

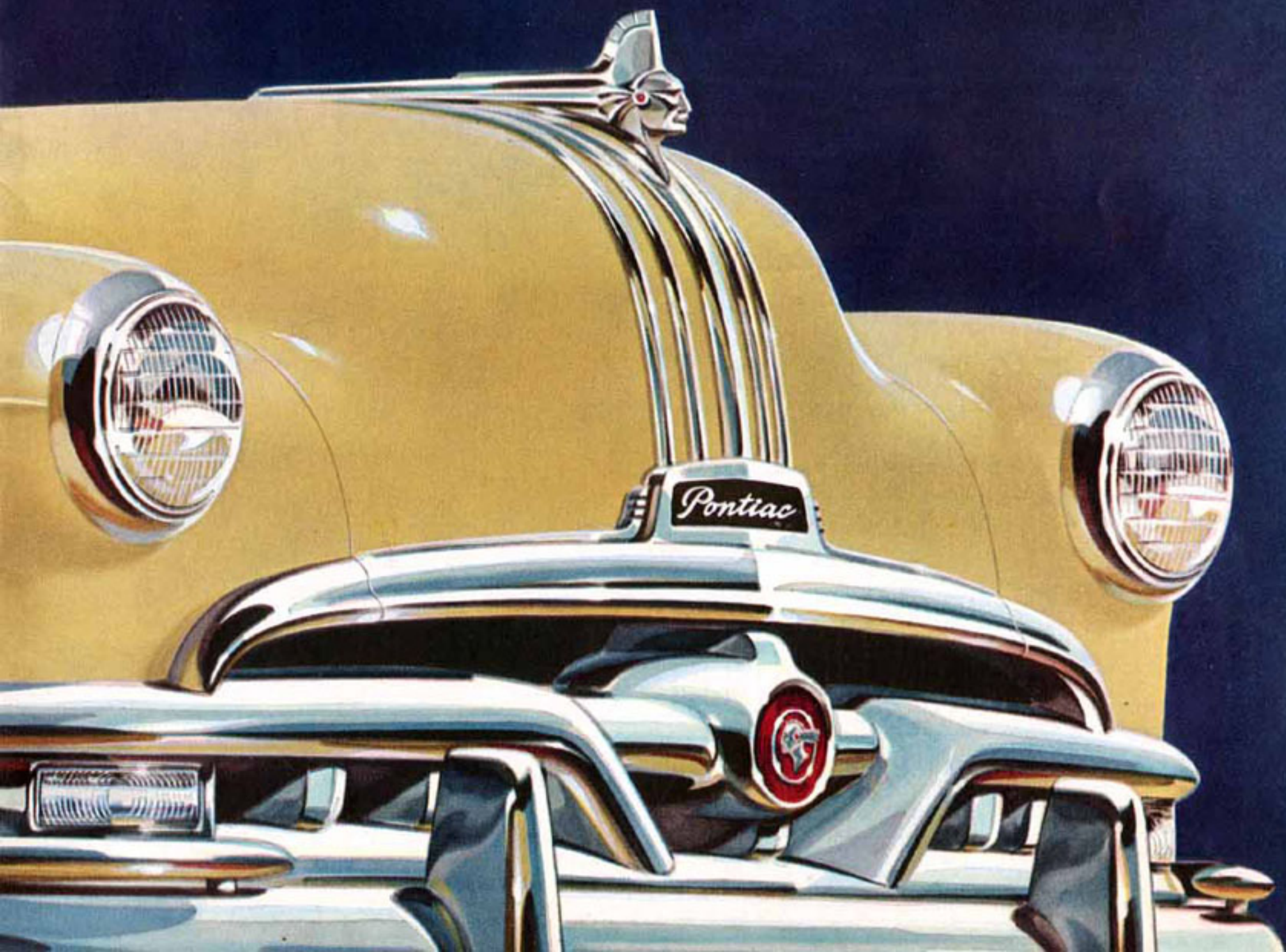


Presenting

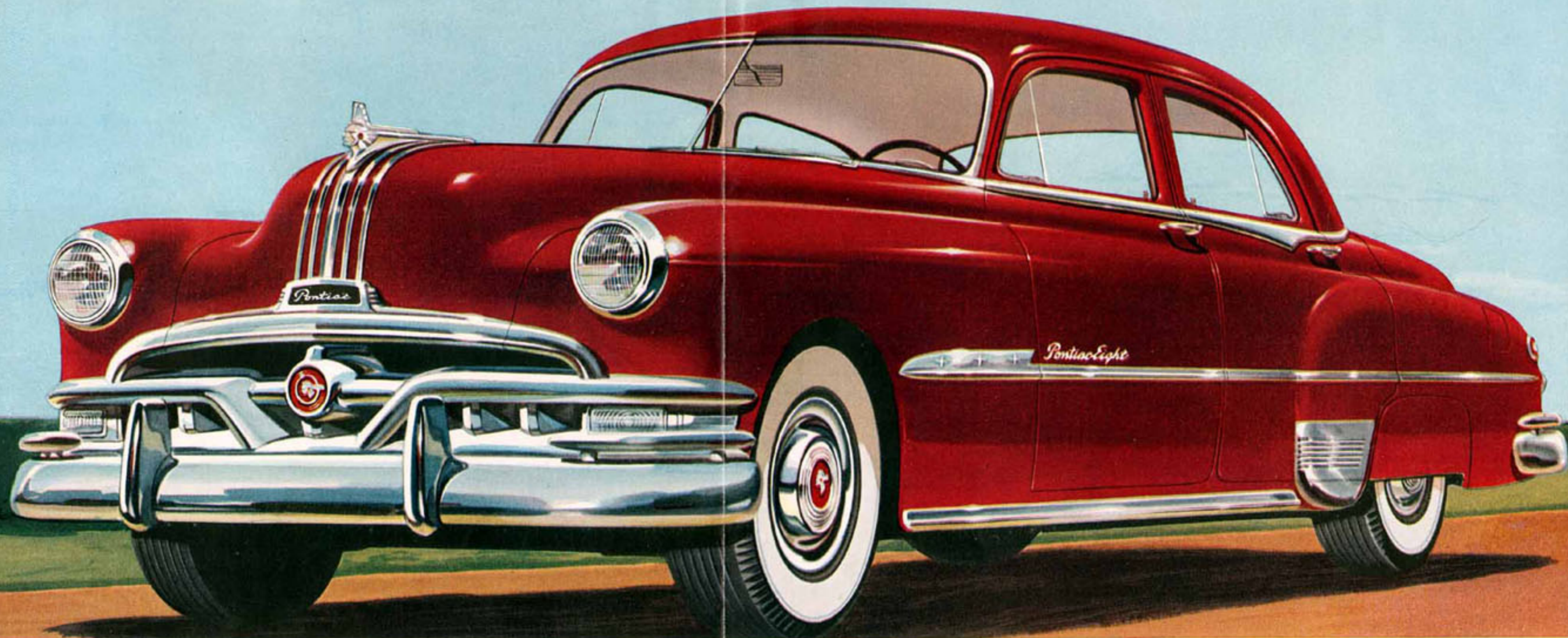
THE 1951

SILVER ANNIVERSARY

PONTIAC



THE WONDERFUL NEW 1951 **PONTIAC** A MOTOR CAR MASTERPIECE



**Dollar for Dollar and Feature for Feature
You Can't Beat the New 1951 Pontiac**

The Most Beautiful Thing on Wheels
America's Lowest-Priced Straight Eight
Lowest-Priced Car with Hydra-Matic Drive*
Most Powerful Pontiac Engines Ever Built
Choice of Silver Streak Engines—
Six or Eight
Smooth, Flashing Silver Streak Performance
Improved, Smoother Hydra-Matic Drive*
Distinctive New Gull-Wing Styling

Strong, Rugged Bodies by Fisher
Luxurious New Interior Color Harmonies
Deep-Rest Seats with Comfort-
Contoured Cushions
Long-Flex Springs for an Extra Smooth Ride
New Sweepstream Fender with
Medallion Highlight
Sweepview, Extra-Wide Curved Windshield
Wide, Easy Access Doors
Silver Star Instrument Panel

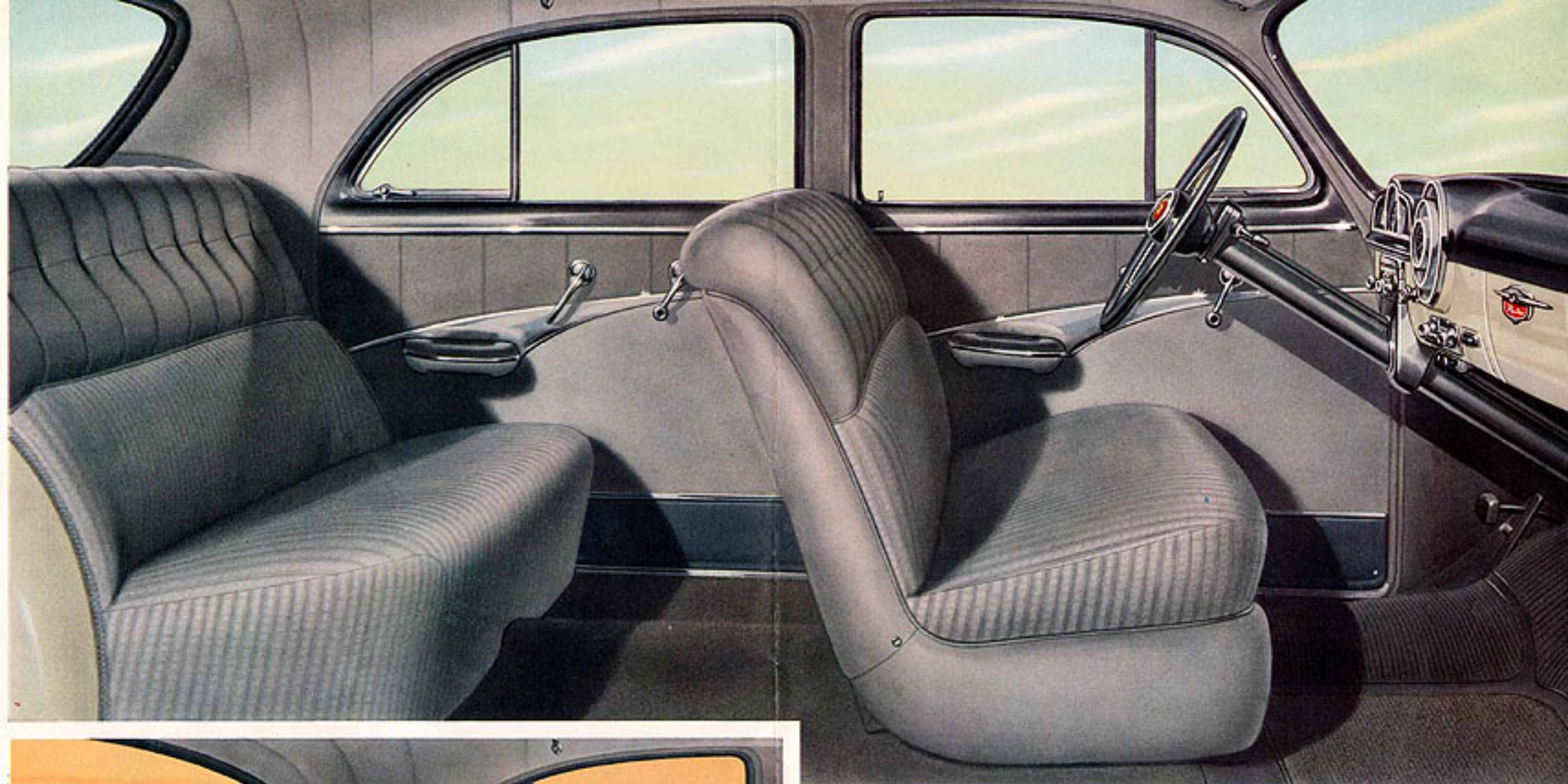
Handi-Grip Parking Brake on
Instrument Panel
Finger-Tip Starting
Twin-Duct, Open-Air Ventilating and
Heating System
Unusually Large, Fully Usable Trunk Space
Low Pressure Tires on Extra Wide Rims
Front and Rear Arm Rests
Quality Floor Coverings
Unmatched Record for Long Trouble-Free Life
Built to Last 100,000 Miles

**Optional at extra cost.*

ALL AROUND THE BEAUTIFUL new 1951 Pontiac you'll find many extra "touches." Wider "dip-type" crease mouldings; modern, bold gravel guards and unique rear fender medallions are only a few of the deft, De Luxe styling features that mark Pontiac as a truly fine automobile.

NEW SPEARHEAD RUB MOLDING highlights "The Most Beautiful Thing on Wheels." Always one of the most distinguished cars you can drive, the De Luxe 1951 Pontiac is accented by many new styling flairs that are visible proof of inherent quality and good taste.





NEW MULTI-TONE INTERIORS set a new high in motor car styling. Combining rich tones of soft broadcloth with sparkling, sweeping chrome door paneling, the De Luxe Pontiac offers true custom luxury at its lowest cost. Note the bolster type, button-back cushions and deep pile carpet. Cushions, side walls and headlining all blend in perfect harmony.

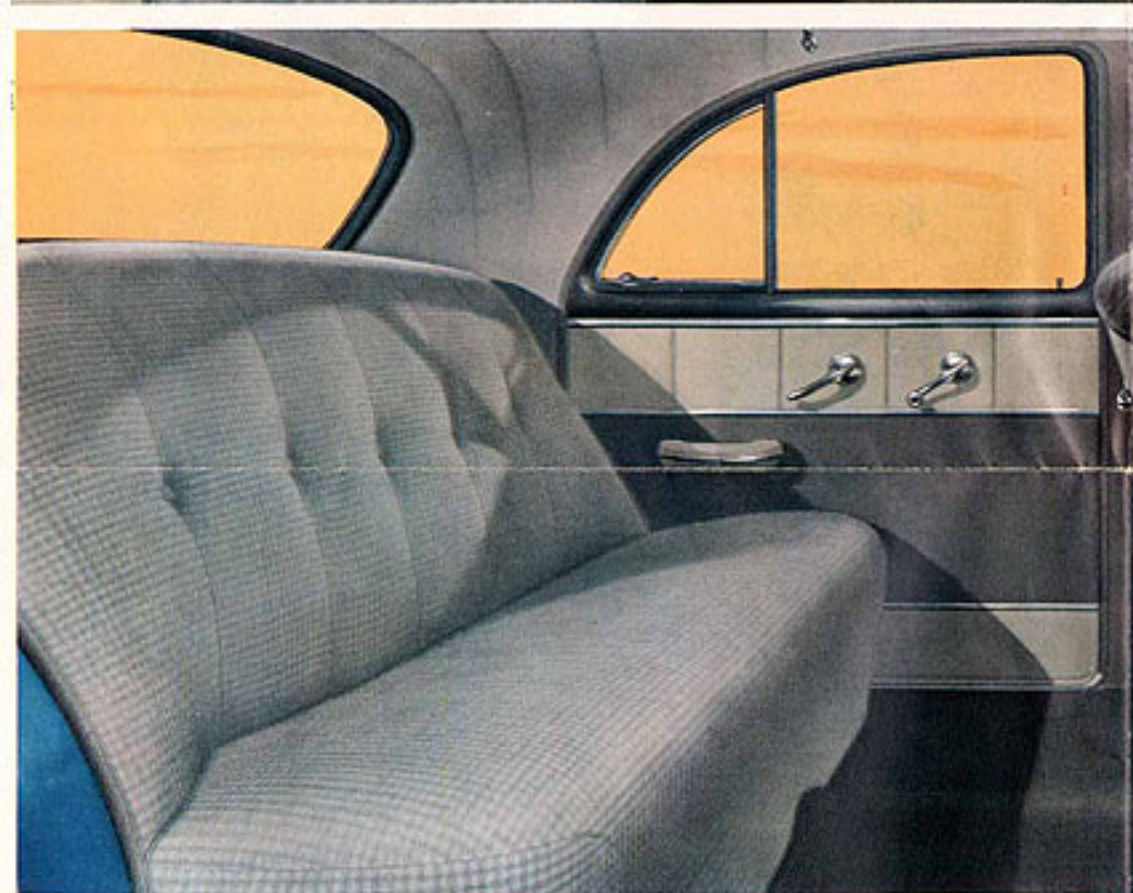


The Silver Anniversary Pontiac!

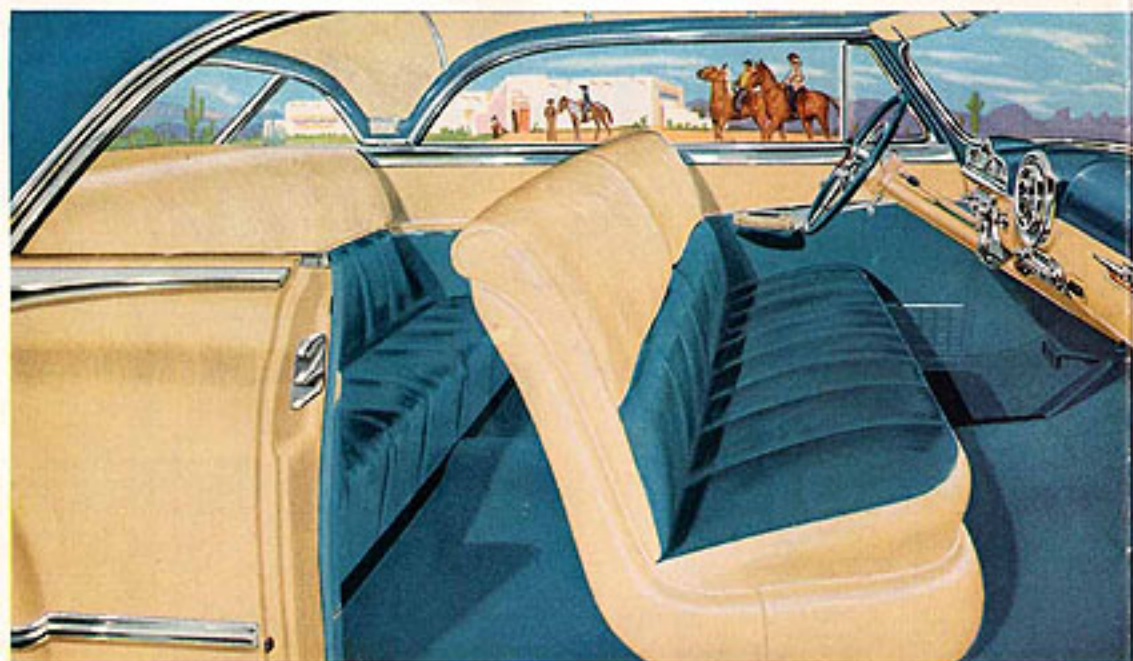
**A RARE ACHIEVEMENT IN
THE FINE ART OF
AUTOMOTIVE DESIGN**

*Luxury, Comfort and Quality Show in Every Detail of
Pontiac's Gorgeous New Interiors... Mark
the 1951 Pontiac as More than Ever The Most
Beautiful Thing on Wheels... Inside and Out!*

JEWEL-LIKE INSTRUMENT PANEL IS EASY TO SEE... BEAUTIFUL TO LOOK AT—
This De Luxe instrument panel for 1951 features a soft, rich two-tone finish—with brilliant chrome and jet black control buttons for luxurious contrast. Back-lighted, soft-glowing instruments and the new comfort-angle steering wheel add sheer pleasure to your driving.



SMART PANELING AND DEEP, SOFT CUSHIONS mark the 1951 Pontiac standard interiors. No car at any price offers this combination of rich two-tone checked upholstery, smart chrome striping, and gleaming hardware. Good taste is instantly evident in every detail.



SUPER DE LUXE CATALINA OFFERS CHOICE OF TWO MATCHED INTERIORS—
Super De Luxe Catalina interiors are in Malibu Ivory and Sapphire Blue, perfectly matching the exterior colors. You have a choice of all hand-buffed, top grain genuine leather upholstery or a combination of the same luxurious leather with rich nylon cord seat cushions. Deep pile carpeting, instrument panel and steering wheel carry out the distinctive color scheme.





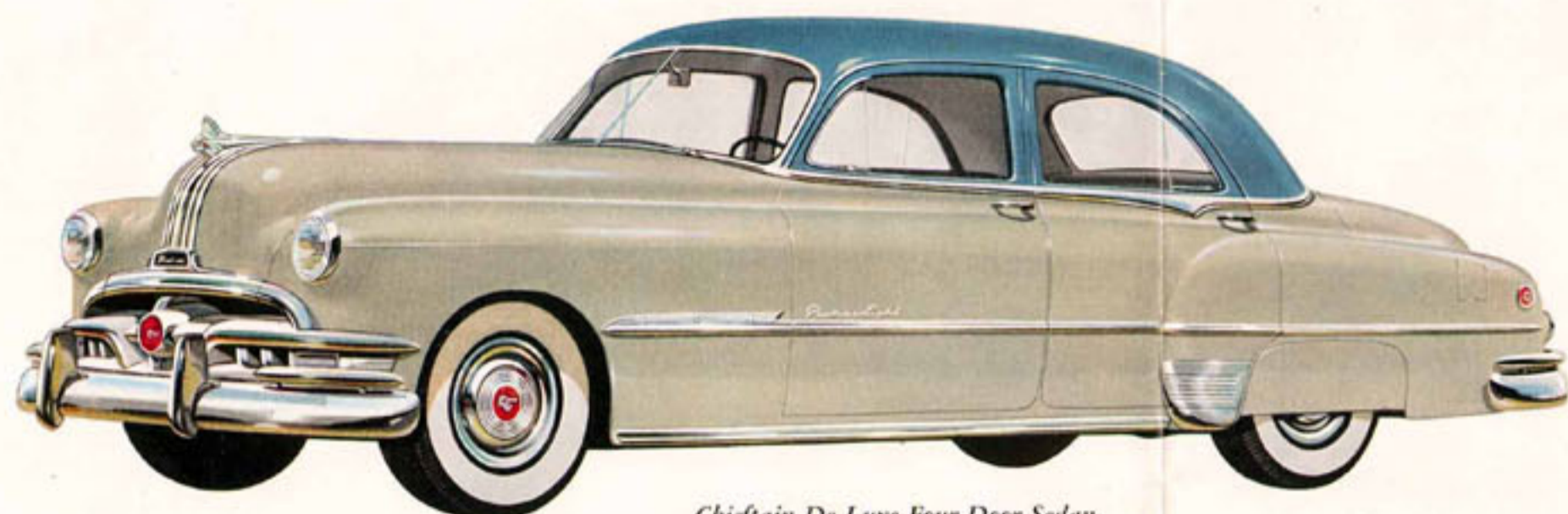
PRESENTING THE SILVER ANNIVERSARY

PONTIAC

New and Beautiful Proof that *Dollar for Dollar* you can't beat a Pontiac!

For 25 years, Pontiac has earned an outstanding reputation for offering brilliant extra value at only a few dollars extra cost. This unique Pontiac policy was never more evident than in the 1951 Pontiacs. In performance,

comfort, luxury, dependability and economical long life—the 1951 Silver Anniversary Pontiac reflects a quarter century of inspired and advanced engineering and design. It is the finest in a long line of fine cars.



Chieftain De Luxe Four-Door Sedan
COLOR SHOWN: STARMIST BLUE UPPER, SURF GREY LOWER



COLOR SHOWN: BERKSHIRE GREEN UPPER, PALMETTO GREEN LOWER

THE 1951 PONTIAC DE LUXE Catalina

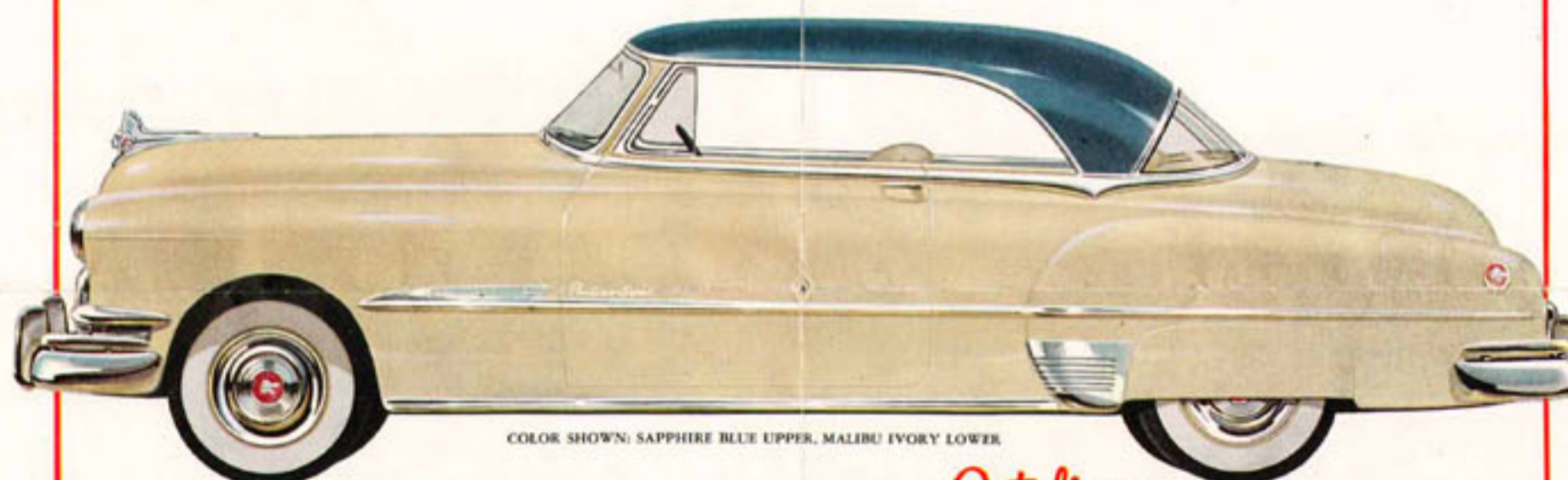
Available in many solid or two-tone color combinations with harmonizing or contrasting interiors of leather and cloth.



Chieftain De Luxe Sedan Coupe
COLOR SHOWN: YORKSHIRE GREY UPPER, SURF GREY LOWER



Chieftain De Luxe Two-Door Sedan
COLOR SHOWN: ST. CLAIR BLUE



COLOR SHOWN: SAPPHIRE BLUE UPPER, MALIBU IVORY LOWER

THE 1951 PONTIAC SUPER DE LUXE Catalina

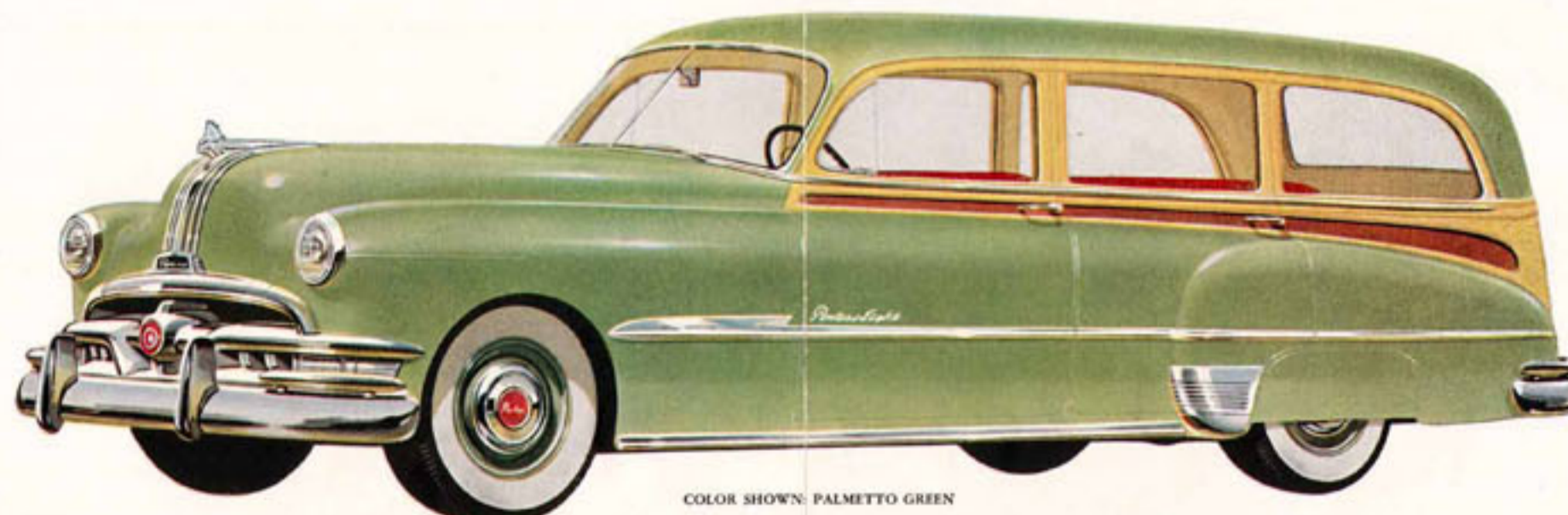
Available in four exclusive options of Malibu Ivory and Sapphire Blue with perfectly matched interiors.



Streamliner De Luxe Sedan Coupe
COLOR SHOWN: SATURN GOLD



Chieftain De Luxe Convertible
COLOR SHOWN: TRIPOLI RED



COLOR SHOWN: PALMETTO GREEN

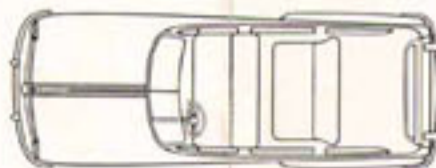
THE 1951 PONTIAC STEEL STATION WAGON

Available in all regular Pontiac colors, plus Tripoli Red and Malibu Ivory or in four special two-tone combinations.

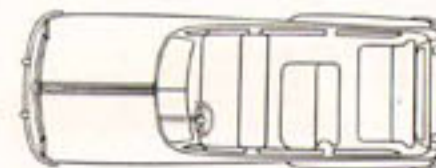
Whatever the job—the Pontiac Station Wagon is eager and willing to do it—and do it in unsurpassed style and comfort. You can solve your shopping, youngster-toting, vacation, camp-

ing and just plain work-horse problems with one car, if you own the handsome Pontiac Station Wagon. And you'll still have the smartest-looking car that ever pulled up to the country club!

Pontiac offers two station wagon models. The De Luxe model seats 6 passengers and is luxuriously trimmed inside and out. The standard Station Wagon seats 6, rear seat is removable.



TWO SEATS—6 PASSENGER



THREE SEATS—8 PASSENGER



Chieftain Business Coupe
COLOR SHOWN: BLACK



Sedan Delivery
COLOR SHOWN: BERKSHIRE GREEN



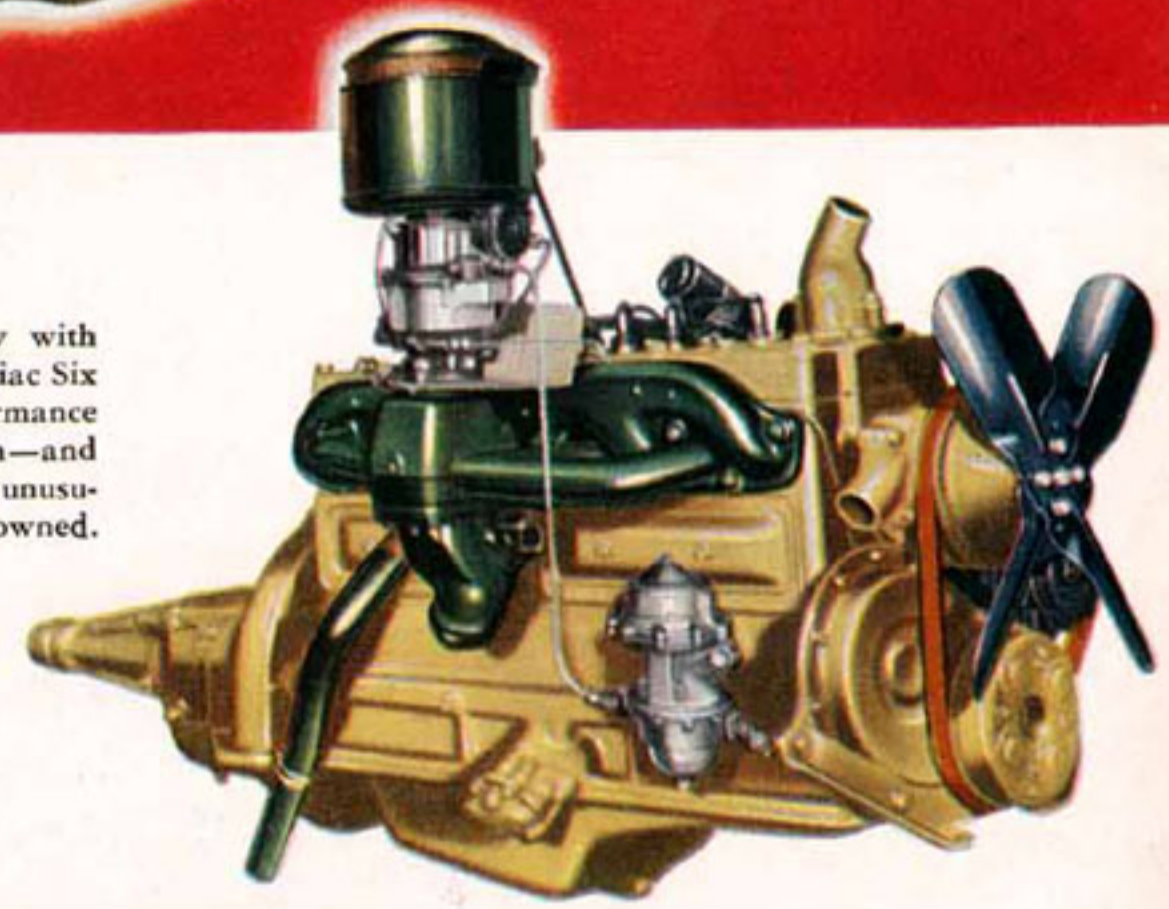
LOWEST-PRICED CAR WITH GM HYDRA-MATIC DRIVE*
Improved for 1951!

The world's most popular and best proved automatic drive is smoother, more sure than ever! Because there's no gear shift lever, no clutch pedal, Hydra-Matic Drive offers unequalled "touch and go" driving. From its brilliant get-away and passing power, to its great flexibility under all road conditions, you just can't beat the exclusive combination of Pontiac's Silver Streak engines and world-famed GM Hydra-Matic Drive!

*Optional at extra cost.



THE WORLD'S FINEST STRAIGHT EIGHT—Pontiac's great Straight Eight now gives you 116 horsepower—and delivers extra-flashing performance with standard fuels. Nowhere else but in this famous Pontiac Straight Eight can you get such brilliant Silver Streak performance at so low a cost.



THE SMOOTH ECONOMICAL SIX—Now with 96 horsepower rating, the famous Pontiac Six gives you wonderful Silver Streak performance with economical, standard gas operation—and Pontiac's record for dependability and unusually trouble-free long life is world-renowned.

A NEW HIGH IN SILVER STREAK PERFORMANCE

2 GREAT PONTIAC ENGINES WITH INCREASED HORSEPOWER

The highest horsepower rating in history makes the 1951 Pontiac engines the most brilliant in a quarter century of enviable performance. Famed for dependability, smoothness and economical long life, with standard gas operation, Pontiac's

Silver Streak power plants for 1951 bring a brand new thrill to motoring. For fast get-away in city traffic and effortless, nimble highway cruising, Pontiac promises — and delivers — unmatched sparkling Silver Streak performance in either 6 or 8.

Pontiac Motor Division of General Motors Corporation reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models, and also to discontinue models.