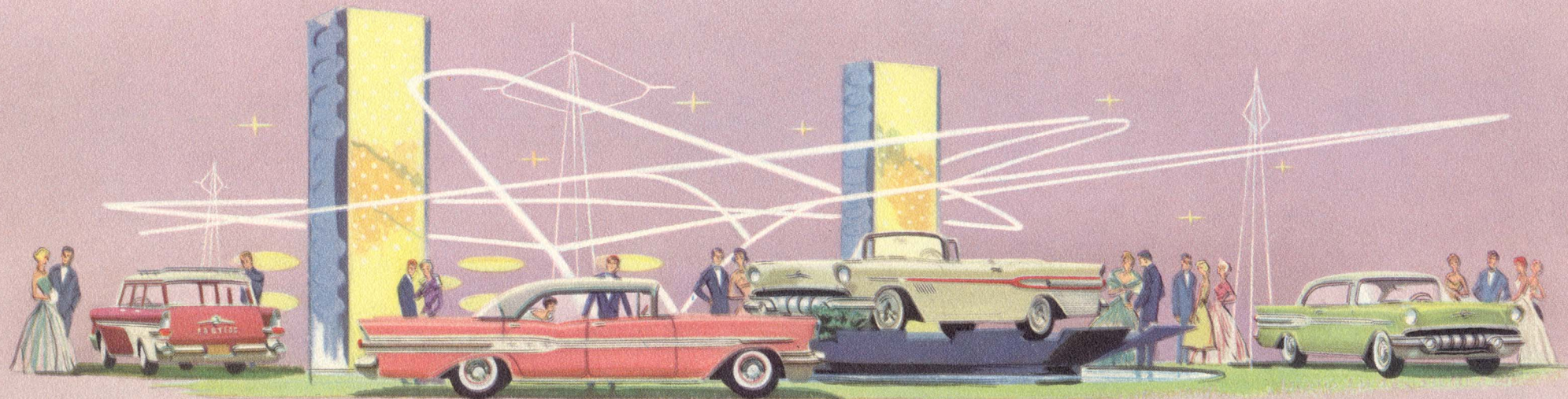


# PONTIAC INTRODUCES THREE MORE SURPRISES FOR '57!



The Breath-Taking **BONNEVILLE**

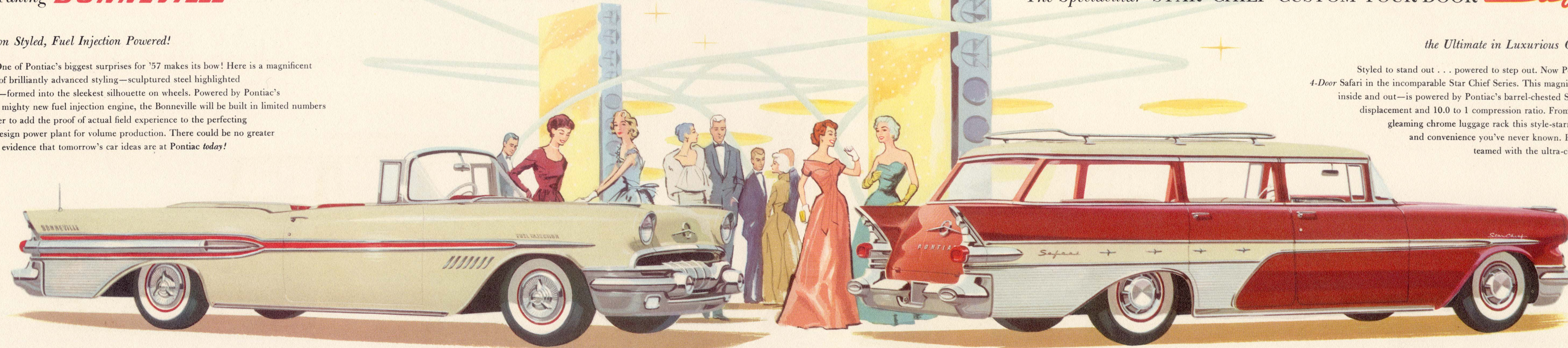
*Action Styled, Fuel Injection Powered!*

One of Pontiac's biggest surprises for '57 makes its bow! Here is a magnificent creation of brilliantly advanced styling—sculptured steel highlighted by sparkling chrome—formed into the sleekest silhouette on wheels. Powered by Pontiac's mighty new fuel injection engine, the Bonneville will be built in limited numbers in order to add the proof of actual field experience to the perfecting of this advanced-design power plant for volume production. There could be no greater evidence that tomorrow's car ideas are at Pontiac *today!*

The Spectacular STAR CHIEF CUSTOM FOUR-DOOR **Safari**

*the Ultimate in Luxurious Convenience!*

Styled to stand out . . . powered to step out. Now Pontiac—for the first time—offers you a 4-Door Safari in the incomparable Star Chief Series. This magnificent new Safari—a custom creation inside and out—is powered by Pontiac's barrel-chested Strato-Streak V-8 with its 347-cubic-inch displacement and 10.0 to 1 compression ratio. From its reclining lounge type seat to its gleaming chrome luggage rack this style-starred beauty boasts a comfort and convenience you've never known. Here is the last word in high fashion teamed with the ultra-convenience of *big* station wagon style!



*The Transcontinental*

The Eye-Opening

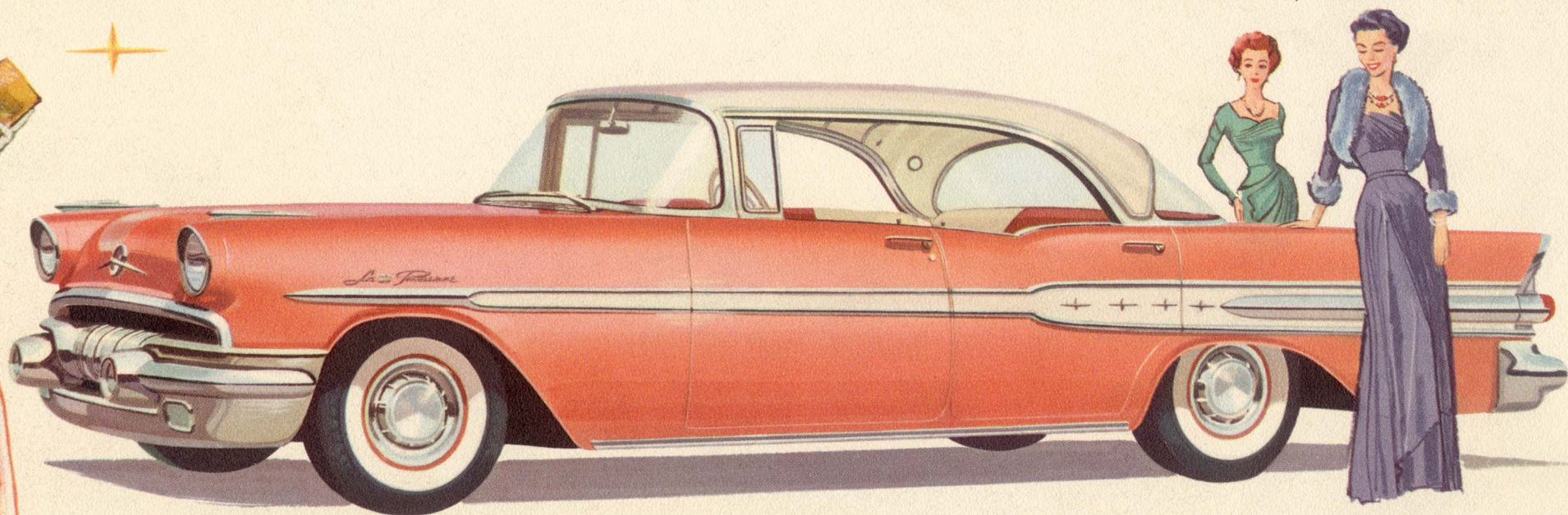
*La Parisienne* \*

*Glamorously Styled for Fashion*

... from Pearlescent White vinyl roof and headlining to luxurious Coral Mist and White Pearl upholstery, *La Parisienne* is a matchless masterpiece of fashionable elegance.

Advanced styling and engineering like this made the '57 Pontiac the surprise car of the year!

Completely new from power to personality, it is the first car at *any* price with all-new Star Flight body design, interior styling with the "off-the-shoulder" look, Strato-Streak V-8 engine and cloud-soft Level-Line Ride. See and drive America's Number 1 Road Car—the '57 Pontiac—today.



\*BUILT FOR THIS DISPLAY ONLY. GOWNS BY CEIL CHAPMAN.

LITHO. IN U.S.A.