

Pontiac Models Feature Traditional Venturi Shape



THIS 1964 Star Chief four-door hardtop exemplifies the fresh styling theme found in all Pontiac models. Body side sculpturing, known as the venturi shape, sweeps the body sides into flared rear quarter panels to visually lower the roof and belt lines. Placement of moldings and finely crafted ornamentation augment the venturi motif. The Star Chief is also available in a four-door sedan.

Pontiac's regular series lineup for 1964 has been completely restyled, yet retains a strong and impressive identity. The Catalina, Star Chief and Bonneville models appear longer, lower and wider without any significant change in exterior dimensions. Catalina models and the Grand Prix sports coupe have a 120-inch wheelbase while the Star Chief and Bonneville models have a 123-inch wheelbase. All station wagon models have a 119-inch wheelbase. All 1964 Pontiacs are one inch longer overall. The Catalina and Grand Prix measure 213 inches while the Star Chief and Bonneville series are 220 inches. Station wagons are 213.8 inches long. THE CATALINA, Pontiac's volume series, is available in seven

models—two and four-door sedans, two and four-door hardtops, six and nine-passenger Safari station wagons and a convertible. A four-door hardtop and a four-door sedan are offered in the Star Chief series. The luxurious Bonneville is available in four models—two and four-door hardtops, a six-passenger station wagon and a convertible. Pontiac's prestige sports coupe, the Grand Prix, has been restyled and again will be available as Pontiac's entry in the luxury car field. The 1964 Pontiacs retain a positive family identity that is recognized instantly when viewed from any angle. Highlighting the "Pontiac look" are the vertically positioned twin headlamps and an expansive hood that curves gently down over a divided grille, another Pontiac trademark that is noted for its simplicity and elegance.

BODY SIDE sculpturing, referred to by stylists as the venturi shape, has become more pronounced in 1964. Now a Pontiac styling tradition, this design sweeps the body sides into flared rear quarter panels to visually lower the roof and belt lines. Placement of moldings and finely crafted ornamentation augment the venturi motif. A rakish new grille and sculptured bumpers give the 1964 models a more massive, wider appearance with unmistakable Pontiac identity. To satisfy every taste, a full range of color combinations is available and nylon blend loop pile carpet floor covering is found in every model. The two Bonneville hardtop models offer a wide choice of interiors in expanded Morrokide or richly-textured cloth combined with ex-

panded Morrokide. Bonneville four-door hardtop models are available with a new optional Brougham interior. This special interior provides the ultimate in luxurious appointments, styling and comfort. Offered in

black only, Brougham seat cushions and backs are entirely covered with rich nylon blend cloth. Biscuit insert panels are accented with deeply embedded cloth covered buttons and folding center arm rests (See PONTIAC, Page 9)

A new kind of Pontiac with a new kind of Pontiac power



FOREGROUND: '64 TEMPEST CUSTOM CONVERTIBLE BACKGROUND: '64 TEMPEST 4-DOOR SEDAN

It's the '64 Wide-Track Pontiac Tempest with a new SIX for savers and a V-8 for swingers.

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