

General Motors '78



PONTIAC GRAND PRIX

General Motors '78

For 1978, General Motors is proud to present its newest generation of traditionally popular mid-size cars—the most scientifically designed cars in GM's history. They combine an efficient utilization of interior space with better EPA estimated mileage ratings than their 1977 counterparts and are the second phase of the unprecedented product redesign program that brought you GM's tremendously successful '77 family-size cars.

Once inside these dramatically new exteriors, you'll immediately notice a feeling of comfort and interior spaciousness. Compared with last year's models, our new mid-size coupes and sedans offer more head room and leg room, more usable trunk space, more modular construction for ease of service, and more maneuverability in city traffic. The 4-door sedan and station wagon models feature fixed, second-seat windows. Swing-out rear vent windows provide ventilation for rear-seat passengers.

Our mid-size cars also incorporate extensive corrosion-resisting treatments—specialty steels to help form rust-inhibiting bonds, water-repellent wax coatings, as well as Zincrometal® to help protect outer door and rear quarter panels. In addition, extensive use has also been made of highly specialized corrosion-fighting materials and Body by Fisher's tough acrylic finishes.

Of course, GM continues to offer its superb selection of outstanding family-size, compact, and subcompact cars—all smartly styled and finely engineered. And when it comes to recreational vehicles, GM offers something for just about every idea of outdoor fun and practical, personalized transportation.

November 1, 1977

GM also has a versatile family of 4- and 6-cylinder, V6 and V8 engines with matching manual or automatic transmissions which can be tailored to the needs of today's discriminating motorists. Based on Environmental Protection Agency data, GM's '78 line-up—on a sales-weighted average—exceeds the 18 miles per gallon city/highway composite Federal standard required for this year. See page 37 for a sampling of fuel economy statistics for selected 1978 model GM cars.

For 1978, Oldsmobile 88 and 98 passenger cars offer an optional new kind of engine—a 5.7 litre (350 cubic-inch) diesel V8 that offers surprising acceleration and fuel economy. This engine is also available on Chevrolet and GMC ½-ton pickups. Also new on certain Buick models is a turbocharged V6 engine. For details on specific vehicles, some of which are equipped with engines produced by other General Motors divisions, consult your GM dealer or refer to the "Pricing and Specifications Section" of this booklet (pages 27-36).

All of GM's '78 model cars and light-duty trucks are covered by a new, expanded limited warranty, explained on page 36.

We think that when you test drive GM's '78 models, you'll find them as functional as they are handsome. And there are nearly 13,000 GM car and truck dealers throughout the country ready to demonstrate the value and driving pleasure of these cars. Browse through this picture catalog. Then visit your GM dealer for a test drive. See for yourself why GM's 1978 cars and trucks are truly meeting today's transportation needs.

Items referred to in this booklet as "optional," "available," or "options," are at extra cost. Many of the vehicles shown in this booklet are pictured with optional equipment. See your GM dealer for details.

Chevrolet

Monte Carlo

The 1978 Monte Carlo debuts as a new-size edition of Chevrolet's popular personal luxury car. Although some 800 pounds lighter and a foot shorter than last year's model, the new trim and timely Monte Carlo is roomier inside, especially in the rear seat area where both head room and leg room have been increased. Monte Carlo is offered in either the regular sport coupe model or Landau coupe, both powered by a standard, fuel-efficient* 3.8 litre (231 cubic-inch) V6 engine. The Landau model features a half-roof vinyl cover, sport mirrors, special wheel covers, and other handsome standard appearance items. Whichever Monte Carlo you select, you'll find it to be an agile, responsive car, easy to maneuver in city traffic—and a pleasure to own and drive.

*See p. 37 for EPA fuel economy estimates.



MONTE CARLO Sport Coupe



MONTE CARLO Landau Coupe

Chevrolet

Malibu

The 1978 Chevrolet Malibu is a brand new car—from fender to fender, from roof to wheelbase, inside and out. Outside, Malibu is smaller and trimmer than last year's model, but inside, efficient space utilization provides a roomy interior that suits both driver and passengers—an interior with generous accommodations. And, there's 16.6 cubic feet of usable trunk space, a substantial improvement when compared with last year's model—thanks in part to a smaller and lighter compact spare tire. You can choose from seven different models—2-door coupes, 4-door sedans, and spacious 2-seat station wagons in both the Malibu and Malibu Classic series, as well as a Malibu Classic Landau coupe. All models are equipped with a 3.3 litre (200 cubic-inch) V6 engine teamed with a manual 3-speed transmission, except in California. In California, available engines include either a 3.8 litre (231 cubic-inch) V6 or a 5.0 litre (305 cubic-inch) V8 engine with automatic transmission.



MALIBU CLASSIC Sport Coupe



MALIBU CLASSIC Sedan

Caprice Classic

Caprice Classic for 1978 remains as Chevrolet's most luxurious, most comfortable, and most distinguished family-size car. Slip into any one of Caprice Classic's five models—the elegant sedan, handsome coupe, versatile 2- and 3-seat station wagons, and Landau coupe—for a beautiful driving experience. Rounding out Chevrolet's 1978 family-size car line-up is the popular, value-packed Impala, also offered in five models.



CAPRICE CLASSIC Sedan

Nova

Chevrolet's Nova is the sized-for-today compact car that comes in five different models—a 2-door coupe, hatchback coupe, and 4-door sedan in the Nova series and 2-door coupe and 4-door sedan models in the new Nova Custom series. Nova's established reputation for dependability and performance help make this sensibly-sized car a value buy and a pleasure to drive.



NOVA CUSTOM Coupe

Chevrolet



CAMARO Z28 Sport Coupe

Camaro

People who love to drive will love the 1978 Chevrolet Camaro because it's definitely a driver's car. Choose either the regular sport coupe or Type LT coupe. Or, further personalize your choice by selecting the Rally Sport Coupe, the Type LT Rally Sport Coupe, or even the exciting Z28. Camaro—for those who enjoy driving the most.



CORVETTE Coupe

Corvette

The 1978 Chevrolet Corvette marks its 25th anniversary as America's only true production sports car by offering a new fastback roofline which gives it a smoother, more dynamic appearance, increased cargo space, and impressive rear visibility. The Corvette, with standard twin removable fiberglass roof panels, comes with a 5.7 litre (350 cubic-inch) V8 engine. And, you also have a choice of either an automatic or manual 4-speed transmission.

Monza

Chevrolet's subcompact Monza for 1978 has a lot of things going for it—it's quick and responsive, offers a large measure of comfort, has a sporty appearance, and an affordable price. There are seven models to select from—three coupes and two station wagons* in the standard Monza series and two coupes in the Monza Sport series. The Monza's standard engine is a 2.5 litre (151 cubic-inch) 4-cylinder engine.

*Station wagon and "S" hatchback coupe models will be available after December 1.



MONZA 2+2 Hatchback Coupe

Chevette

Your Chevrolet dealer will be happy to let you test drive Chevette's new subcompact 4-door hatchback sedan, with a surprising amount of room inside. The 1978 Chevette sedan joins the 2-door hatchback coupe and Scooter models. All 1978 Chevettes come equipped with a 1.6 litre (98 cubic-inch) 4-cylinder engine and manual 4-speed transmission. A number of other equipment items you might expect to pay extra for are now standard on all models (except Scooter).



CHEVETTE Hatchback Sedan



GRAND PRIX SJ Coupe



GRAND AM Coupe

Pontiac



Grand Prix

Destined to take its place with the classic Grand Prixes of the past, the 1978 personal-size Grand Prix has been re-designed and resized to provide more head room, leg room, and usable luggage space than last year's models. Grand Prix continues to be offered in three distinct models: the regular Grand Prix, the sporty Grand Prix SJ, and the luxurious Grand Prix LJ. They're all grand cars—from Pontiac!

Grand Am

Grand Am is back! Pontiac's mid-size touring car returns with a new size and new design for the 1978 model year as a 2-door coupe and a 4-door sedan. For the sports enthusiast looking for that touch of driving elegance with flair, Grand Am is the car worth seeing, driving—and owning.

Bonneville

Pontiac's top-of-the-line family-size Bonneville and Bonneville Brougham are the most luxurious Bonnevilles yet! Both are offered as a 4-door sedan and 2-door coupe, with a 4.9 litre (301 cubic-inch) V8 engine as standard equipment (not available in California). And for your convenience, both models come equipped with automatic transmission, power steering, and power brakes. Bonneville and Bonneville Brougham—with a special look all their own.



BONNEVILLE BROUGHAM Sedan

LeMans

Pontiac's 1978 mid-size LeMans and Grand LeMans are redesigned to meet the needs of the times. Trimmer in size, but surprisingly roomy, the sedan and coupe models have even more head room, leg room, and luggage space than last year's models. And with their good looks and smooth ride, LeMans and Grand LeMans coupes, sedans, and station wagons are musts on your viewing list. The more you look at them, the more impressed you'll be.



GRAND LE MANS Sedan

Pontiac

Catalina

New front and rear-end design refinements and several new interior trims highlight Catalina's family-size coupe and sedan for 1978. With automatic transmission, power brakes, power steering, and radial tires as standard, Catalina offers luxury and convenience at a surprisingly affordable price.



CATALINA Coupe



PHOENIX Sedan

Phoenix

Phoenix is everything that "compact" implies—sensibly-sized, maneuverable, and practical. Offered as a coupe, sedan, and a hatchback coupe, Phoenix comes equipped with a 3.8 litre (231 cubic-inch) V6 engine and 3-speed manual transmission. And if you're looking for a very special luxury compact, the Phoenix LJ features numerous subtle styling extras in its 2-door coupe and 4-door sedan models.

Firebird

Pontiac's Firebirds continue to be offered in four hardtop coupe versions for 1978: the regular Firebird, the stylish Esprit, and the performance-oriented Formula and Trans Am. A special Trans Am performance package is available that includes Rally RTS suspension, cast aluminum wheels, and larger tires. The exciting Firebirds—a popular quartet waiting for your inspection.



FIREBIRD FORMULA

Sunbird

Pontiac's sporty Sunbird subcompact is styled to turn you on. Trim. Tailored. Sophisticated. Sunbird is available in four models—Sport Coupe, Sport-Hatch, Sport Safari station wagon, and the base coupe. Included in the optional equipment that can be added is a luxury trim group, a Rally RTS handling package, or the Formula Appearance Package (only on Sport Coupe and Sport-Hatch models) to match your individual tastes and personality.



SUNBIRD Sport Coupe



CUTLASS SUPREME BROUGHAM Coupe



CUTLASS SALON BROUGHAM 2-Door

Oldsmobile



Cutlass

The pursuit of excellence runs deep in every newly-designed, newly-sized 1978 Oldsmobile Cutlass. Whether you choose the practical Cutlass Salon coupe or sedan, or one of the Cutlass Supreme coupes, there's exceptional Oldsmobile styling that makes them all contemporary mid-size car classics. If driving luxury is your pleasure, Oldsmobile offers Cutlass Salon Brougham and Cutlass Supreme Brougham, providing elegance and comfort in a beautifully maneuverable car. And for the individual looking for good road performance at an affordable price, Cutlass has yet two other fine selections—the sporty Cutlass Calais and Cutlass 4*2 —cars that meet the demands of our times while meeting your individual needs.

Ninety-Eight

Traditional qualities you'd expect in a luxury car—and more—are blended in the space-efficient, family-size Oldsmobile Ninety-Eight Luxury and Regency series. Both offer coupe and sedan models with sleek, slim, sculptured styling. In addition, Oldsmobile offers a new kind of engine available for 98, Delta 88, and Custom Cruiser models—the new 5.7 litre (350 cubic-inch) diesel V8 engine—which combines a new level of fuel efficiency in luxury cars with a liveliness the most powerful diesel foreign cars in America never had.*

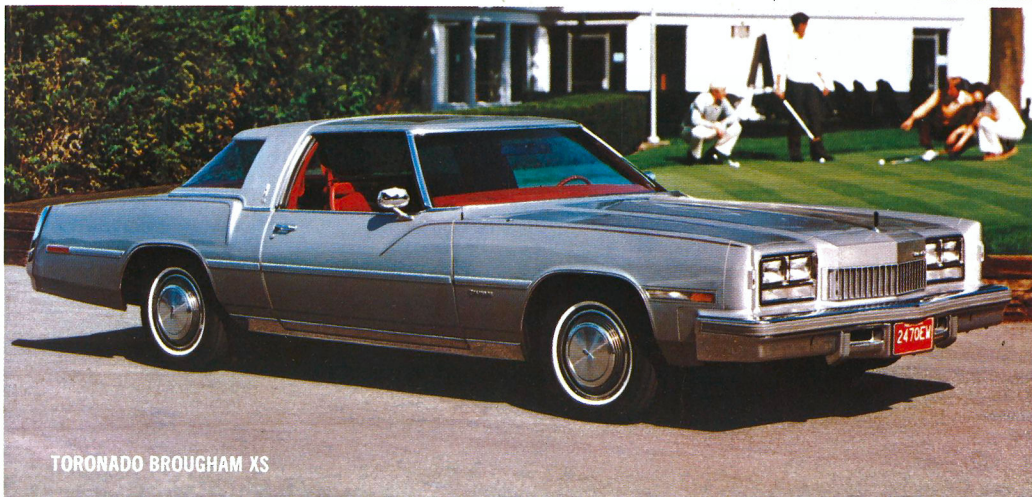
*See p. 37 for EPA fuel economy estimates.



NINETY-EIGHT REGENCY Town Sedan

Toronado

Toronado is America's original contemporary personal luxury car offered with front wheel drive in two exciting versions—the Toronado Brougham, and a new XS version, which includes a sliding sunroof (that slightly reduces head room) and unusual wraparound rear window. Both models feature an on-board digital computer that fine-tunes the spark timing as you drive, producing extra response when you need it.



TORONADO BROUGHAM XS



DELTA 88 ROYALE Sedan



DELTA 88 Coupe

Oldsmobile

Delta 88

Delta 88—a nice surprise for families who didn't think they could afford a family-size Oldsmobile. Designed from the ground up to be beautiful driving cars, the Delta 88 and Delta 88 Royale coupe and sedan models live up to their reputation for elegance and comfort. All Delta 88's offer a number of standard equipment items, such as power steering, power brakes, and glass belted radial-ply tires. In addition, they are all equipped with a standard 3.8 litre (231 cubic-inch) V6 engine teamed with automatic transmission. You also have a choice of four optional V8's, including the new fuel-efficient diesel engine, all teamed with a standard automatic transmission.* Delta 88... built to meet your needs and the demands of our times in the best traditions of engineering, craftsmanship, and value.

*See p. 37 for EPA fuel economy estimates.

Starfire

Sleek, trim, competent, and fun to drive! That's the 1978 Oldsmobile Starfire and Starfire SX sport coupes. The Starfire experience can be enhanced with an available GT package that includes bold hood and body stripes, rallye gage cluster with tachometer, special chrome wheels, and steel-belted raised-letter radial tires. Starfire—an experience that's a long way from just ordinary transportation.



STARFIRE Sport Coupe

Omega

Looking for style, practicality, and solid value? Try Omega! It's offered in five models—hatchback coupe, and the standard Omega and top-of-the-line Omega Brougham, both of which feature coupe and sedan models. If you desire a "little limousine," add the available LS package to the Omega Brougham. There's also an SX package that's available on the Omega models for the sports-minded. No matter which way you go, Omega is an impressive buy.



OMEGA BROUGHAM Sedan



CENTURY CUSTOM Sedan



REGAL Sport Coupe



Century

The redesigned, resized Century coupes and sedans take on a brand new appearance in 1978 with an aerodynamic fast-back body design. Buick Century offers a wide range of mid-size models—coupes and sedans in the Century Special, Custom, and Limited series; a Century Sport Coupe; and a station wagon model in the Special and Custom series. All exhibit a trimness of line, an efficient use of interior space and trunk space, and impressive maneuverability in city traffic.

Regal

Looking for a highly personal, mid-size automobile? The newly-sized Regal will fill the bill in either the Coupe, Sport Coupe, or Limited model editions. The 1978 Regal is trimmer and shorter than last year, making it maneuverable in city traffic. If you order a Sport Coupe, you're in for a new driving experience with the standard 3.8 litre (231 cubic-inch, 2-barrel) turbocharged V6 engine.*

*A 4-barrel version of the turbocharged V6 engine is available. (In California, after January 1, 1978)

Electra

Buick offers family-size car luxury in its Electra 225, Limited, and elegant Park Avenue coupe and sedan models. Electras come fully equipped with automatic transmission, power steering, power front disc brakes, and a smooth 5.7 litre (350 cubic-inch) V8 engine—to name just a few standard items. The list of available equipment is equally impressive with a wide range of comfort and convenience items to add to your driving pleasure. There's an Electra for whatever your taste may dictate.



ELECTRA LIMITED Sedan

LeSabre

LeSabre is Buick's family-size car with six-passenger comfort and lots of useful room for heads, legs, shoulders, and luggage. Both the LeSabre and LeSabre Custom series offer coupe and sedan models. There's also a fifth model, the LeSabre Sport Coupe, that comes equipped with the 3.8 litre (231 cubic-inch) turbocharged V6 engine.



LE SABRE Sport Coupe

Buick

Riviera

The personal-size Riviera coupe is both a responsive road car and a richly appointed luxury car. A selection of ride-and-handling packages offers the performance you want, while standard features include automatic transmission, power steering, power front disc brakes, Delco AM/FM stereo radio, and much more. To really appreciate Riviera's talents, give it a test drive. You'll find that it is a car that is something more than just transportation.



RIVIERA Coupe



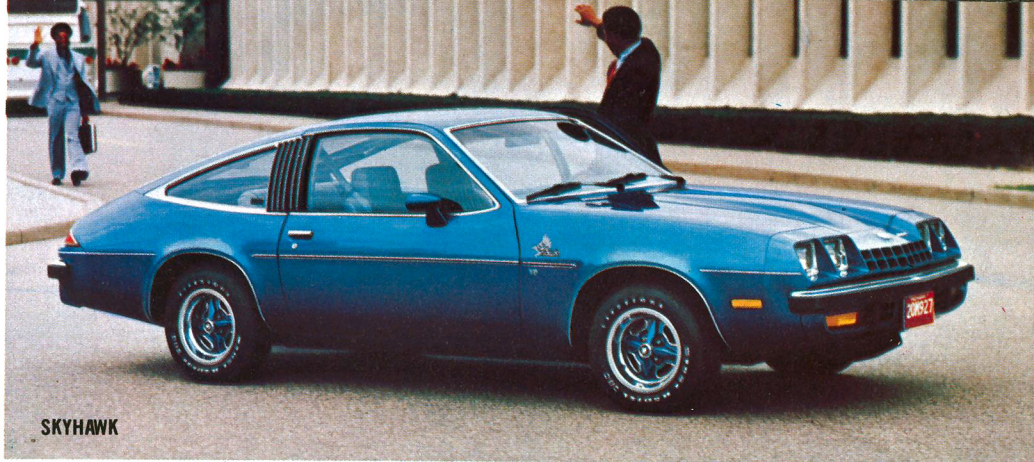
SKYLARK CUSTOM Coupe

Skylark

Buick's compact Skylark is designed to offer economy of price and operation. Seven Skylark models are offered — a sedan, hatchback, and coupe in the base Skylark and Skylark Custom series, and the Skylark 'S', a special, practical coupe model. A Sport package is available on all models except the Skylark 'S'. Skylark . . . comfort and convenience in a size that strikes a balance between large and small.

Skyhawk

Buick's fun-to-drive subcompact Skyhawk demonstrates its zeal for the road with a responsive 3.8 litre (231 cubic-inch) V6 engine. Transmission-wise, you have three choices—a standard 4-speed manual or an optional automatic or manual 5-speed overdrive. Skyhawk is offered as a hatchback coupe in either the Skyhawk or budget-minded Skyhawk 'S' series.



Opel

Opel—manufactured in Japan by Isuzu Motors Limited and sold and serviced by selected Buick dealers around the country—is offered in a Standard coupe and Deluxe coupe and sedan models. All come equipped with a 1.8 litre (111 cubic-inch) 4-cylinder engine, manual 4-speed transmission, and power brakes in addition to a pleasing list of other standard and optional items. The Buick Opel is practical, comfortable, and a pleasure to drive. It may just be the right car for your particular needs.





SEDAN DE VILLE



COUPE DE VILLE

Cadillac



DeVille

DeVille features all the important considerations Americans want most in their luxury cars — Cadillac elegance with an overall design that's right for today's world, full-sized responsiveness, and long-lasting value. Also contributing to DeVille's success are standard features ranging from automatic climate control to power door locks. And optional equipment, such as a fuel monitor system, cruise control, and the Astorroof (reduces headroom slightly), which lets the sunshine in even when closed. Small wonder that the DeVille coupe and sedan models lead the way as America's favorite luxury cars. DeVilles, like all 1978 Cadillacs, except for Seville, are powered by a 7.0 litre (425 cubic-inch) V8 engine teamed with a standard automatic transmission.

Fleetwood Brougham

A world of tasteful elegance awaits you inside the 1978 Cadillac Fleetwood Brougham. There's luxurious roominess and the convenience of 50/50 dual comfort front seats with individual pull-down armrests, individual reading lamps—and for 1978, Brougham offers a new available stereo radio featuring precise electronic frequency selection together with tape player and digital display of radio frequencies or time.



FLEETWOOD BROUGHAM Sedan

Eldorado

Cadillac's 1978 personal-size Eldorado with front-wheel drive is a car of unmistakable luxury and impressive roadability. Eldorado comes in a classic coupe and, if you wish to personalize your Eldorado, you have a choice of either the Cabriolet or Biarritz optional packages. A few of the many standard features on the Eldorado include four-wheel disc brakes, electronic level control, automatic climate control, power door locks, power windows, power steering . . . and lots more!



ELDORADO CUSTOM BIARRITZ Coupe

Mid-Size Wagons

The trim new design of GM's 1978 mid-size wagons lets you tuck them into smaller parking spaces. You can select from Chevrolet (Malibu and Malibu Classic), Pontiac (LeMans and Grand LeMans Safaris), Oldsmobile (Cutlass Cruiser), and Buick (Century Spécial and Custom, and a Century Sport Wagon option). All are beautifully restyled with roomy, more space-efficient interiors



BUICK CENTURY Sport Wagon



OLDSMOBILE CUTLASS CRUISER

that accommodate passengers as comfortably as their cargo—and all offer over 70 cubic feet of cargo capacity with the rear seat down. GM's mid-size wagons also feature a new tailgate. The top window half swings up independently as a hatch making it easy to handle small loads like groceries. The bottom gate pulls down to serve as a solid loading platform. It's simple and easy to operate.



CHEVROLET CAPRICE ESTATE Wagon

Family-Size Wagons

If you want a lot of hard work and a lot of luxury from the same car, GM's family-size station wagons will meet your needs. Choose a 2- or 3-seat wagon from Chevrolet (Impala and Caprice Classic), Pontiac (Catalina Safari and Grand Safari), Oldsmobile (Custom Cruiser), or Buick (Estate Wagon). They're all equipped with a long list of standard items, including a three-way tailgate with power window for easy loading and unloading.

Small-Size Wagons

Either a Chevrolet Monza,* Monza Estate,* or Pontiac Sunbird Sport Safari wagon will prove you can own a practical, stylish small-size wagon that doesn't have "dull" written all over it. They have an ample 46.6 cubic-feet of cargo space with the rear seat folded down. Raise the seat, and there's plenty of room to accommodate a growing family of four, comfortably, plus space in the back for groceries, luggage, and whatever.

**Monza and Monza Estate wagons will be available after December 1.*



PONTIAC SUNBIRD Sport Safari

GM '78 Recreational Vehicles

GMC Motorhome

The GMC Motorhome, with front-wheel drive, combines a smooth ride with complete appointments to make it as comfortable as the home you left behind. Whether you choose the Kingsley, the Palm Beach, or the Eleganza II, you'll be

impressed with the high quality decor and the efficient use of interior space. Several different floor plans are available in the 26-foot GMC Motorhomes with sleeping accommodations for up to six adults.



GMC ELEGANZA II MOTORHOME



Vans

Chevrolet and GMC vans will fill nearly any bill! Want to move people? The sociable passenger van has available, 12-passenger seating. Want to haul or tow? When properly equipped with GM's available towing package, Chevrolet and GMC vans can pull up to 11,500 pounds, including the van, passengers, cargo, and trailer. In addition, Chevrolet and GMC vans have a maximum payload capacity of 296 cubic feet (4,055 pounds).* Want to customize? Select from the many window, paint and partially finished interior combinations that are available to get the job underway. Whatever your need, Chevrolet and GMC vans are versatile and are built tough.

**Maximum payload capacity with a 125-inch wheelbase van and driver seat only.*

Pickups

GMC and Chevrolet pickup trucks are tailored to your needs, whether they be camping, farming, or city driving. And this year's 5.7 litre (350 cubic-inch) diesel V8 engine, available on 1/2-ton models, is another plus. Select from two- or four-wheel drive models with either 6-cylinder or V8 engine power. There are even 4-door pickups and trailering or camper packages.



GMC WIDESIDE Pickup



CHEVROLET BLAZER

Chevrolet Blazer / GMC Jimmy

The '78 Blazer and Jimmy are great getaway vehicles with a "tough as all outdoors" reputation. They're available with either two-wheel or four-wheel drive (full or part-time) in either hardtop or convertible models. The GMC Jimmy / Chevrolet Blazer: great vehicles for smooth roads, rough roads, or no roads.

Chevrolet/GMC Suburbans

The Chevrolet/GMC Suburban is truly a "superwagon" that offers great versatility as either a passenger, traveling, or towing vehicle. Suburban can be ordered with seats for three, six, or nine passengers; can carry a payload up to 3,365 pounds (including driver and passengers); can pull up to 15,000 pounds* including itself, passengers, cargo, and trailer; and can be ordered with four-wheel drive. That's why it's called "superwagon."

**A 7,000-lb. weight-distributing hitch platform is available from either Chevrolet or GMC. Larger capacity platform hitches can be purchased from outside sources.*



CHEVROLET SUBURBAN



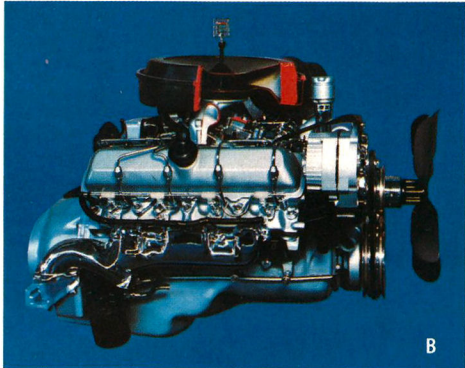
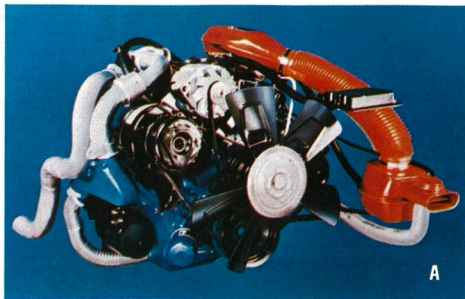
CHEVROLET EL CAMINO

Chevrolet El Camino/ GMC Caballero

The redesigned Chevrolet El Camino and GMC Caballero combine the trim lines, comfort, and ride of a passenger car with the tough features of a light truck. You can carry up to 800 pounds of cargo or tow up to 5,000 pounds of fully loaded trailer. The El Camino and Caballero come in a range of models with a long list of options that help add even more luxury and utility.

1978 GM Features and Options

Described below are just a few of the many 1978 options and/or standard equipment features. Your GM dealer has more information. **(A) TURBOCHARGED V6 ENGINE . . .** A new standard powerplant on 1978 Buick LeSabre Sport Coupe and Regal Sport Coupe that provides additional power on demand. **(B) DIESEL V8 ENGINE . . .** Now available on Oldsmobile 98, 88, and Custom Cruiser models and Chevrolet and GMC ½-ton pickups. It provides fuel economy with surprising acceleration. **(C) DELCO RADIOS . . .** A wide variety is available. The one shown is a new Signal Seeking AM/FM Stereo with Digital Display and 8-Track Tape. Press the "seek" button, and the tuner advances to the next station. Press the "scan" button and the tuner automatically samples each station for seven seconds. This Delco radio is a factory-installed option on selected Buick and Cadillac models only. **(D) SUNROOF . . .** Gives you the sun, fun, and open-air feeling of a convertible. Available on most GM models in several different versions. (Installation reduces head room.) **(E) NEW COMPACT SPARE TIRE . . .** Standard on all mid-size cars. It's lighter, less bulky, gives more usable trunk space, and provides up to 3,000 miles of tread life (depending on your driving habits).



GENERAL MOTORS 1978 PASSENGER CAR SPECIFICATIONS AND MANUFACTURER'S SUGGESTED RETAIL PRICES

The following section lists the body styles and some of the basic standard and optional equipment items offered on a selected list of GM 1978 passenger car models for sale in the U.S. Not all of the factory- and dealer-installed optional equipment is listed, nor—in some cases—is complete information provided for all models within a specific car series. Your local GM dealer should be consulted for detailed information on equipment availability and pricing for all GM passenger car models.

Because of differing emission-control requirements, some engine and engine-transmission combinations listed in this booklet, and in the following section, are not available on GM cars sold in California or in areas more than 4,000 feet above sea level. Residents of these areas should see their GM dealer for further information concerning engine and transmission availability.

The Manufacturer's Suggested Retail Prices (which include dealer preparation) shown for each model, as well as for the optional equipment listed, do not include destination charges, state and local taxes, or license fees, if any.

All prices, equipment, specifications, and other information provided herein are subject to change at any time without notice.

... A Word About The Components And Optional Equipment In GM Vehicles

The vehicles described in this booklet incorporate thousands of different components produced by various divisions of General Motors and by various suppliers to GM. From time to time, during the manufacturing process, it may be necessary—in order to meet public demand for particular vehicles or equipment, or to meet federally mandated emissions, safety, and fuel economy requirements, or for other reasons—to produce GM products with different components or differently sourced components than initially scheduled. All such components have been approved for use in GM products by General Motors and will provide the quality performance associated with the GM name.

With respect to extra-cost optional equipment, it is important to specify the type of equipment desired on the vehicle when ordering it from your dealer. Then, before taking delivery of the vehicle, it is suggested that a verification be made to assure that the vehicle includes the optional equipment ordered or if there are changes, that they are acceptable to you.



FOR ADDITIONAL INFORMATION, SEE YOUR GENERAL MOTORS DEALER

SELECTED MODELS, BODY STYLES, STANDARD AND OPTIONAL ENGINES AND

Chevrolet	Hatchback Coupe	Coupe 2-Door	Sedan 4-Door	Station Wagons (7)	Standard Engine	Standard Transmission	Optional Engines		Optional Transmissions		
							V8 5.0 litre	V8 5.7 litre	4-Speed Manual	5-Speed Manual	Auto-matic
CHEVETTE	\$2,999 ¹		\$3,464		L4 ⁸ 1.6 litre	4-Spd. Man.	X	X	•	X	\$270
MONZA	3,609 ²	\$3,462		\$3,698 ²	L4 ⁹ 2.5 litre	4-Spd. Man.	\$320	X	•	\$175	270
CAMARO		4,414 ³			L6 4.1 litre	3-Spd. ¹² Man.	185	\$300	\$125	X	307 ¹⁵
CORVETTE		9,352			V8 ¹⁰ 5.7 litre	4-Spd. Man.	X	• ¹⁰	•	X	— ¹⁶
NOVA	3,866	3,702	3,777		L6 4.1 litre	3-Spd. Man.	185	X	125	X	307
NOVA CUSTOM		3,960	4,035		L6 4.1 litre	3-Spd. Man.	185	X	125	X	307
MALIBU		4,204	4,279	4,516	V6 3.3 litre	3-Spd. Man.	190	305 ¹³	125	X	307
MALIBU CLASSIC		4,461 ⁴	4,561	4,714	V6 3.3 litre	3-Spd. Man.	190	305 ¹³	125	X	307
MONTE CARLO		4,785 ⁵			V6 3.8 litre	3-Spd. Man.	150	X	125	X	307 ¹⁷
IMPALA		5,208 ⁶	5,283	5,777 ⁷	L6 ¹¹ 4.1 litre	Auto-matic	185 ¹¹	300 ¹⁴	X	X	•
CAPRICE CLASSIC		5,526 ⁶	5,626	6,012 ⁷	L6 ¹¹ 4.1 litre	Auto-matic	185 ¹¹	300 ¹⁴	X	X	•

• (Standard Equipment)

x (Not Available)

ENGINE DISPLACEMENT

Litres	Cubic Inches	GM Divisions/Units Which Manufacture Engines For Chevrolet
1.6	98	Chevrolet
2.5	151	Pontiac
3.2	196	Buick
3.3	200	Chevrolet
3.8	231	Buick
4.1	250	Chevrolet
5.0	305	Chevrolet, GM of Canada
5.7	350	Chevrolet, GM of Canada

(1) Price Shown Is For Chevette Scooter Model. The 4-Dr. Chevette Sedan Indicated Is Also A Hatchback. MSRP For The Chevette 2-Dr. Hatchback Coupe Is \$3,354. MSRP For The 2-Dr. Hatchback Coupe And 4-Dr. Hatchback Sedan Models In Arizona, California, Idaho, Nevada, Washington, Oregon, Utah, Alaska, And Hawaii Is \$3,236 And \$3,346 Respectively.

(2) Other Monza Models: Sport Coupe \$3,930; Sport Hatchback Coupe \$4,077; Estate Wagon \$3,932. Monza "S" Hatchback Coupe And Station Wagon Models Will Be Available After December 1.

(3) Camaro Type LT Coupe: \$4,814; Camaro Rally Sport Coupe: \$4,784; LT Rally Coupe: \$5,065; Z28 Sport Coupe: \$5,604. The 5.7 Litre V8 Is Standard On The Z28 Coupe.

(4) Landau Coupe: \$4,684.

(5) Landau Coupe: \$5,678.

(6) Landau Coupe: Impala \$5,598; Caprice Classic \$5,830.

(7) 2-Seat Model Prices Are Shown. 3-Seat Models Available Only For Impala (\$5,904) And Caprice Classic (\$6,151).

(8) "High Output" 1.6 Litre L4 Engine Available At Additional Cost Of \$55.

(9) 3.2 Litre V6 Engine Available At Additional Cost Of \$130.

*IN SOME CASES, A PARTICULAR ITEM OF EQUIPMENT IS ONLY AVAILABLE WITH CERTAIN OTHER FEATURES. SEE YOUR CHEVROLET DEALER FOR ADDITIONAL

TRANSMISSIONS, SELECTED MAJOR OPTIONS, AND MANUFACTURER'S SUGGESTED RETAIL PRICES*

Air Conditioning		Power Steering	Power Brakes	Power Windows (a)	Power Door Locks (a)	Full Roof Vinyl Covering	6-Way Power Bench Seat (b)	Tilt Steering Wheel	Cruise Control	Delco Radios (c)			
Manual Control	Auto. Control									AM	AM-FM	AM-FM Stereo	AM-FM Stereo w/ Citizens Band
\$470	X	X	\$66	X	X	X	X	X	X	\$71 ²⁵	\$139 ²⁶	X	X
470	X	\$134	66	X	X	X ²²	X	\$62	X	71	139	\$215	X
539 ¹⁸	X	•	69 ²⁰	\$124	\$ 80	\$102 ²³	X	69	\$90	79	149	229	X
605	X	•	•	130	120	X	X	175 ²⁴	99	X	199	286	\$638
539 ¹⁸	X	152	69	118	74	97 ²²	X	69	90	77	149	229	X
539 ¹⁸	X	152	69	118	74	97 ²²	X	69	90	77	149	229	X
544	X	152	69 ²¹	124	80	116	\$151	69	90	79	149	229	X
544	X	152	69 ²¹	124	80	116 ¹⁹	151	69	90	79	149	229	X
544	X	152 ¹⁹	69 ¹⁹	124	80	131 ¹⁹	151	69	90	79	154	229	X
569	\$655	•	•	130	82	142 ¹⁹	151	70	95	80	160	232	X ²⁷
569	655	•	•	130	82	142 ¹⁹	151	70	95	80	160	232	X ²⁷

(10) Special Performance 5.7 Litre V8 Also Available At Additional Cost Of \$525.

(11) 5.0 Litre V8 Standard On Station Wagon Models.

(12) 4-Speed Manual Standard On Z28 Sport Coupe.

(13) Available Only On Station Wagon Models.

(14) Available On Station Wagon Models At Additional Cost Of \$115.

(15) \$45 On Z28 Sport Coupe.

(16) No Additional Charge For Automatic Transmission.

(17) Automatic Transmission Standard With Landau Coupe.

(18) When Ordered With Optional V8 Engine, A/C Is \$508.

(19) Standard On Landau Coupe.

(20) Standard On Z28 Sport Coupe.

(21) Standard On Malibu And Malibu Classic Wagons.

(22) Cabriolet Vinyl Roof Available At Additional Cost.

(23) Vinyl Sport Roof Only (Covers Front Portion Of Roof).

(24) Tilt/Telescope, Leather-Wrapped Sport Steering Wheel Only Available.

(25) Standard On Hatchback Coupe And Sedan Models.

(26) \$68 On Hatchback Coupe And Sedan Models.

(27) AM-FM W/Citizens Band Available At Additional Cost Of \$498.

(a) Prices Indicated Are For 2-Door Models Only. Also Available On Sedan And Wagon Models At Additional Cost.

(b) Power Operated 50/50 Or 55/45 Bench Seat Available On Certain Models At Additional Cost.

(c) 8-Track Tape Players Also Available With AM And AM-FM Stereo Radios On Most Models At Additional Cost.

INFORMATION ON STANDARD AND OPTIONAL ENGINES, TRANSMISSIONS, RELATED REQUIRED EQUIPMENT, AND PRICES OF OTHER AVAILABLE OPTIONS.

SELECTED MODELS, BODY STYLES, STANDARD AND OPTIONAL ENGINES AND

Pontiac	Hatch-back Coupe 2-Door	Coupe 2-Door	Sedan 4-Door	Station Wagons (6)	Standard Engine	Standard Trans- mission	Optional Engines			Optional Transmissions		
							V8 5.0 litre	V8 5.7 litre	V8 6.6 litre	4-Speed Manual	5-Speed Manual	Auto- matic
SUNBIRD	\$3,912	\$3,540 ¹		\$3,741	4-cyl. ⁷ 2.5 litre	4-Spd. Man.	X	X	X	•	\$175	\$270
PHOENIX	4,068	3,872 ²	\$3,947 ²		V6 3.8 litre	3-Spd. Man.	\$150	X	X	\$125	X	307
FIREBIRD		4,545 ³			V6 3.8 litre	3-Spd. Man.	150 ¹¹	\$265	X ¹²	125	X	307 ¹⁴
LE MANS		4,405	4,480	4,937	V6 3.8 litre	3-Spd. Man.	150	X	X	125 ¹³	X	307 ¹⁵
GRAND LE MANS		4,777	4,881	5,265	V6 3.8 litre	3-Spd. Man.	150	X	X	125 ¹³	X	307 ¹⁵
GRAND AM		5,464	5,568		V8 ⁸ 4.9 litre	Auto- matic	— ⁸	X	X	X	X	•
GRAND PRIX		4,880 ⁴			V6 ⁹ 3.8 litre	3-Spd. Man.	X	X	X	X	X	307 ¹⁶
CATALINA		5,375	5,410	5,924 ⁶	V6 ¹⁰ 3.8 litre	Auto- matic	X	265	\$330	X	X	•
BONNEVILLE		5,831 ⁵	5,931 ⁵		V8 4.9 litre	Auto- matic	X	115	180	X	X	•
GRAND SAFARI				6,227 ⁶	V8 4.9 litre	Auto- matic	X	115	180	X	X	•

• (Standard Equipment)

x (Not Available)

ENGINE DISPLACEMENT

Litres	Cubic Inches	GM Divisions/Units Which Manufacture Engines For Pontiac
2.5	151	Pontiac
3.8	231	Buick
4.9	301	Pontiac
5.0	305	Chevrolet, GM of Canada
5.7	350	Buick, GM of Canada, Chevrolet, Oldsmobile
6.6	400/403	Pontiac, Oldsmobile

(1) Sunbird Sport Coupe: \$3,773.

(2) Phoenix LJ Coupe: \$4,357;
Phoenix LJ Sedan: \$4,432.

(3) Other Firebird Coupe Models:
Esprit \$4,842; Formula \$5,448;
Trans Am \$5,799.

(4) Other Grand Prix Models:
LJ \$5,815; SJ \$6,088.

(5) Bonneville Brougham Models:
Coupe \$6,577; Sedan \$6,677.

(6) 2-Seat Model Prices Are Shown.
Third Seat Available Only On
Catalina And Grand Safari At An
Additional Cost Of \$175.

(7) 3.8 Litre V6 Engine Also Available
At Additional Cost Of \$170.

(8) 4.9 Litre, 4-Barrel V8 Available
At An Additional Cost Of \$50.
5.0 Litre V8 Available At No
Charge.

(9) 4.9 Litre 2-Barrel And 4.9 Litre
4-Barrel V8 Engines Available At
Additional Cost Of \$150 And \$200,
Respectively, On Grand Prix.
4.9 Litre 2-Barrel V8 Standard On
Grand Prix LJ. 4.9 Litre 4-Barrel
V8 Standard On Grand Prix SJ.

*IN SOME CASES, A PARTICULAR ITEM OF EQUIPMENT IS ONLY AVAILABLE WITH CERTAIN OTHER FEATURES. SEE YOUR PONTIAC DEALER FOR ADDITIONAL

TRANSMISSIONS, SELECTED OPTIONS, AND MANUFACTURER'S SUGGESTED RETAIL PRICES*

Air Conditioning		Power Steering	Power Brakes	Power Windows (a)	Power Door Locks (a)	Full Roof Vinyl Covering (b)	6-Way Power Bench Seat (c)	Tilt Steering Wheel	Cruise Control	Delco Radios (d)			
Manual Control	Auto. Control									AM	AM-FM	AM-FM Stereo	AM-FM Stereo w/ Citizens Band†
\$470	X	\$134	\$66	X	X	X	X	\$62	X	\$74	\$139	\$215	X
508	X	152	69	\$118	\$74	\$ 97	X	69	\$90	79	149	236	X
508	X	•	69	124	80	111 ¹⁹	X	69	90	83	154	236	\$518
544	\$584	152	69 ¹⁵	124	80	116	\$151	69	90	83	154	236	571
544	584	152	69 ¹⁵	124	80	116	151	69	90	83	154	236	571
544	584	•	•	124	80	116	151	69	90	83	154	236	571
544	584	152 ¹⁶	69 ¹⁶	124	80	121	151	69	90	83	154	236	571
581	626	•	•	130	82	142	151	70	95	96	165	239	577
581	626	•	•	130 ¹⁷	82	142	151	70	95	96	165	239	577
581	626	•	•	190	146 ¹⁸	X	151	70	95	96	165	239	577

(10) 4.9 Litre 2-Barrel V8 Standard On Catalina Safari Wagon. Available On Other Catalina Models At Additional Cost Of \$150.

(11) Standard On Firebird Formula.

(12) Standard On Firebird Trans Am. Available On Firebird Formula At Additional Cost of \$205.

(13) Available Only With 3.8 Litre V6 Engine.

(14) Standard On Firebird Formula And Trans Am.

(15) Standard On Safari Wagons.

(16) Standard On Grand Prix LJ And SJ Models.

(17) Standard On Bonneville Brougham Models.

(18) Includes Power Tailgate Lock.

(19) Vinyl Canopy Top.

(a) Prices Indicated Are For 2-Door Models Only, Except For 4-Door Grand Safari.

(b) Roof Coverings Not Available On Wagon Models. Vinyl Landau And Padded Landau Roof Coverings Also Available On Certain Models.

(c) Power Operated 60/40 And Bucket Seats On Driver's Side Also Available On Certain Models At Additional Cost.

(d) Cassette Tape Players With AM/FM Stereo Radio, Or 8-Track Tape Players With AM Or AM/FM Stereo Radios Are Both Available On Most Models At Additional Cost.

†Includes Power Antenna Except Firebird Models.

INFORMATION ON STANDARD AND OPTIONAL ENGINES, TRANSMISSIONS, RELATED REQUIRED EQUIPMENT AND PRICES OF OTHER AVAILABLE OPTIONS.

SELECTED MODELS, BODY STYLES, STANDARD AND OPTIONAL ENGINES AND

Oldsmobile	Hatchback Coupe 2-Door	Coupe 2-Door	Sedan 4-Door	Station Wagons (7)	Standard Engine	Standard Transmission	Optional Engines				Optional Automatic Transmission
							V8 5.0 litre (2 Barrel)	V8 5.7 litre	Diesel 5.7 litre	V8 6.6 litre	
STARFIRE	\$3,925 ¹				L4 ⁸ 2.5 litre	4-Spd. ¹⁰ Man.	\$320	X	X	X	\$270
OMEGA	4,138	\$3,973 ²	\$4,048		V6 3.8 litre	3-Spd. ¹¹ Man.	150	\$265	X	X	307
CUTLASS SALON		4,408 ³	4,508		V6 ⁹ 3.8 litre	3-Spd. ¹¹ Man.	150 ¹²	X	X	X	307
CUTLASS SUPREME		4,842 ⁴			V6 ⁹ 3.8 litre	3-Spd. ¹¹ Man.	150 ¹²	X	X	X	307
CUTLASS CALAIS		5,196			V6 ⁹ 3.8 litre	3-Spd. ¹¹ Man.	150 ¹²	X	X	X	307
CUTLASS CRUISER				\$5,242	V6 ⁹ 3.8 litre	Auto- matic	150 ¹²	265	X	X	•
DELTA 88		5,483 ⁵	5,559		V6 ⁹ 3.8 litre	Auto- matic	X	265	\$850	\$330	•
CUSTOM CRUISER				6,324 ⁷	V8 5.7 litre	Auto- matic	X	•	740	65	•
NINETY-EIGHT		7,064 ⁶	7,241		V8 5.7 litre	Auto- matic	X	•	740	65	•
TORONADO		8,899			V8 6.6 litre	Auto- matic	X	X	X	•	•

- (Standard Equipment)
- x (Not Available)

ENGINE DISPLACEMENT

Litres	Cubic Inches	GM Divisions/Units Which Manufacture Engines For Oldsmobile
2.5	151	Pontiac
3.8	231	Buick
4.3	260	Oldsmobile
5.0	305	Chevrolet, GM of Canada
5.7	350	Oldsmobile, Chevrolet GM of Canada
6.6	403	Oldsmobile
5.7 (Diesel)	350	Oldsmobile

(1) Starfire SX Sport Coupe: \$4,131.

(2) Omega Brougham Models: Coupe \$4,179; Sedan \$4,254.

(3) Cutlass Salon Brougham Models: Coupe \$4,696; Sedan \$4,796.

(4) Cutlass Supreme Brougham 2-Dr. Coupe: \$5,247.

(5) Delta 88 Royale Models: Coupe \$5,707; Sedan \$5,807.

(6) Ninety-Eight Regency Models: Coupe \$7,427; Sedan \$7,611.

*IN SOME CASES, A PARTICULAR ITEM OF EQUIPMENT IS ONLY AVAILABLE WITH CERTAIN OTHER FEATURES. SEE YOUR OLDSMOBILE DEALER FOR ADDITIONAL

TRANSMISSIONS, SELECTED OPTIONS, AND MANUFACTURER'S SUGGESTED RETAIL PRICES*

Air Conditioning		Power Steering	Power Brakes	Power Windows (a)	Power Door Locks (a)	Full Roof Vinyl Covering (b)	6-Way Power Bench Seat (c)	Tilt Steering Wheel	Cruise Control	Delco Radios (d)			
Manual Control	Auto. Control									AM	AM-FM	AM-FM Stereo	AM-FM Stereo w/ Citizens Band†
\$470	X	\$134	\$66	X	X	X	X	\$62	X	\$74	\$139	\$222	X
508	X	152	69	\$118	\$74	\$97	X	69	\$90	79	149	236	X
544	\$584	152	69	124	80	116	X	69	90	83	154	236	\$571
544	584	152	69	124	80	116	\$151	69	90	83	154	236	571
544	584	152	69	124	80	116	X	69	90	83	154	236	571
544	584	152	69	172	112	X	151	69	90	83	154	236	571
581	626	•	•	130	82	142	151	70	95	96	165	239	577
581	626	•	•	190	149 ¹³	X	151	70	95	96	165	239	577
581	626	•	•	•	82	161	120	70	95	96	165	239	577
•	45	•	•	•	82	161	X	70	95	X	X	•	338

(7) 2-Seat Model Prices Are Shown. Third Seat Available Only On Custom Cruiser At An Additional Cost Of \$186.

(8) 3.8 Litre V6 Available At An Additional Cost Of \$170.

(9) 4.3 Litre V8 Engine Also Available At An Additional Cost Of \$100.

(10) 5-Speed Manual Transmission Also Available At An Additional Cost Of \$175.

(11) 4-Speed And 5-Speed Manual Transmissions Available At Additional Cost Of \$125 and \$300, Respectively. 5-Speed Not Available On Omega 4-Dr. Sedan.

(12) 5.0 Litre, 4-Barrel V8: \$200.

(13) Includes Power Tailgate Lock.

(a) Prices Indicated Are For 2-Door Models Only, Except Wagons.

(b) Vinyl Landau And Padded Landau Roof Coverings Also Available On Certain Models.

(c) Power Operated 55/45 And Bucket Seats On Driver's Side Also Available On Certain Models At Additional Cost.

(d) Cassette Tape Players With AM/FM Stereo Radio, Or 8-Track Tape Players With AM Or AM/FM Stereo Radios Are Both Available On Most Models At Additional Cost.

†Includes Power Antenna.

INFORMATION ON STANDARD AND OPTIONAL ENGINES, TRANSMISSIONS, RELATED REQUIRED EQUIPMENT, AND PRICES OF OTHER AVAILABLE OPTIONS.

SELECTED MODELS, BODY STYLES, STANDARD AND OPTIONAL ENGINES AND

Buick	Hatchback Coupe 2-Door	Coupe 2-Door	Sedan 4-Door	Station Wagon (8)	Standard Engine	Standard Transmission	Optional Engines				Optional Automatic Transmission
							V6 3.8 litre	V8—2 bbl. 5.0 litre	V8—4 bbl. 5.7 litre	V8 6.6 litre	
OPEL (Mfg. By Isuzu Mtrs. Ltd., Japan)		\$3,507 ³			4-cyl. 1.8 litre	4-Spd. ¹¹ Man.	X	X	X	X	\$316
SKYHAWK "S"	\$4,103 ¹				V6 3.8 litre	4-Spd. ¹² Man.	•	X	X	X	270
SKYLARK "S"		3,872			V6 3.8 litre	3-Spd. Man.	•	\$150	X	X	307
SKYLARK CUSTOM	4,424 ²	4,242	\$4,317		V6 3.8 litre	3-Spd. Man.	•	150	X	X	307
CENTURY SPECIAL		4,389	4,486	\$4,976	V6 ⁹ 3.2 litre	3-Spd. ¹³ Man.	\$40 ¹⁵	210 ¹⁶	X	X	307 ¹⁹
CENTURY CUSTOM		4,633	4,733	5,276	V6 ⁹ 3.2 litre	3-Spd. ¹³ Man.	40 ¹⁵	210 ¹⁶	X	X	307 ¹⁹
CENTURY LIMITED		4,991 ⁴	5,091		V6 3.2 litre	3-Spd. ¹⁴ Man.	40	210 ¹⁷	X	X	307
REGAL		4,852 ⁵			V6 ¹⁰ 3.2 litre	3-Spd. ¹⁴ Man.	40	190	X	X	307 ²⁰
LE SABRE		5,384	5,459		V6 3.8 litre	Automatic	•	198 ¹⁸	\$313	\$403	•
LE SABRE CUSTOM		5,657 ⁶	5,757		V6 ¹⁰ 3.8 litre	Automatic	•	198 ¹⁸	313	403	•
ESTATE WAGON				6,301 ⁸	V8 5.7 litre	Automatic	X	X	•	65	•
ELECTRA 225		7,144 ⁷	7,319		V8 5.7 litre	Automatic	X	X	•	65	•
RIVIERA		8,082			V8 5.7 litre	Automatic	X	X	•	65	•

• (Standard Equipment)

x (Not Available)

ENGINE DISPLACEMENT

Litres	Cubic Inches	GM Divisions/Units Which Manufacture Engines For Buick
3.2	196	Buick
3.8	231	Buick
4.9/5.0	301/305	Pontiac/Chevrolet/GM of Canada
5.7	350	Buick, Chevrolet, Oldsmobile, GM of Canada
6.6	403	Oldsmobile

(1) Skyhawk Hatchback Coupe: \$4,367.

(2) Other Skylark Models: 2-Dr. Coupe \$3,999; 2-Dr. Hatchback Coupe \$4,181; 4-Dr. Sedan \$4,074.

(3) Other Opel Models: Deluxe Coupe \$3,722; Sport Coupe \$3,878; 4-Dr. Deluxe Sedan \$3,824. Standard Engine Is 1.8 Litre (111 Cubic-Inches) 4-Cyl. Manufactured By Isuzu Mtrs. Ltd., Japan.

(4) Century Sport Coupe: \$5,019.

(5) Other Regal Models: Sport Coupe \$5,853; Limited Coupe \$5,233.

(6) LeSabre Sport Coupe: \$6,213.

(7) Other Models Available In The Electra Limited Series—Coupe \$7,526, Sedan \$7,701; Park Avenue—Coupe \$7,837, Sedan \$8,088.

(8) 2-Seat Model Prices Are Shown.

Third Seat Available Only On Estate Wagon At An Additional Cost of \$186.

(9) Not Available On Station Wagon.

(10) Standard Engine On Sport Coupe Model Is 3.8 Litre Turbo-charged V6.

(11) 5-Speed Manual Available At Additional Cost Of \$119.

(12) 5-Speed Manual Available At Additional Cost Of \$175.

*IN SOME CASES, A PARTICULAR ITEM OF EQUIPMENT IS ONLY AVAILABLE WITH CERTAIN OTHER FEATURES. SEE YOUR BUICK DEALER FOR ADDITIONAL

TRANSMISSIONS, SELECTED OPTIONS, AND MANUFACTURER'S SUGGESTED RETAIL PRICES*

Air Conditioning		Power Steering	Power Brakes	Power Windows (a)	Power Door Locks (a)	Full Roof Vinyl Covering (b)	6-Way Power Bench Seat (c)	Tilt Steering Wheel	Cruise Control	Delco Radios (d)			
Manual Control	Auto. Control									AM	AM-FM	AM-FM Stereo	AM-FM Stereo & Citizens Band†
\$460	X	X	X	X	X	X	X	X	X	\$77 [^]	\$148 [^]	X	X
470	X	\$134	\$66	X	X	X	X	\$62	X	74	139	\$222	X
508	X	152	69	\$118	\$74	\$102	X	69	\$90	79	149	236	X
508	X	152	69	118	74	97	X	69	90	79	149	236	X
544	\$626	152	69 ²¹	124	80	116	\$151	69	90	83	154	236	\$571
544	626	152	69 ²¹	124	80	116	151	69	90	83	154	236	571
544	626	152	69	124	80	116	151	69	90	83	154	236	571
544	626	152 ²⁰	69 ²⁰	124	80	116	151	69	90	83	154	236	571
581	669	•	•	130	82	142	151	70	95	96	165	239	577
581	669	•	•	130	82	142	151	70	95	96	165	239	577
581	669	•	•	190	114 ²²	X	151	70	95	96	165	239	577
581	669	•	•	•	82	196	151	70	95	96	165	239	577
581	669	•	•	•	82	196	151	70	95	X	X	•	338

(13) 4-Speed Manual Available Only With 3.8 Litre V6 At Additional Cost Of \$125. Not Available On Station Wagon.

(14) 4-Speed Manual Available Only With 3.8 Litre V6 At Additional Cost Of \$125.

(15) Standard On Station Wagon.

(16) When Ordered On Station Wagon: \$150.

(17) When Ordered On Sport Coupe: \$190.

(18) Price Indicated Refers To 4.9 Litre V8 Engine.

(19) Standard On Station Wagon.

(20) Standard On Regal Sport Coupe.

(21) Standard On Station Wagon. Required When V8 Engine And A/C Are Ordered On Coupe, Sedan.

(22) Price Does Not Include Power Tailgate Lock Which Is Required At An Additional Cost Of \$32.

(a) Prices Indicated Are For 2-Door Models Only Except Estate Wagon.

(b) Not Available On Station Wagons. Prices Indicated Are For 2-Door Models. Vinyl Landau And Padded Landau Roof Coverings Also Available On Certain Models.

(c) Power Operated 55/45 Bench Seat And Bucket Seats Available On Certain Models At Additional Cost.

(d) Cassette Tape Players With AM/FM Stereo Radio, Or 8-Track Tape Players With AM Or AM/FM Stereo Radios Are Both Available On Most Models At Additional Cost.

†Includes Power Antenna.

*Delco Radios Dealer Installed Option.

INFORMATION ON STANDARD AND OPTIONAL ENGINES, TRANSMISSIONS, RELATED REQUIRED EQUIPMENT, AND PRICES OF OTHER AVAILABLE OPTIONS.

MODELS, BODY STYLES, STANDARD AND OPTIONAL ENGINES AND TRANSMISSIONS, SELECTED OPTIONS, AND MANUFACTURER'S SUGGESTED RETAIL PRICES*

Cadillac	Coupe 2-Door	Sedan 4-Door	Leather Seating Area	Cruise Control	Fuel Monitor	Astro- roof (a)	Full Vinyl Padded Roof	Illuminated Entry System	Electric Rear Window Defogger	Theft Deterrent System	Tilt & Telescope Steering Wheel
	DEVILLE	\$10,444	\$10,668	\$295	\$122	\$29	\$995	\$215	\$59	\$94	\$130
ELDORADO	11,921		315	122	29	995	222	59	94	130	121
FLEETWOOD BROUGHAM		12,292	315	122	29	995	•	59	94	130	121
FLEETWOOD LIMOUSINE		19,642 ¹	²	122	29	²	•	59	94	130	121
SEVILLE		14,267 ³	315	122	•	995	•	59	94	130	•

*Standard Equipment (1) Formal Limousine Model: \$20,363 (2) Available On Special Order Only (3) Elegante Option: \$2,600 (a) When Ordered With Full Vinyl Padded Roof

SOME EQUIPMENT STANDARD ON ALL CADILLAC MODELS: Automatic Transmission; Automatic Climate Control Air Conditioning; Power Steering; Power Brakes With Front Discs On All Models (Eldorado, Fleetwood Brougham, And Seville Also Have Rear Discs); Power Windows; Tinted Glass, All Windows; Wheel Trim Covers; Whitewall Steel-Belted Radial Ply Tires; Left Side, Remote Control Mirror; Quartz Digital Clock; AM/FM Signal-Seeking Stereo Radio With Scanner And Disappearing Power Antenna. Other Radios Available On All Models At An Additional Cost Include: AM/FM Stereo Radio With 8-Track Tape Player And Citizens Band Radio; AM/FM Stereo Radio With Digital Display; AM/FM Stereo Radio With 8-Track Tape Player.

*IN SOME CASES, A PARTICULAR ITEM OF EQUIPMENT IS ONLY AVAILABLE WITH CERTAIN OTHER FEATURES. SEE YOUR CADILLAC DEALER FOR ADDITIONAL INFORMATION AND PRICES OF OTHER AVAILABLE OPTIONS ON THESE MODELS.

CADILLAC ENGINE AVAILABILITY: 7.0 Litre (425 Cubic-Inch) V8—Standard On DeVille, Fleetwood Brougham, Eldorado, And Fleetwood Limousine Models; 7.0 Litre Electronic Fuel Injection V8—Available Only On Fleetwood Brougham And DeVille Models At An Additional Cost Of \$744; 5.7 Litre (350 Cubic-Inch) Electronic Fuel Injection V8—Standard On Seville. Not Available On Other Models. *These Three Engines Are Produced By GM's Cadillac Motor Car Division, Detroit.* **NOTE:** Cadillac Purchases A Short-Block Engine Assembly And Cylinder Head From Oldsmobile Division For The Seville 5.7 Litre Electronic Fuel Injection V8 Engine. The Electronic Fuel Injection And Other Components Are Final Assembled And Tested On The Cadillac Engine Assembly Line In Detroit.

GM's NEW 12 MONTH/12,000 MILE LIMITED WARRANTY (For All 1978 Model Cars And Light Trucks)

GM's 1978 car and light truck limited warranty extends repair work for defects in material and workmanship for up to 12 months or 12,000 miles, whichever comes first. Common services, such as adjustments of fan belts, engine idle speed, or alignment of windows and hoods—previously covered for only 90 days from date of delivery—are now in-

cluded until the limited warranty expires. While it is recommended that the vehicle be returned to the delivering dealer for repairs, all General Motors dealers in the United States and Canada will perform warranty work. This means that from the day the vehicle is delivered until the limited warranty expires, adjustments, parts, and labor time

will be handled by your General Motors dealer . . . without charge. The limited warranty does not cover damage due to accident, misuse, or alterations or damage due to environment. Tires are warranted by the tire manufacturer. Your General Motors dealer has complete warranty information available.

Great Mileage Good Motoring



GM Fuel Economy '78

GM's 1978 cars are not only impressive to look at and a pleasure to drive, but are also further improved in fuel economy. Based on Environmental Protection Agency combined city/highway driving test data, GM's 1978 line-up is expected to achieve a sales-weighted average fuel economy of 18.9 miles

per gallon. This represents a 5% increase over 1977 models and a 56% increase over 1974 models. The chart below shows city, highway, and combined fuel economy figures for some 1978 GM cars taken from the EPA's 1978 Gas Mileage Guide for New Car Buyers.* For a copy, see your dealer, or write to: Fuel Economy, Pueblo, Colorado 81009.

MODEL	ENGINE/TRANSMISSION	EPA DRIVING TEST		
		City	Hwy.	Combined
Chevrolet Chevette	1-bbl, 1.6 L, 4-cyl, M	30	40	34
Chevrolet Monza	2-bbl, 2.5 L, 4-cyl, M	24	34	28
Pontiac Sunbird	2-bbl, 2.5 L, 4-cyl, M	24	34	28
Oldsmobile Starfire	2-bbl, 2.5 L, 4-cyl, M	24	34	28
Chevrolet Chevette	1-bbl, 1.6 L, 4-cyl, A	25	33	28
Oldsmobile Delta 88, 98	5.7 L, Diesel, V8, A	21	30	24†
Chevrolet Malibu	2-bbl, 3.3 L, V6, M	21	29	24
Buick Century, Regal	2-bbl, 3.2 L, V6, M	19	33	23
Chevrolet Monte Carlo	2-bbl, 3.8 L, V6, A	19	27	22

bbl—Barrel L—Displacement in Litres cyl—Cylinder M—Manual A—Automatic
†City/Hwy./Combined figures for Oldsmobile Custom Cruiser: 19/27/22.

*The fuel economy figures shown are averages based on the projected sales for the cars listed in the EPA Guide having different equipment options which may affect overall fuel economy.

Factors Influencing Fuel Economy

Please remember that EPA figures are only estimates. The actual mileage you get will vary depending on the type of driving you do, your driving habits and your car's condition and equipment. For example, vehicle weight and engine size are the most important factors which affect fuel economy. Gen-

erally speaking, the smaller and lighter the vehicle, the better the fuel economy. Other vehicle equipment, such as air conditioning, not only adds weight to the car but also increases fuel consumption. Selection of economy axle ratios, optional on some models, can increase fuel economy in highway driving. Your driving habits also affect fuel economy.

MODEL	ENGINE/TRANSMISSION	EPA DRIVING TEST		
		City	Hwy.	Combined
Pontiac Grand Prix	2-bbl, 3.8 L, V6, A	19	27	22
Buick LeSabre	2-bbl, 4.9 L, V8, A	17	24	20
Pontiac LeMans	2-bbl, 3.8 L, V6, M	16	28	19
Pontiac Phoenix	2-bbl, 3.8 L, V6, M	16	28	19
Oldsmobile Cutlass	2-bbl, 3.8 L, V6, M	16	28	19
Buick Skylark	2-bbl, 3.8 L, V6, M	16	26	19
Chevrolet Caprice	1-bbl, 4.1 L, 6-cyl, A	17	24	19
Cadillac Seville	Fuel Injection, 5.7 L, V8, A	14	20	16
Cadillac Sedan deVille	4-bbl, 7.0 L, V8, A	13	19	15
Oldsmobile Toronado	4-bbl, 6.6 L, V8, A	13	19	15

(Consult the EPA California Gas Mileage Guide for all California Emission-Equipped cars.)

Frequent starts and stops, long idling periods, and unnecessary braking decrease fuel economy. Condition of the engine is also important. A properly maintained car will help you get the best fuel economy and performance. Maintaining the recommended tire pressures will also benefit fuel economy.



*Cadillac
Seville Elegante*

The classic elegance of the Cadillac Seville and its stature as one of the finest production cars built anywhere in the world has been enhanced with the new Elegante model. In addition to the superb

qualities of Seville, the Elegante features a duo-tone exterior finish, chrome-plated wire wheels, brushed chrome moldings, distinctive leather interior trim, and front seat center console.