

1964 Pontiac LeMans GTO

2dr Convertible · 8-cyl. 389cid/348hp 3x2bbl

#1 Concours condition

\$151,000

↘ -8.5%

#2 Excellent condition

\$105,000

↘ -7.9%

#3 Good condition

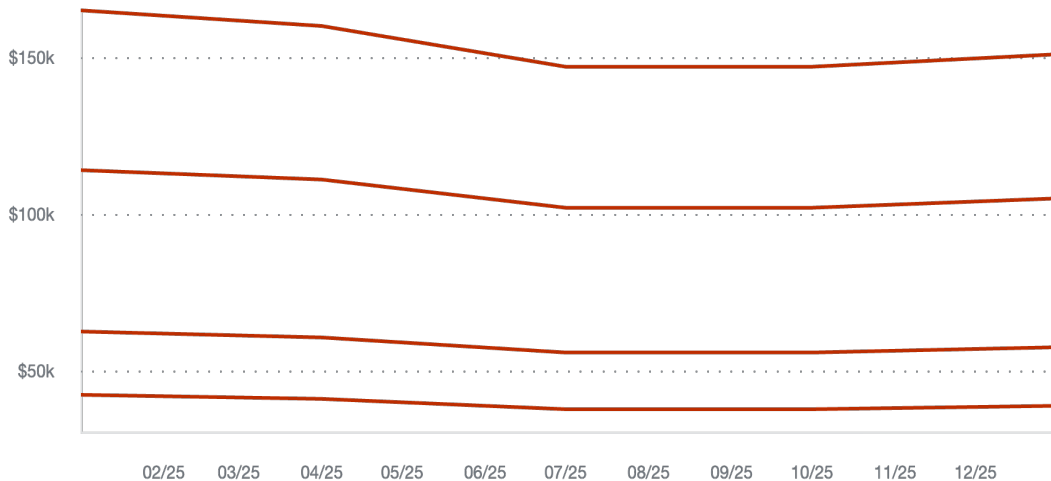
\$57,500*

↘ -8%

#4 Fair condition

\$38,800

↘ -8.3%



NOTE: The chart displays price changes for the last year.

Value adjustments

+10%
for factory a/c.

+15%
for factory 4-speed.

-10%
for auto
transmission.

Model description

Just as Ford was developing its Mustang for the famous "64½" April launch, the folks at GM were already delivering the car often credited with starting the muscle car craze. Launched in October 1963, the GTO would evolve into one of the definitive American performance cars of the decade. The 1964 Pontiac GTO was based on the Tempest Le Mans, and featured a 326 cid V-8. GM had pulled out of racing in 1963 and Pontiac was stuck with an institutional limit of 330 cid on mid-sized cars, but an option package for the Le Mans would change all that.

The \$295 GTO package offered a 325 bhp 389 cid V-8 with four-barrel carburetor, high-lift camshaft and 421-style cylinder heads. Also included were hood scoops, stiffer springs and shocks, anti-roll bar, dual exhausts, wider wheels, red line tires, engine-turned dash, bucket seats, and 2-speed Super-Turbine automatic transmission. A 3-speed manual gearbox was offered with Hurst shifter and the option of either the Muncie wide-ratio M20 or close ratio M21 4-speeds. The dash featured four large gauges with speedometer, fuel temp, oil pressure and charging lamps and either a rally clock or a 7,000 rpm tachometer.

*Please note: All prices shown here are based on various data sources, as detailed in [About Our Prices](#). For all Hagerty clients: The values shown do not imply coverage in this amount. In the event of a claim, the Guaranteed Value(s)[®] on your policy declarations page is the amount your vehicle(s) is covered for, even if the value displayed here is different. If you would like to discuss your policy, please call us at 877-922-3391.

The GTO package was available on the two-door Coupe, two-door Hardtop and Convertible, and was immediately popular with 32,450 sold. Most buyers (24,205) stepped up for the four-barrel package, but 8,245 bought the desirable Tri-Power carburetor option, good for 348 bhp at 4,900 rpm. The Coupe started at \$2,491, the Hardtop at \$2,556 and the Convertible at \$2,796.

Performance was impressive for the time and *Motor Trend* magazine recorded the 325 bhp model at 0-60 mph in 7.7 seconds, quarter-mile in 15.8 seconds and a top speed of 115 mph. The Tri-Power car was even faster, with 0-60 in 6.6 seconds and a quarter mile at 14.8 seconds.

Fifteen colors were offered and here are their codes: Starlight Black (A), Cameo Ivory (C), Silvermist Grey (D), Yorktown Blue (F), Skyline Blue (H), Pinehurst Green (J), Marimba Red (L), Sunfire Red (N), Aquamarine (P), Gulfstream Aqua (Q), Alamo Beige (R), Saddle Bronze (S), Singapore Gold (T), Grenadier Red (V), and Nocturne Blue (W). Six interior colors were offered: Black, Blue, Saddle, Aqua, Red and Parchment. Convertible tops could be Black, White or Ivory.

The GTO package gave the Le Mans line a huge boost. Sales jumped from 61,659 in 1963 to 112,636 for 1964, of which 43,313 were manual shift cars. The average age of GTO buyers was 25.7 years and 43 percent were unmarried as Pontiac captured 9.1 percent of the U.S. market and maintained third place in the industry. Clearly, DeLorean and Wangers had hit a nerve, and their success was just the beginning.

Body styles

2dr Convertible 2dr Hardtop Coupe 2dr Sport Coupe

Engine types

8-cyl. 389cid/325hp 4bbl 8-cyl. 389cid/348hp 3x2bbl

1964-1967 Pontiac GTO stats

Highest sale	Lowest sale	Most recent sale	Sales
\$671,000	\$5,500	\$47,300	2955

Vehicle's condition classification

#1. Concours

#1 vehicles are the best in the world. Imagine the best vehicle, in the right colors, driving onto the lawn at the finest concours. Perfectly clean, the vehicle has been groomed down to the tire treads. Painted and chromed surfaces are mirror-like. Dust and dirt are banned, and materials used are correct and superbly fitted.

#2. Excellent

#2 vehicles could win a local or regional show. They might even be former #1 vehicles that have been driven or have aged. Seasoned observers will have to look closely for flaws but will be able to find some. The paint, chrome, glass and finishes will all appear as excellent. The vehicle drives as a new vehicle of its era would.

#3. Good

#3 vehicles drive and run well but are not used for daily transportation. The casual passerby will not find any visual flaws, but these vehicles might have some incorrect parts. #3 vehicles could possess some, but not all, of the issues of a #4 vehicle, but they will be balanced by other factors such as fresh paint or a new, correct interior.

#4. Fair

#4 vehicles are daily drivers, with flaws visible to the naked eye. The chrome might have pitting, the windshield might be chipped and perhaps the body has a minor dent. Imperfect paintwork, split seams or a cracked dash might be present. No major parts are missing, but there might be non-stock additions. A #4 vehicle can also be a deteriorated restoration.