

NEWS FROM PONTIAC



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FOR RELEASE Immediately

A pair of new Pontiacs will be featured at the Greater New York Automobile Show Jan. 29 to Feb. 6 at the New York Coliseum, Alex C. Mair, general manager of Pontiac Motor Division and a General Motors vice president, has announced.

They are the Sunbird Sport-Hatch, a hatchback version of Pontiac's sporty subcompact, and the Can Am, a special performance version of the LeMans Sport Coupe.

The Sport-Hatch features distinctive Sunbird front and rear design treatment and, with the rear seat folded down, offers 30.2 cubic feet of luggage capacity.

Pontiac's all-new, 2.5-litre (151 c.i.d.) cast-iron four-cylinder engine, nicknamed the "Iron Duke," is standard on the Sport-Hatch, with the 3.8-litre (231 c.i.d.) V-6 available as an option. The complete range of regular Sunbird options, including the Formula Appearance Package, is available on the Sport-Hatch.

The Can Am includes the T/A 6.6-litre (400 c.i.d.) V-8 engine (except in California), rally gauges, Rally RTS suspension with front and rear stabilizer bars and GR 70-15 steel-belted radial tires, body-colored Rally II wheels, a blacked-out grille assembly and body-color sport mirrors.

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It also includes tri-color stripes and Can Am identification, a shaker hood scoop and black-painted rocker moldings.

A special design idea car - a cream-colored Bonneville Brougham coupe with the boldly-striped Valencia trim - also will be included in Pontiac's display at the New York show.

The remainder of Pontiac's exhibit features a new generation of full-size cars and a pair of all-new Pontiac engines.

Smaller on the outside but roomier on the inside, Pontiac's new full-size models incorporate comfort and convenience in a new size designed for today's motoring needs.

Inside, Catalina, Bonneville and Bonneville Brougham models have more head room, more rear leg room, and one-and-a-half cubic feet more usable truck capacity than comparable 1976 models.

Occupant entry and exit is substantially easier for the 1977 models because of the new exterior design, which features less door glass curvature and a higher roof line. Seat height also has been increased for improved comfort.

Catalina models feature dual rectangular headlamps and a new brushed-knit Dover cloth interior. Catalina's standard engine is the 3.8-litre (231 c.i.d.) V-6 with V-8 optional engines including the new 5.0-litre (301 c.i.d.), the 5.7-litre (350 c.i.d.) and the 6.6-litre (400 c.i.d.).

A flush central grille theme accentuates the front of the Bonneville. Available in a two-door coupe and four-door sedan, Bonneville interiors are available in rich, Lombardy velour cloth or Morrokide. Standard engine on Bonneville models is the 5.0-litre V-8, with the 5.7-litre and 6.6-litre V-8 engines available as options.

Bonneville Brougham includes all standard features on the Bonneville plus the "Brougham" luxury interior package. Valencia, a new luxurious trim of Lombardy and Plaza striped cloth, is available on Bonneville Brougham models only.

Catalina Safari and Grand Safari station wagons feature a new three-way tailgate, increased cargo loading height and width, two lockable storage areas and a rear-facing third seat option. Standard engine on all full-size wagons is the 5.0-litre V-8, with the 6.6-litre V-8 available as an option.

Citizens Band (CB) radios are offered on all full-size Pontiac coupes and sedans in two versions.

The 1977 full-size Pontiacs, built on a 116-inch wheelbase, are designed for efficient packaging and fuel economy and feature an engine electrical diagnostic connector, an air conditioning electrical diagnostic connector and a Freedom Battery that never requires additional water.

Pontiac's two new engines are a cast iron 2.5-litre (151 c.i.d.) L-4 and the 5.0-litre V-8. Both engines have a four inch by three inch bore/stroke measurement.

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The smoothly-performing L-4 develops 90 horsepower at 4400 rpm's, while the V-8 turns out 135 horsepower at 3800 rpm's. The 452-pound V-8 is among the lightest of all domestically-produced eight-cylinder engines. It will provide customers with six-cylinder-type economy along with true V-8 style performance.

Bold new front styling, highlighted by dual rectangular headlamps, offer a dramatic change for Pontiac's popular sporty Firebirds, available in four models: the base Firebird, the stylish Esprit, and the performance-oriented Formula and Trans Am. Built on a 108-inch wheelbase, Firebird engine availability ranges from the 3.8-litre V-6 to the 6.6-litre V-8. A new hood with simulated air scoops and a standard rear spoiler are featured on the Formula. A special version of Pontiac's largest engine is available as a Trans Am and Formula option. Called the TA/6.6, it provides improved performance.

A stronger front grille design and a more luxurious interior, highlighted by a new, Grand Prix-style instrument panel, are included in the compact Ventura series for 1977. Both the Ventura and Ventura SJ are offered as a two-door coup, three-door hatchback coupe and four-door sedan. The base Ventura coupe and sedan offer the new 2.5-litre L-4 engine, making them the domestic industry's only four-cylinder compacts. Other engine availability includes the 3.8-litre V-6 and the 5.0-litre V-8.

Three distinct models of Pontiac's popular personal luxury car, the Grand Prix, are available for 1977: the regular Grand Prix, the sporty Grand Prix SJ and the luxurious Grand Prix LJ. The new 5.0-litre V-8 is standard in the base Grand Prix and the LJ, with engine options including the 5.7- and 6.6-litre V-8s. the 6.6-litre engine is standard in the SJ. Coming off its best sales year in history, Grand Prix features several new options for 1977, including a digital AM-FM stereo information center and clock, and citizens band radios.

Available in a two-door coupe, two-door hatchback coupe and two-door two-seat Safari wagon, the subcompact Astre has a new grille, a distinctive Pontiac front end and new interior trim. The 2.5-litre four-cylinder L-4 engine is standard on hatchback and Safari models and available as an option on coupes. New options for Astres include a 13-inch cast aluminum wheel and a luxury trim group, featuring luxury front and rear seats, custom door trim with map pocket, rear seat ash trays and other luxury items, for hatchback and Safari modes.

Sunbird has a distinctive front end and a new grille for 1977. Available in a two-door coupe and in the Sport-Hatch, the standard engine for Sunbird is the new 2.5-litre L-4 engine with the 3.8-litre V-6 available as an option. New cast aluminum wheels also are available on Sunbirds.

Pontiac features a "family of Formulas" in 1977 with the availability of a new Formula package, similar to the appearance package on the Firebird Formula, on all Sunbird, and Astre hatchback and Safari models.

Pontiac's mid-size car, the LeMans series, has a redesigned front end and a revised engine lineup in 1977. The 3.8-litre V-6 engine is standard on all LeMans, LeMans Sport coupe and Grand LeMans models; LeMans Safari and Grand LeMans Safari have the new 5.0-litre V-8 engine as standard. V-8 engine options include the 5.7-litre and the 6.6-litre. New LeMans options include 15-inch cast aluminum wheels, new design deluxe wheel covers and wire wheel covers. The new AM-FM digital clock radio is available on Grand LeMans models. The LeMans GT option, available on the LeMans Sport Coupe, includes distinctive two-tone paint, bold stripes, the Rally RTS handling package and body-colored Rally II wheels.

