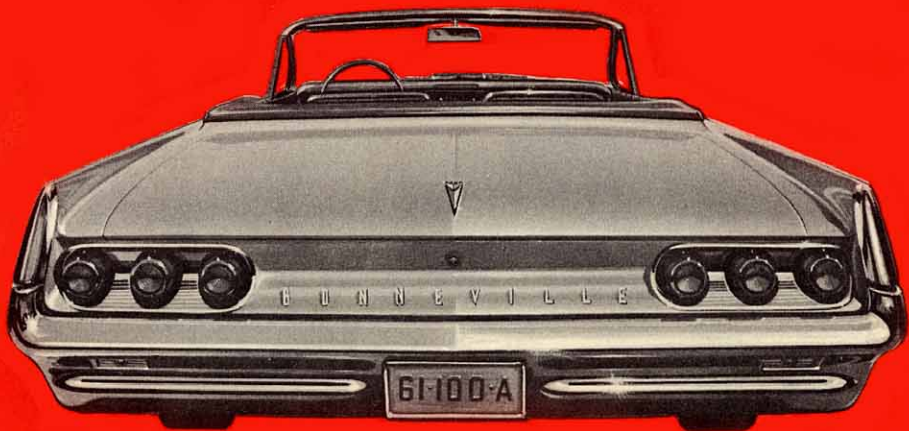


what's new *IN PONTIAC '61 ?*



LET'S EXAMINE THE FACTS STEP BY STEP . . . YOU'LL FIND . . .

it's All Pontiac! on a new Wide-Track!

STEM TO STERN . . . INSIDE AND OUT—THIS IS THE GREATEST CAR PONTIAC HAS EVER BUILT!

Take a walk around the 1961 Pontiac. Look into the engine compartment.

Step into the perfectly proportioned interior and get the feel of being surrounded

by luxury. See the roomy luggage area. You'll find that the '61 Pontiac

is designed to let you enjoy driving more than ever before.

And you'll discover why we say proudly: "It's all Pontiac!"

1. NEW STYLING

First, let's take a long look at the exterior styling. There's clean, crisp beauty in every line . . . from the smart divided grille (a Pontiac exclusive) to the sleek rear deck . . . it's all new! The side chrome strip identifies each series. The exciting new Vista is found in every series. Each model has the swept-back windshield post that makes entry and exit from the front easier than ever. The new Wide-Track design lends perfectly balanced wheel-to-body proportion. Coming and going . . . any way you look at it, you'll love the beauty of the '61. It's all Pontiac!

2. STUNNING COLORS

Color selection for the '61 Pontiac is something to talk about. There are 15 new "Magic Mirror" colors to choose from . . . especially designed to last long and resist fading. Colors available on all series are: Regent Black, Shelltone Ivory, Richmond Gray, Bristol Blue, Richelieu Blue, Tradewind Blue, Jadestone Green, Seacrest Green, Coronado Red, Bamboo Cream, Cherrywood Bronze, Rainier Turquoise, Fernando Beige, Dawnfire Mist and Mayan Gold. Colorful, made to stay beautiful . . . the '61 is all Pontiac!

3. NEW ENGINE

Next, let's examine the new Trophy V-8 engine which gives you a perfect combination of performance and economy. It's the finest V-8 in the industry. You have a choice of many engines so you can pick the one exactly right for your particular needs. New fuel-induction system gives this free-breathing engine more air, makes gas go farther. Horsepower ranges from 215 to 318. For top economy, specify the Trophy Economy V-8. Available on any Pontiac . . . uses regular gas. There's a new four-quart oil refill capacity . . . oil changes cost less. Other brand new features include improved valve mechanism . . . new cylinder head . . . new exhaust system . . . improved cooling system. All models have an improved, lighter, Super Hydra-Matic transmission. Get the feel of Trophy V-8 performance. You'll agree it's all Pontiac!

4. NEW WIDE-TRACK

Now, let's talk about Wide-Track ride . . . so superior to anything you have ever experienced. Pontiac's exclusive Wide-Track design gives it a broad stance, great stability, superb handling. There's more weight balanced between the wheels. The result is a smooth ride and sharp handling on corners . . . rough roads . . . in city traffic or on the highway. The '61 has an improved front suspension . . . and a completely new four-link rear suspension. This makes use of heat-treated steel coil springs, mounted over the axle . . . new, lower control arms with rubber bushings . . . shorter swing arms . . . two new, separate upper control arms . . . a new integral rear shock absorber system. You'll ride with more ease, maneuver with more sureness. Ride in the '61 and see why everyone is saying: "It's all Pontiac!"

5. WIDER DOORS—OPEN FARTHER

Now, let's open the doors . . . get in and out. You'll find that the '61 Pontiac has wider doors that open farther . . . up to five inches farther. All entrance areas are increased. Doors close with a solid sound . . . and at a touch. They're precision hung and balanced . . . of Unisteel construction with rotary locks for positive latching. All four-door models have free-wheeling safety locks on rear doors . . . a safeguard for small children. Notice, too, that a lower lip design makes it easier to load and unload the trunk. And the trunk of this Catalina Vista model has a total volume of 33.2 cubic feet.

9. EASIER, SAFER DRIVING

Of course, it's easier and more pleasant to drive a '61 Pontiac . . . and it's safer, too. Brake pedal-to-piston travel ratio has been improved to give you better "brake feel" . . . more secure stops. Steering is easier. You see more and better. And there are many other safety and convenience features . . . padded forward edge of dash panel is standard on all models, and the instruments are easy to read. There's a big 25-gallon gasoline tank (19 gallons on Safari models). The "fill" is in a more accessible position. In the way it's made, the way it rides and the way it performs, the '61 is all Pontiac!

8. IMPROVED VISIBILITY

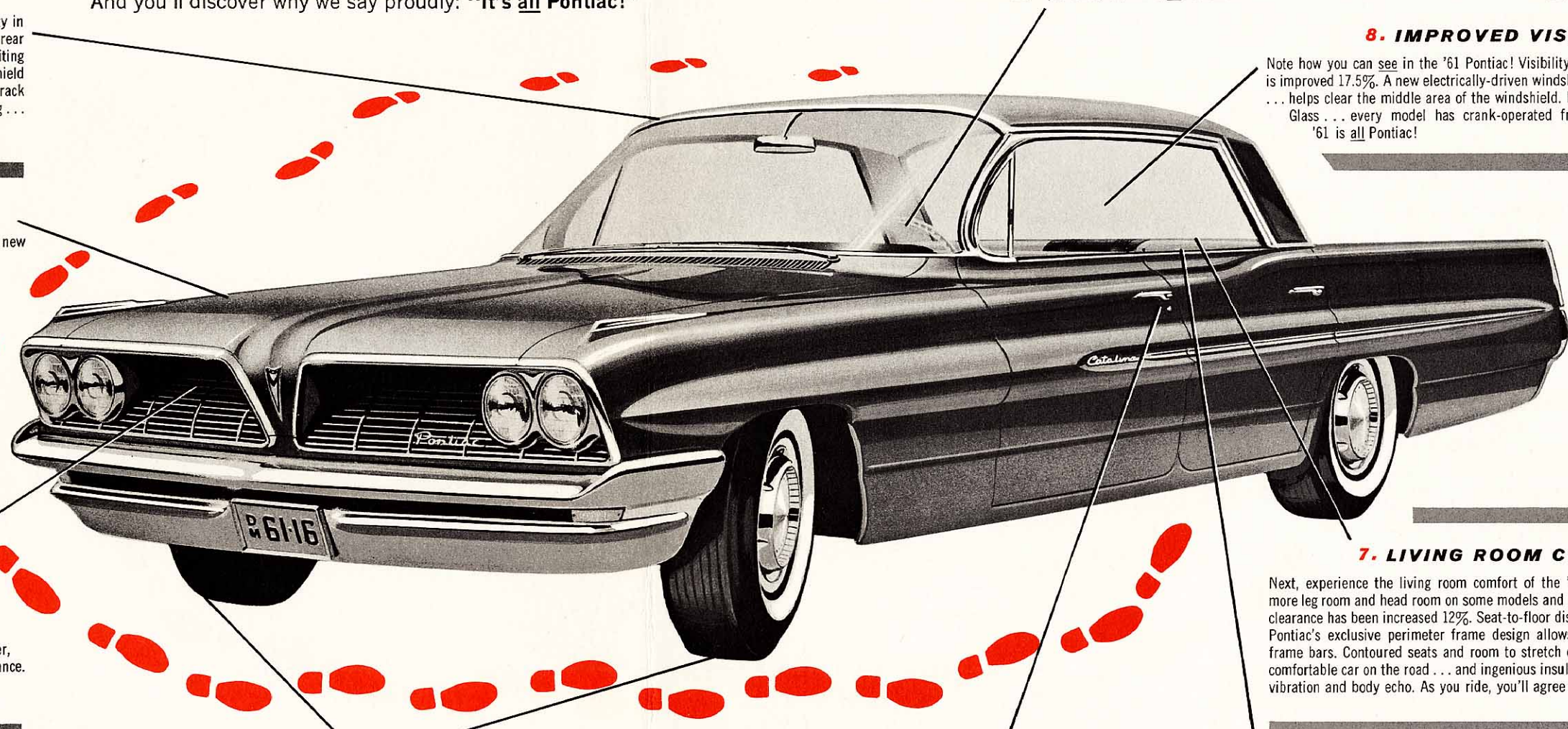
Note how you can see in the '61 Pontiac! Visibility is better. Over-the-hood view is improved 17.5%. A new electrically-driven windshield wiper with big, big blades . . . helps clear the middle area of the windshield. Every window has Safety Plate Glass . . . every model has crank-operated front ventpanes. See why the '61 is all Pontiac!

7. LIVING ROOM COMFORT

Next, experience the living room comfort of the '61 Pontiac. You'll find there's more leg room and head room on some models and more foot room. Steering wheel clearance has been increased 12%. Seat-to-floor distance ratio has been improved. Pontiac's exclusive perimeter frame design allows lowering of seats within the frame bars. Contoured seats and room to stretch out make the Pontiac the most comfortable car on the road . . . and ingenious insulation throughout reduces noise, vibration and body echo. As you ride, you'll agree that the '61 is all Pontiac!

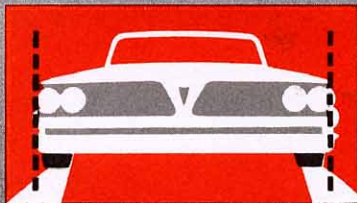
6. NEW INTERIOR BEAUTY

Next, we'll look over the luxurious new interiors. Every model features tasteful and imaginative decor using exciting, new patterns and textures and a wide choice of colors. There are 33 interiors to choose from in the Catalina series . . . 10 for Venturas . . . 14 for Star Chiefs . . . 29 for Bonnevilles. Trim fabrics are designed from blends of nylon and wool, long-wearing Jeweltone Morrokides, deep-dyed genuine leathers. Loop pile carpeting is combined with vinyl-surfaced rubber in Catalina models. All other models feature rich, deep loop pile carpeting. Ask the salesman to show you our new Color and Fabric Book . . . more proof that the '61 is all Pontiac!





YOU'VE SEEN WHAT'S NEW IN PONTIAC '61. NOW
EXPERIENCE PONTIAC PLEASURE AND PERFORM-
ANCE DURING A WIDE-TRACK RIDE. ONLY THEN
WILL YOU FULLY UNDERSTAND WHY WE SAY:
"IT'S ALL PONTIAC . . . ON A NEW WIDE-TRACK!"



THE ONLY WIDE-TRACK CAR!

Wheels moved out closer to body width.
More weight balanced between the wheels.
No other car on the road has such
sure-footed stability and precision.