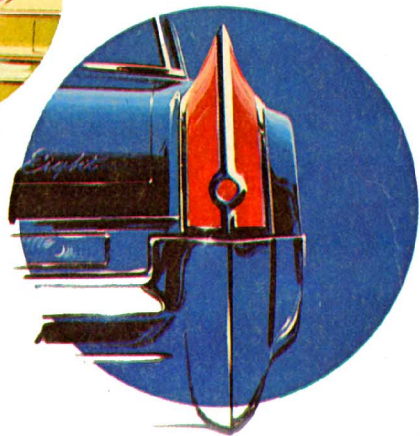


'63 OLDSMOBILE

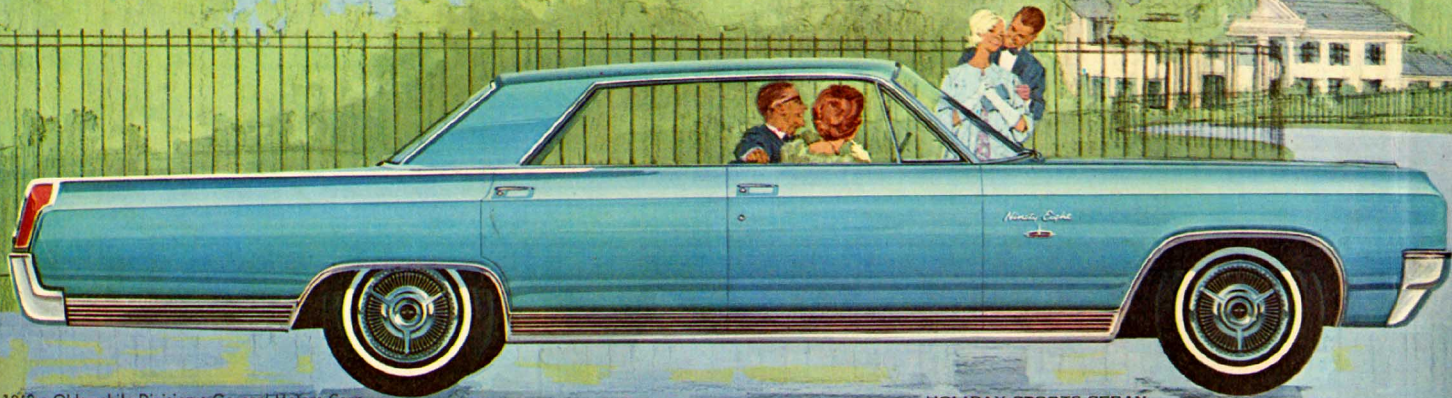
NINETY-EIGHT
SUPER 88
DYNAMIC 88
STARFIRE
F-85
JETFIRE

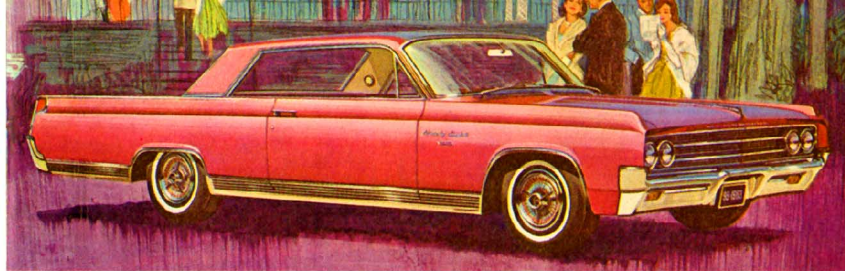


THERE'S SOMETHING EXTRA ABOUT OWNING AN OLDSMOBILE

NINETY-EIGHT New style to excite you... new luxury to delight you!

Here's the long look of luxury! And for 1963, two brand-new models—the smart Custom Sports Coupe and the magnificent new Luxury Sedan—highlight the Ninety-Eight line-up! Power steering, power brakes, 1963 Hydra-Matic and De Luxe padded steering wheel are all standard equipment.



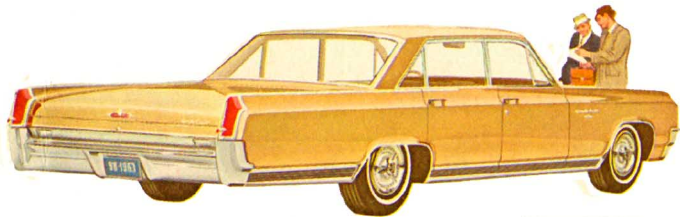


(Ninety-Eight Holiday Sports Coupe also available)

CUSTOM SPORTS COUPE



CONVERTIBLE



TOWN SEDAN



LUXURY SEDAN

Puts the accent on action!

SUPER 88

Superb performance and dashing beauty go hand-in-hand in Oldsmobile's four fashionable new Super 88 models. Improved Vibra-Tuned Ride . . . traditional Olds roadability . . . smooth Skyrocket performance make them as easy to drive as they are to look at!



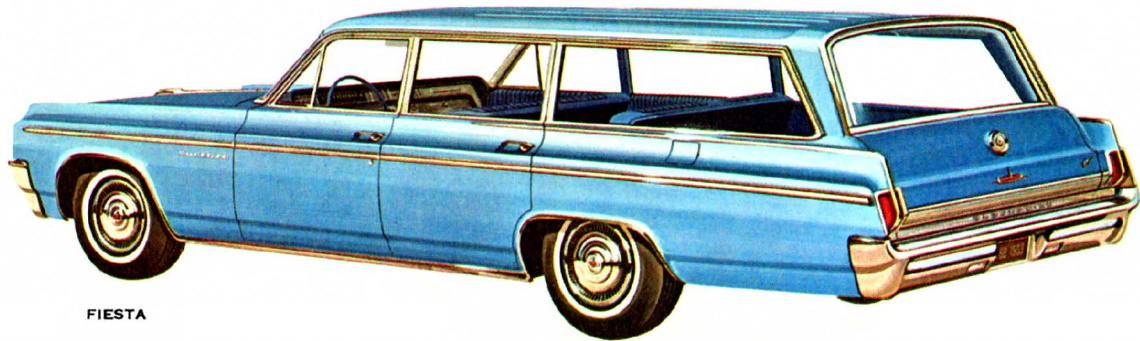
HOLIDAY SEDAN



HOLIDAY COUPE



CELEBRITY SEDAN

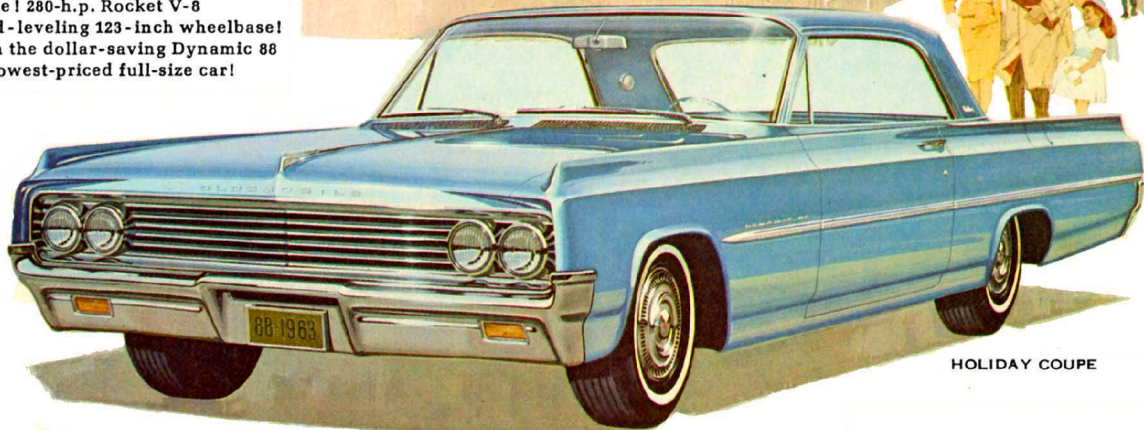


FIESTA

Big and beautiful... value leader of the medium-price field!

DYNAMIC 88

Sparkling new style! 280-h.p. Rocket V-8 performance! Road-leveling 123-inch wheelbase! You get them all in the dollar-saving Dynamic 88 . . . Oldsmobile's lowest-priced full-size car!



HOLIDAY COUPE



CELEBRITY SEDAN



FIESTA (2-Seat or 3-Seat)



CONVERTIBLE

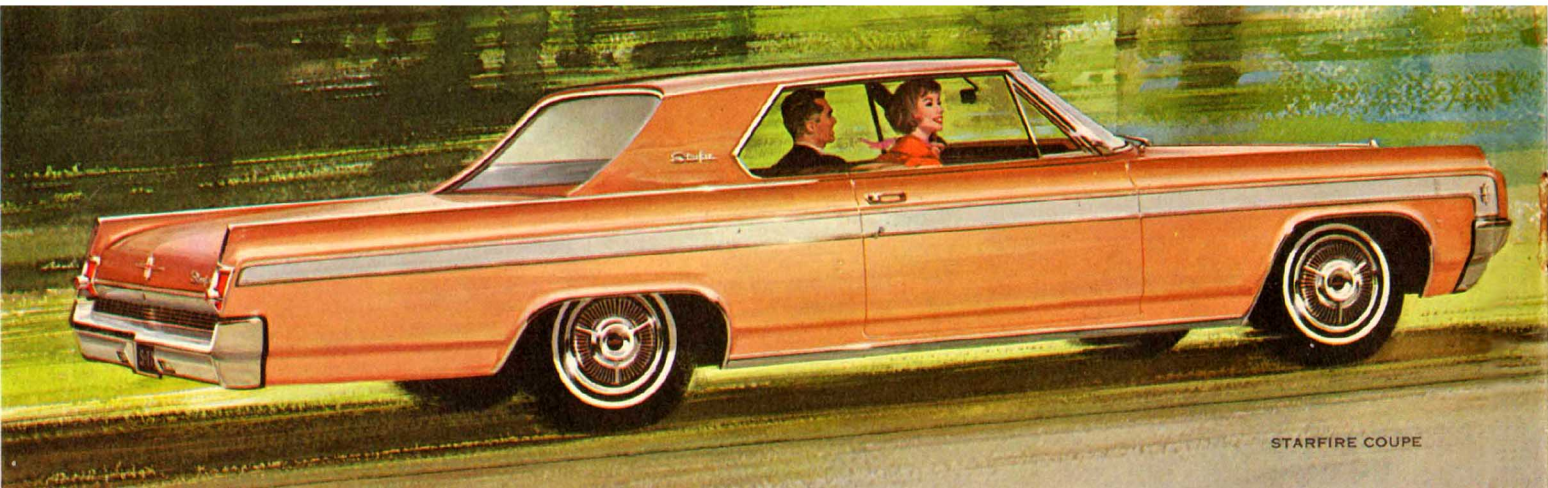


HOLIDAY SEDAN

Starfire

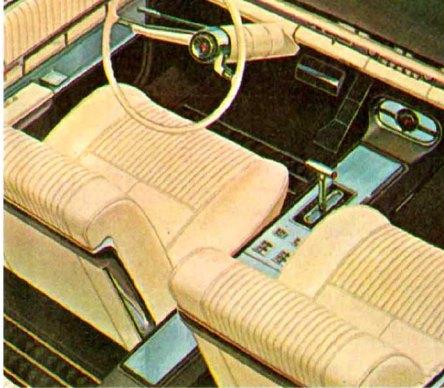
Pure glamor... with a touch of adventure!

An Oldsmobile original... America's full-size sports car sensation! It's powered by the famed ultra high-compression Starfire V-8 Engine. Power steering, power brakes, 1963 Hydra-Matic Drive and a score of sporty appointments give Starfire an air of ease and elegance all its own.



STARFIRE COUPE

Full-length control console and leather-appointed twin bucket seats are standard equipment on both Starfire models!

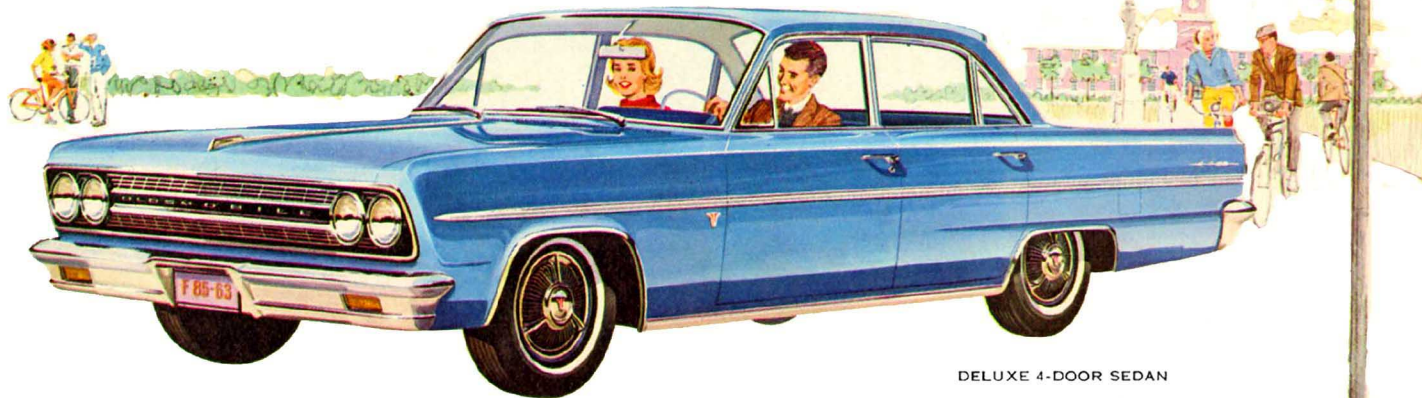


STARFIRE CONVERTIBLE

Exciting new blend of beauty and action...in the low-price field!

F-85 

Smart way to step up to Oldsmobile . . . in a fabulous, fun-to-drive F-85!
Impressively new . . . with a longer look . . . the F-85 features the economy-in-action
of a money-saving aluminum V-8 engine that delivers up to 195 h.p.!



DELUXE 4-DOOR SEDAN



CUTLASS COUPE



CLUB COUPE



DE LUXE STATION WAGON

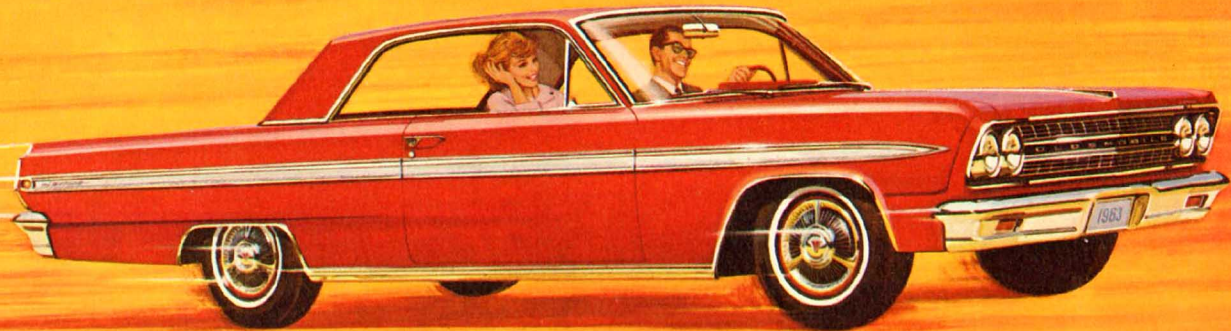


CUTLASS CONVERTIBLE

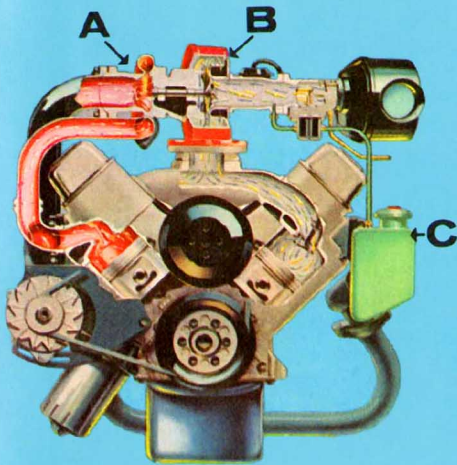
America's first production car with a fluid-injected, turbocharged engine!

JETFIRE 

JETFIRE . . . an Oldsmobile exclusive! It's the newest sensation in driving maneuverability! A unique combination of dramatic sports car styling . . . smart new bucket seat comfort . . . brilliant Turbo-Rocket V-8 responsiveness!



TURBO-ROCKET ENGINE



Power when you need it!

Economy when you want it!

Here's the heart of JETFIRE . . . the ultra high-compression 215-h.p. Turbo-Rocket V-8 Engine with turbocharger and fluid injection! Waste exhaust gases actually put power back into the engine by turning turbine blades (A) at speeds up to 90,000 rpm. The turbine drives the compressor (B) forcing additional air-fuel mixture into the cylinders. During turbocharging, Turbo-Rocket Fluid (C) is injected into the gas mixture to permit ultra-high compression for greatest efficiency. This turbocharging increases power by almost 40%—resulting in a remarkable one horsepower per cubic inch of engine displacement!

For true sports car action, JETFIRE features performance-tailored pistons, connecting rods, main bearings, distributor, fuel pump and coil. And on the control console, the Turbo-Rocket Gauge signals the performance range of the Turbo-Rocket. Make no mistake, JETFIRE is the ultimate in motoring excitement!

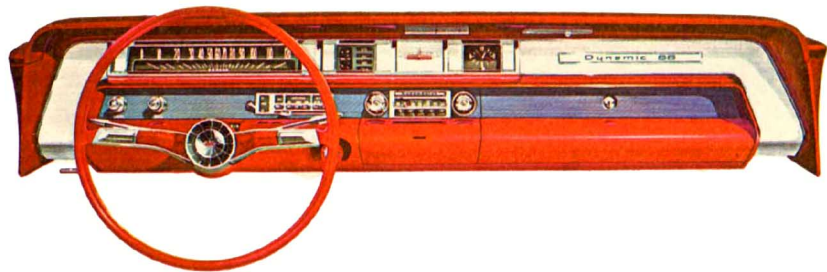
Padded Moroccan bucket seats and a center control console add the perfect sports-car touch!





**When you step up to Olds ...
you step out in luxury!**

Rich new upholstery materials ... smart new carpetings ... fashionable new interior appointments make Oldsmobile as luxurious inside as it is out. And each Olds interior is color keyed to any of 15 high-luster Magic-Mirror finishes! New padded-spoke steering wheel is standard on Ninety-Eight and Super 88 models, optional at extra cost on Dynamic 88's.





OLDSMOBILE POWER TEAMS

famous the world over
for silken-smooth performance!

AUTHORITATIVE V-8 RESPONSIVENESS is yours in every Oldsmobile model! Meticulously engineered power plants — available for '63 in eight different horsepower ratings — deliver the kind of performance and reliability for which all Oldsmobile Rocket Engines have long been famous. From the famed 345-h.p. Starfire to the revolutionary new aluminum Turbo-Rocket, Oldsmobile action shows, mile after wonderful mile!

1963 HYDRA-MATIC DRIVE combines the flow of fluid and the go of gears to deliver maximum efficiency, smoothness and top economy. Standard on Starfire and Ninety-Eights, optional at extra cost on all other Oldsmobiles.

1963 OLDSMOBILE ACCESSORIES

... for your driving pleasure!

New Tilt-Away Steering Wheel moves upward to let you enter or exit in ease, adjusts to seven positions for complete driving comfort. Roto-Matic Power Steering makes driving easier, yet retains full feel of the road. Pedal-Ease Power Brakes take the muscle out of braking, operate even after engine is off. Power Window Lifts operate windows individually or from driver's master control. Air Conditioning provides quiet year-round control, front and back! Cruise Control maintains constant speed at predetermined level, disengages automatically when you touch the brake.

Other accessories include: New AM-FM Radio, Power Seats, Guide-Matic Headlight Control, Power Antenna, Safety Sentinel, Wheel Discs, Deck Lid Power Lock Release, Ninety-Eight Accent Stripe.

1963 OLDSMOBILE



SPECIFICATIONS

NINETY-EIGHT Wheelbase, 126"; Length, 221.5"; Width, 77.9"; Height, 57.1"; Shipping Weight, 4241 lbs.; Skyrocket Engine; 330-h.p.; Starfire Engine (Standard on Custom Sports Coupe); 345-h.p.; Premium fuel.

SUPER 88 Wheelbase, 123"; Length 214.4"; Width, 77.9"; Height, 56.3"; Shipping Weight, 4032 lbs.; Skyrocket Engine; 330-h.p.; 440 lb.-ft. torque; 394 cu.-in. displacement; Comp. ratio, 10.25-to-1; Premium fuel.

DYNAMIC 88 Wheelbase, 123"; Length, 214.4"; Width, 77.9"; Height, 56.3"; Shipping Weight, 4002 lbs.; Rocket Engine; 280-h.p.; 430 lb.-ft. torque; 394 cu.-in. displacement; Comp. ratio, 10.25-to-1; Premium fuel.

STARFIRE Wheelbase, 123"; Length, 214.4"; Width, 77.9"; Height, 54.7"; Shipping Weight, 4179 lbs.; Starfire Engine; 345 h.p.; 440 lb.-ft. torque; 394 cu.-in. displacement; Comp. ratio, 10.50-to-1; Premium fuel.

F-85 Wheelbase, 112"; Length, 192.2"; Width, 73.7"; Height, 52.7" (4-Door Sedan); 52.3" (Cutlass Coupe); Shipping Weight, 2618 lbs.; Rockette Engine; 155 h.p.; Regular fuel; Cutlass 185; 185 h.p.; Premium fuel.

JETFIRE Wheelbase, 112"; Length, 192.2"; Width, 73.7"; Shipping Weight, 2618 lbs.; Turbo-Rocket Engine; Fluid injected and turbocharged; 215 h.p.; 300 lb.-ft. torque; 215 cu.-in. displacement; Compression ratio, 10.25-to-1.

OLDSMOBILE RESERVES THE RIGHT TO MAKE CHANGES AT ANY TIME, WITHOUT NOTICE, IN PRICES, COLORS, MATERIALS, EQUIPMENT, SPECIFICATIONS AND MODELS, AND ALSO TO DISCONTINUE MODELS. ACCESSORIES AND POWER FEATURES DESCRIBED OR ILLUSTRATED IN THIS BOOKLET ARE OPTIONAL AT EXTRA COST UNLESS OTHERWISE SPECIFIED. A PARTIAL LIST OF ACCESSORIES APPEARS HEREIN. A FULL PRICE LIST FOR ALL MODELS AND OPTIONS IS AVAILABLE AT ANY LOCAL AUTHORIZED OLDSMOBILE QUALITY DEALERS.

1-12 LITHO IN U.S.A.