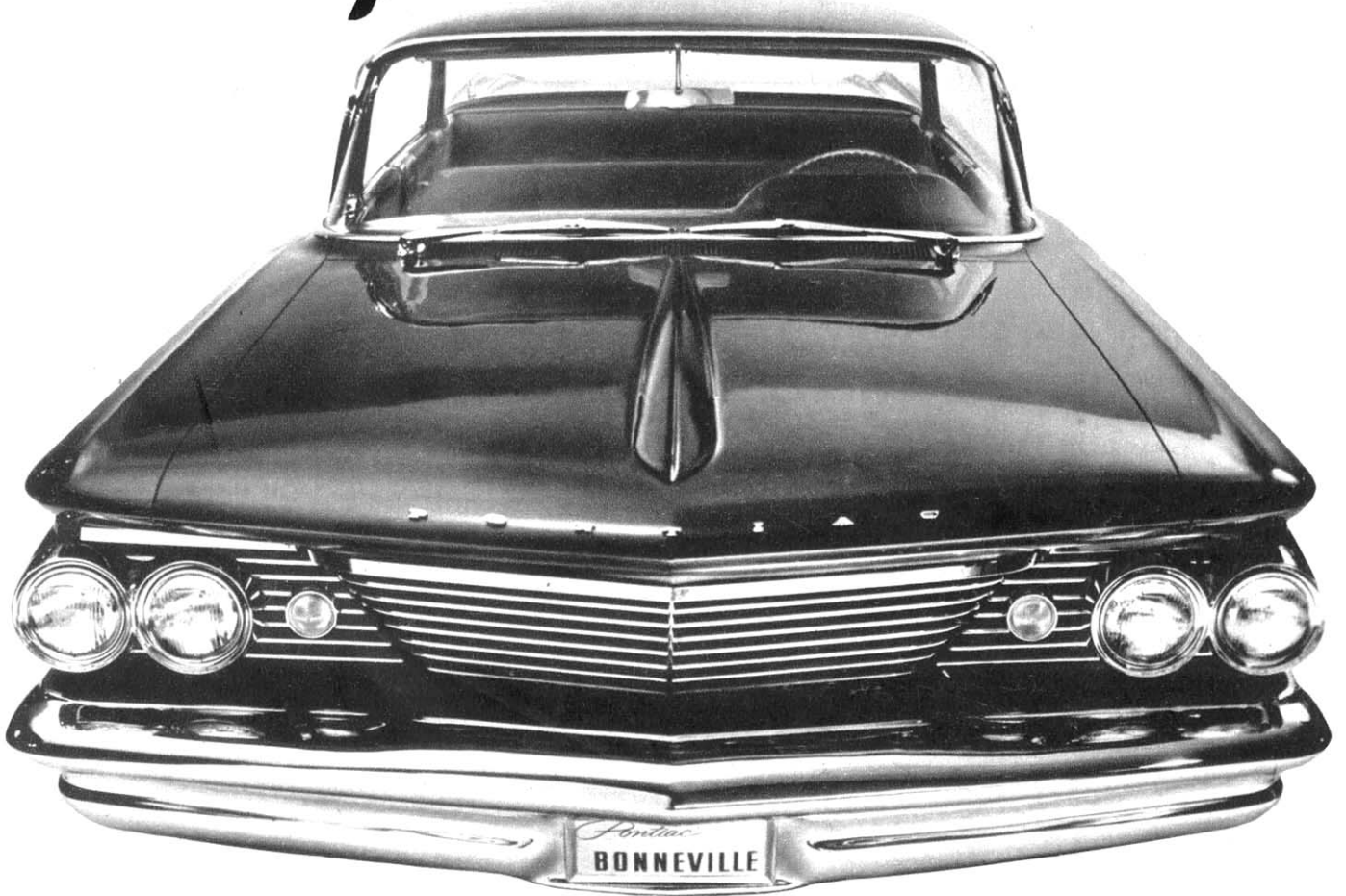


# CAR LIFE

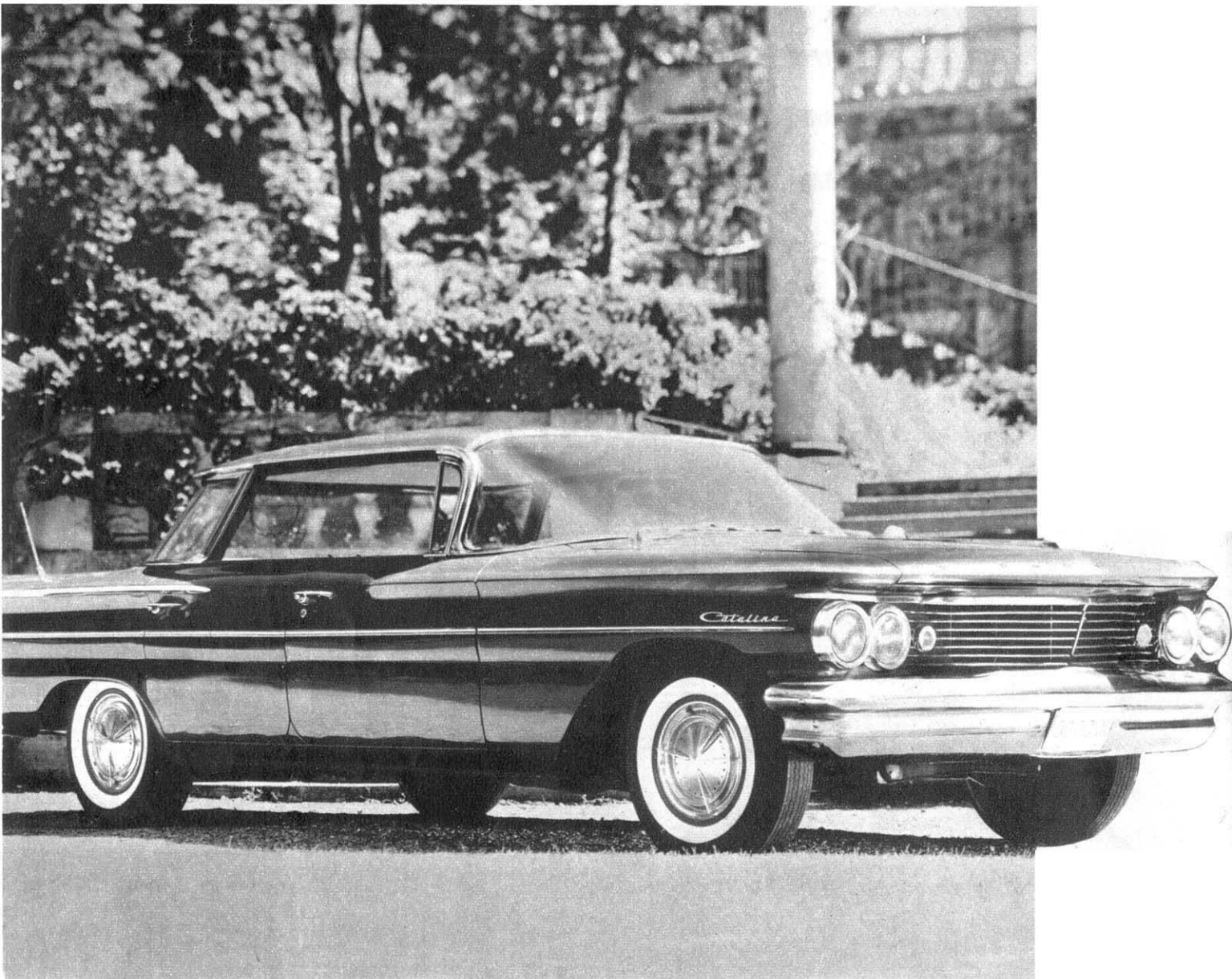
JANUARY 1960

*Special*

SUPPLEMENT



# THE LEADER FOLLOWS THROUGH



**CATALINA VISTA**

## "WHERE DO YOU GO FROM THE TOP?"

One of the pleasanter problems facing Pontiac for '60 is how to go about topping a sales year that was the sensation of the industry. In '59, Pontiac rose from sixth position to third place (behind only Chevrolet and Ford) with a 70 percent increase in sales over the previous year. Can Pontiac put the frosting on the cake and increase its leadership in the lower-medium price field in '60? If quality and performance have anything to do with it, the '60 Pontiac should leave its predecessor in the shade. From every angle the new models have the look of success. Last year, Pontiac found that Wide-Track was the right track. There's no reason why there should be any change in the happy-ending script this go-'round.



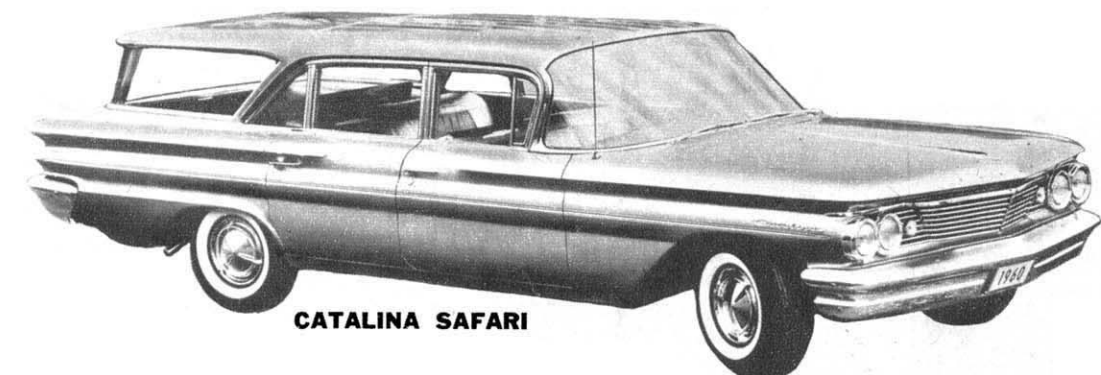
**BONNEVILLE VISTA**



**STAR CHIEF SPORT SEDAN**



**BONNEVILLE SPORT COUPE**



**CATALINA SAFARI**



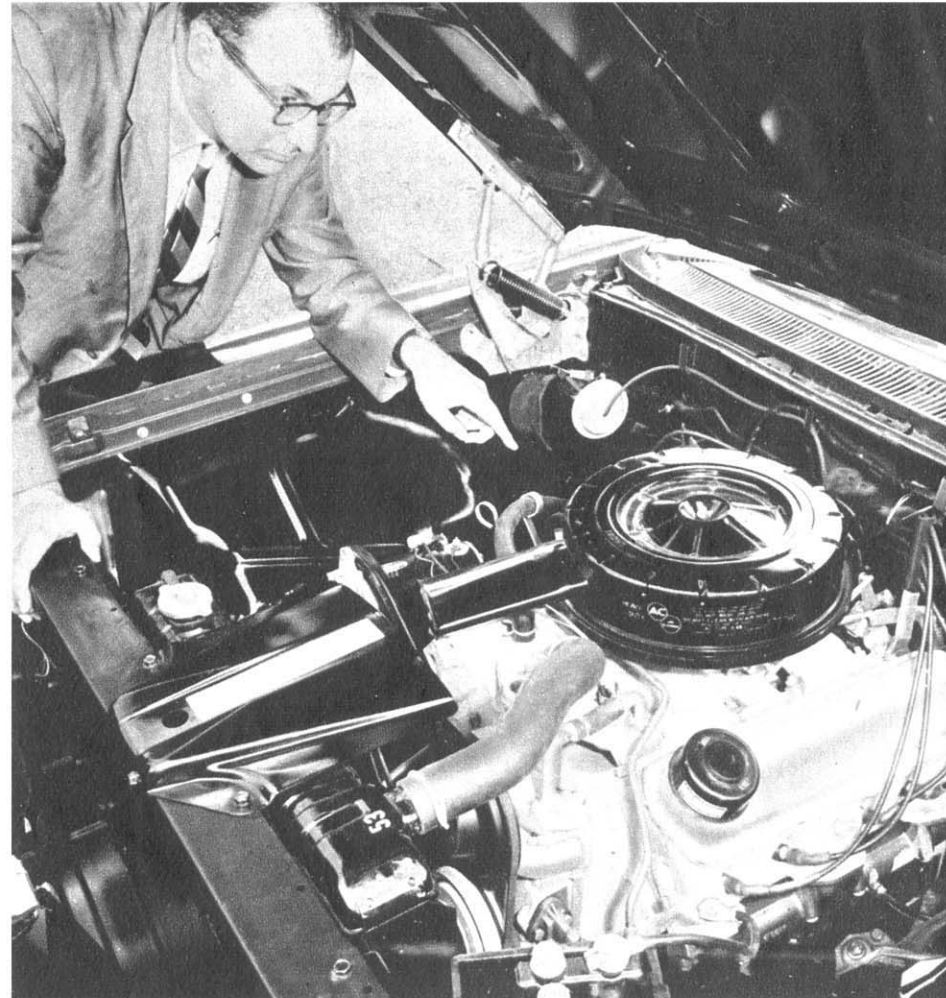
**BONNEVILLE CONVERTIBLE**



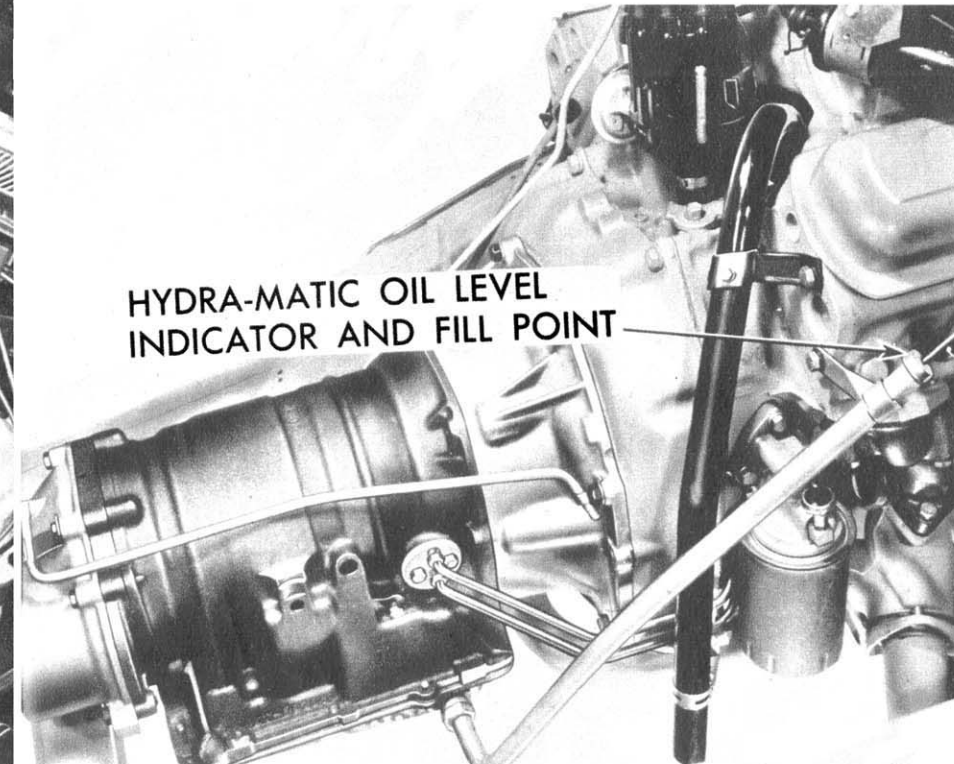
# PONTIAC 1960 HIGHLIGHTS

## ENGINE

Pontiac's big 389-cubic inch power plant is one of the industry's best designs. It is well-balanced, smooth-running, responsive and free from temperamental inclinations to get out of tune. Skillful engineering provides five separate versions of the same basic engine available with either three-speed synchromesh or Hydra-Matic transmissions. For the economy minded, the optional 425E engine is set up for maximum economy, developing 215 horsepower burning regular grade gasoline through a two-barrel carburetor. This engine will deliver close to 20 miles per gallon over-the-road.



HYDRA-MATIC OIL LEVEL INDICATOR AND FILL POINT



## TRANSMISSION

New and more compact casing for Hydra-Matic has permitted more room in front compartment; in fact, almost 444 cu. inches. The transmission itself remains the most flexible, efficient and economical of the automatics. For 1960 it rates among the smoothest operating, too. Pontiac's Hydra-Matic provides a wide choice of useful gear ratios for those who want to get the most from their engines in both performance and economy of operation. For safety and convenience in descending hills you can control Pontiac in any of three lower gears.



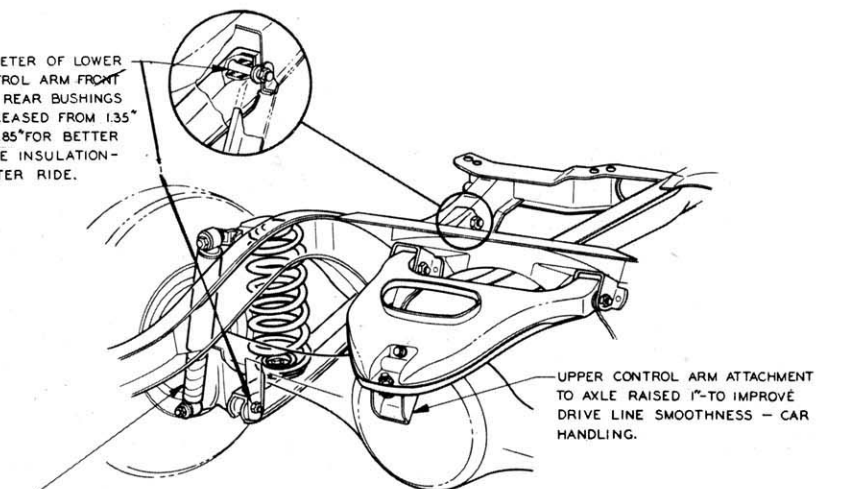
## BODY

Low, sleek lines haven't curtailed headroom in the wide, beautifully finished interior. Deep footwells on either side of Pontiac's X-type frame in the rear compartment have enabled the designers to retain the comfortably erect seating positions. Front compartment has been made roomier for '60 by virtue of a smaller transmission which, in turn, needs less of a central tunnel. Seating position up front is good, legroom excellent. Interior upholstery and trim ranges from the practical, durable cloth and coated fabrics in the Catalinas to the downright luxury of leather in the Bonnevilles.

## CHASSIS

Pontiac's chassis-frame and suspension system—which provided a great combination of soft ride and stable handling on the '59 models, has been further improved for '60 to blot out even more surface vibration and bring the handling to near effortless levels. It's been done with large bushings on rear control arms, new mounting for rear suspension lateral control arm and new shock absorbers less affected by temperature change and longer wearing. Pontiac maintains coil springs all around—after all, why tamper with success?

DIAMETER OF LOWER CONTROL ARM FRONT AND REAR BUSHINGS INCREASED FROM 1.35" TO 1.85" FOR BETTER NOISE INSULATION—SOFTER RIDE.



NEW SHOCK ABSORBERS—NYLON SLEEVED CONTROL PISTON, NEW TYPE OIL—PROVIDES MORE UNIFORM CONTROL OVER EXTREME TEMPERATURE CHANGES—GREATER DURABILITY.

UPPER CONTROL ARM ATTACHMENT TO AXLE RAISED 1" TO IMPROVE DRIVE LINE SMOOTHNESS—CAR HANDLING.



# CAR CRITIC JIM WHIPPLE REPORTS ON THE '60 PONTIAC



So tremendous a change has been made in Pontiac's styling that people will have to check the nameplate to make sure of the car's identity. Anybody who expected the '60 Pontiac to turn up as a warmed-over version of the '59 will find himself gazing at another make entirely.

For 1960, Pontiac styling manages to combine the sleek and the massive, two qualities rarely brought together successfully in the design of one motor car. A look at Pontiac's impressively simple new grille gives little clue to the car's price bracket. Those crisp horizontal lines of the grille bars would not be out of place on a car costing \$5000.

The car's side panels are entirely new sculptured metal in a design scheme that completely eliminates the vertical fins. For those buyers who have "had" fins after all these years, the '60 Pontiac's styling represents something new and refreshing. Hood, front fender tops, rear deck and fenders are smooth, horizontal surfaces. They're somewhat divided from the panels by horizontal creases so that hood and deck areas appear to be wing surfaces of some new supersonic craft. Pontiac calls it "airfoil" design which is pretty accurate. Admirable restraint has been shown in the use of chrome. There's just one sweeping line from front to rear plus a thin edge of trim on the rear fender airfoil.

Pontiac's styling adds up to a low, sleek, wide-appearing car. It has the feeling of crisp, modern, tasteful styling that made the '59 Pontiac a head turner, yet it appears to be an entirely different car.

On the road, the new Pontiac isn't too much changed in its behavior from the '59 and for the very good reason that the engineers did their work so well that there was little room for improvement in either ride or handling.

Believe me, the '60 Pontiac ride leaves little to be desired. It's ultra soft . . . so much so that comparison with a 1956 Pontiac, for example, makes it difficult to believe that the two cars were designed by the same engineering staffs and built in the same plants. Scientific use of acoustical materials on the underbody of the car deadens road noise and gives it a hush-hush ride.

Pontiac's ride proves that you can have your cake and eat it, too, as the suspension's tremendous ability to blot out small wiggles and bumps of surface roughness means that on really big bumps and rail crossings you won't pitch wildly.

Pontiac's suspension combines excellent control through shock absorbers and anti-roll bar. But the secret of the soft yet stable ride lies in the basic design of the suspension and the car itself. Pontiac's low center of gravity combined with relatively high roll center cuts down the sway to the absolute minimum. This high roll center is due to the ratio of the wide tread to low chassis height—Pontiac explains it simply and graphically as "Wide Track-Wheels." Although you may think that this is just a copywriter's catchphrase, take my word for it, a rock-solid principle of mechanics is involved and it helps make the Pontiac one of the most stable, "even-keel-est" of medium-priced cars.

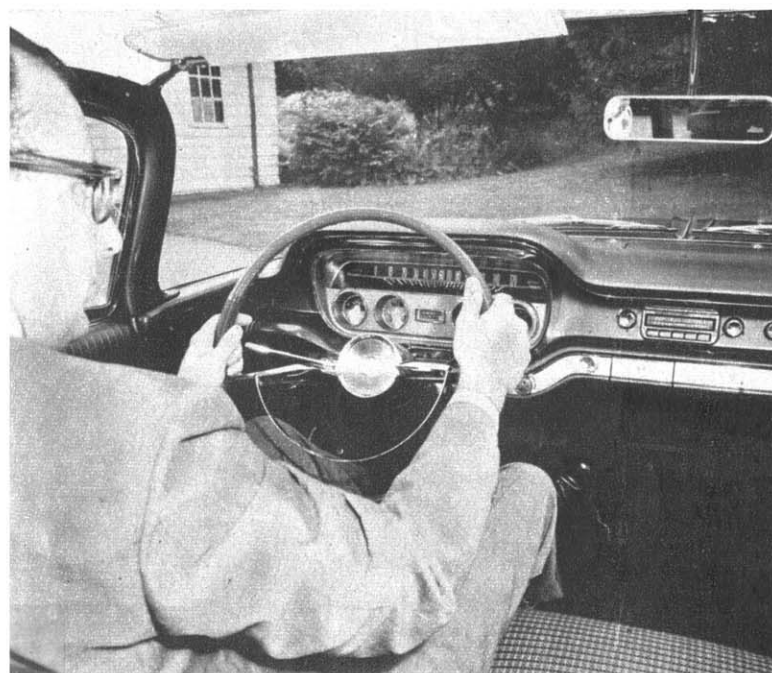
The '60 Pontiac that I test-drove was a Catalina Vista four-door hardtop which was not equipped with Hydra-Matic or power steering. However, it took me about ten minutes to discover this fact because Pontiac's recirculating-ball manual steering gear is so light and easy in action. Only when I started to turn the front wheels while the car was motionless on dry pavement was the omission evident. You could drive a manually-steered Pontiac from coast to coast and never miss power steering unless you had to park in a tight space.

But, since most of us have to do a lot of parking and maneuvering in close quarters and heavy traffic these days, power steering will be a pretty logical option.

Don't hesitate to order Pontiac's power steering because it's one of the very best setups ever designed on either side of the Atlantic. It never seems to "take over."

Adding to the precise easy control of the '60 Pontiac is Hydra-Matic, a thoroughly up-to-date version of the automatic that's really stood the test of time. Hydra-Matic is my favorite automatic because its four separate speeds or gear ratios come closer to providing the efficiency and economy of manual transmission than any other automatic I know.

CONTINUED



Pontiac's new instrument cluster is covered by a glass faceplate that slants forward under a projecting hood which eliminates glare reflection.

Car critic Whipple gives a graphic demonstration of Pontiac's wide rear door opening which greatly facilitates passenger's exit and entrance.





For most people, Hydra-Matic is a completely automatic, set-it-and-forget-it proposition. For others, like myself, it can combine the best of both possible worlds, carefree automatic smoothness plus the option of four useful ratios. You can select third speed for positive control in traffic with terrific pickup, or move the lever into the left hand "Drive" position for the overdrive economy of 4th gear.

Pontiac's Hydra-Matic is also the most versatile automatic transmission for mountain driving that I've ever tried. It gives you a total of three lower gear ratios for engine braking downhill, plus use of second or third gears for climbing at the most efficient and powerful speed for your engine. Hydra-Matic is the perfect transmission for both the man who likes to control his car's gear ratios, and his wife who doesn't know or care what a gear ratio is but merely desires easy, quiet, smooth "push-down-and-go" driving.

Pontiac has smooth, powerful brakes that do a great stopping job. Since Pontiacs are solid-heft cars with station wagons weighing in at two tons, power brakes will be a welcome option for most people.

Rounding out the ease-of-control on the '60 Pontiac and making the driver's life more enjoyable is a new instrument cluster consisting of a horizontal speedometer dial over a row of gauges and warning lights. The speedometer's glass faceplate is slanted forward under a projecting hood so that no glare is reflected to the driver from the faceplate; also no glare of instrument lights is reflected from the panel to the windshield.

Steering wheel position is comfortable, with two inches more room between steering wheel and front seat. Pedal locations are also excellent. Pontiac's sweeping wrap-up-around-and-over windshield gives good vision, but for short statured drivers, the power seat option will be a great boon allowing the most restful leg-to-pedal dimensions plus a proper height to permit a good sightline over the right hand corner of the hood.

A very worthwhile improvement has been made in front compartment comfort by Pontiac this year in reducing the height and width of the tunnel over the transmission. In the rear compartment, deep footwells give you a comfortable, erect seating position.

The 1960 Catalina passed my critical seating test which is simply to sit in the front seat, slide it, all the way back to accommodate my 6-foot 3-inch frame, then switch to the back seat and check knee room. Pontiac made the grade with room to spare. Any car that will seat over-six footers front and rear comfortably is definitely big enough where it counts most.

I found Pontiac's interior trim and upholstery of good quality and properly fitted on the lowest priced Catalina model; thoroughly competitive with other medium-priced cars. However, it is the genuine leather available on the Bonneville that really intrigues me. For my taste, leather is *the* interior finish for a car and one that's been away from the medium-price field too long.

Pontiac has a wide choice of different versions of its 389 cubic inch engine. Horsepowers range from 215 to 318. Compression ratios go from 8.6 to 1, permitting the use of regular gasoline to 10.75 to 1 which demands premium fuels. In my opinion, the "425-E" engine option which combines Hydra-Matic with lower compression and a two-barrel carburetor for 215 horsepower is just the ticket for 9 out of 10 Pontiac buyers. This engine develops 390 lbs ft of torque at 2000 rpm compared with the premium triple two barrel engine's 430 at 3200 rpm. In other words, the economy engine has plenty of pulling power in the medium-speed ranges where 95 out of every 100 drivers want it and need it. The super-power 303 and 318 horsepower engines offer mainly higher top speed potential for those who may choose or find a need for it.

To sum up the '60 Pontiac: a sleek yet sedately styled car with the quiet elegance of the top luxury cars plus a rich interior finish and appointments. Riding comfort is equal to cars with higher price tags while roadability and ease of control will make the driver's job a real treat.



*Jim Whipple shows capacious trunk compartment, top, comfortable seating position for the driver, middle, and ample headroom and legroom in rear compartment.*

