

# PONTIAC 1977

Grand LeMans / LeMans Sport Coupe  
LeMans / Grand LeMans Safari / LeMans Safari



# GRAND LE MANS.

Appointed like a luxury sport.  
Priced like a mid-size.  
Great like a Pontiac.

*Even the sheetmetal has an affluent luster. Grand LeMans 4-Door Hardtop Sedan.*



Hey, everybody knows how great a Grand LeMans looks from the outside. The dramatic new grille. The rectangular lights. It's Pontiac from the word go. But a few poor souls have never had the pleasure of seeing just how great a new '77 Grand LeMans looks on the inside. They've never known the joy of unwinding on seats richly upholstered in fine cloth or Morrokide.

They've never felt the satisfaction of having Grand LeMans thick cut-pile carpet underfoot. Or of gripping the new luxury cushion-steering wheel. Or looking at an instrument cluster that's straight out of a Grand Prix. They've never seen the padded upper door panels. Or flicked the column-mounted dimmer switch.

Obviously, they've missed out on a big chunk of the good life. They've missed out on the engineering of this new Grand LeMans, too. Like Pontiac's famed Radial Tuned Suspension with radial tires. It's standard. Or the 250 CID 6 cylinder engine that's standard. Or one of the two available V-8s† you can order for your Grand LeMans.

You'll have to decide between the 2-Door Hardtop Coupe or the 4-Door Hardtop Sedan. But either way, you'll be getting Pontiac's most luxurious mid-sized car. And that's a pleasure nobody should miss.

†See Facts and Figures page for availability.

*If the word sleek didn't exist, it would have been invented to describe the new Grand LeMans 2-Door Hardtop Coupe.*

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



*The instrument cluster is straight out of Grand Prix. Custom Sport steering wheel and rally gauges are available.*

*This richly upholstered 60/40 full-width seat is available.*

*Choose these available buckets or the standard full-width seat.*



# LE MANS SPORT COUPE.

That Wide-Track spirit of GTO is alive and well in Pontiac's sportiest mid-sized car.

Pontiac's always had a way with sporty road machines. This year it's the same great story. Wrapped in a great new LeMans Sport Coupe. That aggressive new grille. Those rectangular head lights. The lowered rear quarter windows. If you get the feeling this beauty is yearning to gobble up a few hundred miles of asphalt, you've got the right feeling.

And LeMans Sport Coupe's got the equipment to pull it off. A six cylinder engine is standard. So is Pontiac's super Radial Tuned Suspension with radial tires. Together, they can do wondrous things to a road. Two of Pontiac's toughest V-8s are available. As is the Rally RTS Handling Package. With GR70-15 white or white-lettered radials and some very thick front and rear stabilizer bars.

The Wide-Track spirit of comfort lives inside this new Sport Coupe. High-back lateral support buckets are optional at no extra cost. But if you've got a thing for having two good friends in the front seat with you, there's a notchback full-width seat standard. Think about a full set of Rally gauges. And a Custom Sport steering wheel. They're all available this year.

But mostly, think about the fun of gobbling up a few hundred miles of asphalt. Behind the wheel of your very own new LeMans Sport Coupe.

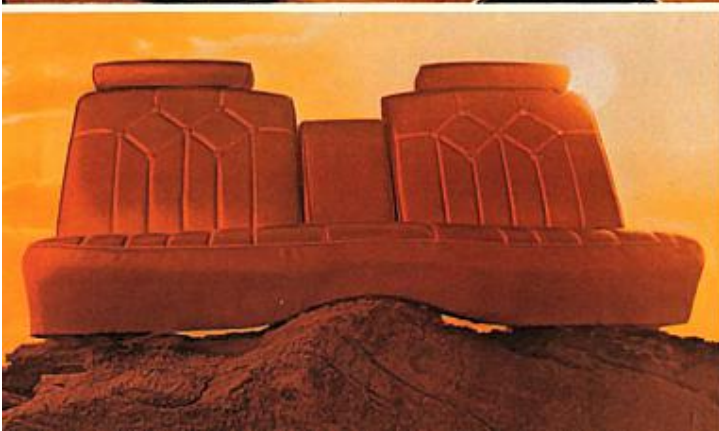
(See Facts and Figures page for availability)

*Below and right, Those sporty lowered windows and accent stripes are just a hint of what is available for the new LeMans Sport Coupe.*



*Rally 'round the gauges, boys! Full instrumentation is available. A notchback full-width seat or high-rise buckets (below) are standard, so you can have a choice.*

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



# LE MANS.

Pontiac's had  
16 years of experience  
building mid-sized cars.  
And it shows.

You don't learn to build a low-priced value as great as the 1977 LeMans overnight.

It takes years of honing and refining to come up with lines as sleek and sinewy as this beauty.

The bold new grille. The rectangular lights. The sculpted side treatment. It's dynamite.

LeMans' kind of comfort didn't just pop up one morning either.

The handsome full-width cloth seats. The new deluxe cushion steering wheel. The cut-pile carpet. The generous use of simulated rosewood applique.

Obviously, LeMans benefits from an extensive knowledge of interior design.

And with a name like LeMans, you know the Wide-Track people weren't about to hold back when it came to the engineering.

Pontiac's renowned Radial Tuned Suspension with radial tires is standard. It'll move you down the road and through the corners with typical Pontiac aplomb.

A six cylinder engine is standard and two V-8s are also available.† It's been designed for the performance requirements of today's world.

And Pontiac built the mid-sized LeMans with an understanding that people sometimes like to add their own little touches.

So LeMans' list of available equipment is one of the longest in the industry.

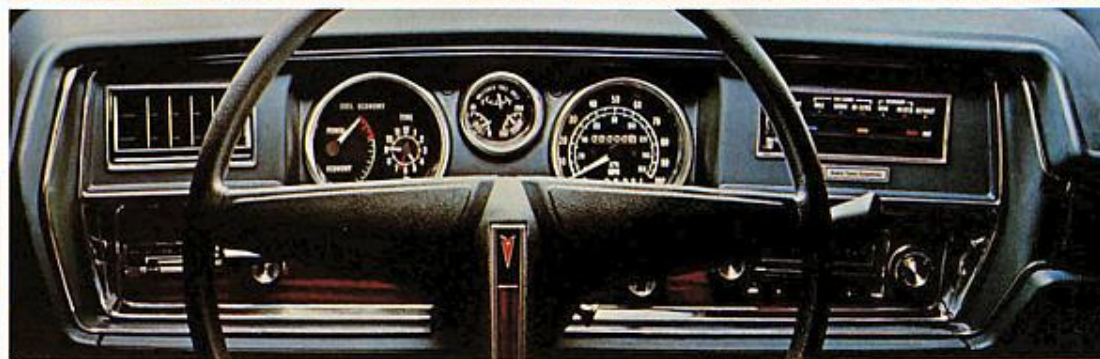
Experience. It shows in every facet of Pontiac's lowest-priced mid-sized car. You'll understand the minute you experience a new 1977 LeMans for yourself.

†See Facts and Figures page for availability.

*Even when the Wide-Track people get practical they get beautiful. The new LeMans 4-Door Sedan.*

*Now you can see why moving up to a Pontiac has become the North American way. LeMans 2-Door Hardtop Coupe.*

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



*Think of how beautiful the world could look from behind the wheel of a new LeMans. This full-width seat (right) sets a very high standard. This extra cost full-width seat (left) is even better.*





## THE LEMANS SAFARIS.

The sporty good looks of a mid-sized Pontiac in two new wagons that can really deliver the goods.

A lot of station wagons are nothing more than station wagons. They do what they're supposed to do—haul people and things. But they don't do it with very much enthusiasm. Then there's the Grand LeMans Safari. Pontiac's most luxurious mid-sized wagon.

Not just luxurious. But sporty, as well. In its full-width Morrokide seating. Its new soft-cushion steering wheel. And its plush cut-pile carpeting—on the floor, on the doors and even on the cargo floor if you so specify.

Outside, it's the same happy story. A bold new grille. Hood ornament and windsplit molding. Rich simulated woodgrain siding. And generous dashes of color and trim.

Yes, the Grand LeMans Safari has the power to draw crowds. And the power to leave crowds behind—with its new 5.0 litre (301 CID) V-8†.

Yet the Grand LeMans is still every bit a station wagon. With 85.1 cubic feet of cargo space. Ample space for puppets or peatmoss or whatever.

And to help you unload your whatever, it has an easy-lift tailgate.

If the Grand LeMans sounds too rich for your blood, consider the LeMans Safari.

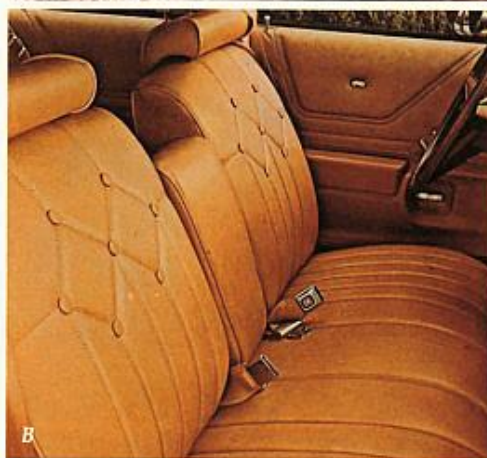
It's priced a bit lower. But it's just as capable and dependable. Just as spacious. And it corners just as well—with Pontiac's Radial Tuned Suspension.

Both LeMans Safaris offer a host of available features. From Rally II wheels to automatic temperature control air conditioning. Even an AM/FM stereo radio with digital clock.

The Grand LeMans Safari. The LeMans Safari. Two mid-sized wagons that turn every delivery into a very special delivery.

†See Facts and Figures page for availability

The Grand LeMans Safari.  
Full-sized luxury in a mid-sized wagon.



A. The LeMans Safari is loaded with some of Pontiac's best features before it's loaded with yours. Exterior features include a stylish new grille and dual rectangular headlamps.

B. You're sitting pretty in custom full-width seats, available on LeMans Safari.

C. With a new 5.0 litre (301 CID) V-8†, the LeMans Safari can really haul.

D. There's loads of excitement in the LeMans Safari, with over 85 cubic feet of cargo space.

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



# Exterior colors



11. Cameo White



13. Sterling Silver



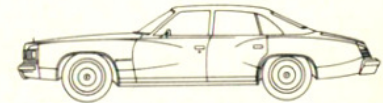
19. Starlight Black



29. Nautilus Blue



Grand Le Mans 2-Door Coupe



Grand Le Mans 4-Door Sedan



36. Firethorn Red



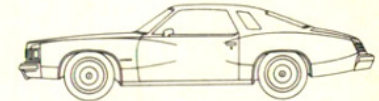
61. Mojave Tan



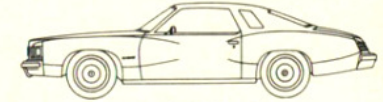
69. Brentwood Brown



78. Mandarin Orange



2-Door Le Mans Sport Coupe



2-Door Le Mans Coupe



48. Berkshire Green



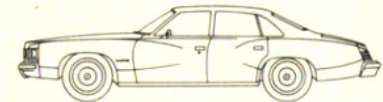
50. Cream Gold



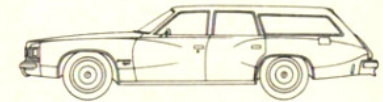
72. Roman Red



22. Glacier Blue



4-Door Le Mans Sedan



4-Door Le Mans Safari

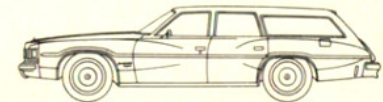


44. Bahia Green



63. Buckskin

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



4-Door Grand Le Mans Safari

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