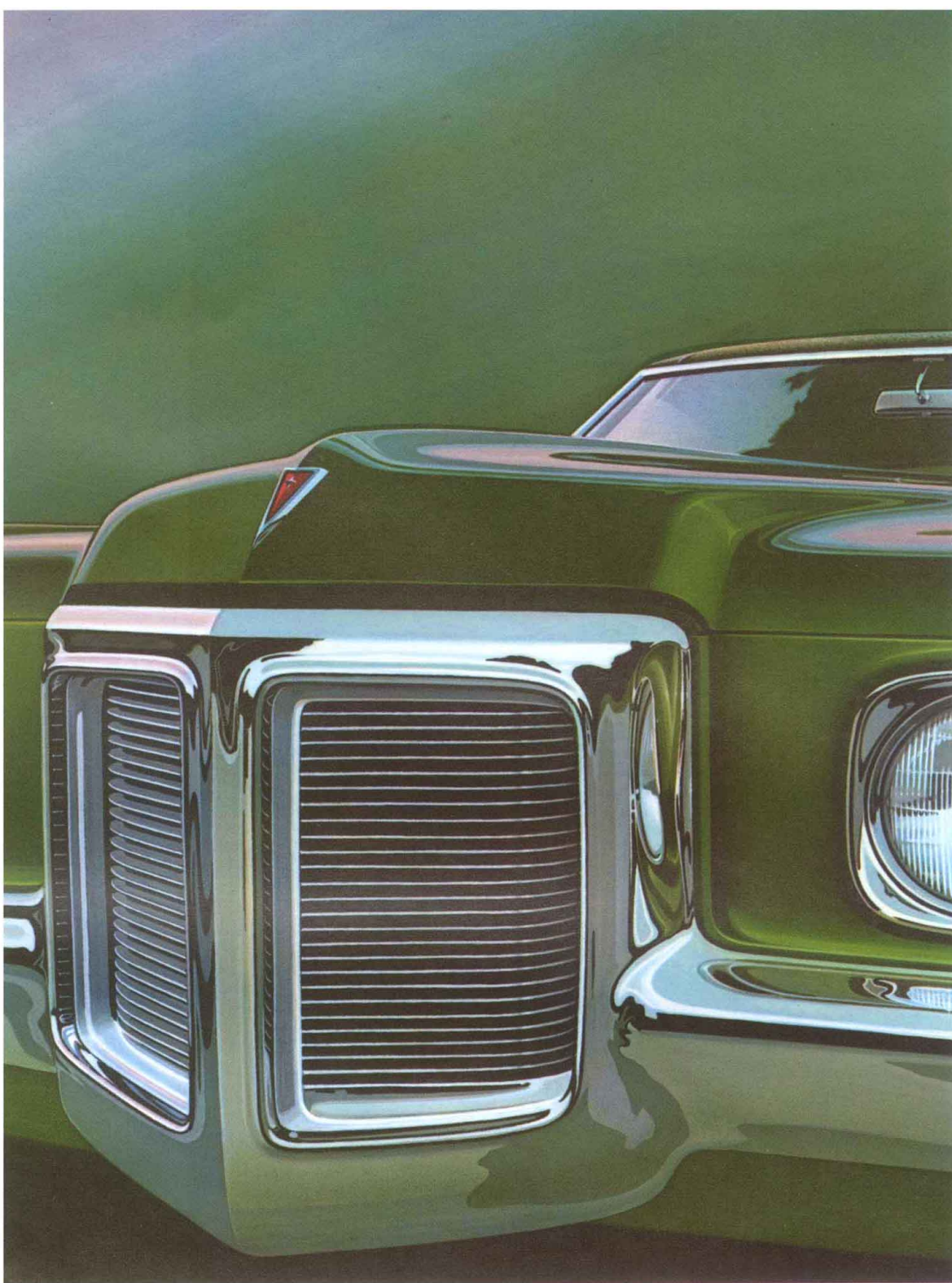






Once in a while, an automobile comes along that takes all the high-flown adjectives some car people bandy about, and turns them into drive! Such an automobile is the 1969 Pontiac Grand Prix.

This machine was designed for one purpose—driving. Intimate, luxurious, spirited driving. And if that's not your bag, neither is Grand Prix.

The looks need no elaboration. Just look. When you've got the longest hood in the industry, it shows. For that matter, there's nothing subtle about the massive, extruded-aluminum grille. Or the bulging G78-14 wide-oval-style tires.

We do owe you some explanations, however. The new size, for example. The 1969 Grand

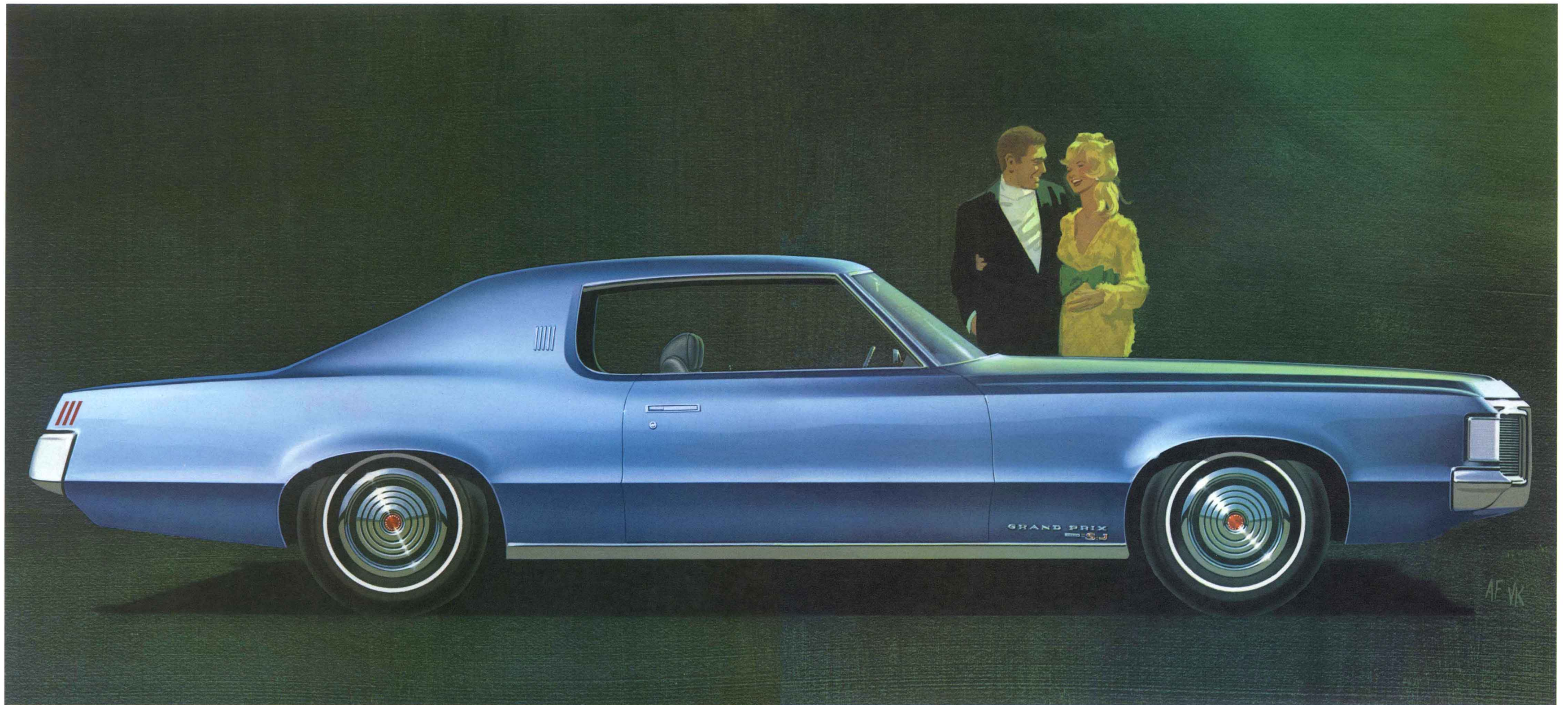


Prix is smaller than the '68. Still an honest Wide-Track, of course. But lower. Shorter. On an exclusive 118-inch wheelbase. For three good reasons.

Maneuverability. Handling. And performance. Three very good reasons.

Especially when you figure that beneath the hood hides a 400-cubic-inch V-8. With a 4-barrel carburetor and special cold-starting circuit, dual exhausts and 350 horses. It could be a 428 V-8 with 370 or 390 horses, if you just slip your dealer the word. (The 370-horse 428 is standard when you order our Model "SJ" package. There's more on page 15.)

The control end of the power team is a floor-mounted, fully synchronized, heavy-duty 3-speed. But you can also order a close-ratio 4-speed, complete with Hurst shifter.



Or Turbo Hydra-matic and a Rally Sports Speed Shifter. (Manual for you. Automatic for her.)

While we're harnessing horses, there are a couple of other goodies you may want to check on your order form. Variable-ratio power steering. (The farther you turn, the faster it turns.) Tachometer. And Pontiac's new single-piston, power front disc brakes.

Here's where we pull a disappearing act. The way only Pontiac can.

You see, once everybody found last year's hidden windshield wipers, our engineers got antsy. So they hid this year's radio antenna. Go ahead, look. If you can't find it, imagine how much trouble car wash machines will have. (We reveal the whole thing on Page 15. But hurry back.)



Of course, our hidden windshield wipers are still hidden. But now they'll appear for one quick swipe at the press of a button. Great for misty days when one quick swipe will do.

Grand Prix's new door handles aren't as baffling. They are recessed, however. Just to keep the lines clean. They work on a rocker switch principle.

No rocker switch or button will bring back vent windows. So enjoy the view. It's a nice fringe benefit of our upper-level ventilation system.

Even Pontiac has to draw the line someplace. Who wants an invisible car? So we went along with some merely spectacular styling changes on some items.

Like the square-set dual headlamps.



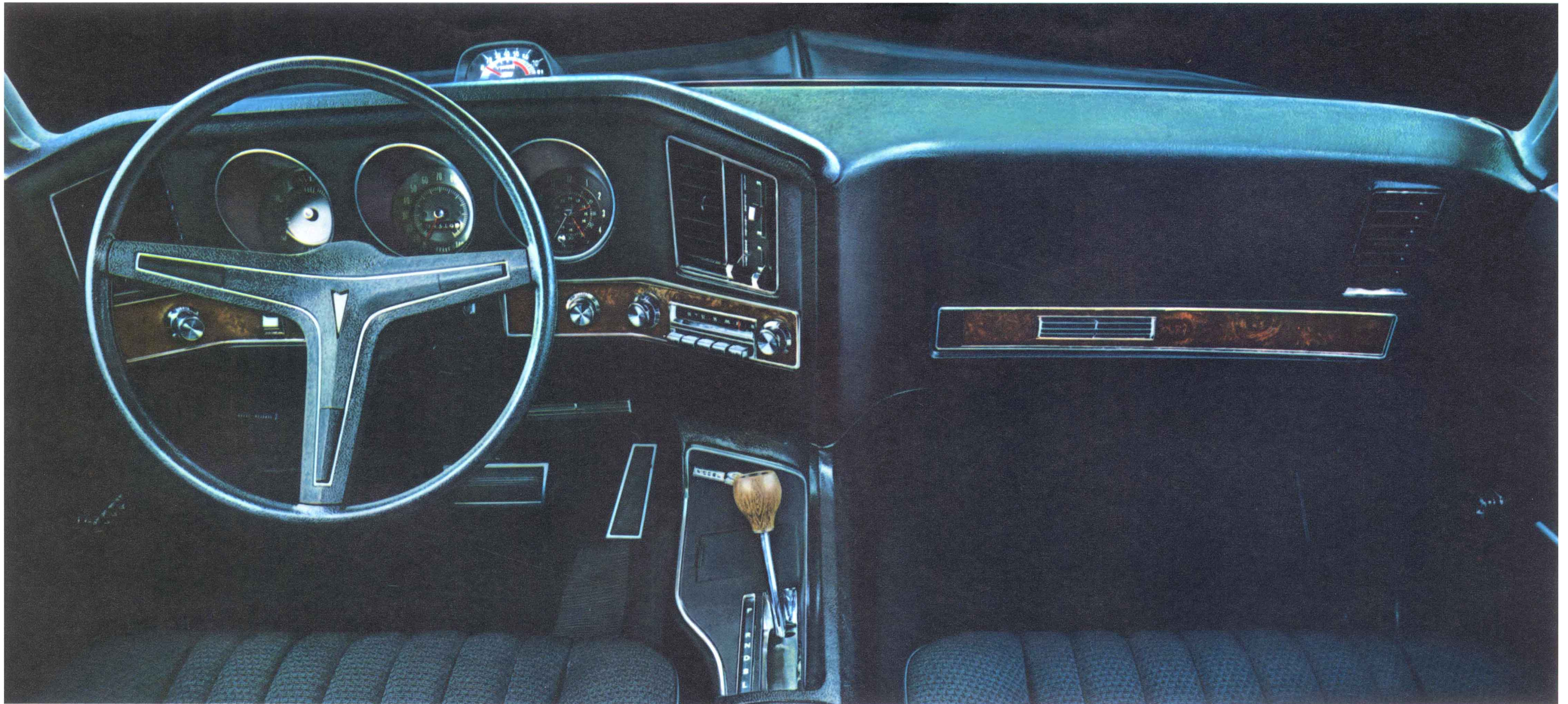
Deluxe, exclusive wheel discs. (If mag-type wheels churn your corpuscles, order our Rally II's.)

And Grand Prix's catalytic new roofline. As dressy as you specify in five shades of Cordova. Depending, naturally, on your choice of exterior hue. (There are 15.)

The '69 Grand Prix interior is a story in itself. One that begins with a vinyl-covered console and front Strato-bucket seats. Wide. Heavily padded.

Upholstered three different ways. Knitted vinyl with fully expanded Morrokide. Combination Morrokide and patterned fabric (above left). And, for a few well-spent bucks, genuine leather and expanded Morrokide (above). In three tones: black, saddle and midnight green.

The doors feature full-length armrests and exclusive squeeze-type releases.

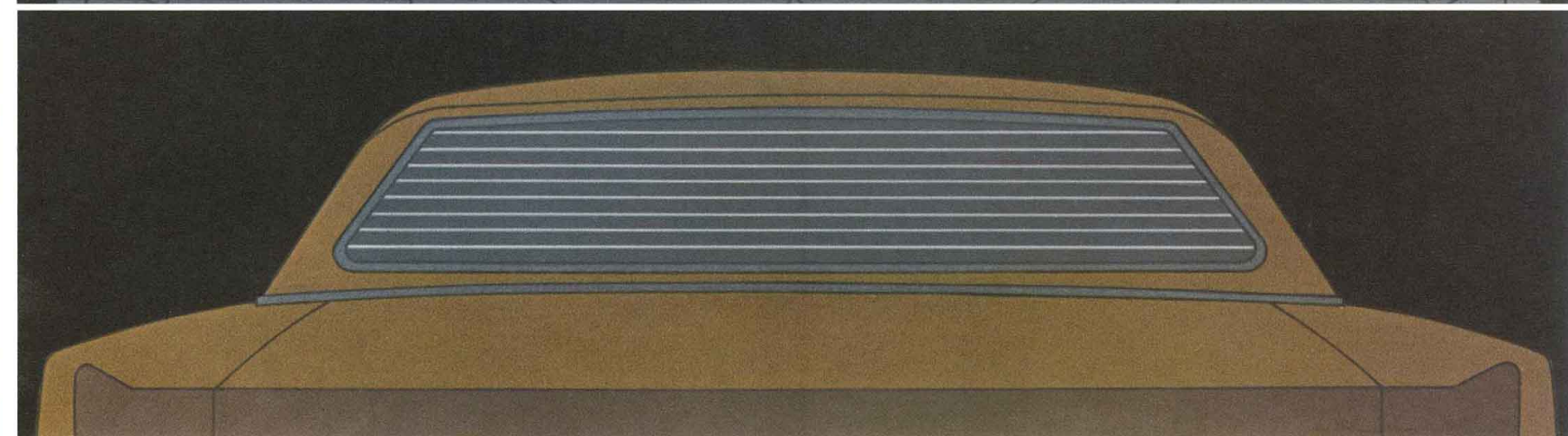
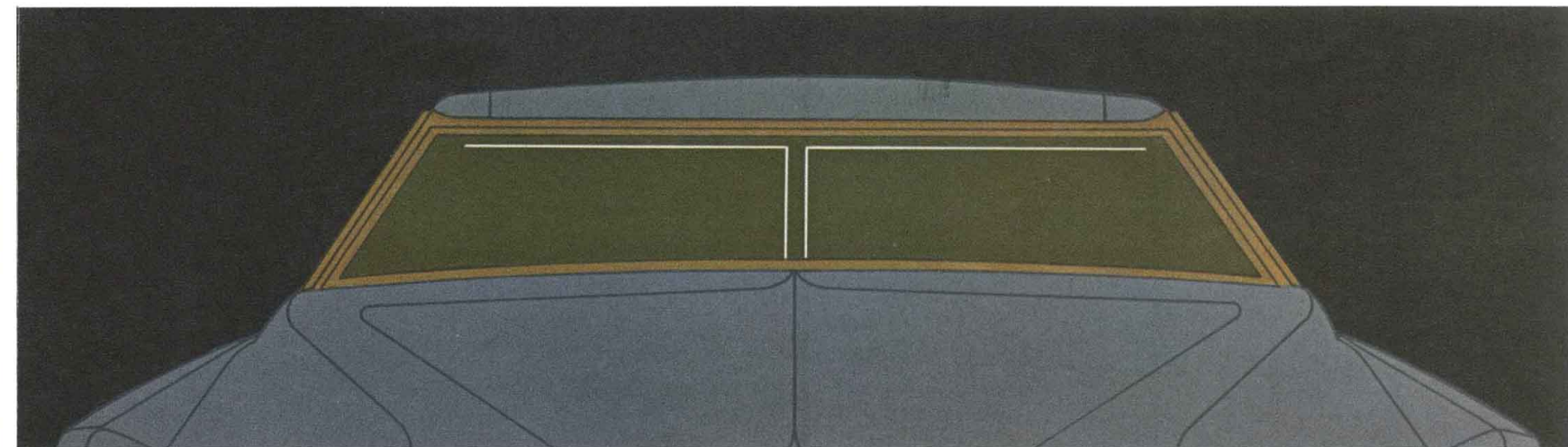
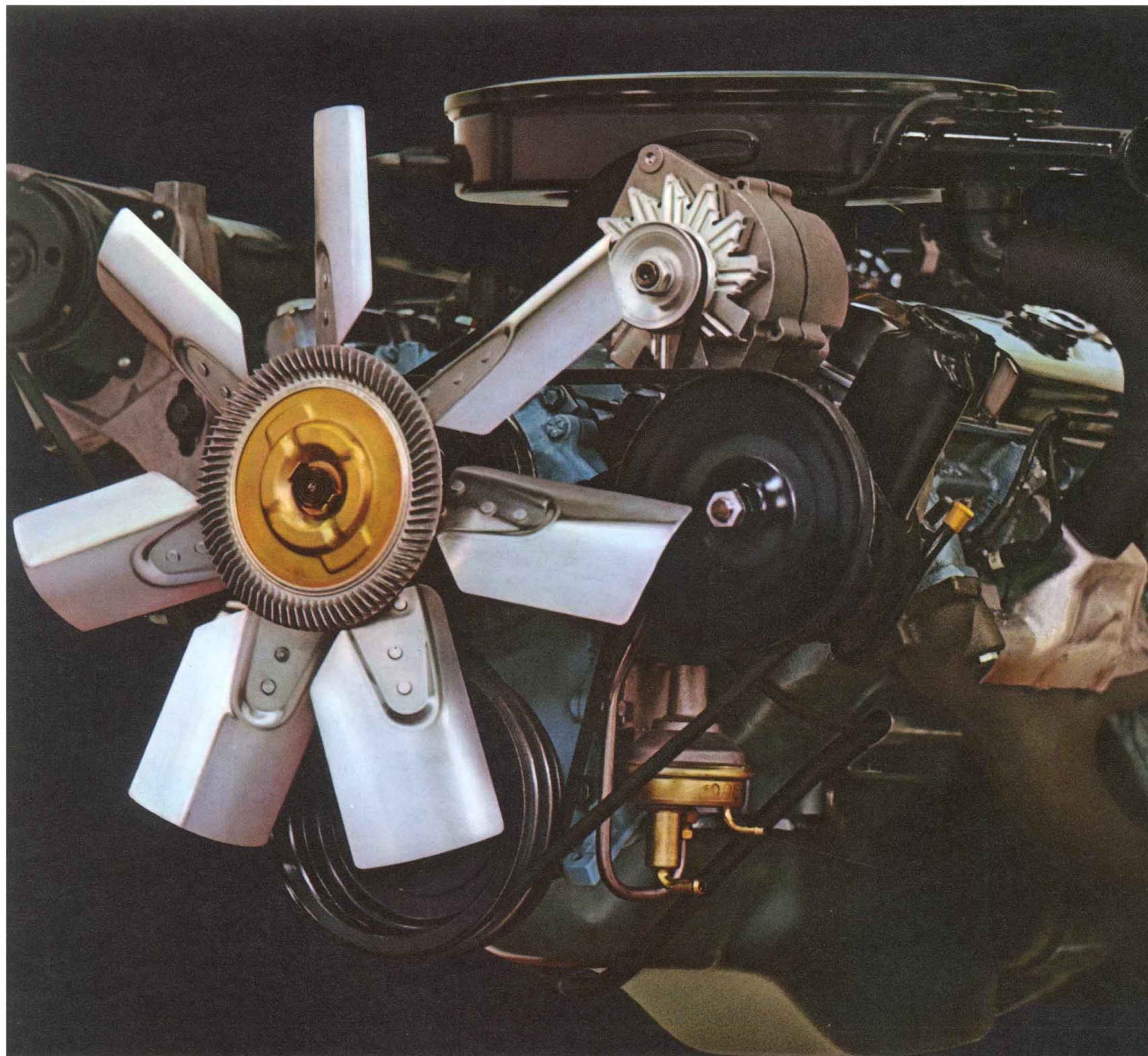


Round out the decor with lush nylon-pile carpeting, wood-grain vinyl inlays and perforated taffeta headlining, and you've got the most personal cockpit on land, sea or up in the wild blue.

That goes double for the instrument panel. Every single control, rocker switch and gauge faces the command seat. Even Pontiac's new ignition-steering-transmission lock is mounted on the steering column. Right behind Grand Prix's "soft" rimmed steering wheel.

Enough of the chit-chat. We said in the beginning Grand Prix '69 is for driving. So drive it.

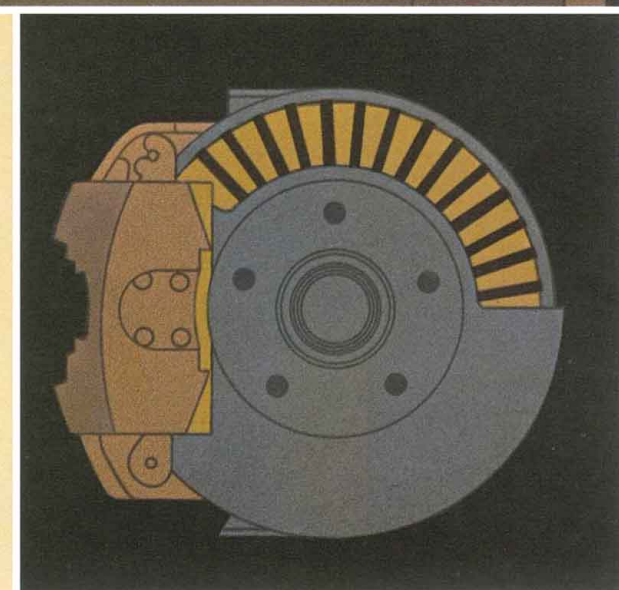
If that doesn't convince you G. P. is miles ahead of the humdrum four-wheelers you've tried lately, maybe you're too young to break away. Or maybe too old.



Been wondering where we hid the radio antenna? The diagram (top) shows it. Two .005" wires are embedded in the middle of the windshield. The radio at the other end can be AM, AM/FM or AM/FM with FM stereo multiplex. Specify your choice.

Another Grand Prix exclusive you can specify (above). An electrically heated backlight with ribbons on the inside glass surface that heat up to de-ice and de-fog. Silently.

Order our new single-piston front disc brake pictured at the right. It's extremely efficient and easier to maintain than the four-piston design it replaces. Disc brakes will have a power assist.



Should you want to street a more spirited version of the 1969 Grand Prix, our Model "SJ" package is yours for the ordering. It includes items like a 370-hp, 428-cubic-inch V-8, performance rear axle, special instrumentation, automatic leveling (which also lowers G. P. a bit), fiber-glass cord whitewalls and "SJ" I. D.

Standard Equipment

- Circ-L-Aire Heater and Defroster
- Energy Absorbing Steering Column
- Energy Absorbing Instrument Panel, Padded Sun Visors
- Delcotron Alternator-Regulator with Integrated Circuit Voltage Regulator
- Starter Safety Switch on all Transmissions
- Full-width Instrument Panel Pad
- Labeled Instrument Panel Control Switches
- Dual-speed Windshield Wipers and Washers
- Side Marker Lights and Parking Lamps that Illuminate with Headlamps
- Wide Inside Day-Night Mirror with Deflecting Base
- Outside Rearview Mirror
- Instant-Response Windshield Washer
- Thick Laminate Windshield
- Shoulder Belts with Pushbutton Buckle Releases and Special Storage Convenience Provision for Driver and Right Front Passenger (except convertibles)
- Front Seat-belt Retractors
- Folding Seat Back Latches
- Two Front Seat Head Restraints
- Four-way Hazard Warning Flasher
- Lane-change Feature in Directional Signal Control
- Dual Master Cylinder Brake System with Warning Light and Corrosion-resistant Brake Lines
- Parking Brake Warning Light
- Passenger-guard Door Locks with Forward-mounted Lock Buttons
- Safety Door Latches and Hinges
- Soft, Low-profile Window Control Knobs, Coat Hooks, Dome Lamp
- Reduced-glare Instrument Panel Top, Inside Windshield Moldings, Horn Buttons, Steering Wheel Hub and Windshield Wiper Arms and Blades
- Safety Armrests
- Rear Armrests Including Ashtrays
- Foam-padded Front and Back Seat Cushions
- Padded Front Seat Back Tops
- Full Nylon-blend, Loop-pile Carpeting
- Map and Courtesy Lamps
- Backup Lights
- Glove Box Lamp
- Front Ashtray & Cigar Lighter Lamp
- Trunk Lamp
- Cigar Lighter
- Ball Bearing Track Ashtray
- Bright Metal Wheel Opening Moldings
- Smooth Contoured Door and Window-regulator Handles
- Uniform Automatic Transmission Quadrant (PRNDSL)
- Improved Fuel Tank Retention

- Snag-resistant Steering Wheel Hardware
- Nonprojecting Wheel Nuts, Discs and Caps
- Dual-action Safety Hood Latches
- Theft-deterrent Door Locks and Keys
- Delco Eye Energizer Battery
- 26.5-gallon Fuel Tank
- Full-flow Oil Filter
- G78—14 Tires
- Safety Rim Wheels
- Carpeted Lower Door Trim
- Simulated Carpathian Elm Burl Grain on Instrument Panel
- Simulated Burl Grain Styling on Door Inserts
- Upper-level Ventilation System
- Rocker-type Windshield Wiper/Washer and Accessory Switches
- Seat Belts with Pushbutton Buckle Releases for *all* Passenger Positions



- Carburetor Air Pre-heater
- Taffeta Perforated Headlining
- Electric Clock
- Integrated Door-release Armrests
- Deluxe Steering Wheel
- Spare Tire and Wheel Cover
- Die-cast Rocker Panel Moldings
- Interior Roof Lamp
- Rear Seat Radio Speaker Grille
- Deluxe Wheel Discs
- Anti-theft Ignition Key Warning Buzzer
- Anti-theft Ignition, Steering and Transmission Lock

Extra-cost Options

- Bi-Level Air Conditioning, Custom and Automatic Temperature Control
- Rear Window De-fogger
- Tissue Dispenser

- Cruise Control System
- Floor Mats, Front and Rear
- Tinted Glass, all Around or Windshield only
- Door-edge Guards
- Cornering Lights
- Outside, Remote-control Rearview Mirror
- Visor Vanity Mirror
- Radios: AM, AM/FM, AM/FM with FM Stereo Multiplex
- Rear Seat Speaker or Verbra-phonics Speaker
- Cordova Roof—Exclusive Design
- Reclining Passenger Seat
- Variable-ratio Power Steering
- Power Brakes, Windows, Door Locks, 4-way Driver's Seat
- Tilt Steering Wheel
- Custom Sports Steering Wheel (looks like wood)
- Whitewall Tires
- Rally II Wheels
- Front Wheel Power Disc Brakes
- Remote-control Trunk Lid Release
- Heavy-duty Battery
- Custom Gauge Cluster
- Limited-slip Differential
- Tachometer, Instrument Panel
- Tachometer, Hood—Dealer-installed
- Custom Wide-tread Tires

Standard Engine

- 400 Cu. In. V-8 350 HP—4-BBL Carb.—Premium Fuel—10.5:1 Compression

Available Engines

- 400 Cu. In. V-8 265 HP—2-BBL Carb.—Regular Fuel—8.6:1 Compression—Turbo Hydra-matic only
- 428 Cu. In. V-8 370 HP—4-BBL Carb.—Premium Fuel—10.5:1 Compression
- 428 Cu. In. H.O. V-8 390 HP—4-BBL Carb.—Premium Fuel—10.75:1 Compression

Standard Transmission

Floor Shift All-synchro 3-speed

Available Transmissions

Floor Shift All-synchro 4-speed
Turbo Hydra-matic

Exterior Dimensions (*inches*)

Overall Length210.2
Wheelbase118.0
Height51.9
Overall Width75.7
Front Tread62.0
Rear Tread60.0

Shown on the cars in this catalog, are some of the many options and accessories offered by Pontiac. They're available at extra cost, and well worth it in driving comfort and convenience. Pontiac Motor Division of General Motors Corporation reserves the right to make changes at any time, without notice, in colors, materials, specifications, parts or equipment, without incurring any obligation to equip same on cars built prior to date of such change. Pontiac Motor Division, General Motors Corporation, 196 Oakland Avenue, Pontiac, Michigan 48053.

Litho in U.S.A. 9-68 500M



