

# This is a rental car?



This is a rental car!

Granted, not just any rental car. It's a going piece of sporting machinery known as the 1969 Firebird 400. From Pontiac.

With 400 cubic inches of V-8. 330 horsepower at 4800 rpm. 430 lb.-ft. of torque at 3300 rpm. 10.75:1 compression ratio. 4-barrel carburetion. Heavy-duty, fully synchronized 3-speed transmission with Hurst shifter. Dual exhausts. Redline wide-oval tires. Pontiac's famous Wide-Track stance. And an extra-firm suspension.

Now we obviously aren't going to

recommend a Firebird 400 to just anyone who comes to town for a vacation with the wife and five small kids.

Something more family-oriented would be appropriate. Like a

Pontiac Bonneville, Catalina, LeMans, Tempest or even Grand Prix.

But we know that there are a lot of men who travel in rented cars—and who have Firebirds waiting in driveways back home. And the idea of renting anything else on a trip is, at best, disappointing.

We also recognize the traveling, Mitty-type swinger. He doesn't own a

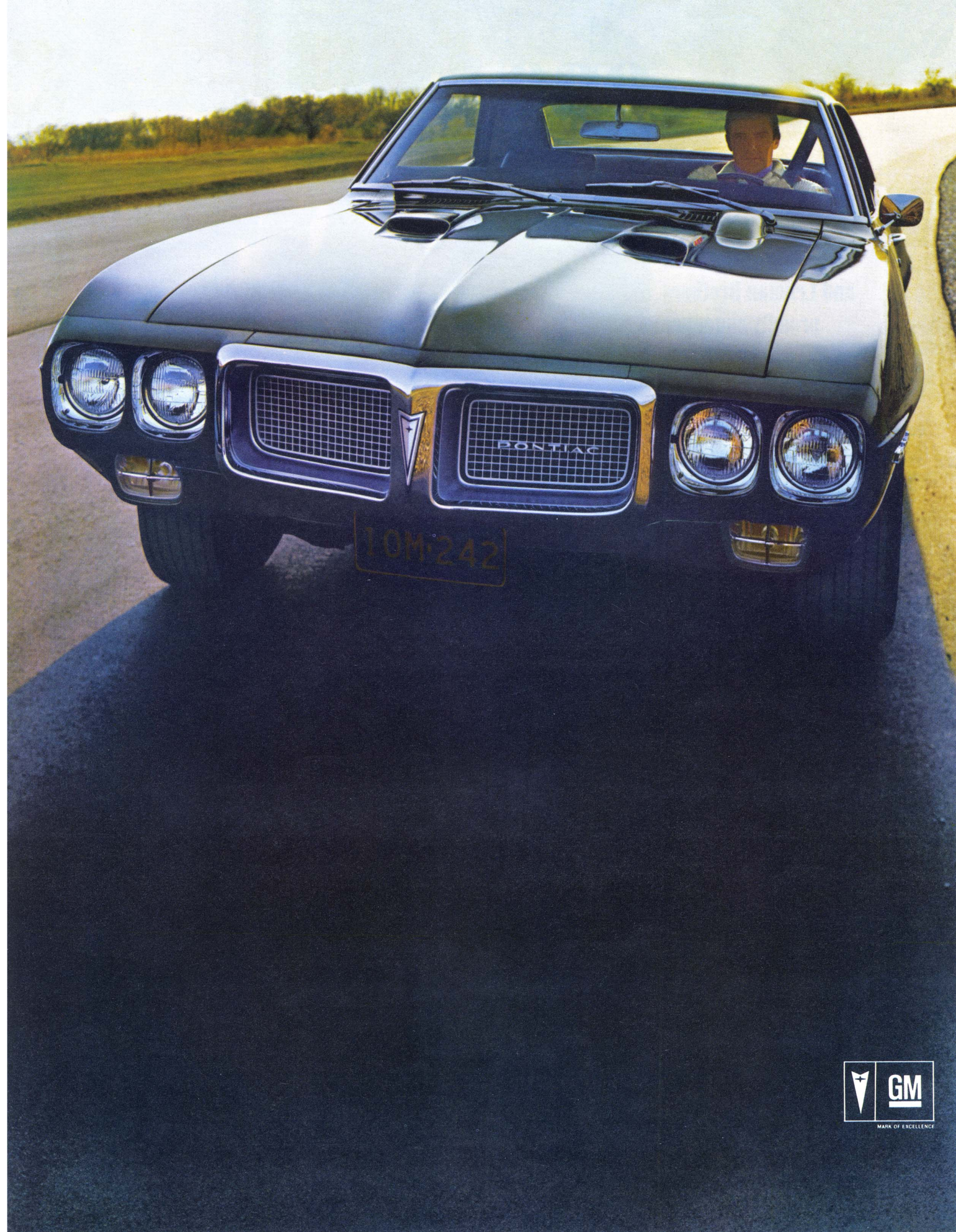
Firebird. But he sees himself—oh, so clearly—in that left front bucket. With a hood-mounted tach out front, and his hand on the knob of the close-ratio 4-speed. (Both can be ordered on Firebird 400.)

Which is why we recommend Firebird 400 as a rental car. Just in case you happen to belong to either clan.

You see, we can't find a thing wrong with indulging you a bit.

Maybe that's why we're in such demand at rental car counters.

**1969—Your year to break away with Pontiac.**



MARK OF EXCELLENCE