



**1976
VENTURA**
Pontiac's compact cars.



It's no secret that Americans are changing their tastes about the cars they want to drive.

Longer...lower...wider is out.

Trimmer...lighter...more efficient is in.

And, as usual, the Wide-Track people are showing everybody how to do it right. With cars like the 1976 Pontiac Ventura.

This year's Ventura is a trim machine. Its overall length is just a few inches longer than our sporty little Firebird.

But you may feel like you're riding in a much bigger car. Because Ventura's wheelbase is long. Within a fraction of an inch as long as the wheelbase of our mid-sized Grand LeMans Coupe.

And inside, there's room for your head and legs. Nearly as much head room and leg room as our top-of-the-line Bonneville Brougham.



Ventura SJ 4-Door Sedan.

Now that's what's called efficient use of space.

Of course, Ventura just wouldn't be a Pontiac if we didn't wrap that efficiency into some sensational style.

Like the style you'll find in our top-of-the-line Ventura SJ.

Right off, you'll notice the fantastic new grille and front end treatment.

Look closer and you'll see the stand-up hood ornament. The custom finned wheel covers. And the new wide tall lamps.

Inside, our most luxurious new Ventura delivers everything the outside promises.

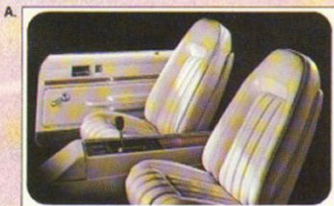
Comfortable full-width seats upholstered in your choice of fine cloth or supple Morrokide.

Thick cut-pile carpeting. A custom cushion steering wheel. Even map pockets in the heavily padded doors.

If all that comfort still isn't enough, you can order from Ventura SJ's long list of available extras.

Like power windows and door locks. Air conditioning. A wide variety of vinyl roof treatments. All kinds of sound systems. Or maybe even the new cruise control that's available when you order your Ventura with a V-8.

The 1976 Ventura SJ is efficient. But obviously, it's also one very luxurious automobile.



A. Ventura SJ's available all-Morrokide bucket seats. Shown in white — also available in buckskin and firethorn.

B. A driver's eye view of Ventura SJ's standard instrument panel and custom cushion steering wheel.

C. Ventura SJ's standard full-width seat in black cloth. Also available as a custom seat in Ventura.

D. A touch of class. Ventura SJ's new stand-up hood ornament.

E. Ventura's available all-Morrokide full-width seat. Shown in blue.



Our 1976 Ventura and Ventura SJ aren't just efficient in the utilization of space.

They're pretty efficient in the way they operate, too.

Both the Ventura and Ventura SJ come with a 250-cu.-in. Six standard.

They also come with a 3-speed manual transmission. (Available only with Turbo Hydra-matic in California.)

Our High Energy Electronic Ignition delivers up to 35,000 volts of power for quick starts. And because it's electronic, there are no points or ignition condenser to replace.

And Pontiac engineers designed Ventura to go up to 7,500 miles between scheduled oil changes.

Up to 12,500 miles between scheduled chassis lubes.



Ventura 2-Door Hatchback Coupe.

Up to 22,500 miles between scheduled spark plug changes.

We figure an efficient car shouldn't require much attention.

But even our lowest priced Ventura will get more than its share of attention on the road.

It's a Pontiac. And that means it's styled so people will sit up and take notice.

For proof, all you have to do is look at the new Ventura Coupe, Hatchback or 4-Door Sedan.

But don't just stare at the beautiful exterior. Really get into Ventura.

Check the standard full-width seats upholstered in cloth and Morrokide. Touch the thick cut-pile carpeting. Wrap your hands around the deluxe steering wheel. You're going to like it.

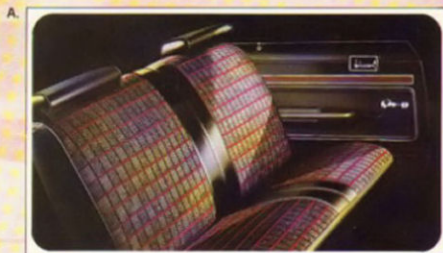
Want to spiff it up a little? Easy. Just order a few of Ventura's availables. Like a full or landau vinyl top. A padded landau top with special rear quarter windows. Or maybe custom full-width seats like Ventura SJs.

Want your Ventura sporty? There's a Special Appearance Group available on 2-door models that includes some impressive stripes. Or order the available bucket seats and console.

There's even a Rally RTS Handling Package available.

But whether you order your 1976 Ventura plain or fancy, you're going to get a car that's designed to give you the kind of efficiency the 1970's demand.

The Wide-Track people wouldn't have it any other way.



- A. Ventura's standard full-width seat is upholstered in tweed cloth and Morrokide. Shown in black—also available in blue.
- B. Ventura's available Special Appearance Group includes blacked-out window frames and some very unobtrusive stripes.
- C. Ventura 4-Door Sedan.
- D. These contoured all-Morrokide bucket seats are available even on Ventura's 4-Door Sedan. Shown in buckskin—also available in white and black.

FACTS AND FIGURES

VENTURA

MODELS

2-Door Coupe, Hatchback Coupe and 4-Door Sedan, offered in two versions: Ventura, Ventura SJ.

POWER TEAMS

Standard engine:
250-cu.-in. OHV 1-bbl. L-6

Available engines:

260-cu.-in. 2-bbl. V-8,
350-cu.-in. 2-bbl. V-8,*†
350-cu.-in. 4-bbl. V-8†

Standard transmission:

3-speed manual.*

Available transmissions:

3-speed manual floor shift,*
5-speed manual floor shift
(with 260 V-8 only),
Turbo Hydra-matic.

*Not available in California.
†Available only with Turbo Hydra-matic.

STANDARD INTERIOR FEATURES

Standard Ventura Features

Front full-width seat upholstered in cloth trimmed with Morrokide Deluxe 2-spoke steering wheel in matching interior colors. Nylon-blend, cut-pile carpeting. Front and rear armrests. Rear seat ash trays. Front door dome lamp switches. Fluid-on-demand windshield washer. Simulated rosewood instrument panel trim plate. Hatchback model includes: folding rear seat, fully trimmed side walls in cargo area, easy-to-lift hatchback panel.

Special Ventura SJ Features

New full-width seats upholstered in cloth and Morrokide or all-Morrokide trim. Custom cushion steering wheel. Custom pedal trim plates. Dome lamp switches on all doors. Cigar lighter. Instrument panel courtesy lamp. Glove compartment lamp. Trunk floor mat and side foundation panels. Simulated rosewood on instrument panel. Tilt-type, non-glare rearview mirror. Added acoustic insulation.



Pontiac's Radial Tuned Suspension is available on every 1976 Ventura.

STANDARD EXTERIOR FEATURES

Standard Ventura Features

New grille and front end styling. Hub caps. Functional air exhaust louvers in coupe roof pillar and 4-door sail panel.

Special Ventura SJ Features

New stand-up hood ornament. Custom finished wheel covers. Side window reveal moldings. Rocker panel moldings. Bright rear end panel moldings. Wheel opening moldings. SJ identification. New wider tail lamps. Dual horns.

STANDARD CHASSIS FEATURES

Front disc, rear drum brakes. Stowaway spare tire (hatchback only). High Energy Electronic Ignition. Catalytic converter. E78-14 blackwall tires.

DIMENSIONS (inches)	2 Door Coupe	2 Door Hatchback	4 Door Sedan
Overall length	199.8	199.8	199.8
Overall width	72.6	72.6	72.6
Wheelbase	111.1	111.1	111.1
Track, front/rear	61.2/60.0*	61.2/60.0*	61.2/58.0*
Load capacity, front/rear	38.5/38.3	38.5/38.3	38.5/38.5
Lay-over, front/rear	41.7/32.2	41.7/32.2	41.7/34.9
Overload capacity, front/rear	56.6/53.3	56.6/53.3	56.6/55.7
Hip room, front/rear	53.3/44.8	53.3/44.8	53.3/46.8

*1976 V-8 or SJ.

CAPACITIES

Fuel tank—20.5 gals.
Cooling system—18.8 qts. (6-cyl.)
Oil, less filter refill—4.0 qts.

EQUIPMENT AVAILABLE

Pontiac's Radial Tuned Suspension, which includes: ER78-14 GM specification steel-belted radial tires, computer-selected front coil springs and multileaf rear springs, front shock absorbers, jounce restrictors, front stabilizer bar. Power windows. Electric door locks. New cruise control (with V-8 and Turbo Hydra-matic only). Controlled-cycle windshield wiper system. Swing-out rear quarter windows (2-door models only). Bucket seats. Console (with bucket seats only). Stowaway spare tire (standard on hatchback). AM, AM/FM or AM/FM stereo radio. Custom sport steering wheel. Variable-ratio power steering. Power front disc brakes. Tilt steering wheel. Air conditioning with new idle stop solenoid. Rear window defogger. Full vinyl top. Landau top with formal rear quarter windows and thick padding (2-door models only). Rally RTS Handling Package which includes: FR78-14 steel-belted radial tires, large front and rear stabilizer bars. Special Appearance Group (2-door models only) includes: special body striping, black window frames.

VENTURA SAFETY FEATURES

Occupant Protection

Seat belts with pushbutton buckles for all passenger positions. Two front combination seat and inertia reel shoulder belts for driver and right front passenger (with reminder light and buzzer). Energy-absorbing steering column. Passenger-guard door locks. Safety door latches and hinges. Folding seat back latches. Energy-absorbing padded instrument panel and front seat-back tops. Contoured windshield header. Thick laminate windshield. Safety armrests. Safety steering wheel. Cargo Guard (not on hatchback). Contoured rear inner panel.

Accident Prevention

Side marker lights and reflectors. Parking lamps that illuminate with headlamps. Four-way hazard warning flasher. Backup lights. Lane-change feature in direction signal control. Windshield defrosters, washers and dual-speed wipers. Wide-view inside mirror (vinyl edged, shatter-resistant glass and deflecting support). Outside rearview mirror. Dual master cylinder brake system with warning light. Starter Safety Switch. Dual-action safety hood latches.

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.

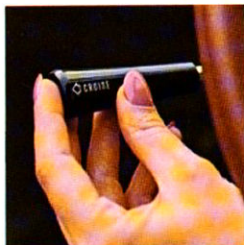
Pontiac Motor Division, General Motors Corporation, One Pontiac Plaza, Pontiac, Michigan 48053.



Want a small engine that gives you V-8 power? Order Ventura's available 260 V-8.



Now you can even color coordinate your wheels just order the available new body-colored Rally II wheels.



Ventura's cruise control is available with any V-8. It can contribute to efficient highway operation and make long distance driving more enjoyable.