



THE 1979 PONTIACS  OUR BEST GET BETTER

Imagine a bold new breed of Firebird Trans Am with a tail lamp black as coal.

Imagine a new Grand Prix with personal luxury for the '80's and beyond.

Imagine a new mid-size Grand LeMans

with its widest choice of interiors in years.

Imagine never-more-luxurious full-size Bonnevilles.

Imagine four fun new little Sunbirds.

Imagine a new road-worthy Grand Am

designed by enthusiasts. For enthusiasts.

Imagine the only luxury compact built in America with Pontiac flair—Phoenix.

Now stop imagining. The '79 Pontiacs are here...as our best get better!

A word about this catalog:

We have tried to make this catalog as comprehensive and factual as possible. And we hope you find it helpful. However, since the time of

printing, some of the information you'll find here may have been up-dated. Your dealer has details and, before ordering, you should ask him to bring you up to date.

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GRAND PRIX

Never has a car fulfilled the Grand Prix philosophy so well.

To provide styling that's fresh, exciting, provocative. From your first glance of the commanding new geometric grille. To the

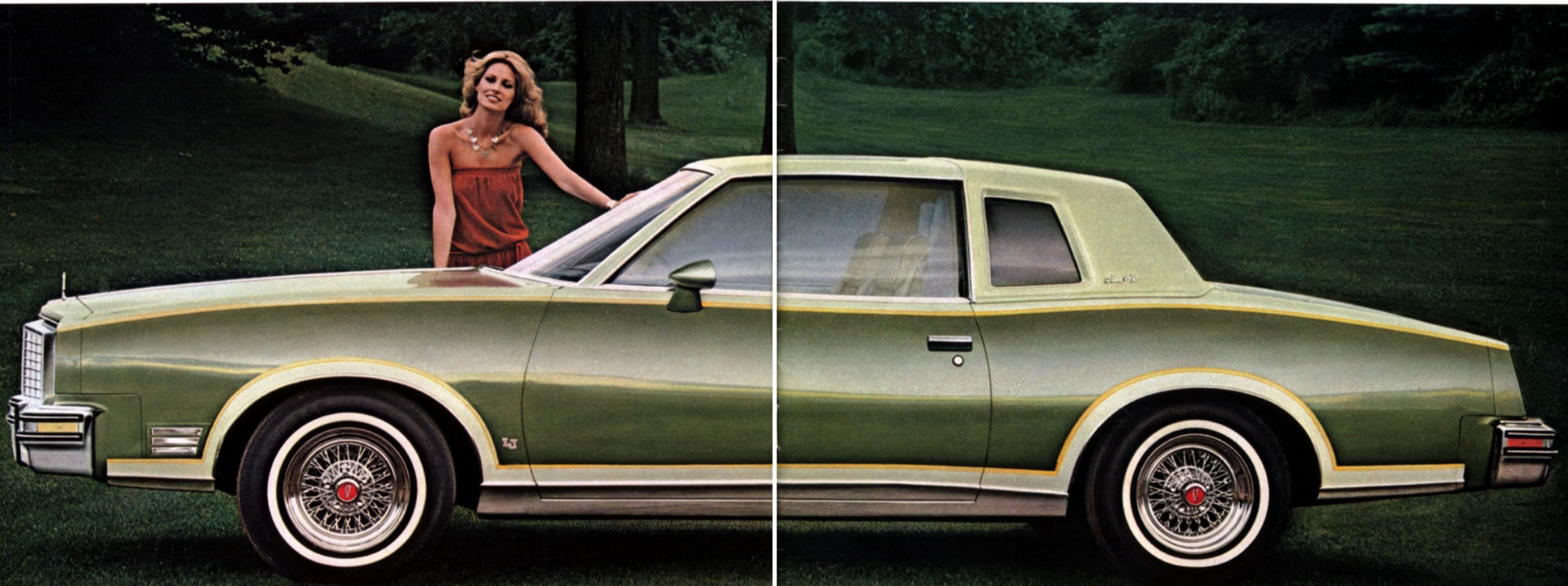
rich, formal roofline. Even to the new finely sculpted rear tail lamps. All in a size that's right for today—and for Grand Prix.

Grand Prix's dedication to personalized comfort carries on with amazing spacious-

ness. You'll find more head, leg and luggage room than in our longer wheelbased '77 Grand Prix.

You'll also discover a wide choice of available interiors—including real leather-

Shown below: Pontiac's luxurious Grand Prix LJ. New double two-tone paint treatment, padded landau top, tinted glass, whitewall tires and genuine wire wheels are among the available features shown.



in-the-seating-area buckets, shown below. And wait till you hear the quiet. Special mounts, door and body seals and foam-backed carpet help muffle sighs of serenity. Grand Prix's reputation for individual

expression lives on with two special versions. For sporty flair, Grand Prix SJ wins over appreciative glances. With features like tasty accent stripes. Body-colored sport mirrors. Contour buckets. And rally gage dash.

Or if you prefer the luxury route, there's Grand Prix LJ. With rich velour seats. Luxury cushion steering wheel. Extra-thick carpet and sound insulation to indulge you. Need more self-expression? Choose from

a wide list of availables—like new two-tone paint combinations and real wire wheels. See your 1979 Pontiac Buyer's Guide for details. Maybe now you can see why we're calling this Grand Prix the most Grand Prix of all.

A. Viscount bucket seats, rally gages and tach and AM/FM-CB are among the available features shown for Grand Prix SJ and LJ. **B.** Sporty Grand Prix SJ. Double two-tone paint, cast aluminum wheels, landau top and whitewalls

are among availables shown. **C.** Grand Prix LJ's available soft-pillow-look velour 60/40 notchback seat. Custom sport steering wheel and power door locks are among the available features shown.



FIREBIRD

Announcing the birth of a bold new breed of wow! The 1979 Firebirds.

Trans Am, our ultimate, comes on stronger than ever in this, its eleventh year.

With a broad new forefront cast in

durable urethane. Ported headlamps. And a new Pontiac exclusive black tail treatment.

Trans Am's new visage just doesn't hint of its top-of-the-line position. It shouts it!

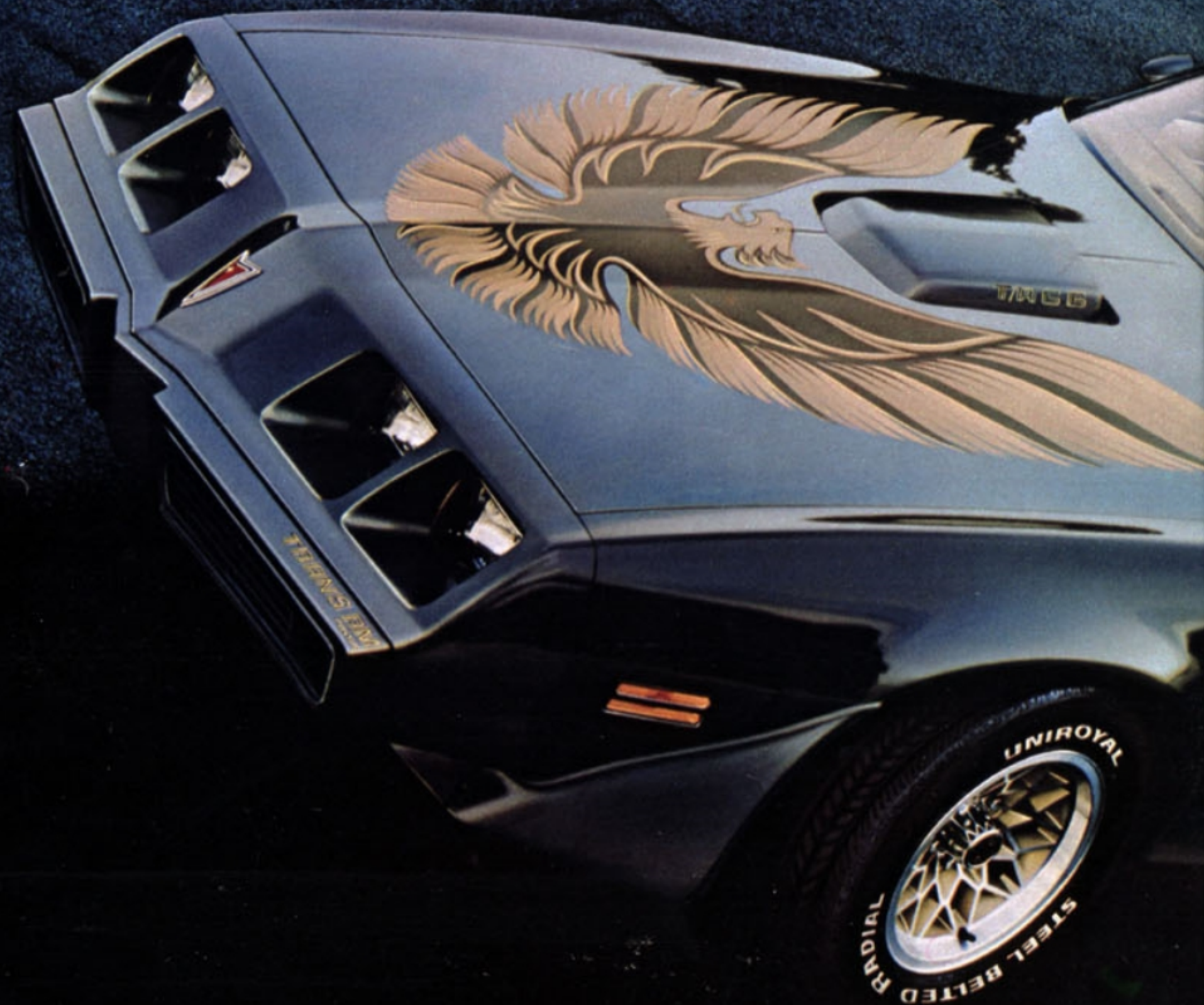
There's still the showy outlay of extractors

and deflectors. And front and rear stabilizer bars. All standard issue.

There's never been a 'bird more deserving of our best of breed distinction.

Formula with its fiery two-tone flanks

Shown below: 1979 Trans Am. Our best of breed. Custom interior, screaming eagle hood decal, hatch roof, cast aluminum wheels, performance option and power door locks are among available features shown.



is our more sophisticated Firebird.

Yet Formula shares many of the new styling innovations of Trans Am, so it's not hard to guess what lurks beneath those clean contours.

To bring that brawn to the surface, just order the Formula Appearance Package.

Our new Formula is formidable any way you dress it.

Esprit still stands firm as our plushest

Firebird. Flashing new deluxe wheel covers. And custom interior package. Check the '79 Pontiac Buyer's Guide for details.

Don't be put off by Esprit's polished appearance though. It's still dressed to thrill.

Even our base Firebird has fire. We wouldn't dare turn down the excitement because it bears Firebird's lowest price.

1979 Firebirds. A new breed of excitement.

A. Trans Am's control board. AM/FM cassette and air conditioning among available features shown. **B.** Trans Am, Formula and Esprit's available new Custom Interior Package. Formula Appearance Package and air conditioning among available features shown. **C.** '79 Formula. Formula Appearance Package and air conditioning among available features shown. **D.** '79 Esprit. Redbird Package (including two-tone body and red-accented cast aluminum wheels) among available features shown.



BONNEVILLE & CATALINA

We think we've done ourselves proud with the 1979 full-size Pontiacs. Some of our most sophisticated cars ever.

Bonneville Brougham is the most luxurious Pontiac.

First, it offers the prized luxury of roominess. Lots of headroom—so you can sit right up. Lots of legroom—so you can stretch right out.

There's the luxury of quiet. Owing in part

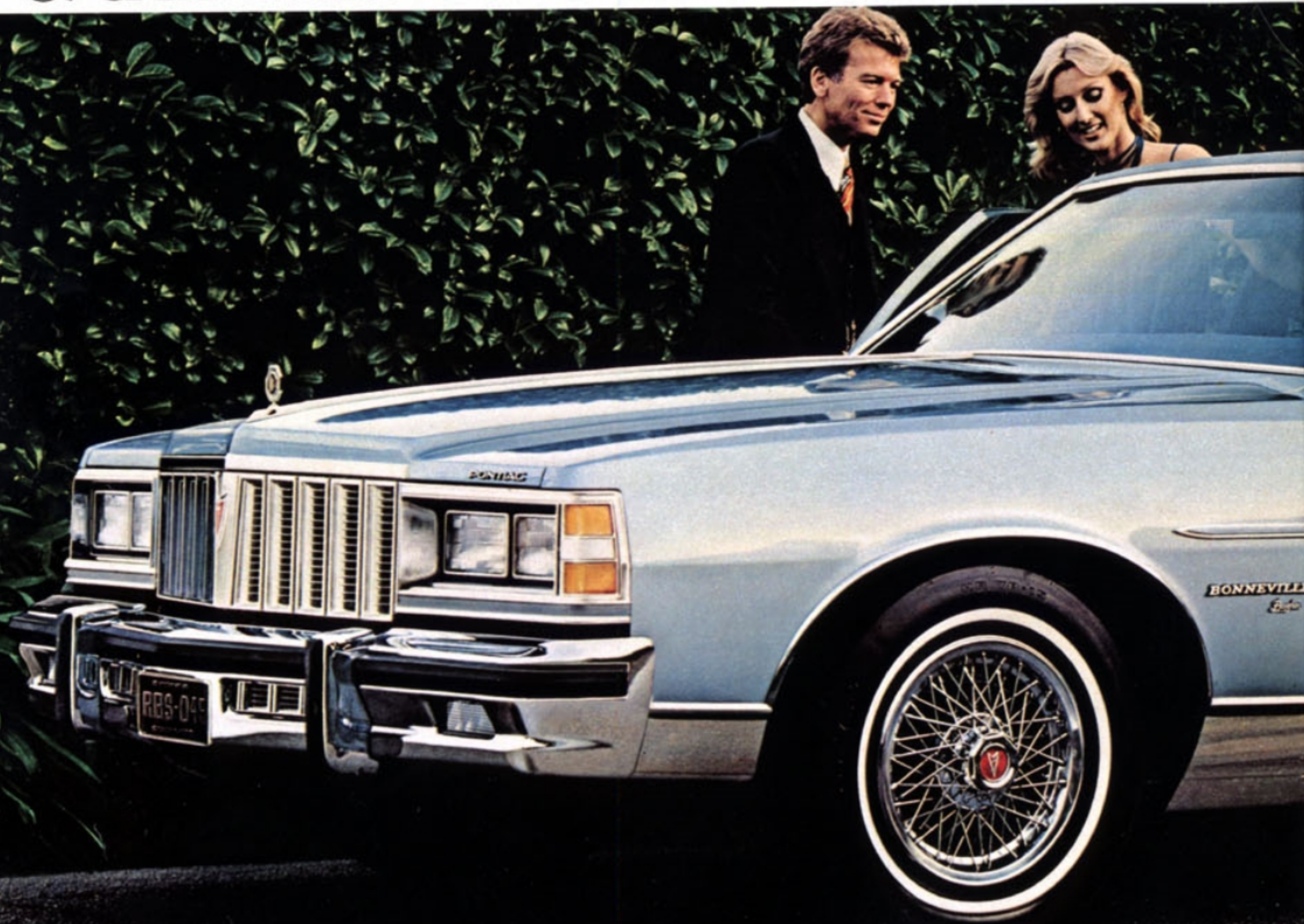
to the wide use of special sound-deadeners, seals and sealers.

Most important, there's the luxury of pure luxury. Deep carpet underfoot. Available sunroof overhead. And in between,

60/40 notchback velour seats (with available reclining passenger side) and rich dash embellished by vinyl walnut applique. See the '79 Pontiac Buyer's Guide for details.

Once you've delighted in a 1979

Shown below: Bonneville Brougham Sedan. Vinyl roof, wire wheel covers, whitewall tires, body side molding and tinted glass are among the available features shown.



Bonneville Brougham, other full-size cars may never seem the same.

Then there's Bonneville. This year, Bonneville's going to put distance between itself and the rest of the full-size pack.

It's going to set itself apart by the power and presence of its styling. By the crisp, well-delineated contours. By the new formal grille.

It's going to be a leader with the widest choice of available interiors of any full-size

Pontiac. Including sensational new bucket seats you can order.

At this rate, the pack may never catch up with the 1979 Bonneville.

Catalina is our most affordable full-

size. It shares the distinctive character of our Bonneville. The same basic styling—without quite as many frills.

Inside, there's abundant space. A truly elegant dash. A soft-cushion wheel. And

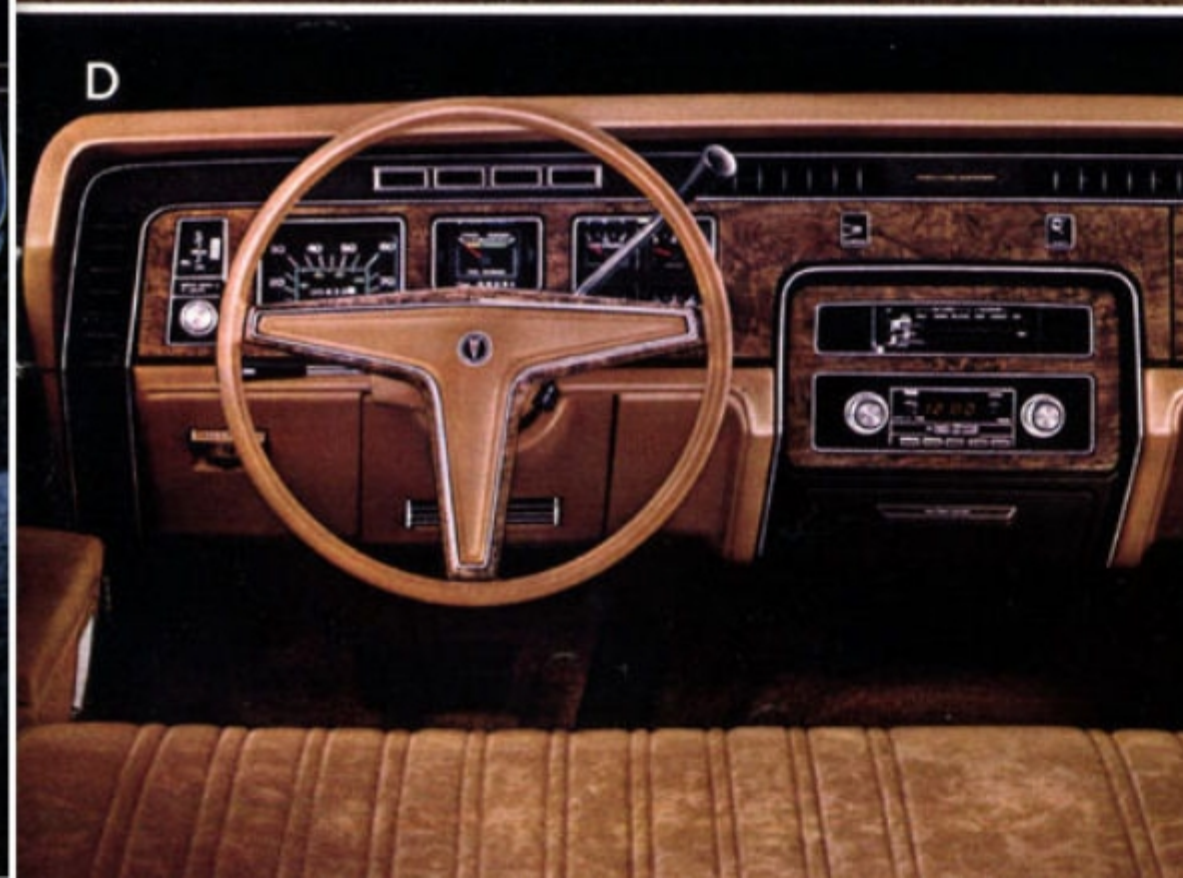
available gages to monitor almost everything you'd want to gage.

And, of course, Catalina offers another appealing feature, displayed on the side window. Its affordable price.

A. Brougham's standard interior, with soft-cushion seats. **B.** Bonneville Coupe. **C.** Bonneville Coupe's new bucket seats. **D.** Catalina dash. **E.** Catalina Sedan. Certain items shown in pictures below available at extra cost.



BONNEVILLE



CATALINA

LE MANS

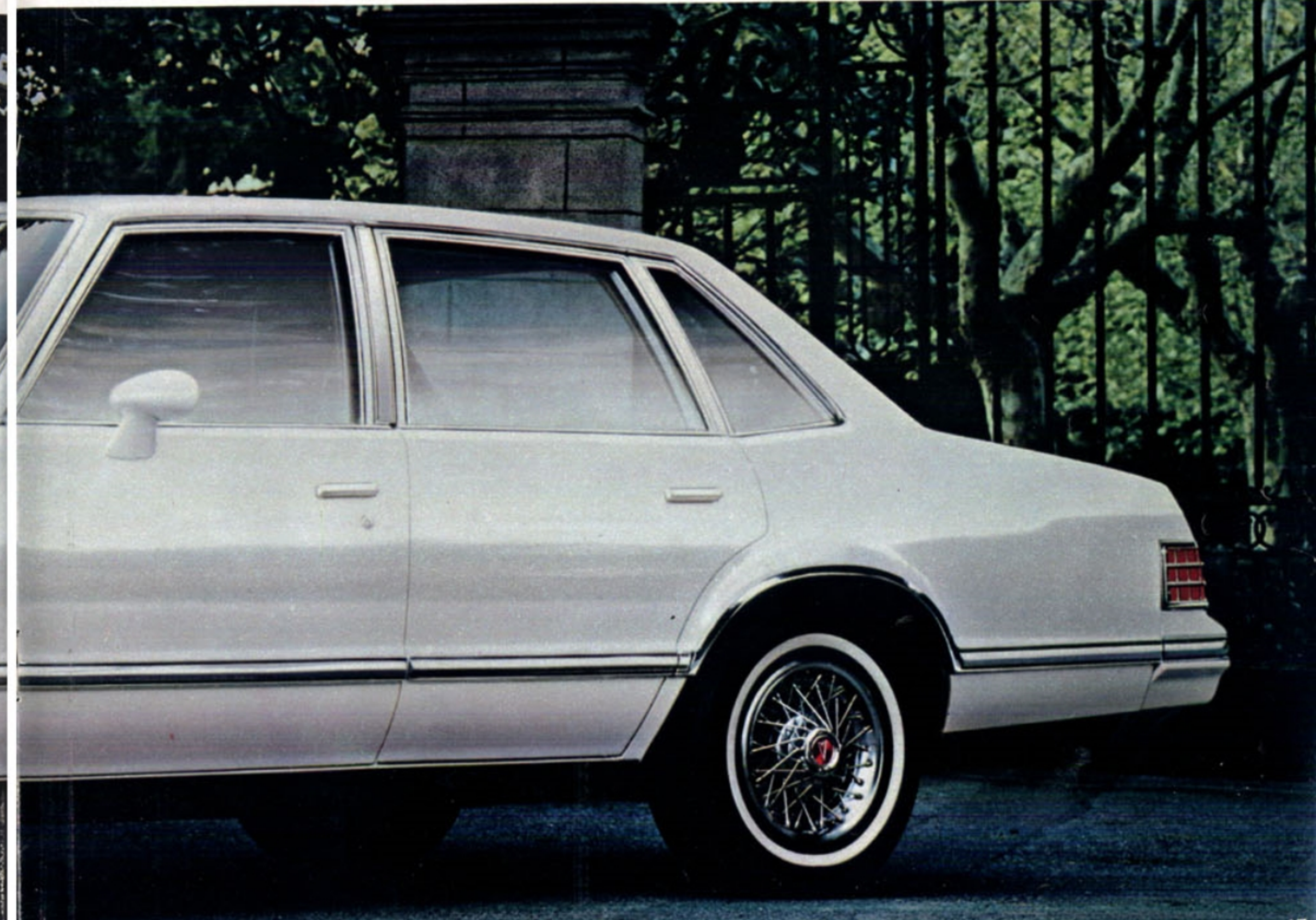
Presenting a mid-size car with some full-size ideas. Two cars, in fact. The '79 Grand LeMans and LeMans.

Grand LeMans is our top-of-the-line model. It provides almost everything you'd

expect from a full-size car. Except the size. The styling is clean, uncluttered. There's a dramatic new cross-hatch ribbed grille. New wide wraparound tail lamps. Distinctive molding and trim. Plus six different wheels

and wheel covers you can order. To help maintain its good looks, the body unit has gone through an impressive variety of anti-corrosion treatments. But come along, and take a peek inside.

Shown below: Grand LeMans Sedan. Wire wheel covers, whitewall tires, bumper guards, tinted glass and dual sport mirrors are the available features shown.



Grand LeMans surrounds you with spaciousness. There's room inside for six.

It wraps you in richness. There are notch-back seats that look rolled-and-pleated. Or adjustable buckets you can order. A luxury

cushion wheel. Thick cut-pile carpet. See your '79 Pontiac Buyer's Guide for details.

Grand LeMans is a roomy, supremely luxurious, extremely satisfying car that just happens to be mid-size.

LeMans is our most affordable mid-size. But you wouldn't know it from appearances.

From those trim, taut good looks. Highlighted this year by a bold geometric grille. LeMans' appointments are impressive

indeed. Deep support full-width seats in soft fabric. Cut-pile carpet throughout. A steering wheel of the soft-cushion kind.

It seems everything about LeMans is more than ample. Except its price.

A. Grand LeMans' available features include these elegant 60/40 seats in loose-pillow-look velour. (Also available on Grand Am.)

B. LeMans Coupe. Deluxe wheel covers, landau top, body-colored sport mirrors, white-

wall tires, hood ornament and rocker panel molding are among the available features shown. C. LeMans' handsome instrument panel displays controls and gauges for a whole host of available equipment.



GRAND AM

You still get wound-up about driving, right? You like challenging new stretches of road, and being challenged back. We think you're ready for the new Grand Am. Coupe or Sedan. Here's a road car to ease you down the

road in comfort. Just settle into its full-foam seat, take hold of its cushioned wheel, consult its well-arranged bank of dials, and head for the highway. You'll take an immediate liking to the

newly refined Rally Radial Tuned Suspension. With all components finely tuned to work together. You'll find Grand Am can take quick command of a corner. Grand Am also commands attention.

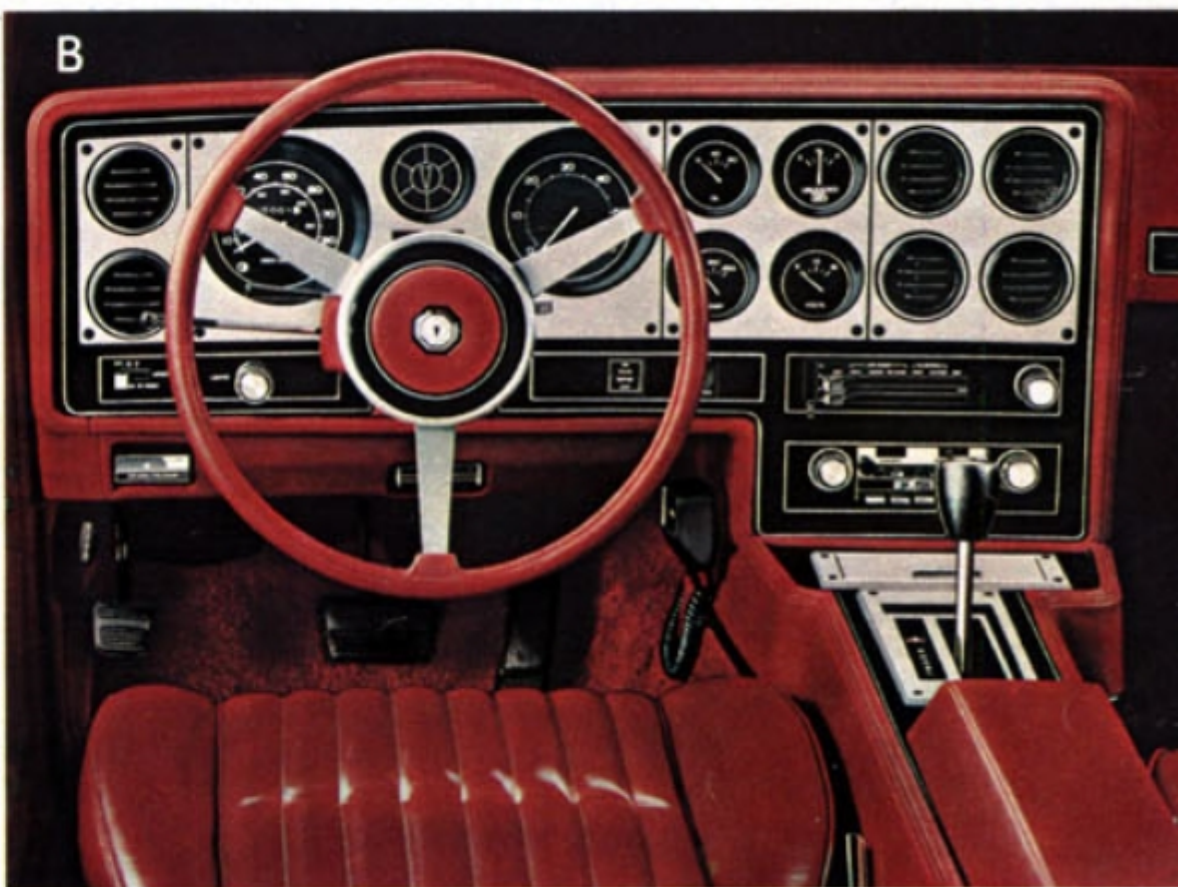
Even when it's lounging around. Because of a uniquely arresting style. Distinctive reverse canted grille. And vivid two-color paint. The exhilarating '79 Grand Am. It'll wind you up every time you drive it.

A. Grand Am Coupe. Cast aluminum wheels among available features shown. **B.** Control center with AM/FM-CB sound system among available features shown. **C.** Grand Am's available features include vinyl buckets.

A



B



C



SUNBIRD

As you might expect, Pontiac designed their '79 Sunbirds purely for the fun of it. Sunbird Coupe is Pontiac's most affordable fun machine. Styled to turn heads. Engineered to turn corners. And priced to turn you on.

Sunbird Coupe offers just the right kind of appointments, too. Bucket seats. Soft cut-pile carpeting. Deluxe steering wheel. And a floor-shifted 4-speed helps give your driving the kind of style it needs.

Sunbird Sport Coupe is Pontiac's classy little subcompact. Offering even more luxury than our base coupe, thanks to its contoured custom bucket seats. Deluxe cushion steering wheel. And a whole lot of

Shown below: Sunbird's base coupe shown with whitewall tires, wheel covers, body side molding and tinted glass. Standard equipment includes front disc brakes and dual rectangular headlamps.



other little niceties. See your 1979 Pontiac Buyer's Guide for details.

Sunbird Sport Hatch is for people who expect a car to be as exciting to drive as it is to look at.

And wow does it deliver! From its up-sweeping rear deck to its down-swinging rear seat, Sunbird Sport Hatch says, "Let's go!" And if you believe in going all out, go for

the available Formula Package. The lower body accent stripes, Formula lettering, rear end spoiler and Rally RTS Handling say you're ready to take on a road.

Inside, Sport Hatch is just as exciting. With

custom contoured bucket seats. Easy-to-read instrument panel. And floor-shifted 4-speed.

It all adds up to one sporty '79 Sunbird Sport Hatch. And another reason to go Sunbird for the good times.

A. Our sporty Sunbird Sport Hatch. Cast aluminum wheels, Formula appearance package and white-lettered tires are among the available features shown. **B.** Sunbird luxury for 1979. Tilt steering wheel, air conditioning, and

console are among the available features shown. **C.** Sunbird's available luxury interior. In cloth (shown) or vinyl. Custom seat belts, console and tilt Formula steering wheel are among the available features shown.

A



B



C



PHOENIX

If you think stepping into the compact class means being squeezed out of luxury, our 1979 Phoenix proves you wrong!

Just one look at our new Phoenix Coupe, Sedan or Hatchback confirms that fact.

In the way they're styled. The clean looks. The way they lull you with luxuries, like soft full-width seats. And cut-pile carpet.

And in the way each seats six. If you'd like to cavort about in something

a bit more elaborate, there's Phoenix LJ. With its cloth seating, and other niceties you'll find in the '79 Buyer's Guide, LJ is Pontiac's epitome of compact class.

'79 Phoenix. Far from a common compact.

A. Phoenix LJ Sedan. Wire wheel covers and dual sport mirrors are among the available features shown. B. Phoenix Coupe. Landau top, custom-finned wheel covers, whitewall tires, sport mirrors, tinted glass and rocker

panel molding are among available features shown. C. Phoenix LJ dash. Custom buckets, clock, console, padded steering wheel and air conditioning are among available features shown.

A



B



WAGONS

Year after year, Pontiac seems to demonstrate a flair for great station wagons.

1979 is no exception.

Bonneville Safari is our top-of-the-line this year. A stylish full-size beauty offering the

comfort of full-width seats. The pleasure of plenty of room. And the enjoyment of handsome good looks that make it just as right for the music hall as it is for the market.

Catalina Safari is our new full-size wagon for people who seek a full-size value.

It's our lowest priced full-size wagon.

Offering not only the same great roominess as our Bonneville Safari. And the same great

capacity for work. But also its very own kind of beautiful full-size comfort. See your 1979 Pontiac Buyer's Guide for details.

Pontiac's full-size Safari wagons for 1979. As usual, they really do a job.

Shown below: Our very handsome new 1979 Bonneville Safari. Wire wheel covers, luggage rack with air deflector, sport mirrors, body side molding and bumper guards are among the available features shown.



Grand LeMans Safari and LeMans Safari are definitely the cars for you if a mid-size wagon is more your style.

Both offer hard-working talent. Stylish good looks. And great riding comfort.

Fold down that rear seat and you'll find 72.4 cu. ft. of space to fill.

There's luxury for all this roominess, too. To help make either of our '79 LeMans Safaris perfect for your needs. And style.

Sunbird Sport Safari is designed to be fun. Yet helpful.

So within that sporty little body you'll find 46.6 cu. ft. of handy cargo space (rear seat down). For boxes, bags or baseball gear.

There's also room for four inside. With contoured front bucket seats. And a floor-shifted 4-speed transmission.

Get going in Pontiac's '79 Sunbird Sport Safari. For the fun of it!

A. Bonneville Safari's available vinyl interior. 60/40 notchback seats are among the available features shown. **B.** Pontiac's Sunbird Sport Safari. Cast aluminum wheels and luggage rack are among available features shown. **C.** Our '79 Grand

LeMans Safari. Wire wheel covers are among the available features shown. **D.** Sunbird Sport Safari interior. Automatic transmission is among available features shown. **E.** Grand LeMans Safari interior. 60/40 seat among available features shown.



A WORD ABOUT ASSEMBLY, COMPONENTS AND OPTIONAL EQUIPMENT IN THESE PONTIACS.

The Pontiac products described in this brochure are assembled at facilities of General Motors Corporation operated by Pontiac, GM Assembly Division or GM of Canada. These vehicles incorporate thousands of different components produced by various divisions of General Motors and by various suppliers to General Motors. 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 compo-

nents have been approved for use in Pontiac products 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. Some options may be unavailable when your car is built. Your dealer receives advice regarding current availability of options. You may ask the dealer for this information. GM also requests the dealer to advise you if an option you ordered is unavailable. We suggest you verify that your car includes the optional equipment you ordered or, if there are changes, that they are acceptable to you.

A word about engines: Pontiacs are equipped with GM-built engines produced by various divisions. See your dealer for details.

Pontiac Motor Division, General Motors Corporation, One Pontiac Plaza, Pontiac, Michigan 48053.

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