

Pontiac announces the '68 version of the great American sport **Wide-Tracking!**



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Wide-Tracking is what happens when you get behind the wheel of a new 1968 Pontiac!

Catalina by Pontiac



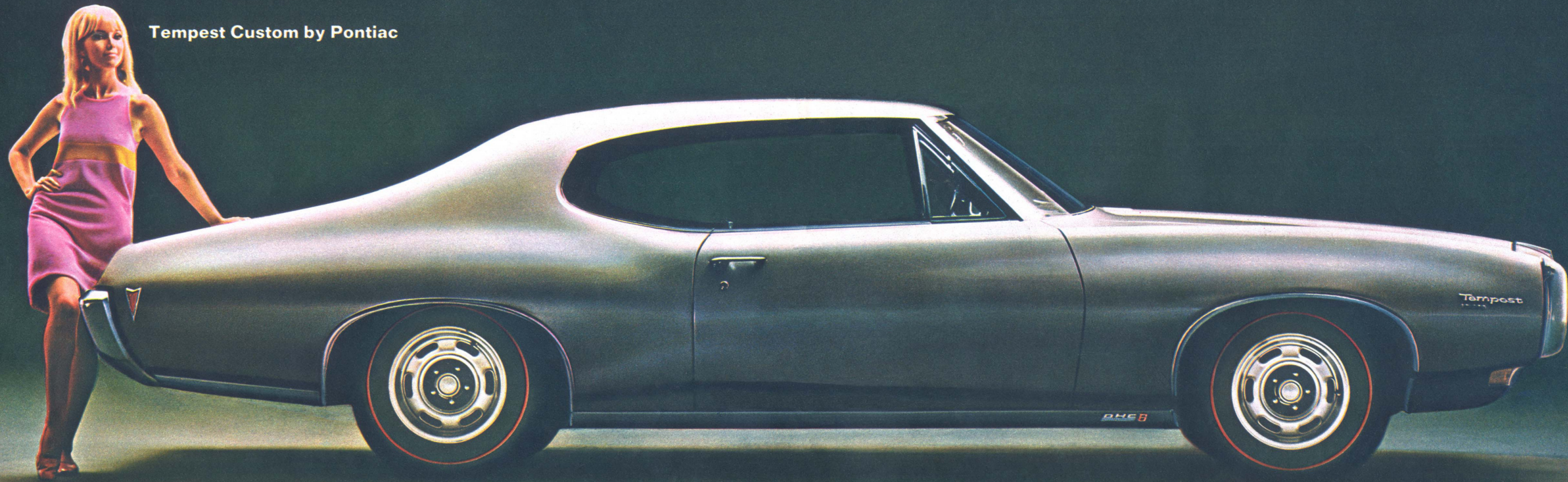
As long as you're going Wide-Tracking, why not go all the way!

Grand Prix by Pontiac



Isn't it time you discovered the difference between Wide-Tracking and just plain ordinary driving?

Tempest Custom by Pontiac



If you want to learn about Wide-Tracking in a hurry, GTO is a great teacher.

The Great One by Pontiac



What better way is there to play the great American sport of Wide-Tracking
than in a great American sports car?

Firebird 400 by Pontiac



If you think all there is to Wide-Tracking is beautiful sheet metal in motion, you don't know the best things about it.

Underneath the shimmering new skin of every new 1968 Pontiac you'll find engineering and safety features especially designed to make your driving safer and more enjoyable.

For instance, we've refined the engines in all Grand Prixs, Broughams, Bonneville's, Executives, Venturas and Catalinas to make them run smoother. And installed a carburetor air preheater for better cold-air operation.

We've even improved the ride, if you can imagine that! It's quieter, more comfortable. Handling is more responsive than ever before.

Inside we put thick foam padding on the backs of the seats. We made the instruments easier to read. Molded and padded the doors. And added new features like an anti-theft ignition switch warning buzzer that goes off if you forget to take your keys with you.

GTO, Le Mans and Tempest are all new from their wider Wide-Track up. All GTOs have as standard equipment an exciting new concept in bumper design. It's the same color as the car, but won't chip,



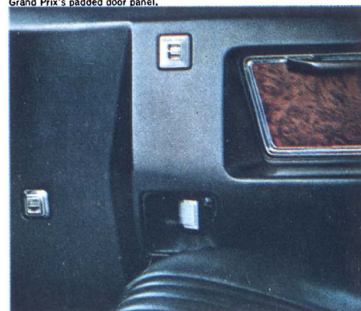
The stunning Le Mans 4-door hardtop.

Front seat shoulder belts.



fade or corrode. And it's virtually ding-proof!

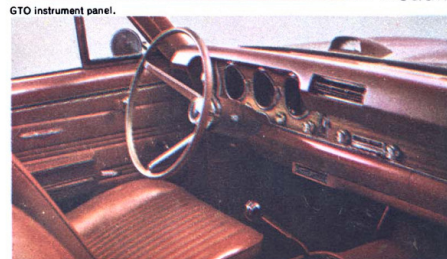
The Tempests and Le Mans carry new 250-cubic-inch Over-head Cam Sixes as standard equipment. Or you can order one of the new 350-cubic-inch V-8s in premium- or regular-gas versions.



Grand Prix's padded door panel.

There's new sports car feel. Smoother ride. Superior stability and response. And wider Wide-Track.

And this year Pontiac's famous disappearing windshield wipers are standard on all Le Mans and GTOs. You can order concealed headlights to further sleeken the GTO.



GTO instrument panel.

The Magnificent Five Firebirds are back again this year with more of what made them great. Firebird and Firebird Sprint (our European-

style road machine) both feature new 250-cubic inch Over-head Cam Sixes. Firebird 350 carries a new 350-cu. in. 265-hp regular-gas V-8. And Firebird H.O. the four-barrel 320-hp version. Of course Firebird 400 still resides in a class by itself. All with new interiors and vastly improved ride!

And don't look for the vent windows on any Firebird. Because we finally found a way to improve their stupendous styling!

Why dream? Wide-Tracking starts at your Pontiac dealer's!

**The '68 Wide-Track Pontiacs are at your Pontiac dealer's this week.
Dull driving comes to a beautiful end.**



MARK OF EXCELLENCE

Pontiac Motor Division

ADVERTISING SUPPLEMENT OF

The Sunday Bulletin

PHILADELPHIA, PA.

July 14, 1968



**What would it take for us to put
you in a new car...right now?**

An economy car that doesn't look like one?

Tempest!

\$ 2461

Funny that Tempest doesn't look like an economy car, because it doesn't act much like one, either. Oh, it passes up gas pumps the way it's supposed to. But it can pass other things, too. Like cars on the road. Primarily because it has

a 250-cubic-inch Overhead Cam Six that runs around acting like a V-8. It has a standard interior that looks anything but inexpensive. Nylon-blend and Morrokide material on the seats. And wall-to-wall carpeting. Just a few of the things

that stop people when we quote them our Tempest deal. Imagine what you'll think when we ask:

What's your price?

Manufacturer's suggested retail price for the Tempest Sports Coupe. Price includes Federal excise tax, suggested dealer handling and delivery charges. Transportation charges, state and local taxes, optional equipment additional.



How about economy with a little more pizzaz?

LeMans!

\$ 2785

Did we say "a little more"? How modest. Start with slim bucket seats done up in expanded Morrokide. Or a notch-back front bench seat with center armrest. Also Morrokide. Either one is standard. So are the two front-seat shoulder

belts with pushbutton buckles. Disappearing windshield wipers. Fully synchronized 3-speed. And on, and on. Of course, we did say we'd keep it economical. So, Pontiac's 175-hp Overhead Cam Six is standard. Thrifty! But it also

gets as much performance from regular as a lot of eights get from premium. If our deal sounds good, we'll go you one better:

What's your price?

Manufacturer's suggested retail price for the LeMans Sports Coupe. The model shown has, included in the price, extra-cost Decor Group \$28.44, whitewall tires \$31.60, Federal excise tax, suggested dealer handling and delivery charges. Transportation charges, state and local taxes, other optional equipment additional.



You say you're after a car that earns its reputation for pizzaz?

GTO! \$ 3123

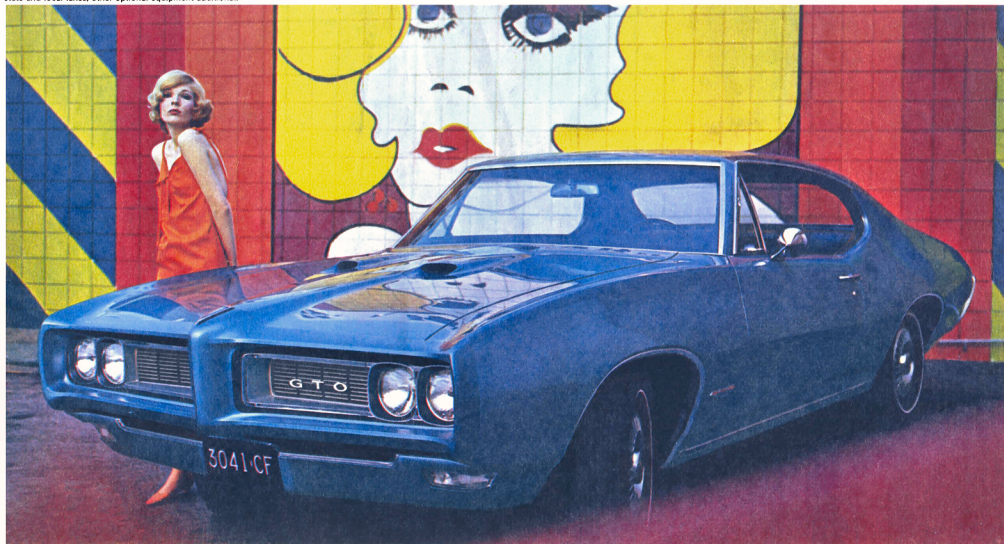
The Great One's impressive credentials include being selected Motor Trend magazine's 1968 "Car of the Year." Now, you don't get that kind of honor just because you've got a front bumper that is color-keyed to the car, but also resists minor chipping, peeling and

corrosion. It takes more. Like a 400-cubic-inch V-8 with 350 hp. And an all-synchro 3-speed with Hurst shifter. Dual exhausts. Sports-type springs and shocks. Fastrak redlines or whitewalls. And great front buckets or a notch-back bench with a center armrest. If you

want to pop for a little more, you can also specify a hood-mounted tach and 4-speed. Now that we've filled you in, we'd like you to return the favor.

What's your price?

Manufacturer's suggested retail price for the GTO Hardtop Coupe. The model shown has, included in the price, extra-cost Deluxe Wheel Discs \$21.06, Federal excise tax, suggested dealer handling and delivery charges. Transportation charges, state and local taxes, other optional equipment additional.



Perhaps a great reputation with a longer wheelbase?

Catalina!

\$ 2945

To be exact, 121 inches of wheelbase. Catalina is the full-size Pontiac that makes moving up so easy. After all, the so-called "low-priced" cars can't stand up to a 400-cubic-inch, 290-hp V-8. Or to the Wide-Track. Or to the disap-

pearing windshield wipers or the long list of interior luxuries. Especially since the difference in money between Catalina and the little fellas is small. And our deal includes kind of a hidden persuader. Resale. The Catalina traditionally

has one of the highest resale values in the industry. Of course, right now we're dealing so you'll buy. Not sell.

What's your price?

Manufacturer's suggested retail price for the Catalina 2-Door Sedan. Price includes Federal excise tax, suggested dealer handling and delivery charges. Transportation charges, state and local taxes, optional equipment additional.



Or maybe it's luxury that says you've made it.

Bonneville!

\$ 3584

Bonneville is kind of proof that Pontiac set out to change a whole lot of old-fashioned notions about luxurious cars. Take the skeptics who claim luxury cars are never performers. Bonneville's 400-cubic-inch, 340-hp V-8 has made

believers out of more than a few. Then there's the guy who swears luxury always costs big money. Bonneville's standard niceties include a simulated burl elm styled instrument panel. Electric clock. Deluxe wheel discs. Fender skirts.

And wall-to-wall, nylon-blend carpeting. For starters. The clincher is when we put Bonneville right on the line and ask you:

What's your price?

Manufacturer's suggested retail price for the Bonneville 4-Door Sedan. The model shown has, included in the price, whitewall tires \$44.23, remote-control mirror \$9.48, Federal excise tax, suggested dealer handling and delivery charges. Transportation charges, state and local taxes, other optional equipment additional.



Could there possibly be anything else?

Firebird!

\$ 2781

Actually there are Five Magnificent Firebirds. So it's up to you to run with your own breed of sport. The big difference is in the power. Standard power runs from a 250-cube Overhead Cam Six with a single-barrel carb all the way up to

a 400-cube V-8 with four barrels. Every Firebird puts its heft to work with a Hurst shifter. Every one is a Wide-Track. And every one comes with wide-oval tires, slimline front buckets, simulated wood grain dash, "Space-Saver Spare," vinyl

interior and deep-pile carpeting. What are you waiting for? Tell us which Firebird you want, and answer one question:

What's your price?

Manufacturer's suggested retail price for the Firebird Hardtop Coupe shown in the foreground. Price includes Federal excise tax, suggested dealer handling and delivery charges. Transportation charges, state and local taxes, optional equipment additional.



We Pontiac dealers have what it takes, while the Great Wide-Track Drive Gets Hotter!

PONTIAC <i>Manufacturer's Suggested Retail Price</i>	
DEALER TO: PONTIAC	VEHICLE IDENTIFICATION NUMBER: 08
DELIVERED TO: SALEMAN	FINAL ASSEMBLY POINT:
MANUFACTURER'S SUGGESTED RETAIL PRICE (Includes Dealer Prep Fee and Standard Dealer Install and Loading Charge)	
VEHICLE & MODEL:	\$
Destination Charges This vehicle was manufactured in compliance with all applicable Federal motor vehicle safety and exhaust emission control standards.	
MANUFACTURER'S SUGGESTED RETAIL PRICE ON OPTIONS AND ACCESSORIES INSTALLED ON THIS VEHICLE BY THE MANUFACTURER:	SUB-TOTAL \$
Empty space for dealer to enter options and accessories	
Factory Installed Options and Accessories- Sub-Total	\$
Total Amount: (Does not include dealer installed options or accessories, state or local taxes or license fees.)	\$
This label and the information thereon has been affixed to this motor vehicle by Pontiac Motor Division, General Motors Corporation, in compliance with the requirements of Public Law 92-260, Title I, Chapter 1, which requires the removal or alteration of this label prior to the sale of any motor vehicle to a consumer in the United States.	
PONTIAC MOTOR DIVISION General Motors Corporation	



Now we're waiting for you to name your price.