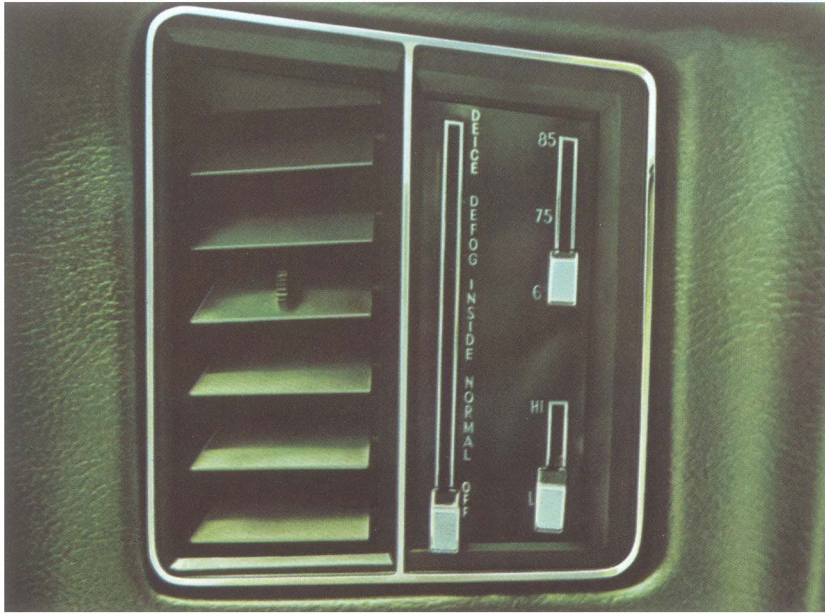




This is the way weather is going to be. 1970 Pontiac Air Conditioning

Heat and humidity. Cold and dampness. Dust and pollen. Who needs these "delights"! Particularly this year when 1970 Pontiac Air Conditioning makes it easier and more sensible than ever to create your own quiet, private world of weather. For instance, set the 1970 Pontiac Automatic Temperature Control Air Conditioning system at whatever comfort level you like. Without further attention, this friendly "weatherman" takes perfect care of you through all seasons. Cools you when it's hot. Warms you in the cold. Dehumidifies as needed. Did we say, "This is the way weather is going to be"? We were wrong. This is the way it already is!

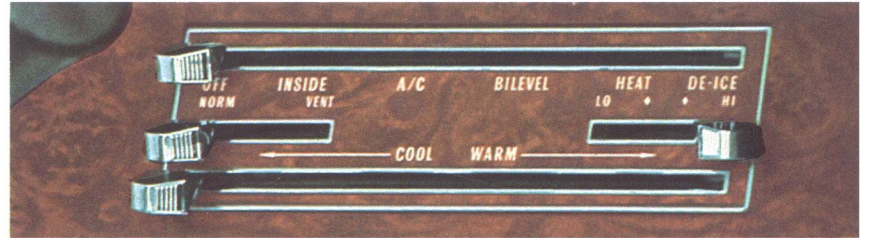


AUTOMATIC TEMPERATURE CONTROL AIR CONDITIONING. Available on Catalina, Executive, Bonneville and Grand Prix models. Set it and forget it! The system automatically maintains the desired comfort level for you year 'round.

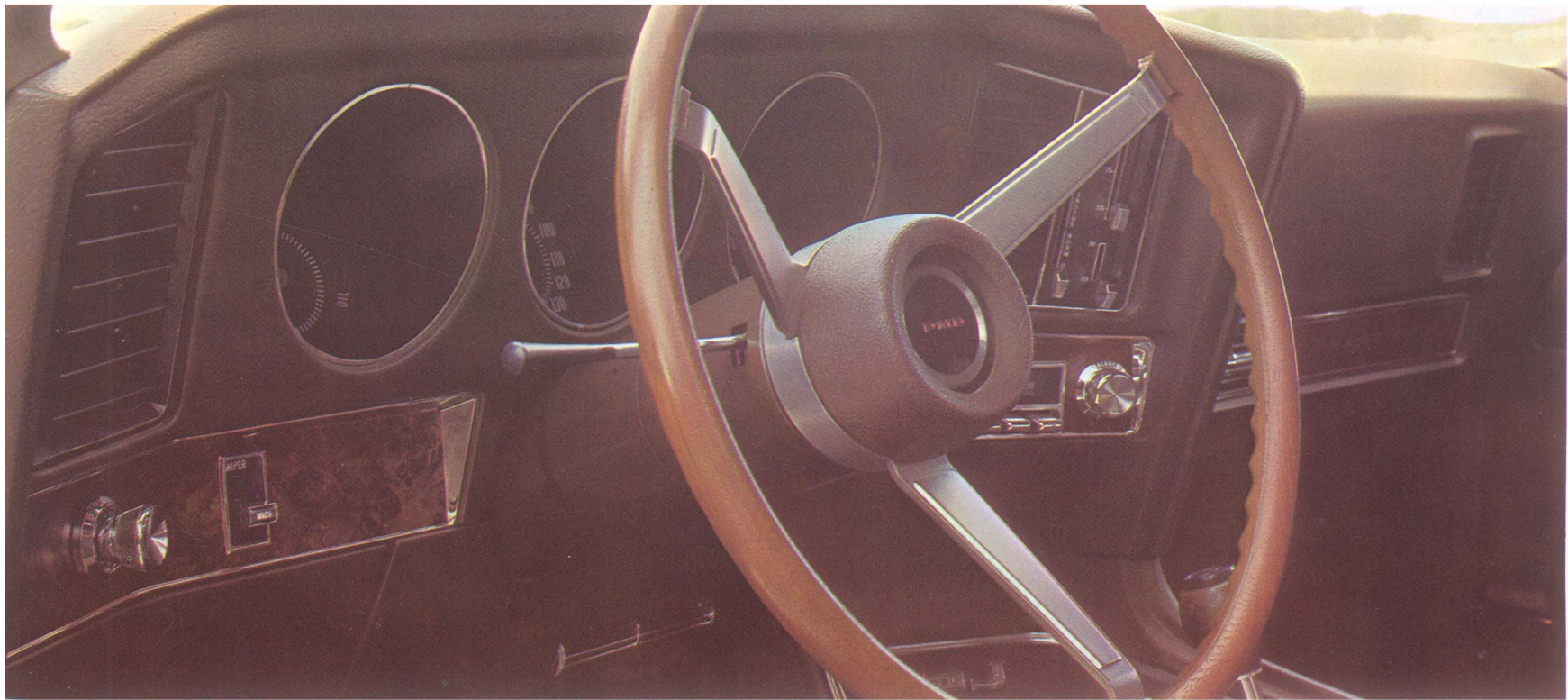
NOTE: With Custom Air Conditioning, when outside temperature is below freezing or switch is in OFF position or lever is set at VENT, the compressor is off. Otherwise, it remains in operation to reduce inside humidity and prevent windshield fogging. The fan operates whenever the system is operating in any mode.



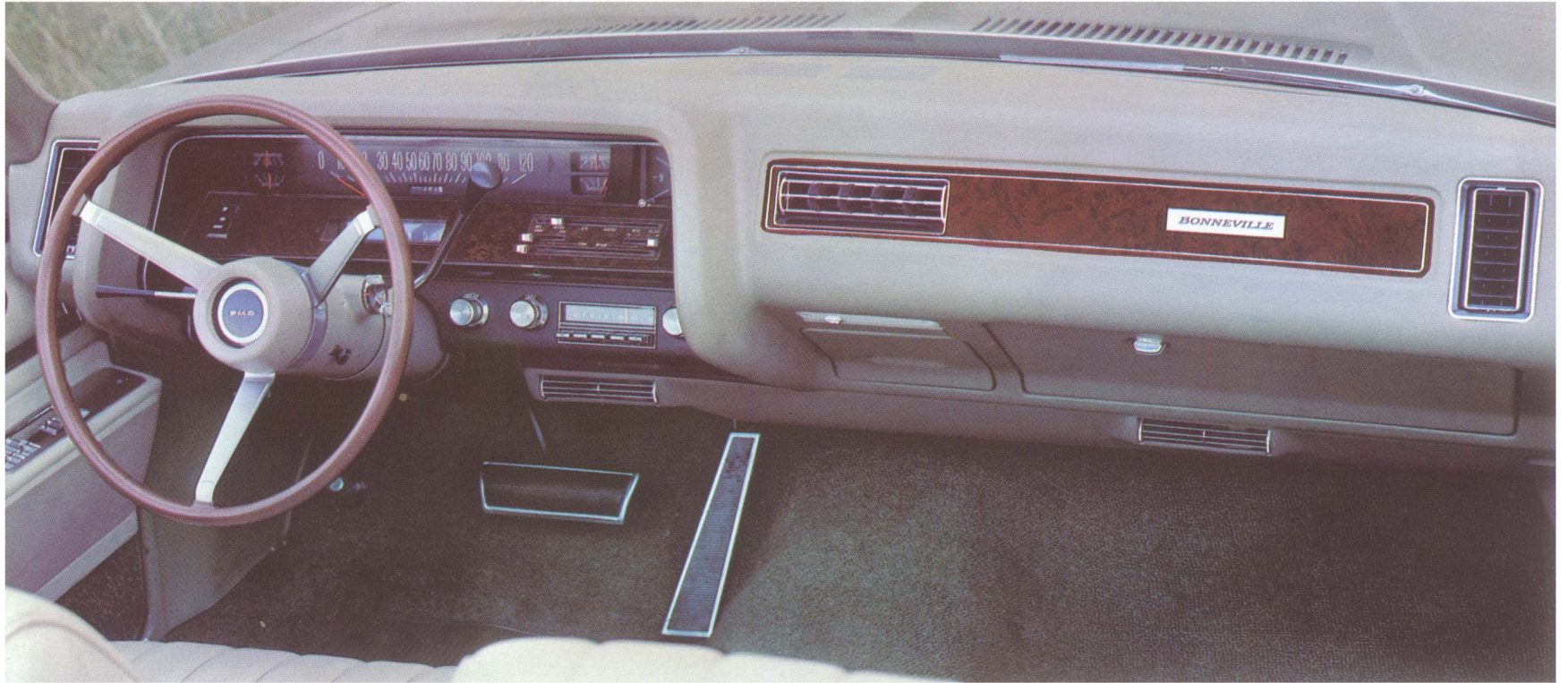
PONTIAC CUSTOM AIR CONDITIONING. Available on Catalina, Executive, Bonneville and Grand Prix. Bi-level design combines heating and cooling in a single system. Sliding controls let you select just the right combination of inside and outside air.



TEMPEST CUSTOM AIR CONDITIONING. Available on Tempest, LeMans, LeMans Sport, and GTO models. Bi-level system permits upper-level air cooling and lower-level air heating, if desired. New, easy-to-operate controls. Adjustable outlets.



Grand Prix Automatic Air Conditioning



Pontiac Custom Air Conditioning



Tempest Custom Air Conditioning

When is a luxury not a luxury? Answer: When it pays off in dollars and cents, as well as in comfort. Like a four-season air conditioning system designed, engineered and installed by Pontiac. It does extremely nice things to Pontiac's resale value—already traditionally high in the industry.

Another word to the wise. Over 50% of all 1969 Pontiac's were equipped with factory-installed air conditioning. This is the way it's going to be—only more so—from now on. So why not get the best—Pontiac Air Conditioning in your 1970 Pontiac.



WE TAKE THE FUN OF DRIVING SERIOUSLY!



MARK OF EXCELLENCE