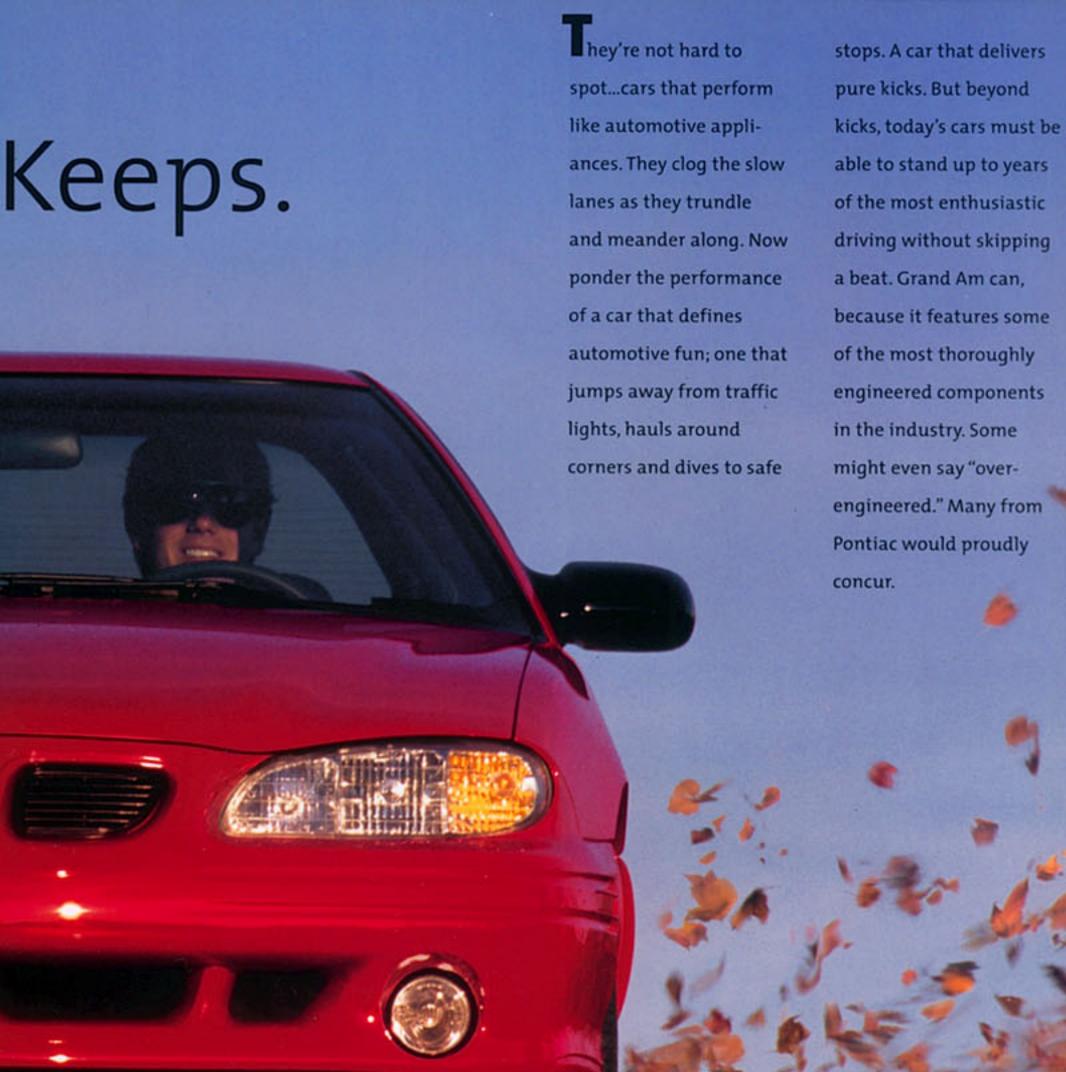
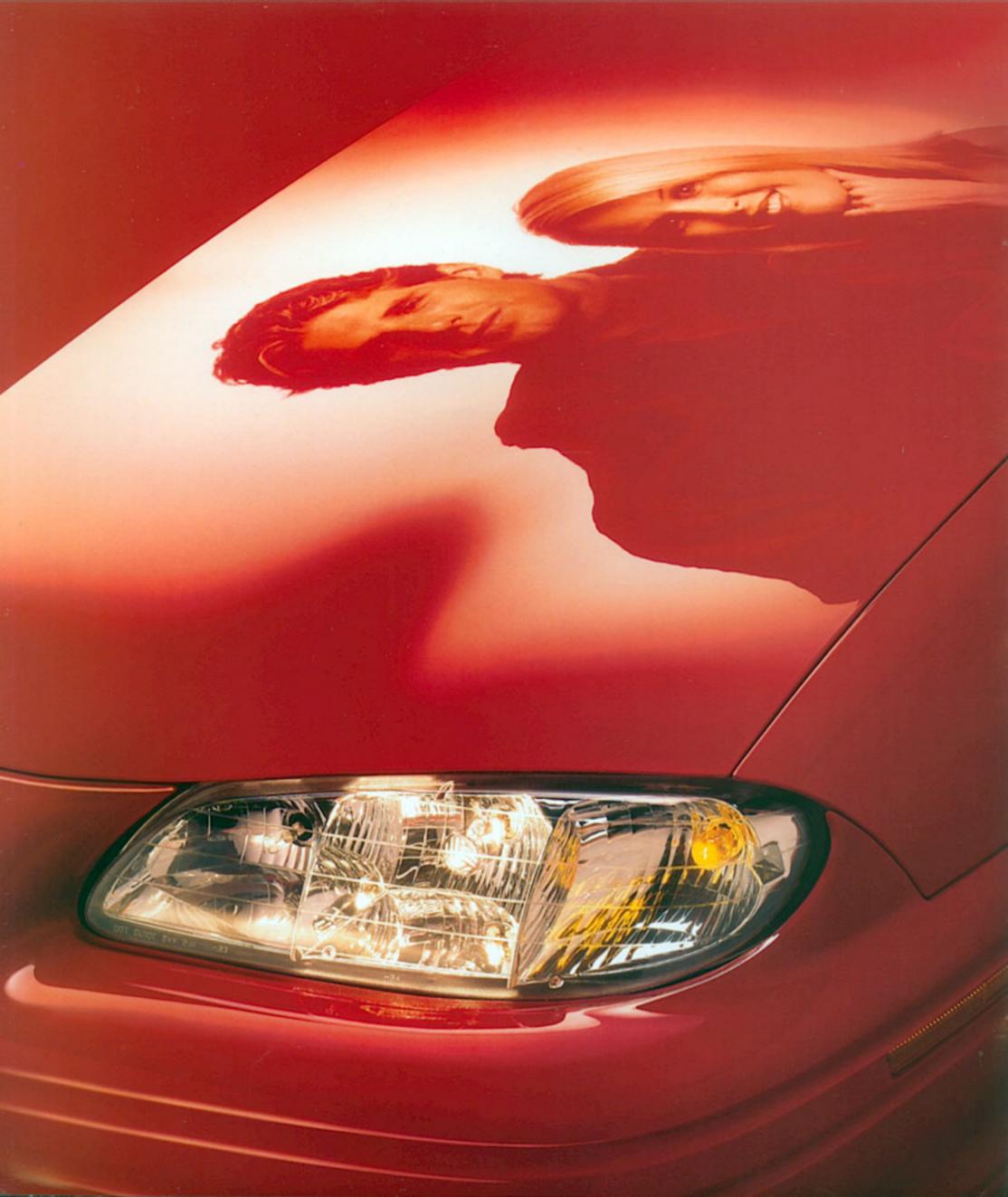
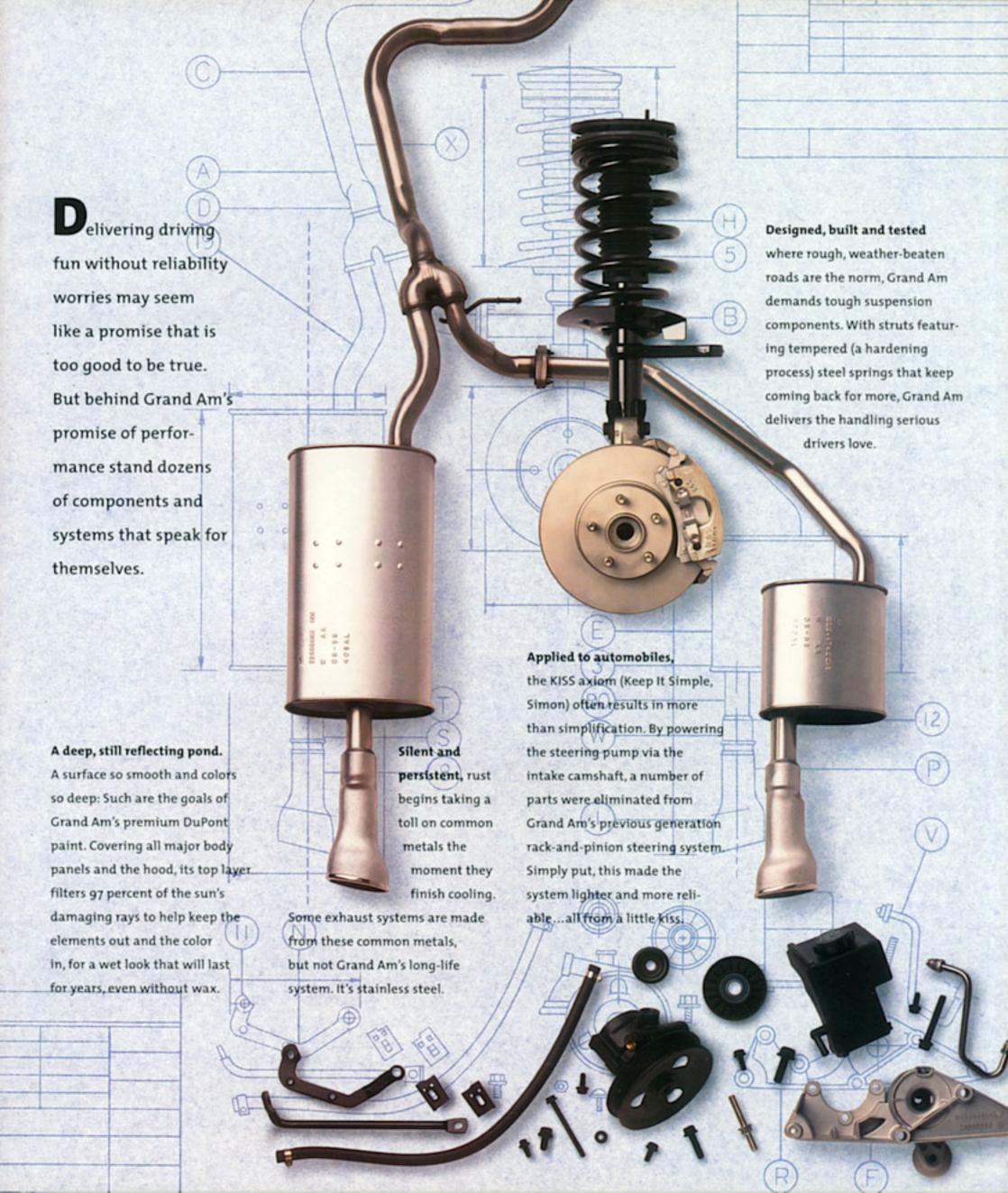


# Built for Kicks. Built for Keeps.

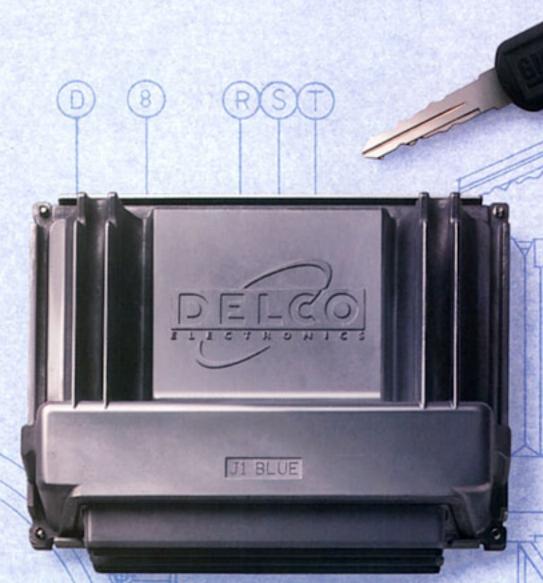








Power and speed facilitate
the accomplishment of a task,
be it winning a race or downloading data off the Web. Such is
the thinking behind Grand Am's
powertrain control module,
which races through 30 system
checks per second and helps give
Grand Am the most standard
computing power in the class.



transmitted the first
radio signals, Italian Guglielmo
Marconi or Kentucky native
Nathan Stubblefield? Not knowing leaves us wondering who
to thank for the technology to
unlock the doors of your
Grand Am from up to 30 feet
away. This option illuminates the
interior at the same time.

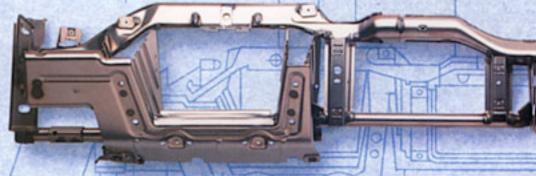


When you jump out of a plane, there is security in knowing that your parachute was expertly folded. The same holds true for Grand Am's dual front air bags. Each one is hand-checked to ensure maximum performance. Of course, always wear your safety belts, even in cars like Grand Am.

When a study completed by the respected experts at J.D. Power and Associates identifies a car that stands out among others, it is worth taking note. The 1996 J.D. Power and Associates APEAL Study\* measures the enthusiasm owners feel toward their cars. Grand Am owners helped put their cars at the top of the list as the Most Appealing Entry Midsize Car (tied).



With NASA, a single malfunction cancels liftoff. Same for Grand Am. The assembly plant's Dynamic Vehicle Test (DVT) bays run over 130 tests on each car produced and check the operation of virtually every component. All systems are GO, or the car doesn't leave the factory.



To remain tight and resist rattles over its life, a car's structure must be strong. Grand Am's is, thanks

to reinforcements like this

cross-car fixture that supports
the instrument panel.

\*1.D. Power and Associates 1996 Automotive Performance, Execution and Layout (APEAL) Study.\*\* based on a total of 25,492 consumer responses.







G

Why, after 11 years, are there more Grand Ams driving around than any other car in its class?\* Designers and engineers chalk this long love affair up to engines built to aerospace tolerances.

And to aggressive styling formed from materials such as polymers (that resist dents) and

oven-baked, reinforced
two-sided galvanized
steel (that almost never
rusts). Or owners could
just have an affection for
Grand Am's long-life
coolant that stands up to
merciless use on the

hottest days, or the stainless steel fuel injectors that won't corrode no matter what brand of fuel you use or the stainless steel exhaust that staves off rust for years.

GT Coupe





Grand Am GT Coupe shown here and on preceding pages in Bright Red with 16"3-spoke cast aluminum wheels.





being enamored with

Grand Am include the

GT's 150-horsepower

2.4 liter Twin-Cam engine with vibration-quelling

the slick 16" aluminum wheels with grippy Goodyear tires, and the four-wheel anti-lock brakes. Pontiac's signa-

ture fog lamps and the

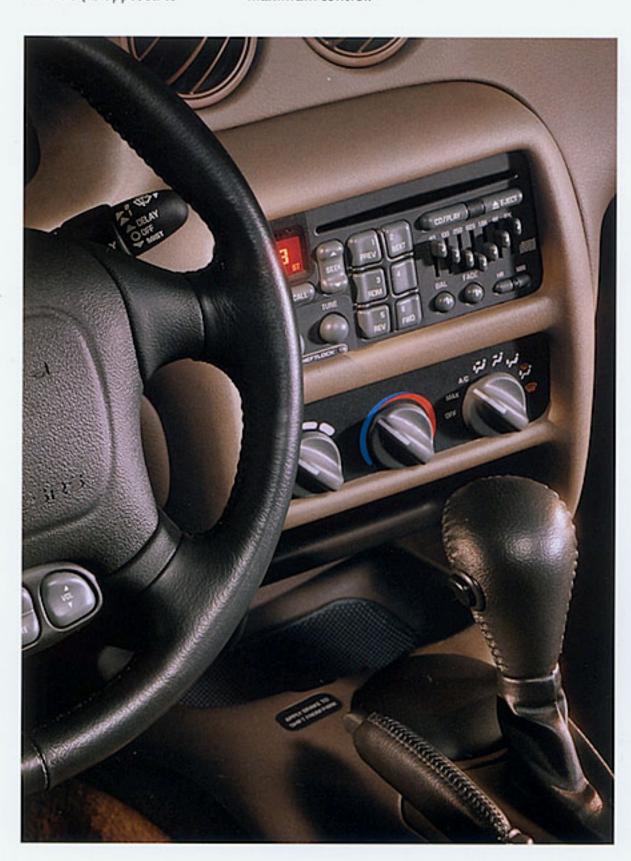
twin balance shafts,

GT's ground-hugging lower body treatment don't hurt either. Regardless of whether love is in the air, it's certainly on the road with Grand Am.

Grand Am GT Sedan in Bright White with 16"3-spoke cast aluminum wheels.

Grand Am's Delco 2001
Series radios prove their sophistication in the execution of even the most simple functions. In addition to large, easy-to-use controls (as opposed to

little, hard-to-differentiate buttons), Grand Am also offers available steering wheel radio controls that encourage your hands to stay on the wheel for maximum control.



Those responsible for Grand Am's fluid interior

developed the design
with the understanding
that owners spend
more time looking at the
insides of their cars than
the outsides. The attention
paid to giving drivers a
useful, comfortable and
roomy cockpit is obvious.
Shown to the right is
a Grand Am GT with the
sport interior package,
trimmed in available
leather. Photos include
optional equipment.

For excellent control
and superior comfort,
Grand Am's steering wheel
features four spokes.
With hands at the proper
positions, fingers easily
find grip on the rim's
contoured back, while
thumbs naturally fall over
the top two spokes.

Grand Am is available with two transmissions,

a standard 5-speed manual and an optional 4-speed automatic. The manual gearbox delivers satisfying throws that are short and precise. The electronically controlled automatic is widely acknowledged as among the world's best performing transmissions.





hen a car looks as
good as this one, it makes
sense to protect your
investment. Grand Am
provides one kind of protection with its 5-mph
bumpers front and rear—
great for fending off

minor bumps. Additionally, Grand Am bolsters its
market position with
a long list of standards
including automatic
power door locks, PASSLock
theft-deterrent system
and a sophisticated
lighting system, which

includes daytime
running lamps (DRLs)
with automatic light
control that knows
when to turn the DRLs
off and the full
lighting system on.





Solot-car handling and double-take styling:

Grand Am SE delivers without fail. It is fact that both Grand Am engines are built to tight aerospace tolerances

for reliability's sake.

This includes the standard

2.4 liter Twin-Cam fourcylinder and the available

3.1 liter V6. Adding further
to reliability, Grand Am
automatically scans for

such as a left-open glove box. Sensing the glove box light's voltage draw, Grand Am's battery saver feature will turn this and other interior lights off after 20 minutes or so, stopping the drain before it saps the starting power from the battery.

The show must go on.





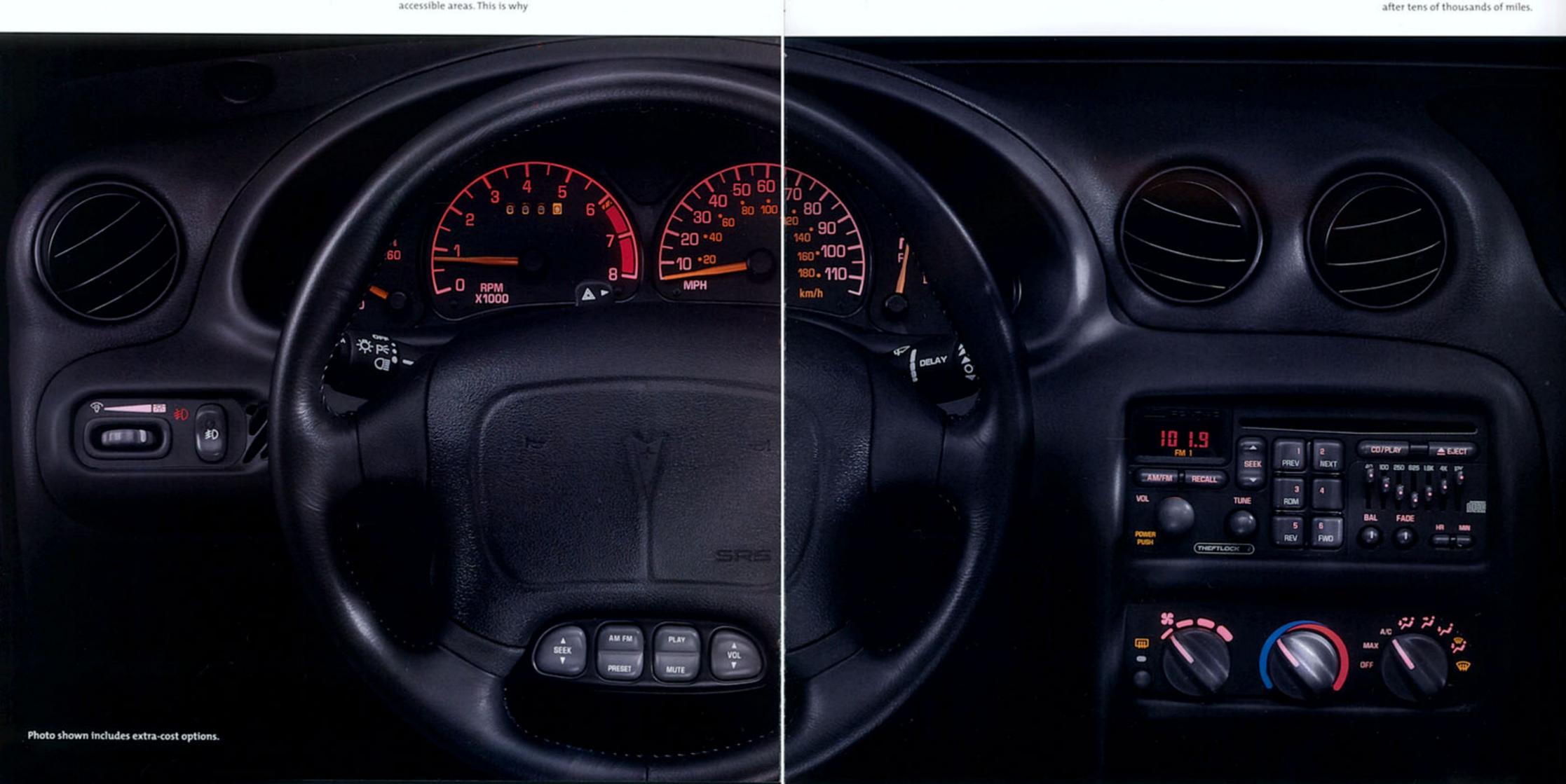
Hardly a car or truck is designed

today without regard for proper ergonomics—the study of the driver/machine relationship. But the Grand Am design team went several steps further
than the norm, and studied the
way people drive to determine
which controls they use most.
Those most often used are logically placed in the cockpit's most
accessible areas. This is why

above the standard air conditioning controls—drivers adjust the radio more often than the ventilation system, so it should be closer to the driver. At night drivers will also

appreciate the warm red glow of Grand Am's instruments. The even light distribution makes the instruments easy to read, and the color helps reduce eye strain. Beyond these visible design

elements, premium insulation and dampening materials reside behind the structurally reinforced dash panel, helping ensure a quiet interior environment, even



## Cargo that won't fold

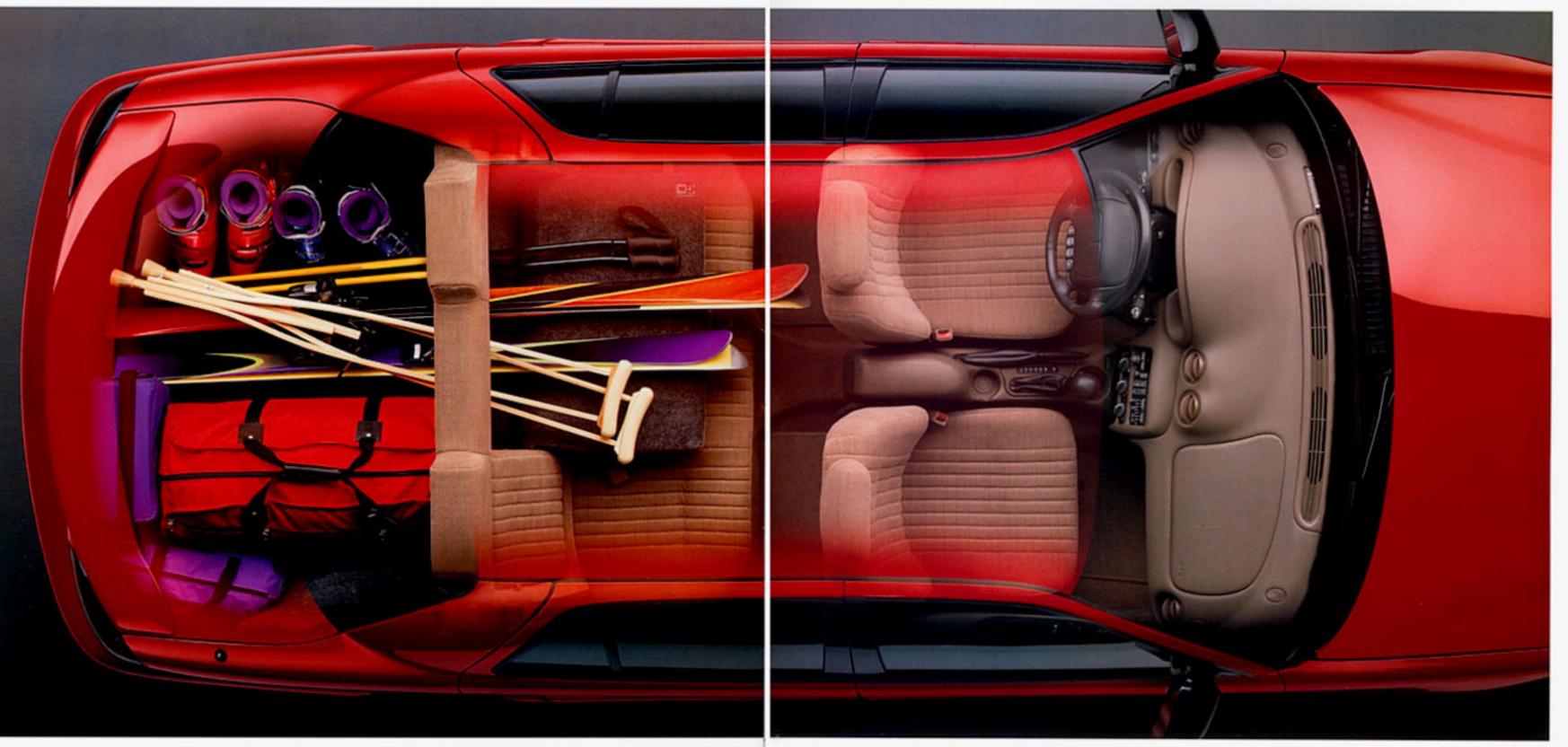
requires a rear seat that will.

This convenience may be found as part of Grand Am's sport interior option.

The left-side seatback folds for a wide 24" opening, leaving one rear seat open. The right side opens some 9", but leaves two seats available. When the rear seatbacks are in the upright position, Grand Am provides true three-across seating in the rear.

# At 13.4 cubic feet,

Grand Am's trunk has a ravenous appetite for cargo. Because of the trunk's configuration, nearly every square inch is usable. Access is excellent as well, because the trunk opening is at bumper level (low to ease loading and unloading) and the trunk lid opens almost straight up (giving you headroom for loading). With the sport interior option (shown), several sets of skis will also fit with ease...as will other necessary items should your



sport interior option
(shown), several sets of
skis will also fit with
ease...as will other necessary items should your
skiing skills be lacking.

measure the angle most sedans' rear doors open. Few match Grand Am's

Grab your protractor and

wide opening of 80.º This
wide opening makes getting in and out easy—

much easier than cars
whose doors open with
more acute angles. The
narrower the door opening, the harder it is to
pull your legs into the
rear seat area.

Photo shown includes extra-cost options.

## Grand Am's roof sections

comprise only part of this car's safety cell—a literal cage of high-strength steel. Crush zones at the front and rear of the vehicle further help to protect those inside by working to absorb the energy of a collision before it reaches the passenger compartment.

Sure, some people might think that "parts is parts," but Grand Am proves that, especially concerning parts, there is no substitute for intelligent design and thorough engineering.

A tuning fork is an obscure
scientific instrument that
vibrates at a predetermined
frequency when struck. The fork's
vibration produces a tone, just
like every component attached
to an engine by a bracket.

The bracket vibrates and so does whatever is attached to it. The result is noise.

To reduce this engine clamor, engineers mounted key engine accessories directly to the engine block.

A truly sound idea.

Standard on every Grand Am
is a most capable cockpit cooler
(featuring a high-capacity fan)
that has the power to keep Death
Valley heat-something you can
choose to experience. Or not.

A Damascus sword is a famous example of antique forged metallurgy. Repeatedly heated and pounded on an apvil, these artifacts were far stronger than other ancient swords. The same is true of Grand Am's forged connecting rods. Their strength enhances engine life expectancy. Incidentally, anvils are no longer used in the forging process.





Finding your way in the dark is always a problem. At home, the solution is a night light. Same for Grand Am. Grand Am's door lock switches are lighted all the time.

## Grand Am Occupant Protection and Crash Avoidance Features

To help contribute to driving safety, each of the following features is included in the Grand Am line:

#### Occupant Protection

- Manual lap/shoulder safety belts for all outboard positions.
- Driver and front passenger air bags.
- Manual lap safety belts, center seating positions.
- ► Automatic power door locks.
- ► Illuminated entry.
- ► Energy-absorbing steering column.
- ► Energy-absorbing instrument panel.
- ► Folding front seatback locks.
- ► Safety armrests.
- ► Breakaway inside rearview mirror.
- Security door locks and door retention components.
- Laminated windshield glass, urethane bonded.
- ► Head restraints, adjustable, front.
- ➤ Side door beams.
- Passenger-guard inside door lock handles.

#### Crash Avoidance

- Anti-lock braking system, four-wheel.
- ► Available Enhanced Traction System.
- Brake/transmission shift interlock on automatic transmission equipped vehicles.
- ► Automatic daytime running lamps.
- ► Side marker lamps.
- ► Parking lamps.
- ► Four-way hazard warning flashers.
- ► Backup lamps.

- ► Directional signal control.
- Windshield defroster, washer and multi-speed wipers.
- Inside day/night rearview mirror.
- ► Outside rearview mirrors.
- ► Center high-mounted stop lamp.
- Brake system with dual master cylinder plus warning light.
- ► Starter safety switch.
- Dual-action hood latch (front opening).
- ► Low-glare finish—inside windshield moldings, wiper arms and blades, metallic steering wheel surfaces, inside rearview mirror frame and bracket.
- Illuminated heater and defroster controls.
- ► Tires with built-in tread wear indicators.

#### Theft Deterrence

- Visible vehicle identification number.
- Laser-etched VIN plate.
- ► Marked body parts.
- ► Theft-deterrent steering column lock.
- ► Theft-deterrent key locking system.
- ► Remote inside hood release.
- ► PASSLock theft-deterrent system.

## And now, a word about...

## This Catalog:

We've tried to make this catalog as comprehensive and factual as possible. We reserve the right, however, to make changes at any time, without notice, in prices, colors, materials, equipment, specifications, models and availability. Since some information may have

been updated since the time of printing, please check with your Pontiac dealer for complete details.

#### Engines:

Grand Am models are equipped with engines produced by different operating units of GM, its subsidiaries or suppliers to GM worldwide.

#### **Updated Service Information:**

Pontiac regularly sends its dealers useful service bulletins about Pontiac products. Pontiac monitors product performance in this field. We then prepare bulletins for servicing our products better. Now you can get the bulletins too. Ask your dealer. To obtain ordering information, call toll-free 1-800-551-4123.

## The Assembly of Grand Am:

Grand Am is assembled by different operating units of General Motors, its subsidiaries or suppliers to GM worldwide. Grand Am incorporates thousands of components produced by different operating units of GM, its subsidiaries or suppliers to GM worldwide. We sometimes find it necessary to produce Grand Ams with different or differently sourced components than originally scheduled. All such components have been approved for use in Grand Ams and will provide the quality of performance associated with the Pontiac name. Since some options may be unavailable when your vehicle is assembled, we suggest

you verify that your vehicle includes the equipment you ordered, or if there are changes, that they are acceptable to you.

#### **Warranty Protection:**

Grand Am's 3-year/36,000-mile

(whichever comes first), no-deductible
bumper-to-bumper limited warranty
covers repairs, including labor and
parts, to correct any defects in material
or workmanship occurring during
the warranty period. The complete
vehicle is covered, except for adjustments and normal maintenance.

#### **Corrosion Protection:**

Grand Am is designed and built to resist corrosion. All body and sheet metal components are warranted against rust-through corrosion for 6 years or 100,000 miles, whichever comes first. Application of additional rust-inhibiting materials is not required under the corrosion coverage and none is recommended. See your Pontiac dealer for terms of these limited warranties.

PONTIAC, THE PONTIAC EMBLEM, GENERAL MOTORS, THE GM EMBLEM, ETR, FREEDOM, SOFT-RAY and GRAND AM are registered trademarks, PONTIAC CARES is a service mark and DRIVING EXCITEMENT is a trademark of the General Motors Corporation. PASSLock is a trademark of the Delco Electronics Corporation.

ALWAYS WEAR SAFETY BELTS,

EVEN IN VEHICLES EQUIPPED WITH AIR BAGS.

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# All about Grand Am

### PONTIAC CARES



Pontiac backs every 1997 Grand Am with the following services:	SE Coupe	SE Sedan	GT Coupe	GT Sedan
Extensive 3-year/36,000-mile, no deductible, bumper-to-bumper limited warranty	S	5	S	5
24-hour Roadside Assistance that provides in an emergency:				
Free lockout assistance	S	S	5	S
Free dead-battery assistance	5	5	5	S
Free out-of-fuel assistance	5	5	5	5
Free flat-tire change	5	5	5	5
Free towing for warranty repairs	S	5	S	5
Courtesy Transportation	S	S	5	5

EXTERIOR FEATURES				
Aero extensions	-		5	5
Antenna, fixed mast	5	5	5	5
Bumpers, soft fascia type with integral rub strips	5	5	5	5
Daytime running lamps (with automatic light control)	S	S	5	5
Glass, Soft-Ray tinted	5	5	5	5
Headlamps: Composite wraparound with reflector optics	5	5	5	5
Fog lamps	S	5	5	5
Mirrors: Sport, LH remote, RH manual	\$	S	5	5
Sport, LH and RH power remote	A	A	A	A
Moldings, bodyside, wide body color	5	5	-	-
Spoiler: Rear deck lid	A	A	5	5
Delete	-	-	A	A
Tires (steel-belted radial): P195/70R14 blackwall (QFB)	S	S	-	-
P195/65R15 blackwall, touring (QPD)*	A	A	-	-
P205/55R16 blackwall, touring (QMS)*	A	A	-	-
P205/55R16 Eagle RSA, performance blackwall (QLG)*	=	-	5	5
Compact spare	5	5	5	5
Trunk, with low liftover design and trim protector Wheels/Wheel Covers:	\$	S	5	S



Controlled-cycle





A SE-14" Custom bolt-on wheel covers (PC1)	5	5	-	-
B SE-15" Custom bolt-on wheel covers (PG1)	A	A	-	-
C SE-15" Crosslace cast aluminum (PF7)	A	A	-	-
D SE-16" Sport cast aluminum (PGO)	A	A	-	-
E GT-specific 16" 3-spoke cast aluminum (QB4)		-	5	S
ndshield wipers: "Wet-arm"	S	5	5	5

<sup>\*</sup>Tire chains should not be used. They may cause damage. See Owner's Manual.

	SE	SE	GT	GT
	Coupe	Sedan	Coupe	Sedan
Acoustical insulation, extensive	5	5	S	S
Air bags/safety belts: Driver and front passenger*	5	5	5	5
Adjustable shoulder safety belt guide loops	-	5	-	5
Safety belts, 3-point	S	S	5	5
Rear-seat lap and shoulder, all outboard positions	5	5	5	5
Rear-seat child comfort guides, all outboard positions	5	5	5	5
Air conditioning	S	5	5	5
Ashtray and lighter element	A	A	A	A
Console, front floor with storage, coin holder and armrest	S	S	S	S
Cruise control	A	A	A	A
Deck lid release	5	5	5	5
Defogger, electric rear window	A	A	A	A
Door locks: Power, automatic with unlock/relock	5	S	5	5
Child resistant rear	-	5	-	S
Fabric: Cordae or Impulse cloth Interior	5	5	5	5
Leather seating areas (available with ASS Sport Interior Group	) A	A	A	A
Instrumentation: Analog speedometer, tachometer, fuel, coolant temperature and trip odometer	5	5	s	5
Keyless entry system, remote (requires power windows)	A	A	A	A
Lights: Automatic light control	5	5	5	S
Headlamp-on warning	5	5	5	5
Interior lamp group, includes trunk lighting	5	5	5	5
Illuminated entry with "theater" dimming	5	5	5	5
Mats, carpeted front and rear floor	S	5	5	5
Mirrors: Day/night rearview	S	5	5	5
Visor vanity, RH and LH	5	5	5	5
Power windows with driver's "express-down" feature	Δ	Α	A	A
Radios: Delco ETR AM/FM stereo with seek up/down and clock (UM7)	5	5	5	s
Delco ETR AM/FM stereo with seek up/down and auto-reverse cassette (UN6)	Α	Α	А	Α
Delco ETR AM/FM stereo with seek up/down, auto-reverse cassette with previous/next feature, graphic equalizer and clock (includes 6-speaker sound system with high-mounted tweeters) (UT6)	Α	Δ	Δ	Α
Delco ETR AM/FM stereo with seek up/down, compact disc player, graphic equalizer and digital clock (includes 6-speaker sound system with high-mounted tweeters) (UP3)	A	A	A	A
Delco ETR AM/FM stereo with compact disc player, auto-reverse cassette, 7-band graphic equalizer and clock (includes 6-speaker sound system with high-mounted tweeters) (UNI)	A	A	A	A
Seats, front: 45/45 bucket seats, reclining	5	5	5	5
Easy-entry front passenger	5	_	5	
Driver's power, 6-way (available with option group ISC only)	Δ	Δ	Δ	Α
Sport Interior Group (ASS) (order by trim code) includes Cordae or Impulse cloth or leather seating areas, along with leather-wrapped steering wheel and shift knob, passenger assist grips, reading and courtesy lamps, visor extensions,				
uplevel seat design, manual driver lumbar adjustment and rear seatback pockets	А	А	Α	Α





Seats, rear: Three-passenger with integrated headrests	5	5	5	5
Split-folding (included with leather seating option) teering wheels:	Α	A	A	A
-Sport, four-spoke	5	5	-	-
Sport, four-spoke, leather-wrapped (included with ASS Sport Interior Group)	А	А	5	5
Tilt-Wheel adjustable steering column	A	A	5	5

Interior Features (continued)	SE Coupe	SE Sedan	GT Coupe	GT Sedan
Storage: Front center armrest	5	5	5	S
Front door map pockets	S	5	5	5
Glove compartment	\$	S	5	5
Sunroof, power glass	A	A	A	A
Utility/litter bag hook	5	5	5	5

"Always wear safety belts, even in vehicles equipped with air bags.
"GT includes leather-wrapped steering wheel, shift knob (with automatic) and parking brake handle.

MECHANICAL				
Battery, Delco Freedom with rundown protection	S	5	S	5
Brakes: Power disc/drum	5	5	5	5
Anti-lock braking system (ABS), 4-wheel	5	5	5	5
Brake/transmission shift interlock safety feature (with automatic transmission)	5	5	s	5
California/Massachusetts/New York emissions requirements	A	A	A	A
Engine block heater	А	A	A	А
Engines/Transmissions: 2.4 liter Twin-Cam 16-valve 4-cylinder with 5-speed manual	s	s	S	S
2.4 liter Twin-Cam 16-valve 4-cylinder with electronically controlled 4-speed automatic	A	A	A	Α
3.1 liter 3100 SFI V6 with electronically controlled 4-speed automatic (requires 15" or 16" tires)	A	A	А	А
Enhanced Traction System (ETS) (included with 4-speed automatic transmission; not available with manual transmission)	A	A	А	А
Exhaust system, stainless steel	5	5	5	5
Extensive anti-corrosion protection featuring two-sided galvanized steel body panels	5	5	s	s
Front-wheel drive	5	5	5	5
PASSLock theft-deterrent system	S	S	5	5
Steering, power rack-and-pinion	5	5	5	5
Suspension, MacPherson strut front	5	5	5	5
S = Standard. A = Available= Not available.				

ENGINES		
	2.4 liter Twin-Cam	3.1 liter 3100 SFI V6
SE Coupe and Sedan	s	A
GT Coupe and Sedan	5	A
Horsepower	150 @ 6,000 rpm	155 @ 5,200 rpm
Torque	155 ft-lbs @ 4,400 rpm	185 ft-lbs @ 4,000 rpm
5-speed manual	S	-
4-speed automatic	Α	\$

SPECIFICATIONS	
Engine/drive	Front engine, front-wheel drive
Curb weight	2,835 to 2,877 lbs. (Est.)
Fuel tank capacity	15.2 gallons

interior Headroom, f/r		Sedan
	37.8/36.5*	37.8/37.0"
Legroom, f/r	43.1/33.9"	43.1/34.9*
Shoulder room, f/r	52.2/53.5"	52.2/52.6*
Hip room, f/r	49.3/50.4"	50.2/50.7"
Trunk capacity	13.4 CU. ft.	13.4 cu. ft.
Exterior Wheelbase	103.4"	103.4"
Overall length*	186.9"	186.9"
Width	68.3"	68.3°
Overall height	53-5"	53-5"
Tread, f/r	55.8/56.6*	55.8/56.6"

orana.	Am	OI.	15.	4	ion	iger	tnan;	5¢.

	e available options may require							
additional equipment. See your dealer for details.		Grand Am SE			Grand Am GT			
RPO		1SA 1SB 1SC		ısc	1SA	1SB	iSC	
N33	Tilt-Wheel adjustable steering column		•		S	S	5	
CD4	Controlled-cycle wipers		•	•	S	S	5	
K34	Cruise control		•					
C49	Defogger, electric rear window		•					
UN6	Radio, Delco ETR AM/FM stereo with auto-reverse cassette		•				•	
NV7	Power steering, variable-effort			•		•		
AM9	Split-folding rear seat							
A31	Power windows with driver's "express-down" feature			•				
DG7	Power mirrors, Sport, LH and RH (black)			•				
AUO	Remote keyless entry							

EXTERIOR COLORS			
16	Bright White	44	Light Jade-Gray Metallic, SE only
24	Medium Blue Metallic, SE only	49	Light Taupe Metallic, SE only
37	Medium Green-Blue Metallic	72	Medium Red Metallic, SE only
41	Black	81	Bright Red
42	Medium Jade-Gray Metallic, SE only	89	Medium Purple Metallic

These panels represent the premium DuPont exterior colors available on Grand Ams for 1997.

