

# Ventura

Pontiac's low-priced compact car.



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

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

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

You can equip either of the coupes with a new Sprint package. It has its own front end with a blacked-out grille (remind you of a Firebird?). Custom carpeting. Custom Cushion steering wheel. Body-colored outside mirrors. And a not-too-subtle stripe job.

You can order three new Ventura Custom models. Hatchback, 2-door (shown on cover), 4-door. They all have nylon-blend, loop-pile carpeting. Special cloth or all-Morrokide upholstery. New insulation for added quiet. Deluxe wheel covers. Custom Cushion steering wheel. Pedal trim plates. And more.

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

And if you do, you can order a special handling package. Front

and rear stabilizer bars. Firm shock absorbers. 14x6" steel wheels. E70—14 belted blackwall tires.

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



Standard bench seat upholstered in cloth and Morrokide. Shown in beige—also available in black.



Ventura Custom 4-Door Sedan in Ascot Silver.

Custom bucket seats upholstered in Morrokide. Shown in beige—also available in blue.





Ventura Custom Sprint 2-Door Coupe in Buccaneer Red.

Ventura Hatchback Coupe in Desert Sand.

**VENTURA AND VENTURA CUSTOM  
FACTS AND FIGURES**

**MODELS**

Body styles common to Ventura and Ventura Custom; Hatchback Coupe; Coupe; 4-Door Sedan.

**POWER TRAINS**

Standard engine: 250-cu.-in. Overhead valve 1-bbl. 6 cylinder.

Standard transmission: 3-speed manual column shift.

Standard axle ratio: 3.08:1.

Available engine: 350-cu.-in. 2-bbl. V-8.

Available transmissions: 3-speed manual floor shift; 4-speed manual floor shift (350 V-8 only); Automatic (n/a with V-8 or console); Turbo Hydra-matic (V-8 only).

**STANDARD INTERIOR FEATURES**

Front bench seat upholstered in cloth trimmed with Morrokide. Deluxe 2-spoke steering wheel. Doors trimmed with wood-grained vinyl accents. Front and rear armrests. Low-level ventilation. Vinyl-coated, rubber floor covering. Door pull straps (2-Dr. Coupes). Ash trays in rear armrests. Folding rear seat (Hatchback only.) Fully trimmed side walls in cargo area (Hatchback only). Space-saver spare tire (Hatchback only). Lamp in cargo area activated by door-jamb switch (Hatchback only).

**INTERIOR FEATURES DISTINCTIVE TO VENTURA CUSTOM**

Custom Cushion steering wheel, color-keyed to interior. Carpeted floor (including rear load floor on Hatchback). Glove box lamp. Right-hand doorjamb switch for dome lamp. Added body and underhood insulation. Special cloth or all-vinyl upholstery. Bright front-seat side panels. Pedal trim plates.

**STANDARD EXTERIOR FEATURES**

New improved front and rear bumper systems. New ventless side windows. New grille design with chrome outline moldings. Windshield and backlight reveal moldings. New split tail lamps.



The Ventura Hatchback hatch.

**EXTERIOR FEATURES DISTINCTIVE TO VENTURA CUSTOM**

Drip scalp molding. Rocker panel molding. Deluxe wheel covers. Custom identification.

**STANDARD CHASSIS FEATURES**

Coil springs front, leaf springs rear. 14x5" wheels with moon hubcaps. E78—14 black-wall tires. Drum-type brakes front and rear. Computer-selected springs.

**CAPACITIES**

Fuel tank—21.5 gals.  
Cooling system—12.1 qts.  
Oil, less filter refill—4.0 qts.

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

**AVAILABLE EQUIPMENT AND SPECIAL PACKAGES**

Bucket seats on 2-door models. Space-saver spare tire. AM or AM/FM radios. Variable-



Ventura Custom Coupe in Desert Sand.

ratio power steering. Power front disc brakes. Rally II mag-type wheels. Sprint package (2-door models only) including: Distinctive front end and grille, body-colored outside rearview mirrors, custom floor carpet, Custom Cushion steering wheel, 14x6" steel wheels, body side striping, Sprint ID.

**VENTURA SAFETY FEATURES  
OCCUPANT PROTECTION**

Seat belts with pushbutton buckles for all passenger positions. Single-buckle seat and shoulder belts for driver and right front passenger (with reminder light and buzzer). Two front-seat head restraints. Energy-absorbing steering column. Passenger-guard door locks with forward-mounted lock buttons. Safety door latches and hinges. Folding seat-back latches. Energy-absorbing padded instrument panel and front seat-back tops. Contoured windshield header. Thick laminate windshield. Padded sun visors. Safety armrests. Safety steering wheel. Cargo-Guard. Side-guard Beam.

**ACCIDENT PREVENTION**

Side marker lights and reflectors (Front side marker lights flash with directional signal.). Parking lamps that illuminate with headlamps. Four-way hazard warning flasher. Backup lights. Lane-change feature in direction signal control. Windshield defrosters, washers and dual-speed wipers. Wide-view inside mirror (vinyl edged, shatter resistant glass and deflecting support). Outside rearview mirror. Dual master cylinder brake system with warning light. Starter safety switch. Dual-action safety hood latches. Improved bumper systems.

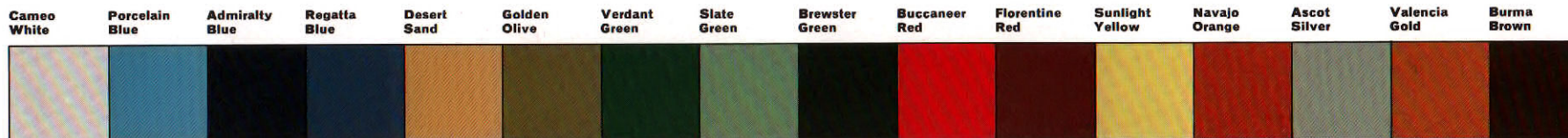
**ANTI-THEFT**

Anti-theft ignition key warning buzzer. Anti-theft steering column lock.

Shown on the cars and described in this catalog are some of the many options and accessories offered by Pontiac. They're available at extra cost, and well worth it in driving comfort and convenience. Pontiac Motor Division of General Motors Corporation reserves the right to make changes at any time, without notice, in colors, equipment, specifications, prices and models—and also to discontinue models. The right is also reserved to change any specifications, parts or equipment at any time without incurring any obligation to equip same on cars built prior to date of such change.

Pontiac Motor Division, General Motors Corporation, One Pontiac Plaza, Pontiac, Michigan 48053.

**Exterior Colors**



**Available interior colors.**

Beige	Black	Beige	Black	Beige	Black	Beige	Black	Beige	Black	Beige	Black	Beige	Black	Beige	Black	Beige	Black
Black	Black/White	Black	Black/White	Black	Black/White	Black	Black/White	Black	Black/White	Black	Black/White	Black	Black/White	Black	Black/White	Black	Black/White
Black/White	Blue	Black/White	Blue	Black/White	Blue	Black/White	Blue	Black/White	Blue	Black/White	Blue	Black/White	Blue	Black/White	Blue	Black/White	Blue



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