
1963 Chevrolet C10 - 1/2-Ton Pickup Custom

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Lot sold		Drive	LHD
Year of manufacture	1963	Interior colour	Beige
Gearbox	Automatic	Condition	Used
Number of seats	2	Location	
Number of doors	2	Fuel type	Petrol
Drivetrain	2wd	Exterior colour	Gold
		Car type	Custom

Description

1963 CHEVROLET C10 1/2-TON PICKUP CUSTOM

Designer: Chuck Jordan

Chassis Number: 3C154B113789

Engine: 5.0 Liter OHV "small-block" V8

Fuel Injection / 225 bhp (est.)

4-Speed Automatic Transmission

Power Assisted Four Wheel Hydraulic Disc Brakes

- Wrap-Around Style Windshield
- Redesigned EggCrate Grill and Headlight Bezels
- One of the Most Popular Pickups of the Era

The Model: In 1960, Chevrolet released its third post-war commercial lineup and these trucks carried all new series designations. By far, the most popular and civilized models were in the "C10" series designated for the ½-ton haulers. With even more design elements than the previous 1955-1959 "Task Force" generation, sharp edges were the main design theme. The belt line peaked in a wrap-around the cab line which was incorporated through the front of the hood starting with the 1962 models. Pickups were still commercial vehicle produced mainly to be used, whether on the farm, in

construction or whatever job it was called up to do, so they were rather austere when it came to exterior trim and interior comfort. To help “gussy” up these pickups a “Custom” package add some exterior bright trim with the interior treated to upgraded fabrics plus a little more insulation from noise and outside elements.

The Car: This short-bed, step side C10 has been given a full custom treatment from top to bottom. Starting with a rust-free body, a white base coat was applied with the lower panels finished in a Champagne metallic while the upper panels, are finished Firethorn Red Pearl. The chassis was completely rebuilt installing a full air-suspension setup, complete disc-brake system then mounting factory 19” alloy wheels sources from a 2012 Camaro. Once put together the truck was loaded with goodies like the Hickory wood used in the bed of the rear box, accented by the highly polished stainless steel stripes. Fresh wiring powered the new digital gauges as well as the entertainment center featuring Bluetooth 8” screen, DVD, CD and a virtual recorder with nearly 2500 songs pre-loaded. With tons more features, the consignor tells us this truck will cruise down the highway effortlessly, which is nice to know.

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