

1964 CADILLAC COUPE DE VILLE CONVERTIBLE

1964 Cadillac Coupe de Ville Convertible, Series 62, DeVille 6300 sub-series

Owners: Bernie and Janice Taulborg Collection

Original cost: \$5,612.00 (In 1964: Average car cost, \$3,500.00; average household income, \$6,000.00; average cost of a house: \$13,050; gallon of gas, 30 cents)

Number made: 17,900

Engine, etc.: 8 cyl.; 429 cu. in.; 340 hp; 4,475 lbs.; model 64-63F (The convertible DeVille was coded similar to 6200 models but was considered a 6300.)

In 1964 Cadillac production and sales set records for the third consecutive year.

From its introduction of the aircraft-inspired tailfin in 1948, Cadillac became the style innovator in the high-priced field. Sales of 100,000 cars in 1950 passed those of other prestige makes and remained out front for more than 25 years. By 1975, Cadillac's annual sales were over 265,000 cars.

Slight styling changes to the grill were made for 1964 models. It angled to form a V-shape both vertically and horizontally. Outer grille extension panels housed the cornering and parking lights. It was the 17th consecutive year for Cadillac tailfins, with a new fine-blade design.

Performance improvements including a larger V-8 were the main changes for this model. The engine was the most powerful yet offered in standard production Cadillacs.

Introduced as an industry first was "Comfort Control", a completely automatic heating and air conditioning system controlled by a dial thermostat on the

dash. In theory, owners could select the desired setting upon taking delivery and never have to touch it again as long as they owned it. Factory air was a \$474 option. Cadillac also introduced "Twilight Sentinel" which automatically controlled the lights.

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

<http://www.conceptcarz.com/vehicle/z16294/Cadillac-Series-62-DeVille.aspx>

<http://www.oldcarbrochures.com/static/NA/Cadillac/1964%20Cadillac/1964%20Cadillac%20Prestige%20Brochure/index1.html> (Original sales brochure)