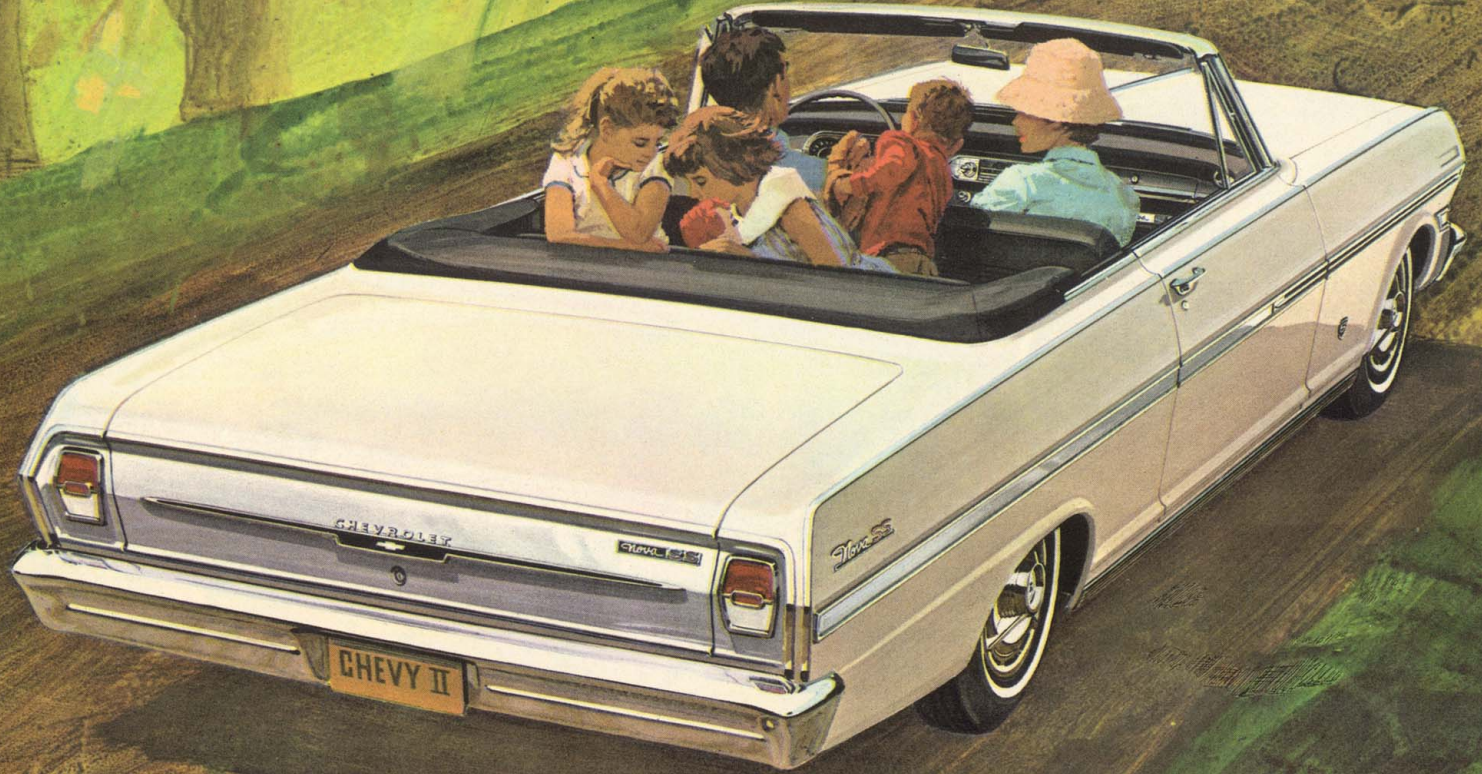




CHEVY II FOR 1963



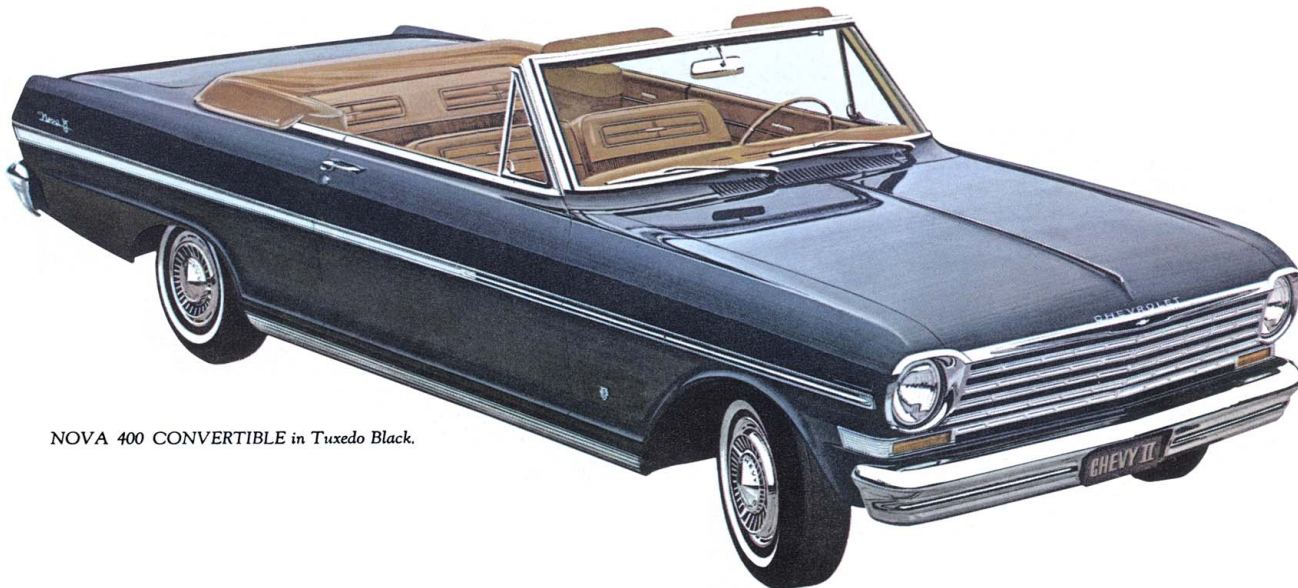
Fresh, fashionable . . . carefree, too

NEW CHEVY II

Just one year new and Chevy II is already stepping out from the crowd in popularity. No wonder. This car is all Chevrolet, embraces all of the things people look for in a fine car at a low price. And now good new things have happened to Chevy II for 1963 to add even more value to ownership, more pleasure for every member of the family. **SHAPED IN A MODERN MODE** Starting with its bold new aluminum grille, the 1963 Chevy II adds a husky new look to its trim design. Inside, a new smartly styled instrument cluster heads up the cleanly restyled interior appointments. Family-size roominess still abounds. Yet the new Chevy II has lost none of its easy handling size on the outside. Nor any of its sound build. Every detail of construction reflects the care and workmanship of Body by Fisher and Chevrolet's integral body-and-frame design. **FUN TO HANDLE** Your first turn at the wheel will give you a pretty good idea of the pleasure ahead in a new Chevy II. On the open road or in city going, you get pleasing performance with either engine, the 4-cylinder Super-Thrift 153 or the 6-cylinder Hi-Thrift 194. Tight handling characteristics let you be boss, too. Steering's easy and accurate for effortless parking and true tracking on the road. Whichever model you choose, you're in for relaxed driving at the helm of a new Chevy II. **LESS WEAR AND CARE** There's more than meets the eye to the new Chevy II. A whole batch of new features have been designed-in to add durability and reduce maintenance requirements. Benefits like new self-adjusting brakes, new battery-saving Delcotron electrical source, new extended-life exhaust system and a new kind of ventilating system that helps remove corrosive elements from lower body panels. **HIGH VALUE AT A LIKEABLE LOW PRICE** Wherever you look, however closely you examine the '63 Chevy II, you'll see more evidence of Chevrolet's traditional quality. Quality that means value from purchase time to trade-in time. This goes for every smart model, all ten of them. Just another good reason to go Chevy II for '63—it's exciting!

Shown on front cover: NOVA 400 SPORT COUPE in Monaco Blue.

Shown at left: NOVA 400 SUPER SPORT CONVERTIBLE in Ermine White.



NOVA 400 CONVERTIBLE in Tuxedo Black.



SUPER SPORT VERSION* wears Nova 400 glamor with a sports car flourish in SS Convertible or Sport Coupe. Bright silver stripe molding on side panels, a silver color rear cove area plus added touches distinguish Nova SS. Powered with Chevy II's refined 120-hp 6, one of the most respected engines in motordom. Equipment on the sports side includes front bucket seats with all-vinyl trim; functional instrumentation featuring oil pressure, temperature, ammeter and fuel gauges; electric clock; handsome SS nameplate on glove box; special sports-styled wheel discs. 14" wheels required. Color-keyed interiors include black. Plus all of Nova's prestige list of standard luxuries. To top it off, you'll find the price very sporting to your pocketbook.

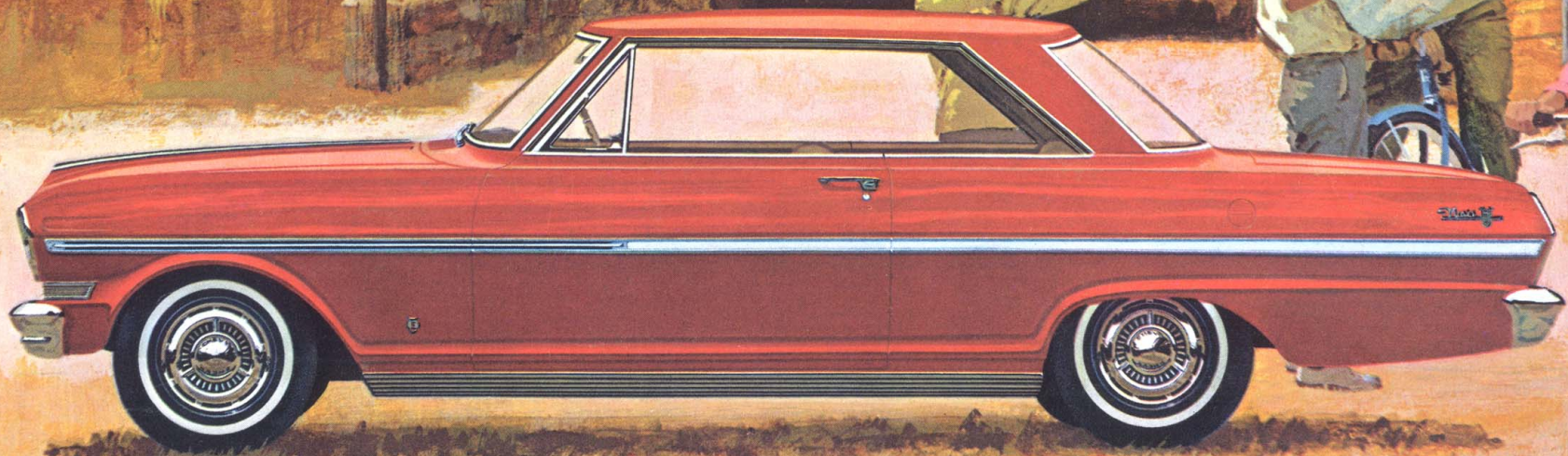
*Optional at extra cost



NOVA 400

CHEVY II'S SMART-STEPPING PRESTIGE LEADER For all its modest price, Nova's luxury says "fine car" in any company. Appointments are new, inside and out. A new, wider side molding enhances the 1963 Nova exterior, accents Nova's length and low height. Every color, every fabric is designed with a decorator's care. Fully carpeted floors for '63 put new luxury underfoot. And for the ultimate in restful ride, both front and rear seats provide foam-cushioned comfort. Standard equipment follows the same de luxe pattern: padded armrests front and back, built-in rear ashtrays, automatic interior lights, key-locking lighted glove compartment, cigarette lighter, dual sun visors, electric windshield wipers and now back-up lights also. In every way, in every model—4-Door Sedan, Sport Coupe, Convertible and 4-Door 6-Passenger Station Wagon—Nova exemplifies Chevy II's finest for 1963.

NOVA 400 SPORT COUPE in Ember Red.



1960

1960

CAUTION
No Man, No Dog
No Horse

PAVING
ROADS
CONCRETE
WORK



NOVA 400

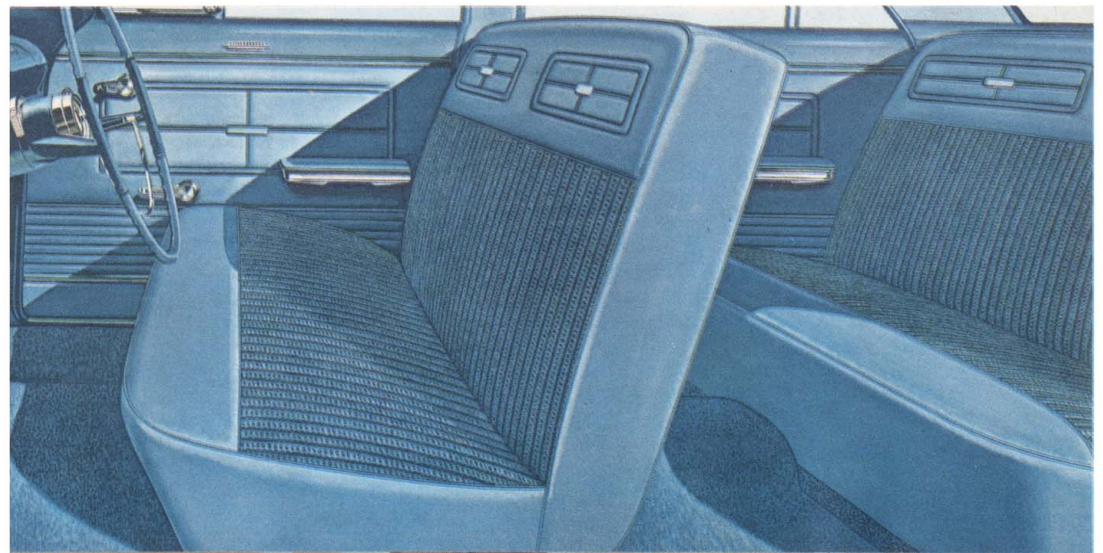
EXCITING AND ELEGANT AT AN EASY PRICE Whichever model takes your eye, a Nova 400 is the elegant car to whisk you away from everyday cares. Car wear and care have been minimized. And you'll wear better, too. That's because Nova, like every Chevy II, cradles your ride with an exclusive suspension: Mono-Plate springs in the rear, combined with high-mounted independent coil springs in front. Moreover, Chevy II for '63 thinks of your personal well-being. Standard heater and defroster are engineered for utmost efficiency and comfort. A newly styled air-conditioning system* will complete your all-climate comfort. In fact, there's just about every fine-car option* you could ask for, including new all-transistor radios, power brakes, power steering and automatic Powerglide transmission. Your Chevrolet salesman can tell you about all the options and Custom Features.

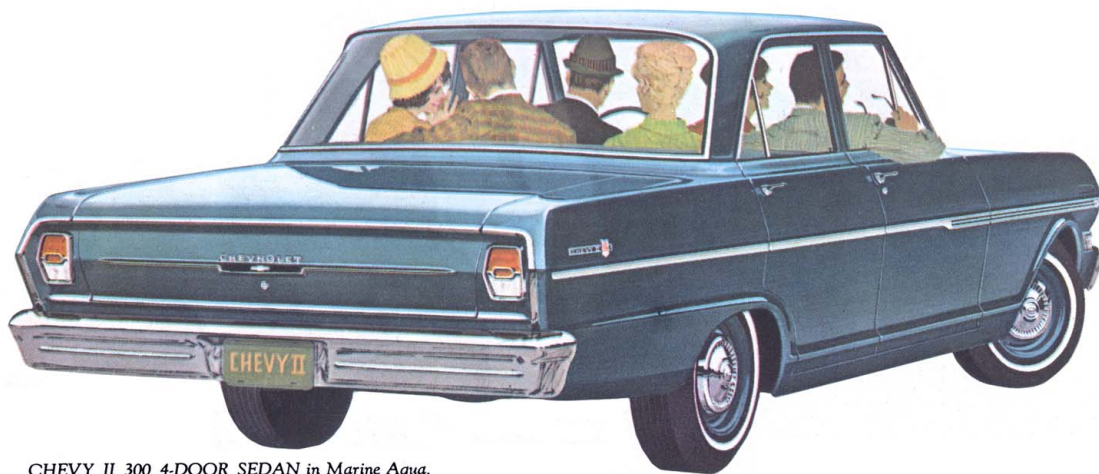
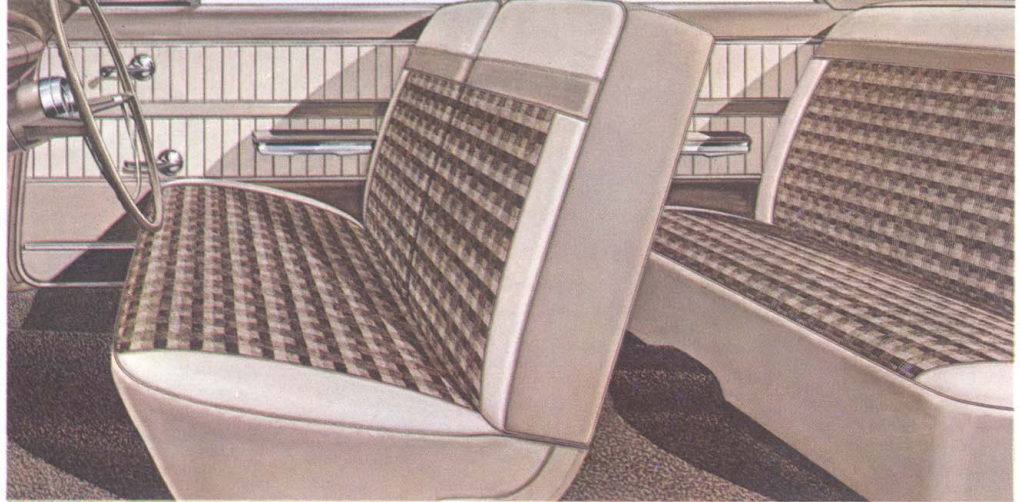
*Optional at extra cost.



BIG WIDE-OPENING DOORS You can always make a graceful entrance or exit in a new Chevy II. Big wide-opening doors see to that. Inside the Nova 400, broad, deep foam-cushioned seats invite you to relax in uncrowded comfort. For added passenger convenience in the Nova, padded rear armrests have handy built-in ashtrays.

NEW INTERIORS, TASTEFUL IN DESIGN AND COLOR Nova 400 goes to the head of its class in interior styling. Take this year's new saddle color, crafted from antique finish vinyl to heighten its natural leather appearance. Similar leather-grain vinyls in fawn, aqua, red and blue are color-matched with new fabric for your color-keyed choice in Nova 400 Sedan and Coupe (all-vinyl interior in Convertible and Wagon). Fully carpeted floors add the final touch of luxury.





CHEVY II 300 4-DOOR SEDAN in Marine Aqua.

CHEVY II 300

NEW FABRICS, NEW COLORS, NEW CONVENIENCES

Chevy II 300's richly upholstered interiors combine the latest in durable patterned fabrics and soft leather-textured vinyls. Vari-tone effects come from contrasting and harmonious use of color, all keyed to exterior choice. Even the vinyl-coated rubber floor mats follow the color scheme in spatter tones. Best of all, every interior surface cleans easily and quickly. Back seat riders get an ashtray in each armrest. Up front, check the new easy-to-see instruments and easy-to-reach controls. There's even a place now for a new electric clock*, a useful convenience you may want to add.

*Optional at extra cost.

ROOM FOR SIX IN EASY-CHAIR COMFORT

The new Chevy II 300 invites you to size it up carefully. Because when you do, you'll find that its big full-width front and back seats can handle a crew of six handily. Notice, too, how well the angle of the seats fits—like a comfortable chair. Big dimensions in head room and leg room, also.

A FAMILY FAVORITE WITH A BONUS IN LUXURY

The Chevy II 300 is endowed with its own generous share of luxury. Standard items to delight driver and family add up to twin sun visors, key-locking glove box, automatic interior light switches, armrests front and back, foam-cushioned front seat, cigarette lighter, electric parallel-action windshield wipers and single-key locking. As in every Chevy II, strategic insulation helps make the ride quiet and free from vibration. You'll like the efficient response from the 4 or 6, on regular gas, of course. Three family-sized models in the new Chevy II 300 are ready to travel: 4-Door Sedan, 2-Door Sedan and the popular 4-Door Station Wagon with rear-facing third seat.

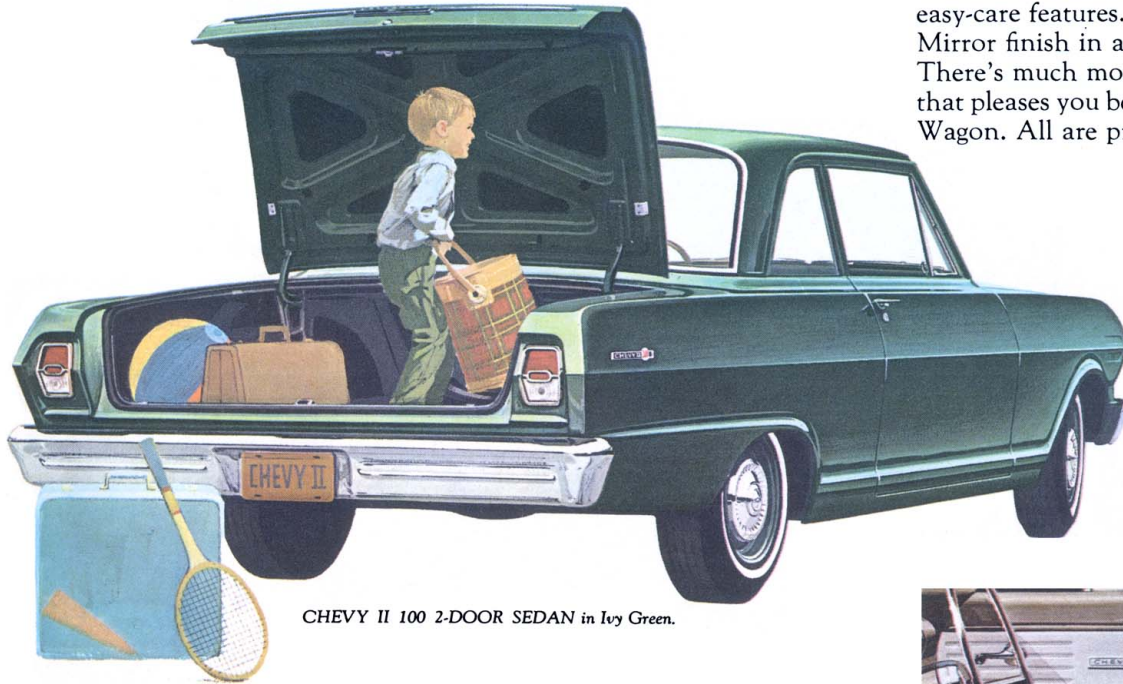
CHEVY II 300 2-DOOR SEDAN in Laurel Green.





CHEVY II 100

A BONNY NEW WAY TO BE THRIFTY Chevy II 100 shows you how to make a dollar go a long, long way. First, it offers you top-of-the-line design and power at Chevy II's lowest price. And this includes standard equipment such as: foam-cushioned front seat, dome light, double sun visors, dual armrests, electric parallel-action windshield wipers, single-key locking and lockable glove box. Second, you enjoy your pick of power: a 4 or 6, each accustomed to a low calorie gas diet. Third, you benefit from all of Chevy II's easy-care features. These include a corrosion-resistant body with famous Magic-Mirror finish in a choice of 15 solid (7 are brand new) and 11 two-tone colors. There's much more in the Chevy II 100's list of value features. Sample the one that pleases you best: 4-Door Sedan, 2-Door Sedan or 4-Door 6-Passenger Station Wagon. All are priced to make the smallest budget go further.



CHEVY II 100 2-DOOR SEDAN in Ivy Green.

LARGE LUGGAGE-ENGINEERED TRUNK The new Chevy II's trunk area provides up to a big 25.5 cu. ft. of space, an impressive figure by itself. But equally important is the load space contour. It's luggage-designed with a floor that levels out virtually flat, makes a real travel-minded baggage room. And, to save a lot of reaching, the trunk opening is at a nice, low, near-bumper level.

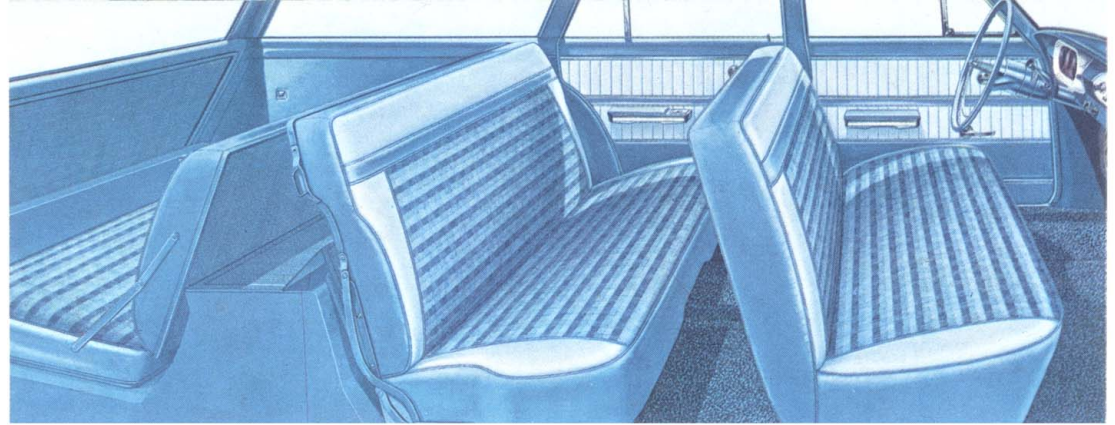
RICH LOOK THAT'S EASY ON THE POCKETBOOK Here's subtle good taste in interior design that ignores a low price tag. Soft leather-grain vinyls come matched with comparable shades of durable fabrics (pattern vinyl in Station Wagon). The three color schemes of fawn, aqua and red complement your exterior color selection. Thick rubber floor mats in all Chevy II 100 models are heavily padded for better insulation against sound and temperature extremes.



CHEVY II 100 4-DOOR SEDAN in Saddle Tan.



CHEVY II 100 4-DOOR 6-PASSENGER STATION WAGON in Adobe Beige with Roof Luggage Carrier.*



NOVA 400 4-DOOR 6-PASSENGER STATION WAGON in Silver Blue.

TAILORED INTERIORS IN CHOICE COLORS

There's color to please every taste, brighten every mile aboard the new Chevy II Wagons for '63. Interior fabric, vinyl and metal surfaces are color-keyed to outside colors. Second and third seats fold flat with the floor in simple motions. Rear window rolls down easily into the tailgate. A power-operated rear window comes as standard equipment on the Chevy II 300 (available at extra cost on Nova 400 and Chevy II 100 Wagons).

ROOM FOR TRAVELING, FOR SHOPPING

Check these Chevy II Wagon cargo dimensions. Measured from the back of the front seat, load length is over 7 ft.; with tailgate down, a toboggan-size 9 ft. The rear tailgate's large maximum-opening width is 47.5 inches. Topside, too, can share the load with distinctive chrome luggage carrier* available on all three wagons.

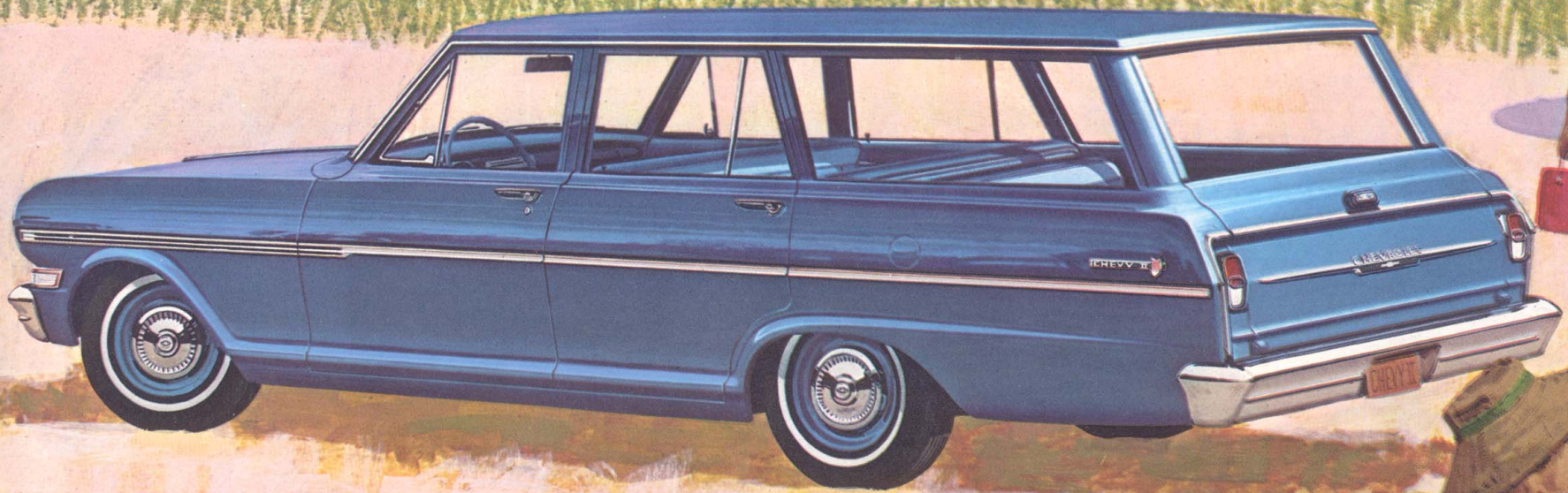
CHEVY II WAGONS

STYLISH CROWD-PLEASERS AT APPEALING LOW COST

Here are the load-loving Chevy II Wagons for '63, as becoming as they are practical. Each embodies the trim grace, comfort and maneuverability of a new Chevy II Sedan, yet maintains big-wagon room inside. Housekeeping's easy, too. Headlinings are all of durable vinyl. Load floors are scuff-resistant. All can be damp-cloth cleaned in a jiffy. You can choose your own brand of luxury with your pick of three low prices. Select the Nova 4-Door 6-Passenger Wagon for its elegance. Or consider the Chevy II 300 4-Door 3-Seat Wagon (kids scramble for its rear-facing "observation chair"). And the 100 4-Door 6-Passenger Wagon has Chevy II's wonderful wagon ways at the lowest price of them all.

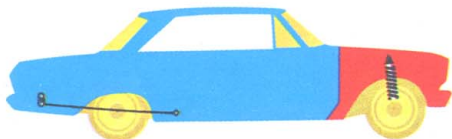
*Optional at extra cost.

CHEVY II 300 4-DOOR 3-SEAT STATION WAGON in Monaco Blue.



CHEVY II IS LONG ON WEAR, SHORT ON CARE

UNITIZED CONSTRUCTION. Integral all-welded Body by Fisher bolts fast to the single-unit front end. Gives Chevy II strength and rigidity, low weight for better power response. One-piece front fenders can be unbolted easily for repair or replacement. Up front, large single-unit headlights provide highly effective beam range and low upkeep. Also for '63, amber front parking and turn-signal lights help increase visibility.

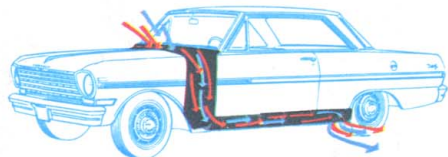


EXCLUSIVE CHEVY II SUSPENSION SYSTEM. Mono-Plate springs in the rear combine with independent, high-mounted coil springs in front to produce a ride that's both smooth and stable. Quiet, too! And, in keeping with Chevy II's less wear and care for 1963, the suspension is virtually maintenance-free.



LONGER LIFE EXHAUST SYSTEM. Chevy II's new mufflers are completely aluminized for even greater resistance to corrosion. Here's extended muffler life you can depend on, savings you can count on in Chevy II for '63.

NEW AIR-WASHED ROCKER PANELS. For '63, Chevy II has something outstanding in corrosion resistance. Rocker panels (body structural members beneath doors) are now water-washed and air-dried through a new ventilating design. Water entering the cowl vent flows through the panels and out rear drains. Air passes through the panels for drying. Results: added durability and longer lasting beauty.



SELF-ADJUSTING SAFETY-MASTER BRAKES eliminate the need for periodic service adjustments, effect a more consistent pedal response for smooth stops and wear more evenly over entire braking surface for long brake life. Linings are bonded to brake shoes (no rivets to crease brake drums) and cover a large 145-sq.-in. area. Parking brake has pull-type handle for easy application and release.



EASY-CARE MAINTENANCE AND LOW COST.

The 1963 Chevy II has been engineered for years of enjoyment with a minimum of care and maintenance cost. Worthwhile features such as the easy-to-service engines (regular fuel operators, of course) and low initial price can start saving you money at once, over the long haul, too.

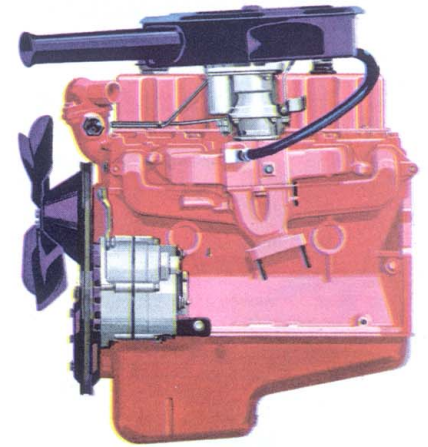
DELCOTRON ELECTRICAL SYSTEM. The Delcotron is a new, compact unit that generates increased output of electrical energy at low engine speeds. Greater efficiency and savings result. The battery maintains a higher state of charge for quicker starting, lasts longer, too.



PROVED POWER AND ECONOMY IN 2 REMARKABLE ENGINES !!!!!!!!!!!!!

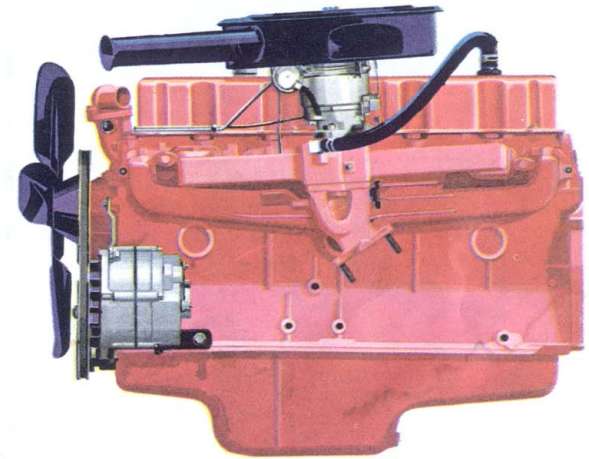
90-HP SUPER-THRIFT 153

Design news in its first year out, Chevy II's 4-cylinder Super-Thrift 153 is ready to show its class again for 1963. Excellent responsiveness comes from the overhead valve, short-stroke design with 153-cu.-in. displacement and 8.5 to 1 compression ratio. Remarkable economy starts from new precision-engineered single-barrel carburetor with manual choke . . . takes little gas to quench its thirst and doesn't need the premium brand. Hydraulic valve lifters account for quiet operation; smooth performance results from extra-strong crankshaft, rigidly supported by 5 main bearings. For efficient power and thrift at a welcome low cost, the Chevy II 4-cylinder engine's just the ticket.



120-HP HI-THRIFT 194

This is the Chevy II overhead valve 6 that's proved itself an outstanding favorite. When you drive it you'll understand why. Delivers the power you need with the economy you want. Contributing factors to its overall performance excellence are: large-bore and short-stroke design; 194-cu.-in. displacement; efficient 8.5 to 1 compression ratio; single-barrel carburetor with new, improved automatic choke; quiet hydraulic valve lifters; and an amazingly sturdy 7-bearing crankshaft. Try this one for dependable power that passes up gas pumps.



CHEVY II POWER TEAMS FOR '63

	3-SPEED SYNCHRO-MESH	POWER- GLIDE*
120-HP HI-THRIFT 194	REAR AXLE RATIO	
Sedans, Sport Coupe and Convertible	3.08:1 Std. 3.36:1 Opt.*	3.08:1
Station Wagons	3.36:1	3.36:1
90-HP SUPER-THRIFT 153**		
Sedans	3.08:1 Std. 3.55:1 Opt.*	3.08:1
Station Wagons	3.55:1	3.55:1
FUEL CAPACITY—16 GALLONS		

FEATURES OF BOTH THE 4 AND 6: positive-shift starter, oil-wetted type air cleaner, full-flow oil filter and new positive crankcase ventilating system.

FAMOUS CHEVROLET POWERGLIDE* AVAILABLE WITH BOTH 4 AND 6. The Chevy II version of Chevrolet Powerglide is designed especially for power and low weight. Completely automatic in all forward speeds. Aluminum housing cuts total car weight; air cooled for exceptional efficiency. Two-speed three-element torque converter with hydraulically controlled planetary gears. Selector sequence, Park-R-N-D-L.

POPULAR 3-SPEED SYNCHRO-MESH STANDARD ON ALL CHEVY II MODELS. An economy favorite, the 3-Speed Synchro-Mesh transmission makes manual shifting easy, quiet and smooth. Three speeds forward and one reverse. Shift lever conveniently located on the steering column. All-helical gear design. Gear ratios: 2.94:1 first, 1.68:1 second, 1:1 third, 3.34:1 reverse.

*Optional at extra cost **Not available in Nova 400 models

OWNER-PLANNED OPTIONS* AND CUSTOM FEATURES* MAKE GOING PLEASANT, EASIER

NEW IMPROVED AIR CONDITIONING.



Chevy II's 1963 air-conditioning system features improvements for more efficient distribution of cooling air. Filters dust and pollen, dehumidifies (no steamy windows), and cools you on hottest days with windows closed. Available on 6-cylinder models.

NEW ALL-TRANSISTOR RADIOS.



Completely new for '63, all Chevy II radios (push-button or manual) are fully transistorized. This means greater resistance to shock, greater reliability and longer life. No warm-up needed either. You get instant sound at the turn of the switch.

POWER STEERING.



Almost effortless turning, even with car standing still. Great for parking. And Chevy II power steering lets you keep the feel of the road, helps you hold a steady steering hand at highway speeds or in the roughest going. Available on 6-cylinder models.

POWER BRAKES.



Less pedal effort makes brakes do the work. Enables you to apply full braking pressure with more than a third less effort than conventional brakes. Added safety measure on the highway; a leg saver in stop-and-go traffic. Available on 6-cylinder models.

OTHER FACTS ABOUT CHEVY II

BODY—High-level cowl ventilation through dual vents in front compartment kick panel (individual knob controls for each); push-button outside door handles; rearview mirror; enclosed steering column; rheostat-controlled lighted instrument cluster including dial speedometer, odometer, fuel gauge plus oil pressure, engine temperature and generator indicator lights, and ignition switch with 4 identifying positions (Lock, Off, On, Start), turn signal indicators, ashtray, radio speaker grille (on top of panel) and glove box. Rear deck lid, hood and wagon tailgate are counterbalanced.

CHASSIS—*Clutch*: Diaphragm spring type. Single dry disc with two facings, spring cushioned; permanently lubricated release bearing. 8.0" diameter disc with 90-hp Super-Thrift 153 engine, 9.12" with 120-hp Hi-Thrift 194. *Wheels and Tires*: 13" wheels (14" optional* on all models, included on SS models); 6.00 x 13" blackwall tubeless tires on 2-Door and 4-Door Sedans; 6.50 x 13" on Station Wagons and all Nova 400 models *Steering*: Precision Ball-Race gear, overall ratio 25.4:1. *Electrical*: 12-volt system; 4- to 32-ampere-capacity Delcotron charging circuit. (Optional* Delcotron units of 12- to 42-, 5- to 52- and 23- to 62-ampere capacity available.) *Battery*: 54 plate; heavier duty construction for '63; new capacity rating, 44-ampere hours.

DIMENSIONS—Wheelbase, 110"; overall length of Station Wagons, 187.4", of other models, 183"; height, Sedans and Station Wagons, 55", Sport Coupe, 54", Convertible, 54.5"; Station Wagon front wheel tread, 56.3", rear tread, 55.8"; other models, 56.8" and 56.3"; overall width, 70.8". Turning circle diameter: 39.5' wall to wall.

ADDITIONAL OPTIONAL EQUIPMENT.* Power-operated folding top for Convertible. Station Wagon split second seat. Seat belts. Simulated wire wheel covers. Vented full wheel covers. Whitewall and oversize tires. 14" wheels. Heavy-duty springs and rear shock absorbers. 3.36:1 and 3.55:1 axle ratios**. Positraction rear axle. Heavy-duty clutch. Heavy-duty radiator. Special sintered-metallic brake linings. Soft-Ray tinted glass. Padded instrument panel. Rear armrests**. Two-tone finish**. Front grille guard. Rear bumper guards**. Comfort and Convenience Equipment (for Nova 400 models includes inside non-glare and outside rearview mirrors, 2-speed windshield wipers and push-button washer—these plus back-up lights and glove box light for all other models). Heavy-duty battery. Special police or taxicab equipment**.

Check with your Chevrolet dealer for a full list of Chevy II Custom Features* to meet your individual requirements.

*Optional at extra cost.

**Availability determined by either model or equipment.

