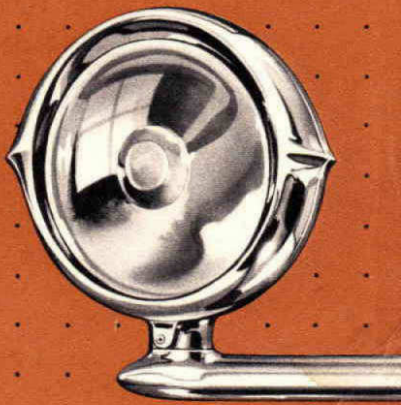
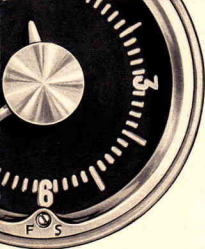




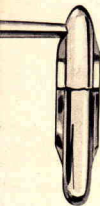
Pontiac Accessories for 1955





Pontiac Accessories

**by the group
save you money!**



Here's why: When your Pontiac accessories are installed at the factory, they are put on the car while it is being built and thus become part of the assembly process. This means considerable savings in labor as well as time! What's more, your accessories are custom installed to your individual order and your Pontiac is delivered equipped and ready to go. Your Pontiac dealer will be the first to admit that even with his fine equipment and expert craftsmen, he cannot match the low cost of factory installation. So you see, it really pays to accessorize by the factory-installed group. Look over the five accessory groups on the following pages and you'll quickly see that every accessory was carefully considered, and skillfully made to make your Pontiac even more enjoyable. Take your time in making your selection . . . and remember, you save money when you buy Pontiac accessories by the group!

basic group

- Underseat heater and defroster
- Chieftain radio and antenna
- Direction signals
- Dual back-up lamps
- Tilting, non-glare rear-view mirror
- Oil-bath air cleaner
- Full-flow oil filter

convenience group

- Glove compartment lamp
- Luggage compartment lamp
- Visor vanity mirror
- Underhood trouble lamp
- Outside rear-view mirror
- Ash tray lamp
- Hand brake signal
- Courtesy lamps

appearance group

- Exhaust deflector
- Lighted hood ornament
- Rear fender shields
- No-Mar fuel door guard

comfort group

- E-Z-Eye glass
- Windshield washer
- Latex foam rubber cushions

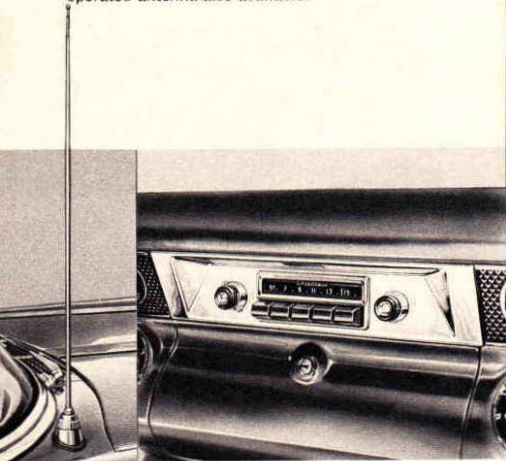
protection group

- Rear bumper wing guards
- Front bumper grille guard

basic group

Chieftain Radio and Antenna

From the deep quality bass to the sharp, clear treble tone, Pontiac's radio with its 6 tubes plus rectifier offers the finest in listening pleasure. The built-in, long-range power brings in faraway stations with amazing clarity and signal strength. Handsomely designed controls are blended skillfully into the center of the instrument panel which makes them easily accessible to driver as well as passengers. And look at these features: easily reset, push-button tuning for five stations; four-position tone control; large, 8-inch speaker and small, red operating warning light. Telescoping, 57-inch antenna included and an electrically operated antenna also available.



Full-flow Oil Filter

Dirt and foreign particles are less apt to get into your engine to do damage when you have Pontiac's new full-flow oil filter. Every drop of engine oil must pass through a filtering element that removes harmful particles. Filter element may be replaced to maintain efficiency.



Oil-Bath Air Cleaner

Protect the delicate parts of your engine by having Pontiac's oil-bath air cleaner installed on your car. Incoming air passes over a pool of oil which picks up harmful dust and dirt particles that would otherwise enter the engine.

Direction Signals

No more winding down the window in foul weather . . . no more troublesome hand signals . . . it takes just a touch of your finger to indicate your turns with Pontiac direction signals. Day or night, these handy signals flash on and off . . . front and rear, to help you make your turns safely. What's more, they clear automatically when turn is completed.



Tilting, Non-Glare Rear-View Mirror

Blinding headlight glare from the rear disappears with a tap of the finger when you have this Pontiac accessory on your car. During the day, this handsome mirror reflects an even sharper, clearer picture by simply flipping the positioning tab back again. Extra wide, eight-inch size, and made of fine, non-glare glass enclosed in a chrome-plated frame for smart appearance.



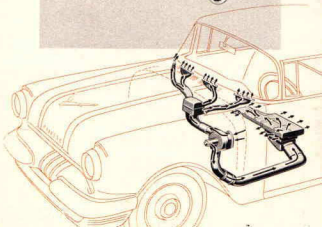
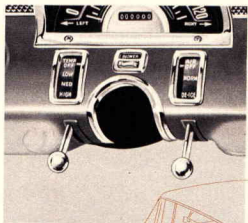
Dual Back-up Lamps

Make backing up at night safer and more convenient with the help of this Pontiac accessory. The two 32-candlepower lamps throw plenty of light to illuminate the area in back of you and also warn pedestrians of your intentions. These handy lamps go on automatically the moment you shift into reverse gear.



Venti-Heat Underseat Heater and Defroster

Pontiac's famed heater-defroster system is even better for 1955! Incorporating all of its previous comfort-assuring features, the new system was redesigned to take advantage of Pontiac's cowl-high intake . . . an innovation that scoops in air free of dust and fumes. As air enters Pontiac's new heater system, it passes through ducts and to the highly efficient underseat heating unit and warm, comforting and refreshing air is evenly circulated throughout the car. A quick adjustment of the controls allows you to regulate the exact temperature you desire. If you are parked or moving slowly, a powerful blower may be turned on to keep up a continuous flow of warm air. Improved defroster unit now has four outlets that keep windshield free from frost and "fogging up". In the summer, you may set the temperature control to "OFF" and turn on the blower. Immediately you feel the cooling effect of increased air circulation.



convenience group



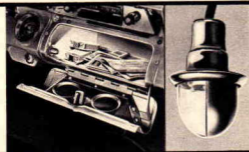
Visor Vanity Mirror

Here's the accessory the ladies will appreciate. Pontiac's visor vanity mirror is ideal for checking make-up, putting on lipstick or combing hair. Clips neatly on the underside of the right-hand visor . . . takes just a flip of the hand and it's ready for use. Men like it, too, for combing hair or shaving on business trips.



Underhood Trouble Lamp

Use this Pontiac accessory just once and you'll wonder how you ever got along without it. For tire changes, engine trouble or as a warning light . . . it's the handiest thing ever. Mounted on a bracket under the hood, it comes complete with a 17½-foot self-storing extension cord.



Glove Compartment Lamp

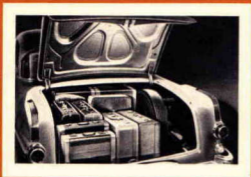
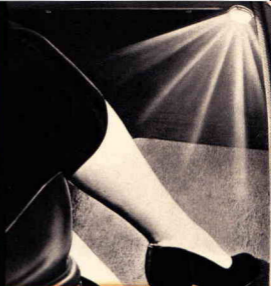
Open the glove compartment door and the interior is automatically lighted. No more fumbling in the dark . . . no need to stop and search . . . every object is in plain sight. The metal shade directs light into the glove box but may be turned around to use lamp as a map light.





Hand Brake Signal

You don't risk driving with the hand brake engaged when you have this Pontiac accessory. The moment you turn on the ignition a bright red light flashes on and off to give warning. Shuts off when hand brake is released.



Luggage Compartment Lamp

Lift the trunk lid and on flashes this handy lamp to flood the luggage compartment with light. With this Pontiac accessory you have both hands free to load luggage or remove the spare tire. It may also be used as a warning light, as well as lighting the trunk to help you locate tools.



Courtesy Lamps

You and your passengers may alight easily and safely from your Pontiac at night with this accessory installed in your car. These lamps flash on when the front doors are opened or may be operated manually by means of a switch centrally located on the instrument panel.

Ash Tray Lamp

This handy lamp gives off a suffused glow . . . goes on automatically whenever the lights are turned on and becomes visible when the ash tray is pulled from its recess. Reduces the danger of burned clothing.

Outside Rear-View Mirror

Like the finest scientific equipment, Pontiac's new mirror boasts a "Cromir" reflecting surface that gives sharp, clear images without "ghosting" or "blurring". Mounted securely to the door to eliminate annoying vibration.



appearance group



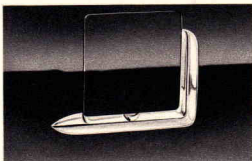
Illuminated Hood Ornament

Add smart distinction to your new Pontiac by having this accessory installed on your car. This hood ornament has twin fins which sweep majestically back from a sculptured interpretation of Chief Pontiac in amber plastic. The face ornament glows softly when the headlights are turned on.



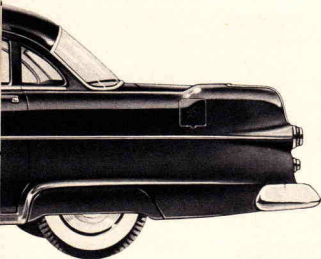
Exhaust Deflector

Protect the rear bumper of your new Pontiac from discoloration with Pontiac's exhaust deflector. Not only does it deflect exhaust gases down and away from the bumper . . . it also adds to the beauty of your car. Made of chrome-plated steel with red enameled port recesses.



No-Mar Fuel Door Guard

No more scratched or nicked fenders from careless gas station attendants when you have the No-Mar fuel door guard on your new Pontiac. Made of sturdy stainless steel that won't rust or corrode, it also lends a smart touch of sparkle to your rear fender. Available for all models.



Rear Fender Shields

Pontiac's fender shields add a graceful note of beauty to the rear fenders, "completing" the smooth flowing lines of Pontiac's distinctive fender styling. They also minimize wheel splash which keeps your car cleaner and helps prevent rust. Made of heavy-duty steel, they are painted to match the color of your car. Here is beauty that wears long and well.

comfort group



Latex Foam Rubber Seat Cushions

You ride in deep-cushioned comfort with Pontiac's latex foam rubber seat cushions installed in your new Pontiac. Tiny air holes in the latex foam cushion reduce road shock and make your ride even more enjoyable. What's more, you get firm, even support because the cushions conform perfectly to body contours for more comfortable riding.

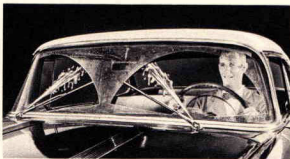


E-Z-Eye Tinted Safety Glass

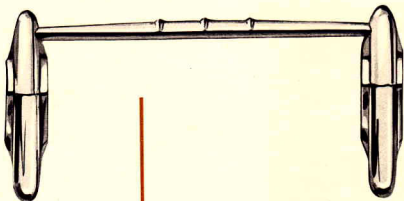
Why suffer from eyestrain in the glaring sun when you can ride in complete comfort with E-Z-Eye tinted safety glass in your new Pontiac? The tinted glass filters out heat rays, too, which keeps your car cooler in the summer. The windshield is tinted in a deepening tone . . . bottom to top . . . cuts night-driving headlight glare down without sacrificing vision. This accessory is available for factory installation only.

Windshield Washers

No matter what the weather, your windshield can be easily cleaned when you have this accessory on your new Pontiac. Just push the windshield washer button, turn the wiper control knob and your windshield is soon cleared of road spray, dust and bugs. Pontiac windshield washer solution, containing a detergent, should be added for more efficient cleaning and to prevent jar from bursting in freezing weather.

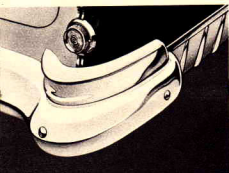


protection group



Grille Guard

Protect that beautiful new Pontiac grille with this newly designed accessory. Sturdily made of heavy-gauge steel, this grille guard offers positive protection against "pushed in" grilles. In fact, you might even consider it as low-cost insurance against expensive repair bills. Securely anchored to bumpers and bumper support for added strength.



Rear Bumper Wing Guards

Here's an accessory that will give you double value . . . protection and beauty. New Pontiac rear bumper wing guards are engineered to protect against glancing blows, stop "riding up" and prevent costly fender repairs. What's more, they are designed to blend with the bumper contours . . . to add a touch of beauty to the appearance of your car, too.

individual accessories

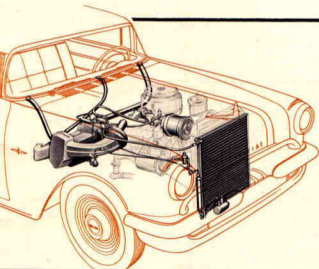
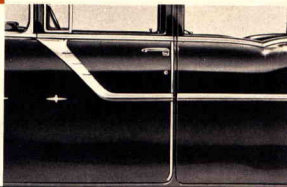


Electric Clock

Pontiac's electric clock is a fine, dependable timepiece that never needs winding. Handsomely designed, it has jet black face and large, white numerals that shine at night with "Green-Glo" illumination. Standard equipment on Star Chief models.

Door Edge Guards

This highly polished, stainless steel strip is more than a decoration . . . it actually prevents nicks and scratches on the edge of your Pontiac doors . . . the area which is vulnerable in crowded parking lots or small garages. Installed by your Pontiac dealer in a matter of minutes, this accessory fits all models, including convertibles, Catalinas and station wagons.



Pontiac Air Conditioning

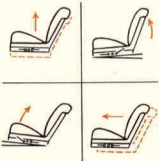
This completely redesigned accessory provides cooled air within your car almost instantaneously . . . cools a warm car in a matter of minutes. You drive comfortably cool in all kinds of weather . . . making your Pontiac driving even more enjoyable. Because the unit works better with the windows closed, traffic noise, dust and pollen that normally would enter through the windows are eliminated. Convenient controls are located above the radio control panel and lights have been added to facilitate their use while driving at night. A recirculation control knob makes it possible to switch instantly from cooling all outside air to recirculating the cooled air for maximum comfort under all conditions.

Instrument Panel Safety Cushion

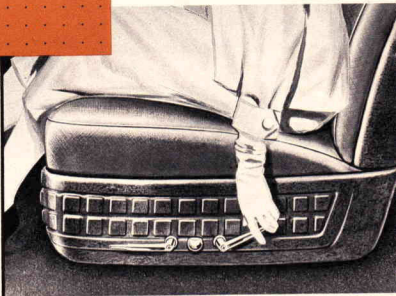
Here's a Pontiac safety accessory that could very well prevent serious injuries in case of an accident. Made of resilient Fiberglas and covered with a highly durable fabric, it is available in a wide choice of colors to harmonize with your Pontiac's interior. It also prevents sun glare from the instrument panel. Available for factory installation only.



individual accessories



FRONT LEVER—By pulling up on this lever and pushing your body back, you can raise the front of the seat to any one of six positions. Pushing down gives you the reverse action. **REAR LEVER**—When you pull up on this lever and lean your body forward, the back of the seat will rise to any one of six positions. Pushing down gives you the reverse action. **CENTER CONTROL**—Regulates ten-position, forward-and-aft seat travel.



Comfort Control Seat

You'll find this one of the most unique seats ever devised. Almost every size driver will find it the most comfortable he has ever known. And here's why . . . besides a forward and back, up and down motion, you can tilt toward or away from the steering wheel by way of the convenient controls on the driver's side of the seat . . . 360 seat positions in all. By changing your weight distribution, driving fatigue is reduced.



Rear Window Defroster

No matter what the weather . . . frost or fog . . . your rear windows will give you a clearer view when you have this brand-new Pontiac accessory in operation. A flick of the switch and in a matter of minutes frost and ice melt away . . . your windows have little chance to "fog up" and interfere with rear vision. It is installed quickly and conveniently in the rear package shelf and directs a constant flow of air against the rear window.

Illuminated Car Compass

On unfamiliar roads, night or day, you can tell the exact direction you're traveling with Pontiac's illuminated car compass. Mounted at the top center of the instrument panel, it is the floating dial type and is illuminated for use while driving at night.



Sedan Ventshades

You can open the windows and have complete ventilation despite rainy weather when you have these smart ventshades on your new Pontiac. These trim, chrome-plated brims fit snugly over the top of each window and are not only functional but designed to add to the appearance of your Pontiac as well.

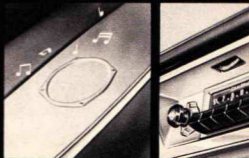


Rubber Floor Mats

Keep your floor mats clean and bright as new with Pontiac rubber floor mats in your car. They protect your floor mats from unsightly rain and snow stains, keep your car looking "new-car" clean. Choice of sizes, 16" x 18" or extra large, 18" x 25 1/2" in a fine array of assorted colors to match your car interior.

Rear Seat Speaker

Increase your radio listening pleasure even more by installing a Pontiac rear seat speaker. Your rear seat passengers can listen with ease and comfort, too, without straining or leaning forward. Parents will appreciate the fact that children can listen to their favorite programs without bothering front seat conversations. Mounts conveniently under the rear package shelf with the controls situated over the radio dial on the instrument panel.

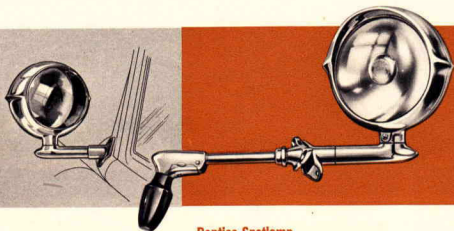


individual accessories



Tissue Dispenser

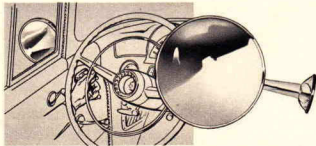
No more fumbling in glove compartment or purse . . . here is Kleenex at your finger tips the very moment you want it. This convenient tissue dispenser swings out from under the instrument panel as easy as turning a sun shield and swings back just as easily.



Pontiac Spotlamp

Here's a two-in-one accessory that you'll find invaluable as a driving aid. More than a convenience for reading road signs, house numbers, etc., this Pontiac spotlamp is a safety item, too. It can be used as an auxiliary light should one of your headlights fail. The rear-view, no-glare "Cromir" mirror can be adjusted from inside the car by simply turning the spotlamp handle.

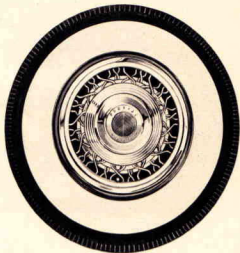
Remote-Control Outside Rear-View Mirror



No need to stop and adjust this outside rear-view mirror . . . just a movement of the wrist from inside the car will do it! Handsomely chrome-plated, the complete unit is mounted securely through the door to eliminate rattle or vibrations. The "Cromir" reflecting surface gives a true, non-glare image of the road behind you.

Wire Wheel Discs

Give your new Pontiac a "sports car" flavor by having these stainless steel wire wheel discs installed on your car. They bolt on to the wheel to make a secure installation and reduce the possibility of theft. The hub of the wire wheel disc is distinctively designed with a Pontiac name plate. Ask your Pontiac dealer to show you how a set of these discs would look on your car.



Windshield Sun Visor and Traffic Light Viewer

This popular Pontiac sun visor reduces the eyestraining glare of the sun—keeps your car cooler, too. It forms a trim steel "brim" over the windshield of your car and keeps you in the shade. Plastic traffic light viewer with

chrome-plated metal base mounts on the top of the instrument panel . . . lets you see overhead signals at a glance. Increase your driving pleasure by equipping your Pontiac now with this handsome pair of accessories.

**Ask your Pontiac Dealer about
these fine accessories, too!**

Hand Spotlamp

License Plate Frame

Radiator Screen

Purse Holder

Folding Umbrella

Remington Shaver

Continental Tire Kit

individual accessories



Pontiac Custom Nycar Seat Covers

A combination of high-fashion beauty and durability . . . that's Pontiac's Nycar seat covers for 1955. Handsomely designed especially for Custom Pontiac interiors, they fully protect the seats while practically

duplicating the upholstery pattern. Nycar is a new French development that is resistant to burns, repels stains and is fade resistant. Choice of beautiful interior-matching colors in turquoise blue or firegold.



PONTIAC MOTOR DIVISION • GENERAL MOTORS CORPORATION

Pontiac, Michigan