



for 1971
...Pure Pontiac!

1971's MOST COMPLETE LINEUP OF AUTOMOBILES



This booklet will help fill you in on some of the more important new and outstanding features Pontiac has to offer. Standard equipment and safety feature listings are on the back cover.

NOTE: The Firebird, LeMans, LeMans Sport, GTO, Catalina, Bonneville and Grand Prix Series and Model Lineup remain unchanged.

- Here's What's New:
- The T-37 is a new *Series*
 - A new Catalina Brougham Series has been added
 - A new 3-seat LeMans Station Wagon has been added
 - Full-size Station Wagons are new Safaris and Grand Safaris
 - The Grand Ville, a complete new luxury series, has been added.

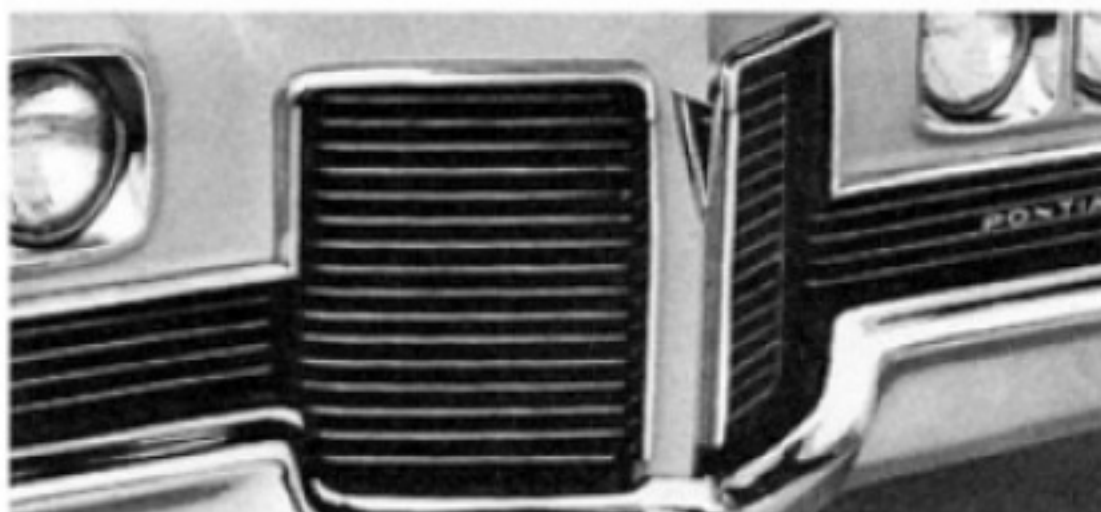
Gross horsepower and Net horsepower. You will see and hear these terms a lot in 1971. Here's what they mean:

Gross horsepower/torque figures represent maximum output of the bare engine **without** fan, air cleaner or exhaust system **before** the engine is installed. **Net figures** are derived from engine **after** installation in the car.

Evaporative Emission System. Standard on all cars. Prevents carburetor and fuel vapors from escaping. Vapors are routed back into engine and burned.



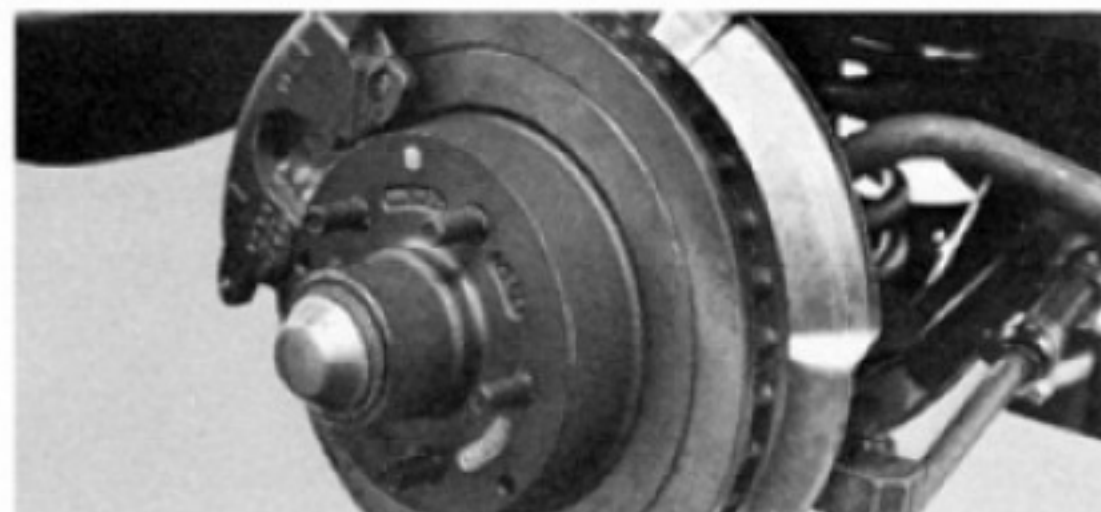
Glide-Away Disappearing Tailgate. Tailgate slides under floor, tailgate window into roof. Standard on Safari and Grand Safari. Power available.



Endurex Center Grille Piece. Protects the grille and helps maintain appearance years longer. Available on Catalina, Catalina Brougham, Bonneville, Grand Safari, Safari and Grand Ville.



New Suspension System. Affords an incredibly, smooth quiet ride. All-new on Catalina, Catalina Brougham, Bonneville and Grand Ville.



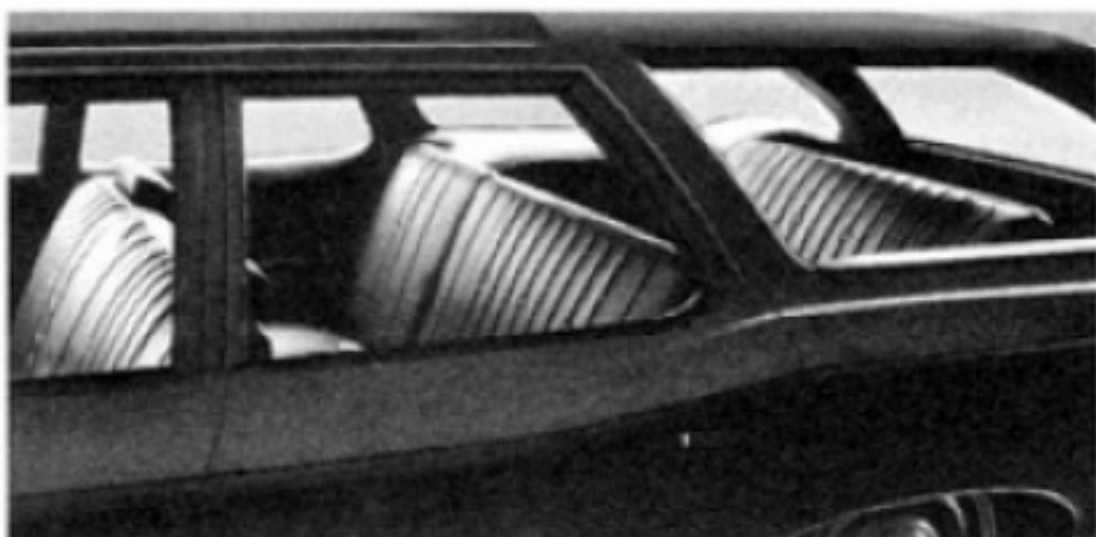
Power Front Disc Brakes, Power Rear Drum Brakes. Standard on Trans Am, LeMans Station Wagon, Catalina, Safari, Catalina Brougham, Bonneville, Grand Safari, Grand Ville and Grand Prix.



Extra-thin Windshield Pillars. Afford increased driver and passenger visibility. A feature on Catalina, Safari, Catalina Brougham, Bonneville, Grand Safari and Grand Ville.



Lock and Slam Doors. Just push lock button down and slam door. Standard all models except T-37, LeMans, LeMans Sport and GTO.



Forward-facing Third Seat. Featured on all 3-seat Station Wagons—Safari and Grand Safari models.



New Cassette Tape Player. Available all models. Cartridge plays a full album and can be stored in one-third less space.



Regular-fuel Engine. All 1971 engines designed to operate efficiently on no-lead, low-lead or regular grade fuel.

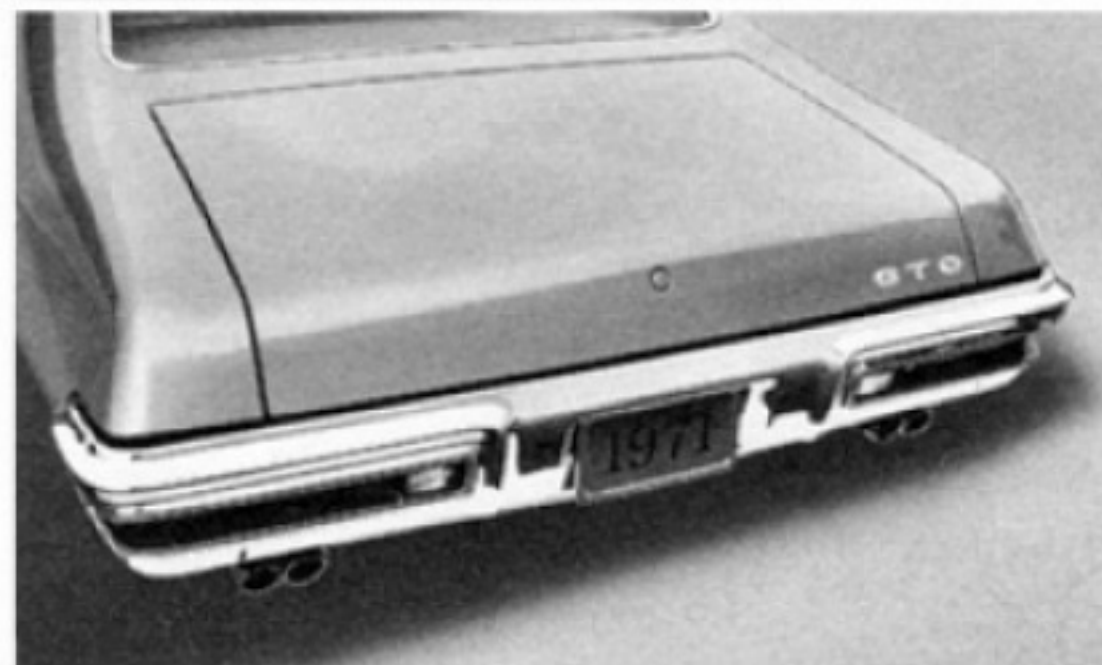


Color-tinted Wood Grain Paneling. Translucent wood grain pattern allows body color to show through, subtly. A Pontiac first—available all station wagons.



Honeycomb Wheel. Unique new appearance, with steel core covered by urethane. Standard on Trans Am without trim ring. Available all models except LeMans Station Wagons.

DISTINCTIVE FRONT AND REAR STYLING...PURE PONTIAC!



FIREBIRD, ESPRIT, FORMULA, TRANS AM

T-37, LE MANS, LE MANS SPORT

GTO



CATALINA, CATALINA BROUGHAM

BONNEVILLE, GRAND VILLE

GRAND PRIX

FIREBIRD (2387), **ESPRIT** (2487), **FORMULA** (2687), **TRANS AM** (2887) HARDTOP COUPE



- 250-hp. (Gross), 165-hp. (Net), 350-cu.-in., 2-bbl., regular-fuel V-8 engine (standard on Esprit and Formula)
- New 335-hp. (Gross), 305-hp., (Net—Dual Exhaust), 455-cu.-in. 4-bbl., regular-fuel V-8 engine (standard on Trans Am)

- New high-back bucket seat
- New available rear-seat console
- New functional engine compartment air extractors (all models)
- New Honeycomb wheel (standard on Trans Am)

- New handling package (Trans Am) available on Formula
- New interior seat styling and colors (std. all-Morrokide—custom knit vinyl or Pinehurst Pattern Cloth)

T-37 (33 SERIES) COUPE, HARDTOP COUPE AND 4-DOOR SEDAN



- Overhead-valve, 6-cylinder, 145-hp. (Gross) 105-hp. (Net), 250-cu.-in., 1-bbl., regular-fuel engine
- New available 325-hp. (Gross), 260-hp. (Net—Dual Exhaust), 455-cu.-in., 4-bbl. V-8 engine
- New front bumper, grille and headlamp assembly styling
- New interior seat styling and colors (Parody Pattern Cloth)

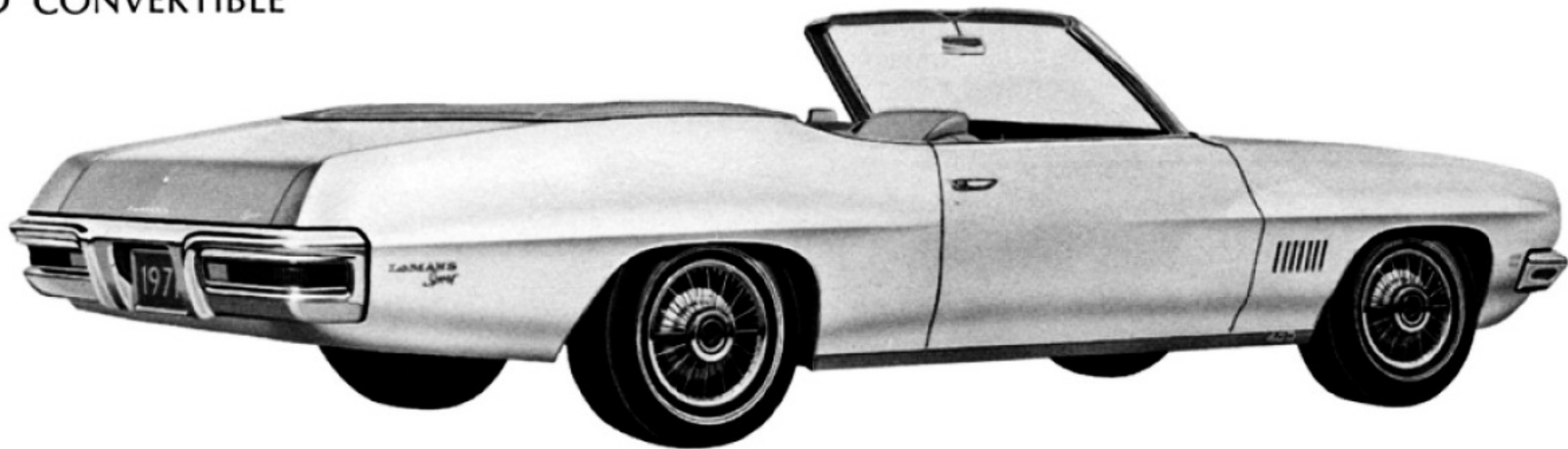
GT-37 Option (Code 334—UPC WU2)—Hardtop Coupe only with V-8 engine, features heavy-duty, 3-speed, manual, floor-shift transmission, G70—14 white-lettered tires, RH and LH body-colored mirrors, Rally II wheels less trim rings, Rally stripes, dual exhaust system, hood locking pins and GT decal identification.

LEMANS (35 SERIES) COUPE, HARDTOP COUPE, 4-DOOR SEDAN, 4-DOOR HARDTOP, 2-SEAT AND 3-SEAT STATION WAGONS



- New front bumper, grille and head-lamp assembly styling
- New interior seat styling and colors
- New 3-seat station wagon (with all-Morrokide and Paxton Pattern Cloth)
- New 3-seat station wagon (with rear-facing third seat)
- New standard power front disc brakes, power rear drum brakes (station wagons)

LEMANS SPORT (37 SERIES), HARDTOP COUPE, 4-DOOR HARDTOP AND CONVERTIBLE



- New front bumper, grille and headlamp assembly styling
- New knit-vinyl seat styling and colors
- New exterior identification and colors



Endura Styling Option (Code 602-UPC T41). Available all LeMans Sport models, GTO styling and protection — includes GTO front bumper and valance panel, hood and headlamp assembly. Retains LeMans Sport grille and fender louvers.

GTO (42 SERIES) HARDTOP COUPE AND CONVERTIBLE



- New standard 300-hp. (Gross), 255-hp. (Net—Dual Exhaust), 400-cu.-in., 2-bbl., regular fuel engine.
- New distinctive front-end, grille and headlamp assembly styling
- New larger, hood scoops (functional with Ram Air)
- New knit-vinyl seat styling and colors.

“The Judge” Option (Code 332-UPC WT1) Includes 335-hp. (Gross), 310-hp. (Net—Dual Exhaust), 455-cu.-in. V-8 engine, functional air-intake hood scoops, 3-speed, heavy-duty, floor-mounted Hurst Tee-handle shifter, dechromed Rally II wheels, black texture in grille, painted airfoil (optional black with white car). “Judge” stripes and decals, “Ram Air” decal on hood scoops and “The Judge” emblem on glove box.

CATALINA (52 SERIES) HARDTOP COUPE, 4-DOOR SEDAN, 4-DOOR HARDTOP AND CONVERTIBLE



- New standard engine for convertible is 250-hp. (Gross), 165-hp. (Net), 350-cu.-in., 2-bbl., regular-fuel engine
- New front and rear body styling
- New standard power front disc brakes with power rear drum brakes
- New Endurex dent- and corrosion-resistant, front-end piece
- New quieter and softer suspension
- New longer 123.5-inch wheelbase
- New all-Morrokode or Paxton Pattern Cloth interior styling and colors
- New softer, integral, molded-foam, front-seat cushions
- Inside hood-lock release

SAFARI (52 SERIES) 2-SEAT AND 3-SEAT STATION WAGONS



- Standard 250-hp. (Gross), 165-hp. (Net), 350-cu.-in., 2-bbl., regular-fuel engine
- New Glide-Away disappearing tailgate
- New Endurex dent- and corrosion-resistant, front-end piece
- New forward-facing third seat (3-seat station wagon)
- Right-hand outside mirror
- New standard power tailgate window
- New, standard, power front disc brakes and larger power rear drum brakes
- New antisway leaf rear-spring suspension
- New longer, 127-inch wheelbase
- Inside hood-lock release

CATALINA BROUGHAM (58 SERIES) HARDTOP COUPE, 4-DOOR SEDAN AND 4-DOOR HARDTOP



- Standard 265-hp. (Gross), 185-hp. (Net), 400-cu.-in., 2-bbl., regular-fuel engines
- Standard ashtray lamp, electric clock, glove box lamp, custom cushion steering wheel
- Panay Pattern Cloth and Morrokide interior or all-Morrokide
- New Endurex dent- and corrosion-resistant, front-end piece
- Special interior trim
- Castilian leather appearance instrument panel
- Integral, molded-foam, front-seat cushion and solid foam back-foam rear-seat padding
- Deluxe wheel covers; wheel opening, rocker panel, roof drip moldings
- New power front disc brakes with power rear drum brakes
- "Brougham" nameplate on sail panel
- New longer, 123.5-inch wheelbase
- Inside hood-lock release

BONNEVILLE (62 SERIES) HARDTOP COUPE, 4-DOOR SEDAN AND 4-DOOR HARDTOP



- New standard 280-hp. (Gross), 190-hp. (Net) 455-cu.-in., 2-bbl., regular-fuel engine
- New front and rear body styling
- New Endurex dent- and corrosion-resistant, front-end piece
- New standard power front disc brakes with power rear drum brakes
- New standard variable-ratio power steering
- New, quieter and softer suspension
- New Panay Pattern Cloth and Morrokide or all-Morrokide interiors
- New integral, molded-foam, front-seat cushion and solid foam back
- New longer, 126-inch wheelbase
- Inside hood-lock release

GRAND SAFARI (62 SERIES) 2-SEAT AND 3-SEAT STATION WAGONS



- New standard 280-hp. (Gross), 190-hp. (Net), 455-cu.-in., 2-bbl., regular-fuel engine
- New Glide-Away disappearing tailgate
- New forward-facing third seat (3-seat station wagon)
- New Endurex dent- and corrosion-resistant, front-end piece
- Right-hand outside mirror
- New Power tailgate window
- New Power Front Disc Brakes with larger standard power rear drum brakes
- New standard variable-ratio power steering
- New expanded Morrokide seat styling and colors
- New antisway leaf rear-spring suspension
- New 127-inch wheelbase
- Inside hood-lock release

GRAND VILLE (68 SERIES) HARDTOP COUPE, 4-DOOR HARDTOP AND CONVERTIBLE



- New standard 325-hp. (Gross), 230-hp. (Net), 455-cu.-in., 4-bbl., regular-fuel engine
- Special interior trim—Prescott Pattern Cloth and expanded Morrokide (hdt. coupe and 4-dr. hdt.), expanded Morrokide (conv.)
- New Endurex dent- and corrosion-resistant, front-end piece
- Newly styled formal Grand Ville roof
- Integral, molded-foam, front-seat cushion and solid foam back—foam rear-seat padding
- New standard power front disc brakes with power rear drum brakes
- New standard variable-ratio power steering
- Features include electric clock, ashtray, glove box, instrument panel courtesy, trunk lamps, custom cushion steering wheel, deluxe wheel covers, decor moldings
- New longer 126-inch wheelbase
- Inside hood-lock release

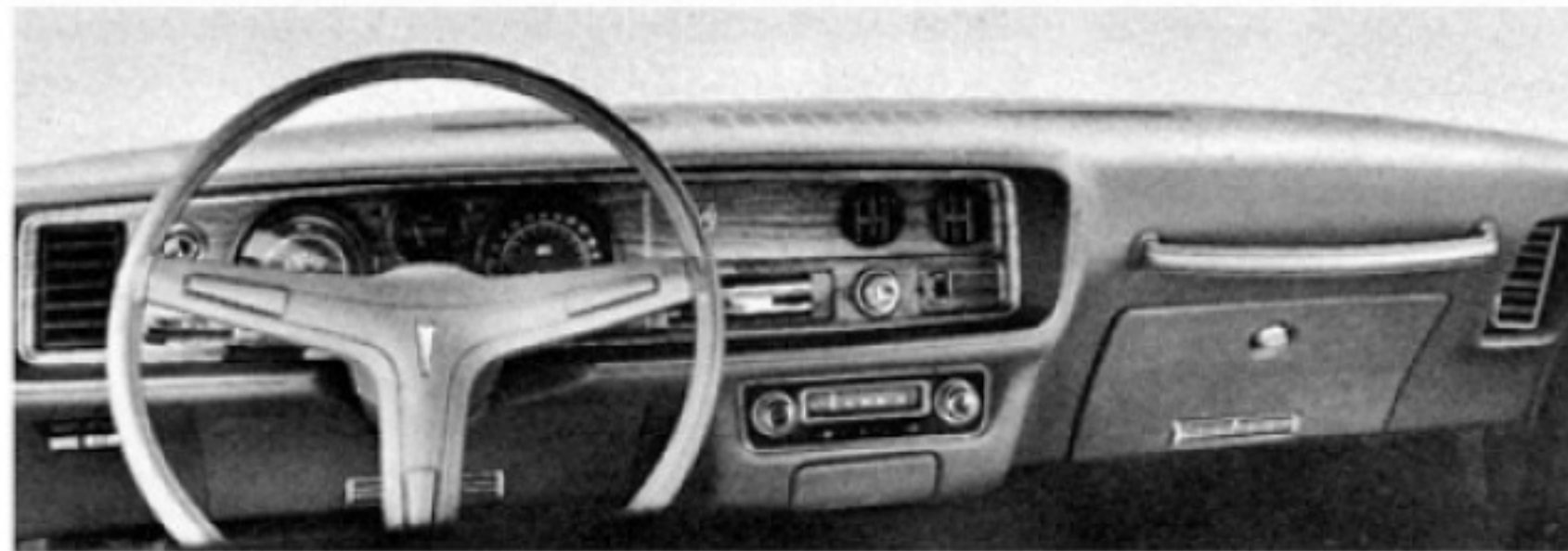
GRAND PRIX (76 SERIES) HARDTOP COUPE



- New standard 300-hp. (Gross), 255-hp. (Net—Dual Exhaust), 455-cu.-in., 4-bbl., regular-fuel engine
- New classic front-end, and headlamp assembly styling featuring high-intensity single headlamps
- New standard power front disc brakes with power rear drum brakes
- New standard variable-ratio power steering
- New interior seat styling and colors (Pinehurst Pattern Cloth and Morrokide or all-Morrokide)
- Deluxe wheel covers; wheel opening, belt-reveal, rocker panel, roof drip, hood rear-edge moldings

"SJ" Option (Code 324—UPC Y97) includes: 455-cu.-in. V-8 engine, RH & LH body-colored mirrors (LH remote-control), vinyl accent stripes, luggage lamp, door courtesy lamp, Rally gauge cluster and Delco X maintenance-free battery.

1971 PONTIAC INSTRUMENT PANEL STYLING...Pure Convenience!



FIREBIRD



GRAND VILLE



LE MANS SPORT



GRAND PRIX

STANDARD SAFETY FEATURES

OCCUPANT PROTECTION

- Cargo Guard (exc. conv. and sta. wagons) • Contoured Roof Rails (only on 52, 58, 62, 68 series) • Contoured Windshield Header (except convertibles) • Energy Absorbing Padded Instrument Panel and Front and Intermediate Seat-back Tops • Energy Absorbing Steering Column • Folding Seat-back Latches • Fuel-tank Impact Security • Glove Box and Console Door-latch Impact Security • High-strength, Front-seat Anchorages and Construction • Padded or Yielding Windshield Pillar Moldings • Passenger-guard Door Locks with Forward-mounted Lock Buttons • Padded Sun Visors • Power Window System, Wired Through Ignition Switch (only on cars equipped with power windows) • Roto-safe Radiator Cap • Safety Door Latches and Hinges • Safety Steering Wheel • Seat Belts with Pushbutton Buckles for all Passenger Positions • Side-guard Beam in Doors and Side Panels • Shoulder Belts with Pushbutton Buckles—Driver and Right Front Passenger (except convertibles) • Shoulder Belt Anchorages for Rear-seat Outboard Occupants • Smooth Contoured Door -and Window-regulator Handles • Soft, Low-profile, Window-control Knobs, Coat Hooks, Dome Lamp • Stamped Steel Door Hinges (at least one per door) • Thick Laminate Windshield • Two Front-seat Head Restraints • Two Front-seat Belt Retractors

ACCIDENT PREVENTION

- Backup Lights • Bias-belted Tires with Tread-wear Indicators • Dual Master Cylinder Brake System with Warning Light • Dual-action Safety Hood Latches • Four-way Hazard Warning Flasher • Headlamp-aiming Access Provision • High-strength, Rear-seat Retention • Lane-change Feature in Directional Signal Control • Low-glare, Instrument Panel Top, Inside Windshield Moldings, Wiper Arms and Blades and Steering Wheel Metallic Surfaces • No Winged Wheel Nuts, Discs or Caps • Outside, Rearview Mirror • Parking Lamps that Illuminate with Headlamps • Safety Wheel Rims • Self-adjusting Brakes and Corrosion-resistant Brake Lines • Side Marker Lights and Reflectors (front side marker lights flash with directional signal) • Uniform Shift Quadrant • Wide-view Inside Day/Night Mirror, Vinyl-edged, Shatter-resistant Glass and Deflecting Support • Windshield Defrosters, Washers and Dual-speed Wipers

ANTI-THEFT

- Anti-theft Ignition Key Warning Buzzer • Anti-theft Steering Column Lock • Inside Hood Lock Release (std. 52, 58, 62, 68 series) • Multiple Key Combinations • Tamper-resistant Odometer with Telltale Feature • Visible Vehicle Identification

OTHER STANDARD FEATURES

- Bright Windshield Reveal Moldings • Bright Rear-window Reveal Moldings • Carburetor Air Preheater • Circ-L-Aire Heater and Defroster with Illuminated Controls • Closed-crankcase Ventilation System • Delco Eye Energizer Battery • Dome Light • Dual-speed, Parallel-action Windshield Wipers Left Blade Articulated with Concealed Wipers • Foam Front Seat Cushion • Full-flow Oil Filter • Labeled Instrument Panel Control Switches • Radio-interference-suppression Ignition • Rotary Lock on all Instrument Panel Glove Compartments • Twist-Lock Lamp Sockets • Windshield Antenna • Self-regulating Alternator • Power-operated Convertible Top Mechanism • Tempered Rear-window Glass in Convertibles • Evaporative Emission System

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SP 3525

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