

Move over mountain. This is the way it's going to be.

The Humber is here. Pontiac GTO. If the sight of it doesn't turn you on, the sound of it will. Listen. It's a 400-cube V-8 speaking out through a new, low-restriction performance exhaust you can order. And if you'd like to be even more vocal, order the new 455-cube V-8 with automatic box. (Hill, lay low.) Or, for the big shooters, the ultimate: our 400-cube, 370-hp Ram Air IV. With a fully synched, Hurst-shifted, 3-speed cogbox. 4-speed if you so specify. Curve, straighten out. The Humber will take you in style. With new, firmer control shocks. New front and rear stabilizer bars. Big, wide fiberglass-belted boots. The Humber. This is the way it's going to be, baby.

Pontiac's New GTO



Pontiac Motor Division

(We take the fun of driving seriously.)

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**After a few moments of respectful silence,
you may turn the page.**

EQUIPMENT

Standard: Rear-deck airfoil • Front air dam • Striping • Special mag-type wheels • Blacked-out grille • G70-14 black fiberglass-belted tires • Special "The Judge" emblems • Front stabilizer bar—1½" • Rear stabilizer bar—¾" • Firm ride and handling package
Available: Variable-ratio power steering • Hood-mounted tachometer • Power front disc brakes • 7-blade thermostat fan • Limited-slip differential (Safe-T-Track) • Heavy-duty battery • Rally gauges • Custom sport steering wheel • Formula steering wheel • Stereo tape player • Radios—AM, AM/FM, AM/FM with stereo multiplex

STANDARD RAM AIR

Displacement400 cu. in.
Horsepower366 @ 5100 rpm
Torque445 lb.-ft. @ 3600 rpm
Bore & Stroke4.12 x 3.75

Deck Clearance023
Compression Ratio 10.5:1
Chamber Volume 66.27 cc.
Carburetion Quadra-jet, 4-bbl.
Exhaust Performance duals
Valve Lifters Hydraulic

**RAM AIR TRANSMISSIONS
Standard 3-speed Heavy-duty**

Make Muncie
Ratios 1 2.42:1
2 1.58:1
3 1.00:1
R 2.41:1

Shifter Hurst

Available 4-speed Wide-ratio

Make Muncie
Ratios 1 2.52:1
2 1.88:1
3 1.46:1
4 1.00:1
R 2.59:1

Shifter Hurst

Available 4-speed Close-ratio

Make Muncie
Ratios 1 2.20:1
2 1.64:1
3 1.28:1
4 1.00:1
R 2.27:1

Shifter Hurst

Available 3-speed Turbo Hydra-matic

Ratios L 2.48:1
S 1.48:1
D 1.00:1
R 2.08:1

RAM AIR AXLE RATIOS

Standard 3.55

With Air Conditioning 3.23

Available 3.90 & 4.33

AVAILABLE RAM AIR IV

Displacement 400 cu. in.

Horsepower 370 @ 5500 rpm

Torque 445 lb.-ft. @ 3900 rpm

Bore & Stroke 4.12 x 3.75

Deck Clearance023

Compression Ratio 10.5:1
Chamber Volume 69.12 cc.
Carburetion Quadra-jet, 4-bbl.
Exhaust Performance duals
Valve Lifters Hydraulic limited travel with manual transmission

**RAM AIR IV TRANSMISSIONS
Standard 4-speed Close-ratio**

Make Muncie
Ratios 1 2.20:1
2 1.64:1
3 1.28:1
4 1.00:1
R 2.27:1

Shifter Hurst

Available 3-speed Turbo Hydra-matic

Ratios L 2.48:1
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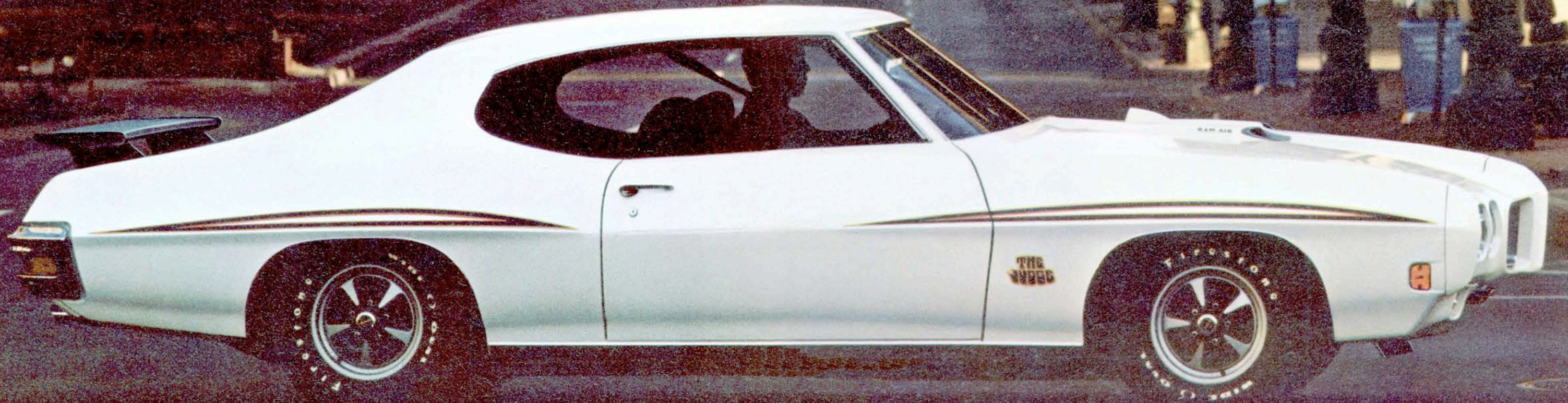
RAM AIR IV AXLE RATIOS

Standard 3.90

Available 4.33

3 individual color pictures of Pontiac performance cars, specs, book jackets and decals are yours for 40¢ (60¢ outside U.S.A.). Write to: '70 Wide-Tracks, P.O. Box 888, 196 Wide-Track Blvd., Pontiac, Mich. 48056.

The Judge: a special GTO from Pontiac.



(We take the fun of driving seriously. Very seriously.)

EQUIPMENT

Standard: Rear-deck airfoil • Front air dam • Striping • Special mag-type wheels • Blacked-out grille • G70-14 black fiberglass-belted tires • Special "The Judge" emblems • Front stabilizer bar-1½" • Rear stabilizer bar-7/8" • Firm ride and handling package
Available: Variable-ratio power steering • Hood-mounted tachometer • Power front disc brakes • 7-blade thermostat fan • Limited-slip differential (Safe-T-Track) • Heavy-duty battery • Rally gauges • Custom sport steering wheel • Formula steering wheel • Radios -AM, AM/FM, AM/FM with stereo

multiplex • Stereo tape player

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CarburetionQuadra-jet, 4-bbl.
ExhaustPerformance duals
Valve LiftersHydraulic

RAM AIR TRANSMISSIONS

Standard 3-speed Heavy-duty
MakeMuncie

ShifterHurst

Available 4-speed Wide-ratio

MakeMuncie
ShifterHurst

Available 4-speed Close-ratio

MakeMuncie
ShifterHurst

Available 3-speed Turbo Hydra-matic

RAM AIR AXLE RATIOS
Standard3.55
With Air Conditioning3.23
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ExhaustPerformance duals

Valve LiftersHydraulic limited

travel with manual transmission

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MakeMuncie

ShifterHurst

Available 3-speed Turbo Hydra-matic

RAM AIR IV AXLE RATIOS

Standard3.90

Available4.33

**After a few moments of respectful silence,
you may turn the page.**

Pontiac Motor Division.



(We take the fun of driving seriously.)



Pontiac Motor Division

The quick way out of the little leagues.

Every year Pontiac's hard-nose gets tougher on upstarts.

Not that we go out of our way to humble amateur performers. We just take the fun of driving very seriously.

Like engines. GTO's standard is a 350-horse V-8. But this year there's a high-torque 455-cube V-8 to order, as well as two Ram Airs. So someone's bound to get his feelings hurt. Letting you order a new, low-restriction, exhaust should be the final blow.

Sorry, guys. But this is the big league. And it's time to make a cut.

The Humbler.

(We take the fun of driving seriously.)



Pontiac Motor Division

The quick way out of the minor leagues

Every year, Pontiac gets tougher on upstarts.

Not that we go out of our way to discourage amateur performers. We just take the fun of driving very seriously.

Like engines. GTO's standard is a 350 horsepower V-8. But this year there's a high-torque 455-cu.-in. V-8 to order, as well as two Ram Airs. So someone's bound to get his feelings hurt. Letting you order a new, low-restriction, exhaust should be the final blow.

Sorry, men. But this is the major league. And it's time to make a cut.

Pontiac's new GTO.

(We take the fun of driving seriously.)



(We take the fun of driving seriously.)



The Humbler.

1970 Pontiac GTO. So dazzling we've thrown modesty to the wind and dubbed it "The Humbler."

Listen. You'll catch on. The basso burble comes from a new performance exhaust you can order.

Of course, pipes can't do it alone. Standard Humbler is a 400 V-8. But you can order a new 455 V-8. Or one of the Ram Air engines.

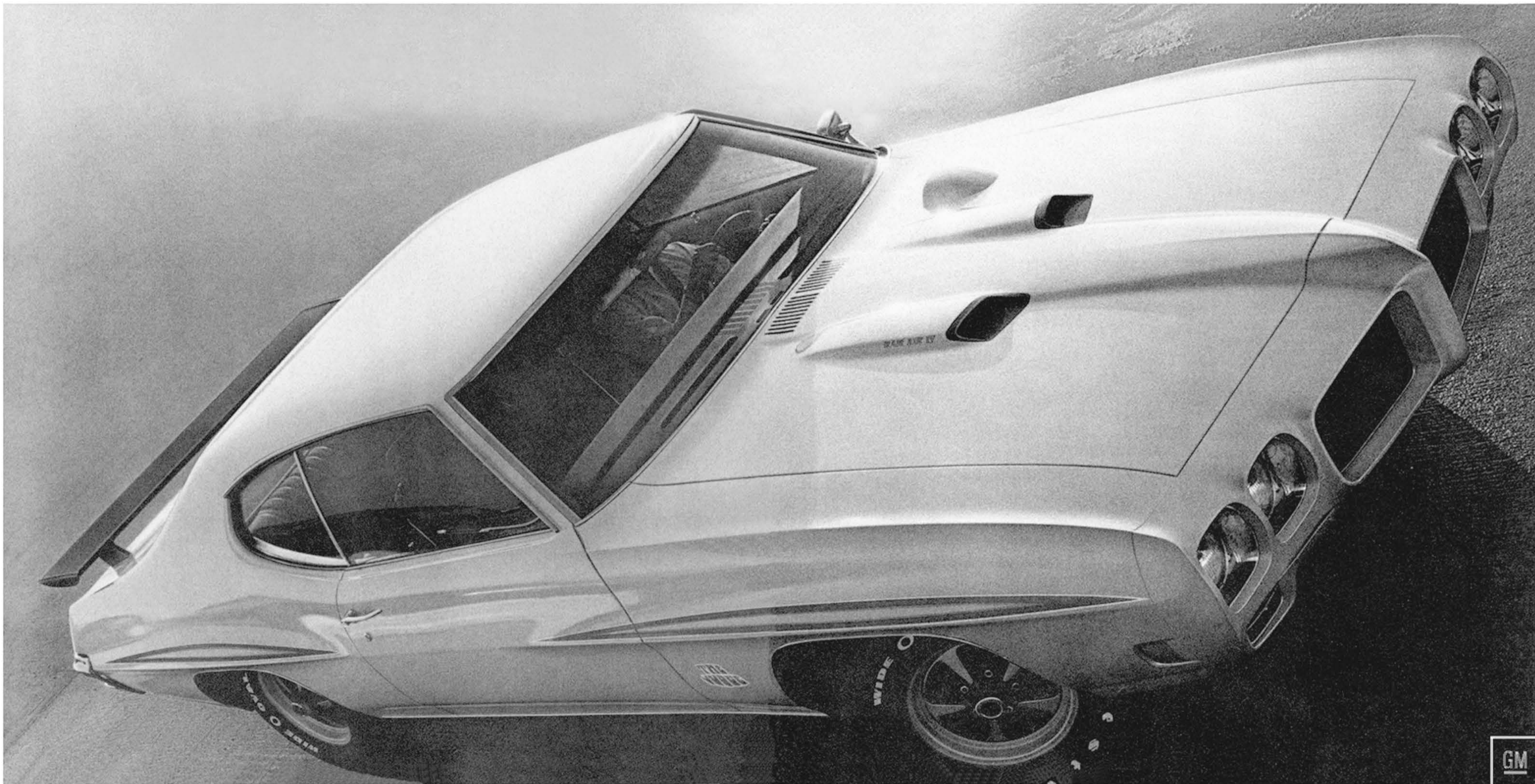
You can also specify the Hurst-stirred 4-speed, instead of the standard 3-speed.

About now, a lot of pseudo performers would like to slither off to a nice, quiet garage. Frankly, there's not a cozier place for them to eat their humble pie. And obviously dessert is served. The Humbler's here.

Pontiac Motor Division



3 individual color pictures of Pontiac performance cars, specs, book jackets and decals are yours for 40¢ (60¢ outside U.S.A.). Write to: '70 Wide-Tracks, P.O. Box 888, 196 Wide-Track Blvd., Pontiac, Mich. 48056.



Still presiding.

In Pontiac showrooms. On the streets. The Judge is the leader. But that's to be expected.

After all Pontiac takes their number one performance car (GTO) and adds even more standard performance: 366-hp Ram Air (455 V-8 and 400 Ram Air IV are available too.) Heavy-duty Hurst shifted transmission. Front air dam. Rear deck spoiler

Special Rally II wheels. Blacked-out grille. Chrome-accented engine. Road-grabbing, long-wearing, fiberglass-belted tires. So on, so forth. The stuff leaders are made of.

Which is why The Judge presides. And why Pontiac dealers preside.

The Judge: a special GTO from Pontiac.



1970 PONTIAC SPECIFICATIONS

Catalina, Executive, Bonneville and Grand Prix

INDEPENDENT FRONT SUSPENSION: Ball-joint suspension features upper control arms pivoted on rubber bushings and lower control arms with dual-rate rubber bushings. Double-acting, hydraulic shock absorbers are mounted inside large-diameter, low-rate coil springs.

FOUR-LINK REAR SUSPENSION: Large-diameter, low-rate coil springs are mounted over rear axle. Angle-mounted upper and lower control arms pivot on high-rate bushings. Angle-mounted hydraulic shock absorbers have thick rubber bushings. New, tapered, roller rear axle bearings.

LINK PARALLELOGRAM STEERING: Recirculating ball-type steering gear with energy absorbing steering column. Gear ratio, manual steering—24:1. Available variable-ratio power steering—16.0:1 to 12.4:1.

DUAL MASTER CYLINDER BRAKES: Air-cooled, self-adjusting, expanding hydraulic type. Front and rear

drum, power-assist available. Power brakes, and power front disc brakes standard on Grand Prix, available on all other models.

TRANSMISSION AND DRIVE TRAIN: Synchronized, heavy-duty 3-speed manual transmission standard on all models. Automatic, Turbo Hydra-matic and 4-speed manual transmission available. Salisbury-type rear axle. Safe-T-Track, limited-slip differential available.

BODY BY FISHER: All-steel construction with reinforced side rocker panels. Side-guard beam. Thick laminate windshield, with solid-tempered, safety plate glass in all other windows.

255-HP., 350-CU.-IN., 2-BBL REGULAR-FUEL V-8: On Catalina Sedans and Hardtops.

290-HP., 400-CU.-IN., 2-BBL V-8: Standard on Catalina Convertible and Wagons; Executive. N.A. on G.P., Bonneville.

265-HP., 400-CU.-IN., 2-BBL REGULAR-FUEL V-8: Available on all with Turbo Hydra-matic only.

330-HP., 400-CU.-IN., 4-BBL V-8: Available on Catalina, Ventura, Executive. With Turbo Hydra-matic only. N.A. on G.P., Bonneville, Brougham.

350-HP., 400-CU.-IN., 4-BBL V-8: Grand Prix only. Standard.

360-HP., 455-CU.-IN., 4-BBL V-8: Standard on Bonneville and Brougham. Available on others except G.P.

370-HP., 455-CU.-IN., 4-BBL V-8: Available with all transmissions on G.P. With Turbo Hydra-matic only on Catalina, Executive, Bonneville.

ALUMINIZED EXHAUST SYSTEM: Rust- and corrosion-resistant, with large mufflers and tailpipes. Low-restriction, dual exhausts standard on Grand Prix. Available on all other models.

Tempest, LeMans, LeMans Sport and GTO.

INDEPENDENT FRONT SUSPENSION: Ball-joint suspension features hydraulic shock absorbers mounted inside large-diameter, low-rate coil springs. Upper control arms pivot on rubber bushings, while lower control arms feature dual-rate, rubber bushings. Link-type front stabilizer—.937" (except .907" on wagons and 1.125" on GTO).

FOUR-LINK REAR SUSPENSION: Spring-over-axle design with upper and lower control arms pivoted on high-rate bushings. Large-diameter, low-rate coil springs and angle-mounted, hydraulic shock absorbers. Rear stabilizer bar on GTO.

LINK PARALLELOGRAM STEERING: Recirculating ball design with energy absorbing steering column. Gear ratio, manual—24:1. New variable-ratio power steering available, ratio—16.0:1 to 12.4:1.

DUAL MASTER CYLINDER BRAKES: Expanding hydraulic-type, self-adjusting and air-cooled. Two-shoe, single-anchor, with drum diameter of 9.5" front and rear.

Front lining width, 2.5". Total swept area all four brakes 269.2 square inches. Power brakes and power front disc brakes available.

TRANSMISSION AND DRIVE TRAIN: Synchronized, 3-speed manual transmission standard on all models. (Heavy-duty, 3-speed floor-mounted manual standard on GTO.) Available transmissions include: automatic, Turbo Hydra-matic; heavy-duty 3-speed manual and synchronized 4-speed manual (with V-8 engine only). Semi-floating, Salisbury-type hypoid rear axle. Safe-T-Track, semi-locking differential available.

BODY BY FISHER: All-steel construction with reinforced side rocker panels. Side-guard beam. Thick laminate windshield, with solid-tempered, safety plate glass in all other windows including convertible rear window.

155-HP., 250-CU.-IN., 1-BBL REGULAR-FUEL OHV 6: Standard, all except GTO.

255-HP., 350-CU.-IN., 2-BBL V-8: Available all except GTO.

265-HP., 400-CU.-IN., 2-BBL REGULAR-FUEL V-8: Available all except GTO. With Turbo Hydra-matic only.

330-HP., 400-CU.-IN., 4-BBL V-8: Available all except GTO. With Turbo Hydra-matic only.

350-HP., 400-CU.-IN., 4-BBL V-8: GTO only. Standard.

360-HP., 455-CU.-IN., 4-BBL V-8: Available GTO only.

366-HP., 400-CU.-IN., RAM AIR 4-BBL V-8: Available GTO only.

370-HP., 400-CU.-IN., RAM AIR IV 4-BBL V-8: Available GTO only.

ALUMINIZED EXHAUST SYSTEM: Rust- and corrosion-resistant, OHV 6 engine has single-outlet manifold routed to reverse-flow muffler. Engines with 4-BBL carburetion have dual-outlet manifold routed to reverse-flow muffler. Low-restriction, Performance Dual exhaust system standard on GTO engine. Dual system available with all V-8 engines except on station wagons.

Basic Specifications, All Engines

Engine	250 OHV 6	350 V-8	400 V-8	455 V-8
Displacement (cu. in.)	250	350	400	455
Bore and Stroke (nominal)	3.88 x 3.53	3.88 x 3.75	4.12 x 3.75	4.15 x 4.21
Cooling System Capacity (qts.)	13	19.6* (19.9— Tempest)	18.0 (18.3— GTO)	17.2 (17.5— G.P. & GTO)
Oil Capacity (qts., less filter refill)	4	5	5	5
Fuel Capacity (gals.)	Tempest, LeMans, LeMans Sport, GTO	20(a)	20(a)	—
	Catalina, Executive, Bonneville	—	26(b)	26(b)
	Grand Prix	—	—	24.5

*Catalina Sedan and Hardtops only. (a) Station Wagons—22.5. (b) Station Wagons—24.0.

Basic Dimensions (inches)

	Front Tread	Rear Tread	Wheel-base	Overall Length	Overall Width
Catalina	64	64	122	217.9*	79.8
Grand Prix	62	60	118	210.2	75.7
Executive	64	64	125*	223.9**	79.8
Bonneville	64	64	125*	224.6**	79.8
Tempest, LeMans, LeMans Sport	61	60	112†	202.5††	76.7
LeMans Station Wagon, LeMans Safari	61	60	116	210.6	76.7
GTO	61	60	112	202.9	76.7

*Except Station Wagons—122 inches.
**Except Station Wagons—220.9 inches.

†Except 4-dr. Sedans and 4-dr. Hardtops—116 inches.
††Except 4-dr. Sedans and 4-dr. Hardtops—206.5 inches.

Power Trains—All Series

Pontiac again offers a wide variety of engines, transmissions and axle ratios. For example: The standard engine for Tempest, LeMans and LeMans Sport is the Overhead valve 6 with 1-BBL carburetor, which is rated at 155 hp. This engine mates with the 3-speed manual transmission and a 3.23:1 rear axle ratio. Also available with these models is a 255-hp V-8 in combination with automatic or Turbo Hydra-matic. Also available is a 4-speed manual transmission and performance rear axle ratio. 265- and 330-hp., 400-cu.-in. V-8s with Turbo Hydra-matic also available. GTO comes equipped with a standard 350-hp., 400-cu.-in. V-8, or you can order available V-8 engines up to 370-hp., Ram Air IV 400-cu.-in. V-8. There are six V-8 engines available for the regular-sized Pontiac. First is a 255-hp., 350-cu.-in. V-8

available for Catalina Hardtops and Sedans. A 290-hp., 400-cu.-in. V-8 comes with convertibles and wagons. The 265-hp., 2-BBL, 400-cu.-in., V-8, regular-fuel version plus V-8s all the way up to the 370-hp., 455-cu.-in. are available. The heavy-duty 3-speed, all-synchro manual transmission is standard, while the fully synchronized, 4-speed manual (on Grand Prix only) and Turbo Hydra-matic are available. Automatic (2-speed) also available on Catalina Hardtops and Sedans. In certain power train combinations, a close-ratio 4-speed can be ordered, as can ratios ranging from the economical 2.56:1 all the way to 4.33:1. Of course, there are certain specific restrictions on some power train combinations. Be sure to ask your dealer for more detailed information.

Pontiac Motor Division of General Motors Corporation reserves the right to make changes at any time, without notice, in colors, materials, equipment, specifications, prices and models—and also to discontinue models. The right is also reserved to change any specifications, parts or equipment at any time without incurring any obligation to equip same on cars built prior to date of such change.

(We take the fun of driving seriously.)



Pontiac Motor Division.

GM

MARK OF EXCELLENCE

Places to go and things to do at the Pontiac exhibit.

Pontiac presents a fun-filled evening of bumper-thumping, hood-peeking, tire-kicking and antenna-hunting with the 1970 GTO.

Thump the bumper. Since it's Endura, it won't dent or rust. (Might hurt your knuckles though.)

Open the hood. Cautiously. There'll be at least 350 horses inside. Maybe even the 370 that are available.

Kick the tires, noting as you do, that they're extra-wide and fiberglass-belted. And be sure not to miss the new front and rear stabilizer bars. (You may have to wait your turn to see them.)

To cap the evening off, try to find the radio antenna. After you've found the Pontiac exhibit, naturally.

**A quick nose count
of all the cars with the amazing
Endura bumper.**



It's not too surprising that Pontiac Firebirds and GTOs are the only cars in the world with the ding-resistant, chip-resistant, rust-proof Endura bumpers as standard equipment. After all, the Endura bumper is pure innovation. And innovation is pure Pontiac.



Pure Pontiac!