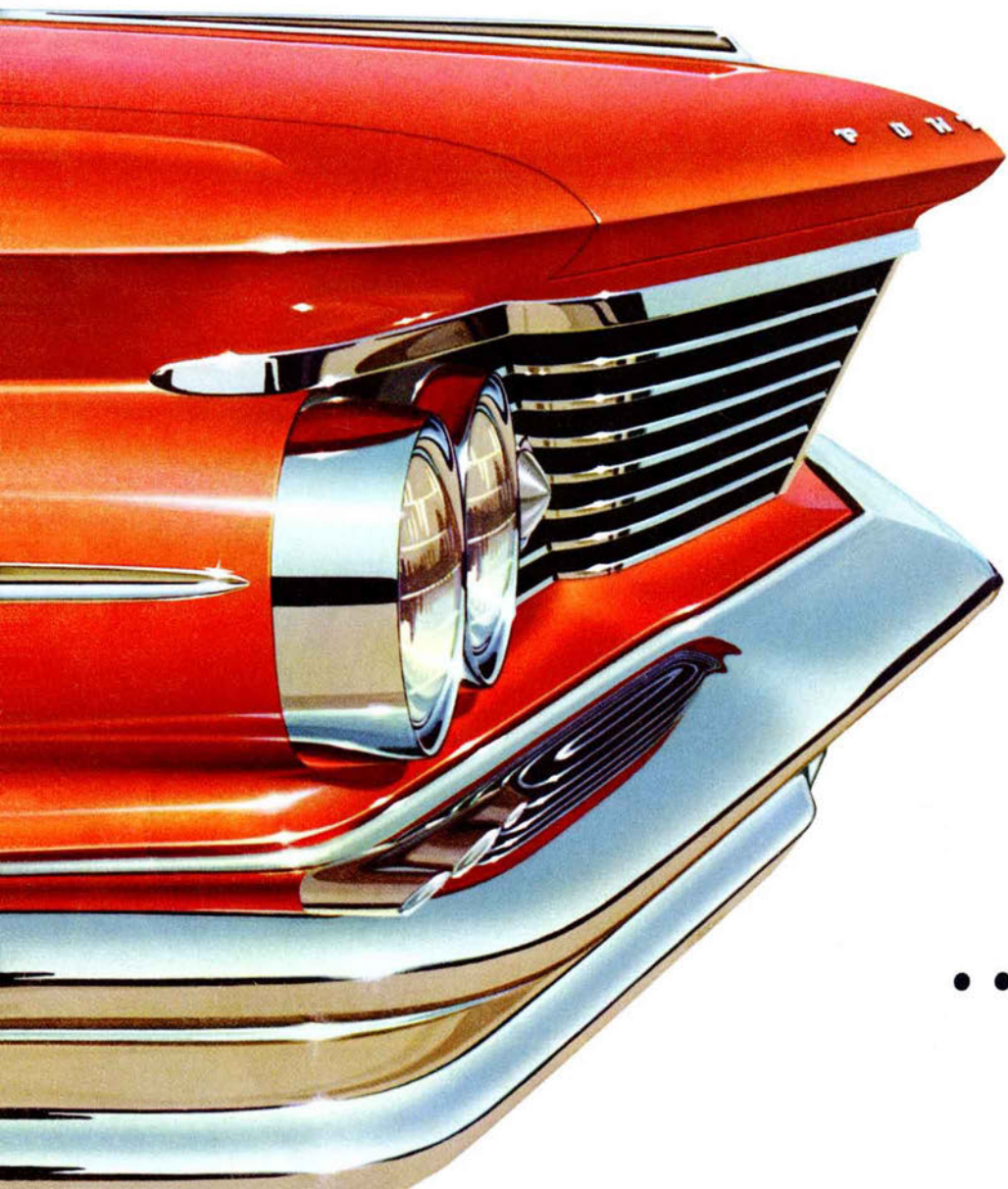


fresh  
point  
of  
view



...from Pontiac 1960

THE ONLY CAR WITH WIDE • TRACK WHEELS

The inspired beauty of perfect proportion

The precision control of Wide-Track Wheel Design

The softer ride of supple suspension

The wide choice of vigorous Tempest V-8 engines tailored to economy or high performance

From the craftsmen who developed Wide-Track Wheel Design comes another fresh original . . . a car that carries nothing of the past—in the way it looks, the way it rides, the way it goes. You're surrounded by crisp, provocative styling that wins the admiring approval of those who can spot the start of a trend.

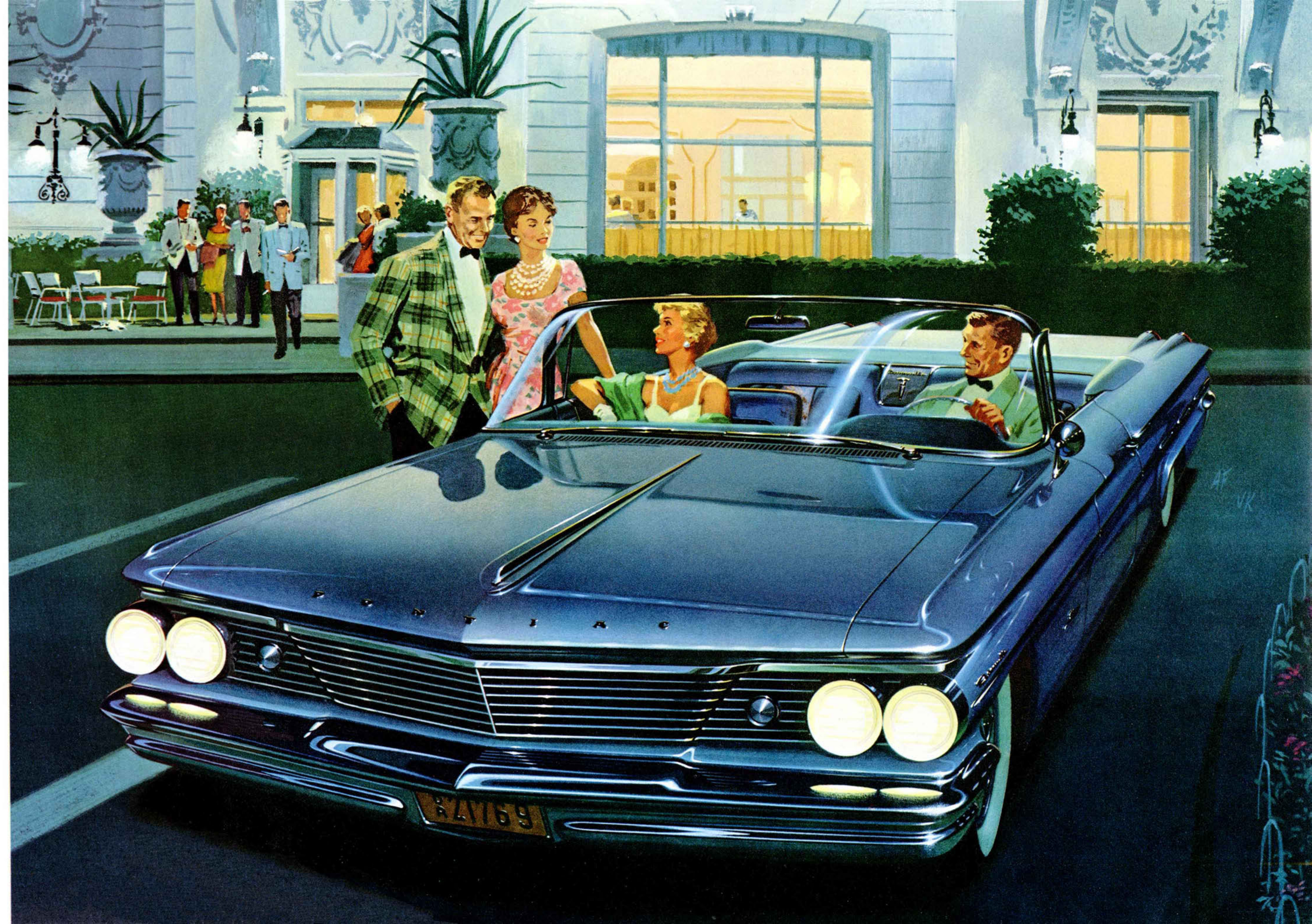
You feel a new and reassuring mastery of control. Exclusive Wide-Track Wheel Design (wheels moved farther apart for the widest stance on the road) permits ingenious suspension improvements for a softer ride, easier handling.

Handling has a preciseness you've never known before. Highly perfected as they were, Pontiac's famous Tempest engines came in for deep-down change. Whether you prefer to accent economy or peak performance—there's a Tempest 425 V-8 exactly suited to your driving.

In short, Pontiac Nineteen Sixty will give you a fresh point of view on how wonderfully spirited motoring can be.



Wider stance gives you swayless stability, solid comfort. You maneuver with skillful sureness, accurate control. It's the most rewarding driving you've ever felt!





BONNEVILLE CONVERTIBLE COUPE

## The Elegant Bonneville

Here's America's most exciting driving—filled to the brim with action, and wrapped in luxury unsurpassed by far more expensive cars.

Heart of its fiery spirit is the 303 h.p.\* Tempest 425 V-8 with 4-barrel carburetor, 389 cu. in. displacement and 425 lb. ft. torque (for other engine options see specifications on last page).

Whether you choose the adventure-loving Convertible, the sleek Sports Coupe or the regal Vista, the Bonneville by Pontiac will give a new lift to your motoring life.

*\*With Hydra-Matic Transmission*

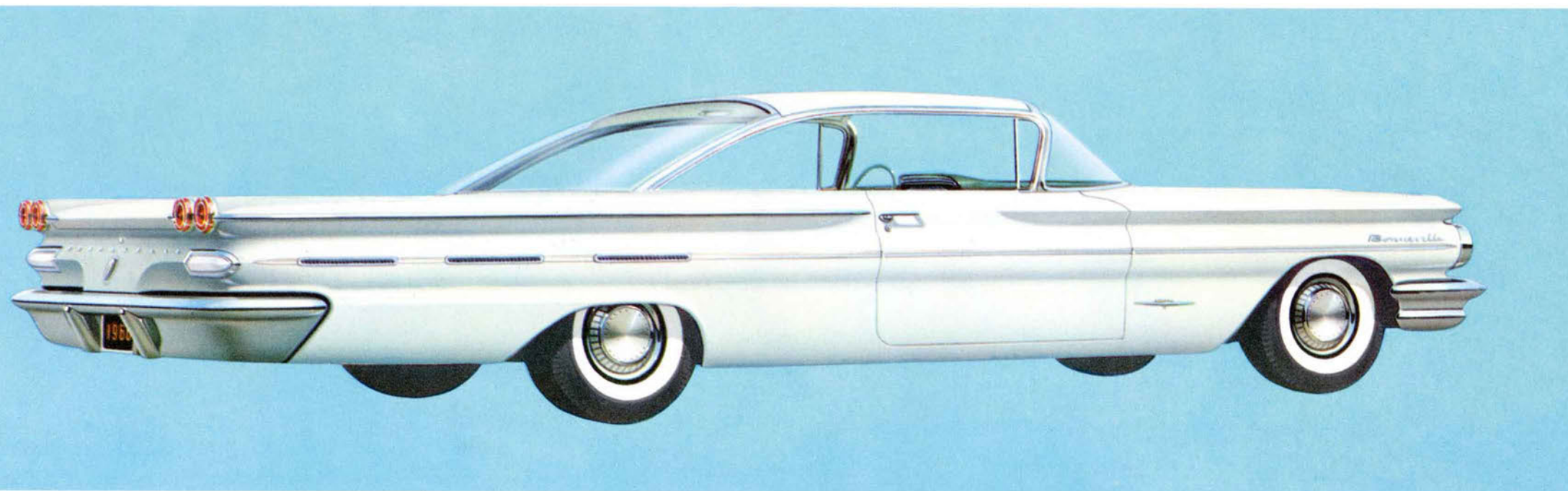
The richness of genuine leather is standard in the Bonneville Convertible—in three special three-tone blends with Morrokide accents to match or harmonize with 15 "Magic-Mirror" body colors. Six fabric top colors are available. Bonneville Sports Coupe and Vista models combine striped wool broadcloth and nylon face fine textured weave fabrics with Morrokide in five three-tone combinations, or all Morrokide in four colors. Bucket seats shown are optional on convertible at extra cost. Closed models (except Safari) have standard equipment folding rear seat center arm rests.



The most discriminating taste is richly satisfied by the impeccable Bonneville attention to interior appointments. Standard equipment includes soft, deep-pile carpeting that extends, for extra beauty and protection, up into door panels . . . padded handrail assist bar on the cushioned instrument panel . . . polished walnut panel cove with distinctive gold and red series name plate . . . aluminum seat end and side panels . . . custom steering wheel. As you look around you, everything you see speaks of faultless tailoring . . . fine regard for craftsmanship. In every detail of performance and luxury the Bonneville name plate stamps you as one who loves cars and won't be satisfied with less than the finest.



BONNEVILLE VISTA



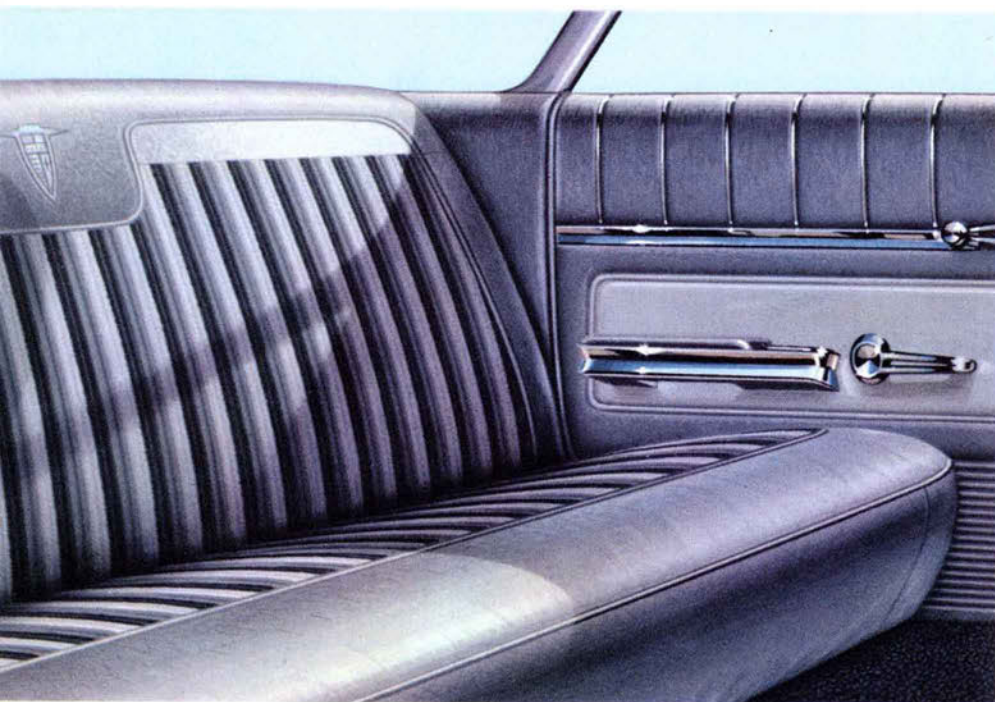
BONNEVILLE SPORTS COUPE

Nowhere is the Bonneville flair for elegance more evident than in its distinctive instrument panel, highlighted by a polished walnut cove and striking cloisonné name emblem. Special features include dual ash trays, clock, courtesy lamps, padded cushion handrail assist, custom steering wheel and distinctive chrome mouldings. Available in 5 colors to harmonize with interiors.





STAR CHIEF VISTA

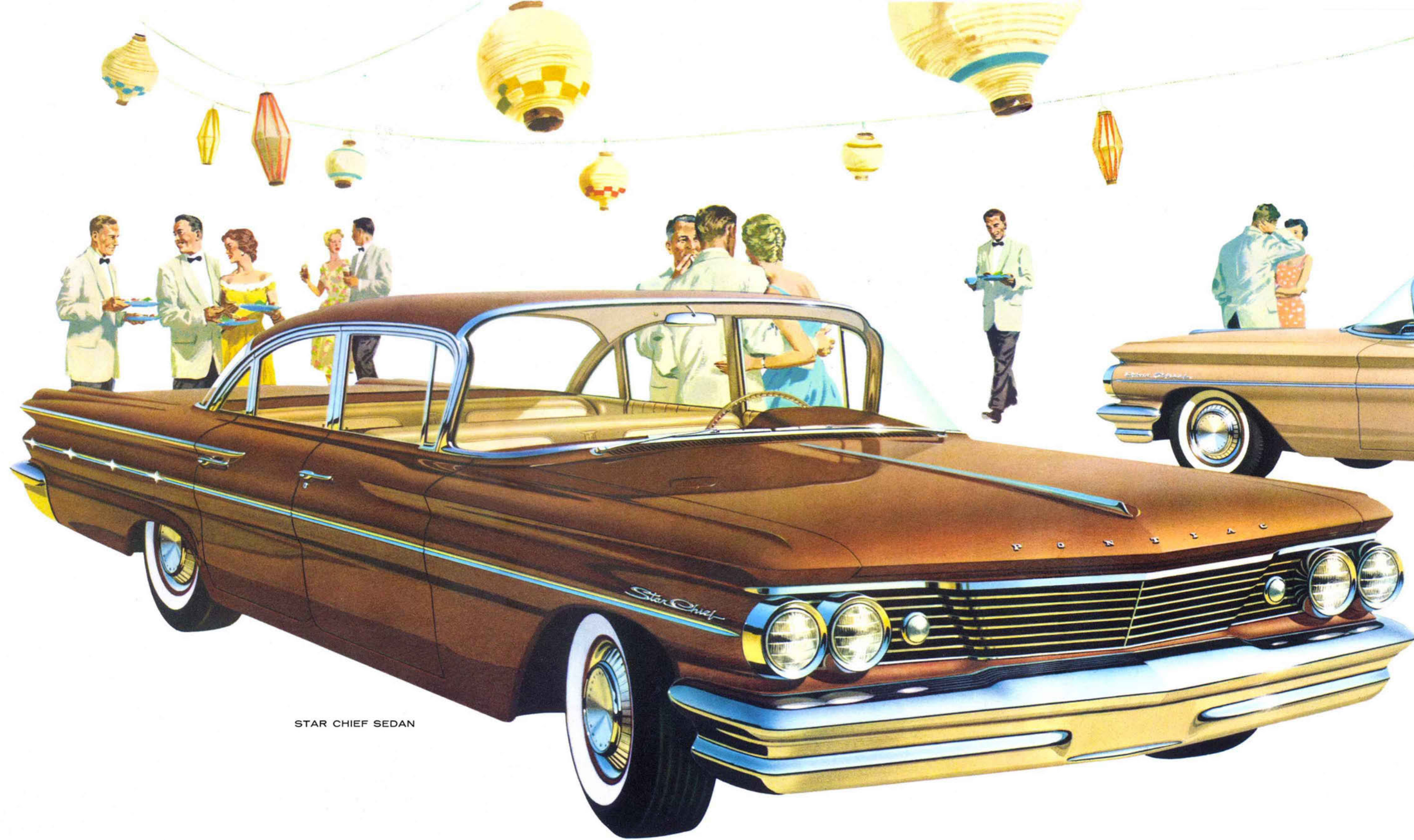


From every standpoint, the luxury-laden Star Chief more than meets the standards by which a truly fine car is judged. Its big 124-inch wheel-base and Wide-Track Wheel Design provide incomparable comfort. Its lavish attention to luxury and convenience details is a constant reminder that you're enjoying all that motoring can offer—at a price far less than many lesser cars.

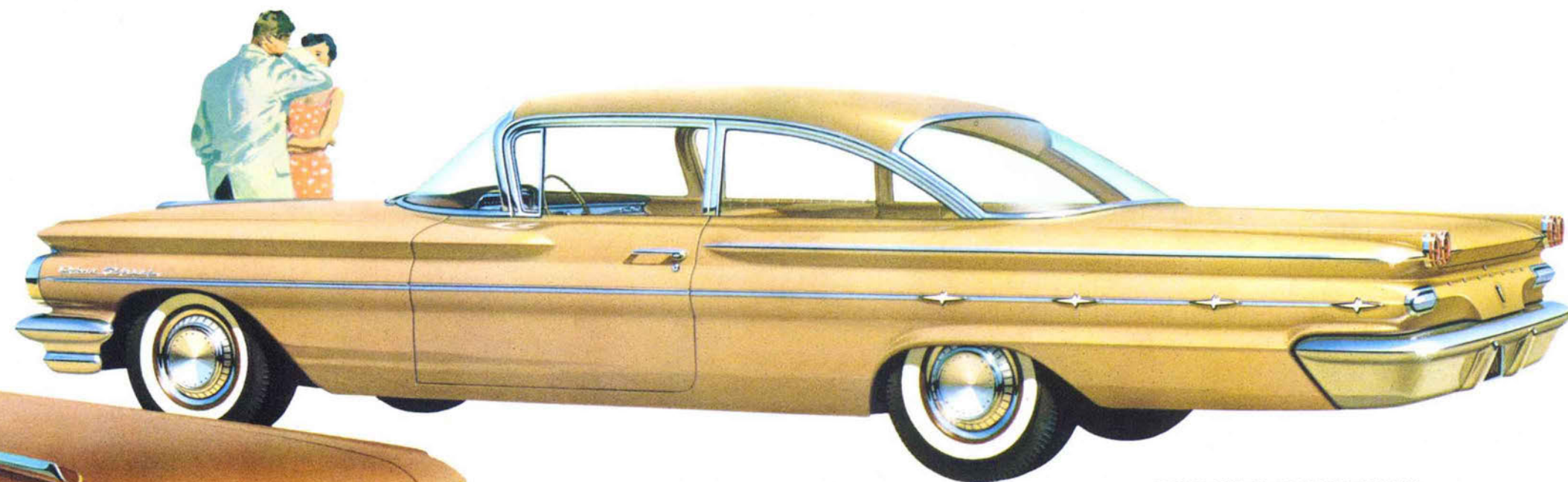
Star Chief interiors feature "Pomeroy" pattern double-weave nylon top cloth and Morrokide upholstery, and wall-to-wall "Tacoma" weave carpet. Four interior color combinations match or complement 15 "Magic-Mirror" body colors. Extensive use of bright metal trim adds further distinction to Star Chief Luxury Lounge interiors.

## The Sparkling Star Chief





STAR CHIEF SEDAN



STAR CHIEF SPORTS SEDAN

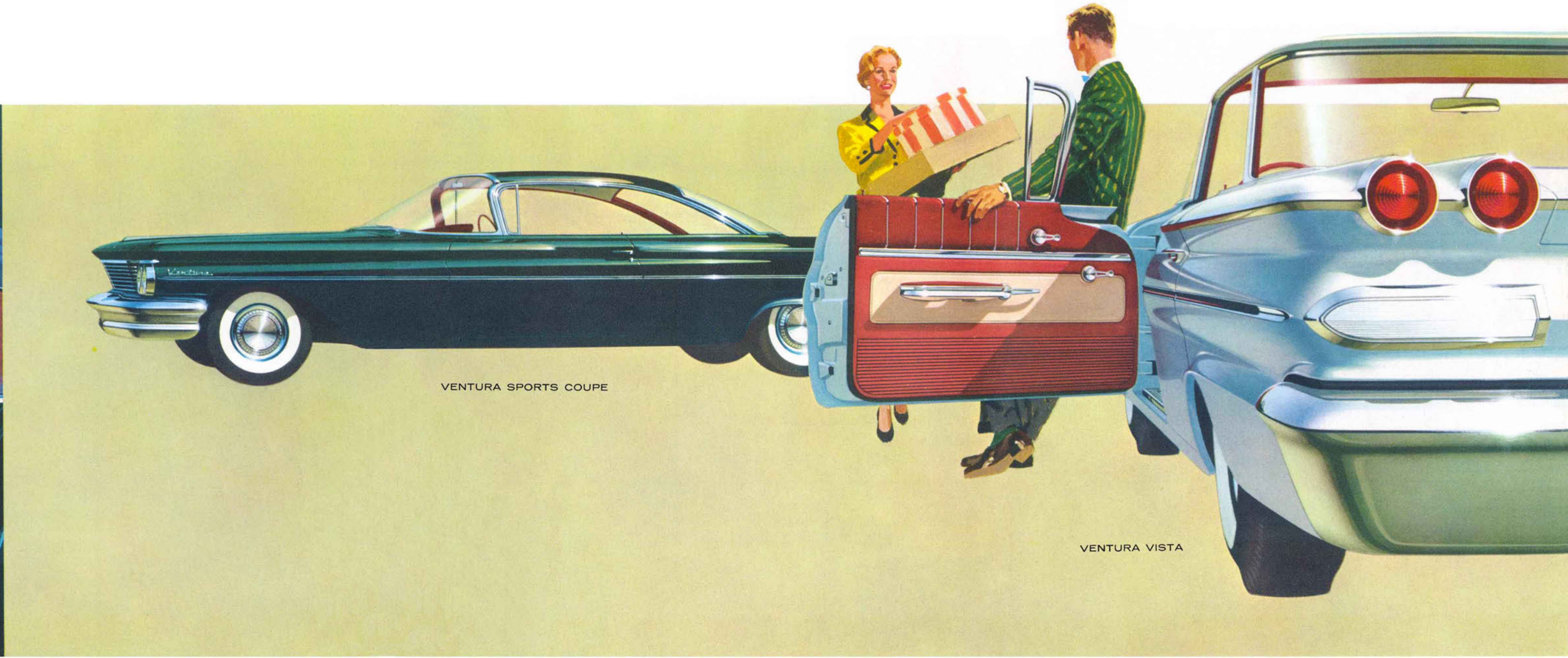
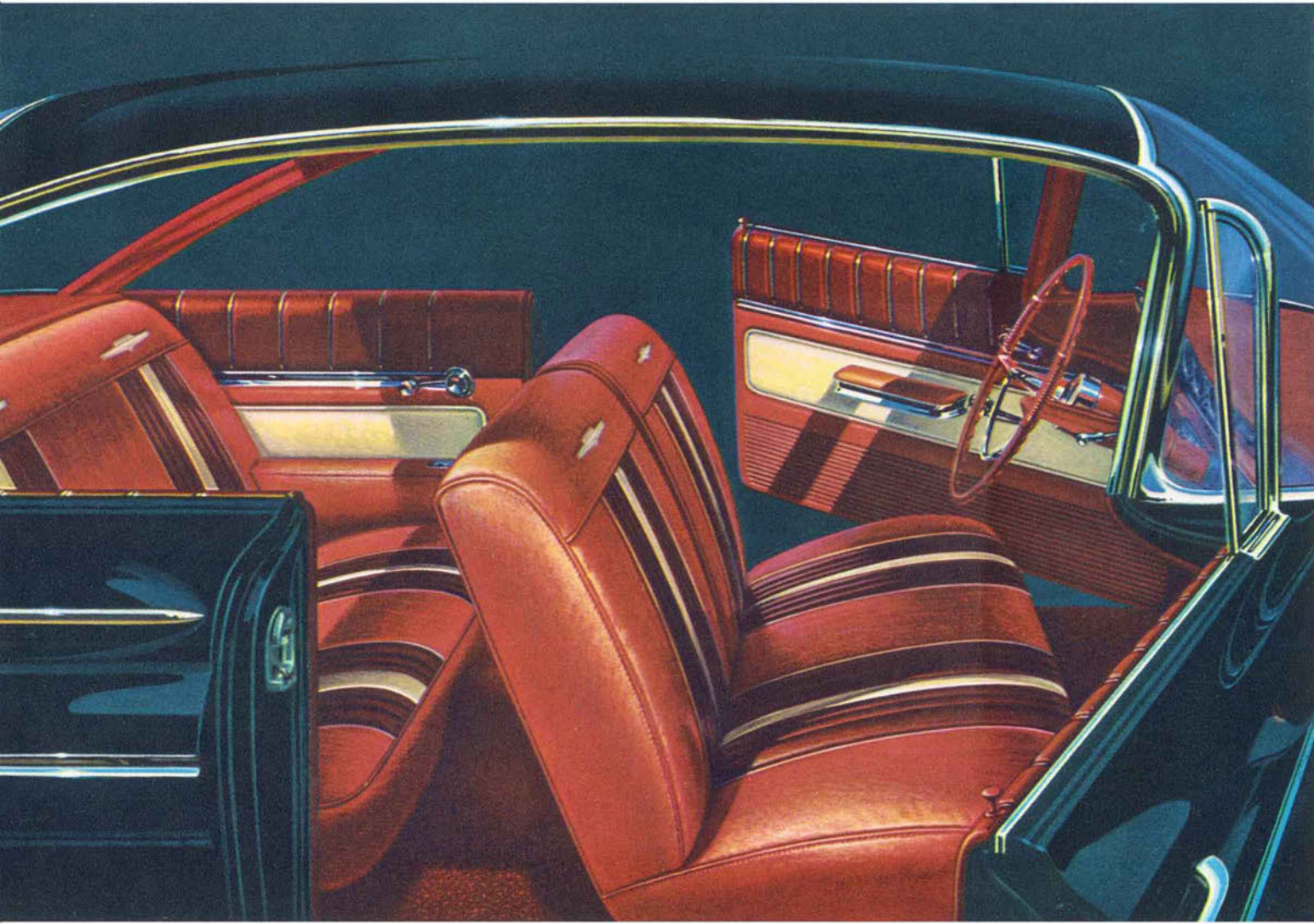
You drive a Star Chief with the rich and satisfying knowledge that everything good in cars is yours. Its 283 h.p.\* Tempest 425 engine is more than a match for anything on the road. You relax in seats wider than a sofa and enjoy as standard equipment: custom steering wheel, twin instrument panel ash trays, exclusive instrument panel design, de luxe wheel discs, distinctive exterior trim and many other touches that only the Star Chief provides at the price.

*\*With Hydra-Matic Transmission*

# The Custom-Styled Ventura

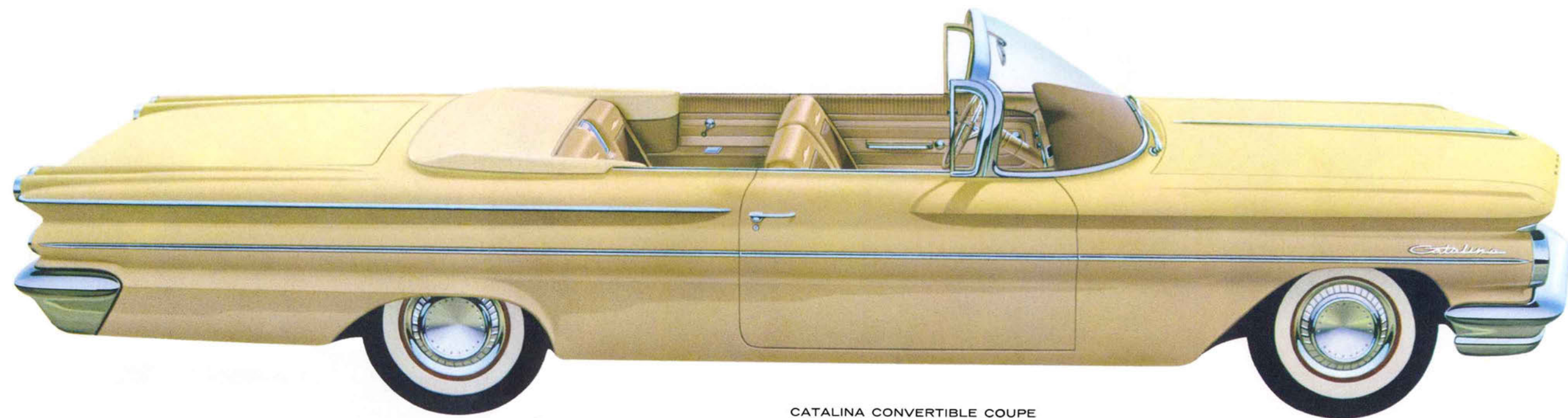
For 1960, Pontiac offers a new series in two richly appointed models—the Ventura Sports Coupe and Ventura Vista. Everywhere you look you'll find custom touches you wouldn't expect at so modest a price: full carpeting, distinctive instrument panel, special fabrics and interior design, custom steering wheel, de luxe wheel discs and many more. In no other car can you buy so much luxury at so little cost.

Ventura interiors are available in three Morrokide three-tone harmonizing combinations and deep-pile wall-to-wall carpeting.



VENTURA SPORTS COUPE

VENTURA VISTA



CATALINA CONVERTIBLE COUPE

## The Luxurious Catalina

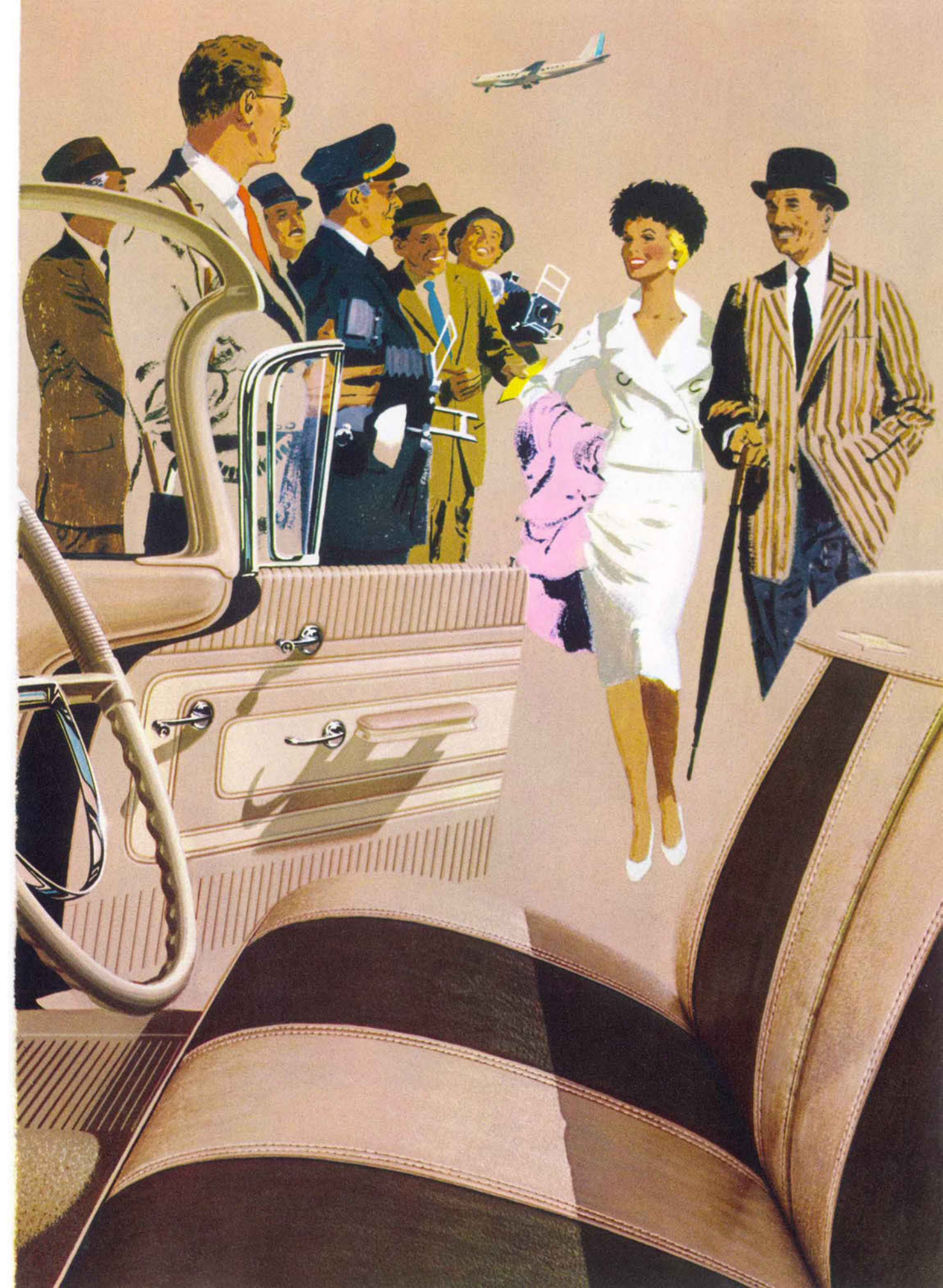
Here, in the Catalina by Pontiac, is a measure of distinction, performance and downright pride of ownership until now reserved for drivers of much higher priced cars.

Its crisp, taut beauty is a perfectly proportioned tribute to your own good taste.

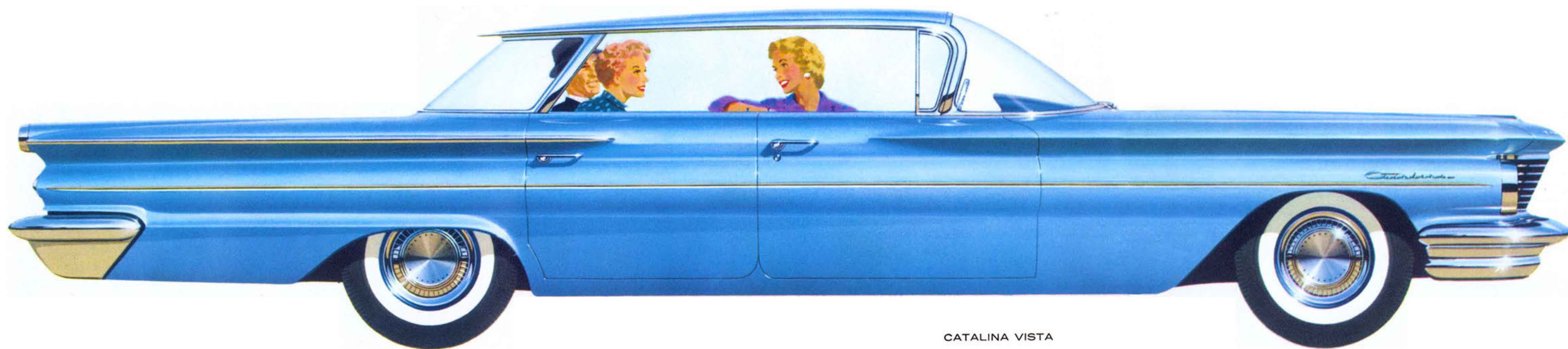
You command a fiery 283 h.p.\* Tempest 425 V-8 for peak performance — or choose, at no extra cost, the regular-fuel Tempest 425E economy engine—available on any Hydra-Matic Pontiac.

*\*With Hydra-Matic Transmission*

You'll go to the top of the price scale to find a convertible as rich as the Catalina. Choose from 15 body colors, five interiors of long-wearing, easy-to-care-for Morrokide—even six top colors.



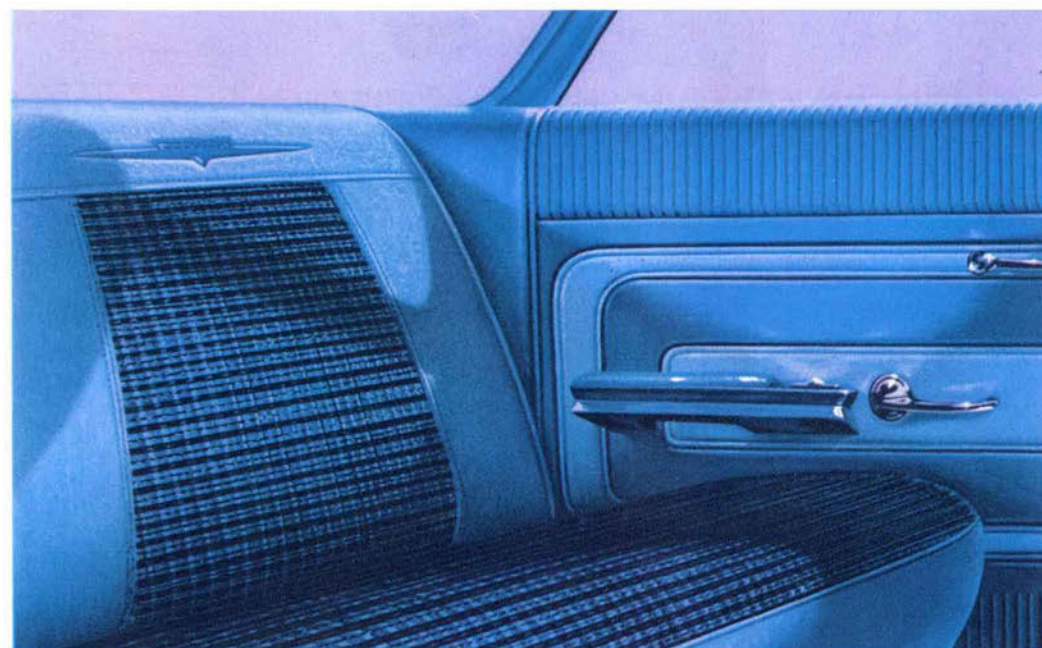




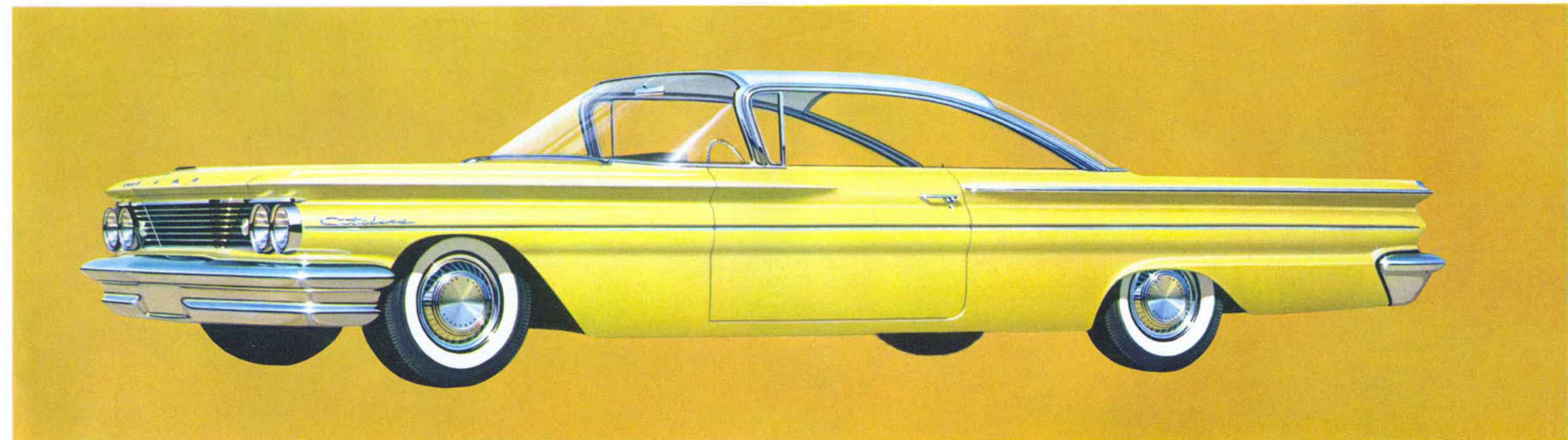
CATALINA VISTA

How many cars in their lowest-priced series offer such a complete choice of body styles as the Pontiac Catalina? There are seven handsome models, each a 122" w.b. full size, fully equipped, handsomely appointed answer to your particular driving preference.

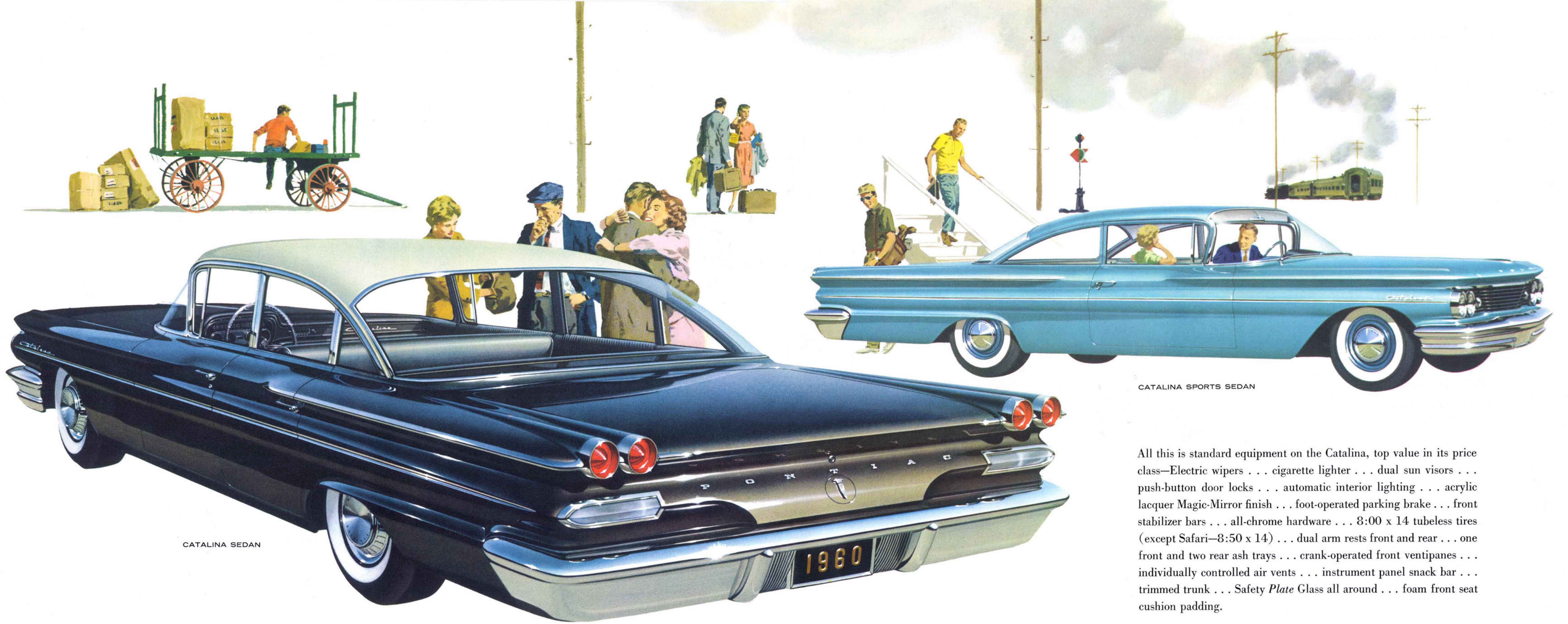
Why settle for anything less?



Catalina Sports Coupe and Vista models combine smart tweed pattern nylon top cloth with Morrokide in five color combinations. Sports Sedan and Sedan offer four interior color choices in an equally attractive nylon face star pattern cloth with Morrokide. Floors are deep-pile carpeted with vinyl surface rubber mat utility inserts.



CATALINA SPORTS COUPE



CATALINA SEDAN

CATALINA SPORTS SEDAN

All this is standard equipment on the Catalina, top value in its price class—Electric wipers . . . cigarette lighter . . . dual sun visors . . . push-button door locks . . . automatic interior lighting . . . acrylic lacquer Magic-Mirror finish . . . foot-operated parking brake . . . front stabilizer bars . . . all-chrome hardware . . . 8:00 x 14 tubeless tires (except Safari—8:50 x 14) . . . dual arm rests front and rear . . . one front and two rear ash trays . . . crank-operated front ventipanes . . . individually controlled air vents . . . instrument panel snack bar . . . trimmed trunk . . . Safety *Plate* Glass all around . . . foam front seat cushion padding.



BONNEVILLE CUSTOM SAFARI

## The Glamorous Safari

*You get a steadier ride, firmer control in the only station wagon with Wide-Track Wheels*

The Bonneville Custom Safari is far and away the ultimate in station wagon luxury. Upholstery is durable, easy-clean Morrokide, surface aerated for maximum driving comfort—available in three different three-color combinations. Deep pile wall-to-wall carpeting has stainless steel protective skid strips in load area. (For additional convenience a rubber mat is available as a low-cost accessory.) Catalina Safaris offer five Morrokide two-tone interiors, vinyl surface rubber passenger floor covering and vinyl board load floor covering.

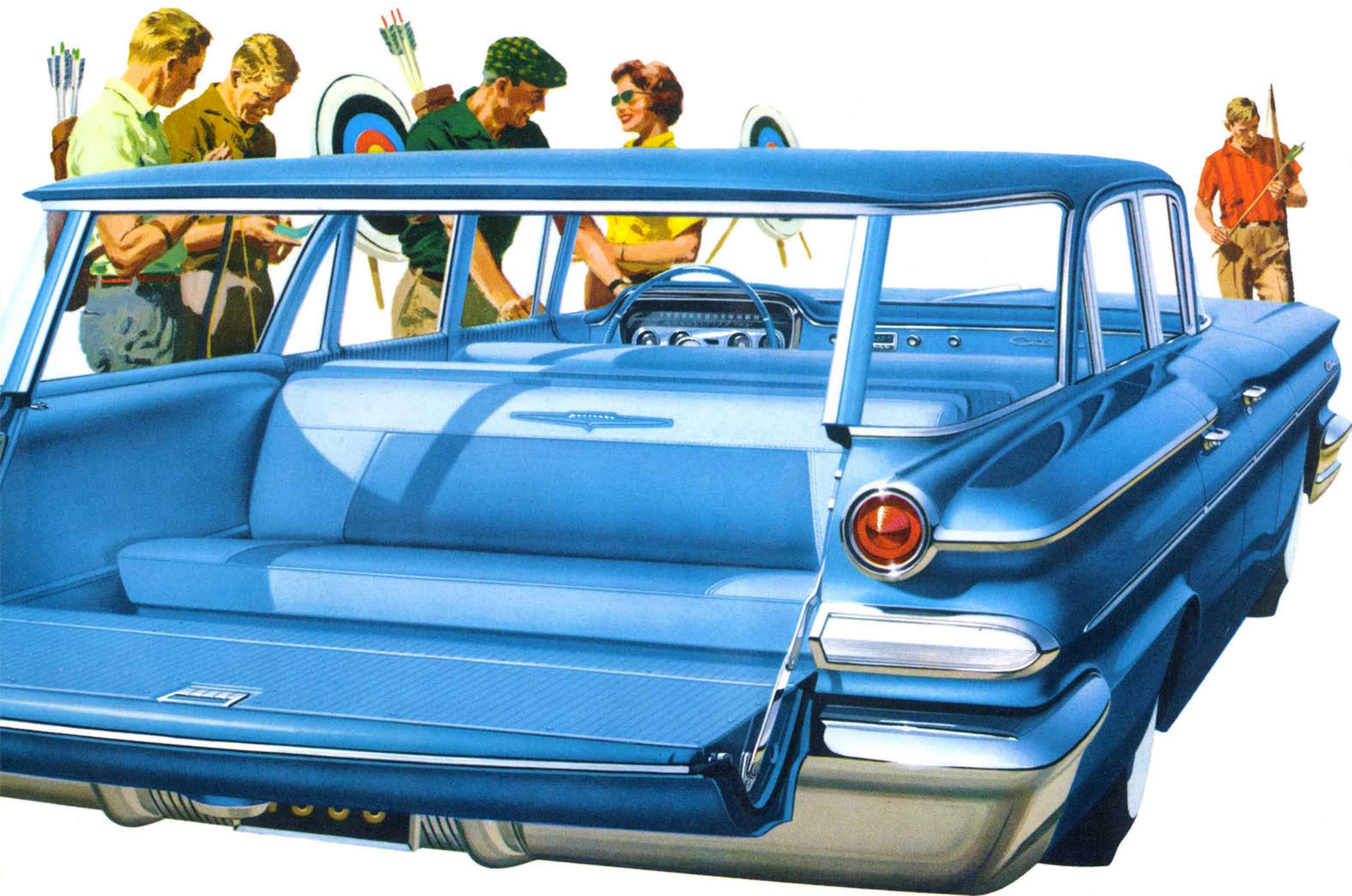


They just don't come more beautiful than Pontiac's Safari interpretation of the station wagon.

But equally important in setting the Safari apart from other wagons is the way it behaves in action.

With its exclusive Wide-Track Wheel Design it handles its size in a manner all its own. Traveling light or under full load, you feel geared to the road, unconscious of sway on curves and turns, impervious to cross winds.

Here, indeed, is perfection in station wagon handling.



CATALINA 9-PASSENGER SAFARI



CATALINA 6-PASSENGER SAFARI

In one of Pontiac's three striking four-door Safaris you'll find the perfect way to the extra fun that goes with station wagon living.

The ultra-luxurious Bonneville Custom Safari (previous page) seats six, has flat-folding rear seat, retractable rear window, deep-pile carpeting throughout and scores of other deft Bonneville touches.

The Catalina series includes a two-seat wagon with crank-operated tail gate window (power control optional) and a three-seat model with power controlled rear window. In both models, all but the front seat fold flush with the floor.

Come to think of it—wouldn't a Safari add a lot of fun to your family life?



Catalina 6-Passenger and Bonneville Custom Safaris

With second seat folded—3 passengers . . . over 8 feet of load length or 39.5 sq. ft. of floor area (tail gate closed). Allowable load with driver—1050 lbs. Open tail gate adds 27 inches load space.



Catalina 6-Passenger and Bonneville Custom Safaris

With front and second seats up—there's capacity for 6 passengers plus 300 pounds of cargo . . . nearly 5 feet of load length or 21.2 sq. ft. of floor area (tail gate closed). Allowable load with driver—1050 lbs. Open tail gate adds 27 inches load space.



Catalina 9-Passenger Safari

Capacities same as above first and second seat arrangements. Nine-passenger capacity with foldable third seat up. Electrically operated dash-control tail gate window standard (extra cost option on other Safari models).

*Beneath its dramatic styling...*



BONNEVILLE CONVERTIBLE COUPE

## America's Most Advanced Engineering

### New Lower Front Tunnel

Extensive revisions in engine and power train design increase passenger comfort. Tunnel is approximately 1" lower and 2" narrower for approximately 444 cubic inches more space.

### Supple New Softer Ride Suspension

Major changes in design, dimensions and materials give the 1960 Pontiac a better, softer ride while maintaining the ideal handling characteristics for which it's so famous.

### New Quietness

Suspension, chassis and body improvements—plus the comprehensive use of insulating materials—provide a highly effective barrier to unwanted road and driving noise.

### More Efficient Tempest 425 Engines

Acknowledged the industry's most advanced engines, important improvements for 1960 include: power gains, completely new divided-flow cooling system, new carburetion, pistons, manifolds and new fuel filter. Pontiac's Tempest 425 V-8 power is available in 2-barrel, 4-barrel and Tri-Power (3 2-barrel) carburetor options—plus a regular fuel economy V-8. (See specifications on last page.)



### PONTIAC IS THE ONLY CAR WITH WIDE-TRACK WHEELS

**Wide-Track Wheel Design** brings car and road into new relationship. Pontiac wheels are farther apart to widen the stance, give better balance. With the widest footing on the road, you get a feeling of complete control. You're steadier, more secure. Lean and sway virtually disappear. You enjoy stability no narrower-track car can offer.

### Air-Cooled True-Contour Brakes

Cooling flanges in air stream facilitate rapid heat dissipation, minimize fade; heavy drums absorb quick-stop heat. Generous brake linings, precision fit of lining and drum, plus extra-large front cylinders give longer life and surer stops.

### Smoother New Hydra-Matic Transmission\*

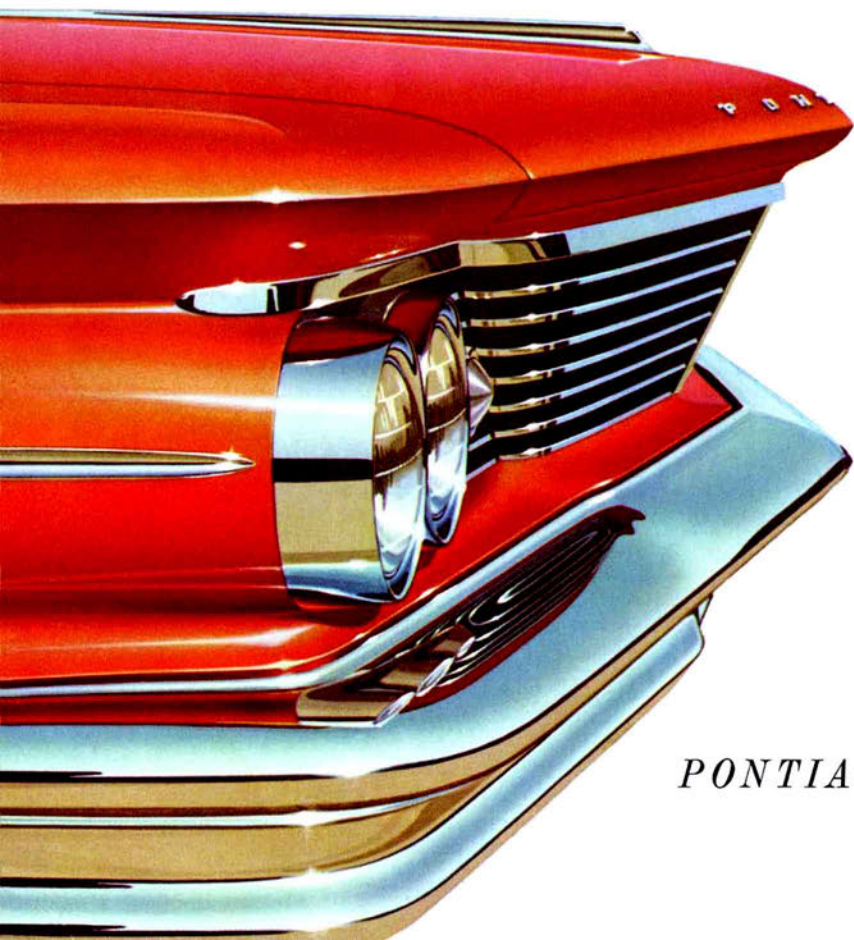
Especially tailored for Pontiac's Tempest power plants. It's the world's most popular automatic transmission—because it's smooth and precise in all ranges, gives you fingertip control without taking your eyes from the road or hand from the wheel.

### "Wonder-Touch" Power Steering\*

Keeps you in complete control at all times . . . you have normal feel of the road, no "oversteering", better control in cross winds. Only one to two pounds steering effort for normal driving, fingertip parking, automatic straight-ahead return after cornering.

*\*Optional at extra cost*





*PONTIAC MOTOR DIVISION • GENERAL MOTORS CORPORATION*