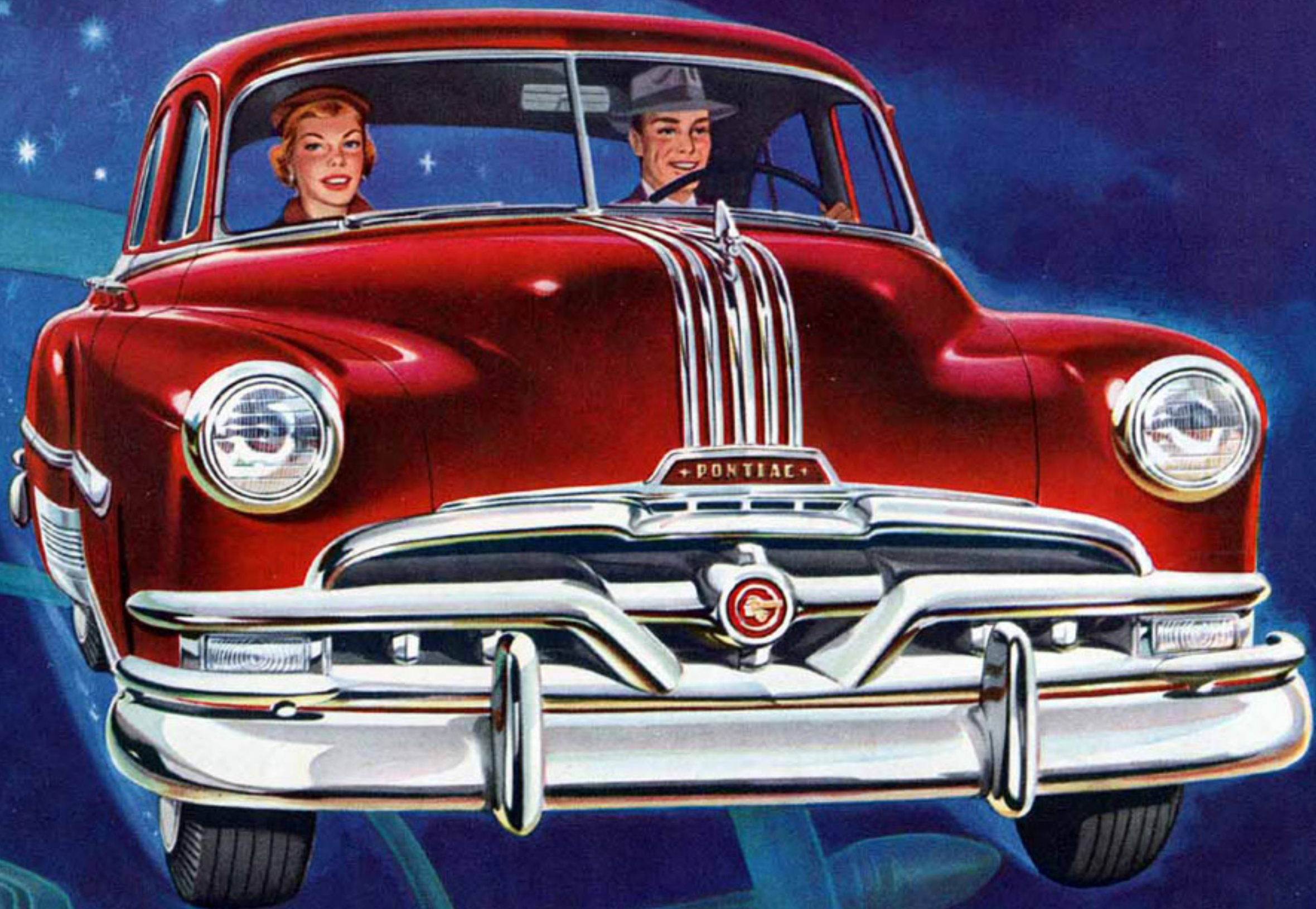


Presenting the '52 **Pontiac**



with Spectacular New Dual-Range Performance!





The new '52 Pontiac

A GENERAL MOTORS MASTERPIECE

LET US DEMONSTRATE DUAL-RANGE PERFORMANCE FOR THE DRIVING THRILL OF YOUR LIFE!

You'll have to drive the new 1952 Pontiac to fully realize all the advantages of Dual-Range Performance. Until you yourself get behind the wheel and experience Pontiac's instant, soaring power—its smooth, silent cruising that so nearly approaches coasting—you won't believe that driving can be so responsive to a touch of the finger. Try Dual-Range Performance first hand. We're ready to demonstrate the great new Pontiac at your convenience.



with spectacular new Dual-Range Performance . . . powerful High-Compression Engines and new Dual-Range Hydra-Matic!

The great new 1952 Pontiac provides a new concept of driving called Dual-Range Performance. This is achieved by a wonderful new "power train" consisting of high-compression six- and eight-cylinder engines, new Dual-Range Hydra-Matic Drive,* and high performance economy axle—all designed specifically for each other.

With these three driving units, Pontiac gives you such a wide range of performance that you virtually have finger-tip control over two different power plants!

Pontiac's new Dual-Range Hydra-Matic Drive has two drive (DR) positions. The right DR position offers three advantages that distinguish it from conventional drives: amazing acceleration and flexibility in congested traffic, increased engine braking ability down long hills or mountainous grades and the ability to use a lower rear axle ratio.

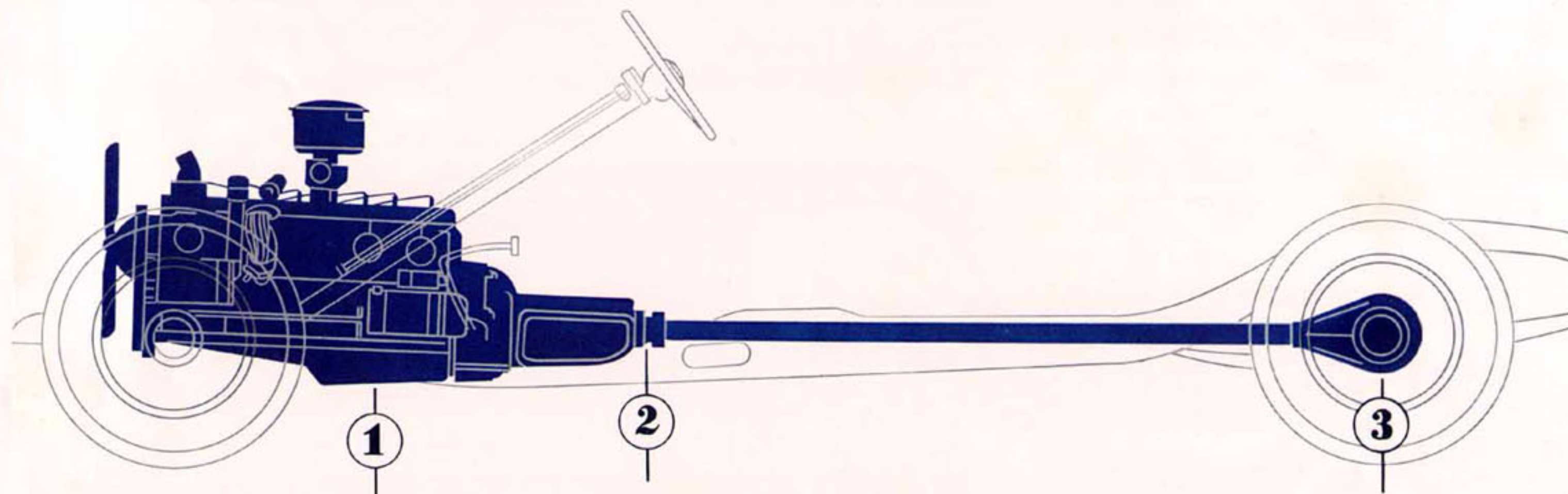
In the left DR position, you can cruise at boulevard or high-way speeds with a marked decrease in engine revolutions, with resultant quieter operation, improved gasoline economy, longer engine life and a feeling that approaches "coasting."

With Pontiac's new Dual-Range Performance you need no longer be satisfied with "compromise" performance. You can choose the performance you want—instantly and effortlessly.

However, the basic advantages of Hydra-Matic design remain the same—proved by more miles and more owners and more years than any other automatic transmission!

Only the great new 1952 Pontiac offers Dual-Range Performance —performance that gives you the power you want—when you want it — where you want it!

*Dual-Range Hydra-Matic Drive, optional at extra cost, is offered only in combination with high-compression six- and eight-cylinder engines and 3.08:1 rear axle to provide Dual-Range Performance. Standard compression 6 or 8 engines and 3.64:1 rear axle available with Synchro-Mesh transmission.



THE POWER YOU WANT

Powerful High-Compression Engine

This big Pontiac 8-cylinder engine develops 122 h.p. with a compression ratio of 7.7 to 1 and will give you the ultimate in performance from today's high octane fuels.

WHEN YOU WANT IT

Dual-Range Hydra-Matic Drive

Pontiac's new Dual-Range Hydra-Matic Drive provides the world's most advanced automatic transmission. Select the performance range you want—when you want it!

WHERE YOU WANT IT!

High Performance Economy Axle

By utilizing more powerful engines and Dual-Range Hydra-Matic Drive, Pontiac has been able to provide a new lower rear axle ratio for economy and long engine life.

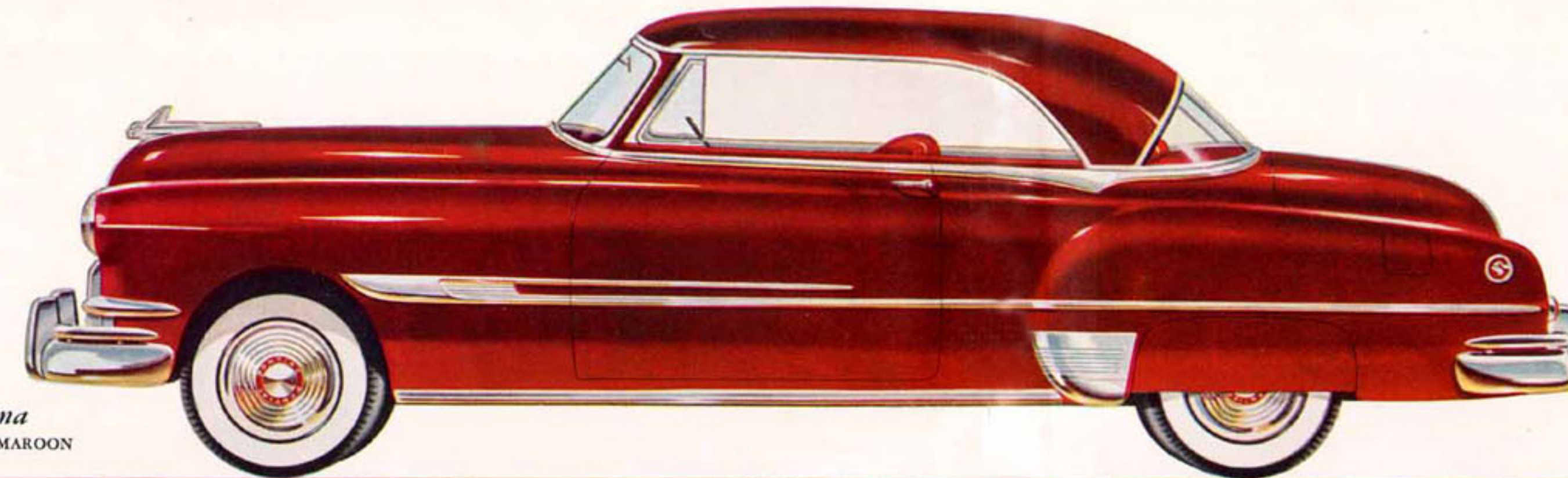




The new '52 Pontiac

A GENERAL MOTORS MASTERPIECE

Symbolic of Pontiac's fleet, effortless Dual-Range Performance is the new Twin-Stream front fender trim, which is combined with the full-length rub moulding on the de luxe model shown at the right. Other exterior refinements include new grille and radiator hood ornament, new rear deck styling and newly designed full chrome wheel discs (on de luxe models).



De Luxe Catalina
COLOR SHOWN: VICTORIA MAROON



with spectacular new Dual-Range Performance... and brilliant new exterior beauty, luxurious new interior styling!

As always - The most beautiful thing on wheels!

The 1952 Pontiac Convertible has one of the smartest interiors on the road. Genuine leather in a choice of five rich colors is combined with harmonizing fabric for seat cushions. Instrument panel color matches or harmonizes with body color. Top material is available in a choice of black, grey or tan.

The great new 1952 Pontiac provides a new concept of driving called Dual-Range Performance. This is achieved by a wonderful new "power train" consisting of high-compression six- and eight-cylinder engines, new Dual-Range Hydra-Matic Drive,* and high performance economy axle—all designed specifically for each other.

With these three driving units, Pontiac gives you such a wide range of performance that you virtually have finger-tip control over two different power plants!

Pontiac's new Dual-Range Hydra-Matic Drive has two drive (DR) positions. The right DR position offers three advantages that distinguish it from conventional drives: amazing acceleration and flexibility in congested traffic, increased engine braking ability down long hills or mountainous grades and the ability to use a lower rear axle ratio.

In the left DR position, you can cruise at boulevard or highway speeds with a marked decrease in engine revolutions, with resultant quieter operation, improved gasoline economy, longer engine life and a feeling that approaches "coasting."

With Pontiac's new Dual-Range Performance you need no longer be satisfied with "compromise" performance. You can choose the performance you want—instantly and effortlessly.

However, the basic advantages of Hydra-Matic design remain the same—proved by more miles and more owners and more years than any other automatic transmission!

Only the great new 1952 Pontiac offers Dual-Range Performance—performance that gives you the power you want—when you want it—where you want it!

*Dual-Range Hydra-Matic Drive, optional at extra cost, is offered only in combination with high-compression six- and eight-cylinder engines and 3.08:1 rear axle to provide Dual-Range Performance. Standard compression 6 or 8 engines and 3.64:1 rear axle available with Synchro-Mesh transmission.

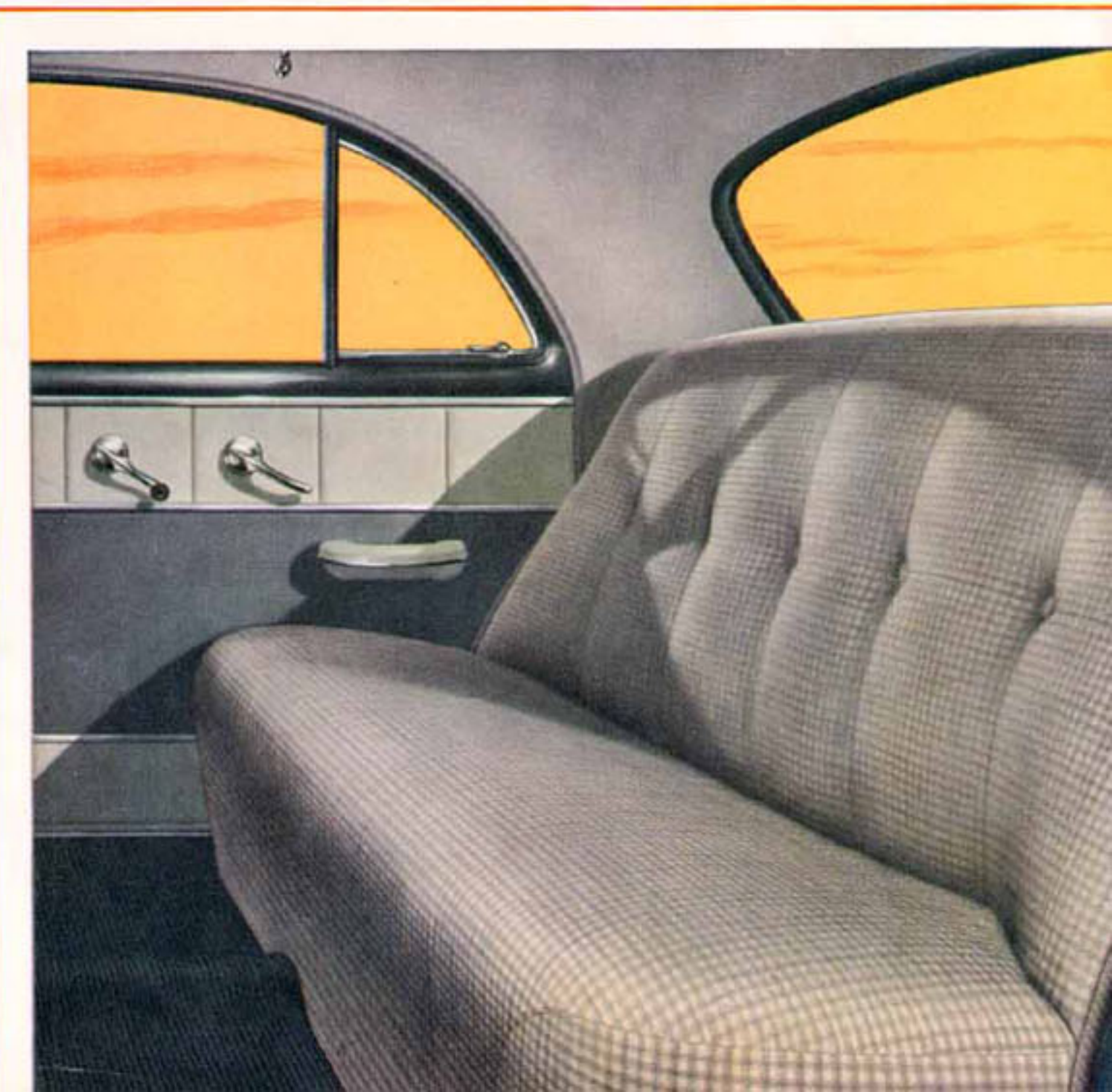


DE LUXE INTERIORS SET NEW STYLING LUXURY WITH CHOICE OF COLORS TO HARMONIZE WITH BODY

Combining soft, rich solid colors and a matching tri-tone check pattern, 1952 Pontiac de luxe interiors are offered in a choice of grey, blue or green motifs to match or harmonize with body color. Window mouldings and instrument panel are similarly styled according to body color. The 1952 de luxe Pontiac brings you custom-type interiors at low cost.

RICH FABRICS, DEEP PILE SEAT CUSHIONS DISTINGUISH STANDARD INTERIORS

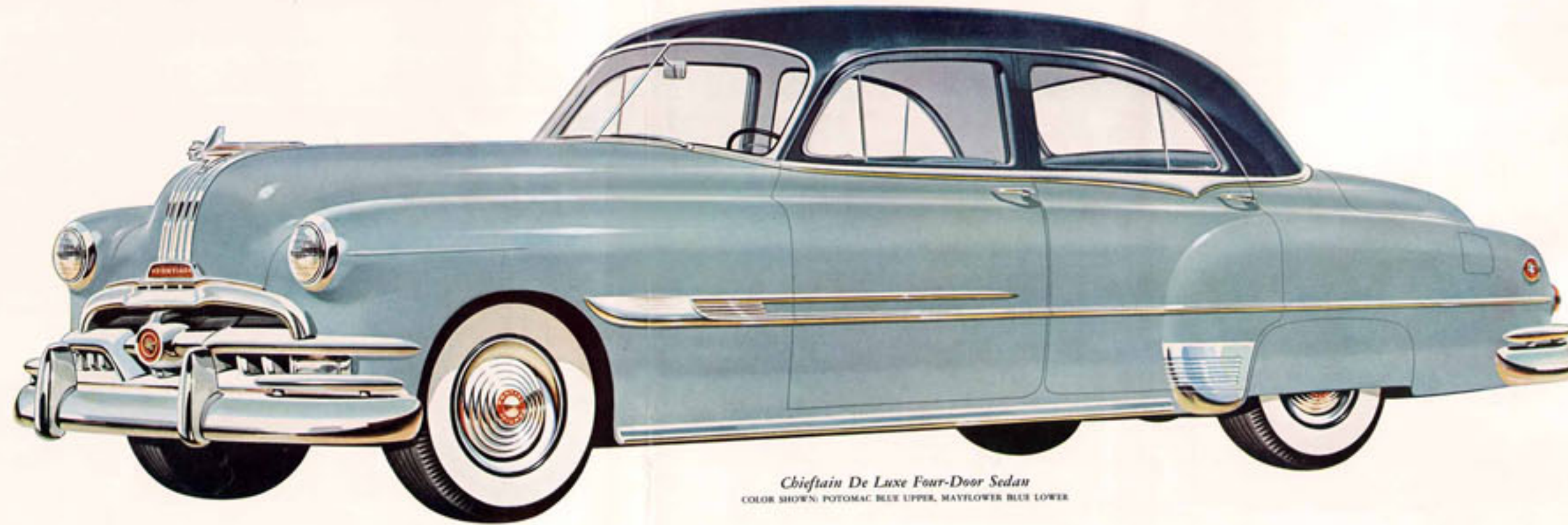
Smart door panelling and button-back upholstery on the seats give standard model interiors a luxury far beyond their cost. As in de luxe models, the instrument panel and window mouldings are finished to match or harmonize with exterior body color. Arm rests, ash trays and automatic interior lighting are standard equipment on all models.





Dollar for Dollar you can't beat the '52 Pontiac... Built to last 100,000 Miles!

WITH SPECTACULAR NEW DUAL-RANGE PERFORMANCE...NEW BEAUTY...NEW LUXURY!



Chieftain De Luxe Four-Door Sedan
COLOR SHOWN: POTOMAC BLUE UPPER, MAYFLOWER BLUE LOWER



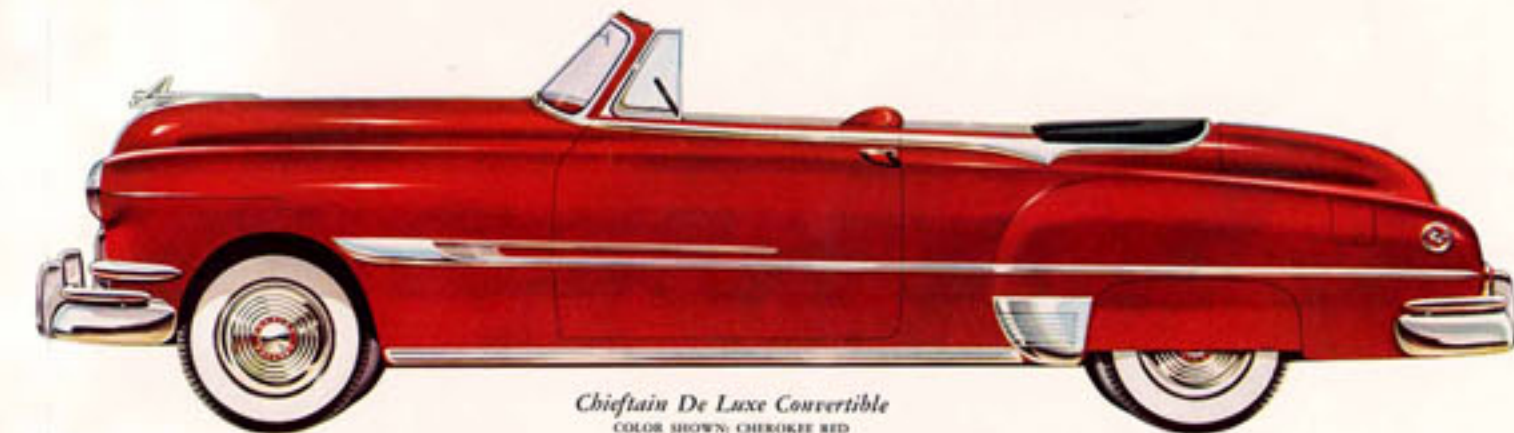
Super De Luxe Catalina
COLOR SHOWN: BELFAST GREEN UPPER, SEAMIST GREEN LOWER



Chieftain De Luxe Two-Door Sedan
COLOR SHOWN: SMOKE GREY UPPER, SHELL GREY LOWER



The Pontiac Steel Station Wagon
COLOR SHOWN: FOREST GREEN



Chieftain De Luxe Convertible
COLOR SHOWN: CHEROKEE RED



Sedan Delivery
COLOR SHOWN: SATURN GOLD



THE NEW PONTIAC Catalina America's Most Distinctive Car

The 1952 Pontiac Catalina is the most colorful, most glamorous version so far of the car that all America took to its heart! The Pontiac Catalina combines all the graceful sweeping lines of a convertible with the strength and quiet of a sedan. The Super De Luxe Catalina interior shown here is completely color matched throughout, even to rich carpeting and steering wheel, with your choice of all leather or leather and nylon upholstery. The de luxe model is available in all regular body colors with a choice of five leather and fabric upholstery colors to match or harmonize with body color.



De Luxe Catalina
COLOR SHOWN: MAYFLOWER BLUE UPPER, SHELL GREY LOWER

White sidewall tires at extra cost when available.

All year 'round—the busiest car you ever owned! That's the job cut out for the popular Pontiac Station Wagon. And it's a job that Pontiac does in typically Pontiac style. With the strength, long-life quiet that only steel construction can pro-

vide, the Pontiac Station Wagon is ready and eager for shopping, youngster-toting, camping and every-day, work-horse duties—yet pull it up in front of the finest club and it's second to none in style! Available in solid and two-tone colors.

Pontiac offers two station wagon models. The de luxe model seats 6 passengers and is luxuriously trimmed inside and out. The standard model seats 8, with the rear seats removable.



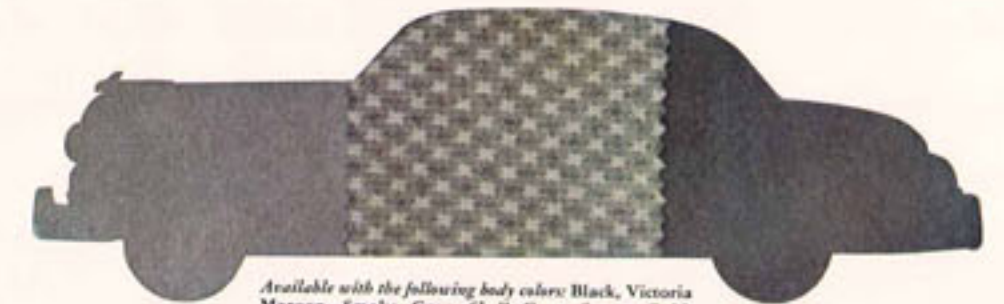
TWO SEATS—6 PASSENGER



THREE SEATS—6 PASSENGER

De Luxe Interior Colors to Harmonize with Body Color

When you choose your 1952 De Luxe Pontiac you also choose your own preference in colors—inside and out. Combining solid colors with a smart check pattern for seat cushions and backs—all in harmonizing shades of grey, blue or green—Pontiac sets a new standard of custom-type interior styling in its price field.



Available with the following body colors: Black, Victoria Maroon, Smoke Grey, Shell Grey, Saturn Gold, and Shell Grey lower with Smoke Grey upper.



Available with the following body colors: Potomac Blue, Mayflower Blue, Silver Grey lower with Mayflower Blue upper, and Mayflower Blue lower with Potomac Blue upper.



Available with the following body colors: Placid Green, Forest Green, and Placid Green lower with Forest Green upper.

Smartest commercial car in America is what progressive merchants call the Pontiac Sedan Delivery. Pontiac ruggedness and dependability are combined with Silver Streak styling to give you the most beautiful advertisement on wheels.

**FOR YEARS AND YEARS OF
DEPENDABLE, ECONOMICAL SERVICE**



No car on the road has a better record for dependability and long-range economy than Pontiac. With only routine maintenance, Pontiac has proved its ability to cover thousands upon thousands of miles with remarkable freedom from repairs. When you buy a Pontiac you make a long-term investment in complete driving satisfaction, safe in the knowledge that your Pontiac will continue to perform quietly, efficiently and economically for years to come. Pontiac is a quality car through and through, "Built to Last 100,000 Miles"—and records prove it over and over.

Dollar for Dollar and Feature for Feature

you can't beat a **Pontiac**

Spectacular Performance with Traditional Pontiac Economy

New Dual-Range Hydra-Matic Drive* * New High-Performance Economy Axle

Non-Glare Glass All Around* * Three De Luxe Upholstery Ensembles

Complete New Color Harmonies Inside and Out

Beautiful New Silver Streak Styling * High-Compression 6- and 8-Cylinder Engines

Luxurious, Rugged Unisteel Bodies by Fisher

*Optional at Extra Cost

Pontiac Motor Division of General Motors Corporation reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models, and also to discontinue models.

