

# A NEW PROFILE FOR PROFIT

## NEW HEAVY-DUTY AUTOCAR

especially designed  
to beat today's  
cost squeeze  
on transportation  
profits.

**NEW LEAN DIMENSIONS**—Now a 90" BBC Autocar . . . excellent weight distribution . . . front axle positioned for maximum loading.

**NEW V ENGINE**—The only new truck line designed especially for the new V-engines . . . greater power, efficiency, economy.

**NEW PAYLOAD PROFITS**—Lighter chassis weights . . . weight savings without sacrificing strength or stamina . . . the result of aluminum, fiberglass and engineering skill.

**NEW ACCESSIBILITY**—Tilt forward fiberglass hood . . . easy to remove fiberglass fenders . . . reduced maintenance time.

**AUTOCAR VALUE**—Custom Engineered for the special jobs, the toughest jobs . . . with all the traditional quality that makes Autocar the "World's Finest".

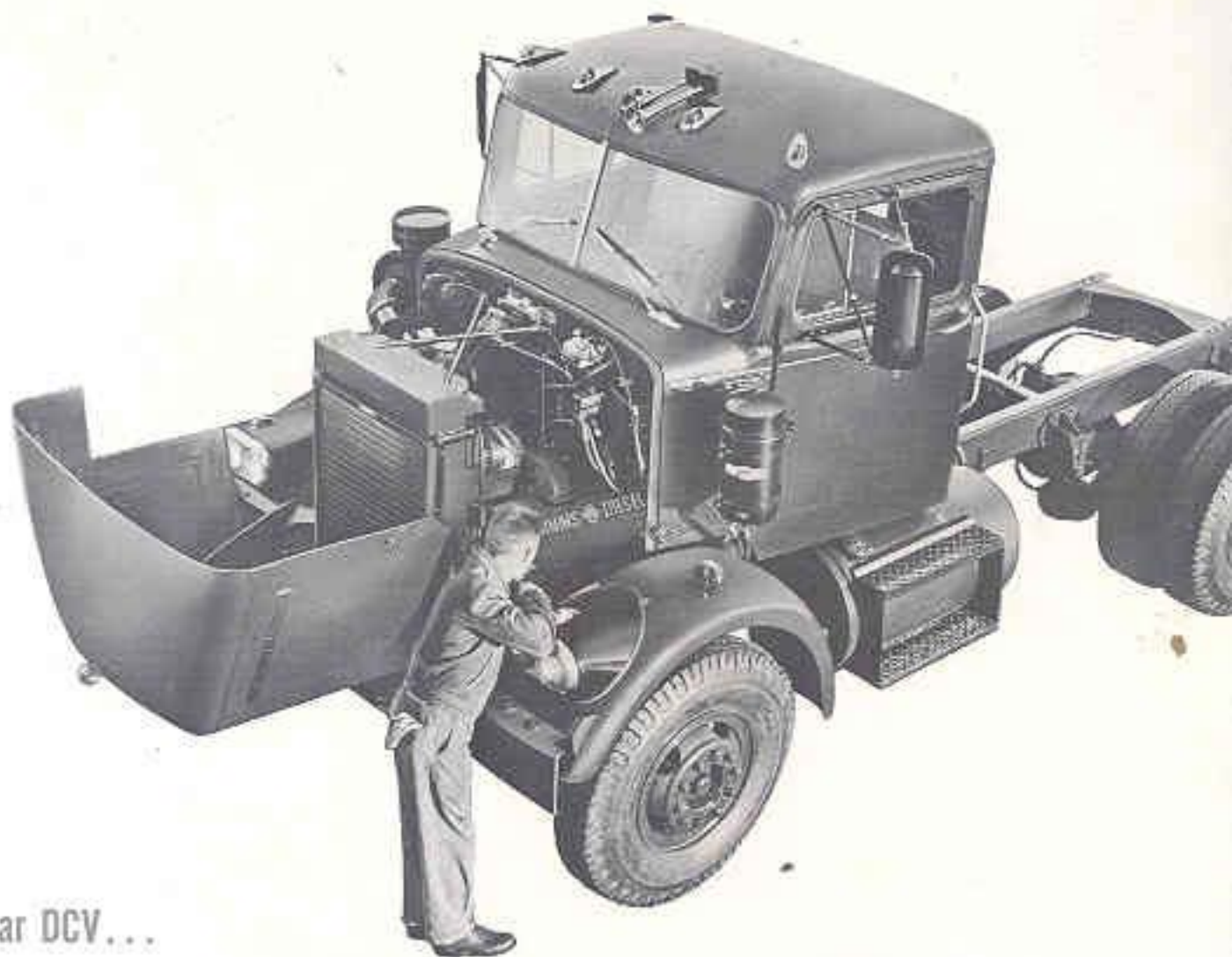


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New Autocar DCV...

## DESIGNED TO BEAT TODAY'S COST SQUEEZE ON TRANSPORTATION PROFITS.

New, one-piece fiberglass hood tilts forward 90° to provide quick, easy access to the entire engine compartment. Open the hood—thanks to lightweight fiberglass construction, it requires little effort. Everything from cowl to radiator is out in the open, ready for servicing. Even the design of the new V engines cuts maintenance time because all engine accessories are right on top between the two cylinder banks. Fenders are also fiberglass and independently mounted so that *both*

can be removed—by one man—in less than 20 minutes. One look at the DCV cab will convince you it is the famous Autocar Driver Cab—imitated many times but never equalled—surpassing all others in strength, safety and comfort.

There are many reasons why truck operators insist on an Autocar—and having bought it, are proud to own it. Your nearest White-Autocar Sales and Service center has all the facts. Get them.



DIVISION OF THE WHITE MOTOR COMPANY  
EXTON, PA.

### YOUR PROFILE FOR PROFIT

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# THE NEW DCV AUTOCAR YOUR PROFILE FOR PROFIT

new design reduces chassis weight . . . gets more payload up front



Autocar introduces the DCV series . . . up to 76,800 lbs. GCW . . . the only new heavy duty line on the market designed expressly for the new V-engines. All the weight that doesn't work is gone. And, for the first time in a modern Autocar, you get a 90" BBC dimension.

The new DCV's give you a three-way profit advantage . . . here's how.

First, the new compact V-engines are

shorter, lower and lighter than others in the same power class . . . deliver more power per pound of engine with new efficiency and fuel economy.

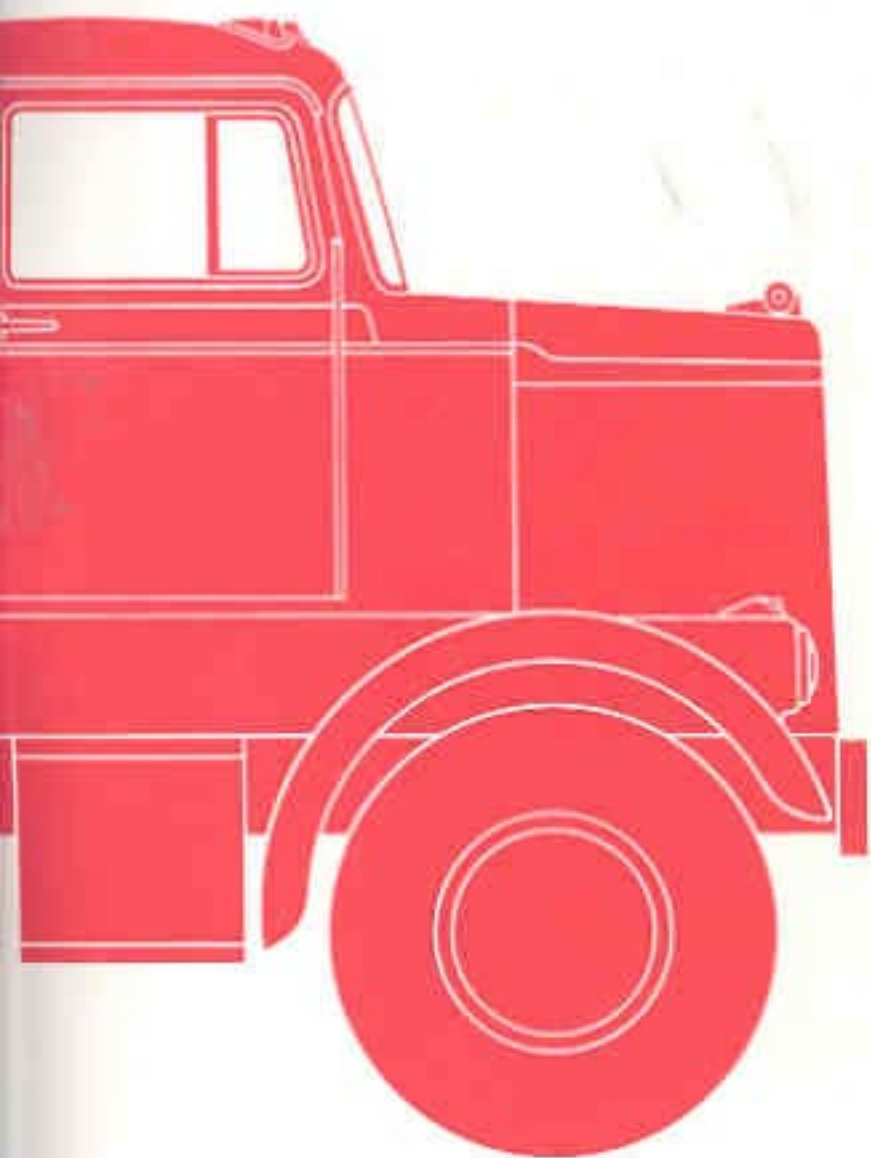
Second, the 90" BBC dimension lets you pull a 40-foot trailer in a 50-foot State. Also puts the front axle closer to the load—getting more weight up front—adding payload capacity for truck operations. And in some States it increases possible GCW's for tractor-trailers.

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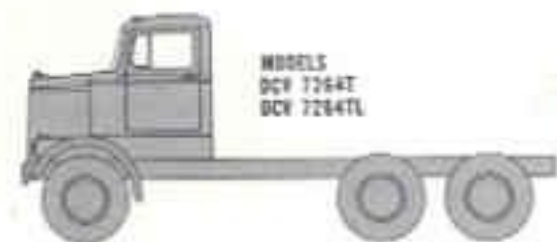


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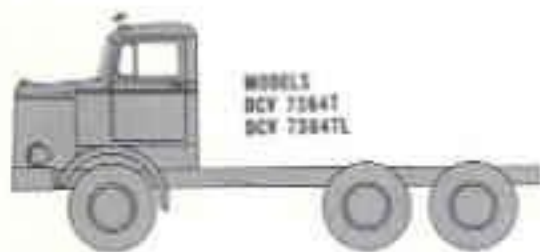




MODELS  
DCV 72T  
DCV 72TL



MODELS  
DCV 7264T  
DCV 7264TL



MODELS  
DCV 7364T  
DCV 7364TL

nt... increases dollar earnings per tractor per trip

Third, the lightweight models of the DCV Series have exceptionally low chassis weights ... the result of a single-minded determination on the part of Autocar engineers to design a vehicle that provides maximum performance and minimum weight.

And, of course you get Autocar Custom Engineering throughout the DCV line. A full range of transmission and axle combinations, along with other components, are

available. Your DCV chassis will be built to your individual operating requirements.

Autocar Quality will never change. From dynamically balanced wheel and tire assemblies to reliable nut and bolt construction, the DCV is every inch an Autocar.

The result? A new series of Autocars. New dimensions, new weight savings, new power, Traditional Autocar Quality and Custom Engineering.



**YOUR PROFILE FOR PROFIT**

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