



Parisienne Sport Sedan



Wherever roads lead, the celebrated Pontiac shield is a recognised symbol of quality and leadership. And never did it ride more proudly than on this latest and greatest of Pontiacs - the new Parisienne Sport Sedan. The following pages give you some idea of the pleasures in store for you when this magnificent car comes into your life. But a few minutes behind the wheel will make the point with much more eloquence. Your GMH Pontiac Dealer will be glad to arrange it for you.

Pontiac - built to excel in any company!

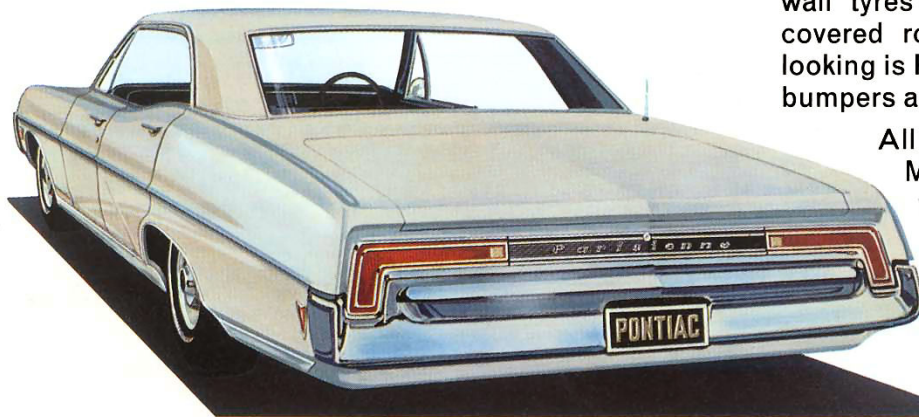




Bold new beauty with an eager-to-go look.

Nearly 18 feet of muscle and magnificence — that's Pontiac Parisienne. Just the sight of it cruising down your street is bound to bring admiring glances. But what makes Pontiac stand out is more than mere size. It's the new, lean look of action in every line.

You see it first in that massive peripheral bumper, with broad centre bar, that surrounds an all-new grille up front. Very poised and purposeful. And this impression

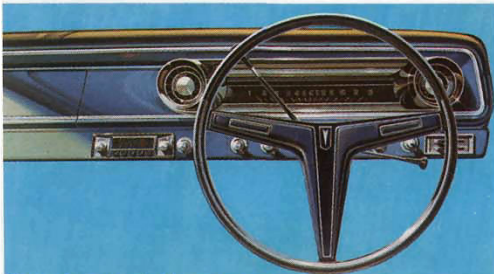


grows as your eye scans back over a long, low bonnet curving upwards as it meets the windshield. No protruding wipers to break this graceful line; they're tucked away in a hidden recess, ready to come out when it rains.

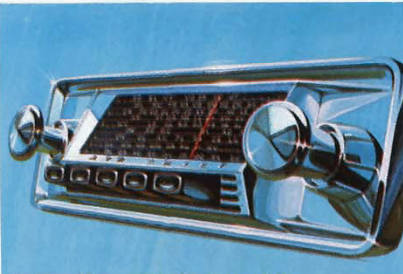
Continuing aft, a dramatic pillarless roofline sweeps down to a concave window and gently sloping boot lid at rear. Enhancing the side view are triple-band white-wall tyres and, if you so elect, a handsome vinyl-covered roof in black or parchment. Equally good-looking is Pontiac from the rear, with deep wrap-around bumpers and distinctive new L-shaped lamp clusters.

All this beauty is there to stay. Pontiac's "Magic-Mirror" acrylic finish, in glamorous new hues, will stay bright and gleaming, year after year, with minimum care. And thanks to "Rustgard" — a new and very thorough anti-corrosion process — you can put the fear of rust right out of your mind.

Now we come to what's *inside* the new Pontiac. And what a story *that* is!



New elegance before your eyes.



11 transistor push button radio.



New anti-theft buzzer



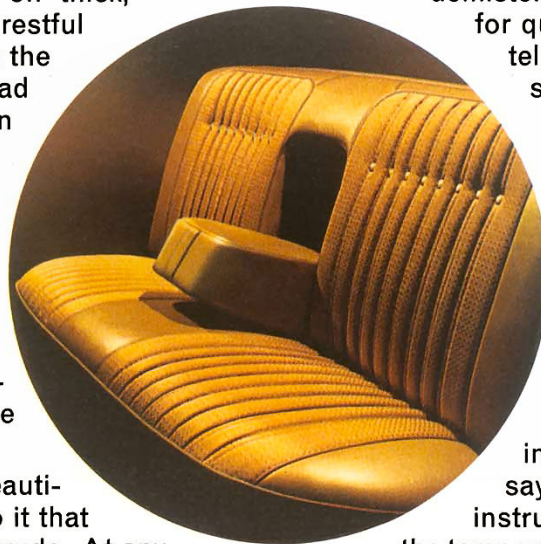
Air-conditioning by Frigidaire.

On the lookout for luxury? Please be seated.

Pontiac's open door welcomes you to an interior opulent enough for an emperor. Feast your eyes on the sample at left. Those Morrokide-and-woven-nylon seats look almost too sumptuous to sit on. But once you do, you'll almost feel you're floating on thick, moulded foam latex cushioning—as restful after a long day's drive as it was at the beginning. Front and rear, a broad centre armrest swings down to turn a wide bench into two personal armchairs.

High-fashion materials literally surround you — across the roof, behind the front seats, on the heavily-padded armrests, and right up to rollover level on all four doors. And under your feet the kind of plush-pile nylon-blend carpeting you'd be proud to have at home.

The sound-proofed perfection of a beautifully crafted Body by Fisher sees to it that road and engine noises never intrude. At any speed on any surface, the silence is almost eerie.



Getting down to details, it would almost be quicker to tell you what Pontiac *doesn't* have. But here are some of the ways it coddles you. There's a push-button, 11-transistor radio with rear seat speaker. A heater/demister built in to the engine compartment for quieter operation. An electric clock to tell you the time of day. A tinted windshield to soften the view; electric washers to keep it unobscured. A locking and lighted glove box. Even an anti-theft buzzer that warns you if you try to leave the car without taking your keys. All these are standard equipment, as are the many safety items (including energy-absorbing steering) we've listed on page 10.

And here's big news. Air-conditioning by Frigidaire can be yours if you say the word. It's installed under the instrument panel where you can control the temperature quickly and to your liking. And the big capacity fan is extra quiet.



Here's where you vote yourself into power.

When you're ready to take off and enjoy the sheer fun of driving a great motor car, Pontiac is ready.

Your pleasure starts with the fact that the Astro-Flame V8 engine displaces 327 cubic inches, has a 4-barrel carburettor and puts all of 250 horses under your personal command. This immense performance is coupled with Powerglide automatic transmission — so smooth that the power flow is virtually uninterrupted. You accelerate, pass and cruise with amazing ease and unbelievable quiet.

Pontiac is remarkably agile, despite its impressive size. You can handle it like a sports car and no wonder — you're riding on one of the most sure-footed suspension systems in the industry. There's a massive coil at every corner. With anti-dive and anti-squat control. Diagonally-mounted shock absorbers to resist sway. And precise power steering to further ease your command of the road.



Pontiac's ability to go is surpassed only by its ability to stop. Big 11 inch brake drums have dual circuits for safety and, with 198.4 square inches of bonded linings, they provide reassuring stopping power when you need it. Power assistance does the work, not your leg muscles. And the brakes adjust themselves automatically whenever you reverse and stop.

You can go a long way between stops with Pontiac's 20 gallon fuel tank. But never so far that there won't be a GMH Dealer close at hand. All ready to roll out the red carpet and give your Pontiac the efficient service it deserves (but seldom needs).

Maybe it's too early to be talking of resale. But it's good to know Pontiac has a great record for holding its value. Also for incurring few repair bills. Pontiac engineers take pride in designing cars that can take it. A fact that won't be forgotten by the next owner when his turn comes.

Pontiac handles so surely because it stands so wide.

(and that's just the start of the safety story.)

Your driving safety is Pontiac's driving ambition. So we start by giving you an extra-wide track (over 62 inches front and rear) for sure-footed stability on any surface. But Pontiac is more than just a safer car to drive. It's also a safer car to be riding in if an emergency *should* occur.

All the following safety features are standard equipment.

Energy-absorbing steering column. Developed by General Motors, it compresses as much as 8 inches under hard impact.

Dual-circuit braking. Front and rear brakes have separate hydraulic systems. If one loses pressure, you still have effective braking on the other two wheels. A tell-tale light on the dash panel also warns of any loss of pressure.

Safety padding at all possible danger spots — right across the dash panel, on both sunvisors, even around the door handles.
Safety-glass all round with "Modified Zone" for fail-proof visibility in front of driver.

Electric windshield washers for a clear view at all times.

Shatterproof inside rearview mirror "knocks out" under impact.

Glare reducing instrument panel, wiper blades and arms.

Lap-type front seat belts with anchor points at rear.

Childproof door locks and extra strong hinges.

Outside rearview mirror adjustable from driving seat.

Power steering and power brakes for easy control.

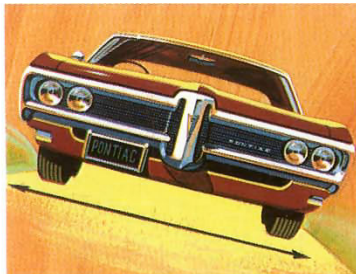
Self-adjusting brakes are always at peak efficiency.

Double-sided safety rims on all wheels.

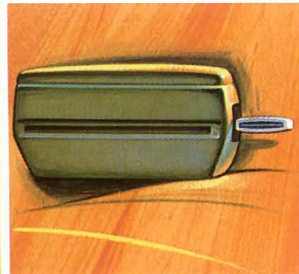
Back-up lights go on automatically when you're in reverse.

Side marker lights at rear are part of the Pontiac crest.

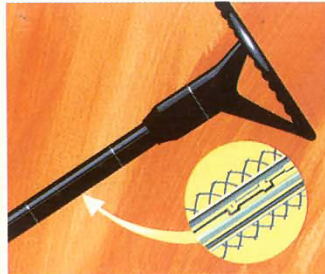
Positive crankcase ventilation reduces air pollution.



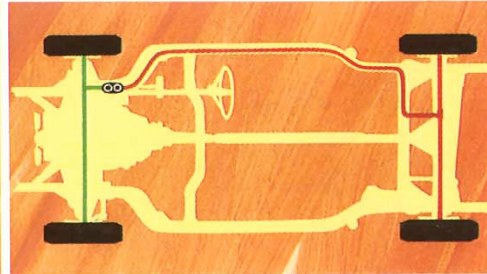
Wider track for extra stability



Recessed, padded door handles



Energy-absorbing steering column



Dual circuit braking

New Pontiac colours.

(Choose carefully—you'll be driving a car that's noticed.)

Pontiac's "Magic-Mirror" acrylic finish effectively resists fading, chipping and discoloration . . . stays bright and beautiful for years with very little care on your part. All colours except White and Black are in glamorous

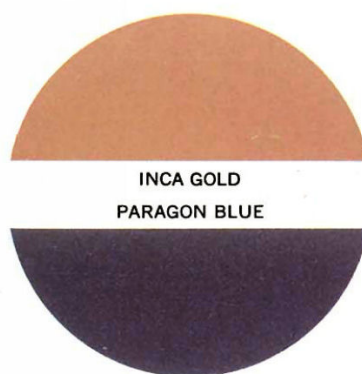
metallic finish and, if you wish, are available in two-tone combinations, with Grecian White on top. Or you can order a handsome vinyl-covered roof in Black or Parchment.



GRECIAN WHITE
TENNYSON TURQUOISE



SILVER MINK
HACIENDA BLUE



INCA GOLD
PARAGON BLUE



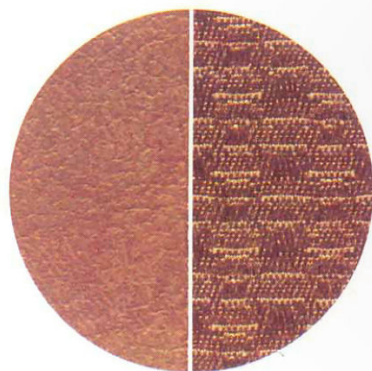
BURGUNDY MAROON
WARRIGAL BLACK

Interior trims.

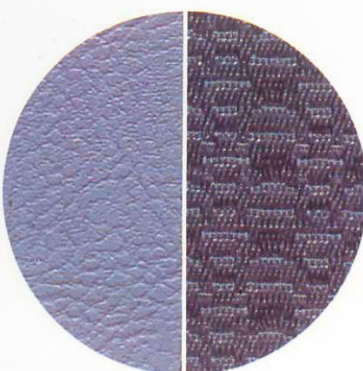
In lavish Morrokide and nylon-woven cloth.

Any of the interiors shown may be ordered if your exterior colour is Grecian White. The black interior is

available with all exterior colours except Warrigal Black. With other exterior colours, interiors are keyed to tone.



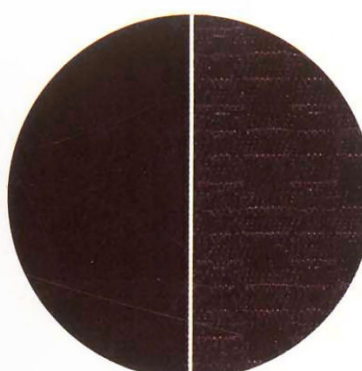
BUCKSKIN FAWN
with
RAIMENT FAWN



TEAL BLUE
with
PHEASANT BLUE



YULUNGA MAROON
with
RUBIENT MAROON



BLACK
with
BLACK

Pontiac Parisienne Sport Sedan.

The facts and figures.

ENGINE

Astro-Flame V8. Bore 4.001 ins. Stroke 3.250 ins. Capacity 327 cu. ins. Compression ratio 8.75:1. Max. horsepower 250 @ 4,800 rpm. Max. torque 325 lb./ft. @ 3,200 rpm. RAC rating 51.2 h.p.

ENGINE FEATURES

90°-V8 o.h.v. engine. 5-bearing crankshaft. Hydraulic valve lifters. Aluminium alloy pistons and main bearings. Positive crankcase ventilation. Full-pressure lubrication system. Full-flow oil filter. Automatic choke.

FUEL SYSTEM

Fuel tank capacity 20 imp. gallons. 4-barrel carburettor.

ELECTRICAL

12 volt system. 60 amp. hour capacity battery. Alternator.

TRANSMISSION

Powerglide automatic transmission. Two-speed, 3-element torque converter with hydraulically controlled planetary gears.

SUSPENSION

Full coil suspension front and rear. Direct double acting shock absorbers. Front stabiliser bar.

REAR AXLE

Salisbury, semi-floating type. Ratio 3.55:1.

BRAKES

Four-wheel hydraulic, self-adjusting vacuum power brakes with a tandem master cylinder operating individual circuits for front and rear brakes. 11" dia. drums. Bonded linings. Foot operated parking brake operates rear brakes . . . 'T' handle release.

STEERING

Hydraulic power steering. Gear ratio 17.5:1.

WHEELS AND TYRES

Steel disc wheels. 8.15 x 15 — 4-ply rayon low profile tubeless tyres. Triple-band whitewall.

DIMENSIONS

Overall length 216.5 ins. Overall width 79.8 ins. Overall height (laden) 54.4 ins. Wheelbase 119 ins. Track — front 62.5 ins., rear 62.4 ins.

LIGHTS

Four sealed beam headlights. Parking lights. Tail and stop lights.

Self-cancelling flashing turn signals visible from each side as well as front and rear. Rear licence plate light. Back-up lights. Central dome light operated by front door courtesy switch. Illuminated transmission indicator quadrant. Variable indirect instrument cluster illumination. Brake hydraulic system warning light incorporated in park brake warning light. Glove box light. Vehicle has front side marker lights incorporated in 'wrap-around' park/turn signal lamps and rear side marker lights housed in Pontiac vee crest.

EQUIPMENT AND FEATURES

Push button 11 transistor radio with rear speaker. 'Modified Zone' windshield. Recessed 2-speed electric windshield washers. Tinted windscreen. Metallic Magic-Mirror acrylic lacquer finish. 2-key locking system. Ignition key warning buzzer. One key ignition and door locks, other for glove box and luggage compartment lock. Nylon cloth and Morrokide trim. Colour matched carpet in front and rear. Boot lined with black carpet. Armrests on all doors. Centre armrests front and rear. Coat hooks and assist straps. Heater demister. Glove box lock. Dual matched horns. Dual padded sun visors. Anti-glare interior rear-view mirror. Cigar lighter. Electric clock. One ashtray in instrument panel, one ashtray in each of rear door armrests. Winder-operated ventipanes. Lap type front seat belts. Seat belt anchorage points rear floor. Wheel trim rings. Snap-on vinyl spare wheel cover. Estimated kerb weight 4,036 lbs.

OPTIONAL CUSTOM FEATURES

Frigidaire Air-Conditioning. Black or Off-white Vinyl Roofs. Nylon cord tyres with triple White band.

THE GMH WARRANTY

Protects your Pontiac for 12 months or 12,000 miles of operation. In addition, your GMH Pontiac Dealer provides a free inspection and adjustment after the first 2,000 miles.

CONFIDENTIAL HIRE PURCHASE

General Motors Acceptance Corporation provides confidential hire purchase facilities through Holden Dealers everywhere.

Specifications and equipment subject to change without notice.

Note: The heavy chrome Pontiac display plate illustrated in place of the front registration plate is not available in production.

