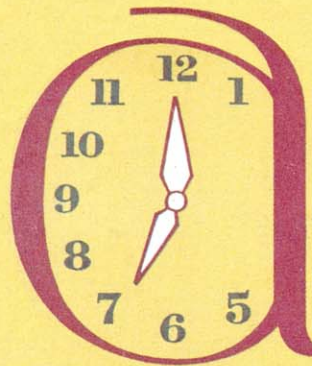


Any time



GO GM



General Motors' cars for 1963 — Buicks, Cadillacs, Chevrolets, Oldsmobiles and Pontiacs — are now on display in dealers' showrooms. We invite our shareholders to visit their dealers, inspect the new models, try them out and buy them.

This booklet is designed to introduce these outstanding new models to our shareholders. You will find many of them pictured and described in its pages. The accompanying folder lists specifications and suggested retail prices of the cars as well as of principal optional equipment and accessory items that can be installed.



PRESIDENT

We are very proud of these new cars, and we think you will agree our pride in them is not misplaced. They are available in a wide variety of body styles and feature substantial improvements in safety, comfort, performance and driving ease. All give evidence of General Motors' exacting standards of workmanship and insistence on quality and dependability.

So — if you're in the market for a new car, Go GM. General Motors is your company, and when you buy its products, you help ensure its success.



CHAIRMAN

Go GM any time in '63

No matter the hour, no matter the occasion, wherever the clock points or the road leads, the way to go is the GM way. And if you don't own a General Motors car, this is the time to "go" GM. The time has never been better for owning a new General Motors car. The 1963 styling that you see in this book is one reason. But this is just part of the story.

There are the 1963 Fisher Bodies—the most carefully crafted and durable ever produced. Twenty-five different sound-absorbent materials help muffle noise. Year-round ventilation gives motorists a complete change of air twice a minute at highway speeds—even with windows closed. Interiors are roomy, luxurious. Floor tunnels are smaller for increased passenger comfort.

Examine the '63 GM cars from a mechanical viewpoint.

You'll find that all models have self-adjusting brakes, amber front turn-signals, improved exhaust systems, extended interval lubrication and positive crankcase ventilation as standard equipment. All front-engine models use Delcotron alternating current generators.

Want something new? Take a long look at the Buick Riviera, a dashing sport coupe, and at two redesigned versions of America's sports car—the Corvette.

GM passenger cars range from the peppy Corvair to the elegant Cadillac, with a wide variety of Chevrolet, Pontiac, Oldsmobile and Buick models in between. Any of these makes can be tailored almost to your every whim by your selection of model, color, interior trim and optional equipment.

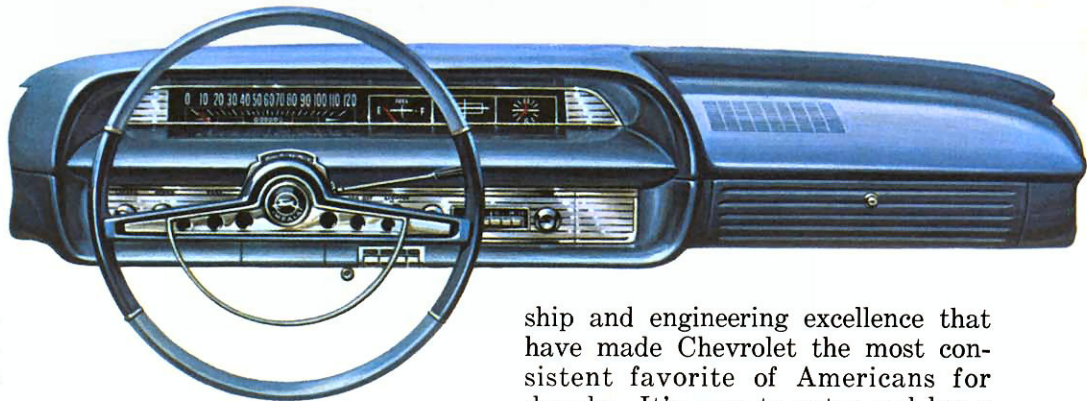
Yes, the time to go GM is now. Drive a '63 and see.





CHEVROLET

Clean, refreshing style and a Jet-smooth ride are featured on '63 Chevrolets. Rich, new fashions grace the elegantly appointed, roomy interiors. And there are many practical bonuses beneath those good looks. Inner front fenders to protect outer fenders from the corrosive action of water, mud, road salt. Self-adjusting Safety-Master brakes and a new battery-saving Delcotron generator that help reduce



maintenance requirements. A new standard Six and an improved standard V8 engine which thrive on regular gas. The hushed ride that comes from using vibration and sound dampening materials at more than 720 points. Throughout, you'll find the craftsman-

ship and engineering excellence that have made Chevrolet the most consistent favorite of Americans for decades. It's easy to enter and leave a Chevrolet: door openings are wide and high, door sills low and convenient. And there's plenty of head, hip and leg room inside. Again offered in the three familiar series—Biscayne, Bel Air and Impala, but each giving a bigger measure of value than ever before.



BEL AIR 4-DOOR SEDAN



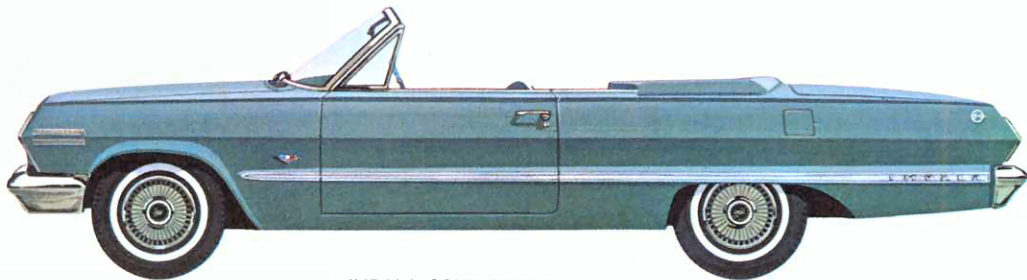
CHEVROLET

BISCAYNE—The full-size car that's priced to please even the most particular budget. Standard equipment includes electric windshield wipers, foam-cushioned front seat, front arm-rests, dual sun visors and cigarette lighter.

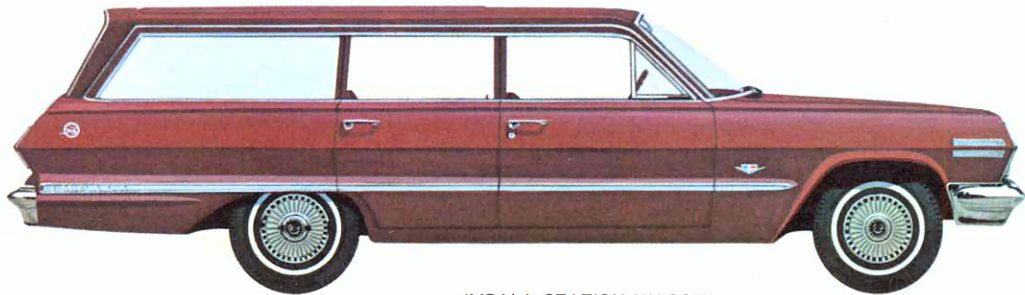
BEL AIR—Tasteful good looks, refined luxury and easy-to-handle price. Upholstery and trim in fresh new designs and fabrics plus deep-twist carpeting. Standard equipment includes glove box light, front and rear foam-cushioned seats, automatic domelight (plus Biscayne standard equipment).

IMPALA—Chevrolet's first choice for full-size elegance. Impala's graceful styling is complemented by new interiors upholstered in luxurious cloth and trimmed in glove-soft leather-grain vinyl (convertible interiors are all vinyl). Standard equipment includes deep-twist carpeting, electric clock, parking brake warning light, and back-up lights (plus Bel Air standard equipment).

STATION WAGONS—Five handsome new wagons: Biscayne six-passenger model (lowest in price) and Bel Air and Impala wagons in either six- or nine-passenger models. Up to 97.5 cubic feet of load space. Tailgate opening on all Chevrolet wagons measures 30.5 inches high and 56.5 inches wide at the floor for easier loading. Nine-passenger models are equipped with a power-operated rear window.



IMPALA CONVERTIBLE



IMPALA STATION WAGON



CHEVY II NOVA 400 SUPER SPORT CONVERTIBLE

CHEVROLET CHEVY II



CHEVY II 300 4-DOOR SEDAN

Fresh, fashionable and carefree, too! For '63, Chevy II offers a number of design and engineering improvements while retaining the features that made it so popular in its first year on the market. New touches include a bold aluminum grille, a smartly styled instrument cluster and cleanly designed interior appointments. Every detail of construction reflects the care in workmanship of Body by Fisher and Chevrolet's integral body-and-frame design.

On the road or in the city, you get pleasing performance with either the 4-cylinder Super-Thrift 153 or the 6-cylinder Hi-Thrift 194 engine. Tight handling character-

istics make Chevy II remarkably responsive. Steering is accurate and easy for almost effortless parking and precise tracking. New engineering features add durability and reduce maintenance requirements. Chevy II features family sized roominess inside and easy handling size outside. Big wide-opening doors make entrances and exits graceful. Broad, deep-cushioned seats invite you to relax. There is plenty of room for luggage, too, up to a big 25.2 cubic feet of space. There are three Chevy II wagons, all of which feature easy maintenance with headlining of durable vinyl and scuff-resistant load floors.



CHEVY II NOVA 400 SPORT COUPE



CHEVY II NOVA 400 STATION WAGON

CHEVROLET CORVAIR



CORVAIR MONZA CONVERTIBLE



CORVAIR 700 SEDAN

Corvair for '63 is a combination of clean design, fun and thrift . . . a driver's car all the way! Proved and acclaimed, Corvair's rear engine design and excellent weight distribution offer superior traction and maneuverability with no sacrifice in gas economy. Four-wheel independent suspension lets each wheel soak up bumps on its own, gives a stable, steady ride on all kinds of roads. New amber front parking lamps and directional signal units are



CORVAIR MONZA CLUB COUPE

easier for others to see. Styling is enhanced with new body trim and bright front accents.

Four styles of Corvair driving pleasure await your choice: the popular Monza with sporty front bucket seats as standard equipment, the family-favorite 700, the extra-economical 500 and the Greenbrier Sports Wagon. There's the new Monza Spyder, too, designed to appeal to sportsters of all ages. Keep the zest in your driving, try a Corvair for '63.



CORVETTE

New aerodynamic styling distinguishes Corvette for '63 in both the Sting Ray Convertible and brand new Sting Ray Sport Coupe. Bucket seats, center console, deep-twist carpeting and 250-hp Corvette V8 with 3-speed Synchro-Mesh transmission are standard.





PONTIAC

Pontiac for '63 has fresh styling, new bodies and suspension systems and higher torque V8 engines of lighter weight. Fourteen new Pontiac wide-track models include an exciting Grand Prix with its own exclusive styling. All reflect Pontiac's exacting standards in performance, ride and handling, dependability and serviceability. Suspension systems offer greater smoothness, require less owner maintenance and provide a softer, quieter ride. Combustion chambers have been improved to provide better breathing and increased



engine efficiency. A new painting process based on a baking-sanding-baking sequence gives Pontiacs a smoother acrylic lacquer finish with a higher initial gloss. Pontiac's interiors are tastefully fashioned in combinations of nylon fabrics, leather and Morrokide. All models have deep pile nylon blend

carpeting. Interior color combinations have been expanded in response to customer demand. The new instrument panel has improved padding, a smoother panel contour and recessed controls for greater safety. A host of options allows the Pontiac owner to equip his car to his exact specifications.



CATALINA SEDAN

P
ONTIAC

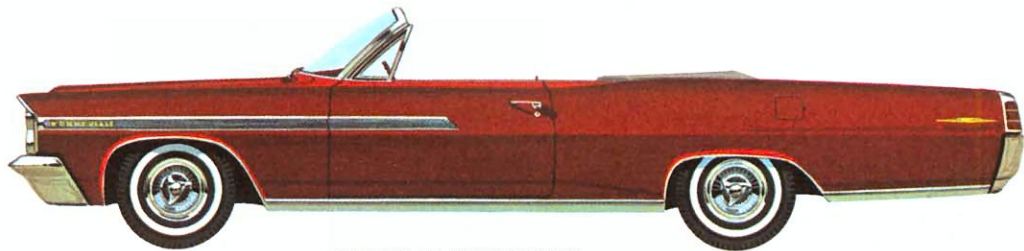
CATALINA—Craftsmanship and quality at an attractive price. Interiors of fine woven fabric and Morrokide. Standard equipment includes electric wipers, dual sun visors, cigarette lighter.

STAR CHIEF—Spaciousness, luxury and simply stated styling. Interiors of Morrokide or tasteful Premiere pattern cloth combined with Morrokide. Standard equipment includes trimmed luggage compartment, two-speed electric windshield wipers, dual sun visors, cigarette lighter.

BONNEVILLE—Luxury and distinctiveness in a beautifully styled package. Interiors feature

polished walnut, courtesy lamps, an electric clock and a padded assist grip. Seats are finished in fine woven fabrics, combined with Morrokide. The Bonneville convertible interior is finished with leather on prime surfaces.

GRAND PRIX—A trim, elegant sports coupe with its own exclusive styling. Luxurious interiors are finished in rich Morrokide. Special interior appointments include bucket seats, rear seat center armrests with built-in speaker grille and a center console which houses a storage compartment and ash tray. Hydra-Matic and 4-speed Synchro-Mesh models have the shift lever mounted on the console. Tachometer is standard on Synchro-Mesh models and vacuum gauge is standard on Hydra-Matic models.



BONNEVILLE CONVERTIBLE

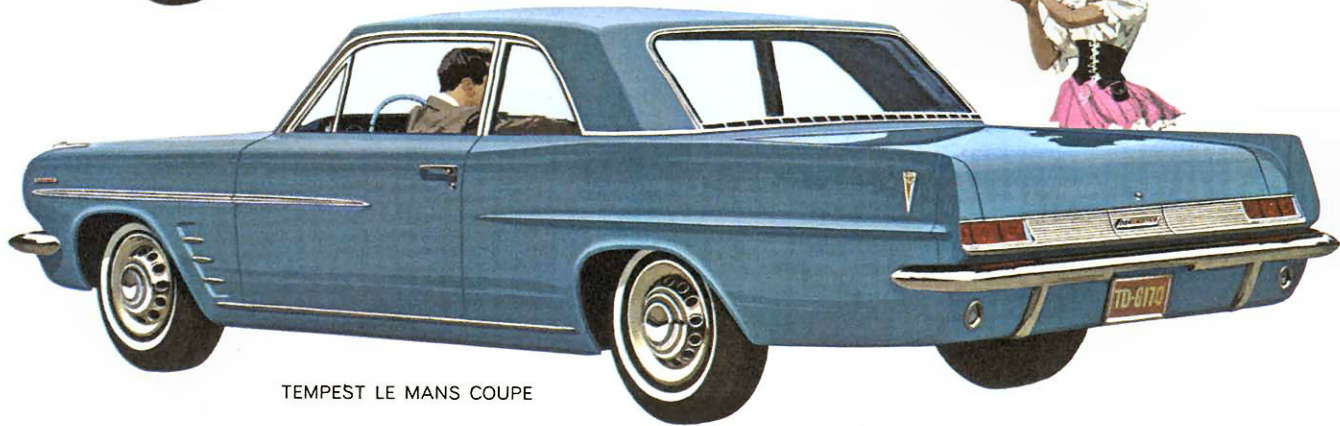


STAR CHIEF VISTA



TEMPEST SEDAN

PONTIAC TEMPEST



TEMPEST LE MANS COUPE

Tempest features new styling, a larger body, a new V8 engine and a redesigned suspension system that greatly improves the ride. All cars are five inches longer (with more trunk space) and two inches wider. Both series, the Tempest and the Tempest Le Mans, are identified by distinctive styling features. In addition to Tempest's rugged 4-cylinder engine, which has been reduced in weight, there is a new cast-iron V8 engine (optional at extra cost). Improved body insulation makes interiors quieter. Newly designed rear

suspension mountings minimize transmission of road noise. Improvements in suspension also enhance ride characteristics and result in easier handling and greater dynamic stability. Rounded control knobs, an easy to read instrument cluster and glare-free lens add to driver safety and convenience. The Tempest is offered in five different body styles while the Tempest Le Mans is available in sports coupe and convertible models. Interior trim is available in a broad range of color combinations.



TEMPEST LE MANS CONVERTIBLE



TEMPEST SAFARI

SHOPPE

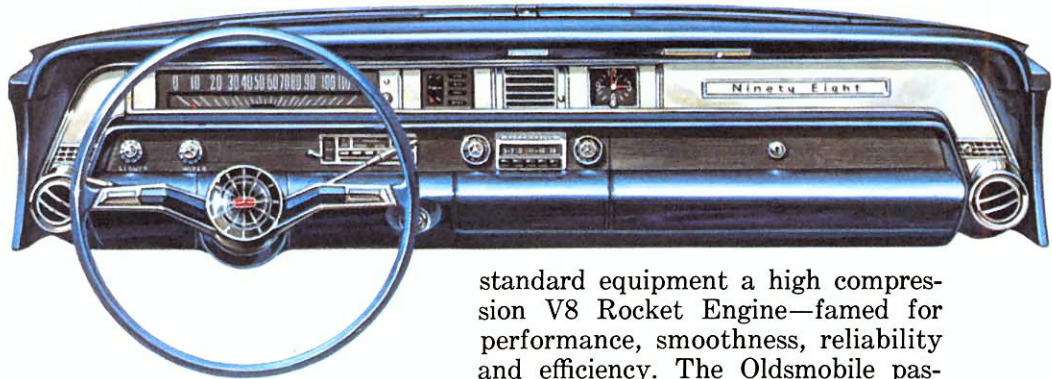
Ninety Eight





OLDSMOBILE

New styling, the smooth responsiveness of its famed Rocket Engines and increased comfort and quietness of operation make the '63 line the finest in Oldsmobile history. Oldsmobile's suspension system provides exceptional ride control, soft as silk, yet firm enough to absorb the bumps of roughest roads. Oldsmobile contour seating combines full support with the resiliency needed for extra softness. Increased front tread width adds stability, makes possible shorter turning



diameters for easier maneuverability. Newly designed rubber body mountings at 12 locations (16 in convertibles) scientifically isolate noise. Increased use of insulating materials also contributes substantially to a quieter ride. And every Oldsmobile has as

standard equipment a high compression V8 Rocket Engine—famed for performance, smoothness, reliability and efficiency. The Oldsmobile passenger compartment offers generous room and comfort. A substantially smaller tunnel provides more legroom and a practically flat floor up front. Thick foam padding on front seat cushions gives an extra measure of comfort, helps take fatigue out of long trips. Controls are recessed and instrument panels padded for added safety.



DYNAMIC 88 SEDAN



OLDSMOBILE

DYNAMIC 88—Sculptured new beauty, glamorous interiors and a high compression Rocket Engine are featured in Oldsmobile's lowest-priced, full-size series, available in six models. A regular-gas Rocket Engine is available at no extra cost.

SUPER 88—Superb performance and dashing lines go hand-in-hand in Oldsmobile's stylish new Super 88. Beautiful new interiors are featured for '63 with a fold down rear center armrest in the Super 88 Holiday Sedan. Available in four exciting models.

NINETY-EIGHT—A glamorous wedding of style and luxury. The luxuriously appointed

Ninety-Eight is available in six models, including the elegant Luxury Sedan and a new Custom Sports Coupe with front bucket seats. Standard equipment includes Hydra-Matic Drive, power steering, power brakes, power windows and seat (power windows and seat optional on Town Sedan).

STARFIRE—Dashing new contoured roof line and rear window on the coupe and satin-aluminum paneling along the side distinguish Starfire for '63. Hydra-Matic Drive, foam-padded leather-trimmed front bucket seats, a full-length control console complete with tachometer and storage compartment are standard equipment. Available in coupe or convertible models.



STARFIRE COUPE



SUPER 88 FIESTA

OLDSMOBILE
F-85
and JETFIRE



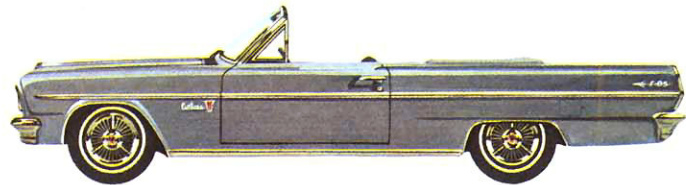
F-85 DE LUXE SEDAN



JETFIRE

The F-85 has new styling that emphasizes its greater length. Numerous engineering improvements result in increased passenger comfort and safety, better handling and smoother, quieter operation, and reduced maintenance costs. Redesigned rear suspension greatly increases stability and handling characteristics and further dampens noise for greater interior quietness. Mounting of front suspension to frame also has been redesigned for increased quietness and softness. Brake operation has been improved through the use of a new brake lining material which gives a more effective brake pedal feel. F-85's

sprightly aluminum V8 is smooth and quiet, provides outstanding performance. Steering wheel diameter has been reduced for easier entrance and exit. Instrument panels have been redesigned to improve appearance and readability, and controls are recessed for greater safety. All F-85 interiors are fashioned for a smarter, richer appearance. Standard on the Jetfire hardtop coupe are the turbocharged aluminum V8 engine, foam-padded Moroccan front bucket seats and center console with Turbo-Rocket Gauge. Front bucket seats also are standard on the Cutlass, available in coupe and convertible models.

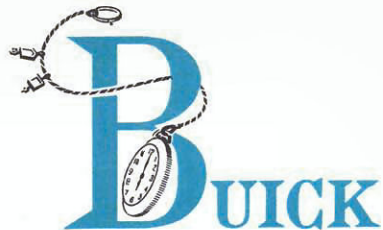


F-85 CUTLASS CONVERTIBLE



F-85 DE LUXE STATION WAGON





Buick for 1963 offers refined styling, even smoother performance, a more luxurious ride and the finest of quality. And for '63, Buick introduces a great new automobile—the Riviera, an exciting combination of classic styling and sports car performance. Buick's Advanced Thrust design results in a virtually flat front floor and surer, more positive handling. A new front suspension design adds to this steadiness, even makes the steering wheel return faster after cornering. A husky coil



spring at each wheel soaks up bumps for road shock, retains resiliency permanently. Buick's famed Wildcat V8 engines are smoother than ever. New fuel filters have an increased filtering

capacity that means cleaner fuel and better engine performance. Interiors are the most comfortable and luxurious ever offered on Buick cars and feature rich fabrics, vinyls and leathers.



LE SABRE 4-DOOR SEDAN

BUICK

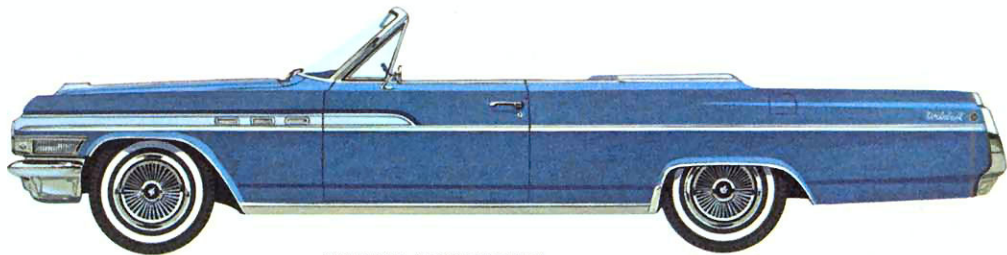
LE SABRE—Impressive styling, quality and reliability are offered in Buick's lowest-priced full-size car. Attractive interiors feature handsomely-ribbed Bayonne cloth with leather-grained vinyl bolster and carpeting front and rear. The standard Wildcat V8 engine can be replaced at no extra cost by a lower compression Wildcat V8 which uses regular grade fuel.

WILDCAT—Lively performance with a sports car look and feel. Turbine Drive transmission is standard. Center console, illuminated tachometer and console-mounted transmission selector

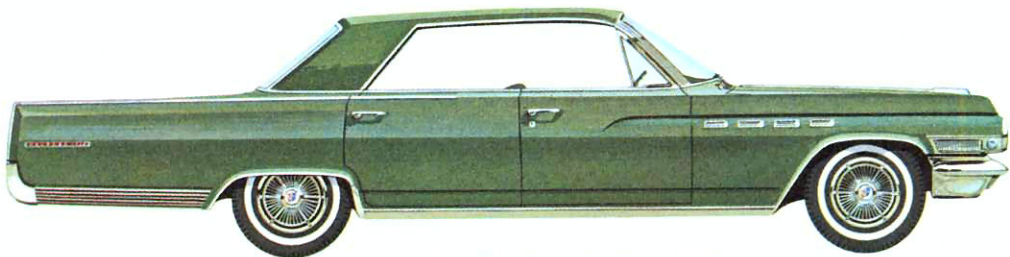
lever are standard on all models except 4-door hardtop with bench type seats.

ELECTRA—Distinctive styling, lavish interiors and outstanding performance distinguish Buick's finest family car. Turbine Drive transmission, power steering and power brakes, back-up lights, map light and safety buzzer are standard on all Electra models. Power windows are standard on convertible.

RIVIERA—This superlative motor car is a wonderful blending of clean, original design; smooth, agile performance; outstanding stability and handling qualities, and a luxurious ride that belies its sporty overtones. Interiors feature four bucket seats and a console with Turbine Drive selector and tachometer.



WILDCAT CONVERTIBLE



ELECTRA 225 4-DOOR HARDTOP

BUICK
SPECIAL and SKYLARK



SKYLARK COUPE



SPECIAL DE LUXE SEDAN



Economy is a pleasure in a Buick Special. Unitized body construction and low center of gravity combined with coil springs at all four wheels give the Special an amazingly smooth ride. Special's size, shorter wheel base and front suspension geometry make it an extremely easy car to handle. And interior roominess is a real surprise in view of Special's modest exterior dimensions. Five big adults or the average family of six fit nicely. For '63 the Special is almost four inches longer, with more trunk

space. Sedans, coupes and convertibles have a luggage capacity of more than 15 cubic feet. The wagon can hold as much as 74 cubic feet of cargo. Six-footers will particularly like the generous leg and head room. For downright luxury in a smaller package see the richly-appointed Skylark, available in a sport coupe and convertible model. The Skylark aluminum V8 engine provides outstanding performance, and front bucket seats are standard equipment on both Skylark models.



SPECIAL DE LUXE STATION WAGON



SKYLARK CONVERTIBLE



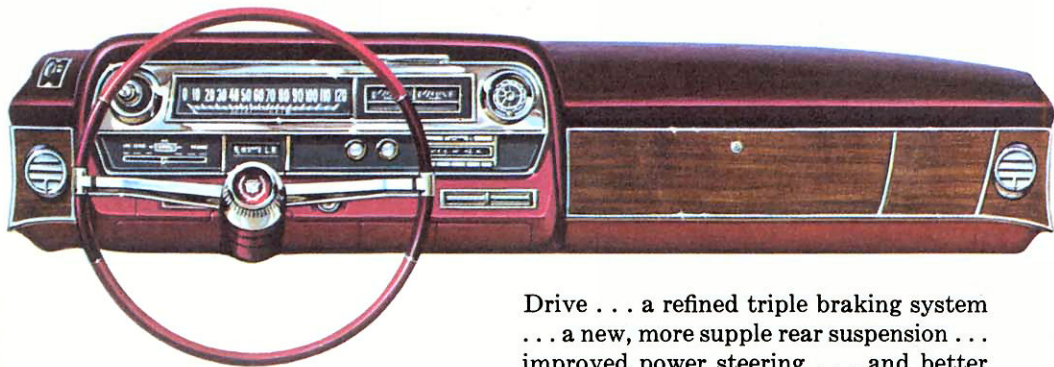
CO-6707

Cadillac

FLEETWOOD

CADILLAC

Cadillac for 1963 introduces a new standard of excellence to the world's highways. This is easily the most beautiful Cadillac of all time—clean-lined, elegant and substantial. Its interiors introduce a new measure of luxury and graciousness to modern motoring. The choice of options and accessories is unusually wide and varied. And Cadillac's new performance is a revelation



in what a motor car can do. This remarkable performance results from the most improved Cadillac engine in fourteen years . . . a new and exclusive true-center drive line . . . an improved Hydra-Matic

Drive . . . a refined triple braking system . . . a new, more supple rear suspension . . . improved power steering . . . and better over-all balance. All of this new Cadillac beauty, luxury and performance has been interpreted in twelve distinctive new body styles. Each reaffirms Cadillac's unquestioned position as the "Standard Of The World."



4-WINDOW SEDAN DE VILLE

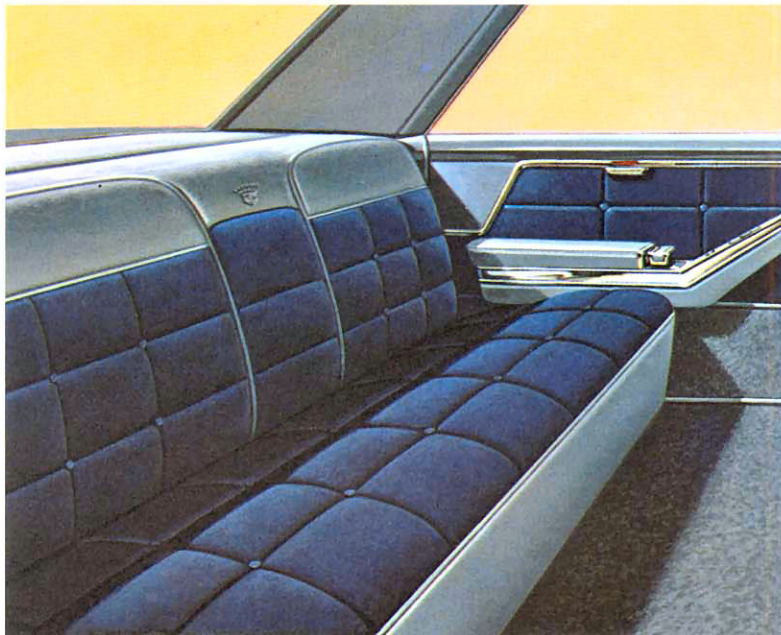


The Cadillac Coupe and Coupe de Ville embody a new spirit of vitality and youth in 1963. The new relationship of the passenger compartment to the longer hood and rear deck give these models an individuality that is uniquely Cadillac.

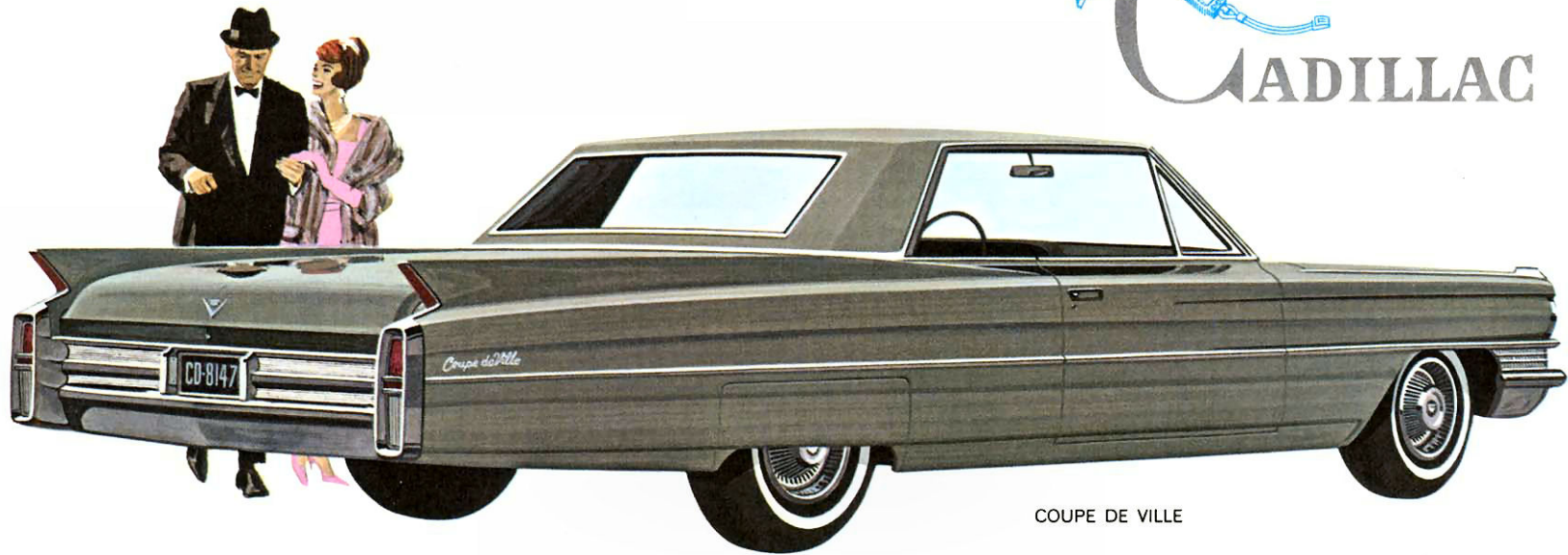
The Sedans and Coupe feature a wide selection of standard interiors including three luxurious cloth patterns in eight colors.

The de Ville Coupe and Sedans offer an unprecedented choice of interior options, including four all-leather interiors and eight cloth and leather combinations.

The Convertible for 1963 is one of motordom's most exciting cars. It has sixteen glamorous exterior color choices and eight dramatic leather interiors.



CADILLAC



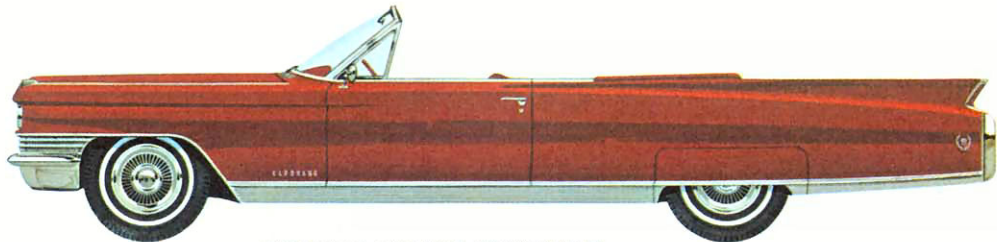
COUPE DE VILLE

The custom design and superb Fleetwood coach work of the Sixty Special Sedan speak eloquently of its owners' taste and wisdom. This fine automobile offers rich interiors of choice leathers, fabrics combined with leathers, soft wool broadcloths.

The Eldorado Biarritz symbolizes everything exciting in modern motor car design. Interiors feature richly grained leathers, Narra wood paneling and optional sports type bucket seats.

The Fleetwood Seventy-Five is the regal head of the royal family of luxury cars. Wherever people of prominence gather, the Seventy-Five Sedan and Limousine are the pre-eminent cars on the scene. The Fleetwood Seventy-Five is America's only nine-passenger motor car. Its spacious and luxurious interiors feature cord or broadcloth upholstery.

Hydra-Matic Drive, power steering and power brakes are standard equipment on all Cadillac models. In addition, Cadillac offers the widest variety of colors, interiors, options and accessories in its history.



ELDORADO BIARRITZ CONVERTIBLE



6-WINDOW SIXTY-TWO SEDAN

GM FEATURES for Comfort and Convenience

It's no secret that American motorists want comfort and convenience in their cars. And General Motors has a long history of giving motorists what they want, including such advancements as automatic transmissions, power steering, power brakes, power-operated windows, power-operated front seats and air conditioning.

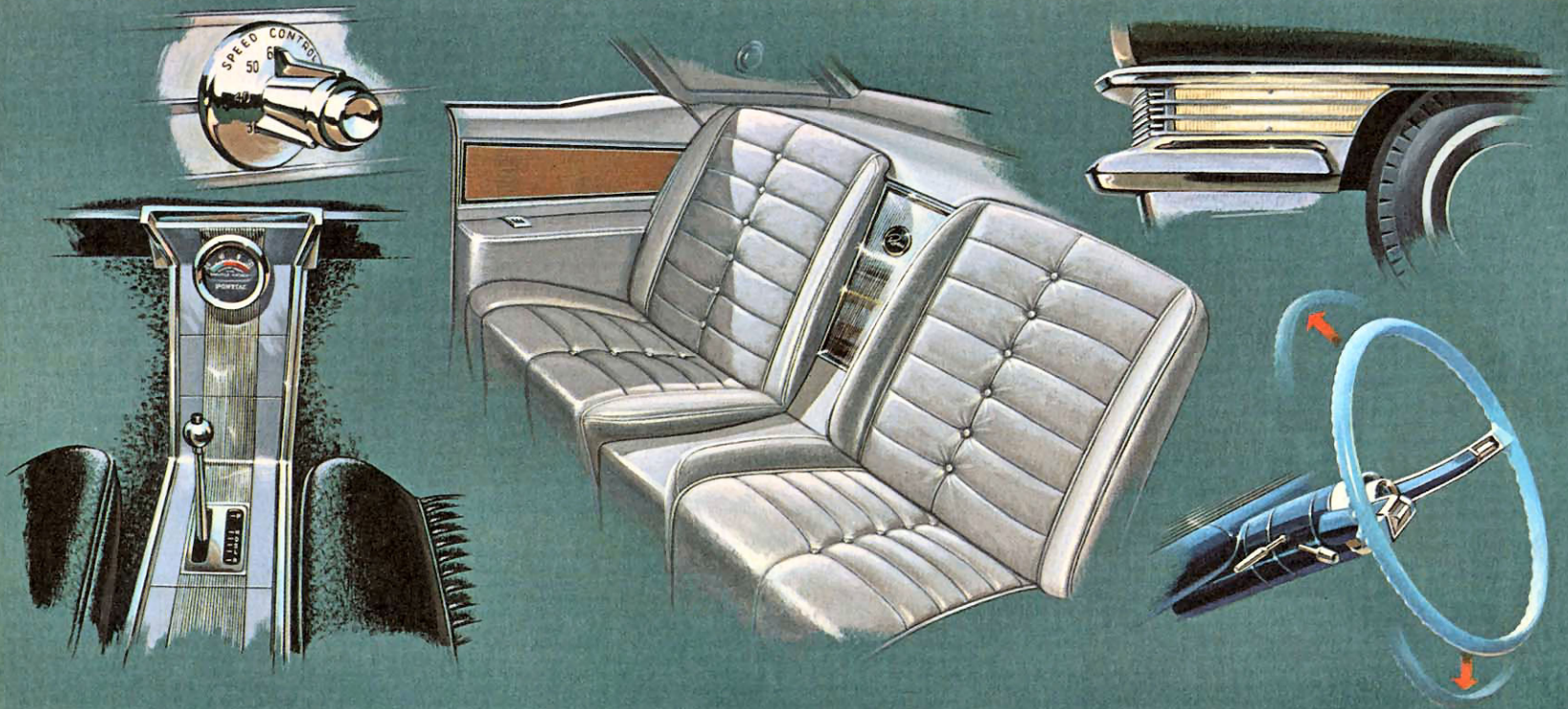
GM's latest advances in customer comfort are illustrated by some of the options offered for 1963. A multi-positioned steering column, for example, available on selected models from each division (except Chevrolet), enables you to tilt and set your steering wheel in a number of different driving positions for maximum steering comfort and visibility. A touch of the control lever releases the wheel to its uppermost position for easy entry or egress.

Cornering lamps are standard on Cadillac cars and are op-

tional on larger Buick models. These powerful lights, actuated by the turn signal controls, help light your way around turns. GM's automatic highway cruising control is a convenient option for users of limited access highways. This mechanism allows you to set the cruising speed manually and maintain this preset speed automatically. Normal operating is restored instantly either manually or by a touch of the brake.

To an increasingly large number of GM customers, form-fitting bucket seats epitomize luxurious seating comfort. To meet this demand, bucket seats are available on a number of models from each car division.

Remote controlled side view mirrors, rear window defrosters, Guide-Matic headlamp control, tinted glass, and numerous other options—all help provide that *extra* measure of comfort and convenience you expect in a GM car.



GM gives greater VALUE

Some of the extra value built into every General Motors automobile can be seen at a glance. The clean, functional styling . . . the attractive interior decor . . . the exacting fit of door panels and bright metal . . . the lustrous glow of liquid-smooth Magic Mirror lacquer which keeps looking showroom new with mere washing.

But there's also extra value in a GM car that is not visible. The continuous development and improvement of engines and chassis, for example. Brakes that adjust themselves when you apply them as you travel in reverse. Or the steel body whose many pieces are combined by more than 3,000 electronic welds into a unit as strong as a solid piece of steel.

Exhaust systems are further protected by the increased use of anticorrosive materials. On most GM bodies an

ingenious method has been designed to wash and air-dry the rocker panels under the doors where salt and dirt accumulate. Water entering the fresh air intake beneath the windshield, instead of being vented to the ground, is now carried back to flush out the rocker panels. In clear weather, air circulates in the same way and dries the panels.

GM's meticulous attention to detail is exemplified in the interiors of the 1963 models. Upholstery materials are durable as well as attractive. Instrument panels are hooded against glare. Control knobs and steering wheel hubs are recessed for greater safety. Doors are locked "twice" with a new latch housing which features top and bottom interlocks.

For the extra value that makes your new automobile a better buy—GO GM for '63.....

..... **GM** IS YOUR COMPANY ... BUY and BOOST **GM** PRODUCTS

Go GM *any time* in '63