

1971 PONTIAC

GTO / LE MANS SPORT LE MANS / T-37 / WAGONS





GTO & "The Judge"

If ever a car was born for the road, it's Pontiac's new GTO. It's a fine city car too. But get a GTO out where real driving begins and there's just no way to beat it. More in one minute. But first:

A word of advice to the demure and meek.

Unless you're ready to change your image, pass over this section. What you see here is an extrovert's car. Something for the movers. Our very special GTO—The Judge.

Its credentials are impressive. A hefty 455-CID HO V8 that puts out 335 horsepower and 480 lb.-ft. of torque.

An air-induction system that takes in oxygen from those front-mounted scoops and tamps it down the mouth of a big 4-bbl. carburetor.

A Hurst Tee-handle shifter for the heavy-duty, 3-speed transmission.

Special Rally II wheels. Blacked-out grille. Distinctive

fender stripes. A full-width rear-deck air spoiler. And you have—The Judge.

With our basic GTO you get a 400-CID V8, dual exhausts, high-rate springs, thick front and rear stabilizer bars, firm shocks and Wide-Track—all standard.

And if you want a little extra behind that great new Endura front bumper, two new 455-cubic-inch V8's are available.

They both have four-barrel carburetion. But one can be ordered with an air-induction system that rams air into the carburetor from efficient new forward-mounted hood scoops. It's called Ram Air.

Now you might think the 455 engine would lose something on the low-lead gas it can use.

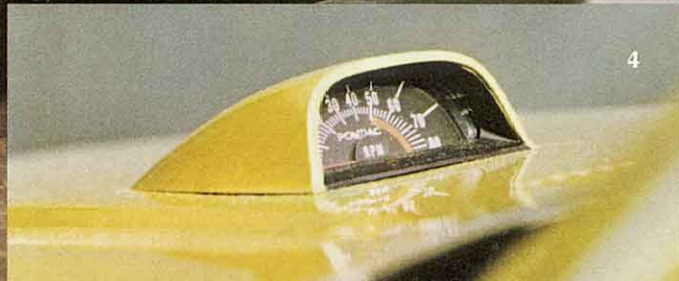
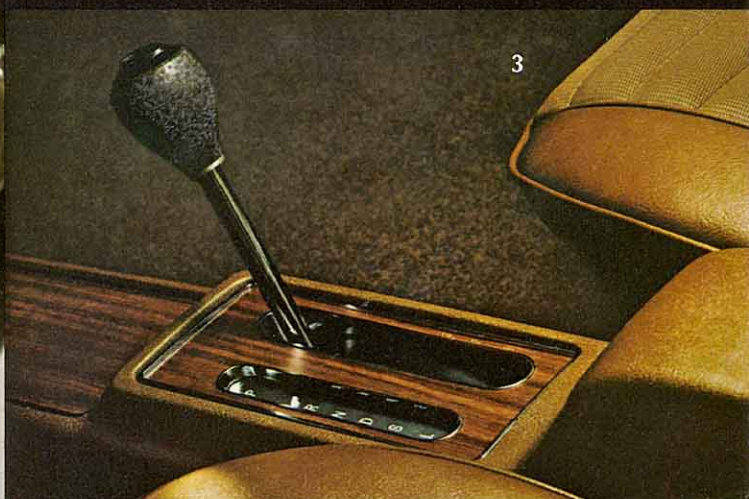
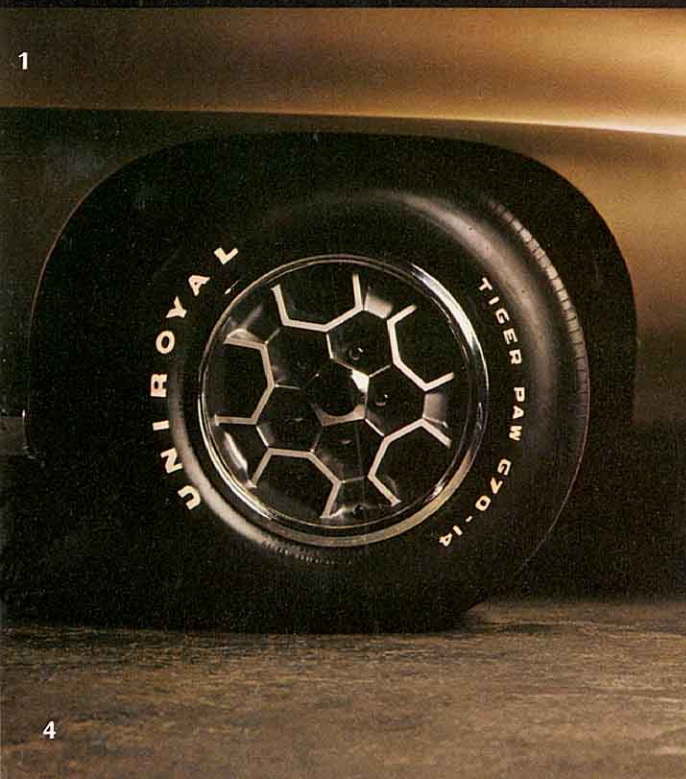
Quite the contrary. In fact, extensive testing has proved it actually outperforms its predecessors.

Cover: '71 GTO Hardtop Coupe

Left: "The Judge" with optional Honeycomb wheels
Right: GTO bucket seats in knit vinyl and Morrokide

Some of the equipment illustrated is optional at extra cost.





GTO

Since not everyone thinks alike about shifting, we've served up four transmissions to choose from. The standard floor-mounted 3-speed. Which is heavy-duty, by the way. Two 4-speeds (close and wide ratios). And 3-speed Turbo Hydra-Matic. Check the specifications on the back cover for engine availability.

Maybe you never thought about it before, but the way a car handles has a lot to do with how refreshed—or how beat—you are after several hours on the road.

If the wheel is sloppy, you get fatigued trying to keep the car constantly pointed in the right direction. If the steering is too heavy, you get armweary. Answer? GTO, of course, with variable-ratio power steering you can order.

On the road you get the same precise handling and feel you'd get with non-power steering. And when the

road starts to twist and turn, you enjoy the effortless control of power steering.

As you know, comfort can also be a state of mind. Which is why we also make a number of items available to keep you pleasantly busy.

If you're an rpm reader, a hood-mounted tach.

If gauges get you, a special Rally Gauge Cluster with clock.

Radios? AM. AM/FM. AM/FM stereo with rear-seat speaker.

Stereo tape player. And on GTO it's conveniently placed in the front of the center console you can specify.

Well that's it, sports fans. GTO.

What are you waiting for?

Top Left: GTO Convertible

Bottom Left:

1. Optional Honeycomb wheel
2. Optional Rally II wheel
3. Rally Sports Shifter included when optional Turbo Hydra-Matic transmission and console ordered
4. Optional hood-mounted tachometer
5. Standard Hurst Tee-handle Shifter ("The Judge" only)

Right: GTO interior showing optional tape player positioned on console

Some of the equipment illustrated is optional at extra cost.



LeMans Sport

As far as Pontiac's concerned, any car labeled "Sport" better be prepared to live up to the name.

The new 1971 LeMans Sport does—like it coined the word.

For one thing, we could've offered just a couple of engines. But no. We've sprung with six of them—all the way from a surprisingly alert 250-cubic-inch six to the biggest engine Pontiac offers.

A 455-CID V8 that turns out 335 horsepower and 480 lb. ft. of torque.

Something else to think about. If you order this engine—or any other V8 for that matter—you can do something to your LeMans Sport that's never been possible before.

You can specify a new Endura Styling Option that integrates a special grille and fender louvers with the GTO bumper, hood, parking lamp and headlamp arrangement.

Now this is not to minimize the superb looks of the new LeMans Sport. From front to rear it looks like a study in contemporary sculpture. The lines are dynamic. The grille is pure Pontiac! Rugged. Exciting.

The 1971 LeMans Sport has an exterior that lives up to its name, so do the all-new interiors.

You can take your pick of either Strato-bucket seats or a new notch-back bench for the hardtop coupe. The convertible offers front buckets only. If you take delivery of the 4-door hardtop, you'll get the notch-back.



Left: Le Mans Sport notch-back bench seat in knit vinyl and expanded Morrokide
Right: Le Mans Sport Convertible

Some of the equipment illustrated is optional at extra cost.



LeMans Sport

And these notch-back seats are something to behold—as well as be held in. They're fitted out in expanded Morrokide and horizontally pleated knit vinyl in a wide selection of colors.

Other tasty features of the new LeMans Sport interior include wall-to-wall carpeting, flame-chestnut vinyl trim on the instrument panel, bright metal pedal trim plates, rocker-type accessory switches and a thickly padded instrument panel.

Now it should be quite obvious after all this that the 1971 LeMans Sport has a whole lot going for it. But since some people can't leave great enough alone, we have available a range of extra-cost options to make a LeMans Sport exclusively its owner's.

In wheels and wheel covers, there's our new custom and wire-wheel covers, Rally II wheels and new honeycomb wheels.

In transmissions, there are six you can choose from—depending on engine selected. Regular and heavy-duty manual 3-speeds, two manual 4-speeds (wide or close ratio) or 2- and 3-speed automatics.

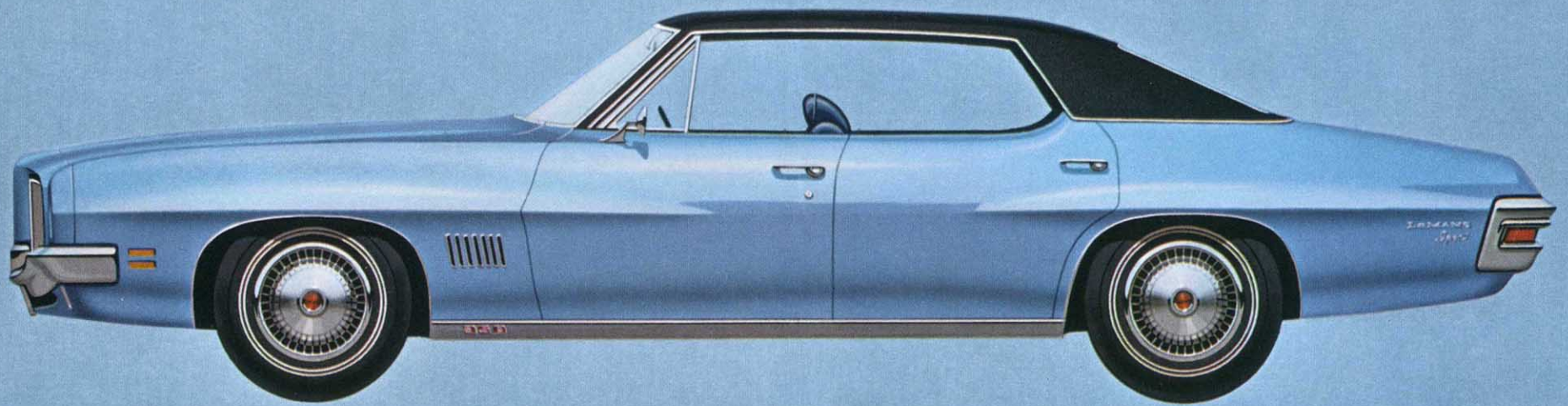
There are all kinds of other things you can order too. Special instrumentation. Heavier suspension. Air conditioning.

Air conditioning deserves your special consideration. It contributes year 'round to your enjoyment of a LeMans Sport.

And makes it worth more at resale time.

Top Right: Le Mans Sport Four-Door Hardtop
Bottom Right: Le Mans Sport Hardtop Coupe
with Endura option

Some of the equipment illustrated is optional at extra cost.





LeMans

One glance at the 1971 LeMans illustrates our belief that even a modestly priced Pontiac can have a sporty look.

There's nothing to clutter up the lines. Even the windshield wipers and radio antenna are concealed to keep the design sleek and trim.

Okay. Looks great, you say, but what about performance? To put it bluntly, LeMans comes prepared. This year there are five V8's you can order in addition to the standard six. With two automatic transmissions, two manual 4-speeds and a heavy-duty floor-mounted 3-speed besides the standard column-mounted 3-speed.

And, naturally, since Le Mans is a member of the

Wide-Track family, the ride is smooth. The handling quick and sure.

Open a door and you won't believe such a luxurious interior could come in such a modestly priced car.

But it does. The interior can be ordered with all-vinyl, or cloth-and-vinyl upholstery. With wall-to-wall loop-pile carpeting, day-night rearview mirror and flame-chestnut vinyl trim on the dash.

To sum up, then on the 1971 LeMans, just associate these key words.

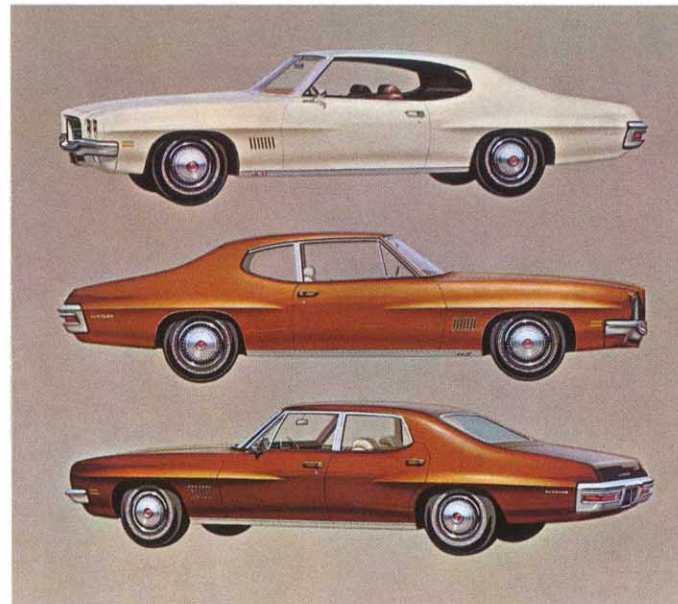
Distinctive body style. Great looks. Performance. Wide-Track. Luxury. Good price.

Some of the equipment illustrated is optional at extra cost.



Left: Le Mans
Four-Door Hardtop

Le Mans bench seat in all-Morrokide



Top: LeMans Hardtop Coupe. Middle: LeMans Coupe
Bottom: LeMans Four-Door Sedan

T-37

The T-37 is as much a Wide-Tracker as any other Pontiac.

It just costs less.

Since the T-37 is all-Pontiac, it has Side-Guard beams in the doors, Cargo-Guard protection in the trunk.

The T-37 has new front fender side markers that flash with the turn signals, dual master cylinder brake system, self-adjusting brakes, windshield washers, dual-speed wipers, energy-absorbing steering column and all the other standard safety features you'll find on any Pontiac.

The interiors are all-new with patterned cloth and vinyl upholstery, black-grained instrument panel and vinyl floor covering. (If you like, there's an all-vinyl upholstery trim available.)

There's a standard six and five V8's available. And should you decide to get one of these V8's on the coupe or the hardtop coupe, you can turn your T-37 into a GT-37.

The GT-37 includes the following:

GTO dual exhausts. Floor-mounted, heavy-duty, three-speed manual transmission with Hurst shifter. Special Rally II wheels with white-letter tires. Hood hold-down pins with cables. Vinyl body stripes and GT-37 identification.

All our '71 engines operate efficiently on regular or low-lead gasoline. While exhaust wastes and fuel vapor released into the atmosphere have been drastically reduced by new GM exhaust and evaporative emission controls. We have no objective more important than cleaner air for Canada.

Some of the equipment illustrated is optional at extra cost.



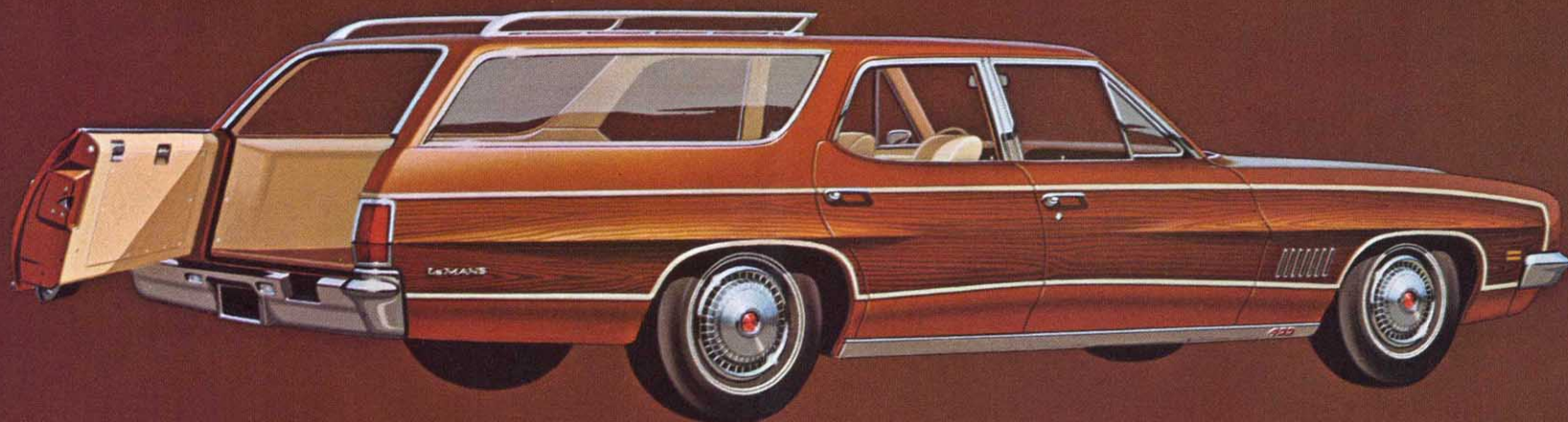
T-37 bench seat in cloth-and-Morrokide



Top: GT-37 Hardtop Coupe
Bottom: T-37 Four-Door Sedan

Right: T-37
Hardtop Coupe





Station Wagons

If you want plenty of hauling capacity (86.3 cubic feet) in a wagon that's also a Wide-Track Pontiac, the LeMans 2- and 3-seat wagons are exactly what you have in mind.

They're good-looking (especially with the woodgrain vinyl side panelling you can order), functional (especially with the new standard two-way tailgate) and they're Pontiacs (which is all a lot of people have to know).

What's more, LeMans Station Wagons are uncommonly practical. The engine is a 250-cubic-inch six that puts out plenty of power while delivering great gas mileage.

Power front disc brakes are standard. The seats are all-vinyl, so they clean up quickly with just a few swipes of a damp sponge.

And, of course, a LeMans Station Wagon is completely equipped with all of Pontiac's occupant-protection, accident-prevention, and anti-theft features, a complete list of which you'll find below.

You want a beautiful wagon at a low Pontiac price? Check into a new 116-inch wheelbase LeMans today.

Want something bigger? Our Full-Size Pontiac catalogue offers several new 127-inch wheelbase wagons.

Reassurance features

Occupant Protection

- Contoured windshield header (except convertibles)
- Energy-absorbing padded instrument panel and front and intermediate seat back tops
- Energy-absorbing steering column
- Folding seat back latches
- Fuel-tank impact security
- Glovebox and console door latch impact security
- High-strength front-seat anchorages and construction
- High-strength rear-seat retention
- Padded or yielding windshield pillar moldings
- Passenger-guard door locks with forward-mounted lock buttons
- Padded sun visors
- Safety armrests
- Safety door latches and hinges
- Safety steering wheel
- Seat belts with pushbutton buckles for all passenger positions
- Shoulder belt

- anchorages for rear-seat outboard occupants
- Thick laminate windshield
- Two front-seat head restraints
- Two front-seat belt retractors (except T-37)
- Stamped steel door hinges (at least one per door)
- Shoulder belts with pushbutton buckles driver and right front passenger (except convertibles)
- Soft, low-profile window control knobs, coat hook, dome lamp
- Smooth contoured door and window regulator handles
- Roto-safe radiator cap
- Cargo-guard
- Side-guard beam

Accident Prevention

- Backup lights
- Dual master cylinder brake system with warning light
- Starter safety switch
- Dual action safety hood latches
- Four-way hazard warning flasher
- Headlamp-aiming access provision
- Lane-change feature in direction signal control
- Outside rearview mirror
- Low-

- glare instrument panel top, inside windshield moldings, wiper arms and blades, and metallic steering wheel surfaces
- No winged wheel nuts, discs or caps
- Parking lamps that illuminate with headlamps
- Safety wheel rims
- Self-adjusting brakes and corrosion-resistant brake lines
- Front side marker lamps that flash with direction signals
- Side marker lamps with reflectors
- Uniform shift quadrant with automatic transmission
- Wide-view inside day/night mirror (vinyl-edged shatter-resistant glass)
- Windshield defrosters, washers and dual-speed wipers

Anti-theft

- Anti-theft ignition key warning buzzer
- Anti-theft steering column lock
- Multiple key combinations
- Tamper-resistant odometer with telltale feature
- Visible vehicle identification

Top Left: Le Mans Station Wagon. Centre Left: Le Mans Station Wagon with optional simulated woodgrain panelling. Bottom Left: Bench seat in all-Morrokide; Dual-Action tailgate in down position; Hidden Compartment

Some of the equipment illustrated is optional at extra cost.

Specifications and Engines

SPECIFICATIONS		T-37	LEMANS	LEMANS SPORT	GTO
Body Styles		Coupe Hardtop Coupe 4-dr. Sedan — — —	Coupe Hardtop Coupe 4-dr. Sedan 4-dr. Hardtop 2-seat Station Wagon 3-seat Station Wagon	Hardtop Coupe Convertible 4-dr. Hardtop — — —	Hardtop Coupe Convertible — — — —
Engines		Standard 6 cyl. Standard 8 cyl. Optional 8 cyl.	250-1 — 350-2 400-2 400-4 455-4 455 HO (Coupes only)	250-1 — 350-2 400-2 400-4 455-4 455 HO (Coupes only)	— 400-4 455-4 455 HO — — 455 HO (Coupes only)
Transmissions		Standard Optional	3-spd. Manual H.D. 3-spd. Manual 4-spd. Manual Automatic (2-spd.) Hydra-Matic	3-spd. Manual H.D. 3-spd. Manual 4-spd. Manual Automatic (2-spd.) Hydra-Matic	3-spd. Manual H.D. 3-spd. Manual 4-spd. Manual Automatic (2-spd.) Hydra-Matic
Brakes		Drum (dia.) Gross Area	9.5 in. 155.5 sq. in.	9.5 in. 155.5 sq. in.	9.5 in. 155.5 sq. in.
Steering Ratio		overall Power-variable	28.3:1 18.9-15.3:1	28.3:1 18.9-15.3:1	28.3:1 18.9-15.3:1
Turning Diameter (ft.)		curb-to-curb 2-door 4-door	37.4 38.6	37.4 38.6	37.4 —
Energizer		Standard 6 cyl. 8 cyl. Optional	45 amp. hr. 61 amp. hr. 62 or 76 amp. hr.	45 amp. hr. 61 amp. hr. 62 or 76 amp. hr.	— 61 amp. hr. 62 or 76 amp. hr.
Suspension			Full Coil	Full Coil	Full Coil
Frame			Perimeter	Perimeter	Perimeter
Wheelbase		2-door 4-door	112.0 in. 116.0 in.	112.0 in. 116.0 in.	112.0 in. —
Length (overall)		2-door 4-door	202.8 in. 206.8 in.	202.8 in. 206.8 in. 2'10.9 SW	203.3 in. —
Height (Coupe)			52.0 in.	52.0 in.	52.0 in.
Width			76.7 in.	76.7 in.	76.7 in.
Weight (App.)—curb 2 dr. Hardtop Coupe			3336 lbs.	3363 lbs.	3383 lbs.
Tread		front rear	61.0 in. 60.0 in.	61.0 in. 60.0 in.	61.0 in. 60.0 in.
Tires standard			E 78-14	F 78-14 (H on SW)	F 78-14
Wheel size			14 x 5 in.	14 x 6 in.	14 x 6 in.
Road clearance			5.0 in.	4.0 in.	4.1 in.
Headroom		front rear Hardtop Coupe	37.9 in. 36.3 in.	37.9 in. 36.3 in.	37.9 in. 36.3 in.
Legroom		front rear Hardtop Coupe	42.4 in. 32.2 in.	42.4 in. 32.2 in.	42.4 in. 31.6 in.
Shoulder Room		front rear Hardtop Coupe	58.4 in. 57.0 in.	58.4 in. 57.0 in.	58.4 in. 57.0 in.
Hiproom		front rear Hardtop Coupe	59.6 in. 58.1 in.	59.6 in. 58.1 in.	59.7 in. 58.3 in.
Fuel Tank Capacity (app.)			15.8 Imp. Gal.	15.8 Imp. Gal. (18 Imp. Gal. SW)	15.8 Imp. Gal.
Usable luggage space (cu. ft.)			14.6	14.6	14.6
Cargo Volume (cu. ft.) (including 10 cu. ft. hidden compartment)			—	93.6	—

ENGINES	250-1 SIX	*350-2 V8	400-2 V8	400-4 V8	455-4 V8	455 HO	
Displacement (cu in.)	250	350	350	400	400	455	
H.P. @ rpm (Gross)	145 @ 4200	250 @ 4400	245 @ 4800	265 @ 4400	300 @ 4800	325 @ 4400	
H.P. @ rpm (Net)	110 @ 3800	165 @ 4200	165 @ 4000	180 @ 3800	†200 @ 4000	260 @ 4000	
Torque @ rpm (Gross)	230 @ 1600	350 @ 2400	350 @ 2800	400 @ 2400	400 @ 3600	455 @ 3200	
Compression Ratio	8.5:1	8.0:1	8.5:1	8.2:1	8.2:1	8.2:1	
Carburetion	1 bbl.	2 bbl.	2 bbl.	2 bbl.	4 bbl.	4 bbl.	
Bore x Stroke	3.875 x 3.53	3.875 x 3.75	4.00 x 3.48	4.12 x 3.75	4.12 x 3.75	4.15 x 4.21	
Fuel	Regular	Regular	Regular	Regular	Regular	Regular	
Oil System (less filter) (qts.)	3.3	4.2	3.3	4.2	4.2	4.2	
Cooling System	10.8	16.8	13.3	15.5	15.5	14.9	
Exhaust System	Single	Single	Single	Single	Single (Dual GTO)	Dual	
Clutch	9.12 in.	10.4 in.	10.34 in.	—	10.4 in.	—	
Axle Ratio	3-spd. Manual 4-spd. Manual Automatic (2-spd.) Hydra-Matic	3.08:1 — 3.08:1 3.08:1	3.23:1 — 2.78:1 (3.08 Wag.) 2.56:1 (2.78 Wag.)	3.08:1 — 2.73:1 2.56:1	— — — 2.73, 2.78:1	3.31, 3.55:1 — — 3.31:1	3.55:1 — — 3.55:1
					3.55:1—GTO		

*Selection of standard 350 V8 determined by model and options ordered.

†With dual exhaust 255 @ 4400

For 1971, all Pontiac engines have been designed to operate efficiently on the new no-lead or low-lead gasolines. In addition to the lower exhaust emissions attainable with this engine/fuel combination, there are benefits in longer life for your spark plugs, exhaust system and other engine components. If these no-lead, low-lead gasolines are not available, any leaded regular grade gasoline with a research octane number of 91 or higher may be used.

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