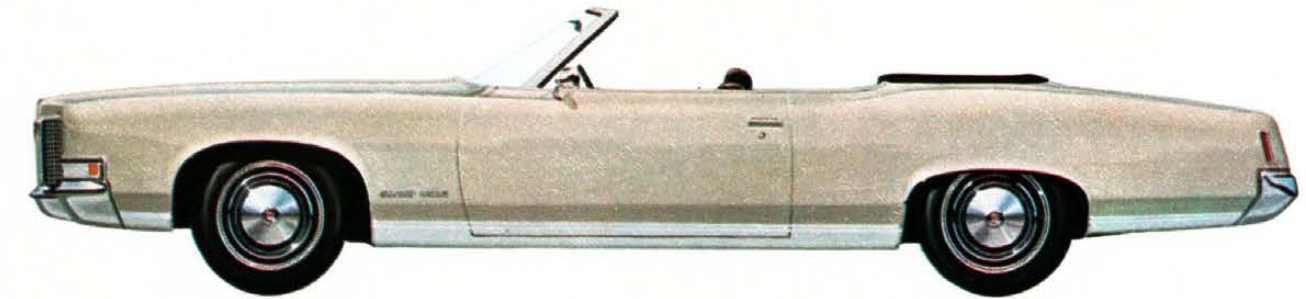


Pure
Pontiac!



GRAND VILLE 4-DOOR HARDTOP



GRAND VILLE CONVERTIBLE



GRAND VILLE HARDTOP COUPE



GRAND VILLE STANDARD UPHOLSTERY

GRAND VILLE CUSTOM UPHOLSTERY

The First Grand Ville

A completely new Pontiac that never existed before. The first true luxury car at a sensible price.

Let's consider what we mean by "true luxury car." First, it has to look the part. With all modesty, Grand Ville does.

The true luxury automobile has to be roomy. Grand Ville is unusually spacious. Through the shoulders. Above the head. As much rear-seat leg room in the 2-door hardtop as you'll find in most 4-doors.

A true luxury car has to have an impressive roster of standard features. Grand Ville does not disappoint.

The engine is a 455-cu.-in. V-8. Steering is variable-ratio power. Brakes are power with discs in front.

Something else that invariably separates a true luxury car from the pretenders is richness of interior.

The seat fabrics used in Grand Ville are unusually rich. In both the hardtop coupe and 4-door hardtop, there's a wide-pleat motif in knit nylon trimmed with color-matched Morrokide. In the convertible, upholstery is all-Morrokide.

Grand as all this is, it just complements everything else. The new instrument panel

with Carpathian burl elm vinyl accents, the loop-pile nylon-blend carpet. Even the trunk is attractively trimmed.

No matter how elegant Grand Ville's standard interior is, you still might prefer ordering the added luxury of the Grand Ville Custom Interior. Available on the hardtop coupe and 4-door hardtop.

One thing we haven't covered yet on Grand Ville is its sensational new ride. We figured out some new ways to marry the body to the chassis so that the ride is unbelievably luxurious. Our smoothest and quietest ever. And that's saying a lot.



BONNEVILLE HARDTOP COUPE

'71 Bonneville



Every year we build a better Bonneville. But the premise is always the same. Roominess, performance and luxury (just a few less frills than our '71 Grand Ville, as a matter of fact).

This year's Bonneville rides on a longer 126" wheelbase. Which translates into a roomy interior and a smoother ride than ever.

Now there's no need to tell you that Bonneville's all Wide-Track. You steer the car where you want to go and it homes in as if it were pulled on a string.

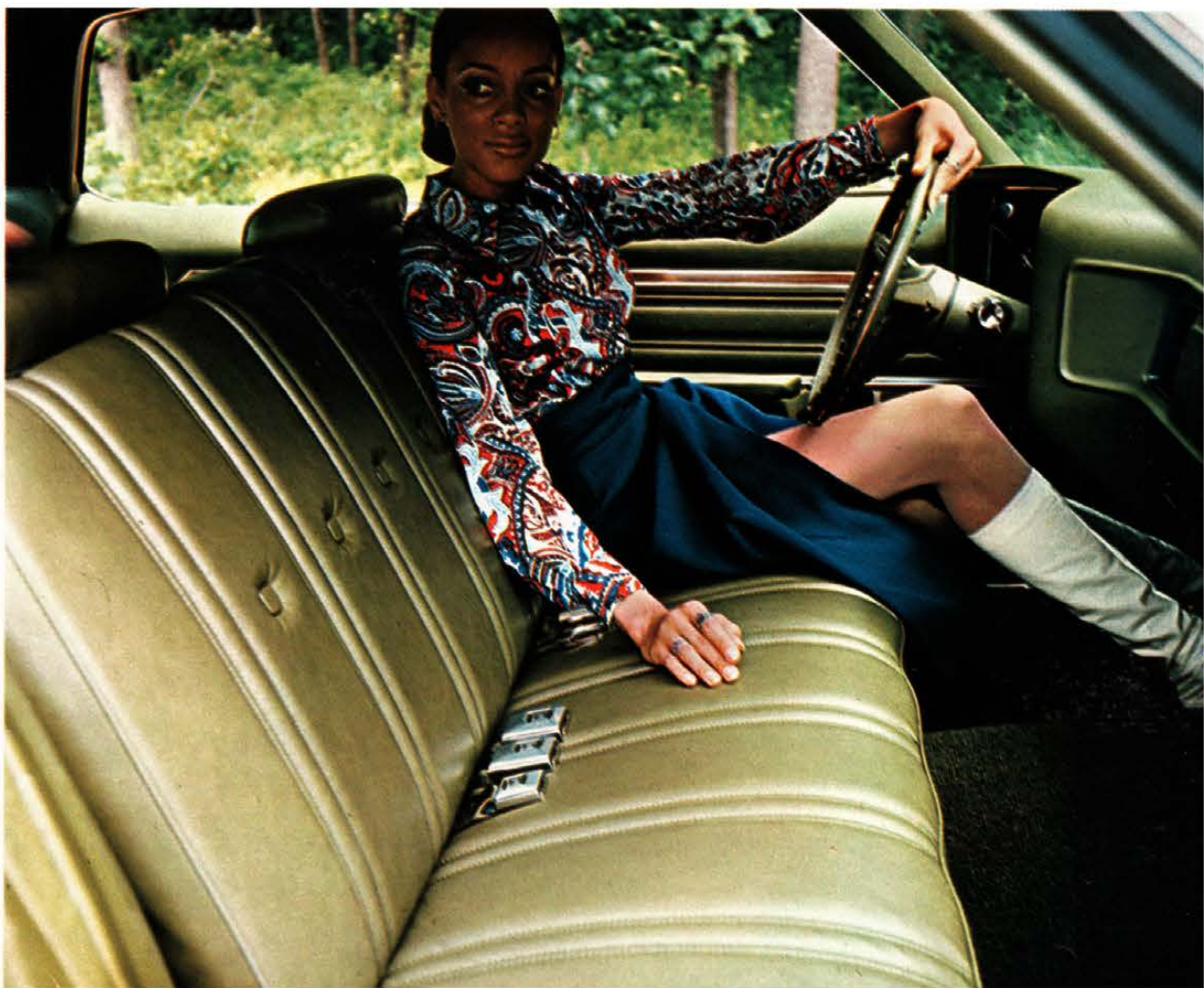
There's a new 455-cubic-inch V-8 under the hood. And big as it is, it runs efficiently on the new no-lead or low-lead gasolines.

And Bonneville comes with variable-ratio power steering. On highways, you get a sure feel of the road. In tight parking places, however, the farther you turn the wheel, the faster the steering gets.

Now Bonneville has always had a reputation for being elegant. So for 1971 we've brought together a great new collection of fabrics plus a new grained vinyl that has all the look of pigskin.

Further inducements to see the Bonneville interior in person include the loop-pile nylon-blend carpet, the look of Castilian leather on the instrument panel, the custom cushion steering wheel and other special interior appointments.

Outside, Bonneville comes equipped with deluxe wheel covers and bright-metal moldings for the wheel openings, roof drips and rocker panels. The new flush door handles have body-colored inserts.



BONNEVILLE GRAINED-VINYL UPHOLSTERY



BONNEVILLE 4-DOOR SEDAN



BONNEVILLE 4-DOOR HARDTOP



CATALINA BROUGHAM 4-DOOR HARDTOP

'71 Catalina Brougham



Another exciting, brand-new Pontiac. For people who appreciate traditional Catalina value. But want extra helpings of luxury. When we say "luxury" it's no exaggeration. What else could we call the exclusive upholstery materials, wall-to-wall carpeting, custom cushion steering wheel and special interior trim with the look of Spanish leather? The engine is a big 400-cubic-inch V-8 that develops 265 gross horsepower, or 185 hp. net.* Brakes are power (discs in front, drums in rear).

As in all full-size Pontiacs, the front fender corners are replaceable. Made of tough, ding-resistant fiberglass. Disappearing windshield wipers are standard, along with Pontiac's famous hidden radio antenna. And if you happened to notice the unusually thin appearance of the windshield pillars, that's one more benefit of a new roof construction. It's also stronger and quieter.

Pontiac has a long list of great things you can order for your 1971 Catalina Brougham.

In addition to a brand-new cassette player, other sound systems include a new 8-track stereo cartridge tape player combined with either an AM or AM/FM stereo radio in one compact unit. And a new 4-speaker stereo system.



CATALINA BROUGHAM GRAINED-VINYL UPHOLSTERY



CATALINA BROUGHAM 4-DOOR HARDTOP



CATALINA BROUGHAM HARDTOP COUPE

*For an explanation of gross and net figures, see footnote on back cover.



CATALINA CONVERTIBLE



'71 Catalina

It's hard to believe that the great features on the new 1971 Catalina don't belong to a much more expensive car.

That's why we can confidently claim Catalina as the value leader among full-sized American cars.

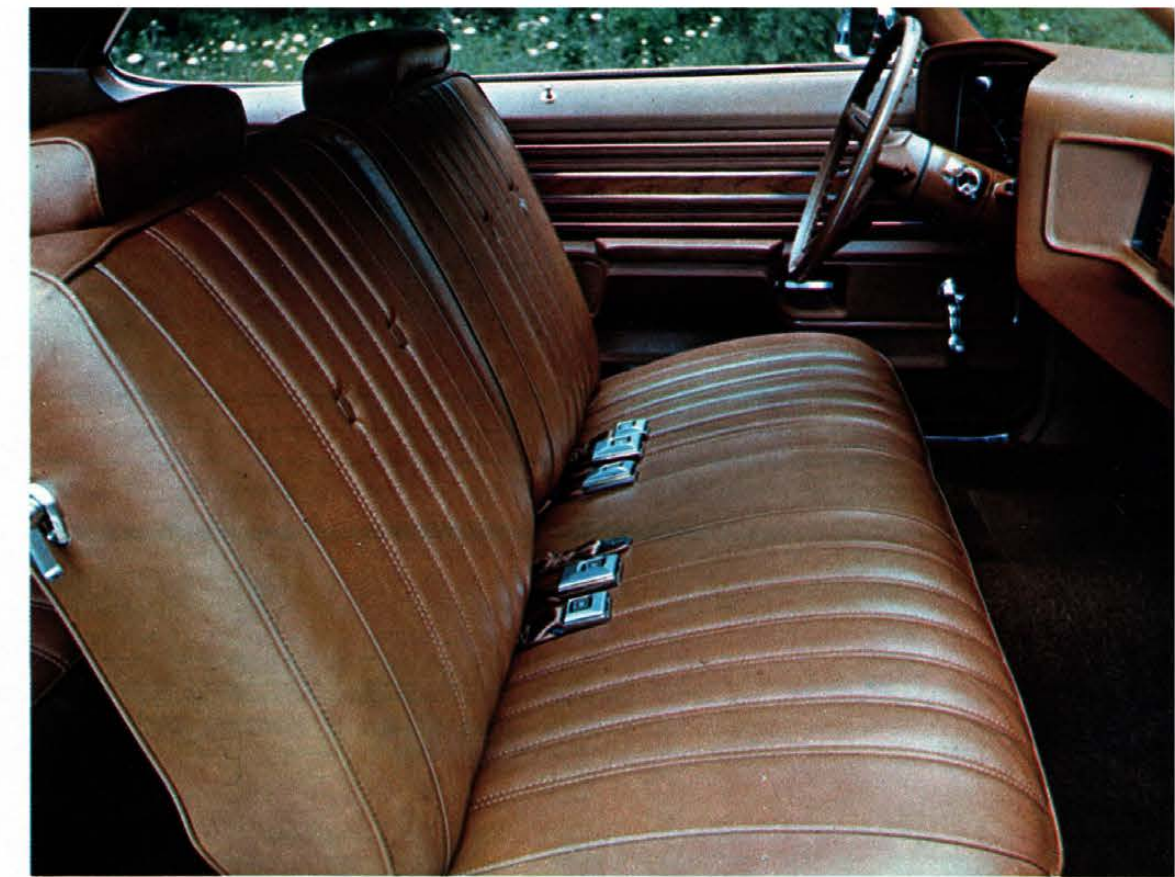
The seats are a revolutionary new design with integrally molded front cushions and backs of solid foam over steel.

On top of all this soft padding, you'll find either a heavily embossed brocade trimmed with Morrokide, or fully expanded Morrokide, depending on which model you select.

If it's the convertible like the one you see here, there's more good news. The top has a brand-new, "inward-folding" mechanism that does away with the need for storage compartments at the ends of the seat. About eight more inches of rear seat are now available.

No matter which Catalina you select, there's such typical value as the fully padded dash with wood grain framing, thick-padded, loop-pile carpet, dual-speed parallel-action windshield wipers, a new sound-deadening network you wouldn't believe and a big 350-cubic-inch V-8.

Like all Pontiac engines for 1971, Catalina's is designed to operate efficiently on the new no-lead or low-lead gasolines. In addition to the lower exhaust emissions attainable with this engine/fuel combination, another benefit is longer life for your spark plugs, exhaust system and other engine components. If these no-lead, low-lead gasolines are not available, any leaded regular-grade gasoline with a research octane number of at least 91 may be used.



AVAILABLE CATALINA GRAINED-VINYL UPHOLSTERY



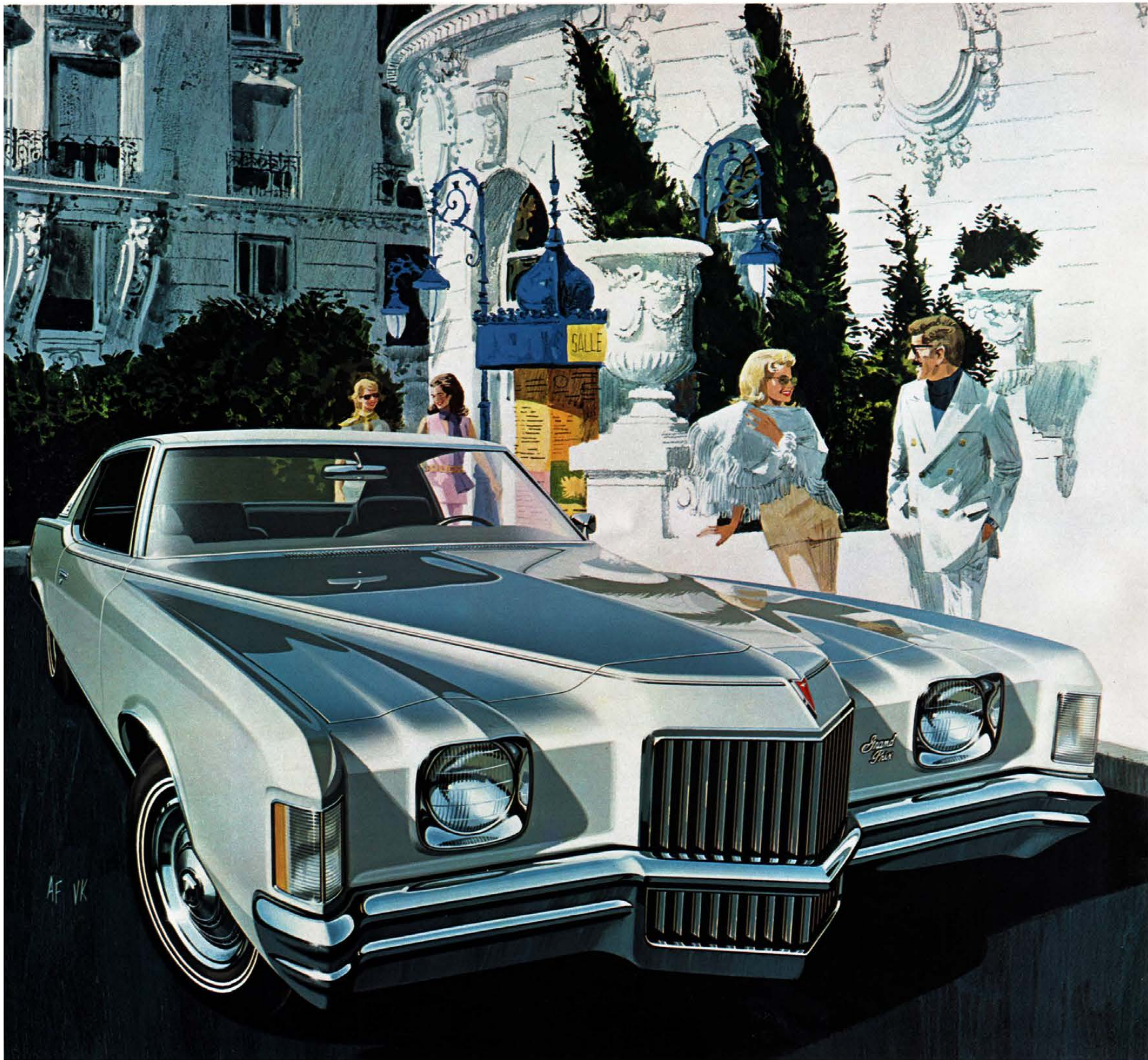
CATALINA HARDTOP COUPE



CATALINA 4-DOOR SEDAN



CATALINA 4-DOOR HARDTOP



GRAND PRIX HARDTOP COUPE

'71 Grand Prix



You don't tamper with a classic car. You refine it, maybe. Hone it. And that's what we did to our classic luxury/sport for 1971. It's just that we take our refinements very seriously.

Grand Prix's front end has a more classic grille and a new two-tiered bumper. We moved around back and carved out a new sculptured rear end.

As we said, our exterior changes were not extensive. With the rest of the car, however, it's a totally different story.

Right off we gave it a new 400-cubic-inch V-8 that runs beautifully on the new no-lead or low-lead fuels. Power front disc brakes. Variable-ratio power steering. And a heavy-duty 3-speed Muncie transmission.

It's cupped in a vinyl-covered console that's flanked by two of the niftiest bucket seats this side of a 747.

A wraparound instrument panel puts every gauge and control almost in your lap. The soft-rim steering wheel even feels like a command pilot's.

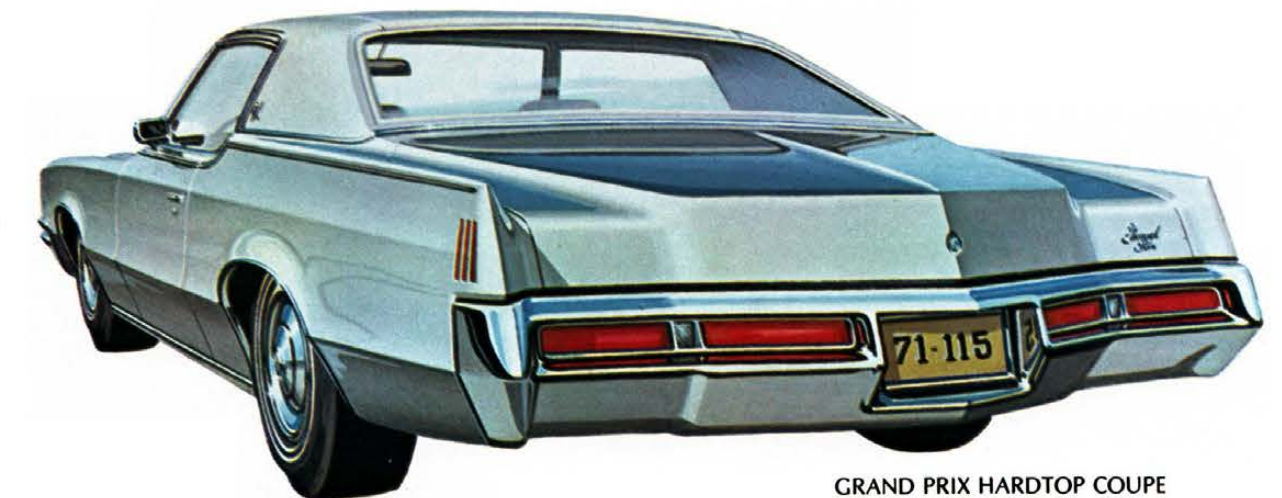
If the leather look of our grained vinyl doesn't appeal to you, choose a classic herringbone fabric trimmed in Morrokide.

We've just described our "J" Model Grand Prix. But there's also an "SJ."

It includes, among other things, a 455-cubic-inch V-8, Turbo Hydra-matic, special rally gauges and a maintenance-free battery that never needs water (another Pontiac exclusive innovation).



GRAND PRIX GRAINED-VINYL UPHOLSTERY



GRAND PRIX HARDTOP COUPE



FIREBIRD FORMULA 455 HARDTOP COUPE

'71 Firebird

Even independent experts call Trans Am the ultimate sports car. If you haven't driven one, you have our condolences and these few words to hold you over till you do.

A 455-CID H.O. V-8. Fully synchronized 3-speed Muncie.

An air dam under the front bumper. A spoiler at each wheel. Air extractors on the front fenders. A rear spoiler. They all work at turnpike speeds.

Heavy-duty shocks and springs. 1-1/4" front stabilizer bar, 7/8" rear one.

Variable-ratio power steering with quick gearing, 14" Formula steering wheel, Safe-T-Track differential.

Voltmeter, oil pressure gauge, water temperature gauge, tachometer that red-lines at high noon.

The Formula Firebirds are road cars. The big difference among them is simply one of engine output.

The Formula 350 has a 350-CID V-8, the Formula 400 a 400, and the Formula 455 has—well, you guessed it.

Of course, the new Formula Firebirds have much in common. Like extractors that relieve air pressure under the hood, high-rate springs, stabilizer bars fore and aft and, of course, Firebird's amazing Endura bumper.

The new Esprit proves that performance and the good life can be a beautiful merger. Esprit is a luxurious sports car.

Inside, we find wall-to-wall loop-pile carpeting, flame-chestnut grained-vinyl dash inserts, new front bucket seats in a special knit vinyl and bucket-type rear seats.

Now these rear seats were responsible for a breakthrough in ride. The space between them let us increase the height of the drive tunnel, allowing the suspension more room to move up. And this resulted in a softer, more cushioned ride without sacrificing cornering ability.

To many minds, the idea of a "basic" Firebird is totally alien. We call it that because it's our least expensive.

Yet, you still get Firebird's fantastic sports car lines, strong, quiet construction, 250-cubic-inch engine, front disc brakes, bucket seats, carpeting, wood grain vinyl dash—well, room forbids.



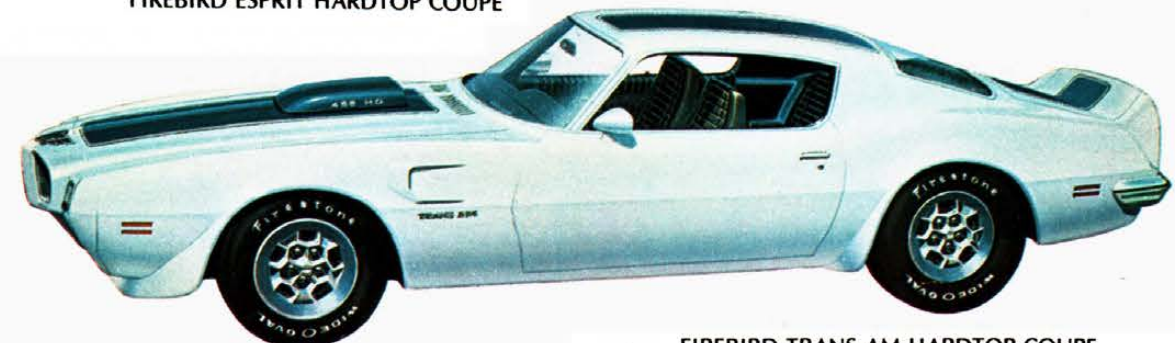
FIREBIRD ESPRIT GRAINED-VINYL UPHOLSTERY



FIREBIRD HARDTOP COUPE



FIREBIRD ESPRIT HARDTOP COUPE



FIREBIRD TRANS AM HARDTOP COUPE



GTO HARDTOP COUPE



'71 GTO

Pontiac's GTO was the first total American grand touring car. And the idea behind our '71 version was to perfect that totality.

Where else would you get a 400-CID V-8, dual exhaust, high-rate springs, thick front and rear stabilizer bars, firm shocks and Wide-Track—all standard?

Want a little extra behind that new Endura front bumper? Two new 455-CID V8's are available. One can be ordered with an air-induction system that rams air into the carburetor via new forward-mounted hood scoops.

Despite the fact that these engines run on low-lead gas, the new GTO's actually outperform their predecessors.

We've served up four transmissions to order from. The standard heavy-duty floor-mounted 3-speed. Two 4-speeds (close- and wide-ratio). And Turbo Hydra-matic.

GTO has a special knit vinyl upholstery. It breathes. (No sweat. No frostbite.) Deep wall-to-wall carpeting. Upper-level ventilation. The list goes on and on.

We also make a number of items available to keep you un bored. A hood-mounted tach. Rally Gauge Cluster. Stereo tape player. Variable-ratio power steering.

Unless you're ready to change your image, forget our special GTO—The Judge.

Its credentials are impressive. A 455-CID Ram Air H.O. V-8 that gives off 335 gross horsepower, or 310 hp. net.*

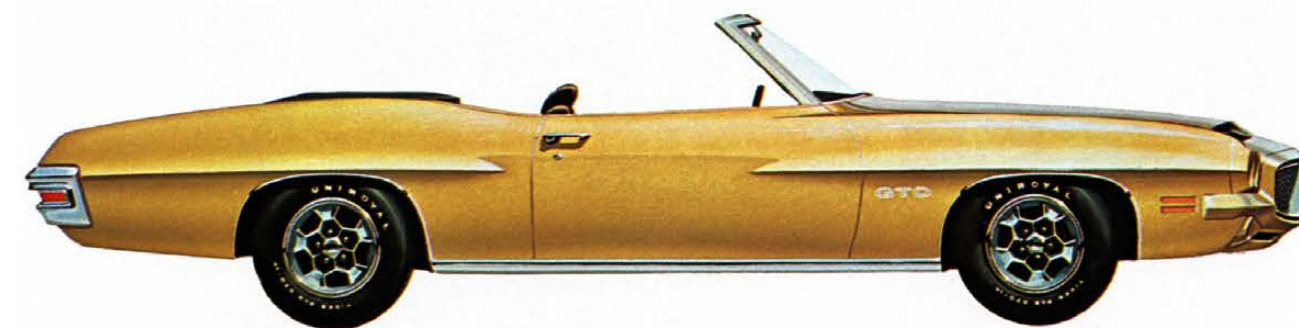
A heavy-duty 3-speed.

Special Rally II wheels. Blacked-out grille. Fender stripes. A rear-deck spoiler. And a couple of strategically placed good words about our most brazen GTO—The Judge.

*For an explanation of gross and net figures, see footnote on back cover.



GTO KNIT VINYL UPHOLSTERY



GTO CONVERTIBLE



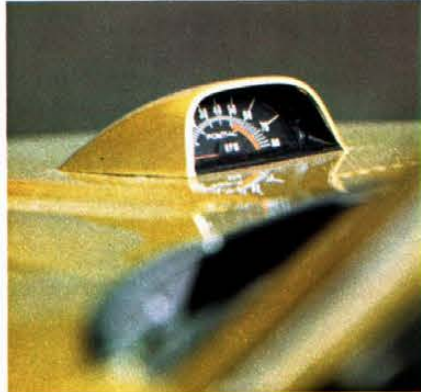
THE JUDGE



LEMANS SPORT CONVERTIBLE

'71 LeMans Sport

The new 1971 LeMans Sport lives up to the "Sport" label like it coined the word. Except for GTO, we can't think of a sportier intermediate.



For one thing, we could've offered just a couple of engines. But we've sprung with six of them—from an alert 250-cubic-inch six to an available 455-CID V-8.

From front to rear, the new LeMans Sport looks like a study in contemporary sculpture. The lines are dynamic, seemingly in motion even when the car is still. Pure Pontiac!

So too the all-new interiors. You can take your pick of either Strato-bucket seats or a notch-back bench for both hardtop coupe and convertible. The 4-door hardtop gets the notch-back bench.

All seats are handfitted in expanded Morrokide and horizontally pleated knit vinyl.

Other tasty features include wall-to-wall carpeting, flame-chestnut vinyl trim on the instrument panel, pedal trim plates and a padded instrument panel.

Since some people can't leave great enough alone, we make available an enormous range of gear.

There are six transmissions you can choose from—depending on engine selected. Regular and heavy-duty 3-speeds, two 4-speeds (wide- or close-ratio), automatic and Turbo Hydra-matic.

There are all kinds of other things you can get, too. Heavier suspension. Air conditioning. A new Endura styling option that integrates a special grille and fender louvers with the GTO bumper, hood, parking lamps and headlights.



LEMANS SPORT KNIT VINYL UPHOLSTERY



LEMANS SPORT 4-DOOR HARDTOP



LEMANS SPORT HARDTOP COUPE



LEMANS 4-DOOR HARDTOP



LEMANS HARDTOP COUPE GRAINED-VINYL UPHOLSTERY

'71 LeMans

One glance at the 1971 LeMans beautifully illustrates our belief that even a modestly priced, economical Pontiac can have a sporty look.

And what looks! From that great new front end to the exhaust pipe, it's one great sweep of glass and steel. Even the windshield wipers and radio antenna are concealed to keep the design pure.

Okay. Looks great, you say, but what about performance? To put it bluntly, LeMans comes prepared. This year there are five V-8's you can order in addition to the standard six. With two automatic transmissions, two 4-speeds and a heavy-duty 3-speed, besides the standard column-mounted 3-speed.

Open a door and you won't believe such a luxurious interior could come on such a modestly priced car.

Your choice of all-vinyl, or cloth-and-vinyl upholstery. With wall-to-wall loop-pile carpeting, day-night rearview mirror and flame-chestnut vinyl trim on the dash.

For personal expression in the new LeMans, you can go as overboard as you like.

Be you a trailer fan, there are special rear axle ratios you can order. A trailer harness. Heavy-duty springs. Etc.

And if it's simply the good life that appeals to you, surround yourself with stereo sound via radio or tape cassettes.



LEMANS HARDTOP COUPE



LEMANS COUPE



LEMANS 4-DOOR SEDAN



T-37 HARDTOP COUPE

'71 T-37

The T-37 is as much a Wide-Tracker as any other Pontiac. It's just our least expensive.

It has side-guard beams in the doors, Cargo-guard (a steel barrier that helps prevent loose objects from entering the passenger compartment from the trunk in case of a sudden stop), even a hidden radio antenna.

The T-37 has new front side markers that flash with the directional signals, dual master cylinder brake system, self-adjusting brakes, windshield washers, dual-speed wipers and all the other Pontiac safety features.

Getting down to the T-37's individual traits, let's mosey around inside for a minute. The interiors are all-new with pattern cloth and vinyl upholstery and black-grained instrument panel. If you like, all-vinyl upholstery's available.

A standard six and five V-8's are available. Order one of these V-8's on either the coupe or hardtop coupe, you can turn your T-37 into a GT-37.

The GT-37 includes: GTO dual exhausts that extend through the panel under the rear bumpers. Floor-mounted heavy duty three-speed transmission. Special Rally II wheels with G70—14 white-letter tires. Hood hold-down pins with cables. Vinyl body stripes and GT-37 identification.

What we've tried to put across here is that there's no such thing as a second-class Pontiac. T-37 is Pure Pontiac!



T-37 PATTERN CLOTH AND GRAINED-VINYL UPHOLSTERY



T-37 4-DOOR SEDAN



GT-37 COUPE



GRAND SAFARI 3-SEAT STATION WAGON

'71 Station Wagons

The day of the dull wagon is over. Presenting Grand Safari and Safari. Two brand-new names for two all-new cars.

What's so special about them? For one thing, our new disappearing tailgate. The power window retracts into the roof. Then, either manually or through a power unit you can order, the tailgate slides into the floor.



Notice the new simulated wood paneling you can order. It takes on a hint of the body color. With a green car, it looks like limed oak. With gold, like honey maple.

The third seat faces forward this year to provide more comfort.

A big rear-end change has to do with aerodynamics. With the new rounded shape, the natural flow of air helps keep the window clean.

As you may have guessed, the Grand Safari is grander than the Safari. It carries a 455-CID 2-bbl. V-8. Or you can order the 455-CID 4-bbl. version.

Inside, the Grand Safari is appointed with all-Morrokide upholstery. It has a pull-down front-seat armrest, wall-to-wall carpet, bright-metal seat-end protectors and a carpeted load floor.

The new Safari wagons are also well-appointed. You get a 350-cubic-inch V-8 and, inside, beautiful grained-vinyl upholstery, nylon-blend carpet, padded instrument panel and soft-rim steering wheel.

If you can do with a little less hauling capacity, the LeMans 2- and 3-seat wagons could be for you.

They're good looking, especially with the wood grain vinyl body paneling you can order (it's reflectorized in the rear). Functional, especially with the new standard two-way tailgate. And they're Pure Pontiac!

What's more, LeMans station wagons are uncommonly practical. Power front disc brakes. A 250-cu.-in. six that puts out plenty of power economically. And the seats are all-vinyl, so they clean up with just a few swipes of a damp sponge.



SAFARI GRAINED-VINYL UPHOLSTERY



LEMANS 3-SEAT STATION WAGON



SAFARI 3-SEAT STATION WAGON

1971 Equipment For Each Model

Grand Ville
2-door Hardtop, 4-door Hardtop, Convertible.
ENGINE-TRANSMISSION-CHASSIS-TIRES: 4-bbl. 455-cu.-in. V-8 • Heavy-duty 3-speed manual column-shift transmission • H7B—15 black sidewall tires • Variable-ratio power steering • Power brakes with front discs and rear drums
AVAILABLE TRANSMISSION: Turbo Hydra-matic
INTERIOR: Cloth and Morrokide or expanded Morrokide • Notch-back bench seat (hardtop coupe and convertible) • Carpathian elm burl vinyl instrument panel trim • Custom cushion steering wheel • Electric clock • Pedal trim plates • Trunk lamp • Rear-door dome lamp switches • Integral molded-foam front-seat cushion and solid foam back • Nylon-blend loop-pile carpet • Ashtray lamp • Center-flow ventilation • Instrument panel courtesy lamp • Glove box lamp • Two rear-quarter interior lamps (convertible only) • Roof rail assist grips

GRAND VILLE CUSTOM INTERIOR:

Available on 2-door and 4-door Hardtops only.
Special luxury cloth and expanded Morrokide or all-Morrokide trim • Fold-down rear armrest for 4-door hardtop • Cut-pile carpeting • Special door trim pads • Rear-passenger assist straps on rear of front seats • Rear-seat cigarette lighters on 4-door hardtop
EXTERIOR: Formal roof • Deluxe wheel covers • Belt reveal moldings • Wheel opening moldings • Bright roof drip moldings • Body-colored inserts in outside door handles • Dual-speed parallel-action concealed windshield wipers • Bright rocker panel moldings • Hood rear-edge moldings

Bonneville

2-door Hardtop, 4-door Hardtop, 4-door Sedan.
ENGINE - TRANSMISSION - CHASSIS - TIRES: 2-bbl. 455-cu.-in. V-8 • Heavy-duty 3-speed manual column-shift transmission • H7B—15 black sidewall tires • Variable-ratio power steering • Power brakes with front discs and rear drums
AVAILABLE ENGINE: 4-bbl. 455-cu.-in. V-8
AVAILABLE TRANSMISSION: Turbo Hydra-matic
INTERIOR: Integral molded-foam front-seat cushion and solid foam back • Nylon-blend loop-pile carpet • Cloth and Morrokide or expanded Morrokide • Wood grain appearance instrument panel • Ashtray lamp • Center-flow ventilation • Instrument panel courtesy lamp • Glove box lamp • Pedal trim plates • Trunk lamp • Foam rear-seat padding on 4-door sedan • Electric clock • Custom cushion steering wheel
EXTERIOR: Side-window reveal moldings (4-door sedan only) • Wheel opening moldings • Deluxe wheel covers • Bright roof drip molding • Body-colored inserts in outside door handles • Dual-speed parallel-action concealed windshield wipers • Bright rocker panel moldings • Hood rear-edge moldings

Catalina Brougham

2-door Hardtop, 4-door Hardtop, 4-door Sedan.
ENGINE - TRANSMISSION - CHASSIS - TIRES: 2-bbl. 400-cu.-in. V-8 • Heavy-duty 3-speed manual column-shift transmission • H7B—15 black sidewall tires • Power brakes with front discs and rear drums
AVAILABLE ENGINES: 4-bbl. 400-cu.-in. V-8, 2-bbl. 455-cu.-in. V-8, 4-bbl. 455-cu.-in. V-8
AVAILABLE TRANSMISSION: Turbo Hydra-matic
INTERIOR: Special luxury interior trim (in cloth and Morrokide or all-Morrokide) • Nylon-blend loop-pile carpet • Custom cushion steering wheel • Electric clock • Castilian leather appearance instrument panel inserts • Foam rear-seat padding on 4-door sedan • Ashtray lamp • Center-flow ventilation • Glove box lamp
EXTERIOR: "Brougham" nameplate on sail panel • Wheel opening moldings • Deluxe wheel covers • Bright roof drip molding • Body-colored inserts in outside door handles • Dual-speed parallel-action concealed windshield wipers • Bright rocker panel moldings • Hood rear-edge moldings

Catalina

2-door Hardtop, 4-door Sedan, 4-door Hardtop, Convertible.
ENGINE - TRANSMISSION - CHASSIS - TIRES: 2-bbl.

350-cu.-in. V-8 • Heavy-duty 3-speed manual column-shift transmission • G7B—15 black sidewall tires (2-door hardtop, 4-door sedan) • H7B—15 black sidewall tires (4-door hardtop, convertible) • Power brakes with front discs and rear drums
AVAILABLE ENGINES: 2-bbl. 400-cu.-in. V-8, 4-bbl. 400-cu.-in. V-8, 2-bbl. 455-cu.-in. V-8, 4-bbl. 455-cu.-in. V-8
AVAILABLE TRANSMISSIONS: Turbo Hydra-matic, automatic
INTERIOR: Rear-quarter interior lamps (convertible only) • Integral molded-foam front-seat cushion and solid foam back • Nylon-blend loop-pile carpeting • Cloth and Morrokide (2-door hardtop, 4-door sedan, 4-door hardtop) or expanded Morrokide (convertible) • Wood grain appearance instrument panel • Deluxe steering wheel • Center-flow ventilation • Glove box lamp
EXTERIOR: Dual-speed parallel-action concealed windshield wipers • Bright rocker panel moldings • Hood rear-edge moldings • Standard hubcaps • Roof drip moldings (2- and 4-door hardtop models only)

Grand Prix

2-door Hardtop Coupe

ENGINE - TRANSMISSION - CHASSIS - TIRES: 4-bbl. 400-cu.-in. V-8 • Power-Flex fan with variable-pitch blades • Heavy-duty 3-speed manual transmission with floor shifter • Variable-ratio power steering • G7B—14 black sidewall tires • 7-inch-wide safety wheel rims • Power brakes with front discs and rear drums
AVAILABLE ENGINE: 4-bbl. 455-cu.-in. V-8
AVAILABLE TRANSMISSIONS: Turbo Hydra-matic, 4-speed (wide-ratio) manual
INTERIOR: Notch-back bench seat or front bucket seats • Cloth and Morrokide or all-Morrokide trim • Ashtray in right-hand front-door armrest • Carpeted lower-door panels • Safety rear armrests with ashtrays • Nylon-blend loop-pile carpet • Foam front- and rear-seat padding • Console (with bucket seats only) • Pedal trim plates • Custom cushion steering wheel • Castilian leather appearance applique on instrument panel (model "J" only) • Upper-level ventilation system • Courtesy lamps • Glove box lamp
EXTERIOR: Concealed windshield wipers • Wheel opening moldings • Conventional roof drip moldings • Belt reveal and hood rear-edge moldings • Deluxe wheel covers

Firebird Trans Am

ENGINE - TRANSMISSION - CHASSIS - TIRES: 4-bbl. 455-cu.-in. H.O. V-8 • Heavy-duty 3-speed transmission with floor shifter • Performance dual exhausts with chrome extensions • Special air cleaner and rear-facing cold-air intake in hood, controlled by throttle • Power-Flex fan • F60—15 white-lettered tires • Variable-ratio power steering • Safe-T-Track differential • Handling package (1¼" front stabilizer bar and ¾" rear stabilizer bar, firm control shocks, higher rate rear springs) • Dual horns • Power brakes with front discs and rear drums
AVAILABLE TRANSMISSIONS: Turbo Hydra-matic, 4-speed manual (close-ratio)

INTERIOR: Vinyl bucket seats • Rally gauges • Clock and instrument panel tachometer • Formula steering wheel
EXTERIOR: Endura front bumper • Right-hand and left-hand body-colored outside mirrors (left-hand, remote-controlled) • Special honeycomb wheels • Functional front fender air extractors • Rear deck-lid spoiler • Black textured grille with bright moldings • Front air spoiler • Rear wheel opening air spoilers • Special front bumper decal • Special Trans Am I.D. • Concealed windshield wipers

Formula Firebirds

ENGINE - TRANSMISSION - CHASSIS - TIRES: 2-bbl. 350-cu.-in. V-8, 2-bbl. 400-cu.-in. V-8, 4-bbl. 455-cu.-in. V-8 and 4-bbl. 455-cu.-in. H.O. V-8 (special order) • Heavy-duty 3-speed transmission with floor shifter • Performance dual exhausts with chrome extensions • Power-Flex fan (400 and 455 only) • F70—14 black sidewall tires • Dual horns • Front disc, rear drum brakes • Handling package (1¼" front stabilizer bar, ¾" rear stabilizer bar, firm control shocks)

AVAILABLE TRANSMISSIONS: Turbo Hydra-matic, automatic, 4-speed manual (close- and wide-ratio)
INTERIOR: Vinyl bucket seats • Custom cushion steer-

ing wheel • Flame-chestnut wood grain appearance instrument panel
EXTERIOR: Right-hand and left-hand body-colored outside mirrors (left-hand, remote-controlled) • Endura front bumper • Fiberglass hood with dual simulated air scoops • Black textured grille with bright moldings • Standard hubcaps • Narrow rocker panel moldings • Formula 350/400/455 identification • "Firebird" emblem on front bumper and deck lid

Esprit

ENGINE - TRANSMISSION - CHASSIS - TIRES: 2-bbl. 350-cu.-in. V-8 • 3-speed manual floor-shift transmission • E7B—14 black sidewall tires • Dual horns • Front disc, rear drum brakes
AVAILABLE ENGINE: 2-bbl. 400-cu.-in. V-8
AVAILABLE TRANSMISSIONS: Turbo Hydra-matic, automatic, 4-speed and 3-speed H.O.
INTERIOR: Custom trim with knit vinyl upholstery • Custom cushion steering wheel • Trunk mat • Wood grain appearance instrument panel
EXTERIOR: Bright roof drip moldings • Wheel opening moldings • Concealed windshield wipers • Right-hand and left-hand body-colored outside mirrors (left-hand, remote-controlled) • Endura front bumper • Bright grille moldings • Wide rocker panel moldings • "Firebird" emblem on front bumper and deck lid • "Esprit" nameplate on roof sail panel • Belt reveal and hood rear-edge moldings • Standard hubcaps with trim rings

Firebird (Basic)

ENGINE - TRANSMISSION - CHASSIS - TIRES: 1-bbl. 250-cu.-in. six • 3-speed manual column-shift transmission • E7B—14 black sidewall tires • Front disc, rear drum brakes
AVAILABLE ENGINE: 2-bbl. 350-cu.-in. V-8
AVAILABLE TRANSMISSIONS: Turbo Hydra-matic, automatic, 3-speed floor shift
INTERIOR: Vinyl bucket seats • Wood grain appearance instrument panel • Deluxe steering wheel
EXTERIOR: Endura front bumper • Bright grille moldings • "Firebird" nameplate on front fender • Standard hubcaps • Narrow rocker panel moldings
FIREBIRD CUSTOM INTERIOR:
Standard on Esprit, available on Formula and Trans Am.
Knit vinyl or cloth bucket seats • Distinctive door trim panels • Instrument panel assist straps above glove box door • Perforated headlining • Additional sound insulation in roof • Body-colored insert in outside door handles • Formed rubber trunk mat • Rear-seat ashtrays in armrests

GTO

Hardtop Coupe and Convertible.

ENGINE - TRANSMISSION - CHASSIS - TIRES: 4-bbl. 400-cu.-in. V-8 • Heavy-duty 3-speed manual transmission with floor shifter • Dual exhausts with extensions through valance panel • Power-Flex fan • 1¼" front stabilizer bar • Rear stabilizer bar • High-rate springs and shocks • G70—14 black sidewall tires
AVAILABLE ENGINES: 4-bbl. 455-cu.-in. V-8, 4-bbl. 455-cu.-in. H.O. V-8
AVAILABLE TRANSMISSIONS: Turbo Hydra-matic, 4-speed manual (close- and wide-ratio)
INTERIOR: Knit vinyl front bucket seats or notch-back bench seats • Nylon-blend loop-pile carpet • Safety rear armrests with ashtrays • Pedal trim plates • Ashtray and glove box lamps • Courtesy lamps (convertible) • Custom cushion steering wheel • Engine-turned aluminum instrument panel
EXTERIOR: Dual-speed parallel-action wipers • Hood rear-edge moldings • Concealed windshield wipers • Roof drip moldings (hardtop coupe only) • Rocker panel molding • Exclusive front end with Endura front bumper • Special hood with forward-mounted simulated air-intake scoops • GTO identification

LeMans Sport

Hardtop Coupe, Convertible, 4-door Hardtop.
ENGINE - TRANSMISSION - CHASSIS - TIRES: 1-bbl. 250-cu.-in. six • 3-speed manual column-shift transmission • F7B—14 black sidewall tires • Manual drum brakes • Dual horns
AVAILABLE ENGINES: 2-bbl. 350-cu.-in. V-8, 2-bbl. 400-cu.-in. V-8, 4-bbl. 400-cu.-in. V-8, 4-bbl. 455-cu.-in. V-8, 4-bbl. 455-cu.-in. H.O. V-8
AVAILABLE TRANSMISSIONS: Turbo Hydra-matic, automatic, 4-speed manual (close- and wide-ratio),

heavy-duty 3-speed manual (V-8's only)
INTERIOR: Knit vinyl front bucket seats or notch-back bench seat on hardtop coupe and convertible • Knit vinyl bench seat on 4-door hardtop • Pedal trim plates • Ashtray and glove box lamps • Courtesy lamps (convertible) • Carpeted lower door panels • Custom cushion steering wheel • Nylon-blend loop-pile carpet • Safety rear armrests with integral ashtrays • Wood grain appearance instrument panel
EXTERIOR: Wheel opening moldings • Roof drip moldings on hardtop coupe and 4-door hardtop • Front vent windows on 4-door hardtop • Concealed windshield wipers • Rocker panel moldings

LeMans

2-door Coupe, Hardtop Coupe, 4-door Sedan, 4-door Hardtop, 2-seat Station Wagon, 3-seat Station Wagon.
ENGINE - TRANSMISSION - CHASSIS - TIRES: 1-bbl. 250-cu.-in. six • 3-speed manual column-shift transmission • F7B—14 black sidewall tires • Manual drum brakes (power front disc on station wagons)
AVAILABLE ENGINES: 2-bbl. 350-cu.-in. V-8, 2-bbl. 400-cu.-in. V-8, 4-bbl. 400-cu.-in. V-8, 4-bbl. 455-cu.-in. V-8, 4-bbl. 455-cu.-in. H.O. V-8 (not available on station wagons)
AVAILABLE TRANSMISSIONS: Turbo Hydra-matic, automatic, 4-speed (close- and wide-ratio), heavy-duty 3-speed manual (V-8's only)
INTERIOR: Bench seats in all-Morrokide or cloth and Morrokide (cloth and vinyl not available on station wagons) • Nylon-blend loop-pile carpet • Safety rear armrests with integral ashtrays • Wood grain appearance instrument panel • Deluxe steering wheel
EXTERIOR: Concealed windshield wipers • Side-window reveal moldings on coupe, 4-door sedan and station wagons • Roof drip molding on hardtop coupe and 4-door hardtop • Front vent windows on coupe, 4-door sedan, 4-door hardtop and station wagons • Rocker panel molding • Hood rear-edge moldings • 2-way tailgate • LeMans identification

T-37

Coupe, Hardtop Coupe, 4-door Sedan.
ENGINE - TRANSMISSION - CHASSIS - TIRES: 1-bbl. 250-cu.-in. six • 3-speed manual column-shift transmission • E7B—14 black sidewall tires • Manual drum brakes
AVAILABLE ENGINES: 2-bbl. 350-cu.-in. V-8, 2-bbl. 400-cu.-in. V-8, 4-bbl. 400-cu.-in. V-8, 4-bbl. 455-cu.-in. V-8, 4-bbl. 455-cu.-in. H.O. V-8
AVAILABLE TRANSMISSIONS: Turbo Hydra-matic, automatic, 4-speed manual (close- and wide-ratio), heavy-duty 3-speed manual (V-8's only)
INTERIOR: Cloth and Morrokide bench seats • Vinyl floor covering • Deluxe steering wheel • Upper-level ventilation on hardtop coupe • Black grained instrument panel • Door-operated dome light switches
EXTERIOR: Chrome-edged vent windows on coupe and 4-door sedan • Conventional roof drip moldings • Windshield and rear-window reveal moldings • Dual-speed parallel-action wipers

Grand Safari

2-seat Station Wagon, 3-seat Station Wagon.
ENGINE - TRANSMISSION - CHASSIS - TIRES: 2-bbl. 455-cu.-in. V-8 • Heavy-duty 3-speed manual column shift transmission • Variable-ratio power steering • Power brakes with front discs
L7B—15 black sidewall tires
AVAILABLE ENGINE: 4-bbl. 455-cu.-in. V-8
AVAILABLE TRANSMISSION: Turbo Hydra-matic
INTERIOR: Integral molded-foam front-seat cushion and solid foam back • Fold-down front-seat center armrest • Expanded Morrokide trim • Nylon-blend loop-pile carpet (also on load-floor area) • Wood grain appearance instrument panel • Ashtray lamp • Center-flow ventilation • Instrument panel courtesy lamp • Glove box lamp • Pedal trim plates • Electric clock • Custom cushion steering wheel
EXTERIOR: Side window reveal moldings • Right-hand outside mirror • Power tailgate window • Forward-facing third seat in 3-seat wagon • Split back second seat in 3-seat wagon • Disappearing tailgate • Wheel opening moldings • Deluxe wheel covers • Bright roof drip molding • Body-colored inserts in outside door handles • Dual-speed parallel-action concealed windshield wipers • Bright rocker panel moldings • Hood rear-edge moldings

Safari

2-seat Station Wagon, 3-seat Station Wagon.
ENGINE - TRANSMISSION - CHASSIS - TIRES: 2-bbl. 350-cu.-in. V-8 • Heavy-duty 3-speed manual column-shift transmission • L7B—15 black sidewall tires • Power brakes with front discs
AVAILABLE ENGINES: 2-bbl. 400-cu.-in. V-8, 4-bbl. 400-cu.-in. V-8, 2-bbl. 455-cu.-in. V-8, 4-bbl. 455-cu.-in. V-8
AVAILABLE TRANSMISSIONS: Turbo Hydra-matic, automatic
INTERIOR: Integral molded-foam front-seat cushion and solid foam back • Expanded Morrokide trim • Nylon-blend loop-pile carpet • Wood grain appearance instrument panel • Deluxe steering wheel • Ashtray lamp • Center-flow ventilation • Glove box lamp • Vinyl covering over cargo area
EXTERIOR: Dual-speed parallel-action concealed windshield wipers • Bright rocker panel moldings • Hood rear-edge moldings • Standard hubcaps • Right-hand outside mirror • Power tailgate window • Forward-facing third seat in 3-seat wagon • Split-back second seat in 3-seat wagon • Disappearing tailgate

Standard Features: All 1971 Models

Occupant Protection

Cargo guard • Contoured windshield header • Energy absorbing padded instrument panel and front and intermediate seat back tops • Energy absorbing steering column • Folding seat-back latches • Fuel tank impact security • Glove box and console door latch impact security • High-strength front-seat anchorages and construction • High-strength rear-seat retention • Yielding windshield pillar moldings • Passenger-guard door locks with forward-mounted lock buttons • Padded sun visors • Safety armrests • Safety door latches and hinges • Safety steering wheel • Lap belts with pushbutton buckles (driver and right-front passenger) • Shoulder belt anchorages for rear-seat outdoor occupants • Flush-mounted interior door handles, coat hooks, dome lamp and safety door handles • Thick laminate windshield • Two front-seat head restraints • Two front-seat belt retractors • Side guard beams

Accident Prevention

Backup lights • Dual master cylinder brake system with warning light • Safety hood latches • Four-way hazard warning flasher • Headlamp-aiming access provision • Lane-change feature in directional signal control • Outside rearview mirror • Low-glare instrument panel top, inside windshield moldings • Wiper arms and blades and metallic steering wheel surfaces • No winged wheel nuts, discs or caps • Parking lamps that illuminate with headlamps • Safety wheel rims • Self-adjusting brakes and corrosion-resistant brake lines • Front side marker lights that flash with directional signals • Side marker lights with reflectors • Stamped steel door hinges (at least one per door) • Uniform shift quadrant with automatic transmission • Wide-view inside day/night mirror (vinyl-edged shatter-resistant glass) • Window defrosters, washers and dual-speed wipers

Anti-Theft

Anti-theft ignition key warning buzzer • Anti-theft steering column lock • Multiple key combinations • Tamper-resistant odometer with telltale feature • Visible vehicle identification

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Pontiac Motor Division

*Gross horsepower figures represent maximum output of the bare engine without fan, air cleaner or exhaust system before engine is installed. Net figures are derived from engine after installation in car.