

GM for '57

*Gives you more
for your
money!*





TO THE SHAREHOLDERS OF GENERAL MOTORS

I am especially pleased to send you this booklet on our 1957 passenger car lines. Their introduction brings to customers the results of another rich, full year of General Motors progress in automotive engineering and styling.

This year General Motors has gone even further than in the past to make each GM car fresh, new and an outstanding value in every respect—in appearance and durability, in performance and safety. All models have greater reserves of smooth emergency power for safer operation and driver comfort. All have lower, more graceful silhouettes and reflect the unending efforts of General Motors to design, engineer and build cars to give the customer pride of ownership and lasting worth.

An entirely new body has been added. General Motors is introducing the 4-door hardtop concept to the station wagon field just as it was the first to offer a hardtop coupe and sedan.

May I suggest that you—and your friends as well—visit your local GM dealers and see these 1957 cars at first hand. As a General Motors shareholder, you will join with us, I am sure, in our understandable pride in them. And I am sure, also, that you will wish to translate that pride into action by owning one of these refreshingly new 1957 cars.

Harlow H. Curtis

President

more

Advanced Styling -

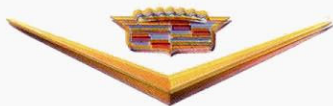
General Motors' continued style leadership—most vividly evidenced in recent years by the trend-setting panoramic windshield and the 4-door hardtop—shines forth for '57 with a wealth of equally exciting new fashion features. Among them are the "super-panoramic" windshield—as dramatic in its contribution to styling progress as the GM-pioneered original; the new hairline roof line which brings the 4-door hardtop even closer to sports car trimness; and the new GM silhouette—lower, longer, more grandly graceful.

Advanced Performance -

Backed by the skills and resources of the new General Motors Technical Center—GM engineers have produced important innovations and improvements in high-compression V-8 engines and automatic transmissions. Getaways are smoother, quicker—traffic operation easier—and there's a deeper fund of emergency power. With top fuel economy consistent with such top performance characteristics, 1957 GM power is as thrifty as it is sure.

Advanced Safety Features -

To such famous General Motors contributions to car safety as double locking doors and GM-developed safety aim headlamps—all proving ground tested—our designers and engineers add a host of safety features for 1957. These range from improvements in chassis and front suspension design to new, padded, projection-free instrument panels, safety center steering wheels in many models, improved GM Power Brakes and Power Steering—and, of course—such safer vision features as the "super-panoramic" windshield.



You Get More in a 1957 GM Car!

chevrolet

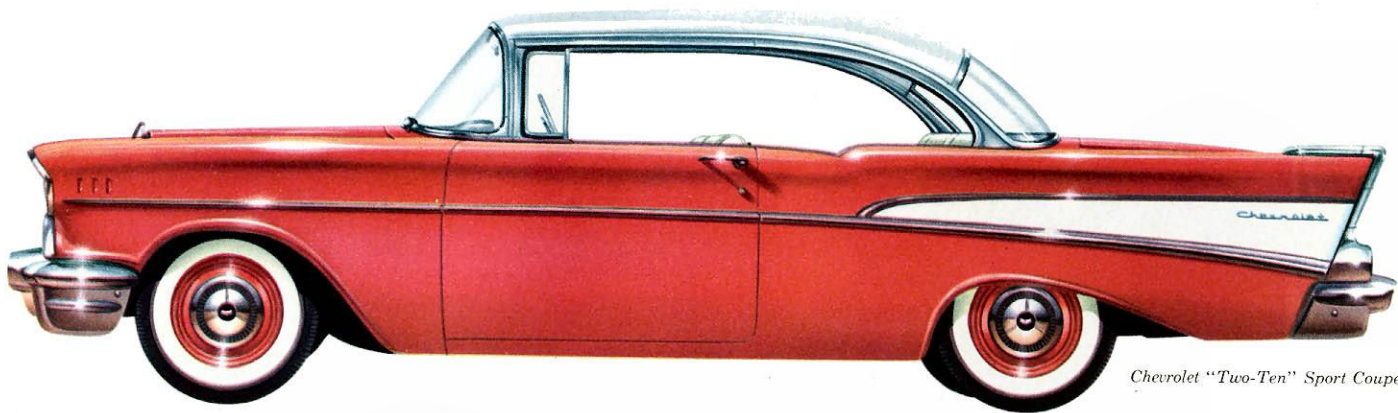


The beautiful new *Bel Air Sport Sedan*,
with Body by Fisher, shows off Chevrolet's
bold new grille and deeper windshield.
—one of 20 dashing new Chevrolets.

for 1957... Sweet, Smooth and Sassy!

Chevrolet goes 'em all one better—with daring new departure in design (looks longer and lower, and it is!), an exclusive new automatic transmission, Turboglide* with triple turbine, a new V-8 and a car-load of new ideas including Fuel Injection*! Chevrolet is new and Chevrolet shows it all over—from its gleaming new grille and handsome hood to the saucy new slant of its high-fashion rear fenders!

*Optional at extra cost.



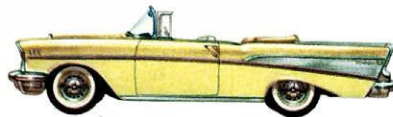
Chevrolet "Two-Ten" Sport Coupe



The "One-Fifty" 2-Door Sedan—a glamorous member of Chevrolet's lowest-priced series!



The "Two-Ten" Sport Sedan—one of the four handsome Chevrolet hardtops for 1957!



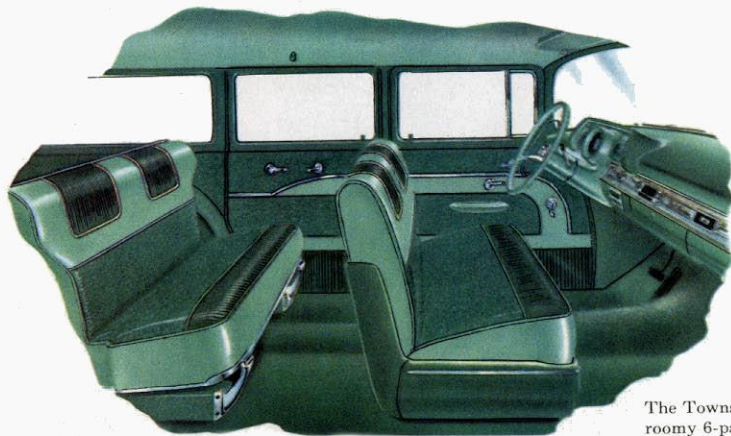
The Bel Air Convertible—choose from 16 colors, with tops to contrast or blend with exteriors!



CHEVROLET... *New, Right Down*



The Bel Air Townsman, one of 6 smart new Chevrolet station wagons.



The Townsman's roomy 6-passenger interior.

All new from its low, low top down to its soft-riding 7.50 x 14 low-pressure tires

that's the new '57 Chevrolet!

It's new in velvety V-8 power that ranges up to 245 hp.

Ramjet Fuel Injection engines, available at extra cost, deliver up to 283 hp.

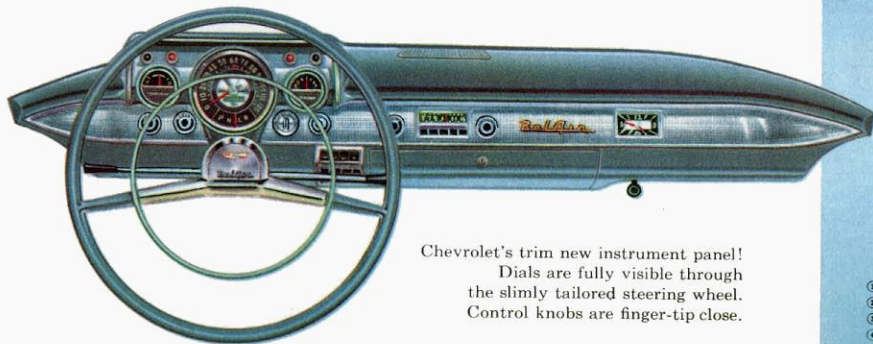
Then, you've a choice of *two* automatic drives as extra-cost options—an even finer Powerglide,

the exclusive and revolutionary new Turboglide that brings you Triple-Turbine take-off and a new floating kind of going!

to the Wheels It Rolls On!



New slant for '57—
Chevrolet's High-fashion rear fenders!



Chevrolet's trim new instrument panel!
Dials are fully visible through
the slimly tailored steering wheel.
Control knobs are finger-tip close.

more CHEVROLET for your money

SPECIFICATIONS

body styles

- 4-Door Sedan
- 4-Door Hard-top Sedan
- 2-Door Sedan
- Coupe
- 2-Door Hard-top Coupe
- Convertible Coupe
- 2-Door Station Wagon, 6-Pass.
- 2-Door Nomad Station Wagon, 6-Pass.
- 4-Door Station Wagon, 6-Pass.
- 4-Door Station Wagon, 9-Pass.
- Sports Car

body specifications

- Wheelbase
- Overall Length
- Overall Width

engine specifications

- 6 cyl.—140 hp, with Single bbl. carb. ③④⑥
- V8—162 hp, with 2 bbl. carb. ③④
- V8—185 hp, with 2 bbl. carb. ⑤⑥
- V8—220 hp, with 4 bbl. carb. ③④⑤⑥
- V8—245 hp, with Twin 4 bbl. carb. ③⑤⑥
- V8—250 hp, with Fuel injection ③⑤⑥
- V8—270 hp, with Twin 4 bbl. carb. ③⑦
- V8—283 hp, with Fuel injection ③⑦

equipment and accessories

- Power Steering
- Power Brakes
- 2-way Power Front Seat
- Electric Power Windows
- Air Conditioning
- Padded Instrument Panel
- E-Z-Eye Glass
- Heater & Defroster
- Radio & Antenna
- White Wall Tires

	"ONE-FIFTY"	"TWO-TEN"	BEL AIR	CORVETTE
4-Door Sedan	•	•	•	
4-Door Hard-top Sedan		•	•	
2-Door Sedan	•	•	•	
Coupe	• ①	• ②		
2-Door Hard-top Coupe		•	•	
Convertible Coupe			•	
2-Door Station Wagon, 6-Pass.	•	•		
2-Door Nomad Station Wagon, 6-Pass.			•	
4-Door Station Wagon, 6-Pass.		•	•	
4-Door Station Wagon, 9-Pass.		•		
Sports Car				•
Wheelbase	115"	115"	115"	102"
Overall Length	200.0"	200.0"	200.0"	169.4"
Overall Width	73.9"	73.9"	73.9"	70.6"
6 cyl.—140 hp, with Single bbl. carb. ③④⑥	X	X	X	
V8—162 hp, with 2 bbl. carb. ③④	X	X	X	
V8—185 hp, with 2 bbl. carb. ⑤⑥	0	0	0	
V8—220 hp, with 4 bbl. carb. ③④⑤⑥	0	0	0	X ③⑤
V8—245 hp, with Twin 4 bbl. carb. ③⑤⑥	0	0	0	0 ③⑤⑥
V8—250 hp, with Fuel injection ③⑤⑥	0	0	0	0 ③⑤⑥
V8—270 hp, with Twin 4 bbl. carb. ③⑦	0	0	0	0
V8—283 hp, with Fuel injection ③⑦	0	0	0	0
Power Steering	0	0	0	
Power Brakes	0	0	0	
2-way Power Front Seat		0	0	
Electric Power Windows		0	0	0
Air Conditioning	0	0	0	
Padded Instrument Panel	0	0	0	
E-Z-Eye Glass	0	0	0	
Heater & Defroster	0	0	0	0
Radio & Antenna	0	0	0	0
White Wall Tires	0	0	0	0

③3-Pass. 2-Door Utility Sedan—no rear seat.

④Delray 6-Pass. Club Coupe with all-vinyl interior.

⑤Synchro-mesh Trans. std.

⑥Overdrive optional at extra cost.

⑦Powerglide Trans. optional at extra cost.

⑧Turboglide Trans. optional at extra cost.

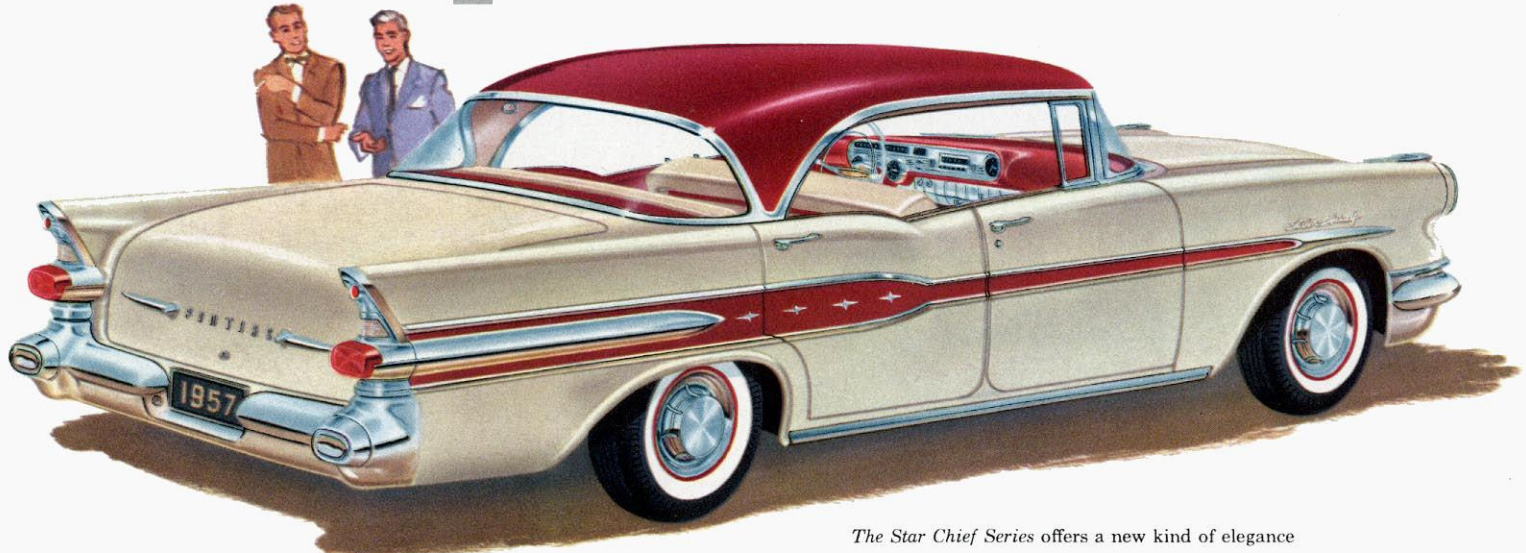
⑨Spl. racing engine w/high lift camshaft, etc.

X Standard equipment.

0 Optional equipment at extra cost.



pontiac



Pontiac Star Chief 4-Door Catalina

The Star Chief Series offers a new kind of elegance exclusive to Pontiac's regal line. Outside, nineteen striking color combinations in the Custom Catalinas and Custom Sedan and sixty-eight in the other models offer a matchless blend of color, chrome and sculptured steel. Interior trim combinations give spacious custom comfort.

And here, too, is the master product of Pontiac's *engineering* skill an all-new 270* horsepower Strato-Streak V-8 engine wedded to a completely re-engineered chassis and suspension system, on an easy-riding 124-inch wheelbase. Pontiac at its loveliest, liveliest best!

*With Strato-Flight Hydra-Matic Transmission. Optional at extra cost.

... Completely New From Power to Personality!



Pontiac Super Chief 2-Door Catalina

The Super Chief Series . . . powered to treat you to the most alert performance the road has known! This beauty boasts Pontiac's huskiest engine the 270* horsepower Strato-Streak V-8.

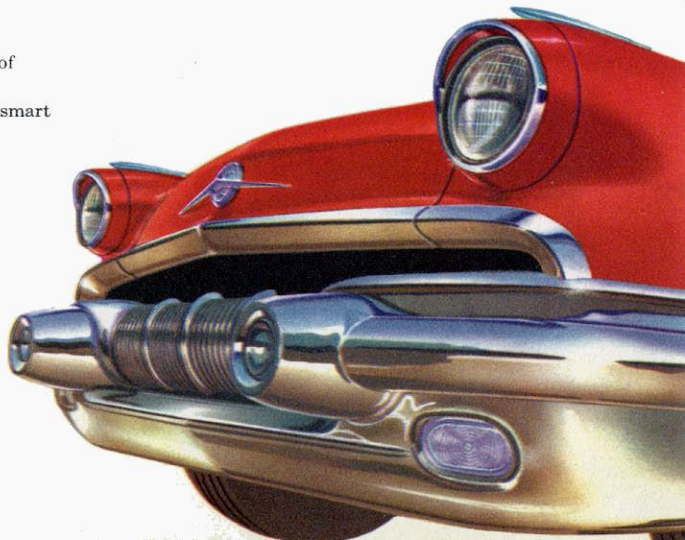
In its new suspension system and 122-inch wheelbase you'll discover the cradle comfort of Level-Line ride and road-hugging safety of America's greatest road car.

This rugged agility Star Flight styling, ultra-smart interiors and 68 smart new exterior color combinations make this Super Chief a car any person of ease and action will feel wonderful about!

The Chieftain Series. The Chieftain with its all-new 252* horsepower Strato-Streak V-8 engine and 122-inch wheelbase is greater in power and size than ever before!

And the high fashion glamour of its Star Flight lines and Starlite interiors is smartly in step with its feel of command.

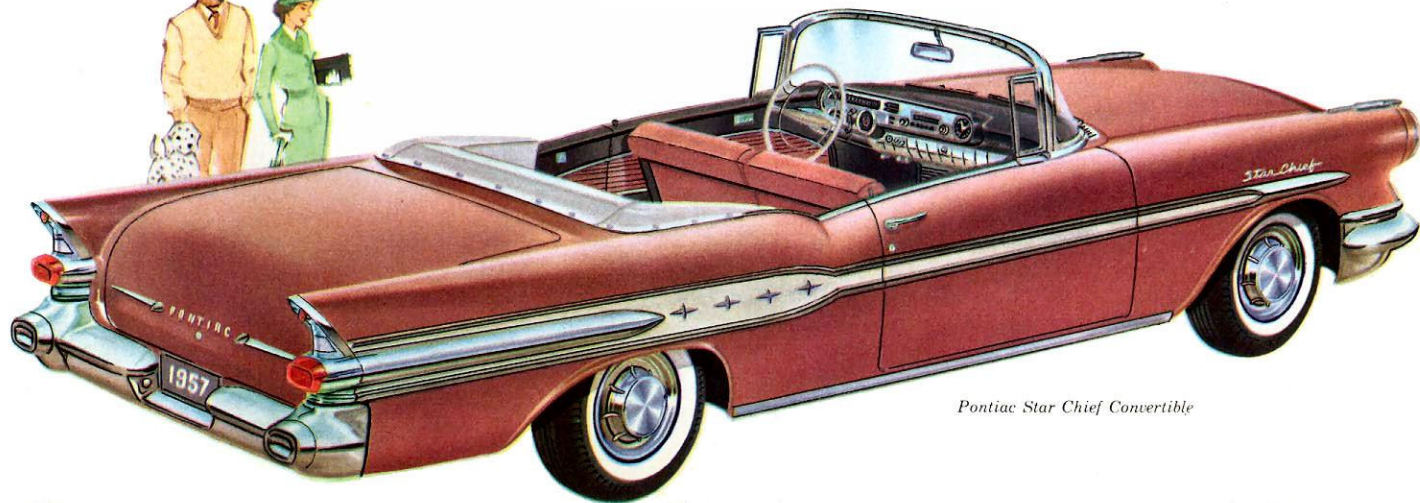
Most surprising: It's yours for less money than many models of the light-weight little ones!



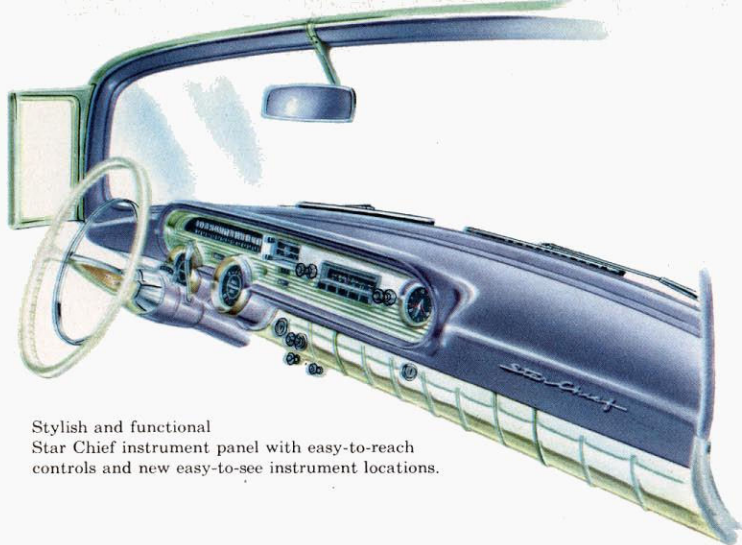
Pontiac Star Chief Safari



PONTIAC...



Pontiac Star Chief Convertible



Stylish and functional
Star Chief instrument panel with easy-to-reach
controls and new easy-to-see instrument locations.

The Surprise Package of 1957!

The Safari. There's no better way to load up and start out for adventure than in one of Pontiac's Star Flight-styled station wagons. At the wheel you enjoy all the handling ease, riding comfort and smooth flowing power of America's Number 1 Road Car *plus* the convenience of space for up to nine passengers or three passengers and a half-ton load. Inside-spaciousness is the 'buy' word for these beauties with every interior designed for the utmost in style, convenience and durability.

The Star Chief Convertible. Rakish convertible lines and all-new Strato-Streak power teamed with the gracious beauty of Pontiac's regal Star Chief series to give you spirited driving pleasure at its very best. Sleek two-tone saddle-stitched Morrokide interiors harmonize perfectly with your exterior color choice.

more PONTIAC for your money

SPECIFICATIONS

body styles

	CHIEFTAIN	SUPER CHIEF	STAR CHIEF
4-Door Sedan	•	•	•
4-Door Sedan Custom			•
4-Door Hard-top Sedan	•	•	•
2-Door Sedan	•		
2-Door Hard-top Coupe	•	•	•
Convertible Coupe			•
2-Door Station Wagon, 6-Pass.	•		•
4-Door Station Wagon, 6-Pass.		•	
4-Door Station Wagon, 9-Pass.	•		

body specifications

	CHIEFTAIN	SUPER CHIEF	STAR CHIEF
Wheelbase	122"	122"	124"①
Overall Length	206.8"	206.8"	213.8"①
Overall Width	75.2"	75.2"	75.2"

engine specifications

	CHIEFTAIN	SUPER CHIEF	STAR CHIEF
V8—252 hp, with Hydra-Matic Trans. ②	0		
V8—270 hp, with Hydra-Matic Trans. ②		0	0

equipment and accessories

	CHIEFTAIN	SUPER CHIEF	STAR CHIEF
Power Steering	0	0	0
Power Brakes	0	0	0
Dual Exhausts	0	0	0
Padded Instrument Panel	0	0	0
6-way Power Front Seat	0	0	0
Electric Power Windows	0	0	0
Air Conditioning	0	0	0
E-Z-Eye Glass	0	0	0
Heater & Defroster	0	0	0
Radio & Antenna	0	0	0
White Wall Tires	0	0	0

① Station Wagons 206.8" on 122" wheelbase.

② Synchro-mesh Transmission standard equipment.

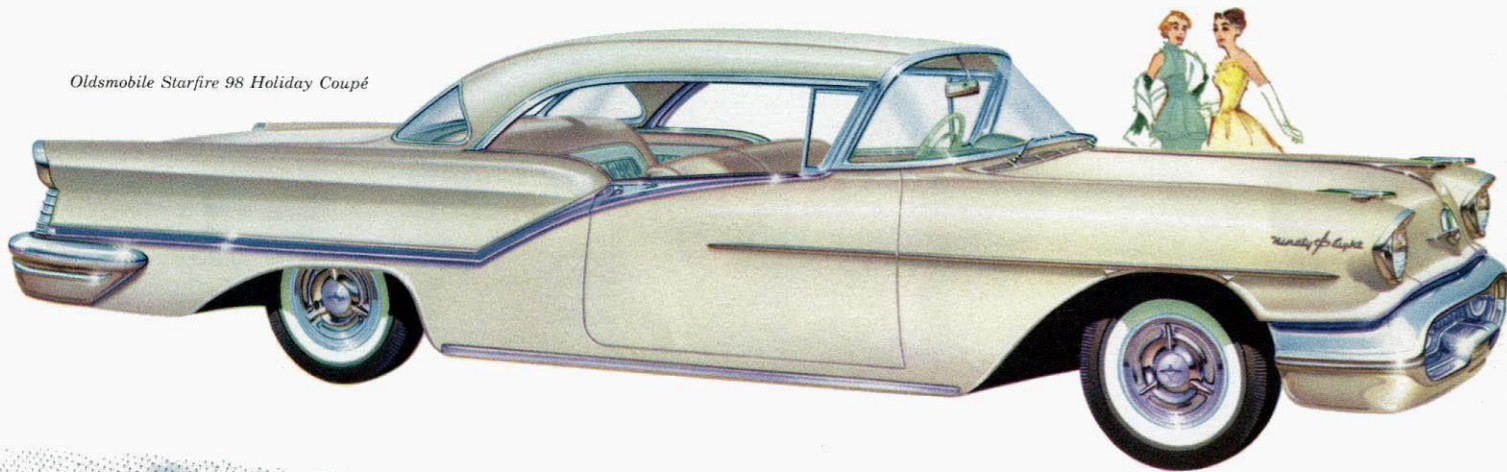
X Standard equipment.

0 Optional equipment at extra cost.

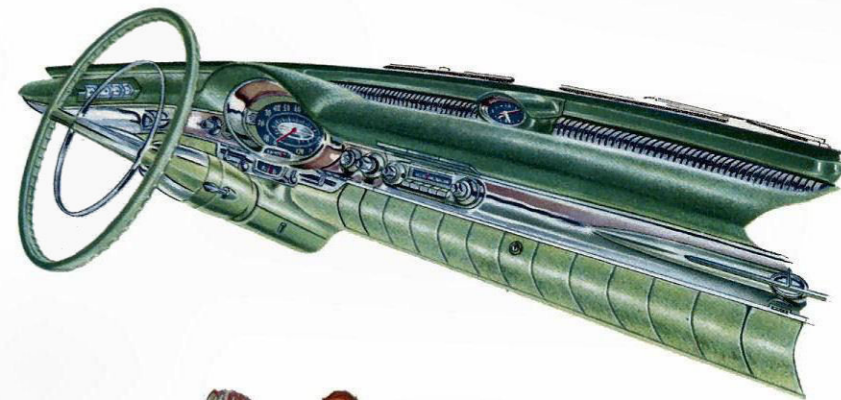


oldsmobile ... *Only Olds Could be so New!*

Oldsmobile Starfire 98 Holiday Coupé



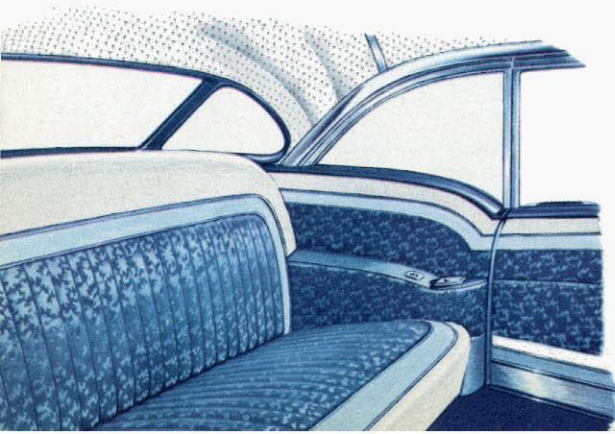
From GM's new Technical Center comes Oldsmobile's new low look . . . new wide ride . . . highlighted by an exclusive Accent Stripe for distinctive new beauty. The higher, wider Span-A-Ramic Windshield puts a new slant on style and visibility. And Oldsmobile's new Strut-Mounted Instrument Panel introduces an entirely new concept in design for greater accessibility and safety.



The accent's on luxury . . . in Oldsmobile's Starfire 98 Series . . . from lavish Tech-Style Interiors with Custom Lounge cushions to the safe, sure response of the 277 hp Rocket T-400 Engine.

And the ease and safety of Jetaway Hydra-Matic, Power Steering and Power Brakes are standard features on all four models in this glamorous Series.

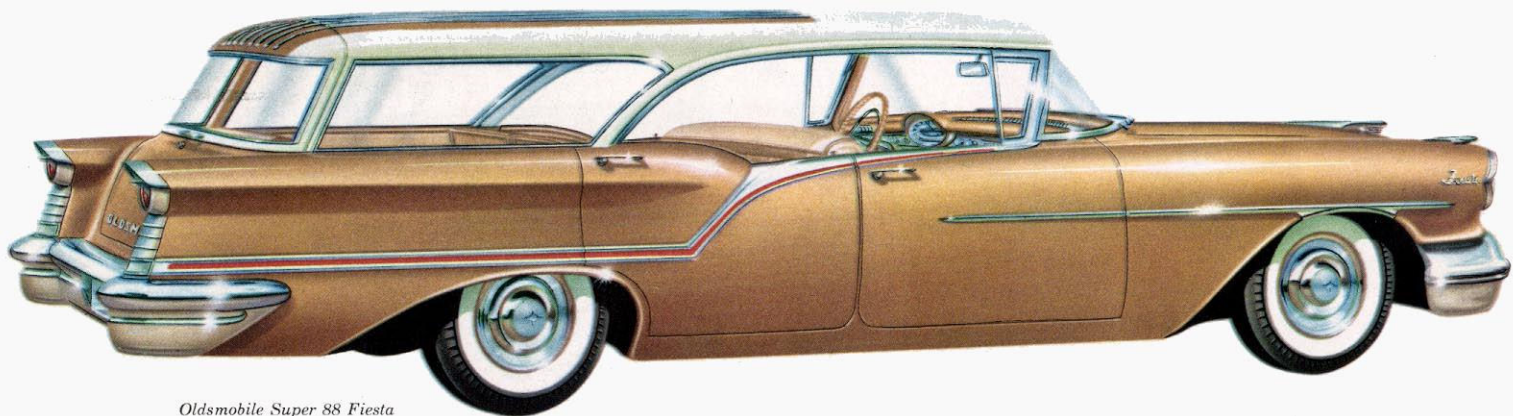
Elegant new interiors . . . bedecked with beauty . . . bejeweled with sparkling appointments . . . create a setting of comfort and luxury as you take to the road in high style.



Oldsmobile Starfire 98 Convertible



OLDSMOBILE ... *The Car*



Oldsmobile Super 88 Fiesta

Oldsmobile introduces hardtop styling to station wagon design with this trend-setting new body model . . . the Fiesta!

Designed for all-around beauty, all-around duty . . .

Oldsmobile's Fiesta offers plenty of room for six 6-footers. And with the rear seat folded down, you've ample room for loads of items.

Sparkling chrome exterior roof-top ribs add a high style note to the sleek hardtop design.



Choose your 1957 Oldsmobile from 17 gorgeous models in three great series . . . the luxurious Starfire 98, the action-packed Super 88 and the Golden Rocket 88, the value-car of the year.

That Puts the Accent On You!

Engineered from the ground up for new long, low beauty . . . livelier-than-ever action! Oldsmobile for '57 offers such outstanding values as new Wide-Stance Chassis for greater all-around stability . . . new Pivot-Poise Front Suspension for smooth, on-the-level stops . . . and the 277 hp Rocket T-400 Engine for economy when you want it . . . power when you need it!



Oldsmobile Super 88 Holiday Sedan

more

OLDSMOBILE

for your money

SPECIFICATIONS

body styles

	GOLDEN ROCKET 88	SUPER 88	STARFIRE 88
4-Door Sedan	•	•	•
4-Door Hard-top Sedan	•	•	•
2-Door Sedan	•	•	
2-Door Hard-top Coupe	•	•	
Convertible Coupe	•	•	•
4-Door Fiesta Sedan Station Wagon, 6-Pass.	•		
4-Door Fiesta Station Wagon, 6-Pass.	•		

body specifications

	122"	122"	126"
Wheelbase	122"	122"	126"
Overall Length	208.2"	208.2"	216.7"
Overall Width	76.3"	76.3"	76.3"

engine specifications

V8—277 hp—
with Synchro-mesh Transmission
with Hydra-Matic Transmission

	X	X	
	0	0	X

equipment and accessories

Power Steering
Power Brakes
Dual Exhausts
Padded Instrument Panel
6-way Power Front Seat
Electric Power Windows
Air Conditioning
E-Z-Eye Glass
Heater & Defroster
Radio & Antenna
White Wall Tires

	0	0	X
	0	0	X
	0	X	X
	0	X	X
	0	0	0 ^①
	0	0	0 ^②
	0	0	0
	0	0	0
	0	0	0
	0	0	0

① 2-way Power Seat standard on all 98 models except 4-Door sedan.

② Standard on all 98 models except 4-Door Sedan.

X Standard equipment.

0 Optional equipment at extra cost.



buick ... Gives

Newness for the Sake of Greatness bestows the year's most bountiful array of finer features in every 1957 Buick. All four Series—*Roadmaster, Super, Century* and *Special*—are totally transformed in smart new low-silhouette styling.

Buick power rises to new record might with the great new 364-cubic-inch high-compression V-8 engine.

Buick performance surpasses all known sensations with the instant, flexible, and utterly smooth response of new Variable Pitch Dynaflow.

The superb Buick ride becomes notably steadier, surer, safer with its new "nested" chassis and levelized braking.

Best of all, this wondrous array of finer features comes in such wide-ranging choice of model and price that practically any new-car buyer can own the *Newest Buick Yet*.



Buick Roadmaster 2-Door Riviera, Model 76R

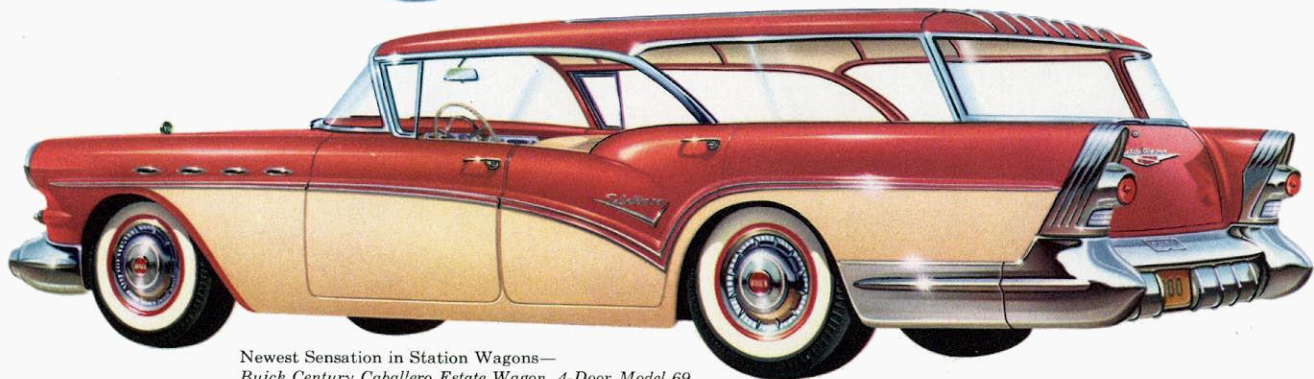
You Must With the Newest Buick Yet!

Buick presents 19 models for '57 . . . each offering the newest and finest dollar value in distinctive styling, room, ride, power, performance.

Selection ranges from the lower-priced *Special*—the dazzling high-performance *Century*—the superbly spacious sleek *Super*—the magnificent *Roadmaster* whose prime worth and brilliant performance with Variable Pitch Dynaflow make it unique among America's finest cars.

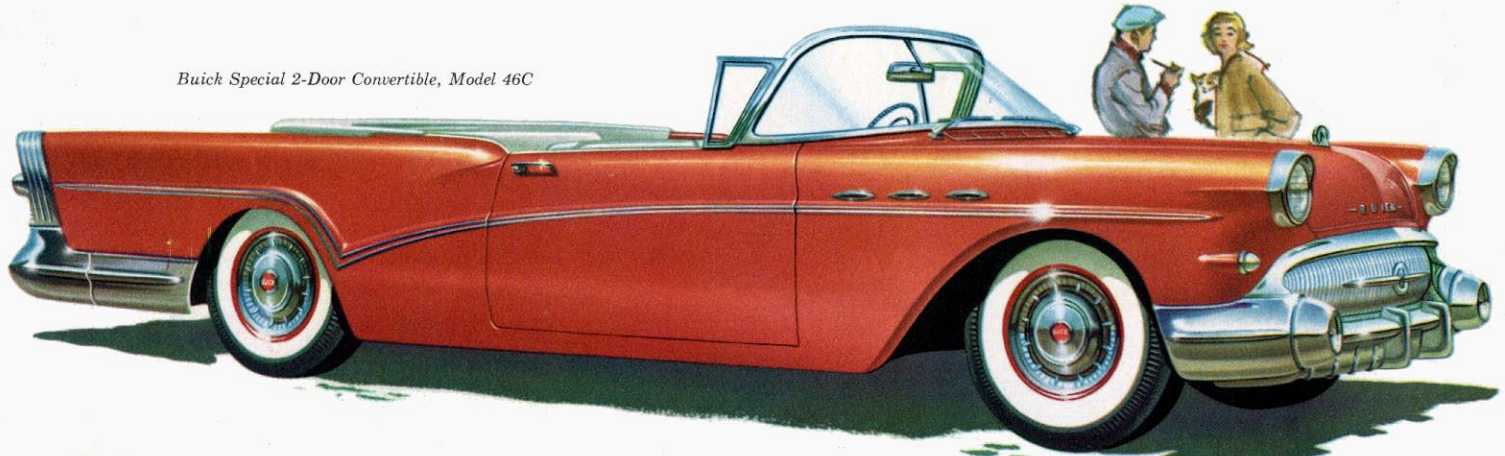


Buick Super 4-Door Riviera, Model 53



Newest Sensation in Station Wagons—
Buick Century Caballero Estate Wagon, 4-Door Model 69

Buick Special 2-Door Convertible, Model 46C



BUICK

...Styled to Give You a Brand-New View of Things!

The Buick Special—new sensation for the budget-minded—is the year's outstanding buy among lower-priced cars.

Seven brand new models are in the Special Series—

2-Door and 4-Door Sedans, 2-Door and 4-Door Rivieras, a Convertible and two all-steel body Estate Wagons.

All share the newness and greatness of the entire 1957 Buick line,

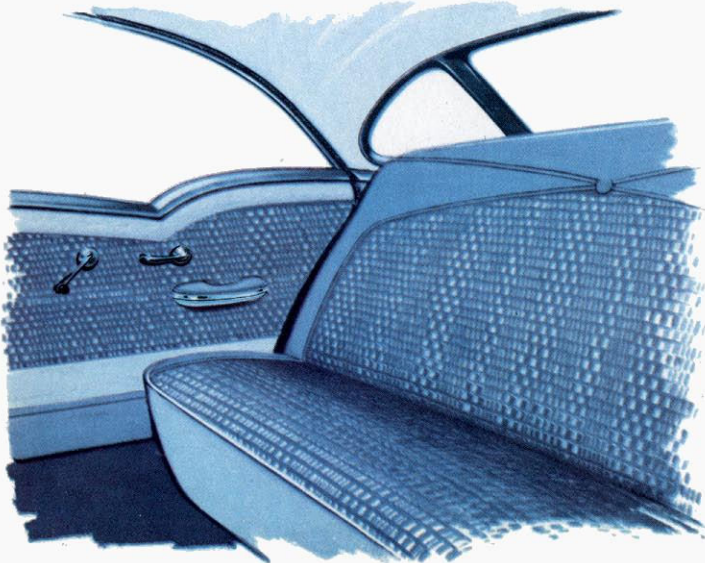
and each is powered by the big new 364-cubic-inch Buick V-8.

1957 Buick Interiors—set the mood for brilliant performance with the smart and trimly tailored fineness of rich Nylon and Cordaveen in softly contrasted color combinations.



Fine Functional Styling with exceptionally clean and compact convenience, characterizes the completely new Buick instrument panel.

1957 Buick broadens the view for both front-seat and rear-seat riders. The racier rake of Buick's new wider panoramic windshield, its narrow front pillars, deep side windows, give every '57 Buick full circle visibility.



more

BUICK

for your money

SPECIFICATIONS

body styles

	40 SPECIAL	60 CENTURY	80 SUPER	70 ROADMASTER
4-Door Sedan	•			
4-Door Hard-top Sedan	•	•	•	• ^①
4-Door Special Hard-top Sedan				
2-Door Sedan	•			
2-Door Hard-top Coupe	•	•	•	• ^②
Convertible Coupe	•	•	•	•
4-Door Estate Wagon, 6-Pass.	•			
4-Door Riviera Estate Wagon, 6-Pass.	•	•		

body specifications

	40 SPECIAL	60 CENTURY	80 SUPER	70 ROADMASTER
Wheelbase	122"	122"	127½"	127½"
Overall Length	208.4"	208.4"	215.3"	215.3"
Overall Width	74.8"	74.8"	77.6"	77.6"

engine specifications

	40 SPECIAL	60 CENTURY	80 SUPER	70 ROADMASTER
V8—250 hp, with Dynaflo Transmission ^③	0			
V8—300 hp, with Dynaflo Transmission		X	X	X

equipment and accessories

	40 SPECIAL	60 CENTURY	80 SUPER	70 ROADMASTER
Power Steering	0	0	X	X
Power Brakes	0	0	0	0
Dual Exhausts	0	0	0	X
Padded Instrument Panel	0	X	X	X
6-way Power Front Seat	0	0 ^④	0 ^④	0 ^⑤
Electric Power Windows	0	0 ^⑥	0 ^⑥	X
Air Conditioning	0	0	0	0
E-Z Eye Glass	0	0	0	0
Heater & Defroster	0	0	0	0
Radio & Antenna	0	0	0	0
White Wall Tires	0	0	0	0

① Available in 2 models—73 and 73A.

② Available in 2 models—76R and 76A.

③ Synchro-mesh transmission standard on all Series 40 models.

④ 2-way standard on Convertible.

⑤ 2-way standard on all models.

⑥ Standard on Convertible.

X Standard equipment.

0 Optional equipment at extra cost.



cadillac ... *for*

The fabulous Eldorado Brougham is a limited production motor car created by Cadillac exclusively for America's most demanding motor car buyers.

Its extraordinary styling is characterized by long, sweeping lines and by a remarkably low and graceful silhouette . . . by dual, parallel head lamps in each front fender . . . and by a unique, brushed stainless steel roof.

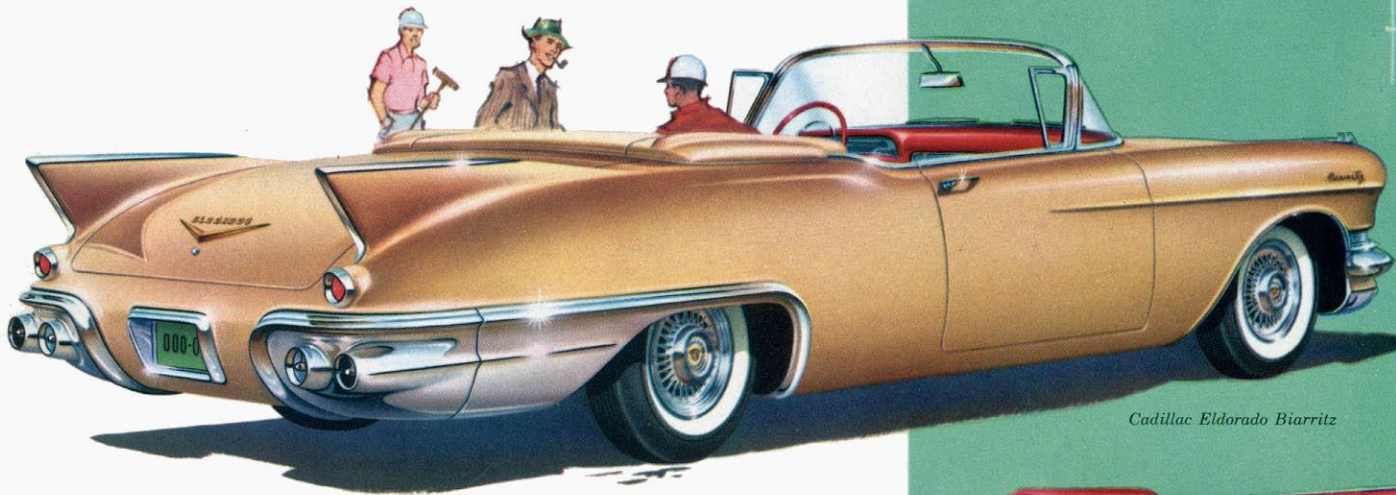
Its gorgeous interiors are available in forty-five distinctive choices and offer features of comfort and luxury never before available in an American motor car including a completely fitted built-in-vanity . . . automatic trunk opener . . . and automatic six-way power seat.

In all that it is and does, the Eldorado Brougham represents an entirely new standard of automotive luxury.



Cadillac Eldorado Brougham

1957 Presents Its Greatest Achievement in Motor Car Design

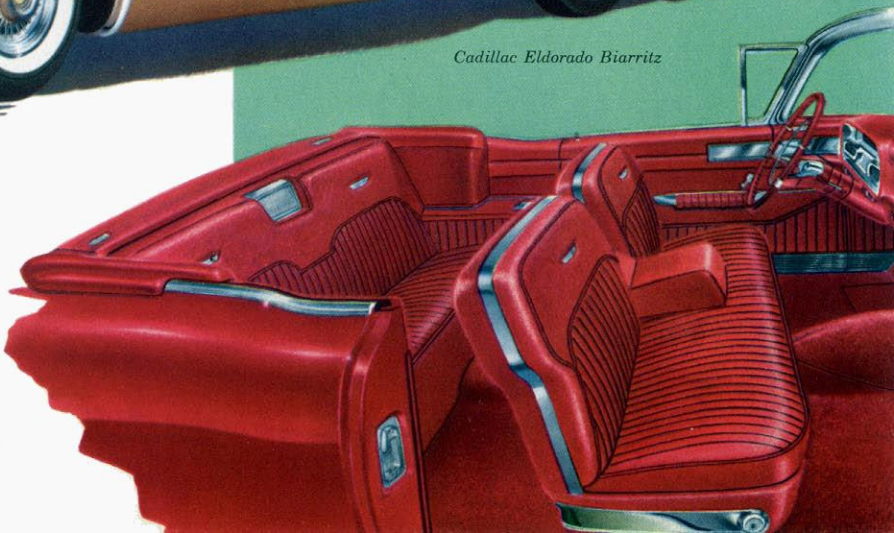


Cadillac Eldorado Biarritz

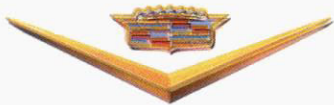
The Cadillac Eldorado Biarritz for 1957 is an outstanding achievement in advanced styling and design.

Its shimmering gold or chrome grille and special high-sweeping rear fenders give it a truly breath-taking beauty.

Interiors of the Eldorado Biarritz are offered in a selection of imported buffalo-grain leathers in black and white, Sabre blue, Elysian green, Kiowa red and white, solid black, metallic copper or solid Kiowa red leather.



Cadillac Series 60 Special, 4-Door Sedan



CADILLAC

...for 1957

The Cadillac for 1957 is wholly restyled and wholly re-engineered—bringing to the world's motorists a new concept of automotive excellence. Its design . . . its engineering . . . its luxury will be emulated in the years ahead by the creators of fine motor cars the world over. For many of the spectacular advancements found in the 1957 Cadillac achieve the perfection that motor car engineers have long been striving to attain. As you learn about the Cadillac for 1957, we know you will agree that this is, indeed, Cadillac's finest year.

Shown above: The Cadillac Fleetwood Sixty Special Sedan is typical of the magnificent new Cadillac styling for 1957. Available for the first time in a distinctive pillarless design, it achieves a rare beauty and youthfulness that will make it a treasured masterpiece for years to come. Completely restyled and almost three inches lower in over-all height, it is a matchless blend of classic symmetry and functional design.



Brilliantly New in Beauty and Performance



The 1957 Cadillac Coupe de Ville displays Cadillac's styling artistry in its fullest glory. Seen from without it is an inspiration to behold. While within, there are appointments and luxuries to thrill even the most seasoned of Cadillac owners.

*Cadillac Series 62,
Coupe de Ville*

more CADILLAC for your money

SPECIFICATIONS

	SERIES 62	62 SPECIAL	SERIES 75	ELDORADO	SERIES 70
body styles					
4-Door Hard-top Sedan	•	•			
4-Door Hard-top Sedan de Ville	•				
4-Door Eldorado Brougham					•
2-Door Hard-top Coupe	•			•	
2-Door Hard-top Coupe de Ville	•				
Convertible Coupe	•			•	
9-Pass. Sedan					
9-Pass. Limousine		•			
body specifications					
Wheelbase	129½"	133"	149½"	129½"	126"
Overall Length	220.9" ^①	224.4"	236.2"	222.1"	216.3"
Overall Width	80"	80"	80"	80"	78.5"
engine specifications					
V8—300 hp, with Hydra-Matic Trans.	X	X	X	X	
V8—325 hp, with Hydra-Matic Trans.				X	②
equipment and accessories					
Power Steering	X	X	X	X	X
Power Brakes	X	X	X	X	X
6-way Power Seat	0	0	0	X	X
2-way Power Seat	③	X	X		
Power Windows	③	X	X	X	X
Air Conditioning	0	0	0	0	X
E-Z-Eye Glass	0	0	0	0	X
Heater & Defroster	0	0	0	X	X
Radio & Antenna	0	0	0	X	X
White Sidewall Tires	0	0	0	X	X
Remote control trunk lock	0	0	0	X	X

①Both Series 62 Sedans 215.9".

②To be announced.

③Standard equip. on Sedan de Ville, Coupe de Ville and Convertible.

X Standard equipment.

0, Optional equipment at extra cost.

CHEVROLET

PONTIAC

OLDSMOBILE

BUICK

CADILLAC



all with body by Fisher

GMC TRUCK AND COACH

