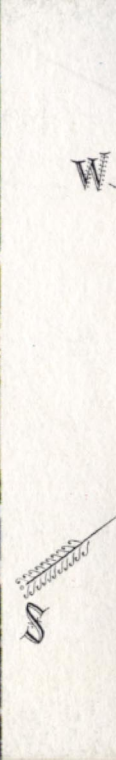


Let's

G^o

Motoring



go/

GM

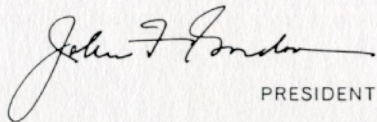
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CHEVROLET / PONTIAC / OLDSMOBILE / BUICK / CADILLAC / VAUXHALL • OPEL

It is with pride that we present the General Motors cars for 1960. The settings are authentically and appropriately American—typical of the places so many motorists enjoy visiting.

We know that you will share our enthusiasm for these truly outstanding automobiles—the finest produced by General Motors. All feature extensive design changes and improvements in comfort, performance, safety and driving ease. The sleek, pleasing lines of these fine motor cars are evident at a glance, as is the continued emphasis by General Motors on quality and workmanship.

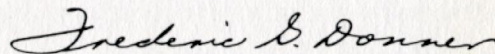


Handwritten signature of John F. Borden in cursive script.

PRESIDENT

In addition to the information about these new products pictured in this booklet there is enclosed a separate folder listing the specifications of these cars and the manufacturer's suggested retail price of the cars and of principal factory-installed optional equipment and accessories.

As a General Motors shareholder, you will want to examine these fine new automobiles in your dealers' showrooms at your earliest opportunity. And if you are planning to purchase a new automobile, we know you will want to give these outstanding new cars first consideration.



Handwritten signature of Frederic B. Donner in cursive script.

CHAIRMAN

Let's **Go** Motoring/ for PLEASURE

Let's go motoring! Magic words, to be sure, but never before have they meant so much in sheer pleasure as they do today—thanks to dependable, comfortable automobiles and new, wide ribbons of highway. And what better country in which to travel than the U. S. A., with its scenic beauty and many historical sites? How about a visit to St. Augustine, Florida, for example . . . where the famed fortress and carefully restored buildings date back to early Spanish colonization. And for a sure way to add to your motoring pleasure, go in a new GM car. Get behind the wheel of one of our sleek new 1960 models, point the gleaming hood toward the open road, and learn, firsthand, how truly enjoyable a

drive can be. You'll be delighted with the car's trim new appearance, designed with good taste by GM stylists to retain its attractiveness for many years. You'll be pleased with the solid comfort . . . with the sparkling performance . . . with the safety that's built in to protect you and your family . . . with the remarkably smooth ride and handling ease offered in these outstanding GM automobiles. Backed by the planning and advanced thinking of GM scientists, engineers and technicians, these 1960 cars were made with smooth, safe and efficient motoring in mind. That's why we know that *your* motoring will be much more pleasurable when you go in a new GM car.

IMPALA SPORT SEDAN in Roman Red
CORVAIR 700 SEDAN in Sateen Silver
CORVETTE in Horizon Blue



go/CHEVROLET

Nearest to perfection a low-priced car ever came—that's Chevrolet for '60! Elegantly new . . . with handsomely tapered lines in the style America likes best. There's rich new elegance in Chevrolet's interior beauty. Generous room for passenger comfort. Sound-deadening insulation shields against road noise. There's a ride that's remarkable for sheer smoothness in a "hushed silence"—a "big car" ride, cushioned by exclusive Full-Coil suspension. And all around you is solid, sturdy Fisher Body construction. There's a wide selection of engines available: for economy, a new V-8 or a lively High-Thrift 6 . . . for high-spirited going, a wide choice of husky V-8's. A choice of five transmissions further lets you tailor performance to your preference. Finally, you get all this in a wide, wide choice of models, ranging from luxury car to thrift car, all with traditional Chevrolet dependability and quality craftsmanship. Truly, elegance is within the reach of everybody in the 1960 Chevrolet, as near to perfection as a low-priced car ever came.

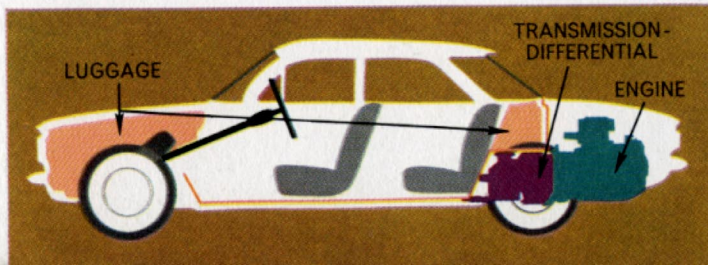
BISCAYNE 4-DOOR SEDAN in Cascade Green
IMPALA SPORT SEDAN in Roman Red
BEL AIR SPORT COUPE in Tasco Turquoise



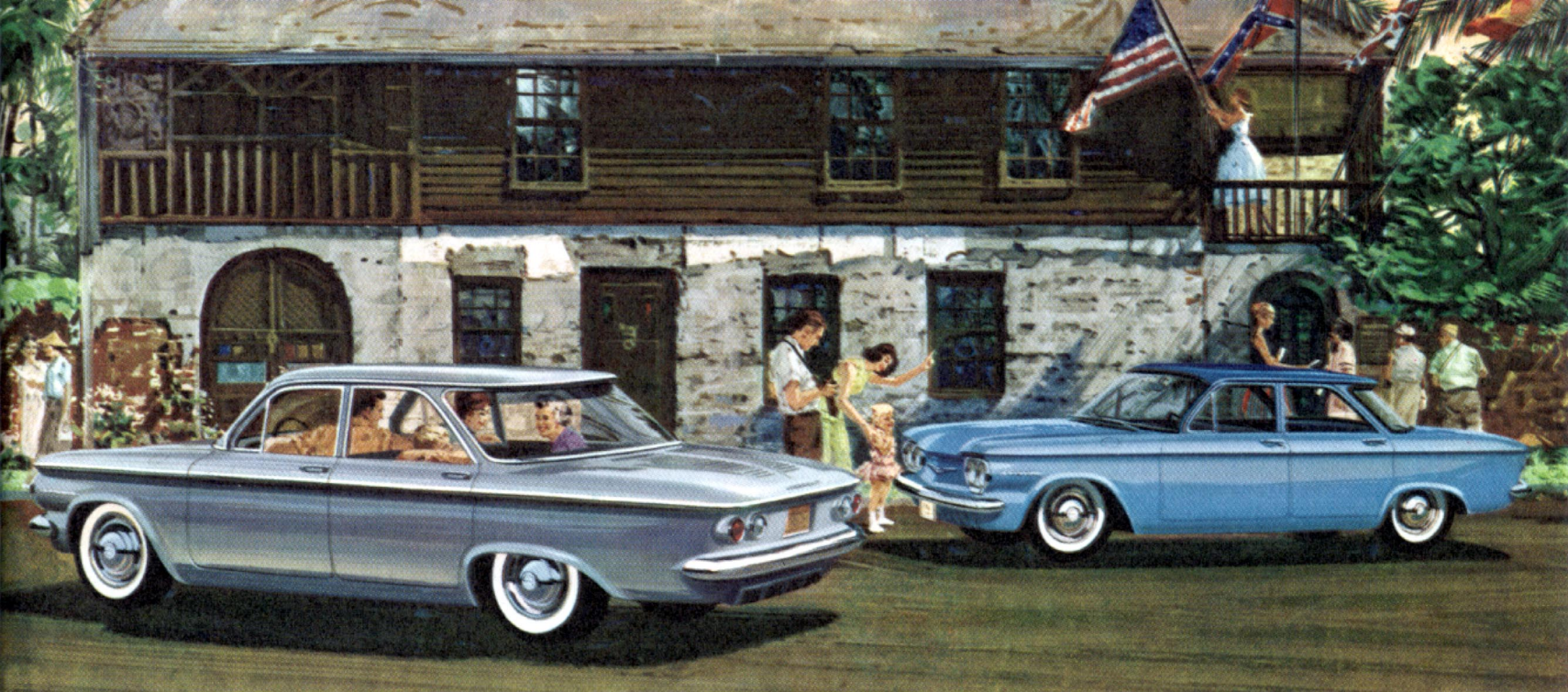


Here it is! The Corvair by Chevrolet—the newest design in America in generations, shown in front of St. Augustine's "Oldest House." With the Corvair, Chevrolet becomes the first American manufacturer to introduce a specific design for a compact car. The key: development of America's first modern aluminum engine . . . so light it can be joined with the transmission and driving gears in one light-weight unit and placed in the rear where it belongs in a compact car. This achievement enabled designers to create a totally different car with ample room for six passengers. Luggage compartment is up front, and a handy storage well is behind the rear seat. There's virtually a flat floor. Weight

distribution approaches the ideal for sure stability and road-ability. There's less over-all weight, an important factor in Corvair's generous economy. New air-cooled Turbo-Air 6 offers amazing fuel-saving efficiency, with lower upkeep, too. A choice of standard transmission or optional automatic transmission. Thanks to Quadri-Flex, the first four-wheel independent suspension on any modern American car, there's an exceptionally smooth and quiet ride. New Unistrut Body by Fisher joins body and frame into a single, solid unit to help form a car inherently safer to drive. The Corvair is marvelously maneuverable. Stylish, too, with trim, tasteful lines and such quality features as sparkling Magic-Mirror finish and Safety Plate Glass all around. Finally, the Corvair is built by Chevrolet . . . the result of nine years of development. Only Chevrolet took time to create a *specific* compact car design. As a result, only Chevrolet can bring you so many engineering advancements for a *compact* car . . . so many luxury touches, convenient features, and such quality construction in an economy car.



CORVAIR 700 SEDAN in Sateen Silver
CORVAIR 500 SEDAN in Royal Blue over Horizon Blue



4

Series

models

16

+

Corvette & Corvair

CHEVROLET for '60

Impala—Luxury leader of the low-price field! Slim-line styling accents elegant Impala trim and triple rear lights. Interiors feature deep foam cushioning, rich upholstery, armrests with finger-tip door releases, electric clock, and parking brake warning light.

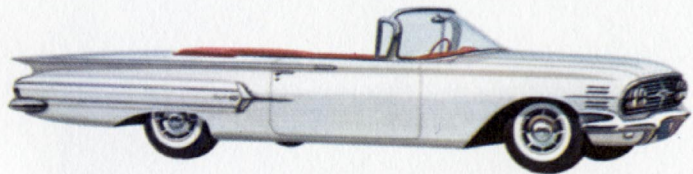
Bel Air—Beautiful blend of elegance and economy! With distinctive trim and fine appointments, Bel Air offers top quality at popular price. New young-in-heart Sport Coupe is Chevrolet's lowest priced hardtop.

Biscayne—Thriftiest of all full-sized Chevrolets! Yet so much luxury too . . . foam-cushioned front seats, nylon-faced upholstery, and electric windshield wipers *plus* front armrests, dual sun visors, cigarette lighter—all at no extra cost.

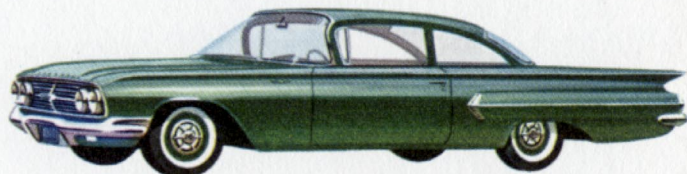
Station Wagons—Sharing the spirit and splendor of Chevrolet passenger cars! Each '60 wagon allows roomy comfort for six (nine in Kingswood, with rear-facing Lookout Lounge) or up to 92 cubic feet of cargo space. Tailgate with roll-down window opens to floor level, makes loading easy.

Corvette—America's sports car! Choice of soft or hard top, bucket seats, deep-pile carpeting and cockpit appointments to suit the most demanding purists.

Corvair—Specifically designed the way a compact car should be! Corvair meets American standards of comfort, convenience, performance . . . offers remarkable new driving fun and economy. Corvair 700 includes bright exterior accents, three color-keyed interiors, dual horns, and automatic interior light.



IMPALA CONVERTIBLE in Ermine White



BEL AIR 2-DOOR SEDAN in Jade Green



KINGSWOOD 4-DOOR STATION WAGON in Suntan Copper

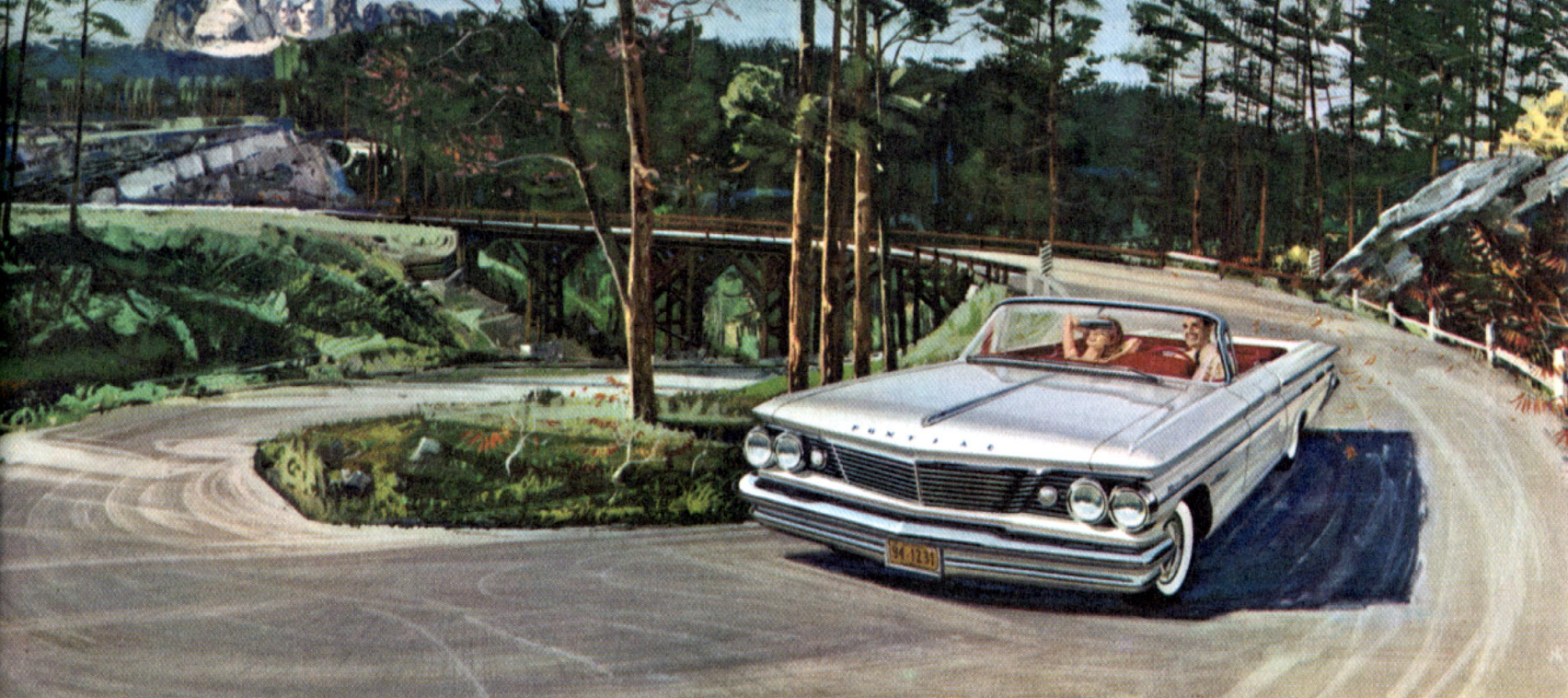


BROOKWOOD 2-DOOR STATION WAGON in Sateen Silver over Shadow Grey

Let's **Go** Motoring/ in COMFORT

To appreciate the comfort built into a GM car, drive one on an extended trip. Where? How about Mt. Rushmore, where you and your family can view the colossal granite likenesses of Washington, Jefferson, Lincoln and Theodore Roosevelt. First, settle back in the seat and feel the extra comfort Body by Fisher adds to your motoring, with seats padded thicker for extra softness . . . smaller transmission tunnels for more leg room . . . controls and instruments right in front of you. Spacious, easy-to-stretch-out-in interiors. You're surrounded by comfort, too, with the richness of tasteful, luxurious fabrics. Start the engine, drive away, feel comfort in motion. New, larger body mounts and sound-

deadening insulation help silence road noise, make your trip to Mt. Rushmore more restful. Improved suspension systems help you relax by smoothing out the roughest roads. The panoramic windshield and huge windows make your view of the Black Hills of South Dakota a wide screen of rock and greenery. You're comfortable, too, under all weather conditions, with cowl-high air intakes for outside air and vent windows for positive, draft-free ventilation . . . thermostatically-controlled heaters with defrosters and two-speed fans. When you arrive at Mt. Rushmore—or anywhere else you may choose to go—you'll be pleased with the comfort found only in a GM car.



go / PONTIAC

The 1960 Pontiac . . . another fresh original from the craftsmen who developed Wide Track Wheel Design. A car that carries only the best from the past—in the way it looks, rides, *goes*. Based on function and simplicity, the 1960 Pontiac is designed for lasting good looks. The exterior is tasteful, clean. Interiors are exquisite, coordinated. There's a new, reassuring mastery of control . . . Wide Track Design permits ingenious suspension improvements and precision handling. There's a choice of Pontiac's famous Tempest engines, tailored to economy or peak performance. New quietness, with suspension, chassis and body improvements plus the comprehensive use of insulating materials. A lower, narrower transmission tunnel provides about 440 cubic inches more space. Air-cooled True-Contour brakes give long life, surer stops. There's a smooth new Hydra-Matic transmission, especially designed for Pontiac's power plants. Surrounding all this is crisp, provocative styling . . . the inspired beauty of perfect proportion by Pontiac.

STAR CHIEF SPORTS SEDAN in Newport Blue
CATALINA 9-PASSENGER SAFARI in Sierra Copper
BONNEVILLE CONVERTIBLE in Shelltone Ivory





4

Series

models

16

PONTIAC for '60

Bonneville—Standard features in the exciting and spirited Bonneville include soft, deep-pile carpeting, padded handrail assist bar on cushioned instrument panel, polished walnut instrument cove with cloisonné emblem, aluminum seat end and side panels, custom steering wheel. Closed models (except Custom Safari) have folding center armrest in rear seat. Genuine leather on prime surfaces of seats with Morrokide accent standard in convertible.

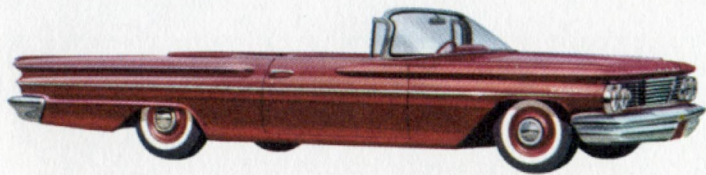
Star Chief—Standard equipment in the luxury-laden Star Chief includes custom steering wheel, twin instrument panel ash trays, exclusive instrument panel design, de luxe wheel discs.

Ventura—Pontiac's newest series features exclusive

color-keyed trims of Jeweltone Morrokide. Custom finishes include deep-pile carpeting, distinctive instrument panel, special fabrics and interior design, custom steering wheel, de luxe wheel discs.

Catalina—Standard equipment in Pontiac's lowest-priced series includes deep-pile carpeting with vinyl surface rubber mat utility inserts, electric wipers, cigarette lighter, instrument panel snack bar, Safety Plate Glass all around.

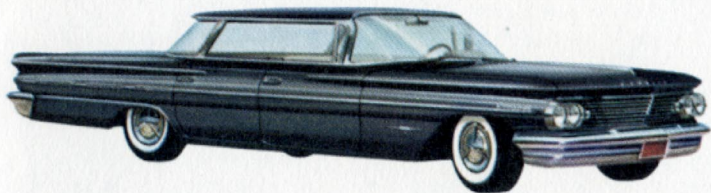
Safaris—Bonneville Custom Safari seats six, has retractable rear window and carpeted load area with stainless steel protective skid strips. The Catalina Series includes a three-seat model with power-controlled rear window and a two-seat wagon.



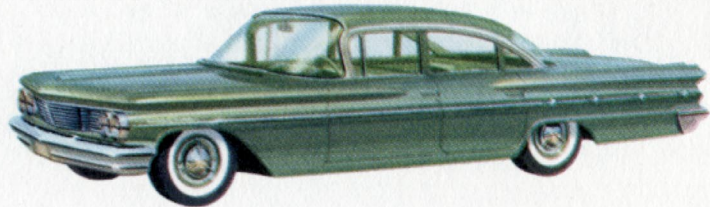
CATALINA CONVERTIBLE in Coronado Red



CATALINA SPORTS COUPE in Mahogany



BONNEVILLE VISTA in Black Pearl

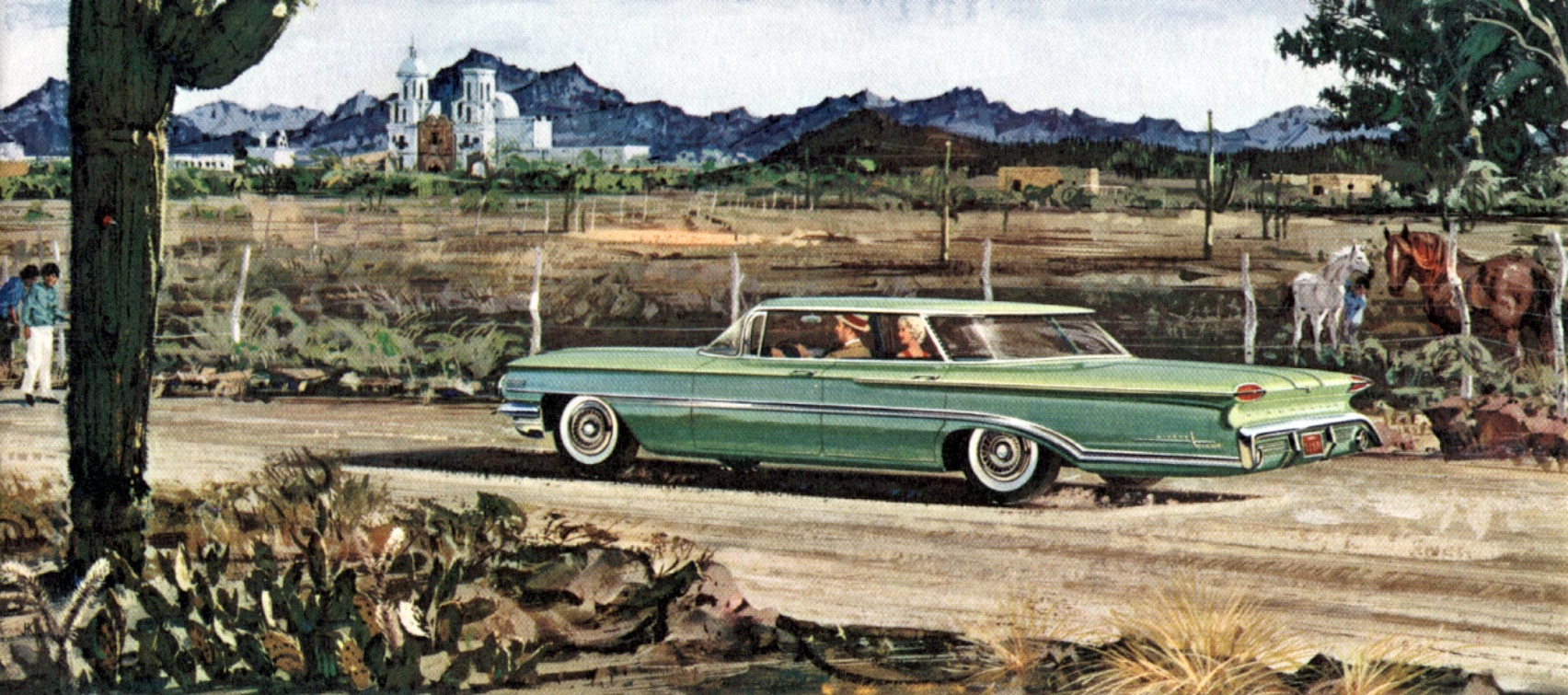


STAR CHIEF 4-DOOR SEDAN in Berkshire Green

Let's **Go** Motoring/with PERFORMANCE

Mission San Xavier Del Bac . . . sun washed and surrounded by mountain ranges . . . known for its domes and carvings, arches and flying buttresses. To see one of the most beautiful examples of Spanish mission architecture in America, drive about 9 miles southwest of Tucson, Arizona, on the Mission Road. And to experience a new feeling of security and confidence, go there in a new GM car—known far and wide for performance. The performance designed into the 1960 cars began on a drafting table many years ago. Today, the careful planning, testing and manufacturing has been translated into unsurpassed performance. Contributing to this performance are a wider selection of engines

with matched transmissions—power teams designed to give motorists maximum efficiency. There are also many continuing refinements to increase engine life and reduce noise and vibration. To the driver, this means instantaneous response and remarkable smoothness. It means reserve power for driving emergencies. It means the durability and dependability expected and received in a GM car . . . and new quietness of operation. Yes, performance with General Motors is a continuing process of finding new ways to make your driving as efficient, safe and smooth as possible. There's an easy and pleasant way to discover just how far we've progressed. Simply test drive one of our new model cars!



go/OLDSMOBILE

One look says it's Olds . . . every view says it's new! Oldsmobile for 1960, a fashion-balanced beauty inside and out. Fifteen glowing Magic-Mirror finishes set off the clean-cut, totally new body contours. The inside story is still more color, smartly introduced in sparkling, tasteful new interiors. There's a 20 per cent smaller front-floor hump for roomier riding. The smooth, silent, serene ride is solidly based on Oldsmobile's exclusive Wide-Stance Chassis, with new thicker live-rubber body mountings and new nylon-sleeved shock absorbers. There's sports car control with cooler-running Air-Scoop Brakes on all four wheels . . . the spirited, super action of the Premium Rocket Engine for drivers who like exceptional performance from premium fuel. There's an all-new Regular Rocket Engine for the economy-minded, standard on every Dynamic 88, that gives more miles per dollar with low-cost, regular fuel. For style, performance, spaciousness, and the quietest ride you've ever tried, *it's Olds for '60.*

SUPER 88 HOLIDAY SCENICOUPE in Copper Mist
NINETY-EIGHT HOLIDAY SPORTSEDAN in Fern Mist
DYNAMIC 88 CONVERTIBLE in Dresden Blue





3

Series

models

17

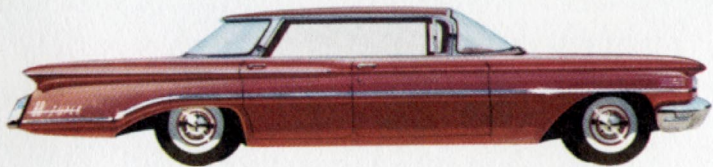
OLDSMOBILE for '60

Ninety-Eight—Noted for luxurious appointments and graceful elegance, the Ninety-Eight Series represents the finest Oldsmobile offering. All Ninety-Eight models are powered by the new Premium Rocket Engine designed to deliver maximum performance from premium fuels. Jetaway Hydra-Matic Drive, Roto-Matic Power Steering and Pedal-Ease Power Brakes are standard equipment.

Super 88—Famed far and wide for its spirited performance and lively manner, the sparkling Super 88 Series acquires new power and added value for 1960. Super satisfying performance comes from the new Premium Rocket Engine, using premium fuels.

New glamour comes from exciting new interior schemes, plus many extra features as standard equipment that make the Super 88 the super-value car of the year.

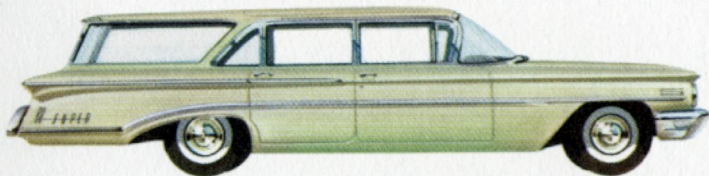
Dynamic 88—Favorite of the economy-minded is the dollar-saving Dynamic 88 Series. For 1960, the Dynamic 88 features a Regular Rocket Engine that thrives on lower-cost, regular gas. The Regular Rocket Engine is standard equipment in every Dynamic 88, along with an Econ-O-Way Carburetor and an Expressway Axle that reduces engine effort . . . cuts engine wear—gives Dynamic 88 owners more miles per dollar!



SUPER 88 HOLIDAY SPORTSEDAN in Garnet Red



SUPER 88 CONVERTIBLE in Turquoise



SUPER 88 FIESTA in Citron

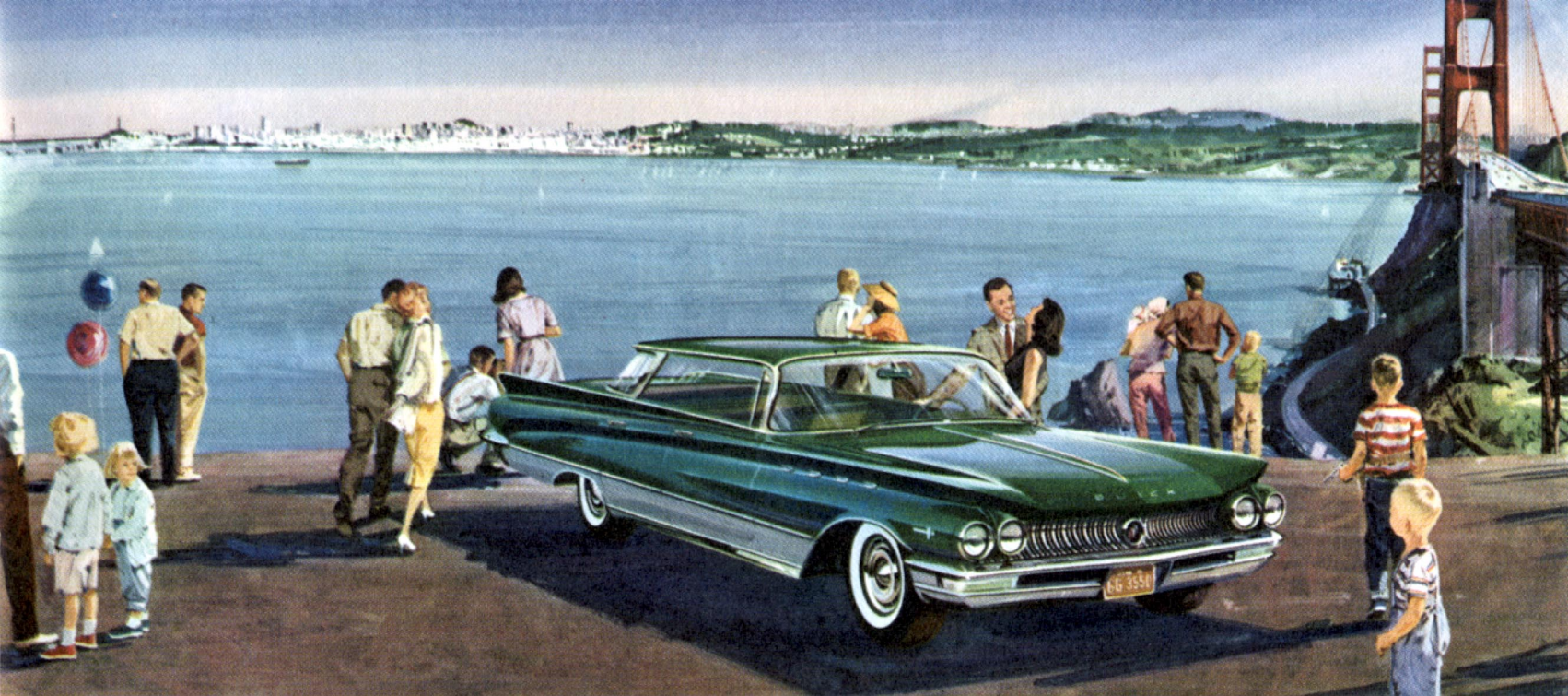


DYNAMIC 88 4-DOOR SEDAN in Palmetto Mist

Let's Go Motoring/in SAFETY

San Francisco's a wonderful city to visit! The Golden Gate Bridge . . . the view from Coit Memorial Tower on Telegraph Hill . . . world famous restaurants . . . cable cars . . . the Embarcadero. And for a wonderful way to go to San Francisco, drive there in a car designed with safety in mind—a car built by General Motors. GM cars—which are rigorously tested at the GM Proving Grounds—contribute to safety in many ways. In features that reduce general driving fatigue, such as adjustable seats that place you comfortably behind the wheel . . . controls that are easy to reach . . . automatic transmissions . . . power-assisted steering and brakes. In features that provide greater driver visibility, in both good weather and bad: panoramic windshields and wrap-around rear win-

dows with heat absorbing and glare reducing glass . . . dual automatic windshield wipers . . . windshield washers and defrosters . . . inside sun visors . . . improved four-lamp lighting systems with GM Safety-Aiming for proper beam direction. In engines with reserve power, for passing slow-moving vehicles, for crossing busy intersections and for entering the traffic stream of expressways. With improvements in suspension systems for better handling . . . brakes with bigger linings and better cooling for more durability and more rapid dissipation of heat . . . bodies with a low center of gravity for greater stability on curves. For that good feeling of security that comes from knowing that your automobile is designed with safety in mind—go motoring in a GM car!



go/BUICK

Presenting Buick's all-time best . . . the Turbine Drive Buick cars for 1960 . . . distinguished by new lines that are contoured, clean and strong. New wider opening doors. Lower floors . . . more leg room. More comfortable seats—more deeply cushioned, too. Richer, more luxurious interiors. All-new colors. "Mirromagic"—an entirely new instrument panel—lets the driver make all necessary readings at a glance, in a mirror he can tilt to suit his own eye level. There's impressive comfort and quietness with Buick's extensive use of noise insulating materials. Buick's 15-inch wheels provide bigger brake drums, better road clearance, longer tire life. The exclusive Air-Flo Aluminum Drum Braking System has exceptional stopping power and durability. A new Le Sabre engine is designed to give good performance on regular grade fuel. Buick's Turbine Drive Transmission is jet smooth, excellent in response and economy. Along with these features is an all-time high in Buick quality, thanks to an intensive program of modern quality control.

INVICTA 3-SEAT ESTATE WAGON in Tampico Red
ELECTRA 225 CONVERTIBLE in Turquoise
ELECTRA 225 4-DOOR HARDTOP in Verde Green





3

Series

models

19

BUICK for '60

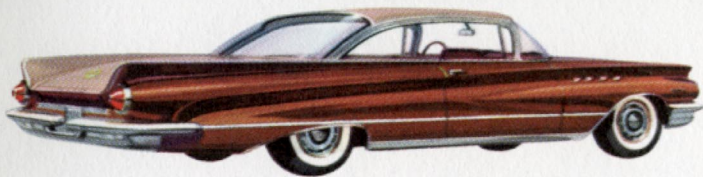
Electra—Never has elegance been so tasteful as in Buick's incomparable Electra and Electra 225, with their lines of classic simplicity and sumptuous interior appointments. The ride is smooth, luxurious . . . driving is as effortless as Buick can make it, with Turbine Drive transmission, power steering and power brakes included as standard equipment.

Invicta—High-spirited, high-styled, and great from the word "Go!"—that's the 1960 Invicta. Choose from a wide selection of lush, colorful fabric and durable, leather-grained Cordaveen interiors (or all-Cordaveen in convertibles and hardtops). Buick's famous Wildcat 445 engine plus Turbine Drive trans-

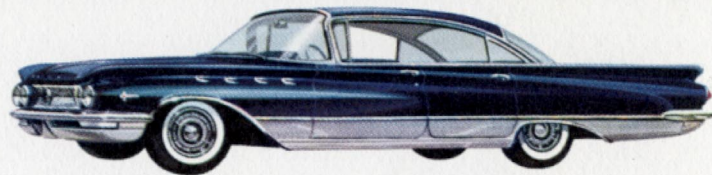
mission is standard equipment on all Invicta models.

Le Sabre—The pace-setters of Buick value are the striking Le Sabres . . . priced just above "economy" makes, yet with big-car ride, big-car roominess and a big-car look . . . and the smartest selection of color-keyed fabrics and Cordaveens in Buick history. All-Cordaveen seats in contrasting colors for Estate Wagons and convertibles.

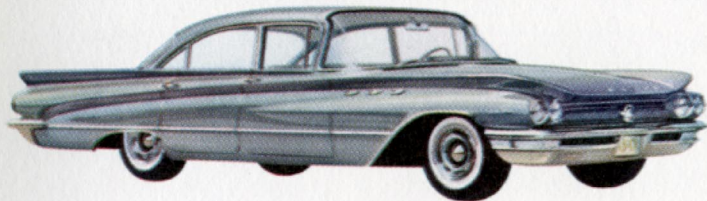
Standard equipment on all Buick cars includes Mirromagic instrument panel, directional signals, Air-flo aluminum brake drums, full-flow oil filters, electric windshield wipers, trip-mileage indicator and instrument panel safety padding.



ELECTRA 2-DOOR HARDTOP in Pearl Fawn over Cordovan



ELECTRA 225 4-DOOR RIVIERA SEDAN in Midnight Blue



LE SABRE 4-DOOR SEDAN in Silver Mist

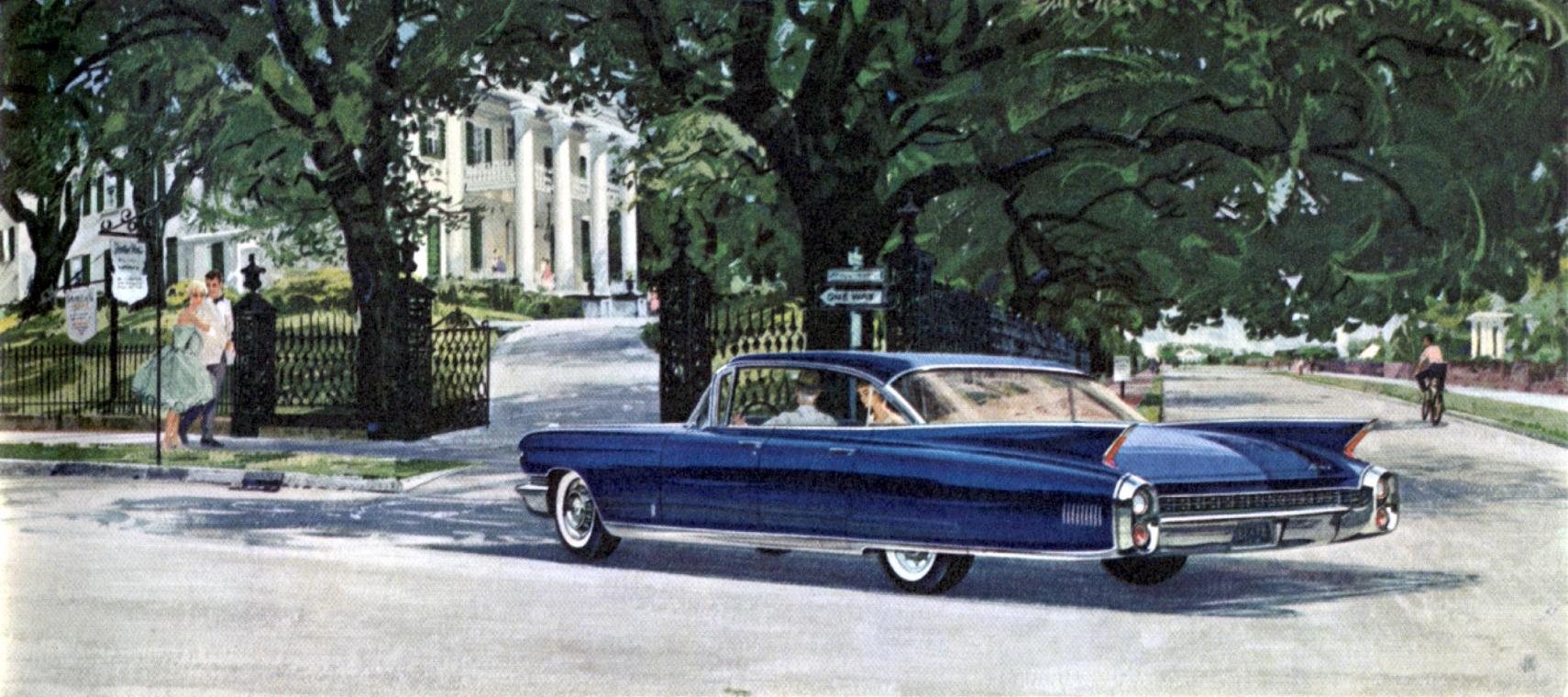


LE SABRE 2-SEAT ESTATE WAGON in Lucerne Green

Let's **Go** Motoring/ in **STYLE**

Stately, ante-bellum houses, beautifully restored . . . azaleas and magnolias . . . the unique charm and tradition of the Old South. All these are found in Natchez, Mississippi. Why not motor to Natchez? And to travel in the kind of style that Mom, Dad and the family will truly appreciate, go in a new GM car! GM cars are of course styled to please the eye, with graceful, flowing surfaces that retain their appeal year after year. GM styling, however, extends far beyond the good taste of clean lines. It seeks a more practical, more convenient design. The practicality and convenience of extra roominess, for example, to provide

greater passenger comfort and luggage space. The wide expanse of windshield and rear window, for excellent all 'round visibility. The improved accessibility and lighting of instruments and controls. The rich new body colors, made possible by the development of Magic-Mirror acrylic lacquer. The luxurious and hard-wearing interior fabrics . . . the handsome interior appointments. The closer coordination of interior to exterior colors. In such luxury details as the extension of soft interior materials up to the very edge of the windows. Yes, if it's style you want in an automobile there's one sure way to get it . . . buy a GM car!

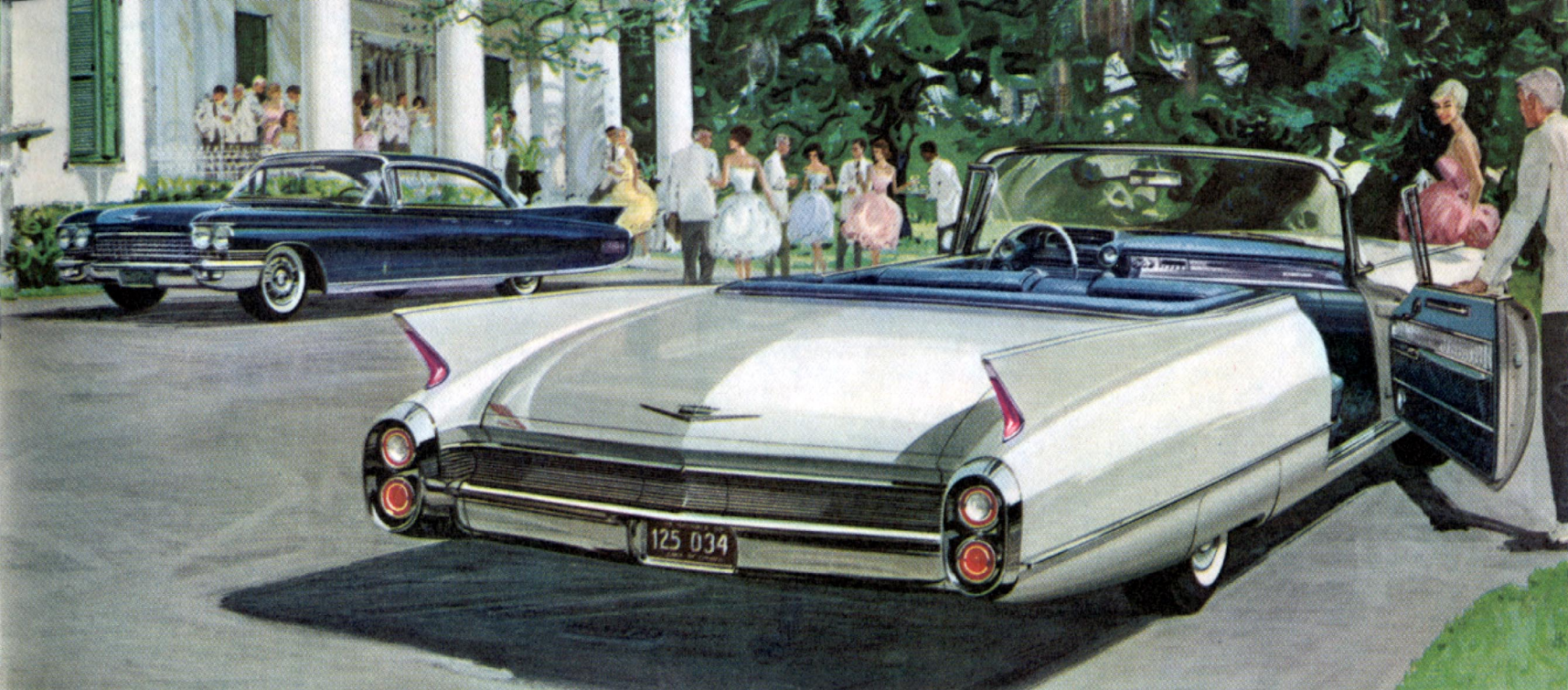


go / CADILLAC

Cadillac for 1960 introduces a new era of elegance to the world's highways. In appearance, regal and majestic as never before—a brilliant symphony of line and contour from the sparkling new grille to the gracefully arched rear fenders. In interior décor, truly magnificent, with luxurious new fabrics and leathers . . . new convenience of appointments . . . and with new excellence in every detail of tailoring and craftsmanship. In the way they drive and handle, they are perfection on wheels. There is a greatly refined engine that provides even finer performance . . . a ride unbelievably smooth and quiet . . . and advancements in power steering and braking for motoring safety and comfort that will provide a constant source of satisfaction and pleasure. This new Cadillac beauty, luxury and performance have been interpreted in 13 individual and distinctive body styles . . . all breathlessly dramatic . . . all stunning examples of Cadillac's new era of elegance.

COUPE DE VILLE in Palomino
SIXTY SPECIAL FLEETWOOD SEDAN in York Blue
SIXTY-TWO CONVERTIBLE in Olympic White





CADILLAC for '60

New dignity . . . refinement . . . and craftsmanship are immediately evident throughout the spacious interiors of the 1960 Cadillac creations.

Series 62 Coupe and Sedans—Interiors are available in fawn, blue or gray Cortina cord and in turquoise green, Persian sand or black Caspian cloth.

Series 62 Convertible—Interior options include Florentine leathers in solid silver, blue, green, saddle, red or black and in combinations of black and red or red and white.

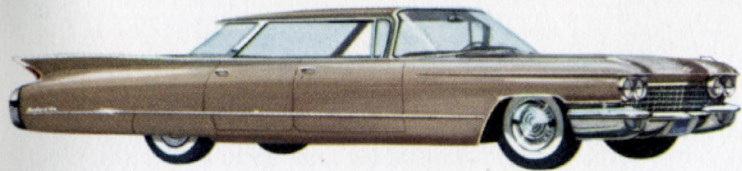
Coupe and Sedans de Ville—Interiors of fawn, green, gray or Persian sand Chadwick cloth with matching Florentine leather bolsters.

Fleetwood Sixty-Special Sedan—Ten interior choices include turquoise, gray or Persian sand Clarion cloth with leather bolsters . . . Locarno blue, green,

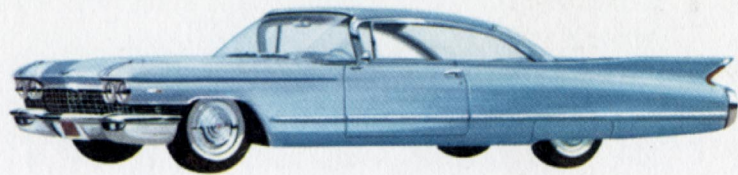
fawn or black Cardinal cloth with leather bolsters . . . gray, Locarno blue or sage tan wool broadcloth. *Eldorado Biarritz and Seville*—Available in fifteen standard and five exclusive exterior colors. Among the wide selection of interiors are several tones of Cardinal cloth and Florentine leathers as well as Cardiff leather in tones of white, silver, blue, beige, green and red.

Fleetwood Seventy-Five—Passenger compartments are tailored in Bedford cord and wool broadcloth. The chauffeur's compartment of the limousine is finished in gray, fawn or black Florentine leather.

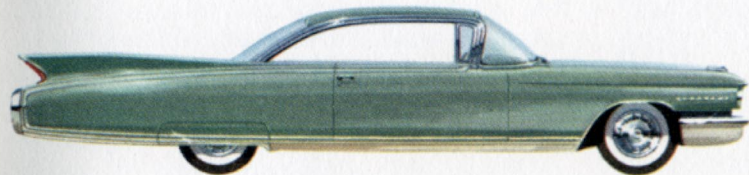
Eldorado Brougham—Interiors of this magnificent automobile are fashioned in the world's choicest leathers and fabrics. Consult your Cadillac dealer for full details of this custom motor car.



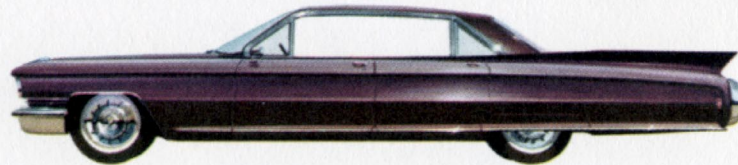
SEDAN DE VILLE in Fawn



SIXTY-TWO COUPE in Hampton Blue



ELDORADO SEVILLE in Carrara Green



ELDORADO BROUGHAM in Plum

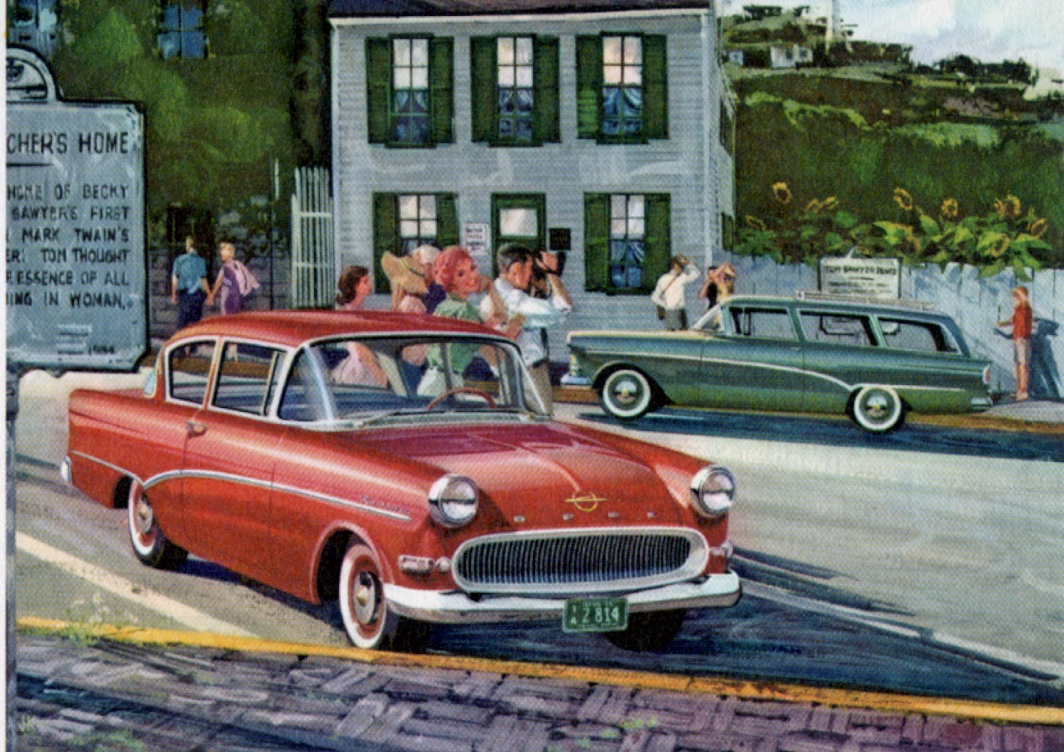
Let's **Go** Motoring/ with **EASE**

A motor trip can lead to many interesting historic places. To Hannibal, Missouri, for example, boyhood home of Mark Twain . . . where Huckleberry Finn and Tom Sawyer fished and swam and played pirates. Or to Mystic Seaport in Connecticut . . . resting place of the century-old whaleship, *Charles W. Morgan*, and many other relics of the maritime past. To make your driving to these and other historic sites much more enjoyable, you'll want a car that offers all the conveniences you desire. Such cars are built by General Motors. Start with the convenience of easy-to-reach controls . . . easy-to-read instruments . . . armrests, ash trays, cigar-

ette lighters, glove compartments and courtesy lights. The availability of automatic transmissions to eliminate gear shifting, permit you to give full attention to driving. Power steering, to greatly reduce effort in driving and parking . . . power brakes, to bring you to a smooth, level stop with the slightest foot pressure . . . power-operated windows, to eliminate stretching across the rear seat. Push-button radio station selectors, special tuning bars, or foot selectors to enable you to tune in your favorite program in a wink. Power-operated fabric tops on convertibles, roll-down rear windows on station wagons, add to your driving ease.

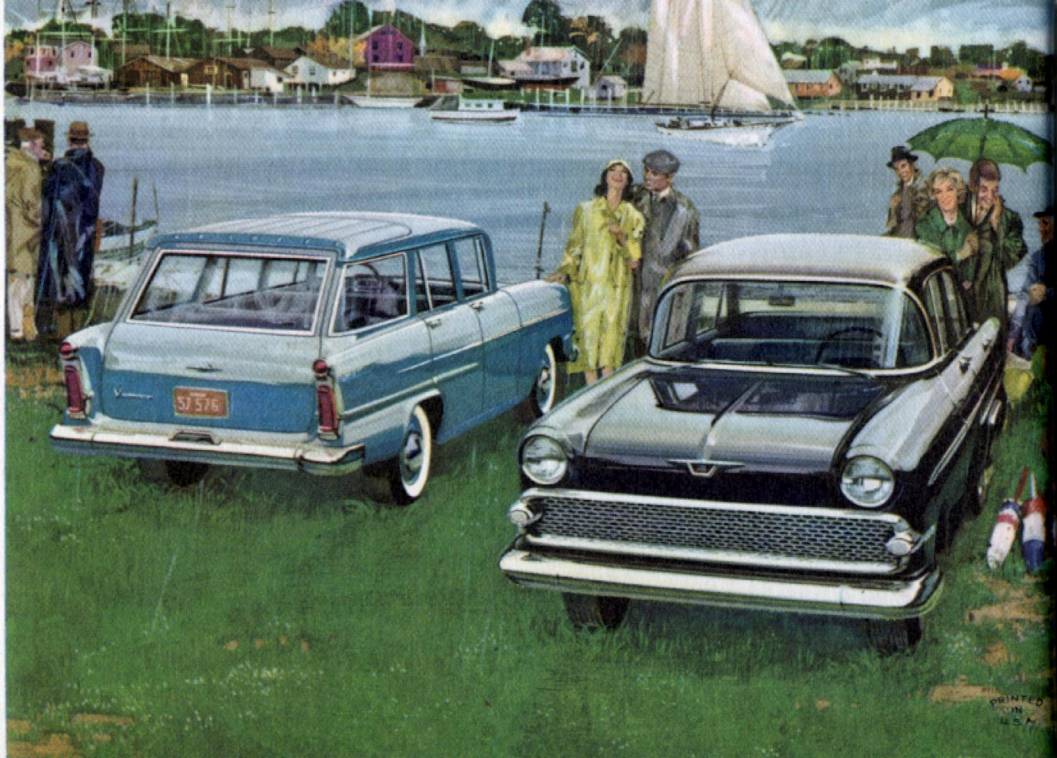
go/OPEL

The smartly-styled and distinctive Opel is offered in two body styles: the 2-door Olympia Rekord Sedan and the 2-door Caravan Station Wagon. Both models are 174 inches in over-all length and have an engine of 57 horsepower. Opel's features include: panoramic windshield; flat, sloping hood to increase road view; and room for 4 passengers in the Sedan and 5 in the Caravan. There is a carrying space of 65 cubic feet with the rear seat folded in the Caravan and a roof luggage rack at no extra cost. The Olympia Rekord features a wrap-around rear window and a spacious trunk compartment. Standard equipment includes heater and defroster; flashing turn signals; adjustable front seat; positive 2-speed electric windshield wipers; automatic dome light; locking glove compartment; clock; and dual sun visors. See these outstanding Opel models at your Buick dealer.



go/VAUXHALL

Vauxhall Victor . . . an outstanding example of British good taste and craftsmanship . . . available in a Super 4-door Sedan or 4-door Estate Wagon. While compact in exterior dimensions (over-all length: 167.5"; width: 63.5"), Vauxhall features roominess for five and vacation-size luggage space. A very economical 55 horsepower engine. Extra big hydraulic brakes for safer, surer stops. A 12-volt electrical system. Smooth, silent shifting and a hydraulically-operated clutch. An exceptional ride, based upon careful distribution of weight and well-designed suspension. Tight, exact body work. Other features include panoramic windshield; American style gearshift; heater and defroster; a smartly-styled instrument cluster with full instrumentation; courtesy switches for roof light, operated by front doors. See these Vauxhall Victor values at your Pontiac dealer.



CHEVROLET / PONTIAC / OLDSMOBILE / BUICK / CADILLAC / VAUXHALL • OPEL

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GM

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General Motors 1960 Passenger Car
Specifications and Suggested Retail Price List

General Motors 1960 Passenger Cars

CHEVROLET / PONTIAC / OLDSMOBILE / BUICK / CADILLAC / OPEL • VAUXHALL

This folder indicates the body styles available in all lines of General Motors passenger cars, with suggested retail prices. It also includes principal dimensions and specifications, and information on the availability and suggested retail delivered prices of some of the factory-installed optional equipment and accessories.

These passenger car prices are the manufacturer's suggested retail prices, including reimbursement for Federal Excise tax and suggested dealer delivery and handling charge. These prices do not include destination charges, optional equipment and accessories, or state and local taxes.

Prices listed for factory-installed optional equipment or accessories on U. S.-built cars are the manufacturer's suggested retail delivered prices. These prices include reimbursement for Federal Excise tax but do not include state and local taxes, if any. Your local dealer should be consulted for the prices of dealer-installed optional equipment and accessories.

The prices for Vauxhall and Opel cars, manufactured by General Motors subsidiaries in England and West Germany, are F.O.B. New York, N. Y., port of importation.

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		Convertible	Sports Car	Station Wagons			Wheelbase	Over-all length	Width
	2 DOOR	4 DOOR	2 DOOR ^d	4 DOOR ^e			2 DOOR		4 DOOR			
							6 PASS.	6 PASS.	9 PASS.			
CORVAIR 500	\$1,984 ^a	\$2,038								108"	180.0"	66.9"
CORVAIR 700	2,049 ^a	2,103										
BISCAYNE 6	2,262 ^b	2,316				\$2,586 ^f	\$2,653 ^f			119"	210.8"	80.8"
BISCAYNE V8	2,369 ^c	2,423				2,693 ^f	2,760 ^f					
BEL AIR 6	2,384	2,438	\$2,489	\$2,554				2,747 ^g	\$2,850 ^h	119"	210.8"	80.8"
BEL AIR V8	2,491	2,545	2,596	2,661				2,854 ^g	2,957 ^h			
IMPALA 6		2,590	2,597	2,662	\$2,847			2,889 ^k		119"	210.8"	80.8"
IMPALA V8		2,697	2,704	2,769	2,954			2,996 ^k				
CORVETTE						\$3,872				102"	177.2"	72.8"

a Special Coupe, to be introduced later **b** Also Utility 2 Dr. Sedan, 6 cyl., \$2,175 **c** Also Utility 2 Dr. Sedan, V8, \$2,282 **d** Sport Coupe **e** Sport Sedan
f Brookwood **g** Parkwood **h** Kingswood **k** Nomad

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

	Horsepower	Carburetion	Displacement Cu. In.	Compression Ratio	Engine Options	Synchro-Mesh	Overdrive	Powerglide	Turboglide	Power Steering	Power Brakes	Power Windows ^c	6 Way Power Seat	Heater (De Luxe) & Defroster	Radio (Push Button) & Antenna	Air Conditioning			
						3 Speed	Close Ratio 4 Speed												
CORVAIR	Turbo-Air 6		80	2-1 bbl.	140	8:1	X	X	—	—	\$145.80	—	—	—	—	\$74.25 ^e	\$53.80 ^f	—	
BISCAYNE BEL AIR IMPALA AND STATION WAGONS	Hi-Thrift 6		135	1 bbl.	235.5	8.25:1	X	X	—	\$107.60	188.30	—	—	—	—	—	—	—	
	Turbo-Fire V8		170	2 bbl.	283	8.5:1	X	X	—	107.60	199.10	\$209.85	—	—	—	—	—	—	
	Super Turbo-Fire V8		230	4 bbl.	283	9.5:1	\$ 29.10	X	—	107.60	199.10	209.85	\$75.35	\$43.05	\$102.25 ^d	\$96.85 ^d	74.25	69.95	\$468.10
	Turbo-Thrust V8 ^{ab}		250	4 bbl.	348	9.5:1	80.70	X	\$188.30	—	199.10	209.85	—	—	—	—	—	—	—
	Super Turbo-Thrust V8 ^a		280	3-2 bbl.	348	9.5:1	150.65	X	188.30	—	199.10	209.85	—	—	—	—	—	—	—
CORVETTE	230 hp Corvette V8		230	4 bbl.	283	9.5:1	X	X	188.30	—	199.10	—	—	—	—	—	—	—	—
	245 hp Corvette V8 ^a		245	2-4 bbl.	283	9.5:1	150.65	X	188.30	—	199.10	—	—	—	59.20	—	102.25	137.75	—
	Ramjet Fuel Injection V8 ^a		275	—	283	11:1	484.20	X	188.30	—	—	—	—	—	—	—	—	—	—

Folding rear seat available on Corvair—\$32.30

a Also available at higher horsepower with Synchro-Mesh transmission. **b** Also available at higher horsepower with heavy duty Powerglide.

c Power-operated rear window standard on Kingswood station wagon, optional on other station wagons. **d** Not available on Biscayne models. **e** Gasoline heater. **f** Manual tuning radio only.

X—STANDARD EQUIPMENT

PONTIAC

	Body Styles and Manufacturer's Suggested Retail Prices							Dimensions		
	Sedans		Hardtops		Convertibles	4 Dr. Station Wagons ^d		Wheelbase	Over-all length	Width
	2 DOOR ^a	4 DOOR	2 DOOR ^b	4 DOOR ^c		6 PASS.	9 PASS.			
CATALINA	\$2,631	\$2,702	\$2,766	\$2,842	\$3,078	\$3,099	\$3,207	122"	213.7"	80"
VENTURA			2,971	3,047				122"	213.7"	80"
STAR CHIEF	2,932	3,003		3,136				124"	220.7"	80"
BONNEVILLE			3,255	3,331	3,476	3,530		124" ^e	220.7" ^f	80"

a Sports Sedan. b Sports Coupe. c Vista. d Safari.

e Station wagon—122". f Station wagon—213.7".

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

	Horsepower	Carburetion	Displacement Cu. In.	Compression Ratio	Engine Options	3 Speed Synchro-Mesh	Hydra-Matic	Power Steering	Power Brakes	Power Windows (4) ^e	6 Way Power Seat	Heater (Deluxe) and Defroster	Radio (Push Button) and Antenna	Air Conditioning	
CATALINA, VENTURA AND STAR CHIEF	215	2 bbl.	389	8.6:1	X ^a										
	283	2 bbl.	389	10.25:1	X ^b		X	\$231.34	\$107.50	\$43.00	\$106.25	\$96.84	\$94.15	\$88.77	430.40
	303	4 bbl.	389	10.25:1	\$23.94 ^b										
BONNEVILLE	281	4 bbl.	389	8.6:1	X ^a										
	303	4 bbl.	389	10.25:1	X ^b		X	231.34	107.50	43.00	106.25	96.84	94.15	88.77	430.40
ALL MODELS	215	2 bbl.	389	8.6:1	X ^{bc}										
	318	3-2 bbl.	389	10.75:1	d										

a With Synchro-Mesh transmission only. b With Hydra-Matic Drive only.

c Optional at no extra cost.

d Bonneville with Synchro-Mesh \$131.70, with Hydra-Matic \$89.20. All other series with Synchro-Mesh \$141.60, with Hydra-Matic \$99.10.

e Power-operated rear window standard on 9-passenger Safari, optional on 6-passenger Safari models.

X—STANDARD EQUIPMENT

OLDSMOBILE

	Body Styles and Manufacturer's Suggested Retail Prices							Dimensions		
	Sedans		Hardtops		Convertibles	4 Dr. Station Wagons		Wheelbase	Over-all length	Width
	2 DOOR	4 DOOR	2 DOOR	4 DOOR		2 SEAT	3 SEAT			
DYNAMIC 88	\$2,835	\$2,900	\$2,956	\$3,034	\$3,284	\$3,363	\$3,471	123"	217.6"	80.6"
SUPER 88		3,176	3,325	3,402	3,592	3,665	3,773	123"	217.6"	80.6"
NINETY-EIGHT		3,887	4,083	4,159	4,362			126.3"	220.9"	80.6"

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

	Horsepower	Carburetion	Displacement Cu. In.	Compression Ratio	Engine Options	3 Speed Synchro-Mesh	Hydra-Matic	Power Steering	Power Brakes	Power Windows (4) ^b	6 Way Power Seat	Heater (DeLuxe) and Defroster	Radio (Push Button) and Defroster	Air Conditioning		
DYNAMIC 88			240	2 bbl.	371	8.75:1	X ^a	X	\$231.34	\$107.50	\$43.00	\$106.25	\$96.84	\$97.38	\$88.77	\$430.40
SUPER 88			315	4 bbl.	394	9.75:1	X	X	231.34	107.50	43.00	106.25	96.84	97.38	88.77	430.40
NINETY-EIGHT			315	4 bbl.	394	9.75:1	X		X	X	X	X ^c	68.86 ^d	97.38	88.77	430.40

a Designed to operate on regular gasoline.

b Power-operated rear window standard on 3-seat station wagon models, optional on 2-seat models.

c On 4-door sedan only—\$106.25. Standard on other models.

d 2-way power seat standard on all 98 models except 4-door sedan. 6-way seat on 4-door sedan—\$96.84.

X—STANDARD EQUIPMENT

BUICK

	Body Styles and Manufacturer's Suggested Retail Prices							Dimensions		
	Sedans		Hardtops		Convertibles	4 Dr. Station Wagons ^a		Wheelbase	Over-all length	Width
	2 DOOR	4 DOOR	2 DOOR	4 DOOR		2 SEAT	3 SEAT			
LE SABRE	\$2,756	\$2,870	\$2,915	\$2,991	\$3,145	\$3,386	\$3,493	123"	217.9"	80"
INVICTA		3,357	3,447	3,515	3,620	3,841	3,948	123"	217.9"	80"
ELECTRA		3,856	3,818	3,963				126.3"	221.2"	80"
ELECTRA 225				4,300 ^b	4,192			126.3"	225.9" ^c	80"

^a Estate Wagon. ^b 4-window and 6-window (Riviera) models. ^c Convertible—221.2".

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

	Horsepower	Carburetion	Displacement Cu. In.	Compression Ratio	Engine Options	3 Speed Synchro-Mesh	Turbine Drive	Power Steering	Power Brakes	Power Windows (4) ^d	6 Way Power Seat	Heater (DeLuxe) and Defroster	Radio (Push Button) and Antenna	Air Conditioning		
LE SABRE	Wildcat 384		250	2 bbl.	364	10.25:1	X									
	Wildcat 375E		235	2 bbl.	364	9:1	X ^a	X	\$220.38	\$107.50	\$43.00	\$107.50 ^e	\$96.75 ^e	\$98.90	\$98.90	\$430.00
	Wildcat 405-4B		300	4 bbl.	364	10.25:1	\$51.60 ^b									
INVICTA	Wildcat 445		325	4 bbl.	401	10.25:1	X		X	107.50	43.00	107.50	96.75	98.90	98.90	430.00
ELECTRA ELECTRA 225	Wildcat 445		325	4 bbl.	401	10.25:1	X		X	X	X	107.50 ^f	96.75	98.90	98.90	430.00

^a Optional with Turbine Drive at no extra cost and designed to operate on regular gasoline.

^b Power Pack option.

^c Turbine Drive equipped cars only.

^d Power-operated tail gate window standard on 3-seat Estate Wagons, optional on 2-seat models.

^e Not available on 2-door sedan. ^f Standard on Electra 225 convertible.

X—STANDARD EQUIPMENT

CADILLAC

	Body Styles and Manufacturer's Suggested Retail Prices				Dimensions			
	Hardtops		Convertibles	Sedan	Limousine	Wheelbase	Over-all length	Width
	2 DOOR	4 DOOR		9 PASS.	9 PASS.			
SIXTY-TWO	\$4,892	\$5,080 ^a	\$5,455			130"	225"	79.9"
COUPE DE VILLE SEDAN DE VILLE	5,252	5,498 ^a				130"	225"	79.9"
SIXTY SPECIAL		6,233				130"	225"	79.1"
ELDORADO BIARRITZ & SEVILLE	7,401		7,401			130"	225"	79.1"
ELDORADO BROUGHAM		13,075				130"	225"	80.2"
SEVENTY-FIVE				\$9,533	\$9,748	149.8"	244.8"	79.9"

^a 4-window and 6-window models.

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

	Horsepower	Carburetion	Displacement Cu. In.	Compression Ratio	Engine Options	Hydra-Matic	Power Steering	Power Brakes	Power Windows (4)	6 Way Power Seat	Heater (Deluxe) and Defroster	Radio and Antenna ^c	Air Conditioning	Air Suspension	
SIXTY-TWO	325	4 bbl.	390	10.5:1	X	X	X	X	X	\$118.45 ^b	\$113.05	\$128.70	\$164.60	\$473.60	\$214.60
COUPE DE VILLE SEDAN DE VILLE	325	4 bbl.	390	10.5:1	X	X	X	X	X	X	85.05	128.70	164.60	473.60	214.60
SIXTY SPECIAL	325	4 bbl.	390	10.5:1	X	X	X	X	X	X	85.05	128.70	164.60	473.60	214.60
ELDORADO BIARRITZ & SEVILLE	345	3-2 bbl.	390	10.5:1	X ^a	X	X	X	X	X	X	X	X	473.60	X
ELDORADO BROUGHAM	345	3-2 bbl.	390	10.5:1	X ^a	X	X	X	X	X	X	X	X	X	X
SEVENTY-FIVE	325	4 bbl.	390	10.5:1	X	X	X	X	X	X	—	178.50	246.60	623.70	214.60

^a Available on other models for \$134.30

^b Standard on Convertible.

^c Signal Seeking including rear seat speaker.

X—STANDARD EQUIPMENT

OPEL

Specifications and Manufacturer's Suggested Retail Prices—F.O.B. NEW YORK, N. Y.

Sedan 2 Dr.	Station Wagon 2 Dr.	Wheelbase	Over-all Length	Width	Horsepower	Displacement Cu. In.	Compression Ratio	3 Speed Synchro-Mesh	Heater and Defroster	Radio
\$1,987.50	\$2,292.60	100.04"	174"	63.6"	57	90.8	7.8:1	X	X	\$60.00 ^a

^a Installation extra.

X—STANDARD EQUIPMENT

VAUXHALL

Specifications and Manufacturer's Suggested Retail Prices—F.O.B. NEW YORK, N. Y.

Sedan 4 Dr.	Station Wagon 4 Dr.	Wheelbase	Over-all Length	Width	Horsepower	Displacement Cu. In.	Compression Ratio	3 Speed Synchro-Mesh	Heater and Defroster	Radio
\$1,987.50	\$2,292.60	98"	167.5"	63.5"	55	92	7.8:1	X	X	\$59.85 ^a

^a Installation extra.

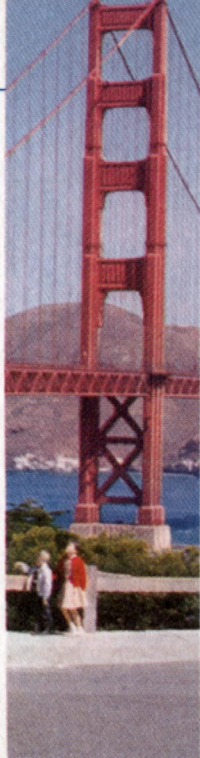
X—STANDARD EQUIPMENT

These suggested retail car prices do not include destination charges and state and local taxes, if any. The optional equipment and accessories listed for U.S.-built cars are a selection of principal factory-installed items. See your local dealer for other options and accessories.

FOR ADDITIONAL INFORMATION SEE YOUR LOCAL GM DEALER

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