

IT'S EASY TO  
**see**  
WHY

THE HOT TOPIC IS THE NEW  
**TEMPEST**  
WITH  
**PONTIAC  
POWER STEERING**



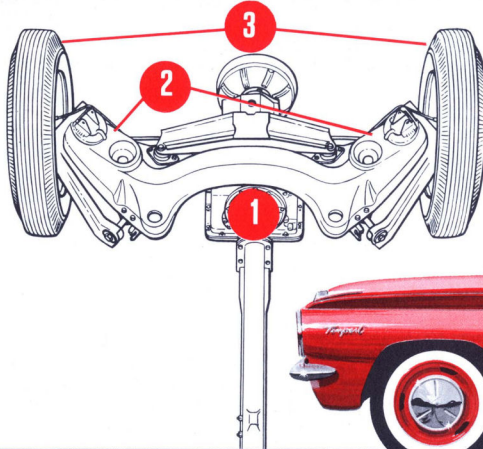
**PERFECT BALANCE**

TAKE A

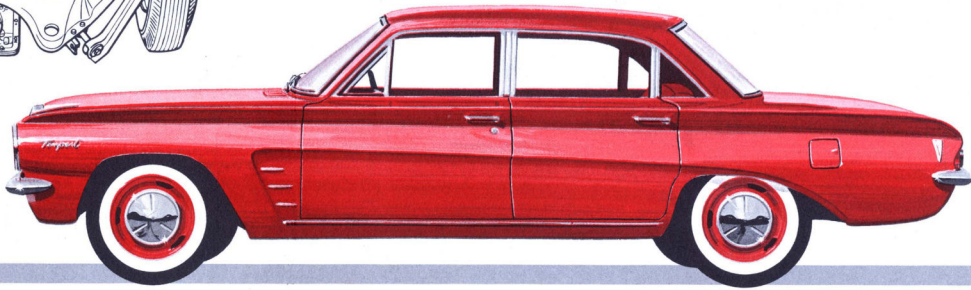
**LOOK**

at four good reasons why:  
**PONTIAC POWER STEERING**  
just naturally goes with the new  
**TEMPEST**





# 4 Four good reasons why Pontiac Power Steering just naturally goes with the new Tempest!

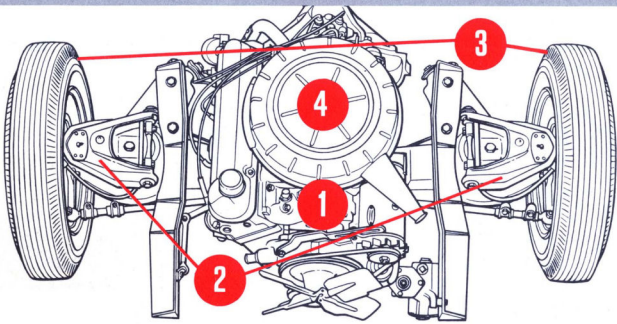


**1** Pontiac Power Steering and the Tempest's 50-50 balance  
 Engine up front, transmission at the rear. Perfect balance makes Tempest ride like the big ones! Nearly equal load on every wheel. Better braking and improved traction in snow, sand, mud. Pontiac Power Steering adds still more! Snap-to-it response and easier control heightens feeling of security and assurance. A real wonder in any class for smoothness, stability and big-car handling!

**2** Pontiac Power Steering and the Tempest's 4-wheel suspension  
 Each wheel acts freely and separately. Keeps Tempest on an even keel over bumps, ruts, dips and holes. Smooths out shock and vibration. Pontiac Power Steering hands you an added bonus on all counts: Steering effort is reduced. Steering action is faster than ever. Cuts down even further on road shock. Easier to stay on course.

**3** Pontiac Power Steering and the Tempest's wide-track wheels  
 An important Tempest feature—The track is wider than most compacts. Means less lean and less sway . . . better stability and better handling on turns and curves. Power steering's precision control ties in here, too. Gives you further assist for instant, almost effortless steering on the road ahead. Slightest pressure on the wheel gives you secure, confident control in the toughest going!

**4** Pontiac Power Steering and the Tempest's Trophy 4 Engine  
 Eager to move out, primed to scoot on less gas. Four engine options: 110 to 155 h.p. Has the power for quicker, safer passing. Even tops performance of a number of higher-powered, full-size cars. Pontiac Power Steering gives you extra handling performance, too! Less time and effort slipping into smallest parking places.



## Really performs in every driving situation . . .

**PARKING**—Pontiac Power Steering evens out the inches in large parking places, small parking places. With light touch on the wheel, the Pontiac Tempest eases in quickly and securely. Just one of the pleasant surprises Tempest with Power Steering offers!

**TRAFFIC**—Bumper-to-bumper traffic won't faze you in the Pontiac Tempest with Power Steering. Reassuring response at every movement of the steering wheel safely guides you through ticklish traffic. Sports car agility with big-car comfort.

**HIGHWAY**—The Tempest with Pontiac Power Steering virtually takes care of itself on long trips. You travel completely relaxed. You arrive more refreshed. Pontiac Power Steering helps make the Tempest a real trail-blazer!