

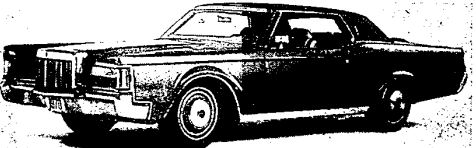
CADILLAC'S 1970 Coupe de Ville shows the youthful elegant styling of this popular model. The overall longer look is achieved by the sculptured front fenders, new cornering lights with horizontal chrome trim, and body colored extensions into new tail lamps. A bright vertical accent has been added to Cadillac's familiar cross-hatch grille design. The framed grille dominates even more in 1970, and the new head lamp bezels are trimmed in body color to provide a finely tailored look.



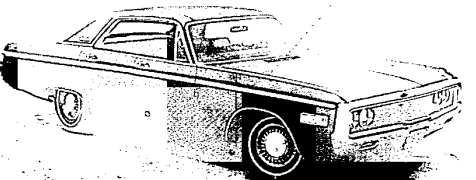
MAGNIFICENT DRIVING MACHINE — The '70 Dodge Challenger, only new entry in the sporty specialty car field, is built for luxury, performance, and comfort. This roomiest specialty car went on display in dealer showrooms September 25.



NEW TOP PERFORMER—Entirely new and racy styling marks the 1970 Plymouth Barracuda line, which offers three distinctive series of cars with varying performance potential and a long list of special options. In addition to the standard Barracuda, there's the new Gran Coupe and the 'Cuda, a model with greater performance potential than ever before available in a compact-size Plymouth.



THE CONTINENTAL MARK III, America's finest personal luxury car, maintains its classic elegance for 1970. Changes include concealed windshield wipers, new wheel covers and redesigned tail and parking lights. Genuine walnut trim is used on the instrument panel, steering wheel and door panels giving the Mark III interior the warmth and richness only fine wood grain can provide.



QUIETER CHRYSLER — Engineering improvements in the 1970 Chrysler line significantly reduce transmission to the body of road noise and vibration through the use of rubber insulators. Main styling changes center on front and rear and body side ornamentation. All interiors are upgraded in the 1970 Chrysler line, which includes five series: Newport, Newport Custom, 300, New Yorker, and Town & Country station wagons. Rear track has been widened for better stability and appearance. Pictured is the Newport Custom.

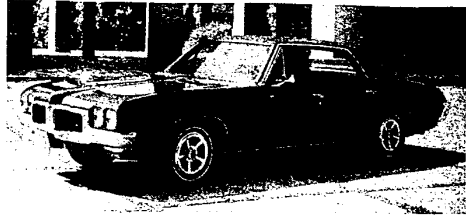


THREE NEW SPORTY, youth-oriented models — the Cyclone, Cyclone GT (above) and the Cyclone Spoiler—give Lincoln-Mercury Division new appeal in the growing intermediate market for 1970. All two-door hardtops with rakish rooflines that accentuate their top performance capability, the new models are offered with a host of power plants, including two all-new 351-cubic-inch V8's and three versions of the 429-cubic-inch engine. Vertical European-type Cyclone running lights highlight the dramatic grille. Sporty new high-back bucket seats with contemporary design are standard on the Cyclone GT and Cyclone Spoiler models. Front and rear air foils are standard on the Cyclone Spoiler.

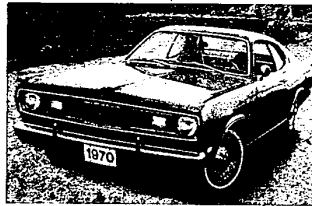
Exciting New Cars Of 1970

*They're Smart,
Luxurious And
Available Now*

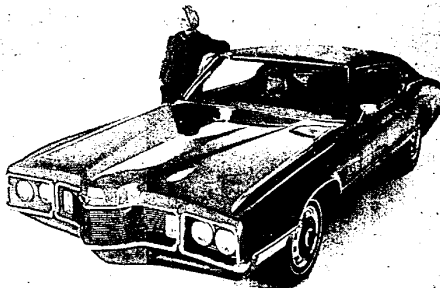
See Them In
Area Salesrooms



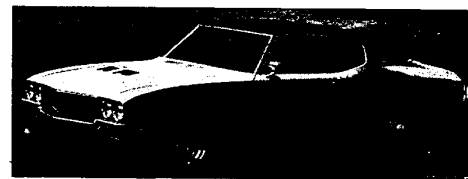
BOTH THE 1970 Pontiac GTO (top) and LeMans combine sports car design and big car luxury. Both are equipped with many standard safety features including side guard door beams for added occupant protection. The GTO is offered in a convertible and two-door hardtop. The LeMans is available as a two-door coupe, two-door hardtop, four-door sedan, four-door hardtop and a station wagon.



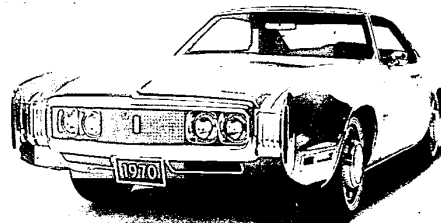
NEW PLYMOUTH COMPACT — An all-new two-door coupe, the Duster, has been added to the Plymouth Valiant line for 1970. Sleek styling is completely different from the standard Valiant four-door sedan. Standard engine in Duster is a new 198-cubic-inch six, which achieves a compromise between fuel economy and the performance necessary and safe for modern freeway operation. Also new to line is a high-performance Duster 340



THUNDERBIRD for 1970 presents a bold new look, highlighted by a dramatic front end design. All models feature a longer, lower hood and three section extruded aluminum grille for a more formal appearance. Included in the Special Brougham option group, shown here on the Thunderbird two-door Landau, are such features as grille lamps, color-keyed wheel covers and high-back bucket seats. Thunderbirds also have hidden windshield wipers and hidden radio antennas to emphasize the clean design.



FUNCTIONAL HOOD scoops that carry cool outside air directly into the carburetor and a red striped rocker panel molding are the identifying marks of Buick's all new GS models for 1970. The GS 455 shown here is powered by Buick's new 455 cubic inch engine. This model also is available with a Stage 1 performance option that includes a special camshaft, positive traction rear axle, high-speed valve train and dual exhausts. The GS 455 is available in two models, a two-door hardtop and a convertible.



OLDSMOBILE'S front wheel drive Toronado, for 1970, reflects the most extensive change in appearance since the car was introduced in the fall of 1965. It is sleeker looking, with a distinctive new shape to the wheel openings, a new front end, including a new grille and exposed headlamps, and a more elegant than ever interior decor.



LUXURY LEBARON — The 1970 Imperial has new front and rear styling and body-side trim to go with the massive grille, concealed headlamps, and new parking and cornering lamps. Four models — two and four-door hardtops — are available in the Crown and LeBaron series. The LeBaron four-door hardtop shown above has a limousine-inspired rear window, in keeping with the luxury car tradition. Many other features are standard on Imperial.

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