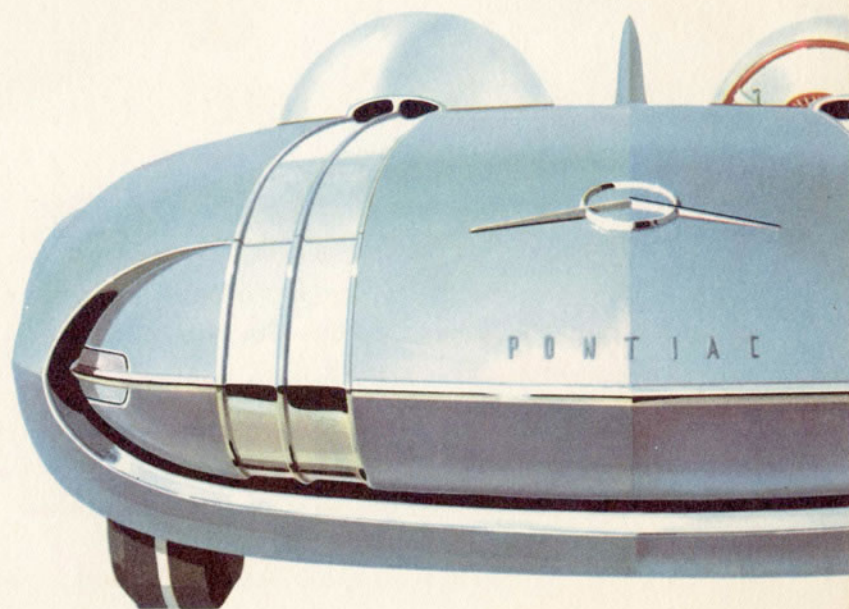
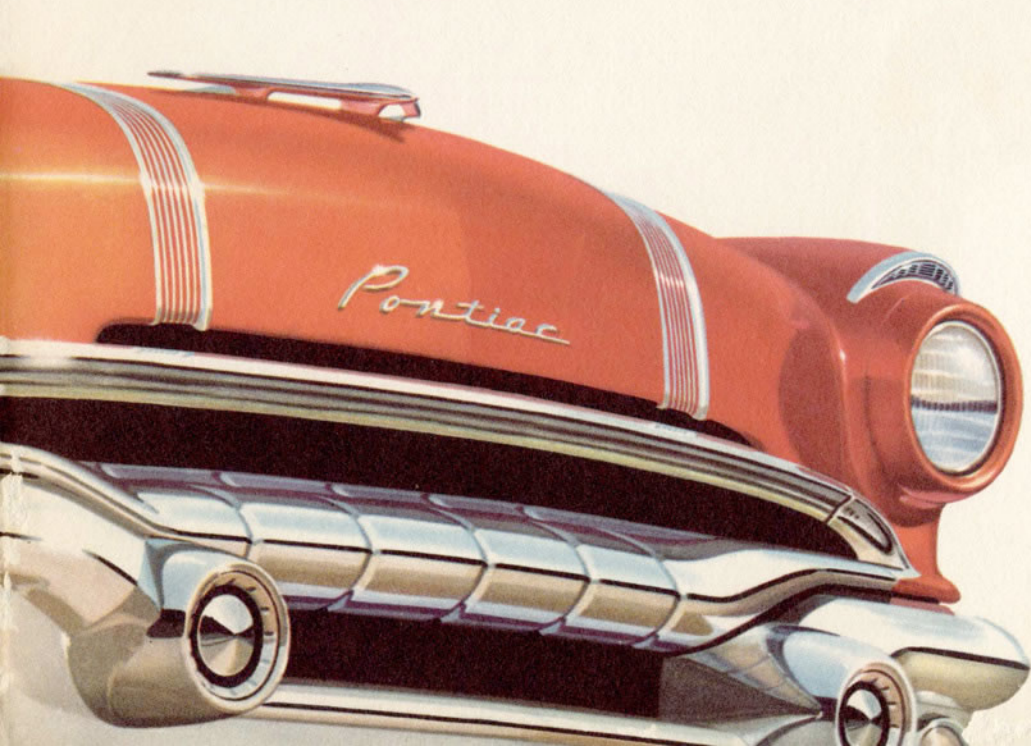


P O N T I A C

Motorama Masterpieces

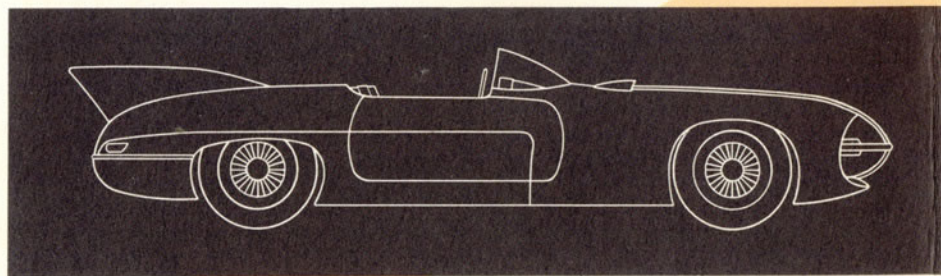
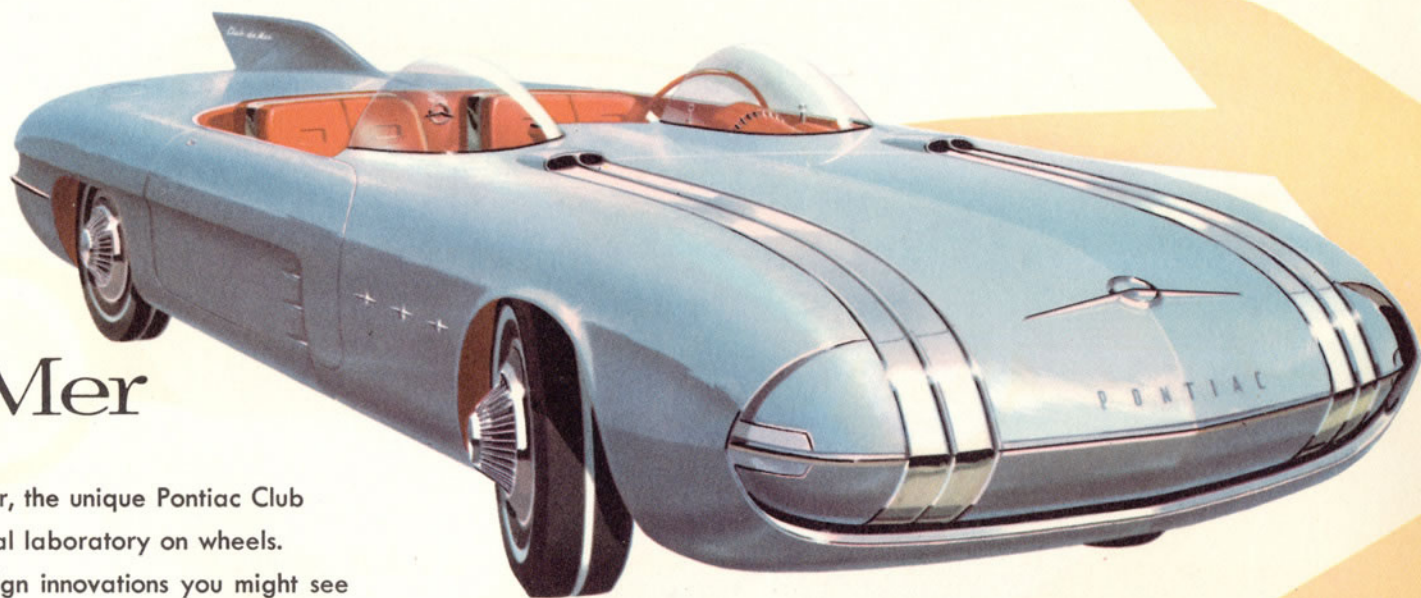


here's where the new ideas start...

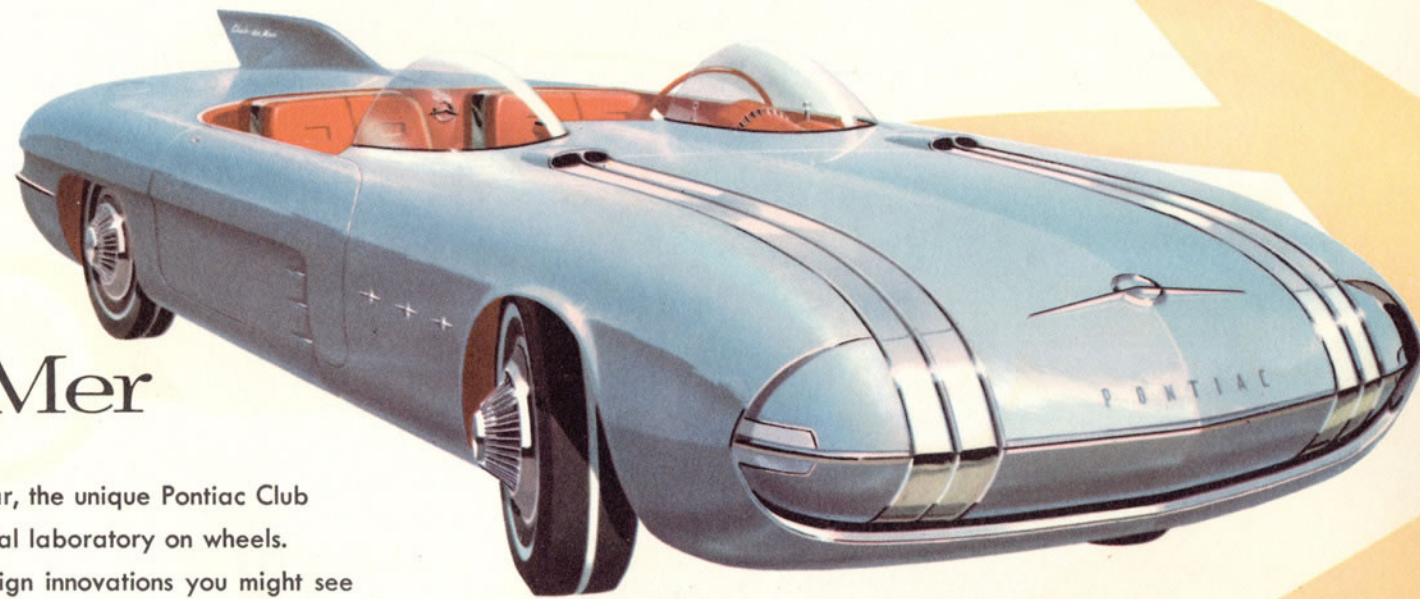
PONTIAC

Club de Mer

More than a glamorous dream car, the unique Pontiac Club de Mer is an exciting experimental laboratory on wheels. Many of its engineering and design innovations you might see on the Pontiacs of the future. Such things as the Club de Mer's anodized brushed aluminum body, extreme road-hugging lowness (a scant 38 inches), jet-like stabilizing fin and bubble windshields are indications of things to come. The Club de Mer, not planned for production, is powered by a 300-horsepower Strato-Streak V-8 with dual four-barrel carburetors.

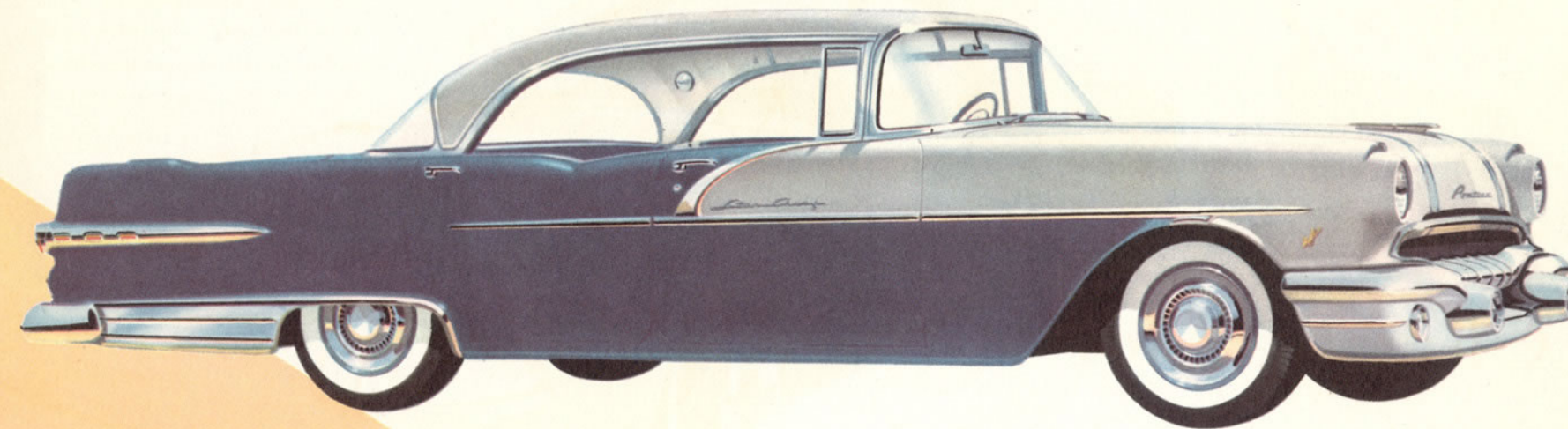
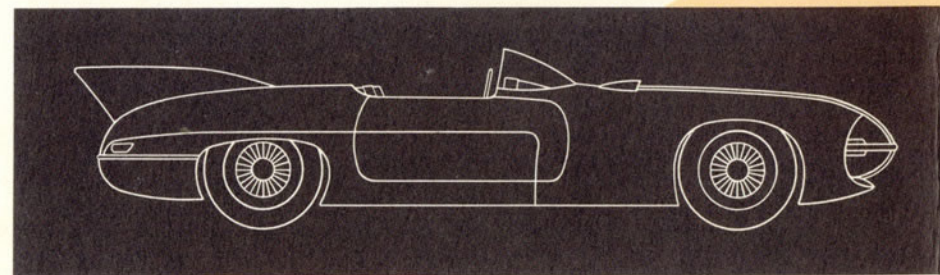


here's where the new ideas start... and here's where they go!



PONTIAC
Club de Mer

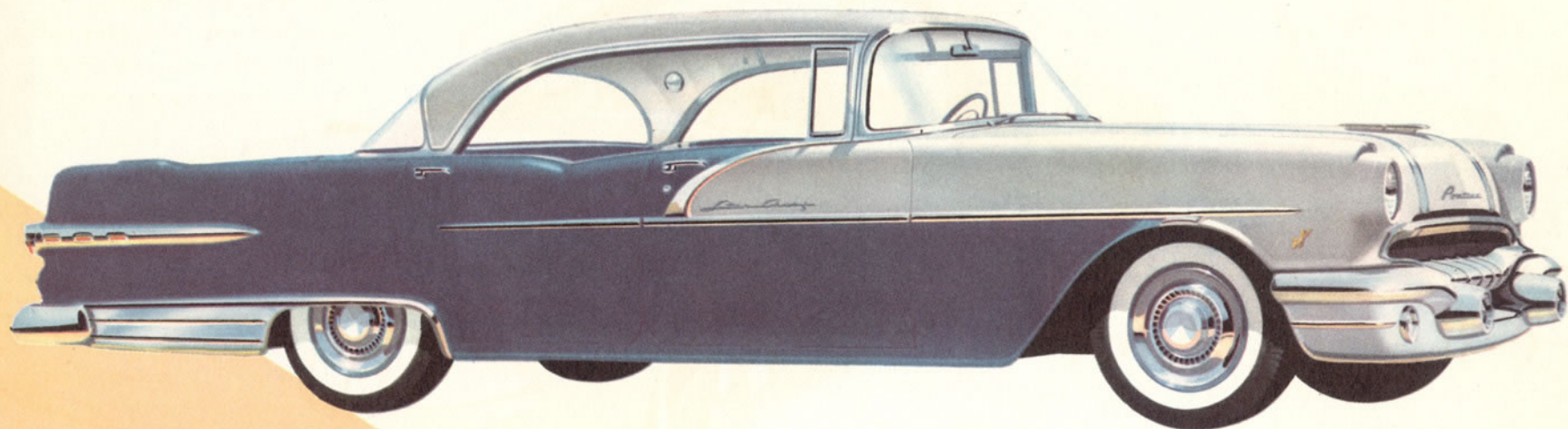
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PONTIAC STAR CHIEF
Four-Door Catalina

All the flair and excitement of the Motorama dream car is magnificently captured in this high-spirited member of the fabulous '56 Pontiac family. Everything about this wide-open beauty, its glamorous four-door hardtop styling and truly luxurious nylon and top-grain leather interiors, proclaim it to be America's number one fashion leader.

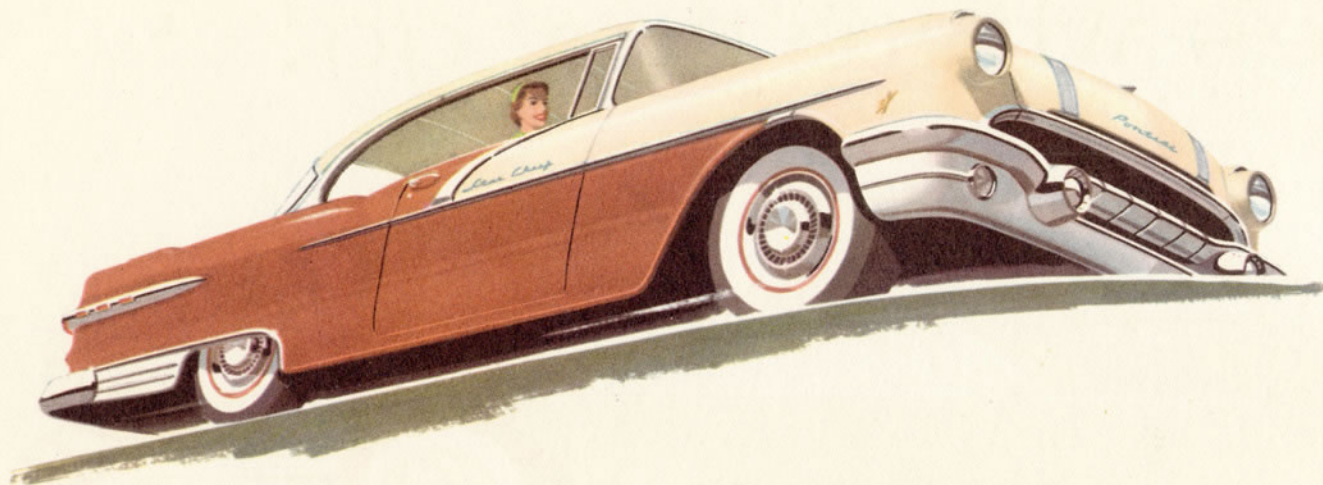
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the greatest performance
team in the industry

227-HORSEPOWER STRATO-STREAK V-8

Just touch your toe and away you go . . . like you've never gone before . . . thanks to the most advanced power plant in the industry, Pontiac's mighty Strato-Streak V-8. There's power there . . . tremendous power that whisks you safely past slow traffic or takes you soaring over a high hill with hardly a whisper of effort!

NEW STRATO-FLIGHT HYDRA-MATIC*

Take the get-up-and-go of gears . . . add a revolutionary new liquid link for complete smoothness . . . the result: Pontiac's new Strato-Flight Hydra-Matic. Every ounce of power from Pontiac's big engine is utilized by the Strato-Flight transmission and passed along with definite authority and oil smoothness to the rear wheels.

The remarkable teamwork of these two great engineering achievements is the reason for Pontiac's blazing new performance. See your Pontiac dealer and test this terrific new power team . . . drive the greatest "go" on wheels.

*An extra-cost option.