

# Stay loose. This is the way it's going to be.

Of course, it may take our competitors some time to dope out the subtleties of the '70 Grand Prix.

Perhaps we can offer a few pointers.

Grand Prix is, above all, a driver's car. With an agile 118-inch wheelbase. A 400-cube V-8. (Or a 455 V-8 if you'd care to order it.) Power front disc brakes. And a cockpit where you usually find an overstuffed interior.

With that, those other guys should be able to start.

But we can't find one reason for you to wait. Not when the way it's going to be already is.

1970 Pontiac Grand Prix. At your Pontiac dealer's.

## Pontiac's New Grand Prix



(We take the fun of driving seriously.)

**GM**

MARK OF EXCELLENCE

The Wide-Track Family for '70: Grand Prix, Bonneville, Executive, Catalina, GTO, LeMans Sport, LeMans, Tempest and Firebird. Pontiac Motor Division



**For people who  
like their sporty cars  
luxurious.**



**With choices like these, no wonder Pontiac's  
the No. 1 medium-priced car.**

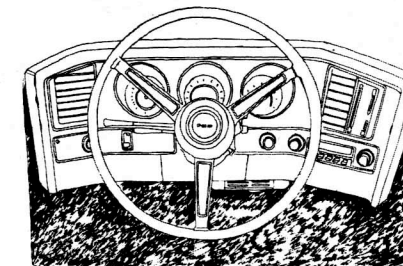
**Pontiac's New Grand Prix.** (The big, black vehicle, left.) People look at our Pontiac Grand Prix and the first thing that comes into their heads is "luxury. They're right. At least partly. It's a very luxurious car.

But Grand Prix is also a very sporty car.

Now we don't toss around claims like that just because Grand Prix has front bucket seats. There's more to it.

The entire front passenger compartment is designed like a cockpit. The instruments and controls are built around the driver.

Totally. In fact, the front passenger has nothing to do but... well, sit back and be a passenger.



That's great duty in a Grand Prix. Because many of the things that make G.P. sporty for the driver make life pretty soft for a passenger.

Things like Wide-Track ride. A tuned suspension. Power front disc brakes. Variable-ratio power steering. The 350-hp, 400-cu.-in. V-8. Long-wearing bias-belted tires. And the protection provided by the steel beam in each door.

See how we've woven the sport and the luxury together? It's a good point to remember.

Especially if you should decide that the typical luxury car doesn't hold quite enough excitement for you.

**Pontiac's New Firebird Esprit.** (The sleek, silver vehicle, also left.) Sports car fans everywhere will probably quake when we talk about a luxury sports car. So we'd better explain. We start with a great sports car. And we make it luxurious. But we also make sure the luxury never gets in the way of the sport.

A case in point: Esprit's big-car ride. Since Esprit seats four, individually, there's room to raise the drive tunnel between the seats. Which provides room for rear suspension travel when you hit a bump. Which gives Esprit its luxurious big-car ride.

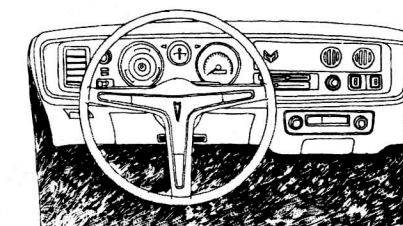
Yet we didn't give up handling or performance. Esprit has a tuned suspension. A front stabilizer bar. Bias-belted tires. A 350 V-8. And Pontiac's Wide-Track.

Esprit's dual personality holds true inside, too. The instrument panel is everything a sports buff could want. Easy-to-read cluster. Easy-to-reach controls.

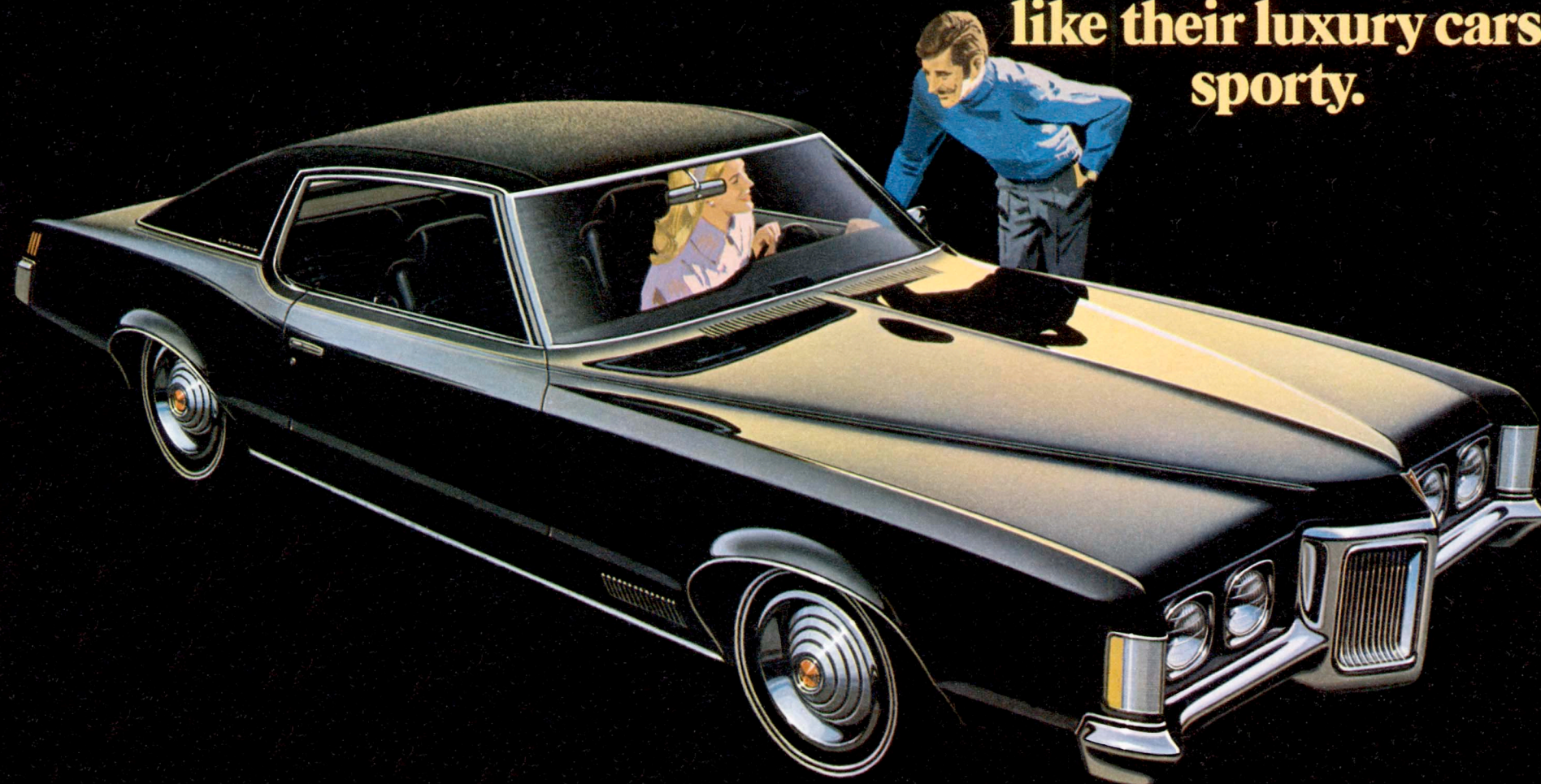
Yet the wood-grain vinyl accents look very rich. As do the knit vinyl and Morrokide seats. Plush stuff.

The front bumper is made of Pontiac Endura. Endura is the resilient material that looks like painted metal but isn't. It resists pings, dings, chips and it won't rust.

A luxury sports car. Nobody else has quite made it before. Which is why Firebird Esprit is the beginning of tomorrow.



**For people who  
like their luxury cars  
sporty.**



**It's worth a little to move up a lot. To a Wide-Track Pontiac.**

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