



Oldsmobile Jetstar



Pontiac Bonneville



Mercury Comet ▲

Studebaker Lark Daytona ▼



1964:
AUTO:
SHOW

Introducing the Fabulous '64s

The new models have grown in size (even the compacts) and in number (334 varieties); here is a detailed report from Detroit on what's new and why

By STANLEY H. BRAMS

IN THE AUTOMOBILE year 1964, you, the car buyer, will be able to satisfy your individual desires far more than ever before.

Each automobile maker has gone to great lengths to provide you with precisely the kind of transportation you want. A preliminary count shows no fewer than 334 models in 81 series of 15 nameplates—not to speak of the “add on” marks like Falcon, Corvair, Valiant, and American (which brings those 15 basic names up to a full roundup of 29).

But 334 models are only the beginning of the variety. Let's look, for example, at just one line-up—Chevrolet's. It begins with the rear-engined Corvair, goes up through a brand-new Chevelle group, and on to the flashing, lean Corvette. The Chevrolet itself gives you 19 “power-train” choices (combinations made up from among seven engines and four transmissions). That new Chevelle—11 models in three series—makes available a choice of four engines from 120 to 220 horsepower and four transmissions, combined in 14 power-train groupings.

Dodge provides 33 models, plus its nine different Darts. There are nine engines, from an economy six producing 101 horsepower to a 426-cubic-inch “Ramcharger” job generating 425 horsepower and built along racing lines refined for general use. With these, you have a choice of four manual transmissions and two automatics.

But model and mechanical variety is only the beginning of the exciting story.

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