



The Great One. GTO Hardtop. Need we say more?

Pontiac Motor Division

The incomparable GTO for '67 comes with 400 cubic inches of engine under a magnificently refined new skin. Or you can order the 255-hp version or the new 360-hp Quadra-Power Four Hundred. And for the first time you can order your GTO with our three-speed Turbo Hydra-Matic.

Our revolutionary 165-hp Overhead Cam Six is standard on all Le Mans and Tempests. You can specify the 215-

hp 4-bbl version, a spirited 250-hp regular gas V-8 or its 285-hp premium gas cousin. Or you can step into the neatest grand touring car this side of the Atlantic with our OHC 6 Sprint package. Also new for this year—Executive and Tempest Safari wagons with walnut wood grain styled sides. All this plus the road-hugging security of Wide-Track on every Pontiac we make. See your Pontiac dealer right now.

Wide-Track Pontiac/67



MARK OF EXCELLENCE

You can add full fidelity sound by ordering our eight-track stereo tape player.



Leave it to Pontiac to come up with it first: now you can order a hood-mounted tach!



Pontiac Motor Division

There are few great moments in life. This is one of them.

There is only one thing more spectacular than owning a GTO. That's driving one. Even if you don't own it.

For a GTO was made to drive. Relentlessly. In fact, the more you drive it, the more eager and responsive it becomes. Like a sleek cat that achieves perfection by being put through a hoop.

A GTO handles itself well because of its 400 cubic inches of powerplant

and specially designed suspension. You can order a 255-hp regular-gas version (only with Turbo Hydra-Matic), the standard 335-hp or the 360-hp Quadra-Power 400. All come with the GM safety package which includes folding seat back latches and GM's energy absorbing steering column

When you drive this driving machine, you will understand the ultimate conceit of our calling it The Great One.

The Great One by Pontiac

BULK RATE
U. S. POSTAGE
PAID
Permit No. 1648
Detroit, Mich.

GTO for 1967:

The most exciting car
in its class
continues to set
a pace unmatched in the industry.
Copied, yes,
a year later.
But never quite matched.





Pontiac Motor Division

The car that started it all.

When you start with The Great One, you've got to end up with a great one. And that's where the Monkeemobile started—with a new 1967 Pontiac GTO. Like, yeah!

Interior was customized. Special instruments added to the dash. Split windshield. Square headlights. Front was extended 21 inches and the rear 18. All hand-formed steel. Like, yeah, yeah!

Then the motivator got a special cam, rods, pistons, rocker arms. Blower.

Fuel injector scoop. Headers that peek out wheel openings. And it drinks special fuel. Like, yeah, yeah, yeah!

And they put it all on ten-inch-wide rear shoes and called it the Monkee GTO. Like we said—if you go with The Great One, something's bound to rub off.

Yeah, yeah, yeah, yeah, yeah!

The Great One by Pontiac.



MARK OF EXCELLENCE



Talk about a moving performance.

GTO—The Great One by Pontiac



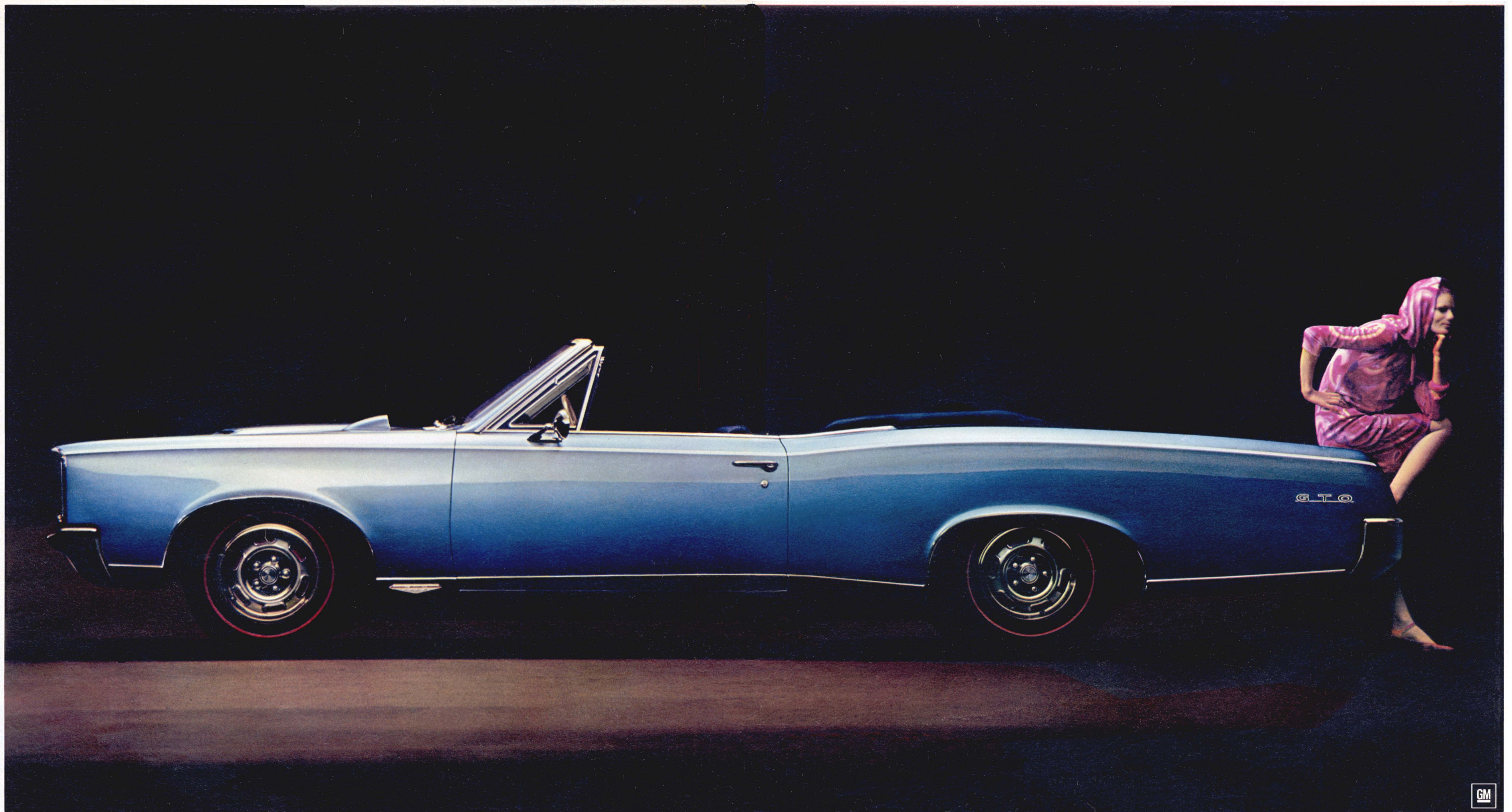
MARK OF EXCELLENCE
Pontiac Motor Division



You won't be young forever.

The Great One by Pontiac.





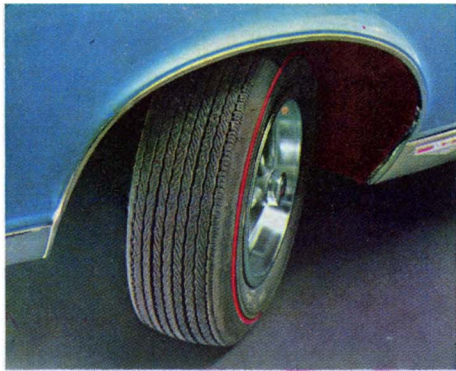
The Great Profile, showing the hood-mounted tachometer option. Naturally, we make a hardtop and a sports coupe, too. All have a host of standard safety features including the energy absorbing steering column developed by General Motors.

Pontiac Motor Division

The Great One is here.

This incredibly sleek mass is the 1967 Pontiac GTO. At rest. Four hundred cubic inches of engine under a magnificently refined new skin. In 255 and 335 horsepower variations. With even more of the distinguishing features that have made The Great One great. You can order things like our new 360-hp Quadra-Power 400, a 3-speed Turbo Hydra-Matic with manual shift control, front wheel disc brakes, eight-track stereo. Nor

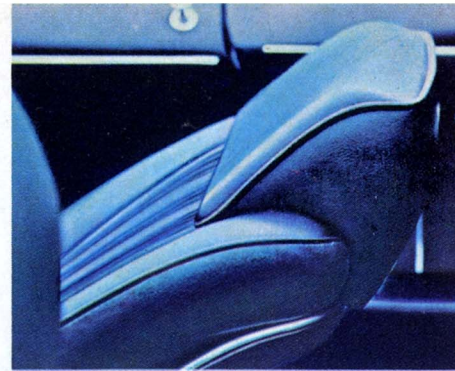
have we neglected its understudies—LeMans and Tempest. The 165-hp Overhead Cam Six is standard. A 215-hp OHC 6 (with or without the Sprint option) is available, as are 250- and 285-hp V-8s. New interiors. New colors. New options. New safety features, like a dual master cylinder brake system with warning light. And the road-hugging security of Wide-Track. 1967 may now begin. **Pontiac 67/Ride the Wide-Track winning streak**



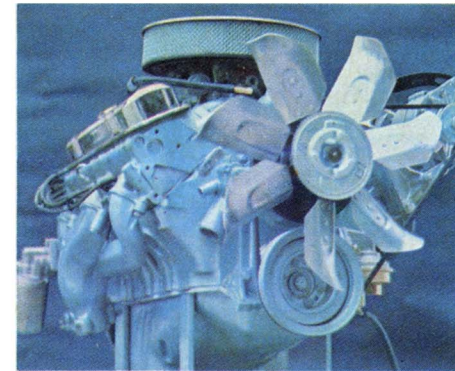
F70 x 14 wide oval rubber is standard. Redlines or thinline whitewalls.



The Great One. Standard safety features include backup lights and a four-way hazard warning flasher.



Reclining passenger seat and head rests for both front seats cost extra. But why not indulge a little?



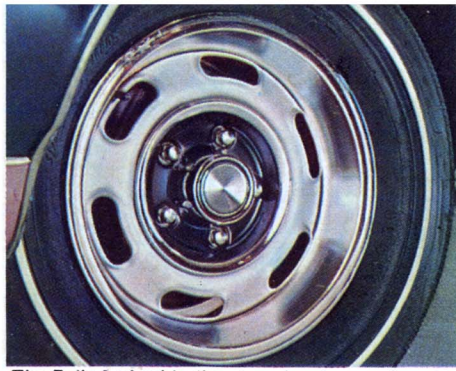
The enormously capable Quadra-Power 400. Standard. 360-hp at 5100 rpm. 438 lb.-ft. at 3600 rpm.



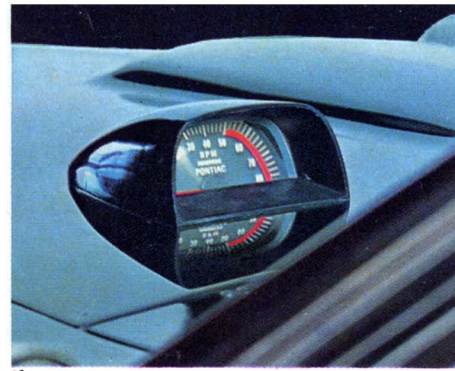
You say you never get tired of looking at The Great One? Neither do we. Let's pause and admire.



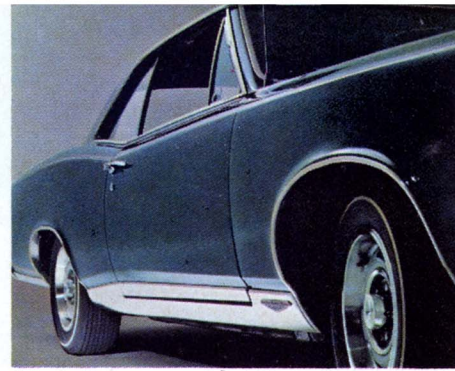
The extra-cost custom sports steering wheel. Even though it's not real wood, it still looks sensational.



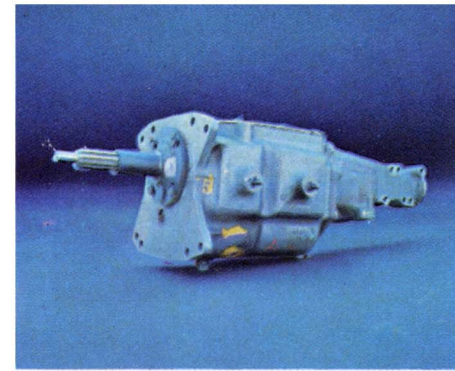
The Rally I wheel in the eternal embrace of a wide oval whitewall. Extra-cost.



If you're wondering why we mounted the tach (extra-cost) on the hood, you're excused.



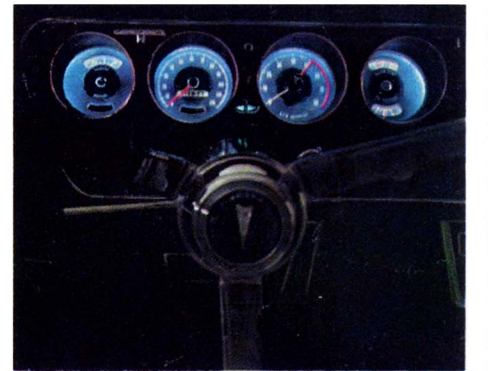
What other cars must feel like as they watch The Great One slide by. Sliding by: the GTO hardtop.



The extra-cost heavy-duty 3-speed comes with a floor-mounted Hurst shifter at no extra cost.



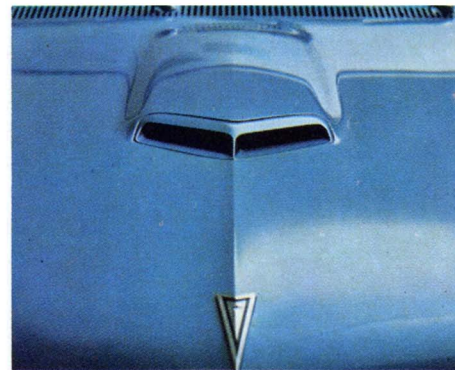
The Hurst shifter climbing out of an extra-cost console covered with walnut wood grain styling.



The extra-cost Rally Cluster: fuel gauge, battery light, speedo, tach, oil pressure, water temperature.



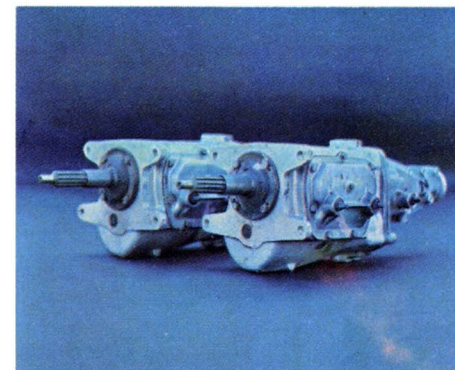
Our great Rally II wheels. Extra-cost. Wider whitewalls are available, but not on wide oval tires.



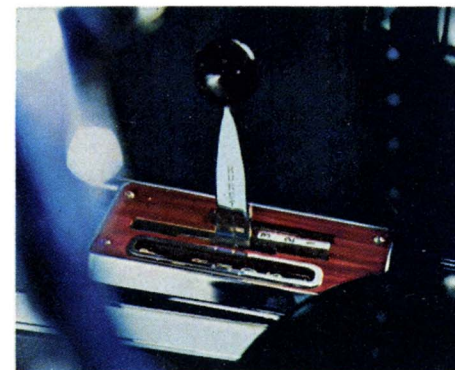
If you order the Ram Air option, the scoop becomes an actual good-grief-it's-real! scoop. See below.



Heavy-duty rear axle assembly. For extreme-duty service. Mandatory with 3.90:1 and 4.33:1. Extra-cost.



Extra-cost 4-speeds. Wide ratio (2.52, 1.88, 1.46, 1). Close ratio (2.20, 1.64, 1.28, 1). Hurst shifters.



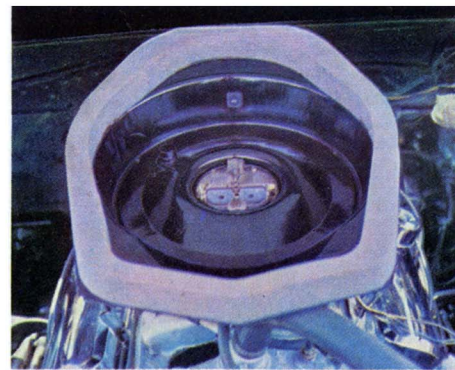
Extra-cost Turbo Hydra-Matic with Hurst quadrant. Right slot is for manual stick shift control.



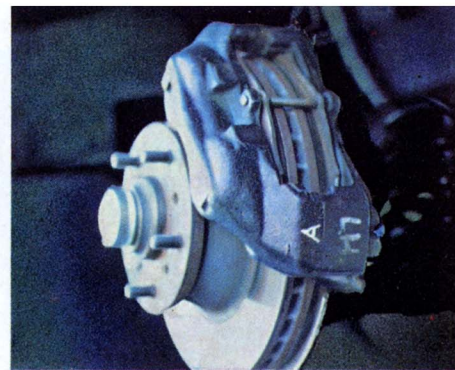
Our 8-track stereo tape player. It sounds unbelievable even in an open convertible. Extra-cost.



You should try our already stiff suspension before you pay extra for the stiffer shock absorbers we have.



Extra-cost Ram Air option with functional scoop, high output cam, springs. 4.33:1 axle only.



Front wheel disc brakes are extra-cost and come with power. The line forms on the right.



3-speed Turbo Hydra-Matic. Extra-cost, any engine. You can get a 400 cu. in. 255-hp 2-bbl with it.



Standard safety features include a lane change feature incorporated in direction signal control.



Another standard safety feature is a dual master cylinder brake system with warning light.

Pontiac GTO

Now you know what makes The Great One great.

The more you want on a car, the more the mark of excellence means.

Three reasons:

- 1) We have more kinds of options to choose from. (You know that famous Detroit parts bin everyone talks about? We invented the idea.)
- 2) We charge less for them. That gets more obvious the more options you tack on.
- 3) Some of Detroit's most exciting options are available only from us. Like a Ram Air package. A CD ignition. And climatic combustion control.

Of course, what makes our options story particularly fascinating this year are the cars that come with the options.

A straight-off-the-showroom GTO, SS 396, 4-4-2, or GS 400, for instance, is an awfully tough machine to beat. (Just ask our competition.) Heavy-duty underpinnings, warmed and chromed engines, and dozens of engineering improvements are all standard equipment. Yet their base prices are lower than most cars this year.

So whether you're after a car optioned all the way or one just the opposite, our statement still stands.

The more you want on a car . . .

Look to the General Motors mark of excellence

