

Presenting the New '64 **CHEVROLET** *Personal Pickup*
El Camino!



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CHEVROLET'S NEW PERSONAL PICKUP MAKES ITS DEBUT
NOTHING SO USEFUL EVER LOOKED SO GOOD!

Beauty and utility are one in the all-new Chevrolet El Camino—new glamor leader of the light-duty set. Here's a real sweetheart, ready for carefree fun, runs anywhere and, at the same time, willing, able and eager to tackle your light hauling chores.

Sleek, low lines and a luxuriously trimmed driver-passenger compartment—plus road-levelling Full Coil Spring ride and spirited performance—add up to an all-purpose package without peer. For the sportsman, salesman, gentleman farmer, construction boss or you name it, it's a sharp new way to get around and still deliver the goods. Inside, there's the look and feel of high-style luxury. Underhood, you can choose the thrill of a spirited six or the surge of a high-performance V8... teamed with a choice of transmissions that even include a 4-speed floor-shift.

Take our word for it—this is one you're going to like!



You can believe your eyes . . . and you can get izzling

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Custom El Camino (below)—Smartly styled sixes and V8's with extra touches of elegance everywhere—decoratively trimmed hubcaps, adding emphasis to the low-sleek El Camino lines—luxury interiors loaded with extra appearance, comfort and convenience features.



Standard El Camino (left)—Both six-cylinder and V8 models with full choice of power train options—grille, bumpers, hubcaps and other trim accents its gleaming bright metal—all-steel double-walled pickup box and easy-to-clean all-vinyl interiors.



You can believe your eyes . . . and you can get sizzling V8 power, 4-speed floor shift, bucket seats, carpeting . . . the works!

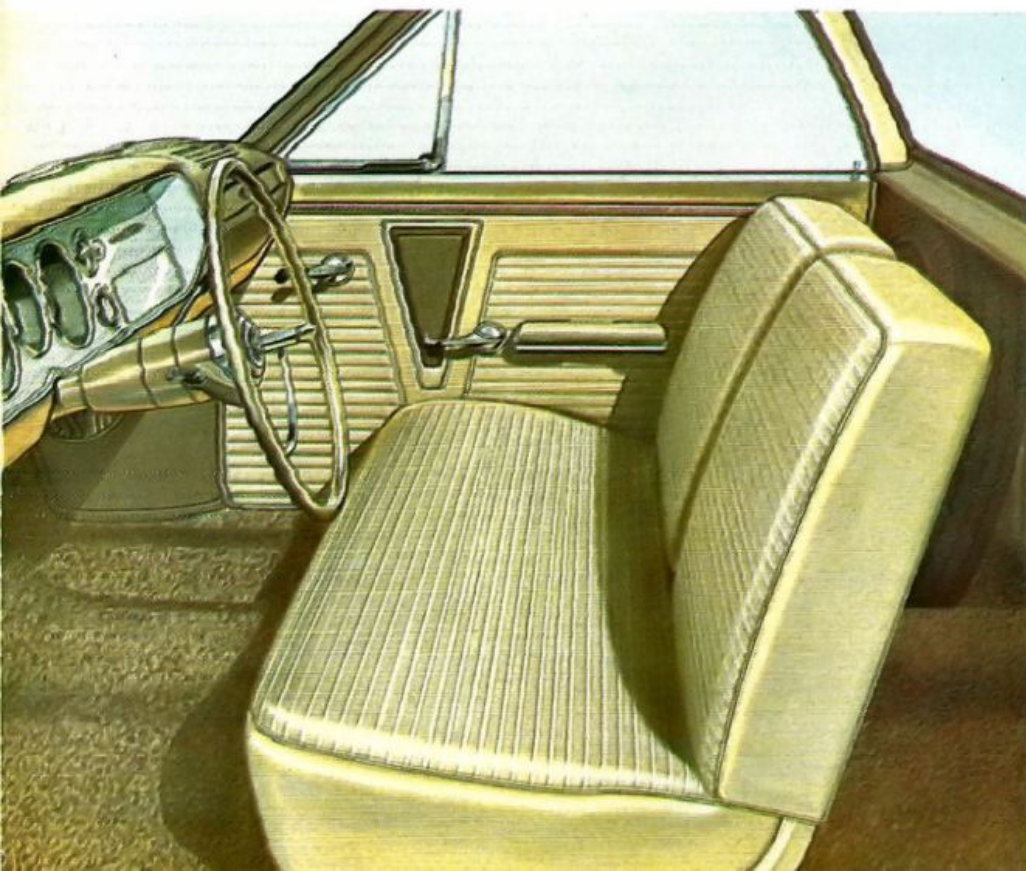


Custom El Camino interior—last word in fine-car luxury with rich nylon cloth and vinyl seats, deep-pile carpeting, and special vinyl sidewall trim and headlining. Standard extras include bright metal seat end moldings, dual armrests and sunshades, de luxe steering wheel, cigar lighter, electric clock, glove box light and door pillar dome light switches. Individual bucket seats in leather-grain vinyl trim are available as an extra-cost option.



Bucket seats available at extra cost for Custom models

Standard El Camino interiors feature good-looking, durable all-vinyl upholstery in three color schemes keyed to body color. Color-keyed steering wheels and long-wearing vinyl-rubber floor mats, spatter patterned in matching color, are included. Standard comfort and convenience features include dual armrests and sunshades, horn ring, cigar lighter and door pillar dome light switches.



Engines



Standard power for all 6-cylinder El Camino models is the spirited Hi-Thrift 194 Six, developing 120 horsepower and 177 ft.-lbs. of torque. Compression ratio is 8.5 to 1 for top efficiency with regular-grade fuel. For even greater six-cylinder performance, the 155-horsepower Turbo-Thrift 230 Six with special camshaft is available at extra cost.



V8 El Camino models are powered by the Turbo-Fire 283 with the extra snap of 195 horsepower and 285 ft.-lbs. of torque. Short-stroke valve-in-head design and a 9.25 to 1 compression ratio deliver the extra high-performance punch that Chevrolet's famous for. Optional at extra cost is the 220-horsepower Turbo-Fire V8 with four-barrel carburetion and dual exhaust.

Performance Options

4-Speed Synchro-Mesh transmission—Available at extra cost in V8 El Camino models for top performance over an extra-wide speed range—all speeds fully synchronized for smooth, clash-free shifts every time.

Powerglide transmission—Fully automatic driving ease, teaming the smooth versatility of a torque converter with a 2-speed automatic gear train—available at extra cost for all El Camino models.

Positraction rear axle—Extra traction for the sticky spots off the beaten track—Positraction delivers the bulk of the power to the wheel with the better grip—available at extra cost for all El Camino models.



El Camino Specifications

STANDARD EQUIPMENT

AXLE, REAR: Ratio 3.36 (Six-cyl. engine), 3.08 (V8 engine); capacity 2,700 lbs

BRAKES: Hydraulic self-adjusting; front $9\frac{1}{2}$ " x $2\frac{1}{2}$ ", rear $9\frac{1}{2}$ " x 2"; total lining area 172.7 sq. in.

CLUTCH: $9\frac{1}{8}$ " diameter (Six-cylinder engine), 10" diameter (V8 engine)

DIRECTION SIGNALS: Front and rear

ENGINE: 120-hp Hi-Thrift 194 Six (Series 5380 and 5580); 195-hp Turbo-Fire 283 V8 (Series 5480 and 5680)

GENERATOR: 37-amp Delcotron

SPRINGS: Coil, front and rear

STEERING: Ball gear, ratio 26 to 1

TIRES: Five tubeless 7.00-14/2 ply (4PR)

TRANSMISSION: 3-Speed Synchro-Mesh

WINDSHIELD WIPERS: Dual electric; single speed

OPTIONAL EQUIPMENT*

Air conditioning • Heavy-duty battery • Power brakes • Comfort and Convenience equipment • Engines (155-hp six; 220-hp V8) • Heavy-duty generator (Delcotron) • Soft-Ray tinted glass • Bumper guards • Padded instrument panel • Positraction rear axle • Heavy-duty radiator • Radios (manual and push-button) • Seat belts • Bucket seats (Series 5580 & 5680) • Power steering • Steering wheel (simulated walnut) • Tachometer • Transmissions (4-Speed Synchro-Mesh, Overdrive, Powerglide) • Chrome wheels • Special wheel covers • Power windows • wide choice of blackwall and whitewall tire sizes. *Extra cost

CUSTOM FEATURE ACCESSORIES

In addition to the full range of factory-installed optional equipment, there's a wide variety of personalized dealer-installed Custom Feature accessories available to custom-tailor your El Camino. Ask your dealer for full details.

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