

The Great New *Dual-Streak*

 *Pontiac*

COMPLETELY RESTYLED
INSIDE AND OUT
FOR 1953

LONGER • LOVELIER
ROOMIER



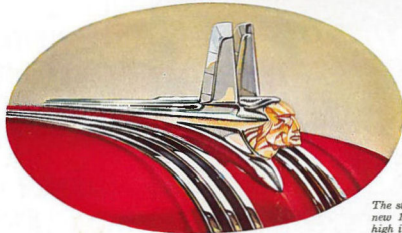
NEW DUAL-STREAK STYLING



THRILLING PERFORMANCE



GORGEOUS INTERIOR LUXURY

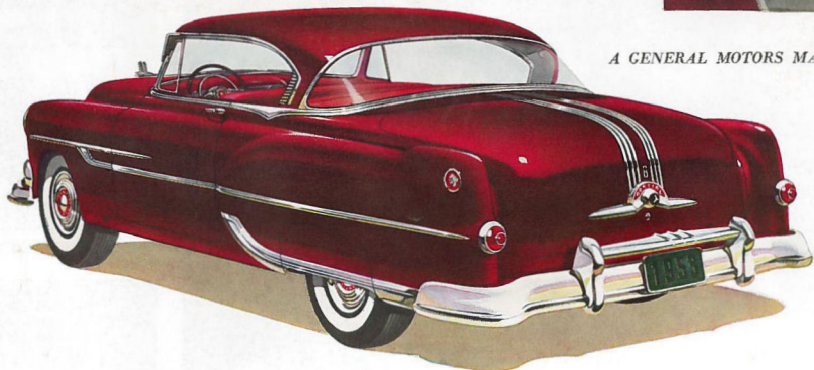


The sweep and grace of Pontiac's dramatic new 1953 Dual-Streak styling sets a new high in distinctive automotive design.

NEW FROM BUMPER TO BUMPER!

Here, in the greatest Pontiac ever built is the perfect expression of the Pontiac idea—to produce the very finest car that can be built to sell at a price just above the very lowest!

This great new Pontiac is completely new in styling—inside and out. It has a new longer wheelbase for a smooth, road-hugging ride. Its new front suspension makes all parking and cornering easier. Its spectacular Dual-Range performance masters the miles with magnificent power and economy. And freshly new as it is, every part is built in the great Pontiac tradition of year-in-year-out dependability and value. This 1953 Dual-Streak Pontiac is truly wonderful new proof that dollar for dollar you can't beat a Pontiac.

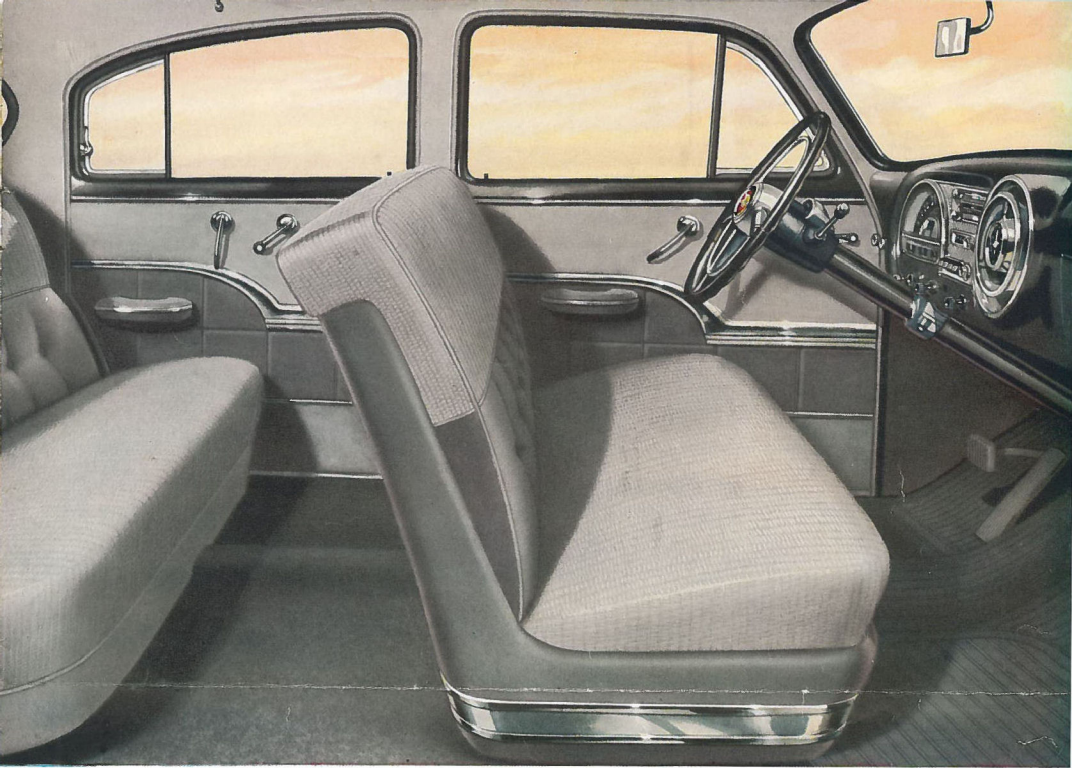


A GENERAL MOTORS MASTERPIECE

Pontiac's All-New Bodies by Fisher combine luxury, roominess and the smartest of styling. Long graceful lines sweep into a rear quarter that is long, low and massive . . . with distinctive step-up rear fenders and new Cross-Country luggage compartment to give you more useable trunk space.

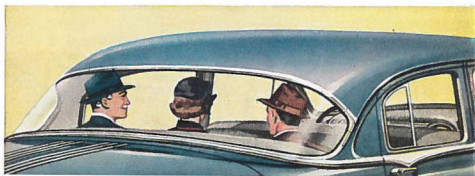
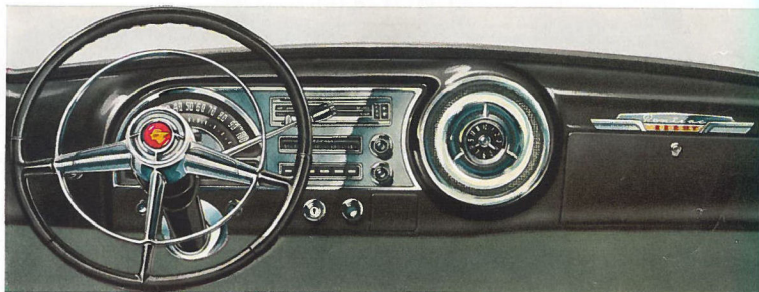
Pontiac's New One-Piece Windshield leads off the new horizon-wide angle of vision—gives the Pontiac driver clear, unobstructed glass area for greater all-around visibility and safety. New also are crank-operated front Venti-Panes allowing the driver to operate them with greater ease, and new front door hinges which provide more than 2 inches greater entrance room.





Smart New Luxury-Line Interiors, color harmonized to outside finish and available in three color selections, give interior luxury usually found only in higher priced cars. Greater leg room—two inches rear, one inch front—and greater seat room, are evident from this interior picture.

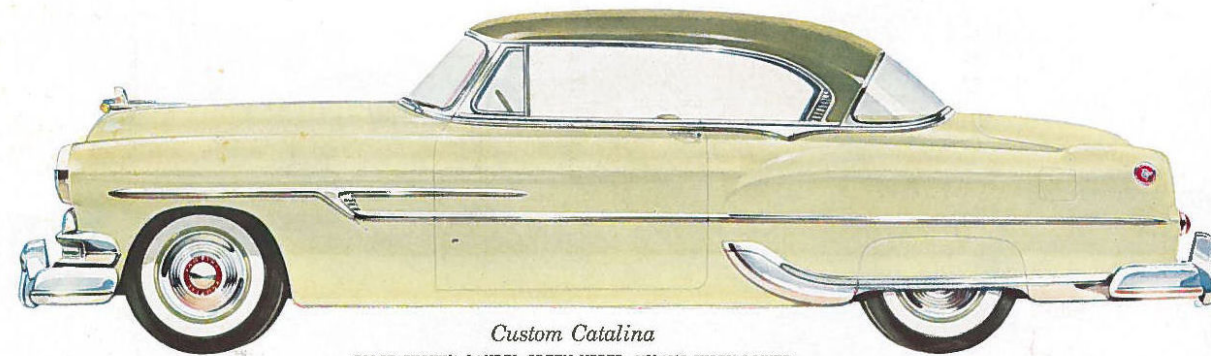
Pontiac's Handsome New Panorama-View Instrument Cluster and panel is newly-styled for beauty, newly designed for function. Everything the driver needs such as heater and radio controls, windshield wiper button, ash tray, lighter and new Key-Quick starting is within easy reach, and each instrument positioned for clear visibility. New "Green-glo" lighting of the entire panel softens glare for nighttime driving.



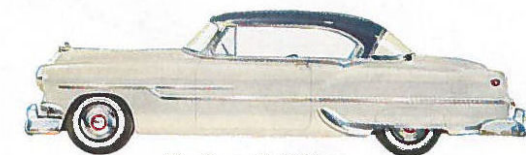
Pontiac's Sweeping Wrap-Around Rear Window gives greater visibility to the rear, in fact, increases the angle of vision 39 per cent. This new rear window with its gracefully-curved glass area complements Pontiac's new over-all Dual-Streak styling and makes a "Pontiac ride" cheerier and more enjoyable by letting in more outside light.



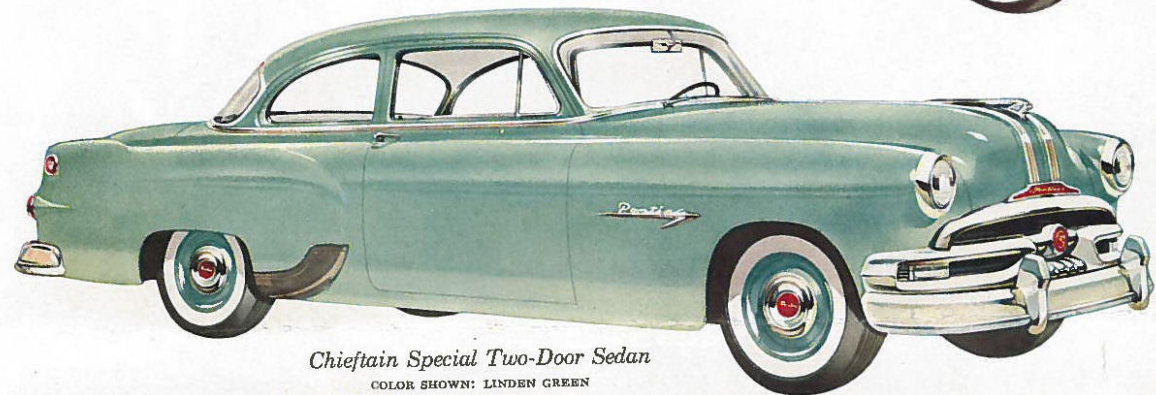
Chieftain De Luxe Convertible
COLOR SHOWN: SANTA FE RED



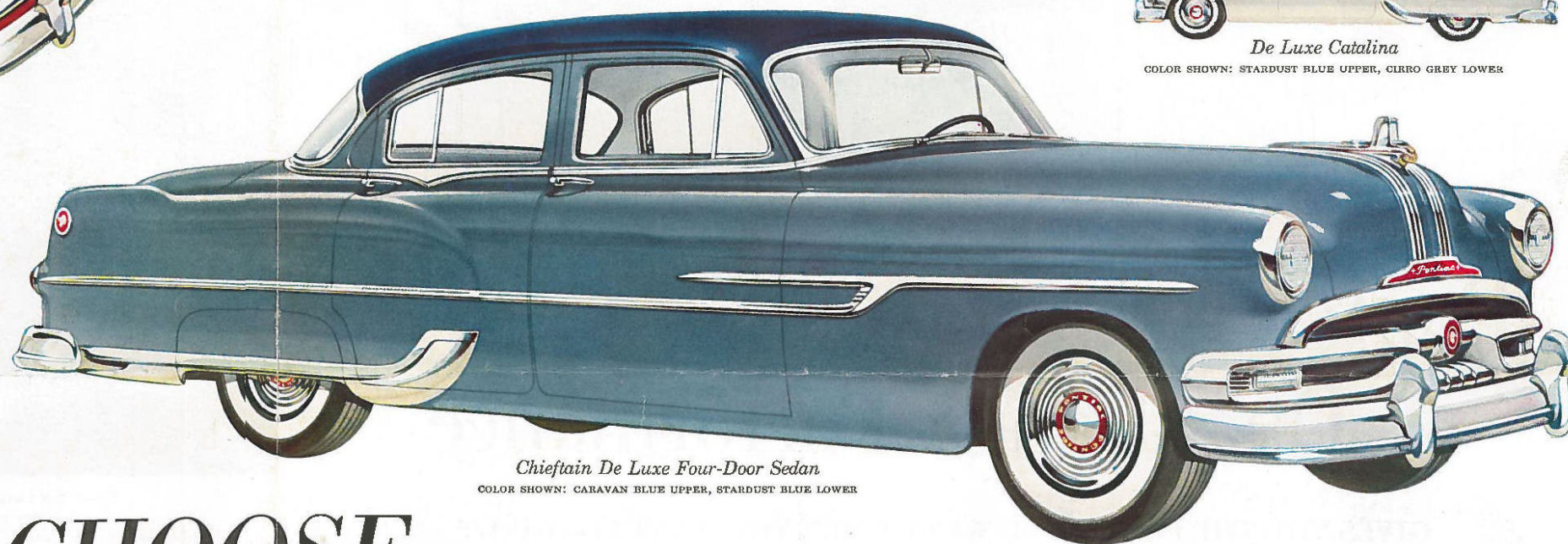
Custom Catalina
COLOR SHOWN: LAUREL GREEN UPPER, MILANO IVORY LOWER



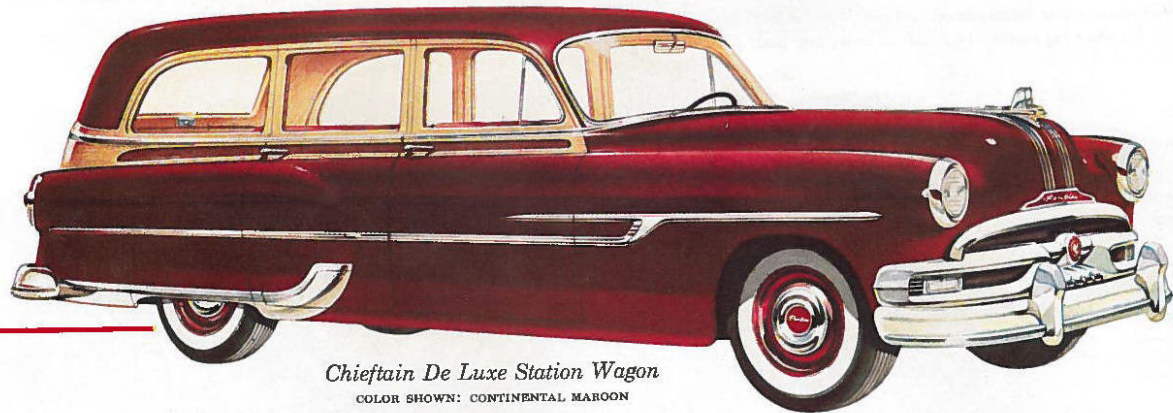
De Luxe Catalina
COLOR SHOWN: STARDUST BLUE UPPER, CIRRO GREY LOWER



Chieftain Special Two-Door Sedan
COLOR SHOWN: LINDEN GREEN



Chieftain De Luxe Four-Door Sedan
COLOR SHOWN: CARAVAN BLUE UPPER, STARDUST BLUE LOWER

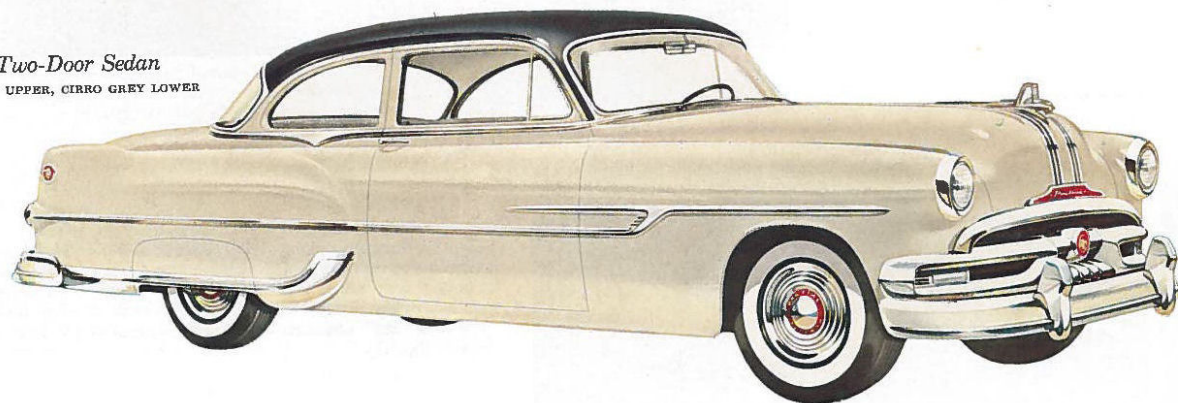


Chieftain De Luxe Station Wagon
COLOR SHOWN: CONTINENTAL MAROON

CHOOSE YOUR FAVORITE!

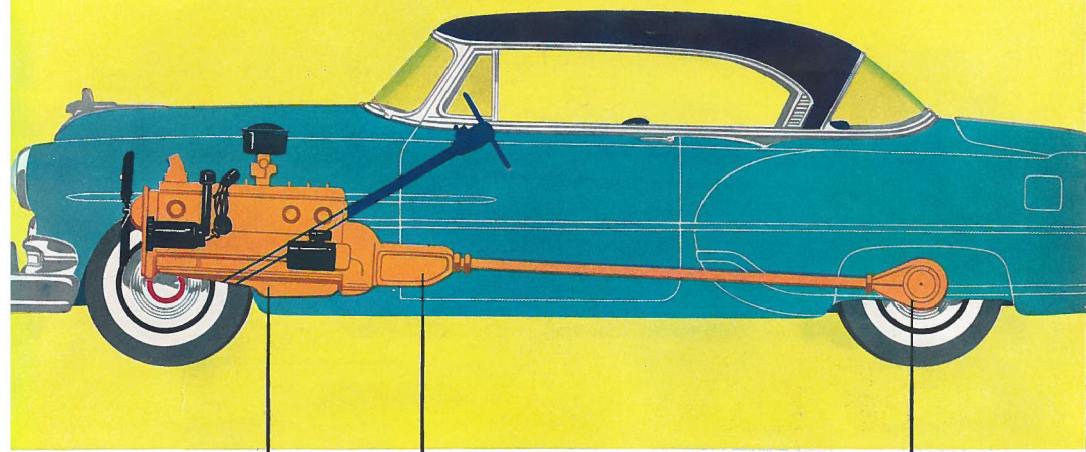
AMONG this wide, wonderful selection of new Pontiacs is just the car for you. There are sedans for family and business, convertibles and Catalinas for dash and sport, and two handsome new all-steel station wagons. Pontiac offers beautiful choices of upholstery, too. You can have nylon combined with fine wool broadcloth in any one of three shades which harmonize with exterior colors. On convertibles, you can choose all leather or a combination of leather and fabric in several attractive colors. Pontiac exterior colors—both solid and two-tone—are brighter, more beautiful than ever. Come in and pick out the Pontiac you want. Then take it out on the road and find out how wonderful your choice really is!

Chieftain De Luxe Two-Door Sedan
COLOR SHOWN: MARATHON GREY UPPER, CIRRO GREY LOWER



Chieftain Special Four-Door Sedan
COLOR SHOWN: SPRUCE GREEN





Powerful High-Compression Engine

Dual-Range Hydra-Matic Drive

High-Performance Economy Axle

Pontiac's Spectacular Dual-Range Performance

**GIVES YOU THE POWER YOU WANT WHEN YOU WANT IT—GIVES
MORE GO ON LESS GAS—AUTOMATIC DRIVING AT ITS BEST!**

TALK about your magic carpets!

The great new 1953 Pontiac delivers such magnificent performance that the miles ahead quickly become the *miles behind* . . . in an easy effortless way.

For this, you can thank Pontiac's spectacular Dual-Range performance . . . composed of (1) The responsive power of Pontiac's high-compression engines, the most highly-perfected power plants in the industry; (2) Dual-Range Hydra-Matic*, the

automatic transmission which gives you two separate power ranges—eager, nimble acceleration in Traffic Range or smooth, easy going power in Cruising Range on the highway; and (3) Pontiac's great Economizer Rear Axle which cuts engine revolutions as much as 30% in Cruising Range to deliver steady, mile after mile economy. This tremendous Pontiac power train actually gives you *more go on less gas*, and means that you enjoy wonderful miles and wonderful mileage!

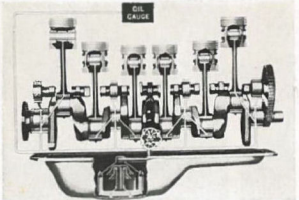
*Optional at extra cost.

Dual-Range Hydra-Matic in Cruising Range gives you silken-smooth, economical power; and it is ever ready—with plenty in reserve—to handle any situation.

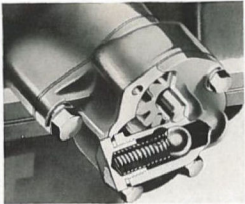
For Down-Hill Braking on long grades, a quick shift into Traffic Range lets the engine furnish braking power for greater driving ease and safety. This contributes to increased brake lining life.

Pontiac's Consistent Economy is the result of the great Economizer rear axle, geared in such a way that it reduces engine revolutions 30 per cent to save you gas.

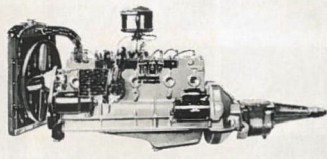




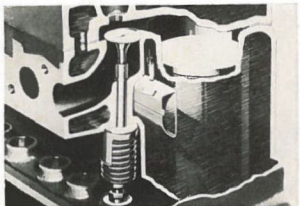
Full-Pressure Metered Flow Lubrication assures long, trouble-free engine operation and assures top engine performance and economy for years and years



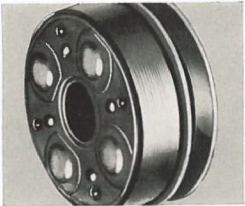
Gear-Type Oil Pump is driven by camshaft; its enormous capacity assures abundant lubrication to each moving part of the engine.



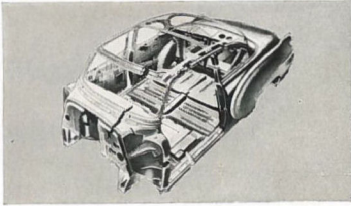
Thermostat Controlled Cooling System gives quicker engine warm-up because a thermostat valve automatically keeps water re-circulating around the cylinder until warm.



Gusher Valve Cooling reduces valve wear and frequency of valve grinding by directing cool water from the radiator to each valve part to eliminate hot spots.



Harmonic Balancer, built into the fan drive pulley, neutralizes torsional vibration and contributes to engine smoothness.



Unisteel Body by Fisher combines Pontiac's 1953 styling changes with all the strength and ruggedness that make it famous for safety. Body is built as one tight structure of steel.

DEPENDABILITY—FIRST CONCERN OF PONTIAC ENGINEERS AND DESIGNERS

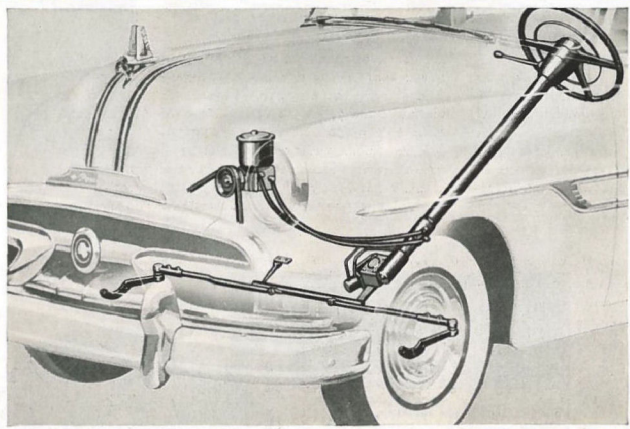
BUILT to last 100,000 miles!

Every feature, every part and every change made in a Pontiac is only theory until it has proved itself. Pontiac engineers ask: Will it work? Will it last? How good is it and for how many miles?

In laboratory tests and in rugged, grueling road tests, every part of a Pontiac such as those shown above must

prove itself in hundreds of thousands of miles of operation.

One result of this unceasing demand for excellence is a long list of Pontiac "firsts" . . . important engineering features pioneered by Pontiac. Another result is a car that gives you as much for your automotive dollar as is possible to give. The great 1953 Pontiac offers beautiful new proof that dollar for dollar you can't beat a Pontiac!

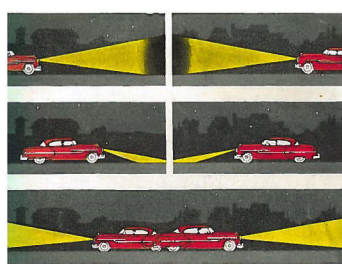


PONTIAC'S NEW POWER STEERING

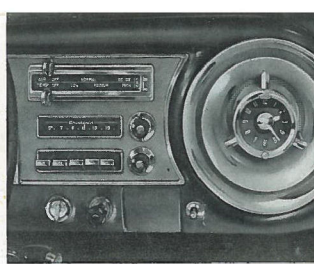
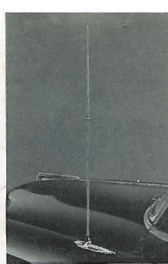
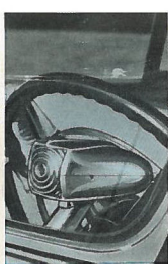
. . . takes Pontiac owners one more step towards the maximum in driving ease and enjoyment. Pontiac Power Steering goes to work when a slight amount of pressure is exerted on the steering wheel and at maximum assistance point, removes 75% of the effort of steering. Pontiac Power Steering* is invaluable in parking, cornering, on rough, rutted roads where it tends to absorb shock to the wheel, and on front tire blow-outs where it helps the driver keep control of the car. Pontiac Power Steering lets the driver know the "feel" of the road by giving him only as much help—and no more—as the situation demands and does not interfere with automatic recovery from a turn. The hydraulic "muscles" of Pontiac Power Steering truly allow finger-tip driving control!

*Optional extra cost.

Pontiac Power Steering combines the conventional steering linkage with a hydraulic booster system. With Pontiac Power Steering, the driver never has to exert more than 10 pounds of pressure on the wheel. Compared to the 50 pounds of pressure sometimes needed in normal driving situations, here's driving ease women, especially, will enjoy.



New Autronic Eye—The amazing new electronic device that dims your headlights automatically at the proper distance whenever another car approaches, brightens them again when it passes. A special switch lets you override the Autronic Eye to signal with your brights. See it demonstrated!



Chiefest 7-Tube Radio and Antenna—Enjoy driving with this wonderful radio with wonderful features: Full symphonic tone, five-station push-button and manual tuning; four-position (treble to bass) tone control; a big, eight-inch speaker; a red light that warns when radio is on in inaudible volume.

Here's how to enjoy driving your Pontiac even more!

Some men couldn't get through the day without their wrist watch; most women wouldn't step out of the house without their handbag. What's the important item? An accessory. Accessories can prove important to you in your car, too . . . helping you enjoy driving a Pontiac *even more*. But drivers' tastes vary, naturally. That's why Pontiac makes a wide selection available . . . for you to accessorize your Pontiac as you desire, to suit your individual taste and needs. We illustrate but a few. Outlined below are the many useful accessories available in Pontiac's money-saving Group Installation Plan.

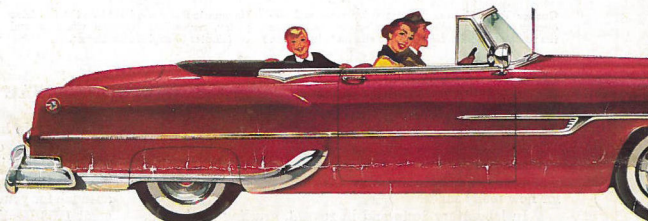
Basic Group includes Underseat Heater and Defrosters, 7-Tube Radio and Antenna, Direction Signals, Back-Up Lamps and a special Rear-View Mirror that adjusts for glare-free night driving.

Appearance Group includes Rear Fender Panels, Illuminated Hood Ornament, "No-Mar" Fuel Door Guard, Exhaust Deflector and De Luxe Steering Wheel.

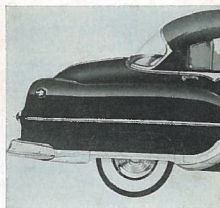
Convenience Group includes Outside Rear-View Mirror, Visor Vanity Mirror, Combination Ash Tray and Floor Lamp, Hand Brake Alarm Signal, and bright lamps to illuminate your trunk, glove compartment and underhood area.

Comfort Group includes luxurious Latex Foam Seat Cushions, Windshield Washers, beautifully styled Sun Visor and the Traffic Light Viewer.

Protection Group includes a massive chrome Grille Guard and four Bumper Wing Guards.



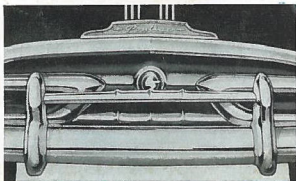
Windshield Washers—A touch of a button brings twin jets of water streaming over your windshield and—in seconds—your wipers scrub away dirt, dust and insects. You enjoy the eye ease and safety of a sparkling clean windshield *always*.



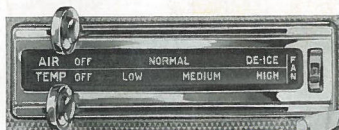
Rear Fender Panels—Notice how Pontiac Fender Panels are styled to complete the bold underscore of sparkling chrome on De Luxe models. And they're practical as well as beautiful . . . minimize wheel splash, keep your car cleaner.



Direction Signal—Just a flick of your finger does all the work of signaling turns. Pontiac's Signal is newly designed to let you sign short-angle as well as 90-degree turns. It cancels automatically.



Grille Guard—Here's a staunch protector for your Pontiac's beautiful grille—designed to prevent damage in common little accidents, traffic "bumps." It's anchored to both bumper and bumper supports for extra strength. Handsome, too, in gleaming chrome!



Underseat Heater and Defrosters—Thermostatic control assures even heat; a blower fan keeps air circulating—warm or cool; big window-wide defrosters de-ice your windshield in minutes. Winter or Summer, here's comfort you'll really enjoy!

