



1976 PONTIAC

SUNBIRD

ASTRE

VENTURA

FIREBIRD

GRAND LE MANS

LE MANS SPORT COUPE

LE MANS

LE MANS & GRAND LE MANS SAFARI STATION WAGONS

BONNEVILLE BROUGHAM

BONNEVILLE

CATALINA

CATALINA & GRAND SAFARI STATION WAGONS

GRAND PRIX



SUNBIRD

A great small car from the Wide-Track people.

In a sea of small cars, sooner or later one has to bubble to the top to show the others what a small car can really be.

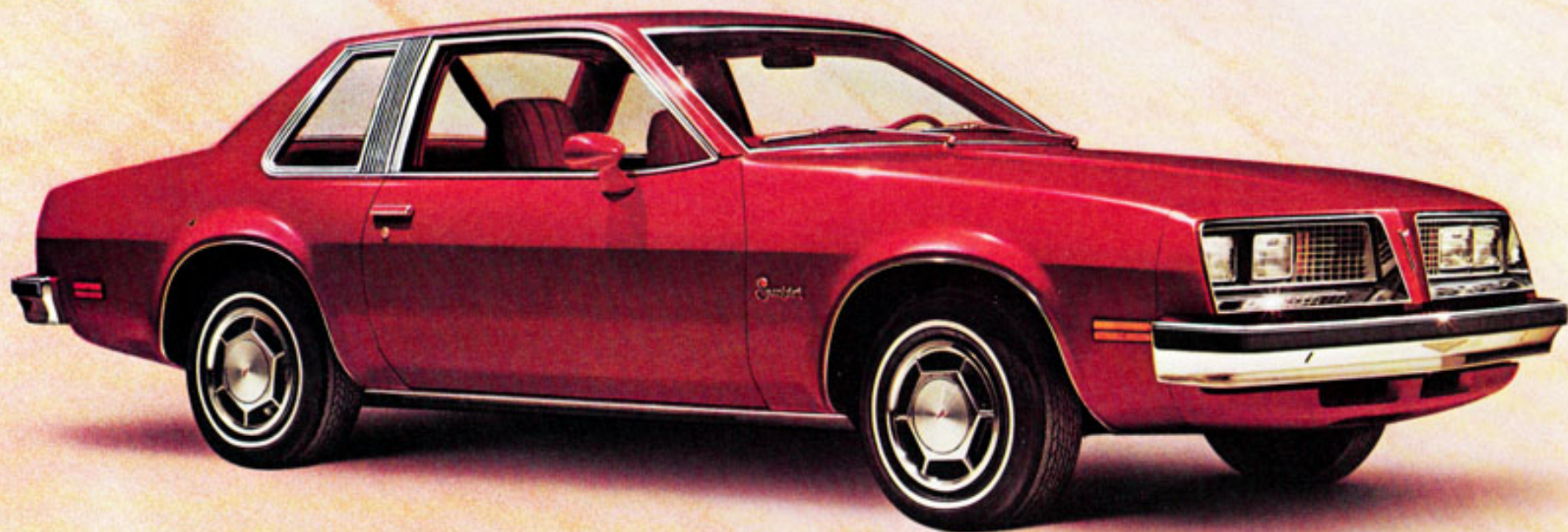
That car has just bubbled. It's brand new. Called Sunbird. The first Pontiac Sunbird.

Lofty talk? Don't bet on it. Sunbird has a lot more than rectangular headlamps and super buckets to back it up.

This spunky little rascal comes with a 140-cu.-in. engine and a 3-speed

And that engine is covered by a guarantee. It protects you for five years or 60,000 miles (whichever comes first). And it works like this.

Pontiac guarantees to the owners of 1976 Sunbirds with the 140-cu.-in. engine that any authorized Pontiac dealer will make repairs without charge to the owner, during the term of the guarantee, to the cylinder block, cylinder heads, all internal engine parts, the intake and exhaust manifolds and water pump made necessary because of defects in material and workmanship.



Sunbird 2-Door Coupe.

This guarantee is in addition to the New Vehicle warranty but does not apply to repairs required because of misuse, negligence, alteration, accident or lack of reasonable or proper maintenance.

Sound good? This 5-year/60,000-mile engine guarantee is an added value feature included in your 1976 Sunbird.

You can also order Sunbird with an available 231-cu.-in. V-6 and a 5-speed manual.

The 5th acts as an overdrive at highway speeds to slow down the engine.

Sunbird's super bucket seats are covered in some of the finest Morrokide you've seen in any size car. That Morrokide even spills over onto the door panels.

To give the interior a finished look, we finished the instrument panel with a simulated rosewood applique.

You can dazzle a few big car owners by ordering the luxury bucket seats and appointment group.

The cloth and Morrokide (or all-Morrokide) get downright elegant.

And the appointment group includes custom seat and shoulder belts, outside sport mirrors, thicker carpeting, a trimmed luggage compartment (it's Be-kind-to-your-suitcase Year), special stripes and some other niceties.

We recommend it.

We also recommend Pontiac's available Radial Tuned Suspension with steel-belted radial tires. Just in case you're discerning enough to appreciate a small car that can take on corners with the same finesse that it takes on passengers.

Kind of a terrific thing to have when you're cruising a back road enjoying the night air with your sunroof open.

Yep, you can order a removable sunroof, too.

Now isn't that a nice little car? Heck no! It's a great little car. Sunbird is another great small car from the Wide-Track people.



- A. Here's where you'll find out what's going on in your Sunbird. At a glance.
- B. When we say we have luxury buckets and luxury appointments available, you can stake your stake on it. The color is firethorn. It could be white, black, blue or buckskin if you prefer.
- C. This name's going to spread fast.
- D. Our new 5-speed manual transmission. Fully synchronized and available for the ordering.
- E. Sunbird 2-Door Coupe.



ASTRE

Pontiac's subcompact cars.

You've heard all the sales pitches for little subcompacts, right?

Low price. Efficient performance. Low maintenance costs. Etc., etc., etc.

We know. We've been there.

But we also know that there has to be more to a small economy car than just efficient performance, low price and low maintenance.

Our goal for the 1976 Astre was to come up with a little car you can feel at home in. Even if you're used to a much larger car.

That explains Astre's basic interior. It's a beauty.

The nylon-blend, cut-pile carpeting, the simulated rosewood applique on the instrument panel, the bucket seats (darn near form-fitting), the sporty plaid cloth or all-Morrokkide upholstery. Very nice.

But we were very serious about our goal. So we made two new interior packages available this year.



Astre 2-Door Hatchback Coupe.

The custom interior gives you an even nicer cloth or all-Morrokode upholstery for the Hatchback Coupe or Safari Wagon. It also includes pull straps and map pockets for the doors, a rear seat ash tray, an assist strap on the instrument panel...among other good things.

The available luxury appointment option offers more. Added acoustical insulation, thicker cut-pile carpeting and Morrokode upholstery so much like leather, a Black Angus couldn't tell the difference.

Dynamite! As luxurious as many a full-sized car.

Being Pontiac, we saw no reason to give up the sporting life just because you want to drive something smaller.

So we kept our GT Hatchback and GT Wagon for 1976. Pontiac's Radial Tuned Suspension with steel-belted radial tires, a 2-bbl. carb on Astre's standard 140-cu.-in. engine, rally wheels, sport mirrors, stripes, the list goes on.

And you can add to it by specifying a 4-speed manual transmission or this year's biggest news — a fully synchronized 5-speed manual. Fifth gear acts as an overdrive at highway speeds.

Front disc brakes and High Energy Electronic Ignition are standard even if you buy our lowest priced 2-door coupe.

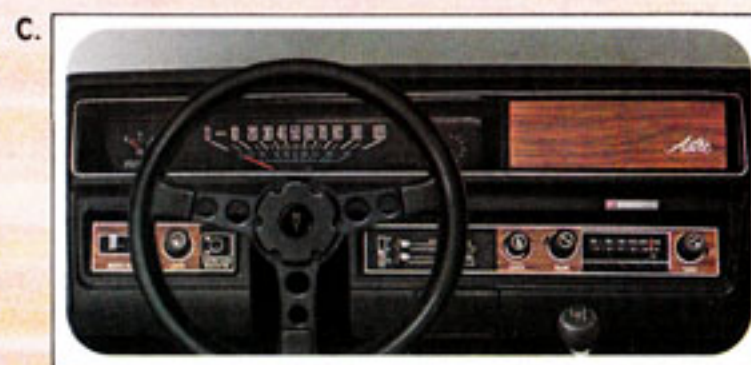
So is Astre's super engine guarantee. It protects you for five years or 60,000 miles (whichever comes first). And it works like this.

Pontiac guarantees to the owners of 1976 Astres that any authorized Pontiac dealer will make repairs without charge to the owner, during the term of the guarantee, to the cylinder block, cylinder heads, all internal engine parts, the intake and exhaust manifolds and water pump made necessary because of defects in material and workmanship.

This guarantee is in addition to the New Vehicle warranty but does not apply to repairs required because of misuse, negligence, alteration, accident or lack of reasonable or proper maintenance.

Sound good? This 5-year/60,000-mile engine guarantee is an added value feature in your 1976 Astre.

Now we think that's a subcompact you can feel at home in. If you agree, we can do business. On a 1976 Pontiac Astre.



- A. No, it isn't a Grand Prix bucket. This is Astre's available luxury bucket in buckskin. It also comes in black.
- B. Our lowest priced Astre 2-door coupe.
- C. You can add a little sportiness to the standard Astre IP by ordering a Formula steering wheel.
- D. You've read about it. Here it is. Astre GT. With hatch. Sporty. With room for a surfboard.

A wagon small enough (97-inch wheel-base) to breeze through tough city traffic. And take advantage of little spaces in crowded parking lots.

A wagon big enough to carry a young family in comfort. Or turn into a versatile 46.6 cubic foot cargo carrier with the flip of a back seat.

A wagon stylish enough—with its sporty Pontiac lines—to dress up any driveway.

And a wagon efficient enough to save you money for more important things...like a vacation.

If ever a subcompact station wagon was designed with growing families in mind, it's this one... the '76 Pontiac Astre Safari.

Take a look at Astre's easy-care cloth and Morrokide seats. Well organized instrument panel with new speedometer graduated in kilometers as well as miles per hour. Resilient nylon-blend carpet.



Astre Safari Wagon.

Look at the way Astre Safari is engineered. The 140-cu.-in. 4-cyl. overhead cam engine is both efficient and responsive. And there's a standard 3-speed floor shift (4-speed in Calif.).

There's even an exciting new available 5-speed transmission that's fully synchronized.

It's a package young budget-minded families will really appreciate.

Of course, not every family's alike. And it could be you're looking for a little heftier performance in your wagon.

Check out our new Astre GT Safari.

This special edition wagon offers a 140 overhead cam 4-cyl. 2-bbl. Four on the floor. BR78-13 steel-belted radial tires. Front and rear stabilizer bars. Rally wheels with trim rings. Rally gauge cluster, including clock and tachometer. Sport mirrors. And more. Pretty moving stuff.

There's also a special Rally RTS Handling Package available when you order steel-belted radial tires.

Astre Safari. It's the little Pontiac wagon designed in a family way. See it soon.



- A. Spoil your family a little by ordering these super supple all-Morrokide seats. Shown in white—also available in black, buckskin, firethorn and blue.
- B. 46.6 cubic feet! One of many big surprises in this exciting little package.
- C. Astre GT Safari Wagon.
- D. Once you try our available new 5-speed transmission, you'll be impressed.
- E. No growing pains for your family—not in these standard cloth and Morrokide seats. Shown in black—also available in firethorn.



VENTURA

Pontiac's compact cars.

It's no secret that Americans are changing their tastes about the cars they want to drive.

Longer...lower...wider is out.

Trimmer...lighter...more efficient is in.

And, as usual, the Wide-Track people are showing everybody how to do it right. With cars like the 1976 Pontiac Ventura.

This year's Ventura is a trim machine. Its overall length is just a few inches longer than our sporty little Firebird.

But you may feel like you're riding in a much bigger car. Because Ventura's wheelbase is long. Within a fraction of an inch as long as the wheelbase of our mid-sized Grand LeMans Coupe.

And inside, there's room for your head and legs. Nearly as much head room and leg room as our top-of-the-line Bonneville Brougham.

Now that's what's called efficient use of space.



Ventura SJ 2-Door Hatchback Coupe.

Of course, Ventura just wouldn't be a Pontiac if we didn't wrap that efficiency into some sensational style.

Like the style you'll find in our top-of-the-line Ventura SJ.

Right off, you'll notice the fantastic new grille and front end treatment.

Look closer and you'll see the stand-up hood ornament. The custom finned wheel covers. And the new wide tail lamps.

Inside, our most luxurious new Ventura delivers everything the outside promises.

Comfortable full-width seats upholstered in your choice of fine cloth or supple Morrokide.

Thick cut-pile carpeting. A custom cushion steering wheel. Even map pockets in the heavily padded doors.

If all that comfort still isn't enough, you can order from Ventura SJ's long list of available extras.

Like power windows and door locks. Air conditioning. A wide variety of vinyl roof treatments. All kinds of sound systems. Or maybe even the new cruise control that's available when you order your Ventura with a V-8.

The 1976 Ventura SJ is efficient. But obviously, it's also one very luxurious automobile.



- A. Ventura's available all-Morrokide full-width seat. Shown in blue.
- B. A driver's eye view of Ventura SJ's standard instrument panel and custom cushion steering wheel.
- C. Ventura SJ's standard full-width seat in black cloth. Also available as a custom seat in Ventura.
- D. A touch of class. Ventura SJ's new stand-up hood ornament.
- E. Ventura SJ's available all-Morrokide bucket seats. Shown in white — also available in buckskin and firethorn.



Our 1976 Ventura and Ventura SJ aren't just efficient in the utilization of space.

They're pretty efficient in the way they operate, too.

Both the Ventura and Ventura SJ come with a 250-cu.-in. Six standard.

They also come with a 3-speed manual transmission. (Available only with Turbo Hydra-matic in California.)

Our High Energy Electronic Ignition delivers up to 35,000 volts of power for quick starts. And because it's electronic, there are no points or ignition condenser to replace.

And Pontiac engineers designed Ventura to go up to 7,500 miles between scheduled oil changes.

Up to 12,500 miles between scheduled chassis lubes.

Up to 22,500 miles between scheduled spark plug changes.

We figure an efficient car shouldn't require much attention.

But even our lowest priced Ventura will get more than its share of attention on the road.



Ventura SJ 4-Door Sedan.

It's a Pontiac. And that means it's styled so people will sit up and take notice.

For proof, all you have to do is look at the new Ventura Coupe, Hatchback or 4-Door Sedan.

But don't just stare at the beautiful exterior. Really get into Ventura.

Check the standard full-width seats upholstered in cloth and Morrokide. Touch the thick cut-pile carpeting. Wrap your hands around the deluxe steering wheel. You're going to like it.

Want to spiff it up a little? Easy. Just order a few of Ventura's availables. Like a full vinyl top. A padded landau top with special rear quarter windows. Or maybe custom full-width seats like Ventura SJ's.

Want your Ventura sporty? There's a Special Appearance Group available on 2-door models that includes some impressive stripes. Or order the available bucket seats and console.

There's even a Rally RTS Handling Package available.

But whether you order your 1976 Ventura plain or fancy, you're going to get a car that's designed to give you the kind of efficiency the 1970's demand.

The Wide-Track people wouldn't have it any other way.



SEAT CUSHIONING AND MORROKIDE. SHOWN IN BLACK—also available in white and black.

B. Ventura's available Special Appearance Group includes blacked-out window frames and some very unobtrusive stripes.

C. Ventura 2-Door Hatchback Coupe.

D. Ventura 4-Door Sedan.

E. Ventura's standard full-width seat is upholstered in tweed cloth and Morrokide. Shown in black—also available in blue.



FIREBIRD

Pontiac's sports cars.

The door seems to open eagerly. The seat wraps around you. You insert the key, light the engine and put it into gear.

There are four ways to take off in a new 1976 Pontiac Firebird. Because there are four versions of Pontiac's sports machine.

They all share the same basic great styling.

They all share the same basic interior. Contoured buckets, easy-to-reach controls and a cockpit-like instrument panel.

And they all share Pontiac's own Radial Tuned Suspension with steel-belted radials.

So what makes these Firebirds different? Read on.

Our basic 'Bird is the most affordable Firebird of all.

A 250-cu.-in. Six is standard. As is a 3-speed manual transmission (Turbo Hydra-matic in Calif.).

The new front and rear ends with their integral body-colored bumpers look fantastic.

Inside, it's the same story. Cut-pile carpeting. Morrokide upholstery. Very upper class.



Formula Firebird Hardtop Coupe.

Not as upper class as our new Firebird Esprit. If you really want luxury, Esprit is the sports car you were born to drive.

The running gear is like our basic 'Bird. Pontiac's High Energy Electronic Ignition and catalytic converter can help you cut maintenance costs.

Esprit has a custom interior. With added sound insulation and a custom cushion steering wheel.

Esprit gets the treatment on the outside, too. Body-colored sport mirrors. Deluxe wheel covers. And special moldings.

You can even order an available new over-the-roof stripe option.

The next two Firebirds are the ones serious 'Bird watchers flock to.

Like the new 1976 Formula Firebird. A 5.7 liter 2-bbl. V-8 and Turbo Hydra-matic are standard. Californians get four barrels.

The spent gasses are piped through new dual splitter chrome exhausts.

Variable-ratio power steering and Pontiac's own Radial Tuned Suspension help cornering.

There's even a blacked-out grille and a new steel hood with dual scoops.

If you're really looking for attention, order the available new Formula Appearance Package.

The whole lower perimeter of the body gets blacked out, with multi-colored strips above. "Formula" supergraphics are on the sides.

Now imagine what you'd have if you took the Formula Firebird and added a shaker hood, functional air dams, extractors, deflectors, spoilers, etc.

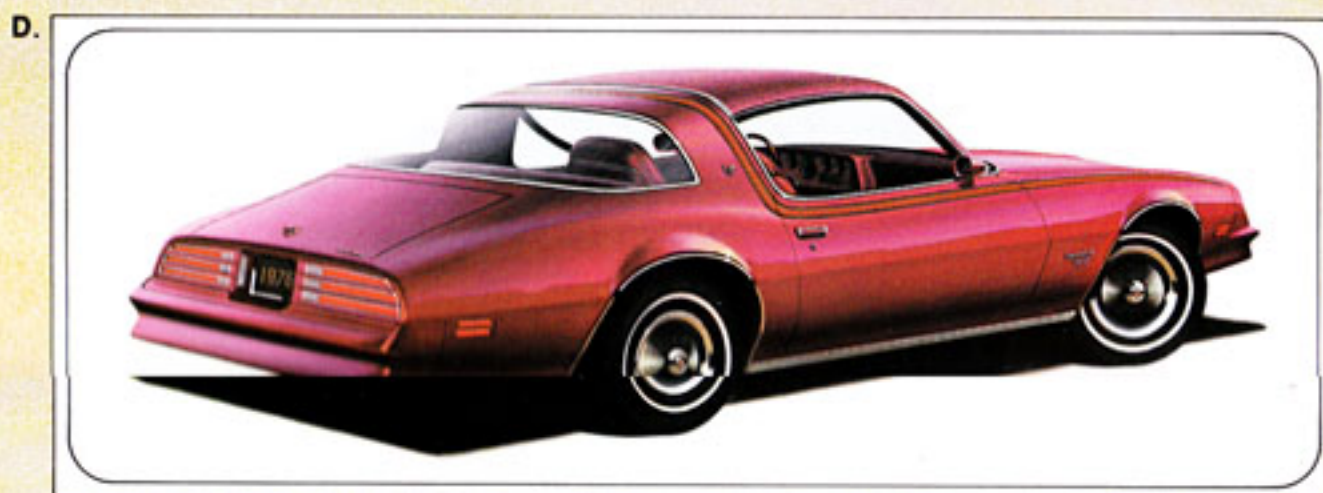
Stop imagining. It's known to the world as the 1976 Trans Am.

The etc. includes things like GR70-15 radials on Rally II wheels. A padded 14" Formula steering wheel. Tach. Clock. A full set of rally gauges.

Trans Am is powered by a 6.5 liter 4-bbl. V-8 bolted to a floor-shifted 4-speed and a limited-slip differential. California Trans Ams come with Turbo Hydra-matic.

And this year, unless you live in California, you can even order an available 7.5 liter V-8 under Trans Am's hood.

For the top of Trans Am's hood, you can order the available giant Firebird decal.



A. InformationCentral Firebird's standard instrument panel with available Formula steering wheel and rally gauges.
B. Firebird Trans Am Hardtop Coupe.
C. Sit down and let the performance begin. Standard Firebird, Formula Firebird and Firebird Trans Am interior. Shown in buckskin—also available in white and black.
D. Want an even sportier Firebird? Order the available new canopy vinyl top and over-the-roof stripe job.
E. Get ready for some grand touring. This custom interior is standard on Firebird Esprit, available on Formula and Trans Am. Shown in firethorn—also available in white, black, blue and buckskin.

GRAND LE MANS.

Pontiac's most luxurious mid-sized car.

There's a new breed of car buyer in the marketplace this year. One who demands a blend of plush and practicality. And won't accept second-best in either.

It's for that person we've built the 1976 Grand LeMans.

Right off, you know it's a Pontiac. The look is unmistakable. But now it's been refined for even greater elegance.

There's a distinctive new segmented grille, flanked by dual rectangular headlamps. And complemented by new wraparound tail lamps, formal rear quarter windows and available new landau tops.

Grand LeMans elegance doesn't end with a stylish exterior. There's plenty more inside to set this Pontiac apart from the crowd. Like a choice of either a full-width notchback or contoured bucket seats. To complement other fine features. Like padded upper door panels and rosewood vinyl accents on the cockpit-like instrument panel. A custom cushion steering wheel with a convenient column-mounted dimmer switch. And an electric clock.



Grand LeMans 4-Door Hardtop Sedan.

But what about Grand LeMans' practical side? It begins with a dependable 250-cu.-in. Six under the hood. And a new two-stage choke system for smoother running during warm-up.

Or order any of five available V-8's. Including the small 260 V-8.

You'll have more time to enjoy driving your new Grand LeMans because you'll need less time for routine maintenance. Thanks to Pontiac's High Energy Electronic Ignition. It has no points or ignition condenser to replace. Which should help you cut operating costs as well.

To help smooth you through life's little bumps, Grand LeMans also gets Pontiac's Radial Tuned Suspension and steel-belted radial tires.

1976 Grand LeMans. It's either one of the most practical luxurious cars or one of the most luxurious practical cars Pontiac's ever built.

Either way, it still carries the name Pontiac, the mark of great cars.

A.



B.



C.



D.



- A. Indulge yourself. Grand LeMans standard cloth and Morrokide notchback seat. Shown in firethorn—also available in blue and black.
- B. Ready for take-off? A cockpit-style instrument panel that tells you everything, including the time of day, is standard Grand LeMans fare. Shown with available rally gauge cluster.
- C. One for the pilot. One for the co-pilot. These cloth and Morrokide custom bucket seats are available on Grand LeMans.
- D. Grand LeMans 2-Door Hardtop Coupe.

LE MANS SPORT COUPE

Pontiac's sporty mid-sized car.

Our 1976 LeMans Sport Coupe is the latest in a long line of sporting mid-sized Pontiacs.

Up front, the look is new. With dual rectangular headlamps reminiscent of fine European road cars. The grille is clean, yet distinctively Pontiac.

In back, you'll find new wrap-around tail lamps. And just in case you're worried about folks mistaking your car for anything but a LeMans Sport Coupe, you can order Pontiac's exclusive louvered rear quarter window design at no extra charge.

Or choose the formal rear quarter window, if your idea of sporty follows along more traditional lines.

Sure, the LeMans Sport Coupe's always been sporty looking. But it's always offered equipment to back it up, too.

There's an impressive list of available gear to order from.

Order a 400 V-8. Or the new fully synchronized 5-speed manual transmission. Notice how your reasons for owning a LeMans Sport Coupe keep getting stronger?

But don't decide yet. Not until you get acquainted with our 455 4-bbl. It's acquired quite a following in recent years.



LeMans Sport Coupe 2-Door Hardtop Coupe.

Just to make sure LeMans Sport Coupe stays a tough act to follow, we've also given it a Radial Tuned Suspension with steel-belted radial tires. And front disc brakes.

And LeMans Sport Coupe is one sporty car that won't nickel and dime you to death on routine maintenance. Pontiac's High Energy Electronic Ignition and catalytic converter will help see to that.

LEMANS

Pontiac's lowest priced mid-sized car. Don't get the idea that just because the 1976 LeMans is our lowest priced mid-sized car, we decided to treat it like a second-class citizen.

LeMans' new styling is obviously not of the bargain basement variety. It even gets dual rectangular headlamps.

Some lower priced cars offer great promise on the outside, but disappointing appointments inside. Not LeMans.

You'll find comfortable full-width seats upholstered in textured cloth and Morrokide. And there's an even richer custom interior available for you to order on the 4-door.

Whichever interior you choose, you'll get nylon-blend, cut-pile carpeting. New simulated rosewood vinyl trim on the instrument panel. A deluxe steering wheel.

The last place you'd expect Pontiac to cut corners is in the engineering department. So our '76 LeMans is powered by a rugged 6-cylinder engine linked up to a tough 3-speed manual transmission (Turbo Hydra-matic in California).

It rides on a Radial Tuned Suspension and steel-belted radial tires. Stops with front disc brakes.

To top it all off, there's a two-stage warm-up. For smoother running during warm-up.

If you'd like to make a few improvements of your own, check LeMans' long list of available equipment.

On it you'll find such goodies as Turbo Hydra-matic transmission. Variable-ratio power steering. Automatic temperature control air conditioning. A sunroof for coupes. And a lot more.

Because everybody has his own idea of what his 1976 LeMans should be.



- A. Three up, two down. A flip of the fold-down center armrest converts LeMans Sport Coupe's standard all-Morrokide notchback seat from a full-width three-seater to a sporty two-seater. Shown in blue—also available in firethorn, buckskin and white.
- B. What do you want to know? Our panel has all the answers. LeMans' instrument panel, we mean. Shown with an available custom cushion steering wheel you can order.
- C. LeMans 2-Door Hardtop Coupe.
- D. What's a sporty car without a bucket seat or two? All-Morrokide buckets are standard in LeMans Sport Coupe. Shown in buckskin—also available in black, white, blue and firethorn.
- E. LeMans 4-Door Hardtop Sedan.



GRAND LE MANS SAFARI LE MANS SAFARI

Pontiac's mid-sized station wagons.

Don't let their rich, good looks fool you.

Both of Pontiac's new mid-sized Safaris are rugged, dependable wagons.

It's just that they look so luxurious. Like our top-of-the-line Grand LeMans Safari. With its elegant contours. Stylish new grille with formal rectangular headlamps. Available simulated woodgrain side panels and body-colored Rally II wheels.

So comfortable looking, too. With a wraparound instrument panel that surrounds the driver with information and convenience. Rich, cut-pile carpet throughout. Added acoustical insulation for quietness.

It's easy to see why you might think Grand LeMans Safari is best suited for the country club set.



Grand LeMans Safari Wagon.

But the fact is, this is one tough wagon.

A wagon that can handle bumpy back roads with ease. With a strong perimeter frame. Computer-selected springs. And Pontiac's famous Radial Tuned Suspension that includes steel-belted radial tires, special shocks and stabilizer bar.

A wagon that can take on hefty cargo loads, too. With a generous 85.1 cubic feet of usable space. And an easy-lift tailgate.

To help you move those loads, there's a responsive 400 V-8. Turbo Hydra-matic. Power steering. Power front disc brakes. And if you really need it, a 455 V-8 is available.

Our LeMans Safari Wagon is just as rugged and every bit as capable.

Every bit as spacious, too, with an available rear facing third seat that lets you carry up to eight adults comfortably.

Yet LeMans Safari is our lowest priced mid-sized wagon. So you're not only getting a beautiful, hard working vehicle. You're getting a beautiful value.

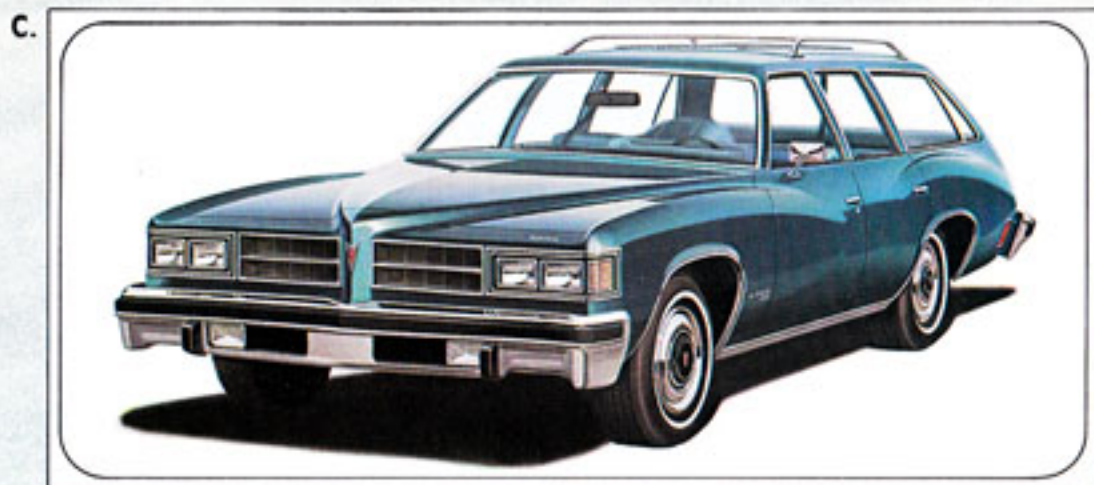
The mid-sized Grand LeMans Safari and LeMans Safari wagons. As plush as they come. As Pontiac as they go.



A. You better sit down for this. Grand LeMans Safari's available 60/40 all-Morrokide notchback seats. Shown in buckskin — also available in blue and firethorn.



B. No, it's not an Italian sports car interior. It's the all-Morrokide bucket seats available on Grand LeMans Safari. Shown in blue — also available in buckskin and firethorn.
C. LeMans Safari Wagon.
D. Grand LeMans Safari's new wraparound instrument panel.
E. Open up wide! Pontiac's mid-sized wagons make it easy with this simple lift-up tailgate.



BONNEVILLE BROUGHAM

Pontiac's most luxurious full-sized car.

When Pontiac designers and engineers set out to design and build the 1976 Bonneville Brougham, they had one thought in mind. Make it the best-looking, most elegantly appointed full-sized car Pontiac could offer.

The results are apparent.

They started right up front with a handsome new grille, dual rectangular headlamps and a stand-up hood ornament.

Then they added other nifty touches like monogrammed rear quarter windows.

After all, any car called Bonneville Brougham has to look the part.

And that goes for the interiors as well. Our designers kept them comfortable. And beautiful.

In front, the thick foam-padded seat stretches across nearly five feet. With a fold-down armrest in the middle.

It's all trimmed in soft velour or glove-like Morrokide. Your choice.



Bonneville Brougham 4-Door Hardtop Sedan.

The appointments are the kind you'd expect in a Bonneville Brougham. First cabin.

Power windows, 24-oz. cut-pile carpeting, pull straps on the doors, added acoustical insulation and an electric clock. How those Wide-Track people do think of your comfort.

That's evident in the ride, too.

Our engineers came up with Pontiac's Radial Tuned Suspension. It's a combination of steel-belted radial tires, jounce restrictors, computer-selected springs and other ride/drive components. The result is a smooth, luxury car ride with crisp road response.

We can tell you about RTS on paper ... but you'll appreciate it most on the road.

Other Bonneville Brougham standards include a 400-cu.-in. 4-bbl. V-8 teamed up to a Turbo Hydra-matic transmission. Variable-ratio power steering. And power front disc brakes.

1976 Bonneville Brougham. The new one from the Wide-Track people. It'll spoil you for other kinds of driving.



- A. An invitation to added plushness—the available 60/40 full-width seat trimmed in elegant velour. Shown in mahogany—also available in black, blue and buckskin.
- B. A beautiful way to top off our top-of-the-line Bonneville Brougham. A padded landau roof is available on 2-door models.
- C. The standard all-Morrokide notchback seat is very luxurious. Shown in buckskin—also available in mahogany.
- D. Bonneville Brougham 2-Door Hardtop Coupe.
- E. Get a quick, accurate read-out of the time with the available digital clock.



E.

BONNEVILLE

The latest edition
of the original Wide-Track.

When the Wide-Track people introduced the first Bonneville back in the late 1950's, they helped put to rest the theory that full-sized cars can't offer responsive maneuverability as well as room and luxury.

From the start, Bonneville began to establish a reputation for itself. Among enthusiasts. And among people who simply appreciate cars.

The car became known for automotive innovations and engineering integrity.

The 1976 Bonneville 2-Door Hardtop and 4-Door Hardtop Sedan are the latest expressions of that heritage.

Why beat around the bush? The Wide-Track people *know* how to build great road cars. Period.

Like its predecessors, the 1976 Bonneville's road savvy isn't left to chance.

Pontiac's Radial Tuned Suspension is a well thought out combination of ride and handling features.

It gives you a ride that is smooth not sluggish.



Bonneville 2-Door Hardtop Coupe. Shown with available landau roof.

Bonneville's styling has always drawn more than its share of appreciative nods. 1976 is no exception.

A sharply defined formal roof line, dual rectangular headlamps, wrap-around park and signal lamps and distinctive Bonneville identification create an impressive exterior.

The interior makes its own good impression. With seats of either handsome cloth or all-Morrokide.

Other interior niceties include a rosewood look to the instrument cluster, cut-pile carpeting and a custom cushion steering wheel.

Bonneville fans know from past experience they are never short-changed in the performance department. The 1976 models sport a 400-cu.-in. 2-bbl. V-8 as standard equipment.

Standard, too, are Turbo Hydramatic transmission, variable-ratio power steering and power front disc brakes.

But at Pontiac, performance stands for more than just power.

It also stands for efficiency.

Bonneville lets you go up to 22,500 miles between scheduled spark plug changes... up to 7,500 miles between scheduled oil changes.

Steel-belted radial tires, High Energy Electronic Ignition and a catalytic converter are all standard.

It's a combination that should help you conserve on operating expenses in the long run.

We thought we'd tell you that just in case you wanted to know what Bonneville's done for you lately.

You see, Bonneville doesn't have to live off its past reputation. The 1976 edition makes it on its own.



- A. If you buy a Bonneville 2-Door Hardtop, you can order the available 60/40 full-width seat in white Morrokide. Other colors, for both 2- and 4-door Bonneville's, include blue, buckskin and mahogany.
- B. Radial Tuned Suspension stands for the best in Pontiac ride.
- C. Bonneville 4-Door Hardtop Sedan.
- D. Standard cloth notchback seat for 2-door models. Shown in blue - also available in black, mahogany and buckskin.



CATALINA

Pontiac's lowest priced full-sized car.

When we say Catalina is Pontiac's lowest priced full-sized car, don't get the idea that it's some kind of bare-bones automobile. No way.

The new 1976 Catalina is loaded with standard equipment. Turbo Hydra-matic transmission. Variable-ratio power steering. Power front disc brakes.

And that's just for openers.

There's our Radial Tuned Suspension for that Pontiac kind of ride and road feel.

There's also our High Energy Electronic Ignition and catalytic converter for long intervals between scheduled maintenance.

But great engineering is only one aspect of the 1976 Catalina. Don't overlook Catalina's styling. Frankly, we think it would be impossible.

There's a newly styled grille. A trim hood. A pleasingly sculpted side treatment. And exterior moldings to protect and beautify.



Catalina 4-Door Sedan.

Room is another important Catalina consideration. Six adults can sit in comfort. Even those in the back seat can stretch out and relax. If you're traveling with tykes, they—and you—won't have to suffer from cabin fever. And the trunk is a whopper. Perfect for family jaunts.

If you want your Catalina 2-Door Hardtop or 4-door Sedan to have an even more distinguished exterior and interior look, consider the available Catalina Custom Trim Package.

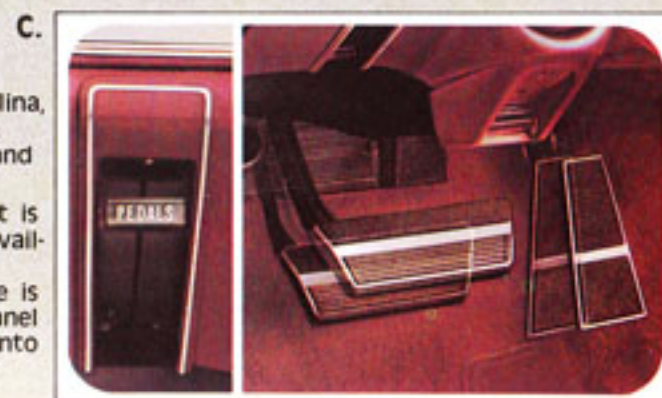
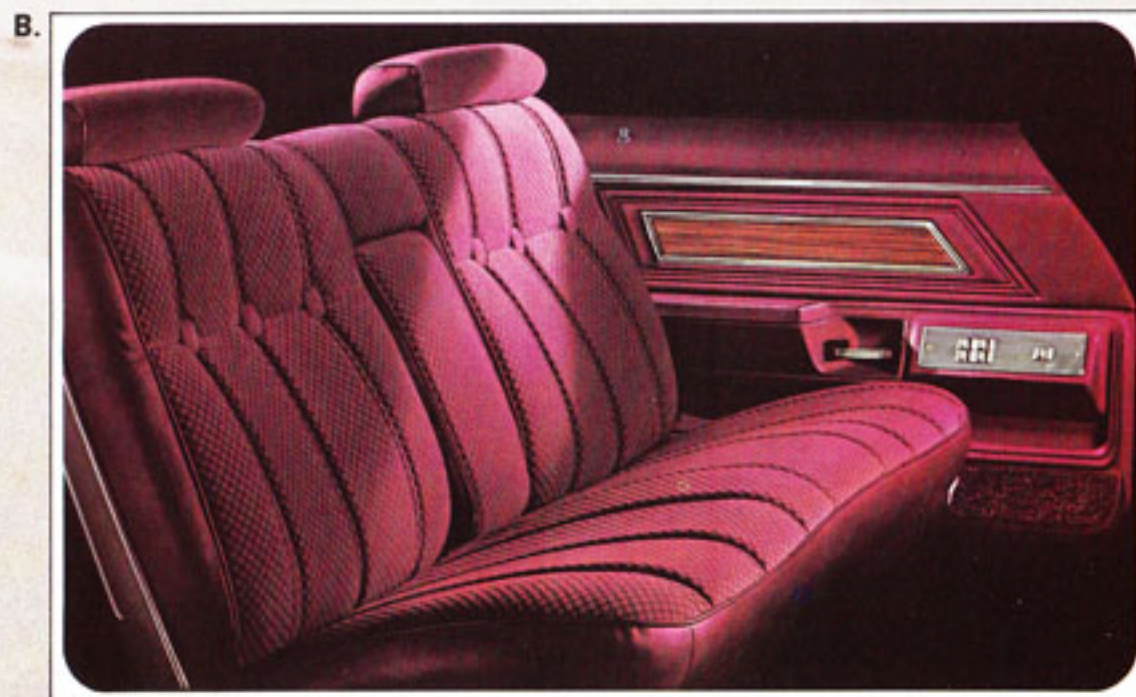
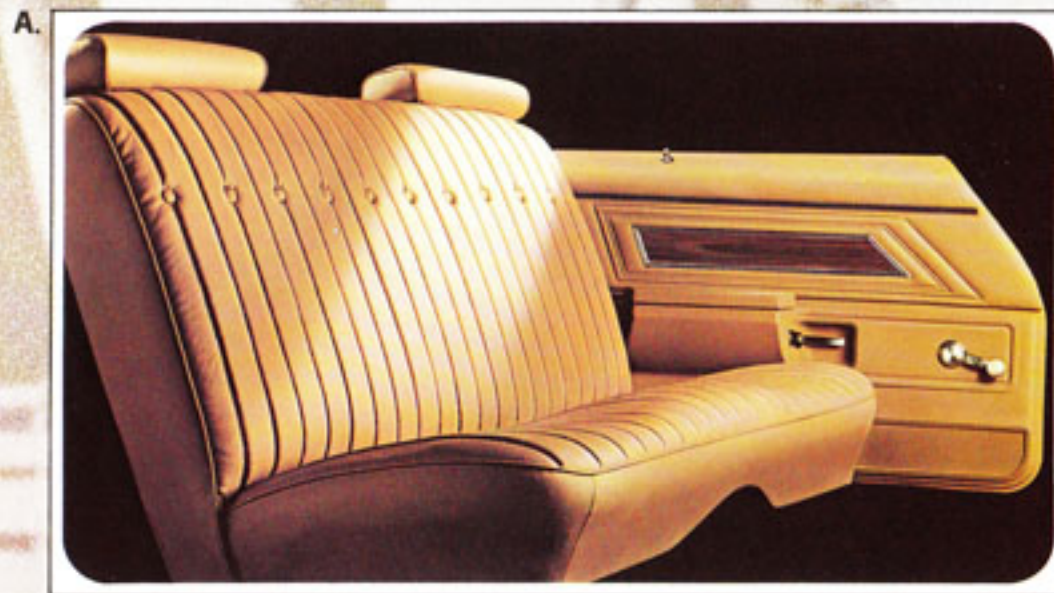
You'll get rectangular headlamps. Deluxe wheel covers. A custom cushion steering wheel. A full-width or 60/40 seat of handsome Morrokide or rich-looking cloth. And extra moldings for the sides and wheel openings.

The result is a top-of-the-line look at an affordable price.

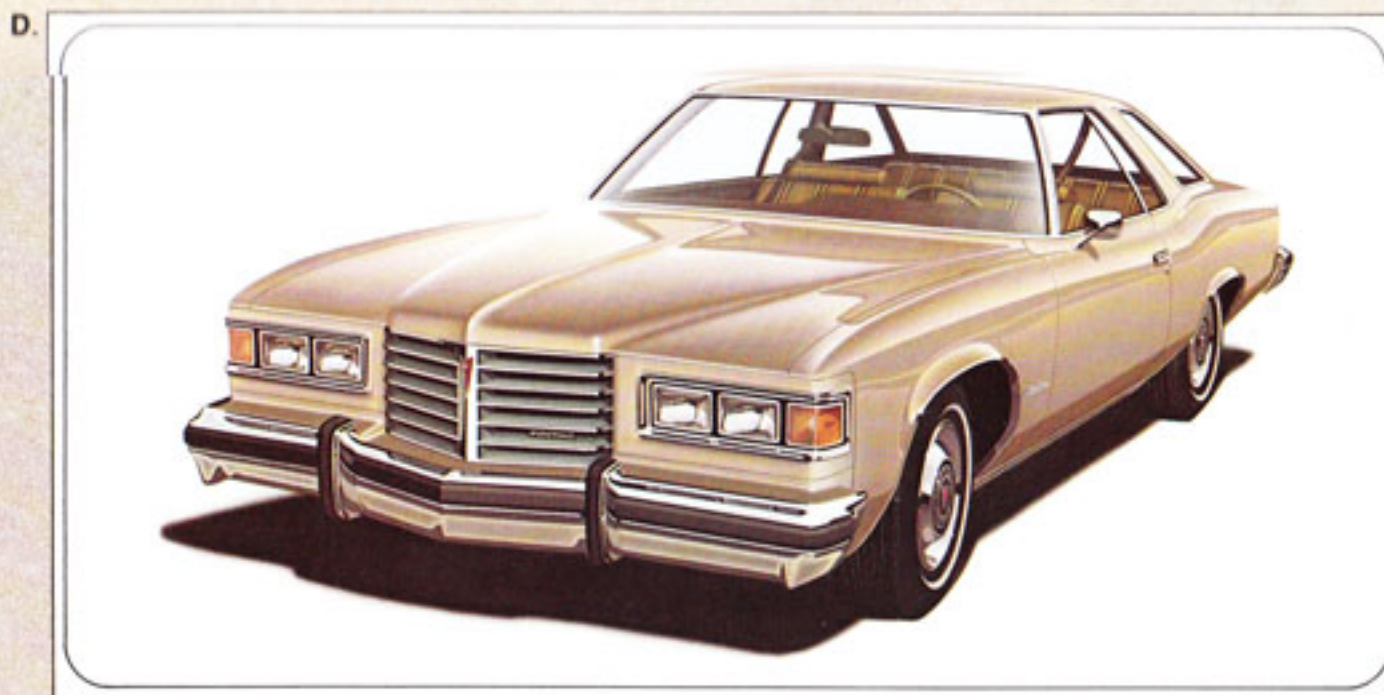
And, with any Catalina model, almost every comfort, convenience and appearance option you can think of is available. Automatic temperature air conditioning. Cordova top. Adjustable pedals. An AM/FM stereo radio with 8-track tape player and multiple speakers.

1976 Catalina and Catalina Custom. Just about all you could want in a car. And at a price that's very affordable.

So why settle for less when Pontiac prestige and Pontiac style are so easy to get?



- A. To give you an idea of the value you get in a Catalina, here is the available full-width all-Morrokide seat. Shown in buckskin—also available in black, blue and mahogany.
- B. The available Catalina Custom full-width cloth seat is definitely a cut above. Shown in mahogany—also available in black, blue and buckskin.
- C. Adjustable pedals come in very handy when there is more than one driver. A control on the instrument panel moves the pedals up and down—then locks them into position. They're available on all full-sized Pontiacs.
- D. Catalina Custom 2-Door Hardtop.



GRAND SAFARI CATALINA SAFARI

Pontiac's full-sized wagons.

How do you give a full-sized wagon some excitement?

Pontiac does it with styling.

The kind of styling you'll find throughout this year's new top-of-the-line Grand Safari.

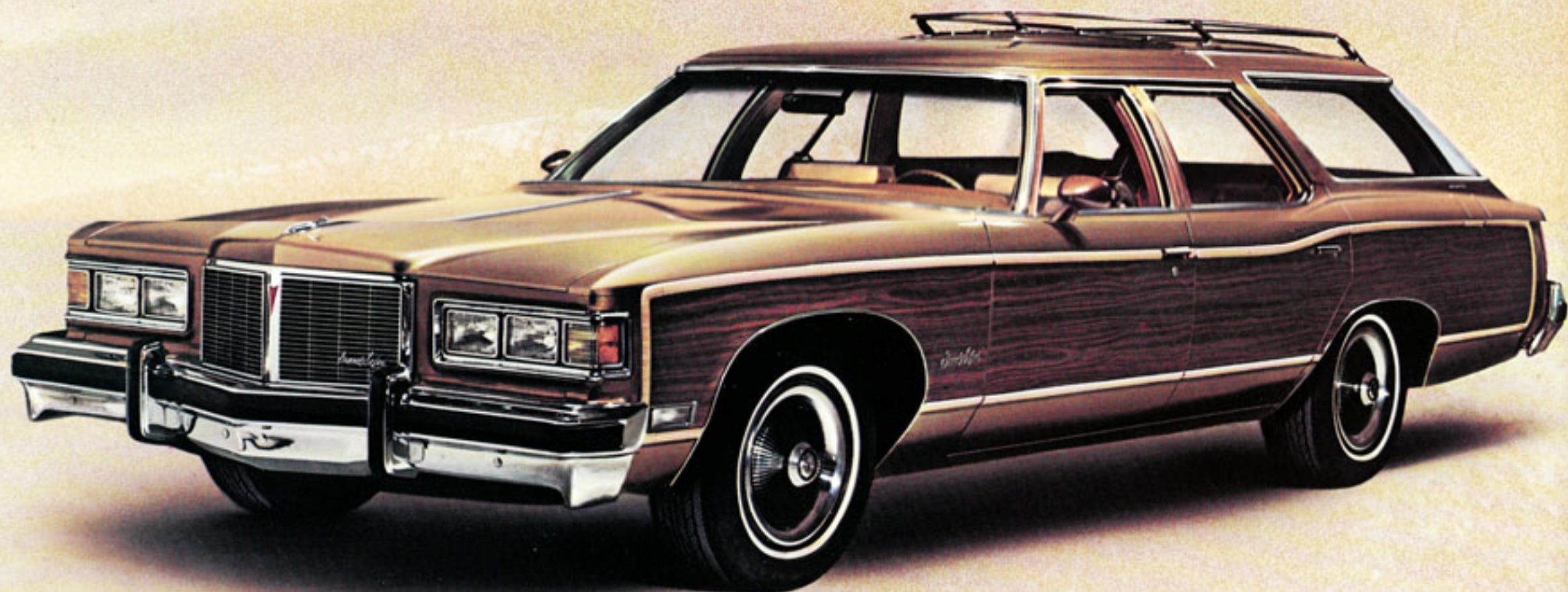
Here's a wagon that can take on expensive luxury sedans when it comes to comfort.

With rich, hand-fitted seats. Custom cushion steering wheel. Stylish instrument panel accented with a simulated rosewood applique. And plush, cut-pile carpeting — not just in the passenger area — but also on lower door panels and in the cargo compartment.

Here's a wagon that faces its available third seat forward to give everyone first-class accommodation.

And what an accommodating way to handle cargo. The disappearing Glide-away tailgate lets you load, even in the tightest parking spaces.

There's a huge 105.7 cubic feet of cargo space. Plenty of room for a den's worth of 4' x 8' wall panels. Plus an underfloor storage compartment for your secret stash.



Grand Safari Wagon.

Great performance is another part of Pontiac's style. And this year's Grand Safari has a 455 V-8. Turbo Hydramatic. Power steering. Power front disc brakes. All standard.

Combined with Pontiac's Radial Tuned Suspension, the result is one of the smoothest, most enjoyable rides Pontiac has ever offered in a wagon.

We could go on for pages about Grand Safari's new exterior style. But to summarize: it helps turn a hard-working day wagon into an elegant night coach with the blink of a tail lamp.

Catalina Safari shows another side of Pontiac's way with wagons.

The value side.

You get Grand Safari's huge cargo hold, Glide-away tailgate and hidden storage at a lower price.

You get that same great performance, too. Including High Energy Electronic Ignition and catalytic converter which requires unleaded fuel.

Same roomy comfort. Same Pontiac prestige.

New Catalina Safari.

New Grand Safari.

They're both full-sized wagons with Pontiac's kind of excitement.

A.



B.



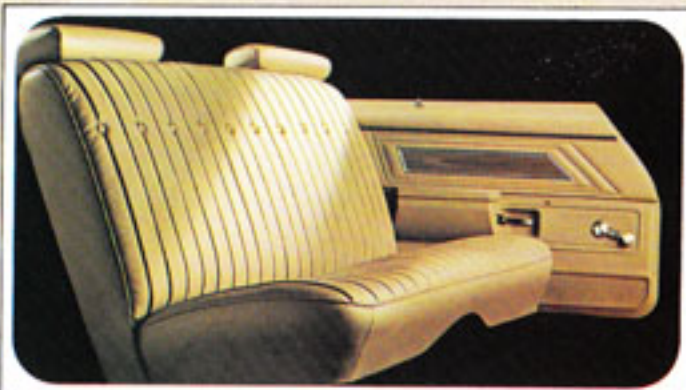
A. Stylish interiors come standard on Grand Safari. Like this rich, all-Morrokide full-width seat with center armrest. Shown in mahogany—also available in buckskin and blue.

B. Catalina Safari Wagon.

C. Catalina Safari's standard all-Morrokide full-width seats are designed to take a lot more than just compliments. Shown in buckskin—also available in blue and mahogany.

D. Available Cruise Control is great for highway travel. And it can contribute to efficient highway operation.

E. Loading space? If Grand Safari gave you any more, you'd have to join the truckers' union.



C.

D.



E.



GRAND PRIX

Pontiac's classic personal car.

Pontiac's Grand Prix took the personal car market by storm back in 1962. A lot of imitators have followed in its wake.

But Grand Prix is still a recognized leader. Because over the years, Grand Prix has built a solid reputation for classic styling, nimble maneuverability and uncommon comfort.

This year, only one thing has changed. Now there's no need to settle for an imitation Grand Prix. Because we've made the real thing so affordable.

In fact, if you can afford a lot of mid-sized cars, you can afford a new 1976 Grand Prix.

You'll get classic styling. This year highlighted by new dual rectangular headlamps. A bold new grille. A formal roofline. Monogrammed rear quarter windows. A stand-up hood ornament. And more.

You'll get Grand Prix's kind of nimble maneuverability. A 350 V-8 is standard. As is Turbo Hydra-matic. Variable-ratio power steering. Power front disc brakes. And Pontiac's famed Radial Tuned Suspension.



Grand Prix SJ Hardtop Coupe.

And you'll get Grand Prix's kind of uncommon comfort. The full-width notchback seat is upholstered in your choice of fine cloth or supple Morrokide.

The cockpit-like instrument panel makes every gauge, every indicator, every control easy to see and reach. There's even a custom cushioned steering wheel, thick cut-pile carpeting and a European-style column-mounted headlamp dimmer switch.

Prefer deep-contoured, lateral support bucket seats? And a center console with a floor-mounted shifter? And a 400 V-8? No problem. You'll get them all if you order the new Grand Prix SJ. It's one very sporty model.

Or maybe you should go to the plushiest Grand Prix ever. To the Grand Prix LJ.

The LJ has a distinctive two-tone color treatment with special body accent stripes. There's a full or landau vinyl top. Or you can order a padded landau top.

The velour upholstery is an absolute knockout. Or you can order the genuine leather that's available.

Either way, it's seating that would have made Duesenberg proud.

Grand Prix. Grand Prix SJ. Grand Prix LJ. Don't settle for an imitation when now you can afford the real thing.

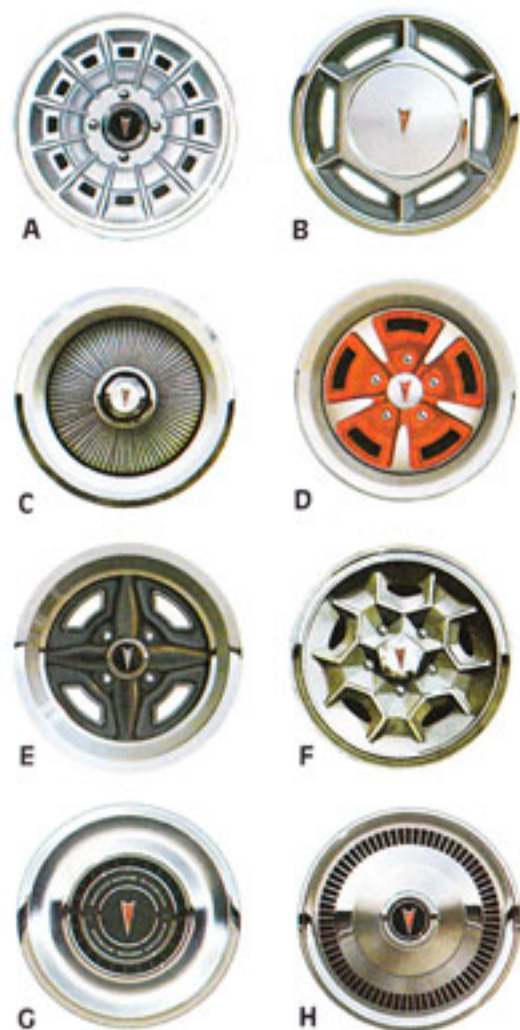


- A. A leather-bound classic. Grand Prix LJ's bucket seats upholstered in available genuine leather. Shown in mahogany—also available in buckskin.
- B. Stand by for action! Grand Prix's wraparound instrument panel and custom cushion steering wheel is where you run the show from.
- C. Grand Prix's notchback full-width cloth interior. Shown in firethorn—also available in blue and black.
- D. Grand Prix 2-Door Hardtop Coupe.



OPTIONS & ACCESSORIES

Here's where your '76 Pontiac gets personal.



Wheels and Wheel Covers

A—Rally III wheels.* Available on all Astre and Sunbird models.

B—13" custom wheel covers. Standard on Sunbird. Available on Astre.

C—Finned wheel covers. Standard on Ventura SJ. Available on all other Pontiacs except Venturas with bias-belted tires, Astre and Sunbird.

D—New body-colored Rally II wheels.* Available on all Pontiacs except Astre and Sunbird. Regular Rally II wheels standard on Firebird Trans Am.

E—Rally wheels. Included with Astre GT package. Available on Astre and Sunbird.

F—Honeycomb wheels.* Available on all Grand Prix and Firebird models.

G—15" deluxe wheel covers. Standard on Bonneville Brougham, Bonneville, Grand Safari, Grand LeMans, Grand LeMans Safari, Grand Prix (with GP emblem) and Firebird Esprit. Available on all other Pontiacs with 15" wheels except Firebird Trans Am.

H—14" deluxe wheel covers. Available on Ventura and Firebird models with bias-belted tires.

Tilt Steering Wheel

Adjusts to any of seven positions for more comfortable driving. Also makes it easier for you to get in and out of your new Pontiac. Available on all models with power steering. Not available with column shift manual transmission.



Steering Wheels

A—Custom cushion wheel. Standard on Grand Prix, Grand Prix SJ, Bonneville Brougham, Bonneville, Grand Safari, Grand LeMans, Grand LeMans Safari, with Catalina Custom Option, Ventura SJ, Firebird Esprit, Formula Firebird and Astre GT. Available on all other models except Firebird Trans Am and Astre GT.

B—Formula wheel. Standard on Firebird Trans Am. Available on all other Firebirds, Astres and Sunbird.

C—Custom sport wheel. Available on Grand Prix and all LeMans and Ventura models.



Power Windows

Open or close side windows with just the touch of a button. Master control for driver. Individual window controls for passengers. Standard on Bonneville Brougham. Available on all other models except Astre and Sunbird.



Sound Systems

You'll enjoy exceptional clarity and resonance with Pontiac's AM, AM/FM or AM/FM stereo radio. There's also a fine radio and integral 8-track stereo tape unit. And a separate console-mounted 8-track stereo tape unit for Firebird. Rear speakers are included with stereo radio and tape players, available for other units on all models.



A—AM, AM/FM and AM/FM stereo available on all models. Full-sized Pontiacs feature FM slide tuner with 10-station pushbutton settings. Integral 10-station pushbutton radio and 8-track stereo tape units are available on all models except Ventura, Firebird, Astre and Sunbird.



B—Separate 8-track stereo tape player available on all Firebirds with front console.



Adjustable Pedal Option

Pontiac is the only American car that lets you adjust accelerator and brake pedals upward over a 4-inch arc with the flip of a lever. Great for shorter people or anyone who wants relief from the fatigue of long trips. Available on all full-sized Pontiacs except wagons.



Sunroof

Good morning, sunshine! You'll start every day a little brighter when you order this electrically operated sunroof. Available on Grand Prix and all LeMans two-door models. Lift-off sunroof available on Sunbird.

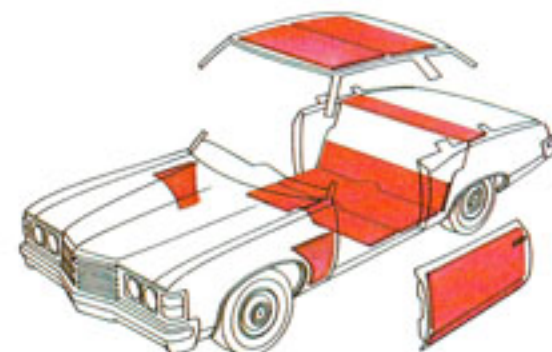
Electric Door Locks

Separate fingertip controls for driver and front seat passenger lock or unlock all doors at once. Available on all models except Astre and Sunbird.

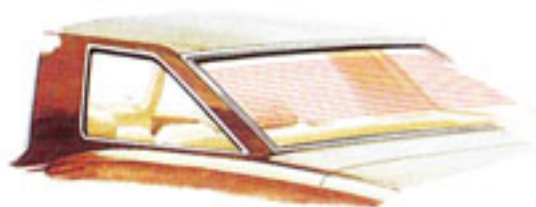


Added Acoustical Insulation

To help keep you on the quiet side, there's an added insulation package for areas like doors, floors, rear seats, rear shelves and roofs. (Amount and location of insulation material depends on model.) Standard on Grand Prix SJ, Grand LeMans, Grand LeMans Safari, Bonneville, Bonneville Brougham, Grand Safari, Firebird Esprit and Ventura SJ. Available on all other models.



*When ordered with radial tires, four styled wheels are supplied. The spare tire is mounted on a standard steel wheel.



Electric Rear Window Defroster

Thin wires embedded in the glass conduct electric current to heat window and remove fog and frost. Available on all models except Ventura. (A blower-type defroster is available for Ventura and certain other models.)

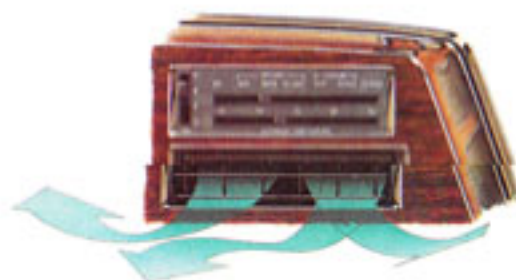
6-Way Power Seat

Raise, lower, move forward, backward or tilt the front seats on your new Pontiac. Available on Grand Prix, Grand LeMans, LeMans, LeMans Sport Coupe, Grand Safari, Grand LeMans Safari and all full-sized Pontiacs.



Automatic Temperature Control

Responds automatically to changing weather conditions to keep you in year-round comfort. Or you can set it manually. There's even a special economy setting. Available on Grand Prix and all mid-sized and full-sized Pontiacs.



Cruise Control

Once you reach your desired speed, just touch the button located on the end of the turn signal lever. Cruise Control will maintain that speed. Ideal for long trips. Can help improve fuel economy, too. Disengages with a light touch on the brake. Available on all models with V-8 and Turbo Hydra-matic except Firebird.



Bumper Guards

Help protect your new investment and prolong its value with front and rear rubber-faced guards. Front guards are standard on LeMans Safari and Grand LeMans Safari.* Available on all other models. Rear guards are available on all Pontiacs except Firebird and Astre models.**

*In Florida and California, front guards are standard on Astre, Ventura and all LeMans models. In Georgia, front guards are standard on Astre.

**Rear guards are standard in Florida and California on Grand Prix, all LeMans models except wagons and all full-sized Pontiacs.



Safe-T-Track Differential

Transfers torque to the rear wheel with the best traction. Gives you better traction on ice, snow and mud. Standard on Trans Am. Available on all other models.



Controlled-Cycle Windshield Wipers

Lets you set wiper control for automatic one-sweep operation at timed intervals during light rain, road spray, etc. Available on all Pontiacs except Firebird, Astre and Sunbird.

Trailer-Towing Packages

There are four different trailer-towing packages—one just right for your trailer's load weight and the '76 Pontiac you'll be hauling it with.

Base equipment for three of these packages includes a heavy-duty directional signal flasher and a 5-wire trailer light harness. The heavy trailer package for full-sized Pontiacs features a 7-wire harness.

You don't need anything extra to pull light trailers* with a full-sized Pontiac.

Towing a medium-weight trailer** with a full-sized Pontiac? You get a higher axle ratio, greater cooling using a heavy-duty 5-blade fan (7-blade clutch fan with air conditioning) and a heavy-duty radiator and transmission oil cooler, as well as a heavy-duty transmission, a specially tuned heavy-duty suspension and heavy-duty wheels.

Grand Prix and mid-sized Pontiacs hauling light- and medium-weight trailers get a heavy-duty radiator and transmission oil cooler, along with a specially tuned heavy-duty suspension, including super-lift shocks.

For heavy trailer towing*** only full-sized Pontiacs are recommended. These full-sized models, except wagons, get a heavy-duty frame to go along with everything in the medium-weight trailer package.

Pontiac trailer-towing packages are designed to give you comfortable, trouble-free service. Order the specific towing package you want when you order your new Pontiac. Installation is done right at the factory. So you'll save the extra expense of adding it later. Your Pontiac dealer can give you all the details.

*Up to 2,000 lbs./Tongue load up to 200 lbs.
**2,000 to 3,500 lbs./Tongue load up to 350 lbs. on Grand Prix and mid-sized Pontiacs. 2,000 to 4,000 lbs./Tongue load up to 400 lbs. on full-sized Pontiacs.
***4,000 to 7,000 lbs./Tongue load up to 700 lbs. on full-sized Pontiacs.



Pontiac Safety Features

Occupant Protection

Seat belts with pushbutton buckles for all passenger positions. Two front combination seat and inertia reel shoulder belts for driver and right front passenger (with reminder light and buzzer). Energy-absorbing steering column. Passenger-guard door locks. Safety door latches and hinges. Folding seat-back latches. Energy-absorbing padded instrument panel and front seat-back tops (including intermediate seat-back tops on 3-seat wagons). Contoured windshield header. Thick laminate windshield. Safety armrests. Safety steering wheel. Cargo-Guard (except hatchbacks and Safari wagons).

Accident Prevention

Side marker lights and reflectors. 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 latch (except Astre).

Anti-Theft

Anti-theft ignition key reminder buzzer. Anti-theft steering column lock. Inside hood latch release (except Sunbird, Firebirds, LeMans models and Venturas).

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.

All 1976 Pontiacs require the use of unleaded fuel.

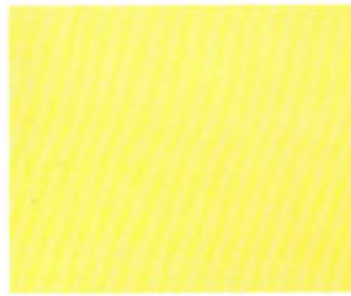
Pontiac Motor Division, General Motors Corporation, One Pontiac Plaza, Pontiac, Michigan 48053.

1976 PONTIAC EXTERIOR FINISHES

Available all Astre, Sunbird, Firebird and Ventura models:

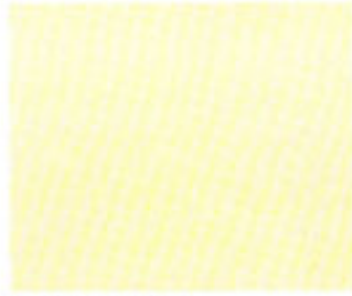


***N - Carousel Red**
Recommended interior colors:
Black, White, Buckskin



***T - Goldenrod Yellow**
Recommended interior colors:
Black, White, Buckskin

Available all Pontiacs *except* Astre, Sunbird, Firebird and Ventura models:

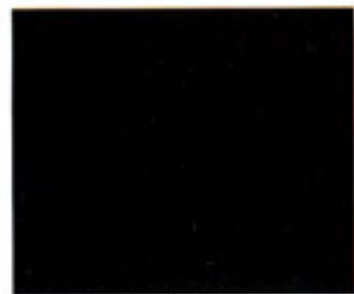


K - Cream Gold
Recommended interior colors:
Black, White, Buckskin



L - Roman Red
Recommended interior colors:
Black, White

Available all Pontiac models:



A - Starlight Black
Recommended interior colors:
Black, White, Blue, Buckskin,
Mahogany, Firethorn



B - Metalime Green
Recommended interior colors:
Black, White



***C - Cameo White**
Recommended interior colors:
Black, White, Blue, Buckskin,
Mahogany, Firethorn



D - Athena Blue
Recommended interior colors:
Black, White, Blue



E - Polaris Blue
Recommended interior colors:
Black, White, Blue



G - Bavarian Cream
Recommended interior colors:
Black, White, Buckskin



H - Buckskin Tan
Recommended interior colors:
Black, White, Buckskin



M - Alpine Green
Recommended interior colors:
Black, White, Buckskin



P - Cordovan Maroon
Recommended interior colors:
Black, White, Buckskin,
Mahogany, Firethorn



***R - Firethorn Red**
Recommended interior colors:
Black, White, Buckskin,
Mahogany, Firethorn



***V - Sterling Silver**
Recommended interior colors:
Black, White, Mahogany,
Firethorn



Y - Durango Bronze
Recommended interior colors:
Black, White, Buckskin

Grand Prix LJ Exterior Finishes: The exclusive Grand Prix LJ exterior is available in eight distinctive two-tone finishes with special striping. See your Pontiac dealer for full details about colors and interior combinations.

***Firebird Trans Am Exterior Finishes:** C - Cameo White, N - Carousel Red, R - Firethorn Red, T - Goldenrod Yellow and V - Sterling Silver. Hood decal is Gold and Black except Sterling Silver is Charcoal and Black.

