

'57 Pontiac

STAR CHIEF • SUPER CHIEF • CHIEFTAIN



America's Number 1 Road Car...

Pontiac beat them all to the big-time changes—scooped the industry with a car and concept that the rest will be following for years to come!

You can see the direction the trend will take in the taut, wind-tunnel lines of Pontiac's exclusive Star Flight body design—clean, uncluttered, functional, yet so distinctive no other car looks even remotely like it—yet.

But the most sweeping changes of all are hidden beneath that glistening sheath . . . this new Pontiac is filled with "firsts" for '57!

And it comes to you proved as no other car in history has been proved—by a prototype pounding the road through a 100,000-mile marathon test run! It covered everything from country lanes to superhighways, bitter cold and blistering heat.

Through it all Pontiac engineers redesigned, refined and perfected. They perfected the mighty new Strato-Streak engine—made it even

more powerful, more efficient than its record-breaking predecessor that set the official 1956 stock car mark for speed and endurance and led all "eights" in gasoline economy!

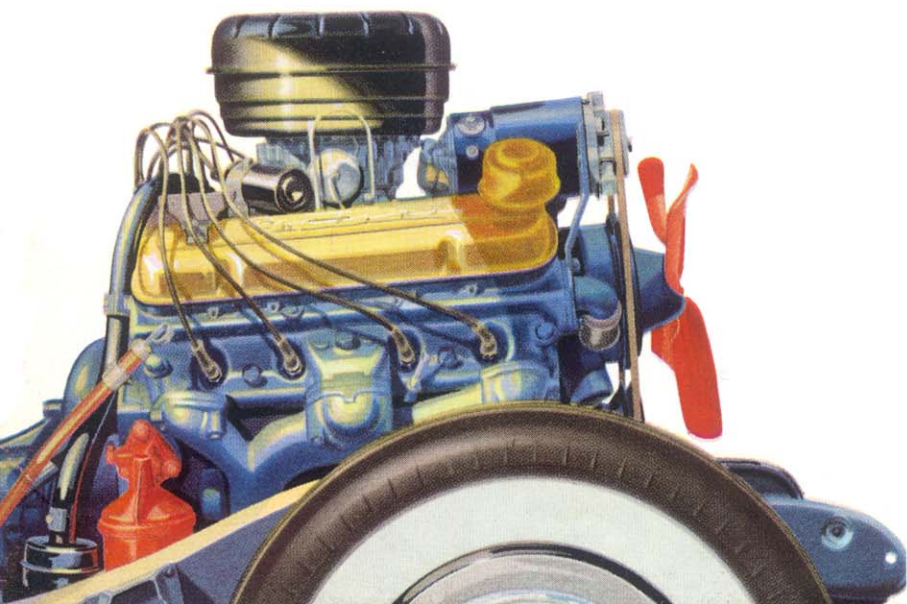
They perfected Pontiac's new Strato-Flight Hydra-Matic Drive in torturous hill climbs, in stop-and-go traffic—made it more than ever the smoothest automatic transmission going!

They perfected Pontiac's new suspension system and controls to give you a vibrationless Level-Line ride on any road and a new kind of handling ease unbelievable in a car so big!

No wonder this '57 Pontiac was called "America's Number One Road Car"—even before it was announced!

You can see how it earned clear title to that claim any time you're ready . . . just drive it! Sample in a *single* mile all that's been proved by 100,000 miles of testing!

Thrill to the highway's most exciting **ACTION** . . . with America's most modern power team!



New World-Record Strato-Streak V-8

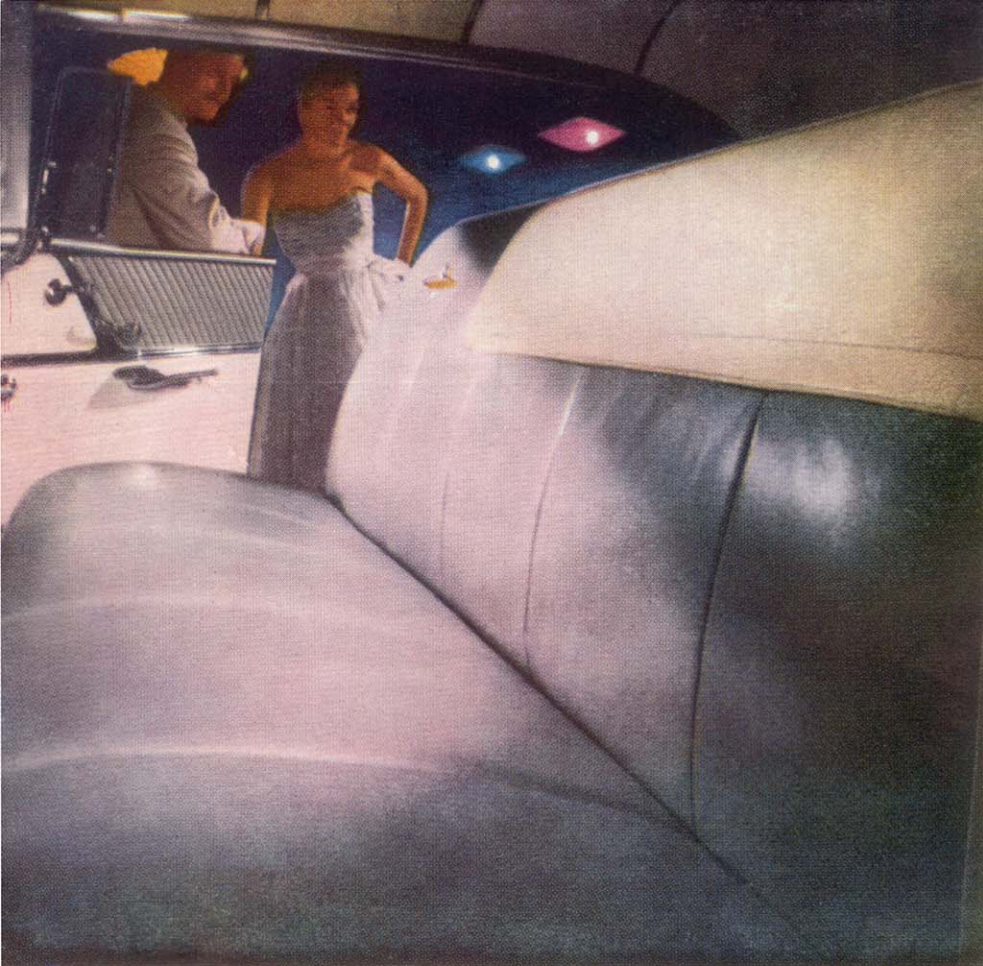
. . . a brilliant successor to last year's record-breaking Strato-Streak that set new marks for performance and endurance . . . and beat all other "eights" in actual miles per gallon. This even bigger, and even more efficient engine delivers a sizzling 270* horsepower in the Star Chief and Super Chief series—252* in the Chieftain. Here is America's most modern V-8. Proved through 100,000 miles of testing—this mighty Strato-Streak delivers its record-breaking power with an alert response you've never experienced before. Just a few miles and you'll know . . . the highway has never seen an engine like this '57 Strato-Streak!

*With Strato-Flight Hydra-Matic.

New Ultra-Smooth Strato-Flight Hydra-Matic*

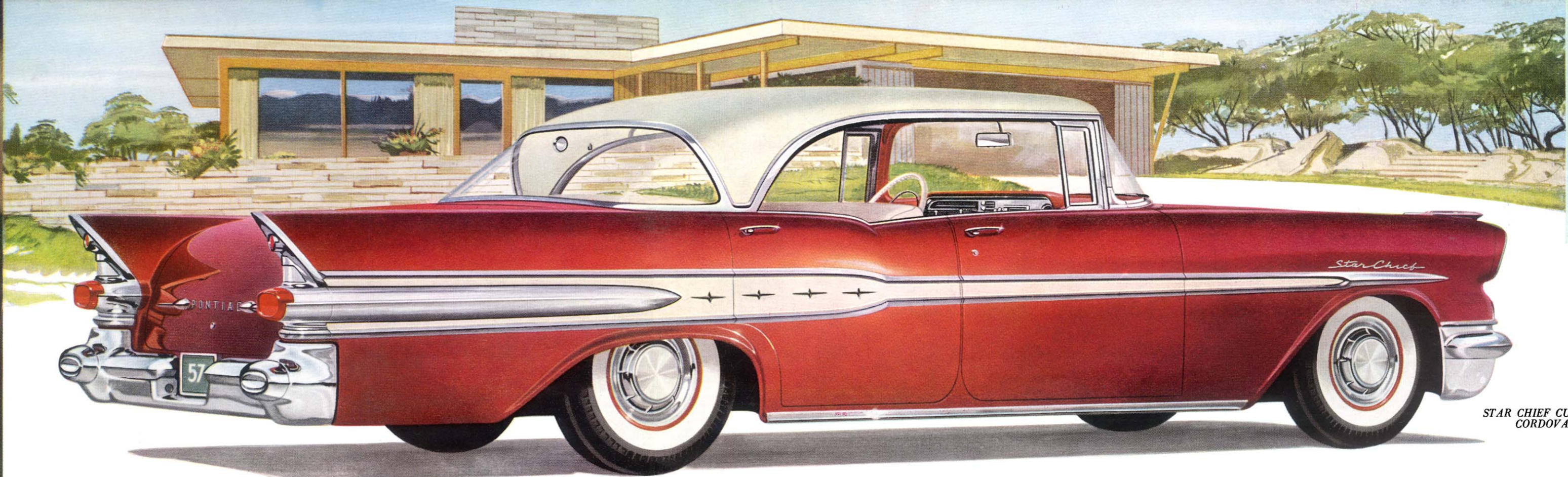
. . . already proved the world's smoothest, most efficient automatic transmission, this new Strato-Flight Hydra-Matic has been refined still further for '57 to utilize every ounce of the record-breaking power of its mighty teammate, the new Strato-Streak engine. This year's Strato-Flight advances—improved throttle control linkage, vane angulation, new calibration and manufacturing refinements—allow this great power team to work together with greater-than-ever smoothness and precision—and establish the Strato-Flight more than ever as the smoothest, most efficient, best proved automatic transmission in the world!

*An extra-cost option.



Star Chief Catalina "off the shoulder" interior in Silver Beige and Kenya Ivory leather. All Catalina interiors are two-tone, color-keyed to blend with exterior color and completely carpeted. Upholstery is available in all leather or combination leather and nylon-faced fabric.

Other Starlite color choices: Cordova Red and Kenya Ivory, Limefire and Seacrest Green, Fontaine Blue and Kenya Ivory. **The Custom Four-Door Sedan** has the same color selections, but interiors are available in leather and fabric only.



STAR CHIEF CUSTOM FOUR-DOOR CATALINA—CORDOVA RED AND KENYA IVORY

THE
Star Chief
SERIES
✦ ✦ ✦

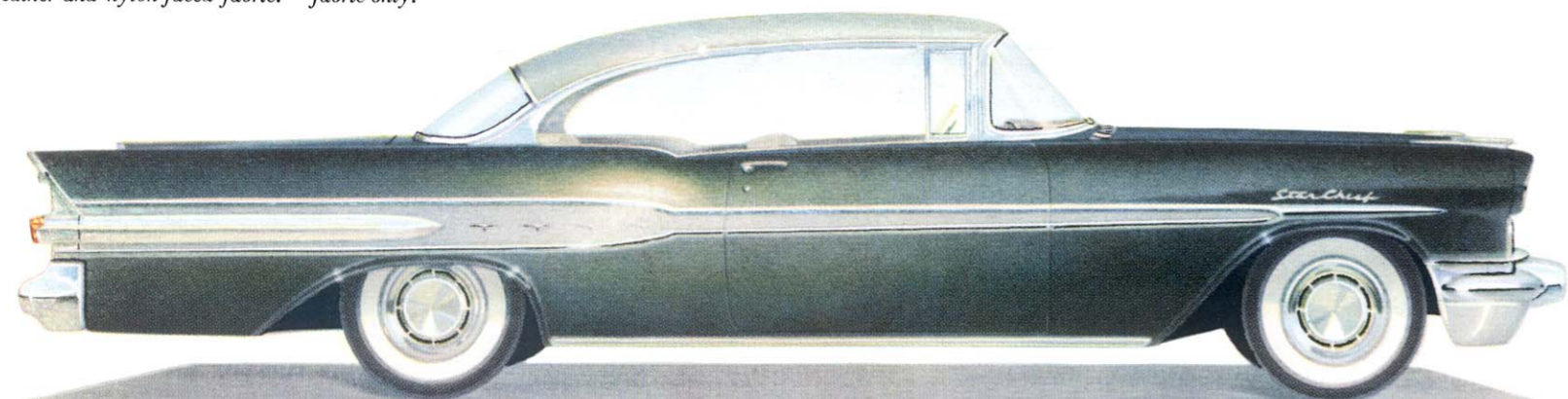
The newest of all the new cars!

Pontiac wrapped up everything in the incomparable Star Chief series. Outside, matchless Star Flight styling—inside, spacious, gracious custom comfort.

And here is the master product of Pontiac's engineering skill. An all-new world's-record 270-horsepower* Strato-Streak engine anchored to a new shock-proof chassis and re-engineered suspension system that give you Pontiac's exclusive Level-Line ride and precision-touch control. Every facet and feature has been polished to watch-work precision to give you brilliant response, cloud-soft ride and infinite handling ease. This is the Star Chief—Pontiac at its loveliest, liveliest best!

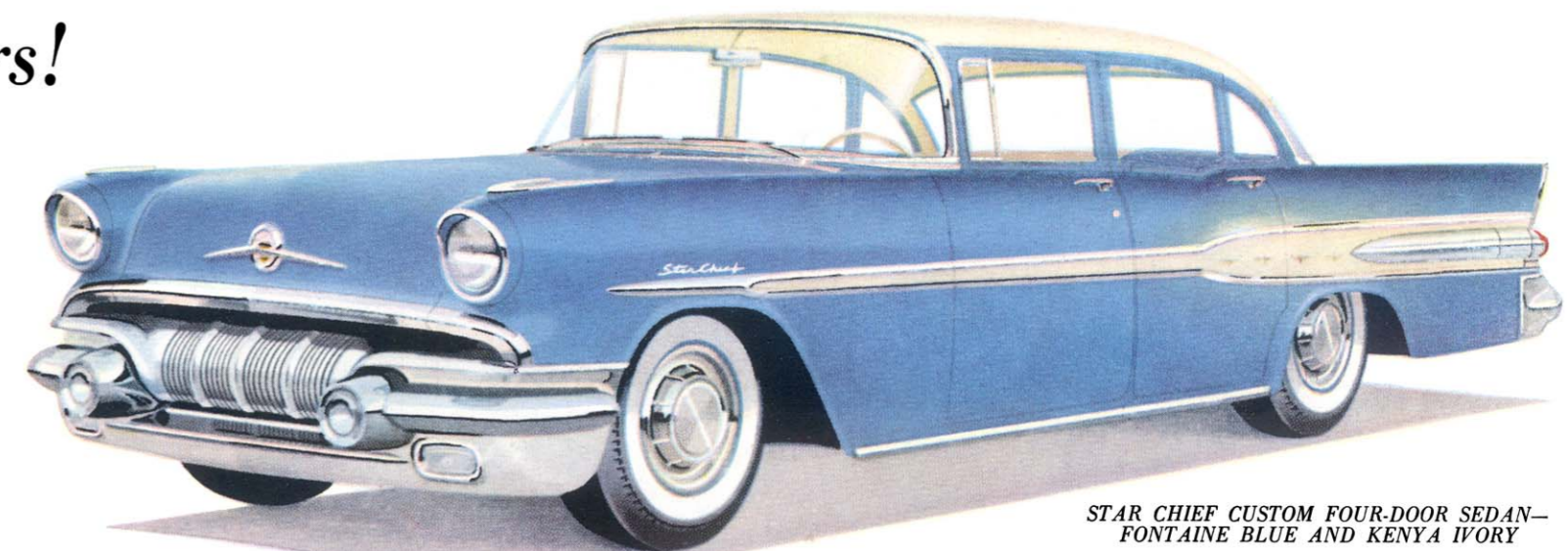
Make your choice from sixty-eight solid and two-tone exterior color combinations in the De Luxe Four-Door Sedan and Convertible—nineteen in the custom models.

*With Strato-Flight Hydra-Matic, an extra-cost option.



STAR CHIEF CUSTOM TWO-DOOR CATALINA—CHARCOAL GRAY AND SILVER BEIGE

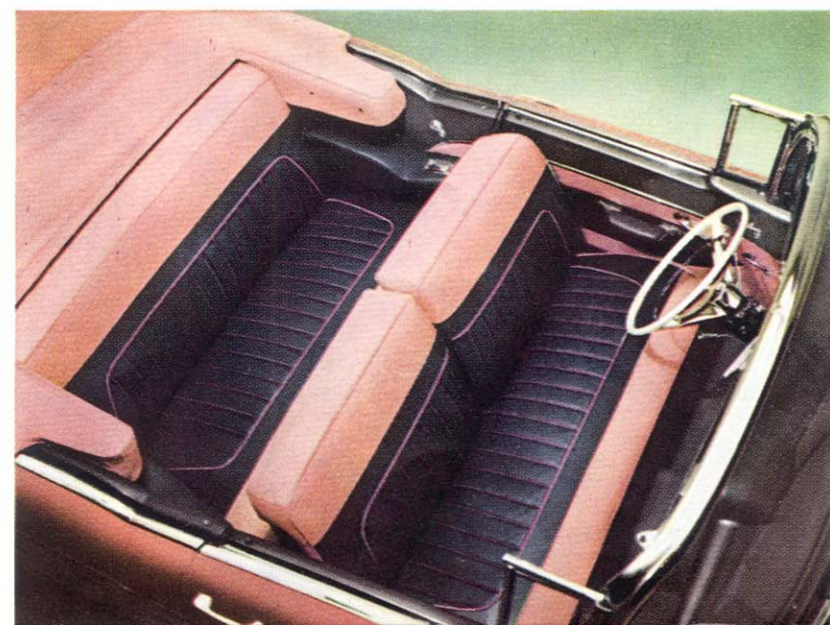
Star Chief Custom exteriors are finished in Acrylic Lacquer. Another Pontiac "first", this revolutionary new finish gets harder, brighter with age—is virtually impervious to weathering.



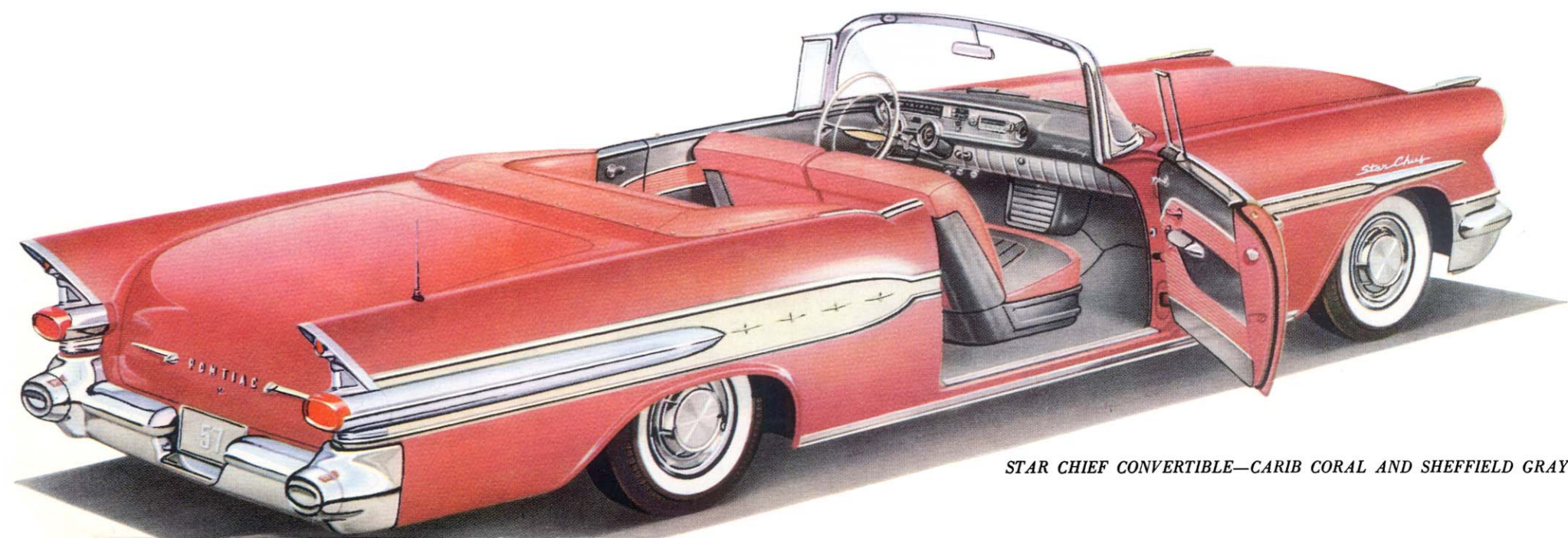
STAR CHIEF CUSTOM FOUR-DOOR SEDAN—FONTAINE BLUE AND KENYA IVORY



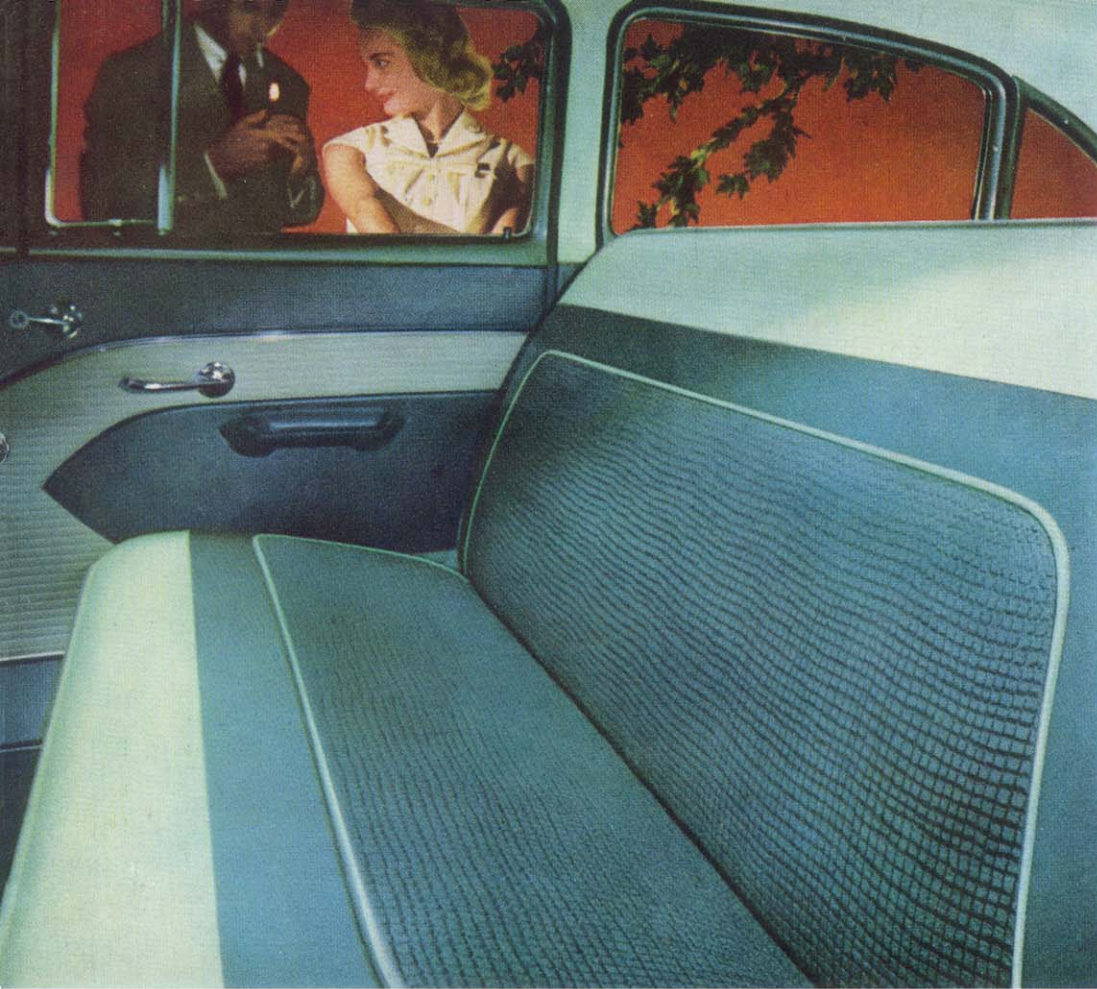
STAR CHIEF DE LUXE FOUR-DOOR SEDAN—LUCERNE BLUE



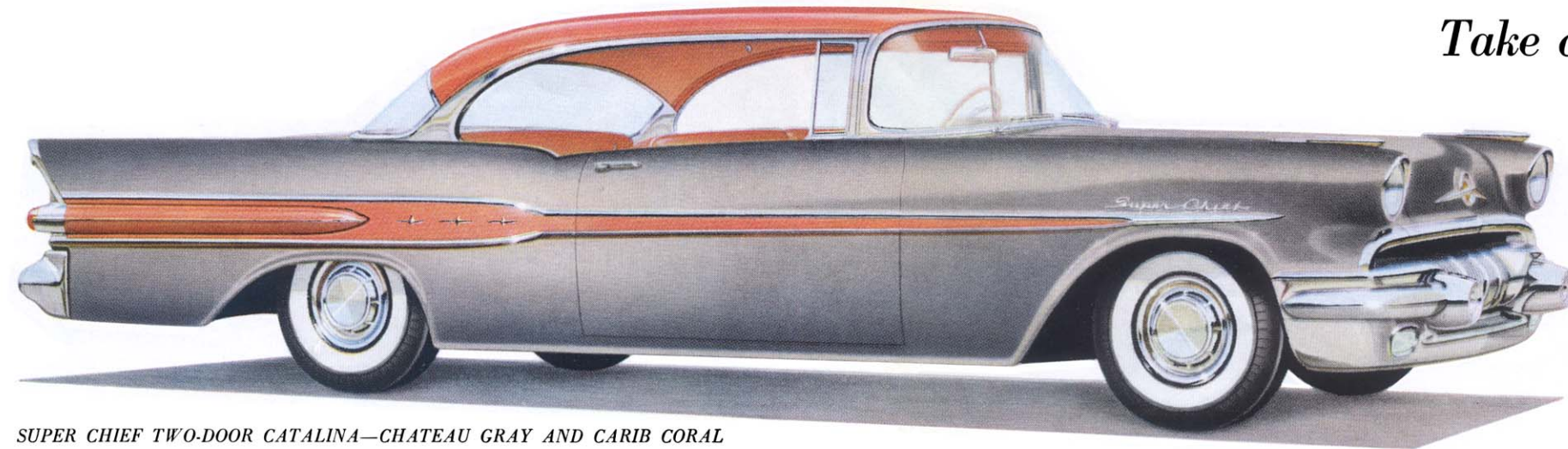
Star Chief Convertible interior (shown right) with seats upholstered in coral and gray Morrokide. Also available in two-tone gray, blue, green—or combination red and gray Morrokide. **De Luxe Four-Door Sedan interiors** are available in two-tone gray, blue or green with seats upholstered in nylon-faced fabric and Morrokide.



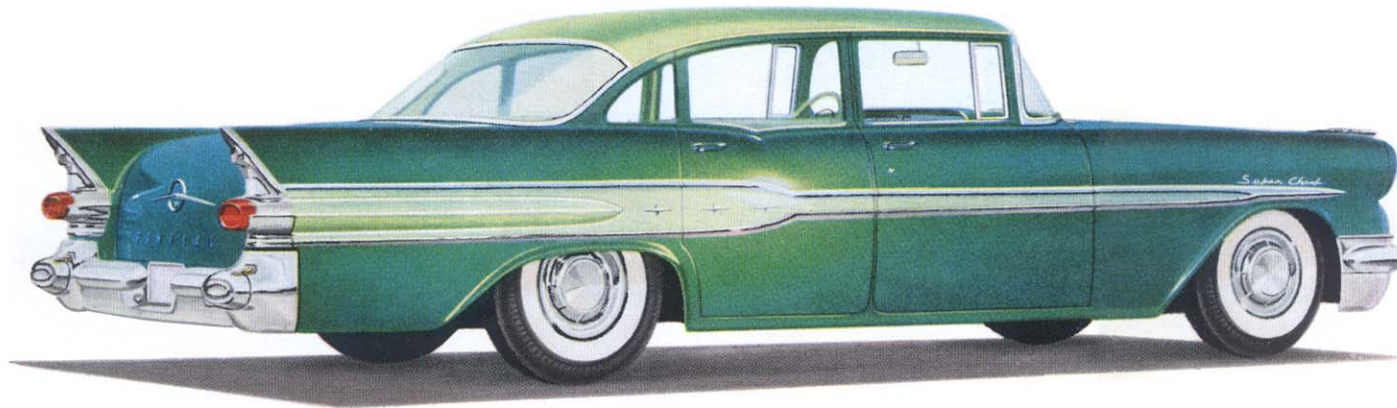
STAR CHIEF CONVERTIBLE—CARIB CORAL AND SHEFFIELD GRAY



Super Chief interior in durable dark green nylon-faced seat fabric and handsome light green Morrokide seat trim. Other two-tone interior color choices available: Sheffield and Chateau Gray, Lucerne and Chevron Blue, Nassau and Braeburn Green or Chateau Gray and Carib Coral (last available in Catalina only).



SUPER CHIEF TWO-DOOR CATALINA—CHATEAU GRAY AND CARIB CORAL



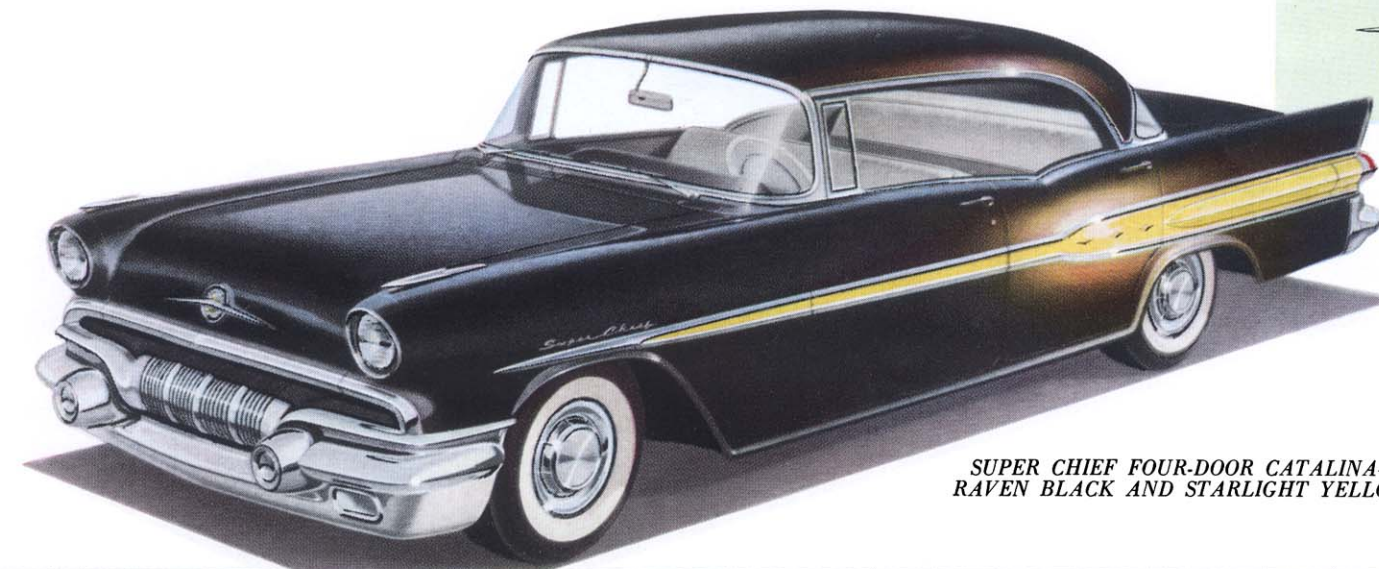
SUPER CHIEF FOUR-DOOR SEDAN—BRAEBURN GREEN AND NASSAU GREEN

Take command of the year's top performance car . . .

the triumphantly *new* Pontiac Super Chief—powered by Pontiac's *biggest* 270-horsepower* Strato-Streak V-8. In its hair-trigger response and ready reserve you'll discover the Super Chief's special talent for taking *everything* in its sweeping stride—high hills, turnpike straight-aways and torn-up back trails!

All this rugged agility, decked out in sleek Star Flight contours and ultra-smart interiors, makes the Super Chief a car any person of ease and action will feel *wonderful* about! Take your choice of three dashing Super Chief models—all with an easy-riding 122-inch wheel-base—each available in 68 solid and two-tone color combinations.

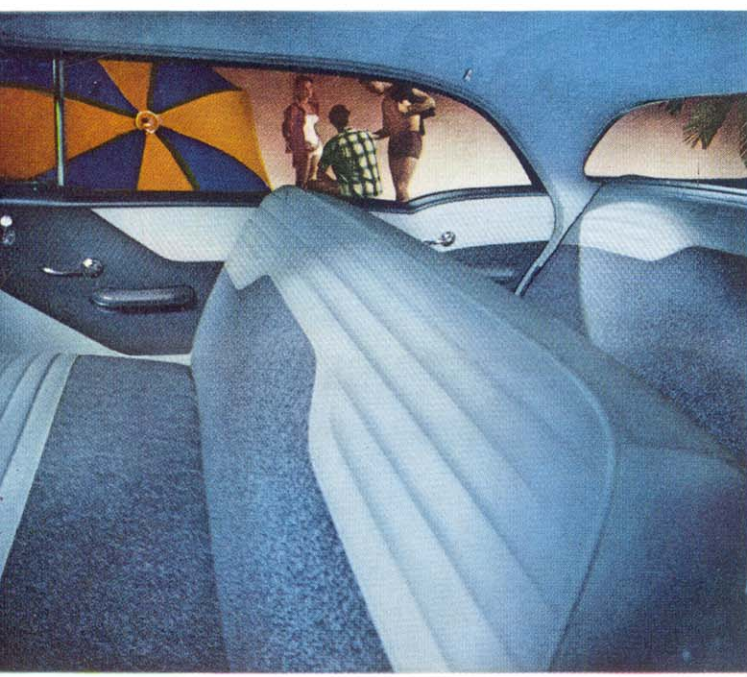
*With Strato-Flight Hydra-Matic, an extra-cost option.



SUPER CHIEF FOUR-DOOR CATALINA—RAVEN BLACK AND STARLIGHT YELLOW

THE
Super Chief
SERIES



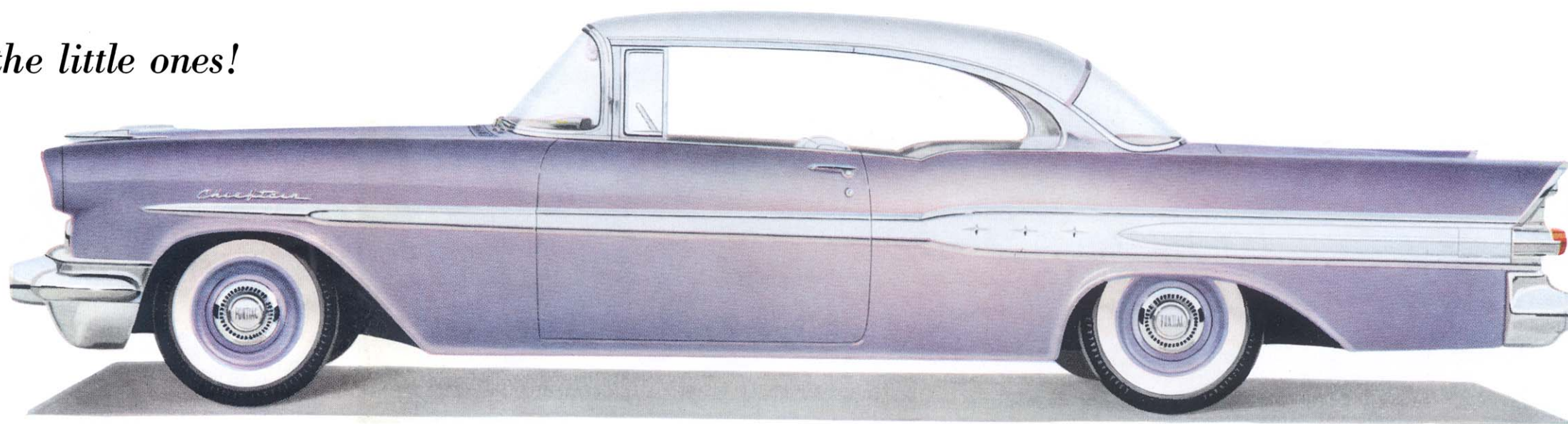


Chieftain standard interior (top) shown in a handsome combination of Sheffield Gray coated-fabric seat trim and Chateau Gray contemporary tweed, nylon-faced upholstery. **Chieftain optional interior** (bottom) with soft quilted Morrokide seat trim. Available in three Starlite color combinations: Lucerne and Chevron Blue, Nassau and Braeburn Green, Sheffield and Chateau Gray.

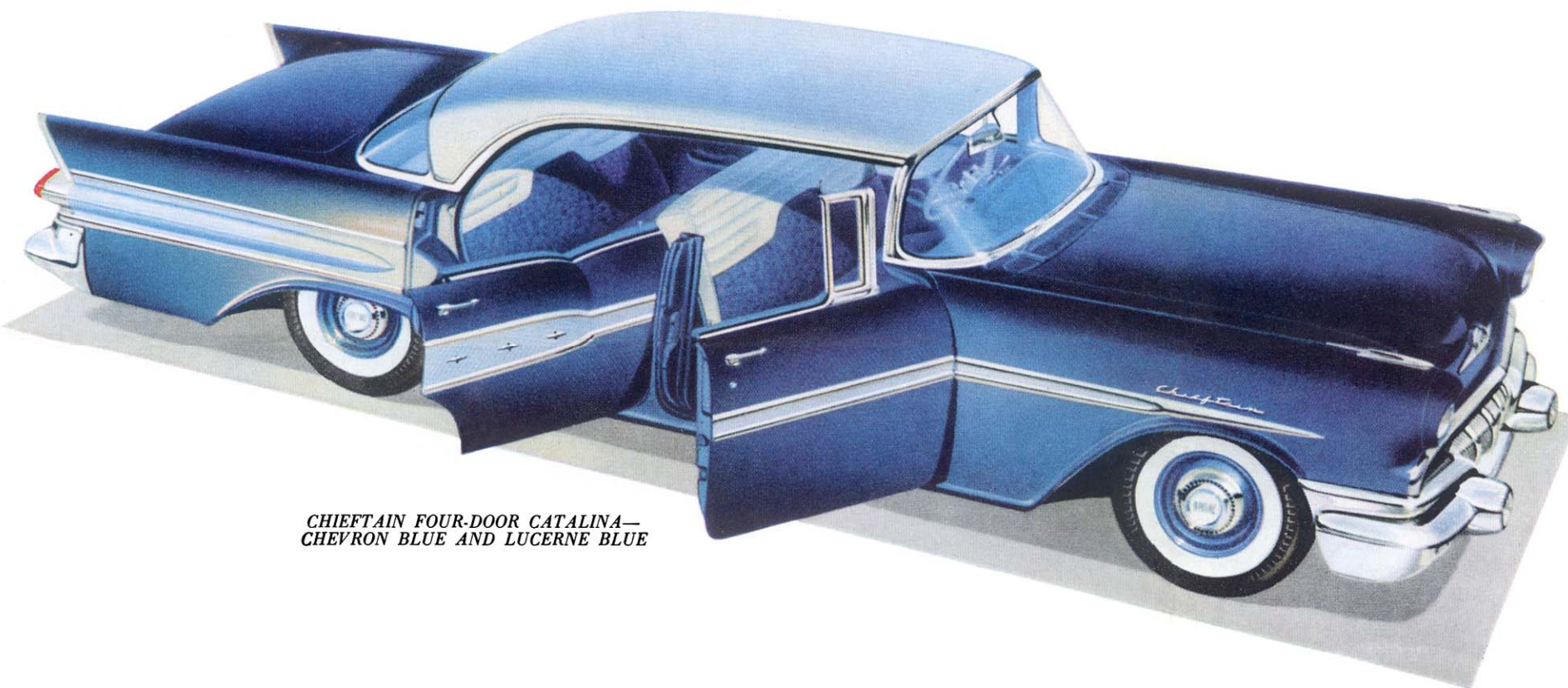
The big-car package for as little as the little ones!

Bar none, this burly beauty is the most popular Pontiac in history! This spirited Chieftain with its more potent, bigger stroke 252-horsepower* Strato-Streak V-8 and extra-long 122-inch wheelbase is greater this year in size and power than ever before. Its extra length and exclusive Level-Line ride smother the bumps in the roughest roads. And the high-fashion glamour of its Star Flight lines and Starlite interiors is smartly in step with its feel of command. *Most surprising:* All its glamour, size and "road car" performance are yours for less than many models of the lightweight *little ones!* Available in 68 exciting solid and two-tone exterior color combinations.

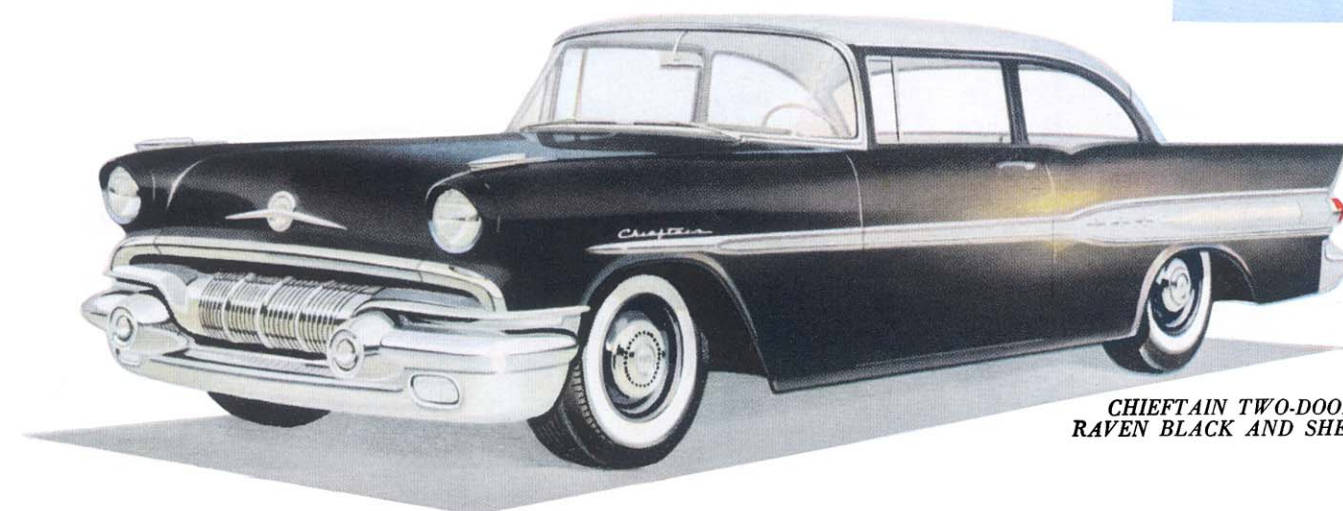
*With Strato-Flight Hydra-Matic, an extra-cost option.



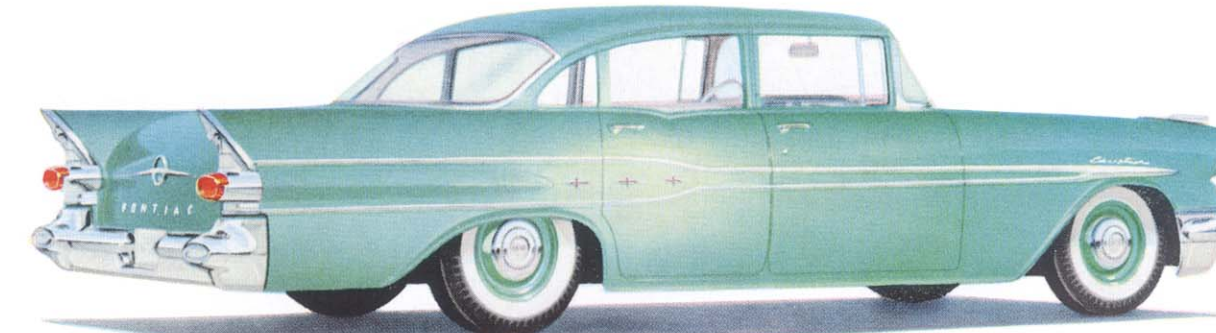
CHIEFTAIN TWO-DOOR CATALINA—SAGE BLUE AND SHEFFIELD GRAY



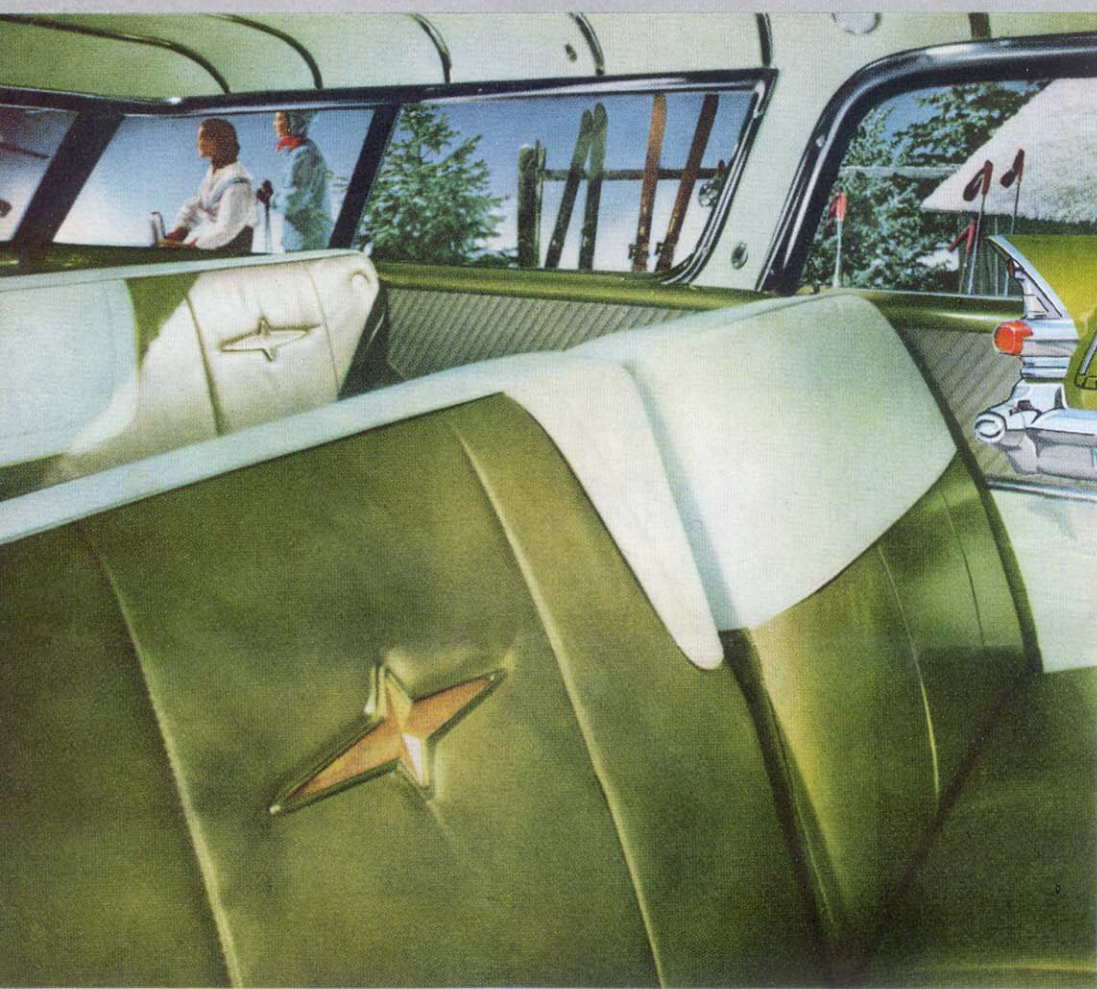
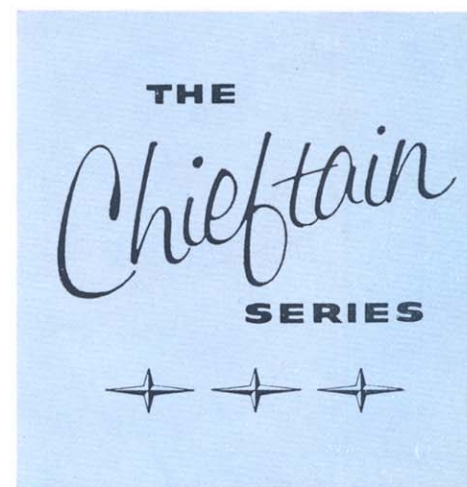
CHIEFTAIN FOUR-DOOR CATALINA—CHEVRON BLUE AND LUCERNE BLUE



CHIEFTAIN TWO-DOOR SEDAN—RAVEN BLACK AND SHEFFIELD GRAY



CHIEFTAIN FOUR-DOOR SEDAN—SAPPHIRE BLUE



This handsome **Star Chief Two-Door Safari interior** features the new "off the shoulder" look in genuine hand-buffed leathers in a tasteful combination of cool Limefire and Seacrest Green.

Other **Star Chief Safari interior color combinations** in all-leather are: Cordova Red with Kenya Ivory, Fontaine Blue with Kenya Ivory, and Silver Beige combined with Kenya Ivory.



STAR CHIEF CUSTOM SAFARI—SEACREST GREEN AND LIMEFIRE GREEN



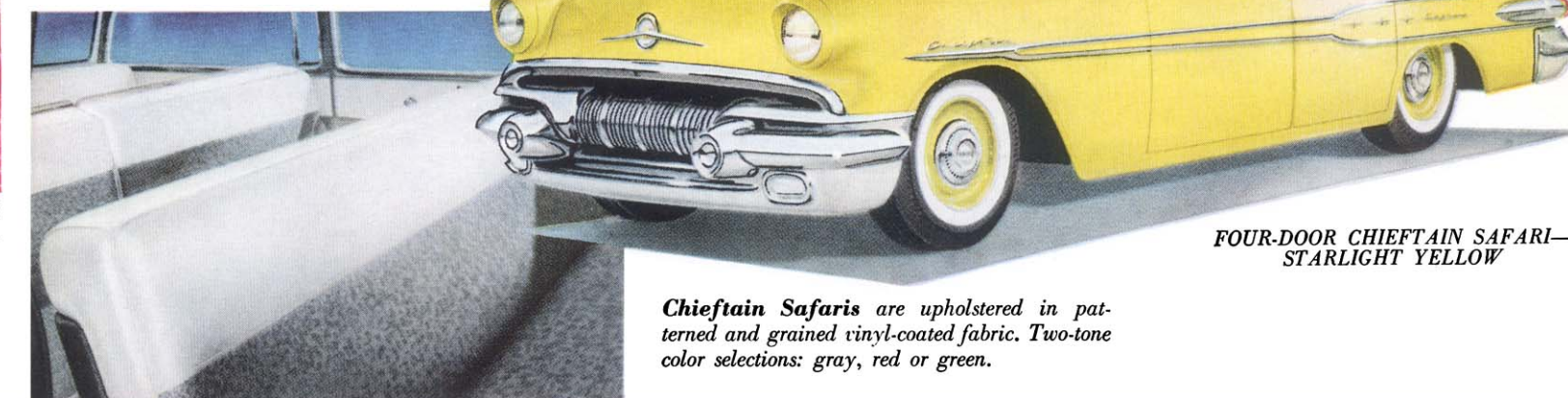
SUPER CHIEF SAFARI—CHEVRON BLUE AND SHEFFIELD GRAY

Load up . . . and light out for adventure!



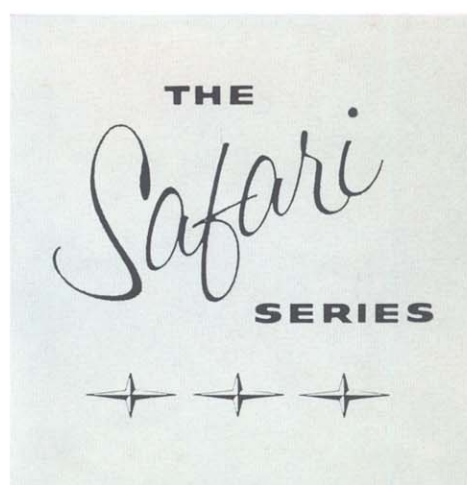
There's no better way than in one of these beautiful, spacious Star Flight styled Safaris. At the wheel you enjoy all the handling ease, riding comfort and smooth-flowing power of America's Number 1 Road Car, plus the convenience of space for up to nine passengers or a half-ton load. Each Safari interior is designed for the utmost in style, convenience and durability. You have 19 solid and two-tone exterior color choices in the Star Chief Safari—68 in the Super Chief and Chieftain.

TWO-DOOR CHIEFTAIN SAFARI—TARTAN RED AND SHEFFIELD GRAY



FOUR-DOOR CHIEFTAIN SAFARI—STARLIGHT YELLOW

Chieftain Safaris are upholstered in patterned and grained vinyl-coated fabric. Two-tone color selections: gray, red or green.



Let Pontiac power-assists double your driving pleasure!

Power Brakes

That assure smooth, even, almost-effortless stops at a touch . . . still provide "stopping feel" at all times. Included is new power brake pedal with over 10½ square inches of area and matching accelerator pedal with word "Power" inscribed.

8-Way Power Comfort Control Seat

Provides customized seating comfort at the touch of a button. Moves forward, backward—tilts both front and back of seat up or down. Raises or lowers entire seat vertically.

Power Window Lifts

All vertical-moving windows can be raised or lowered in seconds from control panel near driver's seat. Individual controls for passengers located in panel below each window.

Power Steering

Eliminates up to 87% of the effort required in difficult steering situations. An important safety addition in case of blowouts or wheels contacting soft shoulders, heavy sand or snow.

Air Conditioning

Imagine Pontiac Year-Round Air Conditioning supplying you with spring-like, cool, clean dry air month in, month out. On the longest trips through the hottest, most humid weather you stay cool, relaxed, free of weather fatigue. You arrive at your destination refreshed, free of that hot, sticky feeling. You'll find you'll use this year-round air conditioning in every season of the year. You can regulate the temperature to just the degree desired—keep inside air free of humidity, dust and odors.

There's more driving enjoyment with Pontiac stylized accessories

To save you time and money Pontiac accessories are available by the group for installation at the factory. Your dealer will order your '57 Pontiac equipped according to your specifications. It is delivered tailored to your wishes—and at a considerable saving in the cost of the accessories. Any accessory may, of course, be ordered individually—but remember if you order your accessories by the group you save—in time and cost!

Pontiac Accessory Groups

Basic Group

Underseat Heater and Defroster
De Luxe Radio and Manual Antenna
Latex Foam Cushion—Front Only
Oil-Bath Air Cleaner
Full-Flow Oil Filter

Lamp Group

Back-Up Lamps
Glove Compartment Lamp
Luggage and Utility Lamp (Underhood and Utility Lamp on Safaris)
Ash Tray Lamps (Includes RH Ash Tray on Chieftain Models)
Parking Brake Warning Lamp

De Luxe Basic Group

Underseat Heater and Defroster
Hi-Fi Dual Rear Seat Speakers
(Except Convertible and Safaris)
De Luxe Electramatic Wonder Bar
Radio and Electric Antenna
Custom Lounge Latex Foam Cushion—Front Only
Oil-Bath Air Cleaner
Full-Flow Oil Filter

Mirror Group

Outside Rear-View Mirror
Inside Non-Glare Tilt Mirror
Visor Vanity Mirror

SPECIFICATIONS

Strato-Streak V-8 Engine is a 90° V-block eight-cylinder engine of the valve-in-head design. With the compression ratio of 10.0 to 1, maximum brake horsepower is 270 at 4800 rpm; maximum torque, 359 lb. ft. at 2800 rpm on Star Chief and Super Chief models with Hydra-Matic transmission; and 252 horsepower at 4600 rpm; maximum torque, 354 at 2400 rpm on Chieftain models with Hydra-Matic transmission. Bore and stroke, 3.94 inches by 3.56 inches. Displacement, 347 cubic inches. Completely counterbalanced crankshaft with counterweights ideally distributed for uniform bearing loads. Five overlapping main bearings. Oil seals both front and rear. Tin-plated aluminum pistons to reduce scuffing and wear. Intake valves vented to atmosphere. Chain-driven camshaft supported by five bushings. Rubber engine cushioning. Pressure-rotation crankcase ventilation to ventilate the entire engine with a complete, ideal-flow ventilating pattern. An 8.5:1 compression ratio engine which utilizes standard fuel is used with standard cars equipped with Synchronesh transmission.

Engine Lubrication: Full-Pressure Quad-Gallery Lubricating System for adequate bearing lubrication at all times, ample lubrication to all engine moving parts. Helical gear type oil pump. Oil refill capacity (less filter), five quarts. Full-flow oil filter, accessory.

Fuel System: Four-barrel, multiple-venturi downdraft carburetor on Star Chief and Super Chief models; dual type standard on Chieftain models. Fuel pump with vacuum booster except on cars with accessory electric windshield wiper. Heavy-duty oil-bath air cleaner and silencer, accessory. Balanced-intake manifold with pre-heat chamber for extra-quick warm-up, efficient use of fuel. Automatic choke. Twenty-gallon fuel tank, except station wagons. 16- or 17-gallon fuel tanks in station wagons.

Cooling System: Reverse-Flow Gusher-Valve Cooling. Water-distributing tubes in cylinder heads. Centrifugal water pump. Thermostatic control of water circulation. Water around all cylinders. Full-length water jackets. Four-bladed fan of 19-inch diameter, except in cars equipped with Air Conditioning. Coolant capacity: 21.7 quarts without heater; with underseat heater, 23.1 quarts.

Electrical System: 12-volt, 9-plate battery. Twenty-five-ampere generator standard. Current and voltage regulator. Centrifugal, vacuumatic spark control. Spark plug make and model: AC 45. Key-quick automatic starting.

Chassis: Rugged X-member frame with four-way cantilever construction. Wheelbase: Star Chief (except Safari)—124 inches; Safari—122 inches; Super Chief and Chieftain—122 inches. Independent front coil springs. Vertical king-pins. Front stabilizer bar. Hydraulic shock absorbers, front and rear. New long, leaf type, parallel rear springs with new full-length liners and rubber bushings. Recirculating ball steering gear. Over-all standard steering ratio: 25 to 1. Hotchkiss Power-Cushion Drive, new hypoid rear axle. Multiple-sealed 12-inch front brakes; 11-inch rear brakes. New foot-operated parking brake operates on rear wheels. New Synchronesh transmission with new, easy-action clutch, quiet helical gears. Built-in concentric gearshift. Hydra-Matic Drive optional at extra cost. Extra-low-pressure tubeless tires standard, 7.50 x 14 for Chieftain models (exc. Safari); 8.00 x 14 for all Super Chief and Star Chief models (exc. Safari) for wide 6-inch rims; 8.50 x 14 tires standard on Safaris.

Body: All-steel Body by Fisher. Key-operated outside front door locks. "Free-wheeling" door handles on all rear doors when locked. Crank-operated front Ventipanes. Counterbalanced, self-locking trunk lid. Counterbalanced hood. Automatic interior lighting, actuated by front doors on Super Chief and Chieftain models and by all doors on Star Chief models. Dual front ash trays in Super Chief and Star Chief, one in Chieftain models with second optional equipment. Ash trays and arm rests both front and rear on all other models (except no rear arm rests in Safaris, no rear ash tray in Chieftain 2-Door Safari). Spring-held tools in trunk to prevent rattling, except Safaris. Direction signals standard, all models.

Dimensions: Over-all length: Star Chief (except Safari) 213.8 inches; Super Chief and Chieftain (except Safaris) 206.8 inches; Super Chief and Chieftain Safaris 207.7; Star Chief Safari 206.8 inches. Width: 75.2 inches. Height, with passengers: Star Chief Four-Door Sedan 60.1 inches, Convertible Coupe 58.6 inches; Star Chief and Super Chief Two-Door Catalinas 58.7 inches; Star Chief and Super Chief Four-Door Catalinas 58.6 inches; Super Chief and Chieftain Safaris 60.7 inches; Star Chief Safari 59.3 inches.

Pontiac Motor Division of General Motors Corporation reserves the right to make changes at any time, without notice, in colors, materials, equipment, specifications, prices and models—and also to discontinue models. The right is also reserved to change any specifications, parts or equipment at any time without incurring any obligation to equip same on cars built prior to date of such change. White sidewall tires shown on car illustrations are not standard equipment and are available at extra cost.