



New Bold Pontiac For '64

The new bolder, longer and wider look of the 1964 Pontiac blends Pontiac's venturi body lines with smart new front and rear styling. Pontiac's 1964 lineup totals 14 models in four series with Parisienne Custom Sport models offered in a new full-fledged series. Shown here is the 1964 Parisienne four-door sedan. All of Pontiac's advanced 119-inch wheelbase chassis features are continued, including rugged X-built frame, full coil suspension, self-adjusting brakes and many others. A new, quick-acting automatic choke is featured on the standard V8 for 1964. The finest and most complete range of options and custom feature accessories in the Pontiac history permit a 1964 Pontiac to be virtually custom-built. Now on display at Skyline Pontiac-Buick Ltd., Richmond Hill.

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Longer Look Luxury Top 1964 Line Of Pontiacs

A cleaner, longer look and more luxury mark the 1964 Pontiac line of automobiles, now on display at Skyline Pontiac-Buick Ltd., Richmond Hill.

A luxurious new series, the Parisienne Custom Sport, with two models, a convertible and a sport coupe, have been added to the line, bringing the number of series offered to four: Parisienne Custom Sport, Parisienne, Laurentian and Strato Chief.

The new Parisienne Custom Sport series offers bucket seats and console, available last year only as options, as part of regular equipment.

The style-leading Pontiacs retain the over-and-under headlights, but typical of the new look are the newly designed grille, recessed area around the headlights, long, clean, deep line of side panels and rear end trim of the Parisiennes, which give the automobiles a longer look.

A sealed-in lubricant on the propeller shaft has been added to extend lubrication interval. Continuing features are

the brakes and air-washed Master shock absorbers and air-washed rocker panels and inner front fender, and proven Pontiac mechanical features such as "ride" are retained.

Choice of Interiors
Parisienne offers a wide choice of interiors in richly-textured cloth combined with expanded vinyl or solid expanded vinyl and all Pontiac interiors feature cushion pads for added protection on the instrument panel. The instrument panel has been redesigned for improved appearance. Deeply padded doors and custom hardware are featured.

The Strato-Chief series offers three models, including a six-passenger four-door station wagon. Laurentian offers four models, including six-passenger and nine-passenger station wagons. Parisienne offers five models, including a convertible and a six-passenger station wagon. Parisienne Custom Sport offers two models, the sport coupe and convertible.

All retain the distinctive Pontiac split grille with modifications.

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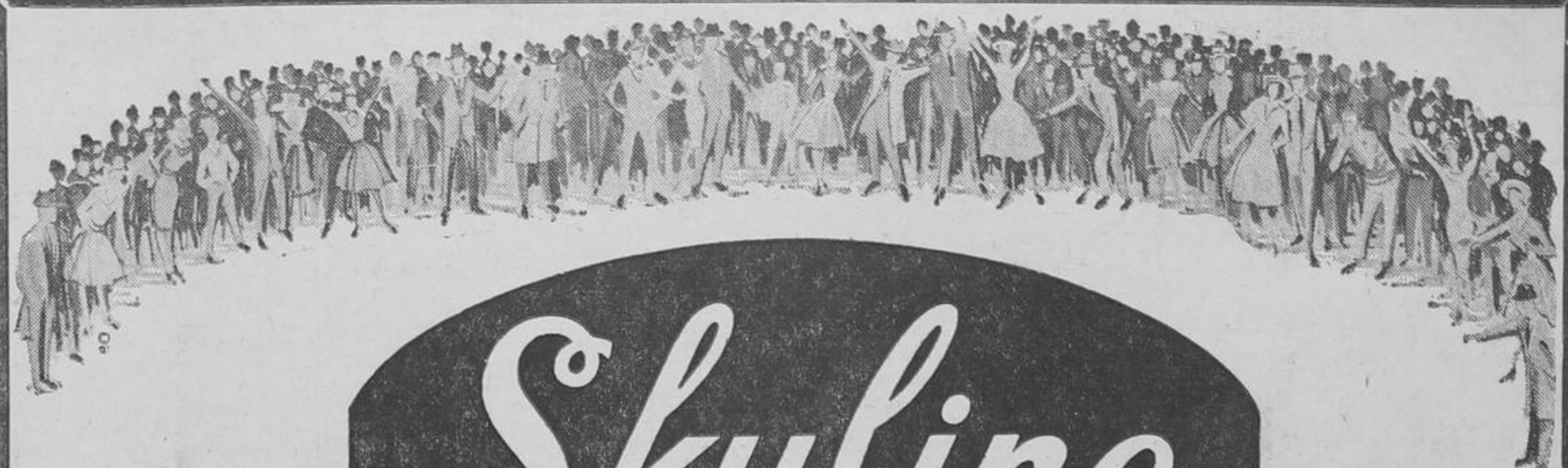
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(ABOVE)
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Custom Sport Coupe
(AT RIGHT)
Pontiac Parisienne
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(AT LEFT)
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