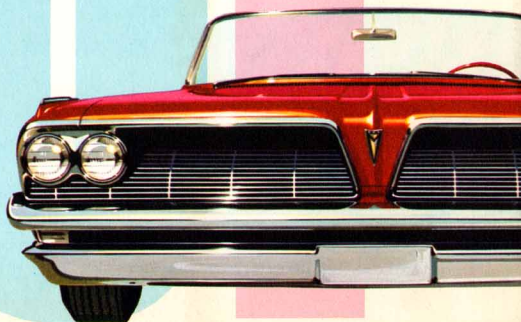


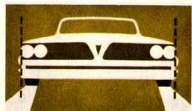
1961
PONTIAC



Tom Reardon
BURNETT PONTIAC

5020 WHETSEL AVE. BR 1-1106

IT'S ALL PONTIAC!
ON A NEW WIDE-TRACK!



New track-to-body proportion! The track is the width between the wheels. Pontiac '61 is the only Wide-Track car. And now that we've trimmed body width, more weight is balanced directly between the wheels. You ride with greater poise, maneuver with firmer control.

More room, more comfort inside! America's favorite road car is roomier for '61. Headroom, rear legroom, and footroom have been increased on many models. Seats are higher, yet there's more clearance under the steering wheel. Doors are wider, swing open farther with no jutting barriers to bump as you get in and out. It's all designed to let you enjoy more fully the untiring roadwork this car is built for.

Powered by the new, fuel-saving Trophy V-8 Engine! We've improved on the engine the experts said was perfect. New fuel induction system gives this new free-breathing engine more air, makes gas go further. Eleven versions to select from. Horsepower ranges from 215 to 348. For best economy, specify the Trophy Economy V-8. Its lower compression ratio lets you use regular gas. Add it all up . . . it's the new Wide-Track way to travel. Only Pontiac has it! Try it!

'61 PONTIAC—THE ONLY WIDE TRACK CAR



AF VK



BONNEVILLE CONVERTIBLE COUPE

Bonneville

Motoring just doesn't come any finer than in the elegant Bonneville by Pontiac... the only Wide-Track car!

You enjoy the spine-tingling response of a fiery 303 h.p.* Trophy V-8 power plant with 4-barrel carburetor, 389-cu.-in. displacement and 425-lb./ft. torque. (Other power options are listed in the specifications on last page.)

If you have a strong hankering for action... if you like the feeling of sitting right in the lap of luxury wherever you drive... if you know and love cars, the Bonneville's for you.

*With Super Hydra-Matic, an extra-cost option

The rich warmth of genuine leather is standard on the Bonneville Convertible. It comes in four exclusive color combinations accented with Morrokide. Seven vinyl top colors are available. Bucket seats are optional at extra cost.



Bonneville Sports Coupe and Vista models combine striped wool and nylon cloths with Jeweltone Morrokide in five color choices, or all Morrokide in four selections.



There's elegance all around you when you ride Bonneville style. Just look at the richness: The Bonneville doesn't stop its soft, deep loop pile carpeting at the floor; it extends up into the door panels for extra beauty and protection. The Bonneville provides other niceties, too: Padded hand assist rail on the cushioned instrument panel . . . aluminum seat ends and side panels . . . custom steering wheel.



BONNEVILLE SPORTS COUPE



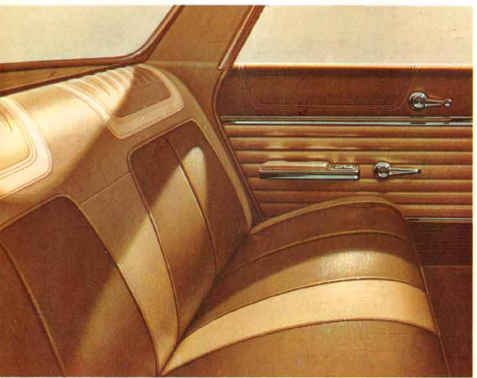
BONNEVILLE VISTA

Let your fingers linger on the lovely interior materials of the handsome new Bonneville . . . let your eyes admire the meticulous tailoring . . . and relax to every fine appointment in this most enticing of all Pontiacs!

Star Chief

Here's a superb and proud car that shares its quality with no other car. Size, luxury, weight—and downright handsomeness—put this Wide-Track Pontiac in a class all by itself for comfort and sheer driving pleasure. The long wheelbase contributes to the matchless Star Chief ride. Superb interior decor means day-in, day-out pride.

Star Chief interiors are luxuriously trimmed in Jacquard woven cloth with metallic yarn highlights, accented by Jeweltone Morrokide . . . available in three color combinations. All Morrokide is offered in four color choices. Full deep pile loop carpeting.



STAR CHIEF VISTA





STAR CHIEF SEDAN

Here's where the real Star Chief excitement begins! At the touch of your toe, a 283 h.p.* Trophy V-8 just begs to go. You stretch out in seats probably wider than your living room sofa. And to suit your good taste are: Custom steering wheel; twin instrument panel ash trays; special Star Chief instrument panel design; special wheel discs, and interior trim reserved exclusively for you as a discriminating Star Chief owner. It's a wonderful feeling . . . and it costs so little more.

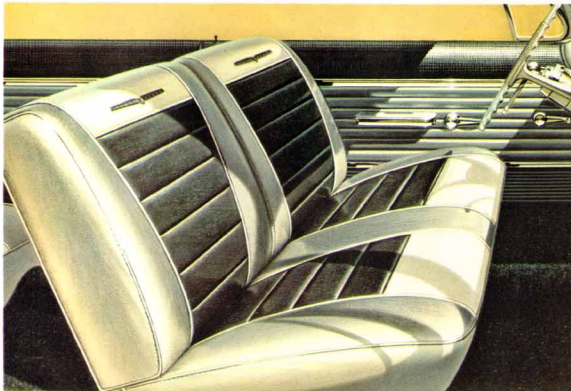
*With Super Hydra-Matic



Richly appointed instrument panels are distinctive for each series. (Star Chief shown here.) Organization of the entire panel is planned for driver and passenger convenience. Standard on all series is an instrument panel cushion, color-keyed to interior trim, on the front face of the panel and extending around the cove area. Standard on the Bonneville, optional on others, is a top surface pad. A chrome cove serves as a background.

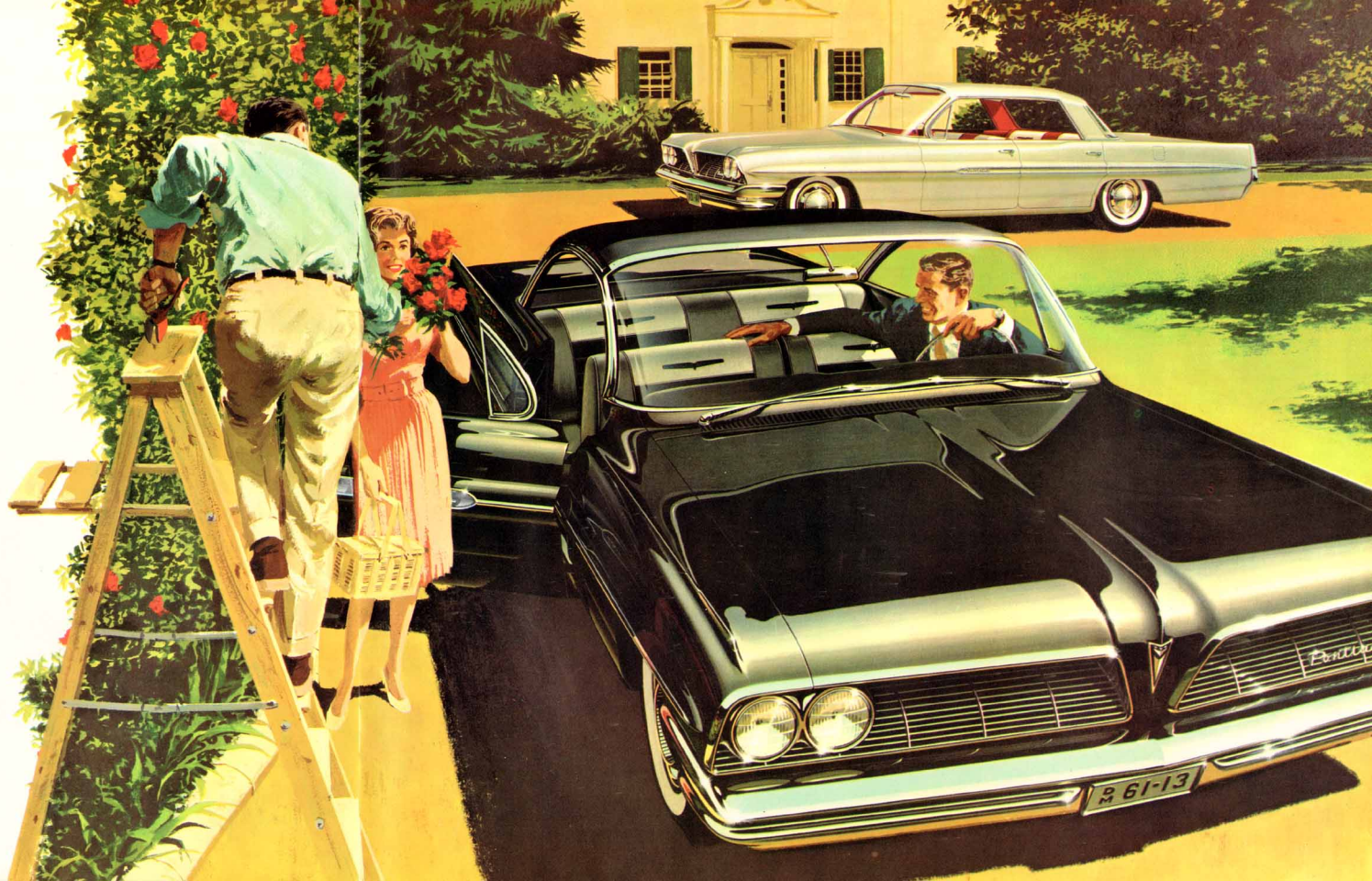
Ventura

This is the step up only the Wide-Track Pontiac makes possible. Almost any budget will take this luxury in easy stride: Full carpeting; exclusive Morrokides (you'd love them in your living room); the final touch of extra fashion all around. Your Pontiac dealer will be very glad to show how much more you get for so little more.



True custom appointments distinguish Ventura series interiors. Five color choices in Jewel-tone Morrokide are offered. Deep loop pile carpeting runs wall to wall. Here, indeed, is luxury at moderate cost . . . yours in the fashionable Ventura!

VENTURA SPORTS COUPE, FOREGROUND; VENTURA VISTA, BACKGROUND



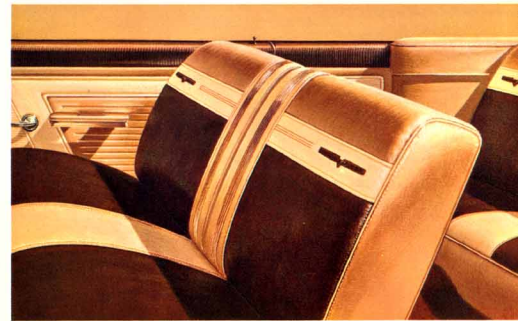


Catalina

Look anywhere—you won't find a car even close to the Catalina in price that provides the pleasure of the wonderful move to Pontiac... the only Wide-Track car. Go easy on the pedal—there's a 267 h.p.* Trophy V-8 just raring to go. You can see here how good it looks. Your Pontiac dealer has one handy to show you how good it feels.

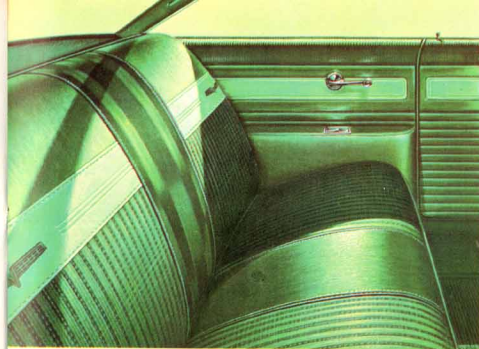
Look inside the Catalina Convertible and you'll find it hard to believe that a car like this is placed in Pontiac's lowest-priced series. Choose from five color combinations in Jeweltone Morrokide and seven top colors. Floor is handsome loop pile carpeting with vinyl surfaced rubber.

*With Super Hydra-Matic



CATALINA CONVERTIBLE COUPE

All this is standard equipment on the Catalina, and you won't find another car that offers so much: Electric wipers . . . cigarette lighter . . . dual sun visors . . . push-button door locks . . . automatic interior lighting . . . 15 acrylic lacquer Magic-Mirror finishes . . . foot-operated parking brake . . . front stabilizer bars . . . 8:00 x 14 tubeless tires (except Safaris—8:50 x 14) . . . dual armrests front and rear . . . front and two rear ash trays . . . crank-operated ventipanes . . . two individually controlled air vents . . . instrument panel snack bar . . . trimmed trunk . . . Safety *Plate* Glass all around . . . foam front seat padding.



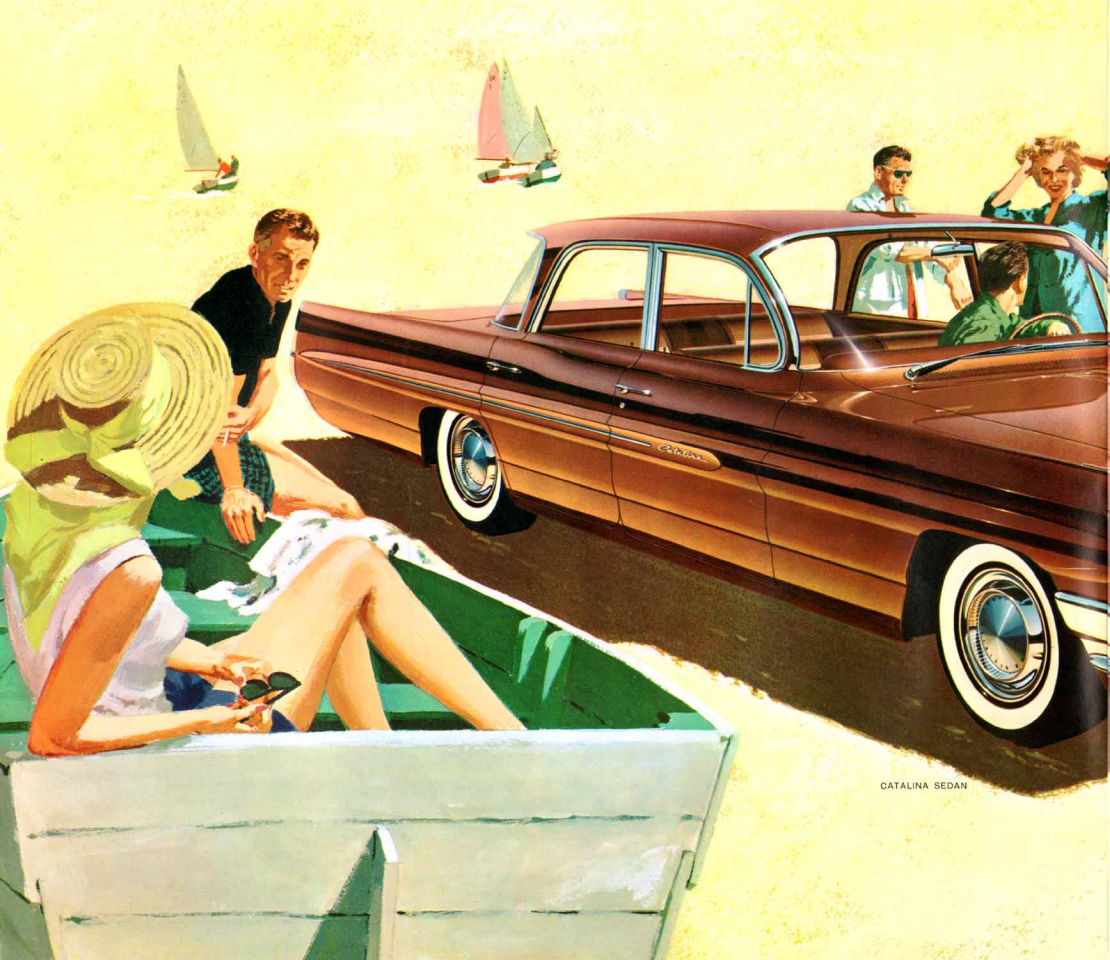
Catalina Sports Coupe and Vista models combine a strikingly striped pattern cloth with Morrokide in five three-tone color combinations. Floor covering is deep loop pile carpeting with vinyl surfaced rubber.



CATALINA VISTA



CATALINA SPORTS COUPE



CATALINA SEDAN



CATALINA SPORTS SEDAN

Who but Pontiac could give you so much in a car priced so low! The Catalina also features Pontiac's famous Wide-Track, the comfort of greater roominess inside, easier entrances and exits, higher seats. The Catalina is outstanding proof of the extra advantages in every new Pontiac.



BONNEVILLE CUSTOM SAFARI

Safari

Whatever you want in a station wagon—you get it in extra measure in a Pontiac Safari.

Elegance? Choose the Bonneville Custom Safari and enjoy exclusive Bonneville luxury including deep loop pile carpeting throughout and matchless interiors.

Utility with luxury? Then select a Catalina Safari—6- or 9-passenger. In both models all but the front seat fold flush with the floor. Rear window is retractable—crank-operated on the 6-passenger (power-operated optional). Power operation is standard on the 9-passenger.

Isn't it time to step up your motoring pleasure with a Safari? The whole family will enjoy the fun.



Bonneville Custom Safari upholstery includes genuine pleats in Jeweltone Morrokide, aerated for added comfort. Three tri-tone color combinations. Deep loop pile wall-to-wall carpeting with stainless steel protective skid strips in load area. Catalina Safaris offer five Jeweltone Morrokide three-tone color choices, with combination loop pile carpeting and vinyl surfaced rubber floor covering in passenger areas. Catalina load floors are embossed vinyl mat.



CATALINA 6-PASSENGER SAFARI

Station wagons are fun—and Pontiac Safaris are the most fun! Safaris love loads, work and families. And Wide-Track Pontiac Safaris give new roadability, soft ride and resistance to cross winds. Enclosed storage provisions are provided on all Safari models in the new luggage locker beneath the rear compartment floor. Almost 8 cubic feet of locker space is available on two-seat models and approximately 4.5 cubic feet on three-seat models with the third seat folded.



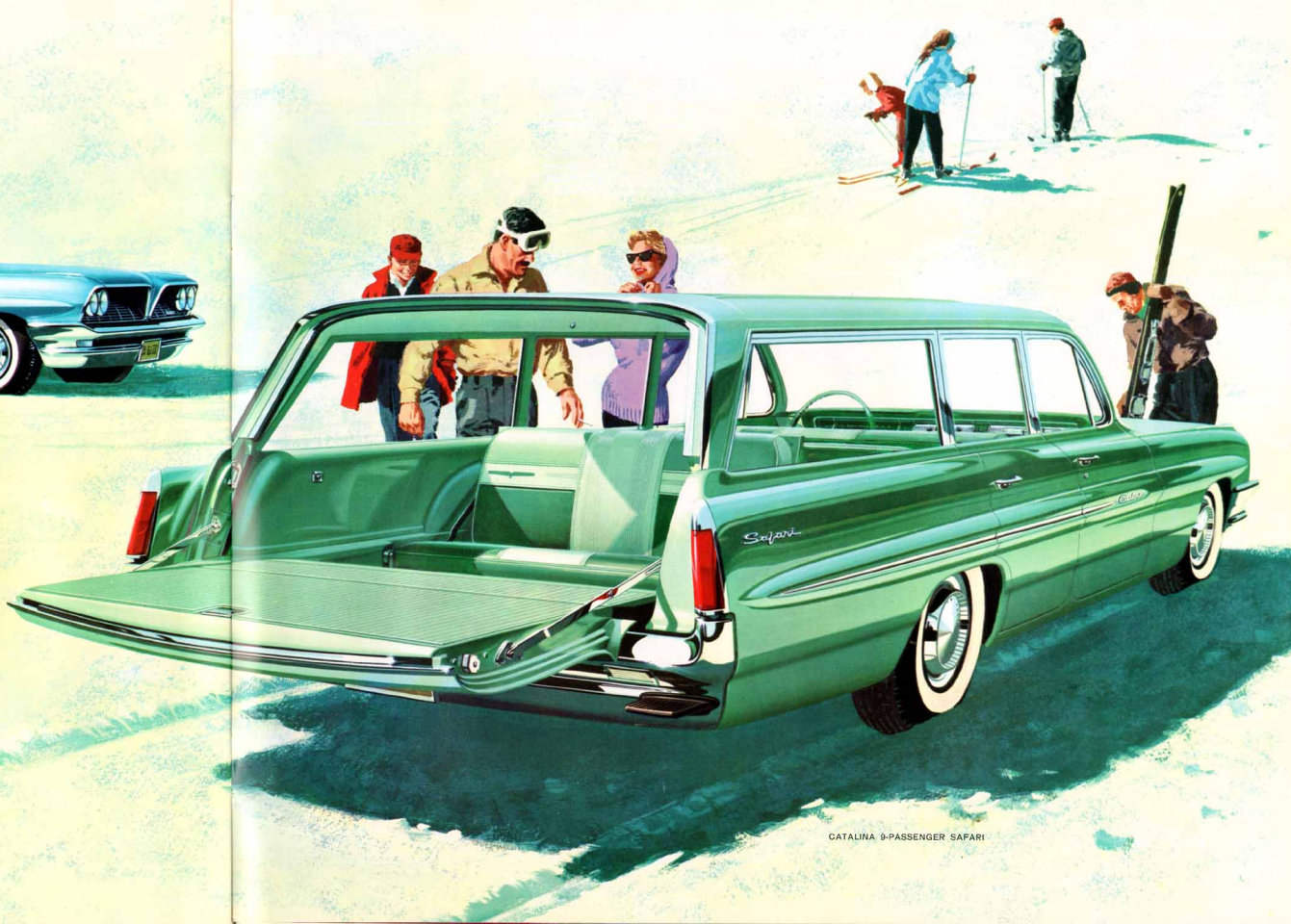
Catalina 6-passenger and Bonneville Custom Safaris—With second seat folded—3 passengers + . . . over 8 feet of load length or 36.2 sq. ft. of floor area (tailgate closed). Allowable load plus driver—1,050 lbs. Open tailgate adds over 2 feet of load space.



Catalina 6-passenger and Bonneville Custom Safaris—With both seats up—6 passengers plus 300 lbs. of cargo . . . 5 feet of load length or 18.5 sq. ft. of floor area (tailgate closed). Allowable load with driver—1,050 lbs. Open tailgate adds over 2 feet of load space.



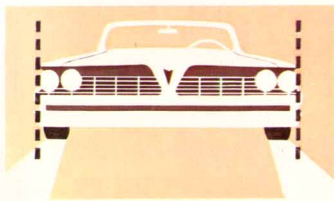
Catalina 9-passenger Safari—Capacity same as above first and second seat arrangements. Nine-passenger capacity with foldable rear seat up. Electrically operated, dash-controlled tailgate window standard (extra cost on other Safari models).



CATALINA 9-PASSENGER SAFARI

From the industry's most road-minded engineers...

AMERICA'S FINEST PERFORMANCE HANDLING AND ROADABILITY



THE ONLY WIDE-TRACK CAR

Nothing takes to the road like a Wide-Track Pontiac. Body and chassis are completely integrated to Pontiac's exclusive Wide-Track design. Steering is more precise... control is firmer... ride is smoother and steadier. Weave, lean, sway and wind-drift are very noticeably lessened. You feel a mastery of control you've never known before—a sense of security and stability no narrower track car has achieved.

FLEXIBLE JOINT STEERING GEAR

See a bump ahead? You'll scarcely feel it at the steering wheel because Pontiac's flexible coupling cushions road shock, minimizes wheel fight. New on manual steering models.

NEW PERIMETER FRAME

You ride in it, not on it—surrounded by heavy steel side members. This new design permits lowering the floor for more comfortable chair-height seats.

NEW, IMPROVED SUPER HYDRA-MATIC TRANSMISSIONS*

For 1961, Pontiac offers two Super Hydra-Matic transmissions. One is a completely new, lighter and more compact unit available on the Catalina and Ventura series. The other is a heavier unit offered on the larger Star Chief and Bonneville models.

ELEVEN NEW TROPHY V-8 POWER CHOICES

Performance minded? No other car in Pontiac's field offers so many engine-transmission-axle options. And all of Pontiac's power teams offer improved fuel induction system; higher performance; more efficient new intake system. New use of aluminum reduces dead weight. New oil pan requires only four quarts at change time (five quarts with filter change).

FOUR-SPEED STICK TRANSMISSION*

Want the ultimate in performance? You get it with Pontiac's four-speed, floor-mounted, Synchromesh Transmission (stick shift). Here is precision shifting at its exciting best. Available on special order.

AIR-COOLED, TRUE CONTOUR BRAKES

Stops are smoother and surer, brake life longer, because cooling flanges capture air to dissipate heat. Generous linings (precision-fitted to lining and drum) and extra-large front cylinders also increase brake life and efficiency. The pedal-to-piston travel ratio is improved to insure better pedal feel, especially when the linings are worn.

NEW FRONT SUSPENSION

Significant advancements provide a smoother, softer ride. Front lower control arms are swept back for anti-dive control. Springs and shock absorbers are tuned for maximum softness and steadiness.

NEW FOUR-LINK REAR SUSPENSION

Even washboard roads knuckle under to Pontiac's entirely new rear suspension system. You get a softer ride, shake is virtually eliminated and cornering stability is greatly increased.

**Optional at extra cost*

Custom-build your Pontiac (just as you want it)

Pontiac offers the widest selection of optional equipment and accessories. You can order your new Pontiac personally built to your driving needs and conditions. Use this handy check list of equipment to make your driving more pleasurable. And talk with your dealer or salesman about the many other Pontiac-engineered items available.

FACTORY-INSTALLED GROUPS

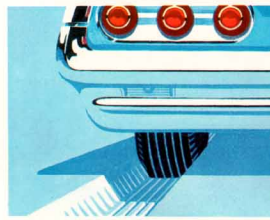
- Basic group: Circ-L-Aire heater and defroster • Super De Luxe radio • Back-up lamps • Heavy-duty air cleaner • Full-flow oil filter • Custom latex foam front cushion
- De Luxe basic group: Same as above except with Separaphonic rear speaker and automatic signal-seeking radio
- Mirror group: Outside rear-view mirror • Inside non-glare tilt mirror • Visor vanity mirror
- Safety group: Windshield washers • Safeguard speedometer • Instrument panel cushion (standard on Bonneville)
- Lamp group: Glove compartment lamp • Luggage compartment detachable extension lamp (under hood on Safari) • Courtesy lamps (standard on Catalina Convertible and all Bonnevilles) • Lighter and ash tray lamps • Parking brake warning lamp
- Decor group—Catalina only: Custom steering wheel • De Luxe wheel discs • Custom trim moldings • Right-hand extra ash tray for passenger

INDIVIDUAL OPTIONS AND ACCESSORIES

- Hydra-Matic Drive
- Economy regular-fuel Trophy V-8 (no extra cost with Hydra-Matic)
- Circ-L-Aire air conditioning
- Magi-Cruise
- Safe-T-Track differential
- Bucket seats in Bonneville Convertible (Available on special order at extra cost in all other models.)
- Circ-L-Aire heater and defroster
- Power seat
- Power steering
- Power brakes
- Power window lifts (front and rear)
- E-Z-Eye tinted glass



CIRC-L-AIRE AIR CONDITIONING



SAFE-T-TRACK DIFFERENTIAL



POWER STEERING

POWER WINDOW LIFTS



POWER SEAT



POWER BRAKES



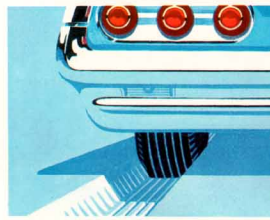
E-Z-EYE TINTED GLASS



ALUMINUM WHEELS



CIRC-L-AIRE AIR CONDITIONING



SAFE-T-TRACK DIFFERENTIAL



POWER STEERING

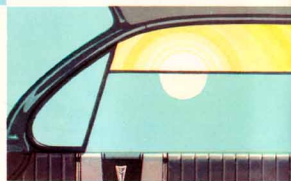
POWER WINDOW LIFTS



POWER SEAT



POWER BRAKES



E-Z-EYE TINTED GLASS



ALUMINUM WHEELS

Circ-L-Aire Air Conditioning—Air conditioning is a year-round comfort, maintains all-season temperature just where you want it, filters out dust and pollen, lets you enjoy radio in noisy traffic with windows closed, eliminates window fogging in rain. Today's fastest-growing accessory that retains much of its value at trade-in time.

Circ-L-Aire Heater and Defroster—Full-flow air movement through entire interior . . . push-button control for easy operation . . . directs warm air to rear compartment by jet-type nozzles.

"Wonder-Touch" Power Steering—Provides a real wonder touch, with less than two pounds of steering effort normally required. Still retains good road feel, yet provides fingertip parking and good return after cornering.

Power Window Lifts—Front and rear windows can be raised or lowered from driver's main control panel or from individual windows.

Power Seats—Women, especially, appreciate this easy way to adjust seats when two people drive the same car. Six-way fingertip adjustment, forward, backward, up and down, forward and backward tilt provides instant adjustment while driving to minimize fatigue on long trips.

"Wonder-Touch" Power Brakes—You'll be surprised how Pontiac provides so light a feel with such positive control. Even quick stops are smoother, surer and easier. Try Pontiac's power brakes just once and you'll want them.

E-Z-Eye Glass—Reduces glare and summer heat with fully tinted glass. Decreases headlight glare, too.

Magi-Cruise—If you do much turnpike driving, you'll want this automatic control that retains throttle setting with foot removed from accelerator pedal. A touch of the toe to the brake pedal restores normal control.

Safe-T-Track Differential—Delivers power in direct ratio to the grip of each wheel wheel. You won't get stuck in mud or snow if either wheel maintains traction.

Aluminum Wheels—Cooler brakes with these exclusive wheel hubs and brake drums. Finned face and drum set up a stream of cool air to make them almost immune to fade.

CHASSIS

FRAME: Perimeter design with box section structure. Entire passenger compartment is encircled by heavy steel side members. Five crossmembers join parallel side bars for engine and body mounting. Frame design varies to meet requirements of individual body styles.

WHEELS AND TIRES: 14 x 6K steel disc wheels with 8.00 x 14 four-ply low pressure tubeless tires. 8.50 x 14 standard on Safari Station Wagons and all cars equipped with air conditioning, available on all models at extra cost.

FRONT SUSPENSION: Ball joint independent front suspension with upper control arms pivoted on threaded bushings. Large diameter, low rate coil springs, hydraulic shock absorbers, compound anti-dive control. Torsion-action front stabilizer bar.

FOUR LINK REAR SUSPENSION: Angle-mounted upper and lower control arms, large diameter, low rate coil springs, angle-mounted hydraulic shock absorbers. Drive and torque taken through control arms.

STEERING: Link parallelogram with recirculating ball bearing gear—both manual and power. Over-all ratio, manual—25:1, with optional power, 22:1. Power Steering optional at moderate extra cost.

BRAKES: Air cooled, internal expanding hydraulic type. Two shoe, single anchor, Drum diameter—front, 11", rear, 11". Total area, 191 sq. in. Foot-controlled parking brake operates on rear service brake system. Vacuum power brakes optional at extra cost. Aluminum wheel hub and brake drum assembly optional at extra cost.

TRANSMISSION AND DRIVE TRAIN: Hydra-Matic transmission optional at extra cost. Two 3-speed synchromesh transmissions are available. 4-speed synchromesh transmission available (on special order) with high performance engines only. For more specific information see your dealer. 10.5" Clutch. Tubular driveshaft with two universal joints. Semi-floating hypoid rear axle. Safe-T-Track semi-locking differential optional at extra cost.

BODY

CONSTRUCTION: Fisher all-steel body with reinforced side rocker panels. Counter-balanced double hood and trunk construction. Safety Plate Glass in every window. "Magic Mirror" acrylic lacquer on all models.

ELECTRICAL SYSTEM: 12 volt system, 53 amp battery with 8.6:1 compression engines. 61 amp battery with 10.25:1 or 10.75:1 engines. Extra-capacity system available on special order.

GENERAL BODY DIMENSIONS: See table at right.

ENGINE

GENERAL DESCRIPTION: Trophy V-8—short stroke, 90°, V-8 design. Aluminized valves. Hydraulic valve lifters. Bore and stroke 4 1/8" x 3 1/4". Displacement 385 cu. in. Alloy cast iron block, 5 main bearings with 3" journals. Balanced-flow cooling system pumps water directly into each side of the cylinder block equally. Quill gallery lubrication system. 10.5" Clutch. Tubular driveshaft.

FUEL SYSTEM: Choice of 2-barrel, 4-barrel, or 3-2-barrel downdraft carburetion (see table). Disposable type fuel filter. Automatic choke. Centrifugal and vacuum control of distributor spark advance. Heavy duty air cleaner and silencer, optional at extra cost.

EXHAUST SYSTEM: Single reverse flow system standard on all models. Dual reverse flow system optional at extra cost.

HORSEPOWER AND TORQUE RATINGS: (see chart).

ENGINE PERFORMANCE AND POWER TEAMS

Engine	Trophy V-8 2-BBL Std.	Trophy V-8 4-BBL Std.	4-BBL Carburetor Optional	Trophy V-8 w/1-Power 3-2-BBL	Trophy V-8 Economy Special 2-BBL
Transmission	Standard Catalina Ventura Star Chief	Hydra-Matic Transmission Catalina Ventura and Star Chief	Standard with Hydra- Matic Transmission Star Chief Only	Manual Transmission Catalina and Ventura	Hydra-Matic Transmission Catalina and Ventura
Compression Ratio	8.6:1	10.25:1	8.6:1	10.25:1	10.75:1
Max. Horsepower At R.P.M.	215 @ 3600 (C) (V) 283 @ 4400	405 @ 2600 (C) (V) 413 @ 2800	235 @ 3600 303 @ 4000	287 @ 4000 318 @ 4000	430 @ 2300 430 @ 4000
Max. Torque At R.P.M.	390 @ 2000	485 @ 2600 (C) (V) 413 @ 2800	402 @ 2000 425 @ 2000	402 @ 2000 417 @ 2400	430 @ 3200 430 @ 3200
Horsepower Per Cu. In. of Engine Displacement	.553	.696 (C) (V) .728 (S)	.604	.779	.604
Standard Rear Axle Ratio	3.23:1	2.69:1 (C) (V) 2.87:1 (S)	3.23:1	2.87:1	2.69:1 (C) 2.87:1 (V) (S)

(C)—Catalina Models. (S)—Star Chief Models. (V)—Ventura Models. (B)—Bonneville Models.
*When Air Conditioned—2.87:1. 333 H.P. and 348 H.P. engines available on special order.

INSIDE THE 1961 PONTIAC

QUICK REFERENCE SPECIFIC MODEL DIMENSIONS

	4-Door Sedan	Sports Sedan	Sports Coupe	Vista	Con- vertible Coupe	Station Wagons
Track	62.5"	62.5"	62.5"	62.5"	62.5"	62.5"
Wheelbase	Catalina and Ventura 119"	119"	119"	119"	119"	119"
Star Chief and Bonneville	123"	—	123"	123"	119"	119"
Over-all Height (Loaded)	55.8"	55.8"	55.6"	55.9"	54.3"	56.9"
Catalina and Ventura	210"	210"	210"	210"	210"	209.7"
Star Chief and Bonneville	217"	—	217"	217"	217"	209.7"
Over-all Width	78.2"	78.2"	78.2"	78.2"	78.2"	78.2"
Catalina and Ventura	—	—	63.4"	63.4"	63.4"	63.0"
Bonneville	—	—	63.1"	63.0"	63.1"	63.0"
Rear Seat Hip Room (2nd Seat of 9-Passenger Safari)	63.3" Catalina 63.0" Star Chief	62.7"	55.1"	63.0"	51.5"	63.1"
Catalina and Ventura 63.0" Star Chief and Bonneville	45.3"	45.3"	45.1"	45.3"	45.1"	45.3"
Ventura and Star Chief	45.1"	—	45.2"	45.1"	—	—
Bonneville	—	—	44.8"	44.9"	44.8"	45.2"
Catalina and Ventura	40.8"	40.4"	38.1"	40.8"	38.2"	41.0"
Star Chief and Safari	40.9"	—	37.9"	40.6"	—	—
Bonneville	—	—	37.9"	40.9"	38.6"	40.8"
Front Head Room (2nd Seat of 9-Passenger Safari)	34.2"	34.2"	34.4"	34.2"	34.3"	34.3"
Depressed	33.8"	33.8"	33.4"	33.8"	33.2"	33.2"
Catalina and Ventura	34.4" (B)	34.4"	33.8"	34.1" (B)	33.4"	35.5"
Star Chief and Safari	38.8"	38.6"	38.0"	37.9"	38.2"	38.8"
Bonneville	—	—	38.0"	—	—	—
Total Windshield Glass Visibility Area (sq. in.)	Catalina and Ventura 1600.3	1600.3	1600.3	1600.3	1463.3	1600.3
Star Chief and Bonneville	1608.3	—	1604.3	1604.3	1463.3	1600.3
Total Windshield Area (sq. in.)	Catalina and Ventura 4260.5	4290.1	4793.0	4163.3	3642.8	5161.0
Star Chief and Bonneville	4260.5	—	4787.0	4167.9	3642.8	5161.0

*EXCEPT BONNEVILLE WHERE FREE HEADROOM IS 51.1 IN. LESS THAN OTHER CORRESPONDING MODELS.
(B) EXCEPT STAR CHIEF WHERE FREE HEADROOM IS 34.0 IN.
(C) EXCEPT STAR CHIEF & BONNEVILLE WHERE FREE HEADROOM IS 33.8 IN.

NOTICE: All options listed herein, including whitewall tires, special Catalina Custom Trim, radio and heater, illustrated on some models, are extra-cost equipment unless otherwise specified. Reference to interior leather applies to prime surface area of seat cushions and backrests except for decorative accents. Ask your dealer for all price information on any model or special equipment you desire. 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.

PONTIAC MOTOR DIVISION • GENERAL MOTORS CORPORATION