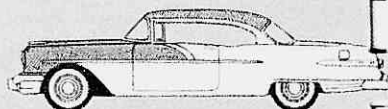


# 15

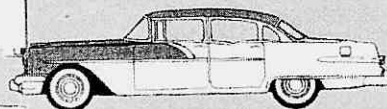
beautiful new models  
to choose from,  
including a  
4-Door Catalina  
in every line!

Pontiac has done it again . . . created another style leader after breaking records in sales and popularity in 1955! Every model in every series offers style, beauty and modern design that are sure to make 1956 an even greater year for Pontiac. Even the powerful Strato-Streak V-8 has been improved to give more thrilling response and getaway power with smoothness and handling ease that are sure to be the envy of the industry. Look through this book carefully for a brief explanation of some of the reasons why Pontiac will continue to maintain a leadership that has always been associated with the great Pontiac name.

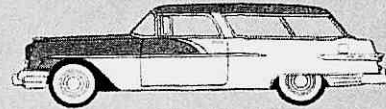
3



Star Chief 2-Door Catalina



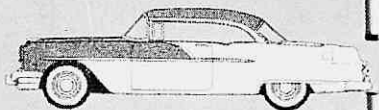
Star Chief 4-Door Sedan



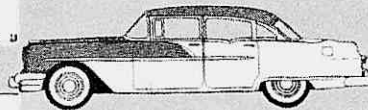
Star Chief Safari



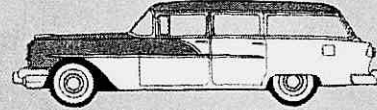
Star Chief 4-Door Catalina



870 2-Door Catalina



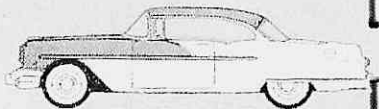
870 4-Door Sedan



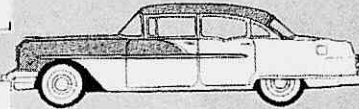
870 4-Door Station Wagon



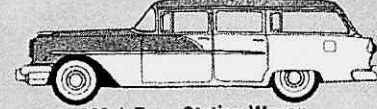
870 4-Door Catalina



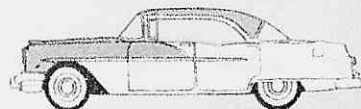
860 2-Door Catalina



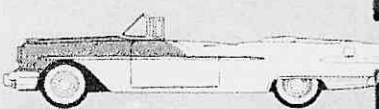
860 4-Door Sedan



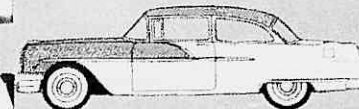
860 4-Door Station Wagon



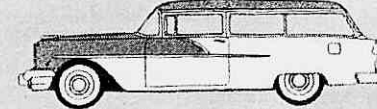
860 4-Door Catalina



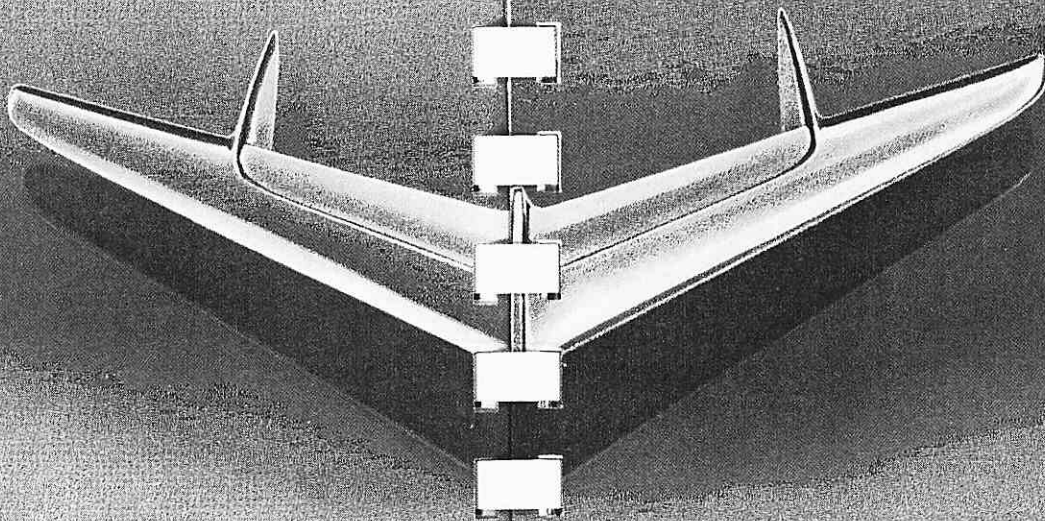
Star Chief Convertible



860 2-Door Sedan



860 2-Door Station Wagon



# Highlights of what's new for '56

**ALL THESE OUTSTANDING IMPROVEMENTS  
AND MANY NEW FEATURES MAKE THE  
NEW 1956 PONTIAC THE FINEST EVER BUILT!**

- 4-Door Catalinas in every line
- New, larger V-8 engine
- Newly styled interiors • New exterior design
- New hood ornament • New rear fender ornaments
- New radiator grille, bumpers and front name plate
- New side moldings for all models
- New deck lid name plate • Improved ride
- New four-barrel carburetor standard on Star Chief series
- New Strato-Flight Hydra-Matic transmission
- New Synchronesh transmission
- Increased horsepower and torque

# a special message

for PONTIAC salesmen!



A successor to a great success . . . that's what you have in the new 1956 Pontiac. Although there has not been such a complete and radical change in the new model as for the 1955, a great number of fine improvements have been incorporated that promise to make the 1956 Pontiac an even greater success. As proof of the wonderful selling opportunities that are offered with the new 1956 models, you now have a new model *in every line*, namely, the 4-Door Catalina. The beautiful Star Chief series, together with the 870 and 860 series, have a combined total of 15 different models . . . all at a price that is well within the range of most Americans. What's more, the new Strato-Streak V-8 engines have increased horsepower up to 227. So you see that this year of 1956 should be another great year for Pontiac.

You'll also find that Pontiac has made many other fine improvements in such items as Air Conditioning and interior fabrics with a wider choice of colors. Also a new Comfort Control Seat with power operation and a new Hydra-Matic transmission are offered to help make your selling job even easier than in 1955.

Look over your Facts Book carefully and make note of the improvements that have been made for 1956. Incorporate these new features in your sales talk and stress each one during every customer demonstration. You'll soon find that when you point out these many advantages Pontiac has, the car will practically sell itself. So make the most of a fine product and make 1956 another successful year for Pontiac—and yourself.