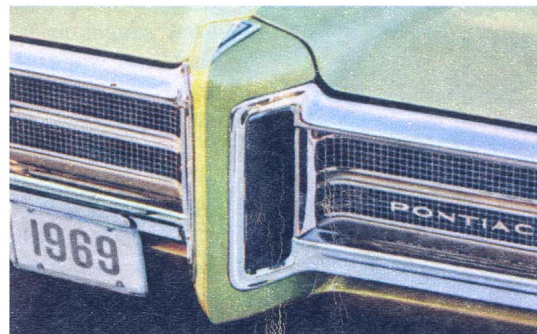




*Grande Parisienne Sport Sedan with optional vinyl roof.*

Pontiac introduces another first...and puts it up front where the action is.



**The bumpable bumper!**

For 1969, Pontiac introduces to the full-size family car class a bumper made from a new resilient material that absorbs minor bumps and pops back into shape. It's specially impregnated with a tough, flexible coating the same glowing color as the car. And it won't fade or corrode. Used right up front where it'll do the most good along with a tough peripheral front bumper, this new resilient center-piece gives Pontiac

a front end unmatched for beauty and practicality. Beauty you'll be proud of every time you go Wide-Tracking in your new Pontiac. Practicality you'll appreciate every time somebody bumps you (or, unthinkable thought) you bump something. The bumpable bumper. Add it to the list. And count the things that count that come from Pontiac.

Every Pontiac has to make it before we mark it



MARK OF EXCELLENCE

**Wide-Track Pontiac**