

For® FUN in '61

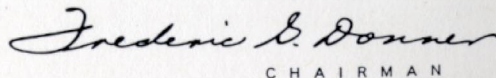
It gives us great pleasure to present to our shareholders the 1961 lines of General Motors cars. We are sure you will share our pride in these automobiles —the very finest yet produced by the Corporation.

The GM lines for 1961 include three completely new smaller automobiles. Their addition provides General Motors customers with an exceptionally broad selection of models. All lines feature fresh styling, significant advances in comfort, performance, safety and driving ease, and the high standard of quality synonymous with General Motors products.

To supplement the information about our new cars contained in this booklet, a separate folder is enclosed listing specifications of the cars, their suggested retail prices and the suggested retail prices of principal factory-installed optional equipment and accessories.

May we suggest that you, as a General Motors shareholder, examine our 1961 models in the showrooms of your neighborhood dealers at your earliest opportunity. If you are presently in the market for a new automobile, we know you will want to give these outstanding GM cars first consideration.


P R E S I D E N T


C H A I R M A N

There's nothing like a new ^{GM} car

Strange things happen when a sleek new car is parked in the driveway. Father suddenly gets the urge to visit places he hasn't mentioned in years. Mother and the children find the flimsiest excuses to leave their chores to go scooting happily around town. And hardly anyone in the family wants to spend a weekend at home anymore. But then this is typical, for who can resist the good looks of a shiny new car . . . the smooth, eager response to every touch of the controls . . . the satisfying pleasure of relaxing in interiors offering the latest in comfort and luxury.

It is, of course, hard to resist the lure of any new car, regardless of make. However, owners of 1961 GM cars will find their resistance at a new low, and for very good reasons! One reason is GM styling—a tasteful blending

of clean, fresh lines with a touch of the classical in the beautiful new rooflines. Bodies are trimmer with functional styling that means more comfort. You know it as soon as you step through the wider door openings. You feel it the instant you sit back in the carefully designed seats and stretch out. And you'll be mighty pleased with the remarkable performance of your GM car, designed to give you the maximum in automotive efficiency. You'll also notice it rides smoother and handles easier than ever, the result of improvements in suspension.

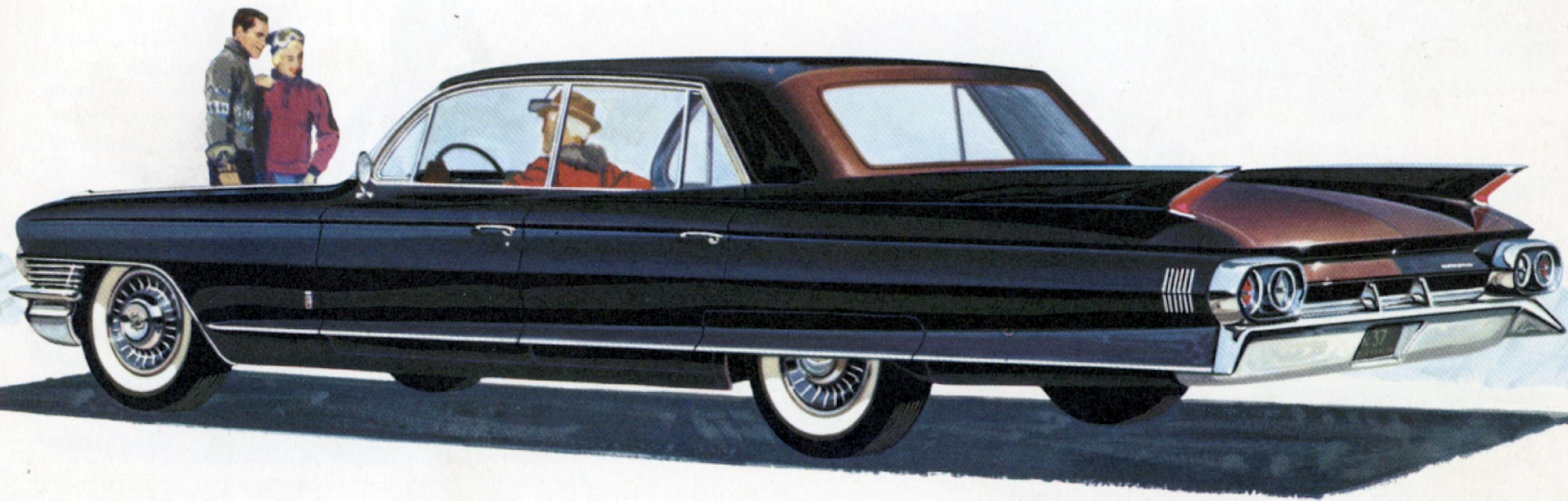
Whether you are bound for your favorite sport, as this booklet suggests, or whether you are just heading for the open road to watch the scenery unfold, you can be sure of this: There's no better way to go than in a new GM car. Drive one and see!



CADILLAC

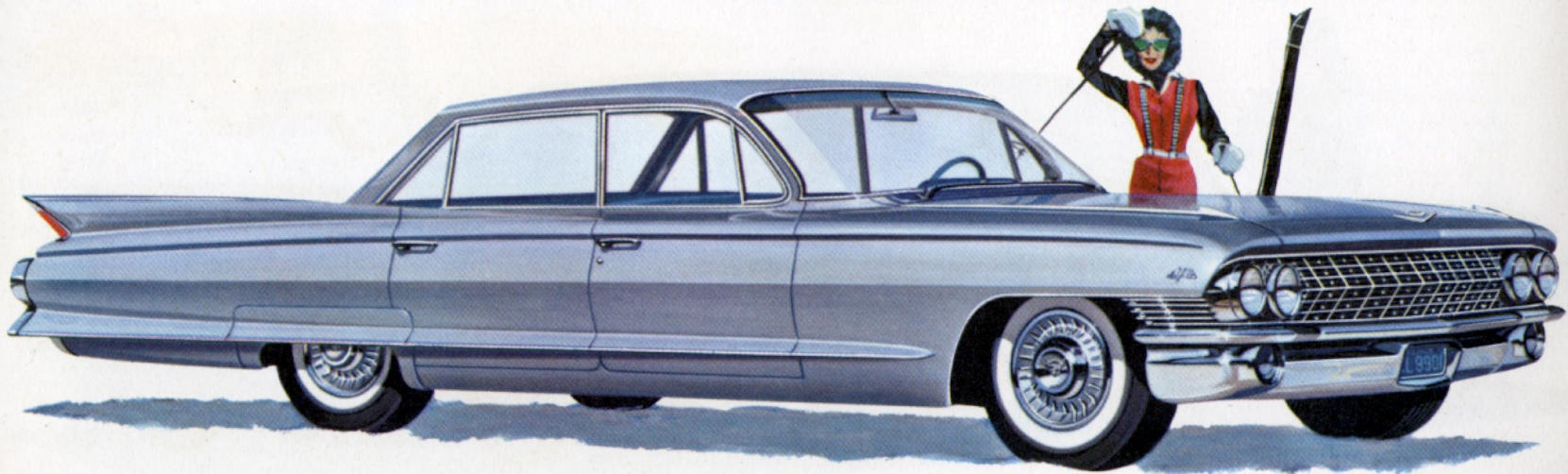
Cadillac for 1961 represents a new inspiration for the motoring world—a creation of timeless beauty . . . uncompromising luxury . . . and truly masterful performance. While undeniably Cadillac in contour, the 1961 body has been sculptured to a new trimness and crispness of line and silhouette. Inside, a happy combination of engineering advancements and functional design has achieved greater headroom as well as convenient entrance and exit for both driver and passengers. The leathers and fabrics decorating these spacious interiors are the finest obtainable, and appointments offer unrivaled motoring convenience. As for engineering improvements—handling ease, riding qualities, and quietness of operation are further enhanced to assure new excellence in all-around performance and owner satisfaction. Cadillac for '61 represents the very finest motor car that today's arts, skills and sciences can produce. It is, in every way, the automotive "Standard of the World."

SIXTY-TWO COUPE



FLEETWOOD SIXTY SPECIAL SEDAN in Ebony

CADILLAC 12 MODELS



6-WINDOW SEDAN DE VILLE in Platinum

Fifteen exterior colors combine with a wide range of interiors:

Series 62 Coupe and Sedans: Interior available in black, sandalwood, or turquoise Chilton cloth, as well as in gray, blue, green, fawn or rose Canberra cloth.

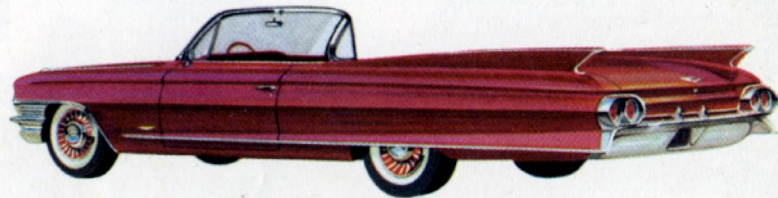
Coupe and Sedans De Ville: Interior choices include black or turquoise Coronel cloth; gray, fawn or green Covington cloth; and rose, blue or sandalwood Cromwell cloth.

Series 62 Convertible: Interiors come in Florentine leathers of solid blue, black, sandalwood, saddle, green or metallic red; and in combinations of white and black or white and metallic red.

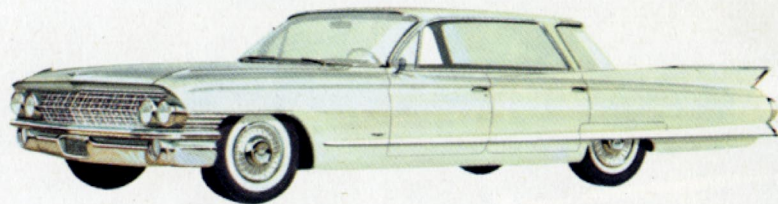
Fleetwood Sixty-Special Sedan: Ten interior options include black, blue, green or sandalwood Cambridge cloth with Florentine leather bolsters; gray, fawn, turquoise or rose Crestwood cloth, also with leather bolsters; and gray or fawn wool broadcloth.

Eldorado Biarritz Convertible: The striking Biarritz is available in five additional exterior colors exclusive to this model. Interior color options are white, black, Nautilus blue, sandalwood, topaz, jade, mauve and metallic red—all in ostrich grain leather with harmonizing Florentine leather bolsters.

Fleetwood Seventy-Five Sedan and Limousine: A distinguished selection of interiors may be examined at your dealer's showroom.



SIXTY-TWO CONVERTIBLE in Pompeian Red



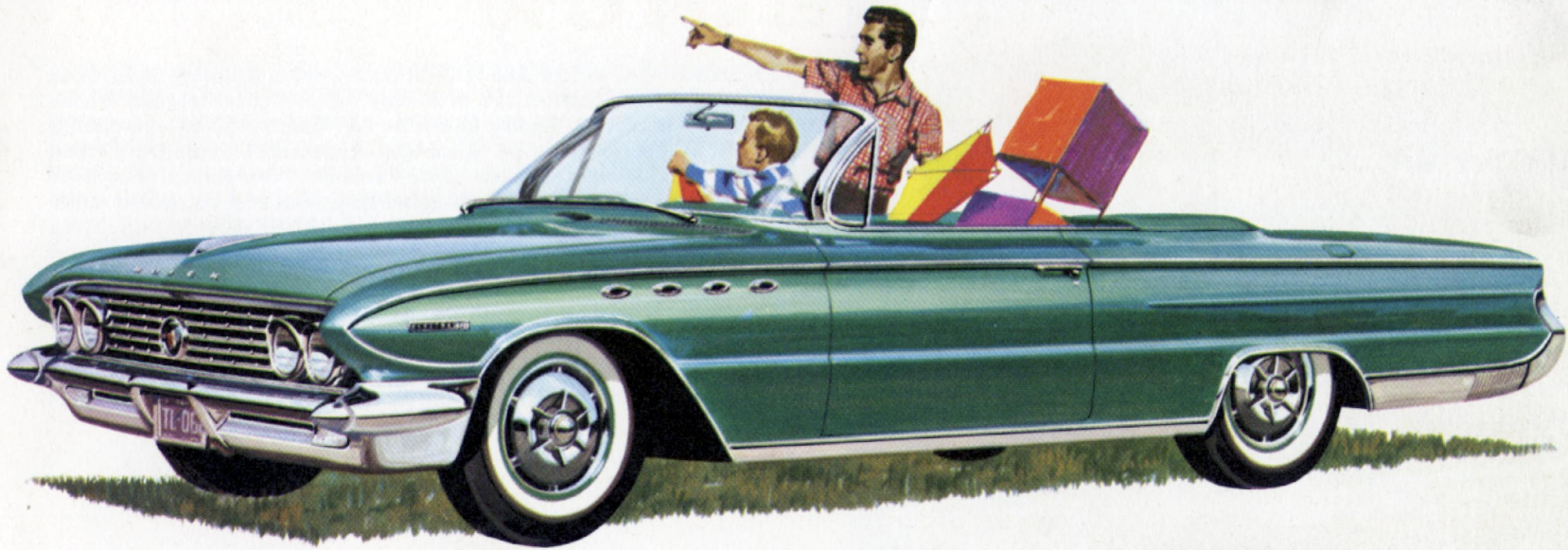
4-WINDOW SIXTY-TWO SEDAN in Olympic White



BUICK

For 1961 Buick presents a clean look of action and fresh new beauty from every angle. Meticulous attention to the engineering of every component and exacting quality control in manufacture has resulted in exceptional over-all reliability and roadability for all-around motoring satisfaction. Buick's famed ride has been made even smoother . . . coil springs at all four wheels cushion road shocks . . . stabilizer and track bars keep the car true and level in tight turns. And there's unhesitating response in the Turbine Drive transmission. Driving is safer, more relaxing, with all controls in easy reach and with Buick's famous Mirromagic instrument panel adjustable for best viewing angle. There's new room for increased comfort in the new Buick. Getting-in is even easier in '61 with Buick's wider door openings. A lower driveshaft tunnel provides more legroom and better seating. Rich, tasteful fabrics and leathers enhance Buick's interiors. For '61 it's Buick—as new, as fine as you can go.

ELECTRA 4-DOOR HARDTOP

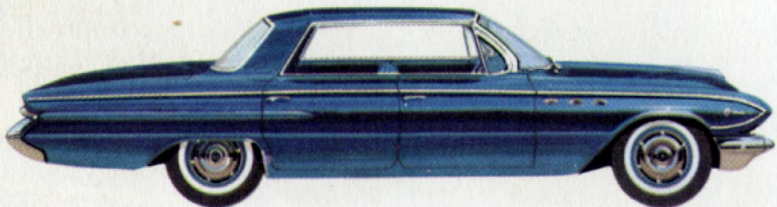


ELECTRA 225 CONVERTIBLE in Dublin Green

BUICK



INVICTA 2-DOOR HARDTOP in Rio Red



LE SABRE 4-DOOR HARDTOP in Venice Blue

LE SABRE—An exceptional value at Buick's price, featuring Buick style, performance and comfort at a price only slightly above full-sized models of the low-price three. Choose from three big Wildcat engines—one offering outstanding performance on *regular* gas—each with Turbine Drive transmission as standard equipment. There's a choice of five distinctive Le Sabre interior stylings, each with color-keyed door trim and instrument panel.

INVICTA—More than ever, an automobile man's kind of automobile: high-spirited, nimble and smartly styled. Buick's own unmistakable brand of excellence inside and out, displayed in three dashing Invicta models. Luxury overtones of genuine leather or Seville-grained vinyl and Braeburn cloth. Two-way power driver's seat is standard on custom two-door hardtop.

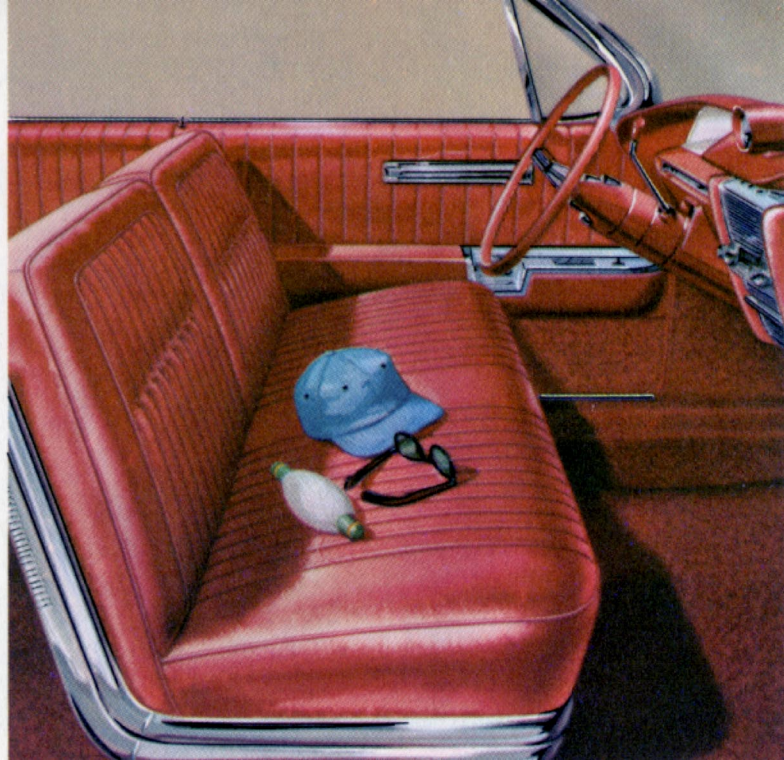
ELECTRA AND ELECTRA 225—The ultimate in Buick luxury, powered

3 SERIES 15 MODELS

by the famous Wildcat 445 engine teamed with ultra-smooth Turbine Drive transmission. The Turbine Drive transmission, power steering and power brakes are standard equipment. Interiors are the most gracious and beautiful Buick has ever offered. Electra 225 four-door Riviera sedan and convertible offer back-up lights, glare-proof mirror, parking brake signal, safety buzzer and map light as standard equipment. Two-way power seat, power window lifts are standard in Electra 225 convertible and Electra 225 Riviera sedan.

Standard equipment on all standard-size Buick cars includes Turbine Drive transmission, Mirromagic instrument panel, directional signals, air-cooled brakes, full-flow oil filter, electric windshield wipers, automatic glove compartment light, trip-mileage indicator, dual sunshades, Magic-Mirror finish, power-operated back window on three-seat Estate Wagon.

ELECTRA 225 CONVERTIBLE

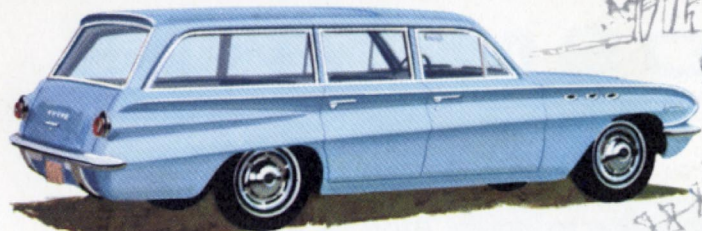


BUICK SPECIAL

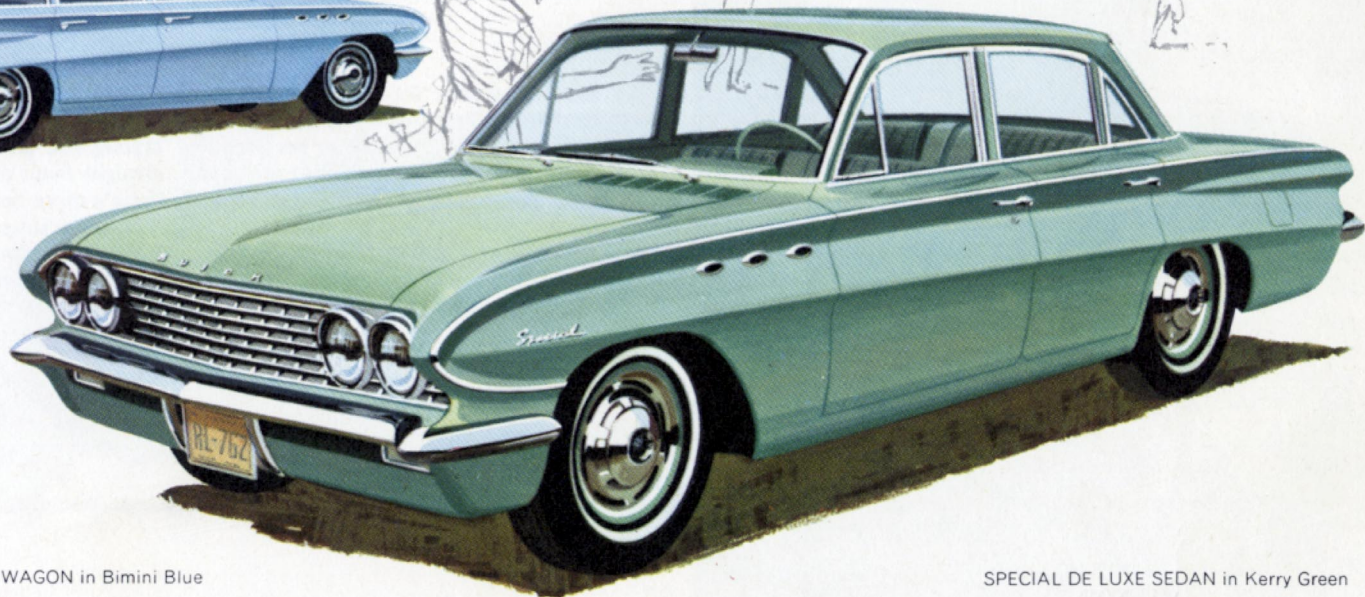
The special-size Buick Special gives you the best of both worlds—a brand new car for Buick that makes no compromise with old concepts. The best of big-car performance: riding comfort, quality and prestige. The best of small car economy, maneuverability and all-around motoring fun. It's Buick in new fun-sized dimensions. There's a choice of four models, all featuring real stretch-out comfort plus a real thrill in performance: Buick's amazing new aluminum Fireball V8 engine—light in weight, nimble in performance, fast in warm-up. This new Buick engine weighs but 318 pounds, yet delivers 155 horsepower for an outstanding power to weight ratio.

There's true six-passenger comfort in the Buick Special with room

for six adults. This means room in every direction: headroom, hiproom, legroom and shoulder room. Door openings are generously wide in both front and rear for easy entrance and egress. There's enough space in the lined trunk for as many as eight pieces of luggage. And there's the best of big-car engineering with such features as a lower driveshaft that provides more legroom; separate coil springs for each wheel for a smooth, cushiony ride; and air-cooled brakes to keep your stopping power up and brake pedal pressure down. Standard equipment includes dual sun visors, dual armrests, cigarette lighter, directional signals and overlap electric windshield wipers. It's the Buick Special for '61—a great new blending of style and thriftiness coupled with famous Buick ruggedness and reliability.



SPECIAL DE LUXE STATION WAGON in Bimini Blue



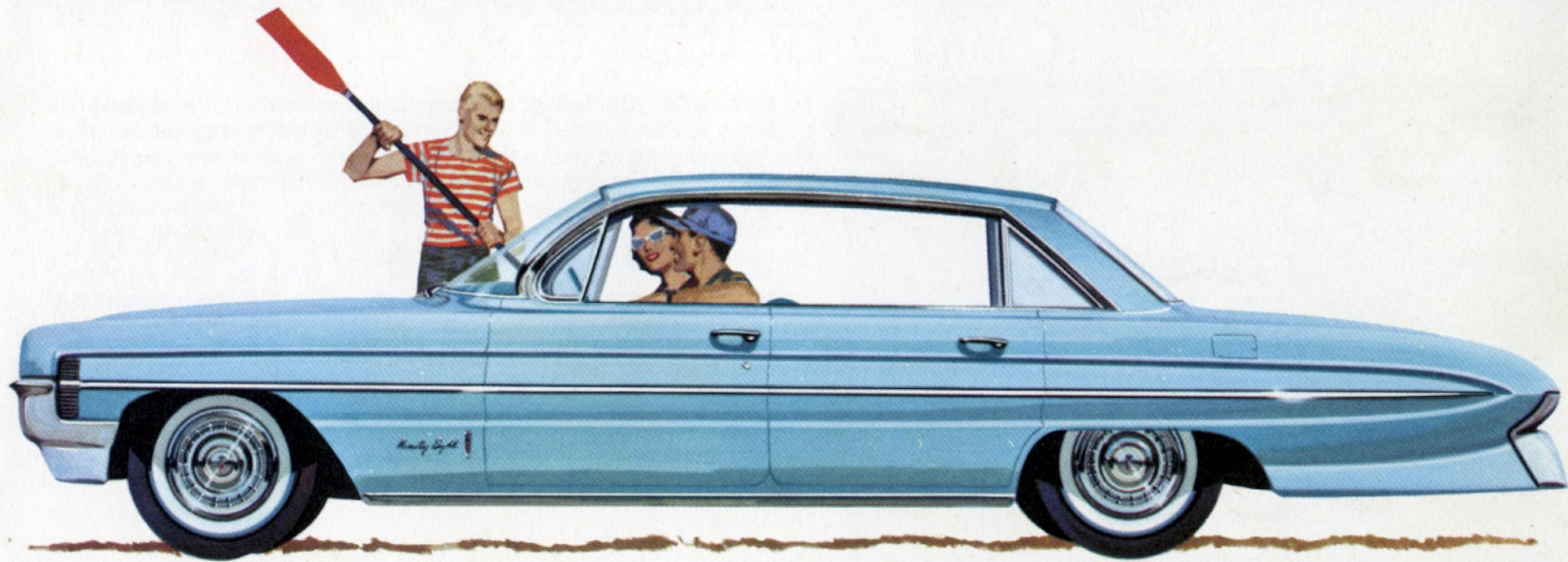
SPECIAL DE LUXE SEDAN in Kerry Green



OLDSMOBILE

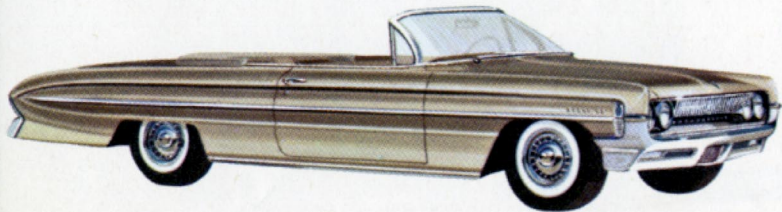
It's Oldsmobile for '61 . . . with Fashion-Line Design and Skyrocket Performance! Totally new versions of Oldsmobile's three famous full-size series blaze a bright new trail in performance, styling and passenger comfort. New door openings invite you to enter easily, straight front pillars allow plenty of knee clearance when entering or leaving. There's more headroom and hatroom for '61, and seat heights are up to provide better leg support, lessen fatigue on long trips. And there's new luxury in the richly padded, deep-cushioned seats. Your ride is quieter, smoother, thanks to the comfort cushioning of live rubber at more than 90 vital points. Oldsmobile's husky Air Scoop brakes are big, dependable, cool-running. For extra-high performance, there's the new Skyrocket Engine. And new Hydra-Matic with new Accel-A-Rotor action adds new thrift and smoothness to Oldsmobile's sparkling "go"! From every point of judgment, the '61 Oldsmobiles are the most exciting values in Oldsmobile history.

SUPER 88 FIESTA



CLASSIC 98 HOLIDAY SEDAN in Aqua

OLDSMOBILE



SUPER 88 CONVERTIBLE in Fawn Mist

DYNAMIC 88—Beauty, economy, full-size comfort! Powered by the husky Rocket Engine, the new Dynamic 88 models are peppier than ever! And you enjoy an extra reward in the economy of lower-cost, regular gas! Interior appointments are far more beautiful than ever, smartly tailored in fabrics and Moroccan. And the instrument panel is safety padded. True Olds quality through and through . . . and a real dollar-saver when you buy—as you drive—and when you trade.



DYNAMIC HOLIDAY 88 SEDAN in Turquoise

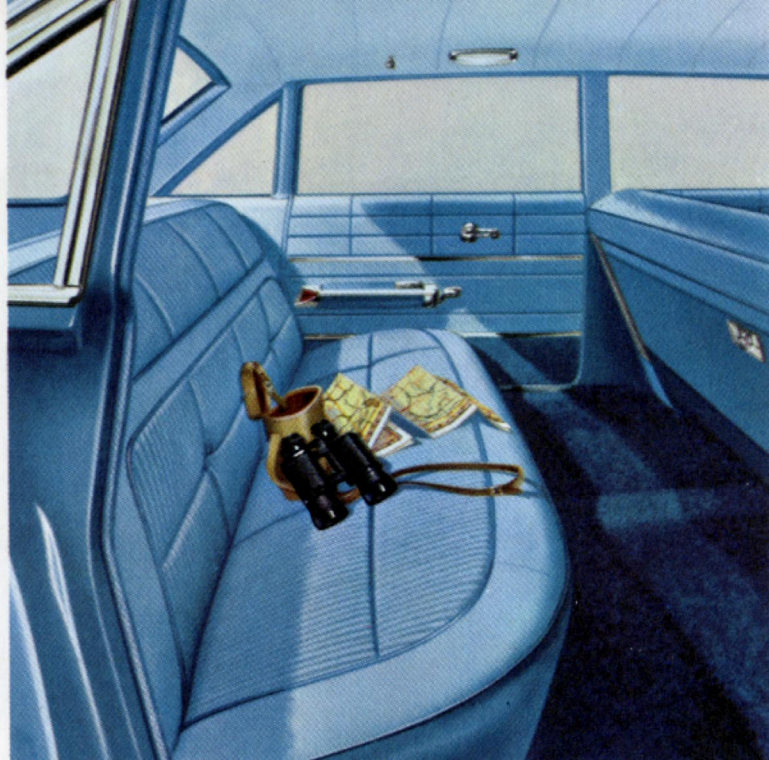
SUPER 88—More spirited than ever and as new as it looks . . . all ways! In '61, the Super 88 further enhances its great reputation for high performance and high style. The new Skyrocket Engine fairly adds wings to your travel. Attractive new interiors sparkle with new fabrics, accented

3 SERIES 18 MODELS

with lustrous Jeweltone Moroccan. If ever a car were glamorous and alert to the road—this new Super 88 is it!

CLASSIC 98—Distinguished, distinctive, decidedly new! Easier to enter with higher, wider doors . . . easier to sit in with more room all around! Truly inspired in smart simplicity of line . . . in road-eager performance. The new Skyrocket Engine offers deep reserves of near-silent power. All models are fully equipped with all-new Hydra-Matic Drive featuring Accel-A-Rotor action . . . plus Roto-Matic Power Steering and Pedal-Ease Power Brakes . . . all as standard equipment. Exceptionally fine fabrics combined with lustrous leathers and Moroccan distinguish Classic 98 models. Interiors are in perfect harmony with the gem-like exterior finishes.

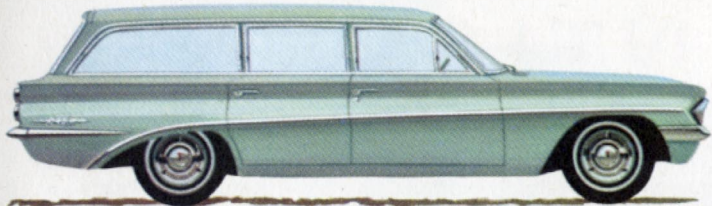
CLASSIC 98 TOWN SEDAN



OLDSMOBILE F-85

Oldsmobile's F-85—the hot new number in the low-price field. Every inch an Oldsmobile, the new family-size F-85 brings you the best of both . . . nimbleness and economy of smaller cars . . . high performance, solid ride to match the bigger ones. The family-size F-85 is trim and terrific! It's so nimble . . . so responsive to your commands. Parks practically anywhere. Maneuvers as if it's part of you. The exclusive new aluminum Rockette V-8 Engine delivers all the action you could want, with real economy . . . more miles-per-gallon on lower-cost, regular gas. Experience in building over four million Rocket Engines stands behind the design of the new Rockette—the front-mounted, liquid-cooled V-8 that has proved its ruggedness and reliability on all kinds of roads, under all kinds of conditions. And you'll find the F-85 is fun to drive! Handy 188.2" over-all length

. . . ample 112" wheelbase for a superior ride. And there's room for a family of six inside. Crisp, sleek, neatly tailored from front to rear, the F-85 offers you design you can be proud of anywhere. Inside, there's a skillful blending of handsome cloth and Moroccan trims. You'll also find the comfort of a foam cushioned front seat . . . the convenience of front armrests . . . the eye appeal of a richly styled instrument panel. The F-85 is available in four-door sedan and station wagon models, each in a standard or de luxe version. The exterior of all models has the gleaming durability, the same high quality Magic-Mirror finishes of other Oldsmobiles. Take your pick of fifteen sparkling colors! A single drive will tell you the F-85 is built for the buyer who wants something better in the low-price field. Be sure to drive the new F-85 before you buy any low-priced car!



F-85 DE LUXE STATION WAGON in Alpine Green

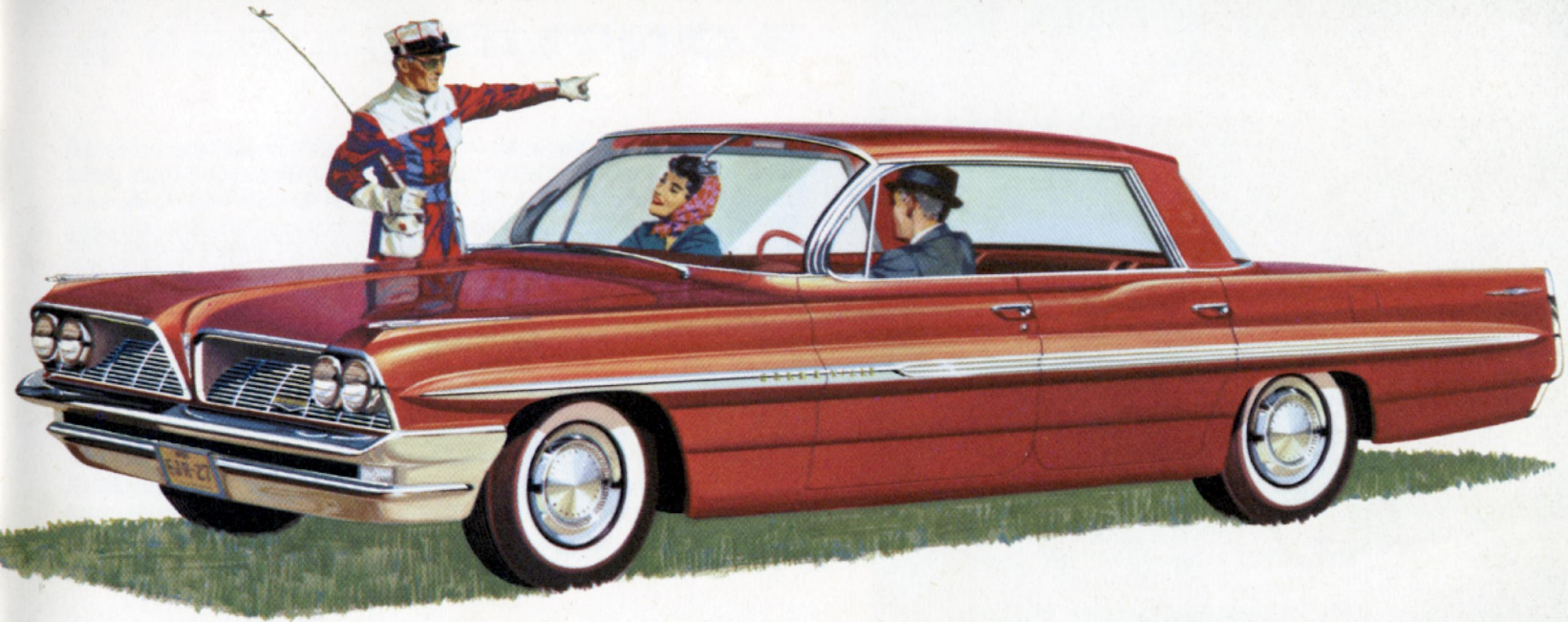
F-85 DE LUXE SEDAN in Garnet Mist



PONTIAC

It's all Pontiac on a new Wide-Track! For '61 Pontiac has trimmed body width and more weight is balanced directly between the wheels. Result? You ride with greater poise, maneuver with firmer control. And Pontiac is more comfortable than ever. Seats are higher, yet there's more clearance under the steering wheel. Doors are wider, swing open farther with nothing to bump as you get in and out. It's all designed to let you enjoy more fully the smooth performance this car is built for. And the engine the experts said was great has been improved—the fuel-saving Trophy V-8 Engine. New fuel induction system gives this new free-breathing engine more air, makes gas go further. Many versions to select from, including the Trophy Economy V-8, with 8.6:1 compression ratio to let you use regular gas. Richly appointed instrument panels, distinctive for each series, include an instrument panel cushion as standard equipment. Add it all up . . . it's the Wide-Track way to travel. Try it!

BONNEVILLE CONVERTIBLE



BONNEVILLE 4-DOOR HARDTOP in Dawnfire Mist

PONTIAC



CATALINA SEDAN in Jadestone Green



CATALINA SAFARI in Cherrywood Bronze

CATALINA—Look anywhere—you won't find a car that provides Catalina's pleasure and performance at anywhere near Catalina's price. Standard equipment on the Catalina includes: Electric wipers, cigarette lighter, dual sun visors, 15 Magic-Mirror acrylic lacquer finishes. Catalina Sports Coupe and Vista models combine a strikingly striped pattern cloth with Morrokide and five three-tone color combinations. Floor covering is deep loop pile carpeting with vinyl surfaced rubber.

VENTURA—This is the step-up only Pontiac makes possible. Almost any budget will take this luxury in easy stride: Full-carpeting, exclusive Morrokides, the final touch of extra fashion and styling all-around. Five color choices in Jewel-tone Morrokide with deep loop pile carpeting running "wall to wall". Here, indeed, is luxury at moderate cost.

STAR CHIEF—A superb and proud car with a distinctive quality all its own. Size, luxury, weight—and downright handsomeness. Interiors are

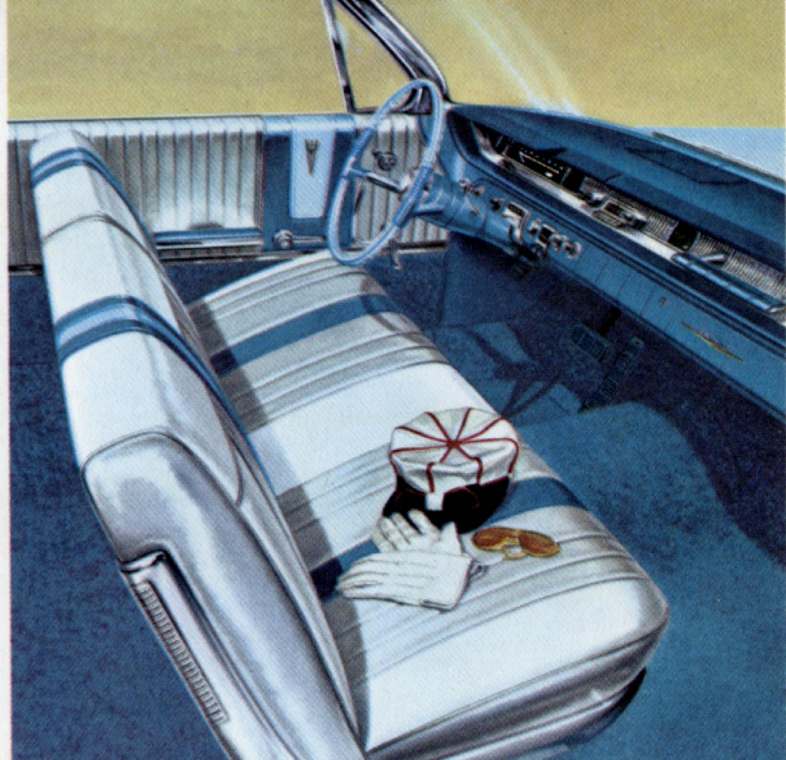
4 SERIES 15 MODELS

luxuriously trimmed in Jacquard woven cloth with metallic yarn highlights, accented by Jewel-tone Morrokide, available in three color combinations. All Morrokide is offered in four color choices.

BONNEVILLE—Motoring just doesn't come any finer than in the elegant Bonneville by Pontiac. Bonneville Sports Coupe and Vista models combine striped wool and nylon cloths with Jewel-tone Morrokide in five color choices or all Morrokide in four selections. On the Bonneville Convertible the rich warmth of genuine leather—which comes in four exclusive color combinations accented with Morrokide—is standard. Seven vinyl top colors are available.

SAFARI STATION WAGONS—The Catalina series have two-and-three seat models with a choice of five Jewel-tone Morrokide, three-tone colors. The Bonneville Custom Safari seats six, and is upholstered in embossed Jewel-tone Morrokide, aerated for added comfort.

BONNEVILLE CONVERTIBLE



PONTIAC TEMPEST

The Tempest—a completely new automotive concept in size, design, engineering and construction. First, Tempest is the only American car with the advantages of a front engine and a rear transmission: weight is balanced evenly on front and rear wheels with a normal load. This means a smoother, more stable, more level ride. With only the engine weight resting on the front wheels, Tempest steering is light, no back-lash, no wander. Front and rear brakes are equally loaded . . . linings last longer, wear more evenly. You get improved traction in snow, sand or mud. Tempest's economical four-cylinder engine—the Trophy 4—is a product of careful designing and manufacturing followed by 2,600,000 miles of testing. Use of many components identical to those on Pontiac's famous Trophy V-8, helps reduce routine repair costs . . . Pontiac servicemen will be tuning an engine they already know and respect. Five Trophy 4 engines with horsepower ranging from 110 to 155 make it easy for you to choose the engine

suited to your particular driving needs.

The Tempest is available in two basic models: The four-door sedan and the Safari four-door station wagon. Each body style comes in a standard or a customized version. You can customize the exterior simply by adding bright chrome accents offered by Pontiac (optional at extra cost). Six large men can sit comfortably in the Tempest. There's almost five feet of seat width (front and rear). No transmission hump. There's four-wheel independent suspension. Frame and body are of single unit structure . . . strong . . . quiet. The Tempest is wide-track, too. This means less lean and less sway . . . better stability . . . better handling on turns and curves. Big 15-inch tires give good road clearance. There's a wide selection of fine upholsteries and fifteen sparkling exterior finishes. It's Tempest for '61—The Quality New Comer from Pontiac!



TEMPEST CUSTOM SAFARI in Coronado Red

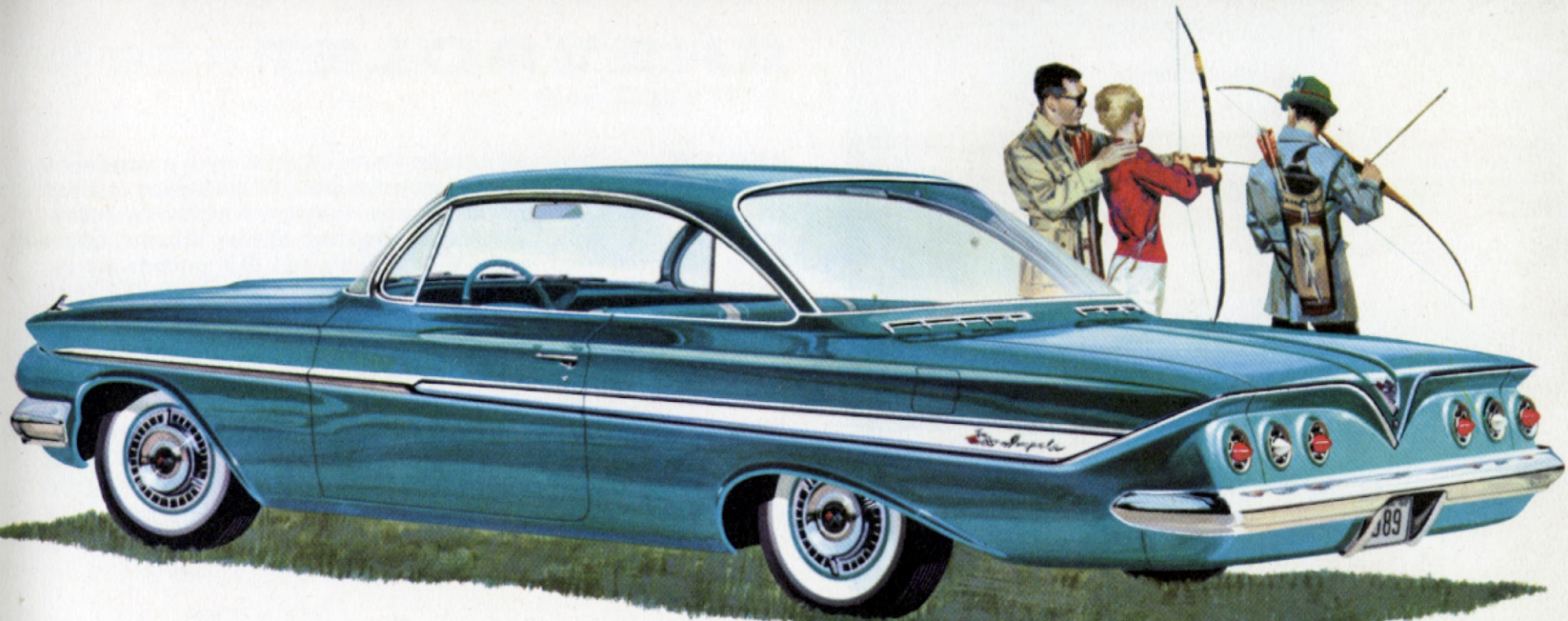
TEMPEST CUSTOM SEDAN in Richelieu Blue



CHEVROLET

Trim new size, clean new style, fine new comfort . . . that's Chevrolet for '61! Here is the neatly tailored simplicity you've been asking for . . . clean lines combined with a trim new size . . . Chevy's anodized aluminum grille, classically clean in design . . . new slanting windshield pillars that blend beautifully with the distinctively new roof styling. There's new comfort with roomier, wider door openings in every model, higher seats for more comfortable seating, more front seat legroom in all models. And outstanding quality and workmanship in Chevy's Body by Fisher. Take a long look inside . . . there are functional fabrics in a wide variety of bright new colors and patterns, a handsome new instrument console that puts all controls at your finger tips. A narrower drive line tunnel gives rear seat passengers more footroom. Chevrolet's new trunk design gives you more usable luggage space, makes loading easier. If ever a car was right for its time, it's Chevrolet for '61!

IMPALA CONVERTIBLE and CORVETTE

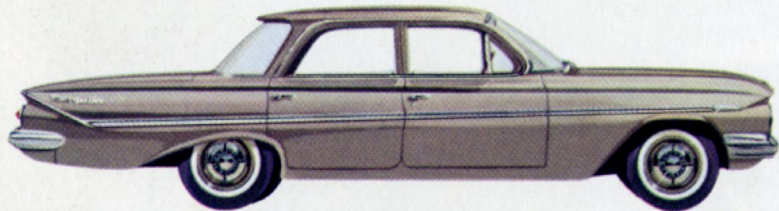


IMPALA SPORT COUPE in Twilight Turquoise

CHEVROLET



IMPALA SPORT SEDAN in Honduras Maroon



BEL AIR SEDAN in Fawn Beige

BISCAYNE—Lowest priced full-size Chevy. This beauty is a bargain at the price! In Chevrolet's Biscayne you enjoy the solid quality and comfort of Body by Fisher. Its rugged construction is designed to take the bumps and jolts of the toughest everyday driving, and still stay tight and quiet. Foam cushioned front seat, dual sun visors and two armrests are all standard equipment.

BEL AIR—Chevrolet's popular priced models. Again, for '61, the Bel Air has all it takes to make it America's most popular model. Chevy's slim new size makes it easier than ever to drive, park and garage. Its clean lines promise lasting beauty and value. There are such comforts as glove box light, automatic domelight, foam cushioned seats front and rear, de luxe door handles and window cranks, twin rear ash trays and de luxe steering wheel with thumb button horn ring—all offered as standard equipment.

IMPALA—The most luxurious Chevrolet. The elegant Impala is unquestionably the finest car in its field. Its new Instrument Console puts

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Plus CORVETTE

every control—even the glove box—within easy reach of the driver. Impala standard equipment also includes such luxury features as electric clock, parking brake warning light, back-up lights, rich, deep-twist carpeting, fingertip door levers and custom-length armrests.

STATION WAGONS—For 1961; Chevy wagons are offered in 3 six-passenger and 3 nine-passenger models. There's up to 97.5 cubic feet for cargo, and every model gives you the convenience of four wide doors. A new *concealed compartment* under the rear platform gives additional stowage space in all models.

CORVETTE—A new look for America's sports car! The famous Corvette spirit is clothed in sleek new style for '61. Comfortable bucket seats, deep-pile carpeting, custom trim and roll-up windows offer personal car luxury. A narrower transmission tunnel gives more footroom, and an alternate seat track position makes possible more legroom for '61.

IMPALA SPORT COUPE



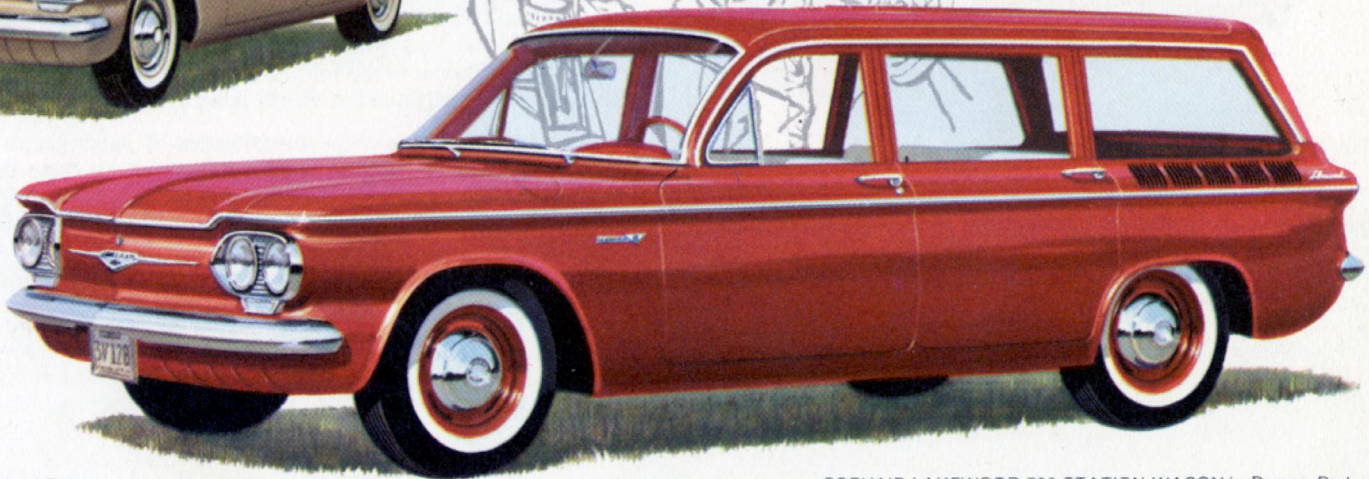
CHEVROLET CORVAIR

For '61 there's a bigger family of new Corvairs to choose from: two 4-door sedans, three club coupes and four of the most versatile, usable wagons on the market! Best of all, Corvair is the really complete thrift car: needs no power brakes, power steering, radiator, water pump, antifreeze or even water. And its fresh, functional design is backed by a solid year of on-the-road proof. There's plenty of interior room and a virtually flat floor because engine, transmission and drive gears are placed in the rear. Plenty of stowage room—the front trunk for '61 has additional stowage in sedans and club coupes. Smooth, comfortable riding qualities and easy, fun-to-drive handling characteristics result from four-wheel independent coil suspension and ideal weight distribution. And there's economical operation, with a new economy rear axle gear ratio and improved engine economy. For '61, Corvair also has fresh styling touches outside and a wide selection of new exterior colors.

New for 1961 are the Lakewood Station Wagons and the Greenbrier Sports Wagon. The Lakewood, available in both the 500 and 700 series, features four-door convenience, roomy interiors designed to seat six passengers comfortably. The rear engine design gives you plenty of rear cargo space plus a lockable front luggage compartment. With the second seat folded flat there's a load floor that extends nearly 6½ feet. Interior fabrics are attractive and durable. The versatile Greenbrier and Greenbrier De luxe Sports Wagons are ideal for all-around family fun and for light commercial use. They feature smart, functional styling and up to 175.5 cubic feet in cargo space. Seat up to nine passengers (with standard second seat and optional at extra cost third seat) with lots of stowage space left over. The Greenbrier is quality-finished inside and out, has foam cushioned seats, too! Functional design, economy and family fun—all at a practical price. That's Corvair for '61!



CORVAIR 700 SEDAN in Almond Beige



CORVAIR LAKEWOOD 700 STATION WAGON in Roman Red



SPECIAL SEDAN in Castile Green

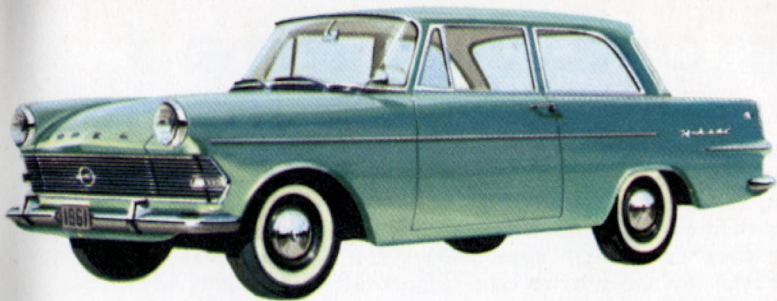
HOLDEN

The attractively styled, economical Holden automobile was designed, built and proven in Australia, where each part was exhaustively tested at the General Motors-Holden's Proving Ground near Melbourne. The result is a car ideally suited for the conditions under which it will be driven. Soundly engineered, rugged and dependable, Holden is Australia's finest value.

GM OVERSEAS

Three General Motors automobiles are manufactured abroad: Vauxhall in England, Opel in West Germany, and Holden in Australia. The complete line of Vauxhall passenger cars is marketed in Canada and the Vauxhall Victor Super in the United States. Opel Rekords and Caravans are sold in the U. S. but not in Canada. The Holden is not distributed in North America.

In addition to their several series of passenger cars, varied lines of commercial vehicles are manufactured by these three GM overseas subsidiaries. Approximately half of Opel and Vauxhall automobiles are exported annually to some hundred areas around the world, many in "knocked down" form for assembly in other General Motors plants abroad. Limited numbers of Holdens are exported.



OLYMPIA REKORD SEDAN in Aquamarine

OPEL

Opel is restyled for '61 with new straight-line design, increased glass area and new interiors. Both the two-door Olympia Rekord sedan and the Olympia Caravan two-door station wagon offer exceptional quality and comfortable, economical transportation. See these new Opel models at your Buick dealer.



VICTOR SUPER SEDAN in Forge Blue

VAUXHALL

The Vauxhall Victor for 1961 features a larger rear window in sedans, new grille, increased engine durability and a wider selection of exterior colors. Available in the Victor Super four-door sedan and four-door Estate Wagon, Vauxhall offers outstanding British craftsmanship at a practical price. See these new Vauxhall Victor models at your Pontiac dealer.

A car for every motoring need



Motoring needs have grown increasingly complex since the days when the automobile was associated primarily with Sunday drives over dusty, bumpy roads. Today's motorist is a man commuting to work; a housewife chauffeuring children to school and scurrying to the super market; a salesman traveling via interstate super highways; a suburbanite hauling patio stones and peat moss; a weekend camper enroute to his favorite lake site.

These diverse motoring needs are met today by an increasingly wide range of vehicles. GM has them, in abundance! To begin with, General Motors car divisions manufacture more than 100 models in a variety of body styles: coupes, sedans, hardtops, station wagons, sports wagons, convertibles, limousine and sports car. Have you preferences in size? GM models range from less than 14 feet in over-all length to more than twenty. There are six outstanding smaller cars from which to choose, including two makes produced overseas.

Need a station wagon? GM offers a total of 26. Or if you prefer a small



school bus, camping vehicle, and all-around utility wagon, see and drive the new Corvair Greenbrier. It's less than 15 feet long, yet seats up to nine passengers with plenty of luggage space left over.

Choose the engine for your specific motoring requirements from the exceptionally wide selection offered by GM. In addition to many V-8's, there's a straight six; an air-cooled six mounted in the rear; and a new four-cylinder engine with a rear transmission. A wide variety of transmissions are also available, both manual and automatic.

Naturally, there's a large selection of body colors and interior appointments, along with many conveniences designed to make your driving more pleasant.

For the car that suits your particular motoring needs, simply review GM's extensive list of 1961 models and options. Chances are excellent that you'll find the exact model you want.



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in '61

For FUN in '61 go GM

General Motors 1961 Passenger Car
Specifications and Suggested Retail Price List

go GM
in '61



CADILLAC

BUICK

OLDSMOBILE

PONTIAC

CHEVROLET

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, F.O.B. port of importation, New York, N. Y., will be announced at a later date.

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

FOR ADDITIONAL INFORMATION SEE YOUR LOCAL GM DEALER

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	\$4892	\$5080 ^{ab}	\$5455			129.5"	222"	79.8"
COUPE DE VILLE	5252							
SEDAN DE VILLE		5498 ^a						
SIXTY SPECIAL		6233						
ELDORADO BIARRITZ			6477					
SEVENTY-FIVE				\$9533	\$9748	149.8"	242.3"	80.6"

a Available in 4-window and 6-window models b A 6-window short deck model will be available at a later date

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

	Horsepower	Carburetion	Displacement Cu. In.	Compression Ratio	Hydra-Matic Transmission	Power Steering	Power Brakes	Power Windows (4)	2-Way Power Seat	6-Way Power Seat	Heater (Deluxe) and Defroster	Radio (Push button) and Antennas	Air Conditioning		
SIXTY-TWO	V8		325	4 bbl.	390	10.5:1	X	X	X	\$118.45 ^a	— ^a	\$113.05 ^d	\$128.70	\$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	128.70	164.60	473.60
ELDORADO BIARRITZ	V8		325	4 bbl.	390	10.5:1	X	X	X	X	X ^c	X	128.70	164.60	473.60
SEVENTY-FIVE	V8		325	4 bbl.	390	10.5:1	X	X	X	X	X	—	178.50	246.60 ^e	623.70

a Standard on Convertible b Signal Seeking including rear seat speaker
c With bucket seat option only d On convertible—\$85.05
e Includes rear seat controls

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	4 DOOR		6 PASS.	9 PASS.			
SPECIAL		\$2384 ^a				\$2654 ^a		112"	188.4"	71.3"
LE SABRE	\$2993	3107	\$3152	\$3228	\$3382	3623 ^b	\$3730 ^b	123"	213.2"	78"
INVICTA			3447	3515	3620			126"	219.2"	78"
ELECTRA		3825	3818	3932						
ELECTRA 225				4350	4192					

^a Standard Model. Deluxe model—additional \$135.00

^b Estate Wagon

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	Heater (Deluxe) and Defroster	Radio (Push Button) and Antenna	Air Conditioning		
SPECIAL	Fireball V8	155	2 bbl.	215	8.8:1 ^a	X	X	X	\$189.00	\$86.08	—	—	—	\$74.24	\$65.64	\$378.00
LE SABRE	Wildcat 375E V8	235	2 bbl.	364	9:1 ^a	X										
	Wildcat 384 V8	250	2 bbl.	364	10.25:1	X		—	X	107.50	\$43.00	\$107.50 ^c	\$96.75 ^c	98.90	90.30	430.00
	Wildcat 405-4B V8	300	4 bbl.	364	10.25:1	\$21.50 ^b										
INVICTA	Wildcat 445 V8	325	4 bbl.	401	10.25:1	X		—	X	107.50	43.00	107.50	96.75	98.90	90.30	430.00
ELECTRA	Wildcat 445 V8	325	4 bbl.	401	10.25:1	X		—	X	X	X	107.50	96.75	98.90	90.30	430.00
ELECTRA 225	Wildcat 445 V8	325	4 bbl.	401	10.25:1	X		—	X	X	X	X	68.80 ^d	98.90	90.30	430.00

^a Designed to operate on regular gasoline ^b Power Pack option

^c Not available on 2-door sedan ^d 2-way power seat standard

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		6 PASS.	9 PASS.			
F-85		\$2384 ^a				\$2654 ^a		112.0"	188.2"	71.5"
DYNAMIC 88	\$2835	2900	\$2956	\$3034	\$3284	3363	\$3471	123.0"	212.0"	77.2"
SUPER 88		3176	3325	3402	3592	3665	3773			
CLASSIC 98		3887	4083	4159 ^b	4362			126.0"	218.0"	77.2"

^a Standard model. Deluxe model—additional \$135.00

^b Sport Sedan (4-window). Also available—Holiday Sedan (6-window)—\$4021

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

	Horsepower	Carburetion	Displacement Cu. In.	Compression Ratio	Engine Options	Synchro-Mesh Transmission	Hydra-Matic Transmission	Power Steering	Power Brakes	Power Windows (4)	6-Way Power Seat	Heater (Deluxe) and Defroster	Radio (Push Button) and Antenna	Air Conditioning		
F-85	Rockette V8		155	2 bbl.	215	8.75:1 ^a	X	X	\$189.00	\$ 86.08	—	—	—	\$74.24	\$65.64	\$378.00
DYNAMIC 88	Rocket V8		250	2 bbl.	394	8.75:1 ^a	X	X	231.34	107.50	\$43.00	\$106.25	\$96.84	97.38	88.77	430.40
SUPER 88	Skyrocket V8		325	4 bbl.	394	10.0:1	X ^b	X	231.34	107.50	43.00	106.25	96.84	97.38	88.77	430.40
CLASSIC 98	Skyrocket V8		325	4 bbl.	394	10.0:1	X ^b	—	X	X	X	X ^c	68.86 ^d	97.38	88.77	430.40

^a Designed to operate on regular gasoline

^b Optional on Dynamic 88 models—\$37.66

^c Optional on 4-door sedan & Holiday sedan—\$106.25

^d 2-way power seat standard on all 98 models except 4-Door Sedan and Holiday Sedan—6-way seat on these models—\$96.84

X—STANDARD EQUIPMENT

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		6 PASS.	9 PASS.			
TEMPEST		\$2167				\$2438		112"	189.3"	72.2"
CATALINA	\$2631	2702	\$2766	\$2842	\$3078	3099	\$3207	119"	210" ^b	78.2"
VENTURA			2971	3047						
STAR CHIEF		3003		3136				123" ^a	217" ^b	78.2"
BONNEVILLE			3255	3331	3476	3530				

a Station wagon—119"

b Station wagon—209.7"

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	Heater (Deluxe) and Defroster	Radio (Push Button) and Defroster	Air Conditioning
TEMPEST	Trophy 4	110 ^a	1 bbl.	194.5	8.6:1 ^b	X	X	\$172.80	\$75.32	—	—	—	\$74.24	\$62.41	\$318.60
		120 ^c	1 bbl.	194.5	10.25:1	X	X	172.80							
		155	4 bbl.	194.5	10.25:1	\$26.37	X	172.80							
	Temptest V8	155	2 bbl.	215	8.8:1 ^b	216.00	X	172.80							
CATALINA VENTURA STAR CHIEF AND BONNEVILLE	Trophy V8	215	2 bbl.	389	8.6:1 ^b	X ^d	X	—	107.50	\$43.00	\$106.25	\$96.84	94.15	88.77	430.40
		230	2 bbl.	389	8.6:1 ^b	e	—	231.34							
		235	4 bbl.	389	8.6:1 ^b	23.94 ^f	X	—							
		267 ^g	2 bbl.	389	10.25:1	X ^d	—	231.34							
		287 ^h	4 bbl.	389	10.25:1	23.94 ^f	—	231.34							
		318	3-2 bbl.	389	10.75:1	120.30 ⁱ	X	231.34							

a 130 horsepower with automatic transmission b Designed to operate on regular gasoline

c 140 horsepower with automatic transmission

d Not available on Bonneville

e Economy engine—at no extra cost, available only with automatic transmission option

f Standard on Bonneville

g 283 horsepower on Star Chief

h 303 horsepower on Star Chief and Bonneville with automatic transmission

i \$110.40 on Bonneville

X-STANDARD EQUIPMENT

CHEVROLET

	Body Styles and Manufacturer's Suggested Retail Prices								Dimensions			
	Sedans		Hardtops		Convertible	Sports Car	Sports Wagon	4 Dr. Station Wagons		Wheelbase	Over-all length	Over-all width
	2 DOOR	4 DOOR	2 DOOR	4 DOOR				6 PASS.	9 PASS.			
CORVAIR 500	\$1920 ^a	\$1974						\$2266 ^e		108"	180.0"	67.0"
CORVAIR 700	1985 ^a	2039					2331 ^e					
CORVAIR 900	2201 ^a											
GREENBRIER							\$2651			95"	179.7"	70.0"
BISCAYNE 6 CYL†	2262 ^b	2316						2653 ^f	\$2756 ^f	119"	209.3"	78.4"
BEL AIR 6 CYL†	2384	2438	\$2489 ^c	\$2554 ^d				2747 ^g	2850 ^g			
IMPALA 6 CYL†	2536	2590	2597 ^c	2662 ^d	\$2847			2889 ^h	2992 ^h			
CORVETTE V8						\$3934				102"	176.7"	70.4"

a Club Coupe b Also Utility 2 Dr. Sedan—\$2175 c Sport Coupe d Sport Sedan
 e Lakewood f Brookwood g Parkwood h Nomad
 † 8-CYLINDER MODELS AVAILABLE FOR ADDITIONAL \$107.00

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

	Horsepower	Carburetion	Displacement	Compression Ratio	Engine Options	Synchro-Mesh Transmission	Overdrive	Powerglide Transmission	Turboglide Transmission	Power Steering	Power Brakes	Power Windows (4)	6-Way Power Seat	Heater (Deluxe) and Defroster	Radio (Push Button) and Antenna	Air Conditioning			
						3 Speed	Close Ratio 4 Speed												
CORVAIR ^a	Turbo-Air 6		80	2-1 bbl.	145	8:1	X	X	\$64.60	—	\$156.60	—	—	—	—	—	—		
	Super Turbo-Air 6		98	2-1 bbl.	145	8:1	\$26.90	X	64.60	—	—	—	—	—	—	\$74.25 ^e	\$62.45	—	
BISCAYNE BEL AIR IMPALA AND STATION WAGONS	Hi-Thrift 6		135	1 bbl.	235.5	8.25:1	X	X	—	\$107.60	188.30	—	—	—	—	—	—		
	Economy 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	62.45	\$457.30
	Turbo-Thrust V8 ^{b,c}		250	4 bbl.	348	9.5:1	93.65	X	188.30	—	—	209.85	—	—	—	—	—	—	
	Super Turbo-Thrust V8 ^b		280	3-2 bbl.	348	9.5:1	163.60	X	188.30	—	—	209.85	—	—	—	—	—	—	
CORVETTE	230 hp Corvette V8		230	4 bbl.	283	9.5:1	X	X	188.30	—	199.10	—	—	—	—	—	—		
	245 hp Corvette V8 ^b		245	2-4 bbl.	283	9.5:1	150.65	X	188.30	—	199.10	—	—	—	59.20	—	102.25	137.75 ^f	—
	Ramjet Fuel Injection V8 ^b		275	—	283	11:1	484.20	X	188.30	—	—	—	—	—	—	—	—	—	

a Greenbrier: Super Turbo-Air 6 not available, manual tuning radio only—\$53.80
 b Also available at higher horsepower with Synchro-Mesh transmission
 c Also available at higher horsepower with heavy duty Powerglide and manual transmissions

d Not available on Biscayne models e Deluxe Perimeter air heater f Signal Seeking

X—STANDARD EQUIPMENT

OPEL Specifications

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
*	*	100"	177.7"	64.3"	64	102.5	7.8:1	X	X	*

* Prices to be announced at a later date

X—STANDARD EQUIPMENT

VAUXHALL Specifications

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
*	*	98"	167.8"	63.5"	55	92	7.8:1	X	X	*

* Prices to be announced at a later date

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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