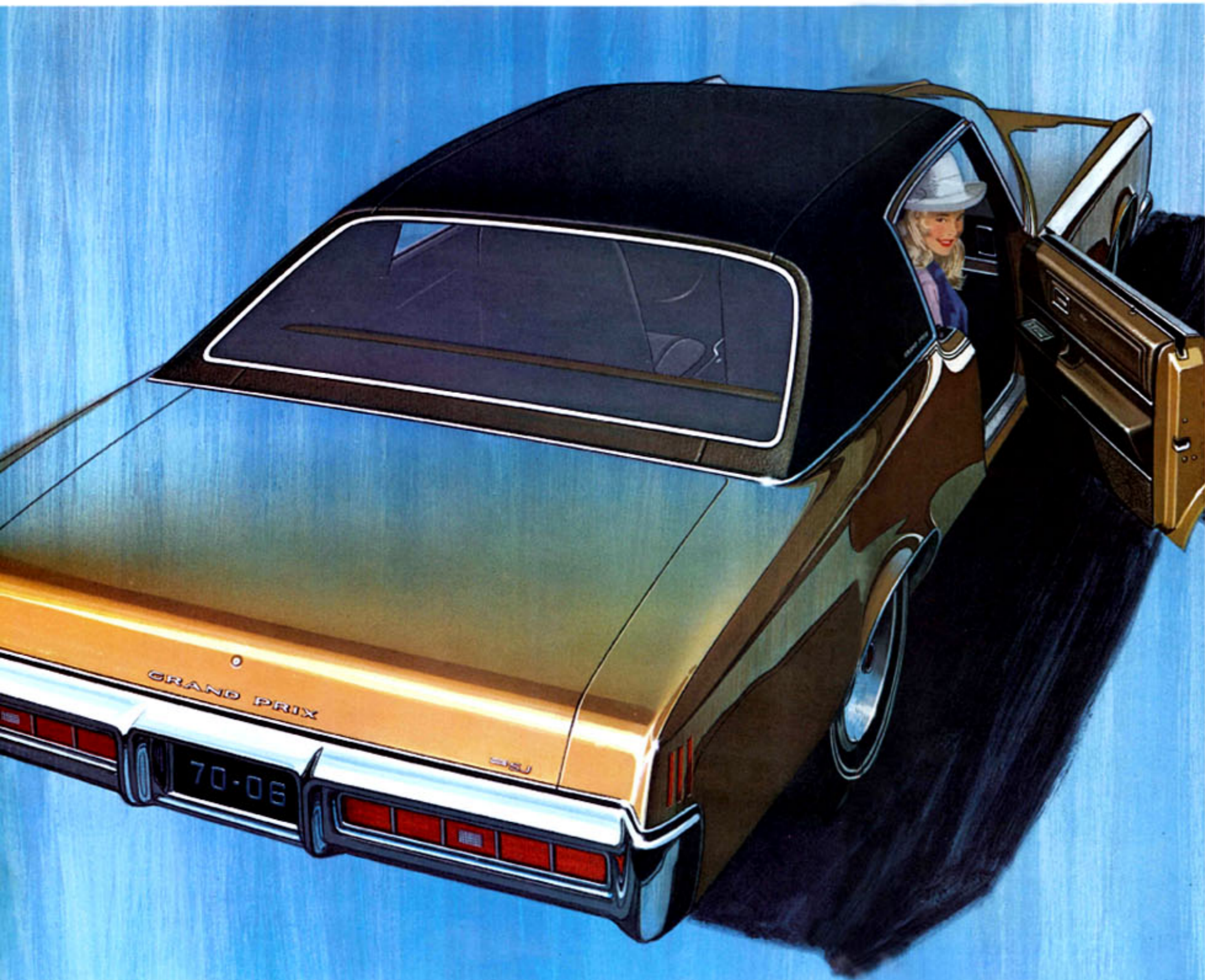


Pontiac Grand Prix 70

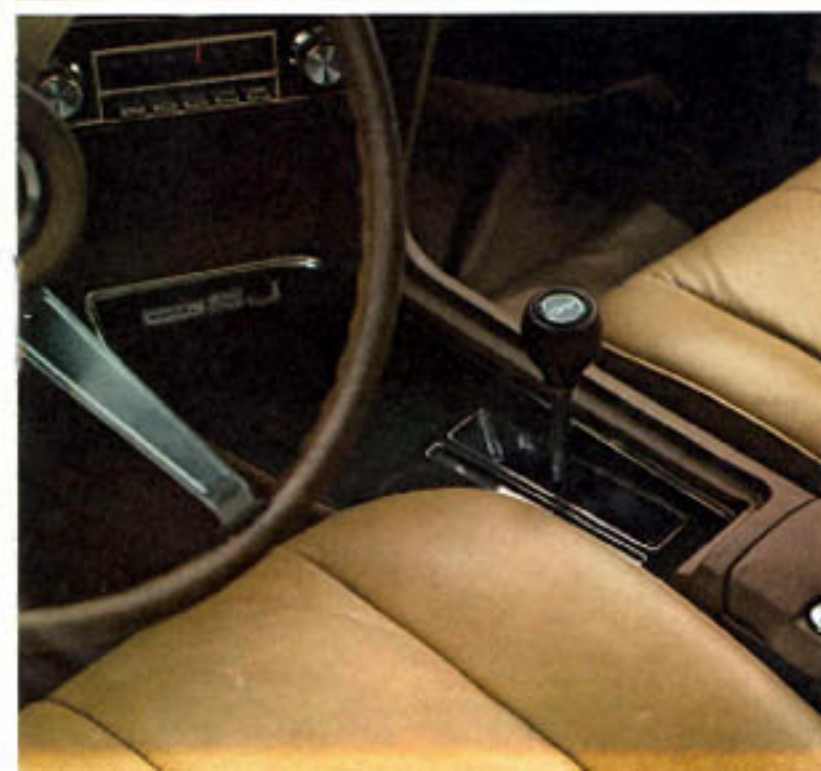




What you're looking at is more than a car. It's a statement of philosophy. A 4,000-lb. treatise on how Pontiac goes about the business of building a luxury car. And the message is quite clear. We don't build a "luxury" car. We build a performance car, then we make it luxurious. Beauty without frills. Comfort without boredom. Luxury with spirit. This is the way luxury is going to be. This is the 1970 Grand Prix.



Beauty without frills. It's something you don't see much of these days . . . at least not on American roads. But you see it everywhere on Grand Prix. Its lines are honest, its appearance is unadorned. Just a few clean strips of chrome around windows and wheel wells, and on the rocker panels. No front vent windows to interrupt the smooth sweep of glass. No bulging door handles to mar the sleek expanse of steel. Windshield wipers are recessed, out of view. Even the radio antenna is out of sight, hidden in the windshield.



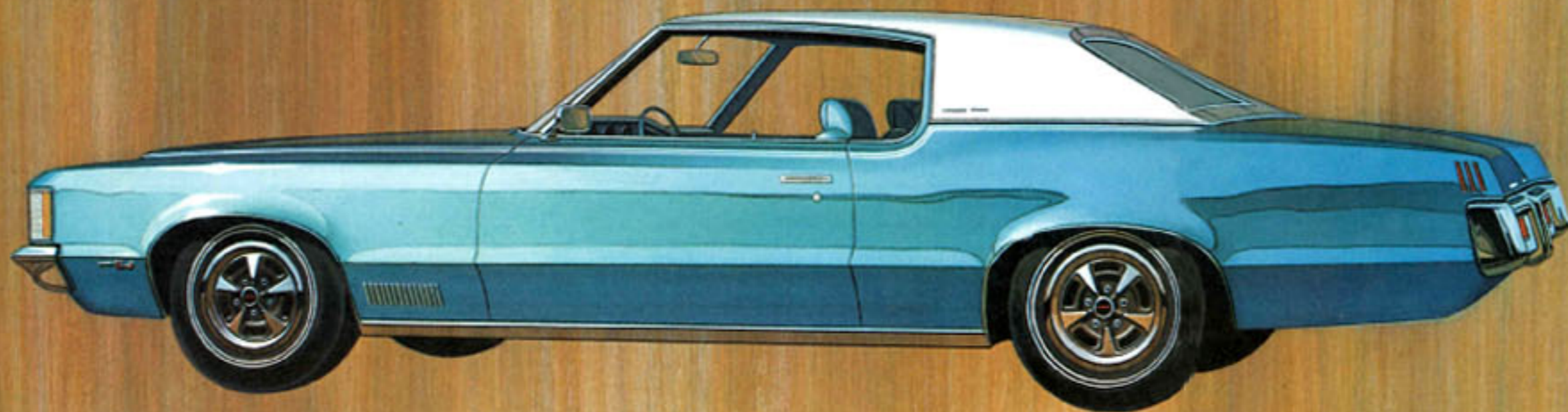
Comfort without boredom. It's not what you've come to expect from luxury-car interiors. But we're not about to dull a driver's senses with a lot of fluff and nonsense.

So if you want a long and loungey front bench seat, you'll have to order it. Because the standard seating in this luxury car is of the sports variety. Only more so. It's a cockpit. With richly padded buckets. Covered with your choice of knitted vinyl and Morrokide or cloth and Morrokide. Either one standard. (Perfectionists can order genuine leather as shown opposite.)

Between buckets there's a vinyl-covered console, which houses a floor-mounted shift. Quite irregular. The sight of all that sitting smack in the middle of a "luxury" car may take some getting used to.

And when was the last time you saw a luxury-car instrument panel that did more than look pretty and flash lights at you? One that actually encouraged you to use it? Grand Prix's curves around in front of you and puts every gauge, control switch, and convenience right at your fingertips. How undignified.

And what do you suppose a performance-inspired, vinyl-covered steering wheel is doing in a luxury car? It's doing what the rest of Grand Prix's equipment is doing. Taking a luxury car and making it fun to drive. Shazam!

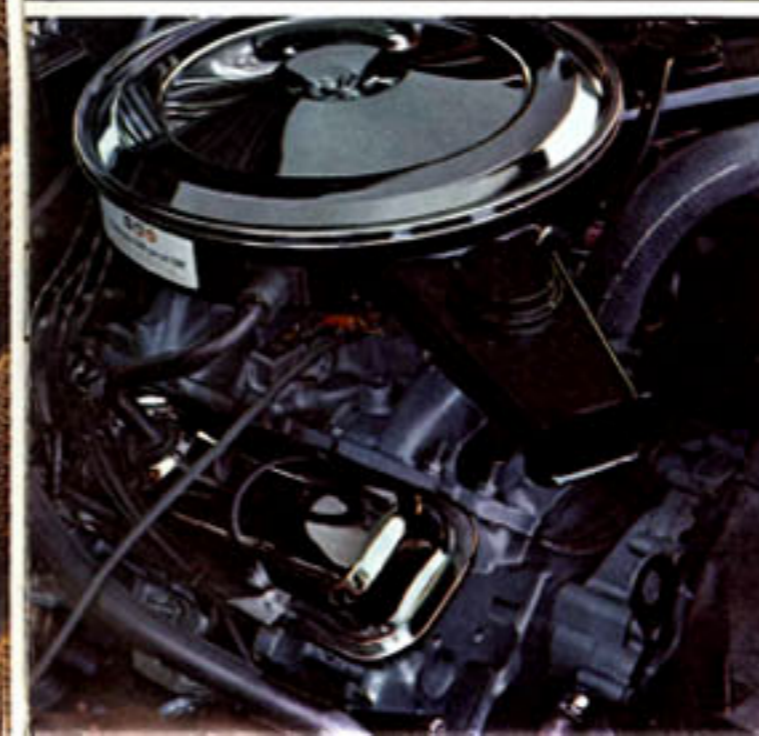


Luxury with spirit. Don't let Grand Prix's refinement fool you. Beneath that elegant exterior, G.P.'s full of heart—a 400-cubic-inch heart, to be exact. One with 4-barrel carburetion and dual exhausts. One that pumps out 350 hp. If it doesn't make your ticker beat faster, have your metabolism checked. (There's also a regular-fuel, 265-hp. job you can order, if you'd like to show some restraint.) Or order our new 455-cubic-inch, 370-hp. V-8 with 500 foot-pounds of torque, if you want to go all out.

With power plants like those, it shouldn't surprise you that Grand Prix's standard transmission is a floor-mounted, Hurst-shifted, heavy-duty, fully synchronized 3-speed. (You can also order a 4-speed.) And if you want the convenience of an automatic, but don't want to miss all the fun, don't worry. Grand Prix's available Turbo Hydramatic comes with a Rally Sports Shifter that lets you shift manually, when the spirit moves you.

No matter how many horses and how much shifting you ultimately decide on, one thing is certain . . . your ideas about luxury cars are going to change. Swiftly. Especially when you start adding equipment like variable-ratio power steering, a firm-ride package, rally gauges or a hood-mounted tachometer.

So let this serve as notice to all those overstuffed luxury cars that have had their way for so long. A new kind of luxury car is taking over. One that's a gas to drive. One called Grand Prix.



Tough as it may be to imagine, there's an even grander Grand Prix available. "SJ" by name. It's for people who take the fun of driving as seriously as we do.

The "SJ" is a mover all the way. With just the right modifications to transform a luxury-sports car into a sports-luxury car.

Like a 455-cube, 370-hp. V-8. (Would-be contenders to Grand Prix, match that.)

Plus the solid ride and handling of an Automatic Level Control system. Heavy-duty performance rear axle. G78 fiberglass-belted, double-striped whitewall tires. (Not to mention Pontiac's Wide-Track.)

Then there's a bit more plush. Sporty-type plush. Auxiliary gauges, convenience lamps, distinctive "SJ" ornamentation. Just nice little touches that let the folks know you've got the full boat.

When you think of it, isn't that the way you want driving to be? It is. Now. In a '70 Pontiac Grand Prix "SJ."

1970 Pontiac Safety Features

Occupant Protection

- Seat belts with pushbutton buckles for all passenger positions
- Shoulder belts with pushbutton buckles—driver and right front passenger
- Two front-seat head restraints
- Energy absorbing steering column
- Passenger-guard door locks with forward-mounted lock buttons
- Safety door latches and hinges
- Folding seat back latches
- Energy absorbing padded instrument panel and front and intermediate seat back tops
- Contoured windshield header
- Thick laminate windshield
- Padded sun visors
- Safety armrests
- Safety steering wheel

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, washers and dual-speed wipers
- Wide-view, inside, day/night mirror (vinyl-edged, shatter-resistant glass and deflecting support)
- Outside, rearview mirror
- Bias-belted fiberglass tires and tire tread wear indicators
- Dual master cylinder brake system with warning light
- Starter safety switch
- Dual-action safety hood latches

Anti-theft

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

Standard Equipment

- Power brakes, disc in front
- Circ-L-Aire heater and defroster
- Quick-response windshield washer
- Pull-type door handles
- Console glove box with side-action latch
- Slide-action windshield wiper switch
- Full, nylon-blend, loop-pile carpeting
- Map and courtesy lamps
- Glove box lamp
- Front ashtray and cigar lighter lamp
- Trunk lamp
- Cigar lighter
- Ball-bearing track ashtray
- Bright metal wheel opening moldings
- Delco-Eye energizer battery
- 26.5-gallon fuel tank
- Full-flow oil filter

- G78—14 fiberglass-belted tires
- Carpeted lower door trim
- Simulated carpathian elm burl grain on instrument panel
- Simulated burl grain styling on door inserts
- Upper-level ventilation system
- Carburetor air preheater
- Taffeta perforated headlining
- Electric clock
- Built-in armrests
- Deluxe safety steering wheel
- Rocker panel moldings
- Interior roof lamp
- Rear-seat radio speaker grille
- Deluxe wheel covers

Available Options

(Dealer- and Factory-Installed)

- Door courtesy lamps
- Custom leather trim group (includes cut pile carpeting)
- Underhood and utility lamp (reel-type)
- Headlamp delay
- Tilt steering wheel
- Formula steering wheel
- Custom sport steering wheel
- Dome reading lamp
- Rear lamp-monitoring system
- Cordova top
- 7-blade, thermostatically controlled fan (standard with air conditioning)
- Instant-Aire pump for tires, camping paraphernalia, etc.
- Improved, silent electric rear-window de-fogger
- Bi-Level air conditioning, custom and automatic temperature control
- Power door locks and seat back locks
- Rear-window de-fogger (blower-type)
- Tissue dispenser
- Cruise Control system
- Low-fuel, lights "ON" and seat belt warning lamps
- Floor mats, front and rear
- Tinted glass, all around or windshield only
- Door-edge guards
- Wheels, Rally II
- Wheel covers, custom or simulated wire type
- Cornering lights
- Remote-control, outside, rearview mirror
- Limited-slip (Safe-T-Track) differential
- Firm ride and handling package
- Visor vanity mirror
- Radios: AM, AM/FM, AM/FM with FM stereo multiplex
- Stereo tape player

Standard Engine

- 400 cu. in. V-8 350 hp.—4-bbl. Carb.—Premium Fuel—10.25:1 Compression

Available Engines

- 400 cu. in. V-8 265 hp.—2-bbl. Carb.—Regular Fuel—8.8:1 Compression
- 455 cu. in. V-8 370 hp.—4-bbl. Carb.—Premium Fuel—10.25:1 Compression

Standard Transmission

- Hurst Floor Shift All-synchro, Heavy-duty 3-speed

Available Transmissions

- Floor Shift All-synchro 4-speed
- Turbo Hydra-matic

Exterior Dimensions (inches)

Overall Length	210.2
Wheelbase	118.0
Height	52.0
Overall Width	75.7
Front Tread	62.0
Rear Tread	60.0



WORD OF EXCELLENCE
Pontiac Motor Division

Shown on the cars 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 comfort and convenience. Pontiac Motor Division of General Motors Corporation reserves the right to make changes at any time, without notice, in colors, materials, specifications, parts or equipment without incurring any obligation to equip same on cars built prior to date of such change. Pontiac Motor Division, General Motors Corporation, 196 Oakland Avenue, Pontiac, Michigan 48053.

Litho in U.S.A. 9-69 500M