

The new Pontiacs

Intermediates: all restyled

The 1973 Pontiacs unveiled by General Motors of Canada, highlight dramatic restyling of the intermediate models, available in coupe, 4-door sedan and station wagon.

Full-size Pontiac for '73 has a wide, horizontal-bar grille design — with headlamps moved outboard to give a distinctive appearance up front. The Bonneville and Grande Ville are equipped with specifically styled chrome-plated grilles.

Body styling of Pontiac '73 is expressed in new hood, front fenders, valance panel, parking and marker lamps. There is also a new rear panel with large dual taillamps on each side, new marker lamps and rear bumper. The Grande Ville has distinctive triple-bar taillamps with backup lamps positioned in the end caps.

Cars will be offered in a choice of 16 Magic-Mirror exterior colors, 14 of which are new for 1973.

Restyling of the instrument panel of the '73 Pontiac features new, square design, instrument cluster housings and a vertical transmission shift indicator.

New burgundy interior trim is available on most models and a new, distinctive ivory interior trim on selected models.

Standard power for most full-size Pontiacs is the 350-2bbl V8 engine. The 400-2bbl V8 is standard on the Bonneville; the 400-4bbl

V8 on the Grand Safari, and the 455-4bbl V8 on the Grande Ville. The 6-cylinder, the 455-2V8 and 3-speed manual transmission have been discontinued. The Turbo Hydra-matic transmission is standard throughout the series.

Springs are computer selected by vehicle weight and all models are also equipped with new, improved front and rear bumpers. Front bumpers retract on minor impacts and hydraulically cushion the shock.

Pontiac Grand Prix's new styling for 1973 features new dual grilles with heavy vertical bar design, and large horizontal taillamps.

The wide sail panel areas, incorporating small opera windows, give the Grand Prix an elegant formal appearance, as does the bright molding down the centre of the hood, and the new wide combination "bright" and black rocker panel molding. Grand Prix for '73 is 3" longer and almost 2" wider.

Interior dimensions have been enlarged to provide increased rear seat leg and shoulder room.

The newly-styled instrument panel is enhanced by genuine "cross-fire" African mahogany wood that gives it a rich, luxurious appearance. New lateral support bucket seats are of full-foam construction for improved comfort and longer life.

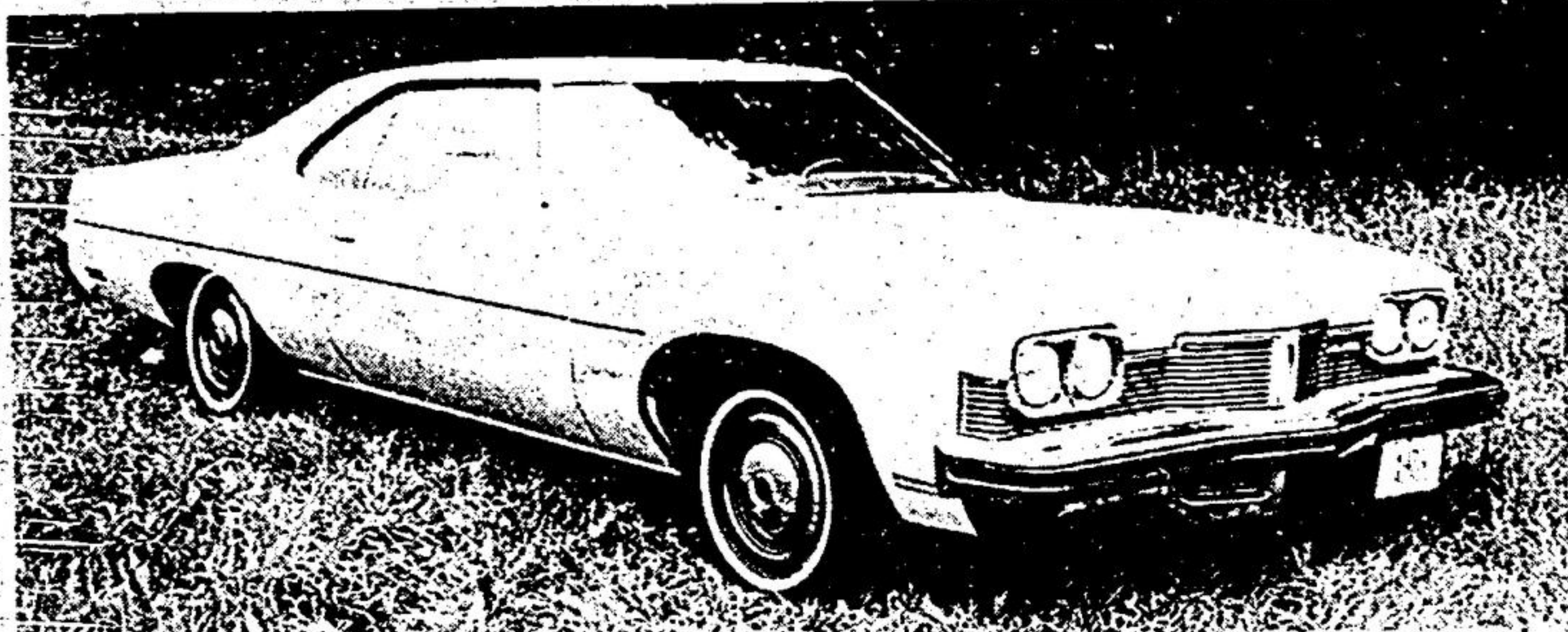
Other features of the Grand Prix for '73 are the inside hood release and the headlamp dimmer switch on the turn signal lever. And all Grand Prix engines have a coolant overflow system to protect against "boil-over".

Grand Prix options include a sliding, all-metal, sun roof available with or without power.

Pontiac intermediate, or family-size cars, have been completely restyled for '73. Three basic models are offered — coupe, 4-door sedan and station wagon.

The new, top-of-the-line series, Grand Am, has a distinctive Endura front end, finned wheel covers, wide rocker panel molding and distinctive double bar taillamps. Grand Am has bucket seats with adjustable lower back support and reclining adjustment for optimum convenience and comfort. Power steering, power front disc and rear drum brakes, Turbo Hydra-matic and steel-belted radial tires are standard.

The all-new body styles, for all models, feature center pillars and frameless door glass. Visibility is increased through the use of thinner windshield pillars — and more glass area all around. Rear quarter windows are fixed on both coupe and sedan. A lowered design is standard on LeMans Sport Coupe and Grand Am 2-door Colonnade Hardtop. All coupe



Dramatic re-styling of intermediate models is a highlight of the 1973 Pontiac line. The new body styles for all intermediate models feature centre pillars and frameless door glass. Visibility is increased through use of thinner windshield pillars

models have longer doors for easier rear seat entry and exit. Optional sliding sun roofs are available.

The Luxury LeMans is distinguished by a chrome-plated, diecast grille, specific body side moldings, and fender skirts. The optional GTO smartly sports a black grille and a hood with simulated NASA type scoops.

Interiors are smartly styled in all models. The newly styled instrument panel features a wrap-around cluster design and is easily removed for servicing. The double panel roof construction, with perforated inner panel, provides increased strength and a quieter interior. Driver and passenger comfort is further enhanced by full foam seat construction.

Station wagons are

equipped with a new one-piece lift-type tailgate with fixed window. Three-seat wagons have swingout ventipanes in rear quarter windows. An electric lift-gate release is standard on 3-seat wagons.

Power and chassis innovations include: the 250-1 Six as base engine for the LeMans and LeMans Sport. Luxury LeMans has the 350-2V8. Grand Am the 400-2V8.

The new perimeter frame design provides increased torsion and beam strength. Front and rear suspensions are sturdier, more durable — with the new front suspension geometry providing improved cornering, stability and road feel.

Rear shock absorbers, located ahead of the axle improve damping

and more glass area all around. Smartly styled interiors feature a wrap-around cluster design instrument panel, easily removed for servicing. Shown here is the luxurious Parisienne Brougham.

characteristics, and wider wheels, and tire treads, improve overall stability. Front disc brakes are standard on all models, with power assist on station wagons and the Grand Am.

All models are also equipped with single high-intensity headlamps, and a new, improved front bumper system with twin hydraulic cylinders.

There is, this year, a new deluxe Ventura "Custom" series. There are also new hatch back models with a top-hinged, counter-balanced rear hatch, and space-making, fold-down rear seat.

The belt line of the 1973 Ventura has been lowered in the rear quarter providing more window area. Vent windows have been discontinued in favour of full door glass styling.

Ventura '73 has a newly-styled grille with a vertical motif and chrome outlined moldings. The rear deck is set off by twin-bar taillamps.

Improved ride and handling are provided by the front stabilizer bar, multiple-leaf rear springs and revised shock absorber valving.

Firebird for 1973 presents a stylish new grille design. Moon-type hub caps are standard and add a dimension to the basic sporty lines. New wheel covers set off the Esprit models. The Formula sports a new black-textured grille. And the Trans Am, for 1973, is available in white, red and dark green exterior colors.

The luxurious Firebird instrument panel is dressed up with simulated "cross-fire" African mahogany wood.

New Toyota Corona— same looks, more power, less gas

The outward signs of change in the new Corona are not drastic. You'll notice a new grille to distinguish it from earlier models. But its styling remains aerodynamically clean and simple... long, low and wide. It says Toyota from bumper guard to bumper guard.

No-vent windows provide better visibility in all directions. Curved

side windows provide broader shoulder room and all glass is tinted. The finish is deep, lustrous and will shine on like the midnight sun, winter after winter.

Each body shell is dipped in anti-corrosive solution. Then it's painted, inspected and painted again, until it's perfect. The finish gets a final waxing and the underside is undercoated,

for tough protection against the toughest Canadian winter.

One of the major refinements to this new Corona is its single overhead cam engine. The size has been increased to 2000 cc's, the power boosted to 110 horsepower at lower rpm, providing an improved power to weight ratio. It all adds up to more power output

for less gas input. Top speed is 103 mph with an effortless cruising speed of 85. Gas consumption is up to 35 miles per gallon of regular gasoline. This is the beginning of the new Corona... more power, more economy, with more value in the tradition of Toyota.

The newest member of the Corona line is the smooth new 2-door Hardtop. Sleek, fast-back

styling gives a racy look to this Corona... a sporty flare you'll admire, and be admired for. Everything about it says Corona: the simple, clean aerodynamic styling, the impeccable finish, the traditional

Toyota quality.

And the Corona Hardtop has it all. A fully lined vacation size trunk. Comfort throughout with every control within easy reach, fully instrumented and easy to read. And every piece of equipment

from electric rear window defogger to electric clock is standard equipment.

Space and comfort abound in the Corona. And complete attention to your safety is in every detail.

Celica beauty inside and out

The first thing you notice about Celica's interior is the way it looks. Clean, uncluttered and co-ordinated. The interior is sound-proofed, water sealed and rattle free. The instrument panel is simulated wood grain, so is the shift lever knob and the steering wheel. There's door-to-door carpeting and tinted glass all around. The seats are covered with fabric and vinyl to be both good looking and long lasting.

The front bucket seats are contoured and fully reclining. They have

built-in head restraints and come with 3-point harness type safety belts. The rear seat is contoured for two adults and comes with 2-point belts. On the back of each bucket seat is a handy courtesy pocket.

Celica's beauty doesn't stop at the instrument panel. Just beyond it is one of the finest engines ever made. A single overhead camshaft 4-cylinder in line, 5 main bearing crankshaft. It's 1,968 cc, 120.1 cubic inches and 110 hp. It's easily accessible for servicing, should you

need any, and it comes equipped with Toyota's latest exhaust emission control system.

The suspension system may not be beautiful to look at but it makes the ride, cornering and road-holding characteristics of the Celica exceptional. The independent front suspension is of the McPherson Strut type with coil springs, deep telescopic shock absorbers and anti-roll stabilizer. Rear suspension is also coil springs with a lateral track bar and 4 longitudinal links.



(Background) Toyota Corona 4-door Sedan
(Foreground) Toyota Corona 2-door hardtop