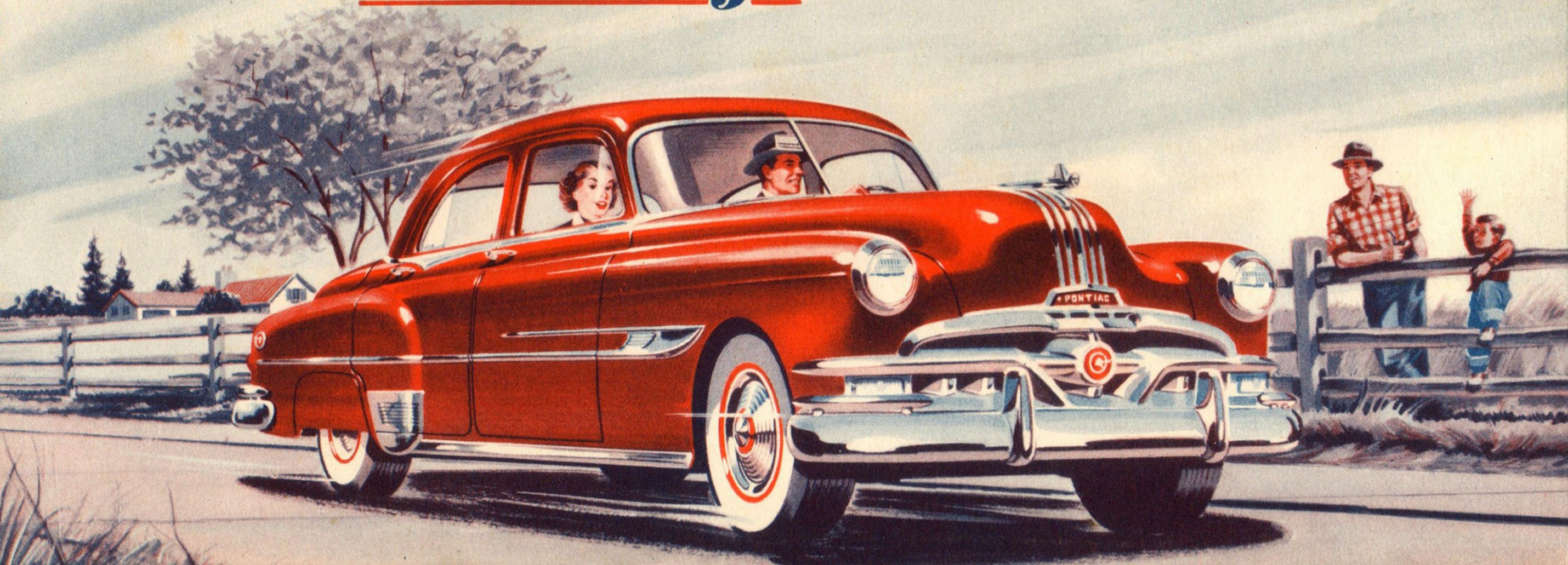




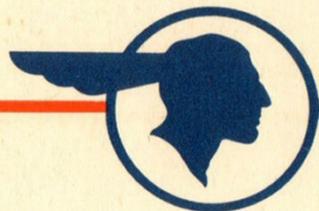
Drive the '52 *Pontiac* with

Spectacular New

Dual-Range Performance!



Like having two different power plants!



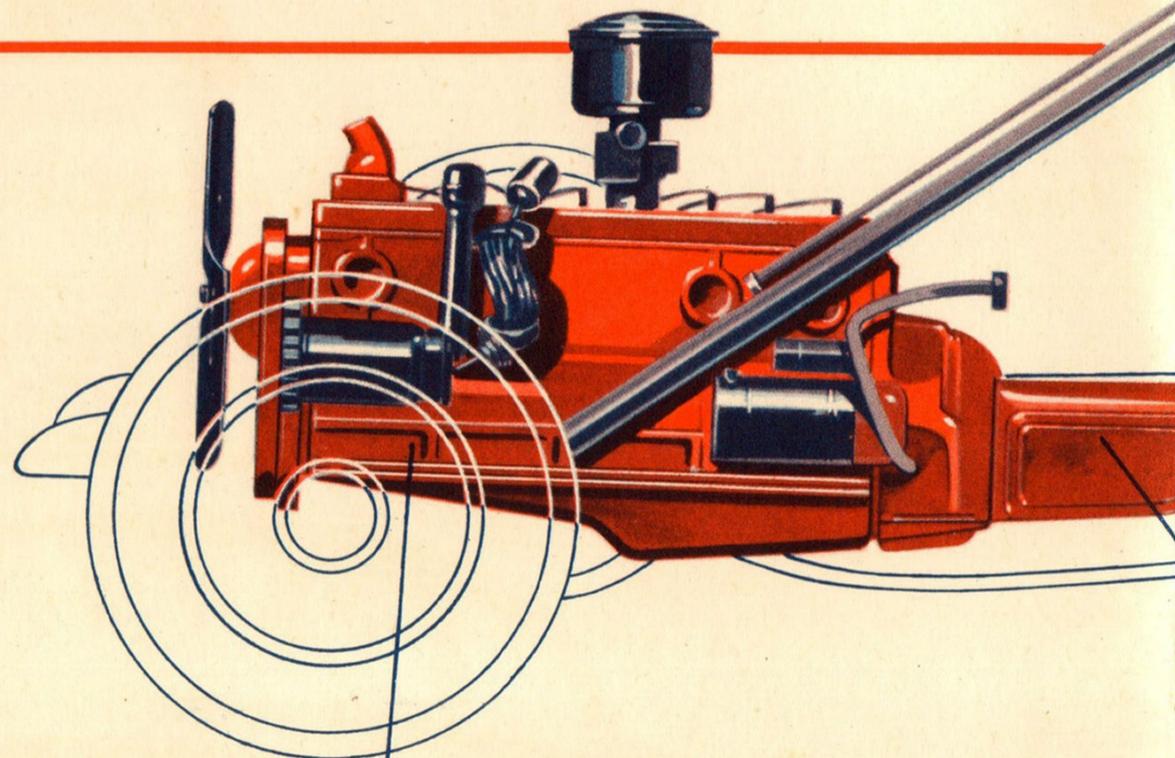
The 1952 Pontiac provides for the first time a new concept of driving called Dual-Range Performance, the result of a wonderful new "power train" consisting of a big, powerful high-compression engine, new Dual-Range Hydra-Matic Drive* and high performance economy rear axle—all designed specifically for each other and available in models equipped with Dual-Range Hydra-Matic Drive.

By redesigning these three driving units, Pontiac engineers have achieved such a wide range of performance that you virtually have the advantages of two different power plants!

With Pontiac's spectacular new Dual-Range Performance you do not have to be satisfied with "compromise" performance. You can choose exactly the type of performance you want, instantly and effortlessly.

Only the 1952 Pontiac offers spectacular Dual-Range Performance for a new high achievement in economy, safety and flexibility to meet every driving condition.

**Optional at extra cost*

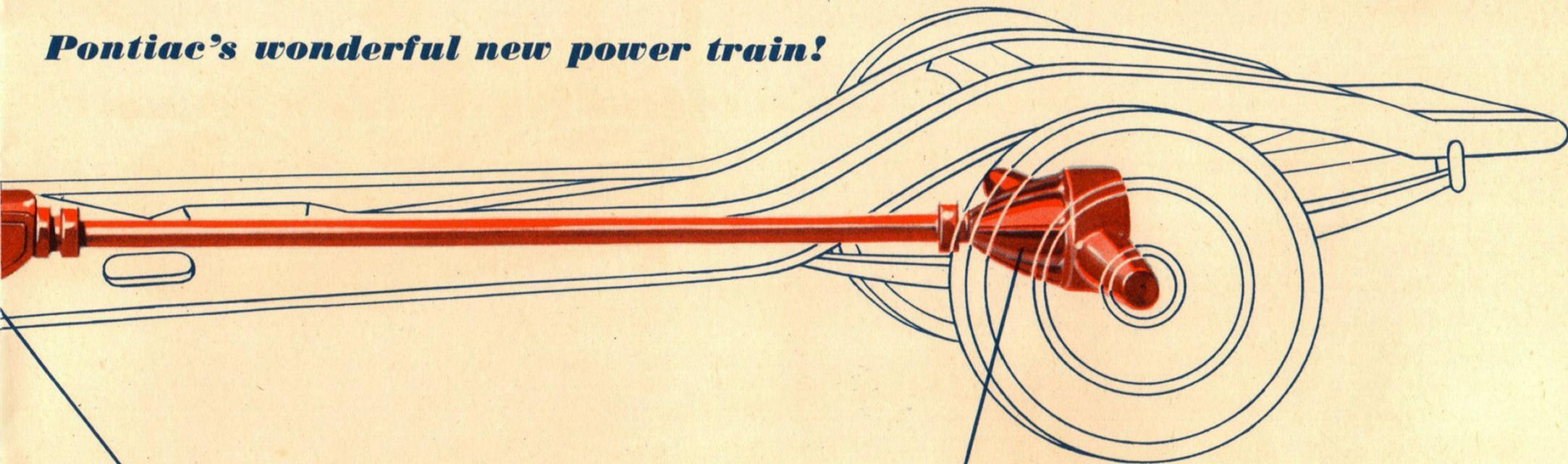


THE POWER YOU WANT

Big, Powerful High-Compression Engines

The big Pontiac eight shown here develops 122 h.p. with a compression ratio of 7.7 to 1. The six develops 102 h.p. Either will give you top performance and traditional Pontiac economy.

Pontiac's wonderful new power train!



WHEN YOU WANT IT

New Dual-Range Hydra-Matic Drive

Pontiac's new Dual-Range Hydra-Matic Drive* provides the world's most advanced automatic transmission—allowing you to choose the best performance range for any driving condition.

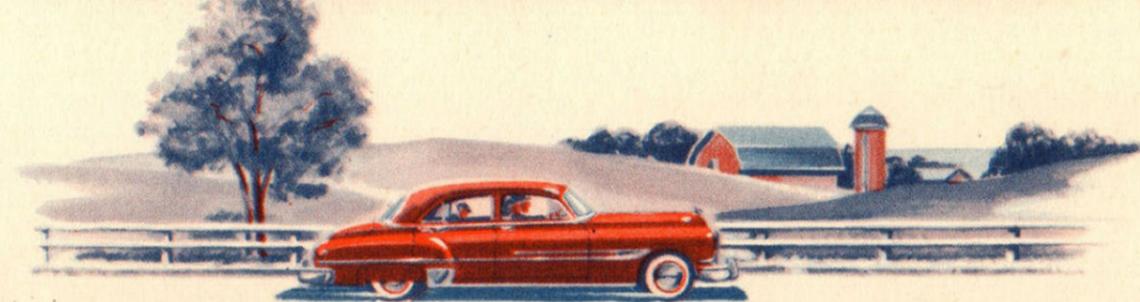
**Optional at extra cost*

WHERE YOU WANT IT!

High Performance Economy Rear Axle

A new axle ratio of 3.08:1 materially reduces engine revolutions in relation to car speed. This means peak economy—with cruising so quiet and effortless you almost feel you're coasting!

Big, powerful high-compression engines!

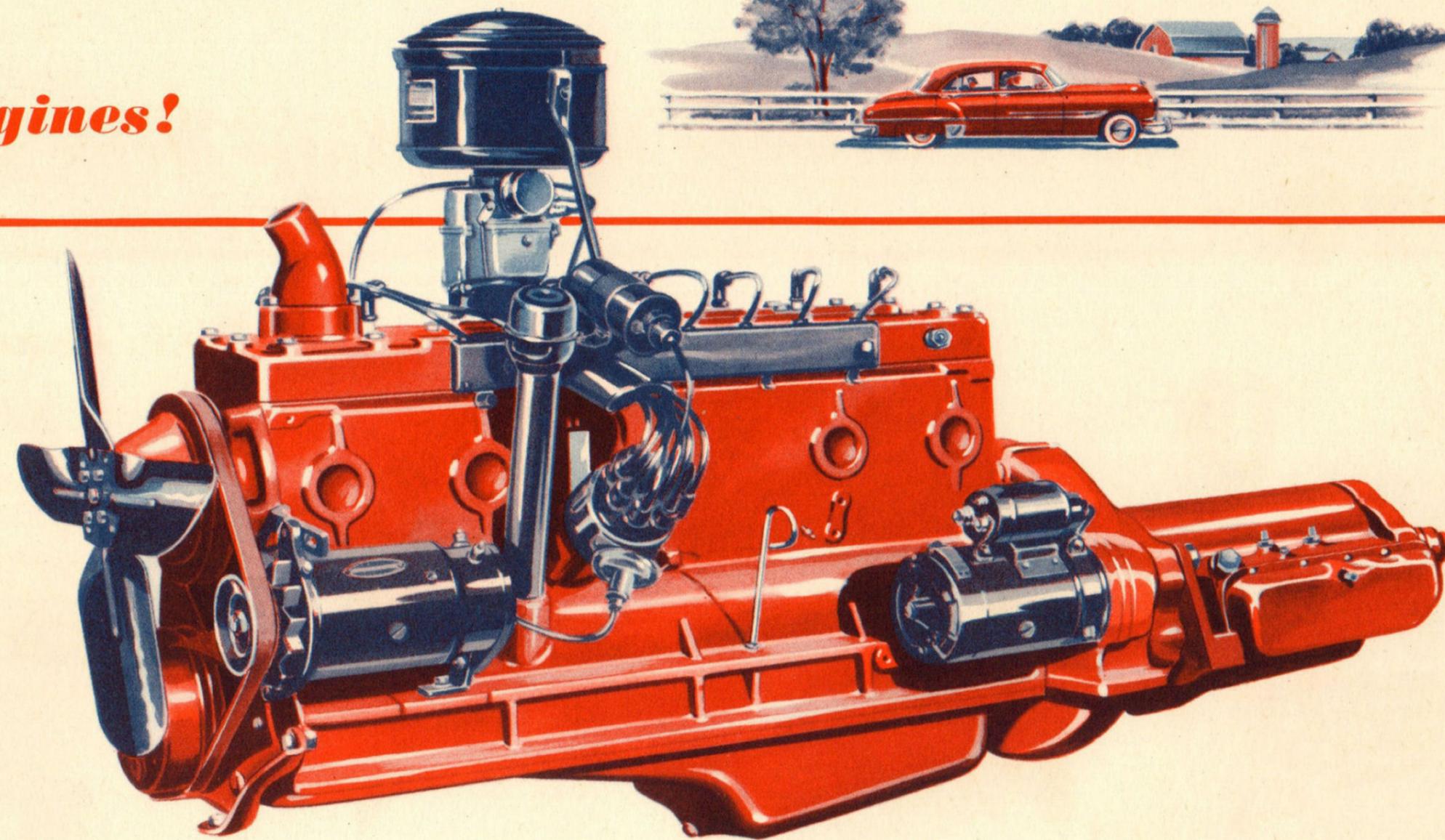
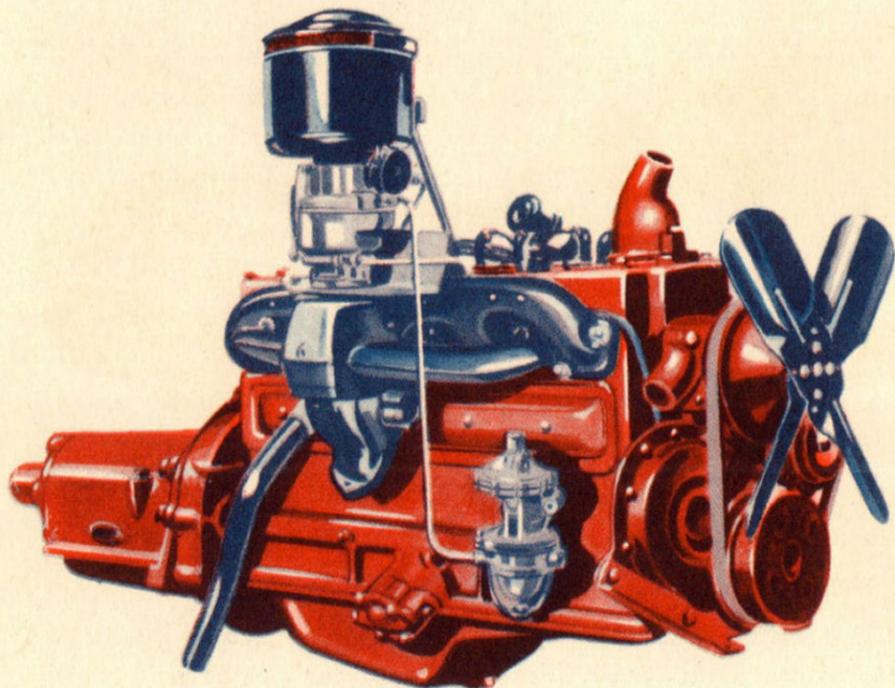


HIGH COMPRESSION 122 H.P. EIGHT

Although Pontiac's basic engine design remains unchanged, new high-compression ratios result in increased horsepower and performance that's truly amazing. The 8-cylinder engine develops 122 h.p. with a compression ratio of 7.7 to 1 and gives outstanding performance from today's fuels. And in addition to Pontiac's increased power, you continue to get all the dependability, quietness, long life and trouble-free characteristics for which Pontiac engines have become world-famous!

102 H.P. HIGH-COMPRESSION SIX

With a compression ratio of 7.7 to 1, Pontiac's 6-cylinder high-compression engine develops 102 h.p. Like all Pontiac engines, it is ruggedly built for years and years of smooth, quiet, economical operation with only minimum maintenance. Pontiac will continue to supply both 6- and 8-cylinder engines with standard compression ratios for those who prefer them.

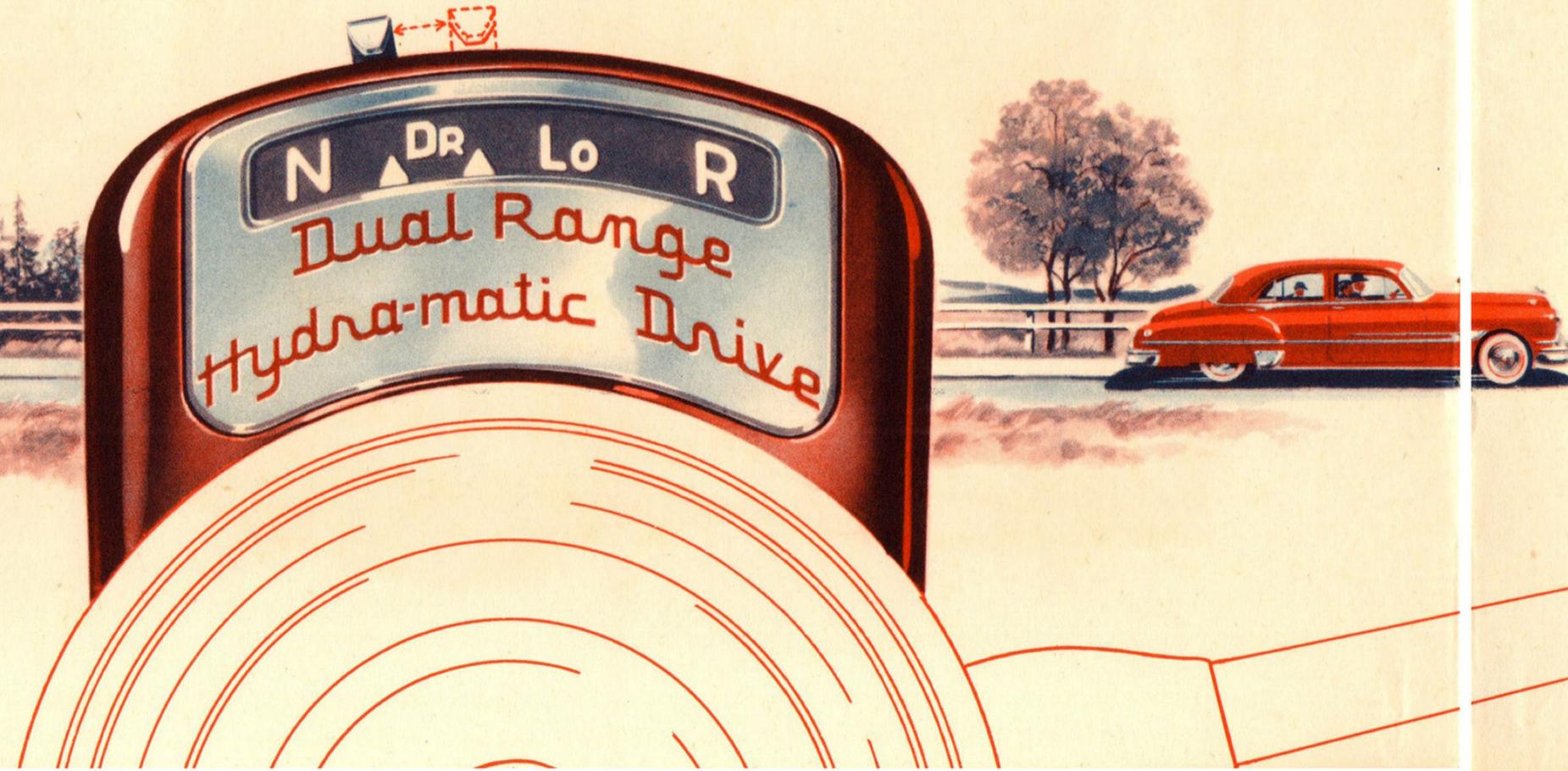




New Dual-Range Hydra-Matic Drive* . . .

top performance and maximum economy—

under finger-tip control!



Pontiac's new Dual-Range Hydra-Matic Drive now has two drive (DR) positions, under finger-tip control. The right DR position offers three significant advantages that distinguish it from conventional drives: amazing flexibility in congested city traffic, increased engine braking ability on steep grades and the ability to use a lower rear axle ratio.

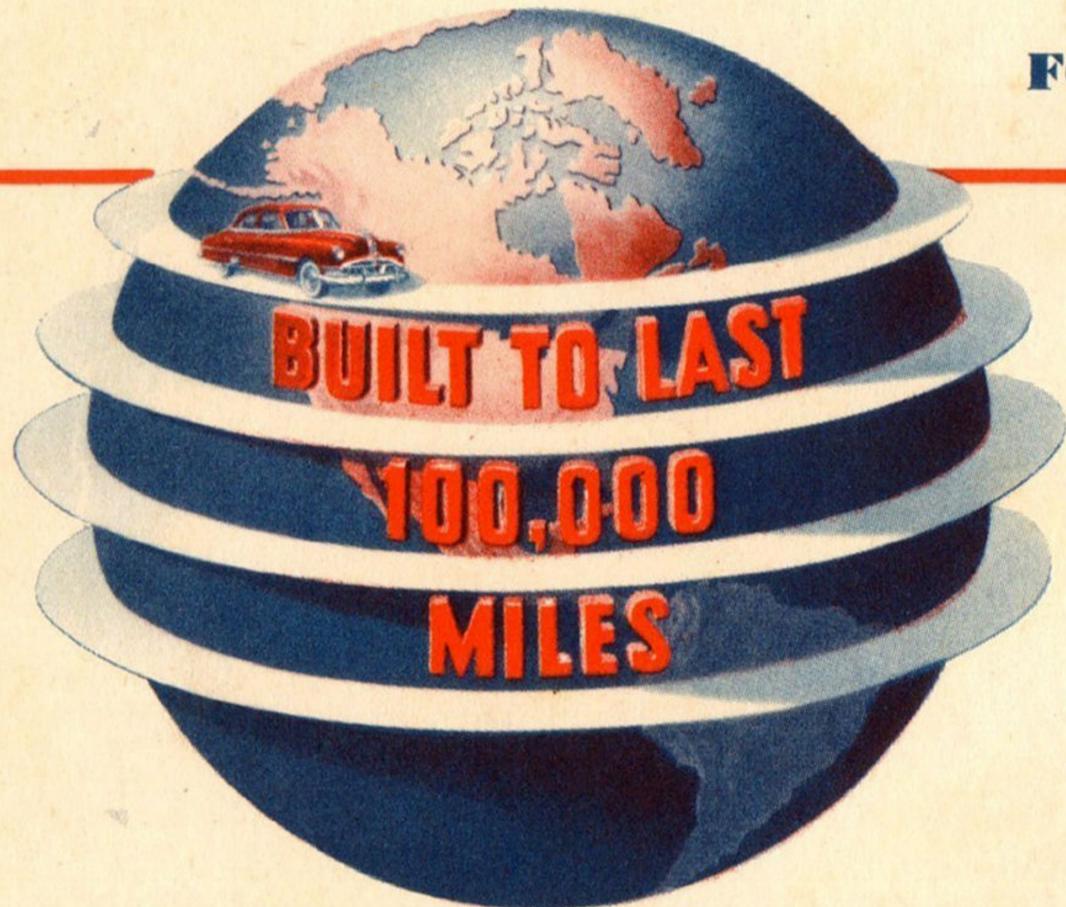
In the left DR position, you can cruise at boulevard or highway speeds with a marked decrease in engine revolutions, thus gaining quieter operation, with

sharply improved gasoline economy, longer life and a feeling that closely approaches "coasting."

However, the basic advantages of Pontiac's Hydra-Matic design remain fundamentally the same as in previous units—which have been proved by more miles, more owners and over more years than any other automatic transmission!

**Dual-Range Hydra-Matic Drive is optional at additional cost. Pontiac will continue to offer Synchro-Mesh transmission for those who prefer it.*

FOR THE BEST IN PERFORMANCE—



**Dollar for Dollar
you can't beat the**

'52 Pontiac

Spectacular Performance with Traditional Pontiac Economy

New Dual-Range Hydra-Matic Drive* ★ New High-Performance Economy Axle

Non-Glare Glass All Around* ★ Three De Luxe Upholstery Ensembles

Complete New Color Harmonies Inside and Out

Beautiful New Silver Streak Styling ★ High-Compression 6 and 8-Cylinder Engines

Luxurious, Rugged Unisteel Bodies by Fisher

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.

***Optional at extra cost**

