

# Wide-Tracking leaves a lot to be desired. A '68 Bonneville, for example.

Below, the 1968 Bonneville. Compliments of our engineers in command of bestowing greatness upon Pontiacs. This is not just another luxury car. True, Bonneville does possess the trappings one expects in a fine automobile. Fineries like nylon-blend broadloom carpeting that extends door-to-door, and then some. Generous swathes of simulated burl grained Carpathian elm that abound on doors and dash. And rich upholstery that

ranges from exquisite cloth and supple Morrokide, to all Morrokide. But that's where all similarity to ordinary luxury cars ends. Because Bonneville is Wide-Tracking. And Wide-Tracking is a stimulation that can only be derived from a truly great road machine. So if you're one of the unfortunates who have never experienced Wide-Tracking in a Bonneville, see your Pontiac dealer. And then try to figure out why you've waited all this time.

Other equally handsome practitioners of the art of Wide-Tracking: Grand Prix, Catalina, Brougham, Executive, Ventura, GTO, Le Mans, Tempest and the Five Firebirds.

Pontiac Motor Division.



MARK OF EXCELLENCE

Wide-Track **1968** Pontiacs

## 1968: a vintage year for Wide-Tracking.

In 1959, when our band of engineering experts introduced Wide-Tracking, a good portion of the nation's eyebrows lifted in skepticism. But here it is 1968. And Wide-Tracking makes ordinary cars seem even more so by comparison.

This year, Pontiacs, like that long, luxurious Bonneville below, ride more quietly, more comfortably, more smoothly than ever before. Our habit of introducing revolutionary firsts continues with the world's

first bumper that you have to kick to believe. (It's standard equipment on this year's Car of the Year, the GTO.) And our reputation for building great road machines is enhanced every time one of the five Pontiac Firebirds is sent into motion. Which is often.

So when you add it all up, there's really no doubt that '68 Pontiacs will be talked about for years to come. And lucky you. You can own one without paying classic car prices. Just visit your Pontiac dealer.

Pontiac Motor Division



Wide-Track **1968** Pontiacs

## Wide-Tracking is the way a Pontiac behaves. And no other car has Wide-Track.

Pontiac engineers have a happy faculty of bestowing upon their cars more good things than most cars have a right to. Like years-ahead styling. And disappearing windshield wipers. And a neat vinyl rub rail that's built into that thin stripe of molding along this Bonneville's flanks. And variable-ratio power steering you can order on Bonneville's, Grand Prix's and Executive's that up to now has been available only on a fine luxury car. But

Pontiac's engineers also insist on maintaining superiority in that most telling use of a car—on the road. Hence Wide-Track. And in '68, Wide-Tracking is even further removed from plain ordinary driving. Because the ride is quieter, more comfortable, more stable than ever before. And more secure. Two shoulder belts are standard in the front seat of every new 1968 Pontiac. Isn't it time you saw your Pontiac dealer and started Wide-Tracking?

Other Wide-Tracks: Grand Prix, Catalina, Brougham, Executive, Ventura, GTO, Le Mans, Tempest and the Five Firebirds. Pontiac Motor Division



MARK OF EXCELLENCE

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## Anyone can build a luxury car. But only Pontiac builds one on Wide-Track.

This year, our resident geniuses in charge of creating Pontiacs have outdone themselves. For that lean-looking Bonneville captured below is more than just a luxury car. We admit it does offer interior selections that extend as far as genuine leather trim or exquisite pleated upholstery. And the generous swathes of simulated burl grained Carpathian elm that abound on doors and dash

make you feel like chairman of the board. But the Bonneville is also Wide-Tracking. And that means you indulge in luxury-car comforts, without sacrificing the stimulation derived from a truly great road machine. If you've let the years slip by without experiencing Wide-Tracking in a Bonneville, see your Pontiac dealer. And see what you've missed.



Other equally handsome practitioners of the art of Wide-Tracking: Grand Prix, Catalina, Brougham, Executive, Ventura, GTO, Le Mans, Tempest and the Five Firebirds.



Pontiac Motor Division.

Wide-Track  Pontiacs

## We're tired of hearing that luxury cars are dull to drive. You're invited to go Wide-Tracking in a Pontiac Bonneville.

Prepare yourself for exhilaration. From the broad sweep of hood that splits the air like a bowsprit. From the response of a 340 horsepower V-8. From the eager grip of Wide-Track stance. This is Bonneville.

Its liveness is captured in the shape of convertibles, 2- and 4-door hardtops and 4-door sedans. Filled with lush broadloom. Swathed in simulated burl elm, soft cloth and supple Morrokide. Finessed in steel.

Up to 375 or 390 horsepower may be ordered. (They arrive clad in chrome.)

And Bonneville's luxury may be embellished by the available Brougham option. Here, rich upholstery cloth commands the interior. Except in the convertible, where genuine leather rules.

This is Bonneville. Quick. Quiet. Capable of arousing one's enthusiasm. (Yet you can buy one for much less than you think from any Pontiac dealer.)

Pontiac Motor Division



Wide-Track **1968** Pontiacs