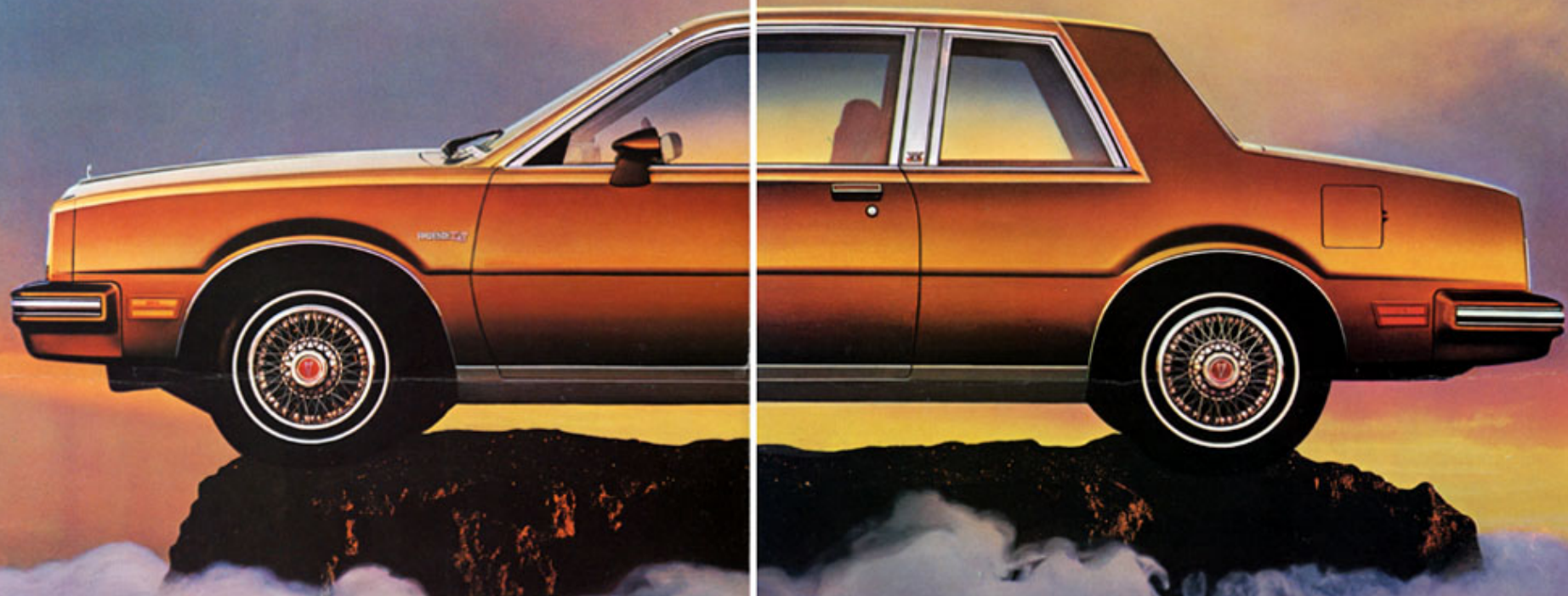


**ANNOUNCING
A NEW FRONT-WHEEL-DRIVE CAR,**



PONTIAC STYLE.

NEW FUN



FRONT-WHEEL DRIVE WITH ADVANCED ENGINEERING FOR BETTER GAS MILEAGE.

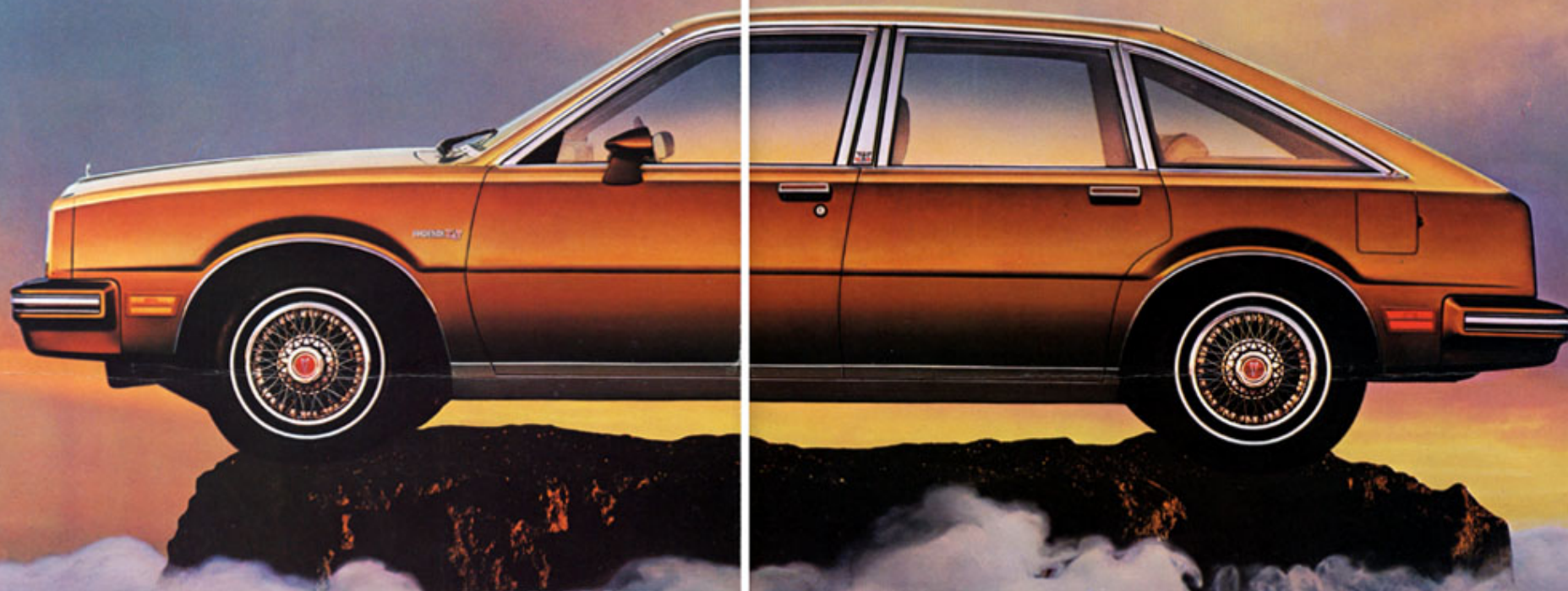
Who'd believe a car this trim could be this roomy... or one this efficient could be this much fun to drive! The all-new 1980 Pontiac Phoenix, designed from the ground up, is here. With front-drive traction to pull you around corners and into parking spaces with ease. Rack and pinion steering to respond quickly. And MacPherson strut front suspension to help give a smooth ride. All this contributes to an improved power-to-weight ratio and better gas mileage than last year. EPA estimated 24 MPG and a highway estimate of 37 with the 2.5 litre 4-cyl. engine and manual trans. Remember: Compare the estimated MPG with that of other cars. Your mileage may vary depending on speed, trip length and weather. Your actual highway mileage will probably be less than the highway estimate. Mileage slightly lower in California.

1980 PONTIAC PHOENIX COUPE

There's a bit of the rogue, a slight forward thrust to the contours, that makes this new Phoenix Coupe fun even to look at. Accented by large rectangular headlamps. Integrated body-color bumpers. And a dashing application of chrome. But the real fun starts inside. With room for you and four friends to revel in, thanks to ingenious computer-assisted designing and a new transverse-mounted engine. You'll also find some very stylish full-width seats, a deluxe cushion steering wheel and dense pile carpeting to further delight you. About the only thing more fun than looking at this new Phoenix Coupe is driving it. So why don't you?

A WORD ABOUT THIS CATALOG: We have tried to make this catalog as comprehensive and factual as possible. And we hope you find it helpful. However, since the time of printing, some of the information you'll find here may have been updated. Also, some of the equipment shown or described throughout this catalog is available at extra cost. Your dealer has details and, before ordering, you should ask him to bring you up to date.

NEW FUNCTION



FRONT-WHEEL DRIVE WITH ADVANCED ENGINEERING FOR BETTER GAS MILEAGE.

Who'd believe a car this trim could be this roomy...or one this efficient could be this much fun to drive! The all-new 1980 Pontiac Phoenix, designed from the ground up, is here. With front-drive traction to pull you around corners and into parking spaces with ease. Rack and pinion steering to respond quickly. And MacPherson strut front suspension to help give a smooth ride. All this contributes to an improved power-to-weight ratio and better gas mileage than last year. EPA *estimated* 24 MPG and a highway estimate of 37 with the 2.5 litre 4-cyl. engine and manual trans. Remember: Compare the *estimated* MPG with that of other cars. Your mileage may vary depending on speed, trip length and weather. Your actual highway mileage will probably be less than the highway estimate. Mileage slightly lower in California.

1980 PONTIAC PHOENIX HATCHBACK

This new five-door Phoenix Hatchback is fun, too. But what a great opportunity to show you how functional these new cars really are.

Take design, for example. Behind the sweep of those handsome Hatchback contours are hours and hours of wind tunnel tests to help minimize aerodynamic drag. And inside, there is an exciting combination of space efficiency and comfort. Like plush full-width or available bucket seats that move forward and back as much as on any domestic car. A very exclusive new Phoenix instrument panel. And impressive new sound insulation.



And look at that cargo space. Fold down the rear seat and you've got a Hatchback that can stow two 10-speed bicycles in their cartons, and still have room for more. That's 40.9 cubic feet of cargo space...with excellent access, too. Not everybody's hatch door opens this big, but Phoenix Hatchback's does.

And speaking of access, all Phoenix instrument panel components and the air conditioning/heater core are easily accessible for servicing.

Any way you look at it, Phoenix Hatchback is one terrific way to get the functionality you need, Pontiac style. Buy or lease one soon.

NEW FLAIR





This exclusive new Phoenix instrument panel displays many available controls and gauges.

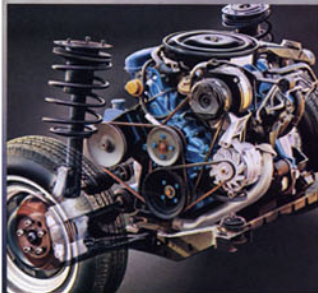
In keeping with Pontiac tradition, Phoenix for 1980 offers you a high degree of personalization.

For a dressier look, both Coupe and Hatchback are available as LJ models. With such added features as: deluxe wheel covers, stand-up Phoenix hood ornament, body-color sport mirrors, luxury notchback seat with center armrest. Carpeted door trim. Added acoustical insulation.

And special LJ identification.

Or for a sporty touch, go for the available SJ package. It features blacked-out grilles, tail lamps and side window frames. Accent color on the lower body and bumpers. Rally wheels. Body-color sport mirrors. Accent stripes. SJ identification. Custom bucket seats. And Rally RTS suspension.

Phoenix's power to please continues with an impressive lineup of engines.



One reason for all that Phoenix roominess: transverse-mounted engines.

You get standard 4-cylinder 0-50 acceleration as peppy as last year's model with a V-6. And V-6 response as good as last year's with a 5.0 litre V-8. Phoenix is equipped with GM-built engines produced by various divisions. See Facts & Figures page for details.

Completing the powertrain, a four-speed manual floor shift transmission is standard on all Phoenix models, with an automatic transmission available.

Other popular ways available to make



Top honors go to Phoenix Coupe's available landau top.

Protect Hatchback parcels from prying eyes with available cargo cover. Raises with hatch door.

Phoenix your own include: a choice of 26 color combinations (including two-tones and special SJ combinations). Padded landau or full cordova top (Coupe only). Console (with bucket seats only). Air conditioning. Power door locks and windows. And for the first time, power seat and antenna.

And here's one more special feature standard on Phoenix LJ Hatchback and available on the base Hatchback: a removable cargo cover that conceals



Hobnail cloth notchback seats with center armrest are lavishly standard on LJs.

packages from view when the hatch is closed; lifts out of the way for easy access when the hatch is opened.

However you equip your new Phoenix, the most extensive anti-corrosion measures in Phoenix history will help keep its distinctive appearance for a long time to come. Inner and outer body surfaces are treated with special primers or coatings. Sealers and corrosion-

resistant metals (galvanized and Zincrometal[®]) are used extensively. And good news! The lower portion of the fenders and body are now plastic coated for added protection.

For fun, function and flair, nobody offers front-wheel driving like Pontiac's 1980 Phoenix Coupe and Phoenix five-door Hatchback. Test-drive them soon.

1980 PONTIAC PHOENIX

FACTS & FIGURES

MODELS

- PHOENIX COUPE
- PHOENIX 5-DOOR HATCHBACK
- PHOENIX LJ COUPE
- PHOENIX LJ 5-DOOR HATCHBACK

STANDARD EQUIPMENT

Phoenix Exterior

- Single Rectangular Headlamps • Body-color, Soft-luxia Front and Rear Bumpers • Bright Bumper Strips
- Wheel Opening Moldings (exc. Coupe) • Bright Wheel Moldings • Tail Lamps with Bright Bezel

Phoenix Interior

- Full-width Front Seat with Extra-long Fore-and-aft Travel • Color-keyed Deluxe Cushion Steering Wheel • Simulated Brushed Aluminum Instrument Panel Trim Plate • Defice AM Radio • Wash/Wipe/Dimmer Controls in Turn Signal Switch • Cigar Lighter • Front and Rear Ash Trays • Front and Rear Door Armrests • Nylon-blend Carpeting • High/Low-level Body Ventilation • Color-keyed Instrument Panel • Theft-deterrent Sliding Door Locks • Glow Box Lock • Single Buckle Seat and Shoulder Belt System • Front and Rear Door Dome Lamp Switches • Fold-down Rear Seat (Hatchback only) • Fully Trimmed Side Walls and Carpeted Floor Cargo Area of 5-Door Hatchback • Flat Trunk Floor with Concealed Compact Space and Jack • Inside Hood Release

In Addition to or Replacing Phoenix Exterior Features, Phoenix LJ Includes:

- Stand-up "Phoenix" Hood Ornament • Hood Windshield Molding • Roof Drip Moldings • Rear Deck Lock Cover • Bright Wide Rucker Panel Moldings • Deluxe Wheel Covers • Body-color Sport Mirrors • Wheel Opening Moldings and Brushed Pillar Applique • Accent Strips

In Addition to or Replacing Phoenix Interior Features, Phoenix LJ Includes:

- Notchback Front Seat with Center Armrest • Lower Carpeted Door Trim • Color-keyed Luxury Cushion Steering Wheel • Dual Horns • Additional Acoustical Insulation • Removable Cargo Cover (Hatchback only)

1980 PHOENIX SJ COUPE (1973) CONTENT—COUPE AND 5-DOOR HATCHBACK

- Black Painted Grilles and Headlamp Bezels • Black Painted Side Window Frames • Bright Roof Drip Moldings • Vinyl Bucket Seats • Rally "RS" Suspension (Req. Power Steering) Including:

- Larger Front Stabilizer Bars
- P205/70R13 Radial Tires
- Specific Shocks, Springs, Bushings
- Black Door Handle Accents • Rally Wheels • Body-colored Sport Mirrors • Dual Horns • Black Windshield and Backlite Moldings • Additional Acoustical Insulation • Black Accented Tail Lamp Bezels • Wheel Opening Moldings • Black Rucker Panel Moldings • Accent Color on Lower Body • Accent Color on Bumpers • Black Bumper Strips • Phoenix SJ Identification • Tape Accent Strips, Lower Body

CHASSIS FEATURES

- Radial Tires with Radial Tuned Suspension, Front and Rear Stabilizer Bars and Maintenance-free Wheel Bearings

STANDARD TIRES

- P185/60R13 Black, Fiberglass-belted Radial (N.A. SJ Option) • Compact Spare

AVAILABLE TIRES

- P185/60R13 White Fiberglass-belted Radial (N.A. SJ Option) • P185/60R13 White Steel-belted Radial (N.A. SJ Option) • P205/70R13 Black Steel-belted Radial* (Included with SJ Option, N.A. LJ) • P205/70R13 White Steel-belted Radial* (N.A. LJ) • P205/70R13 White-letttered Steel-belted Radial* (N.A. LJ)

*With Rally RS Suspension (Req. Power Steering)

STANDARD STEERING

- Manual Rack-and-pinion

STANDARD BRAKES

- Manual, Front Disc (w/Low Drag Design), Rear Drum

POPULAR EQUIPMENT AVAILABLE

- Air Conditioning, Custom (Req. Power Brakes and Power Steering) • Antenna, Power AM/FM/8 CB Tri Band, Automatic • Bumper Guards, Front and Rear • Clock, Electric • Console, Floor (Req. Bucket Seats & Automatic Trans., Shift on Column) • Cruise Control (Req. Auto. Trans. and Power Brakes) • Defogger, Electric Rear Window • Gages, Rally w/Tach & Clock • Gages, Rally & Clock • Glass, All Windows Salt Ray • Dual Horns (Std. LJ and w/SJ Option) • Additional Acoustical Insulation (Std. LJ, SJ Option & Luxury Trim) • Lamp Group • Mirror, L.H. Remote Control, Chrome (N.A. LJ or w/SJ Option) • Mirrors, Sport, L.H. Remote, R.H. Remote Convex (Std. LJ & w/SJ Option, Req. w/SJ Option Two-tone) • Mirrors, Sport, L.H. Remote, R.H. Remote Convex • Power Disc Brakes, Front (Req. with Air, VG, Auto. Trans. or Cruise Control) • Power Door Locks • Power Steering (Req. w/Air or VG w/Auto. Trans.) • Power Windows • Radio, AM/FM Stereo Channel CB (Req. Removable Cargo Cover in Luggage/Cargo Area on Hatchback only) • Tilt Steering Wheel • Sunroof, Removable (N.A. w/Luggage Carrier) • Trailer Group, Light (w/Auto. Trans. & VG only) • Windshield Wipers, Controlled-cycle

STANDARD PHOENIX SAFETY FEATURES

Occupant Protection

- Seat Belts with Push-button Buckles for All Passenger Positions • Two Front Combination Seat and Inertia Reel Shoulder Belts for Driver (with Reminder Light Buzzer) and Front Passenger • Energy-absorbing Steering Column • Passenger-guard Door Locks • Safety Door Latches and Stamped Steel Hinges • Folding Seatback Latches • Energy-absorbing Padded Instrument Panel and Front Seatback Tops • Laminated Windshield • Safety Arrestors

Accident Avoidance

- Side Marker Lights and Reflectors • Parking Lamp that Illuminates with Headlamps • Four-way Hazard Warning Flasher • Backup Lamps • Lane Change Flare in Direction Signal Control • Windshield Deflectors, Washer and Dual-speed Wipers • Wide-view Inside Mirror (Vinyl-edged Shatter-resistant Glass and De-heating Support) • Outside Rearview Mirror • Dual Master Cylinder Brake System with Warning Light • Starter Safety Switch • Dual-action Safety Hood Latches (Front Opening Hoods)

Anti-Theft

- Anti-theft Ignition Key Reminder Buzzer • Anti-theft Steering Column Lock

A WORD ABOUT ENGINES: These Pontiacs are equipped with GM-built engines produced by various divisions. See your dealer for details.



DIMENSIONS

	DIMENSIONS	
	COUPE In. (cm.)	5-DR. HATCHBACK In. (cm.)
1. Overall length	4626 (187.3)	4555 (179.3)
2. Overall width	1754 (69.0)	1769 (69.8)
3. Wheelbase	2954 (118.3)	2884 (114.5)
4. Insead, front/rear	1482/1447 (58.7/57.6)	1482/1447 (58.7/57.6)
5. Head room, front/rear	871/857 (34.2/33.7)	871/852 (34.2/33.5)
6. Leg room, front/rear	1057/978 (41.6/38.6)	1057/991 (41.6/39.5)
7. Shoulder room, front/rear	1426/1412 (56.1/55.7)	1426/1426 (56.1/56.1)
8. Hip room, front/rear	1384/1358 (54.5/53.5)	1384/1370 (54.5/53.9)
9. Max. cargo/trunk cap. limit (cu. ft.)	38.3 (17.8)	115.0 (49.8)

POWERTRAINS

Engine*	Cert.	Trans.	Shift Loc.	Ratio
**2.5 liter (151 CID) [4.2-94 (LW9)]	F [†]	4 Spd. Man.	Auto. Col.	2.71 2.53
2.5 liter (151 CID) [4.2-94 (LW9)]	F [†]	4 Spd. Man.	Auto. Col.	2.71 2.53
2.8 liter (173 CID) [4.2-94 (LW9)]	F [†]	4 Spd. Man.	Auto. Col.	2.71 2.84
2.8 liter (173 CID) [4.2-94 (LW9)]	F [†]	4 Spd. Man.	Auto. Col.	2.71 2.84
2.8 liter (173 CID) [4.2-94 (LW9)]	F [†]	4 Spd. Man.	Auto. Col.	2.71 2.84

*Pontiacs are equipped with GM-built engines produced by various divisions: C—Chevrolet, P—Pontiac

[†]Base Pontiac VComputer-controlled catalytic converter

A WORD ABOUT ASSEMBLY, COMPONENTS AND OPTIONAL EQUIPMENT IN THESE PONTIACS

The Pontiac products described in this brochure are assembled at facilities of General Motors Corporation operated by Pontiac, GM Assembly Division or GM of Canada. These vehicles incorporate thousands of different components produced by various divisions of General Motors and by various suppliers to General Motors. 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 emissions, safety and fuel economy requirements or for other reasons, to produce Pontiac products with different components or differently sourced components than initially scheduled. All such components have been approved for use in Pontiac products and will provide the quality performance associated with the Pontiac 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. Some options may be unavailable when your car is built. Your dealer receives advice regarding current availability of options. You may ask the dealer for this information. GM also requests the dealer to advise you if an option you ordered is unavailable. We suggest you verify that your car includes the optional equipment you ordered or, if there are changes, that they are acceptable to you.

The right is reserved to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models, and to discontinue models. Check with your Pontiac dealer for complete information.



NOW THAT'S STARTING THE 1980's, PONTIAC STYLE.