



PONTIAC'S TEMPEST CUSTOM  
12 new models are offered in 1965.

## Pontiac Tempest Features Additional Colors, Models

Pontiac Motor Division's Tempest for 1965 presents new styling, including vertically mounted headlights, increased length, new colors and two new models for extended market coverage.

The Tempest Custom series has added a two-door hardtop coupe and the LeMans series now has a four-door sedan available. There will be a total of 12 different models available in the three Tempest series.

With the new styling design, engineering advances, and the "big car" appearance of the Tempest, along with the two new models, the 1965 Tempest line represents an even greater opportunity for the Pontiac customer to find his choice of an automobile," E. M. Estes,

General Motors vice president and general manager of Pontiac Motor Division, said.

The 1965 Tempest and LeMans models are three inches longer than previous models, measuring 206 inches in overall length. The wheelbase for all models is 119 inches.

The new Tempests go on sale in dealer showrooms today.

The Tempest series offers a sports coupe, four-door sedan and Safari.

In addition to its new model, the hardtop coupe, the Custom series has available a sports coupe, a four-door sedan, a convertible and a Safari.

Offered in the LeMans series is a sports coupe, a hardtop coupe, a convertible and the new four-door sedan.

The new Tempests have undergone a complete restyling of the front end. The Pontiac Tempest split grille, which is recessed slightly from the down curve of the hood line, has the definitive Pontiac look as twin vertical mounted headlights flank the grille on both sides.

A LARGER, more effective "light-up" area for added safety is featured in the restyled tail lights. From the molding below the rear deck and tail lights wrap around the rear end of the fenders providing lighting and visibility from the side.

More convenience, positive door control and flexibility in loading and unloading situations is featured by the Pontiac type, two-step door stops. Positive door control also results in minimizing damage to door panels when parking in confined areas.

This feature has been accomplished by a spring-action pawl which engages the lower door hinge lightly for an intermediate stop between closed and wide open.

Fifteen exterior colors are offered in the Tempest line and thirteen of them are new for 1965. Only black and ivory are the same as on previous models. The new color list includes among others: Blue Charcoal, Iris Mist, Capri Gold, Bluesteel Slate and Mayfair Maize.

Tempest and LeMans interiors are color keyed to the new exterior paint colors and also reflect higher quality in fabrics, styling and luxurious appointments.

SIX INTERIOR colors, including instrument panel, are available in the LeMans series. Bucket seats are standard in the LeMans sports coupe, hardtop coupe and convertible and are available in six all-Morokide trim combinations. Rich, door-to-door nylon blend loop pile carpeting is also included.

The new LeMans four-door sedan features seat cushions and backrests trimmed in bisected insert panels with expanded vinyl bolsters. New name plates are placed on the rear of the hood top and on the front door interior in a "LeMans" nomenclature.

The GTO option contains many new and exclusive features designed specifically for this popular model option. A new and distinctive simulated air intake is located in the center of the hood top panel. Also an eye-catching exclusive is a body paint stripe just below the fender upper peak and extending the full length of the car from the rear of the front headlamp to the tail lamp.

The GTO is powered with the famous Pontiac 389 cubic inch engine with four-barrel carburetor as standard and an optional engine with three two-barrel carburetor. Compression ratio is 10.7:1 and a three-speed synchromesh transmission with floor shift is standard.

THE TEMPEST Custom convertible is available in all Morokide custom interiors and with a choice of three colors. Four

colors in all Morokide are featured in the other Custom models. Quality nylon blend loop pile carpets are in all Custom models.

The Tempest Custom Safari has bright metal skid strips running lengthwise on a padded vinyl mat as standard equipment. The strips aid in loading and provide a decorative flair to the rear area.

All Tempest models combine pattern cloth and Morokide in four basic colors for their interiors. Vinyl covers the floors and the load area for the Tempest Safari has a full width padded vinyl mat as standard equipment designed for rugged usage. Carpeting is available in the coupe and sedan as an extra-cost accessory.

The popular custom sports steering wheel, with the simulated wood rim, has been redesigned in 1965 for a more striking appearance. It has three equally spaced stainless steel spokes and is optional on all Tempest models. It can also be ordered with the tilt-wheel option.

A greater field of vision has been achieved with the remote controlled rear view mirror which has been restyled for 1965. The mirror has been moved back and is mounted on the door providing much more rear visibility.

Also new on all Tempest models are deluxe wheel covers and deluxe seat belts in the new 1965 interior colors.

## GMC Truck Unveils New Mobile Camper

Another entry in the mobile camper field has made its debut when GMC Truck & Coach Division announced models for travel equipment conversion.

These turn GMC Truck's Handi-Van and two forward control units into attractive mobile homes ideally suited for weekend and vacation campers.

The conversions feature fold-away sleeping beds and bunks that can accommodate five persons, chemical toilet, icelbox, two-burner stove, water tank, sink with faucet, food storage cabinets, dinette, formica type tabletop, dust-proof garment bag, 12-volt transformer, and window curtains and screens.

FOR EVEN greater luxury, the GMC vehicles can be equipped with such options as a 12-110 volt electric refrigerator, luggage rack, trailer hitch, ski rack and marine type auxiliary passenger seat that unfolds into a single adult-size foam cushioned bunk.

One of the most unusual conversion options available is a "sky-dome" expanding roof of durable, translucent Fiberglas which filters diffused light over the lounge and galley. It flips up easily to provide more than six feet of headroom through the entire living area.

In addition to Plexiglas windows and screens, the vehicles may be obtained with radio, custom interior, oversize tires, tinted windshield, and other items that assure traveling comfort.

Ladies' delicate hair styles are helping spur the popularity of new car ventilation systems that permit window-up driving and avoid the wind-blown look. Vents at the rear of the passenger compartment pioneered on the 1964 Thunderbird are offered for 1965 on all Ford 4-door hardtops and the Mustang 2-42 fastback model.

## OFFERS 60 MODELS IN 4 LINES

# Plymouth Meets Challenge; Provides Variety for '65

In the most significant change in automobile marketing in recent years, Chrysler-Plymouth Division of Chrysler Corp., has added 14 models to its Plymouth line for 1965, making a record total of 60 models in four lines.

The new lineup gives Plymouth complete representation in the compact (Valiant), intermediate (Belvedere), low-price, full-size car (Fury), and sports fastback (Barracuda) categories — the price range in which 74 per cent of all American passenger cars are sold. The Fury series is completely changed in everything but its name, with a longer (119-inch) wheelbase, wider front and rear tread, and greater overall width. The new Fury sedans are the longest-wheelbase Plymouth sedans ever produced.

Large new Fury station wagons are on a 121-inch wheelbase. In addition to gaining in size, the Fury series has been increased in total models from 10 last year to 22 in 1965.

THIS LARGEST addition to model availability in Plymouth's history was described as "necessary to meet the expanding demand for variety" by P. N. Buckminster, general manager of the Chrysler-Plymouth Division.

"With our wide variety of styles and sizes for 1965, we are confident that we have something for everyone," he said.

In the realignment of models,

the Savoy series (8 models in 1964) has been dropped and the Belvedere series (8 models in 1964) is expanded to 18 models—all except station wagons having a new overall length of 203.4 inches corresponding to other cars in the intermediate size car market. Belvedere wagons are 208.5 inches overall.

There will be 18 Valiants and two Barracuda sport hardtops, as last year. Two Satellite models, with bucket seats and console as standard equipment are added at the top of the Belvedere series.

Among the 60 Plymouth models, consumers will have a choice of 10 different engines.

OFF THE 14 additional models, eight are convertibles, station wagons, and hardtops, reflecting the trend toward special-purpose passenger cars.

The performance-minded buyer will find available special high performance engines for each of the Valiant, Barracuda, Belvedere and Fury lines, a move which will enable owners to equip any model to the performance level of his choice. There are five engines available for the Fury line, seven for the Belvedere, and four for the Valiant and Barracuda. High-performance engines are available for each line.

Two engines are new to the Plymouth line: the Commando 273-cubic inch high-performance V-8 for Valiant, and a smoother, quiet-

er-running version of the 383-cubic inch V-8, designed to run on regular fuel, for the Fury.

For 1965, all cars in the Plymouth line ordered with automatic transmission will be equipped with a new column-mounted shift lever. It has an illuminated selector dial in a quadrant over the steering column. Models equipped with consoles will have integral shift control.

THE 22 NEW-SIZE Fury models come in four different series: Fury I, Fury II, Fury III, and Sport Fury. The Fury is a big car, and its styling accentuates the size.

Compared with the 1964 Plymouth, the Fury has a three-inch longer wheelbase, is longer and wider overall, has a wider front and rear tread, has higher seats for greater comfort, and offers more hip room and leg room.

Styling of the Fury body uses angular lines to accent the car's greater size. There is a full-width grille with dual headlamps mounted vertically (at maximum width) in the front fenders. The grille texture is fine, bright aluminum with horizontal bar extending across the center (between the headlamp hanks).

A slender vertical meditation is in the center of the grille. From the side, the Fury looks solid and long. Side windows are curved and have crank-operated vent windows.

STANDARD ENGINES for the Fury are either the 225-cubic-inch V-8 with 9.2:1 compression ratio or the 318-cubic-inch V-8 with 9.0:1 compression ratio.

Optional V-8 engines are the 383 cubic-inch with 9.2:1 ratio; the high-performance 383 with 4-barrel carburetor, special camshaft, unaltered air cleaner, dual exhaust and 10.1:1 ratio; and the high-performance 426 cubic-inch with the same special features and 10.3:1 compression ratio.

Basic dimensions for the 1965 Belvedere remain the same as in 1964 with the exception of overall length, which has been reduced 3.1 inches to 203.4 inches. The wheelbase is 116 inches, making it ideally suited for basic family market.

With five different optional engines, the Belvedere is the most versatile Plymouth ever produced. Although basically a family car, it may be adapted to compete successfully in competitive motor sports.

The new, lightweight 273-cubic-inch engine is the standard Belvedere V-8 in 1965. The 223-cubic-inch engine is the standard 6.

The overall shape of the car, which proved popular last year, has been retained and styling changes are limited to new front fenders, hood, front bumper, interior, grille, body ornamentation and tail lights.

THE PLYMOUTH Valiant has a new grille, front fenders, deck lid, tail lamps, body side ornamentation and interiors. The new tail lamps are of vertical design. Lamps are supported by large circular bezels having clear plastic lenses for back-up lights.

Valiant for 1965 is available with either 6-cylinder or V-8 engines in the following body styles: 100-2-

door and 4-door sedans and 2-seat station wagons; 200-2-door and 4-door sedans, convertibles, and 2-seat wagons; Signet-2-door hardtop and convertible.

The Plymouth Barracuda, the new fastback sports hardtop introduced last May which seats five and converts to a cargo carrier, has a new instrument panel but remains unchanged in basic styling.

Among the many new options for the Barracuda will be three bold paint stripes, of the type used on competition cars, which extend down the center of the deck lid, roof and hood, and come in black, blue, gold, red, or white to match the interior trim.

ANOTHER IMPORTANT option for the 1965 Barracuda is the new Commando 273 high-performance V-8 engine. The engine has a 4-barrel carburetor, 10.5:1 compression ratio, high lift, high-overlap cam, dome-top pistons, dual breaker points, solid lifters, special intake system with unaltered air cleaner, low back-pressure exhaust system with exposed tail pipe at the rear of the car, and an engine dress-up package.

The dress-up package, standard with this engine, consists of a chromed air cleaner with a metal decal reading "Commando 273," a chromed oil filter can and crankcase vent cap, and black crackle paint with bright aluminum fins on the valve rocker arm covers.

For the performance-minded driver, the Barracuda can be ordered with a new Rally Suspension package. It consists of heavy-duty front torsion bars, rear springs, and a sway bar, and is intended to provide optimum handling for competitive events. It can also be recommended for street use.

## 1965 Comet Is Wider, Yet Sleeker

For the second consecutive year, Mercury Comet presents an entirely new appearance and major mechanical advances.

Styling of the 1965 Mercury Comet is fresh and exciting. The car is wider, yet sleeker. The sporty Cyclone series has its own distinctive grille and ornamentation.

Mechanical improvements include power train advances, more responsive steering, a new electrical system, better ride and increased comfort, and new low-profile tires. A wider choice of new options and accessories is offered.

OVER-ALL dimensions are changed only slightly, with width increased 1.5 inches. Wheelbase remains at 114 inches, offering maneuverability, with the ride and handling characteristics of larger cars.

Front end sheet metal—hood and fenders—are new for all models, along with new bumper, grille, vertical headlamps and ornamentation. Two- and four-door sedans have a new, crisp roof, giving these models a tailored look.

Rear end sheet metal—deck lid, rear quarter panels and back panels—bumper and tail-lamps are new for all except station wagons. Tail-lamps and rear ornamentation are new for station wagons.

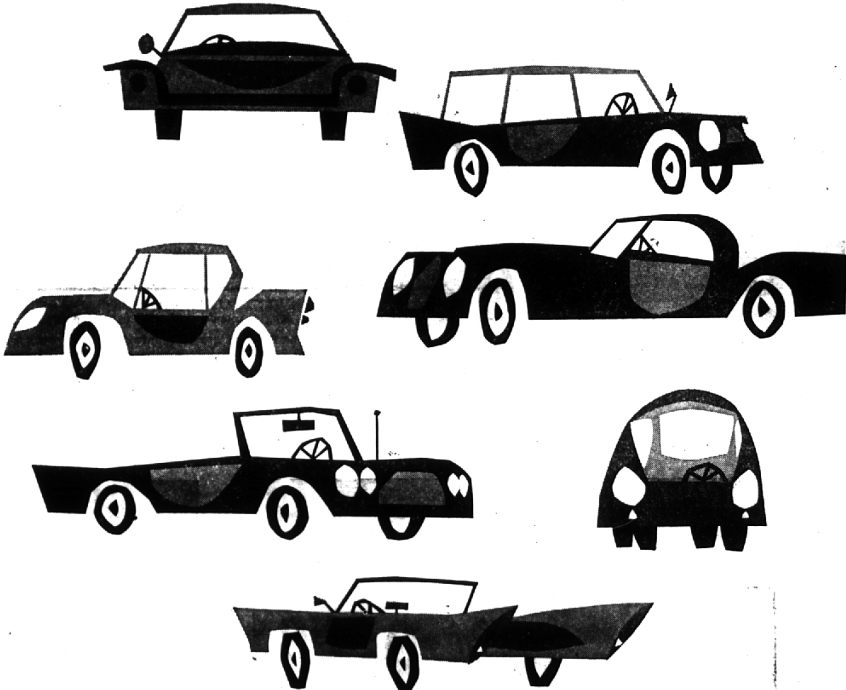
Interiors feature a restyled instrument panel with all circular dials, plus exciting new trim schemes and fabrics. The Cyclone has a tachometer as standard equipment and elapsed time clock and vacuum gauge optional.

Series and model line-up for 1965 remains unchanged. Base series is the 302, intermediate series is the 401, luxury series is the Caliente, and the Cyclone. Bucket seats are available in four of the 11 models.

A NEW 200-cubic inch, 129-horsepower six-cylinder engine with seven main bearings is offered both with standard and three-speed automatic transmission. Comet's optional three-speed dual range automatic transmission teamed to a 2.83 rear axle ratio, offers substantial improvement in both performance and economy.

Increased V-8 performance for the 1965 Mercury Comet is offered with the 289-cubic-inch engine, an option in 1964 which becomes the standard V-8. With a higher 9.3 compression ratio, the V-8 is rated at 290 horsepower with a two-barrel carburetor and is designed to operate on regular grade fuel.


Steering improvements are achieved from new manual steering linkage on V-8s, a new power steering pump which is quieter and more efficient, and reduction in the power steering ratio. An optional ride and handling package for the Cyclone includes a 21.6 to manual steering ratio and stiffer suspension.



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