

SUPPLEMENT TO THE
Minneapolis Tribune
JULY 16, 1967

**If you've been
waiting all year
to write your own deal
on a new Pontiac...**

start writing!

How much does it cost to move up to a Pontiac? With Tempest it's not how much but how little.

Mfrs. suggested retail price:

\$2,341

Price shown for Tempest 2-door Sports Coupe, includes Federal Excise Tax and suggested dealer delivery and handling charge. Transportation charges, state and local taxes, optional equipment additional.

Everything you see on that great machine over there comes as standard equipment. Standard, but hardly ordinary. As you can see from a quick look at that distinctive split-grille styling. What you can't see is our revolutionary 165-hp Overhead Cam Six that acts like an eight until you get to a gas pump. Nor the rich Paharra cloth and Morrokide interior. With our deal, you'll want two!

What's your price?



The Tempest series also includes a 4-door sedan and station wagon.

Tempest Custom has to be a bargain any time. Right now it's a steal.

Mfrs. suggested retail price:

\$2,482

Price shown for Tempest Custom 4-door Sedan, includes Federal Excise Tax and suggested dealer delivery and handling charge. Transportation charges, state and local taxes, optional equipment additional. Whitewall tires shown are \$31.60 additional.

Ah, you say, but you want to move up a little farther. Move up to a Tempest Custom and you'll move into an elegant all-Morrokide interior, with yards of nylon blend carpeting and a deluxe steering wheel. All standard. As are such niceties as courtesy lamps, padded dash and sun visors, arm rests, and a cigar lighter. When you hear our deal you'll want to move out immediately.

What's your price?



The Tempest Custom series also includes a convertible, sports coupe, 4-door hardtop, hardtop coupe and station wagons.



The Le Mans series also includes a 4-door hardtop, hardtop coupe and convertible.

If you find it hard to resist a sporty car like Le Mans, you'll find our deal on one impossible to resist.

Mfrs. suggested retail price:

\$2,586

Price shown for Le Mans 2-door Sports Coupe, includes Federal Excise Tax and suggested dealer delivery and handling charge. Transportation charges, state and local taxes, optional equipment additional. Whitewall tires shown are \$31.60 additional.

When you stop to think that standard equipment on this car includes our exotic Overhead Cam Six, an all-Morrokide interior with bucket or notch-back bench seats, wall-to-wall carpeting and a fully synchronized three-speed, you begin to understand what Le Mans is all about. But you won't really know till you drive one. We'll save the best for last: how little it costs to own one.

What's your price?



The GTO series also includes a hardtop coupe and convertible.

Great car deals start with great cars. And cars don't come much greater than The Great One.

Mfrs. suggested retail price:

\$2,871

Price shown for GTO 2-door Sports Coupe, includes Federal Excise Tax and suggested dealer delivery and handling charge. Transportation charges, state and local taxes, optional equipment additional.

The heart of The Great One is 400 cubic inches of chromed V-8 that delivers 335 hp. And consider such things as an all-synchro 3-speed, buckets, carpeting, paint striping, walnut-grain styled instrument panel, dual exhausts and wide-oval tires, all of which are standard. The heart-warming part comes when we write the deal.

What's your price?



If you haven't driven one of Pontiac's Magnificent Five Firebirds, you're missing more than you think.



Mfrs. suggested retail price:

\$2,666

Price shown for Firebird Hardtop, includes Federal Excise Tax and suggested dealer delivery and handling charge. Transportation charges, state and local taxes, optional equipment additional.

Standard equipment includes our sportive 165-hp Overhead Cam Six, bucket seats, swank all-Morrokide interior, road-hugging wide-oval tires, wood-grain styled dash, deep-pile carpeting, Pontiac's exclusive space-saver spare, and of course General Motors' standard safety package.

Languishing all the way across these two pages is the inimitable Firebird in hardtop coupe configuration. Perched behind it, left to right, in equally sassy array, are the extra-cost Firebird Sprint, Firebird 326, Firebird H.O., and Firebird 400. Naturally, those dapper wheel covers cost extra, as do the whitewalls on all but the Firebird 400. But then it's up to you to tell us which Firebird is for you, and how you like it. Then let us take it from there!

What's your price?

If you can afford a low-priced car, you can afford a Pontiac Catalina. Especially now.

Mfrs. suggested retail price:

\$2,807

Price shown for Catalina 2-door Sedan, includes Federal Excise Tax and suggested dealer delivery and handling charge. Transportation charges, state and local taxes, optional equipment additional.

Why settle for one of the so-called low-priced three when that luxury cruiser over there sells for the same kind of money? And comes with a 400 cubic inch V-8, a longer, smoother-riding wheelbase, deep-pile carpeting, and years-ahead Pontiac features like disappearing windshield wipers. At no extra cost. You'll find us eager to get together on a great deal.

What's your price?



The Catalina series also includes a 4-door sedan, hardtop coupe, 4-door hardtop, convertible, and 2- and 3-seat station wagons.

Could you go for a long, luxurious Executive if you didn't have to pay a long, luxurious price? Now you don't.

Mfrs. suggested retail price:

\$3,165

Price shown for Executive 4-door Sedan, includes Federal Excise Tax, suggested dealer delivery and handling charge. Transportation charges, state and local taxes, optional equipment additional. Whitewall tires shown are \$43.66 additional.

Who says Executives are high-priced? Not ours. Especially when you consider that all that elegance is spread out over a limousine-like 124-inch wheelbase. You'll be moved by a regular-fuel 265-hp V-8 and surrounded by a host of standard luxury features too numerous to mention. Executive is how to feel like a big spender without spending a fortune for the privilege. Spend a few moments with us and we'll prove it.

What's your price?



The Executive series also includes a hardtop coupe, 4-door hardtop and 2- and 3-seat station wagons.



The Bonneville series also includes a 4-door hardtop, convertible and 3-seat station wagon.

**A great deal on a new car
may be a great deal. But a
great deal on a new Bonne-
ville is something else.**

Mfrs. suggested retail price:

\$3,448

Price shown for Bonneville 2-door Hardtop, includes Federal Excise Tax and suggested dealer delivery and handling charge. Transportation charges, state and local taxes, optional equipment additional. Whitewall tires shown are \$43.66 additional.

It would be quicker to tell you what *isn't* standard equipment on this Bonneville, but for a start: a 333-hp V-8, notch-back front bench seat with center armrest, all-expanded Morrokide interior (or with rich pattern cloth), lush carpeting, elm burl styled dash, clock, fender skirts and on . . . and on . . . What *is* extra cost? All the exotic options you'll be able to afford with the money you save.

What's your price?



The Grand Prix series also includes a convertible.

**Anytime is a great time to
buy a new Grand Prix. But
now . . . wow!**

Mfrs. suggested retail price:

\$3,549

Price shown for Grand Prix Hardtop, includes Federal Excise Tax and suggested dealer delivery and handling charge. Transportation charges, state and local taxes, optional equipment additional. Whitewall tires shown are \$43.66 additional.

We don't call it Grand Prix because it looks good standing still. As you will quickly discover when you turn on its standard 350-hp V-8. Inside you'll discover things like expanded Morrokide throughout, bucket seats, elm burl styling on dash and console, and a host of goodies you'd expect to pay extra for. But won't have to. Of course, the big surprise comes when you discover how little it costs to drive in style.

What's your price?

Bring this to your Pontiac dealer

PONTIAC	
<i>Manufacturer's Suggested Retail Price</i>	
MAKE: PONTIAC	VEHICLE IDENTIFICATION NUMBER:
DEALER TO WHOM DELIVERED:	FINAL ASSEMBLY POINT:
DELIVERED TO DEALER AT:	
MANUFACTURER'S SUGGESTED RETAIL PRICE: (Includes Federal Excise Tax and Suggested Dealer Delivery and Handling Charge)	
SERIES & MODEL	\$
MANUFACTURER'S SUGGESTED RETAIL DELIVERED PRICES ON OPTIONS AND ACCESSORIES INSTALLED ON THIS VEHICLE AT THE MANUFACTURER'S	
Destination Charge:	
Total Amount: (Does not include dealer installed options or accessories, state or local taxes or license fees)	\$
<small>This label and the information thereon has been affixed to this motor vehicle by Pontiac Motor Division, General Motors Corporation, pursuant to the requirements of Public Law 85-550, 85th Congress, which prohibits the removal or alteration of this label prior to the time that such automobile is delivered to the actual custody and possession of the ultimate purchaser.</small>	
PONTIAC MOTOR DIVISION <small>General Motors Corporation</small>	



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and write your own ticket on a new Wide-Track!

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