

# Pontiac Offers 10 Models for '64

The 1964 Pontiac's, which will be on display at the Automobile Show, combine rich styling simplicity with outstanding performance to make them more distinctive and appealing than ever before.

All new models in the 1964 line-up have been completely restyled, appear longer, lower and wider without any significant change in exterior dimensions and yet retain a strong and impressive Pontiac identity.

**HIGHLIGHTING** the 1964 "Pontiac look" are vertically positioned twin headlamps and an expansive hood that curves gently down over a divided grille.

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 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, offering many exclusive extras not found on other models, is available as Pontiac's entry in the luxury car field.

Pontiac's traditionally durable and luxurious interiors have new colors and patterns in the latest fabrics of nylon, vinyl and leather.

A complete range of color combinations is offered and nylon blend loop pile carpet floor covering is found in every model.

**IN ADDITION** to new styling, the 1964 Pontiac offers significant improvements in suspension and engines.

Pontiac's popular Tempest series is all new in 1964. Along with new styling, engines, frame, bodies and interiors a new Custom series has been introduced. In the LeMans series an exciting new sports car option called the GTO (Grand Turismo Omologato) is available plus a new two-door hardtop sports coupe.

The 1964 Tempest is 8.7 inches longer than previous models and features a more powerful six cylinder, in-line engine and completely restyled bodies of frame-type construction. The wheelbase has been increased to 115 inches for an overall length of 203 inches.

**A TOTAL OF TEN** different models are offered in 1964.

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 identified

## Sports Car Review To Start on Friday

Sixty cars from eight nations will trace the history of touring and competition automobiles from the 1860s to the present at "Sports Cars in Review," opening Friday at Henry Ford Museum in Dearborn.

The oldest car in America—the 1863 Roper Steam Carriage, which won attention racing horses—will be exhibited near sports cars making their international debuts.

Oldsmobile's 1964 F-85 Cutlass models are totally new automobiles—in styling, engineering and performance. The Cutlass convertible, as well as the Cutlass Sports coupe and Cutlass Holiday coupe, are equipped with bucket seats and powered by Oldsmobile's newly-developed ultra-high compression, 290 horsepower Jetfire Rocket V-8 engine.

by its own distinctive grille treatment and rear end design. LeMans tail lamps are integrated within a decorative rear end panel.

Using a basic Tempest design, the GTO has its own special styling features. The standard GTO engine is a 389 cubic inch V-8 that develops 325 horsepower. All optional equipment for the LeMans series is available with the GTO.

**THE LATEST ADDITION** to the Tempest line is the LeMans hardtop sports coupe with bucket seats, custom interior trim and exterior trim moldings all standard equipment.

All 1964 Tempest models include new front and rear suspension systems that provide better stability, softer ride, easier handling and reduced maintenance.

The higher quality of Tempest and LeMans interiors can be seen in the choice of fabrics, styling and colors.

Accessories and optional equipment that are entirely new with the 1964 Tempest include power window controls, power-tilt front seat, Safe-T-Track differential and tilting steering wheel.



## One of the Pontiacs

The 1964 Pontiac Catalina "2 plus 2" sports coupe is completely restyled while retaining a strong Pontiac identity. The Catalina convertible is also available with Pontiac's new appearance option "2 plus 2", which includes bucket seats, all vinyl trim, floor console, premium fuel two-barrel engine, deluxe wheel discs and wood inlays on steering wheel spokes and instrument panel.

In addition to new styling, colors and interiors, the 1964 Pontiacs feature a wide range of high-performance V-8 engines, improved suspension system and a complete group of accessories for added safety and comfort. The other Catalina models are two and four-door sedans, a four-door hardtop and six and nine-passenger station wagons.

## Mercury

(Continued from Page 3)

U. S. car line offers a V-8 engine. Mercury also pioneered in its first model a body which had its widest point in the passenger area—for maximum seat width—and two-

piece doors with stainless steel window frames in the sedan coupe model which became the forerunner of modern hardtop styling.

Four body styles of the 1939 Mercury were made: two-door sedan, four-door town sedan (the model on display), two-door sedan coupe, and two-door convertible. Prices ranged from \$894 to \$994.

delivered in Detroit less taxes and license.

The 1939 Mercury was powered by a 239-cubic-inch, 95-horsepower V-8 engine, with a floor-shift three-speed manual transmission. Wheelbase was 116 inches, over-all length, 195.9 inches, and width, 69 inches. In size, the 1939 Mercury was comparable to the 1964 Comet.



# Want To Drive A New Car Every Year?

## Call Bill Downey at Planned Auto!

When you rent a car from Planned Auto Management Co., you have no large capital outlay; you avoid the inconvenience of buying and selling a car; you're never stranded due to your car being serviced. We have courtesy cars available. The flexibility of our program permits you to select the exact car you want and need. Call Bill Downey now!

**THUNDERBIRD  
2-DOOR HARDTOP 1964**

Per Month Plus Tax

**\$108**

**GRAND  
PRIX**

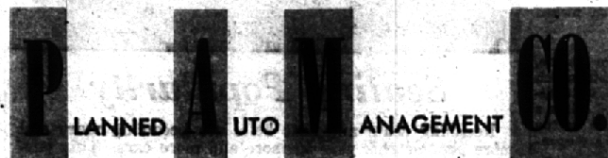
1964 **\$97<sup>50</sup>**

Per Month Plus Tax

**Special Rates For Fleet Leasing**

**Call For Further Information Without Obligation**

*Personalized Car Leasing Service*



925 East Maple

MI 7-2724