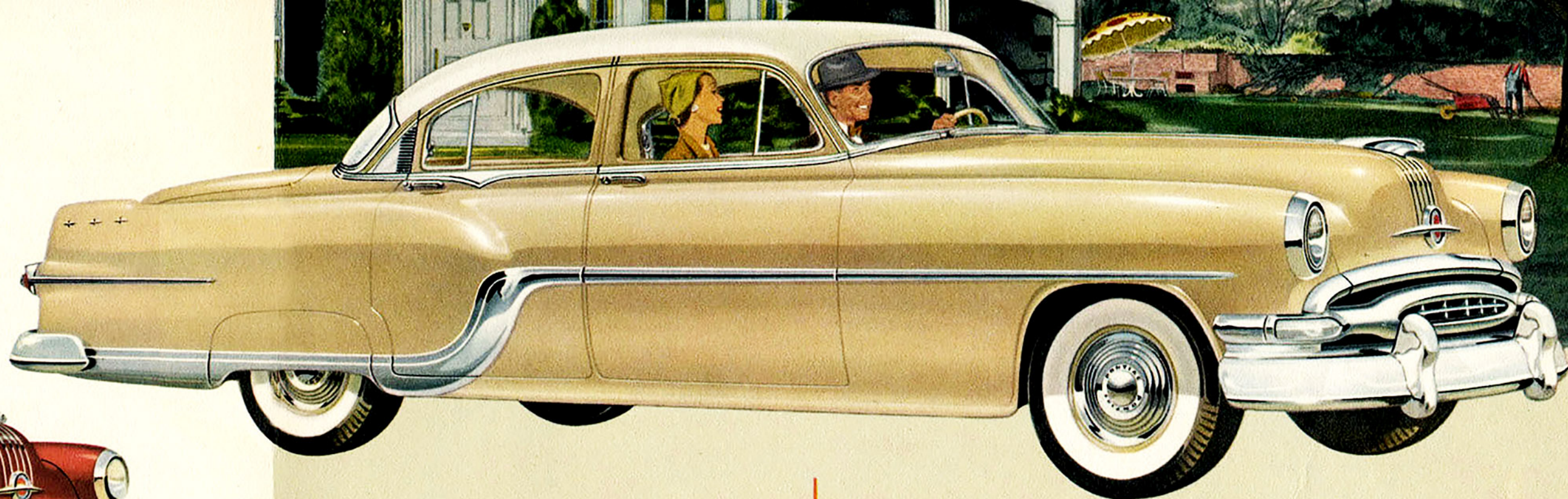
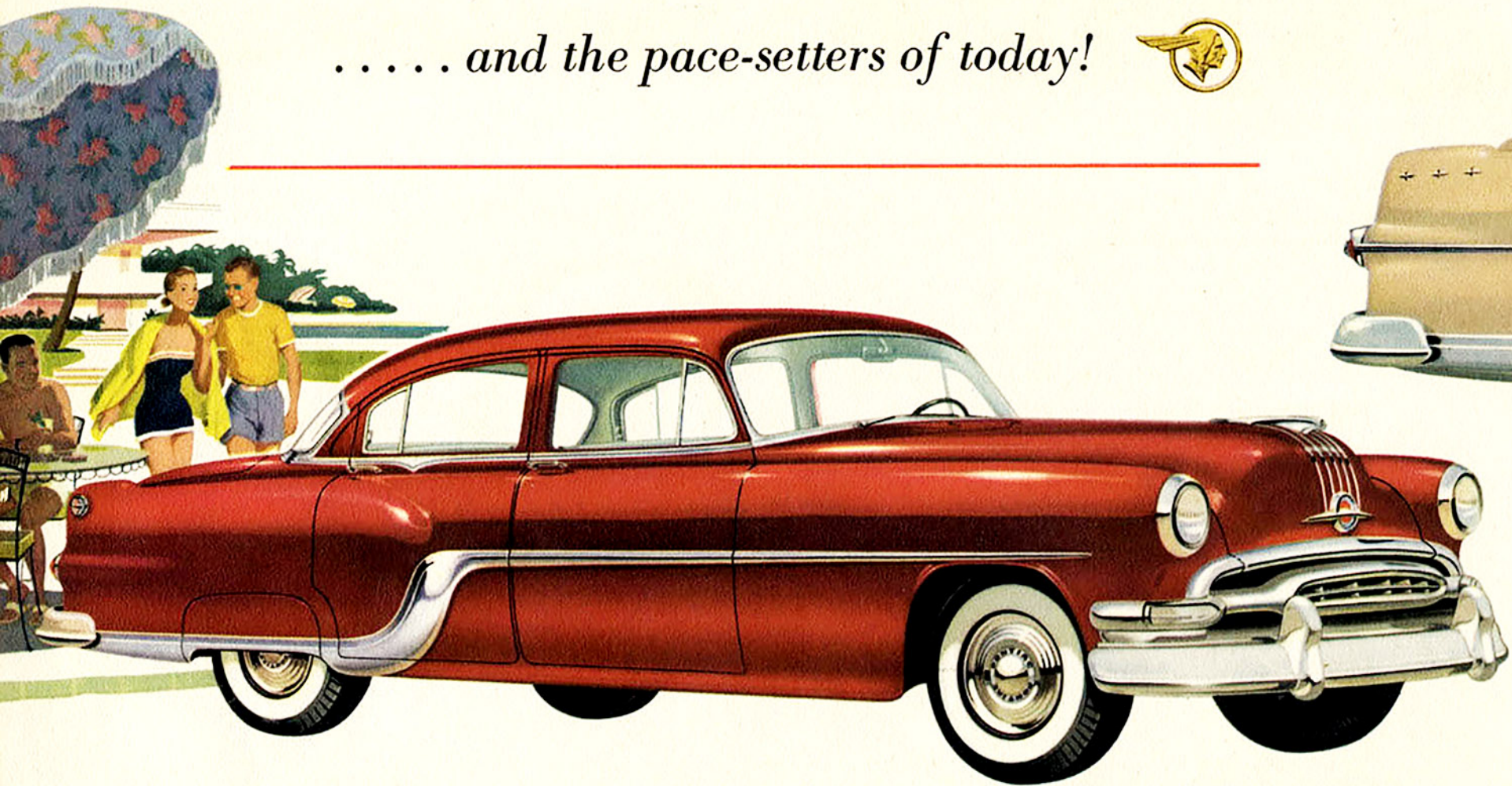


BONNEVILLE SPECIAL
see back cover.



PONTIAC *presents the pattern for tomorrow . . .*

..... and the pace-setters of today!



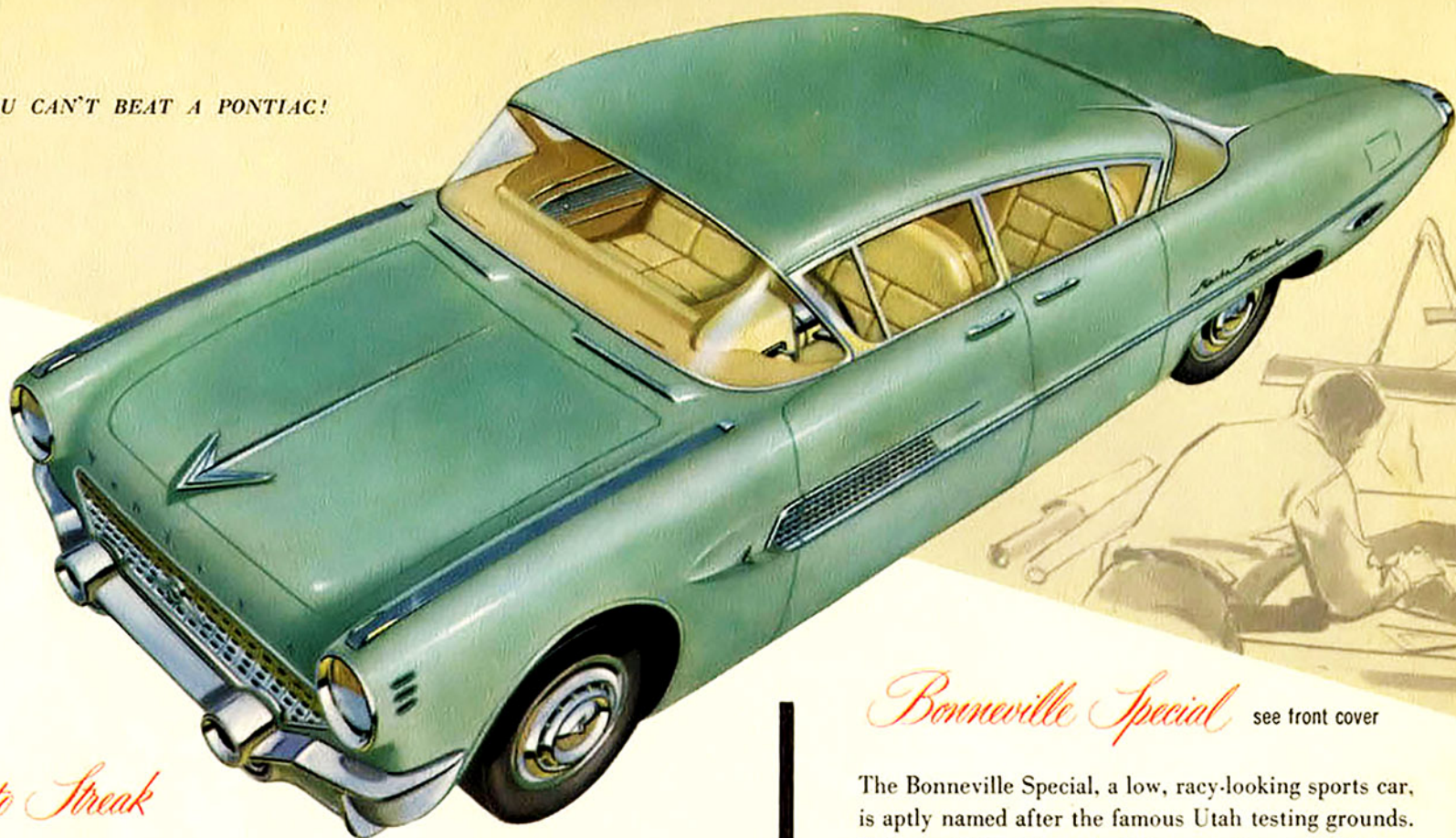
The Brilliant New Chieftain

The 1954 Pontiac Chieftain is General Motors lowest priced eight—and one of America's great motor car values. Here are all the famous Pontiac virtues: distinctive Silver Streak beauty, unsurpassed dependability and economy, power and performance beyond anything you're ever likely to need. Yet this Pontiac is priced just above the very lowest. If you can afford any new car, you can own a proud and beautiful Chieftain.

The Completely New Star Chief

Here is another Pontiac "first"—America's first low-cost luxury car. Biggest, richest and most powerful Pontiac ever built, the 214-inch Star Chief ranks with the very finest cars in everything except price. This magnificent car also provides at low extra cost all the optional driving conveniences of the most expensive automobiles—new Power Brakes, improved Power Steering, Dual-Range Hydramatic Drive, Electric Window Lifts, and two Pontiac exclusives—the uniquely versatile Comfort-Control Seat and the latest and finest Air Conditioning.

DOLLAR FOR DOLLAR YOU CAN'T BEAT A PONTIAC!



The Strato Streak

The experimental Strato-Streak is a four-door "hardtop-type" inspired by the famous Pontiac Catalina. With no center post between the doors, the car can be opened up completely. Another innovation is the use of bucket seats in the front which swivel a full 90 degrees. The Strato-Streak is built on Pontiac's 124" Star Chief wheelbase and is only 54.7 inches high—8.7 inches lower than current production models. The interior features beige leather and a special nylon fabric with gold metallic threads.

Bonneville Special see front cover

The Bonneville Special, a low, racy-looking sports car, is aptly named after the famous Utah testing grounds. This car of the future, built for experimental and show purposes only, is 48½ inches high and 158.3 inches in over-all length. Its "bubble" canopy is hinged and counterbalanced for easy entrance. The Fiberglass body in metallic red is highlighted by twin Silver Streaks, chrome bumperettes, and brushed aluminum wheels. The Bonneville is powered by a high-output Pontiac eight.