

1969 PONTIAC



**Competitive
Comparison**

This Booklet Is Designed To Help You SELL PONTIACS!

When you unfold it, you will find Pontiac **Prices** at the top, and Pontiac **Specifications** at the bottom. Competitive prices and specs are in the middle—for easy comparison car-by-car.

Manufacturer's Suggested Retail Price includes Federal Excise Tax and Suggested Dealer New Vehicle Preparation Charges. Transportation Charges, State and Local Taxes, Accessories and Optional Equipment Additional. (Prices rounded off to the nearest dollar.)

Weights, including automatic transmission, are for 2-door hardtops wherever possible followed by 2-door sedans, then 4-door sedans.

Specifications of station wagons, as they vary from their basic model, are not included.

PONTIAC PRICES

		2-DR. SEDAN	4-DR. SEDAN	2-DR. H.T.	4-DR. H.T.	CONV.	2-SEAT WAGON	3-SEAT WAGON	PUSH BUTTON RADIO	AUTO. TRANS.	PWR. STR.	PWR. DISC BR.	A.C.
Firebird¹	(6)	—	—	2814	—	3028	—	—	61	174	105	64	376
Tempest	(6)	2493	2540	—	—	—	—	—	61	174	100	64	376
Custom S	(6)	2586	2634	2646	2760	2871	2939	—	61	174	100	64	376
LeMans	(6)	2756	—	2818	2948	3047	—	—	61	174	100	64	376
LeMans Safari	(6)	—	—	—	—	—	3181	—	61	174	100	64	376
GTO	(8)	—	—	3139	—	3365	—	—	61	227	105	64	376
Catalina	(8)	—	3073	3157	3227	3459	3502	3647	87	227	116	72	421
Executive	(8)	—	3377	3439	3508	—	3855	4000	87	227	116	72	421
Bonneville	(8)	—	3609	3671	3739	3879	—	4087	87	227	116	72	421
Grand Prix	(8)	—	—	3777	—	—	—	—	97	227	116	72	421

1—Firebird Sprint (6) opt. \$121, Firebird 350 (8) opt. \$111, Firebird H.O. opt. \$186, Firebird 400 (8) opt. w/3 spd. Man. Trans., \$358, w/H.M. or 4 Spd. Man. Trans. \$274

CHEVROLET PRICES

		2-DR. SEDAN	4-DR. SEDAN	2-DR. H.T.	4-DR. H.T.	CONV.	2-SEAT WAGON	3-SEAT WAGON	PUSH BUTTON RADIO	AUTO. TRANS.	PWR. STR.	PWR. DISC BR.	A.C.
Camaro	(6)	—	—	2621	—	2835	—	—	58	155	90	61	357
Chevelle 300 Deluxe	(6)	2441	2471	2504	—	—	2651 ¹	—	58	155	95	61	357
Malibu	(6)	—	2550	2584	2655	2783	2762 ²	—	58	155	95	61	357
Concours	(6)	—	—	—	—	—	2914	—	58	155	95	61	357
SS 396	(8)	—	—	2914	—	—	—	—	58	210	100	61	357
Biscayne	(8)	2733	2776	—	—	—	3152	—	58	190	95	61	365
Bel Air	(8)	2834	2876	—	—	—	3215	3328	58	190	95	61	365
Impala	(8)	—	2999	3016 ³	3069	3244	3335	3448	58	190	100	61	365
Caprice	(8)	—	—	3277	3329	—	3548	3661	58	190	100	61	365

1—Nomad

2—Greenbrier

3—Custom Coupe \$3068

CHEVROLET SPECIFICATIONS

		DIMENSIONS						ENGINE SPECIFICATIONS				
		W.B.	TREAD		LENGTH	WIDTH	TIRE SIZE	DISP.	H.P.	COMP. RATIO	CARB. BBLs.-FUEL	CURB WT.
			Ft.	Rr.								
Camaro	(6)	108.0	59.6	59.5	186.0	74.0	7.35—14	230	140	8.5:1	1-R	2995
Chevelle 300 Deluxe	(6)	112.0 ¹	59.0	59.0	196.9	76.0	7.35—14	230	140	8.5:1	1-R	3165
Malibu	(6)	112.0 ¹	59.0	59.0	196.9	76.0	7.35—14	230	140	8.5:1	1-R	3185
Concours	(6)	116.0	59.0	59.0	207.9	76.0	8.25—14	230	140	8.5:1	1-R	3635
SS 396	(8)	112.0	59.0	59.0	196.9	76.0	F70—14	396	325	10.25:1	4-P	—
Biscayne	(8)	119.0	62.5	62.4	215.9	79.8	8.25—14	327	235	9.0:1	2-R	3826
Bel Air	(8)	119.0	62.5	62.4	215.9	79.8	8.25—14	327	235	9.0:1	2-R	3831
Impala	(8)	119.0	62.5	62.4	215.9	79.8	8.25—14	327	235	9.0:1	2-R	3931
Caprice	(8)	119.0	62.5	62.4	215.9	79.8	8.25—14	327	235	9.0:1	2-R	3966

1—116" on 4-Doors and Swgns.

OLDSMOBILE PRICES

		2-DR. SEDAN	4-DR. SEDAN	2-DR. H.T.	4-DR. H.T.	CONV.	2-SEAT WAGON	3-SEAT WAGON	PUSH BUTTON RADIO	AUTO. TRANS.	PWR. STR.	PWR. DISC BR.	A.C.
F-85	(6)	2544	—	—	—	—	—	—	70	174	100	64	376
Cutlass	(6)	2664	2705	2728	2836	2981	3038	—	70	174	100	64	376
Cutlass Supreme	(8)	—	2921	3019	3094	—	—	—	70	206	100	64	376
4-4-2	(8)	3124	—	3187	—	3378	—	—	70	227	100	64	376
Vista Cruiser	(8)	—	—	—	—	—	3440	3583	70	227	100	64	376
Delta 88	(8)	—	3205	3260	3336	3573	—	—	87	227	111	79	421
Delta 88 Custom	(8)	—	3415	3508	3583	—	—	—	87	227	116	79	421
Delta Royale	(8)	—	—	3819	—	—	—	—	87	227	116	79	421
Ninety Eight	(8)	—	4238 ¹	4444	4506 ²	4702	—	—	87	STD.	STD.	53 ³	421
Toronado	(8)	—	—	4818	—	—	—	—	87	STD.	STD.	53 ³	421

1—Luxury Sedan \$4581

2—Luxury Hdtp. \$4675

3—Power Brakes Std.

OLDSMOBILE SPECIFICATIONS

		DIMENSIONS						ENGINE SPECIFICATIONS				
		W.B.	TREAD		LENGTH	WIDTH	TIRE SIZE	DISP.	H.P.	COMP. RATIO	CARB. BBLS-FUEL	CURB WT.
			Ft.	Rr.								
F-85	(6)	112.0	59.0	59.0	201.9	76.2	7.75—14	250	155	8.5:1	1-R	3221
Cutlass	(6)	112.0 ¹	59.0	59.0	201.9	76.2	7.75—14	250	155	8.5:1	1-R	3277
Cutlass Supreme	(8)	112.0 ¹	59.0	59.0	201.9	76.2	7.75—14	350	310	10.25:1	4-P	3533
4-4-2	(8)	112.0	59.0	59.0	201.9	76.2	F70—14	400	325	10.5:1	4-P	3704
Vista Cruiser	(8)	121.0	59.0	59.0	212.6	77.2	8.25—14	350	250	9.0:1	2-R	4153
Delta 88	(8)	124.0	62.5	63.0	218.6	79.9	8.55—15	350	250	9.0:1	2-R	4173
Delta 88 Custom	(8)	124.0	62.5	63.0	218.6	79.9	8.55—15	455	310	9.0:1	2-R	4272
Delta Royale	(8)	124.0	62.5	63.0	218.6	79.9	8.55—15	455	310	9.0:1	2-R	4300
Ninety Eight	(8)	127.0	62.5	63.0	224.4	80.0	8.85—15	455	365	10.25:1	4-P	4413
Toronado	(8)	119.0	63.5	63.0	214.8	78.8	8.85—15	455	375	10.25:1	4-P	4481

1—116" on 4-Doors

BUICK PRICES

		2-DR. SEDAN	4-DR. SEDAN	2-DR. H.T.	4-DR. H.T.	CONV.	2-SEAT WAGON	3-SEAT WAGON	PUSH BUTTON RADIO	AUTO. TRANS.	PWR. STR.	PWR. DISC BR.	A.C.
Special Deluxe	(6)	2545	2596	—	—	—	3075 ¹	—	70	174	100	64	376
Skylark	(6)	—	2698	2719	—	—	—	—	70	174	100	64	376
Skylark Custom	(8)	—	2961	2992	3134	3135	—	—	70	185	100	64	376
GS 350	(8)	—	—	2963	—	—	—	—	70	185	100	64	376
GS 400	(8)	—	—	3164	—	3308	—	—	70	227	100	64	376
Sport Wagon	(8)	—	—	—	—	—	3448	3604	70	185	100	64	376
LeSabre	(8)	—	3199	3281	3339	—	—	—	88	185	116	79	421
LeSabre Custom	(8)	—	3293	3369	3433	3562	—	—	88	185	116	79	421
Wildcat	(8)	—	3474	3579	3634	—	—	—	88	227	116	79	421
Wildcat Custom	(8)	—	—	3800	3849	3931	—	—	88	227	116	79	421
Electra 225	(8)	—	4284	4305	4414	—	—	—	88	STD.	STD.	53 ²	421
Electra 225 Custom	(8)	—	4499	4484	4593	4625	—	—	88	STD.	STD.	53 ²	421
Riviera	(8)	—	—	4683	—	—	—	—	88	STD.	STD.	53 ²	421

1—V-8

2—Power Brakes Std.

BUICK SPECIFICATIONS

		DIMENSIONS						ENGINE SPECIFICATIONS				
		W.B.	TREAD		LENGTH	WIDTH	TIRE SIZE	DISP.	H.P.	COMP. RATIO	CARB. BBLS-FUEL	CURB WT.
			Fl.	Rr.								
Special Deluxe	(6)	112.0 ¹	59.0	59.0	200.7	75.6	7.75—14	250	155	8.5:1	1-R	3254
Skylark	(6)	112.0 ¹	59.0	59.0	200.7	75.6	7.75—14	250	155	8.5:1	1-R	3314
Skylark Custom	(8)	112.0 ¹	59.0	59.0	200.7	75.6	7.75—14	350	230	9.0:1	2-R	3498
GS 350	(8)	112.0	59.0	59.0	200.7	75.6	7.75—14	350	280	10.25:1	4-P	3544
GS 400	(8)	112.0	59.4	59.0	200.7	75.6	7.75—14	400	340	10.25:1	4-P	3589
Sport Wagon	(8)	121.0	59.4	59.0	214.1	75.6	8.55—14	350	230	9.0:1	2-R	4198
LeSabre	(8)	123.2	63.0	63.0	218.2	80.0	8.55—15	350	230	9.0:1	2-R	4122
Wildcat	(8)	123.2	63.5	63.0	218.2	80.0	8.55—15	430	360	10.25:1	4-P	4281
Electra 225	(8)	126.2	63.5	63.0	224.8	80.0	8.55—15	420	360	10.25:1	4-P	4413
Riviera	(8)	119.0	63.4	63.0	215.2	79.2	8.55—15	430	360	10.25:1	4-P	4358

1—116" on 4-Doors

AMERICAN MOTORS PRICES

		2-DR. SEDAN	4-DR. SEDAN	2-DR. H.T.	4-DR. H.T.	CONV.	2-SEAT WAGON	3-SEAT WAGON	PUSH BUTTON RADIO	AUTO. TRANS.	PWR. STR.	PWR. DISC BR.	A.C.
Javelin	(6)	—	—	2512 ¹	—	—	—	—	61	191	95	42 ²	369
AMX	(8)	—	—	3297	—	—	—	—	61	118 ³	95	91	369
Rambler	(6)	1998	2076	—	—	—	—	—	61	171	90	42 ²	324
Rambler 440	(6)	—	2218	—	—	—	2478	—	61	171	90	42 ²	324
Rogue	(6)	—	—	2296	—	—	—	—	61	171	90	42 ²	324
Rebel	(6)	—	2484	2496	—	—	2817	—	61	191	100	42 ²	376
Rebel SST	(8)	—	2682	2696	—	—	3045	—	61	201	100	91	376
Ambassador	(8)	—	3014	—	—	—	—	—	61	201	100	91	STD.
Ambassador DPL	(8)	—	3270	3287	—	—	3609	—	61	201	100	91	STD.
Ambassador SST	(8)	—	3605	3622	—	—	3998	—	61	201	100	91	STD.

1—SST \$2633

2—Power Disc Brakes avail. V-8 only

3—4-Speed Man. Trans. Std.

AMERICAN MOTORS SPECIFICATIONS

		DIMENSIONS						ENGINE SPECIFICATIONS				
		W.B.	TREAD		LENGTH	WIDTH	TIRE SIZE	DISP.	H.P.	COMP. RATIO	CARB. BBLS-FUEL	CURB WT.
			Ft.	Rr.								
Javelin	(6)	109.0	57.9	57.0	189.2	71.9	6.95—14	232	145	8.5:1	1-R	2884
AMX	(8)	97.0	58.4	57.0	177.2	71.6	E70—14	290	225	10.0:1	4-P	3157
Rambler	(6)	106.0	56.0	55.0	181.0	70.8	6.45—14	199	128	8.5:1	1-R	2702
Rambler 440	(6)	106.0	56.0	55.0	181.0	70.8	6.45—14	199	128	8.5:1	1-R	2745
Rogue	(6)	106.0	56.0	55.0	181.0	70.8	6.45—14	232	145	8.5:1	1-R	2783
Rebel	(6)	114.0	60.0	60.0	197.0	77.2	7.35—14	232	145	8.5:1	1-R	3244
Rebel SST	(8)	114.0	60.0	60.0	197.0	77.2	7.35—14	290	200	9.0:1	2-R	3406
Ambassador	(8)	122.0	60.0	60.6	206.5	77.2	7.75—14	290	200	9.0:1	2-R	3508
Ambassador DPL	(8)	122.0	60.0	60.6	206.5	77.2	7.75—14	290	200	9.0:1	2-R	3603
Ambassador SST	(8)	122.0	60.0	60.6	206.5	77.2	7.75—14	290	200	9.0:1	2-R	3635

PLYMOUTH PRICES

		2-DR. SEDAN	4-DR. SEDAN	2-DR. H.T.	4-DR. H.T.	CONV.	2-SEAT WAGON	3-SEAT WAGON	PUSH BUTTON RADIO	AUTO. TRANS.	PWR. STR.	PWR. DISC BR.	A.C.
Barracuda	(6)	—	—	2657 ¹	—	2959	—	—	62	189	85	92	343
Belvedere	(6)	2492	2531	—	—	—	2862	—	62	189	100	43 ⁵	358
Satellite	(6)	—	2618	2642	—	2858	2980	3089	62	189	100	43 ⁵	358
Road Runner	(8)	2928	—	3066	—	3296	—	—	62	39 ⁶	100	92	358
Sport Satellite	(8)	—	2894	2866	—	3064	3224	3333	62	206	100	92	358
GTX	(8)	—	—	3399	—	3618	—	—	62	STD.	100	92	358
Fury I	(8)	2789	2832	—	—	—	3319 ²	—	62	206	100	92	440
Fury II	(8)	2901	2929	—	—	—	3419 ³	3510 ³	62	206	100	92	440
Fury III	(8)	—	3067	3088	3138	3307	3634 ⁴	3701 ⁴	62	206	100	92	440
Sport Fury	(8)	—	—	3266	—	3485	—	—	62	206	100	92	440
VIP	(8)	—	—	3365	3416	—	—	—	62	206	100	92	440

1—Fastback \$2690

2—Suburban

3—Custom Suburban

4—Sport Suburban

5—Power Brakes—Power Disc N/A w/6-cyl.

6—4-Speed Man. Trans. Std.

PLYMOUTH SPECIFICATIONS

		DIMENSIONS						ENGINE SPECIFICATIONS				
		W.B.	TREAD		LENGTH	WIDTH	TIRE SIZE	DISP.	H.P.	COMP. RATIO	CARB. BBLS-FUEL	CURB WT.
			Ft.	Rr.								
Barracuda	(6)	108.0	57.5	55.6	182.8	69.6	6.95—14	225	145	8.4:1	1-R	2895
Belvedere	(6)	116.0	59.5	58.5	202.7	76.4	7.35—14	225	145	8.4:1	1-R	3145
Satellite	(6)	116.0	59.5	58.5	202.7	76.4	7.35—14	225	145	8.4:1	1-R	3160
Road Runner	(8)	116.0	59.5	59.2	202.7	76.4	F70—15	383	335	10.0:1	4-P	3560
Sport Satellite	(8)	116.0	59.5	59.2	202.7	76.4	7.35—14	318	230	9.2:1	2-R	3320
GTX	(8)	116.0	59.5	59.2	202.7	76.4	F70—15	440	375	10.1:1	4-P	3670
Fury I	(8)	120.0	62.1	60.7	214.5	79.6	7.75—15	318	230	9.2:1	2-R	3765
Fury II	(8)	120.0	62.1	60.7	214.5	79.6	7.75—15	318	230	9.2:1	2-R	3775
Fury III	(8)	120.0	62.1	60.7	214.5	79.6	7.75—15	318	230	9.2:1	2-R	3835
Sport Fury	(8)	120.0	62.1	60.7	214.5	79.6	7.75—15	318	230	9.2:1	2-R	3850
VIP	(8)	120.0	62.1	60.7	214.5	79.6	7.75—15	318	230	9.2:1	2-R	3850

DODGE PRICES

		2-DR. SEDAN	4-DR. SEDAN	2-DR. H.T.	4-DR. H.T.	CONV.	2-SEAT WAGON	3-SEAT WAGON	PUSH BUTTON RADIO	AUTO. TRANS.	PWR. STR.	PWR. DISC BR.	A.C.
Coronet Deluxe	(6)	2537	2572	—	—	—	2905	—	62	189	100	43 ³	358
Coronet 440	(6)	2613	2653	2675	—	—	3016	3229 ¹	62	189	100	43 ³	358
Super Bee	(8)	3059	—	3121	—	—	—	—	62	206	100	92	358
Coronet 500	(8)	—	2946	2912	—	3052	3263	3375	62	206	100	92	358
Coronet R/T	(8)	—	—	3425	—	3643	—	—	62	STD.	100	92	358
Charger	(8)	—	—	3109	—	—	—	—	62	206	100	92	358
Charger R/T	(8)	—	—	3575 ²	—	—	—	—	62	STD.	100	92	358
Polara	(8)	—	3078	3100	3171	3360	3505	3612	64	211	107	92	396
Polara 500	(8)	—	—	3297	—	3559	—	—	64	211	107	92	396
Monaco	(8)	—	3435	3511	3574	—	3900	4029	64	223	107	92	396

1—V-8

2—Charger 500 \$3843

3—Power Brakes—Power Disc N/A w/6-cyl.

DODGE SPECIFICATIONS

		DIMENSIONS						ENGINE SPECIFICATIONS				
		W.B.	TREAD		LENGTH	WIDTH	TIRE SIZE	DISP.	H.P.	COMP. RATIO	CARB. BBLs-FUEL	CURB WT.
			Ft.	Rr.								
Coronet Deluxe	(6)	117.0	59.5	58.5	206.6	76.7	7.35—14	225	145	8.4:1	1-R	3160
Coronet 440	(6)	117.0	59.5	58.5	206.6	76.7	7.35—14	225	145	8.4:1	1-R	3160
Super Bee	(8)	117.0	59.5	59.2	206.6	76.7	7.75—14	318	230	9.2:1	2-R	3555
Coronet 500	(8)	117.0	59.5	59.2	206.6	76.7	7.75—14	318	230	9.2:1	2-R	3310
Coronet R/T	(8)	117.0	59.5	59.2	206.6	76.7	F70—14	440	375	10.1:1	4-P	3650
Charger	(8)	117.0	59.5	59.2	207.9	76.7	7.75—14	318	230	9.2:1	2-R	3385
Charger R/T	(8)	117.0	59.5	59.2	207.9	76.7	F70—14	440	375	10.1:1	4-P	3685
Polara	(8)	122.0	62.1	60.7	220.8	79.3	8.25—15	318	230	9.2:1	2-R	3925
Polara 500	(8)	122.0	62.1	60.7	220.8	79.3	8.25—15	318	230	9.2:1	2-R	3925
Monaco	(8)	122.0	62.1	60.7	220.8	79.3	8.25—15	383	290	9.2:1	2-R	4045

CHRYSLER PRICES

		2-DR. SEDAN	4-DR. SEDAN	2-DR. H.T.	4-DR. H.T.	CONV.	2-SEAT WAGON	3-SEAT WAGON	PUSH BUTTON RADIO	AUTO. TRANS.	PWR. STR.	PWR. DISC BR.	A.C.
Newport	(8)	—	3397	3468	3532	3806	4566 ¹	4652 ¹	92	229	112	96	406
Newport Custom	(8)	—	3563	3635	3713	—	—	—	92	229	112	96	406
300	(8)	—	—	4087	4166	4433	—	—	92	STD.	112	96	406
New Yorker	(8)	—	4470	4522	4598	—	—	—	92	STD.	STD.	49 ²	406

1—Town and Country (auto. trans., power steering & power brakes std.)

2—Power Brakes std.

CHRYSLER SPECIFICATIONS

		DIMENSIONS						ENGINE SPECIFICATIONS				
		W.B.	TREAD		LENGTH	WIDTH	TIRE SIZE	DISP.	H.P.	COMP. RATIO	CARB. BBLS-FUEL	CURB WT.
			Ft.	Rr.								
Newport	(8)	124.0	62.1	60.7	224.7	79.0	8.55—15	383	290	9.2:1	2-R	4155
Newport Custom	(8)	124.0	62.1	60.7	224.7	79.0	8.55—15	383	290	9.2:1	2-R	4185
300	(8)	124.0	62.1	60.7	224.7	79.0	8.55—15	440	350	10.1:1	4-P	4305
New Yorker	(8)	124.0	62.1	60.7	224.7	79.0	8.55—15	440	350	10.1:1	4-P	4380

FORD PRICES

		2-DR. SEDAN	4-DR. SEDAN	2-DR. H.T.	4-DR. H.T.	CONV.	2-SEAT WAGON	3-SEAT WAGON	PUSH BUTTON RADIO	AUTO. TRANS.	PWR. STR.	PWR. DISC BR.	A.C.
Mustang	(6)	—	—	2618 ¹	—	2832	—	—	61	191	95	65 ⁷	376
Fairlane	(6)	—	2471	2482	—	—	2824	—	61	191	100	65	380
Fairlane 500	(6)	—	2551	2609 ²	—	2834	2934	—	61	191	100	65	380
Torino	(6)	—	2716	2737	—	—	3090	—	61	191	100	65	380
Torino GT	(8)	—	—	2848 ³	—	3073	—	—	61	201	100	65	380
Cobra	(8)	—	—	3208 ⁴	—	—	—	—	61	37 ⁸	100	65	380
Custom	(8)	2737	2779	—	—	—	3179	—	61	201	100	65	389
Custom 500	(8)	2836	2878	—	—	—	3243	3356	61	201	100	65	389
Galaxie 500	(8)	—	3002	3070 ⁵	3071	3247	3362	3478	61	201	100	65	389
Ford XL	(8)	—	—	3157	—	3385	—	—	61	201	100	65	389
Ford LTD	(8)	—	3192	3234	3261	—	3644	3721	61	201	100	65	389
Thunderbird	(8)	—	5026	4807 ⁶	—	—	—	—	STD.	STD.	STD.	STD.	427

1—Fastback \$2618, Grande \$2849, Mach. I Fastback V-8 \$3122

2—Fastback \$2584

3—Fastback \$2823

4—Fastback \$3183

5—Fastback \$3018

6—Landau Coupe \$4947

7—Avail. w/V-8 only

8—4-Speed Man. Trans. Std.

FORD SPECIFICATIONS

		DIMENSIONS						ENGINE SPECIFICATIONS				
		W.B.	TREAD		LENGTH	WIDTH	TIRE SIZE	DISP.	H.P.	COMP. RATIO	CARB. BBLS.-FUEL	CURB WT.
			Ft.	Rr.								
Mustang	(6)	108.0	58.5	58.5	187.4	71.3	C78—14	200	115	8.8:1	1-R	2857
Fairlane	(6)	116.0	58.8	58.5	201.1	74.6	7.35—14	250	155	9.0:1	1-R	3172
Fairlane 500	(6)	116.0	58.8	58.5	201.1	74.6	7.35—14	250	155	9.0:1	1-R	3181
Torino	(6)	116.0	58.8	58.5	201.1	74.6	7.35—14	250	155	9.0:1	1-R	3235
Torino GT	(8)	116.0	58.8	58.5	201.1	74.6	E70—14	302	220	9.5:1	2-R	3372
Cobra	(8)	116.0	58.8	58.5	201.1	74.6	F70—14	428	335	10.5:1	4-P	3633
Custom	(8)	121.0	63.0	64.0	214.0	79.4	7.75—15	302	220	9.5:1	2-R	3782
Custom 500	(8)	121.0	63.0	64.0	214.0	79.4	7.75—15	302	220	9.5:1	2-R	3767
Galaxie 500	(8)	121.0	63.0	64.0	214.0	79.4	8.15—15	302	220	9.5:1	2-R	3877
Ford XL	(8)	121.0	63.0	64.0	214.0	79.4	8.15—15	302	220	9.5:1	2-R	3982
Ford LTD	(8)	121.0	63.0	64.0	214.0	79.4	8.15—15	302	220	9.5:1	2-R	3902
Thunderbird	(8)	115.0	62.0	62.0	206.9	77.3	8.55—15	429	360	10.5:1	4-P	4548

MERCURY PRICES

		2-DR. SEDAN	4-DR. SEDAN	2-DR. H.T.	4-DR. H.T.	CONV.	2-SEAT WAGON	3-SEAT WAGON	PUSH BUTTON RADIO	AUTO. TRANS.	PWR. STR.	PWR. DISC BR.	A.C.
Cougar	(8)	—	—	2999 ¹	—	3365 ¹	—	—	61	206	99	65	376
Comet	(6)	—	—	2515	—	—	—	—	61	191	95	65	376
Montego	(6)	—	2539	2588	—	—	—	—	61	191	95	65	376
Montego MX	(6)	—	2701	2719	—	2979	2962	—	61	191	95	65	376
Cyclone	(8)	—	—	2754 ²	—	—	—	—	61	197	95	65	376
Monterey	(8)	—	3141	3220	3296	3523	3519	—	64	238	115	71	421
Monterey Custom	(8)	—	3360	3442	3516	—	3740	—	64	238	115	71	421
Marquis	(8)	—	3840	3902	3973	4107	4116 ³	—	64	STD.	115	71	421
Marquis Brougham	(8)	—	4112	4174	4245	—	—	—	64	STD.	115	71	421
Marauder	(8)	—	—	3351 ⁴	—	—	—	—	64	238	115	71	421

1—XR7 Hdt. \$3298, Conv. \$3578

2—CJ Model \$3207

3—Colony Park—price incl. auto. trans.

4—X-100 \$4047 incl. auto. trans.

MERCURY SPECIFICATIONS

		DIMENSIONS						ENGINE SPECIFICATIONS				
		W.B.	TREAD		LENGTH	WIDTH	TIRE SIZE	DISP.	H.P.	COMP. RATIO	CARB. BBLS.-FUEL	CURB WT.
			Ft.	Rr.								
Cougar	(8)	111.0	58.5	58.5	193.8	74.2	E78—14	351	250	9.5:1	2-R	3358
Comet	(6)	116.0	58.5	58.5	206.2	76.0	7.35—14	250	155	9.0:1	1-R	3206
Montego	(6)	116.0	58.5	58.5	206.2	76.0	7.35—14	250	155	9.0:1	1-R	3173
Montego MX	(6)	116.0	58.5	58.5	206.2	76.0	7.35—14	250	155	9.0:1	1-R	3225
Cyclone	(8)	116.0	58.8	58.5	203.2	76.0	7.75—14	302	220	9.5:1	2-R	3421
Monterey	(8)	124.0	63.0	64.0	221.8	79.7	8.25—15	390	265	9.5:1	2-R	4175
Monterey Custom	(8)	124.0	63.0	64.0	221.8	79.7	8.25—15	390	265	9.5:1	2-R	4203
Marquis	(8)	124.0	63.0	64.0	224.3	79.7	8.55—15	429 ¹	320	10.5:1	2-P	4383
Marquis Brougham	(8)	124.0	63.0	64.0	224.3	79.7	8.55—15	429	320	10.5:1	2-P	4383
Marauder	(8)	121.0	63.0	64.0	219.1	79.6	8.25—15	390	265	9.5:1	2-R	4249

1—Colony Park equipped w/390 cu. in. eng.

PONTIAC SPECIFICATIONS

		DIMENSIONS						ENGINE SPECIFICATIONS				
		W.B.	TREAD		LENGTH	WIDTH	TIRE SIZE	DISP.	H.P.	COMP. RATIO	CARB. BBLs. FUEL	CURB WT.
			Fl.	Rr.								
Firebird	(6)	108.1	60.0	60.0	191.1	73.9	E70—14	250	175 ²	9.0:1	1-R	3218
Tempest	(6)	112.0 ¹	61.0	60.0	201.5	75.8	7.75—14	250	175 ³	9.0:1	1-R	3336
Custom S	(6)	112.0 ¹	61.0	60.0	201.5	75.8	7.75—14	250	175 ³	9.0:1	1-R	3376
LeMans	(6)	112.0 ¹	61.0	60.0	201.5	75.8	7.75—14	250	175 ³	9.0:1	1-R	3401
LeMans Safari	(6)	116.0	61.0	60.0	211.0	76.3	8.25—14	250	175	9.0:1	1-R	3837
GTO	(8)	112.0	61.0	60.0	201.2	75.8	G78—14	400	350	10.75:1	4-P	3682
Catalina	(8)	122.0	64.0	64.0	217.5	79.8	8.55—15	400	290	10.5:1	2-P	4154
Executive	(8)	125.0	64.0	64.0	223.5	79.8	8.55—15	400	290	10.5:1	2-P	4199
Bonneville	(8)	125.0	64.0	64.0	224.0	79.8	8.55—15	428	360	10.5:1	4-P	4298
Grand Prix	(8)	118.0	62.0	60.0	210.2	75.7	G78—14	400	350	10.5:1	4-P	3910

1—116" on 4-Doors

2—Firebird Sprint (6) 230 hp., Firebird 350 (8) 265 hp., Firebird (8) 350 H.O. 325, Firebird (8)

400 330 hp.

3—Sprint option (6) 230 hp.

WRITE IN YOUR OWN COMMENTS TO USE IN SELLING PONTIAC AGAINST:

• CHEVROLET

• DODGE-PLYMOUTH

• OLDSMOBILE

• CHRYSLER

• BUICK

• FORD

• AMERICAN MOTORS

• MERCURY

Compare PONTIAC with:

▼ **CHEVROLET**

▼ **OLDSMOBILE**

▼ **BUICK**

▼ **AMERICAN MOTORS**

▼ **PLYMOUTH**

▼ **DODGE**

▼ **CHRYSLER**

▼ **FORD**

▼ **MERCURY**

KNOW what competition has to offer.

PROVE your points about your product by comparison.

COMBINE your product knowledge with these Pontiac advantages—3rd in Sales, leadership in styling and engineering, Wide Track and our much envied re-sale value—then Breakaway for another Pontiac sale for “one in a million”.

Information believed accurate at time of publication, and is subject to change without notice.



MARK OF EXCELLENCE

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