

HOW DOES YOUR SHORT-WHEELBASE PONTIAC-ENGINEERING PK STACK UP? (SIS 67-4)

1. The horsepower rating of the revolutionary Overhead Cam Six engine is: a. 160 b. 165 c. 170 d. 175
2. The 326-cu.-in. 2-barrel-carburetor V-8 engine, optional for short-wheelbase Pontiacs, has what horsepower? a. 240 b. 245 c. 250 d. 255
3. What is the displacement of the new GTO engine? a. 400 b. 405 c. 410 d. 415
4. How many rear-axle ratios are available for the short-wheelbase Pontiacs? a. 4 b. 5 c. 6 d. 9
5. The heavy-duty rear axles used with the Safe-T-Track differential start with which ratio? a. 2.29:1 b. 3.25:1 c. 3.36:1 d. 3.50:1
6. Short-wheelbase Pontiacs have a frame design commonly known as: a. X-Beam b. Swept-Hip Perimeter c. Ladder-Type d. Unitized Body and Frame
7. The new front-wheel brake drums for short-wheelbase Pontiacs cool faster because they are now: a. Fully Finned b. Water-Cooled c. Hydraulic-Acting d. Mechanically Applied
8. What is the new over-all length of all short-wheelbase Pontiacs except Station Wagons? a. 206.2" b. 206.4" c. 206.6" d. 206.8"
9. What is the horsepower of the brand-new regular-fuel V-8 engine for the GTO? a. 250 b. 255 c. 260 d. 265
10. Which short-wheelbase Pontiac offers Turbo Hydra-Matic as an extra-cost option? a. Tempest Custom b. LeMans c. Tempest Safari d. GTO

HERE ARE THE ANSWERS

The number in parentheses refers to the number of the frame in the film where full details are given.

SIS 67-1, Elegance in Action—Pontiac '67

1. b. 7 (6)
2. d. 12 (12)
3. c. Gunstock Walnut-Grain Vinyl Inserts (14)
4. a. 2- and 3-Seat Safaris (22)
5. c. Hardtop Coupe and Convertible (43)
6. a. Concealed Behind Eyelid-Type Doors (45)
7. d. Grand Prix Hardtop Coupe (47)
8. b. Rear Fender Skirts (32)
9. a. Black; Parchment with Black Carpeting (37)
10. c. Grand Prix Hardtop Coupe (51)

SIS 67-2, Elegance in Action—Pontiac '67

1. c. Black (11)
2. b. Notch-Back Bench Seats (32)
3. b. Tempest Safari (35)
4. a. GTO (47)
5. d. Rally-Type Striping on Lower Body (51)
6. c. Vinyl-Coated Fabric (10)
7. d. Individual Left, Right Turn Indicators (13)
8. a. Passenger-Guard Door Locks (14)
9. b. Tempest Custom (19)
10. c. Aluminum (43)

SIS 67-3, Elegance in Action—Pontiac '67

1. d. 400 (9)
2. a. 428 (14)
3. b. 8 (19)
4. c. 2.29:1 (20)
5. b. Dual Master Brake Cylinders (27)
6. c. 15" (30)
7. a. Energizer Battery (39)
8. d. 63" Frt., 64" Rr. (50)
9. a. 265 (10)
10. b. Indicates Level of Battery Fluid (40)

SIS 67-4, Excellence in Action—Pontiac '67

1. b. 165 (15)
2. c. 250 (20)
3. a. 400 (21)
4. d. 9 (31)
5. c. 3.36:1 (32)
6. b. Swept-Hip Perimeter (34)
7. a. Fully Finned (37)
8. c. 206.6" (42)
9. b. 255 (22)
10. d. GTO (28)



1967 PONTIAC POCKET FACTS

SALES INFORMATION SERVICE

1967

New Car Product Kit



What do you say when your prospect asks if he can have an all-Morrokide trim in his Tempest? Or, if he wants to know why the OHC-6 engine is better than other 6-cylinder engines? Can you answer him quickly and effectively, with all the facts? Or do you have to take the time to look up the answer, thus giving the prospect time to cool off?

The importance of complete product knowledge cannot be overemphasized, especially at new-model introduction time. People are willing to pay top dollar for a sparkling new Pontiac, and they'll do it faster and more often for the salesman with the self-confidence and assurance that comes from knowing his product! Check your PK (Product Knowledge) with the following quiz.

TRY YOUR LONG- WHEELBASE PONTIAC- STYLING PK — (SIS 67-1)

1. The 1967 Pontiac Catalina Series offers how many body styles? a. 6 b. 7 c. 8 d. 9
2. How many brand-new Magic Mirror finishes does Pontiac offer for 1967? a. 15 b. 14 c. 13 d. 12
3. What styling feature has been added to the Catalina instrument panel for a high-fashion accent? a. Engraved Clear-Plastic Bezels b. Satin-Finish Stainless Steel Inserts c. Gunstock Walnut-Grain Vinyl Inserts d. Antiqued Chrome Inserts
4. What two new body styles have been added to the Executive Series? a. 2- and 3-Seat Safaris b. 2- and 4-Door Convertibles c. 2-Door Sedan and Convertible d. 2-Door Safari and Convertible
5. What are the Grand Prix body styles for 1967? a. Convertible and 4-Door Hardtop b. 2-Seat Safari and Hardtop Coupe c. Hardtop Coupe and Convertible d. Hardtop Coupe and 4-Door Hardtop
6. What happens to the Grand Prix headlights when they are not in use? a. Concealed behind eyelid-type doors. b. Rotate into grille. c. Slide upward into hood d. Nothing; they just turn off
7. This is the year the vent went, but on which long-wheelbase Pontiac model? a. Catalina 2+2 Convertible b. Bonneville Brougham 4-Door Sedan c. Executive Hardtop Coupe d. Grand Prix Hardtop Coupe
8. The Bonneville Series exterior styling features which of these accents? a. Painted Side Striping b. Rear Fender Skirts c. Chrome Sail-Area Louvers d. Simulated Air Scoop
9. What two color choices do Bonneville Series optional bucket seats come in? a. Black; Parchment with Black Carpeting b. Red; Parchment with Red Carpeting c. Red; Black d. Blue; Parchment with Blue Carpeting
10. Which long-wheelbase Pontiac series has Strato-Bench seats as a no-extra-cost option? a. Catalina 2+2 b. Executive Hardtop Coupe c. Grand Prix Hardtop Coupe d. Bonneville Hardtop Coupe

WHAT'S YOUR SHORT- WHEELBASE PONTIAC- STYLING PK? (SIS 67-2)

1. The brand-new Tempest all-Morrokide interior trim is available at extra cost in what color choices? a. Red b. White c. Black d. Parchment and Black
2. In the LeMans Series, a free-standing center armrest is available with which seat assembly? a. Bucket Seats b. Notch-Back Bench Seats c. Split-Back Bench Seats d. Strato-Bench Seats
3. The new short-wheelbase Pontiac series is named: a. GTO Deluxe b. Tempest Safari c. LeMans Custom d. Tempest Sport Sedan
4. Which short-wheelbase Pontiac uses wide oval red-line tires as standard? a. GTO b. Tempest Custom c. LeMans d. Tempest
5. What is the distinguishing exterior feature of the "Sprint Six" option? a. Air Scoop in Hood b. Chromed Louvers on Fenders c. "Floating" Parking Lights d. Rally-Type Striping on Lower Body
6. Headlinings in all short-wheelbase Pontiacs except Convertibles are made of: a. Mohair b. Rubber c. Vinyl-Coated Fabric d. Linen
7. What new short-wheelbase Pontiac instrument-panel feature will give more driving convenience? a. Simulated Wood Appearance b. Chrome-Plated Instruments c. Tachometer d. Individual Left, Right Turn Indicators
8. The new Pontiac door locks are named: a. Passenger-Guard Door Locks b. Easy-Open Door Locks c. Fast-Close Door Locks d. Auto-Lock Door Locks
9. Which short-wheelbase Pontiac series has six body styles? a. GTO b. Tempest Custom c. LeMans d. Tempest
10. The new wire mesh grille in the GTO is made of: a. Die-Cast Zinc b. Bright Metal c. Aluminum d. Stainless Steel

TEST YOUR LONG- WHEELBASE PONTIAC- ENGINEERING PK — (SIS 67-3)

1. What is the cubic-inch displacement of the long-wheelbase Pontiac standard engine? a. 385 b. 389 c. 395 d. 400
2. What is the cubic-inch displacement of the largest engine available for long-wheelbase Pontiacs? a. 428 b. 423 c. 418 d. 413
3. How many rear-axle-ratio choices can you offer long-wheelbase Pontiac buyers? a. 7 b. 8 c. 9 d. 10
4. The new long-wheelbase Pontiac rear-axle ratio that is the lowest in the industry is: a. 2.27:1 b. 2.28:1 c. 2.29:1 d. 2.30:1
5. The big news in brakes for all Pontiacs is: a. Hand-Operated b. Dual Master Brake Cylinders c. Self-Locking d. Automatic De-Energizing
6. When disc brakes are ordered for a long-wheelbase Pontiac, what size wheel is included? a. 13" b. 14" c. 15" d. 16"
7. What is the name of the battery now standard equipment in all Pontiacs? a. Energizer Battery b. Zinc Ventilated Battery c. Zinc Sulfide Battery d. Heavy Watt Battery
8. The long-wheelbase Pontiac's famous Wide Track Tread is: a. 66" Frt., 67" Rr. b. 65" Frt., 66" Rr. c. 64" Frt., 65" Rr. d. 63" Frt., 64" Rr.
9. What is the horsepower of the standard Catalina engine? a. 265 b. 260 c. 255 d. 250
10. What is the advantage of the Delco Eye indicator? a. Shows When Lights Are On b. Indicates Level of Battery Fluid c. Indicates Driver Wishes To Turn d. Warns Other Drivers To Approach with Caution