

Pontiac's 70's



We take the fun of driving seriously

1970. It starts on the next page. With a brand-new definition for a tired old expression — “luxury car.” Pontiac’s definition. In the next 22 pages, you’re going to see big, luxurious cars described with a whole new set of terms. You’re going to see phrases like “455 cubic inches.” “Floor-mounted, Hurst-shifted.” “Richly padded buckets.” “Cockpit.” “Fiberglass belted.” In other words, you’re going to see what happens to a luxury car — or any car — when it’s put together by people who take the fun of driving seriously.



Grand Prix Hardtop Coupe

Grand Prix

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.

Simply, this machine is a study in honesty. Pure and unadulterated. Just a few clean strips of chrome around windows and wheel wells, and on the rocker panels. There are no vent windows to interrupt the smooth sweep of glass. No bulging door handles to mar the sleek expanse of steel. The windshield wipers are recessed. Even the radio antenna is out of sight, hidden in the windshield.



But don't let all Grand Prix's refinement fool you. Beneath that elegant exterior, G. P. is full of heart—a 400-cubic-incher, to be exact. More heart? A 455-cube, 370-hp V-8 is available for you to order. (There's also a regular-fuel, 265-hp, 400-cube job you can order if you'd like to show some restraint.)

If you'd like a long and loungey front bench seat in your Grand Prix, you'll have to order it. Because the standard seating in this luxury car is of the sports variety. Only even more so. It's a cockpit. With richly padded buckets. Covered with your choice of knitted vinyl and Morrokide or cloth and Morrokide (or leather, as shown, if you so order). Between buckets, there's a vinyl-covered console which houses the floor-mounted shift. Quite irregular. As is the unique



Grand Prix SJ. Standard equipment includes a 455-cube, 370-hp V-8. Automatic level control system. Heavy-duty rear axle. G78, fiberglass-belted, double-striped whitewalls. Auxiliary gauges. Convenience lamps. "SJ" ornamentation.



G.P.'s classy knit vinyl and Morrokide upholstery.

dash that puts every gauge, control and convenience at your fingertips. That's the way driving should be. And is. In Pontiac's Grand Prix.

Standard Engine	Available Transmissions	Standard Axle Ratios	Available Axle Ratios (1)
V-8 400 cu. in. 4-bbl. 350 hp Torque: 445 lb. ft. Compression ratio: 10.25:1	3-speed (standard) 4-speed Turbo Hydro-matic	3.23:1 3.55:1 3.31:1 (2)	3.07:1 (3) 3.23:1 3.25:1
Available Engines			
V-8 400 cu. in. 2-bbl. 295 hp Torque: 397 lb. ft. Compression ratio: 8.8:1 Regular fuel	Turbo Hydro-matic	2.78:1	3.23:1
V-8 455 cu. in. 4-bbl. 370 hp Torque: 500 lb. ft. Compression ratio: 10.25:1 Premium fuel	3-speed 4-speed Turbo Hydro-matic	3.31:1 3.07:1	

(1) Special ratios for trailer hauling also available (2) Standard with air conditioning (3) Special order. Not available with air conditioning

Dimensions	Hardtop Coupe
Wheelbase	118"
Overall Length	210.2"
Overall Width	75.7"
Front Tread	62"
Rear Tread	60"
Overall Height	57.0"
Front Seat Leg Room (1)	42.4"
Rear Seat Leg Room (2)	31.6"
Front Head Room (3)	39.5"
Rear Head Room (3)	38.2"

(1) Maximum effective (2) Minimum effective (3) Seated depressed



Bonneville 4-Door Hardtop

Bonneville

Have you ever wondered how Pontiac came to name its most luxurious effort after a gruesome stretch of salt?

We direct your attention to the elegantly sculptured hood on that 1970 Bonneville. Beneath it is your answer. A brand-new, 455-cubic-inch, 360-hp V-8. With a decided lack of ceremony, it lays out 500 lb/ft of torque. Not bad for a car that hangs out at country clubs, opera houses, diplomatic functions and the like.

Which brings us to the true significance of the 1970 Bonneville. Namely, that it's the most luxurious Pontiac we've ever built. The new die-cast grille, for example. If you missed it, check around town for a good eye-man. Bonneville's "tomorrow" front end also carries surprisingly functional horn ports and neatly executed wraparound parking lamps.

And there are a few other notable refinements. Like a hidden radio antenna, retuned suspension, restyled rear end carefully protected by Endura, side moldings with the same Endura protection. Like we said . . . the most luxurious Pontiac we've ever built.

But let's not kid each other. The true measure of a luxury car is inside. Where you sit. In which case, Bonneville passes all luxury-car tests with flying colors.

The bench seats are of a high order. Heavy, heavy padding. And the amazingly improved fabric is combined with expanded Morrokide trim to create the first of two standard Bonneville interiors. The other is expanded Morrokide all the way—no fabric. About as close as chemistry has ever gotten to leather.



Bonneville's bench seat (with center armrest) upholstered in Morrokide.

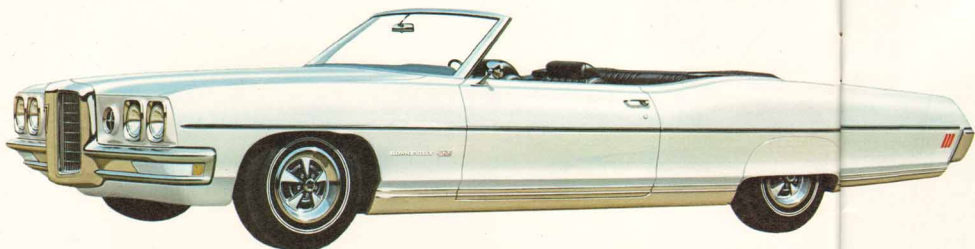


Instrument panels are almost as well-padded as the seats. And vinyl-covered, of course. With a few upper-class touches like vinyl burled-elm inserts, a clock, and lighted switches for wipers and headlights. There are armrests galore. One in the middle of the front seat. One on each front door (with exclusive pull-type door handles that are flush-mounted). And two in the back — each with its own ashtray.

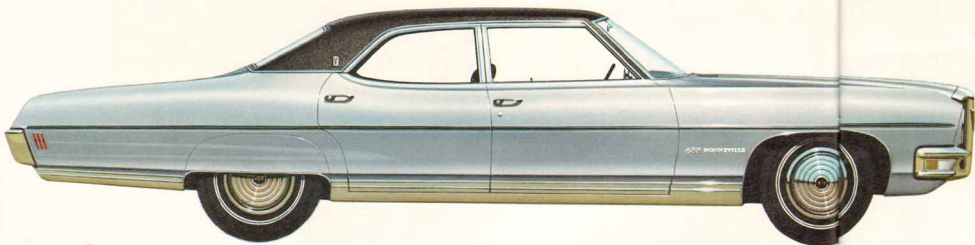
But grand as all that may be, it's just the beginning. Order the available Brougham Custom Option and ZOT! . . . ultimate Bonneville. Rampant snobbery.

You get specially foam-padded, contoured seats. (See picture, left.) Still another armrest, this one in the middle of the back seat. Cut pile carpet. Power windows. Special interior and exterior trim. And

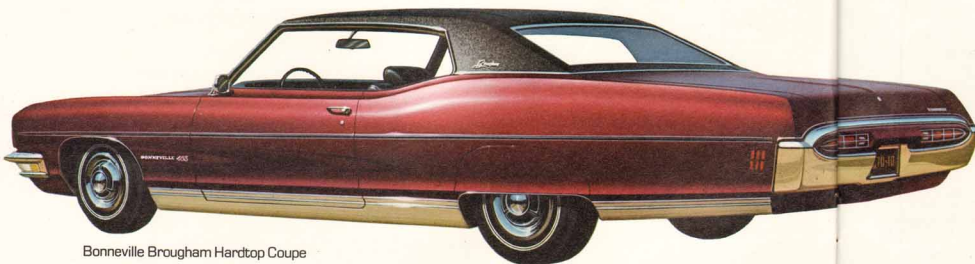




Bonneville Convertible



Bonneville 4-Door Sedan



Bonneville Brougham Hardtop Coupe



Fabric and Morrokide are the decor for this Bonneville notch-back seat.

some brand-new nifties: two rear-passenger assist straps, and an available 60/40 front seat (power-operated bucket for the driver's 40%, plush bench seat for the other 60%).

Still hungry? There's still more. You know where to find it.

Standard Engine	Available Transmissions	Standard Axle Ratios	Available Axle Ratios
	3 speed (Standard)		
V-8 455 cu. in. 4-vel., 300 hp Torque: 500 lb. ft. Compression ratio: 10.0:1 Premium fuel	Turbo Hydro-matic	2.83:1	2.66:1 (1) 3.23:1 3.42:1 (1, 2)
Available Engines			
V-8 400 cu. in. 2-vel., 250 hp Torque: 397 lb. ft. Compression ratio: 8.2:1 Regular fuel	Turbo Hydro-matic	2.56:1	2.83:1
V-8 455 cu. in. H.O. 4-vel., 370 hp Torque: 500 lb. ft. Compression ratio: 10.25:1 Premium fuel	Turbo Hydro-matic	3.23:1	

(1) Not available with air conditioning (2) Special order

Dimensions	Hardtop Coupe	4-Door Hardtop	4-Door Sedan	Convertible
	Wheelbase	125.0"	125.0"	125.0"
Overall Length	224.6"	224.6"	224.6"	224.6"
Overall Width	79.8"	79.8"	79.8"	79.8"
Front Tread	64.0"	64.0"	64.0"	64.0"
Rear Tread	64.0"	64.0"	64.0"	64.0"
Overall Height	54.3"	54.0"	55.0"	56.4"
Front Side Leg Room (1)	42.3"	42.3"	42.0"	42.3"
Rear Seat Leg Room (2)	36.1"	37.7"	38.1"	34.1"
Front Head Room (3)	38.4"	38.0"	38.8"	38.5"
Rear Head Room (3)	37.8"	36.7"	37.7"	37.9"

(1) Maximum effective (2) Minimum effective (3) Seat depressed



Executive Hardtop Coupe

Executive

Any resemblance between Pontiac's 1970 Executive and the gray-flanneled variety is strictly intentional. Small wonder that the Pontiac Executive is uncommonly well-suited to cutting it in this world.

It's got plenty of drive, thanks to a 400-cubic-inch, 290-hp V-8. And the lines are what you'd expect of Executive material . . . unbridled taste. Then there are those little touches that so often spell the difference between achievers and also-rans. Things like fiberglass-belted tires, Endura protection along the sides, a hidden radio antenna, deluxe wheel covers, and the assurance of a big 125" wheelbase.

But if you really want to find out whether an Executive has what it takes, look inside. The conclusion: This Executive has what it takes.

There's plenty of walnut-grain vinyl across dashboard and doors. For standard upholstery you have a choice of richly woven cloth with Morrokide, or all Morrokide. And status symbols abound . . . deluxe steering wheel, rear-seat armrests, electric clock, convenience lights. Assets like these can cause the businessman in you to check check balances.

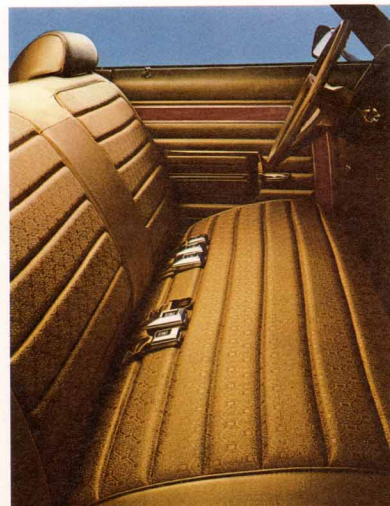
In which case we can't help chortling. Because with Executive, you always come out the same way. Ahead.



Executive 4-Door Sedan



Executive 4-Door Hardtop



The Executive bench seat upholstered in plush fabric and Morrokide.

Standard Engine	Available Transmissions	Standard Axle Ratios	Available Axle Ratios
V-8 430 cu. in. 241 - 260 hp Torque - 428 lb. ft. Compression ratio: 10.0:1 Premium fuel	3-speed (Standard) Turbo Hydra-matic	3.23:1	3.42:1 (1, 2) 2.41:1 2.93:1 3.23:1 (1, 2) 3.42:1 (1, 2)
Available Engines			
V-8 400 cu. in. 241 - 265 hp Torque - 397 lb. ft. Compression ratio: 9.8:1 Regular fuel	Turbo Hydra-matic	2.56:1	2.93:1
V-8 430 cu. in. 4-1bt., 330 hp Torque - 445 lb. ft. Compression ratio: 10.0:1 Premium fuel	Turbo Hydra-matic	2.93:1	2.56:1 3.23:1 (2) 3.42:1 (1, 2)
V-8 455 cu. in. 4-1bt., 380 hp Torque - 500 lb. ft. Compression ratio: 10.0:1 Premium fuel	Turbo Hydra-matic	2.93:1	2.56:1 (1) 3.23:1 3.42:1 (1, 2)
V-8 455 cu. in. H.O. 4-1bt., 370 hp Torque - 500 lb. ft. Compression ratio: 10.25:1 Premium fuel	Turbo Hydra-matic	3.23:1	

(1) Not available with air conditioning (2) Special order

Dimensions	Hardtop Coupe	4-Door Hardtop	4-Door Sedan
Wheelbase	125.0"	125.0"	125.0"
Overall Length	223.9"	223.9"	223.9"
Overall Width	79.8"	79.8"	79.8"
Front Track	64.0"	64.0"	64.0"
Rear Track	64.0"	64.0"	64.0"
Overall Height	54.3"	54.0"	55.0"
Front Seat Leg Room (1)	42.4"	42.4"	42.4"
Rear Seat Leg Room (2)	34.1"	37.7"	38.1"
Front Head Room (3)	38.6"	38.2"	39.0"
Rear Head Room (3)	37.8"	38.7"	37.7"

(1) Maximum effective (2) Minimum effective (3) Seat depressed



Catalina

Face it, folks. The 1970 Catalina is all wrong. For the money, you should get a car of so-so size with hee-haw styling.

But no. Catalina is big. Lots of room for heads and legs. And lots of engine. 350 cubic inches and 255 horses. Order a convertible or wagon, and the numbers get bigger: 400 cubes, 290 hp.

Then, the styling—Catalina's strength. That new grille is strictly top-of-the-line. So are touches like Catalina's hidden radio antenna, rocker-panel moldings, and protective side moldings of Endura (you remember—the nonmetal that absorbs shocks and resists ugly). You don't usually expect that kind of treatment from people who are trying to save you money. But you do now. Don't forget, this is Pontiac.

Catalina Convertible



Now for the interior — Catalina's strength. (Didn't we say that about the styling?)

All that handsome fabric and Morrokide upholstery. Or, if you prefer, all that handsome Morrokide-only upholstery you see pictured above. In a typical Pontiac gesture, Catalina gives you a choice of either one. We should also mention the walnut-grained vinyl inserts that enrich the interior. And the dashboard that has padded vinyl from passenger to driver.

When you match your budget against a Catalina, the chances are very good that you'll have some money left over. If that's the case, why not spend a few extra bucks and pick up the Ventura Option?

You'll be rewarded with things like carpeting that reaches all the way up onto the lower door panels, perforated taffeta headlining, specially designed seats with more padding, all Morrokide or cloth and Morrokide upholstery and, of course, Ventura I.D.

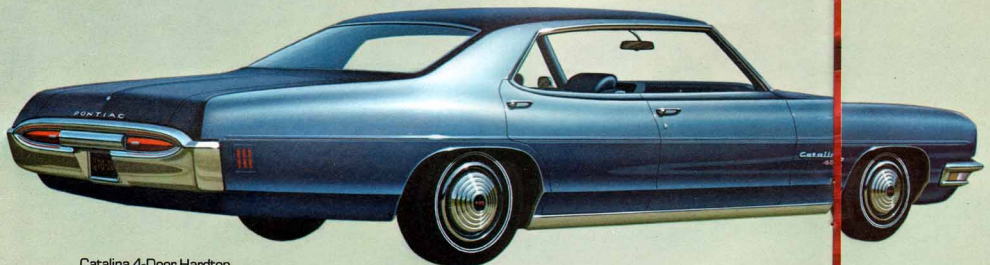
So stop dreaming. Gather up your budget and take it where it'll do some good.



Catalina Hardtop Coupe



Catalina 4-Door Sedan



Catalina 4-Door Hardtop

The plush all Morrokide interior belongs to the available Ventura Option.



Standard Engine	Available Transmissions	Standard Axle Ratios	Available Axle Ratios
V-8 350 cu. in. (1) 2-981, 253 hp Torque: 355 lb. ft. Compression ratio: 8.8:1 Regular fuel	3-speed (Standard) Automatic Turbo Hydra-matic	3.23:1 2.93:1 2.93:1	3.23:1
V-8 400 cu. in. (2) 2-981, 293 hp Torque: 428 lb. ft. Compression ratio: 10.0:1 Premium fuel	3-speed (Standard) Turbo Hydra-matic	3.23:1 2.73:1	3.42:1 (3, 4) 2.47:1 2.93:1 3.23:1 (3, 4) 3.42:1 (3, 4)
Available Engines			
V-8 400 cu. in. 2-981, 293 hp Torque: 397 lb. ft. Compression ratio: 8.8:1 Regular fuel	Turbo Hydra-matic	2.56:1	2.93:1
V-8 400 cu. in. 4-981, 330 hp Torque: 445 lb. ft. Compression ratio: 10.0:1 Premium fuel	Turbo Hydra-matic	2.93:1	2.56:1 3.23:1 (4) 3.42:1 (3, 4)
V-8 455 cu. in. 4-981, 350 hp Torque: 500 lb. ft. Compression ratio: 10.0:1 Premium fuel	Turbo Hydra-matic	2.93:1	2.56:1 (3) 3.23:1 3.42:1 (3, 4)
V-8 455 cu. in. H.O. 4-981, 370 hp Torque: 500 lb. ft. Compression ratio: 10.25:1 Premium fuel	Turbo Hydra-matic	3.23:1	

(1) On 2-Door Hardtop, 4-Door Hardtop and 4-Door Sedan (2) Standard on Convertible and Wagons, available as option on all other models (3) Not available with air conditioning (4) Special order

Dimensions	Hardtop Coupe	4-Door Hardtop	4-Door Sedan	Convertible
Wheelbase	122.0"	122.0"	122.0"	122.0"
Overall Length	217.9"	217.9"	217.9"	217.9"
Overall Width	79.8"	79.8"	79.8"	79.8"
Front Tread	64.0"	64.0"	64.0"	64.0"
Rear Tread	64.0"	64.0"	64.0"	64.0"
Overall Height	64.1"	53.9"	54.6"	54.4"
Front Seat Leg Room (1)	42.4"	42.4"	42.4"	42.4"
Rear Seat Leg Room (2)	34.1"	37.7"	38.1"	34.1"
Front Head Room (3)	38.6"	38.2"	39.0"	38.7"
Rear Head Room (3)	37.8"	36.7"	37.0"	37.9"

(1) Maximum effective (2) Minimum effective (3) Seat depressed



The Judge

On the next 18 pages, you're going to see Pontiacs with engine options up to 370 horsepower. Pontiacs with more power trains than your wildest dreams can stir up. And so much carpeting, upholstery and fancy gadgets that we'll have a hard time convincing you the low prices really do include the wheels. Some people call them intermediates. Or in-betweens. But you'd better look GTO squarely in the eyes before you try hanging any labels on these Pontiacs. It's waiting to stare you down on the next page.



GTO Hardtop Coupe

GTO

The Humber's here. Wielding a tough new Endura snout. Rumbling through a split dual exhaust. Just sitting there, it's a mind-bender.

But the 1970 GTO really earns its new nickname on the road. Try the beefed-up suspension on a few curves and you'll see what those new stabilizer bars and firmer shocks are for.

The Humber's even better at putting down long straightaways. It cranks 350 horses out of the standard 400 V-8. For stunting an interstate's ego, order the 366-horsepower Ram Air or 370-horsepower Ram Air IV. Specify a wide- or close-ratio 4-speed cogbox. Then go by-by.



GTO Convertible



GTO Hardtop Coupe



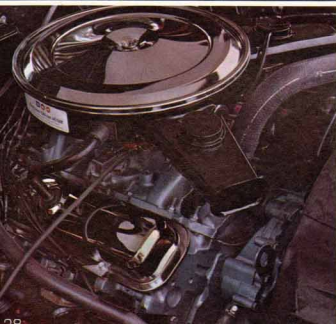
So now you've got this tough, tough car. But you want to hang on an air conditioner. And lots of other available stuff like variable-ratio power steering and power front disc brakes. Good-bye performance? Not if you order our compensator V-8. 455 cubes. 360-horsepower. It puts out incredible torque while barely turning over.

Inside, you really start to get that GTO feeling, without even touching the key. For one thing, those buckets make most so-called, sporty car seating arrangements resemble so many park benches. And the padded and vinyl-trimmed instrument panel has a deeply recessed array of dials that know how to talk your language.

While you're taking it all in, try the air scoop handle. It controls the flow of outside air to either of the Ram Air engines. That way it's up to you whether those two bulges on the hood mean business or not.

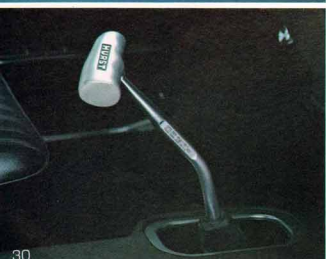
That third bulge is a tach you can get, by making the right marks on the order form. You can also specify it inside instead of a clock, if you're more interested in rpm's than the time of day.

But enough of this talk. Where's the nearest mountain road?





The Judge



This quiet little beauty, to begin with, is a GTO. And you know what that means. (If you don't, you just flunked your speed-reading course. Go back four pages.) But it's a very special GTO—The Judge. Just about the wildest looking package ever to hit the street.

The list of standard equipment reads like a performance catalog. 366-horsepower, Ram Air V-8, 3-speed, heavy-duty transmission. Hurst shifter with a T-handle. Get the idea? We've taken every choice piece of gear we could get, including Rally II wheels wrapped in fiberglass-belted blackwalls, and laid it all on The Judge.

We've also done a little modifying here and there. Blacked out the grille. Put on an airfoil and a front air dam. Even used wild stripes that almost glow, so nobody will miss you.

Just in case kibitzers still don't get the message, there are "The Judge" decals liberally displayed. Fair warning to armchair enthusiasts, jalopy jockeys and other would-be performance cars. All rise for The Judge! (After a few moments of respectful silence, you may turn the page.)

Standard Engine	Available Transmissions	Standard Axle Ratios	Available Axle Ratios (1)
V-8-400 cu. in. 4-bbl. 350 hp Torque: 445 lb. ft. Compression ratio: 10.25:1 Premium fuel	3-speed (standard)		3.23:1
	4-speed (wide-ratio)	3.55:1	2.98:1 (3)
	4-speed (close-ratio)	3.23:1 (2)	3.80:1 (3, 4) 4.33:1 (3, 4)
	Turbo Hydro-matic		
Available Engines			
V-8-455 cu. in. (5) 4-bbl. 360 hp Torque: 500 lb. ft. Compression ratio: 10.25:1 Premium fuel	3-speed	3.31:1	3.55:1 (3)
	4-speed (close-ratio)		
	Turbo Hydro-matic	3.67:1	3.31:1 (3)
V-8-400 cu. in. Ram Air 265 hp Torque: 445 lb. ft. Compression ratio: 10.25:1 Premium fuel	3-speed		
	4-speed (wide-ratio)	3.55:1	3.80:1 (3, 4)
	4-speed (close-ratio)	3.23:1 (2)	4.33:1 (3, 4)
	Turbo Hydro-matic		
V-8-400 cu. in. Ram Air W 270 hp Torque: 445 lb. ft. Compression ratio: 10.25:1 Premium fuel	4-speed (close-ratio)	3.90:1 (4)	4.33:1 (3, 4)
	Turbo Hydro-matic		

(1) Special ratios for trailer towing also available. (2) Standard with air conditioning. (3) Special order. (4) Not available with air conditioning. Close-ratio 4-speed only. (5) Not available with "The Judge".

Dimensions	Hardtop Coupe	Convertible
Wheelbase	112"	112"
Overall Length	202.9"	202.9"
Overall Width	76.7"	76.7"
Front Tread	61"	61"
Rear Tread	60"	60"
Overall Height	52.0"	52.3"
Front Seat Leg Room (1)	42.4"	42.4"
Rear Seat Leg Room (2)	31.9"	31.9"
Front Head Room (3)	37.7"	36.5"
Rear Head Room (3)	36.3"	36.5"

(1) Maximum effective. (2) Minimum effective. (3) Seat depressed.



LeMans Sport Convertible

LeMans Sport

Introducing LeMans Sport. An all-new car from Pontiac. Destined to send other "sporty car" designers scurrying back to their drawing boards. Because, sports fans, this baby really lives up to its name.

For instance, we don't just offer you the choice of a six or V-8. We give you the choice of a standard six or three available V-8's. A 350-cubic-incher that turns out 255 horses on regular petrol. Plus two chips off the GTO block (265 and 330 horsepower, 400 cubic inches).

Nor do we stifle your urge to experiment with transmissions. Besides the standard 3-speed stick, there are two automatics and a 4-speed to order. (Check the chart on page 35 to see what goes with what.)

Of course, any car named Sport had better be really great at bending around a road. And you can bet your Wide-Track that LeMans Sport knows how it's done. In fact, after you've ordered the new variable-ratio power steering and power front disc brakes, you may never want to see a straight piece of highway again.

Inside our all-new LeMans Sport is an all-new inside. Beginning with knit and expanded Morrokide trim in a new batch of colors. Complemented by a deeply padded instrument panel with wood grain vinyl trim.

As for the seats, better get out a pad and pencil. You can choose either buckets or a notch-back bench for the hardtop coupe and convertible. If you choose the coupe, we've already chosen buckets for you. And if you drive away in the 4-door hardtop, you'll be sitting on the notch-back.



LeMans Sport Hardtop Coupe



LeMans Sport 4-Door Hardtop



LeMans Sport Coupe

You can choose Morrokide buckets like these, or a notch-back bench seat for the LeMans Sport Convertible.



Before you drive anywhere though, you might want to order the Rally package. It includes things like Rally II wheels, a sporty steering wheel, special instruments and a firm-ride suspension. Then you won't need to tell people your LeMans is a Sport. They'll know.

Standard Engine	Available Transmissions	Standard Axle Ratios	Available Axle Ratios (1)
V-8 360 cu. in. 1-80L, 156 hp Torque: 235 lb. ft. Compression ratio: 8.5:1 Regular fuel	3-speed (Standard)	3.23:1	2.56:1 (4) 3.23:1 (4)
	Automatic	3.08:1 (4)	2.56:1 (4) 3.23:1 (4)
	Turbo Hydro-matic	3.08:1 (2)	2.56:1 (4) 3.23:1 (4)
	Regular fuel	3.23:1 (2)	2.56:1 (4) 3.23:1 (4)
Available Engines			
V-8 360 cu. in. 2-88L, 255 hp Torque: 305 lb. ft. Compression ratio: 8.5:1 Regular fuel	3-speed	3.23:1	3.08:1 3.85:1 (3)
	4-speed	3.23:1	3.08:1
	Automatic	2.56:1	3.08:1
V-8 400 cu. in. 2-88L, 295 hp Torque: 387 lb. ft. Compression ratio: 8.8:1 Regular fuel	Turbo Hydro-matic	2.56:1	3.08:1
	Regular fuel	2.78:1 (2)	3.08:1
V-8 400 cu. in. 4-88L, 330 hp Torque: 445 lb. ft. Compression ratio: 8.8:1 Premium fuel	Turbo Hydro-matic	3.08:1	
	Regular fuel		

(1) Special ratios for trailer hauling also available (2) Standard with air conditioning (3) Special order (4) Not available with air conditioning

Dimensions	Coupe Hardtop Coupe Convertible	4-Door Hardtop
Wheelbase	112"	110"
Overall Length	202.5"	206.6"
Overall Width	70.7"	70.7"
Front Tread	61"	61"
Rear Tread	60"	60"
Overall Height	52.6" (1)	52.5"
Front-seat Leg Room (2)	42.4"	42.6"
Rear-seat Leg Room (3)	31.9"	34.8"
Front Head Room (4)	37.7" (5)	36.1"
Rear Head Room (4)	36.3" (5)	35.0"

(1) Convertible 52.3" (2) Maximum effective (3) Minimum effective (4) Seat Adjusted (5) Convertible 38.5" (6) Convertible 36.9"



LeMans Hardtop Coupe

LeMans

LeMans is the kind of car you hate to put in the garage. It looks so great sitting in the drive. And this year's model may convince you to convert the garage into a guest house.

We've dropped one of the sharpest front ends yet over that Wide-Track stance. And made the industry's cleanest lines even cleaner by tucking the radio antenna out of sight. (We already had wipers that only come out when it rains.)

Before you get the idea that LeMans-owning is strictly a spectator sport, let's talk about driving. After all, any car named Pontiac is born and bred for the road.

Which is why LeMans has three V-8's to order. Plus a standard six. And no less than four transmissions. (A 3-speed is standard. The two automatics and a 4-speed are yours for the ordering.)

Want to see just how seriously we take the fun of driving? Slither around a few curves. Everybody knows we invented Wide-Track. And coupled it to a suspension that can turn hairpins into so much straightaway. Now variable-ratio power steering can be ordered for LeMans. Put it together with power front disc brakes, and you're ready for anything. How about three quick laps around the drive?

When you have a car that looks like LeMans, it's doubly tough to design an interior. Because anything less than fantastic would be a letdown. That's why the deep, loop-pile carpeting and Morrokide seats and sides. And why only a day-night rearview mirror and rear armrests with ashtrays would do.

Of course, we still left room for you to order some improvements. Start with power door locks. (If you order them on a 2-door model, you also get power seat back latches that release when the car door is opened.) Then arrange your own little light show with our new rear lamp monitors. (They glow when your



LeMans Coupe

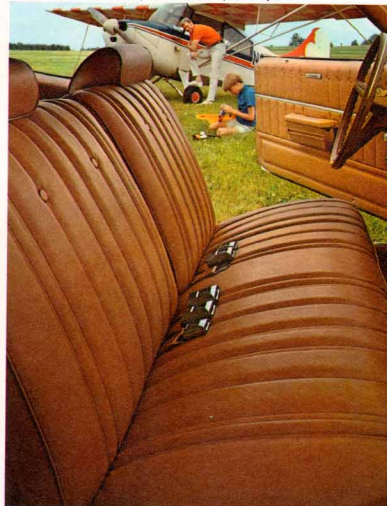


LeMans 4-Door Hardtop



LeMans 4-Door Sedan

For a car like LeMans, only all Morrokide upholstery will do.



rear lamps are turned on.) And take your pick of rear-window de-foggers. One blows. The other does it all with wires. But before you decide anything, read on. We have another surprise for you.

Standard Engine	Available Transmissions	Standard Axle Ratios	Available Axle Ratios (1)
L-6 230 cu. in., 1-88L, 155 hp Torque: 235 lb. ft. Compression ratio: 8.5:1 Regular fuel	3-speed (Standard) Automatic	3.23:1 3.08:1 (4)	2.58:1 (4) 2.33:1 (4)
Available Engines			
V-8 360 cu. in., 2-88L, 255 hp Torque: 350 lb. ft. Compression ratio: 8.8:1 Regular fuel	3-speed 4-speed Automatic	3.23:1 3.23:1 2.56:1	3.08:1 3.55:1 (2)
V-8 400 cu. in., 2-88L, 265 hp Torque: 397 lb. ft. Compression ratio: 8.8:1 Regular fuel	Turbo Hydra-matic	2.58:1 2.78:1 (2)	3.08:1
V-8 400 cu. in., 4-88L, 300 hp Torque: 445 lb. ft. Compression ratio: 10.0:1 Premium fuel	Turbo Hydra-matic	3.08:1	

(1) Special ratios for trailer hauling also available (2) Standard with air conditioning (3) Special order (4) Not available with air conditioning

Dimensions	Coupe	4-Door Sedan
	Hardtop Coupe	4-Door Hardtop
Wheelbase	112"	112"
Overall Length	202.5"	206.5"
Overall Width	76.7"	76.7"
Front Track	61"	61"
Rear Track	60"	60"
Overall Height	52.0"	52.6"
Front-seat Leg Room (1)	42.4"	42.5"
Rear-seat Leg Room (2)	31.9"	34.0"
Front Head Room (3)	37.7"	38.1"
Rear Head Room (3)	38.3"	38.5"

(1) Maximum effective (2) Minimum effective (3) Seat depressed



Tempest Coupe

Tempest

Some people get all up-tight when they get their first glimpse of the 1970 Tempest. They think we've done away with our bargain. Not so. We just made it harder to believe. By putting on a bolder front. And by hiding the radio antenna that Grand Prix hid last year.

We also came up with wraparound parking lamps and taillights, and added side reflex markers. Put the whole works on a Wide-Track. Threw in side-guard beams. And still wound up with one of the best hidden bargains ever.

You can complete the camouflage. Just order the 255-horsepower, 350 V-8 instead of the standard six. Two versions of the 400 V-8 (265- and 330-horsepower) also await your order. How's that for a put-on? Then replace the standard 3-speed with one of the two automatics or the 4-speed you can order. Who'd ever guess you're on a budget?

Maybe we should mount a price sticker on Tempest's instrument panel. Because even you're likely to forget that it didn't cost you a fortune.

Is it the cloth and Morrokide upholstery or all the padding that does it? Maybe it's the little touches. Like the door-lock buttons being moved forward, where they're easier for the driver to reach.



Tempest Coupe



Tempest 4-Door Sedan

Cloth and Morrokide bench makes Tempest's low price hard to believe.



For that matter, it's tough to think of the new, variable-ratio power steering and power front disc brakes as available options for a low-priced car. But they are. And with the money you save on a Tempest, you can even afford them!

Standard Engine	Available Transmissions	Standard Axle Ratios	Available Axle Ratios (1)	
L-6 250 cu. in., 1-86L, 155 hp Torque: 235 lb. ft. Compression ratio: 8.5:1 Regular fuel	3-speed (Standard)	3.23:1		
	Automatic	3.08:1 (4)	2.56:1 (4) 3.23:1 (2)	
	Turbo Hydro-matic	3.08:1	2.56:1 (4)	
		3.23:1 (2)	3.23:1 (4)	
Available Engines	3-speed	3.23:1	3.08:1	
		3.55:1 (2)		
	4-speed	3.23:1		
		Automatic	2.56:1	
Regular fuel	Turbo Hydro-matic	2.78:1 (2)	3.08:1	
V-8 400 cu. in., 2-86L, 255 hp Torque: 350 lb. ft. Compression ratio: 8.8:1 Regular fuel	Turbo Hydro-matic	2.56:1	3.08:1	
		2.78:1 (2)		
	Premium fuel	Turbo Hydro-matic	3.08:1	

(1) Special ratios for trailer hauling also available (2) Standard with air conditioning (3) Special order (4) Not available with air conditioning

Dimensions	Coupe	4-Door Sedan
Wheelbase	113"	116"
Overall Length	202.5"	206.5"
Overall Width	70.7"	70.7"
Front Track	61"	61"
Rear Track	60"	60"
Overall Height	52.0"	52.8"
Front-seat Leg Room (1)	42.4"	42.5"
Rear-seat Leg Room (2)	32.9"	34.8"
Front Head Room (3)	37.7"	38.1"
Rear Head Room (3)	36.3"	36.9"

(1) Maximum effective (2) Minimum effective (3) Seat depressed



Bonneville 3-Seat Station Wagon

Pontiac Wagons

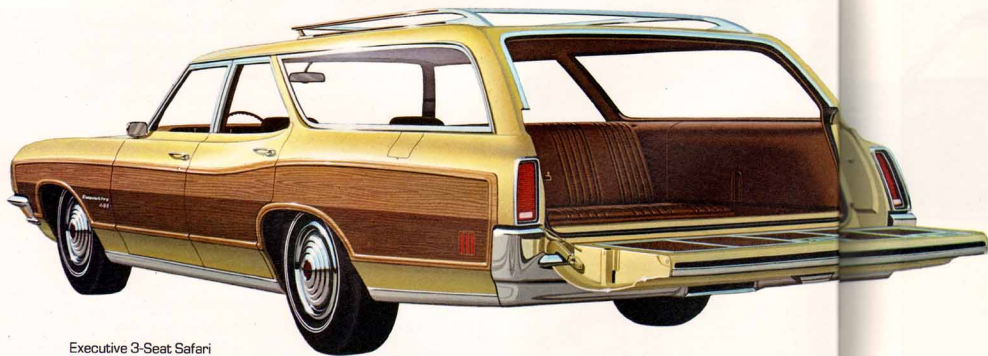
Wagon drivers used to yawn a lot. Pretty understandable, really. Traditionally, wagons weren't much fun to drive. But Pontiac doesn't put much stock in tradition. So our wagons perform. Move. Handle. And the posh is part of the performance.

Like the Bonneville on the left. 455 cubes of V-8 power. Standard. There's also an economy V-8, and a 370-hp, 455-cube V-8 available. Don't forget the plushiest wagon interior in Pontiac history. Morrokide upholstery. Nylon-blend carpeting. Wood grain vinyl inserts. And the new simulated wood paneling you can order for the outside. With it you get our exclusive reflective rear panel. It lights up when lights hit it at night.

Specs and numbers fans will find the complete story in our 1970 Station Wagon Catalog. But for now, suffice it to say that if you thought wagons were kind of dull, it's time you drove a Pontiac wagon. Bet you never yawn again.



Bonneville 3-Seat Station Wagon



Executive 3-Seat Safari



Executive material. An all Morrokide bench.

Cousin Ralph, the tree nut, might get pretty upset when he spots your Executive Safari. Until you explain to him that the standard wood grain paneling on the outside is really easy-to-clean vinyl. Then let him console himself in the comfort of those Morrokide seats. (Executive comes in both two- and three-seat models.)

In front of the 91.7 cubic feet of load area, there's nylon-blend carpeting, and a dash that's...uh...dashing. With wood grain vinyl inserts, electric clock and deluxe steering wheel.

The wipers are hidden, but ready for action if you find yourself in a rain forest. And low-hanging limbs pose no threat to the radio antenna. It's been hidden in the windshield.

Standard power comes from a 400-cube, 290-hp V-8. Go up or down from there, with two other 400-cube V-8's, and a pair of 455-cube V-8's available.

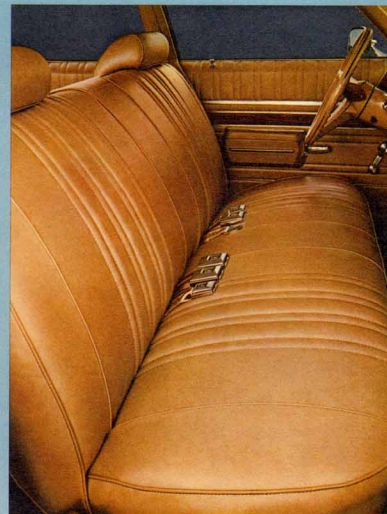
Executive Safari. We just left the competition up a tree.



Catalina 2-Seat Station Wagon



Catalina 3-Seat Station Wagon



For accommodating budgets. An all Morrokide bench.

Catalina is the lowest priced full-sized wagon Pontiac offers. But low on features it's not. No way. Not with the standard 290-hp V-8 putting out the power to those fat, fiberglass-belted, L78-15 tires. Other power is available. You can order your choice of a couple of 400-cube V-8's, or really haul with one of the two 455-cubers.

Now that you've picked the power, pick the two- or three-seat model and get nylon-blend carpeting and Morrokide upholstery on the inside.

Ready for the clincher? This Catalina has the famous Wide-Track. So if you're after full-sized luxury and economy in a wagon that's fun to drive, get serious. About our Catalina wagon.



LeMans 2-Seat Safari



LeMans 2-Seat Station Wagon



Sporting goods for LeMans Safari. An all Morrokide bench.

LeMans and LeMans Safari. The sport-sized wagons from Pontiac. A 250-cube, 155-hp six is standard. You can also order a 350-cube V-8, or one of two 400-cube V-8's, if that's the way you want to haul.

In addition to 83.6 cubic feet of cargo space, you'll find two seats covered in Morrokide. Nylon-blend carpeting. And fiberglass-belted tires.

Look for the Safari if you dig wood grain vinyl paneling on the outside. It's standard. And it comes with our exclusive reflecting rear panel.

LeMans or LeMans Safari. Leave it to Pontiac to make sport of utility.

Available Equipment

Make your 1970 Pontiac even more fun to drive, more pleasurable to own, with any of these Pontiac-engineered, factory- and dealer-installed options and accessories.

Bi-level air conditioning and automatic temperature control

Radios: AM, AM/FM, AM/FM with FM stereo multiplex rear-seat speaker

Stereo tape player

Door courtesy lamps

Floor console

Custom leather trim group (Grand Prix)

Underhood and utility lamp

Headlamp delay

Dome reading lamp

Low-fuel, lights "ON" and seat belt warning lamps

Rear Lamp-monitoring system

7-blade, thermostatically controlled fan (standard with air conditioning)

Instant-Aire pump for tires, camping paraphernalia, etc.

Improved, silent, electric, rear-window de-fogger

Rear-window de-fogger (Blower-type)

Tissue dispenser

Cruise control system

Floor mats, front and rear

Tinted glass, all around or windshield only

Cornering lights

Remote-control, outside and visor vanity mirrors

Roof luggage carrier, dust deflector for station wagons

Door-edge guards

Cordova top in choice of 5 colors

Tilt steering wheel

Wheels, Rally II

Wheel covers (Including simulated wire-type)

Whitewall, white-lettered tires

Custom sport steering wheel

Formula steering wheel

Power Assist Equipment

Power steering (variable-ratio)

Power brakes (Disc- and Drum-type)

Power windows

Power tailgate window on wagons

Power seats (4-way; 6-way)

Power door locks and seat back locks

Power trunk-lid release

Performance, Handling & Mechanical Equipment

Rally gauges

Tachometer (hood- or instrument panel-mounted)

Trailer-hauling equipment

Axle ratios

Special-purpose tires

Superlift shock absorbers

Automatic level control

Firm ride and handling package

Limited-slip (Safe-T-Track) differential

Heavy-duty battery

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

Side-guard beam

Folding seat back latches

Energy absorbing padded instrument panel and front and intermediate seat back tops

Contoured windshield header (except convertibles)

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 & deflecting support)

Outside, rearview mirror

Bias-belted, fiberglass tires & tire-tread 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

General Specifications

Frame: Perimeter with swept-hip design. Entire passenger compartment is encircled by heavy steel side members. Rugged crossmembers join parallel bars for structural rigidity. Front frame side bars designed to distribute bumper impact force. Frame design varies to meet requirements of individual body styles.

Wheels and Tires: Steel disc wheels with fiber-glass-belted tubeless tires. Sizes: H78-15 on Catalinas, Executives, Bonnevilles except wagons (L78-15 standard on station wagons); G78-14 tires on Grand Prix; F78-14 with 6-cyl. engine on Tempest, LeMans, LeMans Sport (except wagons); G78-14 on GTO and all others except wagons with dual swing gate; (H78-14 on wagons with dual swing gate).

Front Suspension: Ball-joint independent front suspension with compression-type lower ball joints. Compound, antidive control. Upper control arms pivoted on low-dynamic-rate rubber bushings have open end, joined by strap. Lower control arms have dual-rate rubber bushings. Front stabilizer bar. Large-diameter, low-rate coil springs, hydraulic shock absorbers mounted inside coil springs.

Four-link Rear Suspension: Angle-mounted upper and lower control arms have low-dynamic-rate rubber bushings. Rear stabilizer bar on GTO. Large-diameter, low-rate coil springs mounted over rear axle. Angle-mounted hydraulic shock absorbers with new valving. Drive and torque taken through rubber-cushioned control arms. New tapered-roller axle bearings.

Steering: Link-parallelogram-type steering linkage with energy absorbing steering column. Self-adjusting steering gear with recirculating ball bearing—both manual and power. Ball-type pivot joins pitman arm to intermediate rod assembly. Steering-gear ratio, manual 24:1, with optional variable-ratio power steering 16.0:1 to 12.4:1.

Brakes: Dual master cylinder and safety pressure switch with self-adjusting, drum-type brakes, air-cooled, internal-expanding hydraulic-type standard on all except Grand Prix. Total swept area for four drum brakes—269.2 square inches on Tempest LeMans, LeMans Sport, GTO; 326.9 square inches on Catalina, Executive, Bonneville. Power assist

available. Grand Prix has power brakes with single-piston disc front brakes (these available on all other models). Foot-controlled parking brake operates on rear service-brake system.

Transmission and Drive Train: 3-speed manual transmission standard all models. (All manual transmissions synchronized in all forward gears.) Automatic, Turbo Hydra-matic and 4-speed manual transmissions available. Tubular drive shaft. Lightweight, Salisbury-type, semi-floating, hypoid rear axle. Safe-T-Track semi-locking differential available.

Body: Fisher all-steel body with reinforced side rocker panels. Counter-balanced double hood and trunk construction. Thick laminate safety plate glass in windshield, solid-tempered safety plate glass in all other windows. "Fire-leveled" acrylic lacquer on all models. Circ-L-Aire heater and defroster standard on all models.

Electrical System: 12-volt system with Delcotron generator, Delco-Eye battery, tailored to specific engines. Other extra-capacity systems available.

Engines

General Description: In-line 6 or V-8, short-stroke 90° design. Aluminized valves. Hydraulic valve lifters, alloy cast-iron block, 7 main bearings on 6-cylinder; 5 on V-8 engines—2.30" journals on 6-cylinder engines; 3" on 400-cu.-in. engines; 3.25" on 455-cu.-in. engines. Balanced-flow cooling system pumps water directly into each side of the cylinder block equally. Cross-flow radiators. Closed-crankcase ventilation system standard.

Fuel System: 1-barrel downdraft carburetor on 6-cylinder engines; 2-barrel or 4-barrel on V-8 engines. Thermostatically controlled carburetor air preheater. Automatic choke. Centrifugal and vacuum control of distributor spark advance. Completely sealed fuel pump adds to performance characteristics—especially during warm weather or idle conditions.

Exhaust System: Aluminized exhaust system standard on all models. Dual, low-restriction system standard on GTO and Grand Prix; available on all other models.

