

HERE NOW!

Tough new '63 Chevrolet Trucks

**...THE ONES THAT WHIPPED THE BAJA RUN...
TOUGHEST UNDER THE SUN...TO SHOW THE WORTH
OF NEW ENGINES, FRAMES AND SUSPENSIONS!**



Millions of years ago nature fashioned a proving ground for trucks that man can never duplicate. Today it is known as the Baja (bah hah) California Peninsula, Mexico.

If you think you build a tough truck, this is the place to find out.

From Tijuana to Cabo San Lucas at the lower tip is a thousand miles of trail that defies description and also anyone who challenges it, every foot of the way. *This road bears no resemblance to the modern highways on the Mexican mainland.*

You carry all fuel, water, wood, other supplies. There are no corner supermarkets.

These pictures give you only a bare idea of the place. The road is fine for 140 miles below the U.S. border.

Then the beating begins. Rocks, ruts, washboard and wash-out punch, jab and jerk the trucks from stem to stern. Worse than corduroy, or driving along railway ties!

Loose sand makes them struggle and strain.

Dust chokes them. Heat roasts them.

Rivers drench them.

The Baja Run took this Chevrolet truck caravan 17 days to go the 1,066 miles. Hours and hours were spent in low gear. The most distance ground out in any one day was 200 miles in 19 hours; the least was 32 miles in 9 hours. Highest temperature encountered was 122 degrees F. at Dry Lake.

The Chevrolet caravan was made up of a Carryall, a 1/2-ton pickup with new 230-cu.-in. 6-cylinder engine, a 3/4-ton pick-up with new 292-cu.-in. *6-cylinder engine, a medium-duty unit with refrigerated van, a medium-duty diesel tanker, and a heavy-duty tandem.

All the trucks performed magnificently. Not one was forced to drop out because of mechanical difficulty. Each day's run was finished on schedule.

Trucks that can take this kind of beating can take on your toughest truck jobs. See these tough quality-built '63 Chevrolet trucks with all their new improvements at your Chevrolet dealer's.

*Optional at extra cost



Sometimes the caravan crept along for hours in low gear. There was no traffic — just an occasional traveller on burro or horseback. It's that kind of route. It took 17 days to go 1,066 miles!



When you came to a river, you got wet. This Baja river bottom was covered with rocks, as was most of the road. What a test for '63 light- and heavy-duty suspensions.



Tight squeezes for the medium- and heavy-duty units in this narrow gorge. Their new narrower front ends certainly paid off here (7 inches slimmer). Users who operate in close quarters will like this new '63 feature.



The new ladder-type frames on all models took severe punishment from this terrain (as did all components). Shown is the 3/4-ton pickup with new 292-cu.-in. *6-cylinder engine.



Temperatures as high as 122 degrees F. burned the land in the desert area around Dry Lake — one more ordeal any truck that goes to Baja has to shrug off.



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