

Q
A
NSWERS

THAT
SELL

Q
1964 PONTIAC
NEW
PRODUCT
FACTS
Q

Revised Aug. 30, 1963

KNOW YOUR PRODUCT

A good sales presentation requires a thorough knowledge of the product - speak, accurately, confident answers to any questions the prospect may ask.

This booklet, in simple question and answer form, contains the majority of new sales information about the 1966 Pontiac line you will need. Of course, certain details such as available trims, etc., not be taken from the appropriate manual.

Review this booklet until you have all the information well committed to memory. But keep it handy as a "quick reference", if you do need to look up an answer.

NOTE: All answers to questions used in the 1966 Product Review and Drive Meeting Quiz will be found in this booklet and in your 1966 Selling Facts Folder.

Each question in this booklet refers to the Pontiac series indicated at the top of each page.

Table of Contents

	<u>Catalina, Star Chief Bonneville and Grand Prix Series</u>	<u>Tempest, Tempest Custom and LeMans Series</u>
Engineering . . .	1	9
Engines	2	10
Exterior Styling . .	4	13
Body	5	16
Interior Styling . .	6	15
Accessories	8	18
Use These Facts and Figures		17

ENGINEERING

1. What is the most important engineering story for 1966?

The '66 Pontiac, in all series, is the quietest, smoothest-riding car Pontiac has ever produced.

2. What is new about the frame?

A heavier gauge steel is used in the frame between the wheels, minimizing any shaking. It also gives improved durability.

3. What type body mounts are used?

Body mounts are a soft type of butyl rubber so that ride will be softer and less noise and vibration will be transmitted to the passenger compartment.

4. How have shock absorbers been changed?

They have been tuned in the new stronger frame and body mount combination.

5. What's new about the universal joints?

Universal joints are perfectly balanced - and they'll keep the prop shaft balanced and vibration-free even after extended usage.

6. How does the new flexible coupling steering shaft contribute to smooth, quiet ride?

It better isolates road shock and vibration.

7. How do new speedometer cables contribute to ride quietness?

Cables now have a plastic liner to prevent any transmission of noise.

8. How have electric seat adjusters been improved?

By using screw jacks instead of levers and linkages.

9. How have pushbutton seats been improved?

By adding a spring device to improve the retention of adjustment.

ENGINEING (Cont'd.)

10. How many transmissions are available?

Five: 3-speed Synchromesh, heavy-duty 3-speed synchromesh, 4-speed synchromesh, Auto Hydra-Matic and the Super Hydra-Matic.

11. How have ball joints been improved?

Ball joints, lined with phenolic resin and improved lubrication, are prelubricated to give many thousands of miles with no problems.

12. What advantage does the new hydraulically-actuated brake master cylinder offer?

It prevents dirt or water contamination of the hydraulic brake fluid.

13. Which lamp bulbs have been upgraded for much longer life?

Bulbs in stop and tail lamps, low-beam headlamps, and all instrument panel lamps.

14. What new electrical design affords better serviceability?

The three-piece main wire harness.

15. What is the lubrication interval under normal driving conditions?

10,000 miles, or yearly, whichever occurs first.

16. What is the oil change interval under normal driving conditions?

4,000 miles, or 60 days, whichever occurs first.

17. How has improved hot and cold weather starting been achieved?

Carburators have improved sealing and maintenance is simplified through the use of vinyl needle tips on the fuel-valve and fuel needle seats on the four-barrel carburetor.

ENGINES

1. . . . the displacement of the standard engine?
180 cubic inches.

What are the horsepower, compression ratio and carburetor of the following engines.

2. . . . the standard engine for the Catalina and Star Chief Series?
110 horsepower; 8.5:1 compression ratio; two-barrel carburetor.
3. . . . the standard engine with Hydra-Matic for the Catalina Series?
120 horsepower; 10.5:1 compression ratio; two-barrel carburetor.
4. . . . the standard engine with Hydra-Matic for the Grand Prix Series?
100 horsepower; 10.5:1 compression ratio; four-barrel carburetor.
5. . . . the standard engine with Hydra-Matic for the Star Chief Series?
160 horsepower; 10.5:1 compression ratio; two-barrel carburetor.
6. . . . the standard engine with Hydra-Matic for the Bonaville and Grand Prix?
100 horsepower; 10.5:1 compression ratio; four-barrel carburetor. This engine is also available as extra cost on the Catalina and Star Chief Series.
7. . . . the engine that is an extra-cost option with either heavy-duty, three-speed synchromesh, four-speed synchromesh or Hydra-Matic on all series?
411 cubic inch; 160 horsepower; 10.75:1 compression ratio; three two-barrel carburetors.
8. . . . the six-cyl optional economy engine with extra cost Hydra-Matic for all series?
160 cubic inch; 110 horsepower; 8.5:1 compression ratio; two-barrel carburetor.
9. . . . the two engines that are extra-cost options with either heavy-duty three-speed synchromesh, four-speed synchromesh or Hydra-Matic on all series?
411 cubic inch; 100 horsepower; 10.5:1 compression ratio; four-barrel carburetor. 440 90 is a 440 cubic inch engine of 110 horsepower; 10.75:1 compression ratio; three-two barrel carburetor.

EXTERIOR STYLING

1. Pontiac's exclusive wide track is here with the '66? Front track is 48 inches. Wide track rear track is 58 inches.

2. What's new on the Front End?

All new sheet metal with split grille identification and wrap-around bumpers are designed to provide a more modern look with continued Pontiac distinctiveness.

3. What's new on the Rear End?

New governor tail lamps take the shape of the body for increased lighted area on stop . . . two-bulb tail lamp on Catalina and Star Chief, three-bulb on the Bonneville. Grand Prix tail lamps are at the wish of the applicator in the rear end panel.

4. What is the over-all length of the 1966 Catalina and Grand Prix?

113.8 inches, slightly longer than in 1965.

5. What is the over-all length of the 1966 Star Chief and Bonneville Series?

110.7 inches, slightly longer than in 1965.

6. What is the over-all width of these series?

75.2 inches, slightly wider than in 1965.

7. What are the wheelbases of these series?

Catalina and Grand Prix are 109.8 inches; the Star Chief and Bonneville Series are 105.8 inches; all Sabres, 108 inches.

8. How many two-tone combinations are available for the 1966 Pontiac?

There are 46 two-tone combinations.

9. How many, and what are the top colors for the Catalina and Bonneville convertibles?

Six: ivory white, black, light blue, aqua, beige and red.

NOISE

1. What body improvements contribute to a quieter ride?
 - a. Improved quality of insulation
 - b. Reduction of vibration to do a better job
 - c. Increased use of insulation
2. How does the new molded fiber glass head padding on all models except the Catalina Sportconvertible, increase ride quietness?

The pad fits the curve of the head and gets in every crease where air would be made aware.
3. What new insulation will be standard on the Catalina series?

Complete insulation in all areas of the instrument panel and doors.
4. What new insulation is used on Catalina and Bonneville convertible tops?

Thick blanket insulation is used on the front portion of the top and also covers with the fabric that cushions the top storage area at the rear of the rear seat.
5. How has "wind-shield" been lessened?

By lengthening seals around the rear windows.
6. What advantages do redesigned lip seals on windows offer?

The new rubber seals, used in place of the mohair type, keep them from being drawn into the car; they prevent most water from getting down into the door panels - and they help keep wind noise to a minimum.
7. How many, and what are the body styles available in the 1964 Catalina series?

Seven body styles - four-door Sedan, two-door Sedan, four-door Vista, Sports Coupe, Convertible, 8-passenger Sedan, and 8-passenger Station.
8. How many, and what are the body styles available in the 1964 Star Chief Series?

Two body styles - four-door Sedan and four-door Vista.
9. How many, and what are the body styles available in the 1964 Bonneville Series?

Four body styles - four-door Vista, Sports Coupe, convertible and Custom Sedan.
10. How many, and what are the body styles available in the 1964 Grand Prix Series?

One body style - the Sports Coupe.
11. What change has been made in wheels?

All wheels have been redesigned for new appeal.

INTERIOR STYLING

1. What is the most obvious interior styling change?

The instrument panel - trim, name and finish plates - has been restyled for better visibility, comfort of operation and safety (materials retained).

2. Why are lock pins all plastic?

They give greater durability and are easier to keep clean and have better appearance.

3. What advantage does the new lock-type lock in the door lock offer?

It gives greater safety.

4. Door-to-door, loop-pin, spine coupling is used on which Fordian Series?

It is used on Catalina, Star Chief, Barchetta and Grand Prix.

5. Bucket seat seats are available as an option on what models?

As an option, they are available on the Catalina Sports Coupe and Convertible, the Barchetta Sports Coupe, and the Barchetta convertible.

6. Front bucket seats are standard on what model?

They are standard on the Grand Prix.

7. Center top option is available on what models?

It is available in ivory or black on all Sports Coupes and Station.

8. What new equipment is standard on all Catalina?

A solid plastic steering wheel, newly styled and decorated.

9. How has previous Barchetta been improved?

It has been increased in weight to provide better suspension and feel.

INTERIOR STYLING (Cont'd.)

10. How many standard interiors are available for the '61 Cadillac Convertible?

Five, one more than in '60.

11. How many Custom Features interiors in the Cadillac have appeared?

- Custom Features interiors have all new styling, plus quality improvements. One line is distinctive and trim involves more generous usage of genuine pleats in leather panels.

12. What model offers greatest leather as a feature.

The Bonneville Convertible.

13. What is the interior trim innovation for '61 in the Bonneville convertible?

A modular panel trim finish on the upholstered floor-rail gives a new to all others concept look and placement.

14. What is the Bonneville throughout interior?

It is an ultra-special monochromatic black cloth interior with folding center arm rests for front and rear seats, offered in the Bonneville Vista only.

15. What shape are all Pontiac steering wheels for '61?

Oval.

16. Where is the console used?

It is standard on the Grand Prix, optional on all models equipped with bucket seats.

17. A tachometer on the instrument panel is standard for what models?

The three-speed synchronous transmission models and the four-speed synchronous transmission models.

18. Where is the vacuum gauge located for the automatic transmission models?

It is located in the upper part of the console.

ACCESSORIES

1. What is the new "Electro-Cruise"?

It is a car speed control device to maintain speed control over a wide range of road loads and surfaces.

2. What new accessory will improve safety greatly?

The back window defogger provides rapid defogging to afford a clearer rear view.

3. What new accessory will be of particular interest to winter sports enthusiasts?

Top roof or deck lid ski racks.

4. On what models can the new light-weight removable luggage carriers be used?

They may be used on all sedan models.

ENGINEERING

1. What's new about the Tempest, Tempest Custom and LeMans Series?

Everything from tread to top!

2. What major improvements were made for '64?

Complete new styling and a smooth quiet ride that will rival the performance of much more expensive cars.

3. How has the frame been changed for 1964?

An all new perimeter frame, comparable to the other Pontiac Series, is used. This gives better isolation of vibration and road disturbances from the passenger compartment. Further, the frame has added strength out beyond the wheels, for greater structural integrity.

4. How many thick, soft butyl rubber mounts are used to join the frame to the body?

Fourteen mounts are used to minimize any noise transmission from frame to body.

5. What is the lubrication interval for the improved ball joint front suspension?

The lubrication interval is 12,000 miles.

6. How has the front suspension been changed?

It is a new design with reduced rate of camber change for better handling and ride. Basically, it is the same as the suspension in the other Pontiac series.

7. The new four-link design rear suspension, similar to the rear suspension of other Pontiac Series, offers what advantages?

It gives better stability, handling and a smoother ride under adverse road conditions.

8. How do the new, larger capacity brakes compare with the '63 brakes?

They are larger in diameter by a full half inch, with longer and wider linings for greater safety - the lining area is increased by 36%.

ENGINEERING (Conf'd.)

8. The horizontally-cooled master cylinder offers what advantages?
- It will reduce the possibility of corrosion by excluding contamination.
10. Longer life lamp bulbs achieve their durability from what?
- Lamp bulbs have a heavier filament.
11. Is the cigar lighter standard equipment?
- Yes. On the front and rear seat seats, cushions and push buttons have 12/24.
12. How does the new door light operate?
- It comes on when the front door is opened or upon hitting the light switch knob.
13. How do these cars achieve quick, "sporty" handling?
- They have a larger coilover bar, coil-over shocks and springs, and good over-all road suspension geometry.
14. Both the two-barrel and four-barrel carburetors have improved sealing and resistance to flooding by using what?
- A check insert is used to seal the float valve needle to the seat.
15. Larger coil brake drums are how much bigger in '66?
- Larger rear drum brake drums are a full 1/2 inch larger in diameter than in '64.
16. What new engine is introduced in '66?
- An all-new Pontiac-built, in-line, 6-cylinder engine is standard on these series.
17. What type valving is used?
- Overhead valves with hydraulic lifters.

ENGINEERING (Cont'd.)

16. What is the displacement?

232 cubic inches.

17. Why is this engine superior to the '64 4-cylinder engine?

It is inherently better balanced, giving vibration-free, quiet performance. It is also better balanced than a V-8.

18. How does the weight compare with last year's 4-cylinder engine.

It is lighter by 20 pounds.

19. How has the V-8 engine been changed?

The engine has had over-all refinements to give lighter weight, improved efficiency and more rigidity.

20. Where are the new three-speed synchronized and four-speed synchronized transmissions mounted?

Both transmissions are front-mounted.

21. What type of all-new automatic transmission is available?

It is a TorqueFlite - electric controlled, torque converter, fully-hydraulic automatic transmission.

22. How is the automatic transmission cooled?

For the six, it is air-cooled. For the V-8, it is water-cooled.

23. Does the series still have wide track?

Yes - and the front track has been increased $\frac{1}{4}$ inch - from 57.2 to 58 inches - for improved stability and handling. Rear track is also 58 inches.

ENGINES

1. What is the displacement of the standard, 4-cylinder engine?

111 cubic inches.

2. What is the displacement of the completely revised V-6 optional engine?

124 cubic inches.

3. How many engines are available in these series (including the CTR option)?

Three - one 4-cylinder engine, and two V-6 engines.

What are the horsepower, compression ratio and carburetor for the following engines available with 2 or 4-speed synchroshift and automatic transmissions?

4. . . . the standard, 4-cylinder, regular fuel engine?

100 horsepower; 8.6:1; 1-barrel carburetor.

5. . . . the optional regular fuel V-6 engine?

100 horsepower; 8.6:1; 1-barrel carburetor.

6. . . . the optional premium fuel V-6 engine?

100 horsepower; 9.1:1; 4-barrel carburetor.

7. The CTR option is available on what series?

The LeMans series only.

8. What engine is used with the CTR option?

100 cu. in. V-6, 100 h.p.; 9.1:1 with 4-barrel carburetor, 100 h.p. with three two-barrel carburetors.

EXTERIOR STYLING

1. What is the over-all length?

200 inches, as compared to 194.5 inches in '63. In other words these new models are 5.5 inches longer.

2. What is the wheelbase?

111 inches, 5 inches longer than in '63.

3. What's new on the front end?

The front end features a distinctive split grille to carry out the Pontiac identification. The new wrap-around, wide wide-face bumper carries out the "large appearance" theme.

4. How does the rear end carry out the "large appearance" theme?

There is a full wrap-around bumper and "larger look" quarter panels.

5. How many "take-and-take" paint finishes are available in '64?

Fifteen colors are offered in single or two-tone combinations.

6. What advantage does the "wrap-front" design offer?

It allows ease of entry and exit, plus maximum chair height and seating comfort.

BODY

1. What advantages are offered by the new larger-sized body?
The new body gives roomier interiors - increased leg, shoulder, head and leg room.
2. The curved side glass gives what advantages?
It gives more shoulder and leg room.
3. In addition to appearance, what other advantages does the wrap-around bumper offer?
It provides increased safety and protection.
4. What is the total track volume for 1988?
Increased to 29.2 cu. ft. on sedans and 29.3 cu. ft. on sports coupes and convertibles.
5. How has the station wagon tail gate been changed?
It has a roll-down window, and the door drops level with the floor.
6. The new heater offers what advantages?
The all-new air mix, similar to the rest of the Pontiac Series, gives quieter, increased air flow with improved temperature control.
7. How has body insulation been treated?
Body insulation is similar to all other Pontiac series, including the new fully molded head pad and insulation in areas of instrument panel, steering, dash, etc. The insulation virtually assures that no objectionable noise will enter the larger interior of the car body.
8. How many, and what are the body styles available in the Tempest Series?
Three body styles - a four-door sedan, a sports coupe and a hatch.
9. How many, and what are the body styles available in the Tempest Custom Series?
Five body styles - a four door sedan, a sports coupe, a hatch, and a convertible.
10. How many, and what are the body styles available in the LeMans Series?
Two body styles - a sports coupe and a convertible.

INTERIOR SITTING

1. How many interior color choices are offered in the Tempest Series and Sports Coupe?

Four - blue, aqua, marble and red.

2. How has the Tempest interior been upgraded?

Fabric quality, styling and design is considerably higher in quality than in many more expensive cars.

3. How many interior color choices are offered in the Tempest Custom Series?

With the exception of the convertible there are four: blue, aqua, marble and red. The convertible has three: blue, aqua and red.

4. How many interior color choices are offered in the LeMans Series?

Six - marble, aqua, black, dark blue, bright red, and parchment.

5. Bucket seats are used on which LeMans models?

Bucket seats are standard on both models.

ACCESSORIES

1. What new convenience accessory helps Tempest control cruise and lane wishes?

Power operated window lifts provide quick, easy, automatic control of all vertically moving windows from a single compact control at the driver's position or at individual controls at each of the doors.

2. What new accessory gives added listening enjoyment for the radio?

Four real speakers.

3. How does the new custom air conditioner increase driver comfort?

There is greater air flow, with 3 outlets instead of 2. Noise level during operation is also considerably reduced.

4. What is another new driver comfort item?

A tilt-wheel steering wheel gives a selection of seven different vertical positions for easier entrance and exit and adjusts to suit the individual driver's preference.

5. What are some other new accessories?

A full length instrument panel just factory-installed luggage compartment, lamp, door releases favorable with V-228 engine except the V-228 high output engine.

6. Is the new back-window defogger device installed?

It is dealer installed only.

7. What two new removable convenience accessories are available.

A ski rack - either roof or deck (if mount - and a luggage carrier for extra storage.

8. When is the cruise available?

The cruise is available with transmissions having floor-mounted shift control only for 3-speed, 4-speed or automatic transmissions.

USE THESE FACTS and FIGURES . . .

to make your sales presentation a natural step towards a test drive for your prospects.

The new Pontiac line for 1964, from Tempest to Grand Prix, is the smoothest, quietest line-up of cars Pontiac has ever offered.

