

1968



PONTIAC

POCKET FACTS

DO YOU KNOW YOUR 1968

PONTIAC STYLING?

(SIS 68-1, Band 1)

1. The number of body styles in the 1968 Catalina Series is:
A. 8. C. 6.
B. 7. D. 5.
2. The new front side marker lamps are:
A. A wraparound extension of the front park and signal lights.
B. A wraparound extension of the headlights.
C. A wraparound extension of all three.
D. Totally independent of any other lights.
3. Catalina side mouldings have vinyl inserts which are:
A. Black.
B. Black or white.
C. Color-keyed to exteriors in 5 colors.
D. Color-keyed to exteriors in 7 colors.
4. The Ventura Custom Interior with all-expanded Morrokide trim is available on:
A. All Catalina body models.
B. All except the 2-door Sedan.
C. Only on Hardtops and Convertibles.
D. Only on the Convertible.
5. A Strato-bench seat of finest-quality black leather and expanded Morrokide is available at extra cost on:
A. The Catalina Convertible.
B. Catalina Convertible and 2-door Hardtop.
C. All Catalinas except the 2-door Sedan.
D. All Catalina 2-door models.
6. The number of body styles in the Executive Series is:
A. 8. C. 6.
B. 7. D. 5.
7. Which one of these features is **not** standard on Executive models?
A. Electric clock.
B. Deluxe wheel discs.
C. Dash-mounted tachometer.
D. Exterior decor mouldings.
8. The all-new Bonneville Brougham Custom Interior is available in:
A. Convertible only.
B. Convertible and Hardtop models.
C. Convertible and Hardtop Coupe only.
D. All Bonneville body styles

SALES INFORMATION SERVICE

AND THE NEW 1968 FIREBIRD STYLING AND ENGINEERING?

(SIS 68-4, Band 1)

- The Firebird front and rear track is now:
A. 62 inches. C. 64.5 inches.
B. 63.4 inches. D. 65.9 inches.
- Elimination of the vent windows on the Firebird:
A. Is possible by using the same body-ventilation system used in the Grand Prix.
B. Is limited to the Firebird Sprint 400 only.
C. Is available on Firebird H.O. only.
D. Is necessary to eliminate wind noise at high speeds.
- The all-new Firebird instrument panel features:
A. Elliptical instrument cluster.
B. Pontiac-pioneered blue lighting.
C. New green lighting exclusively for the Firebird.
D. Distinctive steel-engraved numerals on the speedometer.
- As part of the Firebird Custom Option, attractive Firebird emblems are
A. On door panels and glove-box door.
B. On the instrument panel and front seat back.
C. Embossed in the carpeting.
D. On the instrument-panel control knobs.

(SIS 68-4, Band 2)

- In the rear, all new multileaf springs are used:
A. To give a softer ride.
B. To stiffen the rear suspension.
C. To provide firmer control and smoother ride.
D. To completely eliminate any rear-end dip on fast take-offs.
- Rear shock absorbers are mounted:
A. Just in front of the rear axle.
B. Immediately back of the rear axle.
C. With the right shock at the front of the axle and the left shock at the rear of it.
D. 6.5 inches behind the rear axle.
- The total number of engines available for Firebirds is:
A. 3. C. 6.
B. 5. D. 7.
- An all-new Mono-jet carburetor with triple-boost venturi is used with:
A. All transmissions except Turbo Hydra-Matic.
B. Manual transmissions.
C. 4-speed manual transmissions only.
D. Turbo Hydra-Matic transmissions only.
- The carburetor air preheater:
A. Modulates the temperature of air going into the carburetor.
B. Cuts in only if outside temperature is below 60° F.
C. Cuts in only if outside temperature is below 40° F.
D. Is activated when the engine's ambient temperature is less than 120° F.

CHECK YOUR ANSWERS

The number in parentheses refers to the number of the frame in the film where full details are given.

SIS 68-1 (Band 1), Wide-Track — with Pontiac!

- | | |
|-----------|-----------|
| 1. B (5) | 5. A (15) |
| 2. A (7) | 6. D (18) |
| 3. C (8) | 7. C (21) |
| 4. B (14) | 8. B (25) |

SIS 68-1 (Band 2)

- | | |
|-----------|-----------|
| 1. C (6) | 5. D (18) |
| 2. C (7) | 6. C (20) |
| 3. B (14) | 7. B (21) |
| 4. A (16) | |

SIS 68-2, Sports-Action Styling

- | | |
|-----------|-----------|
| 1. A (6) | 6. C (26) |
| 2. B (7) | 7. D (31) |
| 3. D (20) | 8. A (37) |
| 4. C (21) | 9. D (39) |
| 5. B (24) | |

SIS 68-3, Engineered for Sports-Action

- | | |
|-----------|------------|
| 1. C (15) | 6. A (30) |
| 2. A (20) | 7. B (32) |
| 3. D (21) | 8. D (33) |
| 4. C (28) | 9. C (40) |
| 5. A (29) | 10. D (42) |

SIS 68-4 (Band 1), For Sport the Word . . . Is Firebird!

- | | |
|----------|-----------|
| 1. D (4) | 3. B (12) |
| 2. A (6) | 4. A (15) |

SIS 68-4 (Band 2)

- | | |
|----------|-----------|
| 1. C (5) | 4. B (8) |
| 2. C (6) | 5. A (12) |
| 3. D (7) | |

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DO YOU KNOW YOUR 1968 PONTIAC STYLING? (SIS 68-1, Band 1)

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A. 8. C. 6.
B. 7. D. 5.
- The new front side marker lamps are:
A. A wraparound extension of the front park and signal lights.
B. A wraparound extension of the headlights.
C. A wraparound extension of all three.
D. Totally independent of any other lights.
- Catalina side mouldings have vinyl inserts which are:
A. Black.
B. Black or white.
C. Color-keyed to exteriors in 5 colors.
D. Color-keyed to exteriors in 7 colors.
- The Ventura Custom Interior with all-expanded Morrokide trim is available on:
A. All Catalina body models.
B. All except the 2-door Sedan.
C. Only on Hardtops and Convertibles.
D. Only on the Convertible.
- A Strato-bench seat of finest-quality black leather and expanded Morrokide is available at extra cost on:
A. The Catalina Convertible.
B. Catalina Convertible and 2-door Hardtop.
C. All Catalinas except the 2-door Sedan.
D. All Catalina 2-door models.
- The number of body styles in the Executive Series is:
A. 8. C. 6.
B. 7. D. 5.
- Which one of these features is **not** standard on Executive models?
A. Electric clock.
B. Deluxe wheel discs.
C. Dash-mounted tachometer.
D. Exterior decor mouldings.
- The all-new Bonneville Brougham Custom Interior is available in:
A. Convertible only.
B. Convertible and Hardtop models.
C. Convertible and Hardtop Coupe only.
D. All Bonneville body styles

DO YOU KNOW YOUR 1968 PONTIAC ENGINEERING?

(SIS 68-1, Band 2)

- The 290-horsepower V-8 is:
 - Standard on the Bonneville, optional on the Executive and Catalina, not available on Grand Prix.
 - Standard with a 2-barrel carburetor on the Executive and Catalina, a 4-barrel carburetor on the Bonneville and Grand Prix.
 - Standard on the Executive and Catalina, not available on Bonneville and Grand Prix.
 - Available with 2-barrel or 4-barrel carburetors in all series.
- The highest horsepower engine available in all series is:
 - 350.
 - 375.
 - 390.
 - 400.
- The new dual-vacuum diaphragm distributor primarily:
 - Eliminates the lag in response at high speeds.
 - Controls exhaust emission at idling speeds.
 - Provides easier cold-weather starts.
 - Cuts down the possibility of diaphragm failure.
- Pontiac's new Power-Flex Fan primarily:
 - Gives quiet performance at high speeds, better cooling at low speeds.
 - Good cooling at low speeds, excellent cooling at sustained high speed.
 - Lengthens fan-belt service life.
 - Improves fuel economy.
- The massive front bumper has been redesigned:
 - To cover all bumper heights with which it may come in contact.
 - For more economical replacement.
 - With 28% heavier-gauge steel.
 - With a complete "inner bumper" which provides extra reinforcement.
- Variable-ratio power steering will be installed:
 - As an additional extra-cost option to power steering.
 - As a no-cost extra option on all models.
 - Whenever power steering is ordered for Executive, Bonneville, or Grand Prix.
 - Any time power steering is ordered in any Series.
- "Sercon," a major new electrical feature, is:
 - A distributor-mounted device which promotes series continuity to prevent stalling in cold-weather idle.
 - A positive-contact bulkhead connector for electrical diagnosis.
 - An automatic headlight dimmer.
 - A battery-service warning light.

HOW ABOUT 1968 TEMPEST STYLING?

(SIS 68-2)

- Tempest Series body styles include:
 - Sports Coupe and 4-door Sedan.
 - Sports Coupe and 2-door Sedan.
 - Sports Coupe, 2-door and 4-door Sedan.
 - Sports Coupe, 2-door Sedan, 4-door Sedan, 2-door Station Wagon.
- The Sports Coupe's sports-car look is enhanced by:
 - Lower roof line, longer wheelbase, longer hood.
 - Lower roof line, shorter wheelbase, longer hood and shorter rear deck.
 - Restrained use of chrome mouldings for clean sports-car lines.
 - Low-placed chrome accents for lower look.
- The number of body styles in the Tempest Custom Series is:
 - 3.
 - 4.
 - 5.
 - 6.
- All 4-door models in all Tempest Series have a wheelbase of:
 - 112.
 - 115.
 - 116.
 - 118.
- The number of body styles in the all-new Le Mans Series is:
 - 3.
 - 4.
 - 5.
 - 6.
- Concealed windshield wipers are:
 - Standard in the GTO Series, available at extra cost on all other series.
 - Standard in GTO and Le Mans Series, extra-cost on the rest.
 - Standard in GTO, Le Mans, and Tempest Safari, extra-cost on the rest.
 - Extra-cost in all series.
- The Tempest Safari is:
 - In the Tempest Series.
 - In the Tempest Custom Series.
 - Available in either series.
 - A separate series.
- GTO body styles include:
 - Hardtop Coupe and Convertible.
 - Sports Coupe, Hardtop Coupe, and Convertible.
 - Sports Coupe and Convertible.
 - Convertible only.
- The new Endura energy-absorbing bumper is:
 - Double-reinforced at the middle.
 - Double-reinforced at the middle and ends.
 - Double-chromed for longer-lasting finish.
 - Color-keyed to exterior finishes.
- Completely concealed headlights are:
 - Standard on GTO, optional on Le Mans.
 - Optional on both.
 - Standard on GTO.
 - Optional on GTO.

... AND 1968 TEMPEST ENGINEERING?

(SIS 68-3)

- The new wider Wide Track now features a tread of:
 - 59 inches in both front and rear.
 - 60 inches in front and 59 in rear.
 - 60 inches in both front and rear.
 - 61 inches in front and 59 in rear.
- Horsepower of the new 1968 OHC-6 engine is:
 - 175.
 - 180.
 - 190.
 - 194.
- The number of counterweights in the new crankshaft is:
 - 6.
 - 8.
 - 10.
 - 12.
- Horsepower of the OHC-6 engine available with the Sprint Option is:
 - 195.
 - 200.
 - 215.
 - 230.
- The 265-horsepower 350-cubic-inch V-8 using regular fuel is available in all 112- and 116-inch wheelbase series except:
 - GTO.
 - Tempest.
 - Tempest and GTO.
 - Tempest Custom and Tempest Safari.
- The 350 H.O. V-8 engine has a horsepower of:
 - 320.
 - 345.
 - 350.
 - 375.
- Horsepower on the standard GTO engine is:
 - 325.
 - 350.
 - 375.
 - 385.
- The 400-cubic-inch V-8 engine using regular fuel is available in:
 - All series.
 - All series except Tempest.
 - Le Mans and GTO only.
 - GTO only.
- The 4-speed manual transmission is available with:
 - All engines except the H.O. and Ram Air 400-cubic-inch V-8.
 - All engines except the Ram Air 400-cubic-inch V-8.
 - All engines except the OHC-6.
 - All engines.
- Turbo Hydra-Matic transmission is available with:
 - All engines.
 - All V-8's and the OHC-6 in the Sprint Option.
 - All V-8's.
 - All 400-cubic-inch V-8's.