

PONTIAC HYDRA-MATIC DRIVE - 1950 -

"My Pontiac with HYDRA-MATIC gets me away- quickly and smoothly- when the light turns green!"



"Frankly, when I decided on a Pontiac with Hydra-Matic Drive, I expected to 'pay' for such completely automatic driving ease with a cut in performance. But I was very happily wrong. Hydra-Matic helps me to pull away from stop lights in a flash- ahead of the 'pack.' I just step on the accelerator and I'm away. . . with none of the frantic shifting necessary with conventional gear shifting."

"With HYDRA-MATIC, I can ease my Pontiac up hills at a snail's pace. . . without shifting!"



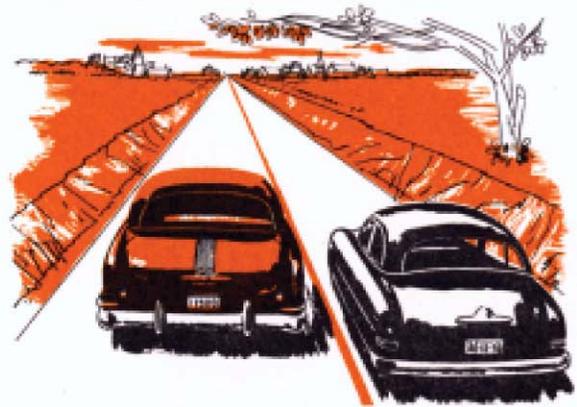
"Just like you, I imagine, I used to find myself caught on hills behind big trucks- shifting endlessly and jerking impatiently. Now, I can crawl along behind them slowly- but smoothly- with Hydra-Matic doing all my shifting for me without my having to lift a finger. Then when it's time to pass, I just press down the accelerator and dart by. Hydra-Matic's worth the money in the wear and tear it saves on my nervous alone!"

HYDRA-MATIC adds even more meaning to Pontiac's famed economy!



"I find that- at cruising speeds- I get better gas mileage with Hydra-Matic Drive. Hydra-Matic's 4th gear cruising range and lower axle ratio do the trick by reducing engine speed without cutting car speed. The engine will last longer, too. . . because Hydra-Matic's fluid coupling absorbs shocks that the engine used to take. When I can get automatic driving plus economy, believe me, I'm *sold!*"

"My Pontiac has power to spare with HYDRA-MATIC's automatic passing gear!"



"The way Hydra-Matic Drive helps me to pass with extra safety- that's another big reason why I'm a Hydra-Matic fan. To pass in a hurry, I just press the accelerator right down to the floor and, brother, something really takes hold! It downshifts automatically to 3rd gear, and there's a sudden burst of speed. It's a definite safety advantage, too, in moving through traffic and getting by 'pokkers' on the highway."

Introduced in 1940 in the Oldsmobile lineup, General Motors' Hydra-Matic Drive seemed—finally—to be the fully automatic transmission that the U.S. auto buying public had been waiting for. Pretty darn smooth, and certainly strong, it found its best tests in WWII putting motivation to the tracks of two models of military tanks. But after the war, it was the general public who needed convincing that an automatic transmission was the way to go with a new car purchase, and from 1948 on Pontiac was making the case too.

"With HYDRA-MATIC, I have perfect control in an emergency— and can stop my Pontiac quickly without stalling."



"Because Hydra-Matic is always in gear, I can stop quickly, giving the brakes all the help of the engine's braking power. Hydra-Matic downshifts automatically— from 4th to 3rd to 2nd to 1st— smoothly and quietly. And no matter how fast I have to stop in an emergency, Hydra-Matic's fluid coupling absorbs the shock. . . so I just can't 'kill' the engine. . . and unless the direction control is set at 'neutral,' the starter just won't operate."

"In Winter, I find less tendency to skid because my HYDRA-MATIC Pontiac is always in gear!"



"Slippery pavements hold fewer terrors for me since I bought my Pontiac with Hydra-Matic Drive. Hydra-Matic applies power to the wheels smoothly and evenly— because it's always in the proper gear. You get so much driving ease and comfort, such thrilling performance, so many valuable safety features in Hydra-Matic Drive that I wouldn't drive without it!"

...and my wife seconds the motion !" ➔



After once
driving a
Pontiac
with GM
HYDRA-MATIC
I would
never be
without it!

(BASED ON TYPICAL OWNER LETTERS)

"Driving our Pontiac with HYDRA-MATIC DRIVE is amazingly easy— all I have to do is steer and stop!"



"Yes, I admit it! With every other car we've owned, I was afraid to tackle learning to drive. There seemed to be so many pedals to push and things to do with my feet and hands besides keeping my eyes on the road. . . well, I just couldn't enjoy it! Then we bought our beautiful Pontiac with Hydra-Matic Drive. . . and I said 'Husband-dear, this is it!' It looked easy. . . and it was easy!"

What better way to sell a new automotive convenience than to appeal to the woman of the house? However, today you better be careful when indicating she has nothing better to do than shop all day. Today, she very possibly might be the one buying herself the car— and with her own pay check. How ever they marketed the new feature, it was here to stay. In 1950, the date of this Pontiac brochure, the four-speed Hydra-Matic was a \$159.00 option that found its way into 64.5% of all Pontiacs sold— looks like it was a hit!

"I became an expert driver almost overnight— thanks to Pontiac and HYDRA-MATIC!"



"Instead of all those brake, clutch, shift and accelerator manipulations necessary in an ordinary car, all I had to do was step on the gas, steer and stop in our Pontiac. With Hydra-Matic Drive, not even a 'green' driver like me could make the car buck or jerk. Hydra-Matic shifts smoothly every time— at just the right time! After just a few hours of practice, I considered myself an accomplished driver— and so did my husband!"

"Our Pontiac with HYDRA-MATIC gives me perfect control in traffic. . . my hands never have to leave the wheel!"



"Before, even the thought of driving in heavy traffic wilted me! With Hydra-Matic, my hands can always be on the wheel while all the shifting at all speeds is done automatically! Step on the brake. Step on the accelerator. Driving's *that* easy with Hydra-matic! And I have absolutely no fear of stalling the engine. . . because you simply can't start in high or let out the clutch too rapidly! (*There IS no clutch!*)"

"With Pontiac and HYDRA-MATIC, I end even day-long shopping and social trips. . . relaxed."



"Driving with Hydra-Matic is so easy, smooth and effortless that I come home from even full days of shopping feeling not the least bit of strain from stop-and-start driving. I'm a Pontiac and Hydra-Matic 'booster' for life!"

. . .and my husband's another ardent HYDRA-MATIC FAN!"

LITHO IN U.S.A.



I enjoy
Pontiac
with **GM**
HYDRA-MATIC
more
and more
every day
I drive!

(BASED ON TYPICAL OWNER LETTERS)