



A great car becomes even finer . . . even more fun to drive with

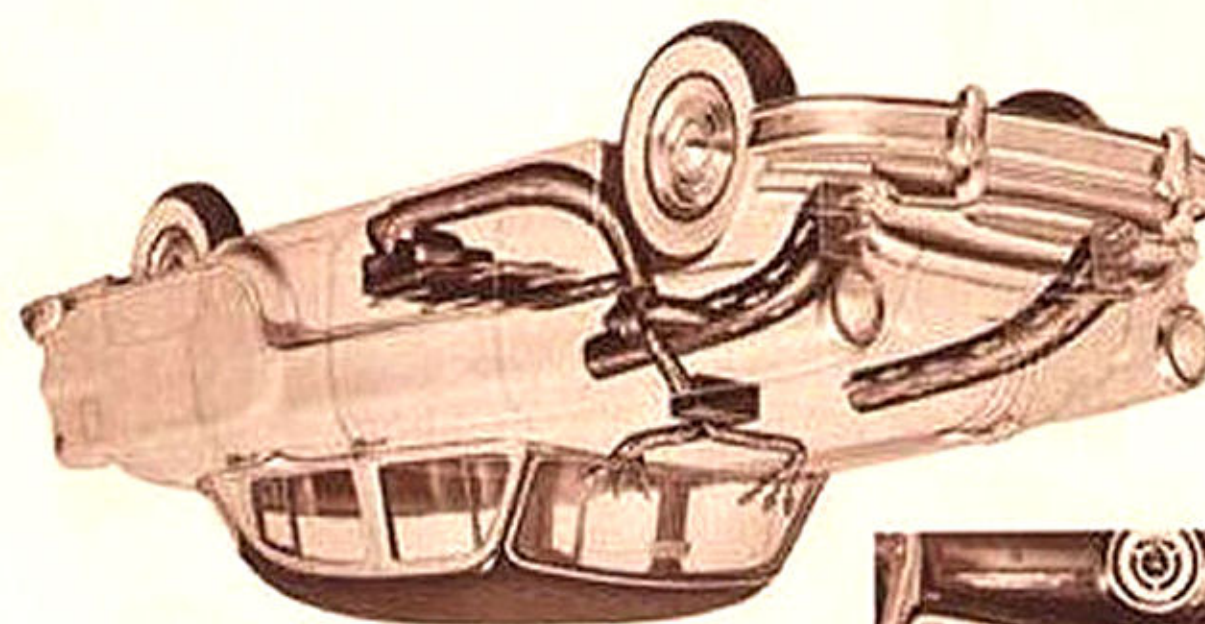
Pontiac Accessories

FOR 1954



Dollar for dollar, you can't beat a Pontiac!

PONTIAC MOTOR DIVISION • GENERAL MOTORS CORPORATION • PONTIAC, MICHIGAN

[illegible]

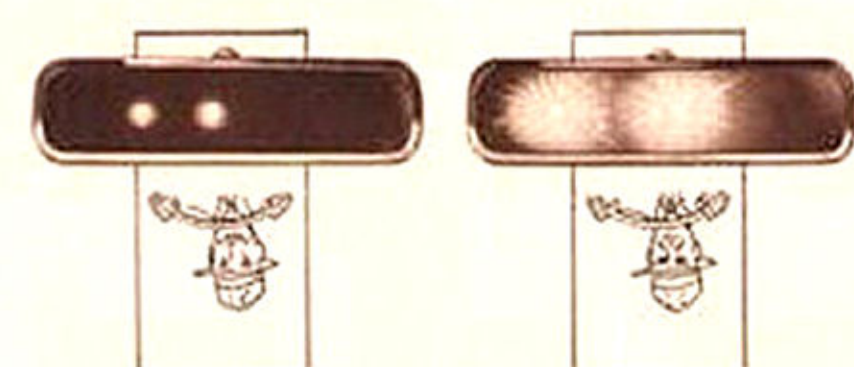
DUAL BACK-UP LAMPS

to reverse gear . . . giving clear warning of your intentions, to offer. The back-up lamps go on automatically when you shift the area behind you . . . making night backing-up easier and bright 21-condenser lamps throw plenty of light to illuminate



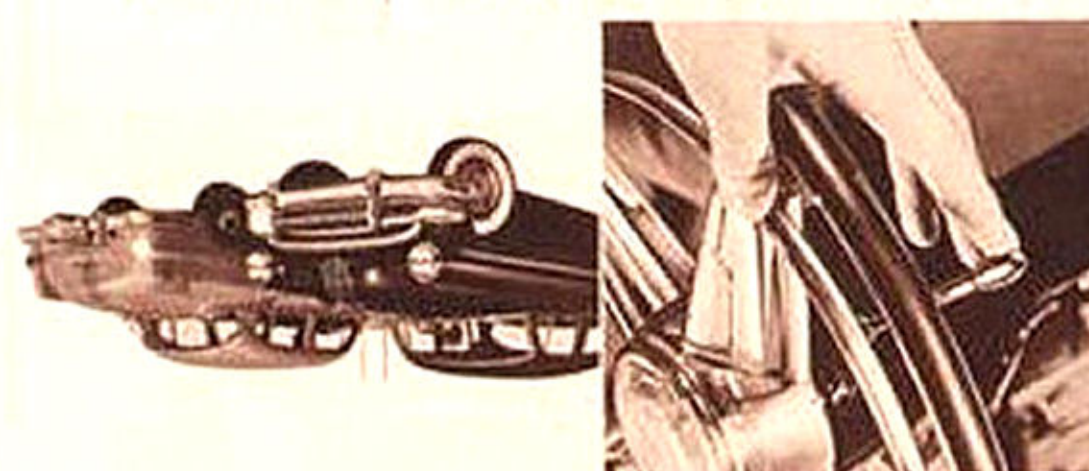
NON-GLARE REAR-VIEW MIRROR

No more blinding headlight glare from the rear . . . simply flip the tab and annoying glare disappears, yet a clear image of what's behind you remains. During the daytime, flip the tab back for even clearer, sharper images. First, non-glare mirror glass in handsome chrome-plated frame.

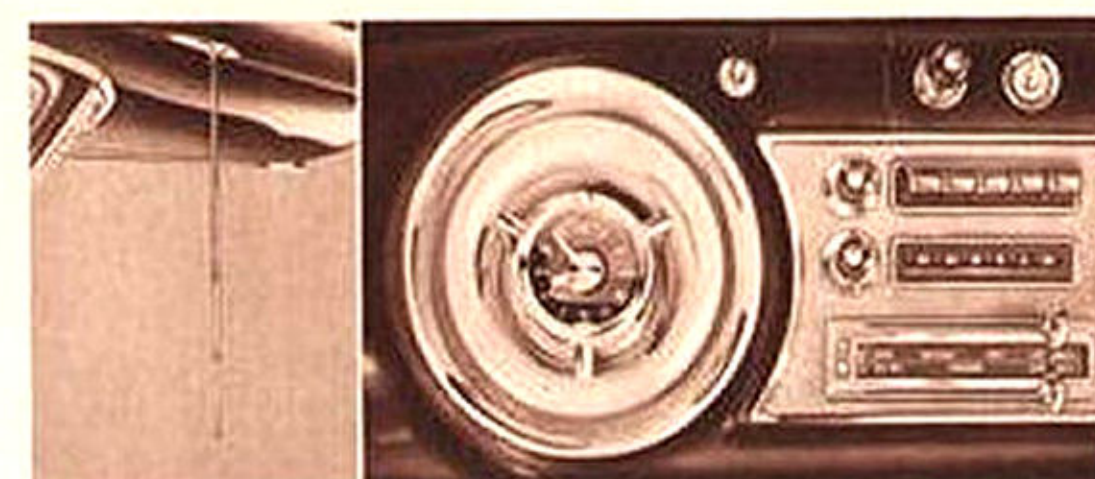


DIRECTION SIGNALS

With a touch of your finger you can indicate your turns in all kinds of weather. No need for troublesome hand signals day or night, handy Pontiac direction signals flash on and off, both front and rear. . . . clear themselves automatically as your turn is completed.



CHIEFTAIN 7-TUBE RADIO AND 63-INCH ANTENNA

[illegible]

CONVENIENCE GROUP

makes driving even more fun!

BASIC GROUP

makes driving even more enjoyable!

Portline Accessories

A great car becomes even finer . . . even more fun to drive with



Dollar for dollar, you can't beat a Pontiac!

BASIC GROUP

- Underseat heater and defroster • Direction signals
- Chieftain radio and antenna • Back-up lamps
- Tilting non-glare rear-view mirror

**CONVENIENCE
GROUP**

- Glove-compartment lamp • Visor-vanity mirror
- Luggage-compartment lamp • Illuminated ash tray
- Instrument-panel courtesy lamp
- Hand-brake signal • Underhood and Trouble Lamp
- Outside rear-view mirror

APPEARANCE GROUP

- Exhaust deflector • Lighted hood ornament
- No-Mar fuel door guard • Rear fender shields

COMFORT GROUP

- Windshield washers • Latex foam seat cushions
- E-Z-Eye tinted Safety glass

PROTECTION GROUP

- Front-bumper grille guard • Bumper wing guards

APPEARANCE GROUP

for even more beauty!

ILLUMINATED HOOD ORNAMENT

Pontiac's newly designed illuminated hood ornament lends an exciting touch to your new car. Chief Pontiac's head is gracefully fashioned of clear amber plastic that glows with a soft, warm light whenever the headlamps are on. Beautifully designed to blend naturally with the beautiful new 1954 Pontiac.

EXHAUST DEFLECTOR

Pontiac's exhaust deflector does more than add beauty to your car . . . it protects your rear bumper from exhaust discolorations. Sturdily made of stainless steel, the deflector throws exhaust gases down and away from your bumper. Inside baffle is enameled red.

NO-MAR FUEL DOOR GUARD

No more scratched or nicked fenders from careless gas station attendants when you have the No-Mar fuel door guard on your new Pontiac. Made of stainless steel, it also lends a smart touch of "Rash" to your rear fender.

REAR FENDER SHIELDS

New rear fender shields continue the clean lines of the rear fenders, give the impression of a longer, lower look. Shields help minimize wheel splash and help prevent rust. What's more, they can be removed in seconds, yet lock firmly in position when replaced. Untrimmed fender shields available for Special models.

COMFORT GROUP

makes driving even more relaxing!

E-Z-EYE TINTED SAFETY GLASS

Pontiac's E-Z-Eye Safety glass eliminates glare, admits only soft rays thus relieving eye strain. What's more, it filters out heat rays and keeps your car's interior cooler, more comfortable. The windshield is tinted in a deepening tone . . . bottom to top . . . cuts night-driving headlight glare down without sacrificing vision. Available only for factory installation.

WINDSHIELD WASHERS

Just push the windshield-washer button, flip on the wipers and before you know it the glass is sparkling clean . . . free of road spray, dust and bugs. In winter, add GM Windshield Washer antifreeze to half-gallon reservoir.

LATEX FOAM SEAT CUSHIONS

Tiny air holes in the Latex foam cushion reduce road shock, making your ride even more comfortable, more enjoyable.

PROTECTION GROUP

makes driving even safer!

BUMPER WING GUARDS

Pontiac bumper wing guards are specifically engineered to protect against glancing blows, stop "riding up" and prevent costly fender repairs. Group includes four guards.

GRILLE GUARD

Newly designed for 1954, the Pontiac grille guard gives you sturdy protection against "pushed in" grilles. Made of heavy-gauge steel, they're strongly anchored to both the bumper and bumper supports, thickly chrome-plated to resist rust, retain beauty.

INDIVIDUAL ACCESSORIES

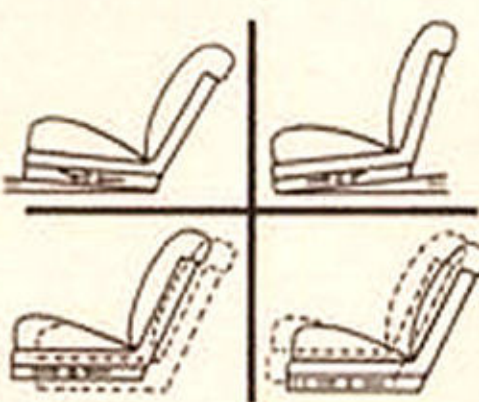
to provide all the extra conveniences you want and need!

AUTOMATIC WINDOW LIFTS

Here's a brand new accessory in the Pontiac family . . . automatic electric Window Lifts. With a touch of your finger you can raise or lower front compartment windows to just the height you desire. No more cranking. Pontiac's automatic Window Lifts do the work for you. Double controls on the driver's side operate both front windows. Single control on passenger's side.



Front lever—by pulling up on this lever and pushing your body back, you can raise the front of the seat to any one of six positions. Pushing down gives you the reverse action. Rear lever—when you pull up on this lever and lean your body forward, the back of the seat will raise to any one of six positions. Pushing down gives you the reverse action. Center control—regulates ten-position, forward and aft seat travel.



COMFORT-CONTROL SEAT

Here is one of the most unique seats ever devised. Almost every size driver will find it the most comfortable he has ever known. And here's why . . . besides a forward and back, up and down motion, you can tilt toward or away from the steering wheel by way of the convenient controls on the driver's side of the seat . . . 360 seat positions in all. You not only gain greater driving comfort but also increase safety, because you can change your weight distribution, giving you wonderful relief.



AUTRONIC-EYE AUTOMATIC HEADLIGHT CONTROL

Forget about dimming your headlights . . . the "Autronic-Eye" automatic headlight control does it for you. When another vehicle approaches, your headlights are dimmed automatically . . . and at a safe distance. When the vehicle passes, your headlights return to bright without pushing a button. A handy floor switch lets you over-ride if you wish to signal with your lights. Another switch will hold your lights dim for city driving.

AIR-CONDITIONING

Drive comfortably cool in all kinds of weather with Pontiac Air-Conditioning. Completely installed in the front end of your car, leaving the trunk free for carrying purposes, Pontiac Air-Conditioning lowers the inside temperature of the car in a matter of minutes. Because the unit operates better with windows closed, traffic noise, dust and pollen that enter through open windows are eliminated. Convenient controls are located just above the heater panel.

INSTRUMENT PANEL CRASH PAD

Another Pontiac safety accessory. Cleverly installed at the factory, the Crash Pad is made of foam rubber, handsomely covered with a highly-durable, coated fabric that is not harmed by sun rays. In case of an accident, the Crash Pad cushions blows, increases driving safety. It's an inexpensive safety item that could possibly save your life.



SEAT COVERS made to fit your Pontiac perfectly!



STAR CHIEF CUSTOM • The ultimate in seat cover beauty and durability . . . this handsome satin-weave nylon cover boasts a beautiful new pattern seat and back with a gorgeous nylon-Dacron, cream-colored facing and bolster. Contrasting piping highlights the facing. Can be washed on your car or in your washer. Dry in a jiffy and look like new.



DELUXE UTILITY • A spectacular example of color and design harmony . . . these covers feature a green, diagonal-block pattern of durable nylon, and are trimmed with hard-wearing plastic bolster and trim-fitting rayon facing. Clean them right on the seat.



DELUXE TARTAN PLAID • The satin-weave nylon seat covers are yours in a handsome green plaid diagonal pattern with either all-nylon facing and bolster or nylon facing and plastic bolster. Can be washed in your washer or cleaned right on the seat.



DOOR EDGE GUARD

This highly-polished stainless steel strip is more than decoration . . . it actually prevents nicks and scratches on the edge of your doors . . . the area which is vulnerable to this damage in crowded parking lots or small garages. Hand-some door edge guard is available for all models.



ELECTRIC CLOCK

Pontiac's electric clock never needs winding. It's designed to fit in the center of the radio speaker, features a jet-black face with contrasting white numerals. Includes a setting knob and fast-and-slow adjustments. Standard on Star Chief and De Luxe models.



CATALINA VENTSHADES

Pontiac's beautiful chrome-plated Ventshades run the entire length of the car's windows and are perfectly designed to let you open windows in the rain without getting wet; designed to shade-out the hot rays of the sun, helping to keep your car cooler.



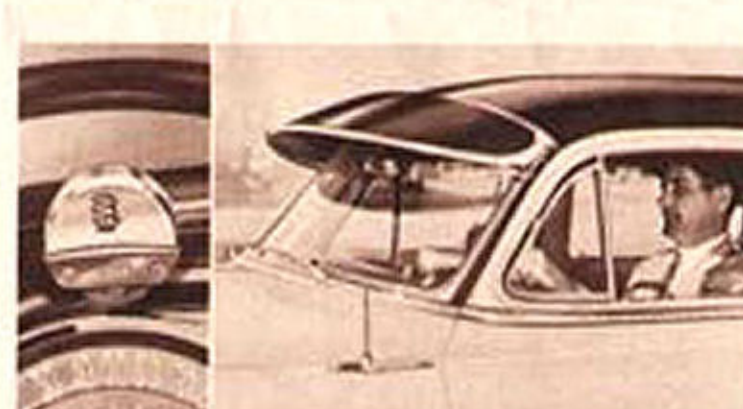
REMOTE-CONTROL MIRROR

Chrome-plated outside rear-view remote-control mirror can be adjusted in all kinds of weather from inside your car by a simple twist of your wrist. New "Cromir" front surface mirror glass gives you a true picture of all behind. Rigid mounting eliminates blurring.



WHITE SIDEWALL TIRES

Pontiac's white sidewall tires add just the right amount of "color" to make a beautiful car even more beautiful. New protective edge keeps them cleaner, longer. They are available in regular four-ply and six-ply sizes. 7.60 x 15 four-ply also available.



WINDSHIELD SUN VISOR, VIEWER

Gone is annoying glare, eye-straining reflections vanish when you have the windshield sun visor installed on your new Pontiac. Plastic traffic light viewer with chrome-plated metal base mounts on the top of the instrument panel . . . lets you see overhead traffic lights in a glance.



REAR SEAT RADIO SPEAKER

The tone of your Pontiac radio becomes even finer with the addition of the rear seat speaker. Children can listen to their favorite programs without bothering front seat conversations. Powerful speaker mounts in rear package shelf, control is placed under front seat radio speaker.



ILLUMINATED CAR COMPASS

Boon to the busy traveling man and the tourist. Mounts on top of instrument panel. Simple compensators permit it to be adjusted or "boxed" to operate accurately under the varying magnetic conditions of each car.



RUBBER FLOOR MATS

Keep the front and rear floor mats of your new Pontiac new-car clean; prevent unsightly rain and snow stains with Pontiac rubber floor mats. Available in a wide choice of colors . . . choose from blue, green, red, black, coral, beige or yellow.



WIRE WHEEL DISCS

Pontiac stainless steel wire wheel discs give your car a "sports car" flavor. They bolt on to the wheel to make a secure installation and also reduce possibility of theft.



TISSUE DISPENSER

For children's accidents, cleaning eye glasses, the instrument panel and innumerable things, the amazing new Pontiac Tissue Dispenser fits neatly under the center of the instrument panel, swings out for easy accessibility and returns to position, out of the way.



SAFETY SPOTLIGHT

Read road signs, house numbers, etc. Also can be used on foggy nights or to light the left side of the road in case one or more of the headlamps fails. Attached rear-view mirror has new "Cromir" front surface mirror.