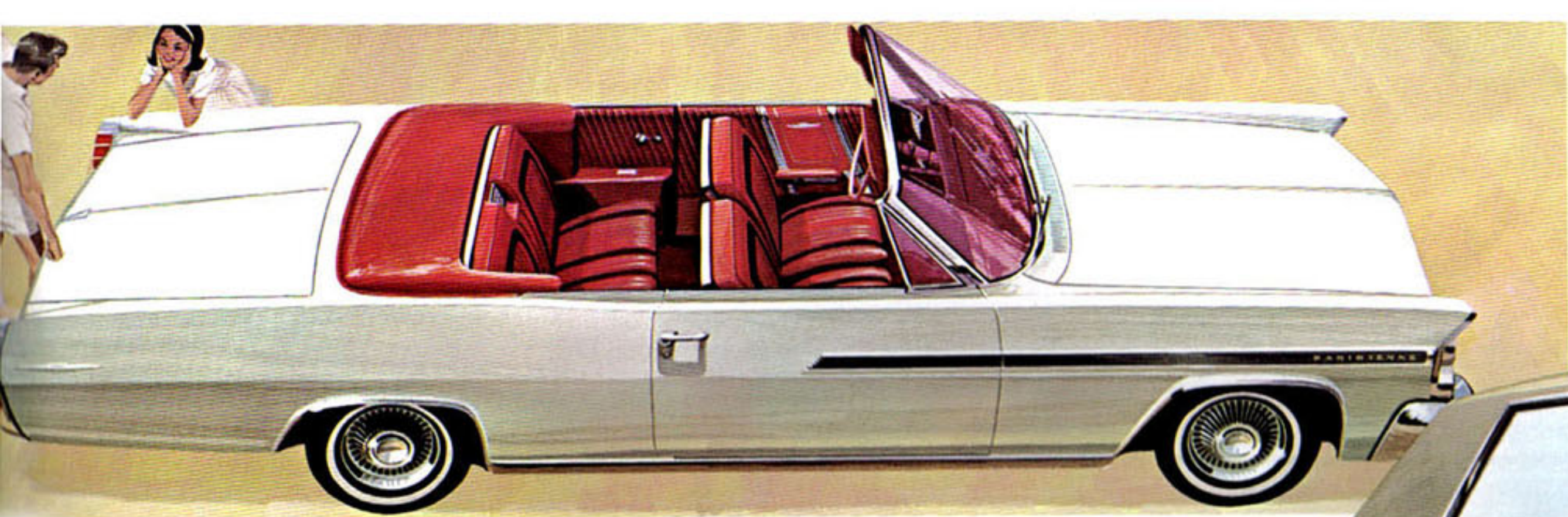


---

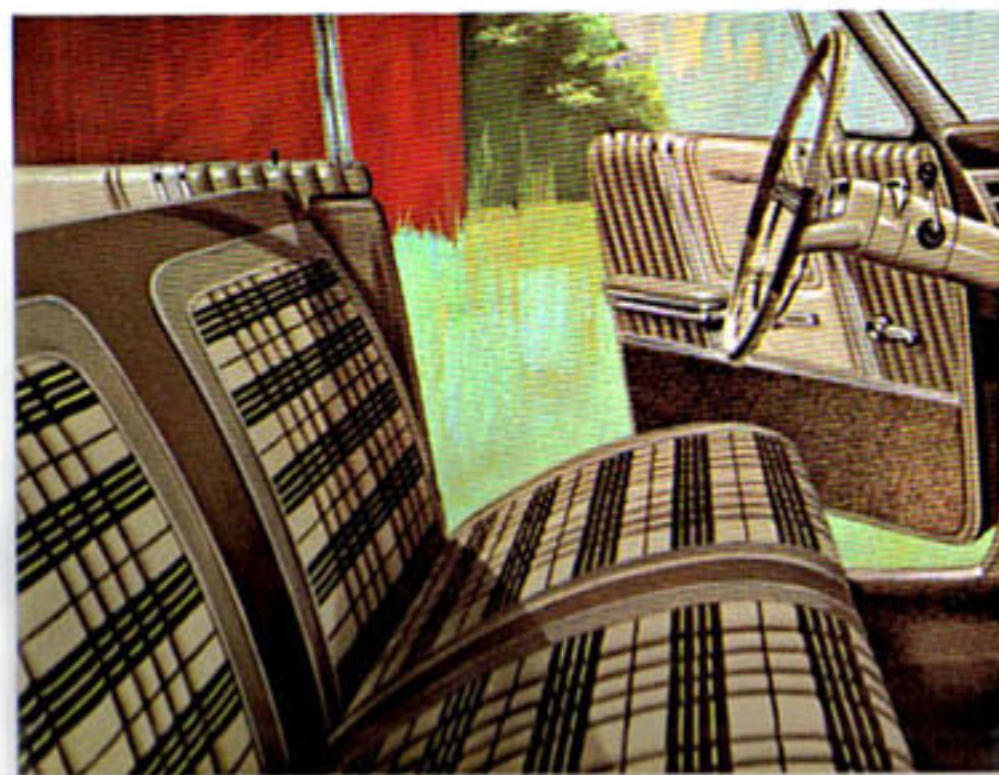
# PONTIAC 1963

---

PARISIENNE SERIES • LAURENTIAN SERIES • STRATO-CHIEF SERIES



Everyone says convertibles are for summer. Well, this one is. But then, it's for winter, fall and spring, too. Top down, it's an open-faced sun lover. Top up, it's as comfortable and snug as any car. And this sporty Parisienne convertible, illustrated above in striking Ermine White, has bucket seats as an extra-cost option.

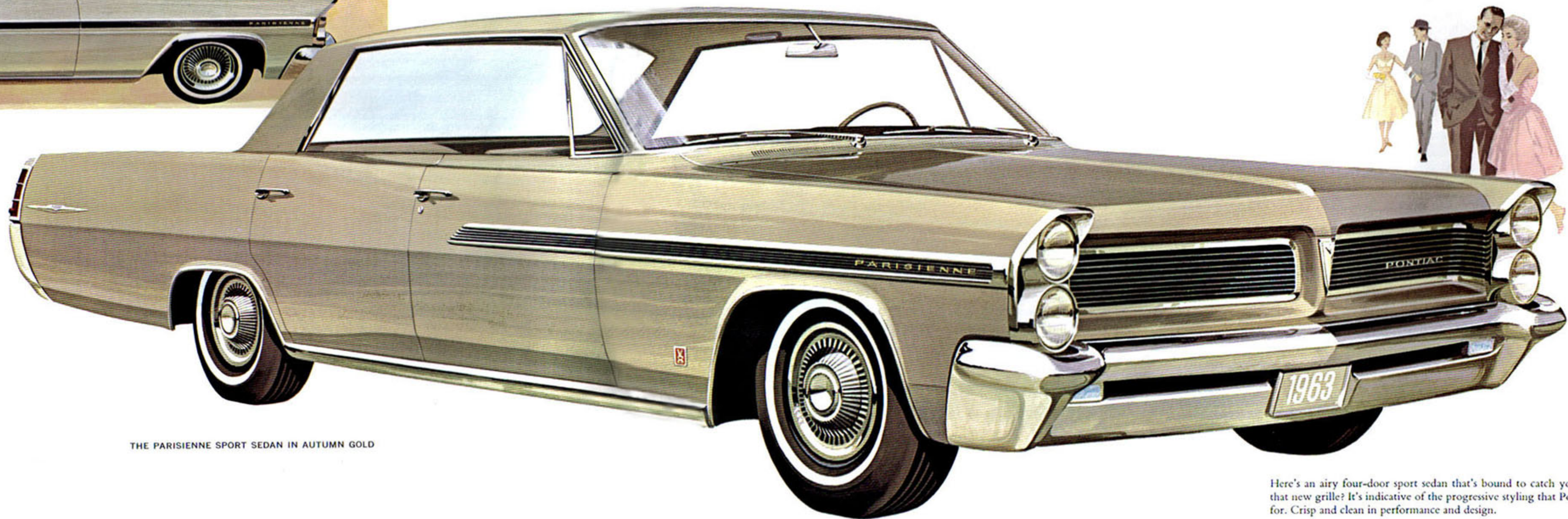


Have a seat. The Parisienne interiors mean real comfort. Foam-cushioned seats front and rear combine comfort and support to make long trips a snap. The upholstery blends rich patterned fabrics and soft leather grain vinyl. It's Fawn Patrician Cloth above.

## PARISIENNE ...Luxury at its very finest

This is the dramatic Parisienne series where you can choose from five models and just about custom order your car. As with all Pontiacs you can pick your own power team of engine and transmission. Choose your own color combinations. Select any of Pontiac's wide range of extra-cost power options. And in addition the Parisienne includes as standard equipment such things as an electric clock, long armrests front and back, soft, deep-twist carpeting, automatic dome

light, finger-tip door releases, new interiors, rich fabrics, more room and big door openings and—well, just on and on. But the Parisienne you see here is only half the story. You have to ride in it to *enjoy* the comfort; you have to see it to *appreciate* the glow of the Magic Mirror finish; you have to drive it to *feel* the thrust of these proven engines. Really you should own it and then you'll know just how proud a Pontiac owner can be.



THE PARISIENNE SPORT SEDAN IN AUTUMN GOLD

Here's an airy four-door sport sedan that's bound to catch your fancy. See that new grille? It's indicative of the progressive styling that Pontiac is noted for. Crisp and clean in performance and design.

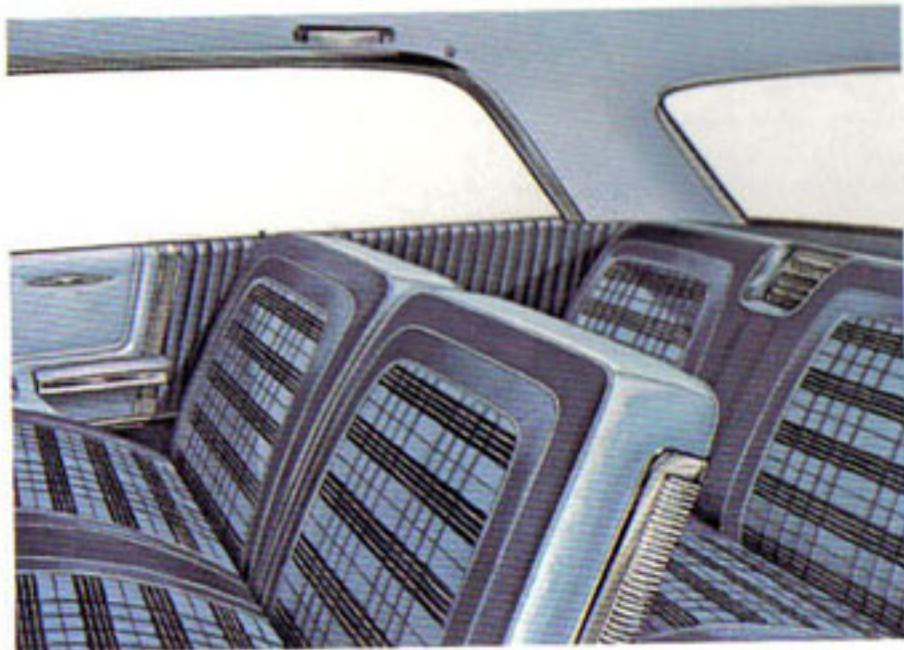
As active as it is attractive...

## PONTIAC for '63

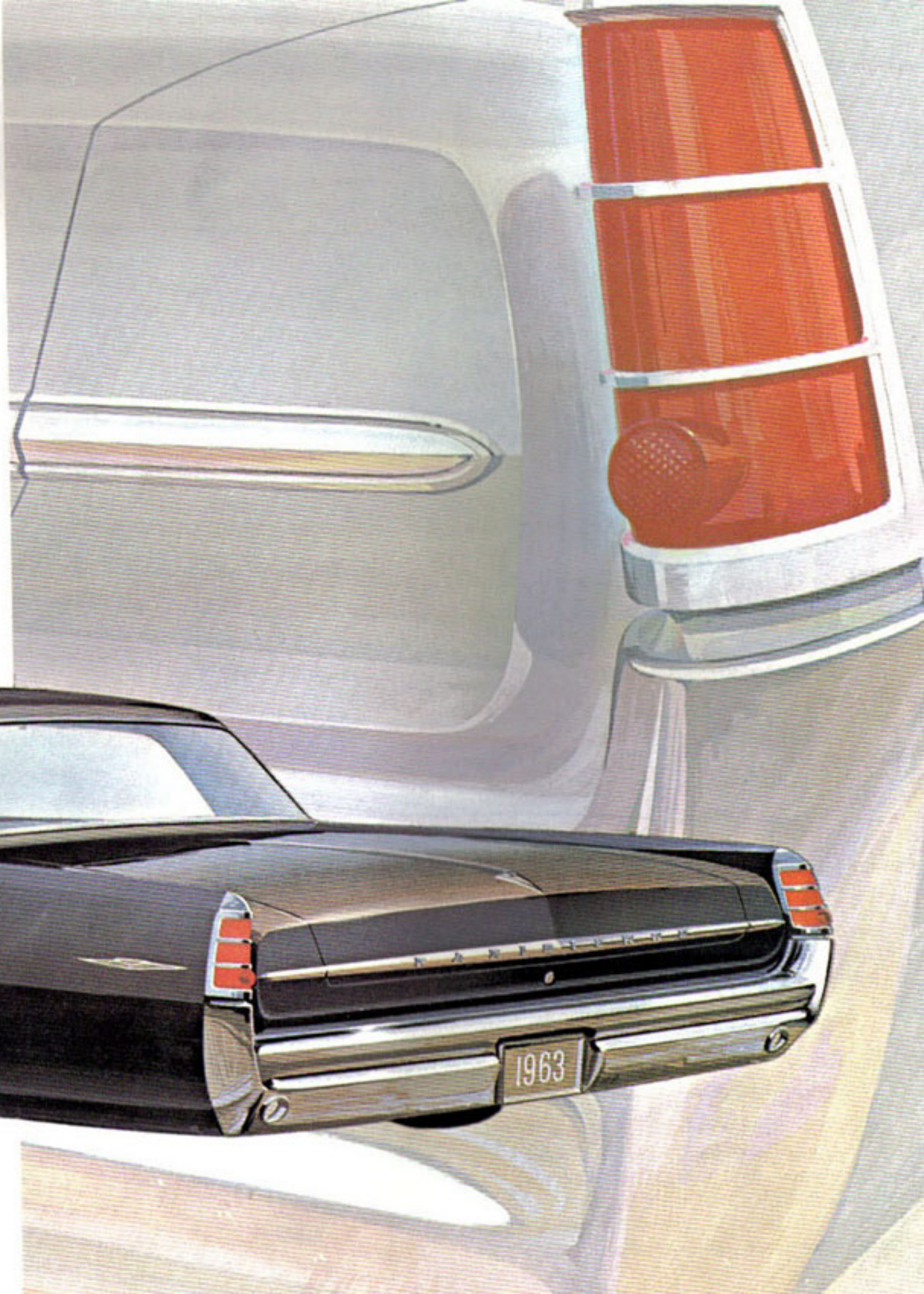
You'll really take to the '63 Pontiac just like it takes to the road. This one looks so beautiful from every angle that you might want to leave it in front of the house just for everyone else to admire. But see it and drive it to get the real Pontiac story—engines and transmissions brim full of life; the finest ride in its price class and the widest range of models in the field; economy, room, comfort—in a word, everything.



PARISIENNE 4-DOOR SEDAN IN ADOBE BEIGE

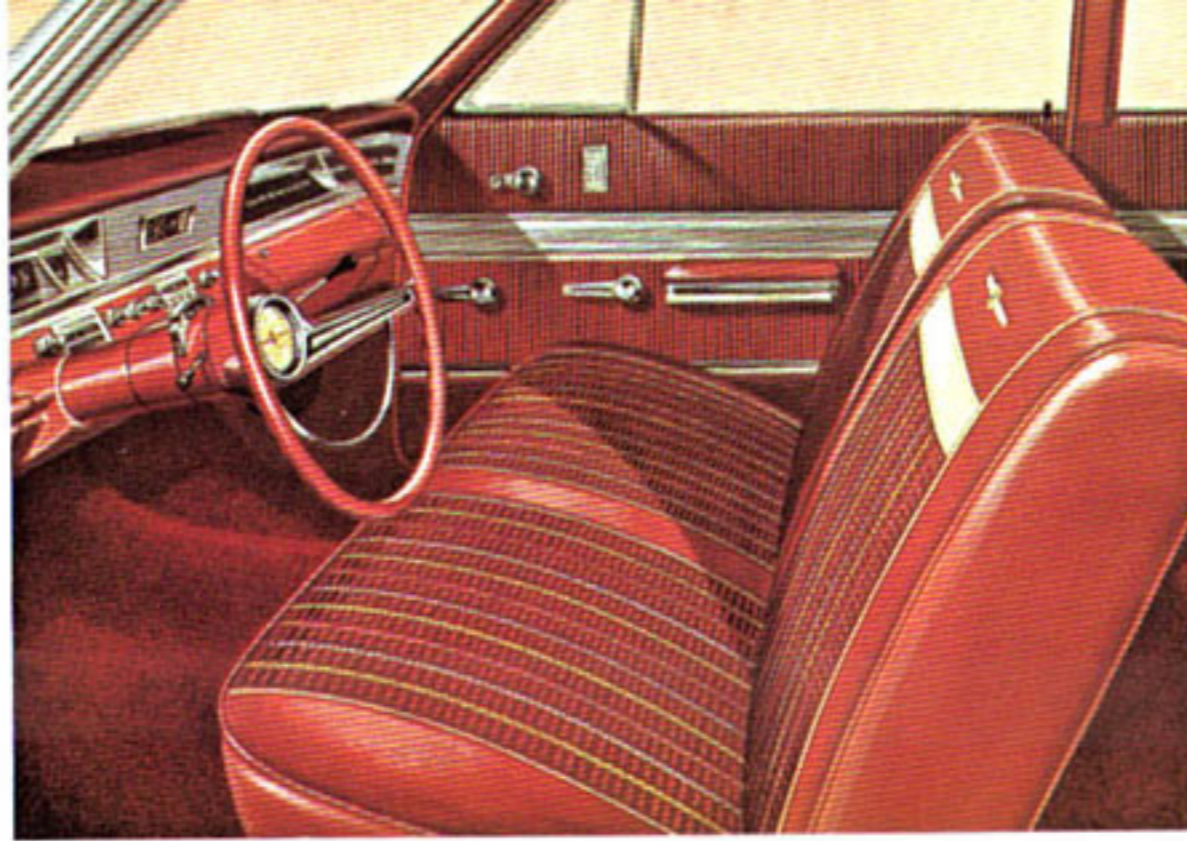


Try the driver's seat. And when you do, look around. You'll revel in the luxury appointments. There's dual sun visors, a foot-operated parking brake, a cigarette lighter, a clock, crank-operated ventipanes for full air circulation and (at moderate extra cost) a Vinyl padded roof cover.



PARISIENNE SPORT COUPE IN TUXEDO BLACK

Here's a real sport feeling. Long and sleek with performance to match. How about that racy rear deck? It's the finishing touch to a glamorous automobile.



---

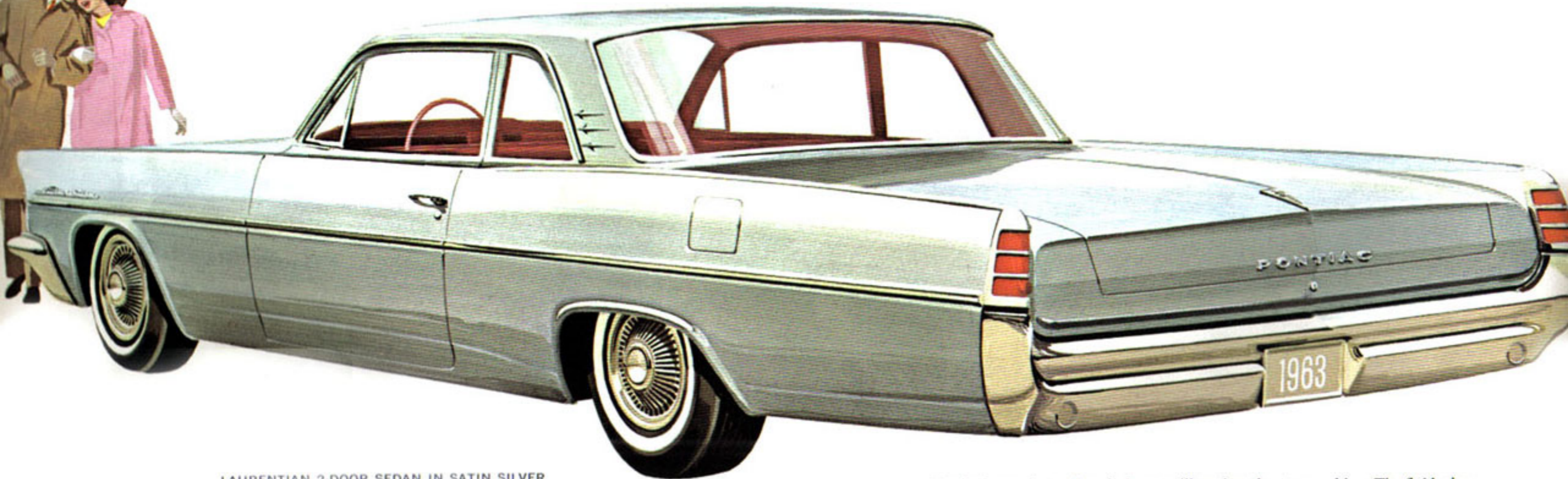
## PONTIAC

---

## LAURENTIAN

---

Pamper your pride with a most popular Pontiac—the Laurentian. With a moderate price (and that's all it stints on), lots and lots of room; it's handsome with its new Pontiac design; it's luxurious in all its Laurentian extras. And like all the 1963 Pontiacs, Laurentian offers you economy of 60-day or 6,000 mile oil change, self-adjusting brakes, and chassis lubrication improvements. Inside, you'll find the Laurentians, like this interior at the left trimmed in Maroon Pennant Cloth are every bit as comfortable as they look.



LAURENTIAN 2-DOOR SEDAN IN SATIN SILVER

In the Laurentian 2-door Sedan, you'll get just about everything. The fluid, clean design accents the restyled grille and rear end. Interiors are handsome, functional, and durable, too. A deep-well trunk means you can cart almost anything. Astonishing economy, extreme dependability and thousands of maintenance-free miles are only some of Laurentian's plus points.



LAURENTIAN 4-DOOR SEDAN IN SADDLE TAN

The 4-door Laurentian Sedan affords you complete family luxury. And its wide-spread popularity makes it a full-value winner come trade-in time. Some of the things you'll really like about this new Pontiac include tandem electric windshield wipers, push-button door locking, color-keyed interiors, plus a quiet, comfortable ride due to new, improved body mounts.

---

---

## PONTIAC

---

---

## STRATO-CHIEF

---

---

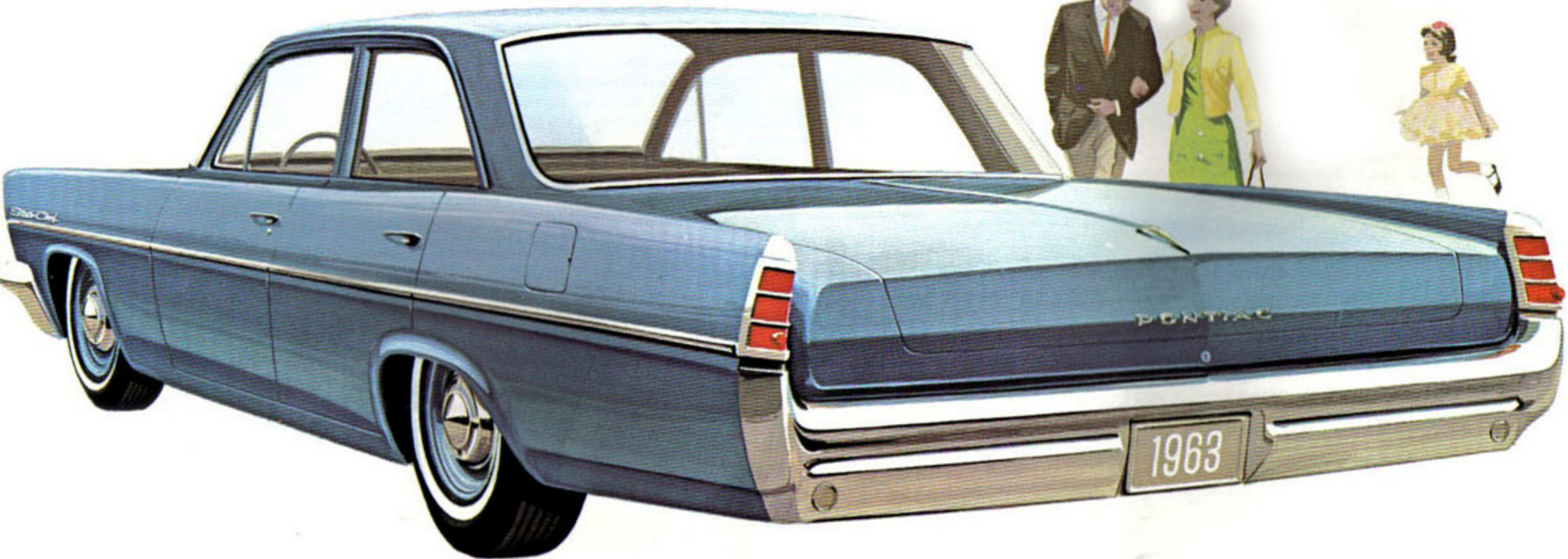
**No car near the price is anywhere near the value.** This one really means it when it talks in a more-for-your-money way. Cast your eye from the distinctive new headlamps all the way back to that sweeping rear fender. The Strato-Chief gives you everything Pontiac is noted for and at the lowest price.



THE STRATO-CHIEF 2-DOOR SEDAN IN IVY GREEN

Lowest-priced car in the 1963 Pontiac line? That's right but you'd never guess it. It gives the finest ride in its class; a host of colors to choose from; choice of all the power team combinations. And like all 1963 Pontiacs, the Strato-Chief features new front parking lights—amber when lit—to assure you of further safety when you approach oncoming traffic.

Let's have a look inside a Strato-Chief. Surprised? That's right, there's still a full complement of luxury items. Every '63 Strato-Chief has a foam-cushioned front seat, twin sun visors, deluxe steering wheel, front armrests, cigarette lighter and Vinyl and Pattern cloth seat upholstery. Oh yes, you can key your choice of fawn, aqua or red to harmonize with your choice of 16 exterior colors. This interior is trimmed in Fawn Sentinal Cloth.



STRATO-CHIEF 4-DOOR SEDAN IN SILVER BLUE

Pile in six—family or friends. Here's a whole raft of room and it's so comfortable that everyone will want to be along for the ride. There's the Delcotron generator, too, that gives better charging even when the engine is idling. Yes, the Strato-Chief is a real pleasure, even where business is concerned.



# PONTIAC SAFARIS

There's a real difference between a Pontiac Safari and a regular station wagon. A Safari means comfort, styling and performance as well as versatility. All Safaris have 4 doors to make it easy to get in and out. There's no crowding, even when you're full up with gear.

Even when loaded, the Laurentian Safari handles like a lamb. You are feathered over all the county concessions by a magic carpet ride. See that tailgate? Counter balanced hinges give fingertip opening or closing.

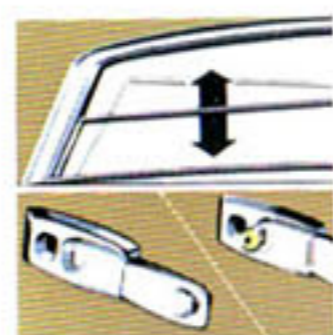
Here's all the Parisienne luxury in the Safari shape. And like all Safaris, the rear seats fold flush in an instant to give you loads more loading space. You'll be going in style whether you're out on the town or out in the country.



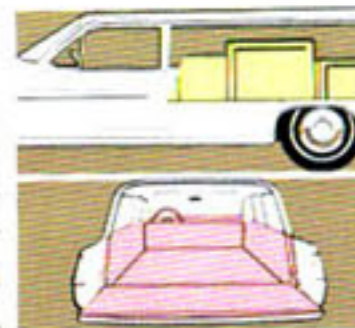
PARISIENNE 6-PASSENGER SAFARI, IN DIPLOMAT BLUE



LAURENTIAN 6-PASSENGER SAFARI IN MARINE AQUA



A concealed crank easily lowers the rear window right into the tailgate. An electrically operated rear window is standard equipment on all 9-passenger Safaris and optional at extra cost on 6-passenger models.



The Safari is long—from the end of the tailgate to the back of the front seat, every Safari gives you over 118" of loading area. The Safari really yawns with cargo-loading space.



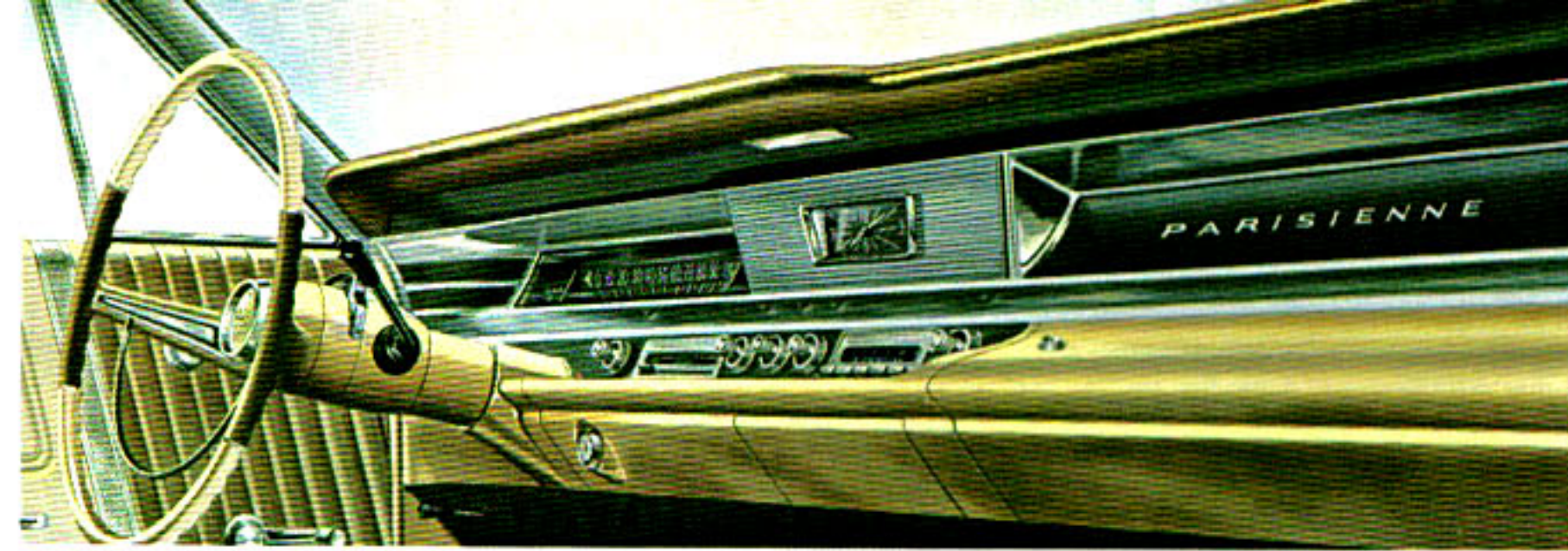
LAURENTIAN 9-PASSENGER IN LAUREL GREEN

The rear-facing third seat means no one stays at home. This Laurentian is 9 passengers big and you get a power-operated rear window as standard equipment.



STRATO-CHIEF 6-PASSENGER SAFARI IN PALOMAR RED

Whether you've got a large-size family or a thriving business, this Safari will give you all the room you need. It's a natural for all kinds of driving.



## PONTIAC POWER FEATURES AND EXTRA-COST OPTIONS

*to help make your driving an effortless pleasure*



**POWER STEERING\***—Whether parking, cornering or just cruising in highway traffic, the “feel-of-the-road” response of Pontiac power steering gives you complete control.

**POWER BRAKES\***—Down on the brake pedal and right away you get one-third more response than with average braking. Pontiac’s big, bonded brakes are air-cooled, too.



## PONTIAC LUXURY FEATURES

In every 1963 Pontiac, there are a host of luxury features specifically created for the convenience of both driver and passenger.

The new, easy-to-see instrument panel assembles all your driving assists within quick range of your vision.

Conveniently located to the right of the instruments is a full-size glove box.

Dual sun visors on all Pontiacs assist the front seat riders when faced with bright sun rays. And Pontiac’s tandem electric windshield wipers quickly sweep the large-sized windshield clean in rain or snow. You’ll find Pontiac’s foot-operated parking brake convenient and handy.

New parking lights up front (amber when lighted),

increase your safety when turning in sight of oncoming cars. There’s a deluxe air-flow heater, too, in all ’63 Pontiacs. All models have foam-cushioned front seats. There are Crank-operated ventipanes to allow full air circulation.

A push-button locking system allows you to lock any door without a key. And the rear doors have a safety lock to prevent accidental opening from the inside. The generous full-width doors make easy entry another Pontiac virtue. And the deep-well trunk allows you to take along more than you’ll ever need. It’s convenience and attention to detail like this that will make the driving days in your ’63 Pontiac a delightful and comforting experience.

**RADIO\***—The new deluxe all-transistor custom radio uses 30% less current. Automatic volume control stops station fading. And it begins to play the second you flick on the switch.

**POWER SEATS\*\***—Most drivers take great care in having their driving seat placed just right. At the touch of a button, you can move forward, back, up or down, or even on a tilt. Makes it easy to find that comfortable seat position that’s just right for you.



**POWER WINDOWS\*\***—A master switch at the driver’s left hand allows you to put any window up or down. Each passenger can open or close his own window independently.

**FRONT BUCKET SEATS\*\***—Full-size, individual comfort is yours in bucket seat convenience. Well-upholstered and crafted for passenger and driver contour.

**POSITRACTION REAR AXLE\***—Whenever the driving is slippery or unsure, you can count on Positraction. If one wheel slips in mud, snow, sand or gravel, Positraction transfers power to the wheel with the grip.

\*Optional at extra cost.

\*\*Availability determined by model or equipment.

## THE FOUNDATION OF PONTIAC’S SUPERB RIDE

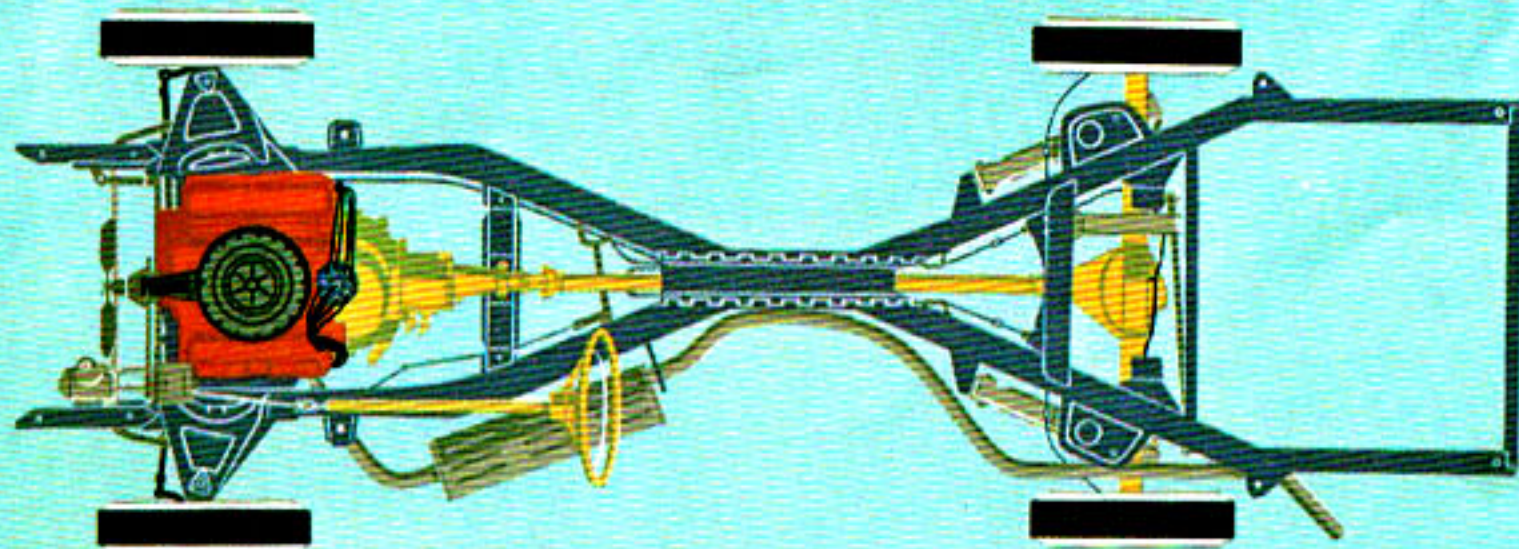
Every 1963 Pontiac has one thing in common—the finest ride in its price class. Pontiac combines a host of special features to give you this pleasure.

Pontiac’s X-Built frame gives you extra rigidity and strength. There’s full coil suspension at each wheel that teams up with double-action shock absorbers. And there’s more built-in safety in Pontiac’s unisteel body. Pontiac’s Zinc-O-Bond process gives rust protection.

When water is taken in the cowl inlet ventilating system it is directed into the rocker panels to flush dirt out through outlets in the rear of these panels. Forward motion of the car forces air to dry the panels inside.

Self adjusting brakes give maximum braking.

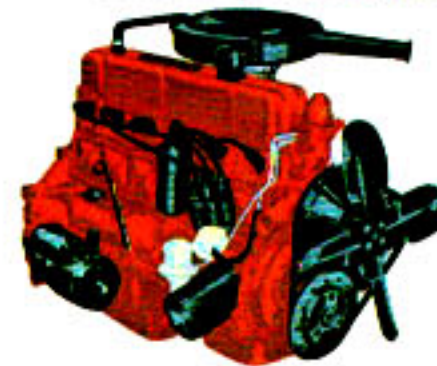
The new chassis lubrication improvements and oil change interval of 60 days or 6,000 miles mean you’ll hardly be giving these items a thought.



## PERFECTLY MATCHED POWER TRAINS

*to give your Pontiac top performance*

**PONTIAC’S ALL-NEW 6-CYLINDER ENGINE—ASTRO-6**—Pontiac’s all-new 6-cylinder engine is just naturally stingy about using gas but it doesn’t stint when it comes to performance. Pontiac’s new Astro-6 is compactly sized and low in weight, making for a more efficient power-to-weight ratio. And when it comes to power, this hard-pulling 140 hp 6 is a real effortless worker. When you’ve got this one working for you, you’ll really know the meaning of GO.



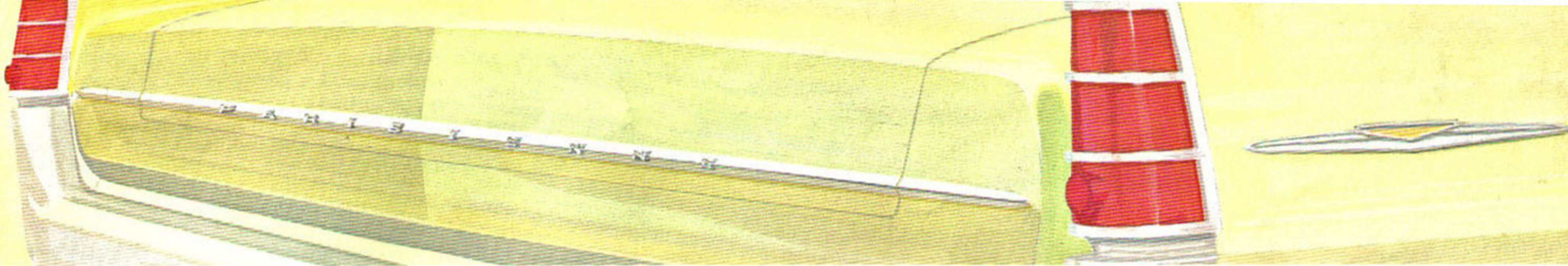
### TOP PERFORMING V8’s

—If you like extra performance, try these proven V8’s. Most economical is the tried and tested Strato-Flash V8. And there’s more performance with either the 250 hp or 300 hp Astro-Flame V8.

Top performers in their class, the three Super-Flame 409 cu. in., V8’s. The 340 hp version has 4-barrel carburetion, dual exhaust and hydraulic valve lifters. For the last word in a performance discussion choose one of the 400 hp or the 425 hp Super-Flame V8’s.



**PONTIAC’S TRANSMISSIONS ARE CUSTOM TAILORED TO SUIT YOUR DRIVING REQUIREMENTS**—Velvet smooth 3-Speed Synchro-Mesh is tops in its class. Driving comfort and ease are yours too with Proven Powerglide. For that extra performance, here’s the gearbox for you. It’s a floor shift 4-speed forward Synchro-Mesh transmission available with any of the 327 cu. in. V8’s or 409 cu. in. V8’s.



## 1963 PONTIAC SPECIFICATIONS

**Body**—All-welded Fisher Unisteel construction, sealed and insulated, acoustically hushed, extra-large rubber mountings. Water-washed, air-dried rocker panels. Double-walled cowl, extra-heavy side rails and integral body cross-members, high-level air intake. Magic-Mirror finish. Crank-operated ventipanes. Amber-when-lit parking lights. Safety Glass in all windows, roll-down rear window in Station Wagons, (power operated in 9-passenger model). 6-passenger Safari models have an extra 10.5 cubic feet and 9-passenger Safaris an extra 5.7 feet of additional storage space under rear platform. 2-key locking system, push-button door handles. Interior color-keyed to car exterior, all-vinyl sidewall trim.

**Strato-Chief and Strato-Chief Safari Standard Features**—Distinctive trim and identification, dual electric parallel-action windshield wipers, Magic-Mirror finish, directional signals, enclosed steering column. 17" recessed-hub steering wheel with 1/2 horn ring, foam-cushioned front seats, front armrests, dual adjustable sun visors, glove compartment lock, heater and defroster. Pattern cloth seat upholstery and vinyl headlining (pattern vinyl in Safari). Rubber floor mats. Cigarette lighter. Installation points for optional front seat belts.

**Laurentian and Laurentian Safari Additional Features**—Custom crafted trim and identification, foam-cushioned rear seats, nylon-faced pattern cloth seat upholstery. Vinyl headlining. Rear armrests, glove compartment light, automatic front door light switches. Carpet floor mats, front and rear in all models—plus Strato-Chief standard equipment.

**Parisienne and Parisienne Safari Additional Features**—Luxury trim and distinctive identification, aluminum front seat end panels, electric clock. Rich nylon-faced seat upholstery (Seville grained in convertible), vinyl headlining, plus Strato-Chief and Laurentian standard equipment.

**Engine**—Astro-Six: 140 hp, 230 cu. in., 8.5:1 compression ratio, single-barrel carburetion, single exhaust, hydraulic valve lifters, and positive crankcase ventilation. Strato-Flash V8: 195 hp, 283 cu. in., 9.25:1 compression ratio, two-barrel carburetion, single exhaust, and positive crankcase ventilation. 2 Astro-Flame V8's: 250 hp or 300 hp, 327 cu. in., 10.5:1 compression ratio, four-barrel carburetion, dual exhaust, and hydraulic valve lifters. 3 Super Flame V8's: a 340 hp, 409 cu. in., with 10.0:1 compression ratio, four-barrel carburetion, dual exhaust, and hydraulic valve lifters; or a 400 hp, 409 cu. in., with 11.0:1 compression ratio, four-barrel carburetion, dual exhaust, special camshaft and mechanical valve lifters. And a 425 hp, 409 cu. in., with 11.0:1 compression ratio, 2 four-barrel carburetors, dual exhaust, special camshaft and mechanical valve lifters. Pontiac engines feature valve-in-head design, aluminum pistons, forged steel crankshaft, and full-flow oil filters.

**Transmission**—POWERGLIDE\*; Two-speed three-element torque converter with hydraulically controlled planetary gears. Positive parking lock. Selector sequence P-R-N-D-L. 3-SPEED SYNCHRO-MESH. All-Helical gear design with high torque capacity. Gear ratios matched to power team. 4-SPEED SYNCHRO-MESH\* available with 327 cu. in. V8's or 409 cu. in. V8's. Floor shift.

**Clutch**—9.12 inch diaphragm spring type with Astro-Six engine, 10 inch with Astro-Flash V8. 10.4 inch with Astro-Flame V-8. Single plate dry disc, molded facings, permanently lubricated release bearing.

**Chassis**—Aero-Frame rigid, tunnel-centre X-built, aluminized muffler.

**Full-Coil Suspension**—Four coil springs with double-acting shock absorbers and built-in levelizing action front and rear. Ride stabilizer on all except 6-cylinder Laurentian and Strato-Chief models.

**Wheels and Tires**—14" wheels, 7.00 x 14 4-ply rating on Strato-Chief, Laurentian and Parisienne except convertible and station wagons, 7.50 x 14 4-ply rating blackwall tubeless tires on Parisienne Convertibles (8.00 x 14 4-ply rating on station wagons).

**True-Contour Brakes**—11" self-adjusting, hydraulic, bonded linings, 200.4 sq. in. area. Foot-operated mechanical parking brake.

**Steering**—Precision Ball-Race gear, overall ratio 28:1 standard, 24:1 with power steering\*.

**Rear Axle**—Hypoid, semi-floating; three ratios tailored to power teams.

**Fuel Capacity**—Safaris, 16 Imp. gallons, all others 16 2/3 Imp. gallons.

**Electrical**—12-volts system, 5/37 ampere Delcotron Generator, 54-plate battery.

**Dimensions**—Wheelbase, 119". Front and rear tread, 60.3" and 59.3". Overall: length 212.0", Safari 212.5", width 78.8", height—4 door Hardtop and Convertible 55.0", Safaris 56", Sedans and Coupes 55.5", 2 door Sports Coupe 54.5".

**Optional Equipment**\*—Power steering\*\*, Power brakes\*\*, Power windows\*\*, Flexomatic 6-way\*\* Power front seat. Power tailgate window (Standard on 9-passenger Safaris). Safari split second seat and lock for concealed stowage compartment. Heavy-duty rear coil springs. Positraction rear axle. Heavy-duty clutch\*\*. Shade-Lite glass. Padded instrument panel. Extra-heavy foam cushioned front seat\*\*. White-wall tires. Various oversize tires\*\*. Choice of all-transistor radios. Heavy-duty Delcotron generators. Heavy-duty battery. Two-speed electric windshield wiper with washers. Special police or taxi cab equipment. Full line of Custom Feature accessories.

\*Optional at extra cost.

\*\*Availability determined by model or equipment.

Models illustrated in this catalogue are designed and manufactured in Canada by General Motors. Illustrations do not necessarily show standard colors, materials and equipment. General Motors Products of Canada, Limited, reserve the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models, and also to discontinue models. This right may be exercised without incurring any responsibility with regard to cars previously sold.

GENERAL MOTORS PRODUCTS OF CANADA, LIMITED • OSHAWA, ONTARIO