Pontiac 1973



Grand Prix • Grand Ville • Bonneville • Catalina • Grand Am • Luxury LeMans LeMans Sport Coupe • LeMans • Ventura • Firebird • Safari Station Wagons

Grand Prix

Pontiac's classic luxury sport.



Grand Prix Hardtop Coupe in Florentine Red.

Stutz . . . Bugatti . . . Duesenberg . . . if you thought the days of the great cars were gone forever, you don't know Pontiac. This is the 1973 . Grand Prix.

OK, we're audacious. Ranking a new '73 with the greats. But we've always had a way with cars. It's most evident in Grand Prix.

We gave Grand Prix a brand-new body . . . yet retained its coveted classic look. We gave it a new improved front bumper system. The new instrument panel looks like real wood because it is. African crossfire mahogany. We've had bucket seats

so long we've already found ways to improve them. New deep contours in the seats for greater comfort. The new frame is built with heavy-gauge steel for a smooth, tuned ride. We even improved GP's handling and overall performance.

mensions (inches)	
erall length	216.6
erall width	78.3
erall height	52.9
neelbase	116.0
ck, front/rear	61.9/61.1
ad room, front/rear	37.6/37.3
g room, front/rear	42.4/33.5

Instrument panel and door panels inlaid with African crossfire mahogany.

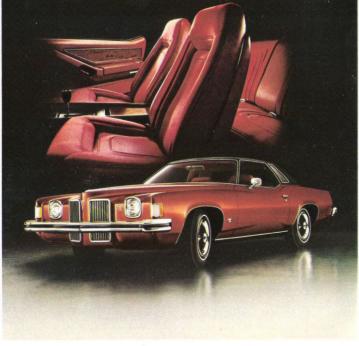
Bucket seats upholstered in cloth and Morrokide.

Shown in burgundy—also available in beige and black.

Power front disc brakes, variableratio power steering and Turbo Hydra-matic are standard.

Quite simply, we built the 1973 Grand Prix so the days of the great cars will live for you.

gines	Transmission	Axle Ratios
I: V-8, 400-cuin. 4-bbl.	Std: Turbo Hydra-matic	Std: 2.93:1 Avail: 3.08:1
ail: V-8, 455-cuin. 4-bbl.	Std: Turbo Hydra-matic	Std: 3,08:1 Avail: 3,23:1
ail: W Q CD AFF ou up A bhl	Cad - Turbo Hudea matic	Ctd - 2 A2-1



Grand Ville

Pontiac's most luxurious full-sized car.



Our 4-Door Hardtop in Burnished Umber,



Grand Ville Custom Interior. Shown in beige—also available in blue, green, black and burgundy.

Dimensions (inches)	Hdtp. Coupe	4-Dr. Hdtp.	Conv
Overall length	224.8	224.8	224.8
Overall width	79.6	79.6	79.6
Overall height	54.2	53.8	54.2
Wheelbase	124.0	124.0	124.0
Track, front/rear	64.1/64.0	64.1/64.0	64.1/64
Head room, front/rear	38.9/37.6	38.9/37.6	39.1/38
Leg room, front/rear	42.7/38.8	42.7/38.8	42.7/35
Shoulder room, front/rear	64.3/63.2	64.3/63.2	64.4/61
Trunk capacity (cu. ft.)	19.5	19.5	NA

It may well be as far as you'll want to move up. Period.

The custom upholstery available on Grand Ville (shown left) is the

The 1973 Grand Ville is as far as you

can move up in a full-sized Pontiac.

The custom upholstery available on Grand Ville (shown left) is the richest we've ever put in a Pontiac. A rich, fluted damask trimmed in leather-like Morrokide. The new front foam seats have contoured backs and a pull-down center armrest. They could easily nudge your favorite chair into second place on your comfort list.

We've used so much plush carpeting it extends part way up the doors. We've added sound insula-

tion for a quiet ride. And on the doors and instrument panel, our vinyl reproduction of American walnut is so faithful, we guarantee it to impress anyone except a termite.

Room is taken for granted in a car of Grand Ville's stature. But even our 2-door hardtop offers as much rearseat leg room as many a 4-door.

Grand Ville's a Wide-Track. So that explains everything about ride. And performance. Turbo Hydramatic, power front disc brakes, variable-ratio power steering, our largest 455 V-8 are all standard.

Obviously, the Wide-Track people have a way with luxury cars.

Engine	Transmission	Axle Ratios
Std: V-8, 455-cuin. 4-bbl.	Std: Turbo Hydra-matic	Std: 2.93:1 Avail: 3.08:1; 2.73:1 (1)



Bonneville

Pontiac's original full-sized Wide-Track.



Our 4-Door Hardtop in Burnished Umber with Block Tweed interior.



Cloth upholstery trimmed in Morrokide. Shown in beige-also available in blue and green.

Engines	Transmission	Axle Ratios
Std: V-8, 400-cuin. 2-bbl.	Std: Turbo Hydra-matic	Std: 2.73:1 (2) Avail: 2.93:1 (3); 3.08:1
Avail: V-8, 400-cuin. 4-bbl.	Std: Turbo Hydra-matic	Std: 3.08:1 Avail: 2.73:1 (1); 3.23:1
Avail: V-8, 455-cuin, 4-bbl.	Std: Turbo Hydra-matic	Std: 2.93:1 Avail: 2.73:1 (1); 3.08:1

(1) Economy ratio (2) California 2.93:1 only (3) Air conditioning

Pontiac has a reputation for building big, comfortable cars that perform. It started with Bonneville. And our '73 version won't hurt that reputation one bit.

There are two ways to handle roads in a Bonneville this year. The first you'd expect. Wide-Track. With a 4-wheel, full-coil, tuned suspension. Computer-selected springs and shocks. So Bonneville's smooth . . . even when the road isn't.

The second, you wouldn't expect. At least not in a car of Bonneville's size. It's our new handling package. Order it and you get steel-belted radial tires; firmer shocks; stabilizer bars, front and rear. For precise handling, level cornering. Great if you want a boulevard ride, but prefer a winding boulevard.

While we're handling roads, you should know that all Bonnevilles have variable-ratio power steering, power front disc brakes, a 400-cu.in. V-8 and Turbo Hydra-matic transmission. Standard.

Now for passengers. There are two new upholstery fabrics in Bonneville's lineup this year. A handsome block tweed (shown above left) that would look good as a suit. And a rich patterned cloth (below). Both are standard. Take whichever you feel comfortable in.

Other things you can take comfort in: thick carpeting, contoured seats, cushioned steering wheel and the warm look of walnut-grained vinyl on a new instrument panel.

Now you can see the philosophy behind Bonneville. Make it comfortable, but make it perform. It works. Because the Wide-Track people have a way with cars.



54.4

124.0

64.1/64.0 64.1/64.0 64.1/64.0

38.3/37.0 38.6/37.4 39.1/37.9

42 7/35 8 42 7/38 8 42 7/38 8

lder room, front/rear 64.3/62.2 64.3/63.3 64.3/63.3

Track, front/rear

Catalina

Pontiac's lowest priced full-sized car.

The 1973 Catalina's your first step up to the comfort and prestige of a full-sized Pontiac. And there are plenty of rock-solid reasons why you should take that step.

Catalina's styling is important We're talking about styling that does more than look nice. Like Catalina's new improved front bumper system.

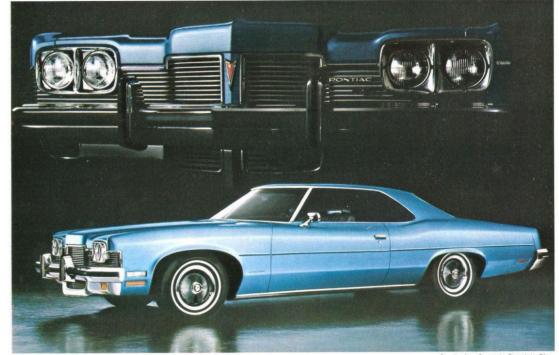
There's a new rear bumper, too. Because there's a lot of value inside Catalina worth protecting.

The big, comfortable interior can be done up in two new fabrics. The fine furniture cloth shown below right. Or the available leather-like Morrokide. Both are easy to maintain. Both are handsome.

Unfortunately, you'll never see some of Catalina's most beautiful features. We simply can't show you a heavy-gauge steel frame that helps us tune the ride. Improved body mounts to help keep Catalina's new car ride longer, Improved acoustical insulation. Power front disc brakes. A cleaner running 350 V-8. They're all standard.

So is variable-ratio power steering. And Turbo Hydra-matic.

Knowing we put all that in our lowest priced full-sized car should help you understand Pontiac's way with cars. It should also help you understand why Catalina's our most popular Pontiac.



Our Hardtop Coupe in Porcelain Blue

Dimensions (inches)	Hdtp.	4-Dr. Hdtp.	4-Dr. Sedan
Overall length	224.8	224.8	224.8
Overall width	79.6	79.6	79.6
Overall height	53.5	53.6	54.2
Wheelbase	124.0	124.0	124.0
Track, front/rear	64.1/64.0	64.1/64.0	64.1/64.0
Head room, front/rear	38.3/37.0	38.6/37.4	39.1/37.9
Leg room, front/rear	42.7/35.8	42.7/38.8	42.7/38.8
Shoulder room, front/rear	64.4/62.2	64.4/63.5	64.4/63.5
Trunk capacity (cu. ft.)	20.5	20.5	20.5



Cloth upholstery trimmed in Morrokide. Shown in green-also available in blue, black and beige.

Engines	Transmission	Axle Ratios
Std: V-8, 350-cuin. 2-bbl.	Std: Turbo Hydra-matic	Std: 3.08:1 Avail: 3.23:1
Avail; V-8, 400-cuin. 2-bbl.	Std: Turbo Hydra-matic	Std: 2.73:1 (2) Avail: 2.93:1 (3); 3.08:1
Avail: V-8, 400-cuin. 4-bbl.	Std: Turbo Hydra-matic	Std: 3.08:1 Avail: 2.73:1 (1); 3.23:1
Avail: V-8, 455-cuin. 4-bbl.	Std: Turbo Hydra-matic	Std.: 2.93:1 Avail: 2.73:1 (1); 3.08:1





Grand Am

The feel of a Grand Prix...the response of a GTO...the qualities you've admired in the desirable imports.



Our 2-Door Colonnade Hardtop in Ascot Silver

Let's say you've always driven American cars . . . always been intrigued with imports. Perhaps you've envied European handling. The real wood in the interior. The comfort of the bucket seats. Whatever.

We think you'll find our brandnew Grand Am a more-than-acceptable alternative to the imports.

The suspension was specially designed for the standard steel-belted radial tires. With thick front and rear stabilizer bars, it keeps Grand Am level in corners.

Power front disc brakes and fast variable-ratio power steering are standard.

The ride is Wide-Track. Smooth, stable. On 15" wheels.

Grand Am responds with a 400 V-8 and 3-speed Turbo Hydra-matic.

A 4-speed manual transmission is available. So are three larger V-8s. Up to a Super Duty 455 with hood scoops on the 2-door.

There's genuine African crossfire mahogany on the dash. Full rally instrumentation. Wide-wale corduroy or perforated all-vinyl upholstery

on very special seats. Special because the front buckets recline. And they have adjustable lower back supports. Also special because we're one of the first Yanks to put them in a 4-door, as well as a 2-door.

The new improved front bumper's special, too. Even for Pontiac. That's saying a lot since we started pioneering better bumpers back in '68. And everything around the bumper that looks like painted sheet metal is really made of durable, squeezable stuff that gives and springs back to

We think Grand Am is one of the purest, no-compromise cars ever to come out of the U.S. of A. That's Pontiac's way with cars.

Dimensions (inches)	2-Dr.	4-Dr.
Overall length	208.6	212.6
Overall width	77.7	77.7
Overall height	52.9	54.3
Wheelbase	112.0	116.0
Track, front/fear	61.9/61.1	61.9/61.1
Head room, front/rear	37.8/36.9	38.5/37.2
Leg room, front/rear	42.4/33.5	42.4/38.6
Shoulder room, front/rear	59.6/57.5	59.6/58.9
Trunk capacity (cu. ft.)	15.1	15.1

Our 4-Door Colonnade Hardtop. Above, corduroy upholstery trimmed in Morrokide. Shown in burgundy—also available in beige.

Standard Engine	Transmissions	Standard Axle Ratio	Available Axle Ratios
V-8, 400-cuin. 2-bbl.	Std: Turbo Hydra-matic	3.08:1	2.93:1 (1) 3.23:1
Available Engines			
V-8, 400-cuin. 4-bbi.	Std: Turbo Hydra-metic	3.42:1	3.08:1 (1) 3.23:1 (2)
	Avail: 4-speed Manual	3.42:1	3.23:1 (1,2
V-8, 455-cuin. 4-bbl.	Std: Turbo Hydra-matic	3.23:1	3.08:1 (2) 3.42:1
V-8, SD 455-cuin. 4-bbl. (2-deer only)	Std: Turbo Hydra-matic	3.42:1	
	Avail: 4-speed Manual	3,42:1	



2-Door Colonnade Hardtop. Full rally instrumentation with inlaid African crossfire mahogany.

Luxury LeMans Pontiac's most luxurious mid-sized car.



Our 4-Door Colonnade Hardtop in Burma Brown.

The name Luxury LeMans really tells you what this beauty is all about. We call it "Luxury" because it's luxurious. We call it "LeMans" because it's a mid-sized Pontiac. So the 1973 Luxury LeMans gives you the comforts of a luxury car . . . in an easy-to- easy-to-handle price goes with it. handle size.

Comforts like the quiet good taste of rich new upholstery fitted over seats of solid foam. Layers of added sound insulation. The warm look of walnut-grained vinyl on the dash and glove box. And special touches such as front-door assist straps. thick loop-pile carpeting and a monogrammed center armrest. That's luxury.

Yet with all this comfort, LeMans is still a joy to drive around town. It's a mid-sized Pontiac, remember. So it handles traffic and parks with ease. And the standard 350 V-8 gives you

efficiency while it moves you out with authority.

So look. If you want a lot of luxury, but you don't want to drive a big car, this is where you belong. In a beautiful 1973 Luxury LeMans, An

Dimensions (inches)	2-Dr.	4-Dr.
Overall length	207.4	211.4
Overall width	77.7	77.7
Overall height	52.9	54.3
Wheelbase	112.0	116.0
Track, front/rear	61.5/60.7	61.5/60.7
Head room, front/rear	37.8/36.9	38.5/37.2
Leg room, front/rear	12.4/33.7	42.4/38.4
Shoulder room, front/rear	59.6/57.5	59.6/58.9
Trunk capacity (cu. lt.)	15.1	15.1

Cloth-and-Morrokide notch-back bench seat. Shown in beige-also available in blue, green, black and burgundy.

Engines	Transmissions	Axle Ratios
	Std: 3-speed Manual	Std: 3.23:1 Avail: 3.08:1 (1)
Std: V-8, 350-cuin. 2-bbl.	Avail: 4-speed Manual	Std: 3.23:1 Avail: 3.08:1 (1)
	Avail: Turbo Hydra-matic	Std: 2.73:1 (4) Avail: 3.08:1
Avail: V-8, 400-cuin. 2-bbl.	Avail: Turbo Hydra-matic	Std: 2.73:1 (2) Avail: 3.08:1
A	Avail: 4-speed Manual	Std: 3.42:1 Avail: 3.23:1 (1, 3)
Avail: V-8, 400-cuin. 4-bbl.	Avail: Turbo Hydra-matic	Std: 3.42:1 Avail: 3.08:1 (1); 3.23:1 (3
Avail: V-8, 455-cuin. 4-bbl.	Avail: Turbo Hydra-matic	Std: 3.23:1 Avail: 3,08:1 (3)

(1) Economy ratio (2) California 2.93:1 only (3) Air conditioning (4) California 3.08:1 only

Luxury LeMans 2-Door Colonnade Hardtop in Verdant Green.

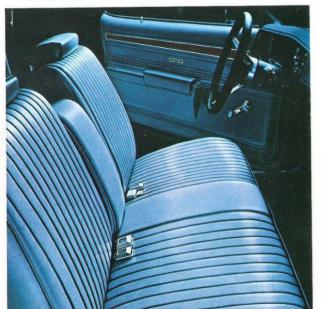


LeMans Sport Coupe

Pontiac's sporty new mid-sized car.



Our 2-Door Colonnade Hardtop in Regatta Blue.



prokide notch-back bench seat. Shown in blue—also available in white, saddle, black and burgund

Standard Engine	Transmissions	Axie Std.	Ratios Avail.
	Std: 3-speed Manual	3.23:1	
6-cyl., 250-cuin. 1-bbl.	Avail: Turbo Hydra-matic	3.08:1	3.23:1
Available Engines		- A CONTRACTOR OF THE STATE OF	
	Std: 3-speed Manual	3.23:1	3.08:1 (1)
V-8, 350-cuin. 2-bbl.	Avail: 3-speed Heavy-duty Manual	3,23:1	3.08:1 (1)
	Avail: 4-speed Manual	3.23:1	3.08:1 (1)
	Avail: Turbo Hydra-matic	2.73:1 (4)	3.08:1
V-8, 400-cu,-in. 2-bbl.	Avail: Turbo Hydra-matic	2.73:1 (2)	3.08:1
	Avail: 3-speed Heavy-duty Manual	3.42:1	3.23:1 (1.3
V-8, 400-cuin. 4-bbl.	Avail: 4-speed Manual	3.42:1	3.23:1 (1,3
	A T. T. d. a Under matic	3.42:1	3.23:1 (3)
	Avail: Turbo Hydra-matic	3.42.1	3.08:1 (1)
V-8, 455-cuin. 4-bbl.	Avail: Turbo Hydra-matic	3.23:1	3.08:1 (3)
-	Avail: 4-speed Manual	3.42:1	
V-8, SD 455-cuin. 4-bbl.	Avail: Turbo Hydra-matic	3.42:1	

(1) Economy ratio (2) California 2.93:1 only (3) Air conditioning (4) California 3.08:1 only Pontiac's been building sporty looking cars for some time. You expect them from the Wide-Track people. And for 1973, we've got a new one. One that's not only sporty looking, but affordable, too. It's the new 1973 LeMans Sport Coupe.

Just seeing it is enough to make you want it sitting in your driveway. What with that great new LeMans styling and those sporty new louvered rear guarter windows.

But you've got to look deeper to get really turned on. To the sharp new interior with loop-pile carpeting To the notch-back bench seat with pull-down center armrest or bucket seats. To the sporty new instrument panel. To the front disc brakes and 4-wheel, coil-spring suspension. Obviously, we didn't skimp.

But to keep it affordable, we left plenty of decisions up to you. You can add more performance. V-8s up to 455 cubic inches are available. You can add more plush. Air conditioning, AM-FM stereo, tilt steering wheel, whatever. Fact is, more options are available on the Sport Coupe than on any other '73 Wide-Track. Even our legendary GTO is alive and well as an option.

Affordable. And equipped any way you want it. That's what we think a sporty looking car should be. If you agree, there's a 1973 LeMans Sport Coupe waiting.

Overall length		207.4
Overall width		77.7
Overall height		52.5
Wheelbase		112.0
Track, front/rear		61.5/6
Head room, front/rear		37.8/38
Leg room, front/reat	-	42.4/33
Shoulder room, front/rear		59.6/57
Trunk capacity (cu. ft.)	The same of	15.1



LeMans

Pontiac's lowest priced mid-sized car.

LeMans is the lowest priced midsized car we Wide-Track people build. But it's so packed with Pontiac quality, it'll take you years to appreciate everything we built into it.

Sure, the new styling's sensational. But LeMans' sound design includes things far more substantial. Like a strong new frame for a better tuned ride. Effective new sound insulation. Improved body mounts to help keep that new car ride. A new improved front bumper system. The kinds of things that satisfy long after the new car smell is gone.

The seats are handsomely upholstered. But beneath the beauty are thick foam cushions with springs molded inside. They'll stay comfortable. The thick nylon-blend, looppile carpeting will take years of wear, too.

The standard 250-cu.-in, engine and 3-speed transmission are rugged units designed for dependable operation.

Now, LeMans comes pretty well equipped. But that doesn't mean you can't add more. The list of available gear is very complete.

For example. You can turn LeMans into Pontiac's legendary GTO. Just by ordering the GTO package. You get a scooped hood, blacked-out grille, firm suspension, wide tires and a lot of performance.

1973 LeMans. It's nice to know that a car with so much going for it is so affordable. Because we have a way with cars.

Dimensions (inches)	2-Dr.	4-Dr.
Overall length	207.4	211.4
Overall width	77.7	77.7
Overall height	52.9	54.3
Wheelbase	112.0	116.0
Track, front/rear	61.5/60.7	61.5/60.
Head room, front/rear	37.8/36.9	38.5/37.
Leg room, front/rear	42.4/33.7	42.4/38.
Shoulder room, front/rear	59.6/57.5	59.6/58.
Trunk capacity (cu. ft.)	15.1	15.1



Our 4-Door Colonnade Hardtop in Florentine Red.



	Avail: Turbo Hydra-matic	3.08:1	3.23:1
Available Engines			
	Std: 3-speed Manual	3.23:1	3.08:1 (1)
V-8, 350-cuin. 2-bbl.	Avail: 3-speed Heavy-duty Manual	3.23:1	3.08:1 (1)
	Avail: 4-speed Manual	3.23:1	3.08:1 (1)
	Avail: Turbo Hydra-matic	2.73:1 (4)	3.08:1
V-8, 400-cu,-in. 2-bbl.	Avail: Turbo Hydra-matic	2.73:1 (2)	3.08:1
	Avail: 3-speed Heavy-duty Manual	3.42:1	3.23:1 (1,3
V-8, 400-cuin. 4-bbl.	Avail: 4-speed Manual	3.42:1	3.23:1 (1,3
		0.40.1	3.23:1 (3)
	Avail: Turbo Hydra-matic	3.42:1	3.08:1 (1)
V-8, 455-cuin. 4-bbl.	Avail: Turbo Hydra-matic	3.23:1	3.08:1 (3)
V-8, SD 455-cuin, 4-bbl.	Avail: 4-speed Manual	3.42:1	
(2-dr. only)	Avail: Turbo Hydra-matic	3,42:1	

(3) Air conditioning (4) California 3.08:1 only



Firebird

Pontiac's sports cars.



Trans Am in Buccaneer Red.

Formula Firebird in Ascot Silver,

You obviously take the excitement of driving pretty seriously. Or you wouldn't even be considering one of our four 1973 Firebirds. The question is . . . just how serious do you want to get?

spoil and why a low the best the road.

The big order, It's order, It's order.

Trans Am is as serious as they come. A 455-cu.-in., 4-bbl. V-8 with a 4-speed manual transmission is standard. And there's a new Super Duty 455 V-8 available. Whichever engine you go with, the spoilers

spoil and the air dams dam. That's why a lot of folks rank Trans Am as the best performing American on the road.

The big bird on the hood you can order. It's a Firebird, isn't it?

Those scoops on the Formula Firebirds look tough. But the toughest part of any Firebird is the front bumper. It's been reinforced this year to make it stronger. And it's made of Endura to fight dents and dings.

The new interior is all business. So are the front disc brakes. And the 455 4-bbl. V-8 you can order.

Can a sports car really be luxurious? Esprit wipes out all doubt. The new bucket seats, the new cloth or all-vinyl upholstery, the new instrument panel and door trim are as plush as you'll find in many a luxury car.

The ride's almost that plush, too. What's interesting about our basic Bird is how much we didn't have to sacrifice for price. You see, this is our most affordable Firebird. You still get molded foam bucket seats, looppile carpeting, High-Low ventilation, the Endura bumper, a strong, doubleshell roof that absorbs sound, Firebird's futuristic styling and sensational handling.

That's our way with sports cars. Now...are you ready to get serious?



Custom Interior—available on Formula and Trans Am, standard on Espri



Standard Firebird, Formula and Trans Am interior. Show in black—also available in saddle and white.



Available Honeycomb wheels.





Esprit Firebird	Formula	Tra
192.1	192.1	192
73.4	73.4	73
50.4	50.4	50
108.0	108.0	108
61.3/60.0	61.6/60.3	61.7/
37.5/35.9	37.5/35.9	37.5/
43.9/28.5	43.9/28.5	43.9/
56.4/54.4	56.4/54.4	56.4/
8.8	8.8	8
	192.1 73.4 50.4 108.0 61.3/60.0 37.5/35.9 43.9/28.5 56.4/54.4	192.1 192.1 193.4 73.4 73.4 50.4 50.4 108.0 61.3/60.0 61.6/60.3 37.5/35.9 37.5/35.9 37.5/35.9 37.5/35.9 43.9/28.5 43.9/28.5 58.4/54.4 56.4/54.4

			EN	GINES		
TRANSMISSIONS	250-cuin. 1-bbl. L6	350-cuin. 2-bbl. V-8	400-cuin. 2-bbl. V-8	400-cuin. 4-bbl. V-8	455-cuin. 4-bbl. V-8	SD 455-cuin. 4-bbl. V-8
3-speed Manual	Standard on FIREBIRD with 3.08:1 axle	Standard on ESPRIT and FORMULA, available on FIREBIRD, all with 3.08:1 axle(1)				
4-speed Manual		Available on FIREBIRD, ESPRIT, and FORMULA, all with 3.08:1 axle(1)		Available on FORMULA with 3.42:1 axle		Available on TRANS AM and FORMULA, both with 3.42:1 axle
4-speed Close- ratio Manuel				Available on FORMULA with 3.42:1 axle	Standard on TRANS AM with 3.42:1 Limited-slip axle(3)	
Turbo Hydra-matic	Available on FIREBIRD with 3.08:1 axle	Available on FIREBIRD, ESPRIT and FORMULA, all with 2.73:1 axle(2)	Available on ESPRIT with 2.73:1 axle(2)	Available on FORMULA with 3.08:1 axle(1)	Available on TRANS AM and FORMULA, both with 3.08:1 axle(1)	Available on TRANS AM and FORMULA, both with 3.42:1 axle

(1) 3.42:1 Performance ratio available (2) 3.08:1 Performance ratio available (3) Available on Formula with 3.42:1 axle

Shown on the cars on these pages are some of the options and accessories offered by Pontiac at extra cost.

Ventura

Pontiac's low-priced compact car.



Ventura Sprint 2-Door Coupe in Buccaneer Red.

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 en- kide upholstery. New insulation for tire 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 below right), 4-door. They all have nylon-blend, loop-pile carpeting. Special cloth or all-Morro-

Dimensions (inches)	2-Dr. Coupe	2-Dr. Hatch- back	4-Dr. Sedan
Overall length	197.5	197.5	197.5
Overail width	72.4	72.4	72.4
Overail 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	59.9/59.8
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
Shoulder room, front/rear	55.6/55.3	55.6/55.3	56.6/56.2
Trunk canacity (cu. it.)	14.6	14.6	13.7

Engines	Transmissions	Axle Ratios
2.19.11.05	Std: 3-speed Manual	Std: 3,08:1
Std: 6-cyl., 250-cu,-in, 1-bbl.	Avail: 2-speed Automatic	Std: 3.08:1
	Avail: 3-speed Manual	Std: 3.08:1
Avail: V-8, 350-cuin. 2-bbt.	Avail: 4-speed Manual	Std: 3.08:1
	Avail: Turbo Hydra-matic	Std: 2.73:1 Avail: 3.08:1 (1)

(1) Performance ratio



Ventura Hatchback 2-Door Coupe in Desert Sand.

And if you do, you can order a special handling package. Front and rear stabilizer bars. Firm shock absorbers. 14x6" steel wheels. E70-14 beited blackwall tires.

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

Full bench seat with Custom black/white check cloth and Morrokide upholstery. Below right, Ventura Custom 2-Door Coupe

added quiet. Deluxe wheel covers.

Custom Cushion steering wheel.

You can drop 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

Pedal trim plates. And more.

Hydra-matic.



Grand Safari

Pontiac's most luxurious full-sized wagon.

We've always felt that Pontiac station wagons should be a great deal more than utility vehicles for hauling bushels of potatoes and the like. After driving this year's Grand Safari, you may almost feel selective about what you carry. Because Grand Safari is the most luxurious, comfortable wagon we've ever built.

Take a look at the handsome all-Morrokide upholstery (bottom right). Underneath are thick foam seat cushions with integrated springs. Then add Grand Safari's deep, loop-pile carpeting. A carpeted load floor that spans the massive cargo area. A hidden storage compartment. Special wood-grain vinyl accents on the instrument panel. And a Custom Cushion steering wheel. It's Pontiac's finest interior.

Yet, Grand Safari is plenty rugged and durable. Under the hood is Pontiac's strong 400-cu.-in., 4-bbl. V-8. Or you can specify the 455-cu.in. V-8 for even more performance at highway speeds or pulling a trailer. You get our dependable Turbo Hydra-matic. Variable-ratio power steering. And power front disc brakes. All standard.

Outside, Grand Safari is handsome and durable, too. There's a disappearing Glide-away tailgate with poweroperated rear window that lets you load or unload in the tightest parking spaces. Deluxe wheel covers. And Pontiac's new, improved bumpers with rear bumper guards.

Standard Engine	Standard Transmission	Standard Axle Ratio	Available Axle Ratio
V-8, 400 cuin. 4-bbl.	Turbo Hydra-matic	3.08:1	3.23:1
Available Engine			
V-8, 455 cuin, 4-bbl.	Turbo Hydra-matic	3.08:1	3.23:1

Dimensions (inches)		Dimensions (inches)	
Wheelbase	127.0	Top of second seatback to closed tailgate (2-seat)	55.6
Overall length	228.8	Front seat at floor to closed tailgate	100.5
Overall height	57.5	Second seat at floor to end of closed tailgate (2-seat)	58.9
Overall width	79.9	Front width of cargo space at floor	63.4
Front tread	64.1	Minimum width between wheelhouses at floor	48.8
Rear tread	64.0	Rear-end opening width at floor	48.8
Cargo volume (cu. ft.)	106.4	Rear-end opening width at belt	42.0
Underfloor compartment 2-seat (cu. ft.)	5.6	Maximum cargo height	30.6
Underfloor compartment 3-seat (cu. ft.)	3.0	Maximum height at rear opening (tailgate open)	29.5
Ton of front seatback to closed tailgate	94.6	Platform height of load floor (curb weight)	23.2

3-Seat Grand Safari Wagon in Burma Brown.

available options and accessories. Like cruise control. Air conditioning with automatic temperature control. And trailer-towing packages.

'73 Grand Safari. It's Pontiac's



Custom all-Morrokide upholstery. Shown in beige-also available in saddle, green and burgundy.

Safari

Pontiac's lowest priced full-sized wagon.



Morrokide upholstered full bench seat. Shown in saddle—also available in green, beige and burgundy,

	Dimensions (inches)	
127.0	Top of second seatback to closed tailgate (2-seat)	55.8
	Front seat at floor to closed tailgate	100.5
	Second seat at floor to end of closed tailgate (2-seat)	58.9
		53.4
	Minimum width between wheelhouses at floor	48.8
C 181	Rear-end opening width at floor	48.8
- APPENDING TO THE PERSON OF T		42.0
		30.6
		29.5
94.6	Platform height of load floor (curb weight)	23.3
	228.8 67.5 79.9 64.1 64.0 106.4 5.6	127.0 Top of second seatback to closed tailgate (2-seat) 228.8 From seat at floor to closed tailgate 57.5 Second seat at floor to end of closed tailgate 79.9 Front width of carge space at floor 64.1 Minimum width between wheelhouses at floor 64.0 Rear-end opening width at floor 106.4 Rear-end opening width at belt 5.6 Maximum cargo height 3.0 Maximum height at rear opening (tailgate open)

Standard Engine	Standard Transmission	Standard Axle Ratio	Available Axle Ratios
V-8, 400 cuin. 2-bbl.	Turbo Hydra-matic	2.93:1	2.73:1 3.08:1
Available Engines			
V-8, 400-cuin, 4-bbl.	Turbo Hydra-matic	3.08:1	3.23:1
V-8 455-cn -in 4-bbl	Turbo Hydra-matic	3.08:1	3.23:1

Our '73 Safari isn't as ultra-luxurious as Grand Safari. But then maybe you buy a wagon because you need space and practicality. So we set up Safari to be a very practical full-sized wagon. With power front disc brakes and variable-ratio power steering. Turbo Hydra-matic transmission. And a 400-cu.-in., 2-bbl. V-8 that delivers good performance. Very practical.

Big L78—15 belted tires are standard, along with a specifically tuned leaf-spring rear suspension for outstanding stability and handling under heavy loads. Very practical, indeed.

But we wanted to give you some of the comfort and luxury of this year's Grand Safari. So look again. We built many of these comforts into our Safari. Like this fine all-Morrokide interior with thick foam padded seats (left). The disappearing Glide-away tailgate with a power rear window that retracts into the roof. A right-hand rearview mirror. And even rear bumper guards.

Safari comes in a 2-seat model, or you can add a forward-facing third seat with easy access from the split-bench second seat. And you can order many options and accessories. Like a wood-grain vinyl exterior with a reflectorized wood-grain tailgate. A trailer-towing package. Or maybe a rear window defogger. Ask your dealer for the full scoop on Safari.



LeMans Safari

Pontiac's mid-sized wagon.

If our full-sized Grand Safari and Safari wagons are a little too full-sized, or if you want something a little lower priced, the 1973 LeMans Safari is your wagon. But LeMans Safari has too much going to be just another wagon. This year's LeMans Safari, in both 2-seat and 3-seat models, commands some undivided attention.

It's innovative. With a tailgate that's really an easy-to-handle, easy-to-load liftgate. It's a Pontiac. With real Wide-Track ride and prestige. And it has totally new styling this year.

The standard 250-cu.-in. Six and 3-speed transmission give LeMans Safari plenty of response. If you need more load-hauling power, you can order one of four available V-8s.

Power front disc brakes are standard.

Options and accessories? LeMans Safari has a long list of convenient extras you can order. Like trailer-towing and handling packages. A wood-grain vinyl exterior. Rear window defogger. Or automatic level control.

An easy way to own the nicest LeMans Safari on the block is to order the Custom Safari option. It includes the wood-grain vinyl exterior. Custom Cushion steering wheel. And a 350-cu.-in. V-8. Check your dealer for a complete listing of extras.

'73 LeMans Safari. The Pontiac people sure have a way with wagons.



2-Seat LeMans Safarı Wagon in Valencia Gold.



Morrokide upholstered bench seat. Shown in saddle—also available in green, beige and burgundy.

Standard Engine	Transmissions	Standard Axle Ratio	Available Axle Ratios
6-cyl., 250-cuin. 1-bbl.	Std: 3-speed Manual Avail: Turbo Hydra-matic	3.42:1 3.42:1	
Available Engines			
	Std: 3-speed Manual	3.23:1	3.08:1
V-8, 350-cuin, 2-bbl.	Avail: 4-speed Manual	3.23:1	3.08:1
	Avail: Turbo Hydra-matic	2.73:1 (2)	3.08:1
V-8, 400-cuin. 2-bbl.	Avail: Turbo Hydra-matic	2.73:1 (2)	3.08:1
V-8, 400-cuin. 4-bbl.	Avail: 4-speed Manual	3.23:1	3.08:1
	Avail: Turbo Hydra-matic	3.23:1	3.08:1
V-8, 455-cuin, 4-bbl.	Avail: Turbo Hydra-matic	3.23:1	3.08:1 (1)
(1) With air conditioning. (2) Calif	fornia 3.08 only		

Dimensions (inches)		Dimensions (inches)	
Wheelbase	116.0	Top of second seatback to closed tailgate (2-seat)	48.7
Overall length	213.3	Front seat at floor to closed tailgate	90.2
Overall height	55.0	Second seat at floor to end of closed tailgate (2-seat)	53.9
Overall width	77.7	Front width of cargo space at floor	55.0
Front tread	61.5	Minimum width between wheelhouses at floor	44.5
Rear tread	60.7	Rear-end opening width at floor	61.2
Cargo volume (cu. ft.)	85.1	Rear-end opening width at belt	62.8
Underfloor compartment 2-seat (cu. ft.) (est.)	B.6	Maximum cargo height	30.1
Underfloor compartment 3-seat (cu. ft.) (est.)	6.2	Maximum height at rear opening (tailgate open)	27.4
Top of front seatback to closed tailgate	82.9	Platform height of load floor (curb weight)	21.5



GRAND PRIX FACTS AND FIGURES

Hardtop Coune

Standard Interior Features

Front bucket seats or notch-back bench seat with cloth-and-vinyl or all-vinyl trim. All-foam front and rear seats. Nylon-blend, loop-pile carpeting and carpeted lower door panels. Console with floor shift (bucket seats only), Custom Cushion steering wheel. High-Low ventilation. Electric clock. Instrument and door panel trim of genuine African crossfire mahogany inlay, Improved acoustical insulation, Easy-to instrument panel with plug-in components, seats with new deep contours. Ash tray Instrument panel courtesy lamps, Inside lamp. hood latch release. Trunk compartment lamp and

Standard Exterior Features

New improved front and rear bumpers. Wide rocker panel moldings with black accents, Formal roof line with fixed rear quarter windows. Longer doors for easier entry. Deluxe wheel covers, Windshield radio antenna. Concealed wipers. Bright moldings on roof, windshield, quarter windows, rear window, windowsill, hood rear edge and wheel openings.

Standard Chassis Features

Variable-ratio power steering. Power brakes with front discs and rear drums. 4-wheel, coil-spring suspension, 4-link design rear suspension, Computer selected springs. Tuned, heavy-gauge perimeter frame, Improved shock absorbers, 7-inch wide wheels, Power-Flax fan, Dual exhausts, G78—15 blackwall tires.

GRAND VILLE FACTS AND FIGURES

Models Hardtop Coupe

Convertible

Standard Interior Features

Bench seat with center armrest. All-Morrokide trim (Convertible). Front-seat cushions of solid foam with integral springs. Solid foam front-seat backs. Foam rear-seat padding. Nylon-blend, loop-pile carpeting and carpeted lower door panels. Custom Cushion steering wheel, High-Low ventilation, Electric clock Driver and passenger instrument panel ash trays (both lighted). Instrument panel trim of American walnut wood-grain vinyl. Instrument panel courtesy lamps. Glove box lamp. Two rear quarter interior lamps (Convertible only). Trunk compartment side panels. Trunk mat. Inside hood latch release. Pull straps on Grand Ville identification on instrument panel. Pedal trim plates.

Standard Exterior Features

Distinctive new chrome-plated grille. New improved front bumper system using new energy absorbers. New improved rear bumper system using spring-type absorbers. Exclusive deluxe wheel covers. Power operated top with tempered rear window glas: [Convertible only]. Windshield radio antenna. Dis tinctive formal roof for more room. Body-colored inserts on door handles. Grand Ville crest on sai panels. Grand Ville identification on grille, front fenders, rear deck lid. Rear wheel opening covers. Moldings on windshield, hood rear edge, roof drip rear window, wheel openings. Rocker panel moldings with rear lender extensions. Trunk trim panels. Belt reveal moldings, Concealed wipers, Body-colored inserts on outside door handles

Standard Chassis Features

Variable-ratio power steering. Power brakes with front discs/rear drums. 4-wheel, coil-spring suspension. Computer-selected springs. H78-15 black wall glass-belted tires. Improved body mount sy: Heavy-gauge frame. Added acoustical insula throughout. New engine mount sound insulation.

Grand Ville Custom

(Only on Hardtop Coupe and 4-Door Hardtop.) Custom interior trim on seats and doors. Re cigar lighters (on back of front seat, 4-dr.). Cut-pile carpet. Pull strap on back of front seat. Deluxe seat helts

BONNEVILLE FACTS AND FIGURES

Models Hardtop Coupe 4-Door Hardtop

4-Door Sedan

Standard Interior Features

Bench seat with cloth-and-Morrokide trim or all-Morrokide trim. Front-seat cushion of solid foam with integral springs, Solid foam seat backs. Foam rear-seat padding. Nylon-blend, loop-pile carpet

and carpeted lower door panels, Custom Cushion steering wheel. High-Low ventilation. Electric clock American walnut wood-grain vinvl on instrument panel. Bonneville interior identification, Pedal trim plates. Luggage lamp, courtesy lamp on instrument panel, glove box lamp, ash tray lamp. Trunk mat and side panels. Rear door dome lamp switches on Sedan. Driver and passenger instrument panel ash trays, Inside hood latch release.

Standard Exterior Features

Distinctive new chrome-plated grille. New improved front bumper using new energy absorbers. New rear bumper using spring-type absorbers. Deluxe wheel covers. Windshield radio antenna. Concealed windshield wipers. Outside door handles matched to body color. Bright moldings on roof, windshield, rear window, hood rear edge, wheel openings, side-window reveals (4-Door Sedan), and wide rocker panel moldings with rear lender extensions. Pontiac rest on sail name! Bonneville identification or grille, front fenders and rear compartment lid.

Standard Chassis Features

Standard Chassis Features
Variable-ratio power steering, Power brakes with
front discs and rear drums, 4-wheel, coil-spring
suspension, Computer-selected springs, H78—15
blackwall glass-belted tires. Improved body mount
system, Heavy-gauge frame, Added acoustical insulation throughout. New engine mount sound insulation.

CATALINA FACTS AND FIGURES

Models Hardtop Coupe 4-Door Hardtop 4-Door Sedan

Standard Interior Features

Upgraded interior trim featuring: Bench seat with cloth-and-Morrokide trim, Full pad on seat backs. Deluxe 2-spoke steering wheel. New instrument panel cluster. Right- and left-hand ash travs, Driver's ash tray lamp, inside hood latch release. Nylon-blend, loop-pile carpeting. Rear compartment mat. Tilt-type inside rearview mirror. American walnut wood-grain vinyl on instrument panel. High-Low ventilation. Front-seat cushions of molded (oam with integral springs. Molded (oam front-seat backs.

Standard Exterior Features

New horizontal bar grille, New hood. New improved front bumper using new energy absorbers. New rear bumper using spring-type energy absorbers. New tail lamps. Concealed windshield wipers. Hood rearedge molding. Rocker panel moldings. Windshield tadio antenna. Hubcans

Standard Chassis Features

Variable-ratio power steering. Power brakes with front discs/rear drums. G78—15 black sidewall glass-belted tires. 4-wheel, coil-spring suspension Computer-selected springs, Improved body mount system. Added acoustical insulation throughout. New engine mount insulation.

GRAND AM FACTS AND FIGURES

Models 2-Door Colonnade Hardtop

4-Door Colonnade Hardton

Standard Interior Features

Wide-wale corduray or all-vinyl upholstery trimmed in leather-like Morrokide, 3-spoke Custom Sport steering wheel with large padded center, Distinctive instrument panel with genuine African crossfire ma-hogany inlay. Electric clock, Gaugos for oil pressure, water temperature, voltage and fuel. Trip odometer. Plug-in instrument panel components. High-Low ven tilation. Console with floor-mounted shift lever mahogany trim. Ash tray, glove box and courtesy lamps. Inside hood latch release, Headlamp dimmer switch incorporated in the turn signal lever, acti vated by pulling the lever toward the driver. Re-clining front bucket seats with adjustable lower back supports. Nylon-blend, loop-pile carpeting. Pedal trim plates. Pull straps on all doors.

Standard Exterior Features

Concealed windshield wipers. Custom finned wheel covers. Exclusive tail lamp styling. Dual horns. Windshield radio antenna, New improved front and rear bumpers with phable nose and front lender caps. Protective rubber strips on front and rear bumpers. Fixed louvered rear quarter windows on the 2-door. Bright metal moldings on the windshield, rear window, side windowsills, wheel openings and rear edge of the hood. Black-accented rocker panel moldings. Roof drip moldings. Body colored door handle inserts.

Standard Chassis Features

Front and rear stabilizer bars (1.12" front, 0.94" rear). Variable-ratio power steering; the farther you

turn the wheel, the faster it responds. Power front disc brakes, rear drum brakes, GR70-15 steel-belted radial ply black sidewall tires. 4-wheel, coil-spring suspension firm shock absorbers computer-selected springs for precise, controlled handling. Heavy-gauge perimeter frame for a smooth, tuned ride. Power-Flex fan to conserve horsepower. Dual exhausts. 7-inch wide wheels

LUXURY LOMANS FACTS AND FIGURES Models

2-Door Colonnade Hardton

4-Door Colonnade Hardtog

Standard Interior Features Front bucket seats (2-door only) with all-vinyl trim, or notch-back bench seat with cloth-and-vinyl or allnyl trim. Solid feam front- and rear-seat cushions Nylon-blend, loop-pile carpeting and carpeted lower door panels. Special interior trim with monogram on armrest. High-Low ventilation. Additional sound insulation in body. Rear-seat ash trays in arm-rests, Custom Cushion steering wheel, Wood-grain vinyl inlay on glove box door. From door assist straps. Ash

tray lamp. Glove box lamp. Inside hood latch release Standard Exterior Features

New improved front and rear bumpers. Distinctive chrome-plate die-cast grille. Deluxe wheel covers. Rear-wheel fender skirts, Full-length lower body side moldings. Frameless door glass, Fixed rear quarte windows. Body-colored door handle inserts. Wind shield radio antenna. Concealed wipers. Bright mold ings on roof outters, rear deck, hood rear edge, front wheel openings, quarter windows and tail lamps

Standard Chassis Features

Front disc brakes. 4-wheel, coil-spring suspension. Computer-selected springs. New improved brake linings. Heavy-nauge perimeter-type frame. New improved shock absorbers. F78-14 blackwall tires

LeMANS SPORT COUPE FACTS AND FIGURES

Model 2-Door Colonnade Harding

Standard Interior Features

Bench seat with cloth-and-vinyl or all-vinyl up-holstery, Solid foam seat backs and cushions. Nylonblend, loog-pile carpeting. Deluxe steering wheel, High-Low ventilation. Inside hood latch release

Standard Exterior Features

New improved front and rear bumpers. Standard hubcaps. Windshield radio antenna, Concealed wipers. Frameless door glass. Fixed louvered rear erter windows

Standard Chassis Features

Front disc brakes. 4-wheel, coil-spring suspension Computer-selected springs. Heavy-gauge perimeter type frame. New improved shock absorbers, F78-14 hlackwall tires

Available GTO Package

Heavy-duty 3-speed floor shift, 400 4-bbl. V-8, G60—15 blackwall tires, dual exhausts with chrome extensions, blacked-out grille, hood scoops, firm shocks, heavy-duty large from and rear stabilizer bars. 15x7" wheels, moon-style hubcaps and GTO dentification

LeMANS FACTS AND FIGURES

Models

2-Door Colonnade Hardtop 4-Door Colonnade Hardtop

Standard Interior Features
Bench seat with cloth-and-vinyl trim. Molded foam seat cushions and backs with integral springs Nylon-blend, loop-pile carpeting, Improved acousti-cal insulation, Inside hood latch release. Improved instrument panel serviceability. High-Low ventilation, Deluxe steering wheel.

Standard Exterior Features

New improved front and rear bumpers, Fixed rear quarter windows. Windshield radio antenna. Con-cealed wipers. Frameless door glass. Standard hubcans

Standard Chassis Features

Heavy-duty perimeter-type frame. New improved body mounts. 4-wheel, coil-spring suspension. New improved shock absorbers. Front disc brakes, F78-14 blackwall tires.

Available GTO Package

2-door only. Includes heavy-duty 3-speed floor shift transmission, 400 4-bbl. V-8, G60-15 blackwall tires, dual exhausts with chrome extensions, blacked out grille, hood scoops, firm shocks. Lerge front and rear stabilizer bars, 15x7" wheels, moon-style hubcaps, GTO identification.

FIREBIRD FACTS AND FIGURES

Models

Offered in one body style, 2-Door Hardtop Coupe under these names: Firebird, Esprit, Formula and Trans Am.

Interior Features-Standard to Firebird Front bucket seats and bucket-type rear seats with all-Morrokide trim. Front-seat cushions of solid foam with integral springs. Nylon-blend, loop-pile carpeting, High-Low ventilation, Ash tray lamp, Deluxe spoke steering wheel.

Esprit Interior Features Distinctive

from Firebird Custom trim of cloth and Morrokide or all-Morrokide. Custom Cushion steering wheel. Rear quarter ash tray, Instrument panel assist strap. Deep contour bucket-seat design. Roof insulator pad. Formed rubber trunk mat. Distinctive door trim panels.

Formula Interior Features Distinctive from Firebird

Custom Cushion steering wheel,

Trans Am Interior Features Distinctive from Firebird

Formula steering wheel. Rally gauges with clock and instrument panel tach, Aluminum-swirl finish nstrument panel trim plate.

Exterior Features-Standard to Firehird Endura front bumper, Windshield radio antenna. Narrow rocker panel moldings, Moon hubcaps, Small full-width air dam. Bright moldings on windshield. rear window and grille

Esprit Exterior Features Distinctive from Firebird

Esprit identification. Right- and left-hand bodycolored mirrors (left-hand remote controlled), Bodycolored inserts in door handles. Concealed wipers. Bright moldings on roof gutters, belt reveals, hood rear edge, wheel openings and rocker panels Deluxe wheel covers. Firebird emblem on fenders and rear deck lid. Dual horns.

Formula Exterior Features Distinctive from Firebird

Black-textured grille, Fiberglass hood with dual scoops, Formula "350", "400", or "455" emblem on front fenders. Dual horns, Right- and left-hand body-colored mirrors (left-hand remote controlled)

Trans Am Exterior Features Distinctive from Firebird

Black-textured grille. Full-width rear deck spoiler Wheel opening air deflectors. Front fender air extractors. Trans Am decal on front fender and spoiler 15-inch Rally II wheels with trim rings, 455 decal on hood, Right- and left-hand body-colored mirrors. (left-hand remote controlled). Concealed wipers

Chassis Features-Standard to Firebird and Esprit

Front disc brakes. Coil-spring front and leaf-spring rear suspension. E78—14 blackwall tires.

Formula Chassis Features Distinctive

from Firebird and Esprit 1%" front stabilizer bar. %" rear stabilizer bar. Firm control shocks, Performance dual exhausts with chrome extensions, High-rate rear springs, Power-Flex fan (400-cu.-in. V-8 and 455-cu.-in. V-81. F70-14 blackwall tires.

Trans Am Chassis Features Distinctive

from Firebird Fast-rate variable-ratio power steering. Power brakes with front discs/rear drums, 1%" front stabilizer bar % rear stabilizer bar High-rate rear springs. Sale-T-Frack differential. F60—15 white-lettered tires. Firm control shocks, Performance dual exhausts with chrome extensions Power-Flex fai

VENTURA AND VENTURA CUSTOM FACTS AND FIGURES

Models

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

Standard Interior Features-Ventura

Front bench seat upholstered in cloth trimmed with Morrokide, Deluxe 2-spoke steering wheel. Doors trimmed with wood-grained vinyl inserts. 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 sidewalls in

argo area (Hatchback only). Space-saver spare tire

(Hatchback only). Lamp in cargo area activated by deerjamb switch (Hatchback only). Standard Interior Features Distinctive to

Ventura Custom
Custom Cushion steering wheel, color-keyed to interior. Carpeted floor (including rear load floor on

Available all Ventura, Ventura Custom, Firebird, Esprit, and Formula models.

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-Ventura

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.

Standard Exterior Features Distinctive to

Ventura Custom Roof drip 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 blackwall tires, Drumtype brakes front and rear. Computer-selected springs

Available Sprint Package
Coupes only, Includes distinctive front end with blacked-out grille, body-colored outside rearview blacked-out grille, body-colored outside issued mirrors (left mirror remote controlled), custom carpeting (Hatchback includes load floor carpeting), Custom Cushion steering wheel, 14x6" wheels, special side striping. Sprint identification,

GRAND SAFARI FACTS AND FIGURES

Models 2-Seat Grand Safari

3-Seat Grand Safari

Standard Interior Features

Custom leather-like Morrokide upholstery. American walnut wood-grain vinyl trim on instrument panel. Front bench seat with fold-down center armrest. 3-spoke Custom Cushion steering wheel. Electric clock. High-Low ventilation. Split-back second seat with forward-facing third seat in 3-Seat Grand Safari. Nylon-blend, loop-pile carpeting, including carpeted lower door panels. Carpeted cargo area. Under-floor stowage compartment. Ash tray, glove box and courtesy lamps. Inside hood latch release. Pedal trim plates. Pull straps on all doors.

Standard Exterior Features

Concealed windshield wipers. Deluxe wheel covers. Windshield radio antenna. New improved front and rear bumpers. Rear bumper guards. Vertical rub strips on tailgate. Disappearing Glide-away tailgate with power-operated tailgate window. Right-hand outside mirror. Bright metal moldings on the windshield, side windowsills and rear quarter windows. tailgate window, wheel openings and rear edge of the hood. Roof drip moldings. Body-colored door handle inserts.

Standard Chassis Features

Variable-ratio power steering, Power front disc brakes, rear drum brakes, 178-15 black sidewall ires. Computer-selected springs. Heavy-gauge frame for a smooth, tuned ride, Front wheel coil springs with a specifically tuned rear leaf-spring suspension

SAFARI FACTS AND FIGURES

Models 2-Seat Safari

3-Seat Safari Standard Interior Features

Leather-like all-Morrokide upholstery, American wal-nut wood-grain vinyl trim on instrument panel, 2-spoke Deluxe steering wheel, High-Low ventilation. Solit-back second seat with forward-facing third seat in 3-Seat Salari. Nylon-blend, loop-pile carpeting.
Under-floor stowage compartment. Ash tray and glove box lamp. Inside hood latch release.

Standard Exterior Features

Concealed windshield wipers, Windshield radio antenna, New improved front and rear bumpers. Rear bumper guards with vertical rub strips on tailgate. Disappearing Glide-away tailgate with power operated tailgate window. Right-hand outside mirror. Bright metal moldings on the windshield, rear quarter windows, tailgate window and rear edge of the hood. Rocker panel moldings.

Standard Chassis Features

Variable-ratio power steering. Power front disc brakes, rear drum brakes. L78—15 black sidewall tires. Computer-selected springs. Heavy-gauge frame for increased strength and a better tuned ride. Front wheel coil springs with a specifically tuned rear

LEMANS SAFARI FACTS AND FIGURES

Models 2-Seat LeMans Safar

3-Seat LeMans Safar

Standard Interior Features

Durable all-Morrokide upholstery. American walnut wood-grain vinyl trim on instrument panel. 2-spoke

Deluxe steering wheel, High-Low ventilation, Rear armests. Rear-facing third seat in 3-Seat LeMans Salari. Nylon-blend, loop-pile carpeting. Textured steel cargo floor covered with special vinyl paint. Under-floor stowage compartment, Inside hood latch

Standard Exterior Features

Concealed windshield wipers. Windshield radio intenna. Swing-out rear quarter vents on 3-Seat LeMans Safari. New improved front and rear bumpers. Vertical rob strips on tailgate. Lift-type tailgate with electric tailgate release on 3-Sea LeMans Safari. Bright metal moldings on the windshield, tailgate window and rear quarter windows. Roof drip and rocker panel moldings.

Standard Chassis Features

Power front disc brakes, oversize rear drum brakes. H78-14 black sidewall tires. Computer-selected springs. Heavy-gauge perimeter frame for a smooth, tuned ride, 4-wheel, coil-spring suspension.

1973 PONTIAC AVAILABLE EQUIPMENT

Interior (check series availability) Front and/or rear floor mats, 60/40 front seat Power windows. Power seat, front console, Rear console, Rally gauge cluster, Power door locks, AM, AM/FM or AM/FM stereo radio. Stereo tape deck. Rear-seat speaker. Tilt steering wheel. Air conditioning. Automatic temperature control air conditioning. Cruise control. Electric rear wind defogger. Deck lid release.

Exterior (check series availability)

Bumper quards, Bumper rub strips, Protective side moldings. Stripes. Door edge guards. Deluxe wheel covers. Custom finned wheel covers. Rally II wheels. Honeycomb wheels. Sunroof. Body-colored mirrors.

Chassis (check series availability)

Variable-ratio power steering. Power front brakes. Dual exhausts. Heavy-duty battery. Delco Maintenance-Free hattery Unitized ignition. Safe-T-Track differential. Trailer-towing packag Lift shock absorbers. Automatic level control.

1973 PONTIAC 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; Energyabsorbing steering column; Passenger-guard doo locks with forward-mounted lock buttons: Safety door latches and hinges; Folding seat-back latches; Energy-absorbing padded instrument panel and from seat-back tops: Contoured windshield header lexcept Frand Ville Convertible); Thick laminate windshield; Padded sun visors; Safety armrests; Safety steering wheel; Cargo-Guard; Side-guard Beam; Contoured full roof inner panel (except Grand Ville Convertible and Ventura)

Accident Prevention

Side marker lights and reflectors (Front side marker lights flash with directional signal.); Parking lamps that illuminate with headlamns: Four-way hazard warning flasher; Backup lights; Lane-change fea-ture in direction signal control; Windshield defrosters, washers and dual-speed wipers; Wide-view inside day/night mirror (vinyl edged, shatter resistant glass and dellecting support—Ventura does not have day/night feature): Dutside rearview mirror (drive and passenger on full-sized wagons); 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; Inside hood latch release (except Firebird and Ventura).

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 natice, in colors, equipment, specifications, price 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

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Roto in U.S.A. 8/72

3MM

Pontiac Motor Division

1973 PONTIAC COLORS

Starlight Mesa Burnished Cameo Porcelain Admiralty Regatta Deser Golden Verdant Brewster Valencia Burma Sunlight Navajo Tan Umher White Blue Blue Rlue Sand Olive Green Green Green Red Silver Gold Brown Red Yellow Orange

- Available all LeMans, LeMans Safari, LeMans Sport Coupe, Luxury LeMans, Grand Am, Catalina, Bonneville, Grand Ville, Grand Prix, Safari, and Grand Safari models. —

Special note: Trans Am model is available only in-Cameo White with Blue/Black Striping-Brewster Green with White/Black Striping-Buccaneer Red with White/Black Striping.