

The full-size Buicks for '63

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.

Electra 225

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.)

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



Buick's finest... the Electra 225



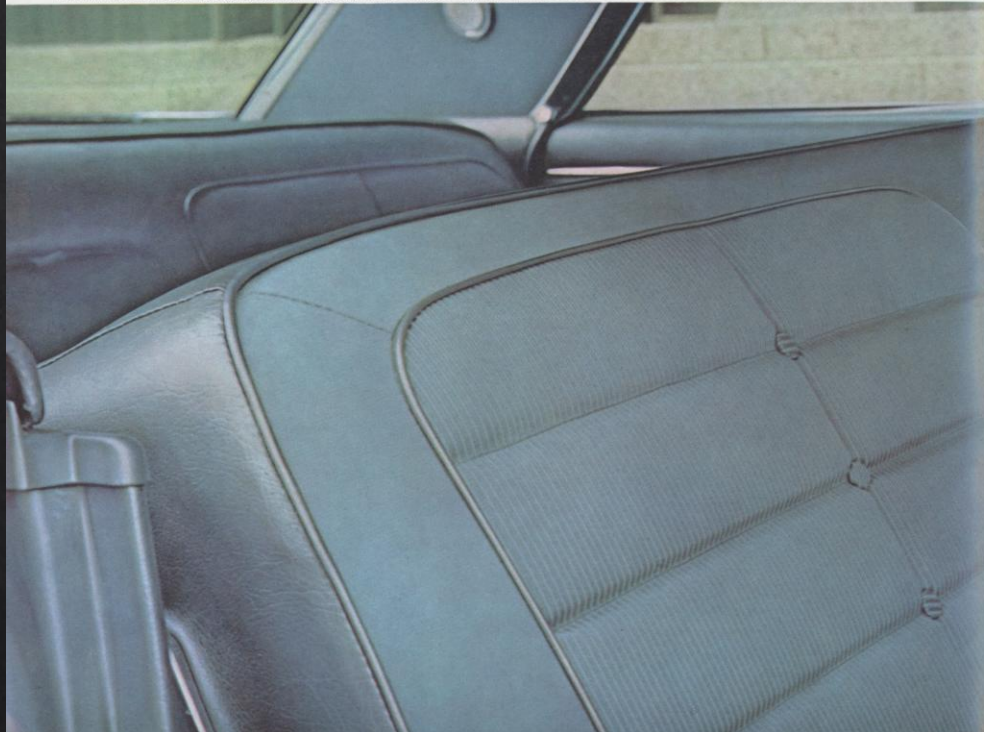
THE BUICK ELECTRA 225 4-DOOR HARDTOP



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.

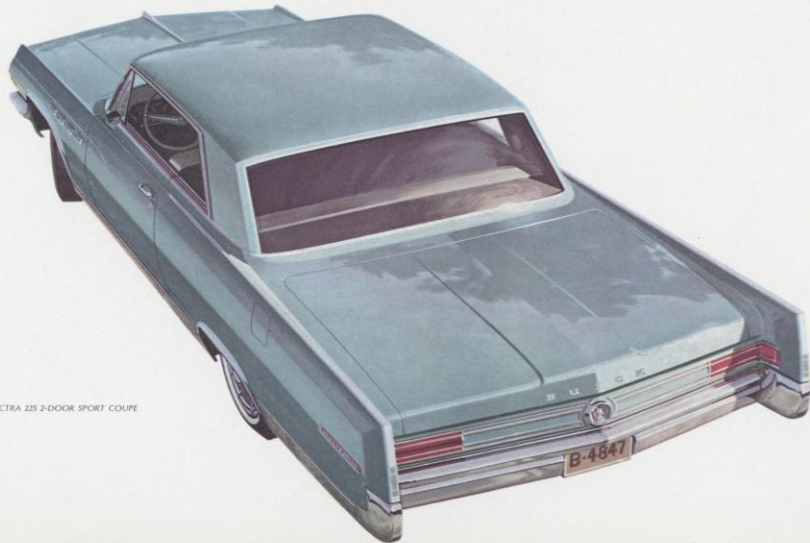


Buick's finest... the Electra 225



THE BUICK ELECTRA 225 CONVERTIBLE

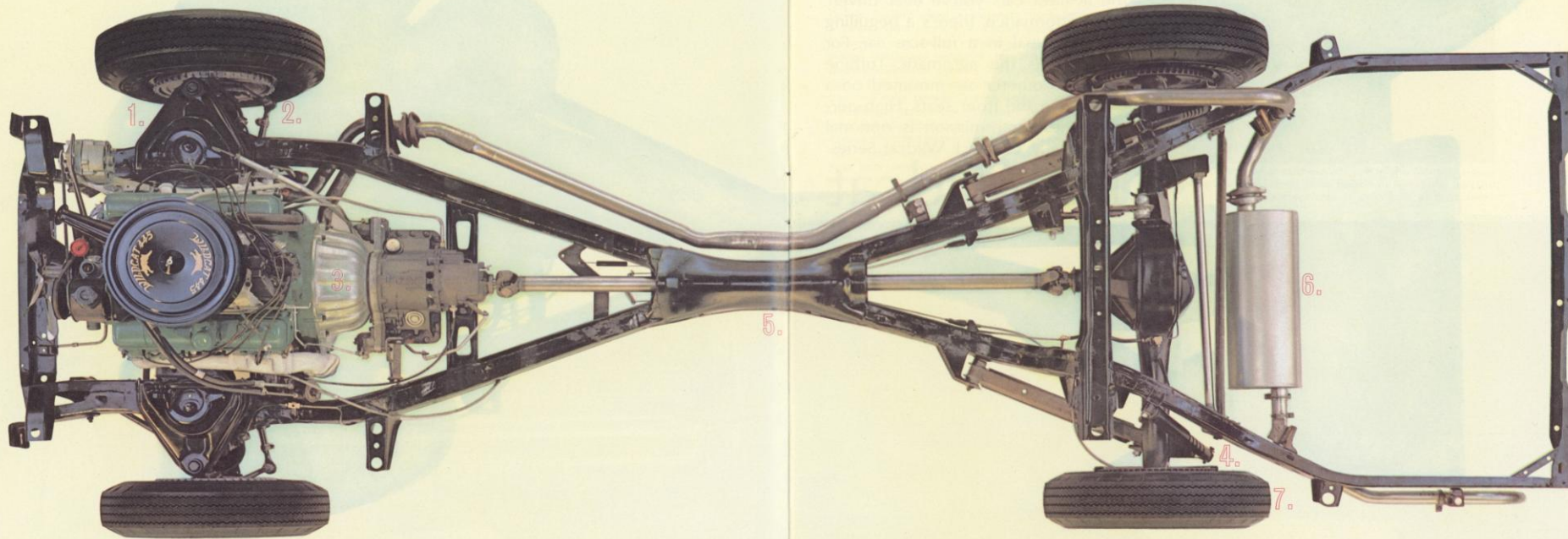
Here you see the sportier members in the family of Electra 225: custom convertible and 2-door Sport Coupe. Interiors are luxurious, with bucket seats offered at extra cost in a combination of genuine leather and matching vinyl. (See illustration on cover.) Convenience note for front seat passengers: 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.

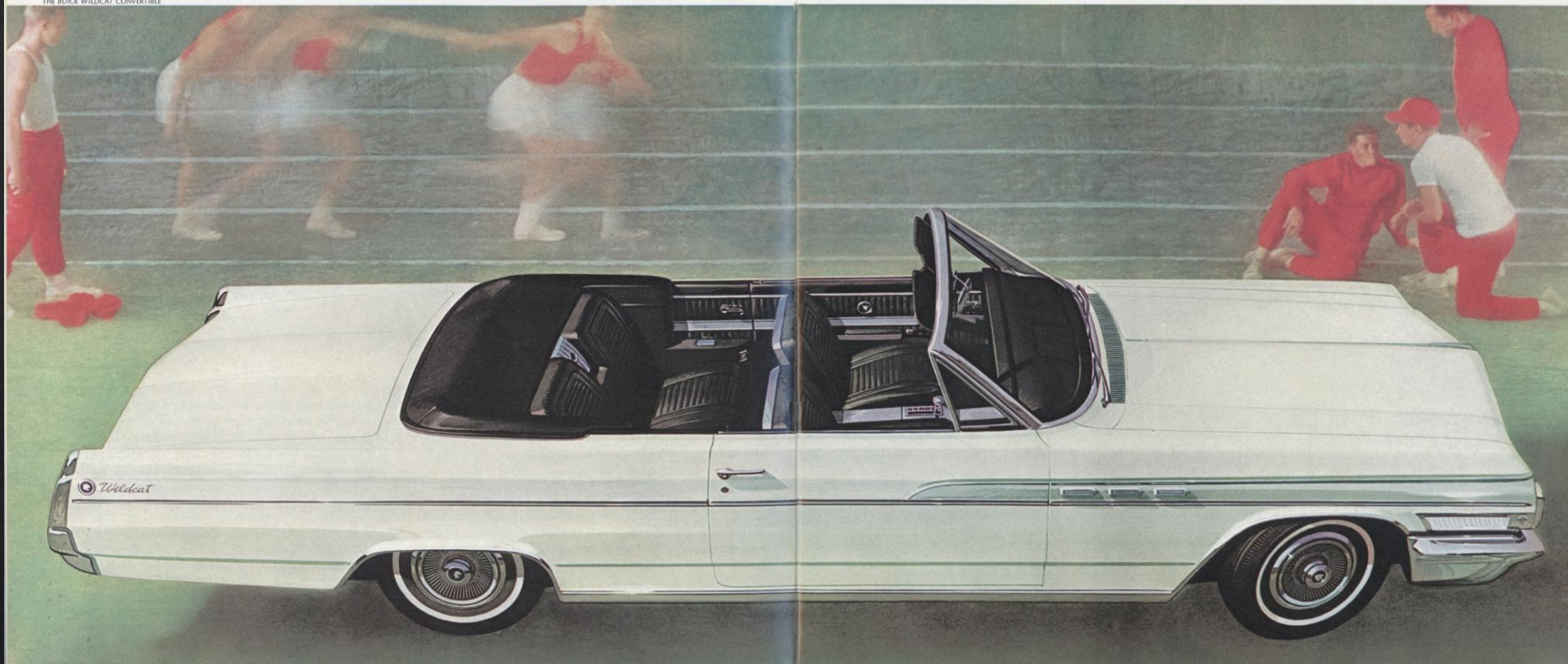
The Wildcat

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.

THE BUICK WILDCAT CONVERTIBLE



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.

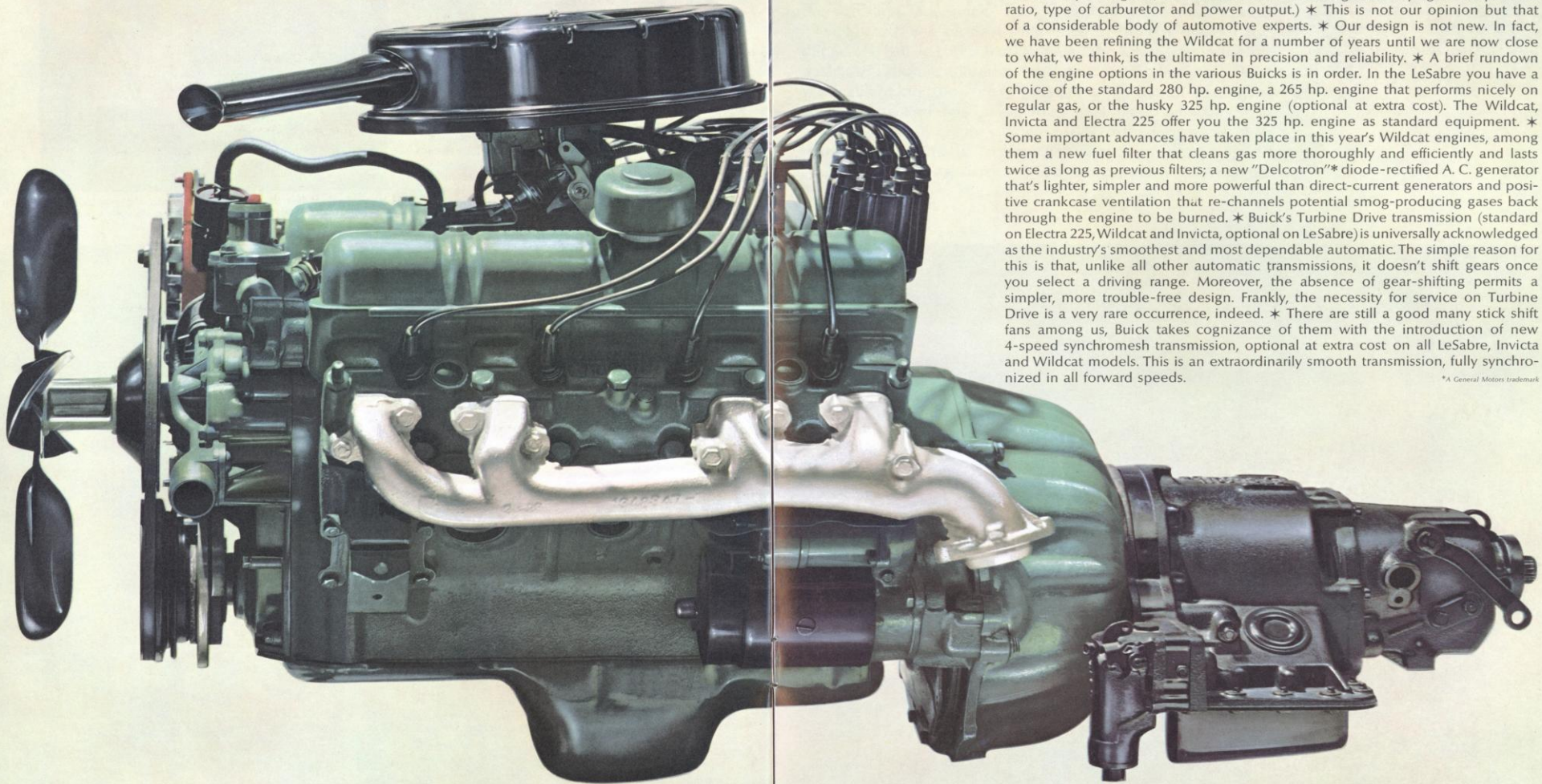
THE BUICK INVICTA 4-DOOR, 2-SEAT ESTATE WAGON



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 LESABRE 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.

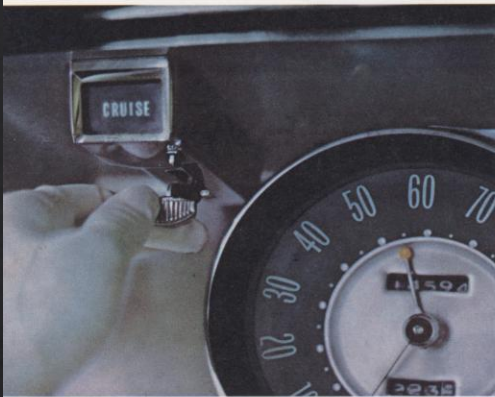
Buick's smartest... the LeSabre



THE BUICK LeSABRE CONVERTIBLE



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How to put the accent on pleasure... Buick options and accessories

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, Invicta 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.



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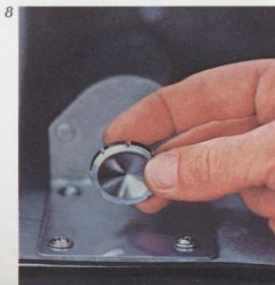
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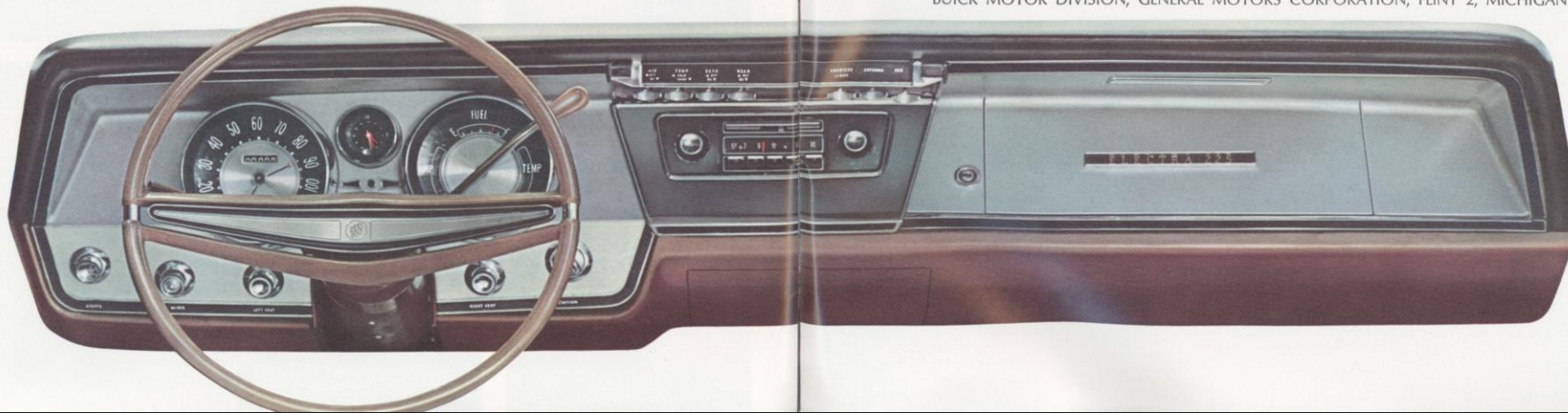


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... and many other convenience, comfort and safety items, including ...

- 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 pins 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 crossmembers and tubular center section through which propeller shaft passes. Extra-heavy body side rails add extra strength. **Suspension:** Independent ball-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 finned, aluminum brake drums front; finned 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 4639, 4647, and 4667 have a 3.42 to 1 rear axle ratio. When a 480 series, 4635 or 4800 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
	LeSABRE					
2-dr. Sedan	*	*	*	*	*	*
2-dr. Sport Cpe.	40.2	35.8	*	*	58.7	57.8
4-dr. H-top	40.5	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	*	*	*	*	*	*
INVICTA						
Estate Wagon	*	*	*	*	*	*
WILDCAT						
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
ELECTRA 225						
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 4839	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.

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BUICK MOTOR DIVISION, GENERAL MOTORS CORPORATION, FLINT 2, MICHIGAN

When better automobiles are built, Buick will build them

