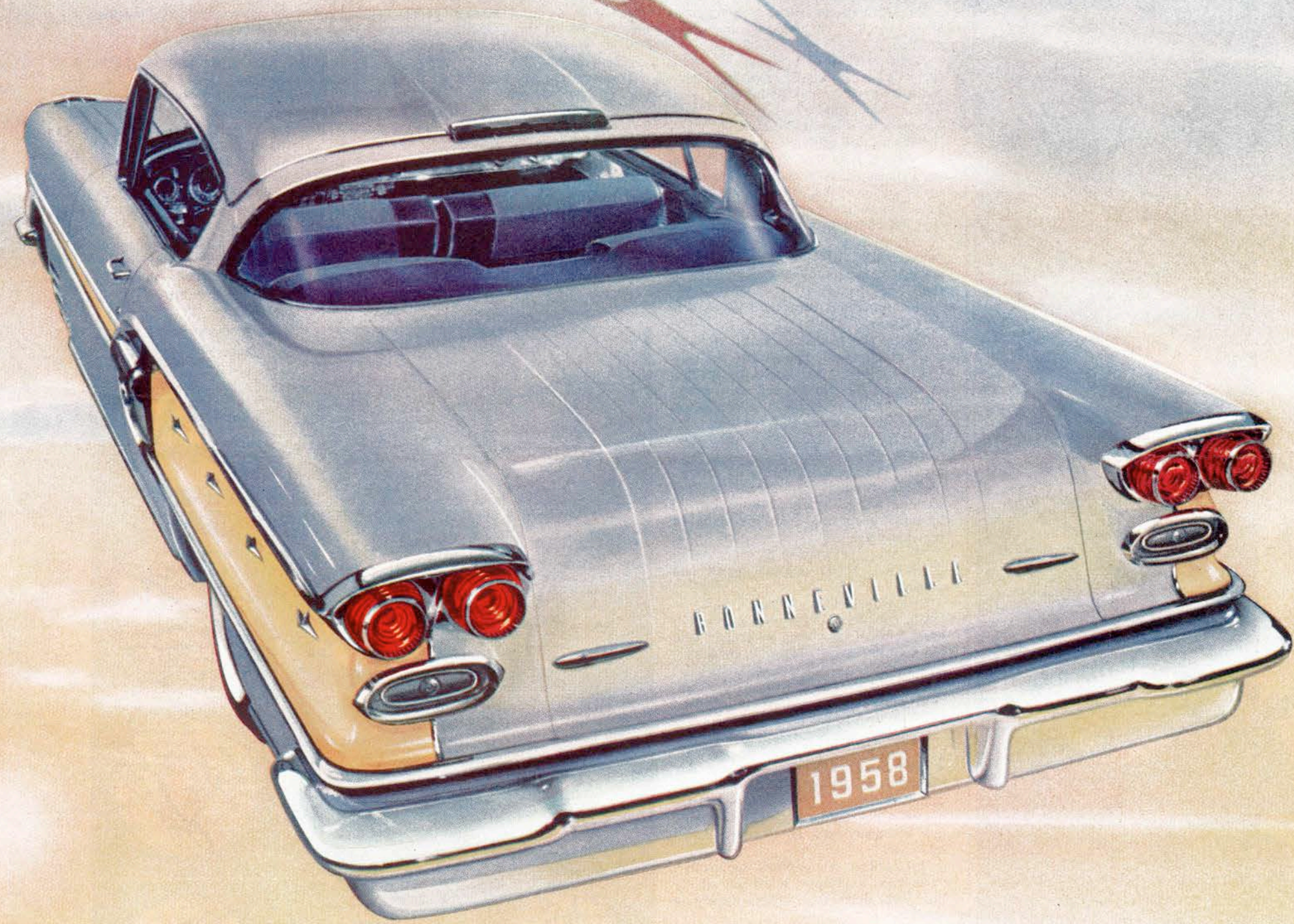


A NEW KIND OF CAR IS BORN!

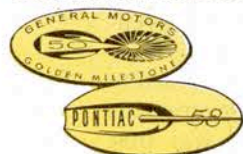


Star Chief Custom Catalina Coupe



Bonneville Sport Coupe

THE GOLDEN JUBILEE CAR



MEET THE BOLD NEW PONTIAC

It's a revolution on wheels—boldly planned from the very beginning as a Golden Anniversary showpiece for Pontiac and General Motors.

The result is a car unlike any you have ever known. It is the Bonneville—a brilliant new series for Pontiac. This Golden Jubilee car is a breathtaking blend of sports car roadability, town car luxury. And it is the perfect repre-

sentative of this whole new breed of cars—four totally new lines, sixteen sleek new models. In all of them you'll find bold and basic Pontiac engineering advances—advances that will trigger the next big change in automobiles. For instance there's a revolutionary new air ride, a radical new frame, and a new kind of body with steel beams to protect you from every angle.

And there's much, much more: new jeweled action power; a new transmission; new styling . . . and the unbelievable luxury of new fabrics; and wall-to-wall carpeting that you'll find *even in the lowest priced models*. Stop in at your dealer's showroom and see for yourself—no car in history ever left yesterday so far behind!

PONTIAC MOTOR DIVISION • GENERAL MOTORS CORPORATION

- Ever-Level Air Ride*
- New Direction Styling
- Circles-of-Steel Safety Body
- Four Brilliant New Lines—Chieftain, Super Chief, Star Chief and Bonneville
- Tempest 395 Performance
- Aero-Frame Chassis
- Quadra-Poise Suspension
- Fuel-Injection*
- Tri-Power-Carburetion*
- Safe-T-Track Differential*



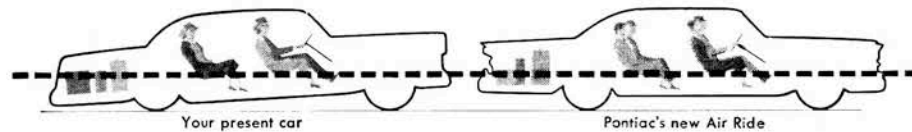
BOLDEST ADVANCE IN 50 YEARS

*An extra-cost option.

*If you like to be first
with the newest . . .*

THIS IS FOR YOU!

Never before have all these advances been teamed in any car you could own or drive! They have been brought together now in the '58 Pontiac especially to celebrate the Golden Anniversary of Pontiac and General Motors. You'll discover daring—and wonderful—new improvements in performance, handling, safety and comfort. You'll find a new kind of quality wherever you look—even to the smallest detail of the instrument panel—in the fully carpeted, color-matched interior. And there's a long list of world-of-tomorrow options to choose from—so that you can tailor this Bold New Pontiac to your own personal specifications of the "ideal car". It's all ready and waiting for you at your Pontiac dealer's now. So, pay him a visit and make a clean break with the past.



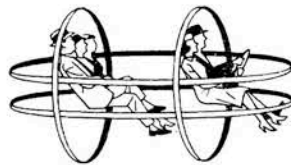
Your present car

Pontiac's new Air Ride

REVOLUTIONARY NEW EVER-LEVEL AIR RIDE*

Air cushions on all four wheels literally float you over the bumps—and keep the car perfectly level regardless of the load or road!

*An extra-cost option



CIRCLES-OF-STEEL SAFETY

Pontiac's completely new body construction surrounds you with girder steel protection—above, below, fore and aft. Now you can drive with wonderful new peace of mind!

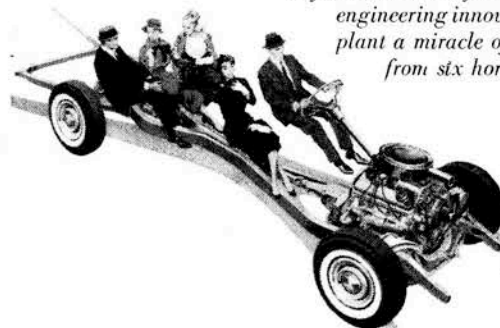
QUADRA-POISE ROADABILITY

Only the wheels know where the bumps are! Pontiac's new suspension geometry ends dive, sway and bounce to bring you the smoothest ride, easiest handling you've ever known!



TEMPEST 395 PERFORMANCE

Try Pontiac's new jeweled action response! Scores of exclusive engineering innovations make Pontiac's hefty power plant a miracle of smoothness . . . and you can choose from six horsepower ratings.



AERO-FRAME STABILITY

Here's the secret of the steadiest ride on the road—the radical new frame design that triggered an engineering revolution!

PONTIAC MOTOR DIVISION OF GENERAL MOTORS CORPORATION

BOLD NEW

A TV FIRST—See MARY MARTIN in "ANNIE GET YOUR GUN" Co-Starring JOHN RAITT. NBC-TV in Color, Nov. 27.



PONTIAC

LOW PRICE CAR WITH HIGH PRICE LOOKS ...AND ACTION!

Size it up! This big, bold Pontiac Chieftain has a brand of beauty, luxury and performance *completely new* to the low-price field! It's man-size in every dimension with a road-hugging 122-inch wheelbase! And, inside, more space and elegance than you've ever known at anywhere near the price; with high-fashion fabrics, an incredible array of color choices, and the luxury bonus of wall-to-wall carpeting *even in the lowest priced model!*

Try it out! Big as it is, the Chieftain handles like a feather—functions with an effortless drill team precision that will positively amaze you! And it's no wonder, for here are literally dozens of innovations, ranging from a suspension system that virtually eliminates dive, sway and bounce . . . to the Tempest 395 engine, Pontiac's brilliant new power plant that is tooled to tolerances finer than the finest watches—to bring you a new jeweled-action smoothness in motion!

Compare the cost! See your Pontiac dealer and take a moment to prove what thousands of Chieftain owners already know: *Pontiac beats the best of the low-price three—and does it for less money!*

PONTIAC MOTOR DIVISION OF GENERAL MOTORS CORPORATION



The Golden Jubilee Car

BIG BOLD



A BOLD NEW CAR FOR A BOLD NEW GENERATION

EVERY WINDOW OF EVERY PONTIAC IS SAFETY PLATE GLASS

PONTIAC