

Pontiac Ventura and GTO '74

GTO · Ventura Custom · Ventura · Sprint





Pontiac GTO



Looks like a great year for GTO buffs. **Pontiac has made GTO easier to buy!** The 1974 edition is the lowest-priced new GTO in a long time. And can you think of anything else you'd like to own that's become more affordable? There's more good news.

Pontiac's legendary GTO is not only alive and well, now it comes with a shaker hood. Functional! And of course, fat tires, blacked-out grille, firm suspension and a lot of Pontiac performance.

Cover: GTO Coupe; Page 2: GTO Hatchback; Above: Optional bucket seats and optional Custom Sport steering wheel; Right: GTO Custom Coupe.

Here's what makes your GTO a GTO . . .
 • a 350 CID 4-barrel V8 engine • a functional shaker hood scoop • a manual 3-speed floor shift transmission • dual exhausts • E70 x 14



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

blackwall belted tires • a 3.08:1 axle ratio • a .81" diameter front stabilizer bar with larger grommets and retainers • a .55" diameter rear stabilizer bar • firm shocks and springs • specific black grille with parking lamps • body-colored Custom Sport mirrors, left-hand remote controlled • Rally II wheels less trim rings • and GTO identification on trunk lid, front fender and grille header panel and front door inner panels.

Let yourself go. Going, is the whole idea of a GTO and there are a lot of ways you can go about it. All rewarding.

Bucket seats, for instance, at extra cost. Pontiac uses two different kinds of Morrokide vinyl to fashion rich-looking and highly durable seat coverings.

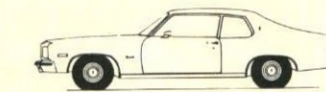
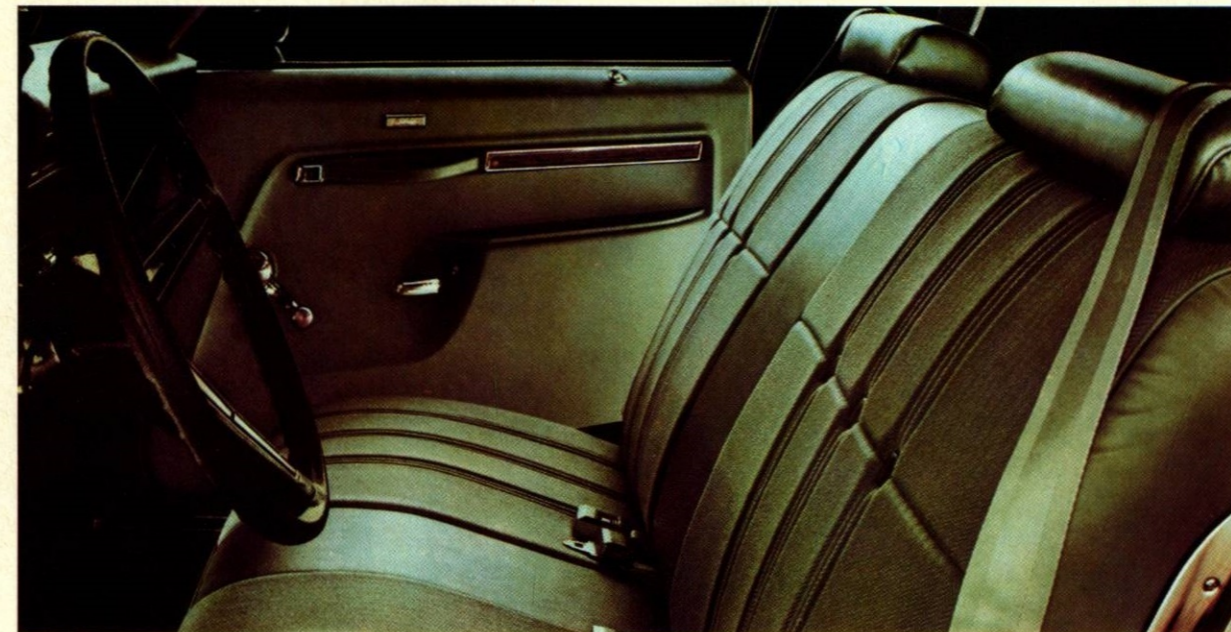
Many GTO people opt for 4-speed instead of the standard 3-speed manual shifter. Floor mounted. Of course. As is optional Turbo Hydra-matic if you're automatically inclined and you order extra-cost bucket seats and centre console.

Ask your salesman about optional steel-belted radial tires on your GTO. They come with an integral radial tuned suspension and the result is ride and handling excellence you wouldn't believe.

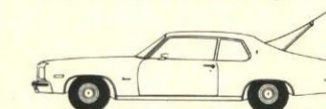
The Wide-Track people have a way with cars. Such as making GTO easier to buy.



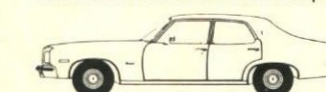
Pontiac Ventura Custom



Ventura Custom 2-door Coupe



Ventura Custom Hatchback Coupe



Ventura Custom 4-door Sedan

Your 1974 Ventura Custom is a new Pontiac to be proud of.

Custom or regular? Ventura is offered in six models. Three we call Custom. The others, our "regular" Venturas, are presented on the next pages.

Ventura Custom. Ventura. The Wide-Track people have a way with compacts.

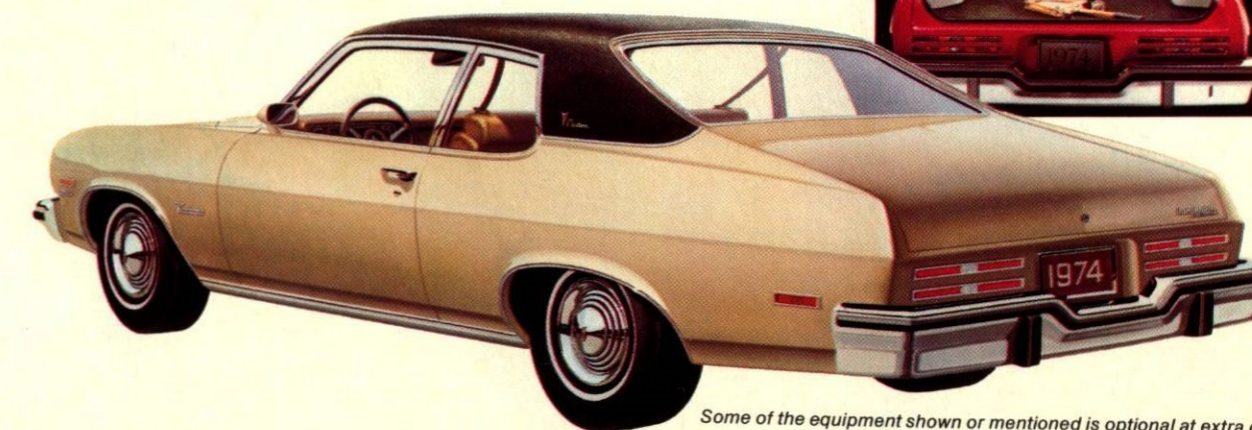
Pontiac's deluxe compacts. Ventura Custom shows you what Pontiac can let you do on a budget. Such as enjoy a car with superior riding qualities, comfort and quiet along with many Pontiac luxuries.

You get the same kind of Custom Cushion steering wheel, cut-pile carpeting and simulated Flame Chestnut wood panelling on the instrument panel and doors as in higher-priced Pontiacs.

And you get them with the economies of a Six-cylinder engine. It's Pontiac's "big Six" but if you'd rather have V8 performance, two optional V8s are available.

Choice options. Like to have sporty bucket seats? Say the word. You can even have them in the 4-door sedan. Won't settle for anything less than a stereo radio? Or radial tires? Pages 10 and 11 are alive with extra-cost suggestions for personalizing your new Pontiac.

Standard Features. A Ventura Custom has an exceptional complement of standard equipment, beginning and ending with Ventura's new air/hydraulic bumpers. You get extra value and luxury with the convenience and reasonable cost of a compact. Page 9 should deepen your interest even more.

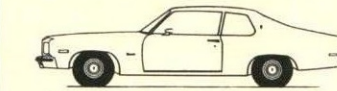
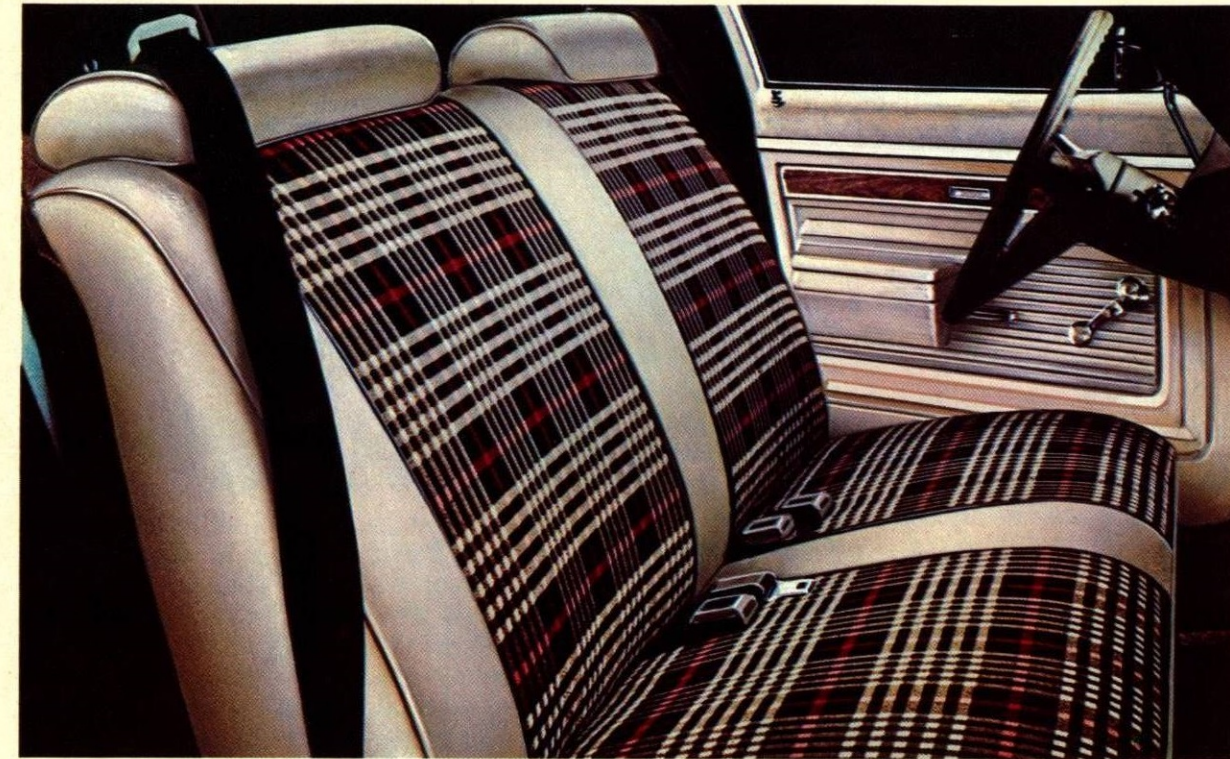


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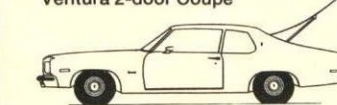
Left: Ventura Custom 4-door Sedan; Above: Ventura Custom standard cloth interior; Right: Ventura Custom 2-door Coupe and Ventura Custom Hatchback Coupe.



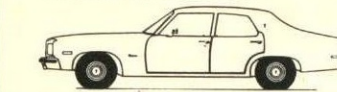
Pocket-size Pontiac Ventura



Ventura 2-door Coupe



Ventura Hatchback Coupe



Ventura 4-door Sedan

If you specify a white interior for your Coupe or Hatchback Coupe, you can order red or green carpets, instrument panel and steering column. Even have the shelf behind your rear seat in red or green. Extra cost but *dramatic!*

Other new combinations are open to you. You may order optional white seats with a colored interior. Ask for the complete inside story. It is beautifully different! **Pocket priced.** Look at it as low-priced Wide-Tracking. Ventura offers Pontiac pizzazz in a compact size.

And it offers you great choices. Six-cylinder standard engine or optional V8 (2 or 4 barrels), manual transmission is standard and Turbo Hydra-matic is optional.

Pontiac's pocket-size, pocket-priced Ventura. Make it yours.

The pocket Pontiac. Pocket-size is only slightly smaller than intermediate but stacked up against the little cars it's a whole different dimension!

Plan to take more than three people along with you? Want the kind of performance and luggage space you think of when you think of a Wide-Track Pontiac?

It's all yours at a pocket-size price.

Just glance over the list of standard features on page 9 and see how much Pontiac your money can get you in a Ventura two-door, four-door or hatchback.

Pontiac Ventura! The more you think about it . . .

New standard of beauty. Above is one of the bold plaid seat coverings you get standard in the Ventura Coupes and 4-door Sedan. Handsome cloth with vinyl bolsters.

A choice of smart all-vinyl Morrokide is also no-extra-cost on your Ventura.



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

Left: Ventura 2-door Coupe; Above: standard plaid cloth interior; Right: Ventura 4-door Sedan.

Pontiac Sprint

If the great GTO described on page 3 is more Pontiac than you have in mind, consider the Sprint option package.

Make a handsome car look even more so. You can dress-up a Ventura or a Ventura Custom Coupe or Hatchback with the Sprint side stripes that have their own definite flair. You also get a Sprint decal on the trunk lid and rear quarters.

There's more. Like a blacked-out grille, Rally II wheels less trim rings and body-colored Custom Sport mirrors, with the left-hand mirror remote controlled.

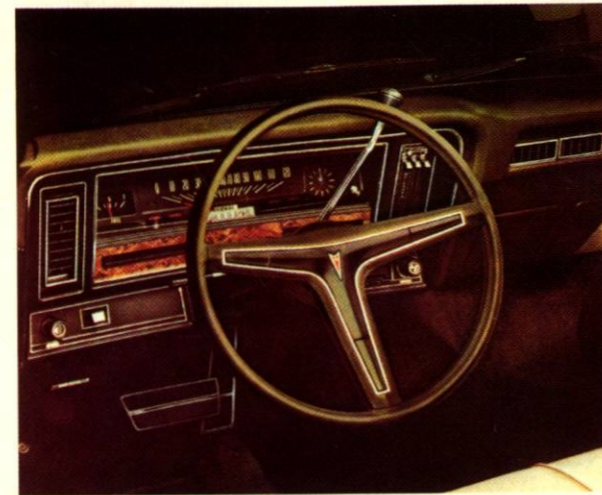
Order the Sprint option on a Ventura and it includes the cut-pile carpeting (on the load floor, too, if it's the Hatchback) and the Custom Cushion steering wheel that are standard on Ventura Customs.

A smaller package has its own rewards. Besides, it costs less.

Sprint, '74. This is the way to show how young you feel. So why not express yourself? And enjoy the really solid satisfaction that comes with driving a car that's as well built as a Ventura, the compact Pontiac.

Didn't we say the Wide-Track people have a way with cars?

Right: Ventura Custom instrument panel with simulated Flame Chestnut panelling and Custom Cushion steering wheel; *Below:* Ventura Custom Coupe with Sprint option.



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

Standard Features

Ventura.

Standard features include: New hydraulic front and rear bumper systems. 250 CID Six-cylinder engine with 3-speed manual transmission. Full-foam seat construction. Choice, depending on model, of Premier plaid cloth-and-vinyl seats in black/white/red or black/white/green or all-vinyl seats in saddle/orange or green/yellow or black/white/red. Simulated Flame Chestnut wood-grain on instrument panel. Deluxe steering wheel with soft covered centre. Armrests on front doors. Rear seat armrests. Ashtray in panel and ashtrays in rear. Dome lamp with front door switches. Dual padded sunvisors. Door pull straps on Coupes. Color-keyed, vinyl-coated floor mats. Load floor mat color keyed vinyl in Hatchback Coupe. Rotary lock on glove compartment. Color-keyed plastic coat hooks. 8" rearview mirror. Roll-down rear quarter windows. Warning lamps for brake, water temperature, alternator and oil pressure. Speedometer, odometer and fuel gauge. Electric dual-speed/parallel-action windshield wipers. Circ-L-Aire heater and defroster with illuminated controls. Low-level ventilation system with vents in door pillars. Curved glass side windows. Flush-and-dry rocker panels. Double-panel door, hood and trunk lid construction. Inner-fender liners front and rear. Foot-operated parking brake. Carburetor air pre-heater. Closed crankcase ventilation system. Delco energizer battery with side terminals. Full-flow oil filter. Engine coolant recovery system. High intensity single headlamps. Front coil springs and multi-leaf rear springs, Bright windshield reveal moldings. Bright rear window reveal moldings. 14 x 5" wheels with bright moon hub caps. Space Saver spare tire for Hatchback Coupe. Molded plastic split grille with aluminum bezel. Pontiac crest on sail panel. Exhaust emission control system. Evapora-

tive emission control system. A choice of 16 Magic-Mirror exterior colors.

Ventura Custom.

All Ventura standard features plus: Choice, depending on model, of cloth-and-vinyl seats in black or green or all-vinyl seats in white, saddle, green or black. Color-keyed Custom Cushion steering wheel. Cut-pile floor carpet. Carpeted load floor on Hatchback Coupe. Glove box lamp. Custom pedal trim plates. Bright front seat side panels on Coupe and Hatchback Coupe. Deluxe wheel covers. Rocker panel moldings. Roof drip scalp moldings. Extra body and underhood sound insulation. "Custom" nameplate on sail panel and inner door panel.

Sprint.

Option package available on Ventura Coupe and Hatchback Coupe, Ventura Custom Coupe and Hatchback Coupe. Includes: Distinctive front end panel and blacked-out grille. Special vinyl side striping with "Sprint" script on rear quarter panel. "Sprint" identification on trunk lid. Body-colored outside sport mirrors with driver's mirror remote controlled. Rally II wheels less trim rings. Custom Cushion steering wheel*. Cut-pile carpet floor covering (including load floor on Hatchback)*. *Standard equipment on Custom models.

GTO.

Distinctive GTO features include: 350 CID 4-barrel V8. 3-speed floor shift. Dual exhausts. Functional shaker hood. Specific shock absorbers, springs and front and rear stabilizer bars. Rally II wheels less trim rings. Body-colored outside sports mirrors with driver's mirror remote controlled. E70 x 14 blackwall tires. Distinctive blacked-out grille with high-mounted parking lamps. GTO identification on trunk lid, front fender and grille header panel.

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 seat back tops. Contoured windshield header. Thick laminate windshield. Padded sun visors. Safety armrests. Safety steering wheel. Cargo-Guard (except hatchbacks). Side-Guard Beams.

Accident Prevention

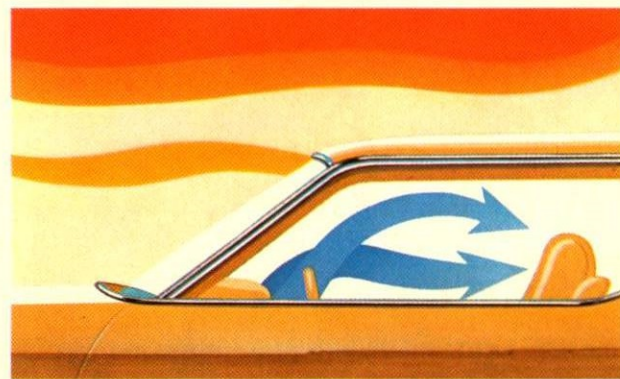
Side marker lights and reflectors (front side marker lights flash with directional signal). Parking lamps that illuminate with headlamps. Four-way warning flasher. Backup lights. Lane change feature in direction signal control. Windshield defrosters, washer and dual-speed wipers. Wide view inside mirror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

Anti-theft

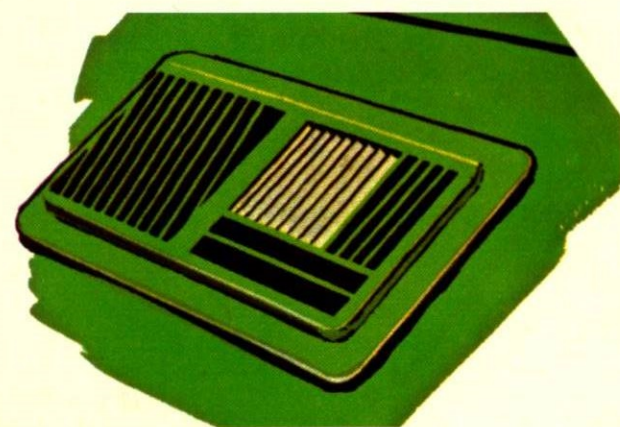
Anti-theft ignition key warning buzzer. Anti-theft steering column lock.

Options—Add your own personal touch

Air Conditioning. The Four-Season system works all year to keep you comfortable and free of humidity, dust and irritating pollen. Get where you're going refreshed. Manual controls. An optional V8 and power steering are required.



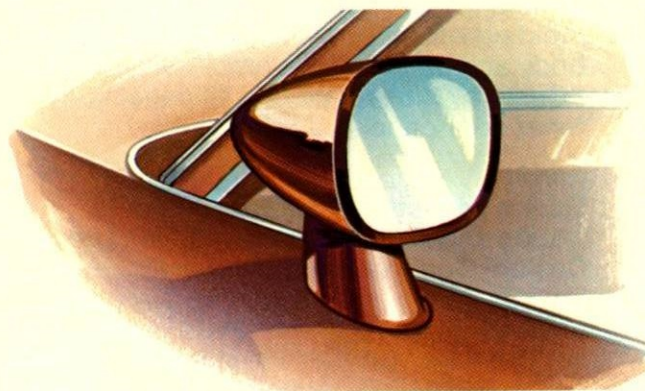
Defogger. Helps keep your rear window clear of mist and fog for safer driving. An electric blower behind the back seat forces air on to the rear window.



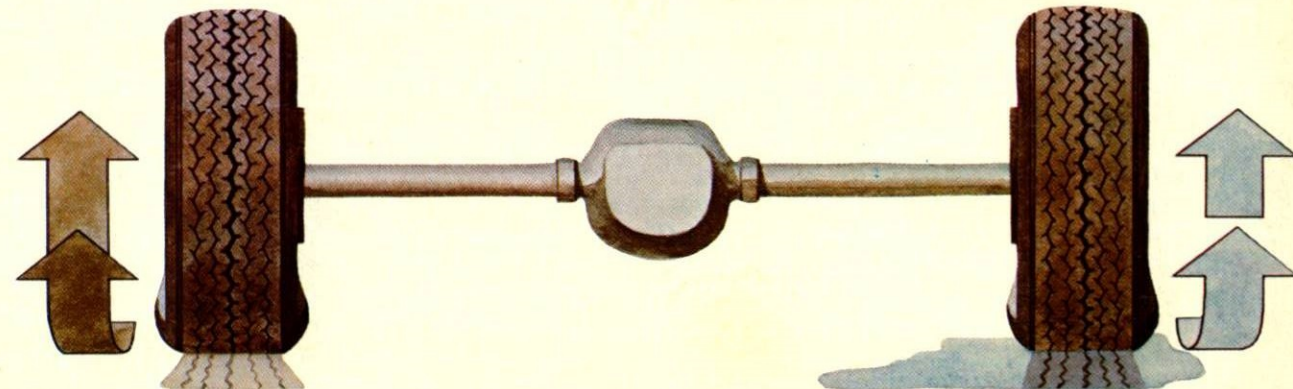
Safe-T-Track Rear Axle. It's a limited slip differential that transfers torque to the rear wheel that has the best traction. Helps give you sure handling when you hit a stretch of slippery road, sand, mud, etc.



Radio. Pick a pushbutton AM, AM/FM or AM/FM Stereo radio. And add a rear speaker (included with Stereo). Your radio comes with hidden windshield-embedded antenna.



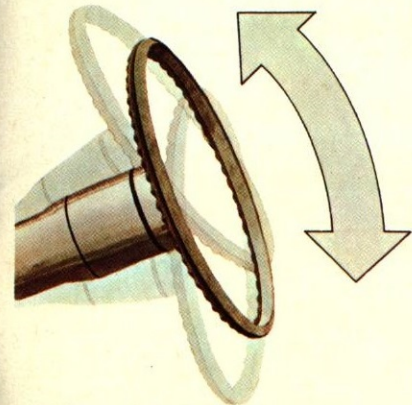
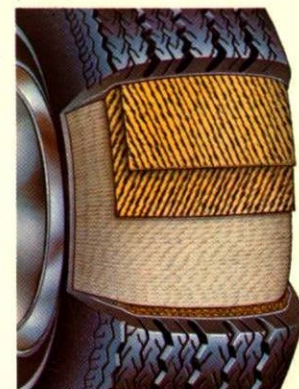
Custom Sport Mirrors. Aerodynamically-designed outside mirrors in body color. Left-hand mirror is remote controlled. Included in Sprint option and with GTO.



Protective Side Molding. Black vinyl inserts in stainless steel. Not available with Sprint option.



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



Tilt Steering Wheel. Adjusts to any of six different positions to custom fit the driver. Makes getting in and out easier, too. An optional transmission has to be ordered, except on GTO.

Power Brakes. There are two systems. You can have power drum brakes on all wheels—or you can have your new car with power discs in front, power drums in the rear.

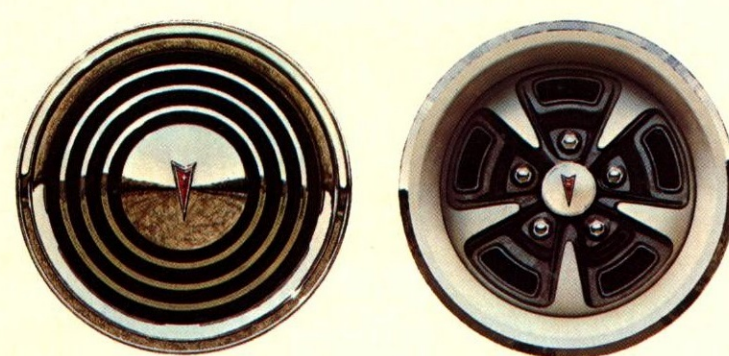


Tinted glass. Soft-Ray tinted glass may be specified for all windows or windshield only. It's a comfort feature. Recommended with air conditioning.

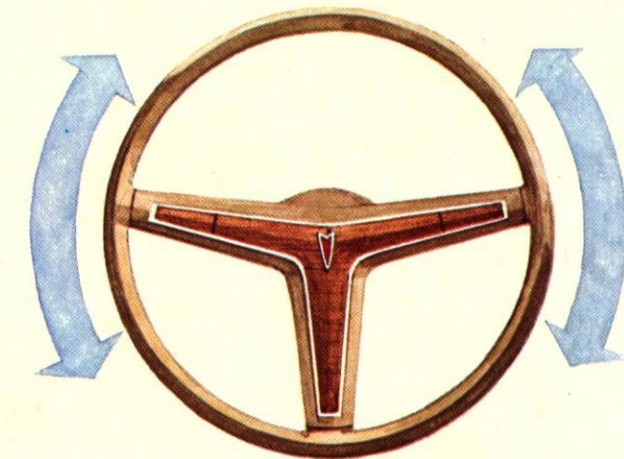
Vinyl Roof Cover. Select your Cordova roof top in your choice of ten colors.

Custom Belts. You can color-key your lap and shoulder belts to your interior. Standard belts are black.

Block Heater. For extremely cold winters. Available only with an optional V8.



Wheel Equipment. The Deluxe wheel cover (left) is standard on Ventura Custom, available on Ventura. Rally II Wheels less trim rings are standard on GTO and with Sprint option and available with rings on all others.



Power Steering. A variable-ratio power steering system makes an easy-handling car even easier.

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, easily



adjustable restraining straps. Can be used outside the car as an infant carrier. The Child Love Seat has a 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 conventional lap belts to hold the seat in case of sudden stops. Your salesman can tell you more about GM Love Seats.



Ventura Specifications

Body Styles	2-door Coupe, 2-door Hatchback Coupe, and 4-door Sedan	
Engines	Standard	250 Six cyl.
	Optional	350-2bbl. V8 350-4 bbl. V8
Transmissions	Standard	3-spd. manual
	Optional	3-spd. manual (floor shift) 4-spd. manual Turbo Hydra-matic (3-speed)
Brakes	Drum diameter	9.5 in.
Turning diameter	Curb to Curb	41.2 ft.
Suspension	Front	Coil
	Rear	Leaf
Frame	Unitized body with partial frame	

Engines	250-1 Six	350-2 V8	350-4 V8	
Displacement (cu. in.)	250	350	350	
HP @ r.p.m.	net			
	Single exhaust	100 @ 3600	155 @ 3600	170 @ 4000
	Dual exhaust	—	170 @ 4000	200 @ 4400
Torque @ r.p.m.	net			
	Single exhaust	175 @ 1800	275 @ 2400	280 @ 2000
	Dual exhaust	—	290 @ 2400	295 @ 2800
Compression Ratio	8.25:1	7.6:1	7.6:1	
Carburetor	1-BBL	2-BBL	4-BBL	
Fuel	Regular	Regular	Regular	
Exhaust System	Single	Single	Single	

		Coupes	Sedan
Wheelbase		111.0 in.	111.0 in.
Length		199.4 in.	199.4 in.
Height		52.6 in.	53.9 in.
Width		72.5 in.	72.5 in.
Weight		3278 lbs. (Reg. Coupe) 3359 lbs. (Hatchback)	3318 lbs.
Tread	front	59.9 in.	59.9 in.
	rear	59.6 in.	59.6 in.
Tires		E78 x 14	E78 x 14
Wheel Size		14 x 5 in.	14 x 5 in.
Road Clearance		4.9 in.	4.9 in.
Headroom	front	38.2 in.	39.5 in.
	rear	36.9 in.	37.3 in.
Legroom	front	41.7 in.	41.7 in.
	rear	33.4 in.	35.3 in.
Shoulder Room	front	55.6 in.	56.6 in.
	rear	55.3 in.	56.2 in.
Hiproom	front	55.2 in.	55.9 in.
	rear	55.0 in.	54.9 in.
Fuel Tank Capacity		17.1 Imp. gal.	17.1 Imp. gal.
Usable Luggage Space		14.6 cu. ft.	13.8 cu. ft.
Hatchback with Seat Folded		27.3 cu. ft.	

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