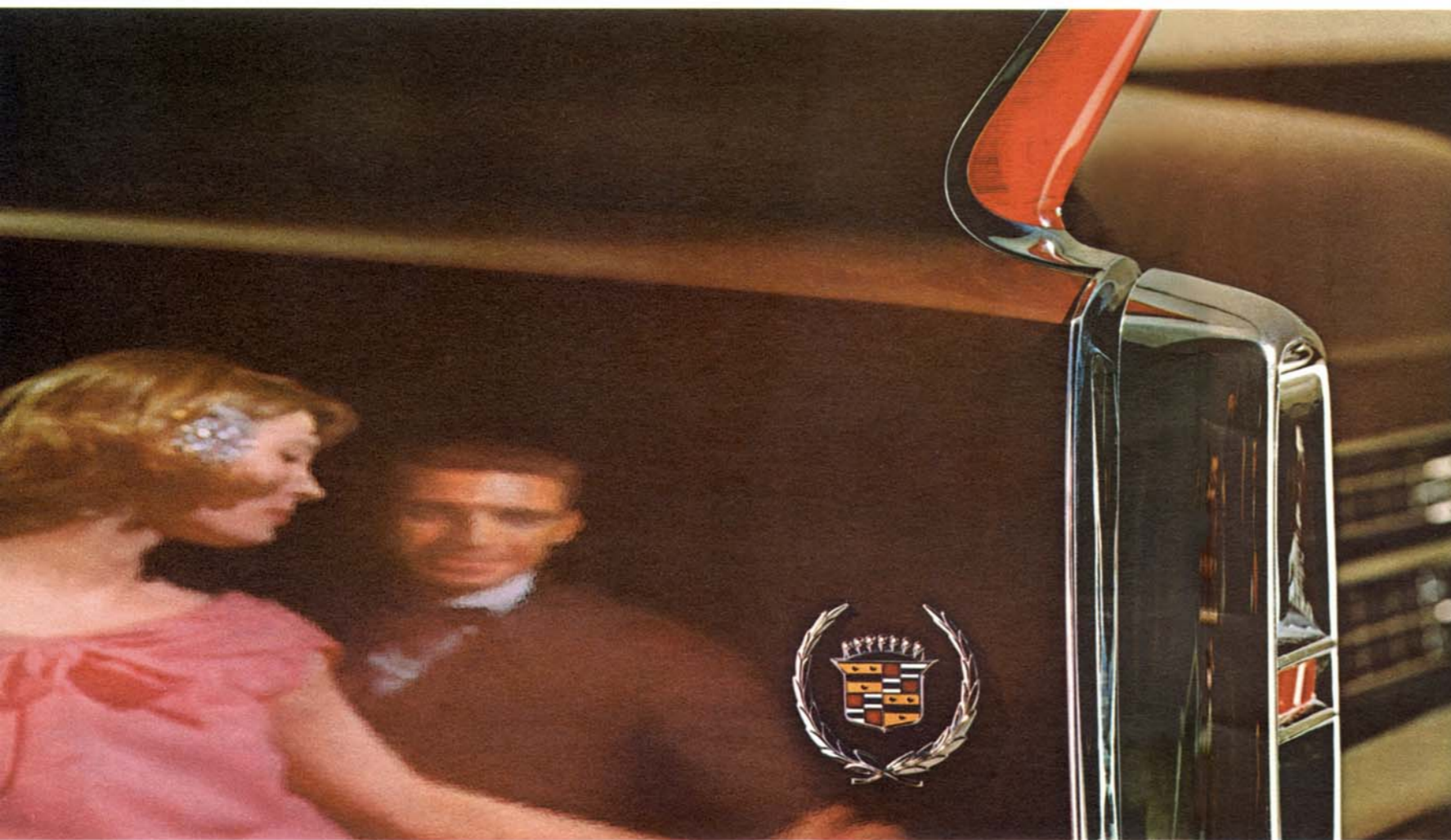




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CAN A CADILLAC SURPASS ITS OWN GREAT REPUTATION?

The 1963 Cadillac does just that. In beauty . . . in luxury . . . in performance . . . and in craftsmanship, the new Cadillac creations portrayed in this brochure surpass the famous cars they supersede. Under the hood is a greatly refined engine. It is lighter in weight, quieter and smoother in operation than ever before. And in the way the 1963 Cadillac rides and handles and responds, where, indeed, many believed perfection had been already attained, Cadillac engineers have wrought miracles of improvement. But the purpose of this book is to acquaint you with the brilliant styling and elegant interiors of the newest Cadillacs. We feel certain that after appraising the 1963 selections, and then after your first few minutes at the wheel, you will agree that Cadillac for 1963 has surpassed its own great reputation.



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Sedan de Ville, SIX WINDOW page thirteen

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Fleetwood Seventy-five Sedan

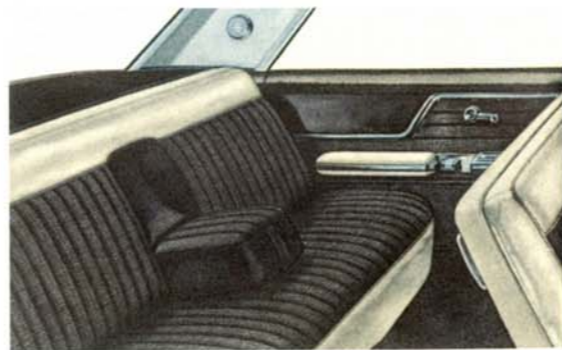
and Limousine page seventeen

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Gowns by Oleg Cassini, Hats by Mr. John — photographed in his salon (page 6), Jewels by Cartier, Furs by Maximilian, interiors courtesy of Four Seasons Restaurant, Charles J. Winston & Co., Inc., and The Cloisters.

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This year, there's a new spirit of vitality and youth in the Sixty-Two Coupe.

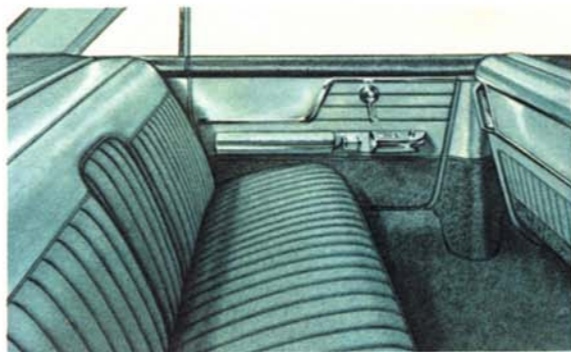
A single glance and a short journey will convince any motoring enthusiast that the 1963 Sixty-Two Coupe is a car that rates special attention. The new relationship of the passenger compartment to the extended hood and to the rear deck gives this motor car an individuality that is uniquely Cadillac. At the same time, this newest of Cadillacs is distinctly fresh in concept and design and sports flavor. The new engine—with a higher horsepower-to-weight ratio than ever before—provides the performance to match the dramatic new look. Interior colors include a black and white combination, plus gray, dark blue, light blue, sandalwood, rose, turquoise, and green.

Luxury is your constant companion in the Sixty-Two Sedan four window.

And this is the model that has introduced so many to the joys of Cadillac ownership. Understandably so. For its price is modest, yet it provides a full measure of Cadillac luxury and power equipment. The Sixty-Two Sedan is an exceptionally maneuverable motor car. It threads its way through traffic and into parking spaces at the gentle command of its driver. And it masters every phase of superhighway networks with equal ease. Letting your lady share the delights of this popular Cadillac model will be among the greatest joys of her driving experience. Sixty-Two Sedan interiors feature Carleton, Claridge and Caravelle fabrics which are color harmonized with trim.



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Many families select the very practical Sixty-Two Sedan six window.

The reasons for so wise a decision are numerous. For example: Hydra-Matic, power steering, power brakes and rear seat center armrest. And consider, too, the remarkable roominess and comfort of this model. The generous head room, leg room and seat room of the Sixty-Two Sedan surprise many motorists, for they are achieved with no sacrifice in styling. Like all Cadillacs, the Sixty-Two Sedan offers, this year, an optional six-position steering wheel at additional cost. On long journeys, the wheel may be periodically adjusted to a different angle for greater relaxation. Interiors are in the same beautiful choices as the Sixty-Two Coupe and the Sixty-Two Sedan, 4 window.

An eloquent expression of glamour is the dramatic Cadillac Convertible.

This year, as always, the glamorous new 1963 Cadillac Convertible is one of motordom's most exciting cars. Its new power plant and suspension system are so quiet that the only noticeable sound is that of the passing breeze. Harmonizing with its 16 available exterior colors are eight leathers with either matching or contrasting interior trims and carpeting. Interior colors and materials are: White leather/black carpet; black leather/black carpet; light blue leather/medium blue carpet; sandalwood leather/sandalwood carpet; light tan leather/saddle-tone carpet; light green leather/medium green carpet; white leather/dark red carpet; red leather/red carpet.



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The Cadillac that stands out among other Cadillacs is the Fleetwood Sixty Special Sedan. One of the finest testimonials to a man's sound and practical judgment is the impressive Fleetwood Sixty Special Sedan. Its custom design appearance and superb Fleetwood coachwork speak eloquently of its owner's impeccable taste. The car reflects, too, his sense of value, for it is an investment that holds a high percentage of its original cost for many years—all the while paying exceptional dividends in motoring pleasure. The Fleetwood Sixty Special Sedan offers rich interiors of choice leathers, fabrics combined with leathers or soft wool broadcloth. All interiors are expertly color coordinated. The Fleetwood Sixty Special Sedan is a perfect reflection of a man's respect for fine craftsmanship and of his desire to provide his family with complete motoring distinction and safety, comfort and luxury. Make 1963 *your* Sixty Special year.

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A handsome choice for town and country motoring is the Park Avenue Sedan de Ville.

For no more gracious and luxurious town car exists in the world than this elegant Cadillac creation for 1963. Specially designed with a shorter rear deck and subsequent less over-all length—but with full Cadillac interior roominess—the Park Avenue maneuvers to the envy of many smaller cars. It is a motor car with particular appeal to the ladies. Conveniences such as power front seat, window controls and front and rear center folding armrests are standard. Equally attractive to a lady's sense of fashion are the interiors. Three cloth patterns, combined with natural grain leather in eight color selections, and four all leather interiors afford her a highly personal choice of elegance.

The dramatic styling of the 1963 Cadillac is expressed in the Sedan de Ville four window.

For, the skilled hand of Cadillac's Fleetwood craftsmanship is evident in every fine detail of this motor car. Driver and passengers alike enjoy luxury, elegance and conveniences not found in any other car. And there is such a wide variety of body colors, interior selections and personal options that when you order a Sedan de Ville it is, in effect, built exclusively for you. You may choose Cambria, Clarendon or Cameo cloth combined with leather in black and white, plus shades of gray, blue, sandalwood, rose, turquoise, and green. The Sedan de Ville interiors are also available in meticulously selected leathers in four rich color tones—white, black, sandalwood or red.



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A man finds new excitement in driving when he steps into the 1963 Coupe de Ville.

And a good part of the thrill comes from the attention-capturing beauty of this new model. For the unique line of the roof and the emphasized sweep of hood and rear deck give the new Coupe de Ville a look of suave individuality that is certain to turn heads. But the knowledge that here is something new and different, even for Cadillac, comes from the way the car handles and performs on street and highway. There is a choice of four rich leathers and eight cloth and leather combinations.

The 1963 Coupe de Ville and Fleetwood Sixty Special also feature a Cadillac originated, cross-grained, vinyl fabric roof covering as an extra-cost option. Combined with the custom roof design of these two models, it creates a sports flair. Available in colors of black, white, sandalwood and light blue.

If you seek spacious elegance, look to the Sedan de Ville six window.

The comfort and luxury found in this 1963 Sedan de Ville are in the finest Cadillac tradition. The designers and builders have devoted their energies to providing an abundance of interior room, appointed in the world's finest fabrics and leathers. For front and rear seat passengers alike, there is a wealth of head room, leg room and foot room. And the jewel-like hardware and meticulous tailoring of the Sedan de Ville interior will enchant the most fastidious lady . . . win the approval of the most discerning man. Your dealer will be pleased to assist you in choosing interior colors, fabrics, leathers and personal options from an exceptionally wide selection.



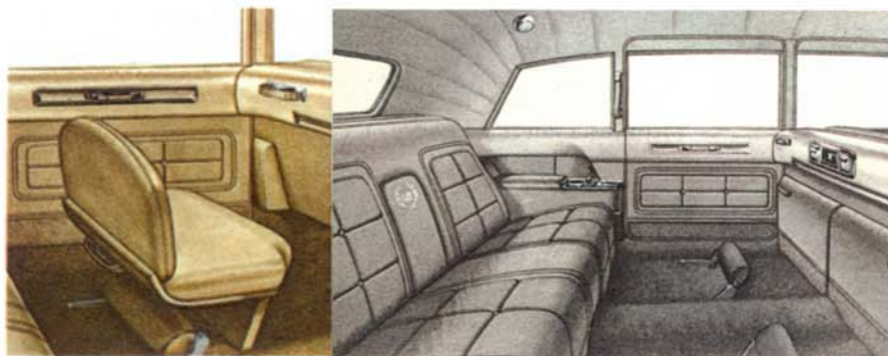
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**The most glamorous wonders
of Cadillac's greatness are yours in the Eldorado Biarritz.**

Among all the manufactured products of man, few can claim the excellence of design, dedication of assembly and universal acceptance that is accorded the Eldorado Biarritz. From the Cadillac vocabulary, one word most aptly describes this limited production car in 1963. Splendor! Wherever you go in your Cadillac Biarritz, you are assured a royal welcome at the end of every journey. Richly grained leathers in eight colors are available for your personal preference. This year, you have a choice of two individual sports-type front seats or the regular three-passenger full-width seat. No matter which interior decor you elect, you will always be confident in the knowledge that no more luxurious form of motoring exists in all the world. See this car—soon.

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Never has the Cadillac emblem adorned more impressive cars than the 1963 Fleetwood Seventy-Fives. Throughout the world, wherever people of prominence gather, the Cadillac Fleetwood Seventy-Five is the pre-eminent car on the scene. The most illustrious car in motordom, the Fleetwood Seventy-Five is available as a nine-passenger sedan as well as the only limousine. Its spacious and luxurious interiors feature rich cord or broadcloth upholstery. In limousine models, the driver's compartment is in black leather or beige or gray to harmonize with the upholstery of the rear compartment. Spare folding seats fit to accommodate three adults. No motor car in the world today attends as many gala and impressive functions as does the Fleetwood Seventy-Five. For no other owner- or chauffeur-driven motor car provides so much convenience, luxury and distinction.

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**PERSONALIZE YOUR CADILLAC
FROM THE FINEST ACCESSORY
SELECTION IN THE LUXURY
CAR FIELD**

Cadillac includes as standard equipment Hydra-Matic, power steering, power brakes, and, on most models, power seats. However, most Cadillac buyers like to personalize their cars with options and accessories to fit their personal tastes and needs. As a matter of fact, the 1963 Cadillac could be built in so many variations during a ten-year period of production there wouldn't be a single duplication. Your dealer will be happy to help you order a Cadillac precisely built for you. Shown on these pages is some of our most popular optional equipment. Last year, well over half of all Cadillacs were ordered with *Air Conditioning*. Seat belts are desired by many motorists. Because of this, every Cadillac is factory-equipped with anchoring bases. By ordering genuine *Cadillac Seat Belts*, you are assured of Cadillac quality as well as colors (eight) to match the upholstery. By specifying *Cruise Control*, you can automatically maintain a predetermined speed—and it also acts as a speed reminder. For 1963, Cadillac offers, in addition to its regular radio, a combination transistorized FM-AM set. The fidelity, tone, and station programming available with this radio will be especially pleasurable.

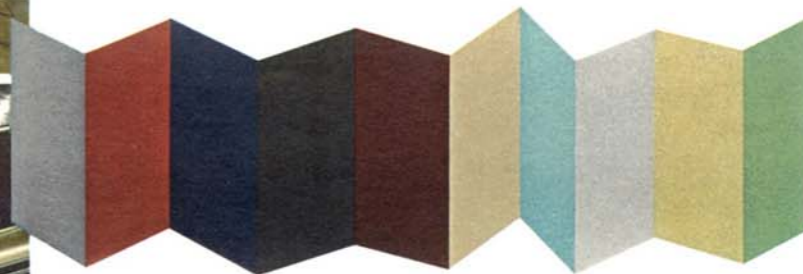


Cadillac's new Air Conditioner-Heater System gives the owner instant temperature adjustment because a touch of the control immediately blends heated and cooled air. It also has the simplest controls yet devised for temperature and humidity control in a motor car. A single control panel provides a range of temperatures from very cool to very warm.

The new Cadillac Six-Position Adjustable Steering Wheel enables the driver to vary the steering wheel angle and position. On long journeys, an occasional change is relaxing, pleasant and adds to driver comfort. It's useful, too, when different members of the family drive the car. Adjustments are made by lifting a lever on the left side of the steering column, moving the wheel up or down to the desired angle, then releasing the lever to lock the wheel in position.

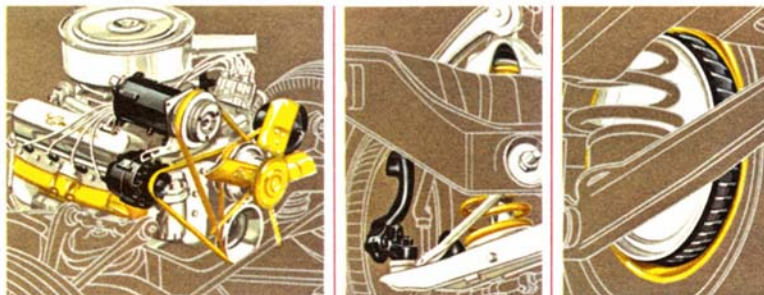
OTHER POPULAR ACCESSORIES:

Controlled Differential • Rear Window De-Fogger • Power Door Locks • Six-Way Seat Adjustment • Four-Way Seat Adjustment (Bucket Seats) • Guide-Matic (Power Headlamp Control) • Trunk Lid Lock (Remote Control) • Power Windows • Power Vent Windows • Soft Ray Glass • Bucket Seats and Locking Console Compartment between front seats (On some models)



Above are colors available not shown on cars illustrated on previous pages

1963



Engine and Chassis

Cadillac has been universally recognized as the Standard of the World for more than sixty years. This enviable position has been earned by the ingenuity, skill and dedication of the men who design, engineer and build this great car. One of the outstanding achievements made in the 1963 Cadillac is the unique new true-center drive line. The advanced design and precision assembly of this unit isolate and cancel vibrations and driving impulses. The flow of power from engine to rear wheels is incredibly smooth and even under all load and road conditions. Other exclusive Cadillac refinements, for example, are the separate front and rear power brake

Standard power equipment on all models

CADILLAC POWER STEERING . . . for easier parking, cornering and nearly effortless highway travel . . . retains the "feel of the road" and is self-recovering.

CADILLAC HYDRA-MATIC DRIVE . . . for instant, smooth response, is now more efficient than ever.

Other standard equipment

YOUR CADILLAC PROVIDES, AS STANDARD EQUIPMENT, POPULAR ACCESSORIES OFFERED AS EXTRA-COST ITEMS ON MOST OTHER CARS. AMONG THEM ARE:

Air Cleaner, dry-pack
Armrests, center front and rear on de Ville, Sixty Special and Fleetwood Seventy-Five Sedan; front only on Convertible models; rear only, Sixty-Two models and Limousine
Cigarette Lighters, front (two)
Cigarette Lighters, rear (two) except Sixty-Two Coupe
Clock, electric
Front Seat Adjustment, power operated (except Sixty-Two Coupe and Sedans)
Lights, front ash receivers
Lights, back-up (dual)
Lights, cornering

Lights, rear compartment corner, Series 62, Sixty Special and Seventy-Five models
Lights, courtesy and map (automatic)
Lights, directional signal
Light, glove box (automatic)
Light, luggage compartment (automatic)
Mirror, glare-proof, rear-view, flip-type; 3-way, Soft-Ray in Eldorado Biarritz and Fleetwood Sixty Special Sedan
Oil Filter, full-flow
Outside Mirror, left side, remote control
Paint, two-tone

Reflectors, door pulls or panels, safety warning (illuminated in Eldorado Biarritz, Fleetwood Sixty Special Sedan, de Ville and Convertible models)
Visor Vanity Mirror
Visors, dual sun
Wheel Discs
Windshield Washer and Coordinator
Window Regulators, power operated (except Sixty-Two Coupe and Sedans; front Vent Windows power operated on Eldorado Biarritz; front and rear on Sixty Special)
Whitewall Tires, 8.20 x 15 (set of five) on Biarritz

systems combined with a true auxiliary parking brake into a triple braking system. In addition, all four brake drums are finned for better cooling, smoother stops and longer lining life. Furthermore, they are self-adjusting to minimize maintenance. Cadillac's new, lightweight power plant has a higher power-to-weight ratio than ever before. This is an improvement even on Cadillac's famed past performance. With Cadillac's exclusive suspension system—impervious to climate changes—you enjoy the world's finest ride at all times. Your authorized Cadillac dealer will be glad to tell you the other exclusive advantages whenever you have the time.

CADILLAC POWER BRAKES . . . for quick, smooth stops with little effort. Newly improved with dual master cylinder and separate fluid system (see specifications at right).

CADILLAC HEATER AND DEFROSTER . . . keeps windshield clear, provides warm air to front and rear compartments.*

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

Specifications

ENGINE: Eight-cylinder, overhead, 90° V-type; bore 4.0"; stroke 3.875"; displacement 390 cu. in. Engine mounted in rubber at three points. Compression ratio 10.5 to 1.

PISTONS: Aluminum alloy, slipper type to reduce friction surfaces and permit nesting between crankshaft counterweights. Two compression rings, one oil ring with expander; top compression ring chrome-plated to minimize wear on cylinder walls. Reduced contour in piston head increases turbulence for fast, complete burning of fuel-air mixture.

CARBURETOR: Four-barrel downdraft with equalized manifolding; mechanical fuel pump; polyurethane air filter; automatic choke.

LUBRICATION: Full pressure. Full-flow oil filter standard.

ELECTRICAL SYSTEM: 12-volt. High capacity 42 Amp. generator (52 Amp. on air cond. cars).

GASOLINE TANK CAPACITY: 26 gallons, except Park Avenue Sedan, 21 gallons.

HYDRA-MATIC DRIVE: Fully automatic, step-gear type. Controlled fluid coupling on forward gear set for smoother shifts. Provides two Drive Ranges, Low Range and Reverse.

REAR AXLE: Hypoid. Differential housing offset to provide straight-line drive. Ratio is 2.94 with an optional 3.21 axle available. The 3.21 axle is provided on air-conditioned models. On Series 75 models, ratio is 3.36 with 3.77 optional. The controlled differential, optional at extra cost, directs power to rear wheel having better traction.

FRONT SUSPENSION: Spherical joint with Cadillac independent, helical-coil-type springs. New rubber mounted strut rods and rubber bushings absorb impacts and isolate road noise.

REAR SUSPENSION: Four-link drive. Rear springs are helical-coil type. Rubber bushings for quieter, softer ride.

BRAKES: Cadillac Power Brakes with self-adjusting shoes; finned front and rear drums. Split hydraulic master cylinder provides independent piston and fluid reservoir for front and rear brakes, assuring one set working in the event of failure of either set. Effective brake lining area, 221.8 sq. in., 233.72 sq. in. on Series 75 models.

PARKING BRAKE: Serves as true auxiliary brake since it will not lock in position with engine running and car in gear.

STEERING: Cadillac Power Steering standard equipment. Over-all steering ratio of 18.2 to 1, and 38½° turning angle for fast response and short turning diameter.

FRAME: Cadillac tubular-center X frame provides exceptional torsional rigidity; permits a low front floor contributing to comfortable seat height and head room.

TIRES: Low-pressure, 4-ply, tubeless. Size—8.00 x 15 (Series 75: 6-ply, size 8.20 x 15). White sidewall tires*, size 8.20 x 15, optional at extra cost.

CORNERING LIGHTS (Standard Equipment): On the side of front fenders, located behind the headlamps, activated by directional signal switch when headlamp switch is on. Projects a powerful beam of light, perpendicular to the side of the car, thus illuminating roadside and road signs for extra safety in turning corners at night.

TREAD: Front and rear, 61".

WHEELBASE: 129.5" except Series 75, 149.75".

OVER-ALL LENGTH: 223" except Series 75, 243.3" and Park Avenue Sedan 215".

*Standard on Eldorado Biarritz.

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 GENERAL MOTORS CORPORATION

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