

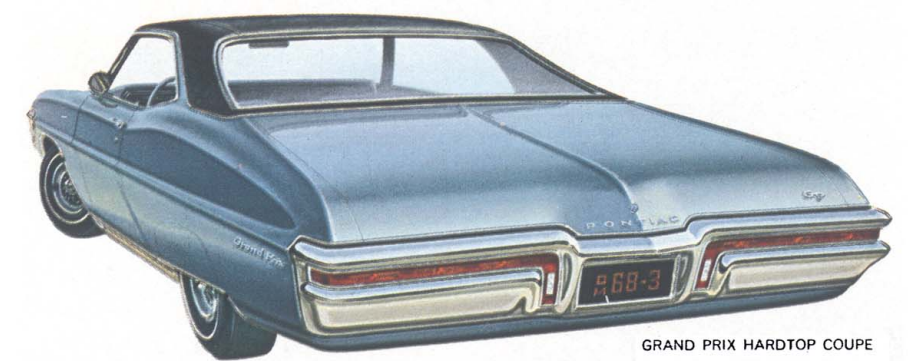
**Pontiac**

1968



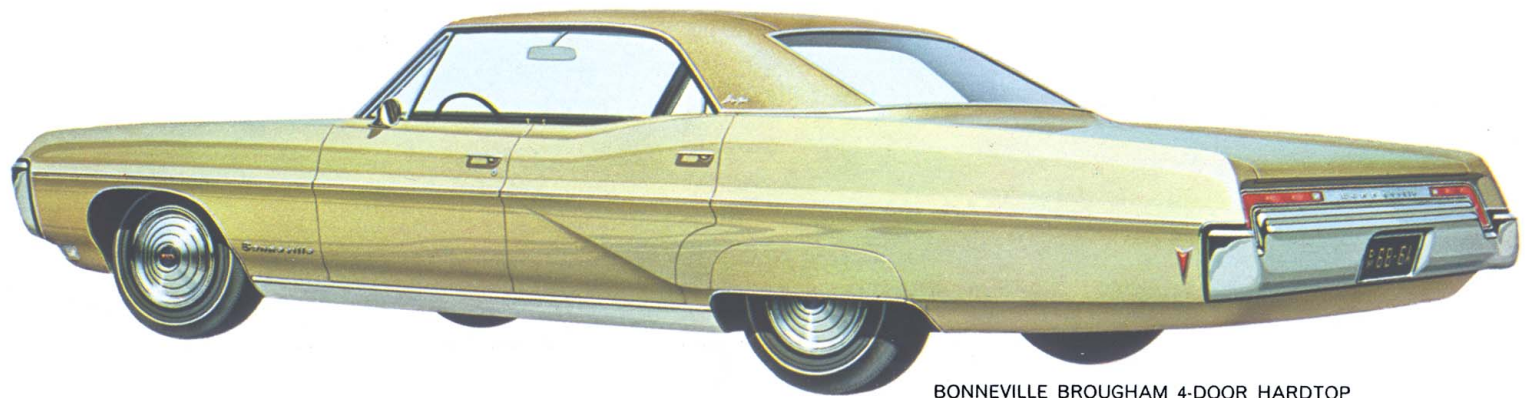
## Grand Prix

From the solid, road-leveling comfort of its 121-inch wheelbase, to the inimitable way the extra-padded seats ease tension out of you, to the new thoroughbred sweep of its lines, Grand Prix is every bit a generous provider. 350 hp from a 400-cubic-inch V-8, coupled to dual exhausts, give you all the quiet response you want. And extending a sumptuous invitation inside are deep-padded bucket seats, with contoured backs and free-standing armrests. Of course, you can order a Grand Prix with a bench seat, but you give up our richly endowed console. Such gilt-edged features as thick carpeting, simulated burl elm styling on dash and door panels, carpeted lower door trim, deluxe wheel discs and fender skirts are standard. Naturally. For some others take yourself and a lot of resistance (so you won't buy the first one you see) to your nearest Pontiac dealer.



GRAND PRIX HARDTOP COUPE





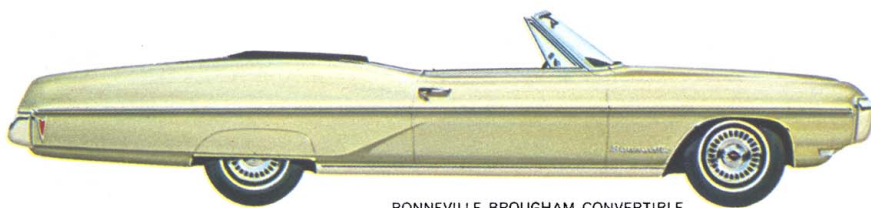
BONNEVILLE BROUGHAM 4-DOOR HARDTOP



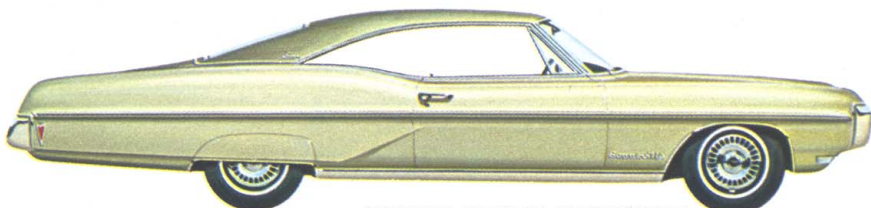
BONNEVILLE HARDTOP COUPE

## Brougham

From its unabashed lines to its new 340-hp V-8, Bonneville Brougham is as much a car to be driven as it is one to be admired. And part of the reason for that admiration is proffered below. The bench front seat with free-standing center armrest and contoured seat backs are only an inkling of the luxury that coddles you when you're seated. The affluent cloth upholstery, in the hardtop coupe and four-door hardtop models, is so stately you may not want to be seated. Splashed dexterously on door and dash, is simulated burl grained elm. Underfoot is lush nylon-blend broadloom that even extends to the door panels. This, then, is Brougham, and luxury, and response. We call it our best effort—out of modesty.



BONNEVILLE BROUGHAM CONVERTIBLE

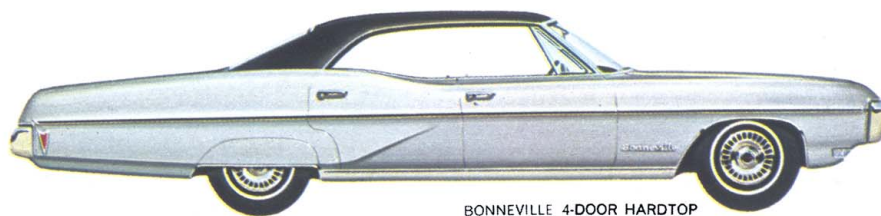


BONNEVILLE BROUGHAM HARDTOP COUPE

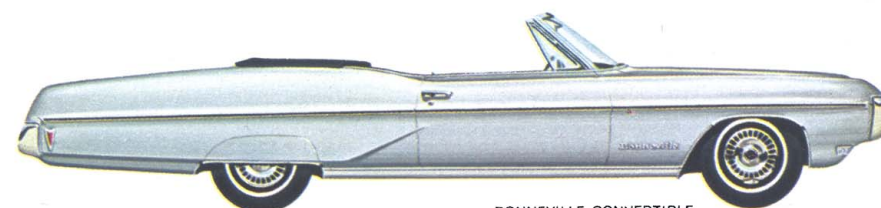


## Bonneville

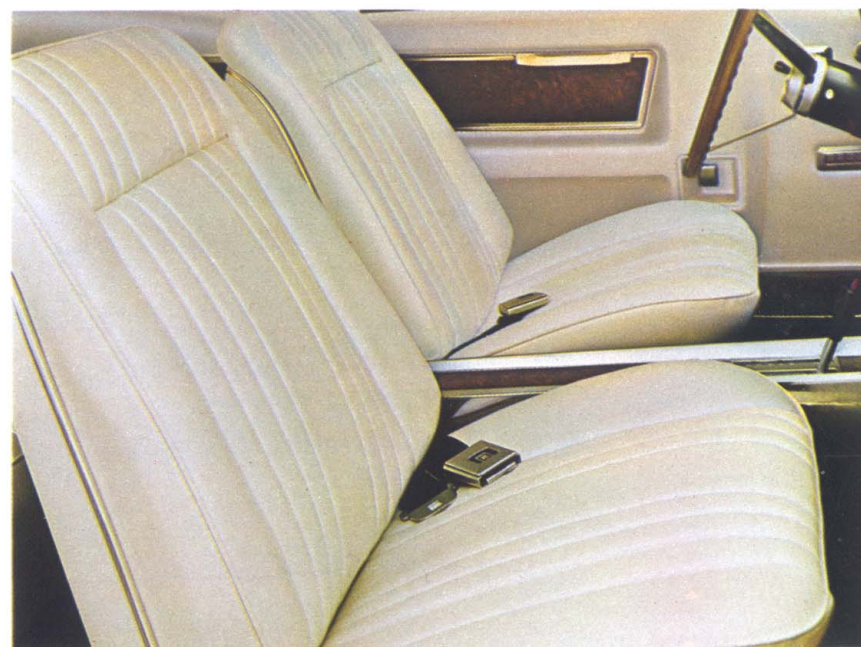
Because Bonneville rests on the biggest, smoothest riding wheel-base we make, it handles its grandeur with amazing agility. Its 400-cubic-inch, 340-horsepower V-8 is intriguingly smooth. And Bonneville's interiors are the most stylishly enduring we could conceive. In the hardtop coupe and four-door hardtop, you can select either exquisite cloth and expanded Morrokide, or all-expanded Morrokide as your upholstery. And in the Bonneville Convertible, expanded Morrokide is combined with genuine leather. And all Bonneville's have wall-to-wall nylon-blend carpeting, Carpathian elm burl vinyl on the instrument panel, and the trimmings go on and on. But why not, it's a Bonneville, isn't it?



BONNEVILLE 4-DOOR HARDTOP



BONNEVILLE CONVERTIBLE





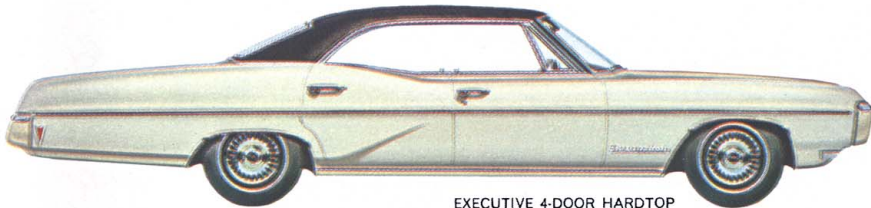
VENTURA 4-DOOR HARDTOP



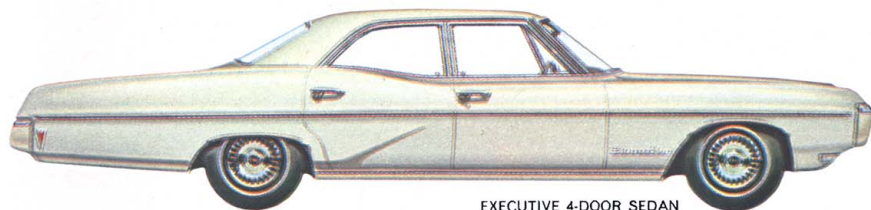
EXECUTIVE HARDTOP COUPE

## Executive

Its standard accoutrements include an electric clock, deluxe steering wheel, deluxe wheel discs, map, courtesy and trunk lamps and simulated walnut wood grain on the dash. All at a cost you might consider outlandishly low for such an automobile. And as soon as you fasten yourself behind that steering wheel, you're in for another surprise. Sprung deftly over a 124-inch wheelbase (Safari, 121"), Executive responds amazingly to the touch. (We admit, the optional variable-ratio power steering does help a bit.) And as you can see, we weren't satisfied until we'd made Executive's interior the plushest in its class. Expanded Morrokide and fine cloth make up one of the sumptuous combinations. Or if you prefer, you can order the expanded Morrokide solo. Your Pontiac dealer can help you design an Executive to meet your needs. Economically and richly.



EXECUTIVE 4-DOOR HARDTOP

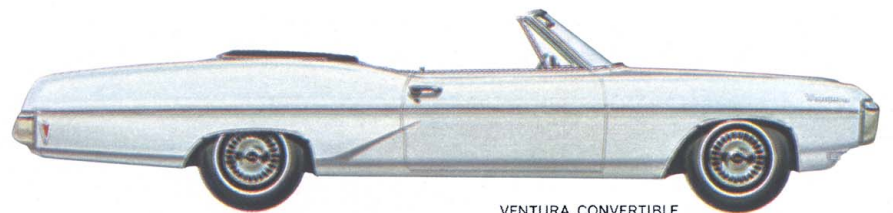


EXECUTIVE 4-DOOR SEDAN



## Ventura

Ventura is what happened when we decided to build a lavish car on a 121-inch wheelbase, and charge you less than you thought a car of its stature could cost. We began with that opulent interior below, then added Pontiac's famous Wide-Track and a 290-hp V-8. Then we made a 265-hp regular-gas edition optional, and made sure this economy engine was the only economy showing.



VENTURA CONVERTIBLE



VENTURA 4-DOOR SEDAN



VENTURA HARDTOP COUPE



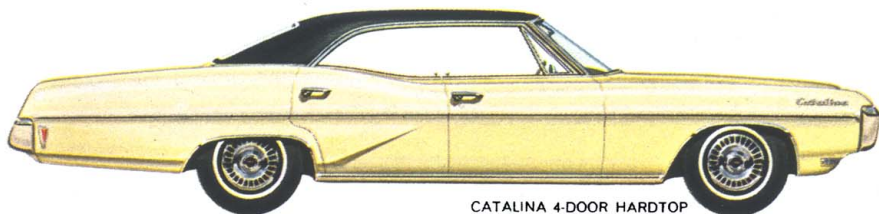


CATALINA CONVERTIBLE

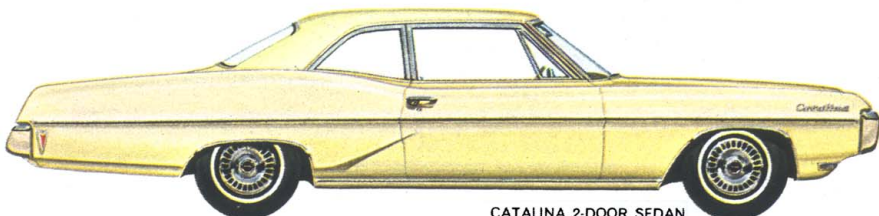
# Catalina

Every year people try to build a better Catalina than Pontiac does. The thing is, we not only try, we do. And we've succeeded again. Enticingly. And at as low a price as possible. Standard running gear is a 400-cubic-inch V-8 mounted on a 121-inch wheelbase that handles traffic or semi-deserted cement with equal aplomb . . . thanks to no less than Wide-Track. But if you'd rather have an engine that runs on regular, you can specify our no-extra-cost, 265-horsepower V-8 option. Or go all the way up to an extra-cost 428-cubic-inch 390-hp H.O. engine that runs on premium. But what Catalina looks like and feels like are only beautiful parts of what makes Catalina Catalina. So please be seated, Catalina's second features are about to begin. That luxurious seat you're sitting on is all Morrokide in the convertible, or Morrokide and deftly woven cloth in sedans and hardtops, and deeply soothing. (That comes from the foam padding.) The padded instrument panel cradles such things as simulated wood grain styling and controls for the con-

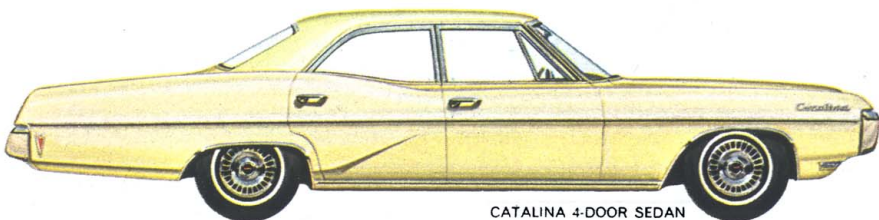
cealed two-speed wipers and washers. For the feet, copious nylon-blend, loop-pile carpeting. And whatever Catalina binds your fancy, you can make it as fancy, functional or flirtatious as you like by the simple expedient of ordering anything from an air conditioner that filters out pollen as well as keeps you cool, to a steering wheel that tilts, to a stereo tape deck. In fact, Catalina brings you so much for so little, it's no wonder no one has been able to duplicate it for the price. But hope does spring eternal, doesn't it?



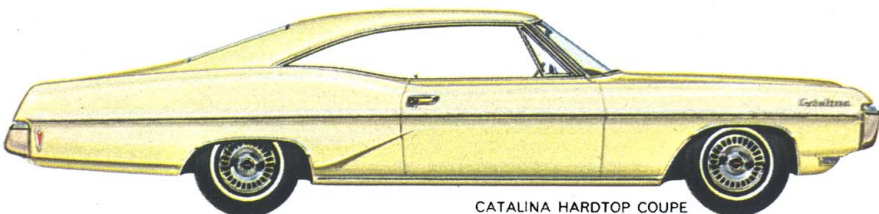
CATALINA 4-DOOR HARDTOP



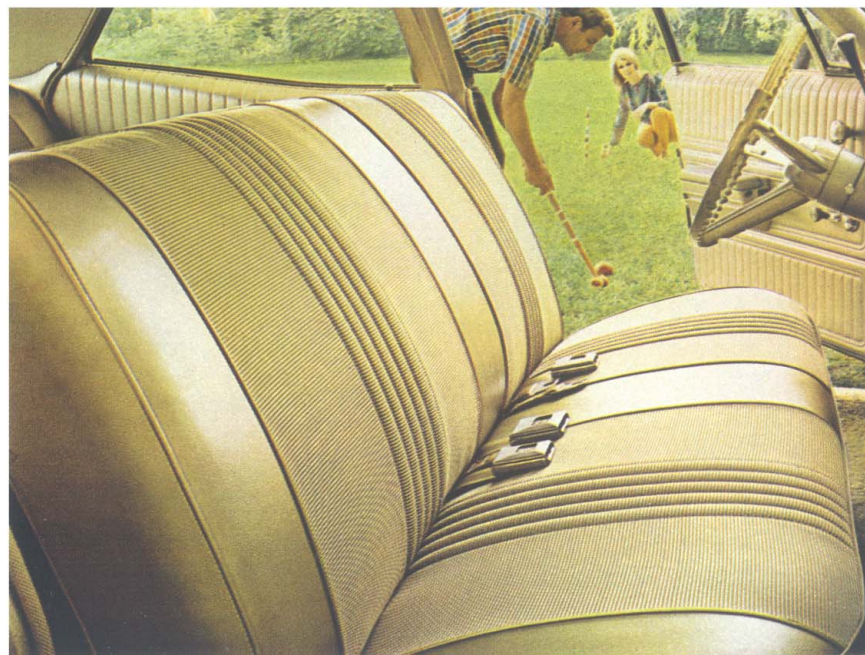
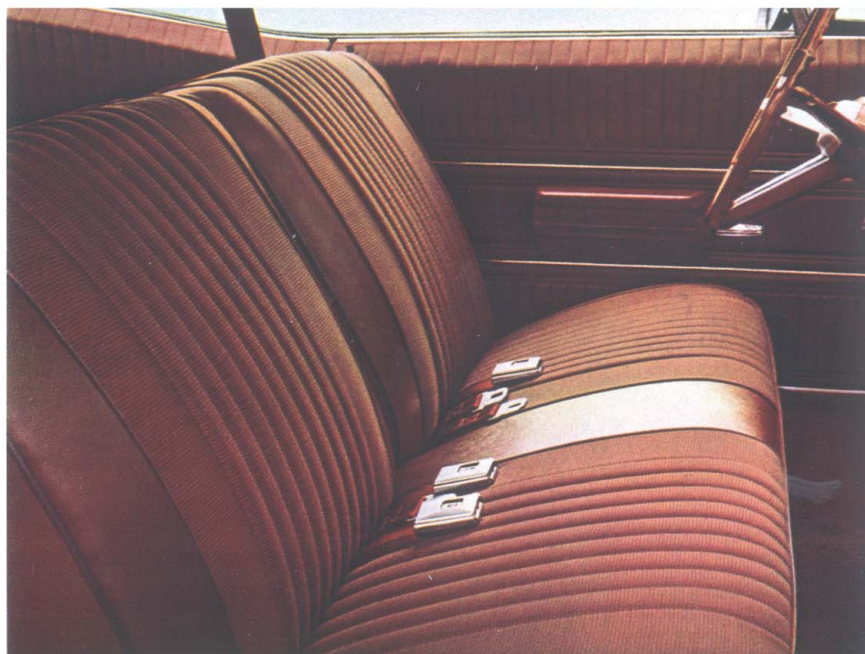
CATALINA 2-DOOR SEDAN



CATALINA 4-DOOR SEDAN



CATALINA HARDTOP COUPE



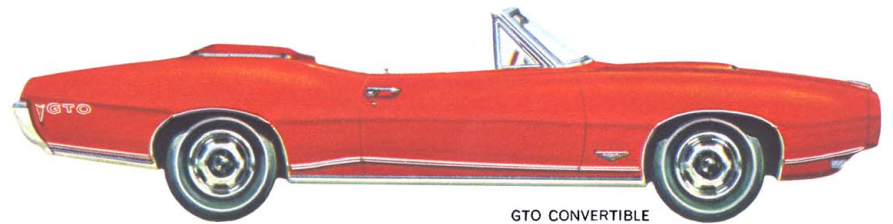




GTO CONVERTIBLE

# GTO

Have no doubts. The GTO is first and foremost, a driver's car. One that has spawned many pretenders. The beauty that generates a false placidness is a pleasing coincidence. It begins up front with the most fantastic bumper since the invention of the bumper. It's the same color as the car, but won't chip, fade or corrode. The Great One's impressive credentials in the world of concrete and asphalt are easily discovered. Just climb behind the wheel, negotiate a few turns, try a few hills and presto! You'll never want to go back to plain ordinary driving. Of course, those are just two of the reasons why we call the GTO The Great One. There are others like a 350-hp, 400-cubic-inch V-8 (also available in a regular-gas, 265-hp version), an all-synchro 3-speed with Hurst shifter, dual exhausts, sports-type springs and shocks, Fastrak premium tires for improved traction and ride, disappearing windshield wipers, buckets or notch-back bench seat with center armrest—just to name part of its standard make-up. The option list includes goodies like a 4-speed stick, 360-hp Ram Air engine (that includes functional hood scoops), hood-mounted tach, disappearing headlights, special wheels, 3-speed Turbo Hydra-Matic and rally gauge cluster. Is the GTO great? Yes, until someone comes up with a better word.



GTO CONVERTIBLE



GTO HARDTOP COUPE



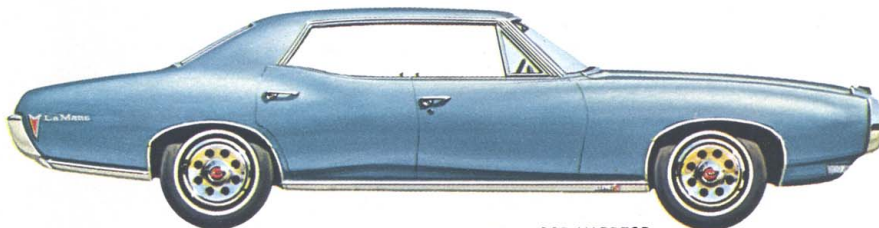


LEMANS HARDTOP COUPE

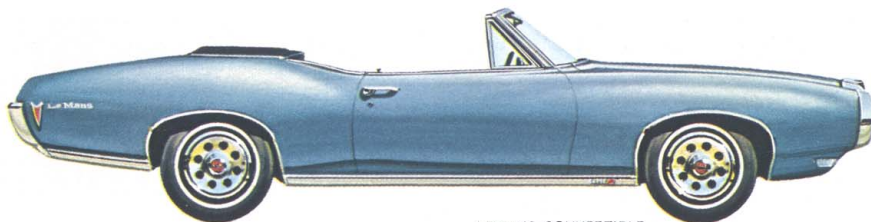
# Le Mans

This is styling born years ahead of its time. Four-doors look like hardtops. Hardtops and coupes like sports cars. (We've even shortened the coupe's wheelbase to 112", so it acts even more like a sports car.) Power plants? We've started you off with our Overhead Cam Six, new this year at 250 cubic inches, that delivers 175 hp. Or you can order a 350-cubic-inch V-8 (available in regular- or premium-gas versions). They cost extra, but once behind the wheel, you'll know why. Also new—for Le Mans—are Pontiac's famous disappearing wipers (standard equipment). Whether your Le Mans is a convertible, hardtop or sports coupe,

each offers you a choice of slim bucket seats, or a notch-back front bench seat with center armrest. Both are standard. Both are done in rich, expanded Morrokide. And you can order the decor group that includes simulated walnut grained paneling on the dash. In the 4-door hardtop, you decide between a Poncina pattern cloth and expanded Morrokide bench seat, and the notch-back front seat. Again, the choice is on us. As for options, you can personalize your Le Mans to fulfill your wildest dreams. And once you do, you'll be off and Wide-Tracking, leaving dull driving far, far behind.



LEMANS 4-DOOR HARDTOP

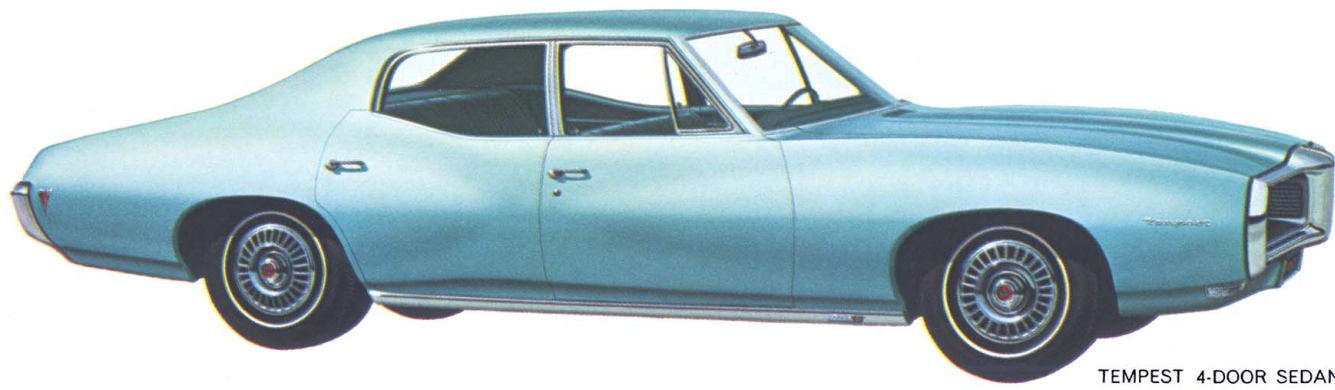


LEMANS CONVERTIBLE



LEMANS SPORTS COUPE



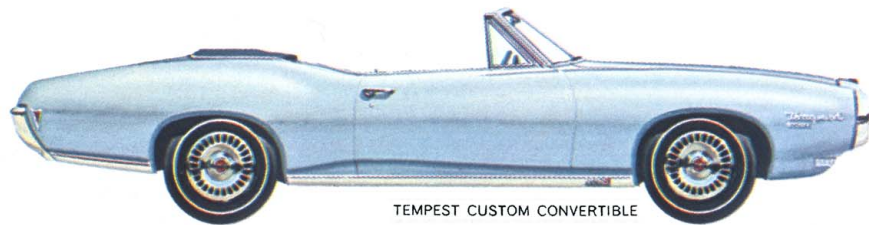


TEMPEST 4-DOOR SEDAN

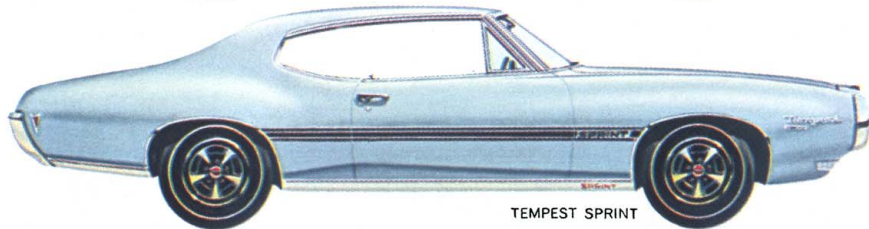


TEMPEST CUSTOM 4-DOOR HARDTOP

## Tempest Custom and Tempest



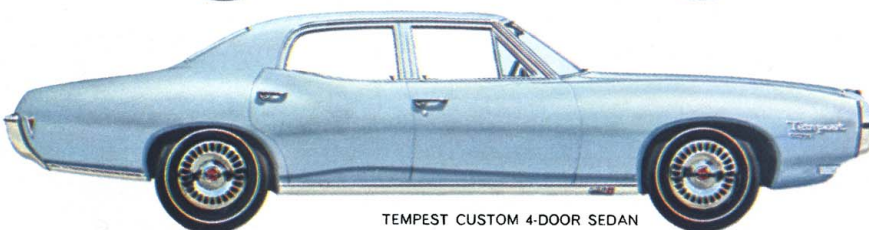
TEMPEST CUSTOM CONVERTIBLE



TEMPEST SPRINT



TEMPEST CUSTOM SPORTS COUPE



TEMPEST CUSTOM 4-DOOR SEDAN

**Tempest Custom** doesn't appear to be a car that easily fits budgets designed for dull, little sixes. Sorry, but it is. Sure, it sports a six. But dull it definitely is not. Our Overhead Cam Six is 250 cubic inches, turning out 175 hp. And the guy who said inexpensive interiors always look it, never reckoned with our stylists (as you can see below). You can also order our "Sprint" option. It includes our new, high-compression, 250-cubic-inch Overhead Cam Six, 4-barrel carb and heavy-duty shocks and springs.

**Tempest:** Build a car that looks like a preview of tomorrow. Put it on the widest tracks in town. Insert stylish nylon-blend and Morrokide interiors that wear like there's no end in sight. Give it a price tag that'll fit a miser's budget. And call it Tempest by Pontiac. Besides all of the aforementioned, the Tempest is powered by our new 175-hp Overhead Cam Six. You can also order things like our special "Sprint" package, disappearing windshield wipers and hood-mounted tach. Now, does all that sound like an economy car?





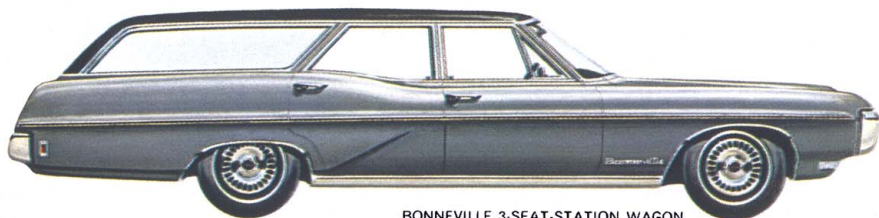
TEMPEST SAFARI



EXECUTIVE 2-SEAT SAFARI

## Pontiac Wagons

Pontiac discovered a long time ago that people who drive station wagons want just as much comfort, styling and convenience as anybody else wants . . . plus a lot more room. So we put the same plush, nylon-blend carpeting in Pontiac wagons that you'll find in every other Pontiac. And the same all-Morrokide interior. And the same simulated walnut wood grain instrument panel. Plus lamps for the glove box, ashtray and cigar lighter . . . *and* a 290-hp, premium-gas version of our 400-cubic-inch V-8 (you get 340 hp with the Bonneville). Then we added over 91 cubic feet of cargo space. So your Pontiac wagon can be a luxurious, exciting show car one day, and a heavy-duty hauler the next.



BONNEVILLE 3-SEAT-STATION WAGON

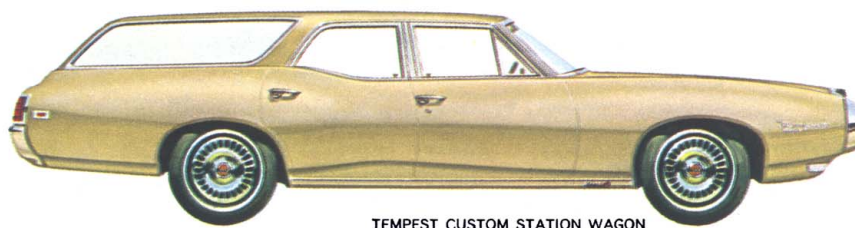


CATALINA 3-SEAT STATION WAGON



## Tempest Wagons

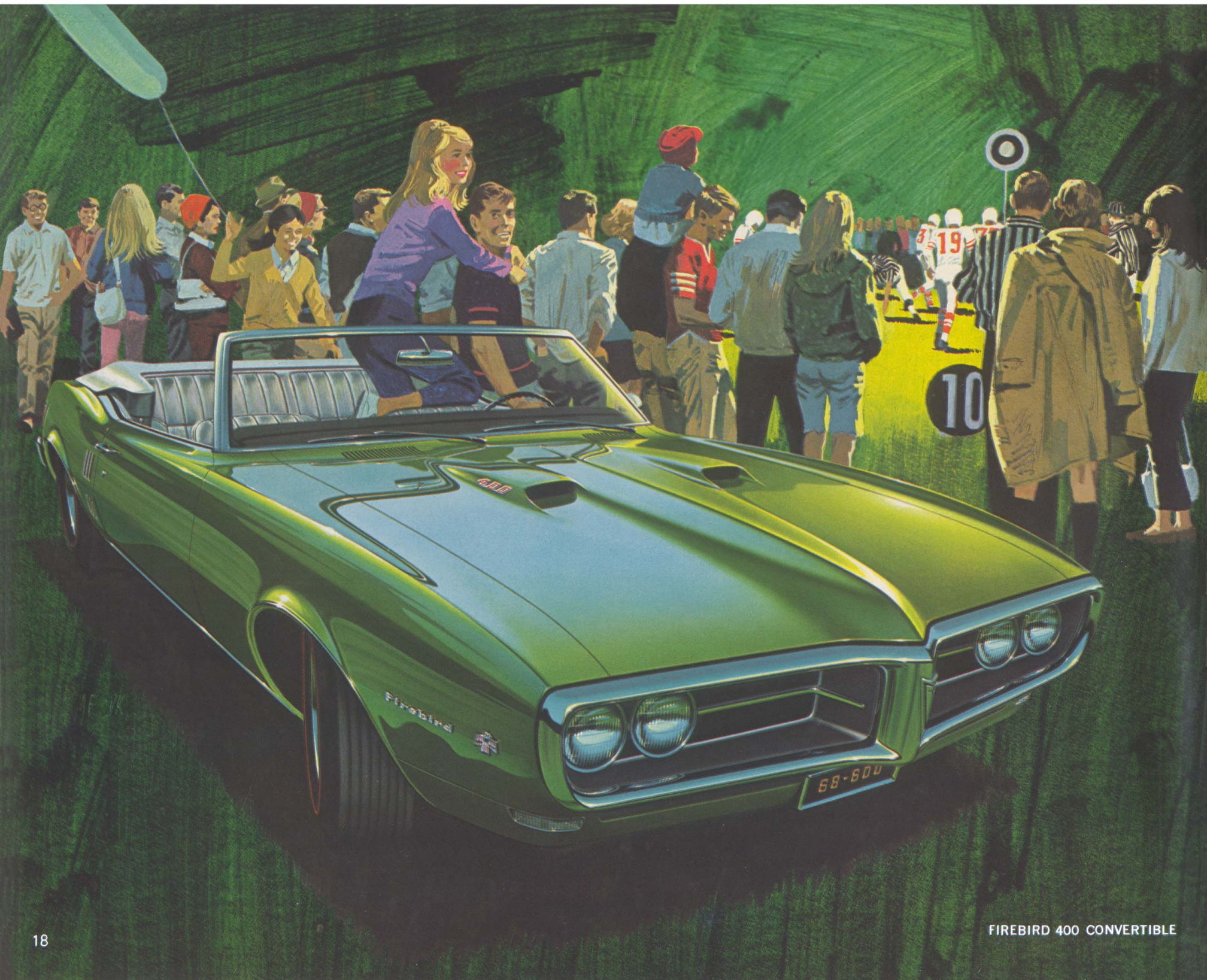
The same exciting lines that adorn our fabulous GTO give a hint of the kind of performance you can expect from these magnificent wagons. They all share the new 250-cubic-inch Overhead Cam Six (175-hp, regular-gas version is standard) that guarantees you can't buy an underpowered Pontiac wagon. See that elegant craft at the top of the page over there? That's our Tempest Safari. Its walnut wood grain vinyl paneling (with dashboard to match) sets it apart from any other wagon in its class. And you get an all-Morrokide interior, nylon-blend carpeting, disappearing windshield wipers and convenience features you wouldn't believe at this price. You get Morrokide interiors and carpeting in the Tempest Custom, too, along with the very same OHC 6, without any compromise of the styling and durability you expect from a Pontiac wagon. If we've interested you in any of these wagons, take a good long look at our special station wagon catalog and learn a lot more.



TEMPEST CUSTOM STATION WAGON





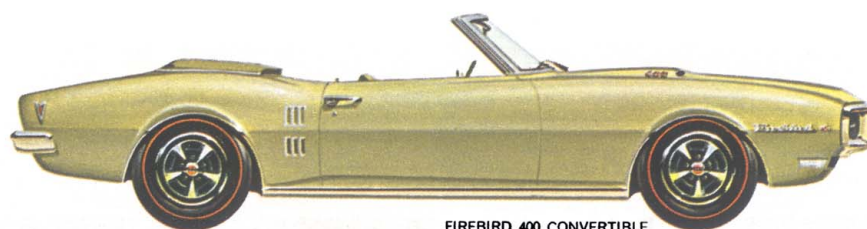


## Firebirds/The Magnificent Five

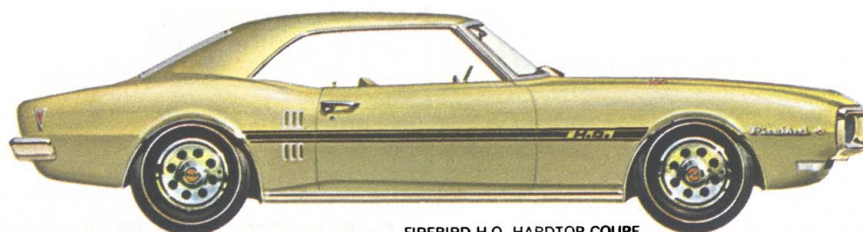
Never satisfied, our engineers. Having created one of the most successful new sports cars of 1967, they might have paused to savor the cheers of a growing multitude of Firebird owners. But no. Perfectionists to the core, they have labored long and lovingly on a host of refinements which make The Magnificent Five even more so for 1968. New rear suspension enhances the ride of The Five this year. New engines move them. New interiors of glove-smooth expanded Morrokide add new luxury. A new upper-level ventilation system lets us eliminate the vent windows, leaving you with a big, picture-window view of the world (while a host of new safety features lets you explore it with added security). What else? Examples abound on the following pages. Explore them. And when you discover which of these Great American Sports is for you—drive it.

*The standard—but hardly ordinary—Firebird interior (below) sports slimline buckets in expanded Morrokide, copious carpeting and a simulated burl wood grain dash. Also standard: wide-oval tires and an ingenious space-saver spare.*

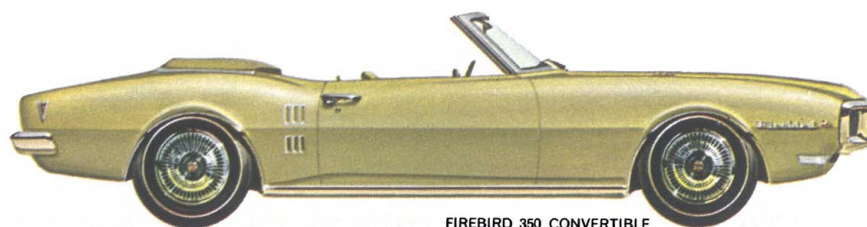
*All Firebirds come with slimline bucket seats, but order our custom trim option and they'll be covered with the elegant new woven vinyl upholstery on display on the next page. You'll also get such styling slickeries as molded door interior panels, integral front armrests, deluxe steering wheel, assist grip and decorative exterior trim moldings. The console isn't included in the custom trim package, but it, too, is well worth the extra cost. Of course, you can practically design your own Firebird. Our option list is filled with magnificent suggestions.*



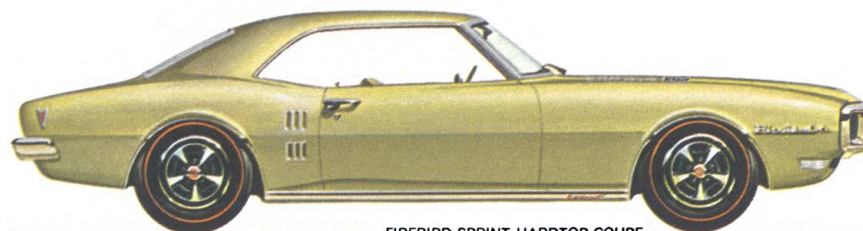
FIREBIRD 400 CONVERTIBLE



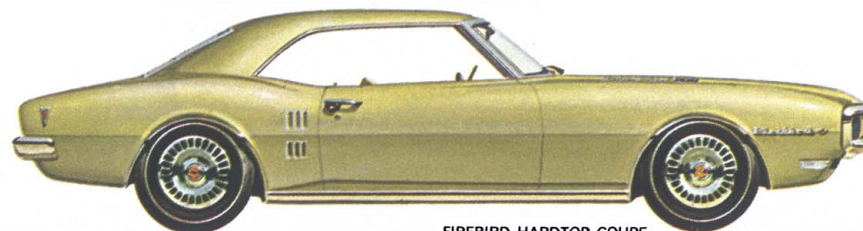
FIREBIRD H.O. HARDTOP COUPE



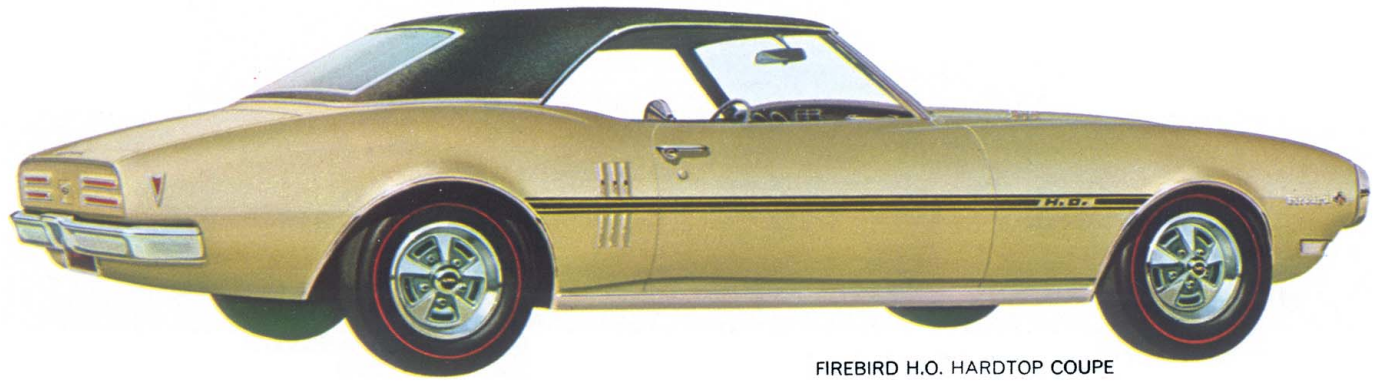
FIREBIRD 350 CONVERTIBLE



FIREBIRD SPRINT HARDTOP COUPE



FIREBIRD HARDTOP COUPE



FIREBIRD H.O. HARDTOP COUPE



# Five Firebirds for every kind of driving.

## 1 FIREBIRD 400

What makes 400 our most magnificent Firebird? The answer lies in the fact that 400 was designed for people who want the last word in driving machinery. Specifics? Try 400 cubes, 10.75:1 compression, 330 horses at 4800 rpm and 430 lb. ft. of torque at 3300 rpm for a start. Add dual exhausts, 4-bbl Quadra-jet carburetion, an all-synchro, heavy-duty 3-speed with Hurst shifter on the floor. Mount it all on extra-firm but superbly smooth suspension, add redlines to the wide-ovals

and the answer becomes patently obvious. Embellish it with options like our 400 H.O. engine (with high-output cam and free-flowing exhaust), front wheel disc brakes, a 4-speed stick (or our 3-speed Turbo Hydra-Matic). Add our Ram Air option and those dual scoops become operative. Add stereo tape and air conditioning and you may decide to live in. Lucky you. *400-cu.-in. V-8/4-bbl carburetor/premium fuel/330 hp/h.d. 3-speed floor shift/dual exhausts/h.d. suspension.*

## 2 FIREBIRD H.O.

H.O. means that our leading contender (above, left) delivers 320 horsepower in its new 350-cubic-inch form. Quadra-jet 4-bbl carburetion is standard this year, as are dual exhausts and an all-synchro 3-speed. Heavy-rate springs combine with sticky wide-ovals to give any road a smooth going over. All of which means those slick sport stripes emblazoning the flanks really mean something. Our option list is something else. It includes everything from four-on-the-floor (or a heavy-

duty 3-speed manual or 2-speed automatic), to a walnut shift knob, to Cordova on top. Everything from a sports wheel (shown far left, top) to a hood-mounted tach. Everything from exhaust splitters to a set of adjustable Koni shocks that'll let you course hill, curve and valley with the consummate ease of a jolly green you-know-what. Ho H.O.! *350-cu.-in. V-8/4-bbl carburetor/premium fuel/320 hp/3-speed manual transmission/dual exhausts.*

## 3 FIREBIRD 350

Must a family be denied the ineffable joy of sporting? Negative! say our engineers. And as proof positive they have invented Firebird 350, our sprightly family sportster powered by a new 350-cubic-inch, 265-horse V-8 that runs all day on regular fuel. (Regular? Yes.) Our space-saver spare makes room for more of what you want to take with you, but you can order even more with our optional fold-down rear seat. And you can order our thin-profile front bench with folding

center armrest (in place of the standard buckets). Either way, they'll be covered with ice-cream-cone-resistant expanded Morrokide. All Firebirds are covered bumper to bumper with safety features, of course. They're listed in entirety on the back cover. Our options are also encyclopedic. Some of the more interesting also appear on the back cover. Read both lists. Then enjoy. Enjoy! *350-cu.-in. V-8/2-bbl carburetor/regular fuel/265 hp/3-speed column shift manual transmission.*

## 4 FIREBIRD SPRINT

Sprint is what happens when you take a spiffy American sport and invest it with the accoutrements of a European rally car. What happens is you don't have to shell out a million lire for such things as a floor-mounted, all-synchro 3-speed with Hurst shifter, extra-firm but easy-go suspension and a sophisticated 215-hp Overhead Cam Six. All of which are standard fittings. Displacement is up to 250 cubes this year and our Quadra-jet 4-bbl is likewise standard. Add Sprint's

no-extra-cost heavy-duty clutch, split exhaust manifold, special high-output camshaft and wide-oval tires and you may want to conquer an Alp. Add such extra-cost options as a 4-speed manual, mag-type steel wheels (shown far left, bottom), our special custom gauge and rally cluster, and you'll start speaking with a distinctly continental accent. *250-cu.-in. OHC 6/4-bbl carburetor/premium fuel/215 hp/3-speed, floor-shift/h.d. suspension.*

## 5 FIREBIRD

Lest you be put off by its designation, consider that our basic fun machine comes with a full complement of Firebird features. To wit: wide-oval tires, slimline buckets, deep-pile carpeting, expanded vinyl interior, space-saver spare, simulated burl wood grain dash. Even such engineering wizardries as a new carburetor air preheater that eliminates icing, new multileaf spring rear suspension for smoother ride and improved handling and the flow-through ventilation system

that lets us eliminate the vent windows. And like all Firebirds, it comes in hardtop and convertible form. The thrift part derives from its superbly efficient Overhead Cam Six which develops 175 horsepower. After infrequent trips to the gas pump. The *regular* gas pump. Options? See our Firebird catalog for a sample. Your Pontiac salesman will build to suit. *250-cu.-in. OHC 6/1-bbl carburetor/regular fuel/175 hp/3-speed, manual transmission.*

# Pick your Pontiac engine and transmission

<p><b>Tempest, Tempest Custom, Le Mans, Tempest Safari and All Firebirds (except Firebird 400)</b></p>	 <p><b>175 HP</b></p> <p><b>1.</b> Standard Overhead Cam 6. Single-barrel carburetor. Displacement—250 cu. in. Torque—240 lb.-ft. Compression—9.0:1. Regular fuel. Standard on Firebird.</p>	 <p><b>215 HP</b></p> <p><b>2.</b> Optional, high-compression Overhead Cam 6. 4-barrel carburetor. Displacement—250 cu. in. Torque—255 lb.-ft. Compression—10.5:1. Chromed, low-restriction air cleaner. Premium fuel. Not available on station wagon. Standard on Firebird Sprint.</p>	 <p><b>265 HP</b></p> <p><b>3.</b> Optional V-8 Displacement—350 cu. in. 2-barrel carburetor. Torque—355 lb.-ft. Compression ratio—9.2:1. Regular fuel. Standard on Firebird 350.</p>	 <p><b>320 HP</b></p> <p><b>4.</b> Optional high-output V-8. Displacement—350 cu. in. 4-barrel carburetor. Torque—380 lb.-ft. Compression ratio—10.5:1. Dual exhaust system. Premium fuel. Not available on station wagons. Standard on Firebird H.O.</p>
<p><b>GTO and Firebird 400</b></p>	 <p><b>350 HP</b></p> <p><b>5.</b> Standard GTO V-8 engine. Displacement—400 cu. in. 4-barrel carburetor. Compression ratio—10.75:1. Torque—445 lb.-ft. (GTO). Low back-pressure dual exhaust system. Power-Flex fan. Chromed air cleaner, rocker covers and oil filler cap. Premium fuel.</p>	 <p><b>265 HP</b></p> <p><b>6.</b> Regular fuel engine optional at no extra cost on GTO with Turbo Hydra-Matic. Displacement—400 cu. in. 2-barrel carburetor. Compression ratio—8.6:1. Torque—397 lb.-ft. Dual exhaust system.</p>	 <p><b>360 HP</b></p> <p><b>7-8.</b> Optional 400 H.O. and Ram Air V-8s. Displacement—400 cu. in. 4-barrel carburetor. Compression ratio—10.75:1. Torque—445 lb.-ft. Special dual exhausts. High-output camshaft and valve train. Chromed, low-restriction air cleaner, rocker covers, oil filler cap. Power-Flex fan. Premium fuel. Functional hood scoops on Ram Air only.</p>	 <p><b>330 HP</b></p> <p><b>9.</b> Standard Firebird 400 V-8. Displacement—400 cu. in. 4-barrel Quadra-jet carburetor. Torque—430 lb.-ft. Compression ratio—10.75:1. Low back-pressure dual exhaust system. Chromed, low-restriction air cleaner, rocker covers and oil filler cap. Premium fuel.</p>
<p><b>Optional Firebird 400 and Catalina, Ventura, Executive, Bonneville, Brougham</b></p>	 <p><b>335 HP</b></p> <p><b>10.</b> Optional Firebird 400 H.O. V-8. Special high-output cam. Low back-pressure dual exhaust system. Displacement—400 cu. in. 4-barrel Quadra-jet carburetor. Torque—430 lb.-ft. Compression ratio—10.75:1. Chromed, low-restriction air cleaner, rocker covers and oil filler cap. Premium fuel.</p>	 <p><b>335 HP</b></p> <p><b>11.</b> Optional Firebird 400 Ram Air V-8. Special-functional-air-scoop induction system, high-output long overlap cam, heavy-duty valve springs. Free-flowing dual exhaust system. Displacement—400 cu. in. 4-barrel Quadra-jet carburetor. Torque—430 lb.-ft. Compression ratio—10.75:1. Chromed, low-restriction air cleaner with fresh-air trap attachment. Chromed rocker covers and oil filler cap. Premium fuel.</p>	 <p><b>290 HP</b></p> <p><b>12.</b> Standard V-8 for Catalina, Ventura and Executive with 3-speed manual and Turbo Hydra-Matic transmissions. Displacement—400 cu. in. 2-barrel carburetor. Torque—428 lb.-ft. Compression ratio—10.5:1. Premium fuel.</p>	 <p><b>340 HP</b></p> <p><b>13.</b> Standard V-8 for Bonneville with 3-speed manual and Turbo Hydra-Matic transmission. (Optional at extra cost on Catalina, Ventura and Executive.) Displacement—400 cu. in. 4-barrel carburetor. Compression ratio—10.5:1. Torque—445 lb.-ft. Premium fuel.</p>
<p><b>Grand Prix and Optional Catalina, Ventura, Executive, Bonneville, Brougham</b></p>	 <p><b>350 HP</b></p> <p><b>14.</b> Standard V-8 on Grand Prix with 3-speed manual transmission or Turbo Hydra-Matic. Displacement—400 cu. in. 4-barrel carburetor. Torque—445 lb.-ft. Compression ratio—10.5:1. Dual exhaust system. Premium fuel.</p>	 <p><b>265 HP</b></p> <p><b>15.</b> Regular fuel engine optional at no extra cost on Catalina, Ventura, Executive, Bonneville, Grand Prix and Brougham with Turbo Hydra-Matic transmission only. Displacement—400 cu. in. 2-barrel carburetor. Compression ratio—8.6:1. Torque—397 lb.-ft.</p>	 <p><b>375 HP</b></p> <p><b>16.</b> Optional 428 V-8. Displacement—428 cu. in. 4-barrel carburetor. Torque—472 lb.-ft. Compression ratio—10.5:1. Chromed rocker covers and oil filler cap. Available on all models at extra cost. Premium fuel.</p>	 <p><b>390 HP</b></p> <p><b>17.</b> The fabulous 428 H.O. V-8. Displacement—428 cu. in. 4-barrel carburetor. Torque—465 lb.-ft. Compression ratio—10.75:1. High-output camshaft, valve train and special exhaust manifolds. Low-restriction, chromed air cleaner plus chromed rocker covers and oil filler cap. Low back-pressure dual exhausts. Power-Flex fan available at extra cost on all models except station wagons. Premium fuel.</p>

## 3-Speed Manual Transmissions

A fully synchronized, 3-speed column shift transmission is standard on all models of all series except Firebird Sprint, Firebird 400 and Grand Prix.

The fully synchronized, 3-speed floor-mounted shift is standard on Firebird Sprint, Firebird 400 and Grand Prix with Strato-bucket front seats.

Floor shifts available on most other models at extra cost.

All 3-speed floor shifts are equipped with Hurst shifters.

Consoles available only on models equipped with Strato-bucket front seats and floor-mounted shifts.

## 4-Speed Manual Transmissions

The extra-cost, fully synchronized, 4-speed floor shift is available on all Firebirds and GTO; Tempest, Tempest Custom, LeMans, Tempest Safari (except with regular-fuel OHC 6 engines); Catalina, Ventura, Executive, Bonneville and Grand Prix (with 428-cu.-in. V-8 engines only).

Consoles available only on models with Strato-bucket seats.

A special-order, close-ratio 4-speed is available on the GTO only when equipped with a 3.90:1 or a 4.33:1 rear axle ratio; or on Catalina, Ventura, Executive, Bonneville and Grand Prix models equipped with the 428-cu.-in. V-8 and a 4.11:1 rear axle ratio.

All 4-speed manual transmissions are equipped with Hurst floor shifters.

## Automatic Transmissions

Extra-cost automatic transmission with column shift is available on all models. Console floor shift is standard on Grand Prix only; available at extra cost on all other bucket-seat models.

# Pontiac Power Trains

Here's our list of standard and optional (some at extra cost) power trains. Even though our engineers have carefully selected the standard axle ratios to give Pontiac buyers the right balance of performance and economy, this chart gives you the opportunity to select the engine, transmission and axle ratio of your choice. For instance, the standard engine in the Catalina with Turbo Hydra-Matic is the 290-hp V-8 (#12) with either 2.29 to 1, 2.41 to 1 or 2.56 to 1 axle ratio, depending on body

style. If you want more performance, select a numerically higher performance axle ratio. Or you can order a more powerful engine, all the way up to the 390-hp 428 H.O. V-8 (#17), with a four-speed fully synchronized manual transmission and a 4.11 to 1 special-order axle. Naturally, the more powerful your engine and the higher the ratio, the more revolutions your engine will turn and the more fuel you'll use. Now, if you place economy before performance, select a numerically lower axle ratio. In any event, and whatever you choose, it's a lot of fun to tailor your own car. Try it with one of our Wide-Track Pontiacs.

**\*Note:** Not all axle ratios are available with all body style, engine and transmission combinations. There are certain specific restrictions on some power train combinations. Certain special-order combinations require extra-cost items such as heavy-duty radiator, limited slip differential and speedometer gear adapters. Be sure to see your dealer's detailed power train specifications for further information.

Engine	Transmission	Standard Axle Ratio	Optional		Special Order Axles*	Engine	Transmission	Standard Axle Ratio	Optional		Special Order Axles*	
			Economy Axle	Performance Axle					Economy Axle	Performance Axle		
<b>1</b> OHC 6— 250 cu. in. 1-BBL—175 hp	3-speed	3.23(r) 3.23(c)	3.08(q)		3.55 (a-r)	<b>9</b> Firebird 400 330-hp V-8 400 cu. in. 4-BBL	3-speed	3.36(a)		3.55(a)		
	4-speed(q)	3.23(c-q)						3.55(a)	3.90 (a) 4.33 (a)			
	Automatic	3.23 3.23(c)	2.56(a-r) 2.41(a-q)		3.36 (a-r) 3.55 (q)			3.23(a)	3.90 (a)			
<b>2</b> OHC 6—250 cu. in. 4-BBL—215 hp (b)	3-speed	3.55(a)			3.90 (a-r)	<b>10</b> Firebird 400 H.O. 400 cu. in. V-8 335-hp 4-BBL	3-speed	3.36(a)		3.55(a)		
	4-speed	3.55(a)			3.90 (a-r)		4-speed	3.36(a)		3.55(a)	3.90 (a) 4.33 (a)	
	Automatic	3.23(a)	2.56(a-r) 2.78(a-q)	3.55(a)			Turbo Hydra-Matic	3.08 2.56		3.55(a)	3.90 (a)	
<b>3</b> V-8—350 cu. in. 2-BBL—265 hp	3-speed	3.23 3.23(c)	3.08(a-q) 3.08(r)		3.36	<b>11</b> Firebird Ram Air 400 cu. in. V-8 335-hp 4-BBL	3-speed	3.90(a)			4.33	
	4-speed	3.23 3.23(c)			3.36(r)		Turbo Hydra-Matic	3.90(a)			4.33	
	Automatic	2.56 2.78(c)	3.08(a-q)	2.93(r) 2.93(a-q)	3.36 (a-r)							
<b>4</b> V-8—350 H.O. 4-BBL—320 hp (b)	3-speed	3.36(r) 3.23(c-r) 3.36(a-q)			3.08 (r) 3.55 (a-r) 3.90 (a-r)	<b>12</b> 290-hp V-8 Std. 400 cu. in. 2-BBL	3-speed	3.23 3.23(c)	3.08		3.42 3.55 (a) 3.73	
	4-speed	3.36(a-q) 3.36 3.23(c-r)			3.55 (a) 3.90 (a)		Turbo Hydra-Matic	2.29(f) 2.41(f-c) 2.41(g) 2.41(g-c) 2.56(h) 2.56(h-c)	2.29(g-a) 2.41(h)	2.73(f) 2.93(g) 2.93(h)	3.08 3.23 3.42 3.55 (a) 3.73	
	Automatic	3.23 3.23(c-r) 2.78(c-q)			3.08 (r) 3.36 (r) 3.55 (a-r)							
<b>5</b> GTO V-8— 400 cu. in. 350 hp—4-BBL	3-speed	3.55 3.23(c)			3.08 3.23 3.36 3.90 (a) 4.33	<b>13</b> 340-hp V-8 400 cu. in. 4-BBL	3-speed	3.23 3.23(c)	3.08(p)		3.42 3.55 (a) 3.73	
	4-speed	3.55 3.23(c)			3.08 3.23 3.36 3.90 (a) 4.33		Turbo Hydra-Matic	2.56(l) 2.56(l-c) 2.73(m) 2.73(m-c)	2.41(j) 2.56(n)	2.93(j) 3.08(n)	3.08 3.23 3.42 3.55 (a) 3.73	
	4-speed w/close ratio				3.90 (a) 4.33						(n) 3.42 (a) 3.55 3.73	
	Turbo Hydra-Matic	3.36 2.93(c)			3.23 3.55 (a) 3.90 (a) 4.33							
<b>6</b> GTO V-8— 400 cu. in. 265 hp—2-BBL	Turbo Hydra-Matic	2.93 2.78(c)	2.56	3.23		<b>14</b> 350-hp V-8 400 cu. in. 4-BBL	3-speed	3.23(o) 3.23(o-c)		3.42(o)	3.55 (a-o) 3.73 (a-o)	
<b>7</b> GTO 400 H.O. V-8 400 cu. in. 360-hp—4-BBL	3-speed	3.55 3.23(c)			3.08 3.23 3.36 3.90 (a) 4.33	<b>15</b> 265-hp V-8 400 cu. in. 2-BBL	Turbo Hydra-Matic	2.41(j) 2.41(j-c) 2.56(k) 2.56(k-c)				
	4-speed	3.55 3.23(c)			3.08 3.23 3.36 3.90 (a) 4.33		<b>16</b> 375-hp V-8 428 cu. in. 4-BBL	3-speed	3.23 3.23(c)			3.42 3.55 (a) 3.73 (a)
	4-speed w/close ratio				3.90 (a) 4.33			4-speed	3.42 3.42(c)			3.55 (a) 3.73 (a)
	Turbo Hydra-Matic	3.55 3.23(c)			3.36 3.90 (a) 4.33		w/close ratio				4.11 (a)	
<b>8</b> GTO Ram Air V-8 400 cu. in. 360 hp—4-BBL	4-speed	4.33(a)				<b>17</b> 390-hp 428 H.O. V-8 428 cu. in. 4-BBL (b)	3-speed	3.42(a)			3.55 (a) 3.73 (a) 4.11 (a)	
	Turbo Hydra-Matic	4.33(a)					4-speed	3.42(a)			3.55 (a) 3.73 (a)	
							w/close ratio				4.11 (a)	
	Turbo Hydra-Matic	4.33(a)					3.42(a)			3.23 (a) 3.55 (a) 3.73 (a)		

\*3.90:1, 4.11:1 and 4.33:1 rear axle ratios can be dealer-installed.

- (a) Not available with air conditioning  
 (b) Not available on station wagons  
 (c) With air conditioning  
 (f) Catalina 2- and 4-door sedans only  
 (g) For Catalina 4-door hardtop model only  
 (h) All Executive models and Catalina models, except 2-door and 4-door sedans and 4-door hardtop models

- (j) Bonneville Hardtop Coupe and 4-door hardtop and all Catalina and Executive models  
 (k) Grand Prix and Bonneville Station Wagon and Convertible  
 (l) Bonneville Hardtop Coupe and 4-door Hardtop only  
 (m) Bonneville Station Wagon, Convertible and all Catalina and Executive models  
 (n) Bonneville Convertible and Station Wagon only

- (o) Grand Prix only  
 (p) Economy axle not available on Catalina & Executive models except as special order  
 (q) Firebird only  
 (r) Tempest, Tempest Custom, LeMans & Tempest Safari only

Undoubtedly, when you consider your new Pontiac, you'll see and feel the hundreds of other safety, convenience and performance features that make 1968 the best season yet to go Wide-Tracking. And the easiest year yet to cut a new Pontiac to fit your own personal taste. You'll find many of these personalizing features on this page. But, for your driving security, we've made the following safety features standard on all 1968 Pontiacs.

Energy absorbing steering column  
 Seat belts with pushbutton buckles for all passenger positions  
 Passenger-guard door locks, with deflecting lock buttons—all doors  
 Four-way hazard warning flasher  
 Dual master cylinder brake system with warning light and corrosion-resistant brake lines  
 Folding seat-back latches  
 Dual-speed windshield wipers and washers  
 Outside, rearview mirror  
 Backup lights, new side marker lights and parking lamps that illuminate with headlamps

Padded instrument panel, sun visors, windshield corner posts  
 Reduced-glare instrument panel top, inside windshield moldings, horn buttons, steering wheel hub and windshield wiper arms and blades  
 Inside, day-night mirror with deflecting base  
 Lane-change feature in direction signal control  
 Safety armrests  
 Thick laminate windshield  
 Soft, low-profile window control knobs and coat hooks  
 Padded front and intermediate seat-back tops and lower structure  
 Yielding, smooth-contoured door & window regulator handles  
 Energy absorbing instrument panel with smooth contoured knobs and levers  
 Tire safety rim  
 Safety door latches and hinges  
 Uniform shift quadrant (PRNDSL)  
 Seat-belt retractors—2 front  
 Snag-resistant steering wheel hardware  
 Door hinges of stamped steel  
 Non-projecting wheel nuts, disc and caps  
 Fuel tank and filler pipe security

## TAILOR YOUR PONTIAC WITH FACTORY- & DEALER-INSTALLED OPTIONS & ACCESSORIES

### COMFORT, CONVENIENCE AND APPEARANCE

Air conditioning, custom and automatic temperature control (Pontiac only)  
 Brakes, power  
 Clock, standard and rally (both electric)  
 Console, w/bucket seats only  
 Cover, tonneau  
 Covers, seat  
 Cruise Control System  
 Cushion, foam front  
 De-fogger, rear window (except station wagons and convertibles)  
 Dispenser, tissue  
 Exhaust extensions (Tempest, Tempest Custom, LeMans and GTO only)  
 Fender skirts (Catalina, Ventura and Executive only)  
 Floor mats, front and rear  
 Glass, Soft-Ray tinted—all around or windshield only  
 Guards, door-edge  
 Heater, engine block—water  
 Lights, cornering  
 Locks, gas cap, luggage compartment and rear door safety  
 Luggage carriers  
 Mirrors, outside, remote-control, rearview • visor vanity  
 Pad, rear load area (all station wagons)  
 Radios, AM • AM/FM • Stereo-Multiplex • electric antenna • rear-seat speakers, and stereo-effect Verbra-Phonic speakers  
 Roof cover, Cordova vinyl  
 Safeguard speedometer and low-fuel warning lamp  
 Screens, tailgate and rear door  
 Seats—Strato-bucket, Notch-back, bench and reclining  
 Seats, power-operated  
 Ski carriers  
 Steering, power—all except Executive, Bonneville, Brougham & Grand Prix  
 Steering, power (variable-ratio)—Executive, Bonneville, Brougham & Grand Prix only  
 Steering wheels, deluxe and custom sports  
 Steering wheel, tilt

Tape player, stereo  
 Tires, whitewall  
 Trailer-hauling equipment—ask for special folder  
 Trunk lid release, remote-control  
 Wheel discs, deluxe • custom • wire  
 Wheel hub and drum assembly, aluminum (Pontiac only)  
 Window Lifts, power-operated (std. on Bonneville Brougham)

### PERFORMANCE

Axle ratios—see Power Train page  
 Battery, heavy-duty  
 Brakes, power  
 Clock, electric and rally  
 Cluster, custom gauge and rally  
 Disc brakes, front  
 Engines, optional—see engine page  
 Exhausts, dual (standard on GP, 350 H.O., GTO, Firebird H.O. and 400, and 428 H.O. engines)  
 Exhaust extensions (Tempest, Tempest Custom, LeMans, GTO, and all Firebirds only)  
 Frame, heavy-duty (except station wagons and convertibles)  
 Limited slip differential, Safe-T-Track  
 Steering, power—all except Executive, Bonneville, Brougham & Grand Prix  
 Steering, power (variable-ratio)—Executive, Bonneville, Brougham & Grand Prix only  
 Steering wheels, deluxe and custom sports  
 Suspension, heavy-duty  
 Tachometer—hood-mounted and regular  
 Tires, oversize, wide-oval and Fastrak  
 Transmissions: Heavy-duty 3-speed, 4-speed manual, 2-speed automatic or Turbo Hydra-Matic  
 Voltage regulator, full transistor  
 Wheel hub and drum assembly, aluminum (Pontiac only)  
 Wheels, steel, competition-type Rally I (all models)  
 Wheels, steel, competition-type Rally II (all models)

*(For more information on performance, accessories or station wagons, ask for our special catalogs.)*

**NOTICE:** All options noted herein, including whitewall tires, Decor Group and radios 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, 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. Gravure in U.S.A.



MARK OF EXCELLENCE