



A GENERAL MOTORS VALUE

PARISIENNE SPORT COUPE

Lifts you up and away from the everyday!

This is the 1963 Pontiac. It's the one new car that you can own that makes you eagerly anticipate every minute behind the wheel. Why? Drive it and see. Its response is so satisfying all you'll feel is a never-ending thirst to go. Its performance—it's Pontiac performance, sure, confident and dependable. And as you'd expect, Pontiac does everything perfectly. It handles with the smoothness of

a full-striding thoroughbred. (Its ride makes sure things are always calm and quiet.) And Pontiac's appearance is so unique most people recognize it as the styling standout for 1963. There's hardly a thing about Pontiac that won't make you feel extraordinary. Just choosing it as your car puts you in a class apart. And from there on you're on your own, a long way up and away from the everyday.

Whitewall tires optional at extra cost.

STRATO-CHIEF • LAURENTIAN • PARISIENNE
CATALINA • STAR CHIEF

'63 PONTIAC

BONNEVILLE • GRAND PRIX • TEMPEST
LE MANS