

Comfort Goal of New Pontiacs

The 1967 models of Pontiac Motor Division represent a bold new approach in automotive styling combined with many new engineering features designed to increase the safety, comfort and convenience of driving.

Offered for the first time is a Grand Prix convertible and three new station wagons, two in the Executive series and one Tempest Safari, all with simulated wood exterior paneling.

Sweeping new lines on all two and four-door models, major design advancements in both front and rear ends, a Pontiac exclusive of recessed windshield wipers and exhaustive detail to safety keeps Pontiac the pace-setter for the industry.

An energy-absorbing steering column, a dual braking system and an inside rear view non-glare tilting mirror are standard equipment on all 1967 Pontiacs and are just three of the many safety developments available as standard equipment on every model.

"By extensively following Pontiac's continuous policy of making safety our major objective in the design, manufacture and testing of our cars, Pontiac again this year meets the highest standards in the automobile industry," John Z. DeLoe, a General

Motors vice president and Pontiac general manager, said.

Pontiac has increased the number of models from 33 last year to 35 in 1967.

The Tempest series includes a sports coupe, four-door sedan and station wagon, a sports coupe, hardtop coupe, four-door sedan and hardtop, convertible and station wagon complete the Tempest Custom series.

Introduced as a separate series this year is the Tempest Safari four-door station wagon.

The Pontiac Le Mans is available in a sports and hardtop coupe, four-door hardtop and convertible.

The popular Pontiac GTO is offered in a sports coupe, hardtop coupe and convertible.

The Catalina series has seven models; two and four-door sedans, a hardtop coupe, four-door hardtop, convertible and two-seat and three-seat station wagons.

Two new station wagons, a two-seat and a three-seat model, increase the Executive line-up to five. A four-door sedan, four-door hardtop and hardtop coupe are also offered.

The Bonneville series includes a hardtop coupe, four-door hardtop, convertible and a custom three-seat station

wagon. The Grand Prix is now available in a convertible and a hardtop coupe.

The Sprint option is offered on all Tempest, Tempest Custom and Pontiac Le Mans models.

Available as an option in the Catalina series is the 2 Plus 2 in the hardtop coupe and convertible and the Ventura Custom option on the four-door sedan and hardtop, hardtop coupe and convertible. The Brougham option is offered on the Bonneville hardtop coupe and four-door hardtop.

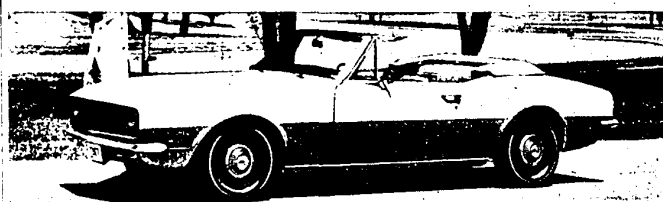
Pontiac styling, which is the cornerstone of the industry, gives individuality to each 1967 series while maintaining the distinctive and traditional Pontiac appearance.

The Tempest, Tempest Custom and Pontiac Le Mans grilles are identified by vertical ribs alternately spaced to create a distinctive pattern. The Pontiac GTO grille has a unique aluminum wire mesh texture to provide a new overall effect.

Pontiac's massive front bumpers completely surround the traditional split grilles. The front nose shape flows back into the hood and lower grille openings creating a wide, powerful impression.

On all except the Grand Prix, the lower headlights are set in the extreme ends of the grilles and the upper two headlights are placed directly above those in the fender extension.

The Grand Prix has separate grille, bumper, headlights, parking lights, front fender extensions and hood offering a new concept in front end design. During the day, the Grand Prix headlights are concealed.



EVERYTHING in a personalized car is Chevrolet's newest 1967 entry, the Camaro, which is introduced in two body styles, the coupe and the convertible (shown above). Built for convenience, the Camaro Convertible

includes rear seat armrests. An optional folding rear seat-back gives added storage room in both models. Five engines, ranging from 140 hp, six cylinders, to the exclusive 350-cu.-inch V8 power plant, will be available.

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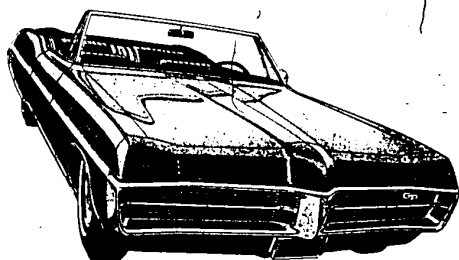
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