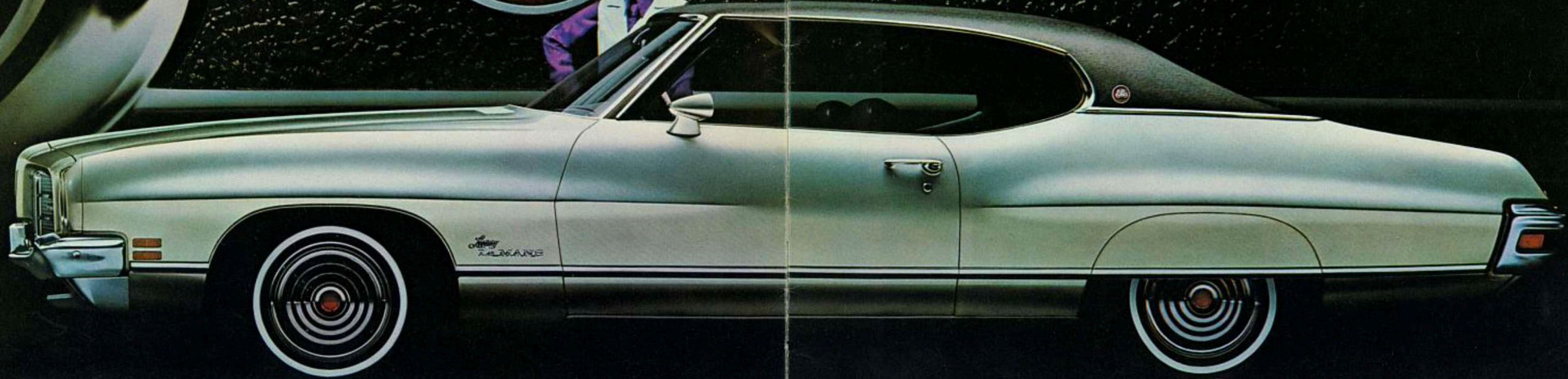


Pontiac 72

LeMans • Luxury LeMans







Luxury Le Mans

Buying real luxury used to mean buying a big car. Pontiac's new Luxury Le Mans changes all that. It's a luxurious Pontiac in a manageable medium size.

Luxury? No other way can you describe all the niceties Pontiac has bundled in this beauty.

An instrument panel with the look of rare Ceylonese teak. Wood-like inlays on a cushioned steering wheel. Rich carpeting.

And what looks like leather is Morrokide grained vinyl. You can have it alone or teamed with rich patterned cloth, carefully fitted over the notch-back bench seat. The Two-Door also offers a choice of all-Morrokide buckets. Foam seat padding front and rear? Of course.



Standard cloth-and-Morrokide notch-back front seat.

What else is a Luxury Le Mans? Pontiac V8 performance. Extra sound insulation. Special grille. Special trim. Special many things.

It doesn't flaunt. But it sure gets noticed.



Chrome-plated valance panel.



Luxury Le Mans Four-Door Hardtop.



Luxury Le Mans Hardtop Coupe.

Some of the equipment shown or mentioned is optional at extra cost.



Le Mans Sport

What have you done for your ego lately? If you want to give it a boost, just tell your Pontiac salesman that you like his Le Mans Hardtop Coupe but you'd like it even more as a Le Mans Sport.

Or tell him you can only find happiness in a trim-size Pontiac Convertible. With a power-operated top. And a tempered glass rear window which cleans up with ease and without scratches.

Then start your count-down to lift off.

Because you'll be driving a sports-oriented Pontiac with either our 250 CID Six (never been called unsporting yet) or your choice of optional V8s with interesting numbers like 350, 400 or 455. A 455 High Output, anyone?

And, depending on which engine you call for, your transmission can be the standard 3-speed manual or one of our five available options.



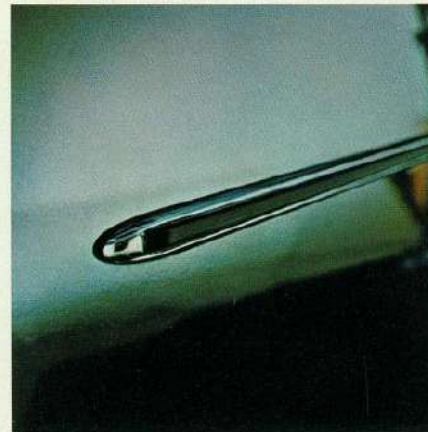
Standard all-Morrokide bucket seats.

Left: Le Mans Sport Convertible.

And you'll be driving from a deep-foam bucket seat covered in soft, care-free Morrokide.

Fun? You better believe it.

Just buy your ego a new Le Mans Sport.



Optional protective vinyl side molding.



Le Mans Sport Hardtop Coupe.

Some of the equipment shown or mentioned is optional at extra cost.



Le Mans

Le Mans is built on the theory that a low-priced car doesn't have to look like an apology for saving money. And one glance shows you how beautifully the theory works.

Beneath all the good looks, there's real Pontiac value. Side-guard beams in the doors for added protection. A Cargo-guard steel barrier in the trunk. An energy-absorbing steering column. Clearly Pontiac knows how to build a low-priced car.

An economical 250-cubic-inch Six is standard. And you have your pick of five available V8s. The standard fully-synchronized 3-speed manual transmission should do very handsomely. Or you can specify from a heavy-duty 3-speed, close- or wide-ratio 4-speeds, 2-speed automatic or 3-speed Turbo Hydra-Matic. Your salesman will advise.



Standard cloth-and-Morrokide interior.

Left: Le Mans Coupe.

Inside, you'll find all-new designs with richly patterned cloth-and-vinyl upholstery. The look of oiled teak on the padded instrument panel. A deluxe steering wheel. And Morrokide-covered door panels with soft armrests.

Seen anything "low priced" yet?

Le Mans is the lowest-priced trim-size Pontiac. But let's get one thing straight. We know you expect more from a Wide-Track Pontiac than from other cars. And that's what you get. More.

Only the price is less.



Optional Custom Cushion steering wheel.



Le Mans Hardtop Coupe.



Le Mans Four-Door Sedan.

Some of the equipment shown or mentioned is optional at extra cost.



Le Mans

Every year, Le Mans wins new friends for the Pontiac family. And keeps old friends in the family. Le Mans does it with its trim size, trim prices and, especially for 1972, its flexibility.

That's a Le Mans over on the left?

That's a Le Mans. Only...it's something else, a Le Mans with a fascinating face-lift.

This year, you can change the whole front end of your low-priced Le Mans. Make it look like a Pontiac GTO with the Endura styling package available at extra cost.

What you get is a hood with scoops. Front fender air extractors. And the famous Endura bumper that looks like painted metal, but is really a man-made material that resists denting and chipping—and won't ever rust.

That's just one option open to you.



Optional Le Mans interior in all-Morrokide.

Left: Le Mans Hardtop Coupe with Endura styling option.

Another thing you can do is order a Le Mans hardtop or coupe with a V8—and ask the man to make your Le Mans a GT.

Le Mans GT. And what you get this time is a 3-speed heavy-duty transmission with Hurst floor shifter. Dual exhausts with side splitters. G70-14 white-lettered tires on mag-type wheels. Body-colored outside mirrors. Plus a healthy allotment of striping and a GT decal on the deck lid.

Pretty flexible, our 1972 Le Mans.

But on one point, we're unbending. Integrity. The same design and engineering integrity that goes into our most expensive '72s goes into our low-priced Le Mans. And that integrity is what makes a Le Mans a Pontiac.

If you want to make your Le Mans look like a GTO or go like a GT, we're at your service.



Body-colored Custom Sport mirrors, remote-controlled on left mirror; standard with GT option, available on all Hardtop Coupes and the Convertible.



Le Mans Hardtop Coupe with GT option.

Some of the equipment shown or mentioned is optional at extra cost.



GTO

You'll be seeing a lot more of Pontiac's great GTO this year. Because Pontiac has made GTO easier to own. By letting you decide how grand you want your Gran Turismo Omologato to be.

It's now available as a coupe as well as a hardtop. That's part of the plan.

You get a great road engine as standard equipment. A 400 CID 4-barrel V8. Docile it's not. Pontiac may make an easier-to-own GTO...but we'll never make a gentle GTO.

If you want to spend some of your savings on more cubic inches, it's in the plan. Maybe a 455 V8 with 4 barrels. Or the available 455 H.O. What a way to go.

Transmissions affect GTO's tab, too. We drop in a 3-speed. Not an ordinary 3-speed, you understand. A heavy-duty job. With a Hurst floor shifter. If you want more speeds, you can order a close- or wide-ratio 4-speed.

If you'd rather keep both hands on the wheel, specify Turbo Hydra-Matic.



Above: Le Mans Hardtop Coupe with GTO option.
Left: Le Mans Coupe with GTO option.

Bench seats in cloth-and-Morrokide are very businesslike, comfortable and standard. And all-Morrokide buckets are available.

Other standards? Front fender air extractors to keep the engine compartment cooler and reduce air pressure build-up. New performance dual exhausts with side outlets.

Other GTO-type things? Front and rear stabilizer bars. Firm shocks. Protective Endura bumper that was invented for GTO.

Order the 455 H.O. and you can order the Ram Air Hood and unitized ignition.

Of course, you can order all sorts of extras. Tachometer. Gauges. A rear spoiler.

And why not? GTO is now easier to own!



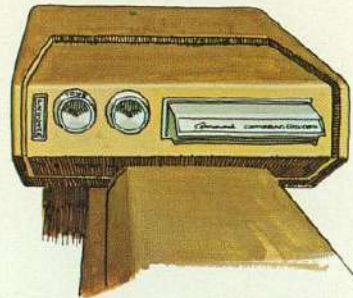
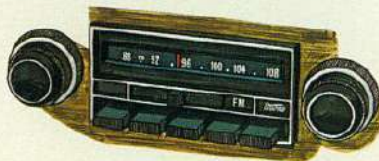
Above: optional Formula steering wheel, standard front fender air extractors, optional honeycomb wheel, standard side exhaust outlets.

Features & Options

Pontiac air conditioning lets you drive in complete comfort—reduces inside humidity, helps keep out dust and pollen, permits you to drive with windows closed, away from traffic noises. You have the controlled comfort of *Custom Air Conditioning* available for your GTO, Le Mans GT, Luxury Le Mans, Le Mans Sport or V8-equipped Le Mans. It combines heating and cooling units in a single system for balanced, all-season comfort. Easy to operate, manual sliding-lever controls permit a wide selection of various conditions. Nothing else increases a car's value so much.

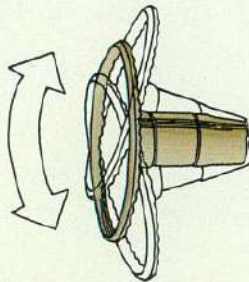


A stereo *Cassette* lets you play the new compact cassette tapes in your trim-size Pontiac. Features amazingly fast forward or rewind, built-in amplifier with balance control to vary volume between front and rear speakers. It is available with all models when radio is also ordered. You can specify AM, AM/FM or AM/FM Stereo radios. When any stereo system is ordered, it comes with a rear seat speaker. This arrangement surrounds the listener with the full fidelity of stereo sound.



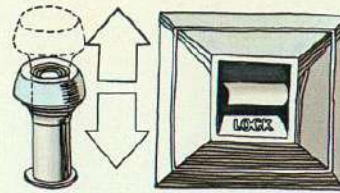
This *stereo tape player* plays 8-track cartridges from a separate unit. It is available only with radio.

An "extra" that really pays off in extra convenience is a *Tilt Steering Wheel* (below). It adjusts to any one of six different positions. Available only with optional variable-ratio power steering.



A tilt steering wheel helps make getting in and out of the car easier and provides personalized positioning of the steering wheel for all drivers in a multi-driver family. Considered by many as a safety feature since some drivers like to alter position of steering wheel during long drives to relieve fatigue. A tilt steering wheel pays off at resale time, too.

What's sportier than a centre console with the available bucket seats (buckets are standard with Le Mans Sport). When Turbo Hydra-Matic is ordered, console features simulated woodgrain appearance and padded top panel. Not available with manual column shift or two-speed automatic. GTO buffs please note: in order to make the 1972 GTO "easier to buy", bucket seats are no longer standard equipment.



Power door locks (above) and power windows are among the power assists you may well consider for your Pontiac intermediate. Other options in this category are: 4-way power bench seat (power is available for driver's seat only when buckets are ordered); variable-ratio power steering that permits quick steering response; power deck-lid releases that let you open your trunk with a button inside the glove compartment; power brakes (with or without front discs).

Your choice of any or all of these power assist options lets you equip your 1972 Pontiac to your specific driving needs. They will also help make your car more in demand later on when you trade.



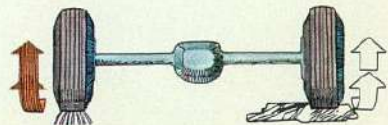
Cruise Control. Attain your desired speed, lightly touch the button in the end of your turn-signal indicator and Cruise Control will maintain that speed automatically. To disengage, simply touch the brake pedal. Wonderful for long-distance expressway driving. Available with all trim-size Pontiacs when the 400 or 455 V8 and Turbo Hydra-Matic transmission are also ordered.

If you take your driving seriously, you may wish the special "feel" of a Custom Cushion Steering Wheel (standard on Luxury Le Mans). The rim is covered in soft, pliable vinyl that "gives" when you squeeze. To give your Pontiac a real sports car look, specify the Formula wheel. It's available when you order power steering. It has a 14-inch diameter with soft, molded urethane foam rim that gives the look and feel of padded leather. A real "personalizer" for your Pontiac.



Infant Safety Carrier. This rear-facing seat is held snugly in place by front or rear seat belt. Built-in chest strap further safeguards baby. Upright section provides support for head and back. The infant safety carrier doubles as a handy, sturdy carrier for use outside the car.

Fully-tinted *Soft-Ray Glass* (not shown) may be ordered for the windshield or all windows (except convertible rear window). Recommended with air conditioning. Upper area of windshield is shaded to reduce glare.

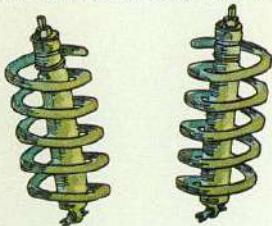


A bonus in safer driving is yours when you order *Safe-T-Track Differential*. This Safe-T-Track transfers torque to the rear wheel that has the best traction and is a decided help when encountering severe sand, mud, snow and ice conditions.

You may wish to ask your salesman about the performance axle ratio (V8, automatic transmission and in some cases heavy-duty radiator required).

If you plan to tow trailers or boats, you will assuredly want to discuss Pontiac trailer-towing packages with your salesman. It costs much more trying to adapt your Pontiac intermediate for trailering after delivery.

No standard passenger car is equipped to tow a trailer. Special equipment is necessary. And Pontiac provides it in distinct packages tailored to the model you're ordering and the needs you anticipate. Each package starts with a special constant-rate signal flasher and trailer light wiring harness. Then they change according to the car and the weight you intend to tow. For instance, most trim-size Pontiacs require a special heavy-duty frame. Ask for specific equipment requirements. Your salesman knows.



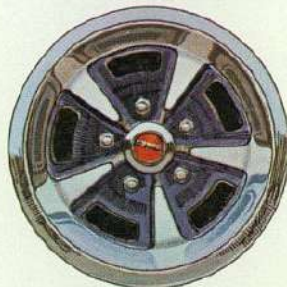
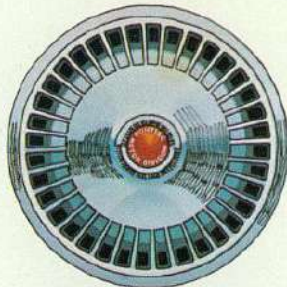
Firm Ride Suspension. These heavy-duty springs and shocks give you more feel of the road and excellent cornering characteristics. They're especially useful if you travel on rough roads.

A heavy-duty, 4-speed, close-ratio manual floor shift is available with the 400 V8 and 455 HO V8. A regular 4-speed manual floor shift is also available with the 350 or 400. A 3-speed heavy-duty manual floor shift is included with the GT and GTO options and is available with the convertible equipped with the 350 V8 or 400 4-bbl. V8.



Heavy-duty battery. Available on all Le Mans models, this option offers longer life, gives improved cranking (starting) ability and more power to operate accessories. Side-mounted terminals with 455 V8.

Wheels and Wheel Covers. After you've selected your Magic-Mirror color from the 14 standard Pontiac colors for 1972, one of the surest ways of putting your distinct signature on your new car is with special wheels or wheel covers. You see, below, the Deluxe wheel cover available on all Le Mans models (and only Le Mans models) and, at bottom, the smart Rally II wheel. A Honeycomb wheel (not shown) Le Mans shares with Grand Prix and Firebird may also be ordered. An inexpensive way to add instant "dress-up".



Here are some other suggestions you may well consider. The prices are low, the premium in personal pleasure is high. Rear window defogger. Bumper guards (not available with GTO or Endura styling options). Dual horns (standard on Luxury Le Mans). Extra lamps (under hood, trunk, etc.). Cordova Roof Top. Remote-control outside mirror. Vinyl-filled body side moldings. And, this year, how about a two-tone paint job? Very "in".

For complete information on 1972 options and accessories please ask your salesman.

Reassurance Features

Occupant Protection

- Seat belts with pushbutton buckles for all passenger positions
- Shoulder belts with pushbutton buckles—driver and right front passenger (except convertibles)
- Two front seat head restraints
- Energy-absorbing steering column
- Passenger-guard door locks with forward mounted lock buttons
- Safety door latches and hinges
- Folding seat back latches
- Energy-absorbing padded instrument panel and front seat back tops
- Contoured windshield header (except convertibles)
- Thick laminate windshield
- Padded sun visors
- Safety armrests
- Safety steering wheel
- Cargo-Guard
- Side-Guard Beam
- Fuel tank impact security
- Glove box and console door latch impact security
- Yielding windshield pillar moldings
- Smooth contoured door and window regulator handles
- Soft, low-profile window control knobs, coat hooks, dome lamp
- Two front seat belt retractors
- Shoulder belt anchorages for rear seat outboard occupants
- Pressure-lock radiator cap
- High-strength front seat anchorages and construction
- High-strength rear seat retention
- Stamped steel door hinges

Accident Prevention

- Side marker lamps and reflectors (front side marker lamps flash with directional signal)
- Parking lamps that illuminate with headlamps
- Four-way hazard warning flasher
- Backup lamps
- Lane change feature in direction signal control
- Windshield defrosters, washers and dual speed wipers
- Wide-view inside day/night mirror (vinyl-edged, shatter-resistant glass and deflecting support)
- Outside rear view mirror
- Dual master cylinder brake system with warning lamp
- Starter safety switch
- Dual-action safety hood latches
- Headlamp aiming access provision
- Low-glare instrument panel top, inside windshield moldings, wiper arms and blades, and steering wheel metallic surfaces
- Safety wheel rim
- Uniform shift quadrant
- No winged wheel nuts, discs and caps
- Self-adjusting brakes

Anti-theft

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

Specifications and Engines

SPECIFICATIONS		LEMANS	LEMANS SPORT	GT OPTION	GTO OPTION	LUXURY LEMANS
Body Styles		Coupe Hardtop Coupe 4-door Sedan	Hardtop Coupe (option) Convertible	Hardtop Coupe Sport Convertible	Coupe Hardtop Coupe	Hardtop Coupe 4-door Hardtop
Engines		250-1 — 350-2 400-2 400-4 455-4 455 HO (Coupes only)	250-1 — 350-2 400-2 400-4 455-4 455 HO	— 350-2 400-2 400-4 455-4 455 HO	— 400-4 455-4 455 HO	— 350-2 400-2 400-4 455-4
Transmissions		Standard Optional	3-speed Manual H.D. 3-speed Manual 4-speed Manual Automatic (2-speed) Hydra-Matic	3-speed Manual H.D. 3-speed Manual 4-speed Manual Automatic (2-speed) Hydra-Matic	H.D. 3-speed Manual 4-speed Manual Automatic (2-speed) Hydra-Matic	H.D. 3-speed Manual 4-speed Manual Hydra-Matic
Brakes		Drum (dia.) Gross Area	9.5 in. 155.5 sq. in.	9.5 in. 155.5 sq. in.	9.5 in. 155.5 sq. in.	9.5 in. 155.5 sq. in.
Steering Ratio		overall Power-variable	28.3:1 18.9-15.3:1	28.3:1 18.9-15.3:1	28.3:1 18.9-15.3:1	28.3:1 18.9-15.3:1
Turning Diameter (ft.)		curb-to-curb 2-door 4-door	37.4 38.6	37.4	37.4	37.4 38.6
Enerzizer		Standard 6 cyl. 8 cyl. Optional	45 amp. hr. 53 or 61 amp. hr. 62 or 76 amp. hr.	45 amp. hr. 53 or 61 amp. hr. 62 or 76 amp. hr.	53 amp. hr. 61, 62 or 76 amp. hr.	61 amp. hr. 62 or 76 amp. hr.
Suspension			Full Coil	Full Coil	Full Coil	Full Coil
Frame			Perimeter	Perimeter	Perimeter	Perimeter
Wheelbase		2-door 4-door	112.0 in. 116.0 in.	112.0 in.	112.0 in.	112.0 in. 116.0 in.
Length (overall)		2-door 4-door	202.8 in. 206.8 in.	202.8 in.	203.3 in.	202.8 in. 206.8 in.
Height (Coupe)			52.0 in.	52.0 in.	52.3 in.	52.0 in.
Width			76.7 in.	76.7 in.	76.7 in.	76.7 in.
Weight (App.)		— curb 2-door Hardtop Coupe	3293 lbs.	3293 lbs.	3714 lbs.	3582 lbs.
Tread front			61.0 in.	61.0 in.	61.0 in.	61.0 in.
Tires standard			F78-14	F78-14	G70-14	F78-14
Wheel size			14 x 5 in.	14 x 5 in.	14 x 7 in.	14 x 6 in.
Road clearance			4.3 in.	4.3 in.	4.3 in.	4.3 in.
Headroom		front rear	37.5 in. 36.3 in.	37.5 in. 36.3 in.	37.5 in. 36.3 in.	37.5 in. 36.3 in.
Legroom		front rear	42.8 in. 32.3 in.	42.8 in. 32.3 in.	42.8 in. 32.3 in.	42.8 in. 32.3 in.
Shoulder Room		front rear	58.4 in. 56.9 in.	58.4 in. 56.9 in.	58.4 in. 56.9 in.	58.4 in. 56.9 in.
Hiproom		front rear	59.5 in. 58.1 in.	59.5 in. 58.1 in.	59.5 in. 58.1 in.	59.5 in. 58.1 in.
Fuel Tank Capacity (app.)			15.8 Imp. Gal.	15.8 Imp. Gal.	15.8 Imp. Gal.	15.8 Imp. Gal.
Usable luggage space		luggage space	14.6 cu. ft.	14.6 cu. ft.	14.0 cu. ft.	14.6 cu. ft.

All Pontiac engines have been designed to operate efficiently on the no-lead or low-lead gasolines. In addition to the lower exhaust emissions attainable with this engine/fuel combination, there are benefits in 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 91 or higher may be used.

GENERAL MOTORS OF CANADA LIMITED OSHAWA, ONTARIO

The illustrations in this catalogue do not necessarily show standard colors, materials and equipment. General Motors of Canada Limited reserves the right to make changes at any time without notice, in prices, colors, materials, equipment, specifications and models, and also to discontinue models. This right may be exercised without incurring any responsibility with regard to cars previously sold.



ENGINES	250-1 SIX	*350-2 V8	400-2 V8	400-4 V8	455-4 V8	455 HO
Displacement (cu. in.)	250	350	350	400	400	455
H.P. @ rpm (Net)	110 @ 3800	160 @ 4400	165 @ 4000	175 @ 4000	220 @ 4000	300 @ 4000
Torque @ rpm (Net)	185 @ 1600	270 @ 2000	280 @ 2400	310 @ 2400	429 @ 2800	375 @ 2400
Compression Ratio	8.5:1	8.0:1	8.5:1	8.2:1	8.2:1	8.4:1
Carburetion	1 bbl.	2 bbl.	2 bbl.	2 bbl.	4 bbl.	4 bbl.
Bore x Stroke	3.875 x 3.63	3.875 x 3.75	4.00 x 3.48	4.12 x 3.75	4.12 x 3.75	4.15 x 4.21
Fuel	Regular	Regular	Regular	Regular	Regular	Regular
Oil System (less filter) (qts.)	3.3	4.2	3.3	4.2	4.2	4.2
Cooling System (qts.)	10.9	16.8	13.3	15.5	15.5	14.9
Exhaust System	Single	Single	Single	Single	Single (Dual GTO)	Dual
Clutch	9.12 in.	10.4 in.	10.34 in.	—	10.4 in.	—
Axle Ratio	3-speed Manual 4-speed Manual Automatic (2-speed) Hydra-Matic	3.08:1 3.23:1 2.78:1 2.56:1	3.08:1 3.23:1 3.08:1 2.73:1	— — — 2.73, 2.78:1	3.55:1 3.55:1 — 3.31, 3.23:1 3.55:1—GTO	— — — 3.31:1

*Selection of standard 350 V8 determined by model and options ordered.

†With dual exhaust 250 @ 4400 (H.P.)
†With dual exhaust 325 @ 3200 (Torque)