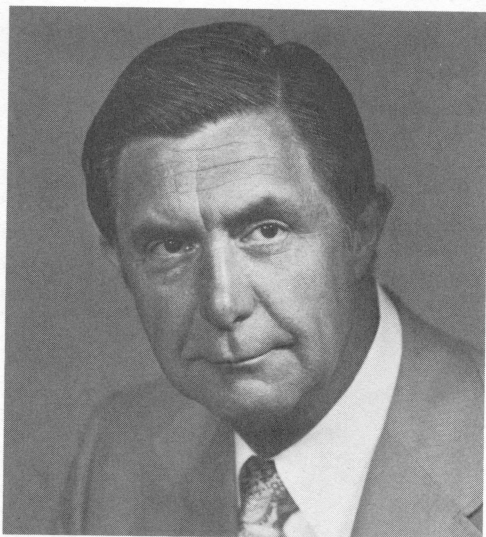


**1977**  
**CHEVROLET**  
**TRUCK**  
**VALUES**



**THE CHEVROLET**  
**PRODUCTIVITY NETWORK**



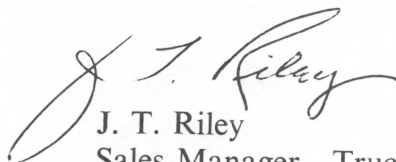
## INTRODUCTION . . .

Over the years Chevrolet trucks have earned a reputation for value and economy. That's no accident. It's the way we planned it when we started building trucks more than 50 years ago. We are committed to those same product concepts today.

You'll read all about Chevy truck values for 1977 on the following pages. As you do, you'll discover many changes we've made towards more efficient vehicle operation and more customer satisfaction with our products. For instance, some suspensions have been revised for improved ride. We're offering some entirely new models and options in response to the demands of the marketplace.

This 1977 Truck Values Book contains a wealth of information on Chevrolet trucks—from light duty through medium duty models. In these pages you will find the basic ingredient for truck sales success: Product knowledge. That is your key to successful truck selling and complete 1977 truck product training.

Did you know that 96% of all the Chevrolet trucks registered in the last 10 years are still in operation?\* That's one of the reasons that customers keep coming back to Chevrolet dealers over and over again. It's also the reason that we say "Chevy Trucks—Built To Stay Tough."

  
J. T. Riley  
Sales Manager—Trucks

\*Source—R. L. Polk Co. 7/1/75

THE CHEVROLET  
PRODUCTIVITY NETWORK

# 1977 Chevrolet Truck Values Book



Enclosed are the pages for your 1977 Chevrolet Truck Values Book. Insert into your Truck Values Binder. Retain this contents page for easy and convenient reference.

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Pages .....	To be furnished at a later date

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All specifications contained herein are based on the latest product information available at the time of publication approval. Chevrolet reserves the right to discontinue or change at any time, without notice, any prices, colors, parts, materials, optional equipment, accessories, special equipment, specifications and /or body types or models. Litho in U.S.A. August, 1976.

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**General Motors Corporation**  
**Detroit, Michigan 48202**