



Plymouth Fury



Studebaker Avanti



Ford Galaxie Country Squire ▲

Oldsmobile F-85 ▼



Styled for Ease: The '63s

The new models are easy on the eyes, the driver, and the maintenance budget; and one of the reasons is that compact-car know-how has made bigger cars better

By **STANLEY H. BRAMS**

FOR 1963, the new cars are bigger—but they also are easier to drive and maintain.

One reason manufacturers were able to achieve this is that they acquired new know-how in the development of the compact cars the last several years.

To bring out the compacts, car makers had to perform feats of engineering magic to build smaller engines and bodies that would meet the standards Americans were used to getting from the larger automobiles.

Their success is apparent on any highway. The American compacts keep up in traffic, function simply, and provide comfort for riders. What's more, they are at least as easy to maintain as the bigger cars.

The lessons learned in compacting cars were filed away, but they didn't remain there long. They were brought out again and used effectively in designing the new, bigger 1963 models. The result: cars of full size and in-between sizes that are far superior to their counterparts of only a few years ago.

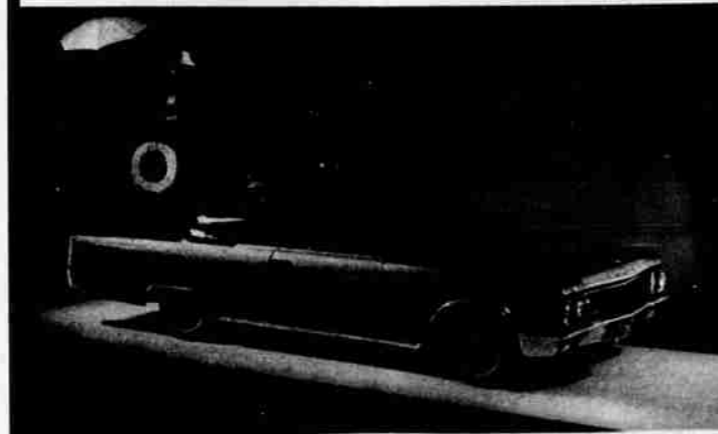
The comfort that engineers learned to build into compacts becomes even more luxurious in the larger models. The efficiency of the smaller power plants translates into even greater efficiency in larger sizes where there is more room in which to work. And the



Mercury Monterey



Dodge Dart



Buick Electra ▲

Ford Fairlane ▼



reliability created with reduced-sized transmissions, engines, and engine accessories is multiplied when their physical dimensions increase.

Consequently, buyers of 1963 cars will find the inconvenience and expense of repairs and replacements greatly reduced in the new models.

Chrysler Corp., for example, has leaped past standards and put a guarantee of 50,000 miles or five years on the engines and transmissions of its 1963 models. The only stipulation is that the vehicles must be inspected periodically. We can expect extension all across the industry of last year's 12,000-mile guarantee.

But that's only the beginning when it comes to dependability.

Thunderbird's front suspension lubrication now comes sealed and set for 100,000 miles, and the 30,000-mile lubrication cycle on last year's Ford family has been extended to 36,000 miles.

The alternator, an improved type of generator introduced by Chrysler three years ago, is now in industry-wide use—which means no matter what car you buy, you will find that the battery is unlikely to run down.

CAR MAKERS also have effectively tackled the problem of how to reduce rusting of rocker panels and other parts of the body where the spray from salt-laden winter roads can lodge and eat at the metal. Chevrolet redesigned its panels so that air will "wash" them as the cars are driven, thus tending to evaporate the spray. Rambler has expanded its process of giving cars an anti-corrosion bath during manufacture, and other makers have taken similar approaches.

So, too, with mufflers. Ford's are aluminumized to withstand better the corrosive fumes which whirl through them. Other manufacturers use both aluminumized and stainless steel. Rambler's muffler is ceramic.

Pontiac has re-engineered its electrical system around a breakerless ignition, which is said to give lifetime operation and lengthen spark-plug life.

Fuel filters last longer; Buick's new one has twice the area of past designs, and this is said to more than double its life expectancy.

The self-adjusting brake (which, when necessary, automatically tightens itself any time you back up a few feet) is found virtually all across the industry.

Other mechanical improvements re-

(Continued on page 14)



Chevrolet Bel Air



Rambler Ambassador



Chrysler New Yorker ▲

Pontiac Tempest ▼

