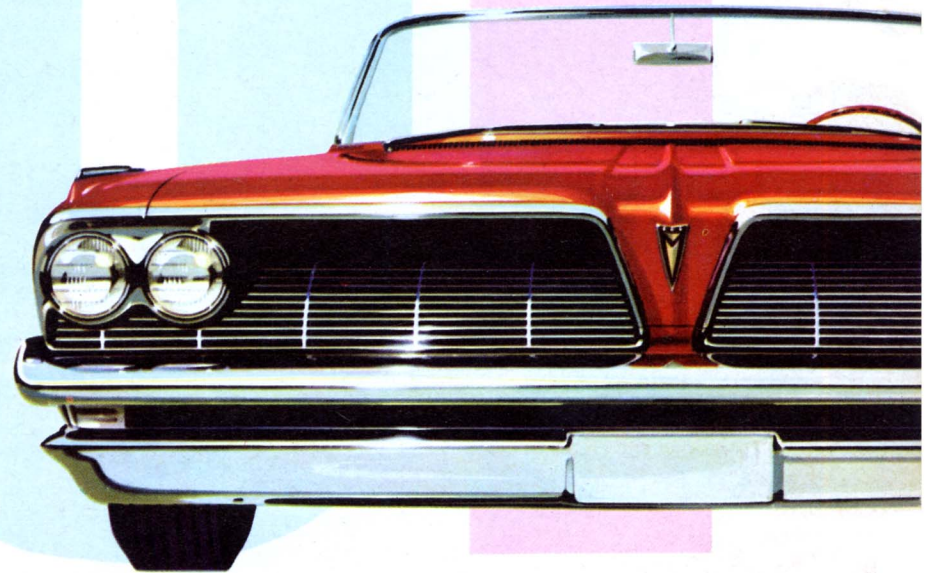


# 1001

**PONTIAC**



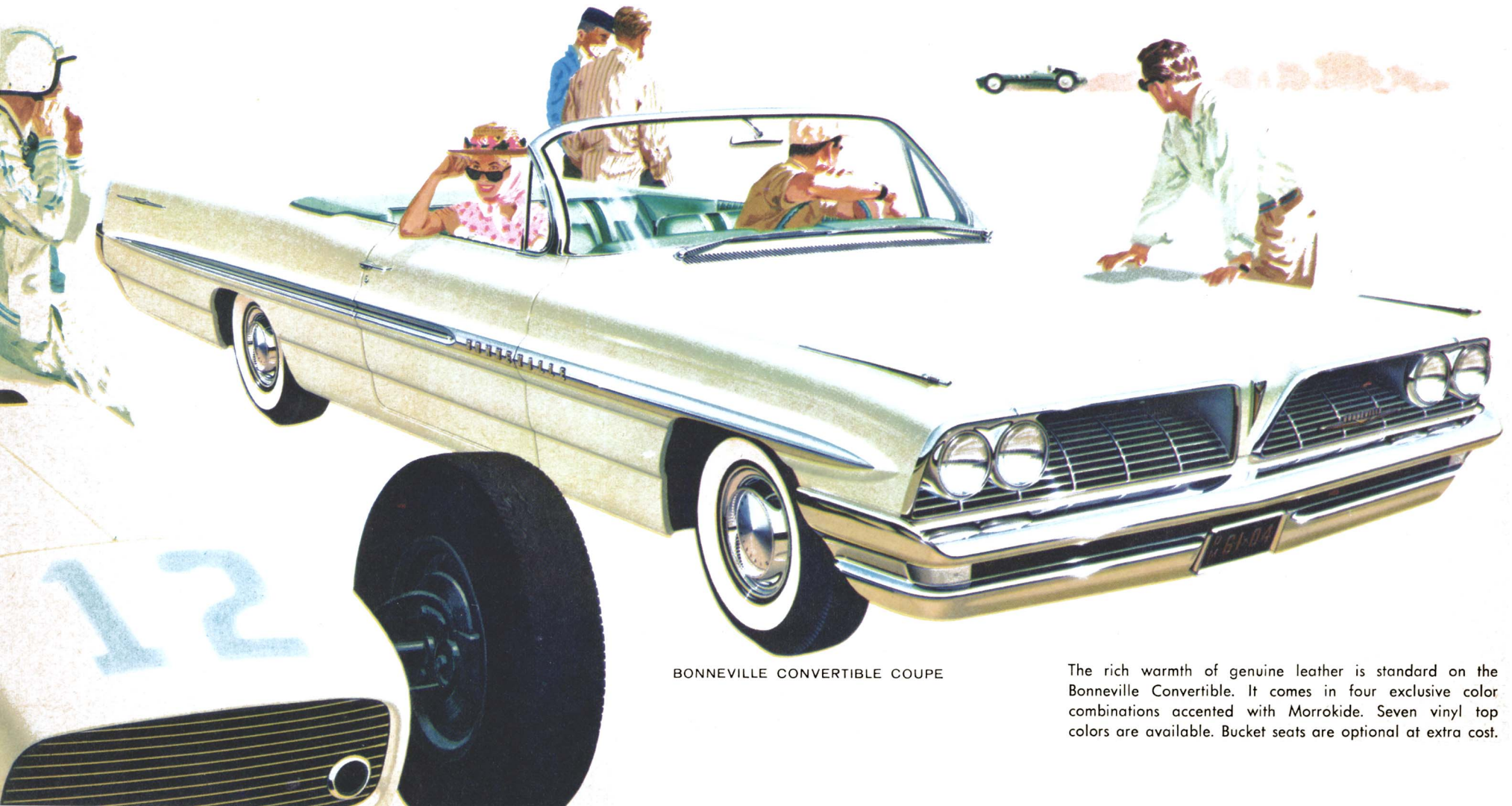
## *IT'S ALL PONTIAC! ON A NEW WIDE-TRACK!*

**New track-to-body proportion!** The track is the width between the wheels. Pontiac '61 is the only Wide-Track car. And now that we've trimmed body width, more weight is balanced directly between the wheels. You ride with greater poise, maneuver with firmer control.

**More room, more comfort inside!** America's favorite road car is roomier for '61. Headroom, rear legroom, and footroom have been increased on many models. Seats are higher, yet there's more clearance

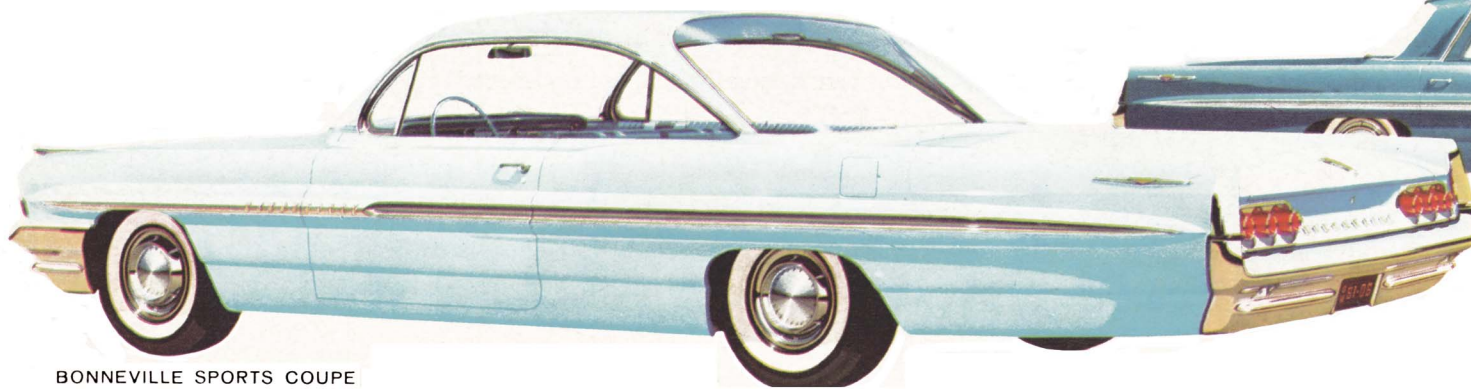
under the steering wheel. Doors are wider, swing open farther.

**Powered by the new, fuel-saving Trophy V-8 Engine!** New fuel induction system gives this new free-breathing engine more air, makes gas go further. Eleven versions to select from. Horsepower ranges from 215 to 348. For best economy, specify the Trophy Economy V-8. Its lower compression ratio lets you use regular gas. Add it all up . . . it's the new Wide-Track way to travel. Try it!



BONNEVILLE CONVERTIBLE COUPE

The rich warmth of genuine leather is standard on the Bonneville Convertible. It comes in four exclusive color combinations accented with Morrokide. Seven vinyl top colors are available. Bucket seats are optional at extra cost.



BONNEVILLE SPORTS COUPE



BONNEVILLE VISTA

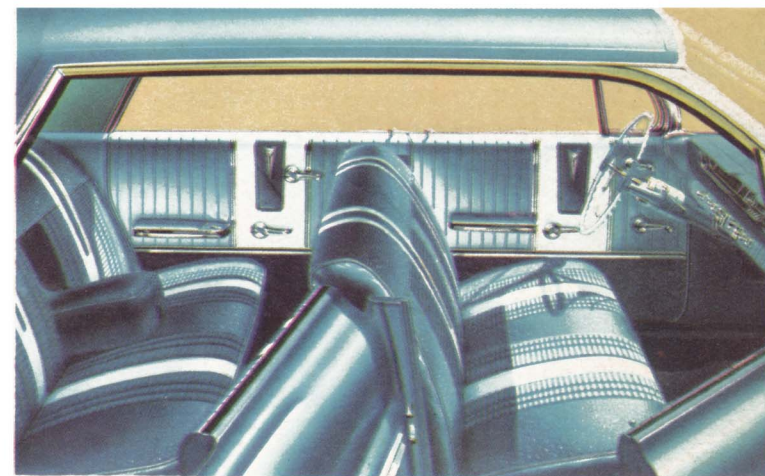
# Bonneville

Motoring doesn't come any finer than in the elegant Bonneville by Pontiac . . . the only Wide-Track car!

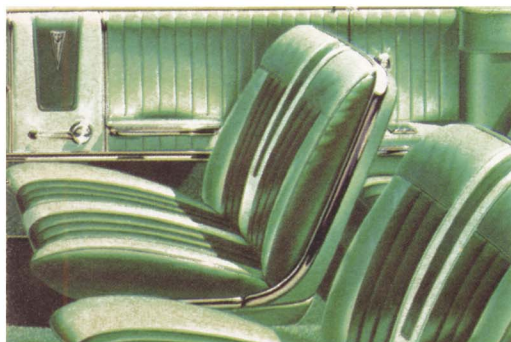
You enjoy the spine-tingling response of a fiery 303 h.p.\* Trophy V-8 power plant with 4-barrel carburetor, 389-cu.-in. displacement and 425 lb./ft. torque. (Other power options are listed in the specifications on last page.) If you have a strong hankering for action and luxury, the Bonneville's for you.

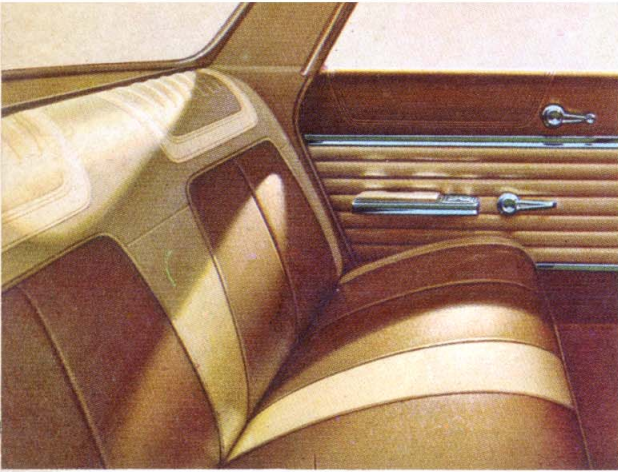
There's elegance all around you when you ride Bonneville style. The Bonneville doesn't stop its soft, deep loop pile carpeting at the floor; it extends up into the door panels. Other niceties are: padded hand assist rail on the cushioned instrument panel . . . aluminum seat ends and side panels . . . custom steering wheel. Let your fingers linger on the lovely interior materials . . . let your eyes admire the tailoring . . . and relax to every appointment in this most enticing of all Pontiacs.

*\*With Super Hydra-Matic, an extra-cost option*



Bonneville Sports Coupe and Vista models combine striped wool and nylon cloths with Jeweltone Morrokide in five handsome color choices or all Morrokide in four selections.





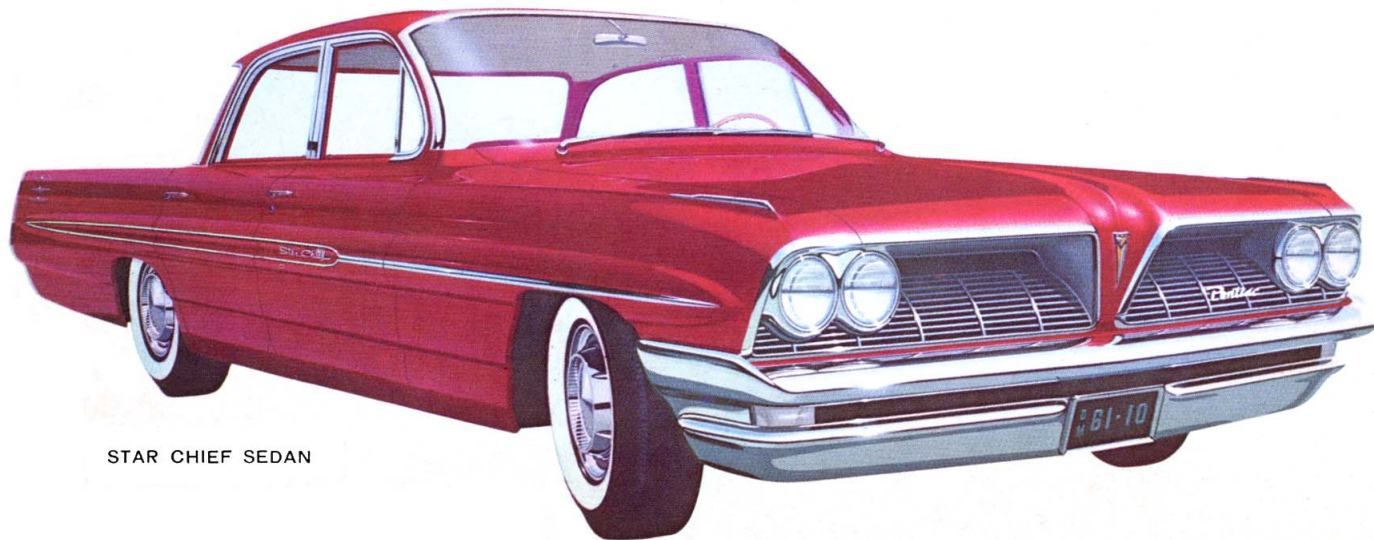
In the Star Chief, you stretch out in seats probably wider than your living room sofa. To suit your good taste are custom steering wheel; twin instrument panel ash trays; special Star Chief instrument panel design; and interior trim reserved for you as a discriminating Star Chief owner.

# Star Chief

Here's a superb, proud car that shares its quality with no other car. Size, luxury, weight—and downright handsomeness—put this Wide-Track Pontiac in a class all by itself for comfort and sheer driving pleasure. The long wheelbase contributes to the matchless Star Chief ride. Superb interior decor means day-in, day-out pride.

Real Star Chief excitement begins at the touch of your toe, from a 283 h.p.\* Trophy V-8 that just begs to go. Owning the Star Chief is a wonderful feeling . . . and it costs so little more.

*\*With Super Hydra-Matic*



STAR CHIEF SEDAN

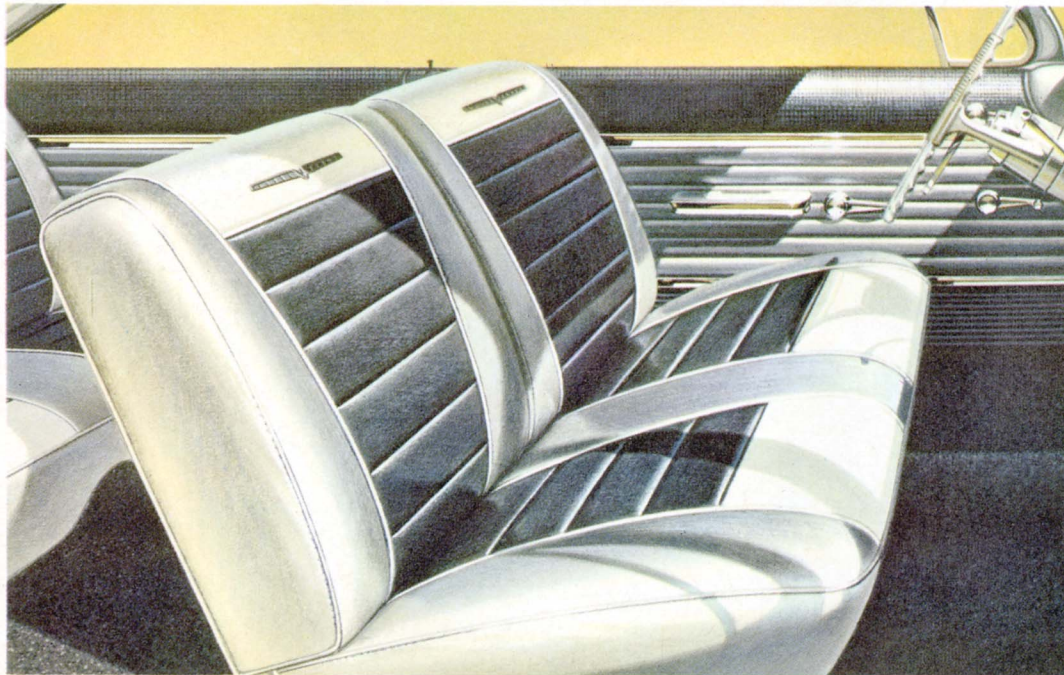


STAR CHIEF VISTA



# Ventura

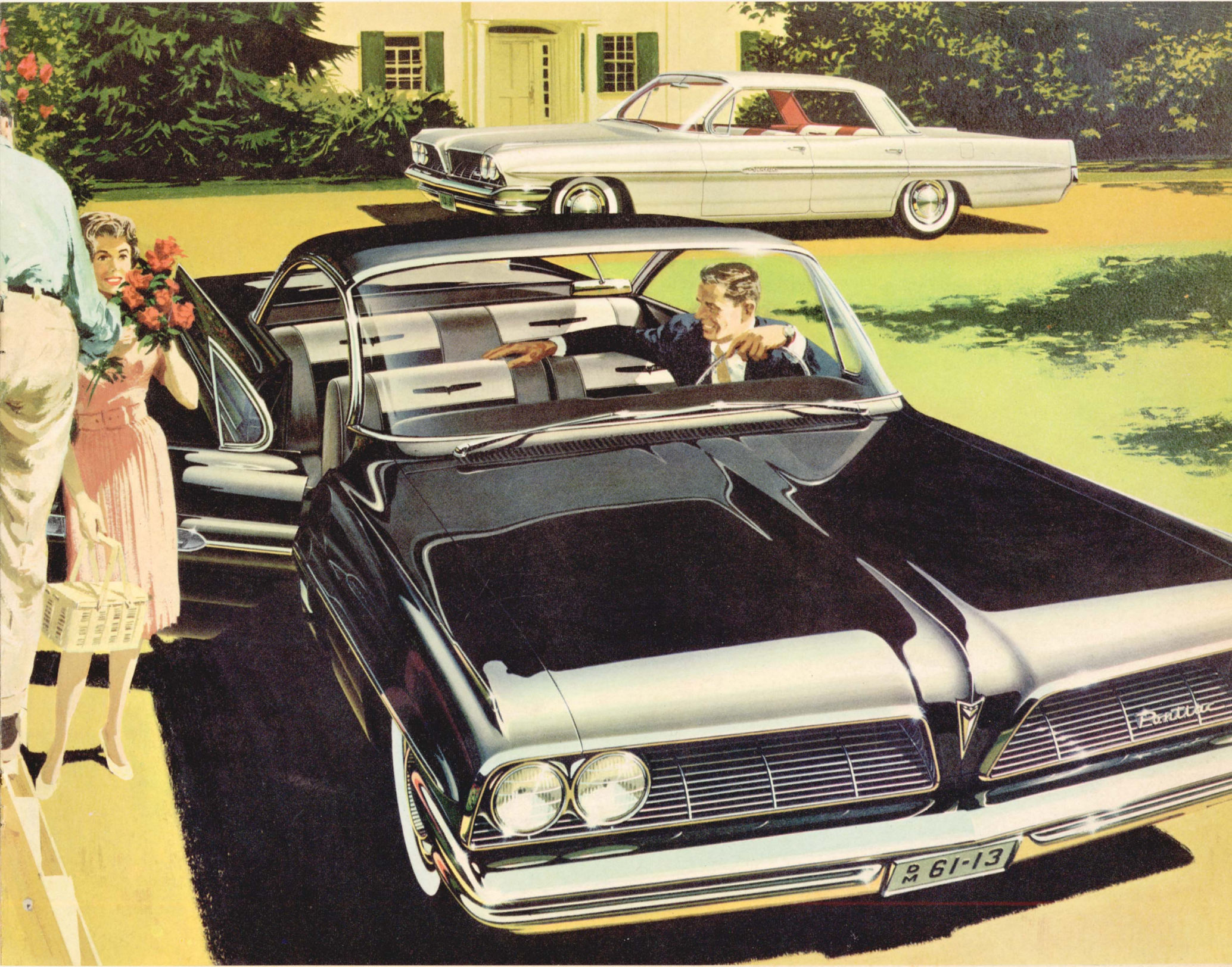
This is the step up only the Wide-Track Pontiac makes possible. Almost any budget will take this luxury in easy stride: Full carpeting; exclusive Morrokides (you'd love them in your living room); the final touch of extra fashion and styling all around. Your dealer will be very glad to show you how much more you get for so little more.

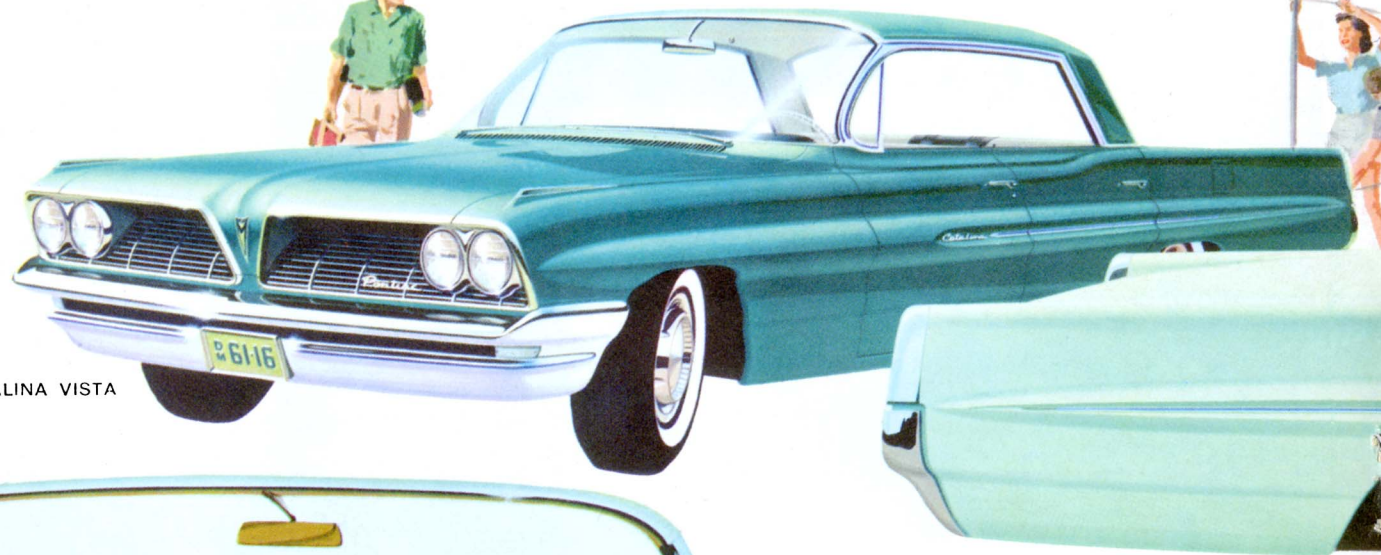


Custom appointments distinguish Ventura series interiors. Five color choices in Jeweltone Morrokide offered. Deep loop pile carpeting runs wall to wall. Here is true luxury at moderate cost.

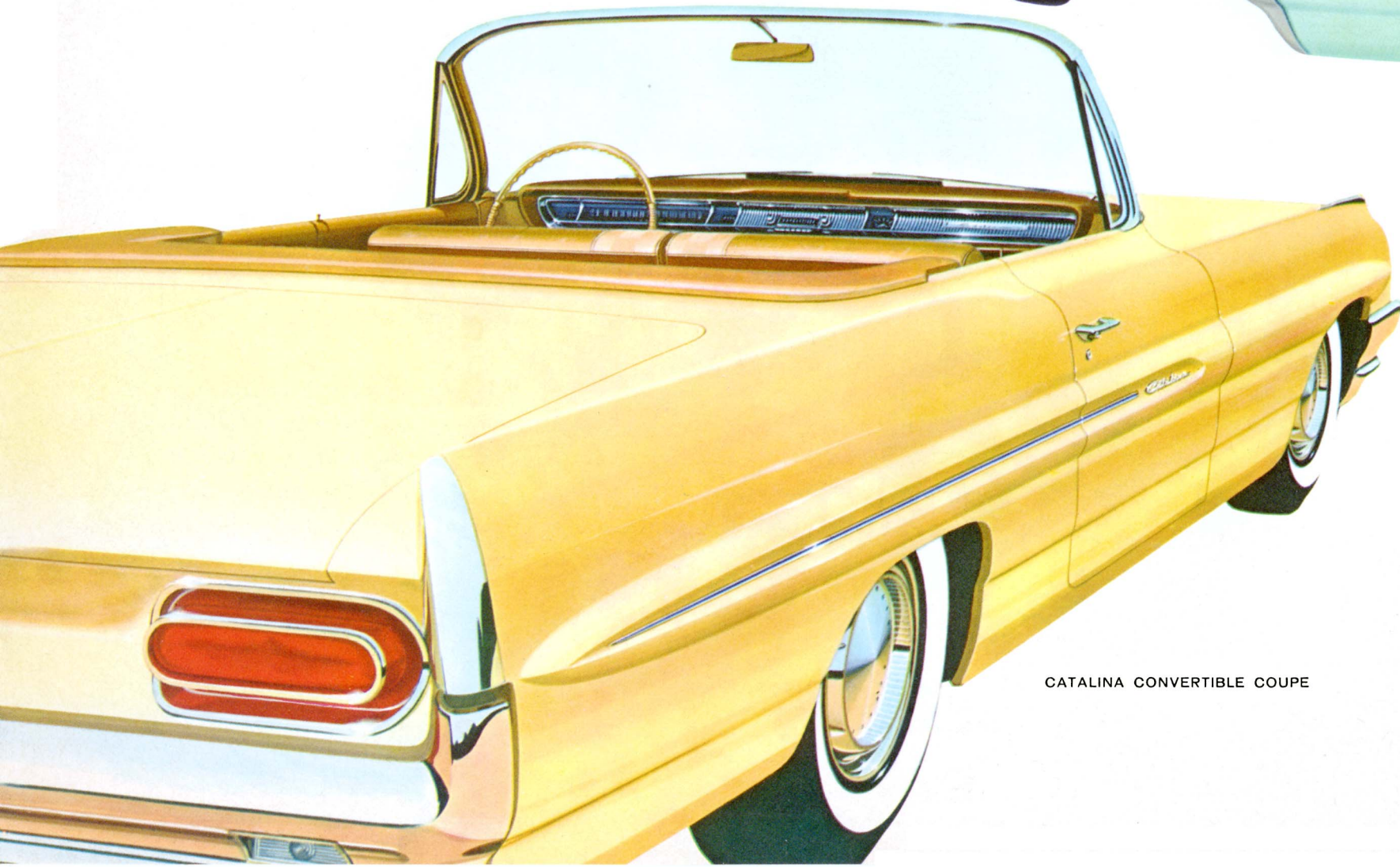
VENTURA SPORTS COUPE, FOREGROUND; VENTURA VISTA, BACKGROUND





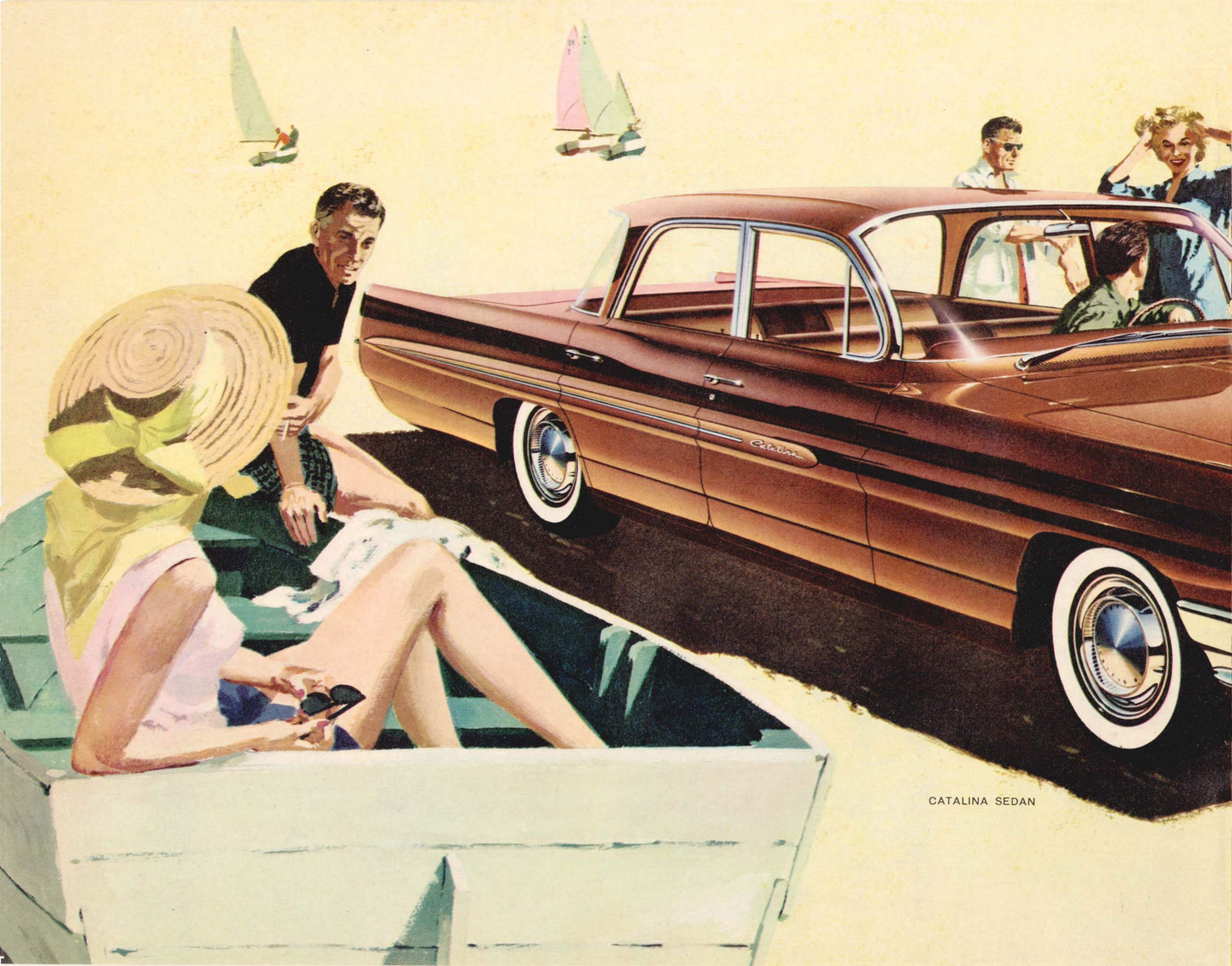


CATALINA VISTA



CATALINA CONVERTIBLE COUPE





CATALINA SEDAN

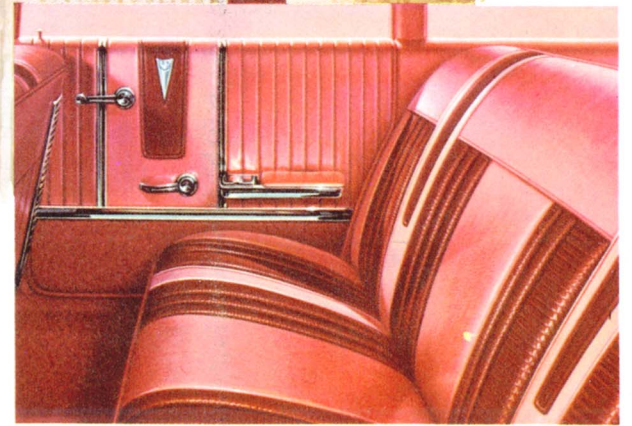


CATALINA SPORTS SEDAN

All this is standard equipment on the Catalina, and you won't find another car that offers so much: Electric wipers . . . cigarette lighter . . . dual sun visors . . . push-button door locks . . . automatic interior lighting . . . 15 acrylic lacquer Magic-Mirror finishes . . . foot-operated parking brake . . . front stabilizer bars . . . 8:00 x 14 tubeless tires (except Safaris—8:50 x 14) . . . dual armrests front and rear . . . front and two rear ash trays . . . crank-operated ventipanes . . . two individually controlled air vents . . . instrument panel snack bar . . . trimmed trunk . . . Safety Plate Glass all around . . . foam front seat padding . . . padded instrument panel face.

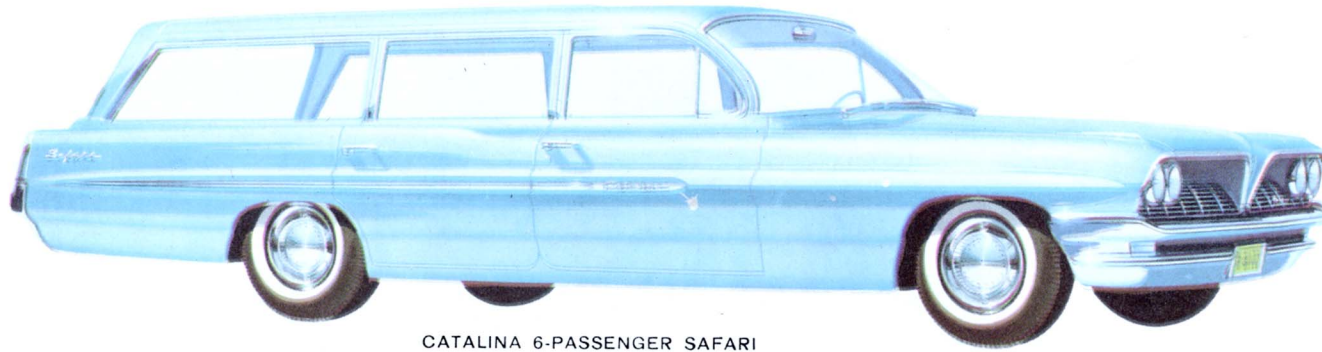


Bonneville Custom Safari upholstery includes genuine pleats in Jeweltone Morrokide, aerated for added comfort. Three tri-tone color combinations. Deep loop pile wall-to-wall carpeting with stainless steel protective skid strips in load area. Catalina Safaris offer five Jeweltone Morrokide



three-tone color choices, with combination loop pile carpeting and vinyl surfaced rubber floor covering in passenger areas. Catalina load floors are embossed vinyl.

BONNEVILLE CUSTOM SAFARI



CATALINA 6-PASSENGER SAFARI

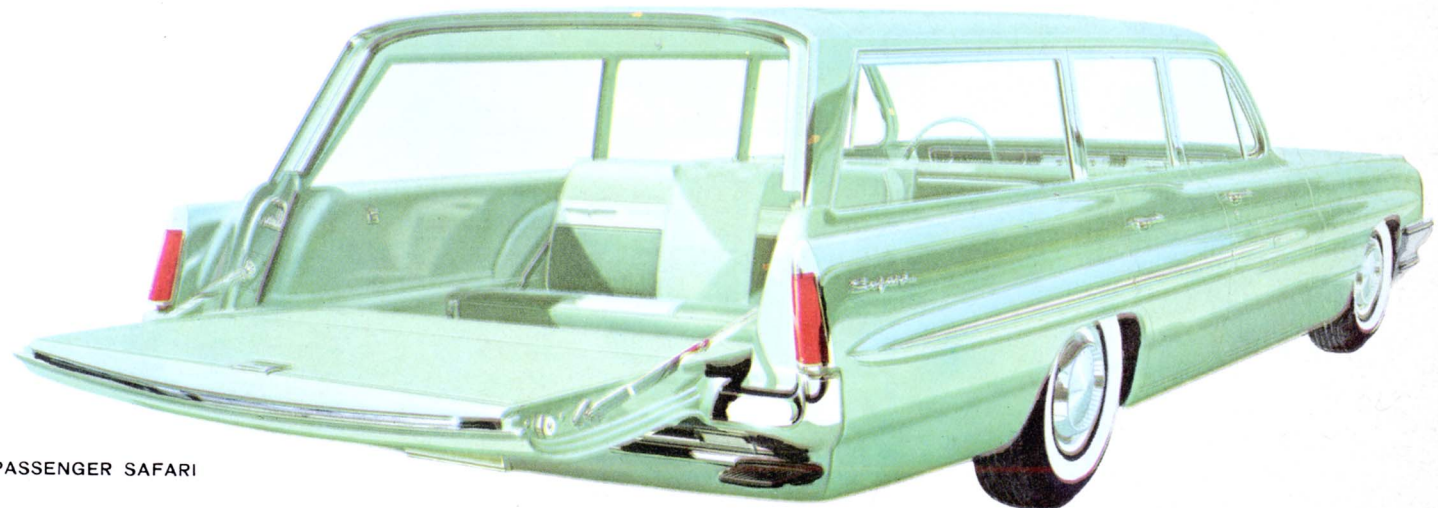
# Safari

Whatever you want in a station wagon—you get it in extra measure in a Pontiac Safari.

Elegance? Choose the Bonneville Custom Safari and enjoy exclusive Bonneville luxury including deep loop pile carpeting throughout and matchless interiors.

Utility with luxury? Then select a Catalina Safari—6- or 9-passenger. In both models all but the front seat fold flush with the floor. Rear window is retractable—crank-operated on the 6-passenger (power-operated optional). Power operation is standard on the 9-passenger.

Wide-Track Pontiac Safaris give new roadability, soft ride and resistance to cross winds. You get enclosed storage provisions on all Safari models in the new luggage locker beneath the rear compartment floor. Almost 8 cubic feet of locker space is available on two seat models; approximately 4.5 cubic feet on three seat models with third seat folded.



CATALINA 9-PASSENGER SAFARI



**Catalina 6-passenger and Bonneville Custom Safaris**  
With second seat folded—3 passengers . . . over 8 feet of load length or 36.2 sq. ft. of floor area (tailgate closed). Allowable load plus driver—1,050 lbs. Open tailgate adds over 2 feet of load space.



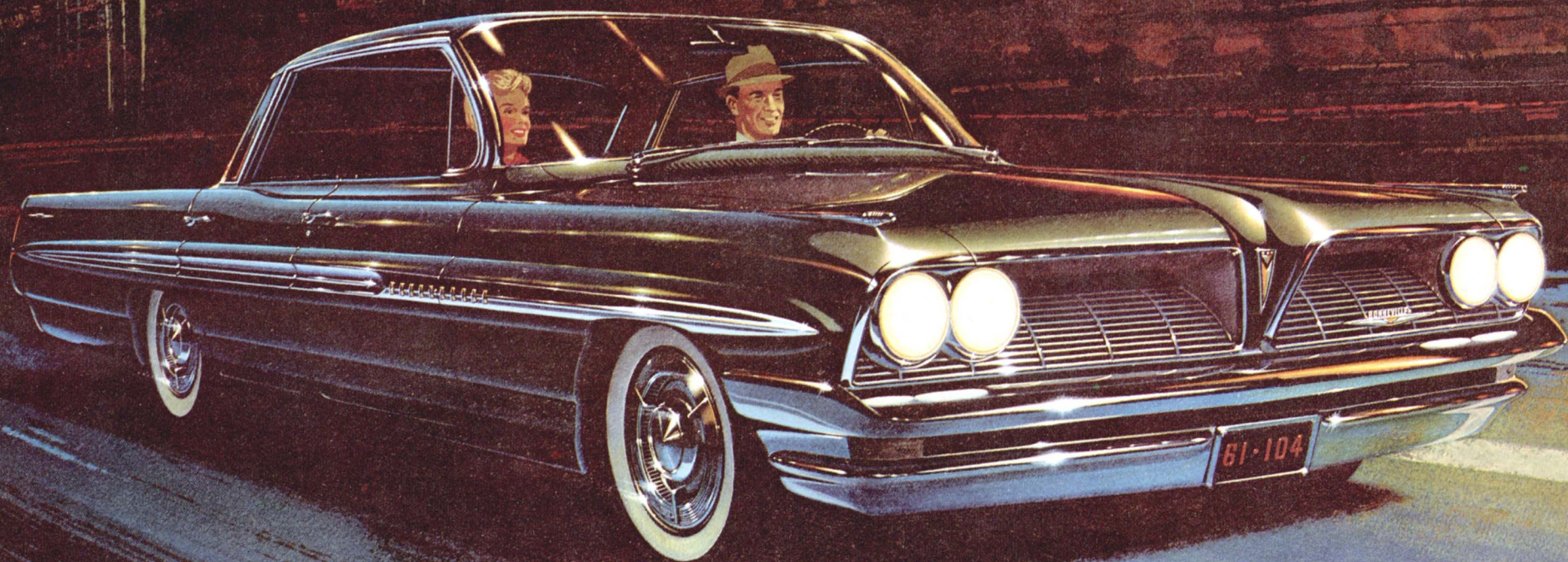
**Catalina 6-passenger and Bonneville Custom Safaris**  
With both seats up—6 passengers plus 300 lbs. of cargo . . . 5 ft. of load length or 18.5 sq. ft. of floor area (tailgate closed). Allowable load with driver—1,050 lbs. Open tailgate adds over 2 ft. of load space.



**Catalina 9-passenger Safaris**  
Capacities same as above first and second seat arrangements. Nine passengers with foldable rear seat up. Electrically operated, dash-controlled tailgate window standard (extra cost on other Safari models).

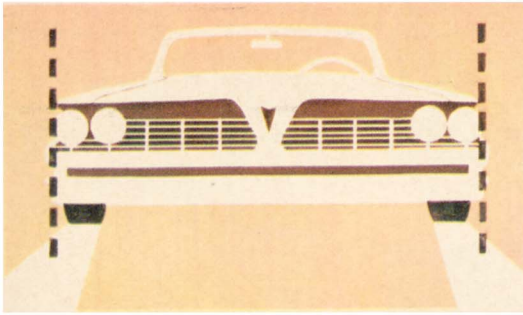
*From the industry's most road-minded engineers...*

**AMERICA'S FINEST PERFORMANCE  
HANDLING AND ROADABILITY**



AF VK

## 1961 PONTIAC SPECIFICATIONS



### THE ONLY WIDE-TRACK CAR

Nothing takes to the road like a Wide-Track Pontiac. Body and chassis are completely integrated to Pontiac's exclusive Wide-Track design. Steering is more precise . . . control is firmer . . . ride is smoother and steadier. Weave, lean, sway and wind-drift are noticeably lessened. You feel a mastery of control you've never known before—a sense of security and stability no narrower track car has achieved.

### ELEVEN NEW TROPHY V-8 POWER CHOICES

Performance minded? No other car in Pontiac's field offers so many engine-transmission-axle options. And all of Pontiac's power teams offer improved fuel induction system; higher performance; more efficient new intake system. New use of aluminum reduces dead weight. New oil pan requires only four quarts at change time (five quarts with filter change).

### NEW FRONT SUSPENSION

Significant advancements provide a smoother, softer ride. Front lower control arms are swept back for anti-dive control. Springs and shock absorbers are tuned for maximum softness with steadiness.

### NEW PERIMETER FRAME

You ride *in* it, not *on* it—surrounded by heavy steel side members. This new design permits lowering the floor, allows more comfortable chair-height seats.

### NEW FOUR-LINK REAR SUSPENSION

Even washboard roads knuckle under to Pontiac's entirely new rear suspension system. You get a softer ride, shake is virtually eliminated and cornering stability is greatly increased.

### FLEXIBLE JOINT STEERING GEAR

See a bump ahead? You'll scarcely feel it at the steering wheel because Pontiac's flexible coupling cushions road shock, minimizes wheel fight. New on manual steering models.

### TWO NEW, IMPROVED SUPER HYDRA-MATIC TRANSMISSIONS\*

A completely new, lighter, compact and simplified Hydra-Matic transmission is available on Catalina and Ventura models. A larger unit is offered on the Star Chief and Bonneville series.

### FOUR-SPEED STICK TRANSMISSION\*

Want the ultimate in performance? You get it with Pontiac's four-speed, floor-mounted, Syncromesh transmission (stick shift). Here is precision shifting at its exciting best. Available on special order.

### AIR-COOLED, TRUE CONTOUR BRAKES

Stops are smoother, surer. Brake life is longer, because cooling flanges capture air, dissipate heat. Generous linings (precision fit to lining and drum) and large front cylinders increase brake life and efficiency. Pedal-to-piston travel ratio is improved for better pedal feel, especially when linings are worn.

\*Optional at extra cost.

**GENERAL DIMENSIONS:** Tread, 62.5". Wheelbase, Catalina and Ventura, 119", Star Chief and Bonneville, 123". Over-all length, Catalina and Ventura, 210", Star Chief and Bonneville, 217", all Safaris, 209.7". Over-all width, 78.2".

**CHASSIS—FRAME:** Perimeter design with box section structure. Entire passenger compartment is encircled by heavy steel side members. Five crossmembers join side bars for engine and body mounting.

**WHEELS AND TIRES:** 14 x 6K steel disc wheels with 8.00 x 14 four-ply low pressure tubeless tires. 8.50 x 14 standard on Safari Station Wagons and all cars equipped with air conditioning, available on all models at extra cost.

**FRONT SUSPENSION:** Ball joint independent front suspension. Large diameter, low rate coil springs. Torsion-action front stabilizer bar.

**FOUR LINK REAR SUSPENSION:** Angle mounted upper and lower control arms. Large diameter, low rate coil springs. Drive and torque taken through control arms.

**STEERING:** Link parallelogram with recirculating ball bearing gear. Over-all ratio, Manual—29:1, with optional Power, 22.5:1.

**BRAKES:** Air cooled, internal expanding hydraulic type. Two shoe, single anchor. Drum diameter—front, 11", rear, 11". Total area, 191 sq. in.

**TRANSMISSION AND DRIVE TRAIN:** Hydra-Matic transmission optional at extra cost. Two 3-speed synchromesh transmissions are available. 4-speed synchromesh transmission available (on special order). For more specific information see your dealer. Safe-T-Track differential optional at low extra cost.

**BODY—CONSTRUCTION:** Fisher all-steel body with reinforced side rocker panels. Safety Plate Glass in every window. "Magic Mirror" acrylic lacquer on all models.

**ELECTRICAL SYSTEM:** 12 volt system, 53 amp battery with 8.6:1 compression engines, 61 amp battery with 10.25:1 or 10.75:1 engines.

**ENGINE—GENERAL DESCRIPTION:** Trophy V-8—short stroke 90° V-8 design. Hydraulic valve lifters. Bore and stroke 4 $\frac{1}{16}$ " x 3 $\frac{3}{8}$ ". Displacement 389 cu. in. Alloy cast iron block, 5 main bearings with 3" journals. Taxable horsepower 52.8.

### QUICK REFERENCE ENGINE DATA

Engine	Transmission	Compression Ratio	Max. Horsepower at R.P.M.	Max. Torque at R.P.M.	Standard Rear Axle Ratio
Trophy V-8 2-BBL Std.	Std. Transmission Catalina, Ventura, Star Chief	8.6:1	215 @ 3600	390 @ 2000	3.23:1
	Hydra-Matic Transmission Catalina, Ventura, Star Chief	10.25:1	267 @ 4200 (C) (V) 283 @ 4400 (S)	405 @ 2400 (C) (V) 413 @ 2800 (S)	2.69:1 (C) 2.87:1 (V) (S)
Trophy V-8 4-BBL Std.	Std. Transmission Bonneville Only	8.6:1	235 @ 3600	402 @ 2000	3.23:1
	Bonneville with Hydra-Matic and Star Chief with 4-BBL Opt.	10.25:1	303 @ 4600	425 @ 2800	2.87:1
4-BBL Carburetor Optional	Manual Trans. Catalina, Ventura, Star Chief	8.6:1	235 @ 3600	402 @ 2000	3.23:1
	Hydra-Matic Transmission Catalina and Ventura	10.25:1	287 @ 4400	417 @ 2400	2.69:1 (C) 2.87:1 (V)
Trophy V-8 w/Tri-Power 3 2-BBL	Heavy Duty Std. 3-Speed Manual Trans.	10.75:1	318 @ 4600	430 @ 3200	3.23:1
	Hydra-Matic Transmission	10.75:1	318 @ 4600	430 @ 3200	2.69:1 (C) 2.87:1 (S) (V) (B)
Trophy V-8 Economy Special 2-BBL	Hydra-Matic Only	8.6:1	230 @ 4000	380 @ 2000	2.56:1*

(B)—Bonneville Models. (C)—Catalina Models. (V)—Ventura Models.  
(S)—Star Chief Models. \*All cars equipped with Air Conditioning use 2.87:1.  
333 H.P. and 348 H.P. Trophy V-8 A Engines available on special order.

NOTICE: All options noted herein, including whitewall tires, special Catalina Custom Trim, radios and heaters illustrated on some models, are extra-cost equipment unless otherwise specified. Reference to interior leather applies to prime surface area of seat cushions and backs except for decorative accents. Ask your dealer for information on special equipment you desire.

Pontiac Motor Division of General Motors Corporation reserves the right to make changes at any time, without notice, in colors, materials, equipment, specifications, prices and models—and also to discontinue models. The right is also reserved to change specifications, parts, or equipment without incurring obligation to equip cars built prior to date of change.

# Custom-build your Pontiac (just as you want it)

Pontiac offers the widest selection of optional equipment and accessories. Use this check list to help order your new Pontiac personally built to your driving needs. See your dealer or salesman about other Pontiac-engineered items available.

## FACTORY-INSTALLED GROUPS

- Basic group:** Circ-L-Aire heater and defroster • Super Deluxe radio • Back-up lamps • Heavy duty air cleaner • Dual speed electric wipers (std. on Star Chief and Bonneville) • Custom foam front cushion
- De luxe basic group:** Same as above except with Separa-Phonic rear speaker and automatic signal-seeking radio
- Mirror group:** Outside remote control rear-view mirror. Inside non-glare tilt mirror. Visor vanity mirror
- Protection group:** Floor mats (front and rear compartment) • Spare tire and wheel cover (standard on Bonneville. Not required on Safari)
- Lamp group:** Glove compartment lamp • Luggage compartment demountable extension lamp (under hood on Safaris) • Courtesy lamps (standard on Catalina Convertible and all Bonneville) • Lighter and ash tray lamps • Parking brake warning lamp • Dome and reading lamp (exc. Convertibles)
- Safety group:** Windshield washers • Safe-guard speedometer with fuel level lamp • Instrument panel cushion (standard on Bonneville)
- Decor group:** Catalina only: Custom steering wheel • De luxe wheel discs • Custom trim moldings • Right-hand extra ash tray for front seat passenger

## INDIVIDUAL OPTIONS AND ACCESSORIES

- Safe-T-Track differential
- E-Z-Eye tinted glass
- Power steering
- Magi-Cruise
- Circ-L-Aire Air conditioning
- Hydra-Matic Drive
- Power brakes
- Power seat
- Power window lifts (front and rear)
- Circ-L-Aire heater and defroster
- Economy regular-fuel Trophy V-8 (no extra cost with Hydra-Matic)

**Circ-L-Aire Air Conditioning**—Air conditioning is a year-round comfort; maintains all-season temperature just where you want it; filters out dust and pollen; lets you enjoy radio in noisy traffic with windows closed; eliminates window fogging in rain. Today's fastest-growing accessory that retains much of its value at trade-in time.

**Circ-L-Aire Heater and Defroster**—Full-Flow air movement through entire interior. Push-button control. Directs warm air to rear compartment by jet-type nozzles.

**"Wonder-Touch" Power Steering**—Less than two pounds of steering effort normally required. Still retains good road feel, yet provides fingertip parking and good return after cornering.

**Safe-T-Track Differential**—Delivers power in direct ratio to the grip of each rear wheel. You won't get stuck in mud or snow if either wheel maintains traction.

**Power Window Lifts**—Front and rear windows can be raised or lowered from driver's main control panel or from individual windows.

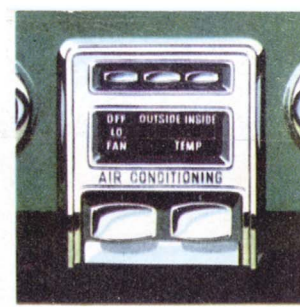
**Power Seats**—Women like this easy way to adjust seats when two people drive the same car. Six-way finger-touch adjustment: forward, backward, up and down; forward and backward tilt provide instant adjustment while driving to minimize fatigue on long trips.

**"Wonder-Touch" Power Brakes**—You'll be surprised how Pontiac provides so light a feel with such positive control. Even quick stops are smoother, surer and easier.

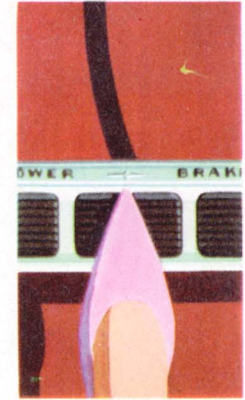
**Magi-Cruise**—If you do much turnpike driving, you'll want this automatic control that retains throttle setting with foot removed from accelerator pedal. A touch of the toe to the brake pedal restores normal control.

**E-Z-Eye Glass**—Reduces glare and heat with fully tinted glass. Decreases headlight glare.

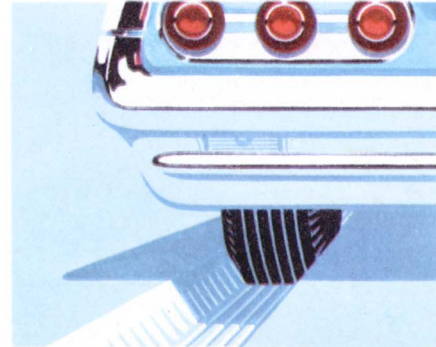
**Aluminum Wheels**—Brakes run cooler and heat with exclusive wheel hubs and brake drums. Finned face and drum set up a stream of cool air to make them practically immune to fade.



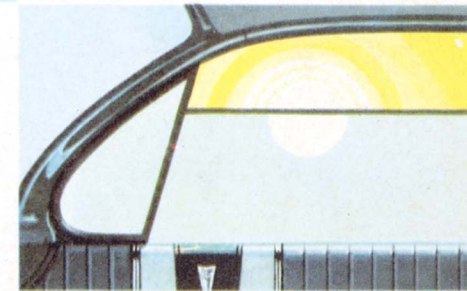
CIRC-L-AIRE AIR CONDITIONING



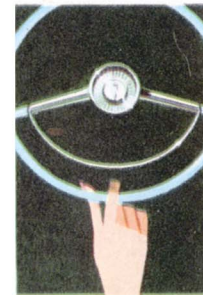
POWER BRAKES



SAFE-T-TRACK DIFFERENTIAL

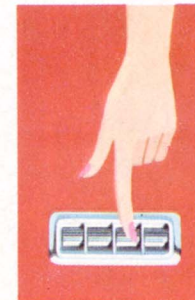


E-Z-EYE TINTED GLASS

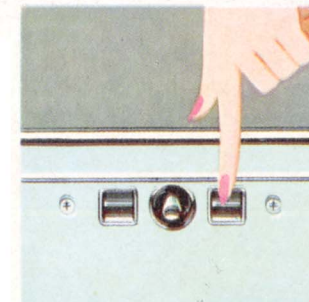


POWER STEERING

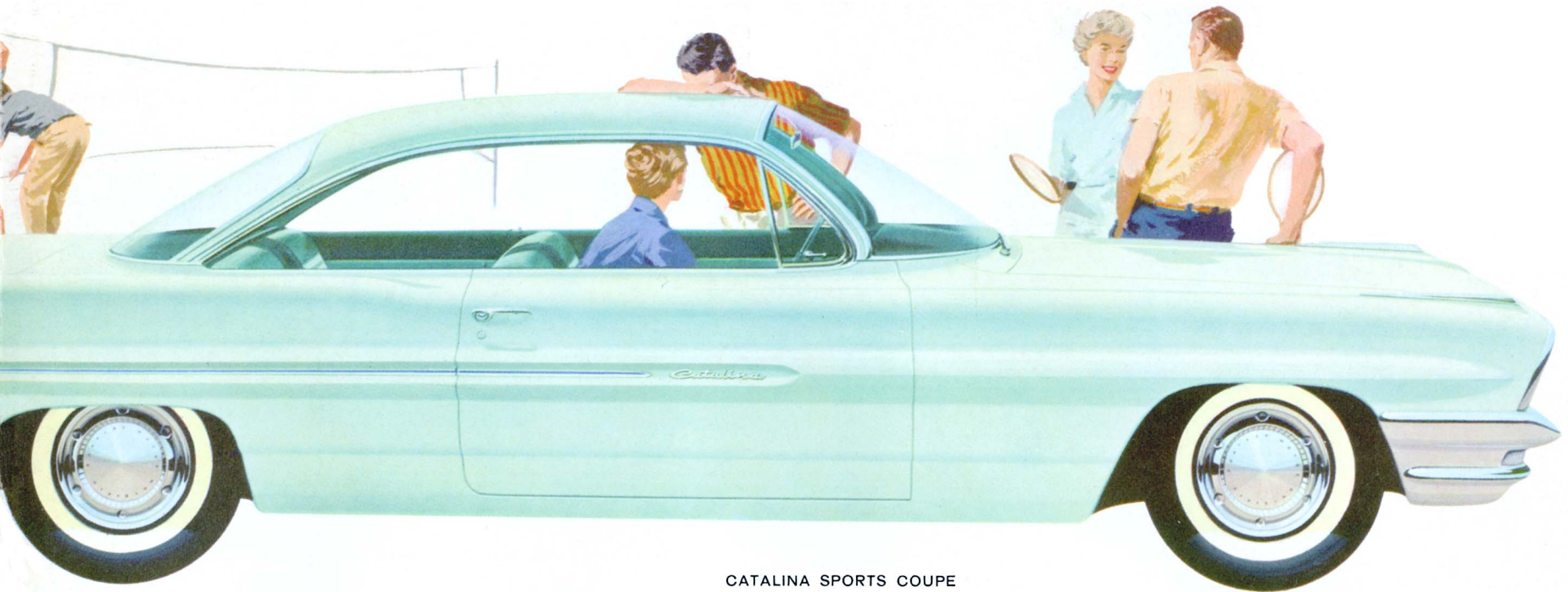
POWER WINDOW LIFTS



ALUMINUM WHEELS



POWER SEAT



CATALINA SPORTS COUPE

## Catalina

Look anywhere—you won't find a car even close to the Catalina in price that provides the pleasure of the wonderful move to Pontiac . . . the only Wide-Track car. Go easy

on the pedal—there's a 267 h.p. \* Trophy V-8 just raring to go. You can see right here how good it looks. Your Pontiac dealer has one handy to show you just how good it feels.

*\*With Super Hydra-Matic*

Catalina Sports Coupe and Vista models combine a strikingly striped pattern cloth with Morrokide in five beautiful three-tone color combinations. The floor covering is deep loop pile carpeting with vinyl surfaced rubber.

