

1963 Tempests Are Wider and Longer

Pontiac Motor Division's Tempest series assumes an entirely new personality with the introduction of the 1963 models.

The new Tempests, Pontiac officials say, are "more appealing than ever" with a longer, wider design, new exterior styling, new interiors, a new LeMans series and a new lineup of high performing engines that top a long list of significant engineering developments.

The new Tempests are now on display in Pontiac dealer showrooms throughout this area.

The new model retains the

unique front engine-rear transmission power train arrangement and will be offered in five body styles—a two-door sports coupe, a two-door coupe, a four-door sedan, a convertible and a four-door Safari station wagon.

The new LeMans series will be available in sports coupe and convertible models.

FOLLOWING PONTIAC'S own distinctive styling trend, the Tempest and LeMans front end is highlighted by a divided grille that accents the car's lower, longer, wider look. The LeMans grille has its own special treatment and is more suggestive of sports car styling.

Body sides have contemporary sculpturing which visually lowers and lengthens the car. The overall length of the car has been increased five inches, providing a deck that is three inches longer for greater luggage compartment space.

Tempest models are two inches wider and the wide track has also been increased.

Tempest and LeMans series are easily identified by two different rear end designs for 1963. Wide tail lamps set in a horizontal panel identify the LeMans, while the Tempest rear end features dual tail lamps mounted vertically on each side.

In addition to a wide range of rugged four-cylinder engines from 115- to 166-horsepower, Tempest customers are now offered an entirely new V-8 engine of 328-cubic-inch displacement that is rated at 260-horsepower. Appearing on all cars equipped with this new power plant will be an attractive V-328 emblem.

Studebaker Points To Hawk Exterior

A new up front look highlights the exterior changes of Studebaker's 1963 Gran Turismo Hawk.

The Hawk has a newly designed radiator grille, two new side grille panels, new red, white and blue ornamental emblems on the radiator grille and doors and new round amber directional signal and parking lamps.

The Hawk is "a blend of European sports car styling and family comfort, plus top performance and safety features that are a result of 110 years of Studebaker experience and craftsmanship," say company executives.

Rambler

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The tri-poised mounting affords maximum dissipation of engine vibration at idle and throughout the speed range.

Front wheel repacking interval has been changed to 25,000 miles, compared with the previous 12,000 miles. Recommended chassis lubrication is 33,000 miles or three years. Normal engine oil change interval is 4,000 miles.

NEW PUSH-BUTTON door handles have built-in compression springs for easier opening and closing.

Windshield wipers have new parallel action for improved visibility. The overlapping action increases the swept area in the center of the windshield.

A positive "anti-smog" crankcase ventilation system is standard on all '63 models.

The Double-Safety brake system, standard on all series, has a new tandem master cylinder of improved design. Brake pedal linkage ratio has been changed for reduced braking time. The brake system has separate hydraulic units for front and rear brakes. Should either fail through accident or neglect, the other unit will continue to operate. Brakes are self-adjusting.

ALONG WITH the new styling, American Motors has changed model designations for the 1963 Ramblers. Deluxe and custom designations have been dropped. The top-line Ambassador V-8 is now the 990 series and the former custom is now called the 880. The Classic's top line is the 770, followed by the 660 and 550 series.

Ten models are available in the Classic series and seven in the Ambassador line. The '63 colors include 13 solid colors and 42 two-tone combinations in double-coat baked enamel.



Olds F-85 Deluxe Sedan

Oldsmobile reports that all of its F-85 models have been designed with more of the look of an Olds. The F-85 deluxe sedan typifies the crisp, youthful styling theme. Overall length has been increased four inches, "but the maneuverability of the 112-inch wheelbase has been retained."

Youthful Styling Stressed In Oldsmobile's '63 Models

Oldsmobile has designed its 1963 models for broader appeal through fresh, youthful styling, stronger model identification, many improvements for customer comfort and important engineering advances. These advances include a new adjustable tilt-type steering wheel and another first for Oldsmobile—an exclusive positive crankcase ventilation system.

Jack F. Wolfram, Oldsmobile's general manager and a vice president of General Motors, announced that the 1963 Oldsmobiles will "meet the varied wants and needs of today's individual buyers. Oldsmobile is offering 26 highly distinctive models for 1963, ranging from the crisply designed, longer-looking F-85 to the most elegant '88's we've ever built," he said.

"STYLING distinctiveness, impressively apparent in each 1963 Oldsmobile series," Wolfram continued, "has been gained through sweeping changes in body and sheet metal, individualized grilles, rear quarter surfaces and tail lamps, bright metal accent trim and contemporary roof and upper structure design. New rooflines have been designed for the Dynamic and Super 88 Holiday Sedans and for the Starfire. Two new 98 models have been added."

In describing Oldsmobile's full-size cars, Wolfram said that they are styled with long, sleek lines, incorporating special characteristics for each series.

"In addition to the totally new and appealing exterior styling of the Dynamic 88," he added, "interiors are richer and more tastefully appointed.

"THE SUPER 88," he said, "is more glamorous than ever with new luxury trim and fabrics inside and distinctive accent moldings outside. As an example, the edges of wheel openings and rocker panel in the 1963 Super 88 are outlined in stainless steel.

"Oldsmobile's Starfire, for 1963," Wolfram said, "is a full-size sports car with its own Starfire engine, Hydra-Matic, power brakes, power steering, bucket seats, power console and tachometer as standard equipment. In addition, the fresh new styling of the Starfire Coupe features a concave rear window complementing its highly individualized roofline."

Wolfram described the 98 models for 1963 as the most luxurious cars Oldsmobile has ever offered.

"THE FLAGSHIP of the Oldsmobile fleet," he said, "is the new 98 Luxury Sedan—the epitome of elegance in a motor car. It is of six-window design with a custom interior trim including built-in door arm rests containing controls for the electric windows (standard equipment). Assist grips on the back of the front seat aid entry and exit. Both front and rear seats contain center arm rests.

"Another (new model is the 98 Custom Sports Coupe, a sophisti-

cated sports car combining the distinction of 98 exterior appearance with the excitement of bucket seats, power console and the outstanding maneuverability of the famous Starfire engine," he added.

"In all these cars, '88's, '98's and Starfires," Wolfram continued, "are important advancements toward the greater comfort, convenience and safety of the driver and his passengers."

HE SAID THAT all 1963 Oldsmobiles are equipped with a new door interlock system which increases resistance to door-opening under impact. Self adjusting brakes are standard equipment on all models.

Wolfram also announced a "positive pilot" turn signal system to warn the driver should one of the signal lights become inoperative. The new custom deluxe steering wheel has soft padding added to the spokes which are designed for increased protection of the driver. A new padded instrument panel houses recessed control knobs to further contribute to passenger safety.

THE HEATING, ventilating and air conditioning systems are operated by a single control unit to maintain a more constant temperature under all weather conditions.

"Other changes for additional interior comfort," Wolfram continued, "include virtual elimination of the front-floor-to-sill step-in and a near 50 per cent reduction in the size of the front floor tunnel. The rear tunnel is four inches narrower than in 1962 models.

"Another important improvement is Oldsmobile's optional 'Tilt-Away' steering wheel," he said. "By operating a small lever at the base of the steering column, the driver may position the steering wheel at whatever angle best suits him. He may also tilt the wheel to its most vertical position for easier entry and exit."

ALL 1963 RADIOS have been

Ford Introduces New Diesels

With the addition of two new Ford "city-size" diesel engines to its truck line, Ford Division is the first major manufacturer to bring diesel power to its parcel delivery trucks.

Ford's "city-size" diesel engines are designed specifically to provide maximum fuel economy and long life in city and suburban service characterized by start-and-stop driving and high engine idling time.

"We feel the 'city-size' diesel will become to the parcel delivery field exactly what the Econoline has become to many other truck operators—a major step in aiding businessmen to combat inflationary-type operating costs," said John F. McLean, Jr., divisional truck marketing manager.

transistorized for instantaneous reception. In addition to the deluxe and super deluxe models, Oldsmobile this year has introduced another optional radio—an AM-FM receiver.

Wolfram said that other engineering advances include revised rear suspension geometry and newly designed body mountings for more all-round driving pleasure through amazingly quiet and smooth operation. The cars corner better due to improvements in sway control. For added maneuverability, turning diameter has been reduced almost three feet.

Standard on all Oldsmobiles for 1963 is a positive crankcase ventilation system which greatly diminishes crankcase fumes. "An exclusive Oldsmobile development," Wolfram explained, "this ventilation device contains a dual action valve. At idle and at low speeds, the valve remains closed and all the mixture is routed directly to the carburetor throttle body. At higher speeds, the valve opens and the fumes are divided, with the major portion directed into the air cleaner snorkel intake air stream where it is mixed with outside air and refiltered before entering the carburetor."

A NEW GENERATOR, the Delcotron, improves charging at idle speeds, thus prolonging battery life. The Delcotron is a self-contained unit and requires no further lubrication during normal life of the car.

On all Oldsmobile 88's, 98's and Starfires, the speedometer is driven off the left front wheel instead of through a gear in the transmission, for quieter operation.

All 1963 full-size Oldsmobiles are powered by 394 cubic inch displacement engines designed to give utmost efficiency on premium grade fuels.

THE ROCKET engine, rated at 280 horsepower with two-barrel carburetor and 10.25 to 1 compression ratio, is standard on the Dynamic 88.

The Super 88 and most 98 models are equipped with the Skyrocket engine, using the same compression ratio but developing 330 horsepower with a four-barrel carburetor.

Oldsmobile's high performance engine, the 345 horsepower Starfire, is standard on both Starfire models and the new 98 Custom Sports Coupe.

ENGINE OPTIONS are available only on Dynamic 88's. They include the Skyrocket engine at extra cost, or at no extra cost for those who prefer to use regular grade gasolines, a 260 horsepower, 8.75 to 1 compression ratio version of the Rocket engine.

The Hydra-Matic transmission, standard on Starfire and 98 models, is also available as an extra-cost option on all Oldsmobile F-85's, Dynamic 88's and Super 88's. A three-speed synchromesh transmission is standard on these models.

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