

There's really only one way to go Wide-Tracking in '68. Aren't you glad?

Pontiac's monopoly on Wide-Tracking goes unchallenged for the tenth consecutive year. However, success has not led to complacency on our part—as the '68 Grand Prix captured below so elegantly illustrates. For instance, the Grand Prix is endowed with upholstery of rich, supple Morrokide or combination cloth and Morrokide. Its doors and dash are adorned with Carpathian burlled elm vinyl. And thick nylon-blend carpeting lies underfoot. But don't let Grand Prix's opulence and beautiful, sweeping

lines dull your sense of adventure. For 350 hp from a 400-cu.-in. V-8 coupled to dual exhausts hints that this personal luxury car is equally at home in the world of concrete and asphalt. Grand Prix even comes with bucket seats, rich console and stick shift—floor-mounted, of course. But enough talk. Wide-Tracking is something that's meant to be experienced. And the only way you can go Wide-Tracking is to see your Pontiac dealer. Naturally.

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

Pontiac Motor Division



MARK OF EXCELLENCE

Wide-Track **1968** Pontiacs

A Wide-Track luxury car with dual exhausts, buckets and console-mounted shifter can't be called ordinary. We call it Grand Prix.

Many of today's cars are tagged with names that lead one to expect greatness at every turn. But, much to the chagrin of the buyer, the great things remain just that: expectation. One exception, however, is Grand Prix. This machine is everything, if not more, that its nomenclature conjures in the mind of the beholder.

Pop open its hood, and you're staring at the Grand Prix's standard, 400-cubic-inch, 350-hp, 4-barrel V-8. To command this magnificent combination of cubes, carb and cam, an all-synchro 3-speed Hurst shifter—floor-mounted, of course. And for a finishing touch, be sure to observe those

dual exhausts that make that big, smooth V-8 even smoother.

But we did call Grand Prix a luxury car, didn't we? And one look at those long, sweeping lines above gives you a hint of the opulence within. Opulence in the form of Carpathian burl elm vinyl on the doors. And more of the same on the dash, where there's a place for everything, and everything is in its place.

So if you've had your fill of ordinary, may we suggest Wide-Tracking? All it takes is one visit to your Pontiac dealer's. And two words: Grand Prix. Follow those directions, and ordinary will become a thing of the past.

Pontiac Motor Division



Wide-Track **1968** Pontiacs

MADE OF EXCELLENCE

Pontiac announces the '68 version of the great American sportWide-Tracking in a new '68 Grand Prix.



Never has the difference between Wide-Tracking and just plain ordinary driving been so beautifully apparent. You can see it in our '68 Grand Prix standing still. In motion all doubts are erased. For there's more to Wide-Tracking than riding in the lap of luxury. True, Grand Prix boasts supple new interiors of expanded Morrokide. (Or you can choose combination cloth and Morrokide, and bench seats instead of buckets.) True, the molded door panels are thickly padded and paneled with simulated hurred elm to match the dash and console. But we've also refined the already unique Wide-Track ride. Improved the handling. Made the engines smoother (400 cu. in. is standard, but you can order 428). Offered new options like variable ratio power steering, available up to now only on a fine luxury car. And added new features for your Wide-Tracking safety like new padded armrests. But this is only the beginning. See your Pontiac dealer and discover the real meaning of Wide-Tracking — what happens when you get behind the wheel of a new 1968 Wide-Track.

GM

DIV OF GENERAL MOTORS

Wide-Track Pontiac

You can also go Wide-Tracking in a Bonneville, Brougham, Executive, Ventura, Catalina, GTO, LeMans, Tempest or Firebird

PONTIAC MOTOR DIVISION