



The Grand Prix

Until now, no new car
ever started out a classic.

Every classic automobile evolves out of a special relationship based on what the car can deliver and what the driver can appreciate. The styling is timeless. The ride, smooth and stable. The steering is responsive. The brakes are positive. And the engine is eager. Many fine automobiles have earned the right to be called classic. But until the 1971 Grand Prix, no new car ever started out a classic, let alone a reasonably priced classic. **Grand Prix. It's from Pontiac!**

Pontiac Specialty Cars
P.O. Box 888, Pontiac, Michigan 48053

Gentlemen: Please send me more details and illustrations of Grand Prix and other Pontiac specialty cars.

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'71 Grand Prix

Until now, no new car ever started out a classic...
let alone a reasonably priced classic.

It's always taken years for a classic to surface. We figure the 1971 Pontiac Grand Prix should make it in a matter of minutes. And we gave it the reasonable price simply because we wanted more people to be able to afford a classic.

What a classic isn't.

We don't declare Grand Prix to be a classic just because of its classic front end and sculptured rear end. Handsome though the styling may be, no classic ever made it on looks alone.

Our immodest proposal.

We propose that the classic evolves out of a special relationship between an automobile and a driver. And with Grand Prix that relationship begins as soon as a driver slips behind the wheel.

Driver responds to car. Car responds to driver.

Grand Prix's cockpit interior puts every control and gauge at fingertip command. The steering is variable-ratio power. Incredibly responsive. Always with a firm feel of the road. The ride is smooth. With Wide-Track stability.

The power stop.

Grand Prix's brakes are power, with front discs. Positive. Highly resistant to fade. And virtually unaffected when the going gets wet.

A classic has to move.

Eagerly. Grand Prix does. A 400-cubic-inch V-8 is standard. A 455 V-8 is available. And like all Pontiac engines for 1971, Grand Prix's are designed to operate efficiently on low- or no-lead gasolines. In addition to the lower exhaust emissions attainable, the spark plugs, exhaust system and other engine components last longer. (If these low- or no-lead gasolines aren't available, any leaded regular-grade gas with a research octane number of at least 91 may be used.)

Take this simple test.

The '71 Grand Prix is responsive, positive and eager. So is the '71 Grand Prix driver. If that describes you, you're ready for a classic relationship. See your Pontiac dealer. And talk price. He'll see to it that you and a 1971 Pontiac Grand Prix get together. Right away.



Pontiac Motor Division



Pure Pontiac!