

# NEWS FROM PONTIAC

PONTIAC MOTOR DIVISION OF GENERAL MOTORS CORPORATION • PUBLIC RELATIONS DEPARTMENT • (AREA CODE 313) 332-8111 • PONTIAC, MICH.

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**FOR RELEASE**

In Afternoon Newspapers of September 14, 1966

## 1967 LINE STORY

The 1967 models of Pontiac Motor Division represent a bold new approach in automotive styling combined with many new engineering features designed to increase the safety, comfort and convenience of driving.

Offered for the first time is a Grand Prix convertible and three new station wagons, two in the Executive series and one Tempest Safari, all with simulated wood exterior paneling.

Sweeping new roof lines on all two and four-door models, major design advancements in both front and rear ends, a Pontiac exclusive of recessed windshield wipers and exhaustive detail to safety keeps Pontiac the pacesetter for the industry.

An energy-absorbing steering column, a dual braking system and an inside rear view non-glare tilting mirror are standard equipment on all 1967 Pontiacs and are just three of the many safety developments available as standard equipment on every model.

"By extensively following Pontiac's continuous policy of making safety our major objective in the design, manufacture and testing of our cars, Pontiac again this year meets the highest standards in the automobile industry," John Z. DeLorean, a General Motors vice president and Pontiac general manager said.

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The 1967 Pontiacs go on sale September 29.

### MODEL LINE-UP

Pontiac has increased the number of models from 33 last year to 35 in 1967.

The Tempest series includes a sports coupe, four-door sedan and station wagon.

A sports coupe, hardtop coupe, four-door sedan and hardtop, convertible and station wagon complete the Tempest Custom series.

Introduced as a separate series this year is the Tempest Safari four-door station wagon.

The Pontiac LeMans is available in a sports and hardtop coupe, four-door hardtop and convertible.

The popular Pontiac GTO is offered in a sports coupe, hardtop coupe and convertible.

The Catalina series has seven models; two and four-door sedans, a hardtop coupe, four-door hardtop, convertible and two-seat and three-seat station wagons.

Two new station wagons, a two-seat and a three-seat model, increase the Executive line-up to five. A four-door sedan, four-door hardtop and hardtop coupe are also offered.

The Bonneville series includes a hardtop coupe, four-door hardtop, convertible and a custom three-seat station wagon.

The Grand Prix is now available in a convertible and a hardtop coupe.

The Sprint option is offered on all Tempest, Tempest Custom and Pontiac LeMans models.

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Available as an option in the Catalina series is the 2 Plus 2 in the hardtop coupe and convertible and the Ventura Custom option on the four-door sedan and hardtop, hardtop coupe and convertible. The Brougham option is offered on the Bonneville hardtop coupe and four-door hardtop.

### EXTERIOR STYLING

Pontiac styling, which is the cornerstone of the industry, gives individuality to each 1967 series while maintaining the distinctive and traditional Pontiac appearance.

The Tempest, Tempest Custom and Pontiac LeMans grilles are identified by vertical ribs alternately spaced to create a distinctive pattern. The Pontiac GTO grille has a unique aluminum wire mesh texture to provide a new overall effect.

Pontiac's massive front bumpers completely surround the traditional split grilles. The front nose shape flows back into the hood and lower grille openings creating a wide, powerful impression.

On all except the Grand Prix, the lower headlights are set in the extreme ends of the grilles and the upper two headlights are placed directly above these in the fender extension.

The Grand Prix has separate grille, bumper, headlights, parking lights, front fender extensions and hood offering a new concept in front end design. During the day, the Grand Prix headlights are concealed. Two eyelid-type grille section doors pivot back to reveal the headlights when they are turned on. The parking lamps are located behind three louver slots in the fender

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extension above the outboard ends of the grille.

Pontiac side styling features particular emphasis on long front fenders and full length side peak line and on some models is accented with a narrow moulding. Gracefully curving belt and fenders give a sweeping rake to the rear quarter profile. Lower body side and rear fender sculpturing is illusively long and low.

Four-door roof lines are styled similar to the two-door models whose roof lines appear to sweep continuously from the roof to the tip of the trunk.

The new Executive Safari station wagons are highlighted by a walnut wood grain applique extending from the rear of the front wheel opening to the rear bumper. The same wood treatment is applied to the lower portion of the tailgate.

The Grand Prix has two paint stripes running the full length of the car on the upper fender peak line. On the hardtop coupe, the controlled vent windows have been eliminated and the letters GP appear on the window glass in that area for a custom look.

Tempest, Tempest Custom and Pontiac LeMans models have chrome rocker mouldings and model identification lettering on the sides. On the GTO two paint stripes run the full length of the car and the famous GTO block letters are placed at the rear of the rear quarter panel.

The GTO also has its own taillight arrangement of four horizontal lights on each side. Tempest station wagons have two lights stacked vertically on each side of the tailgate while the Pontiac LeMans series has a similar arrangement with the lenses divided into three separate units for each side.

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Tempest and Tempest Custom have two tail lamps divided by back-up lights covered by one piece lenses.

Pontiac taillights on all except the Grand Prix and station wagons curve down at the outer ends and appear as an integral part of the rear end styling. Station wagon taillights consist of a chrome framed vertically split lens on each side of the tailgate. The Grand Prix taillights are ornamented by four long horizontal louvers, two on each side.

### COLORS AND INTERIORS

The 1967 Pontiac interiors have been designed for improved quietness, safety and luxury. There are new colors, fabrics and increased quality throughout the entire line.

The body interior has been engineered to seal out engine and road noise by adding improved insulation and sound deadener material on the floor, headlining and behind the rear seat.

Of Pontiac's 15 exterior colors, 12 are new for 1967. Fabrics available are nylon blend cloth, jeweltone Morrokide and expanded Morrokide. Pontiac's Strato bench seat with free standing center arm rest is available along with bucket and bench seats. All floor carpeting is of loop pile nylon blend.

### ACCESSORIES

Pontiac accessories for added convenience and comfort feature several firsts in the industry. These include a tachometer mounted on the hood in easy view of the driver and a capacitor discharge ignition system - a system capable of firing the engine consistently under the most difficult conditions.

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Also new for 1967 Pontiac models is a stereo tape player, an AM-FM stereo radio, disc front brakes, cornering lights, dual stage heavy duty air cleaner, automatic leveling system and a fire extinguisher.

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## 1967 ENGINEERING STORY

The engineering designs and refinements incorporated into Pontiac Motor Division's 1967 models reflect the latest and most meaningful in the industry.

Pontiac, which has pioneered many engineering firsts, maintains its leadership in automotive safety, reliability and economy advances.

A 1967 Pontiac exclusive feature, and the lowest ratio axle in the industry a 2.29:1 "overdrive" axle ratio, is available on selected Catalina models. In addition, a new camshaft will be standard on engines with a two-barrel carburetor that will provide more low speed torque.

The new low ratio axle and camshaft provide increased fuel economy, low speed performance and longer engine life.

## DIMENSIONS

The Catalina and Grand Prix wheelbase is 121 inches while the Executive and Bonneville wheelbase is 124. All Tempest, Tempest Custom, Pontiac LeMans and Pontiac GTO models have a 115-inch wheelbase.

Overall length is 215.6 inches on Catalina and Grand Prix models, 222.6 on Executive and Bonneville and 206.6 on all Tempest, Pontiac LeMans and Pontiac GTO models.

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## ENGINES

The standard Pontiac V-8 engine has been increased from 389 cubic-inch displacement to 400 cubic-inches and the optional 421-inch engine now has 428-inch displacement.

The standard engine on Catalinas and Executives has a compression ratio of 8.6:1, two-barrel carburetion and is rated at 265 horsepower. Standard on Bonneville and Grand Prix models is four-barrel carburetion, 10.5:1 compression and 333 horsepower. A three-speed manual transmission is standard with a four-speed manual or Turbo Hydra-Matic transmission optional.

Pontiac's famous overhead camshaft six-cylinder engine is standard on all Tempest, Tempest Custom, Tempest Safari and Pontiac LeMans models. It has a one-barrel carburetor, 9.0:1 compression ratio, 230 cubic-inch displacement and a horsepower rating of 165. The four-barrel Sprint engine has 10.5:1 compression, 215 horsepower and is now available on all Tempest station wagons as an individual engine option. A three-speed manual transmission is standard and a four-speed manual or automatic transmission optional.

The standard Pontiac GTO engine has 400 cubic-inch displacement, 10.75:1 compression ratio and 335 horsepower. The standard transmission is three-speed manual and a three-speed automatic or four-speed manual optional.

Optional Pontiac engines provide a horsepower range from 215 bhp to 376 bhp.

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The larger bore of the 400 cubic-inch engines is 4.120 inches and has a smoother finish for improved oil economy. All Grand Prix engines will have specific cylinder heads and larger valves. Combined with a revised valve angle, the new design permits centralizing the combustion chamber over the cylinder bore for freer breathing. More complete removal of burned gasses is also gained on the exhaust cycle.

Another industry first for Pontiac is a vertical fuel gauge on all models except station wagons. The new tank gauge mounts vertically for increased accuracy and steadier indication.

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1967 TEMPEST ENGINE & TRANSMISSION COMBINATIONS AVAILABLE

230 Cubic Inch, 6 Cyl., In-Line, Valve In-Head-Overhead Cam

Bore and Stroke - 3.87 x 3.25

| Std. Or Optional  | Trans-<br>mission | Comp.<br>Ratio | Carb.  | Advertised Max. |            |
|---|-------------------|----------------|--------|-----------------|------------|
|   |                   |                |        | BHP             | Torque     |
| Standard *  | Manual (a)        | 9.0:1          | 1 Bbl. | 165 @ 4700      | 216 @ 2600 |
| Optional *  | Automatic         | 9.0:1          | 1 Bbl. | 165 @ 4700      | 216 @ 2600 |
| Optional *<br>(Sprint Option)   | Manual (a)        | 10.5:1         | 4 Bbl. | 215 @ 5200      | 240 @ 3800 |
| Optional *<br>(Sprint Option)   | Automatic         | 10.5:1         | 4 Bbl. | 215 @ 5200      | 214 @ 3800 |
| 326 Cubic Inch, 90° V-8, Valve In-Head<br>Bore & Stroke - 3.72 x 3.75 |                   |                |        |                 |            |
| Optional *  | Manual (a)        | 9.2:1          | 2 Bbl. | 250 @ 4600      | 333 @ 2800 |
| Optional *  | Automatic         | 9.2:1          | 2 Bbl. | 250 @ 4600      | 333 @ 2800 |
| Optional *  | Manual (a)        | 10.5:1         | 4 Bbl. | 285 @ 5000      | 359 @ 3200 |
| Optional *  | Automatic         | 10.5:1         | 4 Bbl. | 285 @ 5000      | 359 @ 3200 |

\* Tempest, Tempest Custom, Tempest Safari & LeMans Models

GTO

400 Cubic Inch, 90° V-8, Valve In-Head

Bore & Stroke - 4.12 x 3.75 Standard

|                    |            |         |        |            |            |
|--------------------|------------|---------|--------|------------|------------|
| Standard           | Manual (a) | 10.75:1 | 4 Bbl. | 335 @ 5000 | 441 @ 3400 |
| Optional           | Automatic  | 10.75:1 | 4 Bbl. | 335 @ 5000 | 441 @ 3400 |
| Optional           | Manual (a) | 10.75:1 | 4 Bbl. | 360 @ 5100 | 438 @ 3600 |
| Optional           | Automatic  | 10.75:1 | 4 Bbl. | 360 @ 5100 | 438 @ 3600 |
| Optional (Ram Air) | Manual (a) | 10.75:1 | 4 Bbl. | 360 @ 5400 | 438 @ 3800 |
| Optional           | Automatic  | 8.6:1   | 2 Bbl. | 255 @ 4400 | 397 @ 2400 |

Legend: (a) three-speed standard, four-speed optional