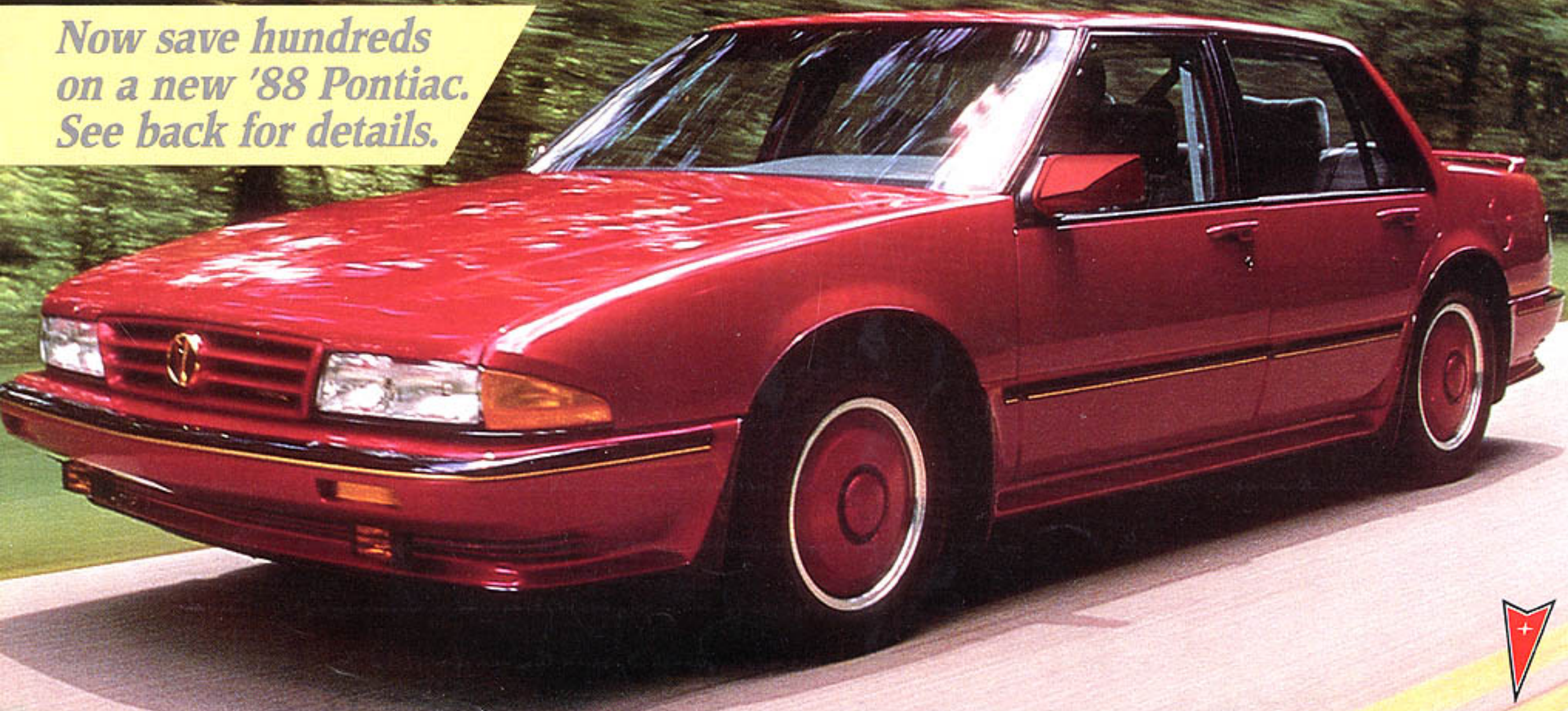
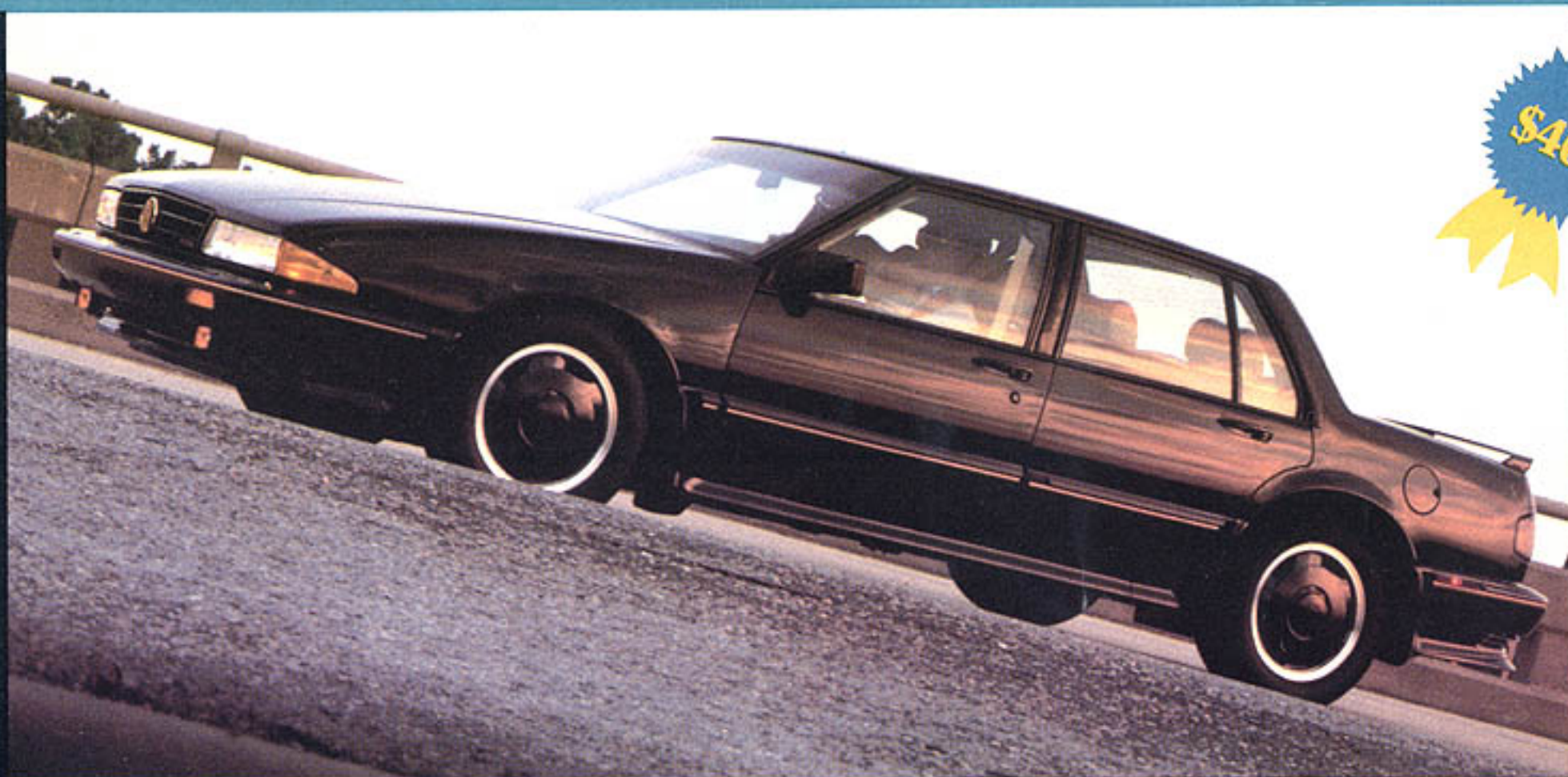


We Build Excitement

*Now save hundreds
on a new '88 Pontiac.
See back for details.*



BONNEVILLE



***"As distinctive and as sophisticated
as anything you'll see on the road."***

Last year, Pontiac re-introduced the public to the full-size sports sedan. A car like the Bonneville hadn't been seen in quite some time on America's roads. This year, Pontiac introduces a new-model Bonneville, the SSE. And it's a Bonneville you've never seen the likes of before.

Once you're seated inside the SSE, it is obvious that

this is the product of engineers who worked with one thought in mind: build a world-class touring sedan that rivals or surpasses anything that has to cross salt water to get here. It is the top-of-the-line Bonneville. A taut expression of true driving sophistication. In short, it is the best Pontiac has to offer the driver who demands the maximum in full-size road performance.

Vital Statistics

Models

Bonneville LE, Bonneville SE, Bonneville SSE

Engines

3.8L SFI 3800 V6: 165 hp, with sequential fuel injection.

3.8L V6: 150 hp, with sequential fuel injection

Transmission

4-speed automatic.

Brakes

Power front disc/rear drum. Anti-lock brake system with SSE only.

Suspensions

Standard with P205/75R14 tires.

Y99 Rally Tuned with P215/65R15 Goodyear Eagle GT+4 tires.

FE2 Special Purpose with P215/60R16 Goodyear Eagle GT+4 tires (SSE only).

Note: Some features available at extra cost. For more information about available features and options, please ask your dealer for a 1988 Pontiac catalog.



"The car that helped Pontiac redefine what performance is all about."

Grand Am is back. As nimble and as exciting as ever. In fact, maybe even more exciting. Pontiac is introducing two new engines to the Grand Am lineup for 1988: In addition to the standard 2.5L Tech IV there's the 16-valve 2.3L Quad 4. Plus there's the turbocharged 2.0L 4-cylinder powerhouse that's standard on the Grand Am SE.

And Grand Am continues to redefine performance for 1988. Inside is a driver-oriented cockpit with fingertip controls. Outside is a smooth, aero design refined through many hours of wind tunnel testing. Underneath is a suspension that is bred for the road. It all adds up to a car with all-around performance that turns the ordinary into the exciting.

Vital Statistics

Models

Grand Am Coupe and Sedan, Grand Am LE Coupe and Sedan, Grand Am SE Coupe and Sedan.

Engines

2.0L 4-cyl.: 165 hp, turbocharged with multi-port fuel injection.

2.3L Quad 4 16-valve: 150 hp, with multi-port fuel injection.

2.5L 4-cyl. Tech IV: 98 hp, with electronic fuel injection.

Transmissions

5-speed manual or 3-speed automatic.

Brakes

Front disc/rear drum.

Suspensions

WS6 Special Performance with P215/60R14 Goodyear Eagle GT+4 tires.

Standard with P185/80R13 tires.

Note: Some features available at extra cost. For more information about available features and options, please ask your dealer for a 1988 Pontiac catalog.

GRAND AM

PONTIAC 6000



"A rare combination of advanced engineering, technology, performance and practicality."

The description applies to the entire lineup of 1988 Pontiac 6000s: The Pontiac 6000, 6000 LE, 6000 S/E and 6000 STE. They are the cars upon which Pontiac has built its road car reputation. However, if one car represents the pinnacle of this achievement, it must be the Pontiac 6000 STE.

This is the essence of driving excitement. Not the

wheel-smoking, tire-spinning excesses of a time past, but a new definition of what road car performance is all about. An automobile so sophisticated and responsive to your needs that it almost becomes an extension of yourself. Built around the driver, the Pontiac 6000 STE allows you to concentrate on the driving experience...just for the pleasure of it.

Vital Statistics

Models

Pontiac 6000 Sedan and Wagon, 6000 LE Sedan and Wagon, 6000 S/E Sedan and Wagon, 6000 STE Sedan.

Engines

2.8L V6: 125 hp, with multi-port fuel injection.
2.5L 4-cyl. Tech IV: 98 hp, with electronic fuel injection.

Transmissions

5-speed manual, 4-speed automatic or 3-speed automatic.

Brakes

Front disc/rear drum 4-wheel anti-lock brake system (STE only).

Suspensions

STE Specific with P195/70R15 Goodyear Eagle GT+4 tires.
Y99 Rally Tuned with P195/70R14 Goodyear Eagle GT+4 tires.

Note: Some features available at extra cost. For more information about available features and options, please



“Ever notice how well thought-out some cars are? Same here.”

The first thing to remember about the 1988 LeMans is that it is not just another small car. It is a Pontiac. Designed from an automobile named car of the year in Europe, yes. Manufactured in Korea in one of the most advanced plants ever built, yes. But still, a Pontiac. A road car. Practical, thoughtful, detailed...and exciting to drive. Could a Pontiac be anything else?

And LeMans offers you many surprises. For example,

the four-door LeMans Sedan actually has more trunk space than any Pontiac—over 18 cubic feet. The LeMans Aerocoupe lives up to its name, sporting advanced styling details that reduce wind drag to help the Aerocoupe slip through the wind with ease. Both are finely detailed inside and out. Both offer a multitude of convenience features as standard equipment. Both blend the practical with the performance in a way only Pontiac can.

Vital Statistics

Models

LeMans Aerocoupe (Value Leader), Aerocoupe, Sedan and SE Sedan.

Engine

1.6L 4-cyl.: 74 hp, with electronic fuel injection.

Transmissions

4-speed manual (Value Leader only), 5-speed manual or 3-speed automatic.

Brakes

Power front disc/rear drum.

Suspension

Standard with P175/70R13 all-season radial tires.

Note: Some features available at extra cost. For more information about available features and options, please ask your dealer for a 1988 Pontiac catalog.

LeMANS

SUNBIRD



"Looks as good going away as it does coming at you."

That's the 1988 Sunbird GT Coupe. With its new redesigned rear treatment, it's an automobile that turns heads coming and going. And coupled with 165 turbocharged horsepower, it comes and goes quickly.

But the GT Coupe isn't the only Sunbird. There's a

whole family of Sunbirds that combine Pontiac's road car engineering with a sense of fun and excitement: Sunbird Sedan, Sunbird SE Coupe, Sedan and Wagon. Plus there's the utmost in fun and sun: The Sunbird GT Convertible.

Vital Statistics

Models

Sunbird Sedan, Sunbird SE Coupe, Sedan and Wagon, Sunbird GT Coupe and Convertible

Engines

2.0L 4-cyl.: 165 hp, turbocharged with multi-port fuel injection.

2.0L 4-cyl.: 96 hp, with electronic fuel injection.

Transmissions

5-speed manual or 3-speed automatic.

Brakes

Power front disc/rear drum.

Suspensions

WS6 Special Performance with Goodyear Eagle GT+4 P215/60R14 tires.

Y99 Rally Tuned with Goodyear Eagle GT+4 P215/60R14 tires.

Standard with P185/80R13 tires.

Note: Some features available at extra cost. For more information about available features and options, please ask your dealer for a 1988 Pontiac catalog.



"The engineers were busy with Fiero this year."

Nobody tampered with Fiero's aggressive good looks in 1988. But underneath there's a whole new story. Here the engineers worked overtime, for the Fiero rides on an entirely new suspension for 1988. Designed from the frame up, the new suspension turns the Fiero into a car that is more roadworthy than ever—a Pontiac to rival many a sports car on the road today.

And there's a new model added to the Fiero and Fiero GT lineup: The Fiero Formula. It provides GT performance in a notchback design. All told, it is a lineup of automobiles that stand apart from the rest of the American automotive scene. No car is made exactly like the Fiero. No car looks like the Fiero. No car performs exactly like it. It is a car that is uniquely Pontiac.

Vital Statistics

Models

Fiero Coupe, Fiero Formula, Fiero GT.

Engines

2.8L V6: 135 hp, with multi-port fuel injection.

2.5L 4-cyl. Tech IV: 98 hp, with electronic fuel injection.

Transmissions

5-speed manual or 3-speed automatic.

Brakes

4-wheel disc.

Suspensions

Y99 Rally Tuned with P195/70R14 Goodyear Eagle GT+4 tires.

WS6 Special Performance with P205/60R15 front and P215/60R15 rear Goodyear Eagle GT+4 tires.

Note: Some features available at extra cost. For more information about available features and options, please ask your dealer for a 1988 Pontiac catalog.

FIERO

SAFARI WAGON



"Eight? It seats eight adults?"

In a day when the term "full size" often doesn't quite live up to its meaning, the 1988 Safari Wagon does. It is full size. Big enough to seat eight adults. With over 87 cubic feet of cargo space with the rear seat folded down. And it comes with the V8 muscle and 4-speed automatic transmission needed to handle large loads.

You see, "performance" can be defined many ways. In

the case of the Safari Wagon, it means a wagon that really is a wagon. One with all the functionality you'd expect in a wagon. Yet one that doesn't skimp on your creature comforts either. And the Safari Wagon doesn't. With its finely detailed interior, it is one Pontiac road car in which you can haul either cargo or passengers with equal ease.

Vital Statistics

Model

Pontiac Safari.

Engine

5.0L V8: 140 hp, with 4-barrel.

Transmission

4-speed automatic.

Brakes

"Powermaster" front disc/rear drum.

Suspension

Full coil with load carrying springs.

Note: Some features available at extra cost. For more information about available features and options, please ask your dealer for a 1988 Pontiac catalog.

"For many, it is the ultimate Pontiac."

Some cars languish unknown. Some struggle to catch passing attention. The Firebird is already an automotive legend. Yet a legend with a difference: It lives. It breathes. It is now. It is the ultimate performance Pontiac: 1988 Firebird, Firebird Formula and Trans Am. A lineup of driving excitement that sets a driving enthusiast practically drooling with anticipation.

And the ultimate of the ultimate? The 1988 Pontiac Firebird Trans Am GTA. It is impressive inside and out with standard features: Touch Control radio controls in the steering wheel hub. Articulating bucket seats with lumbar support. Monochromatic paint. 16" x 8" diamond-spoke wheels with P245/50VR16 Goodyear Eagle "gatorback" tires. And 5.7 liters of fuel-injected V8 power.



Vital Statistics

Models

Firebird, Firebird Formula, Trans Am, Trans Am GTA.

Engines

5.7L V8: 225 hp, with tuned-port fuel injection.

5.0L V8: 215 hp (manual trans.) or 190 hp (auto. trans.), both with tuned-port fuel injection; 170 hp with electronic fuel injection.

2.8L V6: 135 hp, with multi-port fuel injection.

Transmissions

5-speed manual or 4-speed automatic.

Brakes

4-wheel disc or front disc/rear drum.

Suspensions

WS6 Special Performance with P245/50VR16 Goodyear Eagle "gatorback" tires.

Y99 Rally Tuned with P215/65R15 Goodyear Eagle GT tires.

Note: Some features available at extra cost. For more information about available features and options, please ask your dealer for a 1988 Pontiac catalog.

FIREBIRD

"A sneak preview of the future."

Don't tell anybody but there's a brand-new Pontiac Grand Prix for 1988. So new it's not even at your Pontiac dealer yet. In fact, it won't be introduced until mid-year so even what you're seeing here is strictly hush-hush.

But it is a car that is very hard to keep quiet about. The new Grand Prix is a state-of-the-automotive-art personal sports coupe that begs to be seen and be driven. Outside you'll find such engineering attention to detail as composite halogen headlamps, flush-mounted tinted glass and door handles sculpted into the roof pillars to complement the sleek aero design.

Inside the Grand Prix is an ergonomic delight: Instruments that are easy to read. Pod-mounted controls that are a fingertip touch away. Contoured bench seats. And that's just on the Grand Prix Coupe. The Grand Prix LE and Grand Prix SE provide even more of the kind of goodies you'd expect from Pontiac. But you have to see the new Grand Prix to believe it and you can't do that until mid-year at your Pontiac dealer. You weren't really supposed to see even the smallest part of it right now...oops, our mistake.



Vital Statistics

Models

Grand Prix Coupe, Grand Prix LE, Grand Prix SE.

Engine

2.8L V6: 130 hp, with multi-port fuel injection

Transmissions

5-speed manual or 4-speed automatic.

Brakes

4-wheel disc.

Suspensions

Y99 Rally Tuned with P215/65R15 Goodyear Eagle GT+4 tires.

Standard suspension with P195/75R14 tires

Note: Some features available at extra cost. For more information about available features and options, please ask your dealer for a 1988 Pontiac catalog.

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- This certificate applies to eligible vehicles delivered to retail customers in the period from October 7, 1987, through January 31, 1988.
- This certificate may be used in conjunction with any Pontiac retail incentive offered at the time of purchase or lease, except the Pontiac Loyalty Bonus or Share Force Programs.
- The retail purchaser/lessee may choose to receive a check directly from Pontiac, or assign the Savings allowance to the selling dealer. If the allowance is assigned to the dealer, the retail purchase order must show the Savings Certificate amount as a reduction from the vehicle purchase price or, in the case of a lease customer, as reducing the total lease obligation.
- The new vehicle must be registered or leased to the person whose name appears on the front of this certificate, or it may be transferred to a member of that person's **immediate** family.
- Only the original certificate will be honored. Mechanical reproductions or other facsimiles are not valid.
- Only one certificate may be applied to the purchase or lease of an eligible vehicle.
- A vehicle eligible to receive any fleet payment or allowance is not eligible for the Pontiac Savings Certificate Program.
- This certificate is valid only on vehicles sold initially by Pontiac to U.S. dealers.
- See your dealer for complete program details.
- Inquiries regarding this program should be made to:

Pontiac Savings Certificate Headquarters
P.O. Box 910
Taylor, Michigan 48180

PONTIAC

1988

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