



BONNEVILLE


CHIEFTAIN

SUPER CHIEF

STAR CHIEF

PONTIAC '58



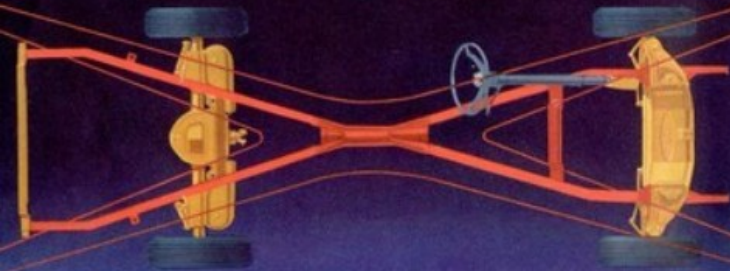


The boldest advance
.....
in fifty years...

From a bold new generation of engineering ideas comes Pontiac '58
—a totally new kind of car, with revolutionary advances in basic
automotive design: chassis... body structure... power... styling.

Catalogued in these pages are the facts and features of this Bold New
Pontiac... 16 models in four exciting series: Chieftain... Super Chief...
Star Chief... and the spectacular new BONNEVILLE Sport models.

A new kind of car is born!



The Golden Jubilee Car launches a bold new age in motoring with important advances in basic design

A revolution in wheels begins right here, with the latest engineering ideas you see on these pages. Never before have all of them been teamed in any car you could own and drive.

As a result, this Golden Anniversary showpiece rides . . . handles . . . responds like no car you have ever seen or driven before. You can custom tailor its performance as easily as you select its colors: Four choices in Tempest 395 power. An advanced Super Hydra-Matic. A new Safe-T-Track differential to bring new control to your driving—even on ice.

There are even bold advances in the lesser details: new push-button ease in heater and air conditioning control . . . a new transistor radio that can be removed and used as a portable . . . a safeguard speedometer that warns when you exceed a predetermined speed.

And all this is just the beginning—for Pontiac '68 is the one car that's designed, literally from the ground up, with a totally new approach to motoring.

AERO-FRAME DESIGN

The revolutionary backbone design replaces traditional ladder construction with a new, stronger, stiffer foundation that makes possible a lower profile with 100% of load capacity . . . one with four tie-downs for all passengers.



EVEN-LEVEL AIR SUSPENSION
Air chambers at each wheel adjust load level for more stability and efficiency than most conventional systems. A central "top" can rise with each chamber to automatically assure an even level ride on uneven, bumpy ground in the car.



QUADRA-PLATE SUSPENSION
A unique suspension system gives Pontiac '68 a new advance in stability and handling ease. Upper and lower control

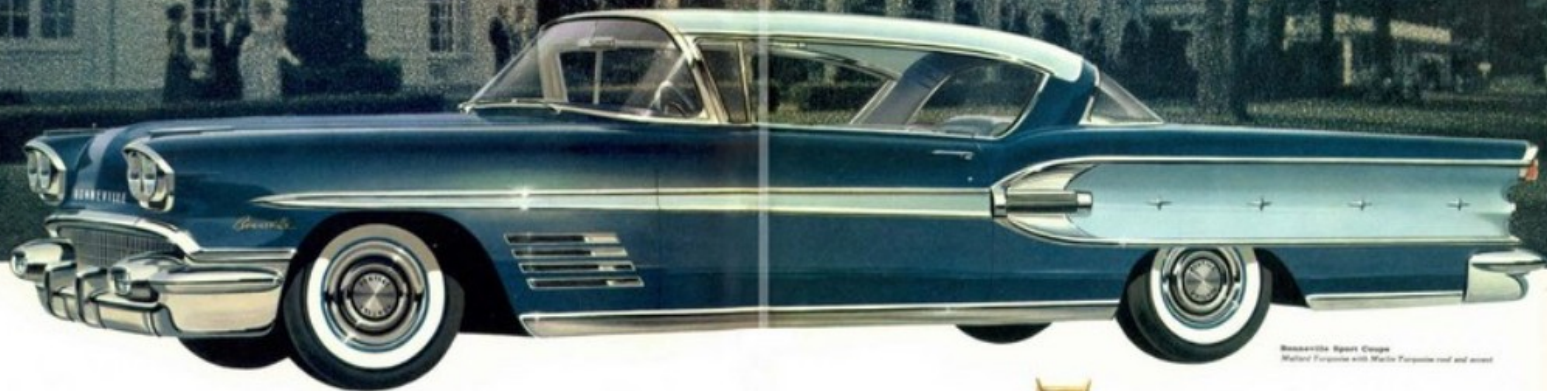


CIRCLES-OF-STEEL BODY

Strong, rigid five-point steel beams built into the body surround you and your passengers with steel-plate protection from every direction. High-tensile Safety Plate Steel is used in all window areas.



TEMPEST 395 V-8
Pontiac offers a new wide range of custom-tailored power with optional Fuel Injection, wide-range Tri-Power, four-barrel carburetor or optional dual-barrel carburetor up to 315 hp. As much of your driving needs



Bonneville Sport Coupe
 Wallard Turquoise with Marlin Turquoise roof rack and wheels

NEW *Bonneville* SERIES BY PONTIAC



- Pontiac proudly presents a Golden Jubilee triumph:
 the first true union of sport car action with town car luxury . . .
 in sleek Sport Coupe or dashing Sport Convertible

Never before has America known any car to compare with the new Bonneville by Pontiac.

Here is extraordinary performance—a sport car kind of action on a grand and glorious new scale. And here, too, is a fresh and youthful elegance that's completely new to the world of fine-car motoring.

In short, what we offer in this new Bonneville Series is a car never before attempted—a modern ultimate for the man who really loves cars.

What makes all this possible now, for the first time, is Pontiac's merging of dramatic engineering advances with a new interpretation of luxury. Two automotive personalities—the performance car and the luxury car—fuse into one . . . an exciting new car is born.

If driving's an art you enjoy, and "elegance" has real meaning to you . . . Bonneville driving will come closer to sheer magic than anything you've known in motion.

And, you'll settle for nothing less.



Custom-Installed. Leather upholstery covers the Bonneville Seat inside the Sport Coupe. Its distinctive Pontiac pattern combines strength of Wallard and Marlin Turquoise. This leather armor is a standard feature of the Bonneville Sport Coupe, and can be lowered into the rear seat if desired.

*This steel-muscled road machine sets a new pattern
of dynamic luxury for those
who like their motoring rare and exciting*

If you are bored with driving as you have always known it, this is for you.

The reason is very simple: Nothing but a Bonneville can give you the sport-car thrill of unlimited mechanical precision—and the rich personal pleasures of luxury motoring, too.

For this is a luxury convertible that can groove you through a curve with welded-to-the-road stability, and meter out beautifully disciplined power with hair-splitting precision.

Yet it hides its muscles under swift, graceful lines and extraordinary elegance. The custom-styled interior is roomy . . . foam-cushioned. Color and luxury are coordinated throughout, from the hand assist rail on the padded instrument panel to the choice of automatic tops.

This is the action-head luxury of the Bonneville—what it brings to driving is both refreshing and unforgettable.



Bonneville Convertible Coupe
Ranger Red with Evergreen White top



At left, a partial of the Bonneville list of paint. Also, the five colors in Sport Convertible top that are coordinated with FF and 2F two-tone Bonneville paint schemes available.



New dual speaker sound can be added in Premier Convertibles. Top with new rear seat speaker (not behind this distinctive seat-back insulation). Optional for Bonneville and Chateau models.

Search leathers furnish the Sport Convertible to a man's taste in five interiors. Hand buffed, glove soft cowhides are used exclusively in colors matched to body paints. You even have a choice in the type of front seat you prefer—a conventional full-weight seat is standard, or you may select the sport-type bucket seats illustrated here as an extra cost option.



Chieftain 4-Door Sedan
Empress Package with Graystone White roof and accents



Chieftain Catalina Sedan
Dartle Green with Seaforth Green roof and accents

THE Chieftain SERIES

Biggest, boldest advance in low-price history!

Fixate your eyes on two of the seven glamorous Chieftains that can put you in the Pontiac class of motoring pleasure—and still cost you less than many models of the smaller, lighter cars!

A Chieftain not only gives you bold engineering advances, it delivers genuine luxury you just can't find in other low-priced cars.

... Not only do you start with superior Aero-Frame Design, but you command 370-cubic-inch Tempest 285 Power that is precision-built for Pontiacs, and shared with no other car.

... Not only do you enjoy the smoothness of Quadra-Pole road

control, but you have the extra option of motoring's most complete—and completely powered—air suspension system.

... Not only do you ride within Circles-of-Steel safety, but you gain extra quality that can be seen in the instrument panel fittings, in luxury-weight upholstery and wall-to-wall carpeting—and all at standard equipment.

And so it goes, in every major and minor consideration that will influence your choice of a new car this year. The point is simply that no low-priced-car buyer has invested wisely until he's invested the Pontiac Chieftain '58.



New interiors, color coordinated to exterior paintwork, bring high-fashion beauty to the Chieftain price class. The Catalina Sedan interior is shown at right in Dartle Green. Prices vary for Catalina only; Seaforth Blue, and Gray with Silver for both Sedans and Catalinas.





Chieftain Convertible Coupe
Marshall Pink with Royal Blue interior

Big news in Pontiac's lowest priced line:

CHIEFTAIN '58 CONVERTIBLE!

Here's '58's best news for convertible-loving, but budget-minded, car buyers—a convertible in Pontiac's lowest priced line! There's a whole new engineering age under a silhouette less than 4 feet, 8 inches high—and scarcely a yard stick tall at the belt line. The special rear deck lends a sleek custom-car touch... exclusive Seville-finish Morokide interiors are color keyed to 66 choices in paint scheme. And for the performance-minded, the fact that both Fuel Injection and famous Tri-Power Carburetion are offered among Pontiac's power plant options for 1958 makes all this news nothing short of sensational!

Touch the automatic control, and a smooth, glass weatherproof top rises to add exhilarating beauty to your Chieftain Convertible. White or black top is available with all body colors; special tint, blue or green tops are offered in many color coordinated choices.



The texture of softest leather is captured in the new Seville-finish Morokide shown at left in the special Gray and Pink interior reserved exclusively for the Chieftain Convertible. Offered also are the choices illustrated above: Gray and Silver, New-tone Blue, New-tone Green, all with Royal interior, and Maroon Red with Pink.



Chieftain Catalina Coupe
Lilac Mar with Graytone White accent

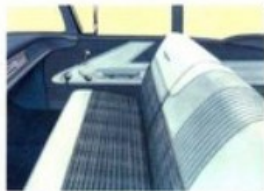


Chieftain 2-Door Sedan
Filling Blue with Sapphire Blue roof and accents

Which Chieftain is the hardtop?

If you need still more proof that a Chieftain outvalues any car near its price, consider these two-door models. That's the sedan directly above—thin pillars, thick carpets, extra performance and all. It actually costs less than dozens of smaller and lighter low-priced cars... in fact, it's America's lowest priced car of its size.

And, the Catalina at the top of the page is the lowest priced of all pillarless Pontiacs. Yet both give you true big-car comfort inside; both give you basic Bonneville engineering you can't buy elsewhere at any price. Measure 'em against your own set of values and see.



Here's where a low price buys a high-priced feel in fabric, finish and details. All Chieftain interiors are color matched to exact shades of body paints, even the door panel (excepting the horizontal in tone with exterior schemes of Gray with Silver, New-tone Green and New-tone Blue).





Super Chief 4 Door Sedan
Summer Yellow with Cream White roof and accents

THE *Super Chief* SERIES

Pontiac's Bonanza Buy
for Middlin' Budgets



Super Chief Catalina Convertible
Dark Blue with Light Blue roof and accents

If you're looking for the "most for your money" in the medium price field—a perfect balance between high luxury and budgetable economy—meet the Super Chief '58

In fact, the tougher you are to please in matters of value, the more likely you are to marvel at how much a Super Chief offers for a price so low it barely qualifies as medium.

First, the Super Chief is the car that puts your driving on a 124-inch wheelbase—the de luxe edition of all the chassis advances designed into this Golden Jubilee Pontiac.

But, equally important, the Super Chief gives you more sheer splendor and attention to "tremendous trifles" than you'll find

anywhere else at anywhere near the price. As a typical example, the de luxe steering wheel and deep-piled carpeting (both standard equipment) are color coordinated to each individual interior scheme. It's costlier to produce, but the considerable difference in beauty that results is just one more reason a Super Chief means "more for your money."

Each Super Chief pictured here is available in dozens of color choices, all up-to-the-minute and in impeccable taste. As for interiors, wait till you see them on the following page . . .



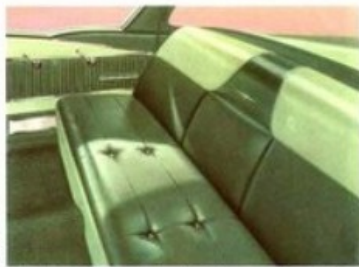
Super Chief Catalina Sedan
Greenish White with Dark Green roof and accents



NEW CHOICE IN INTERIORS . . . Dramatically new Palmetto pattern Lustrax upholstery is featured in many of the interior choices for Super Chief models. The Morrokide interior Catalina Coupe interior is offered in tones of blue with different tufting patterns, and is also color coordinated in two-tone green, gray with trim, or red with ivory.



NEW TEXTURES IN LUSTREX . . . Smooth, distinctive Palmetto pattern Lustrax upholstery is featured in many of the interior choices for the Super Chief 4-door Sedan. The combination is shown here in gray. It is offered also in brown or green.



NEW BEAUTY IN MORROKIDE . . . A soft, rich "antique leather" effect lends new elegance to wonderfully durable, stylish Morrokide. Three all-Morrokide interior combinations are offered in gray, blue or red and are optional without cost on all Catalina models.

From engine to color scheme, here's how you can

Personalize your Super Chief to suit your fancy

*Pontiac's wide choice of options
offers new and exciting ways
to custom tailor your car.*

One of the most pleasing of Pontiac's advances for '58 is the new opportunity it affords to own your "ideal car."

For example, after you've picked your favorite model, you can style your car from a fabulous choice of colors and interiors. For the Super Chief Catalina alone, there are eight interiors and 120 paint possibilities; you can choose either all-Morrokide or Morrokide-and-Lustrax upholstery, and one of three exterior color treatments shown at right.

Then there's the matter of power options: four choices in horsepower, two transmissions and the new Safe-T-Track Differential. There are other choices, by the dozen—some shown across the page, many more on pages 26 and 27. Whatever your personal idea of perfect driving, Pontiac's bold advance in "custom tailoring" can make it come true for you.



THREE CHOICES IN "PERSONALITY" . . . You can order your Super Chief in Solid Color, Accent Two-Tone, or Stripling Two-Tone of roof and accents. Each treatment lends its own exciting touch to Pontiac beauty—which is your standard.



NEW CHOICE IN V-8 POWER . . . Enjoy Super Chief offers optional Fuel Injection, Fuel Pump or Fuel Barrel carburetor, or standard dual-barrel carburetor.



NEW CHOICES IN SEAT . . . Take your pick between Pontiac's all-new, deep-action Quatre-Passe Suspension or new optional Executive Air Suspension that literally floats you over any road.



NEW CHOICES IN POWER ASSISTED . . . Amazing Motor-Matic Power Seat highlights a new wide variety of options, including power steering, power brakes, power window lifts and automatic radio antenna.



Star Chief Custom Carolina Sedan
Redwood Copper with Patina trim roof and accents

THE *Star Chief* SERIES: LUXURY UNLIMITED

*Pontiac's glamour-line models
match bold engineering with a special flair
in styling and performance*

When you've decided that your next car is going to be "something really special" . . . it's time to try motoring Star Chief style. For it's here that you discover new jewel-tone colors, reserved exclusively for Star Chief and Bonneville owners . . . special styling touches in side and rear chromework . . . and custom wheel covers . . . all standard equipment in this series. Inside, luxury is truly unlimited; from the "standfast" carpeting underfoot to the de luxe instrument panel (shown on the next page) the total effect is colorful and exciting. There's new brilliance under the hood, too—the Tempest 365 with four-barrel carburetion is standard in all Star Chief models.



Dark-colored luxury takes on new notes with dimensional Plaid pattern. Lustrous, dash-less de luxe Star Chief Custom Carolina Sedan. Color coordinated

Cupped with front. Strap with Silver, and exclusive scheme of Blue, Green and Turquoise are offered in this interior, and in all-luxury upholstery.



Learn how new deep-dyed color in top grain cowhide is achieved by a new process that creates the softest, most elegant surfaces you've ever seen in a motor car.



Star Chief Custom Catalina Coupe
Burne Green with Capote Green roof and accents



Star Chief Custom 4-Door Sedan
Rustic Blue with Onyxite Blue roof and accents

Color is a trademark of Star Chief elegance



No other car built in America today is more justly famous for magnificent colors and interiors—and here you see why. Whatever model you choose, color is a distinctive part of its remarkable luxury. Even from a distance, custom colors in paint immediately set a Star Chief apart from ordinary cars—and you have 92 color schemes to pick from. Inside, these same colors are recaptured perfectly in the soft elegance of Lustrax or leather upholstery. The Sedan offers its own distinguished interior; the Catalina Sedan and Coupe provide a choice of Lustrax or leather upholstery at no extra cost. The instrument panel is custom tooled and toned to Star Chief luxury—with a hand-assist rail finished in padded Marquise to match each interior motif.



Rich beauty in Green, Copper, Turquoise, Gray and Blue is available in Star Chief Catalina and 4-Door Sedan. Polyester patterned fabric interior shown here in Onyxite and Rustic Blue.





Star Chief Custom Safari
Standard Silver with Maroon Turquoise roof and wheels

Pontiac presents the first basic advance in station wagon design



Exclusive three-dimensional Proton-particle Lucerne highlights the air flow color coordinated interior that are available with level-rose panel systems. The entire floor is covered with beautiful "interlock" deep-pile carpet, with metal strip edges to protect carpet in the cargo area.



Proton-particle Lucerne, standard for the Star Chief Safari, is a washable, "beachable" non-stained fabric that's especially stylish and durable... perfect insurance for outdoor living. Color choice shown here are dressed with contrasting Maroonals, and matched to exterior paint.

Here's the one station wagon that's
as easy to drive as it is practical to own
—the versatile new Pontiac Safari!

Now Pontiac's bold engineering advances bring you station wagon performance as nimble and smooth handling on the road as it is practical for virtually any load!

Women, especially, will love the new Safari ease in station wagon driving. In traffic and parking, ball-bearing steering and exclusive Quadra-Poise Suspension give her new command at the wheel. And, while the Safari is a full-sized Pontiac on a 112-inch wheelbase, its light but rigid Aero-Frame construction affords a sense of easy balance that you'll experience in no other station wagon.

There are three Pontiac Safaris—two Chiefsteins, shown on the next page, and the elegant Star Chief Custom model above. Each offers interiors especially designed for the easy-going station wagon way of living, and Pontiac's power-assist features to make it as luxurious as you like it.



These give the cargo space in a full-size car a half-size car's high opening, with height closer than wrap-around slats give you greater loading ease, through high



Chieftain 6-Passenger Safari
Seat One with Graytone White accent



Chieftain 6-Passenger Safari
Ranger Red with Graytone White accent

New Safari choices in budget-level CHIEFTAINS:

Six- or nine-passenger size

Here you have Pontiac's Golden Anniversary engineering . . . versatile Safari design . . . low Chieftain price tag . . . plus four-door ease of entry and a choice in passenger capacity! Special high-load suspension lets you carry 3,000 pounds of cargo over roughest roads with ease, and still enjoy true Quadra-Pole smoothness. A new forward-facing third seat in the nine-passenger Safari has a frame that folds flush into the floor, and lift-out cushions for outdoor use anywhere!



Seven choice! Select Eastern or Promotional patterns offers a choice of gray, blue, green or red interiors. Heavy rubber carpets are optional.

Standardized for beauty. Center seat of 9-passenger Safari is split, seat-side sections fold forward for safe step entry to the third seat.

New bold advance in V-8 efficiency!

TEMPEST 395

New Tempest 395 precision power design now brings you the highest engine efficiency you've ever known! Pontiac's Golden Jubilee Car delivers new horsepower . . . new torque output . . . new jeweled-action response from the most advanced V-8 on the road!



NEW 8000 RPM PERFORMANCE V-8 DESIGN
New, stronger Tempest 395 V-8 blocks are longer here, aluminum pistons longer . . . new forged steel mainshaft.



REVOLUTIONARY BYPASS FLOW COOLING
Only the Tempest 395 gives you galley-ratio cooling that means the coolant water always goes to the hottest engine spot for maximum efficiency.



NEW FREE-FLOW BREATHING
New, large exhaust ports, stronger manifolds . . . Pontiac's advanced aluminum manifold . . . exclusive stainless-steel valve for maximum combustion efficiency.

New custom-tailored power choice for every Pontiac '58!



370 HP

with four-barrel carburetor, 10:1 compression, is standard for Chieftain and Super Chieftain models with Super Hydra-Matic. 300 lb-ft torque at 2600 rpm give you high fuel economy, as well as premium performance.



364 HP

with four-barrel carburetor, 10:1 compression, is standard for Star Chief and Bonanza models with Super Hydra-Matic, optional for Chieftain, Super Chieftain, Tempest models. 300 lb-ft at 2600 rpm.



350 HP

Tempest 395 with 350 hp is available as optional equipment in every Pontiac model. A two-barrel carburetor affords maximum in-vehicle driving yet has extra torque and other response with an extra touch of the bar.



FUEL INJECTION

Tempest 395 is offered as high performance option on any model with Super Hydra-Matic. It's a 310 hp ultimate in combustion efficiency, operating economy and low second-order-pollution performance.



NEW ADVANCED SUPER HYDRA-MATIC!

For 1958, Pontiac presents a new, custom-designed version of the world's most popular, most efficient automatic transmission. Optional Super Hydra-Matic brings you important new advances in torque control . . . delivers positive power response without ordinary "wind-up" under all conditions, from cold starts to superhighway driving. New automatic "downshift" pattern affords quick reserve power response in mountain driving and in "heavy load" situations. The new Super Hydra-Matic has been tailored specifically to Pontiac's new Tempest 395 with engineering refinements that assure another performance that never before. It's America's Navies' Old Power Team — and it's yours only in Pontiac '58!



THE GOLDEN JUBILEE CAR!

