



PHOENIX
By Pontiac

A great new luxury compact by Pontiac

This is the first Pontiac Phoenix. It's our new six-passenger luxury compact. And it typifies the special way we feel about cars.

We think a car's styling should be clean. Strong. Arresting.

So we made Phoenix the only North American-built car today with single rectangular headlamps. And set them inside a distinctive new split-grille.

We gave Phoenix a chrome hood divider. A tasteful Phoenix hood ornament. Wide-ribbed lower-body moldings. And attractive wide tail lamps. For even more style, we made beautiful wire wheel covers available.

We think a car should be comfortable, but not overbearing. So we gave Phoenix a standard notchback front seat with centre

armrest. Standard in rich fabric. And available in supple vinyl. High-back front bucket seats are also available, in fabric or vinyl.

Whichever seat you choose, it'll look just beautiful with the cut-pile carpeting, padded door panels, and cushioned steering wheel. Together with the Grand Prix-style instrument panel, they give Phoenix a quiet kind of luxury we think you'll like.

We think a car should be roomy. And Phoenix is. But with a length and wheelbase that places it between our mid-sized LeMans and sub-compact Sunbird.

We think a car should move down the road with authority. Phoenix does. With its standard 3.8 litre (231 CID) V6, or other available engines. Like Pontiac's exclusive new 2.5 litre (151 CID)

cast-iron four. Or an available V8. (For the complete story on engine/transmission availability, turn to the back cover.)

We think a car should offer you the opportunity to make your ride more luxurious, and your driving more sporty. Phoenix makes that offer. Order air conditioning. Cruise Control. Power windows and door locks. A tilt steering wheel. AM/FM stereo. A beautiful vinyl roof. And you'll have that added luxury.

Get Pontiac's available Rally RTS Handling Package, with steel-belted radials. And Formula steering wheel. And we think you'll discover that driving can be fun again.

We think Phoenix is a pretty special compact. Once you drive it for yourself, we think you'll agree.



Models

2-Door Coupe, 4-Door Sedan.

Power Teams

Standard engine:

3.8 litre (231 CID) 2-bbl. V6.

Available engines:

2.5 litre (151 CID) 2-bbl. 4-cyl.

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

Standard transmission:

3-speed Manual Column Shift.

Available transmissions:

3-speed Manual Floor Shift.

Turbo Hydra-matic.

Standard Interior Features

Notchback front seat with centre armrest in rich fabrics. Grand Prix-style instrument panel. Simulated Rosewood applique on instrument panel. Instrument panel assist strap. Phoenix nameplate on instrument panel. Cigar lighter. Luxury Cushion color-keyed steering wheel. Wide non-glare rearview mirror. Dome lamp switches on all doors. Padded door panels with map pockets on front doors. Acoustical insulation. Front and rear armrests. Single-buckle seat and shoulder belt system. Low level body ventilation. Speedometer graduated in kilometers per hour as well as miles per hour (odometer registers miles). Quick fluid-on-demand windshield washer. Nylon-blend, cut-pile carpeting. Luggage compartment mat. Custom pedal trim plates.

Standard Exterior Features

Distinctive new split-grille, front end and hood styling. Hood windsplit molding and stand-up hood ornament. New single rectangular head lamps. Front bumper centre pad. Front and rear bumper outer pads. Phoenix nameplates and emblems. Deck lid lock cover. Wide-ribbed rocker moldings and extensions. Wheel opening moldings. Extra-long front fender rocker molding extension. Deluxe wheel covers. Wide taillamps.

Standard Chassis Features

Front disc, rear drum brakes. High Energy Electronic Ignition. Catalytic converter. E78-14 blackwall tires. Dual horns. Multi-leaf rear springs.

1977 Phoenix Colors

11-Cameo White	75-Buccaneer Red
51-Goldenrod Yellow	13-Sterling Silver
61-Mojave Tan	22-Glacier Blue
53-Buckskin Metallic	44-Bahia Green
78-Mandarin Orange	29-Nautilus Blue
69-Brentwood Brown	38-Aquamarine
36-Firehorn Red	19-Starlight Black



Facts and Figures

Popular Equipment Available

Wire-wheel covers. Radial tires ER78-14 white or blackwall. FR78-14 whitewall, blackwall or white lettered, includes Radial Tuned Suspension with specifically tuned suspension components. Rally RTS Handling Package including large front stabilizer bar and rear stabilizer bar, and FR78-14 black steel-belted radial tires (whitewall and white letter available). Variable-ratio power steering. Power front disc brakes. Power windows. Power door locks. Controlled-cycle windshield wiper system. Swing-out rear quarter windows (only on 2-door model). Cruise control (with V6, V8 and Turbo Hydra-matic only). Custom air conditioning. Formula Steering Wheel (available on all models with tilt steering wheel). Tilt steering wheel (not available on models with manual column-

shift transmission). Custom finned wheel covers. Rally II or body-colored Rally II wheels with trim rings. Trim rings. Landau vinyl top (2-door coupe only). Console (with bucket seats only). Front bucket seats (in fabric or vinyl). Left-hand and right-hand remote control sport mirrors. AM-FM stereo radio. AM/FM radio or AM radio. Left-hand remote control chrome mirror. Visor vanity mirrors (right visor available lighted or unlighted). Rear window defogger. Lamp package including ash tray lamp, and trunk lamp. Rally gauge cluster with clock or fuel economy indicator or tachometer. Safe-T-Track rear axle. Engine block heater. Heavy-duty cooling. Heavy-duty battery. Soft-ray glass for all windows. Electric clock. Floor mats. Stowaway spare tire. Protection accessories including infant baby carrier, child safety seat.



A standard notchback front seat with centre armrest typifies the kind of luxury you get with Phoenix.

Dimensions (inches)	2-door Coupe	4-door Sedan
Overall length	203.4	203.4
Overall width	72.4	72.4
Wheelbase	111.1	111.1
Track, front/rear	61.2/59.0	61.2/59.0
Headroom, front/rear	38.2/36.7	39.1/37.1
Legroom, front/rear	41.7/32.4	41.7/35.2
Shoulder room, front/rear	56.6/55.3	56.6/56.7
Hiproom, front/rear	53.3/52.8	53.3/53.6

Capacities

Fuel tank—175 (Imp. gals.)

Cooling system—11.4 (Imp. qts.) V6

Oil, less filter refill—3.3 (Imp. qts.)

1977 Phoenix Safety Features

Occupant Protection

- Seat belts with pushbutton buckles for all passenger positions
- Two front combination seat and inertia reel shoulder belts for driver (with reminder light and buzzer) and right front passenger
- 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
- Safety armrests
- Safety steering wheel.

Accident Prevention

- Side marker lights and reflectors
- Parking lamps that illuminate with headlamps
- Four-way hazard warning flasher
- Backup lights
- Lane change feature in direction signal control
- Windshield defrosters, washer and dual speed wipers
- Wide view inside mirror (vinyl edges, 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.

Anti-theft

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



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