

1964 OLDSMOBILE STARFIRE CONVERTIBLE

1964 Oldsmobile Starfire Convertible, Body style 64-3667

Owners: Bernie and Janice Taulborg Collection

Original cost: \$4,742.00 (\$4,100.00 for the coupe) (In 1963: average cost of a car: \$3,233; average household income: \$5,807; average cost of a home: \$12,650)

Previous owner(s): Owner from Nebraska City – 1973; 1970 – owner from Omaha

Number made: 2,410 convertibles

Engine, etc.: 394 cu. in, 345 hp; 120 in. wheelbase; 4,275 lbs.

The 1964 Starfire was powered by Oldsmobile's most powerful engine, the 345 hp Rocket V-8 with a Rochester 4GC four-barrel carburetor.

Standard equipment included automatic transmission; power windows, seat, steering, and brakes; whitewall tires; windshield washer; bucket seats; center console; and tachometer.

The Starfire was introduced in 1961 as "Distinguished... Distinctive... Decidedly New" by Oldsmobile, as a personal-luxury convertible.

Sales started to slide for the Starfire in 1963 and continued to slip in 1964 mainly due to competition from the Thunderbird, Grand Prix, and Riviera.

By 1966, the Starfire was completely overshadowed by the revolutionary front-wheel drive Toronado, with Starfire production at over 13,000 while production of the Toronado was over 40,000.

Production of Starfires stopped in 1966.

Sources: Standard Catalog of American Cars, 1946 – 1974. John Gunnell. Rev. 4th ed. Krause Publications, 2002.

http://uniquecarsandparts.com/lost_marques_oldsmobile.htm (History)

See

also: [http://www.oldcarbrochures.com/static/NA/Oldsmobile/1964%20Oldsmobile/1964 Oldsmobile Prestige Brochure/dirindex.html](http://www.oldcarbrochures.com/static/NA/Oldsmobile/1964%20Oldsmobile/1964%20Oldsmobile%20Prestige%20Brochure/dirindex.html) (Original 1964 brochure 1)

[http://www.oldcarbrochures.com/static/NA/Oldsmobile/1964%20Oldsmobile/1964 Oldsmobile Foldout/dirindex.html](http://www.oldcarbrochures.com/static/NA/Oldsmobile/1964%20Oldsmobile/1964%20Oldsmobile%20Foldout/dirindex.html) (Original 1964 foldout, brochure

2)<http://www.oldcarbrochures.com/static/NA/Oldsmobile/1964%20Oldsmobile/1964%20Oldsmobile%20Salesman's%20Specs/index1.html> (Salesman's brochure with prices, etc.)