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› 1968 Chevrolet Suburbans & Panel Trucks Sales Brochure Manual

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A Guide to Understanding Your Historic Dealership Sales Brochure

INTRODUCTION TO THE BROCHURE

This document serves as a guide to the 1968 Chevrolet Suburbans & Panel Trucks dealership sales brochure. The original brochure is a historical advertisement designed to showcase the features and specifications of the 1968 Chevrolet Suburban and Panel Truck models. It provides a comprehensive overview of the vehicles as they were presented to potential buyers during that period.

The brochure includes detailed information on various aspects of the vehicles, such as available models, options, color schemes, engine types, frame designs, transmission choices, axle configurations, special features, and technical specifications. This manual will assist in navigating and understanding the content presented within the original sales material.

UNDERSTANDING THE BROCHURE LAYOUT

The 1968 Chevrolet Suburban and Panel Trucks sales brochure is designed as an 8 1/2 x 11 inch document that unfolds to reveal five full-color pages. This fold-out format allows for a broad presentation of vehicle imagery and textual details.

- **Front Cover:** Typically features a prominent image of the vehicles, the Chevrolet logo, and the model year.
- **Interior Pages:** These pages, revealed upon unfolding, display various models, interior and exterior features, and detailed descriptions.
- **Back Cover:** May contain additional specifications, dealer information, or a summary of key selling points.

Review each panel carefully to ensure all presented information is observed. The full-color illustrations are integral to understanding the aesthetic and design elements of the 1968 models.



This image displays the front cover of the original 1968 Chevrolet dealership sales brochure for Suburbans and Panel Trucks. It features a full-color depiction of the vehicles, highlighting the aesthetic and design of the era.

INTERPRETING VEHICLE INFORMATION

The brochure is structured to provide specific details about the 1968 Chevrolet Suburban and Panel Trucks. To effectively interpret the information, consider the following:

- **Model Identification:** Locate sections detailing different models, including 2WD and 4WD variants. Pay attention to model names and distinguishing features.
- **Options and Features:** The brochure highlights various optional equipment and standard features. These are often presented with accompanying images or bulleted lists.
- **Technical Specifications:** Look for dedicated sections or tables that list engine types, horsepower, transmission options (manual/automatic), axle ratios, and frame constructions.
- **Color and Trim:** Visual representations and descriptions of available exterior colors and interior trim options are typically included.

Note that the information reflects the offerings and terminology of 1968. Some terms or technologies may differ from modern vehicle descriptions.

PRESERVING YOUR BROCHURE

As a historical document, proper care and storage are essential to maintain the condition of the 1968 Chevrolet sales brochure.

- **Handling:** Handle the brochure with clean, dry hands to prevent oils and dirt from transferring to the paper. Avoid creasing or folding pages unnecessarily.
- **Storage:** Store the brochure flat in a cool, dry place away from direct sunlight, which can cause fading. Archival-quality sleeves or folders are recommended to protect against dust and environmental damage.

- **Environment:** Avoid storing in areas with high humidity or extreme temperature fluctuations, as these can lead to paper degradation, mold, or warping.

CLARIFYING INFORMATION

While the brochure provides a detailed overview, specific technical details or historical context may require further research. If any information within the brochure appears unclear or requires additional context:

- **Consult Historical Resources:** Refer to other period-specific Chevrolet documentation, such as owner's manuals, service manuals, or automotive history books from 1968.
- **Automotive Enthusiast Communities:** Online forums and communities dedicated to classic Chevrolet vehicles can be valuable resources for clarifying details or discussing specific models.
- **Expert Consultation:** For highly specific or technical inquiries, consider consulting with automotive historians or specialists in vintage Chevrolet vehicles.

VEHICLE SPECIFICATIONS OVERVIEW

The sales brochure details various specifications for the 1968 Chevrolet Suburban and Panel Trucks. Key areas of specification coverage include:

- **Models:** Information on available Suburban and Panel Truck body styles, including 2-wheel drive (2WD) and 4-wheel drive (4WD) configurations.
- **Engine Options:** Details on the range of engines offered, including their displacement and performance characteristics.
- **Transmissions:** Descriptions of available manual and automatic transmission systems.
- **Axles:** Information regarding front and rear axle types and ratios.
- **Frames:** Overview of the chassis and frame construction.
- **Special Features:** Highlights of unique design elements, comfort features, and utility options.
- **Dimensions:** While not explicitly stated in the provided description, sales brochures typically include key dimensions such as wheelbase, length, and width.

Refer directly to the brochure for precise figures and visual representations of these specifications.

WARRANTY AND SUPPORT INFORMATION

This document is a guide to a historical sales brochure. As such, it does not pertain to a currently manufactured product. Therefore, there is no warranty or direct product support available for the 1968 Chevrolet Suburban and Panel Trucks through this brochure or its guide.

For information regarding the original manufacturer's warranty or support for these vehicles when they were new, one would need to consult historical Chevrolet documentation from the 1968 period.

Ask a question about this manual

Ask about setup, troubleshooting, compatibility, parts, safety, or missing instructions. Manuals+ will review the question and use this page's manual context to help answer it.

Name

Anonymous

Email

you@example.com

After a successful submission, we securely hash the supplied account or form email before sending it to Microsoft Advertising for conversion attribution. [Privacy details](#).

Question

Example: How do I reset this device or fix this error?

Details

Model number, symptoms, what you tried, or the section of the manual you are using.

Submit question