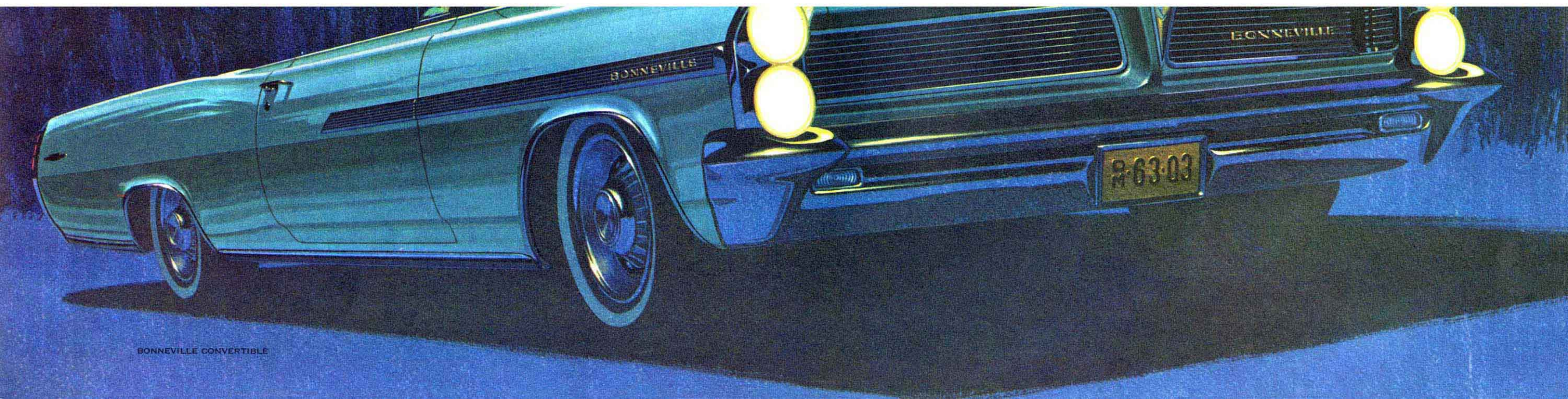


Come see our '63 Pontiacs

It takes people who like cars (like us) to come up with one like this

The more you drive a Pontiac, the more you realize that drivers design them. □ By "drivers" we mean men to whom a car is more than just a means of transportation. They like cars that go where they're pointed, that translate arm and leg movements into precise and immediate action. □ The result of driver-designing is a car that's rewarding to both the engineer *and* the owner. Take a look at some of our dandy tailoring options on page 31. Know of any other car builder who goes to the length we do to make sure an owner can select exactly the car he wants? □ Anyone can see we've altered the looks for the better, but we've improved a lot of other things as well for '63. A Pontiac's brakes are now self-adjusting, for example. Back up, put on the brakes, and the job's done. Then there's the new Delcotron a.c. generator—it's lightweight, simpler to service, requires no lubrication, and charges the battery even at idle. □ The ride's even better, there's a wider Wide-Track, and options at extra cost include an adjustable steering wheel, power steering, brakes and windows, and an FM-AM radio, to name just a few. □ Circ-L-Aire heater and defroster are standard (although cars may be ordered without this equipment, at reduced cost). □ A Pontiac may not be all things to all men, but we honestly don't think there's a car that comes closer to that ideal than our '63.



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BONNEVILLE SPORTS COUPE

The Bonnevilles . . . for those who want the finest we build—and don't mind paying a bit more to get it.

Bonnevilles showcase our attitude about building highly gratifying cars. You can pick one out four furlongs away by its distinctive side trim. Get a little closer, though, if you want the full effect of its sculptured metal and elegant interior.

□ Bonnevilles come equipped with a 389-cu. in. Trophy V-8, producing 303* effortless horsepower. (For a few extra dollars you can go on up to 370 hp.) The wheelbase is no less than 123 inches. Quite a car.

*With Super Hydra-Matic at extra cost.



A Bonneville driver, his hands cradling a custom steering wheel, faces a dash panel that combines elegance with easy-to-read instrumentation. Polished walnut and brushed stainless steel inserts sweep the full width of the dash, hooded by a full instrument panel cushion. Courtesy lamps, two-speed electric wipers, electric clock, and a padded assist grip are just a few of the things that come as standard equipment on the Bonneville.

The standard seats are superbly comfortable. Of fine woven fabrics, Morrokide, or real leather and Morrokide, they complement the over-all aura of sophistication. Further tailoring of the car to your personality and driving requirements is a simple matter of picking from the almost endless list of accessories and optional equipment. Just tell the salesman what you have in mind. He can make a Bonneville something to remember.

Interior of the Bonneville Vista is of lustrous hand-rubbed Morrokide (as shown below), or of Patrician pattern cloth. It's offered in eight trim combinations. The Convertible sports genuine leather seats, with buckets up front at extra cost. Lavish deep pile carpeting and extra body insulation make for an almost murmurless ride. Also available at extra cost is a steering wheel that's adjustable for height and tilt—set it to suit your own driving style.



BONNEVILLE VISTA

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*With Super Hydra-Matic at extra cost.



STAR CHIEF VISTA

The Star Chiefs . . . for some very special people, we blend spaciousness, luxury, and simply stated styling.

Star Chiefs have the best reason for being that we can think of: A loyal body of owners simply wouldn't buy anything else.

Becoming a member of the group is a simple matter of getting acquainted with the way Star Chief treats its owners.

9



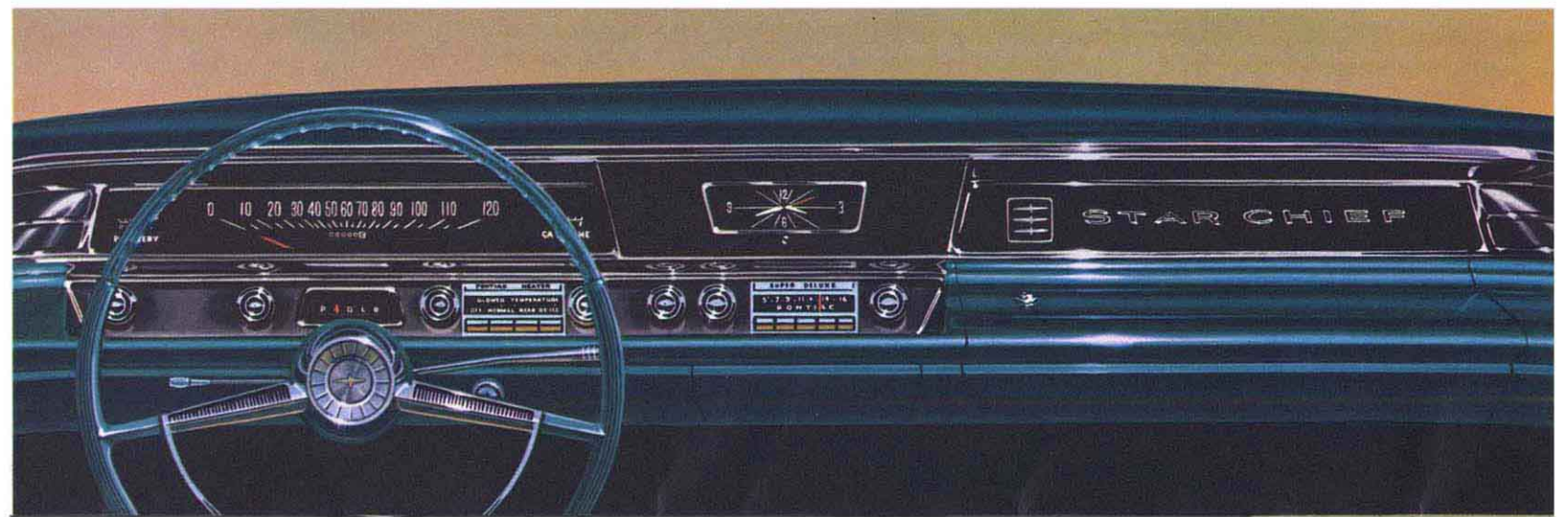
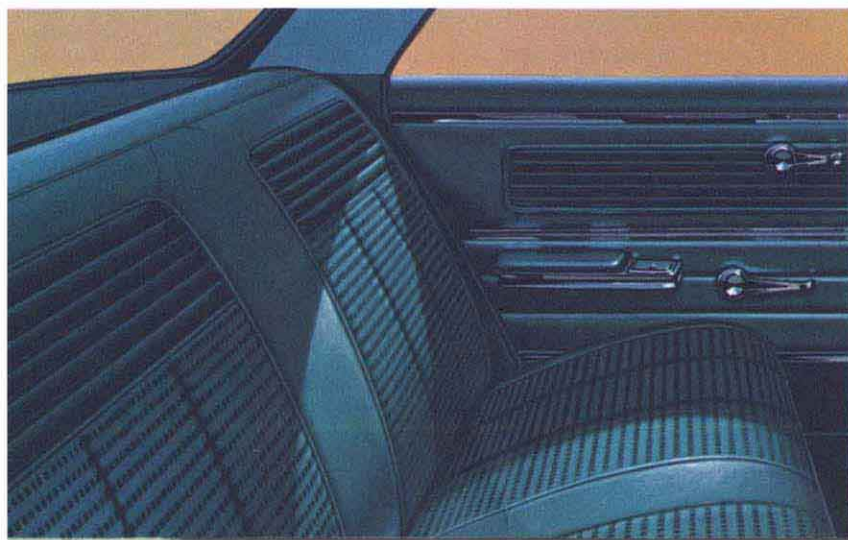
STAR CHIEF 4 DOOR SEDAN

11



We spend lots of time on our interiors because we know that's where you spend lots of yours. There's a choice of all-Morrokide or fastidiously tasteful Premiere pattern cloth combined with Morrokide for the seats and trim, complemented handsomely by the lush pile carpeting.

Star Chief control starts with the custom steering wheel, which is positioned just right for the majority of drivers (there's a tilting steering wheel available at extra cost if you want to adjust the height and angle yourself). All the other controls are rounded and recessed into coves in the dash for added safety. Instruments are grouped so they tell their tale at a glance.



Star Chiefs have a way of quietly displaying their owners' taste and discrimination. Call it progressive conservatism, if you like.

- Their manner of going is sumptuously silent. The long, 123-inch wheelbase and wider Wide-Track have a wondrous way of smothering road irregularities.
- There are two Star Chiefs: the 4-door Vista, which is a hardtop, and the 4-door sedan. Propulsion is supplied by the 283-hp* Trophy V-8. Both have as standard equipment such things as a trimmed luggage compartment, two-speed electric wipers, de luxe wheel discs, sound-soaking extra body insulation . . . the list goes on, but we won't; Star Chief could take up almost a whole catalog by itself.

*With Super Hydra-Matic at extra cost.



STAR CHIEF 4 DOOR SEDAN

The Catalinas . . . we don't budge an inch on the craftsmanship and quality of these lowest priced Pontiacs.

Frankly, some people find Catalinas a little too good to be true. How come a car this good looking costs so little? they ask. There must be a catch. □ For the life of us we can't imagine why anyone should think that way. It doesn't cost anything extra to design a good-looking car, or to arrange its mechanical parts so that they perform hyperefficiently. What it does take is imaginative thinking. And the desire to build cars for *drivers*. Something like the Catalina is bound to be the result.

CATALINA CONVERTIBLE





ABOVE, CATALINA SPORTS SEDAN

CATALINA 4 DOOR SEDAN

We build Catalinas for just about every taste and purpose. For the economy-minded we put out a 215-hp, 2-barrel, 389-cu. in. Trophy V-8 that burns regular gas. If you want more punch in your driving, you can get engines ranging all the way up to 370 hp*. Did we say versatility? □ If you think the lowest priced Pontiacs stint on comforts, just listen: Standard equipment on Catalinas includes electric wipers, dual sun visors, cigarette lighter, foam front seat padding—and wider Wide-Track. Wheelbase is 120 inches. Pontiacs are as sure-footed as they come!

*Optional at extra cost.



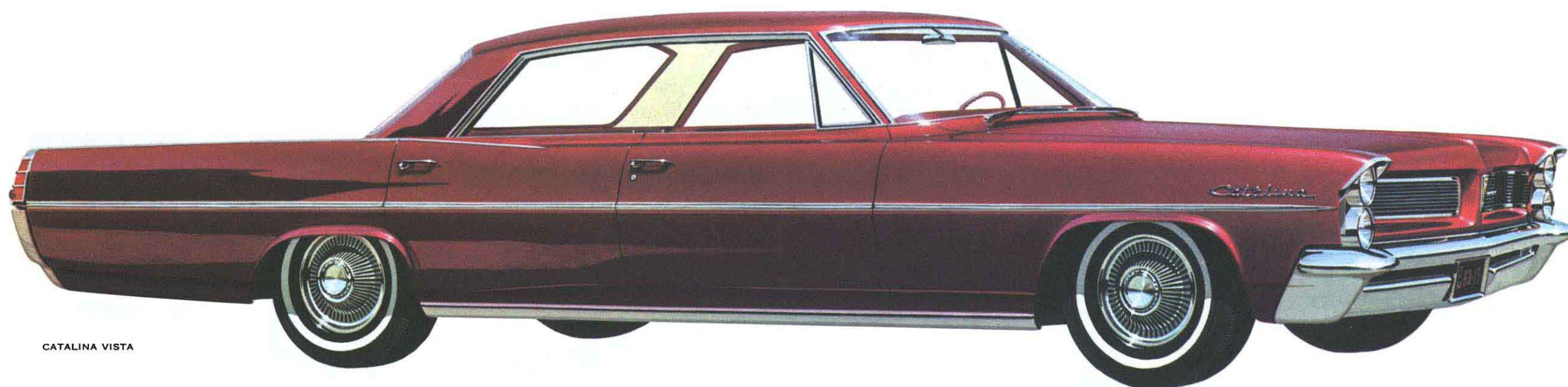
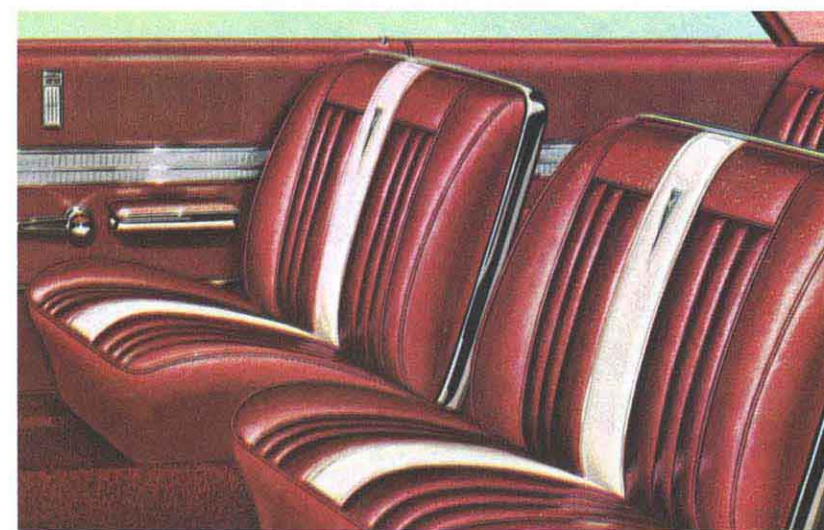
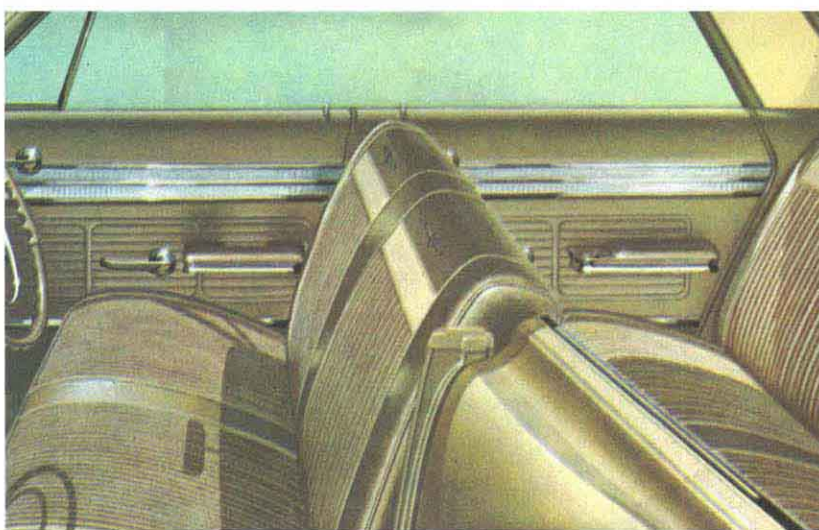
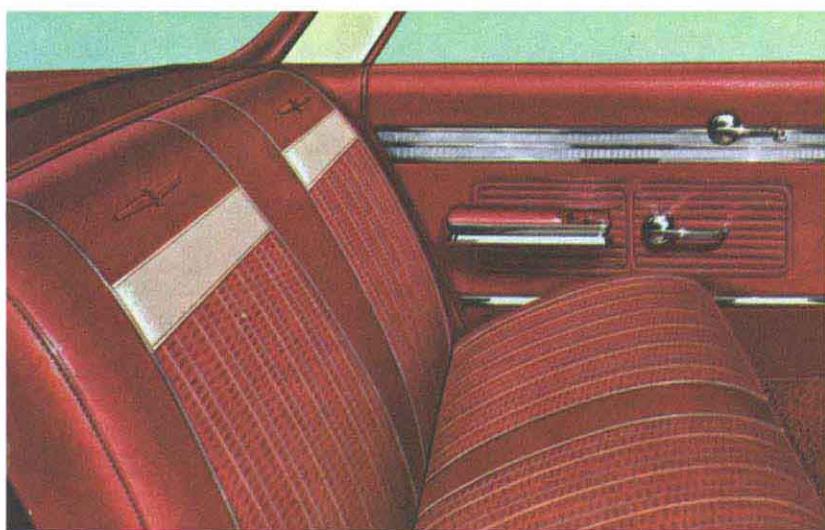
CATALINA SPORTS COUPE

A Catalina is versatility personified. It comes in all sorts of bodies, and with all sorts of engines, transmissions and axle ratios... a supporting cast too numerous to mention, as they say in the movies. Even in its barest form it gladdens the eye. Tailored to the individual driver—as only a Pontiac can be—it functions almost like an extension of your body. □ The basic Catalina comes with a 3-speed column shift and no power equipment. A lot of people want them that way. Could be you'd like to spread your wings, though. A look at our optional equipment and accessories on page 32 should give you ideas. Part of the fun of buying a Pontiac is in picking the pieces you want, telling us how you want it built. Care to try it?

No reason why a comfortable interior shouldn't *look* nice as well. Standard seats in the Catalina (4 door and Sports Sedan left, 4 door Vista and Sports Coupe center) are of fine woven fabrics combined with

Morrokide. (All hand-rubbed Morrokide in the Convertible, elegantly overlaid on foam padding.) Deep pile carpeting—color co-ordinated with the upholstery—stretches from door to door. For an extra meas-

ure of luxury, specify the Ventura Custom interior*, of hand-rubbed Morrokide throughout. Bucket seats (below) are optional at extra cost with this interior in the Sports Coupe. *Optional at extra cost.



CATALINA VISTA

A Catalina is versatility personified. It comes in all sorts of bodies, and with all sorts of engines, transmissions and axle ratios... a supporting cast too numerous to mention, as they say in the movies. Even in its barest form it gladdens the eye. Tailored to the individual driver—as only a Pontiac can be—it functions almost like an extension of your body. □ The basic Catalina comes with a 3-speed column shift and no power equipment. A lot of people want them that way. Could be you'd like to spread your wings, though. A look at our optional equipment and accessories on page 32 should give you ideas. Part of the fun of buying a Pontiac is in picking the pieces you want, telling us how you want it built. Care to try it?

The Safaris . . . a handsome way of toting portmanteaus and people. We make three kinds of wagons—the 6- and 9-passenger Catalina Safaris and the 6-passenger Bonneville Safari (shown below). Wagons are for packing children, dogs and stuff into. Our Safaris do this sort of thing exceedingly well. Example: They can carry a 4' x 8' sheet of plywood, flat. And our 6-passenger wagons have a nifty under-deck storage compartment. True, the Bonneville does these things more luxuriously than the others, but then it should; it costs a bit more.

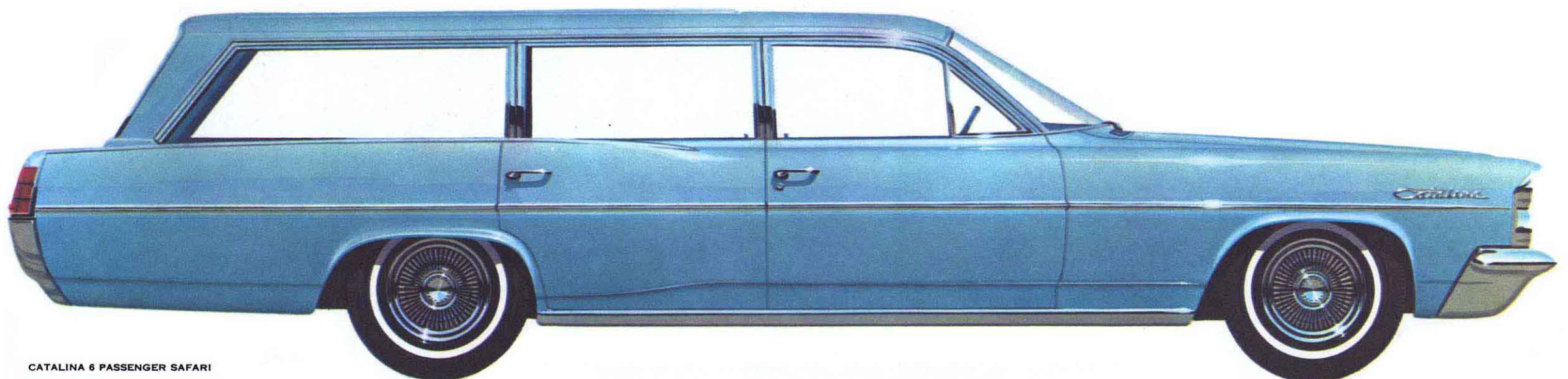
BONNEVILLE CUSTOM SAFARI





CATALINA 9 PASSENGER SAFARI

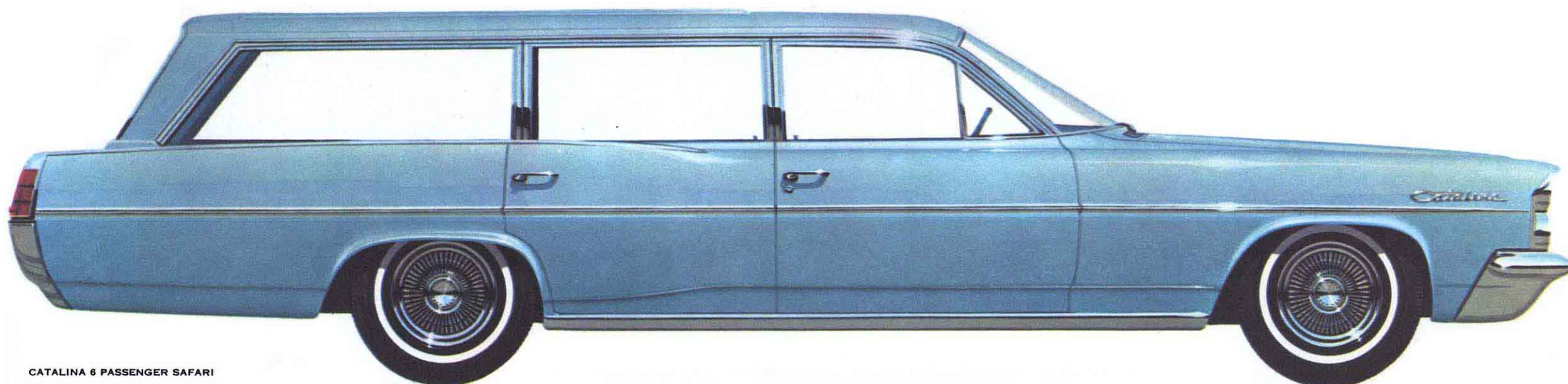
For big broods, or large loads, the Catalina 9-passenger Safari is pretty hard to beat. It lacks none of the niceties that go into the sedan and coupe Catalinas, while providing a bonus in the form of an observation seat facing backwards. It's kind of fun watching the road reel out behind you, and invaluable for people who want to remember the way home. On the other hand, if you want to be serious about the whole thing, there's all of 92.1 cubic feet of cargo space to fill in this 9-passenger job.



CATALINA 6 PASSENGER SAFARI



Used to be that owning a wagon meant having to put up with dull, plain interiors. Not so with a Safari. We make them so they take a lot of punishment, clean easily, yet look good in the bargain. The Bonneville Safari's interior, on the left above, is downright luxurious with its carefully pleated Morrokide seats, its courtesy lamps, and its custom steering wheel, to name but a few touches. None of the clatter of conventional wagons here; deep pile carpeting and extra body insulation work wonders. □ Nice, nicer, nicest. If we *must* grade interiors—and if the Bonneville Safari has already pre-empted "nicest"—then the Catalina Safari, the illustration on the right, will have to settle for "nicer." (Someone ought to think up a word in between.) Morrokide seats, lavish carpeting, fully trimmed cargo compartment, dual sun visors, vinyl headlining—all these are standard equipment, plus a power tailgate window for the 9-passenger Safari. Don't stint yourself—we didn't.

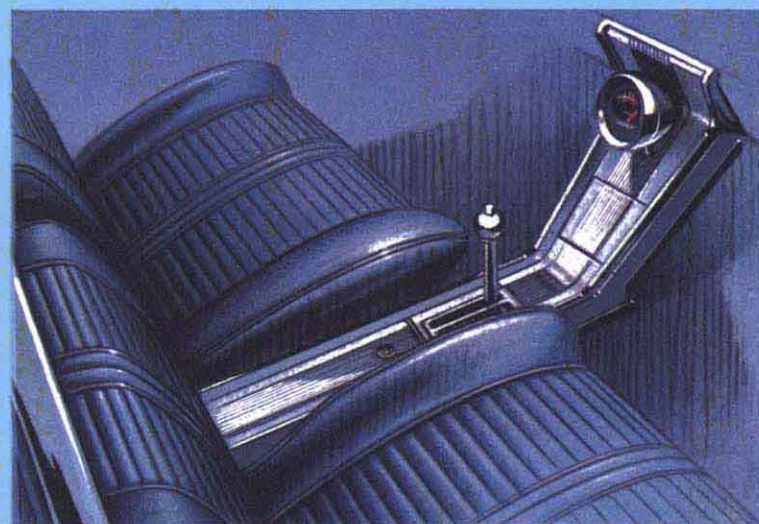
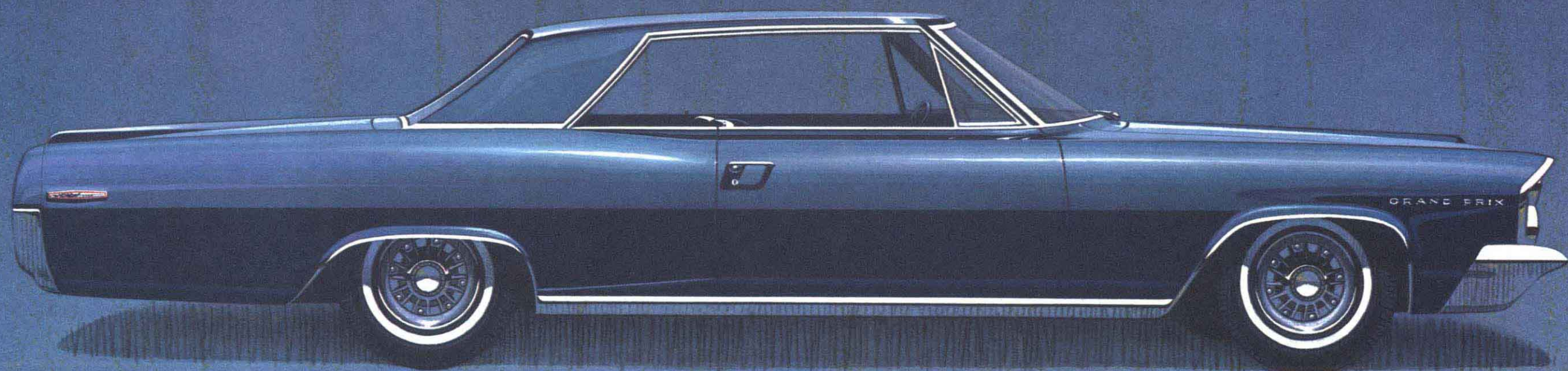
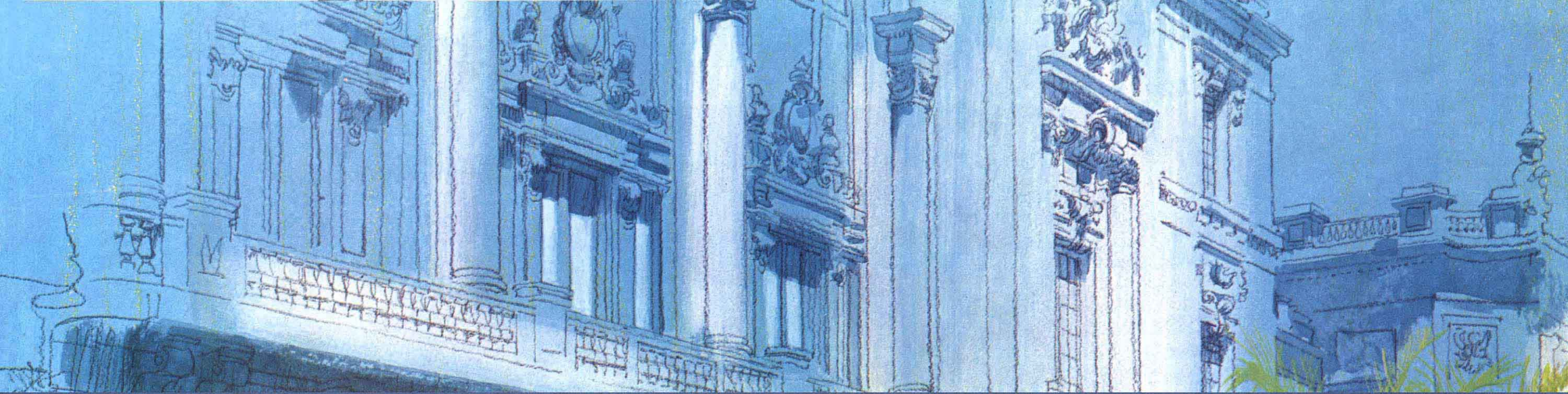


CATALINA 6 PASSENGER SAFARI



GRAND PRIX SPORTS COUPE

This is a Pontiac? This is a Pontiac Grand Prix. With a look all its own, an air of being able to cope with anything it might encounter, the new Grand Prix is grand touring in the best North American manner. Which translates into massive performance *and* comfort. It's a pretty aggressive statement, as you'd expect when there's a healthy Pontiac engine growling away under the hood. Just how forcefully your GP talks is up to you—choose from engines up to 370 hp*. *Optional at extra cost.

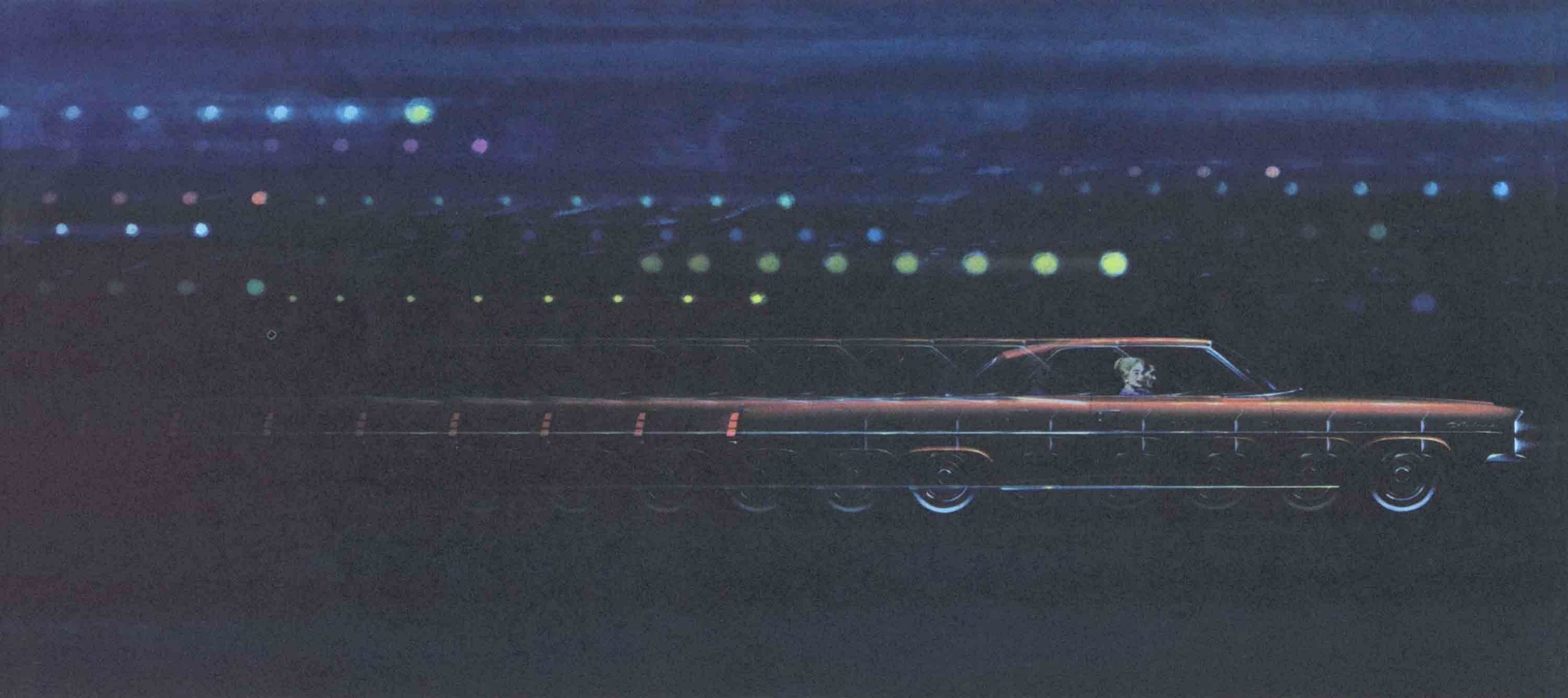


Bucket seats are standard equipment on the Grand Prix, as are 2-speed electric wipers, a padded assist grip, rear seat center armrest with speaker grille built in, lavish full carpeting, and a custom steering wheel. And that's only a partial rundown! □ A tachometer is standard equipment with manual transmissions, while a console-mounted vacuum gauge is standard with Hydra-Matic (otherwise, it's a dealer-installed item*). A 4-speed floor shift and Roto Hydra-Matic are both available at extra cost. □ The aluminum wheels*—with aluminum hubs and brake drums—pretty well speak for themselves, not that we'll let that stop us. The finned face and drum dissipate heat built up under hard braking, making brakes virtually immune to fade. Only competition drivers actually need them, but why let that spoil your fun? Even if they didn't do a thing for your braking, they'd be awfully hard to pass up.

*Optional at extra cost.

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*Optional at extra cost.



Town carriage or tiger—it's all in the way you order your Pontiac

We build cars for people, not for sales charts. It's a point of pride with us that we give an owner the kind of car he needs, or wants (not always the same thing). We call it tailoring. Below are examples of the way you can order your Pontiac. If none of these quite fits the kind of driving you have in mind, talk to the salesman about it. He'll fix you up from the Special Equipment Catalog; it's loaded with tailoring tips.

Let's say your car is a Catalina. And say, for instance, you do most of your driving in town—to and from the office, shopping, that sort of thing—with an occasional run in the country. Could be that the 230-hp, 2-barrel Trophy V-8E economy engine with Roto Hydra-Matic* would suit you just fine. The low compression (8.6 to 1) lets you run on regular gas, costs less to feed as a result. Prefer a 3-speed column shift? In that case, the corresponding engine would be the 215-hp Trophy V-8, and you can choose between a 3.23 to 1 (standard), 3.08 to 1 (economy), and 3.42 to 1

(performance) rear axle ratio, at no extra cost.

Perhaps a good chunk of your driving is on the open road. In that case, the 267-hp, 2-barrel Trophy V-8 with Roto Hydra-Matic* might be just the ticket.

Maybe you appreciate performance as an end in itself. A sensitive, quickly responsive car delights you. A 313-hp Trophy V-8* with Tri-Power (three 2-barrels) should match your high spirits—although you can go way on up to 370 hp* by just saying the word. Want to stir gears for yourself? Then try the 4-speed floor shift*. Here again you can pick the axle ratio you want (at no extra cost), and they range from 3.08 to 1 right on through to 3.90 to 1.

All it takes to tailor your Pontiac is a few words with your dealer. There's almost no limit to what can be done with our eyebrow-raising list of options and accessories on page 32. Have a look-see.

Great fun!

*Optional at extra cost.

