



# 1948 PONTIAC

*A FINE CAR MADE EVEN FINER*



# 1948 PONTIAC

OFFERS TWO GREAT SERIES—TORPEDOES AND STREAMLINERS—

FIFTEEN BODY STYLES INCLUDING SIX NEW DELUXE MODELS—

YOUR CHOICE OF TWO FAMOUS PONTIAC ENGINES, SIX OR EIGHT CYLINDERS



*GM HYDRA-MATIC DRIVE OPTIONAL ON ALL MODELS\**

\*of extra cost

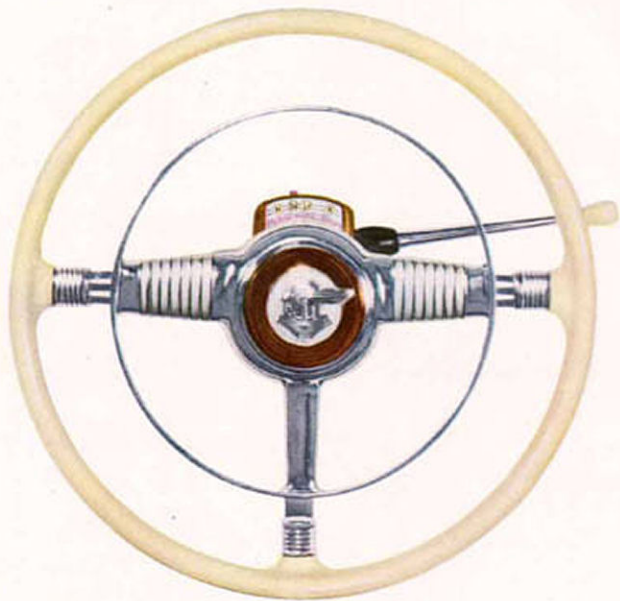


Rich, new fabrics, custom-type button-back upholstery, smart two-tone paneling and warm mahogany finish window mouldings give the Pontiac de luxe model interiors unmatched beauty and refinement.



New beauty marks the great new 1948 Pontiac from front to rear. The de luxe Streamliner 4-door sedan shown here features chromium fender mouldings, stainless steel wheel shields and polished stainless steel rear fender gravel guards.

**NO GEAR SHIFT**—Shown here is the new de luxe steering wheel with G.M. Hydra-Matic Drive control lever. All you do is set the control (forward or reverse), step on the accelerator (there's no clutch pedal) and go!



## NEW BEAUTY, NEW LUXURY, NEW PERFORMANCE

Long recognized as one of the *best* cars ever built—Pontiac reveals itself for 1948 as one of the *smartest* and most *luxurious* as well! Indeed, it is not too much to say that Pontiac is unsurpassed today in *any* of the basic motor car virtues.

Its fifteen beautiful models are unbelievably attractive. From the smart new radiator grille to the streamlined rear bumper, there is a new artistry of design and a new blending of line and color that delight the eye of the most discriminating. Viewed from any angle, every model is a masterpiece of designer's art.

And when you open the door and glimpse the new interiors, you see at once that the same degree of perfection has been brought to the inside of the car. A splendid blending of soft-colored upholstery fabrics, quarter-sawn mahogany instrument panel finish, and smartly-placed chrome beading, results in an atmosphere of elegance and immaculate good taste. It is difficult to see how any model could be improved upon for attractiveness or charm.

And down under these beautified bodies by Fisher is the greatest chassis Pontiac has ever built. Basically, the sterling engine and chassis features remain unchanged—but refinements have been made

wherever possible. And there has now been provided—as optional equipment—one of the greatest contributions to driving comfort and convenience in the history of the motor car: *the General Motors Hydra-Matic Transmission.*

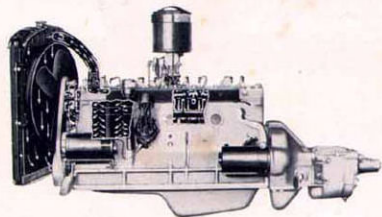
This great mechanical masterpiece—which completely eliminates the clutch pedal, and permits the driver to drive from sun-up to sun-down without touching a gear or a lever—is brought to buyers in the Pontiac field for the first time in history. It is the final touch to Pontiac luxury, and is available on any one of the fifteen Pontiac models as optional equipment.

Certainly, there could be no more logical choice, for the 1948 buyer, than the 1948 Pontiac. It is as smart and beautiful as any car you could choose—regardless of cost. Its great engine and chassis have long been recognized as automotive synonyms for goodness and dependability. It now offers every luxury feature found in the highest-priced cars. And yet, it is just as economical, all things considered, as any car you could buy.

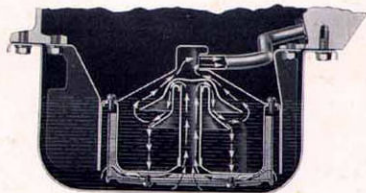
When a car offers *so* much—for so comparatively little—it's the perfect choice for a great many people.

**NO CLUTCH PEDAL**—Your Pontiac with G.M. Hydra-Matic Drive has *no* clutch pedal! A simple movement of the control lever and you're on your way, with no shifting to stop and start in even the heaviest traffic!

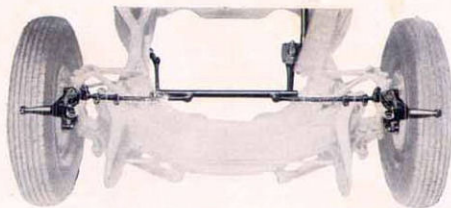




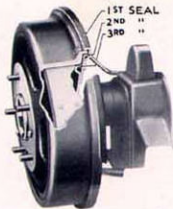
All-Weather Engine Temperature Control assures efficient operation regardless of weather conditions.



Pontiac's Built-In Permanent Oil Cleaner is trouble-free for life, never needs service and always operates at peak efficiency.



Tru-Arc Safety Steering gives positive control with minimum effort; with high steering ratio makes driving easier.



Triple-Sealed Hydraulic Brakes keep out dirt and water and are an important factor in giving you a safer, surer stop in all kinds of weather.

## SPECIFICATIONS

**ENGINE**—6 cyl.; L-Head; bore and stroke  $3\frac{1}{16}$ " x 4"; piston displacement 239.2 cu. in.; max. h.p. 90; comp. ratio 6.5 (7.5 optional); 86.5 lb. counterweighted crankshaft. 8 cyl.; L-Head; bore and stroke  $3\frac{1}{4}$ " x  $3\frac{3}{4}$ "; piston displacement 248.9 cu. in.; max. h.p. 103; comp. ratio 6.5 (7.5 optional); 80.5 lb. counterweighted crankshaft; Harmonic vibration dampener; chrome nickel alloy pistons; full pressure lubrication; rifle-drilled connecting rods; permanent, precipitation-type oil cleaner; gusher valve cooling; tapered valve guides; water around all valves.

**ELECTRICAL**—Delco-Remy; fully automatic control; 15-plate Delco battery; current and voltage regulator.

**FUEL SYSTEM**—Mechanical fuel pump; air cleaner and silencer; single triple-venturi carburetor on 6, dual type on 8; automatic choke; 17 gal. tank; manifold heat control. **CLUTCH**—Single disc,  $9\frac{1}{2}$ " dia.; ball release bearing. **TRANSMISSION**—Standard; Synchromesh, semi-automatic; Optional at extra cost: G.M. Hydra-Matic Drive. **FRAME**—Straight "X" cantilever type. **WHEEL-BASE**—Streamliner, 122" (210 $\frac{1}{2}$ " overall); Torpedo, 119" (204 $\frac{1}{2}$ " overall). **STEERING GEAR**—19:1 ratio; 18 in. wheel; link parallelogram control with worm and roller gear. **AXLES**—Front, link parallelogram-type knee-action; rear, semi-floating, hypoid gear. Standard axle ratio, 4.3 to 1 on the Streamliner series, 4.1 to 1 on the Torpedo; economy axle (3.9 to 1) or mountain axle (4.55 to 1) optional at no extra cost. **BRAKES**—Multi-sealed, Duo-Servo hydraulic; moulded linings; emergency brake on rear wheels. **SPRINGS**—Duflex variable rate leaf spring in rear; suspension coil type in front; Delco-Lovejoy shock absorbers front and rear. **GENERAL**—Dual windshield wipers, dual horns, dual sun visors and dual tail lamps; cigar lighter; front and rear ash trays; automatic interior lighting; dash-controlled hood lock; automatic, non-interfering trunk door supports; spare tire and tube. **COLORS**—Closed models, solid colors: Black, Mariner Blue, Parma Wine, Belgian Grey; two-tone combinations (lower body color first): Belgian Grey and Oyster Grey, Genesee Green and Volunteer Green, Blue Lake Blue and Oyster Grey, Oyster Grey and Blue Lake Blue. Convertibles—Black, Mariner Blue, Parma Wine, Belgian Grey, Frances Ivory, Rio Red, Genesee Green, Oyster Grey.

Pontiac Motor Division of General Motors Corporation reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models, and also to discontinue models,



# A fine car made even finer... **PONTIAC** for 1948

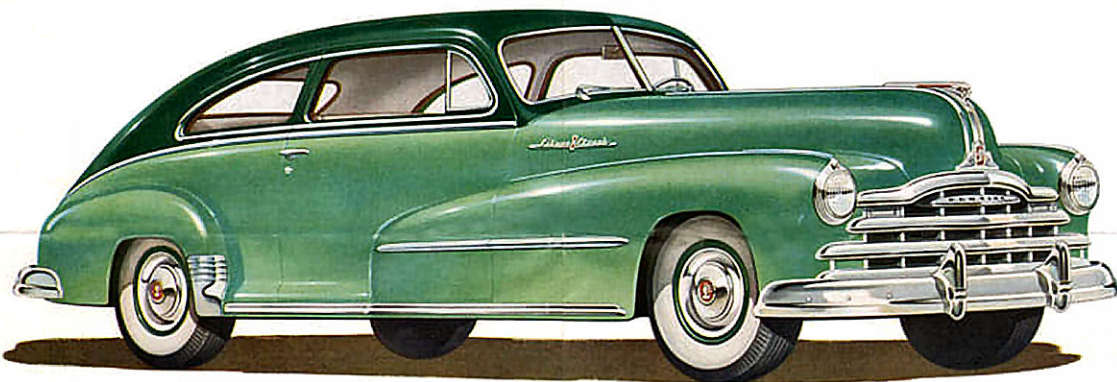
G.M. HYDRA-MATIC DRIVE OPTIONAL ON ALL MODELS\*

## What Hydra-Matic Drive Is:

G.M. Hydra-Matic Drive is a proved, dependable transmission that makes your driving unbelievably easy. Hydra-Matic shifts your gears automatically, at the right time, at the right speed. With G.M. Hydra-Matic there is no clutch pedal! You just move the control (forward or reverse) and go!

## What Hydra-Matic Drive Does:

G.M. Hydra-Matic Drive lets you drive with startling simplicity. You can stop and start—all day long—with only the brake and accelerator pedals. On hills, on the straightaway, in heavy city traffic, G.M. Hydra-Matic does your gear shifting for you. You're always in the correct, most efficient gear with G.M. Hydra-Matic!



DeLuxe Streamliner Sedan-Coupe



DeLuxe Streamliner 4-Door Sedan

*Even Finer*  
IN APPEARANCE



DeLuxe Torpedo Sedan-Coupe



Torpedo 2-Door Sedan

*Even Finer*  
IN DEPENDABILITY



DeLuxe Torpedo 4-Door Sedan



Torpedo Business Coupe

*Even Finer*  
IN PERFORMANCE



Torpedo Sport Coupe



DeLuxe Streamliner Station Wagon

*Even Finer*  
IN QUALITY



DeLuxe Torpedo Convertible

Two-tone color combinations, and white side wall tires shown on this page optional at extra cost. DeLuxe models shown here are also available with standard equipment. \*G.M. Hydra-Matic Drive available at extra cost.

