

IT'S THE ULTIMATE GRAND PRIX
AND IT'S HERE!

HURST SSJ

AN EXCLUSIVE CUSTOM CONVERSION BY
HURST PERFORMANCE RESEARCH
CORPORATION.



EXCLUSIVE MODEL SSJ CUSTOM FEATURES



LANDAU-STYLE HALF-TOP

The landau-style half-top is soft, fully-padded Cordova with trim moldings that signify the ultimate in luxury and classic design. The distinctive appearance provides a note of uniqueness that is solely your Grand Prix Model SSJ.



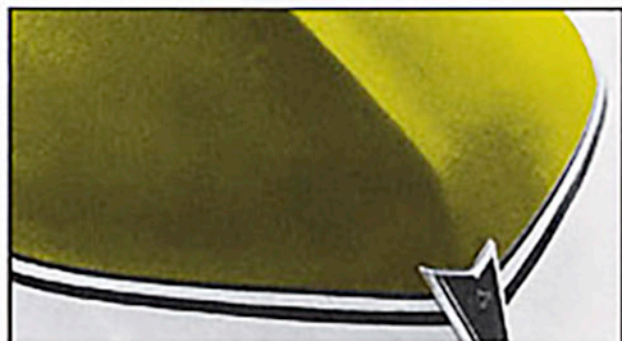
FIRE FROST GOLD PAINT ACCENTS

Fire Frost Gold metallic paint is used to accent the long, slender lines of the front section of the roof, side windows and bonnet. The gold paint marries greenhouse to hood, accenting the forward thrust of the car to give it an air of perpetual motion... even at rest.



SUN ROOF

The electrically-operated sun roof has the look of elegance associated with only the most expensive classic automobiles. (In fact, it is the same roof currently installed in the Cadillac Eldorado.) When closed it's weather-sealed and locks out wind noise, too. When opened, it introduces a new world of sunshine and fresh air.



CLASSIC HAND PIN STRIPING

Classic hand pin striping... a personal custom touch of fine craftsmanship... is used to separate the Fire Frost Gold from the body color. The result: a long, sophisticated appearance. Hand crafting spells superior quality through attention to detail. Solid proof that the Model SSJ is truly a different kind of car.

SMALL COST... BIG BENEFITS

This unique traffic builder that will boost sales all through your Pontiac line is relatively low cost for so many features:

- Electrically-operated Sun Roof
- Landau-style Cordova Half-top
- Fire Frost Gold Paint Accents
- Custom Hand Pin Striping
- Special Gold Fire Frost Rally II Wheels
- Special Die-cast Model SSJ Emblems

This complete package, including shipping to your dealership is only \$975.00.

HURST SSJ

PONTIAC GRAND PRIX MODEL SSJ... BY HURST



Model SSJ with electrically-operated sun roof open.



Model SSJ with electrically-operated sun roof closed.

Gives A New Meaning to Motion!

There's a soaring spirit to this car that is unique, different and great. Call it soul. Call it beauty. It is motion and elegance in a happy marriage that will make you a car lover, too.



Hurst Performance Research, Inc. Ferndale, Mich., a special division of Hurst Performance, Inc. the famed manufacturer of high performance shifters and other automotive components, combines years of automotive experience with outstanding contemporary engineering and design talent. This is the same combination that produced the highly successful Hurst/Olds in 1968 and 1969. For further information write: Hurst Performance Research, 10711 Northend, Ferndale, Mich. 48220.

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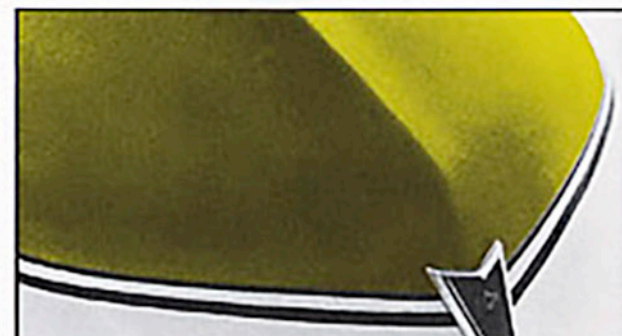
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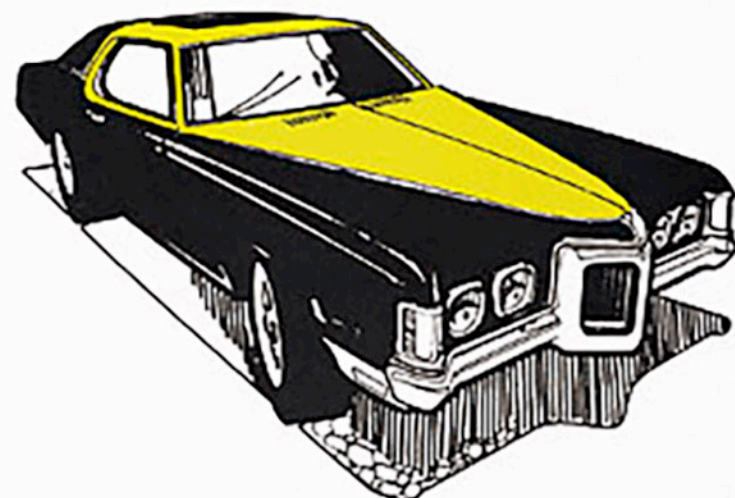
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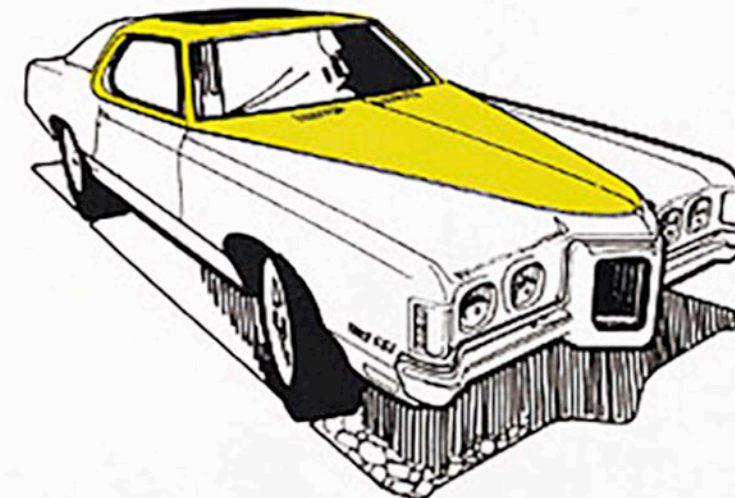
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THE ULTIMATE GRAND PRIX



The Grand Prix Model SSJ is available in two exterior color choices: A "Starlight Black," or C "Polar White," both with Fire Frost Gold accents and matching black or white hand pin striping.



SPECIAL GOLD ACCENTED RALLY II WHEELS

Fire Frost Gold paint on the Rally II wheels highlights the gold accents on the body, giving the wheels a uniquely classic-jeweled appearance. Just one more example of the custom-tailored features of this exquisite automobile. The Model SSJ is an owner's kind of car where pride comes as standard equipment.

HURST SSJ

SPECIAL DIE-CAST MODEL SSJ EMBLEMS

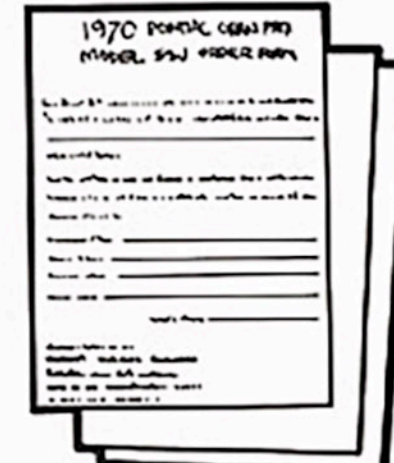
A car with hand-crafted, custom detail, that is unique, distinctive, different, should wear its identity proudly...and it does, with special Model SSJ emblems. The jewel-like design complements the padded Landau-style half-top, adding a distinctive Grand Prix touch.

AVAILABLE IMMEDIATELY HERE IS HOW TO PLACE ORDERS FOR THE MODEL SSJ:

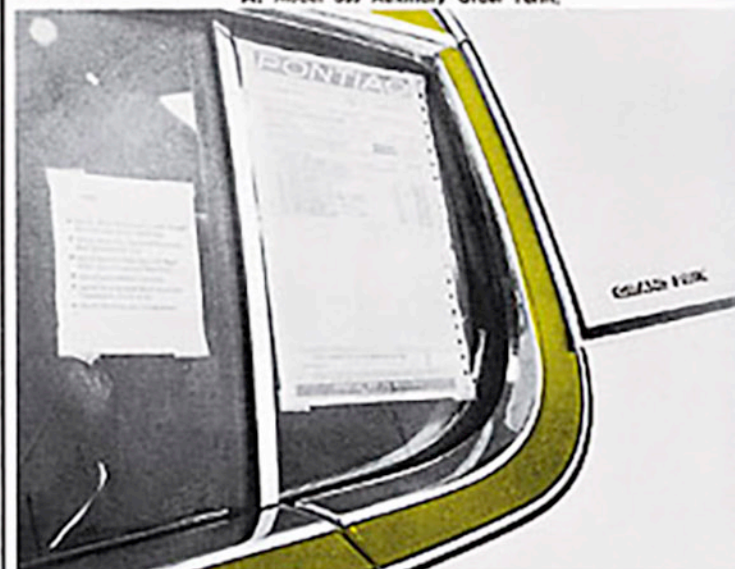
1. Order any Grand Prix, Model J or SJ, from the Pontiac Motor Division with any factory options—just as you would order any regular Pontiac.
2. Order **ONLY** exterior paint option A (Starlight Black) or C (Polar White) for conversion to the Model SSJ.
3. **DO NOT** include a Cordova top on your order.
4. Any of the following interior options can be ordered:

	Black	Gold	Brown	Saddle	Sandalwood
Vinyl Bucket	288	N.A.	283	285	287
Cloth Bucket	278	272	N.A.	N.A.	N.A.
Leather Bucket	298	N.A.	N.A.	N.A.	N.A.
Vinyl Bench	299	N.A.	N.A.	N.A.	297
Cloth Bench	259	292	N.A.	N.A.	N.A.

5. All cars **MUST** be ordered with Pontiac Option No. 474 Rally II Wheels.
6. When you special order a Model SSJ you authorize the Pontiac Motor Division to ship each car to the Hurst Performance Research Conversion Center in Detroit, Michigan.
7. Be sure to fill out in triplicate the special auxiliary order accompanying this brochure (see illustration A) for each Model SSJ you order. Mail the white and blue copies to Hurst Performance Research and retain the yellow copy for your records. Remember to include your Dealer Order No. and your signature on each auxiliary order form authorizing Hurst Performance Research to convert each Grand Prix to a special Model SSJ.
8. Your Model SSJ will then be delivered directly to your dealership from Hurst Performance Research by Motor Transport, the common carrier currently serving the Pontiac Motor Division.
9. All cars will carry a special price sticker in addition to the regular Pontiac Manufacturer's Suggested Retail Price sticker. This additional sticker (see illustration B) will list all of the special features on the Model SSJ, with a posted price of \$1,147.25. Remember, your cost is \$975.00, which is figured at a 15 percent discount. . . by Hurst.
10. The Model SSJ is currently available in limited quantities. It's recommended that you place your orders as soon as possible for early delivery. Each car will be equipped with a special promotion brochure. Additional quantities of this special glove box brochure will be supplied with each car, to be used as a showroom giveaway or direct mail piece. A showroom window or wall poster, a sample newspaper ad, sample radio copy and a press release will also be supplied at no extra cost with your initial order.
11. Hurst Performance will assume full responsibility for the conversion and will bill each dealer directly.



A. Model SSJ Auxiliary Order Form.



B. Model SSJ Special Price Sticker.

HURST SSJ

Grand Prix Model SSJ

BY HURST



The Hurst SSJ is an exclusive conversion of the 1970 Pontiac Grand Prix by the

Hurst Performance Research Corp.
10711 Northend Ave., Ferndale, Mich. 48220

Grand Prix Model SSJ



BY HURST



The Hurst SSJ is an exclusive conversion of the 1970 Pontiac Grand Prix by the Hurst Performance Research Corp. 10711 Northland Ave., Ferndale, Mich. 48220

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