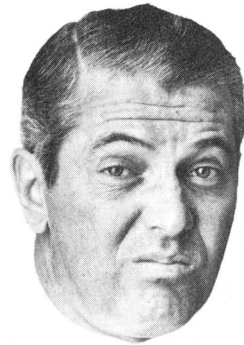


Catalina

and the so-called

low price

three.



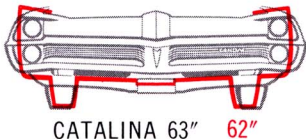
	1967 CATALINA	AVERAGE OF OTHER 3 1967 CARS (or best figure, if average would be misleading).	CATALINA ADVANTAGE
Wheelbase	121"	119"	2"
front Tread—	63"	62.0" to 62.5"	½"
rear	64"	60.7" to 62.4"	1½"
Overall length	215.6"	213.0"-213.2"	2½"
Suspension	4-link, all-coil	3-link, all-coil	Extra suspension linkage
Standard engine	400 cu. in. V-8 290 hp (w/auto. trans.)	297 cu. in. V-8 209 hp	103 more cu. in. 81 more hp
Number of axle ratios available	11	4 to 8	3

	CATALINA	AVERAGE OF OTHER 3
'67 suggested retail price ¹	\$3214.24	\$3200.56
'67 Catalina costs only	13.68 more	—
'66 suggested retail price ¹	3057.00	2992.00
'66 Catalina cost only	65.00 more	—
Average resale ²	2691.00	2534.00
Catalina worth	157.00 more	—
and saved by Catalina buyer	92.00	—

1. Manufacturer's suggested retail price for comparably powered and equipped 4-door sedan models. Price includes electric clock, deluxe wheel discs, deluxe steering wheel, decor mouldings, whitewall tires, automatic transmission, federal excise tax and suggested dealer delivery and handling charge. Freight, sales tax and other optional equipment additional.
2. Average retail value of 1966 4-door sedans with V-8 engine and automatic transmission based on October, 1966, NADA Used Car Guide—National Summary.

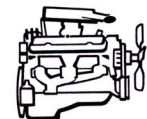
Catalina sells for just about the same money, but when you trade it, it's worth much more. Why buy a so-called low price car when you can have Catalina's big-car luxury, ride and performance? And save money doing it!

The Catalina has a longer wheelbase  and

wider tread  (Wide-Track) for a more comfortable ride and greater road stability. And the four-link, all-coil suspension smooths that

ride.  Catalina's advantage in overall length 

shows up in increased passenger room. And our big standard V-8,



CATALINA
400 CU. IN. V-8



297 CU. IN. V-8

combined with a wide choice of axle ratios, lets you tailor the Catalina to any sort of driving. And then there's the resale story ...

Red numbers are typical of Low Priced Three.





MARK OF EXCELLENCE

Pontiac Motor Division