

Grand Prix 1978



PONTIAC

Grand Prix LJ.

This year, a totally new car has earned the right to bear the Grand Prix name. To symbolize Pontiac's dedication to styling flair and exciting performance. To engineering innovation and luxury that never gets in the way of driving.

For people who delight in an extra measure of luxury, there's an extra luxurious Grand Prix called Grand Prix LJ.

The subtle richness of LJ's wide rocker moldings and body-colored mirrors are just a hint of all the attention to detail you'll encounter when you slip behind the luxury cushion wheel.



The loose-pillow look is standard on LJ. The 60/40 split is available.



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

Grand Prix SJ.

Grand Prix SJ is built for people who get really serious about their driving fun.

Accent stripes, sport mirrors and Pontiac's gleaming cast aluminum wheels help distinguish the SJ on the outside.

SJ moves with a 4.9 litre (301 CID) 4-bbl. V8, an automatic transmission, power steering, power brakes, 195/75R×14B radial blackwall tires and Pontiac's responsive Rally RTS handling package is available. Obviously, you can get very serious about driving in a Grand Prix SJ.

Grand Prix SJ's buckets have lots of lateral support. Very comforting in a corner.

The instrumentation on Grand Prix SJ. Complete, easy to read, and standard.



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

Grand Prix.

One look reveals this new car's lineage. The clean lines. The new radiator-style grille. The tailored cut of the new roofline. The styling has a strength that's unmistakably Grand Prix.

Inside, this trim new Grand Prix will surprise you with its roominess. With more headroom and legroom than last year's Grand Prix. More trunk space too. A responsive 3.8 litre (231 CID) V6 is standard this year.

Now you know how this new automobile has earned the Grand Prix name.



462 litres (16.3 cu. ft.) of trunk space.



Grand Prix's standard notched-back full-width seat.



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

1978 Grand Prix. The one you'll never forget.



Viscount seats are real leather with vinyl holsters. Available on SJ and LJ models only.



60/40 Bench Seat Available: Grand Prix, Grand Prix LJ

Bucket Seats Standard: Grand Prix SJ Available: Grand Prix, Grand Prix LJ

Notched Back Bench Seat Standard: Grand Prix, Grand Prix LJ

Facts and Figures.

MODELS

Grand Prix
Grand Prix SJ
Grand Prix LJ

POWER TEAMS

Standard engine, Grand Prix:
3.8 litre (231 CID) 2-bbl. V6
Standard engine, Grand Prix SJ:
4.9 litre (301 CID) 4-bbl. V8
Standard engine, Grand Prix LJ:
4.9 litre (301 CID) 2-bbl. V8
Available engines:
4.9 litre (301 CID) 2-bbl. V8 (Grand Prix)
4.9 litre (301 CID) 4-bbl. V8 (Grand Prix and Grand Prix LJ)
Standard transmission, Grand Prix:
manual 3-speed
Standard transmission,
Grand Prix SJ and Grand Prix LJ: automatic
Available transmission, Grand Prix: automatic

STANDARD INTERIOR FEATURES

Standard Grand Prix Features

All new interior with more head, leg and trunk room than last year's Grand Prix. Deluxe cushion steering wheel. Column-mounted dimmer switch. Simulated regal walnut instrument panel trim plate. Electric clock. Notched-back full-width seat with fold-down center armrest in cloth and vinyl or all-vinyl. All-foam construction front and rear seats. Nylon-blend, cut-pile carpeting. Carpeted lower door panels. Door pull straps. High-low level body ventilation. Luggage compartment mat.

Special Grand Prix SJ Features

Instrument panel pad with a custom-stitched look. Rally gauges, clock and trip odometer. Custom sport steering wheel. Lateral support deep contour front bucket seats in all-vinyl. Center console. Custom pedal trim plates. Custom color-keyed seat and shoulder belts. Added acoustical insulation.

Special Grand Prix LJ Features

Instrument panel pad with a custom-stitched look. Luxury cushion steering wheel. Custom notched-back full-width seat with fold-down center armrest and new loose-pillow look in velour. Cloth and vinyl buckets available at no extra cost. Center console (with bucket seats). Custom pedal trim plates. Rear quarter courtesy lamps. Custom color-keyed seat and shoulder belts. Added acoustical insulation.

STANDARD EXTERIOR FEATURES

Standard Grand Prix Features

All new exterior styling in new trimmer size. Dual rectangular headlamps. Stand-up hood ornament and

windsplit molding. Formal roofline with formal rear quarter windows. Wide rocker panel moldings. Energy-absorbing front and rear bumper with rub strips. Deck lid lock cover. Hubcaps with Pontiac crest.

Special Grand Prix SJ Features

SJ identification. Body-color sport mirrors, driver's side remote controlled. Accent stripes. Wide rocker panel moldings with extensions. Cast aluminum wheels.

Special Grand Prix LJ Features

LJ identification. Body-color sport mirrors, driver's side remote controlled. Wide rocker panel moldings with extensions. Deluxe wheel covers.

STANDARD CHASSIS FEATURES

Manual steering (power steering, SJ & LJ). Manual brakes, front disc, rear drum (power brakes standard on SJ & LJ). High-Energy Electronic Ignition. Radial Tuned Suspension with 195/75R14 steel-belted radial tires. Freedom battery.

DIMENSIONS millimetres (inches)

Overall length	5110 (201.2)
Overall width	1849 (72.8)
Wheelbase	2745 (108.1)
Track, front/rear	1486/1467 (58.5/57.8)
Headroom, front/rear	948/956 (37.3/37.6)
Legroom, front/rear	1089/928 (42.9/36.5)
Shoulder room, front/rear	1425/1424 (56.1/56.1)
Hiproom, front/rear	1314/1304 (51.7/51.5)
Trunk capacity	462 litres (16.3-cu. ft.)
Fuel tank	57 litres (12.5 gals.)

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



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



Grand Prix



Grand Prix SJ



Grand Prix LJ

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