

185 PONTIAC



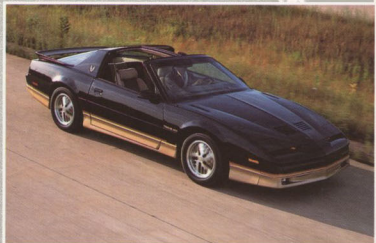
Probably never before have so many superb road cars shared the same nameplate.



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THE '85 PONTIACS

Pontiac is proud to announce one of the most outstanding product line-ups in our history. Cars that truly reflect our commitment to innovative styling and engineering, along with the kind of outstanding performance and roadability that have become a Pontiac trademark. Cars with specially tuned suspension systems that combine responsiveness with supple control for real world driving conditions. Interior environments ergonomically designed and crafted for driver control and involvement. A wide range of advanced power choices including one of the world's most technically advanced production turbos. And cars combining innovative styling along with thoroughly researched aerodynamic design.

In the following pages, you'll discover the entire line of new Pontiacs. Road cars built with the feel for the road...excitement to drive, for feeling alive! Pontiac. We really do 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. The right is reserved 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 PONTIAC PHILOSOPHY

**The Pontiac philosophy:
road cars with a purpose.**

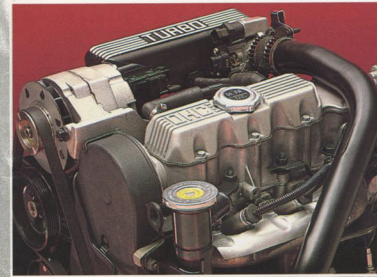


Pontiac's legendary tuned suspension systems offer outstanding ride, handling and roadability to suit various driving requirements. Standard suspensions offer a smooth, well-controlled ride with good solid road feel. The emphasis is placed on ride comfort rather than pure handling. The available Y99 Rally Tuned suspension systems deliver tighter ride motions with less body roll and include higher effort power steering for more precise road feel. The emphasis is on balanced handling and excellent roadability. The available WS6 Performance suspension systems are for the serious driving enthusiast who places a higher priority on handling but is willing to compromise in ride quality. Ride is very firm and tightly controlled. Higher effort power steering is included for precise road feel. And special chassis tuning is included to accept maximum power train offerings.

Available Electronic Ride Control systems automatically adjust the rear suspension to keep it at level attitudes, from curb position up to maximum passenger and cargo loadings. This ensures excellent ride and handling even under heavy load conditions.



Interior environments reflect the Pontiac philosophy. Priority is placed on driver performance and comfort. Pontiac interiors are literally designed around the driver's needs, with special consideration being given to lumbar and lateral support. Designers look for the optimum in seating comfort and support, visibility, instrumentation lighting and legibility, convenience and operation of controls and accessories, color and texture coordination, and environmental systems to make sure the driver has the most efficient, up-to-date driving environment possible.



Some of the most technically advanced powerplants in the industry can be found in the '85 Pontiacs. The 1.8 liter, overhead cam, turbocharged engine with electronic fuel injection puts out more horsepower per cubic inch than most other production engines built in America. The 2.5 liter engine features swirl-port combustion chambers, roller valve lifters and electronic fuel injection to give a more efficient cylinder combustion process which results in smoother throttle response and better all-around performance.

For the past 25 years, Pontiac has been responsible for some of America's greatest road cars. And this proud heritage is what drives us today. Over the years, we've learned one important lesson: Great road cars don't materialize overnight. It takes years of dedicated development work. It means a suspension development engineer spending week after week in search of that perfectly balanced combination of ride and handling. It means designers trying endless combinations of subtle but detailed refinements on the shape of a future Pontiac, working hour after hour in the wind tunnel to achieve aerodynamic performance and the ultimate Pontiac look. It means interior designers reviewing thousands of variations on instrumentation, lighting, controls, seating, steering wheels, pedal placement, environmental systems, color and texture, all in the quest for the optimum driving environment. It means engine development specialists working with cylinder head designs, fuel-injection systems, turbo and supercharging, and computer electronics, all toward the goal of optimum performance and operating efficiency. And it means advanced technicians probing the outer limits of automotive thinking, contemplating future transportation designs beyond our imagination, ones that will uphold the proud Pontiac tradition 25 years from now.

Our goal is to put the finest road cars that we possibly can on America's highways. To some car companies, that challenge is too heavy a burden to bear. At Pontiac, we know no other way.

PONTIAC GRAND AM

Introducing a brilliant new driver's coupe from America's foremost practitioners of the art.



The new Grand Am is the latest expression of Pontiac road car philosophy, a brilliant new driver's coupe combining distinctive exterior styling, impressive interior design and outstanding roadability.

The detailed exterior refinement of the new Grand Am begins with its handsomely executed front end design. The contemporary Pontiac split-grille design has been sculpted to enhance aerodynamic performance. The grillwork is flanked by twin rectangular headlamps (shown with available fog lamps) and amber side marker lamps that wrap smoothly around the corners of the nose, giving Grand Am a distinctive international flavor. The horizontally ribbed bumpers gracefully blend with the substantial body side moldings (standard on LE, shown), contributing to the total harmony of the Grand Am design. The flush-fitting, aerodynamically raked windshield and the dramatic convex rear window combine with the curved rear quarter glass to give the Grand Am a distinctive character all its own.

The boldly sophisticated design of the Grand Am is just a hint of the tremendous technical effort that went into this new Pontiac. In the next few pages you will discover why the Grand Am is one of the most exciting Pontiacs ever built.

Built for the individual who can truly appreciate responsive, exciting road machinery.



The essential characteristic of the new Grand Am is outstanding roadability. Featuring front-wheel-drive performance, the Grand Am and Grand Am LE include power rack and pinion steering, power front disc brakes, a tuned front stabilizer and semi-independent rear suspension, all standard.

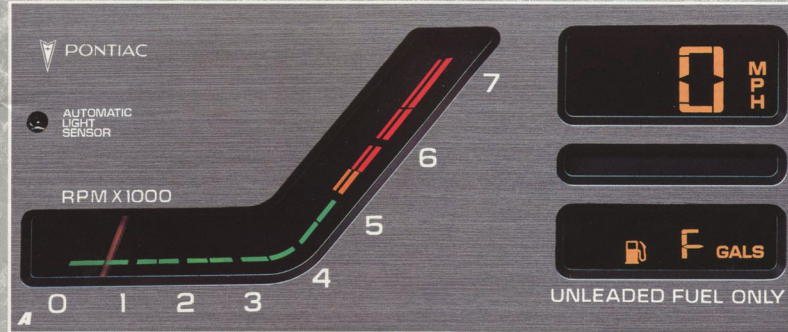
A special Driver's Package is available featuring P215/60R14 Goodyear Eagle GT radials* mounted on hi-tech turbo cast aluminum wheels (shown on LE), sport-tuned front and rear stabilizers and more. The total Grand Am driving experience reflects its basic design equation: A taut, responsive, yet comfortably supple machine equal to the test of real world driving conditions.

Grand Am is powered by an advanced 2.5 liter 4-cylinder engine featuring electronic fuel injection, roller valve lifters and swirl-port combustion chambers for smooth, responsive performance. A precise 5-speed manual gearbox is standard, and a 3-speed automatic is available. For even more performance, you can order an available 3.0 liter V-6 with multi-port fuel injection (available with automatic transmission only).

The new Grand Am is built for the individual who can truly appreciate responsive, exciting road machinery.

*CAUTION: For use with tire chains, see Owner's Manual.

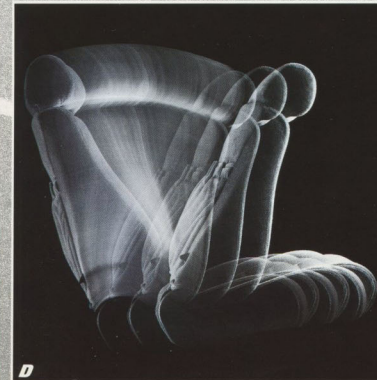
The very latest expression of Pontiac's interior design philosophy.



Every facet of the Grand Am interior is designed to reward driver involvement, as well as enhance driving enjoyment. The instrument panel is both properly functional and visually stimulating. The available Rally instrumentation (shown, far left) features an analog tachometer, digital electronic speedometer, fuel level monitoring (A) and a Driver Information Center. Temperature, oil pressure and volt gages are also included with the Rally instrumentation (B). Grand Am driver controls are logically arranged and easy to use. Convenient fingertip switches are included for the lights (C), as well as the windshield wipers shown with the available controlled cycle feature (D).

Grand Am design detail even extends to the available "Touch Control" ETR™ AM stereo/FM stereo with cassette, seek-scan and graphic equalizer (E). Also available is the Pontiac Performance Sound System for Grand Am, which includes six acoustically matched response speakers.

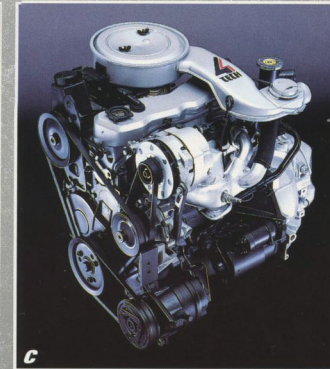
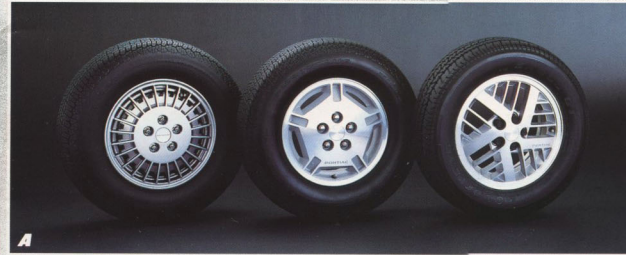
A driving environment with true world-class sophistication.



The Grand Am reflects Pontiac's total interior design philosophy which emphasizes proper spatial relationships between the driver, operating controls and available accessories, enhancing driver vision and sight lines, and seating that is both supportive and comfortable for drivers and passengers.

The Grand Am LE (shown, far left) features richly finished, contoured reclining front bucket seats with adjustable headrests. Deluxe door trim with convenient map pockets is also included on the LE. An integral floor console is standard on both Grand Am models for easy access to the transmission shifter, parking brake, available power accessories, radio and environmental controls (A). A Driver Information Center (B) is included when the available Driver's Package is ordered. The fold-down center rear seat armrest (C) is standard on the LE. For easy rear seat entry, the right front seat slides forward automatically when released (D) and is a standard feature on Grand Am and Grand Am LE.

With its extraordinary range of colors, Grand Am can be tailored to your personal taste.

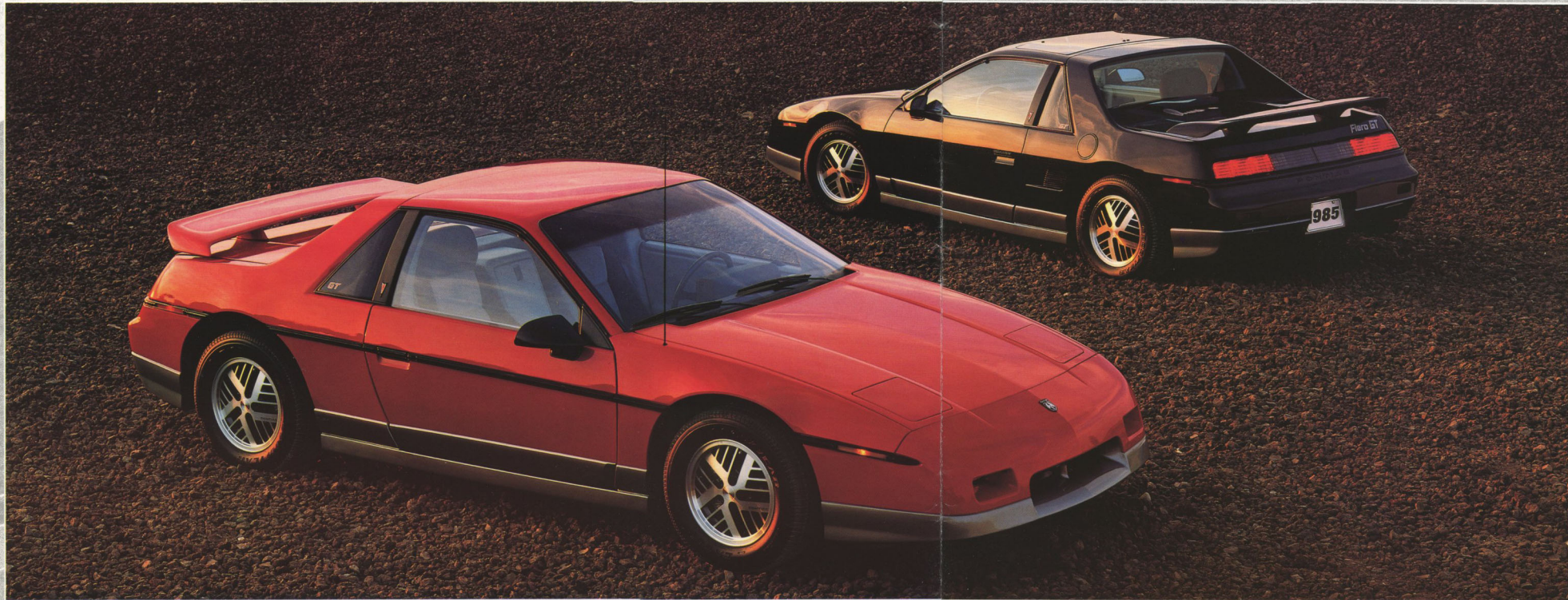


The best way to personally tailor your Grand Am is by careful selection of color. With Grand Am, the bumpers are gray, and a narrow body side molding is provided. By ordering the available wide body side molding, bumpers become body color coordinated. There are 13 basic Grand Am colors to choose from (far left) and 13 corresponding wide body side molding accent colors. When the LE is ordered, the wide body side moldings are standard. In addition, lower body accent paint is applied to match the color of the molding. You can also order the available Grand Am custom wheel covers (A, far left) in a body accent color (standard on LE).

Available Grand Am wheels include the 13" sport tech cast aluminum (A, center) and the 14" hi-tech turbo cast aluminum (A, right). The Grand Am trunk area (B) features 13.0 cu. ft. of usable luggage space. Grand Am's standard 2.5 liter 4-cylinder engine (C) features electronic fuel injection for smooth, responsive power.

**Flat-out fun to drive,
this Pontiac does it all.**

PONTIAC FIERO GT



Just one year ago, Pontiac stunned the automotive world with one of the most innovative new cars in years—the mid-engine Pontiac Fiero. And from day one, Fiero was a sensation with car enthusiasts and car critics alike. Now, Pontiac does it again.

Introducing the exciting Fiero GT.* Its slippery aero nose, special ground effect side skirts and available aerodynamic rear wing spoiler are all derived from the fabulous 1984 Indianapolis 500 "Indy Fiero" pace car.

Propelling this superb shape is a mid-mounted 2.8 liter V-6 engine with multi-port fuel injection. Its throaty growl is trumpeted through dual outlet twin exhausts. Its imposing power is transmitted to the road through a rugged 4-speed manual gearbox (a 3-speed automatic is available).

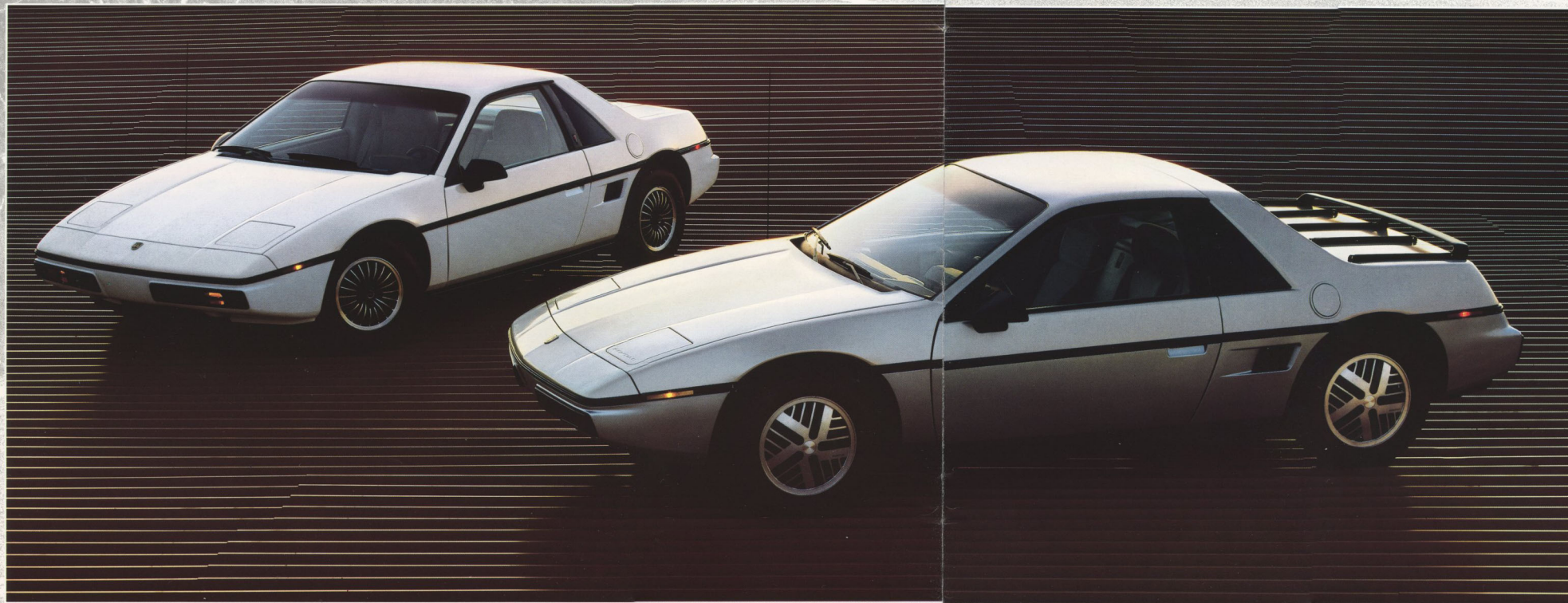
But Fiero GT's performance goes beyond straight line stuff. When the road takes an interesting twist, Fiero GT responds with quick-ratio rack and pinion steering. Fully independent suspension. And a WS6 performance package that includes specially tuned shocks and springs, and P215/60R14 Goodyear Eagle GT radials mounted on 14" hi-tech cast aluminum wheels for responsive cornering.

Fiero GT. A proud new addition to the ranks of world-class sports cars, only from Pontiac.

*The 1985 Fiero and Fiero GT will be available in January. See your dealer for ordering information.

**America's first and only
mid-engine production car.**

PONTIAC FIERO



Sports car, personal car, practical car. Call it what you will, Fiero has one endearing characteristic that transcends labels: It's just flat-out fun to drive. And for 1985, Pontiac has injected Fiero Sport Coupe (in white) and Fiero SE Coupe (in new light gray metallic) with even more fun and excitement.

An improved 2.5 liter 4-cylinder engine powers Fiero for '85. This spirited powerplant features swirl-port combustion chambers, electronic fuel injection and new roller valve lifters for smooth, willing response. This year, a new 5-speed gearbox is standard.

Or, you can choose Fiero Sport Coupe's or SE's newly available prime mover: a 2.8 liter V-6 coupled to a smooth shifting 4-speed manual gearbox. A 3-speed automatic is also available with both engines.

Of course, all Fiero models start out with fully independent suspension and 4-wheel disc brakes. But if you order Fiero SE, you also get Pontiac's legendary Y99 Rally Tuned suspension including Goodyear Eagle GT radials and 14" hi-tech cast aluminum wheels. Or specify the available 13" turbo-finned cast aluminum wheels on the Fiero Sport Coupe. And for even more fun you can order the available luggage rack and removable sunroof.

A most rewarding driving environment is standard on every Fiero.



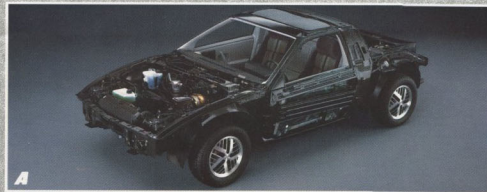
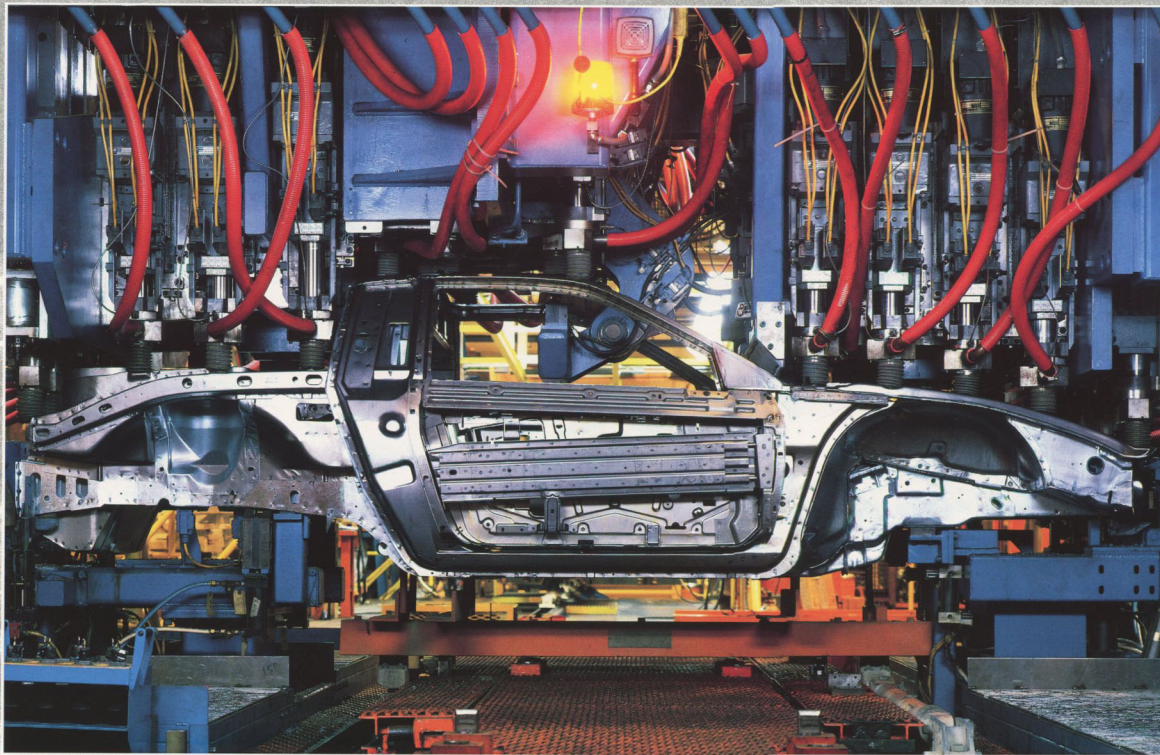
The relationship between car and driver is a vital concern at Pontiac. That's why you'll find Fiero's interior environment a most rewarding place to enjoy driving (Fiero SE Coupe interior shown).

The standard instrumentation is both logical and complete. A freestanding pod contains an electric speedometer, fuel, temperature and oil pressure gauges plus a 6000 RPM tachometer (A). A full-length console houses Fiero's new standard 5-speed shifter (2.5 liter engine only) (B) and the controls for available power windows and side mirrors.

Fiero's bucket seats are anatomically contoured and feature built-in lateral restraints. Order a Fiero GT or any of the available Delco-GM music systems listed on Page 59, and stereo speakers come built into the seat headrest (C).

And, there's a host of other Fiero options you can order including rear window defogger, tilt steering wheel (standard on Fiero GT), improved cruise control and the exciting new 2.8 liter V-6 engine (D) (standard on Fiero GT, not available on Fiero).

A manufacturing process like none other in the world.



Perhaps no car in the world deserves to be called "one of a kind" more than Pontiac Fiero. Its engine is mounted behind the driver for superb weight distribution and balance. Its race car derived "space frame" design gives Fiero structural strength without excess weight. And the process that transforms these basic components into a functioning automobile is like none other in the world.

After fabrication, the space frame is precisely located in a specially designed "mill and drill" machine (far left). Then, 39 pads are "milled" down to the correct height and "drilled" to accept fasteners that will hold the outside body panels squarely in place.

Next, all mechanical components are assembled to the space frame to form a "drivable chassis" (A). This means that each new Fiero is quality tested and fully operational before interior trim and exterior body panels are installed (B).

Fiero's Enduraflex™ body panels are in themselves unique. They actually resist dents (C & D), and they will never rust!

The most serious piece of machinery we put on the road.



PONTIAC FIREBIRD TRANS AM



The shape is lean, low and wicked. Undeniably aerodynamic. Instantly recognizable. It's Trans Am for 1985, the most serious machine we offer today's driving enthusiast.

Trans Am features new wind-cheating surface detailing in the front and rear, with aero-tuned rocker and quarter panel extensions. A new hood with louvers and air extractors. Built-in fog lamps. And smooth contoured tail lamps. All standard. A new aero wing spoiler (shown) will also be available.

Trans Am is equipped with a big 5.0 liter 4-bbl. V-8 engine with cold air induction, electronic spark control and free-breathing exhaust. A crisp 5-speed manual gearbox. And the very competent Y99 suspension that includes large (32mm front/23mm rear) stabilizers, 15" Goodyear Eagle GTs and modified MacPherson front struts.

Or, order the available WS6 special performance package for the ultimate Trans Am experience. It includes gas pressurized shocks, 16" x 8" hi-tech wheels with P245/50VR16 tires* (shown), larger (34mm front/25mm rear) stabilizers, 4-wheel disc brakes and quick-ratio power steering. This combination has achieved in excess of .92g in Pontiac engineering tests.

Match all this with Trans Am's newly available 5.0 liter High Output V-8 engine with tuned-port fuel injection (requires available automatic transmission), and your command of the road will be unrivalled.

*CAUTION: For use with tire chains, see Owner's Manual.

PONTIAC FIREBIRD

**Sophisticated engineering,
aerodynamic styling and
performance in the Firebird
tradition.**



The 1985 Firebird SE makes a striking automotive statement. Its sleek lines put it on the leading edge of aerodynamic science. But look beyond its stunning appearance, and you'll discover the true Firebird engineering that makes SE such a capable road car as well.

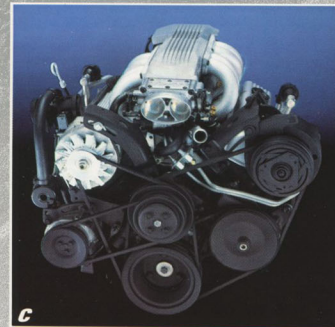
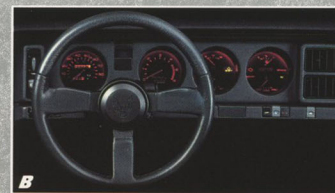
Start with the 2.8 liter V-6 engine beneath its louvered hood. It has advanced multi-port fuel injection for razor-sharp response and power. A standard 5-speed manual gearbox. And a suspension system that includes front and rear stabilizers, MacPherson front struts and a torque arm/track bar rear design for impressive roadability and response.

Or, if you choose, order the available Y99 Rally Tuned suspension. Its combination of quick-ratio power steering, large front and rear stabilizers, the available required P215/65R15 tires and 15" wheels help give you an even greater degree of response and road feel.

Firebird for 1985 is vivid evidence of Pontiac's commitment to value and performance. Its gleaming exterior is highlighted by retractable halogen headlamps, and such available features as diamond spoke wheels, rear deck spoiler and distinctive two-tone paint (shown).

A responsive 2.5 liter 4-cylinder engine with roller valve lifters, swirl-port combustion chambers and electronic fuel injection is standard. As is a 5-speed manual gearbox. You can also order the available 4-speed automatic.

An ergonomically designed driving environment that's pure Firebird.



The science of relating people to the machines they use is called ergonomics, and it takes on special importance when applied to the inside of an automobile. This science is studied and applied in the design of Pontiac interiors, carefully developing controls, seating and lines of sight to ensure driver involvement and comfort.

The available Firebird interior (far left) is a prime example. The articulated reclining front seats feature six areas of adjustment including lumbar support.

The standard floor console (A) provides storage space and places switches for available power windows and mirrors within easy reach. And to help you keep in touch with your Firebird's vital functions, there's a full set of gauges including tachometer (B) (available on Firebird). Trans Am's available 5.0 liter V-8 engine with tuned-port fuel injection produces 210 horsepower @ 4400 RPM (C).

There's also an overhead console (D) that includes a reading lamp, flashlight and handy storage pocket. It's standard on SE and available on Firebird and Trans Am.

America's performance sedan gets even better.



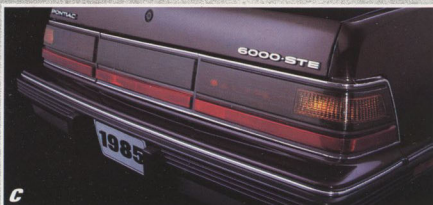
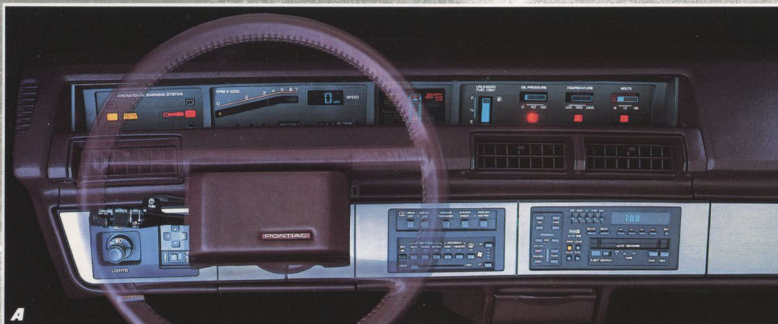
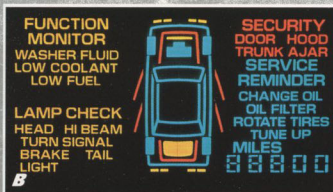
PONTIAC 6000 STE

Pontiac knows that serious drivers judge an automobile by their own individual standards. So it's rare when one car receives virtually unanimous acclaim. Since its debut in 1983, the Special Touring Edition of the Pontiac 6000 has earned the title "America's performance sedan."

For 1985, Pontiac 6000 STE strengthens its position with the addition of multi-port fuel injection to its 2.8 liter V-6 engine. This exceptionally smooth and responsive powerplant is mated to a specially developed STE suspension that includes firmer effort power rack and pinion steering, front and rear stabilizers, and P195/70R14 Goodyear Eagle GT tires. You also get a 3-speed automatic transmission, front-wheel drive, power 4-wheel disc brakes and advanced Electronic Ride Control (E.R.C.). It all combines to deliver outstanding power, roadability and response.

6000 STE displays a sophisticated yet aggressive appearance. New front and rear fascias grace an exterior that also features striking tone-on-tone paint, blacked-out trim, ventilated cast aluminum wheels with wheel locks, dual stainless steel exhaust outlets, the distinctive four halogen headlamps with two inboard driving lamps, front air dam and full-width neutral density tail lamps.

A driving environment that's an exacting blend of form and function.



The interior of the 6000 STE (far left) is an exacting blend of form and function. The fully reclining 45/45 front seats are available with eight-way power adjustment. They're contoured specifically to provide firm support yet remain quite comfortable. The leather-wrapped four-spoke tilt steering wheel and shift knob provide a comfortable, sure grip.

The STE's electronic instrumentation features a digital speedometer and analog tachometer (A). The Driver Information Center (B) provides detailed readings of the inner workings of the car; mechanical functions, fluid levels and maintenance intervals are all graphically monitored.

The 6000 STE's new 2.8 liter V-6 engine with multi-port fuel injection is designed for quick response. New for the STE in 1985 are the full-width, neutral density tail lamps (C).

The STE's standard accessory kit (D) includes a 12v spotlight, light sticks, first aid kit, raincoat and inflator hose.

**An emphasis on road worthiness
with outstanding response.**



PONTIAC 6000

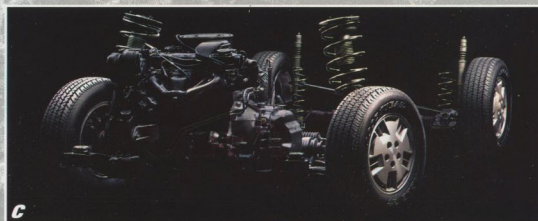
The Pontiac 6000 and 6000 LE take dramatic advantage of aerodynamic research to reduce wind noise and drag while increasing stability. And for 1985, the sweeping angles and smooth, rounded edges that mark every Pontiac 6000 are complemented by sleek new front and rear fascias and a purposeful new grille.

Yet Pontiac 6000 places an emphasis on road worthiness that goes far beyond cosmetics. It features a responsive combination of standard front-wheel drive, power rack and pinion steering, MacPherson strut front suspension, power front disc brakes, and front and rear stabilizer bars. Matched with its standard 2.5 liter 4-cylinder engine with roller valve lifters, swirl-port combustion chambers and electronic fuel injection, Pontiac 6000 can offer you outstanding over-the-road performance.

Or if you choose, you can increase the driving performance and roadability of your Pontiac 6000 by ordering the available Y99 Rally Tuned suspension which includes a special ride and handling package, front stabilizer bar, and firmer effort power steering (available P195/70R14 tires required).

Two newly available options for '85 include a 4-speed automatic transmission with overdrive feature for quieter highway operation, and a highly responsive 2.8 liter V-6 engine with multi-port fuel injection.

*Its capacity for carrying
is only exceeded by its
capability for excitement.*



Pontiac extends its commitment to driving excitement in 1985 to the beautiful new 6000 LE Wagon (far left). It boasts the same capable engineering as our other 6000s yet has room for up to eight adults with its available rear facing seat or over 74 cubic feet of cargo space. You can order an available 2.8 liter 2 bbl. V-6 engine or 4.3 liter V-6 diesel. Or, you can get the new, available 2.8 liter V-6 engine with multi-port fuel injection.

The 6000 LE interior is designed for comfort and function. You can order the newly available electronic instrument panel (A) that includes a tachometer, odometer and full set of gages (not available with diesel engine). The available 45/45 front seats with optional console (B) are body-contoured for firm support.

The Y99 Rally Tuned suspension (C—available on select models) gives your 6000 the ability to handle curves and straightaways with equal agility.

PONTIAC SUNBIRD S/E TURBO

Out to set a new world's record for fun!



Last year, some of America's most critical automotive journalists put the Pontiac Sunbird S/E Turbo through rigorous testing procedures and serious technical analysis. Their general consensus? Sunbird Turbo is a kick!

Now, Sunbird is back with further proof that as turbos go, it's not only one of the world's most advanced but also one of the most fun.

Buckle yourself into Sunbird S/E Turbo (hatchback and sedan shown). Slip its new soft black shifter into the first of four gears with the help of its improved self-adjusting hydraulic clutch. Then put your best foot forward and feel the urge of S/E's standard 1.8 liter, overhead cam engine as it delivers 150 turbocharged horsepower @ 5,600 RPM.

You won't shy away from challenging curves with Sunbird S/E Turbo's WS6 performance handling package as standard equipment. You get special front and rear springs and shocks, power steering, 14" hi-tech cast aluminum wheels, and Good-year Eagle GT radials (shown) for quick response and impressive roadability.

All these standard features add up to high-spirited Pontiac driving excitement: Sunbird S/E Turbo.

PONTIAC SUNBIRD

Who says turbos have all the fun?



While a lot of car companies churn out boring practical cars, Pontiac takes time to inject enthusiastic performance and exceptional styling into every practical Sunbird.

Sunbird's standard features speak for themselves: 1.8 liter, overhead cam, 4-cylinder engine with electronic fuel injection for smooth, responsive performance. Five-speed manual gearbox. Rack and pinion steering. Front-wheel drive. Plus, all-season radials.

If you want a little more out of your Sunbird, you can order the LE Sedan. It features high contour front bucket seats, handsomely detailed interior trim, and an acoustics package that helps insulate you from city and highway noise.

While Sunbird Wagon may appear to be your most practical choice, its main purpose is fun! Fold down the rear seat for beach gear or lots of luggage. Standard side window defoggers, plush cut-pile carpeting, and available dual front and rear speakers make Sunbird Wagon even more fun.

Why not push Sunbird excitement all the way? Order the available Y99 Rally Tuned suspension (on Sunbird and LE). Or better yet, get the optional turbo performance package (not available on wagons).

Open one up and pour on the fun!



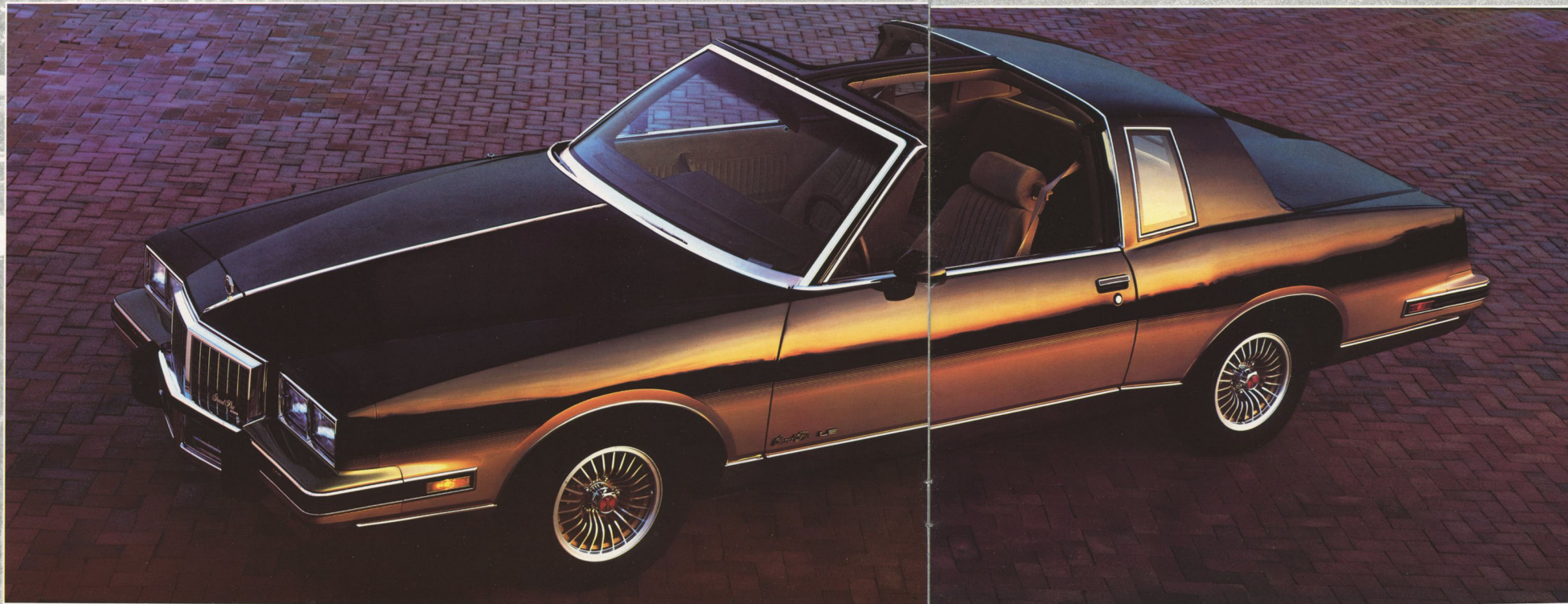
If you worship the sun as much as the road, get ready for a double dose of excitement. Pontiac Sunbird LE Convertible (far left).

Distinctive wide body side moldings, Soft Ray tinted glass, and your choice of camel, white or black convertible tops make Sunbird LE Convertible a great-looking road companion. Power windows and power steering are also standard. As is that outstanding Pontiac roadability. Rain or shine.

Sunbird S/E's standard instrumentation puts tachometer, trip odometer and turbo boost gage in clear view (A). S/E and LE feature new fully reclining front bucket seats with improved lumbar support and contoured headrests (B). A front console armrest is standard on Sunbird S/E. With Sunbird's Turbo option you get a 1.8 liter, overhead cam, turbocharged 4-cylinder engine with multi-port fuel injection (C) and of course, distinctive rear turbo identification (D).

PONTIAC GRAND PRIX

Luxury and style that's
unmistakably Pontiac.



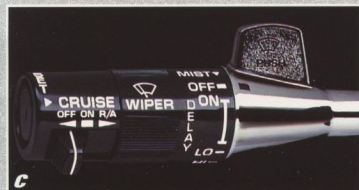
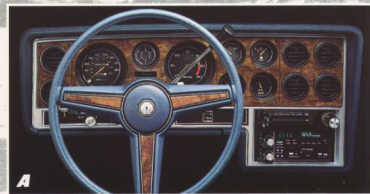
The 1985 Grand Prix continues to be one of the premier personal luxury cars available in America today. It brings to the road a certain flair, a definitive style that's unmistakably Pontiac. Its sleek lines and bright accents invite longing glances, while its handsomely tailored interior harbors you in a private world of elegance.

Power steering, power brakes, automatic transmission, full coil suspension, custom wheel covers, electric clock, deluxe cushion steering wheel and a responsive V-6 engine are all standard equipment.

Or, choose from a wide range of additional equipment and available decor options, and make your Grand Prix a luxury car that is truly personal.

If you like an even sportier touch, Grand Prix LE is for you. Twin sport mirrors and an exclusive bright trim package accent the exterior, while luxury door trim panels, notchback seats and a four-spoke sport steering wheel put the final touches on the interior. Add such available features as turbo-finned aluminum wheels, hatch roof, special two-tone paint with sport striping (shown), Rally Tuned suspension and a 5.0 liter V-8 engine with Rally instrumentation, and your Grand Prix LE becomes a driver's car for the enthusiast in you!

Uncommon luxury with a taste for the open road.



The Pontiac Grand Prix Brougham (far left) combines uncommon luxury with a taste for the open road. Such luxuries as power windows, luxury cushion steering wheel, 55/45 split seat with center arm support and door-mounted courtesy lamps are all standard equipment. Its deep carpeting is an elegant Brougham feature.

A full line of available options includes a power glass sunroof with manual sliding sunshade, the Brougham Landau option including padded landau top with opera lamps, formal windows and more, and a long list of radios including the Delco-GM ETR AM stereo/FM stereo with seek and scan, cassette with search and replay, auto reverse, graphic equalizer, and clock (requires optional instrumentation).

Grand Prix's available Rally instrumentation gives you vital information at a glance (A). 55/45 notchback seating is available on Grand Prix and LE. Exclusive textured seating (B) is standard on Brougham. Grand Prix's optional tri-mode cruise control has tap-up/tap-down, resume and accelerate features (C). Fine detailing adds to Grand Prix's beauty (D).

PONTIAC BONNEVILLE

Contemporary styling
with traditional luxury.



The Bonneville is a contemporary automobile with a long tradition of luxury. From the very moment you see it, its graceful lines and smartly detailed exterior say "elegance." It's classic. It's tasteful. It's a statement of premium value.

Inside, Bonneville's tradition of luxury continues. The finely appointed interior has ample room for six and is wrapped in acoustical insulation to help buffer you from the outside world. Standard features include a softly padded notchback seat with fold-down center armrest, a deluxe cushion steering wheel and simulated teakwood grain instrument panel trim.

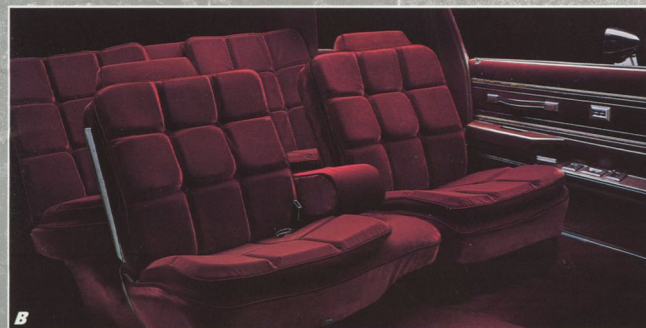
Bonneville Brougham (left) is built for those who expect that added touch of grace. Opera lamps set the mood as the available Cordova top tastefully accents the roofline (shown). Inside, Brougham pampers you in the comfort of such standard features as plush carpeting and a deeply contoured 55/45 split seat with center arm support.

Slide behind the wheel and admire the fine detailing of the interior cabin. Next, chimes, not buzzers, momentarily remind you to buckle up. Then, start the engine and get ready to experience Bonneville Brougham!

**Four-door luxury with
definitive Pontiac flair.**



A



B



C



D

If you're looking for four-door luxury with definitive Pontiac flair, the Bonneville LE (far left) is for you! Sharp. Sporty. But still long on luxury.

Drop it in drive and feel the power of its standard 3.8 liter V-6 engine or the added responsive power of the available 5.0 liter V-8. Sense the stability of the full coil suspension as it keeps a firm, yet comfortable, grip on the road.

Add such available features as full instrument gages including tachometer, limited slip differential, performance axle and turbo-finned aluminum wheels, and your Bonneville LE becomes a luxury car that's ready for the open road!

Bonneville LE's instrument panel keeps you well-informed at a glance (A). Bonneville Brougham's 55/45 split seat allows individual adjustments for driver and passenger (B). These padded and bolstered seats (C) are standard on Bonneville LE (shown with available leather inserts). Bonneville's standard luxury seating features a rich, ripple cloth pattern (D).

PONTIAC PARISIENNE

**Distinctive, full-size luxury
from Pontiac.**



If you want the comfort of the traditional, full-size automobile, meet Parisienne. Here is luxury and elegance that glides down open roads and smooths out city streets while comfortably seating six adults.

Outside, Parisienne is distinctive, well-styled and tastefully appointed from its sunburst hood ornament to its skirted rear wheel openings.

Inside, it is spacious, quiet and richly detailed. Add to this its 20.9 cubic feet of luggage space and a wide range of standard features, and you've got everything you'd expect in a full-size luxury car.

But don't let its good looks fool you! With its full coil suspension and standard responsive 4.3 liter V-6 with electronic fuel injection or your choice of an optional gasoline or diesel V-8 engine, Parisienne is built to travel the road... gracefully.

For the ultimate in Pontiac luxury, drive Parisienne Brougham. As you open the door, courtesy lighting gently illuminates the finely crafted interior and safely guides your entrance. Slide behind the wheel and relax in the deeply padded contours of its standard 55/45 split seat with center arm support and reclining passenger backrest. The Parisienne Brougham is more than a quality luxury automobile. It's a truly pleasurable experience!

**Comfort, style and luxury
in a full-size wagon.**



The 1985 Parisienne Wagon (far left) is a blend of luxury and function. Not only can it carry eight adults in total comfort and style, but fold down the back seats and it becomes a workhorse with a 4' wide cargo floor—enough to accommodate a family-size load of luggage on your next vacation.

Parisienne's available instrumentation (A) gives an easy view of all monitored functions, keeping you well-informed. The luxurious padded seating of the Parisienne Brougham (B) makes driving a relaxing and enjoyable experience. For extra convenience, order available power windows and door locks (C). One option you'll want to consider on your new Parisienne is our tri-mode cruise control (D). It puts cruising speed adjustments at the tip of your finger.

PONTIAC 1000

Practical driving fun
from Pontiac!



Whether Pontiac 1000 is your first experience with Pontiac or another in a long line, you're in for an exciting, practical car driven by Pontiac's passion for the road!

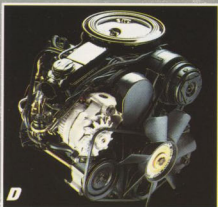
The Pontiac 1000 three-door or five-door hatchback offers you a 1.6 liter overhead cam, 4-cylinder engine with a 4-speed manual gearbox. Rack and pinion steering. And full coil suspension, all standard. You can choose from an available 5-speed manual or 3-speed automatic, as well.

Since you'll be spending a lot of time on the road, you'll want to outfit your Pontiac 1000 with special handling capabilities. Its available sport package (shown) includes a 25mm front stabilizer bar, rear stabilizer bar, tuned shock absorbers and cast aluminum wheels (steel-belted black-wall radials required at extra cost).

Your Pontiac 1000 will be the best-dressed in town with available sport package accents like dual black sport mirrors, racy sport stripes and Formula steering wheel (shown). Or, make the most of your 1000 with an available sunroof or handy luggage rack.

Now you've got a 1000 that looks, handles and performs with true Pontiac flair.


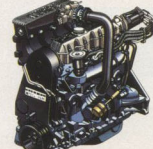
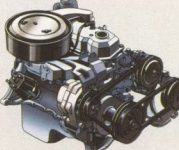
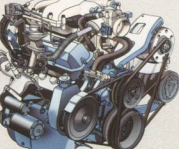
**The inside story on
Pontiac 1000 fun.**



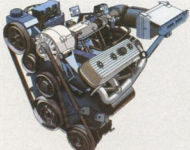
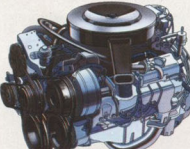
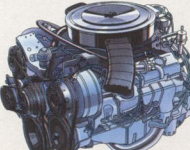
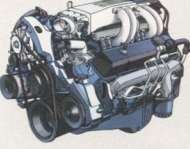
Pontiac 1000's standard instrument panel features informative gauges and easy-access controls (A). A 5-speed manual gearbox (B), available on both three- and five-door hatchbacks. 1000's fully reclining front bucket seats (C) come in standard vinyl or available custom cloth. There's also a handy map pocket molded into its passenger-side door. Best of all, your Pontiac 1000's 1.6 liter overhead cam engine is a responsive performer (D).

PONTIAC POWER FOR 1985

From the 1.6 liter Pontiac 1000 to the 5.0 liter High Output Firebird Trans Am, the 1985 Pontiacs are equipped with engines that deliver excellent performance and drivability. The following is a partial listing of the 1985 Pontiac engine/drivetrain combinations.





SPECIFICATIONS	ORDERING CODE	MODEL(S)	STD. TRANSMISSION	OVERALL TOP GEAR RATIO
 1.8 liter overhead cam (OHC) 4-cylinder engine with electronic fuel injection Horsepower: 84 @ 5200 RPM Torque: 98 lbs.-ft. @ 2800 RPM Compression ratio: 9.0:1 Bore x stroke: 3.34 x 3.13 Cylinder block: Cast iron Cylinder head: Aluminum Intake manifold: Aluminum Crankshaft: Nodular cast iron Exhaust manifold: Cast iron Exhaust system: Single, with catalytic converter	LH8	Sunbird	5-speed manual	2.55
 1.8 liter overhead cam turbocharged 4-cylinder engine with multi-port fuel injection Horsepower: 150 @ 5600 RPM Torque: 150 lbs.-ft. @ 2800 RPM Compression ratio: 8.0:1 Bore x stroke: 3.34 x 3.13 Cylinder block: Cast iron Cylinder head: Aluminum Intake manifold: One piece aluminum/tuned runner Crankshaft: Nodular cast iron Exhaust manifold: Stainless steel Exhaust system: Single, with catalytic converter Turbocharger: AiResearch T2 *N.A. on Sunbird wagon.	LA5 LA5	Sunbird (Opt.) [*] Sunbird S/E	4-speed manual 4-speed manual	3.32 3.32
 2.5 liter 4-cylinder engine with electronic fuel injection Horsepower: (LQ9) 88 @ 4400 RPM* (LR8+L68) 92 @ 4400 RPM* Torque: (LQ9) 132 lbs.-ft. @ 2800 RPM* (LR8+L68) 134 lbs.-ft. @ 2800 RPM* Compression ratio: 9.0:1 Bore x stroke: 4.00 x 3.00 Cylinder block and head: Cast iron Cylinder head: Swirl-port Intake manifold: Aluminum Crankshaft: Nodular cast iron Exhaust manifold: Stainless steel Exhaust system: Single, with catalytic converter *See your dealer for specific model horsepower and torque specifications.	LR8 LQ9 L68 LR8	Fiero Firebird Grand Am 6000	5-speed manual 5-speed manual 5-speed manual 3-speed automatic	2.48 3.42 2.48 2.39
 2.8 liter V-6 engine with multi-port fuel injection Horsepower: 125 to 140* Torque: 155 to 170 lbs.-ft.* Compression ratio: 8.46:1 to 8.9:1* Bore x stroke: 3.50 x 2.99 Cylinder block and head: Cast iron Intake manifold: Aluminum Crankshaft: Nodular cast iron Exhaust manifold: Cast iron Exhaust system: Single, with catalytic converter *See your dealer for specific model horsepower, torque and compression specifications.	L44 L44 LB6 LB6 LB8 LB8	Fiero Sport Coupe/SE (Opt.) Fiero GT 6000 STE 6000 (Opt.) Firebird (Opt.) Firebird SE	4-speed manual 4-speed manual 3-speed automatic 3-speed automatic 5-speed manual 5-speed manual	2.96 2.96 3.18 2.84 2.67 2.67

PONTIAC POWER FOR 1985

	SPECIFICATIONS	ORDERING CODE	MODEL(S)	STD. TRANSMISSION	OVERALL TOP GEAR RATIO
	Horsepower: 125 @ 4900 RPM Torque: 150 lbs.-ft. @ 2400 RPM Compression ratio: 9.0:1 Bore x stroke: 3.8 x 2.66 Cylinder block and head: Cast iron Intake manifold: Aluminum Crankshaft: Nodular cast iron Exhaust manifold: Stainless steel Exhaust system: Single, with catalytic converter	LN7	Grand Am (Opt.)	3-speed automatic	2.84
3.0 liter V-6 engine with multi-port fuel injection					
	Horsepower: 150 to 170* Torque: 235 to 250 lbs.-ft.* Compression ratio: 8.6:1 Bore x stroke: 3.74 x 3.48 Cylinder block and head: Cast iron Intake manifold: Aluminum Crankshaft: Nodular cast iron Exhaust manifold: Cast iron Exhaust system: Single, with catalytic converter	LG4	Trans Am	5-speed manual	2.06
		LG4	Firebird SE (Opt.)	5-speed manual	2.06
		LG4	Parisienne (Wagon)	4-speed automatic	2.73
		LG4	Bonneville (Opt.)	3-speed automatic	2.29
		LG4	Grand Prix (Opt.)	3-speed automatic	2.29
5.0 liter V-8 engine with 4-bbl.	*See your dealer for specific model horsepower and torque specifications.				
	Horsepower: 190 @ 4800 RPM Torque: 240 lbs.-ft. @ 3200 RPM Compression ratio: 9.5:1 Bore x stroke: 3.74 x 3.48 Cylinder block and head: Cast iron Intake manifold: Aluminum Crankshaft: Nodular cast iron Exhaust manifold: Cast iron Exhaust system: Single, with catalytic converter	L69	Trans Am (Opt.)	5-speed manual	2.33
5.0 liter High Output V-8 engine with 4-bbl.					
	Horsepower: 210 @ 4400 RPM Torque: 270 lbs.-ft. @ 3200 RPM Compression ratio: 9.5:1 Bore x stroke: 3.74 x 3.48 Cylinder block and head: Cast iron Intake manifold: Aluminum Crankshaft: Nodular cast iron Exhaust manifold: Cast iron Exhaust system: Single, with catalytic converter	LB9	Trans Am (Opt.)	4-speed automatic	2.29
5.0 liter High Output V-8 engine with tuned-port fuel injection					

PONTIAC SOUND SYSTEMS FOR 1985

Pontiac offers one of the most complete lines of available radio/sound systems in the industry today with everything from graphic equalizers to new AM stereo. So whether your taste is classic Mozart or Daryl Hall & John Oates, Pontiac has a sound system to fit your needs. The following is a partial listing of the fine Delco-GM radio receivers you can order.

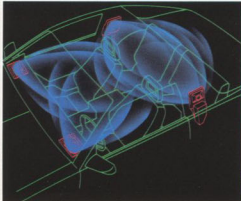
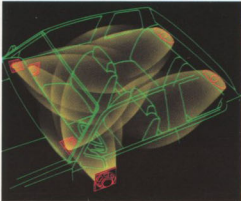
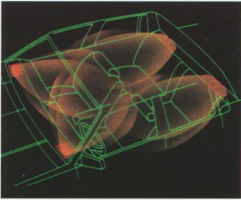
	SPECIFICATIONS	ORDERING CODE	SPECIAL FEATURES	AVAILABILITY
	<ul style="list-style-type: none"> Hi-tech look with soft-touch tuning and volume control knobs Electronic clock Digital radio/clock display Eight pre-set stations (4 AM, 4 FM) Separate volume, tuning, fader (front to back) and balance controls 	UL1	"ETR" stands for Electronically Tuned Receiver. That means tuning is all electronic and far more accurate than ordinary mechanically tuned radios. Stations are precisely locked in and continuously "fine tuned" by advanced microprocessor controlled circuitry. The UL1 receiver also features a digital clock that's quartz crystal controlled for greater accuracy. Just touch a button, and either time or station frequency is displayed on the receiver's digital readout.	All models except Pontiac 1000, Grand Prix and Bonneville.
ETR™ AM/FM Stereo with Clock				
	<ul style="list-style-type: none"> Eight pre-set stations (4 AM, 4 FM) Separate volume, tuning, fader and balance controls Digital radio/clock display Dynamic Noise Reduction (DNR™) circuitry Auto reverse/auto rewind cassette deck Illuminated backlit controls 	UM6	"Seek and Scan" makes for great listening on long trips. If the station you're tuned to fades out or becomes noisy, the Delco-GM UM6 seeks out the next strong signal and locks it in automatically. Choose the "scan" mode, and the receiver gives you a short sample of each station's programming so you can select the best sounds around. Or plug in your favorite cassette, and the auto reverse cassette deck plays both sides without the need to turn over the tape.	All models except Pontiac 1000, Grand Prix and Bonneville. Similar model without clock (UK5) available on Grand Prix and Bonneville.
AM/FM Stereo with Seek-Scan, Auto Reverse Cassette and Digital Clock				
	<ul style="list-style-type: none"> Eight pre-set stations (4 AM, 4 FM) Dynamic Noise Reduction (DNR™) circuitry Digital radio/clock display AM stereo capability Metal tape (CrO₂) equalization switch Auto reverse cassette deck with search and replay feature Five-band graphic equalizer 	LX1	Now many AM radio stations are able to broadcast in stereo just as their FM counterparts do. And for 1985, the Delco-GM LX1 receiver brings this exciting new kind of stereo to selected Pontiac models. Just tune to any station using the new C-Quam™ AM stereo broadcast system, and you're ready to enjoy great sound. The LX1 receiver also offers a superb stereo cassette player with a "search-replay" feature that allows you to repeat a song you like or skip one you don't.	All models except Pontiac 1000 and Sunbird. Requires available Rally cluster on Bonneville and Grand Prix.
AM Stereo/FM Stereo with Seek-Scan, Search-Reply, Auto Reverse Cassette, Graphic Equalizer and Clock				
	<ul style="list-style-type: none"> Touch-control volume, tuning, fader and balance controls with LED indicators Dynamic Noise Reduction (DNR™) circuitry Auto reverse cassette deck with search and replay feature AM stereo capability Metal tape (CrO₂) equalization switch Five-band graphic equalizer 	UT4	With the Delco-GM UT4 "Touch Control" receiver you don't spend your time twisting knobs to get great sound. Just touch a button and the UT4 is tuned in. Touch again and you've adjusted the volume. Then with a few taps of the "balance" and "fader" buttons you're all set for your favorite car tunes. The UT4 also gives you new C-Quam™ AM stereo plus a five-band graphic equalizer that lets you adjust the receiver's bass, mid-range and treble frequency response to suit your own tastes.	All models except Pontiac 1000, Grand Prix, Bonneville and Parisienne. Standard on Pontiac 6000 STE.
Touch-Control™ ETR™ AM Stereo/FM Stereo with Seek-Scan, Search-Reply, Auto Reverse Cassette, Graphic Equalizer and Clock				

*DNR is a trademark of National Semiconductor Corporation

†C-Quam is a registered trademark of Motorola, Inc.

PONTIAC PERFORMANCE SOUND SYSTEMS

Pontiac audio engineers, working with GM-DeLco Electronics Division, have developed three specific performance sound systems. These premium sound systems are carefully "tuned" to the listening environment of each car model for optimum sound performance.

SPECIFICATIONS	ORDERING CODE	SPECIAL FEATURES	AVAILABILITY
 <ul style="list-style-type: none"> • Two 4" X 6" coaxial front-mounted speakers • Two 4" X 6" coaxial speakers and two 5 1/4" subwoofer speakers housed in rear-mounted "tuned port" enclosures • Separate power amplifier to drive subwoofers • Separate on/off subwoofer switch with gain control 	UQ7	The subwoofer speaker systems included with Firebird Performance Sound are truly special. You get two 4" X 6" coaxial speakers and two 5 1/4" low frequency (subwoofer) speakers mounted in a pair of "tuned port" enclosures. The tuned port principle has been used for years in expensive home stereo systems because of its superior ability to reproduce full, rich bass tones. And to help compensate for the ear's reduced sensitivity to low frequency sound, Firebird's subwoofers have their own power amplifier for bass you can really hear.	All Firebird models with available UJ9, UL1, UM6, UX1 or UT4 radios.
 <ul style="list-style-type: none"> • Two 4" extended range front-mounted speakers • Two 6" X 9" coaxial rear-mounted speakers • Two 5 1/4" coaxial door-mounted speakers with separate power amplifier • Separate on/off switch for door mounted speakers 	UW4	The speakers that produce the grand sound in the new Grand Am Performance Sound System aren't the kind you usually find attached to a car radio. Each of Grand Am's speakers features a large, pliable cone to reproduce bass and low mid-range frequencies. Mounted in the center of these larger speakers are smaller "tweeter" speakers to more faithfully reproduce mid-range and treble frequencies. You'll find premium "coaxial" speakers in all Pontiac Performance Sound Systems.	All Grand Am models with available UJ9, UL1, UM6, UX1 or UT4 radios.
 <ul style="list-style-type: none"> • New "Touch Control" ETR™ AM Stereo/FM Stereo Cassette Receiver • Two 4" X 6" coaxial front-mounted speakers • Two 6" X 9" coaxial rear-mounted speakers 	STE	One of the best things about this Pontiac Performance Sound System is that it comes standard on Pontiac 6000 STE. And because STE is a very special car, a very special radio is part of the system. The new Delco-GM "Touch Control" ETR AM Stereo/FM Stereo cassette receiver. See the previous page for more details.	Standard on Pontiac 6000 STE.

PONTIAC CUSTOMER SATISFACTION FOR 1985

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.

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 salesperson as the vehicle is being "prepped" for delivery. And finally by you—the customer—during a test drive with the salesperson. Then, when your new Pontiac has passed all these inspections the salesperson will turn the keys over to you.

STAT Customer satisfaction doesn't end in the show-rooms. 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.

GMPP Of course, every new Pontiac comes with a comprehensive GM New Vehicle Limited Warranty. But if you want

additional coverage, the GM 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 and 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 visit. And it's transferable.



Jack Nicklaus, spokesman, Pontiac Customer Satisfaction

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 GM New Vehicle Limited Warranty or the Protection Plan. Anyone who signs up for the GM Protection Plan can also apply for a GM Protection Card. The card can provide a credit line which allows you to finance the cost of the Plan, and provides an additional credit line of \$500 to purchase services, parts and accessories for your covered vehicle at any participating GM dealership.

But the benefits don't end there. Cardholders will also receive from GM, at no additional charge, a 12-month Transportation Benefits Package which provides trip interruption coverage, trip routing, special rates on car rentals, and discounts on hotel and motel accommodations.

See your Pontiac dealer for complete details. (Available in United States and Canada only.)

FIELD GT

1985

PONTIAC  **WE BUILD EXCITEMENT**