

There's so much that's new on the '68 Wide-Tracks ...



 **PONTIAC**
Underground



we had to write a book about it.

And here it is! A bookful of exciting new features that
make the 1968 Pontiacs the newest new cars ever.

Optional equipment shown in these illustrations is available at extra cost and well worth it in comfort and convenience. Pontiac Motor Division of General Motors Corporation reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and also to discontinue models.

NEW PRODUCT FEATURES FOR 1968



FIREBIRD/FIREBIRD SPRINT/FIREBIRD 350/ FIREBIRD H.O./FIREBIRD 400

New Upper-level Ventilation System Provides Constant Circulation of Air—Door Vent Windows Eliminated
Multi-leaf Spring Rear Suspension for Improved Ride
New, 250-cubic-inch Displacement OHC 6 Engine for Firebird
New, Premium-fuel, 250-cubic-inch Displacement OHC 6 Engine with 4-BBL Quadra-jet Carburetor for Firebird Sprint
New 2-BBL, Regular-fuel, 350-cubic-inch V-8 Engine for Firebird 350
New High Output, 4-BBL Quadra-jet, 350-cubic-inch V-8 Engine for Firebird H.O.
Firebird 400 Engine Refined for Added Performance, Smoother Idle
160-mph Speedometer.
Self-adjusting Hood Latch
Engine Closed Crankcase Ventilation System

New Standard Thermostatically Controlled Carburetor Air Preheater Eliminates Carburetor Icing, Improves Cold-weather Performance and Increases Economy
Anti-theft Ignition Key Warning Buzzer
Theft-deterrent Door Locks and Keys
15 Exterior Colors—12 New for 1968
4 Convertible and Cordova Top Colors—2 New for 1968

TEMPEST/TEMPEST CUSTOM/LEMANS/ TEMPEST SAFARI/GTO

All-new Exterior Styling with True Sports-car Flare
Exclusive Industry First ENDURA Bumper Standard on GTO
Smartly Styled Interiors Boast New Fabrics, New Color Combinations
New Wider Wide-Track now 60"
Wheelbase of Coupes and Convertibles now 112"
Wheelbase of 4-Door Models Lengthened to 116"
Concealed Windshield Wipers Standard on LeMans, Tempest Safari and GTO (Optional for Tempest & Tempest Custom)
Door Vent Windows are Crank-operated
Theft-deterrent Door Locks and Keys
Anti-theft Ignition Key Warning Buzzer
Improved Defrosting System
Self-adjusting Hood Latch
Two, New 250-cubic-inch OHC 6 Engines for Tempest, Tempest Custom and LeMans—a 1-BBL Regular-fuel

and the "Sprint" 4-BBL, Premium-fuel
Two, New V-8 Power Plants Displacing 350 cubic inches—a 2-BBL, Regular-fuel and a 4-BBL, Premium-fuel H.O. Version
Quadra-jet Carburetor is Standard on all 4-BBL Engines
Engine Closed Crankcase Ventilation System
New Standard Thermostatically Controlled Carburetor Air Preheater Improves Cold-weather Performance
15 Exterior Colors—13 New for '68
4 Convertible and Cordova Top Colors—2 New for '68

CATALINA/EXECUTIVE/BONNEVILLE/GRAND PRIX

Restyled Front & Rear End with Twin Horizontally Mounted Headlights
SERCON Wiring Connector
Engines Refined for Added Performance, Smoother Idle Characteristics, Reduced Exhaust Emission
New Remote Choke System for 2-BBL Carburetors
Quadra-jet Carburetor Now Standard on all 4-BBL Engines
New Standard Thermostatically Controlled Carburetor, Air Preheater Eliminates Carburetor Icing, Improves Cold-weather Performance, Increases Economy
Engine Closed Crankcase Ventilation System
New Dual-acting Diaphragm Distributor
New, Wider Crossflow Radiator Core Improves Cooling
High-capacity, 8.85 x 14 Tires on 3-Seat Station Wagons
Full-length, Lower Body Moldings with Color-keyed Vinyl Insert (Except Grand Prix and Safaris)
Theft-deterrent Door Locks and Keys

Anti-theft Ignition Key Warning Buzzer
Self-adjusting Hood Latch
New Stabilizer Unit on Front Bumpers
Improved Defrosting System
Integrated Alternator/Regulator on Grand Prix
15 Exterior Colors—13 New for '68
4 Convertible and Cordova Top Colors—2 New for '68

THESE SAFETY FEATURES ARE STANDARD EQUIPMENT ON ALL 1968 PONTIACS.

- Energy Absorbing Steering Column
- Energy Absorbing Instrument Panel with Smooth, Contoured Knobs & Levers
- Padded Instrument Panel, Sun Visors and Windshield Corner Posts
- Reduced-glare Instrument Panel, Windshield Moldings, Windshield Wiper Arms and Blades
- Inside Day-Night Mirror with Deflecting Base
- Safety Armrests
- Seat Belts with Pushbutton Buckles for *all* Passenger Positions

- Front-seat Shoulder Belts for Driver and Right Front Passenger (Except Convertibles)
- Folding Front Seat-back Latches (2-Doors)
- Full Padding on Rear Upper Panel of Front Seat-back
- Soft, Low-profile Window Control Knobs and Coat Hooks
- Passenger-guard Door Locks—All Doors
- Safety Door and Window Regulator Handles
- Safety Door Latches and Hinges
- Dual Master Cylinder Brake System with Warning Light

- Self-adjusting Brakes with Corrosion-resistant Brake Lines
- Four-way Hazard Warning Flasher
- Lane-change Feature in Direction Signal Control
- Backup Lights
- Body Side Marker Lamps at Front and Rear
- Dual-speed Electric Windshield Wipers and Washers
- Outside Rearview Mirror
- Thick Laminate Windshield
- Safety Rim Wheels

- New Multi-leaf Spring Rear Suspension for better ride
- New 3-Speed Transmission Floor Shift Option
- New Custom Option Knit-vinyl Fabrics
- New Expanded Morrokide Interiors

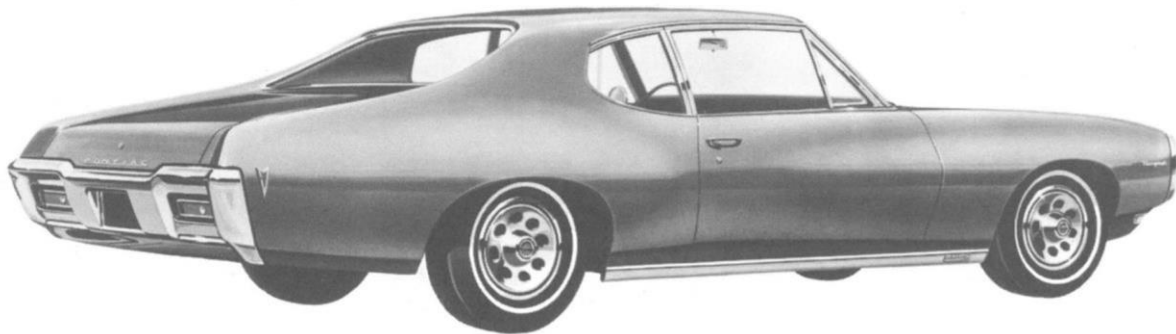
- Carpeted Lower Trim Pads on Doors
- Upper-level Ventilation System that gives Constant Air Circulation
- Vent Windows Eliminated for Picture-window Styling

- Anti-theft Ignition Key Warning Buzzer*
- Five New Engines
- "Power-Flex" Fan on Firebird 400
- "Space Saver Spare" Tire
- Self-adjusting Hood Latch*

**Standard on all Pontiacs*

FIREBIRD Firebird Sprint, Firebird 350, Firebird H.O., Firebird 400
(Hardtop Coupe and Convertible Models)





TEMPEST (Sports Coupe, 4-Door Sedan)

- Completely New Exterior Styling
- Completely New Interior Trims
- New Instrument Panel with Three Sports-styled Instrument Clusters
- Crank-operated Vent Windows
- Body Side Marker Lamps at Front and Rear*
- Theft-deterrent Door Locks and Keys*
- New 250-cu.-in. OHC 6 Engine—175 Horsepower
- Wider Wide-Track—60 inches Front and Rear
- Safety Front Armrests*
- Seat Belts for all Passenger Positions*

**Standard on all Pontiacs*

- Completely New Exterior Styling
- New Horizontal Headlamps
- New 112" Wheelbase on Coupes and Convertibles
- New Longer 116" Wheelbase on 4-Door Models

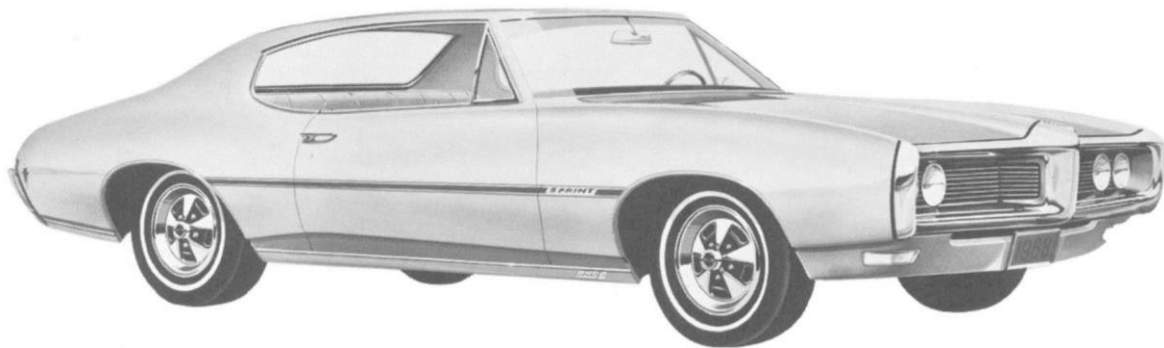
- New Custom-styled, All-Morrokide Interiors
- Bright Metal Rocker Panel Moldings
- Deluxe Steering Wheel
- Fully Padded Instrument Panel*

- Right and Left Front-seat Shoulder Belts (Except Convertible)*

**Standard on all Pontiacs.*

TEMPEST CUSTOM (Sports Coupe, Hardtop Coupe, 4-Door Sedan, 4-Door Hardtop, Convertible, 2-Seat Station Wagon)





LEMANS with Sprint Option* (Sports Coupe, Hardtop Coupe, 4-Door Hardtop, Convertible)

- New Exclusive LeMans Rear-end Design
- Concealed Windshield Wipers
- New Luxurious Expanded Morrokide Interiors
- New Strato-bucket Front Seats or Notch-back Bench Front Seat with Center Armrest.
- Taffeta Perforated Headlining

- "Sprint" Option Includes:
High-compression, 250-cubic-inch OHC 6
Engine with 4-BBL Quadra-jet
Carburetor and Special High Output
Components.
Sports-type Front Shock Absorbers & Springs

3-Speed Manual Transmission with
Floor-mounted Shift
Distinctive Exterior "Sprint" emblems
Bright Metal Wheel Opening Moldings

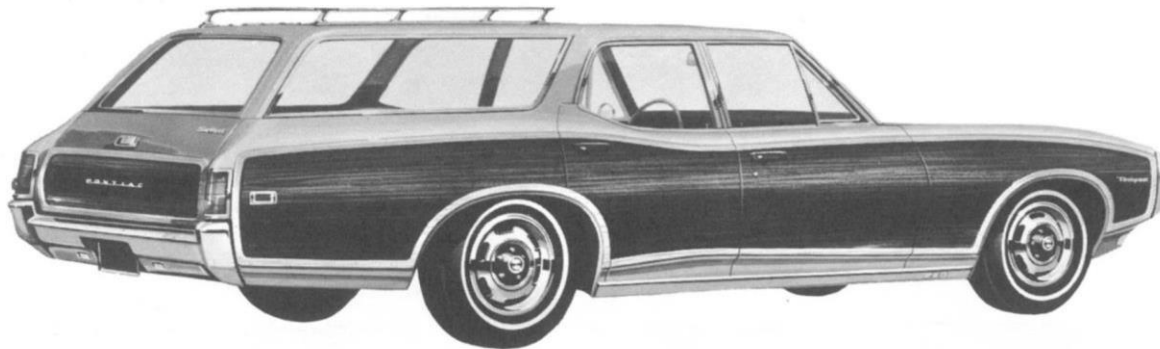
**Sprint Option also available with Tempest and Tempest Custom*

- Longer 116" Wheelbase
- Overall Length Increased to 211"
- Dark Walnut Wood Grain Appearance Exterior Paneling

- New 350-cubic-inch, 265-Horsepower V-8 Engine Option
- Concealed Windshield Wipers
- Expanded Morrokide Interiors

- Wood Grain Appearance Instrument Panel
- Instrument Panel Courtesy Lamps

TEMPEST SAFARI (2-Seat Station Wagon)





GTO (Hardtop Coupe, Convertible)

- Exclusive GTO Front and Rear Design
- New 112" Wheelbase
- Color-keyed ENDURA Front Bumper—An Industry First
- Concealed Windshield Wipers
- Concealed Headlamps Option
- New, 400-cubic-inch, 350-hp V-8 Engine with Chrome-plated Rocker Arm Covers and Air Cleaner
- New Dual Exhaust System
- Strato-bucket Front Seats or Notch-back Bench Front Seat with Center Armrest
- Wood Grain Appearance Instrument Panel
- Sports-type Springs and Shocks
- Hurst-Campbell Dual-Gate Floor Shift (Standard with Turbo Hydra-Matic Transmission and Console Options)
- G:77 x 14 Redline "Fastrak" Tires

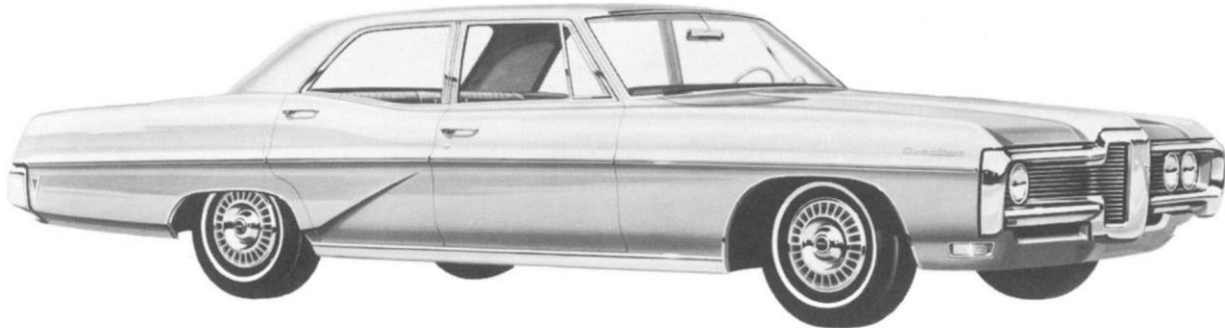
- Restyled Front and Rear
- Overall Length Increased to 216.5"
- Full-length Lower Body Side Molding, with Color-keyed Vinyl Insert
- Padded Windshield Corner Posts*

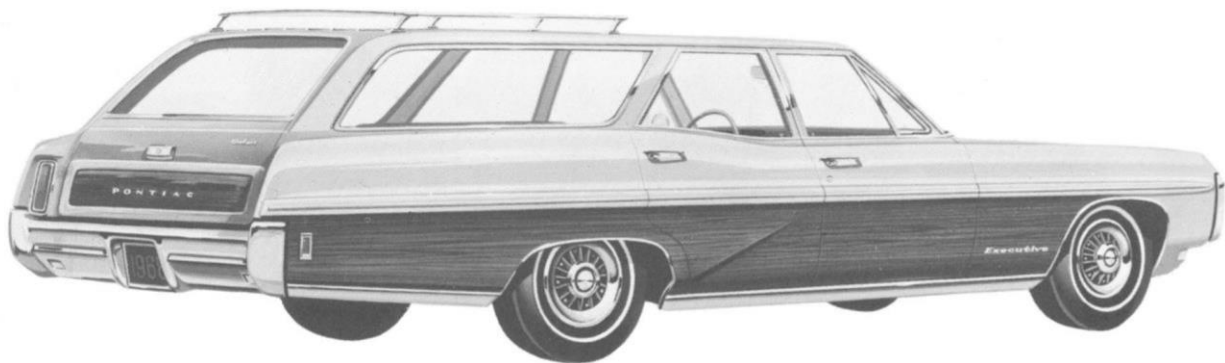
- Safety Door and Window Regulator Handles*
- Engine Closed Crankcase Ventilation System*
- New 400-cubic-inch, 290-Horsepower V-8 Engine Standard
- New SERCON Bulkhead Wiring Connector*

- Ventura Custom Interiors Available at Extra Cost in All Models Except 2-Dr. Sedan and Convertible
- Genuine Leather Custom Trim Option Available at Extra Cost for Convertible

**Standard on all Pontiacs.*

CATALINA (2-Door Sedan, 4-Door Sedan, Hardtop Coupe, 4-Door Hardtop, Convertible, 2-Seat Station Wagon, 3-Seat Station Wagon)





EXECUTIVE (Hardtop Coupe, 4-Door Sedan, 4-Door Hardtop, 2-Seat Safari, and 3-Seat Safari)

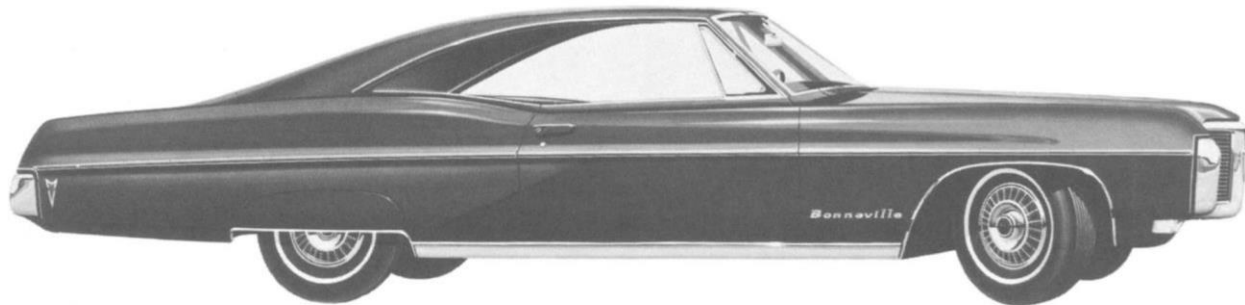
- New Peripheral Bumper Enclosing Grille and Horizontal Twin Headlamps*
- Full-length Lower Body Side Molding with Color-keyed Vinyl Insert (Exc. Safari)
- Decor Group Moldings
- Newly styled Expanded Morrokide or Nylon-faced Cloth Interiors
- Taffeta Perforated Headlinings
- Thermostatically Controlled Carburetor Air Preheater*
- Remote Choke on all 2-BBL Carburetor Engines
- Walnut Wood Grain Appearance Exterior Paneling on Safari Models
- New Dual-vacuum Diaphragm Distributor*—A Pontiac Exclusive

**Standard on all Pontiacs.*

- Distinctive Bonneville Rear-end Styling
- Longer 223.5" Overall Length
- Full-length, Lower Body Side Molding with Color-keyed Vinyl Insert
- New Variable-ratio Power Steering Option Available
- Notch-back Bench Front Seat with Free-standing Center Armrest
- New Molded Doors with Burl Grain Wood Appearance Inserts
- Front Bumper Stabilizers*
- Brougham Custom Interior Available at Extra Cost in all Models Except Station Wagon
- Genuine Leather Seat Trim Available in Brougham Convertible
- 8:85 x 14 Tires on 3-Seat Station Wagon

**Standard on Catalina, Executive, Bonneville and Grand Prix.*

BONNEVILLE (Hardtop Coupe, 4-Door Hardtop, Convertible, 3-Seat Station Wagon)





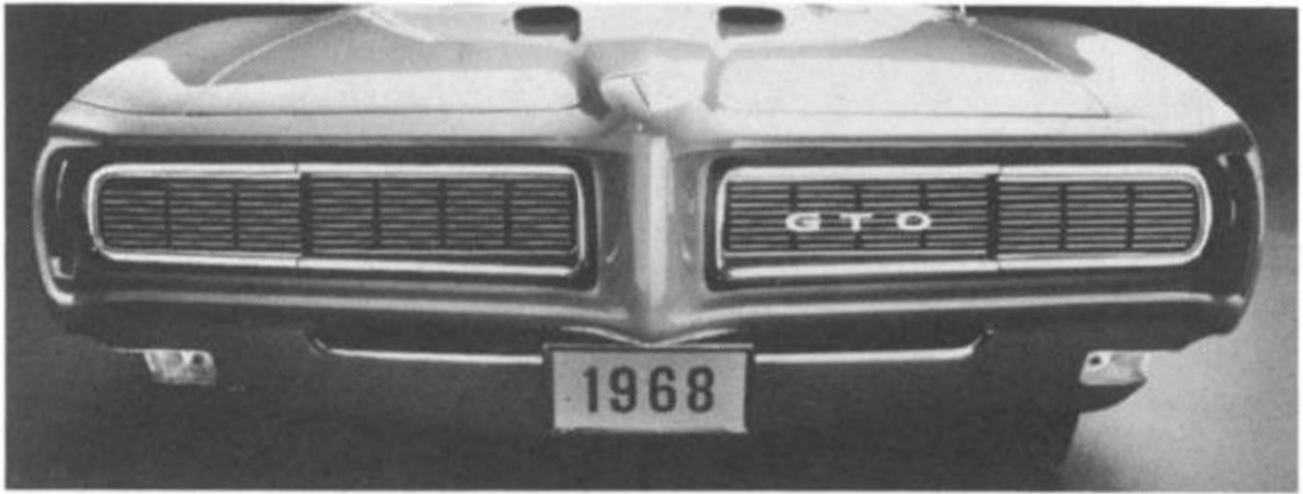
GRAND PRIX (Hardtop Coupe)

- Distinctive Grand Prix Front- and Rear-end Styling
- All-new Upper Body (Roofline)
- New Rear Bumper Integrating Tail, Stop and Backup Lamps
- Wraparound Tail Lamps
- Concealed Headlamps
- Delcotron Voltanator (Exclusive Integrated Alternator-Regulator)
- Beautifully Molded Doors, with Wood Grain Appearance Inserts and Flexible Door Pulls
- Upper-level Ventilation System
- Genuine Leather Custom Trim Available

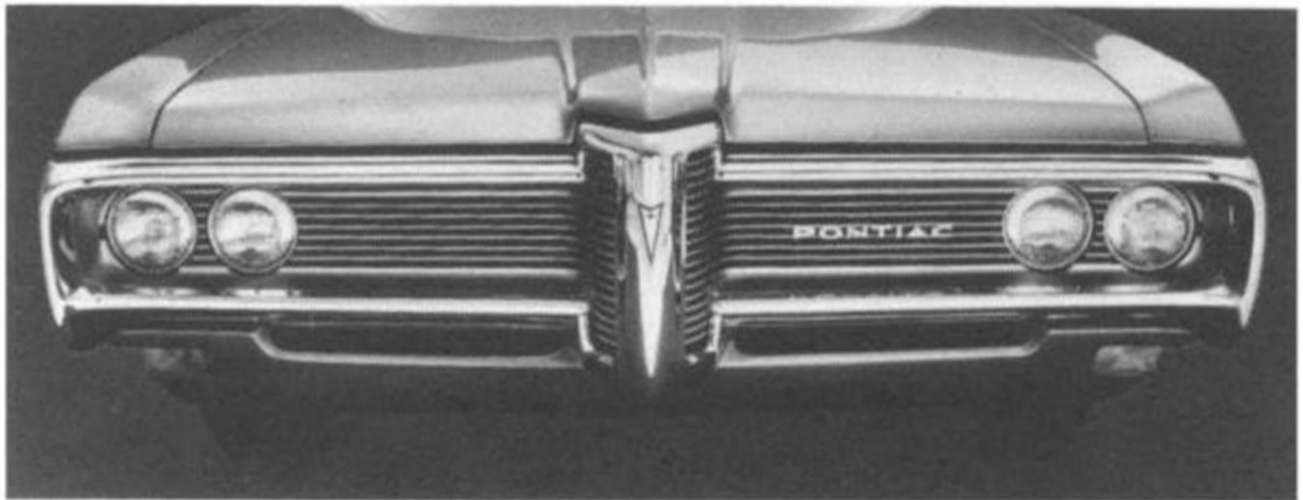
New Faces for Pontiac



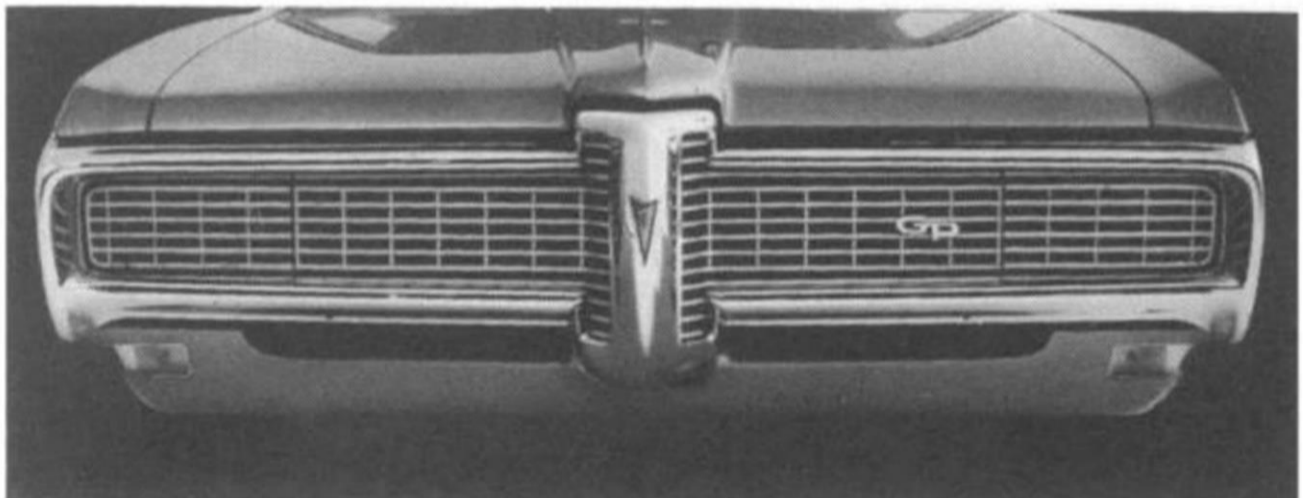
Grille on Tempest, Tempest Custom, Le Mans and Tempest Safari



Grille on GTO



Grille on Catalina, Executive, Bonneville



Grille on Grand Prix



Grille on Firebird