

'55

Pontiac

WITH THE 180-HP STRATO-STREAK



Everything New But Its Wonderful Name!

Styled and powered to move motoring years ahead!



This is it! This is the big news of the year! This is the car that overtakes tomorrow in one giant forward stride in automotive history. This is all-new Pontiac for 1955!

In every exciting new concept of line and contour, of ride and luxury, of power and performance—and price—the 1955 Pontiac sets a new high-value mark for all the world to admire and envy.

And for you to enjoy today!

What makes this all-new order of Pontiacs such a history-making automobile? The kind of car that raises the sights for the future of an entire industry?

It's beauty . . . beauty such as you've never seen before! A lower-than-ever, lovelier-than-ever flow of line. A graceful integration of design . . . of body and glass, of grille treatment and trim. It's the unmistakable Pontiac look . . . newly stated in the sparkle of twin silver streaks.

It's power . . . all-new V-8 power such as only Pontiac could produce! A 180-horsepower V-8 engine named the

Strato-Streak to give you just a hint of the performance thrills it can deliver. Performance engineered in the Pontiac manner, which means, as you know—being thorough sticklers for dependability as well. Pontiac engineers pre-proved this high-voltage power plant in over three million test miles!

All-new style and all-new power . . . and much, much more in this all-new General Motors masterpiece!

In this Pontiac, you will see interior luxury once unimagined for an automobile of Pontiac's price class.

In this Pontiac, you will revel in a whole new view of the road and the passing scene—and take comfort in all that means to your driving safety and pleasure.

In this Pontiac, the room and the ride are all-new, too . . . and pure luxury! There's buoyant new rear springing. And front seats are three inches wider in a car not one bit wider over-all!

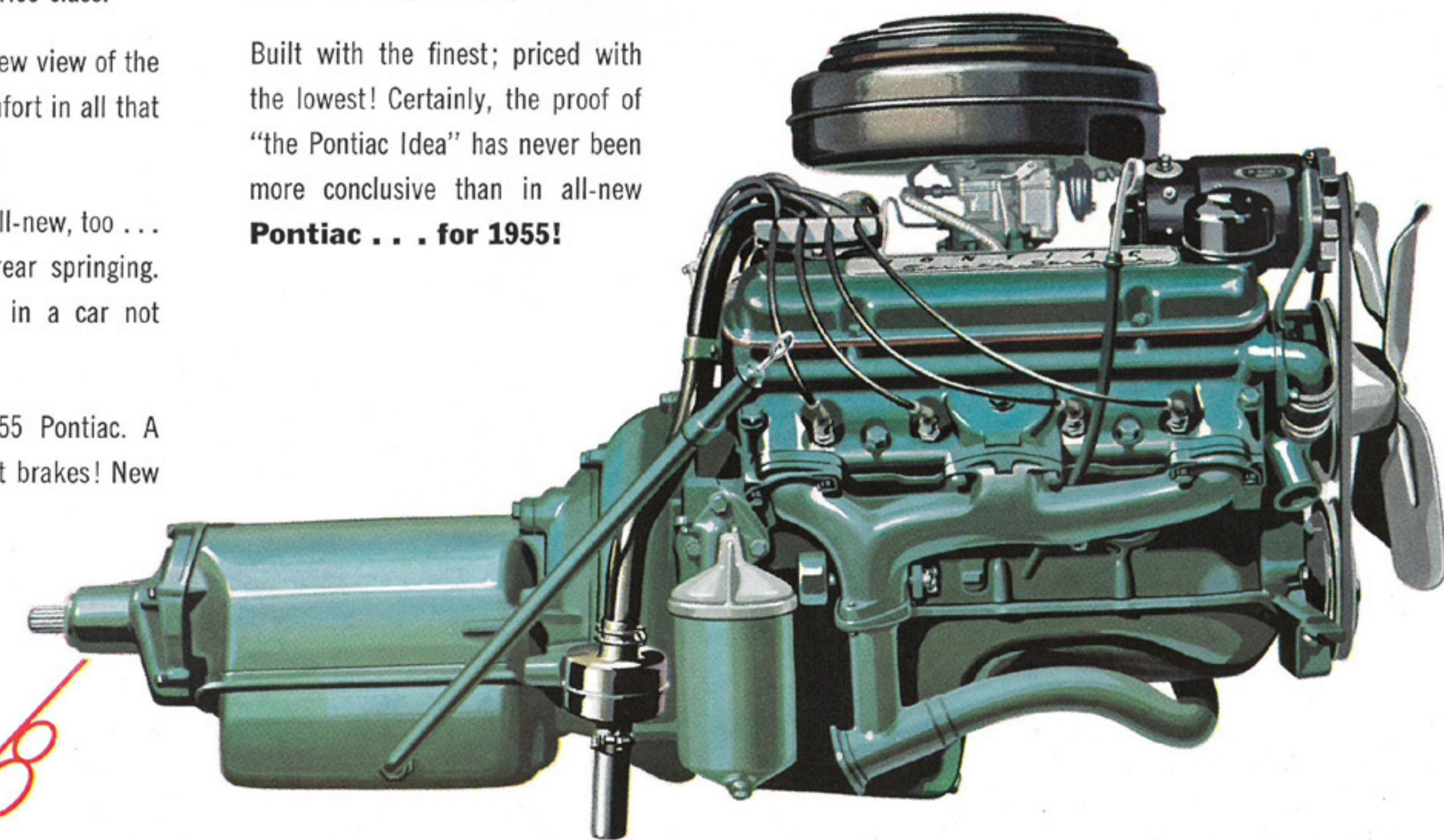
Yes, the newness goes deep in this 1955 Pontiac. A heavier-than-ever frame! Bigger new front brakes! New

steering system! New cowl-intake ventilation! New 12-volt electrical system. New tubeless tires—all models!

It's all new—wonderfully new—from tires to top, this fabulous new Pontiac!

Except in one vital way. "The Pontiac Idea" remains unchanged—and it will always be so: To create and build an automobile comparing with America's costliest cars in every important way . . . and to sell that car in such a volume that Pontiac's price can remain just a few dollars above the very lowest-priced field.

Built with the finest; priced with the lowest! Certainly, the proof of "the Pontiac Idea" has never been more conclusive than in all-new **Pontiac . . . for 1955!**

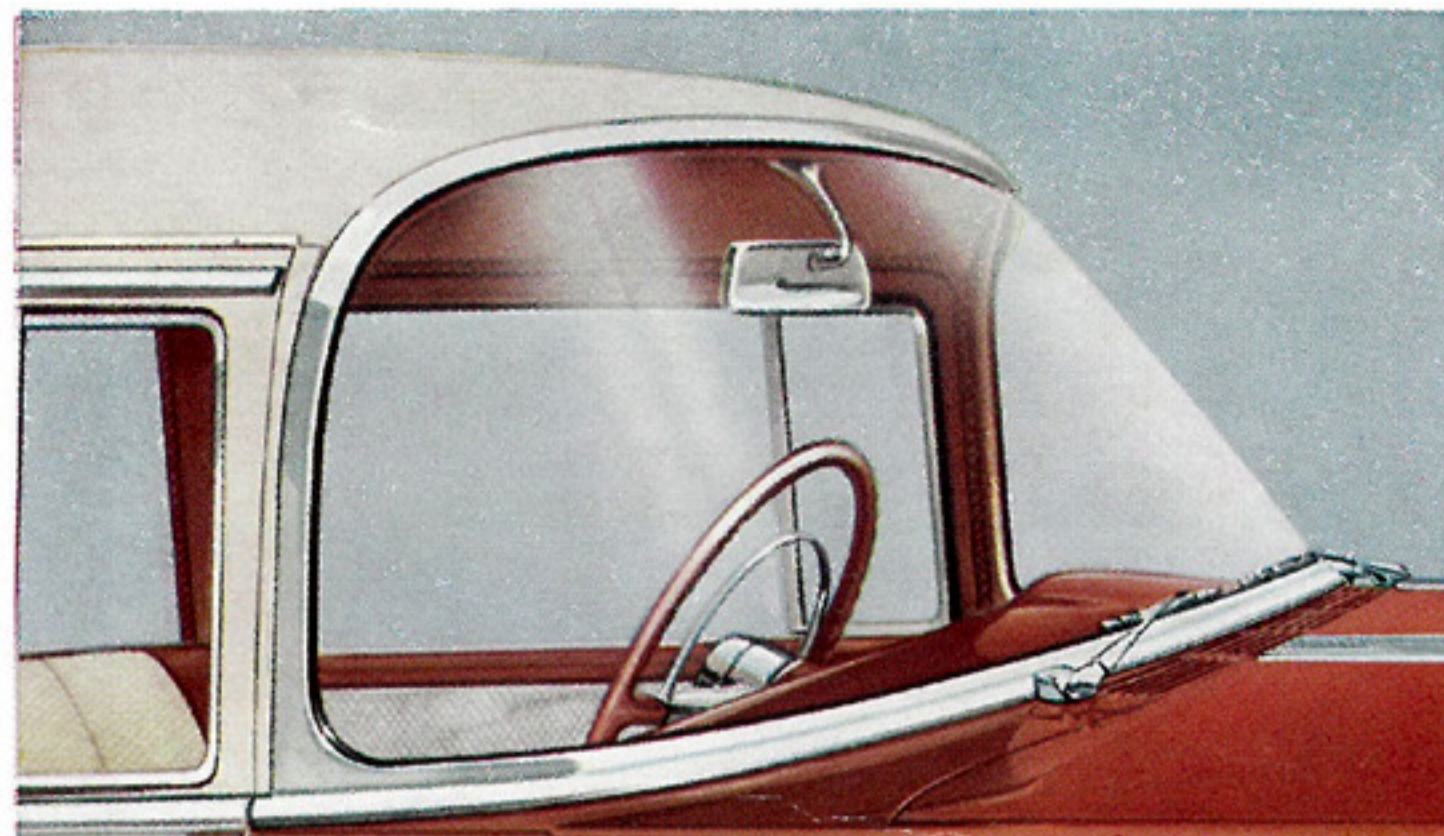


TWO COMPLETELY NEW LINES WITH THE 180-HORSEPOWER STRATO-STREAK

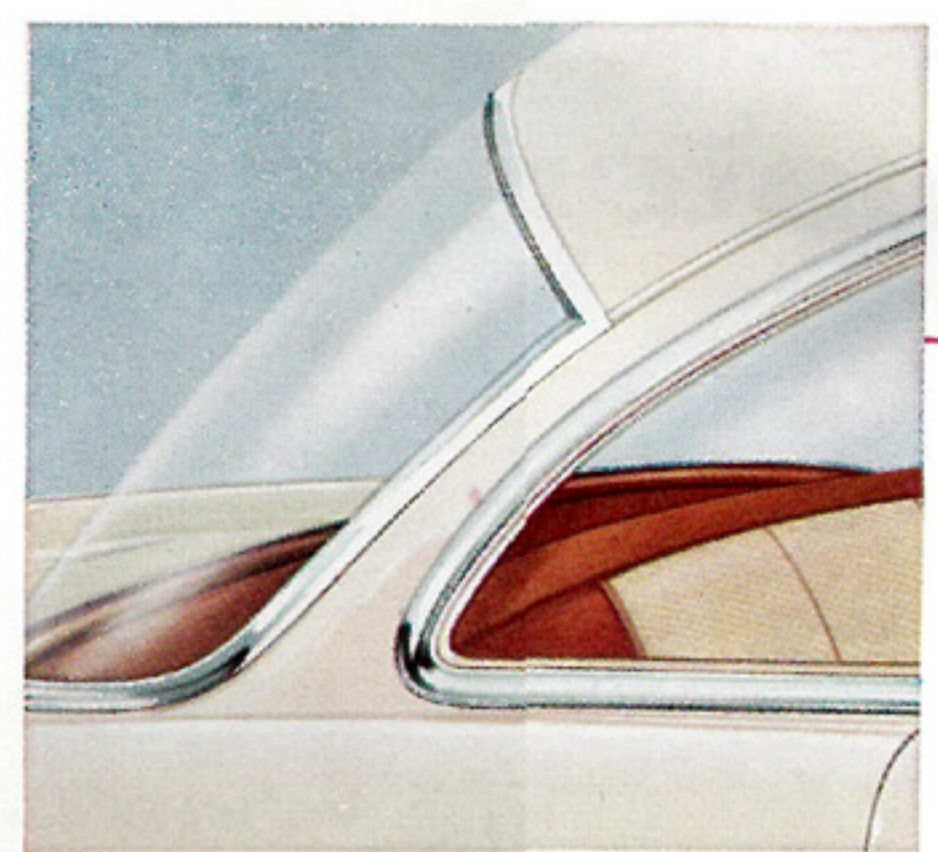
180

THE 1955 PONTIAC STAR CHIEF SERIES

Breath-taking vision of the future of automotive design!



Put yourself in the driver's seat of any new Pontiac. A crystal sweep of Safety Plate Glass curves around you in half-circle fashion to open the wide world of view . . . and alert you to it. Pontiac's dramatic new panoramic windshield increases your area of forward view up to twenty-six per cent. For beauty, for safety—all around the car—this is the vision . . . of the future!



THE STAR CHIEF CUS'OM FOUR-DOOR SEDAN
COLOR SCHEME SHOWN: VOGUE TWO-TONE—WHITE MIST UPPER, FIREGOLD LOWER

Here is the brightest star of Pontiac's line—the long, low-sweeping Star Chief. Here is a Pontiac so magnificent in looks and luxury and action that Americans accustomed to paying much more are taking to the wheel of a Silver Streak instead. Here is the realization of every motorist's dream of splendor—most dramatic proof of Pontiac's ability to provide true big-car quality at prices within easy reach of nearly every new-car buyer. On the left, for your 1955 approval, is the breath-taking Star Chief Custom Four-Door Sedan—offering, in addition to every other Star Chief virtue, the jewel-brightness of exclusive color harmonies and the most frankly luxurious interiors ever to grace an automobile of so moderate a price. For 1955, the Star Chief is even more obviously the future-styled car that's powered and priced for Americans . . . with a future!



THE STAR CHIEF CUSTOM CATALINA
 COLOR SCHEME SHOWN: VOGUE TWO-TONE—WHITE MIST UPPER, TURQUOISE BLUE LOWER

Newest of cars —in sweeping look and soaring spirit!



New ideas abound—wherever you look—in the all-new 1955 Pontiac. Here are two smart new styling touches: Air-scoop-like hoods above newly recessed headlamps and—along the crest of each rear fender—twin silver streaks, curving down to emphasize the importance of big, sharply outswept tail lamps.

You want a car of pace and action. You want a car with sweep and flair. You don't mind a little bit of envy . . . directed your way in admiring eyes. You want one of these fabulous Star Chiefs . . . Pontiacs that seem to enjoy the fun of life as much as you do. But you may have difficulty in the choosing. Both the Pontiac Custom Catalina and Convertible have the long, low, "look-over-the-top" lines you love. Both have the road-hugging weight and stability you demand for even-keeled cornering and gentle ride. Both are eminently capable of delivering the thrill of Strato-Streak performance. And both bear the distinctive stamp of Star Chief—the trim parade of stars in seeming flight on fenders and doors. The question at hand is simply: How will you take your sport-car styling? "Hard-topped" or convertible? For amazingly enough, the prices on these magnificent Pontiac models are just as easy to take!



THE STAR CHIEF CONVERTIBLE
 COLOR SHOWN: BOLERO RED

New Room - New View - A whole new concept of motoring luxury!

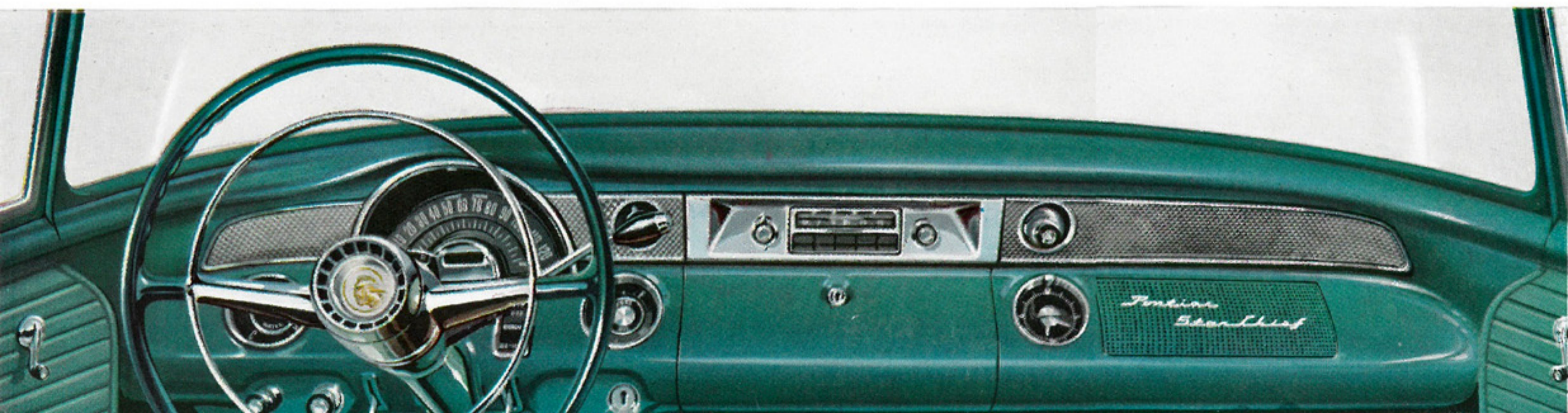


THE STAR CHIEF FOUR-DOOR SEDAN
COLOR SHOWN: SEQUOIA GREEN

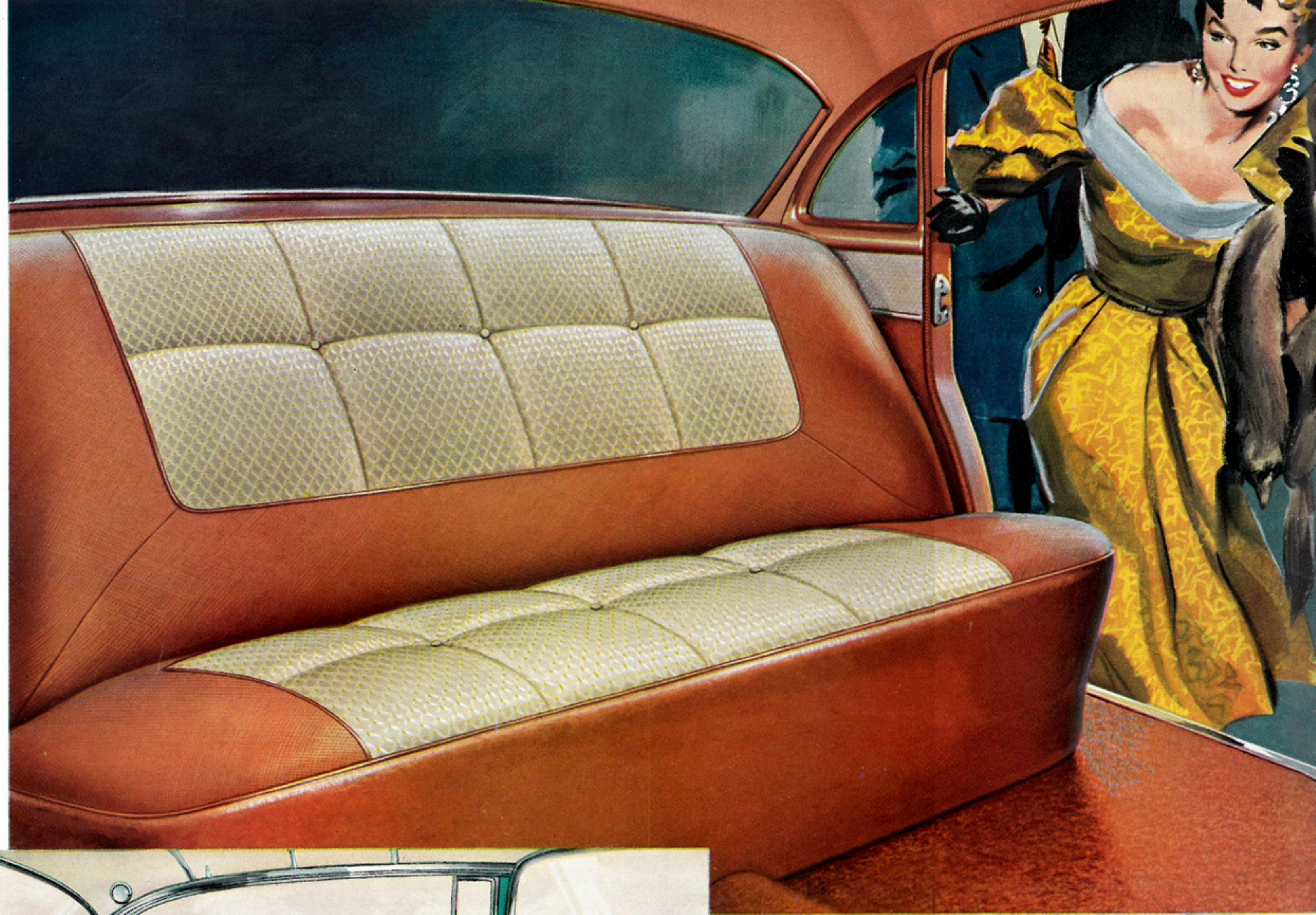
New Room! It sounds like magic, but Pontiac engineers actually made the front seats three inches wider without adding one bit to over-all car width! Magic or not, it means very real relaxing room for three people comfortably. And, while Pontiac's sleek new lines measure almost three inches lower, ample head room is maintained—even increased in the rear of all two- and four-door sedans!



In this new Star Chief Sedan, the Pontiac idea is beautifully "personified". For what does it offer? Size. Dramatic length . . . over 210 inches of it. A long, unsurpassed-at-the-price wheelbase of 124 inches. And how that counts in comfort, ride, and sure-footed handling ease! What else? Gorgeously color-keyed interiors. Rich fabrics. A concerned attention to interior detail that is a Pontiac tradition. And there is your justified pride in owning a Star Chief—the finest of Pontiacs. All this in addition to every other new Pontiac power and styling advance for 1955. Yet this distinguished Pontiac is priced surprisingly low! Therein lies our whole new concept of motorcar luxury. And there, too, is your cue to one of America's standout buys for 1955!



New View! Start with the broad view, the expansive new outlook engineered into this Pontiac by sweeping corner posts aside. Note how the silver-streaked hood out front bows low to offer you a fine new close-up of the road. And take daily delight in what you always see: Pontiac's all-new instrument panel—with new red-line speed indicator, centered glove compartment with "beverage-cup" door, controls at your finger tips. Experience its new convenience, feature by feature, in our showroom soon!



**Now step inside...for a look at
magnificence to match the finest cars!**

"Magnificence" is not a word to be bandied about lightly. But, when it came to putting the essence of these 1955 Pontiac Star Chief interiors into a word, "magnificent" it had to be. For magnificent they are! Here is the supple smoothness of leather . . . genuine leather. Here is the light-catching shimmer and elegant texture of nylon-faced fabric. Here is the wonder-working magic of color—applied with a fine and imaginative eye. Here is the luxury you could go all the way up the price scale to find in a car. But you don't have to. For the Pontiac idea includes the near-ultimate in luxury for the near-minimum in price.



STAR CHIEF CUSTOM MODELS take the exclusive color styling of the Catalina and its running mate, the Custom Four-Door Sedan, to even more brilliant heights: Firegold—a deep, burnished, golden brown, alive with the fire of metallic glints—and Turquoise Blue, as clearly jewel-like as the name implies. Both are available as solid colors or may be two-toned with pale White Mist. For the sumptuously color-keyed interiors shown, you may specify either full leather upholstery for the Custom Catalina or leather in combination with rich-looking nylon-faced fabric for both models. The color harmony continues to carpets, instrument panel, even the steering wheel! You'll see no more luxurious interiors in any American car . . . at any price!



THE STAR CHIEF CONVERTIBLE—long, low, rakish, created for fun—opens to the warmth of the weather in seconds, closes as quickly . . . snug and trim. Morrokide fashions its upholstery—for sun, rain, all-weather resistance. Color-key your convertible's interior in this dashing new design; choose red, green, blue or black with ivory-white for striking contrast. Your top choices include black, grey, green or tan.



THE STAR CHIEF FOUR-DOOR SEDAN acquires its limousine look from subtlety of color, the distinction of its upholstery design, little luxury touches. Here, the texture interest of patterned nylon-faced fabric contrasts with the sheen of sharkskin cloth. Light shades contrast with dark in two-tone color options of blue, green or grey—available to harmonize with a wide range of exterior colors and two-tone combinations.

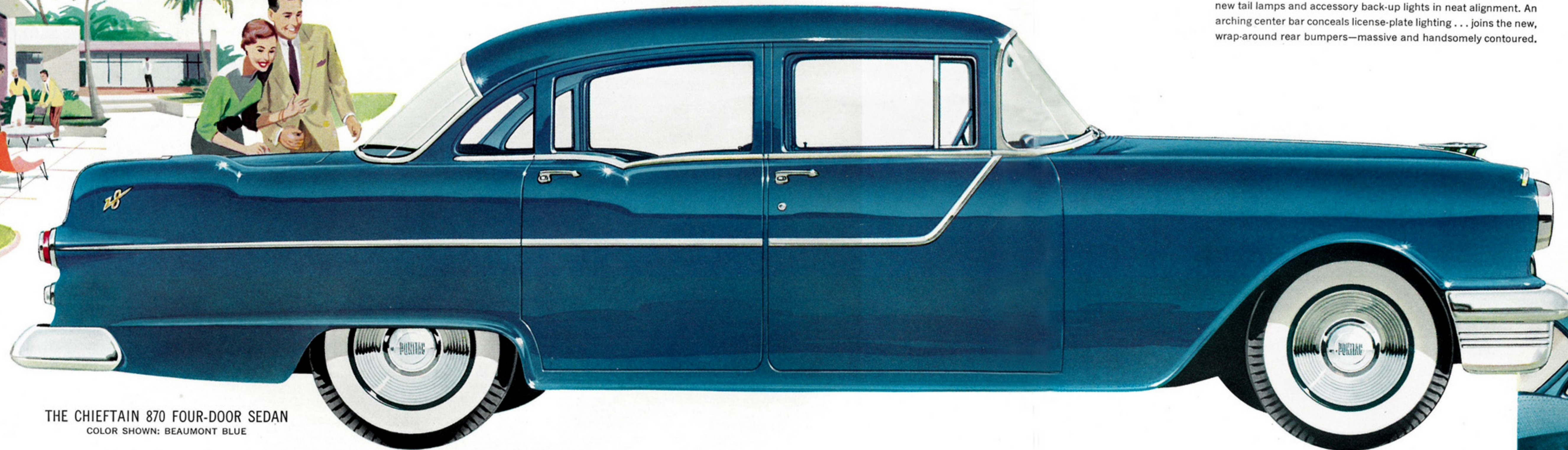
THE 1955 PONTIAC CHIEFTAIN SERIES



The going-away view you give most of the world is worth its admiration, as well as respect. Slim-finned rear fenders hold impressive new tail lamps and accessory back-up lights in neat alignment. An arching center bar conceals license-plate lighting . . . joins the new, wrap-around rear bumpers—massive and handsomely contoured.

This is the all-new Chieftain 870—a car that says “’55” in every detail of its exciting new lines. To begin with, take in the up-to-the-minute look of this 870 Four-Door Sedan—traditional sales leader of the Pontiac line. Start with that just-over-a-yard-high hood line. Note the sweeping cut of the fenders. Eye this Pontiac’s panoramic windshield . . . the gleam and the “go” of its sleek chrome trim . . . the glamour of glass, all around. Finish with a lingering look at the lower-than-ever length of it, based on wheels 122 inches apart for a solidly satisfying ride. And remember that, under the hood, the new 180-horsepower V-8 Strato-Streak engine promises you a thrilling new experience at the wheel. At its low delivered price, this Pontiac will set new records for popularity.

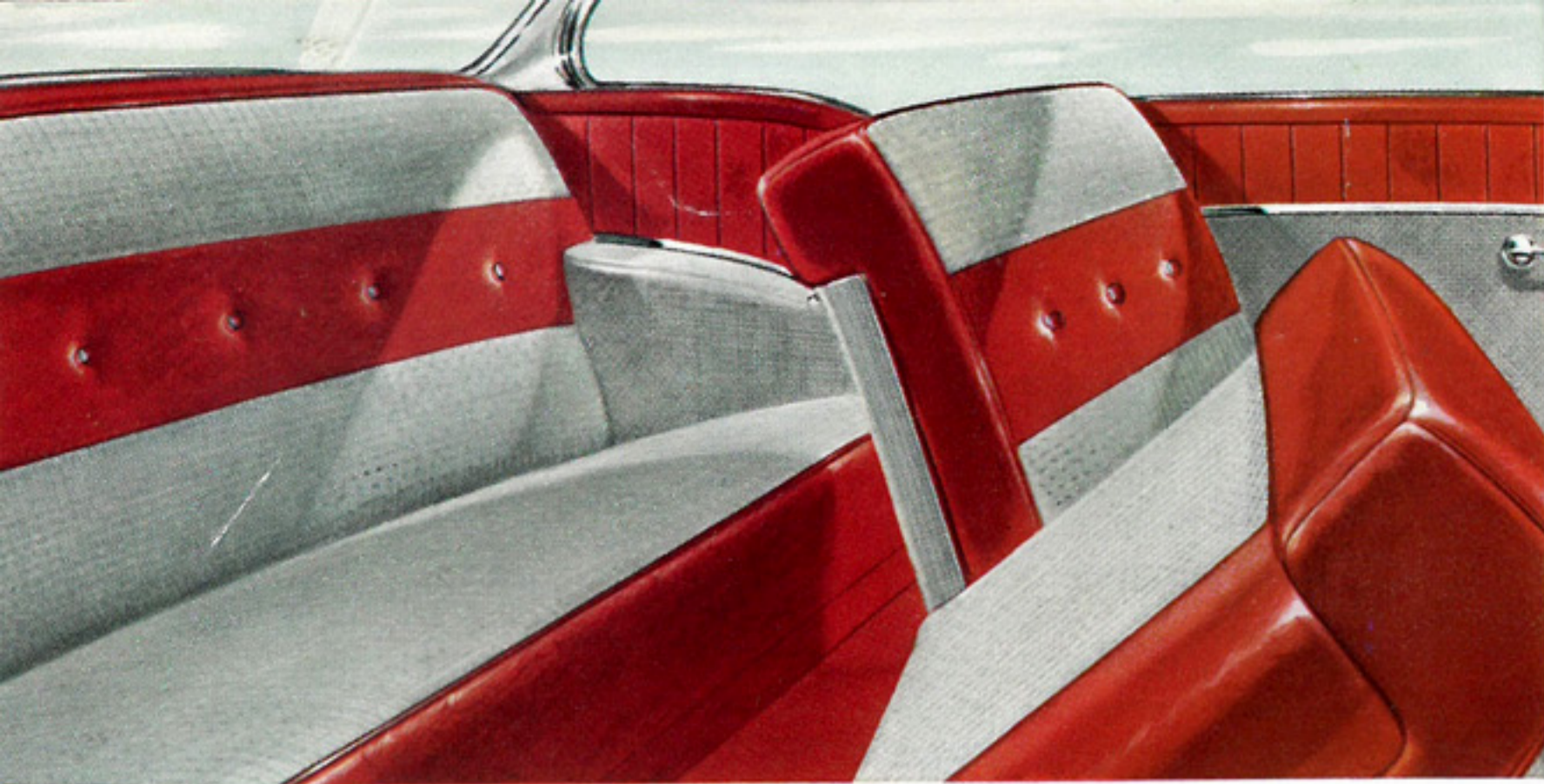
Luxury unmatched-at-the-price adds another plus to the appeal of the Chieftain 870. Here you see how Pontiac color-keys from the outside in, lavishing color throughout every spacious interior. With suitable body colors, you may specify either blue, green or grey for this two-tone upholstery of long-wearing, nylon-faced, patterned fabric and smooth, lustrous body cloth.



THE CHIEFTAIN 870 FOUR-DOOR SEDAN
COLOR SHOWN: BEAUMONT BLUE



Sweeps to exciting new heights in style and performance!



Whether you choose the spice of red with grey, the sophistication of black with grey or the serene beauty of two-tone blue or green, the interior of your Chieftain 870 Catalina will ever prove a cordial invitation to go places. Rich-looking Morrokide is used in combination with a fine nylon-faced fabric for upholstery—chrome for sparkling emphasis.

Bright new idea! Pontiac's glove compartment door opens out to become a miniature "dining table" for drive-ins, travel snacks. Circular indentations hold two beverage cups in place.

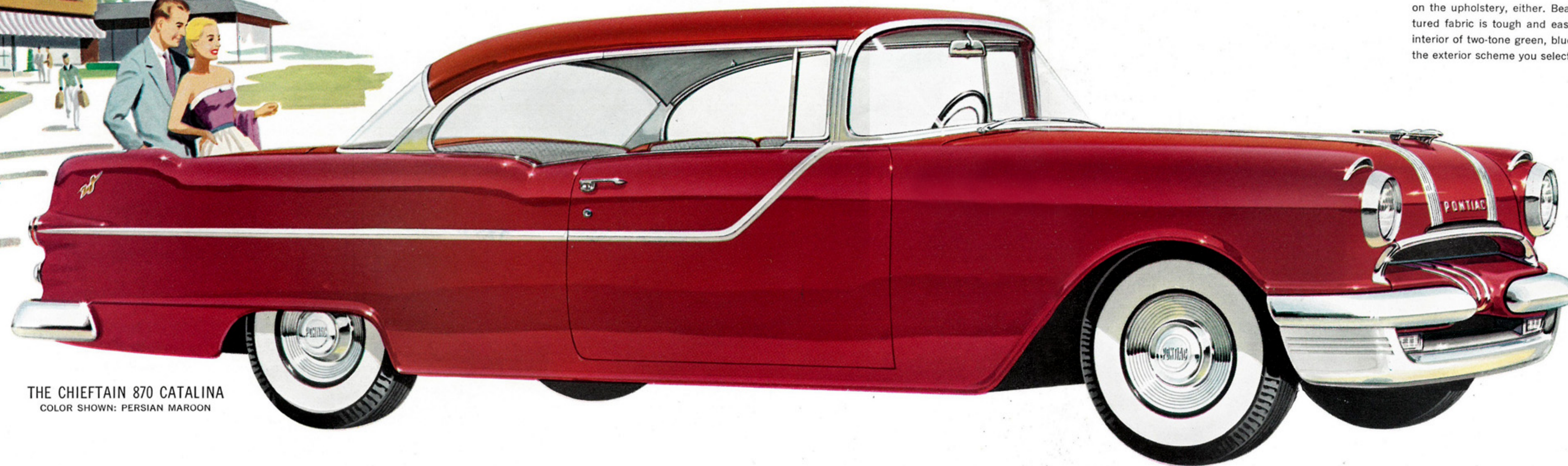
Note that push-button door releases are protected from the weather by handles—another proof of Pontiac's interest in "little things" that add up to big quality.

THE CHIEFTAIN 870 TWO-DOOR SEDAN
COLOR SHOWN: VALLEY GREEN



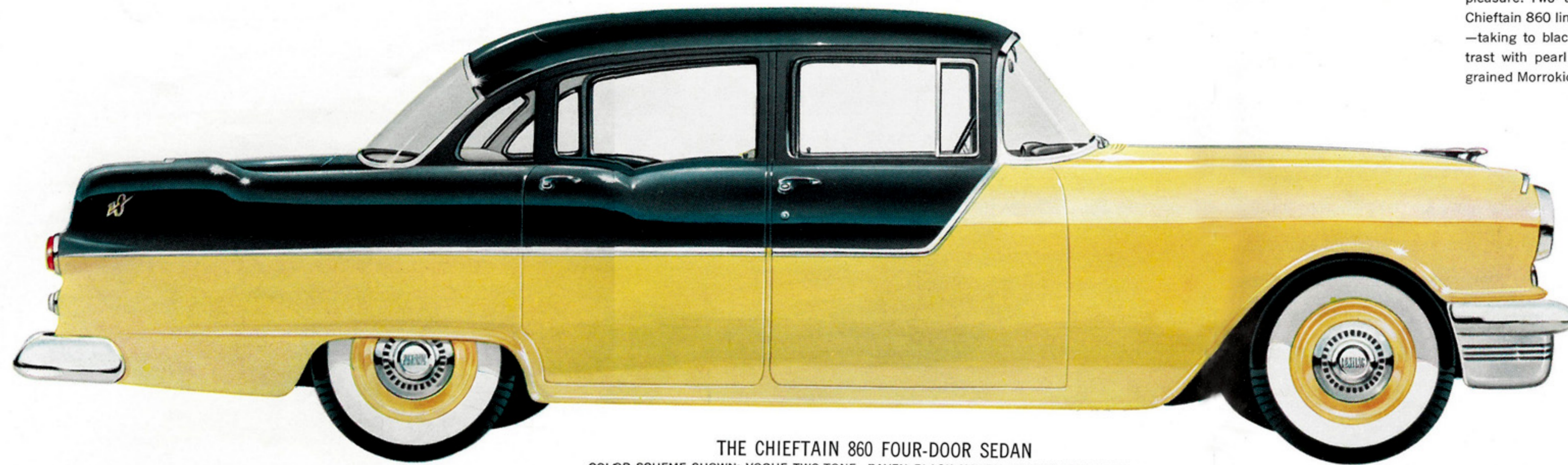
You enjoy the special luxury and beauty of the Chieftain 870 line at its lowest cost in the roomy Pontiac Two-Door Sedan pictured here. It's a perennial favorite of parents with small children . . . who can romp in the back seat with utmost safety. And you needn't worry about the effect of "roughhouse" child's play on the upholstery, either. Beautiful as it is, the textured fabric is tough and easy to clean. Choose an interior of two-tone green, blue or grey to blend with the exterior scheme you select from 36 new choices!

The tempo of tomorrow—captured in every thrilling line and action!



THE CHIEFTAIN 870 CATALINA
COLOR SHOWN: PERSIAN MAROON

The refreshing, wide-windowed outlook of Catalina styling . . . the sport-car flair of its low-cut lines . . . seem to make the sensation of Strato-Streak performance even more exciting. But there is more here than simply the look and the pace of "tomorrow." Here, too, is the promise of many, many, pleasant real tomorrows—the day-in, day-out dependability that Pontiac has long been famous for. Despite the thrilling newness in everything Pontiac offers here—from the trim sculpture of all-new grille design through the smooth-sided sweep of an all-new Body by Fisher—the year of 1955 will surely advance still further Pontiac's unsurpassed reputation for dependability and long life.

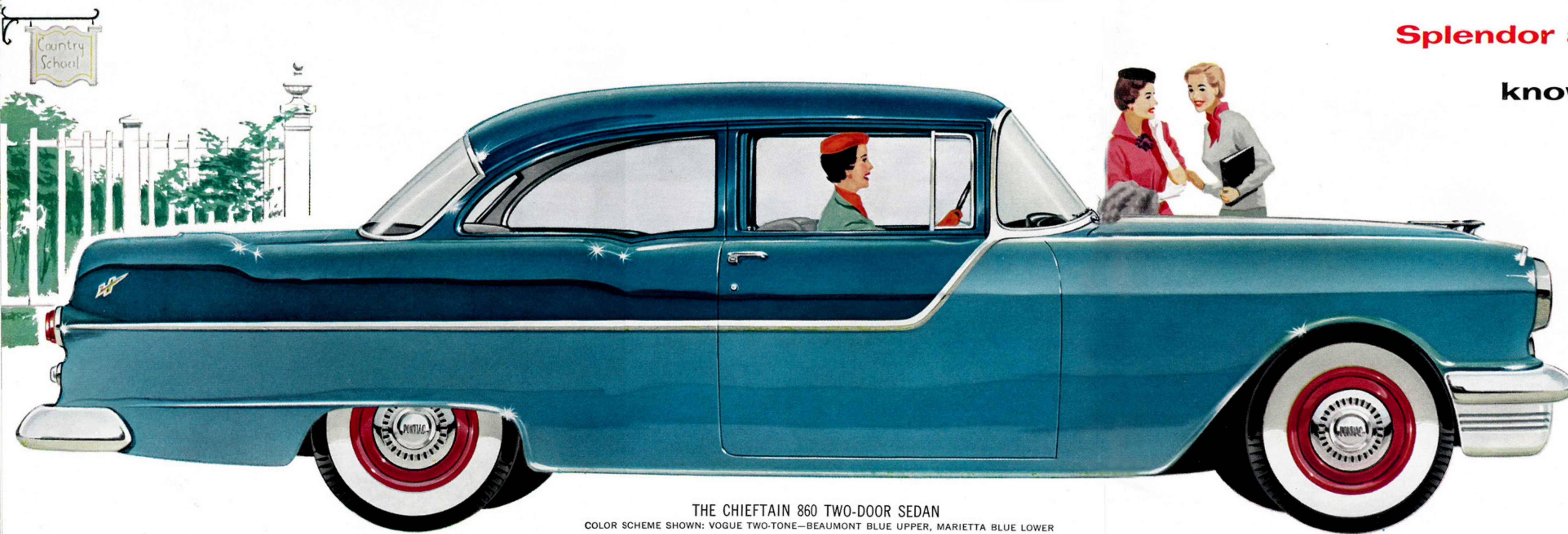


THE CHIEFTAIN 860 FOUR-DOOR SEDAN
COLOR SCHEME SHOWN: VOGUE TWO-TONE—RAVEN BLACK UPPER, AVALON YELLOW LOWER

Like dramatics? How's this as a setting for your driving pleasure! Two- and Four-Door Sedan interiors in the Chieftain 860 line are fashioned in a modern manner—taking to black-and-white checks for striking contrast with pearl grey bolsters and trim of lustrous, grained Morrokide. Very handsome . . . very practical.



**Splendor and power never before
known to the low-priced field!**



THE CHIEFTAIN 860 TWO-DOOR SEDAN
COLOR SCHEME SHOWN: VOGUE TWO-TONE—BEAUMONT BLUE UPPER, MARIETTA BLUE LOWER

Here is Pontiac's "challenge" line for 1955—the exciting Chieftain 860, loaded with all-new looks, luxury and power—and priced to challenge the entire field. For how very few of your dollars it takes to step up to big-car quality like this! And look what they buy: Important extra wheelbase—122 steadying inches of it. Fine-car length and breadth and sweep and style—Silver Streak style! The surge and might of 180 Strato-Streak V-8 horsepower! The warm, friendly feeling of confidence you'll develop for the day-in, day-out dependability of your car—for it's a Pontiac! And that means the little extra you invest will come back—with interest—next time you trade. It's almost sure to be for another Pontiac. For driving this proud beauty is good economy . . . and pure pleasure, too!

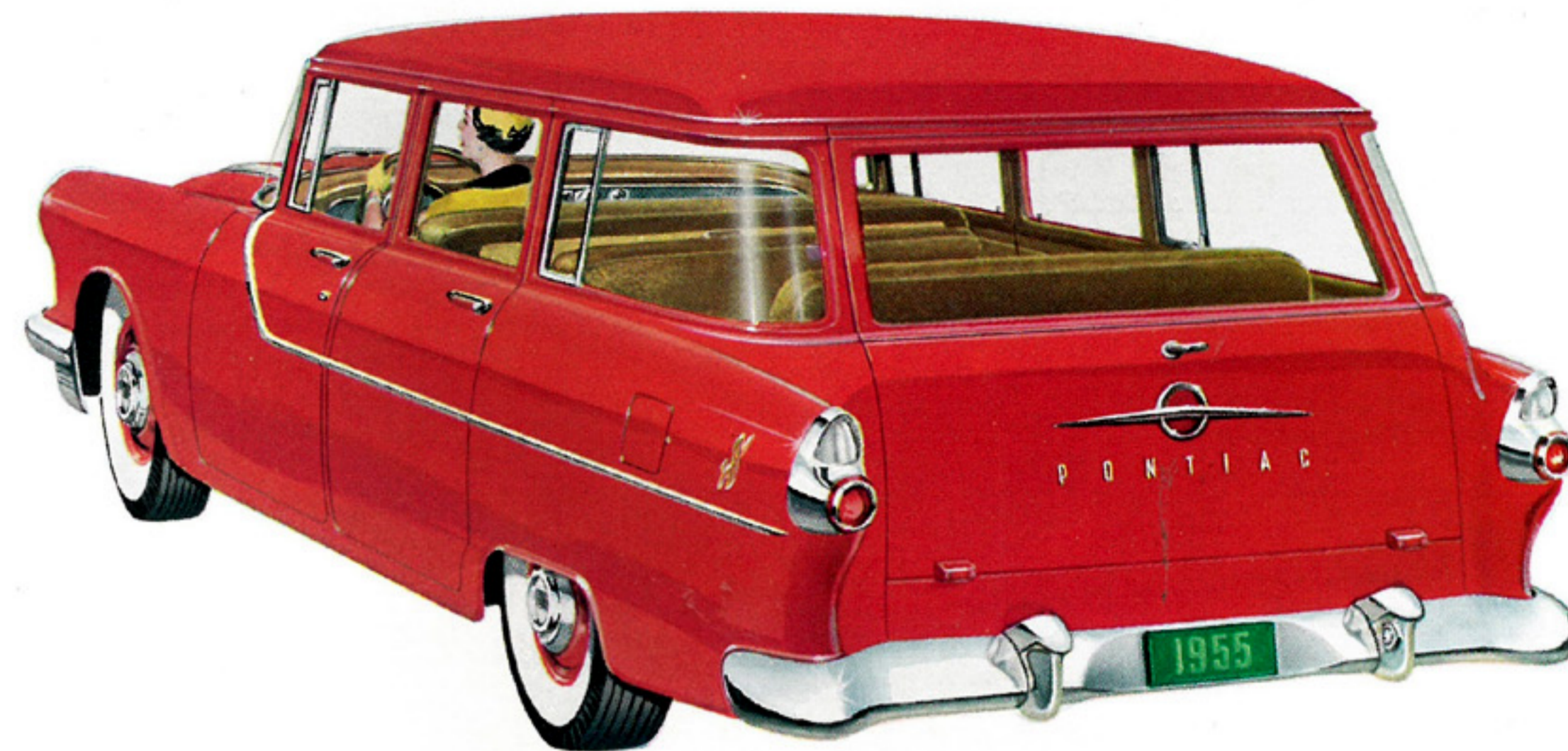


Pontiac's big, roomy, Chieftain 870 Four-Door Station Wagon seats six with ease, still boasts over 16 square feet of "load room" floor. The rear seat folds down to open up over six level feet of space for carrying everything from sports equipment to your power mower . . . or a family of sleepy travelers. Smooth, but rugged, Morrokide fashions the upholstery—green or red with ivory contrast.

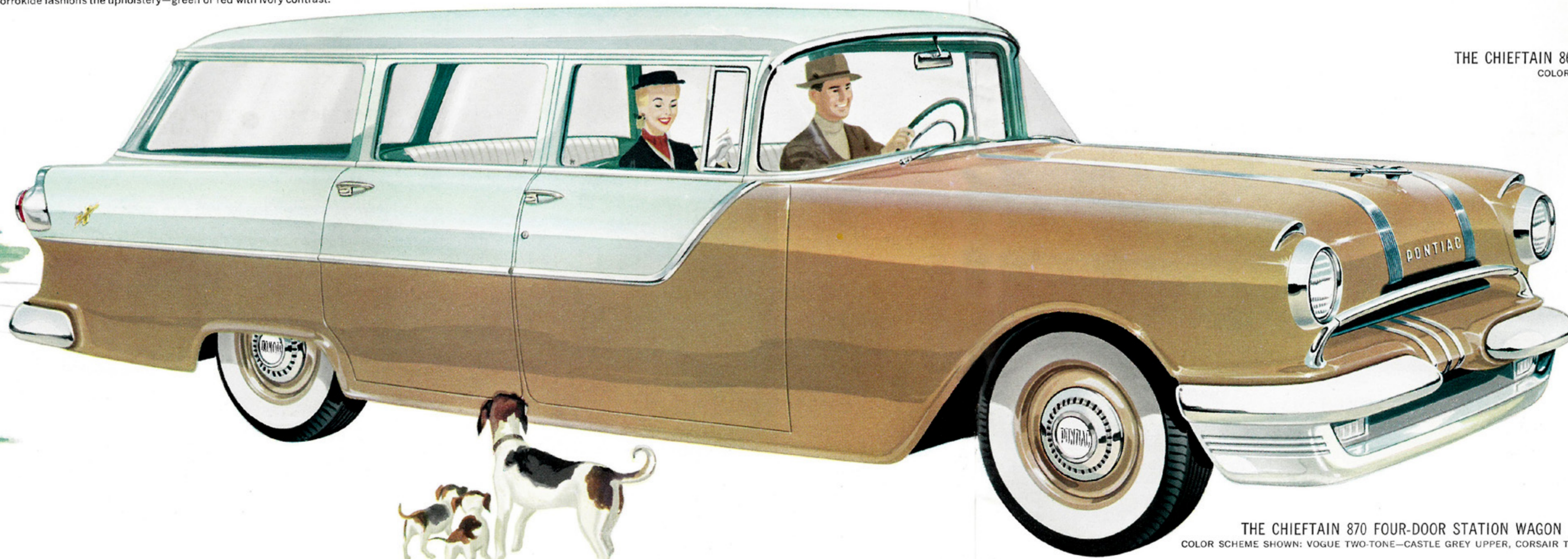
**An exciting new look – and outlook –
for the most versatile Pontiacs of all!**

Your eyes are telling you now . . . station wagons were never like this! With the same low-swept lines as in all the new Pontiacs . . . with an open invitation to the view extended in wide glass areas all around the car . . . with the streamlined stamp of its steel taking to sleek new curves . . . here is an all-new Pontiac look in station

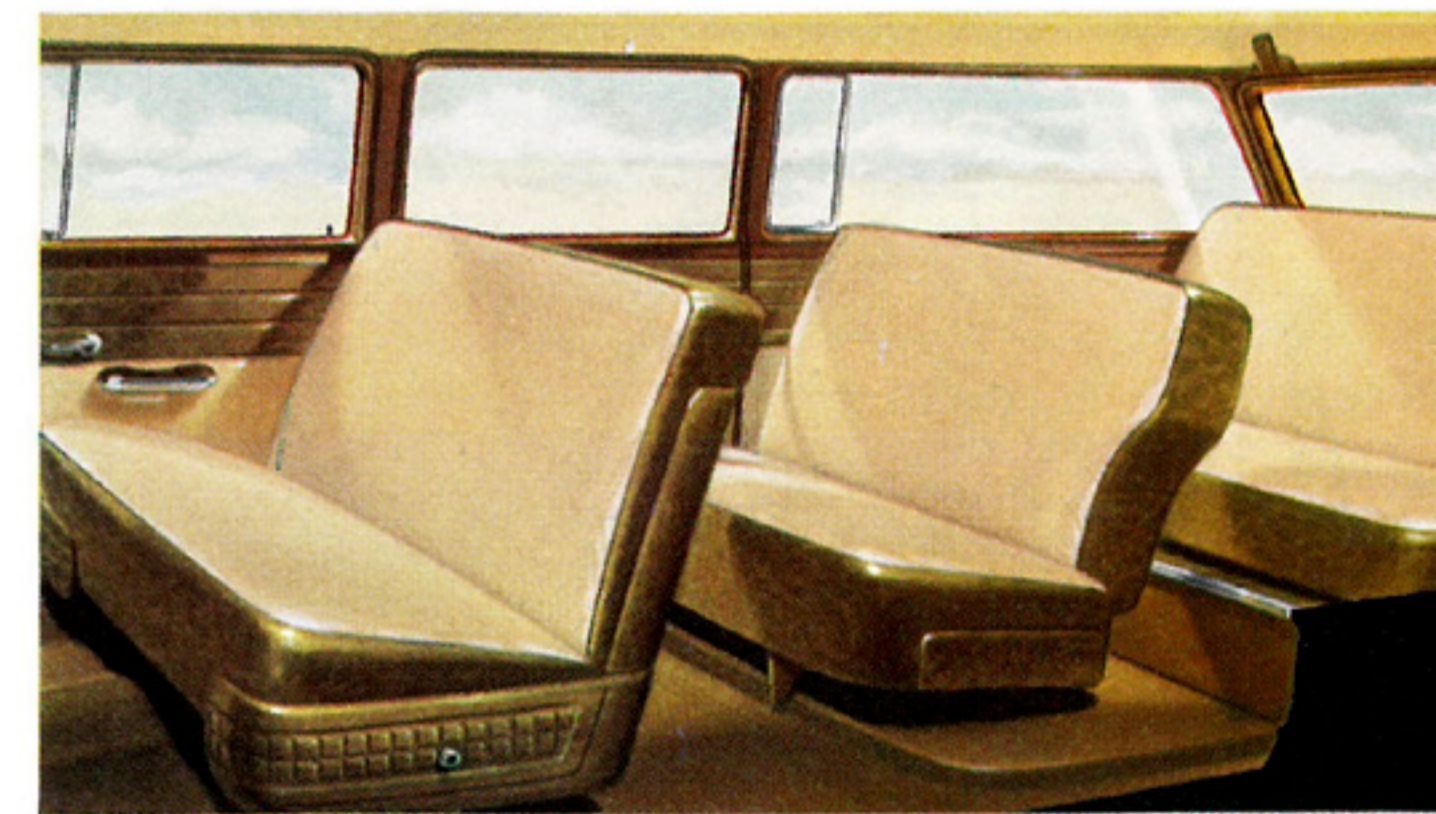
wagons, ultra-smart in the suburbs or town. But, lo and behold, the double-duty usefulness of these always-willing workers moved right ahead with the beauty treatment. If you've always wanted a "wagon", make this the year! And make it a big, beautiful Pontiac! Styling excitement and utility like this can be yours for less than you think!



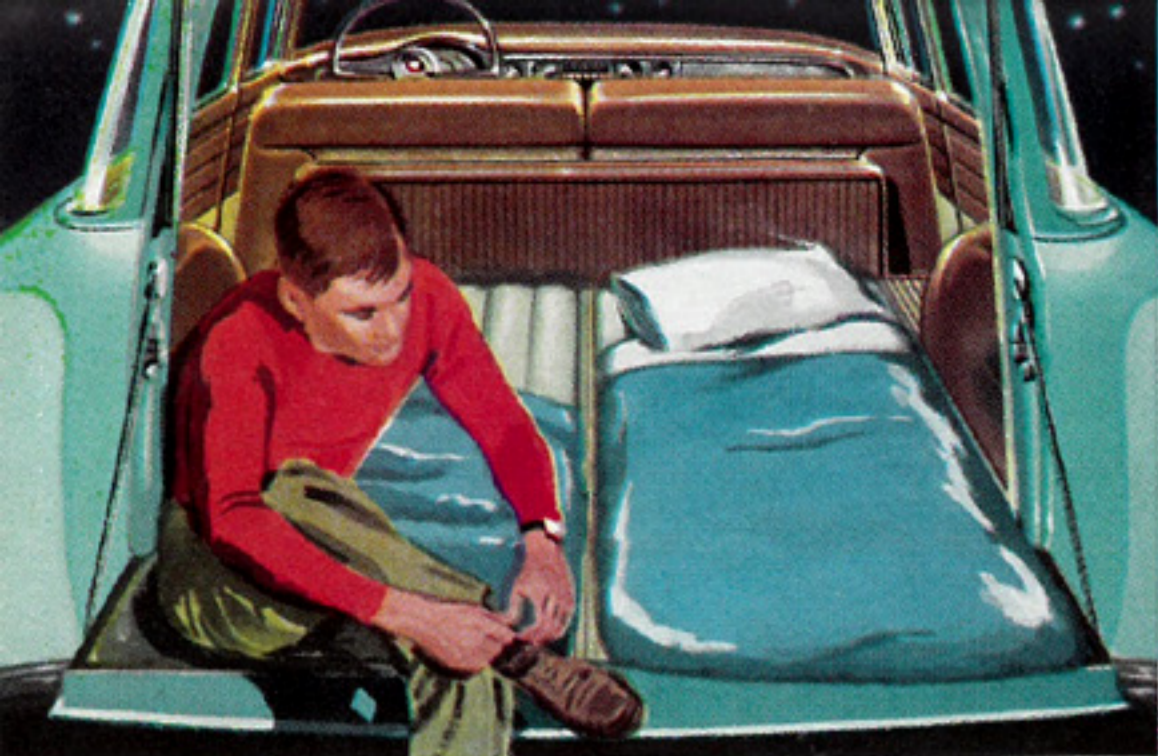
THE CHIEFTAIN 860 FOUR-DOOR STATION WAGON
COLOR SHOWN: BOLERO RED



THE CHIEFTAIN 870 FOUR-DOOR STATION WAGON
COLOR SCHEME SHOWN: VOGUE TWO-TONE—CASTLE GREY UPPER, CORSAIR TAN LOWER



You and seven more can relax in comfort in the Chieftain 860 Four-Door Station Wagon. (Who knows the limit back there when you want to take your youngsters and all their friends!) Yet remove one—or both—of the rear seats and this double-duty wagon is ready to move 'most any and all of your earthly possessions. That trim brown and tan upholstery is built-to-take-it, easy-to-clean simulated leather.



Sportsmen can't top the convenience of trailing right up to the choice fishing and hunting spots, sleeping there snugly, under cover, and starting out early—and fresh—after the big ones. Do it comfortably in a spacious Pontiac Station Wagon. Six-footers-plus can stretch out and dream contentedly of tomorrow's fun.

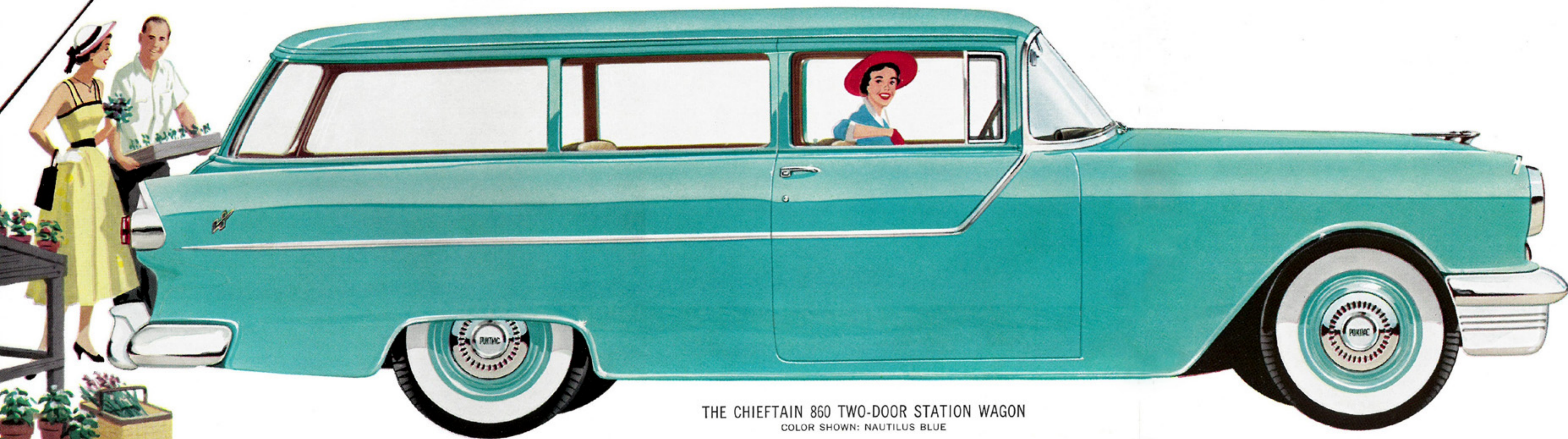
Everybody's going—including Bowser—and there's still room to spare for Mom's big basket of picnic fixings, camp chairs, sports equipment, even your charcoal grille. That's the beauty of a Pontiac Station Wagon; there's comfortable, convenient room for everybody—and just about everything. When the mood strikes you, you simply pack up and go!

Pontiac's new 1955 Station Wagons can carry just as many of the neighborhood kids to school—just as dependably—as they always have. And will stand up manfully under the wear and tear. The Mom in your family will particularly appreciate the sleek ride, handling ease, and comfort that's part and parcel of Pontiac's stylish all-new look in station wagons.

Here's the ideal car for the one-car family. A car that's dashing and eager for vacations and week-end outings—yet ready to go back to all-around family use . . . and take Dad to work . . . when playtime's over. New Vogue two-toning in Castle Grey (upper) and Falcon Grey (lower) adds a special grace and verve to this Chieftain 860 Two-Door Station Wagon. It's available in a two-seat, six-passenger arrangement with Pontiac's quick-fold rear seat for converting to maximum utility in a matter of seconds. The smart upholstery is of simulated leather.



Pontiac station wagon beauty and utility at lowest cost!



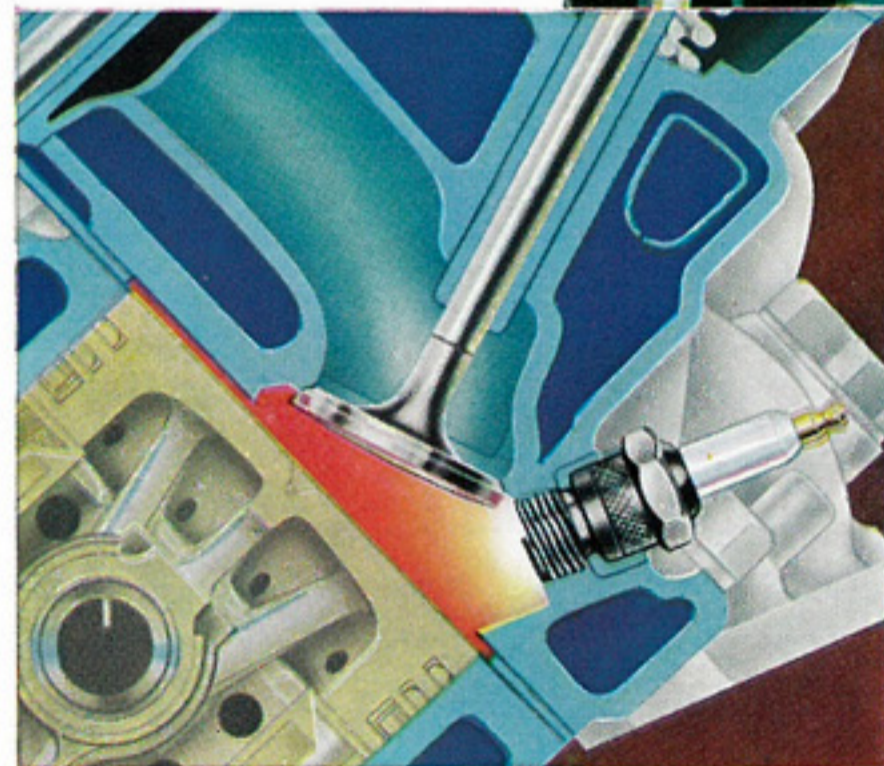
THE CHIEFTAIN 860 TWO-DOOR STATION WAGON
COLOR SHOWN: NAUTILUS BLUE

You're looking at the newest of the new—a bright and brand-new addition to Pontiac's popular family of station wagons! And, at a new lower price, it's ready and able to make close "friends of the family" out of many more Americans—station-wagon fans who have always had eyes for Pontiac's extra glamour and size. The big point of departure here, as you have probably noted, is in the doors. This is Pontiac's first two-door station wagon—built to offer Pontiac's special brand of station-wagon beauty and utility at its very lowest cost. Choose a Chieftain 860 Two-Door Station Wagon—and you own a willing worker that can lighten a dozen daily tasks, yet "double in brass" as a comfortable, companionable family sedan. It obviously could prove to be the smartest-looking car on your street, as well!

The all-new

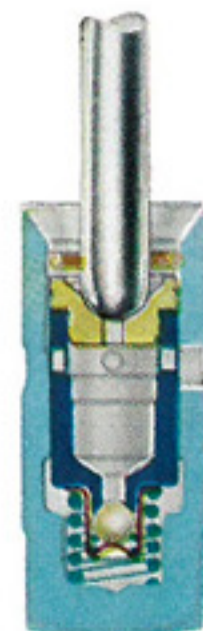
180 h p Strato-Streak

Engine



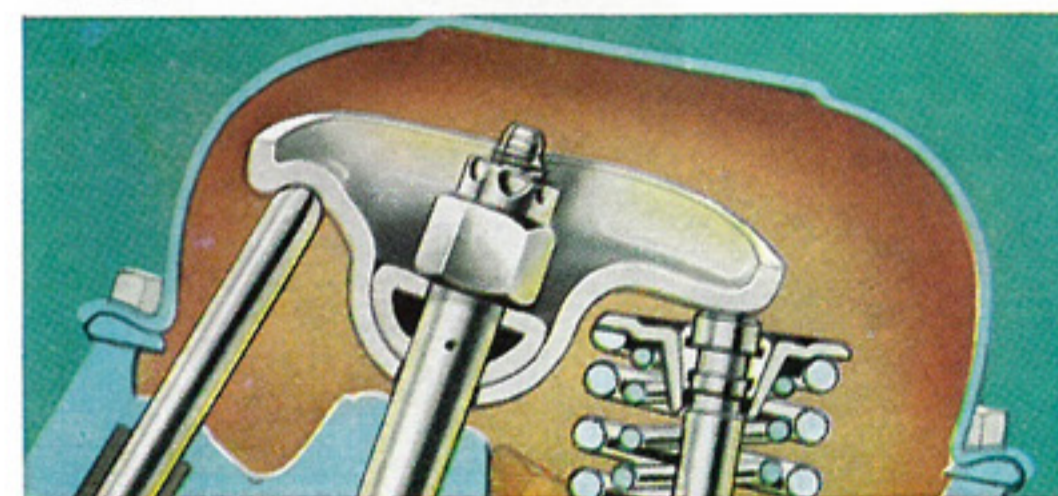
COMPLETELY MACHINED COMBUSTION CHAMBERS

Here's where Strato-Streak power gets its start . . . in wedge-shaped combustion chambers where gasoline vapor is touched off by the spark plugs and "explodes" with precise smoothness to drive the pistons into their power stroke. Strato-Streak combustion chambers include a large "quench" area and are completely machined to insure accurate volume control and uniform explosion pressures. At the wheel, that means smoothness, freedom from knock, durability.



HYDRAULIC VALVE LIFTERS

Where mechanical connections were used before, the Strato-Streak V-8 uses a column of oil to compensate for dimensional changes caused by heat-expansion of valve train parts. The quantity of oil needed is adjusted—automatically—to keep lifters in constant contact with push rods (top of picture). The result? Accurate timing, silent operation, long valve life, no tappet adjustment ever needed!



BALL-PIVOT ROCKER ARMS

An important part of the "business end" of Pontiac's all-new power is the new Ball-Pivot Valve Train. Above, what looks like a mushroom is a cutaway view of the Ball-Pivot Rocker Arm that does the ultimate job of moving the valves. Pontiac's rocker arms are made of cyanide-hardened, stamped steel and automatically compensate for any wear which might occur. Tapered valve guides—a "Pontiac First"—are continued to minimize sticking.

ON THE ROAD AND IN THE LABORATORY—PROVED IN OVER THREE MILLION TEST MILES!

After its "first million", Pontiac engineers knew they had something terrific in the Strato-Streak—the kind of performer the Pontiac V-8 had to be!

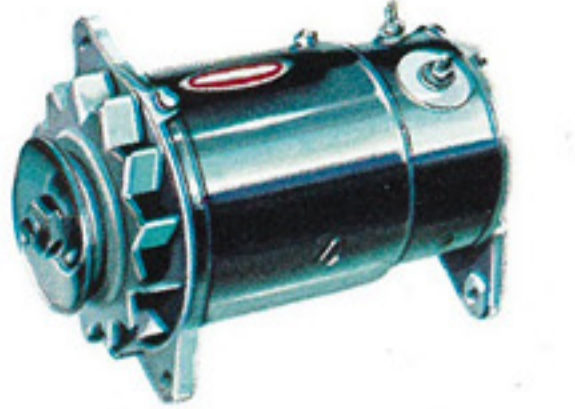
A thriller, of course . . . compression-ratioed at 8 to 1 and quick to catch the pace you set by the merest nudge on the accelerator, to move from zero to any legal speed over 20% faster than any previous Pontiac. A high-powered bundle of super-rhythmic energy in town . . . yet hushed and lithe and an easy-going pace-setter on the open road.

After its "second million"—on test tracks and dynamometers that can eat up a mile a minute or more, twenty-four hours a day—Pontiac engineers knew that the Strato-Streak would top its predecessors with an average of over 8% more miles per gallon! And knew it would prove as **DEPENDABLE** as the Pontiac V-8 had to be, too!

For exciting performance without down-to-earth dependability . . . well, that just wouldn't be a Pontiac!

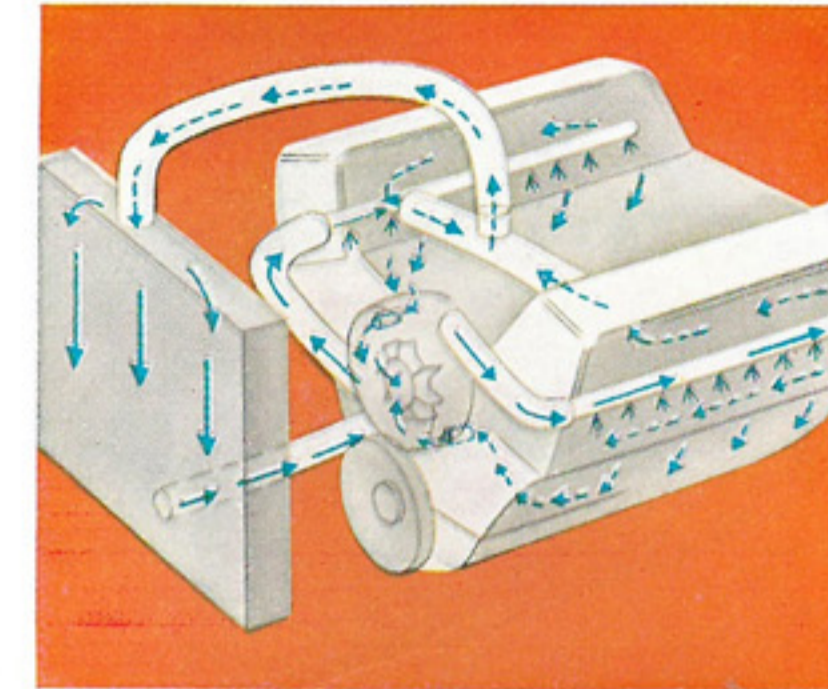
The "third million" miles? They happened because that's the way Pontiac engineers happen to be, the kind of "I'm-from-Missouri" sort of men-from-Michigan who wanted to be shown—and shown again—before they'd let us show YOU what the Strato-Streak V-8 can do!

Today, about three minutes at the wheel of a Strato-Streak-powered Pontiac should be adequate to prove to yourself that this V-8 is an all-new performance sensation. And we'd be happy to make the demonstration longer, if you like . . . just for the fun of it!



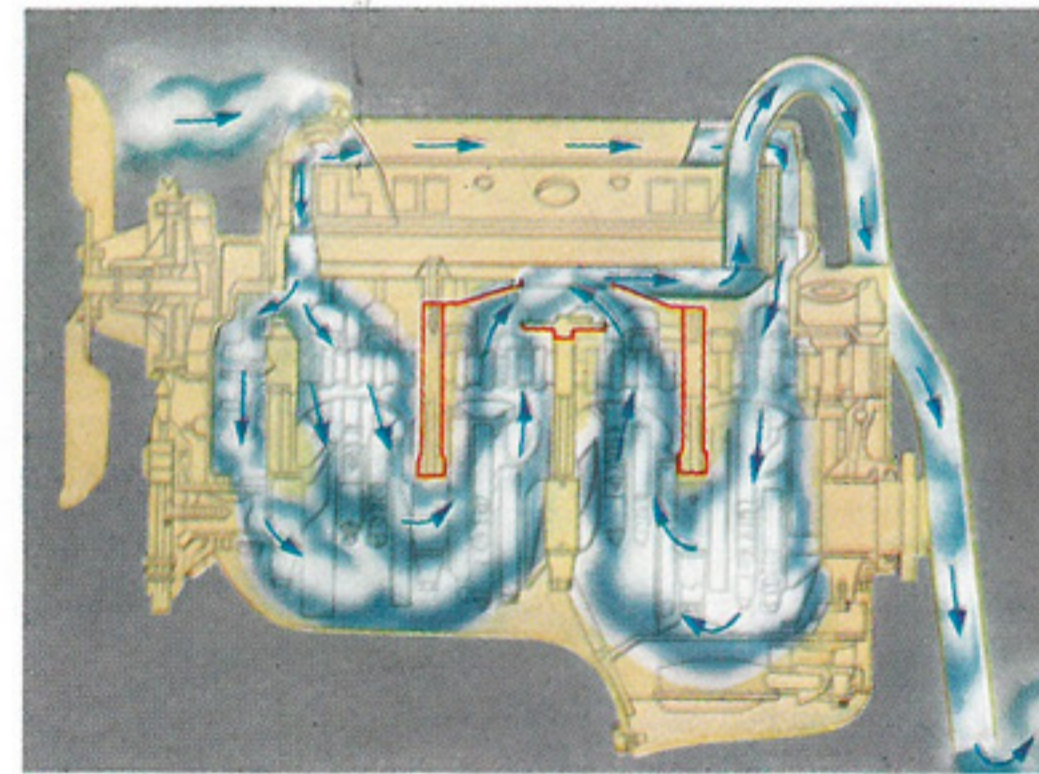
NEW 12-VOLT ELECTRICAL SYSTEM

Pontiac adopts a 12-volt electrical system for '55 because tests proved that it will provide: (1) more dependable ignition performance at all speeds and less spark plug servicing. (2) more efficient generator performance and greater output to meet all engine and accessory needs. (3) more reliable starting, particularly valuable to you in cold weather.



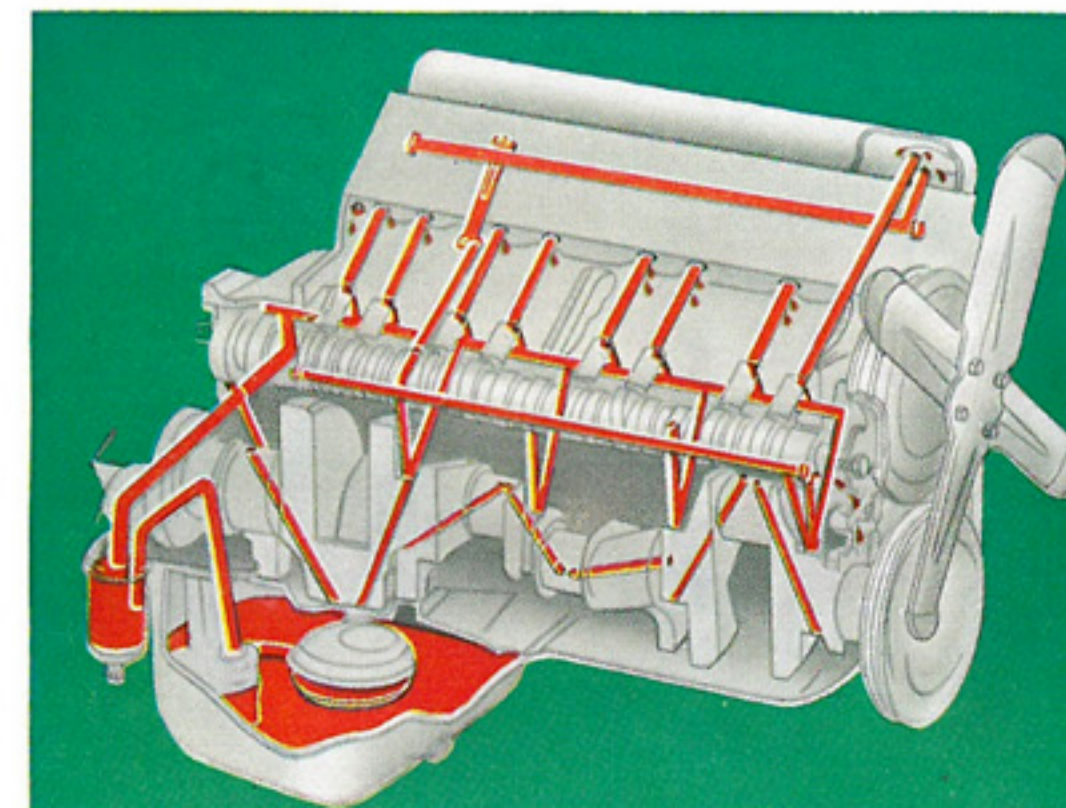
REVERSE-FLOW GUSHER-VALVE COOLING

Follow those arrows above to see a great "Pontiac First" in action. The coolest water of all flows through distributing tubes and is fed first at high velocity to the hottest parts of the engine—the exhaust valve seats in the cylinder head. Some water then returns to the radiator and the rest flows on to the coolest part of the engine—the cylinder block. That's Pontiac's "reverse-flow" idea . . . and it means maximum cooling efficiency! Here are some other high spots of this unique cooling system: No cold water is thrown directly on the cylinder bores to cause cylinder distortion. Sludging of engine oil is minimized since coolant of the highest temperature is retained in the cylinder block, a particular advantage during engine warm-up. Accurate—and unique—casting methods prevent fin restriction of water flow. Cooling water surrounds all valves, valve seats and cylinder bores.



PRESSURE-SUCTION CRANKCASE VENTILATION

To guard against formation of sludge and sulphurous acid (deadly enemy of steel) in the crankcase, Pontiac engineers devised a complete Pressure-Suction Crankcase Ventilation System—a "Pontiac First". By means of the ideal air-flow pattern shown above, corrosive fumes are forced—by pressure and suction—out of the crankcase and the entire engine is positively ventilated. Better performance and longer engine life are the important results.



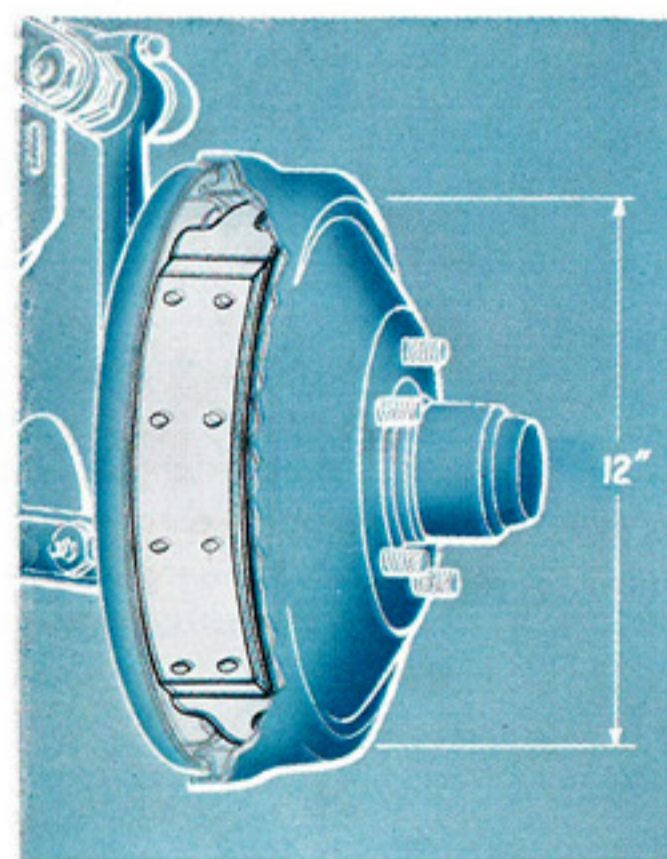
QUAD-GALLERY LUBRICATION

In a V-8 engine capable of unleashing 180 horsepower, keeping every highly machined part cushioned with oil becomes even more important. Whether the need is for a tiny drop of oil . . . a pressurized gush . . . or a constant bath of it, Pontiac's new Quad-Gallery Lubrication System takes perfect care of it—automatically. More than that, there are no external oil lines to break and precise sealing minimizes possibility of leakage.

New Steering! New Stopping! New Springing!

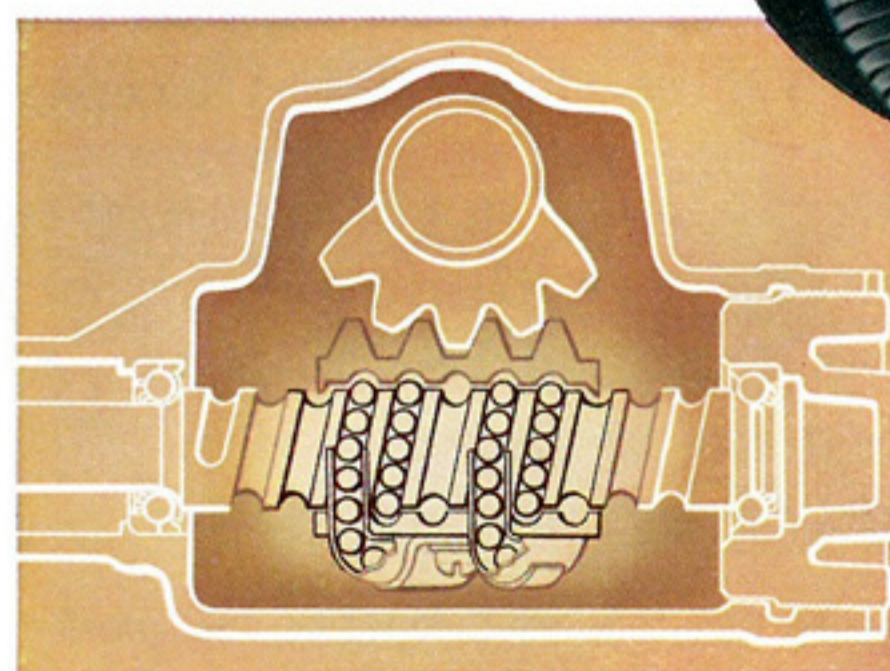
A solid new foundation for Pontiac dependability

Right here is where a feeling begins—a certain fine feeling of supreme comfort and confidence Pontiac owners have always enjoyed. Now, for 1955, Pontiac surpasses itself in the deep-down dependability that is the basis-in-fact for that happy way you feel at the wheel. It starts with the chassis—the rugged, road-silkening understructure you see here . . . resting solidly on long wheelbases of 122" for Chieftain models, 124" for Star Chief. Note, if you will, that big "X" of Pontiac's heavier-than-ever frame—an imper-turbable brace that's proved to provide more body-quieting rigidity per-pound-of-steel than any other frame design. (And the builders of America's most expensive cars agree with us!) The story of Pontiac's better-than-ever dependability continues—but far from concludes—at the right. The full story would take pages and pages . . . though it takes only one ride to appreciate the carefree luxury of owning a Pontiac.



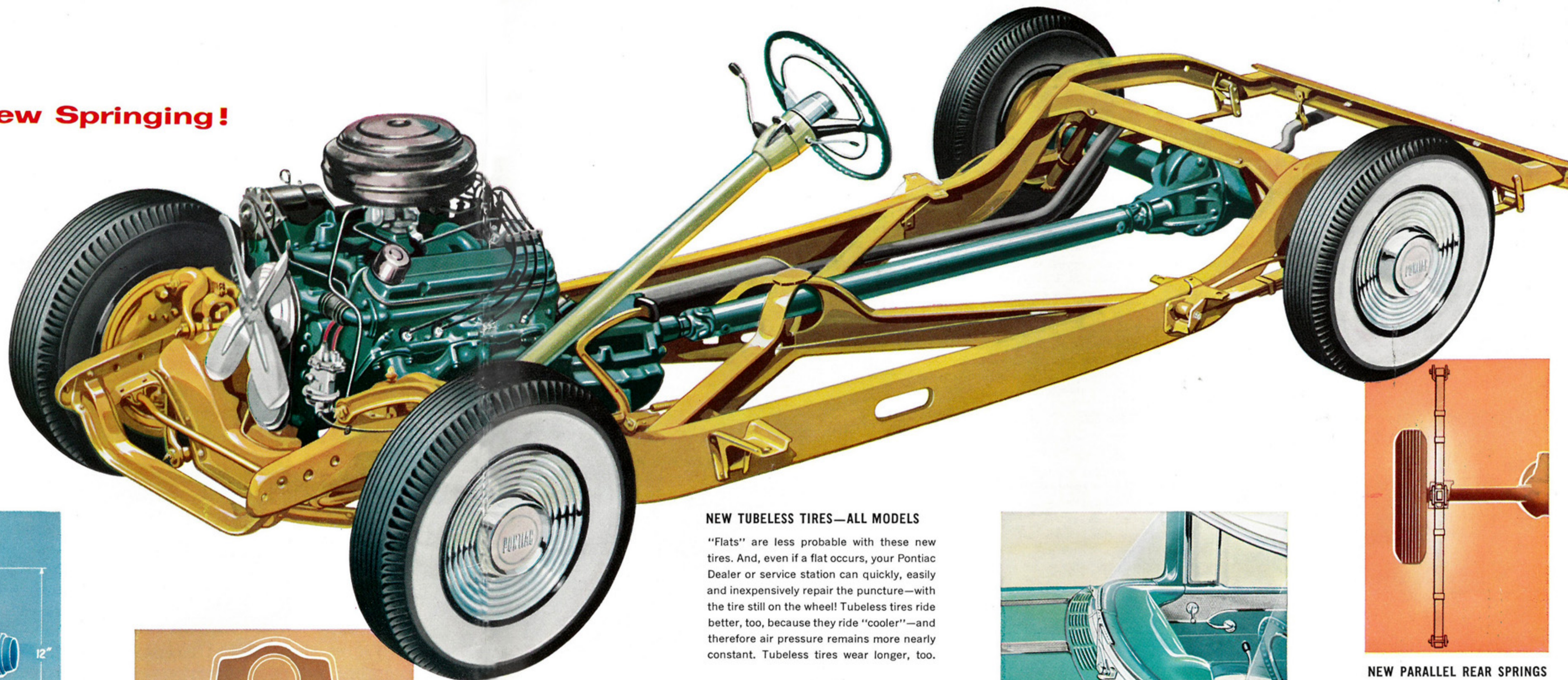
BIGGER NEW BRAKES!

To match the all-new going power of the Strato-Streak V-8, Pontiac has smooth new stopping power, too. Front brake drum diameter is upped from 11" to 12"; brake lining surface is nine per cent greater. And new brake-wheel-cylinder sizes insure just-right distribution of front-to-rear brake pressure—bringing you gently to a safe, smooth, sure stop.



NEW RECIRCULATING BALL STEERING GEAR

It's a principle of physics: Reduce friction and you reduce work. And that's just what Pontiac engineers have accomplished by letting much of the "work load" of steering ride on the little friction-reducing, steel balls you see here. With everything else that's new and improved, Pontiac's new steering gear helps you take corners and curves with all-new ease. It also helps cushion road shocks . . . is really smooth to handle!

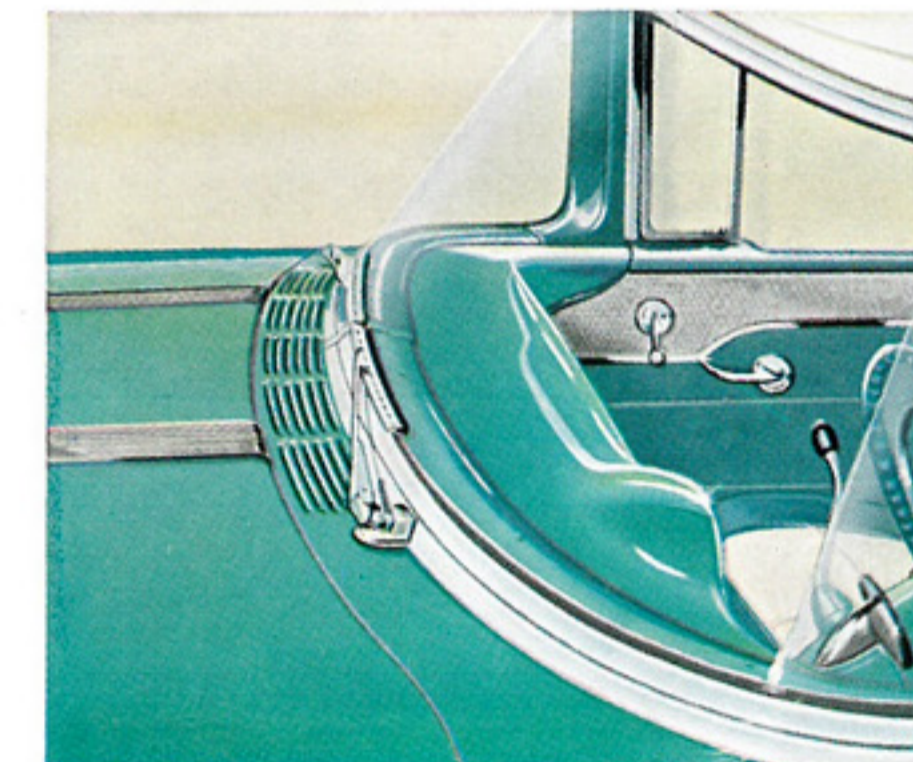
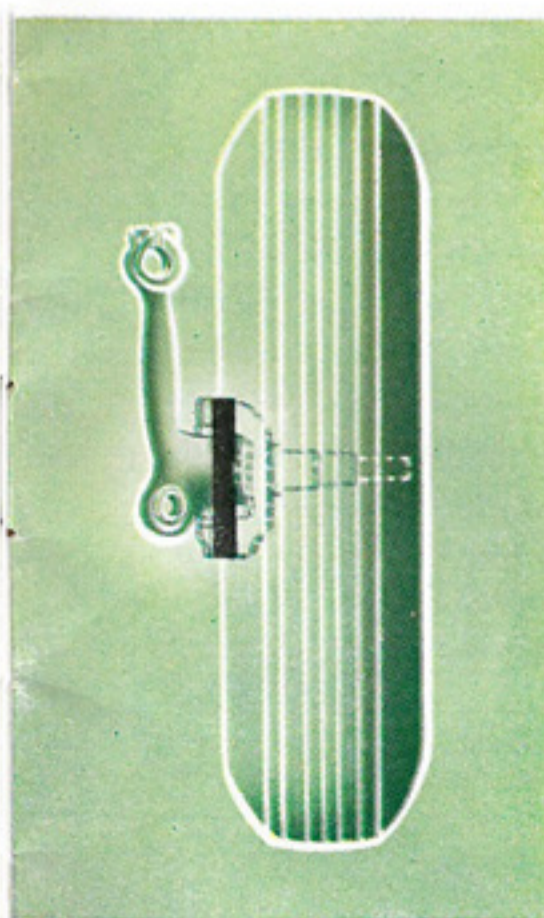


NEW TUBELESS TIRES—ALL MODELS

"Flats" are less probable with these new tires. And, even if a flat occurs, your Pontiac Dealer or service station can quickly, easily and inexpensively repair the puncture—with the tire still on the wheel! Tubeless tires ride better, too, because they ride "cooler"—and therefore air pressure remains more nearly constant. Tubeless tires wear longer, too.

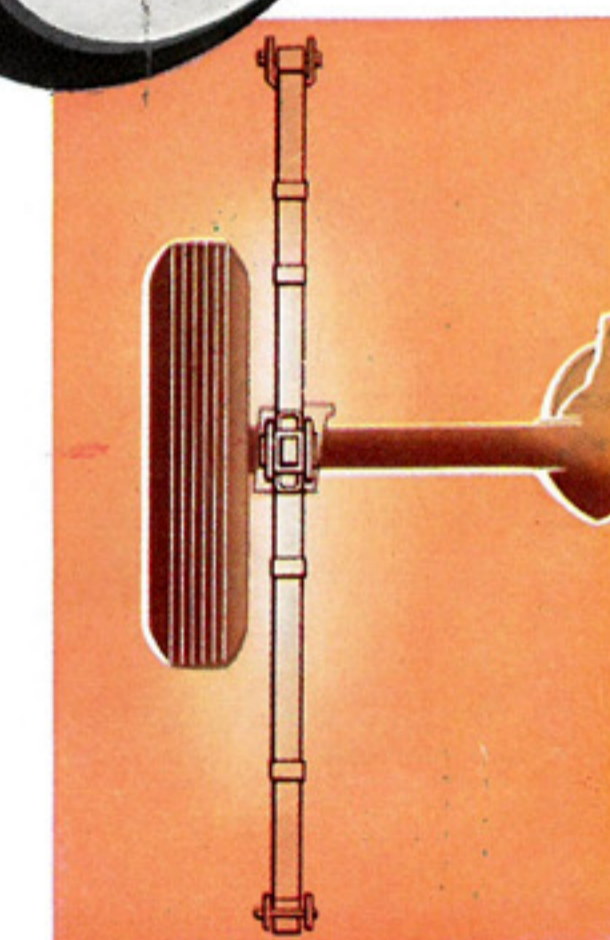
NEW VERTICAL KING PINS

Pontiac engineers wanted to please you with the very smoothest possible ride and the easiest possible steering in this all-new 1955 Pontiac. That's one reason why vertical king-pin front suspension was adopted. The benefits? An all-new ease at the wheel—when you're parking, steering around corners and curves; a much smoother ride over railroad tracks, rough roads, ruts and bumps. Added to everything else that's new, Pontiac's new Vertical King-Pin Front Suspension results in a ride and steering ease that's nothing less than luxurious! Try it and see.



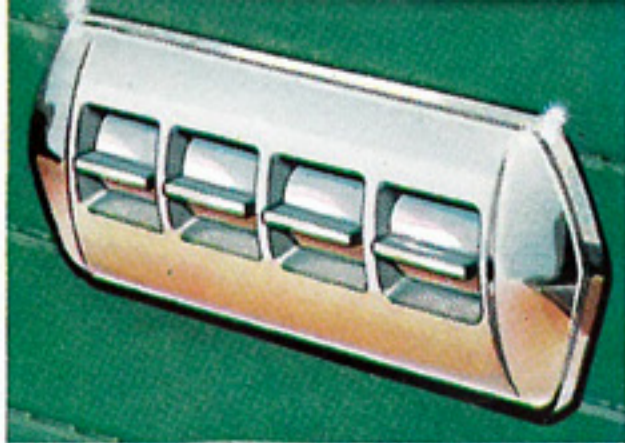
NEW HOOD-HIGH COWL VENTILATION

Breathe deeply! The air's cleaner up here where Pontiac now takes it in. Trim rows of cowl vents scoop up as much air as you like—from no draft at all up to great refreshing volumes—and rush it to the passenger compartment. You control the amount of air delivered to each side of the car separately by adjusting instrument-panel knobs.



NEW PARALLEL REAR SPRINGS

You've experienced it yourself; the wider your stance, the firmer your footing. Pontiac has used the same idea in designing its new rear suspension. Rear springs—running parallel to the center line of the car—are 3.25 inches farther apart, providing a wider base that helps to stabilize the body and frame on turns and curves. They reduce body "tilt" so substantially that you'll notice your secure new feeling immediately. Because the springs are mounted parallel, they travel in a more natural path . . . respond with a fine new smoothness.



ELECTRIC WINDOW LIFTS

Raise or lower all vertically moving side windows—at a finger-touch—with Pontiac's Electric Window Lifts. The driver commands all windows from this master switch, yet each side window has its own individual control, too. Operate with ignition on or off.

IMPROVED DUAL-RANGE HYDRA-MATIC DRIVE

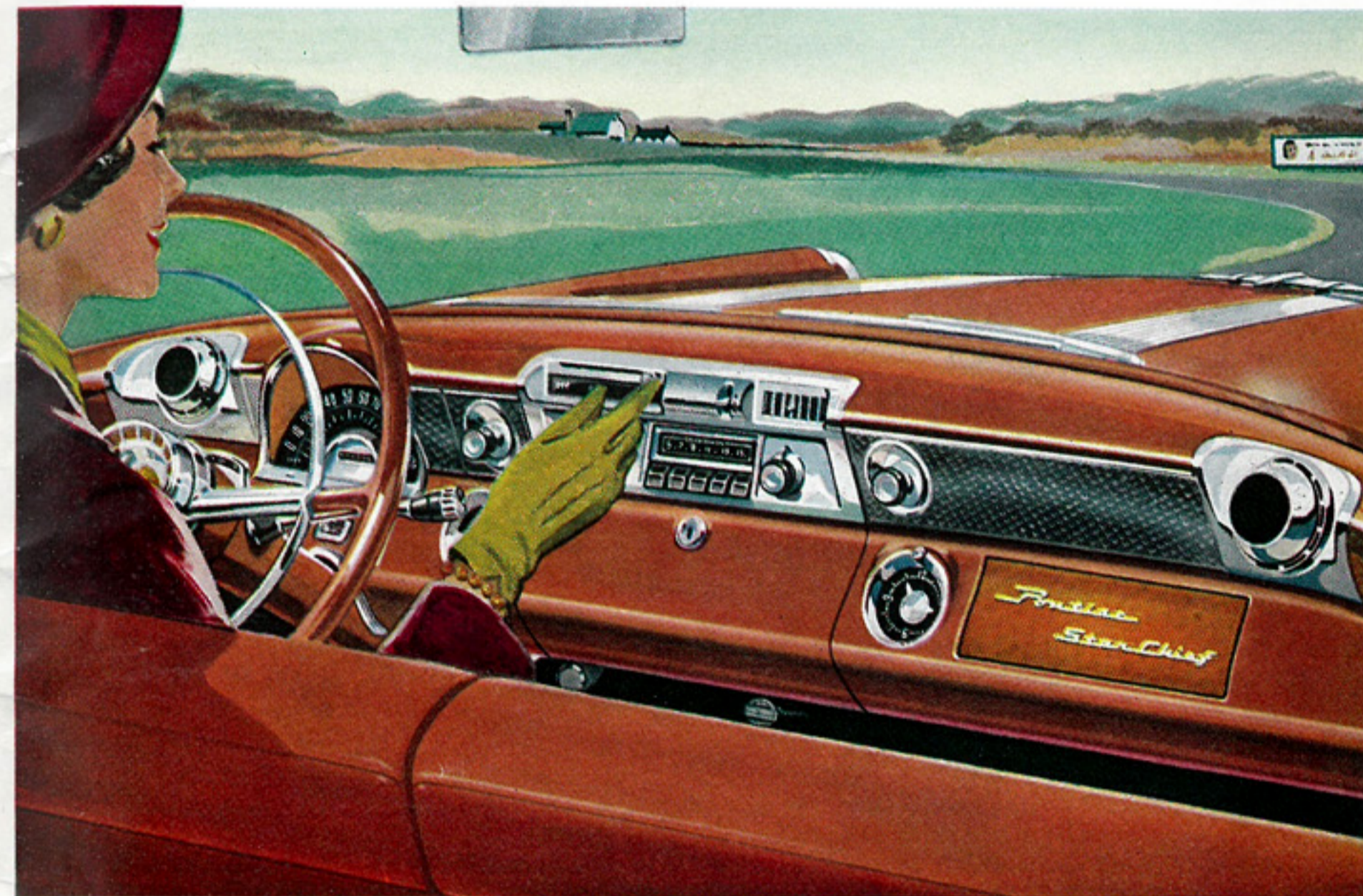
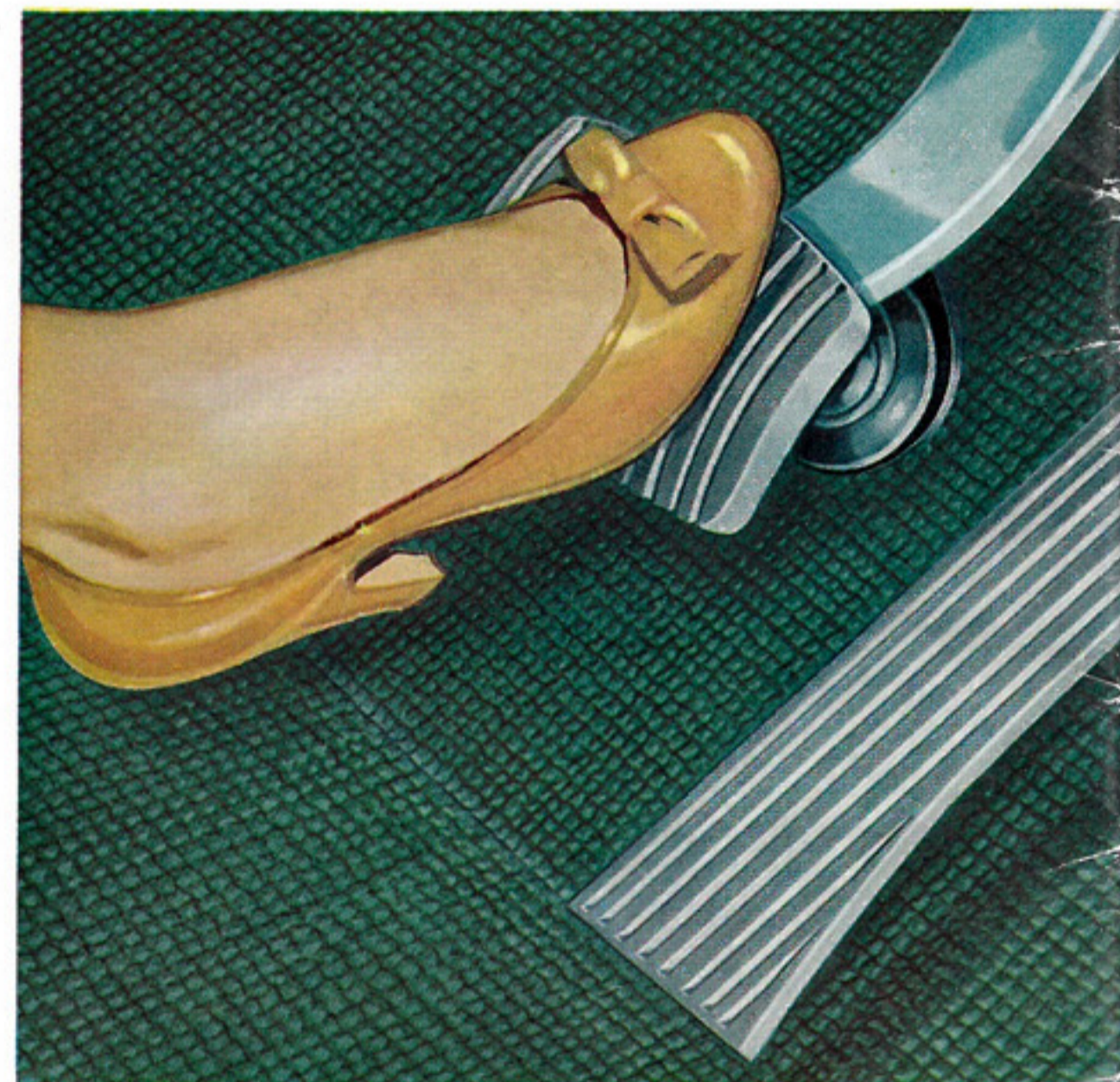
Wait until you drive a '55 Pontiac with new, improved Dual-Range Hydra-Matic! The silken smoothness of the way it takes your Pontiac from standing start to legal speed is an all-new driving experience. The flexibility of this most flexible of automatic drives has been improved, too. In Cruising Range below 28 m.p.h., a quick touch on the accelerator downshifts the transmission from fourth to third—offering a burst of engine power for quick pickup, passing, performance-plus in city going. There's so much more that's new about the world's best-proved automatic transmission, you simply must try it to know all the relaxed pleasure—and performance thrills—of driving the Pontiac Dual-Range way!

PONTIAC POWER STEERING

You'll find that you can drive farther and still arrive refreshed with Pontiac's Power Steering—relieving you of up to 80% of all steering effort. Parking, turning, steering on rutted roads or street-car tracks becomes simplicity itself. A hydraulic power booster working with a recirculating ball steering gear takes over—automatically—whenever you need those extra steering "muscles". Yet you always retain a safe "road feel" with Pontiac Power Steering. Try it! It's a pleasure that pays!

Every wondrous new way to make driving a comfort and delight!

You just say the word! Every proved and wanted new way to increase the convenience, comfort and pleasure of driving is yours to enjoy in a 1955 Pontiac. We make all of these options and accessories—and many, many more—available at extra cost so that you can "custom-tailor" your Pontiac to your exact driving needs . . . at the price you want to pay.



IMPROVED POWER BRAKES

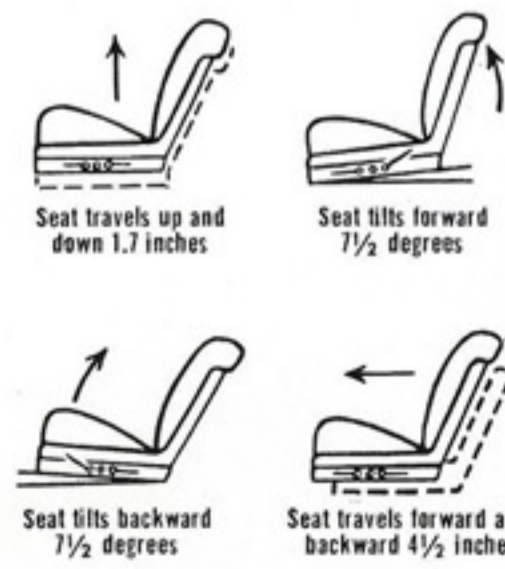
You stop your Pontiac with extra-smooth dispatch with Pontiac Power Brakes—"exerting" only about as much pedal pressure as you give the accelerator in normal driving. Atmospheric pressure and engine vacuum do the work, yet you retain a safe "brake feel". You'll find yourself refreshed and ready for more after miles and miles of stop-and-go driving. Foot and leg movement is reduced, reaction time decreased, driving fatigue is cut to a minimum. And if you should turn off or accidentally stall your engine, Pontiac's new, improved Power Brakes will hold a power assist in reserve even longer than before . . . to bring you to a safe, sure stop. You'll be a safer, more relaxed, more confident driver with Pontiac Power Brakes.

IMPROVED AIR CONDITIONING SYSTEM

You're in charge of the weather with the Pontiac-engineered Air Conditioning System. And it's a wonderful feeling to take your cool comfort—as you like it—by simply setting an instrument-panel control. Now, for 1955, you can cool your Pontiac with refreshing, de-humidified outside air only OR set the control for recirculation of air to cool your car extra quickly. Air enters the passenger compartment through three outlets on the instrument panel—all are adjustable so you can direct the flow of air where you want it. Every ounce of air is filtered—and windows are kept closed, of course—so dust and pollen, road and traffic noise are all reduced to a minimum of minimums! And a powerful, two-speed blower may be used to pull in refreshing air when you stop or are driving slowly. Every part of Pontiac's compact air conditioning unit is located "up front", so luggage space is left free. Ask for a complete demonstration. Know all the marvelous comfort of driving a car that's air conditioned Pontiac's way and you'll want to enjoy it always!

PONTIAC'S COMFORT CONTROL SEAT

How's your family for size? Does it include drivers both short and tall? Whatever their stature, most every driver can now have "custom-tailored" driving comfort with Pontiac's Comfort Control Seat. It does more than simply raise or lower you, move you forward or back. The Comfort Control Seat tilts, too—to offer you a total of three hundred and sixty positions. An easy, finger-tip adjustment of the control levers does the mechanical work; you—and every other driver in your family—enjoy the custom comfort, better vision, and safer driving that results. Try this idea, too: Change seat position from time to time on long trips. You'll find it reduces fatigue amazingly!



SPECIFICATIONS

for the year's most thrilling buy!

Strato-Streak V-8 Engine is a 90° V-block eight-cylinder engine of the valve-in-head design. With the standard compression ratio of 8.0 to 1, maximum brake horsepower is 180 at 4600 rpm and maximum torque is 264 lb.-ft. at 2400 rpm. Bore and stroke, 3.75 inches by 3.25 inches. Displacement, 287.2 cubic inches. Completely counterbalanced crankshaft with counterweights ideally distributed for uniform bearing loads. Five overlapping main bearings. Oil seals both front and rear. Tin-plated aluminum pistons to reduce scuffing and wear. Tapered valve guides for ideal, non-stick operation and valve seating. Chain-driven camshaft supported by five bushings. Rubber engine cushioning. Pressure-Suction Crankcase Ventilation to ventilate the entire engine with a complete, ideal-flow, ventilating pattern. A low-compression engine is available for use with standard fuel as optional equipment with Synchronesh transmission.

Engine Lubrication: Full-Pressure Quad-Gallery Lubricating System for adequate bearing lubrication at all times, full lubrication to all engine parts. Helical gear type oil pump. Oil refill capacity (less filter), five quarts. Full-flow oil filter, accessory.

Fuel System: Dual-type multiple-venturi down-draft carburetors. Fuel pump with vacuum booster. Heavy-duty oil-bath air cleaner and silencer, accessory. Balanced-intake manifold with pre-heat chamber for extra quick warm-up, efficient use of fuel. Automatic choke. Twenty-gallon fuel tank, except station wagons. 18-gallon fuel tank in station wagons.

Cooling System: Reverse-Flow Gusher-Valve Cooling. Water distributing tubes in cylinder heads. Centrifugal water pump. Thermostatic

control of water circulation. Water around all cylinders. Full-length water jackets. Four-bladed fan of 19-inch diameter, except in cars equipped with Air Conditioning. Coolant capacity: 24 quarts without heater; with underseat heater, 26 quarts.

Electrical System: 12-volt, 9-plate battery with corrosion-resistant retainer. Twenty-five ampere generator. Current and voltage regulator. Centrifugal, vacuumatic spark control. Spark plug make and model: AC 44-5. Key-Quick Automatic Starting.

Chassis: Rugged Tru-X Frame with four-way cantilever construction. Wheelbase: Star Chief—124 inches; Chieftain—122 inches. Independent front coil springs. Vertical king pins. Front stabilizer bar. Hydraulic shock absorbers, front and rear. Long, leaf-type, parallel rear springs with controlled-friction inserts and rubber bushings. Recirculating ball steering gear. Over-all steering ratio: 25 to 1. Hotchkiss Power-Cushion Drive, Hypoid rear axle. Multiple-sealed 12-inch front brakes; 11-inch rear brakes. Independent Easy-Pull Hand Brake operates on rear wheels. Synchronesh transmission with easy-action clutch, quiet helical gears. Built-in concentric gearshift. Hydra-Matic Drive optional at extra cost. Extra-low-pressure tubeless tires standard, 7.10 by 15 for wide 5½-inch rims; 7.60 by 15 tires standard on station wagons.

Body: All-steel Body by Fisher. Key-operated outside front door locks. Push-button inside door locks. "Free-wheeling" door handles on all rear doors when locked. Crank-operated front



Ventipanes. Counterbalanced, self-locking trunk lid. Counterbalanced hood. Automatic interior dome lighting, actuated by front doors on Chieftain models and by all doors on Star Chief models. Ash trays and arm rests both front and rear (except no rear arm rests in station wagons). Spring-held tools in trunk to prevent rattling, except station wagons.

Dimensions: Over-all length: Star Chief—210.2 inches; Chieftain—203.2 inches, except station wagons: 202.9 inches. Width: 75.4 inches. Height, with passengers: Four-Door and Two-Door Sedans, 60.5 inches; Convertible Coupe, 59 inches; Catalina, 59.1 inches; Station Wagons, 61 inches.

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 and rear fender panels shown on car illustrations are not standard equipment and are available at extra cost.



MAJESTIC AUTOMOBILE

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