

Ventura

Pontiac's low-priced compact car.





The Ventura Hatchback hatch.

Starting now, there's a lot more to a compact car than just a low price.

Because we put our Pontiac designers and engineers to work on three Venturas for 1974.

The sportiest of the pack is a package called Ventura Sprint.

Sprint comes with a blacked-out grille, body-colored sport mirrors, mag-type Rally II wheels, special striping and Sprint I.D. Hatchback or 2-Door Coupe.

Our classiest compact is called Ventura Custom. And the name fits.

There's new cut-pile carpeting. Custom Cushion steering wheel. And the upholstery is cloth and Morrokide, or all-Morrokide.

Deluxe wheel covers, special moldings and "Custom" I.D. also distinguish Ventura Custom as Pontiac's most luxurious compact.

There's even added body and underhood insulation to help keep the pleasure of driving Ventura Custom inside, and the noise outside.

Finally, you can make yourself the proud owner of 1974 Ventura 2-Door Coupe, Hatchback Coupe or 4-Door Sedan.

The interior's special for a small car.



Standard instrument panel. Custom Cushion wheel standard on Ventura Custom—also available on Ventura.

Handsome cloth and Morrokide or all-Morrokide seats. Wood-grained vinyl accents on the instrument panel and doors. And a deluxe 2-spoke steering wheel.

The suspension's special for a small car.



Standard bench seat upholstered in cloth and Morrokide. Shown in black/white/red plaid—also available in black/white/green plaid in Coupe and Hatchback.

You get multi-leaf rear springs to help smooth things over.

The engine and transmission are special for a small car. You get 250-cubic-inches of no-nonsense. Plus a tough 3-speed.



Custom bench seat upholstered in cloth and Morrokide—standard on Ventura Custom. Shown in green—also available in black. Available only in black in 4-Door Sedan.

What's more, Turbo Hydra-matic and two other V-8s are available. As is AM/FM stereo radio.

Which brings us to Ventura Hatchback. Flip the rear seat down and you have over



Available all-Morrokide bucket seats. Shown in red—also available in white, saddle and green. Available only in black in 4-Door Sedan.

27 cubic feet of cargo area. Flip the rear seat up and you have room for six people. Ventura. With all this, it's still our lowest priced Pontiac.

But that's our way with cars.



Ventura 2-Door Coupe in Gulfmist Aqua.



Ventura Custom Hatchback Coupe in Camel Beige.

**VENTURA AND VENTURA CUSTOM
FACTS AND FIGURES**

MODELS

2-Door Coupe, Hatchback Coupe and 4-Door Sedan.

POWER TEAMS

Standard engine: 250-cu.-in. OHV 1-86L L-4. Available engine: 350-cu.-in. 3-M41 V-6, 350-cu.-in. 4-56L V-6.

Standard transmission: 3-speed column-shifted manual.

Available transmissions: 3-speed floor-shifted manual, 4-speed floor-shifted manual (V-6 only), Turbo Hydra-matic.

Manual transmissions not available with V-6 in California.

Standard axle ratio: 3.08:1.

STANDARD INTERIOR FEATURES

Standard Ventura Features

Front bench seat upholstered in cloth trimmed with Morrocco. Black deluxe 2-spoke steering wheel. Wood-grained vinyl door trim accents. Front and rear armrests. Low-level ventilation. Vinyl-coated rubber floor covering. Rear seat ash trays. Right-hand front doorjamb door light switch. Fold-down rear seat (Hatchback only). Fully trimmed side walls in cargo area (Hatchback only). Lamp in cargo area activated by doorjamb switch (Hatchback only).

Special Ventura Custom Features

Custom Cushion steering wheel, color-keyed to interior. Car-pile carpeted floor (including rear load floor on Hatchback). Glove box lamp. Added body and wadwood insulation. Custom cloth or all-Morrocco upholstery. Bright front seat side panels. Pedal trim plates.



Available Radial Tuned Suspension Package.

STANDARD EXTERIOR FEATURES

Standard Ventura Features

Improved bumper systems. New grille and front end panel design with chrome outline moldings. Windshield and taillight bezel moldings. Wind-style tail lamps.

Special Ventura Custom Features

Roof and rocker panel moldings. Deluxe wheel covers. Dual horns. Custom identification.

STANDARD CHASSIS FEATURES

Standard Ventura and Ventura Custom Features

Computer-oriented front coil springs and rear multileaf springs. 14x5" wheels with mood hubcaps. E78-14 blackwall tires. Front and rear drum-type brakes. Spor-saver spare tire (Hatchback only).

Dimension/Weight	2-Door Coupe	2-Door Hatchback	4-Door Sedan
Overall length	191.4	191.4	192.7
Overall width	71.3	71.3	71.3
Wheelbase	111.0	111.0	111.2
Track, front/rear	58.5/57.6	58.5/57.6	58.5/57.6
Head room, front/rear	58.1/58.4	58.1/58.4	58.0/57.4
Leg room, front/rear	41.7/54.2	41.7/54.2	41.7/54.2
Shoulder room, front/rear	54.5/57.1	54.5/57.1	54.5/57.1
Hip room, front/rear	55.9/58.2	55.9/58.2	55.9/58.2

CAPACITIES

Fuel tank—30.5 gal.
Cooling system—13.2 gal.
Oil, full filter refill—4.0 gal.

AVAILABLE EQUIPMENT

Bucket seats on all models. Spare-saver spare tire. AM, AM/FM or AM/FM stereo radio. Custom Sport steering wheel. Variable-ratio power steering. Power front disc brakes. Radial Tuned Suspension Package, which includes: FR78-14 whitewall or white-lettered steel-belted radial tires, front and rear stabilizer bars, Plastic shock absorbers and specific springs. Rally gauge cluster (V-6s with bucket seats and outside only), which includes: instrument panel tachometer and clock and console-mounted ammeter, fuel, oil pressure and water temperature gauges. The Sport Option (except Sedan), which includes: blacked-out grille; body-colored sports mirrors, left-hand remote control; cut-pile carpeting; Custom Cushion steering wheel; 14x5" Rally II mag-type wheels; body striping and Sprint identification.

VENTURA SAFETY FEATURES

OCCUPANT PROTECTION

Seat belts with push-button buckles for all passenger positions. Two front combination seat and shoulder belts for driver and right front passenger (with reminder light and buzzer, inertia reel and stator installed). 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 seat-back tips. Covered windshield header. Three horizontal windshield. Padded sun visors. Safety anchors. Safety steering wheel. Cargo-Guard. Side-Guard beams.

ACCIDENT PREVENTION

Side marker lights and reflectors (front side marker lights flash with directional signal). Parking lamps that illuminate with headlights. Four-way hazard warning flashes. Backup lights. Lane-change feature in direction signal control. Windshield defroster, wipers and dual-speed wipers. Wide-view inside mirror (only edge, shatter-resistant glass and deferring support). Outside rearview mirror. Dual master cylinder brake system with warning light. Start/Stop safety switch. Dual-action safety hood latches. Ingressed bumper system.

ANTI-DRIFT

Anti-drift ignition key warning buzzer. Anti-drift 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 color, 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.

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Ventura Custom Sprint in Sunburst Yellow.

