



PHOENIX
By Pontiac



This is the first Pontiac Phoenix. It's our new six-passenger luxury compact. And it typifies the special way we feel about cars.

We think a car's styling should be clean. Strong. Arresting.

So we made Phoenix the only American car today with single rectangular head lamps. And set them inside a distinctive new split-grille.

We gave Phoenix a chrome hood divider. A tasteful Phoenix hood ornament. Wide-ribbed lower body moldings. And attractive wide tail lamps. For even more style, we made beautiful wire-spoked wheel covers available.

We think a car should be comfortable, but not overbearing. So we gave Phoenix a new standard notchback front seat with center armrest. Standard in rich fabric. And

available in supple vinyl. High-back front bucket seats are also available in fabric or vinyl.

Whichever seat you choose, it'll look just beautiful with the cut-pile carpeting, padded door panels and cushioned steering wheel. Together with the Grand Prix-style instrument panel, they give Phoenix a quiet kind of luxury we think you'll like.

We think a car should be roomy. And Phoenix is. With nearly as much headroom and front legroom as you'll find in some full-sized cars. But with a length and wheelbase that places it between our mid-sized LeMans and subcompact Sunbird.

We think a car should move down the road with authority. Phoenix does. With its standard 3.8 litre (231 CID) V-6 or other available engines. Like the "Iron Duke," Pontiac's exclusive new 2.5 litre (151 CID)

cast-iron four. Or an available V-8. (For the complete story on engine/transmission availability, turn to the back cover.)

We think a car should offer you the opportunity to make your ride more luxurious and your driving more sporty. Phoenix makes that offer. Order air conditioning. Cruise control. Power windows and door locks. A tilt steering column. AM/FM stereo. A beautiful vinyl roof. Or Radial Tuned Suspension with radial tires. And you'll have that added luxury.

Order Pontiac's Rally RTS Handling Package, with steel-belted radials. And a Formula steering wheel. And we think you'll discover that driving can be fun again.

We think Phoenix is a pretty special compact.

Once you drive it for yourself, we think you'll agree.



MODELS

2-Door Coupe, 4-Door Sedan

POWER TEAMS

Standard engine:

3.8 litre (231 CID) 2-bbl. V-6

Available engines:

2.5 litre (151 CID) 2-bbl. 4-cyl*

5.0 litre (305 CID) 2-bbl. V-8*

5.7 litre (350 CID) 4-bbl. V-8**

Standard transmission:

3-speed Manual Column Shift†

Available transmissions:

3-speed Manual Floor Shift†

Turbo Hydra-matic††

*Not available in California and high altitude counties

**Available only in California and high altitude counties

†Not available in high altitude counties

††Mandatory in high altitude counties and with 2.5 litre engine

STANDARD INTERIOR FEATURES

Notchback front seat with center armrest in rich fabrics. Grand Prix-style instrument panel. Simulated rosewood applique on instrument panel. Instrument panel assist strap. Phoenix nameplate on instrument panel. Color-keyed cushioned steering wheel. Day-night rearview mirror. Dome lamp switches on all doors. Padded door panels with map pockets. Acoustical insulation. Front and rear armrests. Low level body ventilation. Speedometer graduated in kilometers per hour as well as miles per hour (odometer registers miles). Quick fluid-on-demand windshield washer. Nylon-blend, cut-pile carpeting.

STANDARD EXTERIOR FEATURES

Distinctive new split-grille, front end and hood styling. Chrome hood divider and stand-up hood ornament. New single rectangular head lamps. Front bumper center pad. Front and rear bumper outer pads. New front park, signal, and side marker lamps. Phoenix nameplates and emblems. Deck lid lock cover. Wide-ribbed rocker moldings and extensions. Extra-long front fender rocker molding extension. Deluxe wheel covers. Wide tail lamps.

STANDARD CHASSIS FEATURES

Front disc, rear drum brakes. High Energy Electronic Ignition. Catalytic converter. E78-14 blackwall tires.

DIMENSIONS (inches)	2-door Coupe	4-door Sedan
Overall length	203.4	203.4
Overall width	72.4	72.4
Wheelbase	111.1	111.1
Track, front/rear	61.2/59.0	61.2/59.0
Head room, front/rear	38.2/36.7	39.1/37.1
Leg room, front/rear	41.7/32.4	41.7/35.2
Shoulder room, front/rear	56.6/55.3	56.6/56.7
Hip room, front/rear	53.3/52.8	53.3/53.6

CAPACITIES

Fuel tank—21.0 gals.

Cooling system—13.7 qts. (V-6)

Oil, less filter refill—4.0 qts.



Facts and Figures

POPULAR EQUIPMENT AVAILABLE

New wire-spoked wheel covers. Radial Tuned Suspension with radial tires and specifically tuned suspension components. Rally RTS Handling Package including large front and rear stabilizer bars and FR78-14 black steel-belted radial tires (whitewall and white letter available). Variable-ratio power steering. Power front disc brakes. Power windows. Power door locks. Controlled-cycle windshield wiper system. Swing-out rear quarter windows (only on 2-door model). Cruise control (with V-6 or V-8 and Turbo Hydra-matic only). Custom air conditioning. Formula Steering Wheel (available on all models with tilt steering wheel). Tilt steering wheel (not available on models with manual column-shift transmission). Custom finned wheel covers. Rally II or body-colored Rally II

wheels with trim rings. Landau vinyl top (2-door coupe only). Console (with bucket seats only). Front bucket seats (in fabric or vinyl). Left-hand and right-hand remote control sport mirrors. AM/FM stereo radio, AM/FM radio or AM radio. CB radio. Left-hand remote control chrome mirror. Visor vanity mirrors (right visor available lighted or unlighted). Rear window defogger. Lamp package including ash tray lamp, instrument panel courtesy lamp, glove compartment lamp and trunk lamp. Rally gauge cluster with clock or fuel economy indicator or tachometer and clock. Safe-T-Track rear axle. Engine block heater. Heavy duty radiator. Dual horns. Heavy-duty battery. Soft-ray glass for all windows. Custom pedal trim plates. Electric clock. Floor mats. Stowaway spare tire. Dealer accessories include infant baby carrier, child safety seat.



A new standard notchback front seat with center armrest typifies the kind of luxury you get with Phoenix.

1977 PHOENIX COLORS

11—Cameo White	75—Buccaneer Red
51—Goldenrod Yellow	13—Sterling Silver
61—Mojave Tan	22—Glacier Blue
63—Buckskin Metallic	44—Bahia Green
78—Mandarin Orange	29—Nautilus Blue
69—Brentwood Brown	38—Aquamarine
36—Firethorn Red	19—Starlight Black

1977 PHOENIX SAFETY FEATURES

Occupant Protection

Seat belts with pushbutton buckles for all passenger positions

Two front combination seat and inertia reel shoulder belts for driver (with reminder light and buzzer) and right front passenger

Energy-absorbing steering column

Passenger guard door locks

Safety door latches and hinges

Folding seatback latches

Energy-absorbing padded instrument panel and front seatback tops

Contoured windshield header

Thick laminate windshield

Safety armrests

Safety steering wheel

Accident Prevention

Side marker lights and reflectors

Parking lamps that illuminate with head lamps

Four-way hazard warning flasher

Backup lights

Lane change feature in direction signal control

Windshield defrosters, washer and dual speed wipers

Wideview inside mirror (vinyl edges, shatter resistant glass and deflecting support)

Outside rearview mirror

Dual master cylinder brake system with warning light

Starter Safety Switch

Dual action safety hood latch

Anti-theft

Anti-theft ignition key reminder buzzer

Anti-theft steering column lock

Shown on the cars and described in this catalog are some of the many options and accessories offered by Pontiac. They're available at extra cost and well worth it in driving comfort and convenience. Pontiac Motor Division of General Motors Corporation reserves the right to make changes at any time, without notice, in colors, equipment, specifications, prices and models—and also to discontinue models. The right is also reserved to change any specifications, parts or equipment at any time without incurring any obligation to equip same on cars built prior to date of such change.

Pontiac Motor Division, General Motors Corporation, One Pontiac Plaza, Pontiac, Michigan 48053



PONTIAC
THE MARK OF
GREAT CARS