

# A Wide-Track Pontiac is every inch as roadworthy as it looks

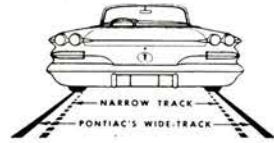
Dozens of times between any dawn and dusk—every time you see a new Pontiac—you get a sharp picture of a new kind of driving.

Parked or cruising, coming or going, you see how Wide-Track Wheels give Pontiac a built-to-the-road look. And your eyes are right. There *are* more inches between Pontiac's wheels, and less body width out-

side them. This wider stance gives a Pontiac balance and poise, reduces lean and sway. Wherever you set your course, you hold it with a feeling of positive control.

Ask one of our fine dealers to demonstrate how this roadworthy look becomes a roadworthy feel.

PONTIAC MOTOR DIVISION • GENERAL MOTORS CORPORATION



**PONTIAC** THE ONLY CAR WITH WIDE-TRACK WHEELS







*The Bonneville Vista for 1960*

## Pontiac's spirit of creative design brings you fresh, crisp beauty for 1960

Pontiac again shuns the mediocre to create the Fresh Point of View for 1960. The prow is proud, pointedly tasteful and exciting. The horizontal bars of the grille suggest order. There's a harmony in the profile, a new-found freedom and grace, no meaningless adornment. Yet there's a warmth to this design, a personable warmth you rarely see in an automobile. The interiors are exquisite, coordinated, a sensation to touch and feel. Pontiac has designed with this visual honesty, not just to be different, but to give you a motorcar of lasting good looks. Consequently you can expect adherents of clean styling, people of exceptional taste, to be driving 1960 Pontiacs. Don't you belong among them?



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!

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# PONTIAC 1960

THE ONLY CAR WITH WIDE-TRACK WHEELS





The Ventura Sports Coupe for 1960

## Three's a romance when one is a Pontiac

Sometime soon, see the special glow of a couple who share the enchantment of a Pontiac.

Watch them arrive some place, for example. They're proud, always, for the clean, sharp styling of Pontiac introduces them as people of taste. (And watch them steal a final glance at their car before they leave it. This is a common impulse of Pontiac owners who have a real affection for genuine beauty.)

Or notice the look of complete enjoyment on the faces of the next couple you see *riding* in a Pontiac. They're appreciating the driving thrill that never wears off—

Wide-Track Wheels, designed to give Pontiac perfect poise, precision maneuverability, reassuring control.

Quietness, too, is part of the spell cast over any couple cruising in a Pontiac. New, more calculated use of insulation soaks up every unpleasant sound that could mar a relaxing, rewarding ride.

Talk it over with the object of your affections this week. Then, just the two of you, visit your Pontiac dealer. A great matchmaker, he'll provide you with the Pontiac to make you a handsome threesome, a happier twosome.



**PONTIAC** THE ONLY CAR WITH WIDE-TRACK WHEELS





The Bonneville Convertible for 1960

## Pontiac becomes you wherever its Wide-Track takes you

In the hush of evening, head for some place special . . . in a Pontiac.

The eagerness of this inspiring automobile will captivate you completely. On curves and turns you'll feel the forthright control and upright stability that come from Wide-Track Wheels.

As you go, a fascinating quietness will stimulate your conversation and relax your ride. Pontiac's unique application of insulation stills every unpleasant sound,

leaving only the pleasing whisper of motion that says you're going places.

When you arrive, bask for a moment in the respectful spotlight of admiration that's always focused on this striking, tasteful car. It's all part of owning a Pontiac. And it explains why so many people are putting themselves in this enviable position. Plan to make a personal appearance in a Pontiac soon. See your Pontiac dealer and see how easy it is to call one your own.



With the widest track of any car, Pontiac's width is on the road—where it gives you better stability. Wide-Track widens the stance, not the car.

PONTIAC MOTOR DIVISION • GENERAL MOTORS CORPORATION

**PONTIAC** THE ONLY CAR WITH WIDE · TRACK WHEELS





The Pontiac Bonneville Vista for 1960

## Pontiac serves you a beauty with perfect form on Wide-Track Wheels

It's no coincidence that so many Pontiac owners are sports-minded.

The love of sports is the love of action. To like the spirit of competition is to like the spirited, that which is game, alive, ready.

Check the physique of this 1960 Pontiac. If this fresh, clean styling doesn't quicken your hankering for the fine sport of owning and driving a great automobile, see your team physician at once.

And when it starts to perform, there's no serious com-

petitor to be found. Wide-Track Wheels give it remarkably steady footwork. It's devoutly obedient to your coaching, takes your direction instantly, gracefully.

Its power plant — accurately called the Tempest V-8 engine — is resourcefully athletic, with precision timing, crisp take-offs, perennial endurance. There's a whole team of engines for you to choose from — for either high performance or regular-gasoline economy.

Enough of this being on the sidelines of Pontiac enjoyment! See one of our fine dealers this week for some revealingly pleasant practice in a new 1960 Pontiac.



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Winner of the 1960 International Fashion Council Award for Outstanding Design

## Wide-Track opens a whole new school of thought on driving

*(A fine example is this Bonneville Sports Coupe)*

Welcome to the Wide-Track way to drive.

The keynote is control. The principle is balance. The car is Pontiac. And the enthusiastic members of this new school of thought on driving are all those who have tried Wide-Track Wheels.

Enter a Pontiac with an open mind and see what happens. You notice an instant feeling of

command as soon as you are in motion. Your driving takes on flawless technique. You stop, go, turn, park and cruise with the feeling you're sitting in the lap of gravity.

Discover this new school soon. One of our fine dealers will give you the membership key.

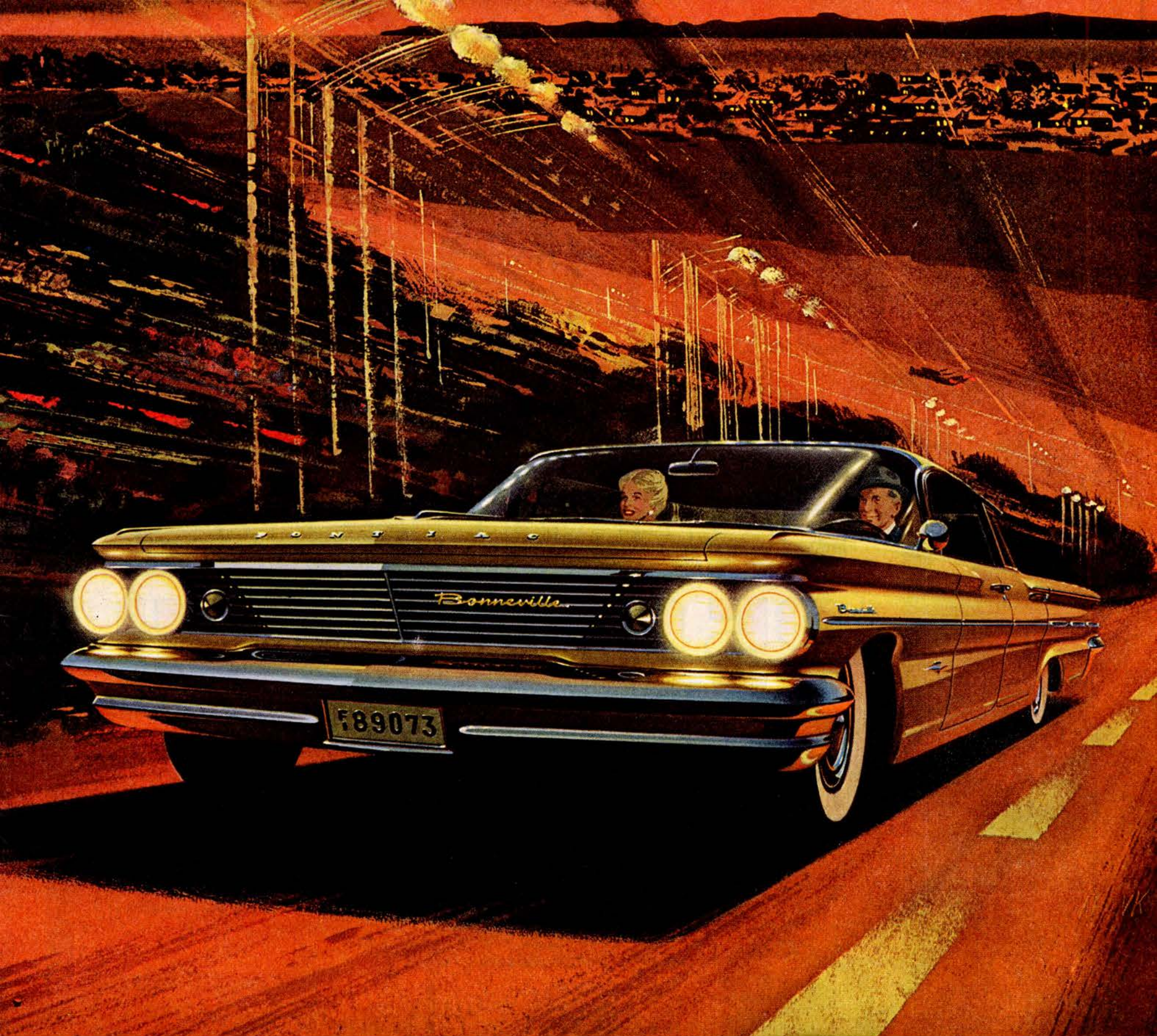
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Wide-Track widens the stance, not the car. With the widest track of any car, Pontiac gives you better stability, accurate control; less lean and sway.

**PONTIAC** THE ONLY CAR WITH WIDE-TRACK WHEELS





The 1960 Bonneville Vista

## How the steadier footing of Wide-Track Wheels gives you better control *(on straightaways as well as curves)*

The track is the width between the wheels.

Pontiac has the widest track of any passenger car, the main purpose being to give the car solid, steady, road-holding balance, less lean and sway on turns, corners, curves.

But this balance also helps you devour miles of straight highway with less fatigue, more security at the controls.

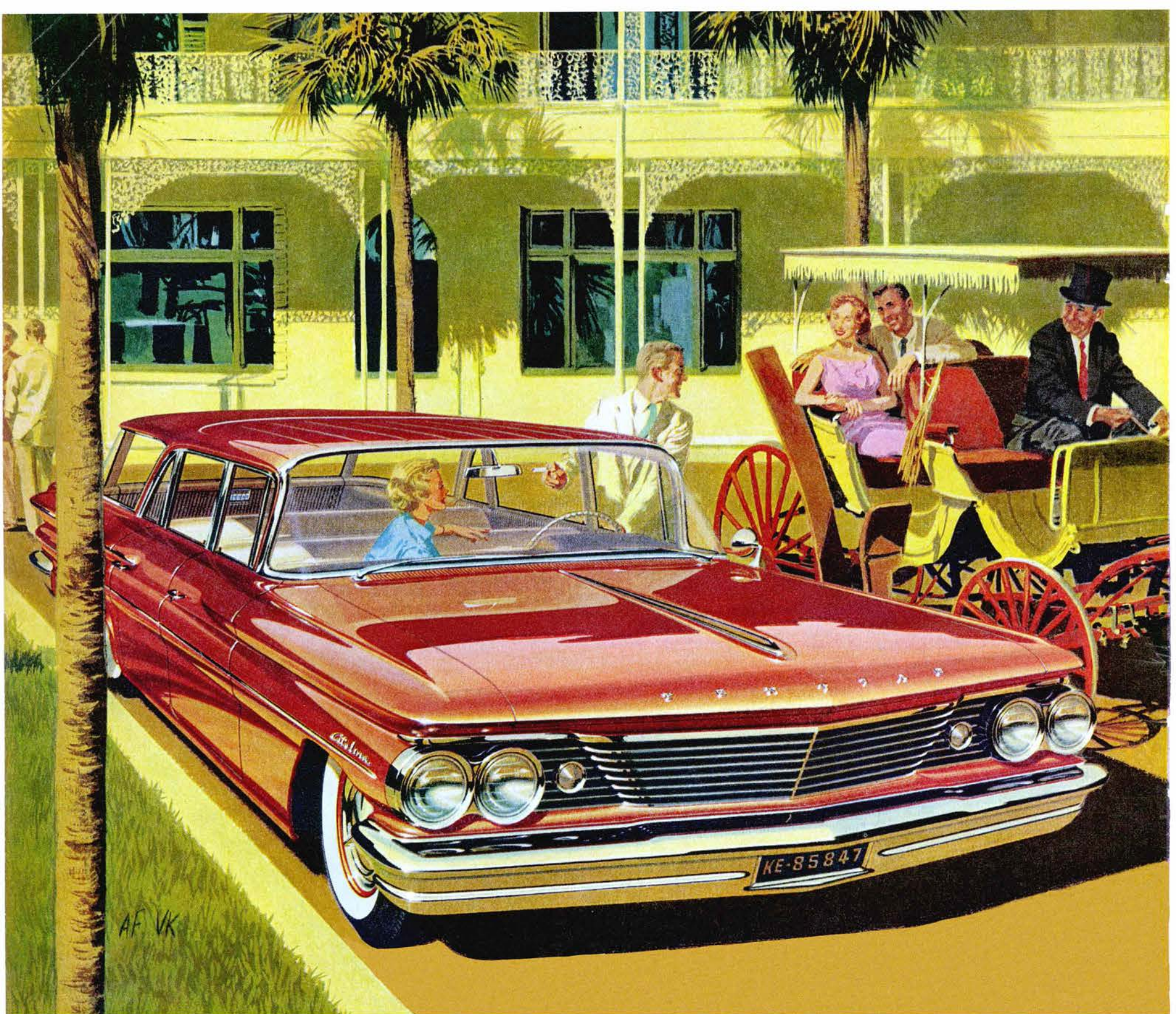
The better balanced a car, the better it steers, the less it wanders off course with every little gust of wind or irregularity of road surface.

Right now make a mental map of a route through your neck of the woods. Include lots of cornering, but also plenty of straightaway. Then tell any one of our fine dealers you're all set for a short tripful of Wide-Track action.



**PONTIAC** THE ONLY CAR WITH WIDE-TRACK WHEELS





## No other wagon turns heads (or corners) like the Wide-Track Safari

This is the wagon that's better to drive and ride in because it has the widest stance of any station wagon you can buy.

Hugs the road on turns. Less lean and sway on curves and corners. You feel steady, secure, confident of your driving skill.

Our fine dealers offer Safari wagons in six- and nine-passenger models. That's the nine-passenger Catalina above with its rear seat

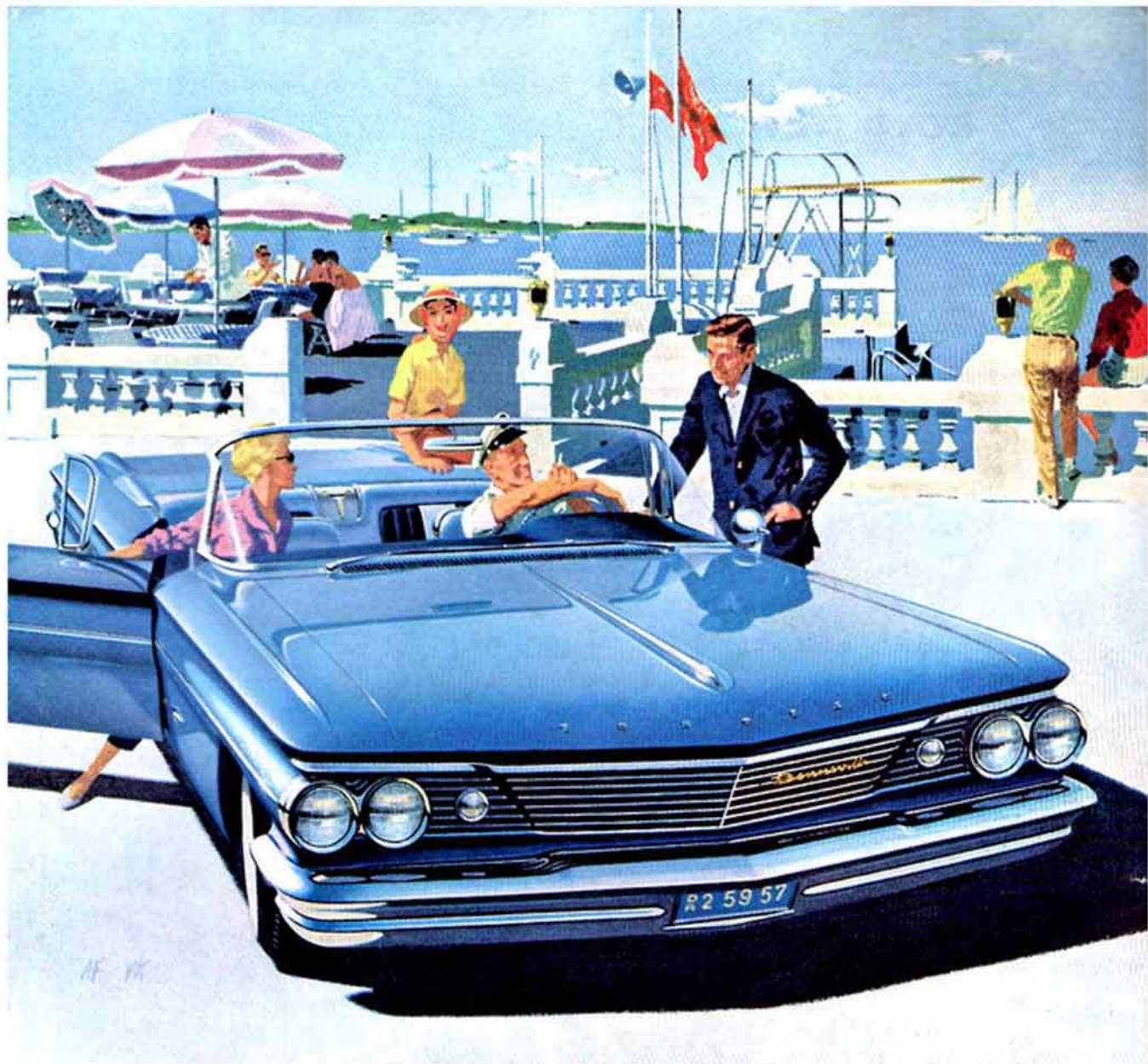
folded to take on cargo. Fifteen solid exterior colors and as many as 60 two-tone combinations to choose from. Match them up with your choice of interior colors in gorgeous but tough Jeweltone Morrokide upholstery.

Make your new station wagon more than cubic footage surrounded by run-of-the-mill styling. Get the wagon that combines glamor with utility. Get a 1960 Pontiac Safari.



**PONTIAC** THE ONLY CAR WITH WIDE-TRACK WHEELS





The 1960 Bonneville Convertible

## The most able pleasure craft ashore is a Wide-Track Pontiac

This is the roadworthy car with Wide-Track Wheels. This is the car that answers your commands with flawless precision on curves and turns. And this is the car with the Tempest Engine to sweep you along with that wind-at-your-back feeling (even on money-saving regular gas with Pontiac's 425E Economy V-8).

Once aboard, you travel first-class. Pontiac's color-coordinated interiors are fabulous. Created from high-fashion materials, they're tailored and fitted with painstaking care. See your Pontiac dealer; take a Wide-Track drive.



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# PONTIAC'S TEMPEST ENGINES ARE FULL-HOUSE

Pontiac for nineteen-sixty is a mighty full package for those with a highly trained sense of car appreciation.

Lovers of true road machinery have been having a field day admiring the great new Tempest power plants. Ranging from the economy 215 horsepower model to the full-house 318 horsepower version, they're the most respected V-8's ever tucked under a passenger car hood. Gear boxes to match. Axle ratios to suit.

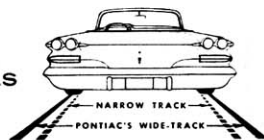
And listen. The noise boys have dampened

sound down to where you'll swear they've insulated the road. Suspension improvements have also helped in this department . . . as well as in ride and handling.

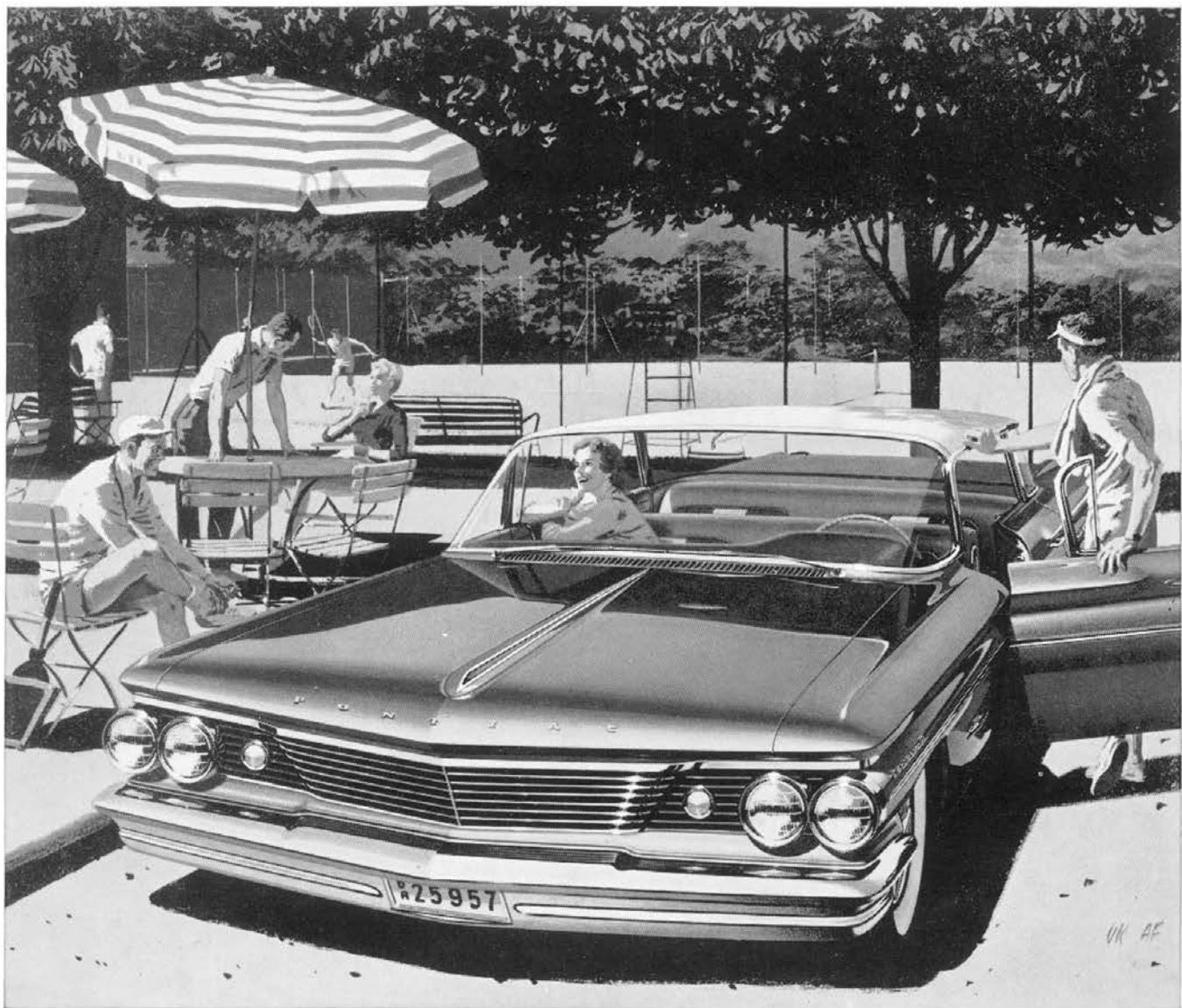
These are the kinds of advances you expect from the team that created Wide-Track Wheel Design—greatest cure for “car-sickness” in an American passenger car. 'Nuff said? Go see! You'll learn in a quarter mile why people who know cars *best* respect Pontiac *most*.

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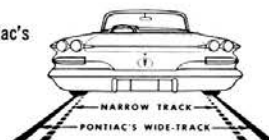
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THE ONLY CAR WITH WIDE-TRACK WHEELS

SEE YOUR LOCAL AUTHORIZED PONTIAC DEALER



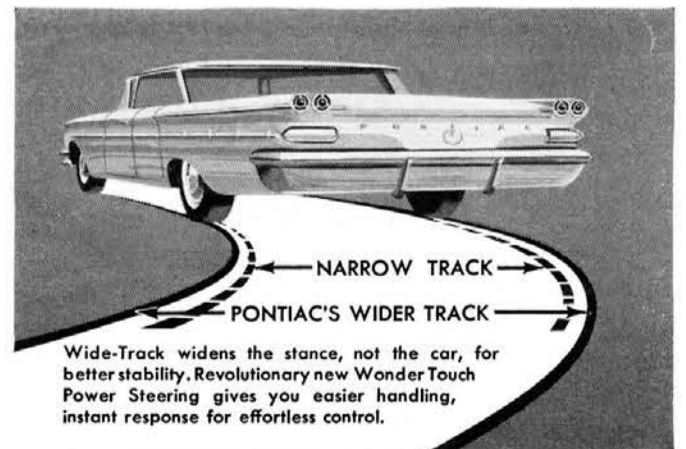


# Parking places seem to grow on trees!

When you're sizing up a parking place, the revolutionary handling ease of Pontiac's Wonder Touch Power Steering makes all the difference in the world. Just apply a gentle effort of only 2½ pounds, and confidently slip your Pontiac into parking spots you'd normally pass up.

On the road, this new power steering's instant response and precise control takes the ill temper out of traffic congestion, hones down the roughest roads. Matched with Pontiac's Wide-Track Wheel Design, Wonder Touch Power Steering will give you better control and stability, a new experience in confidence and more security at the wheel!

See your Pontiac dealer this week for a great deal . . . a great deal of driving pleasure in a '60 Pontiac with Wonder Touch Power Steering.  
Saginaw Steering Gear Division of General Motors, Saginaw, Michigan.



Wide-Track widens the stance, not the car, for better stability. Revolutionary new Wonder Touch Power Steering gives you easier handling, instant response for effortless control.

# PONTIAC

THE CAR WITH WONDER TOUCH POWER STEERING AND WIDE-TRACK WHEELS



# ONLY CUSTOMIZING THIS SIXTY PONTIAC NEEDS IS A SET OF LICENSE PLATES

One of the shrewdest customizing jobs of the year was done right on the dies where this Pontiac was made. They stamped this classic sixty with a look of distinction that'll go the distance with true car lovers.

The outside is only half the story. Inside they've outfitted the Pontiac (from Catalina through Bonneville) with interiors that'll have you looking for excuses for keeping the top down or the door open.

Underneath it all is the finest piece of passenger

car machinery in the field. Not a car on the road can match its wide track . . . Pontiac's exclusive wheel design that gets the most good out of gravity. And it's been improved this year with new suspension especially keyed to this wider stance.

Take your pick of new Tempest power plants . . . most envied V-8's in the industry. Match it with the gear box and axle ratio of your choice. Do this and you've *got* it—the most respected car among those who know cars best.

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## FOR THOSE WHO LIKE REAL ROAD MACHINERY MINUS THE TINSEL

Pontiac's clean, uncluttered styling was the first thing to catch the fancy of the real bugs on car beauty. A classic, custom look, they're saying, with no monkey-business.

There was no dust on the drawing board where this baby was born. Its looks have already prompted some to say that the sharpest custom of the year came straight out of Pontiac.

And everyone's saying Pontiac has the last word in handling. Pontiac's exclusive Wide-Track Wheel Design . . . truest improvement in travel . . . is now more road-trained than ever by new improvements in suspension.

In fact, the more you know about cars, the more likely it is that you'll be talking business with your Pontiac dealer soon.

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