



Whitewall tires optional at extra cost

PARISIENNE SPORT COUPE

Pontiac's come up with another beauty! It's your year to come UP with Pontiac. How about this one? Take a look at that distinctive front end that could only say Pontiac, and that new rear design that's sure to have the greatest following on the road. In between? Every smooth flowing line displays Pontiac's sweeping new looks. But there's more... the interiors are so tastefully appointed they are unmatched even by some of the more expensive

cars; those wide doors welcome six at a sitting; the ride, why it's simply just the best in its field. And then, there's a choice of 33 models in 9 series, a wide range of engines and transmissions, a rainbow of colors, a long list of power options, and a pile of other extras. But that's the '63 Pontiac. It's a great one—a long way UP and away from the everyday. **Strato-Chief • Laurentian • Parisienne • Catalina Star Chief • Bonneville • Grand Prix • Tempest • Le Mans**



Here's what the other '63's wish they looked like... **PONTIAC**
A GENERAL MOTORS VALUE