



'67

Ever Wonder...

## What in Hell is a 'Beaumont?'

The Beaumont is the Canadian Pontiac sister car to the Chevelle. Now to end the dispute they are not, repeat not "Canadian Chevilles" The Beaumont is a separate car line that shares a lot of its components with the Chevelle and the Pontiac LeMans, Tempest, GTO. To further confuse our American friends the Pontiac Beaumont used a complete Chevrolet frame and drive train, which differs from their American counterparts the LeMans, Tempest, GTO.

Beaumont first started out as the sister car to the Chevy II Nova in 1962 and continued as such until the introduction of the Chevelle in 1964. It is then the Beaumont made the move from the H-Body platform to the A-Body platform. Beaumonts were produced from 1962 to 1969 inclusive. (Taken from *Canadian Classic Chevilles and Beaumonts*)



Pontiac had more or less duplicated Chevrolet model for model in Canada, and that marketing strategy had proven very successful. However when the Corvair appeared there was no Pontiac equivalent, which made Canadians wonder if the forthcoming Chevy II for 1962 would be treated in the same manner.

There was no need to worry. General Motors cloned it under the Acadian name for Pontiac dealers to sell.

General Motors did likewise when the mid-size Chevrolet Chevelle was introduced two years later. The result was a range of Acadians that came in two distinct sizes. The compact models based on the Chevy II and the mid-size on the Chevelle. The latter was known as the Beaumont series of Acadians. Until then, Beaumont was the top of the line 1962-63 Acadian.

The first mid-size Beaumont had the Chevilles shape, but added its own trim details. The split grill was distinctive and no doubt intended to show the cars relationship to Pontiac. However both Acadians and Beaumonts were never officially considered as Pontiac's.

**1964 - 10 BODY TYPES - \*8,816 PRODUCED\***  
**BASE PRICES \$2,592. to \$3,295.**

In 1964 three lines of Beaumonts were available. The base version offered 2 and 4 door sedans and a 2 seat station wagon. The Custom included a 4 door sedan, 2 door hardtop, a convertible and a 2 and 3 seat station wagon. The top of the line Sport Deluxe had a 2 door hardtop and a convertible.

**1965 - 12 BODY TYPES - \*6,644 PRODUCED\***  
**BASE PRICES \$2,610. to \$3,327.**

In 1965 more models were added. A Beaumont Deluxe was inserted between the base and the custom series. Two and four door sedans were in the Deluxe line. The wagon was moved up from the base series up into the Deluxe level. Surprisingly a convertible was added to the base range. Convertibles are usually reserved for the top of the lines, but this was an interesting exception. Priced at \$3,030., this was possibly the lowest priced domestically built convertible.



**1966 - 9 BODY TYPES - \*12,827 PRODUCED\***  
**BASE PRICES \$2,624. to \$3,324.**

In 1966 when the Beaumonts were introduced they became a separate make no longer ridings on the coat-tails of the Acadian. In 1966 only base and custom lines were offered, although a sort of third series was available. On the custom hardtop and convertible, the Sport Option could be ordered. It included bucket seats, centre console, along with special wheel covers and front fender louver type trim. Highlights of the Sports Option, though was its exclusive 360 hp 396 cid V8 Engine.



**1967 - 9 BODY TYPES - \*12,334 PRODUCED\***  
**BASE PRICES \$2,676. to \$3,247.**

In 1967 the base and custom series continued. The main changes were in engine choices, the smaller six was deleted and a larger 250 cu. in. 150 hp engine was added as an option. The 396 was re-rated at 350 hp. Transmissions available included a heavy duty 3 speed stick-shift and the Hydra-Matic with the 396 Sports option engine.



**1968 - 12 BODY TYPES - \*14,420 PRODUCED\***  
**BASE PRICES \$2,748. to \$3,599.**

In 1968 a Sport Deluxe series was added to the existing base and custom series. It was available as a 2 door hardtop or a convertible and replaced the Sport Option pkg. The deluxe line also reappeared offering a coupe, hardtop and a 4 door sedan. The coupe was a lower priced, pillared version of the hard top. A coupe was also added to the base series.



**1969 - 11 BODY TYPES - \*12,982 PRODUCED\***  
**BASE PRICES \$2,866. to \$3,454.**

1969 was the last year for production of the Beaumont. The coupe was dropped from the base series and other changes were mainly engine and transmission combinations. For the 1970 model year the mid-size Pontiac LeMans, including the GTO were imported from the US to replace the Beaumont line. Why these mid-size Pontiacs were not imported as early as 1965 is a puzzle. Nevertheless, it was good to have the distinctive Canadian Beaumont available for that period of time.



During its six model years of production, the mid-sized Beaumonts were always moderately priced with a base price range from \$2,600. to no more than \$3,600. Also adding of popular options did not raise the total price unduly. During the total seven model years, over 72,200 Beaumonts were sold. (\* above production totals were based on calendar year registration for each year.)

(Information from (1) Old Autos, (2) Canadian Cars 1946-1984 by R.Perry Zavitz.)

beaumont  
custom  
sport coupe