



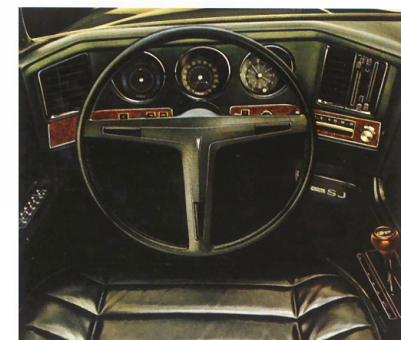
**JOIN THE  
GREAT  
'69 PONTIAC  
BREAK AWAY**



**GRAND PRIX:  
OUR BRILLIANT, NEW  
CANDIDATE FOR  
LUXURY CAR OF THE YEAR.**

You've never driven a car like this before, because there's never been a car like the 1969 Pontiac Grand Prix before. Its own steering wheel with "soft" material rim. Its own radio antenna, slyly concealed in the windshield. And a whole lot more. Like: a rugged, responsive 400-cubic-inch V-8 with 4-barrel Quadra-jet carb and dual exhausts; flush exterior door release handles; recessed, squeeze-to-release interior door handles; upper-level ventilation, that provides draft-free air with all windows closed; new, "Pulse" windshield wiper control that permits wiper blades to operate through one full cycle for quick cleaning, and then shut off; luxurious, expanded Morrokide trim; and wall-to-wall, nylon-blend, loop-pile carpeting.

The exciting Grand Prix "SJ" option. Besides Grand Prix's standard luxury features, the "SJ" option provides: big, powerful, 428-cubic-inch engine; automatic leveling system for firmer ride; front-wheel disc brakes with power assist; heavier rated rear axle; 3.55:1 axle ratio with manual transmission; G78-14 whitewall, fiber-glass belted tires; sports-type instrument panel gauges; special lamp group and specific exterior identification.



**All-new custom interior.** This exclusive interior, which you can order, consists of finest quality, top-grain leather trim on front and rear seats; fully padded upper rear quarter panels and handsomely styled, door-mounted courtesy lights for added convenience in getting in and out.

Grand Prix available in Hardtop Coupe only.





Bonneville Brougham 4-door Hardtop  
(Also available in Hardtop Coupe and Convertible)



## **BONNEVILLE WITH BROUGHAM OPTION: OUR ELEGANCE IS SHOWING IN A BRAND-NEW WAY.**

The patrician of the 1969 Pontiac line is undoubtedly the sophisticated Bonneville with the available Brougham Custom Option. Like all Bonneville's, the Brougham rides feather-soft on a long, 125-inch wheel-base and wider Wide-Track of 64", front and rear. Outstanding features of the Brougham include: center fold-down armrests and extra-thick foam padding in front and rear seats; power-operated window lift controls for all windows; flexible door pulls integral with door moldings. All Bonneville's feature a big, 428-cubic-inch, 360-hp V-8 engine with 4-barrel Quadra-jet carburetor; massive, full-width front and rear bumpers, with protective "Endura" inserts; new "Pulse" windshield wiper system; simulated rich elm burl-grain instrument panel; upper-level ventilation system; nylon-blend, loop-pile carpeting and sound-absorbing taffeta perforated headlining.

Among many available options for all Bonneville's are: AM/FM Stereo Radio—Stereo Tape Player—Variable-ratio Power Steering—Tilt Steering Wheel and Power Door Locks.



Bonneville 4-door Sedan



Bonneville Hardtop Coupe



Bonneville Convertible



Bonneville 3-seat Station Wagon





Executive 4-door Sedan

**EXECUTIVE:  
EVEN IF YOU'RE NOT AN  
EXECUTIVE, IT'LL MAKE YOU  
FEEL (AND LOOK) LIKE ONE.**

How appropriately named—with its decisive styling and commanding road manners. Longer, 125-inch wheelbase and wider Wide-Track of 64" at front, too. Standard equipment includes: a 400-cubic-inch V-8 engine; forward-thrusting "Endura" center insert that splits the massive peripheral front bumper; deluxe wheel covers and 3-spoke, vinyl-cushioned-rim steering wheel; new upper-level ventilation system; simulated Carpathian elm burl-grain instrument panel insert; concealed, articulated overlap windshield wipers with new "Pulse" windshield wiper system; electric clock; taffeta perforated headlining and nylon-blend, loop-pile carpeting.

**Executive Safari.** Boasting a 122-inch wheelbase, the Executive Safari Wagon has everything standard to the Executive series, plus the following distinctive equipment: dark simulated walnut-grain exterior paneling with light-tone, simulated, teak-grain molding trim; dual hinged swing gate with built-in, full-width rear step; durable, vinyl floor covering and concealed storage locker in cargo area. 2-seat Safari features folding second seat; 3-seat Safari features folding second and third seats.



Executive Hardtop Coupe



Executive 4-door Hardtop



Executive Safari



Catalina Hardtop Coupe

**CATALINA:  
IT GETS BETTER EVERY  
YEAR, BUT STILL  
REMEMBERS YOUR BUDGET.**

For '69, Catalina takes on an entirely new, big-car appearance with its longer, 122-inch wheelbase and wider Wide-Track of 64" up front. Once you've compared price tags, you'll be amazed to learn that Catalina carries such big-car features as: 400-cubic-inch, 290-hp V-8 engine; massive peripheral front bumper with energy absorbing "Endura" center insert; full-length body side moldings with color-keyed vinyl inserts; concealed, articulated overlap windshield wipers with new "Pulse" wiper system; draft-free, upper-level ventilation system—door vent windows eliminated; foam-padded, front-seat cushion; and full nylon-blend, loop-pile carpeting.

Quite a collection of available options, too. Big, 428-cubic-inch V-8 engines; Turbo Hydra-matic transmission; Cruise Control system; front-wheel disc brakes with power assist; variable-ratio power steering and tilt steering wheel; AM/FM stereo radio and stereo tape player.



Optional, extra-cost Ventura Custom Interior for Catalina series.





Catalina 2- and 3-seat Station Wagons  
(2-seat Station Wagon illustrated)



Catalina 4-door Sedan



Catalina 4-door Hardtop



Catalina Convertible

## CATALINA STATION WAGON: HOW CAN ANYTHING SO PRACTICAL DRAW SO MANY ADMIRING GLANCES?

You really shouldn't be surprised. It figures—the clever way Pontiac designers work. And when you think of Catalina's impressive array of standard equipment, its all-Morrokide interior, its plush, nylon-blend, loop-pile carpeted seating area, and its durable, vinyl-covered cargo area, you begin to understand. Now, consider the advantages of the folding second seat in the 2-seat Catalina Wagon and the folding second and third seats in the 3-seat Catalina Wagon. With these seats folded down, there's a whopping 91-plus cubic feet of cargo volume—with additional storage space concealed under the load floor. With the convenience of the new, dual hinged swing gate, you have the station wagon you've always wanted. Right?



GTO Hardtop Coupe



GTO Convertible

## GTO: EVERYBODY KEEPS TRYING—BUT GTO STILL STANDS FOR THE GREAT ONE.

Here are just some of the reasons The Great One is still unchallenged. A powerful, responsive, 400-cubic-inch, 350-hp V-8 with 4-barrel, Quadra-jet carb and dual exhausts; 3.55:1 axle ratio with full-sync, heavy-duty manual transmission and stick shift; heavy-duty clutch and stabilizer bar; chromed rocker arm covers, oil filler cap and air cleaner; variable-pitch Power-Flex fan; exclusive energy absorbing "Endura" front bumper; dual simulated air-intake scoops on hood; heavy-rated springs and shocks; concealed windshield wipers with new "Pulse" wiper system; choice of bucket front seats or notch-back bench front seat with folding, center armrest; all-expanded Morrokide interior; full nylon-blend, loop-pile carpeting with matching carpet on lower door panels; G78—14 Fastrak Redline tires; power-operated top on convertible.

And how about these for options you can order? Two Ram Air engines—a 366-hp and a 370-hp; Rally II wheels; hood-mounted tachometer; rally gauge cluster; front-wheel disc brakes with power assist; AM/FM stereo radio and stereo tape player; Turbo Hydra-matic transmission and floor console.





LeMans 4-door Hardtop

## LE MANS: LINES THAT ARE OUT OF THE 21st CENTURY WITH PERFORMANCE TO MATCH.

Nestled under the hood is our famous, 250-cubic-inch, Overhead Cam 6. That's your first clue that LeMans is no ordinary car. Want more clues? You have three available seat styles up front, depending on the model you select; Strato-buckets, notch-back bench with folding center armrest, or regular, solid-back bench. LeMans offers a choice of all expanded Morrokide trim or a combination of rich-textured cloth and expanded Morrokide. Additional standard equipment includes: concealed windshield wipers with new "Pulse" wiper system; bright, full-length rocker panel moldings and wheel opening moldings; upper-level ventilation system; deluxe, 3-spoke, vinyl-cushioned-rim steering wheel; full nylon-blend, loop-pile carpeting; power-operated top on convertible.

Can you personalize your LeMans? Please do. Order items like these. Floor console and Turbo Hydra-matic transmission with "rally sports" speed shifter (with bucket seats only); hood-mounted tach; rally gauge cluster and rally clock; custom sports steering wheel; Rally II wheels. LeMans "Sprint" option also available (see page 13).



LeMans Sports Coupe



LeMans Hardtop Coupe



LeMans Convertible

**LeMans Safari.** Among LeMans Safari's outstanding features are: simulated dark walnut wood-grain exterior paneling with light, wood-toned molding trim; simulated dark walnut wood-grain instrument panel trim; dual hinged swing gate with built-in, full-width rear step; durable vinyl-covered cargo area; folding second seat; deluxe, 3-spoke steering wheel; concealed windshield wipers with new "Pulse" wiper system. Cargo volume exceeds 83 cubic feet, with an additional 10 cubic feet of storage space under the floor.

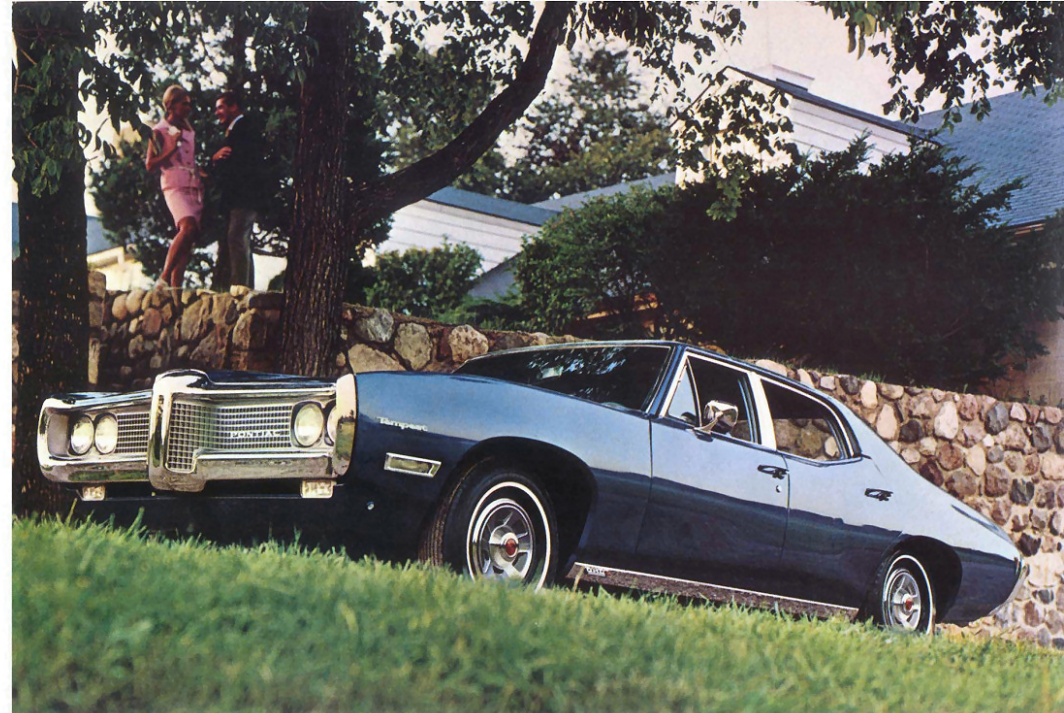


LeMans 2-seat Safari





Custom S Hardtop Coupe



Tempest 4-door Sedan

**CUSTOM S:  
LOOKS SUPER-EXPENSIVE,  
BUT THE PRICE IS  
RIGHT DOWN WITH  
THE DRAB ONES.**

Custom S has many of the luxury and comfort features you'd expect to find only on larger, higher priced cars. But it has the price tag and the operating economy of the "humdrum" cars. Standard equipment for Custom S series includes: 250-cubic-inch Overhead Cam 6-cylinder engine; soft, pliable all-Morrokide trim; full nylon-blend, loop-pile carpeting; deluxe, 3-spoke, vinyl-cushioned-rim steering wheel; bright full-length rocker panel moldings; folding second seat and vinyl-covered cargo area in the station wagon.

Available options: larger engines—all the way up to our 350-cubic-inch, high-output V-8; 3- or 4-speed, heavy-duty manual transmission with floor-mounted stick shift; Turbo Hydra-matic with column shift; custom sports steering wheel; Rally II wheels. Custom S also available with "Sprint" option (see opposite page).



Custom S 4-door Sedan



Custom S Sports Coupe



Custom S 4-door Hardtop



Custom S Convertible



Custom S 2-seat Station Wagon



Tempest Sports Coupe

**TEMPEST:  
RATES EVERY ADJECTIVE—ESPECIALLY  
THE ONE SPELLED "ECONOMICAL."**

Tempest is a lot of car for the money. We planned it that way. Starting with our famous, 250-cubic-inch Overhead Cam 6 that performs beautifully on regular gas. Add to this our fully synchronized, 3-speed manual transmission. And don't overlook Tempest's stylish interior of fine-quality cloth and supple Morrokide. Additional appointments consist of smart, brushed-aluminum instrument panel trim and bright rocker panel moldings.

**"Sprint" package.** For the enthusiast, we'd like to suggest the "Sprint" package. Available on all Tempest, Custom S and LeMans models, except station wagons. The package includes a 250-cubic-inch Overhead Cam 6 with 4-barrel Quadra-jet carb, special high-lift cam, heavy-duty main and connecting rod bearings and heavy-duty cylinder block. Also included are floor-mounted stick shift, heavier rated front shocks and springs and a heavy-duty front stabilizer bar. Exterior appointments consist of bright wheel opening moldings for all models, except Tempest 4-door Sedan; bold "Sprint" stripes on 2-door models, and "OHC 6 Sprint" on front of rocker panels.



**FIREBIRD:  
ENTHUSIASTIC MACHINES THAT REALLY  
LET YOU BREAK AWAY FROM  
"HUMDRUM" DRIVING.**

Mention sports cars and you're talking Firebird. What else? Of its many standard features, check these few: 250-cubic-inch Overhead Cam 6; bucket seats up front; soft, supple, expanded Morrokide interior trim; full nylon-blend, loop-pile carpeting; upper-level ventilation system; bright rocker panel moldings; low-profile, wide-oval tires, and a "Space-Saver Spare" that provides up to 3 cubic feet of additional space in the trunk.

You'll also want to check out our special available performance options—Firebird Sprint, 350, H.O. and 400. Here's where the conversation turns to such things as 4-barrel Quadra-jet carbs; floor-mounted stick shifts; performance axle ratios; dual exhausts; sports-type springs and shocks; hood-mounted tachs and Ram Air induction systems.



















Firebird Hardtop

Firebird Convertible



**Specify the engine and transmission that best suits your needs.**

<div>All Firebirds (except Firebird 400) and Tempest, Custom S and LeMans</div>	<div> <b>175 HP</b> 250 Cu. In. Overhead Cam 6. Standard on Firebird, Tempest, Custom S and LeMans. 1-barrel carburetor. Torque, 240 lb.-ft. Compression ratio, 9.0:1. Regular fuel.</div>	<div> <b>230 HP</b> 250 Cu. In. high-compression Overhead Cam 6. Standard on Firebird Sprint, and with available "Sprint" option on Tempest, Custom S and LeMans. Not available on station wagons. 4-barrel carburetor. Torque, 260 lb.-ft. Compression ratio, 10.5:1. Premium fuel. (215-hp and 255 lb.-ft. torque with Turbo Hydra-matic transmission.)</div>	<div> <b>265 HP</b> 350 Cu. In. V-8. Standard on Firebird 350. Available on Tempest, Custom S and LeMans. 2-barrel carburetor. Torque, 355 lb.-ft. Compression ratio, 9.2:1. Regular fuel.</div>	<div> <b>325 HP</b> 350 Cu. In. high-output V-8. Standard on Firebird H.O. 330-hp version available on Tempest, Custom S and LeMans. Not available on station wagons. 4-barrel carburetor. Torque, 380 lb.-ft. Compression ratio, 10.5:1. Dual exhaust system. Premium fuel.</div>
<div>Firebird 400 and GTO</div>	<div> <b>330 HP</b> 400 Cu. In. V-8. Standard on Firebird 400. 4-barrel Quadra-jet carburetor. Torque, 430 lb.-ft. Compression ratio, 10.75:1. Low back-pressure dual exhausts. Chromed, low-restriction air cleaner, rocker covers and oil filler cap. Power-Flex fan. Premium fuel.</div>	<div> <b>350 HP</b> 400 Cu. In. V-8. Standard on GTO. 4-barrel Quadra-jet carburetor. Torque, 445 lb.-ft. Compression ratio, 10.75:1. Low back-pressure dual exhausts. Chromed air cleaner, rocker covers and oil filler cap. Power-Flex fan. Premium fuel.</div>	<div> <b>265 HP</b> 400 Cu. In. regular-fuel V-8. Available at no extra cost on GTO only when Turbo Hydra-matic transmission is ordered. 2-barrel carburetor. Torque, 397 lb.-ft. Compression ratio, 8.6:1. Dual exhaust system standard.</div>	<div> <b>335 HP</b> 400 Cu. In. high-output V-8 and Ram Air IV V-8. (Ram Air IV rated at 345 hp.) Available at extra cost on Firebird 400. 4-barrel carburetor. Torque, 430 lb.-ft. Compression ratio, 10.75:1. Dual exhaust system. High-output camshaft and valve train. Chromed air cleaner, rocker covers and oil filler cap. Power-Flex fan. Functional air-intake scoops with Ram Air engine only. Premium fuel.</div>
<div>GTO, Catalina, Executive &amp; Bonneville</div>	<div> <b>366 HP</b> 400 Cu. In. Ram Air V-8. Available on GTO. 4-barrel Quadra-jet carburetor. Torque, 445 lb.-ft. Compression ratio, 10.75:1. Low back-pressure dual exhausts. High-output camshaft. Chromed air cleaner, rocker covers and oil filler cap. Power-Flex fan. Functional air-intake scoops. Premium fuel.</div>	<div> <b>370 HP</b> 400 Cu. In. Ram Air IV V-8. Available on GTO. 4-barrel, Quadra-jet carburetor. Torque, 445 lb.-ft. Compression ratio, 10.75:1. Low back-pressure dual exhausts. High-output, long overlap cam. Heavy-duty valve springs. Chromed, low-restriction air cleaner, rocker covers and oil filler cap. Functional air-intake scoops on hood and below front bumper, driver-controlled. Premium fuel.</div>	<div> <b>290 HP</b> 400 Cu. In. V-8. Standard on Catalina and Executive with 3-speed manual or Turbo Hydra-matic transmissions. 2-barrel carburetor. Torque, 428 lb.-ft. Compression ratio, 10.5:1. Premium fuel.</div>	<div> <b>360 HP</b> 428 Cu. In. V-8. Standard on Bonneville. Available on Catalina and Executive. Available with 3-speed manual or Turbo Hydra-matic transmissions. 4-barrel Quadra-jet carburetor. Torque, 472 lb.-ft. Compression ratio, 10.5:1. Premium fuel.</div>
<div>Catalina, Executive, Bonneville &amp; Grand Prix</div>	<div> <b>350 HP</b> 400 Cu. In. V-8. Standard on Grand Prix with 3-speed manual or Turbo Hydra-matic transmissions. 4-barrel, Quadra-jet carburetor. Torque, 445 lb.-ft. Compression ratio, 10.5:1. Low-restriction dual exhaust system. Premium fuel.</div>	<div> <b>265 HP</b> 400 Cu. In. regular-fuel V-8. Available at no extra cost on Catalina, Executive, Bonneville and Grand Prix with Turbo Hydra-matic transmission only. 2-barrel carburetor. Torque, 397 lb.-ft. Compression ratio, 8.6:1.</div>	<div> <b>370 HP</b> 428 Cu. In. V-8. Available on Grand Prix with manual or Turbo Hydra-matic transmissions. 4-barrel Quadra-jet carburetor. Torque, 472 lb.-ft. Compression ratio, 10.5:1. Chromed rocker covers and oil filler cap. Premium fuel.</div>	<div> <b>390 HP</b> 428 Cu. In. high-output V-8. Available on all models, except station wagons. 4-barrel, Quadra-jet carburetor. Torque, 465 lb.-ft. Compression ratio, 10.75:1. High-output camshaft, valve train and special exhaust manifolds. Low-restriction, chromed air cleaner, rocker covers and oil filler cap. Low-restriction dual exhausts. Power-Flex fan. Premium fuel.</div>
<div><div>3-speed Manual Transmissions</div><div>4-speed Manual Transmissions</div><div>Automatic Transmissions</div></div>				
<div><div>A fully synchronized, 3-speed manual transmission with column shift is standard on all models of all series, except Firebird Sprint, Firebird 400, GTO and Grand Prix. The fully synchronized 3-speed manual with floor-mounted shift is standard on Firebird Sprint, Firebird 400, GTO, Grand Prix, and on Tempest, Custom S and LeMans with "Sprint" option. A floor console, standard on Grand Prix, is available on models equipped with front bucket seats and floor shift. (Floor shift and/or console not available on Catalina, Executive or Bonneville.) All 3-speed floor shifts are equipped with "Hurst" shifters.</div><div><div>The fully synchronized, 4-speed manual with floor shift is available on all Firebirds, GTO and Grand Prix, and on Tempest, Custom S and LeMans (except with 1-barrel, Overhead Cam 6 engine). Floor console, standard on Grand Prix, is available only on models equipped with front bucket seats. (Floor shift and/or console not available on Catalina, Executive or Bonneville.) A special-order, close-ratio, 4-speed manual is available on Tempest, Custom S and LeMans when equipped with a 3.90:1 axle ratio and 4-barrel V-8, on Firebird and GTO when equipped with a 3.90:1 or 4.33:1 axle ratio and 4-barrel V-8, and on Grand Prix with a 3.90:1 axle ratio only. All 4-speed manual transmissions are equipped with "Hurst" floor shifters.</div><div><div>Automatic transmissions with column shifts are available on all models, except Grand Prix. Automatic transmission with floor shift only is available on Grand Prix. Console, standard on Grand Prix, is mandatory when automatic transmission and floor shift is specified on models equipped with front bucket seats. (Floor shift and/or console not available on Catalina, Executive or Bonneville.)</div></div></div></div>				



## LET'S GET TOGETHER AGAIN

It's been weeks since you came in to see the new Break Away Pontiacs for '69. If you're still trying to decide on a new car, we'd like to help.

Trading right now for a brand-new Pontiac could be one of the smartest moves you ever made. This brochure shows you some of the reasons. The new Grand Prix is a true original among contemporary cars. But any '69 Pontiac you choose offers a real Break Away from ordinary standards of appearance, performance and comfort. (If you're not convinced, please come in and drive one.)

*If you're already driving a Pontiac*, trading should be easy, because you can take advantage of Pontiac's traditionally high resale value. And, of course, you'll want that advantage when you trade next time, too.

*If you don't own a Pontiac*, isn't it time you shared in the gains of nearly one million people who purchase new Pontiacs each year? Did you know you can do it for about what you'd spend for a car with a "low-priced" name?

Think it over, then call us. Or just come on in and talk it over. Chances are, the beautiful new Pontiac you'd like to call your own is right here waiting for you.



MADE OF EXCELLENCE  
Pontiac Motor Division

All options noted herein are extra-cost equipment unless otherwise specified. Ask your dealer for all price information on any model or special equipment you desire. Pontiac Motor Division of General Motors Corporation reserves the right to make changes at any time in colors, materials, equipment, specifications, prices and models. Pontiac Motor Division, General Motors Corporation, 196 Oakland Avenue, Pontiac, Michigan 48053.

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