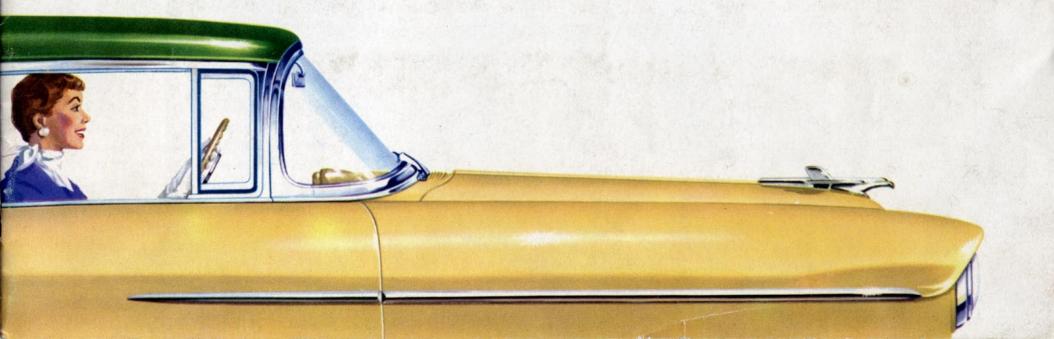
the new

GM CARS FOR 1955



## To the Shareholders of General Motors:



I take pride and pleasure in sending you this booklet on General Motors new passenger car lines for 1955. All five, I am sure you will agree, are the most glamorous and exciting ever produced in the long history of General Motors.

Each of the five lines is a style and value leader in its own right. Each can be counted on to enhance still further the prestige of the divisional name it bears—and to set a sales pace that will further strengthen GM's traditional market leadership.

The GM team—the designers, engineers, production experts and others—who contributed to the development of the new models can be justifiably proud of their achievements. And I am sure you as



a shareholder will share that pride. For these cars mark another major step forward for General Motors. It is this continuing forward progress in product development that gives me so much confidence for the year ahead.

As a General Motors shareholder, you will want to read this booklet and keep it for convenient reference when you and your friends talk about our 1955 cars. The information it contains may help you to make a new friend for General Motors and thus contribute to the progress of the business.

1717 Cutte

President









### J.M. Leads the May with five High-Fashion, HIGH-POWER LINES FOR 55

In 1955 all the so-called "dream car" style advances that made the Oldsmobile,
Buick and Cadillac the talk of the motoring public in 1954 can be found "throughout the line."

Also
can be found "throughout their

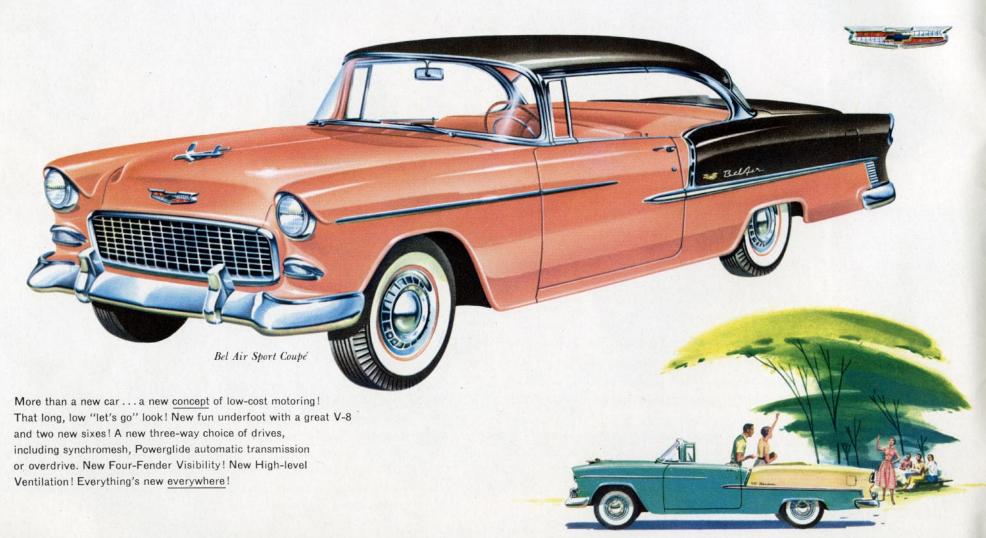
The lower, longer silhouette—the panoramic windshield—the smart, swift look and sleek color combinations—all now grace the lower GM price lines—Chevrolet and Pontiac.

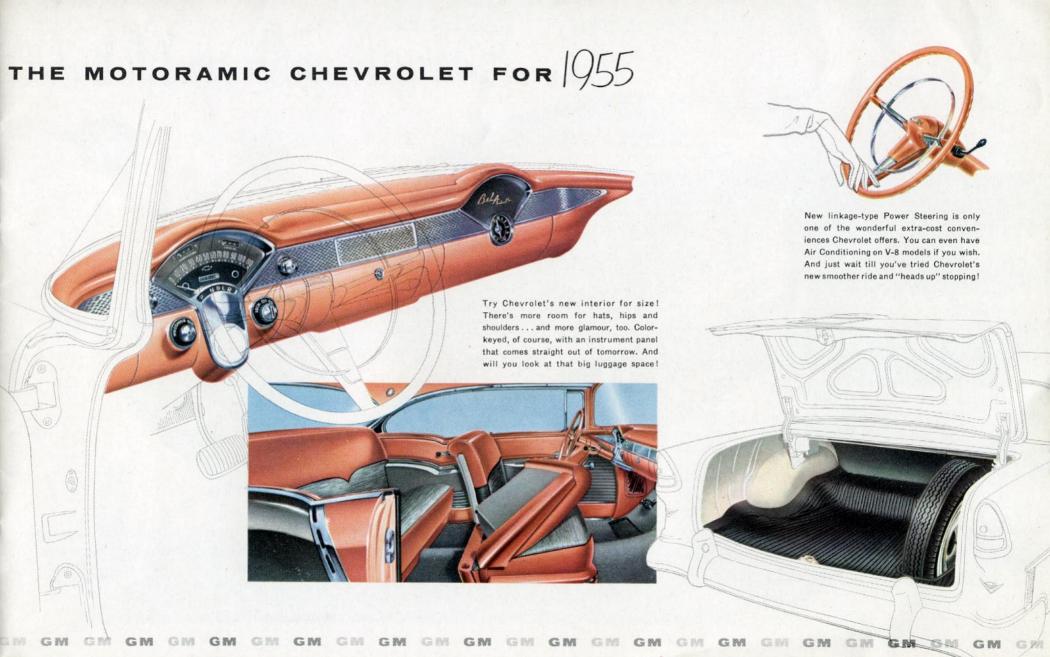
And, of course, Oldsmobile, Buick and Cadillac have stepped their styling up even further, as you can see.

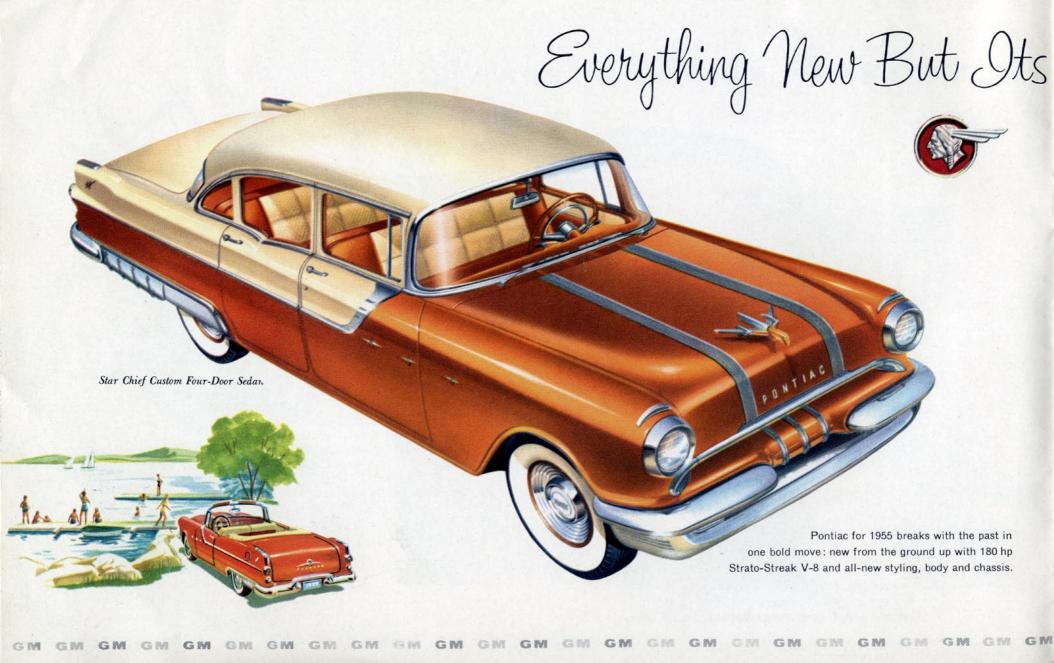
Also — in 1955 — General Motors high-compression V8 power and performance can be found "throughout the line." Both Chevrolet and Pontiac now boast their special versions of the GM V-8 engine.

As for automatic drives — Chevrolet offers an improved Powerglide; Pontiac and Oldsmobile, an even smoother Dual Range Hydra-Matic; Buick its exciting new Variable Pitch Dynaflow; and Cadillac its own version of Hydra-Matic. So — may we suggest you turn the page and see for yourself why General Motors is sure to lead the way in 1955.

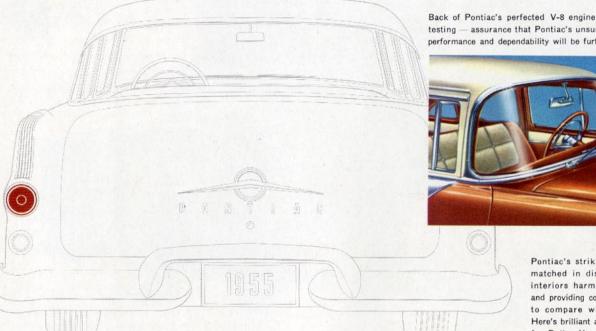
### a Show Car From the Word Go ....







## Wonderful Name... PONTIAC



Back of Pontiac's perfected V-8 engine is 3,000,000 miles of testing - assurance that Pontiac's unsurpassed reputation for performance and dependability will be further enhanced in 1955.



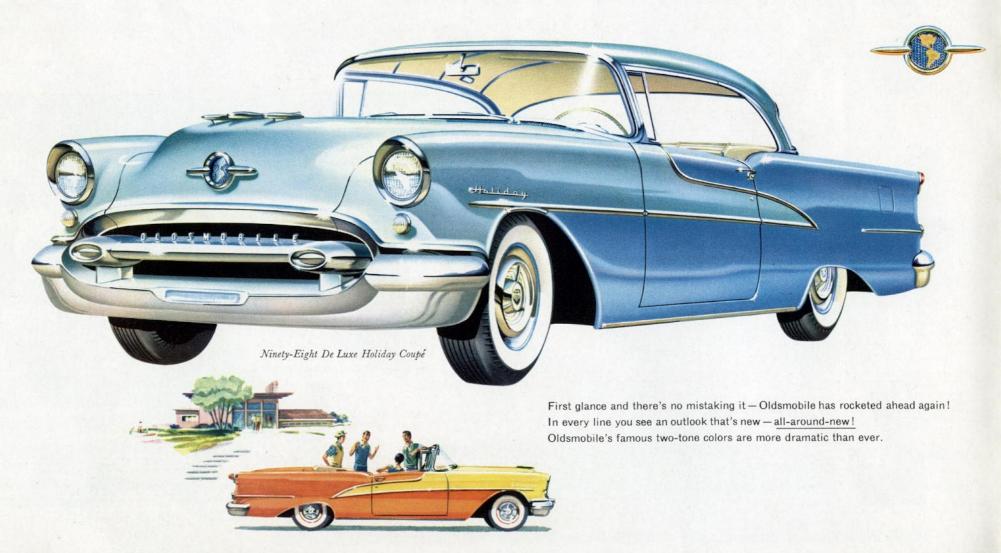
Pontiac's striking exterior styling is matched in distinction by luxurious interiors harmonized to body colors and providing comfort and conveniences to compare with far costlier cars. Here's brilliant all-new proof that Dollar for Dollar You Can't Beat a Pontiac.





GIVI GM GM GM GM

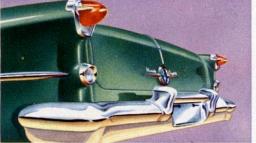
### OLDSMOBILE... Rockets into 55 with



## Flying Colors.

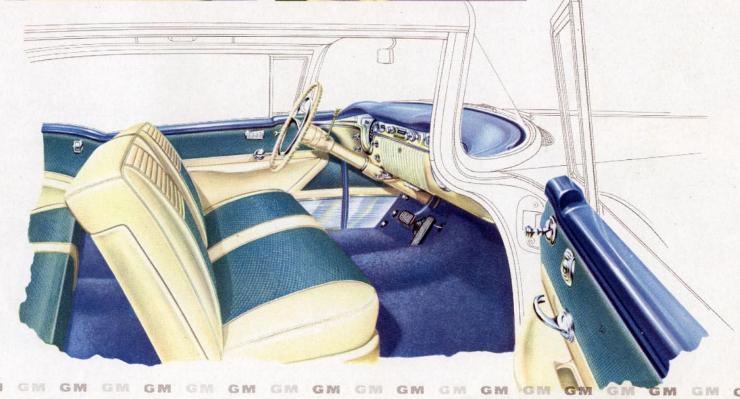
Coming your way, Oldsmobile's massive new grille demands attention. There's an immediate impression of newness, leadership . . . that "Go-Ahead" look! No need to search for the new in Oldsmobile — you simply can't miss it!





Everywhere you look are the marks of smooth motion . . . vigorous lines that express new "Rocket" V-8 engine action—new "Rocket" 202 action! In styling, in power, in every way—Oldsmobile's out ahead to stay!

Here's interior luxury at its finest. Lustrous new "pattern cloth" fabrics are combined with deepbuffed genuine leather for the ultimate in upholstery elegance. Floors are carpeted in harmonious color tones. And there's deepfoam-rubber cushioning for lounge-chair comfort—plus ample room to relax for six passengers!



Again in '55 G.M. Leads the Way...

When General Motors first introduced the 2-door hard-top, its bold sports-flair styling started a completely fresh and immensely popular trend in automotive design. Now our GM stylists again prove their leadership by creating a completely new 4-door version of this famous body.



#### 4 DOORS TO NEW STYLE HORIZONS



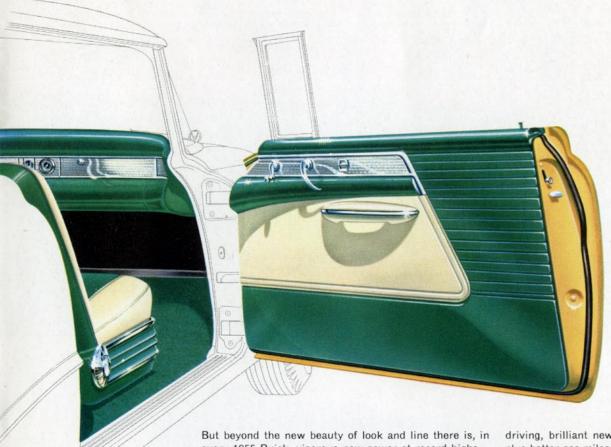
With no door posts to block your view it offers the comfort, roominess and easy access of typical 4-door design. And like all the other GM style advances, it shows that in design as, of course, in engineering, your key to greater value is the key to a General Motors car.



# On Every Look, Line and action ...



#### THRILL OF THE YEAR IS BUICK



Typical of the advanced styling features in the 1955 Buick is the dramatic new sweptback tail light assembly in rich, glistening chrome.

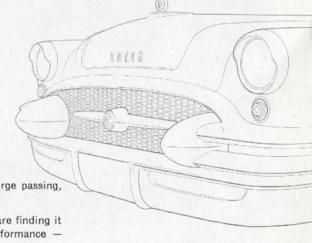


But beyond the new beauty of look and line there is, in every 1955 Buick, vigorous new power at record highs — up to 236 hp, with 9 to 1 compression ratio.

And there is, too, the spectacular performance of Buick's new Variable Pitch Dynaflow for smooth-as-silk shift-free

driving, brilliant new getaway and safety-surge passing, plus better gas mileage in normal cruising.

No wonder the 1955 car buyers of America are finding it literal fact that — in style, power and performance — Thrill Of The Year Is Buick.



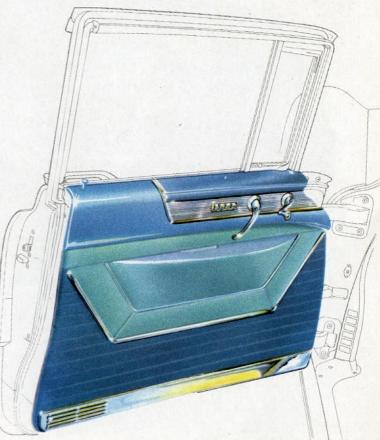


#### STANDARD OF THE WORLD

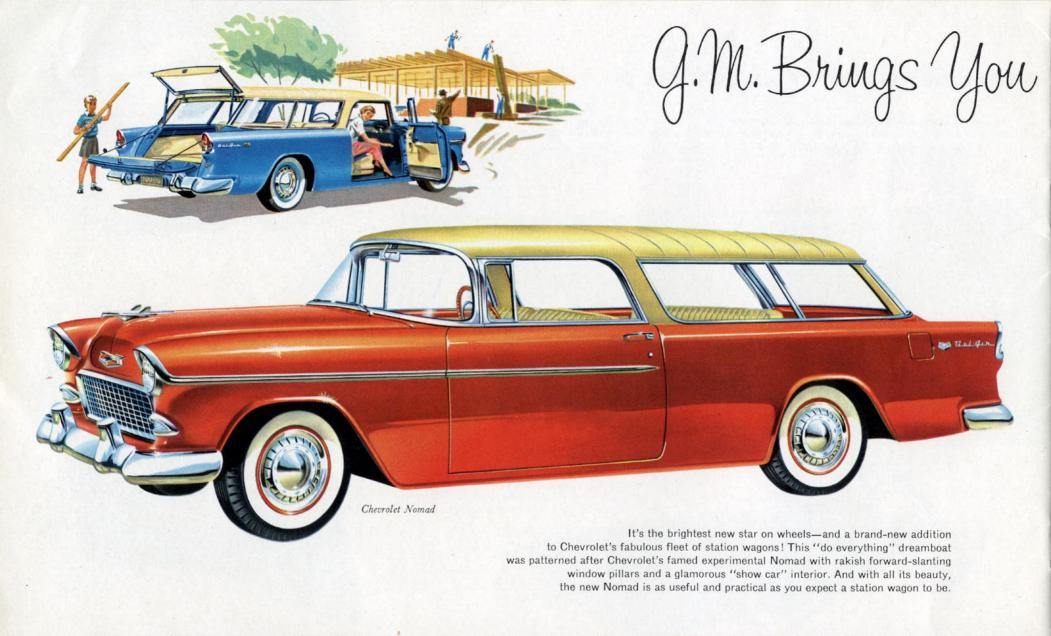
The grace and majesty of Cadillac's exterior styling is captured perfectly in the car's striking interiors. Completely redesigned in Cadillac's customary good taste, and executed in a wide variety of beautiful new fabrics and leathers, they establish new industry standards of luxury and comfort and graciousness.

The jewel-like instrument panel of the new Cadillac, crowned by a carefully-tailored leather cowl, is a thing of beauty all in itself. Every control has been perfectly positioned for ease of operation and the driver's maximum convenience.

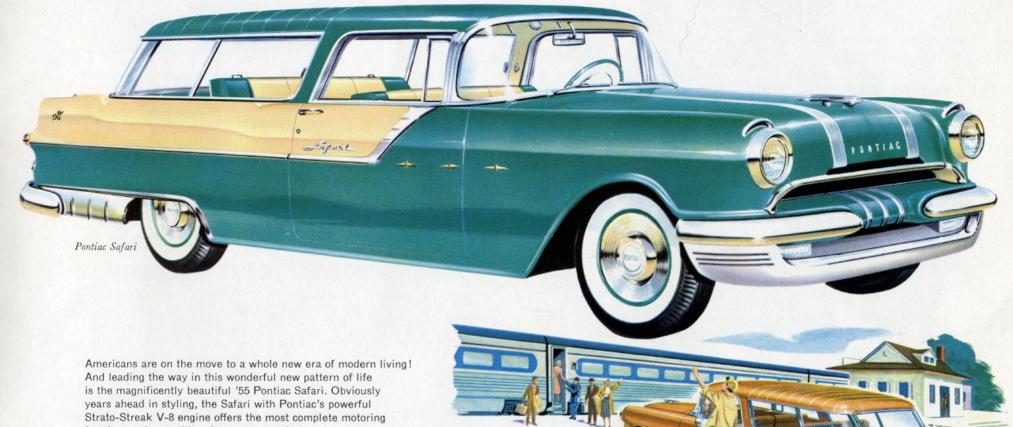
Rich, two-tone tailoring, combined with a discreet use of metal and chrome, makes the open door of the Cadillac a more inviting picture than ever. Every aspect of the interior is color-harmonized to complement new exterior tones.



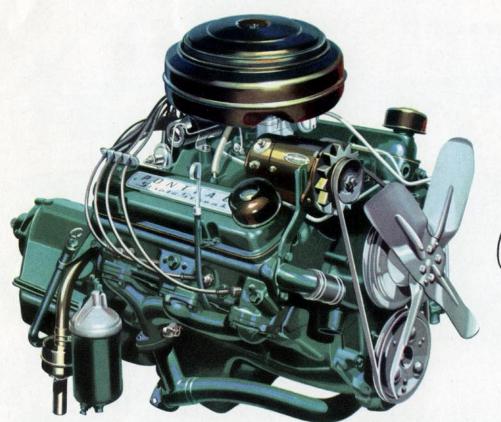
GM GM

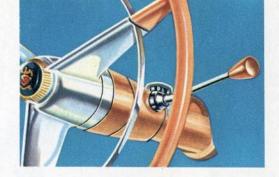


## the Newest in Station WAGON Styling



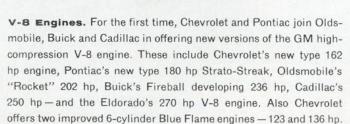
freedom and versatility of any car ever designed.





Automatic Transmissions. This year GM engineers offer further advances in automatic transmission design. In addition to the improved Chevrolet Powerglide and new, smoother Hydra-Matic (on Pontiac, Oldsmobile and Cadillac), they have developed the new Buick Variable Pitch Dynaflow.

# G.M. Styling and Engineering





Panoramic Windshield. This most dramatic pacesetting style change since the introduction by General Motors of the hard-top coupe is now featured on all GM passenger cars, Chevrolet and Pontiac as well as Oldsmobile, Buick and Cadillac.

## Leadership creates these features for 1955



Power Steering and Power Brakes. Probably no other driving aid has met with wider acceptance than GM's Safety Power Steering. Designed to work only when you need it — this automatic "helping hand" helps you park or turn your car with the greatest of ease. Like GM Safety Power Steering, GM Power Brakes reduce the effort of driving and at the same time give swifter, easier control of the car.



Air Conditioning. GM's Air Conditioning units have developed such a demand in all parts of the country that they have now been made available in all GM lines including Chevrolet.

Other Engineering Facts to remember about the 1955 GM cars are:

12-Volt Electrical System.
This new GM high-capacity system is now standard on Chevrolet and Pontiac as well as
Oldsmobile, Buick and Cadillac.

E-Z-Eye Glass. Offered for your driving comfort, GM E-Z-Eye Safety Plate Glass reduces glare from sun and snow. It also excludes up to 50% of the radiant heat that penetrates untinted glass.

Overdrive. Offered by Chevrolet for the first time, overdrive provides the ease and convenience of a semi-automatic transmission plus outstanding gasoline economy.

Tubeless Tires. While credit , for this advance in tire safety goes to the rubber companies, it must be noted that General Motors will offer them as standard equipment on all five passenger car lines for 1955.

CHEVROLET

PONTIAC

OLDSMOBILE

BUICK

CADILLAC

all with body by Fisher

GMC TRUCK & COACH Belfin W