


DON'T LOOK NOW-BUT

Pontiac's being Followed!



Cast an eye over the nimble number that's giving them all ideas for the years ahead! Take into account a total tally of nearly fourscore first-time features . . . *bright notions like Pontiac's trend-setting accent color styling . . .* and you'll know why Pontiac's a regular rolling blueprint of tomorrow! Take a turn at the wheel—and discover in a single mile of driving how this husky beauty's *rewriting the book on roadability!* Feel the spry response of Pontiac's all-new, *deep-chested Strato-Streak V-8 engine.* Test the hair-trigger reflexes of perfected controls. Then find yourself a rough stretch of highway and sample *the road-paving magic of Level-Line Ride!* You won't blame the others for playing follow the leader with this one! Make a date to try it . . . and get a taste of the future today in America's Number One Road Car!



 SEE YOUR PONTIAC DEALER

PROVED BY 100,000 MILES OF RUGGED ROAD TESTS

NEARLY EVERYONE KNOWS BY NOW -

Pontiac's Got a Hit!



* Seems like everybody's got an eye for this fresh and frisky beauty! And why not? It's a '57 Pontiac, the top crowd pleaser of the year, with over 6 dozen "firsts" to its credit. There's the all-new "going places" look of Star Flight body design. There's years-ahead riding smoothness with new cradle-soft Level-Line suspension. There are new controls that command instant wheel obedience, PLUS a brand-new V-8 engine superior even to last year's world-record Strato-Streak! And when you take all these big-time changes and improvements and polish them to perfection in a rugged 100,000-mile *Marathon Run*, you've really got something. You've got, in fact, America's No. 1 Road Car. Come in and try it. You'll be a Pontiac fan for life!



PONTIAC MOTOR DIVISION OF GENERAL MOTORS CORPORATION

Pontiac's writing History by the Mile!*



* Match Pontiac's performance against anything else on the road and you'll find enough news to fill a book. You could write a whole chapter on the wink-quick response of Pontiac's brand-new Strato-Streak V-8 with its all-time high in compression, displacement and torque. And you'd have page after page about Pontiac's dream-easy handling in everything from tight city traffic to winding country back roads. The new suspension ideas in its Level-Line Ride are writing a story of their own with an all-new dimension in comfort and safety. And surely you'd include the fact that one of the nation's largest highway patrols put six of the industry's top performers to super-rigid handling and safety tests and chose Pontiacs—300 of them! You'd list more than six dozen "firsts" all the way from looks to go—and record the 100,000 miles of on-the-road testing that make this brawny beauty the best-proved car in history. To sum it all up—everything in the book should lead you straight to your Pontiac dealer. How about tomorrow?



Pontiac engineered the biggest news* in V-8 history!



Pontiac keeps hitting the headlines, this time with a bit of V-8 engineering magic called Tri-Power*! What's this wonder? Just the slickest gas-saving, performance-needling fuel system ever developed . . . and it's available on *all*

Pontiacs at slight additional cost! With Tri-Power, driving response is literally

tame or terrific at the touch of a toe! In normal driving, the engine operates on

Pontiac's standard two-jet carburetor, a real fuel-hoarding tightwad, but nudge

the accelerator pedal and see what happens! Instantly, automatically, 4 more carburetor jets cut in, producing a swift safety-surge of power to meet emergency calls for action! Sound too good to be true? Come in and take your doubts for a ride.

You'll lose them quicker than you can say *Pontiac Tri-Power's terrific!*

*Optional at extra cost on any model.



PROVED BY 100,000 MILES OF RUGGED ROAD TESTS

Pontiac's Ahead by a Country Mile!

(100,000 MILES TO BE EXACT)



The first time you step into a '57 Pontiac you know you've left the others a long way behind. And you have . . . 100,000 miles of road tests went into this one, perfecting the sweetest running new car that ever set America buzzing. You feel the results in every way you measure performance . . . in a smooth, even-keel ride that never heard of rock 'n' roll . . . in a new sense of precision-touch control and alert response that perks you up like nothing you've ever driven before. Touch all this off with a brand-new 347 cubic inch, 10 to 1 compression ratio Strato-Streak V-8 . . . wrap it in fresh, new styling as clean and uncluttered as an arrow—and you have a car that rides, goes and looks like something you wished for but didn't expect for years! Try it real soon. When you do, be prepared to buy, because once you've stepped out ahead it's tough to go back to anything else.



SEE YOUR PONTIAC DEALER

Pontiac gives 'em all something to shoot at!



They'll all have to go some to top this brawny beauty's record of hits! *Appearance, ride, handling, performance*—Pontiac chalks up the top score in every department! One look explains the styling honors . . . there's blue ribbon written in every breezy line. And it's just as easy to call the rest of the shots. Slip into the driver's seat and see.

In a single memorable mile, you'll discover the deep-chested gusto of Pontiac's all-new Strato-Streak V-8 engine, the hair-trigger reflex of its perfected controls, the cloud-like smoothness of Pontiac's new dimension in wheel suspension—Level-Line Ride!

And along with it all, you'll feel a new confidence, knowing that here is a car solidly proved from end to end in a history-making 100,000-Mile Marathon

Test Run! Come in, won't you? It's time you "zeroed in" on the sweetest number that ever ran off with the title of America's No. 1 Road Car!

AMERICA'S NUMBER 1
ROAD CAR!

SEE YOUR PONTIAC DEALER

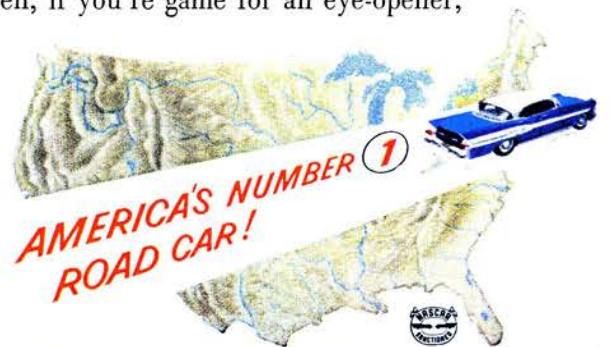
PROVED BY 100,000 MILES OF RUGGED ROAD TESTS

LOVE FRESH NEW BEAUTY?

Pontiac's the whole Bloomin' Show!



Everywhere you go these days, Pontiac's got the spotlight all to itself! Could be the fresh, zestful colors. Maybe it's mainly the clean, natural lines, so refreshingly free of frills and flairs. Or perhaps it's the way Pontiac translates that "go-ahead" look into spirited action! Whatever it is, you should see this husky honey close up; then, if you're game for an eye-opener, take over the wheel! Responsive? Wait'll you feel the full, sweeping surge of its big, brawny V-8 engine! Smooth? You'll think there's a feather bed beneath each wheel with Pontiac's Level-Line Ride! There's more, of course: sterling features like big, multiple-sealed brakes, a rugged X-member frame based on a whopping 124- or 122-inch wheelbase—these and more first-time features than you could count on *seven* pairs of hands! The price? It's a breath-catcher—so far off the big-car rate you'd expect that most guesses run hundreds too high! But come in and see the whole bloomin' show! That's Pontiac for '57 . . . America's Number One Road Car!



PONTIAC IS DAYTONA GRAND NATIONAL CHAMP!
A stock 317 h.p. Pontiac with Tri-Power Carburetion* beat 'em all regardless of size, power or price in the biggest stock car competition of the year! *Optional at extra cost on any model.

Everyone's Overboard about Pontiac!



What's Pontiac got that's stirring up so much excitement? Plenty! Spirited Star Flight styling for one thing—bright, new wide-awake colors and lots of zing in its lines! Youthfulness is the word for it, a let's-go flair that fits right in with

Pontiac's gay, light-hearted temperament. Try it—just for the fun of taking every road in sweeping stride! You'll find driving a Pontiac's like being guest of honor at a command performance. There's an all-out eagerness to please in the full, powerful surge of its husky, new Strato-Streak V-8 engine, the snap-to-action discipline of perfected controls, and the cradled smoothness of Pontiac's new dimension in wheel suspension, Level-Line Ride! Take a test run and see. Reel off a mile and you'll go overboard too . . . for America's Number One Road Car!

 SEE YOUR PONTIAC DEALER



IT'S ON THE RECORD—
Pontiac topped 'em all, regardless of size, power
or price in official stock car competition!

Pontiac's turning a trend into a Stampede!



Tie onto this one and you've roped the year's most spirited combination of style and stamina. From the day it was announced, the '57 Pontiac has had "hit" written all over it. And why not? One look tells you that Pontiac's exclusive Star Flight body design has brought a design trend to its greatest refinement . . . crisp, fresh, "let's go" lines of built-in beauty instead of hung-on flares and frills. A single mile in charge of its new 347-cu.-in. Strato-Streak V-8 has you saying that here's the road's most brilliant and nimble performer. All in all, Pontiac has corralled more than six dozen "firsts". And this easy-handling honey comes to you proved and perfected by a 100,000-Mile Marathon Test Run that would thoroughly exhaust many another car. Come in and drive it—and discover the reason for the big rush to Pontiac.

AMERICA'S NUMBER 1
ROAD CAR!

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SEEMS TO BE UNANIMOUS—


Pontiac wins the Styling Honors too!



It sure proves people know a thing or two about styling . . . they nearly all rate Pontiac the pick of the new-car crop! What's the special attraction? It's those sleek, vigorous lines that greet you like a "go" signal.

It's those bright and breezy colors that accent every sculptured curve and contour. It's that fresh, clean, uncluttered look of beauty *built in*, not hung on. And, of course, it's the way this husky honey supports the promise of its spry and eager styling that makes Pontiac the whole show this year. It rides, handles, performs like no other car you've ever handled, for it's the only one perfected, part and parcel, in a 100,000-Mile Marathon Run! Make a date to meet the beauty that's taking all the honors this year. One mile at the wheel will reveal why it's called America's No. 1 Road Car!



 SEE YOUR PONTIAC DEALER

PROVED BY 100,000 MILES OF RUGGED ROAD TESTS

NO ARGUMENT HERE -

Pontiac landed the Prize! *



Seems like everybody's casting his vote for Pontiac as the new-car catch of the year! What's the lure?

Bet you'd guess it was Pontiac's styling, from the looks of those bright, breezy colors and eye-baiting lines.

And styling is part of it, all right, but what really gets people is the way this baby takes to the road. Try it and see. It's hard to tell what will impress you most: the eager-to-please response of Pontiac's all-new V-8 engine, the snap-finger action of its perfected controls or the buoyant softness of Level-Line Ride! But one thing's sure: You'll agree with the others that Pontiac's the prize! Come in the very first chance you get— and step out in America's No. One Road Car!



PONTIAC MOTOR DIVISION OF GENERAL MOTORS CORPORATION

IT'S ON THE RECORD—

Pontiac topped 'em all, regardless of size, power or price in official stock car competition!

People going places
are going

Pontiac!



It's true . . . Pontiac has that wonderful something that appeals to people stepping out in this world! Part of it is Pontiac's styling—that sleek, fresh, follow-me flair. Part of it is handling—the trigger-quick obedience of Pontiac's sprightly wheels to new precision-touch controls. And certainly part of it is Pontiac's performance—the brisk and breezy action of a brand-new V-8 Strato-Streak engine! Of course, there's the idea, too, of teaming with a sure winner, a new car proved as no other in history in a *100,000-Mile Marathon Run!* It all adds up . . . Pontiac's the car for people going places. Come in and see for yourself. You'll make a great twosome . . . you and America's No. 1 Road Car!

SEE YOUR PONTIAC DEALER



PROVED BY 100,000 MILES OF RUGGED ROAD TESTS