

Pontiac 74

Grand Prix · Grand Ville · Bonneville · Parisienne · Brougham

Catalina · Laurentian





Pontiac Parisienne Brougham

Still our most popular Pontiac. It's the same story each model year. Of all full-size Pontiacs, Canadians most often pick Parisienne. The Brougham glamor makes it appear a sure winner again.

If you go by the sales figures, Wide-Track performance and comfort—along with the big and little conveniences, basic Pontiac value and that quality called prestige—get the popular vote right here. Those who want it full-size seem to want it most as a Parisienne Brougham.

Parisienne tells you it's a Pontiac and *Brougham* tells you it's a special kind.

Standard Wide-Track. First, some of the features that make it a full-size Pontiac.

Such as a 350 CID V8 and 3-speed Turbo Hydra-matic for smooth performance.

A heavy-gauge steel frame with full-coil suspension and computer-selected springs for a tuned ride.

Power steering that's variable-ratio—quick and positive. And improved for '74.

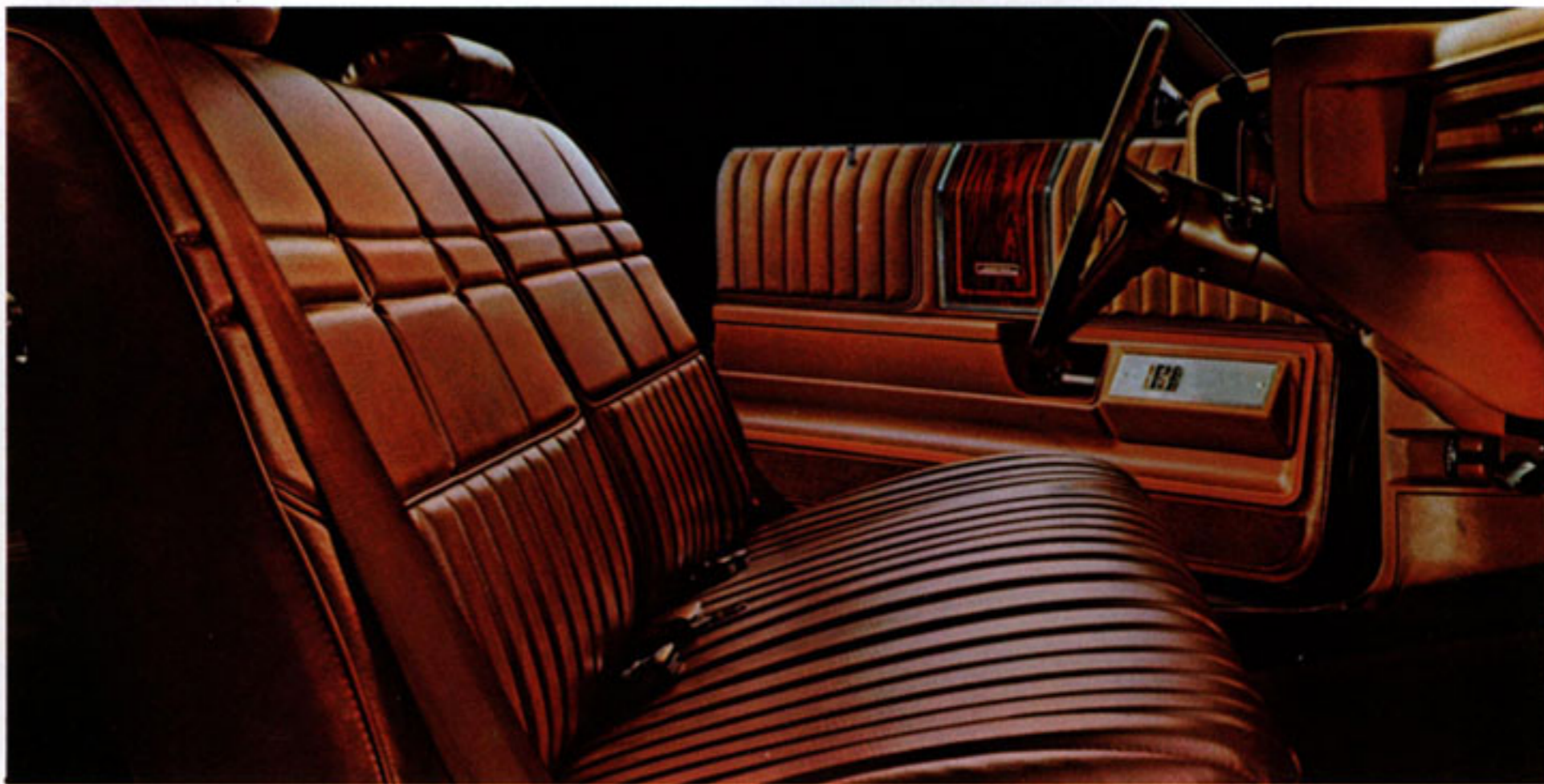
Power front disc brakes with the added security of audible wear sensors.

Powered ventilation that starts moving outside air through the car as soon as you switch on the ignition.

A coolant overflow system that helps to prevent engine over-heating due to extreme air temperatures or excessive loads.

A petroleum-base coating on the frame and rear suspension lower control arms—places highly subject to road splash. Tests show it offers substantial improvement in corrosion protection. You'll appreciate it most driving on slushy streets.

Standard Brougham. So far we've only mentioned the kind of features you'd get on any full-size '74 Pontiac. Here's just part of what makes Parisienne a Brougham.



The look of hand-carved dark chestnut right across the instrument panel, on the doors and steering wheel.

And that steering wheel is color-keyed to the deluxe interior while its rim is cushioned with soft vinyl so it shouldn't ever feel clammy or too hot to the touch.

Quality cut-pile carpeting is not only laid on wall-to-wall but also covers the lower door panels.

There's an electric clock. Added sound insulation.

And outside, there are body-colored door handles. Tasteful moldings. And Deluxe wheel covers. Very "Brougham".



Turn the page and also check page 20 for more insight on our most popular Pontiac.

Radials. Why not order radial tires for your Parisienne Brougham? A 1974 Pontiac equipped with optional GM specification steel-belted radial tires provides a desirable combination of important characteristics including ride, handling, tread life, endurance and hazard resistance as well as a significant improvement in traction on wet and snowy roads.

And when you order radials, they come with a radial tuned suspension to give you great roadability.

The people's Pontiac. Why argue with success? We'll just keep right on making Parisienne Brougham the Wide-Track most people say "yes" to.

We'll keep right on making improvements each year, though.

Cover: Parisienne Brougham 2-door Hardtop;

Left: Parisienne Brougham 4-door Hardtop;

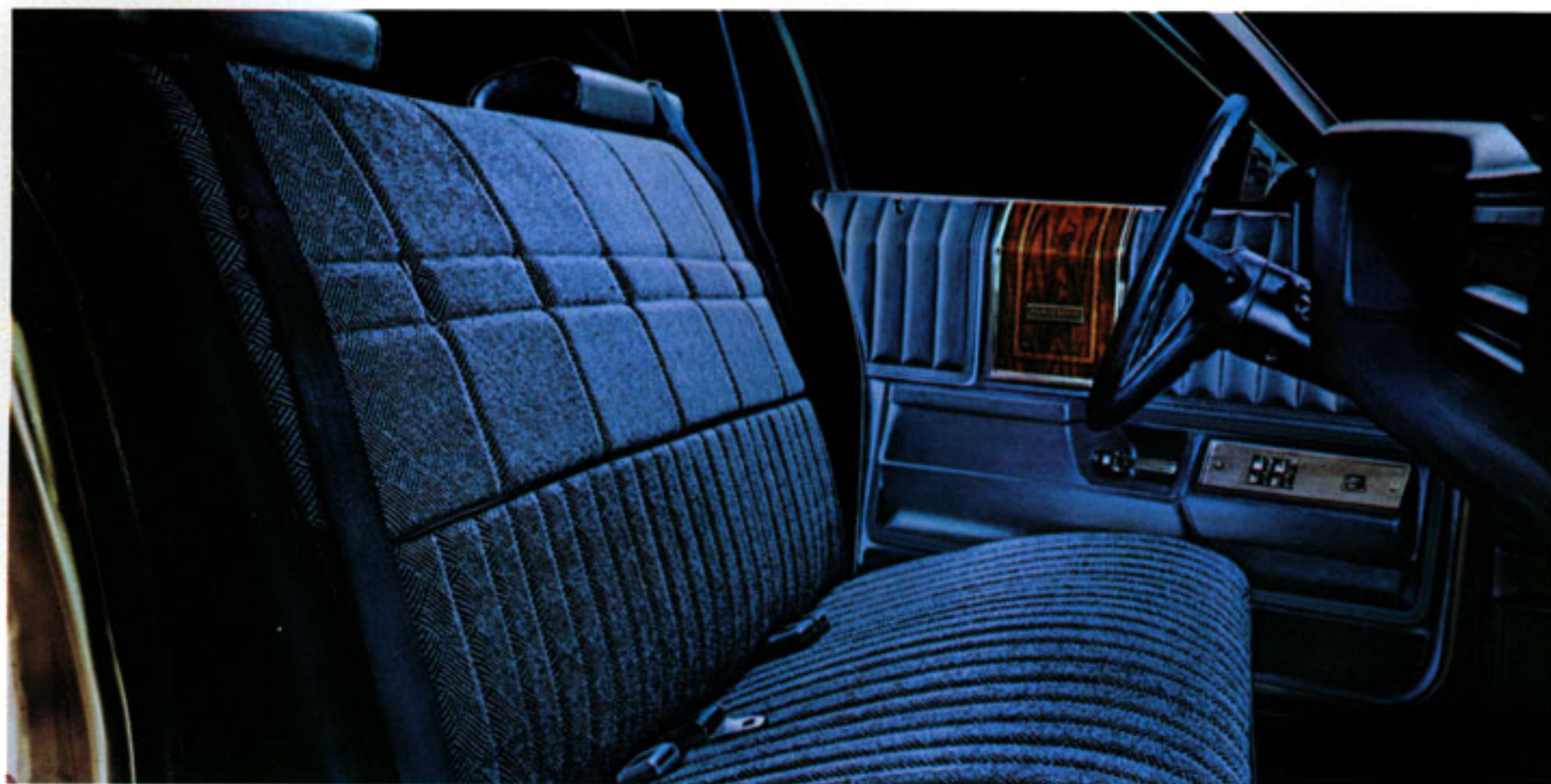
Above: Optional bench seat in vinyl Morrokide;

Right: Standard power front disc brake.

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



Pontiac Parisienne Brougham



Luxury for the long run. If you read the preceding story on Parisienne Brougham, you may not have noticed but we didn't use the word "luxury" once. Not easy when you're discussing a car like this.

And luxury is not what Parisienne Brougham is all about. But since you likely plan to enjoy your new car for some time to come, Pontiac insists that you enjoy it to the full. Luxuriously.

So the rich interior door panelling is distinctively upgrade—shared only with Bonneville. Which is elegant company.

Standard upholstery is a smart block tweed trimmed with vinyl Morrokide. You see it up top. If you'd like another look at the extra-cost seat covering in all-vinyl Morrokide, turn back to page 3.

The tweed comes in a choice of four colors and the optional vinyl in up to four colors, depending on model. A few minutes with your salesman will be time well spent.

New idea. You may spend considerably longer than that when you see what other avenues of beauty are open to you.

For instance. You can order the optional vinyl seats in white and have the rest of your interior in color.

Or, with the 2-door Hardtop, you may wish to consider having your seats and interior in white—and dramatize them with your cut-pile carpeting, instrument panel,



Parisienne Brougham 2-door Hardtop



Parisienne Brougham 4-door Hardtop



Parisienne Brougham 4-door Sedan

the steering column and the shelf behind the rear seat all in blue or green.

New and exciting possibilities.

Parisienne Brougham. But as we said, luxury is not what this car is *all* about. It just happens that a beautiful, full-size Parisienne Brougham which is eminently practical and excellent value by any measure, is also undeniably luxurious.

For suggestions on adding luxury, convenience or dress-up touches of your own, see pages 21 to 23.

Do the Wide-Track people have a way with cars? We hope it is *your* way.

Above: Standard block tweed cloth bench seat;
Far left: Parisienne Brougham 4-door Sedan;
Below: Parisienne Brougham 2-door Hardtop.



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



Pontiac Laurentian



Laurentian 2-door Hardtop



Laurentian 4-door Sedan

It depends on how you look at it.

Pontiac's 1974 styling. Look at it from the front and you might think this car is a super-luxury limousine—perhaps imported from middle-Europe.

But come upon a '74 from the side (that 2-door to your left, say) and your reaction could be quite different. The new roofline and side windows give this Pontiac a kind of sporty, notchback appearance.

It works beautifully. Pontiac has tuned large-scale distinction with youthful sportiness. This is how a car is styled to look right for the times to come.

The Laurentian look. You see it inside, too. The flair of cloth upholstery, standard, or all-vinyl Morrokide at extra cost. Padding in the full-foam seats. A deluxe steering wheel with padded centre spokes. Deep cut-pile carpeting. The luxury of Flame Chestnut simulated woodgrain on the wrap-around dash.

Pontiac pays as much attention to tuned styling inside as outside.

At Pontiac's lowest price. Did we neglect to mention that Laurentian is our lowest-priced full-size '74? Just try and find a better-looking bargain anywhere!

Especially when your Laurentian also comes with a 350 CID V8, Turbo Hydramatic transmission, variable-ratio power steering, power front disc brakes and a great deal more—all standard.

There are other features about your new Pontiac you should know about.

The wraparound instrument panel with its big, easy-to-read cluster is cunningly designed for easy serviceability. Should it ever need service, quick access from the front makes bulb changing or whatever simple and fast.

You have not one but two roofs over your head. They're engineered for strength and constructed to help keep everything in the passenger compartment very quiet.

Even your battery is special. It's an Energizer battery with side-mounted terminals—sealed to help prevent damage from corrosion.

Obvious, isn't it? The Wide-Track people have a way with cars.

Pontiac value never looked better.

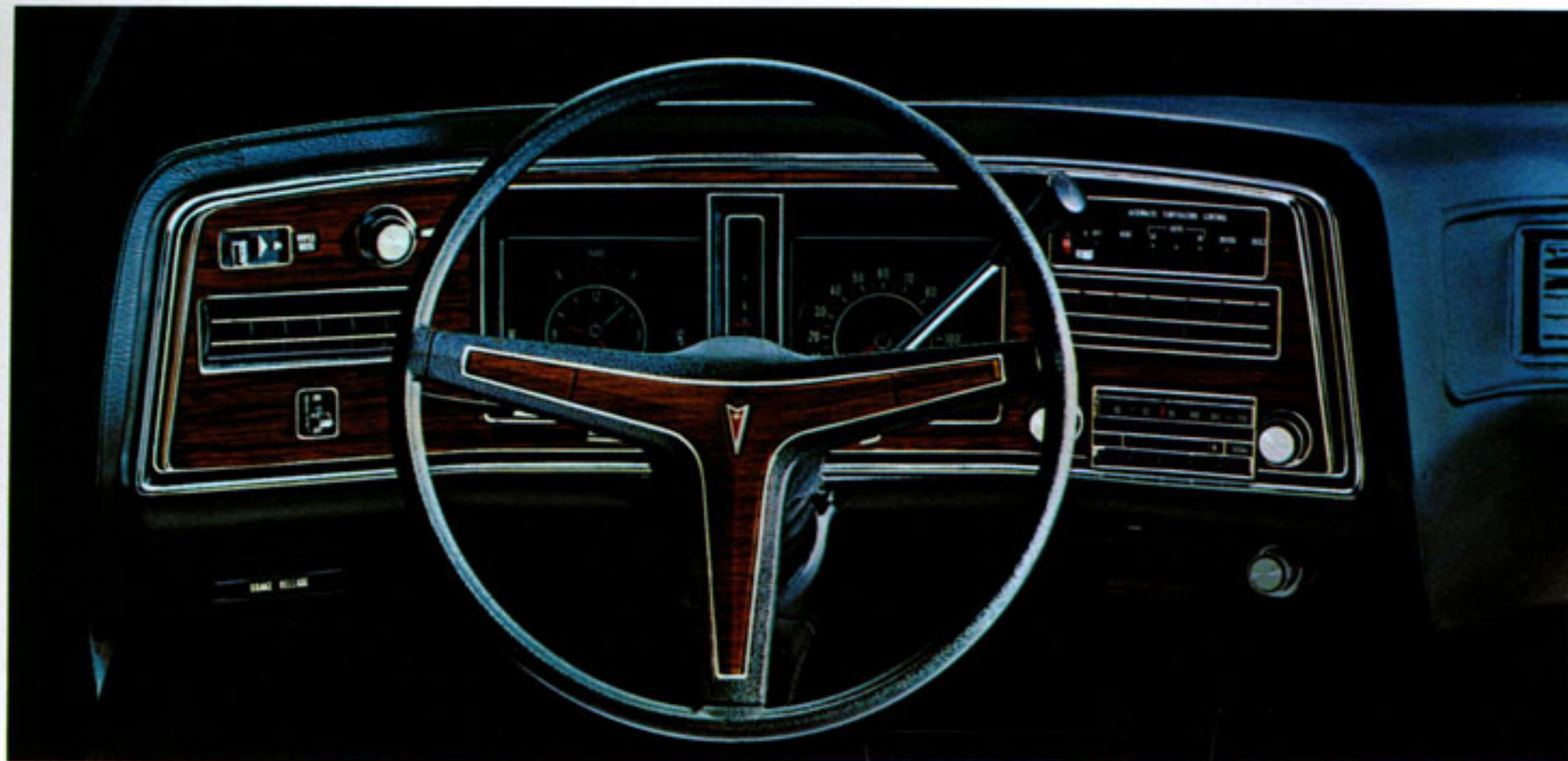
*Above: Optional all-vinyl Morrokide bench seat;
Far left: Laurentian 2-door Hardtop;
Below: Laurentian 4-door Sedan.*



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



Pontiac Catalina



The Way of the Wide-Track. Pontiac wants you to enjoy full-size satisfaction in your full-size '74. And you'll experience it

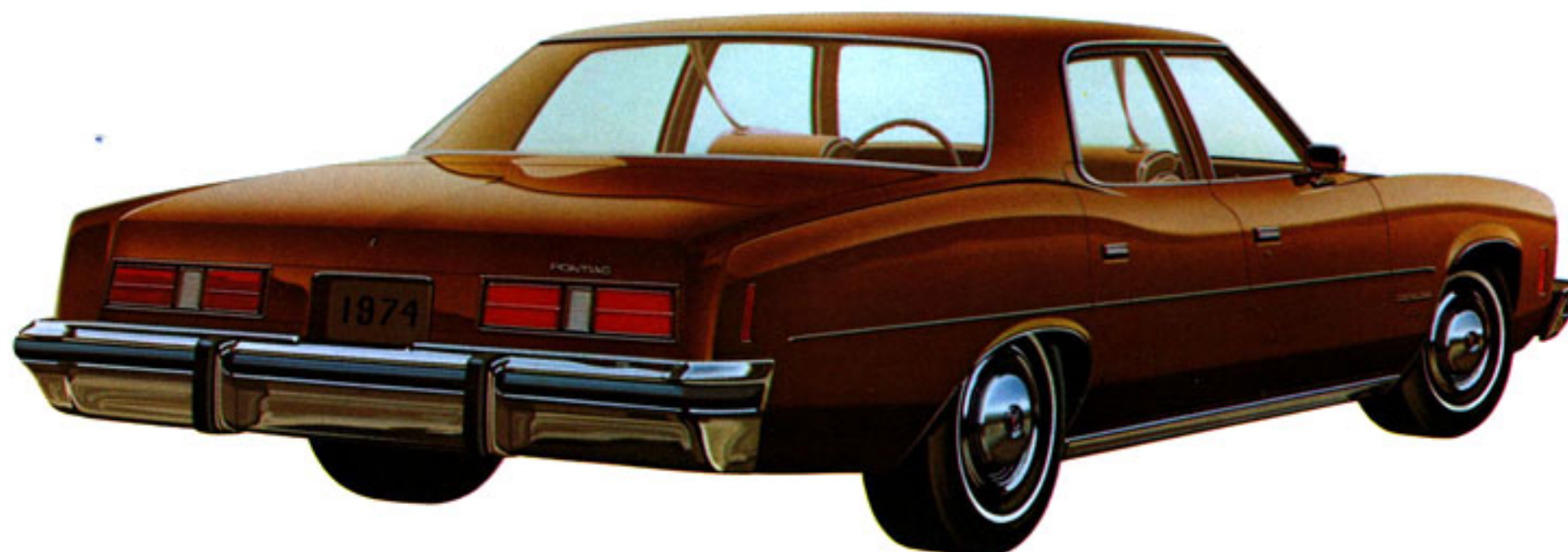


Left: Catalina 2-door Hardtop;
Top: Instrument panel showing dark woodgrain treatment; also optional Custom Cushion steering wheel.

Above: Standard cloth-and-vinyl bench seat;
Right: Catalina 4-door Sedan.

the first time you move out with Catalina's 350 CID V8. Maybe the only way you can top Catalina's ride and handling—at a Catalina price—is to add a special Pontiac package.

Radial Tuned Suspension. Order the radial tire option package for the optimum in big car ride and handling.



Catalina 2-door Hardtop



Catalina 4-door Hardtop



Catalina 4-door Sedan

It includes: whitewall steel-belted radial ply tires, front and rear stabilizer bars and specific springs and shocks. Not just radials but the benefits of radials with a specially-tuned suspension.

Great if you now and then favor twisting back roads instead of super highways.

Catalina "as is". But even without any extras, your Catalina will delight you—completely. See "Standard features", page 20.

Many of Catalina's Standards—from a hidden windshield antenna to hideaway wipers—are Wide-Track innovations. Power front disc brakes, variable-ratio power steering and Turbo Hydra-matic are all standard in a Catalina. Of course.

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



Pontiac Bonneville



When you've got a car with Bonneville's heritage of handling and performance, it should look like it handles and performs. It should have a look of excellence.

New styling. Bonneville has a new look of excellence for 1974. With a classic front end that's distinctively upgrade. And a futuristic roofline for the 2-door Hardtop that gives it a leaner appearance.

And the roofline has practical advantages. It's big on visibility.

The performer. Bonneville's reputation as a Wide-Track performer gets a powerful assist with the standard 400 CID 2-barrel V8. For even more response you can make it four barrels or choose a 455 CID 4-barrel at extra cost.

Also available (and also with any Pontiac in this catalogue) is the radial tire option package detailed on page 9.

Bonneville's "standards" include variable-ratio power steering, power front disc brakes and Turbo Hydra-matic.

The comfort department? A study of the standard interior shown on this page tells you what to expect. Bonneville excellence.

The Bonneville way. The carpeting is thick cut-pile and there's plenty of it. The steering wheel is cushioned, color-keyed to the interior and has a simulated wood-grain insert to match the woody look of the instrument panel and door trim. And cushioning has been added to the foam contoured seats.

The upholstery fabric is your choice. A



Bonneville 2-door Hardtop



Bonneville 4-door Hardtop



Bonneville 4-door Sedan

block tweed cloth is standard. But so is a grained Morrokide. Both are long-wearing and both are long on good looks.

But don't take either one unless you buy Pontiac's concept that a full-size car should be more than luxurious. It should also perform.

The 1974 Bonneville is intended for people who still enjoy driving.

The original full-size Wide-Track. It all began with Bonneville—Pontiac's way with big, luxurious, comfortable performers. Looks like we're still on the right track.

For that matter, Wide-Track Bonneville is looking even more exciting.

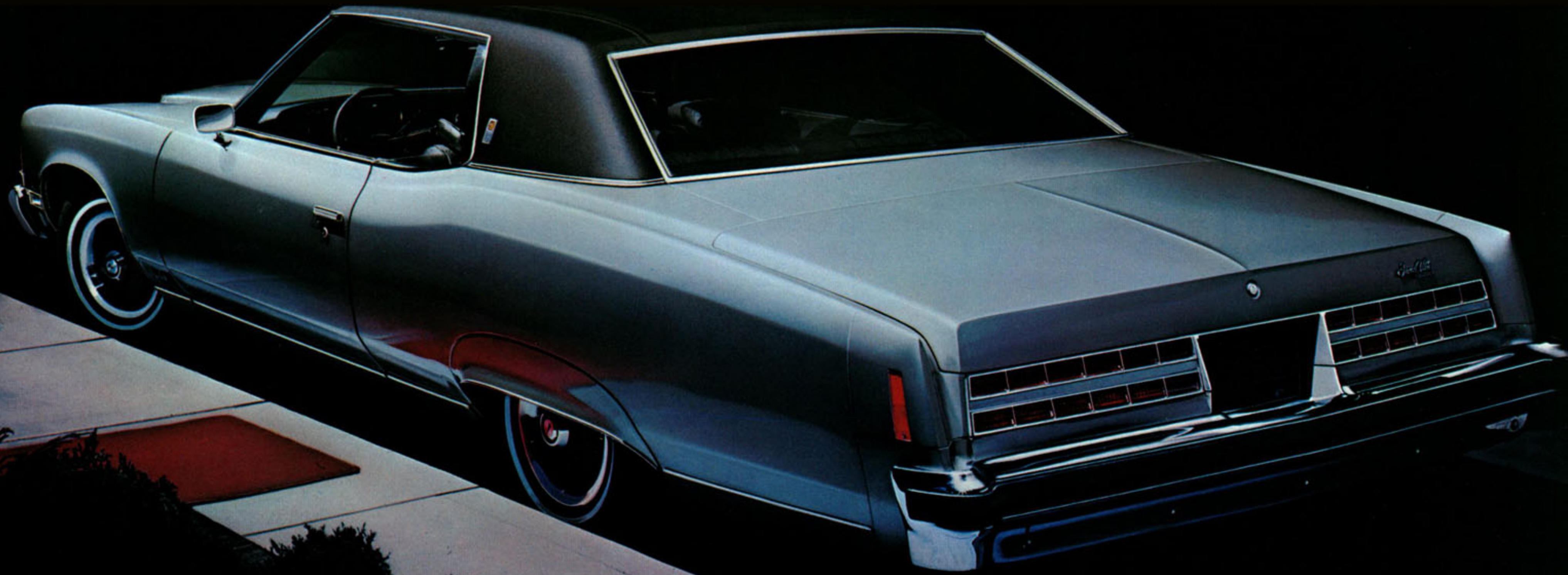
Far left: Bonneville 2-door Hardtop;

Above: Standard cloth-and-vinyl bench seat;

Below: Bonneville 4-door Sedan.



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



Pontiac Grand Ville



Ultimate Wide Track. Grand Ville is as far up as you can move in a Pontiac. It's our final say in luxury—and it's eloquent enough you could mistake Grand Ville for a much more expensive car.

Grand Ville's distinctive new die-cast grille and special formal roofline start to hint at the luxuries inside.

Such as room. True, plenty of room is taken for granted in a car of Grand Ville's stature, but even the 2-door Hardtop offers as much rear-seat legroom as many a 4-door.

You can compare the seating comfort with that of a sofa. And when you pull down the centre armrest in the front seat, it's a lot like having two easy chairs—with foam in the seat cushions half a foot thick and with contoured, full-foam backs.

A Grand Ville option. Above, you see the richest looking, richest-feeling upholstery ever presented in a full-size Pontiac—the custom interior. We illustrate the cloth-

and-vinyl Morrokide trim but if your taste is for the soft touch of all-vinyl, that is also available at extra cost and is equally handsome. The convertible has its own role in our story and that is covered on the following pages. The whole Grand Ville interior story can be explained—with color swatches—by your salesman.

Some Grand Ville standard features: plush cut-pile carpeting under foot—convenient door pull straps—rich-looking woodgrain accents on the doors, across the instrument panel and above the glove box—the generous use of sound insulation for exceptional quietness—and powered ventilation that keeps air moving through the car whether the car's moving or not, providing its ignition is turned on.

A perceptive driver will know Grand Ville is a Pontiac the moment it's put in gear.

Because even Pontiac's most luxurious car has to handle the road. Grand Ville does. Variable-ratio power steering, power brakes (front discs/rear drums), Turbo Hydra-matic and a 455 CID V8, Pontiac's largest engine, are all standard.

The 1974 Grand Ville. There's more on the last word in Pontiac luxury on the next pages. To be continued...

Above: Optional Custom Grand Ville cloth upholstery; Far left: Grand Ville 2-door Hardtop; Below: Grand Ville Convertible.



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



Pontiac Grand Ville



There has never been a full-size Pontiac so luxurious. But if you want to make the ultimate Pontiac even more so, Grand Ville can be most accommodating.

Extra luxury at extra cost. The text and picture on page 13 only begin to suggest how grand Grand Ville's custom interior is. But some people want even more.

Order the Custom Trim option and you pamper yourself with color-keyed lap and shoulder belts, cigar lighters for the rear seat passengers, rear door pull straps for the 4-door—and a choice of magnificent seat coverings.

Select a rich, fluted damask trimmed in leather-like Morrokide (available in six colors) or all-vinyl Morrokide (in four colors—plus white for the Convertible, which gets all-vinyl Custom seats standard). Both damask cloth and vinyl Morrokide trims feature a contoured rib and biscuit design.

You can do even more. At extra cost, you

can specify a 60/40 split Custom front seat. The "60" is the passenger side with centre armrest and it can be adjusted separately from the driver's side.

Other suggestions? Pages 21 to 23 offer much "pickin' and choosin'" and your salesman will gladly complete the picture. But here are a couple of option ideas that may particularly appeal to Grand Ville people. Air conditioning: fully automatic or with manual controls. Tilt wheel: lets you adjust your Custom Cushion steering wheel through six positions for a perfect "fit."

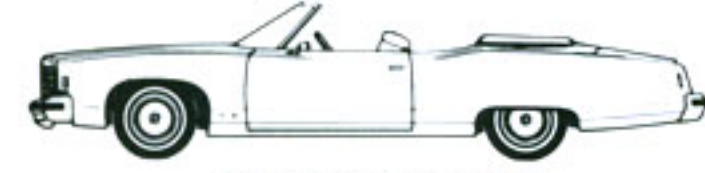
Adjustable pedals. Grand Ville for '74 (and Bonneville) has a brand new exclusive option for your convenience: adjustable brake and accelerator pedals. One lever under the instrument panel controls both. It moves the pedals toward or away from you and locks them in the position you choose. Chalk another one up for Pontiac comfort—and for Pontiac, the Innovator.



Grand Ville 2-door Hardtop



Grand Ville 4-door Hardtop



Grand Ville Convertible

Standard Grand Ville features. See story on page 13 and the listing of equipment on page 20. The Wide-Track people have a way with luxury cars.

Pontiac's most luxurious full-size car shows what happens when the Wide-Track people go all out.

Far left: Grand Ville 4-door Hardtop;
Above: Optional all-vinyl Custom notchback bench seat with extra-cost 60/40 convenience;
Below: Optional adjustable brake and accelerator pedals with adjuster under instrument panel.



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



Pontiac Grand Prix

First class. Grand Prix has a reputation for being a very Pontiac Pontiac. A car that has remained uncompromised—strictly first class. In the way Grand Prix looks. Feels. In the way it moves.

It certainly appears that the 1974 Grand Prix's styling carries out Grand Prix's classic image. No settling for second best.

The Wide-Track ride is no compromise, either. Grand Prix is a magnificent road car. Variable-ratio power steering, power front disc brakes and Turbo Hydra-matic transmission are all standard.

And a 400 CID V8 with dual exhausts gives the kind of Pontiac performance that has helped make Grand Prix famous.

You'll find the sporty, full-foam bucket seats are deeply contoured for lateral support. And they're finished in your choice of cloth-and-corduroy or all-vinyl perforated—that is, breathable—Morrokide.

You can also order them so they recline, with adjustable lower back supports. Or you can trade them for a notchback bench seat—in which case you drop the centre console and have your automatic shifter



column-mounted. The bench is available with either the cloth-and-corduroy or the perforated Morrokide.

Nothing less than inlays of genuine African Crossfire mahogany grace Grand Prix's centre console and instrument panel.

What's more, the instrument panel,



Grand Prix Hardtop Coupe

console, Custom Cushion steering wheel and the column are color-coordinated to the interior.

Grand Prix "SJ". The "SJ" is a great option package you may want to order. It includes: a 455 CID V8, steel-belted radial ply tires with a specially-tuned suspension, a rally gauge cluster, unitized ignition, a maintenance-free battery, pin striping and more. Kind of the "summit" version of the Grand Prix personal luxury car.

Our Classic. It's that kind of style, that kind of feeling, that kind of no-compromise attitude that help make the 1974 Grand Prix the classic example of Pontiac's way with cars. The Wide-Track people have done it magnificently.

Handle your Grand Prix with pride.

Far left and below: Grand Prix Hardtop Coupe;

Above: Available all-vinyl reclining bucket seats with adjustable lower back support;

Below, left: Available all-vinyl notchback bench seat.



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

Safari Station Wagons

Grand Safari. Think of it as a station wagon with the ways of a Grand Ville.

Thick, cut-pile carpeting including the lower door panels and the cargo area.

A Custom Cushion steering wheel with the feel of sheer luxury and in the same color as your interior.

All-vinyl Morrokide that comes in four rich colors. Or you can have an optional cloth upholstery in saddle tweed. Either way, your front seat has a fold-down centre armrest. A 60/40-split version is also available at extra cost.

Pontiac's biggest engine. The 455 CID 4-barrel V8 is standard.

And a disappearing tailgate.

Obviously, Grand Safari is Pontiac's most luxurious station wagon.

Below: Grand Safari station wagon with optional simulated woodgrain panelling;

Right: The tailgate glides away out of sight. Cargo capacity is 106.4 cu. ft.



Catalina Safari. Like Laurentian Safari (not shown), our lowest-priced full-size station wagon, Catalina has a 400 CID 4-bbl. V8, variable-ratio power steering, power front disc brakes and Turbo Hydra-matic.

It also has the same kind of comforting full-foam seats, including the forward-facing third seat if you order the 3-seat model. And powered ventilation.

But Catalina has even more. Compared with Laurentian a Catalina has additional courtesy lights, additional insulation for extra quietness, two ashtrays in front, dual horns and a hidden-in-the-windshield radio antenna.

Ask your salesman for our special catalogue on Safari station wagons. The Wide-Track people have a way with wagons.

*Below: Catalina Safari station wagon;
Right: Standard all-vinyl Catalina bench seat.*

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



Standard features...a partial list

Laurentian. Standard features include: New air-hydraulic bumper system using Enersorbers. 350 CID 2-bbl. V8. Improved variable-ratio power steering. Front power disc brakes with audible wear sensors. Rear power drum brakes. 3-speed Turbo Hydra-matic transmission. Full-foam seat construction with cloth-and-vinyl seat coverings. Powered ventilation. Wraparound instrument panel with quick service access. Simulated Flame Chestnut wood-grain on instrument panel. Deluxe 2-spoke steering wheel with deep-padded centre. Nylon-blend cut-pile carpeting. Double-panel roof with inner panel acoustically perforated. Embossed vinyl headlining. Tilt-type inside rearview mirror. Left-hand ashtray. Front and rear armrests. Concealed windshield wipers. Inside hood latch release. Bright hub caps. Bright rear window reveal moldings. Bright moldings on rear edge of hood. Bright roof drip moldings on 2-door Hardtop. Open-channel rocker panels. Forward-mounted steering linkage. Coolant overflow system. Energizer battery. Petroleum-base coating on frames and rear suspension control arms for corrosion protection. Self-regulating alternator. Full-coil suspension with computer-selected springs. G78 x 15 blackwall glass belted tires. Choice of 16 Magic-Mirror exterior colors.

Catalina. All Laurentian standard features plus: Additional sound insulation. Higher quality interior trim. Instrument panel right-hand ashtray. Ashtray lamp (driver's side). Cigarette lighter lamp. Glove box lamp. Foam-backed trunk compartment mat. Windshield-embedded antenna. Dual horns. Narrow rocker panel moldings.

Parisienne Brougham. All Catalina standard features plus: Deluxe interior trim. 3-spoke Custom Cushion steering wheel. Electric

clock. Carpeted lower door panels. Long front armrests. Perforated vinyl headlining. Additional sound insulation. Long sunvisor with centre support. Luggage compartment side foundation panels. Body-color inserts on outside door handles. Deluxe wheel covers. Wheel opening moldings. Bright roof drip moldings on sedan. "Brougham" on sail panel.

Bonneville. All Parisienne Brougham standard features plus: 400 CID 2-bbl. V8. Protective bumper rub strips front and rear. Special grille with distinctive styling. Dome lamp switch on all doors. Instrument panel courtesy lamp. Bright periphery moldings on lower door panels. Pedal trim plates. Luggage compartment lamp. Wide rocker panel molding with rear fender extension. Side window reveal moldings on sedan. H78 x 15 glass belted tires.

Grand Ville. All Bonneville standard features plus: 455 CID 4-bbl. V8. Front bench seat with centre armrest (notchback in Hardtop Coupe and Convertible). Specific roofline providing larger rear seating legroom in Coupe. Pull straps on doors. Upgraded insulation and sound deadeners. Right-hand ashtray lamp. Full-width double-level tail lamps. Rear wheel opening covers. Belt reveal moldings.

Grand Prix. Distinctive Grand Prix features include: 400 CID 4-bbl. V8. Dual exhausts. Automatic transmission shifter in console. African Crossfire Mahogany on instrument panel and console. Front bucket seats or notchback bench (column-mounted shift lever with bench). Side opera windows. Extensive acoustical materials. 7-inch wide wheels. G78 x 15 blackwall tires.

NOTE: all 1974 Pontiacs are equipped with standard evaporative and exhaust emission controls.

Reassurance features

Occupant Protection

- Seat belts with pushbutton buckles for all passenger positions.
- Two front combination seat and shoulder belts for driver and right front passenger (with reminder light and buzzer and inertia reel).
- Two front seat head restraints.
- Energy-absorbing steering column.
- Passenger-guard door locks.
- Safety door latches and hinges.
- Folding seat back latches.
- Energy-absorbing padded instrument panel and front and intermediate seat back tops.
- Contoured windshield header (except convertible).
- Thick laminate windshield.
- Padded sun visors.
- Safety armrests.
- Safety steering wheel.
- Cargo-Guard (except station wagons).
- Side-Guard Beams.
- Contoured full roof inner panel (except convertible).

Accident Prevention

- Side marker lights and reflectors (front side marker lights flash with directional signal).
- Parking lamps that illuminate with headlamps.
- Four-way hazard warning flasher.
- Backup lights.
- Lane change feature in direction signal control.
- Windshield defrosters, washer and dual speed wipers.
- Wide-view inside day/night mirror (vinyl edged, shatter-resistant glass and deflecting support).
- Outside rear-view mirror (driver side and passenger side on station wagons).
- Dual master-cylinder brake system with warning light.
- Starter Safety Switch.
- Dual-action safety hood latches.
- Improved bumper systems.

Anti-Theft

- Anti-theft ignition key warning buzzer.
- Anti-theft steering column lock.
- Inside hood latch release.

Options-Add your own personal touch

Express your individuality while adding even more to your pleasure, comfort and convenience. Enjoy your new car *your way!*

For a run-down on other options not mentioned here, ask your salesman.



Air Conditioning. It offers you a lot more than a cool car interior on a hot day. Air conditioning works for you all year—keeps you free of humidity, dust, irritating pollen—in a closed car without inside mist on any window. You arrive refreshed. Choose a manual Four-Season system or Automatic Temperature Control. It pays off at trade-in time, too.



Defroster. An electrically-heated system uses rows of thin wires embedded in the glass to help keep the rear window surface clear of ice, snow and fog. Not available on Grand Ville Convertible. A forced-air blower system is also available, except Convertible and Grand Prix.



Sound Systems. Choose an AM, AM/FM or an AM/FM Stereo pushbutton radio. Or an AM or AM/FM radio with 8-track stereo tape player and 4-speaker system (3 on Grand Prix). Rear speakers available with others.

Wheel Equipment. Your salesman can advise you on extra-cost wheel covers, trim rings and wheels available for your new Pontiac.



Custom Wheel Cover



Rally II Wheel



Deluxe Wheel Cover



Protective Molding. Vinyl inserts in stainless steel help protect the sides of your car in parking lot situations. Why not order door edge guards, too?

Automatic Level Control. Automatically keeps your new Pontiac level under heavy loads. A vacuum-operated compressor expands air-bag in shock absorbers to compensate for load weight. A 400 or 455 CID engine is required.

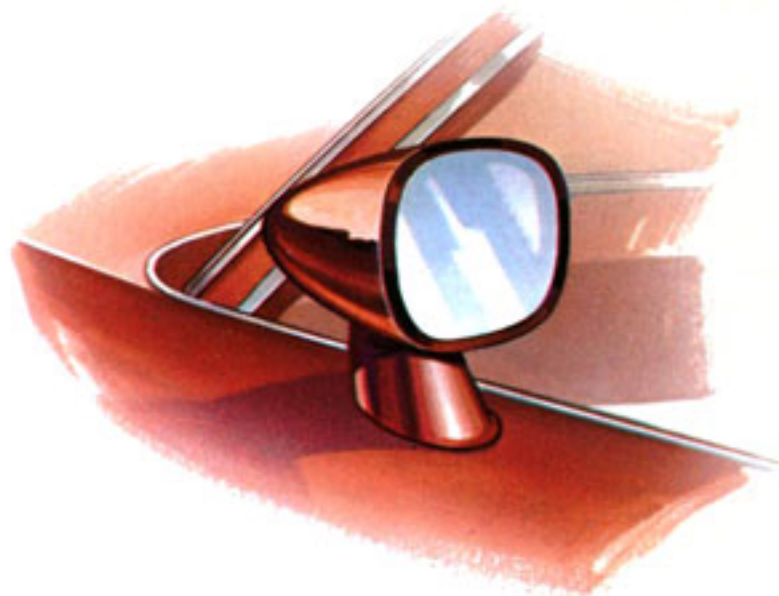
Adjustable Pedal Option. Just flipping a small lever under the instrument panel adjusts the accelerator and brake pedals upward over a 4-inch arc. Available only on Bonneville, Grand Ville.



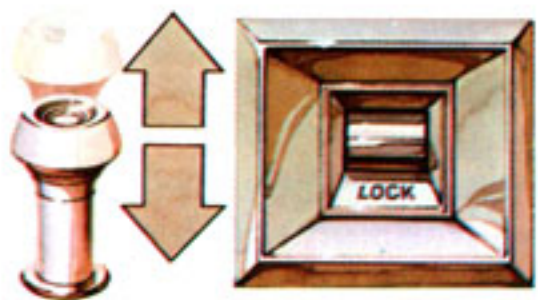
Safe-T-Track Rear Axle. A limited slip differential that transfers torque to the rear wheel that has the best traction. Helps give you sure handling when you hit a stretch of slippery road, mud or sand.



Tinted Glass. Soft-Ray tinted glass may be specified for all windows or just for the windshield. It helps reduce the effects of a hot sun. Even gives you a bit more privacy. Tinted glass is recommended when you order air conditioning.



Custom Sport Mirrors. Aerodynamically-designed outside mirrors in the same color as the body of your car. The left-hand mirror is remote controlled. You can have the right-hand mirror controlled from the driver's position at extra cost.



Electric Door Locks. Locks or unlocks all doors at once. Separate controls for driver, front passenger.



Vinyl Roof Cover. Top your Pontiac with a padded Cordova cover in your choice of up to ten colors, depending on model. Grand Prix owners can order a full roof cover or a smart Landau half-roof.



Power Windows. Open or close any window without leaving the driver's seat. The controls are at your fingertips—with individual controls for passengers.

Bumper Guards. Front and rear rubber-faced guards give an extra measure of protection. Full-length rub strips are available on Laurentian, Catalina, Parisienne Brougham and are standard on all others.



Radial Tires. Order radial tires and you get a ride and handling package with GM-specification whitewall steel-belted radial tires and a specially-tuned suspension including front and rear stabilizer bars, Pliacell shock absorbers, jounce restrictors and specific springs.



Cruise Control. Attain desired speed, touch the button on the end of the signal indicator and you'll hold that speed until you press the brake pedal.

Maintenance-free Battery. It never needs water. Corrosion-proof, sealed side terminals.



6-Way Power Seat. Lets you raise, lower, move forward, backward or tilt the bench seat—or the driver's seat in a bucket-equipped Grand Prix. Affords more comfort, helps lessen fatigue on long trips. Just press a button.



Tilt Steering Wheel. Adjusts to any of six different positions to

custom fit the driver. Makes getting in and out easier. A Custom Cushion steering wheel has to be ordered on Laurentian and Catalina.

Trailer Towing. Pontiac offers a complete trailer-towing package designed specifically for the load weight of your trailer and the 1974 Pontiac you'll be hauling it with. Your trailer-towing package can be built into your car right at the factory. Please ask your salesman for the special, detailed catalogue on trailer-towing.



Love Seats. The Infant Love Seat and the Child Love Seat offer protection for the youngest travellers in your family and are built to GM specifications. The Infant Love Seat, for babies up to 20 pounds, is foam-

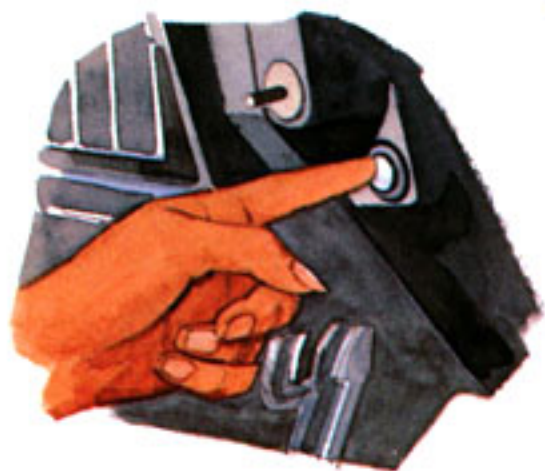


padded and comfort-contoured, washable and includes built-in restraining straps. The Child Love Seat has built-in harness and raises children to window-viewing height. Both Love Seats have many features to help look after your smallest passengers. They are secured inside the car with the conventional lap belts to hold the seat in case of sudden stops. Your salesman can tell you more about GM Love Seats.

Sun Roof. Grand Prix only. Enjoy air and sunshine without the wind. Manually-operated or power sun roof available.



Deck-lid Release. Lets you unlock your trunk without getting out of the car. When it's snowing or raining, you stay snug and dry. Simply push a button located in the glove box for security. A remote-control trunk lid release can save you time, too.



Specifications

	LAURENTIAN	CATALINA	PARISIENNE BROUGHAM	BONNEVILLE	GRAND VILLE	GRAND PRIX
Body Styles	2-door Hardtop 4-door Sedan —	2-door Hardtop 4-door Sedan 4-door Hardtop	2-door Hardtop 4-door Sedan 4-door Hardtop	2-door Hardtop 4-door Sedan 4-door Hardtop	2-door Hardtop Convertible 4-door Hardtop	2-door Hardtop — —
Engines Standard (8 cyl.) Optional (8 cyl.)	350-2 350-4 400-2 400-4 455-4	350-2 350-4 400-2 400-4 455-4	350-2 350-4 400-2 400-4 455-4	400-2 400-4 455-4 — —	455-4 — — — —	400-4 455-4 — — —
Transmissions Standard	Hydra-matic	Hydra-matic	Hydra-matic	Hydra-matic	Hydra-matic	Hydra-matic
Power Brakes Front Disc (dia.) Rear Drum (dia.)	11.7 in. 11.0 in.	11.7 in. 11.0 in.	11.7 in. 11.0 in.	11.7 in. 11.0 in.	11.7 in. 11.0 in.	11.0 in. 9.5 in.
Turning Dia. (ft.) curb-to-curb	43.0	43.0	43.0	43.0	43.0	39.9
Suspension	Full Coil	Full Coil	Full Coil	Full Coil	Full Coil	Full Coil
Frame	Perimeter	Perimeter	Perimeter	Perimeter	Perimeter	Perimeter
Wheelbase	124.0 in.	124.0 in.	124.0 in.	124.0 in.	124.0 in.	116.0 in.
Length	226.0 in.	226.0 in.	226.0 in.	226.0 in.	226.0 in.	217.5 in.
Height (4-door)	54.4 in.	54.4 in.	54.4 in.	54.4 in.	53.8 in.	52.8 in.
Width	79.6 in.	79.6 in.	79.6 in.	79.6 in.	79.6 in.	78.7 in.
Weight (4-door)—curb	4354 lbs.	4374 lbs.	4384 lbs.	4524 lbs.	4653 lbs.	4249 lbs.
Tread front rear	64.1 in. 64.0 in.	64.1 in. 64.0 in.	64.1 in. 64.0 in.	64.1 in. 64.0 in.	64.1 in. 64.0 in.	61.9 in. 61.1 in.
Tires standard	G 78-15	G 78-15	G 78-15	H 78-15	H 78-15	G 78-15
Wheel Size	15 x 6 in.	15 x 6 in.	15 x 6 in.	15 x 6 in.	15 x 6 in.	15 x 7 in.
Road Clearance	5.2 in.	5.2 in.	5.2 in.	5.4 in.	5.4 in.	4.8 in.
Headroom front (2-door Hardtop) rear	38.3 in. 37.1 in.	38.3 in. 37.1 in.	38.3 in. 37.1 in.	38.3 in. 37.1 in.	38.9 in. 37.6 in.	37.5 in. 37.4 in.
Legroom front (2-door Hardtop) rear	42.7 in. 35.8 in.	42.7 in. 35.8 in.	42.7 in. 35.8 in.	42.7 in. 35.8 in.	42.7 in. 38.8 in.	42.4 in. 33.5 in.
Shoulder Room front (2-door Hardtop) rear	64.4 in. 62.2 in.	64.4 in. 62.2 in.	64.3 in. 62.2 in.	64.3 in. 62.2 in.	64.3 in. 63.3 in.	58.8 in. 57.1 in.
Hip Room front (2-door Hardtop) rear	62.2 in. 56.2 in.	62.2 in. 56.2 in.	62.2 in. 56.2 in.	62.2 in. 56.2 in.	62.2 in. 56.2 in.	56.9 in. 52.9 in.
Fuel Tank Capacity (app.)	21.5 imp. gal.	21.5 imp. gal.	21.5 imp. gal.	21.5 imp. gal.	21.5 imp. gal.	20.8 imp. gal.
Usable Luggage Space	18.3 cu. ft.	18.3 cu. ft.	18.3 cu. ft.	18.3 cu. ft.	19.5 cu. ft.	14.3 cu. ft.

Engines

	350-2 V8	350-4 V8	400-2 V8	400-4 V8	455-4 V8
Displacement (cu. in.)	350	350	400	400	455
H.P. @ rpm (Net)	145 @ 3600	160 @ 3800	175 @ 3600 ³	200 @ 4000 ¹	215 @ 3600 ²
Torque @ rpm (Net)	250 @ 2200	245 @ 2400	315 @ 2000	320 @ 2400	355 @ 2400
Compression Ratio	8.5:1	8.5:1	8.0:1	8.0:1	8.0:1
Carburetion	2 bbl.	4 bbl.	2 bbl.	4 bbl.	4 bbl.
Fuel	Regular	Regular	Regular	Regular	Regular
Exhaust System	Single	Single	Single	Single*	Dual†

With Dual Exhaust ¹225 @ 4000 ²250 @ 4000 ³190 @ 4000 †Single—Grand Ville *Dual—Grand Prix

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