

1967 PONTIAC BONNEVILLE CONVERTIBLE

1967 Pontiac Bonneville Convertible, 2-door; Series 262, body/style 26267

Previous owner(s): Purchased originally in South Dakota; Bernie and Janice Taulborg Collection

Original cost: \$3,680.00 (In 1967: average car cost \$2,750; average household income, \$7,300; average cost of a home \$14,250; gallon of gas, 33 cents)

Number made: 8,902

Engine, etc.: 8 cyl; 3-speed; 400 cu. in., 333 hp; 124 in. wheelbase; 4,010 lbs.

The Bonneville was Pontiac's "luxury class" series. It became its own series separate from the Star Chief model for the 1958 model year. The car's mission was to be a little flashier and faster than a Chevrolet and cheaper than an equivalent Oldsmobile or Buick.

It was the car maker's most luxurious and expensive model throughout the 1960's. The Pontiac Wide-Track was born in 1959 when all Pontiac makes received a new chassis with a "wide-track" stance. The split grille was also introduced this year.

The Bonneville was instrumental in moving Pontiac to third place in sales from 1962 – 1970. Sales peaked in 1966 with 135,401 units sold.

Standard equipment included notchback front seats with center armrest, burl style dashboard trim, and a 4-barrel V-8.

Pontiac also introduced the Firebird in 1967 – the new car line was officially released in February 1967.

The Bonneville constantly received updates, changes and restyling, along with new features for models into the 1970's.

The Bonneville was dropped from Pontiac's lineup for 2006.

Sources and further information:

https://www.uniquecarsandparts.com/lost_marques_pontiac.htm

<https://www.conceptcarz.com/z31526/pontiac-bonneville.aspx>

<http://www.classiccardatabase.com/specs.php?series=6343&year=1967&model=609>

<http://oldcarbrochures.com/static/NA/Pontiac/1967%20Pontiac/1967%20Pontiac%20Full%20Line%20Brochure-01/dirindex.html> (Original dealer brochure

no. 1)

<http://oldcarbrochures.com/static/NA/Pontiac/1967%20Pontiac/1967%20Pontiac%20Full%20Line%20Brochure-02/dirindex.html> (Original dealer brochure

no. 2)

<http://oldcarbrochures.com/static/NA/Pontiac/1967%20Pontiac/1967%20Pontiac%20What's%20New%20Folder/index1.html> ("1967 Pontiac: What's New"

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