

1969
Beaumont

NEW IDEAS FOR THE "NOW" GENERATION



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CUSTOM SPORT COUPE AND CONVERTIBLE. THE GOOD LIFE . . . "NOW"!

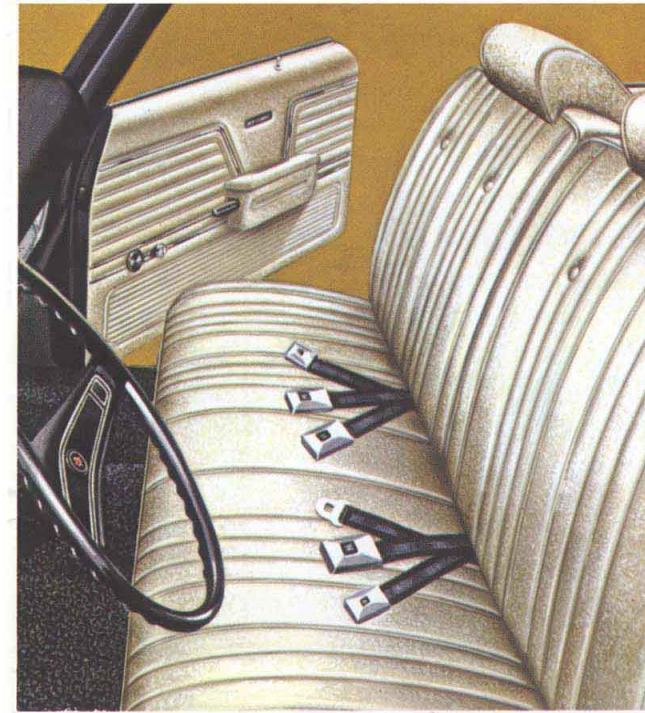
Our new Beaumont's design is unreservedly today. Styled for the "Now" generation. The long hood, short rear deck, and wide stance give Beaumont that handsome, roadworthy look.

Wonder where the windshield wipers are on a Beaumont Custom? They're concealed behind the hood where they add to Beaumont's cleanly styled lines. The way fashion and function go together is beautifully Beaumont. Like that neat new molding along the sides. It's vinyl-

filled—to keep other people's carelessly-opened doors clear of your Beaumont's finish. Full-length on Custom 2-doors, on the front fenders and front doors on 4-door models. Something else. The all new ignition switch is now on the GM-developed energy-absorbing steering column, a position that's easier to reach when you're buckled in and also moves the key away from the knee area; the steering wheel and transmission lock automatically when you take the key

out. Try leaving your car with the key still in the ignition and a buzzer sounds a warning. If you want to call '69 Beaumont a thoughtful car, go ahead. We planned it that way.

Cover: Custom Sport Coupe in Cameo Ivory, optional Strato bucket front seats in blue. Below: Custom convertible in Mayfair Maize, optional Strato bucket front seats in black vinyl. Top Right: Custom Sport Coupe in Verdoro Green with parchment interior and extra-cost option black vinyl roof. Right: Split bench front seat is standard on both models shown; interior in parchment. Some equipment illustrated is optional at extra cost.



Beaumont is for people who want the newest ideas—and want them now—in a low-priced car!

Want full glass styling on the sides? The little vent windows are gone from our Sport Coupes and the convertible. Comfort? With full glass styling comes

a new "upper level" ventilation system that means you enjoy clean fresh air circulation and a quieter ride with all windows closed. Want a vinyl roof? It's now available in five colors on all Beaumonts except station wagons and convertibles.



... AND CUSTOM STATION WAGON, SPORT SEDAN, FOUR-DOOR SEDAN!

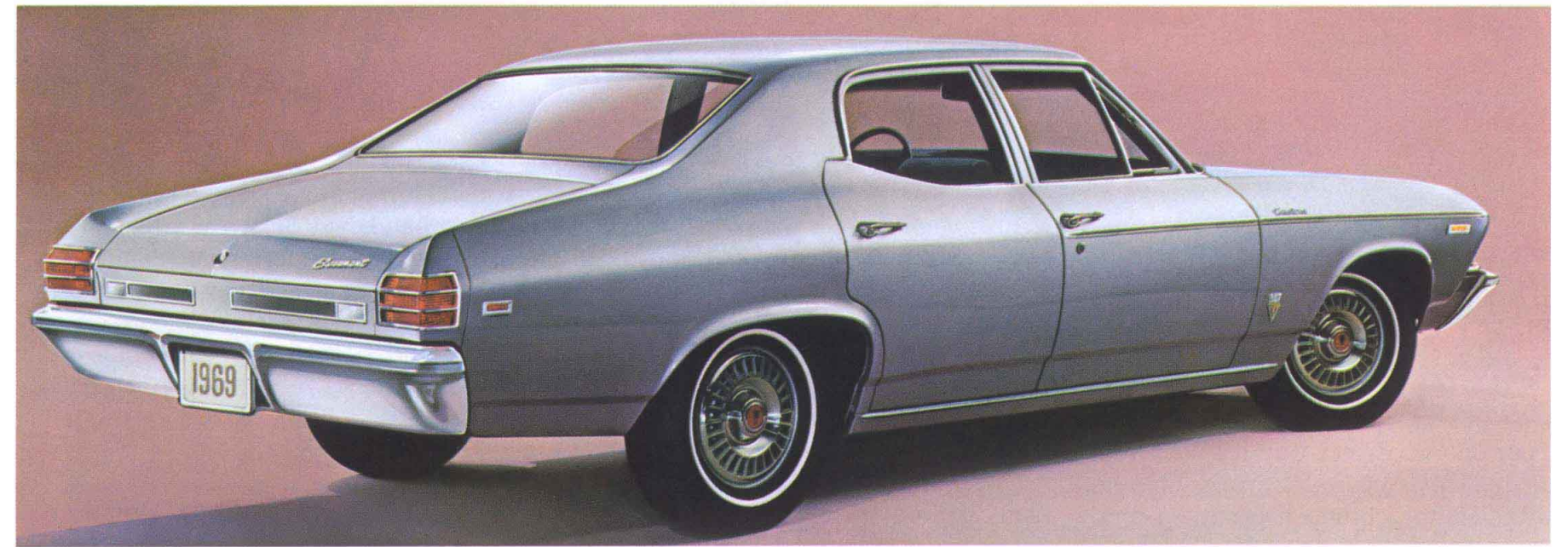
Since when did four-door models and two-door models come with different wheelbases? As of now, says Beaumont. Right now!

Four-door Beaumonts ride on a 116" wheelbase while two-door Beaumonts have a tailored 112". Why? Because you buy a sedan or a wagon for extra room. And trying to put that room on the wheelbase of a coupe or convertible is downright impractical. So we don't try. But being practical isn't being austere. Beaumont believes austerity is for price tags. Being practical is having

color-keyed deep twist floor covering—and all Custom models go along with that. And it's minor niceties like a glove compartment lock and light... and it's a 140 horsepower Six or a 200 horsepower V8 as the standard engines. There's even more abundant power available—the back page of this book describes the optional Six and two optional V8s. As for other extra cost equipment (a good place to invest part of the savings you make by choosing a Beaumont), new-for-'69 is the option of ordering the Turbo Hydra-Matic

3-speed fully automatic transmission with whatever engine you decide on, Six or V8. Another new-for-'69 feature—but *standard* equipment—is the two-way "Swing Gate" on the Custom station wagon. Pull it down or swing it out, your choice. There's no extra charge... in a Beaumont Custom.

Left: Custom Station Wagon in Crystal Turquoise, medium saddle interior. Bottom: Custom Sport Sedan in Liberty Blue metallic, dark blue interior. Right: Custom Four-Door Sedan in Palladium Silver, black interior. Some equipment illustrated is optional at extra cost.



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CHOOSE OUR TOP PERFORMER . . . SD 396! LOW COST. VERY "NOW".

"SD 396" is what happens when you take something superior and make it very superior. It's taking either Beaumont Deluxe Sport Coupe or Deluxe Thin Pillar Coupe and saying to the man "make it a Sport Deluxe".

What happens then is 396 cubes of V8 with 325 or optional 350 horsepower. Your choice. Either way it's 4 barrels, dual exhausts (special chambered system with 350 hp), chrome dress-up on components and air cleaner. You receive a

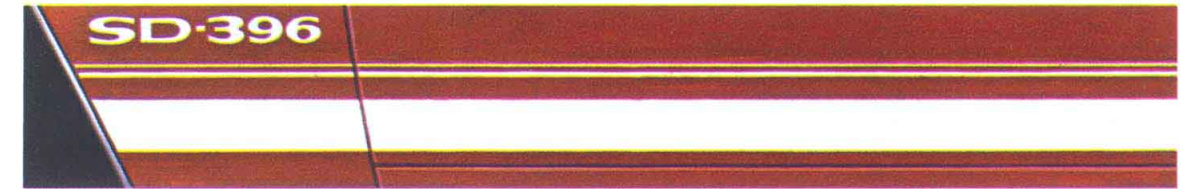
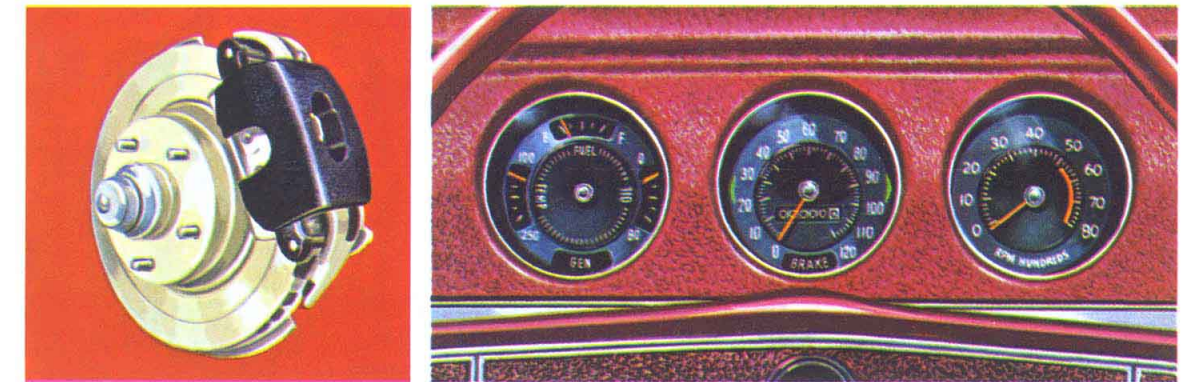
floor-mounted, short-throw shift with new, more durable heavy duty fully-synchronized 3-speed manual or you can order an optional 4-speed manual transmission, or 3-speed Turbo Hydra-Matic (which shifts automatically or manually, as you wish). Your Beaumont Sport Deluxe will be equipped with power-assisted front disc brakes, special wide oval tires on 14 x 6 inch wheel rims, heavy duty springs, shocks and front

stabilizer bar, heavy duty rear axle, rear suspension frame reinforcement, distinctive wheel covers, sporty vinyl stripe along the sides, simulated air scoops on the hood and . . . well, the "SD" equipment check list is full of many heady surprises.

*Deluxe Sport Coupe with SD 396 performance and decor option; exterior in Matador Red with split bench style seat in black; red-line tires are optional at extra cost.
Some equipment illustrated is optional at extra cost.*

Eventually . . . why not now? SD 396!

Even with our performance package, Beaumont Deluxe is still a low price car. Hard to believe? Believe! What it is, is a special kind of Beaumont. All the comfort, safety, road-soothing balance and adhesive cornering of other Beaumonts plus extra propulsion and response . . . and all without leaving the lower price field. Can you blame us if our pride is showing? Price one. You'll buy one. Sport Deluxe . . . a Beaumont Deluxe Coupe plus SD 396. Your kind of new car? Very potent. Very now!



New SD 396 performance package includes power-assisted front disc-brakes; rally-type instrument cluster is optional at extra cost.



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GO NOW . . . PAY LESS . . . TRAVEL DELUXE. BEAUMONT DELUXE!

Your Beaumont Deluxe is a low-priced car that will never keep reminding you of its low price!

How come cars as good-looking as these cost so much less than you expect? It's not as if all the attractions are on the outside—what you see here is just a beautiful invitation to get acquainted. In every new Beaumont, and especially Beaumont Deluxe, economy means

extra value—like having those things you don't miss until they're missing. Rear safety arm-rests with ashtrays. And crank-operated vent windows (except for Beaumont Sport Coupes and the convertible which have no vent windows). And two front seat head restraints and seat belts for all passenger positions with two sets of shoulder belts in front. And other features you may

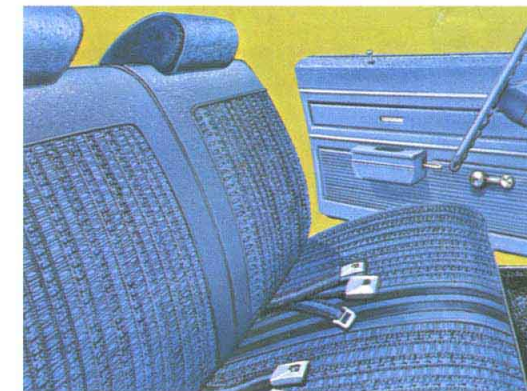
not notice until you use them. The inside rearview mirror, for instance, is wider for '69 to give a reassuring new wide-angle look behind. And the door lock buttons have been moved forward to eliminate the strain in reaching them when you're buckled in. Incidentally, you might want to consider power door locks as a slight-extra-cost option. New—and very worthwhile.

Beaumont Deluxe series offers the quiet luxury of color-keyed Ransom cloth (shown here) in black, blue or green with vinyl trim; or you can specify solid black vinyl.

The all-new instrument panel to the right features new flush-type rocker switches for windshield wiper and accessories.

The longer you own a 1969 Beaumont, the more you'll appreciate that Beau-

Left: Deluxe Four-Door Sedan in Espresso Brown metallic, medium green interior. Centre: Deluxe Thin Pillar Coupe in Limelight Green, black interior. Right: Deluxe Sport Coupe in Starlight Black, medium blue interior. Some equipment illustrated is optional at extra cost.



mont knows how to keep its extra value. This is a knack of all General Motors cars—partly because of GM's exclusive Magic-Mirror process—an acrylic lacquer finish that keeps its color and lustre for years without special pampering.

Ask your dealer about Beaumont's 15 Magic-Mirror exterior colors for 1969.



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BEAUMONT "NOW" . . . FOR STATION WAGONS WITH ECONOMY-PLUS!

If only a wagon has what you want and being astute is your way to budget, a new Beaumont is right where you belong.

Trimmer outside than standard-size wagons (you'll know it when you park it), inside a new Beaumont you get more true front legroom than in the big jobs—plus your choice of three smart all-vinyl interiors; in back you have 84 cubic feet of hauling space and interior side walls of vinyl-painted textured metal panels. Buying a Beaumont

wagon is getting a powerful standard engine that uses regular gas (230 cu. in. Six or 307 cu. in. V8); and it's having new computer-selected suspension springs for improved height and trim control—plus a heavy gauge steel roof panel with five flanged-steel reinforcing bows for extra strength: it's having flush and dry rocker panels—plus a fourway hazard warning flasher and all the rest of the GM safety package which is partially detailed on the back page.

Owning a new Beaumont station wagon is enjoying economy-plus! Another "plus" for '69 is a two-way "Swing Gate" that both drops down or swings out. Choose either the "Swing Gate" model or our Beaumont wagon with conventional "drop down" tailgate. There is little difference in cost.

Top: Beaumont Station Wagon with Burgundy exterior, black interior. Bottom: Champagne metallic exterior, medium saddle interior. Two-way "Swing Gate" offers new tailgate convenience. Some equipment illustrated is optional at extra cost.



Station Wagon interior in medium saddle all-vinyl.

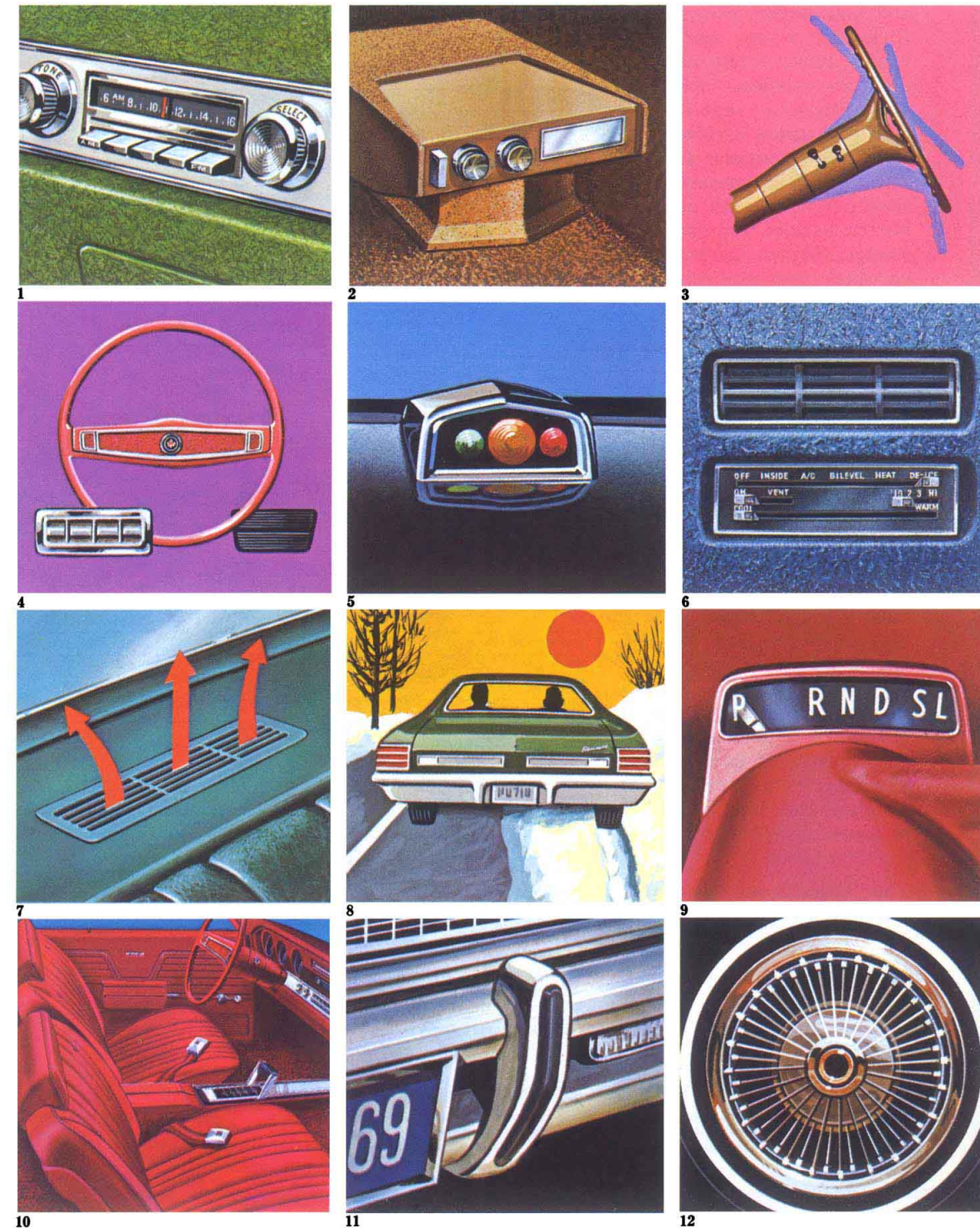


OPTIONS . . . THE EXTRA FEATURES YOU WANT NOW!

Here are a few ideas that add even more safety, convenience and pleasure to owning a 1969 Beaumont. A partial listing of safety and anti-theft features that are standard equipment on all models is on back cover.

1. AM, AM/FM—pick your kind of radio listening, Beaumont has anticipated you perfectly (and wouldn't a rear speaker sound just right for your new car?); 2. be your own concertmaster with an eight-track stereo tape player; 3. a tilt steering wheel adjusts to seven positions—makes entry and exit easier, too; 4. power steering, power brakes and power windows will help you enjoy your new Beaumont to the fullest; 5. new fibre optics monitor exterior lights, front and rear, and warn of a "burned out" bulb; safer for you and for the "other guy"; 6. Beaumont's Four-Season Climate Control is air conditioning for

the Now generation; 7. a rear window defogger costs very little extra but it's priceless when you need it; 8. next time you drive in snow, mud or heavy rain you'll be thankful your car has a Positraction rear axle; this is the time to order it; 9. now Turbo Hydra-Matic three-speed, fully-automatic transmission is available with all Beaumont engines, V8 or Six! 10. all-vinyl front bucket seats are extra-cost options with our Custom convertible (choice of four "top down" colors) and Custom Sport Coupe (six color choices here)—and if buckets, why not a centre console? It's available; 11. chrome bumper guards are attractive and protect against bumps and nicks; 12. while few options contribute such instant glamor to a new car as wire wheel discs. Go on, order them. After all, what've you done for yourself lately?



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All 1969 Beaumonts feature an impressive array of safety, anti-theft and convenience equipment; more notable among these are: energy-absorbing steering column; two front seat head restraints; passenger-guard door locks—with forward mounted lock buttons; latches on folding seatbacks; dual-action safety hood latch; outside rearview mirror; wide inside day-night mirror with deflecting base; anti-theft ignition, steering and transmission lock; anti-theft ignition key warning buzzer; starter safety switch on all transmissions—manual and automatic; seat belts with pushbutton buckles for all passenger positions; driver and right front passenger shoulder belts with pushbutton buckles and special storage provision (except convertible); four-way hazard warning flasher; dual master cylinder brake system with warning light and corrosion resistant brake lines; windshield washer and dual-speed wipers; back-up lights; side marker lights that illuminate with headlights; energy-absorbing instrument panel, padded sun visors; reduced-glare instrument panel top, inside windshield moldings, horn buttons, steering wheel hub, and windshield wiper arms and blades; lane-change feature in direction signal control; safety armrests; thick-laminate windshield; soft, low-profile window control knobs, coat hooks, dome light; padded front and intermediate seat-back tops; smooth contoured door and window regulator handles.

Your safety is our business. Make it yours, too—as only you can.

SPECIFICATIONS

		BEAUMONT		DELUXE		SD OPTION		CUSTOM	
Body Styles		4-dr. 2-seat Station Wagon		Sport Coupe 2-dr. Coupe 4-dr. Sedan		Sport Coupe 2-dr. Coupe		Sport Coupe Convertible Sport Sedan 4-dr. Sedan 4-dr. 2-seat Station Wagon	
Engines	Standard (6 cyl.) Optional (8 cyl.)	230 307 250 350 350	230 307 250 350 350	230 307 250 350 350	230 307 250 350 350	— 396 — 396 —	— 396 — 396 —	230 307 250 350 350	
(See chart below)									
Transmission	Standard Optional	3-spd. manual H.D. 3-spd. manual 4-spd. manual Powerglide (2-spd. automatic) Hydra-Matic (3-spd. automatic)		3-spd. manual H.D. 3-spd. manual 4-spd. manual Powerglide (2-spd. automatic) Hydra-Matic (3-spd. automatic)		H.D. 3-spd. manual — 4-spd. manual — Hydra-Matic (3-spd. automatic)		3-spd. manual H.D. 3-spd. manual 4-spd. manual Powerglide (2-spd. automatic) Hydra-Matic (3-spd. automatic)	
Brakes	Drum (dia.) Area	9.5 in. 168.9 sq. in.		9.5 in. 168.9 sq. in.		Front Disc—Rear Drum 109.7 sq. in.		9.5 in. 168.9 sq. in.	
Steering Ratio	Overall Standard Power	28:1 20.4:1		28:1 20.4:1		28:1 20.4:1		28:1 20.4:1	
Turning Radius (ft.)—Curb to Curb		41.0		41.0 (116.0 in. WB) 39.4 (112.0 in. WB)		39.4		41.0 (116.0 in. WB) 39.4 (112.0 in. WB)	
Energizer	Standard (6 cyl.) Optional (V8)	45 amp. hr. 61 amp. hr. 70 amp. hr.		45 amp. hr. 61 amp. hr. 70 amp. hr.		45 amp. hr. 61 amp. hr. 70 amp. hr.		45 amp. hr. 61 amp. hr. 70 amp. hr.	
Suspension		Full Coil		Full Coil		Full Coil		Full Coil	
Frame		Perimeter		Perimeter		Perimeter		Perimeter	
Windshield Wiper System		Recessed		Recessed		Recessed		Recessed Fully Concealed Park	
Wheelbase	2-dr. models 4-dr. models	— 116.0 in.		112.0 in. 116.0 in.		112.0 in. —		112.0 in. 116.0 in.	
Length (overall)	2-dr. models 4-dr. models Station Wagon	— — 207.9 in.		196.9 in. 200.9 in. —		196.9 in. — —		196.9 in. 200.9 in. 207.9 in.	
Height (loaded)	2-dr. Coupe 4-dr. Sedan Station Wagon	— — 54.3 in.		52.8 in. 53.5 in. —		52.8 in. — —		52.8 in. 53.5 in. 54.3 in.	
Width (overall)		76.0 in.		76.0 in.		76.0 in.		76.0 in.	
Curb Weight (V8) (approx.)	2-dr. Sport Coupe 4-dr. Sedan Station Wagon	— — 3630 lbs.		3310 lbs. 3335 lbs. —		3550 lbs. — —		3335 lbs. 3445 lbs. 3800 lbs.	
Tread	front rear	59.0 in. 59.0 in.		59.0 in. 59.0 in.		59.0 in. 59.0 in.		59.0 in. 59.0 in.	
Tires	base	7.75-14 (6 cyl.) 8.25-14 (V8)		7.35-14		F70-14		7.35-14—exc. 4-dr. HT and Conv. with 350 V8 or any V8 with air cond. 7.75-14—4-dr. HT and Conv. with 350 V8 or any V8 with air cond. 8.25-14—Station Wagon	
Wheel Size		14 x 5 in.		14 x 5 in.		14 x 6 in.		14 x 5 in.	
Road Clearance		5.8 in.		4.8 in.		4.8 in.		4.8 in. (S.W.—5.8 in.)	
Headroom	front rear	38.6 in. 38.9 in.		37.8 in. (Sport Coupe) 36.4 in. (Sport Coupe)		37.8 in. (Sport Coupe) 36.4 in. (Sport Coupe)		37.8 in. (Sport Coupe) 36.4 in. (Sport Coupe)	
Legroom	front rear	42.8 in. 35.1 in.		42.8 in. (Sport Coupe) 32.7 in. (Sport Coupe)		42.8 in. (Sport Coupe) 32.7 in. (Sport Coupe)		42.8 in. (Sport Coupe) 32.7 in. (Sport Coupe)	
Shoulder Room	front rear	58.3 in. 57.5 in.		58.3 in. (Sport Coupe) 57.2 in. (Sport Coupe)		58.3 in. (Sport Coupe) 57.2 in. (Sport Coupe)		58.3 in. (Sport Coupe) 57.2 in. (Sport Coupe)	
Hiproom	front rear	59.5 in. 59.4 in.		59.5 in. (Sport Coupe) 58.4 in. (Sport Coupe)		59.5 in. (Sport Coupe) 58.4 in. (Sport Coupe)		59.5 in. (Sport Coupe) 58.4 in. (Sport Coupe)	
Fuel Tank Capacity		16.5 Imp. gals.		16.5 Imp. gals.		16.5 Imp. gals.		16.5 Imp. gals.	
Usable Luggage Space (cu. ft.)		—		14.6 (Coupe) 12.6 (Sedan)		14.6 (Coupe)		14.6 (Coupe) 12.6 (Sedan)	
Cargo Volume (cu. ft.) (Station Wagon)		84.0		—		—		84.0 (Does not include under floor compartment)	

ENGINES

		Astro-Six 230		Astro-Six 250		Astro-Flash 307 V8		Astro-Flash 350 V8		Astro-Flash 350 V8		Astro-Jet 396 V8		Astro-Jet 396 V8	
Displacement (cu. in.)		230		250		307		350		350		396		396	
HP @ rpm		140 @ 4400		155 @ 4200		200 @ 4600		255 @ 4800		300 @ 4800		325 @ 4800		350 @ 5200	
Torque (lb. ft.) @ rpm		220 @ 1600		235 @ 1600		300 @ 2400		365 @ 3200		380 @ 3200		410 @ 3200		415 @ 3400	
Compression Ratio		8.5:1		8.5:1		9.0:1		9.0:1		10.25:1		10.25:1		10.25:1	
Carburetion		1 bbl.		1 bbl.		2 bbl.		4 bbl.		4 bbl.		4 bbl.		4 bbl.	
Bore x Stroke		3.875 x 3.25		3.875 x 3.53		3.875 x 3.25		4.00 x 3.48		4.00 x 3.48		4.094 x 3.76		4.094 x 3.76	
Fuel		Regular		Regular		Regular		Regular		Premium		Premium		Premium	
Oil System Cap. (less filter)		3.3		3.3		3.3		3.3		3.3		3.3		3.3	
Cooling System (qts.)		10.5		10.5		13.5		13.0		13.0		20		20	
Exhaust System		Single		Single		Single		Single		Single		Dual		Dual	
Valve Lifters		Hydraulic		Hydraulic		Hydraulic		Hydraulic		Hydraulic		Hydraulic		Hydraulic	
Clutch dia. (std.)		9.12 in.		9.12 in.		10.34 in.		10.34 in.		11.0 in.		11.0 in.		11.0 in.	
Axle ratio—without Air Cond.		S.W.	Others	S.W.	Others	S.W.	Others	S.W.	Others	S.W.	Others	All	All	All	All
3-speed manual	std.	3.36	3.08	3.36	3.08	3.36	3.08	3.31	3.31	3.31	3.31	3.31	3.31	3.31	3.55
4-speed manual	std.	—	—	—	—	3.36	3.36	3.31	3.31	3.31	3.31	3.55	3.55	3.55	3.55
Powerglide	std.	3.36	3.08	3.36	3.08	3.36	3.08	2.73	2.73	2.73	2.73	—	—	—	—
Hydra-Matic	std.	2.73	2.73	2.73	2.73	2.73	2.73	2.73	2.56	2.73	2.56	3.31	3.31	3.31	3.55

Special purpose axle ratios may be ordered—see your dealer for specific usages.

Every Beaumont has to make it before we mark it

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