



Pontiac Motor Division • General Motors Corporation

*optional at extra cost **up to 166 bhp at extra cost

I'm sure it's a lovely car, Destry, but in the bedroom . . . ?

Some cars have personality. They're the kind you hate to leave out in the rain (and not just because you're too lazy to start polishing all over again). The kind that bring back a long-disremembered sensation: That excitement you felt when you bought your first car. The new Le Mans is like that.

It isn't just the way it looks; there are other cars almost as good-looking as the '63 Tempest Le Mans. It isn't just the bucket-type seats or the floor shift or the extra-cost-option tachometer; other cars have pretty reasonable versions of this pizzazz.

It's when the thing is turned on and set in motion that the new Le Mans starts to worm its way into your affections,

develops that personality we were speaking about.

Some of it comes from the way our new 326 cu. in. V-8 rouses its 260 bhp and makes tracks (our 115 hp 4** with gentle thirst and the manners of an 8 is still standard equipment). Still more of it comes from the way the new rear suspension handles the handling. You point it, it goes that way, and no shilly-shallying.*

The quieter, more positive shifting automatic, the self-adjusting brakes, the 20-gallon gas tank (up from 17), the beefier differential unit, they're all nice. But it's the personality we like best about our new Le Mans.*

Pontiac Tempest