

1968



PONTIAC POCKET FACTS

THE VALUE LEADER—Parts 1 & 2

SIS 68-5

The 1968 Value-Leading Pontiac Catalina takes on any and all competition, including . . .

CHEVROLET IMPALA



FORD GALAXIE 500



PLYMOUTH FURY III



DODGE POLARA



MERCURY MONTEREY

SALES INFORMATION SERVICE

CHEVROLET IMPALA 4-DOOR SEDAN

MSRP

	IMPALA	CATALINA
BASIC V-8	\$2,928	\$2,981
COMPARABLE V-8	93 (275 h.p.)	Std. (290 h.p.)
TURBO HYDRA-MATIC	226	237
	\$3,247	\$3,218

\$29 LESS THAN IMPALA

FORD GALAXIE 500 4-DOOR SEDAN

MSRP

	GALAXIE 500	CATALINA
BASIC V-8	\$2,948	\$2,981
COMPARABLE V-8	78 (265 h.p.)	Std. (290 h.p.)
AUTOMATIC TRANS.	223	237
	\$3,249	\$3,218

\$31 LESS THAN GALAXIE 500

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MERCURY MONTEREY

		PONTIAC CATALINA	CHEVROLET IMPALA	FORD GALAXIE 500
BASIC V-8		—	200 h.p., 307 cu. in. (regular)	210 h.p., 302 cu. in. (regular)
STANDARD V-8		290 h.p., 400 cu. in. (premium)	—	—
OPTIONAL V-8		265 h.p., 400 cu. in. (regular) (no extra cost)	250 h.p., 327 cu. in. (regular)	265 h.p., 390 cu. in. (regular)
		340 h.p., 400 cu. in. (premium)	275 h.p., 327 cu. in. (premium)	315 h.p., 390 cu. in. (premium)
		375 h.p., 428 cu. in. (premium)	325 h.p., 396 cu. in. (premium)	340 h.p., 428 cu. in. (premium)
		390 h.p., 428 cu. in. (premium)	385 h.p., 427 cu. in. (premium)	390 h.p., 427 cu. in. (premium)
TREAD	FRONT	63.0"	62.5"	62.0"
	REAR	64.0"	62.4"	62.0"
WHEELBASE		121"	119"	119"
OVERALL LENGTH		216.5"	214.7"	213.3"
CURB WEIGHT (w/Auto. Trans.)		4,085 lbs.	3,819 lbs.	3,720 lbs.
SUSPENSION	FRONT	Coil	Coil	Coil
	REAR	Coil 4-Link	Coil 3-Link	Coil 3-Link

CATALINA'S ADVANTAGES OVER IMPALA AND GALAXIE 500

- Trend-setting styling ■ Bigger, longer car
- Big-car ride and handling ■ Longer wheelbase
- Full-coil suspension with four links in rear ■ Famous Wide-Track
- Luxurious standard interiors ■ Greater selection of elegant optional interiors
- Big-car performance
- Wide choice of durable and dependable engines and transmissions

Litho in U.S.A.

7215-1167-12M

SALES INFORMATION SERVICE

PLYMOUTH FURY III 4-DOOR SEDAN

MSRP

	FURY III	CATALINA
BASIC V-8	\$2,969	\$2,981
COMPARABLE V-8	70 (290 h.p.)	Std. (290 h.p.)
AUTOMATIC TRANS.	216	237
	\$3,255	\$3,218

\$37 LESS THAN FURY III

DODGE POLARA 4-DOOR SEDAN

MSRP

	POLARA	CATALINA
STANDARD V-8	\$2,979	\$2,981
COMPARABLE V-8	70 (290 h.p.)	Std. (290 h.p.)
AUTOMATIC TRANS.	216	237
	\$3,265	\$3,218

\$47 LESS THAN POLARA

MERCURY MONTEREY 4-DOOR SEDAN

MSRP

	MONTEREY	CATALINA
STANDARD V-8	\$3,029	\$2,981
COMPARABLE V-8	Std. (280 h.p.)	Std. (290 h.p.)
AUTOMATIC TRANS.	237	237
	\$3,266	\$3,218

\$48 LESS THAN MONTEREY

		PONTIAC CATALINA	PLYMOUTH FURY III	DODGE POLARA	MERCURY MONTEREY
BASIC V-8		—	230 h.p., 318 cu. in. (regular)	—	—
STANDARD V-8		290 h.p., 400 cu. in. (premium)	—	230 h.p., 318 cu. in. (regular)	265 h.p., 390 cu. in. (regular) (w/manual trans.) 280 h.p., 390 cu. in. (premium) (w/auto. trans.)
OPTIONAL V-8		265 h.p., 400 cu. in. (regular) (no extra cost)	290 h.p., 383 cu. in. (regular)	290 h.p., 383 cu. in. (regular)	315 h.p., 390 cu. in. (premium)
		340 h.p., 400 cu. in. (premium)	330 h.p., 383 cu. in. (premium)	330 h.p., 383 cu. in. (premium)	340 h.p., 428 cu. in. (premium)
		375 h.p., 428 cu. in. (premium)	375 h.p., 440 cu. in. (premium)	375 h.p., 440 cu. in. (premium)	—
		390 h.p., 428 cu. in. (premium)	—	—	—
TREAD	FRONT	63.0"	62.0"	62.0"	62.0"
	REAR	64.0"	60.7"	60.7"	62.0"
WHEELBASE		121"	119"	122"	123"
OVERALL LENGTH		216.5"	213.0"	219.0"	220.1"
CURB WEIGHT (w/Auto. Trans.)		4,085 lbs.	3,798 lbs.	3,915 lbs.	3,985 lbs.
SUSPENSION	FRONT	Coil	Torsion Bar	Torsion Bar	Coil
	REAR	Coil 4-Link	Leaf	Leaf	Coil 3-Link

CATALINA'S ADVANTAGES OVER FURY III . . . POLARA . . . AND MERCURY MONTEREY

- Lower price ■ Better resale ■ Bigger engines
- More options ■ Wide-Track ■ Greater curb weight
- Greater strength and roadability ■ Sturdy swept-hip perimeter frame
- Full-coil, four-link rear suspension
- Protective body-side molding with vinyl insert
- Stylishly concealed and articulated windshield wipers