



Initially, the entry-level prices of the Buick and Oldsmobile (both V8) were about \$2,300, with the Pontiac (4-cyl) \$200 lower, but in 1962 the Buick (V6) price was placed between the other two, becoming the leading seller of the three.

The Oldsmobile F-85 and Buick Special were released early October 1960, and the Pontiac Tempest a month later.

With some 390,000 built, Buick was the best selling Y-car, no doubt because of the V6 engine, offered since 1962 and chosen by one of three buyers.

In 1962 and 1963, Cutlass/Jetfire accounted for close to half of Y-body Oldsmobile sales. Pontiac came to 47% with the Le Mans by 1963, while Buick reached 28% with the Skylark.

Surprisingly, only Oldsmobile managed to sell more cars at the 1963 sheet metal overhaul, with only a V8 still selling less than the other two.