

1956

EXTERIOR

1956 PONTIAC... EVEN MORE

Combining Beauty and Style

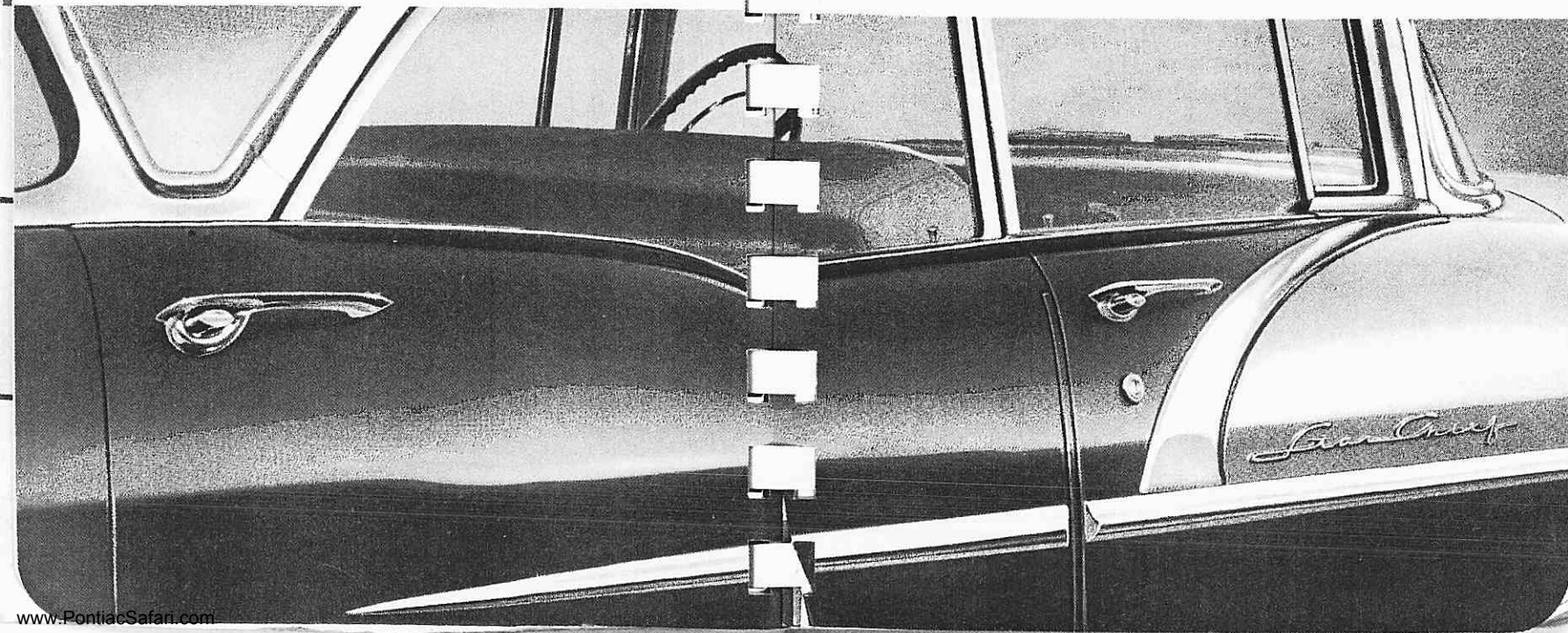
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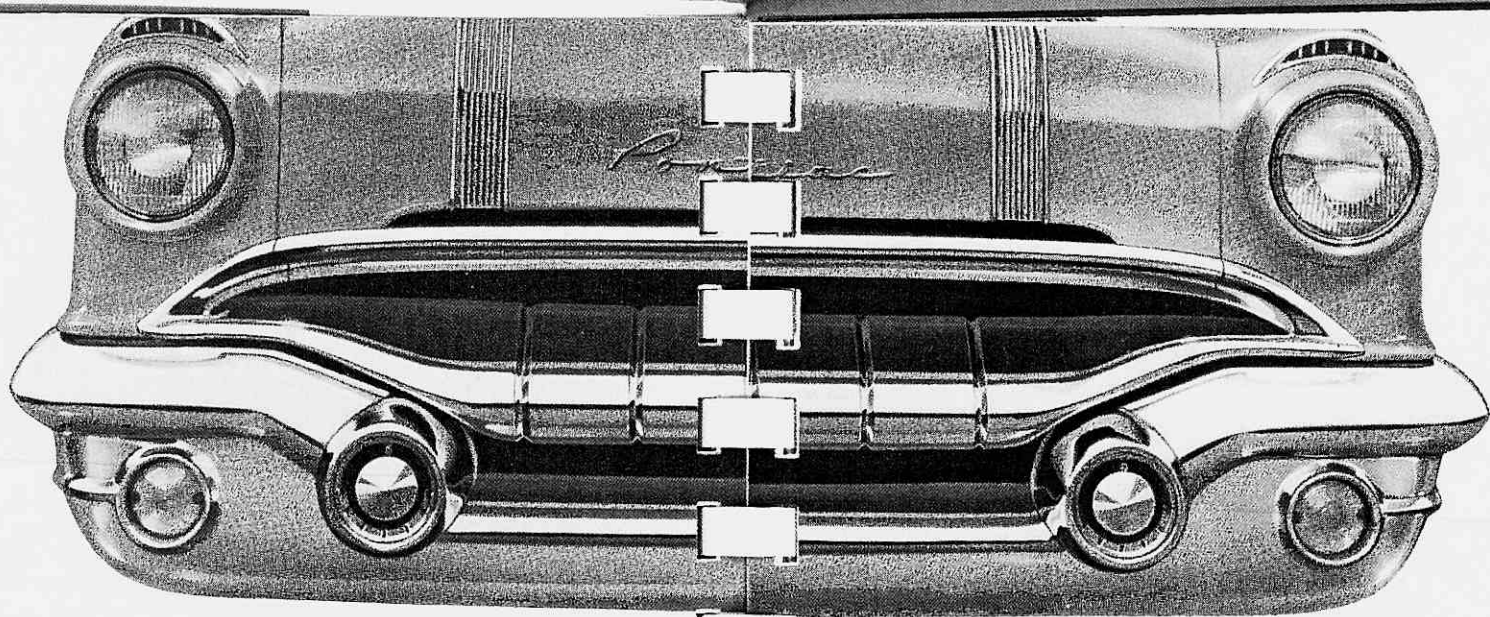
STYLING

EXCITING THAN EVER BEFORE!

with Functional Design

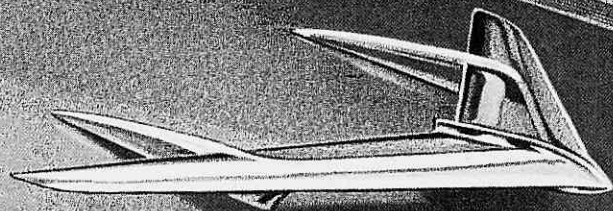
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Dramatically beautiful from every angle!

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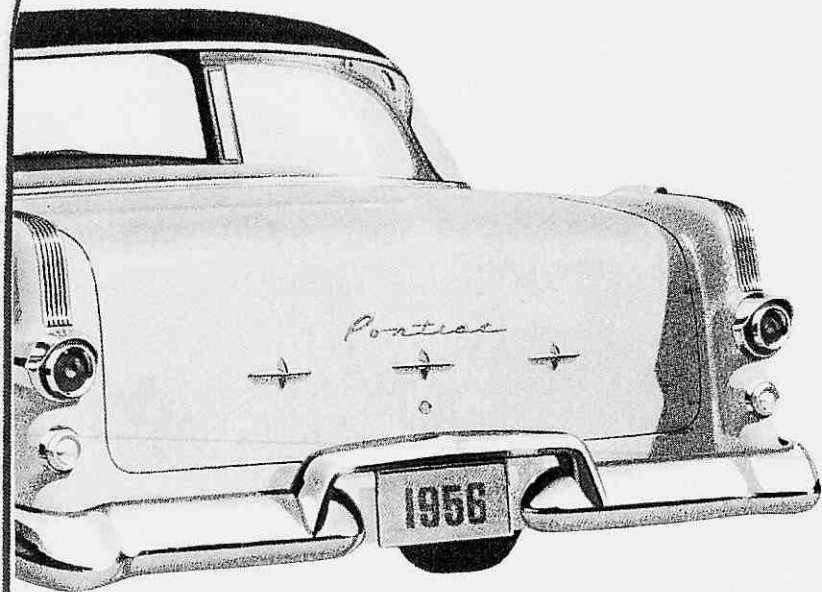


Let's take a walk around this magnificent automobile and see what's new for 1956. The first thing that meets the eye is a new grille and bumper, unsurpassed in eye-appealing beauty. An integrated design, underscored by a massive lower bumper impact bar, envelops the entire front, from wheel to wheel, in sturdy chromed steel. New parking lamps are enclosed in the outside corners of this lower bar and add a refined touch to the grille appearance. Five artfully spaced vertical ribs decorate the chromed grille center bar which extends across the entire unit. Bumper impact bars wrap around the front fenders and curve downward to terminate in new bomb type bumper guards which offer ample protection to the grille. The "V" motif is again evident in Pontiac's 1956 hood ornament, but has been redesigned. Wider and longer, it now has two fusiform sections trailing rearward to symbolize the beauty and power over which it reigns.

The modernistic V-8 emblem has been retained, but is now positioned on the front fenders below the termination of the rub molding.



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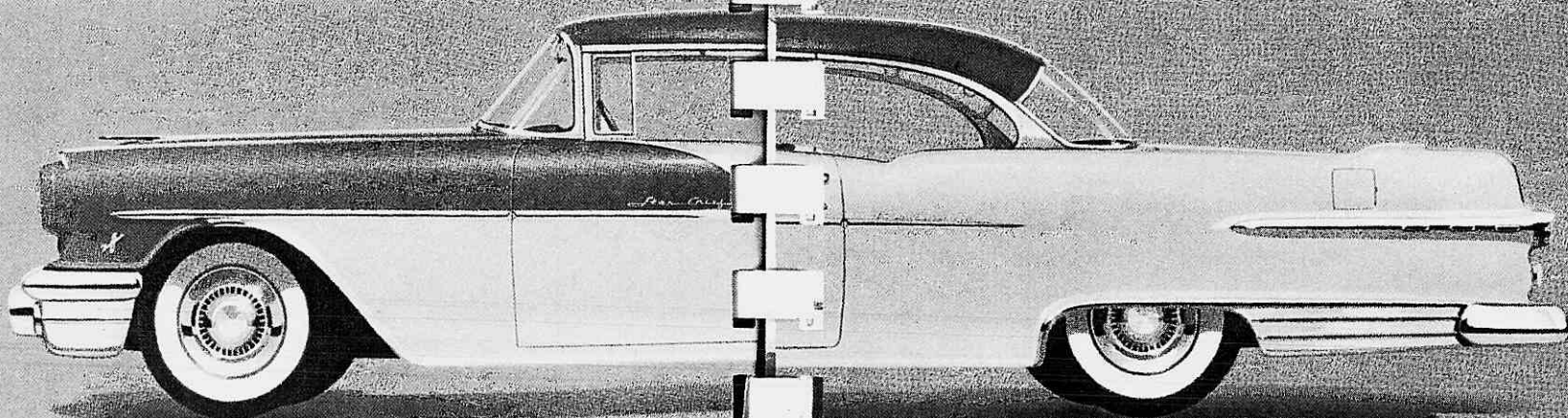
Coming around the side from the front, we next see the spear-like stainless steel rub moldings sweep back from near the front fender toward the rear fenders in a long, graceful line. This arrangement offers protection for the front fenders as well as enhancing the over-all beauty of the

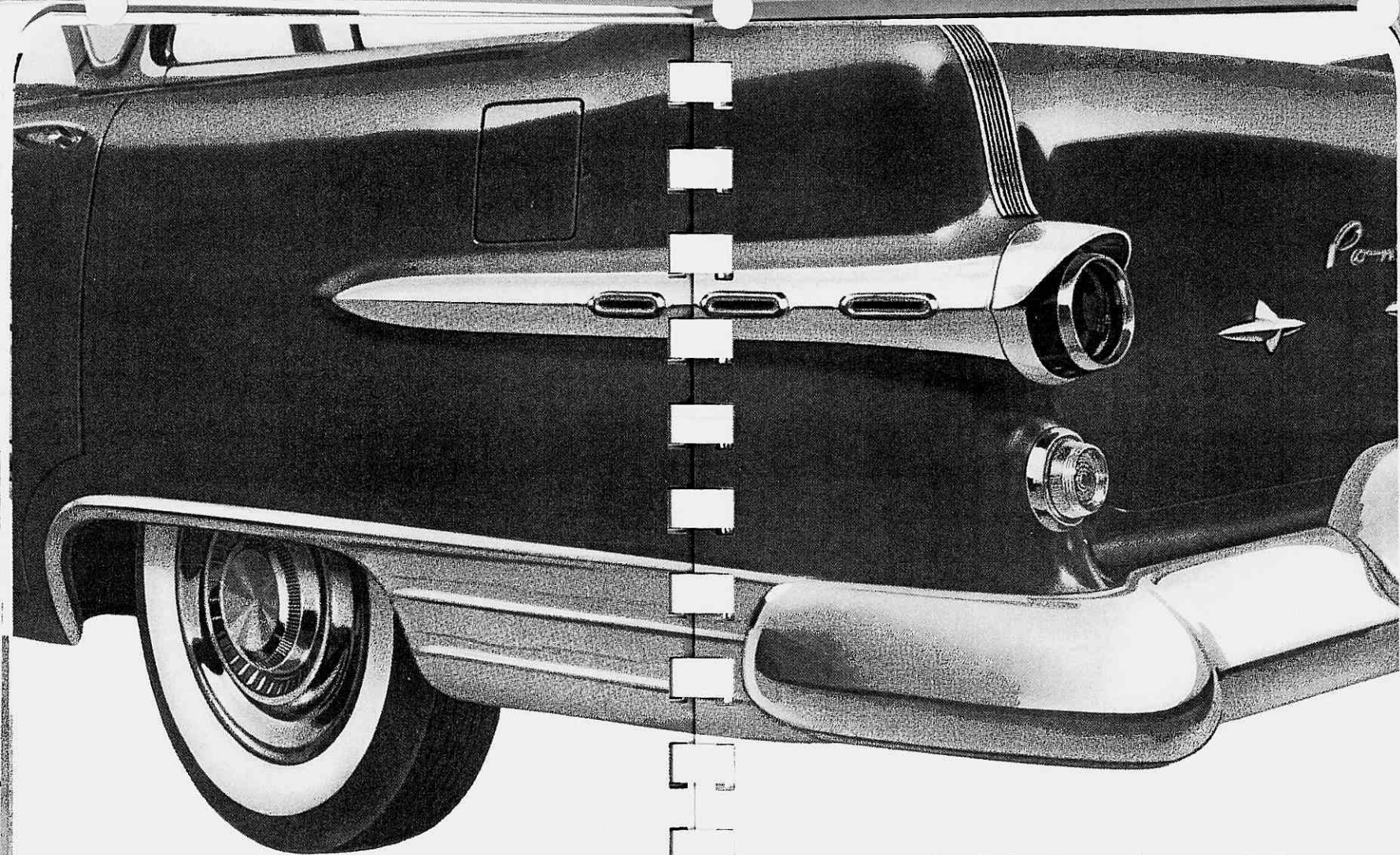
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car. Accent moldings drop down from the ventipane area and gracefully meet the horizontal rub moldings.

Moving back now toward the rear of the car, we see the rear fender reflectors. On the Star Chief series, they consist of an ornate upper rear fender molding, extending forward of the tail lamps, which artfully covers the rise on the rear fenders. A safety feature initiated with the 1956 models, these reflectors are contained in the new rear fender moldings. Three oval depressions stamped into the molding frame a background of red reflectory material. (Models other than the Star Chief series have three oval reflectors on each fender and do not have the chrome rear fender molding.)

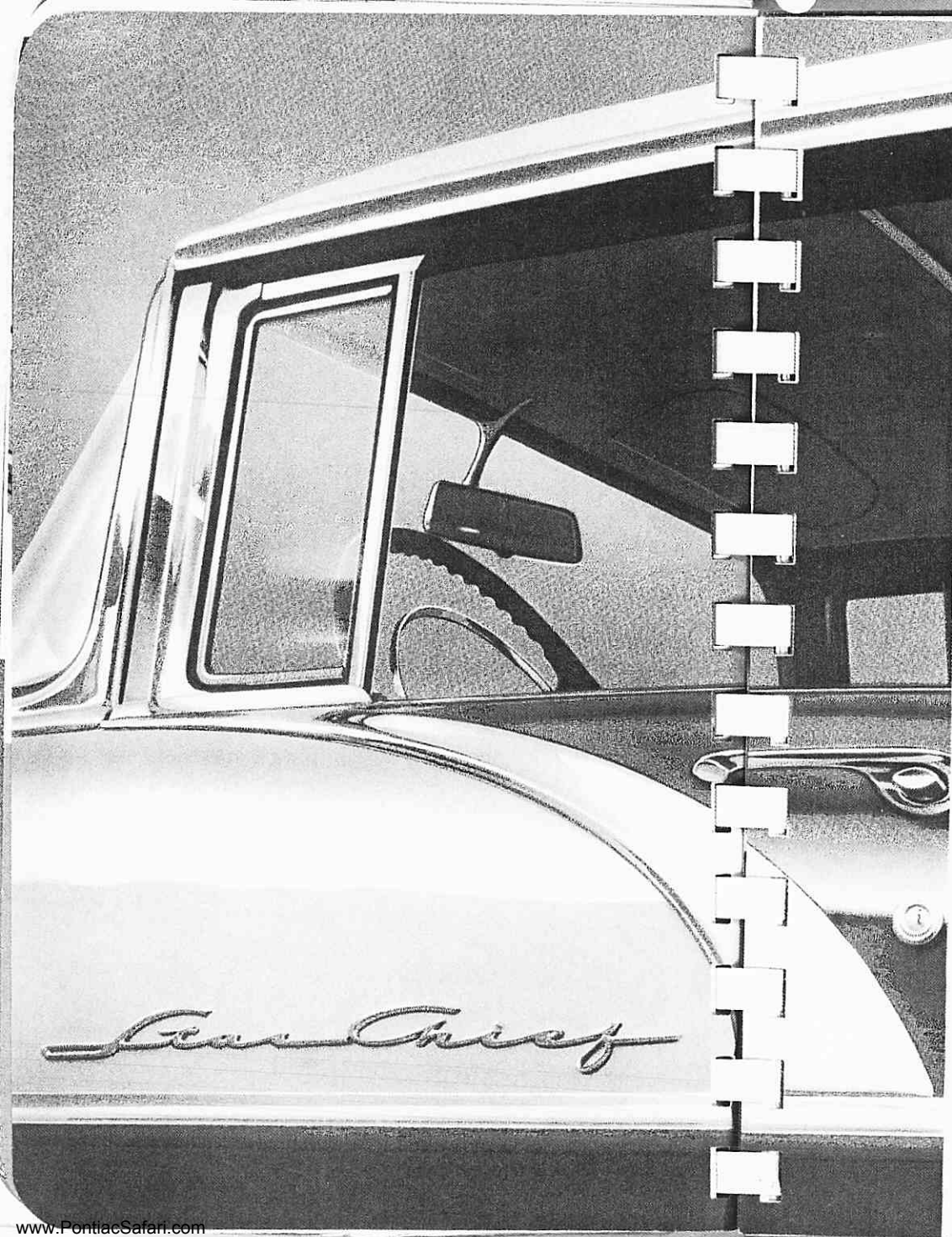
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Circling around for a rear view of this beautiful new 1956 Pontiac, we immediately see that the famous Silver-Streak design has been retained on the rear fenders. The characteristic rear fender rises have also been continued and are embellished with trim silver-streak moldings on the top and back surfaces. Jet-like tail lamps, mounted on the rear edge of the fenders, stand out with their red plastic lenses contrasting against a background of neat chrome.

The name "Pontiac", scribed in gleaming chrome, provides the rear deck name plate. Bumper impact bars reiterate the front grille motif and are gracefully united by a raised center bar which houses the rear license lamp and frames the rear license plate. On the Star Chief series, three six-and-a-half-inch chromed die cast stars are evenly spaced across the broad rear deck lid and provide a finger hold for opening the counterbalanced lid.

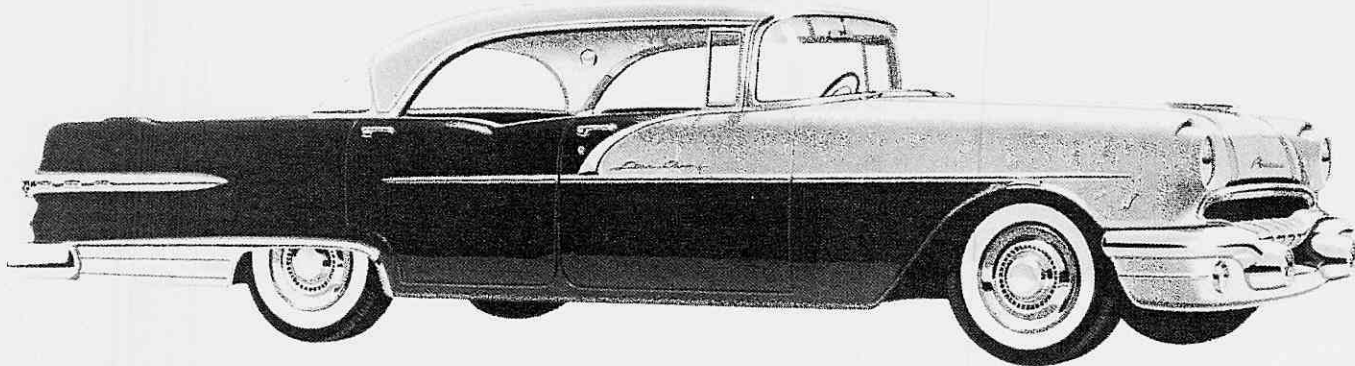


Exterior styling features of the

1956 Pontiac Star Chief Series

The luxury line of the Pontiac for 1956 is the magnificent Star Chief series which has five editions in all. Each has the big 124" wheel-base (except Safari) and is 2.4 inches longer than last year's model. The Star Chief models can be quickly and easily identified not only by their impressive length, but by their more elaborate side molding. Other identifying features are the addition of the name "Star Chief" ("Safari" on the Star Chief Station Wagon) to the front doors and an ornate upper rear fender molding. Catalina models and the Convertible also wear a lower rear fender molding of new design. For prompt identification from the rear, three stars are judiciously spaced beneath the name "Pontiac" on the rear of the trunk compartment.

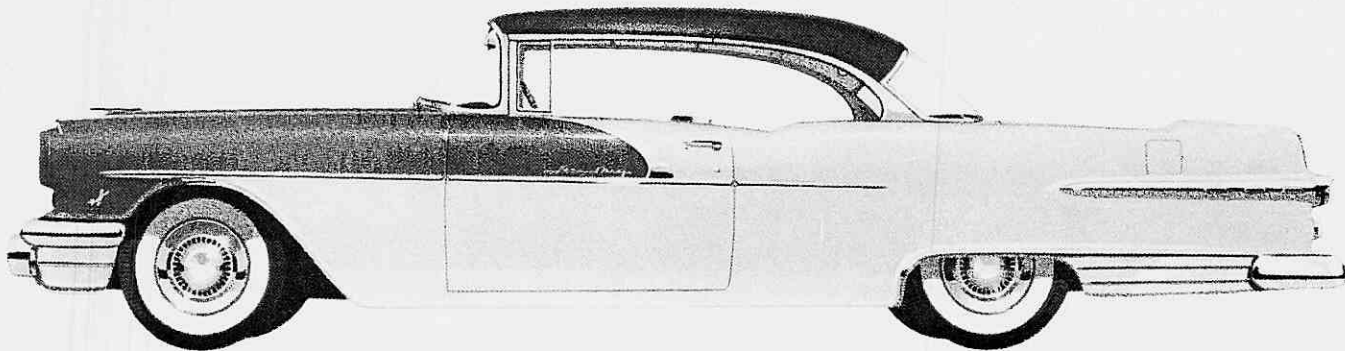
PONTIAC STAR CHIEF FOUR-DOOR CATALINA



A new addition to the luxury line of Pontiac is the Star Chief 4-Door Catalina. It offers the dash of a sports car while assuring the convenience that comes with having four doors. This model is available in eight color combinations with harmonizing interiors. Solid colors available are: Nimbus Grey, Sandalwood, Sun Beige, and Catalina Blue. Vogue Two-Tone combinations are: Catalina Blue lower with Nimbus Grey upper, Sun Beige lower with Sandalwood upper, Sandalwood lower with Sun Beige upper and Nimbus Grey lower with Catalina Blue upper. Interiors and upholstery that harmonize with above colors are: Rust and Beige leather, Rust pattern cloth and Beige leather. Dark Blue and Light Blue leather and Blue pattern cloth and Light Blue leather.

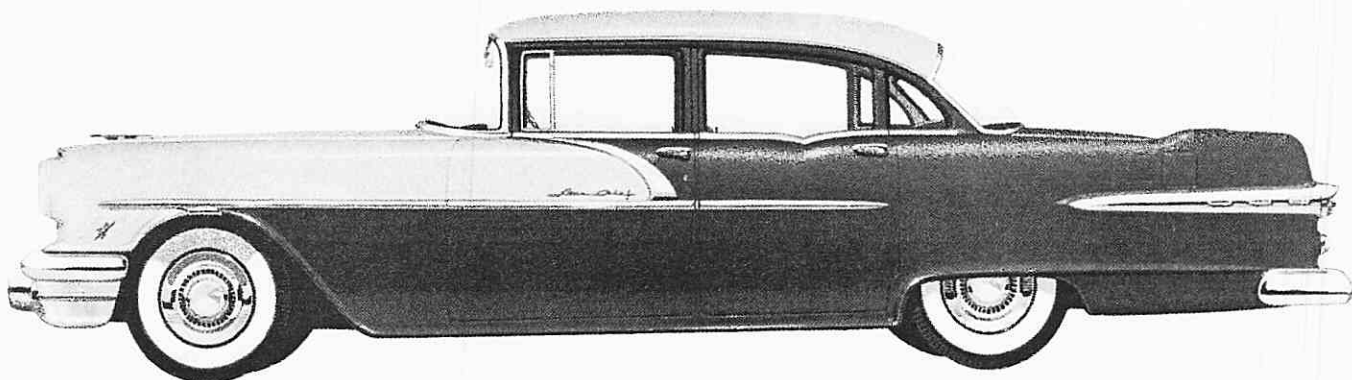


PONTIAC STAR CHIEF CATALINA



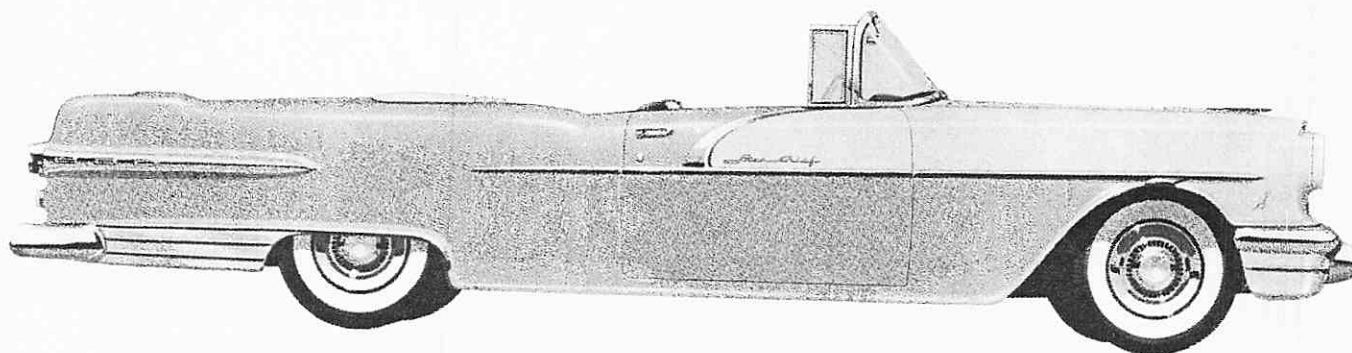
Like the new 4-Door Star Chief Catalina, the 2-Door is available in eight color combinations. Solid colors: Nimbus Grey, Sandalwood, Sun Beige, and Catalina Blue. Vogue Two-Tone combinations: Catalina Blue lower with Nimbus Grey upper, Sun Beige lower with Sandalwood upper, Sandalwood lower with Sun Beige upper and Nimbus Grey lower with Catalina Blue upper. Harmonizing interiors and upholstery are: Rust and Beige leather, Rust pattern cloth and Beige leather, Dark Blue and Light Blue leather and Blue pattern cloth and Light Blue leather.

STAR CHIEF FOUR-DOOR



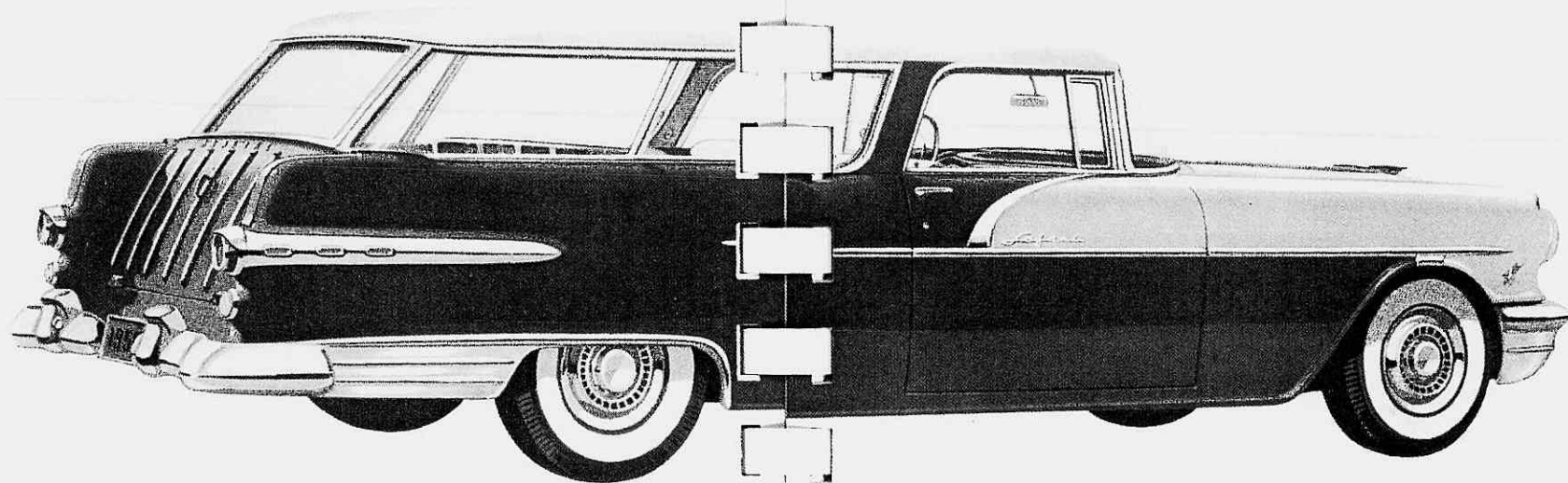
Lowest-priced member of the fabulous Star Chief series, this handsome model has forty-nine exterior solid and two-tone color combinations from which to choose. Six luxurious interior trims are also available to harmonize with the exterior of your choice.

STAR CHIEF CONVERTIBLE



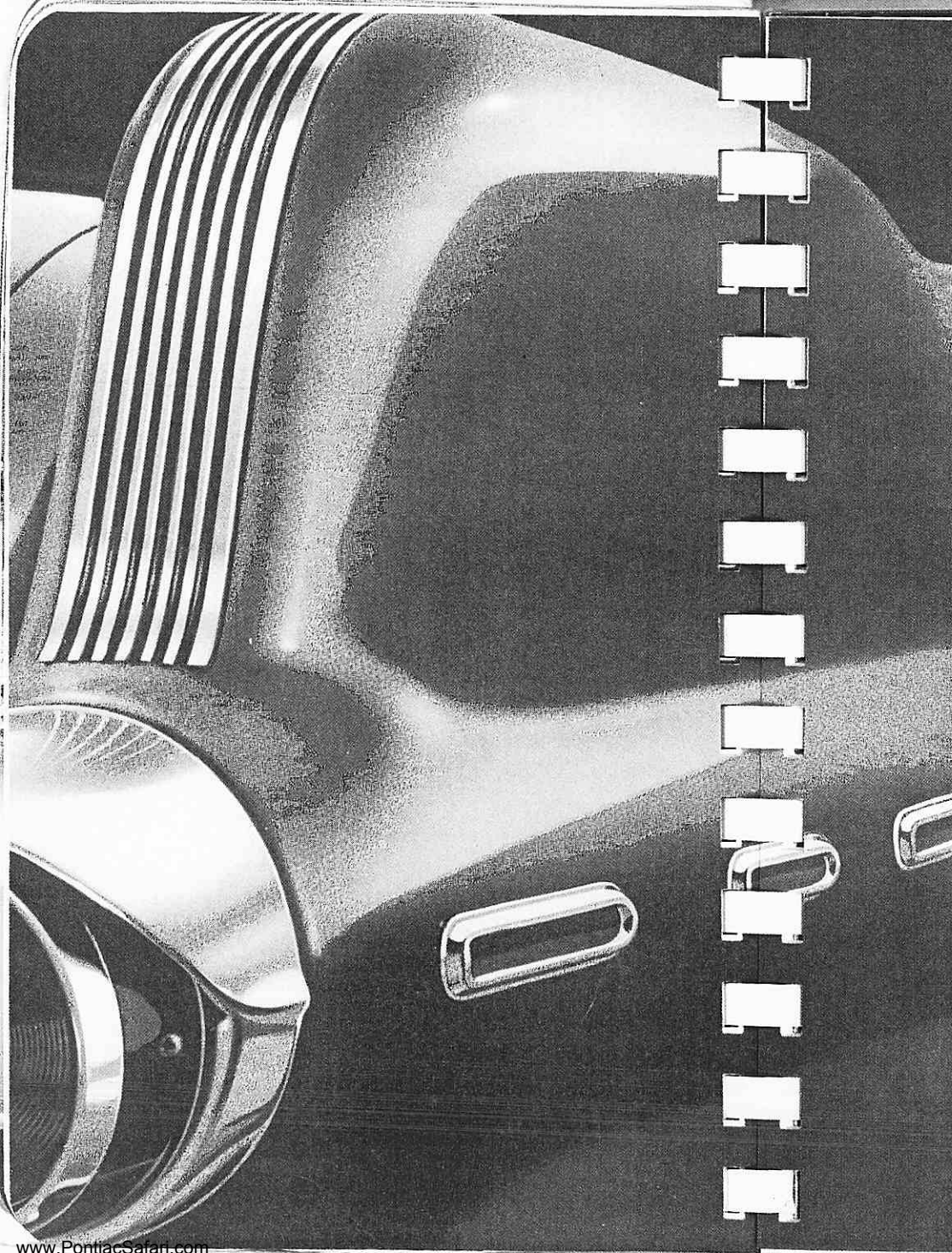
Here is the car that is truly a distinguished beauty. Richly upholstered in durable Morrokide in a choice of Red, Green, Blue or Black combined with Ivory, these handsome interiors offer an exciting contrast to the beautiful exterior colors. In 1956 there will be a choice of forty-nine solid and two-tone combinations to either match or contrast with a choice of five colorful tops of durable, easy-to-clean, vinyl Vicodec.

STAR CHIEF SAFARI STATION WAGON



Completely at home in any setting, be it town or country, the Safari for 1956 offers the rare combination of luxury and practicality. In fact, its outstanding feature is versatility, because it can be converted from a passenger car to a functional carrier in a matter of seconds. As with the Star Chief Catalinas, this model has eight exterior color combinations from which to choose: solid Nimbus Grey, Catalina Blue, Sun Beige, and Sandalwood or such exciting color

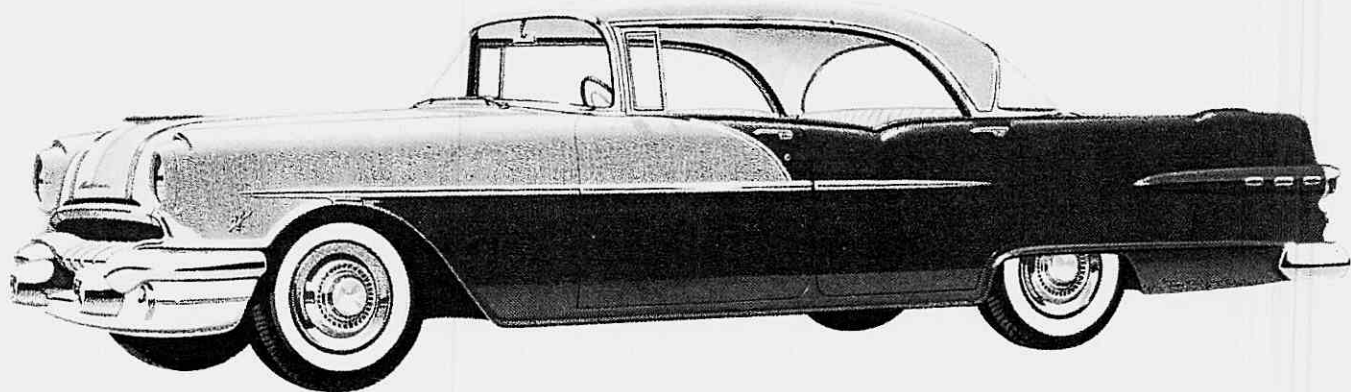
combinations as: Nimbus Grey lower with Catalina Blue upper, Sandalwood lower with Sun Beige upper, Sun Beige lower with Sandalwood upper or Catalina Blue lower with Nimbus Grey upper. Its carefully selected interior trims include: Rust and Beige leather, Rust pattern cloth and Beige leather, Dark Blue and Light Blue leather, and Dark Blue pattern cloth and Light Blue leather.



Exterior styling features of
the
spectacular
870

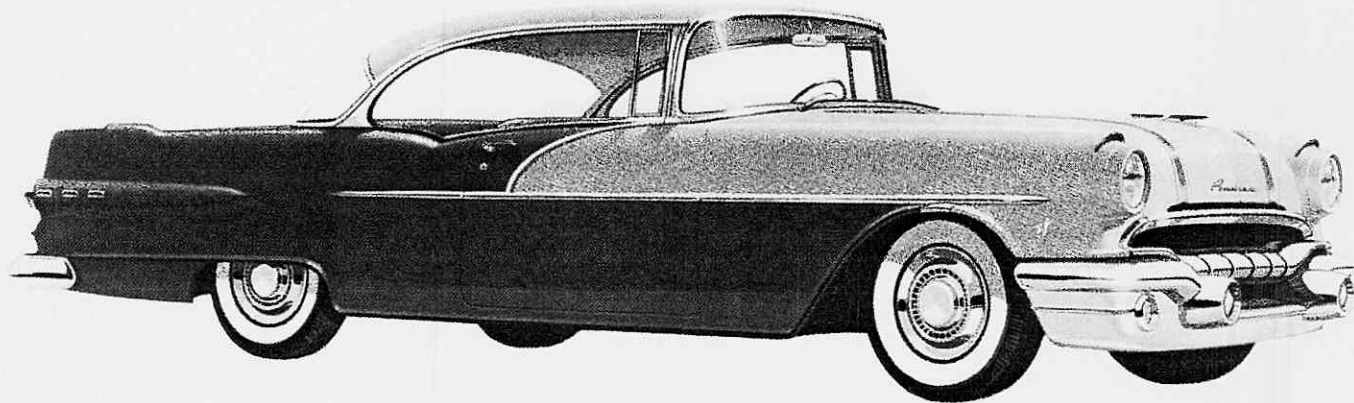
One of the first things that you notice on the 870 series are the side moldings. Unlike the Star Chief series which has a tapered molding coming down from the Ventipanes, the 870 has one of constant width. On the rear fenders you will also find three reflectors which have been placed lineally on embossments to enhance the beauty of this series. Looking at it directly from the rear, you will see a new gull-winged handle has been placed on the trunk lid and rear fender ornaments have been attractively restyled. The name "Pontiac" is now scribed above the popular snap-open lock. With four popular models to choose from, the 870 is sure to be a style and value leader for the year 1956.

870 FOUR-DOOR CATALINA



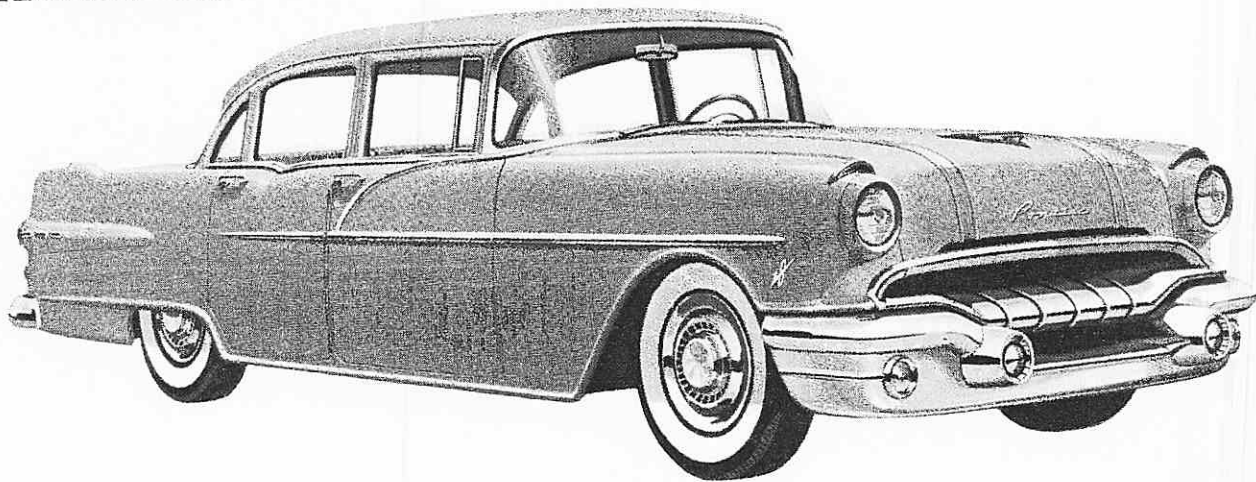
Once again we have the smart appearance of a sports car coupled with the convenience of having four doors. This thrilling new model is sure to be the talk of the industry with its smooth, graceful lines and elegant appearance. Choice of nine lovely interior trims which will match or contrast with the forty-nine exterior colors in either solid or two-tones.

870 TWO-DOOR CATALINA



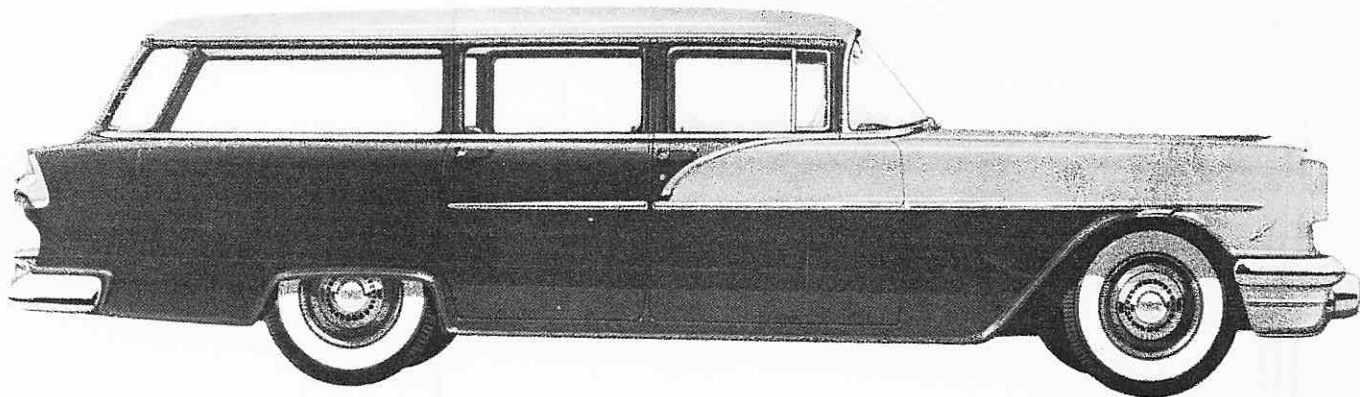
Another masterpiece from Pontiac designed in keeping with the modern trend, this smart-looking 2-Door Catalina is available in forty-nine gorgeous new color combinations both in solid and two-tone colors. You also have a choice of nine different interiors that will add allure and beauty to the over-all appearance of this 870 Catalina Two-door for 1956.

870 FOUR-DOOR SEDAN

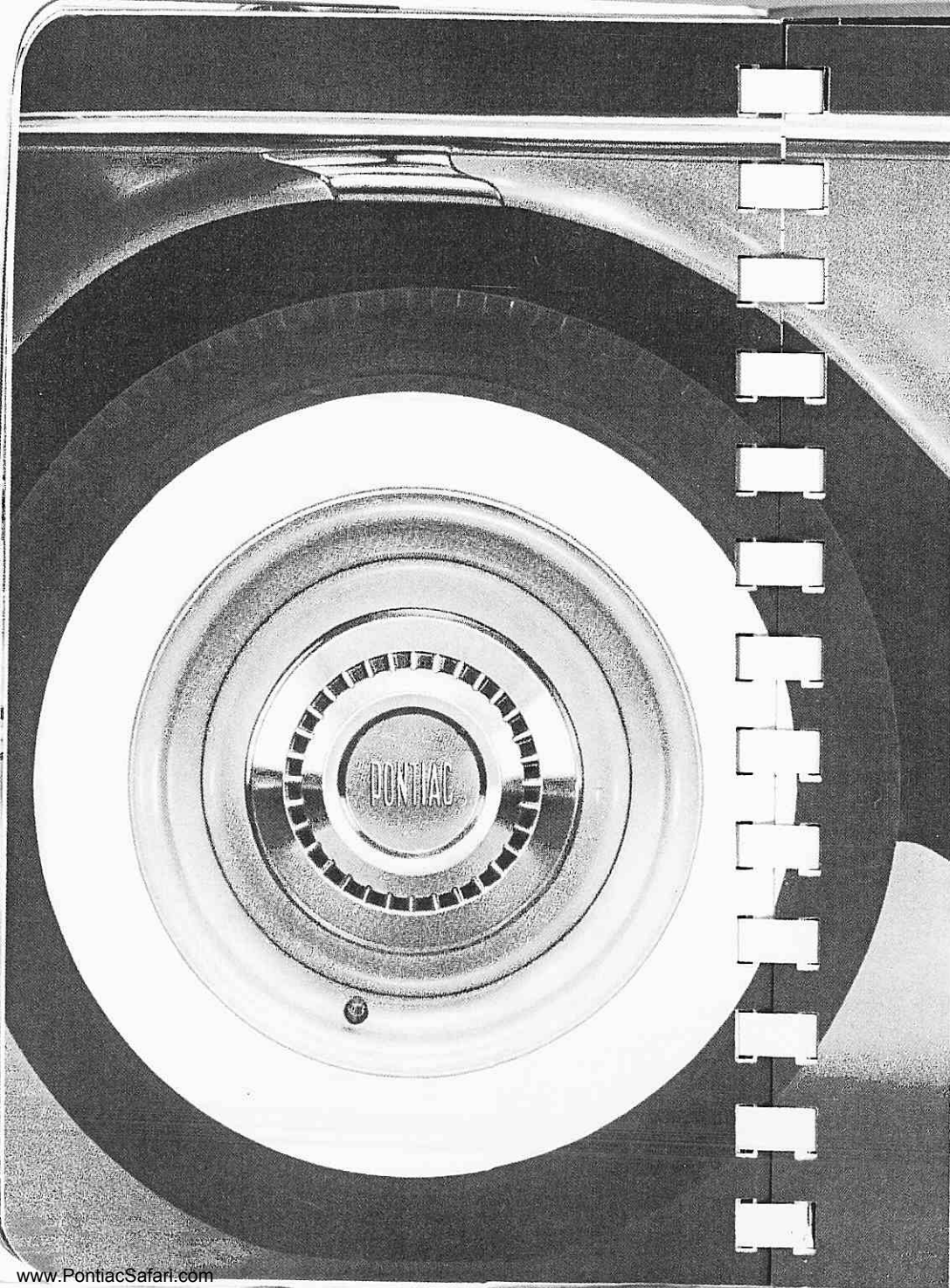


Traditionally an American favorite, this dependable 4-Door offers everything you want in a good solid automobile. You have a choice of forty-nine completely different exterior colors, either in solid or two-tone combinations. In addition to this, you also have a choice of six interior trims, any one of which is sure to please even the most discriminate tastes.

870 FOUR-DOOR STATION WAGON



This de luxe, 4-Door Station Wagon has two seats which hold up to six people very comfortably and has a total of forty-nine different exterior colors to choose from, including solids and two-tones. The interior trims are: Black and Ivory, Green and Ivory, and Red and Ivory Morrokide. Not only is this model beautiful, it has a practical side, too. A tremendous carrying area is made possible by folding down the second seat, thus giving you additional space when you need it.

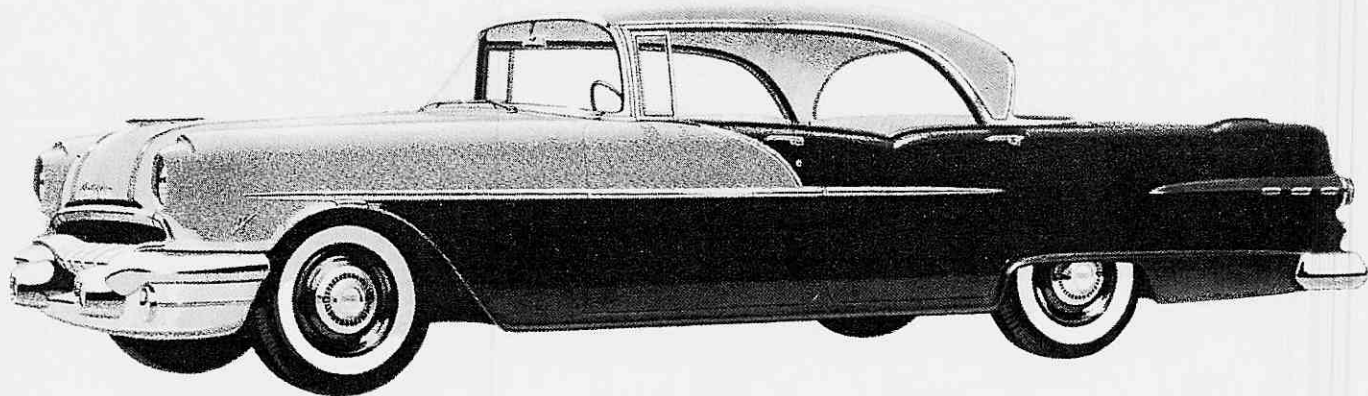


Exterior styling features of

the beautiful 860

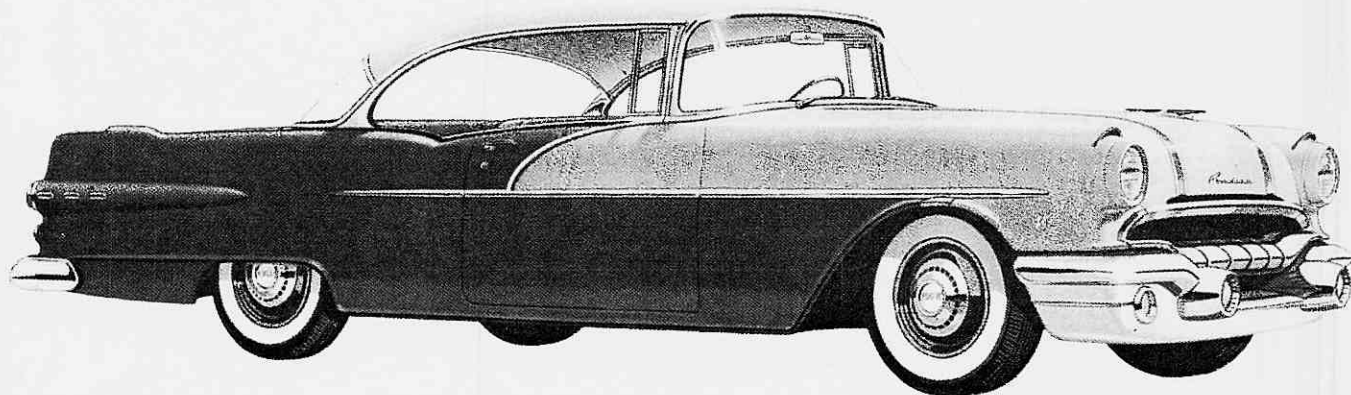
Here is the series that offers Pontiac size, performance and dependability at its very lowest cost. For the most part, many of the beauty features seen on Star Chief and 870 models can also be found on the 860, and many interior and exterior refinements that are oftentimes only found on cars costing hundreds of dollars more are standard equipment on the Pontiac 860. Models in the 860 series carry the same grille, rub molding and rear fender ornamentation as the 870 series. With all that it has to offer for 1956, the Pontiac 860 is sure to appeal to the buyer with a very fine sense of value.

860 FOUR-DOOR CATALINA



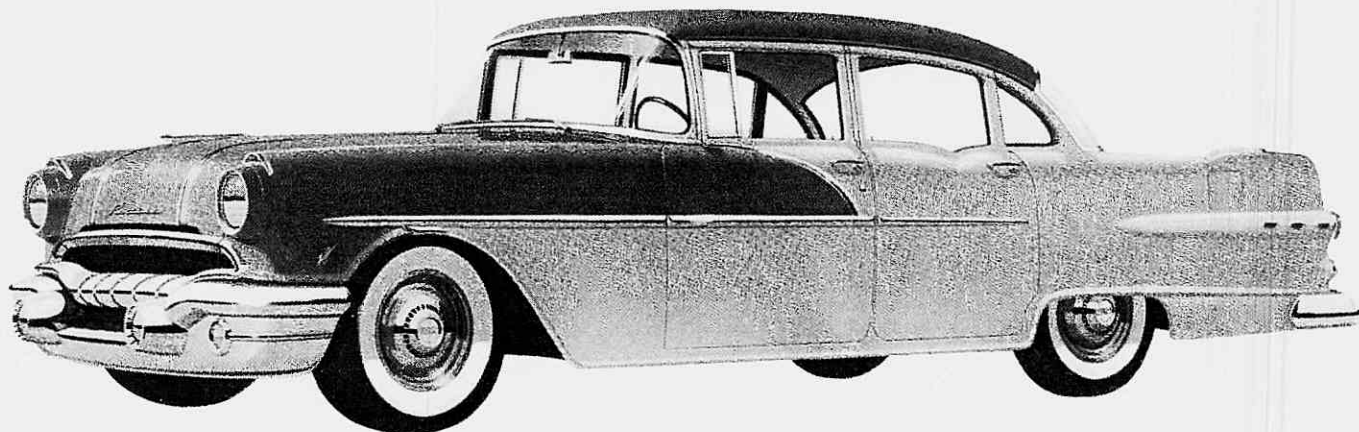
Now you can enjoy the thrill that comes with owning a 4-Door Catalina and still stay in the low-price field. Pontiac has now produced this exciting new model to make it easier for everyone to drive the car they've always dreamed of but couldn't previously afford. It features a choice of forty-nine different exterior solid or two-tone combinations which are complimented by six wonderful interior trims that bring out these exterior colors to their best advantage.

860 TWO-DOOR CATALINA



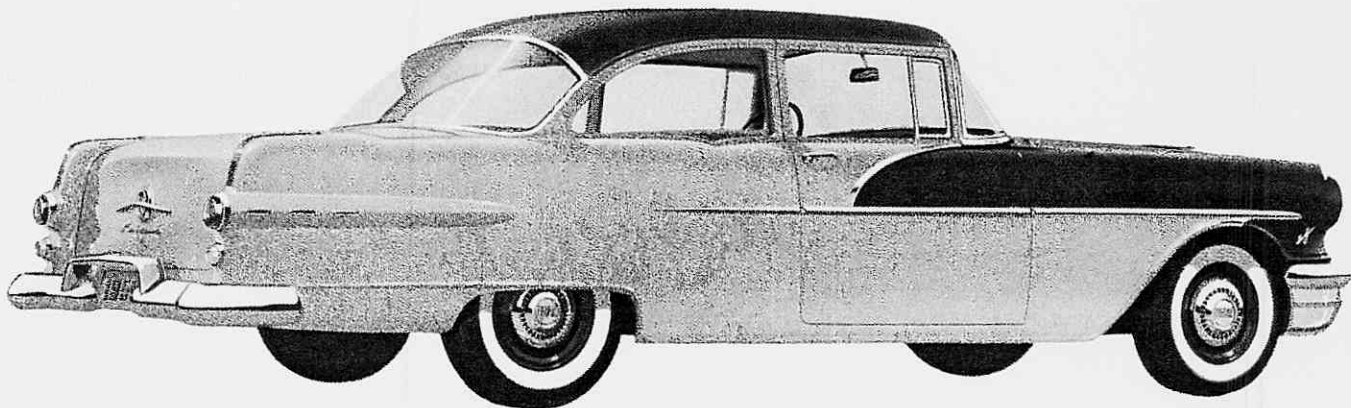
Lowest-priced of the three 2-Door Catalinas offered by Pontiac in 1956, this smart-looking 860 model is answer to the demand for a low-cost "hardtop". Like the 4-Door 860 Catalina, this model has a choice of forty-nine exterior colors in solids and two-tones with six different interiors from which to choose.

860 FOUR-DOOR SEDAN



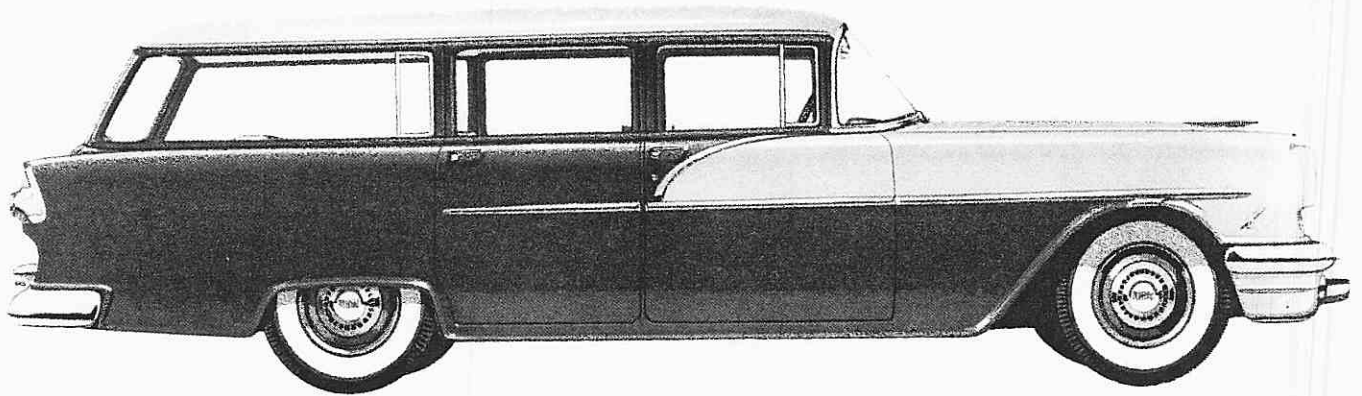
A family car that almost anyone can afford, this 860 4-Door Sedan has the same bigness and roominess of many more expensive cars, yet is priced right down with the lowest. Choice of forty-nine exterior trims and six different interiors and upholstery fabrics.

860 TWO-DOOR SEDAN



A terrific value in 1955, the 860 2-Door Sedan for 1956 offers even more of everything. More power, more style and more beauty. This is the model that can be bought for less than many of the so-called low-priced cars, yet gives you all the big-car size and dependability that you want. Exterior colors and interior trims available are the same as the 4-Door 860 Sedan.

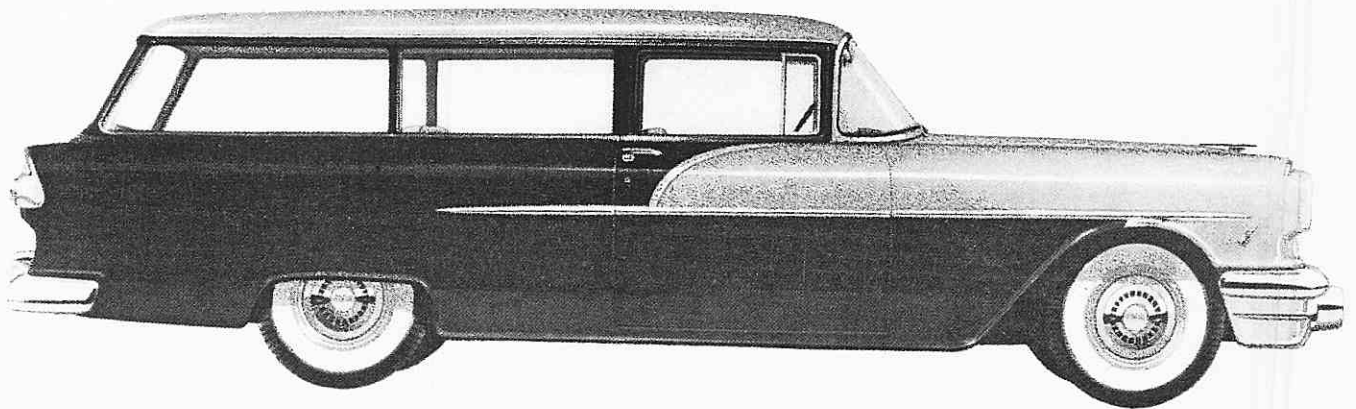
860 FOUR-DOOR STATION WAGON



This strikingly handsome station wagon offers the added convenience of four doors, plus the additional seating space of three rather than two seats. The second seat may be folded down and the third seat cushions removed for carrying luggage and other items. It has forty-nine exterior colors available and a choice of three interior trims: Grey texture, Green texture and Red texture combined with Light Grey.



860 TWO-DOOR STATION WAGON



For those who want to own a station wagon but fear high cost, this two-seat beauty is sure to fill the bill. Available in forty-nine different exterior colors including solids and two-tones, there is also a choice of three smart-looking interior combinations. Red texture, Green texture or Grey texture and Light Grey.