fresh point of view

...from Pontiac 1960

THE ONLY CAR WITH WIDE-TRACK WHEELS
The inspired beauty of perfect proportion
The precision control of Wide-Track Wheel Design
The softer ride of supple suspension
The wide choice of vigorous Tempest V-8 engines tailored to economy or high performance

From the craftsmen who developed Wide-Track Wheel Design comes another fresh original... a car that carries nothing of the past—in the way it looks, the way it rides, the way it goes. You’re surrounded by crisp, provocative styling that wins the admiring approval of those who can spot the start of a trend.

You feel a new and reassuring mastery of control. Exclusive Wide-Track Wheel Design (wheels moved farther apart for the widest stance on the road) permits ingenious suspension improvements for a softer ride, easier handling.

Handling has a preciseness you’ve never known before. Highly perfected as they were, Pontiac’s famous Tempest engines came in for deep-down change. Whether you prefer to accent economy or peak performance—there’s a Tempest 425 V-8 exactly suited to your driving.

In short, Pontiac Nineteen Sixty will give you a fresh point of view on how wonderfully spirited motoring can be.
Here's America's most exciting driving—filled to the brim with action, and wrapped in luxury unsurpassed by far more expensive cars.

Heart of its fiery spirit is the 303 h.p.* Tempest 425 V-8 with 4-barrel carburetor, 389 cu. in. displacement and 425 lb. ft. torque (for other engine options see specifications on last page). Whether you choose the adventure-loving Convertible, the sleek Sports Coupe or the regal Vista, the Bonneville by Pontiac will give a new lift to your motoring life.

Standard equipment includes soft, deep-pile carpeting that extends, for extra beauty and protection, up into door panels . . . padded handrail assist bar on the cushioned instrument panel . . . polished walnut panel cove with distinctive gold and red series name plate . . . aluminum seat end and side panels . . . custom steering wheel.

*With Hydra-Matic Transmission

The
Elegant
Bonneville
The Sparkling Star Chief

From every standpoint, the luxury-laden Star Chief more than meets the standards by which a truly fine car is judged. Its big 124-inch wheelbase and Wide-Track Wheel Design provide incomparable comfort. Its lavish attention to luxury and convenience details is a constant reminder that you're enjoying all that motoring can offer.

You drive a Star Chief with the rich and satisfying knowledge that everything good in cars is yours. Its 283 h.p.* Tempest 425 engine is more than a match for anything on the road. You relax in seats wider than a sofa and enjoy as standard: custom steering wheel, twin instrument panel ash trays, exclusive instrument panel design, de luxe wheel discs, distinctive exterior trim and many other touches only the Star Chief provides at the price.

*With Hydro-Matic Transmission
Star Chief interiors feature "Pomercy" pattern double-weave nylon top cloth and Morrokide upholstery, and wall-to-wall "Tacoma" weave carpet. Four interior color combinations match or complement 15 "Magic-Mirror" body colors. Extensive use of bright metal trim adds further distinction to Star Chief Luxury Lounge interiors.
The Custom-Styled Ventura

Ventura interiors are available in three Morrokide three-tone harmonizing combinations and deep-pile wall-to-wall carpeting.
For 1960, Pontiac offers a new series in two richly appointed models—the Ventura Sports Coupe and Ventura Vista. Everywhere you look you'll find custom touches you wouldn't expect at so modest a price: full carpeting, distinctive instrument panel, special fabrics and interior design, custom steering wheel, de luxe wheel discs and many more. In no other car can you buy so much luxury at so little cost.
You’ll go to the top of the price scale to find a convertible as rich as the Catalina. Choose from 15 body colors, five interiors of long-wearing, easy-to-care-for Morrokide—even six top colors.
The Luxurious Catalina

Here, in the Catalina by Pontiac, is a measure of distinction, performance and downright pride of ownership until now reserved for drivers of much higher priced cars.

Its crisp, taut beauty is a perfectly proportioned tribute to your own good taste.

You command a fiery 283 h.p.* Tempest 425 V-8 for peak performance—or choose, at no extra cost, the regular-fuel Tempest 425E economy engine—available on any Hydra-Matic Pontiac.

And how many cars in their lowest-priced series offer such a complete choice of body styles as the Pontiac Catalina? There are seven handsome models, each a 122" w.b. full size, fully equipped, handsomely appointed answer to your particular driving preference. Why settle for anything less?

*With Hydra-Matic Transmission
All this is standard equipment on the Catalina, top value in its price class—electric wipers . . . cigarette lighter . . . dual sun visors . . . push-button door locks . . . automatic interior lighting . . . acrylic lacquer "Magic-Mirror" finish . . . foot-operated parking brake . . . front stabilizer bars . . . all-chrome hardware . . . 8.00 x 14 tubeless tires (except Safari—8.50 x 14) . . . dual arm rests front and rear . . . one front and two rear ash trays . . . crank-operated front ventilators . . . individually controlled air vents . . . instrument panel snack bar . . . trimmed trunk . . . Safety Plate Glass all around . . . foam front seat cushion padding.
In one of Pontiac’s three striking four-door Safaris you’ll find the perfect way to the extra fun that goes with station wagon living.

The ultra-luxurious Bonneville Custom Safari (previous page) seats six, has flat-folding rear seat, retractable rear window, deep-pile carpeting throughout and scores of other deft Bonneville touches.

The Catalina series includes a two-seat wagon with crank-operated tail gate window (power control optional) and a three-seat model with power controlled rear window. In both models, all but the front seat fold flush with the floor.
The Glamorous Safari

They just don't come more beautiful than Pontiac's Safari interpretation of the station wagon.

But equally important in setting the Safari apart from other wagons is the way it behaves in action.

With its exclusive Wide-Track Wheel Design it handles its size in a manner all its own. Traveling light or under full load, you feel geared to the road, unconscious of sway on curves and turns, impervious to cross winds.

Here, indeed, is perfection in station wagon handling.
Beneath its dramatic styling... America’s Most Advanced
New Lower Front Tunnel
Extensive revisions in engine and power train design increase passenger comfort. Tunnel is approximately 1" lower and 2" narrower for approximately 44 cubic inches more space.

Air-Cooled True-Contour Brakes
Cooling flanges in air stream facilitate rapid heat dissipation, minimize fade; heavy drums absorb quick-stop heat. Generous brake linings, precision fit of lining and drum, plus extra-large front cylinders give longer life and sooner stops.

Smooother New Hydra-Matic Transmission*
Especially tailored for Pontiac’s Tempest power plants. It’s the world’s most popular automatic transmission—because it’s smooth and precise in all ranges, gives you fingertip control without taking your eyes from the road or hand from the wheel.

More Efficient Tempest 425 Engines
Acknowledged the industry’s most advanced engines, important improvements for 1960 include: power gains, completely new divided-flow cooling system, new carburation, pistons, manifolds and new fuel pump. Pontiac’s Tempest 425 V-8 power is available in 2-barrel, 4-barrel and Tri-Power (3 2-barrel) carburetor options—plus a regular fuel economy V-8. (See specifications on last page.)

Pontiac Is The Only Car With Wide-Track Wheels
Wide-Track Wheel Design brings car and road into new relationship. Pontiac wheels are farther apart to widen the stance, give better balance. With the widest footing on the road, you get a feeling of complete control. You’re steadier, more secure. Lean and sway virtually disappear. You enjoy stability no narrower-track car can offer.

New Quietness
Suspension, chassis and body improvements—plus the comprehensive use of insulating materials—provide a highly effective barrier to unwanted road and driving noise.

Supple New Softer Ride Suspension
Major changes in design, dimensions and materials give the 1960 Pontiac a better, softer ride while maintaining the ideal handling characteristics for which it’s so famous.

“Wonder-Touch” Power Steering*
Keeps you in complete control at all times... you have normal feel of the road, no "oversteering", better control in cross winds. Only one to two pounds steering effort for normal driving, fingertip parking, automatic straight-ahead return after cornering.

*Optional at extra cost
How would you like your Pontiac built?

No other car offers more in optional equipment and accessories than Pontiac. You can order a Pontiac specifically tailored to your personal driving needs. It's fun to "custom build" your new Pontiac. Start here. (Consult your dealer or salesman for other items.)

**MAJOR OPTIONS and ACCESSORIES**

- HYDRA-MATIC DRIVE
- ECONOMY 4250
- REGULAR-FUEL Y-8 (no extra cost with Hydra-Matic trans.)
- CIRC-L-AIRE AIR CONDITIONING
- MAGI-CRUISE
- SAFE-T-TRACK DIFFERENTIAL
- CIRC-L-AIRE HEATER AND DEFROSTER
- POWER SEAT
- POWER BRAKES
- SPORTABLE TRANSISTOR RADIO
- POWER WINDOW liftS (front and rear or front only)
- E-Z-EYE TINTED GLASS

**FACTORY-INSTALLED GROUPS**

- BASIC GROUP—Circ-L-Aire heater and defroster • Super De Luxe Radio • Back-up lamps • Heavy duty air cleaner • Full-flow oil filter • Custom latex foam front cushion
- DE LUXE BASIC GROUP—Same as above except with new Separata-Phonic rear speaker and automatic signal-seeking type radio
- MIRROR GROUP—Outside rear-view mirror • Inside non-glare tilt mirror • Visor vanity mirror
- SAFETY GROUP—Windshield washer • Safeguard speedometer • Instrument panel cushion (exc. Bonneville)
- LAMP GROUP—Glove compartment lamp • Luggage compartment lamp (except Safari—underhood lamp) • Courtesy lamps (except Catalina convertible and all Bonnevilles) • Lighter and ash tray lamps • Parking lamp warning lamp
- DECOR GROUP—(available on Catalina only) Custom steering wheel • De Luxe wheel discs • Custom trim mouldings and c. h. ash tray

**POPULAR INDIVIDUAL ACCESSORIES**

- DUAL EXHAUSTS
- WHITEWALL TIRES
- REMOTE CONTROL MIRROR
- SPOT LIGHT
- SAFETY SEAT BELTS
- ELECTRIC CLOCK—(Catalina only—Standard on other models)

**POWER WINDOW LiftS**

Automatic control of all windows from a single control panel on the driver's front door ... raise or lower from the main panel or from an individual control at each window.

**SPORTABLE TRANSISTOR RADIO**

It's a full-powered transistor radio—battery-operated portable—all in one! In the car, the Sportable automatically connects with the electrical and speaker system. Lift it out and it's a pocket-size, aluminum-cased portable with full tone quality; operates instantly, requires no warm-up.

**SAFE-T-TRACK DIFFERENTIAL**

Delivers power in direct ratio to the grip of each rear wheel ... minimizes rear wheel spin. You can't get stuck if either wheel maintains traction.

**POWER BRAKES**

Either Six-Way or Four-Way Adjustment at the touch of your finger—forward, backward, up and down. With the Six-Way, the added feature of forward and backward tilt. Instantly adjustable while driving to cut fatigue on long trips.

**CIRC-L-AIRE HEATER AND DEFROSTER**

Full-flow air movement through entire interior ... duct-directed warm air on four-door models ... push-button control for easy operation.

**CIRC-L-AIRE CONDITIONING**

Year-round push-button climate control cools, dehumidifies and filters in one simplified unit ... adjustable air outlets on instrument panel ... precise, easy adjustment of temperature and air flow.

**MAGI-CRUISE**

Specifically intended for turnpike driving, this device retains throttle setting with foot removed from accelerator for more comfort.

**E-Z-EYE GLASS**

This fully tinted glass filters sun glare, keeps car cooler in summer and reduces headlight glare at night.