

# GM in '63

## General Motors 1963 Passenger Car Specifications and Suggested Retail Price List

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This folder lists the body styles available in all lines of General Motors passenger cars, with suggested retail prices. It also includes principal dimensions and specifications. Passenger car prices are the manufacturer's suggested retail prices, including suggested dealer delivery and handling charge and reimbursement for Federal Excise tax. They do not include destination charges, optional equipment and accessories, or state and local taxes.

Also listed in this folder are the manufacturer's suggested retail delivered prices of some of the principal items of factory-

installed optional equipment and accessories. These prices include reimbursement for Federal Excise tax but do not include state and local taxes, if any.

Many other items of optional equipment are available on all or some models, both factory-installed and dealer-installed—for example, bucket seats, seat belts, the new Tilt-Wheel steering column and AM-FM radio. A de luxe heater is included as standard equipment in all 1963 passenger cars (except Greenbrier).

*All prices, specifications, etc., are subject to change without notice.*

**FOR ADDITIONAL INFORMATION SEE YOUR LOCAL GM DEALER**

# CHEVROLET

	Body Styles and Manufacturer's Suggested Retail Prices						Dimensions				
	Sedans		Hardtops		Convertibles	Sports Wagon	4 Dr. Station Wagons		Wheelbase	Over-all length	Over-all width
	2 DOOR	4 DOOR	2 DOOR	4 DOOR			2 SEAT	3 SEAT			
<b>CORVAIR 500</b>	\$1,992 <sup>a</sup>								108"	180"	67"
<b>CORVAIR 700</b>	2,056 <sup>a</sup>	\$2,110									
<b>CORVAIR MONZA</b>	2,272 <sup>a</sup>	2,326			\$2,481						
<b>GREENBRIER</b>						\$2,655			95"	179.7"	70"
<b>CHEVY II 100 4 CYL†</b>	2,003	2,040					\$ 2,338		110"	183 <sup>b</sup>	70.8"
<b>CHEVY II 300 4 CYL†</b>	2,084	2,121					\$2,516				
<b>CHEVY II NOVA 400 6 CYL</b>		2,235	\$ 2,262		2,472		2,494				
<b>BISCAYNE 6 CYL‡</b>	2,322	2,376					2,723		119"	210.4"	79"
<b>BEL AIR 6 CYL‡</b>	2,454	2,508					2,818	2,921			
<b>IMPALA 6 CYL‡</b>		2,661	2,667	\$2,732	2,917		2,960	3,063			
<b>CORVETTE V8 SPORTS CAR</b>			4,252			4,037			98"	175.3"	69.7"

<sup>a</sup> Coupe <sup>b</sup> Station Wagons—187.4"

† 6-cylinder models available for additional \$59

‡ 8-cylinder models available for additional \$107

## Engine Specifications, Transmissions, Optional Equipment, Accessories and Manufacturer's Suggested Retail Prices

	Horsepower	Carburetion	Displacement Cu. In.	Compression Ratio	Engine Options	Synchro-Mesh Transmission	Overdrive Transmission		Automatic Transmission	Power Steering	Power Brakes	Power Windows (4)	6-Way Power Seat	Radio (Push Button) and Antenna	Air Conditioning	
							3-Speed	4-Speed								
<b>CORVAIR <sup>a</sup></b>	Turbo-Air 145 (6 cyl) <sup>b</sup>	80 <sup>c</sup>	2-1 bbl.	145	8:1 <sup>c</sup>	X	X	\$91.50	—	\$156.60	—	—	—	—	\$56.50	\$349.70
		102	2-1 bbl.	145	9:1	\$26.90	X	91.50	—	156.60	—	—	—	—	56.50	—
<b>CHEVY II</b>	Super-Thrift 153 (4 cyl) <sup>d</sup>	90	1 bbl.	153	8.5:1	X	X	—	—	167.40	—	—	—	—	56.50	—
	Hi-Thrift 194 (6 cyl)	120	1 bbl.	194	8.5:1	X	X	—	—	167.40	\$75.35	\$43.05	—	—	56.50	317.45
<b>BISCAYNE BEL AIR AND IMPALA</b>	Turbo-Thrift 230 (6 cyl)	140	1 bbl.	230	8.5:1	X	X	—	\$107.60	188.30	75.35	43.05	\$102.25 <sup>i</sup>	\$96.85 <sup>k</sup>	56.50	363.70
	Turbo-Fire V8 283	195	2 bbl.	283	9.25:1	X	X	—	107.60	199.10						
	Turbo-Fire V8 327	250 <sup>e</sup>	4 bbl.	327	10.5:1	83.95	X	188.30	—	199.10						
	Turbo-Fire V8 409	340 <sup>f</sup>	4 bbl.	409	10:1	242.10	X	236.75 <sup>h</sup>	—	199.10						
<b>CORVETTE</b>	Corvette V8	250	4 bbl.	327	10.5:1	X	X	188.30	—	199.10	75.35	43.05	59.20 <sup>j</sup>	—	137.75 <sup>l</sup>	—
	Corvette V8	300 <sup>g</sup>	4 bbl.	327	10.5:1	53.80	X	188.30	—	199.10	75.35	43.05				
	Ramjet Fuel Injection V8	360	—	327	11.25:1	430.40	X	188.30	—	—	—	—				

<sup>a</sup> Greenbrier: 102 horsepower Turbo-Air 145 not available, manual tuning radio only—\$47.90

<sup>b</sup> Monza Spyder: 150 horsepower, **X**—STANDARD EQUIPMENT

turbo-charged—\$317.45

<sup>c</sup> 84 horsepower and 9:1 compression ratio on Monza with Powerglide transmission

<sup>d</sup> Available only in 100 and 300 series

<sup>e</sup> 300 horsepower with

modifications—\$137.75

<sup>f</sup> 400 and 425 horsepower available with engine modifications—\$320.65 and \$376.65

<sup>g</sup> 340 horsepower with 11.25:1 compression ratio—\$107.60

<sup>h</sup> Includes Tachometer

<sup>i</sup> Not available on Biscayne series

<sup>j</sup> 2 windows

<sup>k</sup> Not available on Biscayne series or with bucket seats

<sup>l</sup> Signal Seeking

# PONTIAC

	Body Styles and Manufacturer's Suggested Retail Prices							Dimensions		
	Sedans		Hardtops		Convertibles	4 Dr. Station Wagons		Wheelbase	Over-all length	Over-all width
	2 DOOR	4 DOOR	2 DOOR	4 DOOR		2 SEAT	3 SEAT			
<b>TEMPEST</b>	\$2,188 <sup>a</sup>	\$2,241			\$2,564	\$2,512		112"	194.3"	74.2"
<b>LE MANS</b>	2,418 <sup>b</sup>				2,742					
<b>CATALINA</b>	2,725	2,795	\$2,859	\$2,935	3,171	3,193	\$3,300	120" <sup>c</sup>	211.9" <sup>d</sup>	78.7"
<b>STAR CHIEF</b>		3,096		3,229				123" <sup>c</sup>	218.9" <sup>d</sup>	78.7"
<b>BONNEVILLE</b>			3,348	3,423	3,568	3,623				
<b>GRAND PRIX</b>			3,489					120"	211.9"	78.7"

<sup>a</sup> Coupe. Also available—Tempest Sports Coupe—\$2,294 <sup>b</sup> Sports Coupe  
<sup>c</sup> Station Wagons—119" <sup>d</sup> Station Wagons—212.8"

## Engine Specifications, Transmissions, Optional Equipment, Accessories and Manufacturer's Suggested Retail Prices

	Horsepower	Carburetion	Displacement Cu. In.	Compression Ratio	Engine Options	Synchro-Mesh Transmission	Automatic Transmission		Power Steering	Power Brakes	Power Windows (4)	6-Way Power Seat <sup>d</sup>	Radio (Push Button) and Antenna	Air Conditioning	
							3-Speed	4-Speed							
<b>TEMPEST</b> <b>LE MANS</b>	4 Cylinder	115	1 bbl.	194.5	8.6:1	X	X	\$172.80	\$189.00	\$75.32	—	—	—	\$62.41	\$318.60
		120 <sup>a</sup>	1 bbl.	194.5	10.25:1	X	X	172.80	189.00						
		166	4 bbl.	194.5	10.25:1	\$ 38.74	X	172.80	189.00						
	V8	260	2 bbl.	326	10.25:1	167.40	X	—	189.00						
<b>CATALINA</b> <b>STAR CHIEF</b>	Trophy V8 <sup>†</sup>	215	2 bbl.	389	8.6:1	X	X	231.34	—	107.50	\$43.00	\$106.25	\$96.84	88.77	430.40
		267 <sup>b</sup>	2 bbl.	389	10.25:1	X	—	—	231.34						
<b>BONNEVILLE</b>	Trophy V8 <sup>†</sup>	235	4 bbl.	389	8.6:1	X <sup>c</sup>	X	231.34	—						
		303	4 bbl.	389	10.25:1	X <sup>c</sup>	—	—	231.34						
<b>GRAND PRIX</b>	Trophy V8 <sup>†</sup>	303	4 bbl.	389	10.25:1	X	X	231.34	231.34						

<sup>a</sup> 140 horsepower with automatic transmission  
<sup>c</sup> Available on Catalina and Star Chief—\$35.40

<sup>b</sup> 283 horsepower on Star Chief  
<sup>d</sup> 4-way only available with bucket seats.

<sup>†</sup> Higher horsepowers available with engine and carburetor modifications

**X—STANDARD EQUIPMENT**

# OLDSMOBILE

	Body Styles and Manufacturer's Suggested Retail Prices							Dimensions		
	Sedans		Hardtops		Convertibles	4 Dr. Station Wagons		Wheelbase	Over-all length	Over-all width
	2 DOOR	4 DOOR	2 DOOR	4 DOOR		2 SEAT	3 SEAT			
<b>F-85</b>	\$2,403 <sup>a</sup>	\$2,457 <sup>b</sup>				\$2,754 <sup>b</sup>		112"	192.2"	73.7"
<b>CUTLASS</b>	2,694 <sup>a</sup>				\$2,971					
<b>JETFIRE</b>			\$3,048							
<b>DYNAMIC 88</b>		2,995	3,052	\$3,130	3,379	3,459	\$3,566	123"	214.4"	78"
<b>SUPER 88</b>		3,246	3,408	3,473		3,748				
<b>NINETY-EIGHT</b>		3,982	4,178 <sup>c</sup>	4,254 <sup>d</sup>	4,457			126"	221.5"	78"
<b>STARFIRE</b>			4,129		4,742			123"	214.4"	78"

<sup>a</sup> Coupe      <sup>b</sup> Standard model. Deluxe model—additional—\$135.00  
<sup>c</sup> Holiday Sports Coupe. Also available Custom Sports Coupe—\$4,381.  
<sup>d</sup> Holiday Sport Sedan (4-window). Also available Luxury Sedan (6 window)—\$4,332.

## Engine Specifications, Transmissions, Optional Equipment, Accessories and Manufacturer's Suggested Retail Prices

	Horsepower	Carburetion	Displacement Cu. In.	Compression Ratio	Engine Options	Transmission	Synchro-Mesh		Automatic Transmission	Power Steering	Power Brakes	Power Windows (4)	6-Way Power Seat	Radio (Push Button) and Antenna	Air Conditioning	
							3-Speed	4-Speed								
<b>F-85</b>	Rockette V8	155	2 bbl.	215	8.75:1	X	X	X	\$199.80	\$189.00	\$86.08	\$42.50	—	—	\$65.64	\$378.00
<b>CUTLASS</b>	Cutlass V8	185 <sup>a</sup>	4 bbl.	215	10.25:1	X	X	X	199.80	189.00	86.08	42.50	\$102.22	—	65.64	378.00
<b>JETFIRE</b>	Turbo-Rocket V8	215	Turbo-charged	215	10.25:1	X	X	199.80	189.00							
<b>DYNAMIC 88</b>	Rocket V8	280	2 bbl.	394	10.25:1	X	X	—	231.34	107.50	43.00	106.25	\$96.84	88.77	430.40	
<b>SUPER 88</b>	Skyrocket V8	330	4 bbl.	394	10.25:1	X	X	—	231.34							
<b>NINETY-EIGHT</b>	Skyrocket V8	330 <sup>b</sup>	4 bbl.	394	10.25:1	X	—	—	X	X	X	X <sup>c</sup>	68.86 <sup>e</sup>	88.77	430.40	
<b>STARFIRE</b>	Starfire V8	345	4 bbl.	394	10.5:1	X	—	—	X	X	X	X <sup>d</sup>	— <sup>f</sup>	88.77	430.40	

<sup>a</sup> 195 horsepower and 10.75:1 compression ratio with automatic transmission      <sup>b</sup> 345 horsepower and 10.5:1 compression ratio on Custom Sports Coupe      <sup>c</sup> Optional on 4-door Sedan—\$106.25      <sup>d</sup> Optional on Starfire Hardtop—\$106.25      <sup>e</sup> 2-way power seat standard on all 98 models except 4-Door Sedan—6-way seat on this model—\$96.84      <sup>f</sup> 2-way power seat standard on Convertible and optional on 2-Door Hardtop—\$27.98

**X—STANDARD EQUIPMENT**

# BUICK

	Body Styles and Manufacturer's Suggested Retail Prices							Dimensions		
	Sedans		Hardtops		Convertibles	4 Dr. Station Wagons		Wheelbase	Over-all length	Over-all width
	2 DOOR	4 DOOR	2 DOOR <sup>c</sup>	4 DOOR		2 SEAT	3 SEAT			
<b>SPECIAL</b>	\$2,309 <sup>a</sup>	\$2,363			\$2,591	\$2,659	\$2,740	112"	192.1"	70.2"
<b>SPECIAL DE LUXE</b>		2,592 <sup>b</sup>				2,889 <sup>b</sup>				
<b>SKYLARK</b>			\$2,857		3,011					
<b>LE SABRE</b>	2,869	3,004	3,070	\$3,146	3,339	3,526 <sup>f</sup>	3,606 <sup>f</sup>	123"	215.7"	78"
<b>INVICTA</b>						3,969 <sup>f</sup>				
<b>WILDCAT</b>			3,849	3,871	3,961					
<b>ELECTRA 225</b>		4,051	4,062	4,186 <sup>e</sup>	4,365			126"	221.7"	78"
<b>RIVIERA</b>			4,333 <sup>d</sup>					117"	208"	76.6"

<sup>a</sup> Coupe <sup>b</sup> Models available with V6 Engine 4-Door Sedan—\$2,521, 4-Door Station Wagon 2 seat—\$2,818 <sup>c</sup> Sport Coupe <sup>d</sup> Personalized Custom Sport Coupe  
<sup>e</sup> Also available Pillarless Sedan (6 window)—\$4,254 <sup>f</sup> Estate Wagon

## Engine Specifications, Transmissions, Optional Equipment, Accessories and Manufacturer's Suggested Retail Prices

	Horsepower	Carburetion	Displacement Cu. In.	Compression Ratio	Engine Options	Transmission	Synchro-Mesh	Automatic Transmission		Power Steering	Power Brakes	Power Windows (4)	6-Way Power Seat <sup>h</sup>	Radio (Push Button) and Antenna	Air Conditioning	
								3-Speed	4-Speed							
<b>SPECIAL</b>	Fireball V6	135	2 bbl.	198	8.8:1	X <sup>a</sup>										
<b>SPECIAL DE LUXE</b>	Fireball Aluminum V8	155	2 bbl.	215	9:1	X <sup>b</sup>	X	\$199.80	\$189.00	\$86.08	\$42.50	—	—	\$65.64	\$351.00	
<b>SKYLARK</b>	Skylark Aluminum V8	200	4 bbl.	215	11:1	X <sup>c</sup>	X	199.80	189.00	86.08	42.50	\$102.22	—	65.64	351.00	
<b>LE SABRE</b>	Wildcat 375 V8	265	2 bbl.	401	9:1	X										
	Wildcat 410 V8	280	2 bbl.	401	10.25:1	X	X	263.38	231.13	107.50	43.00	107.50 <sup>f</sup>	\$96.75 <sup>f</sup>	90.30	430.00	
	Wildcat 445 V8	325	4 bbl.	401	10.25:1	\$21.50 <sup>d</sup>										
<b>INVICTA WILDCAT</b>	Wildcat 445 V8	325	4 bbl.	401	10.25:1	X	—	32.25	X	107.50	43.00	107.50	96.75	90.30	430.00	
<b>ELECTRA 225</b>	Wildcat 445 V8	325	4 bbl.	401	10.25:1	X	—	—	X	X	X	107.50 <sup>g</sup>	96.75 <sup>i</sup>	90.30	430.00	
<b>RIVIERA</b>	Wildcat 445 V8	325	4 bbl.	401	10.25:1	X	—	—	X	X	X	107.50	—	90.30	430.00	

<sup>a</sup> Also available on Special De Luxe as a Model <sup>b</sup> Also available on Special—\$118.36 <sup>c</sup> Also available on Special—\$166.78 and **X—STANDARD EQUIPMENT**  
Special De Luxe—\$49.50 <sup>d</sup> Not available with 3-speed transmission <sup>e</sup> Not available with Synchro-Mesh transmission or V6 with air conditioner <sup>f</sup> Not available on 2-Door Sedan <sup>g</sup> Standard on Convertible <sup>h</sup> 4-way available with bucket seats <sup>i</sup> 2-way power seat is standard on Convertible—6-way seat on this model—\$68.80

# CADILLAC

	Body Styles and Manufacturer's Suggested Retail Prices					Dimensions		
	Hardtops		Convertibles	9 Passenger		Wheelbase	Over-all length	Over-all width
	2 DOOR	4 DOOR		SEDAN	LIMOUSINE			
<b>SIXTY-TWO</b>	\$5,026	\$5,214 <sup>a</sup>	\$5,590			129.5"	223"	79.7"
<b>COUPE DE VILLE</b>	5,386							
<b>SEDAN DE VILLE</b>		5,633 <sup>b</sup>						
<b>SIXTY SPECIAL</b>		6,366						
<b>ELDORADO BIARRITZ</b>			6,608					
<b>SEVENTY-FIVE</b>				\$9,724	\$9,939	149.8"	243.3"	79.9"

<sup>a</sup> Available in 4- and 6-window models

<sup>b</sup> Available in 4- and 6-window models and 4-window 215-inch model

## Engine Specifications, Transmissions, Optional Equipment, Accessories and Manufacturer's Suggested Retail Prices

	Horsepower	Carburetion	Displacement Cu. In.	Compression Ratio	Automatic Transmission	Power Steering	Power Brakes	Power Windows (4)	2-Way Power Seat	6-Way Power Seat	Radio (Push button) and Antennae	Air Conditioning		
<b>SIXTY-TWO</b>	V8		325	4 bbl.	390	10.5:1	X	X	X	\$118.45 <sup>a</sup>	— <sup>a</sup>	\$113.05 <sup>c</sup>	\$164.60	\$473.60
<b>COUPE DE VILLE SEDAN DE VILLE SIXTY SPECIAL</b>	V8		325	4 bbl.	390	10.5:1	X	X	X	X	X	85.05	164.60	473.60
<b>ELDORADO BIARRITZ</b>	V8		325	4 bbl.	390	10.5:1	X	X	X	X	X <sup>b</sup>	X	164.60	473.60
<b>SEVENTY-FIVE</b>	V8		325	4 bbl.	390	10.5:1	X	X	X	X	X	—	246.60 <sup>e</sup>	623.70 <sup>f</sup>

<sup>a</sup> Standard on Convertible

<sup>c</sup> On Convertible—\$85.05

<sup>e</sup> Includes rear seat controls

<sup>b</sup> With bucket seat option Passenger seat is 2-way, Driver's seat is 4-way tilt

<sup>d</sup> Signal Seeking including rear seat speaker

<sup>f</sup> Includes rear seat unit and controls

**X—STANDARD EQUIPMENT**