



PONTIAC MOTOR DIVISION • GENERAL MOTORS CORPORATION

Your pulse rate goes up whenever you see one of these? Relax—you're perfectly normal.

There's nothing we enjoy more than watching someone take a close look at one of our GPs for the first time. The small, admiring shake of the head. The pursed lips of judicious approval. The sudden turn to a companion to share one's appreciation. All these we see, time and again. And, like a doting parent, we flush a little with pleased pride. We made that! we want to shout. It's a Grand Prix and it comes with a 306-bhp Trophy V-8 and easy chair bucket seats and a console and just take another look at those utterly clean and simple lines, we babble silently. A lot of people must hear us, though. There are GPs all over the place.

PONTIAC GRAND PRIX **GP**



PONTIAC MOTOR DIVISION • GENERAL MOTORS CORPORATION

What's as handsome as a Grand Prix's outside? A Grand Prix's inside, that's what.

If you can ignore for a moment the crisply sculptured styling that's exclusively Grand Prix, consider what's inside. Ummmm-uh! Bucket seats are standard. So's the center console, sporting a tachometer or vacuum gauge to tell you the goings-on in our 389-cu. in. Trophy V-8 engine. There's carpeting door-to-door and right on up the kick panels. Plush. Same goes everywhere you turn. (Underneath it all is Wide-Track, which you can't see but certainly do notice the second you stop admiring and start driving.) Now, what looks even better inside a GP than a GP's inside? You. Leave the rest to your Pontiac Dealer.





PONTIAC MOTOR DIVISION • GENERAL MOTORS CORPORATION

People who thought the '63 Grand Prix couldn't be improved on are in for a surprise...The '64.

As you might well understand, it was a great temptation to leave our GP strictly alone. But we tuned and refined, we altered and improved, until we came up with a car that should be even more to your liking. The GP's ride, for instance, is smoother—though many thought it was impossible to improve on. We tilted the instruments slightly for a better view from the driver's seat. We even went so far as to improve the light bulbs. The Grand Prix comes with a silken 306-bhp Trophy V-8, Wide-Track and a whole carful of Pontiac's special roadability. About the only thing it's lacking is you—but you can take care of that right now, with the help of your Pontiac Dealer.

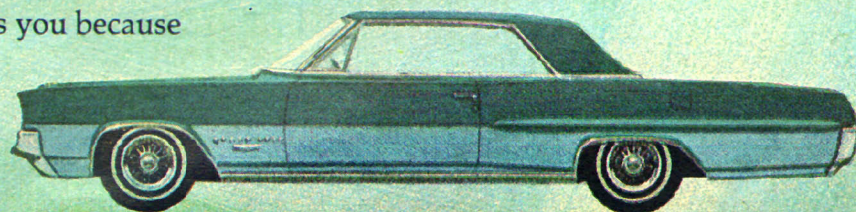
GP



PONTIAC MOTOR DIVISION • GENERAL MOTORS CORPORATION

Grand Prix is for people who think good looks are enough. Also for those who don't.

We've no quarrel with Grand Prix enthusiasts who insist its serene, uncluttered styling is reason enough to covet one. Still, there are others who want something more in a car than good looks. We understand. So, poised up front is our 306-bhp Trophy V-8, most vigorous standard engine in any Pontiac. Even freer spirits may elect extra-cost options such as engines to 421 cubic inches, 370 hp harnessed with console-mounted 4-speed stick shift or Hydra-Matic. In any event, you get the sure-footed handling only Wide-Track gives. If you're not certain whether a GP suits you because you go for looks or because you go for going, better resolve the matter soon at your Pontiac dealer. **PONTIAC GRAND PRIX**





PONTIAC MOTOR DIVISION • GENERAL MOTORS CORPORATION

If you think the Pontiac Grand Prix gets by just on good looks, you've some driving to do.

Its calm beauty attracts most people to the Grand Prix, but it's the driving that charms them. How this car coddles you: bucket seats, deep-pile carpeting, center console with shifter at hand. How it behaves, with Wide-Track and precise steering and a handling kit* for purists. How it moves! Our standard Trophy V-8 in the GP puts out an honest 303 bhp. We also do things with the compression and carburetors and cubic inches to give you as much as 370 bhp* for routing through a four-speed gearbox* or Hydra-Matic*. If you like the Grand Prix's looks, you'll surely like its manners. A Pontiac dealer can introduce you two. **GP**

*OPTIONAL AT EXTRA COST



People who thought the '63 Grand Prix couldn't be improved on are in for a surprise. The '64.

As you might well understand, it was a great temptation to leave our GP strictly alone. After all, it's been a long time since a car caught on like this one. But we tuned and refined, we altered and improved, until somehow we came up with a car that should be even more to your liking. The GP's ride, for instance, is smoother—though many thought it was impossible to improve on. We tilted the instruments slightly for a better view from the driver's seat. We even improved the light bulbs. The Grand Prix comes equipped with a silken 306-bhp Trophy V-8, Wide-Track and a whole carful of Pontiac's special brand of roadability. About the only thing it's lacking is you—but you can take care of that with the help of your Pontiac Dealer.

GP

