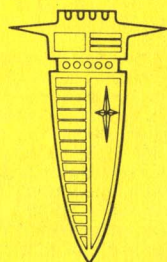
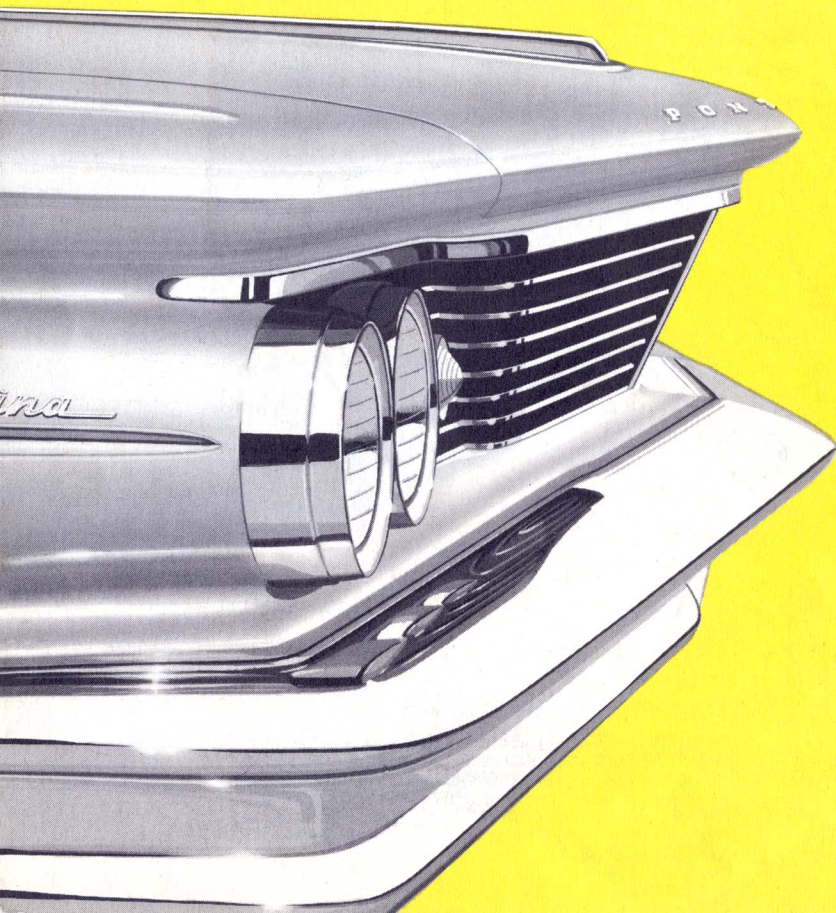


what's new

(and specially suited for you)

in **PONTIAC**

'60?



EVERYWHERE!

There's a Fresh Point of View for You!

- **Inspired Beauty Of Perfect Proportion**
- **Precision Control Of Wide-Track Wheel Design**
- **Softer Ride Of Supple Suspension**
- **Wide Choice Of Vigorous Tempest V-8 Engines Tailored To Economy And High Performance**

Good design is easy to recognize! The total effect is quick, needs no justification! This is why Pontiac is quickly recognized as the most intelligently designed . . . the most beautiful . . . the freshest of all the new automobiles.

Let's examine the facts—STEP BY STEP!

Fresh-Point-Of-View STYLING!

Clean, uncluttered beauty in every line—from the sweeping new prow to the flowing rear deck. Each series features distinctive side chrome treatment . . . series name prominently displayed along front fender molding. Other changes include smart new horizontal grille, sculptured fender panels, new headlight assemblies, new massive bumpers, new wheel disc styling, completely new decor items. (Check this new Pontiac from every angle.)

Fresh-Point-Of-View PERFORMANCE!

Pontiac's vigorous Tempest V-8 Engines are acknowledged as the industry's most advanced. Important improvements for 1960 include improved efficiency, completely new divided-flow cooling system, new carburetion, new pistons, new manifold and fuel filter. You have your choice of Tempest 425 V-8 Engines with 2-barrel, 4-barrel and Tri-Power (3 2-barrel) carburetor options plus a regular fuel economy V-8 with Hydra-Matic transmission. (A "Wide-Track" Drive will prove this performance second to none.)

Fresh-Point-Of-View RIDE!

A new supple suspension provides a softer ride, gives you greater comfort and driving enjoyment. Important changes in design include new shock absorbers, new placement of rear axle upper control arm, new rear lower control arm rubber bushings. These suspension advances combined with Pontiac's revolutionary Tubular Center X Frame, low spring rate and a big 122" or 124" wheelbase, let you enjoy driving to its fullest! (One ride will prove it. Take a "Wide-Track" Drive while you're here.)

Fresh-Point-Of-View HANDLING!

In Pontiac, you'll enjoy stability no narrow track car can offer. With the widest stance on the road, you maneuver with skillful sureness and precise control. Coupled with Pontiac's improved suspension system, you're steadier, more secure, better balanced. Look at Pontiac's Wide-Track wheels—64" tread to widen the stance, not the body. (Ask one of our salesmen for a "Wide-Track" Drive.)

Fresh-Point-Of-View INTERIORS!

Every series features elegant new trim patterns—each distinctively different! 19 Catalina . . . 3 Ventura . . . 11 Star Chief . . . 18 Bonneville trims to choose from—including nylon-faced fabrics, long-wearing Jeweltone Morrokide, genuine deep-dyed leathers that from every standpoint excel the finest you've ever known. From the polished walnut paneling on the Bonneville instrument panel to the deep-pile carpet with vinyl surface rubber mat in the Catalina, you'll find more you like in Pontiac. (Our salesmen will gladly show you our new Color and Fabric Book with all material samples.)

Fresh-Point-Of-View COLOR!

Pontiac color selections were never more pleasing—with fifteen new hues to choose from! Pontiac's pioneered "Magic-Mirror" finish gives you maximum resistance to wear, color change, fading and chalking. The colors available: Regent Black, Black Pearl, Shelltone Ivory, Richmond Gray, Newport Blue, Skymist Blue, Fairway Green, Berkshire Green, Coronado Red, Stardust Yellow, Mahogany, Shoreline Gold, Palomino Beige, Sierra Copper and Caribe Turquoise—with sixty two-tone possibilities. (Ask a salesman to show you the 1960 Pontiac Color and Fabric Book.)

Fresh-Point-Of-View LUGGAGE CONVENIENCE!

Every '60 Pontiac offers you tremendous trunk capacity! Catalina and Ventura models have 35 cubic feet of trunk volume. Star Chief and Bonneville models, 40 cubic feet. Each trunk is generously lined to protect your good luggage. Each trunk lid is counter-balanced for easy opening. Spare tire is conveniently located, easily accessible! (Open the trunk and check for yourself.)

Fresh-Point-Of-View COMFORT!

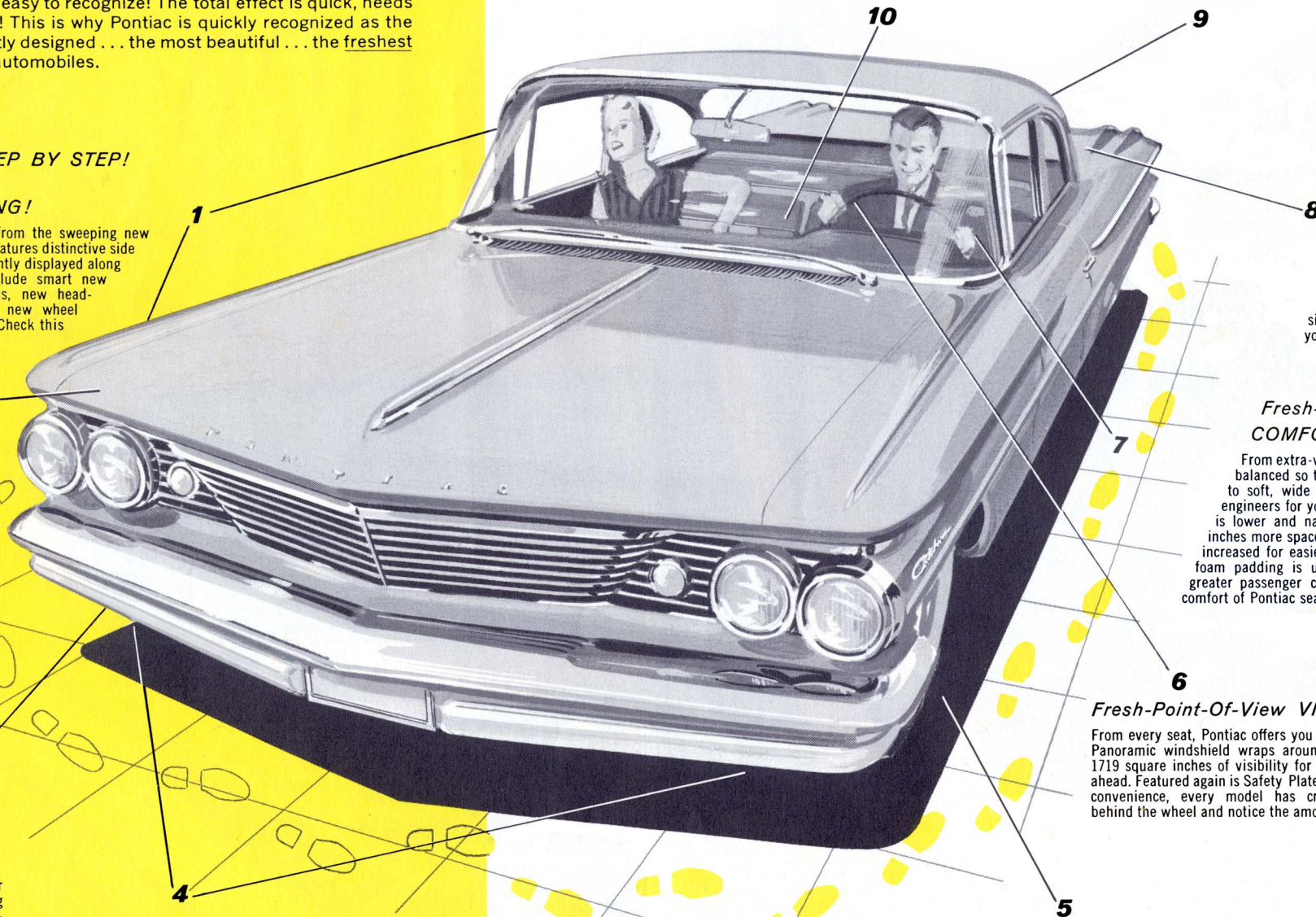
From extra-wide swinging doors (precision hung and balanced so that even a slight push will close them) to soft, wide seats and king size leg room, Pontiac engineers for your comfort. Front floor tunnel this year is lower and narrower, adding about 444 extra cubic inches more space . . . steering wheel clearance has been increased for easier getting-behind-the-wheel . . . 1 inch foam padding is used in all front seats (standard) for greater passenger comfort. (Sit inside and feel the new comfort of Pontiac seat construction.)

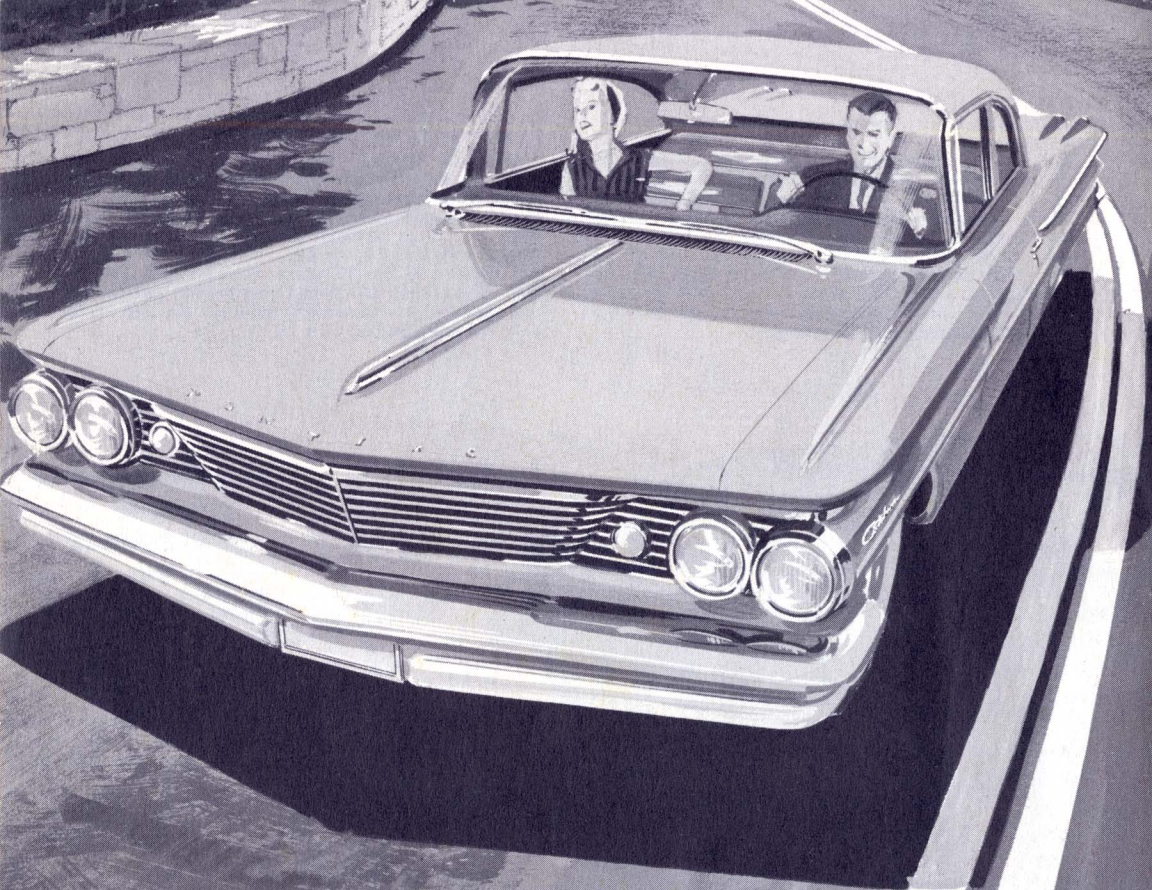
Fresh-Point-Of-View VISIBILITY!

From every seat, Pontiac offers you wide, all-around visibility. Large Vista-Panoramic windshield wraps around at both side and top—offers up to 1719 square inches of visibility for better-than-ever command of the road ahead. Featured again is Safety Plate Glass in every window—and for greater convenience, every model has crank-operated front ventipanes. (Get behind the wheel and notice the amount of visibility you enjoy.)

Fresh-Point-Of-View QUIETNESS!

Suspension, chassis and body improvements—plus the selectively increased use of insulating materials—provide new quiet ride quality. Unwanted road noise and body echo are notably reduced. Body insulation is found on all models in front of dash . . . in roof . . . in trunk lid and rear compartment pan . . . inside doors . . . rear quarter—under the carpet. Rubber body mount design avoids metal-to-metal contact. Acoustic engine mounts isolate annoying vibration—improve engine idle smoothness. This special acoustical treatment is an integral part of the design of every '60 Pontiac. (On the road, during your "Wide-Track" Drive, you'll notice immediately Pontiac's new quietness.)





We want you to
take a "Wide-Track" Drive . . .
we promise you the most rewarding drive
you've ever known!