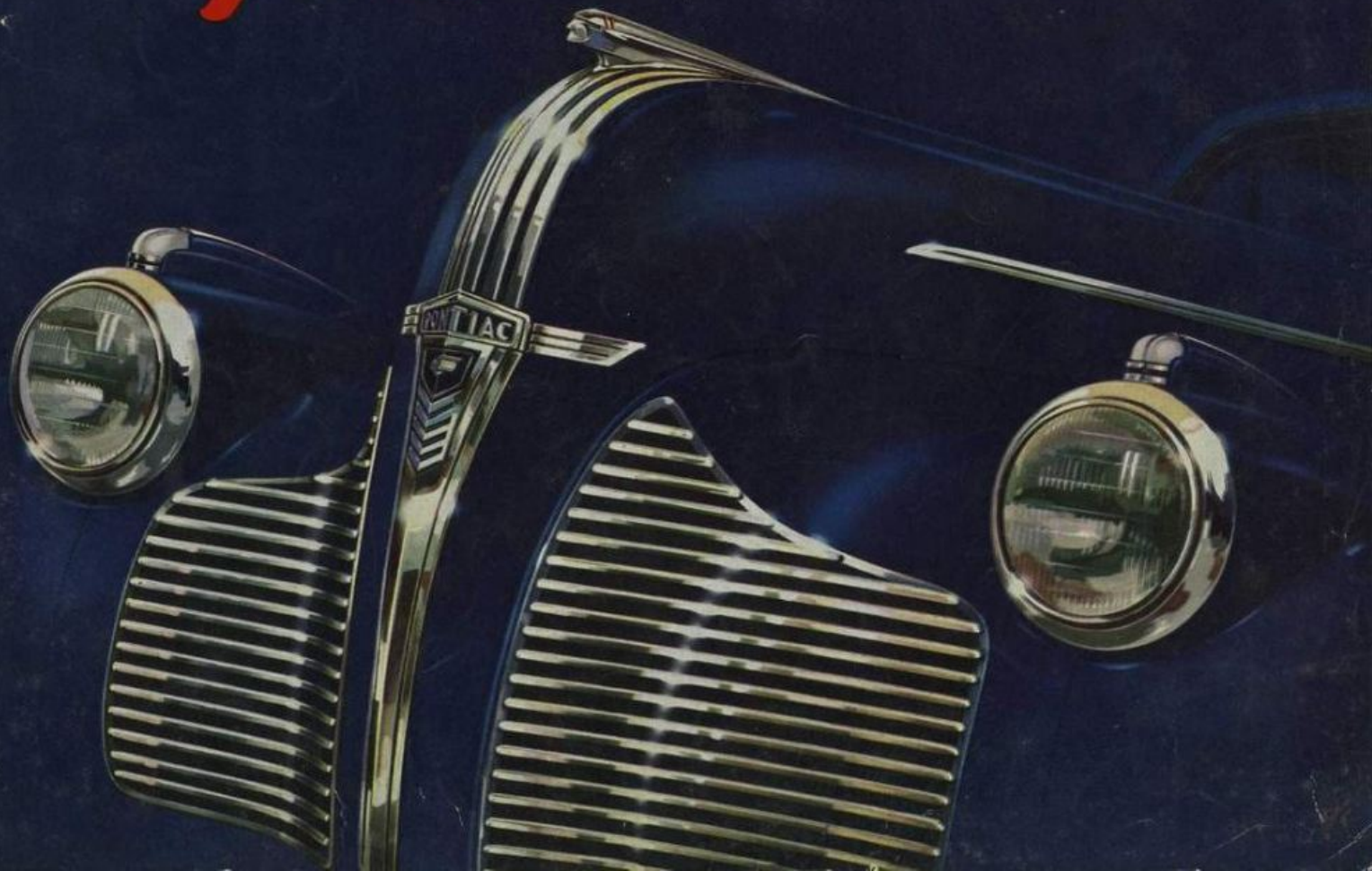


1940

Pontiac

FOR PRIDE
AND PERFORMANCE



Pontiac

FOR 1940

FOUR LINES OF CARS

FOUR PRICE RANGES

SEVENTEEN CLOSED AND

OPEN MODELS

IN ITS 1940 CARS, Pontiac offers you the biggest, smartest, finest-performing "Silver Streaks" ever built. That, alone, makes these new cars something to see and drive, because previous Pontiacs already ranked well above their field for beauty, comfort and dash. But Pontiac has taken still another forward step. Pontiac has completed its line with an entirely new car—the Torpedo Eight—thereby gaining command of a new field, and giving you your choice of everything from low price to luxury—the widest choice offered by any motor-car manufacturer today.

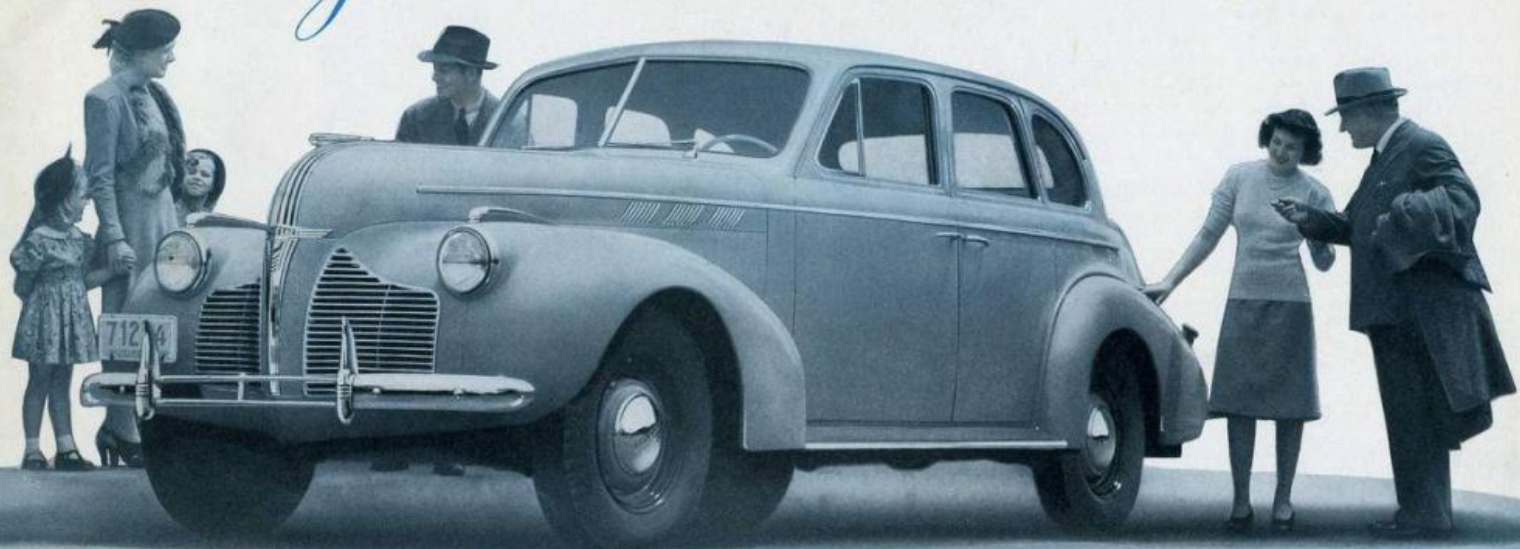
The following pages define and describe each of the four new series of "Silver Streaks." They differ, of course, *but only in detail*. In all the basically important things, they are alike—all are thrilling performers . . . all are wonderfully long-lived and economical . . . all are extraordinary sources of pride!



So Big...

Generous size has always been a highly prized Pontiac characteristic, yet the 1940 Silver Streaks are even larger in over-all dimensions—the *biggest cars Pontiac has ever built*. This added size naturally gives

1940 Pontiacs an even more decided advantage over other cars of comparable prices in spaciousness and comfort. These longer, larger 1940 Pontiacs are also lower. They are the most "livable" cars you can buy.



PONTIAC...FOR PRIDE AND PERFORMANCE



Rear seats in all sedan models have ample room for three adults.



Over-all length is greater on all 1940 models. Pontiac wheel-bases range from 117 inches to 122 inches in three steps.



Front seats on three models are 55" wide; Torpedo measures 60".

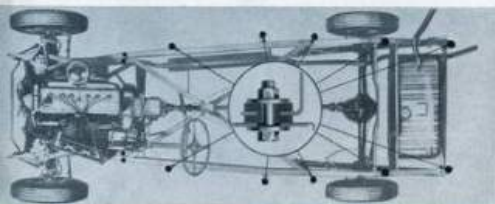
so Comfortable...



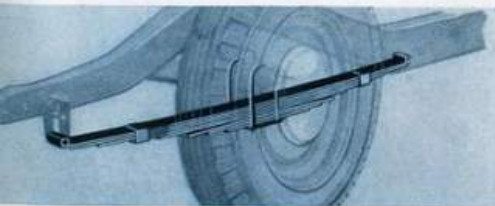
YOU STEP THROUGH wide doors onto level floors as much as 4 inches lower than before. You settle back on plump cushions contoured to your body. You start so smoothly that you scarcely know when the car glides into motion. You ride without jolting or jar on any roads. *Restfulness* is the keynote of Pontiac comfort—restfulness you cannot duplicate in other cars of equal price.



Knee-Action in its finest form in Pontiac eliminates jolts and jars.



New rubber body mounting reduces body noises on all kinds of roads.



Duflex Rear Springs automatically adjust spring action to the load.



Duflex Rear Springing, pioneered by Pontiac, is one of the most important contributions to riding comfort that has ever been made. The average single acting spring is either too stiff or too weak for load extremes. Pontiac's Duflex Springing provides a sensitive upper spring for light loads and small ups and downs. A lower auxiliary spring comes into action with heavier loads or greater spring motion.

Another phase of Pontiac riding comfort is roominess. Exceptionally wide front seats characterize all models. All 1940 Sport Coupes and Cabriolets have full width auxiliary rear seats. In all models, leg room and head room are adequate for six-footers. Roominess combined with new type ventilation* adaptable to all kinds of weather makes every Pontiac as comfortable as an easy chair in an air-conditioned home.

*Accessory at extra cost.

THE 1940
SERIES STUDEBAKER *Special Six* SERIES
117" WHEELBASE • 67 HORSEPOWER

Studebaker's popular Special Six—the natural choice of people who want to pay the minimum for a car of which they can be genuinely proud—is longer, lower, roomier, and more luxurious this year than ever before...and offers every basic engineering feature to be found on the most expensive Studebaker built.



THE FOUR-DOOR TOURING SEDAN

Exceptionally wide over front 34 inches, over 40 inches. (Fifty miles and more, optional at extra cost.)

THE TWO-DOOR TOURING SEDAN

With 55 inches of width in front seat and 48 inches in rear seat, an exceptionally roomy car for five or six passengers. Trunk space 20 cu. ft.



PONTIAC...FOR PRIDE AND P



THE BUSINESS COUPE

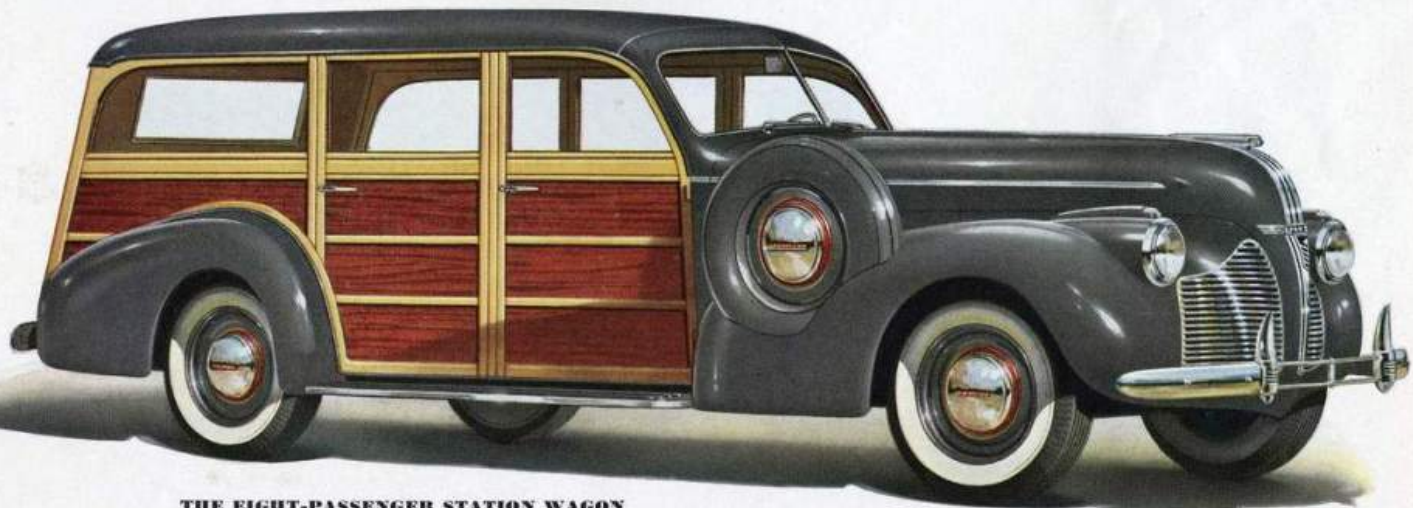
Spare tire carried behind rear seat, permitting full use of ample luggage space (22 cu. ft.) in flat-floored rear deck. Seat 55 inches wide.

THE SPORT COUPE

A full width auxiliary rear seat in this model makes it a five or six passenger car. Generous luggage space (19 cu. ft.) and spare tire in rear deck.



PERFORMANCE



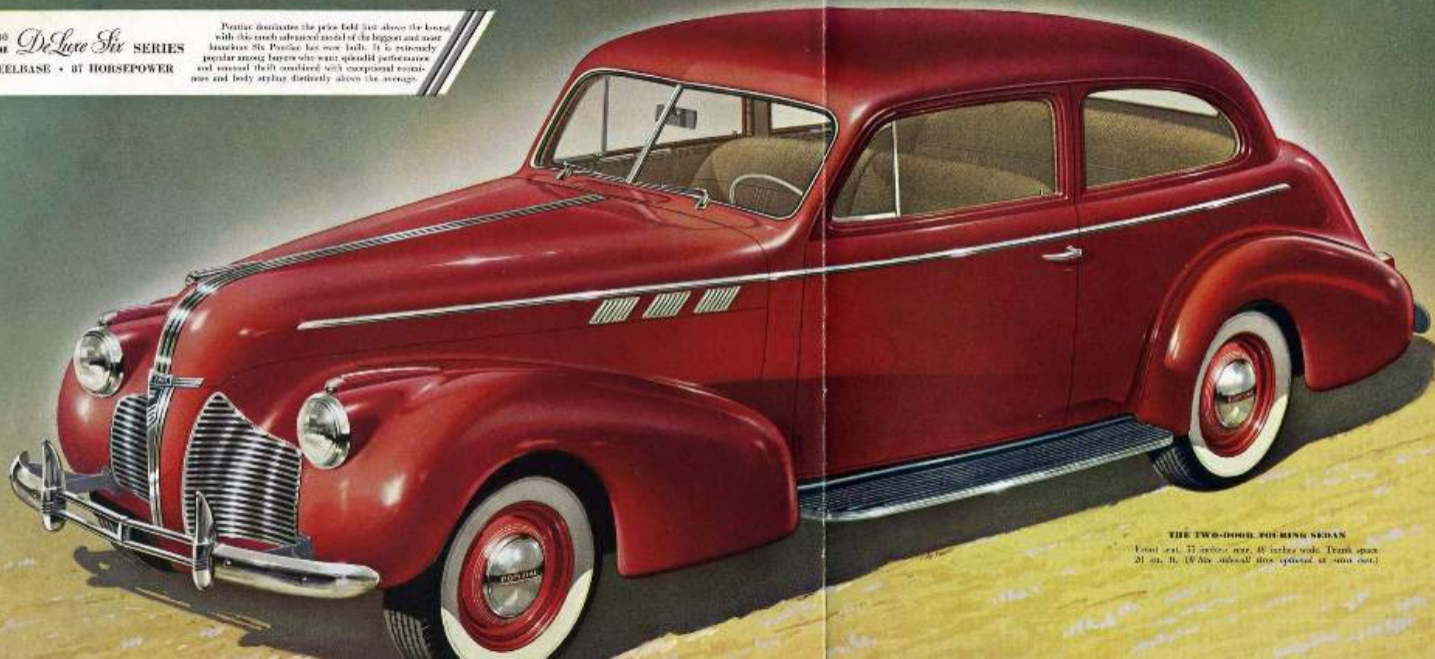
THE EIGHT-PASSENGER STATION WAGON

Four wide doors, spare tire on right front fender, two rear seats removable—a handsome, roomy and most convenient vehicle. Mahogany finish inside and out, with maple trim outside.

(White sidewall tires optional, on all models, at extra cost)

THE 1940
SILVER STREAM *DeLuxe Six* SERIES
120" WHEELBASE • 87 HORSEPOWER

Pontiac dominates the price field just above the lowest with this much advanced model of the biggest and most luxurious Six Pontiac has ever built. It is extremely popular among buyers who want splendid performance and unusual thrift combined with exceptional roominess and body styling distinctly above the average.



THE TWO-DOOR FOUR-DOOR SEDAN

Total cost, \$7,000.00. 45 cubic feet. Trunk space, 21 cu. ft. 100 lbs. additional (also optional at extra cost.)

THE CABRIOLET

Split front seat, 54 inches wide—auxiliary seat full width. Upholstered in Spanish leather or leather and whipcord, nine color combinations. Three color choices for top.



PONTIAC... FOR PRIDE AN



THE FOUR-DOOR TOURING SEDAN

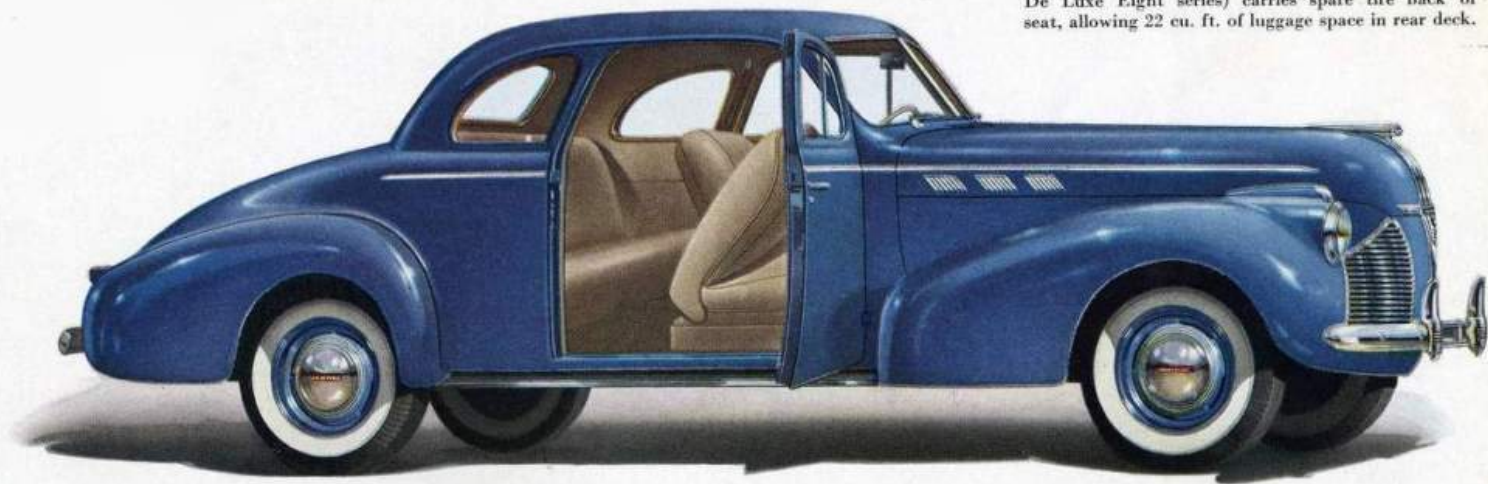
Front seat, 55 inches wide; rear, 48 inches. Trunk space 20 cu. ft. Windshield and side windows have New Hi-Test Safety Plate Glass.

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THE SPORT COUPE

Full width auxiliary seat. The Business Coupe (see De Luxe Eight series) carries spare tire back of seat, allowing 22 cu. ft. of luggage space in rear deck.



D PERFORMANCE

All models of the De Luxe Six are available with or without running boards at no extra cost, with front fender stone guards when skirts are specified. (White sidewall tires optional, on all models, at extra cost.)

QUALITY AND DISTINCTION EVERYWHERE YOU LOOK

plastic and chromium instrument panel, standard for all series, is typical of the fine and thoughtfulness that has gone into the styling of Pontiac cars. Controls have been reduced to a minimum and placed at utmost convenience. Instruments are readable at a glance. Electric clock, radio and cigar lighter are accessories at extra cost.



so Beautiful ...



Again Pontiac is the most distinguished car on the road. Greater over-all length has enabled Pontiac designers to give Pontiac's exterior lines an even more graceful sweep. The resulting long, low contour is accentuated by Pontiac's characteristic Silver Streak, and chromium beading the length of the body and around the windshield and rear window. The new front end design distinguishes Pontiac as a fine car.



New Sealed Beam headlamps with separate parking lights are moulded into contours of the fenders.



Dual tail lamps, standard on all models, accent the graceful curves of the rear design of the new Pontiacs.



Leather covered front arm rests typify one detail which makes Pontiac's interiors so rich and beautiful.



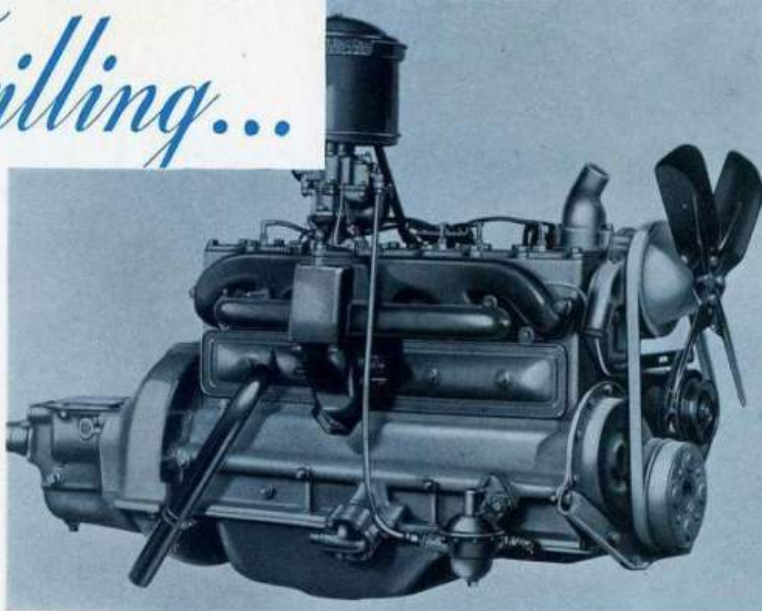
Massive grilles in gleaming chromium enliven the handsomest front ensemble you'll see on any car.



so Thrilling...



Safety Shift Gear Control, pioneered by Pontiac, is further improved for 1940, to make it even quieter and easier in operation, and to make Pontiac again the easiest car to drive. The shifting lever is adjustable.

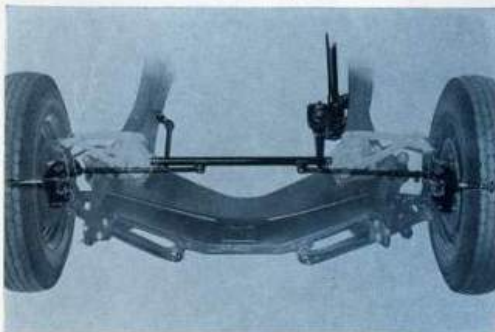


Pontiac engines, long recognized as the most efficient in the industry, now have several new advancements which effectively increase power and performance without sacrificing Pontiac's remarkable economy.

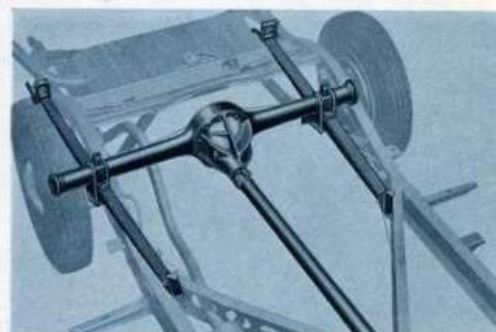
PONTIAC...FOR PRIDE AND PERFORMANCE



Pontiac's self-cushioning clutch, designed with a minimum of parts, responds to the lightest pressure.



Link-parallelgram steering helps explain why Pontiac is so easily and safely controlled on any road.



Power-Cushion Drive eliminates starting shocks and prevents stalling when the clutch is suddenly engaged.

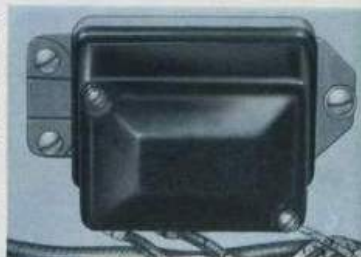
so Dependable and Economical...



The 1940 Pontiacs successfully prove that thriftiness is less a matter of size and weight than of fine engineering. Because these big, full-weight cars bow to none for economy of gas, oil and upkeep. Time and again Pontiac owners report "18 to 24 miles per gallon" for both six and eight-cylinder models. As for dependability—81.7% of all Pontiacs ever built are still in use.

Right—A new current regulator maintains the charging rate of the more powerful generator at maximum, regardless of driving speed. Combined with Pontiac's voltage regulator, it helps maintain more uniform battery charge, and prevents over-charging.

Left—Pontiac's deep channel rugged frame and sub-frame construction is one of the sturdiest and most rigid.

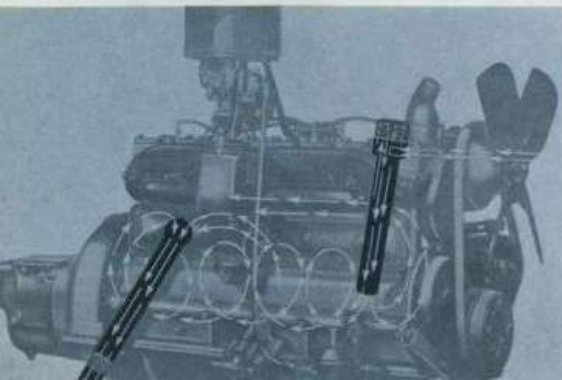


Pontiac's electroplated pistons are unequalled for efficiency and length of service. They are made of the same material as the engine block and electroplated with bearing metal to reduce friction and wear.

Gusher valve-cooling delivers water under pressure to points around valves where it is needed most. Pontiac's All-Weather Temperature Control assures both dependable starting and long life.

Left—Both inlets and outlets of engine ventilators are now protected by dust filters.

Below—Advancements in the famous Scotch Mist manifold and at other points, have increased Pontiac's power and economy.



so Safe...

When you travel in a Pontiac, you are armored against highway hazards by the safest bodies ever built—Unisteel Turret-Top Bodies by Fisher. And that is only one of the many ways in which a Pontiac's many safety features protect you—so many that it would take an entire book the size of this to describe them all.



This year, Pontiac utilizes in all windshields and in the side windows of all sedans one of the most sensational safety advances in recent years—"Hi-Test" Safety Plate Glass—amazingly clear, free from distortion, splinter-proof and resilient.



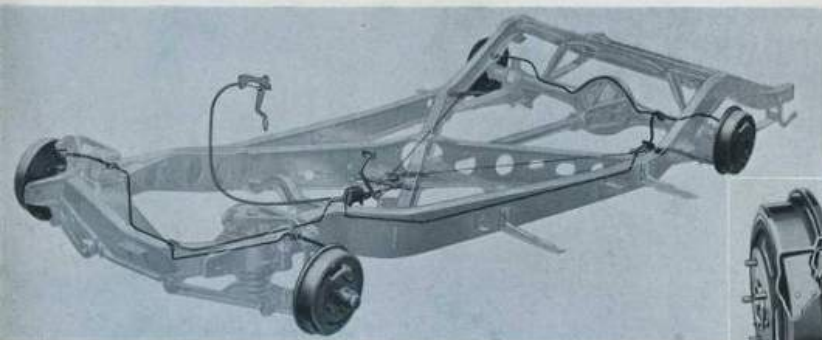
Pontiac bodies are insulated top, front, floor, back and sides to retain heat in winter and block it out in summer. This insulation also serves to insure quiet interiors.



All models now provide exceptionally wide vision on all sides and in front through larger windshields—a big factor in both driving ease and safety at all times.



Fisher No-Draft gear controlled ventilation keeps windows clear, air fresh, and passengers comfortable in any weather. Vanes can be locked from inside.



Pontiac's big, smooth, sure, easy-action brakes are multi-sealed to bar out dirt and water. The lining is the finest and longest-lived money can buy. *There are no better brakes on any car!* The emergency brake is mechanical and separate from the service brakes, assuring adequate braking always.



New and more powerful Sealed-Beam headlamps assure safer driving through greatly improved road lighting and are permanently sealed against dirt and dampness.

THE 1940
HEAVY STREAM *DeLuxe Eight* SERIES
120" WHEELBASE • 100 HORSEPOWER

This updated, richly-appointed Eight is greater in over-all length for 1940, even more beautifully styled inside and out, and advanced in engine design to make it again the finest all-around performer you can buy—smooth and fast, yet as economical in operation and upkeep as many Sixes.



THE FOUR-DOOR TOURING SEDAN

Front seat, 15 inches wide; rear, 10 inches. Trunk space, 22 cu. ft. (10 cubic feet if tray optional or extra seat.)

THE TWO-DOOR TOURING SEDAN

Exceptionally wide seats 55 and 48 inches, with arm rests and recessed ash trays. Trunk space 20 cu. ft. Windshield and side windows have New Hi-Test Safety Plate Glass.



PONTIAC...FOR PRIDE AND PERFORMANCE



THE CABRIOLET

Full width auxiliary seat. Upholstered in nine color combinations of Spanish leather or leather and whipcord. Three choices in top colors. Trunk space 19 cu. ft.

THE BUSINESS COUPE

Spare tire carried behind the seat. Rear deck luggage compartment flat-floored has 22 cu. ft. of fully usable space. The Sport Coupe (see De Luxe Six series) has full width auxiliary seat.



PERFORMANCE

All De Luxe Eight models are available with or without running boards at no extra cost, with front fender stone guards when skirts are specified. (White sidewall tires optional, on all models, at extra cost.)

INTERIORS RIVALING THOSE OF CUSTOM CARS

With a choice of two beautifully tailored rich and long-wearing upholstery fabrics . . . with tastefully modeled plastic and chromium fittings . . . with the widest of windows outlined in handsome reveals matching the instrument panel . . . with ash trays, dual visors, assist straps, built-in foot-rests, dual horn and many more conveniences, Pontiac interiors bow to none for harmonizing beauty, completeness and luxury. Radio, shown in illustration, is an approved accessory at extra cost.



THE 1940
SILVER STREAK *Pontiac Eight* SERIES
122" WHEELBASE • 103 HORSEPOWER

This quietly new Pontiac sedan is the first ever to combine prestige for our luxury with maximum economy. Equipped with dual carburetors, it offers the matchless snap, smoothness and long life for which Pontiac has long been famous. The luxuriously appointed bodys have every desirable feature.



THE 1940 PONTIAC TOURING SEDAN

Price, \$2,200.00 (with tax \$2,300.00)
(1940 Model Year Standard at same price)

PONTIAC...FOR PRIDE AND PERFORMANCE



TORPEDO EIGHT SPORT COUPE

A spirited, youthful, distinctively smart model which creates a wholly new conception of successful luxury. Like the sedan the sport coupe is an exceptional roomy car yet it is long and lively looking. Front seat 39½ inches wide, full width auxiliary seat 31½ inches wide. (White sidewall tires optional at extra cost.)



The new Torpedo Eight is available in two popular body styles. The previous page shows you the beauty and unique style features of the four-door sedan. This page portrays the Coupe. The illustration above lets you look inside this model and see the full-width auxiliary seat which makes this Coupe really a close-coupled sedan, except that trunk space is naturally much larger. Both of the Torpedo Eight models have a curved rear window and the biggest

windshields you have probably ever looked through. The 675 square inches of clear glass area give wider vistas.

The two Torpedo models are designed without a compromise to give the height of luxury, and they look it. Yet the Pontiac Eight engine which powers them assures you not only of performance in keeping with appearance, but of economy not rivaled by cars far lower in price. Electric clock illustrated is an approved accessory at extra cost.

so superbly Engineered...

LONG WHEELBASE

COMPLETELY SEALED

INDEPENDENT EMERGENCY BRAKE
ON REAR WHEELS

DUFLEX REAR SPRINGING

HOTCHKISS
POWER CUSHION DRIVE

HYDRAULIC CUSHION
REAR LEVELATORS

RIGID BRIDGE TYPE FRAME

IMPROVED SAFETY SHIFT
GEAR CONTROL

HYPOID REAR AXLE

FRONT
SHOCK ABSORBER

CONVENIENT
BATTERY LOCATION

The Pontiac chassis is sealed
throughout to prevent deteriora-
tion from dirt and moisture.



MULTISEAL DUO SERVO
HYDRAULIC BRAKES

STABILIZER BAR

LINK PARALLELOGRAM
STEERING

SHOCK PROOF KNEE ACTION

CONVENIENT JACK PADS

IMPROVED SYNCRO MESH
TRANSMISSION

SIMPLIFIED SELF-CUSHIONING
CLUTCH



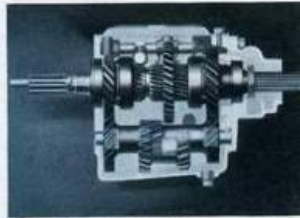
Here is the biggest reason of all why you will drive a Pontiac with more than ordinary pride, and why it won't be outdone for performance: *no car on earth is better engineered!* Pontiac is the product of an engineering staff which has to its credit more than 90 important automotive advancements which have set the pace for the entire industry. Thus, when you buy a 1940 Pontiac, you get the finest product of the finest engineering minds at work in the industry today.



All-weather engine temperature control.

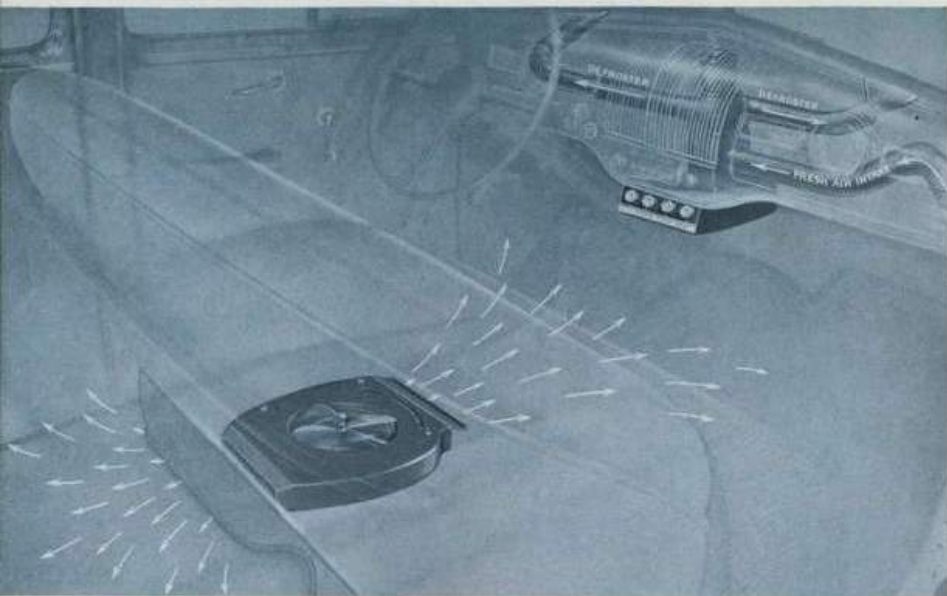


Metered flow full-pressure lubrication.



All-silent Syncro-Mesh transmission

Pontiac



SAFE-SIGHT AIRRIGHT CONTROL

Now Pontiac brings into the picture winter heating that is really luxurious. The Safe-Sight Airright Control represents an important advance in motor car comfort. Both front and rear compartments are uniformly heated. Heat out-

put, of heater and defroster, and amount of fresh air admitted are all easily controlled to provide full adjustment to weather conditions, and assure safe, comfortable driving.



MASTER HEATER

Pontiac Master Heater has twin adjustable heat deflectors, illuminated switch, defroster outlet on top.



WEATHERCHIEF HEATER

Pontiac Weatherchief Heater has large heating capacity for sub-freezing weather; doors are adjustable to deflect heat.



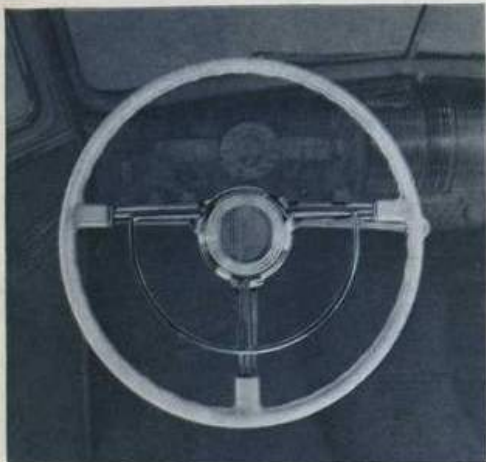
RADIOS AND ANTENNAE

Pontiac radios bring new pleasure and greatly added convenience. The chrome speaker grille is located in the center of the instrument board with push-buttons for tuning immediately below it within easy reach. Master, De Luxe and Air Chief Radios offer choice of five or six tube sets

with corresponding ranges of reception and manual or magnetic touch tuning. You can choose also between a manually operated or push-button vacuum controlled antenna at slight extra cost, either of which provides for additional antenna height if needed for better reception.

APPROVED ACCESSORIES

For Enhancing Your Service and Pleasure



DE LUXE STEERING WHEEL

The jarless De Luxe steering wheel is important for beauty as well as comfort. Stainless steel spokes absorb road shocks. Wheel rim is translucent Tenite, matching control knobs. A convenient horn-blowing ring is built into this steering wheel.



RUBBER STONE SHIELD

Rubber stone shield intercepts pebbles and stones often thrown against the bumper by rear wheels, thus preventing marring of your own or passing cars.



MASTER GRILLE GUARD. Master grille guard provides extra protection for front fenders and especially for radiator grille. Its gleaming chrome finish adds greatly to smart appearance.



ELECTRIC CLOCK

The beautiful instrument panel is enhanced by Pontiac's electric clock. Dial matches and balances speedometer dial. Illuminated hands and dependable timekeeping.

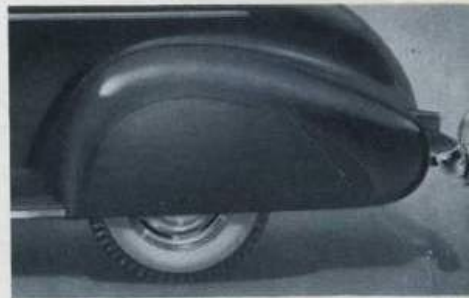


CHROME WHEEL COVERS

Chrome wheel covers and chrome wheel trim mouldings add decided smartness. Easily installed, sparkling and rust proof.

DE LUXE SEAT COVERS

Pontiac De Luxe type seat covers are specially tailored for smartness and form-smooth fit. Easily installed and washable, they protect and preserve upholstery.



FENDER PANELS

Streamlined fender panels emphasize the long, low, lithe look of 1940 Pontiacs, and add distinction.



AMERICA'S FINEST SERVICE

With your new Pontiac, you get an Owner's Service Policy protecting you for 90 days or 4,000 miles against defective parts or workmanship. You also get free inspections at 1,000 and 2,000 miles. All this, plus factory-trained mechanics and factory-designed equipment, are available at any of Pontiac's thousands of service stations throughout the country.



GENERAL MOTORS INSTALMENT PAYMENT PLAN

If you desire, you may buy your Pontiac, together with any accessories ordered at the time of delivery, for a small down payment and convenient monthly payments. This service, offered by General Motors Acceptance Corporation, also includes adequate insurance protection against fire and theft and accidental damage to the car, including collision.

SPECIFICATIONS OF 1940 PONTIAC

THE SIXES

MOTOR—Six-cylinder "L" head, developing 87 h.p. at 3500 r.p.m. Compression ratio 6.5 to 1. Crankcase capacity 6 quarts.

COOLING—Cellular type, all copper radiator core. Thermostatic control and gusher type valve cooling. Capacity 17 quarts.

CLUTCH—Single, dry plate, 9-inch diameter, with light pedal pressure.

TRANSMISSION—Synco-Mesh with all silent helical gears.

NEW SAFETY SHIFT GEAR CONTROL—Simple, mechanical gear shifting with adjustable shift lever under steering wheel.

FUEL SYSTEM—16 gallon gas tank concealed at rear. Automatic choke.

FRAME—Triple strength, rigid construction with channel side bars and "X" shaped sub-frame of deep "I" beam section.

STEERING GEAR—Worm and roller type. Ratio 19 to 1. 18-inch "T" spoke steering wheel. Link parallelogram steering.

SUSPENSION—Link type Knee-Action front, Duflex rear springs.

DRIVE—Hotchkiss drive through two roller bearing universal joints, permitting low floors.

TIRES—16 x 6.00 inch full balloon, low pressure, with silent rib tread.

ELECTRICAL SYSTEM—Delco-Remy ventilated generator with automatic voltage and current control. Charging rate increased to 35-37 amperes. Manual control of starting motor. Battery 15 plates, 100 ampere hours, located under hood.

BODIES—One-piece Unisteel Turret-Top Body by Fisher. New Hi-Test Safety Plate Glass in all windshields, also in side windows of sedans. New rubber body mounting. Provisions for windshield defroster.

DIMENSIONS—Special Six: Wheelbase, 117"; overall length (bumper to bumper) 198 $\frac{3}{4}$ "; width 71 $\frac{3}{4}$ "; height (4-door sedan with passengers) 66 $\frac{3}{4}$ ".

DIMENSIONS—De Luxe Six: Wheelbase, 120"; overall (bumper to bumper) 199 $\frac{1}{2}$ "; width, 71 $\frac{3}{4}$ "; height (4-door sedan with passengers) 66".

THE EIGHTS

MOTOR—Straight Eight "L" head, developing 100 h.p. at 3700 r.p.m. Compression ratio 6.5 to 1. Crankcase capacity 6 quarts. The Torpedo Eight (103 h.p.) also has dual carburetor and AC fuel pumps with vacuum booster as standard equipment.

COOLING—Cellular type all-copper radiator core. Thermostatic water temperature control, gusher-type valve cooling. Capacity 19 $\frac{1}{2}$ quarts.

CLUTCH—Single, dry plate 9 $\frac{3}{4}$ " diameter, with light pedal pressure.

TRANSMISSION—Synco-Mesh with all silent helical gears.

NEW SAFETY SHIFT GEAR CONTROL—Simple, mechanical gear shifting with adjustable shift lever under steering wheel.

FUEL SYSTEM—16 gallon gas tank concealed at rear.

FRAME—Triple strength, rigid construction with channel side bars and "X" shaped sub-frame of deep "I"-beam section.

STEERING GEAR—Worm and roller type. Ratio 19 to 1. 18" "T" spoke steering wheel. Link parallelogram steering.

SUSPENSION—Link type Knee-Action front, Duflex rear springs.

DRIVE—Hotchkiss drive through two roller bearing universal joints permitting low floors.

TIRES—16 x 6.50 inch, full balloon, low pressure with silent rib anti-skid tread.

ELECTRICAL SYSTEM—New Delco-Remy ventilated generator, with higher charging rate (maximum 35 to 37 amperes) and automatic control. Powerful four-pole starting motor. 15-plate, 100-ampere hour battery, located under the hood.

BODIES—One-piece Unisteel Turret-Top Body by Fisher. New Hi-Test Safety Plate Glass in all windshields, also in side windows of sedans. New rubber body mounting. Provisions for windshield defroster.*

DIMENSIONS—De Luxe Eight: Wheelbase, 120"; overall length (bumper to bumper) 200"; width, 71 $\frac{3}{4}$ "; height (4-door sedan with passengers) 66 $\frac{3}{4}$ ".

DIMENSIONS—Torpedo Eight: Wheelbase, 122"; overall length (bumper to bumper), 207 $\frac{1}{2}$ "; width, 74 $\frac{1}{2}$ "; height, (4-door sedan with passengers) 65".

*The Torpedo Eight has right and left door locks, door hinges completely concealed, seat cushions of U. S. Royal Foam Rubber, and center arm rest in rear seat, which disappears into back cushion when not in use.

The right is reserved to change specifications, colors, prices or equipment at any time without incurring any responsibility with regard to cars previously sold.