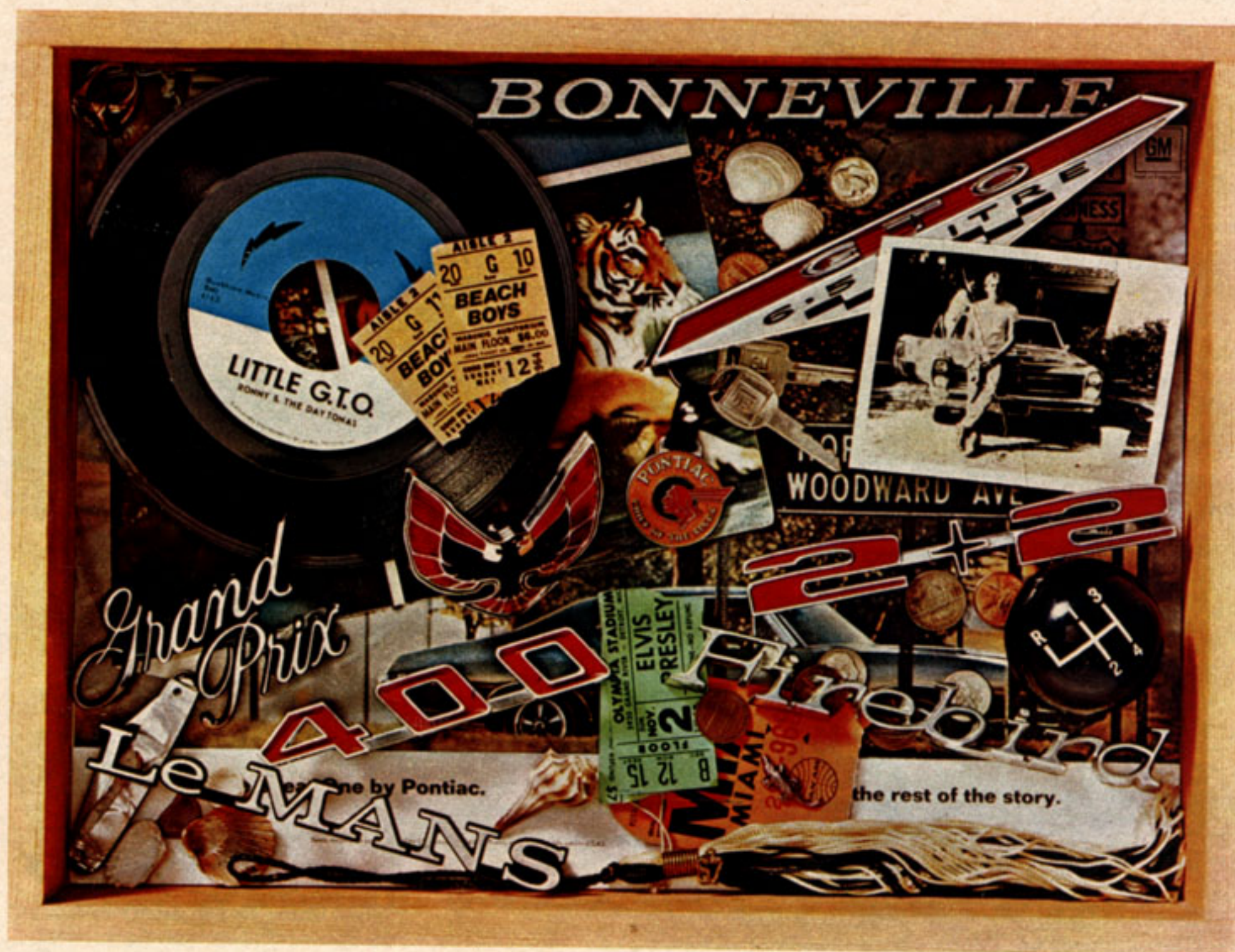


PONTIAC. THE MARK OF GREAT CARS.

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.

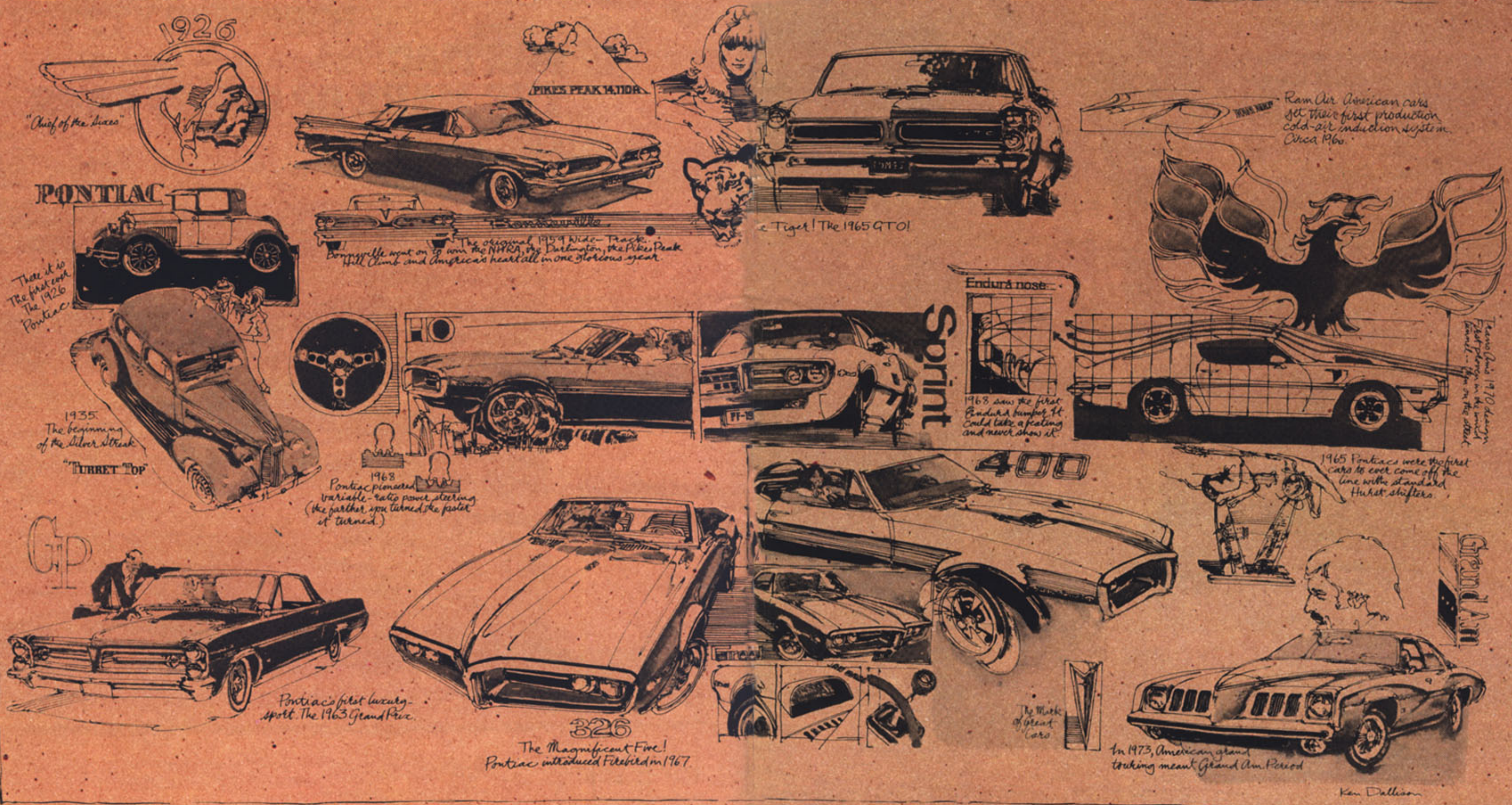
The breed began in 1926. And right off, the first Pontiac startled the industry with its six cylinder power and its reasonable price.

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 antique 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.



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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 buffs as the most contemporary car on wheels. And yet there was a timelessness about that styling. A cleanliness. 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 Prixes. 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 Prixes ever offered. But it still retains the essential Grand Prix

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



qualities.

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 makes you feel 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

Shades of Duesenberg. The 1969 edition.

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. (Californians and high altitude counties get a 350 CID 4-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

Prixes 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 (400/403 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.

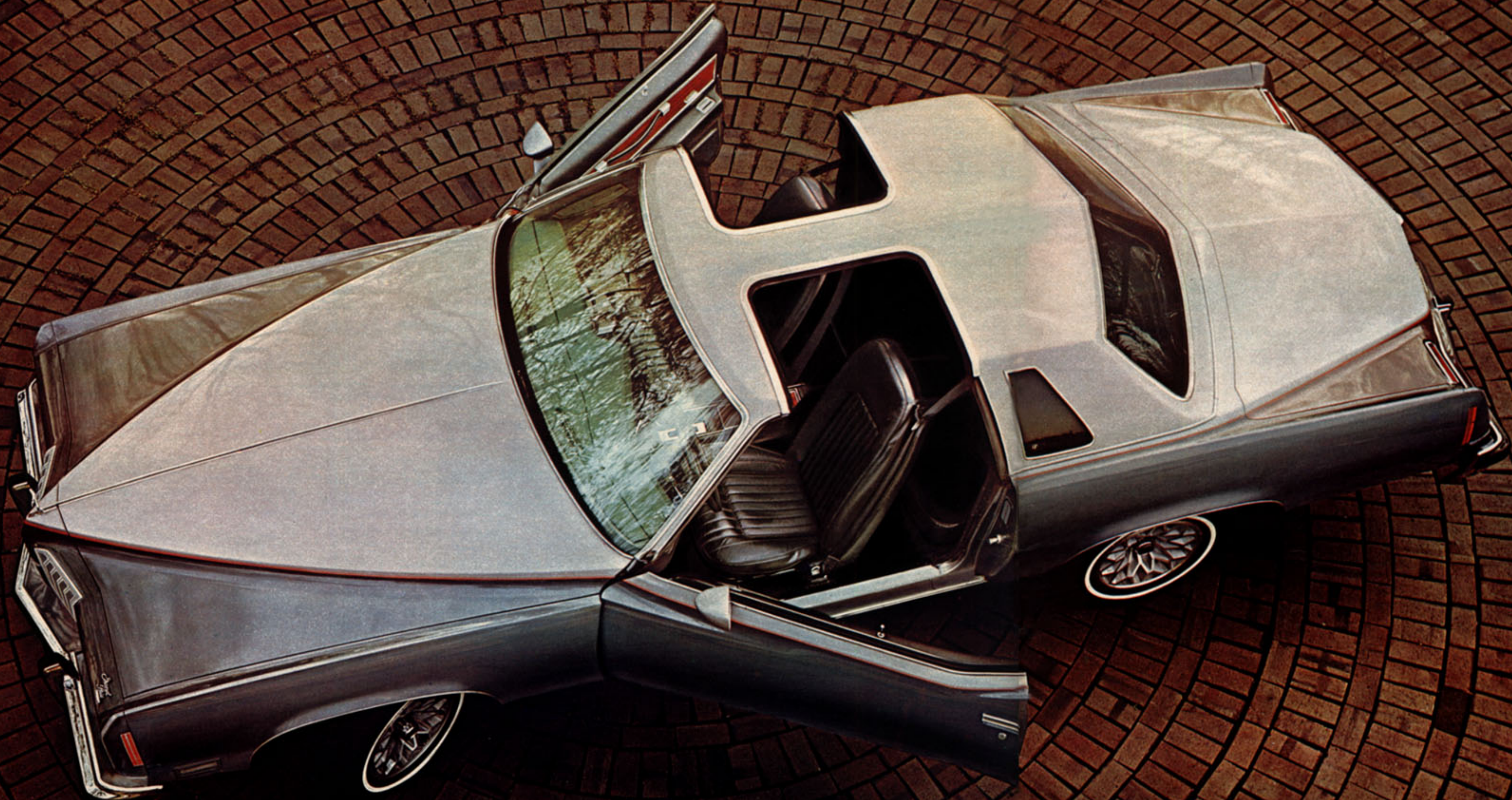
GPLJ is enough to quench almost any thirst for luxury.

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

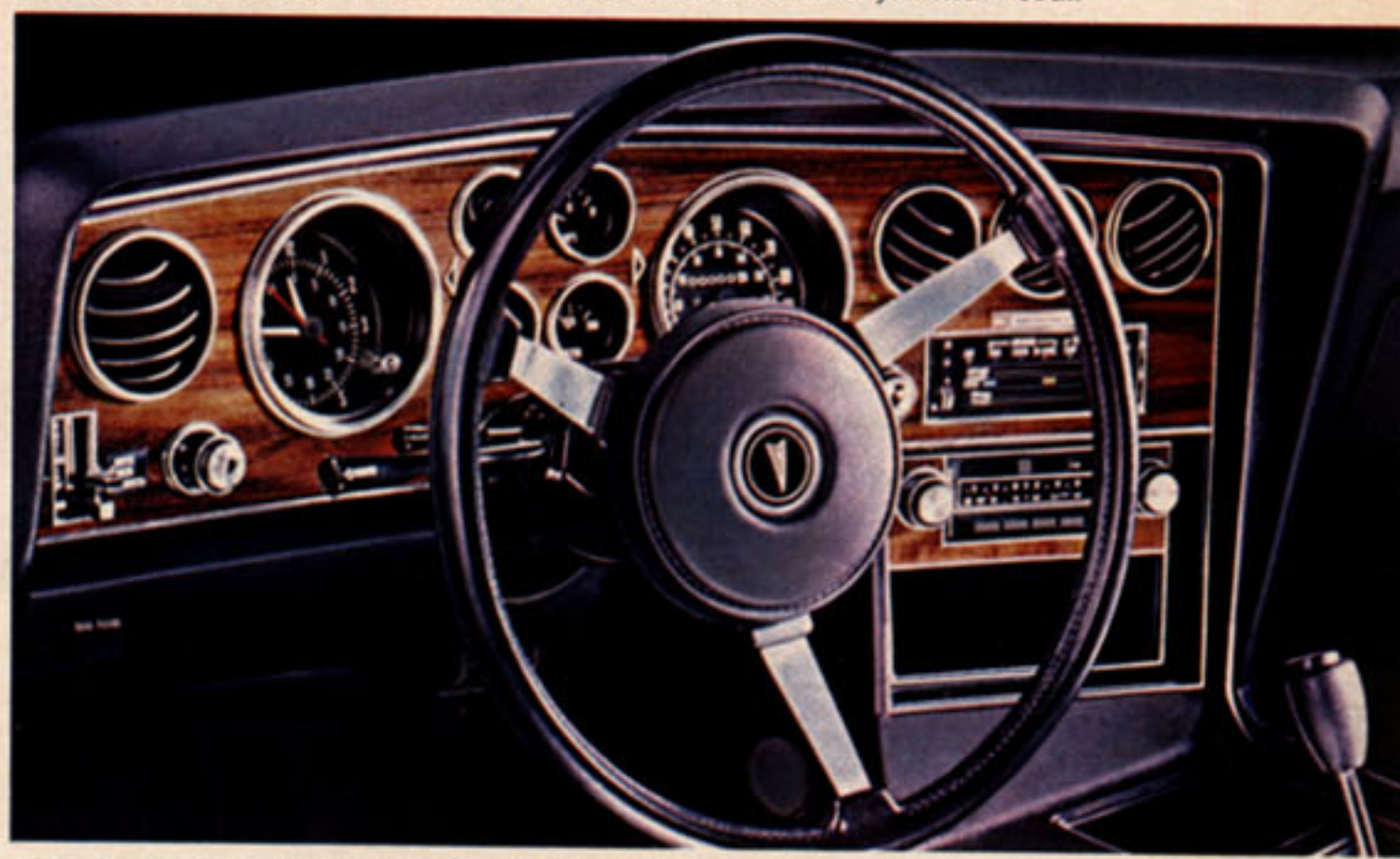
And that's something Grand Prix's competition is still trying to do.

The legend lives on. 1977 Grand Prix





Ride wide and handsome. Grand Prix's standard notchback full-width seat.



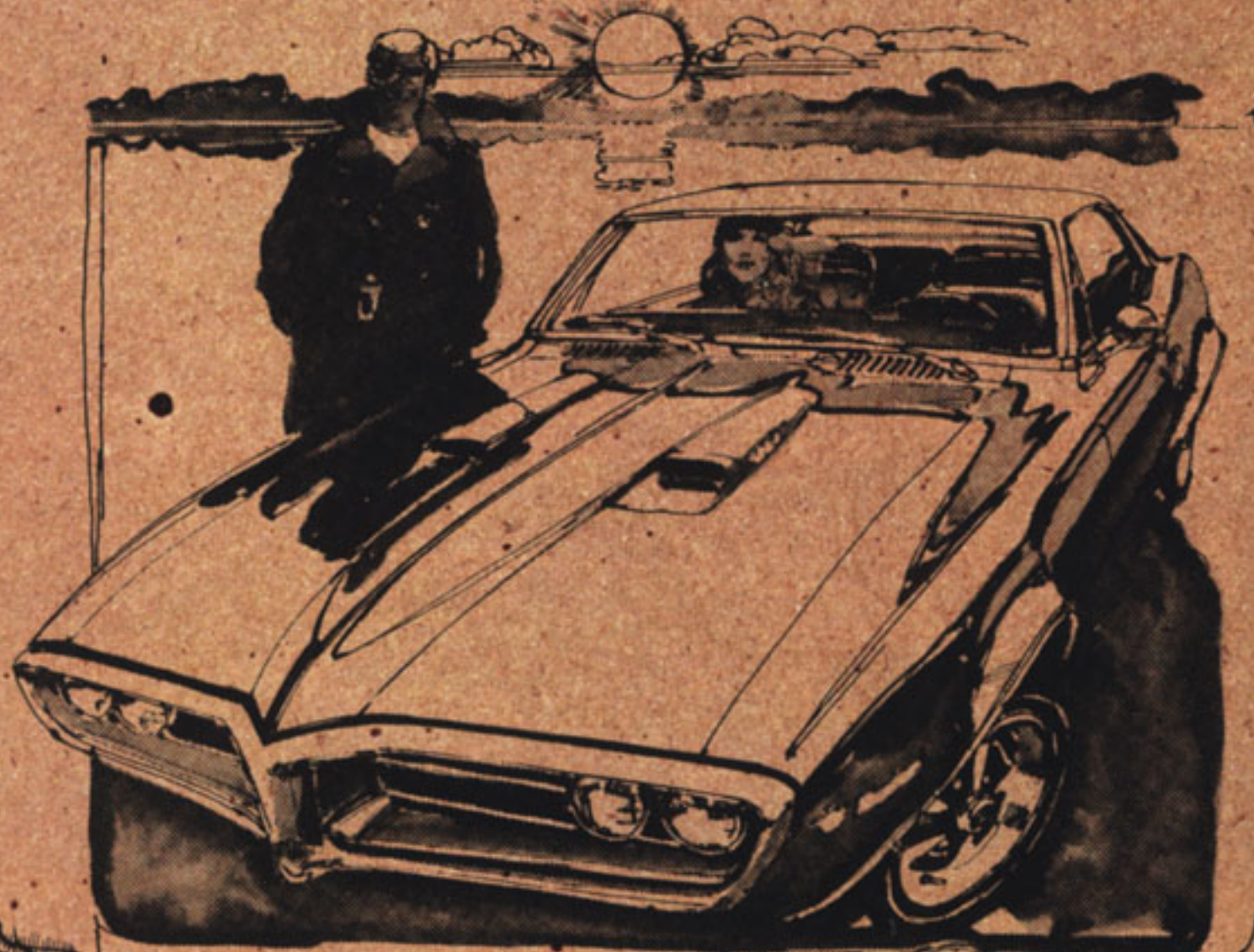
Rally gauges are standard on Grand Prix SJ. The custom sport wheel's available.

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	42.5/33.5
Hip room, front/rear	54.9/52.7
Trunk capacity, cubic feet	15.1

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

THE MAGNIFICENT FIREBIRDS.

Four of America's great sport legends.



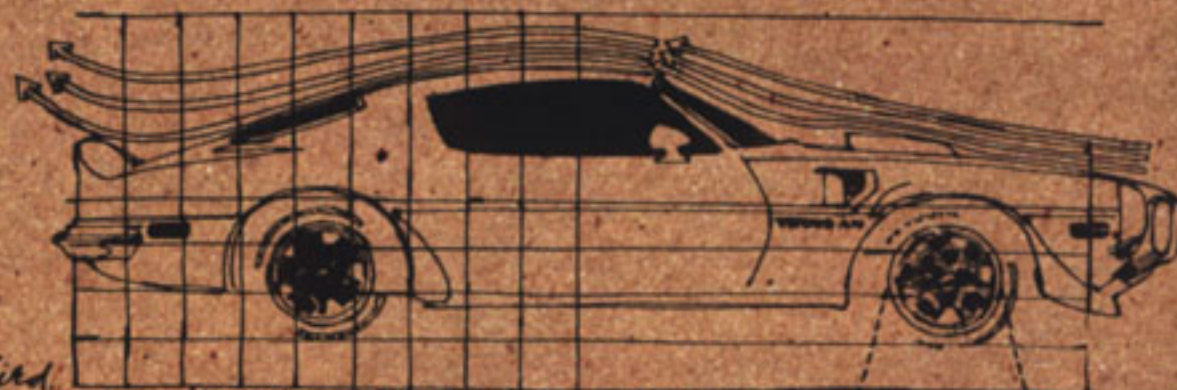
Firebird 400

1967 A legend is born with the first Firebird 400.



Unique symbol of a proud breed.

1969 Trans Am.
First of what may soon
be the most popular
sports car built in
America.



74 Formula Firebird.
With a 455V8.

Wind-tunnel tested design. One reason
Firebird hugs the road so well.



Extractors that extract,
deflectors that deflect,
scoops that scoop.



BRAKING DEADLINE
BEGIN FINAL 60MPH STOP BEFORE THIS POINT



TRANS AM

The Firebird spirit.

It's grabbing life for all it's worth... doing it with style.

Firebird offers you four dramatic ways to express it.

And the first way may be the most dramatic of all... our ultimate sport, Trans Am.

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.

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. That surge of excitement is a new 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.

Now 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.

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

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

You'll also start driving the long way home. With your finger on the pulse of

Formula's all-new 5.0 litre (301 CID) 2-bbl. V-8. (Except California and high-altitude counties.) It's quiet and responsive.

And eventually you'll accept the envious side-glances. Especially if you

*N.A. Calif. & high altitude counties.



order the Formula Appearance Package.

With blacked-out lower body and hood scoops. Multi-color stripes and large "Formula" graphics on the side.

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

Every day becomes another oppor-

tunity 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.

As always, there's the chance to enjoy the little touches that add so much. Sport mirrors. Custom pedal trim plates. Concealed wipers. Deluxe wheel covers.

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 sporty cars. The sporty good looks. The

handling and ride of Pontiac's Radial Tuned Suspension.

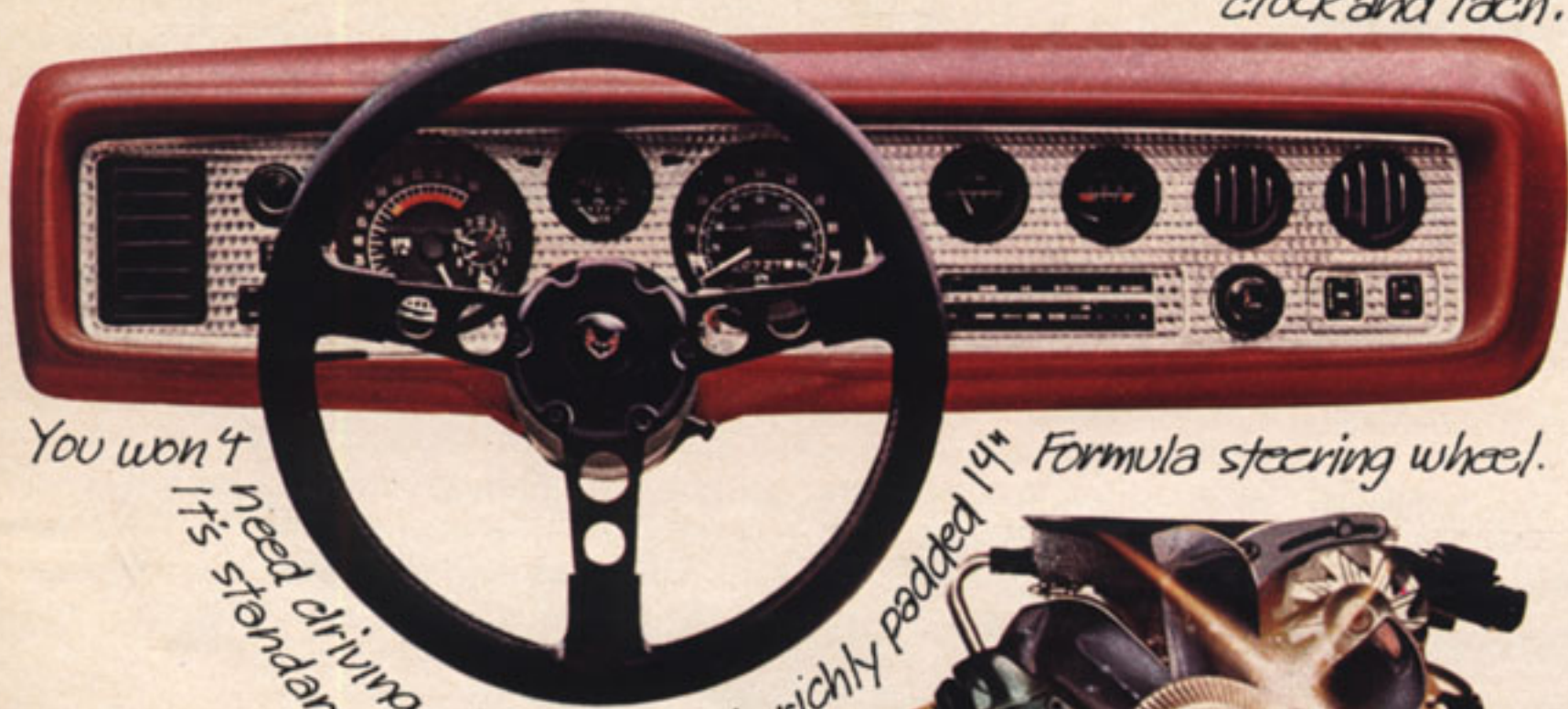
It has the fun of a Firebird. Standard 3-speed floor shift †. Spunky 3.8 litre (231 CID) V-6. Morrokide bucket seats.

It's got Firebird's dependability, too. With High Energy Electronic Ignition and catalytic converter.

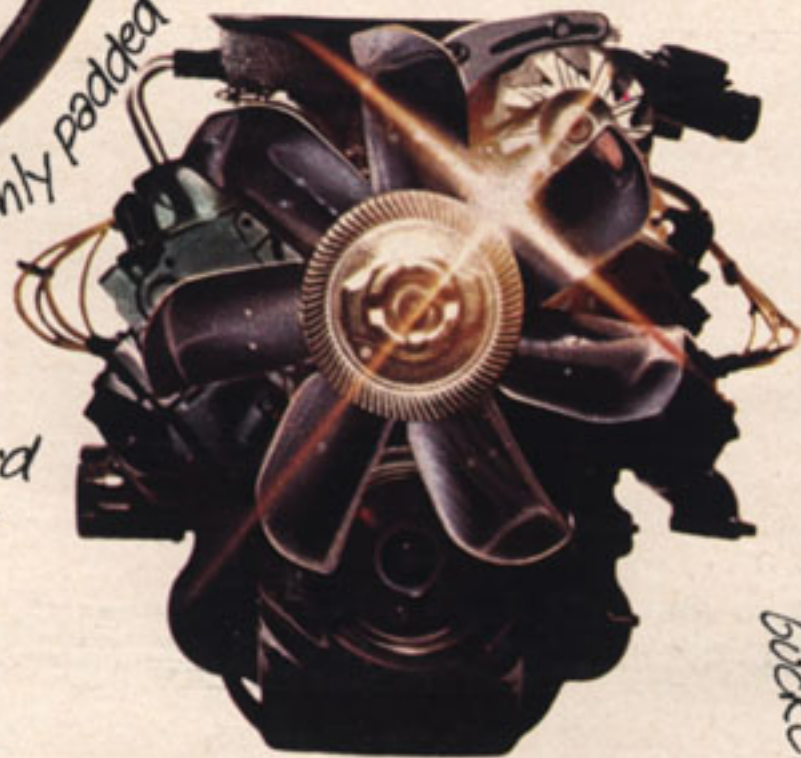
But our base Firebird has something else all its own—the lowest Firebird price.



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 Am's standard
6.6 litre 4-BBL V-8

From Trans Am's floor is this available four-speed synchro mesh shifter.†



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

Custom all-Morrokide or cloth contoured bucket seats standard on Esprit.

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

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.

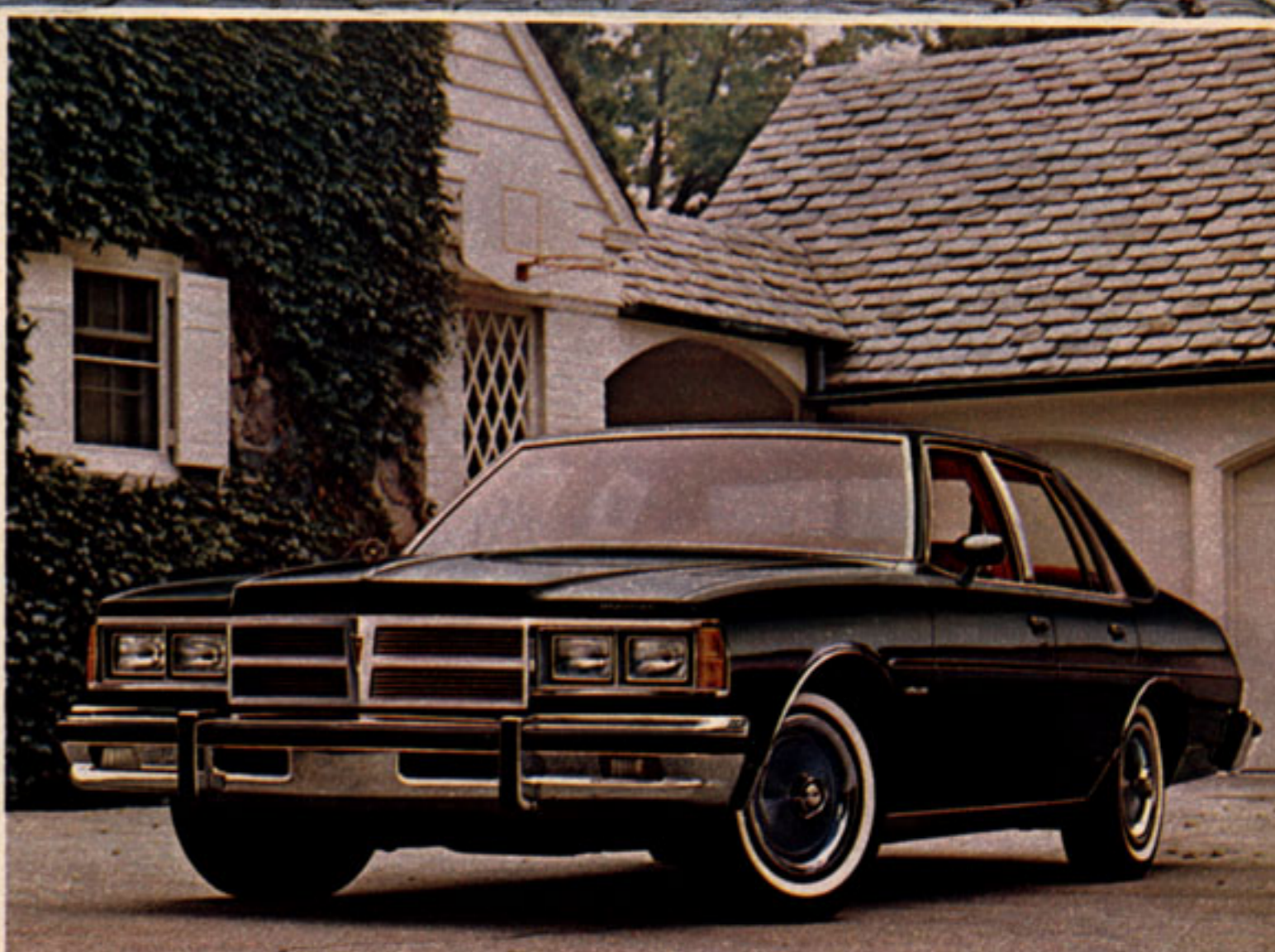




The plush one. Bonneville Brougham 4-Door Sedan.



The sporty one. Bonneville 2-Door Coupe.



The practical one. Catalina 4-Door Sedan.

BONNEVILLE BROUGHAM.

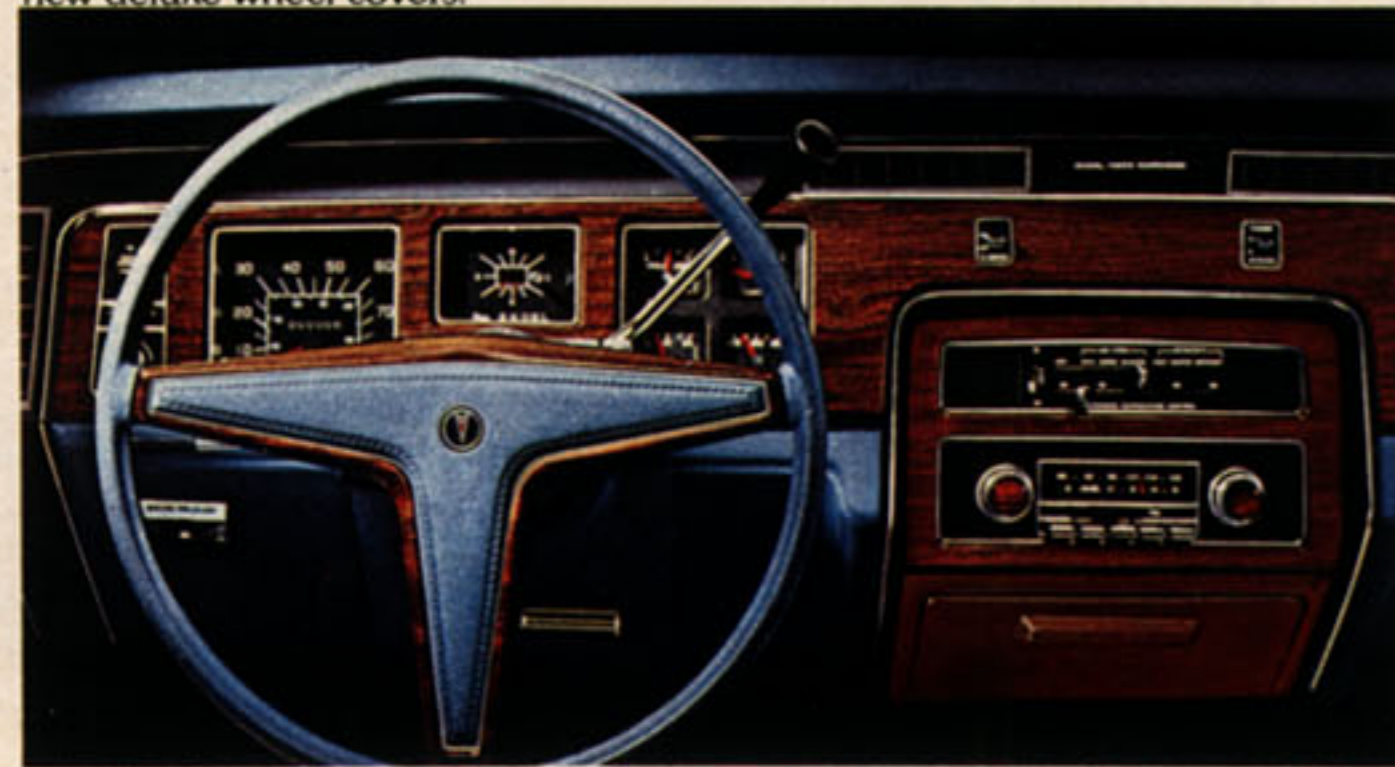
It's like taking a luxurious trip into the future.



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.

Totally new. Designed from the wheels up. Elegantly trim. Well thought out. With a sloping new hood. New grille and rectangular headlamps. And new deluxe wheel covers.



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 Bonneville. And one of the most luxurious interiors we've ever offered. Including your choice of crushed velour or supple Morrokide trim. 60/40 split full-width seat. A new instrument panel. 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.



There's improved serviceability. With two on-board diagnostic connectors that help your dealer pinpoint electrical problems. And a new "Freedom" battery that's maintenance free.

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

- A. Add the crowning touch to your new Brougham with this padded Landau roof and formal quarter window.
- B. Here's Bonneville Brougham's available striped velour, called "Valencia."
- C. This rich velour 60/40 full-width notch-back seat is standard. Available in blue—also available in black, buckskin, firethorn and green.
- D. Very simply, our ultimate. The Bonneville Brougham 4-Door Sedan.



†5.7 litre (350 CID) 4-bbl. V-8 mandatory in Calif. and high altitude counties.



The model for standard interiors to come. Bonneville's new crushed velour trim.

This all-Morrokode, full-width 60/40 seat with fold-down center armrest is available.

Up. Down. Forward. Backward. Tilt fore. Tilt aft. Bonneville's available six-way power seat.

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.

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

But this engine also incorporates the latest technology to meet all specified emission standards. 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 trim, new design that looks as good on the Champs d'Élysées

as on the Ohio Turnpike.

Inside, it's your home away from home. With beautiful new full-width notchback seats in your choice of plush velour or all-Morrokode. New dash with high-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? 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.

†5.7 litre (350 CID) 4-bbl. V-8 mandatory in Calif. and high altitude counties.

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





This fine cloth and Morrokide trim is standard on Catalina.

No austere interior for you. Just soft and supple Morrokide, available on Catalina.

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	39.5/38.0
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

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. With quality cloth and Morrokide full-width seats. New inertia seatback locks (2-door model) that

let 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 offers Pontiac's great maneuverability. With Turbo Hydra-matic. Variable-ratio power steering. Power front disc brakes. And our famous Radial Tuned Suspension.

Value means dependability, too. With a new modular heating and

cooling system for easy servicing. And Pontiac's High Energy Electronic Ignition and catalytic converter.

But perhaps the best show of Catalina's value will come years from now. With continued good looks. Pontiac is using the most corrosion resistance materials in its history.

Catalina. The right value at the right time.

High return investment: Catalina 4-Door Sedan.



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. (California and high altitude counties get a 2.3 litre 2-bbl. four.)

It's tough. The block is cast from high grade iron for the kind of performance 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 the city test. In California, 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, maybe 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 exotic 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 (std. in Calif.) 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 power-plant,

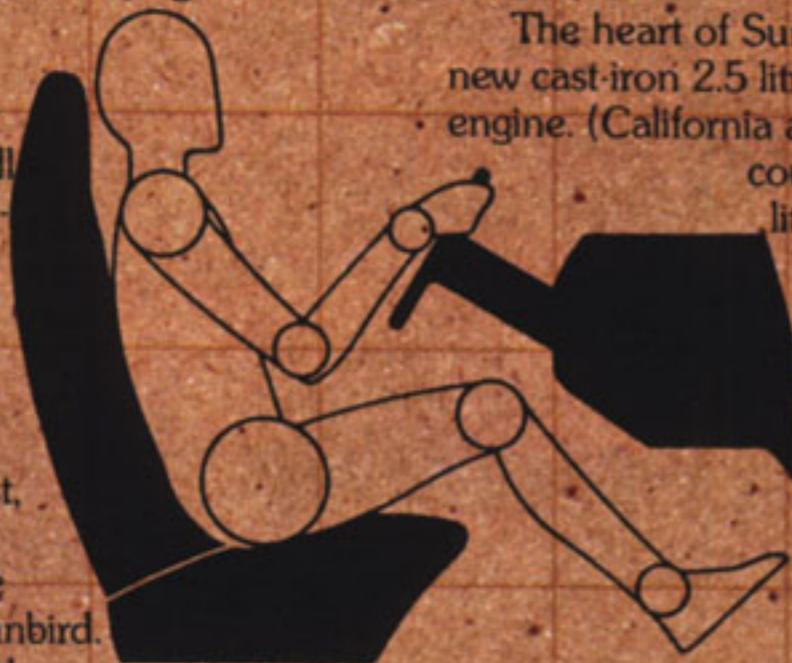
and you just might abash a Bavarian or two.

But it takes more than power to be a great sport coupe. So Sunbird's suspension is uncannily smooth.

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 deluxe cushioned



Heads turn when a new Sunbird Formula passes by.



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 tend to 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 Pontiac's 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.



Order Sunbird's available luxury interior and full rally instrumentation, lay on an available



Formula Steering Wheel and you've got yourself a luxury sport.

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

Sunbird can capture attention in even the most sophisticated circles.

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 sub-compact 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 impressive 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 a Pontiac exclusive. And it's standard on all Astre Hatchbacks* and Safari Station Wagons**.

EPA estimates for Astre with



this engine and manual transmission were quite impressive. 24 mpg in the city test; 32 mpg in the highway test. The mileage you get may vary depending on where and how you drive, your car's condition and available equipment. In California, EPA mileage estimates are lower.

But this new cast-iron engine gives 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.

This new engine is the largest displacement

4-cylinder made

for American passenger cars.

And 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



**Except high altitude counties.



There's nothing subtle about these graphics. You're driving an Astre Formula.



*Underneath that blacked-out grille is the new 2.5 litre (151 CID) engine.***

When you take the Formula route, you get the Rally RTS Package standard.



Astre's rear end. You can stuff 8.9 cubic feet of hamburgers in the trunk.





Handsome. These are the available custom seats.



Even full rally instrumentation is available.



Order the custom trim group. What you see is what you get.



Rally RTS Handling Package. Now you're cooking not only with 70 series radial tires and a front stabilizer bar, but a rear stabilizer bar 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 color-keyed deluxe cushion 3-spoke steering wheel.

All-vinyl black or buckskin seats complete the picture.

And a pretty picture it is.

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; or firethorn or black cloth.

For posher surroundings, order the luxury appointments group.

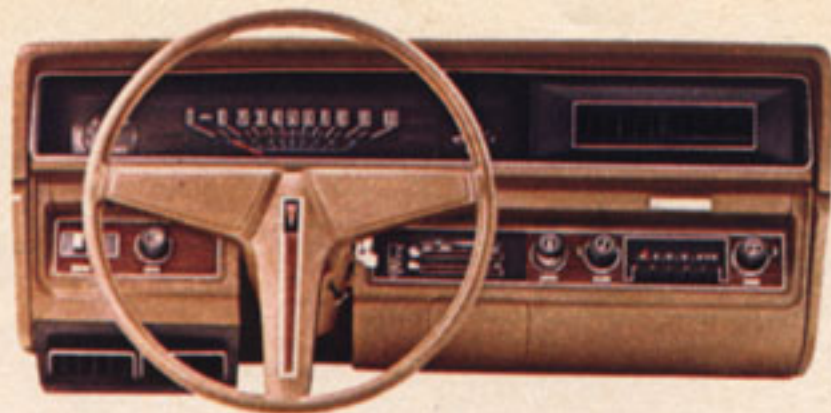
Thicker, cut-pile carpeting. Added acoustical insulation. Custom seat belts. Stripes. Body-colored sport mirrors.

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

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 Astre Formula 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 Astre Formula 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.

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 (mandatory in Calif.). 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.

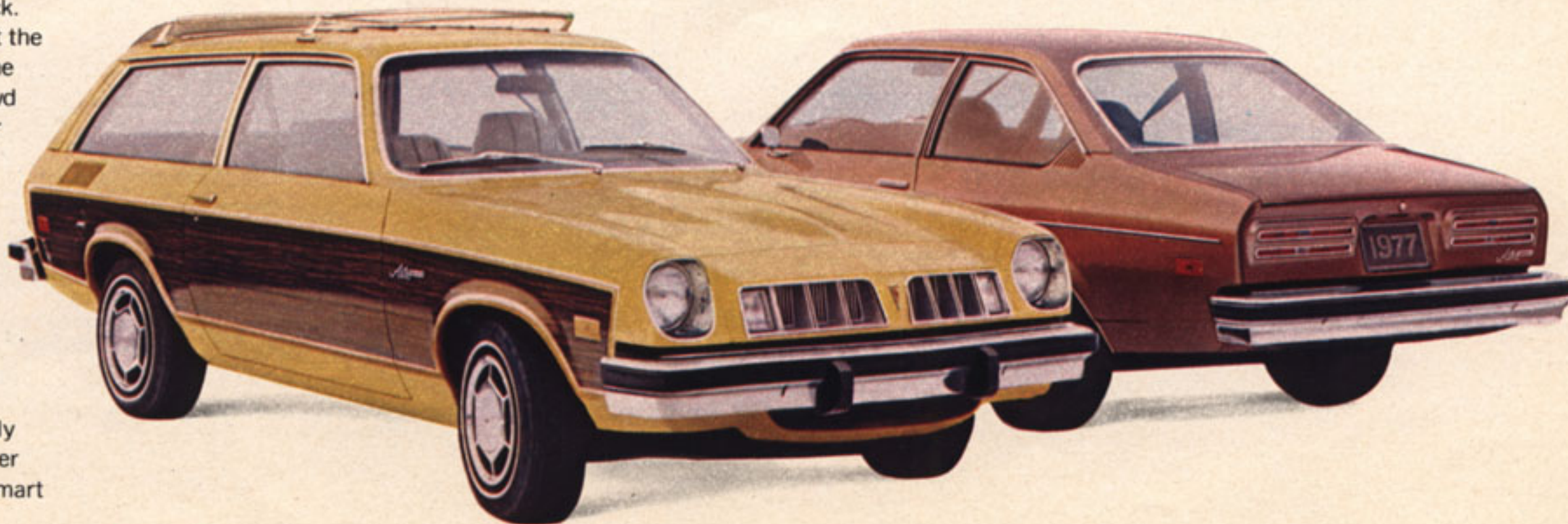
Taking the city in stride is the mark of a great car.

And Astre, like a good jump shot, hits the mark.

*N.A. high altitude counties.



DIMENSIONS (inches)	2-Door Coupes	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



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

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.

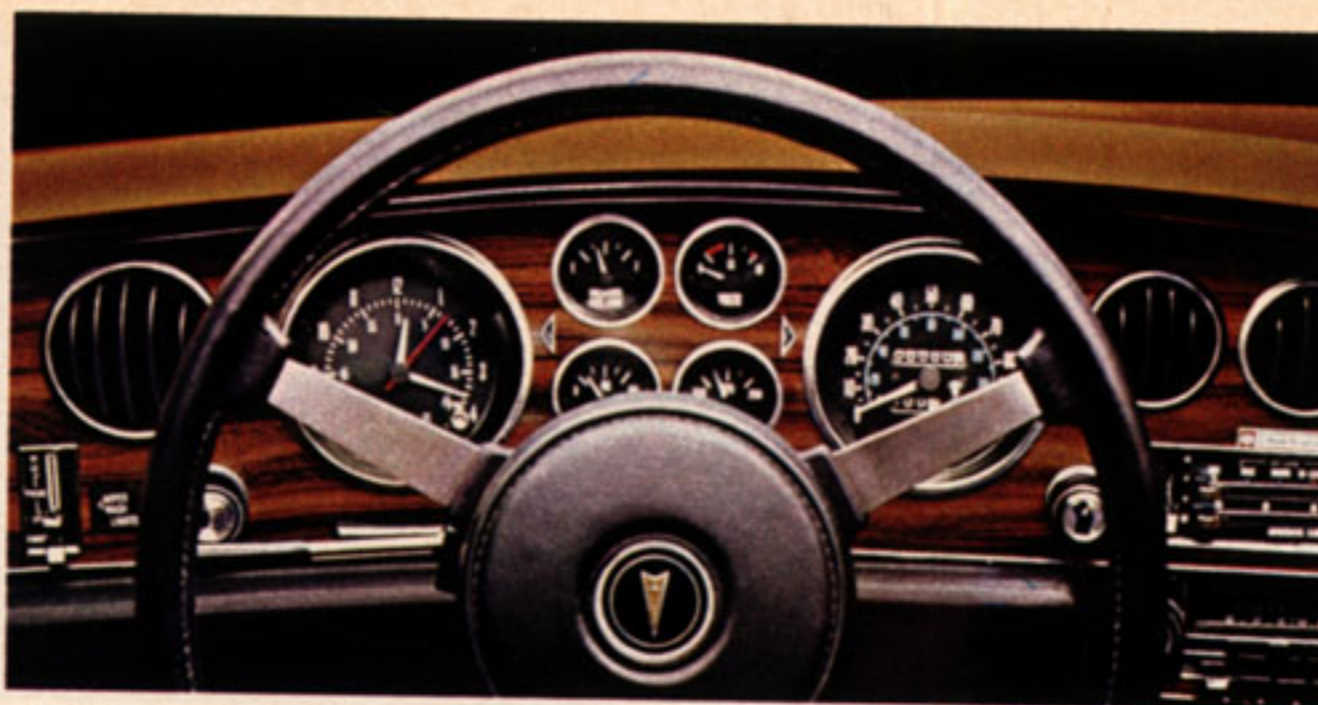
Pontiac called it GTO.

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 Grand LeMans, LeMans Sport Coupe, LeMans. Pontiac's three mid-sized cars.



This rich 60/40 full-width seat is available.



Custom sport steering wheel and rally gauges are available.



These great buckets are available.

GRAND LE MANS.

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

Everybody knows how great a '77 Grand LeMans looks outside.

But a few poor souls have never seen how great a Grand LeMans looks inside.

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

They've never felt Grand LeMans' thick, cut-pile carpet underfoot.

Or gripped the new luxury cushion steering wheel. Or looked at a Grand Prix-like instrument panel.

They've missed out on a lot.

A lot of engineering, too.

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

Or the new 3.8 litre (231 CID) 2-barrel

V-6. Or one of the three available V-8s you can order.

There's even a new AM/FM stereo with a CB radio available.

You'll have to decide between the 2-Door Coupe or the 4-Door Sedan. Either way, you'll get one of Pontiac's most luxurious mid-sized cars.

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





Full instrumentation is available with the GT option.



Notchback full-width seat or high-rise buckets. You have a choice choice.



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 headlights. The louvered rear quarter windows.

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.

Three of Pontiac's tough V-8s are available. As is the Rally RTS Handling Package. With GR70-15 radials, front and rear stabilizer bars.

High-back lateral support buckets are

standard. But there's a notchback full-width seat you can have at no extra cost.

Think about a full set of rally gauges. And a Custom Sport Steering Wheel. They're available.

But mostly, think about the fun of owning a LeMans Sport Coupe.

It bites when cornered. The LeMans Sport Coupe.





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



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

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

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 refining to come up with lines as sleek as this beauty's.

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

There's a handsome full-width cloth seat. A new deluxe cushion steering wheel.

Cut-pile carpet. Simulated rosewood on the instrument panel.

And with a name like LeMans, the Wide-Track people weren't about to hold back on engineering.

Pontiac's Radial Tuned Suspension with radial tires is standard.

A new 3.8 litre (231 CID) V-6 2-bbl. is standard too. And three V-8s are also available.

LeMans' list of availables is one of the longest in the industry.

Experience. It shows in every facet of Pontiac's lowest-priced mid-sized car.

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



1977 VENTURA:

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 windsplit 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 avail-

able vinyl, new deluxe cushion steering wheel and a new Grand Prix-style instrument cluster are just some of the niceties.

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.

According to EPA estimates, with this available engine and manual transmission, Ventura 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.*

Or 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. (California and high altitude counties get the 5.7 litre 4-bbl. engine.)

If you want to be shiftless, go for the available Turbo Hydra-matic transmission. Others will want to pop for the available

4-speed (V-8 only) or 5-speed manual floor shift (2.5 litre four only—not available in California or high altitude counties).

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.

† Not available in Calif. / high altitude counties.



*In California and high altitude counties, see your Pontiac dealer for EPA mileage figures and engine/transmission combinations.

The 1977 Ventura. From the wonderful folks who brought you the 1963 Grand Prix (left), the 1964 GTO (center) and the 1967 Firebird (right).



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



Ventura SJ's standard full-width seat in buckskin vinyl. You can have the same soft material in white or firethorn. Those who prefer rich cloth seats can choose from black, blue or firethorn.

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



Ventura SJ's new luxury cushion steering wheel and Grand Prix-like instrument cluster.

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



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

Ventura SJ's stand-up hood ornament with windsplit molding is an elegant touch for Pontiac's most luxurious compact.



Left to right: Ventura 2-Door Coupe, Ventura 2-Door Hatchback Coupe and Ventura SJ 4-Door Sedan.

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, precision-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 the "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 that he could fit over 10,000 ping-pong balls into the back of one of our wagons.

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



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

Our new Astre Safari Formula has body-colored Rally Wheels. Rally gauges and tach. Some snazzy sport mirrors. Some equally snazzy body trim. And Pontiac's Radial Tuned Suspension.

Every Astre Safari sports a rugged new engine. It's a cast-iron 2.5 litre (151 CID) four.* A Pontiac exclusive.

The interior says sportiness, too. With a new deluxe cushioned steering wheel. Thick, cut-pile carpeting. And contoured front buckets—in long-lasting Morrokide.

The Astre Safaris are sporty little road machines that just happen to be wagons.

*2.3-litre (140 CID) four in high altitude counties.

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

Astre Safari has 46.6 cubic feet of cargo space. Plus the other things you expect from a Safari. An easy-to-fold-down rear seat. Carpeting in the cargo hold. And available wood-grain vinyl side-panels.

But this small wagon is ready to rally.

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



Astre Formula Safari & Astre Safari	
DIMENSIONS (inches)	
Wheelbase	97.0
Overall length	177.6
Overall width	65.4
Front Tread	55.2
Rear Tread	54.1
Cargo Volume (cu. ft.)	46.6
Underfloor compartment 2-seat (cu. ft.) (est.)	N.A.
Length of cargo space at floor	65.3
Top of front seatback to closed tailgate	57.2
Minimum distance between wheelhouses at floor	42.5
Rear end opening width at belt	47.0
Maximum cargo height	28.6
Maximum height at rear opening (tailgate open)	25.7

Available buckets. Plenty plush.

2.5 litres of Pontiac performance

All business. In a sporty way.





THE LEMANS 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 just station wagons. They haul people and things. But they don't do it with 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.

Outside, it's the same happy story. A bold new grille. Hood ornament and windsplit molding. And rich simulated woodgrain siding.

Grand LeMans Safari has the power to draw crowds... and leave them 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 space.

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.

The Grand LeMans Safari and LeMans Safari turn every delivery into a special delivery.

†5.7 litre (350 CID) 4-bbl. V-8 mandatory in Calif. and high altitude counties.

A. The LeMans Safari features a stylish new grille and dual rectangular headlamps.

B. You're sitting pretty in Grand LeMans Safari's full-width seat, available.

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



DIMENSIONS (inches)	Grand LeMans & LeMans Safari
Wheelbase	116.0
Overall length	215.4
Overall width	77.4
Front tread	61.6
Rear tread	61.1
Cargo volume (cu. ft.)	85.1
Underfloor compartment 2-seat (cu. ft.) (est.)	9.8
Underfloor compartment 3-seat (cu. ft.) (est.)	5.8
Length of cargo space at floor	90.2
Top of front seatback to closed tailgate	82.9
Minimum distance between wheelhouses at floor	44.5
Rear end opening width at belt	62.8
Maximum cargo height	30.1
Maximum height at rear opening (tailgate open)	27.4



THE FULL-SIZED SAFARIS.

Pontiac at its most accommodating.

The 1977 Grand Safari is a totally new station wagon. Trimmer outside. Yet, space efficient. So 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. Full-width seats of supple Morrokide. And plush, cut-pile carpeting.

The cargo compartment is very spacious. 87.3 cubic feet of spacious.

And the cargo hold holds more surprises. Two lockable stowage compartments. A new latch and release that makes folding the second seat simple. And another new release that operates the available third seat from just inside the tailgate.

A tailgate that now opens three ways.

Grand Safari has our new 5.0 litre (301 CID) V-8.* A new 6.6 litre (400/403 CID) V-8 is also available. Turbo Hydra-matic. Power steering. Power front disc brakes. All standard.

Inside and out, Grand Safari redefines the full-sized wagon.

The Catalina Safari isn't quite as elaborate as the Grand Safari. But it shares many of the same features. Like the ample cargo hold. Our new three-way tailgate. The new roominess.

It sports the same new 5.0 litre engine.* The same Radial Tuned Suspension and High Energy Electronic Ignition.

These are the things that make Catalina Safari so appealing. These—and one exclusive feature: its affordable price.

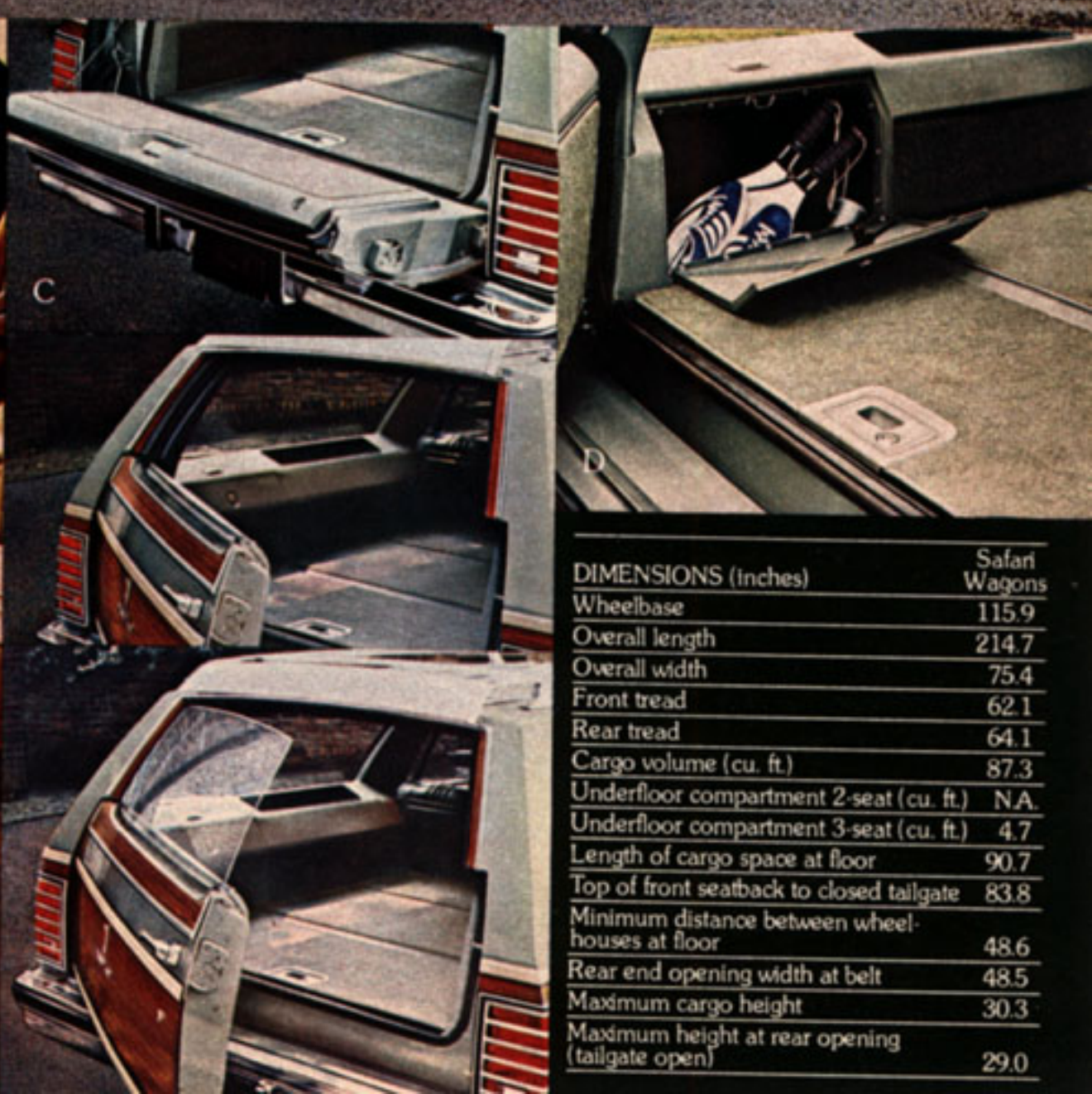
*A 5.7-litre (350 CID) V-8 in Calif. and high altitude counties.

A. The 1977 Catalina Safari.

B. 60/40 seating in luxurious Morrokide is available for Grand Safari.

C. Get a load of Safari's ingenious new three-way tailgate.

D. Stow away your valuables in two new lockable compartments.



DIMENSIONS (Inches)	Safari Wagons
Wheelbase	115.9
Overall length	214.7
Overall width	75.4
Front tread	62.1
Rear tread	64.1
Cargo volume (cu. ft.)	87.3
Underfloor compartment 2-seat (cu. ft.)	N.A.
Underfloor compartment 3-seat (cu. ft.)	4.7
Length of cargo space at floor	90.7
Top of front seatback to closed tailgate	83.8
Minimum distance between wheel-houses at floor	48.6
Rear end opening width at belt	48.5
Maximum cargo height	30.3
Maximum height at rear opening (tailgate open)	29.0

Facing page: Strictly first-class accommodations. The 1977 Grand Safari.

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 seatback latches • Energy-absorbing padded instrument panel and front seatback tops* • Contoured windshield header • Thick laminate windshield • Safety armrests • Safety steering wheel.

*Including intermediate seatback 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 rearview 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.

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 comfort 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



The Mark of Great Cars

It stands for quality. Value. A sense of responsibility. To you and your needs □ It stands for innovation. In our products. In every facet of our business. □ Perhaps most important, it stands for integrity. Never to compromise our philosophy that all Pontiac owners deserve to get their money's worth □ Every Pontiac must live up to the mark. Anything less would be less than a great car. And Pontiac exists to produce great cars □ The Wide-Track people wouldn't have it any other way.

