PONTIAC.
THE MARK OF GREAT CARS.
1926-1977



Bloodlines

Lineage, ancestry, heritage... call it what you will. The background of your next car should be very important to you. Because where a car company's been has a lot to do with where it's going. And where Pontiac Motor Division's been is rather impressive.

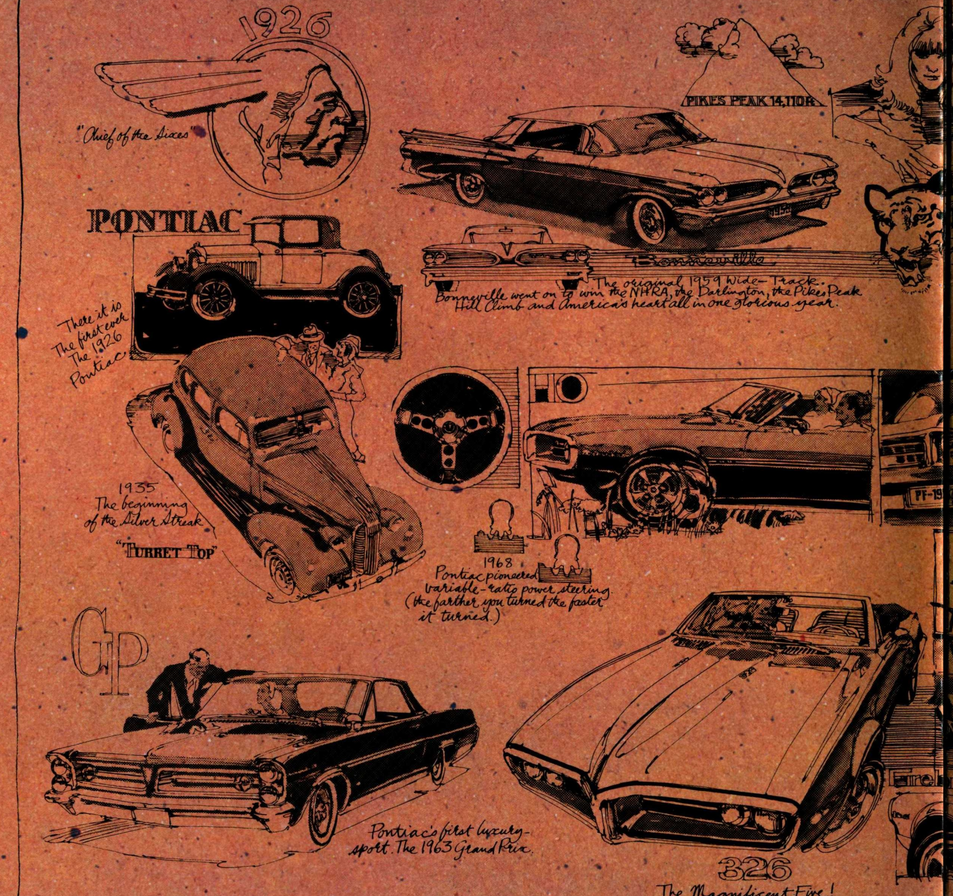
The breed began in 1926. And right off, the first Pontiac startled the industry with its six cylinder power and its reasonable price.

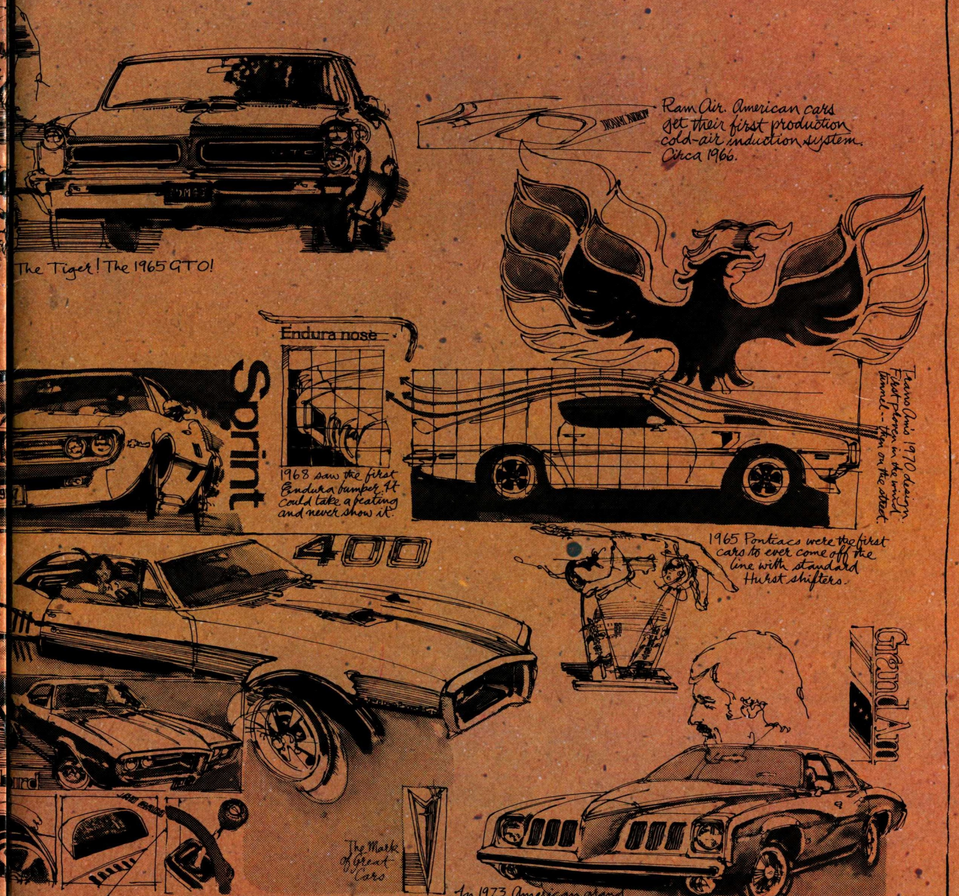
Since then, the startling has never stopped. Cars like the Silver Streak and the Torpedo. The introduction of Wide-Track. The classic Grand Prix. Standard Hurst shifters. The muscular GTO. Variable-ratio power steering. The first Firebird sports car. The Ram Air induction system. The Trans Am. The Endura bumper. Grand Am. Over the years they've all helped make Pontiac truly the Mark of Great Cars.

So when you choose a 1977 Pontiac, you're getting more than just a beautiful new car. You're getting over half a century of engineering innovation. Of design sense that always seems to antiquate its contemporaries. Of dedication to building a quality automobile.

In short, you're getting the bloodlines of a champion.

For proof, all you need do is turn the page.





Contents

3 THE GREAT GRAND PRIX CLASSICS:
1963-1977

9 THE MAGNIFICENT FIREBIRDS.
Four of America's great sports legends.

17 PONTIAC'S ALL-NEW FULL-SIZED CARS.
The most exciting news since Wide-Track.

27 1977 SUNBIRD.
It's no coincidence that America's hot new sport coupe is a Pontiac.

33 NEW SIZZLE FOR ASTRE.
Pontiac's little star plays the city game to win.

39 GRAND LEMANS · LEMANS SPORT COUPE · LEMANS
The rise of Pontiac's innovative mid-sized cars.

49 1977 VENTURA.
The only true compact with the punch of a Pontiac.

55 PONTIAC'S '77 SAFARIS.
They carry more than a great tradition.

THE GREAT GRAND PRIX CLASSICS:
1963-1977

Calling a contemporary automobile a classic doesn't have to be a contradiction in terms.

In 1963, Grand Prix surged onto the scene with a look so new, it was instantly acclaimed by many as the most contemporary car on wheels.

And yet there was a timelessness about that styling. A cleanness. A purity of form that was recognized as classic.

An auspicious beginning for any automobile. But the first Grand Prix had even more to offer.

It gave the full-sized car buyer more than just comfort and quiet. For that first Grand Prix was a driving machine.

With four on the floor. Buckets. And a virile 389 Pontiac V-8.

The rest of the car industry grudgingly admitted Grand Prix's instant success. And scurried off to come up with copies.

But by the time they'd figured out how to copy the first Grand Prix, Pontiac started a whole new ball game, with the totally new '69 Grand Prix.

It was smaller than past Grand Prixs. With a stunning new long hood, short deck design that called to mind the Duesenberg.

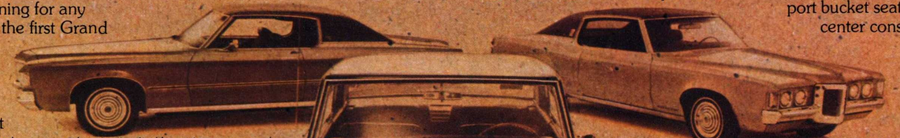
Sales boomed. But the Wide-Track people weren't content to sit idle. They were refining GP.

The 1971 Grand Prix was a perfect example of that refinement. The classic radiator-style grille was made a touch more subtle. The rear deck was given a beautiful sculpted treatment. A Hurst shifter came standard. As did a 300 horsepower, 400-cu.-in. V-8.

And so it has gone. Over the years, Pontiac has changed Grand Prix's parts. But never its principles.

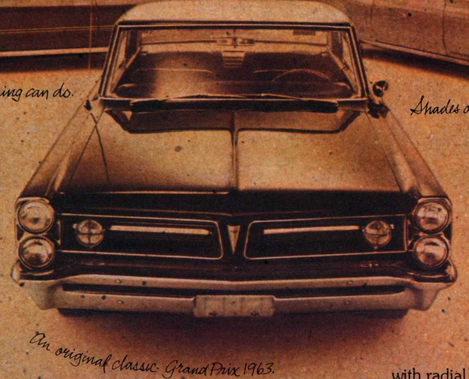
The new 1977 Grand Prix is strong evidence of that fact.

It is one of the most affordable Grand Prixs ever offered. But it still retains the essential Grand Prix qualities.



Ah, what a little refining can do. GP in '71.

Shades of Duesenberg. The 1969 edition.



An original classic. Grand Prix 1963.

Like the original, this new Grand Prix has a look that is strong and clean. A bold new vertical grille is the major styling refinement this year.

Inside, Grand Prix's historic attention to a driver's needs comes through loud and clear.

The wraparound instrument panel makes every control and gauge easily accessible. The new luxury cushion steering wheel feels like you're wearing driving gloves. There's even a column-mounted dimmer switch that lets you go from high to low beams with the flick of a finger.

Grand Prix's running gear is equally impressive. Variable-ratio power steering. Power front disc brakes. Turbo Hydra-matic. And Pontiac's famed Radial Tuned Suspension with radial tires. They're all standard.

So is a brand-new Pontiac 5.0 litre (301 CID) 2-bbl. V-8†. It's an exciting new design from the Wide-Track people. Specifically developed for today's performance standards.

Obviously, the 1977 edition has earned its place beside classic Grand Prixs of the past.

But some GP drivers are even more demanding. So for 1977, Grand Prix comes in two even more exciting versions.

The sporty new Grand Prix SJ is built for the driver who really loves to take on a road.

A new 6.6 litre (400 CID) 4-bbl. V-8 puts the power to GR70-15 steel-belted radials mounted on Rally II wheels.

The driver nestles into a lateral support bucket seat flanked by a center console. He glances down at a full set of rally gauges. And Pontiac's Rally RTS Handling Package helps him round the corners.

For people with an insatiable thirst for luxury, there's the new Grand Prix LJ.

New deluxe wheel covers, wide rocker moldings and body-colored sport mirrors distinguish it on the outside.

Buckets or an available 60/40 full-width seat in rich velour, extra lamps and added acoustical insulation set it apart on the inside. Even leather-trimmed buckets are available.

GP LJ is enough to quench almost any thirst for luxury.

But no matter which new GP you choose, you'll be capturing the essence of a classic.

And that's something Grand Prix's competition is still trying to do.

†See Facts and Figures page for availability.

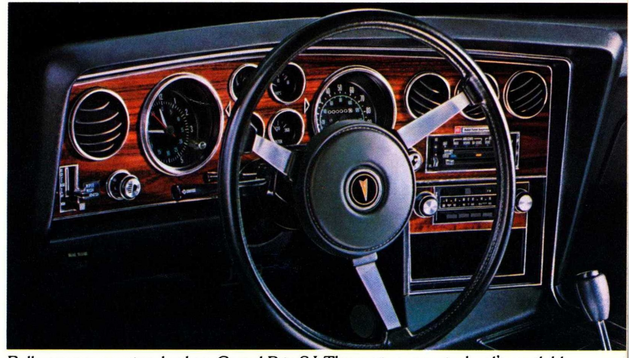
Shown on the cars on these pages are some of the options and accessories offered by Pontiac at extra cost.

The legend lives on. 1977 Grand Prix SJ.

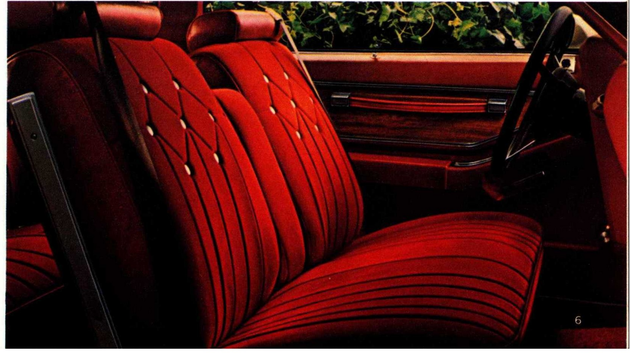
The sky can be your ceiling. 1977 Grand Prix LJ with the available hatch roof, leather-trimmed buckets and dazzling new cast aluminum wheels.



This 60/40 full-width seat is as rich as they come. Each side adjusts independently. Or it seats three with the armrest up. Available on GP LJ.



Rally gauges are standard on Grand Prix SJ. The custom sport wheel's available. Ride wide and handsome. Grand Prix's standard notchback full-width seat.

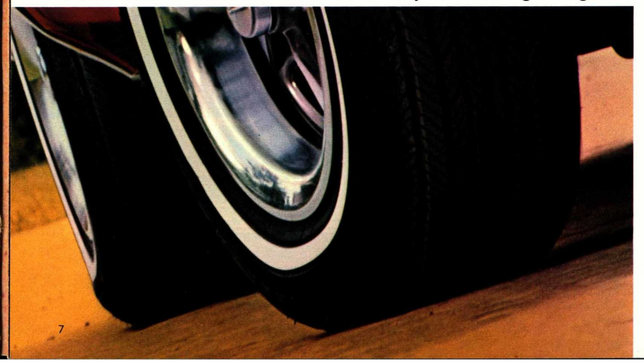




Classic beauty. The 1977 Grand Prix (above). Pushbutton sunshine (below). Grand Prix's available electric sunroof. A sliding glass sunroof is also available.



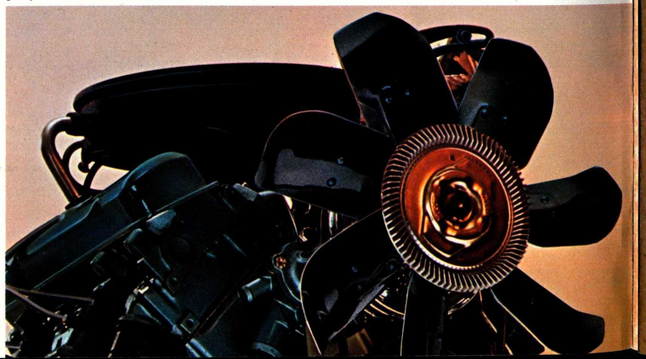
Pontiac's famed Radial Tuned Suspension is standard on Grand Prix and Grand Prix LJ. GP SJ comes with the stouter Rally RTS Handling Package.



Signal a turn, flash your brights or set the available cruise control with the touch of a finger. See how Grand Prix pampers a driver?



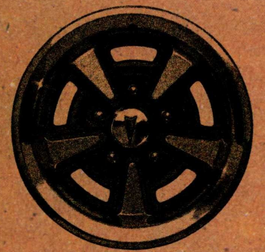
Pontiac's great new 5.0 litre (301 CID) V-8† is engineered for today's performance standards. It's standard on Grand Prix and Grand Prix LJ.



†See Facts and Figures page for availability.



Pontiac's new deluxe wheel covers are standard on the GP LJ. Available on Grand Prix.



Rally II wheels are standard on GP SJ. Available on GP and GP LJ.



These elegant new wire wheel covers are available on all Grand Prixs.

Facts and Figures

MODELS
Grand Prix 2-Door Coupe
Grand Prix SJ 2-Door Coupe
Grand Prix LJ 2-Door Coupe

POWER TEAMS
Standard engine, Grand Prix and Grand Prix LJ:
5.0 litre (301 CID) 2-bbl. V-8.*
Standard engine, Grand Prix SJ:
6.6 litre (400/403 CID) 4-bbl. V-8.
Available engines: 5.7 litre (350 CID) 4-bbl. V-8 (Grand Prix and Grand Prix LJ).**
6.6 litre (400/403 CID) 4-bbl. V-8 (Grand Prix and Grand Prix LJ).
Standard transmission:
Turbo Hydra-matic.

*Not available in California and high altitude counties.
**Mandatory base engine on Grand Prix and LJ in California and high altitude counties.

STANDARD INTERIOR FEATURES

Standard Grand Prix Features

New luxury cushion steering wheel. Column-mounted dimmer switch. Notchback full-width seat with center armrest in cloth and vinyl or all-vinyl. All-foam construction front and rear seats. Wrap-around instrument panel. Easy-to-service instrument panel with plug-in components. Applique on instrument panel and door pads with the look of rosewood. Electric clock. Nylon-blend, cut-pile carpeting with carpeted lower door panels. Pull straps on doors. High-low level body ventilation. Luggage compartment mat.

Special Grand Prix SJ Features

Instrument panel courtesy and glove compartment lamps. Lateral support deep contour front bucket seats in all-vinyl. Integrated console (with bucket seats). Added acoustical insulation. SJ interior identification. Rally gauges and trip odometer.

Special Grand Prix LJ Features

Velour bucket seats. Integrated console. Rear quarter courtesy lamps. Added acoustical insulation. Custom pedal trim plates. Custom seat and shoulder belts. 22-oz. carpeting. Velour inserts on doors.

DIMENSIONS (inches)	
Overall length	212.7
Overall width	77.8
Wheelbase	116.0
Track, front/rear	61.6/61.1
Head room, front/rear	37.2/36.9
Leg room, front/rear	42.5/33.5
Shoulder room, front/rear	58.8/58.1
Hip room, front/rear	54.9/52.7
Trunk capacity, cubic feet	15.1

STANDARD EXTERIOR FEATURES

Standard Grand Prix Features

New front end and grille with dual rectangular headlamps. New stand-up hood ornament and windsplit molding. Hubcaps with Pontiac Mark. Formal roof line with formal rear quarter windows (monogrammed). Body-colored inserts in outside door handles. Energy-absorbing front and rear bumpers. Front and rear protective bumper rub strips. Deck lid lock cover. Windshield moldings. Windowsill moldings including hood rear edge moldings. Roof drip moldings. Rocker panel moldings. Wheel opening moldings. Rear window moldings. Quarter window reveal moldings.

Special Grand Prix SJ Features

Rally II wheels with trim rings. Wide rocker panel moldings. Outside body-colored mirrors, driver's side remote controlled. SJ exterior identifieation. Accent stripe. Rally RTS Handling Package: Includes GR70-15 steel-belted radial tires, larger front stabilizer bar, rear stabilizer bar. Special ratio steering gear.

Special Grand Prix LJ Features

New deluxe wheel covers. Wide rocker panel moldings. LJ exterior identification. Outside body-colored mirrors, driver's side remote controlled.

STANDARD CHASSIS FEATURES

Variable-ratio power steering. Power brakes (front disc, rear drums). Perimeter frame. Power-flex fan. High Energy Electronic Ignition and catalytic converter which requires unleaded fuel.

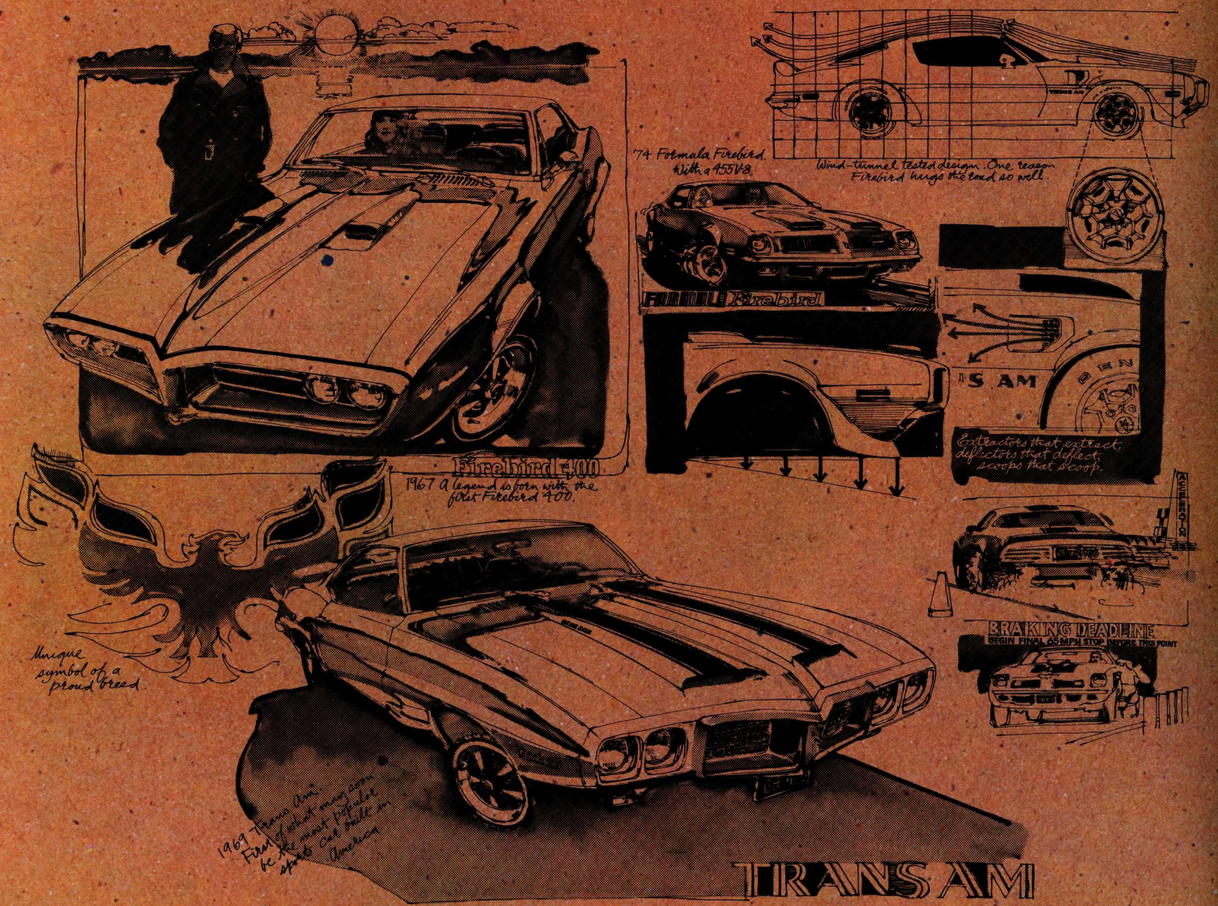
CAPACITIES
Fuel tank—25 gals.
Cooling system—22.0 qts.; 16.2 in Calif. and high altitude counties.*
Oil, less filter refill—5.0 qts.; 4.0 in Calif. and high altitude counties.

POPULAR EQUIPMENT AVAILABLE

Full or Landau-style cordova top. Sliding steel or tinted glass sunroof. Leather trim seats (SJ and LJ). Reclining passenger bucket seat (SJ and LJ). Custom sport steering wheel. Rally RTS Handling Package with GR70-15 tires. Rally gauge instrument cluster with tachometer. Cruise control. Power windows. Power door locks. AM/FM stereo information center with digital clock. CB radio (N.A. with console). Stereo AM/FM radio and tape player. Fully transistorized AM, AM/FM and AM/FM stereo radios. Automatic temperature control air conditioning. Custom air conditioning. Controlled-cycle windshield wiper system. Seven-position tilt steering wheel. Six-way power seats. Electrically-heated rear window defroster. Safe-T-Track rear axle. Rally II wheels. Rally II body-colored wheels. Cast aluminum wheels. Wire wheel covers. Deluxe wheel covers. Custom finned wheel covers. Engine block heater. Super-cooling radiator. Heavy-duty battery. Soft-ray glass, all windows. Complete trailer towing equipment packages for towing light/medium trailers up to 3500 pounds gross load.

THE MAGNIFICENT FIREBIRDS.

Four of America's great sport legends.



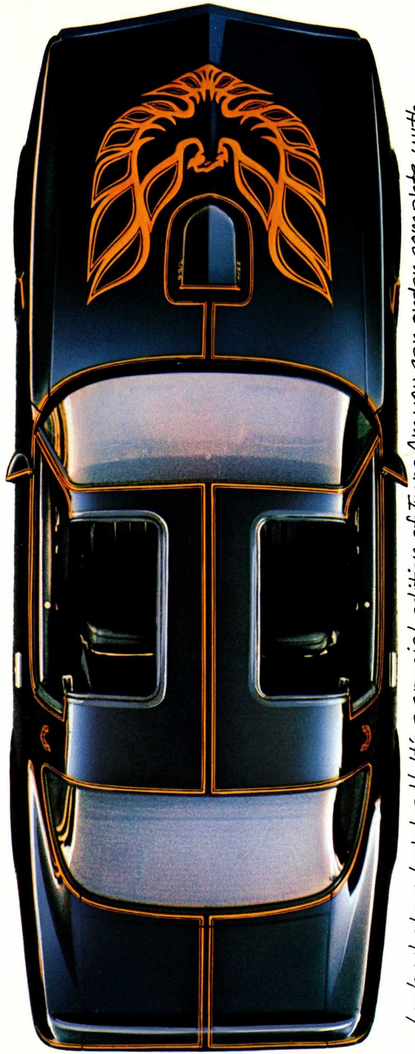
The Firebird spirit.
It's grabbing life for all it's worth. It's making the good times happen. It's doing it all with style.
If that spirit moves you, friend, come along. Firebird, now in its eleventh year, offers you four dramatic ways to express it.
And the first way may be the most dramatic of all... our ultimate sport, Trans Am.
Notice your pulse jump a few beats as you glanced below? Trans Am does that to people. Especially this year, with an aggressive new grille. New squared-off headlamps. New shaker hood. It's a rush just enjoying it from afar.

But as someone with Firebird's kind of spirit, you don't operate from afar. So come closer. Reach for the door. Sit back in those rich all-Morrokide seats.
Now, do you feel it? You're in command.
Everything is right there. The gleaming machine-turned dash with full rally gauges, clock and tach. Thickly padded Formula steering wheel. Even Turbo Hydra-matic.
You're cruisin' and you haven't even turned the key. Do it, friend. Feel that surge of excitement rush through your veins. It's Trans Am's standard 6.6 litre (400/403 CID) 4-bbl. V-8. And if you're looking for something more, there's the new T/A 6.6†. It has the horsepower of last year's 455 V-8 over a broader rpm range.
But wait, you're no driveway cowboy. So take it to the street. Feel Trans Am's smooth, eager acceleration. And that scatback agility afforded by variable-ratio power steering. Power front disc brakes. And Pontiac's famed Radial Tuned Suspension with GR70-15 radials.
Obviously, this is super stuff. So in case Trans Am is a little more than you want to handle now, no sweat. We've got three other great ones just pages away.

†See Facts and Figures page for availability.



Trans Am. It may soon be the most popular road car built in America.

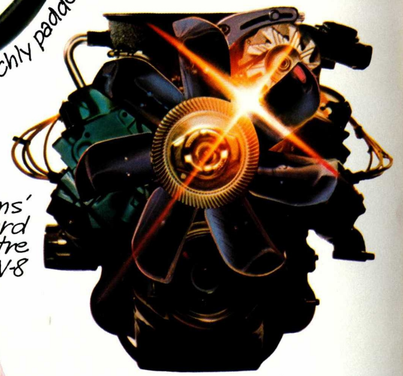


Look what we hatched! It's a special edition of Trans Am you can order complete with hatch roof that has removeable panels.

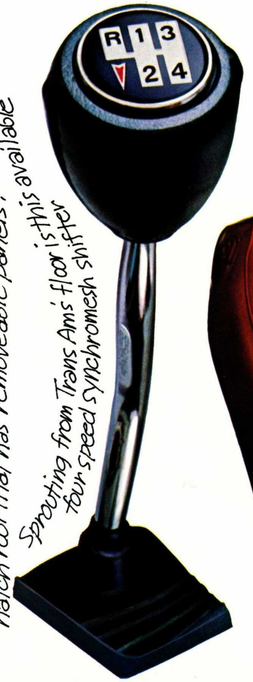
For a dash of excitement. Trans Am features a machine turned finish trim plate, rally gauges, clock and tach.



You won't need driving gloves with this richly padded 14" Formula steering wheel. It's standard on Trans Am.



Trans Ams' standard 6.6 litre 4-BBL. V-8



Sprouting from Trans Ams' floor is this four-speed synchromesh shifter.



Just knowing you get Trans Am's rich Morrokide bucket seat interior at no extra cost is a trip in itself.

Formula Firebird has so much spirit it could turn even ordinary drivers into enthusiasts.

But just imagine what it could do to you.

Suddenly, you'll insist on the most isolated parking spots. Eager to protect those beautiful Formula contours. With new hood and new dual air scoop design. Newly standard rear deck spoiler. Blacked-out grille. Chrome side splitter tailpipes.

You'll start driving the long way home—just for the fun of it. Groovin' in your rich Morrokide bucket seats. Your finger on the pulse of Formula's all-new 5.0 litre (301 CID) 2-bbl. V-8†. It's an engine that's designed for today's performance standards.

And eventually you'll accept the envious side glances, the flirtatious smiles of drivers around you. Especially if you order the Formula Appearance Package.

With blacked-out lower body and hood scoops. Multi-color stripes and large "Formula" super-graphics on the side. It's enough to keep 'em looking you over for years.

†See Facts and Figures page for availability.



Formula Firebird. Take it to the street.

If the spirit moves you toward luxury, Esprit is your breed of 'Bird.

For beneath these sporty lines, elegance abounds.

Every day becomes another opportunity to enjoy its top-of-the-line comfort. With standard Morrokide or newly-available velour bucket seats. And added acoustical insulation.

Every turn of the key signals another spirited performance. This year with a 3.8 litre (231 CID) V-6 that's smooth, quiet and nicely responsive to the times.

And always, there's the chance to enjoy some of the many little touches that add so much. Sport mirrors. Custom pedal trim plates. Deluxe wheel covers.

Or you can also order Esprit's new blue Sky Bird Appearance Package. It features luxurious blue velour seat trim. Two-tone blue exterior. Blue cast aluminum wheels. Accent stripes. And more.

Esprit. You could call it our "blue blood" sport.

If you've got a spirit for great value, our base Firebird fills the bill nicely.

It has the features that make Firebird one of the great names in American sports cars. The sporty good looks. The handling and ride of Pontiac's Radial Tuned Suspension.

It has the fun of a Firebird. Standard 3-speed† floor shift. Spunky 3.8 litre (231 CID) V-6. Deep contour Morrokide bucket seats.

It's got Firebird's dependability, too. With High Energy Electronic Ignition and catalytic converter that can help you go a long way between scheduled maintenance.

But our base Firebird has something else all its own—the lowest Firebird price. Which means it's the easiest way yet to earn your wings.

†See Facts and Figures page for availability.



Firebird (left). Lowest-priced of the magnificent four. Esprit (right). This one adds luxury to the Firebird legend.



What a set of pipes! They're the chrome side splitter exhausts you'll find standard on Formula & Trans Am.



Show your colors with body colored Rally II wheels. They're available on all Firebirds. Regular Rally II wheels are standard on Trans Am.



Pontiac's High Energy Electronic Ignition delivers up to 35,000 volts for quick starts. Eliminates points and ignition condenser. It's standard on all Firebirds.

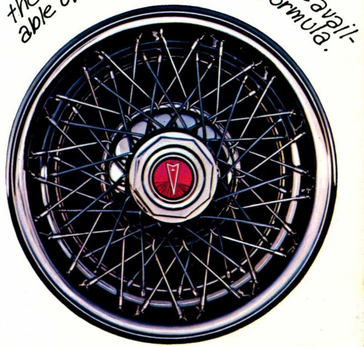


Firebird tames the road with standard Radial Tuned Suspension & steel belted radial tires.

These dazzling new cast aluminum wheels are a Pontiac exclusive. They're available on all Firebirds.



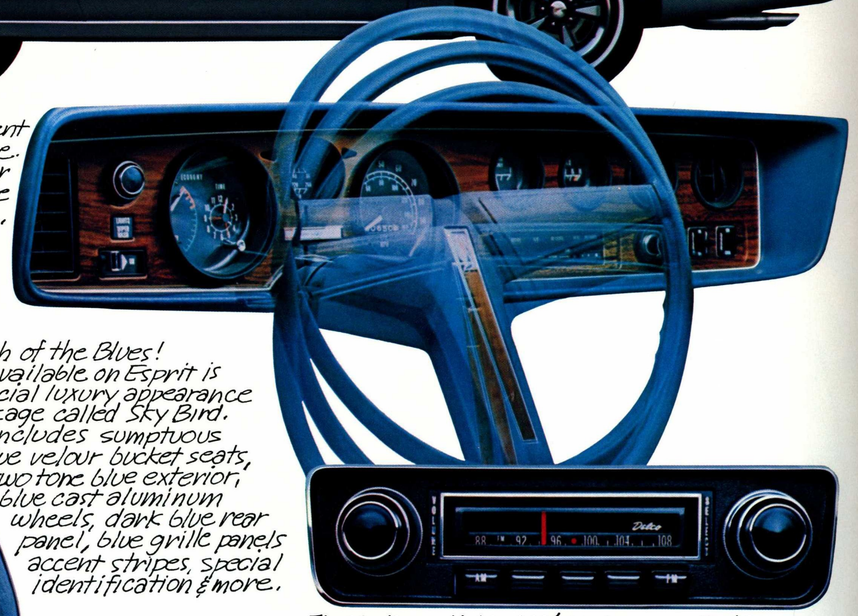
For pure class, it's hard to beat these wire wheel covers. They're available on Firebird, Esprit, & Formula.





Grab even more excitement by ordering this stylish over the roof stripe.

Firebird's standard instrument panel is dashingly handsome. Rally gauges and the popular tilt steering wheel are available.



Rebirth of the Blues! Now available on Esprit is a special luxury appearance package called Sky Bird. It includes sumptuous blue velour bucket seats, two tone blue exterior, blue cast aluminum wheels, dark blue rear panel, blue grille panels accent stripes, special identification & more.



Firebird's available AM/FM stereo radio. You can even order a separate 8 track tape deck unit.



Facts and Figures

MODELS
Hardtop Coupe, offered in four versions: Firebird, Firebird Esprit, Formula Firebird and Firebird Trans Am.

POWER TEAMS
Engines:*
3.8 litre (231 CID) 2-bbl. V-6 standard on Firebird and Esprit.
5.0 litre (301 CID) 2-bbl. V-8 standard on Formula, available on Firebird and Esprit.
5.7 litre (350 CID) 4-bbl. V-8 standard on Formula (Calif. and high altitude counties only); available on Firebird, Esprit and Formula (Federal).
6.6 litre (400/403 CID) 4-bbl. V-8 standard on Trans Am, available on Formula, Esprit and Firebird.
T/A 6.6 litre (400 CID) 4-bbl. V-8 available on Trans Am and Formula.

Transmissions:*
3-speed manual standard on Firebird and Esprit.
4-speed manual standard on Formula, available on Firebird, Esprit and Trans Am.
Turbo Hydra-matic standard on Trans Am, available all other models.

*Manual transmissions, 5.0 litre and T/A 6.6 litre V-8 engines not available in California or high altitude counties.

Ask your Pontiac dealer for full details on engine/transmission combinations.

STANDARD INTERIOR FEATURES
Standard Firebird Features
Front bucket seats and bucket-type rear seats with all-Morrokide trim. Front seat cushions of solid foam with integral springs. New deluxe cushion steering wheel in matching interior colors. Nylon-blend, cut-pile carpeting. Simulated rosewood applique on instrument panel trim plate. Speedometer graduated in kilometers per hour as well as miles per hour. Single-buckle seat and shoulder belt system. Fluid-on-demand windshield washer. Ash tray lamp. High-low level body ventilation. Trunk floor mat.

Special Firebird Esprit Features
Custom all-Morrokide bucket seats with lateral support design. New luxury cushion steering wheel in matching colors. Custom pedal trim plates. Door and instrument panel assist straps. Distinctive door trim panels. Rear ash trays. Added acoustical insulation.

Special Formula Firebird Features
New luxury cushion steering wheel in matching interior colors. Full-length front console.

Special Firebird Trans Am Features
Formula steering wheel. Rally gauges, electric clock and instrument panel tach. Aluminum machine-turned instrument panel trim plate.

STANDARD EXTERIOR FEATURES
Standard Firebird Features
New grille and hood styling with integral body-colored bumpers. Hubcaps with the Pontiac crest. New rectangular headlamps. Bright windshield, rear window and grille moldings. Firebird emblems on sail panel and rear deck lid. Dual horns.

Special Firebird Esprit Features
Esprit identification. New deluxe wheel covers. Body-colored sport mirrors, left-hand remote control. Body-colored door handle inserts. Bright moldings on roof, window-sills, hood, rocker panels and wheel openings. Recessed windshield wipers.

Special Formula Firebird Features
Formula identification. Rear deck spoiler. New steel hood with twin simulated air scoops. Body-colored sport mirrors, left-hand remote control. Blacked-out grille. Dual chrome splitter tailpipe extensions.

Special Firebird Trans Am Features
Trans Am decal on front fenders, grille panel and on wraparound rear deck spoiler. Front center air dam. Rear wheel opening air deflectors. Front fender air extractors. Body-colored sport mirrors, left-hand remote control. Blacked-out grille. 15" x 7" Rally II wheels with trim rings. Shaker hood and air cleaner. Dual chrome splitter tailpipe extensions.

DIMENSIONS (inches)	Firebird & Esprit	Formula	Trans Am
Overall length	196.8	196.8	196.8
Overall width	73.0	73.0	73.0
Wheelbase	108.1	108.1	108.1
Track, front/rear	60.9/60.0	61.3/60.4	61.2/60.3
Head room, front/rear	37.5/35.9	37.5/35.9	37.5/35.9
Leg room, front/rear	44.1/29.6	44.1/29.6	44.1/29.6
Shoulder room, front/rear	57.4/54.4	57.4/54.4	57.4/54.4
Hip room, front/rear	52.4/45.8	52.4/45.8	52.4/45.8

CAPACITIES	Firebird/ Esprit	Formula/ Trans Am
Fuel tank (gals.)	20.2	20.2
Cooling system (qts.)	15.8	20.0/18.4 15.4 Calif. and high altitude counties.
Oil, less filter refill (qts.)	4.0	5.0

STANDARD CHASSIS FEATURES
Standard Firebird and Esprit Features
Front disc brakes. Variable-ratio power steering. Coil-spring front and leaf-spring rear suspension. High Energy Electronic Ignition and catalytic converter which requires unleaded fuel. And Radial Tuned Suspension, which includes: FR78-15 GM specification steel-belted radial tires, firm shock absorbers, jounce restrictors, computer-selected springs, front stabilizer bar.

Special Formula Firebird Features
Power-flex fan with 6.6 litre (400/403 CID) V-8. Heavy front and rear stabilizer bars.

Special Firebird Trans Am Features
Safe-T-Track limited-slip differential. Power brakes. Power-flex fan. GR70-15 steel-belted radial tires. Larger front and rear stabilizer bars.

POPULAR EQUIPMENT AVAILABLE
New hatch roof with removable panels (special edition Trans Am only). Over-the-roof accent stripes. Canopy vinyl top. New wire wheel covers. New cast aluminum wheels. Body-colored Rally II wheels with trim rings. Deluxe wheel covers (std. on Esprit). New cloth bucket seats (not avail. on base Firebird). Custom Morrokide interior trim package (std. on Esprit). Air conditioning with idle stop solenoid. Rally gauge instrument cluster. Cruise control. Electric rear window defroster. Front and rear consoles. AM, AM/FM, AM/FM stereo and CB radios. 8-track stereo tape player. Formula steering wheel (std. on Trans Am). Added acoustical insulation (std. on Esprit). Remote deck-lid release. Dome and reading lamp. Formula Appearance Package including blacked-out lower body and grille, special striping and super-graphics. Special new Esprit Sky Bird Appearance Package including blue velour interior trim, two-tone blue exterior, dark blue accent on lower body with gradient blue tape stripe, medium blue cast aluminum wheels, blue luxury cushion steering wheel, decals, blue grille panels, blue custom seat belts and special sail panel identification. Black Special Edition Trans Am including gold striping, gold interior and exterior accents, gold aluminum wheels. Available with removable hatch roof.

PONTIAC'S ALL-NEW FULL-SIZED CARS.

The most exciting news since Wide-Track.

The year was 1959. And Pontiac was making big news with its revolutionary new Wide-Track design. An important innovation that gave full-sized Pontiacs a smooth, stable ride. A Pontiac trademark ever since.

Wide-Track also played a role in Pontiac's rapidly growing reputation for great performance. Indeed, in one glorious year, 1960, Pontiac swept three major stock car championships: the NHRA Grand National, the Darlington 500 and the grueling Pike's Peak Hill Climb.

Years and several championships later, Pontiac was still combining that great performance with some of the hottest styling to ever come out of Detroit. Cars like the electrifying '66 Pontiac 2+2 with its 389 CID V-8.

Now for 1977, Pontiac is making history once again. With the most dramatically redesigned full-sized Pontiacs ever. Just turn the next few pages and you'll see… it's the most exciting news since Wide-Track.





The plush one. Bonneville Brougham 4-Door Sedan.



The sporty one. Bonneville 2-Door Coupe.



The practical one. Catalina 4-Door Sedan.

BONNEVILLE BROUGHAM.

It's like taking a luxurious trip into the future.



Leave your conventional ideas about full-sized cars behind.

Pontiac's all-new top-of-the-line Bonneville Brougham is here. With the most forward-thinking approach to full-sized cars in Pontiac history.

It's a totally new automobile. Designed from the wheels up. Elegantly trim. Extremely well thought out. With a sloping new hood. Sophisticated new grille and rectangular headlamps. New deluxe wheel covers. And subtle striping you can order to accent the fine new contours.

But don't let the trim look fool you. Open the door and you'll find yourself transported to a new world of Pontiac roominess and comfort.

With even more front headroom and rear legroom than last year's full-sized Pontiacs. And one of the most luxurious interior packages we've ever offered. Including your choice of crushed velour or supple Morrokide trim. 60/40 split full-width seat. A new instrument panel that looks like it came off a spacecraft. New luxury cushion steering wheel. Power windows. And much more.

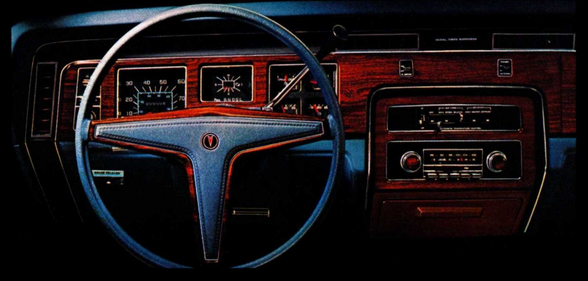
And Bonneville Brougham's performance is simply...out of this world. With the smooth, easy thrust of Pontiac's all-new 5.0 litre (301 CID) V-8†. Turbo Hydra-matic. Variable-ratio power steering. Power front disc brakes. And famous Radial Tuned Suspension.

To help keep all systems "Go," there's improved serviceability. With two on-board diagnostic connectors (below) that help your dealer pinpoint electrical problems quickly and easily. And a new "Freedom" battery that's maintenance free.



Bonneville Brougham. It's the luxurious trip into the future you can take right now!

†See Facts and Figures page for availability

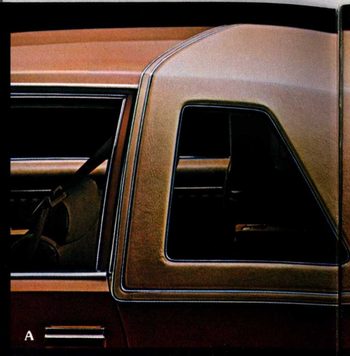


A. Add the crowning touch to your new Brougham with this padded landau roof and formal window.

B. Here's a level of luxury never before available in a Pontiac. It's Bonneville Brougham's exclusive striped velour, called "Valencia."

C. This rich velour 60/40 full-width notchback seat is standard. Yes, standard! It's shown in blue—also available in black, buckskin, firethorn and green.

D. Very simply, our ultimate. The Bonneville Brougham 4-Door Sedan.



A



D



B

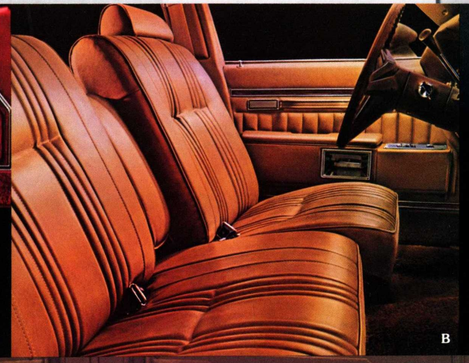


C





A



B



C



D

BONNEVILLE.

This will be the model for great American road cars to come.



It's a whole new era for full-sized cars. Calling for a whole new kind of performance.

And Bonneville's got it. Boy, has Bonneville got it!

Just take our all-new 5.0 litre (301 CID) 2-bbl. V-8†. A Pontiac V-8. It's smooth, quiet and nicely responsive. With a very favorable horsepower-to-weight ratio.

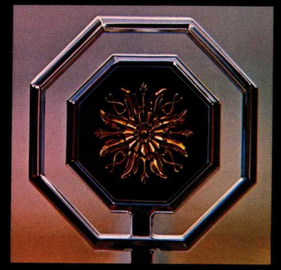
But this engine also incorporates the latest technology. It features a low friction design to help reduce wear. And it's surprisingly effective.

It's a whole new era for Bonneville styling. With a completely new design that looks as good on the Champs d' Elysees as on the Ohio Turnpike. A trim look. With distinctive Bonneville grille. Jewel-like hood ornament. Rear fender skirts. And dressy wide lower body molding.

Inside, it's your home away from home. With beautiful new full-width notchback seats in your choice of plush velour or all-Morrokide. New dash with raised-level gauges for easy viewing. New available luxury cushion steering wheel. Door pull straps. And deep, deep carpeting that extends up the lower door panels. Added acoustical insulation, too.

What more could you ask from a great American road car? Except, of course, some great moves and a smooth, comfortable ride. And that's a Bonneville trademark. With Turbo Hydra-matic transmission. Variable-ratio power steering. Power front disc brakes. FR78-15 radials with Radial Tuned Suspension. And a 2.41:1 axle ratio.

The new-era Bonneville. Nobody's got it like we've got it.



A. The model for standard interiors to come. It's Bonneville's new crushed velour trim. Shown here in firethorn; also in black, buckskin or blue.

B. Amidst all the excitement, Bonneville offers this relaxing all-Morrokide full-width 60/40 seat with fold-down center armrest. It's available in blue, buckskin (shown), firethorn or green.

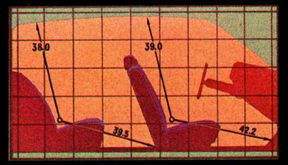
C. Your driving comfort takes on new directions with the available 6-way power seat.

D. How to dress a driveway. Bonneville 2-Door Coupe.

†See Facts and Figures page for availability.

CATALINA.

Years from now they'll still be talking about its value.



This year's all-new Catalina was designed from the ground up to be one great full-sized value.

And it shows.

In the classy, all-new styling that might very well pass for somebody else's top-of-the-line.

It shows in Catalina's 3.8 litre (231 CID) V-6 that's designed to meet today's performance standards.

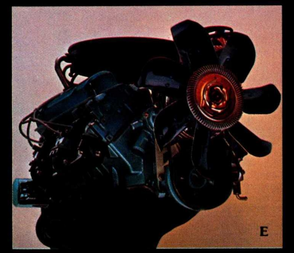
Catalina value shows in its spacious new comfort. With even more front headroom and rear legroom than last year's Catalina. More trunk space, too. And an interior that may surprise you. With quality cloth and Morrokide full-width seats. A new inertia seat-back lock (2-door model) that lets you in and out of the back seat without lifting a lever. Handsome simulated rosewood dash. Column-mounted headlamp dimmer switch. And more.

Of course, Catalina wouldn't be a Pontiac if it didn't offer great maneuverability. It does. With Turbo Hydra-matic. Variable-ratio power steering. Power front disc brakes. And our famous Radial Tuned Suspension.

Great value means great dependability, too. Catalina does it again. With a new modular heating and cooling system for easy servicing. And Pontiac's High Energy Electronic Ignition and catalytic converter that can take you a long way between recommended scheduled maintenance stops.

But perhaps the best show of all of Catalina's value will come years from now. With its continued showroom-like good looks. To help provide it, Pontiac is using the most corrosion resistance materials in its history.

Catalina. The right value at the right time.



E

A. Catalina's new trunk space offers room for three men's 2-suiters, one ladies' pullman bag, two ladies' wardrobes, one men's overnighter, two ladies' train cases and two golf bags!

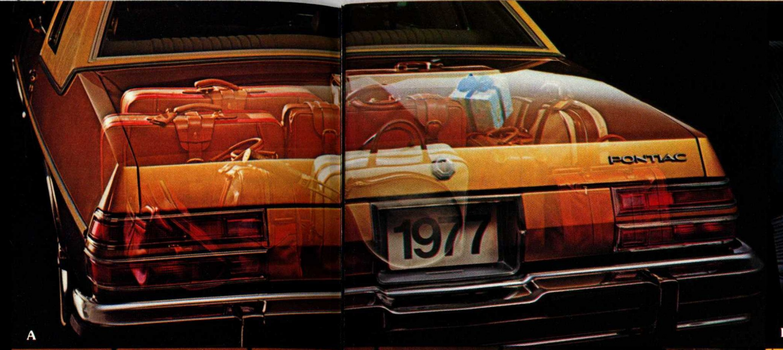
B. No austere interior for you. This fine cloth and Morrokide trim is standard on Catalina in black, shown, or blue, buckskin or firethorn.

C. If you can spare a little indulgence, this soft and supple Morrokide is available on Catalina in firethorn, shown, or in blue, buckskin or white.

D. High return investment. Catalina 4-Door Sedan.

E. Pontiac's all-new 5.0 litre (301 CID) V-8 is available on Catalina†.

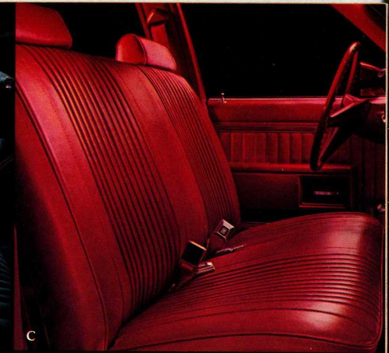
†See Facts and Figures page for availability.



A



B



C



D

A. Available Cruise Control lets you choose a desired speed and forget it. Perfect for trips. Available all models.

B. You'll thank your stars you ordered Pontiac's available sun roof.

C. You can tell the Pontiac owners who ordered Automatic Temperature Control Air Conditioning by their comfortable smiles. Available all models.

D. New luxury cushion steering wheel is plush to the touch. Standard on Brougham. Available others.

E. Newly available AM/FM stereo radio/digital clock gives electronic readouts of the time, date, station frequency and elapsed time. Available all full-sized models.

F. Pontiac's High Energy Electronic Ignition offers you up to 35,000 volts of ignition performance.

G. New fender-mounted power mast antenna lets you set antenna height with the push of a button for best reception. When you don't need it, the antenna hides out in the fender. Available all models (with air conditioning only).

H. For the well-appointed, power windows are standard on Brougham.

I. Got your ears on? Pontiac now offers a Citizens Band radio that you can order on all models.

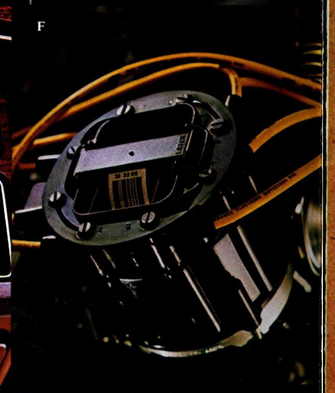


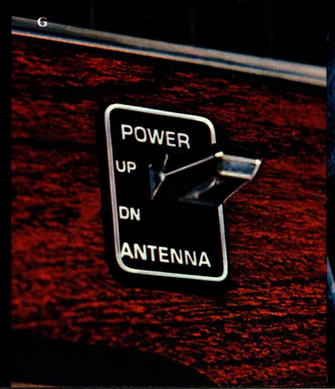






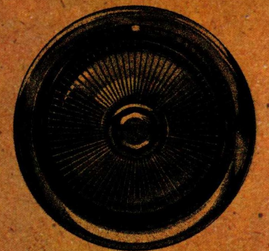












Only the best for Bonneville Brougham—including these available new custom finned wheel covers.



Classy spokes! Wire wheel covers are available.



Eye-catching Rally II wheels with trim rings can now be ordered in matching body color. Available all models.

Facts and Figures

MODELS
Bonneville Brougham: 2-Door Coupe, 4-Door Sedan.
Bonneville: 2-Door Coupe, 4-Door Sedan.
Catalina: 2-Door Coupe, 4-Door Sedan.

POWER TEAMS
Standard engines:
Catalina:
3.8 litre (231 CID) 2-bbl. V-6.
Bonneville and Bonneville Brougham:
5.0 litre (301 CID) 2-bbl. V-8.*
Available engines:
5.0 litre (301 CID) 2-bbl. V-8*.
5.7 litre (350 CID) 4-bbl. V-8.**
6.6 litre (400/403 CID) 4-bbl. V-8.
Standard transmission:
Turbo Hydra-matic.
*Not available in California and high altitude counties.
**Mandatory base engine on Bonneville and Bonneville Brougham in California and high altitude counties.

STANDARD INTERIOR FEATURES
Standard Catalina Features

All new styling with more front headroom, rear seat legroom and trunk space than last year's Catalina. Full-width seat with new cloth and Morrokide trim. New rosewood vinyl applique on instrument panel. New deluxe cushion steering wheel. New inertia-type automatic seat-back lock on Coupe. New column-mounted dimmer switch. High-low ventilation. Thick, cut-pile carpeting. Inside hood latch release. Trunk mat. Ash tray and glove box lamp.

Special Bonneville Features

Velour or all-Morrokide trim in special new design. Full-width seat with fold-down center armrest. Carpeted lower door panels. Pull straps on doors. Courtesy lamps on instrument panel and in trunk. Added acoustical insulation.

Special Bonneville Brougham Features

60/40 split front seat with fold-down center armrest. Velour or all-Morrokide trim. Power windows with power pods. New luxury cushion steering wheel. Trunk fully trimmed in rich velour. New electric clock. Brougham identification on instrument panel. Custom pedal trim plates. Right-hand visor vanity mirror. Custom seat and shoulder belts.

STANDARD EXTERIOR FEATURES
Standard Catalina Features

All new exterior styling. Energy-absorbing front and rear bumpers.

DIMENSIONS (inches)	2-Door Coupe	4-Door Sedan
Overall length	213.8	213.8
Overall width	75.4	75.4
Wheelbase	115.9	115.9
Track, front/rear	61.7/60.7	61.7/60.7
Head room, front/rear	38.5/38.0	39.2/38.0
Leg room, front/rear	42.2/38.9	42.2/39.5
Shoulder room, front/rear	61.0/59.3	61.0/59.4
Hip room, front/rear	55.0/54.3	55.0/54.1

Bumper rub strips. Hubcaps with the Pontiac crest. New dual rectangular headlamps. New wraparound tail lamps. Moldings on windshield, hood rear edge, wheel openings, rear window, quarter windows. Rocker panel and roof drip moldings. Concealed wipers.

Special Bonneville Features

Distinctive new grille. Rectangular headlamps. Deluxe wheel covers. Wide lower body moldings. Rear wheel opening covers. Hood ornament and windsplit molding. Sunburst medallion on center pillar (2-door) or sail area (4-door). Full-width rear wraparound tail lamps.

Special Bonneville Brougham Features

Brougham identification. Chrome left-hand remote-controlled outside mirror. Windowsill moldings.

STANDARD CHASSIS FEATURES
Standard Catalina Features

Variable-ratio power steering. Power brakes with front discs/rear drums. FR78-15 black fiberglass-belted radial tires. Radial Tuned Suspension, which includes: firm shocks, front stabilizer bar, jounce restrictors, computer-selected springs. 4-wheel, coil-spring suspension. 2.73:1 axle ratio (3.23:1 in California and high altitude counties). Acoustical insulation. High Energy Electronic Ignition and catalytic converter, which requires unleaded fuel.

Special Bonneville and Bonneville Brougham Features

FR78-15 black steel-belted radial tires with Radial Tuned Suspension.

POPULAR EQUIPMENT AVAILABLE

New "Valencia" striped velour seat trim (Brougham only). New padded landau top with formal quarter windows (2-doors only). New canopy top. New AM/FM stereo radio with digital clock—

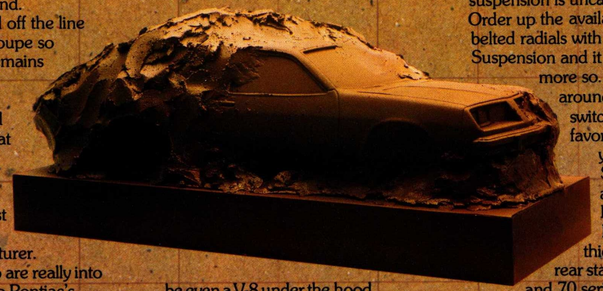
CAPACITIES	Catalina	Bonneville
Fuel tank	20.0 gals.	20.0 gals.
Cooling system	12.8 qts.	20.9 qts. 15.1 qts. Calif. and high altitude counties
Oil, less filter refill	4.0 qts.	5.0 qts. 4.0 qts. Calif. and high altitude counties

shows frequency, time, date and elapsed time. Cruise Control. Automatic temperature control air conditioning. Power windows (standard on Bonneville Brougham). Power door locks. AM and AM/FM radios. 4-speaker stereo system with AM/FM stereo radio. Integral 8-track stereo tape player. Remote control outside rearview mirrors. Electric sun roof. New luxury cushion steering wheel (std. on Brougham). New custom finned wheel covers. New wire wheel covers. New cast aluminum wheels. Rally II wheels with trim rings (available body-colored). Remote control deck lid release. Color-keyed vinyl body side moldings. Dome and reading lamp. 6-way power seat. 60/40 split front seat (standard on Bonneville Brougham). New two-tone paint appearance package. Added acoustical insulation (std. on Bonneville and Bonneville Brougham). Rally RTS Handling Package. Controlled-cycle windshield wiper system. Illuminated right-hand visor vanity mirror. New Citizens Band radio. Custom color-keyed seat belts (std. on Bonneville Brougham). New power antenna. Electric rear window defroster. Rally gauges and clock. Soft-ray glass. Various trailer packages. Automatic level control. Manual front-passenger reclining seat (not available on Catalina). Tilt steering wheel. Super cooling radiator. Left-hand and right-hand remote control sport mirrors. Windowsill moldings (standard on Bonneville Brougham).

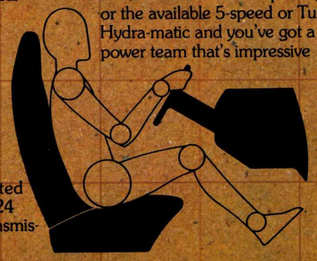
1977 SUNBIRD.

It's no coincidence that America's hot new sport coupe is a Pontiac.

Building exciting sport coupes is a way of life at Pontiac.
In 1963, Grand Prix brought agility to a kind of car where only luxury had reigned.
In 1964, GTO muscled in on the intermediate market. And created a sport coupe legend.
Trans Am first rumbled off the line in 1969. A sport coupe so distinctive, it still remains unrivaled.
And in 1973 the first Grand Am showed the Europeans what Americans could do with grand touring.
Four of America's finest sport coupes. All from one manufacturer.
That's why people who are really into cars are getting into Pontiac's newest, smallest sport coupe. The little beauty called Sunbird.
With Sunbird, Pontiac exhibits a real understanding of just how great a small car can be.
Instead of just sluffing off the small car as a way to offer high mileage at a low price, Pontiac designed Sunbird to rival some of Europe's most sophisticated sport coupes. And they pulled it off with typical Pontiac style and dash.
The heart of Sunbird is Pontiac's new cast iron 2.5 litre (151 CID) engine†.
It's tough. The block is cast from high grade alloy iron for the kind of durability you expect of Pontiac.
It's efficient. A 4-cylinder design that's EPA rated at an estimated 32 mpg in the highway test, 24 in city test with automatic transmission. In Calif., EPA mileage estimates are lower. Of course, the mileage you get may vary depending on where and how you drive, your car's condition and available equipment.
It's very smooth. Sitting at a light, you'll swear there's a six, may-



be even a V-8 under the hood.
And it's powerful. With 2.5 litres (151 CID) of Pontiac power. So you'll pull away from that light with authority.
Pontiac makes no apologies for the lack of overhead cams or side-draft carbs.
This cast-iron four is a remarkably rugged new engine. And only Pontiac's got it. Bolt on the standard floor-shifted 4-speed†, or the available 5-speed or Turbo Hydra-matic and you've got a power team that's impressive anywhere in the world.



Pop for Sunbird's available 3.8 litre (231 CID) V-6 powerplant, and you just might abash a Bavarian or two.
But it takes more than power to be a great sport coupe. So Sunbird's suspension is uncannily smooth. Order up the available steel-belted radials with Radial Tuned Suspension and it gets even more so. And if snaking around mountain switchbacks is your favorite turn-on, you'll want Sunbird's available Rally RTS Handling Package. The thick front and rear stabilizer bars and 70 series radial tires will help you take those mountain roads.
No matter where in the world you drive, you're going to be very comfortable in this new Sunbird.
The standard contoured buckets, cut-pile carpet and new deluxe cushioned 3-spoke steering wheel are imposingly un-Teutonic.
The instrument panel vinyl even has the look of lacquered rosewood.
Go for Sunbird's available luxury interior and you're sitting super pretty.



Maybe you'll want a complete rally instrumentation package. Or a tinted glass sunroof. Or a fold-down rear seat. Or new wire wheel covers. Or a set of Pontiac's dazzling new cast aluminum wheels. They're all available.
Obviously, the days of the austere sport coupe are numbered.
Sunbird's styling could go down in the books as a perfect example of tasteful restraint.
The clean, uncluttered lines make other little sport coupes look positively Victorian in their excess.
Want to jazz up those lines a bit? There's a new Sunbird Formula you can order this year.
Outside, you'll get a blacked-out grille. Front air dam. Body-colored sport mirrors. Body-colored Rally Wheels. A rear deck spoiler and black rear panel. And a black lower body treatment with "Formula" graphics and some very sporty harmonizing stripes.
Inside, there's full rally instrumentation. Even a tach.
And underneath it all, there's a Rally RTS suspension.
But no matter how you equip your new Sunbird, one drive is all it'll take for you to understand how great a small car can be.
If it's a Sunbird from Pontiac.

†See Facts and Figures page for availability.

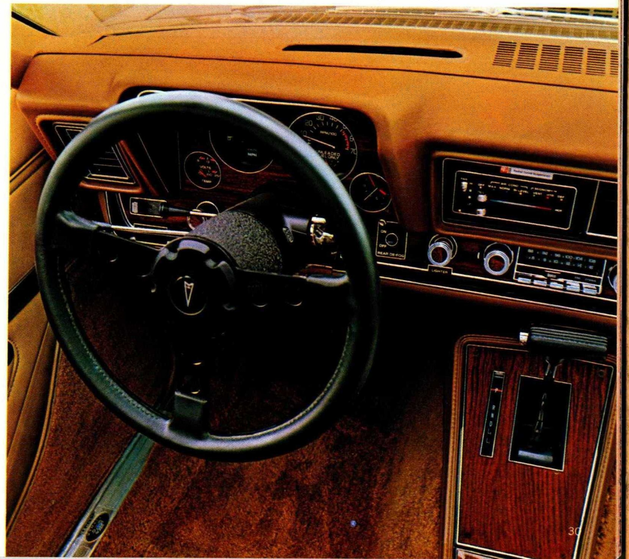


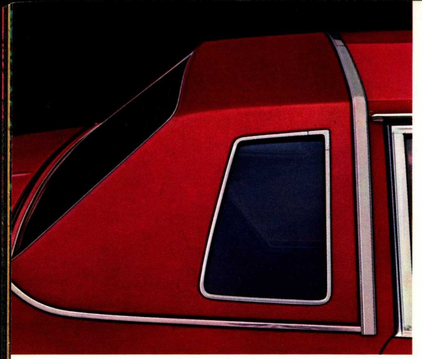
Heads turn when a new Sunbird Formula passes by.

Sunbird can capture attention in even the most sophisticated circles.



Order Sunbird's available luxury interior and full rally instrumentation, lay on an available Formula Wheel and look what you've got!









Order the formal window and vinyl top. Pop up the available glass sunroof. Or pop it out. Nestle into the available cloth buckets.

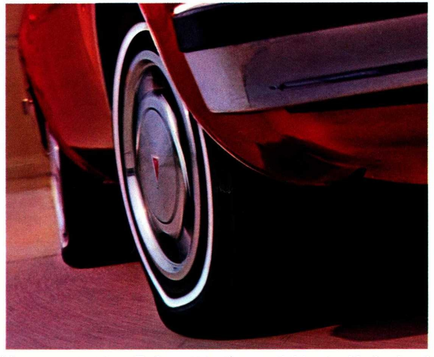






Stash your gear on the available fold down rear seat. Turn on the air you can order. Grip the available tilting Formula Wheel.







Push the power through one of three available transmissions. Deliver it to the available steel-belted radials. Sunbird really knows how to move you.

Every new Sunbird comes with a new sealed "Freedom" battery that never needs water.

The cast-iron four is standard†, this V-6 is available. Either way, you get a sport coupe with the power of a Pontiac.

A nifty little 4-speed is standard†. A 5-speed or Turbo Hydra-matic with a center console is available.

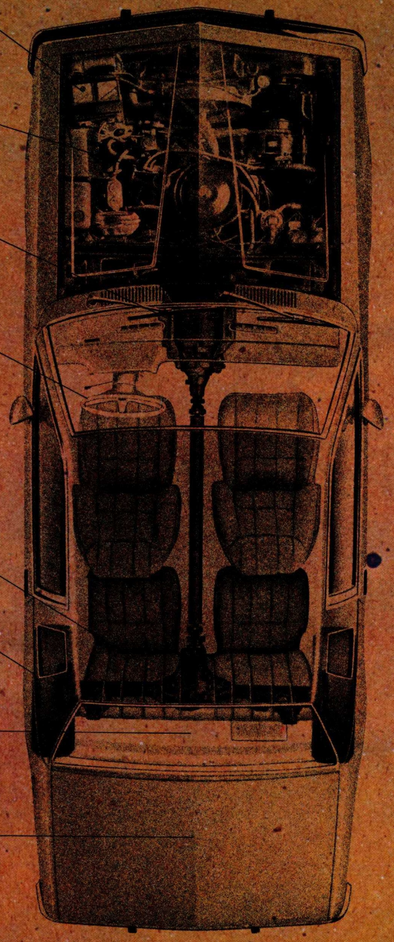
The deluxe cushion 3-spoke wheel is nice. The thickly padded 14" Formula Wheel is even better. Order it with a full set of rally gauges and you've got a dash with dash.

Order the available fold-down rear seat and turn your Sunbird into a two-seater with more load space.

Order Sunbird's Rally RTS Handling Package, and you'll get thick front and rear stabilizer bars and BR70-13 steel-belted radials.

The electric rear window defroster you can order can clear the rear window in a hurry.

The standard stowaway spare gives you a lot more trunk room.



†See Facts and Figures for availability.

Facts and Figures

DIMENSIONS (inches)	Sunbird Coupe	Sunbird Formula Coupe
Overall length	177.8	177.8
Overall width	65.4	65.4
Wheelbase	97.0	97.0
Track, front/rear	55.2/54.1	55.2/54.1
Head room, front/rear	37.7/36.9	37.7/36.9
Leg room, front/rear	42.8/28.2	42.8/28.2
Shoulder room, front/rear	51.7/50.8	51.7/50.8
Hip room, front/rear	48.6/42.0	48.6/42.0

CAPACITIES

Fuel tank—18.5 gals.

Cooling system—10.7 qts. (2.5 litre Four)
7.0 qts. (2.3 litre Four)

Oil, less filter refill—3.0 qts. (2.5 litre Four)
3.5 qts. (2.3 litre Four)

MODELS

Sunbird 2-Door Coupe
Sunbird Formula 2-Door Coupe

POWER TEAMS

Standard engines:
2.5 litre (151 CID) 2-bbl. 4-cyl.
2.3 litre (140 CID) 2-bbl. 4-cyl. (High altitude counties).

Available engines:
2.3 litre (140 CID) 2-bbl. 4-cyl.
3.8 litre (231 CID) 2-bbl. V-6.

Standard transmission:
4-speed manual floor shift (Federal).

Available Transmissions:
5-speed manual floor shift.
Turbo Hydra-matic (Mandatory in Calif.).

STANDARD INTERIOR FEATURES

Standard Sunbird Features

New deluxe cushion 3-spoke steering wheel with soft rim and center. Front bucket seats in cloth or Morrokide. Single-buckle seat and shoulder belt system. Distinctive door and quarter panel trim. Speedometer graduated in kilometers per hour as well as miles per hour (odometer registers miles). Simulated rosewood applique on instrument panel. Stowaway spare tire. Cut-pile carpeting. Full acoustical insulation.

Special Sunbird Formula Features

Rally gauges and tachometer.

STANDARD EXTERIOR FEATURES

Standard Sunbird Features

Distinctive split grille and front end with dual rectangular headlamps. Custom wheel covers. Distinctive rear end styling with amber directional signal tail lights. Front and rear end energy-absorbent bumpers. Large rear quarter windows. Formal quarter window styling available.

Special Sunbird Formula Features

Body-colored Rally II Wheels, body-colored mirrors, blacked-out grille. Black lower body treatment with harmonizing stripes. Black rear end panel. Rear deck spoiler and front air dam.

STANDARD CHASSIS FEATURES

Standard Sunbird Features

Front disc brakes with audible wear indicators, rear drum brakes. New sealed "Freedom" battery. High Energy Electronic Ignition. A78-13 bias-ply blackwall tires.

Special Sunbird Formula Features

Rally RTS Handling Package including large front stabilizer bar, rear stabilizer bar and BR70-13 steel-belted radial tires.

POPULAR EQUIPMENT AVAILABLE

Luxury appointment group including custom seat and shoulder belts, outside sport mirrors with left-hand remote control, thick cut-pile carpeting, fully trimmed luggage compartment, vinyl body accent stripes, glove compartment lamp, rear end panel molding and spare tire cover. A new lamp group package with right-hand door jamb switch, glove box lamp and luggage compartment lamp. Rally RTS Handling Package with large front stabilizer bar, rear stabilizer bar and BR70-13 steel-belted radial tires. New wide body and hood striping. New 3-spoke luxury cushion or formula steering wheels. Sporty new cast aluminum wheels. Rally Wheels with trim rings. New wire wheel covers. Body accent pinstripes available in black, white or gold. Luxury Trim Group includes luxury bucket seats with Doeskin Morrokide or knit cloth trim, luxury door trim with map pocket and carpet, rear seat ash trays, luxury cushion steering wheel, body-colored door handle inserts, wheel opening and doorsill moldings. Sporty Sunbird removable glass roof panel. Landau top (only on those models with formal windows). Special Sunbird console for floor-mounted shifter and hand brake. Custom air conditioning. Radios: AM, AM/FM, AM/FM stereo, AM with stereo tape player and AM/FM with stereo tape player. Left-hand remote control, right-hand fixed sport mirrors. Non-glare rearview mirror. Tilt steering wheel. Variable-ratio power steering. Power front disc brakes. Rally gauge cluster with tachometer. Safe-T-Track rear axle. Engine block heater for quick cold-weather starts. Heavy-duty radiator. Heavy-duty battery. Convenience accessories including soft-ray glass on all windows, electric clock and floor mats. Car compass. Trunk luggage rack. Protection accessories include infant baby carrier and child safety seat.

NEW SIZZLE FOR ASTRE.

Pontiac's little star plays the city game to win.

A lot of people think the city game is basketball. Not so. For most of us the *real* city game is getting in, around and out of our local metropolis.

And that's where Pontiac's subcompact Astre shows its stuff.

To really make it in the city, a car has to do a lot of things well.

Going in, you'd hope a great city car would give you some impressive mpg's.

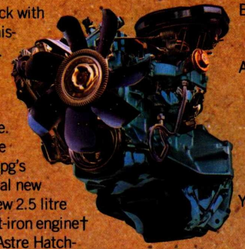
But the city—with its stop-and-go driving, short trips and occasional tie-ups—is the worst possible place to come up with those mpg's.

Astre helps turn the trick with two engine/transmission combinations.

Like the 2.3 litre (140 CID) 4-cyl. engine that's standard on our Astre Coupe.

If you want a little more power with your mpg's there's a sensational new way to do it. Our new 2.5 litre (151 CID) 4-cyl. cast-iron engine† is standard on all Astre Hatchbacks and Safari Station Wagons.

EPA estimates for Astre with this engine and automatic transmission were quite impressive. 24 mpg in the city test, 32 mpg in the highway test. In Calif., EPA mileage estimates are lower.



The mileage you get will vary depending on the type of driving you do, your driving habits, your car's condition and available equipment. In California and high altitude areas, see your Pontiac dealer for EPA mileage figures and engine/transmission combinations available.



But this new cast-iron engine offers you a lot more than just great mpg's.

A staged 2-bbl. carburetor automatically senses temperature changes to help provide proper choking. That promotes quick starts whether the engine is hot or cold.

You also get smooth engine performance. Thanks to the short stroke, long rod design.

And you get strength. With rugged cast-iron construction and a five main-bearing crankshaft.

America's newest 4-cylinder engine is a Pontiac exclusive. You've got to come to the Wide-Track people to get it. A great city car should also be able to handle tight situations. Astre's 177.6" overall length and 35.8' turning radius help you find the opening.

With a selection of three available suspension systems to help you step lively. The standard one has full-coil springs that work just fine with the standard bias-belted tires.

If you go for the available radial tires, you'll enjoy our famed Radial Tuned Suspension. This system is specifically designed to get the most out of those radial tires. You'll also get a front stabilizer bar.

The ultimate move on Astre is to our available Rally RTS Handling Package. Now you're cooking not only with 70 series radial tires and a front stabilizer bar, but a rear stabilizer and beefed-up Radial Tuned Suspension components too.

Now even if a city car can handle itself well and deliver some nifty mpg's, that doesn't mean very much if it's done in an austere setting.

You don't have to worry about Astre. Even the basic interior is far from basic.

With nylon-blend, cut-pile carpeting, simulated rosewood applique on the instrument panel and a new deluxe cushion 3-spoke steering wheel.

All-vinyl black or buckskin seats complete the picture. And a pretty picture it is. Check the seats above. They're standard on all Astres.



†See Facts and Figures page for availability.





There's nothing subtle about these graphics. They'll know you're driving an Astre Formula when you hit the drive-in. There's a rakish look to an Astre's rear end. You can also stuff 8.9 cubic feet of hamburgers in the trunk.





Underneath that blacked-out grille lurks the new 2.5 litre (151 CID) engine†. Very tough outside. Very tough inside. When you take the Formula route, you get the Rally RTS Handling Package standard. Makes the drive-in easier to drive to.



†See Facts and Figures page for availability.

If you opt for an Astre Hatchback or Safari Wagon, you'll have your druthers of two available interiors.

The custom seat option will give you a choice of white, black, buckskin or firethorn vinyl; or firethorn or black cloth (shown on page 37).

For posher surroundings, order the luxury appointments group.

Thicker, cut-pile carpeting. Added acoustical insulation. Custom seat belts. Stripes. Body-colored sport mirrors.

Or there's our custom trim group (shown here). Luxury seats. Custom door trim with pockets. Instrument panel assist grip. Day/night rearview mirror. Right doorjamb switch. Load floor carpet in the Hatchback.

With this interior, just about everything you're likely to rub up against has a distinct plush feel.



If you're beginning to get the idea Astre sticks out from the rest of the subcompact crowd like Jack Nicklaus in a locker room full of duffers, you're absolutely right.

And that goes specially for our new sporty city slickers. The new Formula Astre Hatchback and the Formula Wagon.

Take the Formula's instrument panel. Your control center features a rally gauge cluster with tachometer and clock—all set off by a smart simulated woodgrain look.

Extra sport can be had by getting a grip on the available Formula steering wheel. It's thick and tough.

Our Formula Astre also includes the taut Rally RTS Handling Package, body striping, lower body "Formula" graphics, blacked-out grille, body-colored Rally Wheels and body-colored sport mirrors.





Zipping into tight parking places is what an Astre 2-Door Hatchback Coupe does very well.



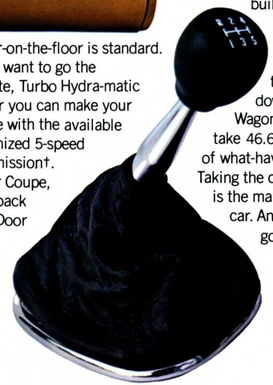
We even spoil you with a standard rear spoiler on the Hatchback. The Wagon gets an air deflector standard.

After all, a Formula should live up to its name.



Like all Astres, four-on-the-floor is standard. For those who want to go the automatic route, Turbo Hydra-matic is available. Or you can make your console bristle with the available fully-synchronized 5-speed manual transmission†.

All Astres—2-Door Coupe, 2-Door Hatchback Coupe and 2-Door Safari Station Wagon—also feature a new grille that's unmistakably Pontiac.



And standards that are great for city or country driving. Front disc brakes, High Energy Electronic Ignition and the new "Freedom" battery that's maintenance-free.

Astre also fights corrosion with front fenders and rear quarter panels coated with zinc compounds. Other inner body areas are undercoated with a hot aluminized wax spray.

Besides building Astres to last, we've also built them to handle hefty loads. A Hatchback gives you 28.6 cubic feet of load space with the rear seat down. With the Wagon, you can take 46.6 cubic feet of what-have-you.

Taking the city in stride is the mark of a great car. And Astre, like a good jump shot, hits the mark.

†See Facts and Figures page for availability.













Astre rolls three wheels your way. Starting from the top, you can choose from available Rally or new cast-aluminum wheels. Or deluxe wheel covers. All choices are round, firm and fully packed with sport.

Facts and Figures

MODELS
Astre 2-Door Coupe, 2-Door Hatchback Coupe, 2-Door, 2-Seat Safari Wagon
Astre Formula 2-Door Hatchback Coupe, 2-Door, 2-Seat Safari Wagon

POWER TEAMS
Standard engines:
2.3 litre (140 CID) 2-bbl. 4-cyl. (2-Door Coupe only)*
2.5 litre (151 CID) 2-bbl. 4-cyl. (Hatchback, Safari)**
Available engine:
2.5 litre (151 CID) 2-bbl. 4-cyl. (2-Door Coupe)**
Standard Transmission:
4-Speed manual floor shift.
Available Transmissions:
5-Speed manual floor shift**
Turbo Hydra-matic.
*Mandatory base engine; all models Calif. and high altitude counties.
**N.A. high altitude counties.

STANDARD INTERIOR FEATURES
Standard Astre Features
New deluxe cushion 3-spoke steering wheel. Simulated rosewood applique on instrument panel trim plate. Nylon-blend, cut-pile carpeting. Load floor carpeting in Astre Safari. Front bucket seats in vinyl. Speedometer graduated in kilometers per hour as well as miles per hour. Single-buckle seat and shoulder belt system.

Special Astre Formula Features
Rally gauges and tachometer.

STANDARD EXTERIOR FEATURES
Standard Astre Features
New stylish grille and distinctive Pontiac front end. Anodized aluminum front and rear bumpers with energy-absorbing mounting system. Hubcaps with Pontiac emblem. Bright windshield, side window, rear window and roof drip moldings. A78-13 black bias-ply tires.

Special Astre Formula Features
Black lower body with harmonizing stripes. Radial Tuned Suspension with BR70-13 blackwall radial tires. Body-colored Rally wheels and sport mirrors. Blacked-out grille. Rear deck spoiler. (Wind deflector on Safari.) (Blacked-out rear end panel except Safari). Formula identification.

DIMENSIONS (inches)	2-Door Coupe	Hatchback Coupes	Safari Wagons
Overall length	177.6	177.6	177.6
Overall width	65.4	65.4	65.4
Wheelbase	97.0	97.0	97.0
Track, front/rear	55.2/54.1	55.2/54.1	55.2/54.1
Head room, front/rear	38.6/39.4	37.2/36.3	38.6/40.3
Leg room, front/rear	42.8/28.9	42.8/29.7	42.8/30.1
Shoulder room, front/rear	51.3/49.2	51.3/49.2	51.3/49.2
Hip room, front/rear	46.9/42.5	47.2/42.5	46.9/42.5

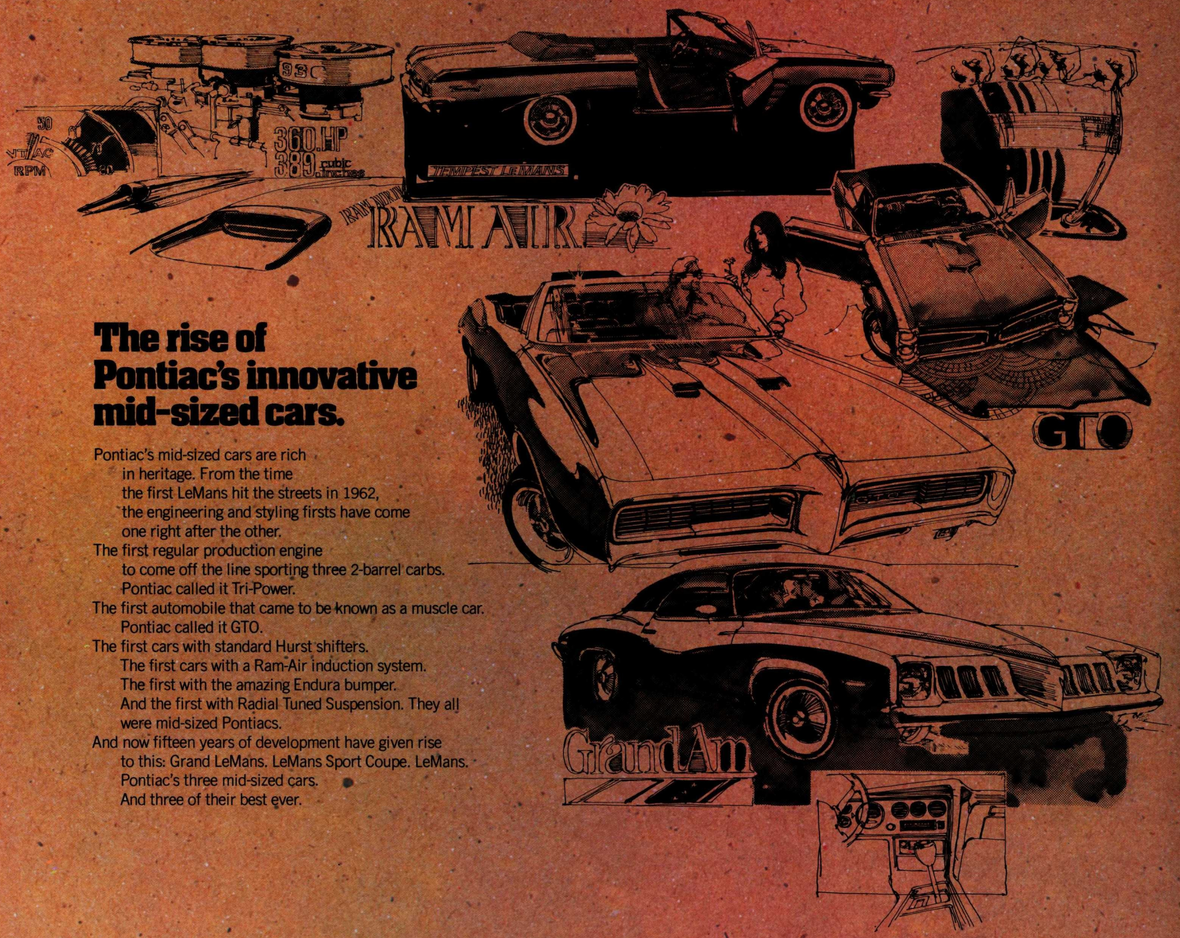
CAPACITIES
Fuel tank—16.0 gals.
Cooling system—7.0 qts. (2.3-litre Four); 10.7 qts. (2.5-litre Four)
Oil, less filter refill—3.5 qts. (2.3-litre Four); 3.0 qts. (2.5-litre Four)

STANDARD CHASSIS FEATURES
Standard Astre Features
Front disc brakes with audible wear indicators, rear drum brakes. High Energy Electronic Ignition. Catalytic converter. A78-13 bias-ply tires. Sealed "Freedom" battery.

Special Astre Formula Features
Rally RTS Handling Package including specifically tuned components and front and rear stabilizer bars.

POPULAR EQUIPMENT AVAILABLE
Custom Trim Group (not available on 2-door coupe) includes luxury front and rear seats, right door dome lamp switch, day/night rearview mirror, instrument panel assist strap, rear ash tray, luxury door trim with map pocket and load floor carpeting (Hatchback only). Custom Exterior including windowsill moldings (only on Hatchback), side window reveal moldings (only on Coupe; std. on others), wheel opening moldings, lower body side moldings and body-colored inserts in door handles. Bumper protective strips (mandatory in California, Florida, Georgia). Custom Seat Option with custom front and rear seats in cloth or Morrokide. Luxury Appointment Group that includes added acoustical insulation, thick cut-pile carpeting, custom seat belts, pinstripes, body-colored mirrors. Console. Tilt steering wheel. Variable-ratio power steering. Custom air conditioning. Safari woodgrain siding (avail. on Wagon only). Radial tires (BR78-13 black, WSW or WL steel-belted) with Radial Tuned Suspension. Rally RTS Handling Package with BR70-13 radial tires, specifically tuned suspension and front and rear stabilizers. New luxury cushion or Formula Steering Wheels. New cast-aluminum wheels. Custom wheel covers. Rally Wheels with trim rings. Body-colored Rally Wheels with trim rings (on Formulas only). Body accent stripes or wide body stripes. Body side moldings (available only in black). Swing-out rear quarter windows (avail. only on Coupes and Hatchback). AM radio, AM/FM radio, AM/FM stereo radio or AM/FM stereo radio and tape player. Left-hand remote control, right-hand manually adjustable sport mirrors. Power front disc brakes. Lamp group including right-hand doorjamb switch, rear compartment courtesy lamp, luggage lamp and glove compartment lamp. Rally gauge cluster with tachometer. Engine block heater. Saf-T-Track rear axle. Heavy-duty radiator. Heavy-duty battery. Convenience accessories such as soft-ray glass for all windows, electric clock, floor mats. Protection accessories including infant baby carrier, child safety seat, front bumper guards. Rear window wind deflector (only on Astre Safari). Cargo area carpeting (only on Astre Hatchback).

GRAND LE MANS · LE MANS SPORT COUPE · LE MANS



The rise of Pontiac's innovative mid-sized cars.

Pontiac's mid-sized cars are rich in heritage. From the time the first LeMans hit the streets in 1962, the engineering and styling firsts have come one right after the other.

The first regular production engine to come off the line sporting three 2-barrel carbs. Pontiac called it Tri-Power.

The first automobile that came to be known as a muscle car. Pontiac called it GTO.

The first cars with standard Hurst shifters.

The first cars with a Ram-Air induction system.

The first with the amazing Endura bumper.

And the first with Radial Tuned Suspension. They all were mid-sized Pontiacs.

And now fifteen years of development have given rise to this: Grand LeMans. LeMans Sport Coupe. LeMans. Pontiac's three mid-sized cars. And three of their best ever.

If the word sleek didn't exist, it would have been invented to describe the new Grand LeMans.



Those sporty louvered windows are just a hint of what awaits inside the new LeMans Sport Coupe.



Even when the Wide-Track people get practical they get beautiful. The new LeMans.



GRAND LE MANS.
Appointed like a luxury sport.
Priced like a mid-size.
Great like a Pontiac.

Hey, everybody knows how great a Grand LeMans looks from the outside. The dramatic new grille. The rectangular lights. It's Pontiac from the word go.

But a few poor souls have never had the pleasure of seeing just how great a new '77 Grand LeMans looks on the inside.

They've never known the joy of unwinding on seats richly upholstered in fine cloth or Morrokide.

They've never felt the satisfaction of having Grand LeMans' thick cut-pile carpet underfoot.

Or of gripping the new luxury cushion steering wheel. Or looking at an instrument panel that's straight out of a Grand Prix.

They've never seen the padded upper door panels. Or flicked the column-mounted dimmer switch.

Obviously, they've missed out on a big chunk of the good life.

They've missed out on the engineering of this new Grand LeMans, too.

Like Pontiac's famed Radial Tuned Suspension with radial tires. It's standard.

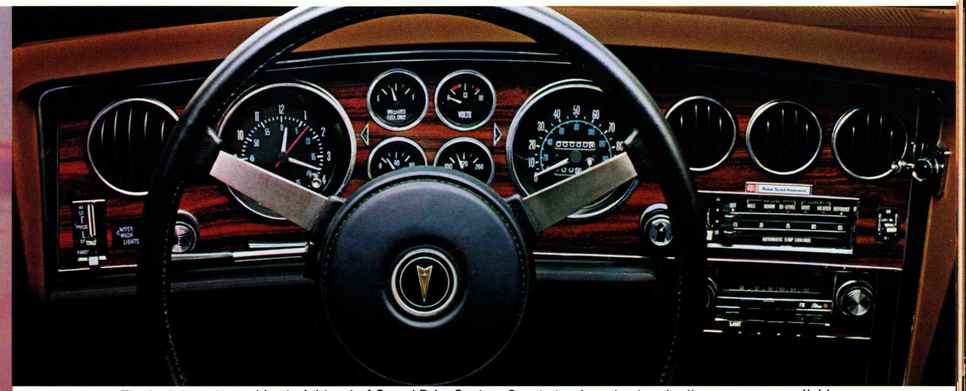
Or the new 3.8 litre (231 CID) 2-barrel V-6 that's standard. Or one of the three available V-8s† you can order for your Grand LeMans.

There's even a new Citizens Band radio available on Grand LeMans this year.

You'll have to decide between the 2-Door Coupe or the 4-Door Sedan. But either way, you'll be getting one of Pontiac's most luxurious mid-sized cars. And that's a pleasure nobody should miss.

† See Facts and Figures page for availability.

Even the sheetmetal has an affluent luster. Grand LeMans 4-Door Sedan.



The instrument panel is straight out of Grand Prix. Custom Sport steering wheel and rally gauges are available.

This richly upholstered 60/40 full-width seat is available.



Choose these available buckets or the standard full-width seat.



LE MANS SPORT COUPE.

That Wide-Track spirit is alive and well in Pontiac's sportiest mid-sized car.

Pontiac's always had a way with sporty road machines. This year it's the same great story. Wrapped in a great new LeMans Sport Coupe.

That aggressive new grille. Those rectangular head lights. The louvered rear quarter windows.

If you get the feeling this beauty is yearning to gobble up a few hundred miles of asphalt, you've got the right feeling.

And LeMans Sport Coupe's got the equipment to pull it off.

A new 3.8 litre (231 CID) V-6 2-bbl. is standard this year. So is Pontiac's super Radial Tuned Suspension with radial tires. Together, they can do wondrous things to a road.

Three of Pontiac's tough V-8s are available†. As is the incredible Rally RTS Handling Package. With GR70-15 white or white-lettered radials and some very thick front and rear stabilizer bars.

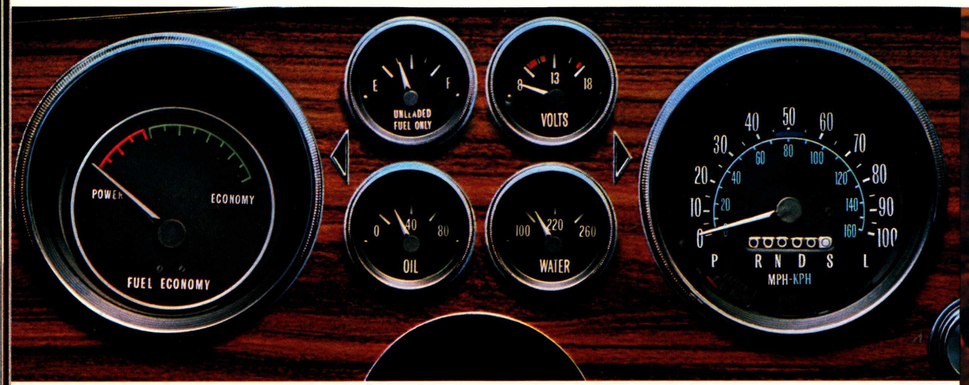
The Wide-Track spirit of comfort lives inside this new Sport Coupe.

High-back lateral support buckets are optional at no extra cost. But if you've got a thing for having two good friends in the front seat with you, there's a notchback full-width seat standard.

Think about a full set of Rally gauges. And a Custom Sport steering wheel. And the new Citizens Band radio. They're all available this year.

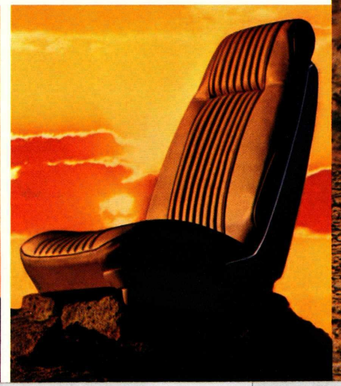
But mostly, think about the fun of gobbling up a few hundred miles of asphalt. Behind the wheel of your very own new LeMans Sport Coupe.

†See Facts and Figures page for availability.



Rally 'round the gauges, boys! Full instrumentation is available with the GT option.
A notchback full-width seat or high-rise buckets. Both are standard, so you can have a choice choice.







It bites when cornered. The LeMans Sport Coupe.

LE MANS.
Pontiac's had 16 years of experience building mid-sized cars. And it shows.

You don't learn to build a low-priced value as great as the 1977 LeMans overnight.

It takes years of honing and refining to come up with lines as sleek and sinewy as this beauty.

The bold new grille. The rectangular lights. The sculpted side treatment. It's dynamite.

LeMans' kind of comfort didn't just pop up one morning either.

The handsome full-width cloth seats. The new deluxe cushion steering wheel. The cut-pile carpet. The generous use of simulated rosewood applique.

Obviously, LeMans benefits from an extensive knowledge of interior design.

And with a name like LeMans, you know the Wide-Track people weren't about to hold back when it came to the engineering.

Pontiac's renowned Radial Tuned Suspension with radial tires is standard. It'll move you down the road and through the corners with typical Pontiac aplomb.

A new 3.8 litre (231 CID) V-6 2-bbl. is standard too. It's been designed for the performance requirements of today's world. Three V-8s are also available.†

And Pontiac built the mid-sized LeMans with an understanding that people sometimes like to add their own little touches.

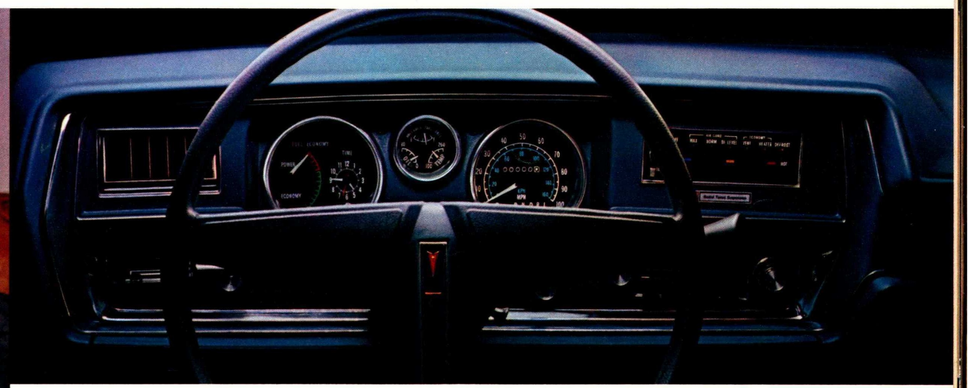
So LeMans' list of available equipment is one of the longest in the industry.

Experience. It shows in every facet of Pontiac's lowest priced mid-sized car. You'll understand the minute you experience a new 1977 LeMans for yourself.

†See Facts and Figures page for availability.

Now you can see why moving up to a Pontiac has become the American way. LeMans 2-Door Coupe.





Think of how beautiful the world could look from behind the wheel of a new LeMans.

The full-width seat (right) sets a very high standard. The extra cost LeMans sedan full-width seat (left) is even better.

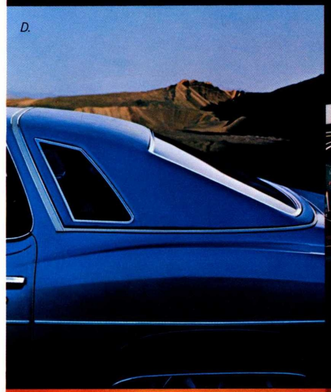




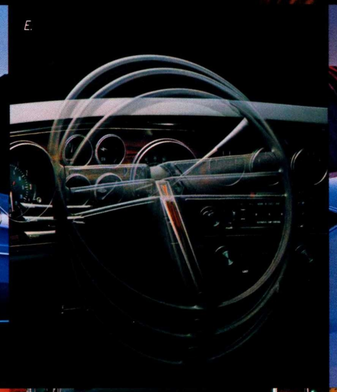
A. Your hand never leaves the interior. Not if you order the remote control sport mirror that's available.

B. Open up your roof and let the sunshine in. You can get this available electric sunroof on any LeMans 2-Door.

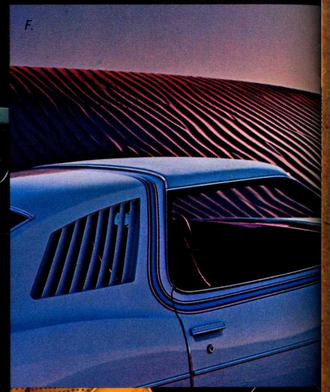
C. Pontiac's famous Radial Tuned Suspension with radial tires is standard on every LeMans. It's a moving experience.



D. You can have a formal rear quarter window standard on any LeMans 2-Door. The Landau vinyl top is available to add a very classy touch.



E. Our tilt wheel is available on every new LeMans. It adjusts to seven different positions.



F. If a canopy vinyl top is what you want, a canopy vinyl top is what you'll get. It's available on every LeMans Sport Coupe and LeMans 2-Door this year.



G. Every new LeMans comes standard with this 3.8 litre (231 CID) 2-bbl. V-6. It's setting a new standard of performance for mid-sized cars.



H. AM, AM/FM, AM/FM stereo, Citizens Band radio or this AM/FM stereo with an 8-track tape player. They're all available.



I. Get your new Pontiac with buckets, and you can order the available center console.

Facts and Figures

MODELS
Grand LeMans:
2-Door Hardtop Coupe. 4-Door Hardtop Sedan.
LeMans Sport Coupe:
2-Door Hardtop Coupe.
LeMans:
2-Door Hardtop Coupe. 4-Door Hardtop Sedan.

POWER TEAMS
Standard Engine:
3.8 litre (231 CID) 2-bbl V-6
Available Engines:
5.0 litre (301 CID) 2-bbl. V-8*
5.7 litre (350 CID) 4-bbl. V-8
6.6 litre (400 CID) 4-bbl. V-8
Standard Transmissions:
3-speed manual column shift**
Turbo Hydra-matic (in California)
Available Transmission:
Turbo Hydra-matic
*Not available in California and high altitude counties.
**Not available in high altitude counties.

STANDARD INTERIOR FEATURES
Standard LeMans Features
Instrument panel with rosewood vinyl trim. Full-width, newly styled cloth and Morrokide front seats. New deluxe cushion 3-spoke steering wheel. Single-buckle seat and shoulder belt system. Tilt-type non-glare inside mirror. Nylon-blend, cut-pile carpeting. Trunk mat. Speedometer graduated in kilometers per hour and miles per hour (odometer registers in miles). All new vertical piping seat styling.

Special LeMans Sport Coupe Features
Custom Interior with diamond-patterned seats. New pull straps on all doors. Choice of cloth and Morrokide or all-Morrokide notchback full-width seat with center armrest or Morrokide bucket seats. Rosewood woodgrain vinyl trim on glove compartment door.

Special Grand LeMans Features
Distinctive wraparound instrument panel with simulated rosewood applique. New luxury cushion steering wheel. Cloth and Morrokide or all-Morrokide interior trim. Vinyl seats in new diamond-patterned styling. Notchback full-width seat or front bucket seats. Padded upper door panels. Electric clock. Carpeted lower door panels. Dome lamp switches and pull straps on all doors. Instrument panel assist strap. Dual horns.

STANDARD EXTERIOR FEATURES
Standard LeMans Features
Distinctive new vertical grille design. Dual rectangular headlamps. Wraparound front lamps and tail lamps. Concealed windshield wipers. Formal rear quarter windows (on 2-door only). Front and rear bumpers with energy-absorbing mounting system. Distinctive hubcaps bearing Pontiac crest. Bright moldings on windshield, rear quarter windows and rear window. Roof drip moldings.

Special LeMans Sport Coupe Features
Choice of louvered or formal rear quarter windows. Distinctive, wider tail lamp styling. Body-colored door handle inserts. Wheel opening and hood rear edge moldings. Rocker panel moldings. Dual horns.

Special Grand LeMans Features
Distinctive segmented grille. Stand-up hood ornament. Hubcaps. Distinctive tail lamps with rear trim plates. Hood windsplit molding.

STANDARD CHASSIS FEATURES
Radial Tuned Suspension including: FR78-15 GM specification radial tires, front stabilizer bar, 4-wheel computer-selected coil springs and more. Perimeter-type frame. Front disc brakes, rear drum. High Energy Electronic Ignition. Catalytic converter.

CAPACITIES
Fuel tank—21.8 gals.
Cooling system—13.9 qts. (6-cyl.)
Oil, less filter refill—4.0 qts. (6-cyl.)

POPULAR EQUIPMENT AVAILABLE
Engine block heaters. Convenient six-way power seat. Stowaway spare tire. Custom air conditioning. Refreshing automatic temperature air conditioning. Rally RTS Handling Package including GR70-15 steel-belted radials, front and rear stabilizer bars. Custom interior trim available only in the LeMans 4-Door Sedan. Distinctive GT Option (available only on the LeMans Sport Coupe) including two-tone color treatment, body accent stripes, Rally RTS and Rally II Wheels, Grand Prix-type instrument panel with rally gauges, body-colored sport mirrors, blacked-out grille. Padded Landau top. Canopy top and Citizens Band radio. Custom Sport Steering Wheel available on all '77 LeMans. New luxury cushion steering wheel available only on LeMans and LeMans Sport Coupe (std. on Grand LeMans). New cast aluminum wheels, deluxe wheel covers, Rally II Wheels. New custom finned wheel covers. New wire wheel covers. Body accent stripes available in black, white, red or gold. Bucket seats (LeMans Sport Coupe and Grand LeMans). Convenient electric sunroof or glass sunroof. Sporty console available with bucket seats on Grand LeMans and LeMans Sport Coupe with Turbo Hydra-matic transmission. Stereo AM/FM radio/tape player, AM radio/tape player, AM/FM radio, AM/FM stereo radio or AM radio. Remote control (left- and right-hand) sport mirrors. Left-hand remote control, with right-hand fixed sport mirrors. Left-hand remote-control chrome mirror. Right side visor vanity mirror with or without light. Tilt steering wheel (not avail. with manual column-shift transmissions). Controlled-cycle windshield wiper system. Power windows. Power door locks. Variable-ratio power steering. Power front disc brakes (std. on Grand LeMans). Remote control deck lid release. Electric rear window defroster. Cruise Control available only with power brakes and Turbo Hydra-matic transmission. Ash tray lamp, instrument panel courtesy lamp, glove compartment lamp, luggage compartment lamp and rear courtesy lamp available as a package option. Rally gauge cluster, clock and tachometer. Rally gauge cluster and clock. Instrument panel gauges and fuel economy indicator. Saf-T-Track rear axle. Sporty over-the-roof stripe (only avail. on LeMans and LeMans Sport Coupe). Super-cooling radiator. Heavy-duty battery. Convenience accessories including soft-ray glass windows, custom pedal trim plates, litter container, electric clock (std. on Grand LeMans) and durable floor mats. Protection accessories include front and rear bumper guards, protective rubber bumper strips and spare tire cover.

DIMENSIONS (inches)	2-DOOR	4-DOOR
Overall length	208.0	212.0
Overall width	77.4	77.4
Wheelbase	112.0	116.0
Track, front/rear	61.6/61.1	61.6/61.1
Head room, front/rear	37.4/36.5	38.1/36.9
Leg room, front/rear	42.5/32.9	42.5/37.0
Shoulder room, front/rear	59.6/57.9	59.6/58.9
Hip room, front/rear	54.8/52.7	54.7/57.8

The only true compact with the punch of a Pontiac.

As some cars have grown smaller and others bigger, Ventura has pretty much stayed in there doing its thing: seating six in a compact car with the style, comfort and engineering of a Pontiac.

Ventura's overall length and wheelbase place it smack dab between our mid-sized LeMans and subcompact Astre.

And that applies to all 1977 Venturas: 2-Door Coupe, 2-Door Hatchback Coupe and 4-Door Sedan.

There's room for six. Adults. Even six footers. In fact, there's nearly as much head- and legroom as you'll find in some full-sized cars.

And we've wrapped that room in some nifty styling. Clean. Uncluttered. With a new grille and front end designed in the Wide-Track tradition.

A tradition that's best expressed by the top-of-the-line SJ models: 2-Door Coupe. Hatchback. Or 4-Door Sedan.

With such luxury touches as rich new full-width seats. New luxury cushion steering wheel. Instrument panel assist strap. Added acoustical insulation. Nylon-blend, cut-pile carpeting. Thickly padded doors with map pockets.

The inside elegance is matched outside by new deluxe wheel covers, distinctive tail lamps and rear end treatment, stand-up hood ornament with wind-split molding and extra-wide ribbed rocker panel moldings and extensions.

Even our lowest-priced Ventura treats you to some of life's more accommodating features.

Newly styled seats of cloth or available vinyl, new deluxe cushion steering wheel and a new Grand Prix-style instrument cluster are just some of the niceties. (Detailed information on all Ventura seats can be found on page 53.)

But Ventura's real punch is the choice of available engine/transmission combinations.

All models get the new 3.8 litre (231 CID) V-6 standard. And a 3-speed manual. A very dynamic duo.

There's also a new 2.5 litre (151 CID) four.† It's cast-iron tough. It's smooth-performing with a five main-bearing crankshaft. And it's strictly from Pontiac. In fact, Ventura is the only American compact even to offer a four.

According to EPA estimates, Ventura, with this available engine and manual transmission, was rated at an estimated 22 mpg in the city test and 34 mpg in the highway test. Most impressive. Of course, the mileage you get may vary depending on where and how you drive, your car's condition and available equipment.

In California and high altitude areas, see your Pontiac dealer for EPA mileage figures on California emission-equipped cars.

You can opt for even more performance with the available V-8. Which in this case means the 5.0 litre (301 CID) 2-bbl.†

If you want to go shift-less, go for the available Turbo Hydra-matic transmission. Others will want to pop for the available 4-speed or 5-speed manual floor shifts.†

You also may want to wrap your hands around the Formula steering wheel that's available with the tilt steering column. It's tough-looking, and the sportiest way we know to appreciate Pontiac's maneuverability.

Especially the kind you get with available Rally Radial Tuned Suspension. With FR78-14 steel-belted radial tires, large front and rear stabilizer bars and specifically tuned suspension components to help you ride those radials for all they're worth.

Other available popular equipment includes just about every extra you can imagine: power windows and door locks, air conditioning, a handsome variety of vinyl roofs, all kinds of sound systems—including a new stereo AM/FM radio. CB radio is also available.

But no matter how you equip your new Ventura, you're going to get one great car.

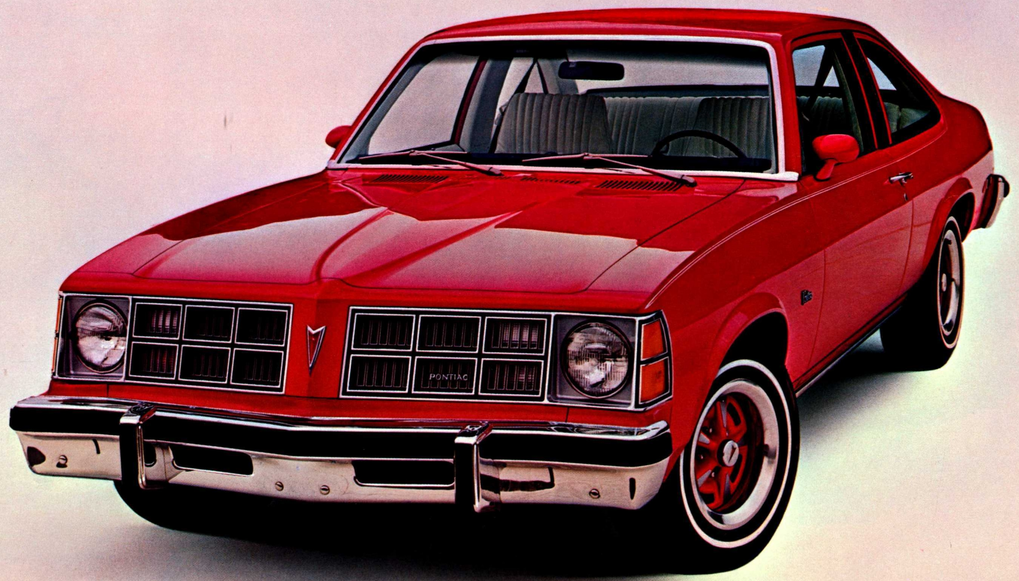
Because when Pontiac decided to build a compact with punch, they went for the knockout. The 1977 Ventura.



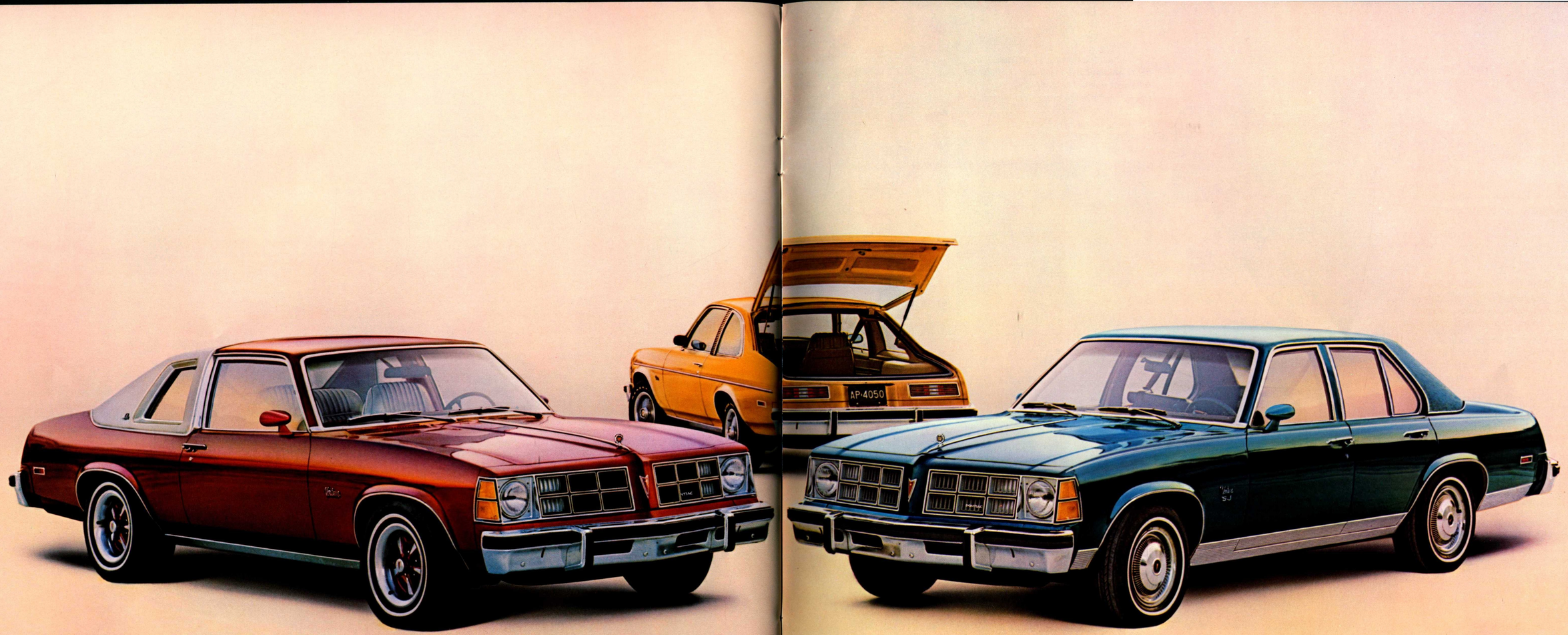
From the wonderful folks who brought you the 1963 Grand Prix (left), the 1964 GTO (center) and the 1967 Firebird (right).

1977 VENTURA:

†See Facts and Figures page for availability.



The Ventura 2-Door Coupe. Pontiac styling helps it stand out from the rest of the compact crowd.



Left to right: Ventura 2-Door Coupe with the available landau roof. Ventura 2-Door Hatchback Coupe and Ventura SJ 4-Door Sedan.

We told you the Ventura SJ was luxurious, didn't we? Well just check over its standard full-width seat in buckskin vinyl. Or you can have the same soft material in white or firethorn. Those who prefer rich cloth seats can choose from these colors: black, blue, firethorn.

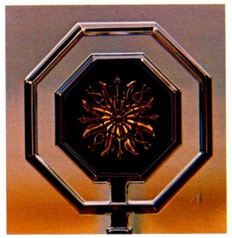


Ventura's available all-vinyl bucket seats. Shown in firethorn—also available in black, white and buckskin. SJ luxury bucket seats are also available in cloth in either black, blue or firethorn.

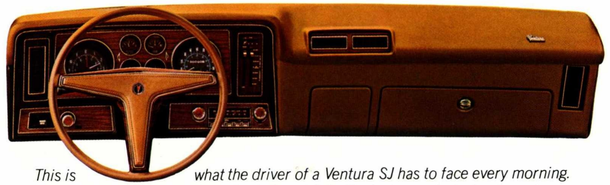




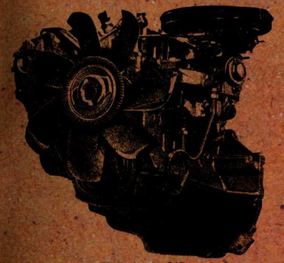
Ventura's available full-width bench seat upholstered in vinyl. Shown in white, but also available in buckskin, black, firethorn and blue.



Ventura SJ's stand-up hood ornament and windsplit molding are elegant touches for Pontiac's most luxurious compact.



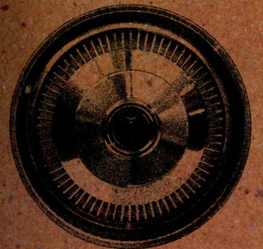
This is what the driver of a Ventura SJ has to face every morning. New luxury cushion steering wheel. Grand Prix-like instrument cluster. Luxurious simulated wood-tone accents. With soft music and cool breezes available from an AM/FM stereo and air conditioner respectively. Almost makes sleeping late a sin.



Our new 2.5 litre (151 CID) 4-cyl. engine is available on Ventura 2-Door Coupe and 4-Door Sedan. And only the Wide-Track people have it.†



Available 5-speed manual transmission.† Fifth gear acts as an overdrive at highway speeds.



Ventura makes it easy for you to go wheeling in style. Body-colored Rally IIs are available for all Venturas. Deluxe wheel covers (shown) are standard on the Ventura SJ, available others. And new custom finned wheel covers are available for all Venturas.

†See Facts and Figures for availability.

Facts And Figures

MODELS
Ventura:
2-Door Hatchback Coupe, 2-Door Coupe, 4-Door Sedan.
Ventura SJ:
2-Door Hatchback Coupe, 2-Door Coupe, 4-Door Sedan.

POWER TEAMS
Standard engine:
3.8 litre (231 CID) 2-bbl. V-6.
Available engines:
2.5 litre (151 CID) 2-bbl. 4-cyl.*
5.0 litre (301 CID) 2-bbl. V-8.*
5.7 litre (350 CID) 4-bbl. V-8.**
Standard Transmission:
3-speed manual column shift***
Available transmissions:
3-speed manual floor shift.
4-speed manual floor shift (V-8 only)*
5-speed manual floor shift (2.5 litre only)*
Turbo Hydra-matic.

*Not available in California and high altitude counties.
**Available only in California and high altitude counties.
***Not available in high altitude counties.

STANDARD INTERIOR FEATURES
Standard Ventura Features
New styled seats in cloth. Deluxe cushion 3-spoke steering wheel with soft center and rim. New sporty Grand Prix-style instrument cluster. Front door dome light switches. Front and rear armrests. Single-buckle seat and shoulder belt system. Low level body ventilation. Speedometer graduated in kilometers per hour as well as miles per hour (odometer registers miles). Quick fluid-on-demand windshield washer. Nylon-blend, cut-pile carpeting. Rear door stops (available only on 4-door models).
Hatchback model includes: folding rear seat. Fully trimmed side walls in cargo area. Hydropneumatic-assisted hatchback panel-lift mechanism. Stowaway spare tire under hinged load floor.

Special Ventura SJ Features
New full-width diamond pattern seats upholstered in cloth and Morrokide or all-Morrokide trim (bucket seats available). Added acoustical insulation. Instrument panel assist strap. New luxury cushion steering wheel in matching interior colors. Cigar lighter. Dome lamp switches on all doors. Day/night inside rearview mirror. Load floor carpet (only on Hatchback models). Padded door trim with map pockets. Vinyl woodgrain applique on instrument panel.

DIMENSIONS (inches)	2-door Coupe	2-door Hatchback	4-door Sedan
Overall length	199.6	199.6	199.6
Overall width	72.4	72.4	72.4
Wheelbase	111.1	111.1	111.1
Track, front/rear	61.2/59.0*	61.2/59.0*	61.2/59.0*
Head room, front/rear	38.5/36.3	38.5/36.3	39.5/36.5
Leg room, front/rear	41.7/33.2	41.7/33.2	41.7/34.9
Shoulder room, front/rear	56.6/55.3	56.6/55.3	56.6/56.7
Hip room, front/rear	53.3/44.8	53.3/44.8	53.3/46.4

*61.8/59.0 on SJ

CAPACITIES
Fuel tank—20.5 (gals.)
Cooling system—13.7 qts. (V-6)
Oil, less filter refill—4.0 qts.

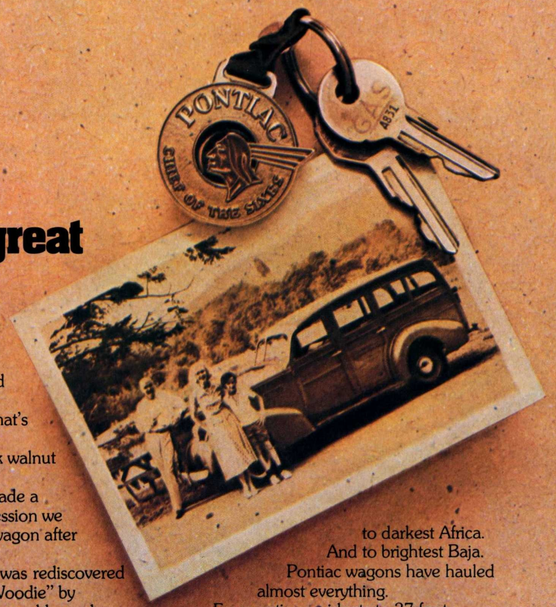
STANDARD EXTERIOR FEATURES
Standard Ventura Features
New grille and front end styling. Energy-absorbing front and rear bumpers. Hubcaps with Pontiac crest.

Special Ventura SJ Features
Deluxe wheel covers. Distinctive tail lamps and rear end styling. Stand-up hood ornament and windsplit molding. Extra-wide ribbed rocker panel moldings and extensions. Wheel opening and side window molding.

STANDARD CHASSIS FEATURES
Standard Ventura Features
Front disc, rear drum brakes. Stowaway spare tire (Hatchback only). High Energy Electronic Ignition. Catalytic converter. E78-14 blackwall tires.

POPULAR EQUIPMENT AVAILABLE
Radial tires with Radial Tuned Suspension including ER78-14 black/white optional—FR78-14 black, white or white letter optional, and specifically tuned suspension components. Rally RTS Handling Package including large front stabilizer bar and rear stabilizer bar, and FR78-14 black steel-belted radial tires (whitewall and white letter available). Variable-ratio power steering. Power front disc brakes. Power windows. Power door locks. Controlled-cycle windshield wiper system. Swing-out rear quarter windows (only on 2-door models). Cruise control (with V-6, V-8 and Turbo Hydra-matic only). Custom air conditioning. New luxury cushion steering wheel (standard on Ventura SJ models). Formula Steering Wheel (available on all models with tilt steering wheel). New custom finned wheel covers. Rally II or body-colored Rally II wheels with trim rings. Deluxe wheel covers (available on Ventura). Trim rings available on Venturas with hubcaps. Landau vinyl top (2-door coupe only). Console with bucket seats only. Elegant custom full-width seats (standard on SJ models). Luxury bucket seats (available on SJ models). All-vinyl bucket seats. Left-hand and right-hand remote control sport mirrors. AM/FM Stereo Radio, AM/FM Radio or AM Radio. New CB radio. Left-hand remote control chrome mirror. Non-glare rearview mirror. Visor vanity mirrors (right visor lighted or unlighted). Tilt steering wheel (not available on models with manual column-shift transmissions). Rear window defogger. Lamp package including ash tray lamp, instrument panel courtesy lamp, glove compartment lamp and trunk lamp. Rally gauge cluster with clock or fuel economy indicator or tachometer and clock. Saf-T-Track rear axle. Engine block heater. Heavy-duty radiator. Dual horns. Heavy-duty battery. Convenience accessories including soft-ray glass for all windows, custom pedal trim plates, electric clock, floor mats and stowaway spare tire (standard on Hatchback models). Protection accessories including infant baby carrier, child safety seat.

PONTIAC'S '77 SAFARIS. They carry more than a great tradition.



Pontiac's tradition of great wagons began in 1939 with our very first. It was an 8-passenger beauty with running boards and curb-high floors. And it was constructed mostly of wood. That's right—wood. A wooden body, jointed like a cabinet. And thick walnut or mahogany paneling.

Needless to say, that first wagon made a favorable impression. An impression we kept vivid with one great new wagon after another.

Pontiac's early wood-sided wagon was rediscovered in the 1950s. And renamed "Woodie" by California surfers. They found our old wood-siders ideal for hauling their boards.

In 1955, Pontiac introduced the first Safari wagon. Powered by an "ultra-modern" Strato-Streak V-8.

Pontiac produced their first small economy wagon in 1961. Its name was Tempest. And it featured a revolutionary 4-cylinder engine.

Pontiac also produced the first wagons with high performance engines. The first with column-shift transmission. And the first wagons specifically designed—with special axles and stabilizers—for heavy-duty trailering.

Over the years, our Safaris have been on real safaris to darkest Africa. And to brightest Baja.

Pontiac wagons have hauled almost everything.

From antique widgets to 37-foot snakes. One man even discovered he could fit over 10,000 ping-pong balls into one of our wagons.

For almost four decades, Pontiac wagons have carried on a great tradition. A tradition of engineering. Of styling. Of innovation.

And we aren't stopping now. For 1977, a great tradition gets even greater...

THE FULL SIZED SAFARIS. Pontiac at its most accommodating.

It isn't fair to compare the full-sized '77 Safaris with other wagons. Past or present. Because these Safaris are totally new. Virtually every component has been redesigned, and re-engineered for a changing world. So that these new Safaris represent the most advanced new thinking in almost 40 years of full-sized Pontiac wagons.

And these wagons were born beautiful.

They offer beautiful roadability.

With a new 5-litre (301 CID) V-8 engine†.

And beautiful loadability. With our great new 3-way tailgate.

For 1977, Pontiac offers two all-new full-sized Safaris that answer every wagon need. Beautifully.

GRAND SAFARI.

How do you describe the 1977 Grand Safari?

It's a totally new station wagon. Trimmer on the outside. Space efficient. Yet, it offers more front headroom and more rear seat legroom than last year's Grand Safari.

And that added roominess is lavishly decorated. With a soft-cushion steering wheel. Custom, full-width seats of supple Morrokide. And plush, cut-pile carpeting that even floods out of the passenger area into the cargo compartment and halfway up the sides if you so specify.

The cargo compartment is *very* spacious. 87.3 cubic feet of spacious. There's enough room back there



Strictly first-class accommodations. The 1977 Grand Safari.



The practical approach to full-sized wagons. The 1977 Catalina Safari.

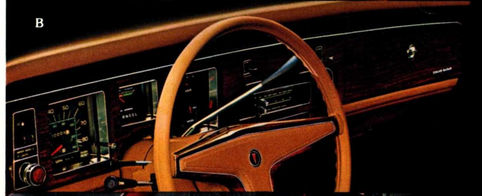
to handle a whole flap-jack stack of 4' x 8' plywood.
And the cargo hold holds a couple of other surprises. Two lockable stowage compartments. One is strictly above-board, in the quarter panel. And the other is a secret underfloor affair.
Which brings us to the nifty new tailgate. It opens three ways. Making it three ways easier for you to unload life's little burdens.
There's enough seating in the Grand Safari for Junior's baseball team. If you order the available third seat.
And enough power to move them, too. Grand Safari has our new 5.0 litre (301 CID) V-8†. Plus Turbo Hydra-matic. Power steering. Power front disc brakes. All standard. A new 6.6 litre (400/403 CID) V-8 is available.
The instrument panel on the Grand Safari is a new design that offers easy readability of gauges. And underneath, improved serviceability—with a new easily detachable service assembly.
Speaking of serviceability, you'll appreciate the compact new heating and cooling module. It's specially engineered for easy access.
If the Grand Safari is the height of newness inside, it also looks the part outside. With a stylish new grille. New deluxe wheel covers. And new simulated woodgrain siding that you'd swear was mahogany.
Inside and out, Grand Safari redefines the full-size wagon.

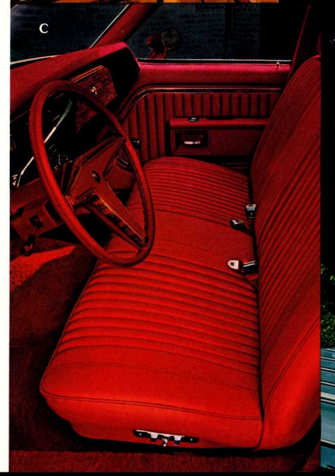
CATALINA SAFARI.

The Catalina Safari isn't quite as elaborate as the Grand Safari. But neither is its price.
The Catalina Safari *does* share many of the same features. Like the more-than-ample cargo hold. Our new 3-way tailgate. Not to mention the new roominess.
It sports the same new 5.0 litre engine†. The same Radial Tuned Suspension and High Energy Electronic Ignition. The same new diagnostic connectors under the hood.
These are the things that make Catalina Safari so appealing. These—and one exclusive feature: its price.
The all-new Grand Safari and Catalina Safari. When it comes to full-sized excitement in a wagon, nobody's got it like Pontiac's got it.

†*See Facts and Figures page for availability.*











A. Full-width full-dress 60/40 seating in luxurious Morrokide is available on the Grand Safari. Shown here in buckskin.

B. Safari puts on a dashing display if you order its well-arrayed gauge cluster and new cushioned steering wheel.

C. The Catalina Safari is well-seated in supple Morrokide. Shown here in firethorn.

D. Get a load of Safari's ingenious new 3-way tailgate.

E. Pontiac's new rooftop carrier with integral air deflector adjusts to almost everything. Available on Grand Safari and Catalina Safari.

F. Stow away your valuables in two new lockable stowage compartments. Standard on both full-sized Safaris.



The Grand LeMans Safari. Full-sized luxury in a mid-sized wagon.

THE LE MANS SAFARIS.

The sporty good looks of a mid-sized Pontiac in two new wagons that can really deliver the goods.

A lot of station wagons are nothing more than station wagons. They do what they're supposed to do—haul people and things. But they don't do it with very much enthusiasm.

Then there's the Grand LeMans Safari. Pontiac's most luxurious mid-sized wagon.

Not just luxurious. But sporty, as well. In its full-width Morrokide seating. Its new soft-cushion steering wheel. And its plush cut-pile carpeting—on the floor, on the doors and even on the cargo floor if you so specify.

Outside, it's the same happy story. A bold new grille. Hood ornament and windsplit molding. Rich simulated woodgrain siding. And generous dashes of color and trim.

Yes, the Grand LeMans Safari has the power to draw crowds. And the power to leave crowds behind—with its new 5.0 litre (301 CID) V-8†.

Yet the Grand LeMans is still every bit a station wagon. With 85.1 cubic feet of cargo space. Ample space for puptents or peatmoss or whatever.

And to help you unload your whatever, it has an easy-lift tailgate.

If the Grand LeMans sounds too rich for your blood, consider the LeMans Safari.

It's priced a bit lower. But it's just as capable and dependable. Just as spacious. And it corners just as well—with Pontiac's Radial Tuned Suspension.

Both LeMans Safaris offer a host of available features. From Rally II Wheels to automatic temperature control air conditioning. Even a Citizens Band radio.

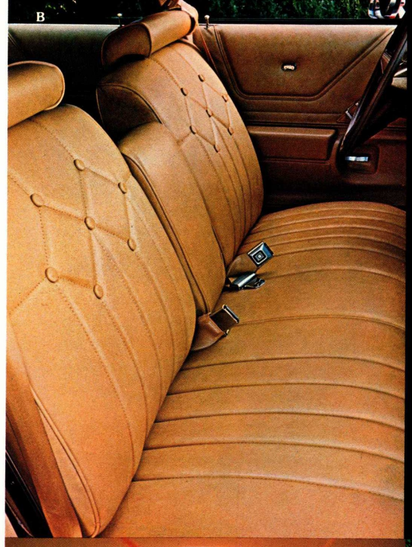
The Grand LeMans Safari. The LeMans Safari. Two mid-sized wagons that turn every delivery into a very special delivery.

†See Facts and Figures page for availability.

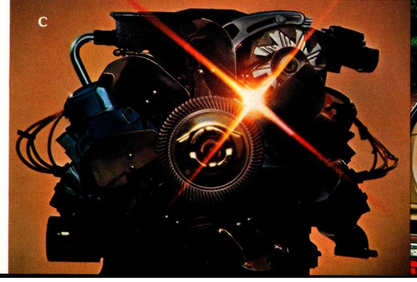
A



B



C



D



A. The LeMans Safari is loaded with some of Pontiac's best features before it's loaded with yours. Exterior features include a stylish new grille and dual rectangular headlamps.

B. You're sitting pretty in custom full-width seats, available on LeMans Safari.

C. With a new 5.0 litre (301 CID) V-8†, the LeMans Safaris can really haul.

D. There's loads of excitement in the LeMans Safaris, with over 85 cubic feet of cargo space.

THE ASTRE SAFARIS.
Inside this sporty little road machine a station wagon is lurking.

46.6 cubic feet of station wagon. That's the kind of space a growing family needs. For playpens. And tricycles. And sleds.

Astre Safari also has the other station wagony things that you expect from any Safari. An easy-to-fold-down rear seat. Carpeting in the cargo hold. And available wood-grain vinyl side-panels.

But Astre Safari's usefulness doesn't intrude upon its sportiness. Here's one small wagon that's always ready to rally.

Our new Astre Safari Formula displays more than a little macho. With body-colored Rally Wheels. Rally gauges and tach. Some snazzy sport mirrors. And some equally snazzy body trim.

Even Pontiac's Radial Tuned Suspension is standard on the Formula.

Beneath its rugged good looks, every Astre Safari sports a rugged new engine. Its a cast-iron 2.5 litre (151 CID) 4-cylinder†—and a Pontiac exclusive.

The interior of these wagons say sportiness, too. With a new deluxe cushioned steering wheel. Thick, cut-pile carpeting. And contoured front buckets—in long-lasting Morrokide. All very high-toned. (For a closer look at these features, see the Astre section of this catalog.)

For 1977, the Astre Safaris are two very sporty little road machines. That just happen to be station wagons.

†See Facts and Figures page for availability.



The 1977 Astre Safaris. There's big league sportiness in these two little wagons.

Facts and Figures

FULL-SIZED MODELS
Grand Safari 2-Seat Wagon
Catalina Safari 2-Seat Wagon

POWER TEAMS
Standard Engines:
5.0 litre (301 CID) 2-bbl. V-8.*
5.7 litre (350 CID) 4-bbl. V-8.*
Available Engine:
6.6 litre (400/403 CID) 4-bbl. V-8.**
Standard Transmission:
Turbo Hydra-matic.

*Not available in California or high altitude counties.
**Mandatory base engine in Calif. and high altitude counties.

STANDARD INTERIOR FEATURES
Standard Catalina Safari Features

Exciting new design for more headroom and rear seat legroom than last year's Catalina Safari. Fashionable new deluxe cushion steering wheel. Convenient column-mounted dimmer switch. Simulated rosewood applique on instrument panel trim plate. Speedometer graduated in kilometers per hour as well as miles per hour (odometer registers miles). All-Morrokide interior trim. High-low level body ventilation. Ash tray lamp. Convenient inside hood release. Nylon-blend, cut-pile carpeting. Lockable floor and side compartments. Spare tire removal assist strap. Single-buckle seat and shoulder belt system.

Special Grand Safari Features

Dome light switches conveniently located on all doors. Electric clock. New door trim panels. Instrument panel courtesy lamp. Available custom-style seats. Pull straps on doors.

STANDARD EXTERIOR FEATURES
Standard Catalina Safari Features

New body-colored inserts in door handles. New 3-way tailgate. Opens like a door with window up or down; opens like a tailgate with window down. Power-operated tailgate window for easy access. Energy-absorbing front and rear bumpers. Front and rear protective bumper strips. Hood rear edge moldings. Rocker panel moldings. Wheel opening and window frame moldings.

Special Grand Safari Features

Distinctive new Bonneville front end styling. Standard simulated woodgrain Safari siding. Hood ornament and windsplit molding. New deluxe wheel covers. Sporty wraparound park and signal lamps.

STANDARD CHASSIS FEATURES

Variable-ratio power steering. Power front disc brakes, rear drum brakes. Radial Tuned Suspension with HR78-15 GM specification steel-belted radial tires. Tuned frame for smooth ride. Front and rear computer-selected coil-spring suspension. High Energy Electronic Ignition, catalytic converter and transmission torque converter.

MID-SIZED MODELS
Grand LeMans Safari 2-Seat Wagon
LeMans Safari 2-Seat Wagon

POWER TEAMS
Standard Engines:
5.0 litre (301 CID) 2-bbl. V-8.*
5.7 litre (350 CID) 4-bbl. V-8.**
Available Engine:
6.6 litre (400/403 CID) 4-bbl. V-8.
Standard Transmission:
Turbo Hydra-matic.

*Not available in California and high altitude counties.
**Mandatory base engine in California and high altitude counties.

STANDARD INTERIOR FEATURES
Standard LeMans Safari Features

New deluxe cushion 3-spoke steering wheel. Simulated rosewood applique on instrument panel trim plate. Speedometer graduated in kilometers per hour as well as miles per hour (odometer registers miles). All-Morrokide interior trim. Nylon-blend, cut-pile carpeting. Single-buckle seat and shoulder safety belt system. Stowage compartment under cargo load floor. Textured cargo floor. High-low level body ventilation. Spare tire removal assist strap.

Special Grand LeMans Safari Features

New full-width vinyl seats with vertical piping. New luxury cushion steering wheel. Grand LeMans interior door trim and instrument panel. Convenient pull straps on all doors. Dome lamp switches on all doors. Added acoustical insulation. Carpeted lower door panels. Padded upper panels. Electric clock.

STANDARD EXTERIOR FEATURES
Standard LeMans Safari Features

Stylish new grille. Dual rectangular headlamps. Wraparound front parking lamps. Concealed wipers. Lift-type tailgate. Energy-absorbing front and rear bumpers. Front bumper guards.

Special Grand LeMans Safari Features

Stylish woodgrain siding. Hood windsplit molding and stand-up hood ornament. Body-colored inserts in outside door handles. Dual horns. Grand LeMans grille. Hood rear edge, windowsill and wheel opening moldings.

STANDARD CHASSIS FEATURES

Power front disc brakes, rear drum brakes. Power steering. Radial Tuned Suspension with HR78-15 GM specification steel-belted radial tires. Computer-selected springs. Perimeter frame for smooth, tuned ride. 4-wheel coil spring suspension.

SUBCOMPACT MODELS
Astre 2-Seat Safari Wagon
Astre 2-Seat Formula Safari Wagon

POWER TEAMS
Standard Engines:
2.5 litre (151 CID) 2-bbl. 4-cyl.*
2.3 litre (140 CID) 2-bbl. 4-cyl.
Standard Transmissions:
4-Speed manual floor shift.**
Turbo Hydra-matic.***

DIMENSIONS (inches)	Grand Safari & Catalina Safari	Grand LeMans & LeMans Safari	Astre Formula Safari & Astre Safari
Wheelbase	115.9	116.0	97.0
Overall length	214.7	215.4	177.6
Overall width	75.4	77.4	65.4
Front tread	62.1	61.6	55.2
Rear tread	64.1	61.1	54.1
Cargo volume (cu. ft.)	87.3	85.1	46.6
Underfloor compartment 2-seat (cu. ft.) (est.)	N.A.	9.8	N.A.
Underfloor compartment 3-seat (cu. ft.) (est.)	4.7	5.8	—
Length of cargo space at floor	90.7	90.2	65.3
Top of front seatback to closed tailgate	83.8	82.9	57.2
Minimum distance between wheelhouses at floor	48.6	44.5	42.5
Rear-end opening width at belt	48.5	62.8	47.0
Maximum cargo height	30.3	30.1	28.6
Maximum height at rear opening (tailgate open)	29.0	27.4	25.7

CAPACITIES	Grand Safari & Catalina Safari	Grand LeMans & LeMans Safari	Astre Formula Safari & Astre Safari
Fuel tank	22.5 gals.	22.0 gals.	16.0 gals.
Cooling system	20.9 qts. (5-litre V-8) 15.1 qts. (5.7-litre V-8)	21.9 qts. (5-litre V-8) 21.0 qts. (5.7-litre V-8)	10.7 qts. (2.5-litre 4) 7.0 qts. (2.3-litre 4)
Oil, less filter refill	5.0 qts. (5-litre V-8) 4.0 qts. (all others)	5.0 qts. (5-litre V-8) 4.0 qts. (5.7-litre V-8) 5.0 qts. (6.6-litre V-8)	3.0 qts. (2.5-litre 4) 3.5 qts. (2.3-litre 4)

Available Transmissions:
Turbo Hydra-matic, 5-speed manual floor shift.

*Only with automatic transmission in Calif.; not available in high altitude counties.
**Not available in California ***Mandatory in California

STANDARD INTERIOR FEATURES
Standard Astre Safari Features

New deluxe cushion 3-spoke steering wheel. Simulated rosewood applique on instrument panel trim plate. Nylon-blend, cut-pile carpeting. Front bucket seats in Morrokide. Speedometer graduated in kilometers per hour as well as miles per hour. Single-bucket seat and shoulder belt system.

Special Astre Formula Safari Features

Rally gauges and tachometer.

STANDARD EXTERIOR FEATURES
Standard Astre Safari Features

New stylish grille and distinctive Pontiac front end. Anodized aluminum front and rear bumpers with energy-absorbing mounting system. Hubcaps with Pontiac emblem. Bright windshield, side window, rear quarter window, rear window and roof drip moldings. A78x13 black bias-ply tires.

Special Astre Formula Safari Features

Black lower body with harmonizing stripes. BR78x13 blackwall radial tires. Body-colored Rally wheels and sport mirrors. Black-painted grilles. Tailgate air deflector. Blacked-out rear end panel. Formula identification.

STANDARD CHASSIS FEATURES
Standard Astre Safari Features

Front disc brakes with audible wear indicators, rear drum brakes. Computer-selected springs. Integral body frame. 4-wheel, coil-spring suspension. A78x13 black bias-belted tires. High Energy Electronic Ignition. Catalytic converter.

Special Astre Formula Safari Features

Rally Radial Tuned Suspension including specifically tuned components and front and rear stabilizer bars.

POPULAR EQUIPMENT AVAILABLE

Third seat on all but Astre wagons. Luggage racks. Safari woodgrain siding (Astre only—std. on Grand Safari and Grand LeMans Safari). AM/FM or AM/FM stereo radio. Digital clock (only on Catalina and Grand Safaris). Custom air conditioning (with automatic temperature control on all but Astre wagons). Six-way power seat (not avail. on Astre wagons). Astre Formula Safari package includes rally gauges and tachometer, black lower body with "Formula" lettering, body striping, sport mirrors, Rally RTS Handling Package, BR78-13 black radial tires and more. Astre Custom Seat Option includes custom front and rear seats in cloth or Morrokide. (Luxury interior trim also available.) Custom notchback full-width and 60/40 seats in all wagons except Astre. We invite you to see your Pontiac dealer for further information about these and many other options.

1977 Pontiac Colors

A 11—CAMEO WHITE
Available all Pontiac models.
Recommended interior colors: Black, White, Blue, Buckskin, Firethorn, Green

B 50—CREAM GOLD
Available LeMans, LeMans Safari, LeMans Sport Coupe, Grand LeMans, Grand LeMans Safari, Grand Prix, Grand Prix SJ, Grand Prix LJ, Catalina, Catalina Safari, Bonneville, Bonneville Brougham and Grand Safari models.
Recommended interior colors: Black, White, Buckskin

C 51—GOLDENROD YELLOW
Available Astre, Astre Safari, Sunbird, Ventura, Ventura SJ and Firebird models.
Recommended interior colors: Black, White, Buckskin

D 61—MOJAVE TAN
Available all Pontiac models except Trans Am.
Recommended interior colors: Black, White, Buckskin

E 63—BUCKSKIN METALLIC
Available all Pontiac models except Astre and Trans Am.
Recommended interior colors: Black, White, Buckskin

F 78—MANDARIN ORANGE
Available all Pontiac models except Trans Am.
Recommended interior colors: Black, White, Buckskin

G 69—BRENTWOOD BROWN
Available all Pontiac models.
Recommended interior colors: Black, White, Buckskin

H 37—CORDOVAN MAROON
Available Grand Prix SJ and LJ, Catalina, Bonneville, Bonneville Brougham Coupes and Sedans (lower two-tone only).
Recommended interior colors: Black, Firethorn

I 36—FIRETHORN RED
Available all Pontiac models except Trans Am.
Recommended interior colors: Black, White, Firethorn

J 72—ROMAN RED
Available LeMans, LeMans Safari, LeMans Sport Coupe, Grand LeMans, Grand LeMans Safari, Grand Prix, Grand Prix SJ, Grand Prix LJ, Catalina, Catalina Safari, Bonneville, Bonneville Brougham and Grand Safari models.
Recommended interior colors: Black, White

K 75—BUCCANEER RED
Available Astre, Astre Safari, Sunbird, Ventura, Ventura SJ and Firebird models.
Recommended interior colors: Black, White

L 64—FIESTA ORANGE
Available Astre models only.
Recommended interior colors: Black, White, Buckskin

M 13—STERLING SILVER
Available all Pontiac models.
Recommended interior colors: Black, White, Firethorn

N 22—GLACIER BLUE
Available all Pontiac models except Astre and Trans Am.
Recommended interior colors: Black, White, Blue

O 15—DARK CHARCOAL
Available Grand Prix SJ and LJ, Catalina, Bonneville, Bonneville Brougham Coupes and Sedans (lower two-tone only).
Recommended interior colors: Black, Firethorn

P 44—BAHIA GREEN
Available all Pontiac models except Astre and Trans Am.
Recommended interior colors: Black, White, Buckskin, Green

Q 21—LOMBARD BLUE
Available Astre models only.
Recommended interior colors: Black, White

R 29—NAUTILUS BLUE
Available all Pontiac models except Trans Am.
Recommended interior colors: Black White, Blue

S 38—AQUAMARINE
Available Astre, Astre Safari, Sunbird, Ventura, Ventura SJ and Firebird models except Trans Am.
Recommended interior colors: Black, White

T 48—BERKSHIRE GREEN
Available LeMans, LeMans Safari, LeMans Sport Coupe, Grand LeMans, Grand LeMans Safari, Grand Prix, Grand Prix SJ, Grand Prix LJ, Catalina, Catalina Safari, Bonneville, Bonneville Brougham and Grand Safari models.
Recommended interior colors: Black, White, Buckskin, Green

U 32—ROYAL LIME
Available Astre models only.
Recommended interior colors: Black, White

V 19—STARLIGHT BLACK
Available all Pontiac models.
Recommended interior colors: Black, White, Blue, Buckskin, Firethorn, Green



SPECIFIC TWO-TONE COLORS

Available on Grand Prix LJ and SJ, Catalina, Bonneville and Bonneville Brougham coupes and sedans. Features exclusive two-tone exterior with special striping. Also included on Grand Prix SJ and LJ models — Cordova Top in either full or Landau styling.

Order Code	Two-tone Colors Lower	Upper	Recommended Interior Colors	Recommended Cordova Top Colors	Stripe Colors
15L/13U	Dark Charcoal	Sterling Silver	Black or Firethorn	Silver	Bright Red & Charcoal
19L/13U	Starlight Black	Sterling Silver	Black or Firethorn	Silver	Bright Red & Charcoal
29L/22U	Nautilus Blue	Glacier Blue	Black or Blue	Blue	Gold & Dark Blue
37L/36U	Cordovan Maroon	Firethorn Red	Black or Firethorn	Firethorn	Gold & Cordovan Maroon
48L/44U	Berkshire Green	Bahia Green	Buckskin or Green	Green	Gold & Medium Green
69L/61U	Brentwood Brown	Mojave Tan	Buckskin	Buckskin	Gold & Buckskin

Shown on the cars and described in this catalog are some of the many options and accessories offered by Pontiac. They're available at extra cost and well worth it in driving domfort and convenience. Pontiac Motor Division of General Motors Corporation reserves the right to make changes at any time, without notice, in colors, equipment, specifications, prices and models—and also to discontinue models. The right is also reserved to change any specifications, parts or equipment at any time without incurring any obligation to equip same on cars built prior to date of such change.

Pontiac Motor Division, General Motors Corporation, One Pontiac Plaza, Pontiac, Michigan 48053.

PONTIAC GM

TWO-TONE COMPATIBILITY CHART

Two-tone not available on Pontiac Astre, Sunbird, Firebird and Grand Prix models. For Grand Prix SJ and LJ, Catalina, Bonneville and Bonneville Brougham coupes and sedans, see Specific Two-tone Color Chart, Starlight Black or Cameo White upper only available on Catalina, Bonneville and Bonneville Brougham 2-door coupes.

Recommended two-tone for all other models:	
11—Cameo White	19,22,29
13—Sterling Silver	11,19
19—Starlight Black	11,13
22—Glacier Blue	11,19,29
29—Nautilus Blue	11,22
36—Firethorn Red	11,19
38—Aquamarine	11
44—Bahia Green	11,19
48—Berkshire Green	11,44
50—Cream Gold	11,19
51—Goldenrod Yellow	11
61—Mojave Tan	11,19
63—Buckskin Metallic	11,61
69—Brentwood Brown	11,61,63
72—Roman Red	11,19
75—Buccaneer Red	11
78—Mandarin Orange	11,19

1977 Pontiac Safety Features

OCCUPANT PROTECTION

Seat belts with pushbutton buckles for all passenger positions
Two front combination seat and inertia reel shoulder belts for driver (with reminder light and buzzer) and right front passenger
Energy absorbing steering column
Passenger guard door locks
Safety door latches and hinges
Folding seat back latches
Energy absorbing padded instrument panel and front seat back tops*
Contoured windshield header
Thick laminate windshield
Safety armrests
Safety steering wheel

*Including intermediate seat back tops on three-seat station wagons

ACCIDENT PREVENTION

Side marker lights and reflectors
Parking lamps that illuminate with headlamps
Four way hazard warning flasher
Backup lights
Lane change feature in direction signal control
Windshield defrosters, washer and dual speed wipers
Wide view inside mirror (vinyl edged, shatter resistant glass and deflecting support)
Outside rear view mirror
Dual master cylinder brake system with warning light
Starter Safety Switch
Dual action safety hood latches (front opening hoods)

ANTI-THEFT

Anti-theft ignition key reminder buzzer
Anti-theft steering column lock