Presenting
THE 1951
Silver Anniversary
Pontiac
Dollar for Dollar and Feature for Feature
You Can't Beat the New 1951 Pontiac

The Most Beautiful Thing on Wheels
America's Lowest-Priced Straight Eight
Lowest-Priced Car with Hydra-Matic Drive*
Most Powerful Pontiac Engines Ever Built
Choice of Silver Streak Engines—Six or Eight
Smooth, Flashing Silver Streak Performance
Improved, Smoother Hydra-Matic Drive*
Distinctive New Gull-Wing Styling

Strong, Rugged Bodies by Fisher
Luxurious New Interior Color Harmonies
Deep-Rest Seats with Comfort-Contoured Cushions
Long-Flex Springs for an Extra Smooth Ride
New Sweepstream Fender with Medallion Highlight
Sweepview, Extra-Wide Curved Windshield
Wide, Easy Access Doors
Silver Star Instrument Panel

Handi-Grip Parking Brake on Instrument Panel
Finger-Tip Starting
Twin-Duct, Open-Air Ventilating and Heating System
Unusually Large, Fully Usable Trunk Space
Low Pressure Tires on Extra Wide Rims
Front and Rear Arm Rests
Quality Floor Coverings
Unmatched Record for Long Trouble-Free Life
Builds to Last 100,000 Miles

*Optional at extra cost.

ALL AROUND THE BEAUTIFUL new 1951 Pontiac
you'll find many extra "ouches." Wider "clip-type" crease moldings; modern, bold gravel guards and unique rear fender medallions are only a few of the chic, De Luxe styling features that mark Pontiac as a truly fine automobile.

NEW SPEARHEAD RUB MOLDING highlights
"The Most Beautiful Thing on Wheels." Always one of the most distinguished cars you can drive, the De Luxe 1951 Pontiac is accented by many new styling details that are visible proof of inherent quality and good taste.
NEW MULTI-TONE INTERIORS set a new high in motor car styling. Combining rich tones of soft broadcloth with sparkling, sweeping chrome door paneling, the De Luxe Pontiac offers true custom luxury at its lowest cost. Note the bullet type, button-back cushions and deep pile carpet. Cushions, side walls and headlining all blend in perfect harmony.

The Silver Anniversary Pontiac!

A RARE ACHIEVEMENT IN THE FINE ART OF AUTOMOTIVE DESIGN

Luxury, Comfort and Quality Show in Every Detail of Pontiac’s Gorgeous New Interiors... Mark the 1951 Pontiac as More Than Ever The Most Beautiful Thing on Wheels... Inside and Out!

JEWEL-LIKE INSTRUMENT PANEL IS EASY TO SEE... BEAUTIFUL TO LOOK AT—This De Luxe instrument panel for 1951 features a soft, rich two-tone finish—with brilliant chrome and jet black control buttons for luxurious contrast. Back-lit, soft-glowing instruments and the new comfort-angle steering wheel add sheer pleasure to your driving.

SMART PANELING AND DEEP, SOFT CUSHIONS mark the 1951 Pontiac standard interiors. No car at any price offers this combination of rich two-tone checked upholstery, smart chrome striping, and gleaming hardware. Good taste is instantly evident in every detail.

SUPER DE LUXE CATALINA OFFERS CHOICE OF TWO MATCHED INTERIORS—Super De Luxe Catalina interiors are in Malibu Ivory and Sapphire Blue, perfectly matching the exterior colors. You have a choice of all hand-buffed, top grain genuine leather upholstery or a combination of the same luxurious leather with rich nylon cord seat cushions. Deep pile carpeting, instrument panel and steering wheel carry out the distinctive color scheme.
PRESENTING THE SILVER ANNIVERSARY PONTIAC

New and Beautiful Proof that Dollar for Dollar you can't beat a Pontiac!

For 25 years, Pontiac has earned an outstanding reputation for offering brilliant extra values at only a few dollars extra cost. This unique Pontiac policy was never more evident than in the 1951 Pontiacs. In performances, comfort, luxury, dependability and economical long life—the 1951 Silver Anniversary Pontiac renews a quarter century of inspired and advanced engineering and design. It is the finest in a long line of fine cars.

THE 1951 PONTIAC DE LUXE Catalina
Available in many solid or maroon color combinations with harmonizing or contrasting interiors of leather and cloth.

THE 1951 PONTIAC SUPER DE LUXE Catalina
Available in four attractive colors of leather and Upholsteries (blue, red, ivory, and maroon), matching hard tops, and white wall tires.

SMARTER, more beautiful and distinctive than ever, the 1951 Pontiac Catalina is available in a wide selection of colors to suit any taste. Wherever you turn, you'll find a Pontiac in every color.

THE 1951 PONTIAC STEEL STATION WAGON
Available in all regular Pontiac colors, plus Tri-Color Red and Absolute Black in on special non-tan combinations.

Whatever the job—the Pontiac Station Wagon is rugged and reliable in every way. Its dependable performance is matched by a smooth, quiet ride.

LOWEST-PRICED CAR WITH GM HYDRA-MATIC DRIVE
Improved for 1951!

This model's new Acura Drive and Weatherproof feature is smoother, more sure-footed than any car of its class. It offers the protection against rain, snow and sleet that has made Pontiac a leader in the field of safety and comfort. Pontiac's Acura Drive is the only true Hydromatic. It's an automatic transmission built into the engine. Pontiac's Acura Drive is the latest development in GM Hydra-Matic Drive.
THE WORLD'S FINEST STRAIGHT EIGHT—Pontiac's great Straight Eight now gives you 116 horsepower—and delivers extra-flashing performance with standard fuels. Nowhere else but in this famous Pontiac Straight Eight can you get such brilliant Silver Streak performance at so low a cost.

THE SMOOTH ECONOMICAL SIX—Now with 96 horsepower rating, the famous Pontiac Six gives you wonderful Silver Streak performance with economical, standard gas operation—and Pontiac's record for dependability and unusually trouble-free long life is world-renowned.

A NEW HIGH IN SILVER STREAK PERFORMANCE

2 GREAT PONTIAC ENGINES WITH INCREASED HORSEPOWER

The highest horsepower rating in history makes the 1951 Pontiac engines the most brilliant in a quarter century of enviable performance. Famed for dependability, smoothness and economical long life, with standard gas operation, Pontiac's Silver Streak power plants for 1951 bring a brand new thrill to motoring. For fast get-away in city traffic and effortless, nimble highway cruising, Pontiac promises — and delivers — unmatched sparkling Silver Streak performance in either 6 or 8.