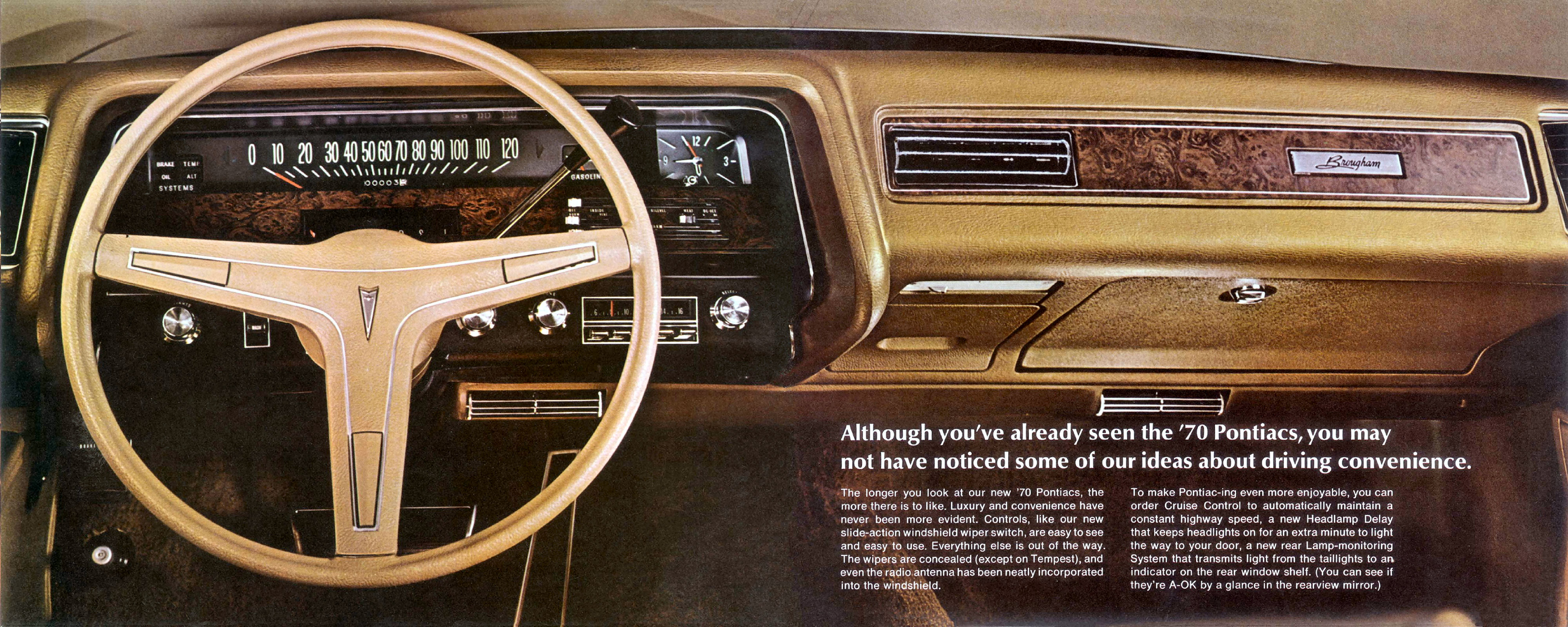




Take a good close look at what you're getting inside.



Although you've already seen the '70 Pontiacs, you may not have noticed some of our ideas about driving convenience.

The longer you look at our new '70 Pontiacs, the more there is to like. Luxury and convenience have never been more evident. Controls, like our new slide-action windshield wiper switch, are easy to see and easy to use. Everything else is out of the way. The wipers are concealed (except on Tempest), and even the radio antenna has been neatly incorporated into the windshield.

To make Pontiac-ing even more enjoyable, you can order Cruise Control to automatically maintain a constant highway speed, a new Headlamp Delay that keeps headlights on for an extra minute to light the way to your door, a new rear Lamp-monitoring System that transmits light from the taillights to an indicator on the rear window shelf. (You can see if they're A-OK by a glance in the rearview mirror.)



Pontiac-ing is more enjoyable this year— even if you're a passenger

A number of thoughtful little touches make riding in a 1970 Pontiac a real moving experience. Comfort and convenience are the watchwords, and there's tasteful new beauty in the interior appointments. Shown is the Brougham Custom Interior available in 2-door and 4-door Bonneville Hardtops.

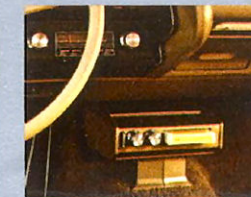
If you're a front-seat passenger, you get to select the music to play on the available Stereo Tape Player. As a rear-seat passenger

in a 2-door equipped with available Electric Door Locks, you'll appreciate the convenience of seat back locks that automatically release when a door is opened.

In any seat, you'll enjoy the ride while our available Air Conditioning system automatically maintains the desired temperature in all seasons. See below for some of the many ideas Pontiac has for spoiling you.



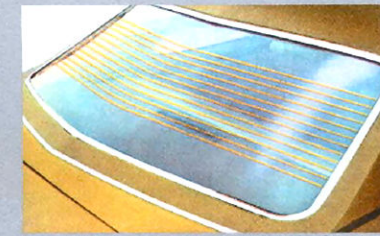
60/40 Front Seat (available when Brougham Option is specified on 4-door hardtop). Split arrangement puts 60% of the room on passenger side, 40% on the driver's side, for added passenger comfort. Each side adjusts individually with 2-way power for the driver and manual adjustment for passengers. Fold-down center armrest adds further luxury—and comfort.



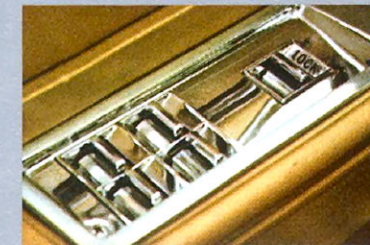
Stereo Tape Player (available). Plays popular 8-track stereo tape cartridges. Built-in amplifiers and tone controls. Two, stereo, rear speakers and special control for balancing volume between front and rear speakers.



Rear-seat Armrest (standard when Brougham Option is specified). Pulls down for increased passenger comfort and convenience. Folds up out of way when not wanted. Deep, comfortable padding. Wide enough for two passengers to use.



Rear-window Defroster (available). Electrically heated by current flowing through small electrical conductors on inside glass surface. Designed to keep rear window clear of condensation, snow and ice.



Power Windows (standard when Brougham Option is specified). Wired through ignition switch. Master control panel in driver's armrest operates any or all side windows. Also individual controls at each window. **Electric Door Locks** (available). Master controls, on both front doors, lock or unlock all doors simultaneously. On 2-door models, they include electric seat back locks that automatically unlock when doors are opened, automatically lock when doors are closed.



Assist Straps (standard when Brougham Option is specified). A fine-car feature located on back of front seats to make it extra easy for rear-seat passengers to get out.



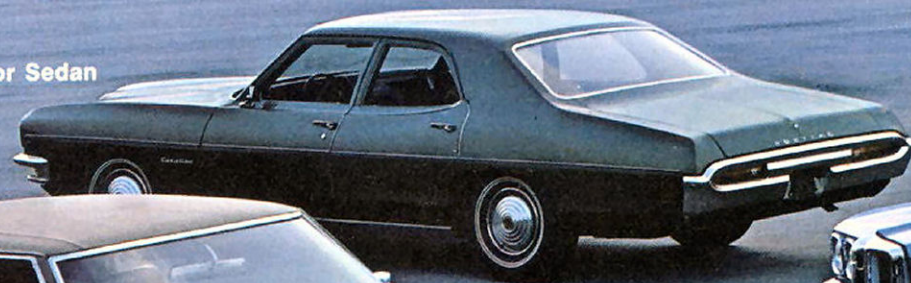
Special Door Appointments (standard when Brougham Option is specified). New pull-type inside handles all around. Fully carpeted lower door pads. Door inserts to match seat trim. Flexible door pulls. Ashtrays in door panels for front- and rear-seat passengers, with cigarette lighters in rear-seat ashtrays.



**And this is only one of 31
Pontiacs that can make your
life more beautiful.**

This is the 1970 Bonneville 4-door Hardtop. We've been showing you its available Brougham Custom Interior with 60/40 seat. Many of our visitors say it's 1970's most distinctively styled car. But there are 30 other 1970 Pontiacs, each with its own special brand of magic. Take a look at them on the following pages, then come on back to our showroom for a full review of the model that charms you most.

Catalina 4-door Sedan



Catalina Hardtop Coupe



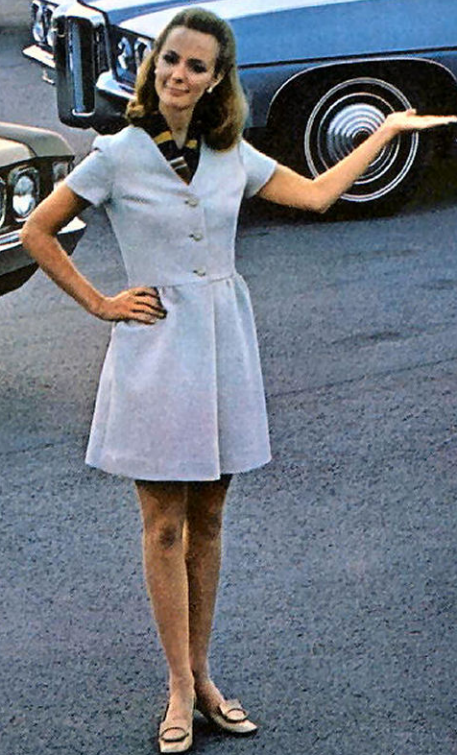
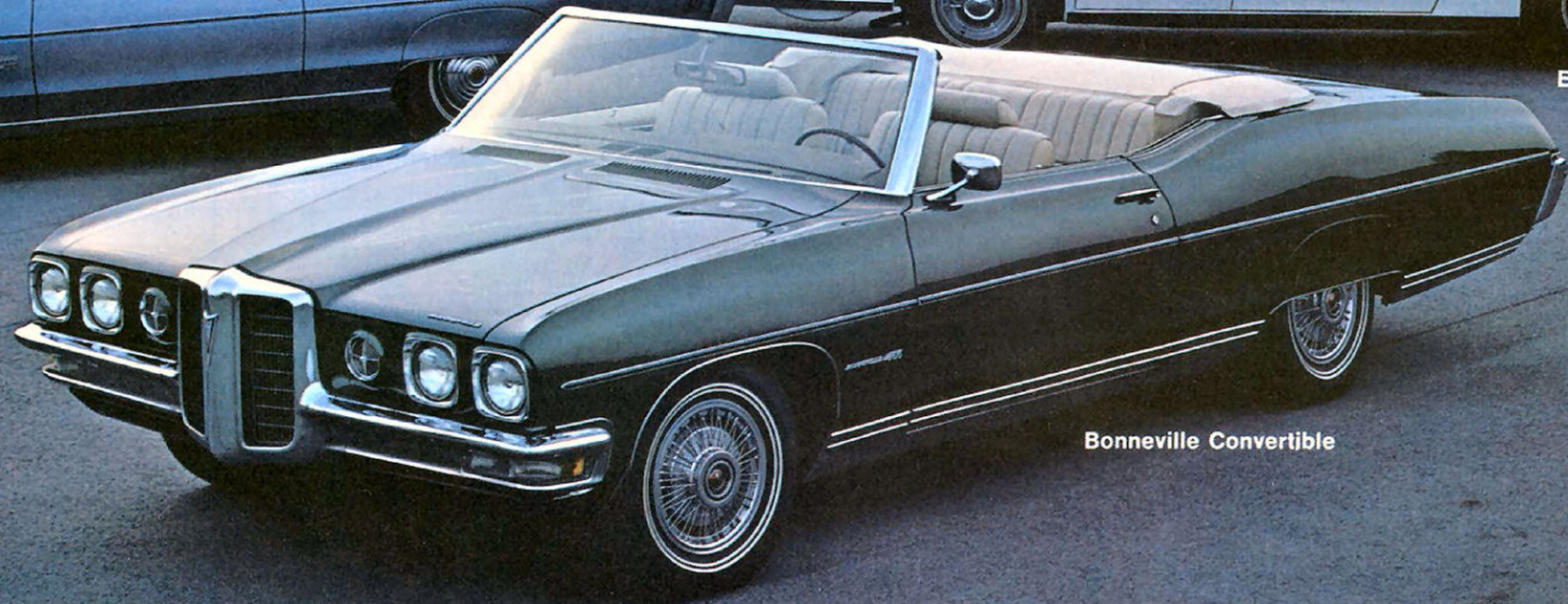
Executive Safari



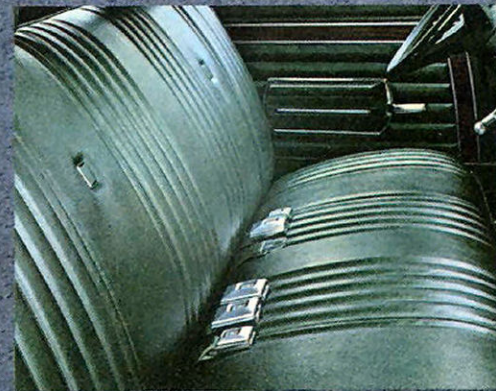
Grand Prix Hardtop Coupe



Bonneville Convertible



Grand Prix Interior



Ventura Custom Interior,
available on Catalina

Just look at your choice:
hardtops, convertibles,
wagons, sedans.

All beautiful, all Pontiac



Catalina Interior



Bonneville Convertible Interior



Executive Safari Interior



LeMans Sport Safari

LeMans Sport Hardtop Coupe

GTO Convertible

LeMans 4-door Hardtop

Tempest 4-door Sedan



LeMans Sport Safari Interior

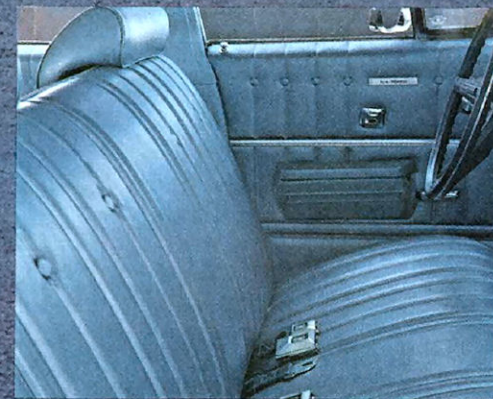


GTO Interior

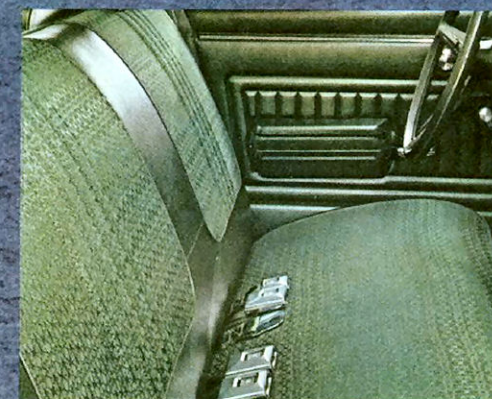
Pontiac looks.
Pontiac performance.
In a price range you're
sure to like.



LeMans Sport Interior



LeMans Interior



Tempest Interior



**Now that you're ready to pick out your
new Pontiac, come on back and see us.
We take the fun of driving seriously.**

Shown on the cars in this catalog, are some of the many options and accessories offered by Pontiac. They're available at extra cost, and well worth it in driving comfort and convenience. Pontiac Motor Division of General Motors Corporation reserves the right to make changes at any time, without notice, in colors, materials, specifications, parts or equipment without incurring any obligation to equip same on cars built prior to date of such change. Pontiac Motor Division, General Motors Corporation, 196 Oakland Avenue, Pontiac, Michigan 48053 Litho in U.S.A. Sp 3130

