

**1967  
New Product  
Facts**



by **Pontiac**





## RIGHT ANSWERS WILL SELL!

When a prospect talks with you, he has questions - as you well know! He wants to know all about the Pontiac he is considering - what's new and different about it, why it's better than any other car on the market. In short - he wants to be sold on the fact that he's getting the best car possible for his money.

So - it's up to you to have the facts, the information to answer his questions. When you know your product thoroughly, know your exclusives and strong points, you can give him the sales presentation he needs to help him make up his mind. Remember - he is there talking with you because he wants to be sold!

This booklet, in simple question and answer form, presents the major new and different sales information about the 1967 Pontiac line. Detailed information, such as available trims, engine-transmission combinations, etc., can be taken from the appropriate manuals.

After reviewing this booklet - filing the information in your mind for quick and ready answers - don't throw it away. Keep it as a handy "quick reference" in case you do need to look up an answer.

NOTE: All answers to questions used in the 1967 Product Review Meeting Quiz will be found in this booklet, the 1967 Selling Facts Folder, or in the content of the Meeting Program itself.

**Each question in this booklet refers to the Pontiac Series indicated at the top of each page.**

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## 1967 Catalina, Executive, Bonneville and Grand Prix Series

### BODY

1. What new model has been added to the Grand Prix series?  
Convertible.
2. What series name change has occurred?  
Star Chief name has been dropped - series is now called "Executive."
3. What new models have been added to the "Executive" series?  
2-seat Safari and 3-seat Safari Station Wagons with wood-grain appearance, exterior panels.
4. What new headlamp feature is standard on Grand Prix?  
Concealed, stationary headlamps with movable covers.
5. What series has been dropped for 1967?  
2+2 series (still available as an option)
6. How many and what are the body styles available in the Catalina series?  
Seven . . . 2-Door Sedan; 4-Door Sedan; Hardtop Coupe; 4-Door Hardtop; Convertible; 2-Seat Station Wagon; 3-Seat Station Wagon.
7. How many and what are the body styles available in the Executive series?  
Five . . . 4-Door Sedan; 4-Door Hardtop; Hardtop Coupe; 2-Seat Safari; 3-Seat Safari.
8. How many and what are the body styles available in the Bonneville series?  
Four . . . Hardtop Coupe; 4-Door Hardtop; Convertible; 3-Seat Station Wagon.
9. How many and what are the body styles available in the Grand Prix series?  
Two . . . Hardtop Coupe; Convertible.
10. What is the new Grand Prix ventilation system called?  
Upper-level, "draft-free" ventilation.

### BODY (Cont'd.)

11. What does "Upper-Level" ventilation provide?  
Upper level air - upper and lower air - a combination of upper level outside air and lower level heater air.
12. What new "Safety Group" items have been added as standard equipment for 1967?
  - Energy-absorbing steering column
  - Energy-absorbing steering wheel
  - Energy-absorbing instrument panel with smooth contoured, labeled controls
  - 4-way hazard warning flasher control
  - Dual master cylinder brake system with warning light
  - Pushbutton seat belt buckles
  - Front seat belt retractors
  - Parking brake warning light
  - Passenger guard door locks -- all doors
  - Folding seat back latches (Wagons & 2-Drs.)
  - Inside day-night mirror with shatter resistant vinyl edged glass and breakaway support
13. What improvement contributes to a more solid hood - less shake?  
A new hood-latch that provides automatic adjustment for tightness at each closing.

### EXTERIOR STYLING

1. What are the wheel bases for these models?  
Same as in 1966.
2. What is the overall length of Catalina and Grand Prix passenger models?  
215.6 inches, slightly longer than in 1966.
3. What is the overall length of Executive and Bonneville passenger models (except station wagons)?  
222.6 inches, slightly longer than in 1966.
4. How many exterior colors are there?  
15, 12 of them new (with new names).

### EXTERIOR STYLING (Cont'd.)

5. How have the Grand Prix parking lamps changed?  
High mounted and hooded on outside front fender extension.
6. What's the new appearance for 2-Door Hardtops?  
New roof panels give appearance of continuous line from roof to tip of trunk.
7. What's the new appearance for 4-Door Hardtops?  
More closely approaches the 2-Door roof line.
8. What is the major, Industry First, styling feature that gives Pontiac a unique appearance?  
Concealed articulated windshield wipers that are recessed in the park position.
9. What's new about the rear end of all models except Grand Prix?  
Tail lamps turn down at outboard sides.
10. How are Grand Prix tail lamps treated?  
Horizontally, as in 1966.
11. What's new about bumpers?  
A new wrap-around bumper that gives better grille protection.
12. What's new about the Grand Prix Hardtop Coupe front door treatment?  
The control vent window has been eliminated.
13. What distinctive side treatment is available as a "no-cost" option on Grand Prix models?  
Two full length body paint stripes.
14. How have back-up lamps been changed?  
New, rectangular style - mounted in the bumper.
15. What new color replaces beige in convertible tops and Cordova tops?  
Cream.

## INTERIOR STYLING

1. How has the Ventura option been changed?  
For '67, it is a custom interior - exterior features found in the '66 option (except the Ventura nameplate) have been eliminated.
2. The Strato-Bench Seat is standard on what models?  
Bonneville Brougham and a no-cost option on Grand Prix Hardtop Coupe.
3. What is the new "Notch-Back" front seat?  
It is a bench seat with a free-standing center arm rest.
4. The "Notch-Back" seat is standard on what models?  
All Bonneville models.
5. What's new about power-window controls?  
Driver's controls located at fingertip in elongated front door arm rest.
6. What are the new additions for Brougham?  
Power windows, Strato-Bench seats, wood-grain appearance on front door upper inserts, flexible door pull handles.
7. Brougham is available on what models?  
Bonneville 2-Door and 4-Door Hardtops only.
8. What models feature a wood-grain appearance instrument panel?  
All models . . . Carpathian elm burl grain on Grand Prix and Bonneville - walnut wood grain on Executive and Catalina.
9. How have instrument panel controls been improved?  
Labeled with name of control and smoothly contoured.
10. How have consoles been changed?  
Handle at rear removed for cleaner styling.
11. What's new with heater controls?  
A "Low" position has been added to provide "blower-off" heater operation.

## INTERIOR STYLING (Cont'd.)

12. How has the Deluxe Steering Wheel changed?  
Three spokes with horn buttons in side spokes instead of in bar.
13. What's the new location for auxiliary gauges?  
Fuel and temperature on one side - ammeter and oil on the other.
14. What type gauges are used?  
Needle gauges.
15. Where is the Transmission Quadrant located?  
Below the instrument cluster.

## ENGINEERING

1. What series use the "Energizer" battery as standard equipment?  
All series in 1967.
2. What new Pontiac Exclusive axle ratio is offered on some models?  
2.29:1, the lowest in the industry - for improved fuel economy.
3. On what models is the 2.29:1 axle ratio standard?  
Catalina 2-door and 4-door sedans, with premium fuel engine and automatic transmission only (except with air conditioning or on California cars).
4. What improvements are offered by the new fuel gauge tank unit?  
Increased accuracy, steadier indication.
5. The tough, new nylon jacket on engine wiring harness - a Pontiac Exclusive - offers what advantages?  
Improved resistance to heat, pinching and cutting.

## ENGINEERING (Cont'd.)

6. What is new about the 1967 brake system?  
Dual master cylinder provides independent hydraulic application of front and rear brakes - if one fails, the other still functions.
7. How does new Lane Change feature in the Directional Signal operate?  
Signal system lever has two positions . . . first detent position signals right or left as long as held down . . . returns to neutral when released. Second position operates as normal turn signal indicator.
8. How has the Cruise-Control option been changed?  
Simplified - Control button now located on end of direction signal lever. No instrument panel knobs, lights or needles to set.
9. How has the 4-speed manual shift control been improved?  
Rubber insulation added to stick-transmission junction for quieter operation.
10. How have column shift levers been changed?  
Larger, blunt ends made of plastic - for easier handling.
11. What new tire is available at extra cost on all models?  
The H:70 x 15 Wide Oval - red line or white.

## ENGINES

1. What's the major new feature of engines for 1967?  
Increased displacement - 400 cu. in. and 428 cu. in.
2. What is the displacement of the standard engine on all series?  
400 cu. in.

## ENGINES (Cont'd.)

What is the horsepower compression ratio and carburetor of the following engines?

3. . . . the standard engine for Catalina and Executive?  
265 H.P.; 8.6:1; 2-bbl.
4. . . . the standard engine for Bonneville?  
333 H.P.; 10.5:1; 4-bbl. (Also available at extra cost on Catalina and Executive with manual transmission.)
5. . . . the standard engine for Grand Prix?  
350 H.P.; 10.5:1; 4-bbl.
6. . . . the standard engine with Turbo Hydra-matic for Catalina and Executive?  
290 H.P.; 10.5:1; 2-bbl.
7. . . . the standard engine with Turbo Hydra-Matic for Bonneville?  
325 H.P.; 10.5:1; 4-bbl. (Also available at extra cost on the Catalina and Executive with Turbo Hydra-Matic transmission.)
8. . . . the standard engine with Turbo Hydra-matic for Grand Prix?  
350 H.P.; 10.5:1; 4-bbl.
9. . . . the no-cost, optional regular fuel engine with extra cost Turbo Hydra-Matic for all series?  
265 H.P.; 8.6:1; 2-bbl.
10. . . . an engine that is an extra cost option with either 3 or 4-speed manual, or Turbo Hydra-Matic transmission on all models?  
428 cu. in.; 360 H.P.; 10.5; 4-bbl.
11. . . . another engine that is an extra cost option with either 3 or 4-speed manual, or Turbo Hydra-matic transmission on all models (except Station Wagons)?  
428 cu. in. H.O.; 376 H.P.; 10.75:1; 4-bbl.
12. What engine options have been discontinued?  
All 3 - 2-bbl. carburetor engines.

## ACCESSORIES

1. What is a major new feature of the air conditioning system?

Bi-level air distribution.

2. How have air conditioning outlets been improved?

Center outlet in instrument panel front face allows better visibility and upper outlets at sides allow greater movement for better air distribution.

3. How have power windows been changed?

On Bonneville and Grand Prix, controls are located on the forward extensions of the new door arm rests.

4. What is a new feature of power door locks?

Master switch added to right hand front door.

5. What is the Automatic Leveling System?

Vacuum operated compressor and height control valve to keep rear of car at constant height regardless of loading.

6. How is this System installed?

By dealer only - and must be used in combination with Superlift Shock Absorbers.

7. The new Dual-Stage Air Cleaner is available on what models?

All models except the standard engine in the 2+2.

8. What advantages does the new Capacitor Discharge Ignition System offer?

Extended spark plug life; point problems eliminated; improved cold weather and wet starting; minimal engine flooding effects; excellent high speed ignition.

## ACCESSORIES (Cont'd.)

9. Why is the new Tachometer a first in the automobile industry?

It is hood-mounted - dealer installed only.

10. What major new extra cost accessory has been made available?

A Stereo Tape Player.

11. How has the AM-FM Radio Control been changed?

Rotating dial panel gives improved station selection and better control panel visibility.

12. What is included in the Front Disc Brake option on Pontiac?

Power brakes, 8.45 x 15 tires and 15" wheels.

## BODY

1. What new model is introduced for '67?  
Tempest Safari - 2-seat Station Wagon with wood grain appearance exterior.
2. How many and what are the body styles available in the Tempest series?  
Three - 4-door Sedan, Sports Coupe and Station Wagon.
3. How many and what are the body styles available in the Tempest Custom series?  
Six - 4-Door Sedan; Sports Coupe; 4-Door Hardtop; Hardtop Coupe; Convertible; Station Wagon.
4. How many and what are the body styles available in the Le Mans Series?  
Four - Sports Coupe; 4-Door Hardtop; Hardtop Coupe; Convertible.
5. How many and what are the body styles available in the GTO Series?  
Three - Sports Coupe; Hardtop Coupe; Convertible.
6. How many total models are offered?  
Seventeen - one more than in 1966.
7. What has contributed to quieter interior?  
Insulation added to new locations and insulation increased in other areas.
8. What new "Safety Group" items have been added for 1967?
  - Energy-absorbing steering column
  - Energy-absorbing steering wheel
  - Energy-absorbing instrument panel with smooth contoured, labeled controls
  - 4-way hazard-warning flasher control
  - Dual master cylinder brake system with warning light
  - Pushbutton seat belt buckles
  - Front seat belt retractors
  - Parking brake warning light
  - Passenger guard door locks -- all doors
  - Folding seat back latches (Wagons & 2-Dr.)
  - Inside day-night mirror with shatter resistant vinyl edged glass and breakaway support

## EXTERIOR STYLING

1. Have overall length or wheelbase been changed for 1967?  
No - same wheelbase, slightly longer overall.
2. How many exterior colors are there?  
15, 12 of them new (with new names).
3. What new color replaces beige in Convertible and Cordova tops?  
Cream.
4. How have Tempest, Tempest Custom and Le Mans grilles been changed?  
Vertical ribs form a compartmented design.
5. How have GTO grilles been changed?  
Aluminum wire mesh is used - individual parking lamps are retained.
6. How has the exterior appearance of the Sprint Option changed?  
Stripes on Coupe models will be more obvious and word "Sprint" is inserted in the striping.
7. What side treatment is new on the GTO?  
Two heavy paint stripes running the full length of the car.
8. The Cordova top option is available on what models?  
Coupes and 4-Door Hardtops.
9. How does the GTO rear treatment differ from other series?  
Features four horizontal lights on each side of the rear.
10. How does the Tempest Safari exterior differ from other station wagons?  
Distinctive walnut wood grain appearance on side panels and tailgate - framed in bright metal moldings.



## INTERIOR STYLING

1. Bucket Front Seats are standard on what models?  
Le Mans Sports Coupe, Hardtop Coupe and Convertible;  
all GTO models.
2. What other seat is available at no extra cost on Le Mans  
and GTO coupes and convertibles?  
The new Notch-Back bench seat in either parchment or  
black trim.
3. How have instrument panel controls been improved?  
Labeled with name of control and smoothly contoured.
4. Stylish appearance of kick pads have changed in what  
way?  
Vent control is integral with panel.
5. How have Tempest directional signal indicators been  
improved?  
Separate indication lights for right and left turns.
6. Where is the gear shift located for the standard 3-speed  
transmission?  
On the column for all models, including GTO.
7. On what models is the Notch-Back bench seat available?  
All Le Mans and GTO models.
8. What new interior is available at extra cost on the  
Tempest Sports Coupe only?  
All black Morrokide.
9. How many interior colors are available in the Tempest  
Wagon?  
One - black.
10. What interior color has been eliminated in Tempest and  
Tempest Custom models?  
Red - except for the Convertible - still available there.
11. What is a no-cost optional interior on the Le Mans 4-  
Door Hardtop?  
Cloth trim in Black or Blue in a straight bench seat.

## ENGINEERING

1. What series use the Energizer Battery as standard  
equipment?  
All series in 1967.
2. What type front brake drum construction is standard  
on all models?  
Full-finned Cast Iron.
3. The revised cylinder head casting for the OHC engine  
offers what advantage?  
Better combustion chamber cooling, for longer spark  
plug life.
4. Is the new tough nylon jacket for the engine wiring har-  
ness available on all models?  
Yes - same as Pontiac Catalina, Executive, Bonneville  
and Grand Prix.
5. How do passenger guard door locks - like those found on  
Pontiac - operate?  
When lock buttons are depressed, door handles become  
inoperative, preventing the inadvertent opening of the  
doors.
6. How has optimum ride smoothness been attained on  
new models?  
Shock absorbers have been revalved and the rear  
springs redesigned.
7. The new "W" fold paper oil filter on the OHC engine  
provides what advantage?  
Better oil filtration.
8. What is the standard tire on 1967 GTO models?  
The F:70 x 14 Red Line Wide Oval tire.
9. What is a Wide Oval tire?  
It is 25% wider than conventional tires, has 8 grooves,  
gives a very positive road "feel" and firm ride, and is  
not interchangeable with conventional tires.

## ENGINES

1. What is the displacement of the OHC, 6-cylinder engine, standard in Tempest, Tempest Custom, Le Mans and Tempest Safari?

230 cu. inches.

2. What is the displacement of the optional V-8 engine for Tempest, Tempest Custom, Le Mans and Tempest Safari?

326 cu. inches.

3. What is the displacement of the standard engine for GTO?

400 cu. inches.

What is the horsepower, compression ratio and carburetor of the following engines available with 3 or 4-speed manual or automatic transmission?

4. . . . the standard engine (except GTO), OHC 6-cyl., regular fuel engine?

165 H.P.; 9.0:1; 1-bbl.

5. . . . the optional (except for GTO) OHC 6-cyl., premium fuel engine?

215 H.P.; 10.5:1; 4-bbl.

6. . . . the optional (except for GTO) regular fuel V-8 engine?

250 H.P.; 9.2:1; 2-bbl.

7. . . . the optional (except for GTO) premium fuel H.O. V-8 engine?

285 H.P.; 10.5:1; 4-bbl.

## ENGINES (Cont'd.)

What is the horsepower, compression ratio and carburetor for the following GTO engines available with 3 or 4-speed manual, or Turbo Hydra-Matic transmission?

8. . . . the standard V-8 engine?

335 H.P.; 10.75:1; 4-bbl.

9. . . . a no-cost optional regular fuel V-8 engine?

255 H. P. ; 8.6:1; 2-bbl. (With Turbo Hydra-Matic transmission only).

10. . . . an optional H.O. V-8 engine?

360 H.P.; 10.75:1; 4-bbl.

11. . . . another optional V-8 engine?

RAM AIR; 360 H.P.; 10.75:1; 4-bbl.

## ACCESSORIES

1. What new or improved accessories are now available on these Series as well as Catalina, Executive, Bonneville and Grand Prix?

Cruise Control; Stereo Tape Player; Capacitor Discharge Ignition System; Front Disc Brakes.

2. The new Dual Stage Heavy Duty Air Cleaner is not available on which engines?

4-bbl. OHC-6 and GTO 4-bbl. engines.

3. The console is available with all models with bucket front seats. Which models are these?

Le Mans Sports Coupe, Hardtop Coupe, Convertible and all GTO's.

4. On what models is the "Sprint" option available?

All models except Tempest Safari, GTO and Station Wagons.

5. The new deluxe steering wheel has how many spokes?

Three.

6. When is the instrument panel finished with a walnut wood appearance?

It is standard on Tempest Safari and GTO models. It is also included when either a Rally Gauge Cluster, Safeguard Speedometer, or Console is ordered on any other model.

7. What transmission is now available on all GTO models at extra cost?

The big Turbo Hydra-Matic transmission.

8. What added feature is standard when a console is ordered with Turbo Hydra-Matic on any GTO?

The all-new "Hurst-Campbell" Dual Gate Shifter (manual/automatic shift control).

## KNOW THE RIGHT ANSWER

when your prospect asks a question about the 1967 Pioneering Pontiacs. Car buyers want to be sold, want to be convinced that the car they're buying is the best car available. When you build their confidence in you as a professional salesman who knows what he's talking about - they'll be ready to close that deal.

The 1967 Pontiacs are loaded with exclusive, industry firsts, pioneering innovations - it's a car that will sell!