

PONTIAC 1977

Ventura



The only compact with the punch of a Pontiac.

As some cars have grown smaller and others bigger, Ventura has pretty much stayed in there doing its thing: a compact car with the style, comfort and engineering of a Pontiac.

Ventura's overall length and wheelbase place it smack dab between our mid-sized Le Mans and subcompact Astre.

And that applies to all 1977 Venturas: 2-Door Coupe, 2-Door Hatchback Coupe and 4-Door Sedan.

There's room for six. Adults. Even six footers.

And we've wrapped that room in some nifty styling. Clean. Uncluttered. With a new grille and front end designed in the Wide-Track tradition.

A tradition that's best expressed by the top-of-the-line SJ models: 2-Door Coupe. Hatchback. Or 4-Door Sedan.

With such luxury touches as rich new full-width seats. New luxury cushion steering wheel. Instrument panel assist strap. Added acoustical insulation. Nylon-blend, cut-pile carpeting. Thickly padded doors with map pockets.

The inside elegance is matched outside by new deluxe wheel covers, distinctive tail lamps and rear end treatment, stand-up hood ornament with windsplit molding and extra-wide ribbed rocker panel moldings and extensions.

Even our lowest-priced Ventura treats you to some of life's more accommodating features.

Newly styled seats of cloth or available vinyl, new deluxe cushion steering wheel and a new Grand Prix-style instrument cluster are just some of the niceties that are available. (Detailed information on all Ventura seats can be found on page 6.)

But Ventura's real punch is the choice of available engine/transmission combinations.

All models get the new 3.8 litre (231 CID) V-6 standard. And a 3-speed manual. A very dynamic duo.

There's also a new 2.5 litre (151 CID) four. It's cast-iron tough. It's smooth-performing with a five main-bearing crankshaft. And it's strictly from Pontiac. In fact, Ventura is the only North American compact even to offer a four.

Or you can opt for even more performance with the available V-8. Which in this case means the 5.0 litre 2-bbl.†

If you want to go shift-less, go for the available Turbo Hydra-matic transmission. Others will want to pop for the available 4-speed or 5-speed manual floor shifts.†

You also may want to wrap your hands around the Formula steering wheel that's available with the tilt steering column. It's tough-looking, and the sportiest way we know to appreciate Pontiac's manoeuvrability.

Especially the kind you get with available Rally Radial Tuned Suspension. With FR78-14 steel-belted radial tires, large front and rear stabilizer bars and specifically

tuned suspension components to help you ride those radials for all they're worth.

Other available popular equipment includes just about every extra you can imagine: power windows and door locks, air conditioning, a handsome variety of vinyl roofs, all kinds of sound systems — including a stereo AM/FM radio. But no matter how you equip your new Ventura, you're going to get one great car.

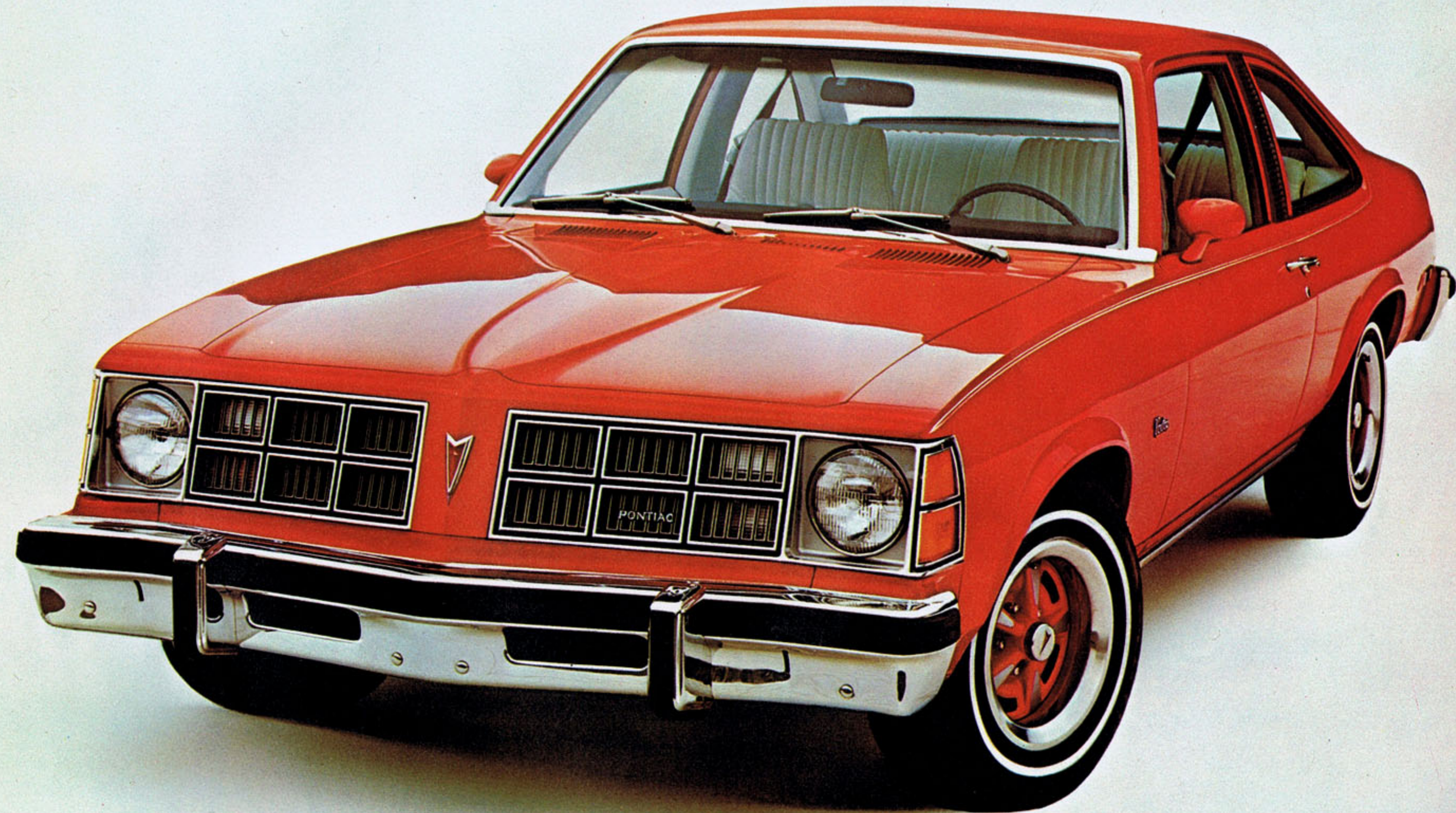
Because when Pontiac decided to build a compact with punch, they went for the knockout. The 1977 Ventura.



From the wonderful folks who brought you the 1963 Grand Prix (left), the 1964 GTO (center) and the 1967 Firebird (right).

1977 VENTURA:

†See Facts and Figures page for availability.



Ventura 2-Door Coupe. Pontiac styling helps it stand out from the rest of the compact crowd.

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



Left to right: Ventura 2-Door Coupe with Landau roof, Ventura 2-Door Hatchback Coupe and a SJ 4-Door Sedan.

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

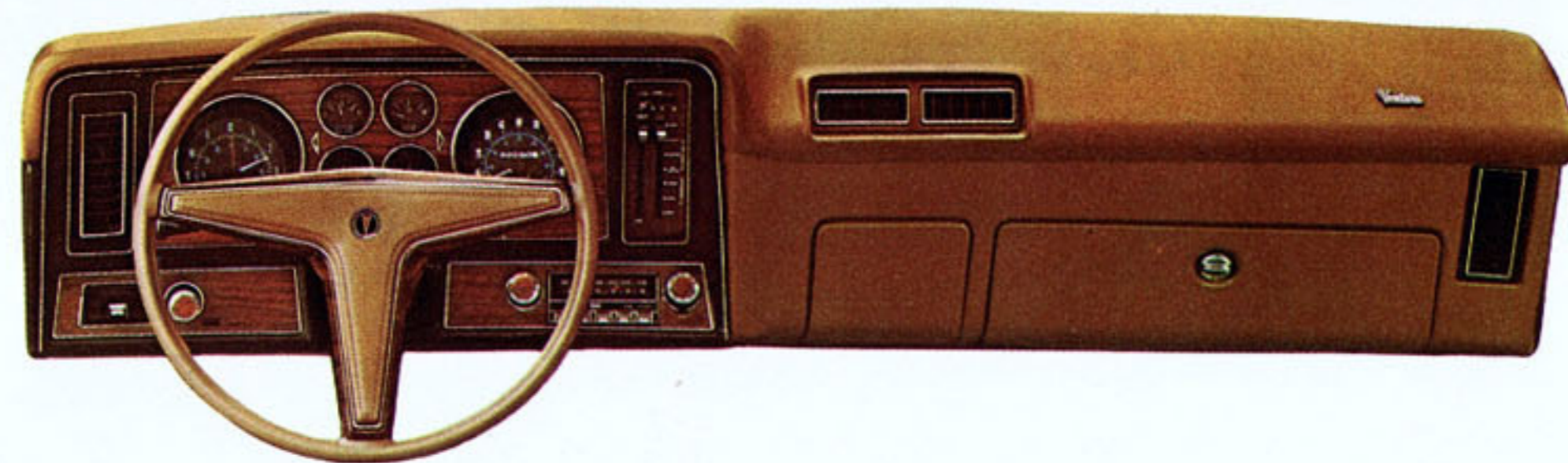
Ventura's available all-vinyl bucket seats. Shown in firethorn—also available in white, black and buckskin. SJ luxury bucket seats are also available in cloth in either black, blue or firethorn.



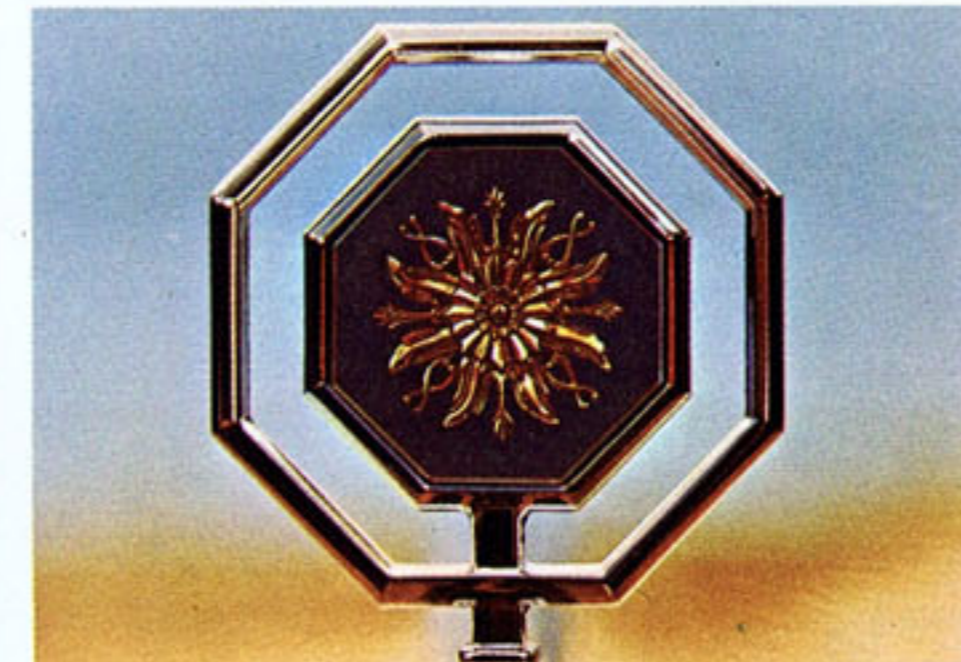
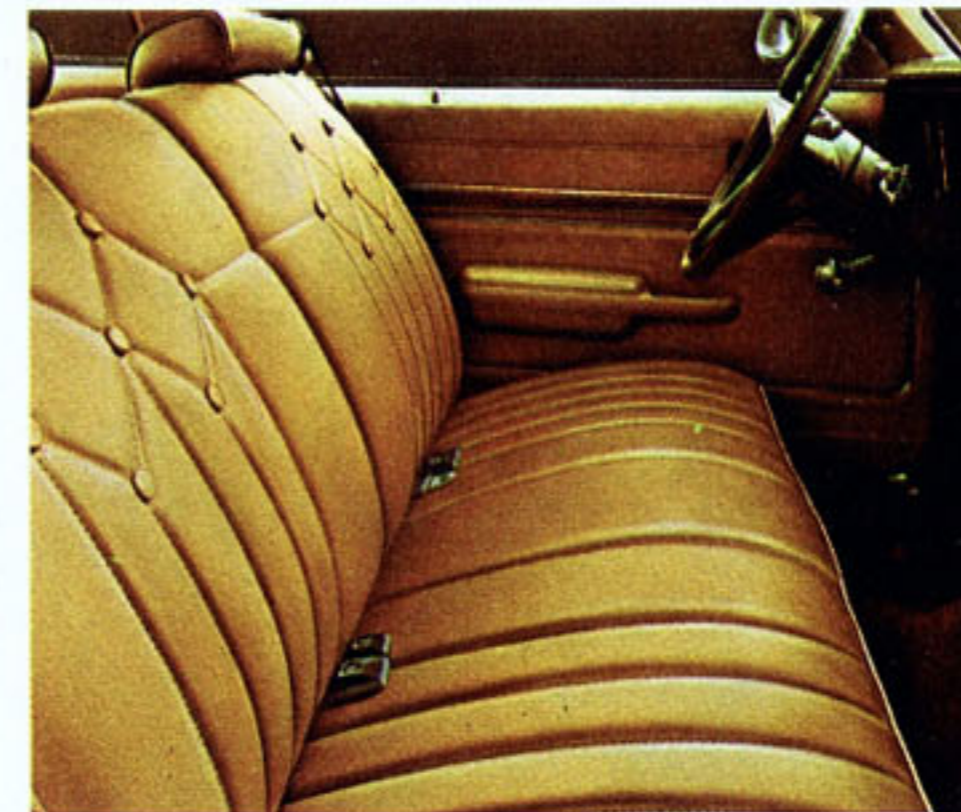
Ventura's standard full-width bench seat is upholstered in cloth on Coupe and Sedan, while vinyl, standard on the Hatchback Coupe, is available on all. Shown is a white vinyl seat with black trim.



This is what the driver of a Ventura SJ has to face every morning. New luxury cushion steering wheel. Grand Prix-like instrument cluster. Luxurious simulated wood-tone accents. With soft music and cool breezes from an available AM/FM stereo and air conditioner respectively. Almost makes sleeping late a sin.

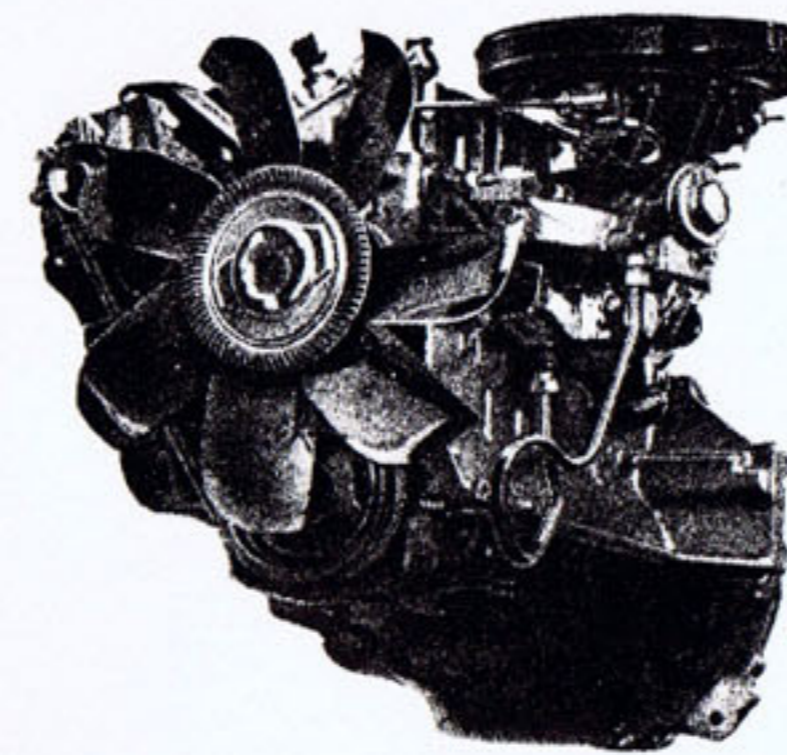


Check over the SJ's standard full-width seat shown in Buckskin vinyl. Also available in white or firethorn. Those who prefer rich cloth seats can choose from these colors: black, blue, firethorn.



Ventura SJ's stand-up hood ornament and windsplit molding are elegant touches for Pontiac's luxurious compact.

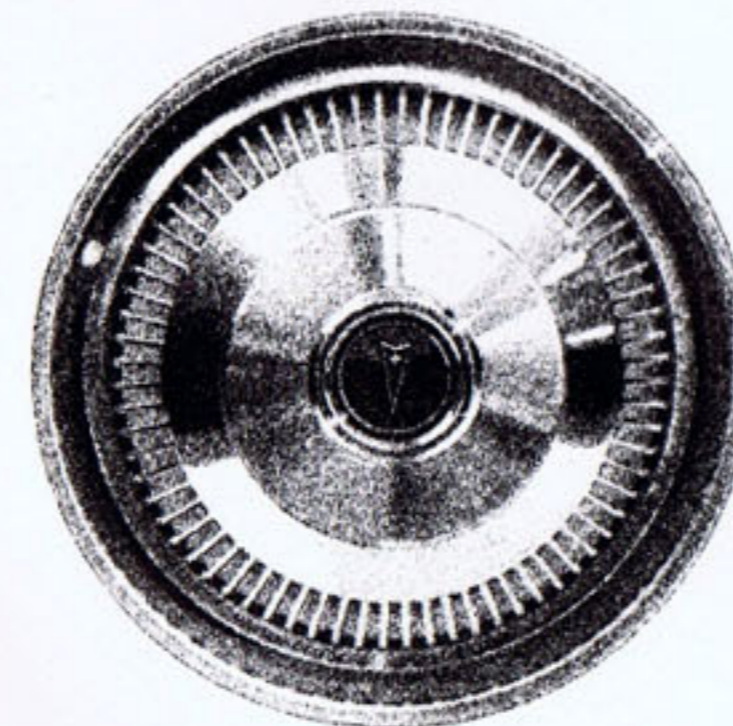
Some of the equipment shown or mentioned is optional at extra cost.



Only the Wide-Track people have the new 2.5 litre (151 CID) 4-cyl. engine.



Available 5-speed manual transmission. Fifth gear acts as an overdrive at highway speeds. †



Ventura makes it easy for you to go wheeling in style. New deluxe wheel covers are standard on the Ventura SJ, available on others. Body-colored Rally II's are available for all Venturas. And new custom finned wheel covers are available for all Venturas.

Facts And Figures

MODELS

Ventura:
2-Door Hatchback Coupe, 2-Door Coupe, 4-Door Sedan.
Ventura SJ:
2-Door Hatchback Coupe, 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 (301 CID) 2-bbl. V-8
Standard Transmission
3-speed manual column shift
Available transmissions:
4-speed manual floor shift (V-8 only)
5-speed manual floor shift (2.5 litre only)
Turbo Hydra-matic

STANDARD INTERIOR FEATURES

Standard Ventura Features
New styled seats in cloth. New deluxe cushion 3-spoke steering wheel with soft center and rim. New sporty Grand Prix-style instrument cluster. Front door dome light switches. Front and rear armrests. Single-buckle seat and shoulder belt system. 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. Rear door stops (available only on 4-door models).

Hatchback model includes: folding rear seat. Fully trimmed side walls in cargo area. Hydropneumatic-assisted hatchback panel-lift mechanism. Stowaway spare tire under hinged load floor.

Special Ventura SJ Features

New full-width diamond pattern seats upholstered in cloth and Morrokide or all-Morrokide trim (bucket seats available). Added acoustical insulation. Instrument panel assist strap. New luxury cushion steering wheel in matching interior colors. Cigar lighter. Dome lamp switches on all

| DIMENSIONS (inches) | 2-door Coupe | 2-door Hatchback | 4-door Sedan |
|---------------------------|--------------|------------------|--------------|
| Overall length | 199.6 | 199.6 | 199.6 |
| Overall width | 72.4 | 72.4 | 72.4 |
| Wheelbase | 111.1 | 111.1 | 111.1 |
| Track, front/rear | 61.8/59.6* | 61.8/59.6* | 61.8/59.6* |
| Head room, front/rear | 38.3/36.6 | 38.3/36.6 | 39.3/36.6 |
| Leg room, front/rear | 41.7/33.2 | 41.7/33.2 | 41.7/34.9 |
| Shoulder room, front/rear | 56.6/55.3 | 55.6/55.3 | 56.6/56.7 |
| Hip room, front/rear | 53.3/44.8 | 53.3/44.8 | 53.3/46.4 |

*61.2/59.0 on SJ

doors. Day/night inside rearview mirror. Load floor carpet (only on Hatchback models). Padded door trim with map pockets. Vinyl woodgrain applique on instrument panel, dual horns, custom pedal trim.

STANDARD EXTERIOR FEATURES

Standard Ventura Features

New grille and front end styling. Energy-absorbing front and rear bumpers. Hubcaps with Pontiac crest.

Special Ventura SJ Features

New deluxe wheel covers. Distinctive tail lamps and rear end styling. Stand-up hood ornament and windsplit molding. Extra-wide ribbed rocker panel moldings and extensions. Wheel opening and side window molding.

STANDARD CHASSIS FEATURES

Standard Ventura Features

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

POPULAR EQUIPMENT AVAILABLE

Radial tires with Radial Tuned Suspension including ER78-14 black-white optional—FR78-14 white or white letter optional, and specifically tuned suspension components. Rally RTS Handling Package including large front stabilizer bar and rear stabilizer bar, 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 models). Cruise control (with V-6, V-8 and Turbo Hydra-matic only). Custom air-conditioning. New luxury cushion steering wheel (standard on Ventura SJ models). Formula steering wheel (available on all models with tilt steering wheel). New

CAPACITIES

Fuel tank—17.1
Cooling system—11.4 qts. (V-6)
Oil, less filter refill—3.3

custom finned wheel covers. Rally II or body-colored Rally II wheels with trim rings. Deluxe wheel covers (available on Ventura). Trim rings available on Venturas with hubcaps. Landau vinyl top (2-door coupe only). Console with bucket seats only. Elegant custom full-width seats (standard on SJ models). Luxury bucket seats (available on SJ models). All-vinyl bucket seats. Left-hand and right-hand remote control sport mirrors. AM/FM Stereo Radio, AM/FM Radio or AM Radio. Left-hand remote control chrome mirror. Non-glare rearview mirror. Visor vanity mirrors. Tilt steering wheel (not available on models with manual column-shift transmissions). 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 (standard on SJ models). Heavy-duty battery. Convenience accessories including soft-ray glass for all windows, custom pedal trim plates (standard on SJ models), electric clock, floor mats and stowaway spare tire (standard on Hatchback models).

†See Facts and Figures for availability.

Exterior colors



11. Cameo White



13. Sterling Silver



19. Starlight Black



29. Nautilus Blue



36. Firethorn Red



61. Mojave Tan



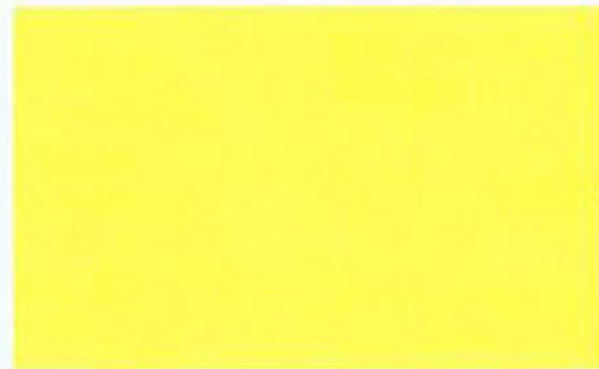
69. Brentwood Brown



78. Mandarin Orange



38. Aquamarine



51. Goldenrod Yellow



75. Buccaneer Red



22. Glacier Blue

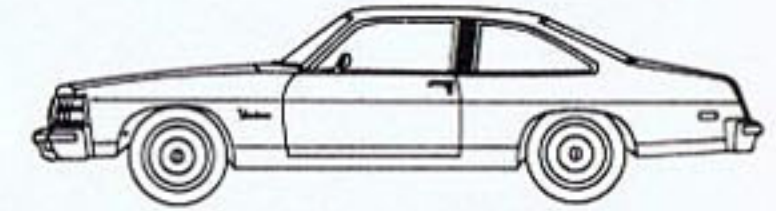


44. Bahia Green

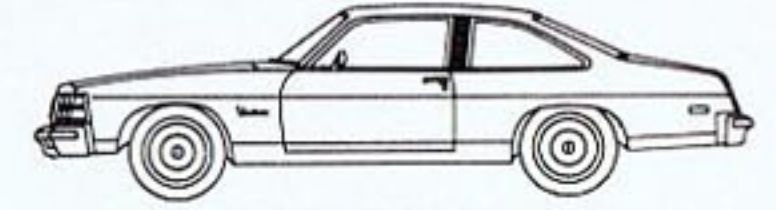


63. Buckskin

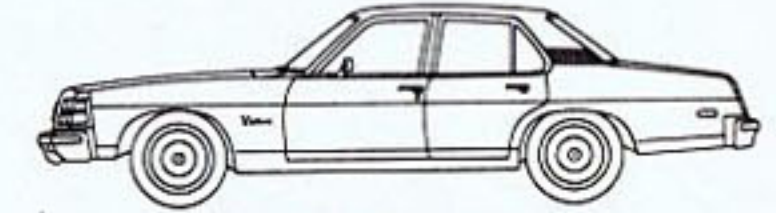
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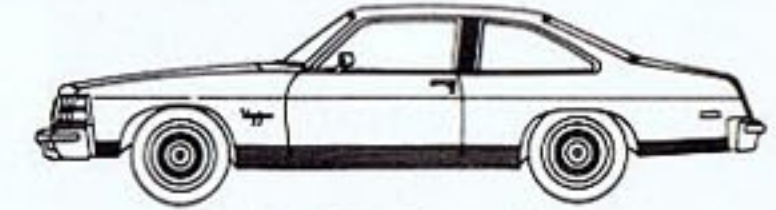
Ventura 2-Door Coupe



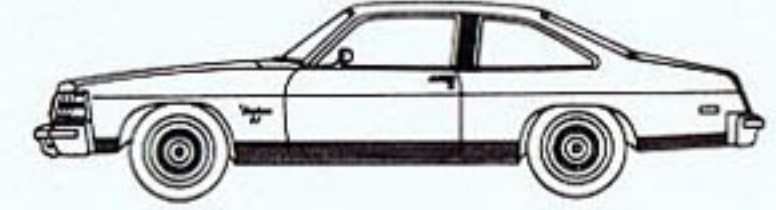
Ventura 2-Door Hatchback Coupe



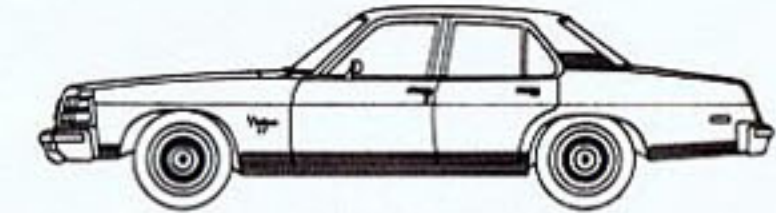
Ventura 4-Door Sedan



Ventura SJ 2-Door Coupe



Ventura SJ 2-Door Hatchback



Ventura SJ 4-Door Sedan

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