

**1957 PONTIAC**  
**FACTORY INSTALLED ACCESSORY**  
**PRICE LIST**

**F57-2**

**EFFECTIVE FEBRUARY 1, 1957**

*Prices subject to change without notice.  
E.O.H. figures to be added to Suggested Prices.*



# PONTIAC DEALER'S CONFIDENTIAL PRICE LIST

EFFECTIVE February 1, 1957

PONTIAC MOTOR DIVISION • GENERAL MOTORS CORPORATION • PONTIAC, MICHIGAN



NUMBER		C O D E	DESCRIPTION	SUGG. LIST	E.O.H.
GROUP	PART				
			Group Prices on Factory Installed Accessories Prices and Groups Subject to Change Without Notice		
BA			BASIC GROUP Underseat Heater and Defroster Deluxe Radio and Manual Antenna Latex Foam Cushion - Front Only Oil Bath Air Cleaner Full-Flow Oil Filter	All 198.50	13.60
DB			DELUXE BASIC GROUP** ** Underseat Heater and Defroster Hi-Fi Dual Rear Seat Speakers (Exc. Conv. and Safari) ** Deluxe Electramatic Wonder Bar Radio and Electric Antenna ** Custom Lounge Latex Foam Cushion - Front Only ** Oil Bath Air Cleaner ** Full-Flow Oil Filter	All Exc. Conv. and Safaris 275.00 Convertible and Safaris 255.50	19.25 17.95
LM			LAMP GROUP** ** Back-Up Lamps ** Glove Compartment Lamp ** Luggage and Utility Lamp (Underhood and Utility Lamp used on all Safaris) ** Ash Tray Lamps (Incs. R.H. Ash Tray on Chieftain Models) ** Parking Brake Warning Lamp	All Except All Chieftain 23.10 All Chieftain 24.95	1.50 1.60
MR			MIRROR GROUP** ** Outside Rear View Mirror ** Inside Non-Glare Tilt Mirror ** Visor Vanity Mirror	All 12.35	.80
			**Standard equipment on Bonneville Custom Convertible		



NUMBER		C C O D E	DESCRIPTION	SUGG. LIST	E.O.H.
GROUP	PART				
Individual Accessories Factory Installed					
A*		**	Strato-Flight Hydramatic	All	
B		**	Under Seat Heater and Defroster	All	215.00 16.35
C*		**	Power Steering	All	85.00 5.85
D			Deluxe Radio and Manual Antenna	All	100.00 7.50
DX			Dual Hi-Fi Rear Seat Speakers	All Exc. Conv. and Safaris	92.35 6.30
E		**	Deluxe Electramatic Wonder Bar Radio and Manual Antenna	All Exc. with BA With BA Group	19.90 1.35
EX		**	Electric Antenna	All	117.15 8.35
F		**	Back-Up Lamps	All	25.50 2.05
FF*		**	Power Sweep Contour Electric Wiper	All (Exc. With G) With G Group	27.50 2.10
FX		**	Glove Compartment Lamp	All	6.75 .45
G		**	Windshield Washer	All	13.00 1.00
GG		**	Luggage and Utility Lamp (Underhood and Utility Lamp)	All Exc. Safaris All Safaris	19.50 1.50
GX		**	Outside Rear View Mirror	All	2.40 .15
H		**	Deluxe Steering Wheel	All Chieftain	12.25 .80
HX		**	Ash Tray Lamps (Incs. R.H. Ash Tray on Chieftain Models)	All Exc. Chieftain All Chieftain	8.00 .55
HY*			Extra H.P. Engine	All Exc. Safaris	8.00 .55
I*			E-Z-Eye Glass	All	6.30 .40
II*			E-Z-Eye Glass (Windshield Only)	All	13.15 .85
J		**	Parking Brake Warning Lamp	All	1.95 .15
JJ		**	Inside Non-Glare Tilt Mirror	All	3.85 .25
JX		**	Cushioned Instrument Panel	All	No suggested Price
K			Latex Foam Cushion - Front Seat	All	32.00 2.40
KK			Latex Foam Cushion - Rear Seat	All Exc. Chieftain 3 Seat Safari	21.75 1.65
KX		**	Custom Lounge Latex Foam Cushion (Front Only)	All Exc. with BA With BA Group	4.70 .30
L*		**	Power Brakes	All	4.90 .35
LL*		**	Dual Exhausts	All	18.55 1.40
M		**	Electric Clock	All Chieftain and Super Chief	9.50 .75
MM*		**	Cowl Vent Chrome Trim	All Chieftain and Super Chief	10.65 .80
MX			Illuminated Fender Ornaments	All	17.50 1.35
N			Air Conditioning	All Hydramatic	6.10 .50
O		**	Oil Bath Air Cleaner	All	9.10 .55
OO			All-Winter Anti-freeze (6 Qts.)	All Southern Areas	400.00 30.50
OX			All-Winter Anti-freeze (10 Qts.)	All Northern Areas	6.50 .50
P			Front License Plate Bracket	All States with 2 Lic. Plates	4.85 -
PX*			Triple Two Barrel Carburetors	All Exc. Custom Conv. and Cars With Group HY Engine	8.15 -
Q				All Super Chief and Star Chief	N.C. -
QQ		**	Deluxe Carpet Floor Mat	All Chieftain	90.00 6.75
QX*		**	Power Window Lifts	Convertible Only	100.00 6.75
R		**	Full-Flow Oil Filter	All Exc. Star Chief 2 Door Safari	11.00 .85
RX			Chrome Wheel Discs	Star Chief 2 Door Safari	95.00 7.15
S		**	6-Way Manual Control Front Seat	All	48.40 3.65
SS*		**	Custom Wheel Discs	Chieftain Models Only	9.00 .65
SX		**	8-Way Power Control Front Seat	All	14.00 .90
T*		**	Heavy Duty Transmission Oil Cooler (For cars in heavy duty service - Taxicabs-Police-Rural Mail Carriers)	All	38.10 2.85
TT			Luggage Top Carrier	All Super Chief & Star Chief All Chieftain	15.40 1.05
U*			Mountain Axle	All	29.40 2.00
UX*			Plains Axle (40:13) Hydramatic Only	All Hydramatic	90.00 6.75
		**	Standard Equipment on Bonneville Custom Convertible	All Sedans and Coupes	3.70 .30

NUMBER		CODE	DESCRIPTION	SUGG. LIST	E.O.N.
GROUP.	PART				
VW*			4 Ply - 7.50 x 14 White All Chieftain Exc. Safaris	34.65	2.60
Y*			4 Ply - 8.00 x 14 Black All Chieftain Exc. Safaris	15.45	1.20
YW*			4 Ply - 8.00 x 14 White All Chieftain Exc. Safaris	53.35	4.05
			All Super Chief and Star Chief Exc. Safaris	37.90	2.85
Z*			4 Ply - 8.50 x 14 Black All Chieftain Exc. Safaris	32.55	2.45
			All Super Chief and Star Chief Exc. Safari	17.05	1.30
ZW*		**	4 Ply - 8.50 x 14 White All Chieftain Exc. Safaris	74.15	5.60
			All Super Chief & Star Chief Exc. Safaris	58.70	4.40
			All Safaris	41.60	3.15
*			Two-Tone Paint Starlite	25.00	1.90
			Starlite Special Colors	62.85	4.55
*			Two-Tone Paint Accent	13.00	1.00
			Accent Special Colors	50.85	3.65
*			Special Solid Paint Special Colors Only	37.85	2.65
*			Chieftain Deluxe Trim All Chieftain Exc. Safaris	35.00	2.65
			*Optional Equipment		
		**	Standard Equipment on Bonneville Custom Convertible		