

# THE 1963 BUICK

ELECTRA 225 • WILDCAT • INVICTA • LeSABRE • SKYLARK • SPECIAL

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

# The famous full-size Buicks

The year 1963 brings you more good reasons than ever for owning a magnificent new full-size Buick. Style is sweeter, performance is surer, ride is smoother and quality is at an all-time peak. Look through the succeeding pages. We think you'll find a full-size 1963 Buick that fits your particular plans . . . perfectly.



# Buick's finest

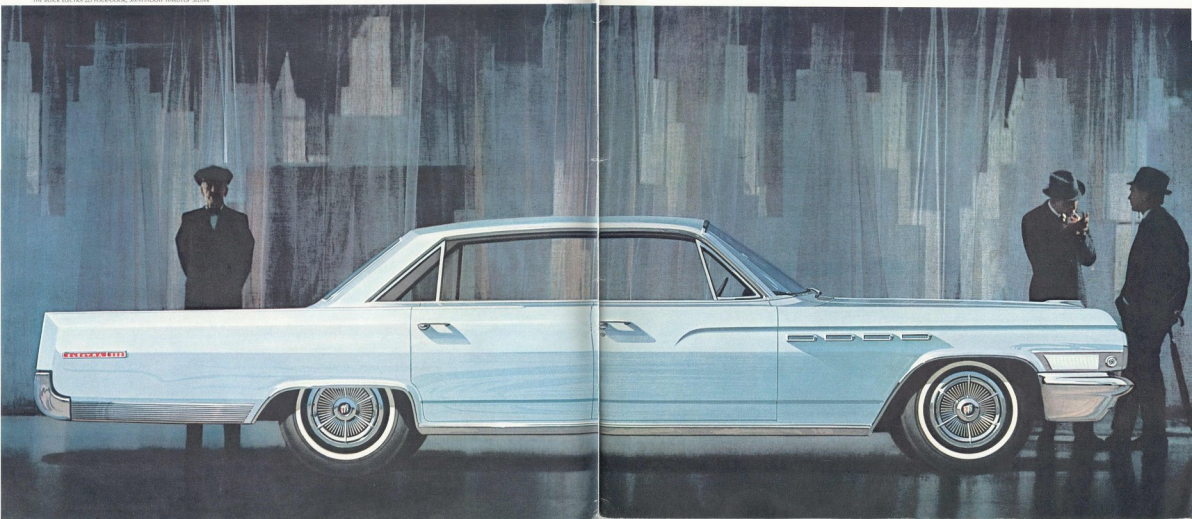
The Electra 225 is designed to be impressive, and we feel it succeeds admirably. With its own distinctive styling marked by a crisp new rear fender treatment, the Electra 225 stands out even among Buicks. The interiors are among the most lavish ever seen in an automobile. Naturally, we have matched the performance to the luxury. The power is Buick's famous Wildcat V8 (325 hp.) engine with automatic Turbine Drive standard. It goes almost without saying that the quality is superb. We have paid exceptional attention to detail in order to make the Electra 225 a car that pleases in every particular.

## Buick Electra 225 Standard Equipment

Wildcat V8 engine (325 hp.) • Turbine Drive automatic transmission • Power steering • Power brakes • Back-up lights • Glareproof mirror • Parking brake signal light • Map light • Instrument panel padding • Safety buzzer • Trip mileage indicator • Courtesy lights • Custom padded cushions • Super deluxe wheel covers • Windshield washer with 2-speed electric windshield wipers • 8.00 x 15" tires (whitewalls optional) • Electric clock • License plate frame • Custom bright exterior moulding • Automatic trunk light • Full-flow oil filter • Direction signals • Air-cooled brakes with aluminum front drums • Glove compartment light • Deluxe steering wheel • Carpeting front and rear • CONVERTIBLE ONLY: All the above plus • Power windows • 2-way power seat. (2-way power seat standard with extra-cost custom interior trim on Electra 225 Sport Coupe, 4-door hardtop and 4-door six-window hardtop.)

# Electra 225

THE BUICK ELECTRA 225 FOUR-DOOR, SIX-WINDOW HARDTOP SEDAN





Buick's finest . . . the Electra 225

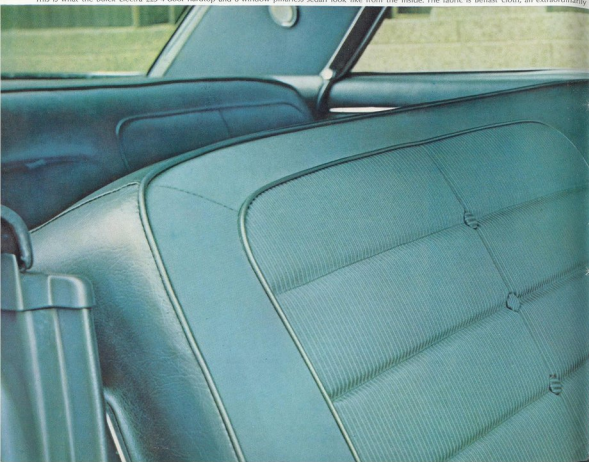


THE BUICK ELECTRA 225 4-DOOR HARDTOP



THE BUICK ELECTRA 225 4-DOOR SEDAN

This is what the Buick Electra 225 4-door hardtop and 6-window pillarless sedan look like from the inside. The fabric is Belfast cloth, an extraordinarily



luxurious weave with a bold striped pattern. The rear seat features a convenient center pull-down arm rest. Bolster material is a soft, leather-grained vinyl.



# Buick's finest... the Electra 225



THE BUICK ELECTRA 225 CONVERTIBLE

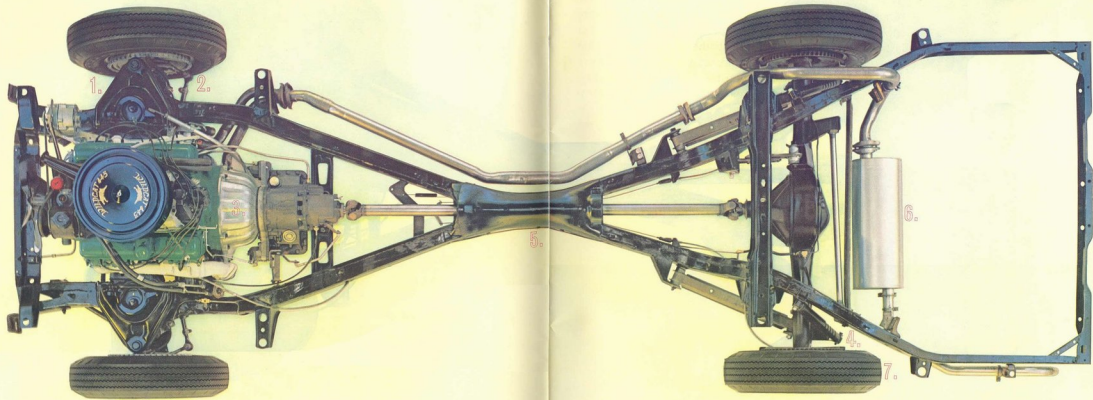
Here you see the sportier members in the family of Electra 225: custom convertible and 2-door Sport Coupe. Interiors are luxurious, with bucket seats offered at extra cost in a combination of genuine leather and matching vinyl. (See illustration on first page.) Convenience note for front seat passengers: a vinyl-covered storage console so handy for carrying small travel needs. Rear seat speaker is standard with the bucket seat option on the Sport Coupe.



THE BUICK ELECTRA 225 2-DOOR SPORT COUPE



## The bare facts of Buick quality



**1.** **6,000-mile lubrication** It takes six months of average driving before a 1963 Buick needs a chassis lubrication job. We're using a special premium chassis lubricant that protects the Buick suspension system better and longer—gives you a cushiony ride up to six times as long as ordinary chassis grease, and saves you money, too.

**2.** **Self-adjusting brakes** The brake pedal is always safely right up to the top with Buick's new self-adjusting brakes. Each time you apply the brakes while traveling in reverse, adjustments are automatically made. It's another improvement in Buick's bigger, better brakes which include front drums of fast-cooling aluminum at no extra cost.

**3.** **Advanced Thrust design** Buick moved both engine and transmission farther forward to accomplish a two-fold purpose: (1) flatten the front-seat floor, and (2) make handling surer and more positive, particularly in heavy crosswinds. Along with this forward movement comes a brand-new front suspension design that adds to this steadiness . . . even makes the steering wheel return faster after cornering. By the way, Buick's floors are the flattest among all full-size American cars. Any seat in a 1963 Buick is a good seat.

**4.** **Full-coil suspension** Buick puts a husky coil spring at each wheel to soak up bumps and road shock. Unlike leaf springs, coil springs are

unaffected by the action of dirt, water, salt and slush. They stay permanently resilient. Shock absorber adjustments need not be changed periodically to compensate for decreases in spring effectiveness. It's always smooth sailing in a Buick.

**5.** **Safety-X-Frame** Here's the foundation of Buick's solid, stable ride. Massive tubular sections of steel are welded in an "X" shape for maximum strength and rigidity. Joined to the extra-heavy siderails in the Buick body, this X-frame forms triangular sections that offer tremendous impact resistance for the ultimate in family safety.

**6.** **Aluminized muffler** Buick's famous single

transverse muffler is now made of aluminized steel for premium corrosion resistance and long, long life. Another important muffler life-extender is the new simplified design that greatly reduces the number of parts.

Dual exhaust system is standard on Wildcat models, optional at extra cost on all other full-size Buicks except LeSabre and Invicta Estate Wagons.

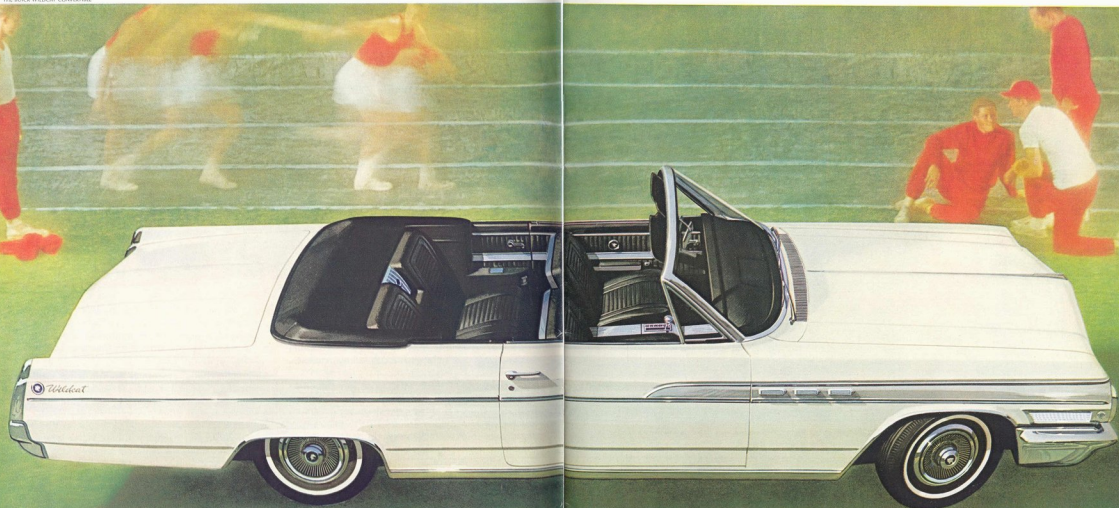
**7.** **15-inch wheels** Buick is one of the few American cars to give you full 15-inch wheels as standard equipment. These bigger wheels carry bigger tires that make fewer revolutions for every mile of travel . . . run cooler and last longer. Brakes are bigger, too, for greater stopping power.



**Buick's liveliest** As its name suggests, the Wildcat is the star among Buick performers. In fact, we think you'll find the Wildcat one of the liveliest cars you've ever driven. Along with its sports car performance, there's a beguiling sports car look and feel, unusual in a full-size car. For instance, in bucket-seat models the automatic Turbine Drive selector and engine tachometer are mounted on a smart storage console between the front seats. High-performance 4-speed synchromesh transmission is optional on all three models of the lively '63 Buick Wildcat Series.

## The Wildcat

THE BUICK WILDCAT CONVERTIBLE



**Buick Wildcat Standard Equipment**  
 Wildcat V8 engine (325 hp.) • Automatic Turbine Drive transmission • Foam-padded bucket seats (except four-door hardtop) • Electric clock • Deluxe steering wheel • Automatic trunk light • License plate frame • Air-cooled brakes with aluminum front drums • Full-flow oil filter • Electric windshield wipers • Instrument panel padding • Direction signals • Glove compartment light • Foam-rubber headlining (except convertible) • Center console (except 4-door hardtop with bench-type seats) • Illuminated tachometer (except 4-door hardtop with bench-type seats) • Console-mounted transmission selector lever (except 4-door hardtop with bench-type seats) • Rear floor area courtesy light (except 4-door hardtop with bench-type seats) • Carpeting front and rear • Wildcat wheel covers • Dual exhausts.



The look of luxury is what catches your eye in this Wildcat 4-door hardtop with conventional front seats. Pull-down arm rest is standard equipment. Bucket seats are optional at extra cost in this model.

# Buick's liveliest ... the Wildcat



THE BUICK WILDCAT 4-DOOR HARDTOP



THE BUICK WILDCAT 2-DOOR SPORT COUPE

Focal point of this sporty Wildcat Custom 4-door hardtop interior is the smart console between the front seats. It contains an illuminated tachometer, automatic Turbine Drive selector lever and storage compartment. The bucket seats are upholstered in soft vinyl that's wonderfully easy to clean and keep clean. (Bucket seats are standard on the Wildcat convertible and sport coupe.)





# Buick's brawniest...the Estate Wagons

While the primary purpose of a station wagon is to haul cargo there's no reason why it can't be comfortable and beautiful at the same time. A case in point is the Buick Estate Wagon. Its cargo capacity is upwards of 87 cubic feet and its cargo opening is the widest and most accessible in the industry. On the other hand, it's as stylish as a passenger car, both inside and out, and the performance of its Wildcat V8 engine is anything but sluggish. The ride and handling, too, are up to the best passenger-car standards. This year Buick offers a choice of three Estate Wagons—a LeSabre 4-door, 2-seater; a LeSabre 4-door, 3-seater and an unusually rich Invicta 4-door, 2-seater. If wagons are your style, we feel confident Buick has something to please you.

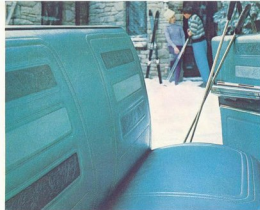
THE BUICK LESABRE 4-DOOR, 3-SEAT ESTATE WAGON...also available in a 2-seater model



**Buick LeSabre Estate Wagon Standard Equipment**  
280 hp. Wildcat V8 (regular gas 265 hp. Wildcat V8 optional at no extra cost) • 3-speed synchromesh transmission • Full-flow oil filter • Direction signals • Air-cooled brakes with aluminum front drums • Automatic glove compartment light • Electric windshield wipers • Carpeting, front and rear floors.

**Buick Invicta Estate Wagon Standard Equipment**  
Wildcat V8 engine (325 hp.) • Automatic Turbine Drive transmission • Custom padded cushions • Electric clock • License plate frame • Power-operated back window (control on instrument panel for added safety) • Full-flow oil filter • Direction signals • Automatic glove compartment light • Electric windshield wipers • Carpeting, front and rear floors • Air-cooled brakes with aluminum front drums • Deluxe wheel covers • Custom bright exterior moulding • Chrome roof bows • Deluxe steering wheel.

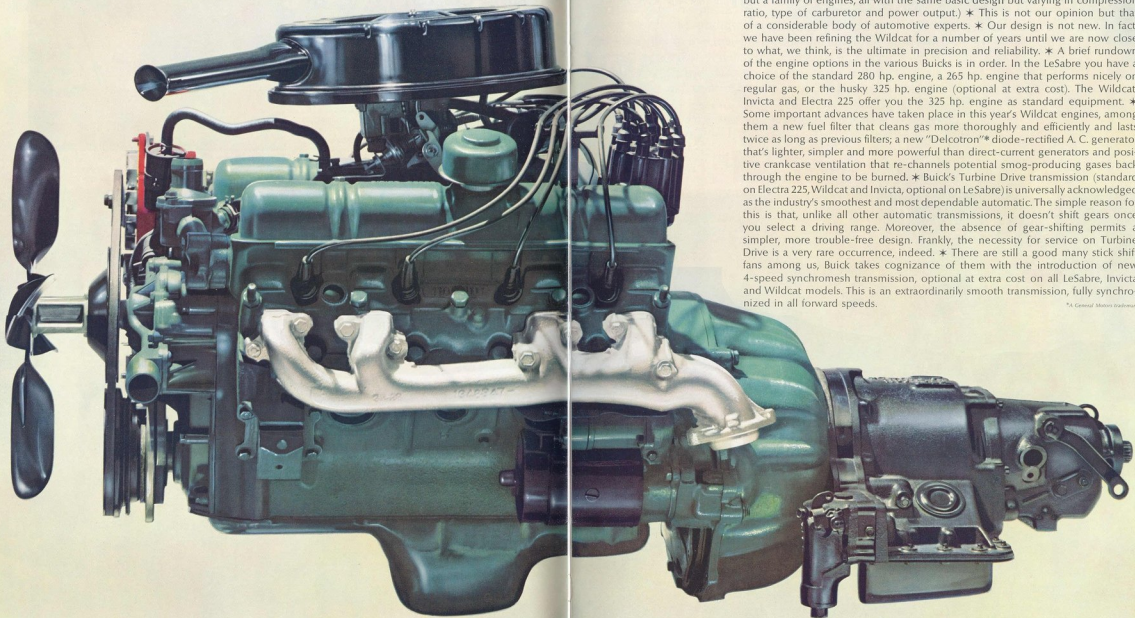
THE BUICK INVICTA 4-DOOR, 3-SEAT ESTATE WAGON



It's hard to imagine a nicer combination of utility and good looks than the interior of this Buick LeSabre Estate Wagon. Upholstery is all-vinyl for easy housekeeping. Note the smart sewing pattern in the seats.



## The Buick Wildcat Engines (and what makes them purr)



It's fair to say that there is no better-designed, more finely-built engine than the Buick Wildcat in any American production car. (Actually, the Wildcat is not one but a family of engines, all with the same basic design but varying in compression ratio, type of carburetor and power output.) \* This is not our opinion but that of a considerable body of automotive experts. \* Our design is not new. In fact, we have been refining the Wildcat for a number of years until we are now close to what, we think, is the ultimate in precision and reliability. \* A brief rundown of the engine options in the various Buicks is in order. In the LeSabre you have a choice of the standard 280 hp. engine, a 265 hp. engine that performs nicely on regular gas, or the husky 325 hp. engine (optional at extra cost). The Wildcat, Invicta and Electra 225 offer you the 325 hp. engine as standard equipment. \* Some important advances have taken place in this year's Wildcat engines, among them a new fuel filter that cleans gas more thoroughly and efficiently and lasts twice as long as previous filters; a new "Delcotron" \* diode-rectified A. C. generator that's lighter, simpler and more powerful than direct-current generators and positive crankcase ventilation that re-channels potential smog-producing gases back through the engine to be burned. \* Buick's Turbine Drive transmission (standard on Electra 225, Wildcat and Invicta, optional on LeSabre) is universally acknowledged as the industry's smoothest and most dependable automatic. The simple reason for this is that, unlike all other automatic transmissions, it doesn't shift gears once you select a driving range. Moreover, the absence of gear-shifting permits a simpler, more trouble-free design. Frankly, the necessity for service on Turbine Drive is a very rare occurrence, indeed. \* There are still a good many stick shift fans among us, Buick takes cognizance of them with the introduction of new 4-speed synchromesh transmission, optional at extra cost on all LeSabre, Invicta and Wildcat models. This is an extraordinarily smooth transmission, fully synchronized in all forward speeds.

\*A General Motors trademark



# Buick's smartest

No car gives you quite so much for your money as the Buick LeSabre. We concede, of course, that it costs more than the so-called "low-price" makes, but the extra value makes it well worth the modest difference in price. Consider the things you get in this remarkable car: the finest ride in the industry; the roomiest interior; the safest brakes; the great Buick Wildcat engine; the surest, most positive handling; elegant Buick styling; and, best of all, Buick quality and reliability. You have a choice of engines ranging to 325 hp. which you may team with automatic Turbine Drive, exciting new 4-speed synchromesh, or standard 3-speed synchromesh transmission.

**Buick LeSabre Standard Equipment**  
280 hp. Wildcat V8 engine (regular gas 265 hp. Wildcat V8 optional at no extra cost) • 3-speed synchromesh transmission • Full-flow oil filter • Direction signals • Air-cooled brakes with aluminum front drums • Automatic glove compartment light • Electric windshield wipers • Carpeting front and rear.

## The LeSabre

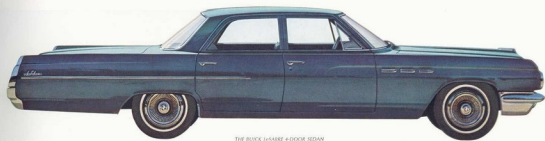
THE BUICK LE SABRE 4 DOOR HARDTOP



Buick's smartest . . . the LeSabre



THE BUICK LeSABRE 2-DOOR SPORT COUPE



THE BUICK LeSABRE 4-DOOR SEDAN



THE BUICK LeSABRE 2-DOOR SEDAN

Even Buick's most modestly-priced full-size car, the LeSabre, has an interior marked by elegance and good taste. The handsomely-ribbed upholstery fabric is Bayonne cloth with the bolster treatment in leather-grained vinyl. For all its appealing good looks, this interior decor is extraordinarily durable.

Buick's smartest...the LeSabre



THE BUICK LESABRE CONVERTIBLE



# How to put the accent

## 1. NEW 7-POSITION TILT STEERING WHEEL

The positioning of an ordinary steering wheel is necessarily a compromise. It is so arranged as to fit the average person, but, of course, a great many people are not average. Now, Buick's new adjustable steering wheel locks into any one of seven positions to give everyone from the tallest to the smallest perfect driving comfort. The release and lock control is conveniently mounted on the left side of the steering column. By the way, getting in and getting out is easier, too. You just flip up the wheel whenever you wish to move in or out of the driver's seat.

## 2. NEW ELECTRO-CRUISE

Hours of driving can produce muscular tensions. The constant, fixed position of the right foot on the accelerator pedal is particularly tiring. But Buick's new Electro-Cruise frees you to move your legs and feet even as you roll along at highway speed. Here's how it works: you set the speed at which you wish to cruise with a control on the speedometer. You can take your foot off the accelerator pedal and Electro-Cruise will electronically maintain you at this speed indefinitely. But, should an emergency arise and you wish to go either slower or faster, a touch of the brake will restore manual operation instantly.

## 3. NEW CORNERING LIGHTS

Here's a great new convenience that lets you see around the corners at night. Mounted on the sides of the front fenders, these powerful lights are actuated by the turn signal control. For instance, you signal for a left turn and the left-hand light comes on to illuminate the area your headlights do not cover. As the turn signal goes off so does the cornering light.

## 4. NEW FOUR-SPEED SYNCHROMESH TRANSMISSION

This one is for the folks who like to control their own performance via the stick shift route. It's a smooth transmission, fully synchronized in all forward speeds. Available on all models of LeSabre, Invieta and Wildcat series.

## 5. FOUR-WAY POWER SEAT

This electrically-operated seat in bucket seat models moves forward or backward, up or down at the touch of a button.

## 6. NEW IMPROVED AIR CONDITIONER

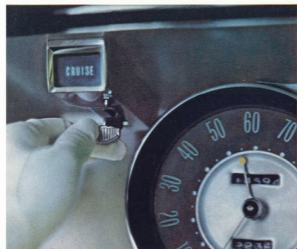
Buick's new air conditioner for 1963 uses a whole new system of air mixing and distribution that provides greatly improved temperature control as well as a more efficient dehumidification. Actually, you can now dehumidify air without cooling it for greater comfort the whole year around. And remember that this air conditioner filters the air, too, to remove almost 98 per cent of air-borne dust and pollen. It's a real investment in all-year driving comfort.

## 7. POWER DOOR LOCKS

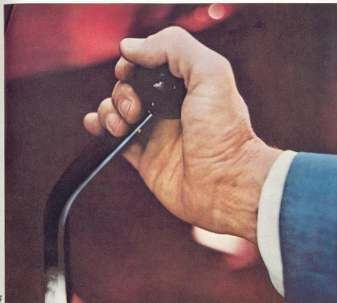
Small children in your family? Here's protection against the possibility of their accidentally opening doors while the car is in motion. With power door locks you just push a button on the door next to the driver's seat and all doors are securely locked until you release them. They cannot be opened even by pulling on the door handles.

## 8. AUTOMATIC TRUNK RELEASE

No need to get out of your Buick to open the luggage compartment. With Automatic Trunk Release you merely pull a lever in the glove compartment and the deck lid pops open. An important convenience in bad weather.



# on pleasure ... Buick options and accessories



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5



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... and many other convenience, comfort and safety items, including ...

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*Seat belts*

*Power steering*

*Power brakes*

*Sonomatic transistor radio*

*Wonderbar transistor radio*

*Rear seat speaker*

*Soft-Ray tinted glass*

*Rear window defroster*

*Divided rear seat (Estate Wagons)*

*Luggage rack (Estate Wagons)*

*Chrome door guards*

*Remote-control mirror*

*Whitewall tires*

*Power windows*

*Guide-Matic (headlight dimmer)*

*Twilight sentinel*

*Positive traction differential*

*Luggage locker (Estate Wagons)*

*Gas tank door guard*

*Compass*

*Litter basket*

*Tissue dispenser*

*Topper slip cover*

*Seat cushion topper*

*Spotlight*

*Outside rearview mirror*

*Estate Wagon cargo area pad*

*Handy mats*

*Carpet saver*

*Carpet covers*

*Trunk mat*

*Ski rack*

*All Buick models may be ordered without heater-defroster, as an option at reduced cost.*



## SPECIFICATIONS / 1963 FULL-SIZE BUICK

### ENGINES

Available On	LeSabre** (regular gas)	LeSabre (standard)	LeSabre* Wildcat Invicta Electra 225
Type	90° V8	90° V8	90° V8
Displacement Cu. in.	401	401	401
Horsepower @ 4400 R. P. M.	265	280	325
Max. Torque	412	424	445
Compression Ratio	9.0 to 1	10.25 to 1	10.25 to 1
Carburetor	2-Barrel	2-Barrel	4-Barrel
Transmission	3-Speed Synch.	3-Speed Synch.	Turbine Drive

\*Optional at extra cost

\*\*Optional at no extra cost

**Engine Lubricating System:** Main bearings, connecting rods and camshaft bearings pressure lubricated. Piston splash lubricated. Cylinder walls splash and nozzle lubricated. Normal oil pressure 40 at 2400 rpm. Full-flow oil filter standard on all models. Crankcase capacity (refill less filter): 4 quarts. **Fuel System:** Two- or four-barrel carburetor according to engine chart above. Standard automatic choke. Mechanical fuel pump. Two-stage gasoline filter with fine filter in fuel tank. Oil-impregnated polyurethane air cleaner. Exhaust-type intake manifold heat control. Twenty-gallon fuel capacity. **Engine Cooling:** Pressure system. Choke-type circulation thermostat. Centrifugal water pump. Capacity: 18.5 quarts with heater. **Exhaust System:** Single muffler for both banks of cylinders is mounted crosswise to the frame. Constructed of corrosion resistant aluminized steel to promote longer life. Dual exhaust standard on Wildcat models, optional on all others. (Not available on Estate Wagons.) **Electrical:** Twelve-volt electrical system. Five-position starter-ignition switch. **Transmission:** Turbine Drive standard on Invicta Estate Wagon, Wildcat and Electra 225. Turbine Drive is a torque converter type of transmission, fully automatic with two turbines, a variable-pitch stator and a fixed-vane stator. Maximum torque ratio in DRIVE range at stall 3.4 to 1. Total oil capacity (refill): 12 quarts. **Propeller Shaft:** Drive Shaft is slightly angled to reduce tunnel height in rear seat. Angled sections are connected by a special constant-velocity universal joint that insures vibrationless transfer of power to rear axle. Shaft is connected to transmission and rear axle by needle bearing universal joints. **Rear Axle:** Hypoid gears, semi-floating. Gear ratios for 265 and 280 horsepower engine, 3.36 to 1 with synchromesh transmission, 2.78 to 1 with Turbine Drive; with 325 horsepower engine, 3.23 to 1. Rear wheel bearings permanently lubricated. Transfer of driving forces through rubber-mounted arms connected to frame. Positive traction differential optional on all models. **Frame:** Safety-X frame with box-section cross-members and tubular center section through which propeller shaft passes. Extra-heavy body side rails add extra strength. **Suspension:** Independent half-joint front suspension with link-type stabilizer bar. Three-link-type rear suspension with track bar. Coil springs front and rear. Rear springs loaded through lower control arms. Direct acting hydraulic shock absorbers front and rear. New suspension geometry means there's no "squat" when

you start, no "dive" when you stop. **Brakes:** Hydraulic, self-energizing. Air-cooled lined, aluminum brake drums front; lined cast iron drums rear. Total lining area: 197.32 sq. in. Step-on parking brake operating through rear service brake shoes. Power brakes standard on Electra 225, optional on Invicta, Wildcat and LeSabre. **Wheels and Tires:** Disc-type wheels. Size: 15" x 6.00", "L"-type flange. Tires: LeSabre, Wildcat and Invicta, 7.60" x 15"; Electra 225, 8.00" x 15". Oversize tires optional on Wildcat. Whitewall tires optional on all models. **Steering:** Manual recirculating ball steering standard on LeSabre, Invicta and Wildcat. Overall ratio: 33.0 to 1. Easy Power Steering standard on Electra 225, optional on Invicta, Wildcat and LeSabre. Overall ratio: 20.5 to 1. Flexible coupling in power gear screens out vibration.

(Note: Models 402, 407, and 407 have a 3.42 to 1 rear axle ratio. When a 480 series, 463 or 480 series car is equipped with a 4-speed synchromesh transmission it will also have a 3.42 to 1 rear axle ratio.)

EXTERIOR DIMENSIONS	LeSabre	Wildcat	Electra 225	LeSabre Invicta Estate Wagons
Overall Length	215.7	215.7	221.7	215.7
Overall Width	78.0	78.0	78.0	78.0
Overall Height	56.7	55.6	57.5	*
Wheelbase	123	123	126	123
Tread—Front	62	62	62	62
Tread—Rear	61	61	61	61

INTERIOR DIMENSIONS	Leg Room Front	Leg Room Rear	Head Room Front	Head Room Rear	Shoulder Room Front	Shoulder Room Rear
<b>LE SABRE</b>						
2-dr. Sedan	*	*	*	*	*	*
2-dr. Sport Cpe.	41.2	35.8	*	*	58.7	57.8
4-dr. H-top	41.5	38.2	38.0	37.6	58.8	58.0
4-dr. Sedan	40.5	38.2	38.8	37.6	58.8	58.0
Estate Wagons	*	*	*	*	*	*
Convertible	*	*	*	*	*	*
<b>INVICTA</b>						
Estate Wagon	*	*	*	*	*	*
<b>WILDCAT</b>						
4-dr. H-top	40.5	37.5	38.0	37.6	58.8	58.0
2-dr. Sport Cpe.	40.0	37.5	37.8	37.6	58.9	58.0
Convertible	41.1	35.7	39.1	38.0	58.9	51.5
<b>ELECTRA 225</b>						
4-dr. Sedan 4819	40.7	41.2	39.5	38.6	58.7	57.3
2-dr. Sport Cpe. 4847	40.4	38.6	38.0	38.1	58.6	57.4
4-dr. H-top 4079	40.6	39.0	38.1	38.0	58.7	58.1
4-dr., 6 window 4829						
H-top, Sedan	40.6	41.2	39.5	38.6	58.7	58.0
Convertible 4867	40.4	38.7	39.0	37.9	58.6	51.4

\*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.



## The trim-size Buicks

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You hear the merits of both big and small cars argued. Buick feels that there is a happy medium between these extremes which you find exemplified in the brilliant Skylark and the thrifty Special. It's an appealing new concept in cars that's found tremendous favor with many Americans. Could be you're about to join them.



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.

**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.

## The Skylark

# 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 "Delcotron" 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 outsaves 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 "Delcotron" 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 thrif 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



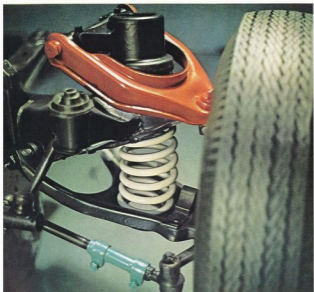
THE BUICK SPECIAL CONVERTIBLE

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

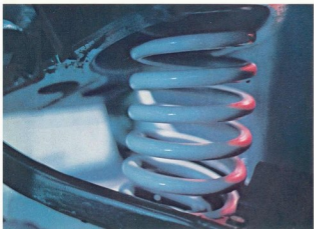
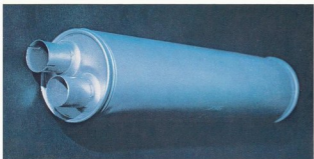
Brake adjustments are things of the past with the 1963 Buick Special. The brakes adjust themselves every time you apply them when the car is moving in reverse (example: coming out of your driveway). The brake pedal is always right up to the top, ready for immediate action. It's another improvement on 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.

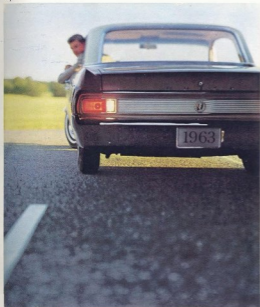
## 6. FAMILY-SIZE ROOMINESS

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 4-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



### 7. 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

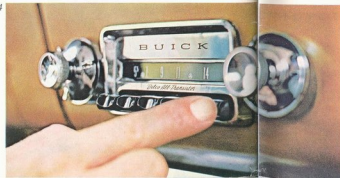
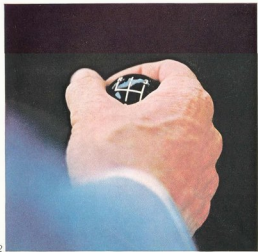
A logical supplement to bucket seats, this 4-way power adjuster raises and lowers the driver's seat and moves it back and forth, all at the touch of a button. Available on Special and Skylark models equipped with bucket seats.

### 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

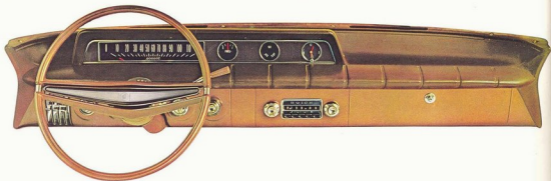
Enjoy springlike comfort in any weather with this powerful Buick Special air conditioner. Convenient temperature control and three adjustable cool-air outlets to let you tailor the comfort to suit your taste. Optional on all Skylark and Special models.



... and many others, including ...

- Seat belts
- Glare-proof mirror
- Electric clock
- Back-up lights
- Windshield washer
- Self-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
- Visor vanity mirror
- Automatic trunk release
- Ski rack
- Power release—tailgate

All Buick models may be ordered without heater-defroster, 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 175 @ 4600 rpm. Maximum torque 230 foot pounds @ 2400 rpm. **Skylark Aluminum V8 Engine:** (standard on Skylark, optional on Special and Special Deluxe): horsepower 200 @ 5000 rpm. Maximum torque 240 foot pounds @ 3200 rpm. Compression ratio 11.0 to 1. Four-barrel carburetor standard. Firing order 1-8-4-3-6-5-7-2. 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 up-shift. Transmission is fully automatic with a "downshift" for passing in the 40 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 lining area, 129.87 sq. in. Full-type parking brake operating through rear service brake shoes. Power brakes optional at extra cost. Not available on V6 air-conditioned models. **Steering:** Manual recirculating 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 wagon, convertibles and Skylark models.) White sidewall tires are optional at extra cost.

### DIMENSIONS

	Special			Deluxe		Station	Skylark	Skylark
	Sedan	Coupe	Convertible	Sedan	Wagon	Coupe	Convert.	Convert.
Overall Length	192.1	192.1	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	70.2	70.2
Overall Height	54.0	54.0	54.2	54.0	54.8	53.6	54.2	
Wheelbase	112.0	112.0	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	56.0	56.0
Tread, Rear	56.0	56.0	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	*	46.1	53.5	54.5	53.1	*	

\*Not available at time of printing.

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When better automobiles are built, Buick will build them