

THE '78 PONTIACS



THE BEST YEAR YET

It starts with an exquisitely trim new Grand Prix destined to take its place beside the classic Grand Prixes of the past.

And an equally exciting new Grand LeMans and LeMans. They're redesigned. Resized. Remarkable.

This is also the year the grand touring Grand Am comes back into production. And the first full year for the popular new luxury compact Phoenix.

There's a trio of sporty little Sunbirds in '78.

And the return of favorites like the beautiful full-size Pontiacs. Plus all the spirited Firebirds.

Every new 1978 model—from full-size to subcompact—has a style and a stance and a way with the road you expect from Pontiac.

Your best year yet can start with the next page.

A Word About Engines. The Pontiacs shown in this catalog are equipped with GM-built engines produced by various divisions. Please refer to the engine chart included in this catalog or available from your dealer for complete details about engine sources and availability.

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



Grand Prix

1978 Pontiac Grand Prix SJ, Sportiest of the new generation of Grand Prix's.



1978 Pontiac Grand Prix LJ. The most luxurious GP.

Grand Prix

This year, a dramatically new car has earned the right to bear the Grand Prix name. To symbolize Pontiac's dedication to styling flair and performance. To engineering innovation and luxury that never gets in the way of driving.

One look reveals this new car's heritage. The clean lines. The crisp flanks. The chiseled look of the new radiator-style grille. The tailored cut of the new roofline. The styling has a strength that's unmistakably Grand Prix.

Inside, this trim new Grand Prix will surprise you with its roominess. With more head room, leg and luggage room than last year's Grand Prix.

And room is just the beginning of GP's luxury. Extensive use of the latest computer technology gives Grand Prix a new full-frame design that helps isolate road noise. And helps give you a smooth, quiet ride.

New rubber body mounts help damp out vibration. New door and body seals help seal out noise. Thick new one-piece foam-backed carpeting and a new one-piece foam-backed headliner help absorb sound.

Together, they help produce the kind of ride you expect of Grand Prix.

It's obvious the new Grand Prix was designed by people who love to drive. The new instrument panel is clean and functional. The dials have the muted luster of brushed-aluminum faces. The controls are just a touch away. The turn signal stalk also controls the high beams. The steering wheel is even cushioned.

A responsive 3.8 litre (231 CID) V-6 is standard this year.† As is Pontiac's famed Radial Tuned Suspension with radial tires.

But some drivers insist on even more from their automobiles. That's why Pontiac makes two even grander Prixes available.

Grand Prix SJ

Grand Prix SJ is built for people who get really serious about their driving fun.

Accent stripes, sport mirrors and Pontiac's gleaming cast aluminum wheels help distinguish the SJ on the outside.

Inside, the dash sports a full set of Rally gages. A clock. A trip odometer. There's even a custom sport steering wheel. Naturally, bucket seats and a console are standard too.

†See Facts and Figures page for availability.

GP's exclusive new Viscount seats are available. They're genuine leather in four seating areas. And they're GP's best looking buckets yet.

SJ moves with a 4.9 litre (301 CID) 4-bbl. V-8,† an automatic transmission, power steering and power brakes. Obviously, you can get very serious about driving in a Grand Prix SJ.

Grand Prix LJ

For people who delight in an extra measure of luxury, there's an extra-luxurious Grand Prix called Grand Prix LJ.

The subtle richness of LJ's rocker moldings and body-colored mirrors are just a hint of all the attention to detail you'll encounter when you slip behind the luxury cushion wheel.

The dash is surrounded by vinyl with the look of hand-stitched leather. The velour seating has a new loose-pillow look. There's even added acoustical insulation.

Drive any of the trim, new 1978 editions, and you'll understand why Pontiac can give a car no higher praise than the name Grand Prix.

†See Facts and Figures page for availability.



1978 Grand Prix. This year's most affordable.



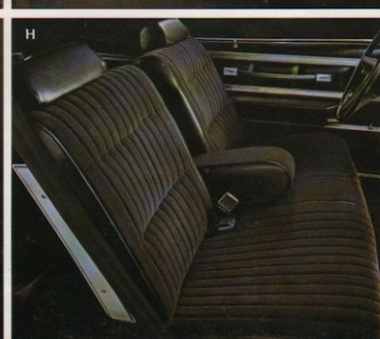
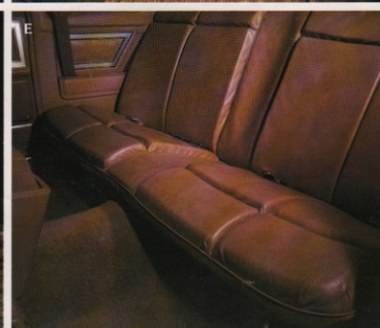
The new Grand Prix LJ instrument panel with available custom sport steering wheel and Rally gages.



Viscount seats are real leather in four seating areas. Available only on Grand Prix SJ and LJ.



The new Grand Prix is a knockout from any angle.



A. Grand Prix SJ's buckets. Very comforting in a corner.

B. A new window on the world. Grand Prix's available glass sunroof. (Option reduces headroom.)

C. The loose-pillow look is standard on LJ. The 60/40 notchback is available.

D. Impeccable road manners. All Grand Prix have Pontiac's famed Radial Tuned Suspension. The taster Rally RTS handling package is available (available cast aluminum wheels and whitewalls shown).

E. Rear seat passengers get more leg room in the new Grand Prix (available Viscount seating shown).

F. This available AM/FM stereo radio is also a digital quartz clock, a calendar and an elapsed time indicator.

G. Bucket seats should always be flanked by a center console. That's why this beauty is standard on Grand Prix SJ and available on any Grand Prix with buckets.

H. A very comforting thought. Grand Prix's standard notchback seat with center armrest.

I. 16.1 cu. ft. of luggage space.

GRAND PRIX

FACTS AND FIGURES

MODELS

Grand Prix
Grand Prix SJ
Grand Prix LJ

POWER TEAMS

Standard engine, Grand Prix:
3.8 litre (231 CID) 2-bbl. V-6.
Standard engine, Grand Prix SJ:
4.9 litre (301 CID) 4-bbl. V-8.*
Standard engine, Grand Prix LJ:
4.9 litre (301 CID) 2-bbl. V-8.*

Available engines:

4.9 litre (301 CID) 2-bbl. V-8 (Grand Prix* and Grand Prix LJ)*
4.9 litre (301 CID) 4-bbl. V-8 (Grand Prix and Grand Prix LJ)* (Grand Prix)†
5.0 litre (305 CID) 2-bbl. V-8 (Grand Prix SJ and Grand Prix LJ)** (Grand Prix)†

Standard transmission, Grand Prix:
Manual 3-speed†

Standard transmission, Grand Prix SJ and Grand Prix LJ: Automatic.

Available transmission, Grand Prix: Automatic.*

*Not available in California.

**Mandatory base in California.

†Available in California only.

STANDARD INTERIOR FEATURES

Standard Grand Prix Features

Deluxe cushion steering wheel. Column mounted dimmer switch. Simulated regal walnut instrument panel trim plate. Electric clock. Notchback seat with fold-down center armrest in cloth and vinyl or all-vinyl. All-foam construction front and rear seats. Nylon-blend, cut-pile carpeting. Carpeted lower door panels. Door pull straps. High-low level body ventilation. Luggage compartment mat.

Special Grand Prix SJ Features

Instrument panel pad with a custom-stitched look. Rally gauges, clock and trip odometer. Custom sport steering wheel. Deep-contour front bucket seats in all-vinyl. Center console. Custom pedal trim plates. Custom color-keyed seat and shoulder belts. Added acoustical insulation.

DIMENSIONS

	millimetres	inches
Overall length	5110	201.2
Overall width	1848	72.8
Wheelbase	2745	108.1
Track, front/rear	1486/1467	58.5/57.8
Head room, front/rear	956/961	37.6/37.8
Leg room, front/rear	1086/923	42.8/36.3
Shoulder room, front/rear	1350/1419	53.2/55.9
Hip room, front/rear	1311/1394	51.6/54.9
Trunk capacity	457 litres	16.1 cu. ft.

Published dimensions are for a base automobile without optional equipment or accessories. Additional accessories or equipment ordered at the customer's option can result in a minor change in these dimensions.

Special Grand Prix LJ Features

Instrument panel pad with a custom-stitched look. Luxury cushion steering wheel. Custom notchback seat with fold-down center armrest and new loose-pillow look in velour. Custom pedal trim plates. Rear quarter courtesy lamps. Custom color-keyed seat and shoulder belts. Added acoustical insulation.

STANDARD EXTERIOR FEATURES

Standard Grand Prix Features

All-new exterior styling in new trimmer size. Dual rectangular headlamps. Stand-up hood ornament and windshield molding. Formal roof line with formal rear quarter windows. Body-color inserts in outside door handles. Wide rocker panel moldings. Energy-absorbing front and rear bumpers. Front and rear bumper strips. Deck lid lock cover. Hubcaps with Pontiac crest.

Special Grand Prix SJ Features

SJ identification. Body-color sport mirrors, driver's side remote controlled. Accent stripes. Wide rocker panel moldings with extensions. Cast aluminum wheels.

Special Grand Prix LJ Features

LJ identification. Body-color sport mirrors, driver's side remote controlled. Wide rocker panel moldings with extensions. New deluxe wheel covers.

STANDARD CHASSIS FEATURES

Manual steering (power steering, SJ & LJ). Manual brakes, front disc, rear drum (power brakes standard on SJ & LJ). High Energy Electronic Ignition. Radial Tuned Suspension with 195/75R14 steel-belted radial tires. Compact spare tire. Freedom® battery.

CAPACITIES

Fuel tank—57 litres (15 gals.)
Oil refill, less filter—3.8 litres (4 qts.) V-6
4.7 litres (5 qts.) V-8

POPULAR EQUIPMENT AVAILABLE

Full or landau cordova top. Heading steel or tinted glass sunroof (option reduces headroom). Removable hatch roof. Soft ray tinted glass for all windows. Automatic temperature control air conditioning. Custom air conditioning. Digital clock. Cruise control. Rally gauges. Controlled cycle windshield wipers. Power windows. Power door locks. Power driver's seat. Power antenna. Center console. Remote control deck lid release. Illuminated visor vanity mirror. Electric rear window defroster. Dome reading lamp. Remote control sport mirrors. Reclining passenger seat. AM, AM/FM, AM/FM stereo radios, some with 8-track or cassette players, digital clock or 40-channel CB. AM/FM/CB Tri-Band power antenna. Tilt steering wheel. Automatic level control shock absorbers. Superlift shock absorbers. Complete trailer towing packages, for towing light/medium trailers. Rally RTS handling package.



Firebird

The ultimate. The 1978 Pontiac Trans Am.

Pontiac's sports machines.

Some get it by shooting Colorado's white water in a 12-foot raft. Others by soaring free at 900 feet. Still others by surfing the Bonzai Pipeline and coming through more-or-less intact.

It's an exhilarating feeling. The same feeling you can get behind the wheel of a 1978 Firebird.

Trans Am

The most exhilarating Firebird has to be Trans Am. Trans Am is a red-hot seller. And for good reason.

Hearts flutter at its mere mention. And start beating madly with the very first sight...

Look at the styling. That broad, forceful sweep of sheet metal. Punctuated by air extractors, air deflectors and a singular air dam.

A pair of piercing dual rectangular headlamps glare out of the new coal-black grille. Sweeping up from the trunk is Trans Am's distinctive spoiler.

Adding even more flash are the available cast aluminum wheels. Along with a shrieking bird decal for its shaker hood. For when you really want your Trans Am to send pulses pulsing.

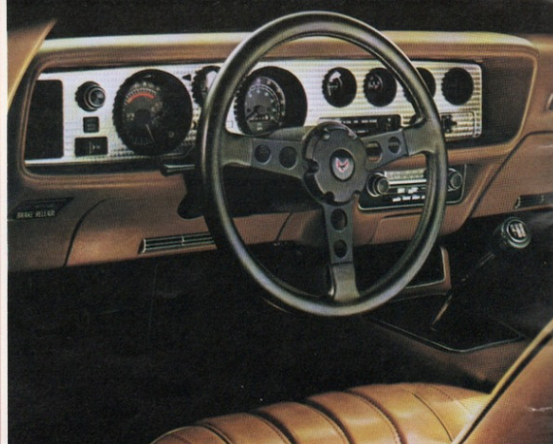
If you can pull yourself away from its awesome exterior, slip inside.

Nestle into the rich, all-vinyl bucket seats. Catch the glimmer off the burnished metal dash. With its clock, tach and full set of rally gages. They can help you gage every revolution of Trans Am's powerful 6.6 litre (400 CID) 4-bbl. V-8.†

Grasp the padded Formula steering wheel. And put yourself in command of Trans Am's power steering. It comes standard. So do power front disc brakes. An automatic transmission. And a special Radial Tuned Suspension with GR70-15 steel-belted radials. Together, they can help you tame the most unruly road.

Trans Am. The ultimate Firebird. The ultimate feeling. Once you've driven it, you'll never settle for shooting the rapids again.

† See Facts and Figures page for availability.



Formula Firebird

The Formula Firebird is for driving fanatics. Who'd rather spend their nights taking a spin down the road than spinning a dream. Who enjoy exploring back roads. And who wish Sunday drives would last until Tuesday.

The Formula's looks aren't quite as flashy as Trans Am. But it's hardly a wallflower.

You could probably spot one 2 miles off in a

fog. Those simulated air scoops out front. Rally II wheels. Body-colored sport mirrors. All standard.

For a little more dazzle, you can order the Appearance Package. It includes some sporty striping. Plus side-lettering that fairly shouts the Formula's name.

When you and your Formula decide to get chummy with back roads, you'll recognize its

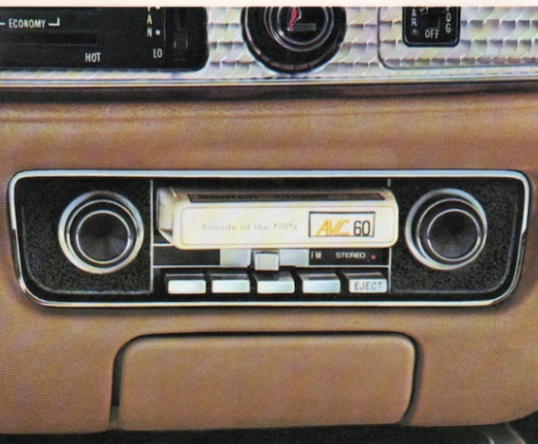
supple comforts. Like the luxury cushion steering wheel.

When you get earnest about your late night spins, you'll start to appreciate its responsive 5.0 litre (305 CID) V-8.†

The Formula Firebird. Get one. Then every Sunday, you can take it for a spin over some back roads.

Trans Am's response is enthusiastic. And so is everyone's reaction to the available custom interior.

A few more gages of Trans Am's success set in a gleaming instrument panel.



How do you track a Trans Am? With this available AM/FM/8-track stereo.

Spend your nights spinning gold. Order the available gold cast aluminum wheels.



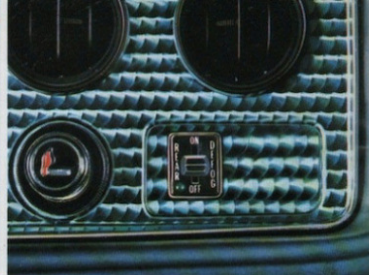
Formula Firebird. Ready for a little roadwork.



"Sky Bird" proudly displays its available fancy dress blues.



Happy ending to another flight for "Sky Bird."



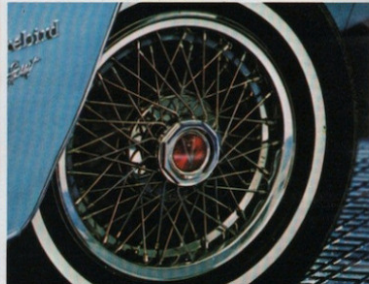
This available defogger helps clear your rear window for a better view of the world you left behind.



Outings become pleasure cruises—with Firebird's available Cruise Control.



In the vinyl analysis, you'll really appreciate these deeply padded buckets that come standard on Esprit.



Elegant wire wheels are available on Firebird and Firebird Esprit.



Flip the lid on this nifty available hatch roof, and take on all the airs of a convertible.



Firebird shows its true colors with the available Rally II wheels.



Now available on Firebird is this digital quartz clock radio with AM/FM stereo and electronic readouts for station frequency, time, elapsed time and date. It's just one of nine different sound systems available on the Firebird.

Firebird Esprit

Esprit is the luxury Firebird.

Not the fragile, frilly "musn't touch" kind of luxury. But Pontiac's kind. A luxury that doesn't interfere with the Firebird driver's love of driving.

Esprit's liquid lines are enriched by deep acrylic colors. Enhanced by matching sport mirrors. And gleaming deluxe wheel covers.

Its markings are unmistakably Esprit.

And this year you can fly with the special "Sky Bird" Appearance Package that's available. It offers two-tone blue paint. Special trim inside and out. Even sky-blue cast aluminum wheels. All adding up to a 'Bird of a totally different color.

But Esprit's luxury is more than paint deep. Inside, you'll find our luxury cushion steering wheel. Individually cushioned bucket seats of plush vinyl.

Or even plusher available velour you can order.

There's deep cut-pile carpeting underfoot. And added acoustical insulation. To help muffle the "oohs" and "ahhs" of appreciative passersby.

Esprit is a perfect melding of luxury and excitement. The kind of luxury that never intrudes. And the kind of excitement that's indelibly Firebird.



A true blue Esprit, the custom "Sky Bird."

Firebird

When you're looking for a car with all of Firebird's fire... but you need a handsome value, there's just one solution. Our basic "Bird."

It has the seductive good looks of every Firebird. The boldly sculpted front-end. The sweeping contours.

It has all the appointments you expect in a Firebird. Deep foam bucket seats.

Clear, concise instrumentation. Including a speedometer that speaks in kilometres as well as miles. And a vinyl applique on the dash that looks remarkably like rosewood.

The deluxe steering wheel cushions your hands. While plush nylon-blend carpet flatters your feet.

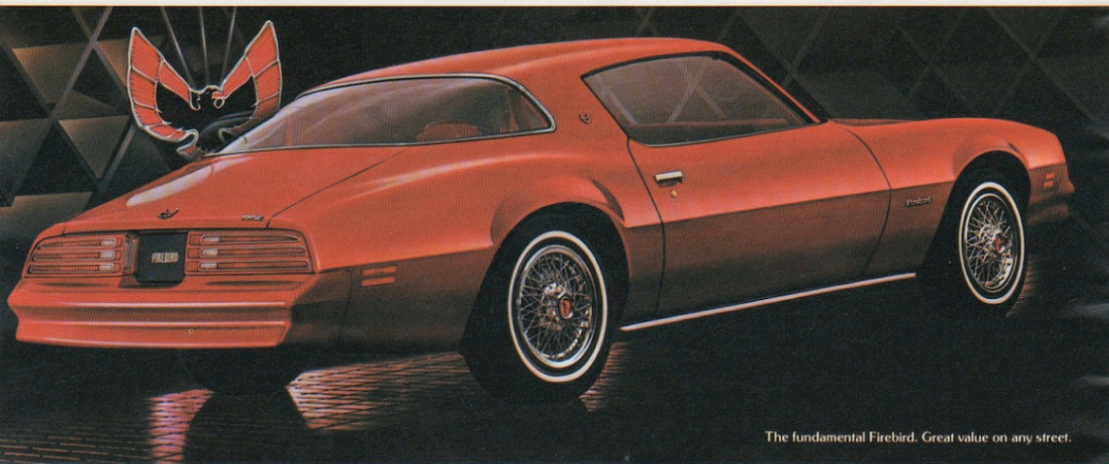
The car wings down the road with the authority

of a Firebird. Thanks to its 3.8 litre (231 CID) V-6.† Redesigned for what engineers say is "even torque interval." And you'll say it's smooth.

Our base model has the wow of every Firebird. Plus one wow all its own. Firebird's lowest price.

Now there's no reason you can't move to a Firebird. And kiss the dulls goodbye.

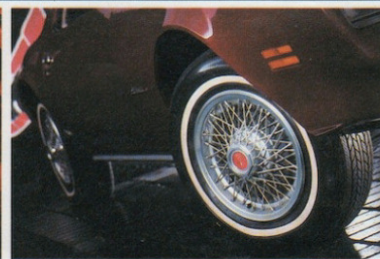
†See Facts and Figures page for availability.



The fundamental Firebird. Great value on any street.



Even our base Firebird belongs to the bucket brigade.



Firebird makes another good move with Pontiac's famed Radial Tuned Suspension.



Shift for yourself with this available 4-speed.

FIREBIRD

FACTS AND FIGURES

MODELS

Hardtop coupe offered in four versions: Firebird, Firebird Esprit, Formula Firebird and Firebird Trans Am

POWER TEAMS

Standard engines:
3.8 litre (231 CID) 2-bbl. V-6 on Firebird and Esprit
5.0 litre (305 CID) 2-bbl. V-8 on Formula
6.6 litre (400 CID) 4-bbl. V-8 on Trans Am*

Available engines:
5.0 litre (305 CID) 2-bbl. V-8 on Firebird and Esprit
5.7 litre (350 CID) 4-bbl. V-8 on Formula, Esprit and Firebird
6.6 litre (400 CID) 4-bbl. V-8 on Formula*
T/A 6.6 litre (400 CID) 4-bbl. V-8 on Formula and Trans Am**

Standard transmissions:
Manual 3-speed on Firebird and Esprit
Automatic on Formula, manual 4-speed available at no extra charge
Automatic on Trans Am

Available transmissions:
Manual 4-speed†
Automatic
*Available 6.6 litre (400 CID) 4-bbl. V-8 mandatory engine in California.
**Not available California.
†Automatic trans mandatory in California.

STANDARD INTERIOR FEATURES

Standard Firebird Features
Front bucket seats and bucket-type rear seats with all-vinyl trim. Front seat cushions of solid foam with integral springs. Deluxe cushion steering wheel in matching interior colors. Nylon-blend, cut-pile carpeting. Simulated rosewood applique on instrument panel trim plate. Speedometer graduated in both kilometres and miles. Single-buckle seat and shoulder belt system. Fluid-on-demand windshield washer. Ash tray lamp. High-low level body ventilation. Thick trunk floor mat.

Special Firebird Esprit Features

Custom all-vinyl bucket seats. Luxury cushion steering wheel in matching colors. Custom pedal trim plates. Distinctive door trim panels. Rear ash trays. Added acoustical insulation.

Special Formula Firebird Features

Luxury cushion steering wheel in matching interior colors. Full-length front console.

Special Trans Am Features

Formula steering wheel. Aluminum machine-turned style instrument panel trim plate. Rally gauges, electric clock and instrument panel tach.

STANDARD EXTERIOR FEATURES

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

Special Firebird Esprit Features

Esprit identification. Deluxe wheel covers. Body-colored sport mirrors, left-hand remote control. Body-colored door handle inserts. Bright moldings—roof drip, windowills, hood, rocker panels and wheel openings.

Special Formula Firebird Features

Formula identification. Rear deck spoiler. Hood with twin simulated air scoops. Body-colored sport mirrors, left-hand remote control. Blacked-out grille. Rally II wheels.

Special Trans Am Features

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

DIMENSIONS

millimetres (inches)	Firebird & Esprit	Formula	Trans Am
Overall length	4999 (196.8)	4999 (196.8)	4999 (196.8)
Overall width	1867 (73.4)	1867 (73.4)	1867 (73.4)
Wheelbase	2746 (108.1)	2746 (108.1)	2746 (108.1)
Track, front/rear	1547/1524 (60.9/60.0)	1547/1524 (61.3/60.4)	1547/1524 (61.2/60.3)
Head room, front/rear	945/914 (37.2/36.0)	945/914 (37.2/36.0)	945/914 (37.2/36.0)
Leg room, front/rear	1115/721 (43.9/28.4)	1115/721 (43.9/28.4)	1115/721 (43.9/28.4)
Shoulder room, front/rear	1440/1382 (56.7/54.4)	1440/1382 (56.7/54.4)	1440/1382 (56.7/54.4)

Published dimensions are for a base automobile without optional equipment or accessories. Additional accessories or equipment ordered at the customer's option can result in a minor change in these dimensions.

STANDARD CHASSIS FEATURES

Standard Firebird and Esprit Features
Front disc brakes. Power steering. Coil-spring front and leaf-spring rear suspension. High Energy Electronic Ignition and catalytic converter which requires unleaded fuel. And Radial Tuned Suspension, which includes: FR78-15 specification steel-belted radial tires, computer-selected springs, front stabilizer bar.

Special Formula Firebird Features

Trans Am front and rear stabilizer bars and GR70-15 steel-belted radial tires. Power brakes.

Special Trans Am Features

Safe-T-Track limited-slip differential. Powerflex fan. GR70-15 steel-belted radial tires. Heavy front and rear stabilizer bars.

CAPACITIES

Fuel tank—19.9 litres (21 gals)

Oil refill, less filter—

Firebird/Esprit 3.8 litres (4.0 qts)

Formula/Trans Am 4.7 litres (5.0 qts)

POPULAR EQUIPMENT AVAILABLE

Hatch roof with removable panels. Over-the-roof accent stripes. Canopy vinyl top. Wire wheel covers. Cast aluminum wheels. Body-colored Rally II wheels with trim rings. Deluxe wheel covers. Velour bucket seats (not avail. on base Firebird). Custom vinyl interior trim package (not available on base "Bird"). Air conditioning. Rally gage instrument cluster. Cruise control. Electric rear window defroster. Front console. Nine different sound systems including AM, FM, CB, cassette and 8-track. Formula steering wheel. Added acoustical insulation (std. on Esprit). Remote control deck-lid release. Dome and reading lamp.

Formula Appearance Package, including blacked-out lower body and grille, special striping and super-graphics. Special Esprit Sky Bird Appearance Package, including blue interior trim, two-tone blue exterior, dark blue accent on lower body with gradient blue tape stripe. Medium blue cast aluminum wheels, blue Formula steering wheel, decals, blue grille panels, blue custom seat belts and special sail panel identification. Black Special Edition Trans Am including gold striping and exterior accents, gold cast aluminum wheels.

Bonneville Brougham

Pontiac's full-size cars.

When we introduced the 1977 full-size Pontiacs, they represented the most forward-thinking approach to full-size cars in Pontiac history. A totally new design. With a trim new size. Clean new styling. And exciting new luxury.

We called them, "the right cars, at the right time." And we were right.

Because America's drivers purchased over 40% more 1977 full-size Pontiacs than they purchased 1976 full-size Pontiacs.

It made 1977 a great year at Pontiac. But we're out to make 1978 the best year yet.

Bonneville Brougham

Try to imagine your first ride. That magic moment

when you bring home your new Bonneville Brougham.

Notice the way noise stays outside where it belongs. It's a hush of luxury that took years to perfect.

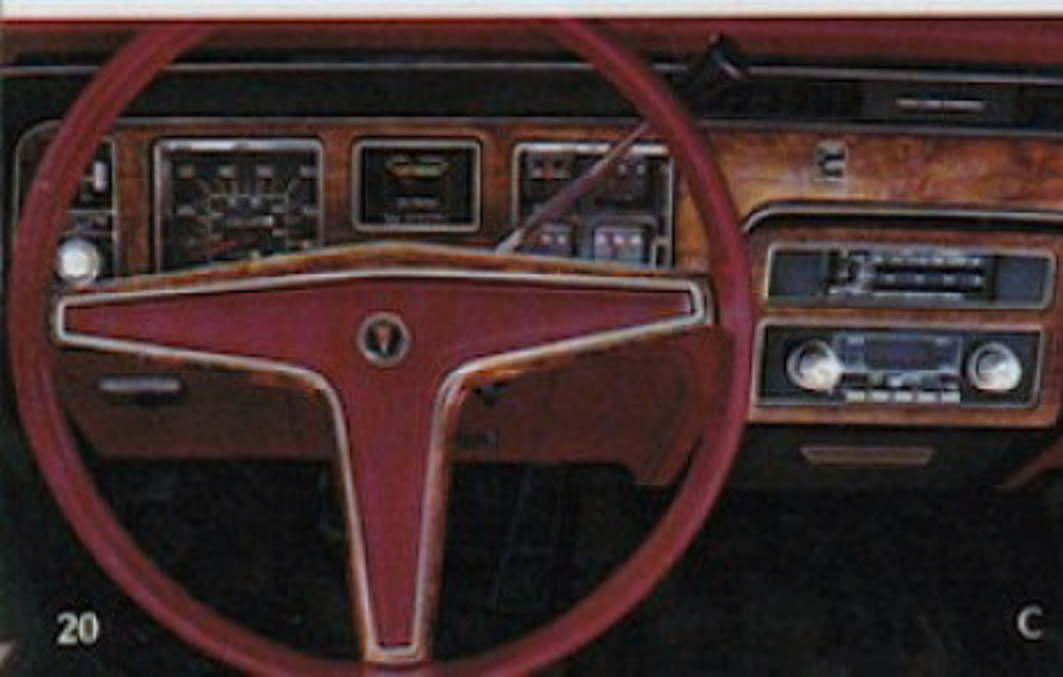
One-piece foam-backed carpets and headliners help absorb sound. And we paid careful attention to sealing out sound at joints and seams.



1978 Pontiac Bonneville Brougham. Our most luxurious full-size car.



A. Power windows are standard on Brougham. Naturally.
 B. Standard, too, are these elegant loose-pillow 60/40 notchback seats in soft velour.
 C. With an instrument panel like this, you won't forget the first time you sit behind the wheel of a new Brougham.



Bonneville Brougham (continued)

This emphasis on quiet is an indication of just how luxurious our new Bonneville Brougham really is.

Because we gave Brougham all the luxury you'd expect from Pontiac's top-of-the-line full-size car. Like standard 60/40 split notchback velour seats with an elegant new loose-pillow look. Carpeting on the lower door panels. A luxury

cushion steering wheel. A new simulated regal walnut applique on the instrument panel. And many available sound systems.

Bonneville Brougham gives you the luxury of roominess, too. The same kind of spaciousness that helped make 1977's Brougham so successful. And helps make this year's new Brougham so comfortable.

As you ease your way through traffic, you'll

appreciate the smoothness of Bonneville Brougham's standard 4.9 litre (301 CID) V-8.† It's complemented nicely by the automatic transmission. Power steering. Power front disc brakes. And Pontiac's famed Radial Tuned Suspension.

Elegant styling has always been a trademark of Pontiac's Bonneville Brougham, and this year is no exception. Its trim, handsome lines set off the bold new grille. The new wraparound tail

lamps. And available wire wheel covers.

With all these luxurious qualities, it's no wonder we call our new Bonneville Brougham our most luxurious Bonneville yet.

And why actually driving your new Bonneville Brougham home would be a lot more satisfying than just imagining it.

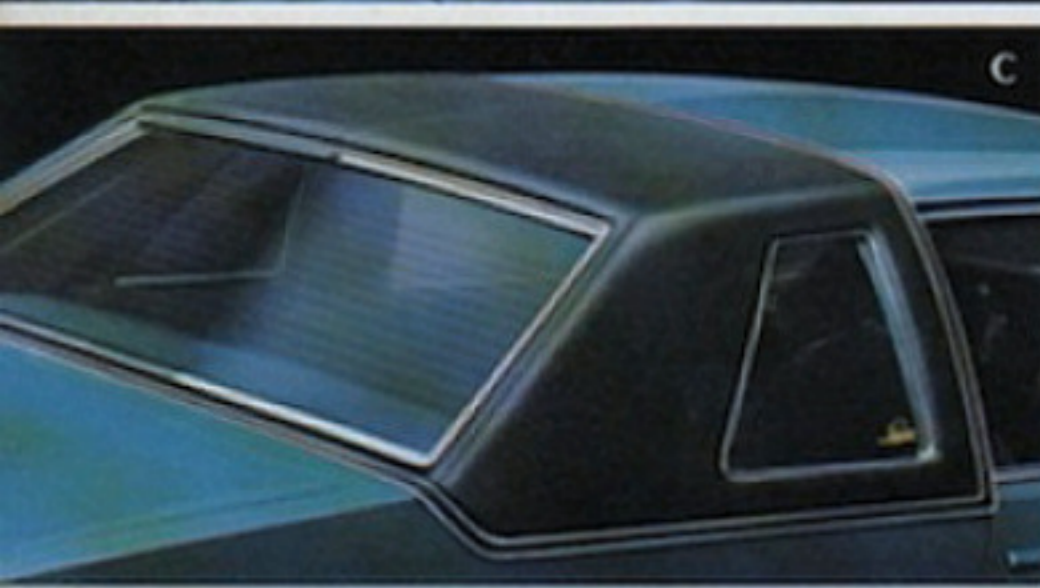
† See Facts and Figures page for availability.



1978 Pontiac Bonneville Brougham Coupe.



- A. It's hard to imagine these beautiful new velour and vinyl notchback seats are a Bonneville standard. But they are. The reclining passenger seat is available.
- B. Bonneville's standard notchback seats are also available in this supple vinyl. The 60/40 split is available.
- C. The finishing touch for any new Bonneville. Beautiful available landau top with formal window.
- D. Here's an eagle's-eye view of Bonneville's available sunroof. (Option reduces headroom slightly.)



Bonneville

You don't tamper with a car as successful as last year's Bonneville. You refine it.

That's what we did with the new 1978 Bonneville.

We kept the crisp, clean lines that made Bonneville so special last year. But we gave it a handsome new grille. And stylish new wraparound tail lamps. So the new 1978 Bonneville would be

sure to have a special look all its own.

Inside, Bonneville offers the same "look of luxury" it had last year. Plus more. With beautiful new standard velour or vinyl notchback seats. Available 60/40 notchback seats in cloth or vinyl. And for 1978, Pontiac's exclusive striped velour "Valencia" interior.

We kept Bonneville's very stylish instrument panel. Plush cut-pile carpeting. And the same

great roominess that helped make last year's Bonneville so comfortable to ride in.

Bonneville's impressive running gear also remains intact for 1978. Radial Tuned Suspension. Steel-belted radial tires. And responsive 4.9 litre (301 CID) V-8† are still all standard.

You see, even a most successful automobile can be refined. Pontiac's 1978 Bonneville is proof. † See Facts and Figures page for availability.



1978 Pontiac Bonneville. The success story continues.

Bonneville

Catalina

Pontiac's new Catalina isn't quite as luxurious as either of our new Bonneville's. But neither is its price.

Yet Catalina shares many of the same design advantages.

Like a neat, trim size. Clean, handsome styling. Distinctive new grille and tail lamps. And new standard stand-up hood ornament.

Look inside our new Catalina, and you'll find even more similarities. Like the same front and rear head room and leg room as you'll find in Bonneville Brougham. And you get Catalina's beautiful standard seats in cloth and vinyl. Deep, cut-pile carpeting. Fully upholstered door panels. Deluxe cushion steering wheel. And a tasteful new simulated walnut applique on the instrument panel.

Catalina's ride is just as smooth and comfort-

able as the ride of our more luxurious full-size Pontiacs, too. And you get power steering. Power front disc brakes. Radial Tuned Suspension. And radial tires. All standard. Standard, too, is a smooth 3.8 litre (231 CID) V-6.†

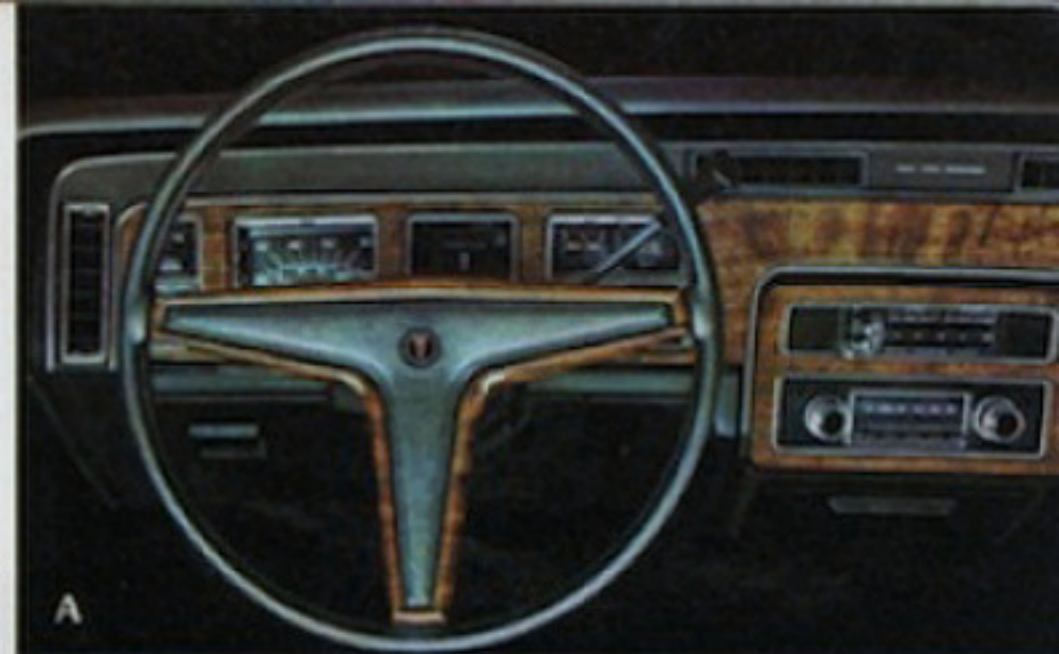
Pretty impressive features on any full-size automobile. But very exciting features when you know they come with Pontiac's lowest priced full-size car. † See Facts and Figures page for availability.

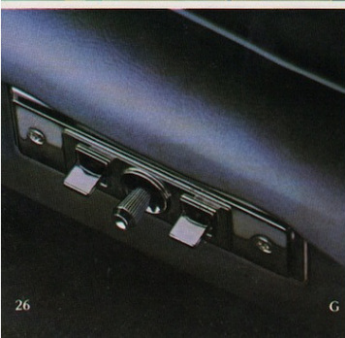
- A. No austere instrument panel for Catalina. With the new simulated regal walnut applique, it's a sight to behold.
- B. Catalina's standard cloth and vinyl full-width seats give you the kind of comfort you expect from a full-size Pontiac.
- C. An equally comfortable all-vinyl full-width seat is available.
- D. Catalina has 20.3 cu. ft. of easy-to-use stowage space.
- E. This onboard diagnostic connector can help your dealer pinpoint certain electrical problems quickly and easily.
- F. Pontiac's High Energy Electronic Ignition is designed to go up to 22,500 miles between recommended maintenance intervals under normal driving conditions.



Catalina

1978 Pontiac Catalina. Our lowest priced full-size car.





- A. Available Cruise Control helps you maintain a steady speed at the touch of a button.
- B. Driving takes on new flexibility with this available tilt steering wheel. Adjusts to six different positions.
- C. A 40-channel Citizens Band radio is available on all models.
- D. Our popular Valencia interior is now available on Bonneville. And it's still a Pontiac exclusive.
- E. The available automatic temperature control air conditioning thermostatically controls your interior climate. The new AM/FM stereo radio and cassette tape player is just one of nine available sound systems.
- F. This beautiful available electronic digital clock reads out time, date, station frequency and elapsed time of your trip.
- G. Order up Pontiac's available six-way power seat.
- H. Give your Pontiac that added touch of elegance with smart-looking available wire wheel covers.
- I. A little more sportiness? Coming right up with available Rally II wheels.

BONNEVILLE BROUGHAM, BONNEVILLE, CATALINA

FACTS AND FIGURES

MODELS

Bonneville Brougham: Coupe, Sedan.
 Bonneville: Coupe, Sedan.
 Catalina: Coupe, Sedan.

POWER TEAMS

Standard engine, Catalina:
 3.8 litre (231 CID) 2-bbl. V-6.
 Standard engine, Bonneville and Bonneville Brougham:
 4.9 litre (301 CID) 2-bbl. V-8*
 Available engines:
 4.9 litre (301 CID) 2-bbl. V-8**
 5.7 litre (350 CID) 4-bbl. V-8**
 6.6 litre (400/403† CID) 4-bbl. V-8.
 Standard transmission:
 Automatic.

*Not available in California.
 **Mandatory base engine on Bonneville and Bonneville Brougham in California.
 †Available in California and designated high altitude counties only.

STANDARD INTERIOR FEATURES

Standard Catalina Features
 Deluxe cushion steering wheel. New simulated regal walnut applique on instrument panel. Speedometer graduated in kilometres per hour as well as miles per hour. Single-buckle seat and shoulder belt system. Full-width bench seat with cloth and vinyl trim. Nylon-blend, cut-pile carpeting. Steering column mounted dimmer switch. Glove box lamp. Ash tray lamp. Cigar lighter. High/low level body ventilation. Inertia-type automatic seat-back lock (Coupe). Acoustical insulation. Inside hood latch release. Freedom® battery. Luggage compartment mat.

Special Bonneville Features

Velour or all-vinyl trim in special design. Notchback front seat with fold-down center armrest. Luggage door trim with carpeted lower area. Pull straps on all doors. Dome lamp switches on all doors. Added acoustical insulation.

Special Bonneville Brougham Features

New loose-pillow luxury velour trim. 60/40 notchback front seat with fold-down center armrest. Luxury cushion steering wheel. Bonneville Brougham identification on instrument panel. Luggage compartment lamp. Electric clock. Power windows with power pods. Custom color-keyed seat and shoulder belts. Pedal trim plates. Right-hand visor vanity mirror. Fully trimmed luggage compartment. Rear-quarter courtesy lamps.

DIMENSIONS millimetres (inches)

	Coupe	Sedan
Overall length	5443 (214.3)	5443 (214.3)
Overall width	1980 (78.0)	1980 (78.0)
Wheelbase	2945 (115.9)	2945 (115.9)
Track, front/rear	1568/1542 (61.7/60.7)	1568/1542 (61.7/60.7)
Lead room, front/rear	969/965 (38.1/38.0)	986/965 (38.8/38.0)
Leg room, front/rear	1072/982 (42.2/38.7)	1072/1003 (42.2/39.5)
Shoulder room, front/rear	1544/1494 (60.8/58.8)	1544/1545 (60.8/60.8)
Hip room, front/rear	1396/1462 (55.0/57.6)	1396/1405 (55.0/55.3)

Published dimensions are for a base automobile without optional equipment or accessories. Additional accessories or equipment ordered at the customer's option can result in a minor change in these dimensions.

STANDARD EXTERIOR FEATURES

Standard Catalina Features
 New grille and bumper inserts. Stand-up hood ornament and windsplit molding. Dual rectangular headlamps. New wraparound tail lamps. Moldings on windshield, hood rear edge, wheel openings, rear window, quarter windows. Brushed aluminum pillar applique (Coupe). Rocker panel and roof drip moldings. Left-hand outside manual control mirror (chrome). Energy-absorbing front & rear bumpers. Front & rear bumper strips. Deck lid cover with crest. License plate molding. Hubcaps with crest. Concealed wipers.

Special Bonneville Features

Distinctive new grille. Dual rectangular headlamps. Wide tail lamps. Sunburst medallion on brushed aluminum center pillar (Coupe), or sail area (Sedan). Wide lower body moldings, with front and rear extensions. Deluxe wheel covers. Rear wheel opening covers.

Special Bonneville Brougham Features

Remote control left-hand outside mirror. Brougham identification. Stand-up sunburst hood ornament and chrome hood windsplit molding. Deluxe wheel covers. Windowsill molding.

STANDARD CHASSIS FEATURES

Standard Catalina Features

Power steering. Power brakes with front discs/rear drums. FR78-15 black fiberglass-belted radial tires. Radial Tuned Suspension, which includes: front stabilizer bar, computer-selected springs.

Special Bonneville and Bonneville Brougham Features

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

POPULAR EQUIPMENT AVAILABLE

"Valencia" striped velour seat trim (Bonneville only). Padded landau top with formal quarter windows (Coupe only). AM/FM stereo with digital clock—shows frequency, time, date and elapsed time. AM and AM/FM radios. 4-speaker stereo system with AM/FM stereo radio and integral 8-track tape player. New integral cassette tape player or 40-channel CB. AM/FM radio with 40-channel CB. Cruise control. Automatic temperature control air conditioning. Power windows (standard on Bonneville Brougham). Power door locks. Remote control outside rearview mirrors. Electric sunroof (option reduces head room). Luxury cushion steering wheel (standard on Bonneville Brougham). Custom finned wheel covers. Wire wheel covers. Cast aluminum wheels. Rally II wheels with trim rings (available body-colored). Remote control deck lid release. Color-keyed vinyl body side moldings. Dome and reading lamp. 60/40 notchback front seat (standard on Bonneville Brougham). Six-way power seat. Two-tone paint appearance package. Added acoustical insulation (standard on Bonneville Brougham and Bonneville). Rally RTS Handling Package. Controlled-cycle windshield wiper system. Illuminated right-hand visor vanity mirror. Custom color-keyed seat belts (standard on Bonneville Brougham). Power antenna. New AM/FM & CB tri-band power antenna. Electric rear window defroster. Rally gages and clock. Soft ray glass. Automatic level control. Manual front-passenger reclining seat (not available on Catalina). Tilt steering wheel. Left-hand and right-hand remote control sport mirrors. Windowsill moldings (standard on Bonneville Brougham). Trailer towing packages.

CAPACITIES

Fuel tank—Catalina—79.5 litres (21.0 gals.)
 Oil refill, less filter—
 Catalina—3.8 litres (4 qts.)
 Bonneville—4.7 litres (5 qts.)
 3.8 litres (4 qts.) California and high altitude counties.



Grand LeMans

One of the most luxurious yet. Pontiac Grand LeMans Sedan.

Pontiac's dramatically redesigned mid-size cars.

The skeptics said it couldn't be done.

They said you couldn't design a car trim enough to meet the needs of the times. Roomy enough to carry six. And still exciting enough to satisfy Pontiac lovers.

They were wrong.

Pontiac is proud to introduce its new generation of mid-size cars. Trimmer in size, with a new 108.1 in. wheelbase. Surprisingly roomy, with even more head room, leg and luggage room than last year's models. In three exciting new versions to satisfy just about everyone.

Grand LeMans

It's hard to believe how much luxury Pontiac has built into this year's Grand LeMans until you sit inside it.

The notchback seats have a new loose-pillow look in soft velour. The instrument panel is impressively arranged with brushed aluminum dials and regal walnut vinyl applique. Thick, cut-pile carpeting extends up the lower door panels. Even the luxury cushion steering wheel is richly padded.

You become even more impressed as you walk around this car. Those trim, clean contours. The handsome new grillework. Single rectangular headlamps. And wide wraparound taillamps. This is Grand LeMans at its elegant best.

But the moment of truth comes when you take it on the road. Immediately, you're impressed with the way the new full-perimeter frame helps isolate road noise. The ready response of the standard 3.8 litre (231 CID) 2-bbl. V-6 engine†. Or available V-8. The feel of Pontiac's famed Radial Tuned Suspension.

Perhaps most satisfying of all, you appreciate the quiet. An extensive noise-control program has been carried on with these new mid-size cars. And it shows. Specially tuned body mounts help damp out vibration. Foam-backed carpet and headliner help absorb sound. And new door and body seals help seal out noise.

Pontiac's done it again! And it's all yours in one of the most luxurious Grand LeMans yet.

†See Facts and Figures page for availability.

Grand LeMans (continued)

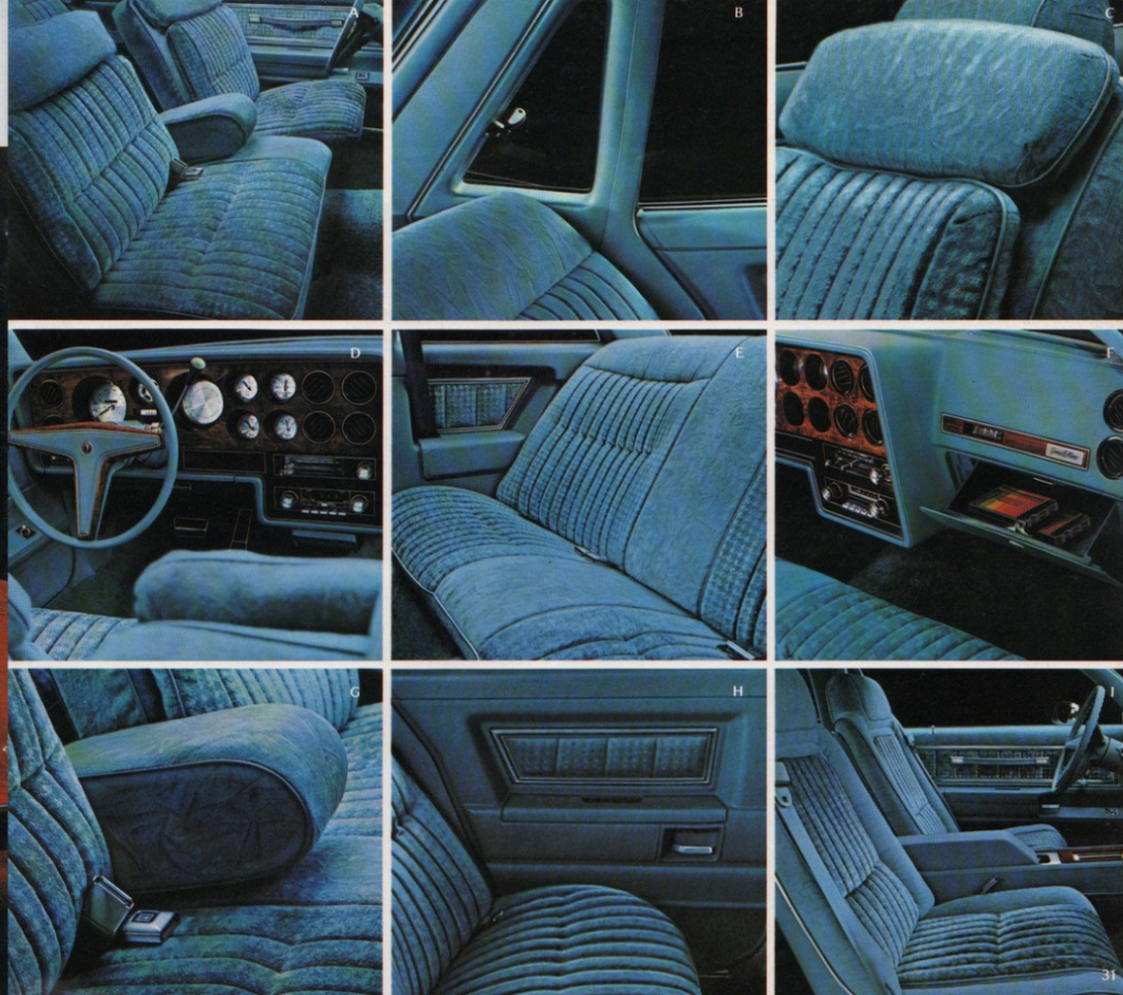
(Opposite page) Even a moment inside will give you an idea of Grand LeMans' richness. The feel of soft velour **E** on standard notchback seats with

fold-down center armrest **G**. Or available 60/40 **A** or bucket seats **I**. A new loose-pillow look **C**. The comfort. Thanks to design innovations like stationary rear door glass on sedans that allow us to recess the rear armrests **H**. The

airiness of swing-out rear quarter windows **B** on the sedan. Available with power operation. And little touches—like brushed aluminum dials on the instrument panel **D**. And a new bin-type glove box with integral coin holder **F**.



Never trimmer. Never better. Pontiac Grand LeMans Coupe.



LeMans

It's hard to imagine a better value than the 1978 LeMans. It's the lowest priced of Pontiac's new mid-size cars.

The styling is trim, clean and contemporary. With an eye-catching new cross-hatch grille. New large single rectangular headlamps. Tasteful accents. And a look you know will still be fresh

years after the new car smell fades away.

To help keep the new look new, this year's LeMans incorporates extensive corrosion-resisting treatments. With special rust-inhibiting steels. Zinc-rich primers. Moisture-repelling sealants. And tough acrylic finishes.

Inside, you'd swear there was some mistake. This couldn't possibly be Pontiac's most affordable

mid-size car. But it is! With full-width seats in a beautiful new fabric. Deluxe cushion steering wheel. Fully upholstered door panels. Nice, thick-pile carpeting. And room for six.

The engineers have been able to give you even more head and leg room than last year's LeMans. By lowering the floor. And slimming the seats, but not the comfort. We also use stationary rear door

glass on sedans to allow us to recess the rear armrests.

There's extra luggage room. Due in part to the new compact spare tire. It's less bulky, lighter and stores vertically. Out of the way, but easy to use.

Servicing this all-new LeMans is easier, too. Some components, like the air conditioner and heater core, are now single modular units for fast,

easy attention. All instrument panel dials and gages are removable from the front—making it easy, should you need to have a bulb changed. There's also a Freedom* battery that never needs refilling.

In case you're wondering whether Pontiac had to sacrifice performance to give you all this, relax. A 3.8 litre (231 CID) V-6† is standard. It's now

redesigned for even torque impulses. And that can mean smoother response for you, especially at idle and low speeds.

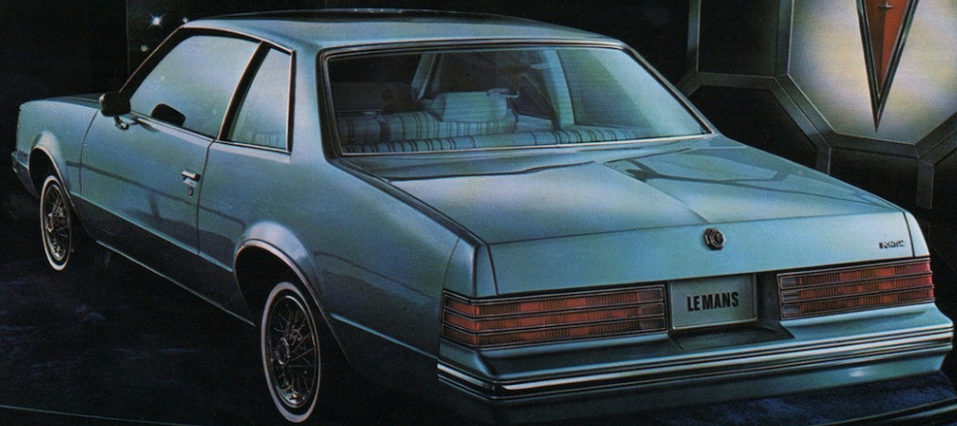
Of course, this new LeMans wouldn't be a Pontiac without Pontiac's Radial Tuned Suspension. It's standard.

It's hard to imagine a better mid-size buy. †See Facts and Figures page for availability.



LeMans

Practical makes perfect. The trim new Pontiac LeMans Sedan.



(Above) An amazing value, this new LeMans Coupe.

(Below, left) This richly upholstered full-width seat is standard on LeMans. But you'll be tempted to tell your friends it's extra cost.

(Below, right) LeMans' stylish new instrument panel is easy to service. All dials and gauges are

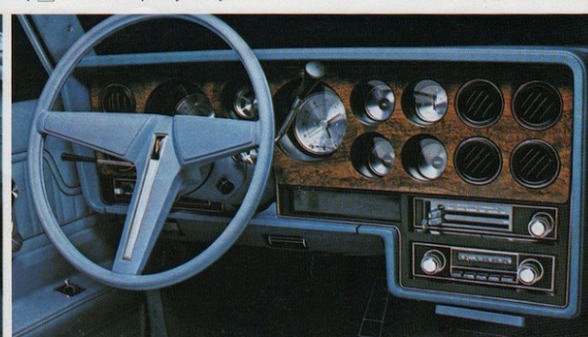
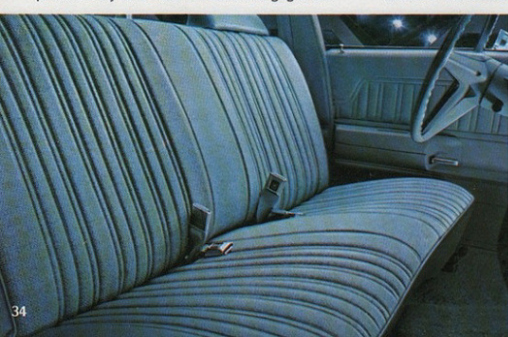
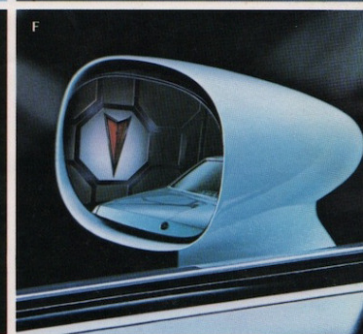
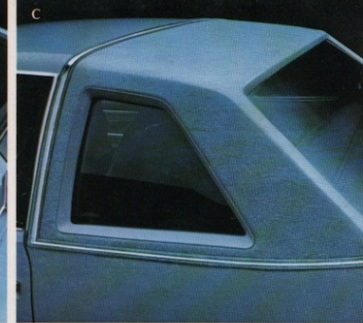
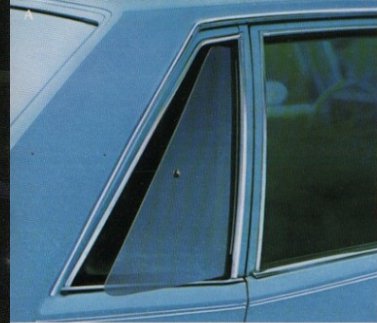
now accessible from the front.

(Far right) Take a trip around LeMans' trim new contours [A], and you'll discover the large new trunk [B]—with 16.4 cu. ft. of cargo space.

The softness of an available padded-landau top [C] with formal quarter windows on coupe. Or the available full cordova top [H]. The contemporary

style of single rectangular headlamps [G] and wide wraparound taillamps [I].

And those dazzling details... the available wire wheel covers [D], the jewel-like available hood ornament [E], and outside sport mirrors [F]. Then discover how much you want this new LeMans for yourself.



Grand Am



Grand Am

It's got driving ambition. The new Pontiac Grand Am Coupe.

Grand Am

For a few glorious years in the early seventies, one car came blazing on the scene to establish itself as an impressive American grand touring car.

Well, now it's back.

With a new size. A dramatic new design. And the same exciting driving flair that once set your heart on fire.

Skeptical? Come along, my friend.

Gaze at Grand Am's special new front end. With its strong vertical grille. Single rectangular headlamps. And bold two-tone paint treatment on the bumpers and lower body.

And, as if that weren't enough, you can also order available painted upper-body accent stripes with matching vinyl striping on the hood, rear-end panel and on the available body-colored sport mirrors.

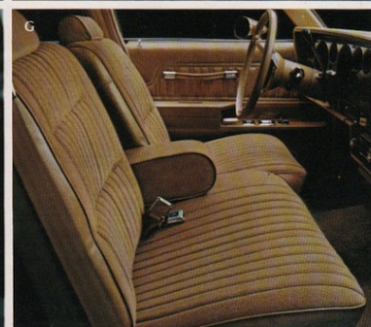
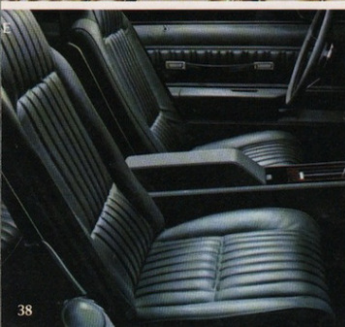
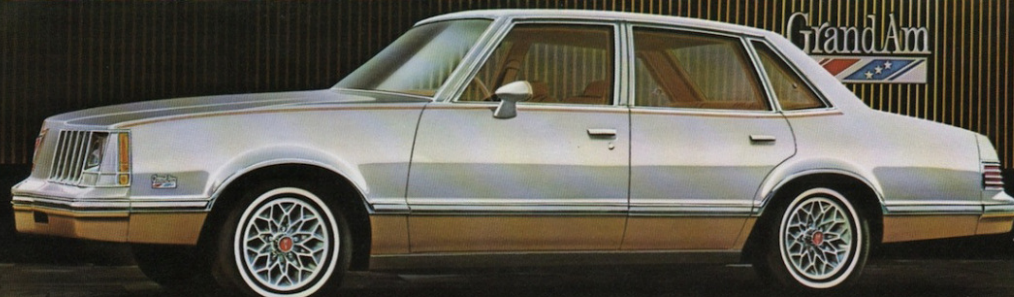
Oh, and don't worry about this new mid-size Grand Am merely looking the part of a sport hero.

It's got guts, brother. A responsive 4.9 litre (301 CID) 2-bbl. V-8†. Automatic trans. 205/70R14 steel-belted radial tires with Pontiac's Rally RTS handling package. Not to mention power steering and power front disc brakes.

Grand Am's grand touring flair is also alive and well. Just open the door, and you'll find custom notchback seats in fine cloth or vinyl. Or available buckets. New quick readout dash with brushed aluminum dials in regal walnut vinyl applique. (Also available with rally gages and tachometer). Carpeted lower door panels. Added acoustical insulation.

It's as if Grand Am had never left.

†See Facts and Figures page for availability.



Grand Am

- A. Four doors' worth of great road touring machinery. The Grand Am Sedan.
- B. Grand Am's central intelligence organization. You can order available rally gages, tachometer and trip odometer.
- C. This center console is available when you order buckets. The automatic transmission is standard.
- D. There are good vibes coming from this available AM/FM stereo radio with cassette player. Just one of several fine Pontiac sound systems worth checking out.
- E. For personalized touring, you can order Grand Am with bucket seats. A reclining passenger bucket is also available. Shown here in soft vinyl. Also available in rich cloth.
- F. Grand Am's reputation begins with its standard Rally RTS handling package.
- G. Make this bench your home. It's Grand Am's available 60/40 notchback seat. Shown in hand-somely styled cloth. Available in custom vinyl.

GRAND LEMANS, LEMANS, GRAND AM FACTS AND FIGURES

MODELS

Grand LeMans: Coupe and Sedan.
LeMans: Coupe and Sedan.
Grand Am: Coupe and Sedan.

POWER TEAMS

Standard Engines:

Grand LeMans/LeMans: 3.8 litre (231 CID) 2-bbl. V-6.
Grand Am: 4.9 litre (301 CID) 2-bbl. V-8*

Available Engines:

Grand LeMans/LeMans/Grand Am: 5.0 litre (305 CID) 2-bbl. V-8†
Grand Am: 4.9 litre (301 CID) 4-bbl. V-8**

Standard Transmissions:

Grand LeMans/LeMans: Manual 3-speed floor shift†
Grand Am: Automatic.

Available Transmissions:

Manual 4-speed floor shift† (Grand Am only).
Automatic‡

*Not available in California and designated high altitude counties.
†Not available in California.
‡Mandatory base engine on Grand Am in California.
§Mandatory base transmission in California and designated high altitude counties.

STANDARD INTERIOR FEATURES

Standard LeMans Features
Full-width front seat in newly styled cloth and vinyl. Fully upholstered door panels. Instrument panel with new regal walnut vinyl applique. New column-mounted dimmer switch. Deluxe cushion steering wheel. Single-buckle seat and shoulder belt system. Tilt-type inside non-glare mirror. Luggage compartment mat. Cigar lighter. Speedometer graduated in kilometres per hour as well as miles per hour (odometer registers miles). Nylon-blend, cut-pile carpeting. High/low level body ventilation. New bin-type glove box with integral coin holder. Stationary rear door glass on sedans.

Special Grand LeMans Features
New loose-pillow design notchback velour seats with fold-down center armrest. All-vinyl seating available at no extra cost. New custom color-keyed seat belts. Luxury cushion steering wheel. Door panel pull straps. Carpeted lower door panels. Dome lamp switches on all doors. Added acoustical insulation. Dual horns.

Special Grand Am Features
Special notchback front seat in cloth and vinyl or all-vinyl. Carpeted lower door panels. Door panel pull straps. Dual horns. Added acoustical insulation. Dome lamp switches on all doors.

DIMENSIONS millimetres (inches)

	Coupes	Sedans
Overall length	5061 (199.2)	5041 (198.5)
Overall width	1838 (72.4)	1838 (72.4)
Wheelbase	2745 (108.1)	2745 (108.1)
Track, front/rear	1486/1467 (58.5/57.8)	1486/1467 (58.5/57.8)
Head room, front/rear	962/961 (37.9/37.8)	983/957 (38.7/37.7)
Leg room, front/rear	1086/892 (42.8/35.1)	1086/965 (42.8/38.0)
Hip room, front/rear	1314/1384 (51.7/54.5)	1326/1412 (52.2/55.6)
Trunk Capacity	464 litres (16.4 cu. ft.)	464 litres (16.4 cu. ft.)

Published dimensions are for a base automobile without optional equipment or accessories. Additional accessories or equipment ordered at the customer's option can result in a minor change in these dimensions.

STANDARD EXTERIOR FEATURES

Standard LeMans Features
Single rectangular head lamps. New Pontiac crest and nameplate on the front end panel. Wide wrap-around tail lamps. Resilient, energy-absorbing front and rear bumpers with bright strips. "LeMans" nameplate on front fender. Deck lid lock cover with crest. Concealed windshield wipers. Left-hand outside manual control chrome mirror. Wheel-opening, windshield and rear window moldings. Hubcaps with Pontiac crest.

Special Grand LeMans Features
Distinctive Grand LeMans stand-up hood ornament and windsplit moldings. Wide tail lamp bezels. Body-color inserts in outside door handles. Special identification on fenders and deck lid. Peripheral-type body lower side molding. Hood rear-edge moldings. Wheel opening and rocker panel moldings. Windsail moldings.

Special Grand Am Features
Specific front-end design with two-tone painted bumpers. Distinctive two-tone paint treatment on lower body. "Grand Am" nameplates. Bright body moldings. Body-colored door handle inserts.

STANDARD CHASSIS FEATURES

Full perimeter-type frame. Front disc brakes, rear drum on Grand LeMans/LeMans. Power brakes on Grand Am. Manual steering on Grand LeMans/LeMans. Power steering on Grand Am. High Energy Electronic Ignition. Radial Tuned Suspension including: 185/75R14 GM specification fiberglass-belt radial tires on LeMans/Grand LeMans, 205/70R14 steel-belted radial tires on Grand Am, front stabilizer bar (front and rear bars on Grand Am), 4-wheel computer-selected coil springs. New compact spare tire. Freedom® batteries.

CAPACITIES

Fuel tank—66 litres (17.5 gals.)—Grand Am—57 litres (15.0 gals.)
Oil refill, less filter—3.8 litres (4 qts.)

POPULAR EQUIPMENT AVAILABLE

Custom air conditioning. Automatic temperature control air conditioning. Electric rear window defroster. Controlled-cycle windshield wipers. Luxury cushion steering wheel (std. on Grand LeMans). Electric clock. Electronic digital clock. Padded landau top on coupes. Full padded vinyl roof (n.a. Grand Am Sedan). Radios: AM/FM, AM/FM stereo, AM/FM stereo & stereo 8-track tape player, AM & stereo 8-track tape player, AM/FM stereo & cassette tape player, AM/FM stereo with digital clock, AM/FM stereo with 40-channel CB, AM/FM with 40-channel CB. Rear radio speakers. AM/FM/CB Tri-Band antenna. Remote control (left- and right-hand) sport mirrors. Left-hand remote control, with right-hand fixed sport mirrors. Left-hand remote control chrome mirror. Visor vanity mirror (right-hand illuminated or non-illuminated). 6-way power seat adjuster. Power door locks. Power windows. Power rear vent windows. Power steering (std. on Grand Am). Power brakes (std. on Grand Am). Power glass or metal sunroof (reduces head room slightly). Reclining passenger seat. Remote control deck lid release. Courtesy and reading lamps. Tilt steering wheel. Cruise control (avail. only with power brakes and automatic trans.). Bucket seats. 60/40 split front seat. Sporty console (avail. with bucket seats on Grand LeMans and Grand Am). New deluxe wheel covers. Custom lined wheel covers. Rally wheels with trim rings. Wire wheel covers. Cast aluminum wheels. Accent stripes. Rally gage cluster with tachometer and trip odometer (also avail. with clock). Safe-T-Track rear axle. Heavy-duty battery. Trailer package. Soft-ray glass. Front and rear floor mats. Front and rear bumper guards. Spare tire cover. Rally RTS handling package (standard on Grand Am) includes: 205/70R14 black steel-belted radial tires (white side wall or white letter available), large front and rear stabilizer bars. Added acoustical insulation. Air-adjustable shock absorbers. Automatic level control.



Sunbird Sport Coupe

There's a lot to be said for expensive European sport coupes.

But when it comes to American driving needs, you've got to try Pontiac's own Sunbird Sport Coupe.

It's styled to turn you on. Trim. Tailored. Sophisticated. With a distinctive new chrome grille. Dual rectangular headlamps. Custom wheel covers.

And, wow, does it turn on the comfort! Americans drive a lot of miles. So Sunbird Sport Coupe offers a lot as standard equipment. Custom bucket seats in soft vinyl. Deluxe cushion steering wheel. Handsome simulated rosewood dash. Thick-pile carpeting. And extensive acoustical insulation.

If you're feeling self-indulgent, there's the available luxury interior.

It pushes up your Sunbird nicely with luxury bucket seats in cloth or vinyl. Luxury cushion steering wheel. Luxury-level door trim with map pockets. Custom seat and shoulder belts. Even rear seat ash trays.

And Sunbird Sport Coupe is designed to handle the many *different* driving conditions Americans can encounter in a single day. Stop-and-go city traffic. Bustling superhighways. As well as winding country terrain.

Sunbird handles them all with typical Pontiac flair. With a standard 4-speed floor shift† and front disc brakes to help thread you through congested urbomania. Independent front- and torque arm rear-suspensions to take you nimbly over undulating countryside. And a cast-iron 2.5 litre

†See Facts and Figures for availability.

The elite bird. Pontiac Sunbird Sport Coupe.

Sunbird

(151 CID) 2-bbl. 4-cylinder engine† to roll you down those straightaways.

Yep, you really ought to try Pontiac's Sunbird Sport Coupe. Or maybe, Sunbird's base Coupe. It has many of the features of the Sport Coupe. Plus one important feature all its own—the lowest manufacturer's suggested retail price of any '78 Pontiac.

Sunbird Sport Hatch

If it's sportiness you're after, Pontiac's got yet another Sunbird to give the imports a run for their Eurodollars.

The new Sunbird Sport Hatch.

This one's lean, clean and laid-back in design. With a rear deck that swings up, and a rear seat that folds down for your camping gear.

And if you want to change that look from laid-back to "get down and boogie," just call for the available Formula Package. It sizzles up your Sport Hatch with a blacked-out lower body with "Formula" lettering and accent stripes. Rear spoiler. Rally gages and tachometer. And Rally RTS handling package that includes front and rear stabilizer bars, BR70-13 steel-belted

radial tires and Pontiac's famed Radial Tuned Suspension.

You won't see anything like that on the Autobahn.

But impressive good looks are only part of the story. This new Sunbird Sport Hatch was designed to perform. A standard 2.5 litre (151 CID) 2-bbl. four† starts it off. Or if you need more response,

a 3.8 litre (231 CID) 2-bbl. V-6† is available.

Complementing the action, you also get a standard floor-shifted 4-speed† (or available 5-speed or automatic). And front disc brakes.

Inside the new Sport Hatch, there's comfort that Americans appreciate. Body-contoured custom bucket seats in leather-soft vinyl. Deluxe cushion steering wheel. Distinctive door and

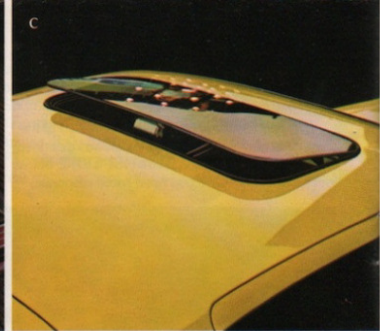
quarter panel trim. Extensive acoustical insulation. And thick cut-pile carpeting.

The 1978 Sunbirds. Built for the way America loves to drive.

†See Facts and Figures for availability.



Birds of play. (Foreground) Sunbird Formula Sport Hatch. (Background) Sunbird Sport Hatch.



- A. Economizing never fell so good. These handsome vinyl bucket seats are standard on the base Sunbird Coupe only.
- B. When the surf's up, or you just want to party down, Sunbird Sport Hatch can take a big load off your shoulders.
- C. Raise the available tinted-glass sunroof this far and catch the breeze. Or take it right out and catch some rays. (Option reduces head room slightly.)
- D. Turn the corner on dull driving. Order your Sunbird with available Radial Tuned Suspension.
- E. This available console makes a stylish housing for your Sunbird's standard 4-speed floor shifter. † Or go one better and get the available 5-speed. †
- F. Come to grips with your driving potential. Order this available tilting Formula wheel.
- G. Stay cool with available custom air conditioning. Then hear some hot licks from the available rich sounding AM/FM stereo radio with 8-track tape deck.
- H. Flip Sunbird Sport Coupe's available fold-down rear seat, and you've got some lavish load space.
- I. The sport of kings. That's your Sunbird when you order these extra-cost luxury bucket seats. Shown in rich cloth; also available in soft vinyl.

†See Facts and Figures for availability.

SUNBIRD FACTS AND FIGURES

MODELS

Sunbird Coupe
Sunbird Sport Coupe
Sunbird Sport Hatch

POWER TEAMS

Standard engine:

2.5 litre (151 CID) 2-bbl. 4-cyl.

Available engine:

3.8 litre (231 CID) 2-bbl. V-6.

Standard transmission:

Manual 4-speed floor shift. †

Available transmissions:

Manual 5-speed floor shift.

Automatic. ‡

†Not available in California with 2.5 litre engine.

‡Mandatory transmission in California with 2.5 litre engine.

STANDARD INTERIOR FEATURES

Standard Sunbird Features

Deluxe cushion steering wheel with soft trim and center. Bucket seats in vinyl. Body-color instrument panel accented in simulated rosewood. Single-buckle seat and shoulder belt system. Distinctive door and quarter panel trim. Nylon-blend, cut-pile carpeting. Stowaway spare tire. Cigar lighter. Speedometer graduated in kilometres per hour as well as miles per hour (odometer registers miles). Door jam switch. Extensive acoustical insulation.

Special Sport Coupe and Sport Hatch Features

Custom bucket seats in vinyl. Padded door panel trim. Wheel opening, window sill and rocker panel moldings. Body-color door handle inserts and bright rear-end panel molding (Sport Coupe only).

DIMENSIONS millimetres (inches)

	Sunbird Coupes	Sunbird Sport Hatch
Overall length	4516 (177.8)	4555 (178.3)
Overall width	1648 (65.4)	1648 (65.4)
Wheelbase	2464 (97.0)	2464 (97.0)
Track, front/rear	1402/1374 (55.2/54.1)	1389/1361 (54.7/53.6)
Head room, front/rear	955/945 (37.5/37.2)	958/897 (37.7/35.3)
Leg room, front/rear	1092/716 (43.0/28.2)	1092/752 (43.0/29.6)
Shoulder room, front/rear	1313/1290 (51.7/50.8)	1295/1300 (51.0/51.2)
Hip room, front/rear	1234/1067 (48.6/42.0)	1206/1067 (47.5/42.0)

Published dimensions are for a base automobile without optional equipment or accessories. Additional accessories or equipment ordered at the customer's option can result in a minor change in these dimensions.

STANDARD EXTERIOR FEATURES

Standard Sunbird Features

New distinctive front end, including new argent grille. Dual rectangular headlamps. Tail lamps with amber directional signals. Distinctive rear-end styling. Energy-absorbing front and rear bumpers. Left-hand outside manual control chrome mirror. Windshield and backlite reveal moldings. Sunbird exterior identification. Roof drip moldings.

Special Sport Coupe and Sport Hatch Features

Custom wheel covers. Bright chrome grille. Sunbird identification on fenders. Belt line molding on Sport Hatch.

STANDARD CHASSIS FEATURES

Standard Sunbird Features

Front disc brakes with audible wear indicators, rear drum brakes. Manual steering. Ball-race gear. Sealed Freedom® battery. High Energy Electronic Ignition. A78-13 bias-ply blackwall tires (B78-13 required in high altitude counties). Independent front suspension.

CAPACITIES

Fuel tank—70 litres (18.5 gals.)

Oil refill, less filter—

2.8 litres (3 qts.) (2.5 litre Four)

3.8 litres (4 qts.) (3.8 litre Six)

POPULAR EQUIPMENT AVAILABLE

Formula Package includes: black lower body with "Formula" lettering and accent stripes, rear spoiler, body-colored sport mirrors, body-colored Rally wheels with trim rings, BR70-13 blackwall steel-belted radial tires, Rally RTS handling package, rally gages and tachometer, and black rear-end panel with accent stripes. (Standard wheel opening and rocker panel moldings deleted with this option).

Luxury Trim includes: luxury bucket seats in cloth or vinyl, luxury door trim with map pockets, custom seat and shoulder belts, "Sunbird" nameplate against woodgrain vinyl applique on instrument panel, luxury cushion steering wheel, non-glare inside rearview mirror, extra-thick carpeting extending up the lower door panels and rear seat ash trays.

Radial Tuned Suspension with BR78-13 steel-belted radial tires. Custom air conditioning. Electric rear window defroster. Front power disc brakes. Power steering. Radios. Rear deck spoiler. Landau vinyl roof (avail. on coupes only).



These sporty cast aluminum wheels are a Pontiac exclusive. Available all Sunbirds.



Classy spokes for classy folks. Wire wheel covers are available on all Sunbirds.



Sunbird Sport Coupe and Sport Hatch have some pretty high standards—like these custom wheel covers.



Body-colored Rally wheels are available with the Formula Package only. Regular Rally wheels with trim rings are available on all Sunbirds.



Phoenix

Pontiac Phoenix LJ. The newest and most luxurious Phoenix.

Phoenix.

It's amazing.

Phoenix has been around only a short time. Yet it's already causing a stir. And it's beginning to set a new standard for luxury compacts.

Phoenix is everything that "compact" implies. Sensibly sized. Maneuverable. Practical.

And Phoenix is everything that luxury ought to be. Comfortable, but not overbearing.

The Phoenix Coupe. Sedan. And new Hatchback. They demonstrate once again the very special way Pontiac feels about cars.

It's evident in the styling. The clean lines. The formal profile. The distinctive squared-off front-end. The rectangular headlamps.

Slip inside for a moment. You'll discover a remarkable degree of head room and front leg room.

You'll also discover the special care we've taken with the Phoenix interior. Beginning with the full-width seating. In handsome cloth. Or available all-vinyl. And in an array of beautiful colors.

Like most Pontiacs, you can also sport it up with deep contoured bucket seats that are available.

A softly cushioned deluxe steering wheel is standard. As is rich, yet durable, nylon-blend carpet. Plus an instrument panel that's a masterpiece of simplicity.

And, purring beneath it all, an improved 3.8 litre (231 CID) V-6†. It's smooth. Even firing.

†See Facts and Figures page for availability.



Here's how you top the Phoenix LJ Coupe—with an available hardtop roof.

And helps Phoenix move down the road with calm assurance.

If you prefer, there's an available 4-cylinder engine† you can order. Or a responsive V-8†.

Phoenix offers an encyclopedic list of availables. AM/FM stereos. Air conditioning. Rallye gages. Clock. Power windows and locks.

Phoenix is a very special luxury compact. And

it comes in an even more luxurious version.

The Phoenix LJ.

It's more elaborate. Without ever getting stuffy. You'll find numerous subtle styling extras.

Special trim. A very tasteful hood ornament. Wide-ribbed lower body molding. And handsome wrap-around tail lamps.

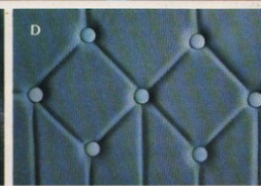
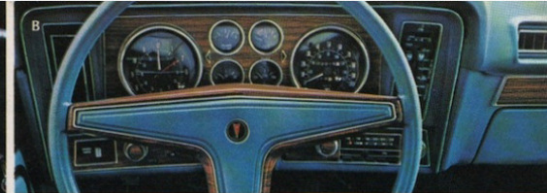
Inside, there's the same restrained richness.

Wide notchback seating. In all-vinyl. Or plush fabric. With a fold-down center armrest.

The door panels are nicely padded. As is the luxury color-coordinated steering wheel.

We're very proud of every 1978 Phoenix. And especially proud of our most luxurious. The new Phoenix LJ. We think it shows.

†See Facts and Figures page for availability.



A. Now you're at the very seat of luxury. The notchback that's standard on Phoenix LJ.

B. A driver's-eye view of the Phoenix LJ. With available gages and clock.

C. Select a speed with the available Cruise control. Sit back. And enjoy the cruise.

D. Our finely stitched cloth upholstery lends just the right touch to LJ.

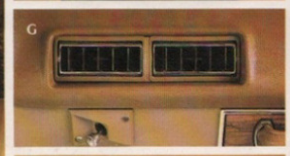
E. At the center of Phoenix elegance is this sporty available console.

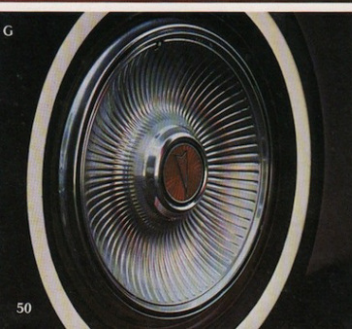
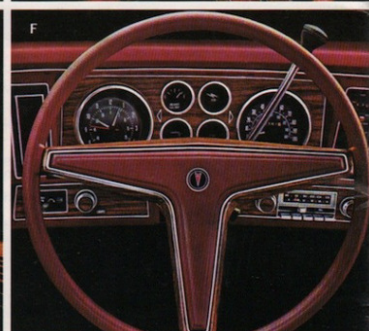
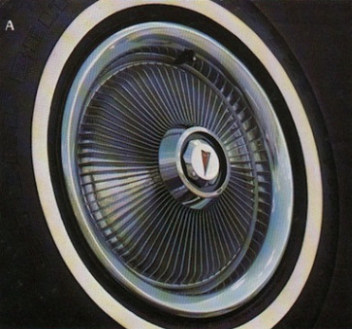
Why not avail yourself of these popular available options?

F. Power locks. G. Air conditioning. H. Full-stereo sound. I. Accept your sports option, and order these deep contoured bucket seats available on LJ.



Sporty and practical. The Phoenix hatchback.





A. Roll out the luxury—with these shimmering custom finned wheel covers. They're available on the Phoenix and Phoenix LJ.

B. The available full-width seating on Phoenix. You'll enjoy it to its fullest.

C. It won't take much adjusting to this convenient tilt steering wheel that's available.

D. Help clear things up with this heated rear window defroster. It's available. Just like the handsome Landau roof.

E. Setting a new style for luxury compacts. The 1978 Phoenix.

F. This dashing handsome dash is standard on Phoenix LJ.

G. Wheel out in class with these dazzling deluxe wheel covers. Standard on Phoenix LJ, available on Phoenix.

H. Notches above ordinary seating. This notchback is standard on LJ, available on Phoenix.

I. RTS in action. It stands for Rally Tuned Suspension. It gives you Pontiac's kind of roadability. It's available on every Phoenix.

PHOENIX

FACTS AND FIGURES

MODELS

Phoenix
Hatchback, Coupe, Sedan

Phoenix LJ
Coupe, Sedan

POWER TEAMS

Standard Engine:
3.8 litre (231 CID) 2-bbl. V-6

Available engines:
2.5 litre (151 CID) 2-bbl. 4-cyl.†

5.0 litre (305 CID) 2-bbl. V-8

5.7 litre (350 CID) 4-bbl. V-8 (available in California and designated high altitude counties)

Standard transmission:

Manual 3-speed column shift.†

Available transmissions:

Manual 3-speed floor shift.†

Automatic.‡

Manual 4-speed floor shift.†

†Not available in California.

‡Mandatory in California.

STANDARD INTERIOR FEATURES

Standard Phoenix features

Full-width front seat in cloth and vinyl. Cockpit-style instrument panel. Simulated rosewood applique on instrument panel. Deluxe cushion steering wheel. Front and rear armrests. Front and rear ash trays. Speedometer graduated in both kilometres and miles (odometer registers miles). Quick fluid-on-demand windshield washer. Nylon-blend, cut-pile carpeting.

Special Phoenix LJ Features

Notchback front seat with center armrest. Instrument panel assist strap. Color-keyed luxury cushion steering wheel. Day-night rearview mirror. Dome lamp switches on all doors. Padded front door panels with map pockets. Added acoustical insulation.

STANDARD EXTERIOR FEATURES

Standard Phoenix Features

Distinctive split-grille, front-end and hood styling. Singular rectangular headlamps. Front bumper center pad. Phoenix nameplates and emblems. Hubcaps with Pontiac crest.

DIMENSIONS millimetres (inches)	Coupe	Hatchback	Sedan
Overall length	5166 (203.4)	5166 (203.4)	5166 (203.4)
Overall width	1859 (73.2)	1859 (73.2)	1859 (73.2)
Wheelbase	2822 (111.1)	2822 (111.1)	2822 (111.1)
Track, front/rear—Phoenix	1570/1514 (61.8/59.6)	1570/1514 (61.8/59.6)	1570/1514 (61.8/59.6)
Phoenix LJ	1554/1499 (61.2/59.0)	—	1554/1499 (61.2/59.0)
Head room, front/rear	970/932 (38.2/36.7)	970/932 (38.2/36.7)	993/942 (39.1/37.1)
Leg room, front/rear	1059/823 (41.7/32.4)	1059/823 (41.7/32.4)	1059/894 (41.7/32.4)
Shoulder room, front/rear	1438/1405 (56.6/55.3)	1438/1405 (56.6/55.3)	1438/1440 (56.6/55.3)
Max cargo length at floor	—	1946 (76.6)	—
Trunk capacity—litres, (cu. ft.)	393 (13.9)	827 (29.2)	374 (13.2)

Published dimensions are for a base automobile without optional equipment or accessories. Additional accessories or equipment ordered at the customer's option can result in a minor change in these dimensions.

Special Phoenix LJ Features

Chrome hood windsplit molding and stand-up chrome ornament. Front and rear bumper outer pads and strips. Color-keyed front bumper center pad. Wide-ribbed rocker moldings and extensions. New deluxe wheel covers. Wide, wraparound tail lamps.

STANDARD CHASSIS FEATURES

Front disc, rear drum brakes. High Energy Electronic Ignition. Catalytic converter. E78-14 bias-belted blackwall tires. Stowaway spare standard on hatchback.

CAPACITIES

Fuel tank—79 litres (21.0 gallons)
Oil refill, less filter—3.78 litres (4 qts.)

POPULAR EQUIPMENT AVAILABLE

Wire wheel covers. Radial Tuned Suspension with radial tires and specifically-tuned suspension components. Rally RTS handling package, including large front and added rear stabilizer bars and FR78-14 black steel-belted radial tires (white-wall and white letter available). Power steering. Power front disc brakes. Power windows. Power door locks. Controlled-cycle windshield wiper system. Swing-out rear quarter windows (only on Coupes). Cruise control (with V-6 or V-8 and automatic trans only). Custom air conditioning. Custom Sport steering wheel. Custom finned wheel covers. Rally II or body-colored Rally II wheels with trim rings. Landau vinyl top (coupes only). Front bucket seats. Left-hand and right-hand remote control sport mirrors. AM/FM stereo radio, AM/FM radio or AM radio. Left-hand remote control chrome mirror. Visor vanity mirrors. Electric rear window defroster. Lamp group includes ash tray lamp, instrument panel courtesy lamp, glove compartment lamp. Rally gage cluster with clock. Self-Track rear axle. Engine block heater. Heavy-duty radiator. Heavy-duty battery. Dual horns. Soft-ray glass for all windows. Custom pedal trim plates. Electric clock. Floor mats.



The 1978 Pontiac Grand LeMans Safari. The luxury of LeMans wagoning with Pontiac's new simulated-pine, plank-like siding.

Safaris

Pontiac believes a wagon must be more than utterly utilitarian. More than just a cargo carryall.

Pontiac believes a wagon must accommodate its passengers as comfortably as their cargo.

And to prove it, there are five Safari wagons for 1978. Each is designed to perform, maneuver and ride like a Pontiac. And still carry off the weighty duties of a wagon. With ease.

Grand LeMans Safari/LeMans Safari

The 1978 LeMans Safaris are quite unlike any LeMans wagons of the past.

They're dramatically redesigned mid-size wagons. The products of more computerized engineering than any wagon in Pontiac history. Scientifically designed for quality. Functionally resized. Beautifully restyled. Built for today. And

tomorrow.

The trim new exterior makes for better maneuverability in tight parking situations than last year's mid-size wagons. The roomy, more space-efficient interior boasts more front head room and rear leg room. We've even made the rear door glass stationary to allow us to recess the rear armrests.

The cargo space handles more cargo than you might know what to do with. 72.4 cu. ft. of load room to be exact. Fold away the second seat and even your six-foot-five Uncle Bruno can stretch out for a summer snooze.

For any dark secrets you want kept out of the open, there are two side stowage compartments. Both standard.

Nothing better exemplifies the practicality of these new mid-size wagons than the new tailgate. The window swings up independently. Making it easy to handle small loads like groceries. The gate pulls down to serve as one solid loading platform. It's simple. Convenient. And easy-to-operate.

We've even widened the tailgate opening to make bulky packages even easier to load.



Safari's available 60/40 notchback seating is bound to leave you with a comfortable feeling.



LeMans Safari's instrument panel was designed to be easy to service from the front.



The spare gets stowed under the floor. Out of the way.



Look what's up! LeMans Safari's new rear window swings up independently to make loading small bundles a breeze.



Open wide and say "wow." There's 72.4 cu. ft. of utility room. Standard.



LeMans Safari. For those who know a great bargain when they see one.

But the LeMans Safaris are more than just wagons. They're Pontiac wagons. And that makes them something special.

Just look at the top-of-the-line Grand LeMans Safari. It's our most luxurious mid-size wagon. Inside and out, it's appointed with a rich standard of luxury.

With handsome full-width seats of supple vinyl. A luxury cushion steering wheel. Column-

mounted dimmer switch. And plush nylon-blend cut-pile carpeting covering the floor and the lower door panels. It's even available on the cargo floor, if that suits your fancy.

Outside, it's the same new look of success. With a distinctive new grille. Single rectangular headlamps. A hood windsplit molding. Stand-up hood ornament. And for the first time, some sleek new simulated-pine, plank-like siding.

If the Grand LeMans Safari has more luxury than you need, pass your eyes over LeMans Safari. Our lowest priced mid-size wagon.

It's a bargain that's hard to resist. Especially since it shares many of the same luxury features as the Grand LeMans Safari. Such as a new, improved instrument panel. One redesigned for easy serviceability. And trimmed in simulated regal walnut applique.

LeMans Safari even comes with a turnpike-tough 3.8 litre (231 CID) V-6.† With automatic transmission, power front disc brakes, fiberglass-belted radials and Pontiac's own Radial Tuned Suspension. All standard.

The trim, new Grand LeMans Safari and LeMans Safari. They're redesigned. Resized. Remarkable. We think 1978 will be their best year yet! †See Facts and Figures page for availability.



A most agreeable seating arrangement. Grand Safari's available 60/40 notchback seating.

Catalina Safari's standard full-width seating in vinyl. Some very high standards.



Grand Safari's instrumentation. Shown with available luxury cushion steering wheel and rally gage cluster.



The full-size Safari's 3-way tailgate makes loading and unloading as easy as 1-2-3.



The lower-priced Catalina Safari. Practical never looked so tempting.

The new 1978 Pontiac Grand Safari. Our best is getting even better.

Grand Safari
Catalina Safari
Great expectations. Of luxury. Comfort. Performance. And room.

That's what any wagon buyer has when he thinks of his next full-size wagon. And it's no small coincidence that Pontiac's '78 Grand Safari delivers them all. In no small way.

Because Grand Safari is Pontiac's top-of-the-

line full-size wagon. Luxurious enough for a night at the opera. Tough enough for a day of hauling.

With luxury standards, inside and out, that read like a Bonneville's table of contents. Rich full-width seats of supple vinyl. Thick nylon-blend cut-pile carpeting that extends all the way up the lower door panels. Deluxe wheel covers. Smart hood windsplit molding with hood ornament.

And a bold new grille.

Plus 87.1 cu. ft. of wide open cargo space. With room enough for a flat stack of 4 x 8's. And a nifty 3-way tailgate that makes loading a breeze. Now let's say we take away a few of the frills. What do we have? Simple. The new Catalina Safari. Our lowest priced, full-size wagon.

With Grand Safari's same roomy comfort for six (eight with the available third seat). The same

cargo capacity. The same standard 4.9 litre (301 CID) V-8. With an automatic transmission. Power steering. And Radial Tuned Suspension.

All in all, Catalina Safari gives you much the same comfort, performance and size of the Grand Safari. But at a much lower price.

The full-size Safaris. They're all your great expectations of full-size wagoning come true.



Our most sporting Safari. The 1978 Sunbird Sport Safari.

Sunbird Sport Safari

There's a fun, new sport in wagoning. It's our new Sunbird Sport Safari.

46.6 cubic feet of cargo space. With room enough to accommodate a growing family of four, comfortably. And with just the simple flip of the second seat, the monthly groceries, the bikes or even the little tyke's canine companion.

This sporty subcompact is not only ideal for a

family with plans for growing, but also for a family with plans for going.

Because the Sunbird Sport Safari packs the punch of a standard cast-iron four.† Plus four on the floor.† Or an available automatic or 5-speed, if you're game.

If you're a subcompact wagoner looking to team up with a little more horsepower, there's an available V-6. It's smooth-running with plenty of

street spunk.

And to make life on the road a little easier, there's Pontiac's famed Radial Tuned Suspension. You get it when you order steel-belted radials.

Exciting to drive? Undeniably! But you don't even have to drive the new Sport Safari to get excited about it. Just sit back in its well-contoured bucket seats. Grip its deluxe cushion steering wheel. Glance over the easy-to-read instrument

panel. Touch the rich nylon-blend cut-pile carpeting (it even covers the cargo floor). And say, "It's all standard!" Now that's excitement.

There's even available woodgrain vinyl siding, a sporty custom exterior package, rally wheels and wide vinyl body striping.

Our new Sunbird Sport Safari. One sport the whole family can enjoy. Together.

See Facts and Figures page for availability.



Sunbird's standard bucket seats are strictly upper-class.



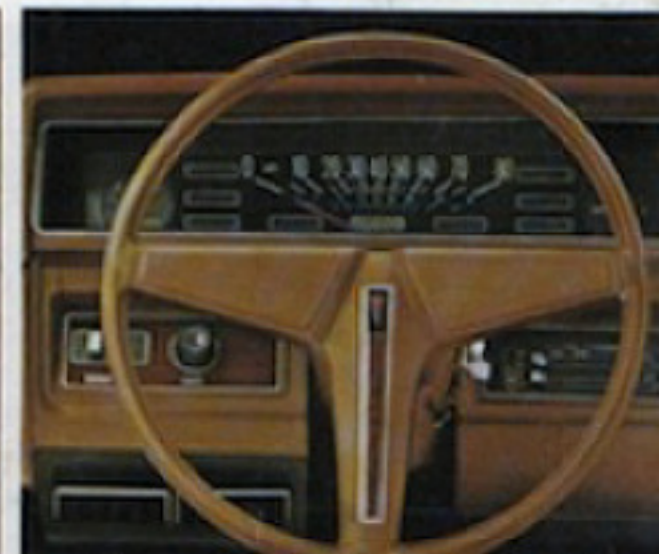
Sunbird Safari's jazzy instrument panel with available luxury cushion steering wheel and rally gage cluster.



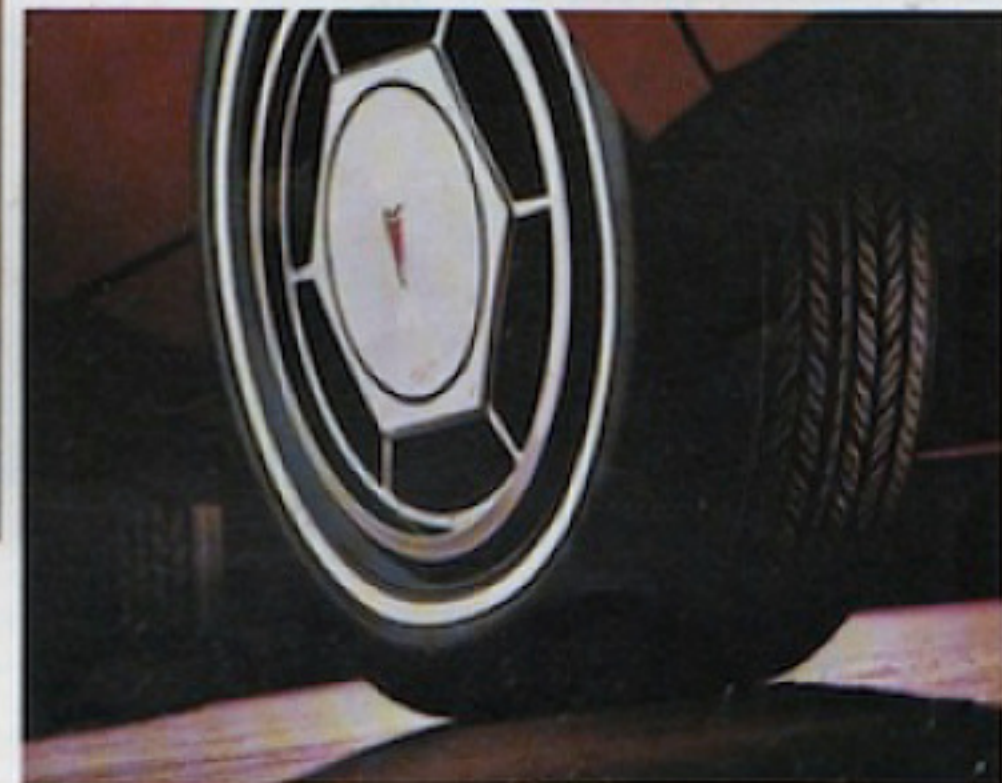
Sunbird Safari's available rear window deflector.



An available 5-speed manual is at your command.†



Mission control: It's Sunbird Safari's standard instrument panel.



Pontiac's available Radial Tuned Suspension comes with steel-belted radials.



Smooth performance isn't all this little sport has in store for you. There's 46.6 cubic feet of load room. † See Facts and Figures page for availability.

SAFARIS

FACTS AND FIGURES

FULL-SIZE MODELS

Grand Safari 2-Seat Wagon
Catalina Safari 2-Seat Wagon

POWER TEAMS

Standard Engine:
4.9 litre (301 CID) 2-bbl. V-8*
Available Engines:
5.7 litre (350 CID) 4-bbl. V-8**
6.6 litre (400 CID) 4-bbl. V-8*
6.6 litre (403 CID) 4-bbl. V-8†

Standard Transmission:
Automatic

*Not available in California.
**Mandatory base engine in California.
†Available in California and designated high altitude countries only.

STANDARD INTERIOR FEATURES

Standard Catalina Safari Features

Fashionable deluxe cushioned steering wheel. Convenient column-mounted dimmer switch. Simulated regal walnut applique on instrument panel trim plate. Fully upholstered door trim panels. Speedometer graduated in kilometers per hour as well as miles per hour (odometer registers miles). Pull straps conveniently located on all doors. All-vinyl trim. High-low level body ventilation. Glove compartment lamp. Ash tray lamp. Handy inside hood latch release. Plush, nylon-blend, cut-pile carpeting. Lockable floor and side compartments. Spare tire removal assist strap. Single-buckle seat and shoulder belt system.

Special Grand Safari Features

All-vinyl trim. Specific door panels with luxury trim and carpeted lower area. Added acoustical insulation.

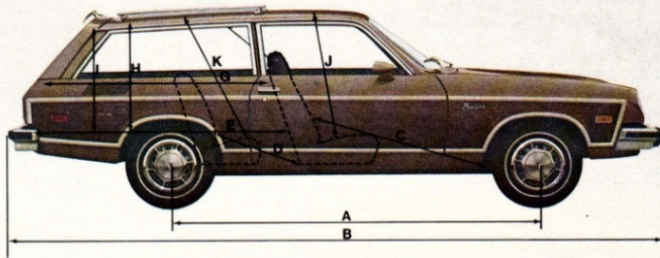
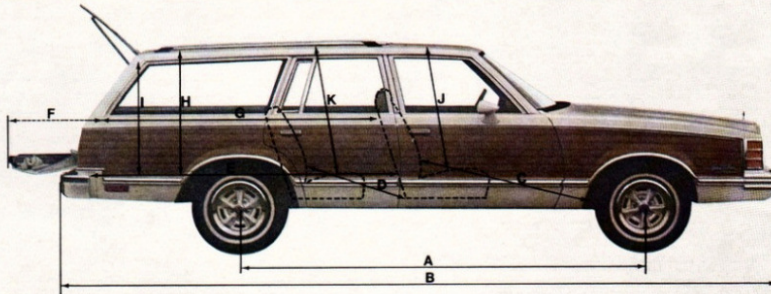
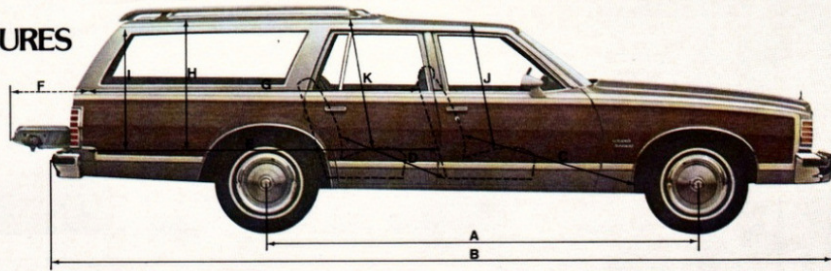
STANDARD EXTERIOR FEATURES

Standard Catalina Safari Features

Bold new grille styling. Elegant new hood windsplit molding with a distinctive new hood ornament. Versatile 3-way tailgate. Energy-absorbing front and rear bumpers. Front and rear bumper strips. Power-operated tailgate window for easy access. Hubcaps with Pontiac crest. Wraparound park and signal lamps.

Special Grand Safari Features

Distinctive new Grand Safari grille. Hood ornament and windsplit molding. Deluxe wheel covers. Simulated woodgrain Safari siding. Grand Safari identification on front fenders.



STANDARD CHASSIS FEATURES

Power steering. Power front disc brakes, rear drum brakes. Radial Tuned Suspension with steel-belted radial tires. Front and rear computer-selected coil-spring suspension.

MID-SIZE MODELS

Grand LeMans Safari 2-Seat Wagon
LeMans Safari 2-Seat Wagon

POWER TEAMS

Standard Engine:
3.8 litre (231 CID) 2-bbl. V-6
Available Engines:
5.0 litre (305 CID) 2-bbl. V-8
5.7 litre (350 CID) 4-bbl. V-8

Standard Transmission:
Automatic

*Available in designated high altitude countries only.

STANDARD INTERIOR FEATURES

Standard LeMans Safari Features

Deluxe cushion steering wheel. Convenient column-mounted dimmer switch. Simulated wood applique on instrument panel trim plate. Speedometer graduated in kilometers per hour as well as miles per hour (odometer registers miles). All-vinyl interior trim. Fully upholstered door trim panels. Plus nylon-blend, cut-pile carpeting. Single-buckle seat and shoulder belt system. Stowage compartments. Textured steel cargo floor painted with vinyl paint. Stationary rear door glass with swing out rear vent windows.

Special Grand LeMans Safari Features

Grand LeMans interior door trim. Carpeted lower door panels. Convenient pull straps on all doors. Dome lamp switches on all doors. Added acoustical insulation. Luxury cushion steering wheel.

STANDARD EXTERIOR FEATURES

Standard LeMans Safari Features

Dramatically redesigned car with trimmer size and more front head room and rear leg room than last year. Stylish single rectangular headlamps. Resilient front end panel with body-colored bumper. Bumper strips. Concealed windshield wipers. Convenient lift-type tailgate window with fold-down tailgate. Energy-absorbing front and rear bumper system. Hubcaps with Pontiac crest. Wheel opening moldings. Bright license pocket molding. Roof drip moldings.

Special Grand LeMans Safari Features

Stylish plank-like woodgrain siding. Hood windsplit molding and stand-up hood ornament. Simulated woodgrain inserts in outside door handles. Dual horns. Rocker panel

DIMENSIONS millimetres (inches)	Grand Safari & Catalina Safari	Grand LeMans & LeMans Safari	Sunbird Sport Safari
	A Wheelbase	2945 (115.9)	2745 (108.1)
B Overall length	5464 (215.1)	5025 (197.8)	4511 (177.6)
Front tread	2031 (80.0)	1843 (72.6)	1660 (65.4)
Rear tread	1578 (62.1)	1486 (58.5)	1402 (55.2)
C Front leg room	1628 (64.1)	1467 (57.8)	1374 (54.1)
D Rear leg room	1072 (42.2)	1086 (42.8)	1092 (43.0)
E Cargo volume (litres) (cu. ft.)	2484 (87.1)	2049 (72.4)	1320 (46.5)
F Length of cargo space at floor with tailgate down	2295 (90.4)	2064 (81.3)	1659 (65.3)
G Top of front seatback to closed tailgate	2106 (82.9)	1852 (72.9)	1453 (57.2)
H Minimum distance between wheelhouses at floor	1224 (48.2)	1108 (43.6)	1080 (42.5)
I Rear-end opening width at belt	1224 (48.2)	1312 (51.7)	1194 (47.0)
J Maximum cargo height opening (tailgate open)	763 (30.0)	763 (30.0)	726 (28.6)
K Maximum height at rear opening (tailgate open)	729 (28.7)	706 (27.8)	653 (25.7)
L Front head room	985 (38.8)	995 (39.0)	978 (38.5)
M Rear head room	985 (38.8)	999 (39.1)	1019 (40.1)

Published dimensions are for a base automobile without optional equipment or accessories. Additional accessories or equipment ordered at the customer's option can result in a minor change in these dimensions.

moldings. Window sill moldings. Side window reveal moldings. Specific Grand LeMans Safari identification.

STANDARD CHASSIS FEATURES

Power front disc brakes, rear drum brakes. Radial Tuned Suspension with fiberglass-belted radial tires. New compact spare tire. 4-wheel, coil-spring suspension. Ball-race gear manual steering.

SUBCOMPACT MODEL

Sunbird Sport Safari 2-Seat Wagon

POWER TEAMS

Standard Engine:
2.5 litre (151 CID) 2-bbl. 4-cyl.
Available Engine:
3.8 litre (231 CID) 2-bbl. V-6

Standard Transmission:
Manual 4-speed floor shift*

Available Transmissions:
Manual 5-speed floor shift
Automatic

*Not available with 2.5 litre engine in California, automatic trans. mandatory base.

STANDARD INTERIOR FEATURES

Standard Sunbird Sport Safari Features

Deluxe cushion steering wheel. Simulated rosewood applique on instrument panel trim plate. Instrument panel assist straps. Speedometer graduated in kilometers per hour as well as miles per hour (odometer registers miles). Bucket front seats in vinyl. Single-buckle seat and shoulder belt system. Nylon-blend, cut-pile carpeting. Carpeted load floor.

STANDARD EXTERIOR FEATURES

Standard Sunbird Sport Safari Features

Distinctive grille and stylish front end panel. Anodized aluminum front and rear bumpers with energy-absorbing mounting system. Hubcaps with Pontiac crest. Bright windshield, side window and roof drip moldings. Body-color door handle inserts. Wheel opening and rocker panel moldings (deleted when exterior woodgrain paneling is ordered).

STANDARD CHASSIS FEATURES

Front disc brakes with audible wear indicators, rear drum brakes. Computer-selected springs. Integral body frame. 4-wheel, coil-spring suspension. B78-13 bias-ply black tires. High energy electronic ignition.

CAPACITIES

Fuel Tank—
Grand Safari & Catalina Safari
83 litres (22.0 gals.)
Grand LeMans & LeMans Safari
69 litres (18.3 gals.)
Sunbird Sport Safari
60.6 litres (16.0 gals.)

1978 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 stamped steel 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

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. 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.

1978 Pontiac Colors

11—CAMEO WHITE

Available all Pontiac Models
Recommended interior colors: Black, White, Blue, Green, Camel Tan, Carmine

15—PLATINUM

Available all Pontiac Models
Recommended interior colors: Black, White, Blue, Carmine

16—DARK CHARCOAL

Specific Two-Tone Color
Available only with 15-Platinum upper
Recommended interior colors: Black, Carmine

19—STARLIGHT BLACK

Available all Pontiac Models
Recommended interior colors: Black, White, Blue, Green, Camel Tan, Carmine

21—DRESDEN BLUE

Available LeMans, LeMans Safari, Grand LeMans, Grand LeMans Safari, Grand Prix, Grand Prix SJ, Grand Prix LJ, Catalina, Catalina Safari, Bonneville, Bonneville Brougham and Grand Safari Models
Recommended interior colors: Black, White, Blue

22—GLACIER BLUE

Available all Pontiac Models except Trans Am and Grand Am models
Recommended interior colors: Black, White, Blue

24—MARTINIQUE BLUE

Available Sunbird, Sunbird Safari, Phoenix, Phoenix LJ and Firebird Models
Recommended interior colors: Black, White, Blue

29—NAUTILUS BLUE

Available LeMans, LeMans Safari, Grand LeMans, Grand LeMans Safari, Grand Prix, Grand Prix SJ, Grand Prix LJ, Catalina, Catalina Safari, Bonneville, Bonneville Brougham and Grand Safari Models
Recommended interior colors: Black, White, Blue

30—LOMBARD BLUE

Exclusive Skybird Color
Recommended interior color: Blue

44—SEAFOAM GREEN

Available all Pontiac Models except Firebird
Recommended interior colors: Black, White, Green

45—MAYFAIR GREEN

Available LeMans, LeMans Safari, Grand LeMans, Grand LeMans Safari, Grand Prix, Grand Prix SJ, Grand Prix LJ, Catalina, Catalina Safari, Bonneville, Bonneville Brougham and Grand Safari Models
Recommended interior colors: Black, White, Green

48—BERKSHIRE GREEN

Available Sunbird, Sunbird Safari, Phoenix, Phoenix LJ and Firebird Models except Trans Am
Recommended interior colors: Black, White

50—SOLAR GOLD (not shown)

Exclusive Trans Am Color
Recommended interior colors: Black, White, Camel Tan

51—SUNDANCE YELLOW

Available Sunbird, Sunbird Safari, Phoenix, Phoenix LJ and Firebird Models except Trans Am
Recommended interior colors: Black, White, Camel Tan

56—BURNISHED GOLD

Available only as specific Two-Tone and Accent Color
Recommended interior colors: Camel Tan

61—DESERT SAND

Available all Pontiac Models except Firebird
Recommended interior colors: Black, White, Camel Tan

63—LAREDO BROWN

Available all Pontiac Models except Trans Am and Grand Am
Recommended interior colors: Black, White, Camel Tan

67—EMBER MIST

Available all Pontiac Models except Trans Am

and Grand Am

Recommended interior colors: Black, White

69—CHESTERFIELD BROWN

Available all Pontiac Models
Recommended interior colors: Black, White, Camel Tan

72—ROMAN RED

Exclusive Grand Am Color
Available with 15-Platinum lower accent
Recommended interior colors: White, Black or Carmine

75—MAYAN RED

Available Sunbird, Sunbird Safari, Phoenix, Phoenix LJ and Firebird Models
Recommended interior colors: Black, White

77—CARMINE

Available all Pontiac Models except Trans Am and Grand Am
Recommended interior colors: Black, White, Carmine

79—CLARET

Available LeMans, LeMans Safari, Grand LeMans, Grand LeMans Safari, Grand Prix, Grand Prix SJ, Grand Prix LJ, Catalina, Catalina Safari, Bonneville, Bonneville Brougham and Grand Safari Models
Recommended interior colors: Black, White, Carmine



FIREBIRD TRANS AM EXTERIOR PAINT SELECTION

11—Cameo White, 15—Platinum, 19—Starlight Black, 24—Martinique Blue, 50—Solar Gold, 69—Chesterfield Brown, 75—Mayan Red

FIREBIRD HOOD DECAL

Charcoal/Red
Exterior color choice: 11—Cameo White, 15—Platinum Gold/Yellow/Orange
Exterior color choice: 19—Starlight Black,

24—Martinique Blue, 69—Chesterfield Brown, 75—Mayan Red Gold/Matte Gold
Exterior color choice: 19—Starlight Black S.E. Gold/Bronze

Exterior color choice: 50—Solar Gold

FIREBIRD SKYBIRD EXCLUSIVE EXTERIOR AND INTERIOR COLOR COMBINATION

30—Lombard Blue with 24N1 Trim—Blue Doeskin or 24B1 Trim—Blue Lombardy

GRAND AM EXTERIOR PAINT AND LOWER BODY (ACCENT) COLOR COMBINATIONS

11—Cameo White (Burnished Gold or Glacier Blue), 15—Platinum (Carmine), 19—Starlight Black (Burnished Gold), 29—Nautilus Blue (Platinum), 44—Seafoam Green (Mayfair Green), 61—Desert Sand (Burnished Gold), 69—Chesterfield Brown (Burnished Gold), 72—Roman Red (Platinum)

SPECIFIC TWO-TONE COLORS (Required when W50 Appearance Option is ordered). Available LeMans, Grand LeMans, Grand Prix, Grand Prix SJ, Grand Prix LJ, Catalina, Bonneville and Bonneville Brougham Coupe and Sedan models.

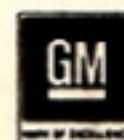
Order Code	Two-Tone Colors		Recommended Interior Colors		Recommended Cordova Top Colors	Specific Two-Tone Body Stripes	Lower Accent Stripe Color (Available Catalina, Bonneville & Bonneville Brougham)
	Lower	Upper	LeMans Grand LeMans Grand Prix Catalina and Bonneville Brougham	Bonneville			
16L/15U	Dark Charcoal	Platinum	Black or Carmine	Black, Carmine or Carmine Valencia	15T-Platinum	Red Accent Stripes w/Body Colored Center	Red
29L/22U	Nautilus Blue	Glacier Blue	Blue	Blue	22T-Blue	Gold Accent Stripes w/Body Colored Center	Gold
45L/44U	Mayfair Green	Seafoam Green	Green, Black or White	Green	44T-Green	Gold Accent Stripes w/Body Colored Center	Gold
56L/61U	Burnished Gold	Desert Sand	Camel Tan	Camel Tan or Camel Valencia	61T-Sand	Gold Accent Stripes w/Body Colored Center	White
77L/79U	Carmine	Claret	Black or Carmine	Black, Carmine or Carmine Valencia	79T-Claret	Gold Accent Stripes w/Body Colored Center	Gold

... A WORD ABOUT THE COMPONENTS AND OPTIONAL EQUIPMENT IN THESE PONTIACS.

The Pontiacs described in this brochure incorporate thousands of different components produced by various divisions of General Motors and by various suppliers to Pontiac. From time to time during the manufacturing process, it may be necessary, in order to meet public demand for particular vehicles or equipment, or to meet federally mandated emissions, safety and fuel economy requirements, or for other reasons, to produce Pontiac products with different components or differently sourced components than initially scheduled. All such components have been approved for use in Pontiac products by Pontiac Motor Division, and will provide the quality performance associated with the Pontiac name.

With respect to extra cost optional equipment, make certain you specify the type of equipment you desire on your vehicle when ordering it from your dealer. Before taking delivery of the vehicle, we suggest you verify that it includes the optional equipment that you ordered, or if there are changes, they are acceptable to you.

Pontiac
The Mark
of Great Cars



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