



You're not the only one who'll like the way your Pontiac is built. So will the next owner.

Who'd ever think about selling his 1964 Pontiac now? Still, it's nice to know that the way we build a Pontiac for you is what makes it worth more to the one who buys it next. Look at styling. (Beautiful.) Pontiacs no more go out of fashion than money. Consider engineering. (Superb.) Pontiac's the car with Wide-Track ride, which flattens bumps as neatly as it unwinds curves. Then there's Trophy V-8 power. (Strong. Very strong.) It's better to think about all this coolly, beforehand. Once you drive a Pontiac at your dealer's, things get somewhat emotional. (Fun.) Try it.

WIDE-TRACK PONTIAC



PONTIAC MOTOR DIVISION • GENERAL MOTORS CORPORATION

The Fair is where to go this year. Pontiac is how.

All roads lead to the New York World's Fair this year, and the smoothest way to get from here to there is by Pontiac. Our Wide-Track ride is why. It unkinks a curve so suavely, you're not quite sure who deserves the credit—us or you. It irons a washboard road so flat, you'll wonder when they paved it and why you never noticed before. Besides Wide-Track, Pontiacs come with Trophy V-8 power (the kind that answers when you call) and Pontiac style (the kind that turns heads as you pass). Agreed, then, Pontiac's how to go. The World's Fair is where. Okay? Now see your Pontiac dealer and say when. **'64 WIDE-TRACK PONTIAC**



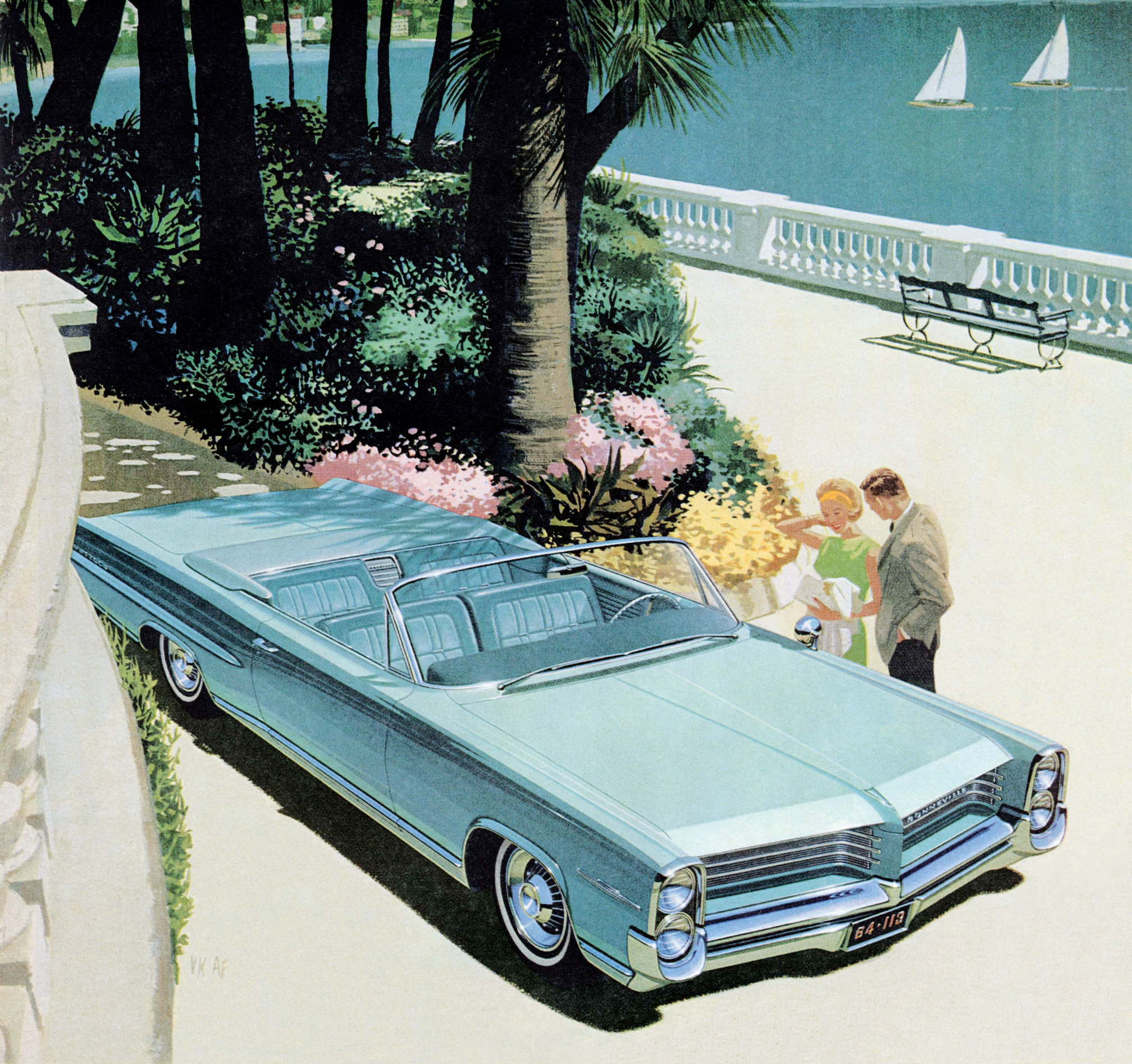
PONTIAC MOTOR DIVISION • GENERAL MOTORS CORPORATION

Maybe it's just a coincidence that so many Pontiacs get left out in driveways. Maybe.

Probably not. When you own a car that looks this good, there's no use hiding it in the garage. At least not during daylight. What's still better than looking at Pontiacs, though, is driving them. You'll agree, once you sample Trophy V-8 power. (It's invigorating, as you would expect—especially versions* wringing as much as 370 bhp out of 421 cubic inches!) And try our Wide-Track ride. (It's even smoother than you could imagine.) As if you hadn't noticed by now, Pontiacs come as luxurious as you'd want or as sporty as you'd care to go. You can see them, every one, at your Pontiac dealer.

*OPTIONAL AT EXTRA COST.

'64 WIDE-TRACK PONTIAC



PONTIAC MOTOR DIVISION • GENERAL MOTORS CORPORATION

Pontiac is why people who can afford to spend more on a car don't.

Instead, they buy a Bonneville—the Pontiac for people who like luxury, but deplore extravagance. For one thing, Bonneville rides on our longest wheelbase: 123 road-smoothing inches. (It also goes Wide-Track, of course, and you *know* what Wide-Track does to straighten curves and flatten bumps.) For another, Bonneville gets its urge to travel from our 389-cu. in. Trophy V-8, an eager 303 hp or more. Too, you'll find niceties that usually cost extra: custom steering wheel, walnut-accented instrument panel, padded assist grip and such; not to mention Pontiac-style styling. If you think Bonneville is for Pontiac owners moving up, you're right but not entirely. You could start out in a Bonneville, you know, and save yourself some time. **'64 WIDE-TRACK PONTIAC**

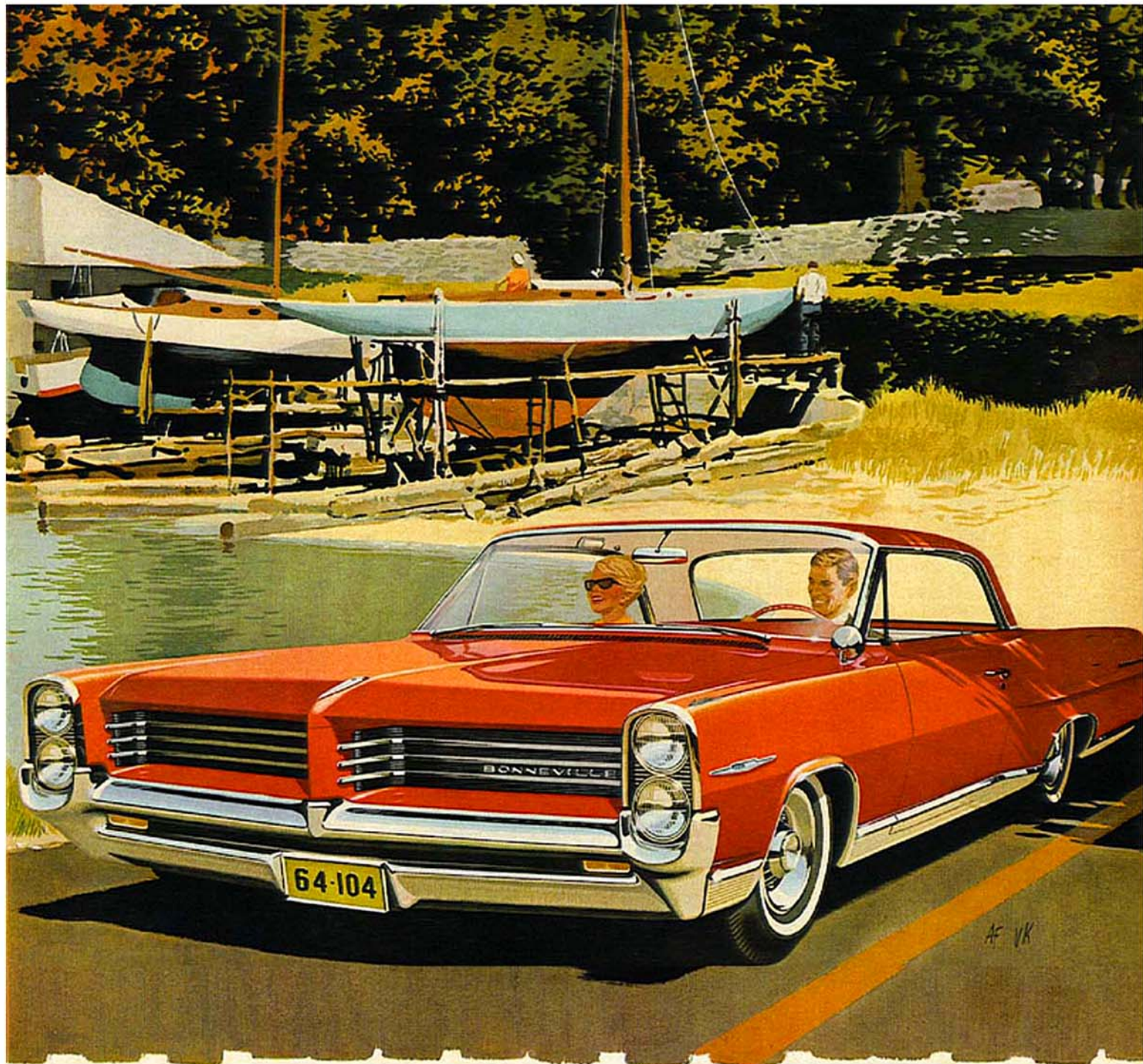


PONTIAC MOTOR DIVISION • GENERAL MOTORS CORPORATION

We don't have to spend time telling people how beautiful Pontiac is. People tell us.

For that matter, the only people we ever have to talk to are people who've never driven a Pontiac. After you've sampled Wide-Track stability and Trophy V-8 action, what's left to say? After you've enjoyed Pontiac's silent, smooth ride, who needs more convincing? Frankly, about all we can say is that a Pontiac is a whole lot more car than other cars that think they're the competition. And your Pontiac dealer can show you *that* with great ease.

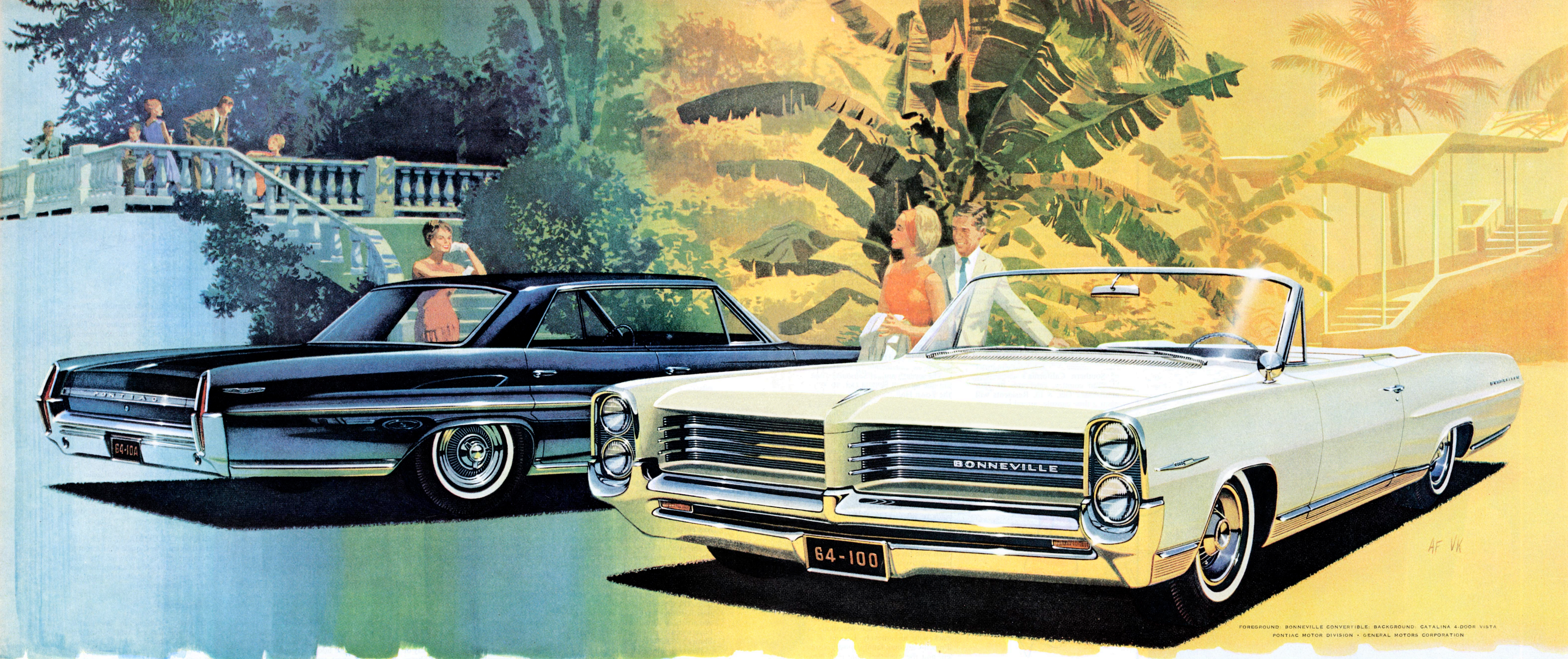
'64 WIDE-TRACK PONTIAC



PONTIAC MOTOR DIVISION • GENERAL MOTORS CORPORATION

You can find competitive cars that almost have Wide-Track and almost look this nice. Almost.

But even if other cars *did* have our Wide-Track and our suave brand of looks, where would they be without our name? Pontiac has become a synonym for magnificent performance, incredible reliability, superb finish . . . we'd probably run out of superlatives before we ran out of Pontiac attributes. You require a full-size automobile with a V-8 that runs on regular gas and yet doesn't stint on performance? That would be a Pontiac. Or perhaps economy has no place in your plans and you'd like something that's all fire and spirit? That, too, would be a Pontiac. Think up your ideal car, but keep the price within reason. Amazing how we think alike! **'64 WIDE-TRACK PONTIAC**



FOREGROUND: BONNEVILLE CONVERTIBLE. BACKGROUND: CATALINA 4-DOOR VISTA
PONTIAC MOTOR DIVISION • GENERAL MOTORS CORPORATION

Success car—'64 edition

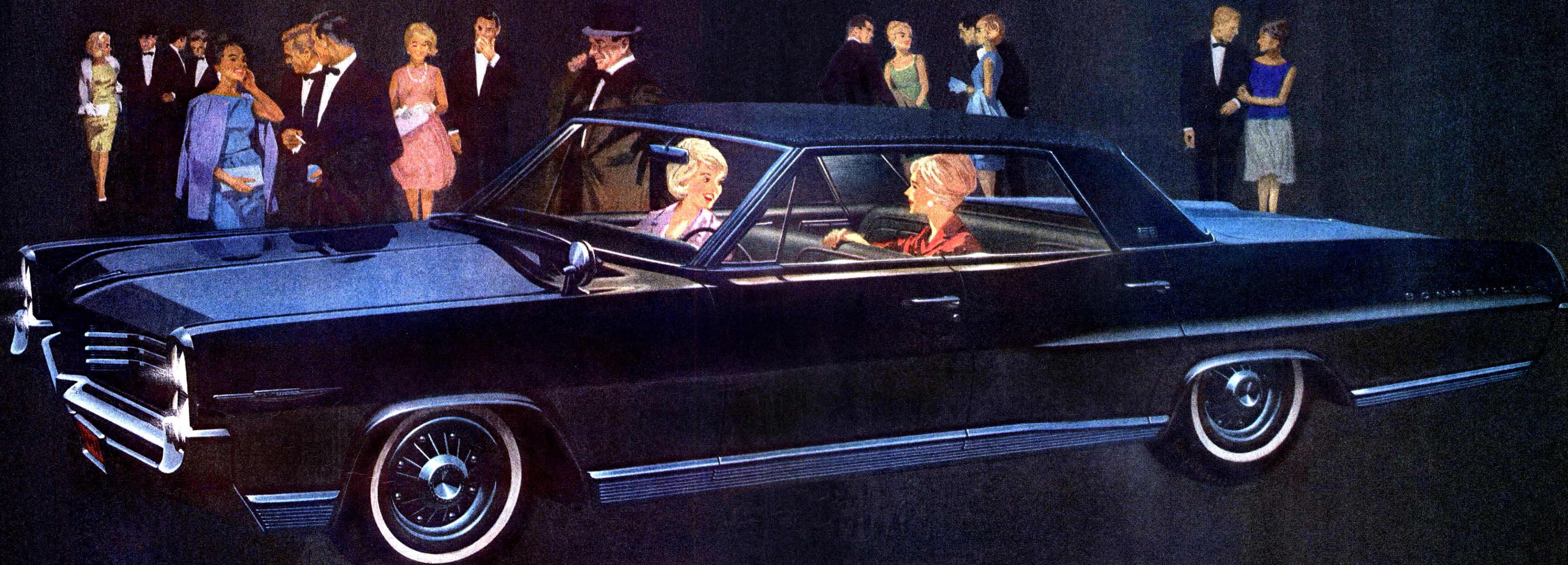
When you come up with a car that's fantastically successful, do you change everything just because the model year changes? Not if you're Pontiac, you don't. Oh, we refined and smoothed

and quieted and sharpened, but basically we didn't *change* anything much. That way, you can enjoy the same smooth Wide-Track ride as last year—only it's a little smoother and quieter. And

you can get your kicks from the same Trophy V-8 spice as last year—only it's a little spicier. And all those Pontiac-admirers will still be around to admire you—only they're a little more wishful.

If you're wondering how quickly you can start enjoying and impressing, there's only one answer: How soon can you be at your Pontiac dealer's?

1964 Wide-Track Pontiac



By now, most Pontiac owners have grown accustomed to the stares.

Of course there are some who haven't. Brougham owners, for instance. They have a lot to live down. A very special interior made up of nylon-blend Preston cloth and expanded Morrokide. Folding armrests in front and back. Hinged assist handles at each door. The unique identification plate that graces the handsomely tailored, padded vinyl top*. Then there are the standard Pontiac features such as Wide-Track and a whole range of Trophy V-8 engines and wall-to-wall carpeting and padded dashboards and... Well, what it boils down to is to own a Pontiac with stares or to own something else without stares. And we just couldn't imagine not owning a Pontiac. Could you? It's worth a few little stares. Pontiac Motor Division • General Motors Corporation.

*OPTIONAL AT EXTRA COST.

