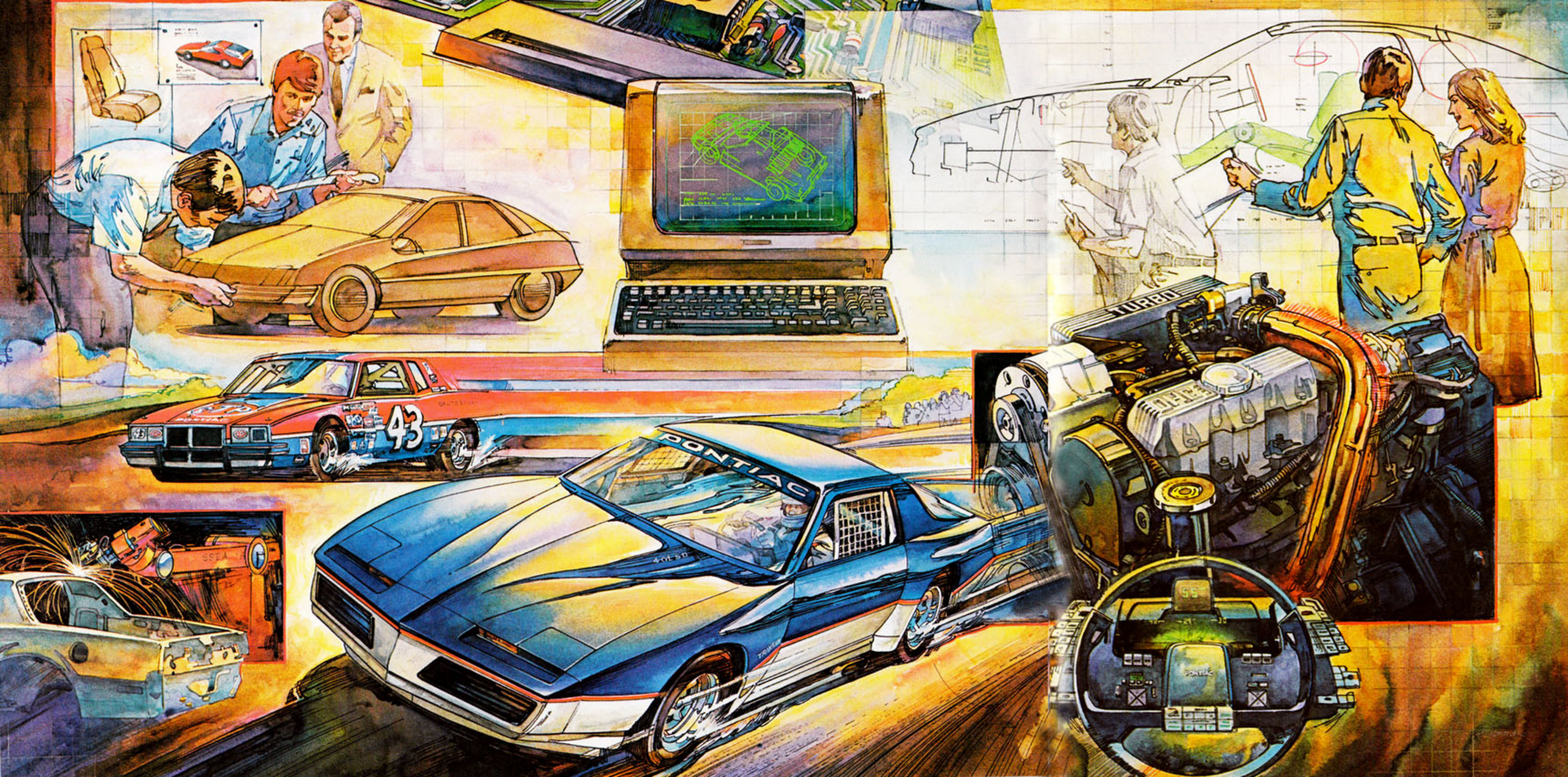




1984 PONTIAC
 **WE BUILD EXCITEMENT**



WHAT IT TAKES TO BUILD GREAT ROAD CARS

The dedicated people at Pontiac would like you to know what it takes to build great road cars. Because it is as much an art, as it is a science. As much human touch and evaluation, as it is computer modeling and laboratory tests. As much a test of day-to-day realities, as it is an adventure in engineering future think. Only when all of these elements are brought together, do the truly great road cars emerge.

The 1984 Pontiacs are such cars, built with innovative styling and engineering, offering the kind of excellent performance and roadability Pontiac has been famous for.

Within this brochure, you will discover why the 1984 Pontiacs are the most exciting and innovative line of cars we've ever offered.

Pontiac...automobiles that capture the spirit and excitement of American innovation. We *build* excitement!

IMPORTANT: A WORD ABOUT THIS CATALOG.

We have tried to make this catalog as comprehensive and factual as possible. Since the time of printing however, some of the information may have been updated. Some of the equipment shown or described is available at extra cost. Your dealer has details and before ordering, you should ask him to bring you up to date. Pontiac Motor Division reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models. Check with your Pontiac dealer for complete information.



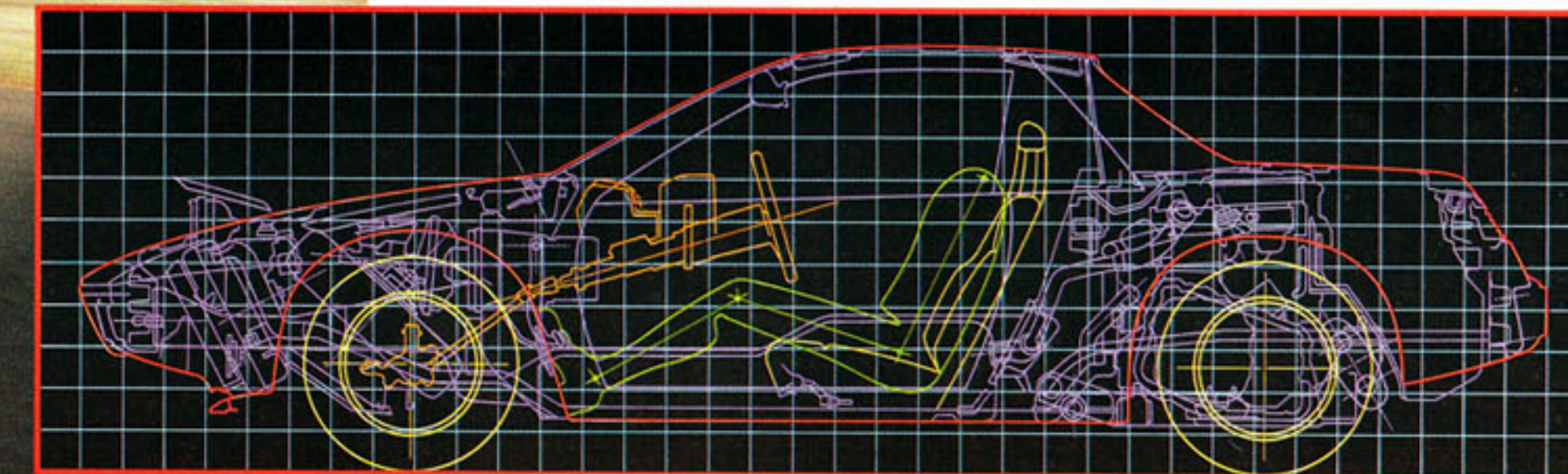
THE AUTOMOTIVE WORLD HAS A NEW BENCHMARK FOR TECHNICAL INNOVATION



When Pontiac engineers were given the freedom to design a car they themselves would love to own, they responded with a proud new American car unlike anything else *in the world*: the totally new Fiero 2M4!

Fiero is a stylish, sporty, highly fuel-efficient* personal car that's also a unique and exciting example of brilliantly innovative engineering.

Fiero 2M4 is the very *first* 2-seat (2), mid-engined (M), 4-cylinder (4) production car built in America. Fiero's innovative *space-frame* chassis uses principles gleaned from modern racing car design, giving it strength without the penalties of excess weight. Fiero's innovative assembly techniques are designed for high standards of quality. Its unique Enduraflex™ body panels are ding resistant and will *never* rust. And there's much more.



In the next few pages, you will find out what makes Fiero one of the most innovative and exciting cars ever built.

*See Facts & Figures pages for EPA estimates.



FIERO: DRIVING EXCITEMENT FOR THE '80s

FIERO SPORT COUPE AND FIERO SE COUPE.

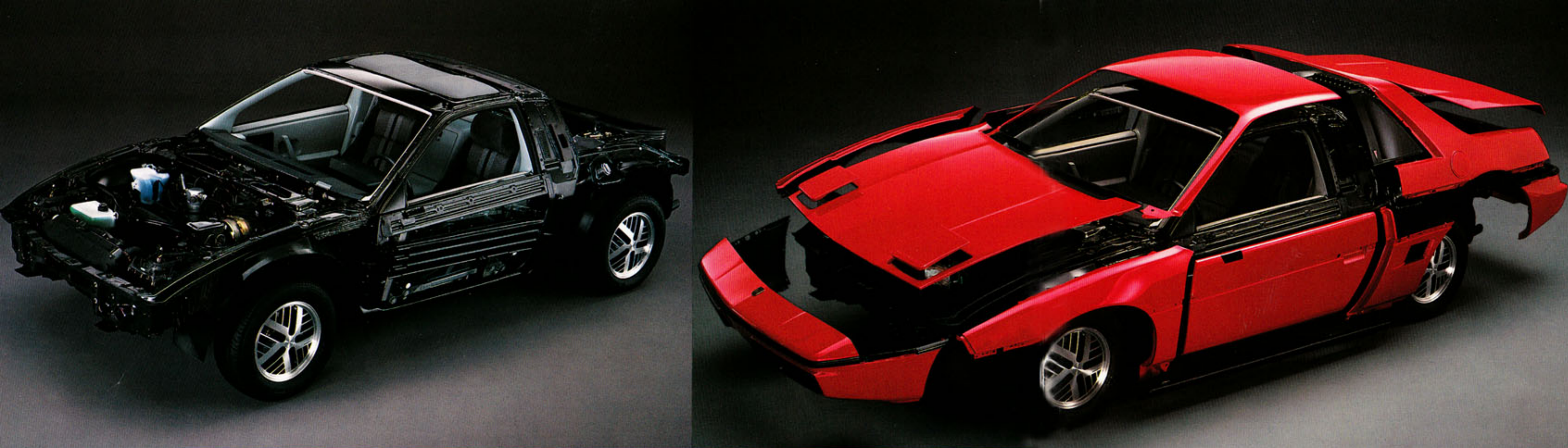
The overall look of Fiero (in white) and Fiero SE (in red) emphasizes its clean, uncluttered shape, a calculated departure from the sharp edges of the "folded paper" school of automotive design.

Fiero's standard exterior features include retractable halogen headlamps. Black, full-width reflex lens tail lamps. Locking fuel filler door with remote release. And a black-finished front air dam. Black is used on all other Fiero body accents, including the dual sport mirrors (left hand remote control). The Fiero SE (shown with available sunroof) is equipped with a black rear deck luggage rack with integral spoiler (may be deleted for credit).

Fiero is powered by a mid-mounted 2.5 liter 4-cylinder engine with electronic fuel injection. A performance-g geared 4-speed manual transmission is standard on Fiero. A 3-speed automatic is available.

Fiero handling performance starts with its fully independent suspension system, rack and pinion steering, power four-wheel vented disc brakes with aluminum calipers, and a 23mm front stabilizer bar, all *standard*. Rally steel wheels with P185/80R13 steel-belted all-season radials come standard on Fiero. 13" turbo-finned cast aluminum wheels are available (shown, left). A WS6 performance package including special springs and shocks, and 14" hi-tech cast aluminum wheels with P215/60R14 steel-belted radials is standard on Fiero SE (shown with available tires).†

† See Facts & Figures page for complete details.



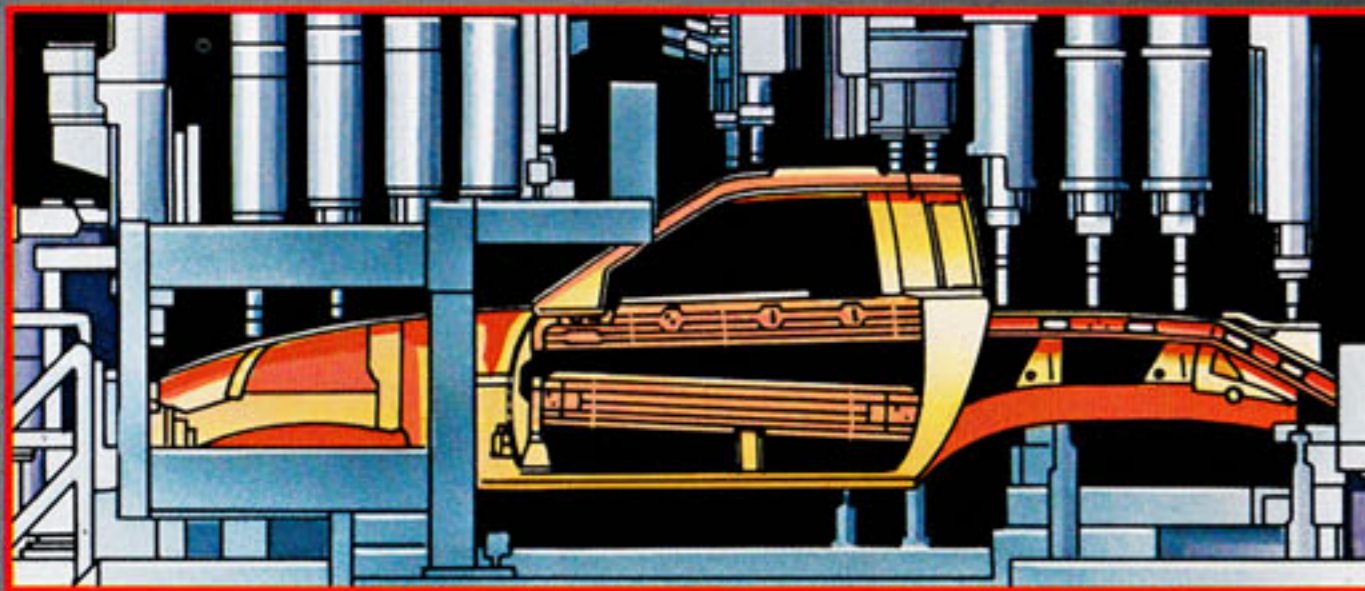
THE FIERO MANUFACTURING CONCEPT: INNOVATIVE ASSEMBLY

The Pontiac Fiero is built like no other car in the world for one very important reason: Its advanced design concept requires the most innovative assembly available.

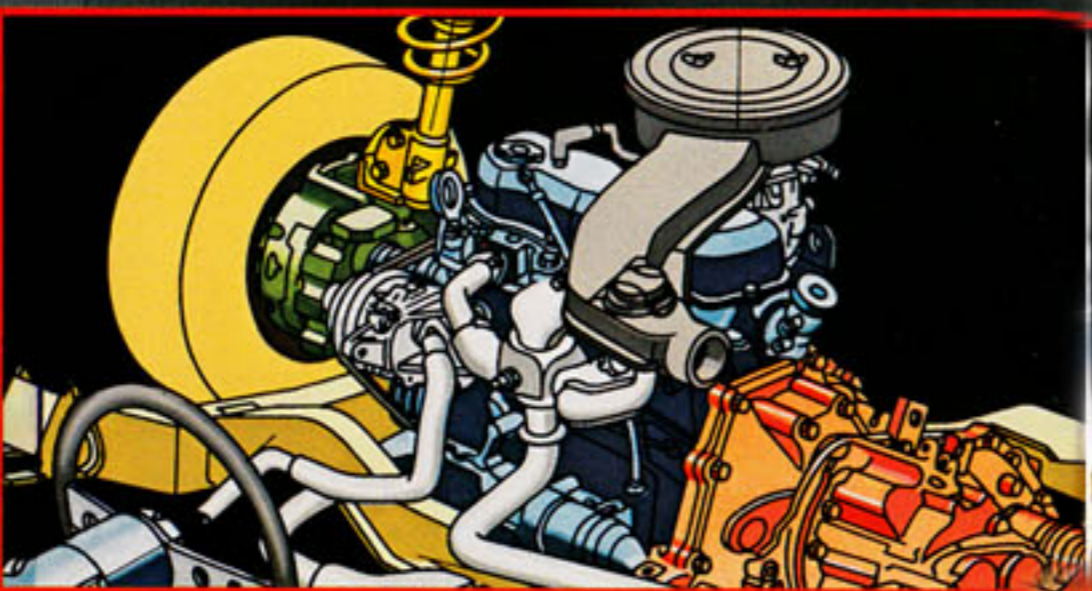
A perfect example is the *drivable chassis* (far left). The drivable chassis is a *fully operational* Fiero with tested mechanical systems that has completed the assembly sequence, *before* the Enduraflex™ panels have been installed (shown near left).

The most innovative Fiero assembly process is the *milling* and *drilling* of the space-frame. The "mill and drill" machine automatically prepares the space-frame for pinpoint location of the Enduraflex™ panels. The strength of Fiero's space-frame chassis allowed Pontiac engineers to design the body panels to be *non-structural*.

The beauty of the lightweight Enduraflex™ "skins" is that they're designed to cope with the realities of everyday driving. The front fenders actually bounce back from minor impacts (below, right), and the other panels resist minor dents and dings. *Plus... they will never rust.*



The Fiero space-frame in the "mill and drill" fixture.



The Fiero engine/drivetrain cradle.



ENDURAFLEX™ panels are loaded on a floor-mounted carrying fixture in an "in car" position for painting.

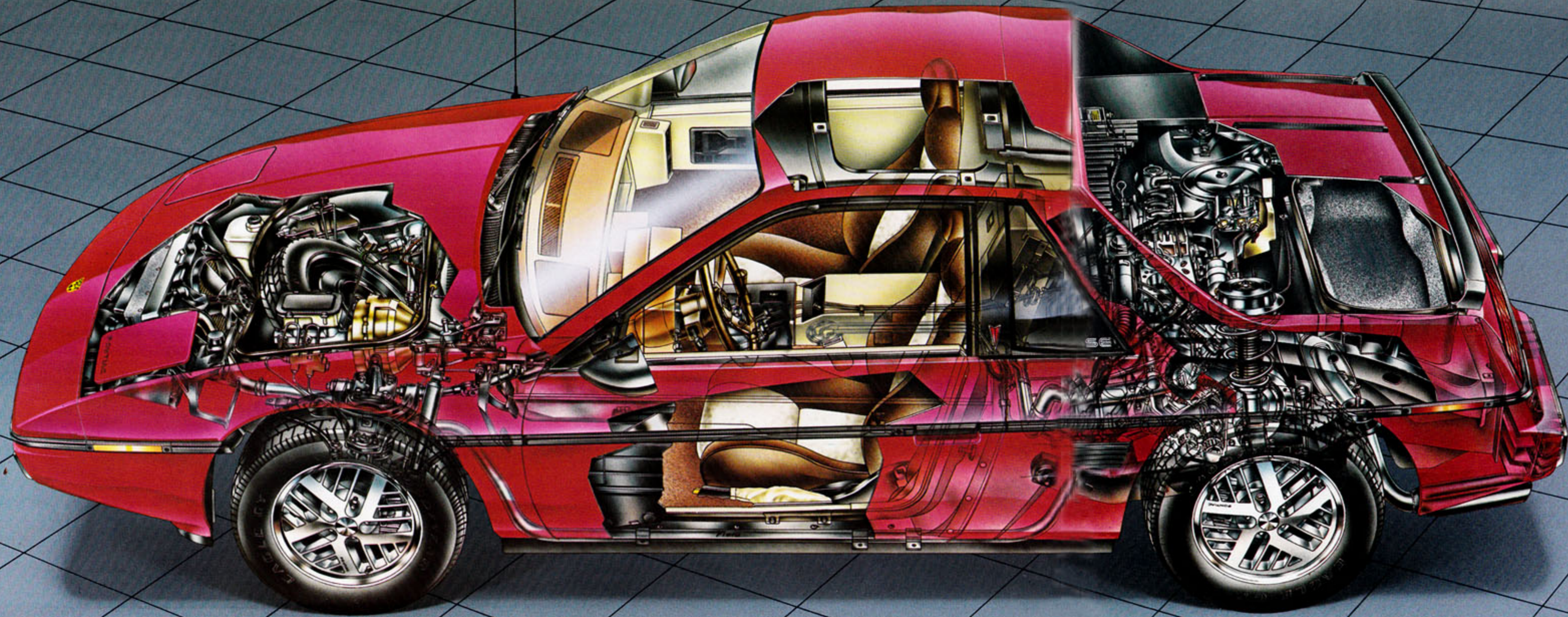


In yet another innovative approach, the Enduraflex™ panels are *mechanically* attached to the space-frame.



The front fenders actually bounce back from minor impacts, and the other panels resist minor dents and dings.





AN INSIDE LOOK AT THE MOST INNOVATIVE PONTIAC IN HISTORY

- Fiero is the very *first* 2-seat American production car to exploit the advantages of a mid-mounted engine, resulting in excellent front-to-rear weight distribution.
- Fiero's innovative space-frame chassis uses principles gleaned from racing car design, giving it strength without excess weight.
- Fiero is equipped with 4-wheel fully independent suspension, rack and pinion steering, power 4-wheel vented disc brakes with aluminum calipers and a 23mm front stabilizer bar.
- Fiero offers an available WS6 performance handling package that includes special front and rear springs and shocks, 14" hi-tech cast aluminum wheels and P215/60R14 Goodyear Eagle GT steel-belted radials. (Standard on Fiero SE, shown.)
- Fiero is powered by a 2.5 liter, transverse-mounted 4-cylinder engine with electronic fuel injection and "swirl-port" cylinder head.
- Fiero transmissions include a standard, performance-g geared 4-speed manual and an available 3-speed automatic. A 4-speed manual geared for more economy is standard on Fiero Coupe only.
- Fiero's innovative Enduraflex™ panels will never rust. The front fenders, door panels, and lower quarter panels "give" on minor impacts, and all panels resist minor dents and dings.

The Fiero's basic concept, engineering execution, materials usage and assembly technology represent, in many ways, what lies in store for the future of the automotive industry. The Pontiac Fiero is the leading edge of innovative automotive design!



FIERO: DESIGNED FOR THE SERIOUS DRIVER

Pontiac interior designers artfully blended function with comfort and convenience in the Fiero interior environment. Standard features include:

- Full instrumentation in a freestanding instrument cluster, with electric speedometer, odometer, trip odometer, 6000 RPM tachometer, and fuel, temperature and volt meter gages (below, left).
- An upshift light comes on Fieros equipped with a 4-speed manual transmission. This indicates the best time to shift for maximum fuel economy.
- Reclining bucket seats with contoured backs and built-in lateral restraint.
- A 4-spoke sport steering wheel, side window defoggers, custom color-coordinated seat and shoulder belts, full carpeting, full-length console (two-tone color on Fiero SE), and dual map lights.
- The Fiero's front storage compartment has a remote cable release. The rear trunk compartment has a key operated lock. An electric rear release is standard on Fiero SE and available on Fiero.

The Fiero SE available interior includes genuine fleece seat inserts with beautiful suede leather bolsters. Other available features shown include power windows, door locks, dual electric sport mirrors, and a leather-wrapped sport steering wheel. By ordering one of the available Delco-GM AM/FM ETR stereos, you get two 3" speakers mounted in each headrest.



A Delco-GM AM/FM ETR stereo cassette including seek, scan and graphic equalizer is available on Fiero (above, right).



Whether it's a week or a weekend, Fiero means driving excitement for two. The trunk is located behind the engine compartment, with a smaller storage area in the front compartment. A special set of soft Fiero luggage is available, see your Pontiac dealer for details.



Fiero road wheels include the available 14" hi-tech cast aluminum (left), 13" turbo-finned aluminum (center), or standard rally steel, available with trim rings (right).



Fiero is powered by an advanced 2.5 liter 4-cylinder engine with electronic fuel injection and "swirl-port" cylinder head.



The standard Fiero reclining bucket seat in Gray cloth (left). The available Fiero SE custom seat comes in attractive sport cloth.

The Fiero SE reclining bucket seat shown with the available genuine fleece insert with suede leather bolsters.

Two of the Fiero sport steering wheels include an available 3-spoke Formula leather-wrapped wheel (left) and a standard deluxe 4-spoke (right).



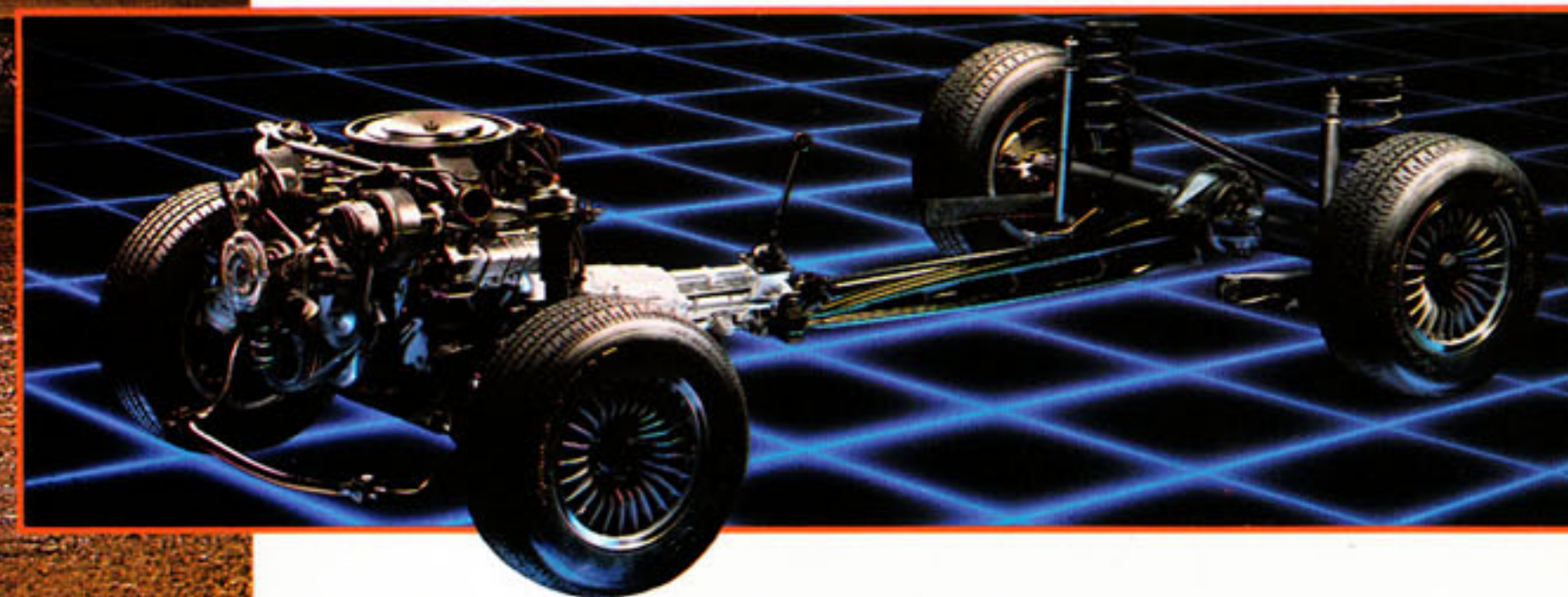
FIREBIRD TRANS AM

This year, Trans Am leaves the also-rans behind with an available 5.0 liter High Output V-8 engine. It comes equipped with a new high RPM camshaft, a cool air induction system, electronic spark control and a free-breathing exhaust.

The result of all this heavy-duty hardware is a super engine that develops an incredible 190 horsepower. And you get a quick shifting 5-speed gearbox as standard equipment.

Every Trans Am comes fortified with standard power steering and brakes plus rally tuned MacPherson front struts and rear torque arms. Or you can go all out and endow your Trans Am with the quick reflexes of the WS6 Special Performance Package. It gives you a 12.7:1 steering gear ratio, 32 mm front/23 mm rear sway bars, 4-wheel vented disc brakes, new hi-tech 15" cast aluminum wheels and Goodyear Eagle GT high performance radials (required with High Output V-8).

As a final touch, order the slick new aero package (shown at left) and you'll have a Trans Am that looks as exciting as it feels.



The available WS6 performance package forms the heart and soul of our most spirited Firebird.



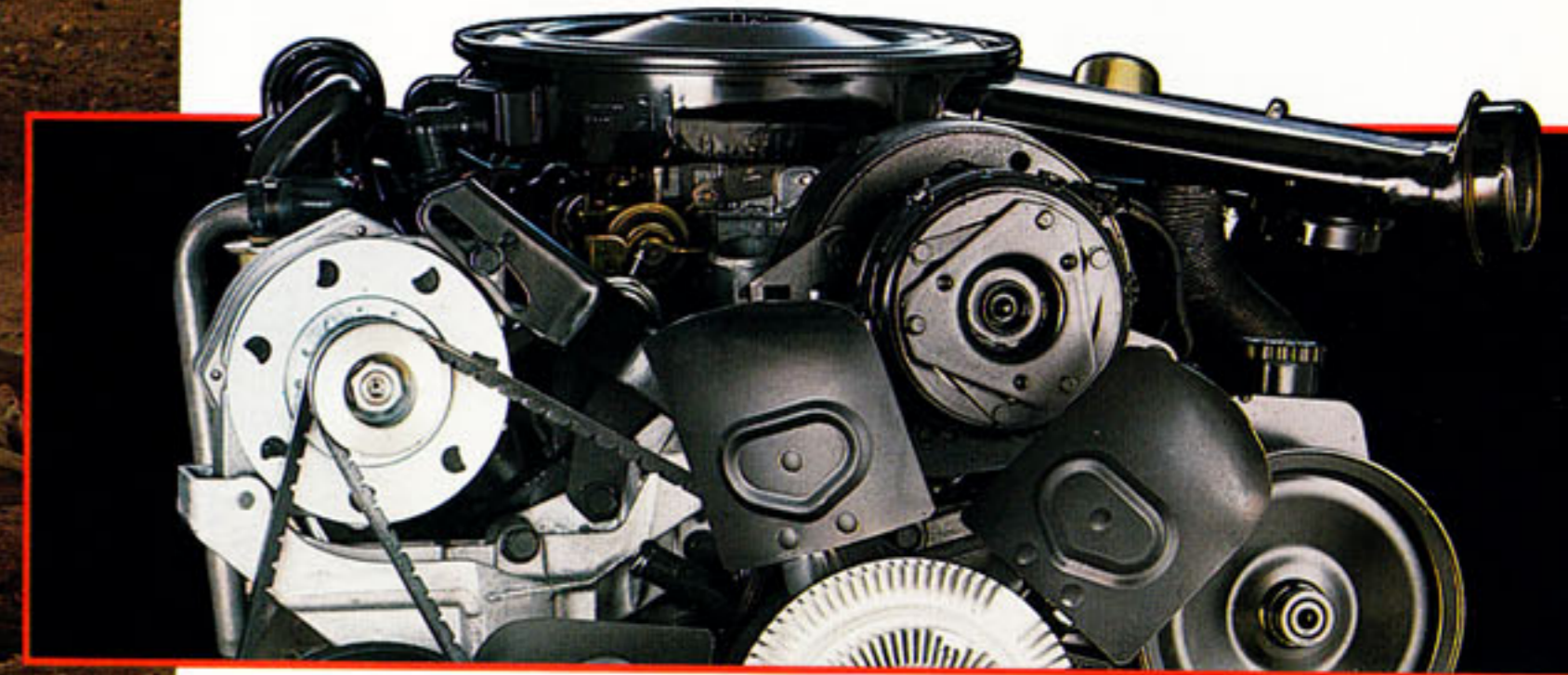
FIREBIRD S/E

Firebird S/E possesses a subtle sophistication you're sure to appreciate. S/E's seats have been engineered for improved comfort and support. The reclining front buckets also feature new headrests.

Now grip the new leather-wrapped steering wheel, check the full complement of gauges and you're off. If the elements should intrude, new all-season radials will help get you through.

Firebird S/E sports a vigorous High Output V-6 engine, 5-speed manual transmission* or available automatic.

FIREBIRD. Solid value and pure driving excitement are what make Firebird (shown with newly available two-tone paint and rear deck spoiler) so appealing. Under that sculptured hood is a 2.5 liter 4-cylinder engine with electronic fuel injection and "swirl-port" cylinder head. And nestled between the front bucket seats is an available 5-speed with a new hydraulic clutch. Together, they give Firebird improved performance.**



This sophisticated 2.8 liter High Output V-6 charges Firebird S/E with 125 eager horses.

*5-speed not available in California.

**See Facts & Figures pages for EPA estimates.



You're looking at the nerve center of the ultimate Firebird: the Trans Am Recaro Special Edition. Standard interior features include Recaro front buckets with leather in the seating areas and a Delco-GM AM/FM ETR stereo sound system.



These Lear Siegler adjustable front buckets are available on selected Firebird models.

When you're out making night moves, new orange lighted instrument graphics will help you keep track of your Firebird's vital statistics. They're standard on S/E and Trans Am, available on Firebird.



A slick-shifting 5-speed is standard on Trans Am and S/E models, and available on Firebird.

This available 5.0 liter High Output V-8 moves your Trans Am to highway speed in just seven seconds!

A newly available Extended Frequency Response, Subwoofer Six-Speaker System will enhance the sound of optional Delco-GM ETR stereo radios.



PONTIAC 6000 STE: PONTIAC'S ULTIMATE PERFORMANCE SEDAN

Just one year ago, the Pontiac 6000 Special Touring Edition made its debut to resounding applause and critical acclaim.

But, as always, Pontiac engineers were not content to rest on their laurels. The result is a more refined, improved and technically advanced 6000 STE for 1984.

Appearance alone lends a subtle hint that the 6000 STE is a state-of-the-art automobile. Four halogen headlamps and two inboard mounted driving lamps grace the front of its aerodynamic wedge shape, while pleasing tone-on-tone paint, tasteful trim, blacked out tail lamps and dual outlet stainless steel exhaust pipes add greater definition to its sophisticated character.

Inside, the cues are even stronger. There's a digital speedometer and analog tachometer. And a Driver Information Center which uses words and pictures to monitor important mechanical functions, vital fluid levels and regular maintenance intervals.



The 6000 STE's new fluorescent instrumentation reveals key operational functions in a manner that's easily seen and understood.

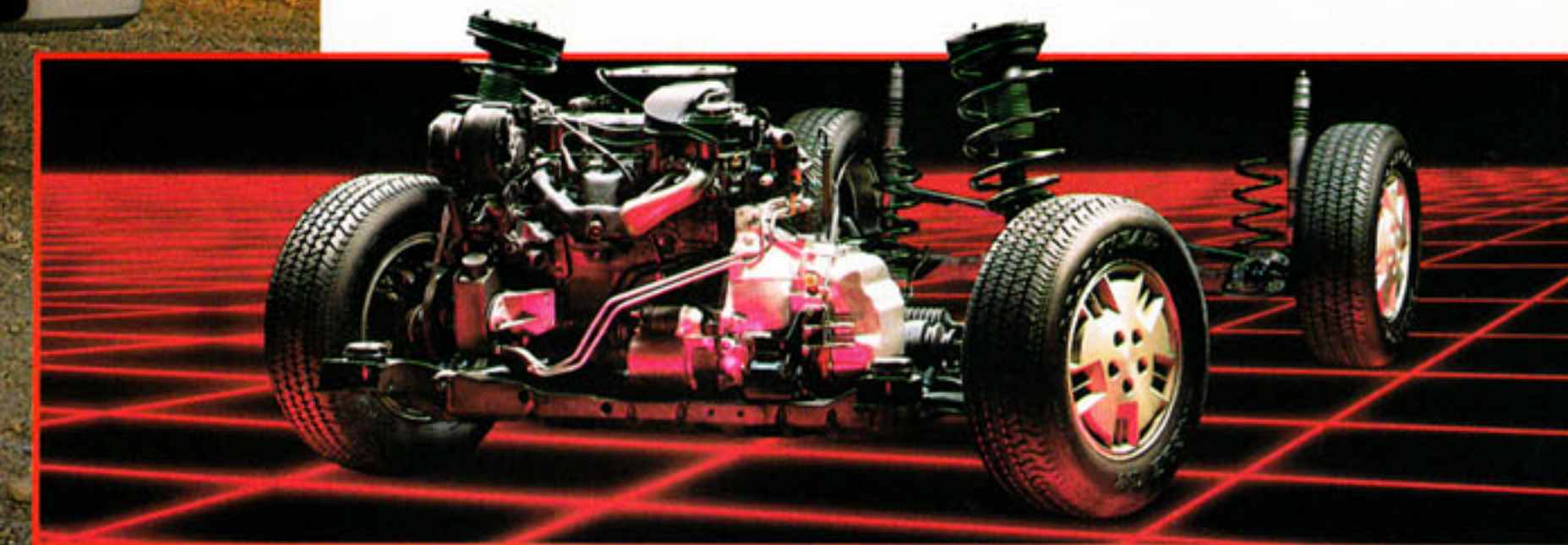


PONTIAC 6000

The front-wheel-drive Pontiac 6000 makes a statement that can be summed up in one word: contemporary.

The Pontiac 6000 has a clean, tailored look. Dual rectangular headlamps are mounted above an integral body-colored front bumper. Window frames, side mirrors, rocker panels and trim are all finished in a rich matte black. And the tail lamps wrap snugly around the rear fenders. Overall, the 6000's low front end, high rear deck and lean profile make it look good from every angle.

But its real character becomes evident the moment you take it to the streets. The MacPherson strut front suspension, power rack and pinion steering, rear trailing arm suspension and front and rear stabilizer bars give Pontiac 6000 a remarkable feel for the road. While the standard 2.5 liter 4-cylinder engine with electronic fuel injection and "swirl-port" cylinder head, coupled with its automatic transmission, delivers responsive performance.



The available Y99 Rally Tuned Suspension Package includes larger sway bars, firmer spring rates and more.



PONTIAC 6000 WAGON

Introducing the Pontiac 6000 Wagon, the car that delivers plenty of room *and* genuine driving excitement.

The combination of a responsive suspension system, power rack and pinion steering and power front disc brakes gives it the kind of performance that may make you forget you're driving a wagon — until you load it.

You can have available seating for up to eight adults. When you fold down the back seat you'll find 74.4 cubic feet to stow and haul whatever your heart desires.

PONTIAC 6000 LE WAGON. If you prefer more luxury, the 6000 LE Wagon is right for you. The cut-pile carpeting is thick and full. The seats are covered in fine fabric. Map pockets and acoustical insulation enhance its rich and roomy environment. And an available remote control tailgate release adds convenience to its luxury.

Simulated woodgrain trim, wire wheel covers, a rear window wiper and roof rack are just a few available options. You also have a choice of an available 2.8 liter V-6 or 4.3 liter V-6 diesel engine.



The Pontiac 6000 Wagon is available in 5, 6, 7 or 8 passenger configurations providing 74.4 cu. ft. of cargo space with the back seats down.

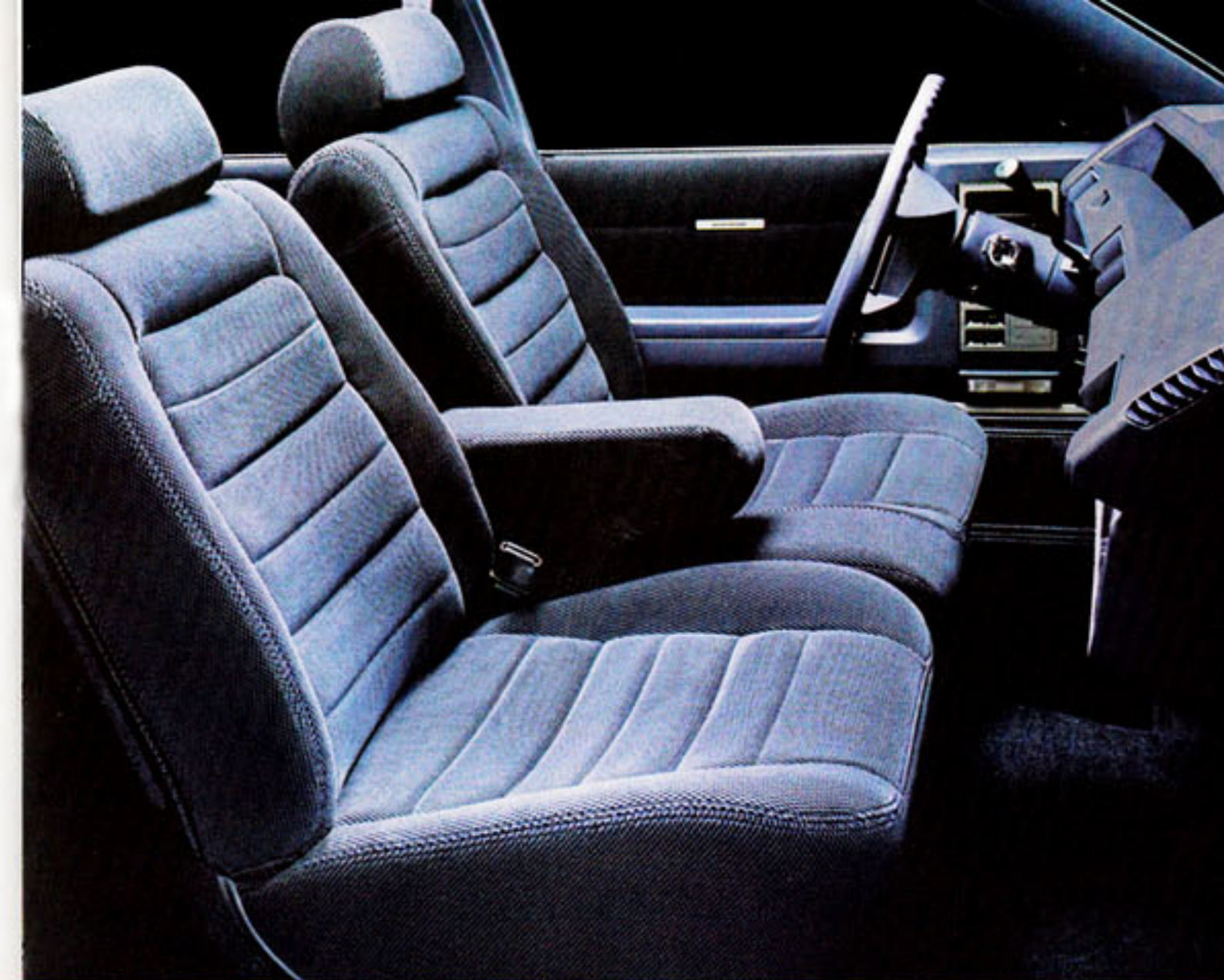


PONTIAC 6000 STE. The fact that serious consideration was given to the interior design of the 6000 STE is evident. The rich seats are supportive (shown in available suede leather). The driver's seat reclines fully and adjusts manually six ways. Headrests are designed into both front and rear seating areas. And the four-spoke steering wheel is leather-wrapped to provide a comfortable grip.

The 6000 STE is the most thoroughly equipped car in Pontiac history. A partial list of standard features includes a high-performance AM/FM stereo cassette with a graphic equalizer,* power windows, cruise control, side and rear window defoggers, electronically controlled twin outside mirrors and a remote trunk release.

Other Pontiac 6000 STE standard features include an accessory kit with flare, raincoat, first aid materials and more. Air conditioning with electronic controls. A power, rear-mounted antenna. Soft Ray tinted glass (all windows). A trunk-mounted inflater for tires and recreational equipment. See your Pontiac dealer for complete details on the 6000 STE.

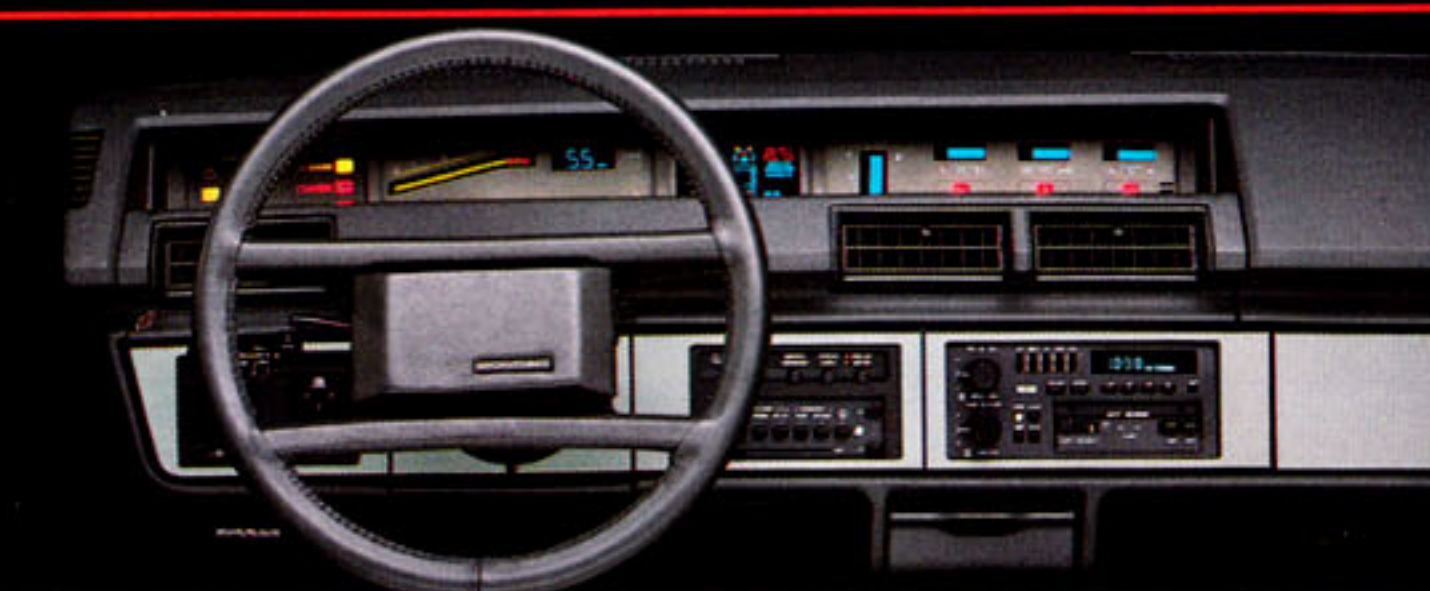
*May be deleted for credit.



PONTIAC 6000 LE. Open the door of the Pontiac 6000 LE and you're immediately welcomed by luxury. The standard notchback front seat is covered in a thick cloth and offers a fold-down armrest for added comfort. A four-spoke sport steering wheel helps provide a sure grip. And map pockets are conveniently placed on front doors and seatbacks.

The Pontiac 6000 LE's driving environment is spacious and comfortable. Available features include a 45/55 notchback front seat covered in thick cloth (shown left), tilt steering wheel, manually reclining driver and passenger seatbacks, air conditioning, removable glass sunroof, trunk-mounted luggage rack and a rear-mounted power antenna.

Other available features on the Pontiac 6000 LE include electronic cruise control with resume speed and accelerate feature. Full instrument gages including tachometer, resettable trip odometer, voltmeter and oil pressure gages. And more. See your Pontiac dealer for details on available equipment for the 6000 LE.



A digital speedometer and analog tachometer are new features on the STE's all-electronic instrument panel.



The STE's Driver Information Center keeps track of important mechanical functions, fluid levels and maintenance intervals.



The STE's new neutral-density taillight includes amber lens turn signals.



The Pontiac 6000's slim, easy-to-read instrument panel is bathed in an optically soothing orange light. A new tachometer and rally gages are available.



An available landau roof gives the Pontiac 6000 LE Coupe a more formal look.

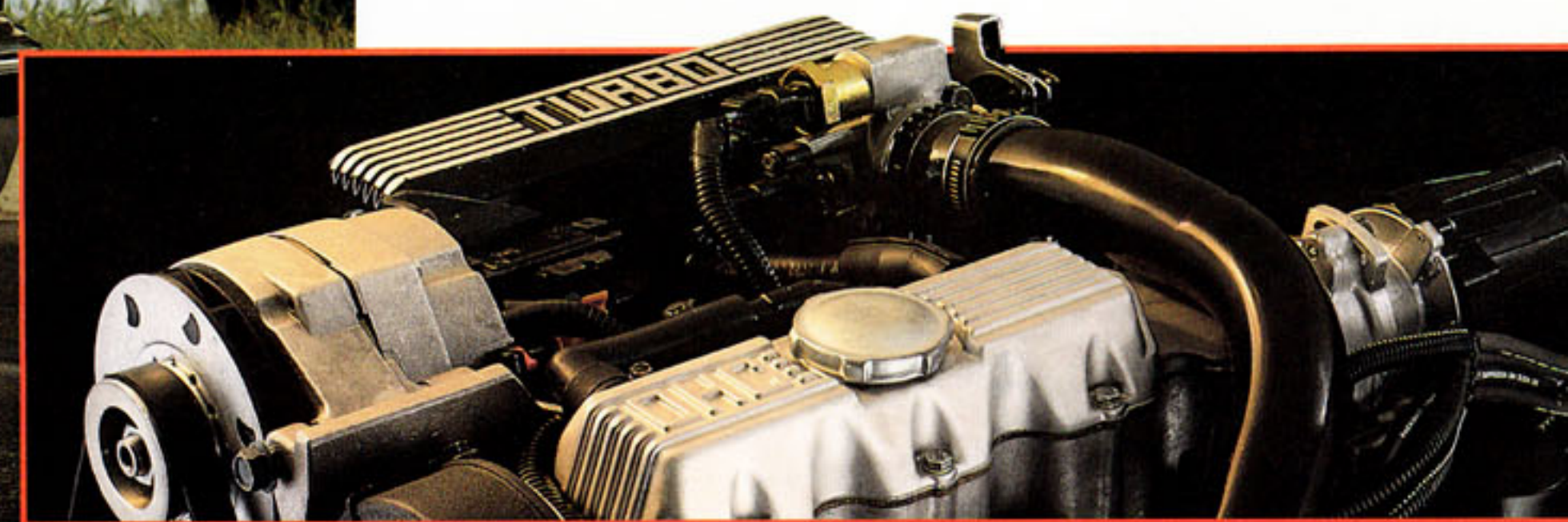


**PONTIAC 2000 SUNBIRD S/E:
ONE OF THE WORLD'S MOST
ADVANCED PRODUCTION TURBOS**

PONTIAC 2000 SUNBIRD S/E

Our most exciting 2000 Sunbird is dramatic evidence of Pontiac innovation in action. The heart of the matter is S/E's standard 1.8 liter turbocharged multi-port fuel-injected engine. This highly advanced turbocharged engine is computer controlled for optimum power and response. It develops 150 horsepower at 5600 RPM, a very impressive horsepower per liter ratio. And S/E's handling is a match for its power, thanks to its standard WS6 performance suspension, special chassis tuning and Goodyear Eagle GT tires mounted on 14" hi-tech turbo cast aluminum wheels.

Inside you'll find fully adjustable reclining front bucket seats. A 3-spoke leather-wrapped steering wheel. And an aircraft-like instrument panel with rally gages, tachometer and turbo boost gage.



2000 Sunbird S/E's turbo engine features electronic control of spark, turbo boost and fuel delivery for remarkable response.



PONTIAC 2000 SUNBIRD LE SEDAN

Our most luxurious 2000 Sunbird is further proof that a driver's car can also be well-appointed. The standard LE interior includes such features as side window defoggers, passenger assist straps and a 3-spoke padded Formula steering wheel, or an available leather-wrapped Formula wheel.

A five-speed manual transmission is standard. Or, you can choose the available 3-speed automatic transmission with a new sport shifter. And when you order the optional turbo performance package, you can choose between a 3-speed automatic or a 4-speed manual transmission.

PONTIAC 2000 SUNBIRD COUPE. One look at this car, and you'll know it's exciting. You'll confirm that impression the moment you take it out on the road, and feel the rack and pinion steering, MacPherson strut front suspension and power front disc brakes do their thing. This is a driver's car from the word go.

And all this excitement comes with thick, cut-pile carpeting. And fully reclining front bucket seats.



2000 Sunbird LE Convertible comes equipped with a power vinyl top that makes open-air excitement a breeze to experience.



You don't have to give up excitement to get lots of room. 2000 Sunbird Wagon shows why. It's got the same kind of driving features as our other 2000 Sunbirds, but with an added plus: 64.4 cubic feet of cargo space with the rear seat folded down. It's fully carpeted. And there's an available remote tailgate release.



The standard 5-speed transmission makes getting into high-revving excitement easy.



2000 Sunbird LE's standard interior seats you and your passengers firmly, yet comfortably. The front buckets are fully reclining for driver comfort and support. (Shown with the available armrest).



The standard electronically fuel-injected, 1.8 liter overhead cam 4-cylinder engine helps make 2000 Sunbird the smoothly efficient driver's car it is.



All 2000 Sunbirds feature instrument panels with optically soothing orange lighting and distinctive graphics.



The available Delco-GM AM/FM ETR stereo cassette with seek, scan, graphic equalizer and clock provides outstanding audio reproduction.



GRAND PRIX

Grand Prix has always had a knack for creating excitement. And in '84, Grand Prix is doing it again with three exciting models: Grand Prix, Grand Prix LE and Grand Prix Brougham.

Grand Prix offers you an automatic transmission, power steering, power brakes and a full coil suspension system. Plus, your choice of the standard 3.8 liter V-6 engine, available 5.0 liter V-8 or 5.7 liter V-8 diesel.

GRAND PRIX BROUGHAM. Settle into the comfortable 55/45 notchback front seat and fold down the armrest. Now, pull the luxury-trimmed door closed. Feel the luxurious carpeting. As acoustical insulation buffers you from outside noises, Brougham's interior is hushed in luxury.

GRAND PRIX LE. Sport mirrors and available hatch roof, turbo-finned cast aluminum wheels, special two-tone paint and sport striping give the LE Coupe (shown left) an extra sporty look.



The new electronic tri-mode cruise control, available on all Grand Prix models, has accelerate, resume and tap-up/tap-down features.



Add wire wheel covers, whitewall tires and a landau roof (shown above) and the Grand Prix LE takes on a more refined look.



Complementing the Grand Prix LE's handsome instrument panel is the new standard 4-spoke sport steering wheel.



Grand Prix LE's available 55/45 cloth front seat allows driver and passenger to make independent adjustments for individual comfort.

A luxury leather-wrapped 4-spoke steering wheel is available on Grand Prix and Grand Prix LE.

Sporty Rally II wheels are available on all Grand Prix models.



BONNEVILLE

When we say that Bonneville handles well, we're talking about more than the way it responds to steering input. We're talking about an interior that handles six adults. A trunk that handles 16.5 cubic feet of luggage. And a full coil suspension that handles bumps and jolts gracefully.

Pontiac Bonneville. It handles the road...and a whole lot more.

BONNEVILLE BROUGHAM. Come. Step inside a six-passenger Bonneville Brougham, and discover the ultimate in Pontiac luxury.

Note the courtesy lamps. Luxury door trim. And pull handles that make it easy to close the door.

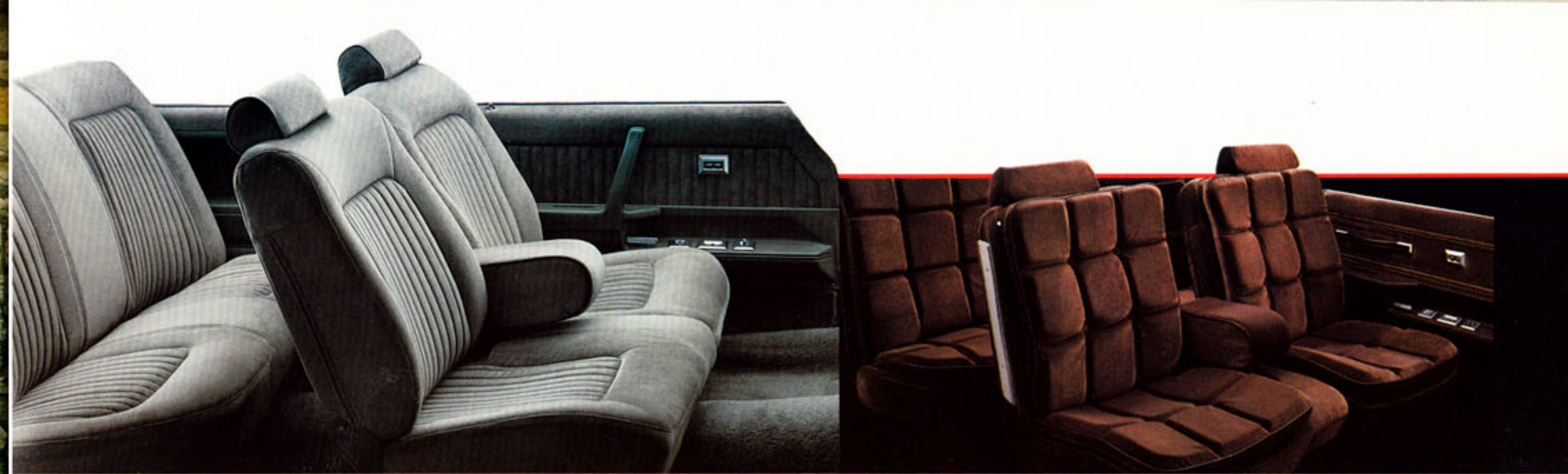
Now, turn the key in the ignition. Chimes, not buzzers, urge you to buckle up. Shift the three-speed automatic to DRIVE, and 3.8 liters of V-6 power take you briskly up to speed. The thickly padded steering wheel feels good and delivers a good feel of the road. Just as you would expect in a Bonneville Brougham.



The full coil suspension on every Bonneville is custom-tuned for its exact weight (including options) to give a consistently smooth ride.



If Pontiac ever offered a four-door Grand Prix, this would be it, the Bonneville LE, shown with available wire wheel covers. To add performance to the pizzazz, order a 5.0 liter V-8 engine, turbo-finned cast aluminum wheels, super-lift shock absorbers, limited slip differential, performance axle, tachometer and engine gages.



Bonneville LE's seating for six features rich cloth with ribbed inserts surrounded by padded bolsters. 55/45 seats are available for this style at extra cost.

The interior in a Bonneville Brougham features a 55/45 seat with center armrest which allows separate adjustment for driver and passenger, your choice of five colors of textured cloth, carpeting and more.



Bonneville's seating features a ripple cloth seat pattern.

This new 4-spoke sport steering wheel is standard on the Bonneville LE, available on the Bonneville Sedan. A leather-wrapped version is also available for both models.



PARISIENNE

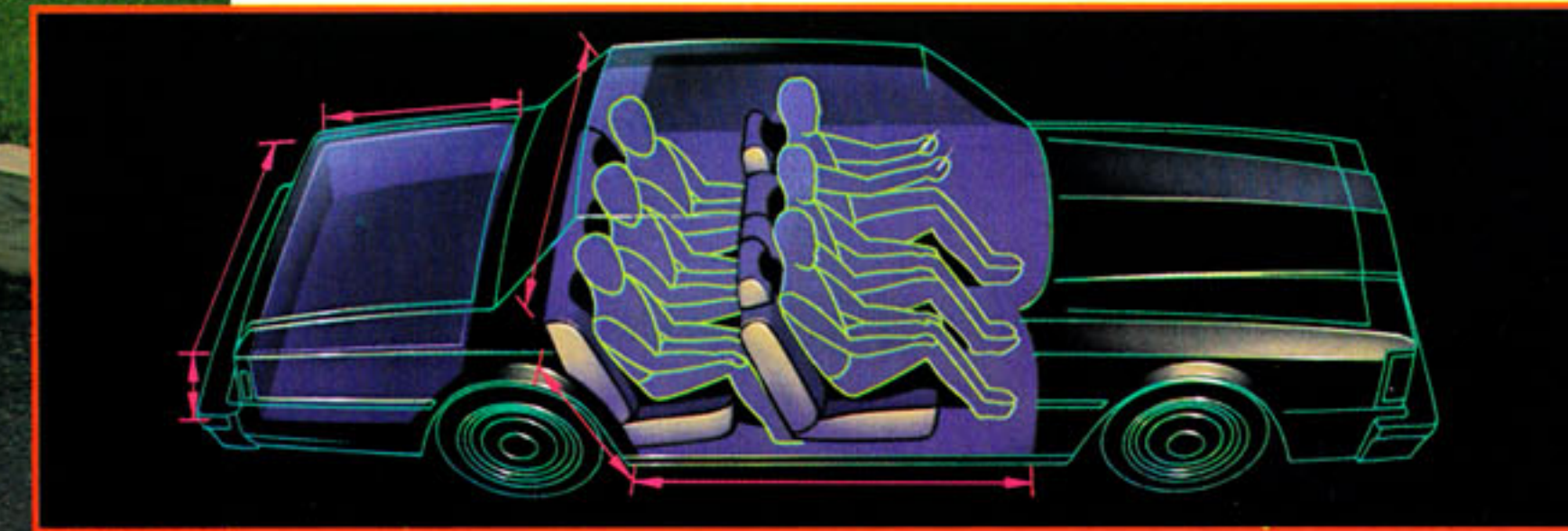
The full-size Pontiac is back! And it's every inch as spacious, every bit as comfortable, every touch as elegant as you remember. Only now, it's called Parisienne.

Parisienne's full coil suspension rides on a long, 116" wheelbase for smoothness. Its steel-belted radials are set 60" apart for stability. Upstairs, a five foot wide expanse seats six adults. There's 21 cubic feet of trunk space out back. Plus your choice of standard V-6, available diesel V-8 or gasoline V-8 power up front.

Outside, Parisienne's distinctive two-tone paint treatment accentuates its crisp styling and fluid lines.

The 1984 Parisienne. It's everything you need in a full-size car...and everything you expect in a Pontiac.

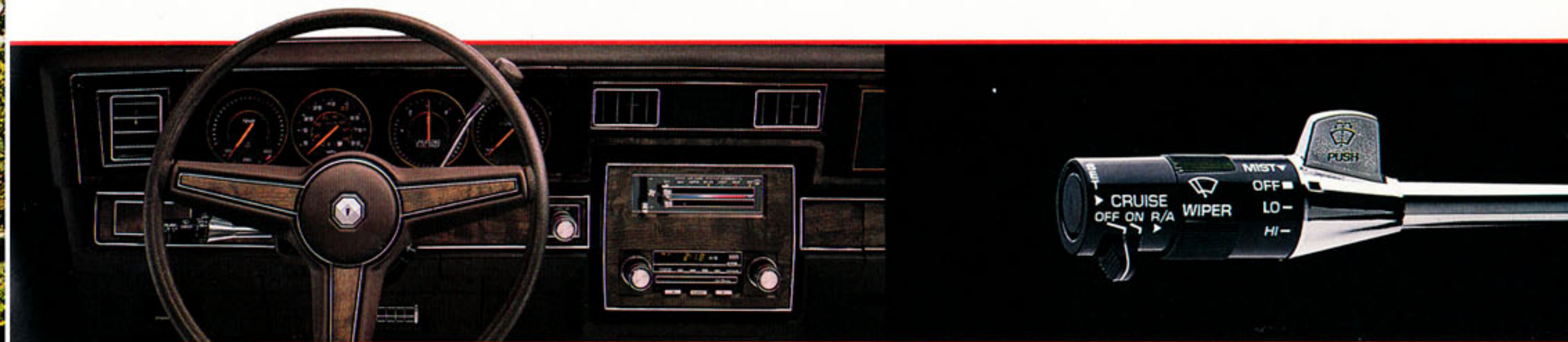
PARISIENNE BROUGHAM. For an added measure of comfort and elegance, we suggest the Parisienne Brougham. Its unique 55/45 split seat has thick, cross-hatched padding. A center armrest is standard, of course. As well as bright script insignia on the front quarter panels and a reclining passenger seat.



Parisienne's full-length cabin seats six full-size adults in comfort and style.



The new Parisienne Wagon shown with available simulated woodgrain siding and wide rocker molding. With both back seats down, it carries 4' x 8' paneling with ease. Put the back seats up and it carries eight people in style.



Parisienne's available gage package includes a trip odometer, temperature gage and fuel economy gage, all within easy sight lines from the driver's seat.

Parisienne's newly available tri-mode cruise control lets you adjust the cruising speed without ever touching the pedals.



A 55/45 split seat with deluxe cloth is standard on the Parisienne Brougham. And the passenger seat reclines 55 degrees. So you're sure to find a position you like.

The available power windows and door locks seem like luxuries the first time you order them...but they're necessities thereafter.



New adjustable headrests crown Phoenix LE's handsome notchback seats. The folding front center armrest is standard.

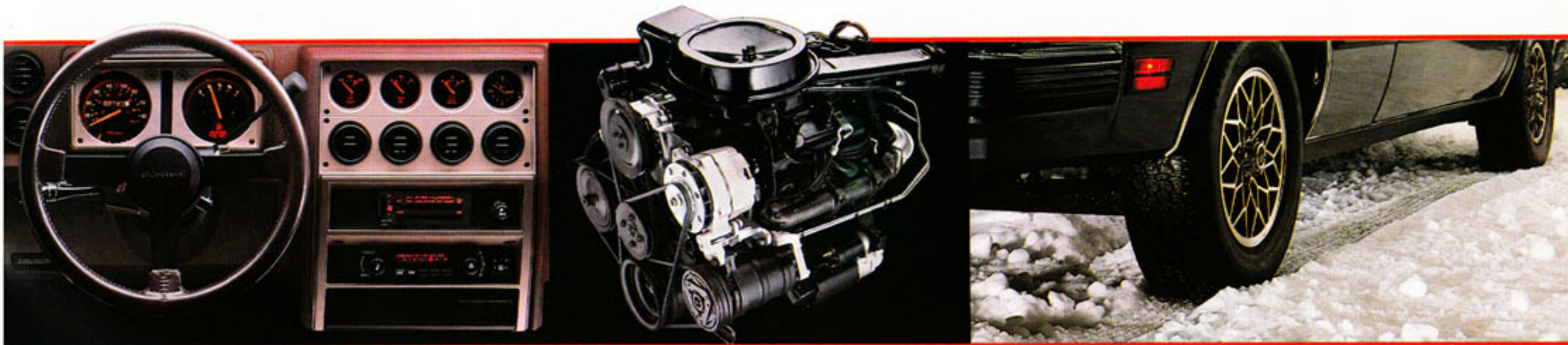
PHOENIX SE

If you're looking for value plus driving excitement, you'll find both in the front-wheel-drive Phoenix SE Coupe. The bold, business-like rear deck spoiler and slick aluminum sport wheels (shown left) give this Phoenix a truly aggressive road stance.

Under the hood, a 2.8 liter High Output V-6 and 4-speed manual gearbox take Phoenix SE up to highway speed—in a hurry. And when the road ahead suddenly begins to resemble a corkscrew, SE's quick rack and pinion steering, MacPherson front struts and Rally Tuned suspension help you master the turns.

PHOENIX LE HATCHBACK. Start with the front-wheel-drive traction of Phoenix Coupe. Add two more doors, a rear hatch, a surprisingly spacious interior and you've got Phoenix LE Hatchback. This versatile Pontiac really has a lot going for it.

Like a standard 2.5 liter electronically fuel-injected 4-cylinder engine under the hood, and an incredible load capacity. How much? 35 cubic feet of space!



After dark, the Phoenix instrument panel glows bright with new optically soothing orange lighting.

This 2.8 liter High Output V-6 engine is standard on Phoenix S/E, and available on all other Phoenix models.

The traction of these new all-season radial tires plus front-wheel drive help give Phoenix an even better grip on mud and snow.



The standard reclining front bucket seats put you in a great position for the excitement ahead (shown in available cloth).

PONTIAC 1000

If you're intent on capturing that exciting Pontiac feeling, but living on a budget, then Pontiac 1000 is the car for you.

3-DOOR HATCHBACK. Pure driving excitement with an economical* kick is the essence of this slick little number. A new, available sport package includes racy black sport mirrors, a black rear spoiler, a Formula steering wheel, cast aluminum wheels and a distinctive sport stripe. And Pontiac 1000 backs up that aggressive appearance with a newly available Y90 handling suspension (included with optional sport package). All helping to make it one exciting, hot-handling car.

5-DOOR HATCHBACK. Excitement, practicality and versatility are what make this Pontiac a great value.

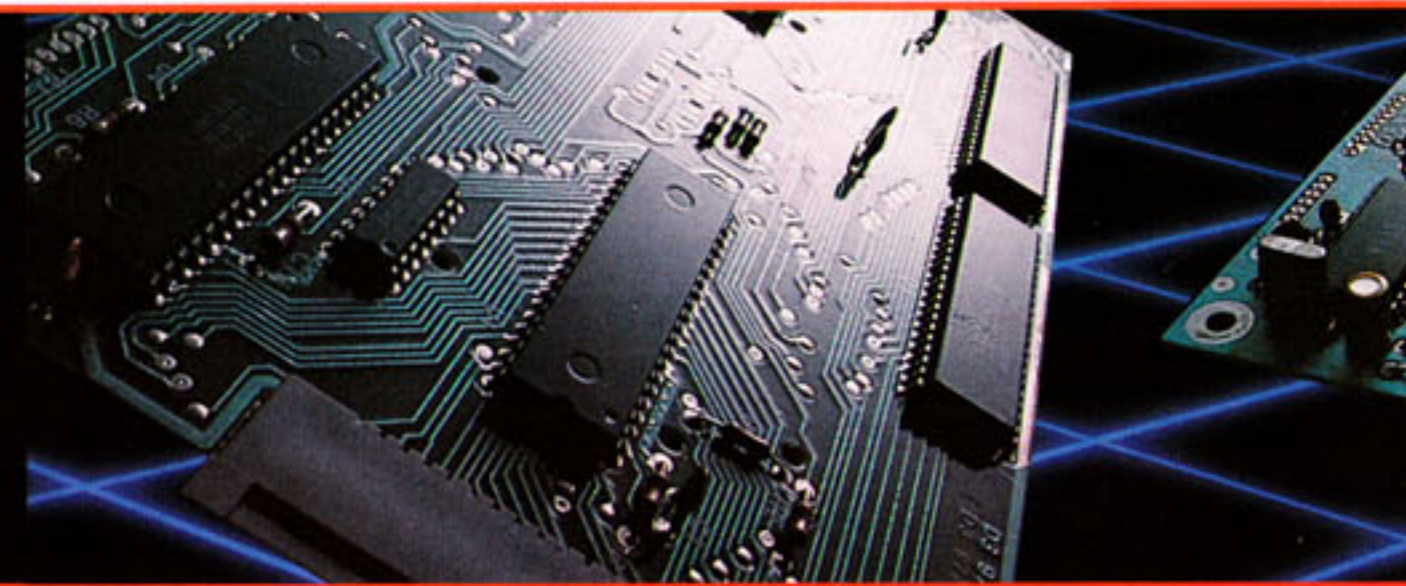
It comes with a standard 1.6 liter overhead cam 4-cylinder engine. Rack and pinion steering. A four-speed manual is standard. Or you can choose an available automatic transmission.

Need lots of cargo space? You've got it. 28.6 cubic feet with the rear seat folded down.



Pontiac 1000's instrument panel features optically soothing orange lighting and new graphics.

Pontiac 1000's 1.6 liter overhead cam 4-cylinder engine delivers smooth, responsive performance.



Computer Command Control chips monitor your engine, analyze data, and precisely meter fuel and air for efficient* operation.

*See Facts & Figures page for EPA estimates.

1984 PONTIAC CUSTOMER SATISFACTION

CPS Customer satisfaction starts even before you become a customer. It begins the moment you cross the threshold into a Pontiac dealership, by having a trained, knowledgeable staff on hand to answer your questions—all your questions—no matter how technical. And that's what our Certified Product Specialist (CPS) Program is all about. Pontiac salespeople from all across the country are constantly being trained in Engine Technology, Transmissions, Drivetrains, Brakes, Electrical Systems, even Body Design and Construction. Only when they have demonstrated a comprehensive knowledge of the Pontiac product are they awarded the title Certified Product Specialist. This program is available to all Pontiac dealers and salespeople.

VIP Customer satisfaction also means delivering Pontiacs that are as problem-free as is humanly possible. Toward that end we have instituted a Vehicle Inspection Procedure (VIP) at all Pontiac dealerships. Under this system, every Pontiac must be triple-checked before it is delivered. First by the Service Department when the car arrives from the factory. By the salesman as the vehicle is being "prepped" for delivery. And finally by you—the customer—during a test drive with the salesman. Then, when your new Pontiac has passed all these inspections the salesman will turn the keys over to you.

STAT Customer satisfaction doesn't end in the showrooms. It extends all the way to the service bays, where Pontiac is installing a new STAT (Service Technical Assistance by Telephone) Hotline to help our service technicians. Suppose

a Pontiac technician is working on your car, and he needs expert assistance. Now, all he will have to do is call the STAT Hotline, which will connect him with the experts at Pontiac Service Engineering. Together, starting with your car's symptoms, and with the help of a comprehensive data base, they will diagnose the problem and recommend corrective action. The result? Improved service...the first time in.



GM CPP Of course, every new Pontiac comes with a comprehensive New Car Limited Warranty. But if you want additional coverage, the GM Continuous Protection Plan may be for you. This available coverage (standard on the Pontiac 6000 STE) provides additional protection against the cost of UNEXPECTED REPAIRS plus an allowance for towing expenses during and after the GM New Vehicle Limited Warranty period. The plan covers ten major component assemblies, plus most seals and gaskets. All you pay is a small deductible charge per repair visit. And it's transferable.

The plan offers an allowance toward the cost of a RENTAL VEHICLE should your car be inoperable and kept overnight for repairs covered by the new car limited warranty or the GM Continuous Protection Plan. See your Pontiac dealer for complete details. (Available in United States and Canada only.)

1984 PONTIAC FACTS & FIGURES

There's plenty of excitement in every new Pontiac. Take time to study Pontiac's long list of standard and available features. Then see your dealer about the exciting Premium Option Packages available on selected 1984 Pontiacs.

S=STANDARD A=AVAILABLE --=NOT AVAILABLE

FIERO

EXTERIOR FEATURES:	Fiero Coupe	Fiero Sport Coupe	Fiero SE Coupe
Bumper, soft fascia system front/rear	S	S	S
Fuel filler door, locking, with remote release	S	S	S
Headlamps, halogen with retracting feature	S	S	S
Luggage compartment trim, deluxe	--	--	S
Mirrors, LH remote control, RH manual convex	S	S	S
Moldings:			
Body side—black finish	S	S	S
Storage compartment:			
Front—provisions for storing roof panel	S	S	S
Rear	S	S	S
Tires (radial) blackwalls:			
P185/80R13 blackwall steel-belted	S	S	--
Wheels: Rally 13"	S	S	--
INTERIOR FEATURES:			
Carpeting, Hobnail:			
Floor and rear area behind seats	S	S	S
Dome lamp	S	S	S
Dual map lights	S	S	S
Instrumentation: Including electric speedometer/odometer/trip odometer, tachometer, fuel, coolant, temperature and volt meter gages	S	S	S
Courtesy instrumentation: Including door ajar, rear compartment lid ajar, seat belt warning, low oil pressure warning, engine warning and upshift light (manual transmission)	S	S	S
Map pocket	S	S	S
Remote compartment release:			
Front compartment/cable	S	S	S
Rear compartment/electric	A	A	S
Seats: Reclining bucket seats*	S	S	S
Side window defogger	S	S	S
Steering wheels:			
3-spoke, Formula, leather-wrapped	A	A	A

	Fiero Coupe	Fiero Sport Coupe	Fiero SE Coupe
3-spoke, Formula	A	A	S
4-spoke vinyl, deluxe	S	S	--
MECHANICAL:			
Disc brakes, power—all four wheels w/aluminum calipers	S	S	S
Extensive anti-corrosion protection	S	S	S
Generator, 66 amp	S	S	S
"Enduraflex"™ body panels	S	S	S
Rack and pinion steering	S	S	S
Space frame body construction	S	S	S
Stabilizer bar, front	S	S	S
Suspension, independent front/rear	S	S	S
A PARTIAL LIST OF MAJOR OPTIONS:			
Air conditioning, custom	--	A	A
Cruise control with resume speed feature	A	A	A
Defogger, electric rear window	A	A	A
Door locks, power	A	A	A
Lamp group includes:			
Front compartment lamp, instrument panel courtesy lamp, rear compartment lamps	A	A	A
Luggage carrier, decklid mounted†	A	A	S
Mirror, visor vanity	A	A	A
Mirrors, dual electric sport (4-way control on console)	A	A	A
Radio equipment:			
Delco-GM AM monaural radio with clock†	A	A	S
Delco-GM AM/FM stereo ETR with cassette, graphic equalizer and seek and scan feature	A	A	A
Rear engine shade cover	A	A	A
Speakers, dual front with Delco-GM AM only	S	S	S
Soft Ray glass	A	A	S

MAJOR OPTIONS (CONT.):	Fiero Coupe	Fiero Sport Coupe	Fiero SE Coupe					
Suspension:								
Special Performance Package (includes special front/rear shock absorbers and springs, 14" hi-tech wheels and P215/60R14 blackwall steel-belted tires)	--	A	S					
Tilt steering wheel	A	A	A					
Tires (radial):								
P185/80R13 blackwall steel-belted	S	S	--					
P215/60R14 white-lettered steel-belted	--	A	A					
P215/60R14 blackwall steel-belted	--	A	S					
Transmission:								
3-speed automatic	--	A	A					
4-speed manual (Performance)	--	S	S					
4-speed manual (Economy)	S	--	--					
Vista vent, hinged/removable sunroof	A	A	A					
Wheels:								
13" turbo-finned cast aluminum	A	A	--					
14" hi-tech cast aluminum (included in WS6)	--	A	S					
Wheel locking package (available with turbo-finned and hi-tech wheels)	A	A	A					
Windows, power	A	A	A					
Windshield wipers, controlled cycle	A	A	A					
*Two 3" speakers located in each seat headrest when stereo radio is ordered. †Can be deleted for credit on SE.								
ENGINES/TRANSMISSIONS								
Engine Ordering Code	Engine	Avail.	Trans.	EPA Hwy. Est.	EPA Est. MPG	Fiero Coupe	Fiero Sport Coupe	Fiero SE Coupe
LR8(1)	2.5 liter (151 CID) 4-cyl. with electronic fuel injection	Fed/ Calif.	4-Man. 40/t	40/t	26/26	S**	--	A
			Auto.	40/t	27/t	--	A	A
Produced by GM. (1) Pontiac. Use estimated mpg for comparison. Your mileage may differ depending on speed, distance, weather. Actual highway mileage lower. †Not available at time of printing. See dealer for details. **Without avail. air cond., power steering, auto. trans. and WS6 package.								

STANDARD SAFETY FEATURES ON 1984 PONTIACS

Occupant Protection

- Manual lap/shoulder belts with push-button buckles for driver and right front passenger (driver side includes visual and audible warning system). Manual lap belt at center position, when applicable
- Manual lap belts with push-button buckles at rear passenger positions including center, when applicable
- Energy-absorbing steering column
- Passenger-guard inside door locks
- Safety interlocking door latches
- Inertia-type folding front seatback latches
- Energy-absorbing instrument panel and front seatback tops
- Laminated safety glass windshield/tempered safety glass windows (except for plastic rear window on Pontiac 2000 Sunbird Convertible)
- Safety armrests
- Standardized identification symbols for controls and displays

- Front seat head restraints for driver and right front passenger (adjustable or integral)
- Glove box door latch and, when applicable, console cover latch
- Smooth door/window handles
- Pressure lock radiator cap

Accident Avoidance

- 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
- Vinyl-bonded inside mirror glass
- Outside left rearview mirror (some Pontiac models are equipped with left and right hand mirrors)
- Dual master cylinder brake system with warning light
- Starter safety switch
- Dual-action safety hood latch (except Fiero which is rear opening)

- Low glare finish on instrument panel top, inside windshield moldings, wiper arms and blades, and steering wheel
- Safety road wheel rims
- Front disc brakes with audible wear indicators
- Self-adjusting brakes

Anti-Theft

- Audible anti-theft ignition key reminder
- Anti-theft steering column lock
- Inside hood release
- Anti-theft key system (one key for ignition only, second key for doors, trunk/hatch/tailgate and glove compartment)
- Visible vehicle I.D. number

OTHER STANDARD FEATURES

- Body by Fisher
- Heater/defroster system
- Carburetor air preheater
- Evaporative emission system
- Foam seat cushions
- Full-flow oil filter
- Labeled instrument panel switches

- Radio interference-suppression ignition
- GM's Computer Command Control with catalytic converter (NA with optional diesel engine)
- On-board "check engine" light on instrument panel (NA with optional diesel engine)
- High-energy ignition (NA with optional diesel engine)
- Speedometer graduated in kilometers per hour as well as miles per hour (odometer registers miles)

Pontiac Parisienne models are equivalent to models offered by Chevrolet under the nameplate Caprice.

A WORD ABOUT ENGINES:

Some Pontiacs are equipped with engines produced by other GM divisions, subsidiaries, or affiliated companies worldwide. See Facts & Figures page or your dealer for details.

Be sure to visit EPCOT and GM's World of Motion at Florida's Disney World.



We Litho Excitement in USA

LET'S GET IT TOGETHER  **BUCKLE UP.**

PLACE
POSTAGE
HERE



PONTIAC  WE BUILD EXCITEMENT