

Presenting the New Pontiac

Design for Motoring

The new Pontiac Laurentian is the latest in the line of great cars of General Motors quality that have made their mark in the world of motoring over the last 36 years. From its attractive new grille design with integrated dual wide-arc headlamps to its clean rear-end styling, this long, low car has a look of sleekness and power that lives with this exciting space age. The sculptured lines of its body, the wide sweep of its glass areas and the spacious interior, combine to give the car a businesslike elegance that has always been the keynote of Pontiac design. But performance is the yardstick by which all fine-looking cars are finally judged and here the Pontiac Laurentian shines. The combination of its powerful V8 engine, automatic transmission, power steering and braking systems and excellent suspension set a standard of performance and comfort for the motorist who demands quality. Backed by the General Motors-Holden's 12 months or 12,000 mile warranty, the new Pontiac Laurentian is a sound investment in motoring at its best.





The heart of the new Pontiac Laurentian is, of course, its V8 engine. This high compression, well proved overhead valve engine is designed to give a lively performance and to produce an extra safety margin of reserve power for all driving conditions. The partnership of this big-hearted engine and Powerglide automatic transmission offers the Pontiac owner effortless power, silky-smooth operation and absolute dependability. Pontiac's new vacuum-suspended power-brake system gives you the smooth, positive braking power needed in today's busy world on wheels. The car's extremely stable, sway-free ride is the result of a suspension system employing hefty spring coils and double-acting shock absorbers on all wheels. This produces a ride that is not only very comfortable but very safe because of exceptional roadholding ability for rough surfaces and tortuous roads.

To literally take the wheel of the New Pontiac is a driving delight. The "Wonder-touch" steering offers effortless control (especially for parking) while still giving the driver the "feel" of the road.

Creative Engineering





For all the satisfaction that comes from owning a fine-looking car, it's the comfort and appointments inside that one enjoys most. Pontiac leaves nothing to be desired. Here is quiet luxury and finish that afford great personal pride and satisfaction. There is generous seating accommodation for six adults to enjoy relaxed motoring over long distances (the spacious luggage compartment copes easily with their bags.)

The impeccably-tailored two-tone leather and foam-padded upholstery adds to this comfort whilst harmonising beautifully with the lustrous "Magic Mirror" exterior colours that need no polishing for up to three years. Underfoot, the comfortable "wall-to-wall" carpeting completes the general picture. And from the driver's point of view, the instrument panel is an example of tasteful, practical design. Instruments

are easy to read at a glance and they're grouped right before your eyes. All the refinements one expects in a car of this class are provided . . . electric clock, lock-up glove compartment, cigarette lighter, two-speed, parallel electric wipers, automatic windshield washer, personal ash-trays for driver and rear passengers, armrests on all doors, courtesy light switches on front doors, assist straps, coat hooks and sun visors.

ENGINE: 48 H.P. (R.A.C.) overhead valve, V8, 8.5 to 1 compression ratio. Max. gross BHP 170 at 4,100 R.P.M. Cubic capacity 283 cu. ins. Bore and stroke 3.875" x 3". Max gross torque 275 lb./ft. at 2,200 R.P.M.

PISTONS: Aluminium alloy.

CRANKSHAFT: Counter balanced.

OILING SYSTEM: Full pressure.

FUEL SYSTEM: Two barrel, down-draught carburettor with automatic choke, accelerating pump and fast idle mechanism. Dry element air cleaner, silencer and flame arrester. Fuel mixture heated (thermostatic control). Tank capacity 16.67 imperial gallons.

COOLING SYSTEM: Pressurised. Capacity 14.59 imperial quarts. Self-adjusting, permanently lubricated water pump with by-pass. Radiator core frontal area 356.81 sq. ins.

ELECTRICAL SYSTEM: Delco - Remy ignition system, centrifugal and vacuum spark advance control. Ignition coil — high-intensity spark. Delco-Remy generator with voltage and current regulator, Delco-Remy starter, key turn ignition starter switch.

TRANSMISSION: Powerglide automatic transmission, with hydraulic torque convertor and planetary gear system for reverse and low. Drive position selected with selector lever mounted on steering column. Five positions available (left to right on selector panel) — Low, Drive, Neutral, Reverse and Park.

FRAME: X-design in box-design girder.

FRONT SUSPENSION: Independent coil springing with stabilizer. Direct double-acting hydraulic shock absorbers.

REAR SUSPENSION: Independent coil springing with four-point control linkage. Direct double-acting hydraulic shock absorbers.

REAR AXLE: Semi-floating type with hypoid-drive gear of 3.08 to 1 ratio.

DRIVE SYSTEM: Hotchkiss drive. Two-piece propeller shaft.

BRAKES: Four-wheel vacuum-suspended power brakes. Mechanical parking brake. Total braking surface 199.5 sq. ins.

WHEELS AND TYRES: Five — steel disc. 7.50 — 14 x 4 ply tubeless tyres on widebase rims.

DIMENSIONS: Wheelbase 119 ins. Overall length 211.6 ins. Overall width 78.6 ins.

Loaded height 55.5 ins.

STEERING: Hydraulic power steering. Ratios — gears 20 to 1, overall 24 to 1.

LIGHTS & HORNS: Dual sealed-beam head lamps. Parking lamps. Rear licence plate lamp. Back-up lamps. Dome light. Dual matched horns. Thumb-button horn control. Flashing turn signal lamps front and rear. Glove compartment lamp. Courtesy light switches operated by front doors.

BATTERY: 12-volt, 9-plate, 60 amp. hour.

INSTRUMENTS: Speedometer, engine temperature and fuel gauges. Generator charge, oil pressure and high-beam warning lights. Variable indirect instrument cluster lighting. Electric clock.

CONTROLS: Illuminated five-position ignition lock with key turn starting. Light switch, air-intake controls and control for two-speed, self-parking, twin-electric windshield wipers. Automatic windshield washer.

EXTERIOR: Anodized aluminium body side moulding. Curved windshield. Pushbutton door handles. Same key operates front door locks, glovebox compartment lock and luggage compartment lock. Two-tone colours available at no extra cost. Magic-Mirror Acrylic Lacquer finish.

INTERIOR: Seat cushions and squabs upholstered in two-tone leather. Foam seat pads in both front and rear seat cushions. Carpet on front and rear floors. Individually controlled ventilators at either side of dash. Ventipanes on front doors, winder operated. Two extensible sun visors. Arm-rests on all doors. Assist straps with coat hooks on rear roof rails. Cigarette lighter in instrument panel. Ash trays front and rear. Rear view mirror.

The new Pontiac, like all GMH vehicles, is covered by the GMH Warranty — 12,000 miles or 12 months with 1,000 and 2,000 miles free services. Ask your dealer to tell you more about this. Ask, too, about the confidential hire purchase facilities available through G.M.A.C., General Motors' own hire purchase company.

Specifications and equipment subject to change without notice.

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Specifications

