

When & Why Was “63” Eliminated from the Serial Number on the 1963 Avanti

By Dan Booth,
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I have been asked to write an article, about when and possibly why, the “63” was eliminated from the serial number, on the Studebaker Avanti production.

This information was accrued from my original copies of the Studebaker Avanti Build Sheets, Inspection Tickets and Dealer Cost Invoices, Also known as, Nostalgic’s Born Reports.

Below is a list showing the serial numbers, dates written, final assy. dates and destination of when Studebaker started to eliminate the “63” from the serial number. Please note that the typist was having trouble remembering what to type as he or she had to scribble out some mistakes after serial number R-3613 thru the end of 64 production, the serial number was only R with 4 numbers (R-____)

Note: The asterisk (*) after the serial number indicates that the “63” was scribbled out.

So, I am going to assume that on Tuesday, February 12, 1963 is when Studebaker started to eliminate the “63” from the serial number.

The most confusing thing is that the original Studebaker Dealer Invoices keep showing the prefix “63” in the box for serial numbers, until Thursday, April 4, 1963. starting with serial number R-3771 is when it was eliminated, but again, it was real spotty with some still having the prefix “63”

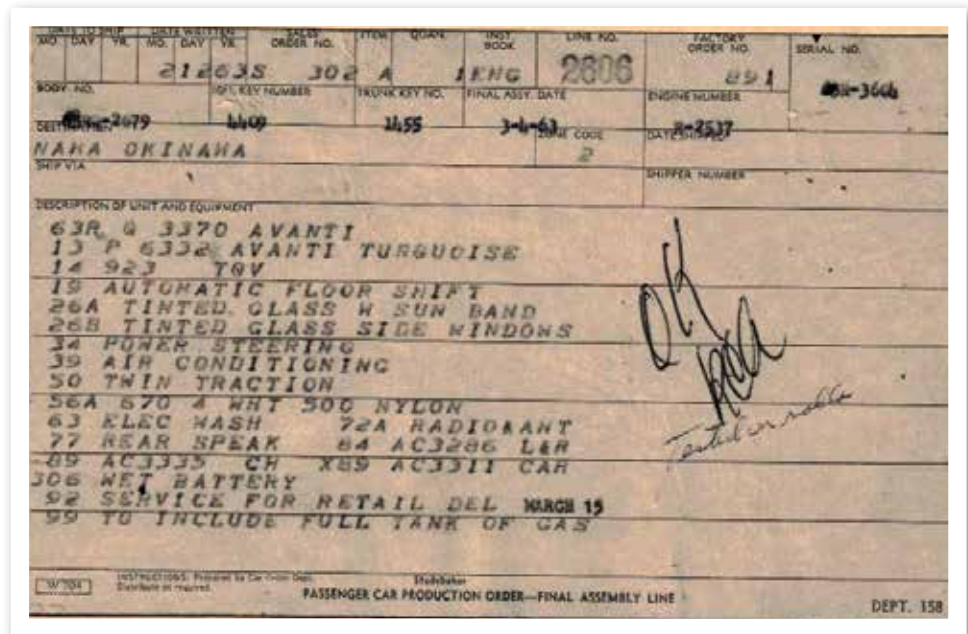
I have included a copy of an original build sheet for R3604 to show you how the “63” was scribble out and also note that the Avanti was being shipped to Nana, Okinawa for probably one our military personnel, also note code #92 service for retail delivery on March 15, and code #99 to include full tank of gas. Most inspection tickets indicates that they put 8 gallons of gas in the new Avantis.

If anybody has one of the cars on this list, please contact me Dan Booth (248) 349-4884

I’d like to know if your title and/or stainless serial number plate on the frame rail has a “63” on it, also if your title matches that serial plate number, which it should.

I would assume, like most others that the “63” was eliminated from the serial number, because Studebaker knew they were in trouble and wanted to be able to sell them as 1964 models if necessary.

Serial No.	Date Written	Final Assy Date	Destination
63R-3600	2-12-63	3-4-63	Not available
63R-3601 *	2-13-63	3-4-63	OH.
63R-3602 *	2-12-63	3-4-63	CA.
63R-3603 *	2-12-63	3-4-63	CA
R-3604	2-12-63	3-4-63	Nana Okinawa
R-3605	2-13-63	3-4-63	RI
R-3606	2-13-63	3-4-63	MN
R-3607	2-13-63	3-4-63	WI
63R-3608 *	2-13-63	3-4-63	not available
63R-3609 *	2-13-63	3-4-63	ND
R-3610	2-13-63	3-4-63	MS
R-3611	2-13-63	3-4-63	MS
63R-3612	2-13-63	2-13-63	MS
R-3613	2-13-63	3-4-63	MS



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