

1937 pontiac business coupe

1937 pontiac business coupe stands as a remarkable example of American automotive history, combining classic design with reliable engineering. This iconic vehicle from the late 1930s reflects Pontiac's commitment to producing stylish yet practical automobiles during an era of rapid technological progress. The 1937 Pontiac Business Coupe features distinct styling cues, a robust engine, and a spacious interior tailored for business professionals and everyday drivers alike. Enthusiasts and collectors value this model for its blend of elegance and functionality, which remains evident even decades after its release. This article delves into the various aspects of the 1937 Pontiac Business Coupe, including its design, mechanical specifications, historical context, and restoration considerations. Following this introduction, a detailed exploration will provide a comprehensive understanding of what makes this classic coupe a significant piece of automotive heritage.

- Design and Styling of the 1937 Pontiac Business Coupe
- Performance and Mechanical Specifications
- Historical Context and Market Position
- Restoration and Collectibility
- Ownership and Maintenance Tips

Design and Styling of the 1937 Pontiac Business Coupe

The 1937 Pontiac Business Coupe exhibits a distinctive design that captures the aesthetic trends of the late 1930s while emphasizing functionality and comfort. This model combines sleek lines with practical features, making it a desirable choice for business owners and daily drivers during its time. The styling reflects the Art Deco influence prevalent in automotive design throughout the decade, with smooth curves and chrome accents enhancing its visual appeal.

Exterior Features

The exterior of the 1937 Pontiac Business Coupe is characterized by its streamlined body, sweeping fenders, and a prominent chrome grille. The coupe typically features two doors, a slightly sloped roofline, and running boards that blend seamlessly into the vehicle's overall silhouette. The headlights are integrated into the fenders, providing a modern look for the era, while the rear includes a modest trunk space optimized for practicality.

Interior Design and Comfort

Inside, the 1937 Pontiac Business Coupe offers a spacious cabin with seating designed for comfort during long drives. The dashboard showcases straightforward instrumentation with classic gauges and controls positioned for ease of use. Upholstery options typically included durable fabrics or leatherette materials, appealing to business users who valued both style and utility. The coupe's interior layout maximizes space without sacrificing driver visibility or passenger comfort.

- Streamlined body with Art Deco influences
- Chrome grille and integrated headlights
- Two-door configuration with running boards
- Spacious interior with ergonomic dashboard
- Comfortable seating with durable upholstery

Performance and Mechanical Specifications

The 1937 Pontiac Business Coupe is powered by an engine and drivetrain designed to deliver reliable performance suited for both city driving and longer journeys. Pontiac engineered this coupe with a focus on durability and efficiency, catering to the needs of business professionals who required a dependable vehicle.

Engine and Powertrain

This model is equipped with a straight-eight engine, a hallmark of many Pontiac vehicles of the period. The engine displacement typically measures around 248 cubic inches, producing approximately 90 horsepower. The straight-eight design ensures smooth power delivery and adequate torque for the vehicle's size and weight, enabling comfortable cruising speeds on highways and urban roads alike.

Transmission and Suspension

The 1937 Pontiac Business Coupe features a manual transmission, usually a three-speed gearbox, providing drivers with control and engagement. The suspension system incorporates semi-elliptic leaf springs both front and rear, contributing to a balanced ride quality. This setup allows the coupe to handle typical road conditions of the era with resilience and stability.

- Straight-eight 248 cubic inch engine
- Approximately 90 horsepower output
- Three-speed manual transmission
- Semi-elliptic leaf spring suspension
- Reliable drivetrain for consistent performance

Historical Context and Market Position

The release of the 1937 Pontiac Business Coupe occurred during an important period in the American automotive industry, marked by recovery from the Great Depression and growing consumer demand for affordable yet stylish cars. Pontiac, as a division of General Motors, aimed to position this model as a practical yet attractive option for business owners and middle-class consumers.

Automotive Industry Landscape in 1937

In 1937, the automotive market was highly competitive, with manufacturers focusing on innovation, design, and price to capture buyer interest. The Pontiac Business Coupe was designed to bridge the gap between economy and luxury, providing a vehicle that was both accessible and visually appealing. Its features and pricing made it competitive against other brands such as Ford, Chevrolet, and Dodge.

Target Audience and Usage

The Business Coupe was marketed primarily to professionals who needed a reliable and presentable automobile for work-related travel and personal use. Its two-door configuration and comfortable interior made it suitable for urban environments and moderate commuting distances. The blend of durability and style ensured the 1937 Pontiac Business Coupe remained a popular choice among business clientele throughout its production run.

- Produced during post-Depression market recovery
- Positioned as a mid-range vehicle in the GM lineup
- Targeted business professionals and middle-class consumers
- Competed with Ford, Chevrolet, and Dodge models

- Emphasized a balance of style, affordability, and reliability

Restoration and Collectibility

Today, the 1937 Pontiac Business Coupe holds a special place among classic car collectors and restoration enthusiasts. Its historical significance, combined with distinctive styling and mechanical simplicity, makes it an attractive project vehicle and a prized addition to vintage car collections.

Restoration Challenges

Restoring a 1937 Pontiac Business Coupe involves addressing specific challenges related to sourcing original parts, repairing or refurbishing the straight-eight engine, and preserving the vehicle's unique design elements. Restoration experts often seek original trim pieces, period-correct upholstery, and authentic paint colors to maintain historical accuracy. The mechanical components require careful attention to ensure the engine and transmission operate smoothly while retaining their vintage character.

Collectibility and Market Value

This coupe's collectibility is influenced by factors such as condition, originality, and rarity. Well-preserved or expertly restored models tend to command higher prices at auctions and private sales. Collectors appreciate the 1937 Pontiac Business Coupe for its representation of pre-war automotive design and engineering, as well as its role in the evolution of Pontiac's vehicle lineup.

- Sourcing authentic parts can be challenging
- Engine and transmission refurbishment essential
- Original upholstery and paint increase value
- Restored models attract vintage car collectors
- Market value depends on condition and originality

Ownership and Maintenance Tips

Owning a 1937 Pontiac Business Coupe requires dedicated maintenance to preserve its performance

and appearance. Proper care ensures the vehicle remains a reliable and enjoyable classic car for years to come.

Routine Maintenance

Regular inspections of the engine, transmission, and suspension are crucial for maintaining drivability. Lubrication of moving parts, checking fluid levels, and tuning the straight-eight engine help prevent mechanical issues. Additionally, attention to the electrical system, including the battery and wiring, ensures consistent starting and lighting performance.

Preservation of Exterior and Interior

Protecting the coupe's exterior paint and chrome components from corrosion is essential. Storage in a climate-controlled environment minimizes damage caused by humidity and temperature fluctuations. Interior upkeep includes cleaning and conditioning upholstery, as well as preserving the dashboard and trim to prevent cracking or fading.

- Perform regular engine and transmission checks
- Keep fluids topped and change oil on schedule
- Inspect and maintain electrical systems
- Store vehicle in a climate-controlled space
- Clean and condition interior materials frequently

Frequently Asked Questions

What are the key features of the 1937 Pontiac Business Coupe?

The 1937 Pontiac Business Coupe featured a streamlined design, a 6-cylinder engine, improved suspension for better handling, and was known for its durability and affordability during its era.

How much does a 1937 Pontiac Business Coupe typically cost today?

The price of a 1937 Pontiac Business Coupe varies based on condition and originality, but restored models typically range from \$15,000 to \$30,000 in the classic car market.

What engine did the 1937 Pontiac Business Coupe use?

The 1937 Pontiac Business Coupe was equipped with a 6-cylinder inline engine, producing around 82 horsepower, which was standard for Pontiac vehicles of that time.

Is the 1937 Pontiac Business Coupe considered a collectible classic car?

Yes, the 1937 Pontiac Business Coupe is considered a collectible classic due to its historical significance, classic styling, and status as a representative American car from the pre-war era.

What makes the 1937 Pontiac Business Coupe different from other cars of its time?

The 1937 Pontiac Business Coupe stood out due to its affordability, reliable 6-cylinder engine, and stylish streamlined design, making it popular among business professionals and everyday drivers alike.

Where can I find parts for restoring a 1937 Pontiac Business Coupe?

Parts for restoring a 1937 Pontiac Business Coupe can be found through classic car parts suppliers, online marketplaces like eBay, Pontiac enthusiast clubs, and specialty restoration shops.

What kind of maintenance does a 1937 Pontiac Business Coupe require?

Maintaining a 1937 Pontiac Business Coupe typically involves regular engine tune-ups, carburetor adjustments, brake system checks, and preservation of the body and interior to prevent rust and wear.

Are there any notable clubs or communities for 1937 Pontiac Business Coupe owners?

Yes, there are various classic car clubs and Pontiac enthusiast groups, such as the Pontiac Oakland Club International (POCI), where owners of 1937 Pontiac Business Coupes can connect, share information, and attend events.

Additional Resources

1. The Classic Charm: 1937 Pontiac Business Coupe

This book delves into the design and engineering marvels of the 1937 Pontiac Business Coupe. It explores the vehicle's historical context, highlighting how it stood out among its contemporaries. Richly illustrated with vintage photographs, the book captures the elegance and craftsmanship of this iconic automobile.

2. Driving Through History: The 1937 Pontiac Business Coupe

A historical journey into the world of the 1937 Pontiac Business Coupe, this book covers its development, market impact, and legacy. It provides insights into the automotive industry of the 1930s and how Pontiac positioned itself with this model. Enthusiasts will appreciate detailed specifications and restoration tips included within.

3. Restoring the 1937 Pontiac Business Coupe

Focused on restoration, this guide offers step-by-step instructions for bringing a 1937 Pontiac Business Coupe back to its original glory. From sourcing authentic parts to paint matching and mechanical repairs, the book is an invaluable resource for classic car restorers and collectors alike.

4. The Art of the 1937 Pontiac Business Coupe

This book celebrates the aesthetic and stylistic elements of the 1937 Pontiac Business Coupe. It features detailed analyses of its body lines, interior design, and color schemes. The narrative also explores how the coupe influenced automotive design trends during the late 1930s.

5. 1937 Pontiac Business Coupe: A Collector's Guide

Designed for collectors, this guide covers the rarity, value, and identifying features of the 1937 Pontiac Business Coupe. It includes market trends, auction results, and tips for verifying authenticity. The book also highlights notable collections and museums where this classic car can be seen.

6. Engineering Excellence: Under the Hood of the 1937 Pontiac Business Coupe

This technical book takes readers under the hood to explore the mechanical innovations of the 1937 Pontiac Business Coupe. Detailed diagrams and explanations cover the engine, transmission, and suspension systems. The book offers a deep dive into what made this coupe a reliable and advanced vehicle of its time.

7. The Legacy of Pontiac: Spotlight on the 1937 Business Coupe

Focusing on Pontiac's heritage, this volume places the 1937 Business Coupe within the broader story of the brand's evolution. It discusses how this model contributed to Pontiac's reputation for quality and style. The book also includes interviews with historians and former engineers.

8. On the Road in 1937: Experiences with the Pontiac Business Coupe

This narrative-driven book compiles first-person accounts and stories from owners and drivers of the 1937 Pontiac Business Coupe. It captures the cultural and social atmosphere of the era, illustrating what it was like to own and drive this vehicle. Vintage advertisements and travel tales enrich the reading experience.

9. Customizing the 1937 Pontiac Business Coupe: Vintage Mods and Upgrades

Exploring the aftermarket scene, this book showcases popular customizations and upgrades made to the 1937 Pontiac Business Coupe. From engine tweaks to interior enhancements, it offers inspiration for enthusiasts looking to blend classic style with modern performance. The book also discusses the ethics and aesthetics of modifying vintage cars.

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