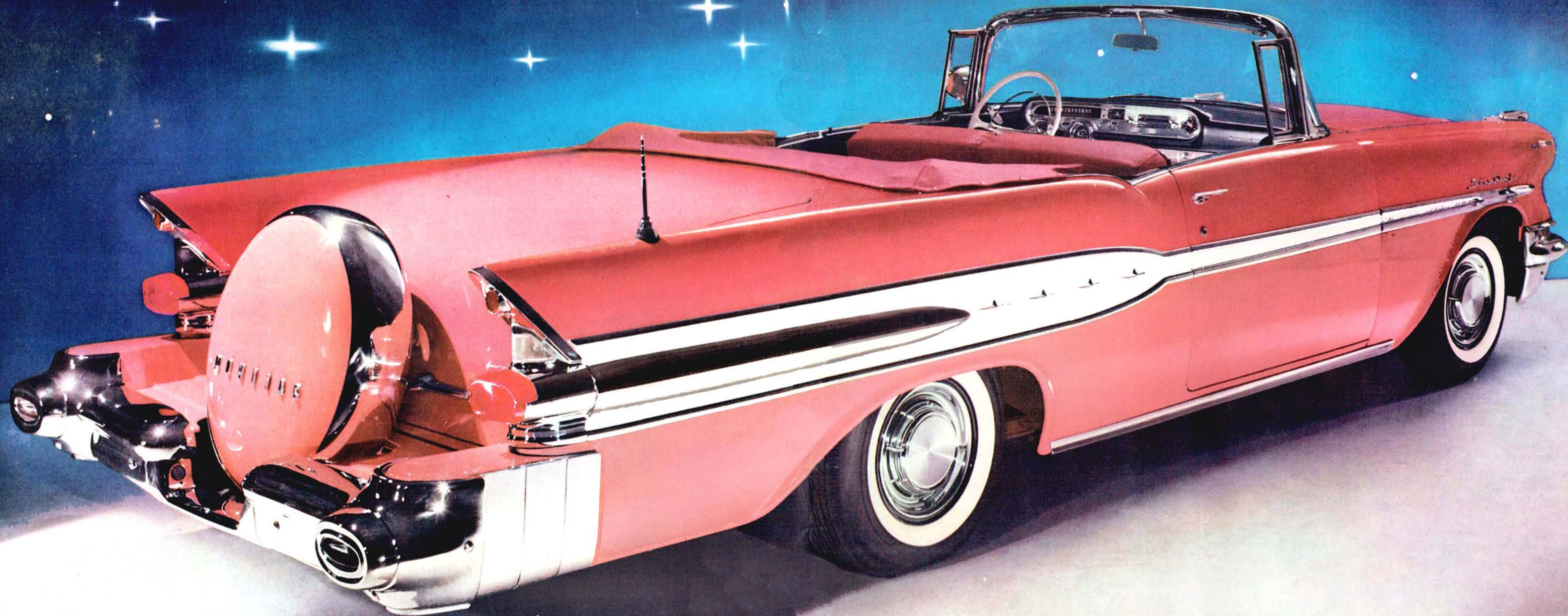




Pontiac for '57

STAR CHIEF . . . SUPER CHIEF . . . CHIEFTAIN



Star Chief Convertible in Carib Coral and Sheffield Gray.

America's Number ① Road Car....

Pontiac beat them all to the big-time changes—scooped the industry with a car and concept the rest will be following for years to come!

You can see the direction the trend will take in the taut, wind-tunnel lines of Pontiac's exclusive Star Flight body design—clean, uncluttered, functional, yet so distinctive no other car looks even remotely like it—yet.

But the most sweeping change of all is beneath that glistening sheath. This new Pontiac is filled with "firsts" for '57!

And it comes to you proved as no other car in history has been

proved—by a prototype pounding the road through a 100,000-mile marathon test run! It covered everything from country lanes to superhighways, bitter cold and blistering heat.

Through it all Pontiac engineers redesigned, refined and perfected.

They perfected the mighty new Strato-Streak engine—made it even more powerful, more efficient than its record-breaking predecessor that set the official 1956 stock car mark for speed and endurance and led all "eights" in miles per gallon!

They perfected Pontiac's new Strato-Flight Hydra-Matic Drive

—now more than ever the smoothest automatic transmission going!

They perfected Pontiac's new suspension system and controls to give you a vibrationless, Level-Line ride on any road and a new kind of handling ease unbelievable in a car so big!

No wonder this '57 Pontiac was called "America's Number One Road Car"—even before it was announced!

You can see how it earned clear title to that claim any time you're ready . . . just drive it! Sample in a *single mile* all that's been proved by 100,000 miles of testing!



Details of the stylish, comfortable arm rest in the Star Chief custom interiors.

Star emblem which appears on the front and rear seats of all Star Chief custom interiors.



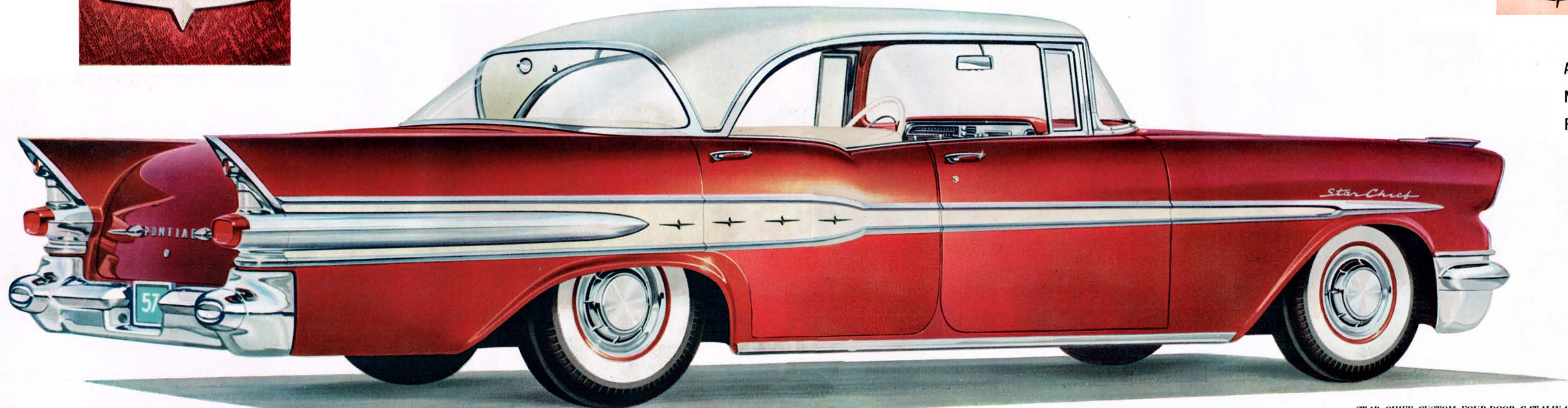
Star Chief Four-Door Catalina "off the shoulder" interior with Kenya Ivory leather and Cordova Red nylon-faced fabric upholstery. Also available in all leather.

The Newest of all the New Cars . . .

Pontiac wrapped up the best of everything in the incomparable Star Chief series.

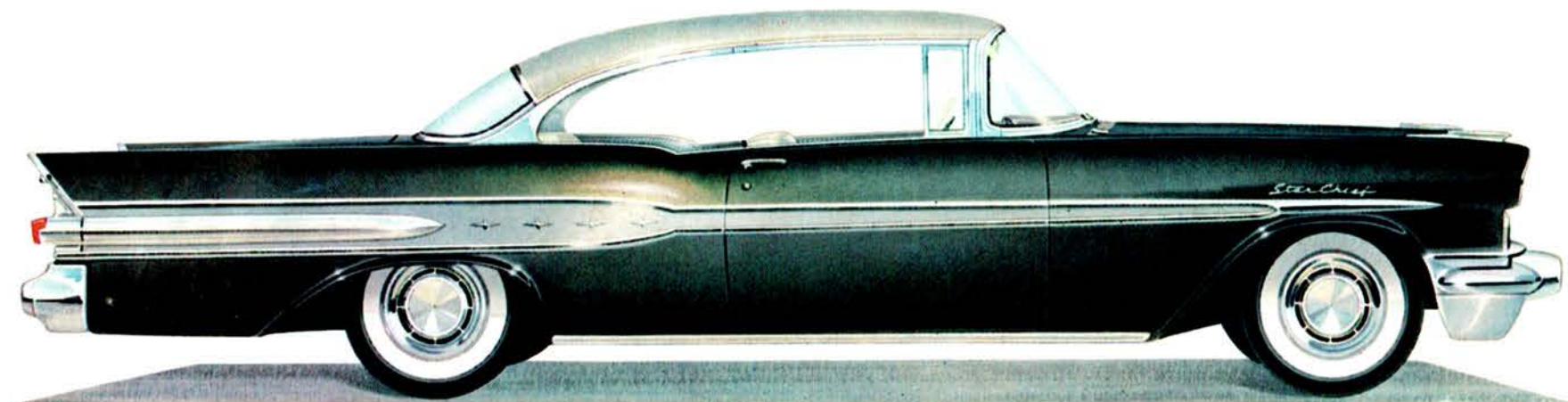
Here is a new kind of elegance exclusive to Pontiac's regal line—outside, a matchless blend of color, chrome and sculptured steel—inside, spacious, gracious custom comfort—the year's smartest fashion translated in the finest leather, fabrics and fittings.

And here is the master product of Pontiac's *engineering* skill. Every facet and feature has been polished to watch-work precision to give you the brilliant response, cloud-soft ride and infinite handling ease of the greatest road car America has ever seen. This is the Star Chief—Pontiac at its loveliest, liveliest best!



AMERICA'S
NUMBER 1
ROAD CAR

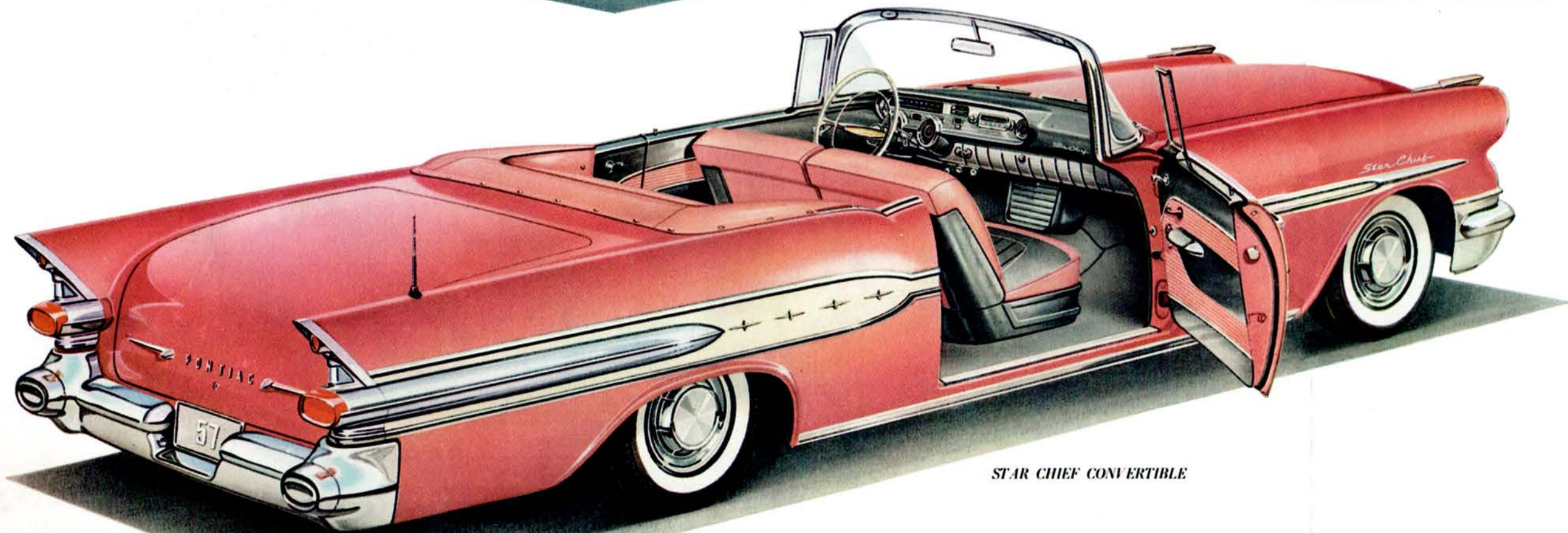
STAR CHIEF CUSTOM FOUR-DOOR CATALINA



STAR CHIEF CUSTOM TWO-DOOR CATALINA



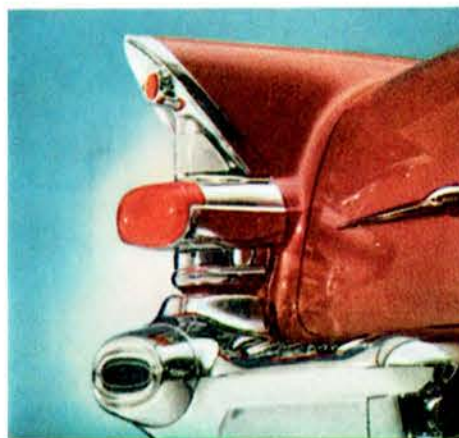
STAR CHIEF DE LUXE FOUR-DOOR SEDAN



STAR CHIEF CONVERTIBLE



Star Chief's new Star Flight designed rear fender, tailpipe and bumper.



Discover how exciting driving can be!

Take your choice of five gorgeous Star Chief models—Convertible, Four-Door Custom Sedan, Four-Door De Luxe Sedan, Two-Door Catalina or Four-Door Catalina . . . all with the record-breaking 270-horsepower* Strato-Streak V-8 engine mounted on Pontiac's long, low 124-inch wheelbase. You have sixty-eight exterior color combinations to choose from in the De Luxe Four-Door Sedan and Convertible—nineteen in the other models—including solids and two tones. The Convertible is shown in Carib Coral and Sheffield Gray, the Four-Door Custom Sedan in Fontaine Blue and Kenya Ivory, the Four-Door De Luxe Sedan in solid Lucerne Blue, the Two-Door Catalina in Silver Beige and Charcoal Gray and the Four-Door Catalina (preceding page) in Cordova Red and Kenya Ivory.

*With Strato-Flight Hydra-Matic, an extra-cost option.

Star Chief Custom exteriors are finished in Acrylic Lacquer. Another Pontiac "first", this revolutionary new finish gets harder, brighter with age—is virtually impervious to weathering.



STAR CHIEF CUSTOM FOUR-DOOR SEDAN

THE
Star Chief
 SERIES
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AMERICA'S
 NUMBER 1
 ROAD CAR



Limefire
and Seacrest Green

Fontaine Blue
and Kenya Ivory

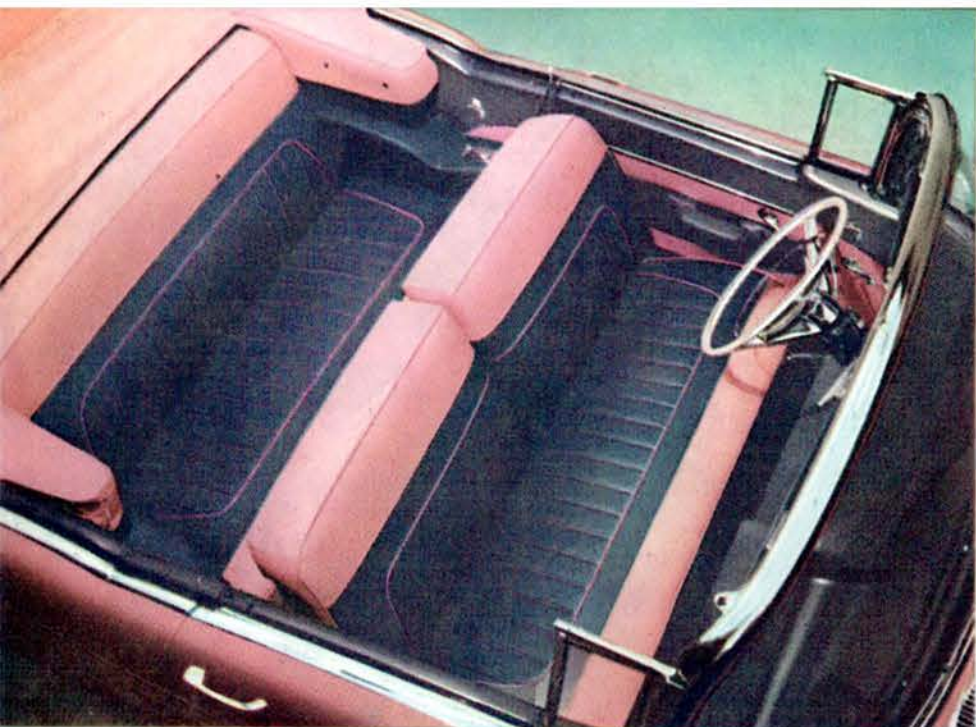
Cordova Red
and Kenya Ivory

Three of the four Starlite color choices available in the Star Chief Catalinas and Custom Sedan are shown above. The fourth—Silver Beige and Kenya Ivory—is shown in the large illustration on the opposite page.

Surround yourself with the latest in luxury...

in the matchless customized interiors of the incomparable Star Chief series. *The Custom Catalinas and Custom Sedan* feature the glamorous "off the shoulder" look—the year's smartest fashion news (shown above and on the next page). Seat upholstery is available in all leather or leather and fabric in the Catalinas—combination leather and fabric only in the Custom Sedan. You have a choice of four beautiful Starlite color combinations in both models. Luxurious door-to-door carpeting covers all floors.

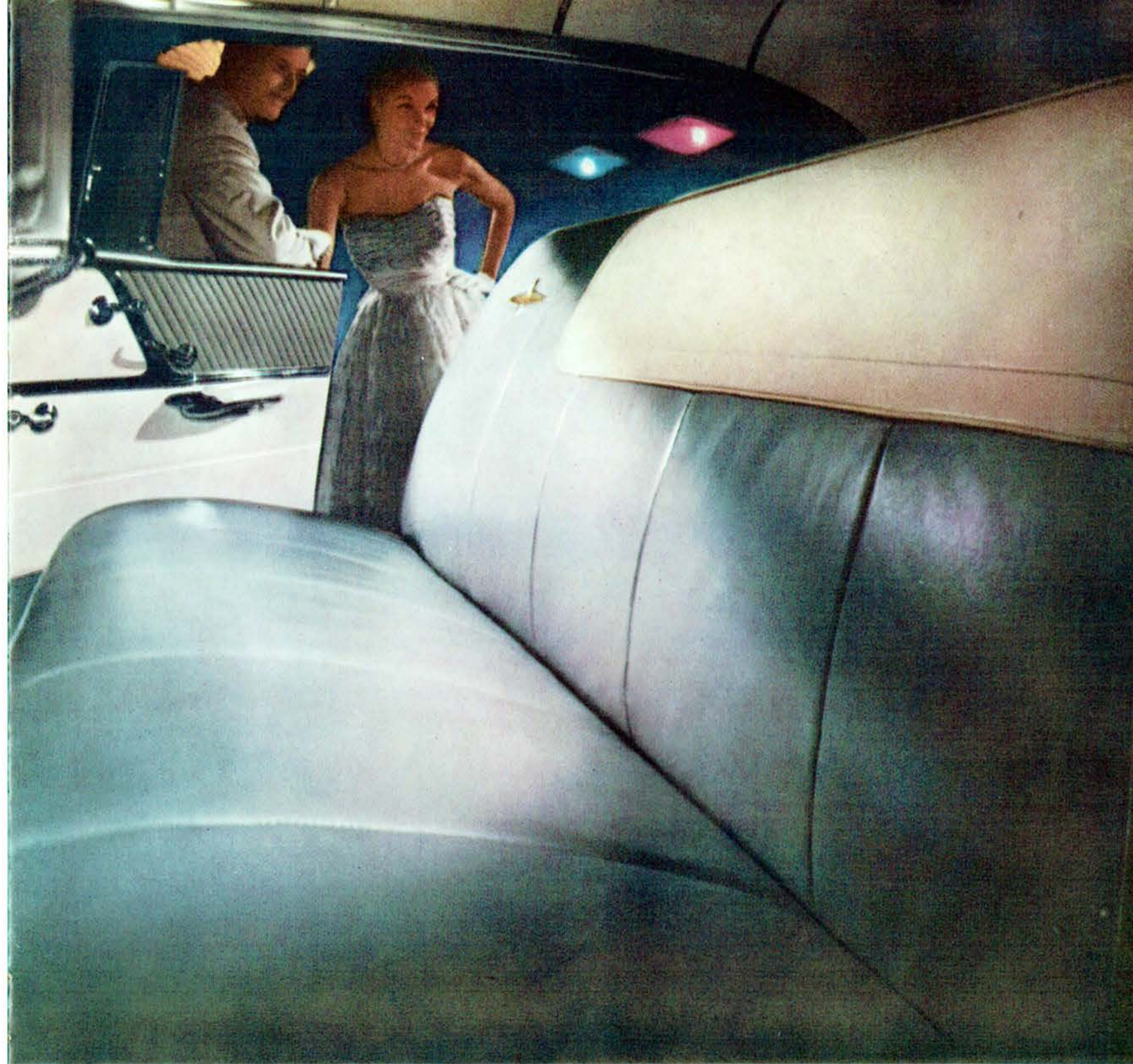
The smartly styled safety-scoop steering wheel and distinctively designed instrument panel—shown with the new speed-line speedometer—add the final perfect touch to each ultra-smart Star Chief interior.



STAR CHIEF CONVERTIBLE INTERIOR with seats upholstered in coral and gray Morrokide. Also available in two-tone gray, blue, green—or combination red and gray Morrokide.



STAR CHIEF FOUR-DOOR DE LUXE SEDAN INTERIOR in blue nylon-faced fabric and smooth, sleek blue Morrokide. Also available in two-tone gray or blue in the same materials.



THE
Star Chief
SERIES



AMERICA'S
NUMBER 1
ROAD CAR



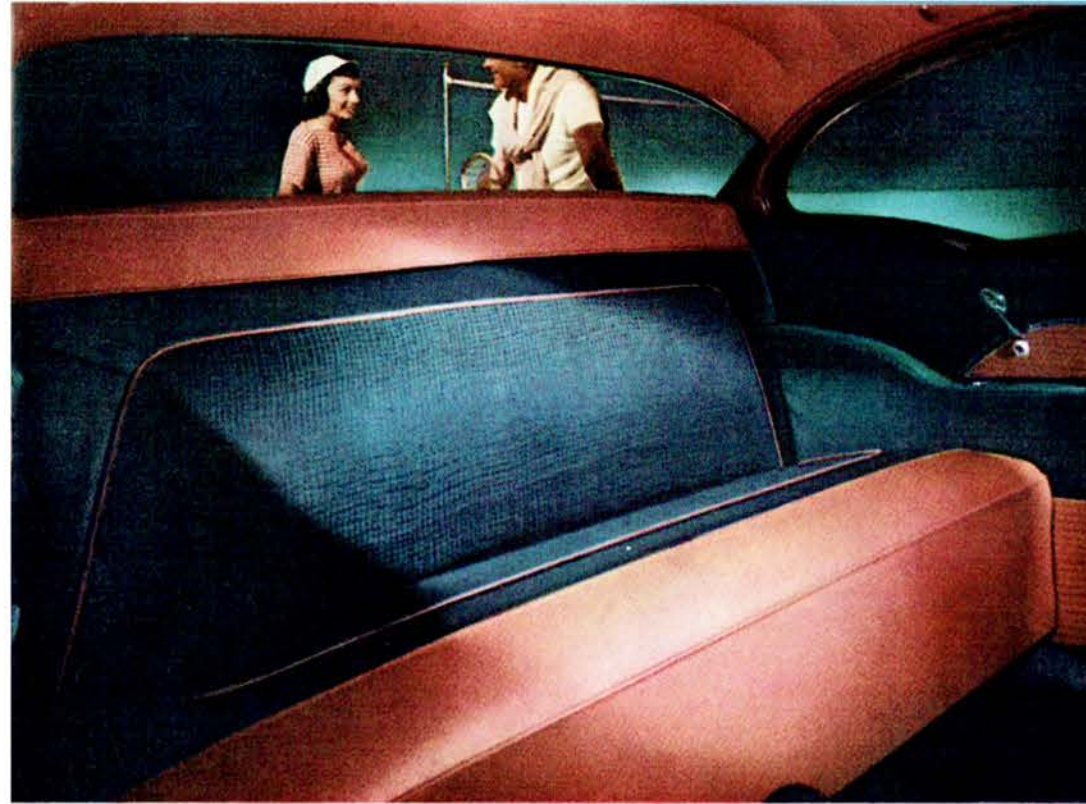
Take command of the year's top-performance car!



Meet the triumphantly *new* Pontiac Super Chief—wide-stanced, big and brawny—powered to treat you to the most alert performance the road has known!

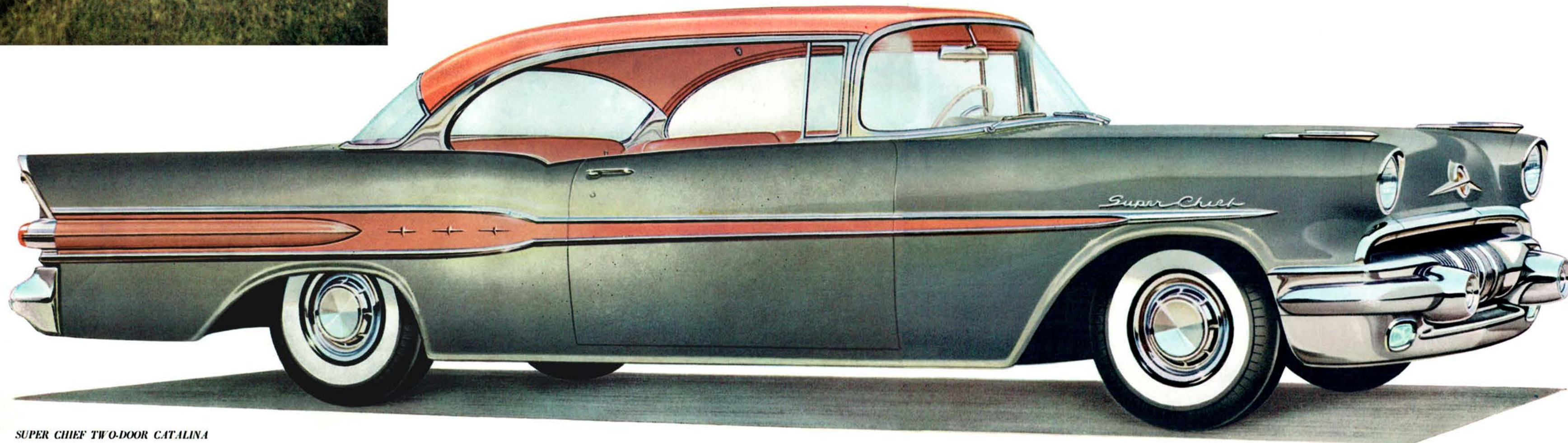
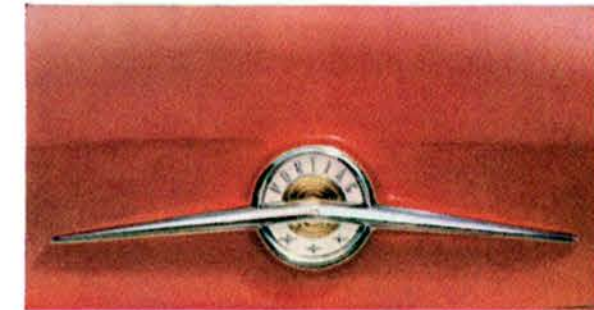
This bold and brilliant beauty boasts Pontiac's *biggest* Strato-Streak V-8, the huskiest engine that Pontiac ever put under a hood. In its hair-trigger response and ready reserve, you'll discover the Super Chief's special talent for taking *everything* in its sweeping stride—high hills, tight turns, turnpike straightaways, torn-up back trails, stuttering traffic!

All this rugged agility, decked out in the high-fashion style of Star Flight contours and smart new colors, makes this Super Chief a car that any person of ease and action will feel *wonderful* about!



SUPER CHIEF TWO-DOOR CATALINA INTERIOR with seats covered in handsome gray nylon-faced fabric and coral Morrokide. Other color choices: two-tone gray, blue or green in the same materials.

Sleekly styled Pontiac hood emblem appearing on the front of all models this year.



SUPER CHIEF TWO-DOOR CATALINA



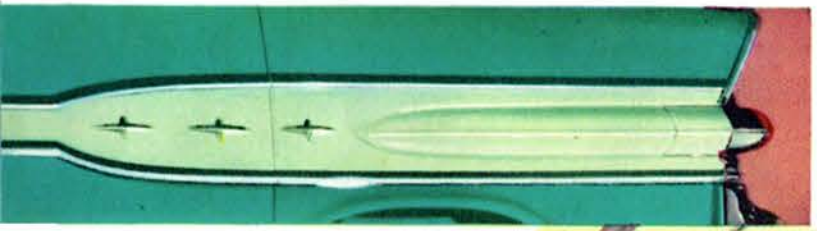
AMERICA'S
NUMBER 1
ROAD CAR

Completely new from power to personality. . . .

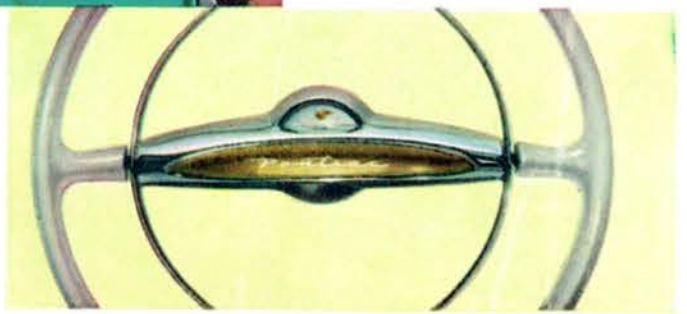


SUPER CHIEF FOUR-DOOR SEDAN

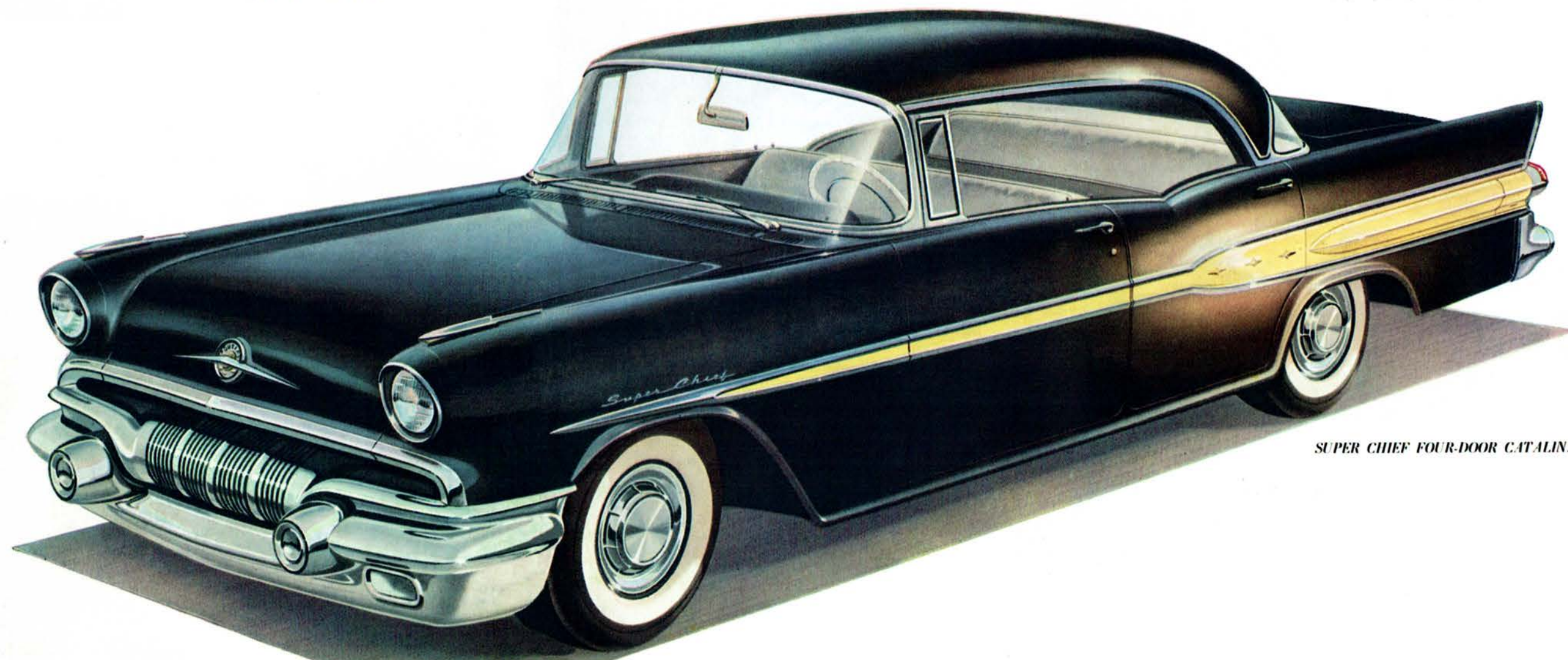
the Super Chief brings you the all-new world's record 270-horsepower* Strato-Streak V-8 engine . . . exclusive Star Flight body design . . . and easy-riding 122-inch wheelbase. Make your selection from three dashing Super Chief models—the Four-Door Sedan shown in Nassau Green and Braeburn Green, the Four-Door Catalina shown in Raven Black with Starlight Yellow accent or the Two-Door Catalina (preceding page) shown in Carib Coral and Chateau Gray. Sixty-five additional solid and two-tone color combinations are available.
*With Strato-Flight Hydra-Matic, an extra-cost option.



The flared rear section of Pontiac's glamorous Star Flight styled side trim.



Newly designed and engineered de luxe safety-scoop steering wheel with checkered gold plastic emblem. Standard equipment on all Star Chief and Super Chief models.



SUPER CHIEF FOUR-DOOR CATALINA

THE
Super Chief
SERIES
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AMERICA'S
NUMBER 1
ROAD CAR



Two-tone blue interior with Morrokide and nylon-faced fabric upholstery. Available in all models except the Safari.



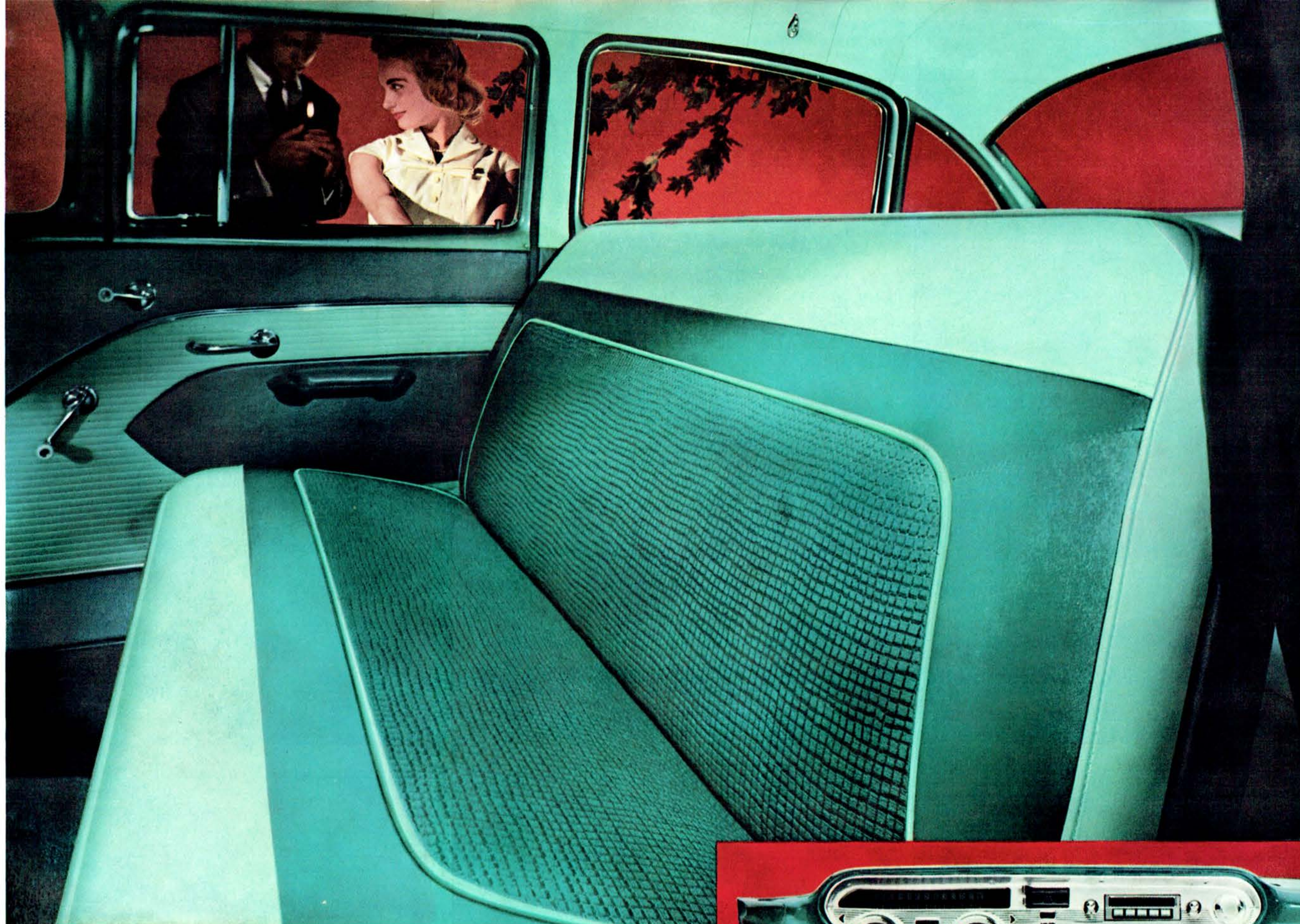
Gray and coral Morrokide and gray nylon-faced fabric seat covering. Available in the Catalinas only.



Two-tone gray interior with Morrokide and nylon-faced fabric upholstery. Available in all models except the Safari.

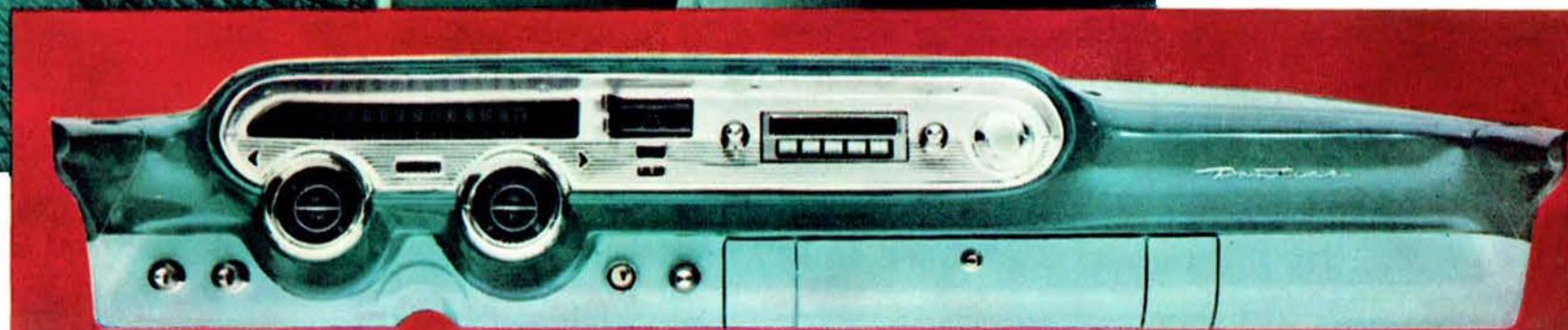
*Beautiful seats for
the year's finest performance . . .*

covered in smooth durable Morrokide and sleek nylon-faced fabrics. All two-tone interiors are color-keyed to harmonize perfectly with the exteriors. Comfortable carpeting adds drawing-room luxury and beauty to the floors. Illustrated are the beautiful Starlite interior color combinations available in all Catalina models and the Four-Door Sedan.

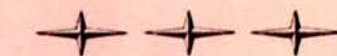


Two-tone green interior with Morrokide and nylon-faced fabric seat upholstery. Available in all models except the Safari.

Stylish and functional Super Chief instrument panel with easy-to-reach controls and new easy-to-see instrument locations.



THE
Super Chief
SERIES



AMERICA'S
NUMBER 1
ROAD CAR



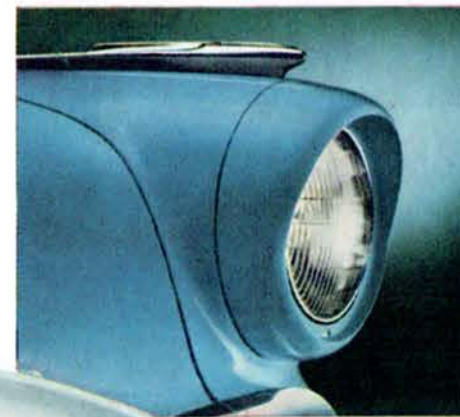
CHIEFTAIN TWO-DOOR CATALINA INTERIOR in a smart gray tweed pattern of nylon-faced fabric and light gray vinyl-coated fabric—standard in all Chieftain models except Safaris.

The big-car package for as little as the little ones . . .

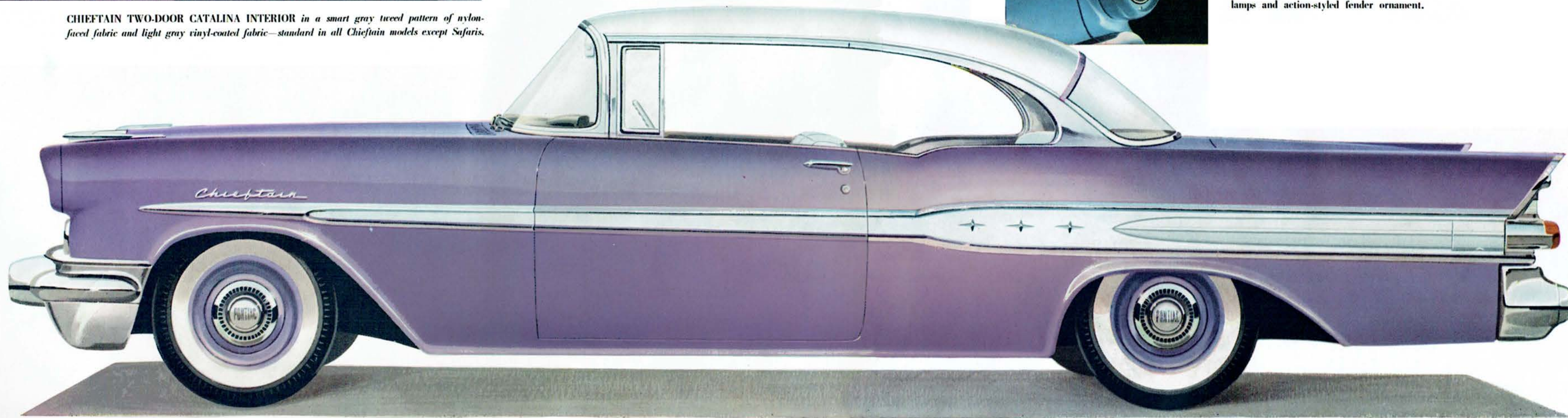
Bar none, this burly beauty is the most popular Pontiac in history! It's the spirited Chieftain—and it's greater still, in size and power, this year than ever before!

The '57 Chieftain's still more potent, bigger-stroke Strato-Streak V-8 is heir to the crowns in gas economy *and* stamina won by last year's Pontiac power plants. Its extra-long wheelbase and Level-Line ride smother the bumps in the roughest roads. And the high-fashion glamour of its Star Flight lines and Starlite interiors is smartly in step with its feel of command.

Most surprising: All its glamour, size, and road-car stardom are yours for less than many models of the light weight *little ones!*



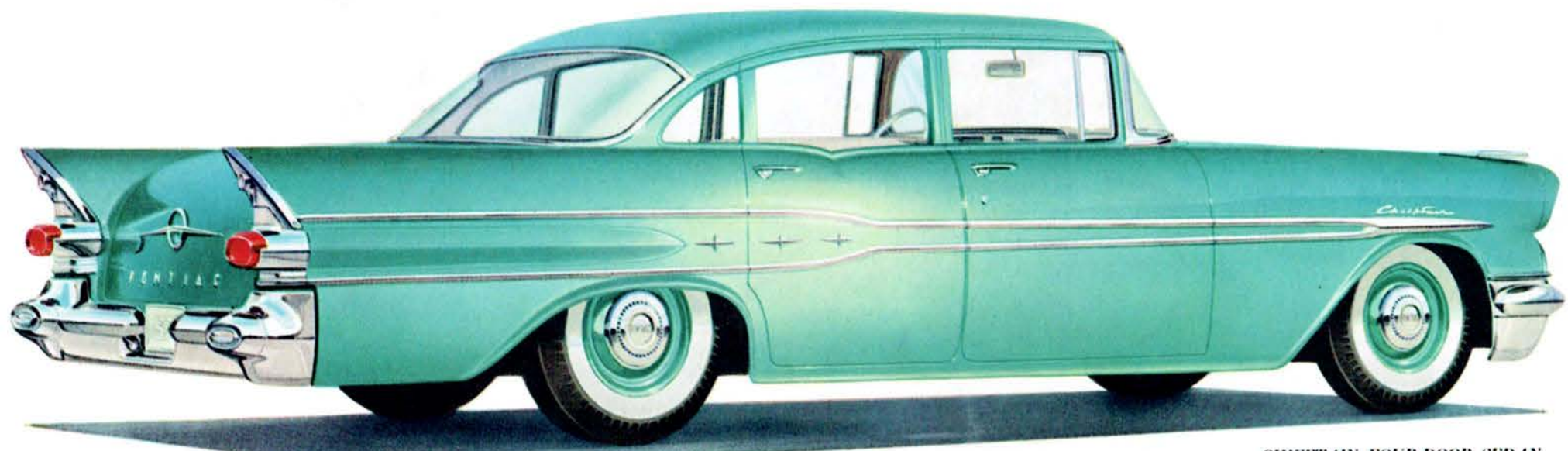
A better look at Pontiac's new hooded headlamps and action-styled fender ornament.



CHIEFTAIN TWO-DOOR CATALINA

THE
Chieftain
SERIES
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AMERICA'S
NUMBER 1
ROAD CAR



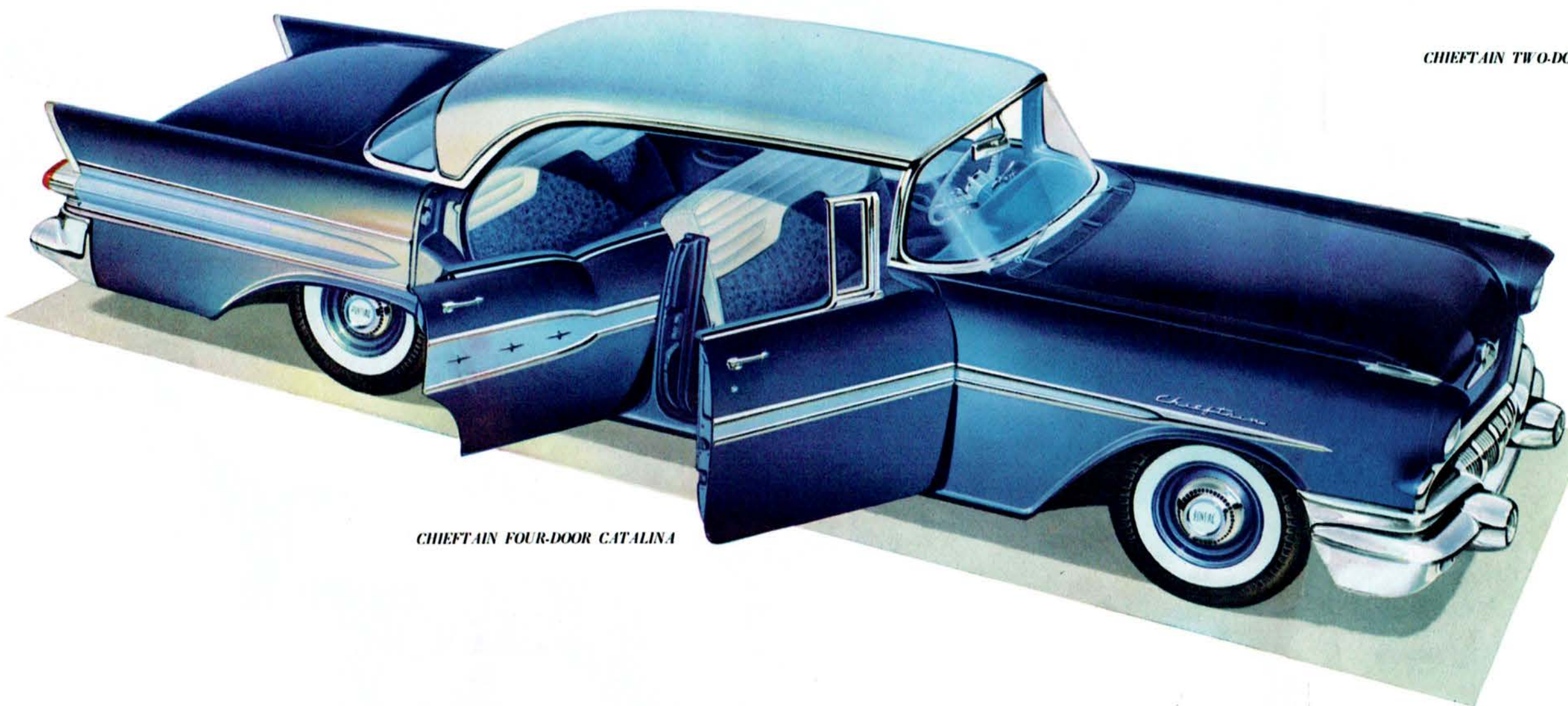
CHIEFTAIN FOUR-DOOR SEDAN



Think Big . . . you can afford to!

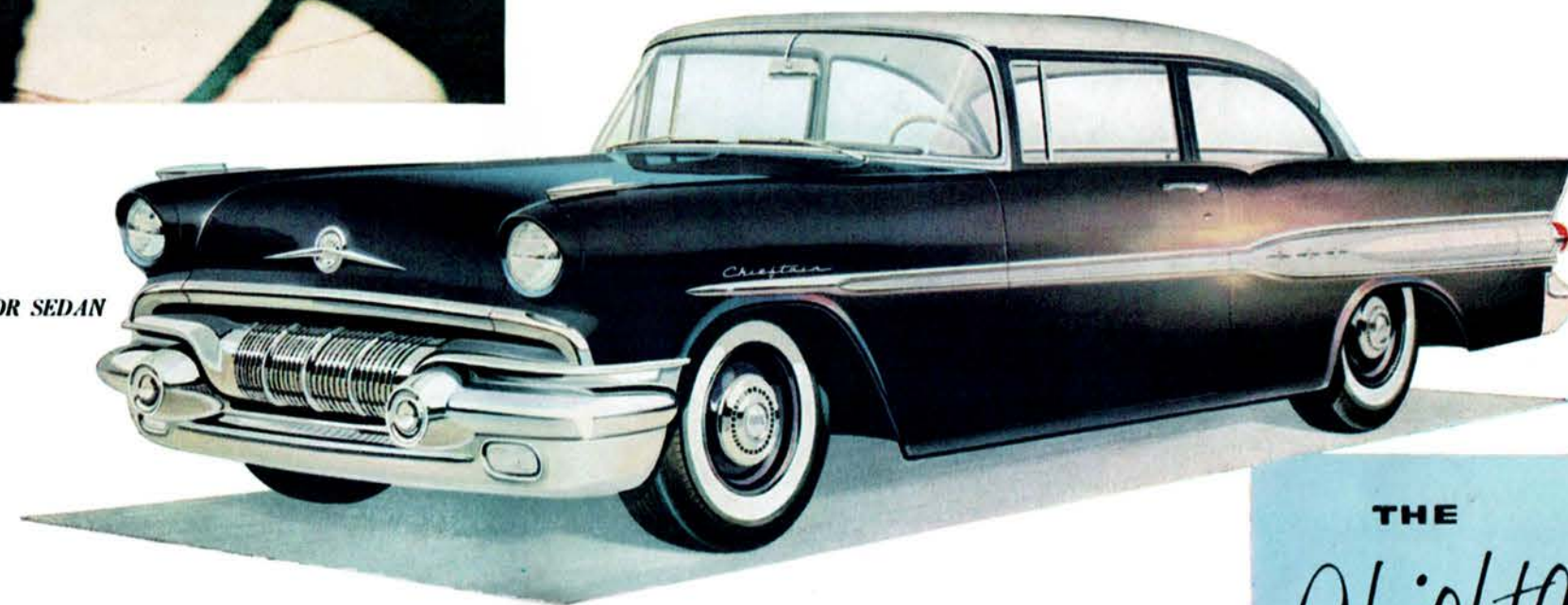
Take your pick of four big, bold beauties powered by the all-new 252-horsepower* Strato-Streak V-8 and with an easy-riding 122-inch wheelbase . . . the Chieftain Two-Door Sedan shown below in Raven Black and Sheffield Gray, the Four-Door Catalina shown in Lucerne Blue and Chevron Blue, the Four-Door Sedan shown in solid Sapphire Blue or the Two-Door Catalina shown on the preceding page in Sage Blue and Sheffield Gray. Your choice may be one of the colors shown on any of these four models. If not, you have sixty-four additional two-tone or solid color combinations to choose from.

*With Strato-Flight Hydra-Matic, an extra-cost option.



CHIEFTAIN FOUR-DOOR CATALINA

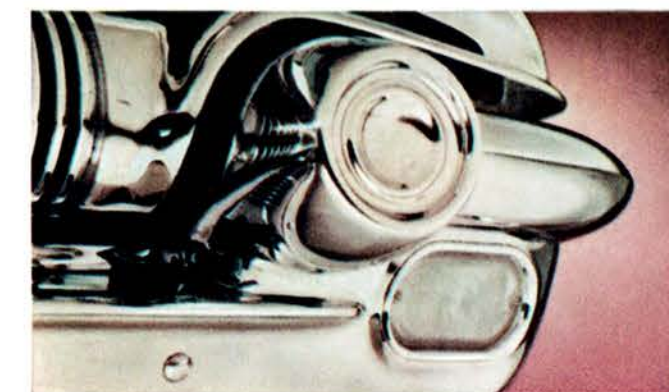
CHIEFTAIN TWO-DOOR SEDAN



THE
Chieftain
SERIES



Pontiac's new stylish, recessed parking lights located in the lower right and left ends of the front bumper.



AMERICA'S
NUMBER 1
ROAD CAR



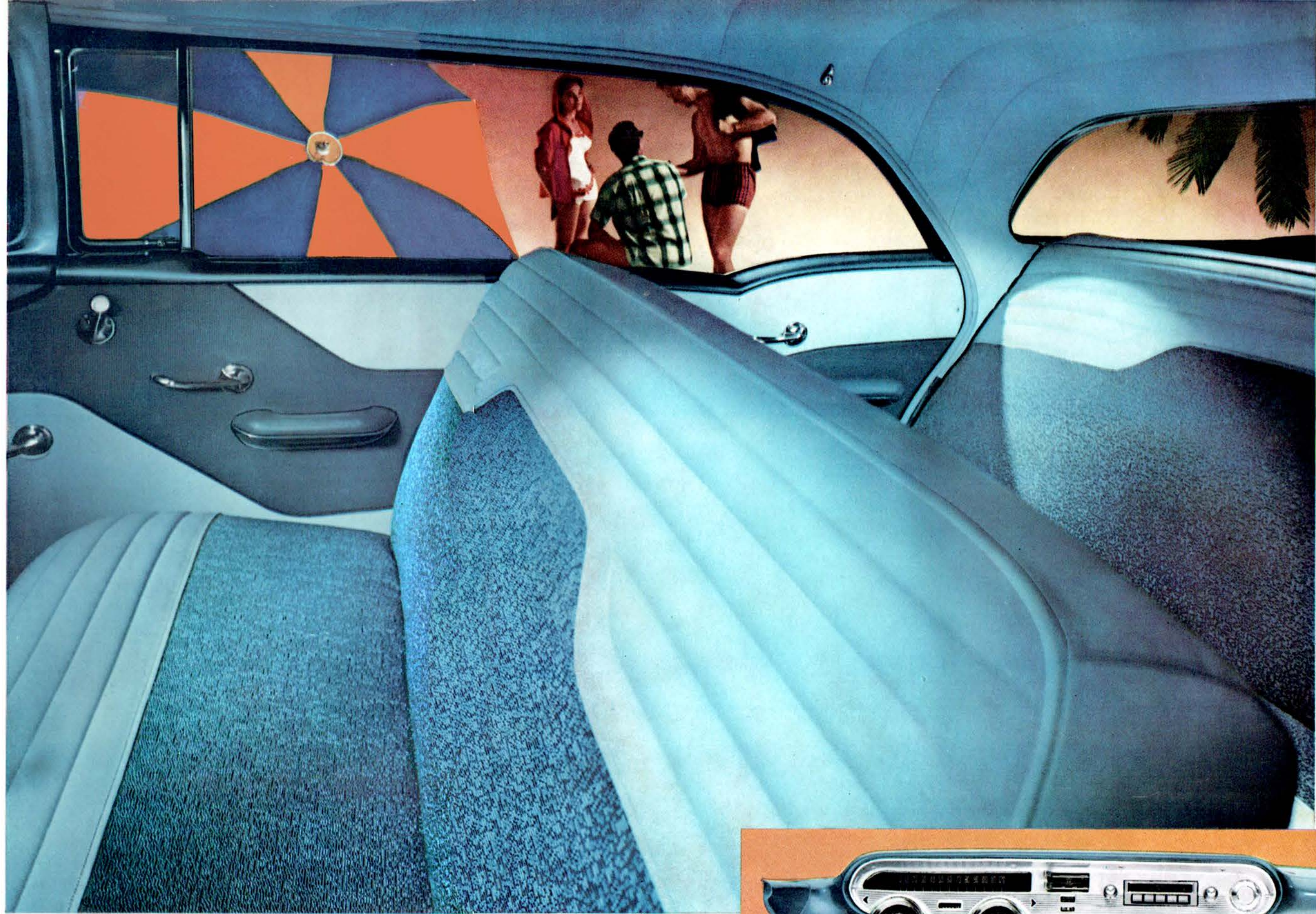
Optional green tweed pattern interior trim of nylon-faced fabric and Morrokide. Available on all models except Safaris.

Optional gray tweed pattern interior trim of nylon-faced fabric and Morrokide. Available on all models except Safaris.



Try these glamorous interiors for sighs . . .

finished in soft, durable vinyl-coated and smooth-textured nylon-faced fabrics. Gleaming chrome appointments and the clean, smart lines of the safety-scoop steering wheel and instrument panel with new easy-to-see instrument locations highlight the de luxe design of these interiors. One standard and three optional Starlite color selections in all models (except Safaris) let you pick the exact two-tone combination to harmonize beautifully with your exterior color choice.



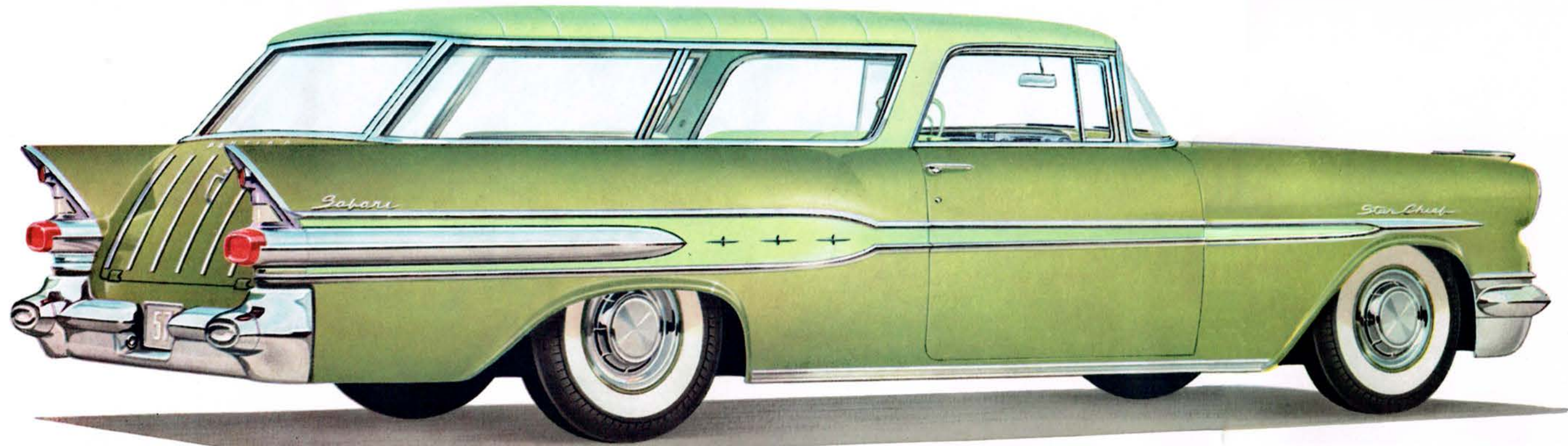
Optional blue tweed pattern interior trim of nylon-faced fabric and Morrokide. Available on all models except Safaris. Seen here in the Chieftain Four-Door Catalina.

Smart new Chieftain instrument panel—designed and styled to harmonize perfectly with the Chieftain's fashionable interiors.



THE
Chieftain
SERIES
✦ ✦ ✦

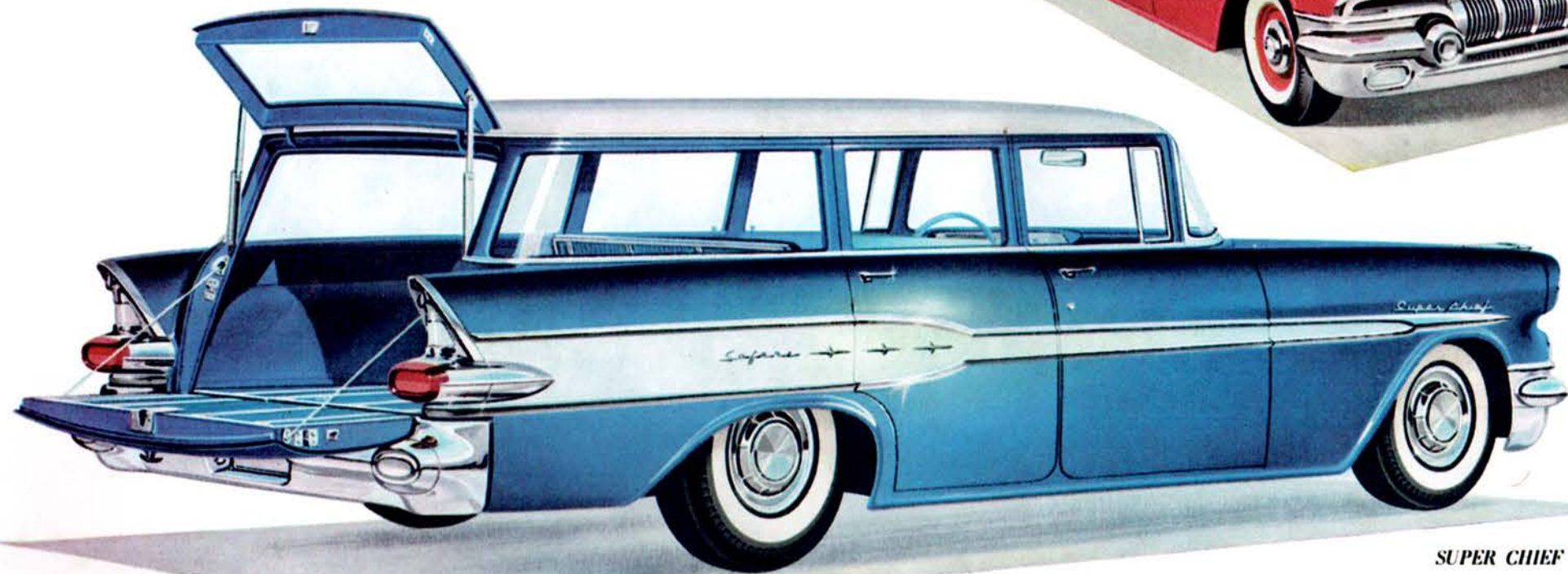
AMERICA'S
NUMBER 1
ROAD CAR



STAR CHIEF CUSTOM SAFARI



TWO-DOOR CHIEFTAIN SAFARI



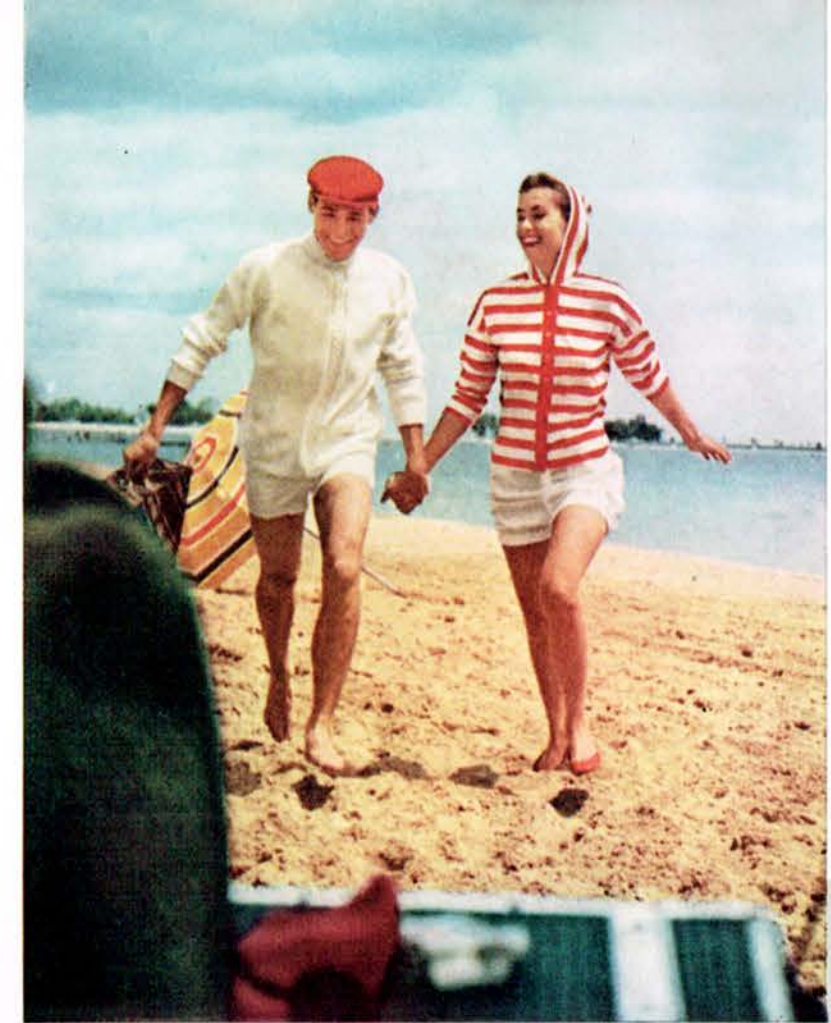
SUPER CHIEF SAFARI



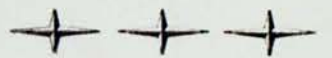
FOUR-DOOR CHIEFTAIN SAFARI

*Load up and light out
for adventure . . .*

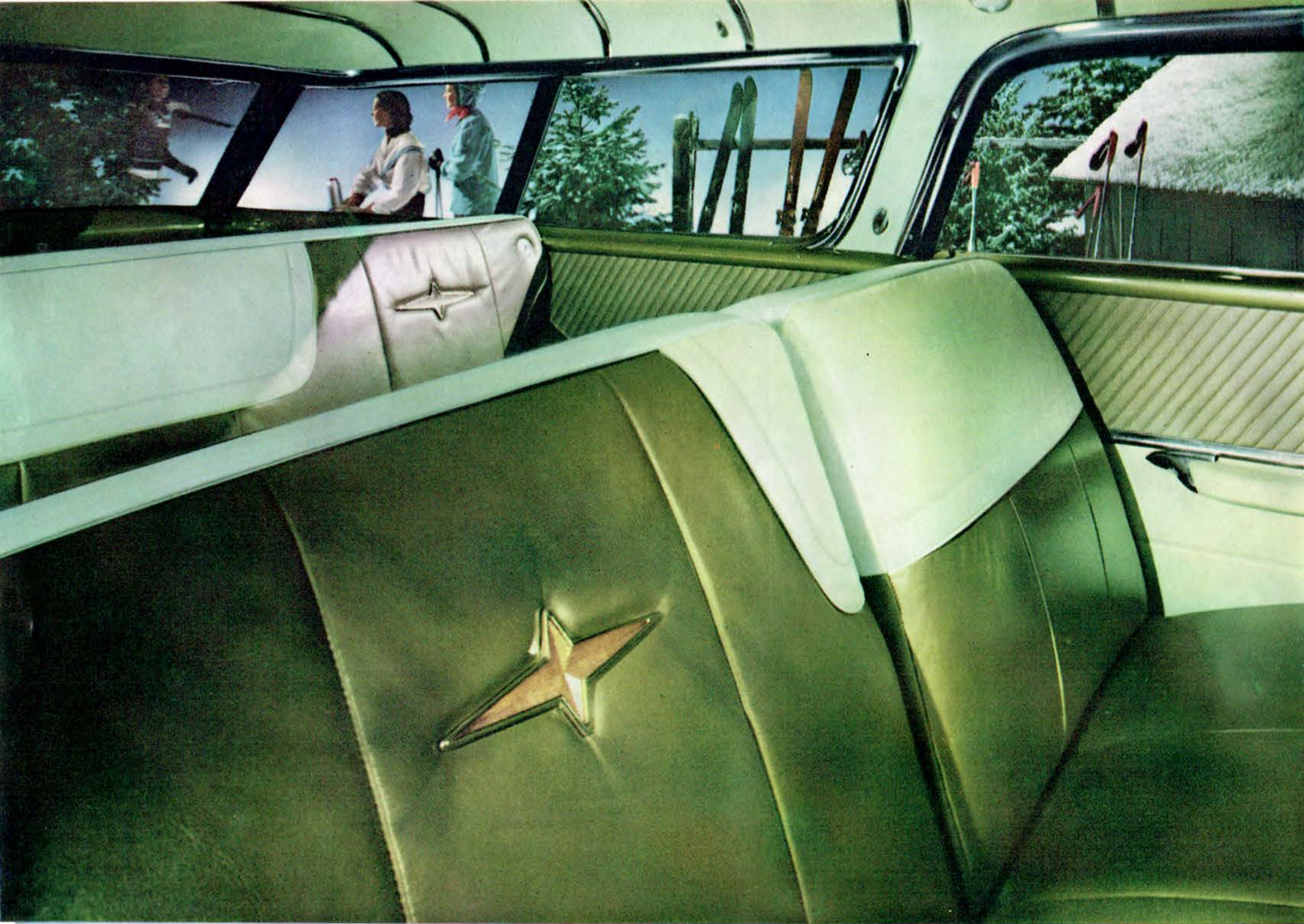
There's no better way than in one of these beautiful, spacious Star Flight styled Safaris. At the wheel you enjoy all the handling ease, riding comfort and smooth-flowing power of America's Number One Road Car *plus* the convenience of space for up to nine passengers or a half-ton load. You have four Safari models to choose from in a variety of nineteen solid and two-tone color combinations in the Star Chief Safari—sixty-eight in the Super Chief and Chieftain.



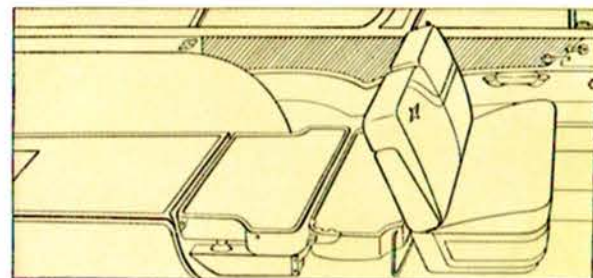
THE
Safari
SERIES



AMERICA'S
NUMBER 1
ROAD CAR

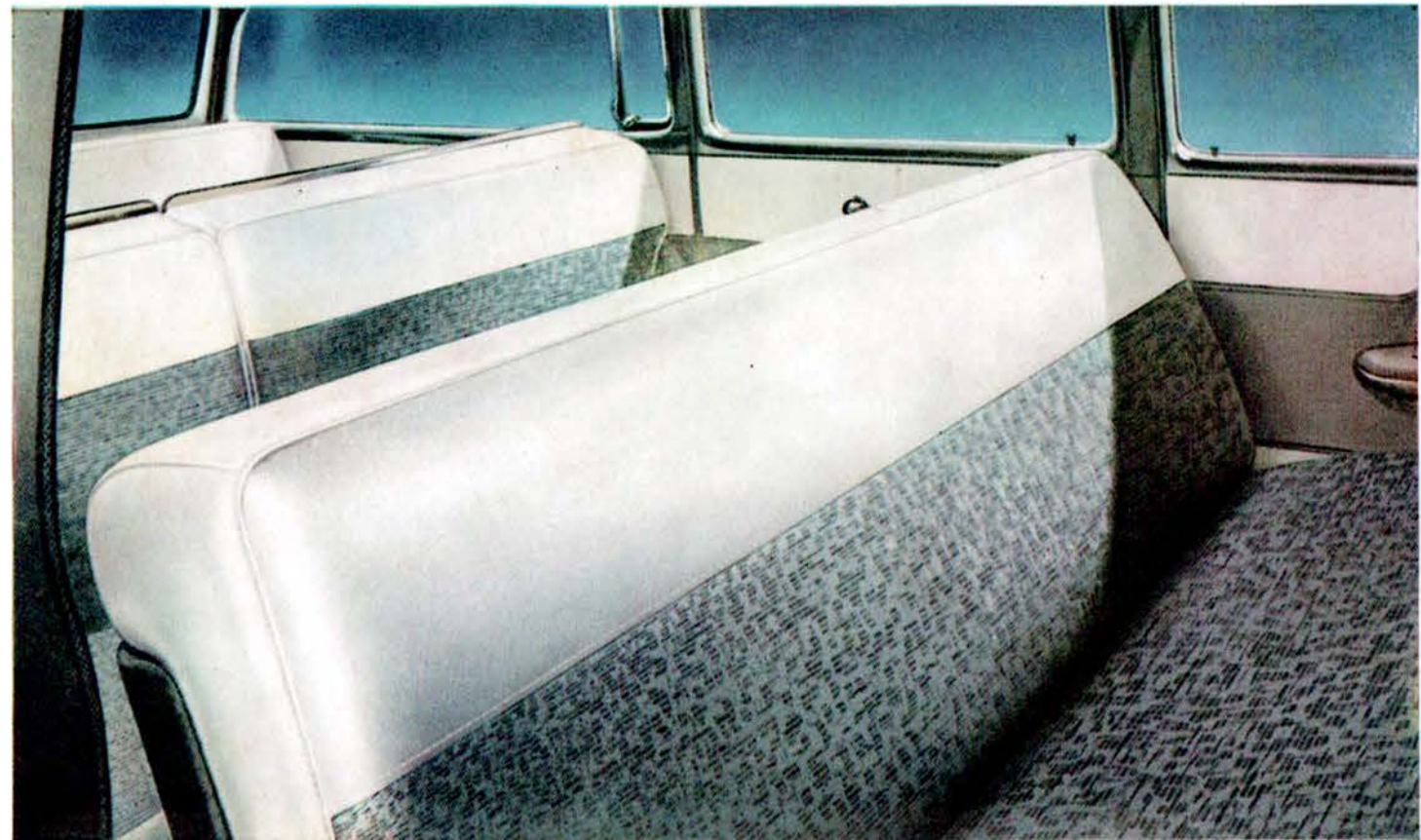


STAR CHIEF TWO-DOOR SAFARI ALL-LEATHER INTERIOR in Limefire and Seacrest Green. Other color combinations available: Cordova Red & Kenya Ivory, Fontaine Blue & Kenya Ivory, Silver Beige & Kenya Ivory.

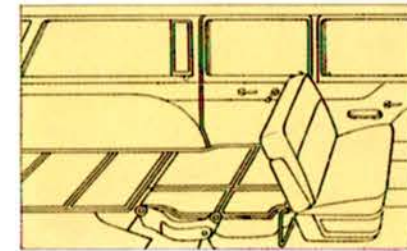
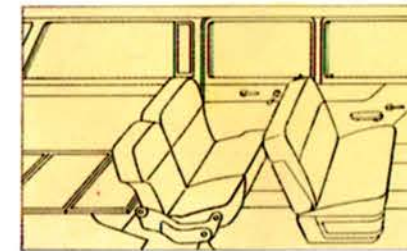
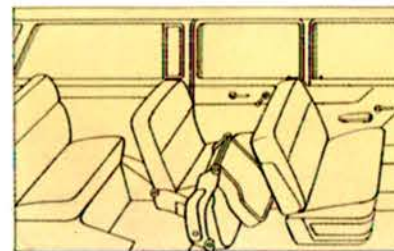


Spaciousness is the "buy" word for these beauties!

Each Safari interior is designed for the utmost in style, convenience and durability. For example, the custom-styled *Star Chief Safari* interior shown above—styled in the glamorous "off the shoulder" look and—as with all Star Chief Safari interiors—finished in rich, durable hand-buffed leather. Almost 4 feet of load-carrying length is always available behind the rear seat and with the rear seat folded, as shown at left, floor length is increased to over 7 feet. Four Starlite interior two-tone color combinations are available in the Star Chief Safari—all color-matched to blend with exterior color selections.



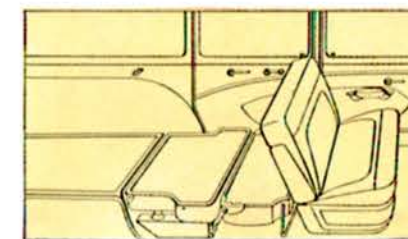
CHIEFTAIN FOUR-DOOR SAFARI INTERIOR in dark and light gray patterned and grained vinyl-coated fabric. Other color choices in contrasting shades available in both two- and four-door models: red or green.



IN THE CHIEFTAIN FOUR-DOOR SAFARI as shown—the second seat folds for access to the rear seat . . . rear seat is removable, providing a floor length of over 4 feet. With rear seat removed and second seat folded flush with the floor, floor length is jumped to nearly 7½ feet.

THE CHIEFTAIN TWO-DOOR SAFARI has the same interior arrangement as the Super Chief Four-Door shown below except that the front seat folds for easy access to the rear seat. Chieftain interiors are finished in patterned and grained vinyl-coated fabric. Three Starlite interior color combinations—all color-keyed to exteriors—are available.

SUPER CHIEF FOUR-DOOR SAFARI INTERIOR in red and gray Morrokide. Other colors in contrasting shades available—green, blue or gray.



THE SUPER CHIEF FOUR-DOOR SAFARI gives you carrying space almost 4 feet long with back seat upright, and with the second seat folded flush with the floor, floor length is increased to nearly 7½ feet—9 feet with the tailgate open. Seats and sides are finished in soft, durable Morrokide. Choose your colors from four Starlite interior color combinations.

THE
Safari
SERIES



AMERICA'S
NUMBER 1
ROAD CAR



*Thrill to the highway's most exciting **ACTION**
with America's most modern power team!*

New world-record Strato-Streak V-8

... a brilliant successor to last year's record-breaking Strato-Streak that set new marks for performance and endurance ... and beat all other eights in actual miles per gallon. This even bigger, and even more efficient engine delivers a sizzling 270* horsepower in the Star Chief and Super Chief series—252* in the Chieftain. Here is America's most modern V-8. Filled with engineering firsts—proved through 100,000 miles of testing—this mighty Strato-Streak delivers its record-breaking power with an alert response you've never experienced before. At your command is quick, safe, useable power for any driving situation. Just a few miles and you'll know ... the highway has never seen an engine like this '57 Strato-Streak!

*With Strato-Flight Hydra-Matic, an extra-cost option.

New ultra-smooth Strato-Flight Hydra-Matic*

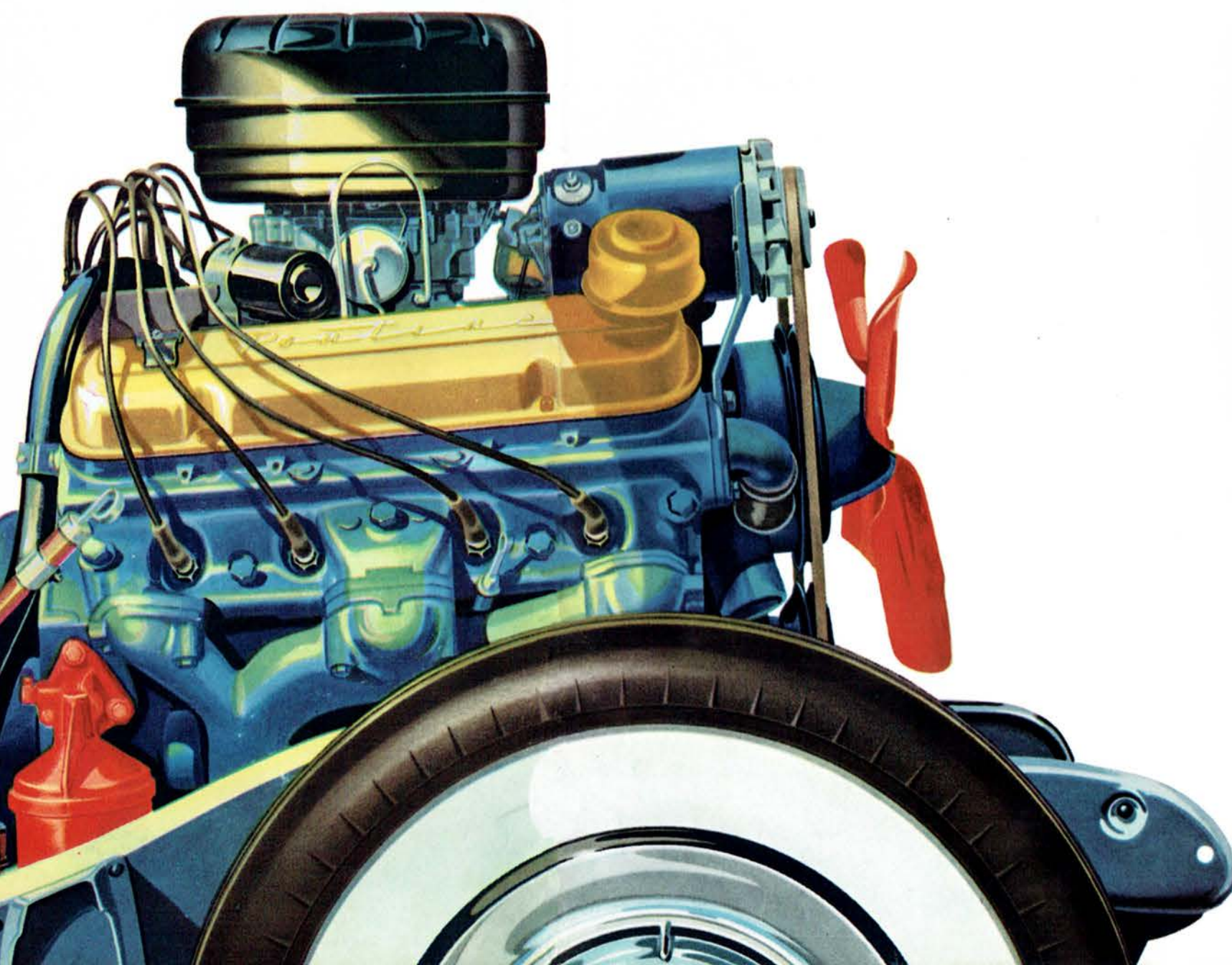
... already proved the world's smoothest, most efficient automatic transmission, this new Strato-Flight Hydra-Matic has been refined still further for '57 to utilize every ounce of the record-breaking power of its mighty teammate, the new Strato-Streak engine. This year's Strato-Flight advances—improved throttle control linkage, vane angulation, new calibration and manufacturing refinements—allow this great power team to work together with greater-than-ever smoothness and precision—and establish the Strato-Flight more than ever as the smoothest, most efficient, best proved automatic transmission in the world!

*An extra-cost option.

New shock-proof chassis

with exclusive cloud-soft "Level-Line" ride

... the result of a newly refined chassis that judiciously combines and includes rugged X-member frame, vertical kingpin front suspension, wide-stance rear suspension, new rear springs and full-length rear spring liners, new differential and carrier assembly, new generous-section 14" tires. These are only a few of the engineering advances that produce the comfort, stability, easy handling, durability, safety—the *roadability*—that is the foundation for America's Number One Road Car.



SPECIFICATIONS

Strato-Streak V-8 Engine is a 90° V-block eight-cylinder engine of the valve-in-head design. With the compression ratio of 10.0 to 1, maximum brake horsepower is 270 at 4800 rpm; maximum torque, 359 lb. ft. at 2800 rpm on Star Chief and Super Chief models with Hydra-Matic transmission; and 252 horsepower at 4600 rpm; maximum torque, 354 at 2400 rpm on Chieftain models with Hydra-Matic transmission. Bore and stroke, 3.94 inches by 3.56 inches. Displacement, 347 cubic inches. Completely counterbalanced crankshaft with counterweights ideally distributed for uniform bearing loads. Five overlapping main bearings. Oil seals both front and rear. Tin-plated aluminum pistons to reduce scuffing and wear. Intake valves vented to atmosphere. Chain-driven camshaft supported by five bushings. Rubber engine cushioning. Pressure-suction crankcase ventilation to ventilate the entire engine with a complete, ideal-flow ventilating pattern. An 8.5:1 compression ratio engine which utilizes standard fuel is used with standard cars equipped with Synchronesh transmission.

Engine Lubrication: Full-Pressure Quad-Gallery Lubricating System for adequate bearing lubrication at all times, ample lubrication to all engine moving parts. Helical gear type oil pump. Oil refill capacity (less filter), five quarts. Full-flow oil filter, accessory.

Fuel System: Four-barrel, multiple-venturi downdraft carburetor on Star Chief and Super Chief models; dual type standard on Chieftain models. Fuel pump with vacuum booster except on cars with accessory electric windshield wiper. Heavy-duty oil-bath air cleaner and silencer, accessory. Balanced-intake manifold with pre-heat chamber for extra-quick warm-up, efficient use of fuel. Automatic choke. Twenty-gallon fuel tank, except station wagons, 16- or 17-gallon fuel tanks in station wagons.

Cooling System: Reverse-Flow Gusher-Valve Cooling. Water-distributing tubes in cylinder heads. Centrifugal water pump. Thermostatic control of water circulation. Water around all cylinders. Full-length water jackets. Four-bladed fan of 19-inch diameter, except in cars equipped with Air Conditioning. Coolant capacity: 21.7 quarts without heater; with underseat heater, 23.1 quarts.

Electrical System: 12-volt, 9-plate battery. Twenty-five ampere generator standard. Current and voltage regulator. Centrifugal, vacuumatic spark control. Spark plug make and model: AC 45. Key-quick automatic starting.

Chassis: Rugged X-member frame with four-way cantilever construction. Wheelbase: Star Chief (except Safari)—124 inches; Safari—122 inches; Super Chief and Chieftain—122 inches. Independent front coil springs. Vertical kingpins. Front stabilizer bar. Hydraulic shock absorbers, front and rear. New long leaf type, parallel rear springs with new full-length liners and rubber bushings. Recirculating ball steering gear. Over-all standard steering ratio: 25 to 1. Hotchkiss Power-Cushion Drive, new hypoid rear axle. Multiple-sealed 12-inch front brakes; 11-inch rear brakes. New foot-operated parking brake operates on rear wheels. New Synchronesh transmission with new, easy-action clutch, quiet helical gears. Built-in concentric gearshift. Hydra-Matic Drive optional at extra cost. Extra-low-pressure tubeless tires standard, 7.50 by 14 for Chieftain models (exc. Safari); 8.00 x 14 for all Super Chief and Star Chief models (exc. Safari) for wide 6-inch rims; 8.50 by 14 tires standard on Safaris.

Body: All-steel Body by Fisher. Key-operated outside front door locks. "Free-wheeling" door handles on all rear doors when locked. Crank-operated front Ventipanes. Counterbalanced, self-locking trunk lid. Counterbalanced hood. Automatic interior lighting, actuated by front doors on Super Chief and Chieftain models and by all doors on Star Chief models. Dual front ash trays on Super Chief and Star Chief, one in Chieftain models with second optional equipment. Ash trays and arm rests both front and rear on all other models (except no rear arm rests in Safaris, no rear ash tray in Chieftain Two-Door Safari). Spring-held tools in trunk to prevent rattling, except Safaris. Direction signals standard, all models.

Dimensions: Over-all length: Star Chief (except Safari) 213.8 inches; Super Chief and Chieftain (except Safaris) 206.8 inches. Super Chief and Chieftain Safaris 207.7. Star Chief Safari 206.8 inches. Width: 75.2 inches. Height, with passengers: Star Chief Four-Door Sedan 60.1 inches. Convertible Coupe 58.6 inches; Star Chief and Super Chief Two-Door Catalinas 58.7 inches; Star Chief and Super Chief Four-Door Catalinas 58.6 inches; Super Chief and Chieftain Safaris 60.7 inches; Star Chief Safari 59.3 inches.

★ ★ ★

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THE
Power
STORY



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There's certainly plenty of pleasure and comfort in any '57 Pontiac . . . but as with most of your biggest pleasures it's the fine touch of a few extras that makes them something very *special*. For instance, when it comes to your '57 Pontiac, imagine:

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Pontiac Power Steering taking the push and pull out of parking and tight turns . . . relieving you of up to 87% of the effort otherwise needed in difficult steering situations, but still allowing you to retain the "road feel" of the car at all times. And

Pontiac Power Brakes assuring smooth, even, almost effortless stops at a touch, but still providing the important "stopping feel". And

Pontiac Power Seats with eight-way action providing almost any seat position desired at a finger's touch—forward, backward, up, down and tilted forward or backward to just the degree desired. This is customized seating comfort tailored to your *exact* preference, and

Pontiac Power Windows eliminating uncomfortable window "cranking" and—if you're the only one in the car—straining to reach window lifts. All Pontiac power windows are controlled at a finger's touch from the driver's seat—or by separate switches on the door panels for use by passengers, if desired.

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To save you time and money, Pontiac accessories are available by the group for installation at the factory. Your dealer will order your '57 Pontiac equipped according to your specifications. It is delivered tailored to your wishes—and at a considerable saving in the cost of the accessories. Any accessory may, of course, now be ordered individually if you wish.

Basic Group: Underseat Heater and Defroster • De Luxe Radio and Manual Antenna • Latex Foam Cushion—Front Only • Oil-Bath Air Cleaner • Full-Flow Oil Filter.

De Luxe Basic Group: Underseat Heater and Defroster • Hi-Fi Dual Rear Speakers (Except Convertible and Safaris) • De Luxe Electramatic Wonder Bar Radio and Electric Antenna • Custom Lounge Latex Foam Cushion—Front Only • Oil-Bath Air Cleaner • Full-Flow Oil Filter.

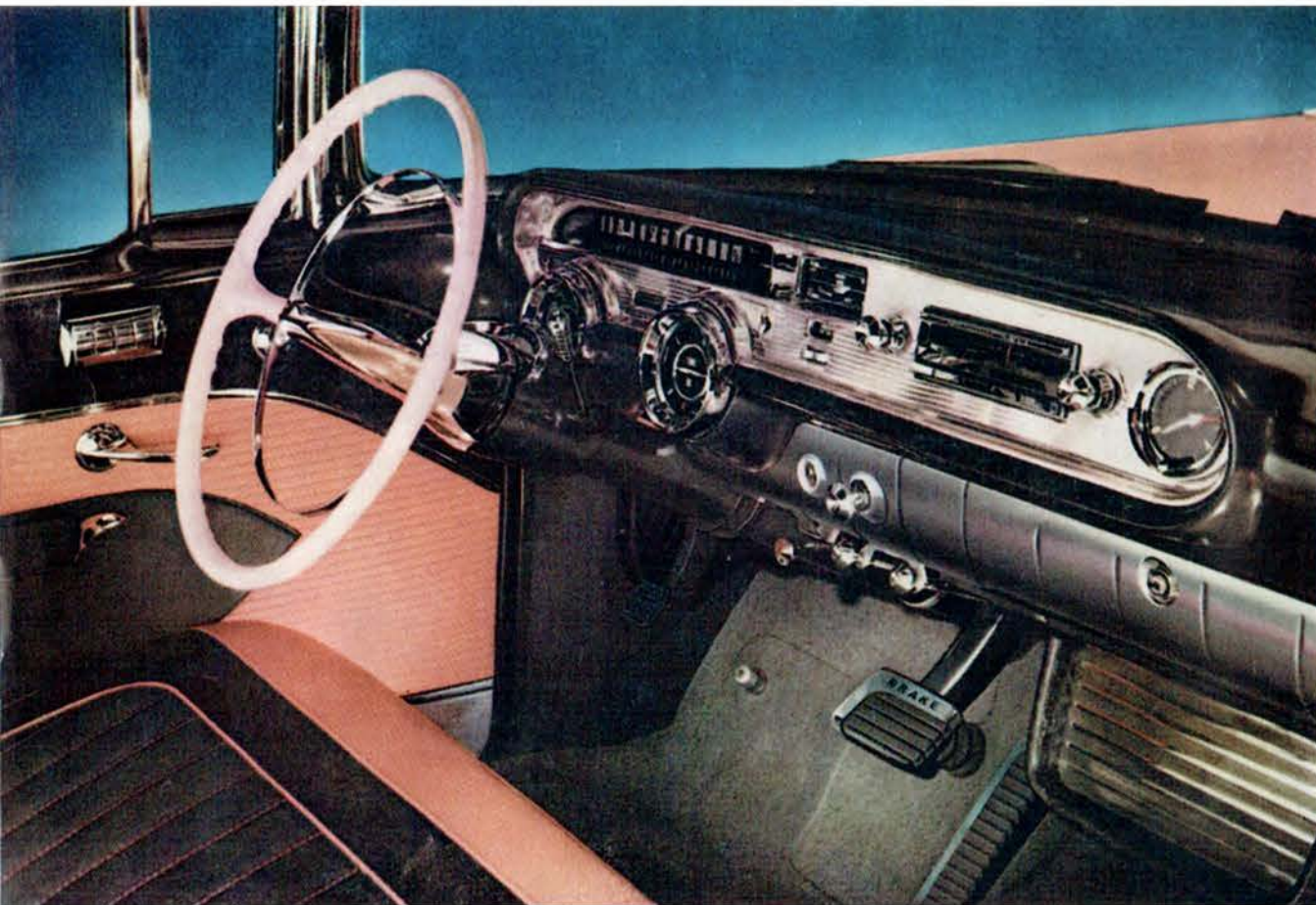
Lamp Group: Back-Up Lamps • Glove Compartment Lamp • Luggage and Utility Lamp (Underhood and Utility Lamp on Safaris) • Ash Tray Lamps (Includes RH Ash Tray on Chieftain Models) • Parking Brake Warning Lamp.

Mirror Group: Outside Rear-View Mirror • Inside Non-Glare Tilt Mirror • Visor Vanity Mirror.

*All power assists and accessories are extra-cost options.

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Pontiac for '57

STAR CHIEF . . . SUPER CHIEF . . . CHIEFTAIN