

Should you buy a car for its style, handling and performance, or its price?



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Yes.

*Mrs. suggested retail prices for Tempest Sports Coupe and Custom S Hardtop Coupe. Included are Federal excise tax, suggested dealer new car preparation charges. Destination charges, state and local taxes additional. Add for options shown on Tempest: concealed windshield wipers, \$18.96; wheel opening moldings, \$15.60; two-tone finish, \$40.02; Soft-Ray windshield, \$26.33. Add for options shown on Custom S: decor group, \$68.46; remote-control, outside mirror, \$10.53; Soft-Ray windshield, \$26.33; whitewalls, \$31.60.

Yes.

You hear a lot about prices these days. But did you ever try driving a price home? On the other hand, there are Pontiacs. Wide-Track. Great styling. More available engines than hoods to hold them. Plus low prices. For proof, glance through the following pages. And if you're still not sure you can afford to break away, see your Pontiac dealer. You'll find his deal to be a very convincing argument.



A lot of people buy our lowest priced Pontiacs for their looks.

Break away in Tempest for \$2,510*. Carpeted interior. 175-horsepower Overhead Cam Six. Plus clean styling that doesn't need chrome doodads. Tempest is proof you don't need a lot of loot to buy a lot of Pontiac.



Break away in Custom S for \$2,663*. With Wide-Track, a 250-cubic-inch Overhead Cam Six and an all-Morrokide interior, Custom S tells the world you've got taste. And the price tells you what a shrewd shopper you are.



*Mrs. suggested retail prices for LeMans Hardtop Coupe, Firebird Hardtop Coupe and Firebird 350 Hardtop Coupe. Included are Federal excise tax, suggested dealer new car preparation charges. Destination charges, state and local taxes additional. Add for options shown on LeMans: Cordova top, \$100.05; hood-mounted tachometer, \$63.19; Rally II wheels, \$84.26; remote-control, outside mirror, \$10.53; Soft-Ray windshield, \$26.33; whitewalls, \$31.60. Add for options shown on Firebird (center): Cordova top, \$89.52. Add for options shown on Firebird 350 (right): Cordova top, \$89.52; remote-control outside mirror, \$10.53; Soft-Ray windshield, \$22.12; whitewalls, \$31.60; wire wheel covers, \$73.72.

Cars don't get much sportier than this. But they get a lot more expensive.

Break away in LeMans for \$2,835.* Only Pontiac could start with styling too good to hide in a garage, add Morrokide-covered buckets or notch-back bench seat to an already extravagant interior, and still wind up with a bargain.

Break away in Firebird for \$2,759.* Who'd have thought you could put Wide-Track ride, sports car handling, overhead cam performance and a low price all into one great car? Pontiac, of course.

Break away in Firebird 350 for \$2,870.* So you have a yen for a quick sports car but can't sacrifice room or economy? Who needs to sacrifice when you can get a five-seater Firebird with 350 cubic inches of V-8 at a price like this?



*Mrs. suggested retail prices for GTO Hardtop Coupe and Firebird 400 Convertible, included are Federal excise tax, suggested dealer new car preparation charges, Destination charges, state and local taxes additional. Add for options shown on GTO: Cordova top, \$100.05; Rally II wheels, \$84.26; remote-control, outside mirror, \$10.53; Soft-Ray windshield, \$26.33. Add for options shown on Firebird 400: decor group, \$62.14; Rally II wheels, \$84.26; Soft-Ray windshield, \$22.12.

If you want more style, handling and performance than this, you'll have to build your own.

Break away in Firebird 400 for \$3,405.* Of all earthbound birds this has to be the most exciting. 330-hp, 400-cubic-inch V-8. Heavy-duty, fully synched, Hurst-armed 3-speed box. Buckets. Wide-treads. As for available options, the sky's the limit.

Break away in GTO for \$3,156.* The Great One. 350 horses. Fully synchronized, 3-speed box with Hurst shifter. Dual exhausts. Quadra-jet carburetor. Stiff suspension. Who says you have to be rich to have fun?



Bulk Rate
U.S. Postage

PAID

Pontiac Motor
Division

**If you never had a reason to break away before,
you've got a lot of reasons now. All Wide-Tracks!**

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