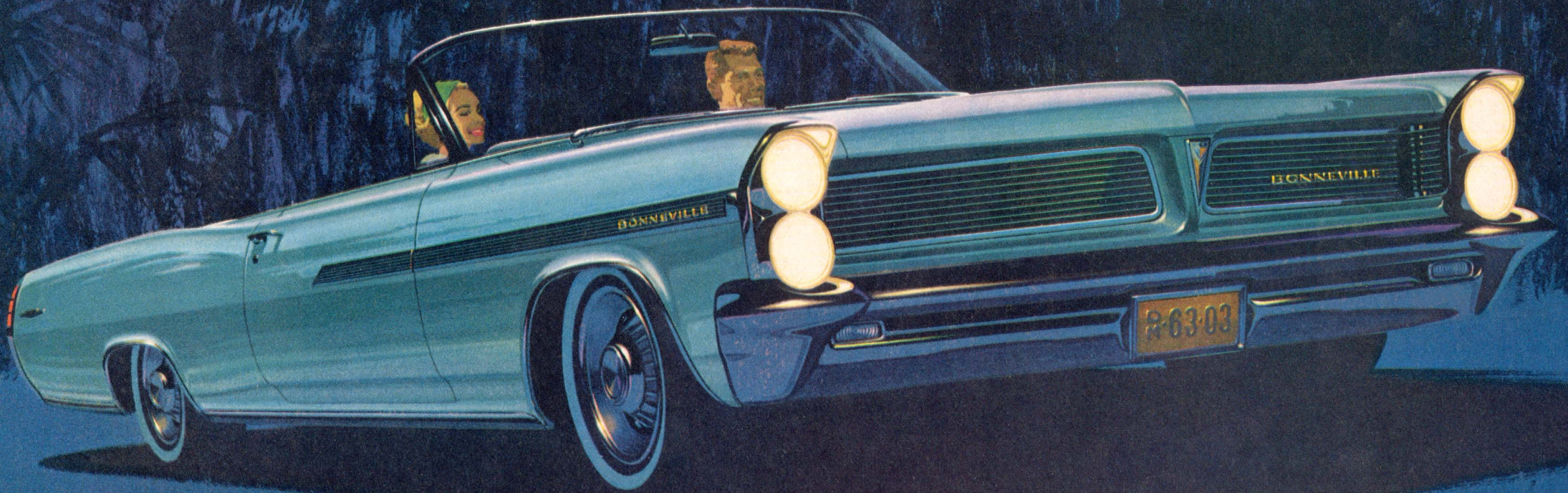
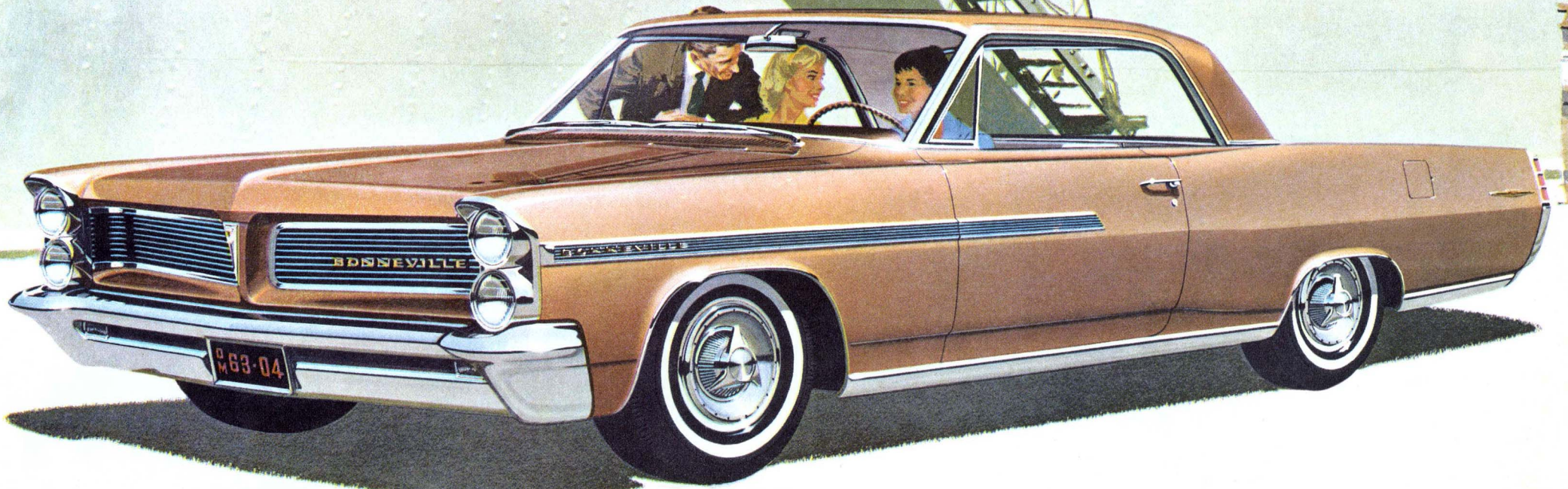


Come see our '63 Pontiacs



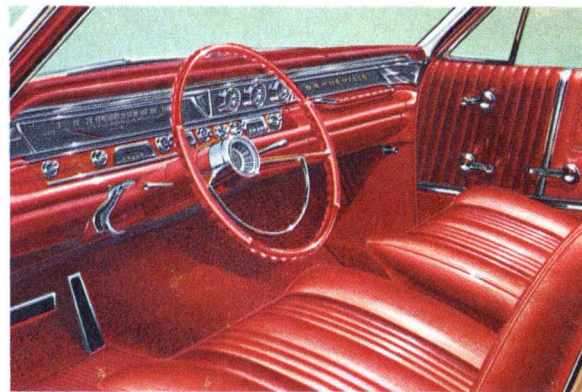


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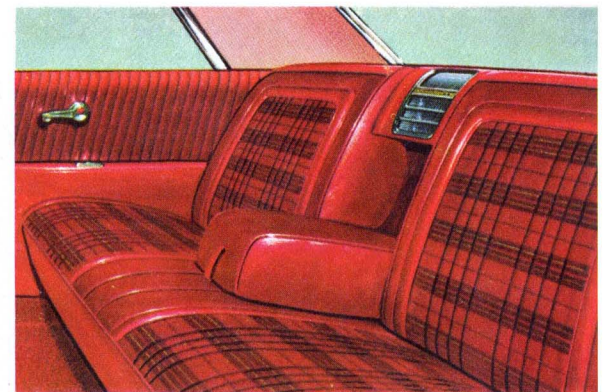
COVER: BONNEVILLE CONVERTIBLE. ABOVE: BONNEVILLE SPORTS COUPE

**The Bonnevilles ... for those who want the finest we build.** Bonnevilles showcase our attitude about building highly gratifying cars. You can pick one out four furlongs away. Get a little closer, though, if you want the full effect of its elegant interior that includes a custom steering wheel and an elegant dash panel. With polished walnut and brushed stainless inserts, no less. □ Bonnevilles come equipped with a 389 cu. in. Trophy V-8, producing 303\* 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.



Leather upholstery is standard in the Convertible. Bucket seats are available in the Convertible and Sports Coupe at extra cost.



Seats of fine woven fabrics, Morrokide, or real leather and Morrokide, complement Bonneville's aura of sophistication. Deep pile carpeting, of course.

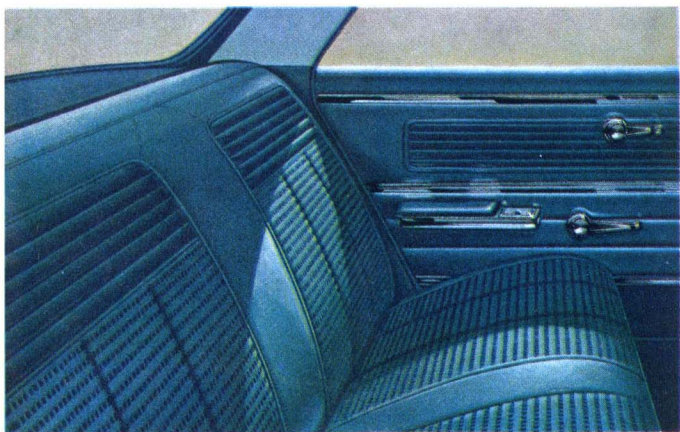


BONNEVILLE VISTA

3



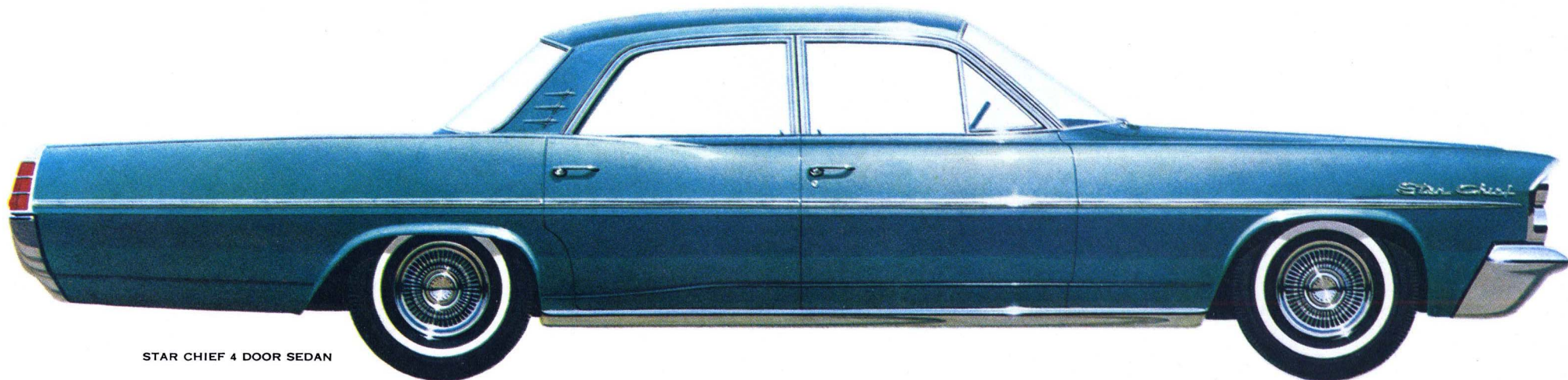
STAR CHIEF VISTA



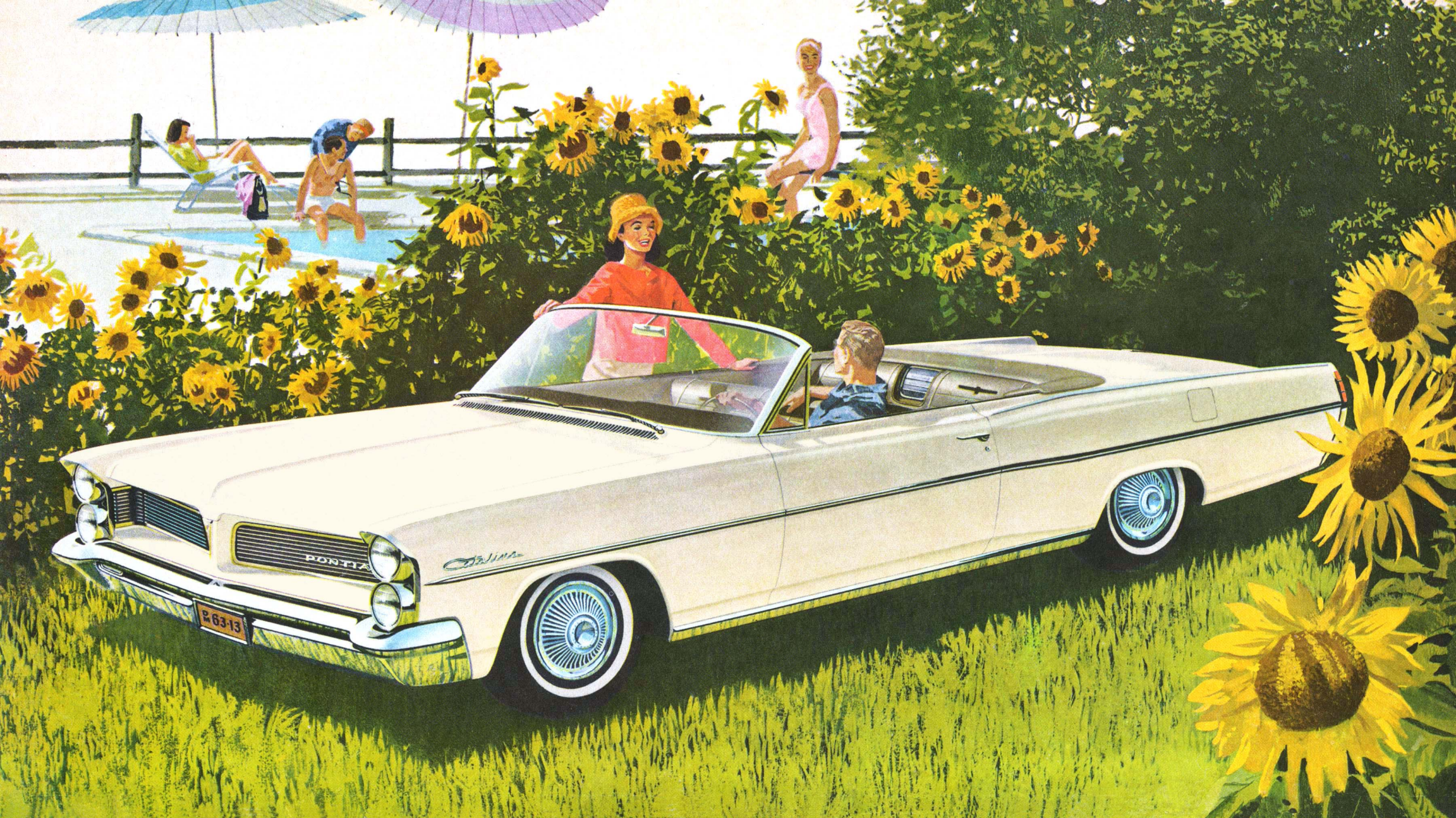
Tasteful Premiere pattern cloth and Morrokide (above), or all Morrokide interiors are presented in richly harmonizing colors.

**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. The Star Chief's 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 custom steering wheel, 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.

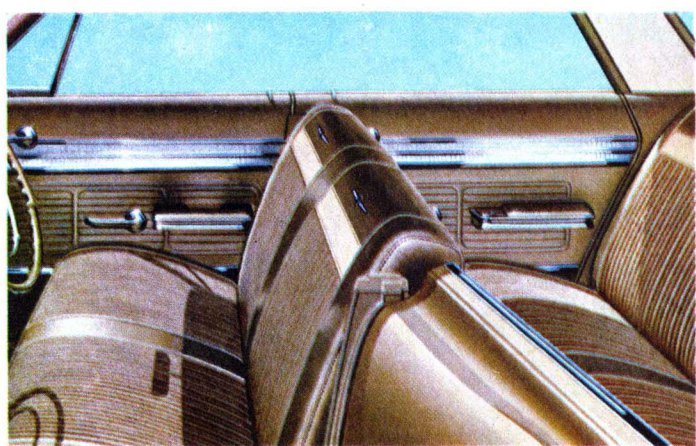
\*With Super Hydra-Matic at extra cost.



STAR CHIEF 4 DOOR SEDAN

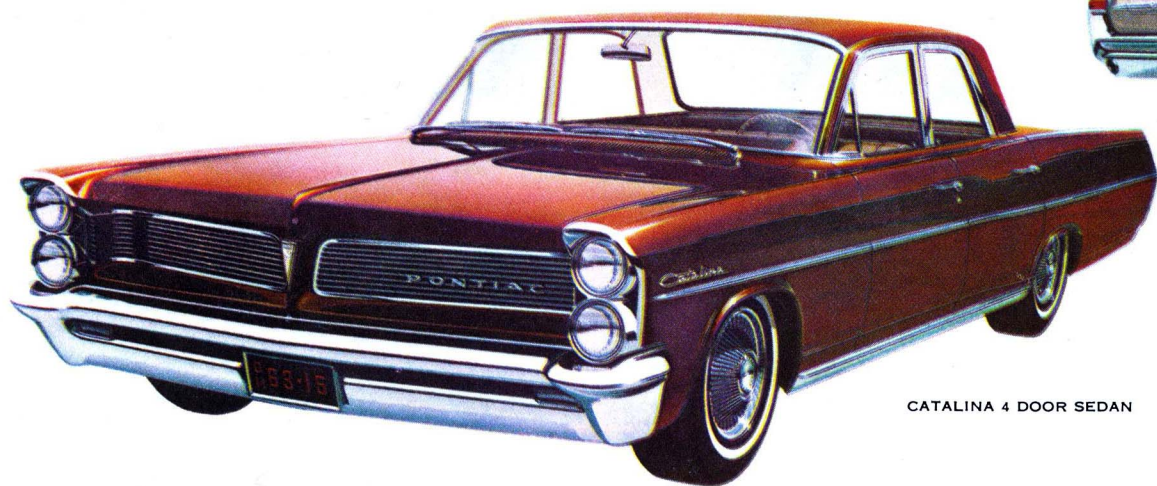


CATALINA CONVERTIBLE



No reason why a comfortable interior shouldn't look nice as well. Standard seats in the Catalina are of fine woven fabrics, with Morrokide inlays. (All Morrokide in the Convertible.)

The Catalinas . . . we don't budge an inch on the craftsmanship and quality of these lowest priced Pontiacs. Frankly, it doesn't cost anything extra to design a good-looking car, or to arrange its mechanical parts so that they perform hyperefficiently. 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? □ Standard equipment on Catalinas includes electric wipers, dual sun visors, cigarette lighter, potent Circ-L-Aire heater and defroster (although cars may be ordered without this equipment, at reduced cost), foam front seat padding—and wider Wide-Track. Wheelbase is 120 inches. \*Optional at extra cost.



CATALINA 4 DOOR SEDAN



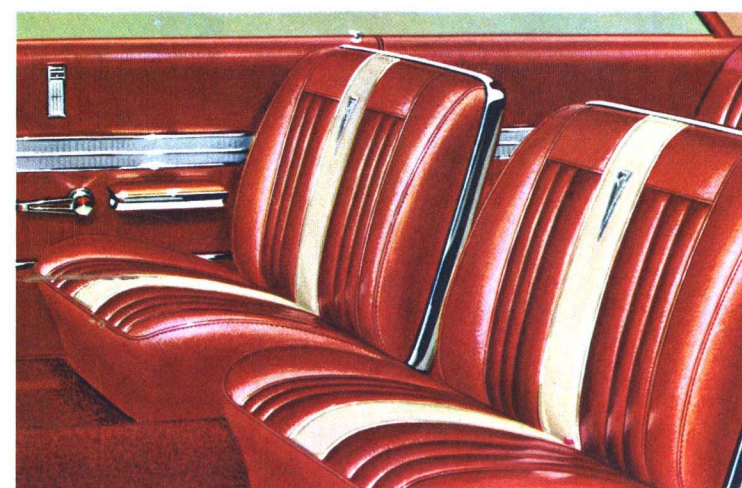
CATALINA SPORTS SEDAN



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. Anyone can see we've altered the looks for the better. Even in its barest form Catalina gladdens the eye. And we've improved a lot of other things as well for '63. 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. Our optional equipment and accessories on page 14 should give you ideas.



For an extra measure of luxury, specify the Ventura Custom interior (above), of hand-rubbed Morrokide throughout. Bucket seats are also available with the Sports Coupe. Both are extra cost options.

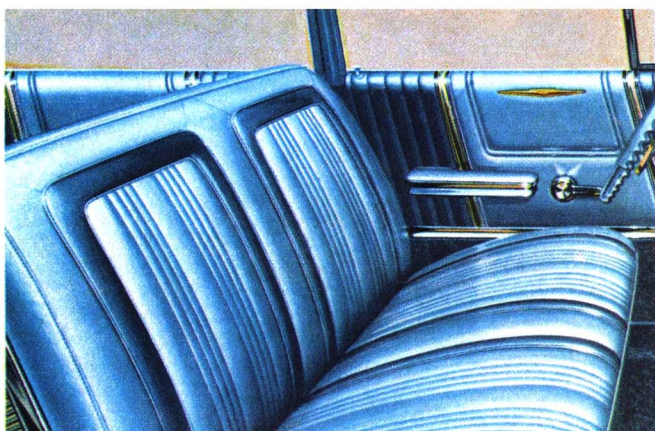


CATALINA VISTA



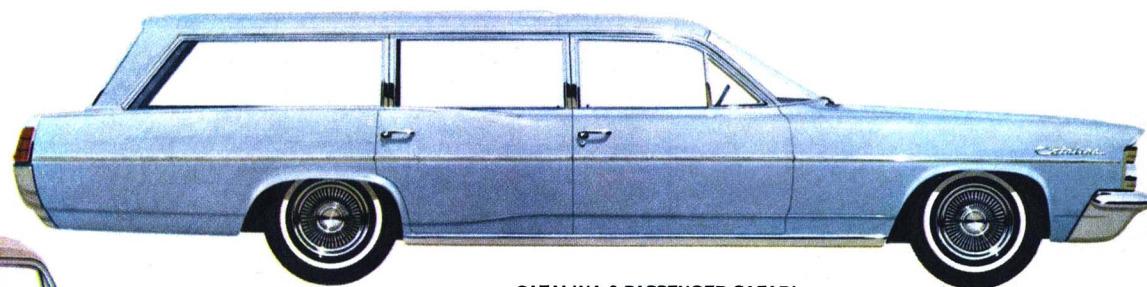
10

BONNEVILLE CUSTOM SAFARI



The Bonneville Safari's interior (shown) displays pleated Morrokide seats, lush, deep-pile carpeting and other tasteful touches that are downright luxurious.

**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 above). 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.



CATALINA 6 PASSENGER SAFARI



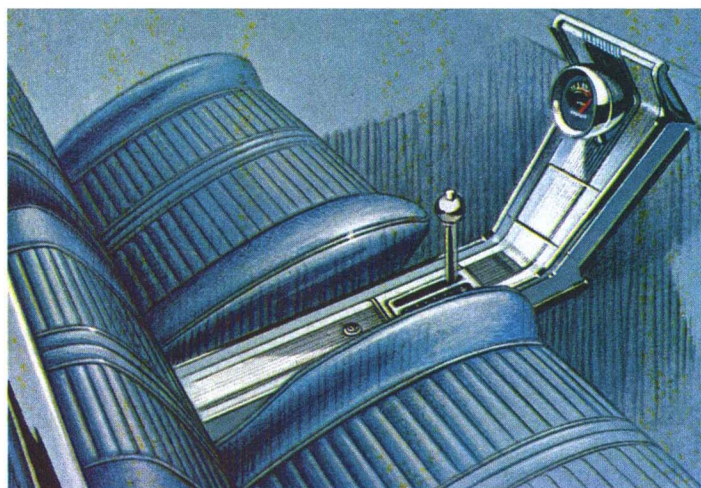
CATALINA 9 PASSENGER SAFARI

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 (invaluable for people who want to remember the way home). 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.

11



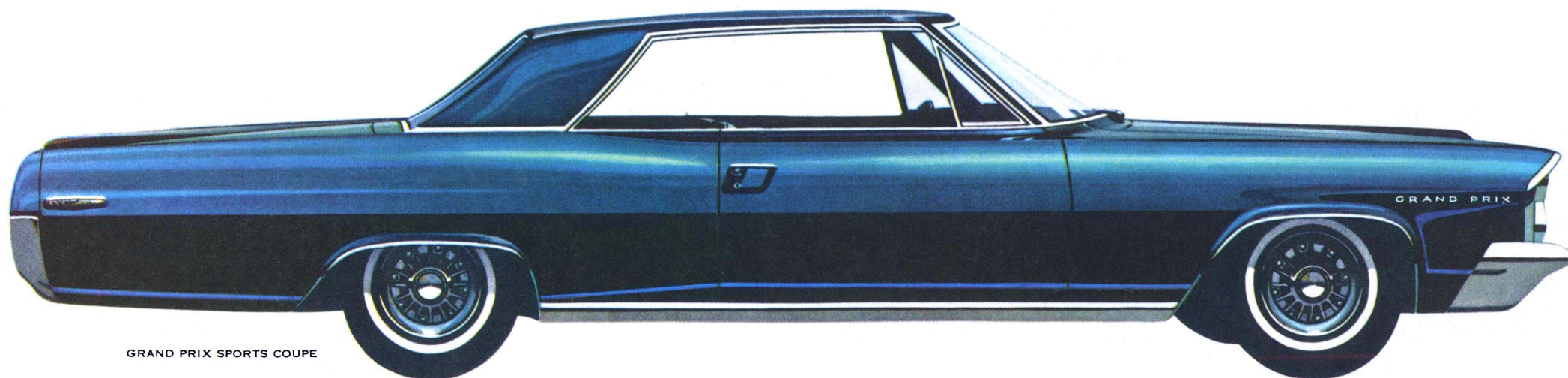
GRAND PRIX SPORTS COUPE



The Grand Prix presents resplendent interiors of expanded Morrokide in a choice of seven colors. Expanded Morrokide, you know, is softer and more pliable than leather.

**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. Bucket seats are standard equipment on the Grand Prix, as are 2-speed electric wipers, a padded assist grip, lavish full carpeting, and a custom steering wheel. The tachometer is standard equipment with manual transmissions, vacuum gauge standard with automatic transmission. A 4-speed floorshift and Roto Hydra-Matic are also available at extra cost. A Grand Prix's 303-hp, 4-barrel Trophy V-8 engine of 389 cubic inches speaks pretty authoritatively. But don't let that stop you if you have it in mind to make an even louder statement. That's what our other engines\* are for.

\*Up to 370 hp at extra cost.



GRAND PRIX SPORTS COUPE





