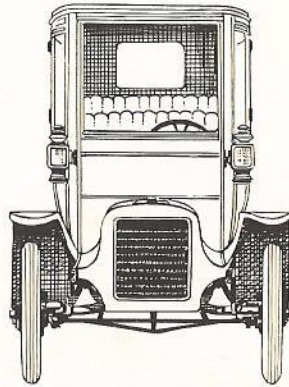


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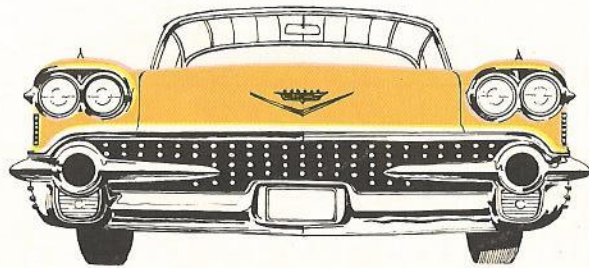
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*In this, its fiftieth anniversary year,  
General Motors is proud to present its  
Golden Milestone lines of automobiles*



80  
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1

As a shareholder, you will, I am sure, share our pride in these fine cars. Their many outstanding features make them the very finest we have ever produced. In quality and design they have built into them the accumulated experience and skill of our workers plus the technical advances which have come from the inquiring minds of our engineers, research men and other technicians.

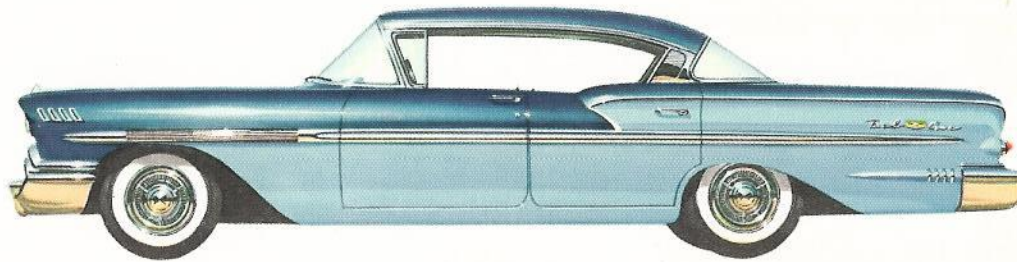
A Fiftieth Anniversary is important only as it serves as an occasion for taking stock and particularly for pausing to chart the road ahead. As we move into our second half-century, it is our firm resolve to make of it a second half-century of progress—progress first of all for our customers, but progress also for all associated with General Motors—employees, dealers, suppliers, shareholders.

*Harlow H. Curtis*

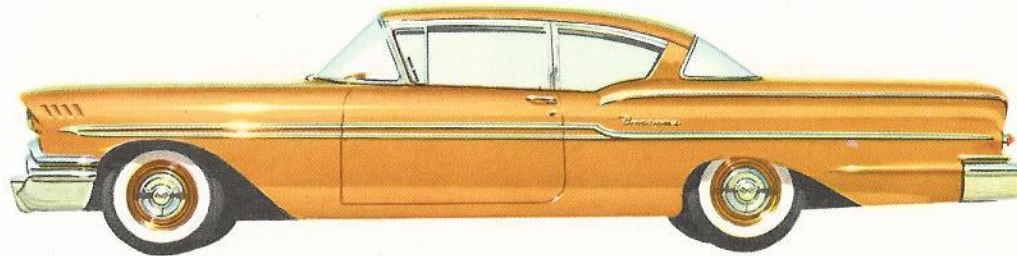
The luxurious new *Impala Sport Coupe* in the Bel Air series



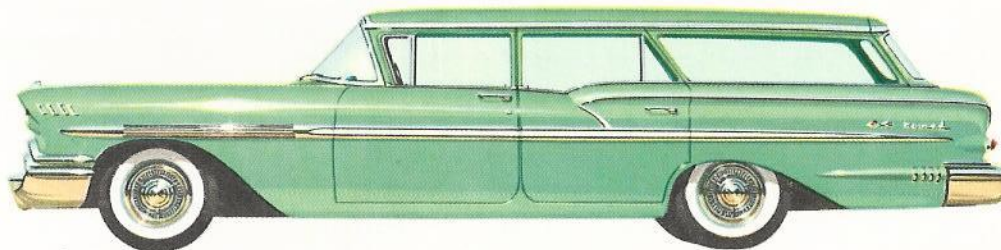
Salute to a Golden Jubilee



*The Bel Air 4-Door Sport Sedan*



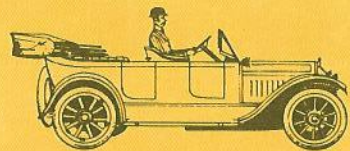
*The Biscayne 2-Door Sedan*



*The Nomad 4-Door 6-Passenger Station Wagon*

The biggest, smartest move a car ever made . . . Chevrolet is new from roof to road. With 17 stunning new models in four great series, including glamorous new station wagons with floor-to-roof loading . . . all over seventeen feet long and scarcely shoulder high. All with Bodies by Fisher . . . and the solid comfort and quiet that only Fisher Craftsmen can impart. Sweeping changes outside with new Sculpturamic Styling . . . spectacular new shape . . . new twin headlights . . . new gull-wing fenders . . . new highlights of anodized aluminum. Sweeping changes inside with a new world of fashion in Luxury Lounge interiors. From roof to road, from outside in, it all adds up to a giant step in newness . . . the spectacular '58 Chevrolet, beautiful way to be thrifty.

Biggest surprise in the Chevrolet line —the all-new Bel Air Impala— Chevrolet's new entry in the luxury car field! Just one glance at either of two model Impalas and you know Chevrolet's gone big! Feast your eyes on Impala's spectacularly low Sculpturamic shape. Luxuriate in the sports-themed interior appointments that only Impala can boast.



1958

# CHEVROLET



Here's excitement on wheels! Nowhere is Chevrolet's Sculpturamic styling for '58 caught so dramatically as in *The Impala Convertible Coupe*. Gull-wing rear fenders flare out boldly, form the broad, graceful rear deck, sweep down to the triple taillight elements. Every line denotes luxury and elegance. The incomparable Impala models . . . top of the '58 Chevrolet line . . . set the pattern of newness for all '58 Chevrolets and for the entire low-price field.



CHEVROLET . . . . .

## SPECIFICATIONS

### Body styles

	DELRAY	BISCAYNE	BEL AIR	CORVETTE
4-Door Sedan	X	X	X	
4-Door Hard-top Sedan			X	
2-Door Sedan	X	X	X	
Coupe	X <sup>①</sup>			
2-Door Hard-top Coupe			X	
2-Door Special Hard-top Coupe			X	
Convertible Coupe			X	
2-Door 6-Pass. Station Wagon	X			
4-Door 6-Pass. Station Wagon	X	X	X	
4-Door 9-Pass. Station Wagon		X		
Sports Car				X

### Dimensions

	DELRAY	BISCAYNE	BEL AIR	CORVETTE
Wheelbase	117½"	117½"	117½"	102"
Overall Length	209.1"	209.1"	209.1"	177.2"
Overall Width	77.7"	77.7"	77.7"	72.8"

### Engines and transmissions

	DELRAY	BISCAYNE	BEL AIR	CORVETTE
6 cyl.-145 hp, with Single bbl. carb. ②③④	X	X	X	
V8-185 hp, with 2 bbl. carb. ②③④⑤	X	X	X	
V8-230 hp, with 4 bbl. carb. ②③④⑤	0	0	0	
V8-230 hp, with 4 bbl. carb. ⑥④⑦				X
V8-250 hp, with Fuel injection ②⑤	0	0	0	
V8-250 hp, with 4 bbl. carb. ⑥④⑤	0	0	0	
V8-280 hp, with Triple 2 bbl. carb. ⑥⑤	0	0	0	
V8-245 hp, with Twin 4 bbl. carb. ⑥④⑦				0
V8-250 hp, with Fuel injection ⑥④⑦				0
V8-290 hp, with Fuel injection ⑥⑥⑦				0

### Equipment and accessories

	DELRAY	BISCAYNE	BEL AIR	CORVETTE
Power Steering	0	0	0	
Power Brakes	0	0	0	
2-way Power Front Seat	0	0	0	
Electric Power Windows				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
Air Conditioning ⑨	0	0	0	
Air Suspension ⑨	0	0	0	

① 3-Pass. 2-Door Utility Sedan (no rear seat).

② Synchro-mesh transmission standard.

③ Overdrive optional at extra cost.

④ Powerglide optional at extra cost.

⑤ Turboglide optional at extra cost.

⑥ Close-ratio 3 speed transmission standard.

⑦ Close-ratio 4 speed trans. optional at extra cost.

⑧ Spl. high perf. engine with high lift camshaft, etc.

⑨ Available only with V8 carb. engine & automatic trans.

X Standard equipment.

0 Optional at extra cost.

You'll find more than alluring new looks in Chevrolet for '58. You'll find newness that goes deep down inside its rugged new body-and-frame design. New Turbo-Thrust V-8's—with Wedge Fire combustion—offer a new kind of power! New chassis with Safety-Girder frame and wonder-working Full Coil Suspension—for a floating smooth ride. New Level Air ride, the revolutionary new air suspension that's unequaled in Chevrolet's field. New road-hugging length and longer wheelbase!

From wheelbase on up there is sweeping change. Change that gives you better performance, handling and roadability than you've ever known before . . . in Chevrolet, the only completely new car in its field.

*The Impala Instrument Panel*



*The Bel Air Sport Sedan Interior*

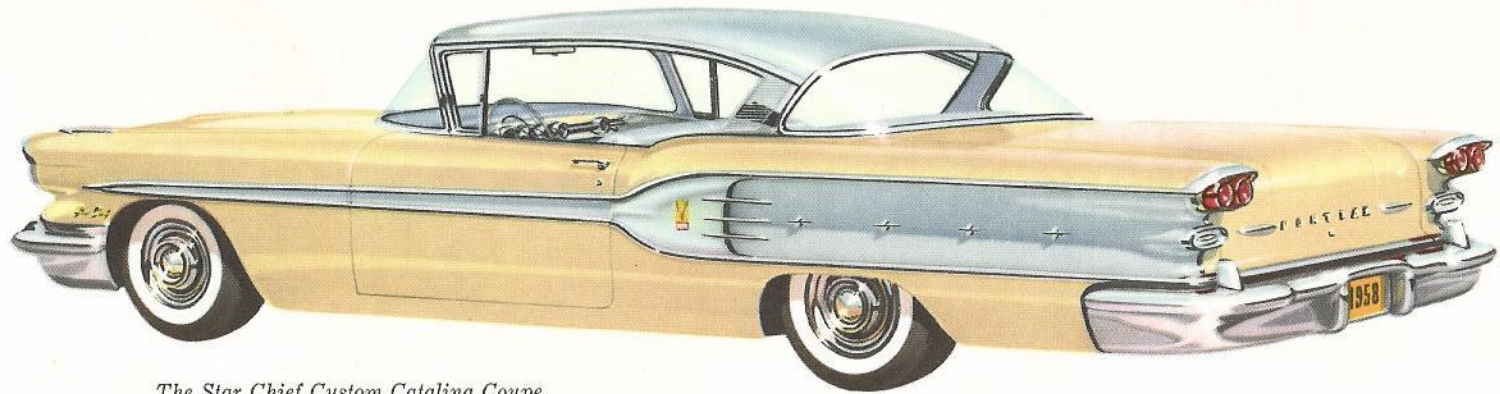


...Almost too new to be true

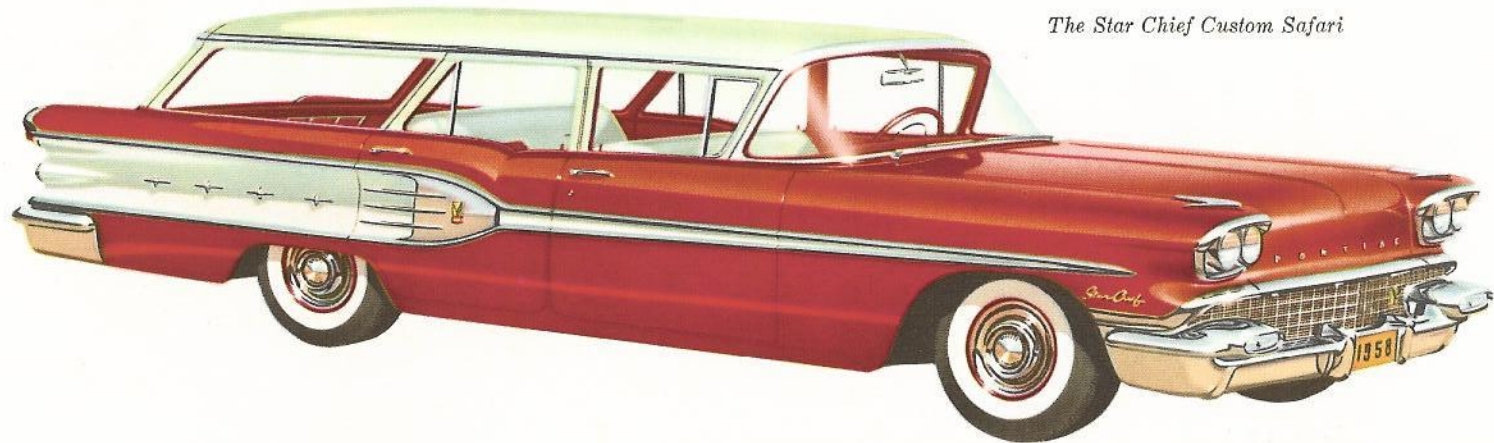


*The Bonneville Convertible Coupe*

A Golden Milestone Marker



*The Star Chief Custom Catalina Coupe*



*The Star Chief Custom Safari*

A bold new kind of car is born—boldly conceived, boldly executed to meet competition head on. That's Pontiac's unprecedented offering for 1958. Scrapping the pattern book, Pontiac began afresh in creating this remarkable new car. The basis of inspiration was the revolutionary new Aero-frame chassis which permitted tremendous latitude in design. And the result of this effort? You see

it here... a new generation Pontiac... with the low sculptured look of New Direction styling... presented in 4 series and 16 models. Smash hit of the '58 Pontiac line is the sensational new Bonneville Series! The bold, fresh shape of the future is here. With its low, low silhouette, freshly styled roof and exquisite interiors, Bonneville is the elegant crown that tops the regal Pontiac line.



**PONTIAC**

1958

1908



# PONTIAC



*The Chieftain Catalina Sedan*

## The bold design for modern living

The bold new approach is also found in Pontiac's engineering for '58, starting with the new Aero-frame chassis which has removed long-standing barriers to improvements in ride, handling and roadability. It is evident in the almost effortless handling ease of Pontiac's Mindreader controls, the air cushioned luxury of Pontiac's new Ever-Level ride, and the brilliant performance of the all new high-

torque Tempest 395 engine. It is evident, too, in novel new accessories such as Pontiac's Sportable transistor radio that serves as a car radio or a portable, and the Memomatic seat that moves back to permit easy entry or exit, then automatically returns to its former position! All these fresh ideas and many other ingenious "extras" are a part of the bold new design for modern living that is exclusively Pontiac's.

## SPECIFICATIONS

### Body styles

	CHIEFTAIN	SUPER CHIEF	STAR CHIEF	BONNEVILLE
4-Door Sedan	X	X	X	
4-Door Hard-top Sedan	X	X	X	
2-Door Sedan	X			
2-Door Hard-top Coupe	X	X	X	X
Convertible Coupe	X			X
4-Door 6-Pass. Station Wagon	X		X	
4-Door 9-Pass. Station Wagon	X			

### Dimensions

	122"	124"	124" (1)	122"
Wheelbase				
Overall Length	210.5" (2)	215.5"	215.5" (1)	211.7"
Overall Width	77.4"	77.4"	77.4"	77.4"

### Engines and transmissions

V8-270 hp, 2 bbl., with Hydra-Matic trans. (3)	0	0		
V8-285 hp, 4 bbl., with Hydra-Matic trans. (3)			0	0

### Equipment and accessories

Power Steering	0	0	0	0
Power Brakes	0	0	0	0
Dual Exhausts	0	0	0	0
Fuel Injection	0	0	0	0
Air Suspension	0	0	0	0
Power Front Seat	0	0	0	0
Electric Power Windows	0	0	0	0
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
Triple 2 bbl. Carb.	0	0	0	0
4 bbl. Carb.	0	0	X	X

(1) Station Wagons 210.5" on 122" wheelbase.

(2) Convertible Coupe 211.7".

(3) Horsepower changes with Synchro-mesh trans. and with other power options.

X Standard equipment.

0 Optional equipment at extra cost.

*Bold Beauty* abounds in '58 Pontiac interiors! An air of elegance is conveyed by exterior-keyed colors, sparkling brightwork, tailored Lustrex fabrics and, in some models, by the finest jewel-toned, color penetrated leather! Deep-sprunged or foam rubber seats offer lounge-like comfort to all occupants. And there's more room than ever before despite Pontiac's new low silhouette!

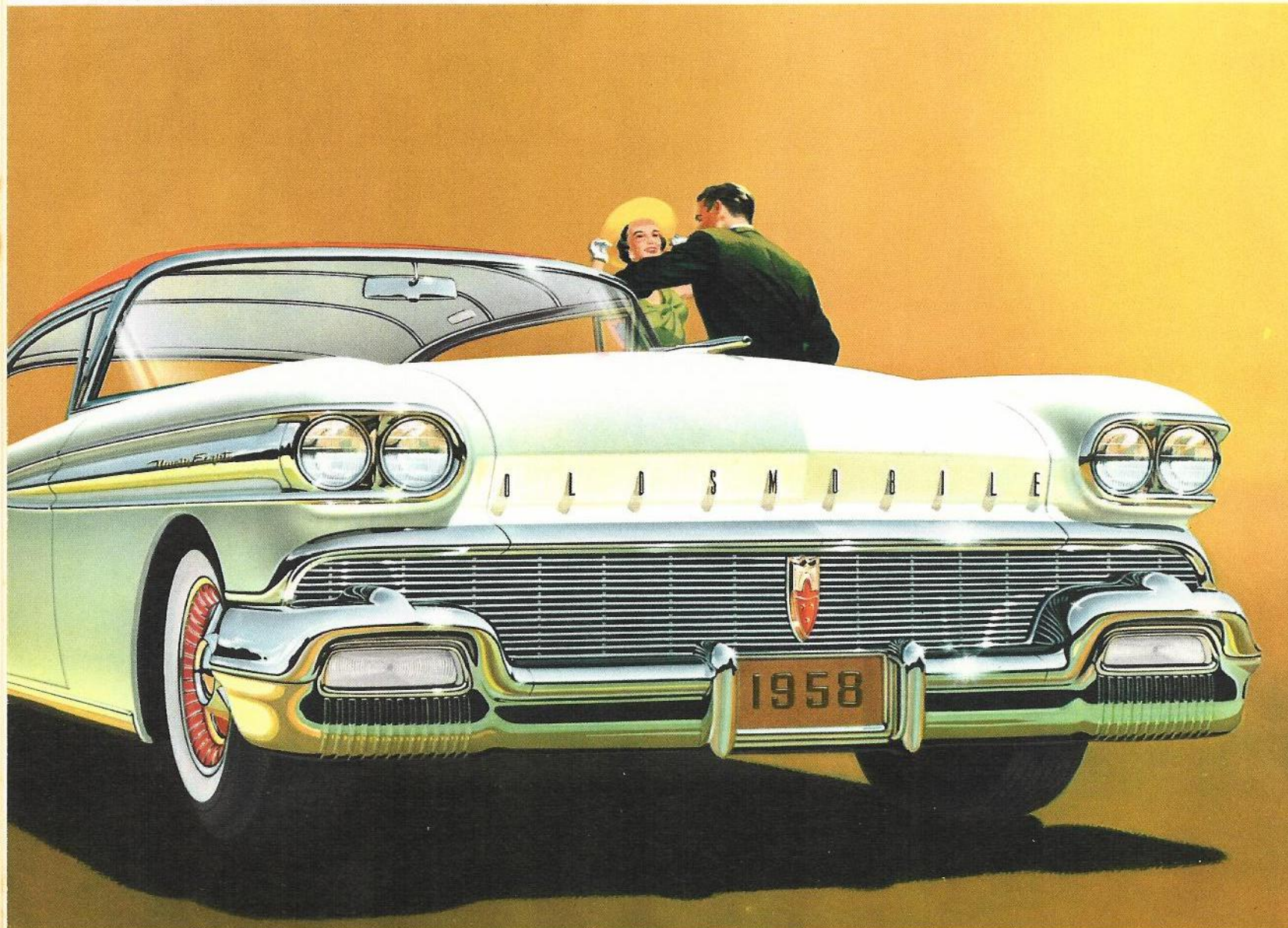


*Perfectly oriented* controls on the Bonneville's handsome instrument panel typify handsome appointments throughout Pontiac's bold new '58 line.

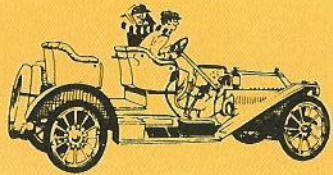


# Fine car for a 50<sup>th</sup> anniversary

*The "Ninety-Eight" Holiday Coupe*



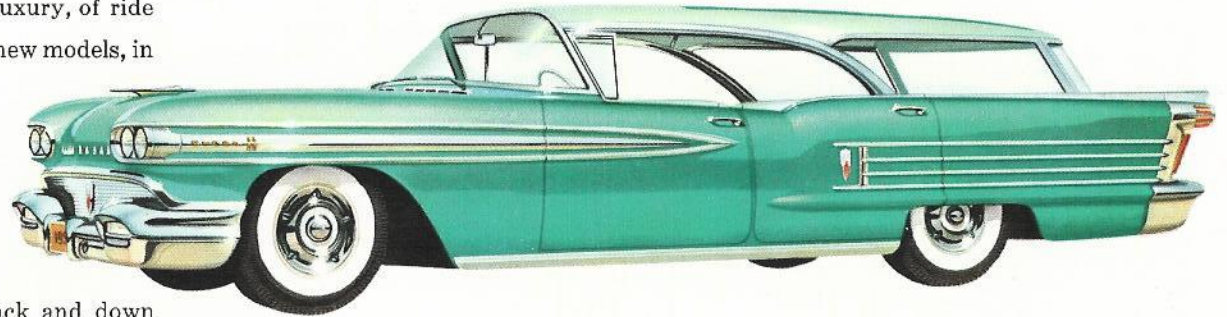
Oldsmobile for 1958 introduces *Oldsmobility* . . .  
a new way of going places in the Rocket Age!



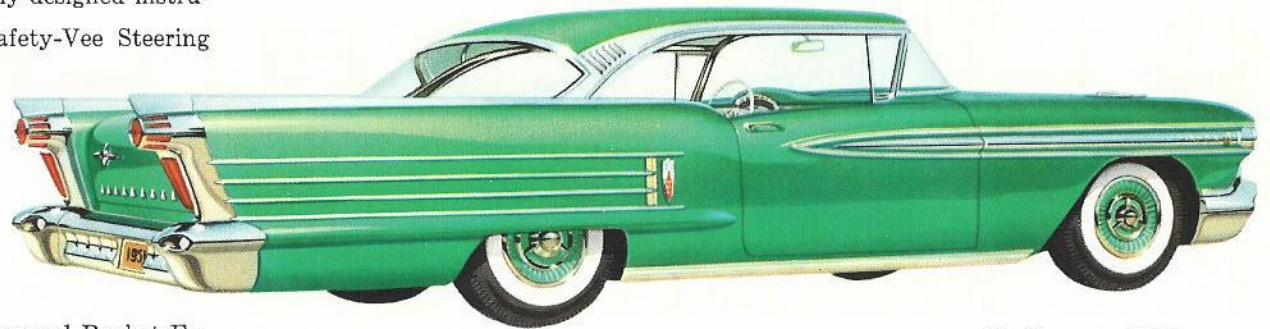
# OLDSMOBILE

A new concept of appearance, of luxury, of ride and of handling ease. In each of 16 new models, in three glamorous series for 1958!

Coming or going . . . there's a new look to Oldsmobile for '58 . . . a mobile look. There's a flowing and blending of new, lower roof lines . . . sweeping back and down into twin-projectile styled taillights, wrapped in rich chrome. And like the true Rocket Age car that it is, Olds sports long, lean chrome Twin-Blades atop rear fenders to distinguish it from all other cars on the road. There's a new look inside, too . . . from the newly-designed instrument panel and the new Safety-Vee Steering Wheel to the rich fabrics and deep-pile carpeting. Yes, Olds for '58 is flowing sleekness outside . . . subtle, quiet good taste within. And, naturally, Oldsmobile introduces an improved Rocket Engine for 1958. New design throughout makes this engine the most efficient Rocket ever built . . . reaching exciting new highs in performance . . . offering as much as 20% greater fuel economy!



*The Super 88 Fiesta Station Wagon*



*The Super 88 Holiday Coupe*

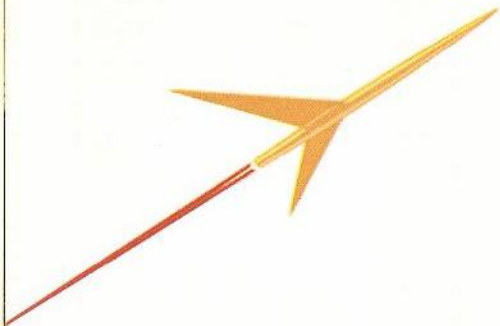


*The "Ninety-Eight" Convertible*

# OLDSMOBILE . . . Rocket

As one would expect in Olds, there are years-ahead advances in comfort and convenience with such new features as New-Matic Ride, the air suspension that smooths out all roads and levels all loads . . . new Transportable Radio that unlocks from its regular car circuit

and becomes a carry-anywhere 160-hour battery portable . . . a new Safety Sentinel system that flashes a warning light and buzzes when the driver reaches a desired preset speed. These and many other Oldsmobile innovations for 1958 add new meaning to Oldsmobility!

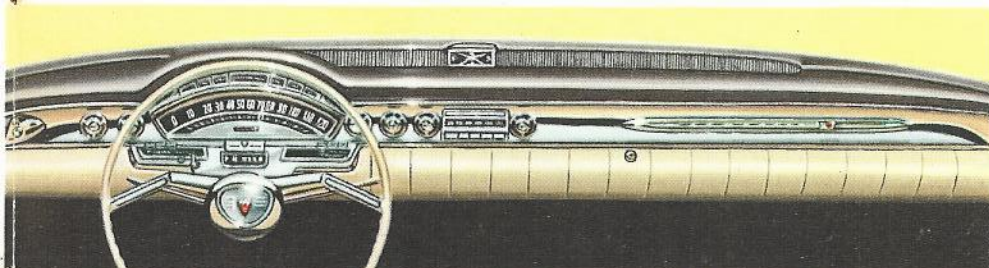


The "Ninety-Eight" for '58 is the finest achievement of the oldest name in automobiles . . . Oldsmobile. The "Ninety-Eight" is styled with fresh originality and sparkling new colors . . . crafted with particular attention to detail . . . engineered to add desirability and quality. Jetaway Hydra-Matic, power steering, power brakes and dual exhaust are all standard equipment on the "Ninety-Eight."



## Age motoring for 1958

On entering the "Ninety-Eight", you are met by a wide and wonderful world of rich fabrics and deep-pile carpeting. And you will sit before a newly-designed instrument panel with Oldsmobile's new Safety-Vee Steering Wheel.



## SPECIFICATIONS

	DYNAMIC 88	SUPER 88	"NINETY-EIGHT"
<b>Body styles</b>			
4-Door Sedan	X	X	X
4-Door Hard-top Sedan	X	X	X
2-Door Sedan	X		
2-Door Hard-top Coupe	X	X	X
Convertible Coupe	X	X	X
4-Door 6-Pass. Fiesta Sedan Station Wagon	X		
4-Door 6-Pass. Fiesta Station Wagon	X	X	

### Dimensions

Wheelbase	122½"	122½"	126½"
Overall Length	208.2"	208.2"	216.7"
Overall Width	78.5"	78.5"	78.5"

### Engines and transmissions

V8-265 hp, with 2 bbl. carb.	X		
V8-305 hp, with 4 bbl. carb.	0	X	X
Synchro-mesh transmission	X	X	
Hydra-Matic drive	0	0	X

### Equipment and accessories

Power Steering	0	0	X
Power Brakes	0	0	X
Air Suspension	0	0	0
Dual Exhausts	0	0	X
Padded Instrument Panel	0	X	X
6-way Power Front Seat	0	0	0 <sup>①</sup>
Power Windows	0	0	0 <sup>②</sup>
Air Conditioning	0	0	0
J-2 Rocket Engine	0	0	0
E-Z-Eye Glass	0	0	0
Heater & Defroster	0	0	0
Radio & Antenna	0	0	0
Trans-Portable Radio	0	0	0
White Wall Tires	0	0	0

① 2-way power seat standard on all 98 models except 4-door Sedan.

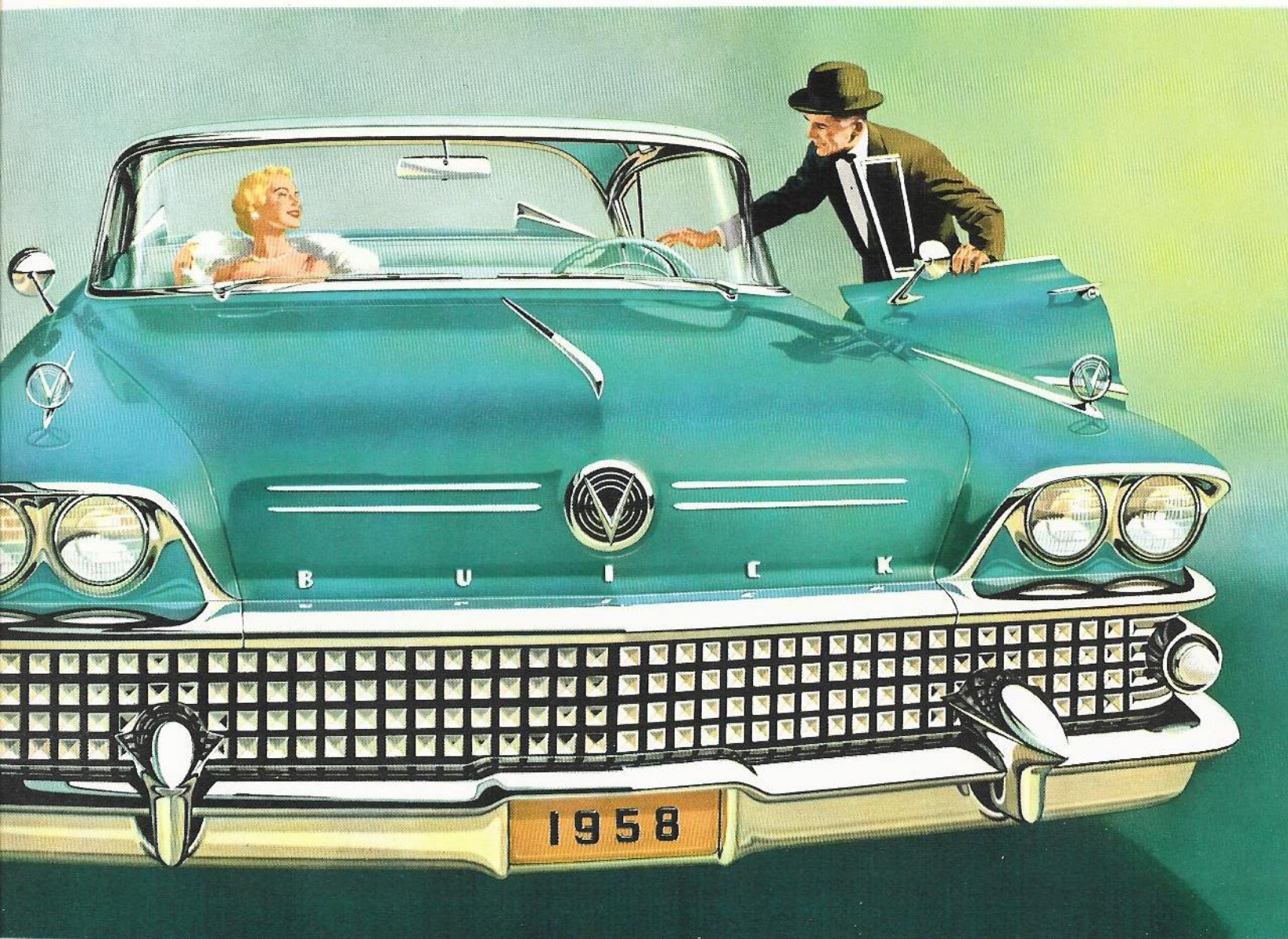
② Power windows standard on all models except 4-door Sedan.

X Standard equipment.

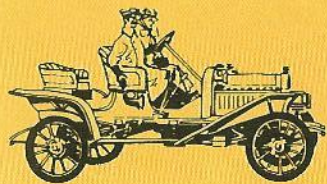
0 Optional equipment at extra cost.

A true anniversary classic

1968

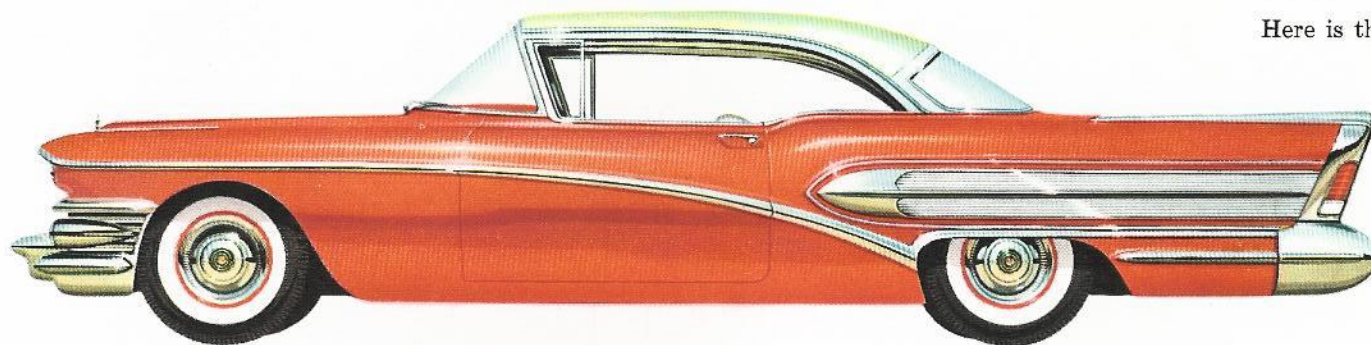


The Limited 4-Door Riviera, Model 750

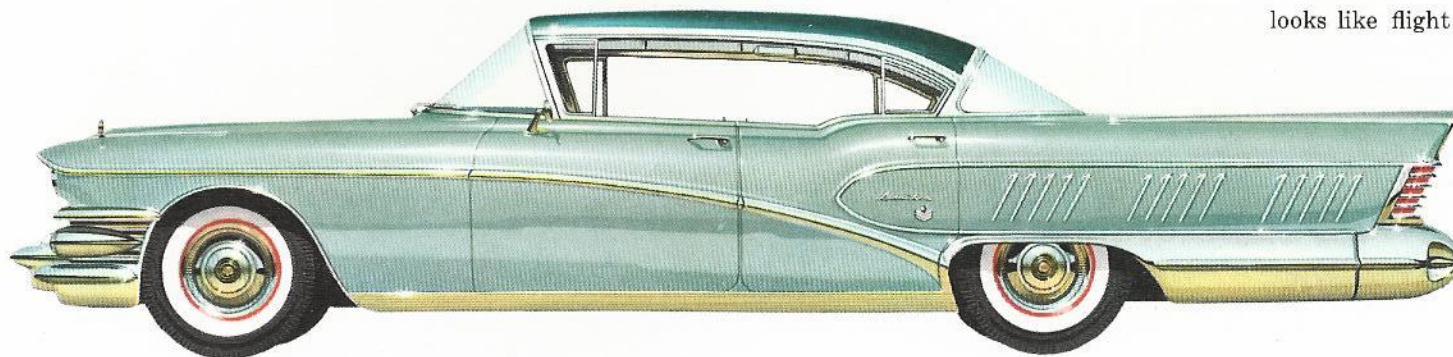


BUICK

BUICK



*The Special 2-Door Riviera, Model 46R*



*The Limited 4-Door Riviera, Model 750*

It looks and feels like flight on wheels—for this is the Air Born B-58 Buick. In this one year—and in this one car—many ideas, long under development, have suddenly blossomed forth and come to fruition. Here, for the first time in any automobile transmission—in Flight-Pitch Dynaflow—is a truly infinite-pitch stator for utterly smooth and instantly responsive action.

Here is the world's only vertical-valve V-8 engine—the B-12000, most modern power plant it is possible to build for today's fuels. Here is the Buick Miracle Ride—brought to new heights of buoyancy, levelness, steadiness—available with the vibration-

free steadiness of Buick Air-Poise Suspension. Here are air-cooled aluminum front brakes, and many other Buick-new engineering and comfort features.

And, crowning all of these achievements—Buick looks like flight on wheels. Here is a bold new freshness of fashion that sweeps, unchallenged, from the gorgeous new Dynastar Grille to the distinctive Twin-Tower taillights. Buick for '58 meets every motorist's tastes and needs—and covers

all but the lowest price ranges. Presented in twenty different models and in five distinct series—Limited, Roadmaster 75, Super, Century and Special.





*The Century Caballero Estate Wagon, Model 69*



*The Limited 2-Door Convertible, Model 756*

First big car that's light on

## SPECIFICATIONS

### Body styles

	40 SPECIAL	60 CENTURY	60 SUPER	75 ROADMASTER	700 LIMITED
4-Door Sedan	X	X			
4-Door Hard-top Sedan	X	X	X	X	X
2-Door Sedan	X				
2-Door Hard-top Coupe	X	X	X	X	X
Convertible Coupe	X	X		X	X
4-Door 6-Pass. Estate Wagon	X				
4-Door 6-Pass. Hard-top Estate Wagon	X	X			

### Dimensions

	40 SPECIAL	60 CENTURY	60 SUPER	75 ROADMASTER	700 LIMITED
Wheelbase	122"	122"	127½"	127½"	127½"
Overall Length	210.2"	210.2"	217.2"	217.2"	225.2"
Overall Width	78.0"	78.0"	79.7"	79.7"	79.7"

### Engines and transmissions

	40 SPECIAL	60 CENTURY	60 SUPER	75 ROADMASTER	700 LIMITED
V-8 Engine hp	250	300	300	300	300
Variable-pitch Dynaflo trans.	0 <sup>(1)</sup>	X	X		
Flight-pitch Dynaflo trans.	0	0	0	X	X

### Equipment and accessories

	40 SPECIAL	60 CENTURY	60 SUPER	75 ROADMASTER	700 LIMITED
Power Steering	0	0	X	X	X
Power Brakes	0	0	0	X	X
Air Cooled Aluminum Brakes		X	X	X	X
Dual Exhausts	0	0	0	X	X
Padded Instrument Panel	0	X	X	X	X
6-way Power Front Seat	0 <sup>(2)</sup>	0	0	X	X
Electric Power Windows	0 <sup>(2)</sup>	0 <sup>(3)</sup>	0	X	X
Air Conditioning	0	0	0	0	0
E-Z-Eye Glass	0	0	0	0	0
Heater & Defroster	0	0	0	0	0
Radio & Antenna	0	0	0	0	0
White Wall Tires	0	0	0	0	0
Air Suspension	0 <sup>(4)</sup>	0 <sup>(4)</sup>	0	0	0
Safety Group	0	0	0	X	X
Windshield Washer & Wide Angle Wiper	0	0	0	X	X
Foamtex Cushions	0	X	X	X	X
Accessory Group	0	X	X	X	X

<sup>(1)</sup> Synchro-mesh trans. std. on all Series 40 models.

<sup>(2)</sup> Not available on Series 40 2-Door Sedan.

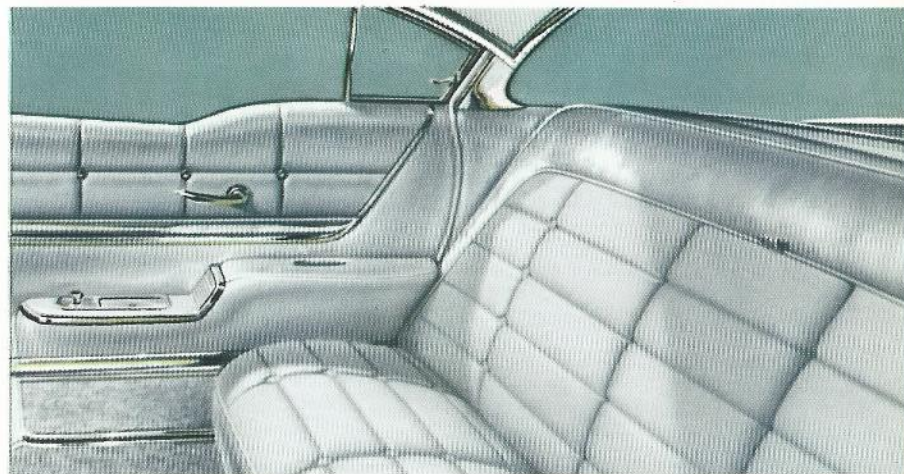
<sup>(3)</sup> Standard on Series 60 Convertible Coupe.

<sup>(4)</sup> Power steering mandatory on Series 40 & 60 with air suspension.

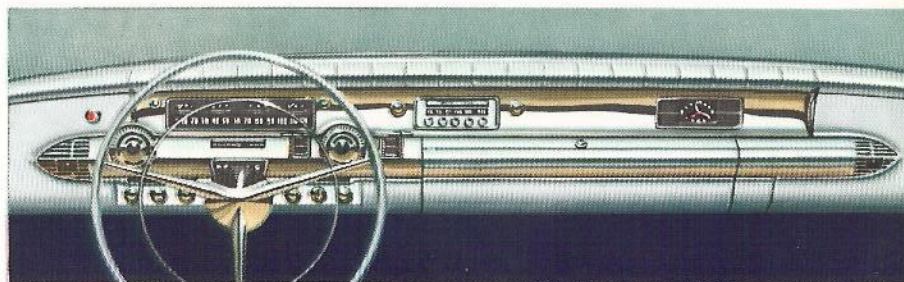
X Standard equipment.

0 Optional equipment at extra cost.

In the richness of its fabrics and appointments—in the spacious comfort of its seating—in the tastefulness of its color harmonies—and in its full-circle visibility for all passengers—the 1958 Buick provides interiors of unsurpassed appeal. From the thrifty-priced *Special* to the superbly appointed *Limited*, every 1958 Buick model is a possession of pride and prestige.



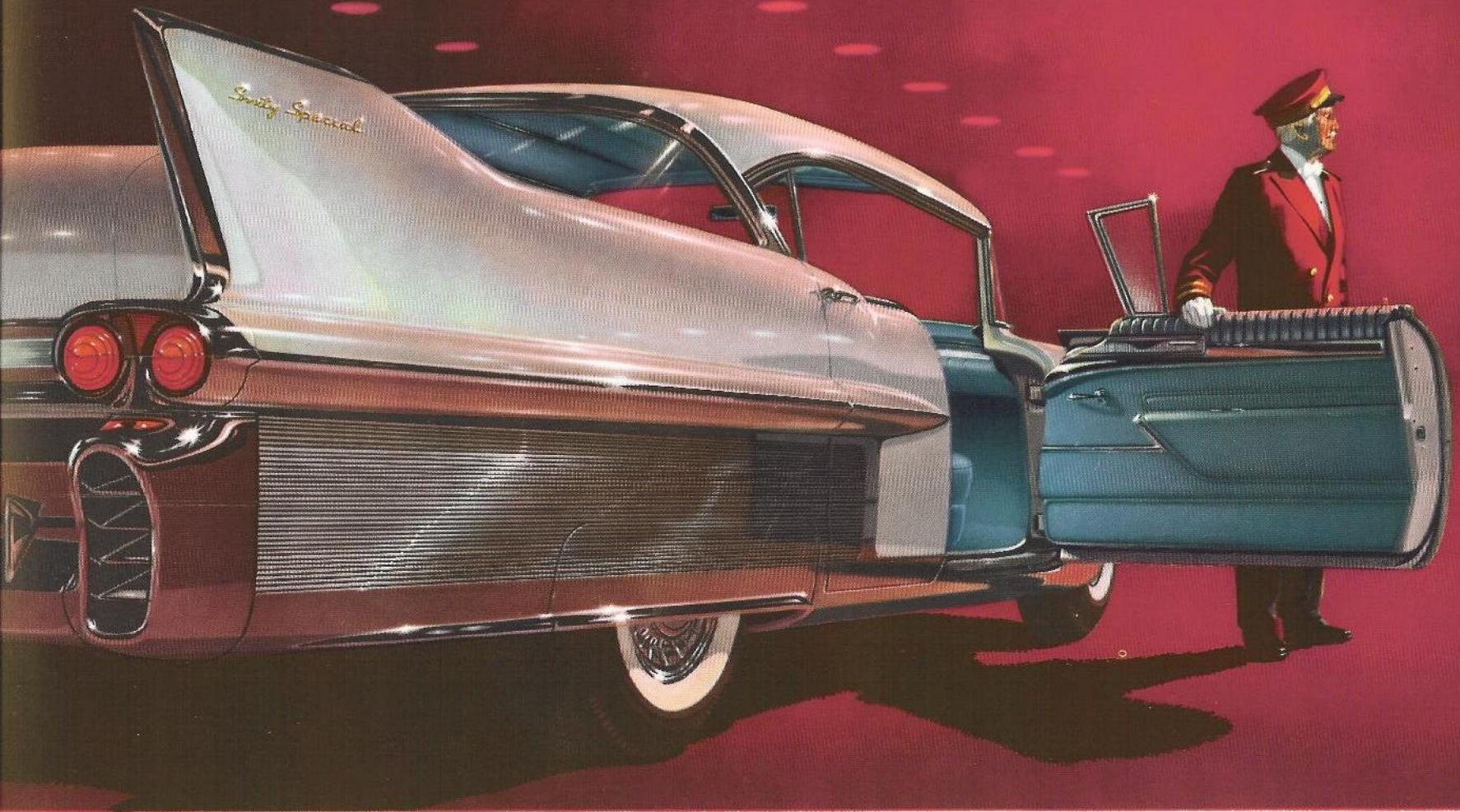
Even the instrument panel has been handsomely redesigned. Controls have been regrouped, for better visibility—and provided with sturdier knobs for easier operation. Seated behind the wheel of a '58 Buick, you gain a feeling of absolute mastery, of superb handling ease, and of sheer comfort.



its feet



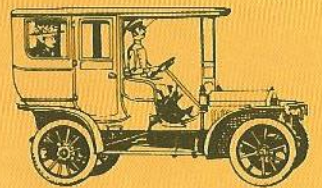
# BUICK



*The Fleetwood Sixty Special Sedan*

CADILLAC

1908



1908

A triumph in styling . . . in luxury . . . and in performance  
—the new Cadillac is—beyond all doubt a masterpiece for  
1958—the masterpiece of all motordom.



*The Sixty-Two Sedan de Ville*

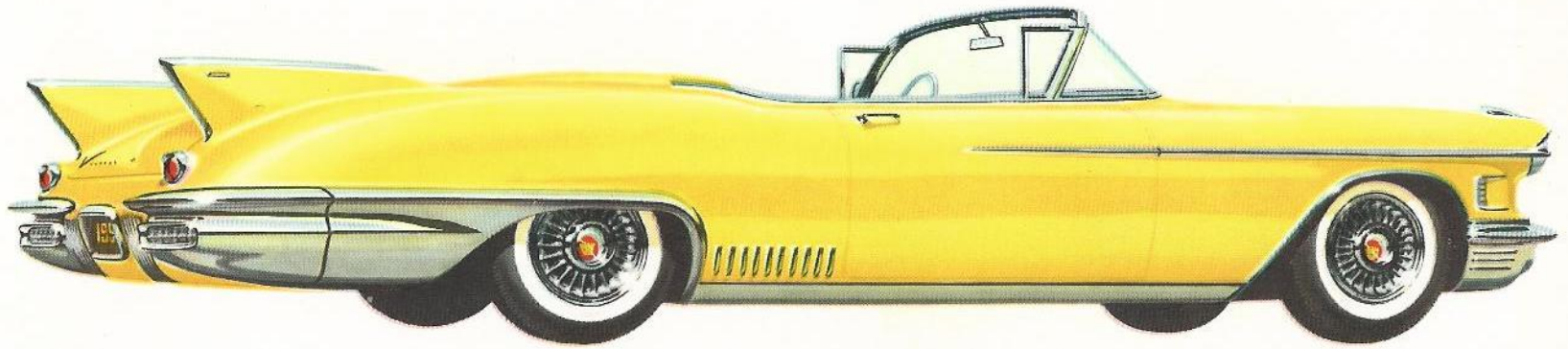
From its new jewel-like grille to its entirely new rear fender treatment, it is a symphony of inspiring beauty and grace. Its new interiors combine the splendor of rare leathers . . . beautiful fabrics . . . and exquisitely wrought appointments. And in every dimension there is remarkable spaciousness and luxury and elegance.

On the road, the new 1958 "Car of Cars" is poetry in motion. With its body completely cushioned on air, Cadillac assures a ride that is incredibly smooth regardless of load. The combination of Cadillac's famous high compression engine and Hydra-Matic transmission make Cadillac instantly responsive to the slightest command. Every advancement in power assistance is, of course, constantly at hand to make driving easy

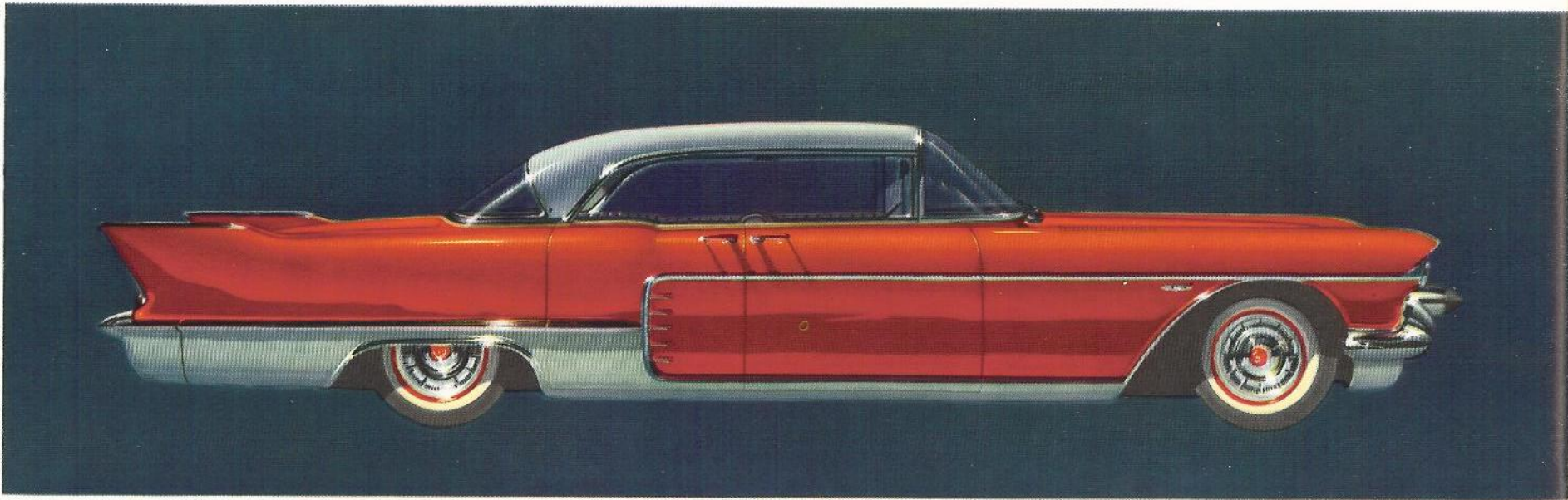
## Milestone Masterpiece

and effortless. Available in twelve luxurious models—including the Sixty-Two coupes and sedans, the Fleetwood Sixty Special, the Eldorado Biarritz and Seville, the Fleetwood Seventy-Five and the incomparable Eldorado Brougham.





*The stunning Eldorado Biarritz for 1958*



*Cadillac's Crowning Achievement—the Eldorado Brougham*

CADILLAC

## SPECIFICATIONS

### Body styles

	SIXTY-TWO	SIXTY SPECIAL	BIARRITZ & SEVILLE	ELDORADO	SEVENTY-FIVE	ELDORADO BROUGHAM
4-Door Hard-top Sedan	X <sup>①</sup>	X				X
2-Door Hard-top Coupe	X <sup>②</sup>			X		
Convertible Coupe	X			X		
9-Pass. Sedan						X
9-Pass. Limousine						X

### Dimensions

	SIXTY-TWO	SIXTY SPECIAL	BIARRITZ & SEVILLE	ELDORADO	SEVENTY-FIVE	ELDORADO BROUGHAM
Wheelbase	129½"	133"	129½"	149¾"	126"	
Overall Length <sup>③</sup> <sub>④</sub>	221.8"	225.3"	223.4"	237.1"	216.3"	
Overall Width	80"	80"	80"	80"	80"	

### Engines and transmissions

	SIXTY-TWO	SIXTY SPECIAL	BIARRITZ & SEVILLE	ELDORADO	SEVENTY-FIVE	ELDORADO BROUGHAM
V8-310 hp, with Hydra-Matic Trans.	X	X			X	
V8-335 hp, with Hydra-Matic Trans.				X		X

### Equipment and accessories

	SIXTY-TWO	SIXTY SPECIAL	BIARRITZ & SEVILLE	ELDORADO	SEVENTY-FIVE	ELDORADO BROUGHAM
Power Steering	X	X	X	X	X	X
Power Brakes	X	X	X	X	X	X
6-way Power Seat	0	0	X	0	0	X
2-way Power Seat	⑤	X		X		
Power Windows	⑤	X	X	X	X	X
Air Conditioning	0	0	0	0	0	X
E-Z-Eye Glass	0	0	0	0	0	X
Heater & Defroster	0	0	X	0	0	X
Radio & Antenna	0	0	X	0	0	X
White Wall Tires	0	0	X	0	0	X
Remote Control Trunk Lock	0	0	X	0	0	X
Air Suspension	0	0	0	0	0	X
Power Door Locks	0	0	0	0	0	0
Power Door Vents <sup>⑥</sup>	0	X	X	0	0	X

① Three sedan models—Sixty-Two Sedan, Sedan de Ville and Extended Deck Sedan.

② Two coupe models—Sixty-Two Coupe and Coupe de Ville.

③ Sedan de Ville & Extended Deck Sedan—225.3".

④ Sixty-Two Sedan—216.8".

⑤ Standard equipment on Sedan de Ville, Coupe de Ville & Convertible Coupe.

⑥ Optional only with power windows.

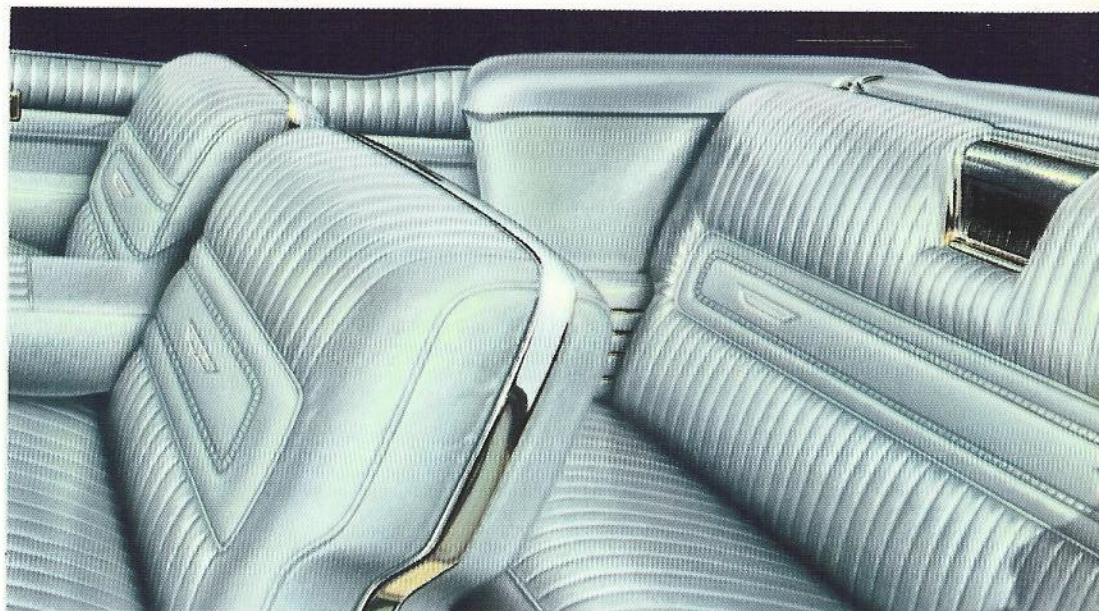
X Standard equipment.

0 Optional Equipment at extra cost.

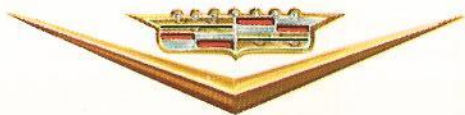
The sensational Eldorado Biarritz for 1958 exemplifies Cadillac's devotion to the cause of automotive quality and excellence. Its dramatic and functional styling is characterized by long sweeping fender lines . . . by a low, graceful silhouette . . . and by unique custom treatment throughout.

The incomparable Eldorado Brougham for 1958— with every conceivable refinement in motor car development and design. Its styling is pulse quickening in its majesty and its interiors are the consummate expression of motoring luxury. It is, in brief, the "Cadillac of Cadillacs"—created and built without compromise.

*The Eldorado Biarritz Interior*



# For 1958—a new American Classic!



# From England and Germany come two new



Two popular GM-made foreign cars—Vauxhall and Opel—are now being offered to the American market for the first time—made available by the recent expansion of GM facilities in England and Germany.

Both Vauxhall and Opel retain features essential to their own markets—compact size, agile handling and economy of operation—and, in addition, offer certain features which have proven acceptance in the American



## VAUXHALL

"Britain's Best Buy Comes to America" in the Vauxhall Victor Super. Available as a 4-door sedan, the Vauxhall Victor Super combines the finest in British craftsmanship with the latest in design and comfort.

The Vauxhall Victor Super's handsomely styled and fitted interior has ample room for five passengers (overall width, 62.2 inches; overall length, 166.5 inches). Its 98 inch wheelbase and 2150-pound weight make handling and parking a breeze and it cruises

along with the economy you would expect from its 4-cylinder, 54.8 hp engine and 3-speed synchro-mesh transmission. Perfect car for the young married set . . . sporty and sprightly as a second car . . . the Vauxhall holds every promise of becoming one of America's favorite imported cars.

Standard equipment and accessories in the Vauxhall Victor Super include: heater and defroster, flashing directional signals, 2-speed electric windshield wipers and oil bath air cleaner.

# General Motors imports for the American market

market—ample headroom, good performance, adequate luggage space and attractive styling. The first Opels and Vauxhalls arrived at major East and West Coast ports in September—and will gradually become available in other areas of the United States.



Distribution of Vauxhall is handled by Pontiac and the Pontiac Dealer Organization; and of Opel by Buick and the Buick Dealer Organization.



## OPEL

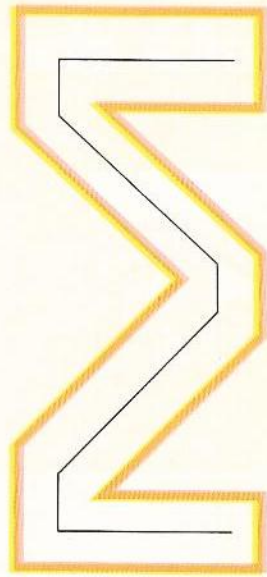
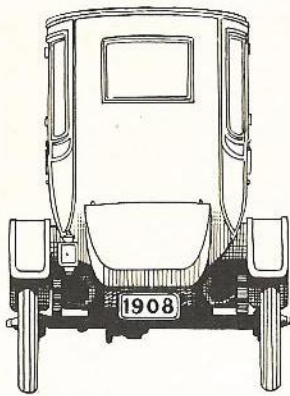
Famous on the Continent for many years—that's Opel. In this long established car of fine repute, you see reflected the traditional mechanical skill and the practicality of nature so typical of its German homeland.

The Opel is offered in two body styles—the 1995-pound Rekord 2-door sedan and the 2160-pound Caravan station wagon. The Opel 4-cylinder, 56. hp engine and 3-speed synchro-mesh transmission are designed for lands where gasoline is costly. Its com-

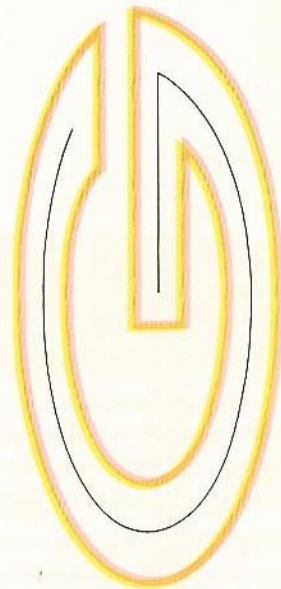
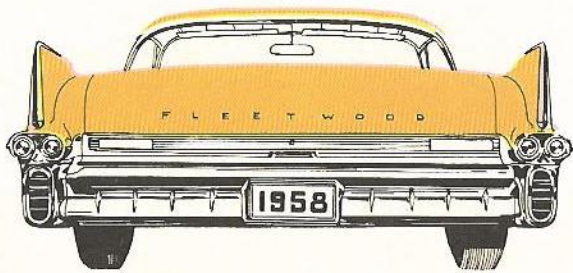
pact size—wheel base, 100 inches; overall length, 174.5 inches; overall width, 63.5 inches—make it very maneuverable. For all its European frugality of operation, the Opel has decidedly American “zip” in traffic and on the highway.

Standard equipment and accessories include: heater and defroster, flashing directional signals, dual positive shaft-driven windshield wipers, clock, cigarette lighter, glove box lock, non-glare inside rear view mirror and oil bath air cleaner.





*Golden Milestones of GM's first fifty years—  
a parade of scientific, engineering and styling firsts*



**1908**—Precision machining makes parts interchangeable, paves way for volume production, solves service problem.

**1910**—Closed body protects passengers in bad weather, makes possible year around driving.

**1912**—Electric self-starter eliminates crank, permits women to operate cars.

**1914**—Compact V-8 engine creates new standards of performance and smoothness.

**1923**—Fast drying lacquer eliminates month-long painting operation, sets new standard of beauty and durability.

**1926**—Shatter resistant safety glass protects passengers.

**1928**—Synchro-mesh transmission simplifies gear shifting.

**1933**—Independent front wheel suspension stabilizes ride and steering.

**1933**—*No-Draft Ventilation*, by controlling circulation of fresh air, increases passenger comfort and safety.

**1935**—*Turret Top* roof, stamped from single steel sheet, improves appearance, durability and safety.

*During its first fifty years General Motors has built thousands of improvements into its cars. Many of these originated with GM's three central creative staffs—Research, Engineering and Styling. Listed here are 20 Golden Milestones of automotive progress pioneered by General Motors.*

**1939**—Automatic shift transmission (*Hydra-Matic*) eliminates clutch pedal and simplifies driving.

**1948**—High compression engine sets new standards of economy and performance.

**1948**—Torque converter automatic transmission (*Dynaflow*) provides uninterrupted transmission of power.

**1949**—Two-door hardtop body sets new trend in automotive styling, improves visibility.

**1952**—*Autronic Eye* provides automatic headlight deflection.

**1953**—Molded glass fibre plastic replaces sheet metal body in new *Corvette*.

**1954**—*Panoramic* windshield gives greater visibility, sets an industry-wide style.

**1955**—Four-door hardtop body combines sedan convenience with hardtop style.

**1957**—Fuel injection system gives greater driving response and performance.

**1958**—Air suspension eliminates conventional springs, gives uniform improved ride regardless of load.

