

Tempest Introduces New Custom Series for 1964

Pontiac Motor Division's Tempest for 1964 emerges as a new and different breed of car with all-new styling, new engines, new frame, new bodies and new interiors.

In addition to the regular Tempest and LeMans models, a new Custom series is introduced for 1964. There will be a total of nine different models available in the three Tempest series.

E. M. Estes, a General Motors vice president and general manager of Pontiac Motor Division, described the 1964 Tempest as being 8.7 inches longer than previous models and employing many significant design changes that include a more powerful six-cylinder, in-line engine, a perimeter frame and completely restyled bodies. The wheelbase has been increased to 115 inches for an overall length of 203 inches.

With its divided grille the 1964 Tempest is easily identified as a dazzling new member of the "Pontiac family of successful cars."

Nine different models are available:

- Tempest — Two-door sports coupe, four-door sedan and four-door station wagon.
- Tempest Custom — Two-door sports coupe, convertible coupe, four-door sedan and four-door station wagon.
- LeMans—Two-door sports coupe and convertible.

The Tempest and Tempest Custom series have large, single tail lamps that follow the contours of the quarter panel and bumper ends. The new wide face bumpers are "full size" and their wrap-around design is for both protection and good looks.

The LeMans series is quickly identified by its own distinctive grille treatment and rear design. To continue the sports car theme, LeMans tail lamps are integrated within a decorative rear end panel.

Mounted entirely on butyl rubber to cancel out road noise, the new Tempest bodies are tailored to the requirements of every family. Rocker panel moldings are standard on all models and harmonize with other bright metal and body sculpturing. Doors are larger for increased entrance and exit room. Curved door window glass permits a thinner door, thus allowing increased hip and shoulder room.

ALONG WITH increased passenger and trunk space, each Tempest has as standard equipment, front and rear arm rests, sunshades and a cigar lighter. Other bonus features include full acoustical treatment, front cowl panels of solid plastic for durability and lasting color and a full range of interior and exterior color combinations.

'Soft Tops' Undergo Hard Sell; Result: More Convertibles

Sales of new "soft tops"—auto industry jargon for convertibles—appear likely to go over 465,000 units in 1963, setting a new record.

The current appeal for convertibles is evident when compared with the 187,000 units sold during all of 1958, the industry's current record year in total car sales.

The strong interest in convertibles is influenced by rapid growth of multi-car families, greater purchasing power available to more people and a significant increase in the number of people entering the market in search of cars with an individual, sporty flair.

The current convertible selling surge has been paced by a sporty family of compact convertibles—in a growing demand as second and third cars—which should push convertible sales to 6.3 per cent of total cars sold. This total would represent a 70,000-unit increase over 1962, and it would be up more than 200,000 units over 1961.

Pontiac's prestige sports coupe, the Grand Prix, is new for 1964 and again represents Pontiac's entry in the luxury car field.

Other major engineering developments found in the 1964 Tempest include new front and rear suspension systems that provide better stability, softer ride, easier handling and reduced maintenance.

Tempest's duo-servo self-adjusting hydraulic brake system with larger brake drums is completely new and is designed for increased capacity, durability and performance. Brake backing plates are ribbed for increased strength, linings are longer and wider, and the hydraulic master cylinder is hermetically sealed against contaminants. Fuel tank capacity has been increased to 21.5 gallons for extended cruising range.

THE HIGHER quality of Tempest and LeMans interiors is very evident in the choice of fabrics, styling and colors. LeMans customers may choose from six interior color schemes, all in rich and lustrous expanded vinyl.

Two new interiors, Jewelstone saddle and aqua, have been added to black, blue, bright red and parchment. Bucket seats in the exclusive Pontiac contour design are standard in the LeMans convertible and sports coupe, along with a cus-

tom steering wheel of solid plastic and nylon blend loop pile carpeting from door to door.

Nylon blend floor carpeting and Jewelstone vinyl coated fabrics are featured in the Custom models. The four basic interior colors are blue, aqua, saddle and red in Jewelstone Morrokides. As in the LeMans series, a distinctive die cast emblem decoration is located in the upper area of the front-door trim panel. A de luxe plastic steering wheel is standard, complete with horn ring and emblem cap.

Four interiors in strikingly new styling are offered in the standard Tempest four-door sedan and sports coupe. Cushion and back trim cloth is used in combination with Morrokide vinyl coated fabrics in harmonizing tones.

The 1964 Tempest station wagon standard interiors are styled in Morrokide vinyl coated fabrics. Floor covering for this station wagon model is solid vinyl with heavy jute padding. The three color schemes available are silver with gunmetal, the all-new saddle shade in two tones and a monochromatic red. These color choices allow a wide selection from the 15 exterior paint finishes that are available on



ENTIRELY NEW for 1964, the Tempest Custom four-door sedan features a rich interior of Morrokide vinyl coated fabric and floor carpeting. The Custom series includes a two-door sports coupe, a convertible and four-door station wagon. The new Tempests are nearly nine inches longer and have a box-type frame for improved riding. A Pontiac-built, six-cylinder engine is standard and a V-8 is optional.

All Tempest and LeMans models. The Safari load area has a padded vinyl mat which can be easily removed for cleaning, or where rugged usage calls for an uncovered metal floor. The Custom Safari includes stainless steel skid strips on the padded vinyl load floor mat.

ACCESSORIES AND optional equipment that are entirely new with the 1964 Tempest include power window controls, power tilt front seat, rear seat speakers, Safe-T-Track differential, tilting

steering wheel, breakerless ignition, back window defogger, dual exhausts and a custom sports steering wheel of wood grain finish with stainless steel spokes for the sports car enthusiast.

Among other special equipment available are retractable seat belts, an electric operated tail gate window, floor console, luggage rack for the station wagons, power brakes, automatic and four-speed synchromesh transmissions, power steering, rally clock and sports-car-styled wheel discs.

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