

## Who but Pontiac would come up with shock absorbers for the outside of a car.

See that painted section in the middle of the front bumper? That's a shock absorber for the outside of a car. It's made of a hard rubber-like substance called "Endura." It looks like steel, but that's where the resemblance ends.

Because Endura "gives" on impact. So, instead of picking up dents, it simply bounces back. Endura can't corrode, either.

Nor is it prone to scuffs and scratches. Which means the front end of a Bonneville not only absorbs shocks, but also looks beautiful doing it.

Same goes for the rear end, because it's made of the same stuff. Same goes for the sides, because each is protected by a vinyl strip. Which should take care of those parking-lot pings once and for all.

The 1969 Bonneville. Built to stay beautiful in a world of lead-footed car parkers, nearsighted door openers and misplaced shopping baskets. You can break away from them all. And enter the private world of Wide-Tracking in the bargain. You can pick up your keys at the nearest Pontiac dealer's.



The Wide-Track Family for '69: Grand Prix, Bonneville, Brougham, Executive, Catalina, GTO, LeMans, Custom S, Tempest and Firebird. Pontiac Motor Division

The year of the Great



Pontiac Break Away.