

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

**Subject:** Price Change - AM-FM Radio

**Model and Year:** 1963 Corvette

**Source:** Friday Night Letter CD - 12-8

**Date:** February 6, 1963

**TO: ALL CHEVROLET DEALERS**

Shown below are additional prices affecting the 1963 Price Bulletin.

| NEW<br>OPTION  | Ordering<br>Col-<br>Page 23<br>(Corvett<br>e) | Opt.<br>No.<br>Code | Dir.<br>Net | List<br>Price | Factory<br>D & H | Mfrs.<br>Sugg.<br>Re. Del.<br>Price |
|--|---|---------------------|-------------|---------------|------------------|-------------------------------------|
| AM-FM<br>Radio<br>Full Tra<br>nsistoriz<br>ed<br>Pushbut<br>ton<br>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:

<https://www.corvetteactioncenter.com/tech/knowledgebase/article/1963-corvette-production-information-price-change-am-fm-radio-1138.html>