

1963 Corvette Z06: Chevrolet Central Office Letter: Z06 Performance Option

Included in the first Z06 performance package was option N03 - 36 gallon fuel tank which was available only on the coupe. The cast aluminum wheel option held up the delivery of all early ordered 1963 Corvette with RPO Z06. The new pricing bulletin below notes that the Z06 option could now be ordered for 1963 Corvette convertibles without the 36 gallon fuel tank option and cast aluminum wheels.

MR. J. P. PIKE
CHEVROLET MOTOR DIVISION
GENERAL MOTORS CORPORATION
2-3 GENERAL MOTORS BUILDING
DETROIT 2, MICHIGAN

ORIGIN NO. DIS-74 C.O. NO. 62-975

SUBJECT 1963 DEALER PRICE BULLETIN
ADDITIONAL INFORMATION



CHEVROLET—CENTRAL OFFICE

DIVISION OF GENERAL MOTORS CORPORATION
DETROIT 2, MICHIGAN



TO ZONE DISTRIBUTION MANAGERS

DATE DECEMBER 14, 1962

Shown below are additional options, prices and revisions affecting the 1963 Dealer Price Bulletin which was attached to dealer letters dated September 24, 1962 and October 22, 1962. Please advise dealers of this information asking that they make the necessary entries on all copies of the Price Bulletin now in their possession.

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Many requests have been received from the field asking that the availability of RPO Z06, Special Performance option for the Corvette Coupe, be expanded to include the Convertible. It also has become apparent that many of the purchasers of this option do not require the 36.5 gallon gasoline tank and object to the loss of luggage space when the larger tank is installed. As a result of these comments, the following changes have been made, effective immediately:

RPO Z06 - Special Performance Option

- (a) Model application expanded to include both 337 and 367.
- (b) 36.5 gallon gasoline tank together with the wheelhouse filler panels removed from this option and released as a separate option for model 337 only. Information on this option is shown below.

(c) Five cast aluminum 15 x 6L wheels removed from this option. These wheels can be ordered, when desired, under RPO P48

With these items removed from the Z06 option the price has been revised to read as follows:

| | |
|---|-----------|
| Dealer Net | \$ 913.52 |
| List Price | 1202.00 |
| Factory D&H | 91.35 |
| Manufacturer's Suggested Retail Delivered Price | 1293.35 |

Please note that the above information includes, in addition to pricing for the Z06 option, the prices for the positraction rear axle, four-speed transmission and 360 h.p. fuel injection engine, all of which must be shown separately on the order form.

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RPO P48 - Wheels: Five Cast Aluminum 15 x 6L

Please delete the phrase that these wheels are included in the Special Performance Package.

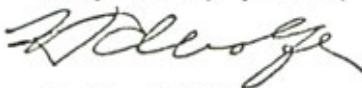
RPO N03 - New Option - 36.5 Gallon Gasoline Tank and Wheelhouse Filler Panels; available on model 837 only

Please note that there is a noticeable loss of luggage space when this option is ordered. Pricing information is as follows:

| | |
|---|----------|
| Dealer Net | \$142.88 |
| List Price | 188.00 |
| Factory D&H | 14.30 |
| Manufacturer's Suggested Retail Delivered Price | 202.30 |

A sizeable quantity of 837 orders specifying the Special Performance option is being held at St. Louis due to the fact that the cast aluminum wheels are still not available. The best estimate that we can obtain regarding availability of the wheels at the plant level is late January. Now that the wheels have been removed as an integral part of the option, some dealers and customers may wish to delete the wheels from their orders thus permitting production at an earlier date. In addition, some customers may not wish the 36.5 gallon gasoline tank. We, therefore, ask that each zone review the above with the dealers that have placed orders for the Special Performance Package to determine whether or not the cast aluminum wheels and 36.5 gallon tank are still desired. The Plant Distribution Manager at St. Louis is to be advised regarding each of the above two items on every order as quickly as possible.

Very truly yours,



H. C. WOLFE
National Manager of Distribution

HCW/Ba

cc: Mr. L. H. Averill
Assistant General Sales Managers
Regional & Assistant Regional Managers
Zone Managers
Wholesale Organization

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