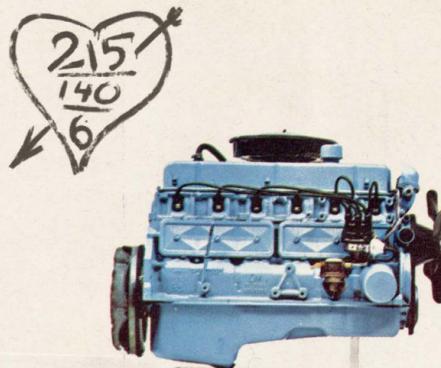




*Low-priced-car buyers rejoice! You've got a new choice.
1964 Wide-Track Pontiac Tempest.*

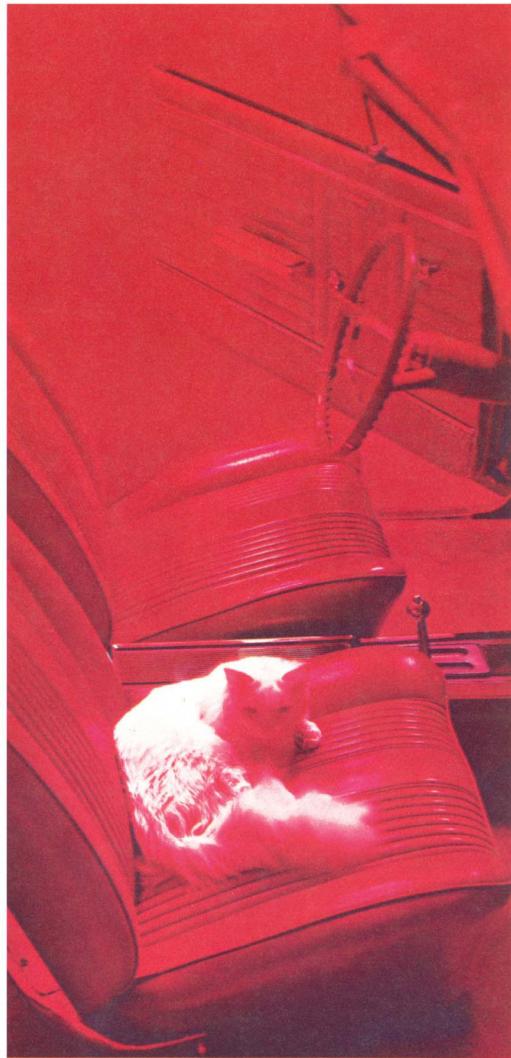


It's a whole new kind of Pontiac, this '64 Tempest, and it's pure Pontiac through and through. Its new 215-cubic inch in-line 6 starts things off in typical Pontiac style—which means briskly. It's a beautifully balanced, serenely smooth 140-hp 6 that runs (and runs and runs)

on regular gasoline. (You swingers can still get our optional 326-cubic inch V-8.) Follow that up with a new body, new 115" wheelbase, new frame, brakes, steering, suspension, transmission, and you've got yourself a car that fits your idea of what a low-priced car should be.



This is the Le Mans Coupe, in Gulfstream Aqua. And a very handsome car it is, wouldn't you say? Every Le Mans comes with expanded Morrokide bucket seats, plush nylon-blend carpeting and its own distinctive Pontiac-style styling. Choose from six interior color schemes.



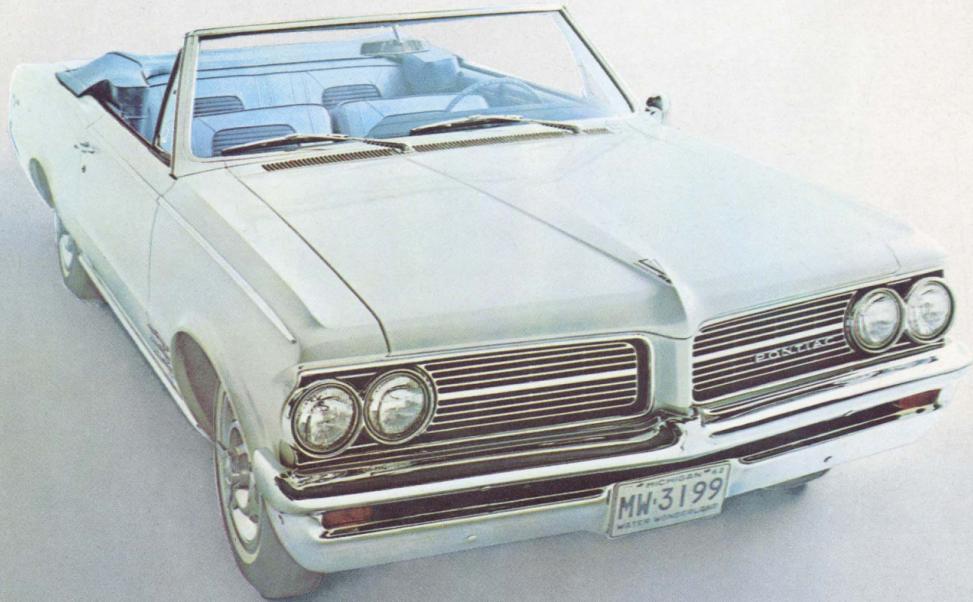
Red is one Le Mans interior color; the others are saddle, aqua, black, dark blue, and parchment. They're all beautifully color-coordinated, as you might suspect, and just as comfortable as they are good looking. Won't you have fun choosing your favorite!



This handy console is optional at extra cost on Le Mans models, but we couldn't resist showing it to you. The vacuum gauge is optional too, and well worth thinking about. (You'll find a whole list of likable options on the next-to-last page of this book.)



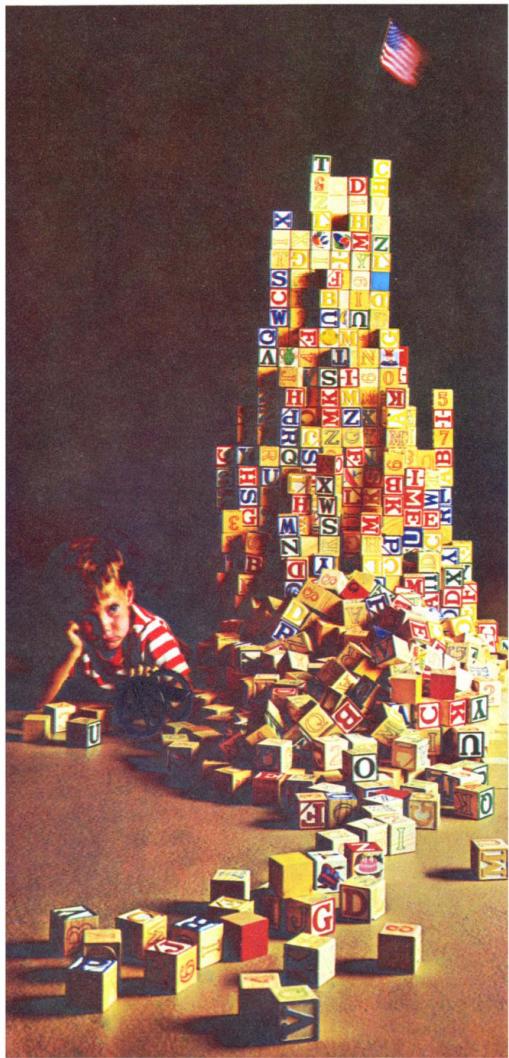
This is the Le Mans Convertible, in Grenadier Red. How long have you wanted a convertible? Just since you've seen this one? An awfully understandable feeling. You can choose from 7 top colors to complement your favorite exterior color. (The top, by the way, is power-operated.)



This is the Custom Convertible, in Cameo Ivory. Custom models sport all-Morrokide interiors (except for the nylon-blend carpeting, obviously). Pick from three interior colors in this convertible—blue, aqua, and as red a red as you're likely to see.



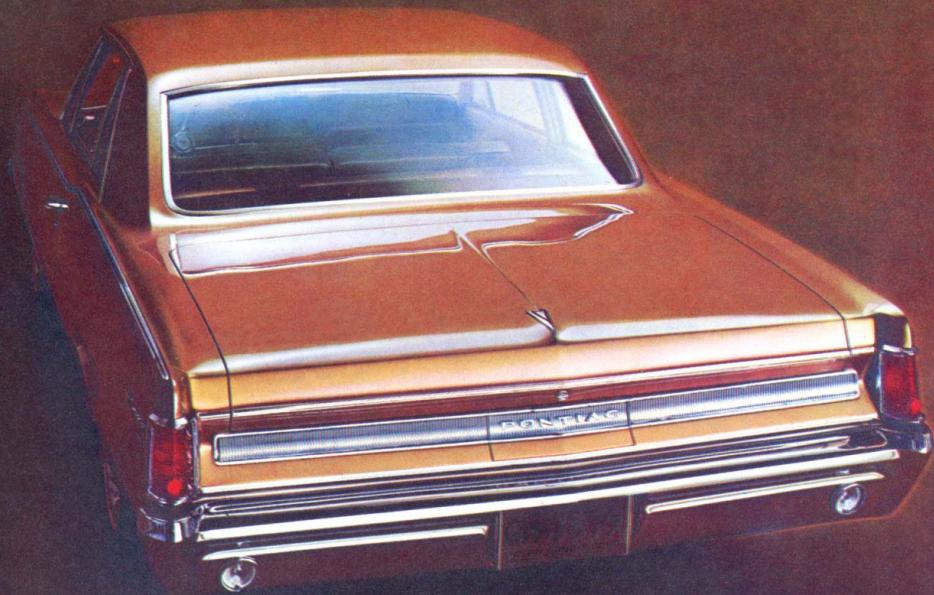
This is the Custom 4-Door Sedan, in Nocturne Blue. You get your choice of four interior colors—blue, aqua, saddle, and red. It's a very, very desirable automobile, if we do say so. And isn't that a handsome roofline? You and your family would look great under it.



Ever wondered what a cubic inch looks like? Here are 3,000 or so of them, and you could stow them all neatly away (well, fairly neatly) in a Tempest's trunk. If you'd rather put groceries or luggage in there, feel free. Now that's what you call roomy.



This is the interior you'll find in Custom Coupes and Convertibles. The seats are in easy-cleaning, long-lasting Morrokide, and the carpeting goes from door to door. (Custom 4-Door Sedans and Custom Safaris have this interior in a slightly different design.)



This is the Custom Coupe, in Saddle Bronze. Four interiors (blue, aqua, saddle, and red) are available to go with your favorite exterior color, which makes you an interior decorator if ever we saw one. Now, wouldn't a Custom Coupe look fine parked in front of your house?



This is the Tempest Custom Safari, in Saddle Bronze. Its interior is just like the Custom Sedan's, which means "great." It opens 85 cubic feet of load space, with the rear seat down. The main load area has a removable padded vinyl mat with stainless steel skid strips.



This is what the inside of a Tempest Safari looks like. It's all Morrokide, and it comes in three color schemes. The main load floor's got a removable padded vinyl mat, so it treats your cargo as gently as it does your passengers. And who could ask for more?



And this is what the Tempest Safari looks like: a million. But surprise—it's the lowest priced wagon Pontiac makes, which should be low enough for anybody. (You'd never guess, from the looks of it, would you?) How would your cargo look in it? We could tell you, but we're prejudiced.



This is the Tempest 4-Door Sedan, in Aquamarine. Looks expensive, doesn't it? That just shows you how deceiving looks can be. And wait till you see how beautiful those rugged interiors are—You've got four delightful colors to choose from. Enjoy yourself!



This is the Tempest Sports Coupe, in Yorktown Blue. You might think it would take a lot of green to own this one, but you'd be wrong. (Being wrong was never so pleasant.) The floor is durable vinyl, which makes it nice for families. Like, maybe, yours?



Tempest interiors come in a combination of cloth and Morrokide, and doesn't this one look nice? It's designed to hold on to its good looks and easygoing comfort for a long, long time. Besides this aqua, you get to choose from blue, saddle or red. And you should.



How lively do you like your driving? You can get a 326-cubic inch V-8 in any Tempest. It's an extra-cost option that develops 250 or 280 horsepower, depending on whether you want to run on regular or premium gasoline. Either way, it's a pure pleasure to pilot.

What every *Tempest*-lover should know

(Or, *Specifications & Options & Things Like That*)

Options & Accessories that cost a little but do a lot

Power steering, power brakes, power-tilt front seat, power windows, power tailgate window. Radio & antenna, rear seat speaker. Luggage compartment light, ski racks, luggage rack (for *Safaris* only), removable luggage carrier. Seven-position tilting steering wheel. Custom air conditioner, rear-window de-fogger, tinted glass all around or just in the windshield. Seat belts (of course), padded dash. *Safe-T-Track* limited slip differential, dual exhausts, 4-speed transmission, a console for *Le Mans* models. De luxe wheel cover, custom wheel cover, custom steering wheel, rally clock, tachometer.

How big is it?

Tempest's wheelbase is 115 inches (as we've mentioned). Overall length is 203 inches. Tread is 58 inches in front and 58 at the rear.

Overall width is 73.3 inches. Heights (with passengers comfortably inside) look like this: Sedan, 54.0 inches; *Safari*, 55.2 inches; Coupes, 53.5 inches; Convertibles, 53.6 inches. (Your garage door is a lot higher than that, surely.)

How much will a *Tempest* hold?

| | | 4-Dr. Sedan | Sports Coupe | Convertible | Safari (Station Wagon) |
|--|----------------|----------------|-----------------|-------------|------------------------------|
| Front Seat | Tempest | 42.3" | 42.3" | | 42.0" |
| Leg Room (Max. Effective) | Tempest Custom | 42.4 | 42.4 | 42.4" | 42.2 |
| | Le Mans | | 42.1 | 42.1 | |
| Rear Seat Leg Room (Min. Effective) | Tempest | 36.5 | 35.1 | | 36.9 |
| | Tempest Custom | 36.5 | 35.8 | 35.8 | 37.1 |
| | Le Mans | | 35.8 | 35.8 | |
| Front Head Room | Tempest | 38.6 | 38.1 | | 38.2 |
| with Seat Depressed | Tempest Custom | 38.6 | 38.1 | 38.7 | 38.2 |
| | Le Mans | | 38.3 | 39.0 | |
| Rear Head Room | Tempest | 37.3 | 36.8 | | 38.5 |
| with Seat Depressed | Tempest Custom | 37.3 | 36.8 | 37.0 | 38.5 |
| | Le Mans | | 36.8 | 36.9 | |
| Front Seat | Tempest | 60.2 | 60.2 | | 60.2 |
| Hip Room | Tempest Custom | 60.2 | 60.2 | 60.2 | 60.2 |
| | Le Mans | | 60.1 | 60.1 | |
| Rear Seat | Tempest | 59.9 | 58.8 | | 59.9 |
| Hip Room | Tempest Custom | 59.9 | 58.8 | 48.6 | 59.9 |
| | Le Mans | | 58.7 | 48.6 | |

Well, it'll hold a lot of you, obviously. And a lot of your baggage—35.4 cubic feet of it in the trunk of Coupe and Convertible models, 30.1 in Sedan, 85.0 cubic feet in the *Safari* (with rear seat flat). Oh—you want to know more about wagons? Okay. Floor length (rear seat up, tailgate closed) 59.1". Floor width—44.4" min., 59.6" max. Height (maximum, at rear axle centerline) 31.1". Rear opening width at the floor—55.0", rear opening height, gate open, 28.3". The gasoline tank holds 21.5 gallons. The 6's cooling system holds 11.3 quarts, the V-8's, 20.5. And a refill of engine oil takes 4 quarts, 5 with filter.

NOTICE: All the options noted herein, including whitewall tires, vinyl top, and radio and luggage rack, illustrated on some models, 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.

How does it go?

Very nicely, thank you. And that goes for the six as well as the V-8 (which you can get in two forms, as you will see). Let's let a nice neat chart do our talking.

| | Carburetor | Com- pression Ratio | Max. Brake Horsepower | Max. Torque | Rear Axle Ratio |
|---|------------|---------------------------|-----------------------------|-------------|---------------------------------|
| 215-cu. in. in-line "6" (Bore 3.75", Stroke 3.25") | | | | | |
| Manual Transmission | 1-Barrel | 8.6:1 | 140 @ 4200 | 206 @ 2000 | 3.08:1* |
| Automatic Transmission | 1-Barrel | 8.6:1 | 140 @ 4200 | 206 @ 2200 | 2.78:1 Std. ** |
| Optional V-8 engines available as indicated | | | | | |
| 326-cu. in. V-8 (Bore 3.72", Stroke 3.75") | | | | | |
| Manual Transmission | 2-Barrel | 8.6:1 | 250 @ 4600 | 333 @ 2800 | 3.23:1 Std., 3.08:1 Economy |
| Automatic Transmission | 2-Barrel | 8.6:1 | 250 @ 4600 | 333 @ 2800 | 2.56:1 Std., 2.93:1 Perform. |
| Automatic or Manual Trans. | 4-Barrel | 10.50:1 | 280 @ 4800 | 355 @ 3200 | 3.36:1 Man., 3.23:1 Auto. |

*Except Station Wagons which use 3.36:1 ratio. **2.56:1 opt. for economy, 3.36:1 opt. for performance on all models except *Tempest* Sports Coupe, *Tempest* 4-Door Sedan and *Tempest* Custom. 4-Door Sedan and all *Safaris* which use 2.56:1—Std., 2.93:1 performance (no economy ratio).

3.78:1, 3.90:1 and 4.30:1 Rear Axle Ratios available on special order for certain models.

How does it shift?

Just as sweetly as it goes. Standard transmission is a column mounted three-speed. The 6's gear ratios are: 2.94 first, 1.68 second, 1.0 high, 2.94:1 in reverse. The 3-speed for the V-8 has coarser teeth (to handle the torque), and ratios that read: 2.58 first, 1.48 second, 1.0 high and 2.58:1 in reverse.

The optional-at-extra-cost 4-speed you can get on any engine. Its ratios rack up like this: 2.56 first, 1.91 second, 1.48 in third and 1.0 in top and 2.64:1 reverse.

And the all-new vacuum-paced two-speed torque converter type full hydraulic automatic transmission is a lot easier to drive than it is to say. Its ratios are Drive, 1.76:1 and 1.00:1; Low and Reverse, 1.76:1. Total torque multiplication: 4.93:1 with the 6, 4.23:1 with the V-8. Clutch diameter for the 6 is 9.1 inches, for the V-8 it's 10.4 inches.

How does it ride?

Oh, smooth and easy, smooth and easy, on a new Pontiac-type suspension—and that means four-coil, independent front and four-link rear. The new swept-hip perimeter frame helps keep things quiet, too. You'd hardly know the tires on those 14-inch wheels are touching the ground.

How does it stop?

Quicker than you can say, "Completely new duo-servo self-adjusting hydraulic brakes." The drum diameter's up to 9.5 inches, and total swept lining area's 269.8 square inches.

How does it all end?

Only with you at the wheel of your own *Tempest*.

But come to think of it, that's only the beginning of the fun for you.

without notice, in colors, materials, equipment, specifications, prices and models—and also to discontinue models. The right is also reserved to change any specifications, parts, or equipment at any time without incurring any obligation to equip same on cars built prior to date of such change. Pontiac Motor Division, General Motors Corporation, 196 Oakland Avenue, Pontiac, Michigan.

Litho in U.S.A. by people who wish they were driving Tempests instead of litho-ing.



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