

Chrysler Holds Price Line on Most '63 Cars

Factory retail prices of 1963 Chrysler and Imperial cars have been announced by C. E. Briggs, vice president, Chrysler Corp. and general manager of the Chrysler-Plymouth Division.

The price on the Chrysler Newport sedan, nationally advertised for the past two years at \$2,964, is unchanged, as are the prices on the rest of the Newport series. While holding the Newport series price line, the following optional equipment was made standard: drip rail moulding and the closed crank-case vent system.

PRICE REDUCTIONS on the Chrysler New Yorker series range from \$54 to \$134. The New Yorker four-door sedan and four-door hardtop models are both reduced by \$134. The prices of the two and three-seat New Yorker Town and Country wagons are reduced by \$54. In addition, bucket seats have been made standard on these models.

In addition to the price reductions on the New Yorker series, Mr. Briggs said that the following optional equipment was made standard equipment on the New Yorker: undercoating, lower padded instrument panel, front bumper guards and the closed crank-case vent system.

Price changes on the Imperial, the Chrysler 300 series two-door hardtop, and the Chrysler 300 convertible reflect equipment items which have been changed or are now included as standard.

IN THE CHRYSLER 300 series, the price of the convertible is reduced \$86. Closed crank-case vent system and sill mouldings have been made standard, and the bucket seats continue as standard equipment. The two-door hardtop Chrysler 300 is increased \$100 as bucket seats, closed crank-case vent

system, and sill mouldings, offered as optional equipment last year, become standard equipment.

There is no price change on the Chrysler 300 four-door hardtop, which now includes sill mouldings and closed crank-case vent system as standard equipment.

Prices on the Imperial are adjusted to reflect additional standard equipment as follows: power windows and remote control left outside mirror on the Imperial Custom series, and remote control left outside mirror on the Imperial Crown and LeBaron. The closed crank-case vent system is standard equipment on all new Imperials.

FACTORY RETAIL prices at factory, Detroit, for 1963 Chrysler and Imperial cars, not including distribution excise and handling charges, destination charges or state and local taxes, are:

NEWPORT	
4 Door Sedan	\$2,933
2 Door Hardtop	2,750
4 Door Hardtop	2,824
Convertible	3,086
Town & Country 2 Seat Wagon	3,170
Town & Country 3 Seat Wagon	3,270
300 SPORT SERIES	
2 Door Hardtop	\$3,116
4 Door Hardtop	3,088
Convertible	3,451
NEW YORKER	
4 Door Sedan	\$3,618
4 Door Hardtop	3,746
Town & Country 2 Seat Wagon	4,284
Town & Country 3 Seat Wagon	4,394
IMPERIAL	
Custom Southampton two-door	\$4,609
Custom Southampton four-door	4,782
Crown Southampton two-door	4,939
Crown Southampton four-door	5,158
Crown Convertible	5,284
LeBaron four-door	5,881

Car Assembly Lines Lure Many Visitors

Man's affection for his automobile frequently has been characterized as a "love affair."

On this premise, it becomes easy to understand why more than 150,000 tourists each year seek out Ford Motor Company's 1,200-acre Rouge manufacturing facilities in Dearborn "to see how cars are made."

The magnetism of watching men and machines build automobiles can be measured by a spot check of the Ford Rotunda parking lot. The Rotunda — showplace of the auto industry — is the take-off point for Rouge tours.

'Advanced Styling, No Price Boost,' Says Oldsmobile

Factory-list prices for the 1963 Oldsmobiles have not been increased, it was announced by J. F. Wolfram, Oldsmobile's general manager and a vice president of General Motors.

"I am pleased," Wolfram said, "that while we have been able to give our customers many added product values, Oldsmobile price levels have remained the same for five consecutive years."

On 1963 models, certain equipment items which were formerly extra-cost options have been made standard at no increase in price. These include the positive crank-case ventilation system and permanent type year around engine coolant (anti-freeze) on all models, and windshield washers and the two speed wipers on the Jetfire in the F-85 Series.

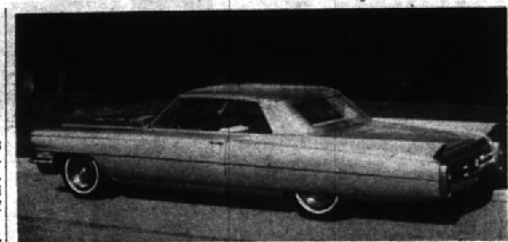
"ALL 1963 Oldsmobiles—F-85s, 88s, 98s and Starfires—have been totally restyled," Wolfram said. The individuality of each series is more impressively apparent and numerous design and mechanical improvements have been made to further contribute to the customer's comfort, safety and convenience."

For example the new cars will be equipped with a Delcotron generator which improves charging at idle speeds, thus prolonging battery life. In addition, all cars will have self-adjusting brakes and an improved aluminized exhaust system.

The 1963 Oldsmobile warranty has been significantly improved to cover the product for 24 months or 24,000 miles. This doubles the time and mileage of the previous warranty.

OLDSMOBILE'S 1963 factory-list prices range from \$2,113 for the F-85 Club Coupe, to \$4,340 for the Starfire convertible.

He also announced prices for the two new models Oldsmobile is in-



New Roof Design

The new silhouette of the Cadillac Coupe de Ville for 1963 results from a new roof design. It combines a more sporty look with an air of formality and is responsible for an additional seven inches in the rear deck which adds to the appearance of greater length.

Introducing this year. The 98 Luxury Sedan, which he described as the "epitome of elegance in a motor car," is listed at \$3,948. The new 98 Custom Sports Coupe, combining the sports car flair of bucket seats, power console and Starfire engine with the distinctiveness of 98 series exterior appearance, carries a factory-list price of \$3,994.

Factory-list prices of 1963 models, excluding Federal, state and local taxes, destination, dealer delivery and handling charges are as follows:

F-85 SERIES	
Club Coupe	\$2,193
4-Door Sedan	2,243
Station Wagon (2-Seat)	2,518
Deluxe 4-Door Sedan	2,868
Deluxe Station Wagon (2-Seat)	2,443
Cutlass Coupe	2,463
Cutlass Convertible	2,719
Jetfire Coupe	2,791
DYNAMIC 88 SERIES	
Celebrity Sedan	2,724
Holiday Coupe	2,777
Holiday Sedan	2,849
Convertible Coupe	3,081
Fiesta Station Wagon (2-Seat)	3,155
Fiesta Station Wagon (3-Seat)	3,255
Super 88 Series	
Celebrity Sedan	2,948
Holiday Coupe	3,099
Holiday Sedan	3,159
Fiesta Station Wagon (2-Seat)	3,415
Starfire Coupe	3,769
Starfire Convertible	4,540
98 Series	
Town Sedan	3,623
Holiday Sports Coupe	3,805
Holiday Sports Sedan	3,876
Luxury Sedan	3,948
Custom Sports Coupe	3,994
Convertible Coupe	4,065

Consul Cortina Will Be Sold By U. S. Dealers

One of Ford Motor Company's new "international" cars, the Consul Cortina, will be sold at English Ford Line dealers in the U. S. and in markets served by Ford of Britain elsewhere in the world, it has been announced.

The Cortina, a product of Ford of Britain, which has been referred to in the press as the Archbishop, is a blend of Continental and U. S. design. It shares a number of styling similarities with both Ford of Germany and U. S. Ford products, including the round taillights and thin roofline of U. S. Fords and the front end styling and silhouette of the new German Ford Taunus 12M.

The new English Ford Line car will be merchandised as the "Compact Import"—a car with import economy and compact size. It has a 98-inch wheelbase, an over-all length of 168.3 inches, and a width of 62.5 inches. The Cortina has interior dimensions comparable in many respects to U. S.-made compact cars.

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