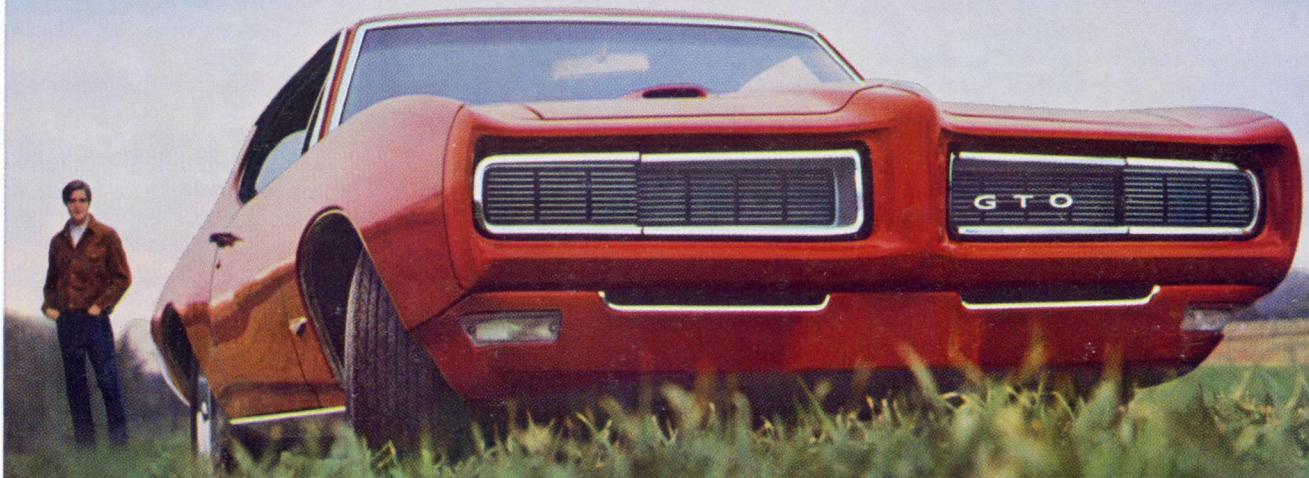


GM

MARK OF EXCELLENCE



Others have caught on. But they haven't caught up.

Imagine, for a moment, that you are in charge of designing an answer to the GTO. And that this has been your task since The Great One first rumbled into reality, sending shock waves through your offices.

Each year you've sent your answer into the streets. And, each year, seen it

change into something merely mediocre alongside GTO's Hurst shifter, bulging hood scoops and Wide-Track. And, this year, humiliated by an incredible new kind of bumper.

And just when you're getting the hang of its extra-cost Ram Air (yours will surely out-GTO GTO next year),

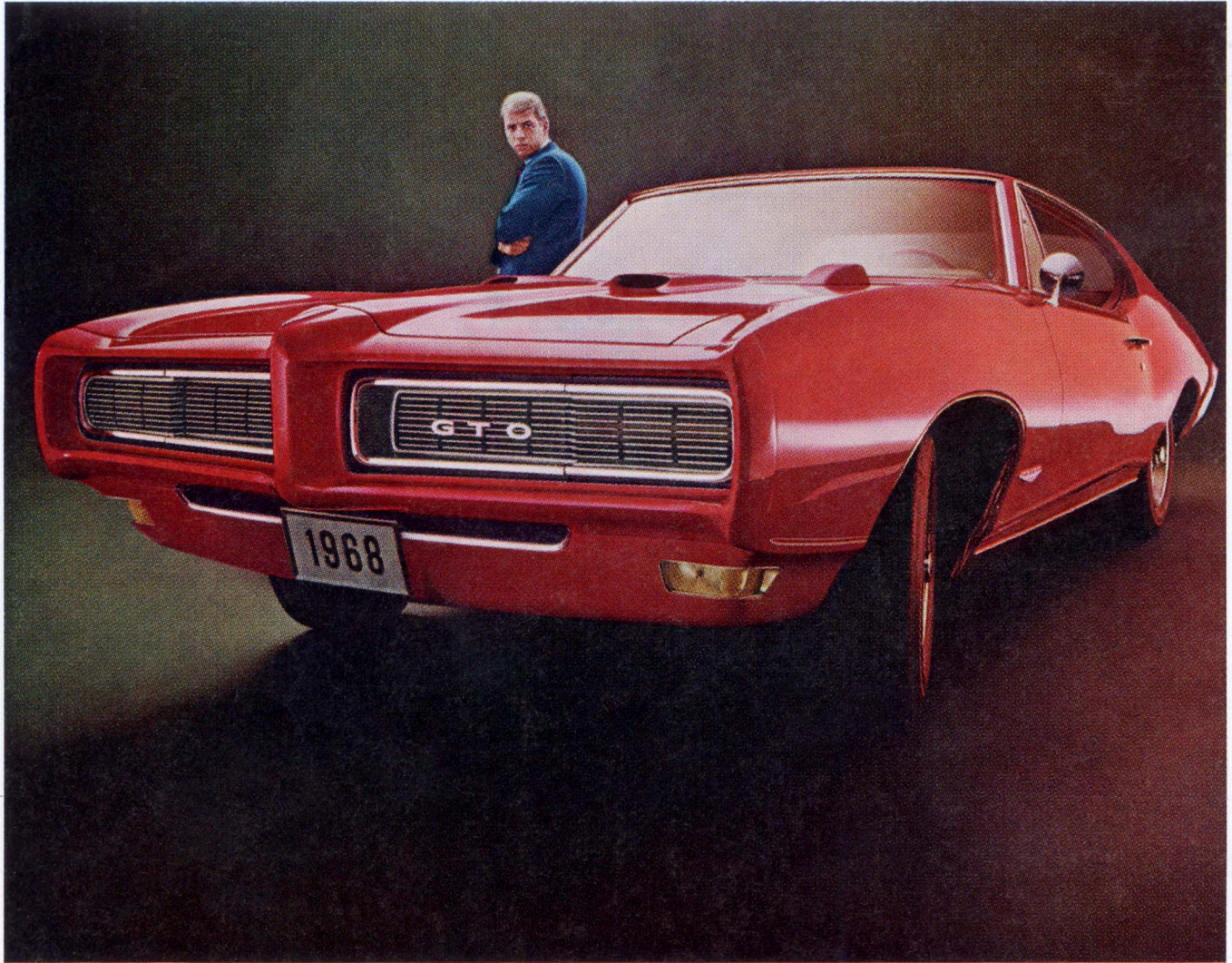
you find Pontiac has improved theirs. With a new high-lift cam, larger swirled exhaust valves, new freer breathing combustion chambers.

When the Car of the Year is improved even before the year is over, can your car ever catch up?

Pontiac Motor Division

The Great One by Pontiac

Return of The Great One



Pontiac Motor Division

Pontiac GTO. New inside. New outside. New wider Wide-Track. New unique bumper that's the same color as the car, won't fade or corrode and it's virtually ding-proof. New disappearing windshield wipers. New twin-scooped hood. New extra-cost hideaway headlights. New padded dash with wood-grain styled paneling.

13 new exterior colors. New 350-hp Quadra-Power 400. New carburetor air preheater. New front seat shoulder belts. And you can order a 360-hp 400 or the 360-hp Ram Air that turns those hood scoops into the real thing. Hardtop or convertible. The Great One is back. Aren't you glad you waited?



68 Pontiac GTO



Pontiac Motor Division

Come on in and kick a bumper.

Okay, where did we hide the bumper on the '68 GTO? Look again. It's the same color as the car. And unless you've been stranded on some remote island, you've probably heard about this revolutionary bumper. It won't chip, peel or fade and undents itself from minor dents (although some disbelievers have to kick it to believe it).

But the bumper is just one reason why GTO ranks among the world's great road machines. You don't think we'd put the world's most fantastic bumper on just any car do you? So if you have the good fortune of confronting The Great One, go ahead: Give it a swift kick in the snout. If you can find it.



MARK OF EXCELLENCE



MARK OF EXCELLENCE
Pontiac Motor Division

The GTO's new bumper is so fantastic you can't even see it.

It seems that everything our engineers touch turns to great. Last year, they made wipers disappear. This year, the most unique bumper since the invention of the bumper.

In constructing this super-snout, they begin with a sheet of heavy stamped metal. Then, a new micro-cellular urethane foam—a substance that's more than rubber, but not quite plastic—is bonded

to the metal. And finally, the bumper is coated with a special resilient paint.

The result? A bumper that not only is color-keyed to the car, but also resists minor chipping, peeling and corrosion. There are, however, some people who have to kick the bumper before they'll believe it. If you're one of these, go ahead. Kick the bumper. When you find it.

Specs, decals and 5 color pictures are yours for 30c (50c outside U.S.A.). Send to: '68 Wide-Tracks, P.O. Box 888J, 196 Wide-Track Blvd., Pontiac, Michigan 48056.

If you're searching for a machine that practices what it promises... try Wide-Tracking in The Great One.

Understandably, the promised potential of a car commonly referred to as The Great One cannot be adequately reconstructed on paper. For how are we to pen the sensation you derive as a GTO sets off to meet the rest of the automotive world? Or the aura of quiet confidence that engulfs you like fog on a moor as Fastrak, redline tires grip interstate concrete.

Nor can we do justice in describing the qualities of a bumper that begs to be kicked to be believed. A bumper that's so revolutionary it has no peer.

And how can you fully comprehend the heart and soul of The Great One—a 400-cubic-inch V-8 that's fed through a 4-barrel carb—without actually experiencing it?

You can't. Because The Great One must be experienced to be understood. And for that, see your Pontiac dealer and ask for the recipient of Motor Trend magazine's Car of the Year award. We promise that the GTO will fulfill all your expectations. And then some.

Pontiac Motor Division



GM

MARK OF EXCELLENCE

Wide-Track **1968** Pontiacs



The first American GT.

The first disappearing wipers.

The first hood-mounted tach.



**And now, a bumper you have to kick to believe.
(Darn Pontiac dealers. Always have something great going for them.)**

'68 Pontiac GTO. The quickest way to learn the difference between Wide-Tracking and just plain ordinary driving.



We've got a machine that teaches Wide-Tracking instantaneously. Everything you need to know is wrapped up in that one sleek, inimitable package labeled 1968 Pontiac GTO. You'll find a new 350-hp 400-cubic-inch V-8 inside with new standard Quadra-Power carburetion. (Or you can specify either a 360-hp version or our exclusive Ram Air option.) Turn the key and you've learned lesson one.

Now try it out on the road and note the difference GTO's Wide-Track stance makes in handling and stability. That's lesson number two.

Then step back and admire the lines that put The Great One in a class by itself. With a virtually ding-proof bumper that dramatically lengthens the visual sweep of the hood. (It's the same shiny color as the car, but it won't chip, fade or corrode. Vanishing wipers are standard . . . order disappearing headlights for even more of a custom look. If performance, handling and uncompromising beauty aren't enough, check out the new foam-padded windshield pillars, front and rear side marker lights and myriad other safety features that make '68 Wide-Tracking more secure than ever before. When you're ready to give up ordinary driving and graduate to Wide-Tracking, turn on a GTO.



Wide-Track Pontiac

Wide-Tracking is also taught in these other Pontiac editions: Le Mans, the Five Firebirds, Catalina, Grand Prix, Bonneville, Brougham

Specs, decals and 5 color pictures of the GTO and other Great Wide-Tracks are yours for 30c (50c outside U.S.A.). Send to: '68 Wide-Tracks, P.O. Box 888J, 196 Wide-Track Blvd., Pontiac, Mich. 48066.



**Sure, Pontiac's GTO has been named Car of the Year.
But we suspect the "bumper of the year" had a lot to do with it.**



The Great One by Pontiac.

You know the rest of the story.



John Z. DeLorean
Pontiac General Manager

It has become a much-publicized fact that the domestic automobile industry creates one out of seven jobs in this country. A study of raw materials used in the manufacture of cars indicates even broader employment opportunities.

Obviously such basic industries as steel, rubber and glass are quite dependent on us. But such items as cowhides and lumber are also utilized in one form or another. So a good year for us may mean more jobs for such seemingly non-automotive occupations as cowboys and lumberjacks.

Last month we produced the 12,000,000th Pontiac and in conjunction with this milestone our production control department issued a brief report detailing some of the materials that went into the making of these 12,000,000 units. In this report lies the significant impact that we have made on the American industrial scene as a purchaser of goods and services.

In 42 years of building Pontiacs we have used 20,197,000 tons of steel and 3,992,000 tons of cast iron. In addition 252,800 tons of zinc, 218,000 tons of copper and 212,000 tons of aluminum were used.

Nickel consumption totaled 14,200 tons. If you're money-minded, that would make 1.8 billion nickels valued at \$90 million.

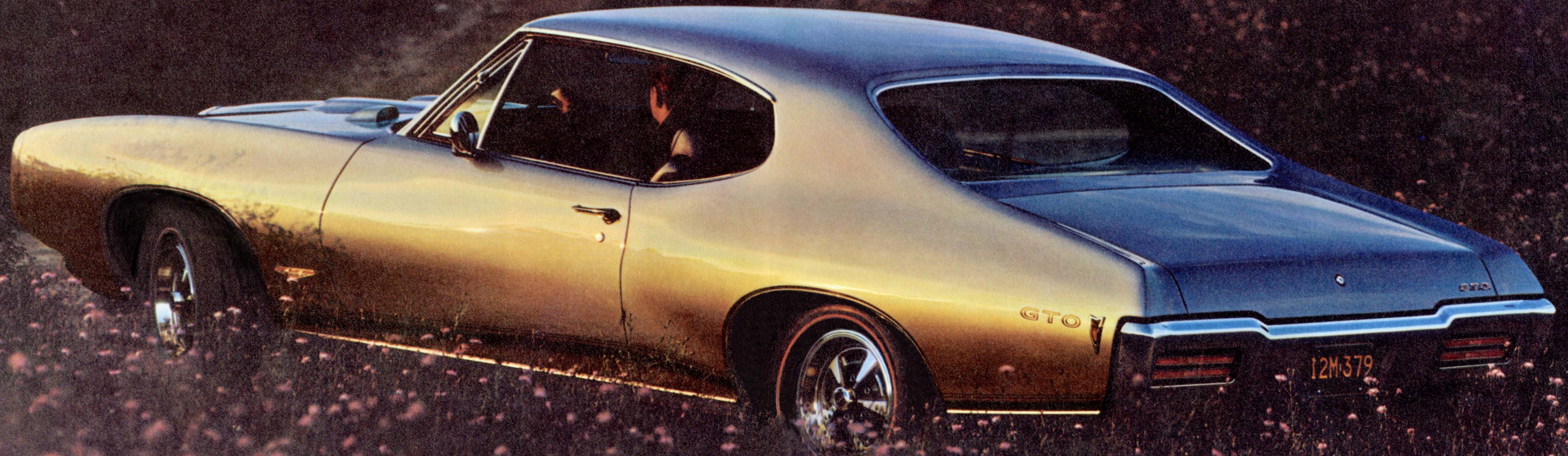
In addition, 1,020,000 tons of rubber and 55,900,000 gallons of paint were used to build the 12,000,000 Pontiacs. The 131,000,000-square yards of upholstery material in these cars would cover nearly 24,550 football fields.

And, it would take 10,000 railroad tank cars to haul the anti-freeze used in these Pontiacs.

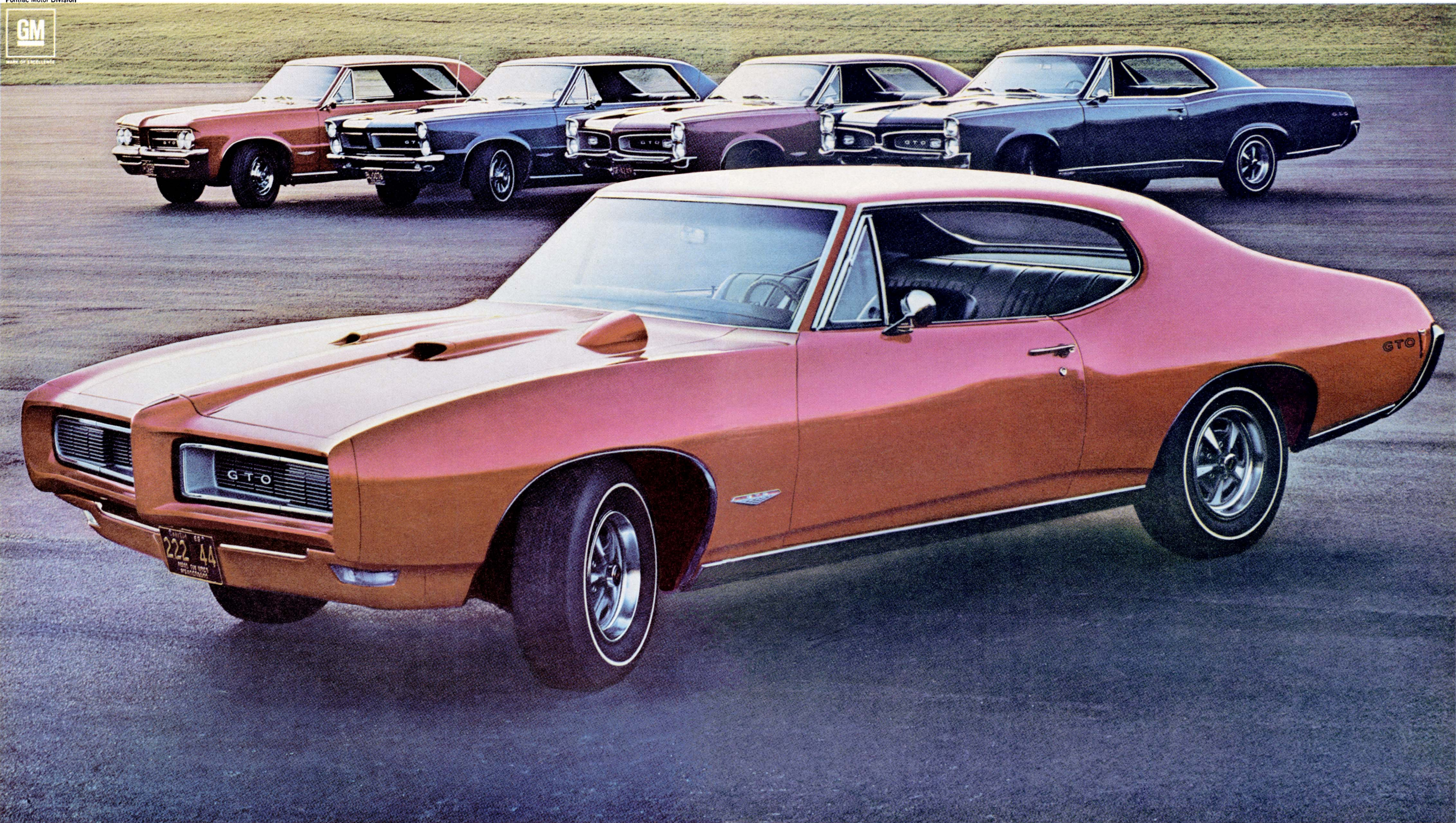
Some other materials we use daily at Pontiac may seem unreal to the casual observer. For instance, we have a standing order for beeswax which is used in our metallurgical lab. Then too, we buy such miscellaneous items as walnut shells, dry ice, fly swatters, sawdust and straw.

The wheels of production also demand power and power requires fuel. We were not specifically able to determine the millions of tons of coal used to generate the billions of kilowatt hours of electrical energy. But you can easily see we have made quite an impact on the industrial scene since the first Pontiac rolled off the assembly line in 1926.

One of the Great Ones on the Go...The GTO



Pontiac Motor Division



Specs, decals and 5 color pictures of the GTO and other Great Wide-Tracks, are yours for 30c (50c outside U.S.A.). Send to: '68 Wide-Tracks, P.O. Box 888F, 196 Wide-Track Blvd., Pontiac, Mich. 48056.

There's only one Great One.

We've been proving it for five years.

For more information, consult (l. to r.) the '64, '65, '66, '67 and '68 GTO.

Return of The Great One

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Color pictures, specs and decals are yours for 30¢ (50¢ outside U.S.A.) to: '68 Wide-Tracks, P.O. Box 888G, 196 Wide-Track Blvd., Pontiac, Michigan, 48056.



MARK OF EXCELLENCE

Pontiac Motor Division