



THE BONNEVILLE SPORTS COUPE FOR 1241

Pontiac announces the new Trophy V-8 Engine

NEW PRECISION AND ECONOMY IN THE ENGINE ROOM OF THE '61 PONTIAC!

A completely new fuel induction system gives this new free-breathing V-8 more air...to save you gas. Closer calibration of this big 389-cubic-inch engine gives you maximum thrust at half throttle without over-carbureting.

We made the engine lighter; mounted it lower for better balance. An oil refill now takes only 4 quarts. Horsepowers range from 215

to 348. (For best economy, specify the Trophy Economy V-8. Its lower compression lets you use regular gas.)

If this sounds a bit technical, just visit your fine Pontiac dealer and try a new Trophy Engine soon. In one block, it will become clear why we've called this '61...all Pontiac!

PONTIAC MOTOR DIVISION • GENERAL MOTORS CORPORATION



THE ONLY WIDE-TRACK CAR!

Wheels moved out to body width. More weight balanced between the wheels. Pontiac is the only Wide-Track car. No other car hugs the road with such sure-footed stability.

PONTIAC '61—IT'S ALL PONTIAC! ON A NEW WIDE-TRACK!



THE BONNEVILLE CONVERTIBLE FOR 1961

Why a Wide-Track Pontiac delivers you fresh and ready for fun

There's a remarkable absence of "fatigue factors" in this refreshing car.

Front and rear suspension systems have been specially tailored for Wide-Track. This creates a ride as smooth as a tide-washed beach. Quietness and cornering control are improved.

More durable rubber-insulated body mounts are used to keep road hum down where only the tires can hear it. Extra body insulation and sealing eliminate

tiring noise and vibration for near-perfect acoustics.

New Wide-Track design contributes to greater stability. More weight is balanced between the wheels. You feel an invigorating response, unwavering control.

Next time you feel like going places, let the tireless Pontiac spirit move you. It's the awakening, Wide-Track way to travel that starts at your fine Pontiac dealer's. Visit him soon and take that deciding drive.

PONTIAC MOTOR DIVISION • GENERAL MOTORS CORPORATION



THE ONLY WIDE-TRACK CAR

Pontiac has the widest track of any car. Body width trimmed to reduce side overhang. More weight balanced between the wheels for sure-footed driving stability.

IT'S ALL PONTIAC! ON A NEW WIDE-TRACK!



SEE JOHN WAYNE IN "THE SPIRIT OF THE ALAMO" NOV. 14, ABC-TV

THE BONNEVILLE SPORTS COUPE FOR 1961

*The well-ordered Pontiac for '61
trims width outside the wheels for better balance*

Balance is the big factor in pleasant, comfortable travel!

It's achieved by distributing as much weight as possible directly between the wheels.

Pontiac '61 has more of its weight between the wheels than any other car.

You have the feeling of sitting erect even when swinging around curves and corners.

If you travel a lot . . . or just want to enjoy your travel a lot more . . . try new Wide-Track
at any of our fine Pontiac dealers. PONTIAC MOTOR DIVISION • GENERAL MOTORS CORPORATION



THE ONLY WIDE-TRACK CAR

PONTIAC '61—It's all Pontiac! on a new Wide-Track!



THE BONNEVILLE VISTA FOR 1961

It's a pleasure to play host in a Wide-Track Pontiac!

The first thing to impress your guests will be Pontiac's new roominess and interior luxury.

More comfortable, chair-height seats. Added headroom and legroom. Wider doors for easier entry and exit. Faultless interior appointments, fashionably styled and carefully fitted.

Their next reaction will be respect for Pontiac's new Trophy V-8 Engine in action. (And you can "entertain" economically on regular gas with the

Trophy Economy V-8 which has a lower compression ratio.)

New Wide-Track, of course, has everything moving smoothly from the start. The trim new body width puts more car between the wheels for greater balance and driving precision.

Like to play host like this? Then be the guest of your fine Pontiac dealer soon.

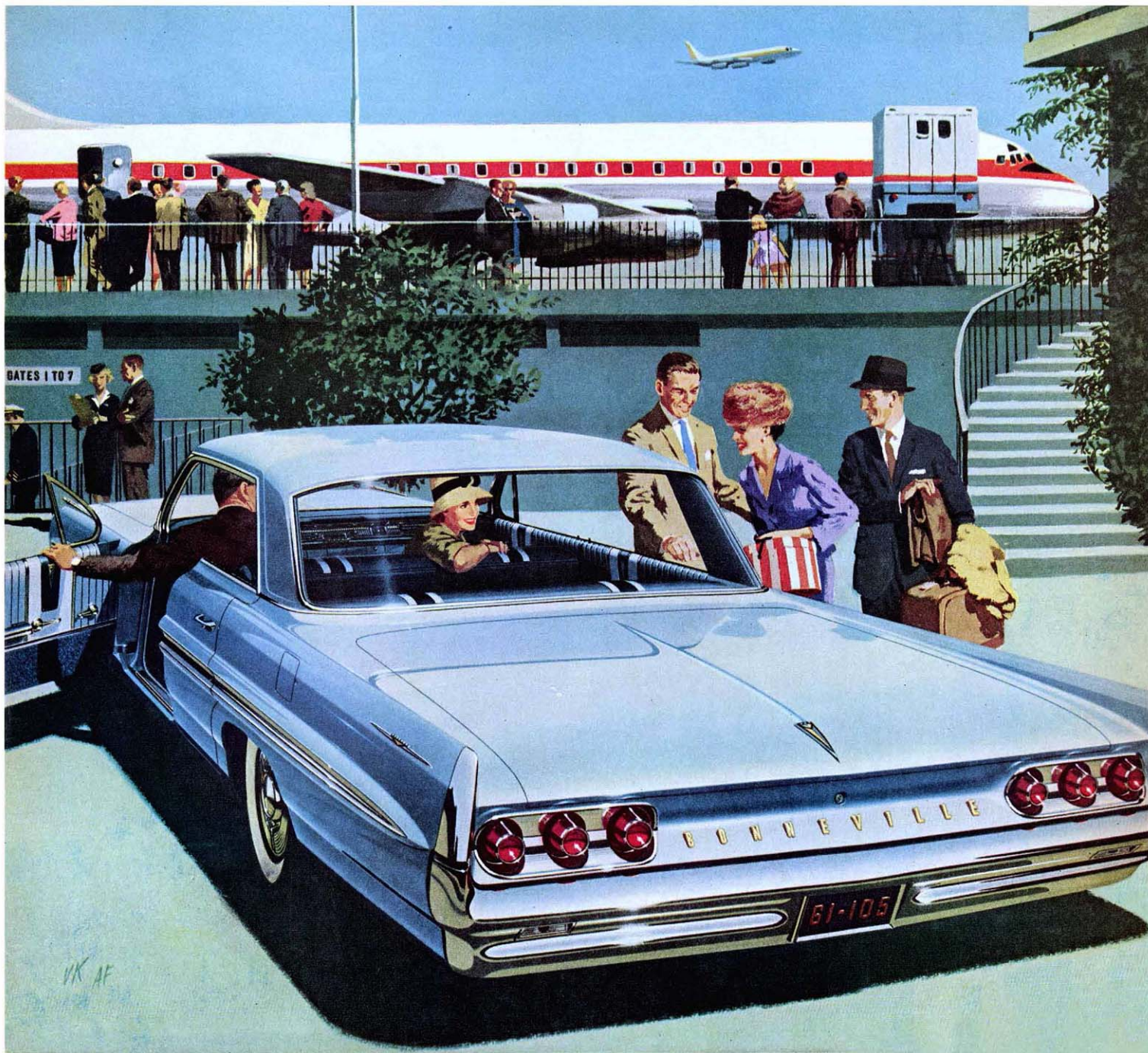
PONTIAC MOTOR DIVISION • GENERAL MOTORS CORPORATION

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THE BONNEVILLE VISTA FOR 1961

You ride with more headroom, legroom, footroom on the new Wide-Track for '61

You'll feel tall and enjoy it in this '61 Pontiac!

There's more room overhead and underfoot. The seats are higher... with more clearance under the steering wheel.

We've made the doors wider and designed them to open farther. You won't ruffle your hat or your dignity getting in or out of this sleek new '61 Pontiac.

So don't let the excitement of driving this new Pontiac for the first time allow you to overlook its expansive new comfort. It's one of the things you'll like most in the long run. Be our guest soon at one of our fine Pontiac dealers.

IT'S ALL PONTIAC! ON A NEW WIDE-TRACK!



THE ONLY WIDE-TRACK CAR!

Body width trimmed to reduce side overhang. More weight balanced between the wheels. No other car hugs the road with such sure-footed stability and precision.

PONTIAC MOTOR DIVISION • GENERAL MOTORS CORPORATION



THE BONNEVILLE VISTA FOR '61

Your driving habits have changed- and so has the Wide-Track Pontiac

You probably spend a lot more time in your car than you used to. More stop-and-go city driving. More short trips. More long ones, too. You park, get in and out of your car more often.

Pontiac has kept pace with you. Doors are wider to ease your getting in and out. There's more room inside. Yet, there's a more parkable, garageable, maneuverable size. Excess weight has been carefully trimmed to give you *go* that goes easy on gas.

In town or country, Pontiac takes the effort out of roadwork. Curves and corners come and go, but you sit steady and straight, thanks to the built-in balance of Pontiac's new Wide-Track. And Pontiac's famous V-8 performance gives you a comforting confidence on a turnpike or in traffic.

If you want the car that's changed as much as your driving habits, see your fine Pontiac dealer.

PONTIAC MOTOR DIVISION • GENERAL MOTORS CORPORATION



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IT'S ALL PONTIAC! ON A NEW WIDE-TRACK!



What makes a Pontiac so eager to go?

This Catalina has more horsepower per pound than any other automatic transmission car made in America. (As much as one horse per 10.65 pounds.) That's an ideal balance between weight and power. Gives you hustle when you need it. Improves gas mileage, too. Eager to go? Go see your fine Pontiac dealer.

THE CATALINA VISTA FOR 1961



THE ONLY WIDE-TRACK CAR! Pontiac has the widest track of any car. Body width trimmed to reduce side overhang. More weight balanced between the wheels for sure-footed driving stability. PONTIAC MOTOR DIV., GENERAL MOTORS CORP.



SHARPEST ENTRY OUT OF THE CHUTE FOR '61 ***(All Pontiac on a new Wide-Track)***

If you admire road machinery at its best . . . '61 will be your best year yet! The reason is Pontiac!

Those twin air intakes tell you from a quarter of a mile that this is *all* Pontiac. We've made it a little lighter on its feet and a lot more balanced.

Up in the engine room is a free-breathing new engine, the Trophy V-8. New fuel induction system. More efficient exhaust. Sixty pounds lighter.

Two new gear boxes* (a 3-speed Hydra-Matic and a 4-speed stick shift) will let you match power teams to your heart's content. There are 11 to pick from.

Take it all in at your Pontiac dealer's. Then take one out and see what the others will have to beat in '61.

PONTIAC

It's all Pontiac on a new Wide-Track!

*Extra Cost Options



This Tri-Power Pontiac packs one horse for every 10½ pounds

Figure it out for yourself: a Catalina Sports Coupe at 3680 lbs., powered by the 348 H.P.

Trophy V-8 = 1 H.P. per 10.57 lbs. Even most sports cars wish they could match it!

We trimmed off every bit of excess weight. There's less weight over-all and more of it is sprung between the wheels for a lot better balance.

Make no mistake: This is a big car—nearly 4000 pounds worth of solid road machinery, give or take a few depending on model and equipment. But the pay-off is how Pontiac moves its weight.

The 348 H.P. Trophy V-8 puts out one horse for every 10½ pounds. And other Pontiac V-8's (11 in all to choose from) have power-to-weight advantages that come close to matching it.

Stack Wide-Track up against all the others and you'll see no other car packs or pulls its weight so well. Test for yourself at your Pontiac dealer's.

PONTIAC MOTOR DIVISION OF GENERAL MOTORS CORPORATION