



1977 PONTIAC THE MILEAGE MAKERS.

For 1977, Pontiac rewrites the rules on family cars.

For this one, we went right back to the drawing board. And now Parisienne, Catalina and Laurentian introduce a new size, neater, trimmer and hundreds of pounds lighter.

Pontiac's full-size car isn't what it used to be, because our world isn't what it used to be. It demands more efficient "packaging" and more efficient use of fuel. In accomplishing that, we met other demands: reasons why people want full-size cars. Parisienne is now even more comfortable, with increased headroom and, for rear seat passengers, more legroom. The seats are softer and more contoured, and

as wide as ever.

We made the trunk bigger, because a car that can carry six people is sometimes called on to carry a lot of things, as well as people.

'77 Parisienne is an easy-to-handle, quiet car...with greater protection against corrosion. We took a long, hard look at improving serviceability, and installed a master electrical diagnostic connector which, when used with proper analyzing equipment, allows for 45 different checks and tests.

Yes, Parisienne is a new car. But you still get Turbo Hydra-matic transmission, power steering, power brakes and powered ventilation as standard equipment. Would

you have it any other way?

1977 Parisienne is so efficient you can seriously consider the six-cylinder engine and look forward to very satisfying performance. If you're a confirmed V8 fan, two optional V8s are available, but it's the standard Six that makes Parisienne an outstanding Pontiac Mileage Maker (just check the mileage rating chart at the bottom). Pontiac challenges the competition...car for car, every size, every class. And nowhere does our confidence run higher than with our all-new full-size Pontiacs for 1977: Laurentian, Catalina and the

lustrous Parisienne. They're at your dealer's now. Drive one...and enjoy.

Ventura, '77 opportunities.

The word "opportunities" immediately comes to mind when proposing a 1977 Ventura as your new car. First, there's a choice of six compact models. You can have an impressive-looking Coupe. You can have a Hatchback Coupe with a fold-down rear seat for expanded cargo area. Or you can

have the convenience of a 4-door Sedan. Second, you can make it the base version or an SJ edition of whichever Ventura model you prefer.

Remember, "base" is Pontiac-base, meaning you get such amenities as an instrument cluster that looks like it was lifted from a Grand Prix. The "SJ" models come with even more luxuries.

Third, you have an intriguing choice of engines and transmissions. Standard for '77 is an efficient, lightweight V6. Your options are unique in Ventura's class: a new, economy-conscious 4-cylinder engine or a compact V8. You can then specify, depending on the engine, a 3-speed or a 5-speed manual (the 5-speed is an overdrive transmission) or you can order Turbo Hydra-matic.

Opportunities! They're certainly yours with the lowest-priced six-passenger Pontiacs at your dealer's.



Ventura 5/7 Door Coupe

Le Mans. Different, by design.

If there is any other intermediate car offering a more attractive combination of six-passenger room and youthful flair, we have yet to see it. Allow a minor qualification. There's a room for just five in the Le Mans Sport Coupe and Grand Le Mans Coupe and Sedan if you would rather have sporty buckets instead of a 48-inch notchback seat up front. It's a choice, by the way, that need cost you nothing extra. That's Le Mans' style...letting you be practical while enjoying high fashion in solid comfort, driving a car that handles beautifully and lets you pick your kind of performance.

The 250 CID Six is standard in Coupes and Sedans, while 305 and 350 CID V8s are optional. As you can see by checking the chart on this page, '77 Le Mans qualifies handsomely as a Pontiac Mileage Maker.

See your Pontiac dealer now.

Whichever kind of new car you are planning on, your Pontiac dealer's is the place to get it. Economy-seekers will find much to like in the Acadian and all three models of our smart Astra. '77 Sports fans will discover our Sunbird has a new economical 4-cylinder standard engine as well as the standard, plus a new 301 CID V8 option. If you want personal luxury with distinction, Grand Prix is your Pontiac. While wagon-lovers have a wide choice of Safari

We challenge the competition with our line-up of Le Mans Coupes, Sedans and Safari Wagons. They're different, by design.



Grand Le Mans 4 Door Sedan

models from Astra through Le Mans to the magnificent all-new Grand Safari with the 3-way tailgate. See your dealer soon. Car for car, every size, every class, Pontiac challenges the competition.

The Mileage Makers. For 1977, Pontiac made a commitment to bring you better, more efficient automobiles. Here are gas mileage ratings, based on Transport Canada approved test methods.

Carline	Engine	Transmission	City	Highway	M.P.G.
Astoria	1.8 liter 4 cyl	Man (4 speed)	27	35	31
Acadian	1.8 liter 4 cyl	Man (4 speed)	27	35	31
Astoria	1.8 liter 4 cyl	Man (4 speed)	27	35	31
Acadian	1.8 liter 4 cyl	Man (4 speed)	27	35	31
Astoria	1.8 liter 4 cyl	Man (4 speed)	27	35	31
Acadian	1.8 liter 4 cyl	Man (4 speed)	27	35	31
Astoria	1.8 liter 4 cyl	Man (4 speed)	27	35	31
Acadian	1.8 liter 4 cyl	Man (4 speed)	27	35	31
Astoria	1.8 liter 4 cyl	Man (4 speed)	27	35	31
Acadian	1.8 liter 4 cyl	Man (4 speed)	27	35	31

Some of the equipment shown or featured is optional at extra cost.

Gas mileage ratings are only estimates. The mileage you get will vary depending on the type of driving you do, your driving habits, your car's condition, and optional equipment.