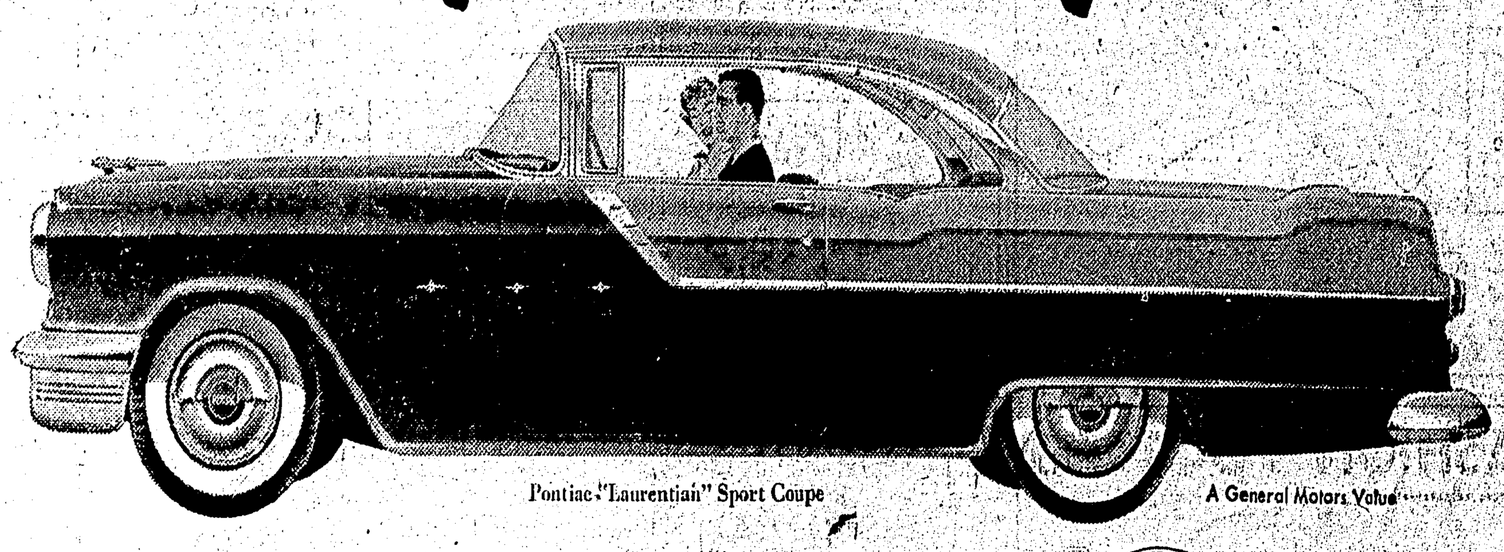
Pontiac for '55 new from the ground up!

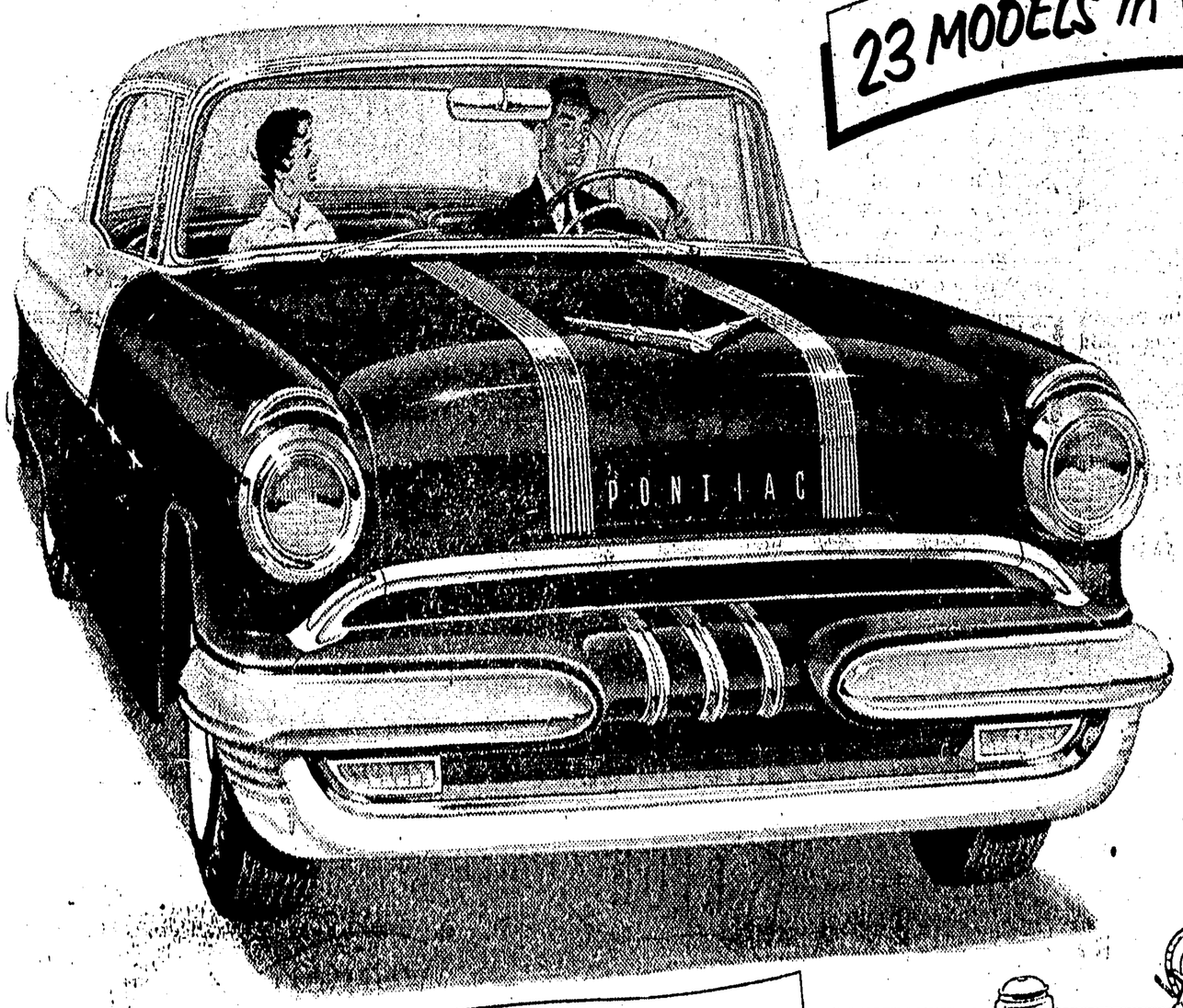
NEW FROM THE GROUND UP is the only way to describe *this* Pontiac! For everything about Pontiac is new ... yes, literally everything. We started with the tires—new tubeless tires—and built engineering's greatest triumphs into this, the greatest Pontiac in a long history of great cars. Words cannot describe, nor pictures tell the beauty and advances that make Pontiac the automotive star of the year. You have to see it to believe it! And that is what we invite you to do, for at last it's here! Yes, this most wondered-about car is destined to take Canada by storm. See it at your local dealer's!

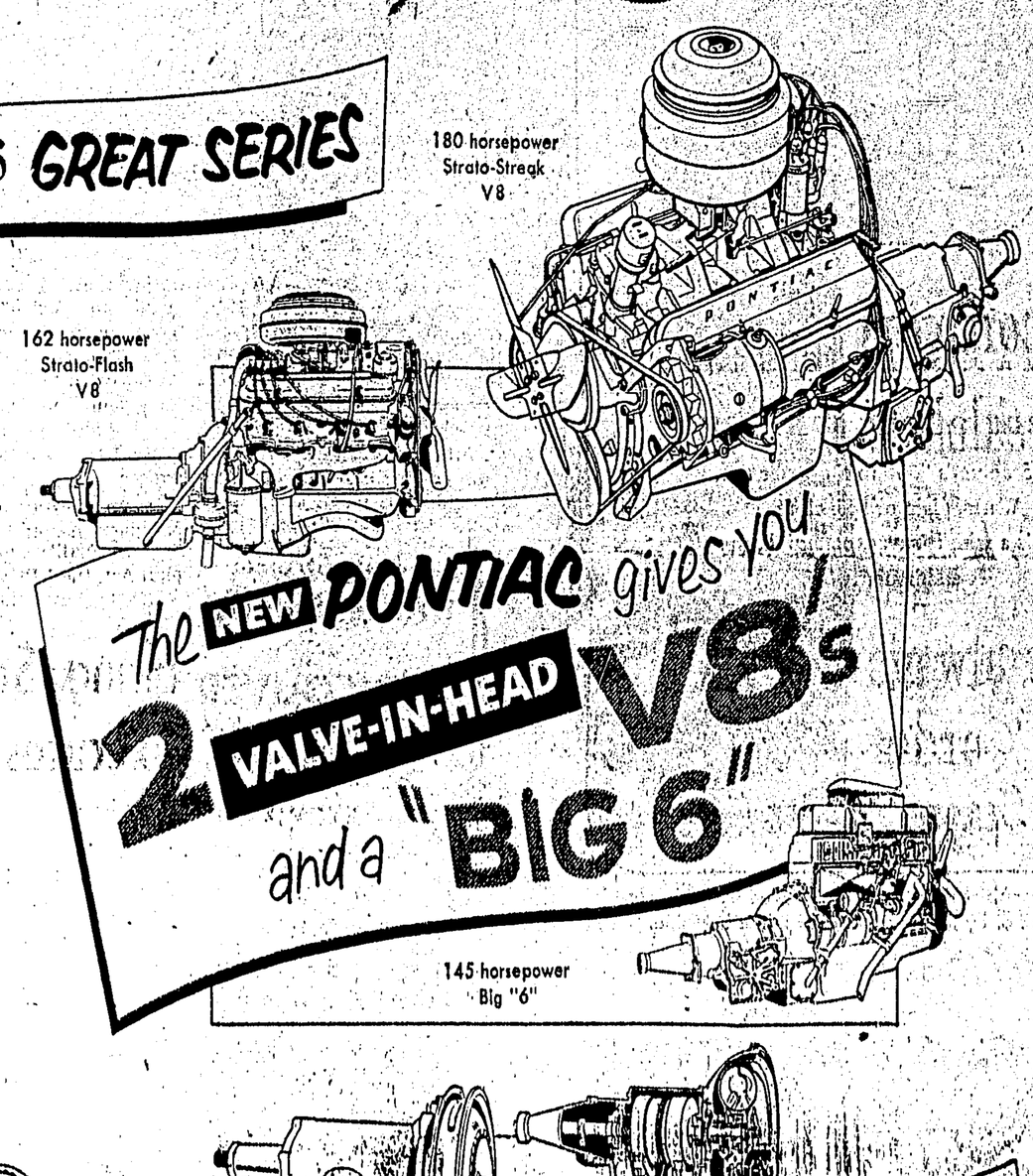


Pontiac "Laurentian" Sport Coupe

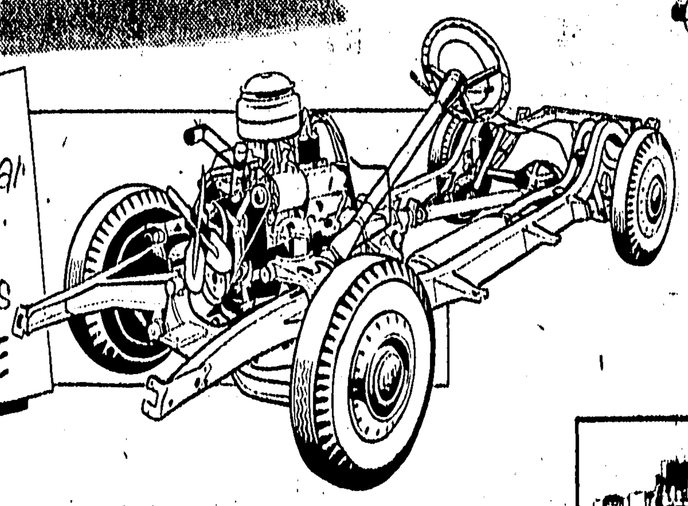
A General Motors Value

23 MODELS in 6 GREAT SERIES

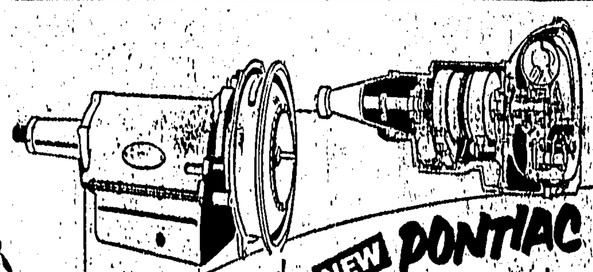




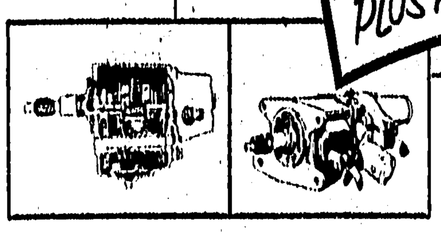
The NEW PONTIAC gives you 2 VALVE-IN-HEAD V8's and a "BIG 6"



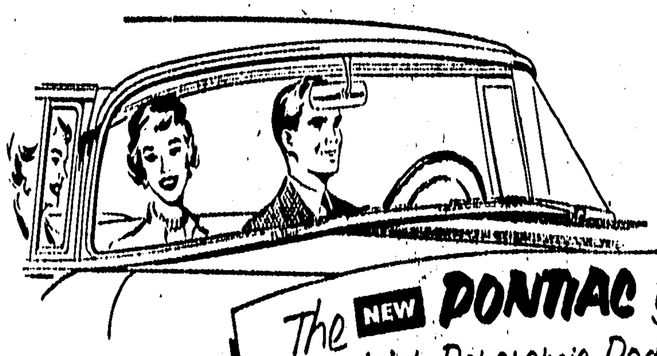
The NEW PONTIAC gives you ALL-NEW suspension, front and rear on an ALL-NEW lower chassis to bring you PONTIAC'S fabulous ALL-NEW 4-WAY BALANCED RIDE



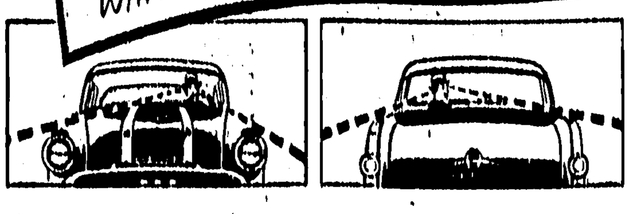
The NEW PONTIAC gives you a choice of 4 great transmissions Improved dual-range Hydra-Matic, Super-Smooth Powerglide, Improved Synchro-Mesh PLUS ALL-NEW Multi-Range OVERDRIVE

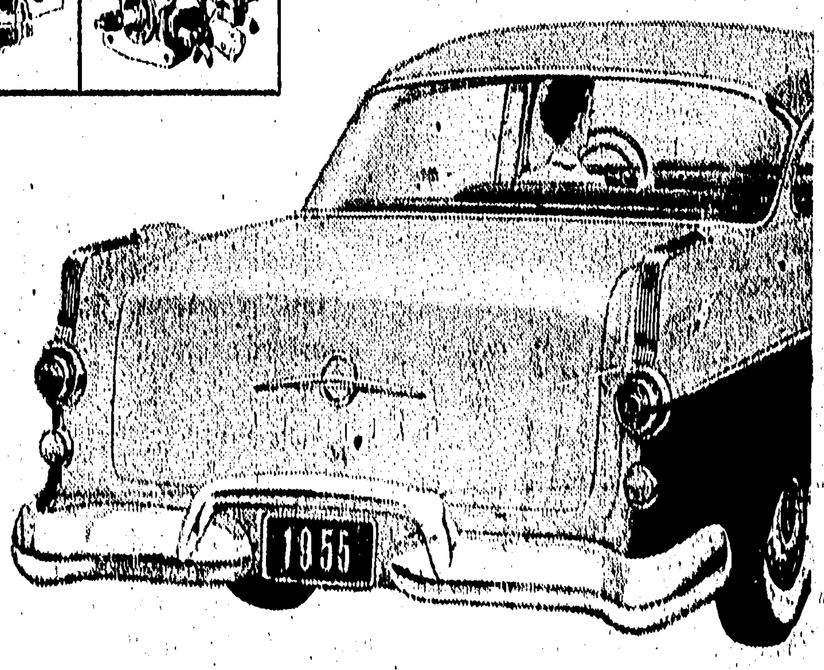


The NEW PONTIAC gives you ALL-NEW Glamorama interiors in a host of exciting ALL-NEW fabrics and shades to match the sparkling ALL-NEW exterior colours.



The NEW PONTIAC gives you ALL-NEW Panoramic Bodies by Fisher with full 4-FENDER VISIBILITY





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NOW BEING SHOWN!