1963 Corvette: Production Information: Price Change - AM-FM Radio

Subject: Price Change - AM-FM Radio
Model and Year: 1963 Corvette
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TO: ALL CHEVROLET DEALERS

Shown below are additional prices affecting the 1963 Price Bulletin.

NEW OPTION Page 23 (Corvette)	Ordering Col-Code	Opt. No.	Dir. Net	List Price	Factory D & H	Mfrs. Sugg. Re. Del. Price
AM-FM Radio Full Transistorized Pushbutton Control	43-1	U69	123.12	162.00	12.35	174.35

It is intended that this new increased cost AM-FM radio will replace the present Signal Seeking (AM Only) radio in the very near future. However, it is realized that many Corvettes orders now in the system were taken based on the price and type of the present radio. The Zone has sent letters to those dealers whose Corvette orders with radios are now at the plant scheduled for March.

Therefore, when submitting future Corvettes orders to the Zone Office, please indicate your decision opposite the word "Radio" by using the words "AM ONLY" or "EITHER AM OR AM-FM". It is most important that Corvette orders be properly indicated to assure the correct radio to be built on a given order.

We solicit your cooperation in this matter.

Very truly yours

J.W. Mulkin Jr.

Zone Distribution Manager

Online URL:
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