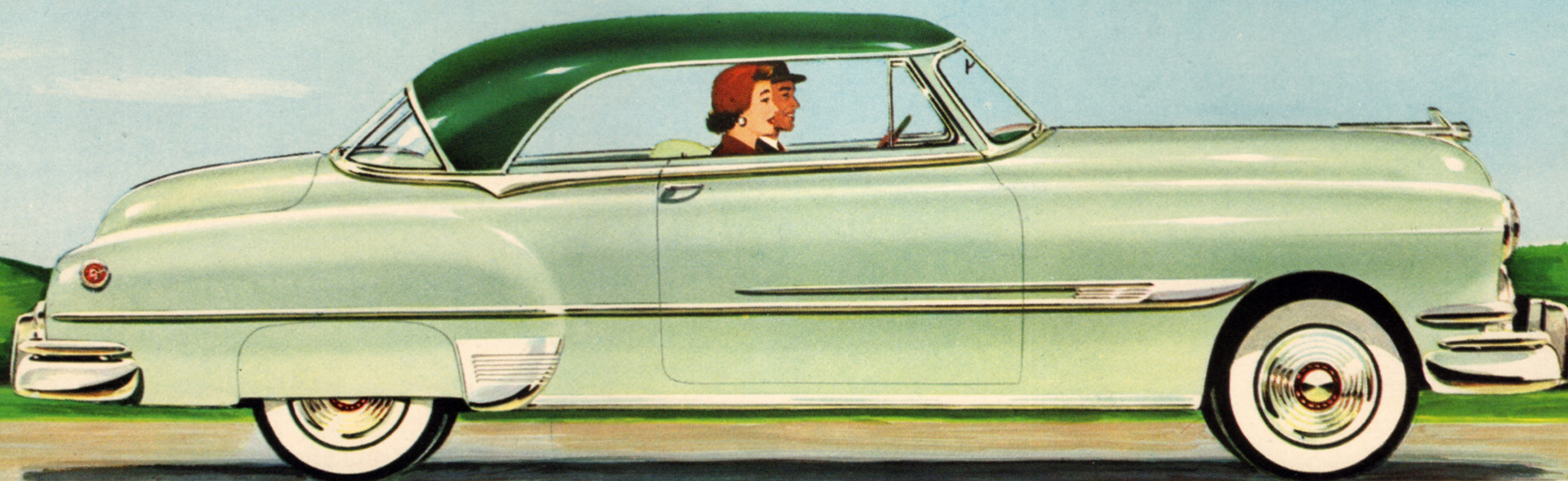




THE 1952

PONTIAC

Catalina

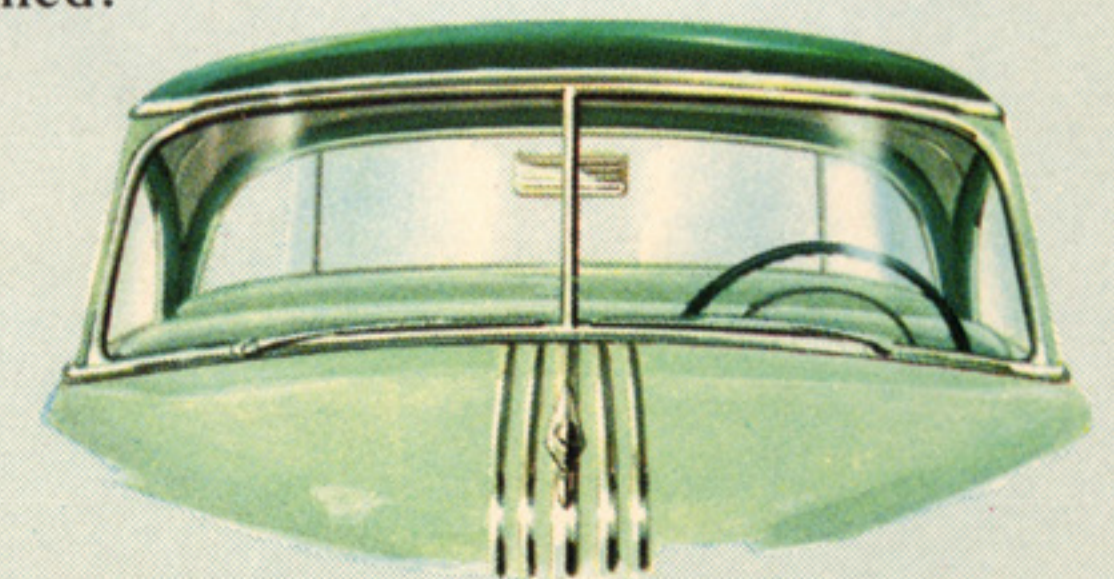
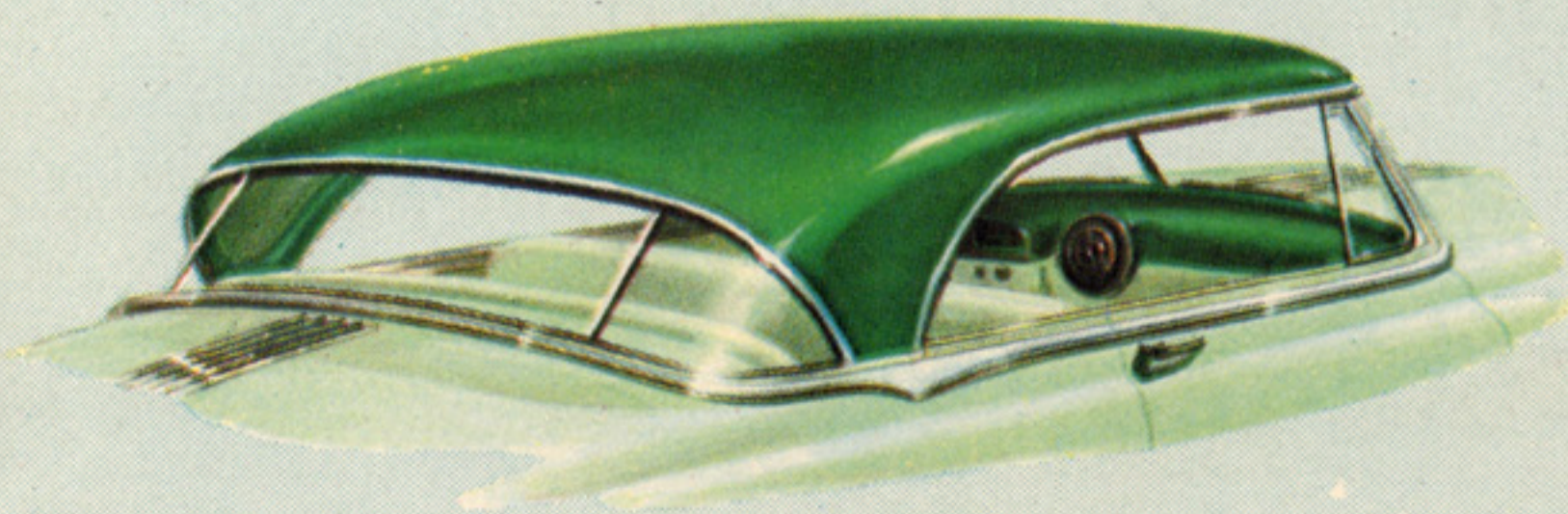


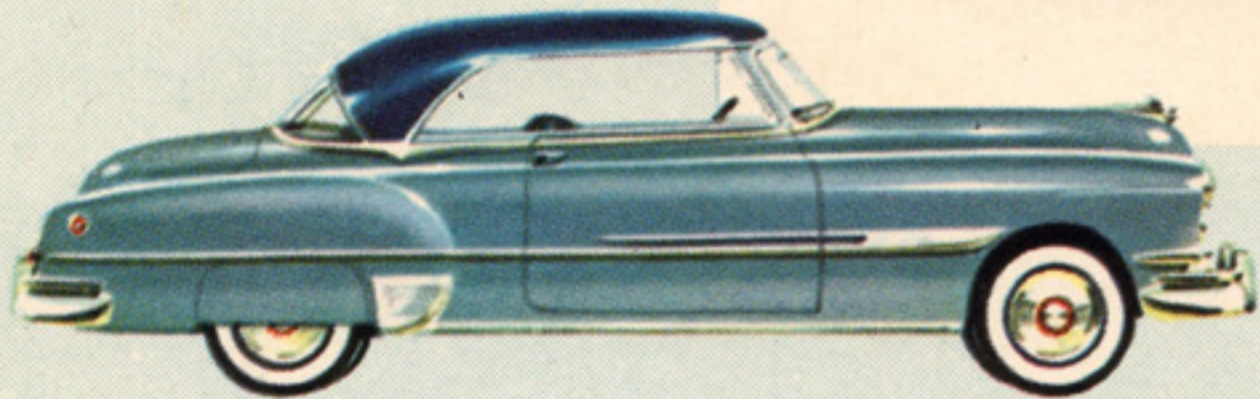
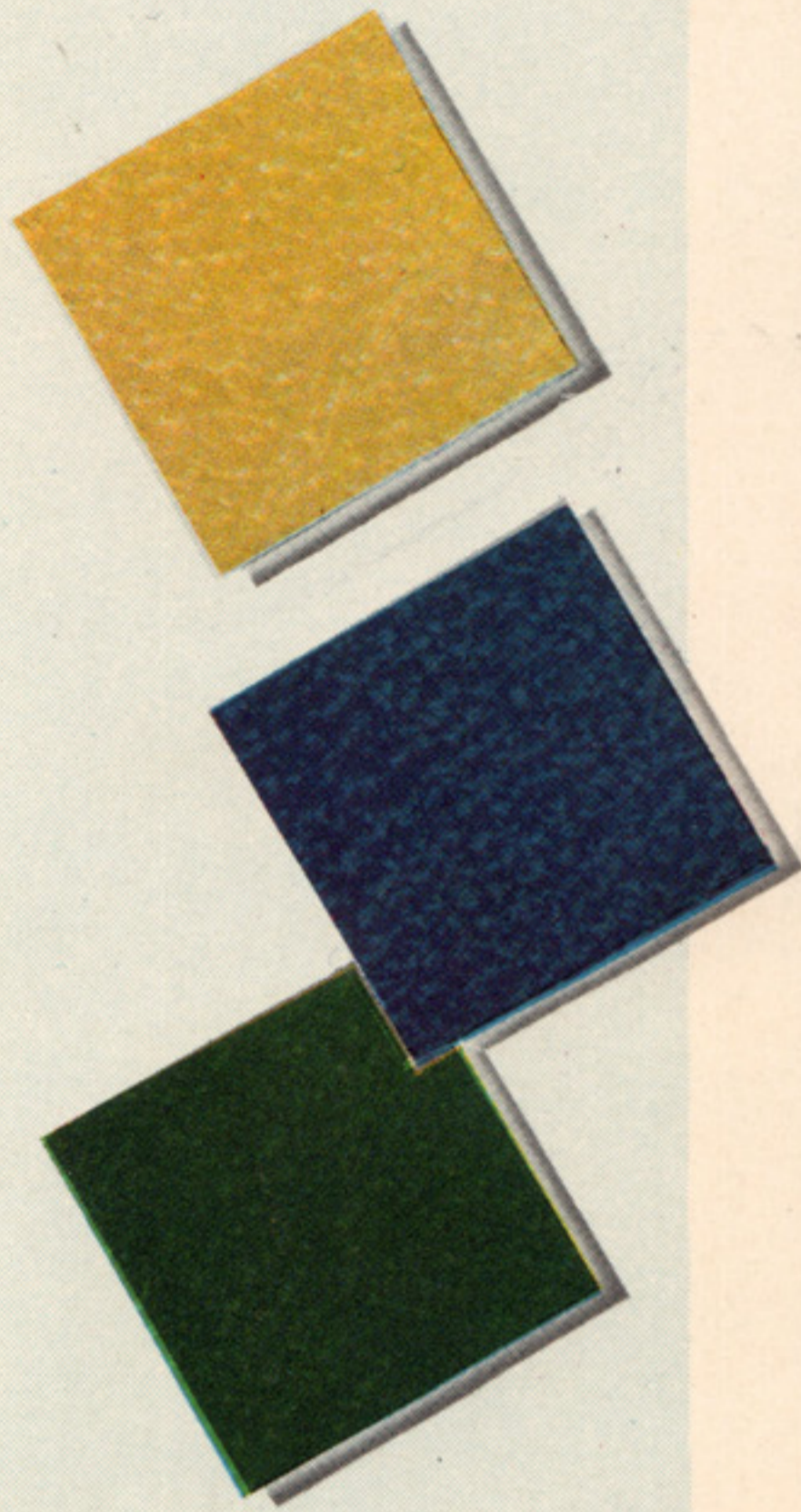
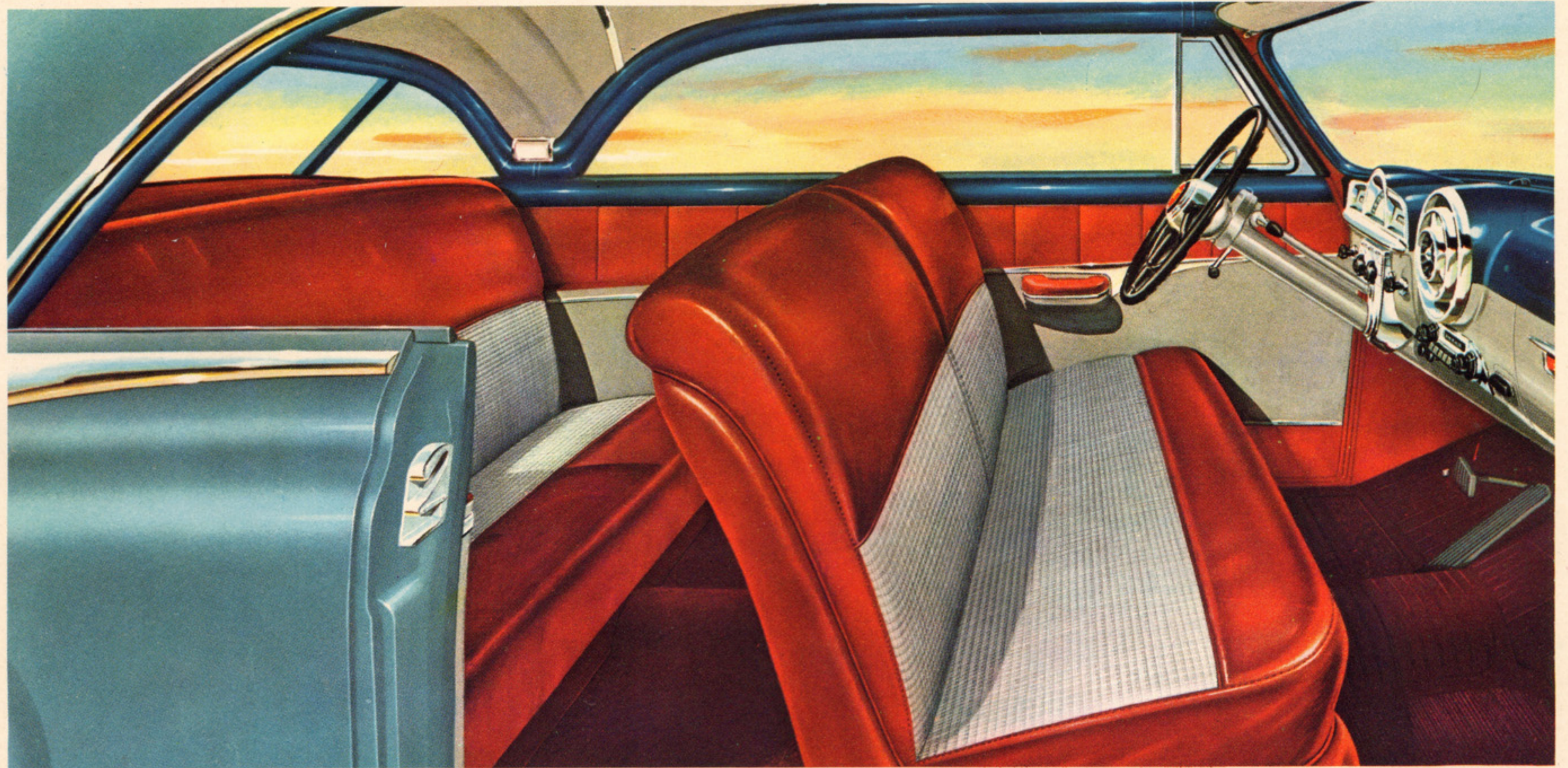
THE SMARTEST OF THE SILVER STREAKS



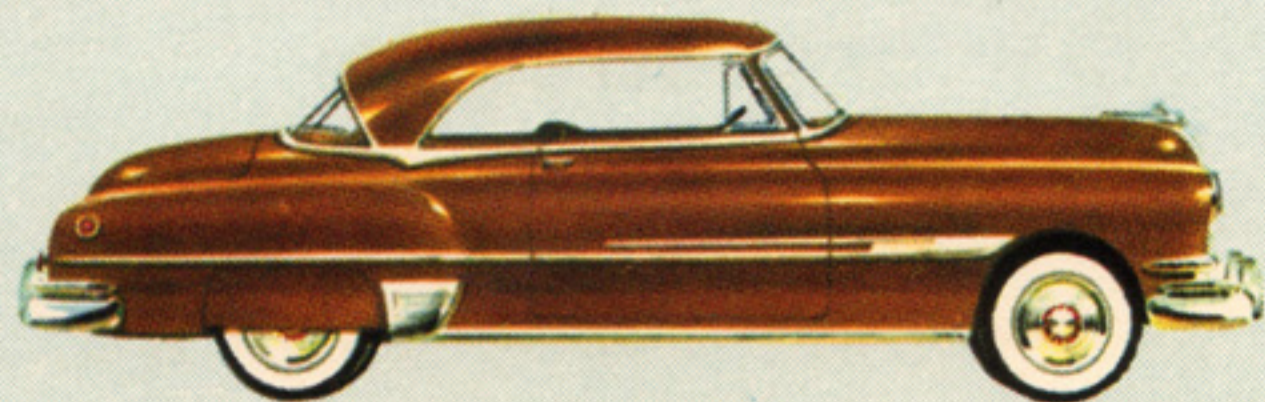
THE SUPER DE LUXE CATALINA is the most luxuriously color-matched car in America—no more gorgeous interior ever graced a motor car—no interior has ever been so graciously inviting. Box-pleated, top-grain, hand-buffed leather upholstery, deep, rich carpeting and door panels are all color-matched.

A distinctive feature of the Pontiac Catalina is its unexcelled vision, starting with the broad, curved windshield and sweeping through to the crescent-shaped rear window. When side windows are lowered you have the unbroken sweep and open-aired spirit of a convertible—yet in a moment you can enjoy the snug, solid comfort of a sedan.

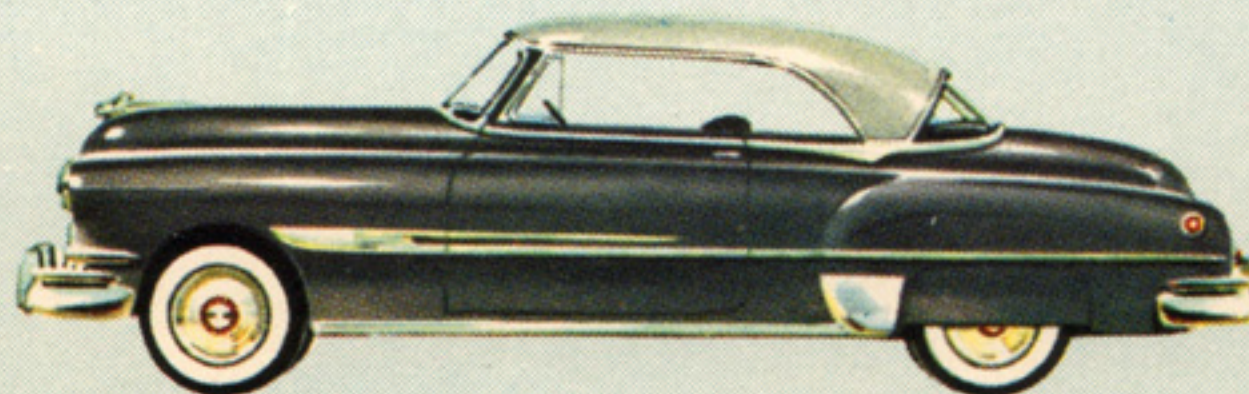




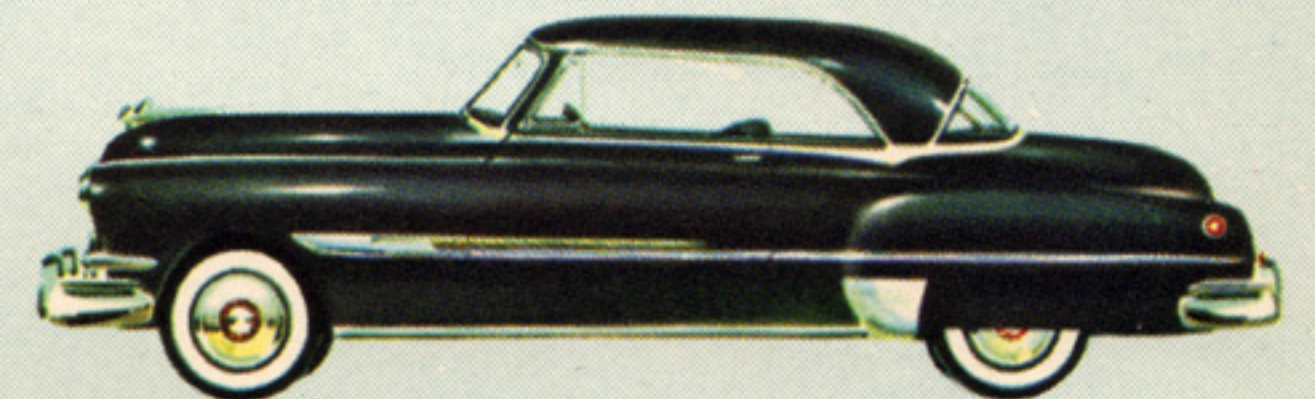
POTOMAC BLUE UPPER, MAYFLOWER BLUE LOWER



SATURN GOLD



SHELL GREY UPPER, SMOKE GREY LOWER

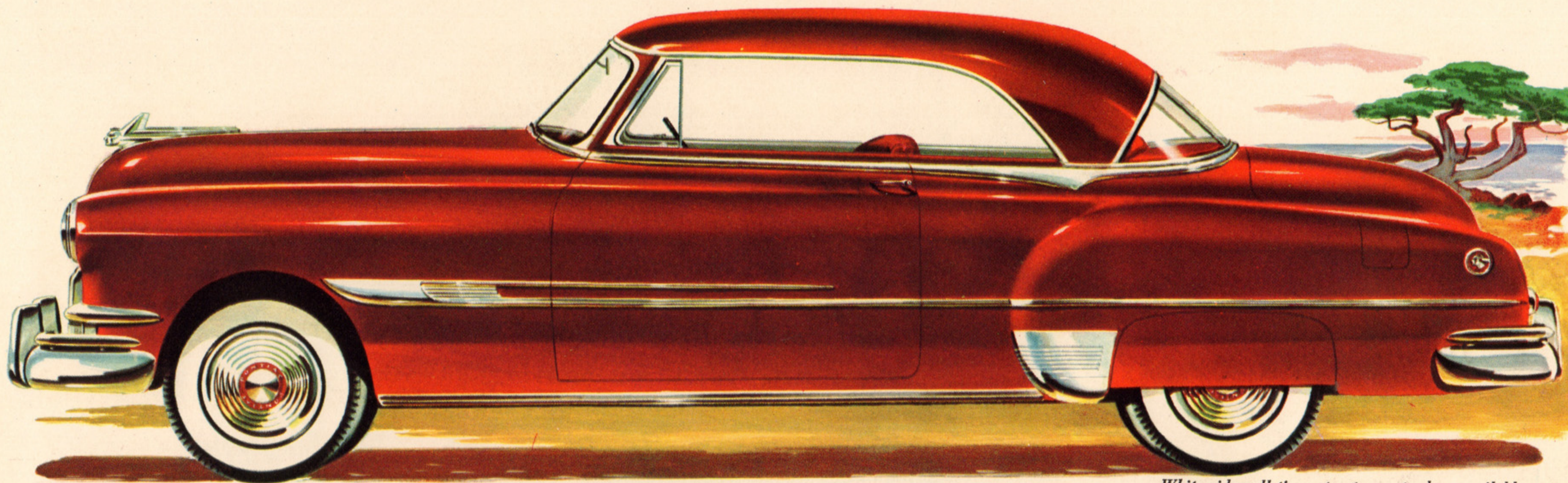


BLACK

CHOOSE YOUR DE LUXE CATALINA INTERIOR from four smart shades of genuine leather upholstery, combined with rich cord fabric to harmonize or contrast with any one of 13 two-tone or solid body color combinations. Instrument panels in all models are color-styled to body color. De Luxe Catalina interiors include deep-pile carpeting, arm rests with built-in ash trays, front and rear courtesy lights and other custom-type appointments.

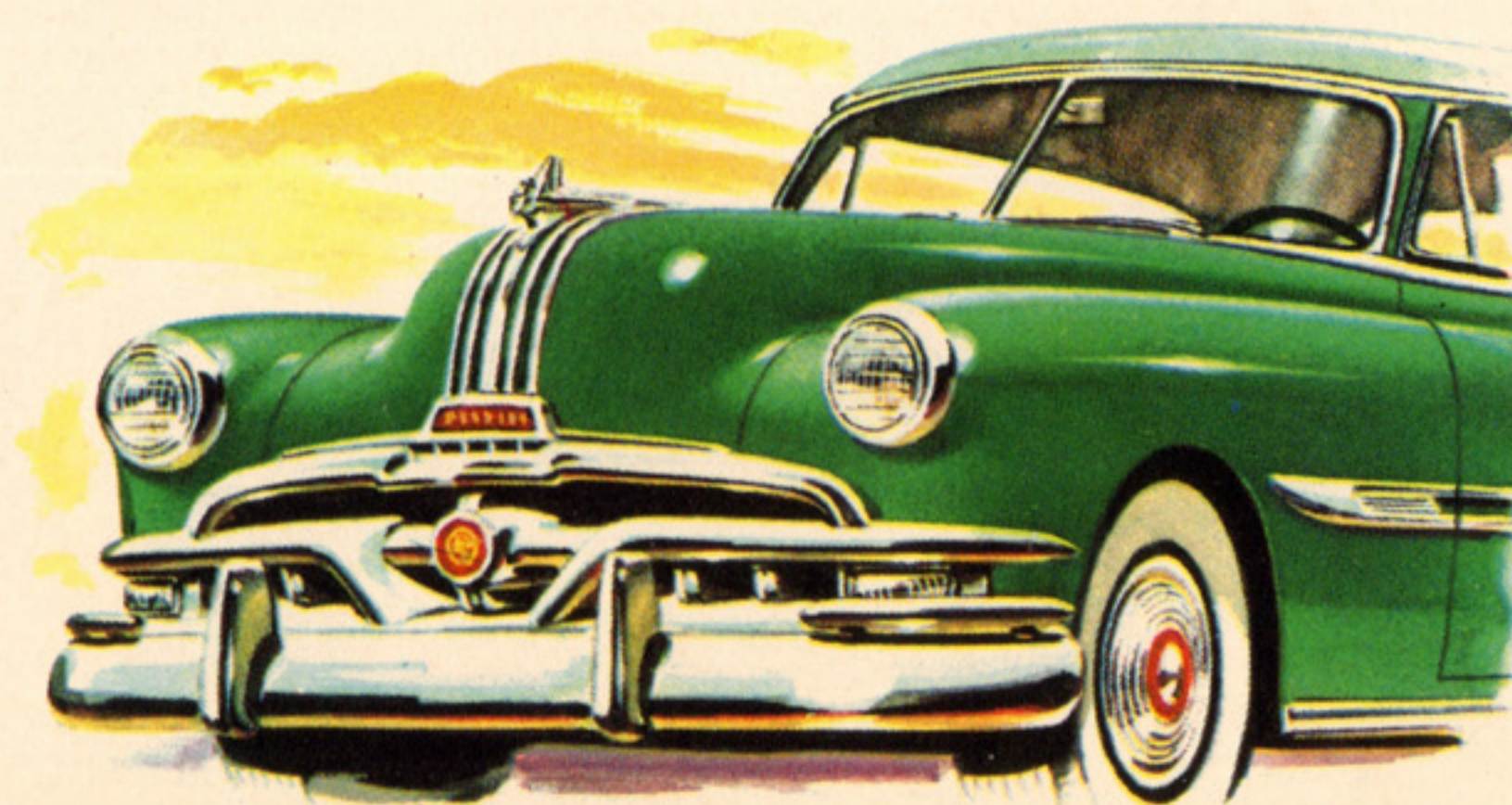
THE SMART DELUXE PONTIAC

Catalina



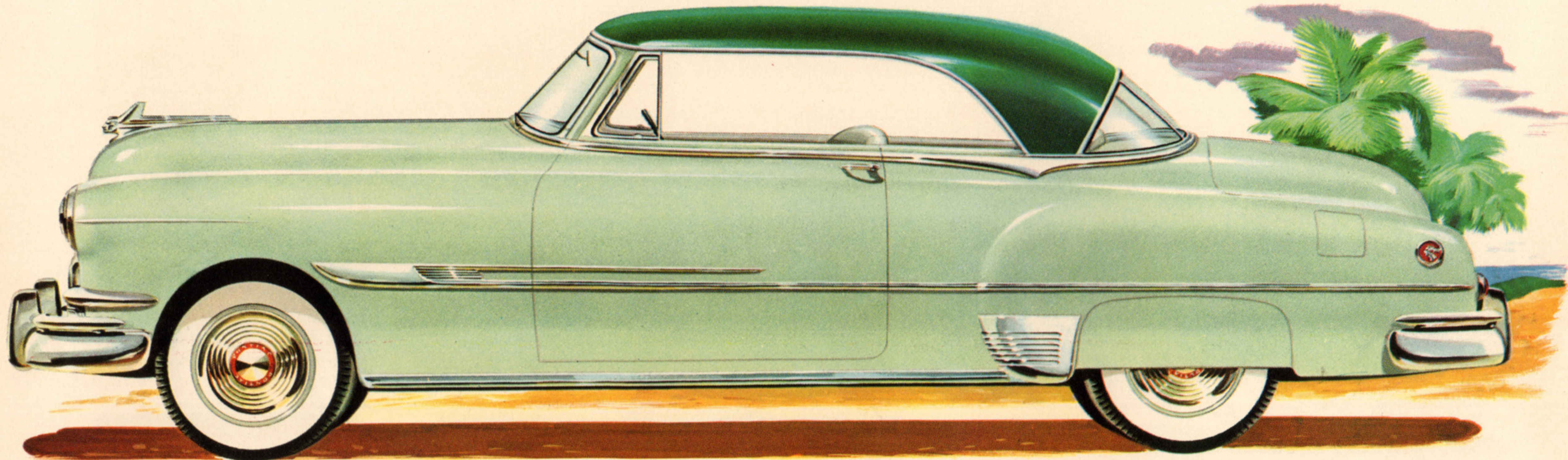
White sidewall tires at extra cost when available.

YOU can be beauty-wise and budget-wise, too—if you drive the smart Pontiac De Luxe Catalina. Sleeker and more glamorous than ever in 1952, the De Luxe Catalina offers such a wide choice of body colors and interior upholstery combinations that you can virtually style your own combinations! Yet despite its custom appearance, the Pontiac De Luxe Catalina is priced so low it's within reach of the average new car buyer! Here's a car that will stay smart for years and years to come—and with those years will come proof that for performance, for dependability, for carefree driving and for deep-down pride of ownership—Dollar for Dollar You Can't Beat a Pontiac!



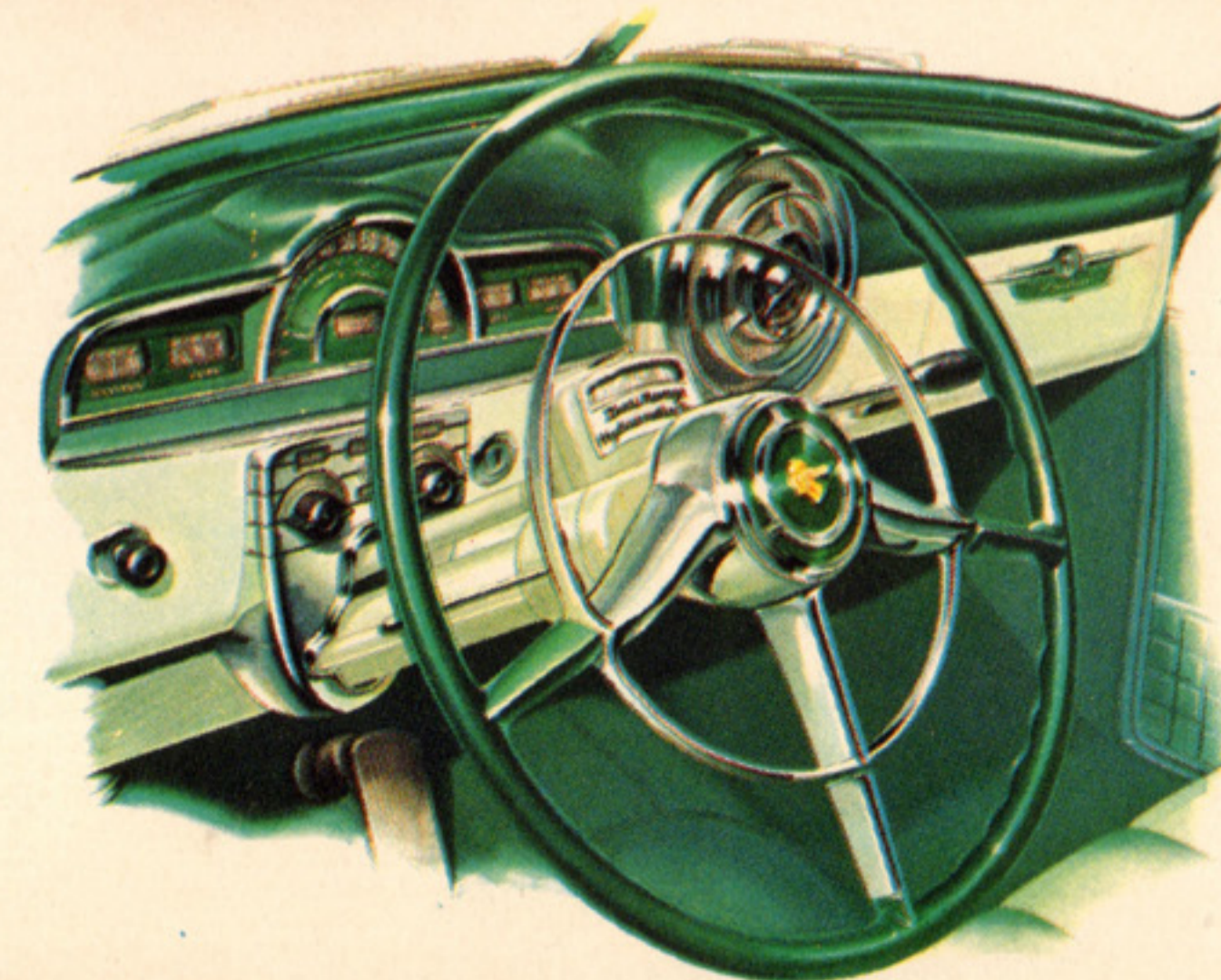
THE SUPER DELUXE PONTIAC

Catalina



White sidewall tires at extra cost when available.

STANDING apart from all other cars on the road, the Pontiac Super De Luxe Catalina for 1952 continues to hold its place as America's most distinctive automobile. Beautiful, low and sleek in design, it combines the strength, quiet and comfort of a luxurious sedan with the grace and dash of a smart convertible. For admiring glances all along the way, you'll choose the Super De Luxe Catalina—the car that all America took to its heart!

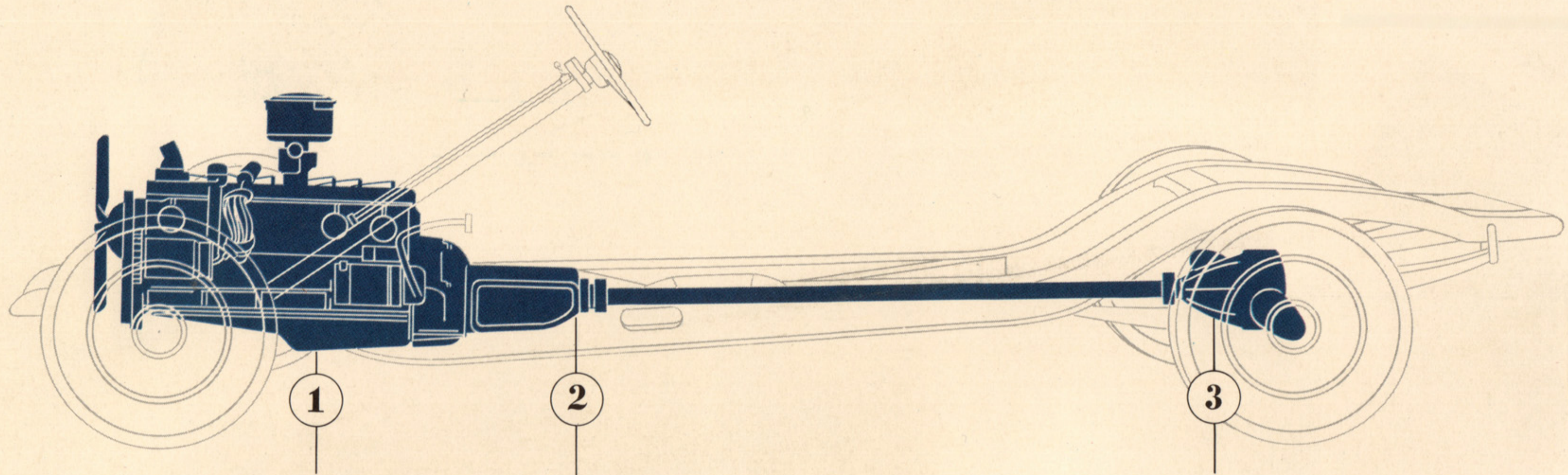


Even the steering wheel and the instrument panel with its smart ebony and chrome highlights are designed to match the Super De Luxe Catalina colors.

DRIVE IT YOURSELF!
FOR THE THRILL OF A LIFETIME—

Pontiac's

Spectacular New Dual-Range Performance!



THE POWER YOU WANT...WHEN YOU WANT IT...WHERE YOU WANT IT!

① Powerful High Compression Engines

The big Pontiac 8 cylinder engine shown here develops 122 h.p. with a compression ratio of 7.7 to 1. The six develops 102 h.p. Either will give you the ultimate in performance with traditional Pontiac economy and all the dependability and trouble-free long life for which Pontiac has become world famous.

② New Dual-Range Hydra-Matic Drive*

Dual-Range Hydra-Matic Drive is the world's most advanced automatic transmission, instantly responsive to the accelerator, yet economical to drive and maintain. With Dual-Range Hydra-Matic Drive you can elect the performance range you want—powerful "go" for traffic or economical cruising for the open road.

③ High Performance Economy Rear Axle

By utilizing more powerful engines and Dual-Range Hydra-Matic Drive, Pontiac has been able to provide a low axle ratio that means fewer engine revolutions in relation to car speed. This means peak economy in normal city and highway operation—with cruising so quiet and effortless you almost feel you're coasting!

**Optional at extra cost.*

Pontiac Motor Division of General Motors Corporation reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications, and models, and also to discontinue models.

