

PONTIAC 1977 Grand Prix



THE GREAT GRAND PRIX CLASSICS:

1963-1977

Calling a contemporary automobile a classic doesn't have to be a contradiction in terms.

In 1963, Grand Prix surged onto the scene with a look so new, it was acclaimed by many as the most contemporary car on wheels.

And yet there was a timelessness about that styling. A cleanliness. A purity of form that was recognized as classic.

An auspicious beginning for any automobile. But the first Grand Prix had even more to offer.

It gave the full-sized car buyer more than just comfort and quiet. For that first Grand Prix was a driving machine.

With four on the floor Buckets. And a virile 389 Pontiac V-8. But by the time the competition figured out the first Grand Prix, Pontiac started a whole new ball game, with the totally new '69 Grand Prix.

It was smaller than past Grand Prix. With a stunning new long hood, short deck design that called to mind the Duesenberg.

Sales boomed. But the Wide Track people weren't content to sit idle. They were refining GP.

The 1971 Grand Prix was an example of that refinement. The radiator-style grille was made subtle. The rear deck was beautifully sculpted. A Hurst shifter came standard. As did a 300 gross horsepower, 400-cu.-in. V-8.

And so it has gone. Over the years, Pontiac has changed Grand Prix's parts. But never its principles.

The new 1977 Grand Prix is strong evidence of that fact.

It is one of the most affordable Grand Prix ever offered. But it still retains the essential Grand Prix qualities.

Like the original, this new Grand Prix has a look that is strong and clean.

luxury cushion steering wheel feels like you're wearing driving gloves. There's even a column-mounted dimmer switch that lets you go from high to low beams with the flick of a finger.

Grand Prix's running gear is equally impressive. Variable-ratio power steering. Power front disc brakes. Turbo Hydra-matic. And Pontiac's famed Radial Tuned

Grand Prix of the past. But some GP drivers are even more demanding. So for 1977 Grand Prix comes in two even more exciting versions.

The sporty new Grand Prix SJ is built for the driver who really loves to take on a road. A 6.6 litre (400 CID) 4-bbl. V-8 puts the power to GR70-15 steel-belted radials mounted on Rally II wheels. The driver nestles into a lateral support bucket seat

flanked by a center console. He glances down at a full set of Rally gauges. And Pontiac's incredible Rally RTS Handling Package helps him round the corners. There's hardly a road this Grand Prix SJ can't conquer.

For people with an insatiable thirst for luxury, there's the new Grand Prix LJ.

New deluxe wheel covers, wide rocker moldings, body-colored sport mirrors and a special available two-tone paint treatment distinguish it on the outside.

Buckets or an available 60/40 full-width seat in rich velour, extra lamps and added acoustical insulation set it apart on the inside. Even leather-trimmed buckets are available.

GP LJ is enough to quench almost any thirst for luxury. But no matter which new GP you choose, you'll be capturing the essence of a classic.



Shades of Duesenberg. The 1969 edition.

Ah, what a little refining cascade. GP in '71.



An original classic. Grand Prix 1963.

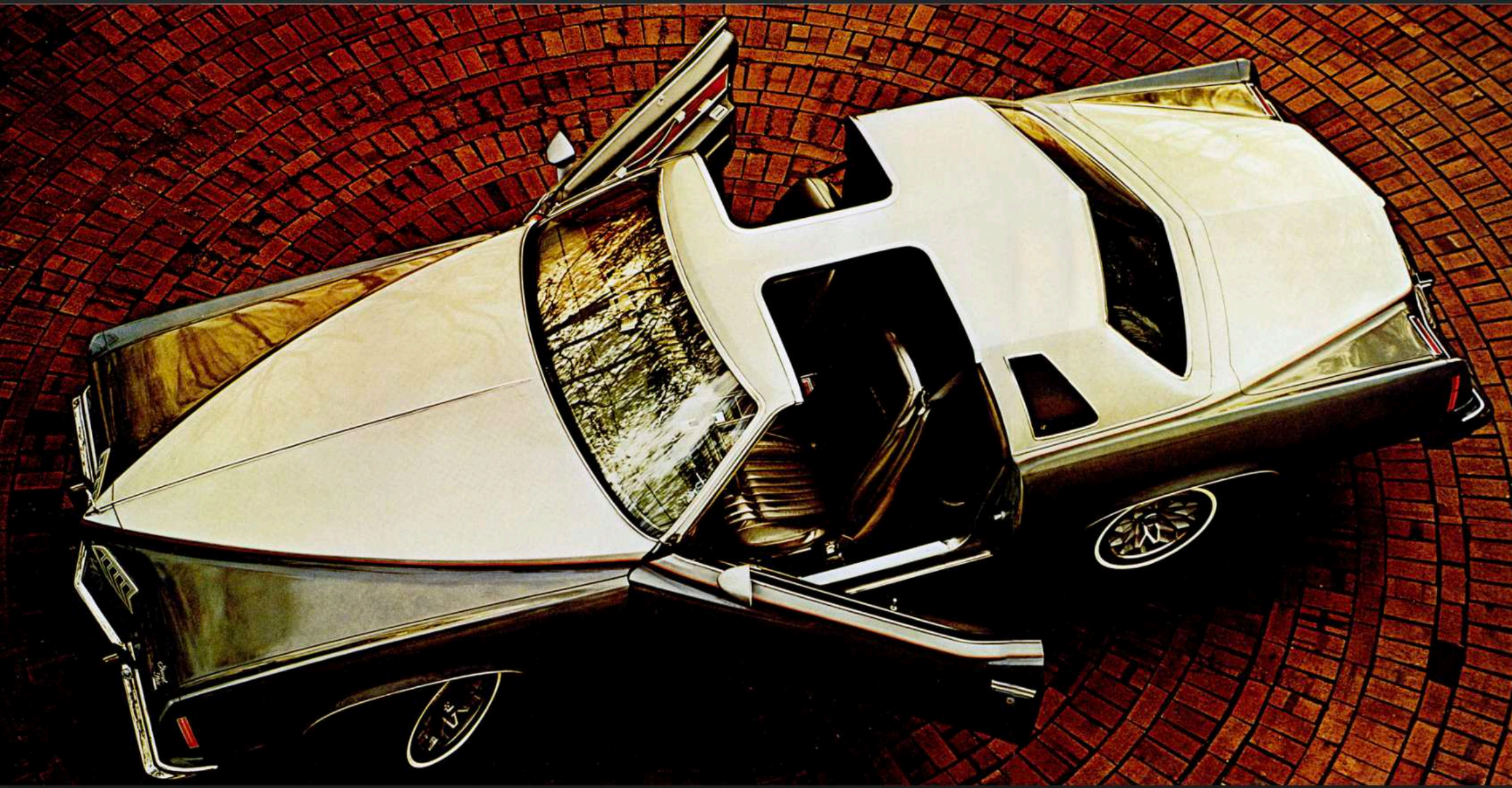
A bold new vertical grille is the major styling refinement this year. Inside, Grand Prix's historic attention to a driver's needs comes through loud and clear.

The wraparound instrument panel makes every control and gauge instantly accessible. The new

Suspension with steel-belted radial tires. They're all standard. So is a brand-new Pontiac 5.0 litre (301 CID) 2-bbl. V-8†. It's an exciting new design from the Wide Track people.

Obviously, the 1977 edition has earned its place beside classic





This 60/40 full-width seat is available on the Grand Prix LJ. Each side adjusts independently. On the left is the Grand Prix LJ with the available hatch roof and leather-trimmed buckets.



Rally gauges are standard on Grand Prix SJ. The custom sport wheel is available. Ride wide and handsome. Grand Prix's standard notchback full-width seat.

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





Classic beauty. The standard 1977 Grand Prix (above). Grand Prix's available electric sunroof. A sliding glass sunroof is also available.

Signal a turn, flash your brights or set the available cruise control with the touch of a finger. See how Grand Prix pampers a driver?

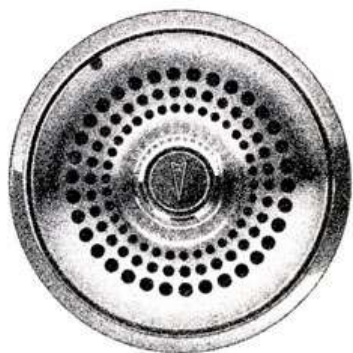


Pontiac's famed Radial Tuned Suspension is standard on Grand Prix and Grand Prix LJ. GP SJ comes with the stouter Rally RTS Handling Package.

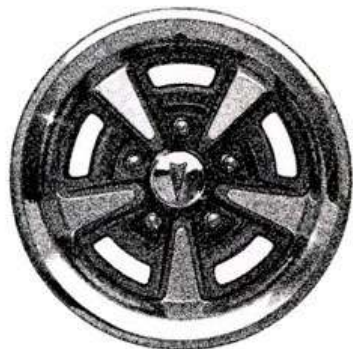


Grand Prix SJ and LJ put a snappy-looking console between the bucket seats.





Pontiac's new deluxe wheel covers are standard on the GPLJ. Available on Grand Prix.



Rally II wheels are standard on GPSJ. Available on GP and GPLJ.



These elegant new wire wheel covers are available on all Grand Prix.

Facts and Figures

MODELS

Grand Prix 2-Door Hardtop Coupe
Grand Prix SJ 2-Door Hardtop Coupe.
Grand Prix LJ 2-Door Hardtop Coupe.

POWER TEAMS

Standard engine. Grand Prix and Grand Prix LJ
5.0 litre (301 CID) 2-bbl. V-8.

Standard engine. Grand Prix SJ,
6.6 litre (400 CID) 4-bbl. V-8.

Available engines: 5.7 litre (350 CID) 4-bbl. V-8 (Grand Prix, Grand Prix LJ).
6.6 litre (400 CID) 4-bbl. V-8 (Grand Prix and Grand Prix LJ).

Standard transmission:
Turbo Hydra-matic.

STANDARD INTERIOR FEATURES

Standard Grand Prix Features

New luxury cushion steering wheel.
Column-mounted dimmer switch.
Notchback full-width seat with center armrest in cloth and vinyl or all-vinyl.
All-foam construction front and rear seats. Wraparound instrument panel.
Easy to service instrument panel with plug-in components. Applique on instrument panel and door pads with the look of rosewood. Electric clock.
Nylon-blend, cut-pile carpeting with carpeted lower door panels. Pull straps on doors. High-low level body ventilation. Luggage compartment mat.

Special Grand Prix SJ Features

Lateral support deep contour front bucket seats in all-vinyl. Integrated console (with bucket seats). Added acoustical insulation. SJ interior identification. Rally gauges and trip odometer.

Special Grand Prix LJ Features

Velour bucket seats. Integrated console. Rear quarter courtesy lamps. Added acoustical insulation. Custom pedal trim plates. Custom seat and shoulder belts.

| DIMENSIONS (inches) | |
|----------------------------|-----------|
| Overall length | 212.7 |
| Overall width | 77.8 |
| Wheelbase | 116.0 |
| Track, front/rear | 61.6/61.1 |
| Head room, front/rear | 37.0/37.1 |
| Leg room, front/rear | 42.5/33.5 |
| Shoulder room, front/rear | 58.8/58.1 |
| Hip room, front/rear | 54.9/52.7 |
| Trunk capacity, cubic feet | 15.1 |

STANDARD EXTERIOR FEATURES

Standard Grand Prix Features

New front end and grille with dual rectangular headlamps. New stand-up hood ornament and windsplit molding. Hubcaps with Pontiac Mark. Formal roof line with formal rear quarter windows (monogrammed). Body-colored inserts in outside door handles. Energy absorbing front and rear bumpers. Front and rear protective bumper rub strips. Deck lid lock cover. Windshield moldings. Windowsill moldings including hood rear edge moldings. Roof drip moldings. Rocker panel moldings. Wheel opening moldings. Rear window moldings. Quarter window reveal moldings.

Special Grand Prix SJ Features

Rally II wheels with trim rings. Wide rocker panel moldings. Outside body-colored mirrors, driver's side remote controlled. SJ exterior identification. Accent stripe. Rally RTS Handling Package: Includes GR70-15 steel-belted radial tires, larger front stabilizer bar, rear stabilizer bar.

Special Grand Prix LJ Features

New deluxe wheel covers. Wide rocker panel moldings. LJ exterior identification. Outside body colored mirrors, driver's side remote controlled.

STANDARD CHASSIS FEATURES

Variable-ratio power steering. Power brakes (front disc, rear drums). Perimeter frame. Power-flex fan. High Energy Electronic Ignition and catalytic converter which requires unleaded fuel.

CAPACITIES

Fuel tank - 20.8 gals.
Cooling system - 18.3 qts.
Oil, less filter refill - 4.1 qts.

POPULAR EQUIPMENT AVAILABLE

Full or Landau style cordova top. Sliding steel or tinted glass sunroof. Leather seats (SJ and LJ). Reclining passenger bucket seat. Custom sport steering wheel. Rally RTS Handling Package with GR70-15 tires. Rally gauge instrument cluster with tachometer. Cruise control. Power windows. Power door locks. AM/FM stereo information center with digital clock. Stereo AM/FM radio and tape player. Fully transistorized AM, AM/FM, and AM/FM stereo radios. Automatic temperature control air conditioning. Custom air conditioning. Controlled cycle windshield wiper system. Six-position tilt steering wheel. Six-way power seats. Electrically-heated rear window defroster. Safe-T-Track rear axle. Rally II wheels. Rally II body-colored wheels. Cast aluminum wheels. Wire wheel covers. Deluxe wheel covers. Custom fitted wheel covers. Engine block heater. Super-cooling radiator. Heavy-duty battery. Soft-ray glass, all windows. Complete trailer towing equipment packages for towing light/medium trailers up to 3500 pounds gross load.

Exterior colors



11. Cameo White



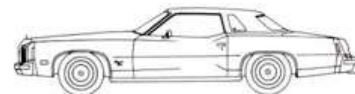
13. Sterling Silver



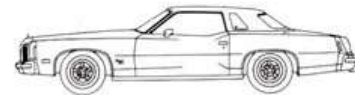
19. Starlight Black



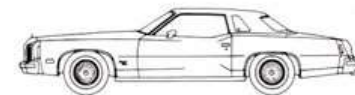
29. Nautilus Blue



Grand Prix



Grand Prix SJ



Grand Prix LJ



36. Firethorn Red



61. Mojave Tan



69. Brentwood Brown



78. Mandarin Orange



48. Berkshire Green



50. Cream Gold



72. Roman Red



22. Glacier Blue



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.



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