

Pontiac 1978



PONTIAC

Parisienne

Try to imagine your first ride. That magic moment when you bring home your new Parisienne.

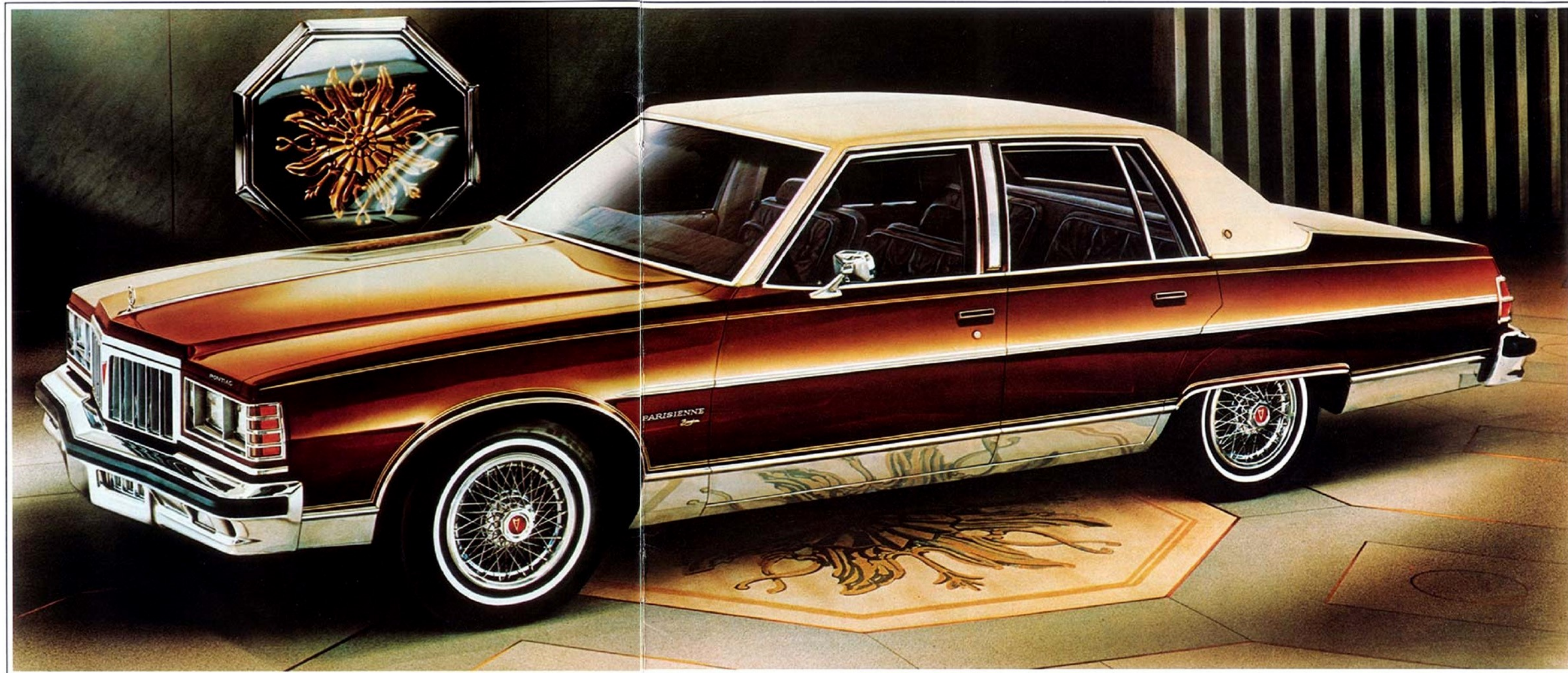
Notice the quiet. The way the noise of the city strays outside, where it belongs. It's the "hush of luxury".

One-piece carpets and headliners backed by acoustical foam to absorb sound, and careful attention to sealing out sound at joints and seams contribute to the emphasis on quiet that is an indication of just how luxurious our new Parisienne really is.

We gave Parisienne, with the available Brougham package, all the luxury you'd expect from Pontiac's top-of-the-line full-size car. Like standard 60/40 split full-width velour seats with an elegant loose-pillow look. Carpeting on the door panels. A luxury cushion steering wheel. A new simulated walnut applique on the instrument panel. And many available sound systems (see page 12).

Parisienne gives you the luxury of roominess, too. That same spaciousness that helped make last year's model so successful and so comfortable.

As you weave your way through traffic you'll appreciate the smoothness of Parisienne's standard 4.1 litre (250 CID) Six. It's complemented nicely by the automatic transmission. Power steering. Power front disc brakes. And Pontiac's Radial Tuned Suspension.



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

1978 Parisienne Brougham. Our most luxurious full-size car.

Parisienne

Inside, our new Parisienne lets you choose between its beautiful standard cloth or vinyl notchback full-width seats. Or its available 60/40 full-width seats in cloth or vinyl. Or Parisienne's exclusive striped velour "Valencia" interior.

Elegant styling has always been a trademark of Pontiac's Parisienne, and this year is no exception. Its trim, handsome lines set off the bold grille and wraparound taillamps. Rear wheel opening covers, wide rocker panel mouldings, wheel opening and window moldings and the distinctive grille make Parisienne's styling stand out from the pack.

With all these luxurious qualities, it's no wonder we call it our most luxurious Parisienne yet.

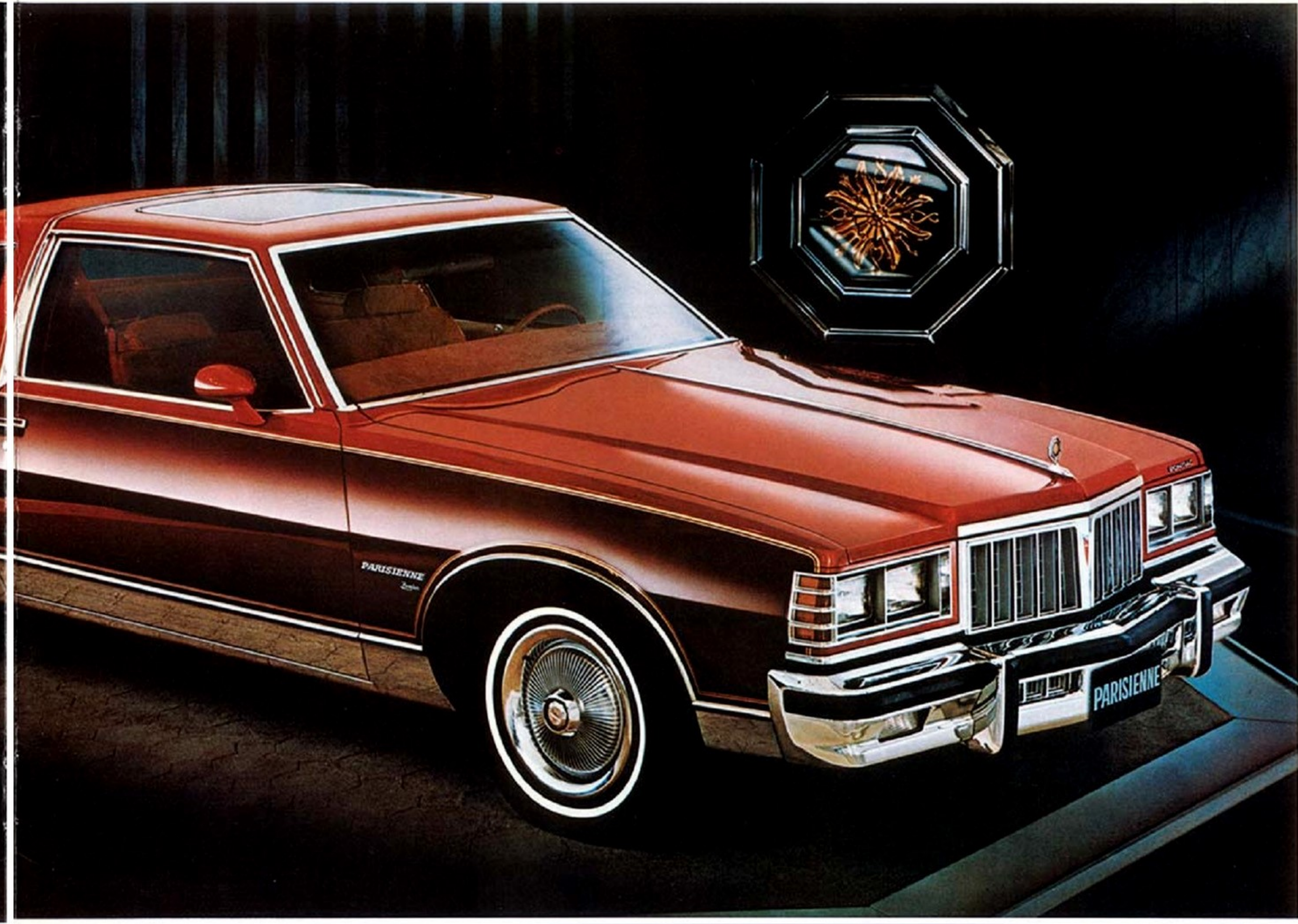
And why actually driving your new Parisienne home would be a lot more satisfying than just imagining it.

Available, as part of the Brougham Option, are these elegant loose-pillow 60/40 notchback seats in soft velour.

It's hard to imagine these beautiful new cloth and vinyl notchback seats are a Parisienne standard. But they are.

Parisienne's standard notchback full-width seats are also available in this supple vinyl.

With an instrument panel like this, you won't forget the first time you sit behind the wheel of a new Parisienne.



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

1978 Parisienne Brougham 2-Door Coupe.

Catalina

Catalina is positioned between our Laurentian and Parisienne, which means it comes with a few more luxury and trim touches than Laurentian without going all the way, like Parisienne.

As with all full-size Pontiacs, Catalina is equipped with power steering, power front disc brakes and radial tires with Pontiac's Radial Tuned Suspension. All standard.

Standard, too is Catalina's smooth 4.1 litre (250 CID) Six, designed specifically to work hard, mile after mile.

And of course you get automatic transmission.

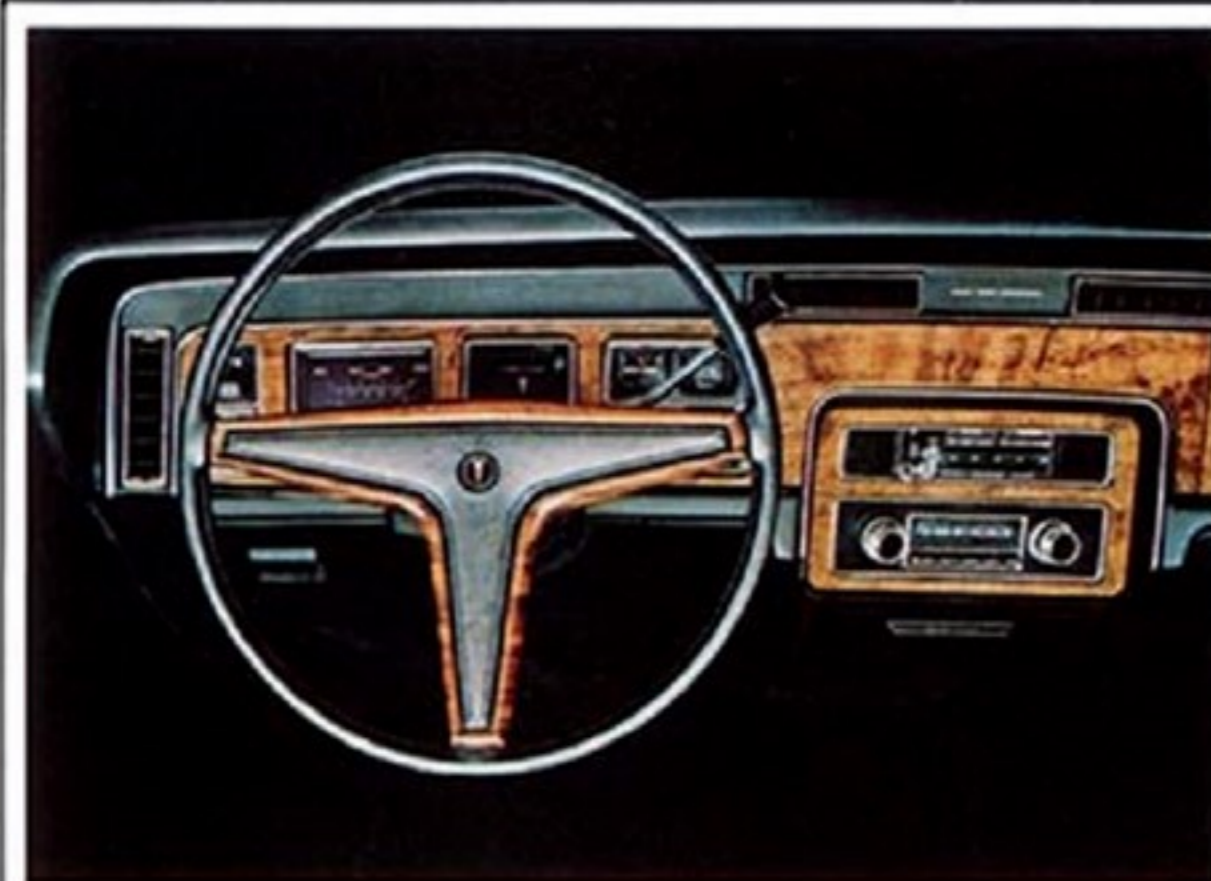
Look inside our new Catalina and you'll find room. Lots of it. Room for heads, shoulders, legs, because comfort is one good reason for choosing a full-size Pontiac.

Catalina's beautiful standard full-width seats are trimmed in cloth and vinyl. There's deep, cut-pile carpeting. Fully-upholstered door panels. Deluxe cushion steering wheel. And a tasteful new simulated walnut applique on the instrument panel.

Ask your dealer for a test drive and prepare to enjoy yourself. This is a very manoeuvrable full-size car. Solid, responsive handling. Smooth, comforting ride. If you haven't quite made up your mind, an on-the-road demonstration should do it.

Catalina for 1978. A great Pontiac.

No plain-Jane instrument panel for Catalina. With the new simulated walnut applique, it's a sight to behold. Catalina's standard cloth and vinyl full-width seats give you the kind of comfort you expect from a full-size Pontiac. Catalina's big trunk has 575 litres (20.3 cu. ft.) of space.



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

1978 Catalina. Nobody's got it like the 1978 Catalina.

Laurentian

The 1978 Laurentian Coupe and Sedan represent hard-to-beat full-size value. They are the easiest-to-buy full-size Pontiac and come with an impressive complement of standard features.

Such as automatic transmission, power steering and power brakes.

Standard engine is a 4.1 litre (250 CID) Six and two optional V8s are available.

Like all full-size Pontiacs, a Laurentian offers plenty of room for six people.

And about 20 cubic feet of trunk space for whatever they take along with them.

The full-width foam seats are upholstered in handsome cloth and vinyl.

The nylon-blend, cup-pile carpeting is of one-piece construction.

There's a rear window defogger.

An engine diagnostic terminal that helps make 35 electrical checks quickly.

A Freedom Battery that never needs water or scheduled maintenance.

And many other common sense features practical-minded people appreciate.

Plus the kind of comfort, ride and handling that Pontiac people expect.

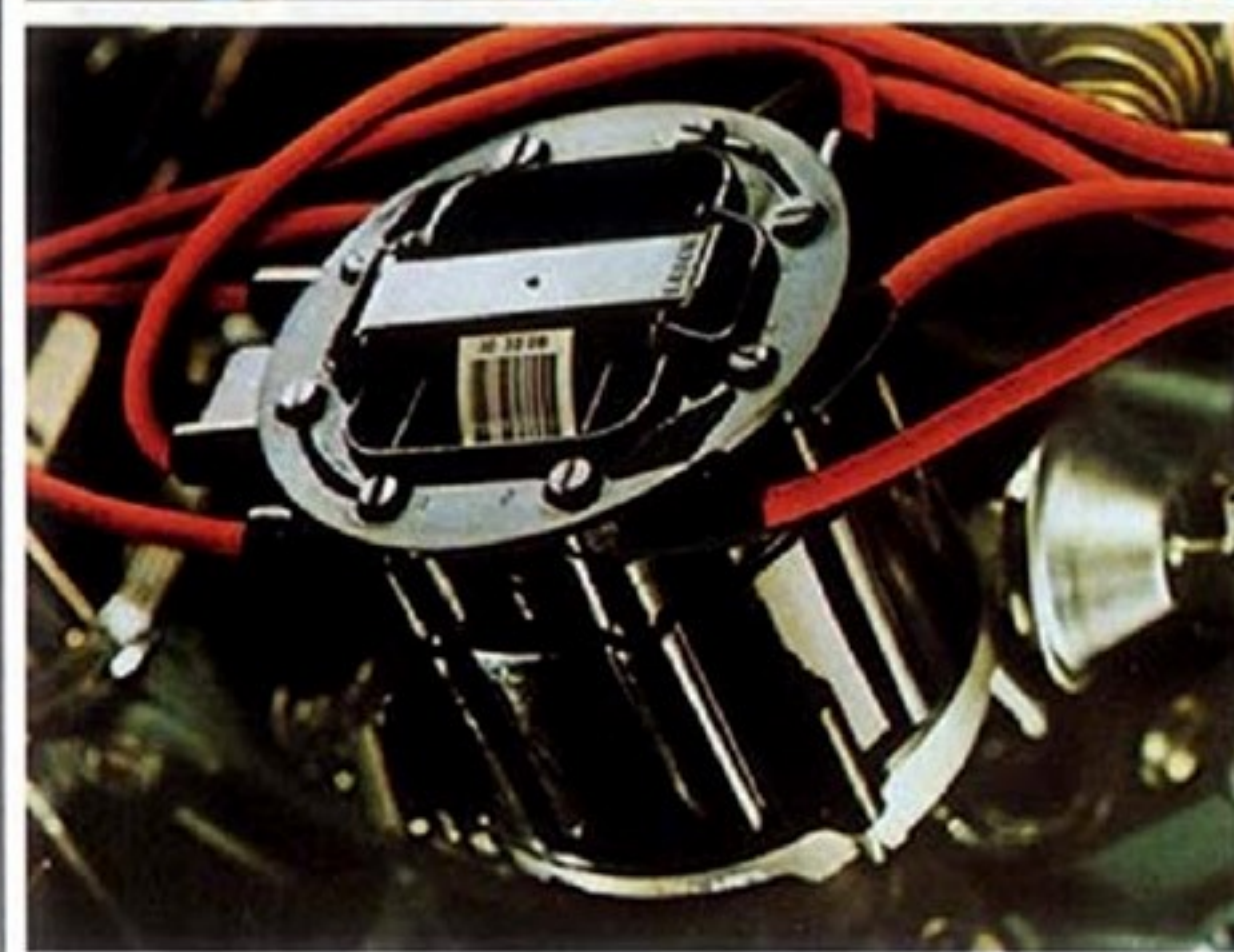
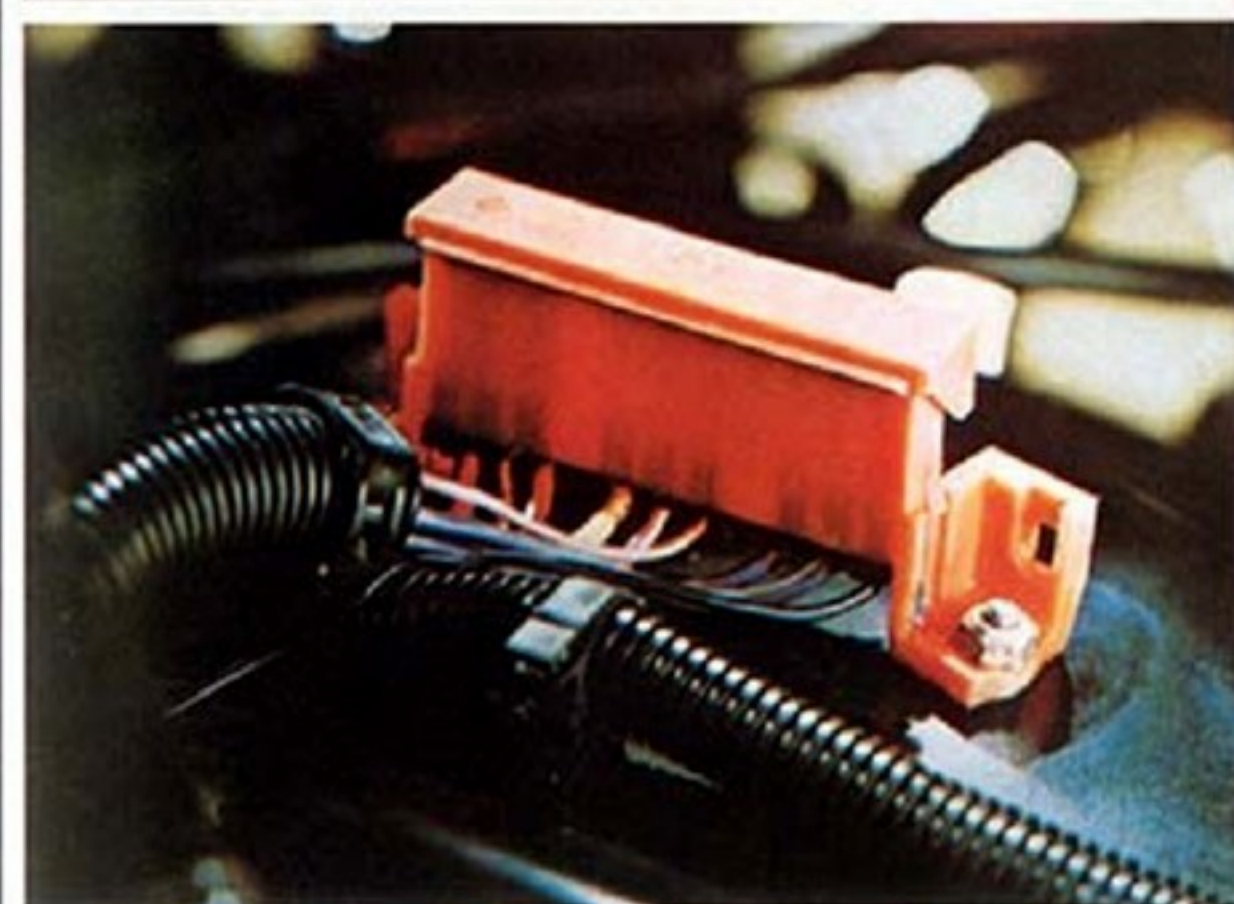
Check Laurentian's standard features on page 14.

Nobody's got it like Pontiac's got it.

Standard full-width seat in supple Rattan vinyl or Danby cloth comes in Light Blue or Camel Tan.

An-diagnostic connector which with proper analysing equipment, allows for 35 electrical checks.

Pontiac's High-Energy Electronic Ignition System that can take you a long way between scheduled maintenance stops.



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

1978 Laurentian. Outstanding full-size value.

Grand Safari

Catalina Safari

Laurentian Safari

Great expectations. Of luxury. Comfort. Performance. And room.

That's what any wagon buyer has when he thinks of his next full-size wagon.

And it's no small coincidence that Pontiac's '78 Grand Safari delivers them all. In no small way.

Because Grand Safari is Pontiac's top-of-the-line full-size wagon. Luxurious enough for a night at the opera. Tough enough for a day of heavy hauling. With luxury standards, inside and out, that read like a Parisienne's table of contents.

Practical never looked so tempting.

What do we have? Simple. The new Catalina Safari. And the new Laurentian Safari, our lowest-priced, full-size Wagon.

With Grand Safari's same roomy comfort for six (nine with the available third seat). The same spacious cargo capacity. The same standard 5.0 litre (305 CID) V8. With automatic transmission. Power steering. And Radial Tuned Suspension.

All in all, Catalina or Laurentian Safaris give you much the same comfort, performance and size of the Grand Safari. But at a much lower price.

The full-size Safaris. They're all your great expectations of full-size wagoning come true.

A most agreeable seating arrangement. Grand Safari's standard full-width seating. 60/40 seat shown is optional.

Catalina Safari's standard full-width seating in vinyl. Some very high standards.

Grand Safari's instrumentation. Shown with standard deluxe cushion steering wheel and available rally gauge cluster.

The full-size Safari's 3-way tailgate makes loading and unloading easy.



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

The new 1978 Grand Safari. Our best is getting even better. Rear: The lower-priced Catalina Safari.

A few options

Top row from left to right:

- Available Cruise Control helps you maintain a steady speed.
- Order up Pontiac's available 6-way power seat.
- Here's an eagle-eye view of Pontiac's available sunroof (slightly reduces headroom).
- A new 40-channel Citizens Band radio is available on all models.
- Driving takes on new flexibility with this available tilt steering wheel. Adjusts to six different positions.

Middle row from left to right:

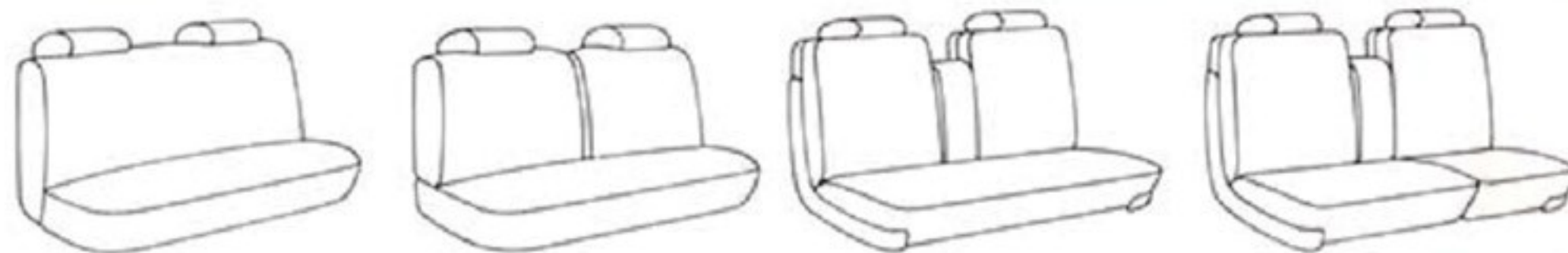
- The finishing touch. Beautiful available Landau top with formal window.
- The available Automatic Temperature Control Air Conditioning thermostatically controls your interior climate.
- The new AM/FM stereo radio and cassette tape player is just one of the many available sound systems. Check the list:
 - AM • AM with 8-track stereo tape player and 4-speaker system
 - AM/FM • AM/FM with 4-speaker system • AM/FM with 8-track stereo tape player and 4-speaker system • AM/FM with cassette stereo tape player and 4-speaker system • AM/FM with digital readout and 4-speaker system • AM/FM stereo with 40-channel CB, 4-speaker system and tri-band antenna (available with Custom Air Conditioning only).
- A little more sportiness? Coming right up with available Rally II wheel covers and trim rings.

Bottom row from left to right:

- Power windows are available.
- New available Tri-Band power antenna brings in AM, FM or CB signals with ease.
- This beautiful available electronic digital clock reads out time, date, station frequency and elapsed time of your trip.
- Give your Pontiac that added touch of elegance with smart-looking available wire wheel covers.

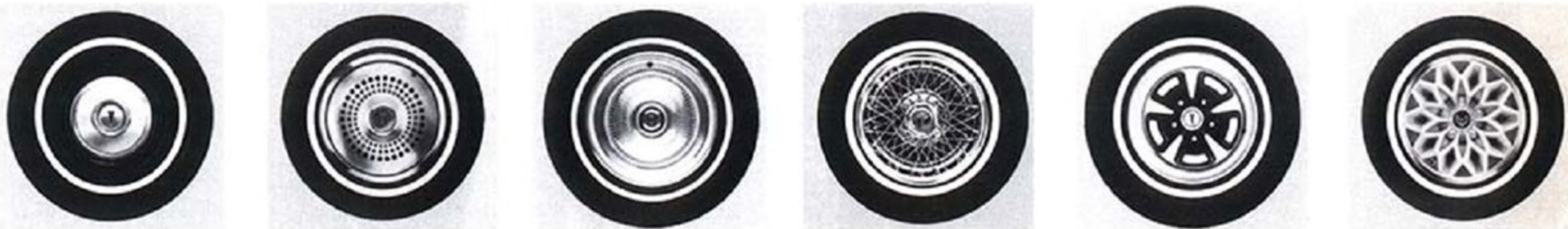


Seat Style Availability:

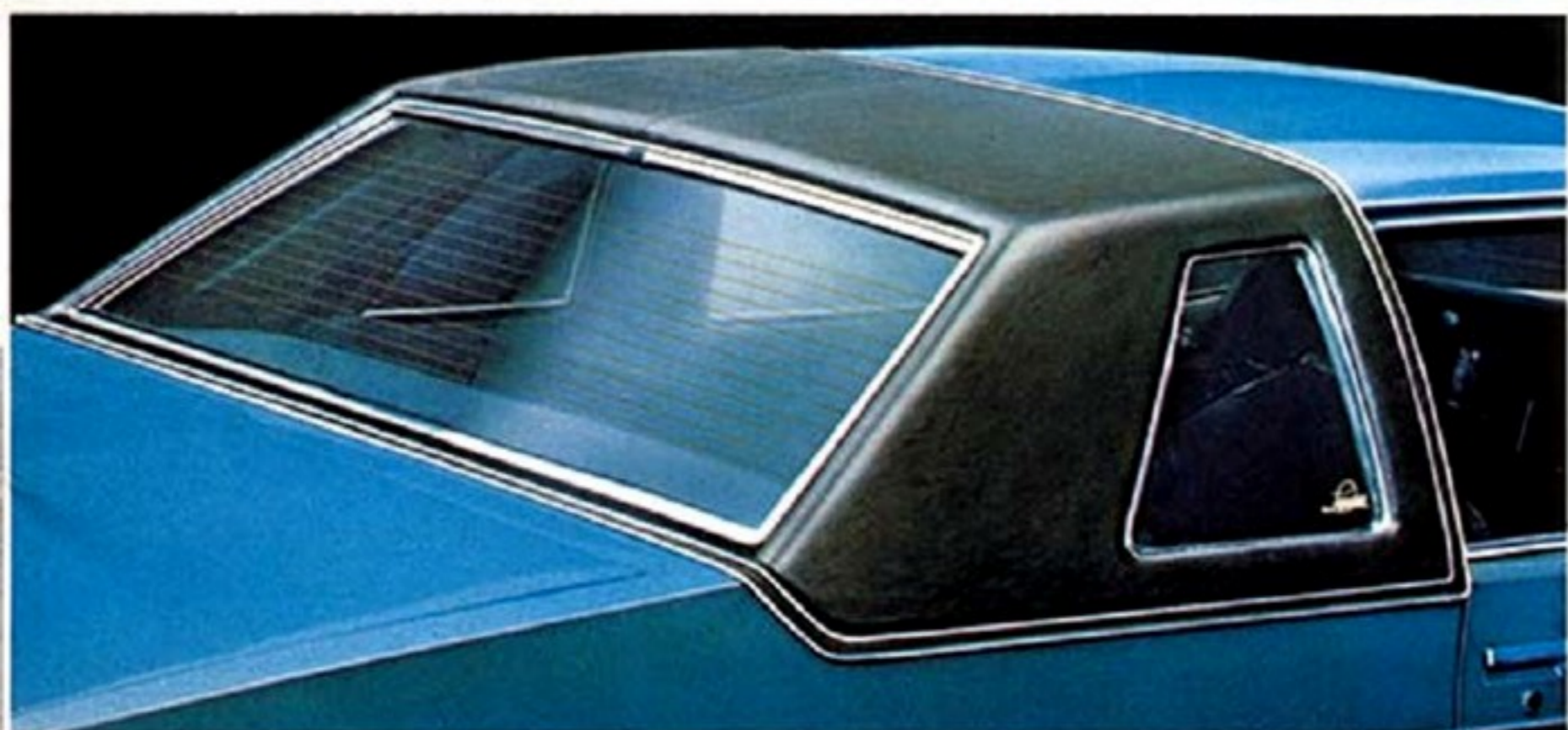


	Bench Seat	Split Bench Seat	Notchback Bench Seat	60/40 Notchback Bench Seat
LAURENTIAN COUPE	-	Standard	-	-
SEDAN	Standard	-	-	-
SAFARI	Standard	-	-	-
CATALINA COUPE	-	Standard	-	-
SEDAN	Standard	-	-	-
SAFARI	Standard	-	-	Available
PARISIENNE COUPE	-	-	Standard	Available
SEDAN	-	-	Standard	Available
GRAND SAFARI	-	-	Standard	Available

Wheel Cover Availability



LAURENTIAN	Standard	Available	Not Available	Not Available	Not Available	Not Available
CATALINA	Standard	Available	Available	Available	Available	Available
CATALINA SAFARI	Standard	Available	Available	Available	Available	Not Available
PARISIENNE	-	Standard	Available	Available	Available	Available
GRAND SAFARI	-	Standard	Available	Available	Available	Not Available



Facts and Figures

MODELS

Parisienne: 2-Door Coupe,
4-Door Sedan.

Catalina: 2-Door Coupe,
4-Door Sedan.

Laurentian: 2-Door Coupe,
4-Door Sedan.

POWER TEAMS

Standard engine:

4.1 litre (250 CID) 2-bbl. Six.

Available engines:

5.0 litre (305 CID) 2-bbl. V8.

5.7 litre (350 CID) 4-bbl. V8.

Standard transmission: automatic.

STANDARD INTERIOR FEATURES

Standard Laurentian Features

Deluxe cushion 3-spoke steering wheel. New simulated walnut applique on instrument panel. Speedometer graduated in kilometres per hour as well as miles per hour (odometer registers kilometres). Single buckle seat and shoulder belt system. Full-width bench seat with cloth and vinyl trim. Nylon-blend, cut-pile carpeting. Steering column mounted dimmer switch. Cigarette lighter. High/low level body ventilation. Inertia-type automatic seatback lock (Coupe). Inside hood latch release. Freedom battery. Luggage compartment mat. Rear window (blower-type) defogger.

Standard Catalina Features

All Laurentian standard features plus specific trim in cloth and vinyl or all-vinyl. Additional sound insulation. Ashtray and glove box lamps. Dual horns. Rear window (Electric grid-type) defroster.

Standard Parisienne Features

All Catalina standard features plus velour or all-vinyl trim in special new design. Full-width front seat with fold-down center armrest. Luxury door trim with carpeted lower area. Pull straps on all doors. Dome lamp switches on all doors. Added acoustical insulation.

Available Parisienne Brougham Features

New loose-pillow luxury velour trim. 60/40 full-width front seat with fold-down center armrest. Luxury cushion steering wheel. Brougham identification on instrument panel. Custom seat and shoulder belts. Pedal trim plates.

STANDARD EXTERIOR FEATURES

Standard Laurentian Features

New grille styling. Stand-up hood ornament and windsplit molding. Dual rectangular headlamps. New wraparound taillamps. Moldings on windshield, hood rear edge, rear window. Roof drip moldings. Left-hand outside manual control mirror (chrome). Energy-absorbing front & rear bumpers. Front & rear bumper rub strips. Deck lid cover with crest. License plate molding. Hubcaps with crest. Concealed wipers.

Standard Catalina Features

All Laurentian features plus bright accents on side marker lamps. Moldings on wheel openings. Rocker panel molding. Bright quarter window moldings on Coupe. Brushed chrome center pillar applique on Coupe.

Standard Parisienne Features

All Catalina features plus distinctive new grille. Wide taillamps. Brushed chrome pillar applique (Coupe). Sunburst medallion on center pillar (Coupe), or sail area (Sedan). Body-colored inserts in outside door handles. Wide lower body moldings, with front and rear extensions. Deluxe wheel covers. Rear wheel opening covers.

STANDARD CHASSIS FEATURES

Standard Features

Power steering. Power brakes with front discs/rear drums. FR78-15 blackwall radial tires. Radial Tuned Suspension including front stabilizer bar and 4-wheel computer-selected coil-spring suspension. High-Energy Ignition and catalytic converter, which requires unleaded fuel.

POPULAR EQUIPMENT AVAILABLE

"Valencia" striped velour seat trim (Parisienne only). Padded Landau top with formal quarter windows (Coupe only). AM/FM stereo with digital clock, AM and AM/FM radios. 4-speaker system with AM/FM stereo

radio. Integral 8-track stereo tape player. New integral cassette tape player or 40-channel CB. Cruise control. Automatic temperature control air conditioning. Power windows. Power door locks. Remote control outside rearview mirror. Electric sunroof. Luxury cushion steering wheel. Custom finned wheel covers. Wire wheel covers. Cast aluminum wheels. Rally II wheels with trim rings (available body colored). Remote control deck lid release. Color-keyed vinyl body side moldings. Dome and reading lamp. 6-way power seat. 60/40 split front seat. Two-tone paint appearance package. Added acoustical insulation (standard on Parisienne). Controlled-cycle windshield wiper system. Illuminated right-hand visor vanity mirror. Custom color-keyed seat belts. Power antenna. New AM/FM & CB tri-band power antenna. Rally gauges and clock. Soft-ray glass. Automatic level control. Manual front-passenger reclining seat (not available on Laurentian). Tilt steering wheel. Super cooling radiator. Left-hand and right-hand remote control sport mirrors.

DIMENSIONS—		
Millimetres (inches)	2-Door Coupe	4-Door Sedan
Overall length	5443 (214.3)	5443 (214.3)
Overall width	1922 (75.7)	1922 (75.7)
Wheelbase	2945 (115.9)	2945 (115.9)
Track, front	1568 (61.7)	1568 (61.7)
rear	1542 (60.7)	1542 (60.7)
Head room, front	975 (38.4)	992 (39.1)
rear	971 (38.2)	970 (38.2)
Leg room, front	1072 (42.2)	1072 (42.2)
rear	982 (38.7)	1003 (39.5)
Shoulder room, front	1544 (61.0)	1544 (61.0)
rear	1494 (58.8)	1545 (60.8)
Hip room, front	1396 (55.0)	1396 (55.0)
rear	1462 (57.6)	1405 (55.3)
Fuel tank capacity— litres (gals.)	79.0 (17.4)	

Safari Facts and Figures

MODELS

Grand Safari 2-Seat Wagon
Catalina Safari 2-Seat Wagon
Laurentian Safari 2-Seat Wagon

POWER TEAMS

Standard Engine:
5.0 litre (305 CID) 2-bbl. V8
Available Engine:
5.7 litre (350 CID) 4-bbl. V8
Standard Transmission: 3-speed automatic

STANDARD INTERIOR FEATURES

Standard Laurentian Safari Features

Fashionable new deluxe cushion 3-spoke steering wheel. Convenient column-mounted dimmer switch. Simulated rosewood applique on instrument panel trim plate. Fully upholstered door trim panels. Speedometer graduated in kilometres per hour as well as miles per hour (odometer registers kilometres). All-vinyl trim (cloth available). High-low level body ventilation. Handy inside hood latch release. Plush, nylon-blend, cut-pile carpeting. Rear window defroster (Electric grid-type). Lockable floor and side compartments. Spare tire removal assist strap. Single-buckle seat and shoulder belt system.

Standard Catalina Safari Features

All Laurentian Safari standard equipment plus specific trim in cloth and vinyl or all-vinyl. Additional sound insulation. Ashtray and glove compartment lamps. Dual horns.

Standard Grand Safari Features

All Catalina standard features plus all-vinyl trim (cloth available). Specific door panels with luxury trim and carpeted lower area. Pull straps conveniently located on all doors. Added acoustical insulation. Luxury cushion steering wheel. Carpeted load floor.

STANDARD EXTERIOR FEATURES

Standard Laurentian Safari Features

New grille styling. New stand-up hood ornament and windsplit molding. Dual rectangular headlamps. Wraparound taillamps. Moldings on windshield, hood rear edge, rear window. Roof drip moldings. Left-hand outside manual control mirror (chrome). Energy-absorbing front & rear bumpers. Front & rear bumper rub strips. License plate molding. Hubcap with crest. Concealed wipers. 3-way tailgate. Power tailgate window.

Standard Catalina Safari Features

All Laurentian Safari standard features plus bright accents on side marker lamps. Moldings on wheel openings. Rocker panel molding. Bright front and rear quarter window moldings.

Standard Grand Safari Features

All Catalina Standard features plus distinctive new grille. Deluxe wheel covers. Woodgrain applique side paneling. Body-colored inserts in outside door handles.

POPULAR EQUIPMENT AVAILABLE

Custom air conditioning. Automatic temperature control air conditioning. Custom color-keyed belts. Front bumper guards. Rear bumper guards. Load floor covering carpet.

Load floor and sidewall carpet. Digital clock. Electric clock. Cruise Control. Instrument panel cluster with rally gauges and fuel economy gauges. Rally gauges and clock. Soft-ray glass all windows. Added acoustical insulation. Lamp group. Dome/reading lamp. Door courtesy lamp. Cornering lamp. Luggage carrier. Illuminated visor RH mirror. LH remote control sport, RH manual adj. mirror. LH remote control chrome mirror. LH and RH remote control sport mirrors. Power door lock, tailgate only. Driver and passenger power 60/40 seat. Power windows. AM/FM stereo radio. AM/FM stereo radio and 8-track player. AM radio and stereo 8-track tape player. AM/FM stereo radio w/digital clock. AM/FM stereo radio w/40-channel CB radio. AM/FM stereo radio and cassette tape player. Reclining passenger seat. Safari third seat. Automatic level control shock absorbers. Superlift shock absorbers. Tilt steering wheel. Rear bumper step. 5-wire trailer wiring harness, 7-wire trailer wiring harness. Controlled cycle windshield wipers. Custom finned wheel covers. Wire wheel covers. Rally II wheels or body-colored Rally II wheels w/trim rings. Deluxe wheel covers (std. Grand Safari). Windowsill moldings. Door edge guards. Body side moldings (black only on Laurentian Safari) (woodgrain molding avail. on Grand Safari). Upper body accent stripes. Luxury cushion steering wheel. New custom sport steering wheel. Custom 60/40 full-width seat. (Catalina and Grand Safari Wagons).

DIMENSIONS Millimetres (inches)

Wheelbase 2945 (115.9)
Overall length 5454 (214.7)
Overall width 1922 (75.7)
Front tread 1578 (62.1)
Rear tread 1628 (64.1)
Headroom front 998 (39.3) rear 995 (39.2)
Legroom front 1072 (42.2) rear 970 (38.2)
Shoulder room front 1544 (61.0) rear 1546 (60.9)
Hiproom front 1396 (55.0) rear 1396 (55.0)
Cargo volume (litres) (cu. ft.) 2472 (87.3)
Length of cargo space at floor 2304 (90.7)
Length of cargo space at floor behind second seat 1402 (55.2)
Minimum distance between wheelhouse at floor 1234 (48.6)
Rear-end opening width at belt 1232 (48.5)
Maximum height at rear opening (tailgate) open 736 (29.0)
Fuel tank capacity 83 litres (18.3 gals.)

A WORD ABOUT THE COMPONENTS AND OPTIONAL EQUIPMENT IN THESE VEHICLES.

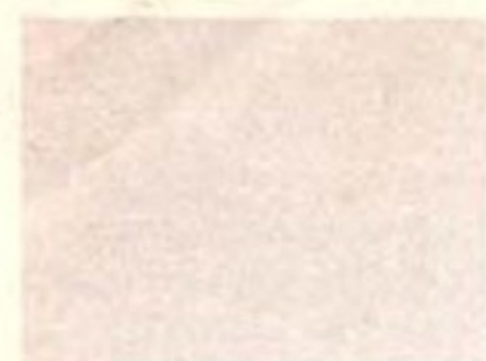
The vehicles described in this brochure incorporate thousands of different components produced by General Motors of Canada Limited and related companies and by various suppliers to General Motors of Canada or related companies. From time to time during the manufacturing process it may be necessary in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

With respect to extra cost optional equipment, make certain you specify the type of equipment you desire on your vehicle when ordering it from your dealer. Before taking delivery of the vehicle, we suggest you verify that it includes the optional equipment that you ordered or if there are changes, they are acceptable to you.

A WORD ABOUT ENGINES: Pontiacs shown in this brochure are equipped with GM-built engines produced by various divisions. See the engine chart at your Dealer's for complete details about engine sources and availability.

Exterior colors

Colors shown are representative only. Printed reproduction does not permit accurate color fidelity. Actual colors may be seen at your Pontiac-Buick dealer's.



11. Cameo White



15. Platinum Metallic



19. Starlight Black



22. Glacier Blue Metallic



44. Seafoam Green Metallic



61. Desert Sand



63. Laredo Brown Metallic



67. Ember Mist Metallic



69. Chesterfield Brown Metallic



77. Carmine Metallic



21. Dresden Blue



29. Nautilus Blue Metallic



45. Mayfair Green



79. Claret Metallic



15. Platinum
16. Charcoal Grey



22. Glacier Blue
29. Nautilus Blue



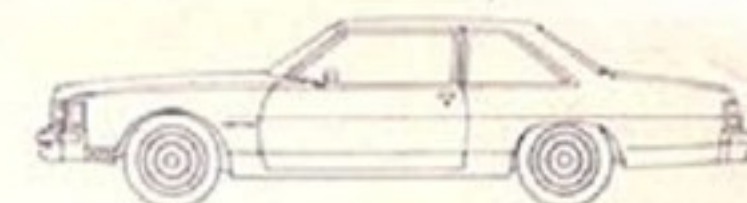
44. Seafoam Green
45. Mayfair Green



61. Desert Sand
56. Burnished Gold



79. Claret
77. Carmine



Laurentian 2-Door



Laurentian 4-Door



Laurentian 4-Door Safari



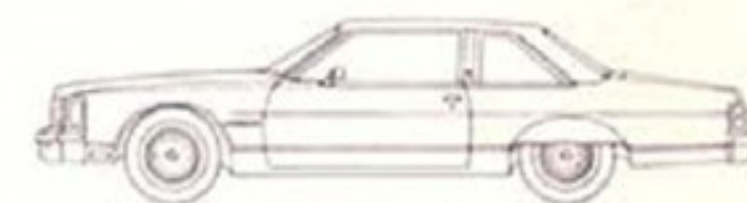
Catalina 2-Door



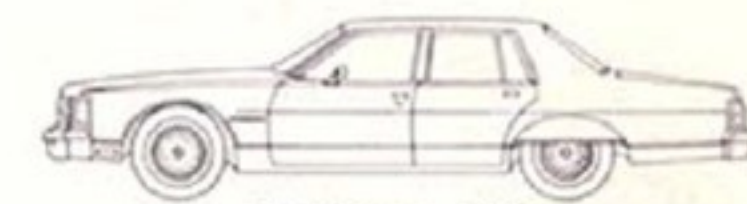
Catalina 4-Door



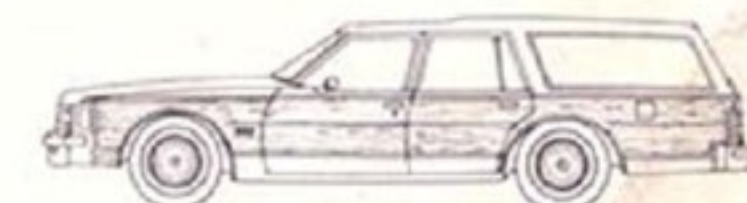
Catalina 4-Door Safari



Parisienne 2-Door



Parisienne 4-Door



Grand Safari

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