

Not merely content with one of the most satisfying automobiles ever to grace the macadam, we made the '67 Grand Prix into the most exciting thing that's happened to convertible lovers since windblown hair.

And we did it by taking things off!

The top, obviously. But we also hid the headlights, recessed the parking lights and made

the windshield wipers disappear.

Of course we added a lot of new things. Like interiors that look better than those on some luxury cars. A 350-hp V-8. New options. New safety features.

In fact we're not sure whether we'd like to be known by what we put on cars or take off. After all, we still make a Grand Prix hardtop.

Turning the Grand Prix into a convertible was the best idea we've had since the Grand Prix.



Pontiac 67



Ride the Wide-Track Winning Streak

Standard safety features on all Grand Prix include backup lights, folding front seat back latches, four-way hazard warning flasher and the new energy absorbing steering column developed by General Motors.



Pontiac Motor Division

Another of the delightful fringe benefits you get when buying a new 1967 Pontiac (if you can for a moment forget ride, response and the road-hugging security of Wide-Track) is styling that looks like we advanced two years for every one the competition did.

The concealed windshield wipers are a case in point. They tuck under the cowl when not in use, are less subject to icing and freezing, and are exclusive to Pontiac.

But besides these more obvious esthetic refine-

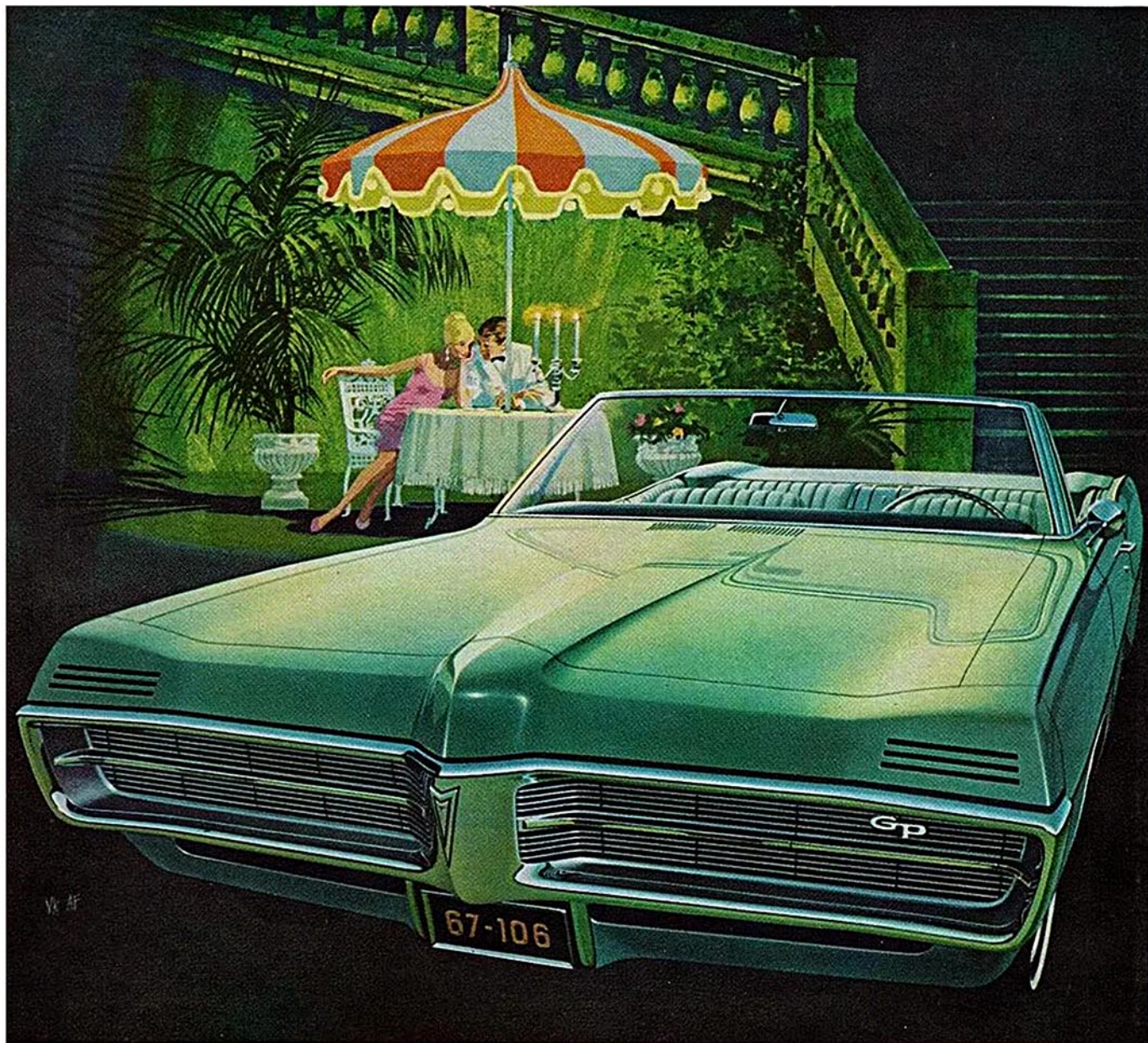
ments, the Grand Prix shown below offers as standard equipment a 350-hp engine, monochromatic interiors in buckets or bench, and a burlled elm styled dash and console (with buckets only).

You can even order our 376-hp Quadra-Power 428, front-wheel disc brakes, an all-synchro floor-mounted four-speed and a firmer suspension.

Is it any wonder that couple under the umbrella is so misty-eyed?

Why wait until next year for next year's car?

Pontiac 67



**Ride the Wide-Track
Winning Streak**



Pontiac Motor Division



MARK OF EXCELLENCE

A dual master cylinder brake system with warning light, outside rearview mirror and the energy absorbing steering column developed by General

Motors are some of the standard safety features on all new 1967 Pontiacs.

Pontiacs also have a way of driving several years ahead of their time. Especially Pontiac Grand Prix.

Want to know why? Pontiacs have the top engineers in the business.

Besides advanced styling, hideaway headlights and disappearing windshield wipers (less subject to icing

and freezing), this sleek Grand Prix boasts 350 hp and the extra security of Pontiac's exclusive Wide-Track.

You can even order up to 376 hp, special road-hugging suspension and a four-speed stick shift.

Kind of makes you want to attach yourself to a Pontiac, doesn't it? Especially a Pontiac Grand Prix.

Pontiacs have a way of looking several years ahead of their time. Especially Pontiac Grand Prix.



Pontiac Motor Division



Standard safety features include folding front seat back latches, safety door latches and hinges, and GM's new energy absorbing steering column.

Wide-Track Pontiac

Beneath the beautifully sculpted skin of every Grand Prix there's a standard 400 cubic inch V-8 that kicks out 350 horses in a trice.

Standard. But hardly ordinary.

And as if that weren't enough, you can order up to 376 hp in the form of our fabulous Quadra-Power 428, along with a four-speed stick and special suspension.

All of which means that Grand Prix was designed

to drive as good as it looks. (And one look at the luscious Grand Prix below will give you a hint how good that really is.)

Of course, General Motors' safety package, disappearing windshield wipers, and monogrammed no-vent picture windows on hardtops are also standard.

So you might say that when it comes to designing driving machines, our engineers take the grand prize.

We don't call it Grand Prix because it looks good standing still.



MARK OF EXCELLENCE
Pontiac Motor Division



Wide-Track Pontiac



What's the biggest news since Pontiac's Grand Prix? Pontiac's '67 Grand Prix. Of course.

You doubtless already know that Grand Prix is Pontiac's most perfect Pontiac. Well in 1967 we've made it even more perfect—if that's possible.

We've given it hideaway headlights so that its classic split grille looks even more classic. We've removed the vent windows on the hardtop and added elegant monograms in the glass. And as a crowning touch we've added a Grand Prix convertible! The usual Grand Prix extravagances remain, of course, but the fabulous new 350-hp 400 cu. in. engine is new.

There are more new standard safety features, like the energy absorbing steering column developed by General Motors, folding seat back latches, and a four-way hazard warning flasher.

New options, like eight-track stereo and front-wheel disc brakes. The road-hugging security of Wide-Track. And the newest engineering feature of the year—disappearing windshield wipers. Only Pontiac has them. That alone makes it worthwhile to own a Pontiac this year. (But who needs a reason?)



Pontiac Motor Division



Ride the Wide-Track Winning Streak.

MADE BY EXCELLENCE