

TAKE A **FIRST** LOOK AT THE NEW TEMPEST HARDTOP COUPE PRICED UNDER \$2700

The New Tempest Two-door Hardtop Coupe—
Priced at **\$2683** MSRP—is the Lowest-
Priced Hardtop Coupe in General Motors.

	MSRP
Tempest 2-Door Hardtop	\$2683
Chevrolet Chevelle	\$2719
Oldsmobile Cutlass	\$2859
Buick Skylark 350 (V-8)	\$2970

TEMPEST COSTS:

\$36	LESS
\$176	LESS
\$287	LESS

. . . and is competitive with all intermediate
hardtop coupe competition:

(2-dr. Hardtops—6 cyl.)

	MSRP
Pontiac Tempest	\$2683
Ford Fairlane 500	\$2660
Mercury Montego	\$2645
Plymouth Satellite	\$2765

TEMPEST COSTS:

\$23	MORE
\$38	MORE
\$82	LESS

- *Tempest has the edge where intermediate specifications count: Interior—more effective head-leg-and hip-room.*
- **WITH TEMPEST—**
"IT ONLY TAKES A LITTLE TO MOVE UP A LOT"

TAKE ANOTHER LOOK AT THE LOW-PRICED THREE



THE ALL-NEW LOOK . . . PONTIAC'S TEMPEST HARDTOP COUPE

TAKE ANOTHER LOOK AT CATALINA VS. THE LOW-PRICED THREE

1. FIRST, TAKE ANOTHER LOOK AT BASE PRICE COMPARISONS:

4-door sedans with basic V-8	1970 MSRP	DIFFERENCE
PONTIAC CATALINA	\$3164	
CHEVROLET IMPALA	\$3132	\$32
FORD GALAXIE 500	\$3137	\$27
PLYMOUTH FURY III	\$3174	(\$10)

Catalina is now within \$32 of Impala
 . . . within \$27 of Galaxie 500
 . . . and \$10 LESS than Fury III

2. SECOND, TAKE ANOTHER LOOK AT BASE SPECIFICATION COMPARISONS:

	Wheelbase	Overall Length	Curb Weight	—Track—	
				Front	Rear
CATALINA	122"	217.9"	4170	64	64
IMPALA	119"	216	3943	63.4	63.3
GALAXIE 500	121"	213.9	3815	63	64
FURY III	120"	214.9	3761	62.1	62.0

3. THIRD, TAKE ANOTHER LOOK AT CATALINA'S ADVANTAGES over Galaxie 500 and Fury III:

- Added safety features such as Side Guard Door Beams
- "Big Car" Styling—Windshield Antenna, Ventless Side Windows, Concealed Windshield Wipers, More Expensive Interiors
- "Big Car" Features—Larger Standard Tires, Widest Track, Longer Wheelbase, Heavier for Solid Ride
- STRONG RESALE VALUE

CATALINA—THE SMART "STEP-UP" FROM CHEVROLET, FORD AND PLYMOUTH—(THE SO-CALLED "LOW-PRICED THREE")

IT ONLY TAKES AS LITTLE AS **\$32** TO MOVE UP TO A PONTIAC!

also

TAKE ANOTHER LOOK AT THE NEW FOR '70

*Catalina
Decor Molding
Line Up*

Now—and New for '70, Catalina Decor Moldings may be ordered separately as follows:

	MSRP
● ROOF DRIP SCALP MOLDING	\$15.80
● SIDE WINDOW REVEAL MOLDING	26.33
● WHEEL OPENING MOLDINGS	15.80

. . . and the Roof Drip Molding is NOW INCLUDED with the available Cordova Top.

Greater flexibility in Decor ordering means strong competitive pricing and . . . INCREASED CUSTOMER SATISFACTION