



News Release!

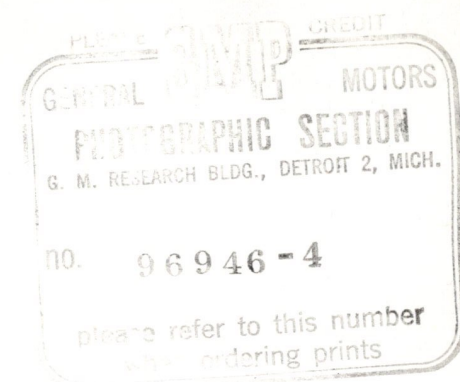
THE 1951
SILVER ANNIVERSARY

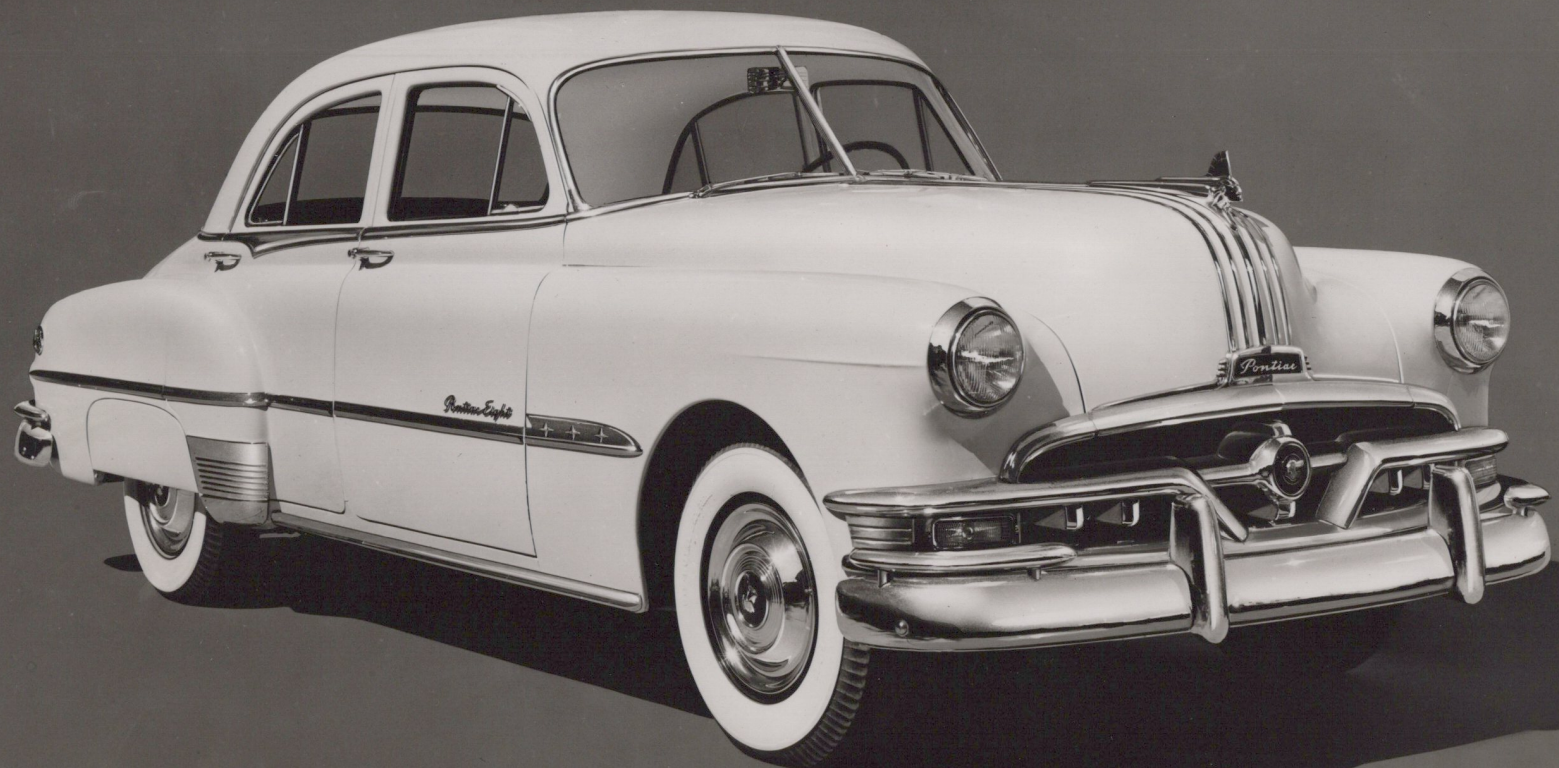
PONTIAC

THE MOST BEAUTIFUL THING ON WHEELS!









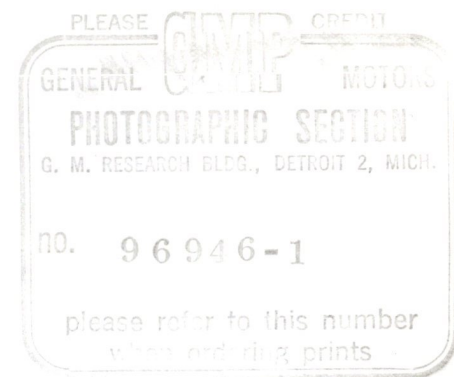
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SECTION D





NEWS *from* PONTIAC



PONTIAC MOTOR DIVISION OF GENERAL MOTORS CORP.
PONTIAC MICHIGAN

FOR RELEASE

COLOR FOR COLOR -- YOU

CAN'T BEAT A CATALINA

The fascinating Pontiac Catalina, which in one brief year captured motorists' hearts with its ultra-sleek lines and sedan security, is resplendently glamorous for 1951.

Gay and charming as its history-making predecessor, the 1951 Super DeLuxe Catalina has two new basic colors: Malibu Ivory and Sapphire Blue. Super DeLuxe Catalinas may be ordered in four combinations of these hues: Solid Ivory, solid Sapphire, or two tone combinations with either Ivory or Sapphire lower and the complimentary color above. In DeLuxe models a choice of any standard body color or combination is offered.

Super DeLuxe Catalinas again harmoniously carry exterior colors to the interior. Instrument panels are blue above and ivory below; carpets are blue. Cowl side pads, door and rear quarter trim panels are simulated blue leather. Seat cushions in the Super DeLuxe Catalina are in genuine leather in matching shades of blue and ivory. Optionally, cushions may be ordered in rich blue nylon face Bedford cloth with ivory leather bolsters and side facings. Doors are dashing in blue and ivory leather trim liberally treated with chrome. A DeLuxe steering wheel has blue plastic rim and spokes. Steering column jacket and gear shaft are finished in ivory.

Color for color -- you can't beat a Catalina!

NEWS *from* PONTIAC



PONTIAC MOTOR DIVISION OF GENERAL MOTORS CORP.
PONTIAC MICHIGAN

FOR RELEASE

PONTIAC'S '51 HYDRAMATIC

BETTER THAN EVER

Since Pontiac adopted the Hydra-matic transmission in 1948, as optional equipment, a total of 666,118 Pontiacs thus equipped have been sold with complete driver-approval of its shift-free operation, smooth power transfer and worry-free ruggedness.

In addition to these qualities, the 1951 Pontiac Hydra-matic's reversing mechanism allows smooth, easy reverse shifting without change in driving procedure. The shift lever may be moved to "Reverse" before the car comes to a complete halt, allowing the car to be rocked forward and back when required to get out of snow, mud or sand.

A noteworthy safety feature is a reverse inhibitor, which prevents reverse shifts at car speeds above ten miles per hour.

NEWS *from* **PONTIAC**



PONTIAC MOTOR DIVISION OF GENERAL MOTORS CORP.
PONTIAC MICHIGAN

FOR RELEASE

SHORTS

THEN AND NOW

When the first Pontiac was produced in 1926, a total of 76,695 were sold and a record for first-year cars established. During 1950, the company produced about that many cars every sixty days. The 1951 Pontiac is the company's Silver Anniversary model.

PONTIAC FIRSTS

Pontiac has earned a reputation for engineering "firsts". Among the stars in Pontiac's engineering crown are: Duco body finish, cyanide hardened gears, multiple-sealed brakes, mechanical fuel pump, electro-plated pistons, full pressure, metered-flow engine lubrication, steering post gear shift, foot controlled headlights, fully automatic spark. And in 1951 the list continues to grow.

IMPROVED BODY WIRING HARNESS (6 AND 8)

Addition of cloth braid to the main trunk of the wiring harness prevents sharp edges from damaging the body wires and further minimizes the possibility of shorting.

IMPROVED FUEL TANK GAUGE

More accurate readings of fuel supply are possible through repositioning of the rheostat which allows the float to travel closer to the centerline of the tank. As a consequence, the gauge will be less affected by the wave-like motion of the gasoline when the car is in motion. Since the new cork float is box shaped, rather than round, it will be less submerged when the tank is completely full and more accurate gauge readings will obtain. The fuel gauge dial has been regauged to give uniform movement of the pointer across the dial.

NEW CONVERTIBLE TOP-RAISING ASSEMBLY

Motor and pump assembly operating the convertible top have been simplified and the location changed to shorten the length of fluid transmission pipes. Less electricity also is required to operate the top because of reduced motor size. The unit now is concealed beneath the rear compartment shelf.

NEWS *from* PONTIAC



PONTIAC MOTOR DIVISION OF GENERAL MOTORS CORP.
PONTIAC MICHIGAN

FOR RELEASE

PONTIAC REVEALS

ITS '51 MODELS

With vibrant new styling, the 1951 Silver Anniversary Pontiacs purred into public view today. They feature twenty-seven styling innovations and sixteen mechanical improvements.

Presenting the 1951 line -- marking Pontiac's twenty-fifth year as a stellar performer on the automotive stage -- Harry J. Klingler, general manager of Pontiac Motor Division and vice-president of General Motors Corporation, said:

"Our Silver Anniversary models are strikingly beautiful symbols of a quarter century of quality manufacture. We believe the 1951 Pontiac is the most attractive, best performing Pontiac we have ever produced. Public acceptance of Pontiac last year broke every existing record. It is likely that the 1951 models will match that popularity or surpass it."

With fifteen models, Pontiac offers its customers an extremely wide choice. Chieftain and Streamliner styling are available in either standard or deluxe treatment, with six or eight cylinder engines and with Hydra-matic or synchromesh transmission.

SM-O-O-THER RIDES

Rough roads miraculously mend their ways before the 1951 Pontiac with new rear springing. Spring length has been increased six inches to better absorb road shock and the number of spring leaves has been reduced and the remaining leaves thickened.

BOILING POINT RAISED

By increasing the spring pressure in the radiator cap valve of the 1951 Pontiac, the boiling temperature of the coolant is raised approximately 20 degrees above normal. This gives the cooling system an extra margin of safety.

GENEROUS GENERATOR

Considering the host of electrical accessories the modern motorist demands, an automobile generator is a hard-working unit. Generator output of the 1951 Pontiac has been increased 14 percent and it has a higher battery charging rate, too, to take care of battery fatigue under slow-driving conditions.

IF YOU SHOULD GET STUCK....

The 1951 Pontiac Hydra-Matic drive -- optional equipment on all Pontiacs -- has an improved reverse which allows the car to be "rocked" out of snow, sand or mud. Incidentally, on a purely optional basis and at extra cost, 666,118 Pontiac customers have chosen Hydra-Matic Drive since Pontiac adopted the no-shift transmission in 1948.

MAP-READING, ASH TRAY LIGHT

Dual utility is provided in a new Pontiac accessory for 1951: a combination light which projects to the floor when the ash receiver is partly opened, throws a soft beam upward into the tray when fully opened. Good for reading maps, finding articles dropped on the floor and, of course, finding the tray with your ashes at night.

APPEARANCE: From bumper to massive bumper the 1951 Pontiacs sparkle with well-conceived, tasteful styling advances which enhance the motorcar's individuality. It still remains the nation's best recognized car. Bold brilliance marks the Silver Anniversary models with new, striking grille conception, and the famed Silver Streak appearing in an artistic treatment involving new spacing of the bright chrome bars and new contours. The Indian head hood ornament is presented in a newly stylized study.

Profile-wise, the 1951 Pontiac conveys the impression of forward surge even at curb-side. Body belt mouldings and new rub mouldings have gleaming prominence, fashionable and utilitarian. Completely new styling note is the addition of an Indian head medallion on the trailing edge of the rear fender panels. Wheel covers and rear fender gravel guards are freshly restyled in polished stainless steel.

Going away, the 1951 Pontiac reveals tail lights of increased diameter to further the Bold Look. Rear license lamps now are concealed in the bumper apron. The Silver Streak on the deck door matches that of the hood. A longer deck door handle emphasizes width of the graceful rear pattern.

MECHANICAL: Horsepower rating of the 1951 Pontiac eight cylinder engine is 116 and of the six cylinder engine 96 horsepower. Compression ratios are 6.5:1 for both engines to allow completely efficient and economical operation with regular gasoline and

resultant saving in operating cost.

Other mechanical improvements include new timing chain bumper on the six cylinder engine; a revised water outlet thermostat facilitating engine warm-up; improved rear bearing oil seals; improved distributor; insulation improvement on the starter motor; a new carburetor for the six cylinder engine; increased capacity generator and regulator.

IMPROVED RIDE: Because longer springs mean smoother riding qualities on broken surface roads, the 1951 Pontiac has 58 inch rear springs, six inches longer than in the 1950 model. Thickness of the spring leaves also has been increased for better cushioning of accelerating power and braking force.

Cooling system pressure has been increased on both six and eight, raising the normal boiling temperature of the coolant approximately 20 degrees. There is an improved accessory fuse block and cover; improved body wiring harness; improved fuel tank gauge, and an improved convertible top-raising assembly.

HYDRA-MATIC: The famed, time-tested Hydra-Matic transmission continues as optional equipment and has still greater efficiency and operating simplicity. A quick reverse response is permitted, allowing the car to be rocked in snow, mud or sand. A reverse inhibitor prevents reverse shifts at speeds above 10 miles per hour.

NEWS *from* PONTIAC



PONTIAC MOTOR DIVISION OF GENERAL MOTORS CORP.
PONTIAC MICHIGAN

FOR RELEASE

MECHANICAL

Herewith -- in considerable detail -- is the Pontiac mechanical story for 1951. It presents an interesting and informative picture of the continual striving by the Pontiac Engineering Department to attain perfection which has been somewhere defined as attention to the "little" things.

NEW TIMING CHAIN BUMPER

The continual service of the timing chain causes a natural wear on its surface which at some speeds is translated into chain "whip" noise and ignition wander. To remedy this situation in the six cylinder engine, Pontiac has adopted a timing chain bumper for 1951 six cylinder engine use. It consists of a synthetic rubber pad vulcanized to a steel bracket which is positioned on the left edge of the timing chain cover near the path of chain travel. This bumper dampens any timing chain vibration as a touch halts the vibration of a tuning fork. Thus a loose or worn timing chain is made to give many thousands of extra miles of wear.

INTERIORS: Good taste, comfort, convenience and modernity are well-blended in deluxe and standard interiors of the 1951 Pontiac. Focal point is the instrument panel finished in Steel Gray upper and Dover Gray lower. Radio grille is a target of triple concentric chrome rings centered by the newly designed electric clock. Radio controls and selector buttons are of sparkling chrome. The instrument cluster has chromed rim and oblong gauge windows. Light switch, ignition switch, cigar lighter and heater panel are chromed, as are starter button and emergency brake handle. Total effect is of rich dignity, viewed perfectly through the new, three spoke deluxe steering wheel.

Interior motif is gray, highlighted by intelligent use of chrome. Doors are trimmed in two tones of gray fabric modernistically applied. Rear compartment floors of deluxe models have dark gray pile carpeting.

Seats are masterfully upholstered for elegant comfort. Upholstery is in tri-tone gray-blue striped wool cloth, reflecting the two grays used in headlining, doors and carpets.

MODELS: Models available for 1951 in the Chieftain line are the four door sedan, two door sedan, sedan coupe, business coupe, Catalina (deluxe and super deluxe) and deluxe convertible coupe. The ever-popular Streamliner series sedan-coupe is again available, either standard or deluxe. Standard or deluxe station wagons may be obtained in two-tone paint or with simulated wood paneling. A sedan-delivery vehicle is included in the line.

REVISED WATER OUTLET THERMOSTAT (6 AND 8)

Long sought has been a solution to the problem of thermostat bellows vibration as an enemy of efficient temperature control of engine coolants. Pontiac finds the answer in a dampener or "flutter" spring which is now assembled to the thermostat housing cross bar in such a manner that it bears on the valve shaft. Test results have proven that the new thermostat gives many extra miles of satisfactory service.

DISTRIBUTOR IMPROVED (6 AND 8)

By changing the finishing method, the fixed breaker plate now has an even smoother surface for the bakelite buttons of the moveable breaker plate to rotate on. Consequently, frictional resistance to movement is reduced. This permits the moveable breaker plate to follow the pull of the vacuum advance with maximum accuracy.

IMPROVED STARTER MOTOR (6 AND 8)

Field coils of the 1951 Pontiac starter motor are insulated in plastic, providing better protection against water and positively insulating against shorting.

NEW SIX CYLINDER CARBURETOR

Manufactured by the Rochester Products Division of General Motors, the new carburetor has these briefly enumerated features:

(1) Unique construction which permits suspension of the main metering jet and power valve from the air horn into the float bowl. (2) Need for an anti-percolator vent is eliminated. (3) Need for mechanical metering is eliminated. (4) Concentric float bowl which encircles the main bore of the carburetor and centrally located main discharge nozzle prevents loss of fuel regardless of road incline. (5) Simplified construction and fewer parts permits easier servicing.

INCREASED GENERATOR CAPACITY (6 AND 8)

Regulated output rating now is 40 amperes instead of 35. This insures higher battery charging rate to meet present-day electrical requirements. Load requirements will be balanced at lower car speed than formerly, important under city traffic conditions.

58 INCH REAR SPRINGS (6 AND 8)

Pontiac is a pioneer in rear suspension work and now, after grueling tests, presents the 58 inch rear spring -- six inches longer than previously used -- as the answer to broken road driving. On boulevard riding, spring length is of secondary importance. On the bumpy road, lengthened springs absorb pronounced road shocks and miraculously smooths the ride. Thicker -- and fewer -- spring leaves better cushion the sudden impact of acceleration and braking force. Special heavy duty springs are provided for taxi, police car, export, station wagon and sedan delivery use.

INCREASE IN COOLING SYSTEM PRESSURE (6 AND 8)

The new Pontiacs have a seven pounds-per-square inch pressure cooling system contrasted to the four pound system introduced in 1940. The increase raises the normal boiling temperature of the coolant approximately 20 degrees, giving the cooling system an extra margin of safety.

IMPROVED ACCESSORY FUSE BLOCK AND COVER

The 1951 Pontiac fuse block assembly has four improvements: more fuses, one piece mounting bracket design, better cover locking arrangement and elimination of the shorting danger between cover and fuse clip.

