

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			
CORVAIR 500	\$1,992 ^a								108"	180"	67"
CORVAIR 700	2,056 ^a	\$2,110									
CORVAIR MONZA	2,272 ^a	2,326			\$2,481						
GREENBRIER						\$2,655			95"	179.7"	70"
CHEVY II 100 4 CYL†	2,003	2,040					\$ 2,338		110"	183 ^b	70.8"
CHEVY II 300 4 CYL†	2,084	2,121					\$2,516				
CHEVY II NOVA 400 6 CYL		2,235	\$ 2,262		2,472		2,494				
BISCAYNE 6 CYL‡	2,322	2,376					2,723		119"	210.4"	79"
BEL AIR 6 CYL‡	2,454	2,508					2,818	2,921			
IMPALA 6 CYL‡		2,661	2,667	\$2,732	2,917		2,960	3,063			
CORVETTE V8 SPORTS CAR			4,252			4,037			98"	175.3"	69.7"

^a Coupe ^b 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								
CORVAIR ^a	Turbo-Air 145 (6 cyl) ^b	80 ^c	2-1 bbl.	145	8:1 ^c	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	—
CHEVY II	Super-Thrift 153 (4 cyl) ^d	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
BISCAYNE BEL AIR AND IMPALA	Turbo-Thrift 230 (6 cyl)	140	1 bbl.	230	8.5:1	X	X	—	\$107.60	188.30	75.35	43.05	\$102.25 ⁱ	\$96.85 ^k	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 ^e	4 bbl.	327	10.5:1	83.95	X	188.30	—	199.10						
	Turbo-Fire V8 409	340 ^f	4 bbl.	409	10:1	242.10	X	236.75 ^h	—	199.10						
CORVETTE	Corvette V8	250	4 bbl.	327	10.5:1	X	X	188.30	—	199.10	75.35	43.05	59.20 ^j	—	137.75 ^l	—
	Corvette V8	300 ^g	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	—	—	—	—				

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

^b Monza Spyder: 150 horsepower, **X**—STANDARD EQUIPMENT

turbo-charged—\$317.45

^c 84 horsepower and 9:1 compression ratio on Monza with Powerglide transmission

^d Available only in 100 and 300 series

^e 300 horsepower with

modifications—\$137.75

^f 400 and 425 horsepower available with engine modifications—\$320.65 and \$376.65

^g 340 horsepower with 11.25:1 compression ratio—\$107.60

^h Includes Tachometer

ⁱ Not available on Biscayne series

^j 2 windows

^k Not available on Biscayne series or with bucket seats

^l 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			
TEMPEST	\$2,188 ^a	\$2,241			\$2,564	\$2,512		112"	194.3"	74.2"
LE MANS	2,418 ^b				2,742					
CATALINA	2,725	2,795	\$2,859	\$2,935	3,171	3,193	\$3,300	120" ^c	211.9" ^d	78.7"
STAR CHIEF		3,096		3,229				123" ^c	218.9" ^d	78.7"
BONNEVILLE			3,348	3,423	3,568	3,623				
GRAND PRIX			3,489					120"	211.9"	78.7"

^a Coupe. Also available—Tempest Sports Coupe—\$2,294 ^b Sports Coupe
^c Station Wagons—119" ^d 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 ^d	Radio (Push Button) and Antenna	Air Conditioning	
							3-Speed	4-Speed							
TEMPEST LE MANS	4 Cylinder	115	1 bbl.	194.5	8.6:1	X	X	\$172.80	\$189.00	\$75.32	—	—	—	\$62.41	\$318.60
		120 ^a	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						
CATALINA STAR CHIEF	Trophy V8 [†]	215	2 bbl.	389	8.6:1	X	X	231.34	—	107.50	\$43.00	\$106.25	\$96.84	88.77	430.40
		267 ^b	2 bbl.	389	10.25:1	X	—	—	231.34						
BONNEVILLE	Trophy V8 [†]	235	4 bbl.	389	8.6:1	X ^c	X	231.34	—						
		303	4 bbl.	389	10.25:1	X ^c	—	—	231.34						
GRAND PRIX	Trophy V8 [†]	303	4 bbl.	389	10.25:1	X	X	231.34	231.34						

^a 140 horsepower with automatic transmission
^c Available on Catalina and Star Chief—\$35.40

^b 283 horsepower on Star Chief
^d 4-way only available with bucket seats.

[†] 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			
F-85	\$2,403 ^a	\$2,457 ^b				\$2,754 ^b		112"	192.2"	73.7"
CUTLASS	2,694 ^a				\$2,971					
JETFIRE			\$3,048							
DYNAMIC 88		2,995	3,052	\$3,130	3,379	3,459	\$3,566	123"	214.4"	78"
SUPER 88		3,246	3,408	3,473		3,748				
NINETY-EIGHT		3,982	4,178 ^c	4,254 ^d	4,457			126"	221.5"	78"
STARFIRE			4,129		4,742			123"	214.4"	78"

^a Coupe ^b Standard model. Deluxe model—additional—\$135.00
^c Holiday Sports Coupe. Also available Custom Sports Coupe—\$4,381.
^d 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								
F-85	Rockette V8	155	2 bbl.	215	8.75:1	X	X	X	\$199.80	\$189.00	\$86.08	\$42.50	—	—	\$65.64	\$378.00
CUTLASS	Cutlass V8	185 ^a	4 bbl.	215	10.25:1	X	X	X	199.80	189.00	86.08	42.50	\$102.22	—	65.64	378.00
JETFIRE	Turbo-Rocket V8	215	Turbo-charged	215	10.25:1	X	X	199.80	189.00							
DYNAMIC 88	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	
SUPER 88	Skyrocket V8	330	4 bbl.	394	10.25:1	X	X	—	231.34							
NINETY-EIGHT	Skyrocket V8	330 ^b	4 bbl.	394	10.25:1	X	—	—	X	X	X	X ^c	68.86 ^e	88.77	430.40	
STARFIRE	Starfire V8	345	4 bbl.	394	10.5:1	X	—	—	X	X	X	X ^d	— ^f	88.77	430.40	

^a 195 horsepower and 10.75:1 compression ratio with automatic transmission ^b 345 horsepower and 10.5:1 compression ratio on Custom Sports Coupe ^c Optional on 4-door Sedan—\$106.25 ^d Optional on Starfire Hardtop—\$106.25 ^e 2-way power seat standard on all 98 models except 4-Door Sedan—6-way seat on this model—\$96.84 ^f 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 ^c	4 DOOR		2 SEAT	3 SEAT			
SPECIAL	\$2,309 ^a	\$2,363			\$2,591	\$2,659	\$2,740	112"	192.1"	70.2"
SPECIAL DE LUXE		2,592 ^b				2,889 ^b				
SKYLARK			\$2,857		3,011					
LE SABRE	2,869	3,004	3,070	\$3,146	3,339	3,526 ^f	3,606 ^f	123"	215.7"	78"
INVICTA						3,969 ^f				
WILDCAT			3,849	3,871	3,961					
ELECTRA 225		4,051	4,062	4,186 ^e	4,365			126"	221.7"	78"
RIVIERA			4,333 ^d					117"	208"	76.6"

^a Coupe ^b Models available with V6 Engine 4-Door Sedan—\$2,521, 4-Door Station Wagon 2 seat—\$2,818 ^c Sport Coupe ^d Personalized Custom Sport Coupe
^e Also available Pillarless Sedan (6 window)—\$4,254 ^f 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 ^h	Radio (Push Button) and Antenna	Air Conditioning	
								3-Speed	4-Speed							
SPECIAL	Fireball V6	135	2 bbl.	198	8.8:1	X ^a		X	\$199.80	\$189.00	\$86.08	\$42.50	—	—	\$65.64	\$351.00
SPECIAL DE LUXE	Fireball Aluminum V8	155	2 bbl.	215	9:1	X ^b		X								
SKYLARK	Skylark Aluminum V8	200	4 bbl.	215	11:1	X ^c		X	199.80	189.00	86.08	42.50	\$102.22	—	65.64	351.00
LE SABRE	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 ^f	\$96.75 ^f	90.30	430.00
	Wildcat 445 V8	325	4 bbl.	401	10.25:1	\$21.50 ^d										
INVICTA WILDCAT	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
ELECTRA 225	Wildcat 445 V8	325	4 bbl.	401	10.25:1	X		—	—	X	X	X	107.50 ^g	96.75 ⁱ	90.30	430.00
RIVIERA	Wildcat 445 V8	325	4 bbl.	401	10.25:1	X		—	—	X	X	X	107.50	—	90.30	430.00

^a Also available on Special De Luxe as a Model ^b Also available on Special—\$118.36 ^c Also available on Special—\$166.78 and **X—STANDARD EQUIPMENT**
Special De Luxe—\$49.50 ^d Not available with 3-speed transmission ^e Not available with Synchro-Mesh transmission or V6 with air conditioner ^f Not available on 2-Door Sedan ^g Standard on Convertible ^h 4-way available with bucket seats ⁱ 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			
SIXTY-TWO	\$5,026	\$5,214 ^a	\$5,590			129.5"	223"	79.7"
COUPE DE VILLE	5,386							
SEDAN DE VILLE		5,633 ^b						
SIXTY SPECIAL		6,366						
ELDORADO BIARRITZ			6,608					
SEVENTY-FIVE				\$9,724	\$9,939	149.8"	243.3"	79.9"

^a Available in 4- and 6-window models

^b 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		
SIXTY-TWO	V8		325	4 bbl.	390	10.5:1	X	X	X	\$118.45 ^a	— ^a	\$113.05 ^c	\$164.60	\$473.60
COUPE DE VILLE SEDAN DE VILLE SIXTY SPECIAL	V8		325	4 bbl.	390	10.5:1	X	X	X	X	X	85.05	164.60	473.60
ELDORADO BIARRITZ	V8		325	4 bbl.	390	10.5:1	X	X	X	X	X ^b	X	164.60	473.60
SEVENTY-FIVE	V8		325	4 bbl.	390	10.5:1	X	X	X	X	X	—	246.60 ^e	623.70 ^f

^a Standard on Convertible

^c On Convertible—\$85.05

^e Includes rear seat controls

^b With bucket seat option Passenger seat is 2-way, Driver's seat is 4-way tilt

^d Signal Seeking including rear seat speaker

^f Includes rear seat unit and controls

X—STANDARD EQUIPMENT