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HOT TOPIC!

NOVEMBER, 1960

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THE TEMPEST IS COMING NOV. 3

COMPLETE DETAILS INSIDE



The Tempest, Pontiac's Quality Newcomer, bows into our showroom November 3. The Tempest is a new-size car with horsepower that makes sense . . . and head-turning good looks. It seats six big men, but is priced down with the compacts.

TEMPEST HAS FRONT ENGINE, REAR TRANSMISSION

**Pontiac's Newcomer has 50-50 Weight Distribution—
Independent Suspension on all Four Wheels—
Big 15" Wheels—Wide-Track, too—**

Pontiac's new entry for 1961 has near perfect 50-50 balance. The engine is up front. The transmission is in the rear.

Pontiac set out to build a car that would combine the economy and handling of a superior small car with the ride, comfort and convenience of a big model. Independent suspension and equal weight distribution give the Tempest light, easy steering, better braking, and terrific traction in snow, sand or mud. Hill-climbing is effortless.

Swing axles hold the Tempest steady and even on rough roads—ruts, bumps, dips and holes. Test drivers report it's a sweetheart for rough duty.

STURDY AND GRACEFUL

Designers decided on a 112-inch wheelbase, considered just long enough for a smooth ride, just short enough for zippy handling. Extra stability comes from use of Pontiac's exclusive Wide-Track wheels. Lean and sway are virtually eliminated.

Improved economy, ride, and appearance result from use of big, 15" wheels. Most of the compacts use 13" wheels, which make 4900 more revolutions every 100 miles.

One test driver remarked: "That baby has a stance like a halfback and moves like a ballet dancer."

TEMPEST IN TWO MODELS WITH WIDE RANGE OF OPTIONS

There are two Tempest models—a four-door sedan and a four-door, two-seat Safari station wagon. Both models are priced down with the compacts.

Automatic transmission is available. A four-barrel carburetor also is optional with automatic transmission on the four-cylinder engine. An op-

tional aluminum V-8 engine also is available.

Tempest also offers a wide range of luxury accessories, including air conditioning, power steering, custom steering wheel and all the other convenience and appearance extras usually limited to big cars.

TEMPEST HAS LOOKS, ROOM

Pontiac came up with "a looker" in the Tempest. Outer appearance is graceful and beautifully proportioned. There is a minimum of chrome trim. The car is available in 15 "Magic Mirror" colors and offers a wide choice of luxurious all-Morrokide or Morrokide and fabric interiors.

Design allows easy entrance and exit, comfortable seating, ample visibility. There is a lot of trunk space—27.5 cubic feet.

EDITORIAL:

New Concept!

The Tempest brings a bright, new personality to the motoring scene. It's a car that delivers performance in the best sense of the word, an elegant, high-styled thoroughbred.

One look at the Tempest will tell the story. It's beautifully proportioned, tastefully trimmed. A short drive will convince you that it handles like the best of the small cars on corners and turns, but rides like the best of the big ones.

Pontiac is proud to bring you the Tempest and cordially invites you to see it and try it. Visit our Pontiac showroom and meet a real champion of the road.



STARLETS FALL IN LOVE at first sight with the Tempest as it arrives on movie lot for preview. The Tempest became the hot topic at the studio. Note trim lines, superb construction.

TEMPEST PUTS OUT UP TO 155 hp with 4 Cylinders . . . Offers Fuel Economy Plus Punch

Horsepower that makes sense moves the Tempest like a scared rabbit even while delivering fuel economy.

The Trophy-4 engine is inclined 45° to the right. This four-cylinder power plant has a short stroke and 195 cubic inch displacement.

The Tempest 4-cylinder engine with synchromesh transmission and one-barrel carburetor delivers 110 HP using regular fuel. Use of premium fuel with a similar engine results in 120 HP. With automatic transmission and one-barrel carburetor, the Tempest

is good for 130 HP, with the regular fuel engine. A premium fuel version of the same engine puts out 140 HP. The optional four-barrel job delivers 155 HP with automatic transmission.

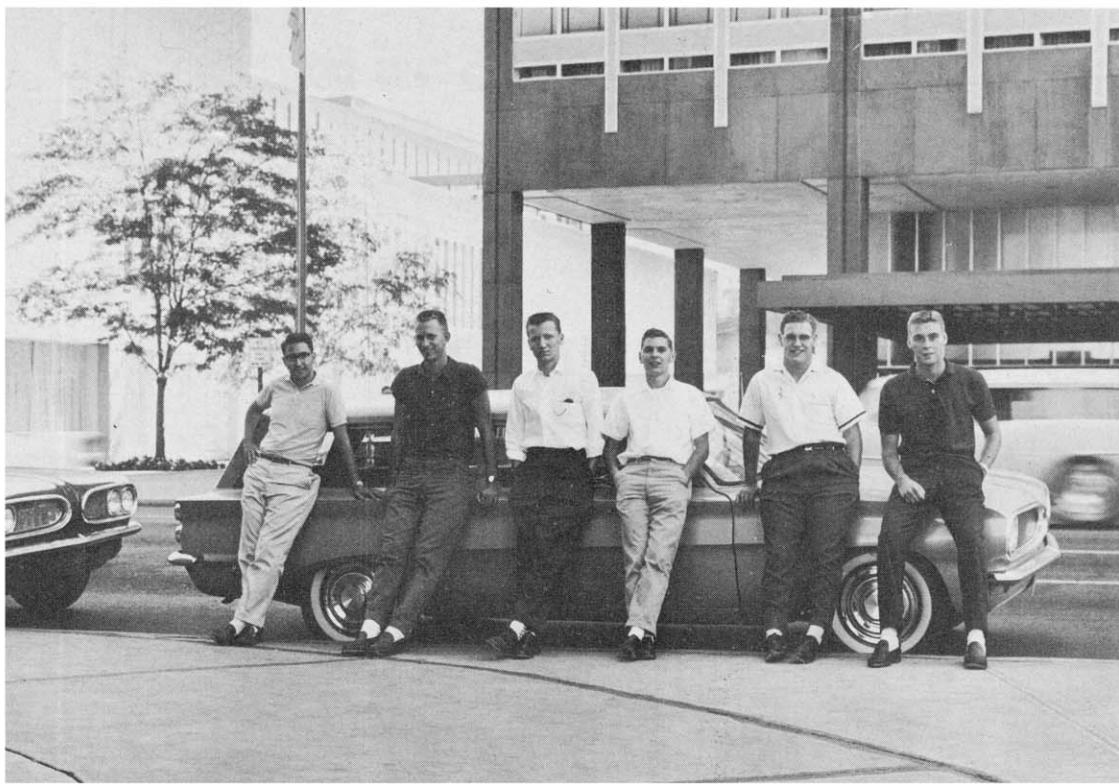
The Tempest will challenge any six or eight on the road . . . and do it on less fuel. Engineers say the fuel economy principle is basic—fewer cylinders . . . less gas.

GAS ECONOMY

Fuel saving is directly related to the way a car is driven. Engineers figure a conserva-

tive driver can get maximum economy with the Tempest. A driver who likes to jump away from stoplights and hit the legal limit all the way can expect less gas mileage, of course.

The Tempest figures to be completely free from one of the worst problems of compacts and other small cars . . . slow get-away and poor passing ability. The Tempest provides enough get-up-and-go to assure confident driving in city traffic and fleet-footed performance on highways and turnpikes.



THEY TESTED TEMPEST! This is the team of young test drivers who proved the performance and durability of the Tempest in the grueling round-the-nation endurance jaunt.

Tempest proved in 24-hour-a-day pounding by young drivers . . . in great shape after 80,000 miles

The Tempest proved itself in a trial by ordeal . . . 80,000 miles of tough driving through 48 states . . . 24 hours a day . . . with young men at the wheel.

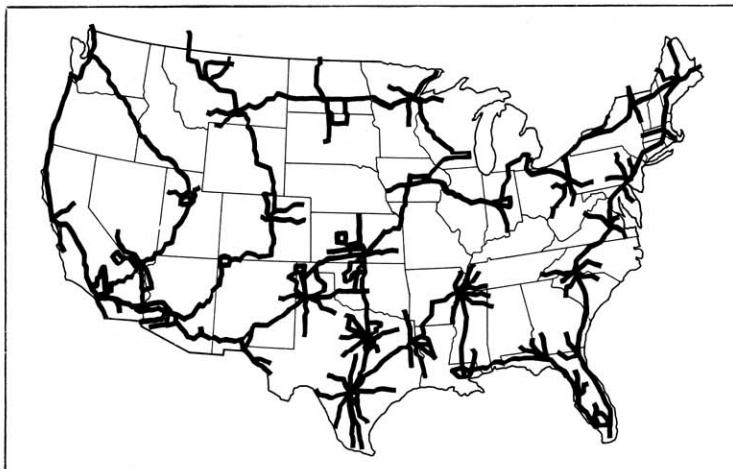
Two test cars covered the high spots, low spots, hot spots and cold spots of America. They were pounded constantly for three months by these non-professional drivers. Here are the results:

No major mechanical difficulty was encountered at any time. Fuel economy lived up to all expectations. Performance and ride were excellent after 80,000 miles. The Tempest took hills and mountains, long hot spells, drastic climate

and atmospheric changes and demanding driving without a whimper.

Engineers say the 80,000 mile test may well be the

toughest trial a new car ever got. And this test is backed up by 3,000,000 miles of development tests—to prove every part and refine every design.



THIS IS THE ROUTE followed by young Tempest test drivers as they proved Pontiac's quality newcomer can really take it . . . and still dish it out.

TEMPEST HAS GOT IT

The Tempest . . . even with standard equipment . . . has been clocked consistently as a car with get-up-and-go.

Engineers realized that there are times when a driver must have quick, dependable pickup . . . when entering turnpikes or moving onto a highway from a side road. Tempest has the pickup with pep to spare.

The Tempest is designed to handle this power. It is no midget, no lightweight. It packs 2900 pounds on a solid foundation . . . enough weight to

make it stable under all driving conditions. Still, it's light enough to allow nimble handling and easy parking. The car's 50-50 balance adds to the safety and stability.

Test drivers are unusually excited about the Tempest's ability to zoom up hills. Most of the hills encountered in normal traveling are a snap for the Tempest in high gear. Men who have driven it thousands of miles say it's perfect for motorists who live in any terrain.

Traction shown by the Tempest in snow, mud and sand has become a legend among test drivers. They say the new Pontiac entry digs in like a half-track.

Years of experience in developing Pontiac as America's Number 1 Road Car are reflected in every inch of the Tempest . . . in the engine, superb handling, the body—and certainly in the luxury ride and sharp appearance.

TEMPEST SEATS SIX BIG MEN IN REAL COMFORT

Big Transmission Hump Gone

Tempest has overcome one of the greatest objections to "small" cars. Passenger room is no problem.

Six beefy men can ride in the Tempest in genuine comfort. There's almost five feet of seat width . . . front and back. Even the "middle man" escapes the usual squeeze . . . can stretch his legs as easily as the other passengers. The driver has plenty of leg and head room.

One big reason for the roominess and comfort of the Tempest is the dramatic elimination of the transmission hump made possible by the front engine-rear transmission design.

LOTS OF ROOM

The over-all design of the Tempest spells out roominess.

There is 44.1" of front seat leg room in both the sedan and Safari station wagon. Rear seat leg room is 37.8" in the sedan . . . 37.5" in the station wagon.

In the rear seat, head room when sitting is 37.0" in the sedan . . . 38.1" in the station wagon. Head room, when seated in front, is 38.3" in the sedan . . . 38.7" in the Safari.

All the other dimensions . . . hip room, shoulder room, seat depth and seat height allow plenty of stretch-out comfort when driving. No small-car cramping and packing in the Tempest, designers say.

Most important, they say, is that the Tempest takes a solid grip on the road whether it's carrying a full load or just the driver. The reason? Again, it's near perfect 50-50 balance.



TEMPEST CLIMBS PIKES PEAK! The Tempest displayed championship form as it hit the nation's geographical high spots. Weather and atmospheric changes caused no difficulty.

TEMPEST FEATURES MANY FIRSTS

Pontiac has achieved an impressive number of "firsts" in the Tempest design and construction.

It is the world's only production car with front engine and rear automatic transmission. The automatic transmission is the first with torque converter employing split torque.

Numerous components of the Tempest are firsts in 4-cylinder motors. Included are aluminized valves, ball pivot valve train, tin-plated pistons, hydraulic valve lifters, 3-inch

diameter main bearing and full pressure lubrication system.

The Tempest also is the first 4-cylinder engine inclined 45 degrees to the right, and the first to have an automatic choke (with automatic transmission). Tempest is the first new-size car to offer a 4-barrel carburetor as an option.

Engineers say the new features are in keeping with the Tempest goal of providing excellent performance, smooth running and mechanical durability.

Pontiac, Michigan

65 Mt. Clemens St.

General Motors Corp.

PONTIAC MOTOR DIVISION RETAIL STORE

*to see it November 3rd at
... after you read about it, we invite you*

The JEWEL

Read all about the HOT TOPIC:



INTEGRATED ASSEMBLY FOR MATCHED QUALITY

PONTIAC-TEMPEST

The Tempest is built side by side with the Pontiac as the result of an engineering break-through. Result . . . Matched Quality!

Tempest and Pontiac models roll down the same assembly line. This means that

the same craftsmanship and quality control which have made Pontiac Number 1 in its class are used to assure the Tempest's over-all value, ride, handling, performance, appearance and style.