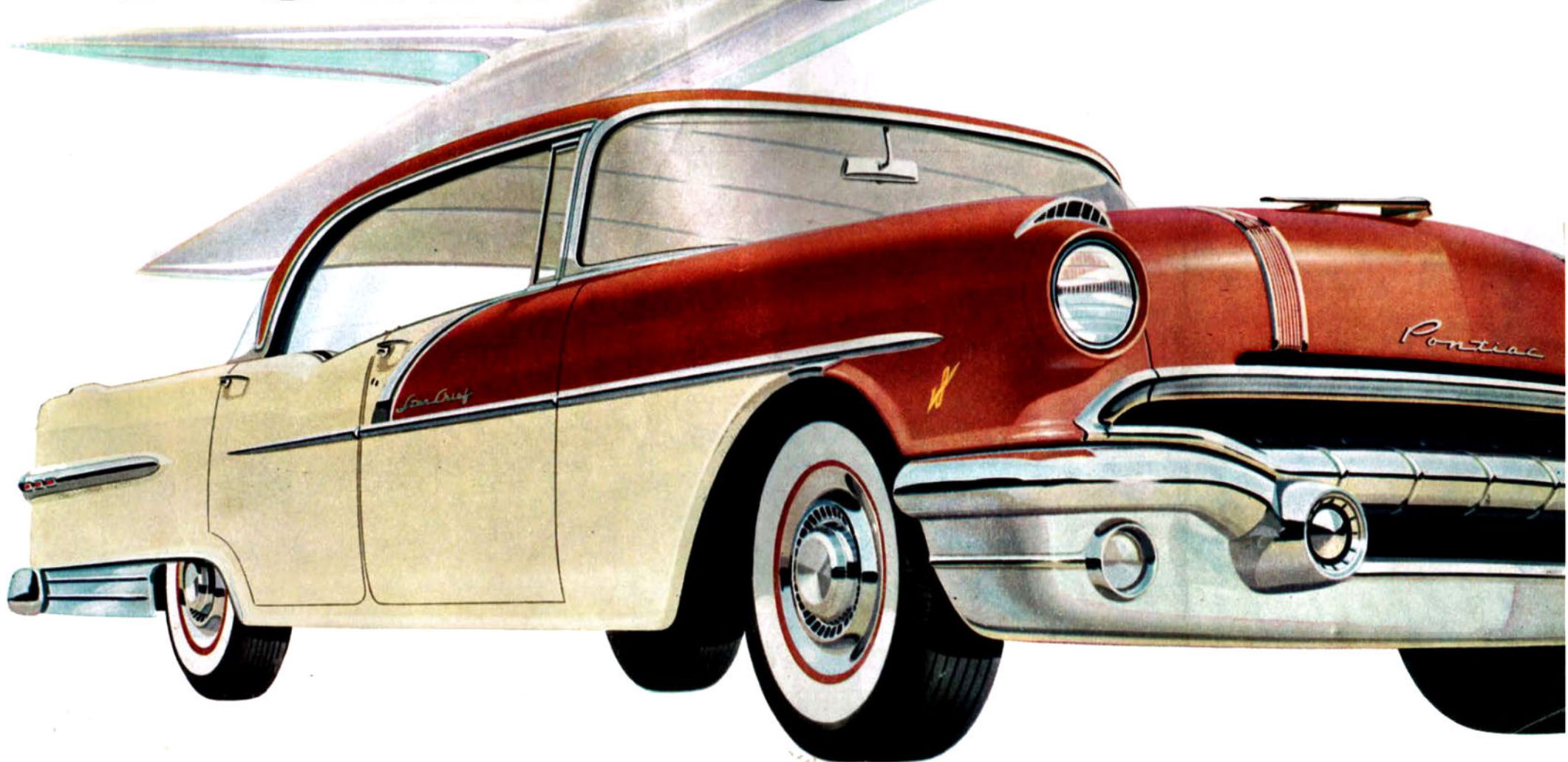
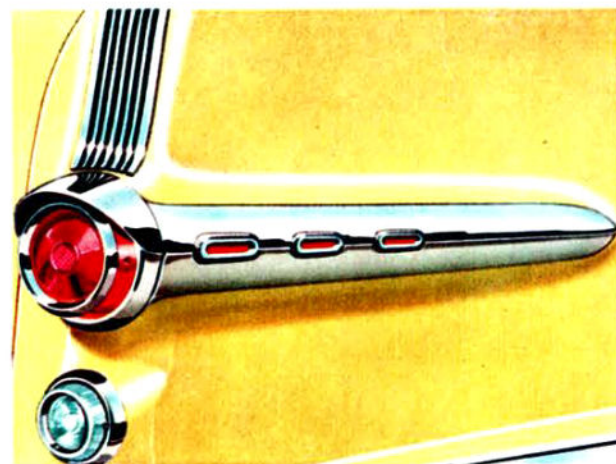


the fabulous '56

Strato-Streak

PONTIAC

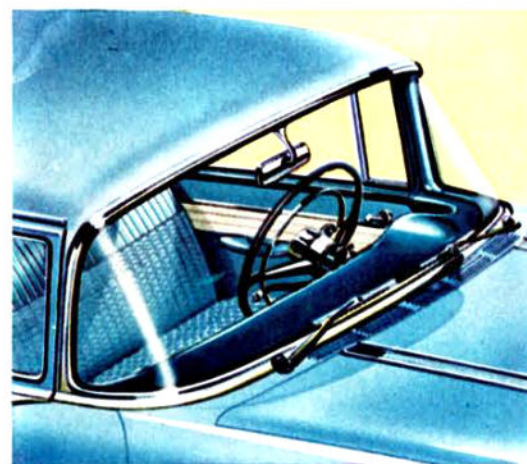




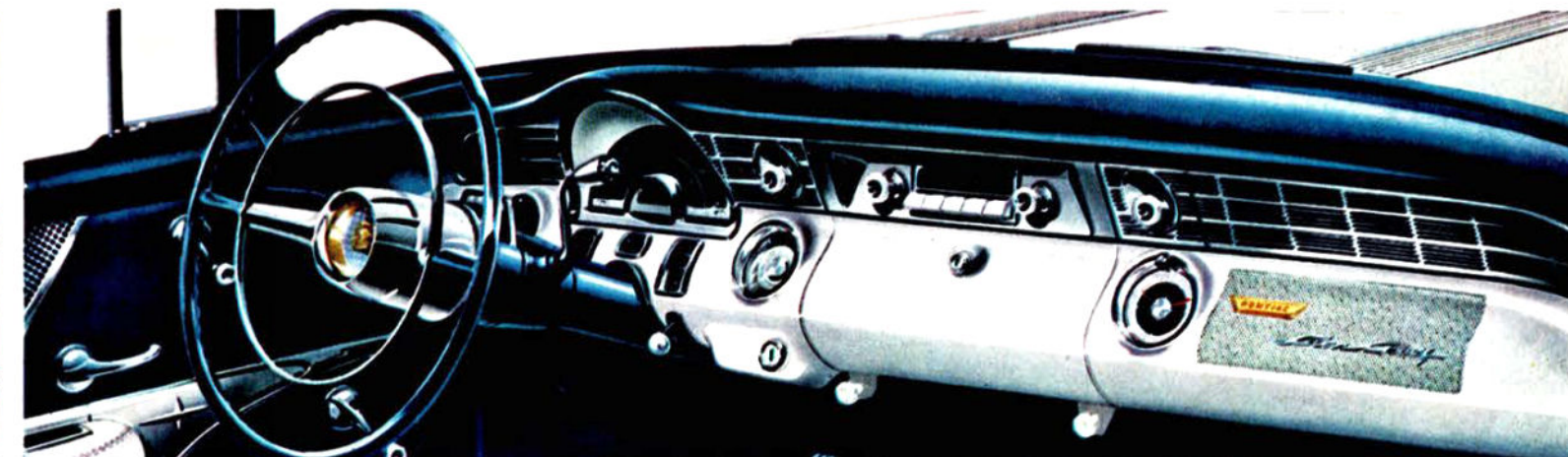
Daring new signature of all '56 Star Chief models, boldly proclaiming the new style leader of all motordom.



Smartly announcing the arrival of Pontiac '56 is this new simulated air scoop.



Wide, new horizons open magnificently through Pontiac's Panoramic windshield.



Magic . . . pure Pontiac magic, the graceful flow and design of the '56 instrument panel . . . specially smart in Star Chief and 870 models for its new harmonizing two-tone handling, and even more appealing in its handsome and practical positioning of controls.

15 smart new models

dramatically styled...dynamically powered!



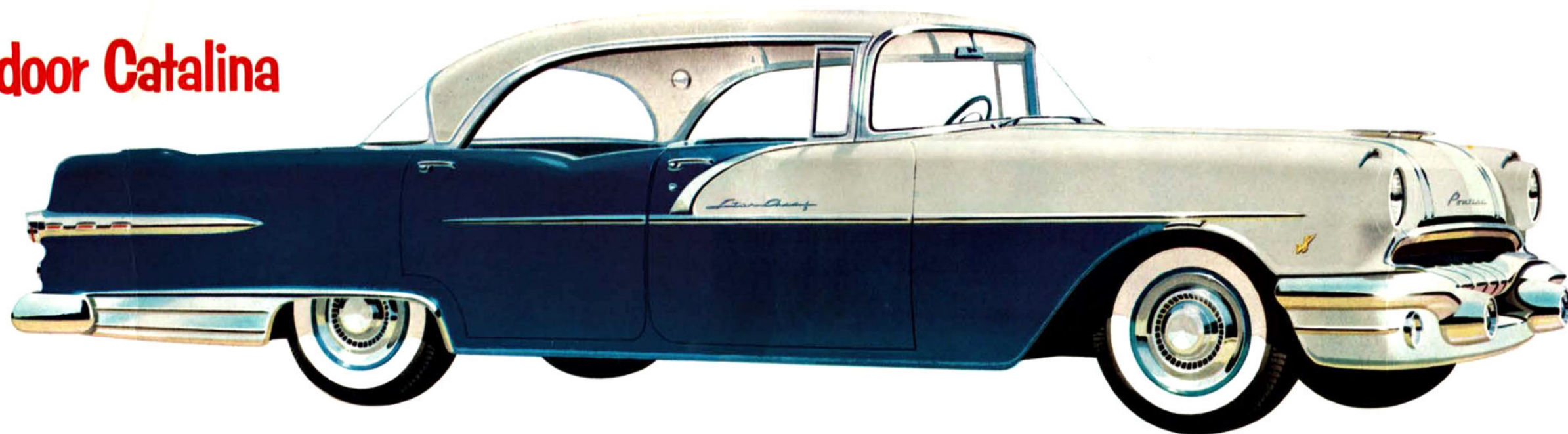
You are about to embark on a spirit-lifting adventure into the future. As you turn the following pages, an exciting new concept of motoring will unfold before your very eyes. You'll see 15 fabulously styled new automobiles . . . powered by the dynamic new 227- and 205-h.p. Strato-Streak V-8's. You'll thrill to the glamour of Pontiac's new Four-door Catalinas . . . marvel at the vitality and sheer beauty of the new solid and two-tone color combinations. We're confident you'll lose your heart to the bold interiors found in every new '56 Pontiac series . . . Star Chief, 870 and 860. So get set . . . here you go on a wondrous adventure into a land of glamour and excitement . . . a 1956 Pontiac land.

New Strato-Flight Hydra-Matic

Introducing a big and vital General Motors first . . . the new, completely new Pontiac Strato-Flight Hydra-Matic. Capitalizing on years of experience and tremendous know-how, our engineers designed virtually complete smoothness of power flow and outstanding economy right into the heart of the transmission. Drive a new '56 Pontiac Strato-Flight Hydra-Matic and live the motoring thrill of your life.

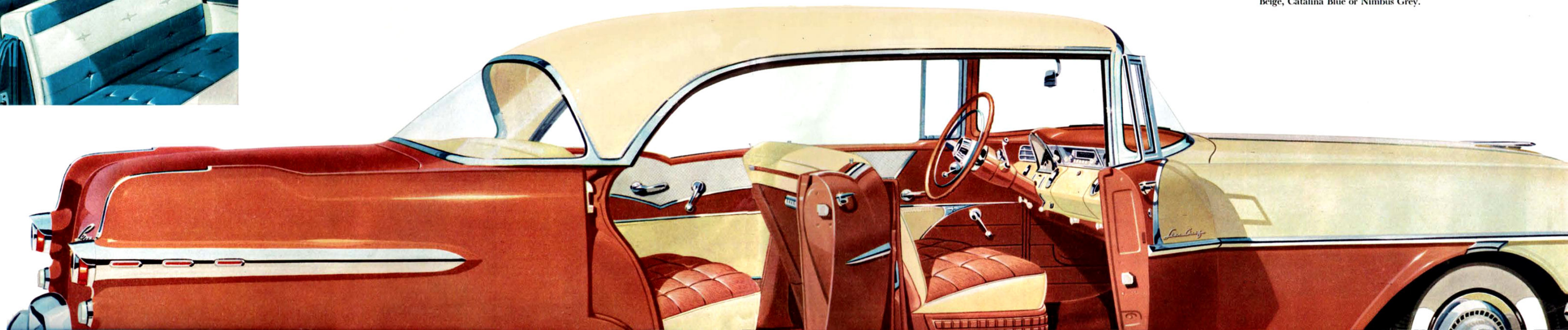
brilliant new look to a wonderful idea!

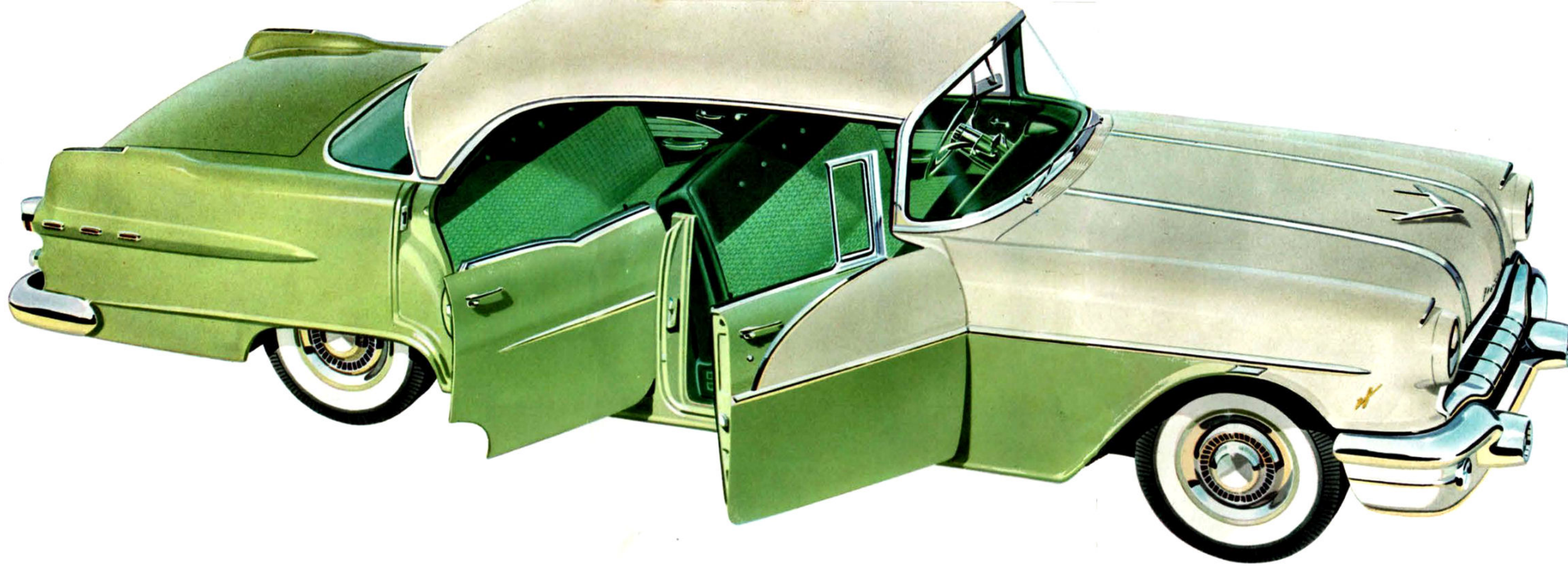
Pontiac Star Chief **Four-door Catalina**



Let yourself go and go the way your fancy flies . . . straight up to the fabulous Star Chief Four-door Catalina. Pontiac stylists threw convention to the winds and created a car so vitally different in design and yet so beautiful in purpose it can't help but be a wide-open winner. So step right up and meet the four-door, no-post hardtop champion . . . the spirit and flair is there . . . the eagerness and agility of a thoroughbred is built right in . . . all it needs is you.

Four magnificent interiors, in either all hand-buffed, top-grain leather or luxurious leather and nylon-faced fabric to harmonize vibrantly with eight solid or two-tone combinations of Sandalwood, Sun Beige, Catalina Blue or Nimbus Grey.

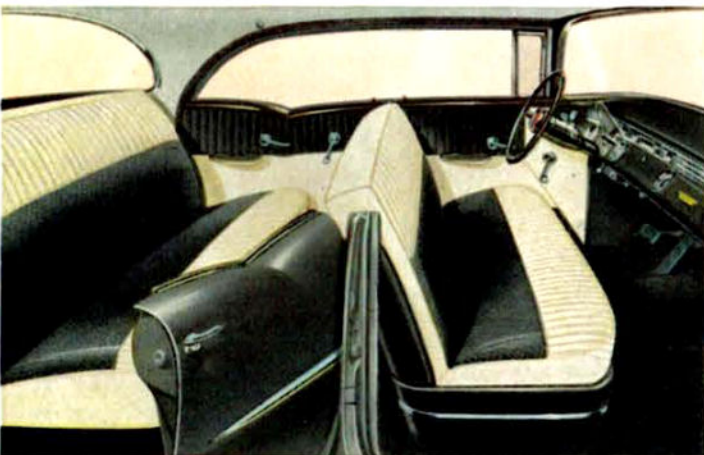




Pontiac **870 Four-door Catalina**

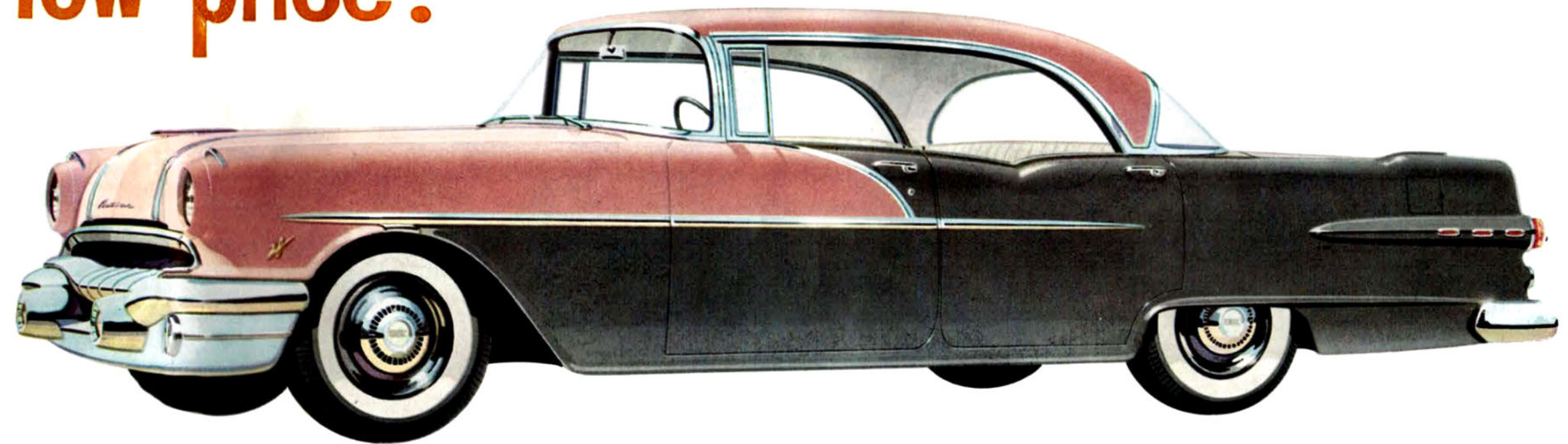
Step right in . . . the viewing is wonderful! Then sit back and take an imaginary trip into a world of tomorrow . . . in a car of tomorrow. Picture yourself in full command of this dazzling new automobile . . . proud indeed of its sleek, no-post hardtop appearance . . . and happy, too, about its easy-entry, four-door sedan convenience. You're thrilled, too, with Pontiac's new Vogue Two-Toning design. Choose one of the forty-nine color combinations (Nimbus Grey-Tarragon Green shown) and one of the nine interiors and make the Pontiac 870 Four-door Catalina your car!

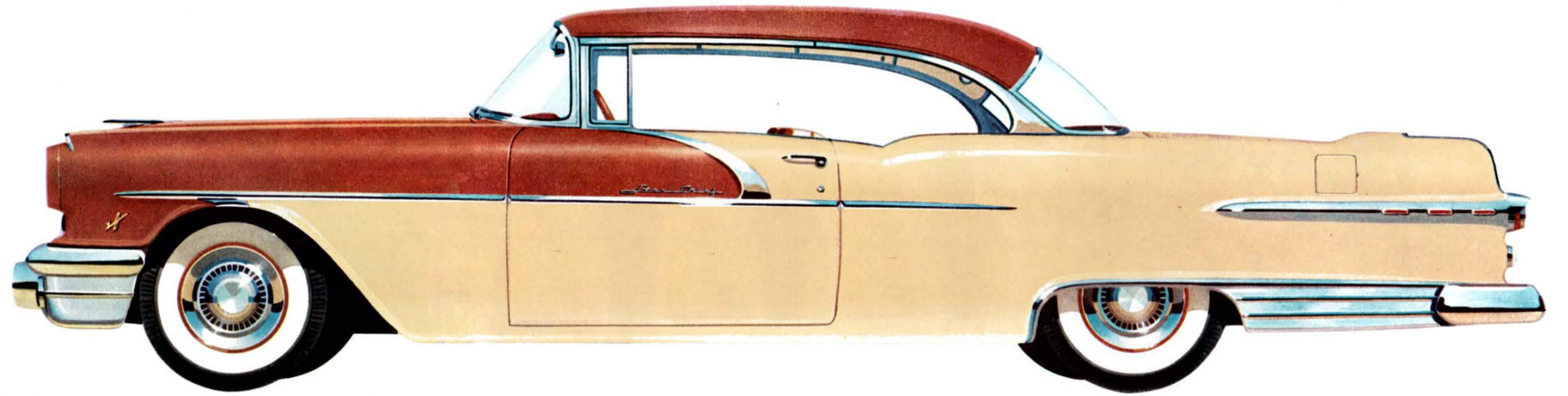
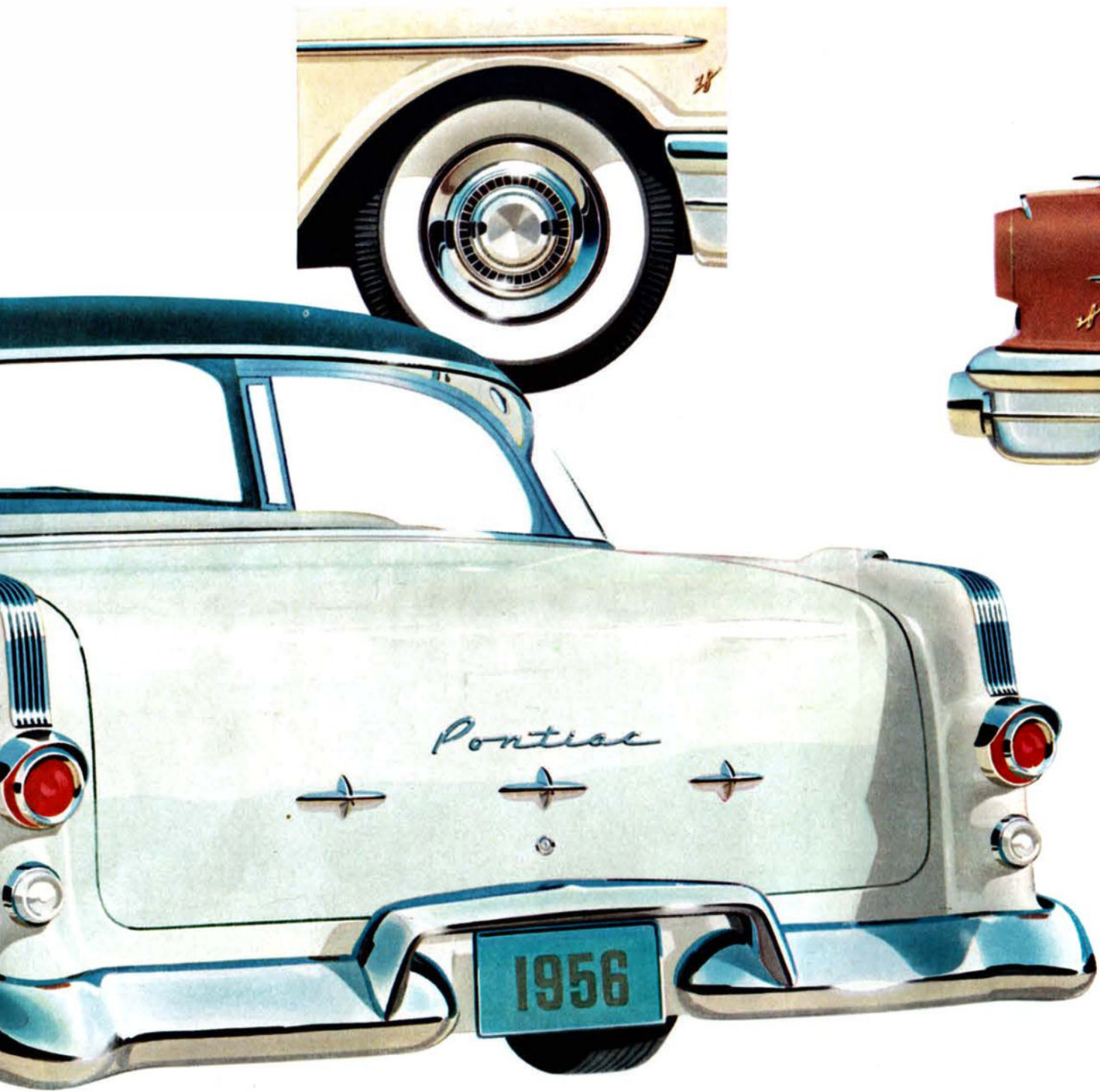
grace and go far beyond the low price!



Pontiac **860 Four-door Catalina**

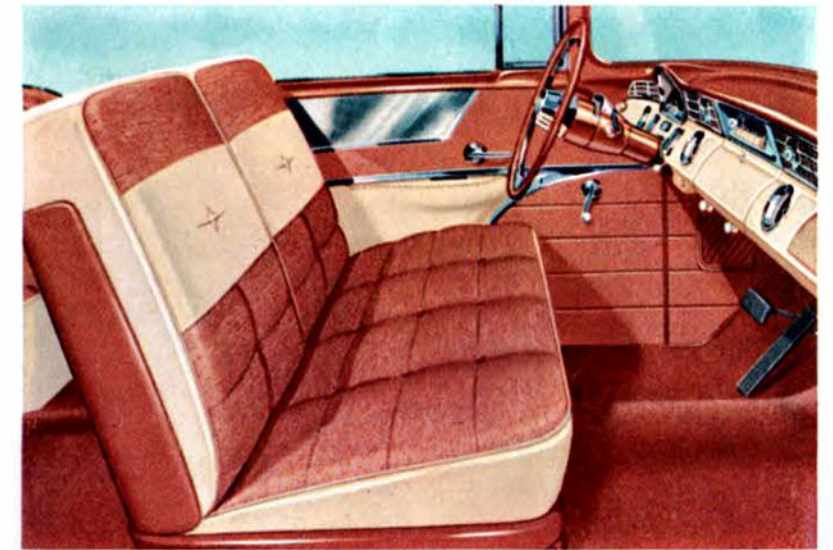
Careful . . . one look at this beauty and she'll steal your heart. But, confidentially, you'll love the experience . . . for here is a fresh, new approach to motoring. Check the new four-door hardtop styling . . . truly breath-taking isn't it? Then feast your eyes on outstanding interior luxury. There's no doubt about it . . . Pontiac has turned the trick again, especially when you consider how easy this no-post beauty is to own. Never has a car of this size, luxury and beauty been priced so low. Choose from six smart interiors and forty-nine extremely handsome color combinations. (Phantom Grey-Camellia is shown.)



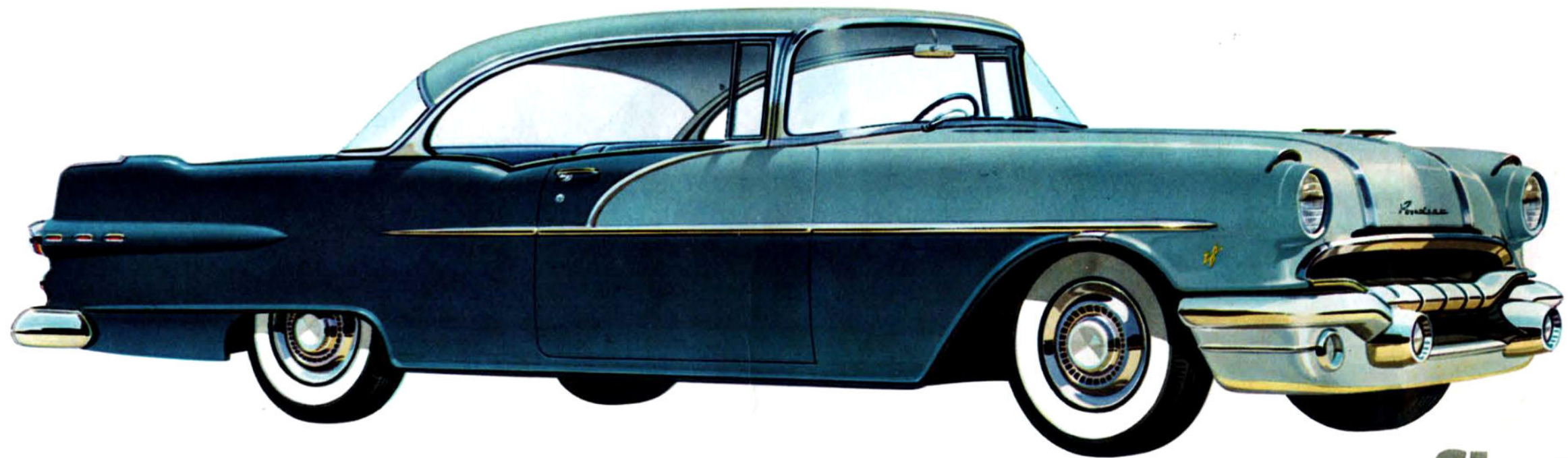


Pontiac Star Chief **Two-door Catalina**

Did you hear that sigh? . . . that was thousands of others just like you reacting to their first view of the breath-taking '56 Star Chief Two-door Catalina. How can you help yourself when you see such beauty? From the gleaming chrome rear fender paneling to the clean, bold look of the rear end with its three brilliant stars . . . and even to the masterful design of the stainless steel wheel discs, no car has ever captured the heart of America in such an overwhelming way. Choose one of eight custom solid or two-tone combinations (the Sandalwood-Sun Beige option is shown) and either all hand-buffed, top-grain leather or leather and nylon-faced fabric harmonizing interiors . . . and make this beauty your car.



capturing first-place fashion and luxury honors!



Pontiac 870 Two-door Catalina

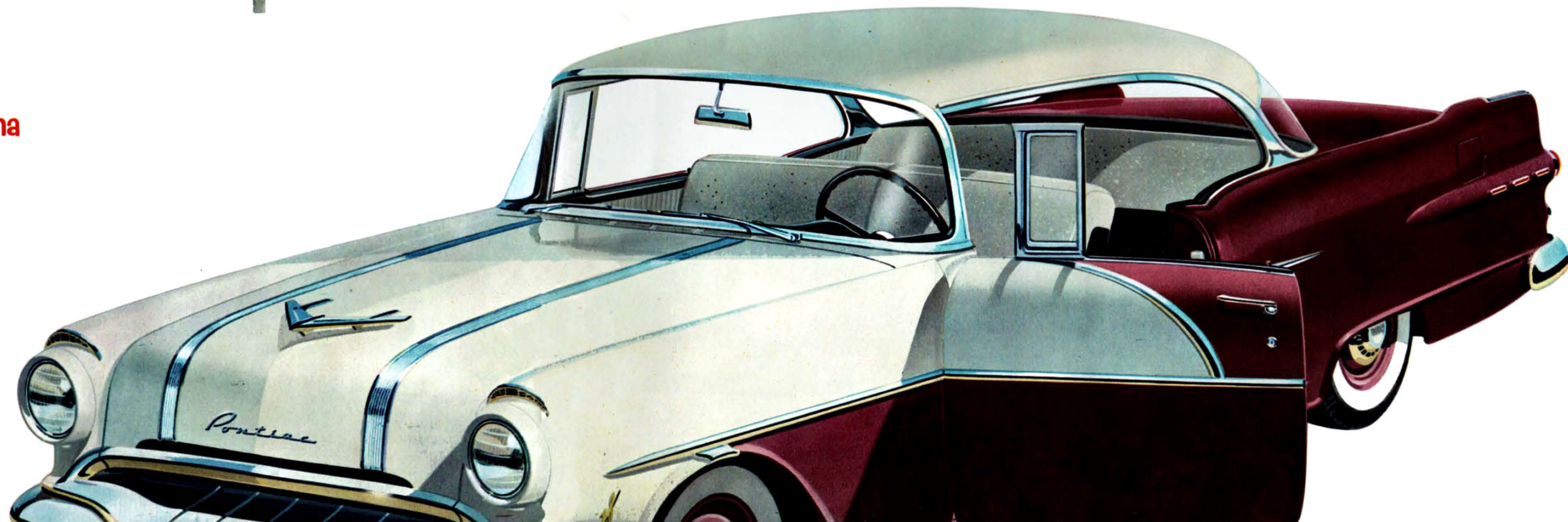
Pardon us while we boast . . . but here's a sheer stroke of genius! There's a beautiful blending of Silver-Streak styling and interior design (*nine* choices altogether) about this 870 Catalina that takes it soaring to exciting new heights. Beneath the hood surges the sensational Strato-Streak V-8 and hidden to the eye lies one of Pontiac's reasons for such easy steering . . . the recirculating ball-type steering gear. See why we boast . . . you will, too, when you own a sleek new Pontiac 870 Catalina. (Shown: Vista Blue-Chesapeake Blue, one of forty-nine color combinations.)

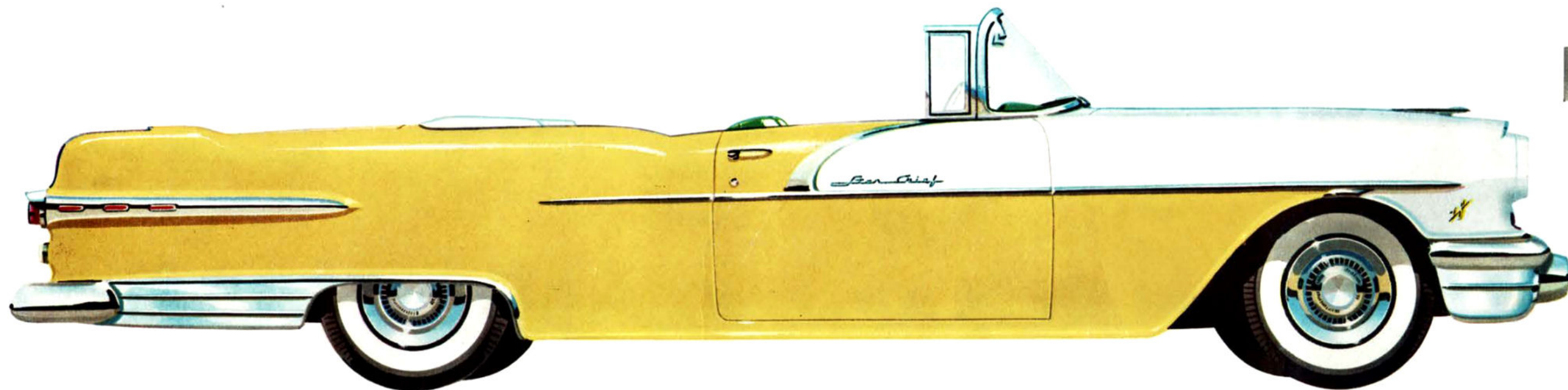


new sweep...new flair... **new love of action!**

Pontiac 860 Two-door Catalina

How can anyone stay calm . . . excitement, thrills and adventure are so much a part of this new, low-priced addition to the great Pontiac line. Note the clever, reflectorized rear fender panels and the sleek new appearance to Pontiac's famed twin silver streaks. Slip behind the wheel and guide the tremendous power of the great Strato-Streak V-8 bounding with energy and vitality. You drive this lowest-priced Catalina and see! Choose from six luxurious interiors. (Shown: Nimbus Grey-Amethyst exterior, one of forty-nine color combinations.)





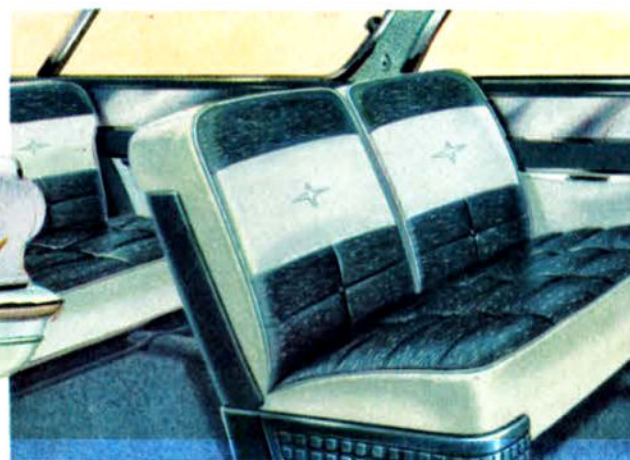
Pontiac Star Chief **Convertible**

An open invitation to a thrilling new experience . . . come aboard for a flight into the future in the fantastically beautiful Strato-Streak V-8 powered '56 Star Chief Convertible. A bit of caution here . . . if you don't want admiring eyes cast your way you'd better move along, for wherever you go in this startling new top-downer you'll definitely be the center of attraction. The long, low body styling that's set off by Pontiac's big Panoramic windshield is one reason why. Choose one of the four interior options and one of the forty-nine exciting color combinations (Grenada Gold-Nimbus Grey shown).

bold in design... adventurous in spirit!

Pontiac Star Chief **Safari**

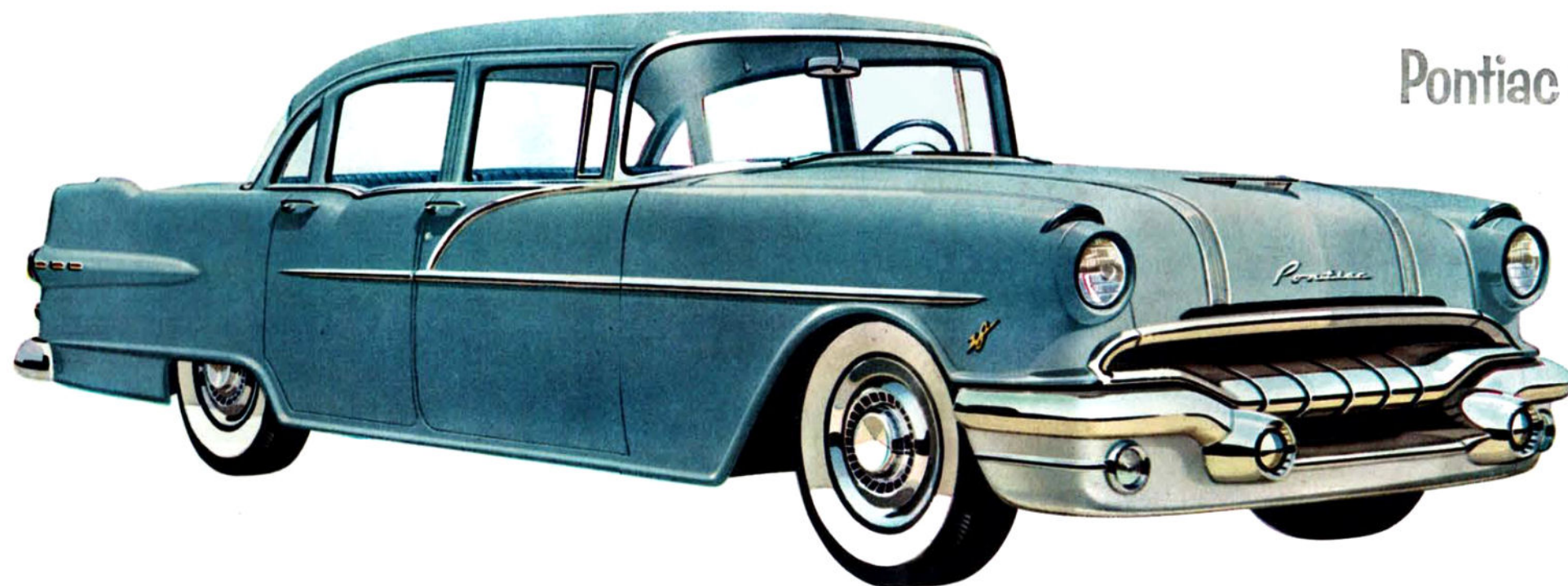
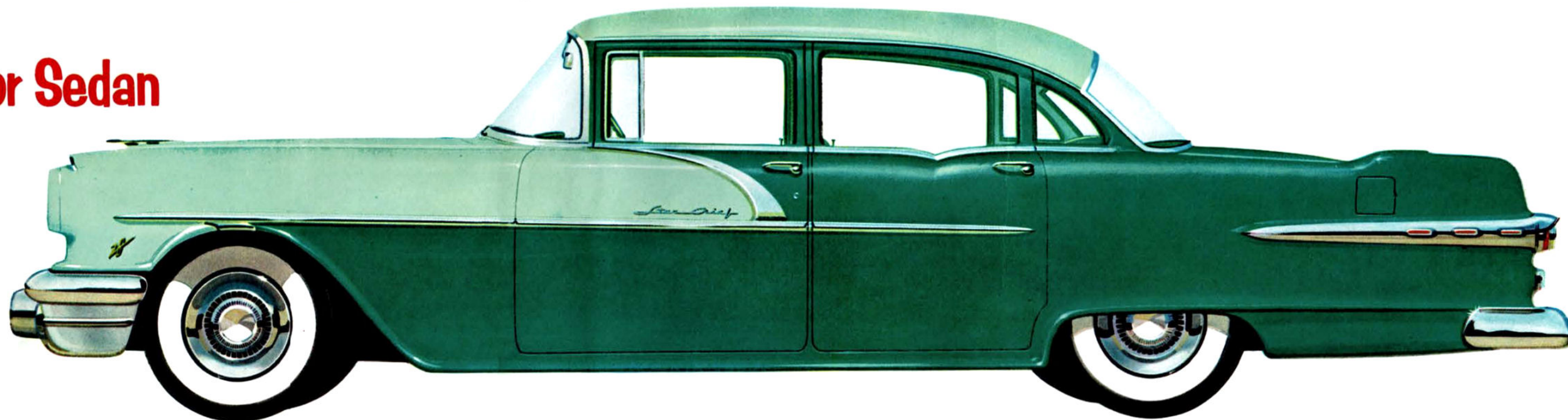
Steady as you go . . . a steady, versatile servant for any occasion you'd like to mention. Vacation, an evening at the club or a trip to the farm (terrific here for the second seat folds flat) . . . the great new '56 Safari just seems to belong in a wonderful, eye-catching way. And more than eye-catching is the dramatic sedan-like window styling, wraparound rear windows and distinctive tailgate design. Choose either all hand-buffed leather or leather and nylon-faced fabric to harmonize with the eight custom exterior colors (Catalina Blue-Nimbus Grey shown).



superb new beauty and poise from every angle!

Pontiac Star Chief **Four-door Sedan**

Graceful . . . subtle of line and design, yet bursting with boundless energy and the yen to go. Never has any automobile captured so beautifully America's great desire for a *finer* family car . . . one endowed with distinctive poise and yet alive with appearance and performance vitality. Certainly, the Star Chief Four-door Sedan is a shining example of the Pontiac idea: and that is to build a truly fine car priced in a range all America can enjoy. Make your selection from the six very handsome interiors and forty-nine color combinations (flashing Hialeah Green-Glendale Green is shown) . . . and make this your family car.



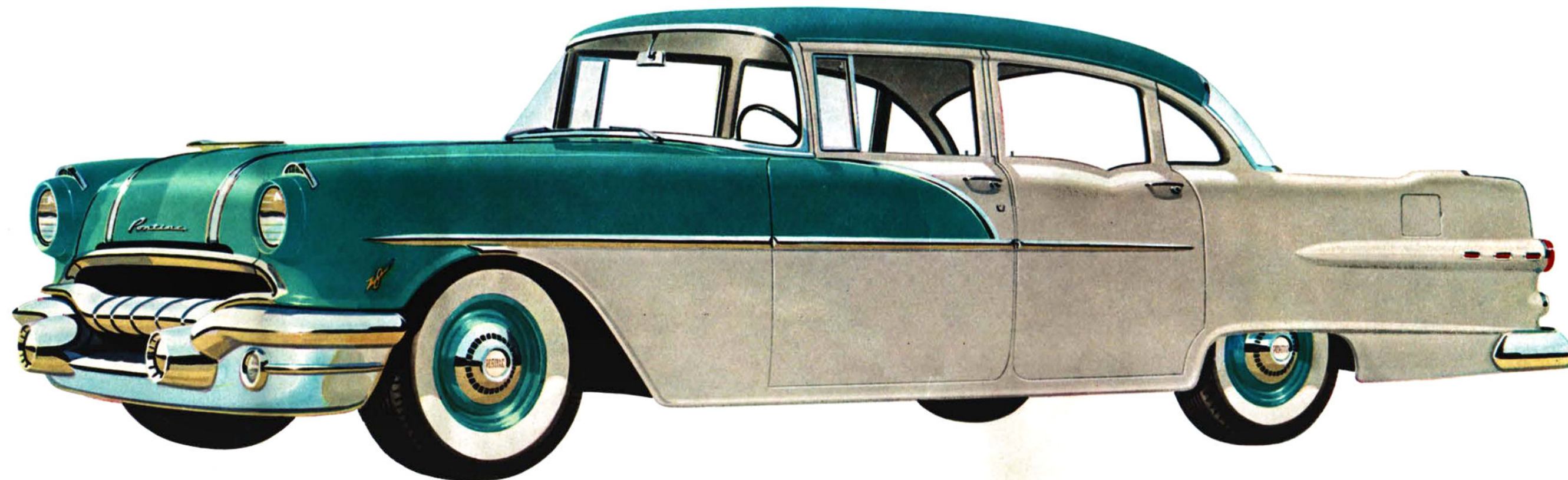
Pontiac **870 Four-door Sedan**

Mark this as a leader . . . a leader in looks, a leader in get-up-and-go and so definitely a leader in downright value. Of course, it's simple to describe this great new car, but words cannot reveal its exceedingly rare beauty and spirited personality. For example, inspect the modernistic handling of Pontiac's new gull-wing grille and massive new bumpers. Take the wheel now, and take your choice of six vibrant interior options and forty-nine smart color combinations (Vista Blue is shown).

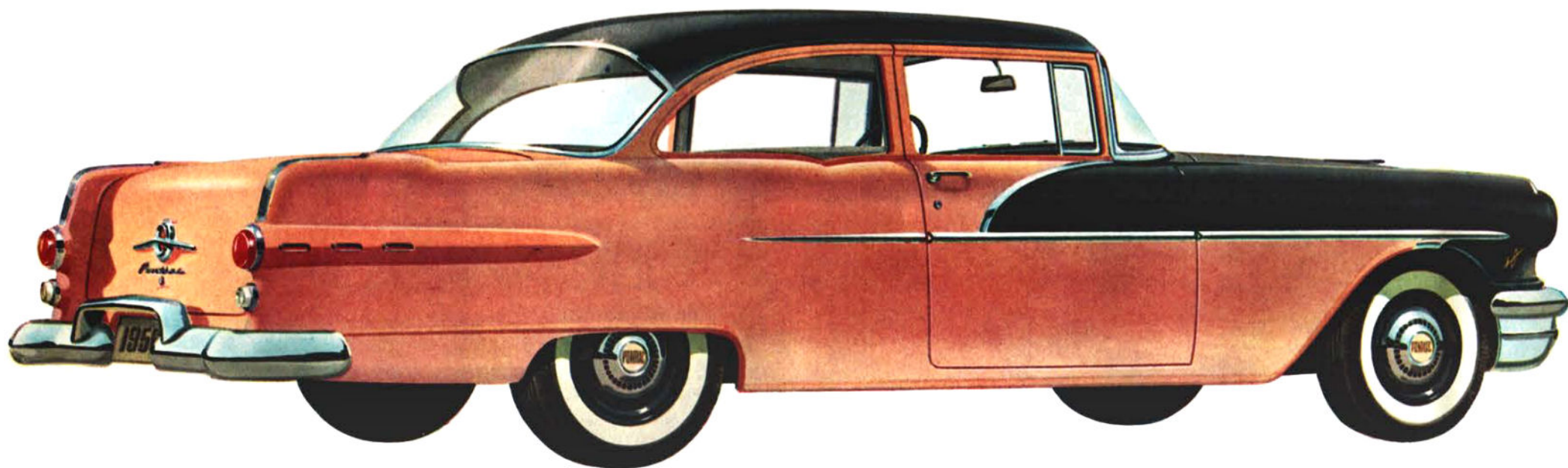


Pontiac 860 Four-door Sedan

Count them . . . six, yes, six absolutely beautiful interiors and forty-nine Vogue Two-Tone or solid exterior color combinations (shown: Olympic Blue-Nimbus Grey). The selection is something out of this world . . . and out of this world, too, is the new side chrome trim design of Pontiac's lowest-priced four-door sedan. Here's a car that's going to take America by storm for the look is entirely new, the Strato-Streak V-8 performance is sensational and the value is terrific.



America's smartest models ... America's smartest buys!

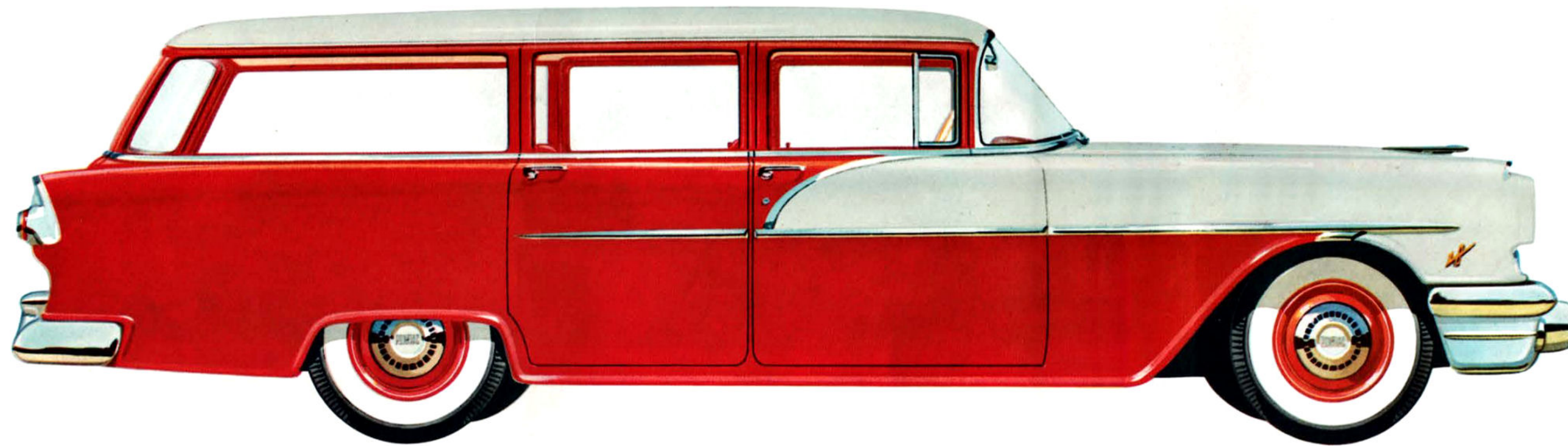


Pontiac 860 Two-door Sedan

The easiest way to get into a truly *fine* car at a price well within your means! And let no one fool you on this score . . . Pontiac's new 860 Two-door Sedan is not a stripped-down version of a higher priced model! Nowhere else will you find such de luxe appointments as twin sun visors, arm rests *both* front and rear, cigar lighter, ash trays and even coat hooks in a car of Pontiac's size, weight, performance and price! Choose from forty-nine exterior color combinations (Raven Black-Camellia is shown) and six exciting interiors.

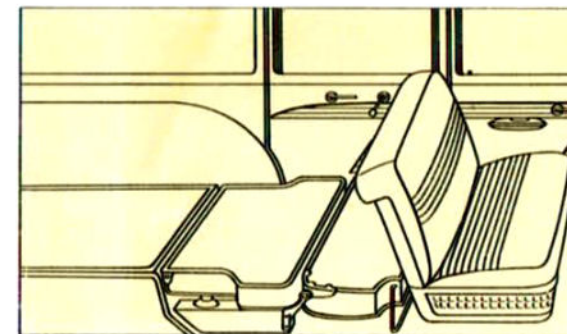


a beauty to see and a beauty to own!



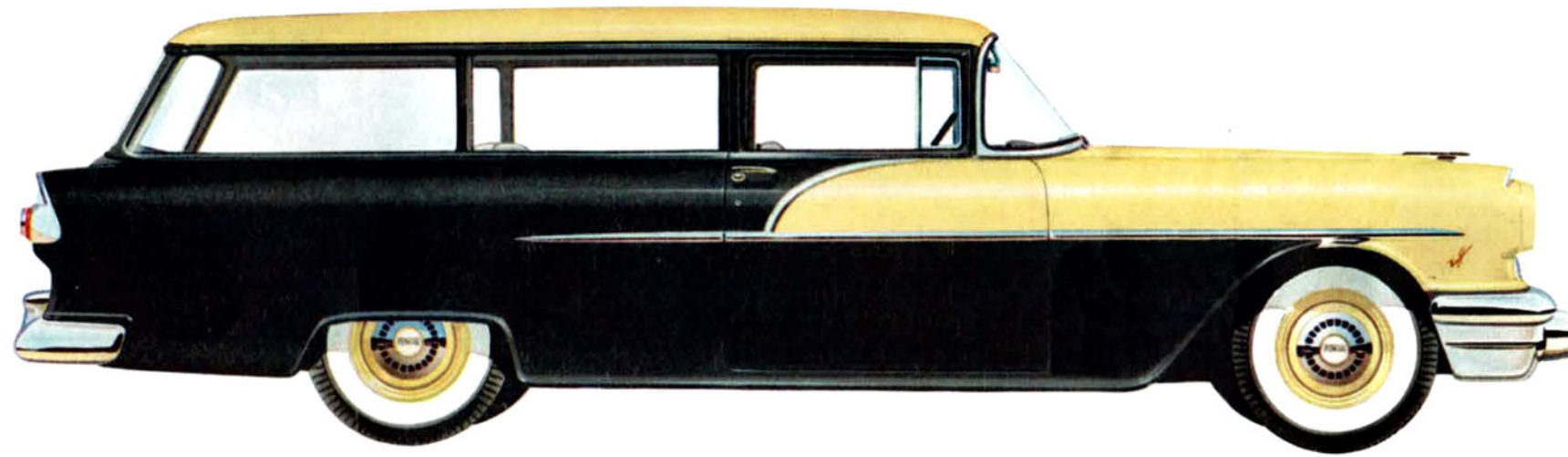
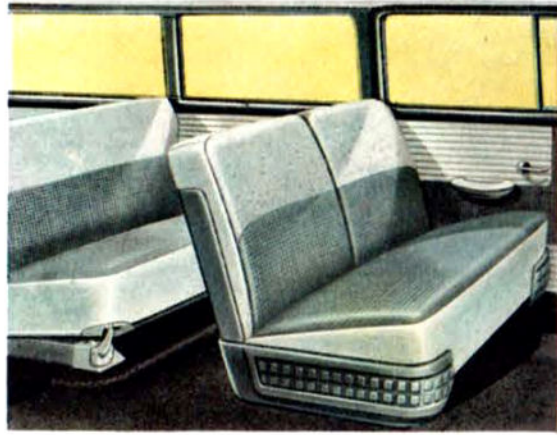
Pontiac 870 Four-door Station Wagon

When is a station wagon not a station wagon? Answer . . . when it's a '56 Pontiac 870! Sure, this versatile new automobile will carry almost any kind of a load you wish from furniture to power lawn mowers and do it with the greatest of ease. But Pontiac has done something wonderful and exciting with this new car to give it station wagon convenience with sedan appearance and grace. Note how even the carrying compartment is finished in such a de luxe manner. Make the wise move now to the '56 870 Station Wagon! Select one of the three new vibrant interiors and one of the forty-nine eye-catching new color combinations. You might like the Nimbus Grey-Bolero Red combination shown.



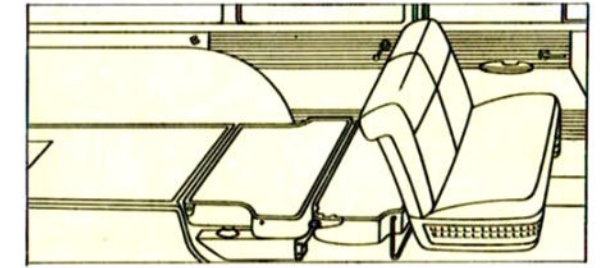
Wonderful news! Pontiac's 870 Station Wagon rear seat folds flush with the floor in just a matter of seconds. Look at the space with the second seat folded . . . nearly 7½ feet long with the tail gate closed, over 9 feet with tail gate open!





Pontiac 860 Two-door Station Wagon

A turn of the key, a touch of your toe and you're off on the motoring thrill of your life. Thrills come by the barrelful when you own the new 860 Two-door, six-passenger Station Wagon, for by nature it is one of the most versatile cars ever built. Fold the second seat flush with the floor and you have a carrying space nearly 7½ ft. in length. Choose one of the three interior options and forty-nine color combinations (Grenada Gold-Raven Black is shown).



high style comes to low-priced station wagons!



Pontiac 860 Four-door Station Wagon

Name the job and the sleek new 860 Four-door, nine-passenger Station Wagon does it for you in such a wonderful, convenient way. There's extra-special news about this great new car! Get this . . . the third-seat cushions can be removed completely, while the second seat folds in sections (as illustrated below) for complete entry and carrying ease. What's more, with the third seat removed, you have at your command over 4 feet of carrying space; with the second seat folded flush, nearly 7½ feet in length. Make a choice of one of the three interiors and forty-nine color combinations (Nimbus Grey-Glendale Green shown) . . . and make this handiest of cars *your* car!



delivering a new high ... in power

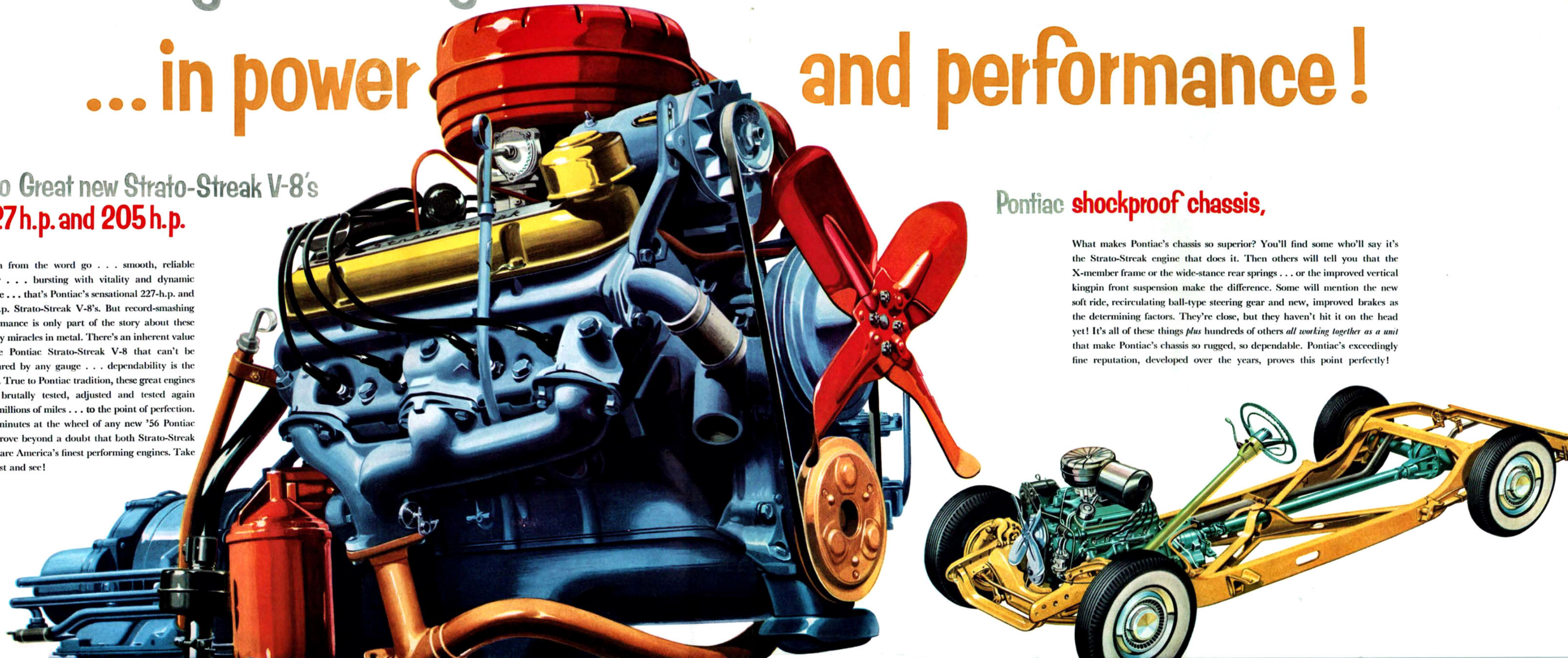
and performance!

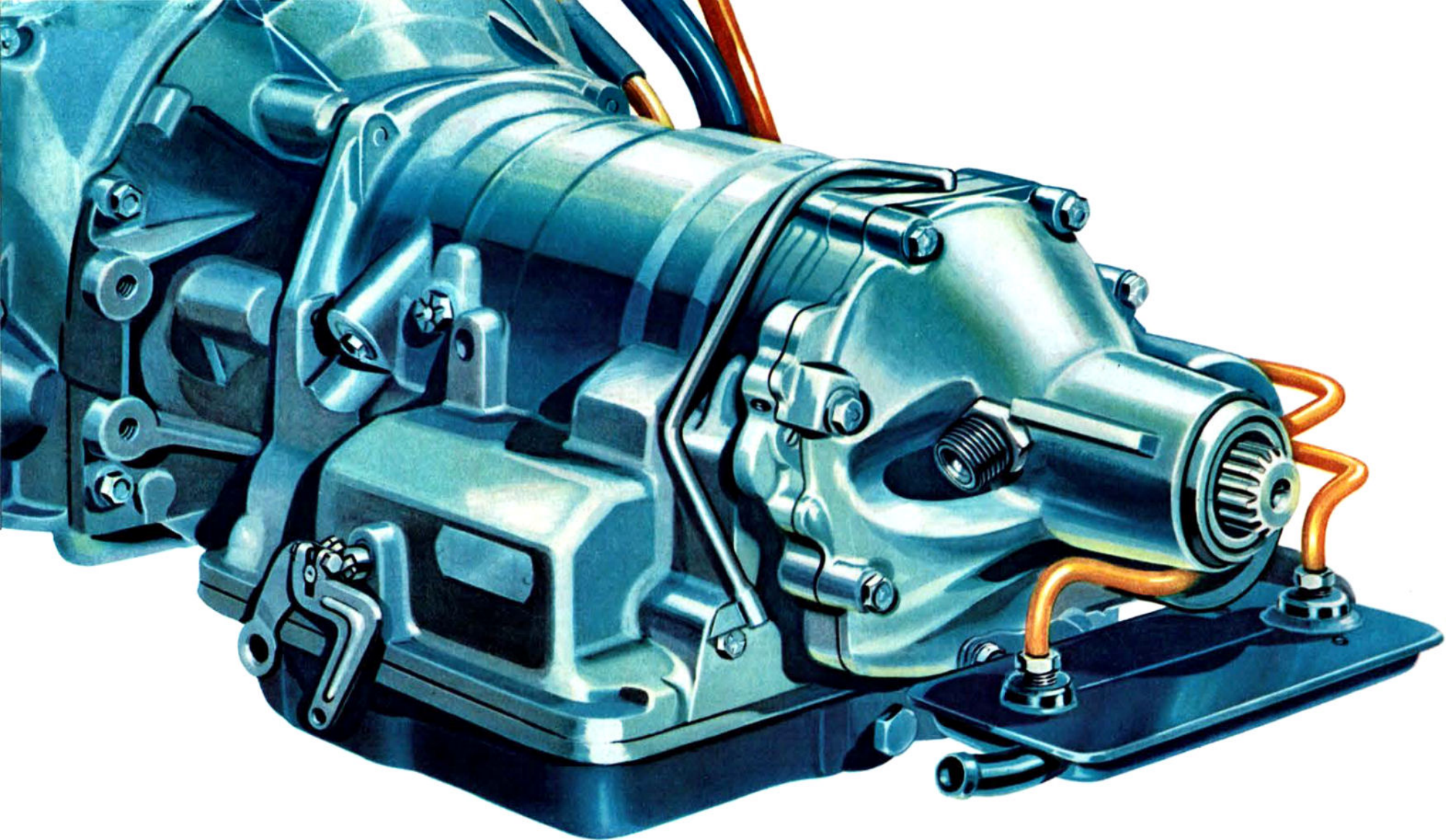
Two Great new Strato-Streak V-8's 227 h.p. and 205 h.p.

Action from the word go . . . smooth, reliable power . . . bursting with vitality and dynamic reserve . . . that's Pontiac's sensational 227-h.p. and 205-h.p. Strato-Streak V-8's. But record-smashing performance is only part of the story about these mighty miracles in metal. There's an inherent value in the Pontiac Strato-Streak V-8 that can't be measured by any gauge . . . dependability is the name. True to Pontiac tradition, these great engines were brutally tested, adjusted and tested again over millions of miles . . . to the point of perfection. Ten minutes at the wheel of any new '56 Pontiac will prove beyond a doubt that both Strato-Streak V-8's are America's finest performing engines. Take the test and see!

Pontiac shockproof chassis,

What makes Pontiac's chassis so superior? You'll find some who'll say it's the Strato-Streak engine that does it. Then others will tell you that the X-member frame or the wide-stance rear springs . . . or the improved vertical kingpin front suspension make the difference. Some will mention the new soft ride, recirculating ball-type steering gear and new, improved brakes as the determining factors. They're close, but they haven't hit it on the head yet! It's all of these things *plus* hundreds of others *all working together as a unit* that make Pontiac's chassis so rugged, so dependable. Pontiac's exceedingly fine reputation, developed over the years, proves this point perfectly!





It's here! A big and vital
General Motors first!

Pontiac's great new

Strato-Flight Hydra-Matic



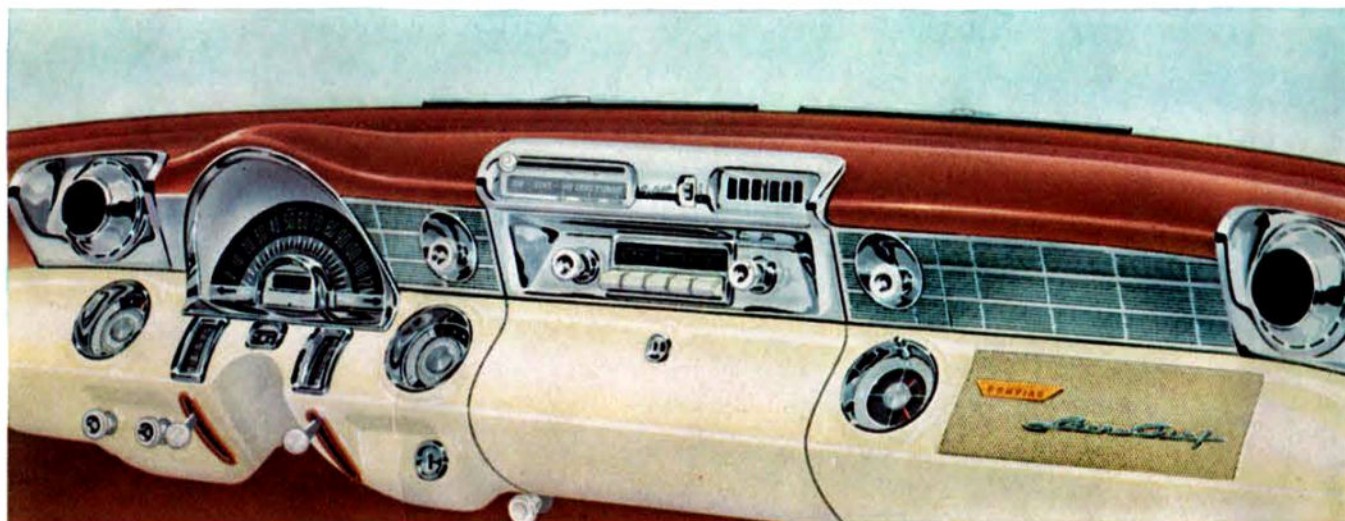
Every so often a milestone in motoring is achieved. Look back over the years and recall the gigantic steps that have been taken to raise the automobile to a point of perfection. Pontiac has led the way consistently with engineering advancements far-reaching in scope. Now, in the great year of 1956, Pontiac once again steps proudly into the foreground with a vital new General Motors "Automotive First"—the all-new, power-smooth Strato-Flight Hydra-Matic* transmission. Several years ago the fundamental groundwork was laid and since that time a tremendous amount of effort and approximately 2 million miles of testing and proving have been wisely spent in perfecting this transmission.

Why is the great new Strato-Flight Hydra-Matic such an outstanding motoring achievement? Because here is true and recognized Hydra-Matic economy coupled perfectly to power-flow smoothness. Driving economy with velvet smoothness could easily have been the only objective in developing the new Strato-Flight Hydra-Matic. But we did not stop there, for built right into this great new automatic transmission is the lifelong dependability for which Pontiac is famous! Be sure to take a drive in a brilliant new '56 Strato-Streak Pontiac . . . with the sensational new Strato-Flight Hydra-Matic soon . . . and experience the motoring thrill of your life.

*Optional at extra cost.

Pontiac air conditioning

Move the lever to ON . . . then sit back and enjoy the most relaxing drive you've ever had, completely unaware of the soaring outside temperature. Pontiac's new '56 no-draft Air Conditioning* delivers wonderful cooling, dust-, smoke- and pollen-filtered air immediately at your command. Furthermore, and this is just one of the many Pontiac advantages, you can set the controls to admit outside air or adjust to recirculate inside air to obtain the coolness you like. Pontiac's all-up-front Air Conditioning keeps your trunk completely free for easy carrying, eliminates need for unsightly, view-blocking duct work.



Pontiac power seat...



Not two-, not four-, but *six*-way Power Seat . . .! What are the six? Count them . . . forward, back, up, down, tilt forward and tilt back . . . all by just a simple touch of the controls. Actually, the number of seat positions is virtually limitless. You set the seat just the way you like, tilted back a bit if you want . . . adjust it to any position. Try a new Pontiac Power Seat* . . . it's magic, comfort magic!

power windows ...



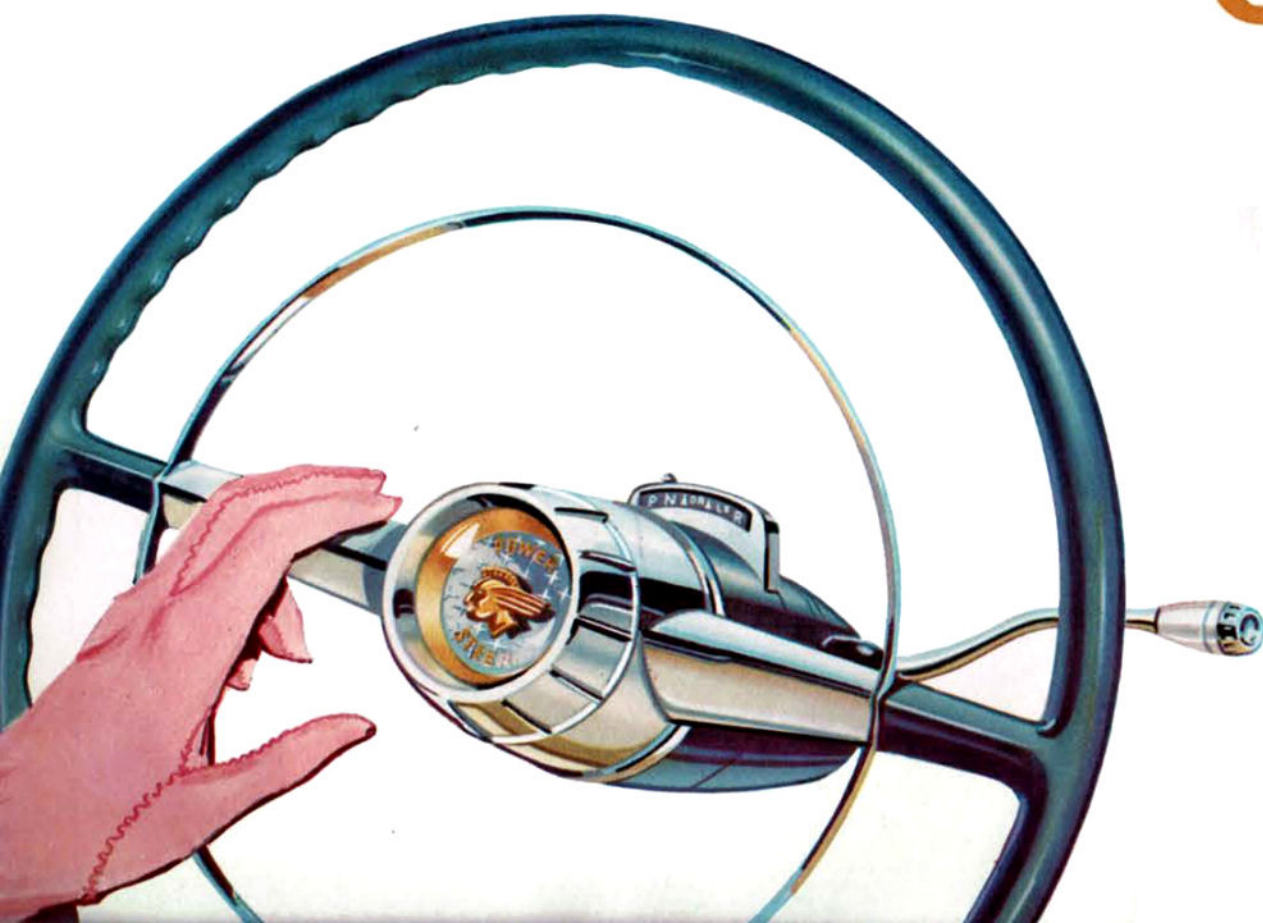
Easy does it . . . wherever you sit! From the driver's spot you can control all vertical-moving windows by the touch of a button . . . raise or lower the windows to just the height you want without moving an inch. Passengers can control their own vertical-moving windows by separate switches located on door panels. Once you've experienced the convenience and ease of Pontiac Power Windows*, you'll never settle for less.

power brakes



Pontiac has found virtually perfect *balance* in power brakes . . . balance in smoother, safer, easier stops combined with important "brake feel". Although stops with Pontiac's Power Brakes are almost effortless, "brake feel" is retained for more complete control. You slip behind the wheel of a Power Brake equipped Pontiac and try it . . . you'll notice the important difference. Order Pontiac Power Brakes*.

increase your driving pleasure...automatically!



Pontiac power steering

Pontiac Power Steering* is completely new for '56! New in design . . . new in performance . . . but more important, engineered to deliver altogether new driving pleasure. Get this . . . Pontiac Power Steering takes over up to 87% of the effort otherwise needed on hard, difficult turns, yet, and this is extremely valuable, allows you to retain complete control and necessary "road feel" at all times. There is a perfect combination . . . a combination that will give you the most relaxing driving you've ever known. Be sure to get Pontiac Power Steering!

motoring is even more fun with Pontiac-designed ACCESSORIES!

- De luxe push button radio and antenna
- De luxe Electromatic signal-seeking radio, antenna
- Remote-control, rear fender electric antenna
- New high-fidelity dual rear radio speakers
- New dual-exhaust system with twin mufflers
- Manual 360-position Comfort Control Front Seat
- Newly designed, gleaming chrome grille guard
- Highly protective rear bumper wing guards
- New foot-control, jet-stream windshield washer

- Modernistic new lighted hood ornament
- Remote-control outside rear-view mirror
- Fiber glass padded instrument panel safety cushion
- Rear fender shields, chrome or matching paint
- Easily attached chrome wire wheel discs
- Washable tricot nylon or plastic seat covers
- Special-design full-flow oil filter
- Dirt-removing oil-bath air cleaner
- Pivot-mounted, chrome continental tire kit

*Optional at extra cost.

Specifications

Strato-Streak V-8 Engine is a 90° V-block eight-cylinder engine of the valve-in-head design. With the standard compression ratio of 8.9 to 1, maximum brake horsepower is 227 at 4800 rpm; maximum torque, 312 lb.-ft. at 3000 rpm on Star Chief models with Hydra-Matic transmission; and 205 horsepower at 4600 rpm; maximum torque, 294 at 2600 rpm on 860 and 870 models with Hydra-Matic transmission. Bore and stroke, 3.94 inches by 3.25 inches. Displacement, 316.6 cubic inches. Completely counterbalanced crankshaft with counterweights ideally distributed for uniform bearing loads. Five overlapping main bearings. Oil seals both front and rear. Tin-plated aluminum pistons to reduce scuffing and wear. Integral, tapered valve guides for ideal non-stick operation and valve seating. Chain-driven camshaft supported by five bushings. Rubber engine cushioning. Pressure-suction Crankcase Ventilation to ventilate the entire engine with a complete, ideal-flow, ventilating pattern. A low-compression engine is available for use with standard fuel as optional equipment with Synchronesh transmission.

Engine Lubrication: Full-pressure Quad-gallery Lubricating System for adequate bearing lubrication at all times, ample lubrication to all engine moving parts. Helical gear type oil pump. Oil refill capacity (less filter), five quarts. Full-flow oil filter, accessory.

Fuel System: Four-barrel, multiple-venturi downdraft carburetor on Star Chief models; dual type standard (4-barrel carb. optional at extra

cost) on 870 and 860 models. Fuel pump with vacuum booster except on cars with accessory electric windshield wiper. Heavy-duty oil-bath air cleaner and silencer, accessory. Balanced-intake manifold with pre-heat chamber for extra-quick warm-up, efficient use of fuel. Automatic choke. Twenty-gallon fuel tank, except station wagons. 16- and 17-gallon fuel tanks in station wagons.

Cooling System: Reverse-flow Gusher-valve Cooling. Water distributing tubes in cylinder heads. Centrifugal water pump. Thermostatic control of water circulation. Water around all cylinders. Full-length water jackets. Four-bladed fan of 19-inch diameter, except in cars equipped with Air Conditioning. Coolant capacity: 22.7 quarts without heater; with underseat heater, 24.3 quarts; with Strato-Flight Hydra-Matic and underseat heater, 24.9 quarts.

Electrical System: 12-volt, 9-plate battery. Twenty-five ampere generator standard. Current and voltage regulator. Centrifugal, vacuumatic spark control. Spark plug make and model: AC 44. Key-quick Automatic Starting.

Chassis: Rugged Tru-X Frame with four-way cantilever construction. Wheelbase: Star Chief—124 inches; Safari—122 inches; 870 and 860—122 inches. Independent front coil springs. Vertical kingpins. Front stabilizer bar. Hydraulic shock absorbers, front and rear. Long, leaf type, parallel rear springs with full-length liners and rubber bushings.

Recirculating ball steering gear. Over-all steering ratio: 25 to 1. Hotchkiss Power-cushion Drive, Hypoid rear axle. Multiple-sealed 12-inch front brakes; 11-inch rear brakes. Independent Easy-pull Hand Brake operates on rear wheels. Synchronesh transmission with easy-action clutch, quiet helical gears. Built-in concentric gearshift. Hydra-Matic Drive optional at extra cost. Extra-low-pressure tubeless tires standard, 7.10 by 15 for wide 5½-inch rims; 7.60 by 15 tires standard on station wagons.

Body: All-steel Body by Fisher. Key-operated outside front door locks. "Free-wheeling" door handles on all rear doors when locked. Crank-operated front Ventipanes. Counterbalanced, self-locking trunk lid. Counterbalanced hood. Automatic interior lighting, actuated by front doors on 870 and 860 models and by all doors on Star Chief models. Ash trays and arm rests both front and rear (no rear arm rests in station wagons, except Safari). Spring-held tools in trunk to prevent rattling, except station wagons. Direction signals standard, all models.

Dimensions: Over-all length: Star Chief—212.6 inches; 870 and 860—205.6 inches, except station wagons; 860 and 870 Station Wagons, 206 inches; Safari—206.7 inches. Width: 75.1 inches. Height, with passengers: Four-door and Two-door Sedans, 60.5 inches; Convertible Coupe, 59 inches; Two-door Catalina, 59.1 inches; Four-door Catalina, 59 inches; 860 and 870 Station Wagons, 61 inches; Safari, 59.6 inches.

Pontiac Motor Division of General Motors Corporation reserves the right to make changes at any time, without notice, in colors, materials, equipment, specifications, prices and models—and also to discontinue models. The right is also reserved to change any specifications, parts or equipment at any time without incurring any obligation to equip same on cars built prior to date of such change. White sidewall tires and rear fender panels shown on car illustrations are not standard equipment and are available at extra cost.

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PONTIAC...glamour and go!

