

HERE'S WHY PONTIAC IS ONE OF AMERICA'S MOST POPULAR CARS!

The new 1956 Pontiac models come to you in the wake of the greatest sales record in the history of the company. This success story can be attributed to Pontiac's fine styling, performance and dependability, which the public has come to know and respect. Certainly Pontiac Motor Division designs and builds these fine cars, but the entire resources of the General Motors Corporation have contributed to their development and success too.

There are seven assembly plants across the nation that produce approximately 50% of the Pontiacs assembled. They are at Linden, New Jersey; Atlanta, Georgia; Framingham, Massachusetts; Wilmington, Delaware; Kansas City, Missouri; Southgate, California; and Arlington, Texas. Supplies for their fabrication come from the plant in Pontiac or direct from suppliers' plants.

At the main plant in Pontiac, Michigan, Pontiac employs about 16,000 people, 14,000 in production and the rest in allied or administrative capacities. Pontiac's 6 regional offices and 25 zone offices maintain direct contact with more than 4,000 Pontiac dealers across the country.

When you sell the Pontiac car, you have two great names and organizations backing you with their prestige and repu-

tion . . . General Motors and Pontiac. These famous names and what they stand for give you a tremendous sales story, if you use it wisely enough . . . and often enough!

The huge General Motors Building in Detroit is the hub of the Corporation's activities. Nearby are the great General Motors Research Laboratories. Here, years-ahead testing and research contribute to the constant improvement of the Pontiac car

Pontiac's tremendous manufacturing plant covers over 6,500,000 square feet of floor space. Production experts have called it one of the industry's finest—a model plant. Only the finest machinery and equipment are used, and manufacturing methods are the most modern and up-to-date. To insure absolute control of materials, Pontiac operates its own foundry, and a completely automatic plating plant as well, to get the best possible "bright work" on every car.

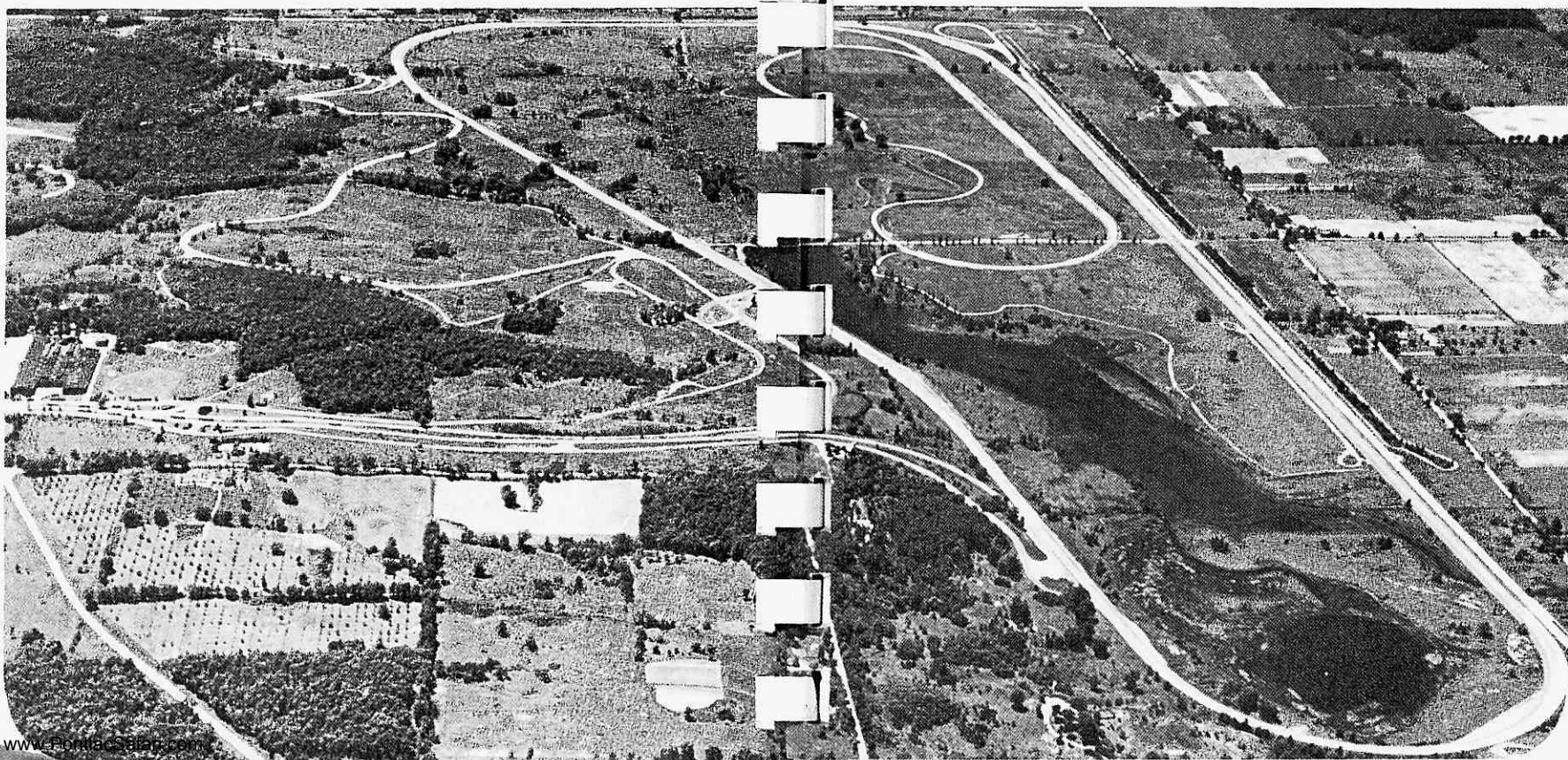
Some of Pontiac's tremendous manufacturing might is also contributing strongly to the nation's defense effort, by fulfilling important defense contracts.

Pontiac's huge Engineering Building is one of the most modern in the industry—with every conceivable facility for designing, testing and improving Pontiac cars and conducting research for the improvement of the Pontiacs of tomorrow.

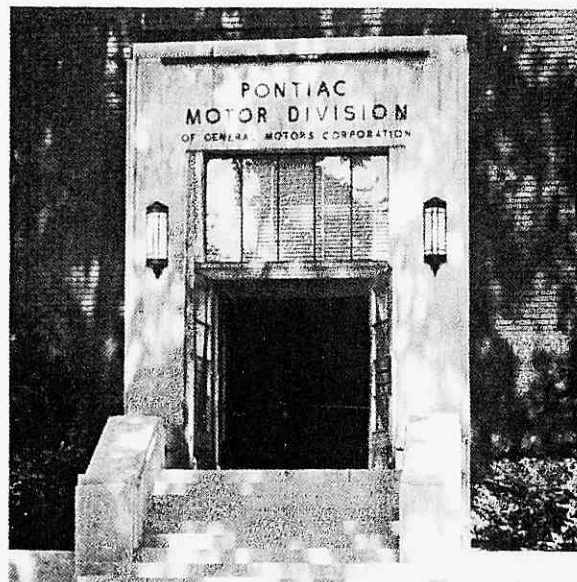
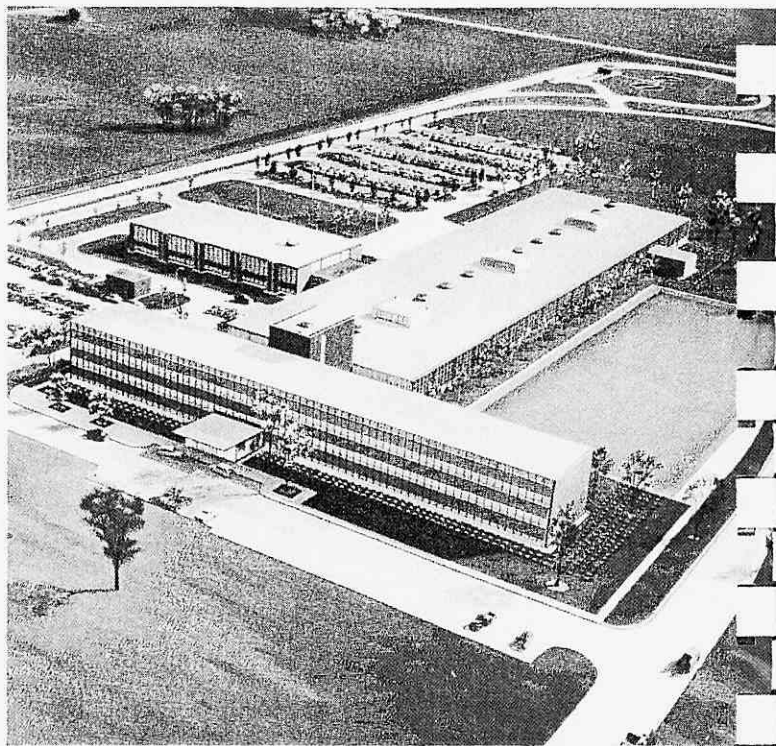
The General Motors Proving Ground in Milford, Michigan, is a 3,873-acre outdoor laboratory composed of testing areas

which subject cars and military vehicles to stresses and strains few will ever meet. Pontiac stamina and ruggedness are checked and double-checked. Every new model is subjected to thousands of miles of driving at all speeds to observe its performance.

General Motors devotes over 6,000 acres of land to the exclusive purpose of testing, proving and comparing the vehicles it builds. One of the newest such proving grounds is located near Phoenix, Arizona—the vastness of which is shown here in panoramic air view. Varied terrain of 2,280 acres—including desert flats and mountainous peaks—is used for the special purpose of testing cars and military vehicles under extreme conditions of heat, dust and high altitude.



The picture shown reveals the inspiring architecture of General Motors' new Technical Center. It is still under construction, but vast parts of it are already in active use. Here, scientists and specialists contribute their special talents in physics, chemistry, metallurgy, biology and electricity to develop ideas for the future—ideas that may be practicably applied to the job of making good automobiles better.



Pontiac's Administration Building, located in Pontiac, Michigan, is the starting point of all Division activity, exclusive of engineering. Here are the Executive, Sales, Advertising, Sales Promotion, Accounting, Service, Parts and Accessory Department offices and other administrative departments.