

*10 ways to learn the difference between Wide-Tracking
and just plain ordinary driving*



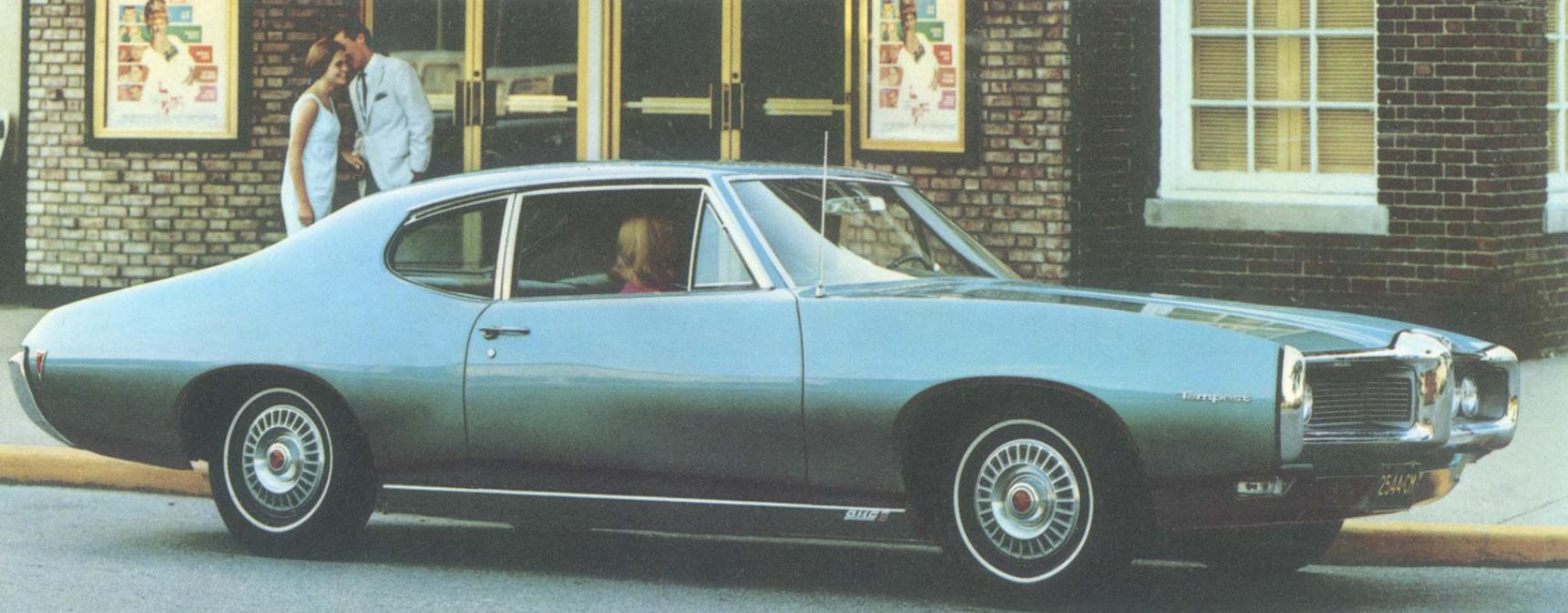


Firebird

\$2758⁰⁰

Firebird Hardtop Coupe manufacturer's suggested retail price includes Federal excise tax and suggested dealer delivery and handling charge. Destination charge, state and local taxes, extra. Add for options shown: pushbutton radio, \$61.09; rear-mounted antenna, \$9.48; redline wide-oval tires, \$31.60; Custom trim, \$114.80; Rally II wheels (w/cust. trim), \$63.19; Soft-Ray glass, \$30.54.

Learn the Great American Sport of Wide-Tracking in a great American sports car. Bucket seats, 3-speed, all-synchro trans., wood grain vinyl instrument panel, wide-oval tires, "Space-Saver Spare," new smoother riding multi-leaf-spring rear suspension and 175-hp OHC 6 are std. Available as a convertible or hardtop coupe in four other versions: Firebird Sprint (215-hp OHC 6, floor shift, heavy-duty suspension), Firebird 350 (265-hp V-8), Firebird H.O. (320-hp V-8, road-rigged suspension), Firebird 400 (330-hp V-8, 3-spd h.d. floor shift, hood scoops, redline wide-ovals, sports suspension).



Tempest

\$2438⁰⁰

Tempest Sports Coupe manufacturer's suggested retail price includes Federal excise tax and suggested dealer delivery and handling charge. Destination charge, state and local taxes, extra.

Add for options shown: pushbutton radio, \$61.09; decor group, including Deluxe wheel discs, \$84.26; whitewall tires, \$31.60.

Would you believe that this was *anybody's* lowest priced model? It comes with Morrokide-and-cloth interiors; our fabulous, 175-horsepower, Overhead Cam Six and a wider-than-ever Wide-Track stance, as standard equipment. Not to mention the purest sports styling ever to come out of Detroit. It also comes on as a 4-door sedan, if you'd rather. And with engine options that include two V-8s (up to 320-hp) and our fabulous OHC 6 "Sprint" option (which you may also specify on any Le Mans or Tempest Custom model except the station wagon).



Le Mans

\$2893⁰⁰

Le Mans 4-door Hardtop suggested retail price includes Federal excise tax and suggested dealer delivery and handling charge. Destination charge, state and local taxes extra. Add for options shown: whitewall tires, \$40.02; Custom wheel discs, \$41.07; Cordova top, \$94.79; 350-cu.-in. V-8, \$105.60.

Outside, you see styling that couldn't wait for 1970. Inside, an elegant blend of walnut grained vinyl paneling, nylon-blend carpeting, black supple fabric and soft expanded Morrokide put Le Mans in competition with cars costing twice as much. Under the hood, 250-cubic-inches in a revolutionary Overhead Cam Six engine that develops 175-hp, using regular gas. Optional engines range from a high-performance version of the OHC 6, at 215-hp, to a 320-hp V-8. 4 models offered.



GTO

\$3078⁰⁰

GTO Hardtop Coupe manufacturer's suggested retail price includes Federal excise tax and suggested dealer delivery and handling charge. Destination charge, state and local taxes, extra.

Add for options shown: pushbutton radio with electric, rear-mounted antenna, \$90.58; concealed headlamps, \$52.66; Rally II wheels, \$84.26.

The quickest way to learn just how different Wide-Tracking can be. With a 350-hp, 400-cubic-inch standard engine, 3-spd. h.d. floor shift, dual exhausts, sports suspension, concealed wipers and ENDURA . . . a unique, new, color-matched (kick it to believe it) bumper. And now you can even get disappearing headlights on GTO. Of course, you could sit here all day looking at the picture, and still not learn what makes Wide-Tracking in a GTO so special. Also available as a convertible.



Catalina

\$3066⁰⁰

Catalina Hardtop Coupe manufacturer's suggested retail price includes Federal excise tax and suggested dealer delivery and handling charge. Destination charge, state and local taxes, extra. Add for options shown; pushbutton radio, \$87.42; decor group, including Deluxe wheel covers, \$83.20; whitewall tires, \$44.23.

Big Wide-Tracking performance and luxury at small-car prices. 400-cubic-inch, 290-hp standard V-8, nylon-blend carpeting, Morrokide-and-cloth upholstery, disappearing wipers and 121-inch wheelbase. Available in 2-door sedan, 4-door sedan, hardtop coupe, 4-door hardtop, convertible and 2- and 3-seat station wagons. You can order the Ventura Custom Interior for even more luxury (exc. 2-dr. sedan).



Executive

\$3286⁰⁰

Executive 4-door Sedan manufacturer's suggested retail price includes Federal excise tax and suggested dealer delivery and handling charge. Destination charge, state and local taxes, extra. Add for options shown: pushbutton radio, \$87.42; whitewall tires, \$44.23; remote-control mirror, \$9.48.

Our longest wheelbase (124 inches) with a really short price. 290-hp plus new luxury interiors make Executive Wide-Tracking appear much more costly than it actually is. As do the electric clock, deluxe steering wheel, deluxe wheel discs, map, courtesy and trunk lamps, wood grain vinyl dash styling and 400-cubic-inches of Pontiac V-8—all included as standard equipment. 5 Executive models to choose from.



Executive Safari

\$3720⁰⁰

Executive 2-seat Safari manufacturer's suggested retail price includes Federal excise tax and suggested dealer delivery and handling charge. Destination charge, state and local taxes, extra. Add for options shown: luggage rack, \$84.26; whitewall tires, \$44.23; aluminum wheels, \$126.38; remote-control mirror, \$9.48.

One day it's a luxury limousine, propelling you to various engagements in a magnificently plush interior, surrounded by wood grain appearance exterior paneling. The next day it's a brutish workhorse—with a 290-hp standard V-8 to haul around 100.6 cubic feet of almost anything over a smooth-riding 121-inch wheelbase. Who else but Pontiac could build two cars in one?



Grand Prix

\$3674⁰⁰

Grand Prix manufacturer's suggested retail price includes Federal excise tax and suggested dealer delivery and handling charge. Destination charge, state and local taxes, extra. Add for options shown: Cordova roof, \$126.38; aluminum wheels, \$126.38; whitewall tires, \$44.23; full-length paint stripes, \$10.53.

One of the great American dreams. Quickness of handling from a 121-inch wheelbase, combined with opulence you'd expect to find only in a much less exciting vehicle. A 350-hp V-8 with dual exhausts belies the comfort built into extra-padded seats and extra-thick carpeting. From there on, you decide how much extra luxury and/or power you'll order. If you think a plush personal car has to be soft on performance, try this one.

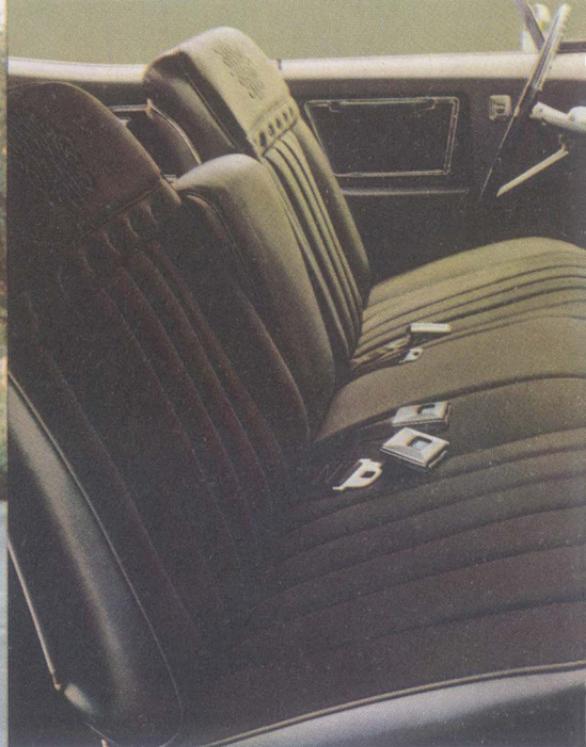


Bonneville

\$3800⁰⁰

Bonneville Convertible manufacturer's suggested retail price includes Federal excise tax and suggested dealer delivery and handling charge. Destination charge, state and local taxes, extra. Add for options shown: Custom wheel discs, \$20.01; whitewall tires, \$44.23.

Appointments such as simulated wood burl interior paneling and soft expanded Morrokide upholstery are equaled only by Bonneville's very capable 340-hp, 400-cubic-inch V-8 and the sports handling (even more exciting when you add variable-ratio power steering) typical of Wide-Track Pontiacs. A few minutes behind Bonneville's very responsive wheel will convince you that you don't have to give up Wide-Tracking to go first class. 4 models available.



Bonneville Brougham

\$3909⁷⁸

Brougham 4-dr. Hdtop. mfg's sugg. retail price includes F.E.T., dealer del. and handling chg. and Brougham Custom Option, Dest. chg., state and local taxes, extra. Add for options shown: Cordova top, \$105.32; pushbutton radio, \$87.42; remote-control, outside mirror, \$9.48; pwr. door locks, \$68.46; Turbo Hydra-Matic trans., \$236.97; w/w tires, \$44.23; Soft-Ray glass, \$42.13; custom seat belts, \$13.69; pwr. vent windows, \$52.66.

Total luxury. The feeling of grandiose elegance, apparent in the Brougham's noble exterior is but a hint of the graciousness you'll find within. Specially designed interiors make Brougham distinct from any other car on the road—with an aura of plushness that never stops. Add to that a powerful 340-hp standard V-8 that makes Brougham as much a car to be driven as it is to be admired. Other standard features range from the Deluxe steering wheel to power windows. 3 models are available.



MARK OF EXCELLENCE

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 obligation to equip same on cars built prior to date of such change. Pontiac Motor Division, General Motors Corporation, 196 Oakland Avenue, Pontiac, Michigan. Litho in U.S.A.

