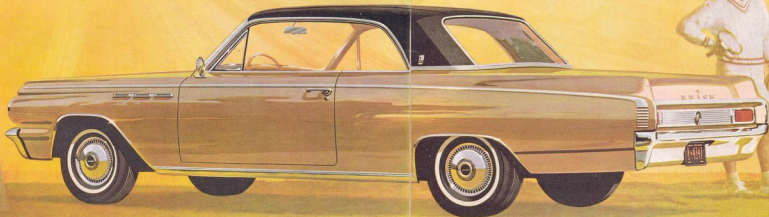




GENE DAVID BUICK INC.  
291 EAST WILLIAM STREET  
DELAWARE, OHIO

The trim-size Buicks for '63



THE BUICK SKYLARK SPORT COUPE

## Buick's sweetest

The Skylark is, quite frankly, a pleasure car. We included in it all sorts of touches that aren't really necessary but certainly enhance the fun of owning it. The Skylark aims at pleasing those who like luxury in a small package and movement without massiveness. There is no question but what it is the most richly-appointed car of its size. And its 200 hp. aluminum V8 puts it well up in a performance class with the heavy-weights. But what really makes it so altogether desirable is the carefree delight you'll experience in driving it. The Skylark transmission choices are three: Dual-Path Turbine Drive, 4-speed synchromesh or standard 3-speed synchromesh.

## The Skylark

**Buick Skylark Standard Equipment**  
Skylark aluminum V8 engine (200 hp.) • 3-speed synchromesh transmission • Front bucket seats (choice of all-vinyl or fabric and vinyl in Sport Coupe) • Foam seat padding, front and rear • Electric windshield wipers • Direction signals • Dual sliding sunshades • Cigarette lighter • Custom bright exterior moulding • Instrument panel padding • Skylark wheel covers • Ash tray and glove compartment lights • Carpeting front and rear • Deluxe steering wheel • Self-adjusting brakes • Power-operated top on convertible.

# Buick's sweetest... the Skylark



THE BUICK SKYLARK CONVERTIBLE

No other car of its size boasts an interior as luxurious as that of the Buick Skylark. Here in this Skylark sport coupe you see a good example. The smartly-styled front bucket seats are standard equipment. They come in a choice of either all-vinyl or vinyl-and-fabric combination. The Skylark convertible shares the same smart decor in all-vinyl only.





## THREE TO GO! The story of Skylark and Special V-power

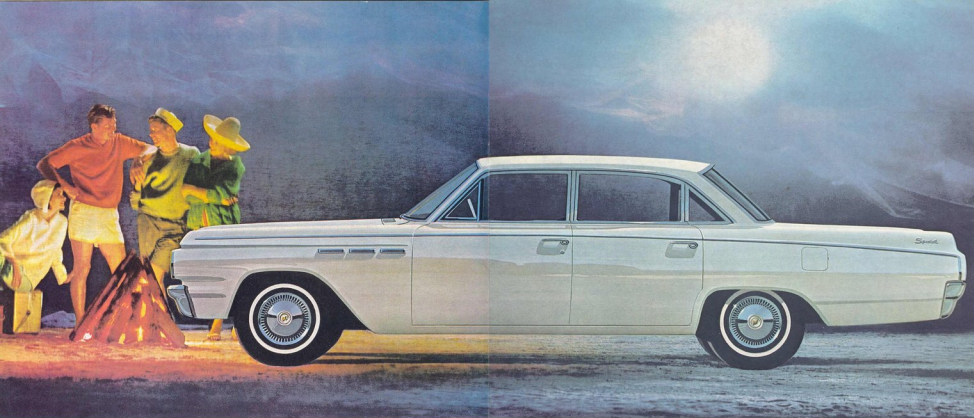
**The Skylark Aluminum V8** This remarkable engine, standard equipment in Skylark models and optional in the Specials, delivers more power per pound of weight than any other American production engine on the road. Here are the figures: it weighs less than 350 pounds yet puts out a very respectable 200 hp. Aluminum, of course, is what makes possible this tremendous power-to-weight ratio. All but a few parts of the Skylark V8 are made of aluminum to cut deadweight to the absolute minimum. What's more, it's a high-compression (11 to 1) engine with a high-performance four-barrel carburetor that gives it a terrific lift on acceleration. ★ Another small but significant weight saving in the Skylark Aluminum V8 is the new "Delco-tron\*" diode-rectified a.c. generator. It's simpler than old-style direct-current generators, ten pounds lighter and vastly more efficient. Even at idle speeds its electrical output is substantial. ★ You can team the Skylark Aluminum V8 with any one of three transmissions: the standard 3-speed synchromesh, the optional high-performance 4-speed synchromesh or ultra-smooth, ultra-dependable Dual-Path Turbine Drive, also optional.

**The Fireball Aluminum V8** Here's another winner in Buick's family of aluminum engines, the

Fireball Aluminum V8, standard in Special Deluxe models, optional on other Specials. It delivers 155 hp. with incredible economy. The 1962 Mobil Economy-Run proved it. A Buick Special equipped with Fireball Aluminum V8 engine and Dual-Path Turbine Drive took the gas economy honors away from every other automatic transmission V8 in the field, regardless of class. And, of course, the Fireball uses nothing but regular gas. Performance? The Fireball's a real whiz . . . outpaces anything in its class, even puts a good many big cars to shame. It's a great combination of spirit and savings.

**The Fireball V6** It's the only V6 in any American car, and one of the greatest engine developments in years. The Fireball V6 not only outpaces but outperforms all in-line sixes with similar power ratings (135 hp.). In addition, it performs with typical V-engine smoothness, the kind you experienced heretofore only in V8's. Once again, the key to this engine's extraordinary combination of performance and economy is light weight — far less than that of most comparably-powered in-line sixes. And, like all Buick engines for 1963, the Fireball V6 features the new "Delco-tron\*" generator that boosts electrical output and cuts deadweight.

\*A General Motors trademark



THE BUICK SPECIAL DELUXE 4-DOOR SEDAN

## Buick's thriftiest

Many cars are economical, but only the Buick Special has the faculty of making economy so pleasant. We like to think of it as thrift without sacrifice. To illustrate, both the Special's Fireball V6 and Fireball Aluminum V8 engines are downright stingy with gas, yet they perform like startled gazelles (The 200 hp. Skylark Aluminum V8 is optional in all models). By the same token, the ride, the roominess, the interior appointments and the luggage capacity of the Buick Special all belie its size and price. And, by any standard, the handling ease is phenomenal. It's a rare day when you can save a few bucks and still get your kicks.

## The Special

**Buick Special Standard Equipment**  
Fireball V6 (135 hp.) engine (Fireball V8 optional at extra cost) • 3-speed synchromesh transmission • Direction signals • Electric windshield wipers • Dual arm rests • Self-adjusting brakes • Dome light • Ashtray • **SPECIAL DELUXE MODELS:** Fireball Aluminum V8 (155 hp.) engine (Fireball V6 optional at reduced cost) • Full-flow oil filter • Custom padded cushions • Deluxe steering wheel • Carpeting front and rear • Dual horns • Bumper guards front and rear • Cigarette lighter • Dual sun visors • Custom exterior trim moulding • Door-operated dome light.

## Buick's thriftiest... the Special



THE BUICK SPECIAL 4-DOOR SEDAN



THE BUICK SPECIAL 2-DOOR SPORT COUPE



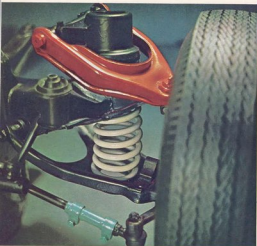
THE BUICK SPECIAL CONVERTIBLE

Surprising, really, how fine an interior Buick puts into the popularly-priced Special models. This is the 1963 Buick Special 4-door sedan. We call this conservatively-patterned upholstery fabric Bali cloth. The trim is a handsome complementary shade of leather-grained vinyl. Buick Special convertible interiors are luxuriously styled in all vinyl with a choice of conventional or bucket (optional at extra cost) seats.





# Some very special things about the Buick Special



## 1. 6,000-MILE LUBRICATION

Now you lubricate the chassis of a Buick Special no oftener than you change oil—every 6,000 miles. A new premium-grade chassis lubricant makes this extra-long lubrication interval possible. What's more, when re-lubrication is required this extra protection costs no more than ordinary grease jobs.

## 2. NEW ALUMINIZED MUFFLER

The Buick Special gives a big boost to muffler life with the use of extra-durable, corrosion-resistant aluminized steel throughout. Like the full-size Buicks, the Buick Special uses a single muffler mounted crosswise to the body-frame. It's a marvel of compactness and sound deadening efficiency.

## 3. FULL-COIL SPRINGING

Coil springs at all four wheels smooth the way for the Buick Special as no other suspension can. Combined with the Special's tight, snug unitized body construction and low center of gravity, this full-coil suspension gives the Buick Special a ride that's fully equal to many big cars—and even better than some.

## 4. SELF-ADJUSTING BRAKES

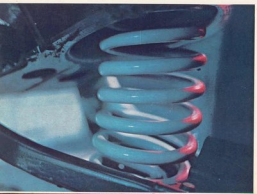
Brake adjustments are things of the past with the 1963 Buick Special. The brakes adjust themselves every time you apply them when the car is moving in reverse (example: coming out of your driveway). The brake pedal is always right up to the top, ready for immediate action. It's another improvement on the Buick Special's already great brakes, fin-cooled to keep brake temperatures down and stopping power up. A real safety bonus.

## 5. SUPERB HANDLING

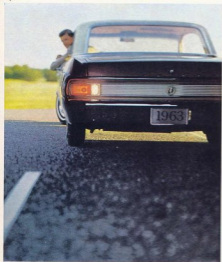
Extraordinary how a car as smooth-riding as the Buick Special can be so nimble getting around the corners. Actually, you'll be amazed at the way you can thread the Special through traffic, whip in and out of tight parking places and generally venture where big cars fear to tread. The Special's shorter wheelbase has a lot to do with its maneuverability as does its front suspension geometry that makes wheel handling particularly easy.

## 6. FAMILY-SIZE ROOMINESS

Don't let the Buick Special's trim exterior dimensions fool you. It's a real family-size car, and that goes for its luggage-carrying capacity, too. Five big adults fit into a Special nicely, and the average family of six has no problem at all. Special sedans, coupes and convertibles have a luggage capacity of more than 15 cubic feet while the wagons can haul as much as 74 cubic feet of cargo. By the way, six-footers will like the Special's generous leg and head room. Plenty of stretch-out comfort!



4

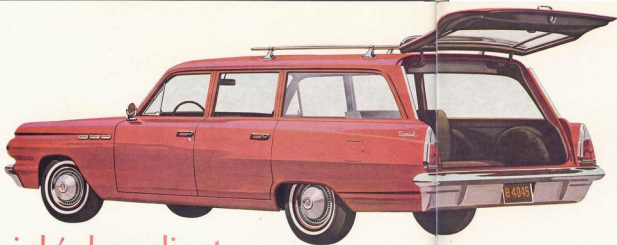


5



6





THE BUICK SPECIAL 3-DOOR, 3-SEAT STATION WAGON—also available in a 2-seat model

**Buick's handiest** Here is a wagon that comes as close to being a true all-purpose vehicle as any ever built. It's a sporty runabout, a husky carrier and a fine road car—all in one. Surprising, really, how much a Buick Special wagon can hold—almost 74 cubic feet of cargo. Loading is extraordinarily easy, too, with a full-height lift gate that swings up out of the way on counterbalanced hinges. You can take your pick of three Special wagons—4-door, 2-seat; 4-door, 3-seat; or deluxe 4-door, 2-seat. And you can power your wagon with any one of three engines. We'll be surprised if you aren't surprised, very pleasantly, by the performance.

## the Special Station Wagons



THE BUICK SPECIAL DELUXE 4-DOOR, 2-SEAT STATION WAGON

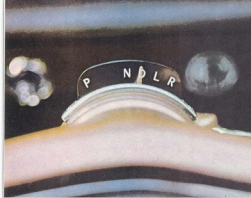


Durability is the keynote of this all-vinyl interior in the Buick Special station wagon. Just a wiping with a damp cloth (add some detergent for particularly stubborn marks) will banish soil and smudges. We think you'll enjoy the looks of this interior, too. It comes in a variety of exceptionally pleasing shades.

Here's the business end of a Buick Special station wagon. The astonishingly spacious cargo area will hold a maximum of almost 74 cubic feet of cargo. Second (and third) seats fold down in a matter of seconds to make this long, vinyl-covered cargo deck. It's a cinch to load, too. The tailgate swings up completely out of the way on counterbalanced hinges.



## ... and to top it all off... Buick Special and Skylark options and accessories



### 1. DUAL-PATH TURBINE DRIVE

Here's smoothness and dependability in a new lightweight package. Dual-Path Turbine Drive's exclusive aluminum shell shaves off nearly one hundred pounds of deadweight and makes possible a new simplified system of air cooling. Since Dual-Path Turbine Drive splits the driving forces between fluid-driven turbines and a gear train you get both the smoothness of fluid and the positive action of gears. All in all, Dual-Path Turbine Drive is one of the most efficient, economical automatic transmissions ever built. Optional on all Special and Skylark models.

### 2. 4-SPEED SYNCHROMESH TRANSMISSION

No doubt about it, when you've got a spirited engine, manual shifting can be great sport. That's why Buick offers this ultra-smooth synchromesh transmission on Special and Skylark models. It's fully synchronized in all forward speeds for maximum smoothness and flexibility.

### 3. POWER STEERING

Here's the way to get all the pleasure out of driving a Buick Skylark or Special... power steering that does the work of driving and leaves you the fun. And the ladies love the way it simplifies parking. Optional on all Skylark and Special models.

### 4. PUSH-BUTTON RADIO

This new all-transistor radio gives you music at the touch of a button. There's no warm-up period at all. Controls include five station-selecting push-buttons plus manual tuner and bass-treble adjuster. Optional on all Skylark and Special models.

### 5. POWER BRAKES

Power translates a touch of the toe into tons of brake pressure for the safest, surest stopping you've ever experienced. Optional on all Buick Skylark and Special models.

### 6. 4-WAY POWER SEAT

A logical supplement to bucket seats, this 4-way power adjuster raises and lowers the driver's seat and moves it back and forth, all at the touch of a button. Available on Special and Skylark models equipped with bucket seats.

### 7. POWER WINDOWS

Get a breezy new approach to driving with power windows. Individual control at each window; master control for all windows next to driver's seat. Available on Skylark models only.

### 8. AIR CONDITIONER

Enjoy springlike comfort in any weather with this powerful Buick Special air conditioner. Convenient temperature control and three adjustable cool-air outlets let you tailor the comfort to suit your taste. Optional on all Skylark and Special models.



5



6



2



7



3



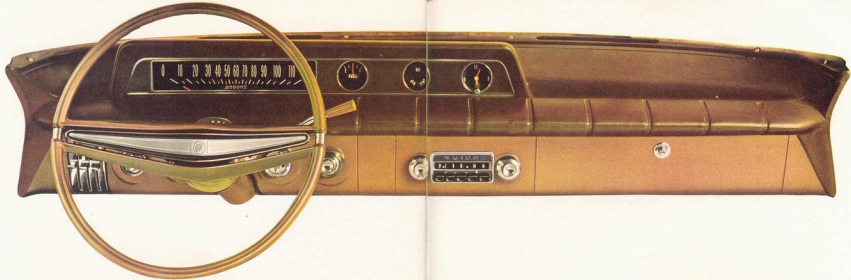
4



8

... and many others, including ...

- Seat belts
  - Clare-proof mirror
  - Electric clock
  - Back-up light
  - Windshield washer
  - Solt-Ray tinted glass
  - Luggage rack (station wagons)
  - Chrome door guards
  - Remote-control mirror
  - Whitewall tires
  - Positive traction differential
  - Power tailgate window (station wagons)
  - Gas tank door guard
  - Compass
  - Litter basket
  - Tissue dispenser
  - Topper slip cover
  - Seat cushion topper
  - Spotlight
  - Outside rearview mirror
  - Handy mats
  - Carpet saver
  - View vanity mirror
  - Automatic trunk release
  - Ski rack
  - Power release—tailgate
- All Buick models may be ordered without heater-detractor, as an option at reduced cost.



## SPECIFICATIONS / BUICK SPECIAL AND SKYLARK

**Fireball Aluminum V8 Engine:** (standard on Special Deluxe models, optional on Special) 90 degree, valve-in-head type. Cylinder block, cylinder head, pistons, intake manifold, timing chain cover, water pump cover and many smaller parts of aluminum alloy. Cast iron cylinder liners. Displacement 215 cu. in. Compression ratio 9.0 to 1. Two-barrel carburetor. Horsepower 155 @ 4600 rpm. Maximum torque 220 foot pounds @ 2400 rpm. **Skylark Aluminum V8 Engine:** (standard on Skylark, optional on Special and Special Deluxe); horsepower 200 @ 3000 rpm. Maximum torque 240 foot pounds @ 3200 rpm. Compression ratio 11.0 to 1. Four-barrel carburetor standard. Firing order 1-4-3-6-5-7-2. Splash and pressure lubrication system. Crankcase capacity 4 quarts (less filter refill). Normal oil pressure 33 @ 2400 rpm. Full-flow oil filter standard. Mechanical fuel pump. Water intake manifold heat control. Pressure liquid cooling system. Centrifugal water pump. Cooling system capacity 13.5 quarts. Twelve volt electrical system. Five-position starter ignition switch. **Fireball V6 Engine:** (standard on Special models, optional at reduced cost on Special Deluxe Models) 90 degree, valve-in-head type. Displacement 198 cu. in. Compression ratio 8.8 to 1. Two-barrel carburetor. Horsepower 135 @ 4600 rpm. Maximum torque 205 foot pounds @ 2400 rpm. Firing order 1-4-5-4-3-2. Splash and pressure lubrication system. Crankcase capacity 4 quarts (less filter refill). Normal oil pressure 33 @ 2400 rpm. Full-flow oil filter standard. Two-barrel carburetor. Mechanical fuel pump. Exhaust-heated intake manifold. Pressure liquid cooling system. Cooling system capacity 12 quarts with heater. Twelve-volt electrical system. Five-position starter switch. **Transmission:** Three-speed synchromesh transmission standard on Special, Special Deluxe and Skylark. Four-speed synchromesh optional at extra cost on Special with Skylark Aluminum V8, Special Deluxe and Skylark. Dual-Path Turbine Drive transmission optional at extra cost on Special, Special Deluxe and Skylark. In Dual-Path transmission approximately 64 per cent of driving effort transferred hydraulically and 36 per cent mechanically after upshift. Transmission is fully automatic with a "downshift" for passing in the 60 mph range. **Propeller shaft:** Drive shaft is slightly angled to reduce tunnel height. Angled sections are connected by a special constant-velocity universal joint that insures vibrationless transfer of power to the rear axle. Shaft is connected to transmission and rear axle by needle-bearing universal joints. **Rear Axle:** Hypoid gears, semi-floating. Gear ratios: w/3-speed synchromesh: 3.23 to 1; w/4-speed synchromesh: 3.36 to 1; Skylark w/Dual-Path Turbine Drive: 3.36 to 1; Special with Dual-Path Turbine Drive: 3.08 to 1.

Rear wheel bearings permanently lubricated. **Body and Frame:** Fully unitized body with integral body-frame construction. **Suspension:** Independent ball-joint front suspension. Four-link rear suspension. Coil springs front and rear. Rear springs are loaded through lower control arms. Direct-acting hydraulic shock absorbers front and rear. Driving forces from axle to body-frame are through rubber-bushed rear links. **Brakes:** Self-Adjusting. Air-cooled cast iron brake drums front and rear. Total living area, 129.87 sq. in. Pull-type parking brake operating through rear service brake shoes. Power brakes optional at extra cost. Not available on V6 air-conditioned models. **Steering:** Overall steering ball steering standard. Overall ratio, 26.2 to 1. Power steering optional. Overall ratio 20.8 to 1. **Wheels and Tires:** Disc-type wheels. Size 4.50" x 13", "J" type flange. Tire size 6.50" x 13". Fifteen-inch wheels are optional at extra cost. (Not available on 3-seat station wagons, convertibles and Skylark models.) White sidewall tires are optional at extra cost.

### DIMENSIONS

	Deluxe					
	Sedan	Coupe	Convertible	Sedan	Station Wagons	Skylark Coupe
Overall Length	192.1	192.1	192.1	192.1	192.1	192.1
Overall Width	70.2	70.2	70.2	70.2	70.2	70.2
Overall Height	54.0	54.0	54.2	54.0	54.8	53.6
Wheelbase	112.0	112.0	112.0	112.0	112.0	112.0
Tread, Front	56.0	56.0	56.0	56.0	56.0	56.0
Tread, Rear	56.0	56.0	56.0	56.0	56.0	56.0
Leg Room, Front	40.8	41.6	41.5	40.8	42.3	41.6
Leg Room, Rear	36.2	34.1	33.4	36.2	34.8	34.1
Head Room, Front	37.7	*	39.0	37.7	38.1	38.1
Head Room, Rear	36.2	*	37.2	36.9	37.9	36.6
Shoulder Room, Front	55.2	*	55.2	55.2	55.2	55.1
Shoulder Room, Rear	53.5	*	48.1	53.5	54.5	53.1

\*Not available at time of printing.

Buick Motor Division, General Motors Corporation, reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models, and also to discontinue models.

When better automobiles are built, Buick will build them