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The opening pages of

1964 Pontiac GTO Restoration Guide

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RESTORATIONESSENTIALS

1964 Pontiac GTO

Factory-Correct Restoration Guide

Key facts at a glance

Engines	389: 325 hp 4V / 348 hp Tri-Power Total production 32,450 Forecast 5,000 — beaten more than sixfold Single-year coverage. Factory-correct…

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This is the RestorationEssentials factory-correct restoration guide for the 1964 Pontiac GTO — one model, one year, nothing else. Every specification in this guide was checked against marque references, factory literature excerpts, and enthusiast documentation before it was written.

Our operating ethic is simple: we don't lie and we don't steal, we offer value. That means no invented specifications — every number has a source. Where reputable sources disagree, the disagreement is disclosed in the text and the Sources, Conflicts & Omissions section. Where a detail could not be verified, it is omitted and the omission recorded — an honest gap beats a confident fabrication.

How to use this guide: start with the VIN and cowl-tag sections to establish what your car was when it left the factory. Use the engine, transmission, axle, paint, and casting sections to verify what is on the car today. Use the rust and restoration-sequence sections to plan the work — and keep this guide in the shop.

A final note: these cars are sixty years old. Parts have been swapped, tags have been lost, and memories have faded. Trust

the metal — casting numbers, date codes, and stampings — over stories. When in doubt, photograph everything, pull the

PHS documentation for your car, and verify against the Pontiac factory service manual for your year.

1. Manufacturer History: Pontiac

Pontiac began in 1926 as a companion make to Oakland, one of General Motors' founding divisions — and within seven years the companion had swallowed its parent: Oakland was gone after 1931 and Pontiac carried on. Through the 1930s and 1940s Pontiac sold dependable, slightly flashy middle-priced cars on the slogan 'dollar for dollar you can't beat a Pontiac,' but nobody called them exciting. That changed in 1956, when 38-year-old Semon 'Bunkie' Knudsen took over the division and decided Pontiac would be GM's performance division. Fuel injection on the 1957 Bonneville, the 1959 'Wide-Track' redesign under Pete Estes and John DeLorean, and stacked-headlight styling gave Pontiac an identity no other GM division had: the driver's division.

The 1960s made the reputation permanent. In 1964 a small team led by DeLorean, Bill Collins, and Russ Gee slipped a 389-cubic-inch V8 into the intermediate Tempest LeMans as a $295 option package — the GTO — neatly sidestepping GM's ban on large engines in intermediates and inventing the muscle car in the process. The GTO became its own series in 1966 and sold nearly 97,000 copies. In 1967 Pontiac joined the pony-car wars with the Firebird, and in 1968 the redesigned GTO's body-color Endura nose — the industry's first flexible, body-color front bumper — helped win Motor Trend's Car of the Year award. The 1969 Judge and the 1969 Trans Am (just 697 built) turned option packages into legends.

Pontiac's engineering of this era was distinctively its own. The division designed its own V8 architecture — one block family spanning 326 to 455 cubic inches, with the same bore centers and a character all its own — plus the remarkable overhead-cam six, an American OHC engine a decade ahead of its time. The division's performance hardware had its own names: Ram Air, the Judge, Safe-T-Track (Pontiac's limited-slip differential), Rally II wheels, and the Endura nose. For the restorer, the critical institution is PHS — Pontiac Historical Services — which holds the factory invoices and remains the authoritative

1964 Pontiac GTO

source for how any Pontiac left the factory.

The 1970s brought the 455-cubic-inch V8s, the round-port 455 HO (1971-1972), and the legendary Super Duty 455 — then emissions controls, insurance surcharges, and the end of high compression. The GTO faded to an option package and then away; the Firebird's Trans Am carried Pontiac's performance torch through the 1970s. The division drifted toward personal luxury and then anonymity, and GM discontinued

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2010. But the 1964-1973 performance cars — GTO, Firebird, Trans Am — remain cornerstone collector cars, supported by factory documentation through PHS, national clubs (the GTO Association of America and the Pontiac-Oakland Club International), and one of the deepest Pontiac-specific reproduction markets in the hobby.

2. Model History: Pontiac GTO

The Pontiac GTO invented the muscle car. In 1964, with General Motors banning engines over 330 cubic inches in intermediate cars, John DeLorean, Bill Collins, and Russ Gee slipped a 389-cubic-inch V8 into the Tempest LeMans as a $295 option package — violating the letter of the ban while obeying its loophole (it was an option, not a model). The GTO — named for Ferrari's Gran Turismo Omologato, a piece of deliberate Italian bravado — sold 32,450 copies in its first year against a forecast of 5,000, and every division in Detroit started building its own.

The GTO became its own series in 1966 (series 42) and sold 96,946 cars — the high-water mark. The 1967 brought the new 400-cubic-inch V8 and stacked headlights; 1968 brought the second generation with its Coke-bottle styling, shortened 112-inch wheelbase, and the industry's first flexible body-color front bumper — the Endura nose — plus Motor Trend's Car of the Year award. The 1969 brought the Judge, the wildest factory option package of the era; 1970 brought the 455-cubic-inch V8; 1971 brought the round-port 455 HO; and 1972-1973 saw the GTO fade to an option package (W62) on the LeMans as insurance rates and emissions rules strangled the breed.

For the restorer, the GTO is a GM A-body with Pontiac's own engines — the 389, the 400, and the 455, plus the Ram Air induction systems that defined the breed's peak. The 1964-1971 cars carry GTO series coding in the VIN (series 42 from 1966); the 1972-1973 cars are LeMans VINs with the W62 option, which makes the cowl tag and PHS documentation the entire authentication. Judge and Ram Air cars are the most cloned Pontiacs in the hobby — documentation first, always.

3. What Makes This Year Unique

The 1964 GTO is the original muscle car — not a model but a $295 option package on the Tempest LeMans, created when DeLorean's team slipped the 389-cubic-inch V8 past GM's 330-cubic-inch limit for intermediates. Pontiac forecast 5,000 sales; buyers ordered 32,450. The formula — big engine, minimal frills, bucket seats, and attitude — invented a genre overnight.

The 1964 GTO was available as a hardtop coupe, convertible, and sports coupe within the LeMans line — it did not have its own VIN series. The 1964 VIN format reads: engine digit (8 = V8, 6 = six), series (0 = 1964 Pontiac GTO

Tempest, 1 = Tempest Custom, 2 = Tempest LeMans — a GTO is a series-2 car), 4 for the year, plant code (P = Pontiac, Michigan; R = Arlington, Texas; and others), and the sequential serial number starting at 1001. The VIN plate sits on the left front body hinge pillar, below the upper door hinge. A series-1 or series-0 VIN cannot be a factory GTO — the option was LeMans-only.

Engines: the 389 four-barrel (325 hp, 428 lb-ft, Carter AFB) standard, and the 389 Tri-Power (348 hp, 428 lb-ft, three Rochester two-barrels) — the last word in 1964 street performance. Both used the 389's 4.0625 x 3.75-inch bore and stroke at 10.75:1 compression. The Tri-Power cars are the blue chips of 1964; verify the intake, the three carburetors by tag number, and the linkage — Tri-Power hardware is reproduced, but date-coded originals are the authentication.

1964-only details abound: the first-year grille and trim, the 1964-only interior details, and the LeMans-based badging. The 1964 cars are also distinguished by what they lack — no GTO series in the VIN (that arrives in 1966), no stacked headlights (1965), and none of the later refinements. A documented 1964 GTO convertible in Nocturne Blue (paint code B) is the reference specification for the year.

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