



*Presenting the*

*New* **1949 PONTIAC**



***Finest of All New Features  
in the Smartest of All New Cars***

**THE YEAR'S OUTSTANDING BEAUTY ☆ LOWEST PRICED CAR WITH  
GENERAL MOTORS HYDRA-MATIC DRIVE ☆ VISION-AIRE INTERIORS ☆ WIDER  
SEATS—ADDED ROOM ☆ WIDE, EASY ACCESS DOORS ☆ NEW WIDE-HORIZON CURVED  
WINDSHIELD ☆ SAFE-T-NEW DRIVER VIEW ☆ NEW DIAL-CLUSTER DASH ☆ EXCLUSIVE  
TRAVELUX RIDE ☆ NEW OPEN AIR HEATING AND VENTILATING SYSTEM ☆ NEW  
FINGER-TIP STARTER BUTTON ☆ CARRY-MORE LUGGAGE SPACE ☆ LOW-  
PRESSURE TIRES, 15-INCH WHEELS, BROAD RIMS ☆  
PONTIAC POWER-PACKED ENGINES**



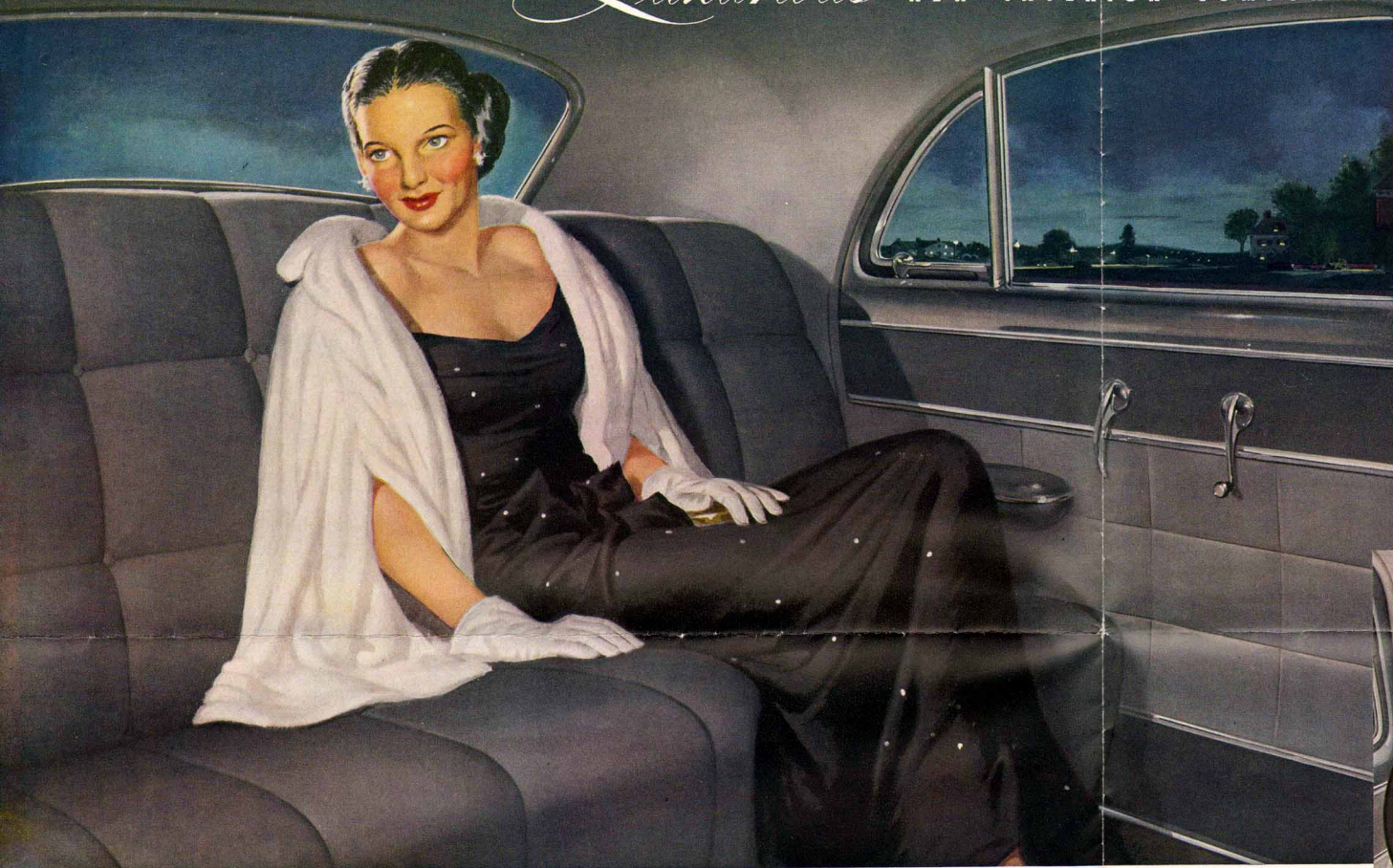
**The Most Beautiful thing on Wheels . . .  
and even Better than it Looks!**

The minute you see it, you'll say . . . "This is it!" Because that's the natural instinctive reaction to this utterly new, utterly smart beauty—the finest in the long, unbroken line of fine Pontiac cars. You will delight in its flashing new front-end effect, sparkling with massive chrome . . . in the striking new body silhouette

. . . in the effective blending of body and fender curves . . . and in the smartly continental flare of the sweeping rear deck ensemble. It's *NEW*—all *NEW*—brand *NEW*—from Indian head medallion up front to the contoured bumpers in the rear. It's easily the year's great beauty—and it's even *better* than it *looks!*

# Luxurious

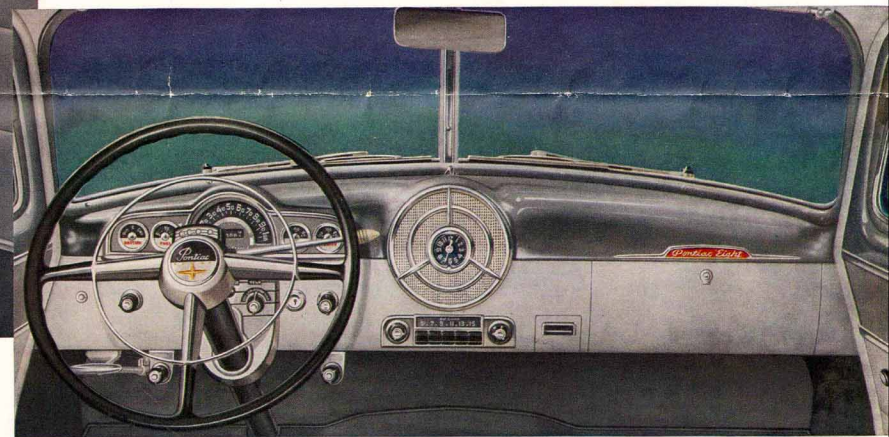
NEW INTERIOR COMFORT... IN NEW "Vision-Aire" BODIES BY FISHER



### So much room

Never did a car in Pontiac's field offer its owner so many elements of true richness and comfort as are provided in the new Vision-Aire Interiors of the 1949 model. You enter easily through much Wider Doors. You relax on much Wider Seats that are superbly cushioned, correctly contoured for restfulness and upholstered in fine rich fabrics, trimly

tailored and long wearing. You revel in a new sense of space and "open-airness," thanks to greater glass area, front and rear. And when you ride, yours is comfort supreme—because NO car, at any price, has Pontiac's exclusive "Travelux" Ride! Yes, within its lovely interior, as everywhere else, the 1949 Pontiac lends authority to the statement—"THE FINEST OF ALL NEW FEATURES IN THE SMARTEST OF ALL NEW CARS."



### Handsome, New Dial-Cluster Dash

All instruments—which are inset and tilted—are clustered symmetrically around the steering column. All controls are within easy reach, including the New Finger-Tip Starter Button and the controls of the New Open Air Heating and Ventilating System. The ignition switch is lighted; at left is the convenient New Handi-Grip Parking Brake Handle.



### Exclusive New "Travelux" Ride

To ride in the New 1949 Pontiac is to experience a sensation of comfortable ease unique among all automobiles—because the "Travelux" Ride is an exclusive development of Pontiac engineers. As so frequently happens in the mechanical world, this great riding advancement results from the combination of a number of separate unique developments. It involves Pontiac's New Center-Poised Seating, which places rear passengers *ahead* of the axle instead of above it... the super-cushioning of Softer Springs; New Sealed Airplane-Type Shock Absorbers; and last, but not least, 7.10 x 15 Low-Pressure Tires, 15" Wheels and Broad Rims. The result is remarkable in the enjoyment it adds to Pontiac ownership. Thus, here in comfort, you will find further confirmation of the statement—"THE FINEST OF ALL NEW FEATURES IN THE SMARTEST OF ALL NEW CARS."



### Wide, Easy-Access Doors

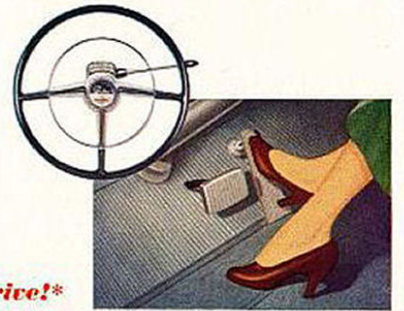
An important engineering advance which contributes greatly to the pleasures of Pontiac ownership. Six-footers can ease in and out through the generously proportioned door openings. The floor is level with all door sills—a safety feature of particular importance to women wearing high-heeled shoes. Truly, when you go in a Pontiac, you go in comfort.

### New Wide-Horizon Windshield

Drivers of the 1949 Pontiac benefit in fullest measure by the Safe-T-New Driver View—which means unparalleled road visibility. This results from Pontiac's New Wide-Horizon Windshield, which is gracefully curved in the modern mode, the smartly lowered hood level, slimmed front pillars, and a substantially larger rear window.



# The Complete **PONTIAC** Line for '49



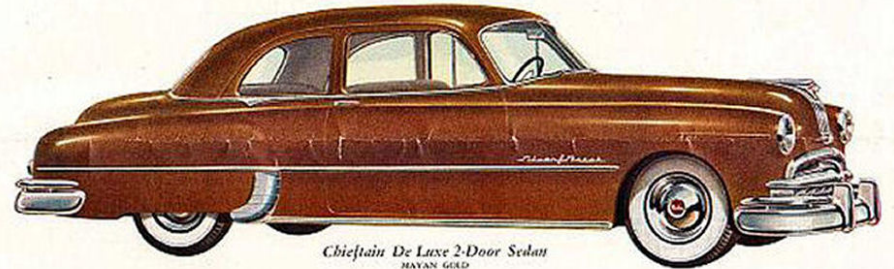
Two Great New Pontiac Lines—The Chieftain and The Streamliner! *All New, All Different! All Body Types Available as Standard or De Luxe! Your Choice of Two Famous Pontiac Power-Packed Engines, 6 or 8-cylinder! Wide Selection of Colors and Two-Tone Combinations! Featuring Fourteen Important Motor Car Advancements!*

**All Available with GM Hydra-Matic Drive!\***

So widely known are the unsurpassed pleasures of "automatic" driving, as made possible by GM Hydra-Matic Drive, that it is almost unnecessary to dwell on them here. Words cannot adequately describe the advantages of this great and obviously proved driving advancement. There is no clutch pedal; no need of continuous gear-shifting. You simply sit back and drive! Believe us when we say that Hydra-Matic represents one of the great milestones in automotive progress—which is why we urge you to try it yourself!



*Streamliner De Luxe Sedan Coupe*  
SAGE GREEN



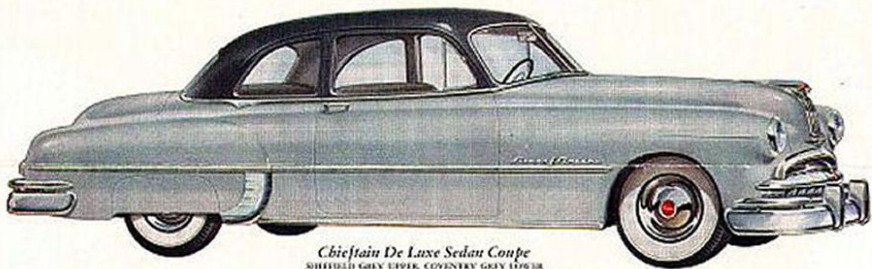
*Chieftain De Luxe 2-Door Sedan*  
MAYAN GOLD



*Streamliner De Luxe 4-Door Sedan*  
BLUE LAKE BLUE



*Chieftain De Luxe 4-Door Sedan*  
WELLINGTON GREEN UPPER, SMOG GREEN LOWER



*Chieftain De Luxe Sedan Coupe*  
SHEFFIELD GRAY UPPER, COVENTRY GRAY LOWER



*Chieftain De Luxe Convertible Coupe*  
RED TAN



*Chieftain Business Coupe*  
BLACK



*De Luxe Metal Station Wagon*  
STARLIGHT BLUE

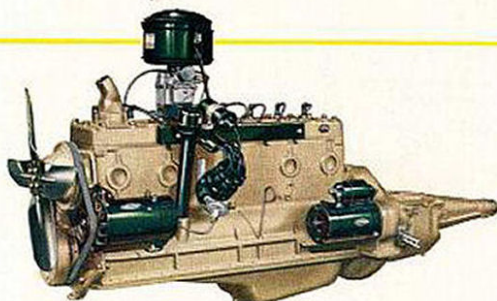


*De Luxe Wood Station Wagon*  
PARMA WINE



*Sedan Delivery*  
WELLINGTON GREEN

*Two-tone color combinations, and white side wall tires shown on this page applied at extra cost. De Luxe models shown here are also available with standard equipment. \*GM Hydra-Matic Drive available at extra cost.*



### Pontiac Power-Packed Engines

Whether you choose a Pontiac Six or Eight, you can look forward to enjoying a combination of smoothness, silence, economy, proved dependability and acceleration "zing" not available in any other car at any price. So enthusiastic has been the praise of these performance specialties by discriminating motorists all over America, that Pontiac engineers have continued their efforts to the refinement of Pontiac's Famous Power-Packed Engines rather than undertake radical changes for the 1949 model. And whether you reside in the plains country, or in the mountainous areas . . . whether the bulk of your driving is done in heavy traffic . . . you'll find that for all-around performance pleasure, your Pontiac is unsurpassed.



### Every Inch a Beauty!

Viewed from any angle, the new Pontiac is a captivating car. In full harmony with the car's overall design is the rear deck-rear fender ensemble . . . massive, graceful and beautifully proportioned. And note how the gleaming Silver Streak lends an exclusive touch of individuality.



### Just Touch and Go!

All 1949 Pontiacs give you the extra convenience of a Finger-Tip Master Button within easy reach on the dash.



### Carry-More Luggage Compartment

The larger your family and the more frequently you travel together, the more you'll appreciate the increased luggage capacity of the 1949 Pontiacs. Big Wardrobe Cases, Overnight Bags, Golf Clubs, parcels, etc., can easily be stowed away in a manner that is really surprising. And of especial importance is the fact that the spare tire is so positioned that it may be removed with a minimum of luggage replacement. Women, especially, will like the new contour-balance trunk lid.

THE MOST BEAUTIFUL THING ON WHEELS . . . AND BUILT TO LAST 100,000 MILES!

P O N T I A C



S P E C I F I C A T I O N S

**ENGINE**—6 cyl.; L-Head; bore and stroke  $3\frac{1}{16}$ " x 4"; piston displacement 239.2 cu. in.; max. h.p. 90; comp. ratio 6.5 (7.5 optional); counterweighted crankshaft. 8 cyl.; L-Head; bore and stroke  $3\frac{1}{4}$ " x  $3\frac{3}{4}$ "; piston displacement 248.9 cu. in.; max. h.p. 104; comp. ratio 6.5 (7.5 optional); counterweighted crankshaft; Harmonic vibration dampener; long-life chrome nickel alloy pistons; full pressure lubrication; uniformly balanced connecting rods; permanent, precipitation-type oil cleaner; gusher valve cooling; tapered valve guides; water around all valves.

**ELECTRICAL**—Delco-Remy; fully automatic control; 15-plate Delco battery with visual filler necks; current and voltage regulator.

**FUEL SYSTEM**—Mechanical fuel pump (vacuum booster on 8); air cleaner and silencer; single triple-venturi carburetor on 6, dual type on 8; automatic choke;  $17\frac{1}{2}$  gal. tank; thermostatic heat control.

**CLUTCH**—Single disc,  $9\frac{1}{2}$ " dia.; ball release bearing lubricated for life.

**TRANSMISSION**—Standard: Synchronesh; semi-automatic control. Optional at extra cost: GM Hydra-Matic Drive.

**FRAME**—Box girder, 4-way cantilever type.

**WHEELBASE**—120" (202 $\frac{1}{2}$ " overall).

**STEERING GEAR**—22 $\frac{1}{4}$ :1 ratio; 18 in. wheel; worm and roller type gear, link parallelogram control.

**AXLES**—Front, link parallelogram-type knee-action; rear, semi-floating, hypoid gears. Standard axle ratio, 4.1 to 1; economy axle (3.9 to 1) or mountain axle (4.55 to 1) optional at no extra cost.

**BRAKES**—Multi-sealed, Duo-Servo hydraulic; moulded linings; emergency brake on rear wheels. Cane type emergency brake lever.

**SPRINGS**—Duffex variable rate leaf spring in rear; coil type in front; Airplane Type Shock

Absorbers front and rear.

**GENERAL**—Dual windshield wipers, dual horns, dual sun visors and dual tail lamps; cigar lighter; front and rear ash trays; automatic interior lighting; dash-controlled hood lock; automatic, counterbalanced trunk door with self-locking locks; spare tire and tube.

**COLORS**—Sedans and Coupes—Blue Lake Blue, Starlight Blue, Sheffield Grey, Coventry Grey, Parma Wine, Wellington Green, Mayan Gold, Sage Green and Black. *Two-tones*: Wellington Green upper, Sage Green lower; Coventry Grey upper, Blue Lake Blue lower; Sheffield Grey upper, Coventry Grey lower; Blue Lake Blue upper, Coventry Grey lower. *Convertibles only*—Nankeen Cream, Rio Red. *Station Wagons and Sedan Delivery* furnished in Starlight Blue, Parma Wine, Sheffield Grey, Mayan Gold and Black.

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.