

CATALINA vs.
IMPALA • GALAXIE 500 • FURY III

SPECIFICATIONS—HARDTOP COUPES								
	CATALINA		IMPALA		GALAXIE 500		FURY III (Fast Top)	
Wheelbase	121"		119"		119"		119"	
Tread	Frnt.	Rear	Frnt.	Rear	Frnt.	Rear	Frnt.	Rear
	63"	64"	62.5"	62.4"	62"	62"	62"	60.7"
Curb Weight (with V-8 and Auto. Trans.)	4140		3901		3969		3916	
Std. V-8 Engines	400 cu. in. 290 hp		307 cu. in. 200 hp		302 cu. in. 210 hp		318 cu. in. 230 hp	

COMPARABLY POWERED AND EQUIPPED HARDTOP COUPES				
M.S.R.P.	\$3066.00	\$2945.00	\$2964.55	\$3011.00
Comparable V-8 Engines	290 hp (Std.)	275 hp (\$92.70)	265 hp (\$78.25)	290 hp (\$69.70)
Auto. Trans.	236.97	226.45	223.03	216.20
Elec. Clock	15.80	15.80	15.59	Std.
Deluxe Steering Wheel	14.74	Std.	Std.	14.70
Decor Moldings	42.13	Std.	Std.	Std.
Whitewall Tires	44.23 (8.55 x 14)	35.55 (8.25 x 14)	36.37 (8.15 x 15)	53.95 (8.55 x 14)
Total	\$3419.87	\$3315.50	\$3317.79	\$3365.55
Catalina Costs only		\$ 104.37 More	\$ 102.08 More	\$ 54.32 More
COMPARABLY POWERED AND EQUIPPED 4-DR. SEDANS (With above equipment)				
Total	\$3330.66	\$3309.05	\$3301.01	\$3305.60
Catalina Costs only		\$ 21.61 More	\$ 29.65 More	\$ 25.06 More

CATALINA ADVANTAGES:

- Longer Wheelbase
- Greater Curb Weight
- Wide-Track
- More Powerful V-8
- Big-car Quality, Luxury
- Greater Return on Investment

BONNEVILLE vs.
NINETY EIGHT • ELECTRA 225 • NEW YORKER

SPECIFICATIONS—4-DR. HARDTOPS								
	BONNEVILLE		NINETY EIGHT		ELECTRA 225		NEW YORKER	
Wheelbase	124"		126"		126"		124"	
Tread	Frnt.	Rear	Frnt.	Rear	Frnt.	Rear	Frnt.	Rear
	63"	64"	62.5"	63"	63.4"	63"	62"	60.7"
Std. V-8 Engines	400 cu. in. 340 hp		455 cu. in. 365 hp		430 cu. in. 360 hp		440 cu. in. 350 hp	
COMPARABLY POWERED AND EQUIPPED 4-DR. HARDTOPS								
M.S.R.P.	\$3637.00		\$4396.00		\$4304.00		\$4474.00	
Comparable V-8 Engines	375 hp (\$78.99)		365 hp (Std.)		360 hp (Std.)		350 hp (Std.)	
Auto. Trans.	236.97		Std.		Std.		Std.	
Power Steering	115.85		Std.		Std.		Std.	
Power Brakes	42.13		Std.		Std.		Std.	
A.M. Radio	87.42		86.89		88.41		92.30	
Whitewall Tires	44.23 (8.55 x 14)		48.76 (8.85 x 14)		47.05 (8.85 x 15)		45.35 (8.55 x 14)	
Total	\$4242.59		\$4531.65		\$4439.46		\$4611.65	
Bonneville Costs			\$ 289.06 Less		\$ 196.87 Less		\$ 369.06 Less	

BONNEVILLE ADVANTAGES:

- Wide-Track
- Greater Selection of Luxury
and Performance Options
- Lower Initial Cost
- High Resale Value

GRAND PRIX vs.
RIVIERA • T-BIRD • TORONADO

SPECIFICATIONS—HARDTOP COUPES								
	GRAND PRIX		RIVIERA		THUNDERBIRD		TORONADO	
Overall Length	216.3"		215.2"		207.0"		211.4"	
Wheelbase	121"		119"		115"		119"	
Tread	Frnt.	Rear	Frnt.	Rear	Frnt.	Rear	Frnt.	Rear
	63"	64"	63.5"	63"	62"	62"	63.5"	63"
Std. V-8 Engines	400 cu. in. 350 hp		430 cu. in. 360 hp		390 cu. in. 315 hp		455 cu. in. 375 hp	
COMPARABLY POWERED AND EQUIPPED HARDTOP COUPES								
M.S.R.P.	\$3674.00		\$4589.00		\$4638.91		\$4727.00	
Comparable V-8 Engines	375 hp (\$78.99)		360 hp (Std.)		360 hp (\$53.18)		375 hp (Std.)	
Auto. Trans.	236.97		Std.		Std.		Std.	
Power Steering	115.85		Std.		Std.		Std.	
Power Brakes	42.13		Std.		Std.		Std.	
AM Radio	87.42		88.41		Std.		86.89	
Bucket Seats and Console	Std.		57.89		64.77		47.39	
Whitewall Tires	44.23 (8.55 x 14)		42.41 (8.45 x 15)		43.12 (8.15 x 15)		48.76 (8.85 x 15)	
Total	\$4279.59		\$4777.71		\$4799.98		\$4910.04	
Grand Prix Costs			\$ 498.12 Less		\$ 520.39 Less		\$ 630.45 Less	

GRAND PRIX ADVANTAGES:

- Greater Overall Length, Wheelbase
- Bucket Seats and Console Standard
- Wide-Track
- Lower Initial Cost
- More Buyer Appeal

US vs. THEM



HOW THE 1968 PONTIACS
STACK UP TO COMPETITION

The information contained in this folder summarizes Pontiac's price, feature and specification advantages in all four major market areas.

It will be to your advantage to review the facts and figures presented here, so that you can apply this knowledge and MAKE A SALE BY COMPARISON during the big "Pontiac Comparison Days" promotion, scheduled to get under way January 1, 1968.

Keep this folder handy—use it frequently. It is especially designed to supplement the information contained in your 1968 Pocket Facts Folder, Competitive Comparison Booklet and Selling Facts Folder.

FIREBIRD vs.
MUSTANG • CAMARO • COUGAR • JAVELIN • BARRACUDA

SPECIFICATIONS—HARDTOP COUPES												
	FIREBIRD		MUSTANG		CAMARO		COUGAR		JAVELIN		BARRACUDA	
Wheelbase	108.1"		108"		108"		111"		109"		108"	
Tread	Fr.	Rear	Fr.	Rear	Fr.	Rear	Fr.	Rear	Fr.	Rear	Fr.	Rear
	60"	60"	58.5"	58.5"	59.6"	59.5"	58.5"	58.5"	57.9"	57.0"	57.4"	55.6"
Track	66.3		62.9		64.2		64.4		62.3		61.8	
Curb Weight (with V-8 and Auto. Trans.)	3318		2958		3110		3244		3137		3017	
Std. 6-Cyl. Engines	250 cu. in. 175 hp		200 cu. in. 115 hp		230 cu. in. 140 hp		N/A		232 cu. in. 145 hp		225 cu. in. 145 hp	
Basic 8-Cyl. Engines	350 cu. in. 265 hp (opt.)		289 cu. in. 195 hp (opt.)		327 cu. in. 210 hp (opt.)		302 cu. in. 210 hp (std.)		290 cu. in. 200 hp (opt.)		318 cu. in. 230 hp (opt.)	

COMPARABLY POWERED AND EQUIPPED HARDTOP COUPES						
	FIREBIRD	MUSTANG	CAMARO	COUGAR	JAVELIN	BARRACUDA
M.S.R.P.	\$2758.00	\$2578.60	\$2565.00	— —	\$2459.00	\$2579.00
Comparable 6-Cyl. Engines	175 hp (Std.)	115 hp (Std.)	155 hp (\$26.35)	N/A	145 hp (Std.)	145 hp (Std.)
Auto. Trans.	194.84	191.13	184.35	206.65	191.10	189.05
Whitewall Tires	31.60 (E:70 x 14)	33.31 (6.95 x 14)	31.35 (7.35 x 14)	73.40 (F:70 x 14)	32.40 (6.95 x 14)	69.60 (E:70 x 14)
Total	\$2984.44	\$2803.04	\$2807.05	—	\$2682.50	\$2837.65
Firebird Costs only		\$ 181.40 More	\$ 177.39 More	—	\$ 301.94 More	\$ 146.79 More
HARDTOP COUPES WITH COMPARABLE V-8 ENGINES						
M.S.R.P.	\$2758.00	\$2578.60	\$2565.00	\$2910.42	\$2459.00	\$2579.00
Comparable V-8 Engines	265 hp (\$105.60)	230 hp (\$171.77)	275 hp (\$197.70)	230 hp (\$ 57.61)	200 hp (\$105.00)	230 hp (\$106.00)
Total (with Auto. Trans. And White Sidewalls)	\$3090.04	\$3029.75	\$3022.30	\$3248.08	\$2827.60	\$2956.65
Firebird Costs		\$ 60.29 More	\$ 67.74 More	\$ 158.04 Less	\$ 262.44 More	\$ 133.39 More

- FIREBIRD ADVANTAGES:**
- Expanded Morrokide Interior
 - Exclusive Overhead Cam 6 Engine
 - Wide-oval Tires
 - Wide-Track
 - Greater Curb Weight
 - "Space-Saver Spare"
 - Upper-level Ventilation

TEMPEST vs.
CHEVELLE • BELVEDERE • F-85 • BUICK SPECIAL

SPECIFICATIONS—4-DR. SEDANS										
	TEMPEST		CHEVELLE 300 DELUXE		BELVEDERE		F-85		BUICK SPECIAL DELUXE	
Wheelbase	116"		116"		116"		116"		116"	
Tread	Fr.	Rear	Fr.	Rear	Fr.	Rear	Fr.	Rear	Fr.	Rear
	60"	60"	59"	59"	59.5"	58.5"	59"	59"	59"	59"
Curb Weight (with Std. 6-Cyl. Engine and Auto. Trans.)	3416		3254		3192		3282		3258	
Std. 6-Cyl. Engines	250 cu. in. 175 hp		230 cu. in. 140 hp		225 cu. in. 145 hp		250 cu. in. 155 hp		250 cu. in. 155 hp	

- TEMPEST PLUS FEATURES:**
- Overhead Cam 6 Engine
 - Higher Horsepower
 - Wide-Track
 - Large Tires
 - Big-car Quality
 - More Luxury Features

GTO vs.
CHEVELLE SS 396 • PLYMOUTH GTX • OLDS 442 • BUICK GS 400

SPECIFICATIONS—HARDTOP COUPES										
	GTO		CHEVELLE SS-396		PLYMOUTH GTX		OLDS 442		BUICK GS 400	
Wheelbase	112"		112"		116"		112"		112"	
Tread	Fr.	Rear	Fr.	Rear	Fr.	Rear	Fr.	Rear	Fr.	Rear
	60"	60"	59"	59"	59.5"	59.2"	59"	59"	59.4"	59"
Std. V-8 Engines	400 cu. in. 350 hp		396 cu. in. 325 hp		440 cu. in. 375 hp		400 cu. in. 350 hp		400 cu. in. 340 hp	

COMPARABLY EQUIPPED HARDTOP COUPES					
	GTO	CHEVELLE SS 396	PLYMOUTH GTX	OLDS 442	BUICK GS 400
M.S.R.P.	\$3078.00	\$2875.00	\$3329.00	\$3127.00	\$3104.00
Auto. Trans.	236.97	237.00	Std.	236.97	236.82
White Sidewall Tires	Std. (G:77 x 14)	Std. (F:70 x 14)	Std. (F:70 x 14)	Std. (F:70 x 14)	31.60 (F:70 x 14)
Bucket Seats	Std.	110.60	Std.	Std.	68.46
Total	\$3314.97	\$3222.60	\$3329.00	\$3363.97	\$3440.88
GTO Costs		\$ 92.37 More	\$ 14.03 Less	\$ 49.00 Less	\$ 125.91 Less

- GTO SPECIAL FEATURES:**
- ENDURA Front Bumper
 - Molded Air Scoops on Hood
 - Concealed Windshield Wipers
 - Sports-type Springs & Shocks
 - Dual Exhausts
 - G:77 x 14 Fastrak Redline Tires

