


THE '78 PONTIACS



THE BEST YEAR YET



Grand Prix



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

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.

Grand Prix SI

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 and leg 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 Suspen-

sion with radial tires.

Now you know how this new automobile has earned the Grand Prix name.

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.

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,

*NA in California



Grand Prix LJ's new dash is functional, serviceable, beautiful. Shown with available equipment.



Real leather in four seating areas. GP's available Viscount seats.



The new Grand Prix is a knockout from any angle.

Grand Prix LJ

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.

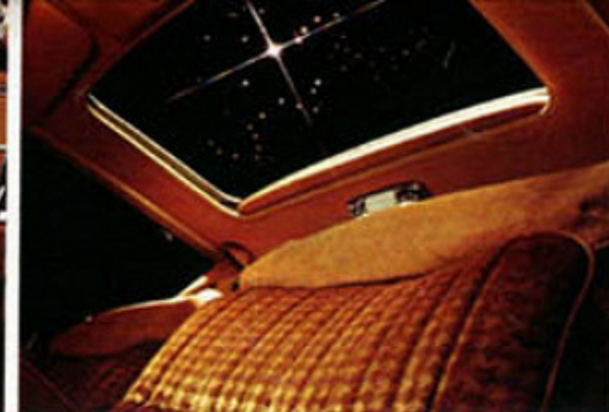
Drive any of the trim, new 1978 editions, and you'll understand why Pontiac can give a car no higher praise than the name Grand Prix.

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.

DIMENSIONS inches	
Overall length	201.2
Overall width	72.8
Wheelbase	108.1
Track, front/rear	58.5/57.8
Head room, front/rear	37.6/37.8
Leg room, front/rear	42.8/36.3
Shoulder room, front/rear	53.2/55.9
Hip room, front/rear	51.6/54.9
Trunk capacity	16.1 cu. ft.



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



Grand Prix's available glass sunroof (reduces head room).



More luggage space than last year—16.1 cu. ft.



All Grand Prix's have Radial Tuned Suspension.



LJ's standard loose-pillow look. The 60/40 split is available.



This AM/FM stereo digital clock radio is available.



Bucket seats flanked by this center console. It's standard on SJ.



Grand Prix's standard notched-back seat.



There's lots of rear seat leg room in the new Grand Prix.



Firebird

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.

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 you can order. Along with a shrieking bird decal for its shaker hood.

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

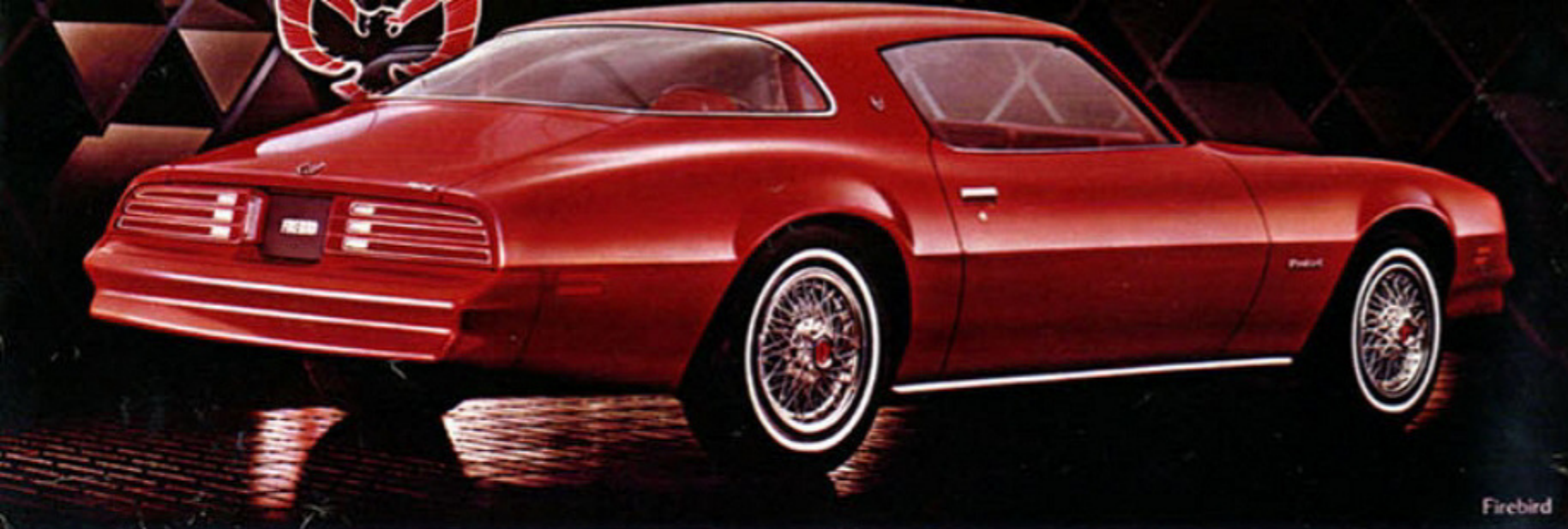
Nestle into the rich, all-vinyl bucket seats. Catch the glimmer off the burnished metal dash. With its clock, tach and full set of rally gauges. They can help you gage every revolution of Trans Am's powerful 6.6 litre (400 CID) 4-bbl. V-8. Californians get a 403 CID 4-bbl. V-8.

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

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

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. And who enjoy exploring back roads.



Firebird



Formula Firebird

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 "Formula" side-lettering.

When you and your Formula decide to get chummy with back roads, you'll recognize its supple comforts. Like the deeply padded bucket seats. And 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.* And its standard 4-speed or auto trans.

The Formula Firebird. Get one. Then take it for a spin over some back roads.

Firebird Esprit

Esprit is the luxury Firebird. A luxury that doesn't interfere with the 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.

Inside Esprit, you'll find a luxury cushion steering wheel. Individually cushioned bucket seats of plush vinyl. Or even plusher available velour.

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

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. And one of the cleanest, purest profiles on the highway today.

It has all the appointments you expect. Deep foam bucket seats. Clear instrumentation. A rosewood vinyl applique on the dash. Deluxe cushion steering wheel. And thick, nylon-blend carpet.

The car wings down the road with the authority of a Firebird. Thanks to its smooth-firing 3.8 litre (231 CID) V-6.

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.

*Not available in Calif.



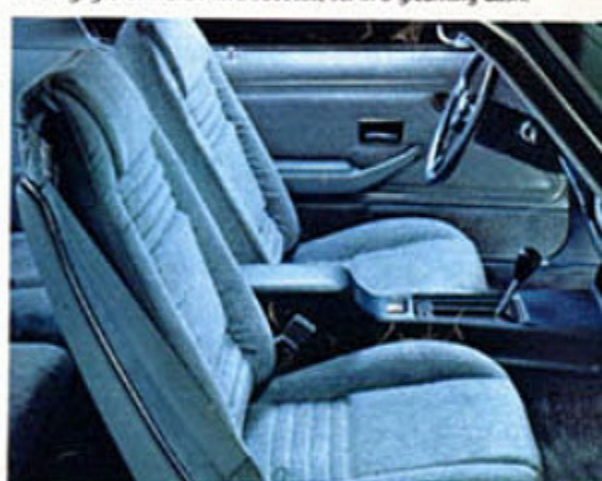
Even T/A's interior is exhilarating. (Shown with available seats.)



A few gages of Trans Am's success, set in a gleaming dash.



It's easy to track Trans Am with this available 8-Track.



Our "Sky Bird" Esprit displays its available fancy dress blues.



Available flashy clock/radio...



...or elegant wire wheel covers...



DIMENSIONS Inches	Firebird & Esprit	Formula	Trans Am
Overall length	196.8	196.8	196.8
Overall width	73.4	73.4	73.4
Wheelbase	108.1	108.1	108.1
Track, front/rear	60.9/60.0	61.3/60.4	61.2/60.3
Head room, front/rear	37.2/36.0	37.2/36.0	37.2/36.0
Leg room, front/rear	43.9/28.4	43.9/28.4	43.9/28.4
Shoulder room, front/rear	56.7/54.4	56.7/54.4	56.7/54.4

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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 the 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. 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



Bonneville Brougham Sedan



Standard on Bonneville Brougham are these elegant new loose-pillow 60/40 notchback velour seats.



You won't forget the first time you sit behind the wheel of a new Brougham.

disc brakes. And Pontiac's famed Radial Tuned Suspension. Elegant styling has always been a trademark of Bonneville Brougham, and this year is no exception. Its trim, handsome lines set off the bold new grille. New wraparound tail lamps. And available wire wheel covers.

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

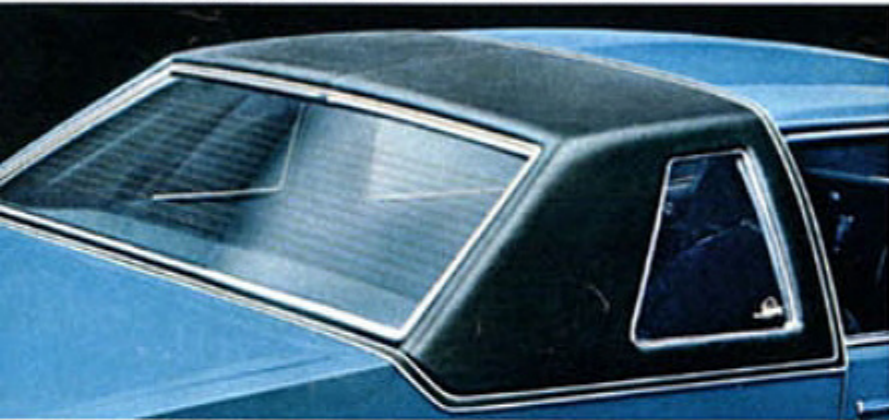
1977's Brougham so successful. And helps make this year's new Brougham so comfortable. As you ease your way through traffic, you'll appreciate the smoothness of Bonneville Brougham's standard 4.9 litre (301 CID) V-8.* It's complemented nicely by the automatic transmission. Power steering. Power front

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.

*Not available in California



Velour (left) or vinyl (right) are standard. Recliner or 60/40 available.



Bonneville's available landau top is very elegant.



Available sunroof (reduces head room).



Bonneville



Bonneville Coupe

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 car-

peting. 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 new 1978 Bonneville is proof.
†Not available in California

Catalina

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 full-width seats in cloth and vinyl. Deep, cut-pile carpeting. Fully upholstered door panels.

Deluxe cushion steering wheel. And a tasteful new simulated regal walnut applique on the instrument panel.

Catalina's ride is just as smooth and comfortable 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.



Catalina Sedan



Catalina's big trunk has 20.3 cu. ft. of easy-to-use storage space. For boxes or bags, even a bassinet.



No austere dash for Catalina. With the new simulated walnut applique, it's a sight to behold.



Diagnostic connector for electrical service.



Available tilt steering wheel adjusts six ways.



Beautiful cloth and vinyl seats are standard.

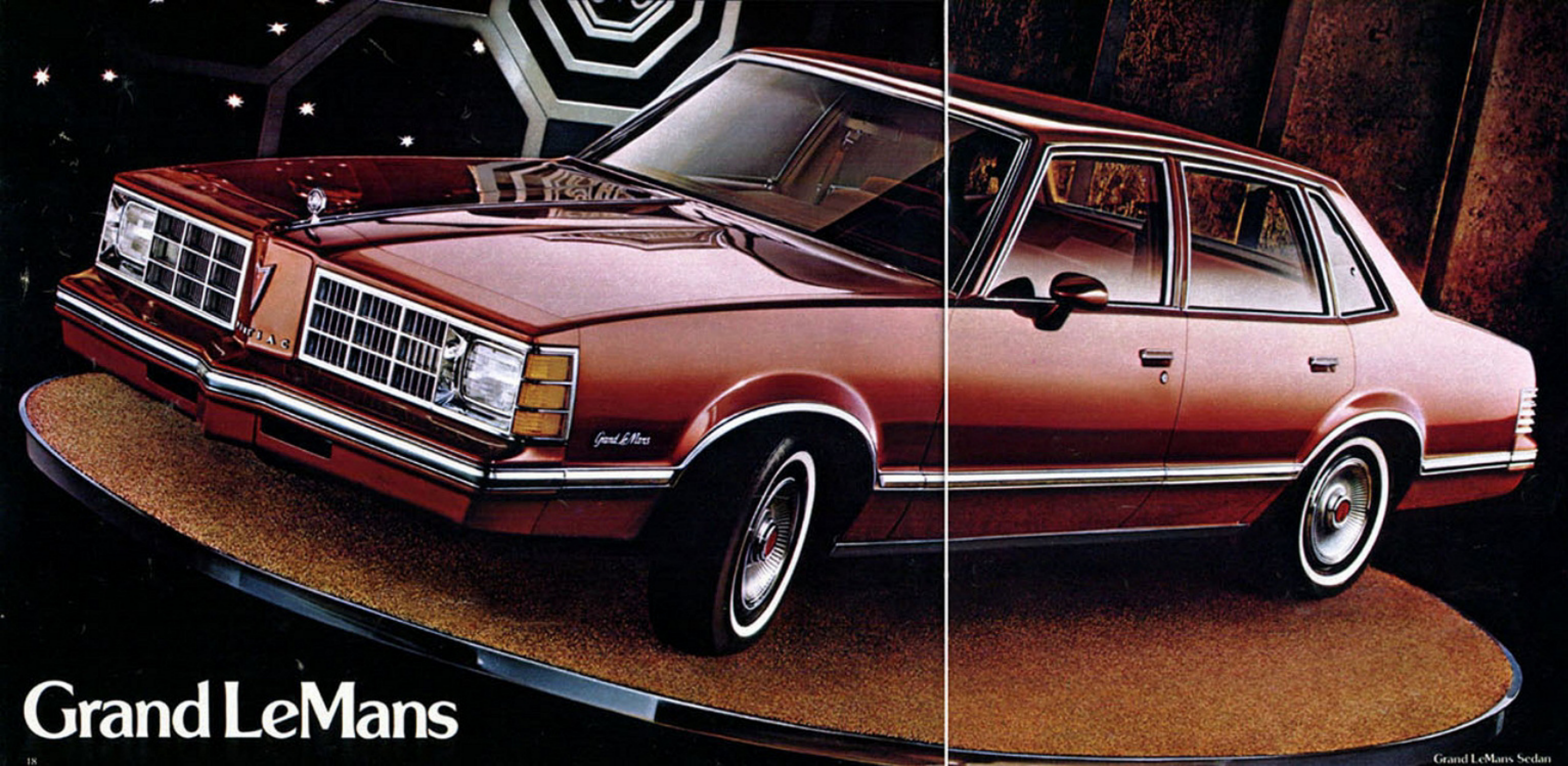


A comfortable all-vinyl seat is also available.

DIMENSIONS inches

	Coupe	Sedan
Overall length	214.3	214.3
Overall width	78.0	78.0
Wheelbase	115.9	115.9
Track, front/rear	61.7/60.7	61.7/60.7
Head room, front/rear	38.1/38.0	38.8/38.0
Leg room, front/rear	42.2/38.7	42.2/39.5
Shoulder room, front/rear	60.8/58.8	60.8/60.8
Hip room, front/rear	55.0/57.6	55.0/55.3

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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 new 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 tail-lamps. 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

Grand LeMans

learned Radial Tuned Suspension.

You sense the innovative design. Grand LeMans now incorporates stationary rear door glass on sedans to allow us to recess the rear armrests.

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.



Grand LeMans Coupe



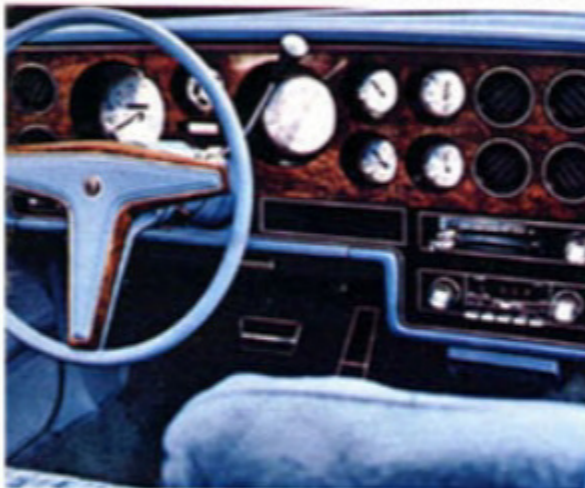
Grand LeMans' luxury includes available 60/40 split seats...



swing-out rear quarter windows on sedans, available powered...



standard soft velour trim in a new loose-pillow look...



a dazzling new instrument panel with brushed aluminum dials...



a rear seat even your long-legged Uncle Leo will love...



a new bin-type glove box with built-in coin holder...



beautifully standard notchback seat with fold-down armrest...



new recessed armrests...



and very comfortable available headrests...



A padded landau roof is available on the coupe.



16.4 cu. ft. of luggage space!



The signal's clear with wraparound tail lamps.



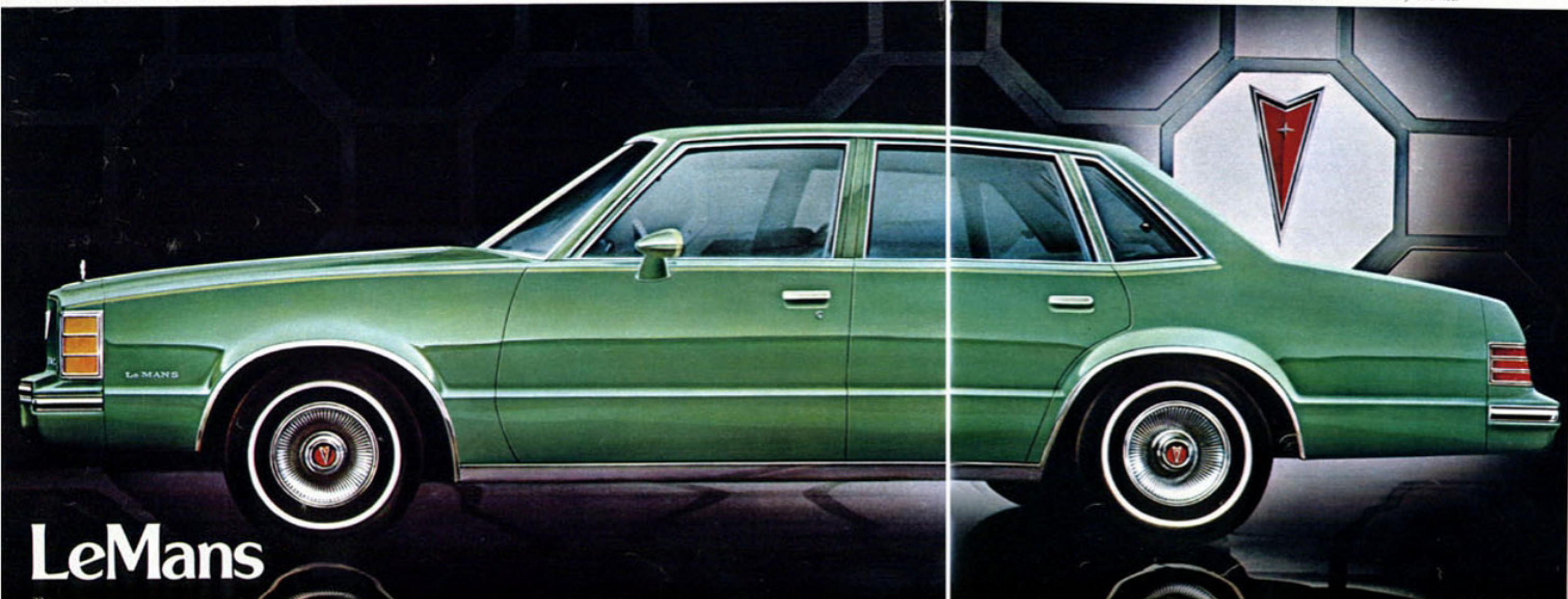
Hub of distinction. Available wire wheel covers.



This richly upholstered full-width seat is standard on LeMans.



LeMans' stylish new dash is easy-to-service.



LeMans

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 this couldn't 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. 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.

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

In case you're wondering whether Pontiac had to sacrifice performance to give you all this, relax. A 3.8 litre (231 CID) 2-bbl. 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 totally new LeMans wouldn't be a Pontiac without Pontiac's Radial Tuned Suspension. It's standard.

The 1978 LeMans. It's hard to imagine a better mid-size buy.

Grand Am



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 transmission. 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.

†Not available in California

DIMENSIONS inches	Coupes	Sedans
Overall length	199.2	198.5
Overall width	72.4	72.4
Wheelbase	108.1	108.1
Track, front/rear	58.5/57.8	58.5/57.8
Head room, front/rear	37.9/37.8	38.7/37.7
Leg room, front/rear	42.8/35.1	42.8/38.0
Hip room, front/rear	51.7/54.5	52.2/55.6
Luggage capacity	16.4 cu. ft.	16.4 cu. ft.

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Grand Am



24 Four doors' worth of great road-touring machinery. The Grand Am Sedan.



Available rally gages, tach and trip odometer.



Grand Am's available 60/40 notchback seat.



This handsome console is available.



For personalized touring, order bucket seats.



Grand Am's standard Radial Tuned Suspension.



Sunbird

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 wide taillamps.

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.

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

Yep, you've really got 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.

*Not available in California with 2.5 litre engine.

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.

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.

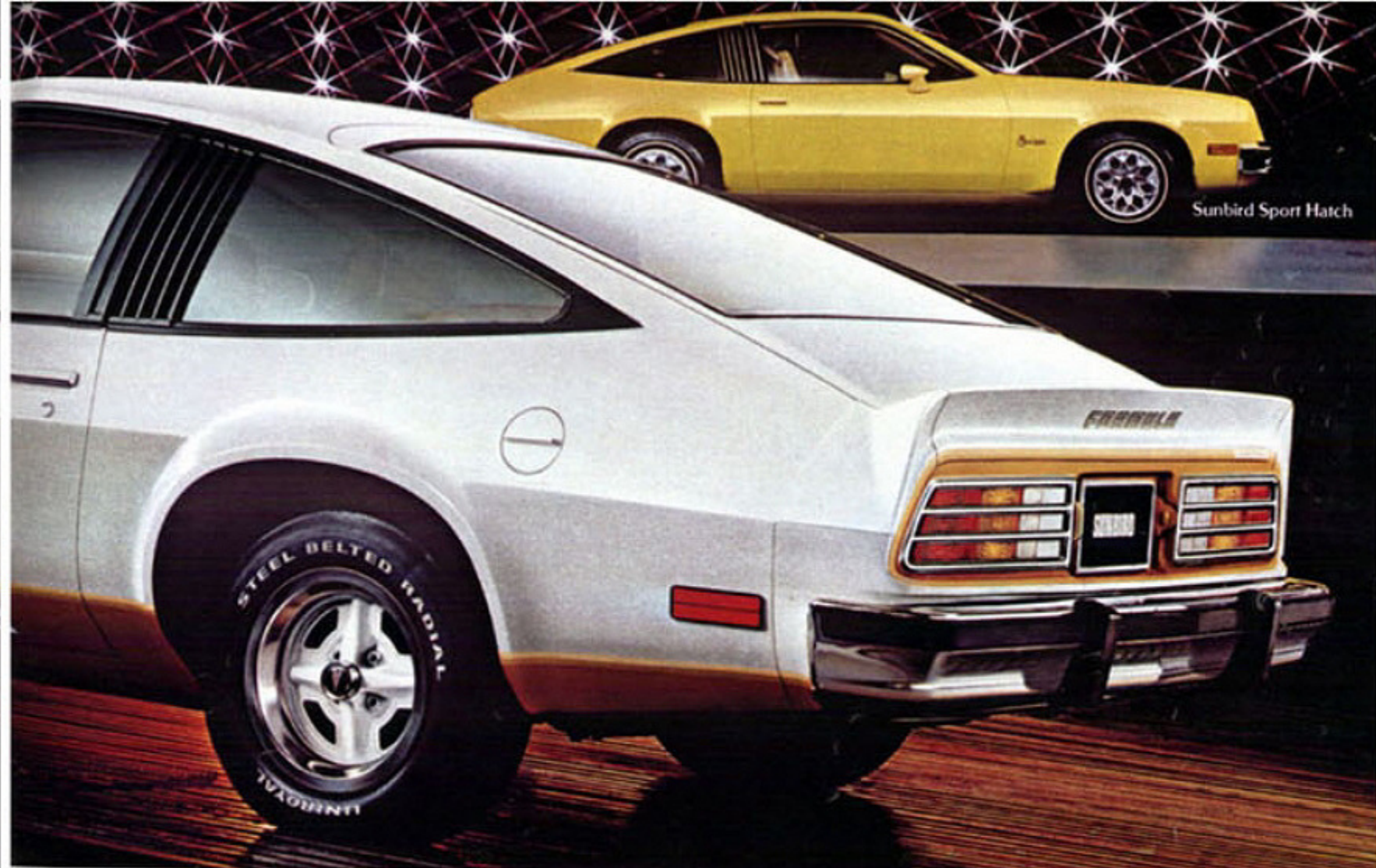
Inside, there's comfort that Americans can appreciate. Body-contoured custom bucket seats in leather-soft vinyl. Deluxe cushion steering wheel. Distinctive door and quarter panel trim. Extensive acoustical insulation. And thick cut-pile carpeting.

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

*Not available in California with 2.5 litre engine.



Sunbird Formula Sport Hatch



Sunbird Sport Hatch



There are a variety of wheels and

DIMENSIONS inches	Sunbird Coupes	Sunbird Sport Hatch
Overall length	177.8	178.3
Overall width	65.4	65.4
Wheelbase	97.0	97.0
Track, front/rear	55.2/54.1	55.2/54.1
Head room, front/rear	37.5/37.2	37.7/35.3
Leg room, front/rear	43.0/28.2	43.0/29.6
Shoulder room, front/rear	51.7/50.8	51.0/51.2
Hip room, front/rear	48.6/42.0	47.5/42.0

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See Sunbird's available interior buckets.

Order the available sunroof. (Option requires hard roof.)

Sport Hatch can take a big load off your shoulders.

Available Radial Tuned Suspension.

Ask your dealer about 4- and 5-speed floor shifts.

Check the available steering wheel options.

See the available wheels.



At the very seat of Phoenix LJ luxury.



Sport up Phoenix LJ with available console and rally gages.



Enjoy the cruise with available cruise control.

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 distinc-

tive squared-off front-end. 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 a dash that's a masterpiece of simplicity.



Phoenix LJ Sedan

And, purring beneath it all, an improved 3.8 litre (231 CID) V-6. It's smooth. And helps Phoenix move down the road with calm assurance. If you prefer, there's an available 4-cylinder engine.* Or a responsive V-8. Phoenix offers an encyclopedic list of availables. AM/FM stereos. Air con-

ditioning. Rally gages. Clock. Power windows and locks. Phoenix is a very special luxury compact. And it comes in an even more luxurious version. **Phoenix LJ** The new Phoenix LJ. It's elaborate. Without getting stuffy.

You'll find subtle styling extras. Special trim. A tasteful hood ornament. Wide-ribbed lower body molding. And handsome wraparound 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 padded. As is the luxury cushion 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. *Not available in California



Accept your sports option with available buckets on LJ.



At the center of Phoenix elegance is this available console.



This available 8-track provides a little traveling music.



Phoenix L.J. Coupe



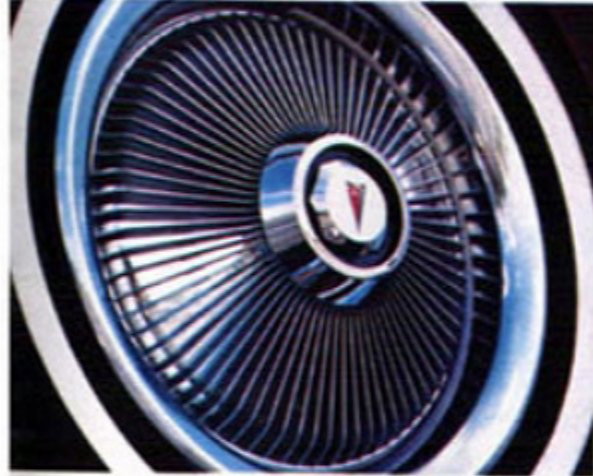
Top off your Phoenix with this available landau roof.



Enjoy your Phoenix to its fullest with available full-width seating.



It doesn't take much adjusting to this available tilt steering wheel.



Roll out the luxury with these available custom wheel covers.



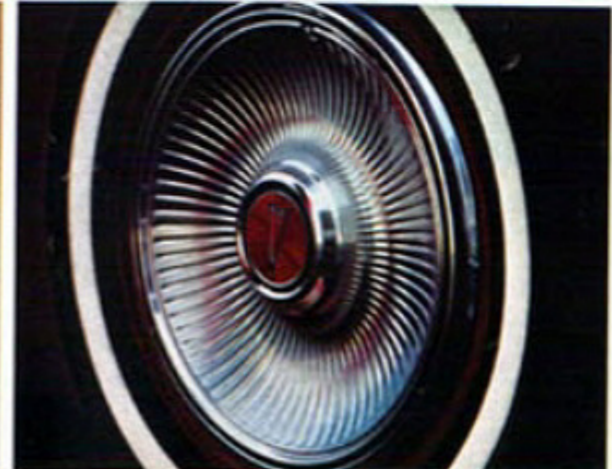
Phoenix is setting a new standard in luxury compacts.



Available Radial Tuned Suspension for Pontiac's famed roadability.

DIMENSIONS inches	Coupe	Hatchback	Sedan
Overall length	203.4	203.4	203.4
Overall width	73.2	73.2	73.2
Wheelbase	111.1	111.1	111.1
Track, front/rear — Phoenix	61.8/59.6	61.8/59.6	61.8/59.6
Phoenix L.J.	61.2/59.0	61.2/59.0	61.2/59.0
Head room, front/rear	38.2/36.7	38.2/36.7	39.1/37.1
Leg room, front/rear	41.7/32.4	41.7/32.4	41.7/35.2
Shoulder room, front/rear	56.6/55.3	56.6/55.3	56.6/56.7
Max. cargo length at floor	76.6		

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.



Deluxe wheel covers are available on Phoenix, standard on L.J.



Look over the available clock and luxury cushion wheel.

Safaris

Grand LeMans Safari LeMans Safari

The 1978 LeMans Safaris are quite unlike any LeMans wagons of the past. They're dramatically redesigned.

Functionally resized. Beautifully restyled.

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 load space holds 72.4 cu. ft. of cargo.

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. But LeMans Safaris are 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.

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.

Outside, it's the same new look of success. Distinctive new grille. Single rectangular headlamps. Hood windsplit molding. Stand-up hood ornament.

And new simulated-pine, plank-like siding.

LeMans Safari is our lowest priced mid-size wagon.

It shares many of the same luxury features as the Grand LeMans Safari. Such as a new, improved instrument panel, redesigned for easy serviceability. And trimmed in simulated 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.

New Grand LeMans Safari and LeMans Safari. We think 1978 will be their best year yet.



The all-new 1978 LeMans Safari. It's the most scientifically designed wagon in Pontiac history.



Safari's available 60/40 notchback seating.



LeMans Safari's stylish new dash.



Lots of loading convenience, window up or tailgate down.

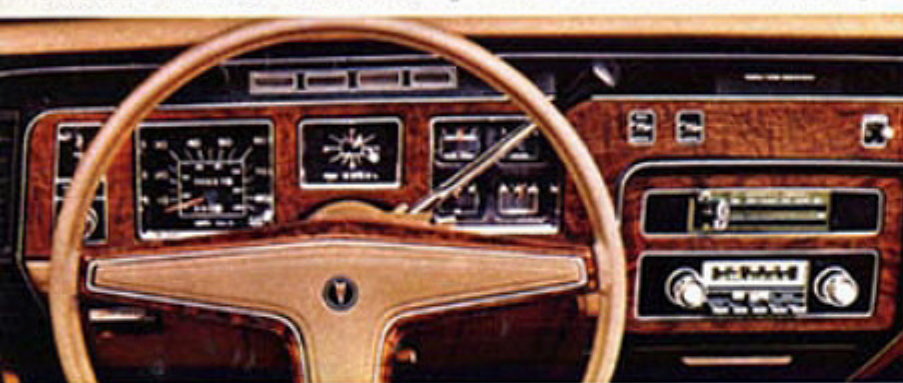
DIMENSIONS inches/cu. ft.	Grand LeMans & LeMans Safari
Wheelbase	108.1
Overall length	197.8
Overall width	72.6
Front tread	58.5
Rear tread	57.8
Cargo volume	(72.4)
Underfloor compartment 2-seat	(N/A)
Length of cargo space at floor	81.3

Length of cargo space at floor with tailgate down	103.9
Top of front seatback to closed tailgate	72.9
Min. distance between wheelhouse at floor	43.6
Rear-end opening width at belt	51.7
Max. cargo height	30.0
Max. height at rear opening (tailgate open)	27.8

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.



Grand Safari's available 60/40 notchback seating. Catalina Safari's standard full-width seating.



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



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

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 over 87 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.



Catalina Safari

Grand Safari

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.

*Not available in Calif.

DIMENSIONS inches/(cu. ft.)	Grand Safari & Catalina Safari		
Wheelbase	115.9	Length of cargo space at floor	90.8
Overall length	215.1	Length of cargo space at floor with tailgate down	110.1
Overall width	80.0	Top of front seatback to closed tailgate	82.9
Front tread	62.1	Min. distance between wheelhouse at floor	48.2
Rear tread	64.1	Rear-end opening width at belt	48.2
Cargo volume	(87.1)	Max. cargo height	30.0
Underfloor compartment 2-seat (est.)	(6.0)	Max. height at rear opening (tailgate open)	28.7
Underfloor compartment 3-seat (est.)	(4.0)		

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.



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 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 to yourself, "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.

*Not available in designated high altitude counties.



Strictly upper-class. Sunbird's standard buckets.

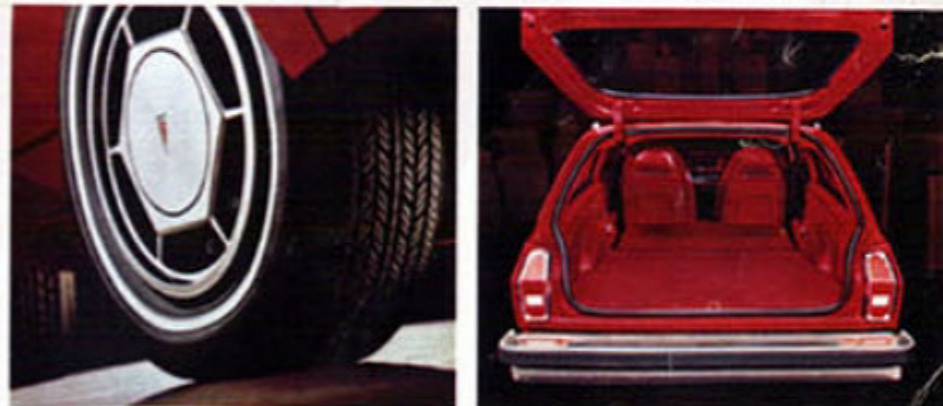
Safari's available instrument panel.



Available rear window deflector.

Available 5-speed manual.

Standard instrument panel.



Pontiac's Radial Tuned Suspension is available.

This little sport has 46.6 cu. ft. of load room.

DIMENSIONS inches./cu. ft.	Sunbird Sport Safari
Wheelbase	97.0
Overall length	177.6
Overall width	65.4
Front tread	55.2
Rear tread	54.1
Cargo volume	(46.6)
Underfloor compartment 2-seat	(NA)

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.

Length of cargo space at floor	65.3
Top of front seatback to closed tailgate	57.2
Min. distance between wheelhouse at floor	42.5
Rear end opening at belt	47.0
Max. cargo height	28.6
Max. height at rear opening (tailgate open)	25.7

1978 Pontiac Safety Features

OCCUPANT PROTECTION

Seat belts with push-button buckles for all passenger positions • Two front combination seat and inertia reel shoulder belts (with reminder light and buzzer) for driver 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

... 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