

Larger Size Tells Story of 1963 Cadillac



Valiant Restyled

Chrysler Corp. says its economy compact Valiant "is all new" for 1963. It has undergone its first major styling change since the car was introduced in 1959. It is two inches longer and is available for the first time in a convertible model. This is the V-200 four-door sedan.

The Cadillac story for 1963 is one of increased size, significant engineering accomplishment with a new engine and drive line plus still greater emphasis on comfort and convenience.

"Designed to leave no question as to its identity, the 1963 models say Cadillac from every angle," says Harold G. Warner, general manager of Cadillac and vice president of General Motors.

The 12 Cadillac models, in three basic series, are now on sale in area dealer showrooms.

"CADILLAC'S 1963 look is a blending of clean unbroken side metal with bold and definite components such as the hood, front

Grand Prix Is Distinctive

Pontiac officials say the custom-built 1963 Grand Prix sports coupe is the most distinctive series ever produced by Pontiac and is an idyllic combination of sports car appeal and superior performance.

The Grand Prix is a "distinctive-

fenders, grille, head lamps and roofs," Warner said.

Eleven models are one inch longer with nine of these 223 inches in over-all length. One is 215 inches and the two Series 75 models are 243.3 inches. Wheel base is unchanged on all models.

The Fleetwood Sixty Special sedan's distinguishing characteristics are its stately roof, stainless rocker moldings along the lower edge of the body, the grille treatment above the rear bumper and the specially styled interior.

Sharing the spotlight with the Sixty Special are the two-door models, the Coupe de Ville and the Series Sixty-Two coupe.

ly-styled luxury car which offers many exclusive extras not found on other models."

E. M. Estes, General Motors vice president and general manager of Pontiac Motor Division, describes the new model's appearance as suggestive of "quiet elegance" with simplicity as the keynote to its overall styling.

This theme is predominant in the sweeping grille with twin vertical head lamps flanked by impressive parking and turn signal lamps; crisply sculptured side panels and a concave rear window—an industry first.

These features are accented by the clean-flowing lines of the rear styling that enhances the lower, wider, longer look.

The Grand Prix sports coupe is now on display in Pontiac dealer showrooms in the Birmingham area.



Starfire features a 345-h.p. ultra high-compression engine, leather-appointed bucket seats, full-length console with T-stick Hydra-Matic Drive, power steering, power brakes, tachometer.

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