



THE GENERAL MOTORS CARS FOR FIFTY-NINE

It gives us a great deal of pleasure to send you, as a shareholder of General Motors, this booklet on the GM cars for 1959. We are confident that these are the finest automobiles we have ever produced; that each will be a leader in its own field.

Never before in the history of General Motors have all five of our cars been completely new in the same year. There is new body design across the board, with many advancements in comfort, performance, safety and driving ease. Quality and workmanship are outstanding.

On the following pages you will find much basic information about all of General Motors' new cars. We are also enclosing a folder listing the manufacturer's suggested retail price of the cars and optional equipment.

We know you will share our pride in these outstanding new products, and, if you are thinking of buying a new car, you will want to give them first consideration. Remember, GM is your company—when you buy your company's products, you help insure your company's success.

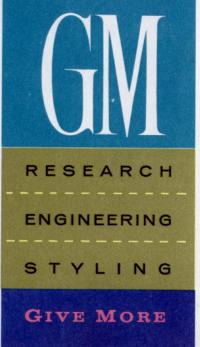
John Francham PRESIDENT

J. S. Donney

CHAIRMAN

YOU GET MORE IN A GM CAR

Yes, you Get More in a GM car because GM Gives More. More in comfort, in performance, in safety, in styling, in driving ease. Behind every GM car are the imagination, the forward thinking of some 5,000 scientists, engineers, stylists and supporting personnel at the GM Technical Center. Here, important technical discoveries are nurtured and tested, providing the foundation upon which division engineers build new mechanical features—automatic transmissions, high-compression engines, air suspension, etc. Here, too, the form of each new General Motors car is born in clay, plastic and glass fiber. That's why we say, every buyer of a GM car gets more because GM Gives More—through research, engineering and styling.





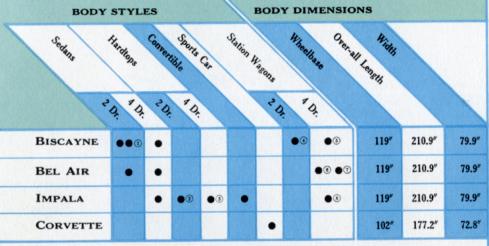
IMPALA SPORT SEDAN in Aspen Green



CHEVROLET '59

Chevrolet for '59 is all new all over again! Functionally wider in body for more room and added comfort. Lower, but with more head room in some models, and with greater entrance room, greater visibility area (by up to 50%) in all. A fresh and airy look—with new windshields that rake back, curving into the slim roofs. New distinction at the front and a fresh new design flare going away. Beautiful new Magic-Mirror acrylic finishes—longer lasting, more durable. Greater luggage storage with more useable space. Surer on the road—with new advances in handling, steering and braking. Extra-value, super-tough Tyrex Cord Tires ride softer, run cooler, last longer! A fresh and original car, beautiful to behold and practical too!





① Utility 2-Door Sedan ② Sport Coupe

Sport Sedan

- (4) (5) Brookwood Station Wagons, 6-pass.
- Parkwood Station Wagon, 6-pass.
- Kingswood Station Wagon, 9-pass.
- ® Nomad Station Wagon, 6-pass.

Fisher Unisteel construction, sealed and insulated, 12-point mounting. EXTERIOR—13 colors in Magic-Mirror acrylic lacquers. Horizontal headlights, directional signals, high-level air intake, concealed fuel filler. Safety Plate Glass in all windows. APPOINTMENTS—Single-key locks, push-button door handles, crank-operated front vent windows, electric windshield wipers. INTERIOR—Footlever parking brake. Luxurious combinations of nylonfaced fabrics and leather-grain vinyl. Vinyl side panels. Vinyl or cloth headlining. Two-spoke 17-inch recessed hub steering wheel.

CHASSIS FEATURES... SAFETY-GIRDER FRAME

—Low, rigid tunnel-center X-frame. FULL-COIL SUSPENSION with double-acting shock absorbers and built-in
levelizing control, front and rear. Independent front suspension with spherical joints. Four-link rear suspension
with four rugged rubber-bushed control arms. REAR AXLE

—Hypoid, semi-floating—four ratios tailored to power
team. STEERING—Forward mounted Ball-Race gear,
balanced relay linkage. Self-energizing SAFETY-MASTER
BRAKES—Bonded linings (199.5 sq. in. area).

ENGINE FEATURES . . . Valve-in-head design, aluminum pistons, forged steel crankshaft, replaceable-insert engine bearings, full-pressure lubrication, harmonic balancer, 12-volt electrical system, positive-shift starter, automatic choke, 3-point mounting. V-8s feature independent valve operating mechanism, integral valve guides, chain-driven camshaft, replaceable-element air cleaner, full-flow oil filter.

TRANSMISSION FEATURES...TRIPLE-TURBINE TURBOGLIDE - Five-element torque converter with dual-pitch stator controlled by accelerator pedal. Single forward Drive range. Grade Retarder and positive parking lock. POWERGLIDE - Three-element torque converter with automatically controlled planetary gears in Drive range. Manually selected low and reverse. Positive parking lock. CLOSE-RATIO 4-SPEED SYNCRO-MESH -High-performance design, all forward speeds fully synchronized. Central floor-mounted short-stroke shift lever. OVERDRIVE - Three-speed Synchro-Mesh plus 2-speed planetary overdrive, engaged semi-automatically above 30 mph. Downshift to direct drive by flooring accelerator. STANDARD 3-SPEED SYNCHRO-MESH-All helical gear, Synchro-Mesh design with high torque capacity.

	ENGINES	1	TRANS	MIS	SIONS					
Available on	Horagower Displace	Conn.	ression Ratio	Special		Power Close A Speed				
PASSENGER	Hi-Thrift 6 ①	135	1 bbl.	235.5	8.25:1	X		0	0	
CARS AND	Turbo-Fire V82	185	2 bbl.	283	8.5:1	X		0	0	0
STATION	Super Turbo-Fire V8	230	4 bbl.	283	9.5:1	X		0	0	0
WAGONS	Ramjet Fuel Injection V8 A,B	250	_	283	9.5:1	X	0		0	0
WAGONS	Turbo-Thrust V8 A	250	4 bbl.	348	9.5:1	X	0		0	0
	Super Turbo-Thrust V8 A	280	3-2 ЫЛ.	348	9.5:1	X	0		0	0
	230-hp Corvette V83	230	4 bbl.	283	9.5:1	X	0		0	
CORVETTE	245-hp Corvette V8 A	245	2-4 bbl.	283	9.5:1	X	0		0	
	250-hp Corvette V8 A	250	_	283	9.5:1	X	0		0	

Standard on 6-cylinder models
 Standard on V8 models

All other engines optional at extra charge.

³ Standard on Corvette

A—Also available at higher horsepower (up to 315) with special camshaft, higher compression ratios (up to 11:1) and other features, Available only with Synchro-Mesh transmission.

B-Not available with Air Suspension or Air Conditioning

X—Standard equipment O—Optional at extra cost





IMPALA—With full-length side moldings and contrasting color-insert, sports-car-styled steering wheel, striped fabrics, foam rubber in all seats. BEL AIR—With full-length white-insert side moldings, two-spoke steering wheel with half-circle horn ring, foam rubber front seats. BIS-CAYNE—With anodized aluminum





SERIES



BISCAYNE 2-DOOR SEDAN in Crown Sapphire

side moldings, rubber floor mats, vinyl and cloth trim. STATION WAGONS—All with roll-down rear windows, power-option on some. OPTIONS AND ACCESSORIES at extra cost include: Power Assists—brakes, steering, windows, seats; Air Conditioning; Level Air Suspension; Positraction Rear Axle; Radios; Heaters.

CORVETTE in Roman Red



YOU GET MORE IN COMFORT

Comfort in every GM car starts with its Body by Fisher. GM engineered seats: shaped and constructed for proper back support; springed and cushioned for sofa-like comfort. Power seat adjustment for tall and short people. Spaciously dimensioned interiors with more leg room, hip room and entrance room. Easier to see out: with greater glass area for greater visibility; improved upward vision with Vista-Panoramic Windshields; protection against glare with E-Z Eye Glass and tilting glare-proof rearview mirrors. Body coating, padding and rubber mountings insulate against noise. Greater comfort under all weather conditions, starting with cowl-high air intakes for clean air and crank-operated front vent windows for positive, draft-free ventilation. Thermostatically-controlled heaters with defrosters and two-speed fans. Air conditioning installed under the hood or under the dash. Outstanding suspension systems that better absorb road shocks and vibrations. Air suspension provides definite proof of GM leadership in suspension design. Developed by the General Motors Engineering Staff, air suspension improves the ride, lessens noise and driver fatigue and automatically maintains the normal level of the car.



RESEARCH

ENGINEERING

STYLING

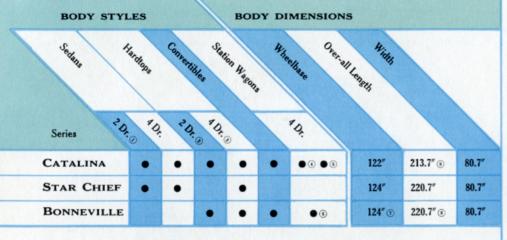
GIVE MORE



PONTIAC '59

All the best of all that's new all in one car—that's Pontiac! Wide-Track Wheels—the widest tread in America, to give you solid footing and unsurpassed road-hugging ability. Air-Cooled True-Contour Brakes for precise, unvarying control stop after stop. Vista-Lounge interiors with seats wider than sofas. All-around visibility with Vista-Panoramic Windshield and glass area increased as much as 37%. Pontiac's most advanced V-8 engines yet, the vibration-free Tempest 420 and the no-extra-cost optional Tempest 420-E—an amazingly economical new V-8 that gives greatly improved mileage. Smart new styling—a look that's new and low. All of these and more wonderful things have happened to America's No. 1 Road Car... Pontiac!





- Sports Sedan
- ② Sports Coupe
- (3) Vista
- Two-seat 6-passenger Safari

- (s) Three-seat 9-passenger Safari
 - Two-seat 6-passenger Custom Safari
- 5 Station wagon-122*
- ® Station wagon-214.3"

BODY FEATURES . . . STRUCTURE - All-steel Body by Fisher. Body steel reinforced, top and bottom and at all four sides. Reinforced super side rail rocker panel. Counter-balanced, self-locking trunk lid, Counter-balanced, sound-deadened double construction hood, EXTERIOR-57 color combinations in durable Magic-Mirror acrylic lacquer. "Free-wheeling" door handles on all rear doors when locked. Safety plate glass all around. APPOINT-MENTS-Crank-operated front vent windows. Same key for ignition and door locks. Different key for trunk lock. Electric windshield wipers. INTERIOR-Automatic interior lighting, door operated. Dual arm rests, front and rear. Instrument panels custom styled for each series. Tell-tale oil and water temperature indicators. 48 colorful combinations of patterned cloth and coated fabric trim.

CHASSIS FEATURES . . . FRAME—Rugged X-member frame. Box section with four cross members. Wider tread for better stability, less car roll. SUSPENSION—Independent action wide diameter front coil springs. Compound angled suspension control arms and connecting links. Torsion action front stabilizer bar. Angle-mounted hydraulic shock absorbers, front and rear. Rear springs—wide diameter, deep travel coil springs. Pivoted control

arms. REAR AXLE—Hypoid rear axle. STEERING—Recirculating ball steering gear. BRAKES—Multiple-sealed 11-inch front and rear brakes. Foot-operated parking brake.

ENGINE FEATURES . . . Efficient low friction, short stroke V-8 design. Overhead hydraulic valve system with aluminized valves. Alloy cast-iron block. Overlapped journal design. Five main bearings. Tin-plated aluminum pistons. Engine cushioned by three-point center of percussion mounts. Pressure suction crankcase ventilation. Harmonic balancer vibration dampening. Full-pressure Quad-gallery Lubricating System. Reverse-flow gusher valve cooling. Intake valves vented to atmosphere. Balanced intake manifold with pre-heat chamber. Automatic choke. 12-volt electrical system.

TRANSMISSION FEATURES . . . STANDARD SYNCHRO-MESH—3 speeds and reverse with quiet helical gears throughout. New high-capacity centrifugally engaged clutch. HYDRA-MATIC—Fluid coupling with planetary gears. 4 speeds with 3 forward driving ranges. Forced downshift through acceleration pedal up to 65 mph. Parking lock.

ENGIN	ENGINES			TRANSMISSIONS						
Horsenower Available on	Cartination	Displacement Cu. In length	Condition of Paris Radio	Sincha Meal	Holfa Malic					
CATALINA and STAR CHIEF	245 ③ 280 300 ②	2 bbl. 2 bbl. 4 bbl.	389 389 389	8.6:1 10:1 10:1	X	0				
Bonneville	260 ③ 300	4 bbl. 4 bbl.	389 389	8.6:1 10:1	х	0				
ALL MODELS	215①③ 315②	2 bbl. 3-2 bbl.	389 389	8.6:1 10.5:1	x	0				

Engine optional at no extra cost—with Super Hydra-Matic transmission only

X—Standard Equipment

O—Optional at extra cost

Optional accessories and equipment at extra cost, include: Power Assists—steering, brakes, windows, seats (6-way); Power Antenna; Air Suspension; Radio; Heater and Defroster: Air Conditioning.

³ Optional at extra cost

³ Designed to operate on regular fuel







SERIES

BONNEVILLE—With padded hand-rail assist bar, aluminum seat-end and side panels, special noise-deadening insulation. STAR CHIEF—With special coated fabric interiors, deluxe steering wheel, distinctive instrument







MODELS

panel design and wheel discs. CATALINA—Greatest selectivity with 7 models, 11 exterior colors, and 5 cloth and coated fabric interiors. SAFARIS—All have roll-down rear windows, with power standard on 3-seat Safari.





THREE-SEAT CATALINA SAFARI in Canyon Copper

YOU GET MORE IN PERFORMANCE

Performance in every GM car starts with its high-compression engine-available now with compression ratios as high as 11 to 1! The scientific principle of high compression-burning fuel and air under greatly increased pressures - was applied successfully to automotive engines by GM Research Laboratory in 1947 and first introduced in a GM passenger car in 1949. Today every GM car is powered by improved versions of such an engine-noted for their compactness, their smoothness, their responsiveness, their quietness, their efficiency, their dependability! These power packages incorporate many other scientific and engineering features, the direct result of continuing research and development work. Squeezing more power out of every gallon of fuel in specially shaped combustion chambers Running on bearings so highly developed that they last the life of the car Built of research-developed materials that slow engine wear, reduce oil consumption With rotating parts dynamically balanced on special General Motors-designed machines for vibration-free operation Developing more useful power through improved breathing and timing, to provide rapid acceleration for agile movement.

Also contributing to the outstanding performance of General Motors cars is the widest selection of transmissions in the industry, including several hand-shift transmissions and many automatics. Transmissions to adapt the engine to varying road and driver requirements; transmissions to provide the best in performance, convenience and economy.

GM

RESEARCH

ENGINEERING

STYLING

GIVE MORE



OLDSMOBILE '59

In Olds for '59—it's the inside story of wide open spaces. There's more leg room, more hip room in every spacious model. The tremendous increase in glass all around enhances the airy feeling, gives a new outlook! Olds' "Linear Look" with its slim, trim lines heralds the start of a new styling cycle. Wide-Stance Chassis with wider, stronger Guard-Beam Frame, wider tread and improved suspension gives a more solid "Glide" ride. Air-Scoop Brakes on all four wheels dissipate heat faster, run cooler, last longer. The bigger, more rigid '59 Rocket Engine is quieter, smoother, more powerful. New Roto-Matic Power Steering—responds better, takes less effort. Wider, deeper trunk stores up to 64% more. A car totally new in design ... yet typically Olds in good taste, in good craftsmanship.



BODY STYLES			вог	DY D	IME	NSIO	NS .		
Seigns Harding		_		_	Quest.	Wid Length	8		
DYNAMIC 88	•	•	•	•	•	•	123."	218.4"	80.8"
SUPER 88		•	•	•	•	•	123."	218.4"	80.8"
NINETY-EIGHT		•	•	•	•		126.3"	223.0"	80.8"

¹ Holiday SceniCoupe

BODY FEATURES . . . STRUCTURE—All-welded, high quality Body by Fisher. New extra-heavy molded rubber body mounts. EXTERIOR — Safety plate glass all around. 15 Magic-Mirror colors of acrylic base lacquers. APPOINTMENTS—Electrically-operated windshield wipers. Crank-operated front vent windows. INTERIOR—Twincontour instrument panel with dual, lighted ash receivers. Safety-Spectrum speedometer—color bar replaces needle: 0-35 mph, bar remains green; 35-65, orange; 65 and over, red. Ruggedly constructed Fashion-Firm and Custom-Lounge seats. Beautiful fabrics and colorful trim combinations.

CHASSIS FEATURES . . . GUARD-BEAM FRAME—
Combines U-channel and box-member side rails, with huge
center X-member. FRONT SUSPENSION—Pivot-Poise with
Counter Dive; independent coil springs; direct-acting shock
absorbers; stabilizer bar. REAR SUSPENSION—Leaf spring
with outboard mounted, direct-acting shock absorbers.
AIR-SCOOP BRAKES—Super Hydraulic; 191.7 sq. in. lining
area; Air Scoop heat dissipating flange. REAR AXLE—Semifloating with hypoid gears. STEERING—Dual centercontrol, recirculating ball-nut gear.

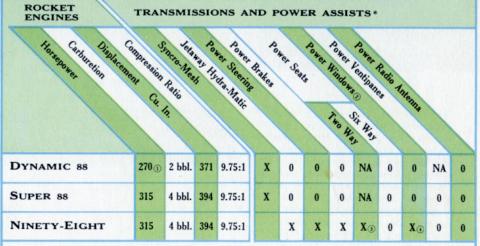
② Holiday SportSedan

⁽³⁾ Fiesta

ENGINE FEATURES . . . High compression, short stroke 90° V8 design. Rigid engine block with longer cylinders for greater piston support. Replaceable main insert bearings. Auto-Thermic aluminum pistons. Free-Flow intake manifold design. Overhead valves with hydraulic lifters and conical valve springs. Full-pressure lubrication. 12-volt electrical system.

TRANSMISSION FEATURES . . . JETAWAY HYDRA-MATIC DRIVE—Two planetary gear sets, two fluid couplings and improved clutches. Four forward speeds, three driving ranges. Part-throttle downshift at speeds up to 30 mph, full-throttle downshift at speeds up to 65 mph. Parking lock. SYNCRO-MESH—Standard 3-speed and reverse, all helical gears.

Other optional accessories and equipment are available at extra cost including: Anti-Spin Rear Axle, Trans-Portable, DeLuxe and Super DeLuxe Radios, Air Conditioning, Dual-Range Power Heater, etc.



- 1) 300 hp, 4 bbl. Rocket engine available at extra cost.
- ② Power-operated rear window available on Fiesta model.
- (3) Standard on all Ninety-Eight models except 4-Dr. Sedan.
- Optional on Ninety-Eight 4-Door Sedan.

X—Standard equipment
O—Optional at extra cost
NA—Not Available

3 SERIES

NINETY-EIGHT—With roomy, luxurious interiors, many power assists and Jetaway Hydra-Matic Drive as standard equipment. SUPER 88—With deep-twist carpeting, glamorous interiors and the Power-Famous 315 hp Rocket Engine. DYNAMIC 88—With Fashion-Firm seats, increased passenger room and luggage space, and the 270 hp Rocket Engine with improved Econ-O-Way Carburetor.

DYNAMIC 88 4-DOOR SEDAN in Emerald Mist and Crystal Green SUPER 88 CONVERTIBLE COUPE in Burgundy Mist DYNAMIC 88 FIESTA STATION WAGON in Russet SUPER 88 HOLIDAY SCENICOUPE in Bronze Mist and Polaris White

15 MODELS

YOU GET MORE IN SAFETY

GM cars are made with safety in mind packed with features designed to make driving safer. Features which leave you free to concentrate on driving: adjustable seats to locate you properly behind the wheel within reach of conveniently arranged controls and instruments; power-assisted steering and brakes to give you better control of car direction and speed; and directional signals for easier, safer signaling of turns. Features to improve your seeing ability when driving: greater glass area with freedom from distortion for better viewing all around; improved four-lamp lighting system with GM Safety-Aiming to assure proper beam direction; rapid defrosting and defogging of windshield; foot-operated and Autronic-Eye control of headlight dimmers for better, safer night driving. Better vision for the driver following GM cars too, because he can see clearly through the wide, distortion-free rear window and windshield. Engines and transmissions with plenty of reserve power-for safety in passing slow-moving vehicles, in crossing busy intersections and on hills. Tires with built-in skid protection and resistance to blowout. Features to help protect you from harm in the event of accident: reinforced bodies on low, wide chassis low enough to provide improved stability, rigid enough to resist roof collapse in the event of roll over and with impact absorbing front and rear ends; shatter-proof safety plate glass in all windows and padded instrument panels. Engineered for maximum roadability, for safe, sure braking and for stability on curves, GM cars are exhaustively safety-tested at the GM Proving Grounds.



GIVE MORE



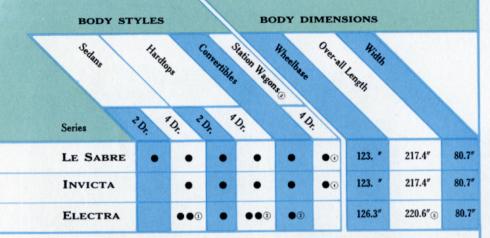
ELECTRA 225 4-DOOR HARDTOP in Sable Black



BUICK '59

Buick's so new . . . even the names had to be new! Thrifty LeSabre, spirited Invicta and luxurious Electra! Wildcat and Wildcat 445 engines, with high-performance in the middle-range speeds and high economy. New Triple Turbine and Twin Turbine Transmissions—with flow-and-go smoothness. Balanced design in the Equipoise Chassis—full coil-spring suspension with greater clearance, better shock absorber control or new Buick Air Ride option—rear wheel air suspension with coil springs in front. New style in Buick's gleaming body with Vista-Panoramic Windshield, diamond pattern grille, rakish delta-wing fenders. New and wonderful from road to roof . . this is the first of a new generation of great new Buicks.





- (i) Electra 225 4-Door Riviera Sedan
- ① Electra 225
- 3 Estate Wagon

- 6-passenger with 2 seats; Optional Junior Seat also available
- ⑤ Electra 225 Models—225.4 in. on 4-Door Hardtop and 4-Door Riviera Sedan

Fisher, all-welded, sealed and insulated. EXTERIOR—13 Magic-Mirror finishes; all two-tone combinations to have Arctic White upper. Safety plate glass in all windows. Estate wagons have roll-down rear windows. APPOINT-MENTS—Crank-operated front vent windows. Cigarette lighter, dual adjustable sun visors and automatic dome light, front-and-rear ash trays. Electric windshield wipers. Push-button door handles and locks. INTERIOR—Barbary cloth, Balfour cloth, nylon Mojave, broadcloth, Saran Balfour, Cordaveen, and leather interior trim in 45 fashionstyled interior combinations.

CHASSIS FEATURES . . . FRAME—Boxed side rails with "K" type cross-member. SUSPENSION—Front: coil springs and ball joint with double-acting shock absorbers. Rear: coil springs standard with tubular steel track bar mounted in rubber, double-acting shock absorbers. REAR AXLE—Buick Torque-Tube Drive, semi-floating rear axle with hypoid gears. STEERING—Ball bearing worm and nut. BRAKES—Air-cooled aluminum brake drums, front; fin-cast iron brake drums, rear. 12.015" diameter. Full-size 15-inch wheels.

ENGINE FEATURES... Valve-in-head 90 degree V8. Aluminum alloy pistons—cam ground, traverse slot. Hydraulic valve lifters. Moraine 400 main insert type bearings. Steel-backed aluminum connecting rod bearings. Aluminum element air cleaner. 12-volt electrical system. Neoprene boot protected spark plugs. Full-flow oil filter and pressure lubrication to main, connecting rod and camshaft bearings.

TRANSMISSION FEATURES . . . TRIPLE TURBINE—5-element torque converter. Three turbines. Infinite-pitch stator controlled by accelerator and two fixed vane stators. Grade retarder. Parking lock. TWIN TURBINE—5-element torque converter. Two turbines. Dual-pitch stator and fixed vane stator. Parking lock. SYNCHRO-MESH—Standard, 3-speeds and reverse, all helical gear. Single dry plate clutch with coil springs.

Other optional accessories and equipment available include: Heater and Defroster, Air Conditioning, Choice of Radios, Electric Antenna, Autronic-Eye, Positive-Traction Differential. Air Ride.

ENGINES TRANSMISSIONS AND POWER ASSISTS* Compression Ratio Horsepower Displacement Ct. In Power Windows Power Sent Mindows Carburelion Power Steering Power Seals 6 was Twin Turbine Triple Turbine Series 250 x 2 bbl. 10.5:1 364 0(1) 0 LE SARRE Wildcat 0 0 03 03 300₀ 4 bbl. 10.5:1 0 364 0 INVICTA 0 0 0 0 0 NA Wildcat 325 4 ыы. 10.5:1 401 445

ELECTRA

X—Standard equipment
O—Optional at extra cost
NA—Not available

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00 0

0

Synchro-Mesh transmission standard with 8.5:1 compression ratio engine.

⁽²⁾ Power tailgate window optional on all estate wagons

³ Not available on 2-dr. sedan

Standard on convertible



SERIES TO MODELS

ELECTRA—Nylon Mojave and wool broadcloth interiors, many power assists, dual-speed electric wipers, instrument panel safety pad and pull-down rear arm rest. INVICTA—Balfour cloth with Cordaveen accents, instrument panel safety pad, dual-speed electric windshield wipers, Wildcat 445 engine and Twin Turbine transmission. LE SABRE—Economical performance with Wildcat engine. Barbary cloth with Cordaveen accents.



YOU GET MORE IN STYLING

General Motors cars are styled to make you want to own one, styled to make you proud you own one! Beauty and function go hand in hand as GM stylists seek a design that is more desirable and at the same time more useful, more convenient and more pleasant to use.

This philosophy finds application in many areas. In GM windshields and rear windowsbig and distinctive in appearance, but with limited curvatures to control distortion. In sedans stylishly low, but with generous shoulder room. head room and leg room. In entrance roomdoors wide enough and seat edges close enough to the side of the body for easy access. In window openings-located at a convenient height to rest the arms. In upper fender surfaces - high enough to be conveniently seen by the driver and used

for gauging car position. In tail lamps-high and at the edge of the car for maximum visibility. In roofs and pillars-slim enough for minimum interference with seeing ability. In wrap-around bumpers - to afford protection for the side body. In body moldings—located for protection against paint chipping. In window moldings and other surfaces likely to rust -rust-resistant bright metal is used. In rear decks-long with plenty of room inside for additional storage space. In interiors easy-to-care-for and long wearing trim materials and fabrics. In instruments—recessed and shaded for better seeing. In instrument panel top surfaces-shaped to reduce glare. These and many other features of General Motors cars are tastefully and thoughtfully designed with your driving pleasure in mind.



ENGINEERING

GIVE MORE

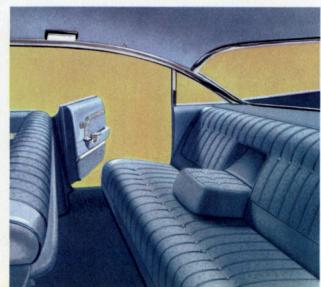


THE SEDAN DE VILLE in Metallic Blue



CADILLAC '59

Cadillac for 1959 introduces a new realm of motoring majesty. New in the way it looks . . . with a windshield affording greater visibility than ever before, dazzling new grille ensemble, dramatic new roof lines and sweeping rear fins. New in the way it rides and drives . . . with Cadillac's superlative seats, faultless 4-point coil or air suspension, revolutionary new shock absorbers, many power-assist features. New in the owner satisfaction it will render . . . born of its exquisite quality and craftsmanship, of gorgeous interiors that are inspiring to behold, and of the newest advancements in driving pleasure. There's wonderful and exciting news in Cadillac for 1959 . . . progress that makes this a proud and logical successor to illustrious Cadillac creations of the past 57 years.



BOD	Y ST	YLES		во	DY DIM	ENSION	S	
The Party of the P	as Q.	Convertibles & Dr.	Linousine	Sedan Apass	Wheelbase	Over-all Length	Width S	
SIXTY-TWO	•	●1●2	•			130″	225″	80.2"
COUPE DE VILLE & SEDAN DE VILLE	•3	•4•3				130″	225"	80.2"
SIXTY SPECIAL		•				130"	225"	81.1"
ELDORADO BIARRITZ & SEVILLE	•		•			130"	225″	80.2"
ELDORADO BROUGHAM		•				130"	225″	80.2"
SEVENTY-FIVE				•	•	149.8"	244.8"	80.2"

Fleetwood Coach-crafted construction, EXTERIOR-15 acrylic lacquer finishes plus 5 exclusive Eldorado colors. Safety plate glass in all windows. Back-up lights. APPOINT-MENTS-Electric windshield wipers and washers, rear center arm rests in closed models, courtesy lights, dual sun visors, visor vanity mirror, electric clock, cigarette lighters and front-and-rear ash trays. INTERIOR-Wide variety of elegant selections of world's choicest leathers and fabrics.

BODY FEATURES . . . STRUCTURE-All-welded

CHASSIS FEATURES ... FRAME-Tubular-center X frame permits lower body. FRONT SUSPENSION-Spherical joint with independent, helical-coil type springs. REAR SUSPENSION - Four-point. Rear springs are helical-coil type. Freon-bag type hydraulic shock absorbers eliminate aeration of oil and provide full control under all road conditions and temperatures. REAR AXLE-Hypoid. Differential housing offset to provide straight-line drive. Four axle ratios available. STEERING-New Rotary-Valve Power Steering standard equipment with over-all steering ratio of 18.9 to 1. BRAKES-Power Brakes standard. Effective lining area, 210.32 sq. in., 233.72 sq. in. on Series 75 models.

^{2 6-}window Sixty-two Sedan (§ 6-window Sedan de Ville 3 Coupe de Ville

ENGINE FEATURES . . . Eight-cylinder, overhead, 90° V-type. Mounted in rubber at 3 points. Aluminum alloy pistons, slipper type. Recessed contour in piston head increases turbulence, improves burning of fuel-air mixture. Downdraft carburetors with equalized manifolding. Drypack type air cleaner. Full-pressure lubrication. 12-volt electrical system.

TRANSMISSION FEATURES . . . HYDRA-MATIC DRIVE —Fully automatic, step-gear type. Controlled fluid coupling on forward gear set for smoother shifts. Provides two drive ranges, Lo and Reverse. Parking lock.

 Other accessories and equipment, either standard or optional at extra cost, are available, including Air Suspension, Air Conditioning, Radio, Heating System, Cruise Control, Autronic-Eye and Fog Lamps.

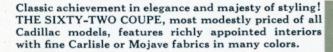
X—Standard equipment

O—Optional at extra cost

- NA-Not available
- 1) Standard on convertible
- Power-operated retractable rear window vent standard
- 3 Displacement-390 cu. in.

ENGINES 3	1	TRANS	MISSI	ON AI	ND P	OWE	R AS	SIST	s*		
Horiegower Carlinet	Conna	Hodia Ratio	Power St.	Power Bra	Powe	Seals Two	Power Will Way	Front W.	Elect Vindow Ven	ic Door Lock	
SIXTY-TWO	325	4 bbl.	10.5:1	X	X	X	NA _①	0	00	0	0
COUPE DE VILLE & SEDAN DE VILLE	325	4 bbl.	10.5:1	x	X	x	X	0	X	0	0
SIXTY SPECIAL	325	4 bbl.	10.5:1	x	х	x	x	0	x	x	0
ELDORADO BIARRITZ & SEVILLE	345	3-2 bbl.	10.5:1	x	x	х	NA	x	x	X	x
ELDORADO BROUGHAM	345	3-2 bbl.	10.5:1	x	X	X	NA	X	х	X _②	x
SEVENTY- FIVE	325	4 bbl.	10.5:1	X	X	X	x	NA	x	0	NA





Luxurious beyond description, THE ELDORADO BIARRITZ offers interiors of deep-grained Cardiff and Florentine leathers in metallic tones. Spectacular performance with the new 345 horsepower engine.



MODELS



Distinctive appearance, fleet beauty of silhouette, elegant simplicity of design make THE FLEETWOOD SIXTY SPECIAL a classic among motorcars. Many fabric and leather upholstery combinations available.

CADILLAC'S supreme achievement, the limited-production ELDORADO BROUGHAM, is custom-designed, custom-built to give every advanced feature of comfort, convenience, luxury, and performance.







YOU GET MORE IN DRIVING EASE AND CONVENIENCE

In GM cars, you get all the conveniences you want and need to make driving easy and pleasant! Simply designed operating controls and easy-toread instruments within convenient reach of the driver's seat. Automatic transmissions to eliminate gear shifting-just put the selector in drive and touch the accelerator. Power steering to take the work out of parking. Handy foot-applied parking brakes to save reaching. Door handles, window cranks, heater controls, turn signals, windshield washer and wiper controls all within easy reach and easy to operate. Power-operated windows save stretching across the car. Autronic-Eye automatically dips your lights when approaching other cars and raises the beam after passing.

Radios you can operate without taking your eyes off the road, with station selection by push-button, special tuning bar, or foot selector and with power-operated antennas. Speed warning buzzers to remind you when a pre-determined speed is reached. Cruise control (Cadillac) provides automatic accelerator adjustment to maintain preset speeds and give you new freedom of foot. Ash trays, cigarette lighters, arm rests, glove compartments and courtesy lights add a personal touch. Convertible coupes with power-operated fabric tops. Station wagons with roll-down rear windows and fold-away second seats provide more convenient storage space. All these conveniences are available to you in cars made by GM.



RESEARCH

ENGINEERING

STYLING

GIVE MORE

VAUXHALL

British craftsmanship and distinction . . . in Vauxhall Victor. Offered in two models . . . Victor Super 4-door Sedan . . . and the 4-door Victor Estate Wagon. A moderately priced car of medium overall size, yet with a spacious interior. The 92-cubic-inch Vauxhall engine develops 53 horsepower with 6.8 to 1 compression ratio or 55 horsepower with 7.8 to 1 compression ratio. Vauxhall's easy handling and remarkable economy stem from its very advanced design. Check these features: Panoramic windshield, convenience of 4 doors, smart lines, advanced craftsmanship and single unit welded body construction. For practical value Vauxhall is tops. See your Pontiac dealer.



VAUXHALL VICTOR ESTATE WAGON and VAUXHALL VICTOR SUPER

VAUXHALL FEATURES: Heater and defroster, flashing turn signals, 2-speed electric windshield wipers, combined ignition and starter switch, 12-volt electrical system, dual sun visors, swing-type pedals, automatic dome light, adjustable front seat.

OPEL

Europe's most distinguished economy car. Offered in two body styles . . . the 2-door Olympia Rekord Sedan and the 2-door Caravan Station Wagon. You get the combination of low-cost transportation and good performance from its 56 horsepower engine, with 7.5 to 1 compression ratio and 90.8 cubic-inch displacement. Compact in size and maneuverable with its 100.04-inch wheelbase, yet roomy enough inside for 4-5 passengers and plenty of luggage—up to 65 cubic feet in the Caravan with the rear seat folded. The quality-crafted body is of unitized all-steel construction with Panoramic windshield. See your Buick dealer.



OLYMPIA REKORD and OPEL CARAVAN

OPEL FEATURES: Heater and defroster, flashing turn signals, adjustable front seat, automatic dome light, locking glove compartment, clock, red-line speedometer, dual sun visors, swing-type pedals, positive shaft-driven windshield wipers, crank-operated vent windows, rugged roof luggage rack standard on Caravan Station Wagon.

GENERAL MOTORS 1959 PASSENGER CAR SUGGESTED RETAIL PRICE LIST

CHEVROLET / PONTIAC / OLDSMOBILE / BUICK / CADILLAC / VAUXHALL · OPEL

All prices, specifications etc., are subject to change without notice.

MANUFACTURER'S SUGGESTED RETAIL PRICES

The passenger car prices in this folder are the manufacturer's suggested retail prices, including reimbursement for Federal Excise tax and suggested dealer delivery and handling charge. These prices do not include destination charges, optional equipment and accessories, and state and local taxes.

Prices listed for principal factory-installed optional equipment or accessories on U. S.-built cars are the manufacturer's suggested retail delivered prices. These prices include reimbursement for Federal Excise tax but do not include state and local taxes, if any. Your local dealer should be consulted for the prices of dealer-installed optional equipment and accessories.

The prices for Vauxhall and Opel cars, manufactured by General Motors subsidiaries in England and West Germany, are F.O.B. New York, N. Y., port of importation.

CHEVROLET

MANUFACTURER'S SUGGESTED RETAIL PRICES

					Convert-	Station Wa		tion Wag	agons	
Series	Seda	Sedans		Hardtops		Sports Car	2 Dr.	4 Dr.		
	2 Dr.	4 Dr.	2 Dr.	4 Dr.	ible	Cai	6 pass.	6 pass.	9 pass.	
BISCAYNE 6	\$2,247*	\$2,301		- COL			\$2,571	\$2,638		
BISCAYNE V8	2,365**	2,419			To Annual	(No lake)	2,689	2,756	Bas II	
BEL AIR 6	2,386	2,440						2,749	\$2,852	
BEL AIR V8	2,504	2,558		1992		Sup-10	THE R	2,867	2,970	
IMPALA 6		2,592	\$2,599	\$2,664	\$2,849			2,891		
IMPALA V8		2,710	2,717	2,782	2,967			3,009		
CORVETTE V8						\$3,875				

^{*}Also Utility 2 Dr. Sedan, 6 cyl., \$2,160

PRINCIPAL FACTORY-INSTALLED OPTIONAL EQUIPMENT AND ACCESSORIES†

Super Turbo-Fire V8 engine-230 hp	\$ 29.10
Ramjet Fuel Injection V8 engine-250 hp.	484.20
Turbo-Thrust V8 engine—250 hp	80.70
Super Turbo-Thrust V8 engine-280 hp	150.65
245 hp Corvette V8 engine ①	150.65
Overdrive ②	107.60
Powerglide Transmission	199.10
Turboglide Transmission ③	242.10
Power Steering ①	75.35
Power Brakes ①	43.05
Power Windows ⑤	102.25
6-Way Power Seat ①	102.25
Heater (De Luxe) and Defroster	80.25
Radio (Push Button) and Antenna	84.00
Air Conditioning (Including heater and	
defroster) ① ⑥	468.10
Air Suspension ① ①	134.50

①Optional on Corvette only. ②Optional with 6 cylinder engine, Turbo-Fire V8 and Super Turbo-Fire V8. ③Optional on V8's except Corvette. ④Not available on Corvette. ⑤\$59.20 on Corvette. ⑥\$to available on 6 cylinder models or convertibles. ⑤Not available on 6 cylinder models or cars with synchro-mesh transmission.

^{**} Also Utility 2 Dr. Sedan, V8, \$2,278

[†] Manufacturer's Suggested Retail Delivered Price.

PONTIAC

MANUFACTURER'S SUGGESTED RETAIL PRICES

Series	Sec	dans	Hardtops		Convertibles	4 Dr. Station Wagon		
Series	2 Dr.	4 Dr.	2 Dr.	4 Dr.		6 pass.	9 pass.	
CATALINA	\$2,633	\$2,704	\$2,768	\$2,844	\$3,080	\$3,101	\$3,209	
STAR CHIEF	2,934	3,005	CLAS.	3,138	WUE		10,433	
BONNEVILLE			3,257	3,333	3,478	3,532		

PRINCIPAL FACTORY-INSTALLED OPTIONAL EQUIPMENT AND ACCESSORIES†

300 hp engine	\$ 24.19
315 hp engine	90.30
Super Hydra-Matic Transmission	231.34
Power Steering	107.50
Power Brakes	43.00
Power Windows	107.50
6-Way Power Seat	102.12
Heater and Defroster	101.65
Radio (Wonder Touch) and Antenna	101.65
Air Conditioning ①	430.40
Air Suspension ①	
00 11 1 11 0 11 11 Malla mad	-1

①Optional on all Super Hydra-Matic models with heaters.

②Available only with Power Steering.

[†] Manufacturer's Suggested Retail Delivered Price.

OLDSMOBILE

MANUFACTURER'S SUGGESTED RETAIL PRICES

Series	Sed	ans	Hard	tops	Convertibles	4 Dr. Station	
Series	2 Dr.	4 Dr.	2 Dr.	4 Dr.	Convertibles	Wagons	
DYNAMIC 88	\$2,837	\$2,902	\$2,958	\$3,036	\$3,286	\$3,365	
SUPER 88		3,178	3,328	3,405	3,595	3,669	
NINETY-EIGHT		3,890	4,086	4,162	4,366		

PRINCIPAL FACTORY-INSTALLED OPTIONAL EQUIPMENT AND ACCESSORIES†

300 hp Rocket engine ①	\$ 20.15
Jetaway Hydra-Matic Transmission ②	
Power Steering ②	107.50
Power Brakes ②	43.00
Power Windows ①	
6-Way Power Seat	102.12
Heater and Defroster	101.88
Radio (De Luxe) and Antenna	101.65
Air Conditioning	430.40
①Optional on Dynamic 88.	

- (2)Standard on Ninety-Eight.
- 3Standard on Ninety-Eight except 4 Dr. Sedan.
- † Manufacturer's Suggested Retail Delivered Price.

The optional equipment and accessories listed for U.S.-built cars are a selection of principal factory-installed items. See your local dealer for other options and accessories.

BUICK

MANUFACTURER'S SUGGESTED RETAIL PRICES

andiatrics ap-	Sed	lans	Hard	ltops	estrone M	Station Wagons	
Series	2 Dr.	4 Dr.	2 Dr.	4 Dr.	Convertibles	4 Dr.	
LE SABRE	\$2,740	\$2,804	\$2,849	\$2,925	\$3,129	\$3,320	
INVICTA	nge depulsario	3,357	3,447	3,515	3,620	3,841	
ELECTRA	ister for p	3,856	3,818	3,963	g sheemer	Distribution, 55.	
ELECTRA 225	ni enake	4,300*	alcer s	4,300	4,192	SHOR CITALEN	

^{* 6-}window Riviera.

PRINCIPAL FACTORY-INSTALLED OPTIONAL EQUIPMENT AND ACCESSORIES†

300 hp engine ①\$	51.60
Twin Turbine Transmission ③	220.38
Triple Turbine Transmission ③	295.63
Power Steering ①	107.50
Power Brakes 4 5	43.00
Power Windows @ @	107.50
6-Way Power Seat ①	
Heater and Defroster	
Radio (Sonomatic) and Antenna	102.13
Air Conditioning	430.00
Air Suspension (rear only) §	145.13

- ①Optional on Le Sabre only.
- Standard on Invicta and Electra.
- 3\$75.25 on Invicta and Electra.
- Standard on Electra.
- ⑤Available only with automatic transmission.
- ®Standard on Electra Convertible.
- Not available on Le Sabre 2 Dr. Sedan.
- «Available only with power steering.
- † Manufacturer's Suggested Retail Delivered Price.

CADILLAC

MANUFACTURER'S SUGGESTED RETAIL PRICES

Series	Hardtop		Convertible	Limousine Sedan	
	2 Dr.	4 Dr.	Convertible	9 pass.	9 pass.
SIXTY-TWO	\$4,892	\$5,080*	\$5,455		
COUPE DE VILLE & SEDAN DE VILLE	5,252	5,498*			3276
SIXTY SPECIAL		6,233			
ELDORADO BIARRITZ & SEVILLE	7,401		7,401		
ELDORADO BROUGHAM		13,075			
SEVENTY-FIVE				\$9,533	\$9,748

^{*}For either 4-window or 6-window models.

PRINCIPAL FACTORY-INSTALLED OPTIONAL EQUIPMENT AND ACCESSORIES *+

Power Windows ①	\$118.4
6-Way Power Seat ② ③	. 118.4
Heating System ①	128.7
Radio and Antenna	164.6
Air Conditioning	473.6
Air Suspension ①	. 214.6

- * Hydra-Matic Transmission, Power Steering and Power Brakes standard on all models. Eldorado Brougham is fully-equipped; there are no options.
- ①Optional on 2 Dr. and 4 Dr. Hardtops in Series 62; standard on all other models.
- Standard on Eldorados; not available on Series 75; optional on all others.
- ③2-Way Power Seat standard on all models except Series 62 Hardtops and Eldorados.
- Standard on Eldorados.
- † Manufacturer's Suggested Retail Delivered Price.

VAUXHALL

MANUFACTURER'S SUGGESTED RETAIL PRICEST

4 Door Sedan\$1,987.50

5 Passenger 4 Door Station Wagon 2,400.00

DEALER INSTALLED ACCESSORIES

Item	Price*
Radio	 \$59.85
Antenna	 4.90
Electric Clock	 31.50
Trunk Light (Sedan)	 3.70
W/S Washer	 17.80
Outside R. V. Mirror	
Glove Box Light	 1.75
Cigar Lighter	

[†] F.O.B. New York, N. Y.

OPEL

MANUFACTURER'S SUGGESTED RETAIL PRICEST

2 Door Sedan\$1,987.50

5 Passenger 2 Door Station Wagon 2,400.00

DEALER INSTALLED ACCESSORIES

Item	Price*
Radio	\$77.75
Antenna	10.25
Interference Eliminator	5.80
W/S Washer	7.20
Outside R. V. Mirror	
Back up Lights	3.15
Bumper Guards—F or R	8.15 each

[†]F.O.B. New York, N. Y.

These suggested retail car prices do not include destination charges and state and local taxes, if any.

^{*} Manufacturer's Suggested Price, State and local taxes and installation extra.

^{*} Manufacturer's Suggested Price. State and local taxes and installation extra.



