quality control program. Major steps were taken to assure absolute fidelity to quality standards at every step during production.

Produced under strict new quality control program.

Dealers were specially trained to handle customer service problems with dispatch. Our goal: total customer satisfaction.

Even a new dealer service program was instituted.

We think we've accomplished what we set out to do: build the kind of truck you want. A truck that rides and handles better than any truck before. A truck that will give you the kind of gut feeling that it's the best-designed, best-built truck anywhere.

Result: what we think is the kind of truck you've been looking for.

