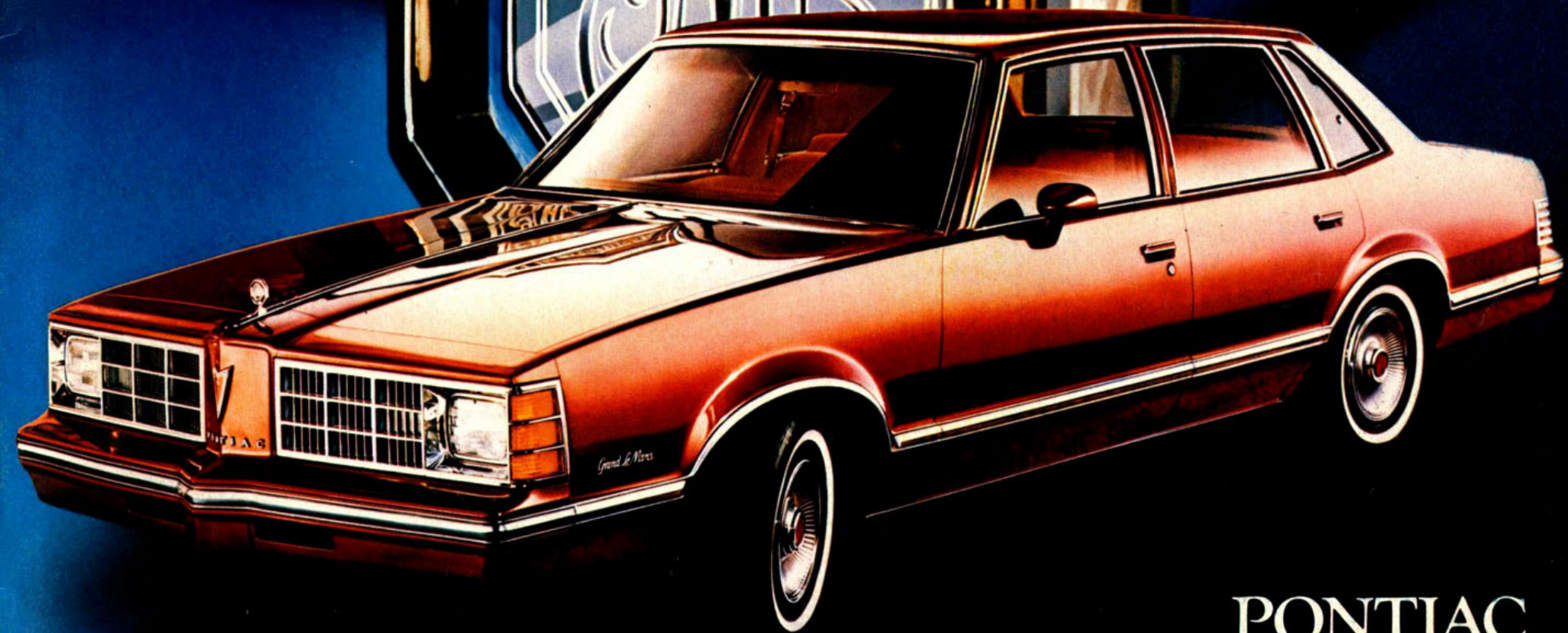


Le Mans 1978



PONTIAC

Grand Am

For a few years in the early seventies, one car came blazing on the scene to establish itself as one of North America's grand touring cars.

Well, now it's back.

With a totally new size. A dramatic new design. And with the same exciting mastery of the road.

Skeptical? Come along, my friend.

Gaze at Grand Am's special new front end. With its strong vertical grille. Single rectangular headlamps. And bold two-tone paint treatment on the bumpers and lower body.

And, you can also order painted upper body accent stripes with matching vinyl striping on the hood, rear-end panel and on the available body-colored sport mirrors.

Right: Trim. Taut. Tough. Terrific. The new Grand Am Coupe.

Below: Grand Am's central intelligence organization is beyond reproach. You can order rally gauges, tachometer and trip odometer.



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

Grand Am

Oh, and don't worry about this new mid-size Grand Am merely looking the part of a sport hero.

It's got guts, brother. A stinging 4.9 litre (301 CID) 2-bbl. V8. Automatic transmission. 2.29:1 axle ratio. 205/70x14 steel-belted radial tires with Radial Tuned Suspension. Not to mention power steering and power front disc brakes.

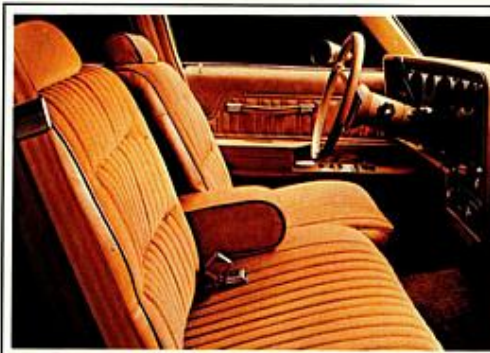
Grand Am's grand touring flair is also alive and well. Just open the door and you'll find custom notchback full-width seats in fine cloth fabric or all-vinyl material. Or available buckets. New quick readout dash with brushed chrome dials in regal walnut vinyl applique. (Also available with rally gauges and tachometer.) Carpeted lower door panels. Added acoustical insulation.

It's as if Grand Am has never left.

Far right: Four door's worth of great road touring machinery. The Grand Am Sedan.

Right: It's Grand Am's available 60/40 full-width seat. Shown in handsomely styled cloth. Available in custom vinyl.

For personalized touring, you can order Grand Am with bucket seats. Shown here (through the available sunroof) is soft vinyl. Also available in rich cloth.



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

Grand LeMans

The skeptics said it couldn't be done.

They said you couldn't design a car trim enough to meet the needs of the times. Roomy enough to carry six in comfort. And still exciting enough to satisfy Pontiac lovers.

They were wrong.

It's hard to believe how much luxury Pontiac has built into this year's Grand LeMans until you sit inside it.

The full-width seats have a new loose-pillow look in soft, crushed velour. The new instrument panel is impressively arranged with brushed chrome dials and regal walnut vinyl applique. Thick, cut-pile carpeting extends up the lower door panels. Even the luxury cushion steering wheel is richly padded.

You become even more impressed as you walk around this car. Those trim, clean contours. The handsome new grillwork. Single rectangular headlamps. And wide wraparound taillamps. This is Grand LeMans as its elegant best.

Right: The most luxurious yet. Grand LeMans Sedan.

Below: Grand LeMans instrument panel.



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

Grand LeMans

But the moment of truth comes when you take it on the road. Immediately, you're impressed with the way the new full-perimeter frame isolates road noise. The ready response of the standard 3.3 litre (200 CID) 2-bbl. V6 engine. Or available 3.8 litre (231 CID) V6 or 5.0 litre (305 CID) V8. The agility of Pontiac's Radial Tuned Suspension.

Perhaps most satisfying of all, you appreciate the pin-drop quiet. Pontiac has carried on an extensive noise-control program with these new mid-size cars. And it shows. Specially-tuned body mounts damp out vibration. One-piece carpet and headliner absorb sound. And new door and body seals seal out noise.

Pontiac's done it again! And it's all yours in the most luxurious LeMans yet.

Far right: Never trimmer. Never better. Grand LeMans Coupe. Even a moment inside will give you an idea of Grand LeMans' richness. The feel of crushed velour on standard full-width notchback bench seat or available 60/40 split or bucket seats. The airiness of swing-out rear-quarter windows on the Sedan. Available with power operation. And all the little touches—like a new bin-type glove box with integral coin holder.



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

LeMans

It's hard to image a better mid-size value than the 1978 LeMans. It's where Pontiac's new LeMans series begins.

The styling is trim, clean and contemporary. With an eye-catching new cross-hatch grille. New large single rectangular headlamps. Tasteful accents.

To help keep the new look new, Pontiac has built extensive corrosion-resistance into LeMans. With special rust-inhibiting steels. Zinc-rich primers. Moisture repelling sealants. And tough acrylic finishes.

Inside, you'd swear that there was some mistake. This couldn't possibly be Pontiac's base-priced mid-size car. But it is! With full-width seats in a beautiful new fabric. Deluxe cushion 3-spoke steering wheel. Fully upholstered door panels. Nice, thick-pile carpeting. And ample room for six.

Pontiac engineers have been able to give you even more head, leg and trunk room than last year's LeMans. By slimming the seats, but not the comfort. Lowering the floor. Recessing the armrests. The new design even makes it easier to get in and out of the car.

Right: The trim new LeMans Sedan with available exterior decor package.

Below: LeMans' stylish new instrument panel is easy to read, easy to service. All components are now accessible from the front.



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



LeMans

Servicing this all-new LeMans is easier, too. Many components, like the air conditioner and heater cores, are now combined into single modular units for fast, easy attention. Most instrument panel dials and gauges are removable from the front—another time saver should you need to change a bulb. There's also a "Freedom" Battery that never needs water.

In case you're wondering whether Pontiac had to sacrifice performance to give you all this, relax. If anything, engine performance is enhanced. In addition to the standard 3.3 litre (200 CID) 2-bbl. V6, there are two available engines...the 3.8 litre (231 CID) 2-bbl. V6, now re-designed for more even torque impulses, and the 5.0 litre (305 CID) 2-bbl. V8.

Of course, this totally new LeMans gives you the manoeuvrability of Pontiac's Radial Tuned Suspension. It's standard.

The 1978 LeMans. It's hard to image a better mid-sized buy.

Far right: An amazing value, this new LeMans Coupe.

Right: Look inside, this richly upholstered full-width seat is standard on LeMans. Then take a trip around LeMans' trim new contours and you'll discover the softness of an available padded Landau top with formal quarter windows. Or the available Cordova top. The contemporary style of single rectangular headlamps and wide wraparound taillamps. The big new trunk—with more usable space than last year. Then discover how much you want this new LeMans for yourself.



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

Grand LeMans Safari LeMans Safari

The 1978 LeMans Safaris are quite unlike any LeMans wagons of the past.

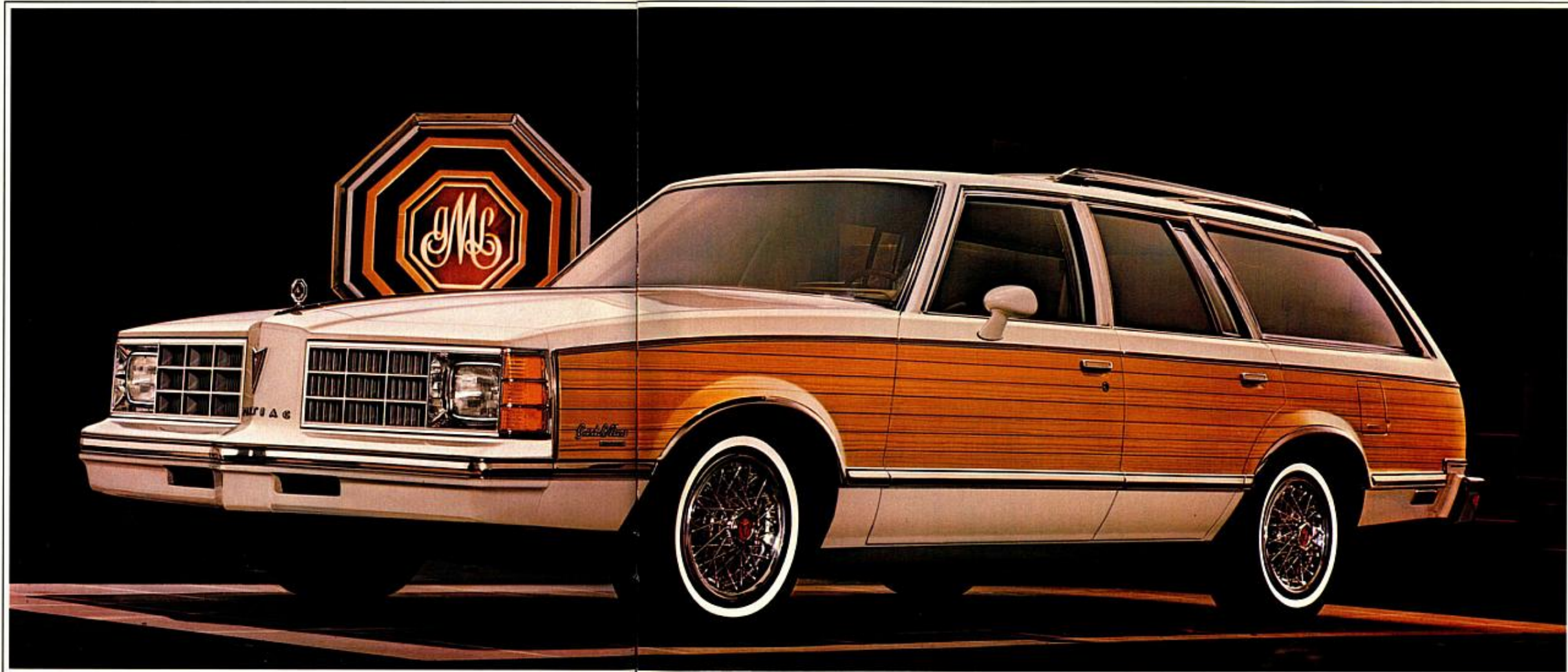
They're totally re-designed mid-size wagons. The products of more computerized engineering than any intermediate wagon in Pontiac history. Scientifically designed for excellence. Functionally resized. Beautifully restyled. Built for today. And tomorrow.

The roomier, more space efficient interior boasts more front and rear legroom than last year's mid-sized wagons.

The space handles more cargo than you might know what to do with. 1962 litres (69.2 cu.ft.) of load room to be exact.

Nothing better exemplifies the pure practicality of these new mid-size wagons than the new tailgate. The window swings up. The gate pulls down. Putting over a foot and a half of usable loading length at your disposal. It's simple. Convenient. And easy-to-operate.

Right: The 1978 Grand LeMans Safari. The luxury of LeMans wagoning.
Below: Safari's available 60/40 full-width seating is bound to leave you with a comfortable feeling.



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

Grand LeMans Safari LeMans Safari

LeMans Safari even comes with freeway-tough 3.8 litre (231 CID) V6. With automatic transmission, power front disc brakes, fibreglass-belted radials and Pontiac's own Radial Tuned Suspension. All standard.

The trim, new Grand LeMans Safari and LeMans Safari. They're totally redesigned. Totally resized. Totally remarkable. The best LeMans wagons yet!

Far Right: LeMans Safari. For those who know a great bargain when they see one.

Below: LeMans Safari's standards are far from Spartan. Just look at its standard full-width vinyl seating.

Right: The spare gets stowed under the floor. Out of the way. Open wide and say "wow". There's 196.2 litre (69.2 cu.ft.) of utility room. Standard.



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

Facts and Figures

MODELS

LeMans: Coupe and Sedan
Grand LeMans: Coupe and Sedan
Grand Am: Coupe and Sedan

POWER TEAMS

Standard Engines:
LeMans/Grand LeMans: 3.3 litre (200 CID) 2-bbl. V6
Grand Am: 4.9 litre (301 CID) 2-bbl. V8
Available Engines:

LeMans/Grand LeMans: 3.8 litre (231 CID) 2-bbl. V6
5.0 litre (305 CID) 2-bbl. V8

Grand Am: 4.9 litre (301 CID) 4-bbl. V8

Standard Transmissions:
LeMans/Grand LeMans: 3-speed manual floor shift.
Grand Am: Automatic.

Available Transmissions:
4-speed manual floor shift. (Available with 3.8 litre (231 CID) 2-bbl. V6 on sedans and coupes except Grand Am).
Automatic.

STANDARD INTERIOR FEATURES

Standard LeMans Features

All-new styling with more front and rear headroom and legroom and more usable trunk space. Full-width front seat in newly-styled cloth and vinyl. Fully upholstered door panels. Instrument panel with new regal walnut vinyl applique. New column-mounted dimmer switch. Deluxe cushion 3-spoke steering wheel. Single-buckle seat and shoulder belt system. Tilt-type inside non-glare mirror. Luggage compartment mat. Cigarette lighter. Speedometer graduated in kilometres per hour as well as miles per hour (odometer registers kilometres). Nylon-blend, cut-pile carpeting. High/low level body ventilation. New bin-type glove box with integral coin holder.

Special Grand LeMans Features

New loose-pillow design full-width velour seats with fold-down center armrest. New custom color-keyed seat belts. Luxury cushion steering wheel. Door panel pull straps. Carpeted lower door panels. Dome lamp switches on all doors. Added acoustical insulation. Dual horns.

Special Grand Am Features

Choice of notchback full-width front seats or front bucket seats in cloth and vinyl or all-vinyl. Carpeted lower door panels. Door panel pull straps. Dual horns. Added acoustical insulation. Dome lamp switches on all doors.

STANDARD EXTERIOR FEATURES

Standard LeMans Features

All new car in a trimmer size. Single rectangular headlamps. New Pontiac crest and nameplate on the front end panel. Wide wraparound taillamps. Resilient, energy-absorbing front and rear bumper with rub strips. "LeMans" nameplate on front fender. Deck lid lock cover with crest. Concealed windshield wipers. Left-hand outside manual control chrome mirror. Wheel opening, windshield and window moldings. Hubcaps with Pontiac crest.

Special Grand LeMans Features

Stand-up hood ornament. Body-color inserts in outside door handles. Special identification on fenders and deck lid. Peripheral-type body lower side molding. Hood center and rear-edge moldings. Wheel opening and rocker panel moldings. Windowsill and side window reveal moldings.

Special Grand Am Features

Specific front end design with two-tone painted bumpers. Distinctive two-tone paint treatment on lower body. "Grand Am" nameplates. Bright body moldings. Body-colored door handle inserts.

STANDARD CHASSIS FEATURES

Full perimeter-type frame. Front disc brakes, rear drum on LeMans/Grand LeMans, Power brakes on Grand Am. Manual steering on LeMans/Grand LeMans. Power steering on Grand Am. High Energy Electronic Ignition. Catalytic converter. Compact spare tire. Radial Tuned Suspension including: 185/75R14 fiberglass-belted black-wall radial tires, (205/70R14 blackwall steel-belted on Grand Am), front stabilizer bar (and rear stabilizer bar on Grand Am), and 4-wheel computer-selected coil springs.

DIMENSIONS Millimetres (inches)	Coupes	Sedans
Overall length	5061 (199.3)	5041 (198.5)
Overall width	1839 (72.4)	1839 (72.4)
Wheelbase	2745 (108.1)	2745 (108.1)
Track, front/rear	1486/1467 (58.5/57.8)	1486/1467 (58.5/57.8)
Headroom, front/rear	953/956 (37.5/37.6)	983/957 (38.7/37.7)
Legroom, front/rear	1089/894 (42.9/35.2)	1086/965 (42.8/38.0)
Hiproom, front/rear	1316/1384 (51.8/54.5)	1326/1412 (52.2/55.6)
Shoulder room, front/rear	1445/1406 (56.9/55.3)	1442/1450 (56.7/57.1)
Fuel tank capacity	66 litres (14.5 gals)	66 litres (14.5 gals)
Luggage space	464 litres (16.4 cu. ft.)	464 litres (16.4 cu. ft.)

POPULAR EQUIPMENT AVAILABLE

Custom air conditioning. Automatic temperature control air conditioning. Electric rear window defroster. Controlled cycle windshield wipers. Luxury cushion steering wheel (std. on Grand LeMans). Electrical dial clock. Electronic digital clock. Padded landau top. Full padded vinyl roof (N.A. Grand Am Sedan). Radios: AM/FM, AM/FM stereo, AM/FM stereo & stereo 8-track tape player, AM & stereo 8-track tape player, AM/FM stereo & cassette tape player, AM/FM stereo with digital clock. Rear radio speakers. Remote-control (left- and right-hand) sport mirrors. Left-hand remote control, with right-hand fixed sport mirrors. Left-hand remote-control chrome mirror. 6-way power seat adjuster. Power door locks. Power windows. Power steering (std. on Grand Am). Power brakes (std. on Grand Am). Power glass or metal sunroof. Reclining passenger seat. Remote-control deck lid release. Dome, courtesy and reading lamps. Tilt steering wheel. Cruise control (avail. only with power brakes and Automatic transmission). Sporty console (avail. with bucket seats on Grand LeMans and Grand Am). New deluxe wheel covers. Custom wheel covers. Rally wheels with trim rings. Wire wheel covers. Cast aluminum wheels. Two-tone accent stripes. Rally gauge cluster and trip odometer. (Available with or without tachometer). Safe-T-Track rear axle. Super cooling radiator. Heavy-duty battery. Soft-ray glass. Custom pedal trim plates. Front and rear bumper guards. LeMans Custom exterior package includes hood ornament and moldings on windowsill, centre hood and rocker panel. Luggage compartment trim. Rally RTS Handling Package includes: 205/70R14 black steel-belted radial tires (white sidewall or white letter available), large front and rear stabilizer bars. Super-lift shock absorbers. Firm-ride suspension. Automatic level control.

Safari Facts and Figures

MODELS

LeMans Safari 2-seat Wagon
Grand LeMans Safari 2-seat Wagon

POWER TEAMS

Standard Engine:
3.8 litre (231 CID) 2-bbl. V6
Available Engines:
5 litre (305 CID) 2-bbl. V8
4.9 litre (301 CID) 4-bbl. V8
Standard Transmission: Automatic.

STANDARD INTERIOR FEATURES

Standard LeMans Safari Features

Deluxe cushion steering wheel. Convenient column-mounted dimmer switch. Simulated wood applique on instrument panel trim plate. Speedometer graduated in kilometres per hour as well as miles per hour (odometer registers kilometres). All-vinyl interior trim. Fully upholstered door trim panels. Nylon-blend, cut-pile carpeting. Single buckle seat and shoulder belt system. Stowage compartment under cargo load floor. Textured steel cargo floor painted with vinyl paint. High-low body ventilation. All-new compact spare tire.

Special Grand LeMans Safari Features

Luxury cushion steering wheel. Carpeted lower door panels. Convenient pull straps on all doors. Dome lamp switches on all doors. Added acoustical insulation.

STANDARD EXTERIOR FEATURES

Standard LeMans Safari Features

All-new totally redesigned car with trimmer size and more front and rear legroom. Stylish single rectangular headlamps. Resilient front end panel with body-colored bumper. Bright bumper strips. Concealed windshield wipers. Convenient lift-type tailgate window with fold-down tailgate. Energy-absorbing front and rear bumper system. Hubcaps with Pontiac crest. Wheel opening moldings. Bright license pocket molding. Roof drip moldings.

Special Grand LeMans Safari Features

Stylish simulated woodgrain siding. Hood windsplit molding and stand-up hood ornament. Body-color inserts in outside door handles. Dual horns. Rocker panel moldings. Windowsill moldings. Side window reveal moldings. Specific Grand LeMans Safari identification.

STANDARD CHASSIS FEATURES

Power front disc brakes, rear drum brakes. Radial Tuned Suspension with 195/75R14 fiberglass-belted radial tires. Computer-selected springs. Perimeter frame for smooth tuned ride. 4-wheel coil spring suspension.

POPULAR EQUIPMENT AVAILABLE

Custom air conditioning. Automatic temperature control air conditioning. Front bumper guards. Rear bumper guards. Load floor cover carpet. Digital clock. Electric dial clock. Console. Cruise control. Rear window deflector. Electric rear window defroster. Rally gauge cluster with trip odometer (available with and without tachometer). Soft-ray glass all windows. Rally RTS Handling Package including larger front stabilizer bar and rear stabilizer bar. Dual horns. Additional acoustical insulation. Lamp group. Dome/reading lamp. Luggage carrier. Illuminated visor RH mirror. LH remote control sport. RH manual adj. mirrors. LH remote control chrome mirror. Power antenna. Power door locks. Remote control tailgate release. Power rear vent windows. Power seat, driver's side. Power steering. Reclining passenger seat. Automatic level control shock absorbers. Superlift shock absorbers. Firm ride suspension. Tilt steering wheel. Controlled cycle windshield wipers. Custom finned wheel covers. Cast-aluminum wheels. New deluxe wheel covers. Wire wheel covers. Rally II or body-colored Rally II wheels and with trim rings. LeMans Safari Custom Exterior Package including hood ornament, hood center molding, windowsill molding and rocker panel

moldings. Custom sport steering wheel. Luxury cushion steering wheel (std. Grand LeMans Safari). Upper body accent stripes. Body side moldings (avail. in bright/black on LeMans Safari, woodtone on Grand LeMans Safari). Extra-cost notchback full-width seat and extra-cost 60/40 full-width seat avail. LeMans Safari. Extra cost notchback full-width seat, extra cost Custom 60/40 full-width seat and extra cost Custom bucket seats avail. Grand LeMans Safari.

DIMENSIONS Millimetres (inches)

Grand LeMans & LeMans Safari

Wheelbase	2745 (108.1)
Overall length	5025 (197.8)
Overall width	1814 (72.6)
Tread front	1486 (58.5)
rear	1467 (57.8)
Headroom front	983 (38.7)
rear	985 (38.8)
Legroom front	1086 (42.8)
rear	912 (35.9)
Hiproom front	1326 (52.2)
rear	1412 (55.6)
Shoulder room front	1442 (56.8)
rear	1450 (57.1)
Cargo volume (litres) (cu. ft.)	1962 (69.2)
Length of cargo space at floor	2062 (81.2)
Minimum distance between wheelhouse at floor	1108 (43.6)
Rear-end opening width at belt	1312 (51.6)
Maximum height at rear opening (tailgate open)	700 (27.6)
Fuel Tank Capacity	68 litres (15.0 gal.)

A WORD ABOUT THE COMPONENTS AND OPTIONAL EQUIPMENT IN THESE VEHICLES.

The vehicles described in this brochure incorporate thousands of different components produced by General Motors of Canada Limited and related companies and by various suppliers to General Motors of Canada or related companies. From time to time during the manufacturing process it may be necessary in order to meet public demand for particular vehicles or equipment, or to meet federally mandated emission and safety requirements or fuel economy guidelines, or for other reasons, to produce vehicles with different components or differently sourced components than initially scheduled. All such components have been approved for use in our products by General Motors of Canada Limited or related companies and will provide the quality performance associated with our name.

With respect to extra cost optional equipment, make certain you specify the type of equipment you desire on your vehicle when ordering it from your dealer. Before taking delivery of the vehicle, we suggest you verify that it includes the optional equipment that you ordered or if there are changes, they are acceptable to you.

A WORD ABOUT ENGINES: Pontiacs shown in this brochure are equipped with GM-built engines produced by various divisions. See the engine chart at your Dealer's for complete details about engine sources and availability.

Exterior colors

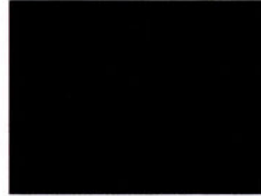
Colors shown are representative only. Printed reproduction does not permit accurate color fidelity. Actual colors may be seen at your Pontiac-Buick dealer's.



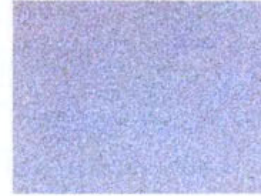
11. Cameo White



15. Platinum Metallic



19. Starlight Black



22. Glacier Blue Metallic



44. Seafoam Green Metallic



61. Desert Sand



63. Laredo Brown Metallic



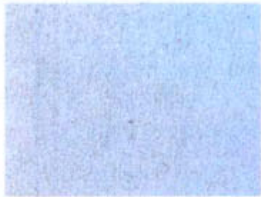
67. Ember Mist Metallic



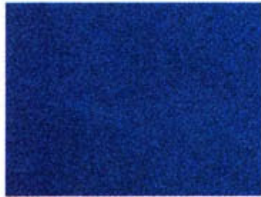
69. Chesterfield Brown Metallic



77. Carmine Metallic



21. Dresden Blue



29. Nautilus Blue Metallic



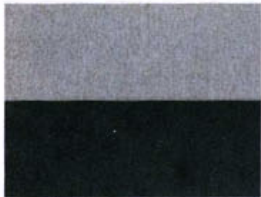
45. Mayfair Green



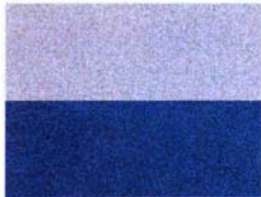
79. Claret Metallic



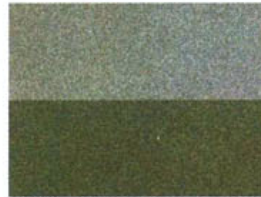
72. Roman Red Special



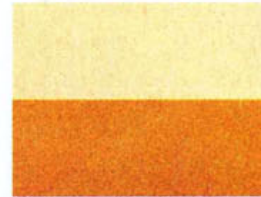
15. Platinum
16. Charcoal Grey



22. Glacier Blue
29. Nautilus Blue



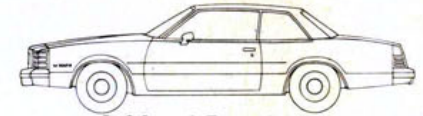
44. Seafoam Green
45. Mayfair Green



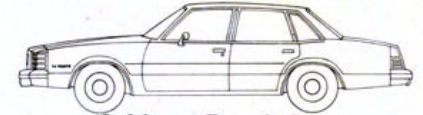
61. Desert Sand
56. Burnished Gold



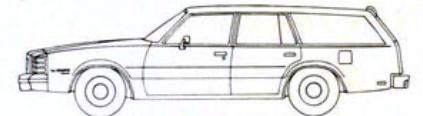
79. Claret
77. Carmine



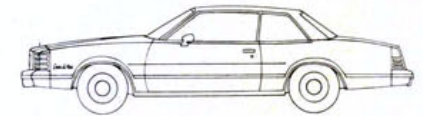
LeMans 2-Door Coupe



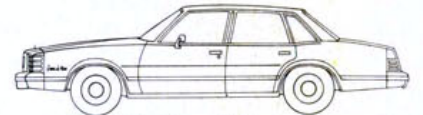
LeMans 4-Door Sedan



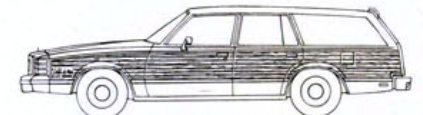
LeMans 4-Door Safari



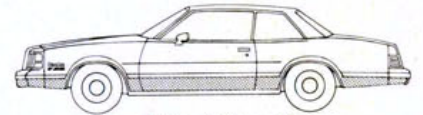
Grand LeMans 2-Door Coupe



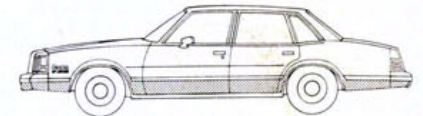
Grand LeMans 4-Door Sedan



Grand LeMans Safari



Grand Am 2-Door Coupe



Grand Am 4-Door Sedan

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