

Pure
Pontiac!

PRINTING

POUNDS!



"Pure Pontiac!"

What it stands for and what it does not.

"Pure Pontiac!" stands for innovation.

The first Wide-Track ride.

The first dent-resistant, chip-resistant, rustproof bumper.

The first hidden windshield wipers.

The first hidden radio antenna.

And a brand-new disappearing tailgate for station wagons.

What "Pure Pontiac!" does not stand for is riding along on somebody else's ideas. Or dressing up some tired old feature and calling it new.

"Pure Pontiac!" stands for quality.

Hand-fitted seats. The best fabrics. Attention to detail.

What it does not stand for is anything less than a total dedication to craftsmanship.

"Pure Pontiac!" stands for specialization. We believe that automobiles should be built to tackle and master specific tasks. The GTO is a road car. The Firebird Formula 400 is a sports car. Our all-new Grand Ville is a true luxury car at a sensible price.

Perhaps most important, though,

"Pure Pontiac!" stands for integrity. Integrity of good design. Like our 1971 Catalina. Integrity of sound engineering. Consider our new low-lead-fuel engines. And the integrity of the basic concept that Pontiac owners deserve to get their money's worth —and more.

To us, every Pontiac must be a distillation of all the good things that make up a car. And an avoidance of anything that might be otherwise.

To us, every Pontiac must be "Pure Pontiac!"

Or no Pontiac at all.

The First Grand Ville

It began as a challenge to automotive ingenuity.

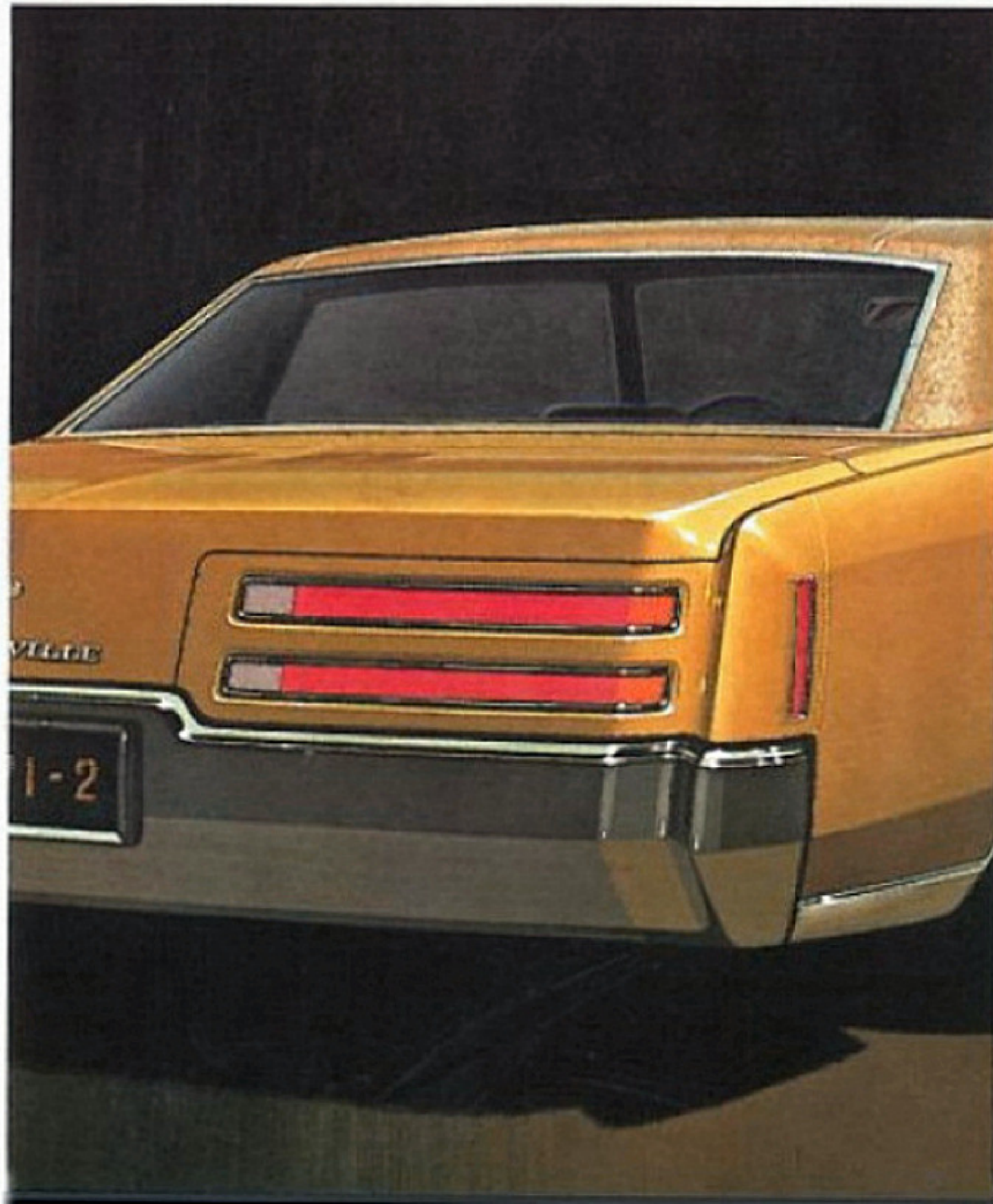
Build a new car—unlike any Pontiac that's ever come before it—and incorporate all the features traditionally linked with luxury cars.

Then, and this was the crucial part, price it the way Pontiacs have always been priced. Sensibly.

Well, Grand Ville is here. A completely new Pontiac that never existed before. And the first true luxury car at a sensible price.

Let's consider what we mean by "true luxury car." First of all, it has to look the part. Sizeable, without being ungainly. Clean, but not Spartan. Distinctive, yet without pretense. If you'll forgive a slight lack of humility, we think Grand Ville's exclusive new formal roof, honesty of line and overall presence amply fulfill these requirements.

Another criterion of the true luxury automobile has to be roominess. Grand Ville is unusually spacious. Through the shoulders. Above the head. As much rear-

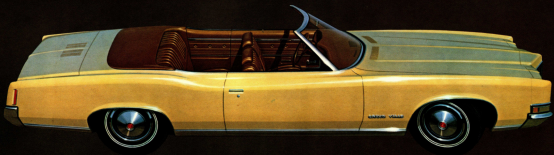


GRAND VILLE 4-DOOR HARDTOP

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GRAND VILLE HARDTOP COUPE



GRAND VILLE CONVERTIBLE

seat leg room in the 2-door hardtop as you'll find in most 4-doors.

Now, you'd expect any true luxury car to have an impressive roster of standard features. Grand Ville does not disappoint.

The engine is a 455-cubic-inch V-8 that develops 325 gross horsepower, 230 hp. net.* Standard steering is variable-ratio power steering. And standard brakes are power brakes with discs in front.

Something else that invariably separates a true luxury car from the pretenders

is richness of interior. In Grand Ville's case there are two that do the job. The standard, which is most elegant. And the custom you can order, which is just this side of extravagance.

In the hardtop coupe and convertible, the front seat is the notch-back variety. In the 4-door hardtop, it's a full bench seat with a pull-down center armrest.

And these seats are unlike any you've ever sat in before. The cushion wires are completely surrounded by foam padding, while the seat backs are solid foam.

As you might imagine, the fabrics used in Grand Ville are unusually rich. In both the hardtop coupe and 4-door hardtop, there's a wide-pleat motif in knit nylon trimmed with color-matched Morrokide.

In the convertible, seats are all-Morrokide. You can also order this interior for the hardtop coupe and 4-door hardtop.

Grand as all this is however, it just complements everything else. The new, heavily padded instrument panel with Carpathian burl elm vinyl accents, the

*For an explanation of gross and net figures, see footnote on back cover.





loop-pile nylon-blend carpet, the assist straps above the front seats for easier exits. Even the trunk is attractively trimmed.

No matter how elegant Grand Ville's standard interior is, you still might prefer indulging in the added luxury of the Grand Ville Custom.

Available only on the hardtop coupe and 4-door hardtop, the custom seats have smaller pleats with large tufted bolsters on the upper back areas. In addition to the Morrokide trim, two different fab-

rics are used. A fine jersey on the bolsters and an exclusive brocade in the pleated areas.

There are other unique appointments, too, when you order the custom interior. Cut-pile carpeting, a fold-down rear-seat armrest and rear-door cigarette lighters in the 4-door hardtop, rear-passenger assist straps on the backs of the front seats, special door trim pads and a 60/40 front seat you can specify.

One thing we haven't covered yet on Grand Ville is its sensational new ride.

And it's probably because we've finally run out of superlatives. "Smoothest" is true, but not true enough. And "quietest" tells it, but doesn't tell it all.

So while we're waiting for the word-smiths to fashion a new adjective, we'll say we labored long and hard to find new ways to marry the body to the chassis for a truly luxurious ride. And came up with it.

And as for price, it's sensible, affordable. But then, why wouldn't it be? It's a Pontiac.

Pure Pontiac!

Standard Engine	Available Transmissions	Standard Axle Ratios	Available Axle Ratios
V-8, 455-cu.-in. 4-bbl. 230 hp, gross* 230 hp, net	3-speed (heavy-duty)	3.23:1	
Compression ratio: 8.7:1	Turbo Hydra-matic	3.08:1	2.56:1 (1) 3.23:1

(1) Not available with air conditioning
*For an explanation of gross and net figures, see footnote on back cover

Dimensions	Hardtop Coupe	4-door Hardtop	Convertible
Wheelbase	126.0"	126.0"	126.0"
Overall Length	224.2"	224.2"	224.2"
Overall Width	78.5"	78.5"	78.5"
Front Tread	64.0"	64.0"	64.0"
Rear Tread	64.0"	64.0"	64.0"
Overall Height	54.2"	54.2"	53.9"
Front Seat Leg Room (1)	42.6"	42.6"	42.0"
Rear Seat Leg Room (2)	38.5"	38.5"	35.5"
Front Head Room (3)	38.7"	38.7"	38.9"
Rear Head Room (3)	37.9"	37.9"	38.0"

(1) Maximum effective (2) Minimum effective (3) Seat depressed

'71 Bonneville

Every year we build a better Bonneville. It's just that this year's all-new monocoque styling makes it more apparent.

Monocoque? Right. An engineering term that simply means the sides, when viewed from the front or rear, look like parentheses (). And on the new Bonneville, that means great.

Of course, what's between those two curves can be pretty exciting, too. Like the

new 455-cubic-inch V-8 nestled under the hood.

Big as it is, it runs on the new no-lead and low-lead fuels, plus on most regular gasolines. With no sacrifice in performance.

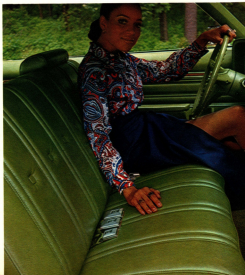
Speaking of size, this year's Bonneville rides on a longer 126" wheelbase. And that means there'll be less bounce and jostle than ever.

Now there's no need to tell you that

Bonneville's a Wide-Track through and through. But for 1971 our new front suspension is nothing less than sensational.

You point the car where you want to go and it homes in like it was pulled on a string.

But when you want to turn, that's something altogether different. Because Bonneville comes with variable-ratio power steering. And that means the more





BONNEVILLE HARDTOP COUPE



BONNEVILLE 4-DOOR HARDTOP



BONNEVILLE 4-DOOR SEDAN

you turn the wheel, the faster the steering gets.

Now Bonneville has always had a reputation for being quite the elegant automobile. No change. In fact, it's just a shade less elegant than our new Grand Ville.

For 1971 we've brought together a great new collection of fabrics plus a new grained vinyl that has all the look of

imported pigskin.

Further inducements to see the Bonneville interior in person include the loop-pile nylon-blend carpet, the look of Castilian leather on the instrument panel, the custom cushion steering wheel and other special interior appointments.

Outside, Bonneville comes equipped

with deluxe wheel covers, bright-metal moldings for the wheel openings, roof drips and rocker panels, and new flush door handles have body-colored inserts.

Well, there you have it, Bonneville lovers. A brief rundown of the features on this year's new model.

The better Bonneville for 1971. Pure Pontiac!

Standard Engine	Available Transmissions	Standard Axle Ratios	Available Axle Ratios
V-8, 455-cu.-in. 2-dbl. 280 hp, gross* 190 hp, net	3-speed (heavy-duty) Turbo Hydra-matic	3.23:1 2.73:1	3.23:1
Compression ratio: 8.2:1			
Available Engine			
V-8, 455-cu.-in. 4-dbl. 325 hp, gross* 230 hp, net	Turbo Hydra-matic	3.08:1	2.58:1 (1)
Compression ratio: 8.2:1			
(1) Not available with air conditioning *For an explanation of gross and net figures, see footnote on back cover			
Dimensions	Hardtop Coupe	4-door Hardtop	4-door Sedan
Wheelbase	126.0"	126.0"	126.0"
Overall Length	224.2"	224.2"	224.8"
Overall Width	79.5"	79.5"	79.5"
Front Tread	64.0"	64.0"	64.0"
Rear Tread	64.0"	64.0"	64.0"
Overall Height	64.4"	64.4"	64.4"
Front Seat Leg Room (1)	42.0"	42.0"	42.0"
Rear Seat Leg Room (2)	35.5"	38.5"	38.5"
Front Head Room (3)	38.0"	38.0"	38.0"
Rear Head Room (3)	37.1"	37.4"	38.0"
(1) Maximum effective (2) Minimum effective (3) Seat depressed			

'71 Catalina Brougham

Let's say you've always appreciated Catalina. You liked the value, the features, the Wide-Track ride. Only trouble was, you kind of wished it were a bit more elegant.

Well, quit wishing and start ordering. Because for 1971 you've met your match.

New Catalina Brougham. The most luxurious and distinctive Catalina ever.

When we say luxurious, it's no exaggeration. What else could we call the exclu-

sive upholstery materials, wall-to-wall carpeting, custom cushion steering wheel and special interior trim with the look of Spanish leather.

Performance and exterior trim are also more luxurious on the new Brougham.

The engine is a big 400-cubic-inch V-8 that develops 265 gross horsepower, 185 hp. net.* Brakes are power (discs in front, drums in rear). Wheel openings have bright-metal moldings. Deluxe

wheel covers are standard. The door handles have body-colored inserts.

Forgetting Brougham's elegant side for a moment, let's get back to Catalina's traditional value.

As in all full-sized Pontiacs for 1971, the front fender corners are new. Tough, ding-resistant and designed for easy replacement. Disappearing windshield wipers are standard, along with Pontiac's famous hidden radio antenna. And if you

*For an explanation of gross and net figures, see footnote on back cover.





CATALINA BROUGHAM 4-DOOR HARDTOP



CATALINA BROUGHAM 4-DOOR SEDAN



CATALINA BROUGHAM HARDTOP COUPE

happened to notice the unusually thin appearance of the windshield pillars, that's an additional benefit from a new stronger and quieter roof construction.

Going now to value-plus items, Pontiac has a long list of great things you can order for your 1971 Catalina Brougham.

Number one in many people's minds will be our new cassette tape player—a really impressive breakthrough.

Cassettes, as you probably know, are smaller than the standard cartridges, yet since they store three times as much sound in the same volume of space, they're more convenient to carry around.

Fast forward and rewind are possible with cassettes and—perhaps most important—you can use your home-unit tapes or record your own from other sources.

In addition to the new cassette player, other sound systems are also available.

A new 8-track stereo cartridge tape player integrated into one compact unit with an AM or AM/FM stereo radio, and a new 4-speaker stereo system that blankets the listener with full, rich sound.

Incidentally, the new Catalina Brougham is so identified by a bright emblem on the side of the roof. As with the rest of the car, it's handled with restraint and good taste.

Pure Pontiac!

Standard Engine	Available Transmissions	Standard Axle Ratios	Available Axle Ratios
V-8, 400-cu.-in. (1) 241b1, 265 hp, gross* 185 hp, net Compression ratio: 8.2:1	3-speed (heavy-duty) Turbo Hydro-matic	3.23:1 2.73:1	3.23:1
Available Engines			
V-8, 400-cu.-in. 4-tbl. 303 hp, gross* 200 hp, net Compression ratio: 8.2:1	Turbo Hydro-matic	3.08:1	2.56:1 3.23:1
V-8, 455-cu.-in. 2-8M. 280 hp, gross* 190 hp, net Compression ratio: 8.2:1	Turbo Hydro-matic	2.73:1	2.56:1 (1) 3.08:1 3.23:1
V-8, 455-cu.-in. 4-0bl. 325 hp, gross* 230 hp, net Compression ratio: 8.2:1	Turbo Hydro-matic	3.08:1	2.56:1 (1) 3.23:1

(1) Not available with air conditioning
*For an explanation of gross and net figures, see footnote on back cover

Dimensions	Hardtop Coupe	4-Door Hardtop	4-Door Sedan
Wheelbase	123.5"	123.5"	123.5"
Overall Length	220.2"	220.2"	220.2"
Overall Width	78.5"	78.5"	78.5"
Front Tread	64.0"	64.0"	64.0"
Rear Tread	64.0"	64.0"	64.0"
Overall Height	54.3"	54.3"	54.3"
Front Seat Leg Room (1)	42.6"	42.6"	42.6"
Rear Seat Leg Room (2)	35.5"	38.5"	38.5"
Front Head Room (3)	38.0"	38.3"	38.5"
Rear Head Room (3)	37.1"	37.4"	38.0"

(1) Maximum effective (2) Minimum effective (3) Seat depressed



CATALINA CONVERTIBLE

'71 Catalina

We confidently claim the new 1971 Catalina as the value leader among full-sized American cars.

It's hard to believe that Catalina's great features aren't the proud possession of many more expensive cars.

The dramatically convex sides would certainly be welcome. As would be the new grille and rugged front bumper.

The seats are a revolutionary new design with integrally molded front cushions

and backs of solid foam over steel.

On top of all this soft padding you'll find either a heavily embossed brocade trimmed with Morrokide, or fully expanded Morrokide. It depends on which of Catalina's four new models you select.

If it's the convertible like the one you see here, there's more good news. The top has a brand-new "inward-folding" mechanism that does away with the need for storage compartments at the ends of

the seat. About eight more inches of rear seat are now available.

No matter which Catalina you select, however, there's no getting away from such typically value-added features as the fully padded and well-instrumented dash with wood grain framing, thick-padded loop-pile carpet throughout, dual-speed, parallel-action windshield wipers, a new sound-deadening network you wouldn't believe and—oh, yes!—

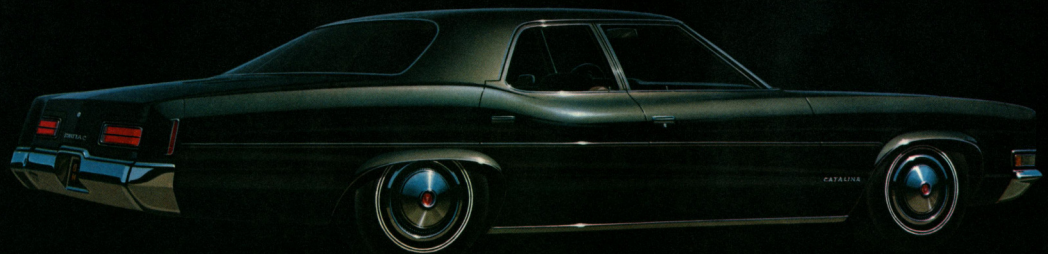




CATALINA 4-DOOR HARDTOP



CATALINA HARDTOP COUPE



CATALINA 4-DOOR SEDAN

performance. Performance this year comes from a big 350-cubic-inch V-8 engine that develops some 250 gross horsepower, 165 hp. net*.

Like all Pontiac engines for 1971, Catalina's is designed to operate efficiently on the new no-lead or low-lead gasolines. In addition to the lower exhaust emissions attainable with this engine/fuel combination, another benefit is longer

life for your spark plugs, exhaust system and other engine components. If these no-lead, low-lead gasolines are not available, any leaded regular-grade gasoline with a research octane number of at least 91 may be used.

Speaking of efficiency, the new Catalina's instrument panel is designed so that any bulb can be changed in less than a minute without any special tools or wild

contortions. Further, all instruments in Catalina's new dash arrangement, including the radio, have the same quick removal and replacement capability.

As you can see, we didn't stint a bit with our 1971 Catalina. We tried to serve up all the car possible while holding down the price.

But, then, that's always been the Pontiac way. And always will be.

**For an explanation of gross and net figures, see footnote on back cover.*

Standard Engine	Available Transmissions	Standard Axle Ratios	Available Axle Ratios	
V-8, 350-cu.-in. (1) 2-bbl., 250 hp. gross* 165 hp. net Compression ratio: 8.0:1	3-speed (heavy-duty)	3.42:1		
	Automatic	3.08:1	3.42:1	
	Turbo Hydra-matic	3.08:1	3.42:1	
Available Engines				
V-8, 400-cu.-in. 2-bbl. 265 hp. gross* 185 hp. net Compression ratio: 8.2:1	Turbo Hydra-matic	2.73:1	3.08:1 3.23:1	
	V-8, 400-cu.-in. 4-bbl. 300 hp. gross* 200 hp. net Compression ratio: 8.2:1	Turbo Hydra-matic	3.08:1	2.56:1 3.23:1 (1) 3.42:1 (1)
		V-8, 455-cu.-in. 2-bbl. 280 hp. gross* 190 hp. net Compression ratio: 8.2:1	Turbo Hydra-matic	2.73:1
V-8, 455-cu.-in. 4-bbl. 323 hp. gross* 230 hp. net Compression ratio: 8.2:1	Turbo Hydra-matic	3.08:1	2.56:1 (1)	

(1) Not available with air conditioning
*For an explanation of gross and net figures, see footnote on back cover

Dimensions	Hardtop Coupe	4-door Hardtop	4-door Sedan	Convertible
Wheelbase	123.5"	123.5"	123.5"	123.5"
Overall Length	220.2"	220.2"	220.2"	220.2"
Overall Width	79.5"	79.5"	79.5"	79.5"
Front Tread	64.0"	64.0"	64.0"	64.0"
Rear Tread	64.0"	64.0"	64.0"	64.0"
Overall Height	54.3"	54.3"	54.3"	53.7"
Front Seat Leg Room (1)	42.6"	42.6"	42.6"	42.6"
Rear Seat Leg Room (2)	35.5"	38.5"	38.5"	35.5"
Front Head Room (3)	38.0"	38.3"	38.9"	38.9"
Rear Head Room (3)	37.1"	37.4"	38.0"	38.0"

(1) Maximum effective (2) Minimum effective (3) Seat depressed



AF VK

GRAND PRIX HARDTOP COUPE

'71 Grand Prix

When the new Grand Prix was introduced in 1969, automotive critics hailed our luxury/sport as the new classic car.

Well, you don't tamper with a classic car. You refine it, maybe. Hone it.

It's just that we take our refining and honing very seriously.

We reworked the front end. Gave it a

more massive grille and a new protective two-tiered bumper.

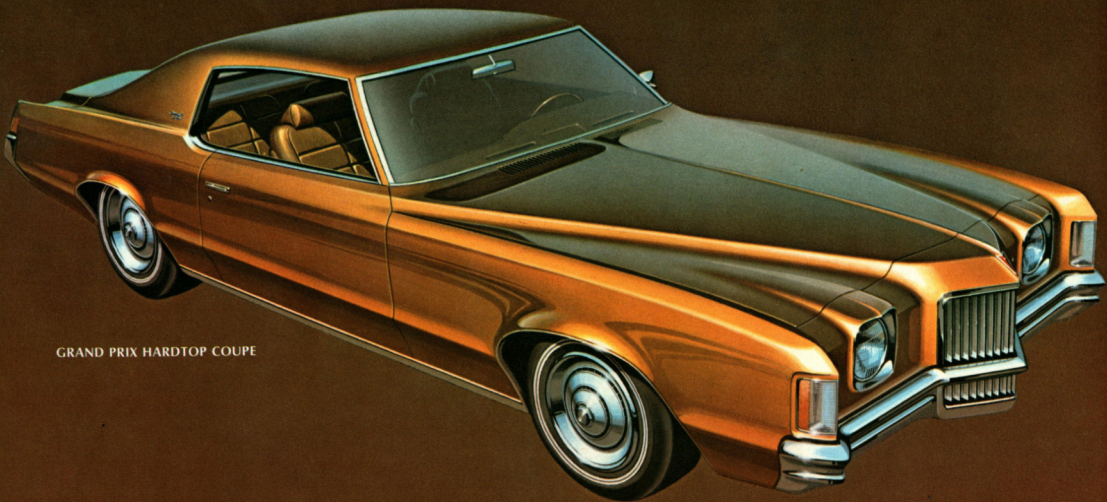
We moved around back and carved out a new sculptured rear end.

All in all though, that's about the extent of our work on the exterior. With the rest of the car, however, that's a totally different story.

Right off we gave it variable-ratio power steering, power front disc brakes and a brand-new engine. A 400-cubic-inch V-8 that runs beautifully (and more cleanly) on regular or low-lead fuel.

You'll notice we used the word "cleanly." Well, another way we're helping to keep our air clean is through a new





GRAND PRIX HARDTOP COUPE

evaporative emission system found on Grand Prix, as well as all other 1971 Pontiacs.

Briefly, it works like this. Any fumes given off from the carburetor float bowl or gasoline tank are collected and stored in a charcoal-filled canister until the engine is running, whereupon they're

pulled into the carburetor and burned.

Now no engine amounts to much unless it's married to a transmission. And Grand Prix's is right in keeping with its image as a performance car gone luxurious. A heavy-duty 3-speed Muncie connected to a floor shifter.

Yes, it's on the floor. Cupped in a vinyl-

covered console that's flanked by two of the niftiest bucket seats this side of a 747.

Actually, that's probably the best way to describe the Grand Prix's interior. Cockpit-like.

In front there's a wraparound instrument panel that puts every gauge, control and switch almost in your lap. The soft-





rim steering wheel even feels like a command pilot's.

You see what seems to be an acre of leather sprinkled around. Only it's a new grained vinyl that you almost expect to squeal, it looks so much like pigskin.

If an all-leather look doesn't appeal to you, though, you can choose a classic herringbone fabric trimmed in Morrokide.

And if bucket seats aren't for you, either, you can have a notch-back front seat.

What we've just described applies to our "J" Model Grand Prix. But there's an "SJ" Model that could also fit your plans.

It has a 455-cubic-inch V-8, Turbo Hydra-matic transmission, special rally gauges and clock in an engine-turned instrument panel trim plate, right-hand

and left-hand body-colored outside mirrors (left-hand, remote-controlled), door courtesy lamps, vinyl accent stripes and a new maintenance-free battery that delivers 35% more power, and never needs water.

1971 Pontiac Grand Prix.

Another classic example of what Pure Pontiac! stands for.

Standard Engine	Available Transmissions	Standard Axle Ratios	Available Axle Ratios
V-8, 400 cu.-in. 4-bbl. 300 hp, gross*	3-speed (heavy-duty)	3.23:1	
295 hp, net Compression ratio: 8.2:1	4-speed Turbo Hydra-matic	3.23:1 3.08:1	3.23:1
Available Engine			
V-8, 455 cu.-in. 4-bbl. 325 hp, gross* 290 hp, net Compression ratio: 8.2:1	Turbo Hydra-matic	3.07:1	
Dimensions	Hardtop Coupe		
Wheelbase	118.0"		
Overall Length	212.9"		
Overall Width	76.4"		
Front Tread	62.0"		
Rear Tread	60.0"		
Overall Height	52.0"		
Front Seat Leg Room (1)	42.4"		
Rear Seat Leg Room (2)	31.6"		
Front Head Room (3)	37.5"		
Rear Head Room (3)	36.5"		

(1) Maximum effective (2) Minimum effective (3) Seat depressed
*For an explanation of gross and net figures, see footnote on back cover



FIREBIRD TRANS AM HARDTOP COUPE

'71 Firebird Trans Am

If you've had the pleasure of driving our ultimate sports car—the new Trans Am—you know there's nothing quite like it on the road.

If you haven't, you have our condolences and these few words to hold you over until you do.

Engine: a 455-CID H.O. V-8 that'll give you its all. Rear-facing shaker hood with a hinged door that opens when you trod the accelerator.

Transmission: Floor-mounted fully

synchronized 3-speed Muncie.

Aerodynamics: An air dam under the front bumper. A spoiler at each wheel. Air extractors on the front fenders. A rear spoiler. They all work. Really work. At turnpike speeds.

Suspension: heavy-duty shocks and springs. 1-1/4" front stabilizer bar, 7/8" rear one.

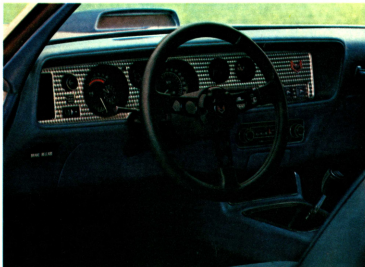
Handling: variable-ratio power steering with ultra-quick gearing, 14" Formula steering wheel, F60—15 bias-belted tires,

Safe-T-Track differential, power brakes—front discs, rear drums.

Instrumentation: voltmeter, oil pressure gauge, water temperature gauge, tachometer that redlines at high noon.

As we said, words don't really cut it with Trans Am. But if you get the picture, move on down to your Pontiac dealer's today.

And discover what a real car can do on the meanest, nastiest, toughest stretch of road you can find.



Standard Engine	Available Transmissions	Standard Axle Ratios	Available Axle Ratios
V-8, 455-cu.-in. H.O. 4-bbl., 335 hp, gross* 305 hp, net Compression ratio: 8.4:1	3-speed (heavy-duty) 4-speed (heavy-duty, close-ratio)	3.42:1 3.42:1	3.73:1 (1) 3.73:1 (1)
	Turbo Hydra-matic	3.42:1 3.08:1 (2)	

(1) Not available with air conditioning (2) With air conditioning

*For an explanation of gross and net figures, see factsheet on back cover

Dimensions, front tread, 61.7", rear tread, 60.4". All other dimensions same as Formula Firebirds, page 29.



FIREBIRD FORMULA 455 HARDTOP COUPE

'71 Formula Firebirds

There are as many *kinds* of roads as there are roads. Some are straight. Some climb up and down. Some meander. And it's because of this that we developed three new Formula Firebirds for 1971. So you can get exactly the kind of car you want for exactly the kind of roads you drive.

Above everything else, the Formula Firebirds are road cars. The big difference among them is simply one of engine output.

The Formula 350 has 350 cubic inches

of displacement, the Formula 400 has 400, and the Formula 455 has—well, you guessed it.

Of course, the new Formula Firebirds have much in common. Like engine compartment extractors that relieve air-pressure buildup under the hood, special high-rate springs, big stabilizer bars fore and aft, a make-sense instrument setup and, of course, Firebirds' amazing protective Endura bumper.

Now you might think that with three

distinct Formula Firebirds, we'd curtail some of the options available. Not so. You can get a Trans Am suspension on any of them, a 455-cubic-inch Ram Air H.O. V-8 with functional, forward-mounted hood scoops, special wheels (including our brand-new honeycomb design) and a new rear console with ashtray, armrest and seat belt buckle holders.

1971 Formula Firebirds. Road cars, each and every one of them.

And all Pure Pontiac!

FIREBIRD FORMULA 350			
Standard Engine	Available Transmissions	Standard Axle Ratios	Available Axle Ratios
V-8, 350 cu.-in. 2-4bbl. 250 hp. gross*	3-speed (standard)	3.42:1	
180 hp. net	3-speed (heavy-duty)	3.42:1	
Compression ratio: 8.0:1	4-speed (wide-ratio)	3.42:1	
	Automatic	2.73:1	3.08:1
	Turbo Hydra-matic	2.73:1	3.08:1
FIREBIRD FORMULA 400			
Standard Engine	Available Transmissions	Standard Axle Ratios	Available Axle Ratios
V-8, 400 cu.-in. 4-bbl. 300 hp. gross*	3-speed (heavy-duty, standard)	3.42:1	3.73:1 (1)
250 hp. net	4-speed (wide-ratio)	3.42:1	3.73:1 (1)
Compression ratio: 8.2:1	4-speed (close-ratio)	3.73:1 (1)	
	Turbo Hydra-matic	3.08:1	3.42:1
FIREBIRD FORMULA 455			
Standard Engine	Available Transmissions	Standard Axle Ratios	Available Axle Ratios
V-8, 455 cu.-in. 4-bbl. 325 hp. gross*		3.42:1	
255 hp. net	Turbo Hydra-matic	3.08:1 (2)	
Compression ratio: 8.2:1			
Available Engine			
V-8, 455 cu.-in. H.O. 4-bbl., 335 hp. gross*	4-speed (close-ratio)	3.42:1	
305 hp. net	Turbo Hydra-matic	3.42:1	3.08:1 (2)
Compression ratio: 8.4:1			3.73:1 (1)

(1) Not available with air conditioning (2) With air conditioning
*For an explanation of gross and net figures, see footnote on back cover

Dimensions	Formula 350	Formula 400	Formula 455
Wheelbase	108.0"	108.0"	108.0"
Overall Length	191.6"	191.6"	191.6"
Overall Width	73.4"	73.4"	73.4"
Front Tread	61.6"	61.6"	61.6"
Rear Tread	60.3"	60.3"	60.3"
Overall Height	50.4"	50.4"	50.4"
Front Seat Leg Room (1)	43.8"	43.8"	43.8"
Rear Seat Leg Room (2)	29.6"	29.6"	29.6"
Front Head Room (3)	37.4"	37.4"	37.4"
Rear Head Room (3)	36.1"	36.1"	36.1"

(1) Maximum effective (2) Minimum effective (3) Seat depressed



FIREBIRD ESPRIT HARDTOP COUPE

'71 Firebird Esprit

The idea of a sports-car-cum-luxury-car may seem impossible, but we took great pains with the new Esprit to prove that performance and the good life can be a beautiful merger.

Take performance first. Esprit totes a standard 350-cubic-inch V-8 that develops 250 gross horsepower, 165 hp. net.* Should you crave more action, simply order the 400-cubic-inch V-8.

Performance is fine, but it's not worth much without good handling. But this is a

new Firebird, right? So the standard suspension has a hefty .938"-diameter front stabilizer that keeps the car flat as a man-hole cover to the road. The steering's quick. Front disc brakes are standard.

Moving on to Esprit's cushier attributes, we find wall-to-wall loop-pile carpeting, a beautifully worked instrument panel with flame-chestnut grained vinyl inserts, new front bucket seats in a special knit-vinyl and bucket-type seats in back.

Now these rear seats were responsible

for a very fortuitous advancement. The space between them let us increase the height of the drive tunnel, allowing the suspension more room to move up. And this resulted in a softer, more cushioned ride without sacrificing cornering ability.

As we said, the notion that a luxury car can't double as a performance car is as antiquated as solid tires and acetylene headlamps.

1971 Firebird Esprit.

Vive la combination!

*For an explanation of gross and net figures, see footnote on back cover.



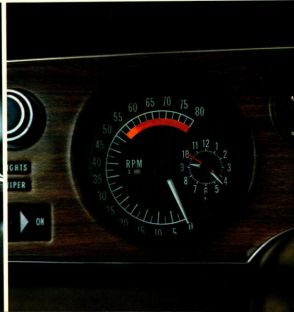
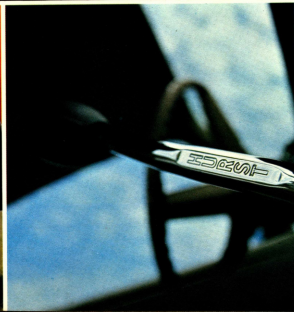
Standard Engine	Available Transmissions	Standard Axle Ratios	Available Axle Ratios
V-8, 350-cu.-in. 2-4bb. 250 hp. gross* 165 hp. net Compression ratio: 8.0:1	3-speed	3.42:1	3.08:1
	3-speed (heavy-duty)		
	4-speed (wide-ratio)		
	Automatic	2.73:1	
	Turbo Hydra-matic	2.73:1	
Available Engine			
V-8, 400-cu.-in. 2-4bb. 265 hp. gross* 180 hp. net Compression ratio: 8.2:1	Turbo Hydra-matic	2.73:1	3.08:1

*For an explanation of gross and net figures, see footnote on back cover.

Dimensions. Front Tread, 61.3", rear tread, 60.0". All other dimensions same as Formula Firebirds, page 28.



FIREBIRD HARDTOP COUPE



'71 Firebird

To many minds the idea of a "basic" Firebird is totally alien. Nevertheless, that's what we call it, if only because it's the least expensive Firebird we offer.

That's right. Our least expensive. Yet you still get Firebird's fantastic sports car lines, a double-roof construction for greater strength and quiet and the Endura front bumper.

Let's spend a few extra seconds on this last marvel. No matter how often people

see it, they find it hard to believe that Endura isn't painted metal—like a roof or a fender. It looks like it, sure, but it's actually a resilient, man-made substance that resists dents, dings and chipping. It won't even rust.

What else comes standard on Firebird? Bigger doors make entrances and exits far easier to negotiate, 250-cubic-inch engine, front disc brakes, bucket seats, carpeting, hidden radio antenna, wood

grain vinyl dash—well, room forbids.

Of course, if the basic Firebird is too basic, you can dress it up nine ways to Sunday. Simply order from among the following: a vinyl-covered front console, a new vinyl-covered console for the rear, variable-ratio power steering, sports-styled mirrors, tachometer (hood- or instrument-panel-mounted), a padded Formula steering wheel, a rally gauge cluster.

Basic Firebird? Yes. But not really.



Standard Engine	Available Transmissions	Standard Axle Ratios	Available Axle Ratios
6-cyl., 250-cc., in. 1-bbl. 145 hp., gross*	3-speed (standard) (column shift)		
110 hp., net	3-speed (floor-shift)	3.08:1 (1)	
Compression ratio: 8.5:1	Automatic		
	Turbo Hydro-matic		
(1) Not available with air conditioning			
Available Engine			
V-8, 350-cc., in. 2-bbl. 230 hp., gross*	3-speed (standard)		
185 hp., net	3-speed (heavy-duty)	3.42:1	
	4-speed (wide-ratio)		
Compression ratio: 8.0:1	Automatic	2.73:1	3.08:1
	Turbo Hydro-matic	2.73:1	3.08:1

*For an explanation of gross and net figures, see footnote on back cover.

Dimensions, Front Tread, 61.3", rear tread, 60.0". All other dimensions same as Formula Firebirds, page 29.



GTO HARDTOP COUPE

'71 GTO

If ever a car were born for the road, it's Pontiac's new GTO. Sure, it's a fine city car too. But get one out where the gophers begin and there's just no way to beat it.

Where else except in GTO would you get a 400-CID V-8, dual exhausts, high-rate springs, thick front and rear stabilizer bars, firm shocks and Wide-Track—all standard?

And if you want a little extra behind that great new Endura front bumper, two new 455-cubic-inch V-8s are available.

Both have four-barrel carburetion.

And one can be ordered with a nifty air-induction system that rams air into the carburetor from efficient new forward-mounted hood scoops. It's called Ram Air.

Now you might think these engines would perform like turtles on the low-lead gas they use.

Quite the contrary. In fact, extensive testing has proved they actually outperform their predecessors.

Since not everyone thinks alike about transmissions, we've served up four to choose from. The standard floor-mounted 3-speed. Which is heavy-duty, by the way.

Two 4-speeds (close- and wide-ratios). And Turbo Hydra-matic. Check the specifications at the end of this section for engine availability.

Okay, you've got a bunch of car now. But a great road car has to be more. It has to be comfortable—enough, say, to take you through a 500-mile day without grinding off all your nerve endings.

Answer: GTO's interior.

With most vinyl seats, a person contends with the elements. When it's cold, goose bumps. When it's hot, you squirm a lot.





GTO CONVERTIBLE



But GTO has a special knit vinyl in the body-contact areas that actually breathes. No sweat. No frostbite.

GTO's comfort quotient comes from other things, too. The deep wall-to-wall carpet. Thick padding. Upper-level ventilation. It goes on and on.

Maybe you never thought about it before, but the way a car handles has a lot to do with how refreshed—or how beat—you are after X number of hours on the road.

If the wheel is sloppy, you get fatigued

trying to keep the car constantly pointed in the right direction. If the steering is too heavy, you plain get armweary. Answer? GTO, of course, with variable-ratio power steering you can order.

On straight turnpikes you get precise handling and a solid feel of the road. But if you're winding up a snaky byway or pulling off often, the steering gets faster the further you turn the wheel.

As you know, comfort can also be a state of mind. Which is precisely why we make a number of intriguing items avail-

able to keep you unbored.

If you're an rpm reader, a hood-mounted or dash-mounted tach.

If gauges get you, a special Rally Gauge Cluster with clock.

Radios? AM. AM/FM. AM/FM with FM stereo multiplex. And rear-seat speaker.

Stereo tape player. And on GTO it's conveniently placed in the front of the center console you can specify.

Well, that's it, sports fans. GTO.

What are you waiting for?

Standard Engine	Available Transmissions	Standard Axle Ratios	Available Axle Ratios
V-8, 400-cu.-in. 4-bbl. 300 hp, gross* 295 hp, net Compression ratio: 8.2:1	3-speed (heavy-duty, standard)	3.55:1	3.23:1 (3)
	4-speed (wide-ratio)	3.23:1 (1)	3.80:1 (2,3)
	4-speed (close-ratio)	3.80:1 (3)	4.33:1 (2,3)
	Turbo Hydra-matic	3.55:1	3.80:1
Available Engines			
V-8, 455-cu.-in. 4-bbl. 325 hp, gross 290 hp, net Compression ratio: 8.2:1	Turbo Hydra-matic	3.31:1	
		3.07:1 (1)	
V-8, 455-cu.-in. H.O. 4-bbl. 330 hp, gross* 310 hp, net Compression ratio: 8.4:1	3-speed (heavy-duty)	2.55:1	3.31:1 (1)
	4-speed (close-ratio)	3.55:1	3.31:1 (1)
	Turbo Hydra-matic	3.55:1	3.07:1 (1)

(1) Standard with air conditioning (2) Special order (3) Not available with air conditioning
*For an explanation of gross and net figures, see footnotes on back cover

Dimensions	Hardtop Coupe	Convertible
Wheelbase	112.0"	112.0"
Overall Length	203.3"	203.3"
Overall Width	76.7"	76.7"
Front Tread	61.0"	61.0"
Rear Tread	60.0"	60.0"
Overall Height	52.0"	52.3"
Front Seat Leg Room (1)	42.4"	42.4"
Rear Seat Leg Room (2)	31.6"	31.6"
Front Head Room (3)	37.7"	38.5"
Rear Head Room (3)	38.3"	38.9"

(1) Maximum effective (2) Minimum effective (3) Seat depressed



THE JUDGE

The '71 Judge

A word of advice to the demure and meek.

Unless you're ready to change your image, pass over this section. What you see here is an extrovert's car. Something for the movers. Our very special GTO—The Judge.

Its credentials are impressive. A hefty 455-CID H.O. V-8 that develops 335 gross

horsepower, 310 hp. net.*

An air-induction system that takes in oxygen from those front-mounted scoops and tamps it down the mouth of a big 4-bbl. carburetor.

A T-handle shifter for the heavy-duty 3-speed transmission.

On the outside, The Judge demon-

strably reinforces our assertion that it isn't for sensitive types.

Special Rally II mag-type wheels. Blacked-out grille. Wild fender stripes. A full-width rear-deck air spoiler. And some strategically placed good words about our most brazen GTO—"455 H.O." and "The Judge."

**For an explanation of gross and net figures, see footnote on back cover.*



Standard Engine	Available Transmissions	Standard Axle Ratios
V-8, 455-cu.-in. H.O.	3-speed (heavy-duty, standard)	3.55-1 3.31-1 (1)
4-bbl., 335 hp. gross*	4-speed (close-ratio)	3.55-1 3.31-1 (1)
310 hp. net		
Compression ratio: 8.4:1	Turbo Hydro-matic	3.55-1 3.87-1 (1)

(1) Standard with air conditioning.

*For an explanation of gross and net figures, see footnote on back cover.

Dimensions. Same as GTO, page 37.

'71 LeMans Sport

As far as Pontiac's concerned, any car labeled "Sport" better be prepared to live up to the name.

The new 1971 LeMans Sport does—like it coined the word. Except for our own GTO, we can't think of a sportier intermediate.

For one thing, we could've offered just a couple of engines. But no. We've sprung with six of them—all the way from a surprisingly alert 250-cu.-in. six to the biggest engine Pontiac offers.

A 455-CID H.O. V-8 that turns out 335 gross horsepower, 310 hp. net*

Something else to think about. You can now do something to your LeMans Sport that's never been possible before.

You can specify a new Endura styling option that integrates a special grille and fender louvers with the GTO bumper, hood, parking light and headlight arrangement.

Now this is not to minimize the superb looks of the new LeMans Sport. From

front to rear it looks like a study in contemporary sculpture. The lines are dynamic, seemingly in motion even when the car is still. The grille is Pure Pontiac! Rugged. Exciting.

If the 1971 LeMans Sport has an exterior that lives up to its name, so too the all-new interiors.

You can take your pick of either Strato-bucket seats or a new notch-back bench for both hardtop coupe and convertible. If you take delivery on the 4-door

*For an explanation of gross and net figures, see footnote on back cover.





LEMANS SPORT CONVERTIBLE

hardtop, you'll get the notch-back.

And these seats are something to behold—as well as be held in. They're hand-fitted in expanded Morrokide and horizontally pleated knit vinyl in a wide selection of colors.

Other tasty features of the new LeMans Sport interior include wall-to-wall carpeting, flame-chestnut vinyl trim on the instrument panel, bright-metal pedal trim plates, rocker-type accessory switches and a thickly padded instrument panel.

Now it should be quite obvious after all this that the 1971 LeMans Sport has a whole lot going for it. But since some people can't leave great enough alone, we have available an enormous range of gear to make a LeMans Sport exclusively theirs.

In wheels and wheel covers, there's our new custom and wire-wheel covers, Rally II wheels and new honeycomb wheels.

In transmissions, there are six you can

choose from—depending on engine selected. Regular- and heavy-duty 3-speeds, two 4-speeds (wide- or close-ratio), automatic and Turbo Hydra-matic.

There are all kinds of other things you can get, too. Special instrumentation. Heavier suspension. Air conditioning. Whatever.

In fact, you can even get a bug deflector for the grille of your new LeMans Sport at your Pontiac dealer's.

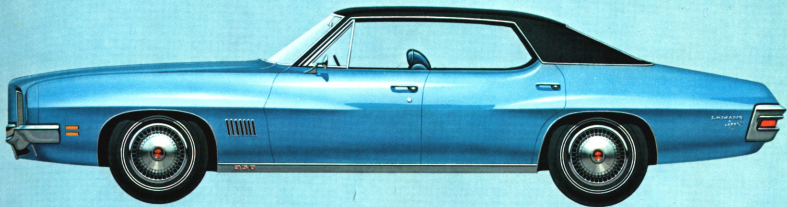
But you wouldn't, would you?

Standard Engine	Available Transmissions	Standard Axle Ratios	Available Axle Ratios
L-6, 250-cu.-in. 1-bbl. 145 hp. gross* 110 hp. net Compression ratio: 8.5:1	3-speed (standard)	3.23:1	
	Automatic	3.08:1 (3)	3.23:1 (3)
	Turbo Hydra-matic	3.08:1 (3) 3.23:1 (1)	2.78:1 (3) 3.23:1 (3)
Available Engines			
V-8, 350-cu.-in. 2-bbl. 250 hp. gross* 185 hp. net Compression ratio: 8.0:1	3-speed	3.23:1	3.08:1
	3-speed (heavy-duty)	3.23:1	3.55:1 (2)
	4-speed (wide-ratio)	3.23:1	3.08:1
V-8, 400-cu.-in. 2-bbl. 285 hp. gross* 180 hp. net Compression ratio: 8.2:1	Automatic	2.78:1	3.08:1
	Turbo Hydra-matic	2.56:1 2.78:1 (1)	
		2.78:1	3.08:1
V-8, 400-cu.-in. 4-bbl. 300 hp. gross* 200 hp. net Compression ratio: 8.2:1	3-speed (heavy-duty, standard)	3.55:1	3.80:1 (2,3)
	4-speed (wide-ratio)	3.23:1 (1)	
	4-speed (close-ratio)	3.80:1 (3)	4.33:1 (2,3)
V-8, 455-cu.-in. 4-bbl. 325 hp. gross* 200 hp. net Compression ratio: 8.2:1	Turbo Hydra-matic	3.23:1	3.08:1 3.55:1
		3.31:1 3.07:1 (1)	
		3.42:1 3.31:1 (1)	
V-8, 455-cu.-in. H.O. 4-bbl., 335 hp. gross* 310 hp. net Compression ratio: 8.4:1	3-speed (heavy-duty)	3.42:1 3.55:1	3.31:1 (1) 3.31:1 (1)
	4-speed (close ratio)	3.55:1	3.31:1 (1)
	Turbo Hydra-matic	3.55:1 3.07:1 (1)	

(1) Standard with air conditioning (2) Special order (3) Not available with air conditioning
*For an explanation of gross and net figures, see footnote on back cover

Dimensions	Hardtop Coupe Convertible	4-door Hardtop
Wheelbase	112.5"	116.0"
Overall Length	202.8"	208.8"
Overall Width	76.3"	76.7"
Front Tread	61.0"	61.0"
Rear Tread	60.0"	60.0"
Overall Height	52.0"(1)	52.6"
Front Seat Leg Room (2)	42.4"	42.5"
Rear Seat Leg Room (3)	31.6"	34.8"
Front Head Room (4)	37.7"(5)	38.1"
Rear Head Room (4)	36.3"(6)	37.1"

(1) Convertible 52.3" (2) Maximum effective (3) Minimum effective (4) Seat depressed
(5) Convertible 38.5" (6) Convertible 36.9"



LEMANS SPORT 4-DOOR HARDTOP



LEMANS SPORT HARDTOP COUPE



LEMANS 4-DOOR HARDTOP

'71 LeMans

Some people have the idea that a mid-size car is either a big car made smaller or a small car made bigger.

Not so. As far as we're concerned, as much engineering and styling time goes into our mid-size models as it would into, say, our new Grand Ville.

In fact, one glance at the 1971 LeMans beautifully illustrates our belief that even a modestly priced and economical Pontiac

can have a sporty and distinctive look.

And what looks! From that great new front end clear through to the exhaust pipe, it's just one great sweep of glass and steel.

There's no gingerbread to clutter up the lines. Even the windshield wipers and radio antenna are concealed to keep the design pure.

Okay. Looks great, you say, but what

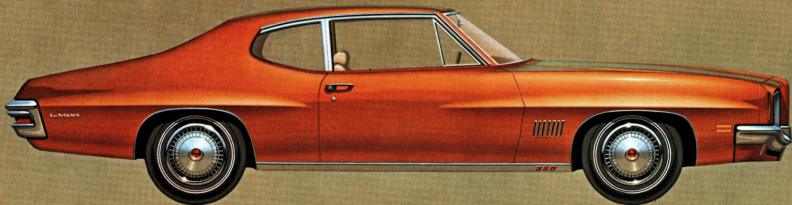
about performance? To put it bluntly, LeMans comes prepared. This year there are five V-8s you can order in addition to the standard six. With two automatic transmissions, two 4-speeds and a heavy-duty 3-speed besides the standard, column-shifted 3-speed.

And, naturally, since LeMans is one of the Wide-Track family, the ride is almost glasslike, the handling quick and sure.

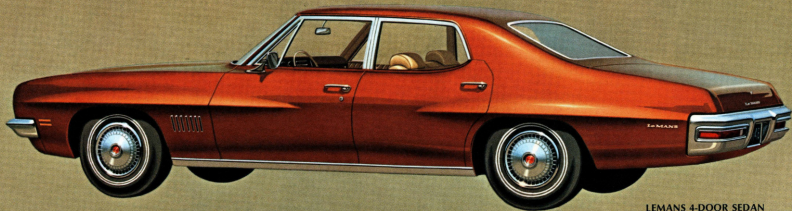




LEMANS HARDTOP COUPE



LEMANS COUPE



LEMANS 4-DOOR SEDAN

Open a door and you won't believe such a luxurious interior could come in such a modestly priced car.

But it does. In your choice of all-vinyl or cloth-and-vinyl upholstery. With wall-to-wall loop-pile carpeting, day-night rearview mirror and flame-chestnut vinyl trim on the dash.

For personal expression in the new LeMans, you can go as overboard as you

like—in a number of different areas.

Be you a trailer fan, there are special rear-axle ratios you can order. A trailer harness. Heavy-duty springs. Radiators and such.

Should you have small children, power door locks are available for added security, convenience and peace of mind.

And if it's simply the good life that

appeals to you, surround yourself with stereo sound, via radio or tape cassettes.

To sum up, then, on the 1971 LeMans, just associate these key words.

Distinctive body style. Great looks. Performance. Wide-track. Luxury. Good price. Plenty of custom features.

Oh, yes. There are two other words that describe LeMans very nicely.

Pure Pontiac!

Standard Engine	Available Transmissions	Standard Axle Ratios	Available Axle Ratios
L-6, 250-cu.-in. 1-bbl. 145 hp, gross* 110 hp, net Compression ratio: 8.5:1	3-speed (standard)	3.23:1	
	Automatic	3.08:1 (3)	3.23:1 (3)
	Turbo Hydra-matic	3.08:1 3.23:1 (1)	2.78:1 (3) 3.23:1 (3)
Available Engines			
V-8, 350-cu.-in. 2-bbl. 250 hp, gross* 165 hp, net Compression ratio: 8.0:1	3-speed	3.23:1	3.08:1
	3-speed (heavy-duty)		3.55:1 (2)
	4-speed (wide-ratio)	3.23:1	3.08:1
	Automatic	2.78:1	
	Turbo Hydra-matic	3.58:1 2.78:1 (1)	3.08:1
V-8, 400-cu.-in. 2-bbl. 265 hp, gross* 180 hp, net Compression ratio: 8.2:1			
	Turbo Hydra-matic	2.78:1	3.08:1
V-8, 400-cu.-in. 4-bbl. 300 hp, gross* 200 hp, net Compression ratio: 8.2:1	3-speed (heavy-duty, standard)	3.55:1 3.31:1 (1)	3.90:1 (2,3)
	4-speed (wide-ratio)	3.55:1 3.23:1 (1)	
	4-speed (close-ratio)	3.90:1 (2)	4.33:1 (2,3)
	Turbo Hydra-matic	3.23:1	3.08:1 3.55:1
V-8, 455-cu.-in. 4-bbl. 325 hp, gross* 260 hp, net Compression ratio: 8.2:1			
	Turbo Hydra-matic	3.31:1 3.07:1 (1)	
V-8, 455-cu.-in. H.O. (4) 4-bbl., 335 hp, gross* 310 hp, net Compression ratio: 8.4:1	3-speed (heavy-duty)	3.55:1 3.31:1 (1)	
	4-speed (close-ratio)	3.55:1 3.31:1 (1)	
	Turbo Hydra-matic	3.55:1 3.07:1 (1)	

(1) Standard with air conditioning; (2) Special order; (3) Not available with air conditioning

(4) Not available on station wagons

*For an explanation of gross and net figures, see footnote on back cover

Dimensions	Coupe Hardtop Coupe	4-door Hardtop 4-door Sedan
Wheelbase	112.0"	116.0"
Overall Length	202.8"	208.8"
Overall Width	76.7"	76.7"
Front Tread	61.3"	61.0"
Rear Tread	60.0"	60.0"
Overall Height	52.0"	52.8"
Front Seat Leg Room (1)	42.4"	42.5"
Rear Seat Leg Room (2)	31.6"	34.8"
Front Head Room (3)	37.3"	38.1"
Rear Head Room (3)	38.3"	37.1"

(1) Maximum effective (2) Minimum effective (3) Seat depressed

'71 T-37

Everybody who builds cars has a "least expensive series." Pontiac is no exception, though we treat ours slightly differently.

We don't sluff it off somewhere. Or apologize for it. Reason: the T-37 is as much a Wide-Tracker as any other Pontiac.

It just doesn't cost as much.

As you can see, T-37 has looks to spare. What's more, they'll stay in style

for many, many years to come.

Since the T-37 is all-Pontiac, it has side-guard beams in the doors, Cargo-guard (a steel barrier that helps prevent loose objects from entering the passenger area from the trunk in case of a sudden stop), even a hidden radio antenna.

The T-37 has new front fender side markers that flash with the turn signals,

dual master cylinder brake system, self-adjusting brakes, windshield washers, dual-speed wipers, energy absorbing steering column and all the other safety features you'll find on any Pontiac.

Getting down to the T-37's individual traits, let's mosey around inside for a minute.

Nice things have happened. The





T-37 HARDTOP COUPE

interiors are all new with patterned cloth and vinyl upholstery, black-grained instrument panel and vinyl floor covering. (If you like, there's an all-vinyl seating arrangement available.)

As far as power's concerned, T-37 is not to be outdone.

There's the standard six and five V-8s available. And should you decide to get

one of these V-8s on either the coupe or hardtop coupe, you can turn your T-37 into a GT-37—one of the niftiest looking cars ever to set tire to pavement.

The GT-37 includes the following: GTO dual exhausts that extend through the panel under the rear bumper. Floor-mounted heavy-duty three-speed transmission with grained-vinyl shift knob.

Special Rally II wheels with G70—14" white-letter tires. Hood hold-down pins with cables. Vinyl body stripes and GT-37 identification emblazoned on the front fender and rear deck.

What we've tried to put across here is that there's no such thing as a second-class Pontiac.

The T-37 is Pure Pontiac!

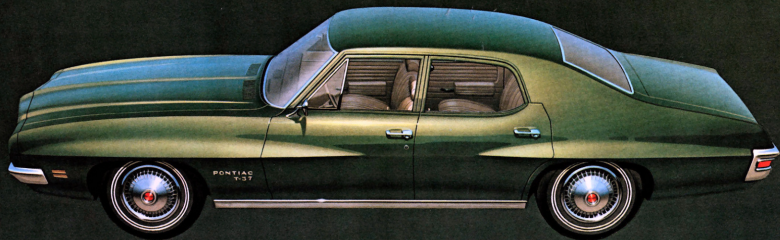
Standard Engine	Available Transmissions	Standard Axle Ratios	Available Axle Ratios
L-6, 250-cu.-in. 1-dbl. 145 hp, gross* 110 hp, net Compression ratio: 8.5:1	3-speed (standard)	3.23:1	
	Automatic	3.08:1 (3)	3.23:1 (3)
	Turbo Hydro-matic	3.08:1 3.23:1 (1)	2.78:1 (3) 3.23:1 (3)
Available Engines			
V-8, 350-cu.-in. 2-dbl. 250 hp, gross* 185 hp, net Compression ratio: 8.5:1	3-speed		3.08:1
	3-speed (heavy-duty)	3.23:1	3.55:1 (2)
	4-speed (wide-ratio)	3.23:1	3.08:1
	Automatic	2.78:1	
	Turbo Hydro-matic	3.56:1 2.78:1 (1)	3.08:1
V-8, 400-cu.-in. 2-dbl. 265 hp, gross* 180 hp, net Compression ratio: 8.2:1	Turbo Hydro-matic	2.78:1	3.08:1
V-8, 400-cu.-in. 4-dbl. 300 hp, gross* 230 hp, net Compression ratio: 8.2:1	3-speed (heavy-duty, standard)	3.55:1 3.23:1 (1)	3.90:1 (2, 3)
	4-speed (wide-ratio)	3.55:1 3.23:1 (1)	4.33:1 (2, 3)
	4-speed (close-ratio)	3.90:1 (3)	
	Turbo Hydro-matic	3.23:1	3.08:1 3.55:1
V-8, 455-cu.-in. 4-dbl. 325 hp, gross* 260 hp, net Compression ratio: 8.2:1	Turbo Hydro-matic	3.21:1 3.67:1 (1)	
V-8, 455-cu.-in. H.O. 4-dbl., 335 hp, gross* 310 hp, net Compression ratio: 8.4:1	3-speed (wide-ratio)	3.55:1 3.21:1 (1)	
	4-speed (close-ratio)	3.55:1 3.21:1 (1)	
	Turbo Hydro-matic	3.55:1 3.67:1 (1)	

(1) Standard with air conditioning (2) Special order (3) Not available with air conditioning
*For an explanation of gross and net figures, see footnote on back cover

Dimensions. Same as LeMans, page 47.



GT-37 HARDTOP COUPE



T-37 4-DOOR SEDAN



GRAND SAFARI 3-SEAT STATION WAGON

'71 Station Wagons

As a rule, the introduction of a new station wagon generates about as much electricity as a blown fuse. After all, the function of a wagon is fairly utilitarian: to transport large items—or a lot of little items—from one point to another.

Well, the day of the dull wagon is over. Presenting Grand Safari and Safari. Two brand-new Pontiac names for two exciting all-new cars.

What's so special about them? For one thing, our new disappearing tailgate. Flick a switch or turn the key and the

window retracts into the roof. Then, either manually or through a power unit you can order, the tailgate slides into the floor.

Directing your attention to the Grand Safari 3-seat Station Wagon you see here, kindly notice the new simulated wood paneling you can order for the outside. It actually takes on a hint of the body color, so there's no great clash between the two. With a green car, it looks like limed oak. With gold, like honey maple.

Now if you'll look closely, you'll see

that the third seat faces forward this year. We turned it around to provide more comfort and to let everyone have a forward view (great for big families at drive-in movies).

The new Grand Safari and Safari wagons have undergone other important rear-end changes. For one, the new chassis has a leaf-spring suspension.

Since a wagon is heavier in the rear than other cars, it has a tendency for more sideways motion in the back. But with their greater lateral strength, these

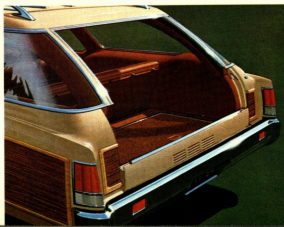
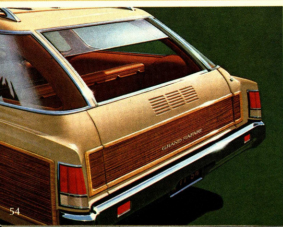




SAFARI 2-SEAT STATION WAGON



SAFARI 3-SEAT STATION WAGON



new leaf springs curb that inclination and provide superb handling.

The other big change for these wagons has to do with aerodynamics. The new rounded shape makes a dust deflector unnecessary since the natural flow of air helps keep the window clean.

As you may have guessed, the Grand Safari is more grand than the Safari.

It carries a 455-CID 2-bbl. V-8. Or you can avail yourself of the 455-CID 4-bbl. version.

Inside, the Grand Safari is appointed with all-Morrokide upholstery. It has a pull-down front-seat armrest, wall-to-wall carpet, bright-metal seat-end protectors and a carpeted load floor. Cargo capacity, excluding the hidden storage compartment, is a big 102.3 cubic feet.

The new Safari Station Wagons are also well-appointed. You get a 350-cubic-inch V-8. Or you can order one of two 400- or two 455-CID V-8s.

Inside, Safari is beautifully outfitted

in a new grained-vinyl upholstery material that looks just like pigskin, nylon-blend carpet, padded instrument panel with wood grain vinyl inserts, soft-rim steering wheel and a host of other value-packed features.

For the complete story of our new Grand Safari and Safari wagons, pick up our 1971 Station Wagon Catalog from your Pontiac dealer's showroom.

And see why even station wagons can be Pure Pontiac!

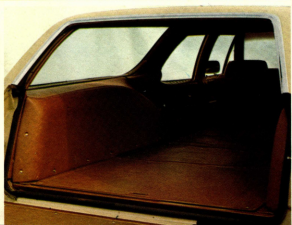




LEMANS 3-SEAT STATION WAGON



LEMANS 2-SEAT STATION WAGON



If you can do with a little less hauling capacity (86.3 cubic feet against 102.3 in the Grand Safari and Safari), the LeMans 2- and 3-seat wagons could be exactly what you have in mind.

They're good looking (especially with the wood grain vinyl side paneling you can order), functional (especially with the new standard two-way tailgate) and they're Pontiacs (which is all a lot of

people have to know).

What's more, LeMans Station Wagons are uncommonly practical. Power front disc brakes. A 250-cubic-inch six that puts out plenty of power while delivering great gas mileage. The seats are all-vinyl, so they clean up quickly with just a few swipes of a damp sponge.

And, of course, a LeMans Station Wagon is completely equipped with all of

Pontiac's occupant-protection, accident-prevention and anti-theft features, a complete list of which you'll find on the back cover (along with a shopper's guide to all of our great Wide-Track Pontiacs for 1971).

So, look. If you have need of a smaller wagon (you'll notice we didn't say "small"), check into the new LeMans Station Wagon today.

And turn a need into a want.

Dimensions	Grand Safari and Safari	LeMans
Cargo volume (cu. ft.)	102.3	83.6
Underfloor compartment 2-seat (cu. ft.)	2.9	10.0
Underfloor compartment 3-seat (cu. ft.)	2.9	5.6
Length (inches)		
Top of front seatback to closed tailgate	92.3	79.9
Top of second seatback to closed tailgate	55.0	46.8
Front seat at floor to closed tailgate	100.5	90.9
Front seat at floor to end of open tailgate	106.5	117.1
Second seat at floor to end of closed tailgate	64.8	58.1
Second seat at floor to end of open tailgate	70.4	65.0
Width (inches)		
Maximum width of cargo space at floor	64.2	58.5
Minimum distance between wheelhouses at floor	48.8	44.5
Rear-end opening width at floor	50.2	50.0
Rear-end opening width at belt	43.5	46.8
Height (inches)		
Maximum height	30.2	31.5
Maximum height at rear opening (tailgate open)	28.5	28.6
Platform height of load floor (curb weight)	22.3	22.0

