

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.



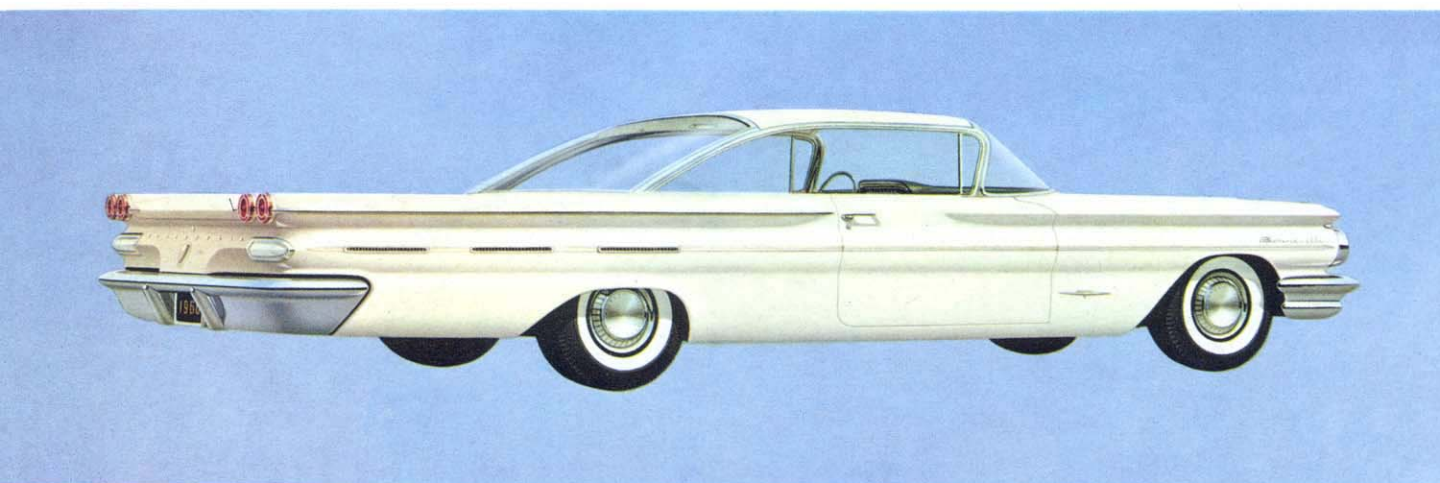
BONNEVILLE VISTA

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

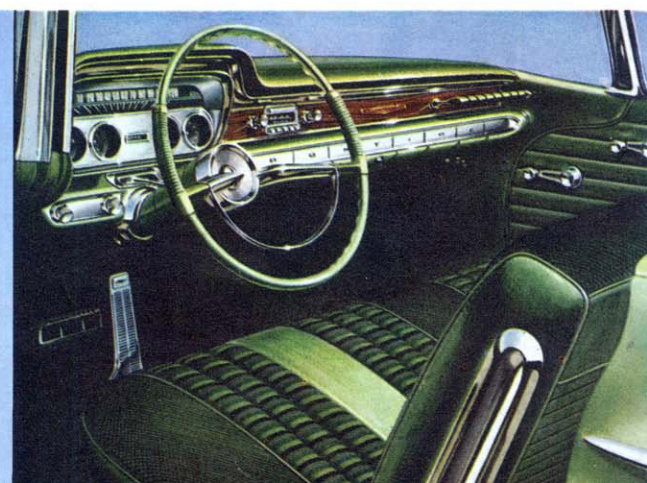
Heart of its fiery spirit is the 303 h.p.* Tempest 425 V-8 with 4-barrel carburetor, 389 cu. in. displacement and 425 lb. ft. torque (for other engine options see specifications on last page). Whether you choose the adventure-loving Convertible, the sleek Sports Coupe or the regal Vista, the Bonneville by Pontiac will give a new lift to your motoring life.

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. *With Hydra-Matic Transmission

The Elegant Bonneville



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 harmonizing colors.

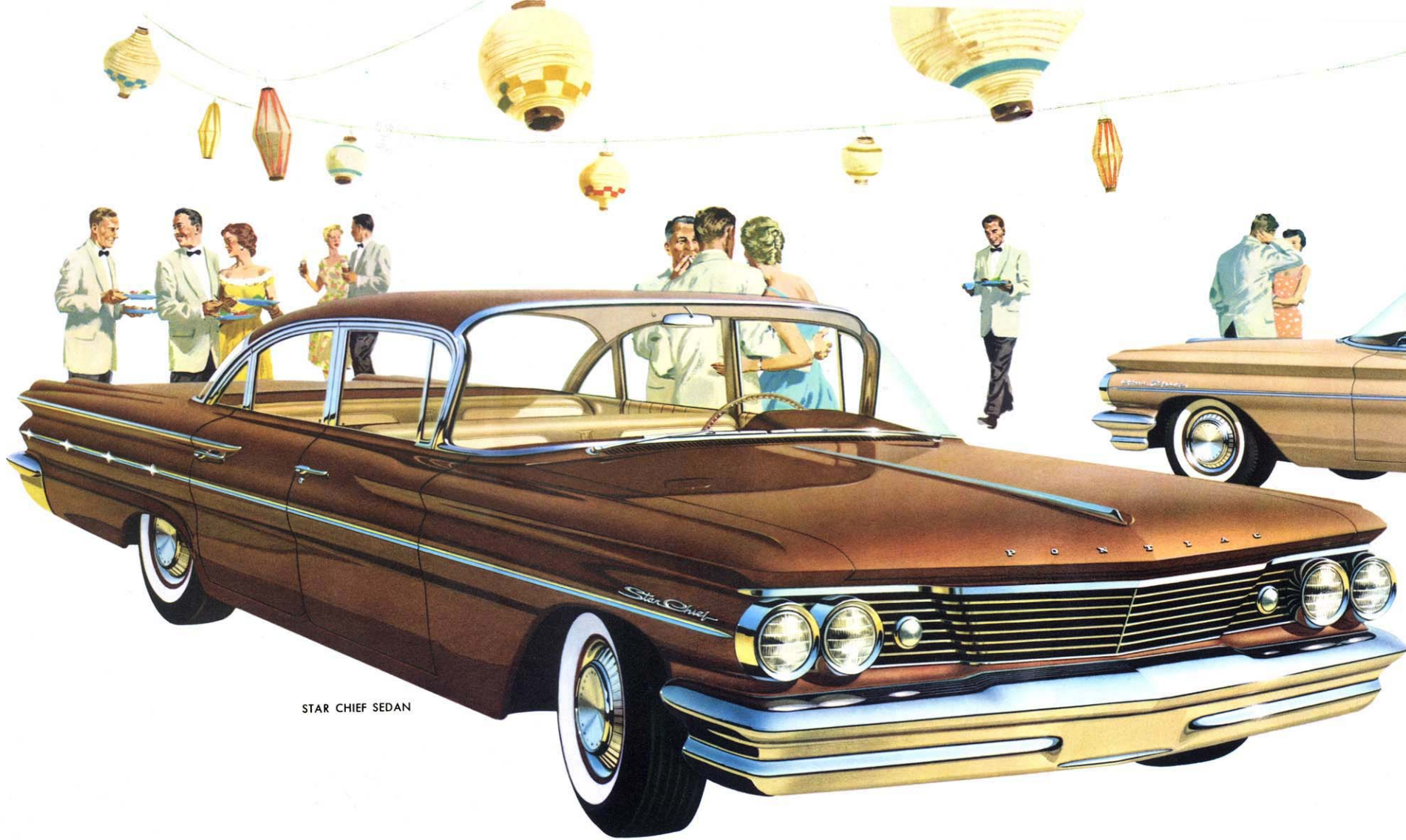


BONNEVILLE CONVERTIBLE COUPE

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.



STAR CHIEF SEDAN

The Sparkling Star Chief

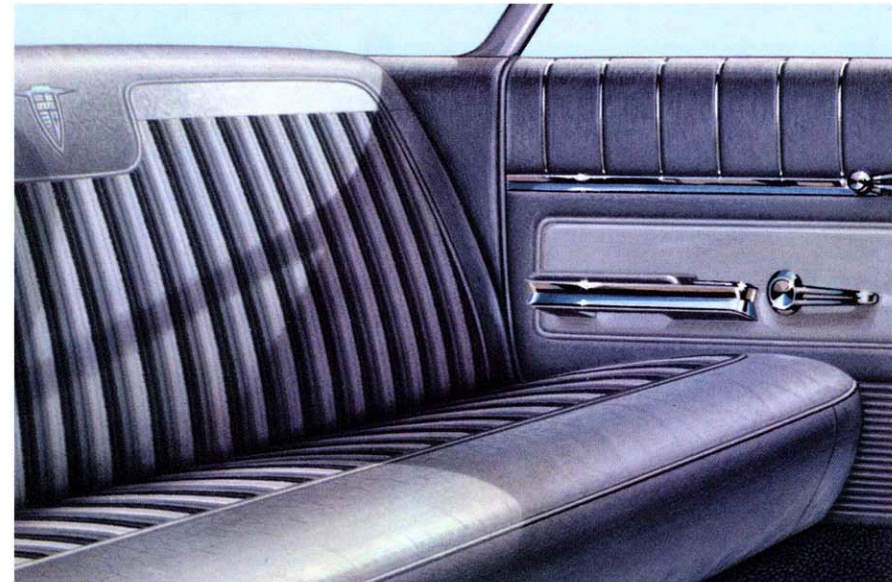
From every standpoint, the luxury-laden Star Chief more than meets the standards by which a truly fine car is judged. Its big 124-inch wheelbase and Wide-Track Wheel Design provide incomparable comfort. Its lavish attention to luxury and convenience details is a constant reminder that you're enjoying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

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: custom steering wheel, twin instrument panel ash trays, exclusive instrument panel design, de luxe wheel discs, distinctive exterior trim and many other touches only the Star Chief provides at the price.

**With Hydra-Matic Transmission*



STAR CHIEF SPORTS SEDAN



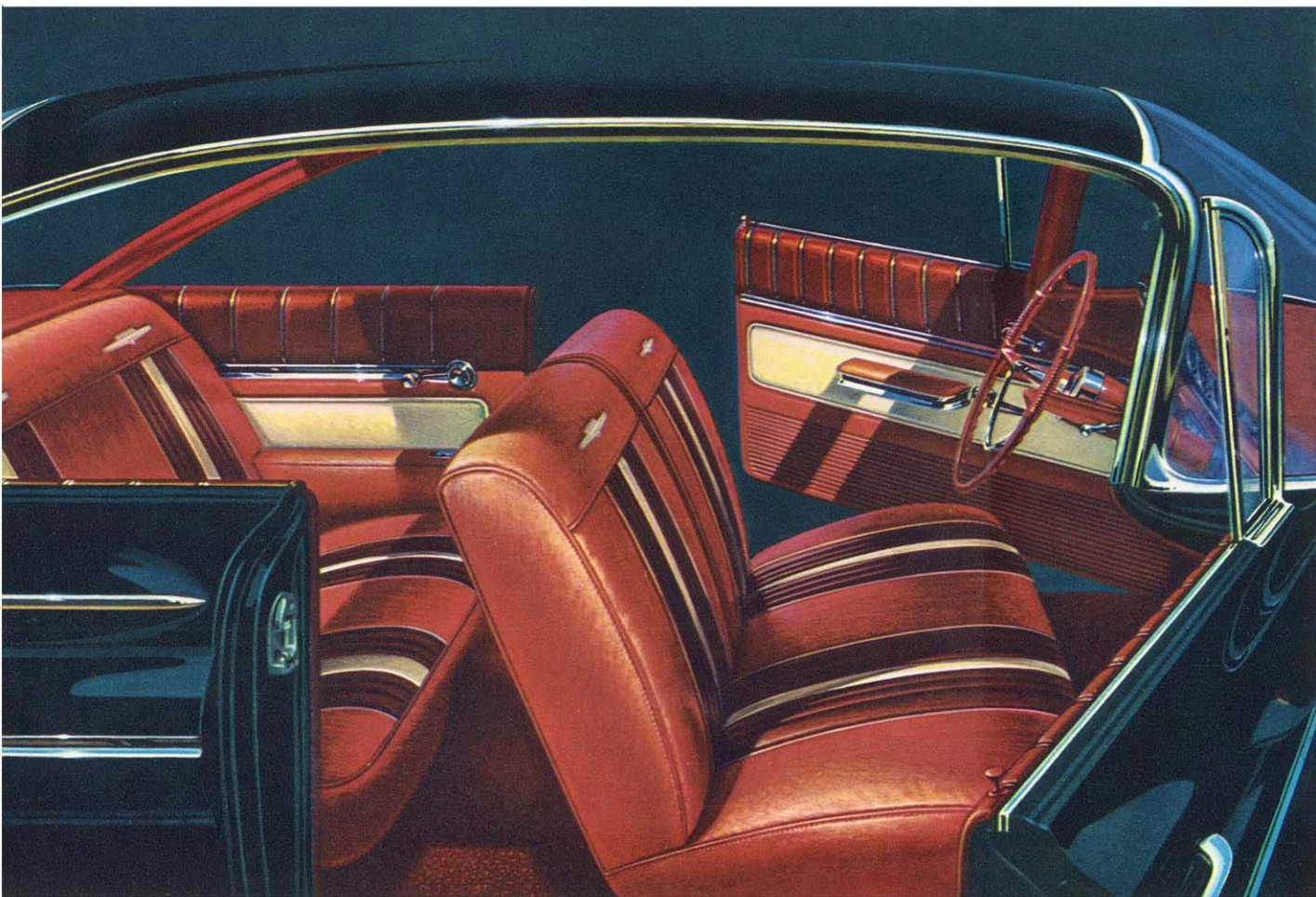
Star Chief interiors feature "Pomeroy" pattern double-weave nylon top cloth and Morrokide upholstery, and wall-to-wall "Tacoma" weave carpet. Four interior color combinations match or complement 15 "Magic-Mirror" body colors. Extensive use of bright metal trim adds further distinction to Star Chief Luxury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



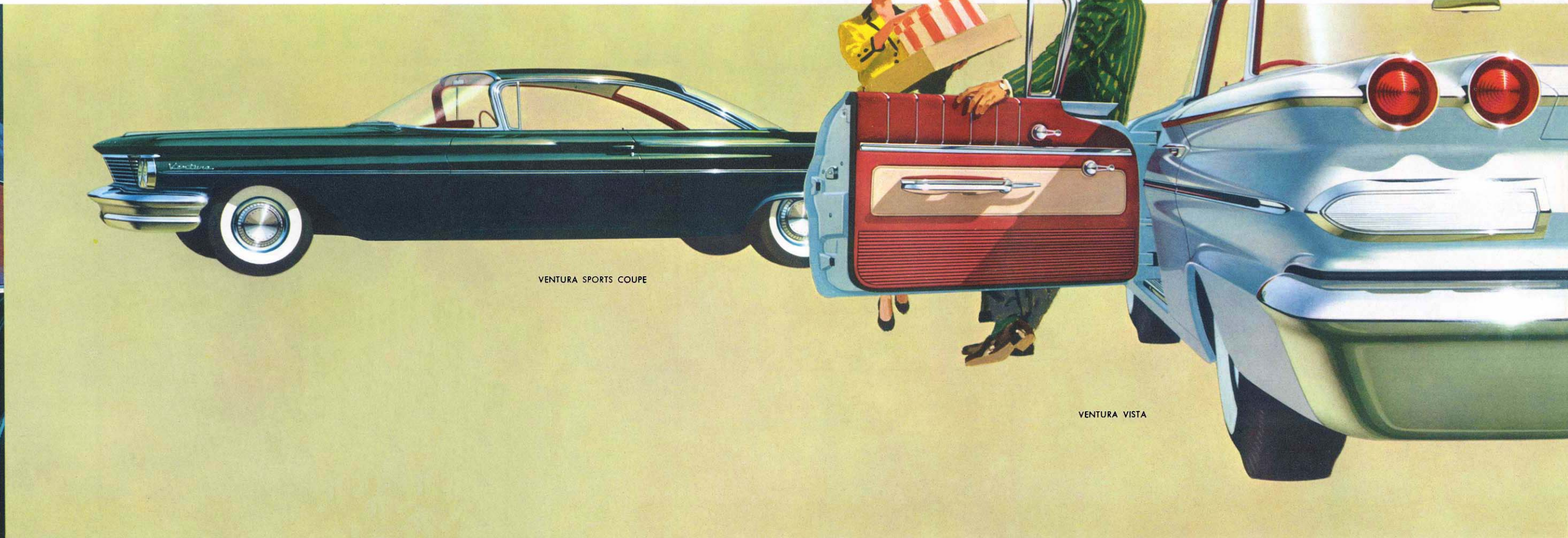
STAR CHIEF VISTA

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.



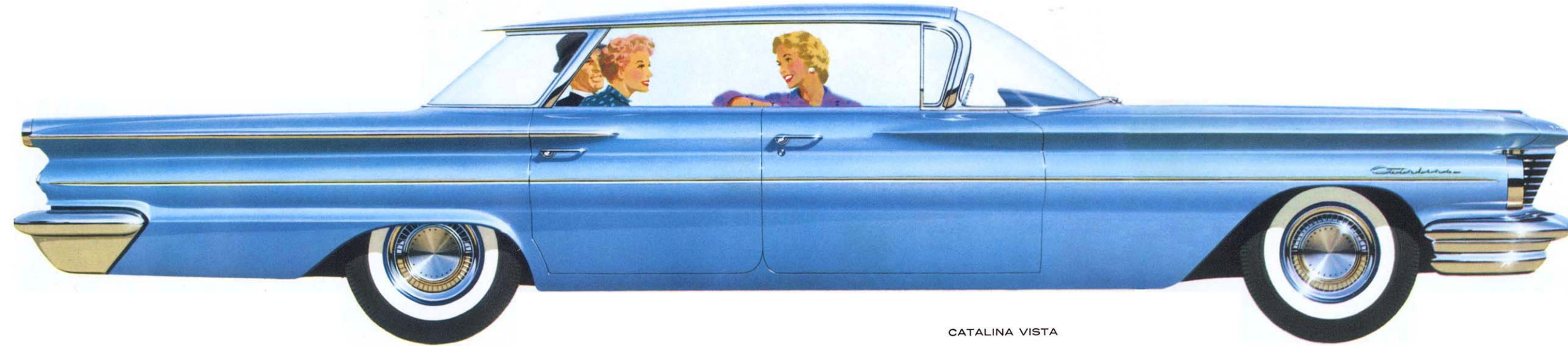
Ventura interiors are available in three Morrokide three-tone harmonizing combinations and deep-pile wall-to-wall carpeting.



VENTURA SPORTS COUPE

VENTURA VISTA

The Luxurious Catalina



CATALINA VISTA

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.

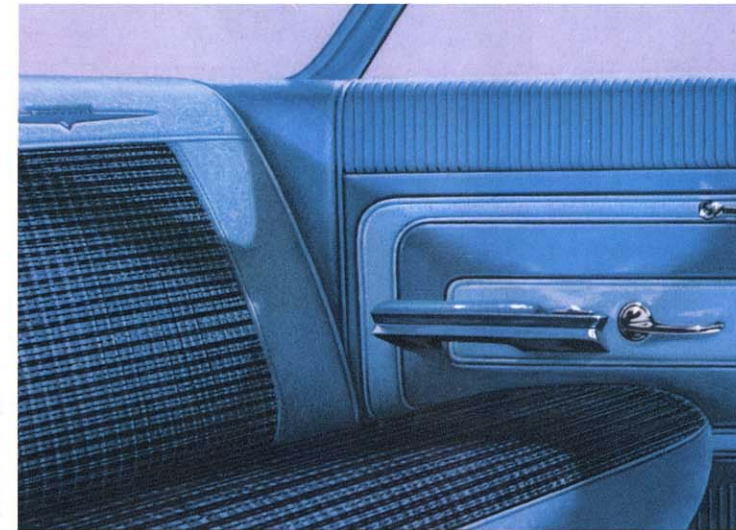
And how many cars in their lowest-priced series offer such a complete choice of body styles as the Pontiac Catalina? There are seven handsome models, each a 122" w.b. full size, fully equipped, handsomely appointed answer to your particular driving preference. Why settle for anything less?

**With Hydra-Matic Transmission*

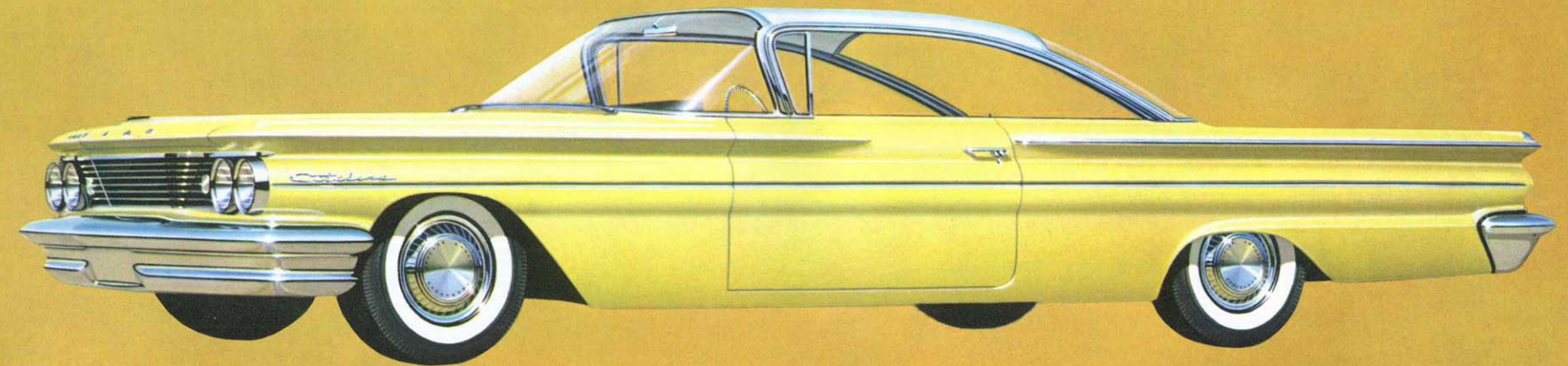


CATALINA CONVERTIBLE COUPE

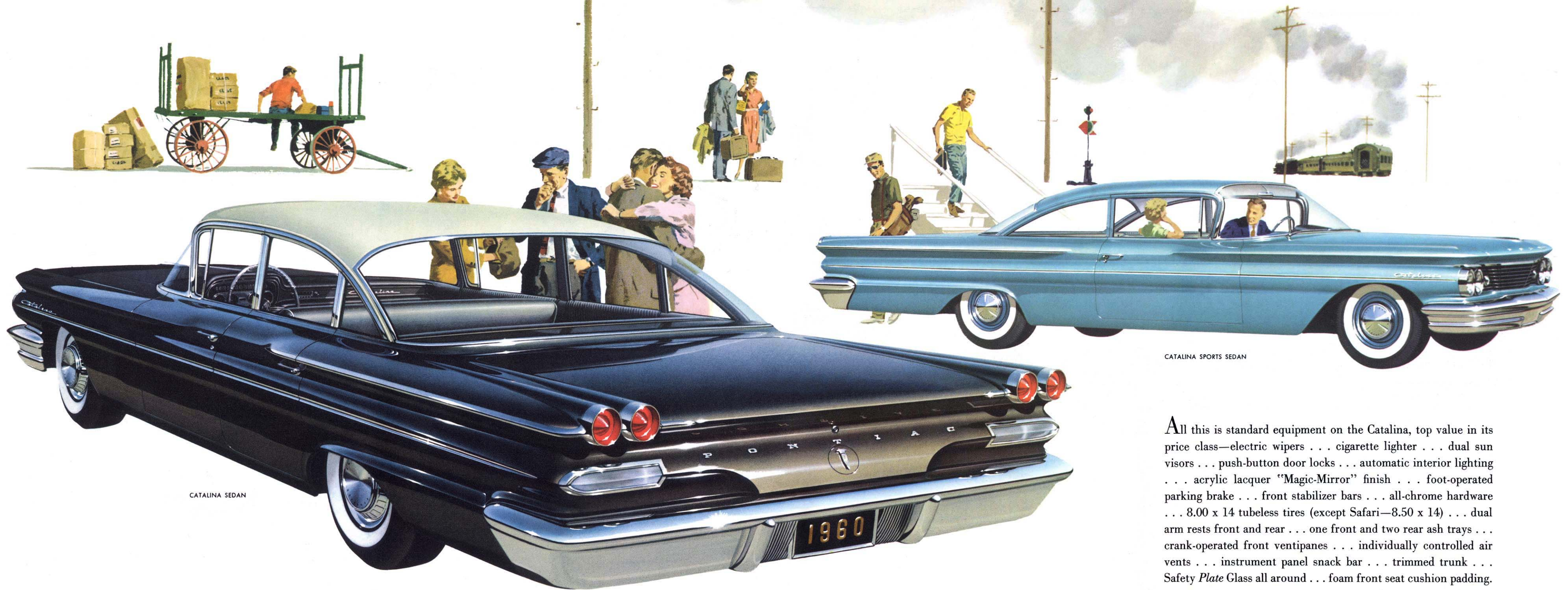
You'll go to the top of the price scale to find a convertible as rich as the Catalina. Choose from 15 body colors, five interiors of long-wearing, easy-to-care-for Morrokide—even six top colors.



Catalina 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.



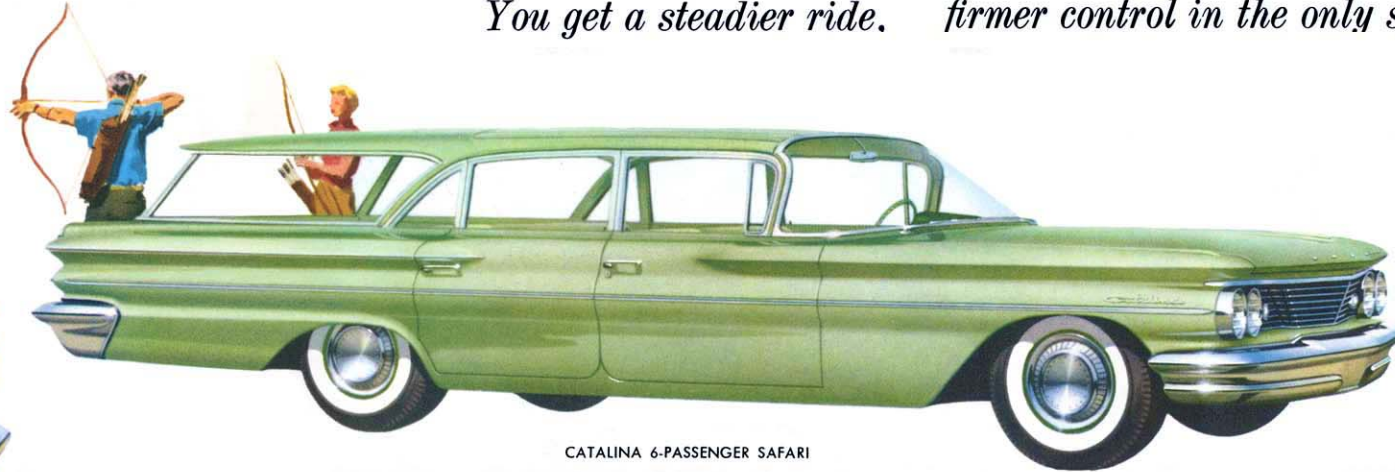
CATALINA 9-PASSENGER SAFARI

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.

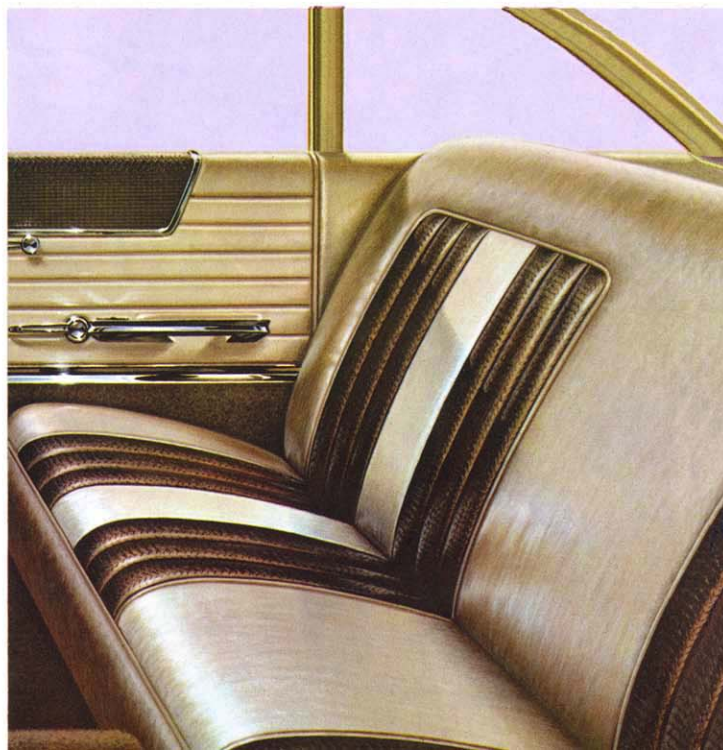
The Catalina series includes a two-seat wagon with crank-operated tail gate window (power control optional) and a three-seat model with power controlled rear window. In both models, all but the front seat fold flush with the floor.

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



CATALINA 6-PASSENGER SAFARI

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. Catalina Safaris offer five Morrokide two-tone interiors, vinyl surface rubber passenger floor covering and vinyl board load floor covering.



The Glamorous Safari

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.



BONNEVILLE CUSTOM SAFARI



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... America's Most Advanced Engineering



BONNEVILLE CONVERTIBLE COUPE



INSIDE THE 1960 PONTIAC

CHASSIS—FRAME: Tubular center X-type frame with box section front side bars. Reinforced body rocker panels.

WHEELS AND TIRES: 14 x 6K steel disc wheels with 8.00 x 14 four-ply low pressure tubeless tires. 8.50 x 14 standard on Safari Station Wagons and all cars equipped with air conditioning. 8.50 x 14 available on all models at extra cost.

FRONT SUSPENSION: Ball Joint independent front suspension, compound anti-dive control. Torsion-action front stabilizer bar.

REAR SUSPENSION: Pivoted control arm. Drive and torque taken through control arms.

STEERING: Recirculating ball bearing. Over-all ratio—Manual, 29:1, with optional Power, 22:1.

BRAKES: Air cooled, internal expanding hydraulic type. Drum diameter—front, 11", rear, 11". Total area, 191 sq. in. Power brakes optional at low extra cost.

TRANSMISSIONS AND DRIVE TRAIN: Hydra-Matic—Fully automatic 4-speed-forward transmission with controlled fluid coupling and planetary gears. Extra cost. Choice of two manual 3-speed transmissions. Heavy duty 11" clutch. Semi-floating hypoid rear axle. Safe-T-Track differential optional at low extra cost.

BODY—CONSTRUCTION: Fisher all-steel body with reinforced side rocker panels. Safety Plate Glass in every window. "Magic Mirror" acrylic lacquer on all models.

ELECTRICAL SYSTEM: 12 volt system, 53 amp battery with 8.6:1 compression engines, 61 amp battery with 10.25:1 or 10.75:1 engines.

ENGINE—GENERAL DESCRIPTION: Short stroke 90° V-8 design. Hydraulic valve lifters, bore and stroke 4 1/16" x 3 3/4", displacement 389 cu. in. Alloy cast iron block, 5 main bearings with 3" journals. New balanced-flow cooling system.

FUEL SYSTEM: Choice of 2-barrel, 4-barrel, or 3 2-barrel downdraft carburetion.

EXHAUST SYSTEM: Single reverse flow system standard on all models. Dual reverse flow system optional at extra cost.

TEMPEST 425—Power Ratings with Synchro-Mesh Transmission: Two-barrel carburetor—8.6:1 compression ratio—215 hp. @ 3600 rpm—390 ft. lbs. torque @ 2000 rpm, standard on Catalina, Ventura and Star Chief. 4-barrel carburetor—8.6:1 compression ratio—281 hp. @ 4400 rpm—407 ft. lbs. of torque @ 2800 rpm—standard on Bonneville, unavailable on other models. 3-2-barrel carburetors (Tri-Power) 10.75:1 compression ratio—318 hp. @ 4600 rpm—430 ft. lbs. of torque @ 3200 rpm, optional all models at extra cost.

TEMPEST 425—Power Ratings with Hydra-Matic Transmission: Two-barrel carburetor—10.25:1 compression ratio—283 hp @ 4400 rpm—413 ft. lbs. of torque @ 2800 rpm, standard on Catalina, Ventura and Star Chief. 4-barrel carburetor—10.25:1 compression ratio—303 hp @ 4600 rpm—425 ft. lbs. of torque @ 2800 rpm, standard on Bonneville, optional all other models at extra cost. 3-2-barrel carburetors (Tri-Power) 10.75:1 compression ratio—318 hp @ 4600 rpm—430 ft. lbs. of torque @ 3200 rpm, optional all models at extra cost.

Tempest 425E Economy Engine power ratings, available all models with Hydra-Matic only: Special 2-barrel carburetor—8.6:1 compression ratio—215 hp @ 3600 rpm—390 ft. lbs. of torque @ 2000 rpm.

REAR AXLE RATIO CHOICES—Tempest 425 w/Hydra-Matic—3.08:1 recommended for normal operation, 2.87:1 or 3.23:1 ratios also available.

Tempest 425 w/Synchro-Mesh—3.23:1 recommended for normal operation—3.08:1 or 3.42:1 ratios also available.

Tempest 425E—Economy Engine available with Hydra-Matic only—2.69:1 recommended for Catalina, Ventura and Star Chief, 2.87:1 recommended for Bonneville.

DIMENSIONS	4-Door Sedan	Sports Sedan	Sports Coupe	Vista	Con-vertible	Safari Station Wagons
Tread—Front and Rear	64"	64"	64"	64"	64"	64"
Wheelbase	Catalina and Ventura 122"	122"	122"	122"	122"	122"
	Star Chief and Bonneville 124"	124"	124"	124"	124"	122"
Height (Loaded)	56.6"	56.6"	54.2"	54.8"	54.4"	56.8"
Over-all Length	Catalina and Ventura 213.7"	213.7"	213.7"	213.7"	213.7"	213.7"
	Star Chief and Bonneville 220.7"	220.7"	220.7"	220.7"	220.7"	213.7"
Over-all Width	80"	80"	80"	80"	80"	80"

NOTICE: All options noted herein, including whitewall tires, special Catalina Custom Trim, radios and heaters, illustrated on some models, are extra-cost equipment unless otherwise specified. Reference to interior leather applies to prime surface area of seat cushions and backs except for decorative accents. Ask your dealer for all price information on any model or special equipment you desire.

Pontiac Motor Division of General Motors Corporation reserves the right to make changes at any time, without notice, in colors, materials, equipment, specifications, prices and models—and also to discontinue models. The right is also reserved to change any specifications, parts, or equipment at any time without incurring any obligation to equip same on cars built prior to date of such change.

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.

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.

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.

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.

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.

"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

How would you like your Pontiac built?

No other car offers more in optional equipment and accessories than Pontiac. You can order a Pontiac specifically tailored to your personal driving needs. It's fun to "custom build" your new Pontiac. Start here. (Consult your dealer or salesman for other items.)

MAJOR OPTIONS and ACCESSORIES

- | | |
|-----------------------------------------------------------------------------------|----------------------------------------------------------------------------|
| <input type="checkbox"/> HYDRA-MATIC DRIVE | <input type="checkbox"/> CIRC-L-AIRE HEATER AND DEFROSTER |
| <input type="checkbox"/> ECONOMY 425E | <input type="checkbox"/> POWER SEAT |
| <input type="checkbox"/> REGULAR-FUEL V-8 (no extra cost with Hydra-Matic trans.) | <input type="checkbox"/> POWER BRAKES |
| <input type="checkbox"/> CIRC-L-AIRE AIR CONDITIONING | <input type="checkbox"/> SPORTABLE TRANSISTOR RADIO |
| <input type="checkbox"/> MAGI-CRUISE | <input type="checkbox"/> POWER WINDOW LIFTS (front and rear or front only) |
| <input type="checkbox"/> SAFE-T-TRACK DIFFERENTIAL | <input type="checkbox"/> E-Z-EYE TINTED GLASS |

FACTORY-INSTALLED GROUPS

- BASIC GROUP**—Circ-L-Aire heater and defroster • Super De Luxe Radio • Back-up lamps • Heavy duty air cleaner • Full-flow oil filter • Custom latex foam front cushion
- DE LUXE BASIC GROUP**—Same as above except with new Separa-Phonic rear speaker and automatic signal-seeking type radio
- MIRROR GROUP**—Outside rear-view mirror • Inside non-glare tilt mirror • Visor vanity mirror
- SAFETY GROUP**—Windshield washer • Safeguard speedometer • Instrument panel cushion (exc. Bonneville)
- LAMP GROUP**—Glove compartment lamp • Luggage compartment lamp (except Safari—underhood lamp) • Courtesy lamps (except Catalina convertible and all Bonneville) • Lighter and ash tray lamps • Parking brake warning lamp
- DECOR GROUP**—(available on Catalina only) Custom steering wheel • De Luxe wheel discs • Custom trim mouldings and r. h. ash tray

POPULAR INDIVIDUAL ACCESSORIES

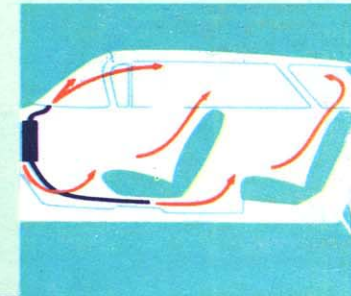
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|------------------------------------------------|----------------------------------------------------------------------------------|
| <input type="checkbox"/> DUAL EXHAUSTS | <input type="checkbox"/> SAFETY SEAT BELTS |
| <input type="checkbox"/> WHITEWALL TIRES | <input type="checkbox"/> ELECTRIC CLOCK—(Catalina only—Standard on other models) |
| <input type="checkbox"/> REMOTE CONTROL MIRROR | |
| <input type="checkbox"/> SPOT LIGHT | |



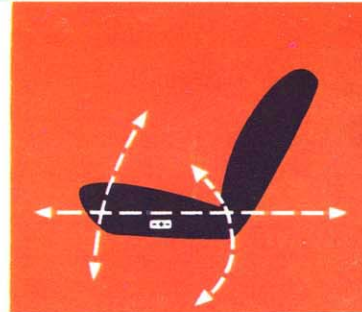
SPORTABLE TRANSISTOR RADIO: It's a full-powered transistor radio—battery-operated portable—all in one! In the car, the Sportable automatically connects with the electrical and speaker system. Lift it out and it's a pocket-size, aluminum-cased portable with full tone quality; operates instantly, requires no warm-up.

Power Window Lifts

Automatic control of all windows from a single control panel on the driver's front door . . . raise or lower from the main panel or from an individual control at each window.



SAFE-T-TRACK DIFFERENTIAL: Delivers power in direct ratio to the grip of each rear wheel . . . minimizes rear wheel spin. You can't get stuck if either wheel maintains traction.



POWER SEATS: Either Six-Way or Four-Way Adjustment at the touch of your finger—forward, backward, up and down. With the Six-Way, the added feature of forward and backward tilt. Instantly adjustable while driving to cut fatigue on long trips.

"Wonder-Touch" POWER BRAKES

Design provides light feel with positive control . . . even the most severe stops are smoother, surer and easier.

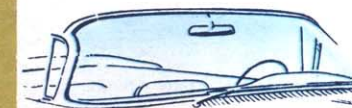
CIRC-L-AIRE HEATER AND DEFROSTER: Full-flow air movement through entire interior . . . duct-directed warm air on four-door models . . . push-button control for easy operation.

CIRC-L-AIRE CONDITIONING

Year 'round push-button climate control cools, dehumidifies and filters in one simplified unit . . . adjustable air outlets on instrument panel . . . precise, easy adjustment of temperature and air flow.

MAGI-CRUISE

Specifically intended for turnpike driving, this device retains throttle setting with foot removed from accelerator for more comfort.



E-Z-EYE GLASS: This fully tinted glass filters sun glare, keeps car cooler in summer and reduces headlight glare at night.