



*Low-priced-car buyers rejoice!
You've got a new choice.
1964 Wide-Track Pontiac Tempest.*

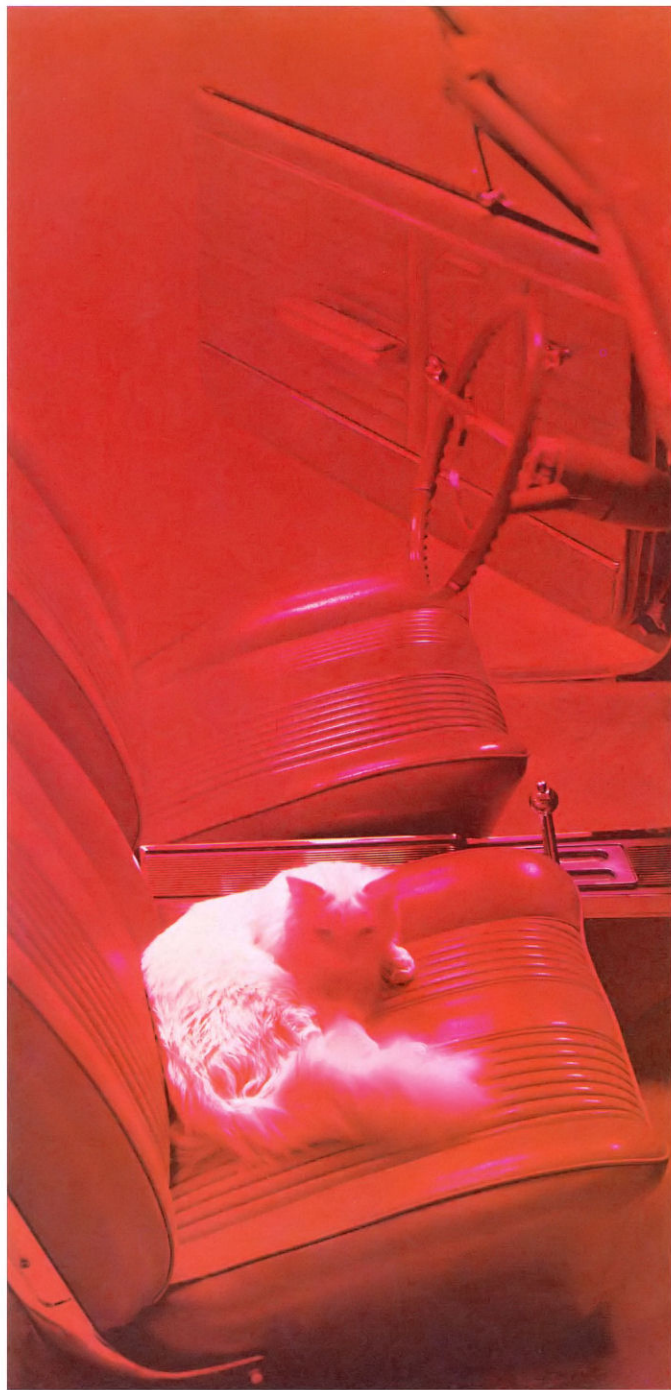


You've got some pleasant choosing ahead of you. It's a whole new kind of Pontiac, this '64 Tempest, and it's pure Pontiac through and through. Its new 215-cubic inch in-line 6 starts things off in typical Pontiac style—which means briskly. Follow that up with a new body, new

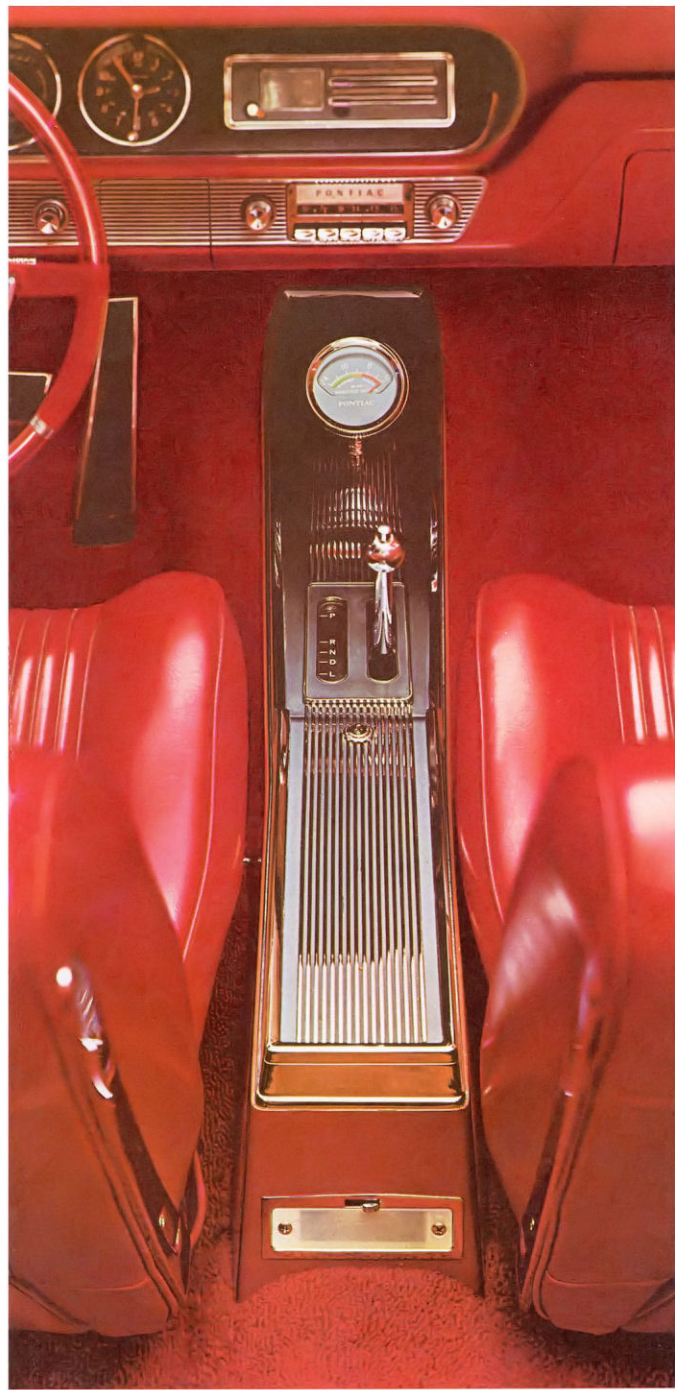
115" wheelbase, new frame, brakes, steering, suspension, transmission, and you've got yourself a car that fits your idea of what a low-priced car should be. Anybody who can look at a '64 Tempest and not want to escape the same-old-car-time-after-time rut is stubborn indeed. You'll see.



This is the Le Mans Coupe, in Gulfstream Aqua. And a very handsome car it is, wouldn't you say? Every Le Mans comes with expanded Morrokide bucket seats, plush nylon-blend carpeting and its own distinctive Pontiac-style styling. Choose from six interior color schemes.



Red is one Le Mans interior color; the others are saddle, aqua, black, dark blue, and parchment. They're all beautifully color-coordinated, as you might suspect, and just as comfortable as they are good looking. Won't you have fun choosing your favorite!

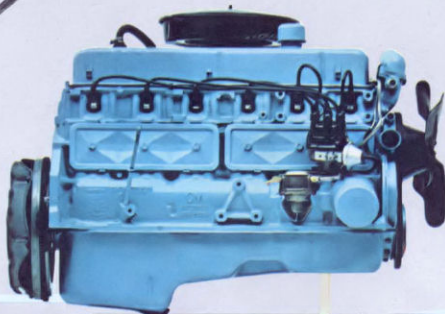


This handy console is optional at extra cost on Le Mans models, but we couldn't resist showing it to you. The vacuum gauge is optional too, and well worth thinking about. (You'll find a whole list of likable options on the next-to-last page of this book.)



This is the Le Mans Convertible, in Grenadier Red. How long have you wanted a convertible? Just since you've seen this one? An awfully understandable feeling. You can choose from 7 top colors to complement your favorite exterior color. (The top, by the way, is power-operated.)

215
140
6

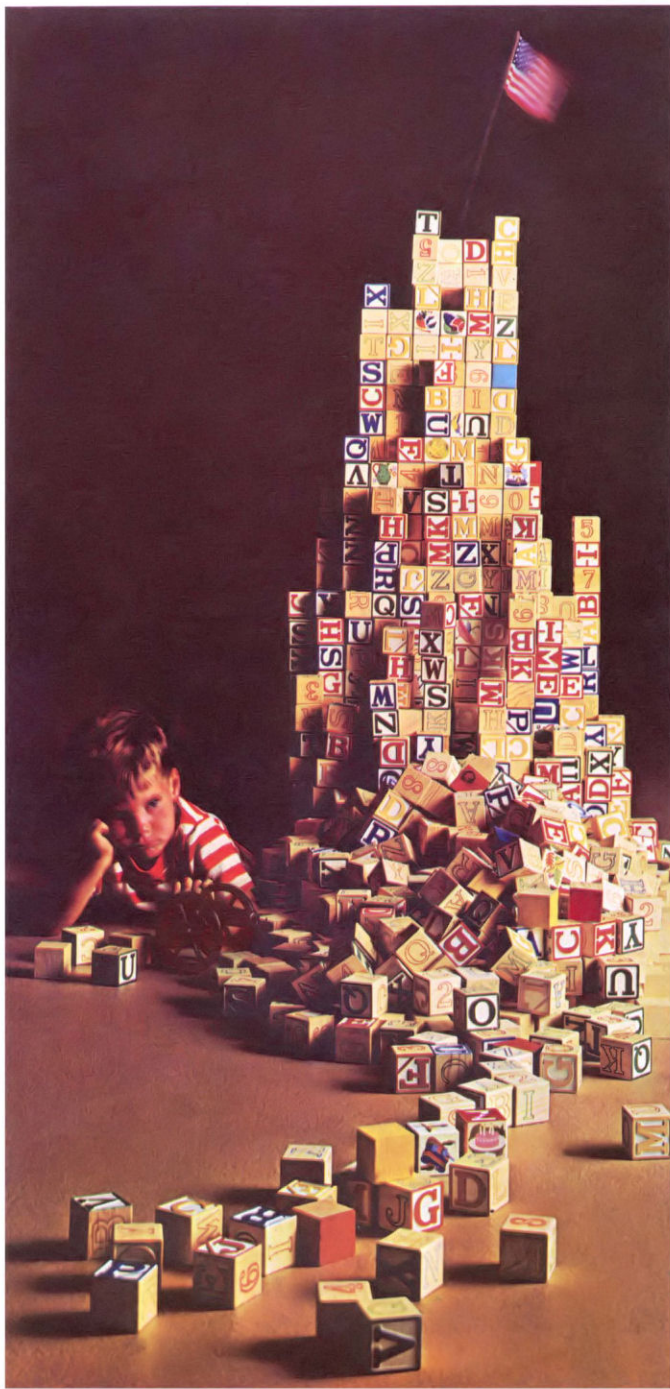


Who's going to get excited about a 6-cylinder engine in this day and age? You are. Any time Pontiac brings out a new engine, it's something to get excited about. Especially when it's a husky 215-cubic inch, 140-hp 6 that runs (and runs and runs) on regular gasoline. It's a

beautifully balanced, serenely smooth in-line 6 that's a lot lighter than the sixes you're probably used to. (Lightness makes for more horses-per-pound and better weight distribution.) Sound good? You should hear how quietly persuasive it is on the road!



This is the Custom Convertible, in Cameo Ivory. Custom models sport all-Morrokide interiors (except for the nylon-blend carpeting, obviously). Pick from three interior colors in this convertible—blue, aqua, and as red as you're likely to see.



Ever wondered what a cubic inch looks like? Here are 3,000 or so of them, and you could stow them all neatly away (well, fairly neatly) in a Tempest's trunk. If you'd rather put groceries or luggage in there, feel free. Now that's what you call roomy.



This is the interior you'll find in Custom Coupes and Convertibles. The seats are in easy-cleaning, long-lasting Morrokide, and the carpeting goes from door to door. Frankly, we're not sure what you'll appreciate most: the looks, the comfort or the durability.



This is the Custom Coupe, in Saddle Bronze. Four interiors (blue, aqua, saddle, and red) are available to go with your favorite exterior color, which makes you an interior decorator if ever we saw one. Now, wouldn't a Custom Coupe look fine parked in front of your house?



The Custom 4-Door Sedan and the Custom Safari offer this interior. It's all Morrokide, of course, not counting the carpeting. You might be surprised at how much room there is. Surprises like this are awfully welcome ones, though—especially if you have a family.



How lively do you like your driving? You can get a 326-cubic inch V-8 in any Tempest. It's an extra-cost option that develops 250 or 280 horsepower, depending on whether you want to run on regular or premium gasoline. Either way, it's a pure pleasure to pilot.



This is the Custom 4-Door Sedan, in Nocturne Blue. You get your choice of four interior colors—blue, aqua, saddle, and red. It's a very, very desirable automobile, if we do say so. And isn't that a handsome roofline? You and your family would look great under it.



What feet do for people, Wide-Track does for Tempest. We interrupt this book to tell you about Wide-Track, as we promised you we would. What Wide-Track does—as you might already know—is keep you and your Tempest level, even going around tight turns. There's less

lean and sway. Tempest's Wide-Track is a bit wider this year, in order to give you a bit more stability. And that's going some, considering the even-keeled ride Tempest has always given you. One other car has Wide-Track, but that doesn't bother us. It's called "Pontiac."



This is the Tempest 4-Door Sedan, in Aquamarine. Looks expensive, doesn't it? That just shows you how deceiving looks can be. And wait till you see how beautiful those rugged interiors are—You've got four delightful colors to choose from. Enjoy yourself!



Tempest interiors come in a combination of cloth and Morrokide, and doesn't this one look nice? It's designed to hold on to its good looks and easygoing comfort for a long, long time. Besides this aqua, you get to choose from blue, saddle or red. And you should.



Tempests are built for people and all the things they carry around. Try one on your family and see how well everything fits. And how nicely everything looks. And how smoothly and comfortably everything rides. And—best of all—how neatly a Tempest fits a budget.



This is the Tempest Sports Coupe, in Yorktown Blue. You might think it would take a lot of green to own this one, but you'd be wrong. (Being wrong was never so pleasant.) The floor is durable vinyl, which makes it nice for families. Like, maybe, yours?



This is what the inside of a Tempest Safari looks like. It's all Morrokide, and it comes in three color schemes. The main load floor's got a removable padded vinyl mat, so it treats your cargo as gently as it does your passengers. And who could ask for more?



And this is what the Tempest Safari looks like: a million. But surprise—it's the lowest priced wagon Pontiac makes, which should be low enough for anybody. (You'd never guess, from the looks of it, would you?) How would your cargo look in it? We could tell you, but we're prejudiced.



This is the Tempest Custom Safari, in Saddle Bronze. Its interior is just like the Custom Sedan's, which means "great." It opens 85 cubic feet of load space, with the rear seat down. The main load area has a removable padded vinyl mat with stainless steel skid strips.

*What every Tempest-lover should know
(Or, Specifications & Options & Things Like That)*

Options & Accessories that cost a little but do a lot

Power steering, power brakes, power-tilt front seat, power windows, power tailgate window. Radio & antenna, rear seat speaker. Luggage compartment light, ski racks, luggage rack (for Safaris only), removable luggage carrier. Seven-position tilting steering wheel. Custom air conditioner, rear-window de-fogger, tinted glass all around or just in the windshield. Seat belts (of course), padded dash. Safe-T-Track limited slip differential, dual exhausts, 4-speed transmission, a console for Le Mans models. De luxe wheel cover, custom wheel cover, custom steering wheel, rally clock, tachometer.

How big is it?

Tempest's wheelbase is 115 inches (as we've mentioned). Overall length is 203 inches. Tread is 58 inches in front and 58 at the rear. Overall width is 73.3 inches. Heights (with passengers comfortably inside) look like this: Sedan, 54.0 inches; Safari, 55.2 inches; Coupes, 53.5 inches; Convertibles, 53.6 inches. (Your garage door is a lot higher than that, surely.)

How much will a Tempest hold?

		4-Dr. Sedan	Sports Coupe	Convertible	Safari (Station Wagon)
Front Seat	Tempest	42.3"	42.3"		42.0"
Leg Room	Tempest Custom	42.4	42.4	42.4"	42.2
(Max. Effective)	Le Mans		42.1	42.1	
Rear Seat Leg Room	Tempest	36.5	35.1		36.9
(Min. Effective)	Tempest Custom	36.5	35.8	35.8	37.1
(Safari Second Seat)	Le Mans		35.8	35.8	
Front Head Room	Tempest	38.6	38.1		38.2
with Seat Depressed	Tempest Custom	38.6	38.1	38.7	38.2
	Le Mans		38.3	39.0	
Rear Head Room	Tempest	37.3	36.8		38.5
with Seat Depressed	Tempest Custom	37.3	36.8	37.0	38.5
(Safari Second Seat)	Le Mans		36.8	36.9	
Front Seat	Tempest	60.2	60.2		60.2
Hip Room	Tempest Custom	60.2	60.2	60.2	60.2
	Le Mans		60.1	60.1	
Rear Seat	Tempest	59.9	58.8		59.9
Hip Room	Tempest Custom	59.9	58.8	48.6	59.9
	Le Mans		58.7	48.6	

Well, it'll hold a lot of you, obviously. And a lot of your baggage—35.4 cubic feet of it in the trunk of Coupe and Convertible models, 30.1 in Sedan, 85.0 cubic feet in the Safari (with rear seat flat). Oh—you want to know more about wagons? Okay. Floor length (rear seat up, tailgate closed) 59.1". Floor width—44.4" min., 59.6" max. Height (maximum, at rear axle centerline) 31.1". Rear opening width at the floor—55.0", rear opening height, gate open, 28.3". The gasoline tank holds 21.5 gallons. The 6's cooling system holds 11.3 quarts, the V-8's, 20.5. And a refill of engine oil takes 4 quarts, 5 with filter.

NOTICE: All the options noted herein, including whitewall tires, vinyl top, and radio and luggage rack, illustrated on some models, are extra-cost equipment unless otherwise specified. Ask your dealer for all price information on any model or special equipment you desire. Pontiac Motor Division of General Motors Corporation reserves the right to make changes at any time.

How does it go?

Very nicely, thank you. And that goes for the six as well as the V-8 (which you can get in two forms, as you will see). Let's let a nice neat chart do our talking.

	Carburetor	Compression Ratio	Max. Brake Horsepower	Max. Torque	Rear Axle Ratio
215 cu. in. in-line "6" (Bore 3.75", Stroke 3.25")					
Manual Transmission	1-Barrel	8.6:1	140 @ 4200	206 @ 2000	3.08:1*
Automatic Transmission	1-Barrel	8.6:1	140 @ 4200	206 @ 2200	2.78:1 Std.**
Optional V-8 engines available as indicated					
326 cu. in. V-8 (Bore 3.72", Stroke 3.75")					
Manual Transmission	2-Barrel	8.6:1	250 @ 4600	333 @ 2800	3.23:1 Std., 3.08:1 Economy
Automatic Transmission	2-Barrel	8.6:1	250 @ 4600	333 @ 2800	2.56:1 Std., 2.93:1 Perform.
Automatic or Manual Trans.	4-Barrel	10.50:1	280 @ 4800	355 @ 3200	3.36:1 Man., 3.23:1 Auto.

*Except Station Wagons which use 3.36:1 ratio. **2.56:1 opt. for economy, 2.93:1 opt. for performance on all models except Tempest Sports Coupe, Tempest 4-Door Sedan and Tempest Custom 4-Door Sedan and all Safaris which use 2.56:1—Std., 2.93:1 performance (no economy ratio). 3.78:1, 3.90:1, and 4.30:1 Rear Axle Ratios available on special order for certain models.

How does it shift?

Just as sweetly as it goes. Standard transmission is a column mounted three-speed. The 6's gear ratios are: 2.94 first, 1.68 second, 1.0 high, 2.94:1 in reverse. The 3-speed for the V-8 has coarser teeth (to handle the torque), and ratios that read: 2.58 first, 1.48 second, 1.0 high and 2.58:1 in reverse.

The optional-at-extra-cost 4-speed you can get on any engine. Its ratios rack up like this: 2.56 first, 1.91 second, 1.48 in third and 1.0 in top and 2.64:1 reverse.

And the all-new vacuum-paced two-speed torque converter type full hydraulic automatic transmission is a lot easier to drive than it is to say. Its ratios are Drive, 1.76:1 and 1.00:1; Low and Reverse, 1.76:1. Total torque multiplication: 4.93:1 with the 6, 4.23:1 with the V-8. Clutch diameter for the 6 is 9.1 inches, for the V-8 it's 10.4 inches.

How does it ride?

Oh, smooth and easy, smooth and easy, on a new Pontiac-type suspension—and that means four-coil, independent front and four-link rear. The new swept-hip perimeter frame helps keep things quiet, too. You'd hardly know the tires on those 14-inch wheels are touching the ground.

How does it stop?

Quicker than you can say, "Completely new duo-servo self-adjusting hydraulic brakes." The drum diameter's up to 9.5 inches, and total swept lining area's 269.8 square inches.

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. Pontiac Motor Division, General Motors Corporation, 196 Oakland Avenue, Pontiac, Michigan.

How does it all end?

Only with you at the wheel of your own Tempest. But come to think of it, that's only the beginning of the fun for you.



Talk about decisions. Your Tempest can be in fifteen colors, single or two-tone, with such pretty names as Sunfire Red and Alamo Beige. You might wonder what the Alamo has to do with beige. Who cares, as long as the paint's so durable and delightful?

Litho in U.S.A. by people who wish they were driving Tempests instead of litho-ing.



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