'64 Models Offer Choice, Not Chance

Pontiac's Grand Prix Sports Coupe

Headlining Pontiac's parade of 1964 cars is this Grand Prix sports coupe. With its "over-sized" headlights and new rectangular front parking and turn signal lamps, the Grand Prix commands immediate attention. From every angle the Grand Prix has high lines to suggest a longer, lower, wider look. The profile is highlighted by a thin roof line and large contoured rear windows. Floor console, bucket seats and special instrument panel treatment add a sports car feeling.

New Thunderbird

Eye-catching new styling is combined in the 1964 Thunderbird with luxury features including thin-shell bucket seats and the auto industry's first retractable seat belts. A longer hood, integrated bumper and grill and rectangular taillights enhance its traditional look. New features of its cockpit motif interior styling include separate instrument pods, a new command console and covered rear seats. An optional reclining seat for the front passenger includes an extendable headrest. A new silent-flow ventilation system includes a vent at the bottom of the rear window on Landau and Hardtop models.

A Soft Hardtop

A new Ambassador two-door hardtop includes as standard equipment bucket seats with folding center armrests and center console, chrome ceiling bows and a full wrap-around safety pad. A 270-horsepower V-8 engine is standard equipment.

Dodge Is Clean, Uncluttered

New styling, engineering refinement and top-quality manufacturing techniques distinguish the standard-size, four-door Dodge for 1964. Buyers have a choice of 22 models. The styling of the '64 Dodge is new, clean and uncluttered. The lines are graceful but forceful. The front is keyed by a massive wrap-around bumper and a convex, bright-aluminum grille of thin, vertical bars.

Valiant Gets New Options

A standout among compact convertibles, the Valiant for 1964 shows here in available with new options including a four-on-the-floor manual shift synchronized in forward speeds and Sure-Grip differential for superior traction. All Valiant cars are covered by Chrysler Corp's five-year or 50,000-mile warranty on engine and drive train components.

Two Galaxie Models

New luxury styling to match its total performance gives a bright, new look to the Ford cars for 1964. The Ford Galaxie 500 series offers three distinctive new roof lines including the 4-door sedan (top photo). Five engines and four transmissions are offered, including the Cruise-O-Matic Dual Range three-speed automatic transmission now available with all engines up to 390 cubic inch displacement. The full Ford Galaxie line for 1964 includes 16 models with 2- and 4-door sedans, hardtops, convertibles and station wagons (bottom photo).