

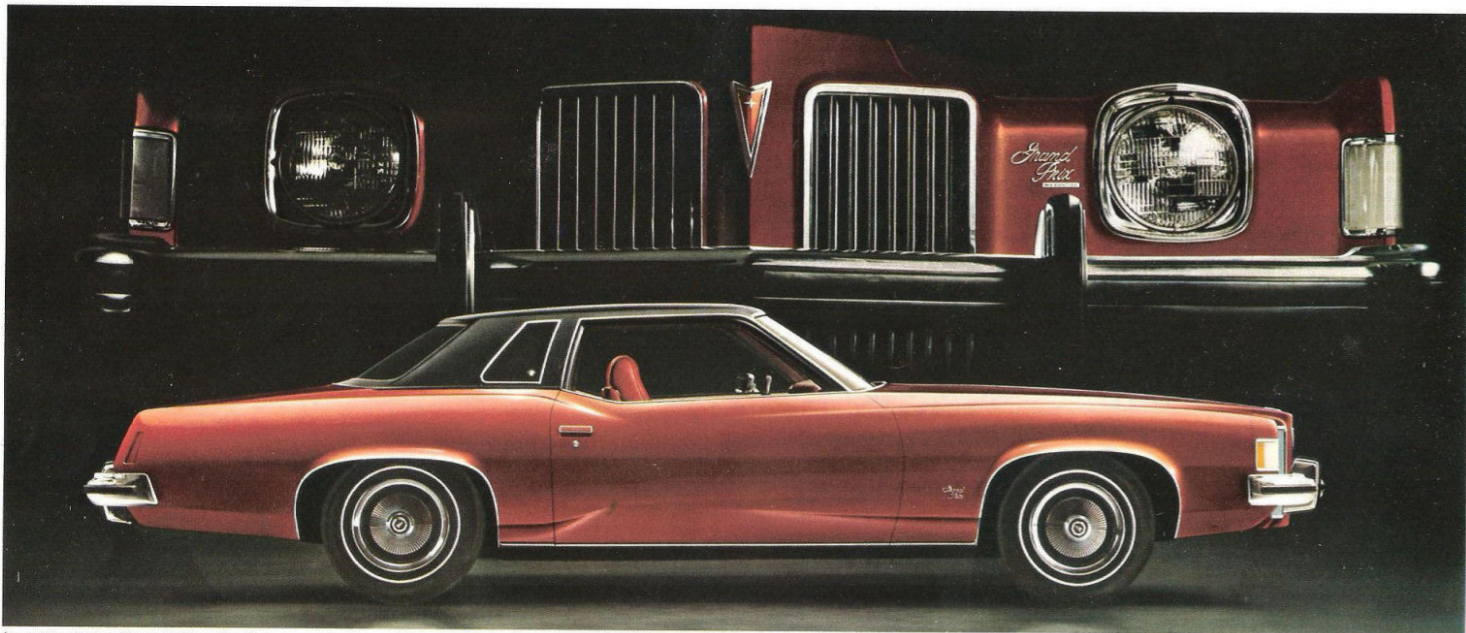
Pontiac 1973



Grand Prix • Grand Ville • Bonneville • Catalina • Grand Am • Luxury LeMans
LeMans Sport Coupe • LeMans • Ventura • Firebird • Safari Station Wagons

Grand Prix

Pontiac's classic luxury sport.



Grand Prix Hardtop Coupe in Florentine Red.

Stutz . . . Bugatti . . . Duesenberg . . . if you thought the days of the great cars were gone forever, you don't know Pontiac. This is the 1973 Grand Prix.

OK, we're audacious. Ranking a new '73 with the greats. But we've always had a way with cars. It's most evident in Grand Prix.

We gave Grand Prix a brand-new body . . . yet retained its coveted classic look. We gave it a new improved front bumper system. The new instrument panel looks like real wood because it is. African crossfire mahogany. We've had bucket seats

so long we've already found ways to improve them. New deep contours in the seats for greater comfort. The new frame is built with heavy-gauge steel for a smooth, tuned ride. We even improved GP's handling and overall performance.

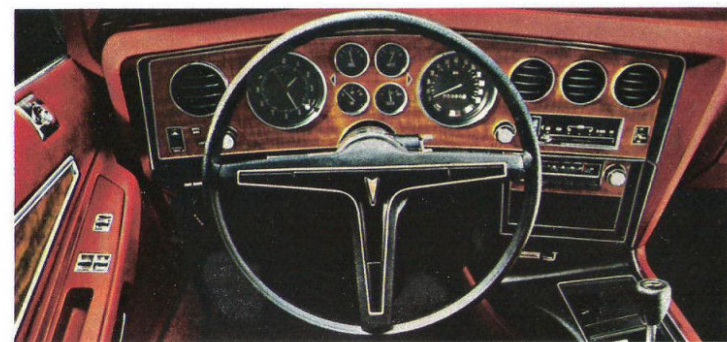
Dimensions (inches)

Overall length	216.6
Overall width	78.3
Overall height	52.9
Wheelbase	116.0
Track, front/rear	61.9/61.1
Head room, front/rear	37.6/37.3
Leg room, front/rear	42.4/33.5
Shoulder room, front/rear	58.8/57.1
Trunk capacity (cu. ft.)	14.3

Power front disc brakes, variable-ratio power steering and Turbo Hydra-matic are standard.

Quite simply, we built the 1973 Grand Prix so the days of the great cars will live for you.

Engines	Transmission	Axle Ratios
Std: V-8, 400-cu.-in. 4-bbl.	Std: Turbo Hydra-matic	Std: 2.93:1 Avail: 3.08:1
Avail: V-8, 455-cu.-in. 4-bbl.	Std: Turbo Hydra-matic	Std: 3.08:1 Avail: 3.23:1
Avail: V-8, SD 455-cu.-in. 4-bbl.	Std: Turbo Hydra-matic	Std: 3.42:1



Instrument panel and door panels inlaid with African crossfire mahogany.

Bucket seats upholstered in cloth and Morrokide. Shown in burgundy—also available in beige and black.

Grand Ville

Pontiac's most luxurious full-sized car.



Our 4-Door Hardtop in Burnished Umber.



Grand Ville Custom Interior. Shown in beige—also available in blue, green, black and burgundy.

The 1973 Grand Ville is as far as you can move up in a full-sized Pontiac. It may well be as far as you'll want to move up. Period.

The custom upholstery available on Grand Ville (shown left) is the richest we've ever put in a Pontiac. A rich, fluted damask trimmed in leather-like Morrokide. The new front foam seats have contoured backs and a pull-down center armrest. They could easily nudge your favorite chair into second place on your comfort list.

We've used so much plush carpeting it extends part way up the doors. We've added sound insula-

tion for a quiet ride. And on the doors and instrument panel, our vinyl reproduction of American walnut is so faithful, we guarantee it to impress anyone except a termite.

Room is taken for granted in a car of Grand Ville's stature. But even our 2-door hardtop offers as much rear-seat leg room as many a 4-door.

Grand Ville's a Wide-Track. So that explains everything about ride. And performance. Turbo Hydra-matic, power front disc brakes, variable-ratio power steering, our largest 455 V-8 are all standard.

Obviously, the Wide-Track people have a way with luxury cars.

Engine	Transmission	Axle Ratios
Std: V-8, 455-cu.-in. 4-bbl.	Std: Turbo Hydra-matic	Std: 2.93:1 Avail: 3.08:1; 2.73:1 (1)

(1) Economy ratio

Dimensions (inches)	Hdtp. Coupe	4-Dr. Hdtp.	Conv.
Overall length	224.8	224.8	224.8
Overall width	79.6	79.6	79.6
Overall height	54.2	53.8	54.2
Wheelbase	124.0	124.0	124.0
Track, front/rear	64.1/64.0	64.1/64.0	64.1/64.0
Head room, front/rear	38.9/37.6	38.9/37.6	39.1/38.1
Leg room, front/rear	42.7/38.8	42.7/38.8	42.7/35.8
Shoulder room, front/rear	64.3/63.2	64.3/63.2	64.4/61.7
Trunk capacity (cu. ft.)	19.5	19.5	NA

Grand Ville Hardtop Coupe in Admiralty Blue.



Grand Ville Convertible in Ascot Silver.



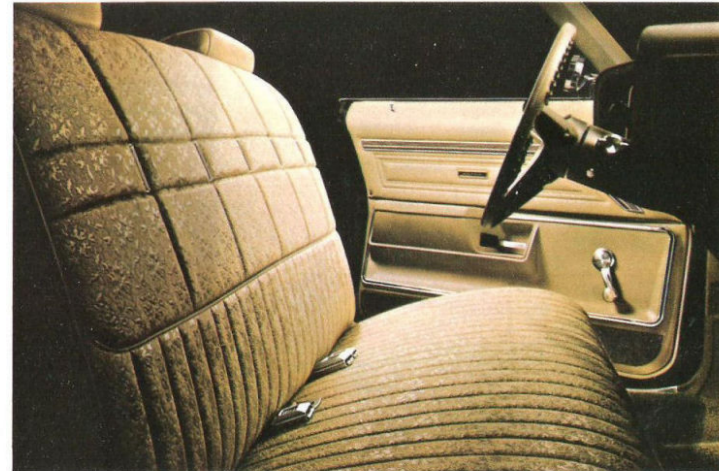
Shown on the cars on these pages are some of the options and accessories offered by Pontiac at extra cost.

Bonneville

Pontiac's original full-sized Wide-Track.



Our 4-Door Hardtop in Burnished Umber with Block Tweed interior.



Cloth upholstery trimmed in Morrokide. Shown in beige—also available in blue and green.

Engines	Transmission	Axle Ratios
Std: V-8, 400-cu.-in. 2-bbl.	Std: Turbo Hydra-matic	Std: 2.73:1 (2) Avail: 2.93:1 (3); 3.08:1
Avail: V-8, 400-cu.-in. 4-bbl.	Std: Turbo Hydra-matic	Std: 3.08:1 Avail: 2.73:1 (1); 3.23:1
Avail: V-8, 455-cu.-in. 4-bbl.	Std: Turbo Hydra-matic	Std: 2.93:1 Avail: 2.73:1 (1); 3.08:1

(1) Economy ratio (2) California 2.93:1 only (3) Air conditioning

Dimensions (inches)	Hdtp. Coupe	4-Dr. Hdtp.	4-Dr. Sedan
Overall length	224.8	224.8	224.8
Overall width	79.6	79.6	79.6
Overall height	53.5	53.7	54.4
Wheelbase	124.0	124.0	124.0
Track, front/rear	64.1/64.0	64.1/64.0	64.1/64.0
Head room, front/rear	38.3/37.0	38.6/37.4	39.1/37.9
Leg room, front/rear	42.7/35.8	42.7/38.8	42.7/38.8
Shoulder room, front/rear	64.3/62.2	64.3/63.3	64.3/63.3
Trunk capacity (cu. ft.)	20.5	20.5	20.5



Bonneville 4-Door Sedan in Desert Sand.



Bonneville Hardtop Coupe in Golden Olive.

Pontiac has a reputation for building big, comfortable cars that perform. It started with Bonneville. And our '73 version won't hurt that reputation one bit.

There are two ways to handle roads in a Bonneville this year. The first you'd expect. Wide-Track. With a 4-wheel, full-coil, tuned suspension. Computer-selected springs and shocks. So Bonneville's smooth... even when the road isn't.

The second, you wouldn't expect. At least not in a car of Bonneville's size. It's our new handling package. Order it and you get steel-belted radial tires; firmer shocks; stabilizer bars, front and rear. For precise handling, level cornering. Great if you want a boulevard ride, but prefer a winding boulevard.

While we're handling roads, you should know that all Bonneville's have variable-ratio power steering, power front disc brakes, a 400-cu.-in. V-8 and Turbo Hydra-matic transmission. Standard.

Now for passengers. There are two new upholstery fabrics in Bonneville's lineup this year. A handsome block tweed (shown above left) that would look good as a suit. And a rich patterned cloth (below). Both are standard. Take whichever you feel comfortable in.

Other things you can take comfort in: thick carpeting, contoured seats, cushioned steering wheel and the warm look of walnut-grained vinyl on a new instrument panel.

Now you can see the philosophy behind Bonneville. Make it comfortable, but make it perform. It works. Because the Wide-Track people have a way with cars.

The 1973 Catalina's your first step up to the comfort and prestige of a full-sized Pontiac. And there are plenty of rock-solid reasons why you should take that step.

Catalina's styling is important. We're talking about styling that does more than look nice. Like Catalina's new improved front bumper system.

There's a new rear bumper, too. Because there's a lot of value inside Catalina worth protecting.

The big, comfortable interior can be done up in two new fabrics. The fine furniture cloth shown below right. Or the available leather-like Morrokide. Both are easy to maintain. Both are handsome.

Unfortunately, you'll never see some of Catalina's most beautiful features. We simply can't show you a heavy-gauge steel frame that helps us tune the ride. Improved body mounts to help keep Catalina's new car ride longer. Improved acoustical insulation. Power front disc brakes. A cleaner running 350 V-8. They're all standard.

So is variable-ratio power steering. And Turbo Hydra-matic.

Knowing we put all that in our lowest priced full-sized car should help you understand Pontiac's way with cars. It should also help you understand why Catalina's our most popular Pontiac.



Our Hardtop Coupe in Porcelain Blue.

Dimensions (inches)	Hdtp. Coupe	4-Dr. Hdtp.	4-Dr. Sedan
Overall length	224.8	224.8	224.8
Overall width	79.6	79.6	79.6
Overall height	53.5	53.6	54.2
Wheelbase	124.0	124.0	124.0
Track, front/rear	64.1/64.0	64.1/64.0	64.1/64.0
Head room, front/rear	38.3/37.0	38.6/37.4	39.1/37.9
Leg room, front/rear	42.7/35.8	42.7/38.8	42.7/38.8
Shoulder room, front/rear	64.4/62.2	64.4/63.5	64.4/63.5
Trunk capacity (cu. ft.)	20.5	20.5	20.5



Catalina 4-Door Sedan in Valencia Gold.



Catalina 4-Door Hardtop in Brewster Green.



Cloth upholstery trimmed in Morrokide. Shown in green—also available in blue, black and beige.

Engines	Transmission	Axle Ratios
Std: V-8, 350-cu.-in. 2-bbl.	Std: Turbo Hydra-matic	Std: 3.08:1 Avail: 3.23:1
Avail: V-8, 400-cu.-in. 2-bbl.	Std: Turbo Hydra-matic	Std: 2.73:1 (2) Avail: 2.93:1 (3); 3.08:1
Avail: V-8, 400-cu.-in. 4-bbl.	Std: Turbo Hydra-matic	Std: 3.08:1 Avail: 2.73:1 (1); 3.23:1
Avail: V-8, 455-cu.-in. 4-bbl.	Std: Turbo Hydra-matic	Std.: 2.93:1 Avail: 2.73:1 (1); 3.08:1

(1) Economy ratio (2) California 2.93:1 only (3) Air conditioning

Grand Am

The feel of a Grand Prix...the response of a GTO...the qualities you've admired in the desirable imports.



Our 2-Door Colonnade Hardtop in Ascot Silver.

Our 4-Door Colonnade Hardtop. Above, corduroy upholstery trimmed in Morrokide. Shown in burgundy—also available in beige.

Let's say you've always driven American cars . . . always been intrigued with imports. Perhaps you've envied European handling. The real wood in the interior. The comfort of the bucket seats. Whatever.

We think you'll find our brand-new Grand Am a more-than-acceptable alternative to the imports.

The suspension was specially designed for the standard steel-belted radial tires. With thick front and rear stabilizer bars, it keeps Grand Am level in corners.

Power front disc brakes and fast variable-ratio power steering are standard.

The ride is Wide-Track. Smooth, stable. On 15" wheels.

Grand Am responds with a 400 V-8 and 3-speed Turbo Hydra-matic.

A 4-speed manual transmission is available. So are three larger V-8s. Up to a Super Duty 455 with hood scoops on the 2-door.

There's genuine African crossfire mahogany on the dash. Full rally instrumentation. Wide-wale corduroy or perforated all-vinyl upholstery

on very special seats. Special because the front buckets recline. And they have adjustable lower back supports. Also special because we're one of the first Yanks to put them in a 4-door, as well as a 2-door.

The new improved front bumper's special, too. Even for Pontiac. That's saying a lot since we started pioneering better bumpers back in '68. And everything around the bumper that looks like painted sheet metal is really made of durable, squeezable stuff that gives and springs back to shape.

We think Grand Am is one of the purest, no-compromise cars ever to come out of the U. S. of A. That's Pontiac's way with cars.

Dimensions (inches)	2-Dr.	4-Dr.
Overall length	208.6	212.6
Overall width	77.7	77.7
Overall height	52.9	54.3
Wheelbase	112.0	116.0
Track, front/rear	61.9/61.1	61.9/61.1
Head room, front/rear	37.8/36.9	38.5/37.2
Leg room, front/rear	42.4/33.5	42.4/38.6
Shoulder room, front/rear	59.6/57.5	59.6/58.9
Trunk capacity (cu. ft.)	15.1	15.1

2-Door Colonnade Hardtop. Full rally instrumentation with inlaid African crossfire mahogany.

Standard Engine	Transmissions	Standard Axle Ratio	Available Axle Ratios
V-8, 400-cu.-in. 2-bbl.	Std: Turbo Hydra-matic	3.08:1	2.93:1 (1) 3.23:1
Available Engines			
V-8, 400-cu.-in. 4-bbl.	Std: Turbo Hydra-matic	3.42:1	3.08:1 (1) 3.23:1 (2)
	Avail: 4-speed Manual	3.42:1	3.23:1 (1,2)
V-8, 455-cu.-in. 4-bbl.	Std: Turbo Hydra-matic	3.23:1	3.08:1 (2) 3.42:1
V-8, SD 455-cu.-in. 4-bbl. (2-door only)	Std: Turbo Hydra-matic	3.42:1	3.08:1 (2) 3.42:1
	Avail: 4-speed Manual	3.42:1	

(1) Economy ratio (2) Air conditioning



Luxury LeMans

Pontiac's most luxurious mid-sized car.



Our 4-Door Colonnade Hardtop in Burma Brown.



Cloth-and-Morrokide notch-back bench seat. Shown in beige—also available in blue, green, black and burgundy.

The name Luxury LeMans really tells you what this beauty is all about. We call it "Luxury" because it's luxurious. We call it "LeMans" because it's a mid-sized Pontiac. So the 1973 Luxury LeMans gives you the comforts of a luxury car . . . in an easy-to-handle size.

Comforts like the quiet good taste of rich new upholstery fitted over seats of solid foam. Layers of added sound insulation. The warm look of walnut-grained vinyl on the dash and glove box. And special touches such as front-door assist straps, thick loop-pile carpeting and a monogrammed center armrest. That's luxury.

Yet with all this comfort, LeMans is still a joy to drive around town. It's a mid-sized Pontiac, remember. So it handles traffic and parks with ease. And the standard 350 V-8 gives you

efficiency while it moves you out with authority.

So look. If you want a lot of luxury, but you don't want to drive a big car, this is where you belong. In a beautiful 1973 Luxury LeMans. An easy-to-handle price goes with it.

Dimensions (inches)	2-Dr.	4-Dr.
Overall length	207.4	211.4
Overall width	77.7	77.7
Overall height	52.9	54.3
Wheelbase	112.0	116.0
Track, front/rear	61.5/60.7	61.5/60.7
Head room, front/rear	37.8/36.9	38.5/37.2
Leg room, front/rear	42.4/33.7	42.4/38.4
Shoulder room, front/rear	59.6/57.5	59.6/58.9
Trunk capacity (cu. ft.)	15.1	15.1

Engines	Transmissions	Axle Ratios
Std: V-8, 350-cu.-in. 2-bbl.	Std: 3-speed Manual	Std: 3.23:1 Avail: 3.08:1 (1)
	Avail: 4-speed Manual	Std: 3.23:1 Avail: 3.08:1 (1)
	Avail: Turbo Hydra-matic	Std: 2.73:1 (4) Avail: 3.08:1
Avail: V-8, 400-cu.-in. 2-bbl.	Avail: Turbo Hydra-matic	Std: 2.73:1 (2) Avail: 3.08:1
Avail: V-8, 400-cu.-in. 4-bbl.	Avail: 4-speed Manual	Std: 3.42:1 Avail: 3.23:1 (1, 3)
	Avail: Turbo Hydra-matic	Std: 3.42:1 Avail: 3.08:1 (1); 3.23:1 (3)
Avail: V-8, 455-cu.-in. 4-bbl.	Avail: Turbo Hydra-matic	Std: 3.23:1 Avail: 3.08:1 (3)

(1) Economy ratio (2) California 2.93:1 only (3) Air conditioning (4) California 3.08:1 only

Luxury LeMans 2-Door Colonnade Hardtop in Verdant Green.



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

LeMans Sport Coupe

Pontiac's sporty new mid-sized car.



Our 2-Door Colonnade Hardtop in Regatta Blue.



Morrokide notched-back bench seat. Shown in blue—also available in white, saddle, black and burgundy.

Standard Engine	Transmissions	Axle Ratios	
		Std.	Avail.
6-cyl., 250-cu.-in. 1-bbl.	Std: 3-speed Manual	3.23:1	
	Avail: Turbo Hydra-matic	3.08:1	3.23:1
Available Engines			
V-8, 350-cu.-in. 2-bbl.	Std: 3-speed Manual	3.23:1	3.08:1 (1)
	Avail: 3-speed Heavy-duty Manual	3.23:1	3.08:1 (1)
	Avail: Turbo Hydra-matic	2.73:1 (4)	3.08:1
V-8, 400-cu.-in. 2-bbl.	Avail: Turbo Hydra-matic	2.73:1 (2)	3.08:1
	Avail: 3-speed Heavy-duty Manual	3.42:1	3.23:1 (1,3)
V-8, 400-cu.-in. 4-bbl.	Avail: 4-speed Manual	3.42:1	3.23:1 (1,3)
	Avail: Turbo Hydra-matic	3.42:1	3.23:1 (3)
V-8, 455-cu.-in. 4-bbl.	Avail: Turbo Hydra-matic	3.23:1	3.08:1 (3)
	Avail: 4-speed Manual	3.42:1	
V-8, SD 455-cu.-in. 4-bbl.	Avail: Turbo Hydra-matic	3.42:1	

(1) Economy ratio (2) California 2.93:1 only
(3) Air conditioning (4) California 3.08:1 only



2-Door Colonnade Hardtop in Golden Olive.

Pontiac's been building sporty looking cars for some time. You expect them from the Wide-Track people. And for 1973, we've got a new one. One that's not only sporty looking, but affordable, too. It's the new 1973 LeMans Sport Coupe.

Just seeing it is enough to make you want it sitting in your driveway. What with that great new LeMans styling and those sporty new louvered rear quarter windows.

But you've got to look deeper to get really turned on. To the sharp new interior with loop-pile carpeting. To the notch-back bench seat with pull-down center armrest or bucket seats. To the sporty new instrument panel. To the front disc brakes and 4-wheel, coil-spring suspension. Obviously, we didn't skimp.

But to keep it affordable, we left plenty of decisions up to you. You can add more performance. V-8s up to 455 cubic inches are available. You can add more plush. Air conditioning, AM-FM stereo, tilt steering wheel, whatever. Fact is, more options are available on the Sport Coupe than on any other '73 Wide-Track. Even our legendary GTO is alive and well as an option.

Affordable. And equipped any way you want it. That's what we think a sporty looking car should be. If you agree, there's a 1973 LeMans Sport Coupe waiting.

Dimensions (inches)	
Overall length	207.4
Overall width	77.7
Overall height	52.9
Wheelbase	112.0
Track, front/rear	61.5/60.7
Head room, front/rear	37.8/36.9
Leg room, front/rear	42.4/33.7
Shoulder room, front/rear	59.6/57.5
Trunk capacity (cu. ft.)	15.1

LeMans is the lowest priced mid-sized car we Wide-Track people build. But it's so packed with Pontiac quality, it'll take you years to appreciate everything we built into it.

Sure, the new styling's sensational. But LeMans' sound design includes things far more substantial. Like a strong new frame for a better tuned ride. Effective new sound insulation. Improved body mounts to help keep that new car ride. A new improved front bumper system. The kinds of things that satisfy long after the new car smell is gone.

The seats are handsomely upholstered. But beneath the beauty are thick foam cushions with springs molded inside. They'll stay comfortable. The thick nylon-blend, loop-pile carpeting will take years of wear, too.

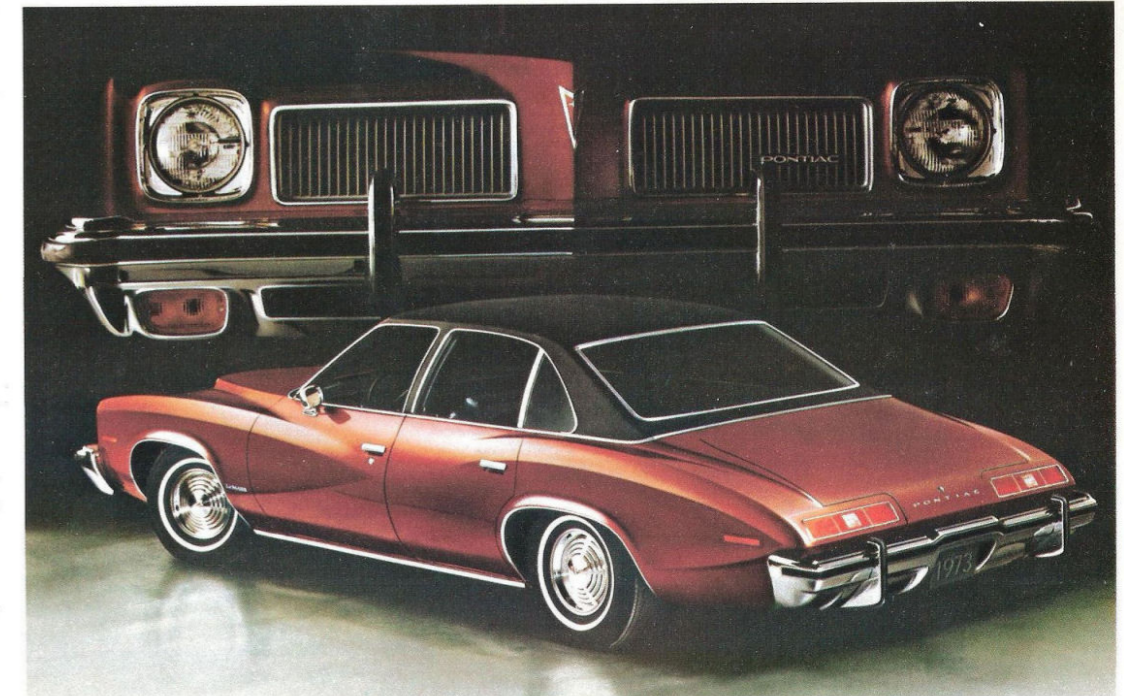
The standard 250-cu.-in. engine and 3-speed transmission are rugged units designed for dependable operation.

Now, LeMans comes pretty well equipped. But that doesn't mean you can't add more. The list of available gear is very complete.

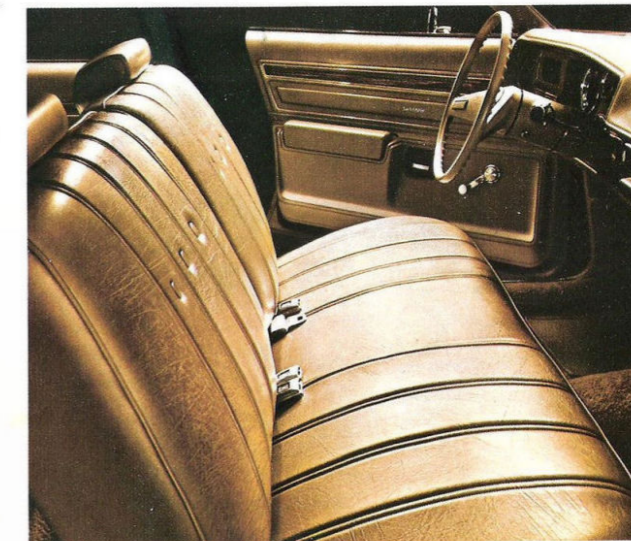
For example, you can turn LeMans into Pontiac's legendary GTO. Just by ordering the GTO package. You get a scooped hood, blacked-out grille, firm suspension, wide tires and a lot of performance.

1973 LeMans. It's nice to know that a car with so much going for it is so affordable. Because we have a way with cars.

Dimensions (inches)	2-Dr.	4-Dr.
Overall length	207.4	211.4
Overall width	77.7	77.7
Overall height	52.9	54.3
Wheelbase	112.0	116.0
Track, front/rear	61.5/60.7	61.5/60.7
Head room, front/rear	37.8/36.9	38.5/37.2
Leg room, front/rear	42.4/33.7	42.4/38.4
Shoulder room, front/rear	59.6/57.5	59.6/58.9
Trunk capacity (cu. ft.)	15.1	15.1



Our 4-Door Colonnade Hardtop in Florentine Red.



Morrokide upholstered split bench seat. Shown in saddle—also available in blue and black.



LeMans 2-Door Colonnade Hardtop in Porcelain Blue.



LeMans 2-Door Colonnade Hardtop with available GTO package in Ascot Silver.

LeMans

Pontiac's lowest priced mid-sized car.

Firebird

Pontiac's sports cars.



Trans Am in Buccaneer Red.

Formula Firebird in Ascot Silver.

You obviously take the excitement of driving pretty seriously. Or you wouldn't even be considering one of our four 1973 Firebirds. The question is . . . just how serious do you want to get?

Trans Am is as serious as they come. A 455-cu.-in., 4-bbl. V-8 with a 4-speed manual transmission is standard. And there's a new Super Duty 455 V-8 available. Whichever engine you go with, the spoilers

spoil and the air dams dam. That's why a lot of folks rank Trans Am as the best performing American on the road.

The big bird on the hood you can order. It's a Firebird, isn't it?

Those scoops on the Formula Firebirds look tough. But the toughest part of any Firebird is the front bumper. It's been reinforced this year to make it stronger. And it's made of

Endura to fight dents and dings.

The new interior is all business. So are the front disc brakes. And the 455 4-bbl. V-8 you can order.

Can a sports car really be luxurious? Esprit wipes out all doubt. The new bucket seats, the new cloth or all-vinyl upholstery, the new instrument panel and door trim are as plush as you'll find in many a luxury car.

The ride's almost that plush, too.

What's interesting about our basic Bird is how much we didn't have to

sacrifice for price. You see, this is our most affordable Firebird. You still get molded foam bucket seats, loop-pile carpeting, High-Low ventilation, the Endura bumper, a strong, double-shell roof that absorbs sound, Firebird's futuristic styling and sensational handling.

That's our way with sports cars. Now . . . are you ready to get serious?



Custom Interior—available on Formula and Trans Am, standard on Esprit. Shown in burgundy—also available in white, saddle and black.



Standard Firebird, Formula and Trans Am interior. Shown in black—also available in saddle and white.



Available Honeycomb wheels.



Firebird Esprit in Navajo Orange.



Firebird Coupe in Admiralty Blue.

Dimensions (inches)	Esprit Firebird	Formula	Trans Am
Overall length	192.1	192.1	192.1
Overall width	73.4	73.4	73.4
Overall height	50.4	50.4	50.4
Wheelbase	108.0	108.0	108.0
Track, front/rear	61.3/60.0	61.6/60.3	61.7/60.4
Head room, front/rear	37.5/35.9	37.5/35.9	37.5/35.9
Leg room, front/rear	43.9/28.5	43.9/28.5	43.9/28.5
Shoulder room, front/rear	56.4/54.4	56.4/54.4	56.4/54.4
Trunk capacity (cu. ft.)	8.8	8.8	8.8

TRANSMISSIONS	ENGINES					
	250-cu.-in. 1-bbl. L6	350-cu.-in. 2-bbl. V-8	400-cu.-in. 2-bbl. V-8	400-cu.-in. 4-bbl. V-8	455-cu.-in. 4-bbl. V-8	SD 455-cu.-in. 4-bbl. V-8
3-speed Manual	Standard on FIREBIRD with 3.08:1 axle	Standard on ESPRIT and FORMULA, available on FIREBIRD, all with 3.08:1 axle(1)				
4-speed Manual		Available on FIREBIRD, ESPRIT, and FORMULA, all with 3.08:1 axle(1)		Available on FORMULA with 3.42:1 axle		Available on TRANS AM and FORMULA, both with 3.42:1 axle
4-speed Close-ratio Manual				Available on FORMULA with 3.42:1 axle	Standard on TRANS AM with 3.42:1 Limited-slip axle(3)	
Turbo Hydra-matic	Available on FIREBIRD with 3.08:1 axle	Available on FIREBIRD, ESPRIT and FORMULA, all with 2.73:1 axle(2)	Available on ESPRIT with 2.73:1 axle(2)	Available on FORMULA with 3.08:1 axle(1)	Available on TRANS AM and FORMULA, both with 3.08:1 axle(1)	Available on TRANS AM and FORMULA, both with 3.42:1 axle

(1) 3.42:1 Performance ratio available (2) 3.08:1 Performance ratio available (3) Available on Formula with 3.42:1 axle

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

Ventura

Pontiac's low-priced compact car.



Ventura Sprint 2-Door Coupe in Buccaneer Red.

Every compact is supposed to help you save money. And our 1973 Ventura will do just that.

But we demand more in a compact. We demand flexibility. Look at what you can do to a '73 Ventura and still keep it low priced.

You can order a brand-new model for '73. A Hatchback Coupe. The entire rear end opens up. And the rear seat folds down to give you the kind of loading space you might expect in a station wagon.

You can equip either of the coupes with a new Sprint package. It has its own front end with a blacked-out grille (remind you of a Firebird?). Custom carpeting. Custom Cushion

steering wheel. Body-colored outside mirrors. And a not-too-subtle stripe job.

You can order three new Ventura Custom models. Hatchback, 2-door (shown below right), 4-door. They all have nylon-blend, loop-pile carpeting. Special cloth or all-Morrokide upholstery. New insulation for

Dimensions (inches)	2-Dr. Coupe	2-Dr. Hatchback	4-Dr. Sedan
Overall length	197.5	197.5	197.5
Overall width	72.4	72.4	72.4
Overall height	52.6	52.6	53.9
Wheelbase	111.0	111.0	111.0
Track, front/rear	59.9/59.6	59.9/59.6	59.9/59.6
Head room, front/rear	38.2/36.8	38.2/36.8	39.5/37.3
Leg room, front/rear	41.7/33.4	41.7/33.4	41.7/35.3
Shoulder room, front/rear	55.6/55.3	55.6/55.3	56.6/56.2
Trunk capacity (cu. ft.)	14.6	14.6	13.7

Engines	Transmissions	Axle Ratios
Std: 6-cyl., 250-cu.-in. 1-bbl.	Std: 3-speed Manual	Std: 3.08:1
	Avail: 2-speed Automatic	Std: 3.08:1
	Avail: 3-speed Manual	Std: 3.08:1
Avail: V-8, 350-cu.-in. 2-bbl.	Avail: 4-speed Manual	Std: 3.08:1
	Avail: Turbo Hydra-matic	Std: 2.73:1 Avail: 3.08:1 (1)

(1) Performance ratio



Ventura 4-Door Sedan in Ascot Silver.

added quiet. Deluxe wheel covers. Custom Cushion steering wheel. Pedal trim plates. And more.

You can drop this year's standard power team—a 250 Six and manual 3-speed transmission—and order a 350 V-8 with 4-speed or Turbo Hydra-matic.

Full bench seat with Custom black/white check cloth and Morrokide upholstery. Below right, Ventura Custom 2-Door Coupe.



Ventura Hatchback 2-Door Coupe in Desert Sand.

And if you do, you can order a special handling package. Front and rear stabilizer bars. Firm shock absorbers. 14x6" steel wheels. E70—14 belted blackwall tires.

Now that's flexibility at a low price for you. Aren't you glad the Pontiac people have a way with compacts!

Grand Safari

Pontiac's most luxurious full-sized wagon.

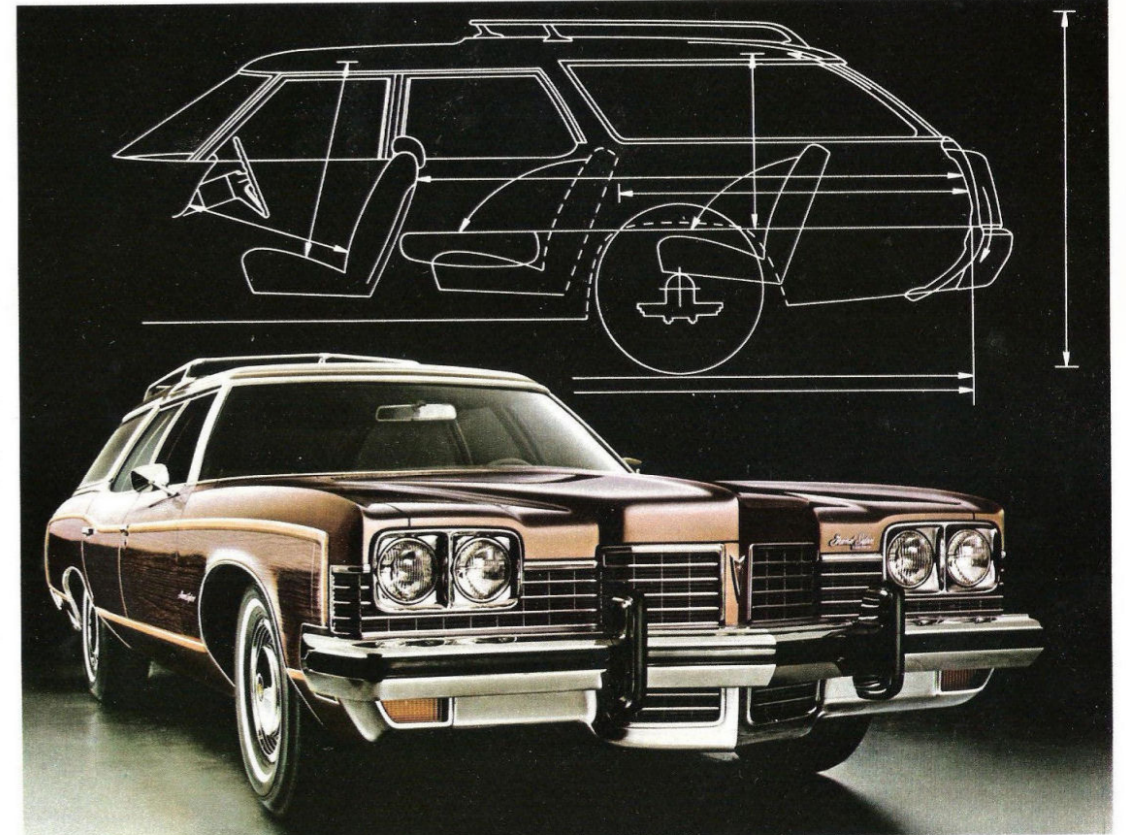
We've always felt that Pontiac station wagons should be a great deal more than utility vehicles for hauling bushels of potatoes and the like. After driving this year's Grand Safari, you may almost feel selective about what you carry. Because Grand Safari is the most luxurious, comfortable wagon we've ever built.

Take a look at the handsome all-Morrokide upholstery (bottom right). Underneath are thick foam seat cushions with integrated springs. Then add Grand Safari's deep, loop-pile carpeting. A carpeted load floor that spans the massive cargo area. A hidden storage compartment. Special wood-grain vinyl accents on the instrument panel. And a Custom Cushion steering wheel. It's Pontiac's finest interior.

Yet, Grand Safari is plenty rugged and durable. Under the hood is Pontiac's strong 400-cu.-in., 4-bbl. V-8. Or you can specify the 455-cu.-in. V-8 for even more performance at highway speeds or pulling a trailer. You get our dependable Turbo Hydra-matic. Variable-ratio power steering. And power front disc brakes. All standard.

Outside, Grand Safari is handsome and durable, too. There's a disappearing Glide-away tailgate with power-operated rear window that lets you load or unload in the tightest parking spaces. Deluxe wheel covers. And Pontiac's new, improved bumpers with rear bumper guards.

Your dealer also has a long list of



3-Seat Grand Safari Wagon in Burma Brown.

available options and accessories. Like cruise control. Air conditioning with automatic temperature control. And trailer-towing packages.

'73 Grand Safari. It's Pontiac's finest way with a wagon.

Standard Engine	Standard Transmission	Standard Axle Ratio	Available Axle Ratio
V-8, 400 cu.-in. 4-bbl.	Turbo Hydra-matic	3.08:1	3.23:1
Available Engine			
V-8, 455 cu.-in. 4-bbl.	Turbo Hydra-matic	3.08:1	3.23:1

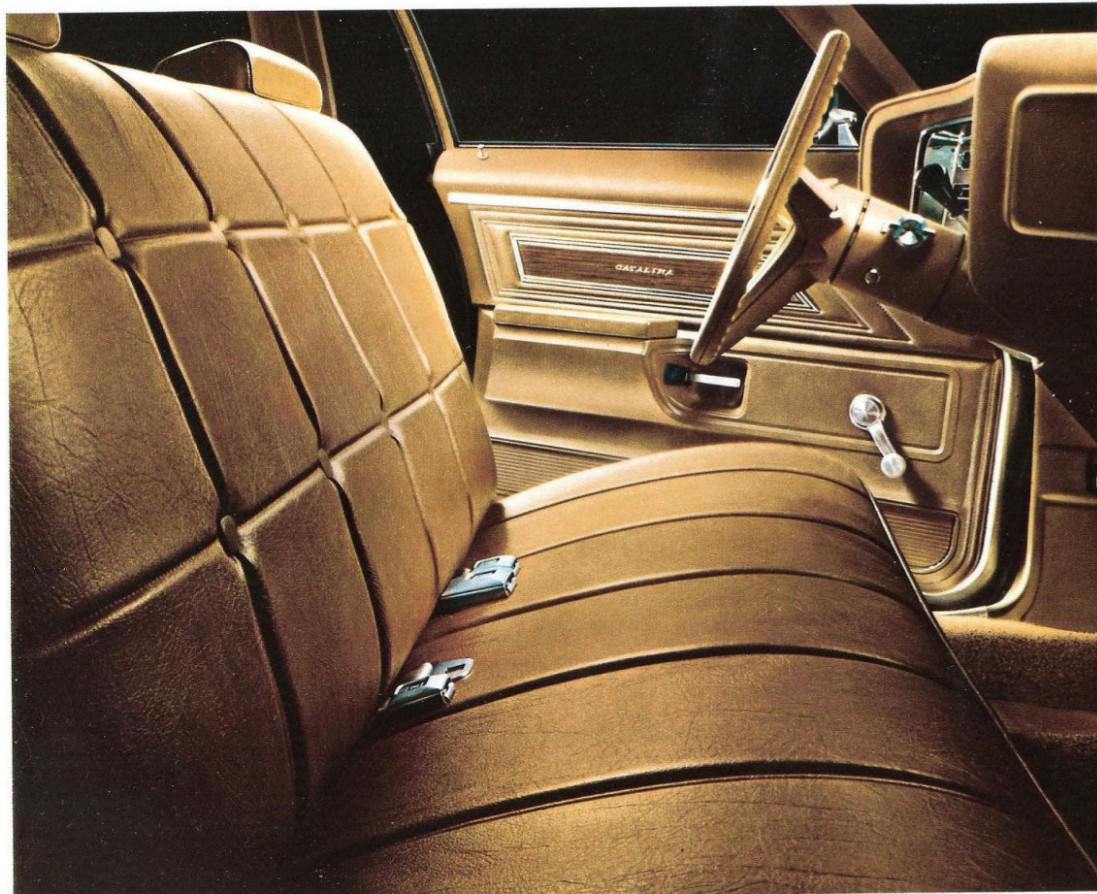
Dimensions (inches)	Dimensions (inches)	Dimensions (inches)
Wheelbase	127.0	Top of second seatback to closed tailgate (2-seat)
Overall length	228.8	Front seat at floor to closed tailgate
Overall height	57.5	Second seat at floor to end of closed tailgate (2-seat)
Overall width	79.9	Front width of cargo space at floor
Front tread	64.1	Minimum width between wheelhouses at floor
Rear tread	64.0	Rear-end opening width at floor
Cargo volume (cu. ft.)	106.4	Rear-end opening width at belt
Underfloor compartment 2-seat (cu. ft.)	5.6	Maximum cargo height
Underfloor compartment 3-seat (cu. ft.)	3.0	Maximum height at rear opening (tailgate open)
Top of front seatback to closed tailgate	94.6	Platform height of load floor (curb weight)



Custom all-Morrokide upholstery. Shown in beige—also available in saddle, green and burgundy.

Safari

Pontiac's lowest priced full-sized wagon.



Morrokide upholstered full bench seat. Shown in saddle—also available in green, beige and burgundy.

Dimensions (inches)		Dimensions (inches)	
Wheelbase	127.0	Top of second seatback to closed tailgate (2-seat)	55.6
Overall length	228.8	Front seat at floor to closed tailgate	100.5
Overall height	57.5	Second seat at floor to end of closed tailgate (2-seat)	58.9
Overall width	79.9	Front width of cargo space at floor	53.4
Front tread	64.1	Minimum width between wheelhouses at floor	48.8
Rear tread	64.0	Rear-end opening width at floor	48.8
Cargo volume (cu. ft.)	106.4	Rear-end opening width at belt	42.0
Underfloor compartment 2-seat (cu. ft.)	5.6	Maximum cargo height	30.6
Underfloor compartment 3-seat (cu. ft.)	3.0	Maximum height at rear opening (tailgate open)	29.5
Top of front seatback to closed tailgate	94.6	Platform height of load floor (curb weight)	23.2

Standard Engine	Standard Transmission	Standard Axle Ratio	Available Axle Ratios
V-8, 400 cu.-in. 2-bbl.	Turbo Hydra-matic	2.93:1	2.73:1 3.08:1
Available Engines			
V-8, 400-cu.-in. 4-bbl.	Turbo Hydra-matic	3.08:1	3.23:1
V-8, 455-cu.-in. 4-bbl.	Turbo Hydra-matic	3.08:1	3.23:1



2-Seat Safari Wagon in Slate Green.

Our '73 Safari isn't as ultra-luxurious as Grand Safari. But then maybe you buy a wagon because you need space and practicality. So we set up Safari to be a very practical full-sized wagon. With power front disc brakes and variable-ratio power steering. Turbo Hydra-matic transmission. And a 400-cu.-in., 2-bbl. V-8 that delivers good performance. Very practical.

Big L78—15 belted tires are standard, along with a specifically tuned leaf-spring rear suspension for outstanding stability and handling under heavy loads. Very practical, indeed.

But we wanted to give you some of the comfort and luxury of this year's Grand Safari. So look again. We built many of these comforts into our Safari. Like this fine all-Morrokide interior with thick foam padded seats (left). The disappearing Glide-away tailgate with a power rear window that retracts into the roof. A right-hand rearview mirror. And even rear bumper guards.

Safari comes in a 2-seat model, or you can add a forward-facing third seat with easy access from the split-bench second seat. And you can order many options and accessories. Like a wood-grain vinyl exterior with a reflectorized wood-grain tailgate. A trailer-towing package. Or maybe a rear window defogger. Ask your dealer for the full scoop on Safari.

If our full-sized Grand Safari and Safari wagons are a little too full-sized, or if you want something a little lower priced, the 1973 LeMans Safari is your wagon. But LeMans Safari has too much going to be just another wagon. This year's LeMans Safari, in both 2-seat and 3-seat models, commands some undivided attention.

It's innovative. With a tailgate that's really an easy-to-handle, easy-to-load liftgate. It's a Pontiac. With real Wide-Track ride and prestige. And it has totally new styling this year.

The standard 250-cu.-in. Six and 3-speed transmission give LeMans Safari plenty of response. If you need more load-hauling power, you can order one of four available V-8s. Power front disc brakes are standard.

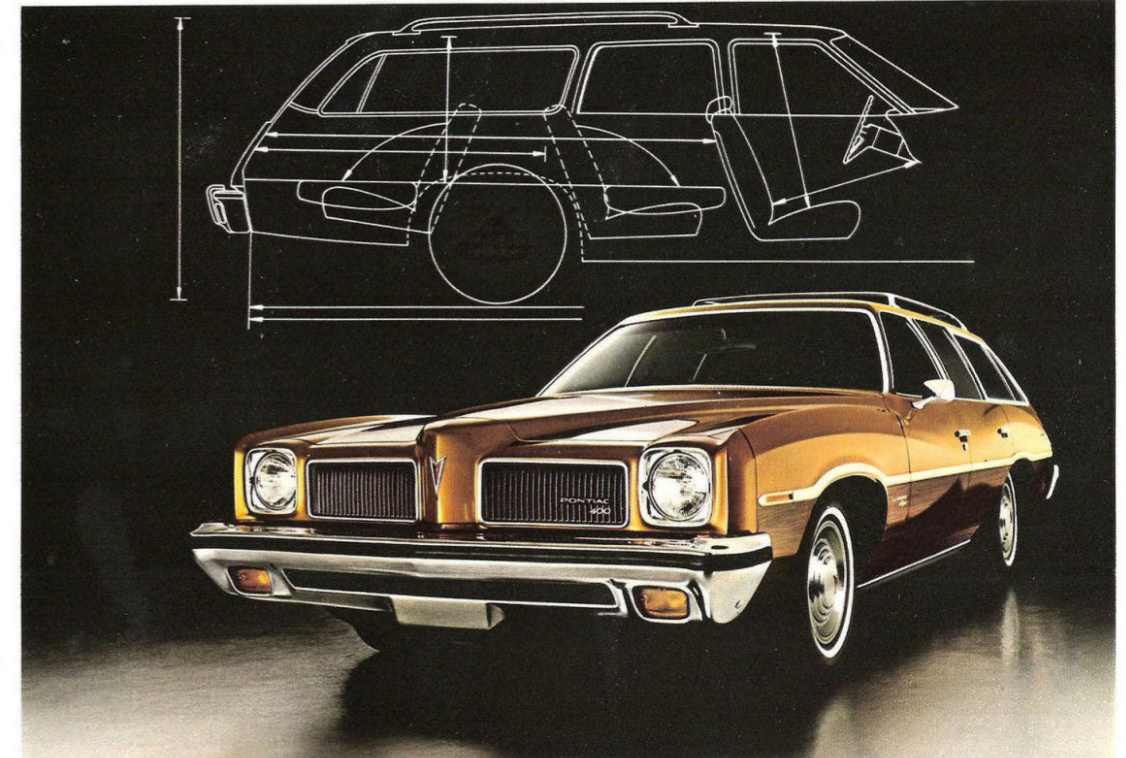
Options and accessories? LeMans Safari has a long list of convenient extras you can order. Like trailer-towing and handling packages. A wood-grain vinyl exterior. Rear window defogger. Or automatic level control.

An easy way to own the nicest LeMans Safari on the block is to order the Custom Safari option. It includes the wood-grain vinyl exterior. Custom Cushion steering wheel. And a 350-cu.-in. V-8. Check your dealer for a complete listing of extras.

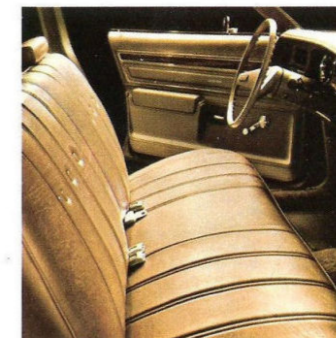
'73 LeMans Safari. The Pontiac people sure have a way with wagons.

LeMans Safari

Pontiac's mid-sized wagon.



2-Seat LeMans Safari Wagon in Valencia Gold.



Morrokide upholstered bench seat. Shown in saddle—also available in green, beige and burgundy.



3-Seat LeMans Safari Wagon in Verdant Green.

Standard Engine	Transmissions	Standard Axle Ratio	Available Axle Ratios
6-cyl., 250-cu.-in. 1-bbl.	Std: 3-speed Manual Avail: Turbo Hydra-matic	3.42:1	3.42:1
Available Engines			
V-8, 350-cu.-in. 2-bbl.	Std: 3-speed Manual Avail: 4-speed Manual Avail: Turbo Hydra-matic	3.23:1	3.08:1 3.08:1
V-8, 400-cu.-in. 2-bbl.	Avail: Turbo Hydra-matic	2.73:1 (2)	3.08:1
V-8, 400-cu.-in. 4-bbl.	Avail: 4-speed Manual Avail: Turbo Hydra-matic	3.23:1	3.08:1 3.08:1
V-8, 455-cu.-in. 4-bbl.	Avail: Turbo Hydra-matic	3.23:1	3.08:1 (1)

(1) With air conditioning. (2) California 3.08 only

Dimensions (inches)		Dimensions (inches)	
Wheelbase	116.0	Top of second seatback to closed tailgate (2-seat)	48.7
Overall length	213.3	Front seat at floor to closed tailgate	90.2
Overall height	55.0	Second seat at floor to end of closed tailgate (2-seat)	53.9
Overall width	77.7	Front width of cargo space at floor	55.0
Front tread	61.5	Minimum width between wheelhouses at floor	44.5
Rear tread	60.7	Rear-end opening width at floor	61.2
Cargo volume (cu. ft.)	85.1	Rear-end opening width at belt	62.8
Underfloor compartment 2-seat (cu. ft.) (est.)	8.6	Maximum cargo height	30.1
Underfloor compartment 3-seat (cu. ft.) (est.)	6.2	Maximum height at rear opening (tailgate open)	27.4
Top of front seatback to closed tailgate	82.9	Platform height of load floor (curb weight)	21.5

