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The opening pages of

1963 Chevrolet Corvette Restoration Guide

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RESTORATIONESSENTIALS

1963 Chevrolet Corvette

Factory-Correct Restoration Guide

Key facts at a glance

Engines	327-cu-in V8: 250, 300, 340, or 360 FI hp
Transmissions	3-speed manual std; T-10 4-speed and Powerglide optional Body New Sting Ray: coupe (split window) and convertible, 98-in wheelbase Base price $4,037…
Production	21,513 — 10,594 coupes, 10,919 convertibles

About This Guide

This is the RestorationEssentials factory-correct restoration guide for the 1963 Chevrolet Corvette Sting Ray — one model, one year, nothing else. Every specification in this guide was checked against marque references, factory literature excerpts, and enthusiast documentation before it was written.

Our operating ethic is simple: we don't lie and we don't steal, we offer value. That means three things for this guide. First, no invented specifications — every number has a source. Second, where reputable sources disagree, the disagreement is disclosed in the text and in the Sources, Conflicts & Omissions section rather than papered over. Third, where a detail could not be verified, it is omitted and the omission is recorded — an honest gap beats a confident fabrication.

How to use this guide: start with the VIN and trim-tag decoding sections to establish exactly what your car was when it left St. Louis. Use the engine, transmission, axle, paint, and casting sections to verify that what is on the car today matches what should be there. Use the fiberglass, frame, and restoration-sequence sections to plan the work. And keep this guide in the shop — it is a working document, not a coffee-table book.

A final note: these cars are more than sixty years old. Parts have been swapped, tags have been lost, and memories have
faded. Trust the metal — casting numbers, date codes, and stampings — over stories. When in doubt, photograph
everything and verify against the NCRS Judging Guide for your car's division.

1. Manufacturer History: Chevrolet

Chevrolet was founded in 1911 by race driver Louis Chevrolet and ousted General Motors founder William C. Durant, and by 1918 it was a division of General Motors. Through the 1920s Chevrolet became GM's volume division, the car for the working family, and by the early 1950s it was outselling Ford in most years. That success was built on dependable, conservative cars — which is exactly why the Corvette was such a shock when it appeared in 1953.

By the early 1950s Chevrolet's engineering was still rooted in the prewar era: the 235-cubic-inch "Blue Flame" inline six dated to 1929, and the Powerglide two-speed automatic, introduced in 1950, was the division's only automatic. The first Corvettes were built from those components — a radical fiberglass body wrapped around thoroughly conventional Chevrolet running gear. The car was almost cancelled for slow sales in 1954, and only the arrival of the small-block V8 in 1955 gave it the performance its looks had always promised.

The small-block Chevrolet V8, designed under Ed Cole, debuted in 1955 at 265 cubic inches and became the foundation of Chevrolet performance for the next half-century. Enlarged to 283 cubic inches in 1957 and 327 in 1962, it powered the Corvette through the entire C1 generation and the first Sting Ray. Understanding the small-block — its casting numbers, date codes, and suffix stampings — is the single most important skill in Corvette restoration.

1963 Chevrolet Corvette

Chevrolet built every Corvette in this guide's 1953-1963 span at just two plants: Flint, Michigan (the first 300 cars of 1953) and St. Louis, Missouri (1954 through 1981). St. Louis assembly, fiberglass body construction, and the St. Louis VIN plant code "S" are constants across all eleven guides in this series.

Chevrolet's postwar scale mattered as much as its engineering. By the early 1950s the division was selling millions of cars a year, which gave it the purchasing power and tooling budget to attempt projects smaller divisions could never fund — including a plastic-bodied sports car priced at $3,498. The Corvette program was approved in June 1953, roughly one month before the first production cars were assembled, on the

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on that perhaps 10,000 a year might sell. It did not sell 10,000 a year — not even close at first — and the program survived its early years on GM's patience and Chevrolet's deep pockets rather than on profit.

2. Model History: Chevrolet Corvette

The Corvette began as a dream car. GM styling chief Harley Earl saw American GIs returning from Europe with MGs, Jaguars, and Triumphs and believed Chevrolet could build a sports car of its own. The EX-122 Motorama show car of January 1953 — a fiberglass-bodied roadster on a 102-inch wheelbase — drew such crowds that Chevrolet rushed it into production the same year. All 300 of the 1953 Corvettes were hand-assembled in a makeshift line in Flint, Michigan, painted Polo White with red interiors, and powered by the 150-horsepower Blue Flame six with Powerglide.

The 1954 moved production to St. Louis and added colors, but sales collapsed to 3,640 cars against a 10,000-car plan — Ford's new Thunderbird, a V8-powered "personal car," was stealing the headlines. By early 1955 Chevrolet was seriously considering killing the Corvette. What saved it was the 265-cubic-inch small-block V8, dropped into the Corvette for 1955 along with a three-speed manual transmission late in the year. The Corvette finally had the performance to match its looks.

For 1956 the Corvette got its first real restyling — roll-up windows, an optional removable hardtop, and revised side coves — and became a V8-only car. Zora Arkus-Duntov, the Belgian-born engineer who had written Chevrolet management a famous memo in 1953 arguing that the Corvette had to become a performance car, was now shaping its destiny. The 1957 brought the 283 V8, the Borg-Warner T-10 four-speed, and Rochester Ramjet fuel injection — one horsepower per cubic inch, a milestone the whole industry noticed.

The 1958 brought the second major restyling: quad headlamps, twin chrome trunk spears, a bigger cockpit, and the washboard hood. Sales climbed every year from 1958 through 1962, and the Corvette settled into its role as America's sports car — still a solid-axle, drum-brake roadster, but one with genuine racing credibility from Duntov's engineering and the privateer racers campaigning Corvettes at Sebring and Daytona.

For 1963 everything changed. Bill Mitchell's Sting Ray — the production version of his Stingray racer and the XP-720 show car — introduced the second-generation Corvette (C2) on a 98-inch wheelbase with independent rear suspension, the first Corvette coupe (with the famous split rear window, one year only), hidden headlamps, and sharper, more aggressive styling. The solid-axle Corvette was gone. The 1963 1963 Chevrolet Corvette

Sting Ray is the bridge between the classic C1 roadsters and the modern Corvette, and it remains one of the most collectible American cars ever built.

Across 1953-1963 the Corvette evolved from a six-cylinder boulevard cruiser that nearly died into a fuel-injected, four-speed, independent-rear-suspension sports car. Every year in this range has its own identity, its own options, and its own traps for the restorer — which is why each year gets its own guide.

Two engineering decisions made before 1957 still shape every restoration today. The first was fiberglass: Chevrolet chose glass-fiber-reinforced plastic for the Corvette body not because it was advanced but because it was cheap to tool — a steel body for a projected run of a few hundred cars a year would have been ruinously expensive. The second was Zora Arkus-Duntov's conviction, formed on arrival in 1953, that the Corvette had to be a performance car to survive. Duntov pushed the V8 into the Corvette for 1955, built the SS race car that became the 1957 Sting Ray racer, and kept the program performance-led through his entire tenure. Restoring a Corvette factory-correct means respecting both decisions: the fiberglass is the original technology, not a compromise, and the performance parts are the car's reason for existing.

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