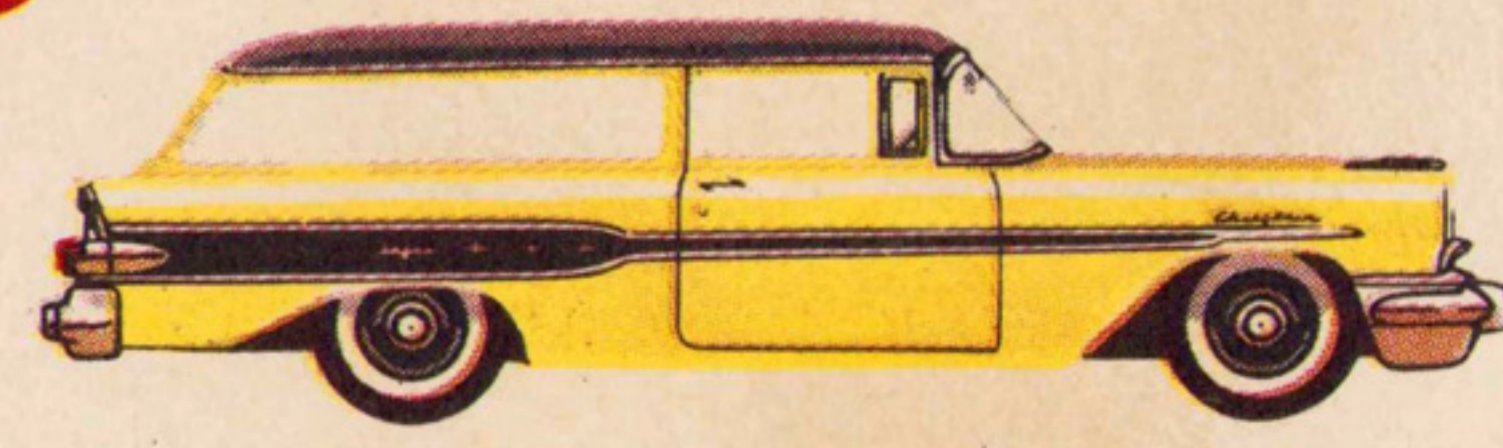
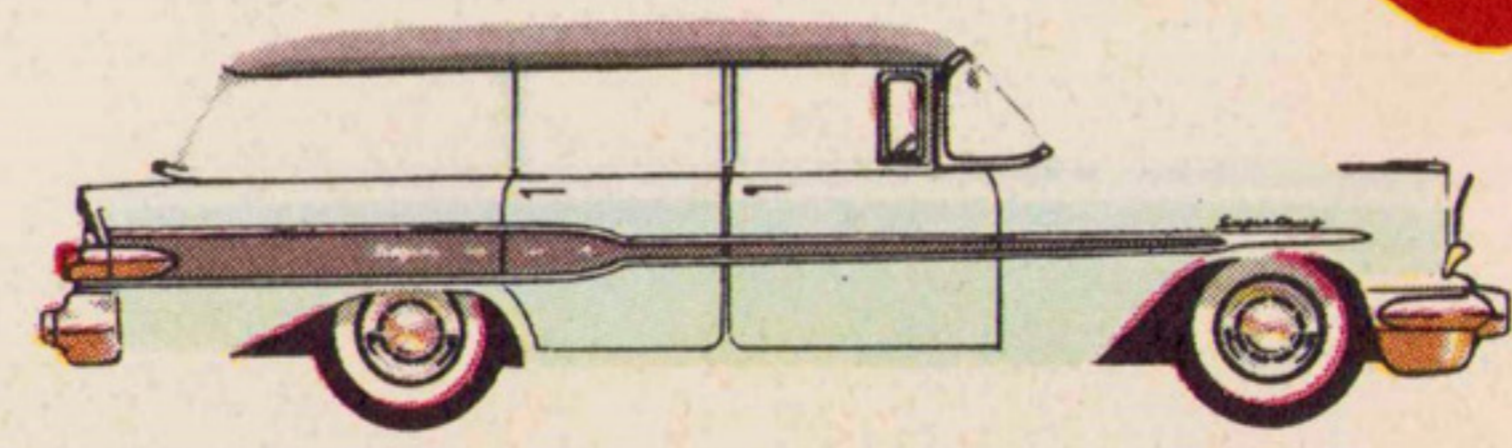
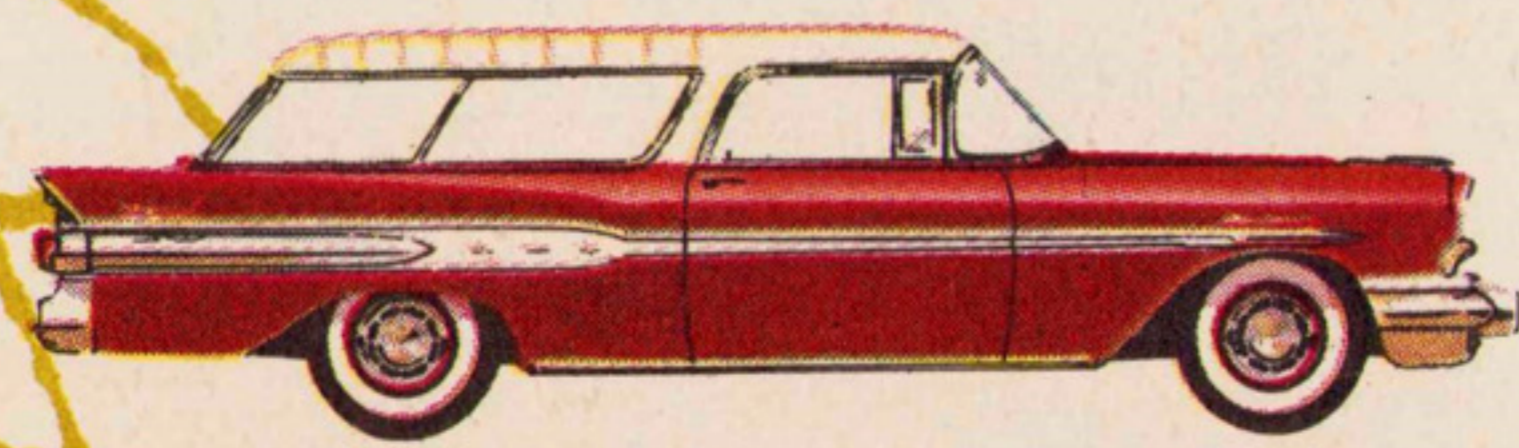
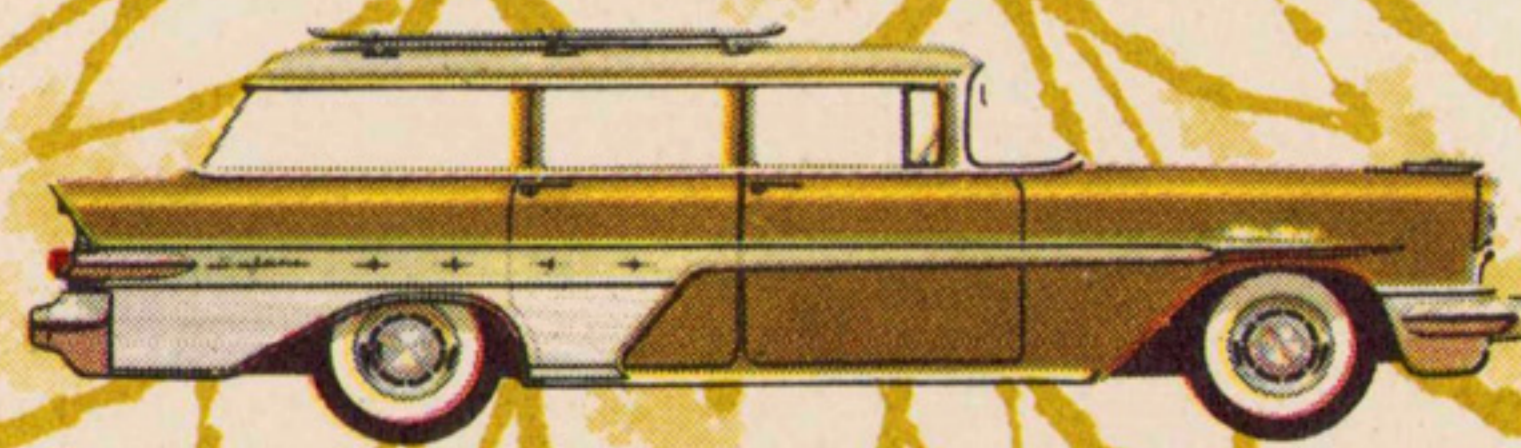


Set your sights on the most beautiful station wagons ever built . . .

THE 1957 PONTIAC

Safaris



FOR AN EXPEDITION OR A JAUNT...

You'll love every thrilling mile

in any one of Pontiac's 5 distinctive Safaris!



Inside, outside, going or coming, this is the car you've been waiting for! Useful, convenient—practical beyond imagination. Roomy, comfortable and so very, very beautiful! You travel like a millionaire, but you don't have to *be* one to take charge of one of these husky beauties. Safari prices make it *easy* to join the station wagon set.

As a family car—you just can't beat it! Lots of room for the children, groceries, shopping packages and extra space for the big loads (up to a half ton

or more). There's easy, effortless access to whatever you're carrying, and for passengers, too. Loaded or not, your Safari gives you a soft, steady ride that makes you know it's built for easy handling and cloud-soft comfort on *any* road. And what a handsome sight sitting in your driveway!

All this is yours in the '57 Safari, whichever model you choose. And there's sure to be one just right for you. You're invited to take your choice and try it today!

Completely new from power to personality...

New Performance—delivered by a new bigger-than-ever Strato-Streak V-8 engine delivering 270 h.p. in the Star Chief and Super Chief, 252 h.p. in the Chieftain when teamed with Strato-Flight Hydra-Matic*. A whopping 347-cu.-inch displacement . . . 10 to 1 compression ratio. New Tri-Power Carburetion System* boosts rating to 290 h.p. on basic engine—317 h.p. on special high performance engine.

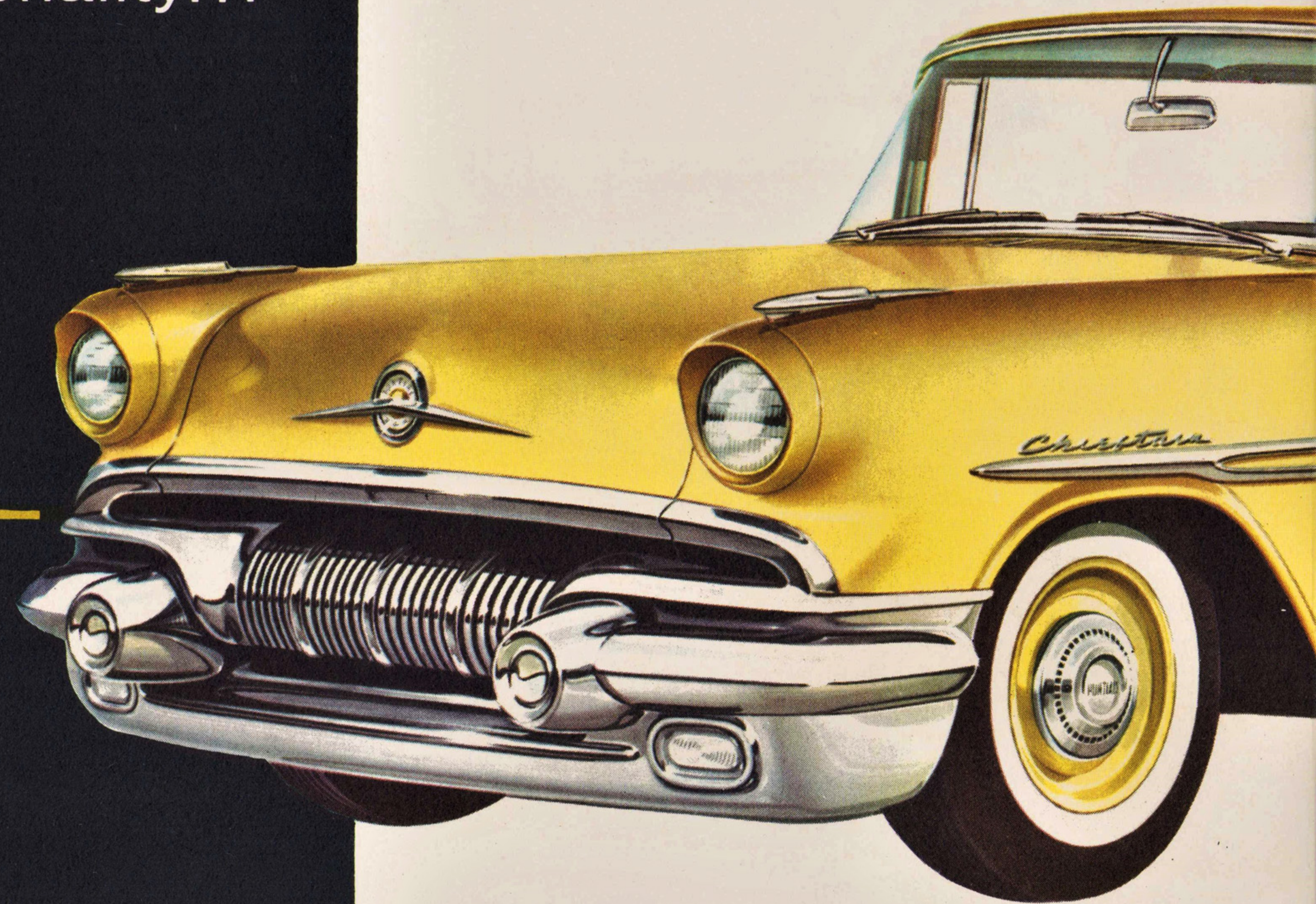
*An extra-cost option.

New Styling—featuring Star Flight Body Design (a Pontiac exclusive)—longer and lower than ever with a sleek, new follow-me flair. Inside, too!—there's a brand-new look of luxury with smart new fabrics (amazingly durable and easy to keep clean) and tasteful, fashionable appointments like those that you might choose.

New Roadability—that adds up to trigger-quick obedience and greater handling ease. Makes driving a real pleasure! Part of it is Pontiac's low center of gravity (gives you that wedded-to-the-road feel). Also, wider 14" tires that hold the road better . . . recirculating ball type steering for easier turns that take the push and pull out of handling.

New Comfort—like you've never known before! With a solid, husky X-member frame on a big 122-inch wheelbase and an entirely new suspension system—you get Pontiac's exclusive Level-Line Ride that cradles you in cloud-soft comfort. Makes you think there aren't any rough roads left!

All in all, Pontiac proudly presents you with more than six dozen "firsts"!



INTRODUCING FOR THE

Stylish, brightly chromed luggage rack—as functional as it is beautiful—is standard equipment on all Star Chief Custom Four-Door Safaris.



A glowing example of its advanced styling is the Custom Four-Door's distinctive new side-chrome styling and brushed-aluminum quarter paneling.

FIRST TIME...A SPECTACULAR NEW **STAR CHIEF MODEL**

CUSTOM FOUR DOOR

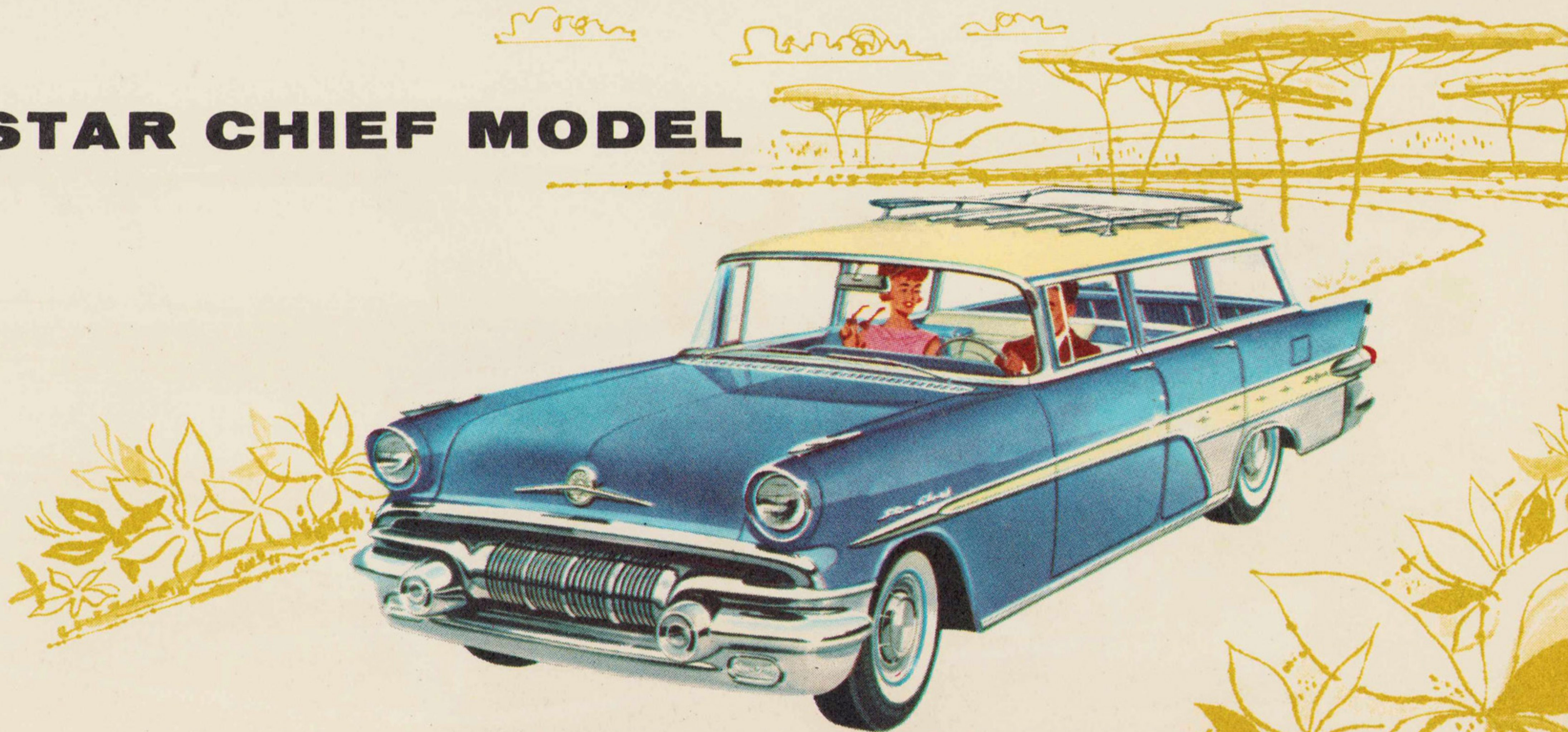
Safari

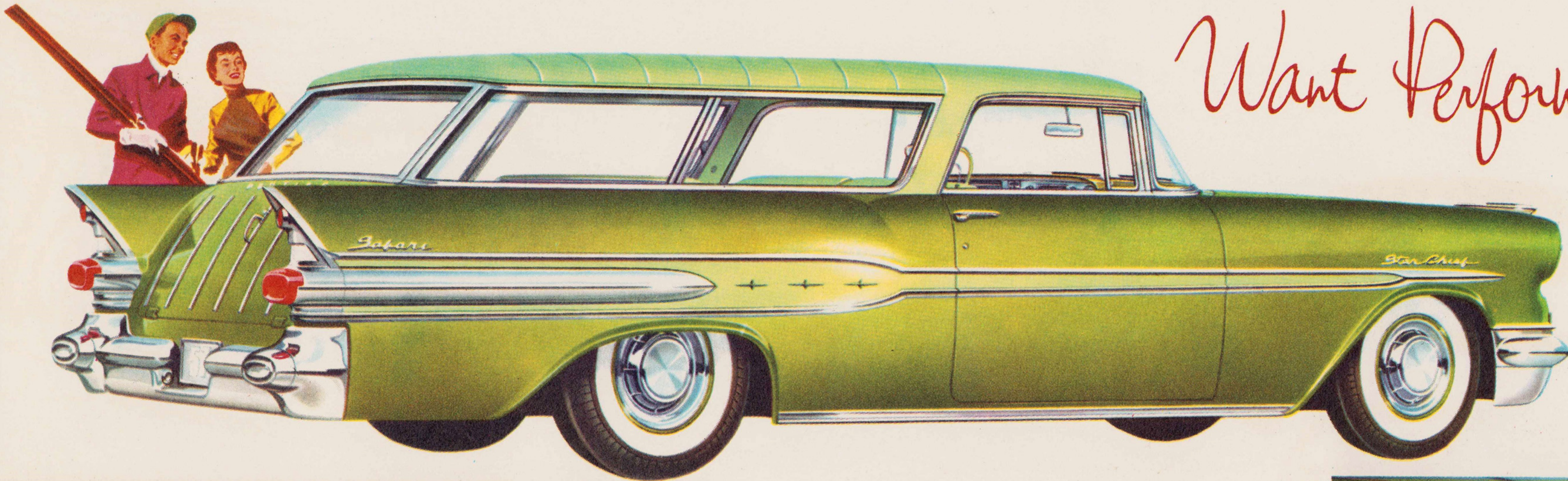
For those who seek the very best—*this is it!* Here is a style-starred beauty that boasts comfort and convenience you've never known before! A custom creation inside and out, this magnificent Safari is styled to stand out, powered to step out with Pontiac's barrel-chested Strato-Streak V-8 engine with its big 347-cubic-inch displacement and 10 to 1 compression ratio. Here certainly is

brilliantly conceived styling, unsurpassed convenience and performance and, in addition, a pride in driving the very finest that means much, much more!

● *Star Chief color choices shown on this page are Cordova Red with Kenya Ivory and Fontaine Blue with Kenya Ivory—two of nineteen available color combinations in this series. Two-tone interiors are of genuine hand-buffed leather, each color-matched with your exterior color choice.*

The Custom Four-Door features a new reclining lounge type seat for ideal traveling comfort.





Want Performance?

● Shown at left—Star Chief Safari in Limefire and Seacrest Green—one of nineteen color choices in this series. Two-tone interiors (as shown below) are color-matched with exteriors and are of genuine hand-buffed leather.

THE HIGH-FASHION

STAR CHIEF CUSTOM TWO-DOOR

Safari

Your first look will convince you . . . *Pontiac leads them all for looks!* Luxuriously beautiful "off-the-shoulder" interiors! Eye-catching, trend-setting Star Flight Body Design! A styling sensation inside and out—but that's only part of the story. Here, too, is power to match, with Pontiac's mighty 347-cu.-in. V-8 engine. And room galore—enough for six passengers plus a week end's gear. Why not make this *your* family's car—and let every trip be a relaxing vacation from the usual!



THESE BEAUTIES HAVE IT BY THE CARLOAD!

THE SPIRITED NEW **SUPER CHIEF FOUR-DOOR**

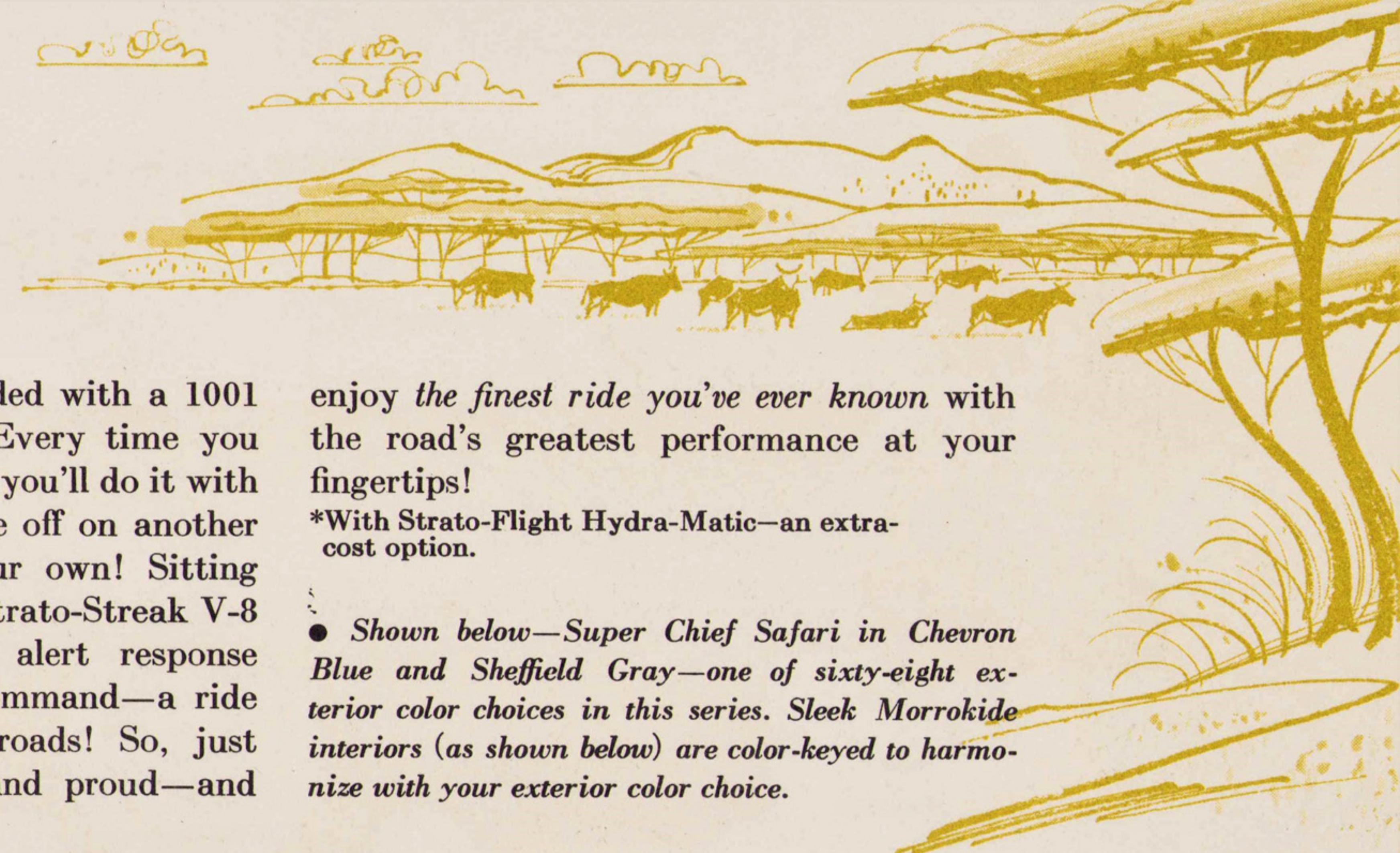
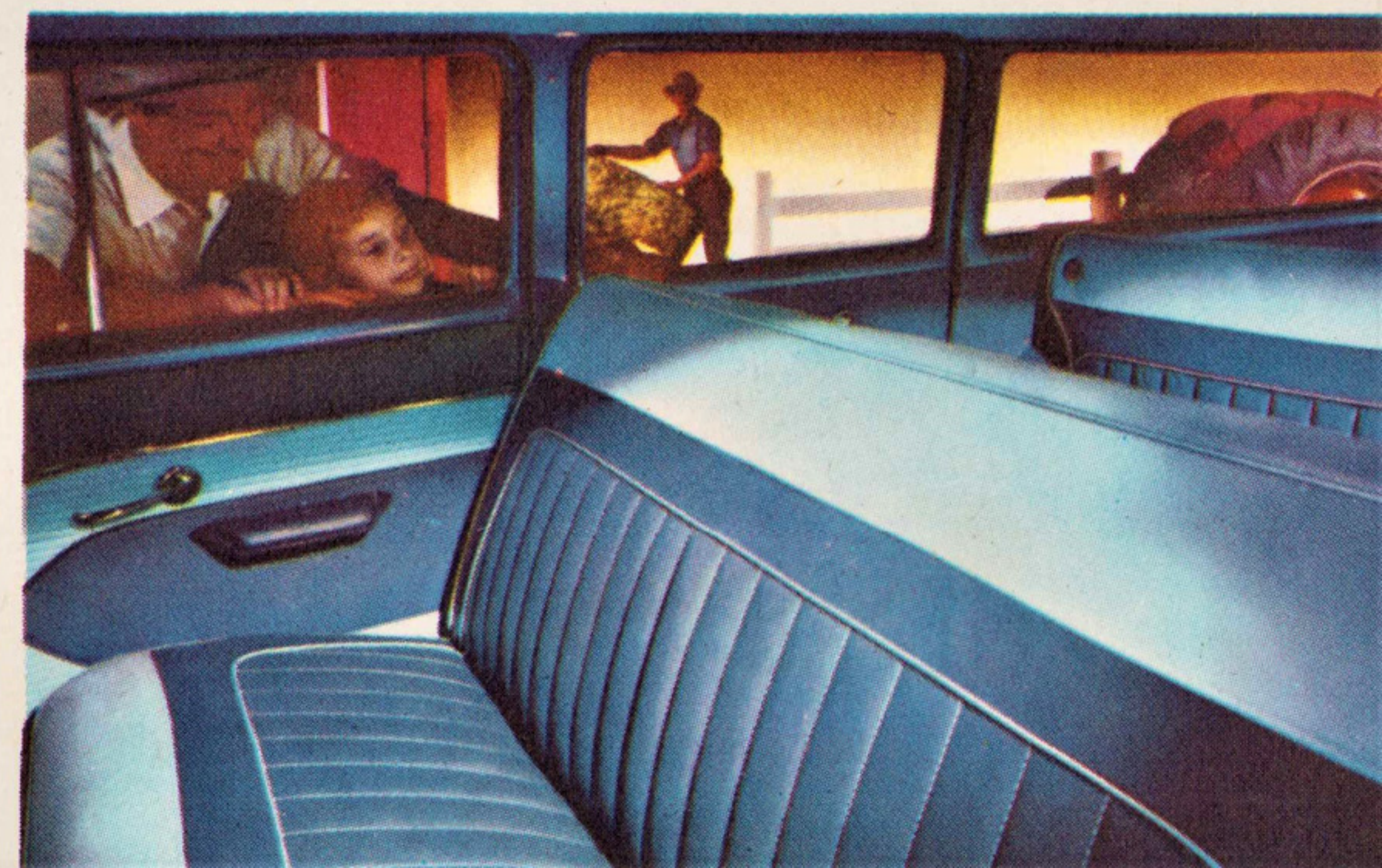
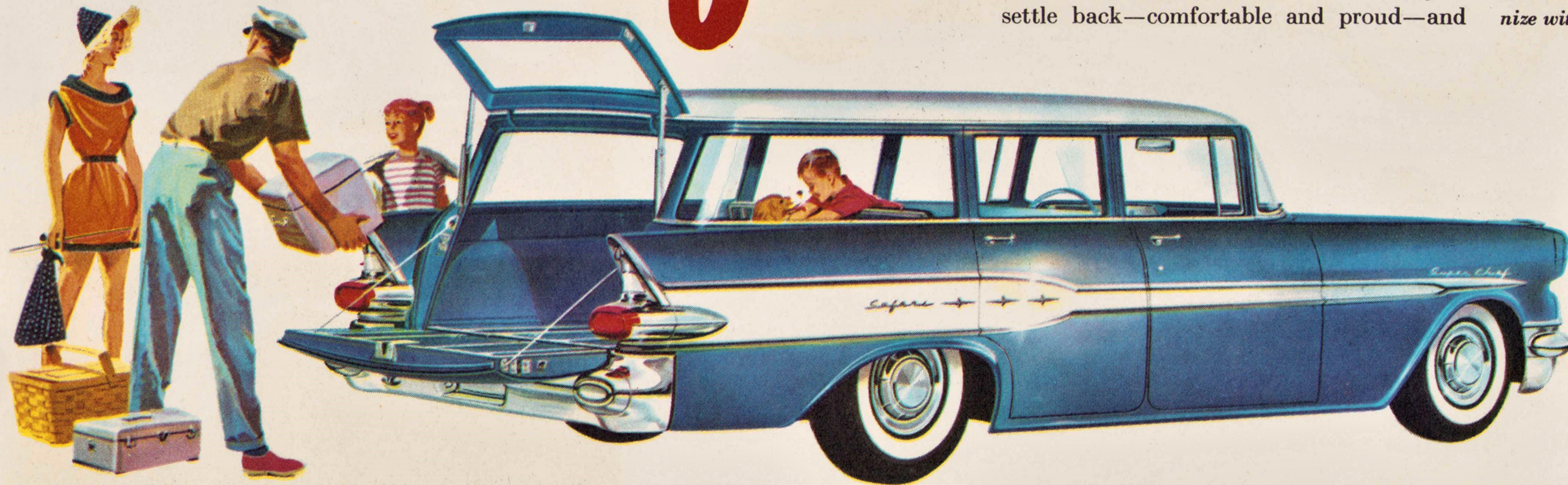
Safari

This *peppery* wagon is loaded with a 1001 reasons for going places! Every time you hop behind the wheel—and you'll do it with the slightest excuse—you're off on another exciting adventure all your own! Sitting behind that big 270-h.p.* Strato-Streak V-8 engine, you discover an alert response instantly ready at your command—a ride that levels the roughest roads! So, just settle back—comfortable and proud—and

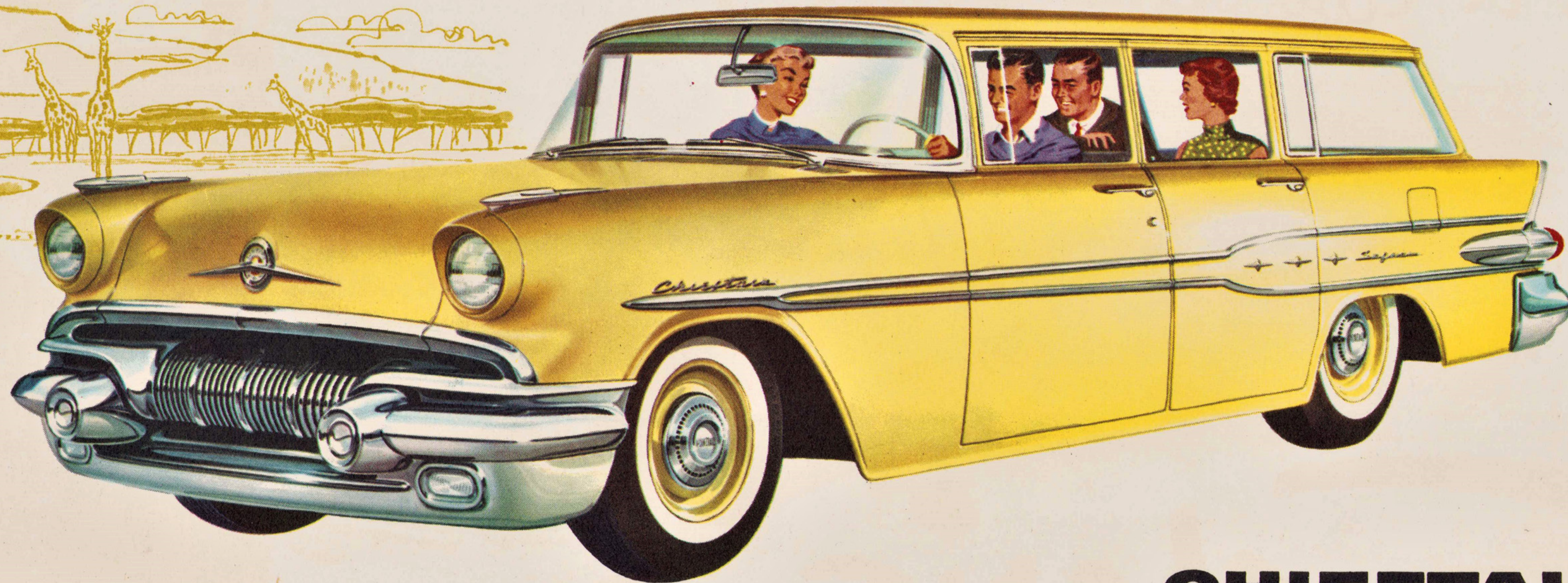
enjoy *the finest ride you've ever known* with the road's greatest performance at your fingertips!

*With Strato-Flight Hydra-Matic—an extra-cost option.

● Shown below—Super Chief Safari in Chevron Blue and Sheffield Gray—one of sixty-eight exterior color choices in this series. Sleek Morrokide interiors (as shown below) are color-keyed to harmonize with your exterior color choice.



HERE'S HOW YOU CAN LOAD UP AND LIGHT OUT FOR ADVENTURE...



Chieftain Four-Door Safari—a mighty lot of wagon at a mighty attractive price! Stack any of 'em against this honey! Smart, fresh lines . . . brisk, breezy action of a brand-new 252-h.p. Strato-Streak V-8* . . . a new cloud-soft Level-

Line Ride! And check that size—room to spare for nine big passengers! Four wide-swinging doors for easy access front and rear. Over 7½ feet of carrying space with third seat removed, second seat folded flush to deck!

*When teamed with Strato-Flight Hydra-Matic—an extra-cost option.

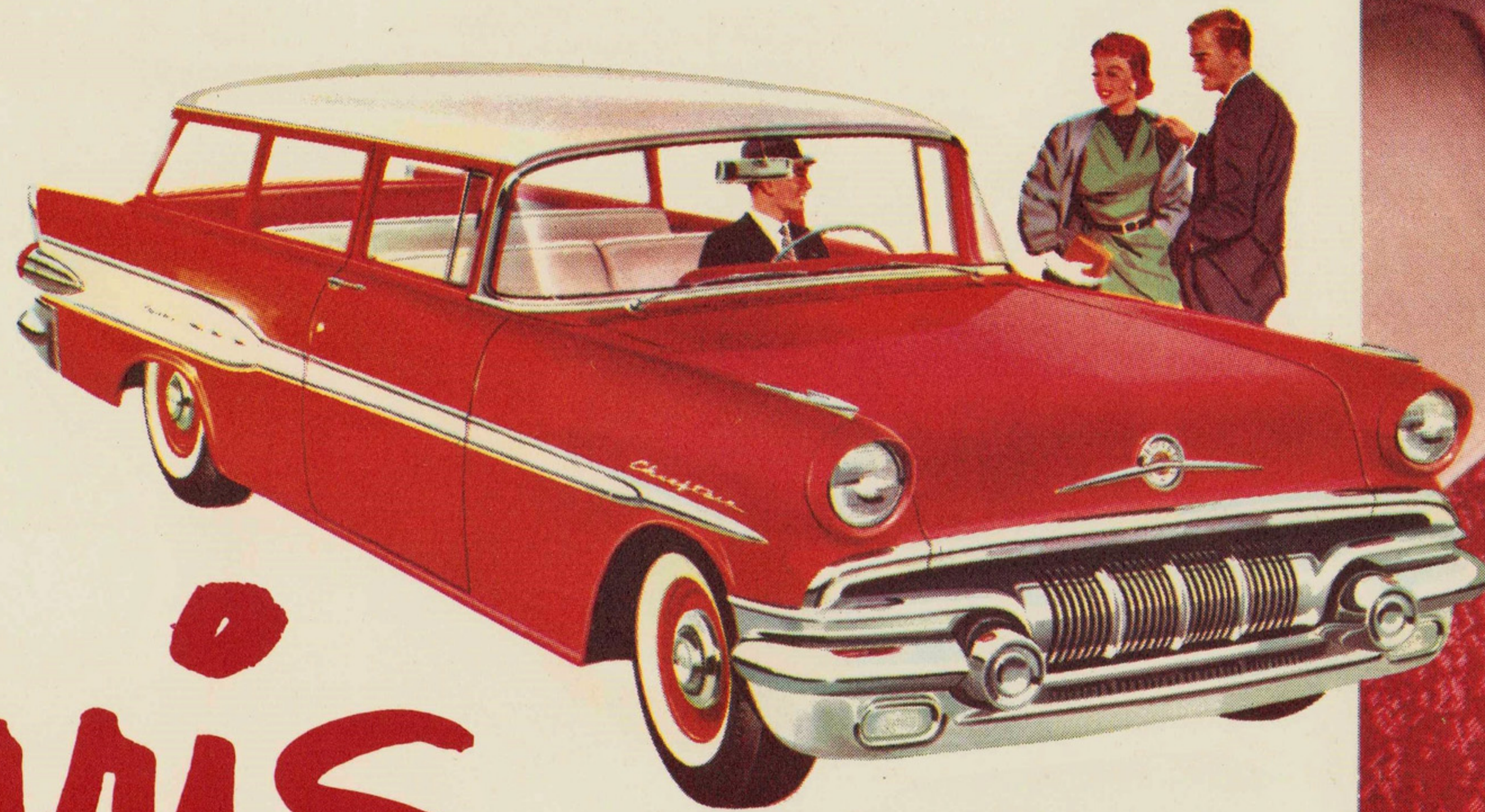
CHIEFTAIN

● Shown above—Chieftain Four-Door Safari in solid Starlight Yellow.

at a low, low price!

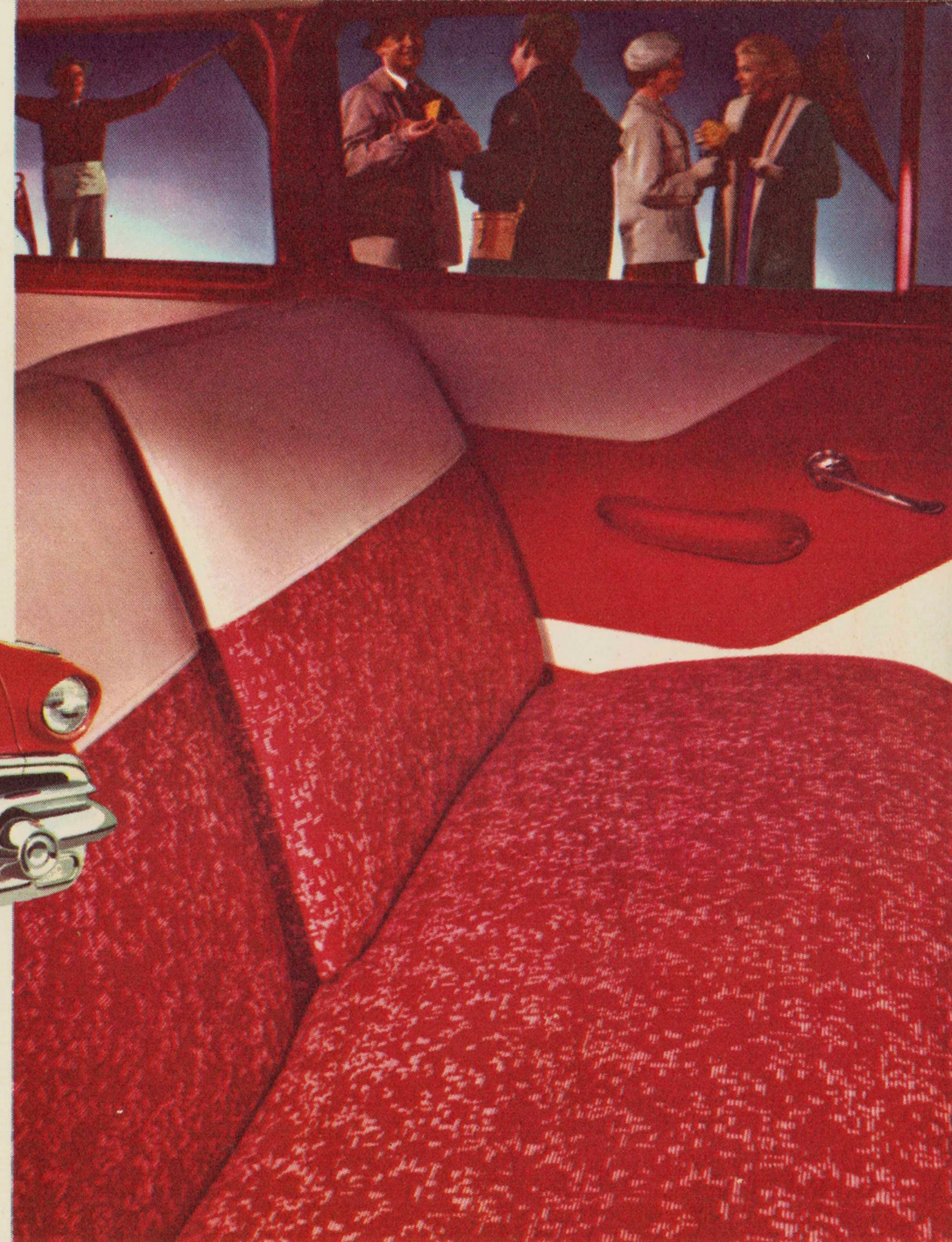
Chieftain Two-Door Safari! Here's one that stands out in any company! Big and beautiful—but simply thrives on rugged use and keeps coming back for more! And the price makes it the easiest way you'll find to join the station wagon set! Handles six passengers plus more than 35 cubic feet of extra luggage. Performance? You bet—powered by a brand-new 347-cu.-in., 10-to-1-compression-ratio Strato-Streak V-8 that's just beggin' to get going!

● Shown right—Two-Door Chieftain in Tartan Red and Sheffield Gray—two of sixty-eight exterior color choices in the Chieftain series.



● All Chieftain Safari interiors are finished in smart, easy-to-clean patterned and grained vinyl-coated fabrics. Each is color-keyed to harmonize perfectly with your exterior color choice.

Safaris



LOOK AT

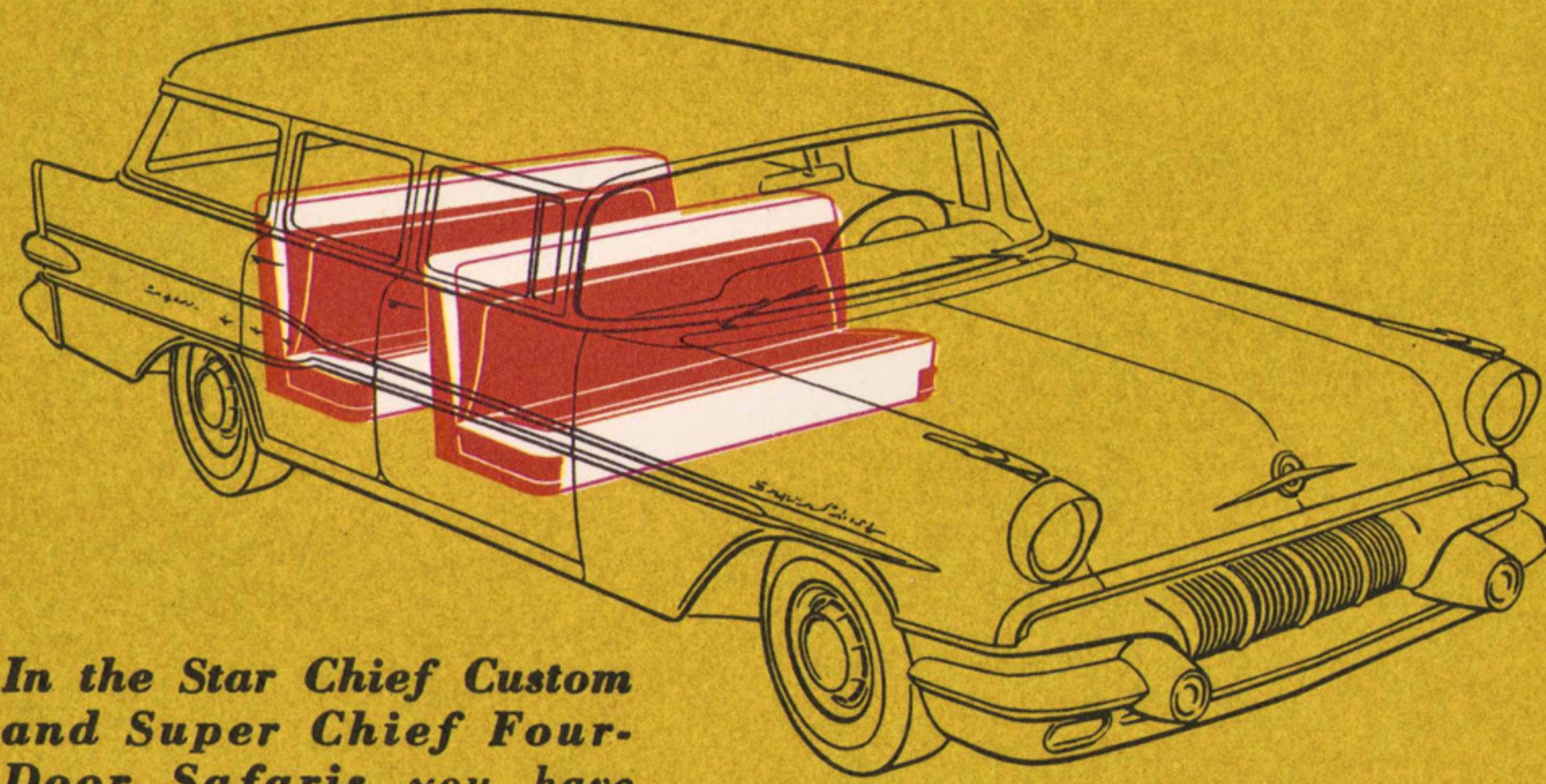
THE AMAZING

Versatility

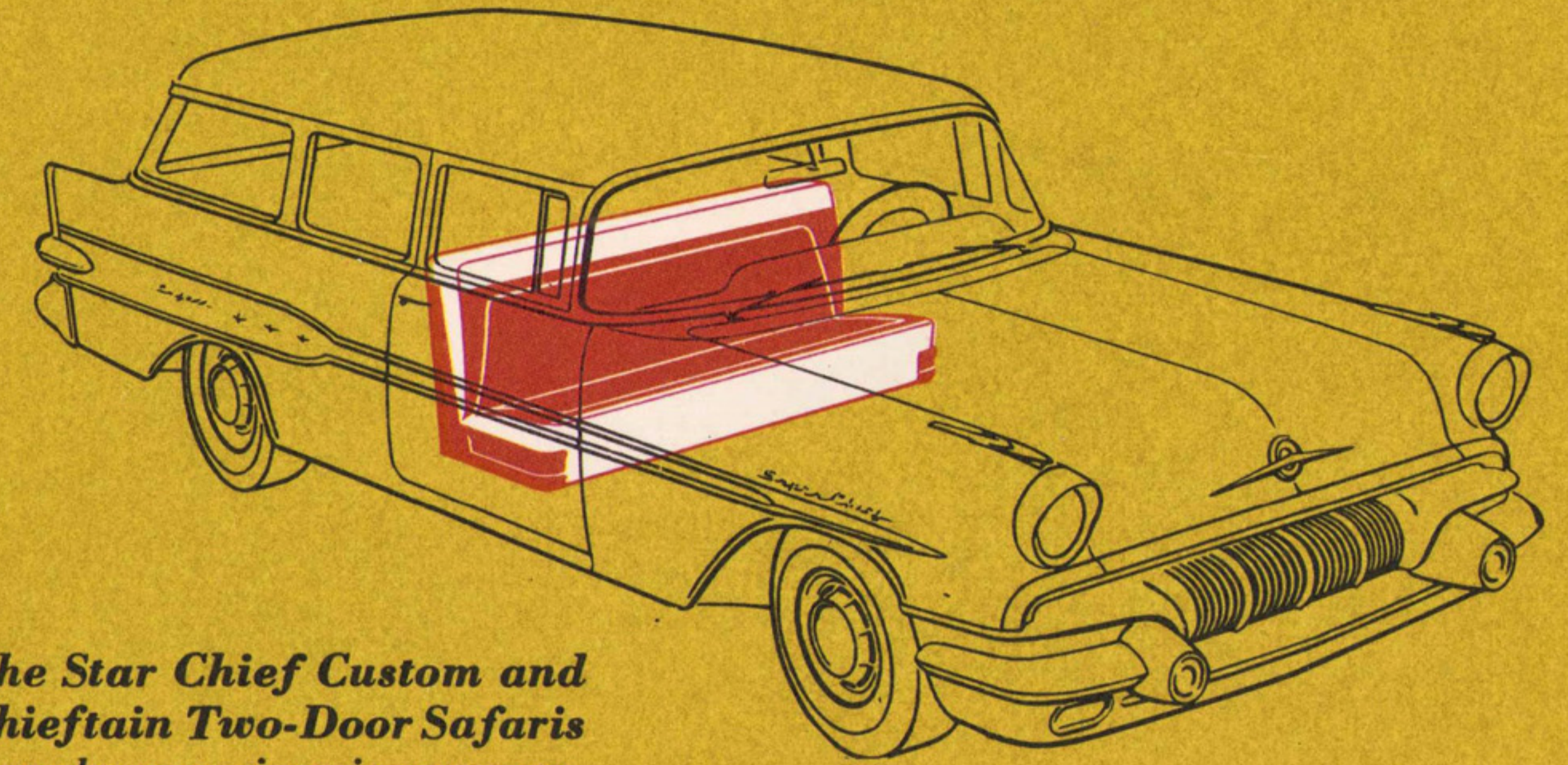
OF

PONTIAC

SAFARIS

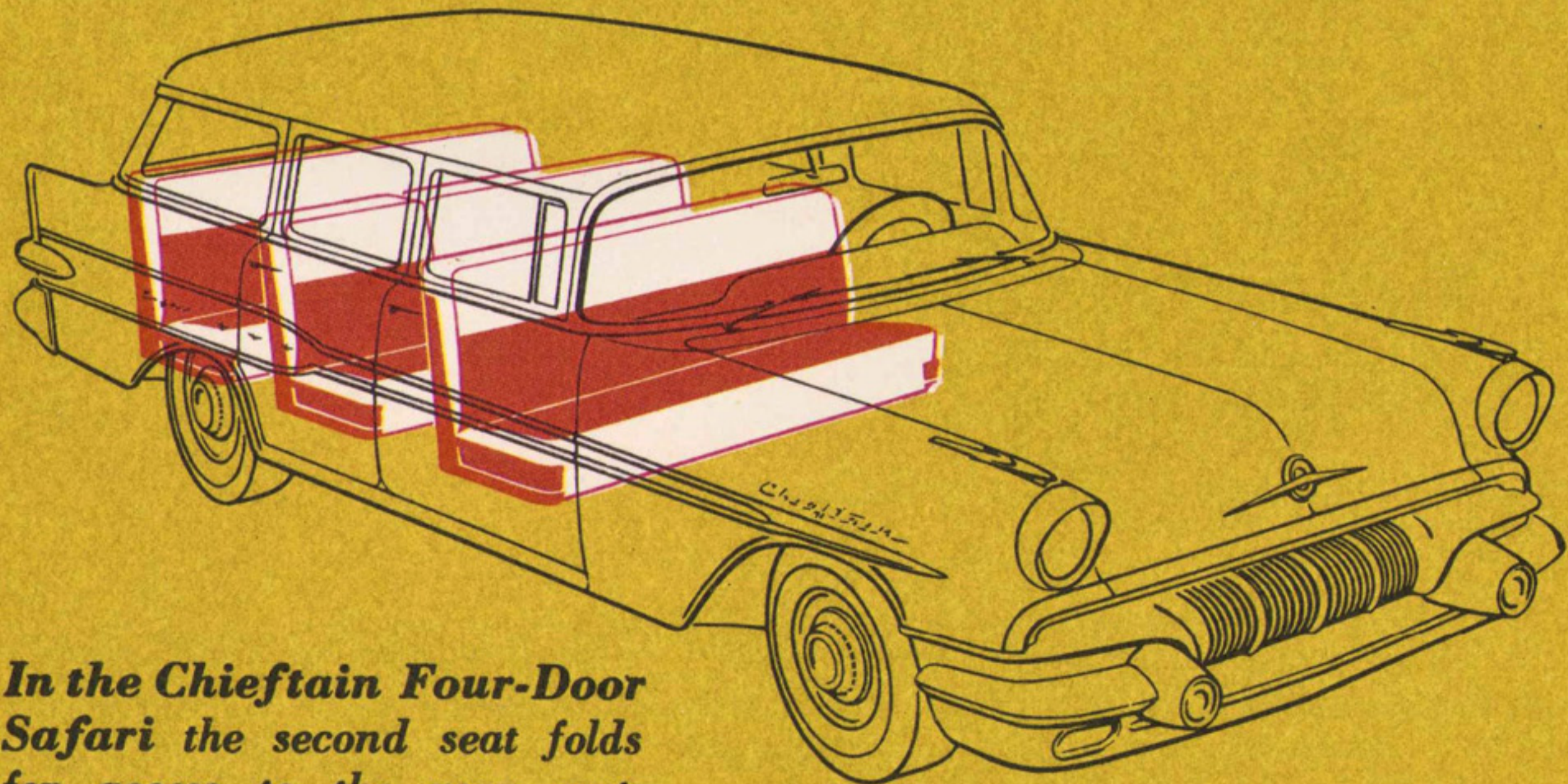


In the Star Chief Custom and Super Chief Four-Door Safaris you have carrying space almost 4 feet long with the back seat upright—increases to 5½ feet with the tailgate open.

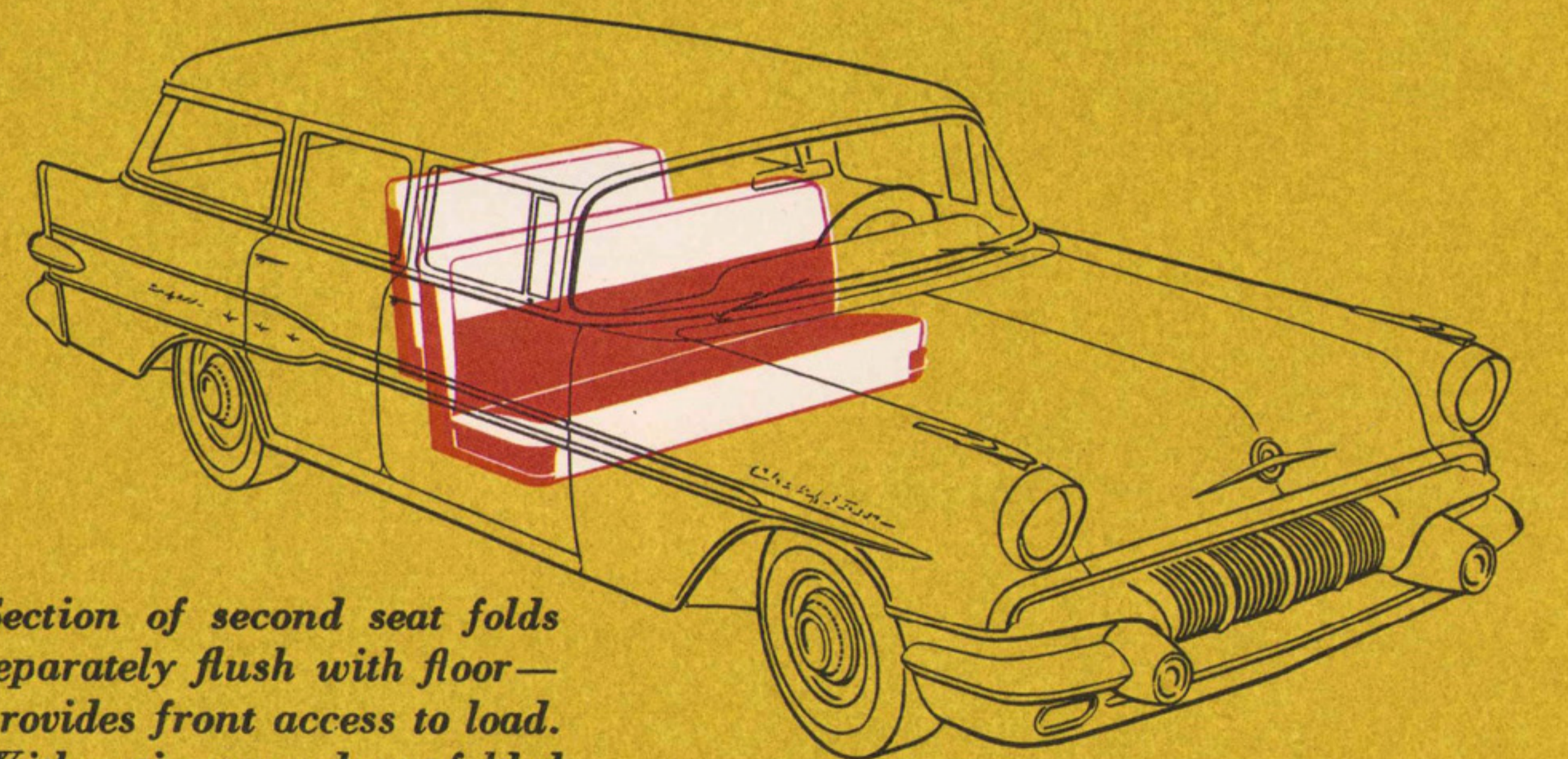


The Star Chief Custom and Chieftain Two-Door Safaris have the same interior arrangement as shown left, except the front seat folds for easy access to the rear seat.

With the second seat folded flush with the floor, load carrying length is increased to nearly 7½ feet—9 feet with the tailgate open.



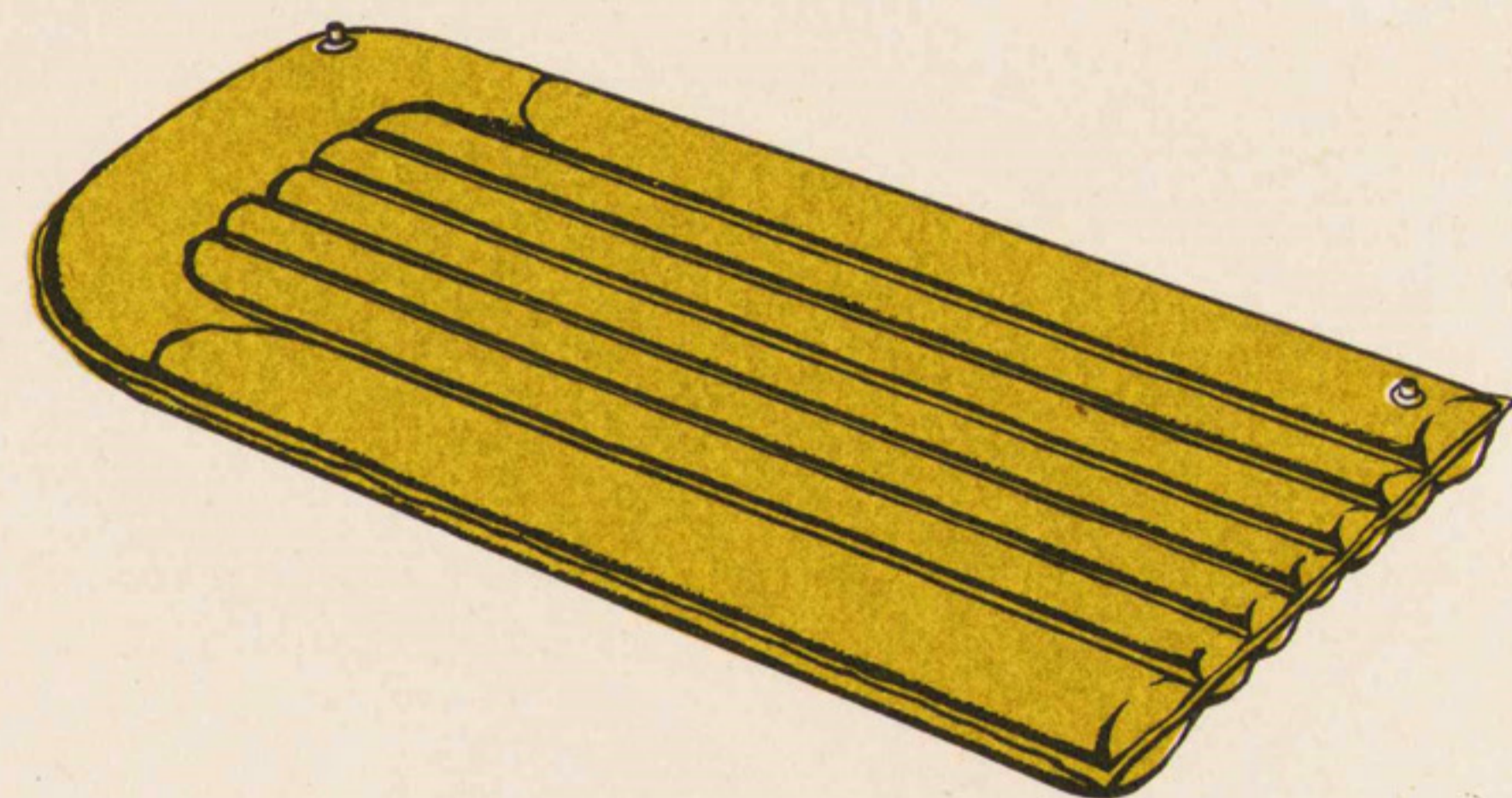
In the Chieftain Four-Door Safari the second seat folds for access to the rear seat. Rear seat is removable, providing a floor length of over 4 feet.



Section of second seat folds separately flush with floor—provides front access to load. With entire second seat folded to floor—rear seat removed—load length is nearly 7½ feet.

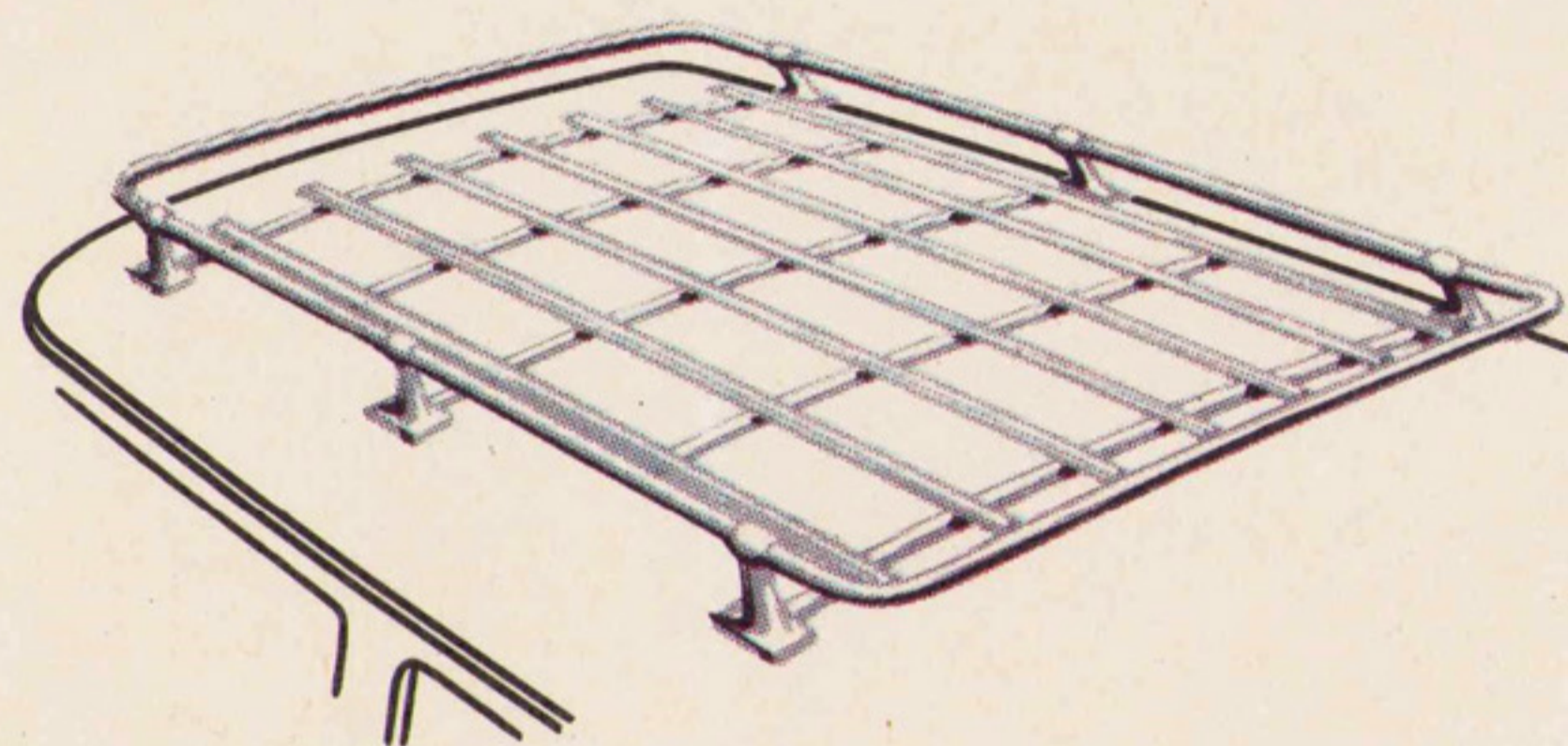
Pontiac Accessories

MAKE DRIVING YOUR SAFARI EVEN MORE ENJOYABLE!



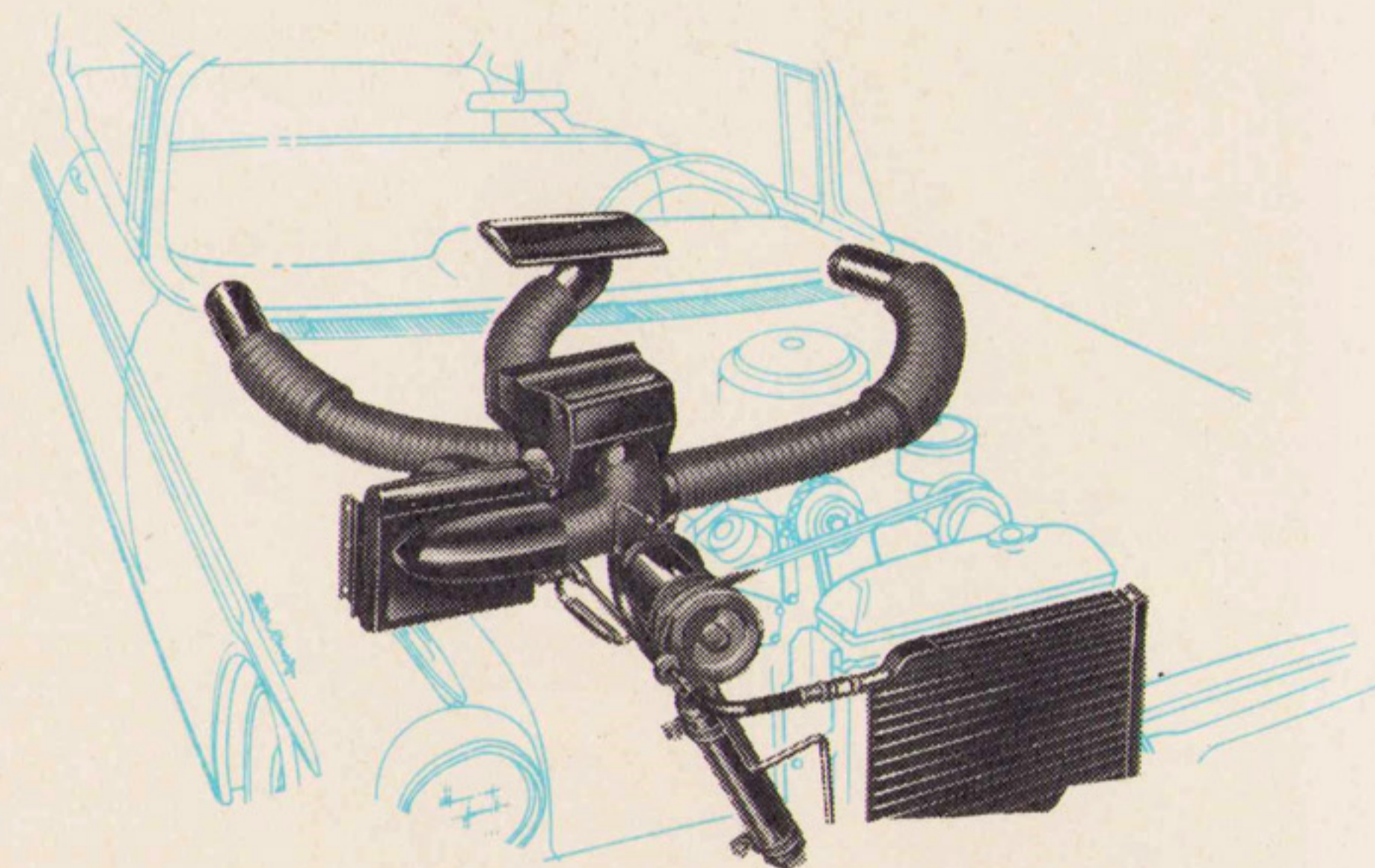
AIR MATTRESS

Instantly converts back of Safari to a place for children to play or sleep. Ideal, too, for picnics, seashore or country. Measures 24" x 72" inflated. Stores inside pump when not inflated. Beige color harmonizes with any interior.



LUGGAGE RACK

Extremely attractive and practical, this rack is standard equipment on all Star Chief Custom Four-Door Safaris . . . is available as an accessory on all other Safari models . . . quickly and easily installed by your Pontiac dealer.



AIR CONDITIONING

Make it springtime in your Safari year round with a supply of cool, clean dry air every month of the year. No matter what the weather . . . hot, cold, wet or dry . . . travel with the inside air's humidity and temperature controlled automatically. Arrive cool, refreshed, relaxed.

POWER ASSISTS

Power Brakes

. . . assure smooth, almost effortless stops at a touch . . . still provide "stopping feel" at all times. Included is new power brake pedal with over 10½ square inches of area and accelerator pedal with word "Power" inscribed.

8-Way Power Comfort Control Seat

. . . provides customized seating comfort at the touch of a button. Moves forward, backward—tilts both front and back of seat up or down. Raises or lowers entire seat vertically.

Power Window Lifts

. . . raise or lower all vertical-moving windows in seconds from control panel near driver's seat. Individual controls for passengers located in panel below each window.

Power Steering

. . . eliminates up to 87% of the effort required in difficult steering situations . . . an important safety addition in case of blowouts or wheels contacting soft shoulders, heavy sand or snow.

Buy 'em by the Group
and Save

To save you time and money Pontiac accessories are available in the following groups for installation at the factory. Any accessory may be ordered individually, of course, if you wish.

● Basic Group

Underseat Heater and Defroster
De Luxe Radio and Manual Antenna
Latex Foam Cushion—Front Only
Oil-Bath Air Cleaner
Full-Flow Oil Filter

● Lamp Group

Back-Up Lamps
Glove Compartment Lamp
Luggage and Utility Lamp (Underhood and Utility Lamp on Safaris)
Ash Tray Lamps (Includes RH Ash Tray on Chieftain Models)
Parking Brake Warning Lamp

● De Luxe Basic Group

Underseat Heater and Defroster
Hi-Fi Dual Rear Seat Speakers (Except Convertible and Safaris)
De Luxe Electramatic Wonder Bar Radio and Electric Antenna
Custom Lounge Latex Foam Cushion—Front Only
Oil-Bath Air Cleaner
Full-Flow Oil Filter

● Mirror Group

Outside Rear-View Mirror
Inside Non-Glare Tilt Mirror
Visor Vanity Mirror

SAFARI SPECIFICATIONS



GENERAL

Wheelbase—122", over-all length—Star Chief Two-Door—206.8", Star Chief Four-Door, Super Chief and Chieftains—207.7". Over-all width—75.2". Over-all height (with passengers)—Star Chief Two-Door—59.3", Star Chief Four-Door, Super Chief and Chieftains—60.7". Tire size, 8.50 x 14.

ENGINE

Type: High compression, 90° V type, 8 cylinders.

Horsepower (with Hydra-Matic): Star Chief and Super Chief, 270 at 4800 rpm. Chieftain, 252 at 4600 rpm. New Tri-Power Carburetion System boosts basic engine to 290 H.P.—special high-performance engine to 317 H.P.

Torque (with Hydra-Matic): Star Chief and Super Chief—maximum 359 ft.-lb. at 2800 rpm. Chieftain—354 ft.-lb. at 2400 rpm. Tri-Power Carburetion boosts basic engine torque to 356 ft.-lb. at 5000 rpm, special high-performance engine to 359 ft.-lb. at 5200 rpm.

Compression Ratio: 10.0 to 1 (with Strato-Flight Hydra-Matic), 8.5 to 1 (with Synchronesh transmission).

Bore and Stroke: 3.94" x 3.56".

Displacement: 347 cu. in.

Pistons: Tin-plated aluminum.

Carburetor: Four-barrel, multiple-venturi downdraft carburetor on Star Chief and Super Chief models; dual type on Chieftain models.

Valves: Overhead; hydraulic lifters.

Cooling System: Reverse-flow gusher-valve cooling; capacity (with underseat heater), 23.1 quarts.

Lubrication System: Full-pressure quad-gallery lubricating system; oil refill capacity (less filter), five quarts.

Electrical System: 12-volt.

CHASSIS

Frame: X-member with four-way cantilever construction.

Front Suspension: Independent coil springs, vertical kingpins, stabilizer bar, hydraulic shock absorbers.

Rear Suspension: New long, leaf type, parallel rear springs with new full-length liners and rubber bushings; hydraulic shock absorbers.

Brakes: Multiple-sealed 12" front brakes, 11" rear brakes, new foot-operated parking brake.

Transmission: New Synchronesh transmission with new, easy-action clutch, quiet helical gears. Built-in concentric gearshift. Strato-Flight Hydra-Matic Drive optional at extra cost.

Steering: Recirculating ball steering gear. Over-all standard steering ratio: 25 to 1.

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 any specifications, parts or equipment at any time without incurring any obligation to equip same on cars built prior to date of such change. White sidewall tires shown on car illustrations are not standard equipment and are available at extra cost.